2001

TravelScope® Profile of

U.S. Travelers to

Louisiana

Prepared by
The Research Department of the
Travel Industry Association of America
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of America

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The mission of the Travel Industry Association of America (TIA) is to represent the whole of the U.S. travel industry to promote and facilitate increased travel to and within the United States. TIA's Research Department seeks to meet the research needs of TIA members and the travel industry by gathering, conducting, analyzing, publishing and disseminating economic, marketing, and international research that articulates the economic significance of the travel and tourism industry at national, state and local levels; defines the size, characteristics and growth of existing and emerging travel markets; and provides qualitative trend analysis and quantitative forecasts of future travel activity and impact.

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INTRODUCTION

The Louisiana travel profile has been conducted to better understand the travel market to Louisiana. The Louisiana Office of Tourism commissioned the research department of the Travel Industry Association of America, to estimate the volume and travel characteristics of U.S. visitors to Louisiana for 2001. The study has been conducted since 1986-1987 time period.

Purpose

The objectives of this study are to determine:
- the number of visitors to the states,
- the characteristics of trips taken,
- a profile of Louisiana visitors.

Source

Domestic travel information presented in this report is captured via TravelScope®, a national consumer survey conducted monthly, using National Family Opinion's (NFO) consumer panel of U.S. households. TravelScope is a cooperative research effort, funded by states, cities and other participants and managed by the research department of the Travel Industry Association. Since 1994, TravelScope has collected visitor volume, market share, trip characteristics, and demographics for all U.S. resident travel. For more information on TravelScope, please see the Methodology section of this report.

Definitions

Domestic travel is measured in terms of household trips and person-trips. Respondents are instructed to not include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator. National figures in this report are based on total domestic travel (originating in the 48 contiguous states and traveling to any of the 50 states).

The term "household trips" counts trips taken by U.S. households traveling 50 miles or more, one-way, away from home or including one or more overnights spent at the destination. "Household trips" are used in this report to measure travel party size, children on trip, trip spending and demographic data.

The term "person-trips" counts trips and people per trip. For example, when a family of four takes a trip, this equals one "household trip" and four "person-trips." "Person-trips" are used in this report to measure trip characteristics and state of origin and destination.

Appendix A consists of the survey methodology. Appendix B contains the survey questionnaire. Appendix C consists of a Glossary of Terms. Appendix D includes charts of economic and travel indicators for 2001. Appendix E presents the Brand Development Index of the top 50 origin cities for Louisiana. Appendix F presents the PRIZM Cluster Development Index. Appendix G displays city volume estimates.

EXECUTIVE SUMMARY

2001 marks the first year since 1998 that Louisiana domestic visitor volume growth rate has been weaker than the U.S. average. Louisiana domestic travel volume declined 10 percent, compared to a U.S. domestic travel volume increase of 2 percent. Business travel volume declined more than pleasure travel volume, especially in the 4th quarter. At the same time, trip spending per visiting household increased slightly.

- Louisiana person-trip volume declined by 10 percent in 2001, bringing the state back to 1999 levels (just under 21 million domestic person-trips).
- Of Louisiana's visitors, 70 percent stay overnight, spending an average of 3.1 nights in the state. This translates into 46.5 million visitor nights, a 4 percent decrease, much less of a decline than overall visitor volume (-10%). This is due to slightly longer average stays in 2001.
- Almost two-thirds of Louisiana visitors (62%) come from the West South Central region, which is comprised of Louisiana, Arkansas, Oklahoma and Texas. Twenty-three percent of Louisiana travel is by residents of the state.
- Houston and Dallas–Fort Worth remain the top advertising markets for Louisiana, providing the highest share of overall volume (12% and 11% respectively). Tyler-Longview residents have the highest propensity to travel to Louisiana, followed by Beaumont/Port Arthur and Biloxi-Gulfport.
- Pleasure visitors comprise two-thirds (66%) of non-resident visitors to Louisiana. Sixteen percent of non-resident visitors travel to Louisiana for business or convention purposes, while four percent are traveling for combined business and pleasure purposes. The share of non-resident person-trips for business (including combined business/pleasure trips) has declined from 28 percent in 1994 to 20 percent in 2001.
- Three-quarters (74%) of Louisiana non-resident visitors spend one or more nights in the state. On average, non-resident visitors stay 2.5 nights in Louisiana. Overnight visitors stay, on average, 3.4 nights in the state.
- The majority of non-resident travel to Louisiana is by personal auto/truck/camper/RV (64%). Almost a quarter (24%) of Louisiana non-resident visitors travel by air. Air travel was very depressed for the 4th quarter (-39%) and auto travel, while not up, saw less negative numbers. Nationally, air travel was down 13 percent in the fourth quarter.
- Two-thirds (67%) of non-resident overnight visitors to Louisiana stay in hotels, motels or B&Bs. One quarter (26%) of non-resident overnight visitors stay in a private home. Overall person-trips using hotel, motel or B&B lodging was down 6 percent compared to the year prior. This is the same as the overall change in non-resident overnight person-trips.
- Shopping remains the most popular activity for all visitors to Louisiana and gambling is the second most popular activity. Gambling has increased significantly in importance as a non-resident visitor activity over the past 8 years.
- Non-resident households visiting Louisiana spend, on average, $490 while visiting the state (versus $471 in 2000).
- Louisiana ranks number one in share of African American visitors (last year the state ranked third). Thirteen percent of visitors in the state are African-American.

Profiles

Compared to U.S. travelers in general, non-resident Louisiana visitors are:

- More likely to be traveling for entertainment purposes (27% vs. 17% U.S.).
- Less likely to travel for purposes of outdoor recreation (4% vs. 10% U.S.).
- Travel more by air (24% vs. 17% U.S.).
- More likely to stay in a hotel, motel or b&b (67% vs. 51% U.S.).
- More likely to be on a day trip (26% vs. 17% U.S.).
- Over three times more likely to participate in gambling (29% vs. 8%).
- Less likely to participate in outdoor activities (3% vs. 17% U.S.).

Compared to Louisiana visitors overall, Louisiana business/convention travelers are:

- More likely to fly (52% vs. 19% overall), less likely to drive (37% vs. 73% overall).
- More likely to rent a car as a secondary form of transportation (14% vs. 6%).
- Staying overnight more often (81% overnight person-trips vs. 73%).
- More likely to stay in hotel, motel or b&b (71% vs. 47%).
- Spending more (average trip spending $566 vs. $435).
- Less likely to participate in gambling (10% vs. 25%)
- More likely to come from the East North Central (7% vs. 4%) or Pacific (9% vs. 4%) regions.
- Less likely to travel in the fourth quarter (18% vs. 25%).
- Less likely to have children along on the trip (2% of trips include children vs. 17%). When they do bring their children, they bring fewer children on average (1.5 vs. 1.9 children).
- From households with higher average annual incomes (84.2K vs. 65.3K) and more likely to be college graduates (75% college degree/post graduate vs. 55%).

Compared to Louisiana visitors overall, Louisiana pleasure travelers are:

- More likely to travel by car (82% vs. 73% overall), less by air (11% vs. 19% overall).
- More likely to stay in a private home (27% vs. 21%) and less in hotel/motel/b&bs (39% vs. 47%).
- Spending less per trip (average trip spending $381 vs. $435).
- Traveling with more household members (65% with 2 or more household members vs. 47%) and more likely to travel with children (23% vs. 17%).

2001 TRAVEL RETROSPECTIVE

2001 Retrospective

There is no doubt that 2001 is a unique year in the history of the travel and tourism industry. The terrorist attacks on New York city and Washington D.C. on September 11 will never be forgotten. The resulting government shut-down of U.S. air space for several days was unprecedented. The use of airplanes as terrorist weapons on a massive scale created a sense of public fear directly associated with the travel industry.

The industry addressed public and government concerns head on. Right after the attacks, TIA and other industry experts formed a coalition to work with the Federal Government to devise economically viable ways to maintain safety in our transportation systems. On the communication front, the tourism industry rallied to encourage Americans to travel. "Travel is a fundamental American freedom" was the message in TIA's See America campaign. Under TIA sponsorship industry leaders also put together a television advertisement featuring President George Bush encouraging Americans to travel. Tourism destinations modified their marketing plans to address the new reality. State and city destination marketing organizations were forced to reexamine budgets as many tourism-based revenue streams began to fall short of projections. Once consumer fears were addressed, discounting became a widespread yet costly marketing tool to encourage travel.

The factors affecting travel in 2001 go beyond the events of September 11. The U.S. economy officially entered a recession in March 2001. The business downturn began even before that, with declines in the stock market indices. Real GDP growth was essentially flat in the 2nd quarter of 2001. Consumer confidence slipped in the last half of 2000 and dropped lower again in the 2nd quarter of 2001. TIA's traveler sentiment index also dropped in the second quarter. Consumer perceptions of low or uncertain financial resources have a highly negative impact on travel decisions.

Americans are optimistic people. Right after the terrorist attacks, the TIA Travel Confidence Survey showed that 84 percent of Americans said it was important to be able to travel whenever and wherever they want. Another 72 percent said it’s important that Americans travel as they did before attacks. And 83 percent say travel and tourism are important to the health of U.S. economy. By the end of 2001, leisure travel in the U.S. was well on its way toward recovery. Overall, domestic travel within the United States increased by 2 percent in 2001. While air travel and hotel use showed year-over-year declines in the fourth quarter, there was some strength in auto travel. TIA's Travel Sentiment Index shows interest in travel to be on the rise in the first two quarters of 2002.

Business travel was particularly sensitive to the weakening economy. TIA's TravelScope survey shows that 2001 marked the third consecutive annual decline in business travel. In some markets the decline was much larger. Not surprisingly, business travel has been slower to recover since September 11. Nationally, leisure travel actually increased in the fourth quarter (due quite probably to an urge to connect with family and friends during the uncertainty) while business travel was down 11 percent for the same time period. Leisure travel was not entirely unaffected, however. Leisure trips in the 4th quarter were significantly shorter in duration with lower average spending levels compared to the same period in 2000.

Business travel, while comprising 19 percent of U.S. person-trips, generates a much higher portion of travel spending. Thus, declines in business travel had a disproportionate impact on profitability for some travel sectors. Airline profitability depended significantly on the higher late-purchase business fares. The hotel sector also saw a profitability decline in 2001, though they are less dependent on business expenditures and have less burdensome infrastructure costs. Travel agencies who do much of the booking for business travelers were also hit hard by business travel declines and the cuts in commissions by the airlines. While overall travel volume for 2001 maintained a slight increase over 2000, TIA estimates that travel expenditures declined more than six percent for the year.

Business travel should recover as the economy improves; however, many in the industry are wondering whether business travel patterns have fundamentally changed. According to a survey conducted by the Business Travel Coalition in May 2002, about 80 percent of the 403 frequent fliers surveyed plan to further reduce airline trips in 2002 by an average of 10.6 percent. Nearly one quarter (24%) expect these reductions to be permanent. About 23 percent gave the same weight to family or personal concerns regarding safety. The results also show that frequent fliers are often choosing alternatives to commercial air service such as travel by car or train and video-conferencing.

Industry leaders agree that high security costs and consumer caution will continue to influence the travel industry for some time to come. Destinations that are heavily reliant on air and business travel face significant challenges as the market adjusts to the new security paradigm in a time of weakened consumer confidence.

See Appendix D for economic and travel indicator charts.

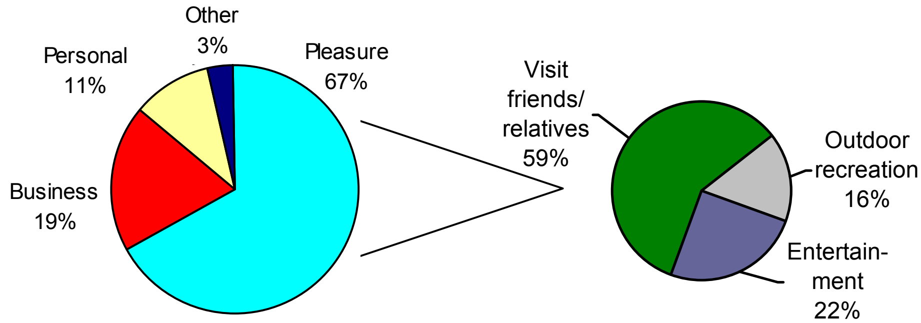
2001 SUMMARY OF DOMESTIC TRAVEL IN THE U.S.

An estimated 1,017.8 million domestic person-trips were taken by U.S. residents in 2001

Overall U.S. travel volume was up 2 percent for the year, after an initially strong start in the first half followed by a slowdown in the last half of the year.

The majority (67%) of person-trips are for pleasure purposes. Within pleasure trips, visiting friends/ relatives is the most common reason for traveling. Pleasure travel remained fairly steady in the fourth quarter, in spite of the events of September 11.

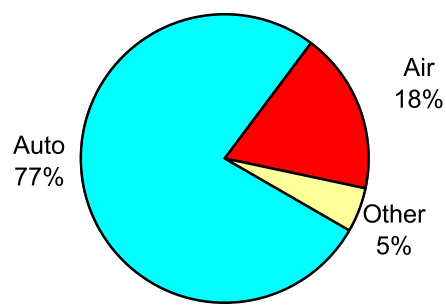
2001 Primary Purpose of Trip



Travel for business purposes accounts for 19 percent of all U.S. person-trips. Business travel was weak in the first three quarters of the year, then saw double-digit declines in the fourth quarter. In fact, 2001 marked the third straight year of decline in business travel.

Person-trips by air declined one percent for the year in spite of a strong first half (+6%). Volume slipped in the third quarter, followed by double-digit declines in the 4th quarter.

2001 Primary Mode of Transportation



Other Characteristics of the Average U.S. Trip:

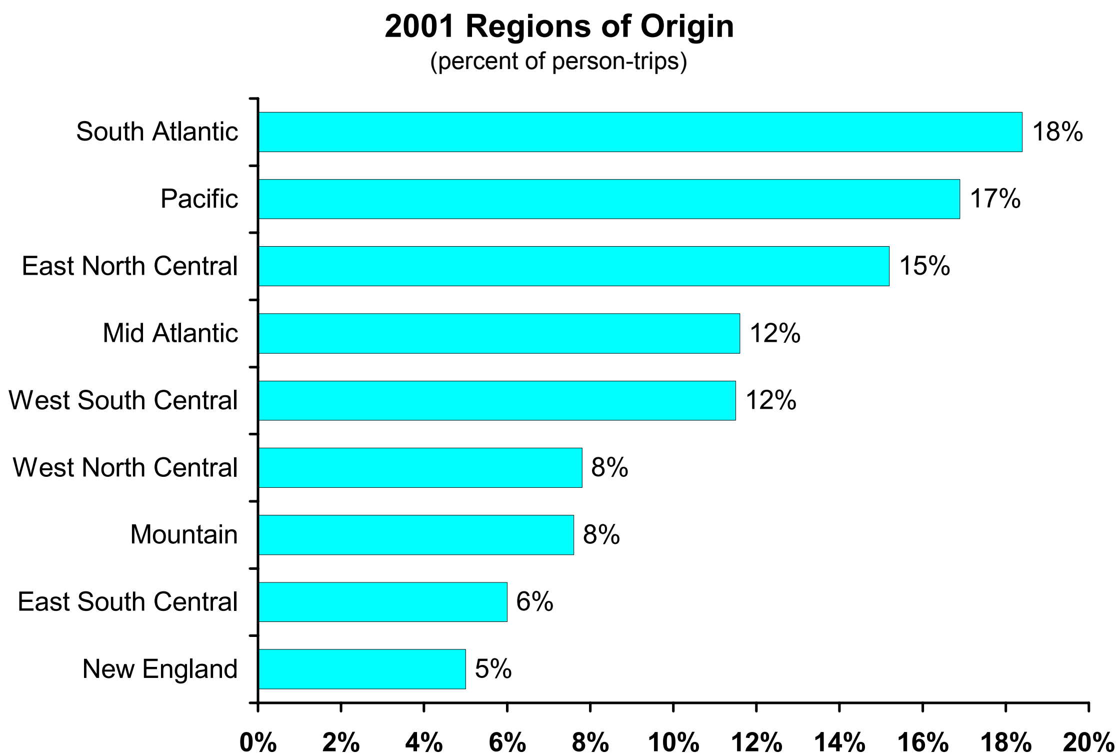
- The average household party size is 2.0 persons.
- 23 percent of trips include children.
- 3 percent of travelers are on a group tour.
- The average trip duration is 3.3 nights. The average overnight trip duration is 4.1 nights.
- 51 percent of overnight U.S. trips include lodging in a hotel, motel or B&B.
- 41 percent of overnight U.S. trips include lodging in a private home.
- The average expenditure per trip is $463.

The most popular trip activities on the average U.S. trip are:

- Shopping (34%)
- Outdoor (17%)
- Historical Places/Museums (14%)
- Beaches (11%)
- National/State parks (10%)
- Cultural Events/Festivals (10%)
- Additional activities include Theme/Amusement Park (9%), Gambling (8%), Nightlife/Dancing (8%) and Sports event (6%).

Census Region of Origin

Most of the U.S. domestic travel volume (50%) originated in the South Atlantic, Pacific and East North Central regions. According to the U.S. Census, these are also the most populous regions of the U.S.



2001

TravelScope® Profile

of U.S. Travelers

to Louisiana

VISITOR VOLUME

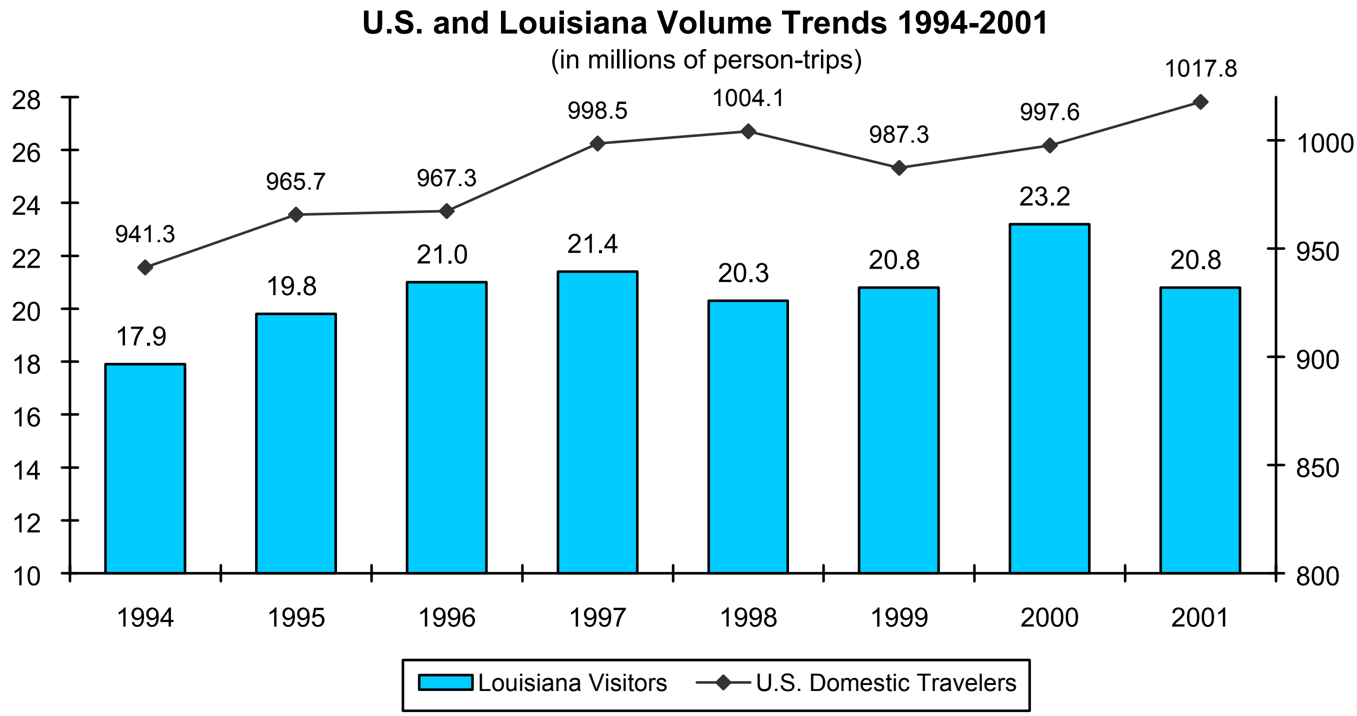
	No. of Visitors (in person-trips)	Percent of Trip Spent in Louisiana
Total U.S.	**1,017,765,000**	not applicable
Total Louisiana	**20,832,000**	**60%**
Non-resident visitors	16,029,000	56%
Non-resident African-American visitors	2,721,000	60%
Resident travelers	4,803,000	73%
Louisiana Cities*		
New Orleans		74%
Resident	1,132,000	
Non-resident	6,418,000	
Shreveport-Bossier City		62%
Resident	300,000	
Non-resident	2,454,000	
Baton Rouge		87%
Resident	791,000	
Non-resident	1,198,000	
Lafayette		60%
Resident	558,000	
Non-resident	480,000	
Lake Charles		64%
Resident	144,000	
Non-resident	1,153,000	
Monroe**		44%
Resident	235,000	
Non-resident	274,000	
Alexandria**		65%
Resident	261,000	
Non-resident	161,000	

* See Appendix G for an explanation of city volume calculations.

** Information for Alexandria and Monroe are based on small sample sizes. Caution is recommended when using this information for strategic decisions.

Visitor Volume 1994-2001

Just under 21 million travelers visited Louisiana in 2001. 2001 marks the first year since 1998 that Louisiana visitor volume growth rate has been weaker than the U.S. average. Louisiana volume declined by 10% in 2001, bringing visitation back to the 1999 level.



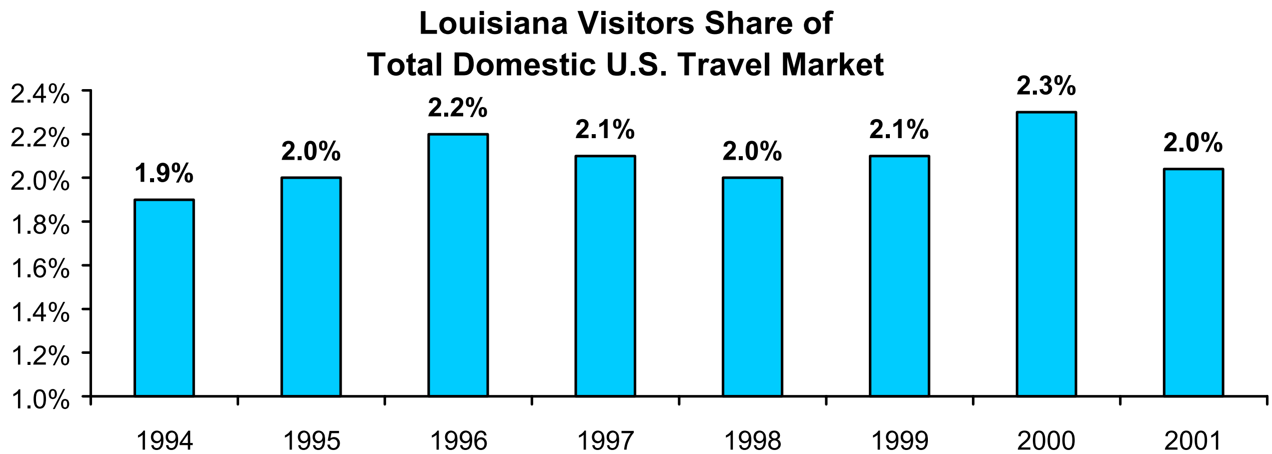
In spite of the travel difficulties of the fourth quarter, the worst visitor volume declines for Louisiana were seen in the first half of the year. The national pattern was the reverse, the first half of the year was strong, followed by a weaker second half.

2001 Travel to Louisiana by Quarter
(in millions of person-trips)

	National		Louisiana	
	Travel Volume	**Change from LY**	**Travel Volume**	**Change from LY**
1st quarter	194.6	4%	4.4	-17%
2nd quarter	270.1	3	5.7	-13
3rd quarter	307.5	-	5.5	-4
4th quarter	245.5	2	5.2	-6

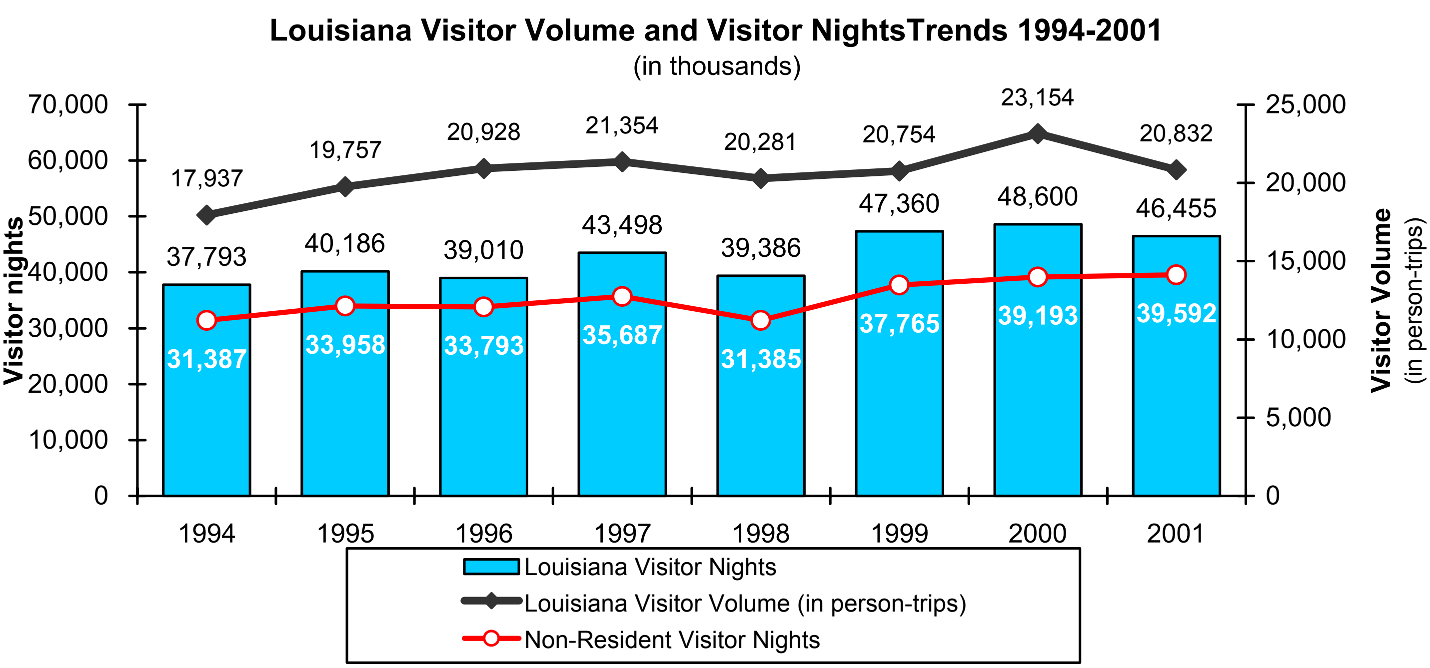
Market Share

Louisiana has a 2 percent share of overall U.S. domestic travel volume. This is down slightly from the high of 2.3 percent seen in 2000.



Visitor Nights

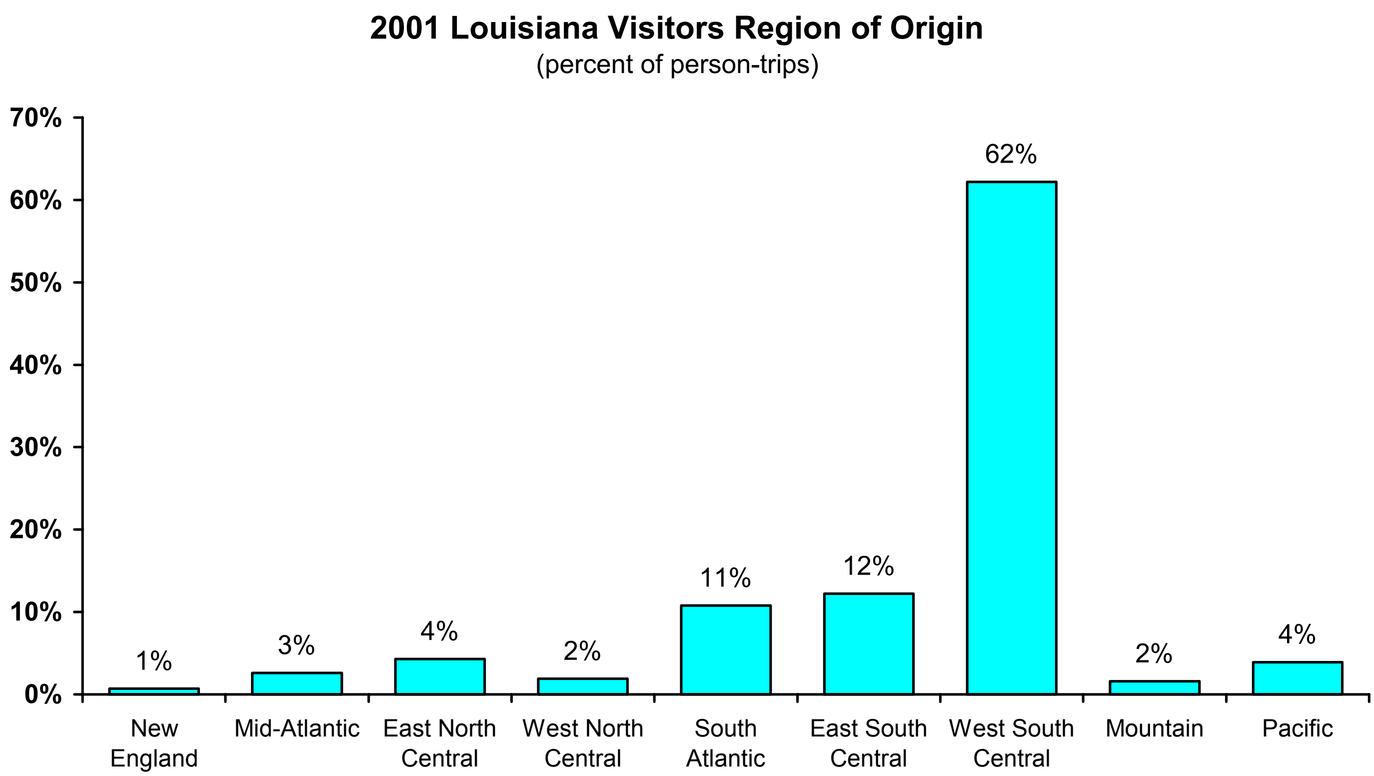
Of person-trips to Louisiana, 70 percent, or 14.7 million, include at least one night in the state. The average stay for an overnight visitor is 3.1 nights. This translates into 46.5 million visitor nights, a 4 percent decrease from 2000, much less of a decline than overall visitor volume (-10%). Eighty-five percent of visitor nights are by non-resident visitors. (Non-resident visitor nights actually increased one percent for the year.)



VISITOR ORIGINS

Region of Origin

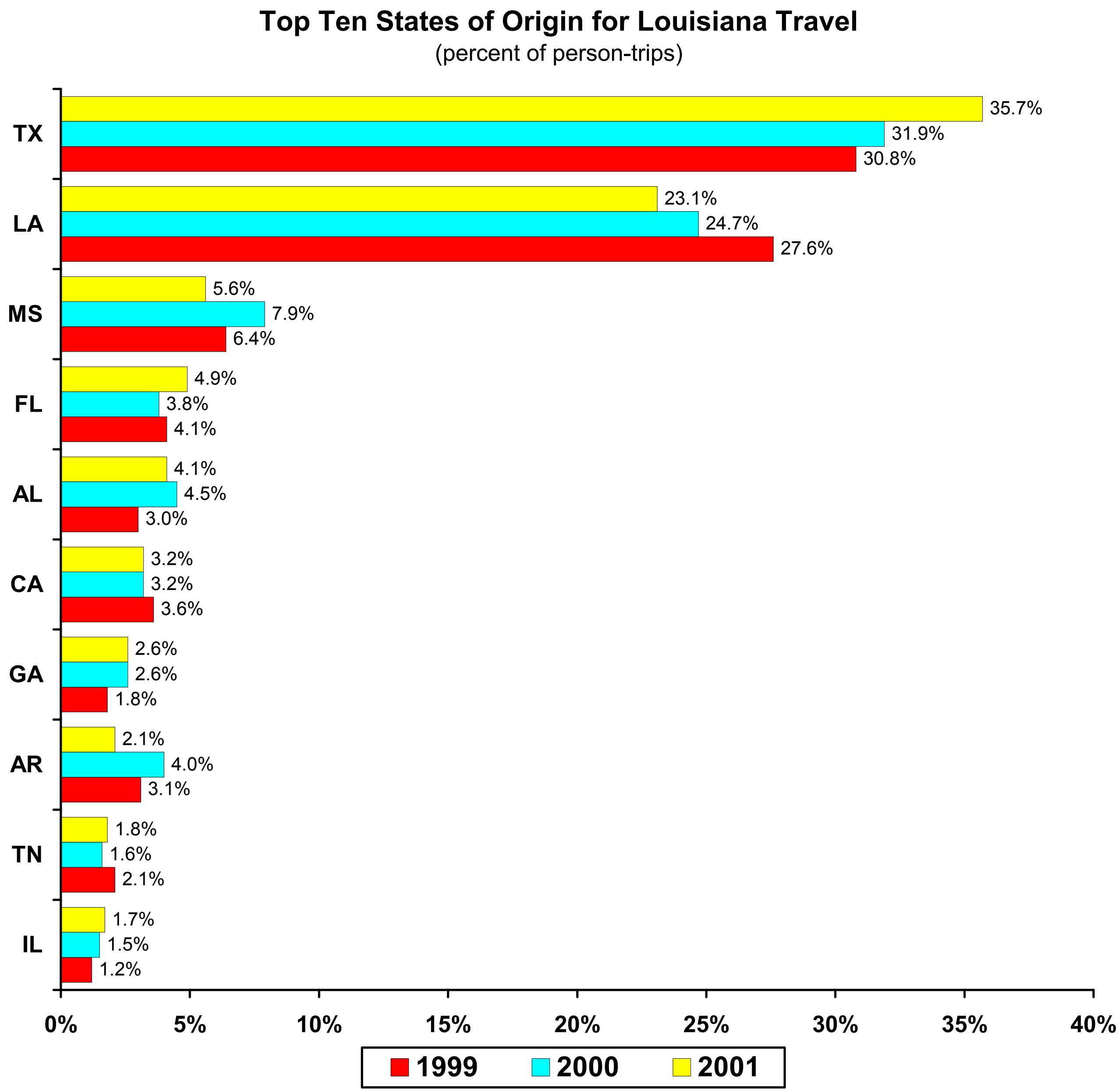
Almost two-thirds of Louisiana person-trips (62%) originate in the West South Central region, which is comprised of Louisiana, Arkansas, Oklahoma and Texas. The South Atlantic and East South Central regions also contribute significant visitor volumes providing a total of 23 percent of Louisiana person-trips. No other census region accounts for visitor volumes greater than 4 percent.



State of Origin

Texas residents generate over a third (36%) of person-trips to Louisiana, an increase of 4 share points in 2001. Louisiana is the second largest source of state travel. Nearly one quarter (23%) of person-trips originate within the state, although the share of resident travel has been declining steadily the past three years. Other states providing 3 percent or more of visitor volume to Louisiana include Mississippi (6%), Florida (5%), Alabama (4%) and California (3%)

Pleasure travelers to Louisiana are more likely than business/convention travelers to come from Texas and Florida. Business/convention travelers are more likely than pleasure travelers to come from California.



Top DMAs of Origin

Houston and Dallas–Fort Worth remain the top advertising markets for Louisiana, providing the highest share of overall volume (12% and 11% of person-trips respectively). Houston visitors travel to the state about equally for business and pleasure purposes. Dallas-Fort Worth visitors, on the other hand, are significantly more likely to travel to the state for pleasure reasons.

New Orleans, Baton Rouge and Lafayette generate the majority of resident travel volume at 7%, 5% and 5%, respectively. All three of these Louisiana cities tend to generate a higher share of pleasure travelers than business travelers. Other cities generating significant person-trips include Tyler-Longview, TX (4%), Monroe-El Dorado, LA (3%) and Shreveport, LA (3%). These cities also tend toward more pleasure visitors, with the exception of Shreveport which has a similar share of both business and pleasure travelers.

Resident visitors (traveling 50 miles or more one way, from home, or overnight, and not commuting) provide substantial amount (23%) of travel volume within Louisiana. Five out of the top eight DMAs are within Louisiana.

Top Advertising Markets of Origin for 2001 Louisiana Visitors

(in person trips)

	Total LA		Non-resident		Pleasure		Business/ Convention	
	Volume	Share	Volume	Share	Volume	Share	Volume	Share
Houston	2,453,000,	12%	2,453,000,	15%	1,641,000,	12%	361,000,	11%
Dallas – Fort Worth	2,275,000,	11%	2,275,000,	14%	1,775,000,	13%	97,000,	3%
New Orleans	1,458,000,	7%	NA		999,000,	7%	127,000,	4%
Baton Rouge, LA	1,028,000,	5%	NA		721,000,	5%	92,000,	3%
Lafayette, LA	948,000,	5%	NA		657,000,	5%	141,000,	4%
Tyler – Longview, TX	746,000,	4%	746,000,	5%	576,000,	4%	29,000,	1%
Monroe – El Dorado, LA	698,000,	3%	NA		491,000,	4%	75,000,	2%
Shreveport, LA	615,000,	3%	NA		410,000,	3%	106,000,	3%
Mobile – Pensacola	465,000,	2%	465,000,	3%	281,000,	2%	87,000,	3%
Atlanta	432,000,	2%	432,000,	3%	171,000,	1%	107,000,	3%
Beaumont – Port Arthur, TX	425,000,	2%	425,000,	3%	358,000,	3%	18,000,	1%
San Antonio	386,000,	2%	386,000,	2%	258,000,	2%	56,000,	2%
Austin	373,000,	2%	373,000,	2%	289,000,	2%	30,000,	1%
Los Angeles	356,000,	2%	356,000,	2%	205,000,	2%	119,000,	4%
Jackson, MS	356,000,	2%	356,000,	2%	224,000,	2%	50,000,	2%
Alexandria, LA	331,000,	2%	NA		164,000,	1%	81,000,	3%
Orlando – Daytona Beach – Melbourne	293,000,	1%	293,000,	2%	246,000,	2%		**
Little Rock – Pine Bluff	287,000,	1%	287,000,	2%	163,000,	1%	36,000,	1%
Chicago	252,000,	1%	252,000,	2%	131,000,	1%	81,000,	2%
Biloxi – Gulfport	241,000,	1%	241,000,	2%	116,000,	1%	56,000,	2%

Note: Advertising markets defined by Nielsen's Designated Market Area (DMA)
** Less than 1%

DMA/Brand Development Index (BDI)*

Tyler-Longview residents have the highest propensity to travel to Louisiana, followed by Beaumont/Port Arthur and Biloxi-Gulfport.

Brand Development Index (BDI) for out-of-state Louisiana Markets

City (DMA) of origin	INDEX
Tyler-Longview	1560
Beaumont-Port Arthur	1260
Biloxi-Gulfport	919
Hattiesburg-Laurel	772
Houston	658
Jackson, MS	548
Dallas-Ft. Worth	529
Mobile-Pensacola	499
Abilene-Sweetwater	476
Meridian	456
Greenwood-Greenville	428
Austin, TX	367
Corpus Christi	347
Waco-Temple-Bryan	333

See Appendix E for a list of the Brand Development Indices for the top 50 origin cities to Louisiana.

** The Brand Development Index is calculated for each city to measure the propensity of U.S. households to take trips (measured by household trips) compared to the share of total households. For example, Tyler-Longview households make up .2 percent of all U.S. households, yet they take 3.6 percent of domestic household trips to Louisiana, creating a brand development index of 1560. The baseline of 100 represents equality of the proportion of U.S. households in a city and the percentage of household trips. For a more complete chart, please see Appendix E.*

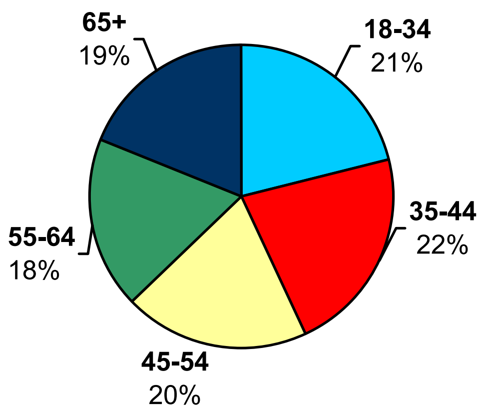
VISITOR DEMOGRAPHICS (Non-Resident Visitors)

The demographic characteristics of non-resident visitors to Louisiana are examined in this section. Demographic information is based on the head of the traveling household. (Note: Someone other than the head of household may have also been in the travel party.) See page 22 for a summary chart of demographic variables.

Age

The average age of non-resident Louisiana visiting households is 49. A fifth of trips (21%) are taken by those between 18 and 34 years old. Twenty-two percent of trips are taken by those between 35 and 44 years old. One in five trips (20%) involve travelers between 45 to 54 years of age, and another 37 percent involve travelers 55 years old or older.

Age
(percent of households)



Average
Age: 49

Household Size

One quarter (25%) of non-resident households visiting Louisiana are single-person households. Close to two-thirds (64%) include one or two members (25% one member, 39% two member). Thirty-seven percent of visiting households include 3 or more members.

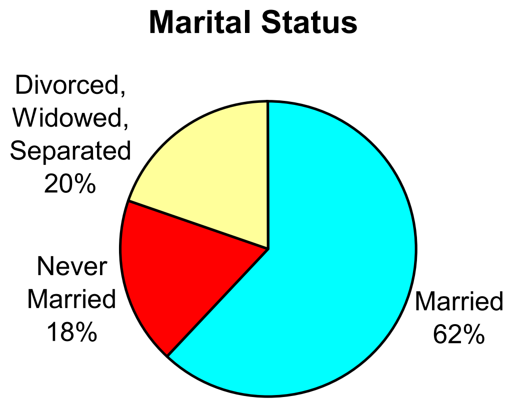
Children in Household

Seventy percent of non-resident trips to Louisiana are taken by childless households. In visiting households with children, there are an average of 1.8 children in the household. Fourteen percent of non-resident visiting households have just one child in the home, while 16 percent have 2 or more children.

Marital Status

Sixty-two percent of non-resident trips to Louisiana are taken by married households. Eighteen percent of trips are taken by those who never married, and 20 percent are taken by those who are divorced, widowed or separated.

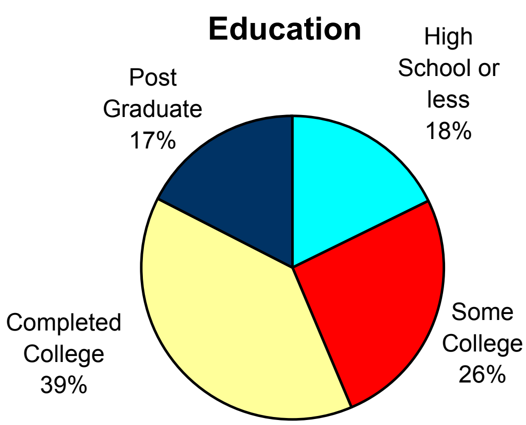
Business/Convention visitors are more likely than pleasure visitors to be married (66%).



Education

Sixty-five percent of non-resident trips to Louisiana are taken by households which have either finished some college (26%) or completed college (39%). Household heads with high school education or less generate 18 percent of non-resident person-trips. In 17 percent of visiting households, the head of household has done some post graduate work. Resident visitors are more likely than non-resident visitors to have a high school education or less (25%).

The share of non-resident visitors with some college education has increased steadily since 1994. In 1995, 78 percent of non-resident person-trips to Louisiana were by households with some college, or more; by 1997, 81 percent of visiting households had college experience. Currently, 82 percent of trips are by those with some college, a degree or postgraduate work.



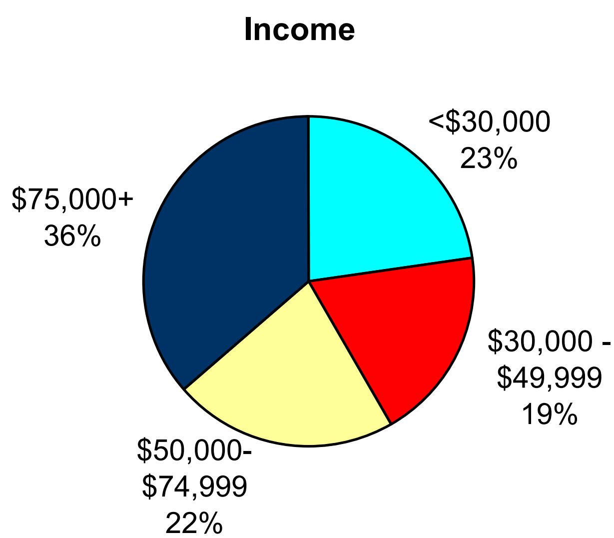
Employment

Seventy percent of non-resident households visiting Louisiana are employed full time. Seven percent are employed part time, 19 percent are retired and 4 percent are unemployed.

Income

The average income of non-resident households visiting Louisiana is $68,400, about the same as the average for U.S. traveling households ($68,800). Among non-resident households taking Louisiana trips, 23 percent have incomes below $30,000, 19 percent have incomes between $30,000 and $50,000, 22 percent have incomes between $50,000 and $75,000, and 36 percent have incomes over $75,000.

The average income of households visiting Louisiana has increased steadily since 1994, just as incomes have risen for U.S. traveling households in general. In 1995, the average annual household income of non-resident households visiting Louisiana was $37,900; by 1997, the average annual household income was $39,900; in 1999 income levels of non-resident households visiting Louisiana rose sharply to an average of $61,500.



Average (mean) income = $68,400
Median income = $58.200

Lifestage

Over one in three (36%) non-resident households taking trips to Louisiana are in the Parents lifestage. Couples account for just over one in three (36%) visiting households. Singles and roommates account for an additional 28 percent of Louisiana trips.

Resident households traveling in Louisiana are more likely to be from Older Parent, Working Older Couple, or Middle Parent households and less likely to be from Retired Older Couples or Older Single households. (See Appendix C for definitions of Lifestage groups.)

Lifestage
(percent of non-resident household trips)

Singles	**25%**
Young Singles	9%
Middle Singles	11%
Older Singles	5%
Couples	**36%**
Young Couple	9%
Working Older Couple	16%
Retired Older Couple	11%
Parents	**36%**
Young Parent	12%
Middle Parent	9%
Older Parent	15%
Roommates	**3%**

PRIZM Clusters*

PRIZM is a geodemographic neighborhood segmentation system developed from U.S. census demographic data. Households are grouped into "clusters" that exhibit similar demographic and behavioral characteristics. Six categories of variables explain most of the differences: Social Rank (including income and education), Household Composition, Mobility, Ethnicity, Urbanization and Housing. Individual clusters are organized into 15 distinct social groups. (See appendix C, Glossary of Terms, for more detailed descriptions of the above social groups and clusters.)

When examining the 62 PRIZM clusters and the 15 social groups within which these clusters fall, we find that households visiting Louisiana come from both ends of the socioeconomic spectrum. Just over 12 percent of non-resident trips to Louisiana are taken by households in the Elite Suburbs social group, which are high education, high income households in mostly white-collar professions. Ten percent of trips are taken by the Rustic Living social group, which includes moderate to moderately low income households in mostly blue-color jobs. Just under 10 percent of non-resident trips are generated by the Landed Gentry social group

Top PRIZM Social Groups
(percent of 2001 non-resident Louisiana household-trips)

Group	Percent
Elite Suburbs	12.4%
Rustic Living	10.2%
Landed Gentry	9.6%

Looking at individual clusters, we find that the top two non-resident visiting household cluster types come from the top two social groups. Kids & Cul-de-sacs, from the Elite Suburbs social group, is the largest cluster, accounting for 5 percent of non-resident household trips to Louisiana. Scrub Pines Flats, from the Rustic Living social group, provides 3 percent of household trips to the state. The next three clusters are from 2nd city social groups, which involve households in "second tier" or "satellite" city households (as opposed to major cities). These also range from upscale to lower income clusters.

Top 10 PRIZM Clusters
(percent of 2001 non-resident Louisiana household-trips)

Social Group	Cluster	Percent	Socioeconomic Type
Elite Suburbs	Kids & Cul-de-sacs	4.6 %	A
Rustic Living	Scrub Pines Flats	3.1	C
2nd City Society	Upward Bound	3.0	A
2nd City Centers	Starter Families	2.9	C
2nd City Blues	Smalltown Downtown	2.8	C
Country Families	River City, USA	2.8	C
Exurban Blues	Middle America	2.8	B
Elite Suburbs	Winner's Circle	2.7	A
Landed Gentry	God's Country	2.7	B
2nd City Society	Second City Elite	2.7	A

Socioeconomic Types:
A: High education, high income
B: Moderately high income, mostly suburban dwellers,
C: Moderate or moderately low income, mostly blue collar

The top 10 PRIZM clusters by PRIZM Development Index* (measuring travel propensity) account for 27 percent of household trips to Louisiana. The high propensity clusters show the same mix of high-end and low-end socioeconomic groups. Six of the top 10 clusters for travel potential to Louisiana are also in the top 10 list by volume of visiting households (Scrub Pines Flats, Starter Families, Smalltown Downtown, Upward Bound, River City, USA and Kids & Cul-de-Sacs). Additional high propensity clusters include Boomtown Singles, Boomers & Babies, Country Squires and Big Fish, Small Pond.

2001 Top 10 PRIZM Cluster Development Index for Louisiana

PRIZM Cluster	Household Population	U.S. Percent of Household Population	Total Non-resident HH Trips (000)	Percent Non-resident HH Trips	HH trip Volume Rank	INDEX
Boomtown Singles	927,246	0.9%	194	2.0%	18	231
Scrub Pine Flats	1,648,014	1.5%	303	3.1%	2	203
Starter Families	1,642,659	1.5%	279	2.9%	4	187
Smalltown Downtown	1,765,996	1.6%	274	2.8%	5	172
Boomers & Babies	972,139	0.9%	150	1.5%	29	170
Country Squires	1,588,360	1.5%	238	2.4%	11	166
Upward Bound	1,976,206	1.8%	295	3.0%	3	165
Big Fish, Small Pond	1,519,282	1.4%	217	2.2%	15	157
River City, USA	1,965,554	1.8%	273	2.8%	6	154
Kids & Cul-de-Sacs	3,310,090	3.1%	447	4.6%	1	149

** The PRIZM Development Index is calculated for each social group to measure the propensity of U.S. households to take trips (measured by household trips) compared to the share of total households. For example, Boomtown Single households make up .9 percent of all U.S. households, yet they take 2 percent of domestic household trips to Louisiana, creating a brand development index of 231. The baseline of 100 represents equality of the proportion of U.S. households in a social group and the percentage of household trips. For a more complete chart, please see Appendix F.*

Summary Table of Visitor Demographics

TRAVELING HOUSEHOLD DEMOGRAPHICS	Total U.S.	Louisiana				
		Total	Resident	Non-Resident	Pleasure	Bus/Conv.
Age of Household Head						
18-34	23%	**22%**	26%	21%	24%	21%
35-54	44	**42**	43	42	38	53
55+	33	**36**	31	37	38	26
Average (mean) age	48 years	**48 years**	46 years	49 years	49 years	47 years
Household Size						
One person	22%	**25%**	25%	25%	25%	22%
Two people	35	**38**	34	39	39	36
Three people	17	**15**	15	16	16	15
Four people	15	**12**	12	11	11	13
Five or more people	11	**10**	15	9	9	13
Children in Household						
None	64%	**68%**	62%	70%	69%	63%
One	15	**14**	17	14	15	14
Two	13	**11**	10	11	10	15
Three or more	7	**7**	11	5	6	8
Mean	1.8	**1.8**	2.0	1.8	1.8	1.9
Marital Status						
Married	63%	**61%**	56%	62%	59%	66%
Never married	19	**19**	22	18	20	19
Divorced, Widowed, Separated	18	**20**	22	20	21	15
Education						
High school education or less	19%	**19%**	25%	18%	22%	11%
Some college – no degree	24	**26**	26	26	30	14
Completed College	37	**38**	33	39	34	52
Post graduate work	20	**17**	16	17	15	23
Employment						
Full time	73%	**71%**	74%	70%	68%	87%
Part time	7	**7**	6	7	7	6
Retired	17	**18**	14	19	20	6
Not employed	4	**4**	6	4	4	1
Annual Household Income						
Less than $30,000	22%	**25%**	33%	23%	19%	11%
$30,000-$49,999	20	**21**	29	19	22	20
$50,000-$74,999	22	**20**	16	22	22	19
$75,000 or more	36	**33**	22	37	28	50
Mean	$68,800	**$65,300**	$54,000	$68,400	$60,000	$84,200
Median	$57,500	**$53,400**	$58,200	$58,200	$49,800	$74,700

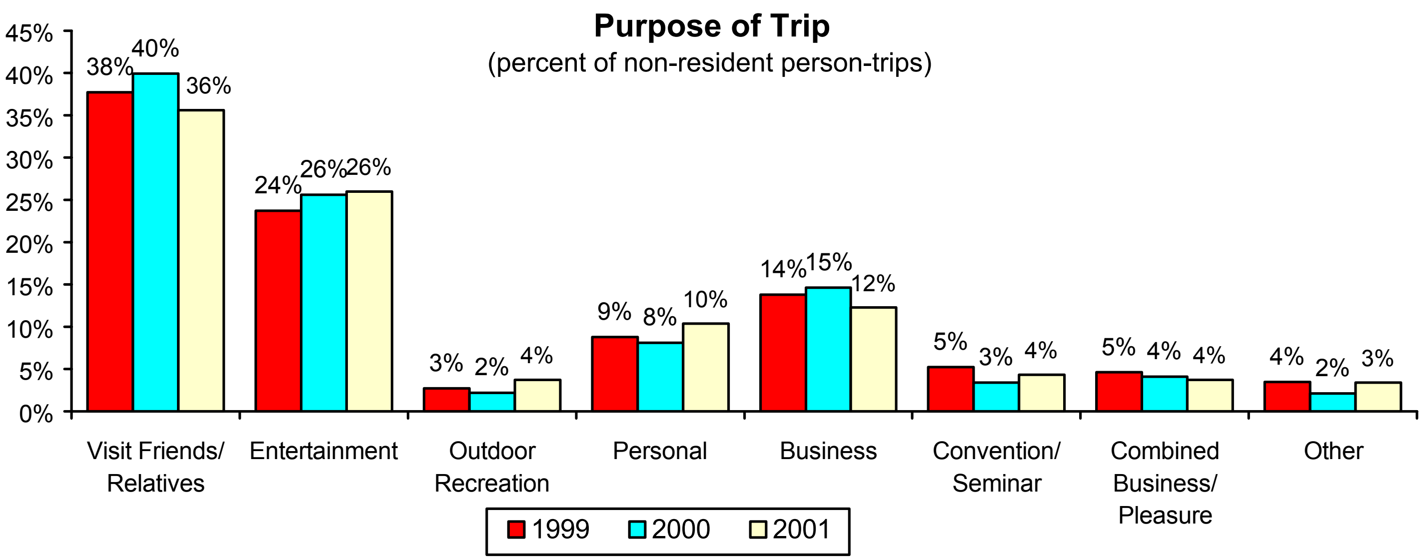
Demographics are for the head of household.
Details may not add to 100% due to rounding.
* Less than 1%.

TRIP CHARACTERISTICS (Non-Resident Visitors)

Primary Purpose of Trip

Pleasure visitors generate two-thirds (66%) of non-resident person-trips to Louisiana. Pleasure visitors are travelers whose purpose is visiting friends and relatives, entertainment or outdoor recreation. Visiting friends/relatives accounts for over one-third (36%) of all non-resident person-trips to Louisiana. A growing share of Louisiana person-trips are for entertainment purposes. The share of non-resident person-trips for entertainment has increased from 19 percent in 1994, to 23 percent in 1997, to 27 percent in 2001. Travel to Louisiana for personal reasons has also increased fairly steadily from 7 percent in 1994 to 10 percent in 2001.

Sixteen percent of non-resident visitors travel to Louisiana for business or convention purposes, while four percent combine business and pleasure. The share of business travel (including combined business/pleasure trips) has declined over time. Twenty-eight percent of non-resident person-trips to Louisiana involved business travel in 1994. By 1997 the share of business travel was 22 percent. Currently, 20 percent of person-trips to Louisiana are for business.



While both business and pleasure travel declined for the year, pleasure travel showed steady improvement from Quarter 1 through Quarter 4, while business travel was down three out of four quarters.

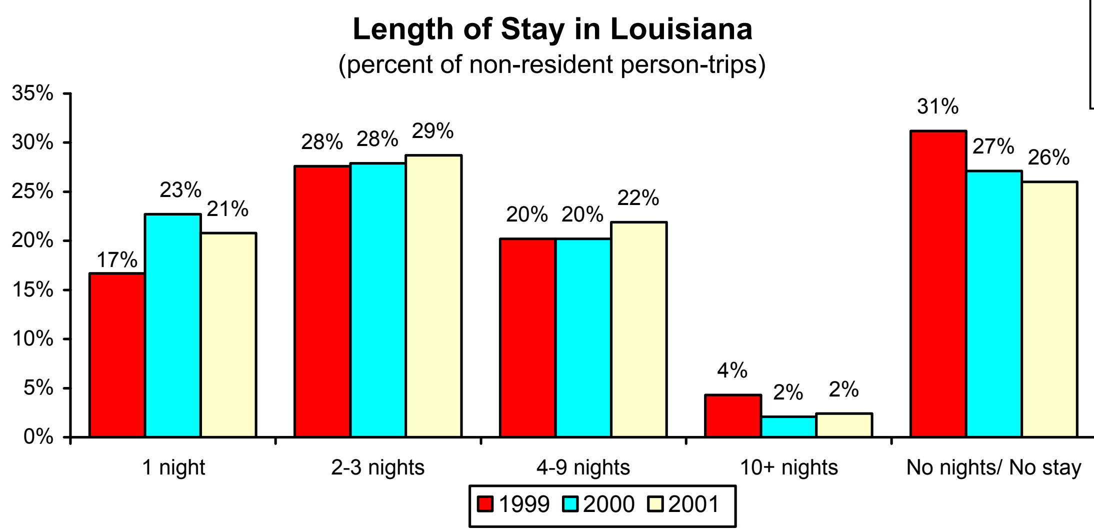
2001 Non-Resident Travel to Louisiana by Quarter
(in millions of person-trips)

	Pleasure Volume	Change from LY	Total Business Volume	Change from LY
1st quarter	2.2	-21%	0.7	-31%
2nd quarter	2.7	-6	1.0	-13
3rd quarter	2.8	-9	1.0	22
4th quarter	2.6	-7	0.5	-33
Annual	10.3	-11	3.2	-15

Length of Stay

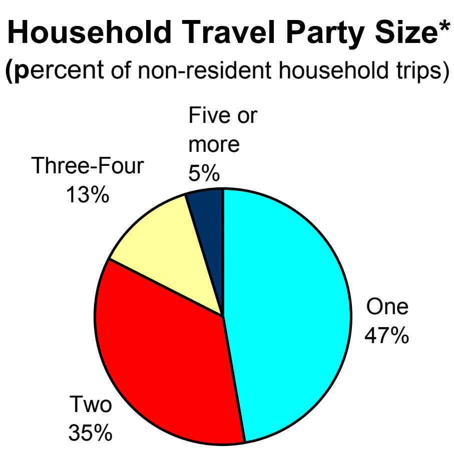
Three-quarters (74%) of Louisiana non-resident visitors spend one or more nights in the state. On average, non-resident Louisiana trips last 2.5 nights in the state. Overnight trips, on average, last 3.4 nights in the state. There was a 7 percent overall decline in the volume of overnight non-resident person-trips. This decline in overnight trips is less than the overall volume decline of 10 percent.

Mean nights	
1999	2.5
2000	2.3
2001	2.5

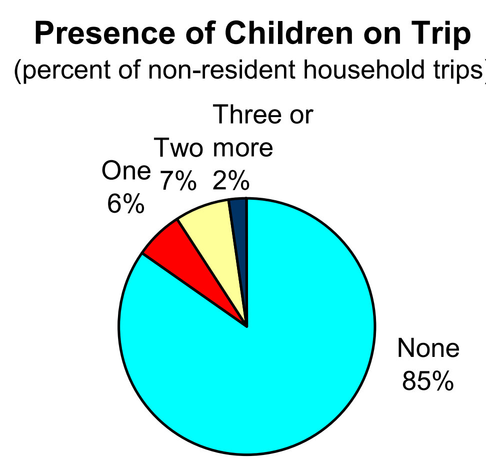


Travel Party Size and Presence of Children

Nearly half (47%) of trips to Louisiana involve one person from the household. Over a third of trips (35%) include two household members, while 18 percent of trips involve three or more household members. Fifteen percent of non-resident trips include children.



Average Travel Party Size: 1.9

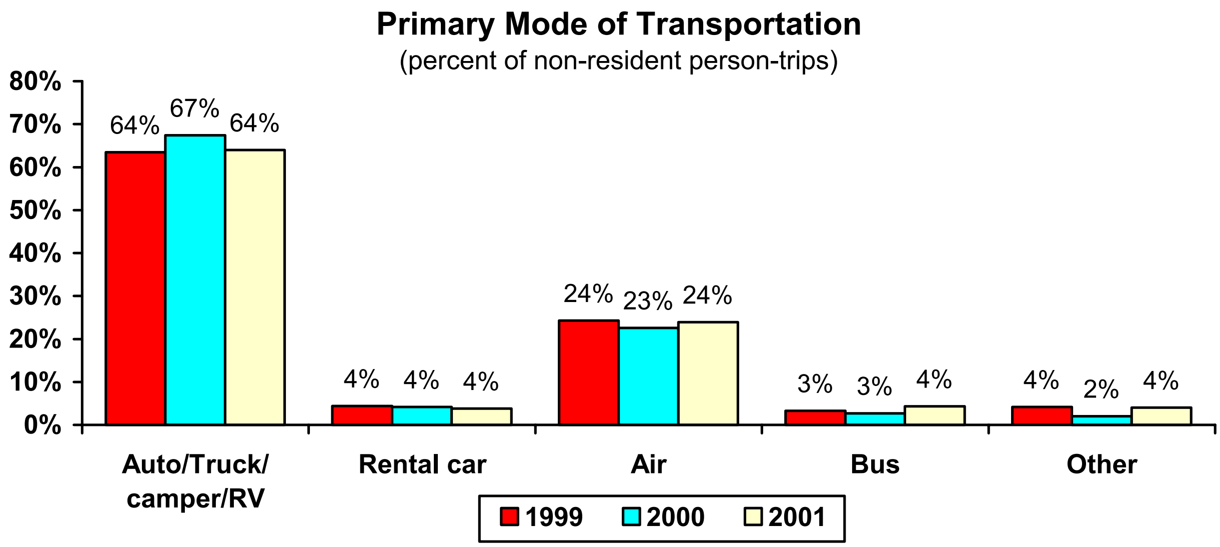


Average Number of children on trip: 1.9

* The travel party may have included other non-household members.

Primary Mode of Transportation

In Louisiana, as in the U.S. as a whole, the majority of travel is by personal auto/truck/camper/RV (64% LA vs. 74% U.S.). Rental cars account for a small amount (4%) of primary transportation in Louisiana, but they are used more frequently (7%) as a secondary means of transportation. Almost a quarter (24%) of Louisiana non-resident person-trips are by air. Other transportation types, including bus, train and boat, account for 8 percent of person-trips.



Through the first three quarters of the year, air and bus travel to Louisiana had grown in volume, while auto travel had declined compared to the year prior. This pattern changed dramatically in the fourth quarter, due to the events of September 11. Air travel was very depressed for the 4th quarter (-39%) while auto travel, while not up, saw less negative numbers. Bus travel in the fourth quarter saw an incredible 192 percent gain over the year prior. Partly this is a factor of the small base size of bus travel but it is also more than likely a temporary blip due to the incredible inconveniences of travel in the months after September 11. Nationally, air travel was down 13 percent in the fourth quarter while bus travel was up just 2 percent.

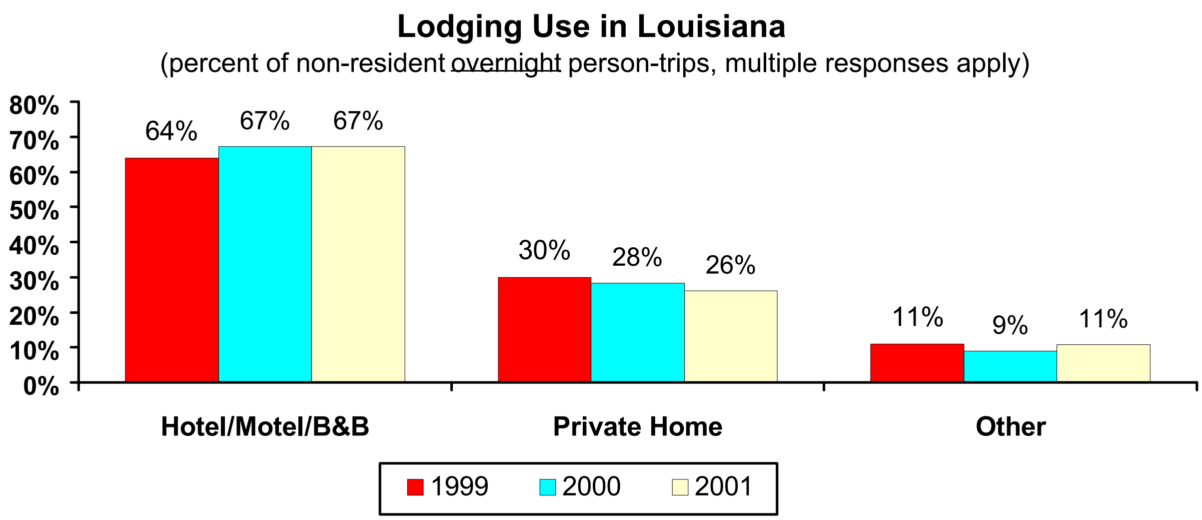
2001 Transportation Use by Quarter for Non-Resident Louisiana visitors
(in millions of person-trips)

	Auto*	Change from LY	Air	Change from LY	Bus**	Change from LY
1st quarter	2.2	-21%	.8	-29%	.2	46%
2nd quarter	2.8	-11	1.3	27	.1	-
3rd quarter	2.9	-15	1.0	49	.2	19
4th quarter	2.7	-8	.6	-39	.2	192
Annual	10.6	-14	3.7	-3	.7	47

* Includes primary rental car
** Caution: small base size

Type of Lodging

Of the 12.3 million non-resident overnight visitors to Louisiana (77% of all non-resident person-trips), two-thirds (67%) include stays in hotels, motels or B&Bs. One quarter (26%) of non-resident overnight visitors stay in a private home, while 11 percent stay in other lodging accomodations



Overall person-trips using hotel, motel or B&B lodging was down 6 percent compared to the year prior. This is the same as the overall decline in overnight person-trips. Surprisingly, the biggest declines were seen in the first quarter of the year, not the fourth quarter when lodging industry figures were at their worst nationwide. Private home use was down by 13 percent and did see the worst declines in the troublesome fourth quarter.

Lodging Use by Quarter for Non-Resident Louisiana Visitors
(in millions of person-trips)

	Hotel, Motel, B&B Volume	Change from LY	Private Home Volume	Change from LY
1st quarter	1.7	-29%	.8	-15%
2nd quarter	2.3	6	.8	3
3rd quarter	2.4	16	.9	-4
4th quarter	1.8	-12	.8	-29
Annual	8.3	-6	3.2	-13

Note: Volume of person-trips including hotel, motel or B&B use does not necessarily equate to room nights. Multiple persons can occupy one room.

Month and Season of Travel

Travel to Louisiana is fairly evenly distributed across the seasons. Summer has the highest share of travel (29% total and 31% non-resident), more noticeably so when resident travelers are also included. The heaviest single months are May through July. Fall is the slowest season (22% total and 21% non-resident).

Travel by Season to Louisiana
(percent of person-trips)

	Total	Non-resident		Total	Non-resident
Winter	**24%**	**23%**	**Summer**	**29%**	**31%**
January	6%	6%	June	10%	10%
February	8%	8%	July	11%	12%
December	10%	9%	August	8%	9%
Spring	**25%**	**25%**	**Fall**	**22%**	**21%**
March	7%	8%	September	7%	7%
April	8%	8%	October	7%	7%
May	10%	10%	November	8%	8%

Cities Visited

New Orleans is the most popular city destination within Louisiana, with 50 percent of non-resident visitors traveling there in 2001. Nineteen percent of non-resident person-trips are to Shreveport-Bossier City, 9 percent to Baton Rouge, 4 percent to Lake Charles, 5 percent to Lafayette, 2 percent each to Monroe and Alexandria. (See Appendix G for explanation of city volume estimates.)

2001 Top Cities Visited within Louisiana
(percent/count of non-resident person-trips)

	Estimated Volume	
City	**Percent***	**Count**
New Orleans	50%	6,418,000
Shreveport-Bossier City	19	2,454,000
Baton Rouge	9	1,198,000
Lake Charles	9	1,153,000
Lafayette	4	480,000
Monroe	2	274,000
Alexandria	1	161,000

* Travelers may visit multiple cities on the same trip.

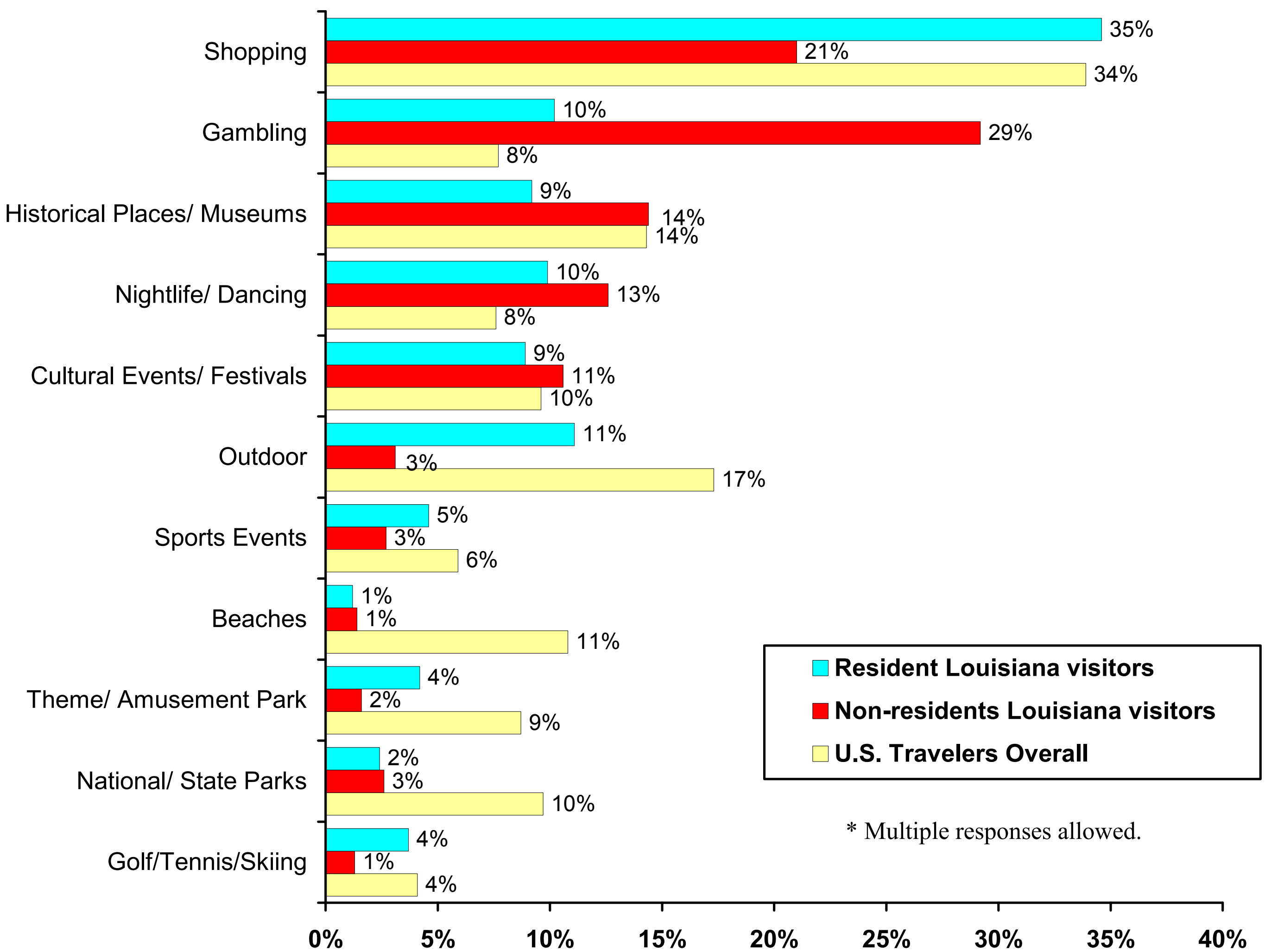
Trip Activities

Shopping remains the most popular activity for all visitors to Louisiana, with over a third (35%) of resident visitors and a fifth (21%) of non-resident visitors including it as a trip activity. Gambling is the second most popular activity with 10 percent of resident visitors and 29 percent of non-resident visitors participating in gambling within the state. The third most popular activity is visiting historical places/museums (9% resident/14% non-resident), followed by nightlife/dancing, cultural events/festivals, and outdoor activities.

Louisiana visitors are more likely than the U.S. average to participate in gambling and nightlife/dancing but less in outdoor activities, visiting national/state parks, beaches and theme/ amusement parks. Still, residents are much more likely than non-residents to include outdoor activities on Louisiana trips.

Gambling has increased in importance as a non-resident visitor activity over the past 8 years. In 1994, 12 percent of non-resident visits included gambling; in 1997 the share of person-trips to Louisiana including gambling was 19 percent. Currently, 29 percent of non-resident visitors participate in gambling.

Trip Activities*
(percent of person-trips)

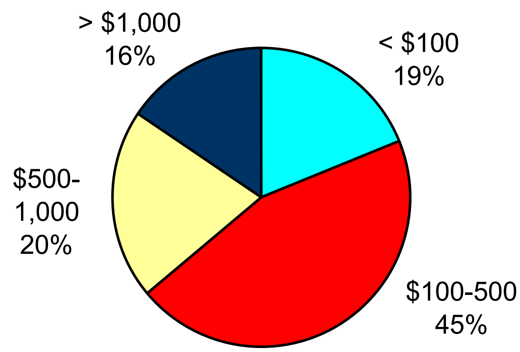


* Multiple responses allowed.

Spending

Non-resident households visiting Louisiana spend an average of $490 while visiting the state. Forty-five percent of non-resident visitors spend between $100 and $500 while in Louisiana. About a third (36%) of trips to Louisiana involve $500 or more in spending. Just one in five non-resident visitors (19%) spend less than $100. Resident spending is much lower than that of non-residents, averaging just $235 per trip.

Spending In Louisiana
(percent of non-resident household-trips)



Average (mean) non-resident spending
2001 $490
2000 $471

Other States Visited

Twenty-three percent of non-resident Louisiana visitors also visited Mississippi, while one in five (20%) also visited Texas on the same trip. One in ten (12%) also included Alabama on their trip. Other states with significant cross travel include Florida, Arkansas, Tennessee and Georgia. Resident and non-resident visitors to Louisiana have similar levels of travel to other states.

2001 Other States Visited on Louisiana Trips
(percent of non-resident person-trips)

State	Total Visitors	Non-resident Visitors
Mississippi	20%	23%
Texas	17%	20%
Alabama	9%	12%
Florida	5%	6%
Arkansas	3%	3%
Tennessee	3%	3%
Georgia	2%	2%

Group Tour Participation

Of Louisiana non-resident visitors, 6 percent participated in group tours (900,000 visitors). This is significantly higher than the U.S. average of 3 percent.

MINORITY TRAVEL

This section of the report examines the characteristics of minority travelers to Louisiana, focusing specifically on the large number of African-American travelers to the state. Two cautions are necessary when looking at this data. First, the data are based on a relatively small sample size. The sample is too small to consider segmenting just non-resident travel, therefore the following information is based on all African-American travelers in the state.

The second caution is due to a known underrepresentation of minority households in the consumer panel used for this survey. The following data are based on those African-American traveling households in the panel; therefore, volume estimates may significantly underrepresent total African-American travel volumes. The sample of African-American households visiting Louisiana is of sufficient size to represent the travel trends and travel characteristics of this group.

African-American Travel to Louisiana

Louisiana ranks as the top state in share of African-American visitors (last year the state ranked third). Thirteen percent of person-trips in the state are generate by African-American households. Other minority groups account for 3 percent of Louisiana person-trips. Washington DC, Mississippi, Georgia, and South Carolina have a similarly high share of African-American visitors. This is not surprising since states of residence are correlated with states of destination when it comes to U.S. travel, and these states have higher-than-average populations of African-Americans.

States With Large Shares (10%+) of African-American visitors

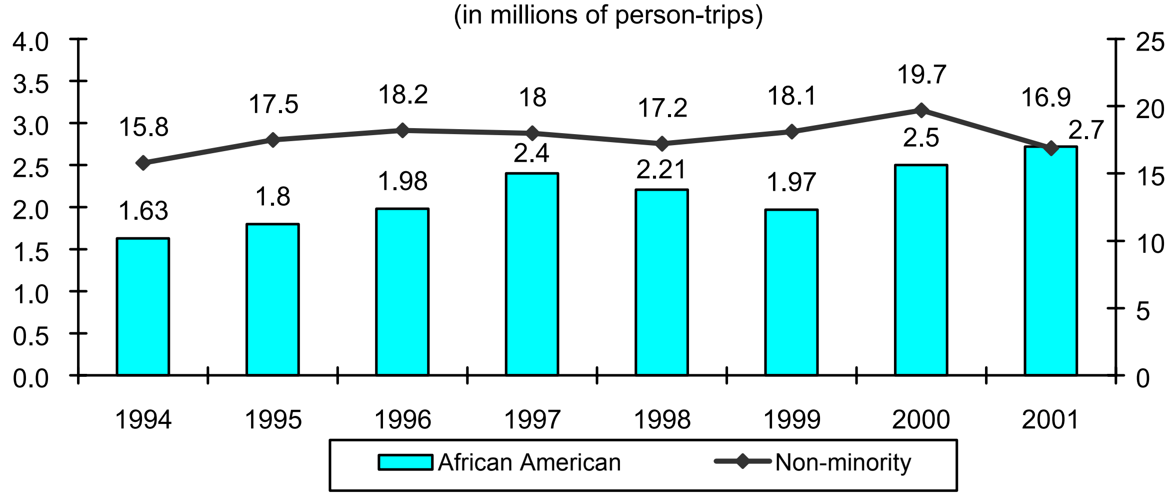
State	Percent of State's Person-trip Visitors
Louisiana	13%
Washington, DC	13
Mississippi	13
Georgia	12
South Carolina	12
Virginia	11
Alabama	10

Trends

An estimated 2.7 million African-Americans traveled in the state in 2001, an increase of 11 percent over 2000. By comparison, non-minority travel declined 14 percent to 16.9 million.

Pleasure travel by African-American visitors to Louisiana has increased (+10%), but business travel declined (-51%) to just 11 percent of person-trips. Compared to last year, African-American travelers are taking more extended (7+ days) trips (+60%), resulting in an increase in average trip duration in the state (from 1.9 nights to 2.5 nights). They are using rental cars more (+57%) and using more private homes for lodging (+104%).

African-American and Non-minority Volume Trends to Louisiana 1994-2001
(in millions of person-trips)



Trip Characteristics

African-American travelers to Louisiana are similar to Louisiana travelers in general in that they travel most for pleasure, travel mostly by car, travel with 2 household members on average, like to shop and gamble. There are also several differences between African-American and overall visitors to Louisiana. Compared to overall visitors, African-American visitors to Louisiana are:

- More likely to be traveling for the purpose of visiting family and friends (52% vs. 37%) and less likely to be traveling for business (11% vs. 19%).
- More likely to rent a car (16% vs. 4%).
- More likely to travel to Baton Rouge (17% vs. 10%)
- More likely to gamble (32% vs. 25%) and less likely to visit historical places/museums (6% vs. 13%)
- Less likely to be married (45% vs. 61%) and more likely to have children in the household (45% vs. 32%)
- Less likely to have incomes of 75K or more (16% vs. 33%)
- Spending less on Louisiana trips ($363 vs. $435)

COMPETITIVE COMPARISON

This section compares characterstics of Louisiana travel to a competitive group of states including Texas, Mississippi, Alabama, Tennessee, Georgia and Florida. Analysis is based on total travelers (not just non-residents) and all trip characteristics are based on the entire trip. Many of these trips involve stays in more than one of the competitive states.

Competitive States' Visitors Also Visiting Louisiana

One in five (20%) of overall Louisiana visitors also visited Mississippi while 17 percent visited Texas on the same trip. When we look at visitors to these other states, we see a similar pattern. Of all visitors to Texas, 5 percent (or 3.5 million) also visit Louisiana on the same trip. Twenty percent of Mississippi's 21 million visitors, 9 percent of Alabama's 23 million visitors, and 1 percent each of Tennessee's, Georgia's and Florida's visitors also visit Louisiana.

Competitive States' Visitors Also Visiting Louisiana

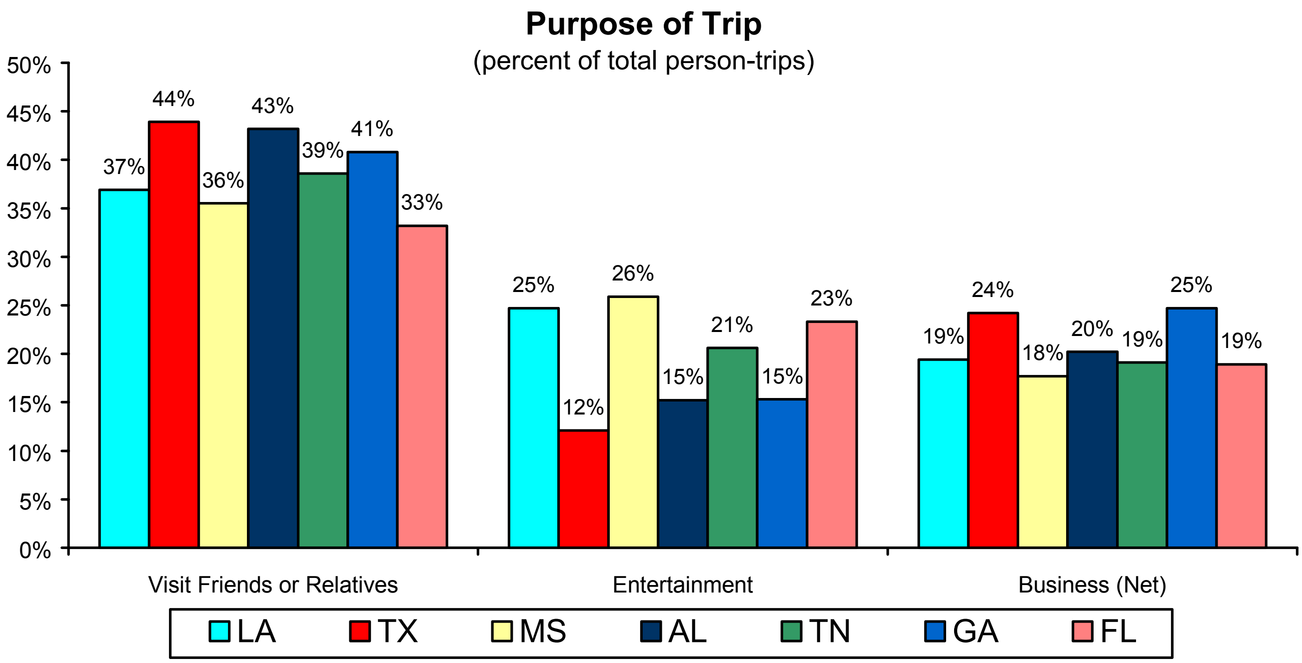
Visitors to:	Total Visitor Volume (in millions of person-trips)	Percent also visiting Louisiana on the same trip	Actual Volume (in millions of person-trips)
Texas	72.2 million	5%	3.5 million
Mississippi	21.3	20	4.2
Alabama	22.8	9	2.0
Tennessee	37.9	1	0.6
Georgia	41.1	1	0.4
Florida	77.0	1	1.0

Volume Trends

These competitive states have experienced significantly different levels of growth from 2000 to 2001. Of the five competitive states, only Tennessee (+6%) and Alabama (+3%) saw volume increases in 2001. Florida travel volume declined by 1 percent, while Texas and Georgia travel volumes each declined by 2 percent. Mississippi suffered the worst volume decline of all the competitive states with a 4 percent decline in overall visitor volume since 2000.

Purpose of Trip

Reasons for traveling are generally similar across the competitive set of six states with a few exceptions. The share of trips to visit frients and relatives varies, with Texas and Alabama having higher proportions of these trips, while Florida has a lower proportion. Trips for entertainment purposes are more predominant in Louisiana, Mississippi, and Florida. Business trips are more predominant in Texas and Georgia.



Transportation Mode

Auto travel to Louisiana (at 73% of person-trips) is slightly lower than the national domestic travel average (77%). Competitive states, however, differ considerably. Person-trips to Mississippi, Alabama and Tennessee are significantly more likely to be by auto (85%-88%). Texas and Georgia are similar to Louisiana (75% and 77% respectively), while Florida sees a lower share of auto travel (61%).

Trip Duration

Florida has the longest average in-state trip duration (4.3 nights) and the smallest share of day trips (16%). The second longest trips are taken in Texas (average duration 2.6 nights) with a 20 percent share of day trips. Louisiana visitors have an average trip duration of 2.2 nights and a 27 percent share of day trips. Mississippi, Georgia and Alabama have lower average durations (1.8-2.0) and higher shares of day trips (31%-38%).

Lodging

Among the competitive states, hotel, motel and B&B use by overnight visitors is highest on trips involving Louisiana and Mississippi (64% each). Georgia and Florida have similar levels of hotel use (58% and 56% respectively), while Texas and Alabama have significantly lower hotel use (49% and 43% respectively). Private home use is highest in Texas (41%). Condo/Timeshare use is significant in Florida (13%) and Alabama (7%).

Activities

Visitors on trips involving Louisiana are much more likely to say they included gambling on their trips (25%) than visitors on trips to other competitive states, except Mississippi (33%). Louisiana visitors are more likely to participate in nightlife/dancing than in any of the competitive states. A high share of visitors shop while traveling in all the competitive states, but shopping is strongest in Florida and Texas (33% and 31% respectively), and weakest in Mississippi (20%). The highest levels of participation in cultural events/festivals is seen in Louisiana (10%) and Texas (9%), while outdoor activities are enjoyed more often in Texas and Florida (12% each).

In-State Trip Activities Comparison
(percent of person-trips)

	Louisiana	Texas	Mississippi	Alabama	Tennessee	Georgia	Florida
Trip Activities*							
Shopping	**24%**	31%	20%	25%	28%	23%	33%
Gambling	**25**	1	33	1	1	1	2
Historical places/ Museums	**13**	13	8	8	13	12	9
Nightlife/Dancing	**12**	7	4	3	5	4	8
Cultural events/Festivals	**10**	9	4	5	7	6	6
Outdoor	**5**	12	7	8	9	9	12
Sports event	**3**	7	3	5	4	5	5
Beaches	**1**	5	6	11	1	3	29
Theme/Amusement parks	**2**	7	2	3	8	4	30
National/State park	**3**	6	4	5	12	6	5
Golf/Tennis/Skiing	**2**	3	3	3	2	2	5

* Multiple responses allowed

APPENDICES

SURVEY METHODOLOGY

TravelScope is a cooperative research effort, funded by states, cities and other participants and managed by the research department of the Travel Industry Association. Since 1994, TravelScope has collected visitor volume, market share, trip characteristics, and demographics for all U.S. resident travel.

To collect these data, TravelScope uses a mail panel of U.S. households operated by National Family Opinion (NFO) Research, Inc. Each month, a representative sample of 25,000 households is mailed a questionnaire that asks the total number of trips of 50 miles or more away from home and/or overnight trips taken in the previous month by all members of the household. On average, TIA obtains responses from 5,000 traveling households each month.

The panel has more than 550,000 households representing over 1.2 million people nationwide (or one in every 182 U.S. households) – the largest consumer panel in the industry. So that samples are representative of all U.S. households, the panel is selected to match the U.S. census population on five variables: census region of residence, market size of residence, age of household head, household income, and household size.

Respondents are asked to record details of up to three trips taken in the previous month. Specifically, the survey collects information on:

- primary and secondary purpose of trip,
- primary and secondary mode of transportation,
- the number of household members traveling (adults and children),
- whether the trip was a group tour,
- up to three states or countries visited on each trip,
- key cities/places visited in each state/country,
- the number of nights in each type of accommodation,
- trip expenditures, and
- activities.

TravelScope demographic information is collected from each responding household head via the NFO Research mail panel. The demographics reflect the profile of heads of household, although it is possible that someone else in the household is the traveler. Responses are sample-balanced to match the U.S. population.

The margin of sampling error for this survey (at the 95 percent confidence level) is plus or minus approximately 0.5 percentage points for the entire sample. Subgroups will have larger margins of error, depending on the number of households in the group. The sample size and margin of sampling error for Louisiana is listed below. For example, if you have a confidence interval of 3 and 50% percent of your sample chooses a particular answer for a survey question, you can be 95 percent confident that if you had asked the question of the entire relevant population between 47% and 53% would have chosen that particular answer.

Estimate of Sampling Error

	Sample Size	**95 Percent Confidence Level**
Total Households	82,014	+/- 0.3%
Louisiana visiting households	1,704	+/- 2.4%
African-American households visiting Louisiana	204	+/- 6.9%

TRAVELSCOPE SURVEY CARD

☐ Please complete for each **pleasure or business trip** taken in the month of **SEPTEMBER** — where you and/or other members of your household (HH) traveled **50 miles or more, one-way, away from home** or **spent one or more overnights**. **DO NOT** include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator. **# OF TRIPS**: ___ If you **DID NOT TRAVEL** for business or pleasure, X here ☐, and return card.
(If more than 3 trips were taken, please record the information for your 3 most recent trips. Record Trips #2 and #3 on Side 2.)

33919

ANSWER THIS SIDE FIRST ☐

SEPTEMBER Trip #1 Purpose (See Codes)	Trans-portation (See Codes)	**# HH Members** Traveling Age 0-17 #___ Age 18+ #___	List States/ Countries Visited (X if passed through only)	Key Cities & Places Visited In That State/ Country	# Nights In Each State/Country In: Hotel/ Motel/ B&B	Pri-vate Home	Condo/ Time Share	RV/ Tent	Other	Total $ Spent Per State/ Country	**Activities In** State/Country (See Codes)
Primary: ___	Primary: ___	Group Tour	☐ 1. ___	___	#___	#___	#___	#___	#___	$___	___
		1 ☐ Yes	☐ 2. ___	___	#___	#___	#___	#___	#___	$___	___
Secondary: ___	Secondary: ___	2 ☐ No	☐ 3. ___	___	#___	#___	#___	#___	#___	$___	___

PURPOSE CODES
1=Visit friends or relatives
2=Outdoor recreation
3=Entertainment (e.g., sightseeing, sports)
4=Combined business/pleasure
5=Convention/seminar
6=Business
7=Personal
8=Other

TRANSPORTATION CODES
1=Own Auto/Truck
2=Rental car
3=Camper/RV
4=Ship/Boat
5=Airplane
6=Bus
7=Train
8=Other

ACTIVITY CODES
01=Historical places/Museums
02=National/State Park
03=Cultural events/Festivals
04=Theme/Amusement Park
05=Outdoor (e.g., hunt, fish, hike)
06=Shopping
07=Nightlife/Dancing
08=Beaches
09=Golf/Tennis/Skiing
10=Sports event
11=Gambling

CONTINUE ⇨

☐ 33919

ANSWER OTHER SIDE FIRST ☐

SEPTEMBER Trip #2 Purpose (See Codes)	Trans-portation (See Codes)	# HH Members Traveling Age 0-17 #___ Age 18+ #___	List States/ Countries Visited (X if passed through only)	Key Cities & Places Visited In That State/ Country	# Nights In Each State/Country In: Hotel/ Motel/ B&B	Pri-vate Home	Condo/ Time Share	RV/ Tent	Other	Total $ Spent Per State/ Country	Activities In State/Country (See Codes)
Primary: ___	Primary: ___	Group Tour	☐ 1. ___	___	#___	#___	#___	#___	#___	$___	___
		1 ☐ Yes	☐ 2. ___	___	#___	#___	#___	#___	#___	$___	___
Secondary: ___	Secondary: ___	2 ☐ No	☐ 3. ___	___	#___	#___	#___	#___	#___	$___	___
Trip #3	(See Codes)	Age 0-17 #___									
Primary: ___	Primary: ___	Age 18+ #___	☐ 1. ___	___	#___	#___	#___	#___	#___	$___	___
		Group Tour	☐ 2. ___	___	#___	#___	#___	#___	#___	$___	___
Secondary: ___	Secondary: ___	1 ☐ Yes 2 ☐ No	☐ 3. ___	___	#___	#___	#___	#___	#___	$___	___

PURPOSE CODES
1=Visit friends or relatives
2=Outdoor recreation
3=Entertainment (e.g., sightseeing, sports)
4=Combined business/pleasure
5=Convention/seminar
6=Business
7=Personal
8=Other

TRANSPORTATION CODES
1=Own Auto/Truck
2=Rental car
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7=Train
8=Other

ACTIVITY CODES
01=Historical places/Museums
02=National/State Park
03=Cultural events/Festivals
04=Theme/Amusement Park
05=Outdoor (e.g., hunt, fish, hike)
06=Shopping
07=Nightlife/Dancing
08=Beaches
09=Golf/Tennis/Skiing
10=Sports event
11=Gambling

Not shown actual size.

GLOSSARY OF TERMS

Activities	TravelScope gathers information on 11 different activity categories: (1) visits to historical places or museums; (2) visits to national or state parks; (3) attending cultural events or festivals; (4) going to theme or amusement parks; (5) outdoor activities (e.g., hunting, fishing, hiking); (6) shopping; (7) night life or dancing; (8) going to the beach; (9) playing golf, tennis or going skiing; (10) attending sports events; and (11) gambling.
Annual Household Income	The total combined annual income of the household before taxes.
Business Trip	Any trip where the primary purpose of the trip is given as "business," "convention/seminar," or "combined business/pleasure."
Census Region of Origin/Destination	Regional breakdowns as defined by the U.S. Bureau of Census:
Northeast	New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
	Mid-Atlantic: New Jersey, New York and Pennsylvania
South	South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.
	East South Central: Alabama, Kentucky, Mississippi and Tennessee.
	West South Central: Arkansas, Louisiana, Oklahoma and Texas.
Midwest	East North Central: Illinois, Indiana, Michigan, Ohio and Wisconsin
	West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota.
West	Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming.
	Pacific: California, Oregon and Washington. (Alaska and Hawaii as destinations only)
Designated Market Area (DMA)	Designated Marketing Areas (DMAs) are areas of television coverage defined by counties that are based on surveys conducted by Nielsen Media Research. A DMA is often larger than a Metropolitan Statistical Area (MSA).

Group Tour Respondent checked "yes" for group tour (definition not given).

Household Comprises all persons who occupy a "housing unit", that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.

Leisure Trip Any trip where the primary purpose of the trip is given as "visit friends or relatives, outdoor recreation, entertainment (e.g., sightseeing, sports), or personal."

Length of Stay The number of nights spent on entire trip.

Lifestages Lifestage groups are based on household size and composition (e.g. number of members, marital status, presence of chilkren), age of household head, and employment of household head.

Young Singles: 1 Member Household
Age of Head Under 35

Middle Singles: 1 Member Household
Age of Head from 35 to 65

Older Singles: 1 Member Household
Age of Head over 65

Young Couple: Multi member Household
Age of Head Under 45
Married or Non-related Individual(s) of opposite sex 18+ present
No children present

Working Older Couple: Multi member Household
Age of Head 45 and over
Head of Household Employed
Married or Non-related Individual(s) of Opposite Sex 18+ Present
No Children Present

Retired Older Couple: Multi member Household
Age of Head 45 and Over
Head of Household Not Employed
No Children Present
Married or Non-related Individual(s) of Opposite Sex 18+ Present

Young Parent: Multi member Household
Age of Head Under 45
Youngest Child Under 6

Middle Parent: Multi member Household
Age of Head Under 45
Youngest Child 6+

Older Parent:	Multi member Household Age of Head 45+ Child at Home-- Any Age
Roommates:	Unmarried Head of Household Living with a Non-relative 18+ of Same Sex

Lodging Information is gathered on five lodging categories: (1) hotel/motel/b&b; (2) private home; (3) condominium/time share; (4) recreational vehicle/tent; and (5) other.

Mode of Transportation Each trip is classified according to the respondent's answer to the question, "Primary and secondary transportation (mode)." See air mode and auto mode.

Nights Away from home The number of nights spent away from home on one trip, including nights spent at the destination and en route. It is possible for a trip not to involve an overnight stay if the traveler took at trip of 50 miles or more, one-way, and returned home the same day.

Number of Household Members on Trip Number of household members on a trip, including the respondent.

Person-Trip A person on a trip. If three persons from a household go together on one trip, their travel counts as one trip and three person-trips. If three persons from this household take two trips, they account for six person-trips. (A trip is counted each time one or more members of a household travel 50 miles or more, one-way, away from home or spends one or more overnights and returns.)

Pleasure Trip Any trip where the primary purpose of the trip is given as "visit friends or relatives, outdoor recreation, or entertainment (e.g., sightseeing, sports)."

PRIZM Clusters A geodemographic (neighborhood segmentation) system developed from U.S. census demographic data. Households are grouped into "clusters" that exhibit similar demographic and behavioral characteristics. Six categories of variables explain most of the differences: Social Rank (including income and education), Household Composition, Mobility, Ethnicity, Urbanization and Housing. The 62 clusters are combined into 15 distinct Social Groups.

Social Groups

Country Families:	Small town and remote exurb residents of midscale affluence.
Elite Suburbs:	Suburban dwellers with high incomes and high education, investment and spending.

Exurban Blues: Predominantly white residents of mid-scale, low-density towns on the outskirts of major metropolitan areas and second cities.

Landed Gentry: Large, multi-income families with school-aged kids, headed by well-educated executives, professionals and "techies." The fourth most affluent group.

Rustic Living: People predominantly from remote country towns, villages, hamlets and reservations with lower-middle income and low cost of living generally working as craftsmen and laborers.

2nd City Blues: Second-tier city dwellers living in downtown neighborhoods.

2nd City Centers: Middle-density satellite city or second-tier city dwellers with midscale economic status.

2nd City Society: Highly educated, high income households in America's "second" and "satellite" cities.

<u>Clusters</u>

God's Country: Executive families living away from cities.

Kids & Cul-de-sacs: Upscale, white-collar professional suburban families.

Middle America: Midscale families in mid-size towns.

River City USA: Middle class, blue collar, rural families.

Scrub Pine Flats: Older African-American farm families located mainly in the coastal flatlands of the Atlantic and Gulf states.

Second City Elite: Upscale, professional executive families in second-tier cities or satellite cities of major metropolitan areas.

Smalltown Downtown: Mostly young people living near city colleges and working in low-level white-collar sales and technical jobs.

Starter Families: Young middle class families in mostly blue collar jobs.

Upward Bound: Young upscale white-collar families.

Winner's Circle: "New money" families living in major metropolitan suburbs. Well educated professionals.

Purpose of Trip Each trip is classified according to the respondent's answer to the questions "primary and secondary purpose" with these categories: (1) visit friends or relatives, (2) outdoor recreation, (3) entertainment (e.g., sightseeing, sports), (4) combined business/pleasure, (5) convention/seminar, (6) business, (7) personal, (8) other.

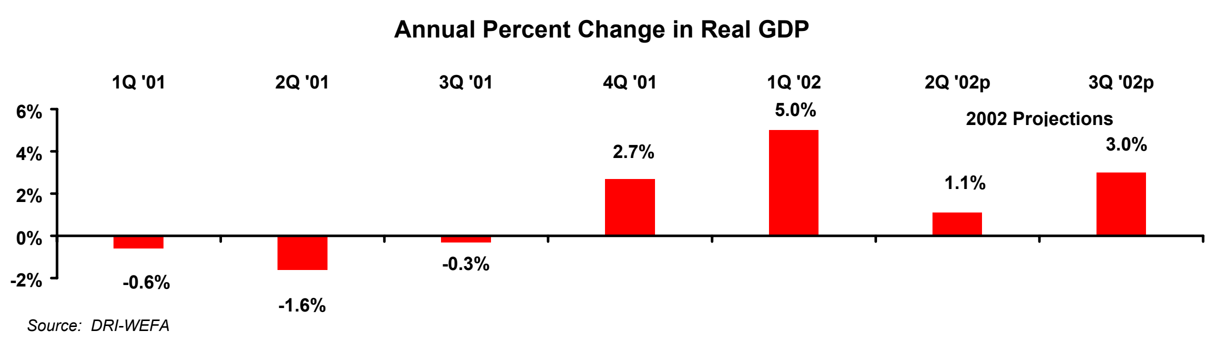
Trip A household trip. The term "household trips" counts multiple trips taken by U.S. households in a year. To qualify, a "household trip" must be 50 miles or more, one-way, away from home or include one or more overnights. Respondents are instructed to not include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator.

ECONOMIC/TRAVEL INDICATORS

The Economy

Growth in the U.S. economy slowed down early in 2001, ending an unprecedented decade-long expansion. The economy lapsed into a recession. The nation's high tech sector overheated and started to nosedive in 2001. The global reach of capital markets in which these firms were valued played a major role in the domestic economic slowdown. The terrorist attacks may have deepened and prolonged the nation's economic woes.

In the overall economy, real GDP (adjusted for inflation) in 2001 increased just 0.3 percent over 2000, the smallest increase since 1992. At the same time, the nation's unemployment rate hit 4.8 percent. Overall in 2001, real disposable personal incomes grew a modest 1.8 percent. Consumers were spending too. Personal consumption expenditures rose 2.5 percent for the year. Inflation remained fairly low, as the CPI averaged 2.8 percent growth in 2001.



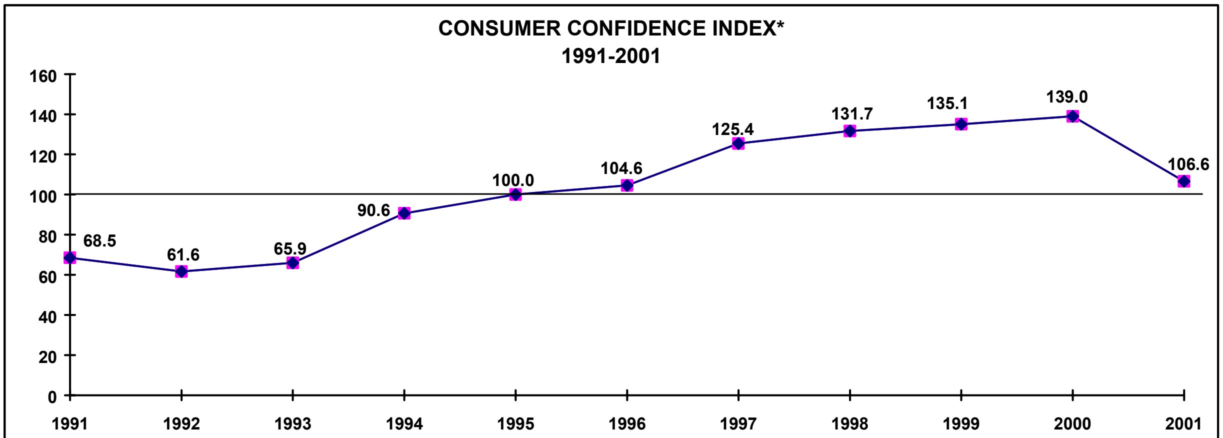
OVERALL U.S. ECONOMIC INDICATORS
(in billions of dollars)

Measure	1991	2000	2001	1991-2001 Change	2000-2001 Change
Nominal Gross Domestic Product	$5,986	$9,825	$10,082	68.4%	2.6%
Real Gross Domestic Product (in 1996 dollars)	$6,676	$9,191	$9,215	38.0%	0.3%
Real Personal Consumption Expenditures (in 1996 dollars)	$4,467	$6,224	$6,377	42.8%	2.5%
Real Disposable Personal Income	$5,033	$6,630	$6,748	34.1%	1.8%
Unemployment Rate*	6.8%	4.0%	4.8%	-29.4%	20.0%
Consumer Price Index	136.2	172.2	177.1	30.0%	2.8%

Source: Department of Commerce, Bureau of Economic Analysis;
Department of Labor, Bureau of Labor Statistics
** Includes civilian workers ages 16 years and older.*

Consumer Confidence

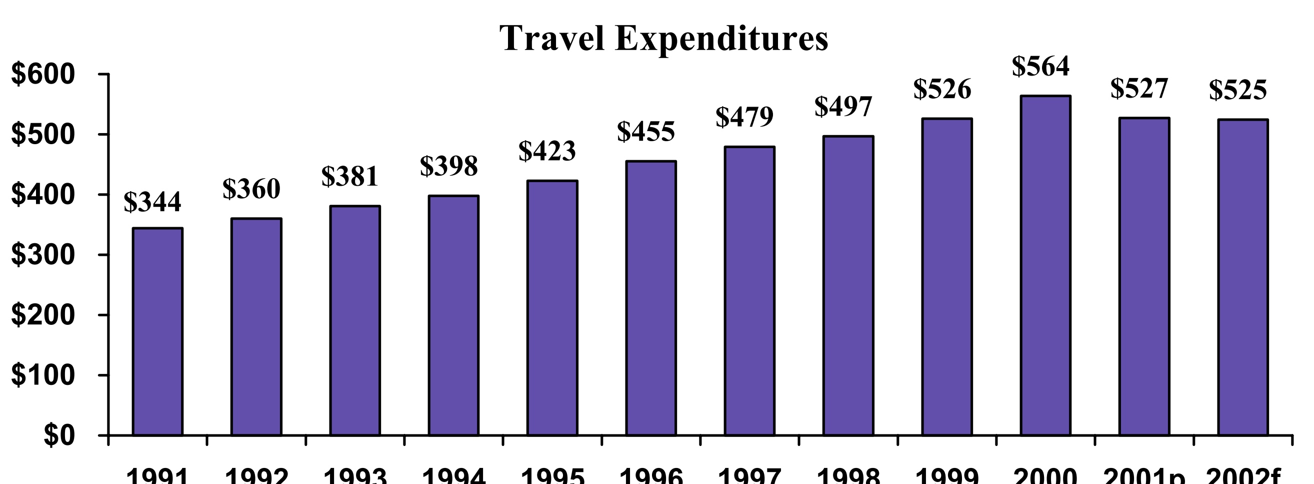
Consumer confidence, as measured by the Conference Board's Consumer Confidence Index, began a steady decline in the last half of 2000. The index decreased sharply in 2001, dipping below 100 in September and averaging 106.6 for the year (1985 base level = 100). This is a dramatic drop from the average annual record high of 139.0 set in 2000. This was the first time consumer confidence had dipped below 100 since 1996. Confidence levels remain depressed, not reaching levels above 100 until March 2002.



**Average monthly index*
Source: The Conference Board, 1985=100

Travel Expenditures

Domestic and international travel expenditures* declined 6.4% in 2001. Expenditures are expected to remain depressed in 2002.



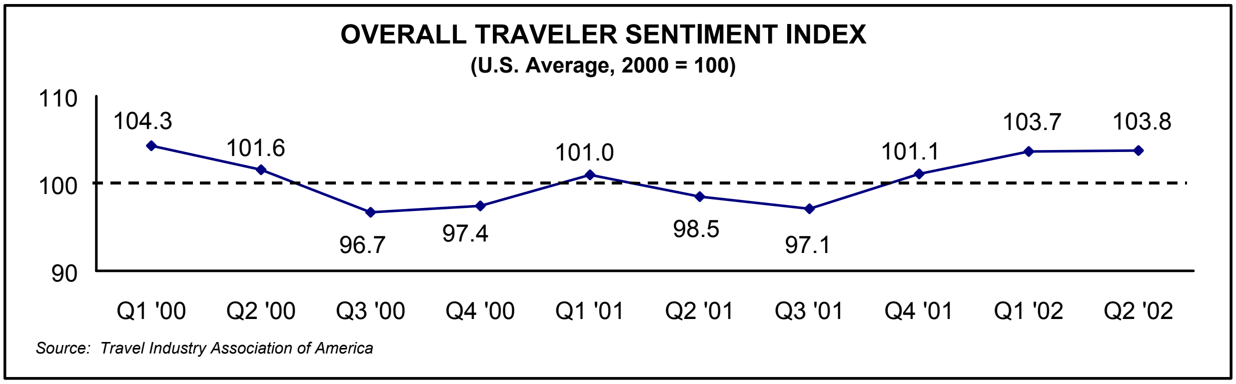
* International traveler spending on U.S. carriers made outside U.S. not included

p = preliminary; f = forecast

Source: TIA

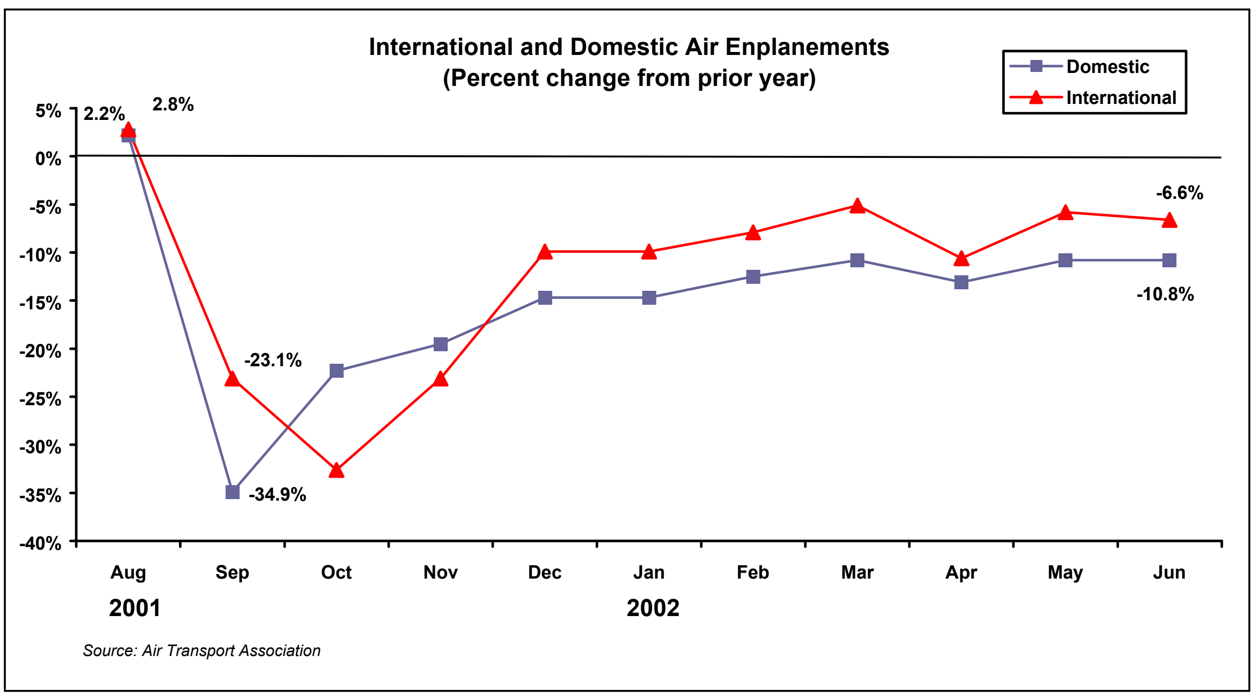
Traveler Sentiment Index

Traveler sentiment began declining in the 2nd quarter of 2001, just as consumer confidence began to wane. But Americans remained committed to leisure travel. TIA's Traveler Sentiment Index rose surprisingly fast after the attacks. This increase was largely due to increase perceptions of the affordability of travel, as travel companies began discounting to stimulate travel.



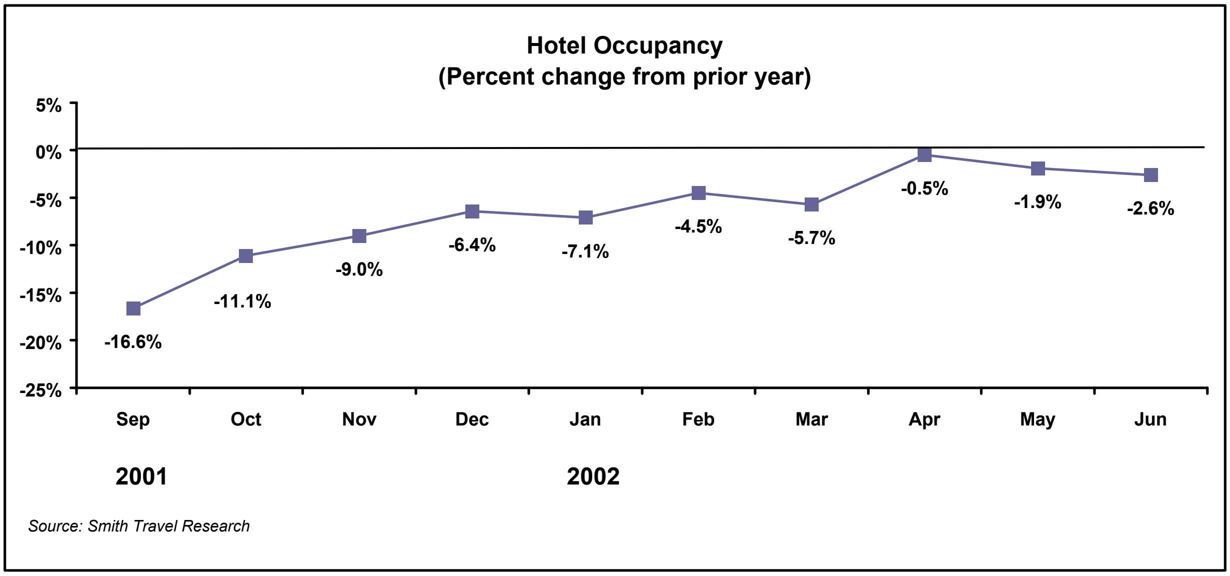
Air Travel

Dramatic air travel declines occurred during the last four months of 2001. The industry immediately lost a third of its volume and it has struggled to regain ground ever since. Industry experts do not expect to return to profitability until 2003, or later.

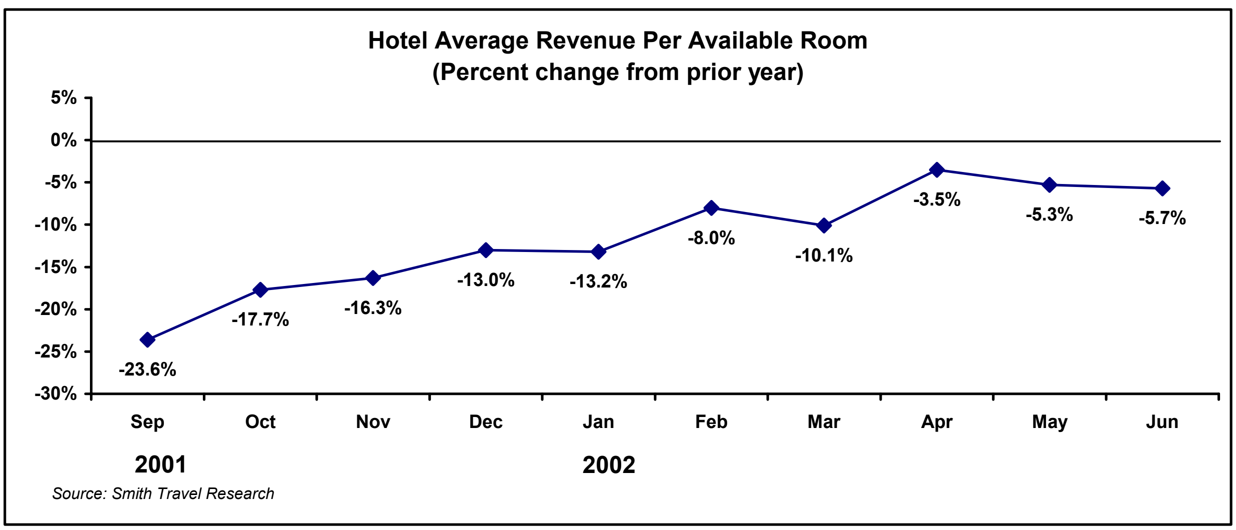


Hotel Use and Revenue Stream

Hotel occupancy was down in the first part of the year but saw double-digit declines after the September 11 attacks. There was a brief spike in occupancy rates around the Christmas holidays, but otherwise occupancies have remained well below 2000 levels.



Hotel average revenue per room (REVPAR) , which was doing well in the first half of 2001, also remained down well into 2002.



BRAND DEVELOPMENT INDEX

The Brand Development Index is calculated for each city to measure the propensity of U.S. households to take trips (measured by household trips) compared to the share of total households. For example, Tyler-Longview households make up .2 percent of all U.S. households, yet they take 3.6 percent of domestic household trips to Louisiana, creating a brand development index of 1560. The baseline of 100 represents equality of the proportion of U.S. households in a city and the percentage of household trips.

2001 DMA Brand Development Index for Louisiana

City (DMA) of origin	Population (000)	Percent population	Total Visitors (000)	Percent visitors	INDEX
TYLER-LONGVIEW	652	0.2%	746	3.6%	1560
BEAUMONT-PORT ARTHUR	460	0.2%	425	2.0%	1260
BILOXI-GULFPORT	357	0.1%	241	1.2%	919
HATTIESBURG-LAUREL	275	0.1%	156	0.7%	772
HOUSTON	5,081	1.8%	2,453	11.8%	658
JACKSON, MS	887	0.3%	356	1.7%	548
DALLAS-FT WORTH	5,862	2.1%	2,275	10.9%	529
MOBILE-PENSACOLA	1,272	0.4%	465	2.2%	499
ABILENE-SWEETWATER	305	0.1%	106	0.5%	476
MERIDIAN	188	0.1%	63	0.3%	456
GREENWOOD-GREENVILLE	239	0.1%	75	0.4%	428
AUSTIN, TX	1,383	0.5%	373	1.8%	367
CORPUS CHRITSI	557	0.2%	142	0.7%	347
WACO-TEMPLE-BRYAN	843	0.3%	206	1.0%	333
LITTLE ROCK-PINE BLUFF	1,351	0.5%	287	1.4%	290
COLUMBUS-TUPELO-WEST POINT	491	0.2%	98	0.5%	271
SAN ANTONIO	2,054	0.7%	386	1.9%	256
MONTGOMERY	636	0.2%	97	0.5%	209
ORLANDO-DAYTONA BEACH-MELBOURNE	1,978	0.7%	293	1.4%	202
HUNTSVILLE-DECATUR, FLORENCE	920	0.3%	117	0.6%	174
BIRMINGHAM	1,765	0.6%	189	0.9%	146
OKLAHOMA CITY	1,631	0.6%	170	0.8%	142
MEMPHIS	1,798	0.6%	177	0.8%	134
JACKSON, TN	174	0.1%	15	0.1%	116
ATLANTA	5,233	1.8%	432	2.1%	112
NASHVILLE	2,260	0.8%	180	0.9%	108
TAMPA-ST PETERSBURG, SARASOTA	3,744	1.3%	187	0.9%	68
MIAMI-FT LAUDERDALE	4,009	1.4%	141	0.7%	48
BALTIMORE	2,768	1.0%	81	0.4%	40
SAN FRANCISCO-OAKLAND-SAN JOSE	6,826	2.4%	190	0.9%	38
CHATTANOOGA	868	0.3%	24	0.1%	38
SAN DIEGO	2,838	1.0%	77	0.4%	37
CHICAGO	9,347	3.3%	252	1.2%	37
FT MYERS-NAPLES	932	0.3%	24	0.1%	36

2001 DMA Brand Development Index for Louisiana					
City (DMA) of origin	Population (000)	Percent population	Total Visitors (000)	Percent visitors	INDEX
NORFOLK-PORSTMOUTH-NEWPORT NEWS-	1,797	0.6%	43	0.2%	33
PHILADELPHIA	7,566	2.7%	170	0.8%	31
LOS ANGELES	16,301	5.7%	356	1.7%	30
WASHINGTON, DC	5,671	2.0%	113	0.5%	27
DENVER	3,492	1.2%	59	0.3%	23
DETROIT	4,990	1.8%	71	0.3%	19
BOSTON	6,114	2.2%	80	0.4%	18
CEDAR RAPIDS-WATERLOO & DUBUQUE	835	0.3%	10	0.0%	16
MINNEAPOLIS-ST PAUL	4,146	1.5%	38	0.2%	13
LOUISVILLE	1,550	0.5%	14	0.1%	12
NEW YORK	20,319	7.2%	151	0.7%	10
HARRISBURG-YORK-LANCASTER-	1,653	0.6%	9	0.0%	8
FT SMITH	643	0.2%	0	0.0%	0

PRIZM CLUSTER DEVELOPMENT INDEX

The PRIZM Development Index is calculated for each social group to measure the propensity of U.S. households to take trips (measured by household trips) compared to the share of total households. For example, Boomtown Single households make up .9 percent of all U.S. households, yet they take 2 percent of domestic household trips to Louisiana, creating a brand development index of 231. The baseline of 100 represents equality of the proportion of U.S. households in a social group and the percentage of household trips.

2001 PRIZM Cluster Development Index for Louisiana

PRIZM Cluster	Population (000)	Percent population	Total Visitors (000)	Percent visitors	INDEX
Boomtown Singles	927,246	0.9%	194	2.0%	231
Scrub Pine Flats	1,648,014	1.5%	303	3.1%	203
Starter Families	1,642,659	1.5%	279	2.9%	187
Smalltown Downtown	1,765,996	1.6%	274	2.8%	172
Boomers & Babies	972,139	0.9%	150	1.5%	170
Country Squires	1,588,360	1.5%	238	2.4%	166
Upward Bound	1,976,206	1.8%	295	3.0%	165
Big Fish, Small Pond	1,519,282	1.4%	217	2.2%	157
River City, USA	1,965,554	1.8%	273	2.8%	154
Kids & Cul-de-Sacs	3,310,090	3.1%	447	4.6%	149
Second City Elite	1,996,962	1.9%	260	2.7%	144
Greenbelt Families	1,712,245	1.6%	218	2.2%	141
Southside City	1,914,334	1.8%	226	2.3%	130
Bohemian Mix	1,592,364	1.5%	188	1.9%	130
Blue Blood Estates	1,275,222	1.2%	149	1.5%	129
New Eco-topia	1,084,972	1.0%	125	1.3%	127
Pools & Patios	1,952,112	1.8%	222	2.3%	126
Young Literati	994,052	0.9%	112	1.1%	124
Norma Rae-ville	1,433,057	1.3%	160	1.6%	124
Winner's Circle	2,419,926	2.2%	267	2.7%	122
Middle America	2,554,055	2.4%	269	2.8%	116
Suburban Sprawl	1,624,207	1.5%	166	1.7%	113
Blue-Chip Blues	2,031,810	1.9%	206	2.1%	112
Blue Highways	1,918,216	1.8%	183	1.9%	106
New Beginnings	1,166,637	1.1%	111	1.1%	105
Middleburg Managers	1,913,121	1.8%	182	1.9%	105
Golden Ponds	1,730,387	1.6%	164	1.7%	105
Gray Collars	2,030,169	1.9%	192	2.0%	104
Money & Brains	1,062,737	1.0%	99	1.0%	103
Urban Achievers	1,576,488	1.5%	147	1.5%	103
Military Quarters	470,475	0.4%	40	0.4%	94
Mid-City Mix	1,317,699	1.2%	112	1.1%	94
Young Influentials	1,392,512	1.3%	117	1.2%	93
God's Country	3,109,165	2.9%	260	2.7%	92

2001 PRIZM Cluster Development Index for Louisiana					
PRIZM Cluster	Population (000)	Percent population	Total Visitors (000)	Percent visitors	INDEX
Rustic Elders	2,475,376	2.3%	207	2.1%	92
Upstarts & Seniors	1,635,663	1.5%	136	1.4%	92
Hometown Retired	1,210,284	1.1%	100	1.0%	
Executive Suites	1,448,985	1.3%	120	1.2%	91
Towns & Gowns	1,350,077	1.3%	109	1.1%	90
Big Sky Families	1,709,345	1.6%	134	1.4%	86
Gray Power	2,346,202	2.2%	178	1.8%	84
Hard Scrabble	2,010,266	1.9%	150	1.5%	83
Urban Gold Coast	595,840	0.6%	42	0.4%	78
Old Yankee Rows	1,354,396	1.3%	95	1.0%	78
Sunset City Blues	1,880,661	1.7%	129	1.3%	76
Back Country Folks	2,448,704	2.3%	150	1.5%	68
New Homesteaders	1,841,763	1.7%	112	1.1%	67
Mobility Blues	1,576,577	1.5%	95	1.0%	67
Red, White & Blues	1,869,392	1.7%	112	1.1%	66
Rural Industrial	1,872,111	1.7%	105	1.1%	62
Family Scramble	2,265,363	2.1%	127	1.3%	62
American Dreams	1,623,448	1.5%	89	0.9%	60
Inner Cities	1,795,917	1.7%	96	1.0%	59
Grain Belt	2,436,006	2.3%	118	1.2%	53
Mines & Mills	2,178,436	2.0%	104	1.1%	53
New Empty Nests	2,494,289	2.3%	115	1.2%	51
Single City Blues	1,712,701	1.6%	69	0.7%	44
Big City Blend	1,074,024	1.0%	36	0.4%	37
Hispanic Mix	1,699,053	1.6%	56	0.6%	36
Shotguns & Pickups	2,081,109	1.9%	67	0.7%	35
Agri-Business	1,625,328	1.5%	31	0.3%	21
Latino America	1,554,016	1.4%	19	0.2%	14

CITY VOLUME ESTIMATES

City volumes from TravelScope may be underrepresented because travelers do not always mention the specific cities visited on their trips. TIA has developed a city volume estimation to account for this possible underrepresentation.

The adjusted city volume estimate is based on the assumption that visitors who do not write in city names visit cities in the same proportion as those who do provide city names. The additional volume is estimated by a) determining the number of person-trips without city designations, that are not pass thru trips, then b) allocating those unidentified trips to cities proportionally based on the known visitor volumes.

2001 Non-resident Visitor Volume Estimates for Louisiana Cities

City	Volume Percent*	Volume Count	Estimated Additional Volume **	Adjusted City Volume
New Orleans	46.3%	5,951,000	467,000	6,418,000
Shreveport-Bossier City	17.7%	2,276,000	178,000	2,454,000
Baton Rouge	8.6%	1,111,000	87,000	1,198,000
Lafayette	3.5%	445,000	35,000	480,000
Lake Charles	8.3%	1,069,000	84,000	1,153,000
Monroe	2.0%	254,000	20,000	274,000
Alexandria	1.2%	149,000	12,000	161,000

* Percent of the 12,846,000 non-resident person-trips that listed a city.
** Percent of person-trips to that city multiplied by the number of Louisiana trips that did not include a city designation and were not pass thru trips (1,007,000).

2001 Resident Visitor Volume Estimates for Louisiana Cities

City	Volume Percent*	Volume Count	Estimated Additional Volume **	Adjusted City Volume
New Orleans	24.9%	1,017,000	115,000	1,132,000
Shreveport-Bossier City	6.6%	269,000	31,000	300,000
Baton Rouge	17.4%	710,000	81,000	791,000
Lafayette	12.3%	501,000	57,000	558,000
Lake Charles	3.2%	129,000	15,000	144,000
Monroe	5.2%	211,000	24,000	235,000
Alexandria	5.7%	234,000	27,000	261,000

* Percent of the 4,079,000 resident person-trips that listed a city.
** Percent of person-trips to that city multiplied by the number of Louisiana trips that did not include a city designation and were not pass thru trips (463,000).

Information for Alexandria and Monroe are based on small sample sizes. Caution is recommended when using this information for strategic decisions.

Note: In the 2000 Profile of Travelers to Louisiana report, pass thru trips were not excluded from the estimated additional volume. In 2001, the methodology was modified to exclude from the calculation trips to Louisiana where the traveler indicated that they were passing through the state.

