

A Profile of Brazilian Visitors to Louisiana

- 49.2% of Brazilian Visitors entered the United States through Miami, followed by Dallas (11.2%), and Atlanta (8.8%)
- Brazilian visitors spent on average 13.2 nights in the USA and 7.6 of those in Louisiana
- Brazilian visitors to Louisiana also visited primarily Florida (39.2%), Texas (20.7%), and New York (8.9%)
- Pleasure (41.6%), visiting friends and relatives (22.5%), and attending a convention/trade show (18.3%), were the main purposes of visit for Brazilian travelers
- Brazilian visitors characterized their trip as “Individual but planned in advance” (55.9%), “Individual and independent” (30%), and “Organized group tour” (14.1%)
- 51.1% of Brazilian visitors reported using a travel agent in planning their trip
- 23% of Brazilian visitors reported using the Louisiana Tour Guide
- 35.7% of Brazilian visitors reported visiting a State Visitor Center in Louisiana
- Flying (80.9%) was the most common means of transportation for Brazilian visitors to come to Louisiana, followed by rental car (9.9%), and public bus (4.2%)*
- Once in Louisiana, Brazilian travelers used mostly rental cars (47.8%), public (17.6%) and chartered (11.4%) buses
- Brazilian visitors’ most preferred night accommodations were hotel/motel (71.8%), followed by staying with friends and family (21.2%), and Bed and Breakfast (6.9%)*
- Brazilian visitors’ mean party size is 2.7
- Total average expenditures for Brazilian visitors is \$302.25 per day
- 57.5% of Brazilian visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 70.9% of Brazilian visitors took advantage of the LTFS program
- 48.3% of Brazilian visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by Brazilian visitors were shopping (78%), dining out (66.8%), sightseeing in cities (52.1%), visiting nightclubs and bars (52.1%), and visiting historical places (40.5%)*
- 50% of Brazilian visitors felt very safe in Louisiana, 30.3% felt somewhat safe, and 3.7% felt very unsafe
- 75.6% of Brazilian visitors were very satisfied with their visit to Louisiana, 14.7% were somewhat satisfied, and 6.6% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (35.7%) as a concern, littered streets (26.2%), and unfriendly people (14.3%)
- 44.4% of Brazilian visitors are very likely to return to Louisiana in the next five years; 33.2% are likely to return, and 8.6% indicated that they were very unlikely to return
- The primary reasons why Brazilian visitors would return to Louisiana are to visit friends and family (27.2%), to conduct business or attend a convention (16.6%), and because Louisiana is a fun place to visit (15.4%),
- The primary reasons why Brazilian visitors would not return to Louisiana are that it is dirty (25%), because of crime (18.2%), and because it is too expensive (13.6%)
- The top three Louisiana locations visited by Brazilian visitors are New Orleans (97.5%), Baton Rouge (18.9%), and Lafayette (8.6%)*
- The locations where at least one night was spent by Brazilian visitors are New Orleans (96.6%), Baton Rouge (7.1%), and Lafayette (2.9%)*
- Most Brazilian visitors are professional/technical (27.6%), and in marketing and sales or in administrative/managerial positions (13% each)
- The mean age of Brazilian visitors to Louisiana is 37 years old
- Annual household income of Brazilian visitors to Louisiana is between \$25,000 - 49,000 (22%), \$50,000 – 74,000 (22%), and \$75,000 – 99,000 (19.7%).
- Total may not equal 100% because multiple answers were allowed

A Profile of Canadian Visitors to Louisiana

- 22.2% of Canadian Visitors entered the United States through Chicago, followed by New York (17.7%), and New Orleans (10.7%)
- Canadian visitors spent on average 8.7 nights in the USA and 5.7 of those in Louisiana
- Canadian visitors to Louisiana also visited primarily Texas (18.3%), Mississippi (10%), and New York (9.2%)
- Pleasure (41.9%), attending a convention/trade show (22.1%), and business/professional (21.3%) were the main purposes of visit for Canadian travelers
- Canadian visitors characterized their trip as “Individual but planned in advance” (48.2%), “Individual and independent” (37.1%), and “Organized group tour” (14.7%)
- 65.5% of Canadian visitors reported using a travel agent in planning their trip
- 25.2% of Canadian visitors reported using the Louisiana Tour Guide
- 31.8% of Canadian visitors reported visiting a State Visitor Center in Louisiana
- Flying (88.8%) was the most common means of transportation for Canadian visitors to come to Louisiana, followed by rental car (8.8%), and chartered bus (4.8%)*
- Once in Louisiana, Canadian travelers used mostly rental cars (50%), public (18%) and chartered (17.6%) buses
- Canadian visitors’ most preferred night accommodations were hotel/motel (81.7%), followed by staying with friends and family (11.1%), and Bed and Breakfast (9.1%)*
- Canadian visitors’ mean party size is 2.5
- Total average expenditures for Canadian visitors is \$282.59 per day
- 55.6% of Canadian visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 79.3% of Canadian visitors took advantage of the LTFS program
- 45.2% of Canadian visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by Canadian visitors were dining out (84.1%), shopping (82.9%), sightseeing in cities (60.6%), visiting nightclubs and bars (59.3%), and visiting historical places (43.5%)*
- 20.8% of Canadian visitors felt very safe in Louisiana, 49.2% felt somewhat safe, and 3.7% felt very unsafe
- 68.3% of Canadian visitors were very satisfied with their visit to Louisiana, 23.6% were somewhat satisfied, and 1.2% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (39.1%) as a concern, littered streets (19.6%), and the weather (13%)
- 37.8% of Canadian visitors are very likely to return to Louisiana in the next five years; 40.5% are likely to return, and 5.4% indicated that they were very unlikely to return
- The primary reasons why Canadian visitors would return to Louisiana are to conduct business or attend a convention (28.7%), the food (15.2%), and because Louisiana is a fun place to visit (14.6%),
- The primary reasons why Canadian visitors would not return to Louisiana are that it is too expensive (28.6%), because of crime (23.8%), and because they have already seen it (9.5%).
- The top three Louisiana locations visited by Canadian visitors are New Orleans (99.6%), Baton Rouge (20.9%), and Lafayette (12.8%)*
- The locations where at least one night was spent by Canadian visitors are New Orleans (97.4%), Baton Rouge (9.5%), and Lafayette (6.5%)*
- Most Canadian visitors are professional/technical (29.7%), in marketing and sales (17.7%), or in administrative/managerial positions (12.1%)
- The mean age of Canadian visitors to Louisiana is 39.4 years old
- Annual household income of Canadian visitors to Louisiana is between \$25,000 - 49,000 (21%), \$50,000 – 74,000 (29.3%), and \$75,000 – 99,000 (21%).

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A Profile of English Visitors to Louisiana

- 19.5% of English Visitors entered the United States through New York, followed by Houston (13.7%), and Chicago (13.3%)
- English visitors spent on average 13.8 nights in the USA and 7.6 of those in Louisiana
- English visitors to Louisiana also visited primarily New York (14.7%), Texas (14.2%), and Florida (11%)
- Pleasure (47.3%), business/professional (26.7%), and attending a convention/trade show (11.9%), were the main purposes of visit for English travelers
- English visitors characterized their trip as “Individual but planned in advance” (54.9%), “Individual and independent” (29.5%), and “Organized group tour” (15.6%)
- 67.4% of English visitors reported using a travel agent in planning their trip
- 18.2% of English visitors reported using the Louisiana Tour Guide
- 33% of English visitors reported visiting a State Visitor Center in Louisiana
- Flying (91.4%) was the most common means of transportation for English visitors to come to Louisiana, followed by rental car (8.2%), and chartered bus (3.7%)*
- Once in Louisiana, English travelers used mostly rental cars (39.6%), public (21.7%) and chartered (20%) buses
- English visitors’ most preferred night accommodations were hotel/motel (75.7%), followed by staying with friends and family (17.3%), and Bed and Breakfast (8.2%)*
- English visitors’ mean party size is 2.5
- Total average expenditures for English visitors is \$300.80 per day
- 48.3% of English visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 77.4% of English visitors took advantage of the LTFS program
- 46.4% of English visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by English visitors were dining out (83.1%), shopping (82.7%), sightseeing in cities (62.4%), visiting nightclubs and bars (57.4%), and visiting historical places (46%)*
- 20.3% of English visitors felt very safe in Louisiana, 51.9% felt somewhat safe, and 7.2% felt very unsafe
- 69.1% of English visitors were very satisfied with their visit to Louisiana, 26.3% were somewhat satisfied, and 1.6% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (35%) as a concern, expensive, and littered streets (10% each)
- 36.3% of English visitors are very likely to return to Louisiana in the next five years; 37.2% are likely to return, and 8.1% indicated that they were very unlikely to return
- The primary reasons why English visitors would return to Louisiana are to conduct business or attend a convention (24.8%), to visit friends and relatives (21.5%), and because Louisiana is a fun place to visit (17.4%),
- The primary reasons why English visitors would not return to Louisiana are that it is too expensive (29.5%), because of crime (22.7%), and because there are no business opportunities (15.9%).
- The top three Louisiana locations visited by English visitors are New Orleans (99%), Baton Rouge (21.4%), and Lafayette (11.4%)*
- The locations where at least one night was spent by English visitors are New Orleans (97.5%), Baton Rouge (13.3%), and Lafayette (3.4%)*
- Most English visitors are professional/technical (40.9%), in administrative/managerial positions (17.3%), or in marketing and sales (11.4%)
- The mean age of English visitors to Louisiana is 40.4 years old
- Annual household income of English visitors to Louisiana is between \$25,000 - 49,000 (14.7%), \$50,000 – 74,000 (23.2%), and \$75,000 – 99,000 (24.3%). 19% earn \$150,000 and over

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A Profile of French Visitors to Louisiana

- 20.3% of French Visitors entered the United States through New York, followed by Houston (12%), and Washington D.C. (10%)
- French visitors spent on average 11.9 nights in the USA and 8.0 of those in Louisiana
- French visitors to Louisiana also visited primarily Texas (16.7%), Florida (15.4%), and New York (13.2%)
- Pleasure (51.2%), Business (17.6%), and Visiting friends and relatives (15.2%) were the main purposes of visit for French travelers
- French visitors characterized their trip as “Individual but planned in advance” (42.4%), “Individual and independent” (36.8%), and “Organized group tour” (20.8%)
- 58.8% of French visitors reported using a travel agent in planning their trip
- 25.9% of French visitors reported using the Louisiana Tour Guide
- 45.1% of French visitors reported visiting a State Visitor Center in Louisiana
- Flying (90.4%) was the most common means of transportation for French visitors to come to Louisiana, followed by rental car (12.5%), and public bus (5.8%)*
- Once in Louisiana, French travelers used mostly rental cars (58.2%) and public buses (26.4%)
- French visitors’ most preferred night accommodations were hotel/motel (72%), followed by staying with friends and family (23%), and bed and breakfast (12.3%)*
- French visitors’ mean party size is 3
- Total average expenditures for French visitors is \$292.99 per day
- 62.6% of French visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 86.3% of French visitors took advantage of the LTFS program
- 50% of French visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by French visitors were shopping (84.9%), dining out (82.3%), sightseeing in cities (50.4%), visiting nightclubs and bars (50%), and visiting historical places (42.2%)*
- 22% of French visitors felt very safe in Louisiana, 56% felt somewhat safe, and 3.7% felt very unsafe
- 67.5% of French visitors were very satisfied with their visit to Louisiana, 26.6% were somewhat satisfied, and 0.8% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (21.9%) as a concern, littered streets (15.6%), and the weather (12.5%)
- 47.1% of French visitors are very likely to return to Louisiana in the next five years; 34.3% are likely to return, and 4.3% indicated that they were very unlikely to return
- The primary reasons why French visitors would return to Louisiana are to visit friends and relatives (17.9%), conduct business or attend a convention (17.3%), and because Louisiana is a fun place to visit (14.1%)
- The primary reasons why French visitors would not return to Louisiana are because it is too expensive (19%), because once is enough, there are other places to visit (28.6%), and because it is too far to travel to (23.8%)
- The top three Louisiana locations visited by French visitors are New Orleans (99.1%), Baton Rouge (38.7%), and Lafayette (36.9%)*
- The locations where at least one night was spent by French visitors are New Orleans (95.8%), Baton Rouge (21.9%), and Lafayette (21.4%)*
- Most French visitors are professional/technical (26.5%), in marketing and sales (20.2%), or in administrative/managerial positions (12.1%)
- The mean age of French visitors to Louisiana is 39.2 years old
- Annual household income of French visitors to Louisiana is between \$25,000 - 49,000 (20.3%), \$50,000 – 74,000 (32.6%), and \$75,000 – 99,000 (19.2%)

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A Profile of German Visitors to Louisiana

- 19.9% of German Visitors entered the United States through New York, followed by Atlanta (15.9%), and Washington D.C. (11.4%)
- German visitors spent on average 12.5 nights in the USA and 5.6 of those in Louisiana
- German visitors to Louisiana also visited primarily Florida (23%), New York (13.3%), and Texas and Mississippi (11.9% each)
- Pleasure (51.8%), attending a convention/trade show (19.2%), and business/professional (13.9%) were the main purposes of visit for German travelers
- German visitors characterized their trip as “Individual and independent” (44.5%), “Individual but planned in advance” (42.9%), and “Organized group tour” (12.6%)
- 70.9% of German visitors reported using a travel agent in planning their trip
- 26% of German visitors reported using the Louisiana Tour Guide
- 37.8% of German visitors reported visiting a State Visitor Center in Louisiana
- Flying (87.2%) was the most common means of transportation for German visitors to come to Louisiana, followed by rental car (17.3%), and chartered bus and train (4.1% each)*
- Once in Louisiana, German travelers used mostly rental cars (55.2%), chartered (21.2%) and public (19.5%) buses
- German visitors’ most preferred night accommodations were hotel/motel (86.1%), followed by staying with friends and family (9.8%), and bed and breakfast (3.3%)*
- German visitors’ mean party size is 2.4
- Total average expenditures for German visitors is \$279.31 per day
- 58.4% of German visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 78.6% of German visitors took advantage of the LTFS program
- 41.1% of German visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by German visitors were shopping (83.6%), dining out (76.9%), sightseeing in cities (63.4%), visiting historical places (49.6%), and visiting nightclubs and bars (47.9%)*
- 22.4% of German visitors felt very safe in Louisiana, 59.2% felt somewhat safe, and 2.6% felt very unsafe
- 62.6% of German visitors were very satisfied with their visit to Louisiana, 31.5% were somewhat satisfied, and 0.4% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (31.6%) as a concern, the weather and accommodation arrangements (15.8 % each), and littered streets (10.5%)
- 33.5% of German visitors are very likely to return to Louisiana in the next five years; 34% are likely to return, and 7.5% indicated that they were very unlikely to return
- The primary reasons why German visitors would return to Louisiana are to conduct business or attend a convention (22.7%), visit friends and relatives (14.8%), and because Louisiana is a fun place to visit (14.1%)
- The primary reasons why German visitors would not return to Louisiana are because once is enough, there are other places to visit (25%), the weather (15.6%), and because of price and insecurity (12.5% each)
- The top three Louisiana locations visited by German visitors are New Orleans (97.4%), Baton Rouge (22.6%), and Lafayette (9.6%)*
- The locations where at least one night was spent by German visitors are New Orleans (96.9%), Baton Rouge (9%), and Lafayette (5.4%)*
- Most German visitors are professional/technical (41.4%), in marketing and sales (9.1%), or in administrative/managerial positions (7.8%)
- The mean age of German visitors to Louisiana is 41.3 years old
- Annual household income of German visitors to Louisiana is between \$25,000 - 49,000 (17.9%), \$50,000 – 74,000 (31.3%), and \$75,000 – 99,000 (17.4%)

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A Profile of Japanese Visitors to Louisiana

- 21.4% of Japanese Visitors entered the United States through Los Angeles, followed by Atlanta (17.6%), and Chicago (14.3%)
- Japanese visitors spent on average 10.5 nights in the USA and 4.6 of those in Louisiana
- Japanese visitors to Louisiana also visited primarily California (44%), Georgia (20%), and New York (15.2%)
- Pleasure (57.3%), attending a convention/trade show (19.7%), and visiting friends and relatives (7.9%) were the main purposes of visit for Japanese travelers
- Japanese visitors characterized their trip as “Organized group tour” (46.2%), “Individual and independent” (28%), and “Individual but planned in advance” (25.8%)
- 74.7% of Japanese visitors reported using a travel agent in planning their trip
- 28% of Japanese visitors reported using the Louisiana Tour Guide
- 37.2% of Japanese visitors reported visiting a State Visitor Center in Louisiana
- Flying (90.4%) was the most common means of transportation for Japanese visitors to come to Louisiana, followed by chartered bus (8.5%), and rental car (3.7%)
- Once in Louisiana, Japanese travelers used mostly chartered buses (37.9%), rental cars (21.4%), and public bus (19.8%).
- Japanese visitors’ most preferred night accommodations were hotel/motel (91.3%), followed by staying with friends and family (10.4%), and Bed and Breakfast (1.6%)*
- Japanese visitors’ mean party size is 3.2
- Total average expenditures for Japanese visitors is \$332.56 per day
- 78.1% of Japanese visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 77.9% of Japanese visitors took advantage of the LTFS program
- 49.7% of Japanese visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by Japanese visitors were shopping (87.3%), sightseeing in cities (68%), dining out (55.8%), take a commercial guided tour (48.6), and visiting historical places (47%)*
- 15.2% of Japanese visitors felt very safe in Louisiana, 62.9% felt somewhat safe, and 2.8% felt very unsafe
- 45.1% of Japanese visitors were very satisfied with their visit to Louisiana, 51.1% were somewhat satisfied, and 1.1% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (50%) as a concern, and that Louisiana was too commercial (50%)
- 21% of Japanese visitors are very likely to return to Louisiana in the next five years; 28.4% are likely to return, and 16% indicated that they were very unlikely to return
- The primary reasons why Japanese visitors would return to Louisiana are to conduct business or attend a convention (16.2%), for the music (14.7%), and because Louisiana is a fun and friendly place to visit (13.2%),
- The primary reasons why Japanese visitors would not return to Louisiana are because of crime, because it is too far, and because they did not like New Orleans (6.7% each)
- The top three Louisiana locations visited by Japanese visitors are New Orleans (98%), Baton Rouge (13.6%), and Lafayette (6.8%)*
- The locations where at least one night was spent by Japanese visitors are New Orleans (96.6%), Baton Rouge (7.5%), and Lafayette (4.1%)*
- Most Japanese visitors are professional/technical (22.9%), in administrative/managerial positions (20.5%), or in marketing and sales (21.1%)
- The mean age of Japanese visitors to Louisiana is 40.8 years old
- Annual household income of Japanese visitors to Louisiana is between \$25,000 - 49,000 (13.7%), \$50,000 – 74,000 (28.4%), and \$75,000 – 99,000 (19.6%). 21.6% earn \$100,000 – 149,000

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A Profile of Mexican Visitors to Louisiana

- 35.4% of Mexican Visitors entered the United States through New Orleans, followed by Houston (33.3%), and Dallas (14.5%)
- Mexican visitors spent on average 9.4 nights in the USA and 6.3 of those in Louisiana
- Mexican visitors to Louisiana also visited primarily Texas (19.5%), Florida (9.5%), and California (3.4%)
- Pleasure (61.8%), visiting friends and relatives (14.7%), and attending a convention/trade show (11.8%), were the main purposes of visit for Mexican travelers
- Mexican visitors characterized their trip as “Individual and independent” (42.3%), “Individual but planned in advance” (36.5%), and “Organized group tour” (21.2%)
- 68.3% of Mexican visitors reported using a travel agent in planning their trip
- 27.2% of Mexican visitors reported using the Louisiana Tour Guide
- 59.5% of Mexican visitors reported visiting a State Visitor Center in Louisiana
- Flying (86%) was the most common means of transportation for Mexican visitors to come to Louisiana, followed by rental car (10%), and chartered bus (3% each)*
- Once in Louisiana, Mexican travelers used mostly rental cars (41.1%), chartered (17.5%) and public (14.4%) buses
- Mexican visitors’ most preferred night accommodations were hotel/motel (67.1%), followed by staying with friends and family (26.6%), and apartment rental (3.9%)*
- Mexican visitors’ mean party size is 3
- Total average expenditures for Mexican visitors is \$338.48 per day
- 72% of Mexican visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 92.5% of Mexican visitors took advantage of the LTFS program
- 51.4% of Mexican visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by Mexican visitors were shopping (93.9%), dining out (77.1%), sightseeing in cities (48.5%), visiting nightclubs and bars (47.8%), and visiting historical places (47.1%)*
- 65% of Mexican visitors felt very safe in Louisiana, 27.1% felt somewhat safe, and 1.5% felt very unsafe
- 88.6% of Mexican visitors were very satisfied with their visit to Louisiana, 9% were somewhat satisfied, and 0.7% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (16.7%) as a concern, and littered streets (16.7%)
- 55.5% of Mexican visitors are very likely to return to Louisiana in the next five years; 37% are likely to return, and 4.3% indicated that they were very unlikely to return
- The primary reasons why Mexican visitors would return to Louisiana are because Louisiana is a fun place to visit (21.1%), to visit friends and relatives (17.4%), and conduct business or attend a convention (13%)
- The primary reasons why Mexican visitors would not return to Louisiana are because it is too expensive (33.3%), already seen it, there are other places to visit (22.2%), and because there are no business opportunities.
- The top three Louisiana locations visited by Mexican visitors are New Orleans (94.9%), Baton Rouge (23.7%), and Lafayette (9.1%)*
- The locations where at least one night was spent by Mexican visitors are New Orleans (93.7%), Baton Rouge (13.5%), and Lafayette (4.2%)*
- Most Mexican visitors are professional/technical (32.9%), in administrative/managerial positions (13.9%), or in marketing and sales (11.1%)
- The mean age of Mexican visitors to Louisiana is 39.1 years old
- Annual household income of Mexican visitors to Louisiana is between \$25,000 - 49,000 (32.9%), \$50,000 – 74,000 (22.1%), and \$75,000 – 99,000 (10.8%)

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