Who Visits Louisiana

A Presentation For the Louisiana Travel Promotion Association
March 15, 2007
Louisiana Market Share of U.S. Resident Visitors

2000: 2.4%
2001: 2.1%
2002: 2.2%
2003: 2.2%
2004: 2.1%
Visitor State of Origin

Percentage of All U.S. Visitors to Louisiana

- TX: 32%
- LA: 28%
- MS: 7%
- FL: 4%
- AL: 4%
- CA: 3%
- GA: 3%
- AR: 3%
- TN: 2%
- OK: 1%
Primary Mode of Transportation

- Auto: 68%
- Airplane: 25%
- Rental Car: 4%
- Bus: 2%
- Other: 1%
Louisiana’s Top Drive Markets

Percentage of All Louisiana Drive Visitors

- Houston: 12%
- Dallas: 10%
- Tyler: 3%
- Jackson: 3%
- Mobile: 3%
- Beaumont: 3%
- Austin: 2%
- Biloxi: 2%
- San Antonio: 2%
- Little Rock: 2%
- Atlanta: 1%
Louisiana’s Top Fly Markets

Percentage of All Louisiana Fly Visitors

- Houston: 7%
- Dallas: 6%
- L.A.: 6%
- NYC: 5%
- SF/Oak: 4%
- Atlanta: 4%
- Wash DC: 3%
- Chicago: 3%
- Philly: 3%
- Boston: 2%
## Business Development Index

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>JACKSON</td>
<td>886,622</td>
<td>0.32%</td>
<td>367,081</td>
<td>2.29%</td>
<td>728</td>
</tr>
<tr>
<td>HOUSTON</td>
<td>5,081,022</td>
<td>1.81%</td>
<td>1,867,028</td>
<td>11.66%</td>
<td>646</td>
</tr>
<tr>
<td>MOBILE</td>
<td>1,271,914</td>
<td>0.45%</td>
<td>354,671</td>
<td>2.22%</td>
<td>490</td>
</tr>
<tr>
<td>AUSTIN</td>
<td>1,382,716</td>
<td>0.49%</td>
<td>266,604</td>
<td>1.67%</td>
<td>339</td>
</tr>
<tr>
<td>WACO</td>
<td>843,363</td>
<td>0.30%</td>
<td>159,322</td>
<td>1.00%</td>
<td>332</td>
</tr>
<tr>
<td>LITTLE ROCK</td>
<td>1,350,611</td>
<td>0.48%</td>
<td>244,987</td>
<td>1.53%</td>
<td>319</td>
</tr>
<tr>
<td>SAN ANTONIO</td>
<td>2,053,965</td>
<td>0.73%</td>
<td>312,639</td>
<td>1.95%</td>
<td>268</td>
</tr>
</tbody>
</table>
Visitor Characteristics

- Household Demographics
  - Age, Household Size, Marital Status, Education, Employment, Income, Race

- Trip Characteristics
  - Trip Purpose, Mode of Transportation, Trip Duration, Lodging Use, Activities, MSA of Destination, Spending
Primary Purpose of Trip

- Visit friends and Relatives: 38%
- Entertainment: 22%
- Business: 11%
- Convention: 8%
- Business and Pleasure: 4%
- Other Pleasure: 13%
- Outdoor Recreation: 4%
Why Do Visitors Choose Louisiana?

- Great, Distinctive Food
- Different and Unique
- Great Live Music
- Distinctive Culture
- Nightlife and Entertainment
- Quality Accommodations
- Variety of Things to Do and See
# Texas Residents

<table>
<thead>
<tr>
<th>More Likely</th>
<th>Less Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure visitor</td>
<td></td>
</tr>
<tr>
<td>Travel by car</td>
<td></td>
</tr>
<tr>
<td>Participate in Gaming</td>
<td></td>
</tr>
<tr>
<td>Visit museums and historic sites</td>
<td>X</td>
</tr>
<tr>
<td>Visit Shreveport</td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>X</td>
</tr>
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</table>
Mature Travelers

- 5 million visitors, or more than 1 in 4 visitors to La.
- 2 in 5 visitors are 55-64, and the rest are 65+
- Typical Lifestage: Retired older couple
- Average income $63,000+
- Total net worth of all mature travelers in U.S. is $1.5 Trillion
- Stays longer than average traveler
- Not restricted to weekend travel
- Hotel stay still dominant but also travels in RVs and visits family and friends
- One-third participates in gambling while visiting La.
- Also likes to visit historical sites and museums, go shopping, and sightseeing
- Less likely to use the internet for travel information or arrangements, however, as more and more Baby Boomers enter this group the more they become computer savvy
African American Travelers

- 2.6 million visitors, or 1 in 7 visitors to La.
- 13% of all domestic visitors to La.
- 22% from Tx. And 20% from Ms.
- More likely to have children in the household
- Younger than average visitor (43 years old vs. 46 years old)
- Less affluent than average traveler
- Attends family or social events while traveling
- More likely to have children in travel party
- More likely to take a leisure trip to La. rather than a business trip
- More likely to travel by car and for the purpose of visiting friends and relatives
- Enjoys shopping, gambling, and nightlife/dancing while traveling to La.
- Most characteristics of this traveler are similar to the average traveler to La.
Culture Seeker

- 4.5 million visitors, or 1 in 4 visitors to La.
- Tend to be younger (60% under 39)
- Equally male or female in gender
- Greater than average incomes
- Travels for special events
- Travels for getaway weekends or short stays (1-3 nights)
- Travels in parties of 2 or more adults
- Stays in hotels
- Tends to plan trips either within a week or more than a month away
- Uses state 1-800 info and other free and purchased guide books
- Likes sightseeing, fine dining, visiting historic sites, browsing art-antiques-crafts exhibits, and attends concerts, plays and other performing arts
Self Realization Outdoor Lover

- 4.7 million visitors, or 1 in 4 visitors to La.
- Middle-aged or older (two-thirds are over 49)
- Even gender split
- Below average income
- Travels for getaway weekends or short stays (1-3 nights)
- Travels in parties of 2 or more adults
- Stays in hotels
- Tends to plan trips between 3 weeks to 3 months ahead
- Magazine, newspapers, and travel guides for travel planning info
- Likes sightseeing, fine dining, and historic sites, but also likes to participates in or watch outdoor activities when traveling
- Loves telling other people about his/her travel
Relaxation Seeker

- 3.6 million visitors, or 1 in 5 visitors to La.
- Bimodal in age with 55% under 39 and 27% over 55
- Mostly female (67%)
- Greater than average income
- Wants to reduce stress thru travel
- Tend to travel for getaway weekends and general vacations
- Travels as a couple
- Stays in hotels
- Impulsive - plans trips within a month away
- Likes purchased travel guides the best but also uses state and local visitors guides and internet sites for information in planning trip
- Main activities are sightseeing, browsing art, antique, and craft shops, nightlife, and fine dining
- Also loves to be outdoors and with nature
The Impact of International Visitors to Louisiana

- In 2004, 46.1 million international visitors came to the U.S. and spent $74.8 billion
- 500 thousand international visitors came to La and spent $425 million
Top International Markets

- 500,000 International Visitors
- Canada
- United Kingdom
- Germany
- France
- Mexico
- Central America
Louisiana Market Share of Canadian Visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>Market Share</th>
</tr>
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<tbody>
<tr>
<td>2000</td>
<td>0.79%</td>
</tr>
<tr>
<td>2001</td>
<td>0.92%</td>
</tr>
<tr>
<td>2002</td>
<td>0.88%</td>
</tr>
<tr>
<td>2003</td>
<td>0.66%</td>
</tr>
<tr>
<td>2004</td>
<td>0.79%</td>
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Canadian Arrivals To The U.S.

Millions

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18.6</td>
<td>17.3</td>
<td>15</td>
<td>14.7</td>
<td>15.3</td>
<td>15.1</td>
<td>13.4</td>
<td>14.1</td>
<td>14.6</td>
<td>13.5</td>
<td>13</td>
<td>12.6</td>
<td>13.8</td>
</tr>
</tbody>
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Province of Origin to Louisiana

Percentage of All Canadian Visitors to Louisiana

<table>
<thead>
<tr>
<th>Province</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ontario</td>
<td>52%</td>
</tr>
<tr>
<td>Quebec</td>
<td>15%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>14%</td>
</tr>
<tr>
<td>Alberta</td>
<td>6%</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>5%</td>
</tr>
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## Overseas Visitor Market Share

<table>
<thead>
<tr>
<th>State</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>NY</td>
<td>23.5%</td>
</tr>
<tr>
<td>FL</td>
<td>23.1%</td>
</tr>
<tr>
<td>CA</td>
<td>21.2%</td>
</tr>
<tr>
<td>HI</td>
<td>10.2%</td>
</tr>
<tr>
<td>NV</td>
<td>6.7%</td>
</tr>
<tr>
<td>IL</td>
<td>5.6%</td>
</tr>
<tr>
<td>MA</td>
<td>4.9%</td>
</tr>
<tr>
<td>TX</td>
<td>4.3%</td>
</tr>
<tr>
<td>NJ</td>
<td>3.7%</td>
</tr>
<tr>
<td>PA</td>
<td>3.5%</td>
</tr>
<tr>
<td>GA</td>
<td>3.1%</td>
</tr>
<tr>
<td>AZ</td>
<td>2.9%</td>
</tr>
<tr>
<td>CO</td>
<td>2.0%</td>
</tr>
<tr>
<td>MI</td>
<td>1.9%</td>
</tr>
<tr>
<td>WA</td>
<td>1.9%</td>
</tr>
<tr>
<td>OH</td>
<td>1.7%</td>
</tr>
<tr>
<td>NC</td>
<td>1.6%</td>
</tr>
<tr>
<td>UT</td>
<td>1.5%</td>
</tr>
<tr>
<td>VA</td>
<td>1.5%</td>
</tr>
<tr>
<td>LA</td>
<td>1.4%</td>
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Overseas Visitors To Louisiana

Thousands of Visitors

- 2000: 390
- 2001: 437
- 2002: 268
- 2003: 216
- 2004: 285

Years:
- 2000
- 2001
- 2002
- 2003
- 2004
## Major Overseas Markets For Louisiana

<table>
<thead>
<tr>
<th>Country</th>
<th>% of Total Overseas Visitors to La.</th>
<th>% of All Tax-Free Shopping Transactions</th>
</tr>
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<tbody>
<tr>
<td>United Kingdom</td>
<td>19%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Germany</td>
<td>7%</td>
<td>5.3%</td>
</tr>
<tr>
<td>France</td>
<td>7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Australia</td>
<td>5%</td>
<td>1.9%</td>
</tr>
<tr>
<td>Italy</td>
<td>4%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Brazil</td>
<td>2%</td>
<td>3.9%</td>
</tr>
<tr>
<td>Japan</td>
<td>2%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>