

The Economic Impact of Travel on Louisiana Parishes 2003

A Study Prepared for the
Louisiana Office of Tourism
by the
Research Department of the
Travel Industry Association of America
Washington, D.C.
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PREFACE

This study was conducted by the research department of the Travel Industry Association of America (TIA) for the Louisiana Office of Tourism. The study provides preliminary 2003 and revised 2002 estimates of domestic and international traveler expenditures in Louisiana, as well as the employment, payroll income, and federal, state and local tax revenue directly generated by these expenditures.

Additionally, this study provides estimates by parish for domestic travel expenditures and employment, payroll income, and state and local tax revenue directly generated by domestic expenditures.

Travel Industry Association of America
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INTRODUCTION

This report presents preliminary 2003 and revised 2002 estimates of the impact of U.S. resident and international traveler spending in Louisiana, as well as the employment, payroll income and tax revenue directly generated by this spending. These estimates are produced through the County/City Travel Economic Impact Model, a computerized economic model producing estimates of travel spending at the county level, and its impact on employment, wage and salary (payroll) income and federal, state and local tax revenues.

The County/City Travel Economic Impact Model is an extension of TIA's Travel Economic Impact Model (TEIM) initially developed in 1975 for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and parishes. The original TEIM has been revised substantially based upon more accurate and targeted input data available from governments and the private sector.

The TEIM is based upon national travel surveys conducted by TIA and expenditure data developed by the Bureau of the Census, TIA, various federal agencies and national travel organizations each year. A description of the TEIM and the county impact model is provided in Appendix A. The following estimates of travel's economic impact in Louisiana are based upon the most recent version of the TEIM and data available from the U.S. Census Bureau and other sources, including international visitor statistics from OTTI/ITA, U.S. Department of Commerce.

U.S. residents traveling in Louisiana includes both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day trips to places 50 miles or more away from home during 2003. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude public-supported payroll and employment.

Starting in 2003, TIA's TravelScope® has been modified to capture more information from traveling households. This resulted in an overall increase in travel volume and adjustment of the travel economic impact estimates. Based on this change, travel economic impact estimates for 2002 have been revised as well as 2003.

Since additional data relating to travel and its economic impact in 2003 will become available subsequent to this study, TIA reserves the right to revise these estimates in the future.

EXECUTIVE SUMMARY

- Domestic and international travelers directly spent over \$9.4 billion in Louisiana during 2003, a 1.7 percent increase from 2002.
- Domestic and international travel-generated employees earned almost \$2 billion in wage and salary income during 2003, up 1.5 percent compared to 2002.
- Domestic and international travel spending directly generated 119.9 thousand jobs within Louisiana in 2003, up 0.1 percent from 2002.
- On average, every \$78,546 spent in Louisiana by domestic and international travelers generated one job in 2003.
- Without these jobs, Louisiana's 2003 unemployment rate would have been 12.4 percent, or 5.8 percent higher than it was.
- Domestic and international traveler spending in Louisiana directly generated more than \$1.2 billion in tax revenue for federal, state and local governments in 2003, up 0.5 percent from 2002.

2003 TRAVEL IMPACT ON U.S. ECONOMY

The U.S. economy began to improve in 2003, in the wake of an economic recession and the 2001 terrorist attacks. Real GDP grew significantly in the third quarter, climbing 8.2 percent, the largest quarterly increase since first quarter 1984. Overall, this led real GDP to grow 3.1 percent for the year. Real disposable income grew 2.6 percent and real personal consumption expenditures were up 3.1 percent in 2003. The strengthening economy, however, failed to improve the U.S. employment situation in 2003. Although employment showed signs of recovery in November and December, the national unemployment rate hit 6.0 percent in 2003. The Consumer Confidence Index decreased to 79.8 (1985=100) from the 2002 level of 96.6. The Consumer Price Index (CPI), an indicator of the level of price inflation, remained relatively low—up 2.3 percent in 2003.

Helped by the recovery economy, domestic travel volume increased moderately in 2003 and domestic travel expenditures began to grow after declining in both 2001 and 2002. International travel to the U.S. continued to be depressed in 2003.

U.S. Travel Volume in 2003

Domestic travel volume grew moderately in 2003, driven mostly by leisure travel. Total domestic person-trips were up 1.2 percent over 2002, according to TIA's TravelScope® survey. Leisure person-trips grew by 1.9 percent in 2003. Following a change in travel preferences after 9/11, leisure travelers continued to report increased preferences for trips closer to home, using highways and going to rural destinations, rather than traveling to major cities and using air transportation. Business travel, however, continued to decline in 2003. In fact, a 2.9 percent drop in 2003 marked the fifth consecutive year of decline of business travel.

Security concerns, war in Iraq, SARS and the uncertainty of the world economy prevented international inbound arrivals to the U.S. from growing in 2003. A total of 40.4 million international visitors came to the United States in 2003, down 3.7 percent from 2002.

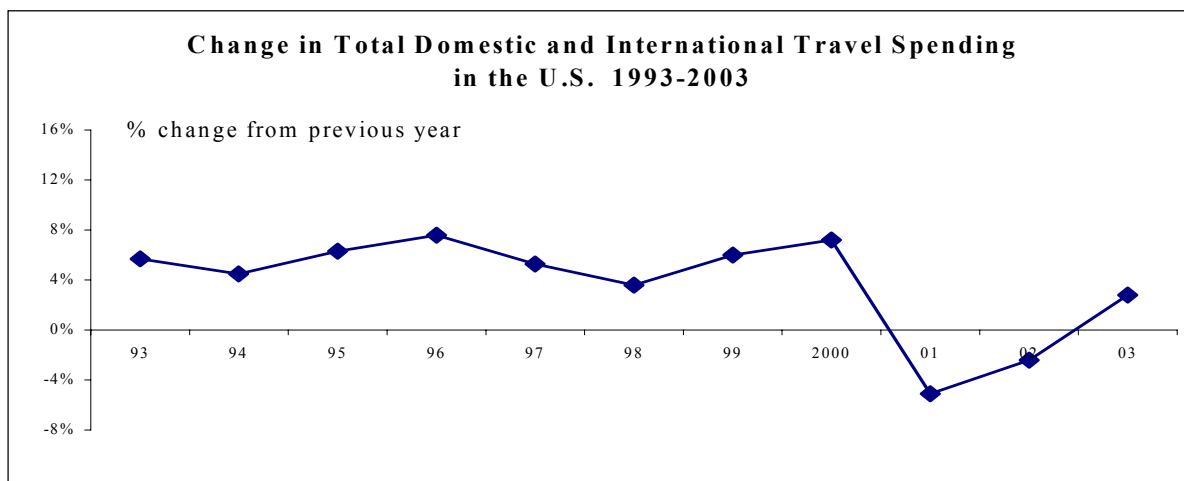
Travel Expenditures in 2003

Domestic and international travelers spent a total of \$552.1 billion in the U.S. during 2003, up 2.7 percent from 2002. Compared to 2001, this represents a 0.7 percent increase in total travel expenditures. This upswing in 2003, however, was driven exclusively by domestic travel.

Domestic travel expenditures in the U.S. grew in 2003 after two consecutive years of decline. Domestic travelers spent \$490 billion in the U.S. during their 2003 travels, an increase of 3.5 percent from 2002. International travel spending in the U.S., however, fell 3.0 percent in 2003 after undergoing a 7.4 percent decline in 2002. International travelers spent \$62.1 billion in the U.S. during 2003 (excluding international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.).

On the other hand, Amtrak reported a 5.7 percent increase in ridership during 2003. The cruise line industry also exhibited strong growth in 2003.

Domestic travel spending on lodging increased 2.3 percent over 2002. Hotel room demand (hotel room nights sold) grew 1.6 percent and room supply rose 1.2 percent in 2003, according to Smith Travel Research. Reflecting the increase in total travel volume, spending on food services and other categories also showed positive growth in 2003.



Sources: TIA, OTTI

Table 1: 2002-03 U.S. Domestic Travel Expenditures by Primary Purpose of Trip

	2003 U.S. Domestic Travel Spending (\$ Billions)	2002 U.S. Domestic Travel Spending (\$ Billions)	2003 Percent Change Over 2002 (%)
Leisure Travelers	\$336.8	\$320.6	5.1%
Business Travelers	\$153.2	\$153.0	0.1%
Total	\$490.0	\$473.6	3.5%

Sources: TIA, OTTI

Leisure travel played a significant part in the growth of domestic travel spending. Domestic leisure travelers spent \$336.8 billion in 2003, up 5.1 percent from 2002. Spending by domestic business travelers remained unaltered in 2003. As a result, the market shares of business travel spending declined by 3.2 percent compared to 2002.

Travel spending on auto transportation jumped 10.1 percent from 2002, to \$83.6 billion. This was mainly due to a dramatic increase in gasoline prices during 2003 and the increase in auto travel volume.

Air travel continued to decline in 2003. According to the Air Transport Association (ATA), total domestic passenger enplanements were down 2.8 percent from 2002 and international

passenger enplanements decreased by 1.8 percent in 2003. Airline revenue in 2003 dropped 3.6 percent from 2002.

Table 2: Travel Expenditures in the U.S. 2002-2003

<u>Industry Sector</u>	<u>2003 Travel Spending in The U.S. (\$ Billions)</u>	<u>2002 Travel Spending in The U.S. (\$ Billions)</u>	<u>2003 Percent Change Over 2002 (%)</u>
Public Transportation	\$94.5	\$93.8	0.7%
Auto Transportation	83.6	75.9	10.1%
Lodging	87.8	85.8	2.3%
Foodservice	122.9	119.3	3.0%
Entertainment	60.2	58.1	3.5%
General Retail	41.0	40.6	1.2%
Domestic Total	\$490.0	\$473.6	3.5%
International Total*	\$62.1	\$64.0	-3.0%
Total	\$552.1	\$537.6	2.7%

Source: TIA

* Total international traveler spending does not include international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.

Travel Employment in 2003

The upturned U.S. economy did not lead private industry to hire more workers. Employment in the private sector continued to decline in 2003 after a 1.6 percent decrease in 2002. The national unemployment rate hit 6.0 percent in 2003, according to the Bureau of Labor Statistics (BLS). The employment situation in the travel industry was worse than other industries. Compared to a 0.4 percent decline in all private employment, total travel-generated employment in the U.S. declined 2.0 percent in 2003.

Travel-generated employment in the public transportation sector (composed mainly of the airline industry) declined by 6.5 percent in 2003, the most severe decrease among all travel industry sectors. Employment in travel planning (i.e., the travel agent and travel arrangement industry) continued to decline as well, down 4.9 percent from 2002. In addition, lodging industry employment decreased 1.2 percent.

On the other hand, employment in the entertainment (i.e., amusement/recreation) sector increased 3.4 percent in 2003, after widespread downsizing in 2002.

Table 3: Travel-Generated Employment in the U.S., 2002-2003

<u>Industry Sector</u>	<u>2003 Travel-Generated Employment (Thousands)</u>	<u>2002 Travel-Generated Employment (Thousands)</u>	<u>2003 Percent Change Over 2002 (%)</u>
Public Transportation	945.6	1,011.3	-6.5%
Auto Transportation	253.6	257.1	-1.3%
Lodging	1,178.4	1,192.6	-1.2%
Foodservice	2,407.6	2,433.3	-1.1%
Entertainment	1,093.8	1,058.2	3.4%
General Retail	341.0	347.2	-1.8%
Travel Planning	178.4	187.5	-4.9%
Domestic Travelers	6,398.4	6,487.3	-1.4%
International Travelers*	822.1	878.9	-6.5%
Total	7,220.5	7,366.2	-2.0%

Sources: TIA, BLS

* Excludes jobs generated by international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.

Table 4: Overall U.S. Economic Developments, 2001-2003

<u>Sector</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Nominal gross domestic product (\$ billions)	\$10,100.8	\$10,480.8	\$10,987.9
Real gross domestic product (\$ billions)*	\$9,866.6	\$10,083.0	\$10,398.0
Total retail sales (\$ billions)	\$3,156.8	\$3,230.1	\$3,399.5
Real disposable personal income (\$ billions)*	\$7,320.2	\$7,596.7	\$7,797.8
Real personal consumption expenditures (\$ billions)*	\$6,904.6	\$7,140.4	\$7,365.2
Consumer price index**	177.1	179.9	184.0
Travel Price Index**	196.9	196.3	201.1
Non-farm payroll employment (millions)	131.8	130.3	129.9
Unemployment rate (%)	4.7	5.8	6.0

Percentage change from previous year

Nominal gross domestic product	2.9%	3.8%	4.8%
Real gross domestic product	0.5%	2.2%	3.1%
Total retail sales	2.8%	2.3%	5.2%
Real disposable personal income	1.8%	3.8%	2.6%
Real personal consumption expenditures	2.5%	3.4%	3.1%
Consumer price index	2.8%	1.6%	2.3%
Travel Price Index	1.1%	-0.3%	2.4%
Non-farm payroll employment	0.0%	-1.1%	-0.3%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, TIA

* Chained 2000 dollars

** Base period: 1982-84=100

Table 5: U.S. Travel Trends, 1999-2003

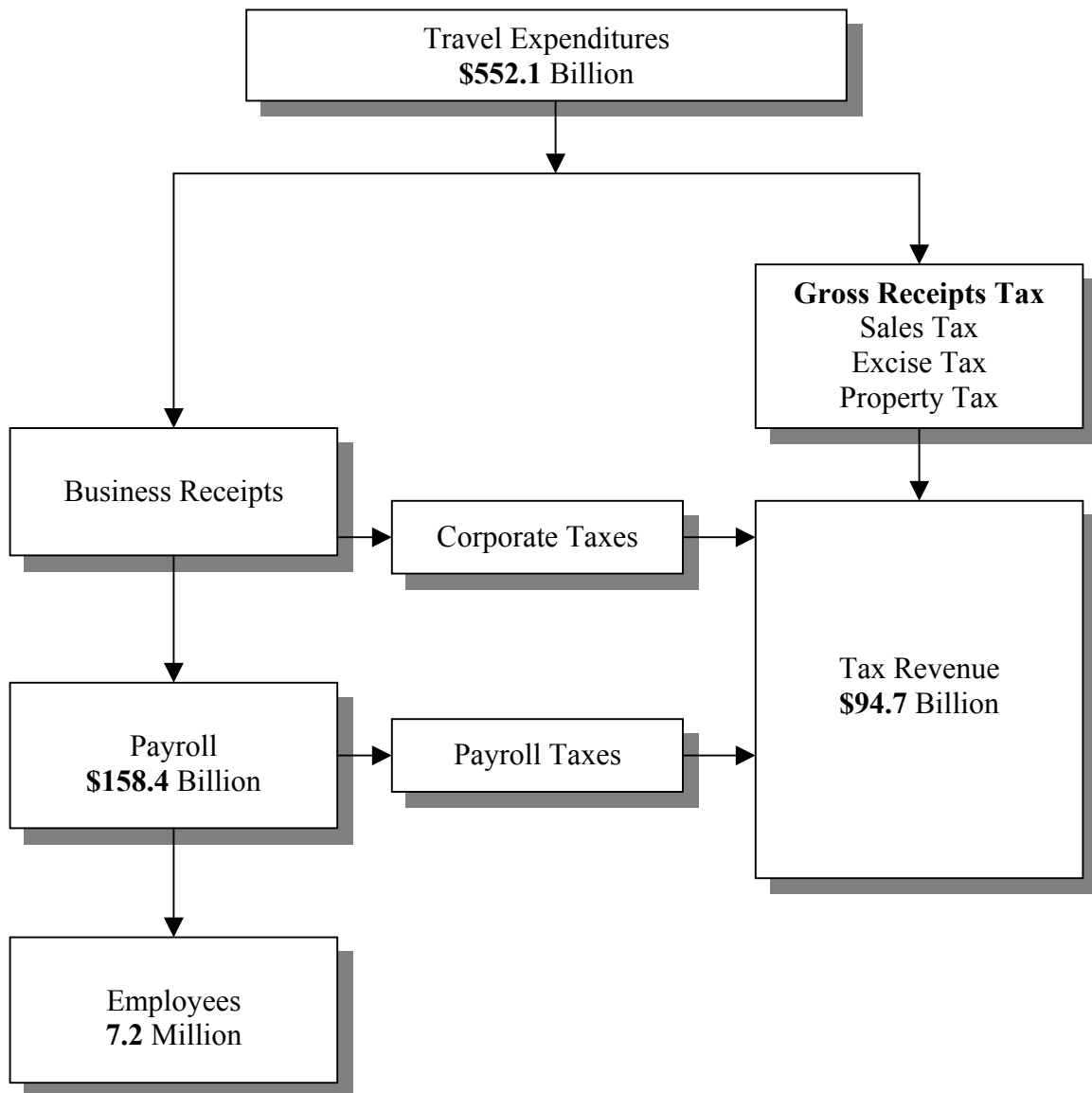
<u>Category</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Total U.S. resident person-trips (millions)	1,089.5	1,100.8	1,123.1	1,127.0	1,140.0
Total international visitors (millions)	48.5	50.9	44.9	41.9	40.4
U.S. travel expenditures (\$ billions)	\$467.3	\$498.6	\$479.0	\$473.6	\$490.0
International travel expenditures in the U.S. * (\$ billions)	\$71.9	\$79.3	\$69.2	\$64.0	\$62.1
Travel price index	183.6	194.8	196.9	196.3	201.1
Travel-generated employment** (thousands)	7,485	7,701	7,595	7,366	7,221
Percentage change from previous year					
Total U.S. resident person-trips	-1.7%	1.0%	2.0%	0.4%	1.2%
Total international visitors	4.5%	5.1%	-11.9%	-6.7%	-3.7%
U.S. travel expenditures	6.2%	6.7%	-3.9%	-1.1%	3.5%
International travel expenditures in the U.S. *	4.9%	10.2%	-12.8%	-7.4%	-3.0%
Travel price index	3.7%	6.1%	1.1%	-0.3%	2.4%
Travel-generated employment**	2.7%	2.9%	-1.4%	-3.0%	-2.0%

Sources: TIA, Office of Travel and Tourism Industries (OTTI)/International Trade Administration, BLS, BEA

Note: * Total international traveler spending does not include international passenger fare payments, international traveler spending in the U.S. territories, and Canadian traveler spending not allocated to states.

** Includes employment generated by both domestic and international traveler expenditures

Direct Travel Impact on the United States in 2003 (Preliminary)



TRAVEL IMPACT ON LOUISIANA - 2003

Travel Expenditures

Domestic and international travelers in Louisiana spent more than \$9.4 billion on transportation, lodging, food, entertainment and recreation and incidentals during 2003, up 1.7 percent from 2002. This upswing, however, was driven exclusively by domestic travel in Louisiana.

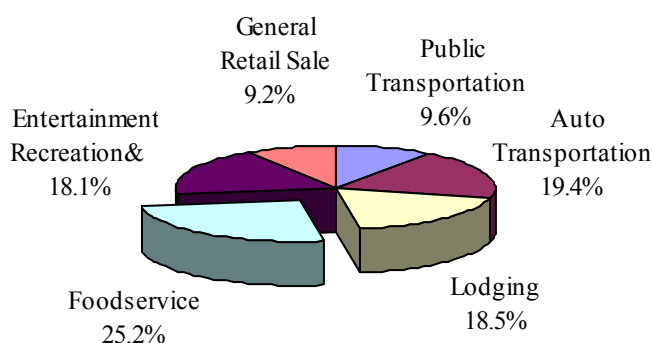
Total domestic traveler expenditures increased 2.7 percent from 2002. Domestic traveler spending on foodservice was the largest expenditure category, totaling nearly \$2.3 billion, 25.2 percent of the state total. This represented an increase of 3.3 percent from 2002.

The auto transportation sector brought in \$1.8 billion during 2003, an 8.1 percent increase from 2002. This represents 19.4 percent of the state domestic total and reflects the rapid increase in gasoline prices.

Domestic traveler spending on lodging decreased 1 percent, in part as the result of declining room rates in 2003.

Domestic public transportation spending improved somewhat in 2003, up 1.9 percent overall.

Domestic Travel Expenditures in Louisiana by Industry Sector, 2003



1. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
2. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
4. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline stations, and automotive rental.
5. General retail trade sector includes gifts, clothes, souvenirs, and other incidental retail purchases.
6. Entertainment and recreation sector includes such items as golf, skiing and gaming.

Travel Expenditures

Table 6: Travel Expenditures in Louisiana by Industry Sector, 2002-2003

<i>2003 Expenditures</i>	Total (\$ millions)	% of Domestic Total
Public Transportation	\$872.7	9.6%
Auto Transportation	1,757.1	19.4%
Lodging	1,677.8	18.5%
Foodservice	2,277.7	25.2%
Entertainment & Recreation	1,639.9	18.1%
General Retail Trade	829.6	9.2%
Domestic	\$9,055.0	100.0%
International	363.6	
Total*	\$9,418.6	
<i>2002 Expenditures</i>		
Public Transportation	\$856.8	9.7%
Auto Transportation	1,625.7	18.4%
Lodging	1,695.2	19.2%
Foodservice	2,205.5	25.0%
Entertainment & Recreation	1,609.0	18.2%
General Retail Trade	828.1	9.4%
Domestic	\$8,820.2	100.0%
International	442.4	
Total*	\$9,262.6	
<i>Percentage change 2003 over 2002</i>		
Public Transportation	1.9%	
Auto Transportation	8.1%	
Lodging	-1.0%	
Foodservice	3.3%	
Entertainment & Recreation	1.9%	
General Retail Trade	0.2%	
Domestic	2.7%	
International	-17.8%	
Total*	1.7%	

Source: TIA

Note: * Total domestic expenditures and percent change from previous year may not match those in parish tables due to rounding.

TRAVEL IMPACT ON LOUISIANA – 2003

Travel-Generated Payroll

Travel-generated payroll is the wage and salary income paid to employees directly serving travelers within the industry sectors from which these travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

Payroll (wages and salaries) paid by Louisiana travel-related firms and directly attributable to domestic and international traveler spending totaled almost \$2 billion in 2003, up 1.5 percent from 2002.

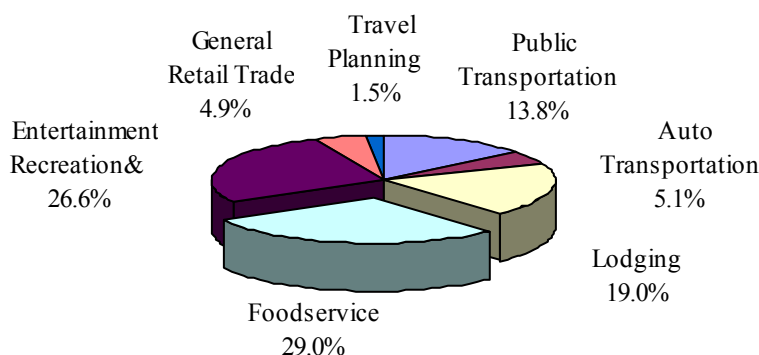
On average, every dollar spent by domestic and international travelers produced more than 21 cents in wage and salary income for Louisiana residents during 2003.

The foodservice industry posted the largest payroll generated by domestic traveler spending at \$554.9 million, up 3 percent from 2002.

Payroll generated by domestic travelers in the entertainment & recreation sector ranked second with \$508.6 million, up 0.5 percent from 2002.

The lodging sector followed entertainment & recreation with \$364.5 million, up 4.9 percent from 2002.

**Domestic Travel-Generated Payroll in Louisiana
by Industry Sector, 2003**



Travel-Generated Payroll

Table 7: Travel-Generated Payroll in Louisiana by Industry Sector, 2002-2003		
2003 Payroll	Total (\$ millions)	% of Domestic Total
Public Transportation	\$264.4	13.8%
Auto Transportation	98.5	5.1%
Lodging	364.5	19.0%
Foodservice	554.9	29.0%
Entertainment & Recreation	508.6	26.6%
General Retail Trade	94.5	4.9%
Travel Planning*	29.7	1.5%
Domestic	\$1,915.0	100.0%
International	82.3	
Total**	\$1,997.3	
2002 Payroll		
Public Transportation	\$253.2	13.6%
Auto Transportation	98.5	5.3%
Lodging	347.5	18.6%
Foodservice	538.6	28.8%
Entertainment & Recreation	505.9	27.1%
General Retail Trade	93.5	5.0%
Travel Planning*	29.6	1.6%
Domestic	\$1,866.8	100.0%
International	100.2	
Total **	\$1,967.0	
Percentage change		
2003 over 2002		
Public Transportation	4.4%	
Auto Transportation	0.0%	
Lodging	4.9%	
Foodservice	3.0%	
Entertainment & Recreation	0.5%	
General Retail Trade	1.0%	
Travel Planning*	0.1%	
Domestic	2.6%	
International	-17.9%	
Total**	1.5%	

Source: TIA

Notes: *Refers to payroll income that goes to travel agents, tour operators, and other travel service employees who arrange passenger transportation, lodging, tours and other related services; ** Total domestic payroll and percent change from previous year may not match those in parish tables due to rounding.

TRAVEL IMPACT ON LOUISIANA - 2003

Travel-Generated Employment

Travel and tourism have been important to the Louisiana economy due to the large number of businesses and jobs supported. These jobs include a large number of executive and managerial positions, as well as service-oriented occupations.

During 2003, domestic and international traveler spending in Louisiana generated 119.9 thousand jobs. On average, every \$78,546 spent by domestic and international travelers in Louisiana directly supported one job in 2003. The employment situation overall was relatively static in 2003, despite the improvement in total travel spending compared to 2002.

It is important to note that these 119.9 thousand travel-related jobs composed 6.3 percent of total non-agricultural employment in Louisiana during 2003. Without these jobs generated by domestic and international travel, Louisiana's 2003 unemployment rate of 6.6 percent would have been 5.8 percentage points higher than it was, or 12.4 percent of the labor force.

The foodservice sector, including restaurants and other eating and drinking places, provided more jobs generated by domestic traveler spending than any other industry sector, accounting for 48.7 thousand jobs, 42.2 percent of the state domestic total. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on food service contribute to the importance of this sector.

The entertainment & recreation sector ranked second with 25.3 thousand jobs generated by domestic traveler spending in 2003.

**Domestic Travel-Generated Employment
in Louisiana
by Industry Sector, 2003**

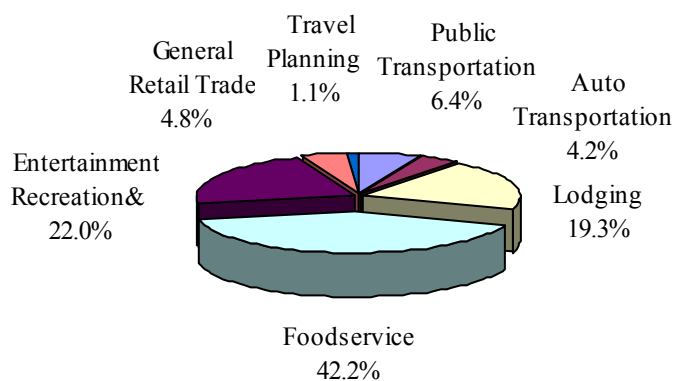


Table 8: Travel-Generated Employment in Louisiana by Industry Sector, 2002-2003

<i>2003 Employment</i>	<u>Total (thousands)</u>	<u>% of Domestic Total</u>
Public Transportation	7.3	6.4%
Auto Transportation	4.9	4.2%
Lodging	22.3	19.3%
Foodservice	48.7	42.2%
Entertainment & Recreation	25.3	22.0%
General Retail Trade	5.6	4.8%
<u>Travel Planning*</u>	<u>1.2</u>	<u>1.1%</u>
Domestic	115.3	100.0%
International	4.6	
Total**	119.9	
<i>2002 Employment</i>		
Public Transportation	7.2	6.3%
Auto Transportation	5.0	4.4%
Lodging	21.8	19.1%
Foodservice	48.0	42.1%
Entertainment & Recreation	25.1	22.0%
General Retail Trade	5.6	4.9%
<u>Travel Planning*</u>	<u>1.3</u>	<u>1.1%</u>
Domestic	114.1	100.0%
International	5.7	
Total**	119.8	
<i>Percentage change</i>		
<i>2003 over 2002</i>		
Public Transportation	1.3%	
Auto Transportation	-1.7%	
Lodging	2.1%	
Foodservice	1.4%	
Entertainment & Recreation	0.7%	
General Retail Trade	-0.5%	
<u>Travel Planning*</u>	<u>-4.9%</u>	
Domestic	1.1%	
International	-19.1%	
Total**	0.1%	

Source: TIA

Notes: * Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses; ** Total domestic employment and percent change from previous year may not match those in parish tables due to rounding.

TRAVEL IMPACT ON LOUISIANA - 2003

Travel-Generated Tax Revenue

Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Louisiana. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs.

Domestic and international traveler spending in Louisiana generated more than \$1.2 billion tax revenue for federal, state and local governments during 2003, up 0.5 percent from 2002. Each dollar spent by domestic and international travelers in Louisiana produced 13 cents for federal, state and local tax coffers.

Domestic traveler spending in Louisiana generated \$562.6 million in tax revenue for the federal government, up 0.9 percent from 2002. Domestic traveler spending in Louisiana also generated \$391.8 tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, up 2.2 percent from 2002.

Local governments in Louisiana directly benefited from travel as well. During 2003, domestic traveler spending generated \$216.1 million in sales and property tax revenue for localities, up 1.8 percent from 2002.

Domestic Travel-Generated Tax Revenue in Louisiana by Level of Government, 2003

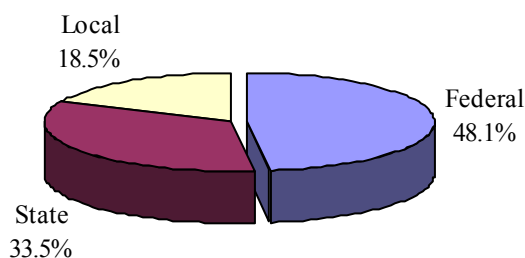


Table 9: Travel-Generated Tax Revenue in Louisiana by Level of Government, 2002-2003

<i>2003 Tax Revenue</i>	<u>Total (\$ millions)</u>	<u>% of Domestic Total</u>
Federal	\$562.6	48.1%
State	391.8	33.5%
<u>Local</u>	<u>216.1</u>	<u>18.5%</u>
Domestic	\$1,170.5	100.0%
International	49.5	
Total	\$1,219.9	
<i>2002 Tax Revenue</i>		
Federal	\$557.3	48.3%
State	383.6	33.3%
<u>Local</u>	<u>212.3</u>	<u>18.4%</u>
Domestic	\$1,153.2	100.0%
International	60.89	
Total	\$1,214.1	
<i>Percentage change 2003 over 2002</i>		
Federal	0.9%	
State	2.2%	
<u>Local</u>	<u>1.8%</u>	
Domestic	1.5%	
International	-18.7%	
Total	0.5%	

Source: TIA

2003 DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES

During 2003, domestic travelers spent more than \$9 billion while traveling in Louisiana, up 2.7 percent from 2002. These expenditures directly generated over \$1.9 billion in wages and salaries, 115.3 thousand jobs and \$607.9 million in tax revenue for the state treasury and local governments.

Travel expenditures occurred throughout all the sixty-four parishes in Louisiana. The top five parishes in Louisiana received more than \$6.3 billion in direct domestic travel expenditures, 70 percent of the state total. Spending by domestic travelers in the top five parishes generated over \$1.4 billion in payroll income (74.9 percent) and 87.4 thousand jobs (75.8 percent) in 2003. Additionally, domestic traveler expenditures in these top five parishes generated \$411 million in tax revenue for the state treasury and the local governments during 2003, 67.7 percent of the state total.

Domestic Travel Impact on Top 5 Parishes

Orleans Parish, which includes the city of New Orleans, led all parishes in travel expenditures, payroll income and jobs directly generated by domestic visitor spending in 2003. U.S. resident traveler expenditures in Orleans Parish reached \$4 billion, accounting for 44.4 percent of the state total. These expenditures generated nearly \$948.4 million in payroll income and over 61 thousand jobs for parish residents.

Jefferson Parish, located adjacent to New Orleans, ranked second with nearly \$894 million in domestic travel spending in 2003, representing 9.9 percent of the state total. The payroll income and jobs directly attributable to domestic traveler spending reached \$175.5 million and nearly 9.9 thousand jobs.

East Baton Rouge Parish posted almost \$603 million in domestic expenditures to rank third. These expenditures generated nearly \$112.4 million in payroll as well as nearly 6.1 thousand jobs for parish residents.

Caddo Parish received nearly \$481 million from domestic travelers, 5.3 percent of the state total. These travel expenditures benefited parish residents with more than \$101 million in wages and salaries and over 5.1 thousand jobs.

Bossier Parish ranked fifth with more than \$334 million from domestic visitors. This spending generated \$96.4 million in payroll and nearly 5.4 thousand jobs.

Table 10: Domestic Travel Impact in Louisiana - Top 5 Parishes, 2002-2003

2003 Travel Impact

<u>Parish</u>	<u>Expenditures (\$ millions)</u>	<u>Payroll (\$ millions)</u>	<u>Employment (thousands)</u>	<u>State & Local Tax Revenue (\$ millions)</u>
Orleans	\$4,023.45	\$948.39	61.04	\$257.15
Jefferson	893.93	175.45	9.85	56.23
E Baton Rouge	602.99	112.35	6.06	39.28
Caddo	480.84	101.11	5.12	33.21
Bossier	<u>334.42</u>	<u>96.42</u>	<u>5.35</u>	<u>25.46</u>
Five Parish Total	\$6,335.63	\$1,433.73	87.42	\$411.32
State Total	\$9,054.98	\$1,915.01	115.29	\$607.89
Share Of Top 5 Parishes	70.0%	74.9%	75.8%	67.7%

2002 Travel Impact

Orleans	\$4,001.43	\$940.47	61.38	\$257.88
Jefferson	872.00	170.65	9.72	55.11
E Baton Rouge	559.81	104.00	5.69	36.63
Caddo	478.40	100.31	5.15	33.38
Bossier	<u>326.85</u>	<u>93.96</u>	<u>5.28</u>	<u>24.97</u>
Five Parish Total	\$6,238.49	\$1,409.40	87.21	\$407.98
State Total	\$8,820.21	\$1,866.82	114.07	\$595.90
Share Of Top 5 Parishes	70.7%	75.5%	76.5%	68.5%

***Percentage Change
2003 over 2002***

Orleans	0.55%	0.84%	-0.55%	-0.29%
Jefferson	2.51%	2.81%	1.39%	2.04%
E Baton Rouge	7.71%	8.03%	6.53%	7.22%
Caddo	0.51%	0.80%	-0.59%	-0.53%
Bossier	<u>2.32%</u>	<u>2.61%</u>	<u>1.20%</u>	<u>1.94%</u>
Five Parish Total	1.56%	1.73%	0.23%	0.82%
State Total	2.66%	2.58%	1.07%	2.01%

Source: TIA

PARISH TABLES

The following tables list the results of the Parish Economic Impact Component of the TIA's Travel Economic Impact Model for Louisiana in 2003 and revised estimates for 2002. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table A shows the parishes listed alphabetically, with 2003 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B ranks the parishes in order of 2003 travel expenditures from highest to lowest.

Table C shows the percent distribution for each impact measure in 2003.

Table D shows the percent change in 2003 over 2002 estimates for each of the measures of economic impact.

Table E shows the parishes listed alphabetically, with revised 2002 travel expenditures, travel-generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Table A: Alphabetical by Parish, 2003

2003 Domestic Travel Impact on Louisiana					
Table A: Alphabetical by Parish, 2003					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$28.81	\$2.87	0.18	\$1.72	\$0.54
ALLEN	264.67	73.99	3.98	8.03	5.38
ASCENSION	67.34	8.12	0.54	3.86	1.10
ASSUMPTION	9.89	1.09	0.07	0.56	0.23
AVOUELLES	125.47	29.84	1.67	3.19	2.01
BEAUREGARD	15.00	2.04	0.11	0.83	1.14
BIENVILLE	8.69	1.12	0.07	0.47	0.65
BOSSIER	334.42	96.42	5.35	15.64	9.82
CADDO	480.84	101.11	5.12	23.01	10.20
CALCASIEU	282.92	70.79	3.83	13.24	7.62
CALDWELL	7.23	0.97	0.06	0.35	0.48
CAMERON	4.31	0.63	0.05	0.20	0.27
CATAHOULA	4.41	0.73	0.05	0.19	0.28
CLAIBORNE	7.99	1.24	0.08	0.38	0.42
CONCORDIA	11.17	1.37	0.09	0.59	0.52
DE SOTO	12.63	1.51	0.09	0.74	0.44
E BATON ROUGE	602.99	112.35	6.06	28.30	10.98
E CARROLL	8.36	0.92	0.07	0.52	0.19
E FELICIANA	3.40	0.57	0.04	0.15	0.22
EVANGELINE	14.30	2.18	0.14	0.74	0.55
FRANKLIN	7.04	1.08	0.08	0.30	0.23
GRANT	3.17	0.50	0.04	0.13	0.28
IBERIA	40.85	6.22	0.40	2.09	0.73
IBERVILLE	19.31	2.91	0.17	1.05	0.81
JACKSON	7.59	1.04	0.08	0.30	0.20
JEFFERSON	893.93	175.45	9.85	37.96	18.27
JEFFERSON DAVIS	17.41	2.21	0.16	0.97	0.41

Table A: Alphabetical by Parish, 2003

2003 Domestic Travel Impact on Louisiana					
Table A: Alphabetical by Parish, 2003 (Continued)					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	312.31	53.13	2.98	15.59	5.78
LAFOURCHE	60.90	7.57	0.47	3.45	1.03
LASALLE	4.22	0.67	0.05	0.18	0.22
LINCOLN	21.16	3.57	0.25	1.07	0.52
LIVINGSTON	33.18	3.16	0.19	1.92	1.18
MADISON	36.76	2.97	0.16	2.61	0.56
MOREHOUSE	13.41	2.14	0.14	0.69	0.36
NATCHITOCHE	29.95	4.71	0.32	1.56	1.07
ORLEANS	4,023.45	948.39	61.04	156.84	100.30
OUACHITA	165.10	30.94	1.64	7.30	3.18
PLAQUEMINES	20.98	3.54	0.20	1.07	1.56
POINTE COUPEE	9.22	1.21	0.08	0.46	0.23
RAPIDES	109.35	16.99	1.00	5.52	2.14
RED RIVER	4.88	0.63	0.04	0.27	0.17
RICHLAND	16.36	1.97	0.13	0.99	0.32
SABINE	18.49	2.46	0.14	0.90	1.92
SAINT BERNARD	39.67	5.19	0.32	2.17	0.58
SAINT CHARLES	32.23	4.38	0.28	1.65	0.47
SAINT HELENA	2.28	0.43	0.03	0.09	0.15
SAINT JAMES	9.91	1.28	0.09	0.47	0.16
SAINT JOHN THE BAPTIST	26.51	4.40	0.29	1.30	0.56
SAINT LANDRY	51.13	5.79	0.35	3.00	1.46
SAINT MARTIN	23.51	2.92	0.16	1.26	1.34
SAINT MARY	157.23	35.94	2.06	4.83	2.63
SAINT TAMMANY	156.32	22.65	1.38	8.69	4.34
TANGIPAOHA	114.96	11.67	0.71	6.73	1.98
TENSAS	3.50	0.71	0.04	0.15	0.39

Table A: Alphabetical by Parish, 2003

2003 Domestic Travel Impact on Louisiana					
Table A: Alphabetical by Parish, 2003 (Continued)					
<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
TERREBONNE	89.13	12.62	0.81	4.97	1.58
UNION	10.69	1.22	0.08	0.60	0.74
VERMILION	33.10	3.48	0.21	1.97	0.86
VERNON	17.34	2.39	0.16	0.92	0.74
W BATON ROUGE	41.85	5.61	0.37	2.50	0.80
W CARROLL	3.48	0.54	0.04	0.14	0.13
W FELICIANA	16.06	2.67	0.18	0.88	0.65
WASHINGTON	19.05	2.20	0.14	1.07	0.54
WEBSTER	37.29	4.46	0.26	2.25	1.17
<u>WINN</u>	<u>5.89</u>	<u>1.13</u>	<u>0.08</u>	<u>0.25</u>	<u>0.27</u>
STATE TOTALS	\$9,054.98	\$1,915.01	115.3	\$391.84	\$216.05

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Table B: Ranking Of Parishes By Expenditure Levels, 2003

2003 Domestic Travel Impact on Louisiana					
Table B: Ranking of Parishes by Expenditure Levels, 2003					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ORLEANS	\$4,023.45	\$948.39	61.04	\$156.84	\$100.30
JEFFERSON	893.93	175.45	9.85	37.96	18.27
E BATON ROUGE	602.99	112.35	6.06	28.30	10.98
CADDO	480.84	101.11	5.12	23.01	10.20
BOSSIER	334.42	96.42	5.35	15.64	9.82
LAFAYETTE	312.31	53.13	2.98	15.59	5.78
CALCASIEU	282.92	70.79	3.83	13.24	7.62
ALLEN	264.67	73.99	3.98	8.03	5.38
OUACHITA	165.10	30.94	1.64	7.30	3.18
SAINT MARY	157.23	35.94	2.06	4.83	2.63
SAINT TAMMANY	156.32	22.65	1.38	8.69	4.34
AVOUELLES	125.47	29.84	1.67	3.19	2.01
TANGIPAHOA	114.96	11.67	0.71	6.73	1.98
RAPIDES	109.35	16.99	1.00	5.52	2.14
TERREBONNE	89.13	12.62	0.81	4.97	1.58
ASCENSION	67.34	8.12	0.54	3.86	1.10
LAFOURCHE	60.90	7.57	0.47	3.45	1.03
SAINT LANDRY	51.13	5.79	0.35	3.00	1.46
W BATON ROUGE	41.85	5.61	0.37	2.50	0.80
IBERIA	40.85	6.22	0.40	2.09	0.73
SAINT BERNARD	39.67	5.19	0.32	2.17	0.58
WEBSTER	37.29	4.46	0.26	2.25	1.17
MADISON	36.76	2.97	0.16	2.61	0.56
LIVINGSTON	33.18	3.16	0.19	1.92	1.18
VERMILION	33.10	3.48	0.21	1.97	0.86
SAINT CHARLES	32.23	4.38	0.28	1.65	0.47
NATCHITOCHE	29.95	4.71	0.32	1.56	1.07

Table B: Ranking Of Parishes By Expenditure Levels, 2003

2003 Domestic Travel Impact on Louisiana					
Table B: Ranking of Parishes by Expenditure Levels, 2003 (Continued)					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	28.81	2.87	0.18	1.72	0.54
SAINT JOHN THE BAPTIST	26.51	4.40	0.29	1.30	0.56
SAINT MARTIN	23.51	2.92	0.16	1.26	1.34
LINCOLN	21.16	3.57	0.25	1.07	0.52
PLAQUEMINES	20.98	3.54	0.20	1.07	1.56
IBERVILLE	19.31	2.91	0.17	1.05	0.81
WASHINGTON	19.05	2.20	0.14	1.07	0.54
SABINE	18.49	2.46	0.14	0.90	1.92
JEFFERSON DAVIS	17.41	2.21	0.16	0.97	0.41
VERNON	17.34	2.39	0.16	0.92	0.74
RICHLAND	16.36	1.97	0.13	0.99	0.32
W FELICIANA	16.06	2.67	0.18	0.88	0.65
BEAUREGARD	15.00	2.04	0.11	0.83	1.14
EVANGELINE	14.30	2.18	0.14	0.74	0.55
MOREHOUSE	13.41	2.14	0.14	0.69	0.36
DE SOTO	12.63	1.51	0.09	0.74	0.44
CONCORDIA	11.17	1.37	0.09	0.59	0.52
UNION	10.69	1.22	0.08	0.60	0.74
SAINT JAMES	9.91	1.28	0.09	0.47	0.16
ASSUMPTION	9.89	1.09	0.07	0.56	0.23
POINTE COUPEE	9.22	1.21	0.08	0.46	0.23
BIENVILLE	8.69	1.12	0.07	0.47	0.65
E CARROLL	8.36	0.92	0.07	0.52	0.19
CLAIBORNE	7.99	1.24	0.08	0.38	0.42
JACKSON	7.59	1.04	0.08	0.30	0.20
CALDWELL	7.23	0.97	0.06	0.35	0.48
FRANKLIN	7.04	1.08	0.08	0.30	0.23

Table B: Ranking Of Parishes By Expenditure Levels, 2003

2003 Domestic Travel Impact on Louisiana						
Table B: Ranking of Parishes by Expenditure Levels, 2003 (Continued)						
<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	
WINN	5.89	1.13	0.08	0.25	0.27	
RED RIVER	4.88	0.63	0.04	0.27	0.17	
CATAHOULA	4.41	0.73	0.05	0.19	0.28	
CAMERON	4.31	0.63	0.05	0.20	0.27	
LASALLE	4.22	0.67	0.05	0.18	0.22	
TENSAS	3.50	0.71	0.04	0.15	0.39	
W CARROLL	3.48	0.54	0.04	0.14	0.13	
E FELICIANA	3.40	0.57	0.04	0.15	0.22	
GRANT	3.17	0.50	0.04	0.13	0.28	
<u>SAINT HELENA</u>	<u>2.28</u>	<u>0.43</u>	<u>0.03</u>	<u>0.09</u>	<u>0.15</u>	
STATE TOTALS	\$9,054.98	\$1,915.01	115.29	\$391.84	\$216.05	

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Table C: Percent Distribution By Parish, 2003

2003 Domestic Travel Impact on Louisiana					
Table C: Percent Distribution by Parish, 2003					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACADIA	0.32%	0.15%	0.15%	0.44%	0.25%
ALLEN	2.92%	3.86%	3.45%	2.05%	2.49%
ASCENSION	0.74%	0.42%	0.47%	0.98%	0.51%
ASSUMPTION	0.11%	0.06%	0.06%	0.14%	0.11%
AVOUELLES	1.39%	1.56%	1.45%	0.81%	0.93%
BEAUREGARD	0.17%	0.11%	0.10%	0.21%	0.53%
BIENVILLE	0.10%	0.06%	0.06%	0.12%	0.30%
BOSSIER	3.69%	5.03%	4.64%	3.99%	4.54%
CADDO	5.31%	5.28%	4.44%	5.87%	4.72%
CALCASIEU	3.12%	3.70%	3.32%	3.38%	3.53%
CALDWELL	0.08%	0.05%	0.05%	0.09%	0.22%
CAMERON	0.05%	0.03%	0.04%	0.05%	0.12%
CATAHOULA	0.05%	0.04%	0.05%	0.05%	0.13%
CLAIBORNE	0.09%	0.06%	0.07%	0.10%	0.20%
CONCORDIA	0.12%	0.07%	0.08%	0.15%	0.24%
DE SOTO	0.14%	0.08%	0.08%	0.19%	0.20%
E BATON ROUGE	6.66%	5.87%	5.26%	7.22%	5.08%
E CARROLL	0.09%	0.05%	0.06%	0.13%	0.09%
E FELICIANA	0.04%	0.03%	0.04%	0.04%	0.10%
EVANGELINE	0.16%	0.11%	0.12%	0.19%	0.25%
FRANKLIN	0.08%	0.06%	0.07%	0.08%	0.11%
GRANT	0.03%	0.03%	0.03%	0.03%	0.13%
IBERIA	0.45%	0.32%	0.35%	0.53%	0.34%
IBERVILLE	0.21%	0.15%	0.14%	0.27%	0.37%
JACKSON	0.08%	0.05%	0.07%	0.08%	0.09%
JEFFERSON	9.87%	9.16%	8.54%	9.69%	8.46%
JEFFERSON DAVIS	0.19%	0.12%	0.14%	0.25%	0.19%

Table C: Percent Distribution By Parish, 2003

2003 Domestic Travel Impact on Louisiana					
Table C: Percent Distribution by Parish, 2003 (Continued)					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LAFAYETTE	3.45%	2.77%	2.59%	3.98%	2.67%
LAFOURCHE	0.67%	0.40%	0.41%	0.88%	0.48%
LASALLE	0.05%	0.03%	0.04%	0.04%	0.10%
LINCOLN	0.23%	0.19%	0.22%	0.27%	0.24%
LIVINGSTON	0.37%	0.16%	0.16%	0.49%	0.54%
MADISON	0.41%	0.16%	0.14%	0.67%	0.26%
MOREHOUSE	0.15%	0.11%	0.12%	0.18%	0.17%
NATCHITOCHE	0.33%	0.25%	0.28%	0.40%	0.50%
ORLEANS	44.43%	49.52%	52.95%	40.03%	46.42%
OUACHITA	1.82%	1.62%	1.43%	1.86%	1.47%
PLAQUEMINES	0.23%	0.18%	0.17%	0.27%	0.72%
POINTE COUPEE	0.10%	0.06%	0.07%	0.12%	0.11%
RAPIDES	1.21%	0.89%	0.86%	1.41%	0.99%
RED RIVER	0.05%	0.03%	0.04%	0.07%	0.08%
RICHLAND	0.18%	0.10%	0.11%	0.25%	0.15%
SABINE	0.20%	0.13%	0.12%	0.23%	0.89%
SAINT BERNARD	0.44%	0.27%	0.27%	0.55%	0.27%
SAINT CHARLES	0.36%	0.23%	0.24%	0.42%	0.22%
SAINT HELENA	0.03%	0.02%	0.03%	0.02%	0.07%
SAINT JAMES	0.11%	0.07%	0.08%	0.12%	0.07%
SAINT JOHN THE BAPTIST	0.29%	0.23%	0.26%	0.33%	0.26%
SAINT LANDRY	0.56%	0.30%	0.30%	0.76%	0.68%
SAINT MARTIN	0.26%	0.15%	0.14%	0.32%	0.62%
SAINT MARY	1.74%	1.88%	1.78%	1.23%	1.22%
SAINT TAMMANY	1.73%	1.18%	1.20%	2.22%	2.01%
TANGIPAHOA	1.27%	0.61%	0.62%	1.72%	0.92%
TENSAS	0.04%	0.04%	0.04%	0.04%	0.18%

Table C: Percent Distribution By Parish, 2003

2003 Domestic Travel Impact on Louisiana					
Table C: Percent Distribution by Parish, 2003 (Continued)					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
TERREBONNE	0.98%	0.66%	0.70%	1.27%	0.73%
UNION	0.12%	0.06%	0.07%	0.15%	0.34%
VERMILION	0.37%	0.18%	0.18%	0.50%	0.40%
VERNON	0.19%	0.12%	0.13%	0.24%	0.34%
W BATON ROUGE	0.46%	0.29%	0.32%	0.64%	0.37%
W CARROLL	0.04%	0.03%	0.04%	0.04%	0.06%
W FELICIANA	0.18%	0.14%	0.16%	0.22%	0.30%
WASHINGTON	0.21%	0.11%	0.12%	0.27%	0.25%
WEBSTER	0.41%	0.23%	0.22%	0.57%	0.54%
<u>WINN</u>	<u>0.07%</u>	<u>0.06%</u>	<u>0.07%</u>	<u>0.06%</u>	<u>0.12%</u>
STATE TOTALS	100.00%	100.00%	100.00%	100.00%	100.00%

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Table D: Percent Change Over Revised 2002

2003 Domestic Travel Impact on Louisiana					
Table D: Percent Change over Revised 2002					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACADIA	9.84%	10.16%	8.64%	9.03%	10.61%
ALLEN	4.26%	4.56%	3.12%	3.49%	3.75%
ASCENSION	5.77%	6.07%	4.61%	4.99%	4.65%
ASSUMPTION	7.18%	7.49%	6.00%	6.39%	5.85%
AVOUELLES	4.62%	4.92%	3.47%	3.85%	4.07%
BEAUREGARD	4.85%	5.16%	3.71%	4.08%	3.87%
BIENVILLE	4.21%	4.52%	3.07%	3.45%	3.33%
BOSSIER	2.32%	2.61%	1.20%	1.57%	2.55%
CADDO	0.51%	0.80%	-0.59%	-0.23%	-1.19%
CALCASIEU	1.00%	1.29%	-0.11%	0.26%	0.61%
CALDWELL	5.01%	5.32%	3.86%	4.24%	4.01%
CAMERON	-0.46%	-0.17%	-1.54%	-1.19%	-0.63%
CATAHOULA	2.04%	2.34%	0.93%	1.29%	1.49%
CLAIBORNE	4.09%	4.39%	2.95%	3.33%	3.23%
CONCORDIA	5.20%	5.51%	4.05%	4.43%	4.17%
DE SOTO	6.10%	6.41%	4.94%	5.32%	4.76%
E BATON ROUGE	7.71%	8.03%	6.53%	6.92%	8.00%
E CARROLL	7.16%	7.47%	5.99%	6.37%	5.83%
E FELICIANA	1.63%	1.92%	0.52%	0.88%	1.14%
EVANGELINE	4.10%	4.40%	2.96%	3.33%	3.24%
FRANKLIN	0.00%	0.29%	-1.10%	-0.74%	-0.24%
GRANT	1.55%	1.84%	0.44%	0.80%	1.07%
IBERIA	6.70%	7.01%	5.53%	5.92%	6.63%
IBERVILLE	4.94%	5.24%	3.79%	4.16%	3.94%
JACKSON	2.24%	2.53%	1.12%	1.49%	1.66%
JEFFERSON	2.51%	2.81%	1.39%	1.76%	2.61%
JEFFERSON DAVIS	5.80%	6.11%	4.65%	5.03%	4.68%

Table D: Percent Change Over Revised 2002

2003 Domestic Travel Impact on Louisiana
Table D: Percent Change over Revised 2002 (Continued)

<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LAFAYETTE	7.78%	8.09%	6.60%	6.99%	6.36%
LAFOURCHE	6.53%	6.84%	5.37%	5.75%	5.30%
LASALLE	1.41%	1.71%	0.30%	0.67%	0.96%
LINCOLN	1.19%	1.48%	0.08%	0.44%	0.13%
LIVINGSTON	6.33%	6.64%	5.17%	5.55%	5.13%
MADISON	9.02%	9.34%	7.83%	8.22%	7.18%
MOREHOUSE	3.03%	3.33%	1.91%	2.28%	2.33%
NATCHITOCHE	6.72%	7.03%	5.55%	5.94%	6.20%
ORLEANS	0.55%	0.84%	-0.55%	-0.19%	-0.44%
OUACHITA	4.84%	5.14%	3.69%	4.07%	2.87%
PLAQUEMINES	3.82%	4.12%	2.69%	3.06%	3.86%
POINTE COUPEE	3.33%	3.63%	2.20%	2.57%	2.98%
RAPIDES	3.81%	4.12%	2.68%	3.05%	2.09%
RED RIVER	4.85%	5.16%	3.71%	4.08%	3.88%
RICHLAND	6.15%	6.46%	4.99%	5.37%	3.89%
SABINE	3.26%	3.56%	2.13%	2.50%	2.52%
SAINT BERNARD	6.47%	6.78%	5.30%	5.68%	5.24%
SAINT CHARLES	6.28%	6.59%	5.12%	5.50%	9.74%
SAINT HELENA	1.42%	1.71%	0.31%	0.67%	0.96%
SAINT JAMES	3.56%	3.86%	2.43%	2.80%	2.78%
SAINT JOHN THE BAPTIST	4.28%	4.58%	3.14%	3.51%	3.39%
SAINT LANDRY	10.78%	11.10%	9.57%	9.96%	11.16%
SAINT MARTIN	7.29%	7.60%	6.12%	6.50%	6.76%
SAINT MARY	6.40%	6.71%	5.24%	5.62%	6.84%
SAINT TAMMANY	6.80%	7.11%	5.63%	6.02%	5.98%
TANGIPAOHA	7.36%	7.68%	6.19%	6.57%	6.54%
TENSAS	1.62%	1.91%	0.50%	0.87%	1.13%

Table D: Percent Change Over Revised 2002

2003 Domestic Travel Impact on Louisiana					
Table D: Percent Change over Revised 2002 (Continued)					
<u>County</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
TERREBONNE	2.81%	3.11%	1.69%	2.06%	1.06%
UNION	5.57%	5.87%	4.41%	4.79%	4.48%
VERMILION	6.32%	6.63%	5.15%	5.54%	5.39%
VERNON	10.56%	10.88%	9.35%	9.75%	11.81%
W BATON ROUGE	8.37%	8.68%	7.18%	7.57%	7.54%
W CARROLL	1.71%	2.00%	0.59%	0.96%	1.21%
W FELICIANA	8.79%	9.11%	7.60%	7.99%	8.45%
WASHINGTON	5.05%	5.35%	3.90%	4.27%	4.04%
WEBSTER	7.25%	7.56%	6.08%	6.46%	5.91%
<u>WINN</u>	<u>0.18%</u>	<u>0.47%</u>	<u>-0.92%</u>	<u>-0.56%</u>	<u>-0.09%</u>
STATE TOTALS	2.66%	2.58%	1.07%	2.15%	1.75%

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Table E: Alphabetical By Parish, Revised 2002

<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$26.23	\$2.61	0.16	\$1.58	\$0.49
ALLEN	253.86	70.76	3.86	7.76	5.18
ASCENSION	63.67	7.65	0.52	3.67	1.05
ASSUMPTION	9.23	1.01	0.06	0.52	0.22
AVOUELLES	119.93	28.44	1.61	3.07	1.93
BEAUREGARD	14.31	1.94	0.11	0.79	1.10
BIENVILLE	8.34	1.07	0.07	0.45	0.63
BOSSIER	326.85	93.96	5.28	15.40	9.57
CADDO	478.40	100.31	5.15	23.06	10.32
CALCASIEU	280.12	69.88	3.83	13.21	7.58
CALDWELL	6.88	0.92	0.06	0.34	0.46
CAMERON	4.33	0.63	0.05	0.20	0.27
CATAHOULA	4.32	0.72	0.05	0.19	0.28
CLAIBORNE	7.68	1.19	0.08	0.37	0.41
CONCORDIA	10.61	1.30	0.08	0.57	0.50
DE SOTO	11.90	1.42	0.09	0.70	0.42
E BATON ROUGE	559.81	104.00	5.69	26.47	10.16
E CARROLL	7.80	0.85	0.06	0.49	0.18
E FELICIANA	3.34	0.56	0.04	0.15	0.22
EVANGELINE	13.73	2.08	0.13	0.72	0.53
FRANKLIN	7.04	1.07	0.09	0.30	0.23
GRANT	3.12	0.49	0.04	0.13	0.28
IBERIA	38.29	5.82	0.38	1.97	0.68
IBERVILLE	18.40	2.76	0.16	1.01	0.78
JACKSON	7.42	1.02	0.07	0.30	0.20
JEFFERSON	872.00	170.65	9.72	37.30	17.81
JEFFERSON DAVIS	16.46	2.09	0.15	0.93	0.39

Table E: Alphabetical By Parish, Revised 2002

2003 Domestic Travel Impact on Louisiana					
Table E: Alphabetical by Parish, Revised 2002 (Continued)					
<u>County</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	289.77	49.15	2.80	14.58	5.43
LAFOURCHE	57.16	7.08	0.45	3.26	0.98
LASALLE	4.16	0.66	0.05	0.17	0.22
LINCOLN	20.91	3.51	0.25	1.07	0.52
LIVINGSTON	31.20	2.96	0.18	1.82	1.12
MADISON	33.72	2.72	0.15	2.41	0.52
MOREHOUSE	13.02	2.08	0.13	0.67	0.36
NATCHITOCHE	28.06	4.40	0.30	1.47	1.01
ORLEANS	4,001.43	940.47	61.38	157.14	100.74
OUACHITA	157.48	29.43	1.59	7.02	3.09
PLAQUEMINES	20.21	3.40	0.19	1.04	1.51
POINTE COUPEE	8.92	1.17	0.08	0.45	0.23
RAPIDES	105.33	16.32	0.97	5.35	2.10
RED RIVER	4.65	0.60	0.04	0.26	0.16
RICHLAND	15.41	1.85	0.12	0.94	0.31
SABINE	17.91	2.38	0.14	0.87	1.87
SAINT BERNARD	37.26	4.86	0.30	2.05	0.55
SAINT CHARLES	30.33	4.11	0.27	1.56	0.42
SAINT HELENA	2.25	0.43	0.03	0.09	0.15
SAINT JAMES	9.57	1.24	0.09	0.46	0.15
SAINT JOHN THE BAPTIST	25.42	4.21	0.29	1.26	0.55
SAINT LANDRY	46.15	5.21	0.32	2.73	1.32
SAINT MARTIN	21.91	2.71	0.15	1.18	1.25
SAINT MARY	147.77	33.68	1.95	4.57	2.46
SAINT TAMMANY	146.36	21.14	1.31	8.20	4.10
TANGIPAOHA	107.08	10.84	0.67	6.32	1.86
TENSAS	3.44	0.70	0.04	0.15	0.38

Table E: Alphabetical By Parish, Revised 2002

2003 Domestic Travel Impact on Louisiana					
Table E: Alphabetical by Parish, Revised 2002 (Continued)					
<u>County</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
TERREBONNE	86.69	12.24	0.80	4.87	1.57
UNION	10.12	1.15	0.07	0.58	0.70
VERMILION	31.13	3.26	0.20	1.86	0.82
VERNON	15.69	2.16	0.14	0.84	0.66
W BATON ROUGE	38.62	5.17	0.34	2.32	0.75
W CARROLL	3.42	0.53	0.04	0.14	0.13
W FELICIANA	14.76	2.45	0.17	0.81	0.60
WASHINGTON	18.14	2.08	0.13	1.03	0.52
WEBSTER	34.77	4.15	0.24	2.11	1.11
<u>WINN</u>	<u>5.88</u>	<u>1.12</u>	<u>0.09</u>	<u>0.25</u>	<u>0.27</u>
STATE TOTALS	\$8,820.21	\$1,866.82	114.1	\$383.57	\$212.33

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APPENDICES

Appendix A: Travel Economic Impact Model

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at TIA (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics.

The revised TEIM has been used to develop estimates of 1987 and subsequent year travel expenditures and the effect of these expenditures on employment, payroll and tax revenue in each of the 50 states and the District of Columbia. TIA has also produced a time series of estimates for the years 1977-87 through the revised TEIM. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations, and day trips to places 50 miles or more, one way, from the traveler's origin. The TEIM definition includes all overnight trips regardless of distance away from home, but excludes day trips to places less than 50 miles away from home.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see *Appendix B*, Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS). In each case, the relevant NAICS and SIC codes are included.

A *travel expenditure* is assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or services

actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some en route.

Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

The basic data on travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home spent by type of accommodation) are available from TIA's travel surveys and Smith Travel Research's Hotel and Motel Survey. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in campgrounds in an area is multiplied by the average cost per night per travel party of staying in a campground facility in an area to obtain the estimate of traveler expenditures for camping accommodations.

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in area commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler-generated employment in commercial lodging. A similar process is used for the payroll estimates.

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state is then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of state personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in that state.

The 1987 benchmark estimates of travel expenditures, and travel-generated employment, payroll and federal, state and local tax revenue, are updated for each successive year. Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, TIA's surveys and other sources are used for this purpose. These data indicate the change in travel spending for each of the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

Appendix B: Glossary of Terms

Automobile Transportation Expenditures. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditures. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditures. Traveler spending in commercial eating facilities and grocery stores or carryouts, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditures. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditures. Traveler spending on hotels and motels, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the National Travel Survey.

Tourism. Generally avoided in this study, this can be used to refer to pleasure or personal travel, a subset of travel.

Travel. The act of taking a "trip".

Traveler. Person taking a "trip".

Travel Expenditure. The exchange of money or the promise of money for goods or services while traveling, including any advance purchase of public transportation tickets, lodging or other items normally considered incidental to travel, but which may be purchased in advance of the trip. In addition, certain of the "fixed" or capital costs of owning a motor vehicle (including campers, motor homes, etc.) or a vacation or second home are included as associated with taking a trip.

Generally, expenditures are assumed to take place at the point where the good or service is bought while traveling. The two exceptions to this rule are that the fixed costs of operating a motor vehicle while on a trip are allocated to the traveler's area of residence, and the "imputed rent" of spending nights in the traveler's own vacation home is allocated to the area visited.

Travel-generated Employment. The number of jobs attributable to travel expenditures in an area. These estimates of employment follow the "establishment payroll survey definition" rather than the "household survey definition." Consequently, the TEIM estimates are more closely related to the number of jobs than to the number of employees. For a detailed description of the household and establishment survey differences, please refer to <http://www.bls.gov/lau/lauhvse.htm>.

Travel-generated Payroll. This is the payroll, or wage and salary income, attributable to travel expenditures in an area. Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodging) paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Travel-generated Wage and Salary Income. The same as "travel-generated payroll."

Trip. A trip occurs, for the purpose of the model, every time one or more persons goes to a place 50 miles or more, each way, from home in one day, or is out of town one or more nights in paid accommodations, and returns to his/her origin. Specifically excluded from this definition are: (1) travel as part of an operating crew on a train, plane, bus, truck or ship; (2) commuting to a place of work; (3) student trips to school or those taken while in school.

Appendix C: Travel-Related Industry Measurement

SIC-NAICS Transition

The *travel industry*, as defined by TIA and covered in its research, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level. For many years, TIA selected these business types using 1987 U.S. Standard Industrial Classification (SIC) system codes.

The SIC system has been used for decades with tremendous success to classify all businesses in the U.S. by the types of products or services they make available. To its credit, the SIC system has facilitated the collection, tabulation and analysis of data. It has also promoted “apples-to-apples” comparability in statistical analyses. At the industry group level, SIC Codes report industry groups as 2 or 3 digit categories to 4 digits at their most specific.

However, as a direct consequence of rapid and widespread structural changes throughout the American economy in recent years, the SIC system has become largely outdated. Therefore, its business classification capabilities have become increasingly less than optimal.

In 1998, the United States Office of Management and Budget published a new industry classification system – the 1997 North American Industry Classification System (NAICS) to replace the SIC system. In contrast, the 2- to 6-digit NAICS industry classification system includes more useful and detailed economic data and provides a more comprehensive statistical representation of our industry. NAICS offers four major advantages over the SIC system:

Relevance: NAICS identifies hundreds of new, emerging, and advanced technology industries. Perhaps most important in terms of quantification of travel-related activity, NAICS reorganizes industries into more meaningful sectors, especially in the service-producing segments of the economy. A few examples of travel-related industries that are separately recognized for the first time:

- Convenience stores
- Gas stations with convenience stores
- Casino hotels
- Casinos
- Other gambling industries
- Bed and breakfast inns
- Limited service restaurants

International Comparability: NAICS was developed by the U.S. Office of Management and Budget (OMB) in cooperation with Statistics Canada and Mexico’s Instituto Nacional de Estadística, Geografía e Informática (INEGI). NAICS provides for comparable statistics among the three NAFTA trading partners.

Consistency: NAICS defines industries according to a consistent principle -- businesses that use similar processes are grouped together.

Adaptability: NAICS will be reviewed *every five years*, so classifications and information keep up with our changing economy.

TEIM: SIC/NAICS Industry Categories

With the transition to NAICS, TIA has adjusted its selections of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, TIA's Travel Economic Impact Model, tracks business activity in seven (7) major travel-related industry groups. These, in turn, are comprised of sixteen (16) business subcategories.

The industry groups and subcategories used in the model are outlined below, followed by a detailed table of SIC and NAICS Codes.

Automobile Transportation Industry: Gasoline service stations, motor vehicle/parts dealers and passenger car rental.

Entertainment/Recreation Industry: Entertainment, art and recreation industry.

Foodservice Industry: Eating & drinking places, and grocery stores.

General Retail Trade Industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops.

Incidental Purchases Industry: See above, *General Retail Trade Industry*.

Lodging Industry: This industry includes hotels, motels, and motor hotels, camps and trailer parks.

Public Transportation Industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."

Travel Arrangement Industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

**1987 SIC – 1997 NAICS:
Selected Travel-Related Categories**

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
Accommodations			
<i>Hotels and Motels</i>	701	<i>Traveler Accommodation</i>	7211
<i>Recreational Vehicle Parks & Campsites</i>	703	<i>Recreational Vehicle Parks & Campgrounds</i>	7212
Auto Transportation			
<i>Passenger Car Rental</i>	7514	<i>Passenger Car Rental</i>	532111
<i>Gasoline Service Stations</i>	554	<i>Gasoline Stations with Convenience Stores; Other Gasoline Stations</i>	447110; 447190
<i>Automotive Dealers</i>	55 (excl. 554)	<i>Motor Vehicle & Parts Dealers</i>	4411; 4412; 4413
Entertainment and Recreation			
<i>Amusement and Recreational Services</i>	79	<i>Amusement, Gambling & Recreation Industries</i>	713
		<i>Performing Arts, Spectator Sports & Related Industries</i>	711
<i>Museums, Art Galleries, Botanical and Zoological Gardens</i>	84	<i>Museums, Historical Sites & Similar Institutions</i>	712
Food			
<i>Eating & Drinking Places (Alcoholic Beverages)</i>	581	<i>Foodservices & Drinking Places</i>	7221; 7222; 7224
<i>Grocery Stores</i>	541	<i>Food and Beverage stores</i>	4451; 4452; 4453
Public Transportation			
<i>Air Transportation</i>	45	<i>Passenger Air Transportation; Airport Support Activities</i>	481; 4881
<i>Rail - Local & Suburban Transit</i>	4111	<i>Rail Transportation</i>	485112
<i>Interurban & Rural Bus Carriers</i>	413	<i>Interurban & Rural Bus Transportation</i>	4852
<i>Charter Bus/Interstate</i>	4142	<i>Charter Bus (interstate/interurban)</i>	4855102
<i>Taxi & Limousine Services</i>	412	<i>Taxi & Limousine Services</i>	4853
<i>Water Transportation of Passengers</i>	448	<i>Water Passenger Transportation</i>	483112; 483114; 483212
--	--	<i>Scenic & Sightseeing Transportation (New industry-includes parts of SICs 4119,4489,4522,4789,7999)</i>	487
Retail			
<i>General Merchandise Stores</i>	53	<i>General Merchandise Stores</i>	452
<i>Miscellaneous Retail Stores</i>	59	<i>Other Retail Stores</i>	453; 44611; 4483; 45111; 45112; 45121
Travel Arrangement			
<i>Travel Arrangement</i>	472	<i>Travel Arrangement & Reservation Services (includes travel agencies and tour operators)</i>	5615

Appendix D: Sources of Data

This appendix presents the sources of data used in this report.

Sources

Air Transport Association
American Automobile Association
Amtrak
American Society of Travel Agents
Bureau of the Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Bureau of Transportation Statistics, U.S. Department of Commerce
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
National Park Service
Louisiana Office of Tourism
Louisiana Department of Labor, Research & Statistics Division
Peterson, Howell & Heather, Inc.
Runzheimer International Ltd.
Smith Travel Research
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce
Travel Industry Association of America

Appendix E: Top 5 Industries by Payroll and Employment in Louisiana, 2003

Top 5 Industries by Payroll in Louisiana, 2003

Rank	NAICS Code*	Industry Name	Total Wages (\$ Millions)
1	611	EDUCATIONAL SERVICES**	\$5,131
2	622	HOSPITALS	\$3,647
3	541	PROFESSIONAL AND TECHNICAL SERVICES	\$3,098
4	621	AMBULATORY HEALTH CARE SERVICES	\$2,919
5		TRAVEL & TOURISM***	\$1,997

Top 5 Industries by Employment in Louisiana, 2003

Rank	NAICS Code*	Industry Name	Employment (Thousands)
1	611	EDUCATIONAL SERVICES**	176.1
2		TRAVEL & TOURISM***	119.9
3	622	HOSPITALS	105.6
4	722	FOOD SERVICES & DRINKING PLACES****	103.0
5	561	ADMINISTRATIVE AND SUPPORT SERVICES	82.9

Sources: TIA, Louisiana Department of Labor

Notes: * The North American Industry Classification System.

** The Educational Services sector and other categories, such as Hospitals, include both private and public sector institutions.

*** Payroll and jobs generated by both domestic and international travel spending.

**** Excludes jobs attributable to the travel and tourism industry.