The background of the slide is a spiral-bound notebook with a light beige, textured cover. The spiral binding is visible on the left side. The text is centered on the page.

# Overview of Convention and Multi-Cultural Travel to Louisiana

A Presentation For the Louisiana  
Travel Summit

January 14, 2004

# Presentation Objectives

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- ✓ Illustrate The Big Picture of Convention and Business Visitation
- ✓ Summarize the Outlook for Convention and Meetings Travel
- ✓ Identify the Multi-Cultural Market
- ✓ Summarize the Outlook for Multi-Cultural Visitors to Louisiana

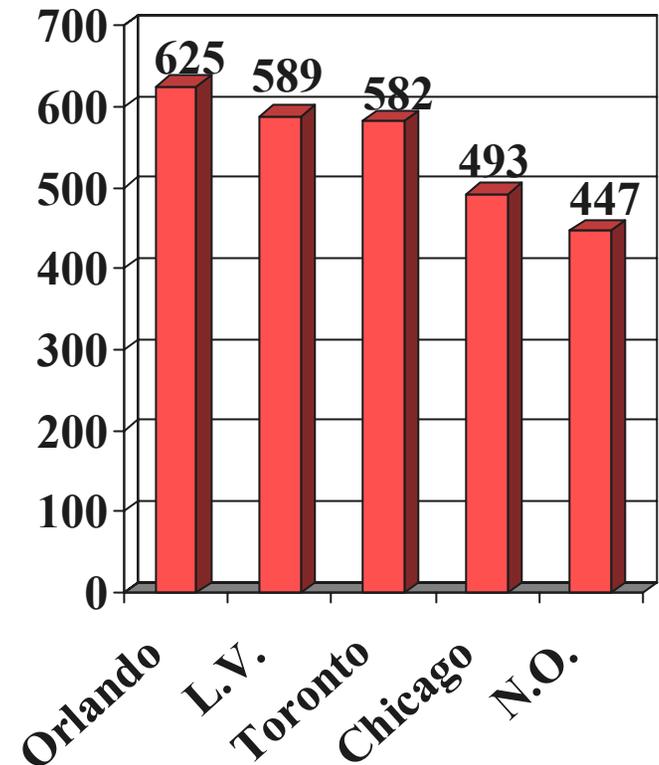
# Business and Convention Travel in the U.S.

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- ✓ Twenty percent of all travel is for business purposes
- ✓ Thirty-six percent of all traveler spending, or \$176 billion, is attributed to business travelers
- ✓ Sixty percent of all business/convention/seminar travel occurs out-of-state

# Business and Convention Travel in the U.S.

- ✓ New Orleans ranks 5th in the number of exhibitions hosted
- ✓ The top 16 cities represented over 50% of over 13,000 exhibitions hosted in North America



# Business and Convention Travel in Louisiana

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- ✓ Approximately 1 of every 5 visitors to La. and N.O. are business/convention visitors
- ✓ Business/convention visitors have declined slightly in N.O. since 9/11
- ✓ Due to the economy and 9/11, the number of conventions and the number of delegates to each convention has declined

# U.S. Outlook for Business and Convention Travel

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- ✓ After several years of declines, business travel should finally rebound with 4% expected growth rate in 2004 nationwide
- ✓ Expect increasing use of alternatives such as teleconferencing and web meetings
- ✓ Expect increasing use of cost-cutting measures such as self-directed online booking and nonrefundable airfares

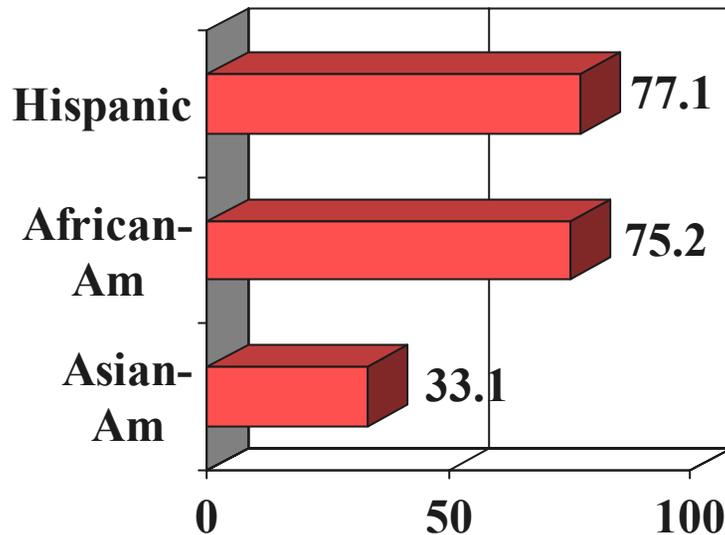
# La. Outlook for Business and Convention Travel

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- ✓ N.O. predicts 16% drop in group meetings' hotel rooms in 2004 but rebound expected in 2005
- ✓ Expect more marketing to attract combined business/pleasure visitors
- ✓ Increasing competition for meetings among all CVBs as more meeting space becomes available

# U.S. Multi-Cultural Market

Person-trips (millions)



- ✓ 17% of all travel in 2002 was made by America's top 3 multi cultural markets
- ✓ Over half of America's minority population lives in just five states: CA, TX, NY, FL, and IL

# U.S. African-American Market

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- ✓ 35 mil African-Americans in U.S.
- ✓ +68% Growth over next 50 years
- ✓ 13% Share of U.S. population
- ✓ 59% Live in 10 states
- ✓ +32% Buying power growth by 2007
- ✓ 69% Online usage by 2007
- ✓ 7% Share of all person-trips

# U.S. African-American Market

<b>More Likely</b>		<b>Less Likely</b>
<b>X</b>	Travel to a southern destination	
<b>X</b>	Use a rental car	
<b>X</b>	Travel party to include only 1 adult	
	Outdoor activities, visit nat./state park	<b>X</b>
<b>X</b>	Shopping	

# African-American Visitors to Louisiana

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- ✓ 2.6 mil African-American visitors to La.
- ✓ 1 mil Increase since 1994
- ✓ 13% Percentage of all visitors to La.
- ✓ 1st Highest among all states
- ✓ 22% From Texas
- ✓ 20% From Mississippi

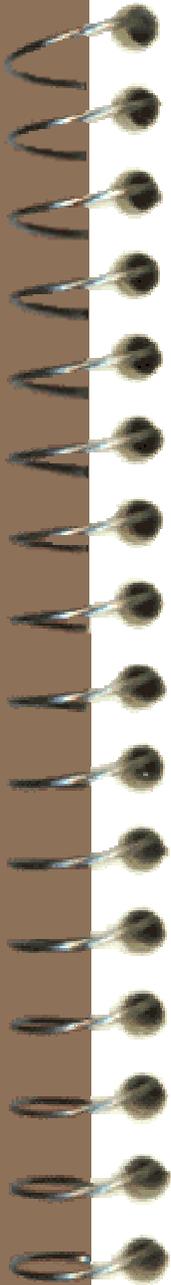
# African-American Visitors to Louisiana

<b>More Likely</b>		<b>Less Likely</b>
<b>X</b>	Visit friends & relatives	
	Business	<b>X</b>
<b>X</b>	During the summer months	
	Stay in a hotel/motel	<b>X</b>
	To travel alone and/or without children*	<b>X</b>

# Outlook for Multi-Cultural Travelers

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- ✓ High population growth expected
- ✓ Increased use of internet will allow better access to travel arrangement/planning
- ✓ Growing buying power will provide more resources for travel
- ✓ Improved economic forecasts
- ✓ All of the above will result in more travel by minority groups in the future



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