

## ***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

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