Overview of
Convention and Multi-Cultural
Travel to Louisiana

A Presentation For the Louisiana
Travel Summit
January 14, 2004
Presentation Objectives

✔ Illustrate The Big Picture of Convention and Business Visitation
✔ Summarize the Outlook for Convention and Meetings Travel
✔ Identify the Multi-Cultural Market
✔ Summarize the Outlook for Multi-Cultural Visitors to Louisiana
Business and Convention Travel in the U.S.

- Twenty percent of all travel is for business purposes
- Thirty-six percent of all traveler spending, or $176 billion, is attributed to business travelers
- Sixty percent of all business/convention/seminar travel occurs out-of-state
New Orleans ranks 5th in the number of exhibitions hosted

The top 16 cities represented over 50% of over 13,000 exhibitions hosted in North America
Business and Convention Travel in Louisiana

- Approximately 1 of every 5 visitors to La. and N.O. are business/convention visitors.
- Business/convention visitors have declined slightly in N.O. since 9/11.
- Due to the economy and 9/11, the number of conventions and the number of delegates to each convention has declined.
U.S. Outlook for Business and Convention Travel

✔ After several years of declines, business travel should finally rebound with 4% expected growth rate in 2004 nationwide.

✔ Expect increasing use of alternatives such as teleconferencing and web meetings.

✔ Expect increasing use of cost-cutting measures such as self-directed online booking and nonrefundable airfares.
La. Outlook for Business and Convention Travel

✔ N.O. predicts 16% drop in group meetings’ hotel rooms in 2004 but rebound expected in 2005

✔ Expect more marketing to attract combined business/pleasure visitors

✔ Increasing competition for meetings among all CVBs as more meeting space becomes available
U.S. Multi-Cultural Market

- 17% of all travel in 2002 was made by America’s top 3 multi-cultural markets
- Over half of America’s minority population lives in just five states: CA, TX, NY, FL, and IL
U.S. African-American Market

✔ 35 mil  African-Americans in U.S.
✔ +68%  Growth over next 50 years
✔ 13%  Share of U.S. population
✔ 59%  Live in 10 states
✔ +32%  Buying power growth by 2007
✔ 69%  Online usage by 2007
✔ 7%  Share of all person-trips
## U.S. African-American Market

<table>
<thead>
<tr>
<th>More Likely</th>
<th>Less Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>X Travel to a southern destination</td>
<td>X Outdoor activities, visit nat./state park</td>
</tr>
<tr>
<td>X Use a rental car</td>
<td></td>
</tr>
<tr>
<td>X Travel party to include only 1 adult</td>
<td></td>
</tr>
<tr>
<td>X Shopping</td>
<td>X</td>
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</tbody>
</table>
African-American Visitors to Louisiana

- 2.6 mil African-American visitors to La.
- 1 mil Increase since 1994
- 13% Percentage of all visitors to La.
- 1st Highest among all states
- 22% From Texas
- 20% From Mississippi
## African-American Visitors to Louisiana

<table>
<thead>
<tr>
<th>More Likely</th>
<th>Less Likely</th>
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</thead>
<tbody>
<tr>
<td>X Visit friends &amp; relatives</td>
<td>X Business</td>
</tr>
<tr>
<td>X During the summer months</td>
<td>X Stay in a hotel/motel</td>
</tr>
<tr>
<td>X To travel alone and/or without children*</td>
<td>X</td>
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</tbody>
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Outlook for Multi-Cultural Travelers

✔ High population growth expected
✔ Increased use of internet will allow better access to travel arrangement/planning
✔ Growing buying power will provide more resources for travel
✔ Improved economic forecasts
✔ All of the above will result in more travel by minority groups in the future
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