

## ***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%).

\* Total may not equal 100% because multiple answers were allowed