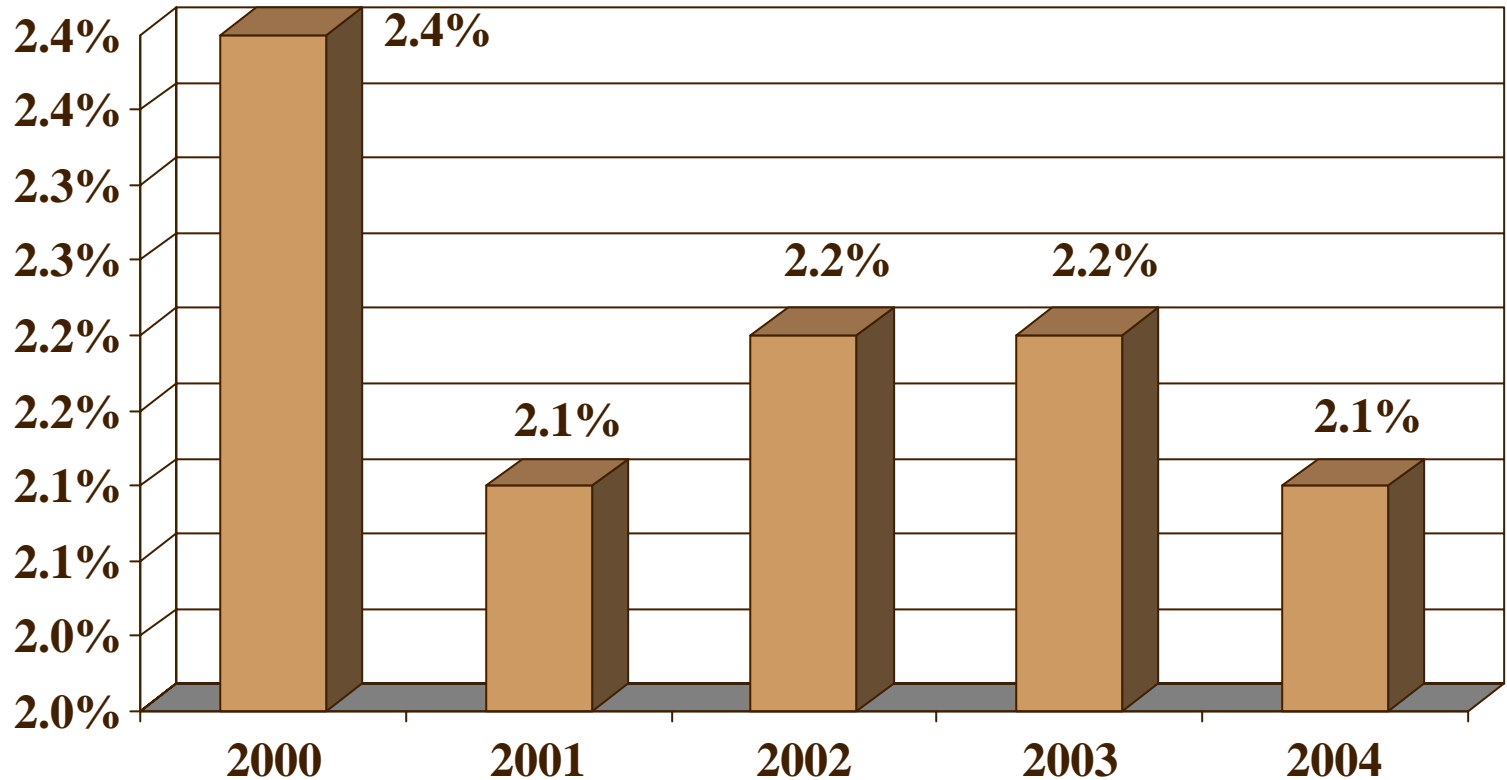


Who Visits Louisiana

A Presentation For the Louisiana
Travel Promotion Association

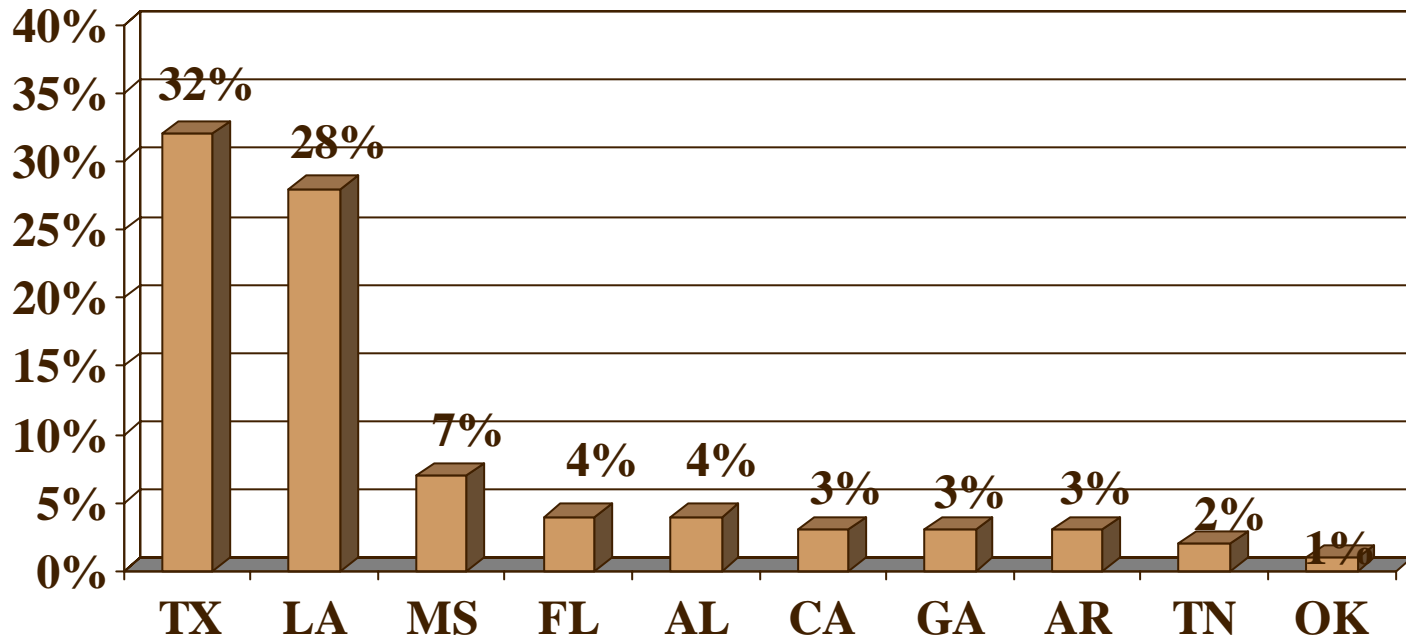
March 15, 2007

Louisiana Market Share of U.S. Resident Visitors

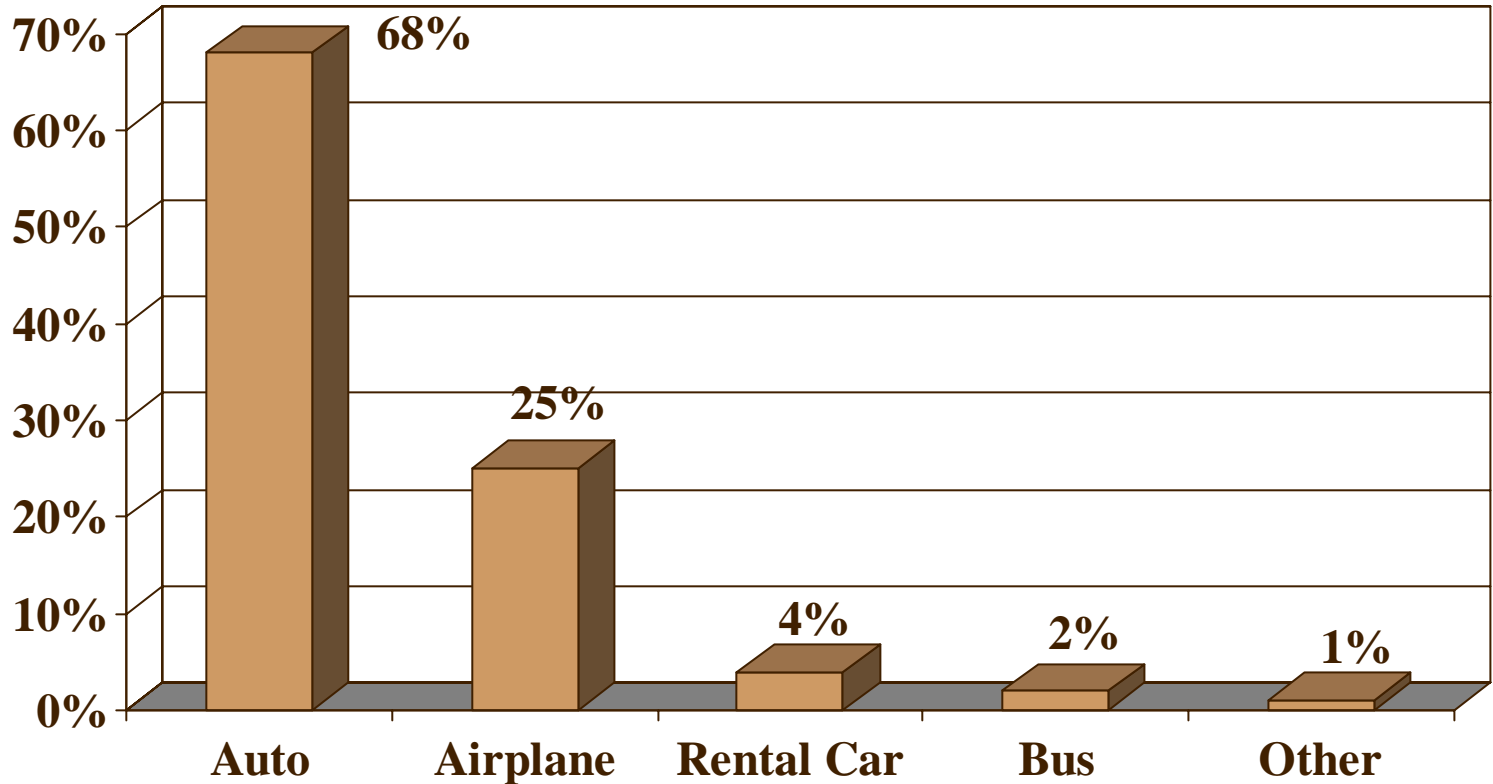


Visitor State of Origin

Percentage of All U.S. Visitors to Louisiana

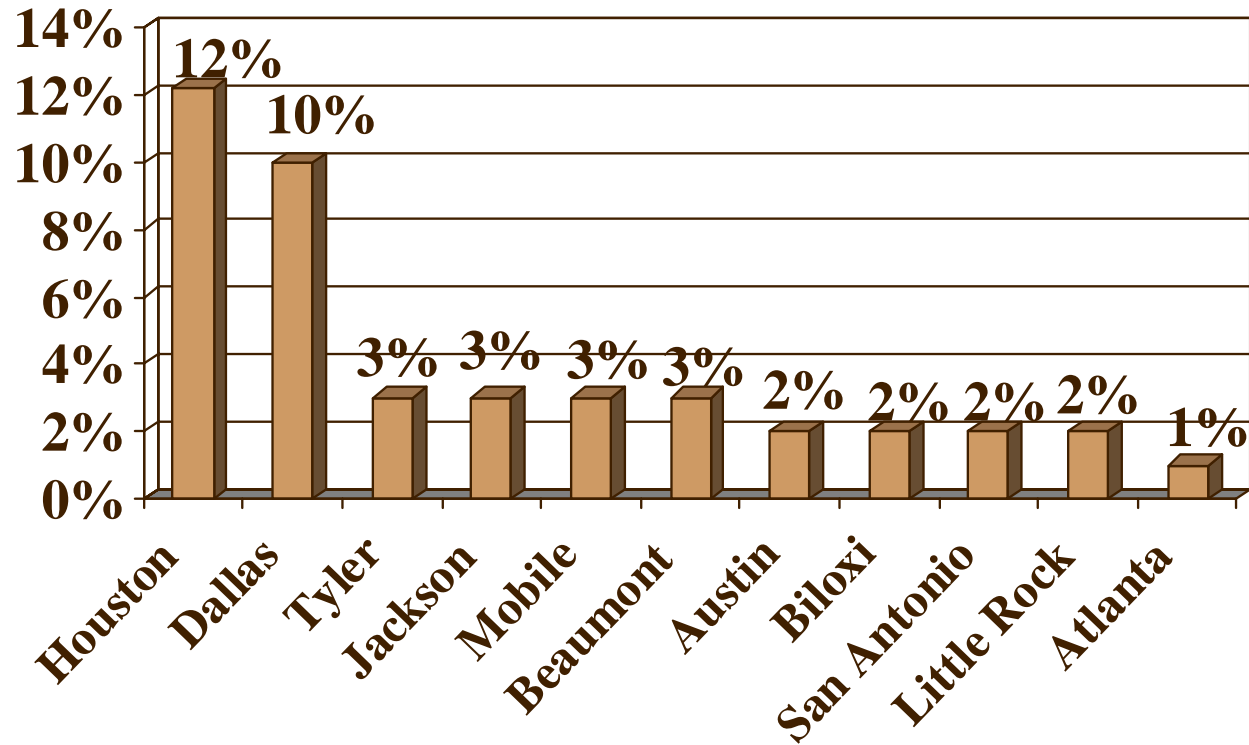


Primary Mode of Transportation



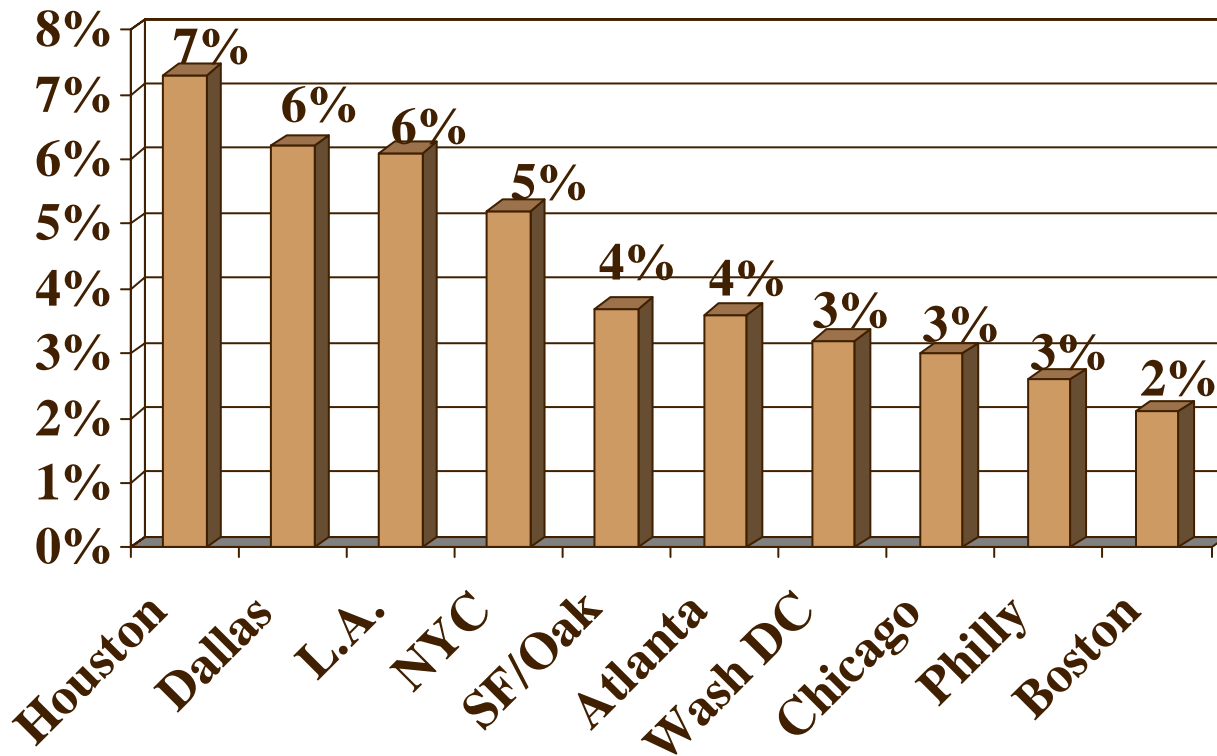
Louisiana's Top Drive Markets

Percentage of All Louisiana Drive Visitors



Louisiana's Top Fly Markets

Percentage of All Louisiana Fly Visitors



Business Development Index

DMA of origin	Population	Percent population	Annual Avg. Visitors	1999-2002 Percent visitors	INDEX
JACKSON	886,622	0.32%	367,081	2.29%	728
HOUSTON	5,081,022	1.81%	1,867,028	11.66%	646
MOBILE	1,271,914	0.45%	354,671	2.22%	490
AUSTIN	1,382,716	0.49%	266,604	1.67%	339
WACO	843,363	0.30%	159,322	1.00%	332
LITTLE ROCK	1,350,611	0.48%	244,987	1.53%	319
SAN ANTONIO	2,053,965	0.73%	312,639	1.95%	268

Visitor Characteristics

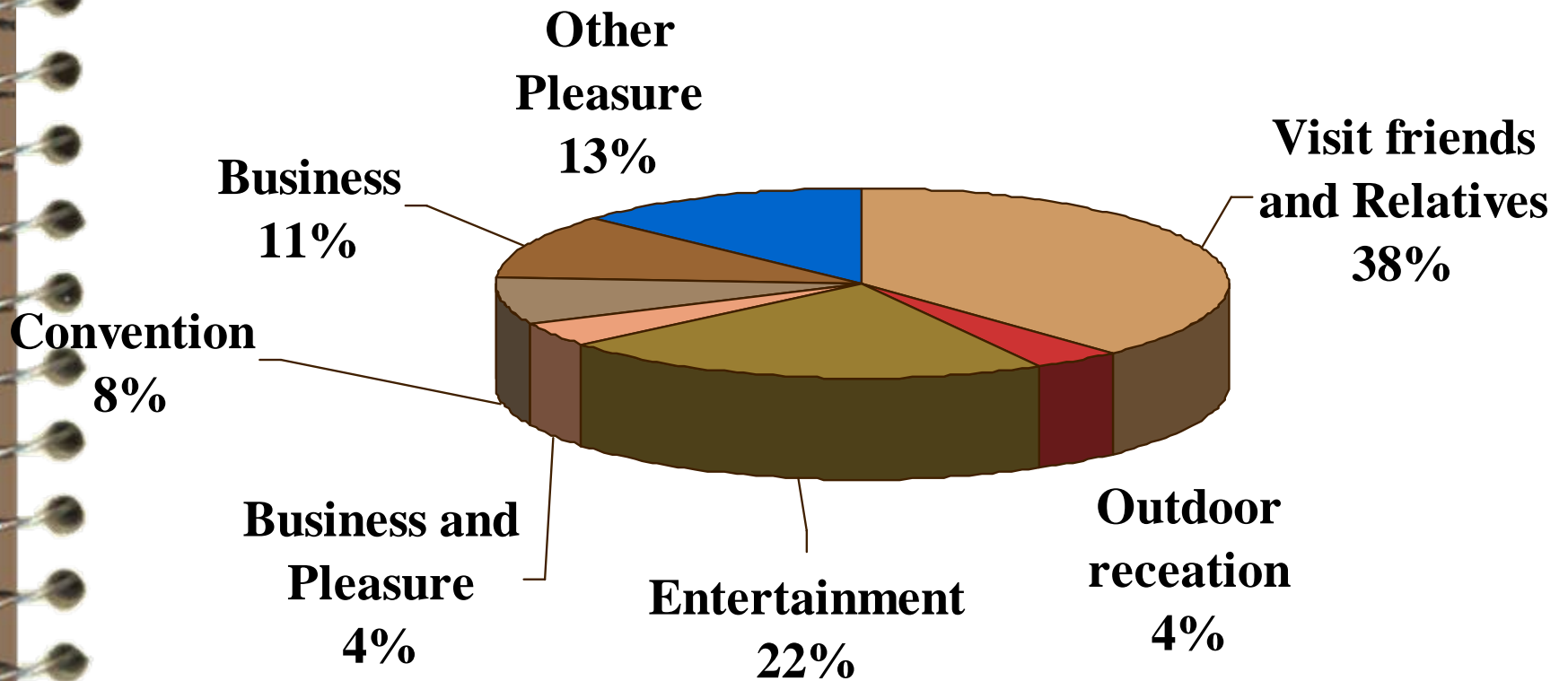
Household Demographics

- Age, Household Size, Marital Status, Education, Employment, Income, Race



Trip Characteristics

- Trip Purpose, Mode of Transportation, Trip Duration, Lodging Use, Activities, MSA of Destination, Spending

Primary Purpose of Trip



Why Do Visitors Choose Louisiana?

-  **Great, Distinctive Food**
-  **Different and Unique**
-  **Great Live Music**
-  **Distinctive Culture**
-  **Nightlife and Entertainment**
-  **Quality Accommodations**
-  **Variety of Things to Do and See**

Texas Residents

More Likely		Less Likely
X	Leisure visitor	
X	Travel by car	
X	Participate in Gaming	
	Visit museums and historic sites	X
X	Visit Shreveport	
	New Orleans	X

Mature Travelers



- ☞ 5 million visitors, or more than 1 in 4 visitors to La.
- ☞ 2 in 5 visitors are 55-64, and the rest are 65+
- ☞ Typical Lifestage: Retired older couple
- ☞ Average income \$63,000+
- ☞ Total net worth of all mature travelers in U.S. is \$1.5 Trillion
- ☞ Stays longer than average traveler
- ☞ Not restricted to weekend travel
- ☞ Hotel stay still dominant but also travels in RVs and visits family and friends
- ☞ One-third participates in gambling while visiting La.
- ☞ Also likes to visit historical sites and museums, go shopping, and sightseeing
- ☞ Less likely to use the internet for travel information or arrangements, however, as more and more Baby Boomers enter this group the more they become computer savvy

African American Travelers



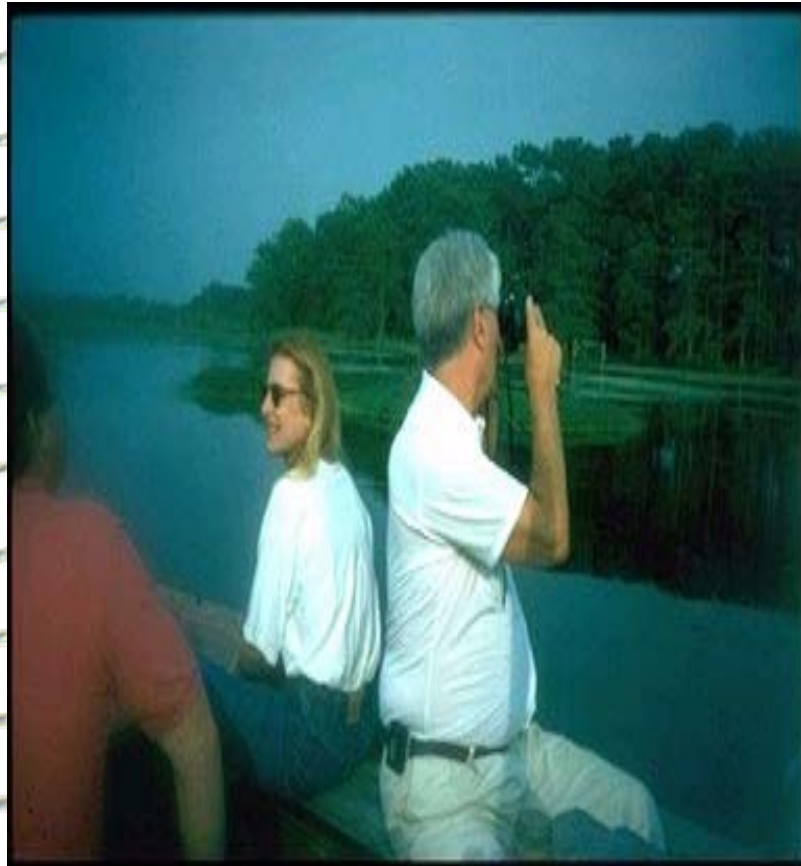
- 2.6 million visitors, or 1 in 7 visitors to La.
- 13% of all domestic visitors to La.
- 22% from Tx. And 20% from Ms.
- More likely to have children in the household
- Younger than average visitor (43 years old vs. 46 years old)
- Less affluent than average traveler
- Attends family or social events while traveling
- More likely to have children in travel party
- More likely to take a leisure trip to La. rather than a business trip
- More likely to travel by car and for the purpose of visiting friends and relatives
- Enjoys shopping, gambling, and nightlife/dancing while traveling to La.
- Most characteristics of this traveler are similar to the average traveler to La.

Culture Seeker



- ☞ 4.5 million visitors, or 1 in 4 visitors to La.
- ☞ Tend to be younger (60% under 39)
- ☞ Equally male or female in gender
- ☞ Greater than average incomes
- ☞ Travels for special events
- ☞ Travels for getaway weekends or short stays (1-3 nights)
- ☞ Travels in parties of 2 or more adults
- ☞ Stays in hotels
- ☞ Tends to plan trips either within a week or more than a month away
- ☞ Uses state 1-800 info and other free and purchased guide books
- ☞ Likes sightseeing, fine dining, visiting historic sites, browsing art-antiques-crafts exhibits, and attends concerts, plays and other performing arts

Self Realization Outdoor Lover



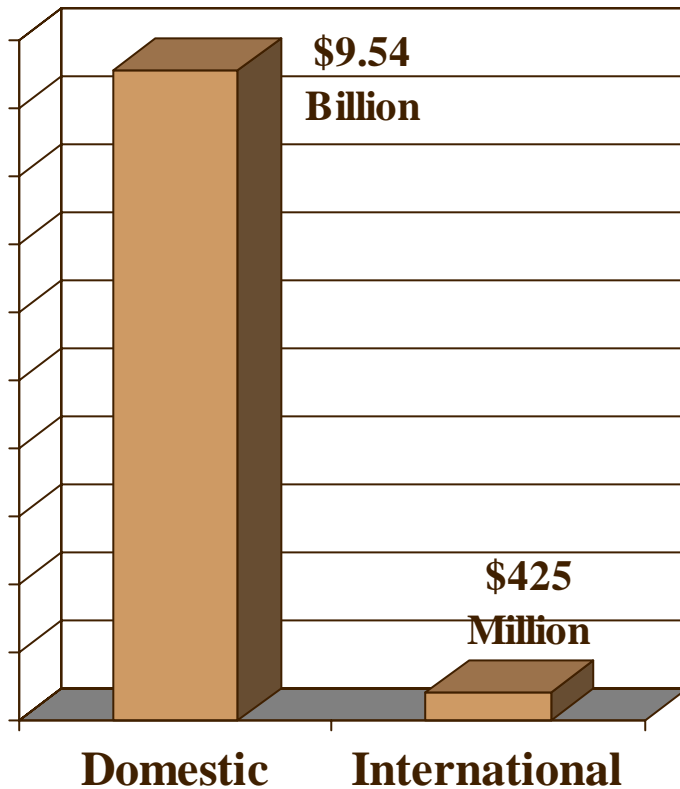
- 4.7 million visitors, or 1 in 4 visitors to La.
- Middle-aged or older (two-thirds are over 49)
- Even gender split
- Below average income
- Travels for getaway weekends or short stays (1-3 nights)
- Travels in parties of 2 or more adults
- Stays in hotels
- Tends to plan trips between 3 weeks to 3 months ahead
- Magazine, newspapers, and travel guides for travel planning info
- Likes sightseeing, fine dining, and historic sites, but also likes to participate in or watch outdoor activities when traveling
- Loves telling other people about his/her travel

Relaxation Seeker



- 3.6 million visitors, or 1 in 5 visitors to La.
- Bimodal in age with 55% under 39 and 27% over 55
- Mostly female (67%)
- Greater than average income
- Wants to reduce stress thru travel
- Tend to travel for getaway weekends and general vacations
- Travels as a couple
- Stays in hotels
- Impulsive - plans trips within a month away
- Likes purchased travel guides the best but also uses state and local visitors guides and internet sites for information in planning trip
- Main activities are sightseeing, browsing art, antique, and craft shops, nightlife, and fine dining
- Also loves to be outdoors and with nature

The Impact of International Visitors to Louisiana



📄 In 2004, 46.1 million international visitors came to the U.S. and spent \$74.8 billion

📄 500 thousand international visitors came to La and spent \$425 million

Top International Markets

 500,000 International Visitors

 Canada

 United Kingdom

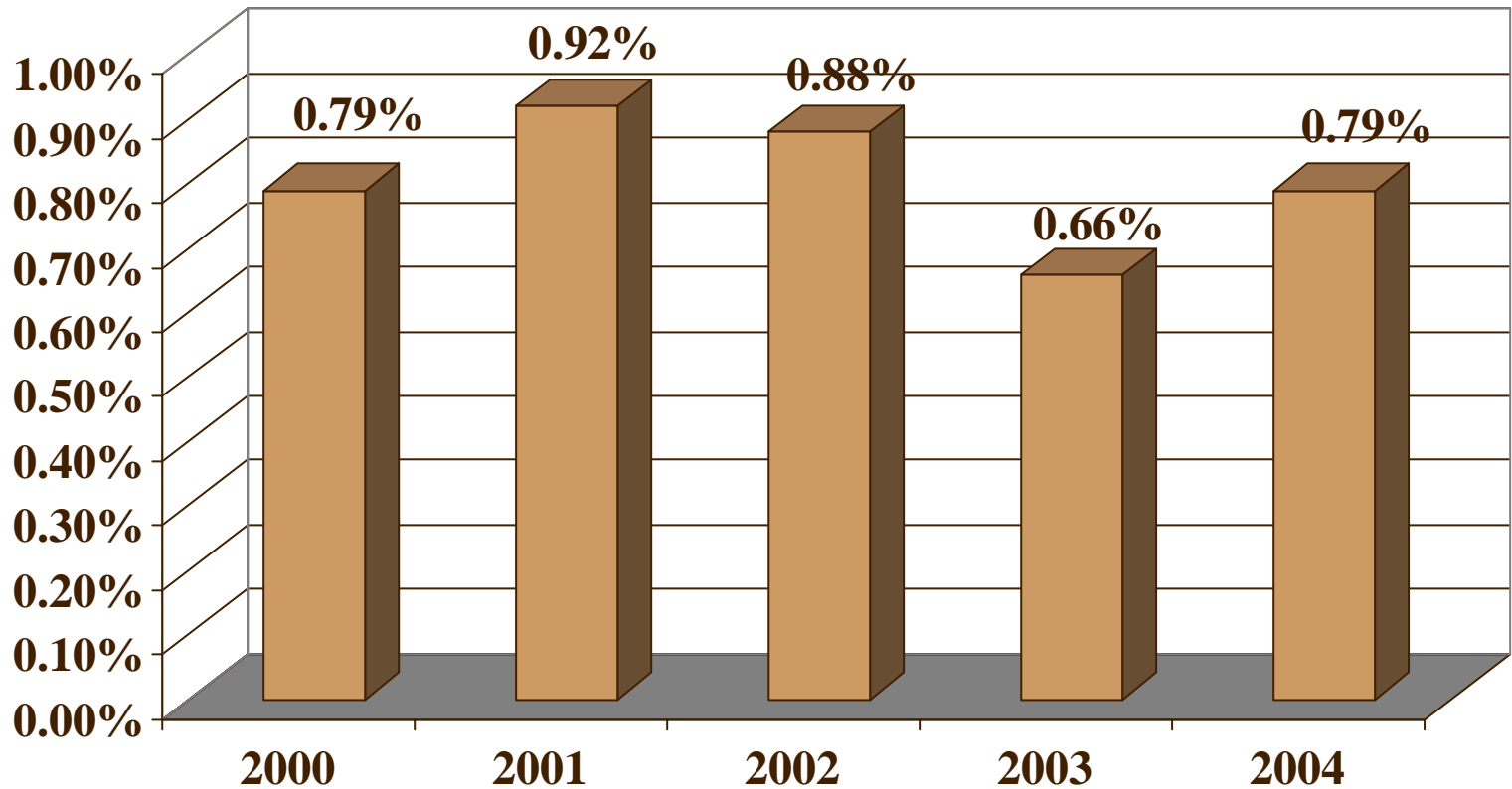
 Germany

 France

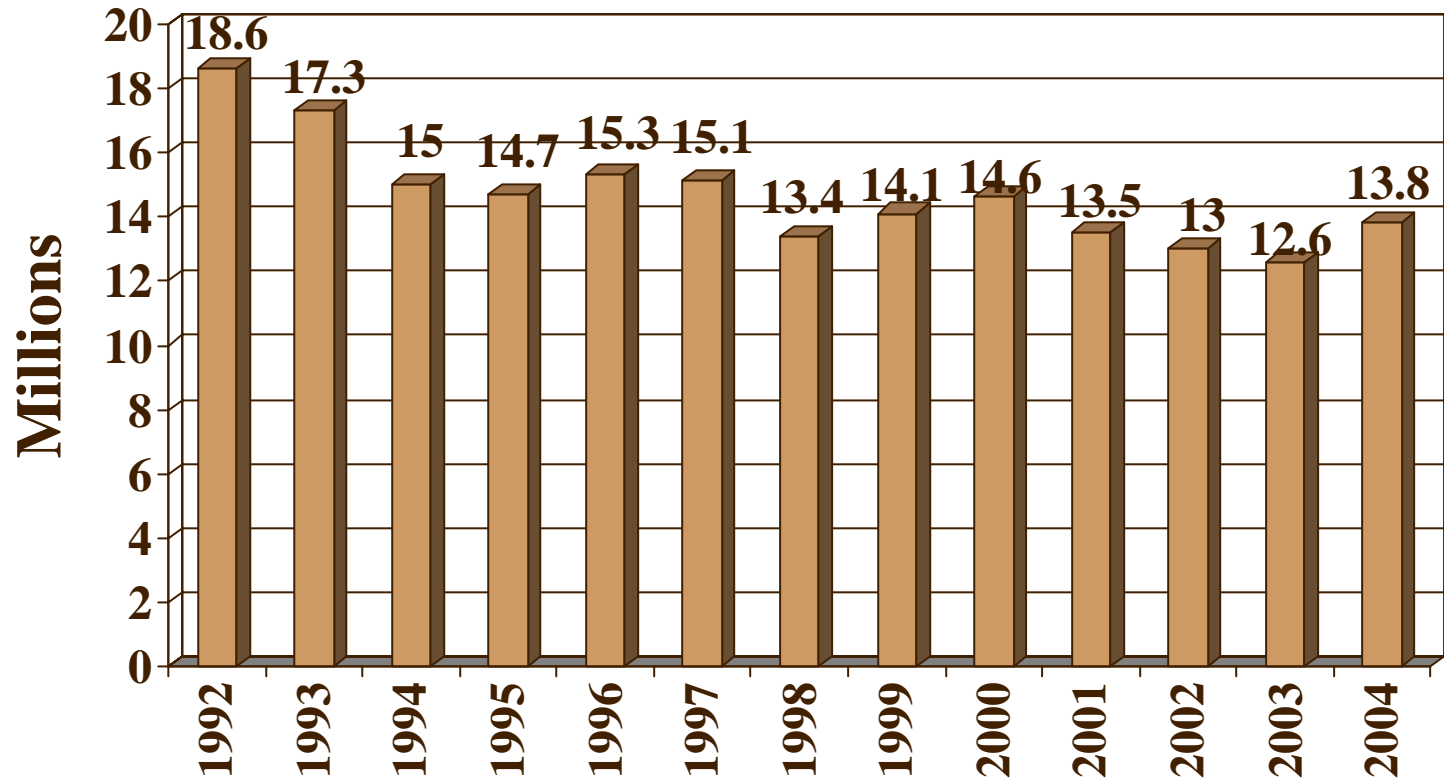
 Mexico

 Central America

Louisiana Market Share of Canadian Visitors

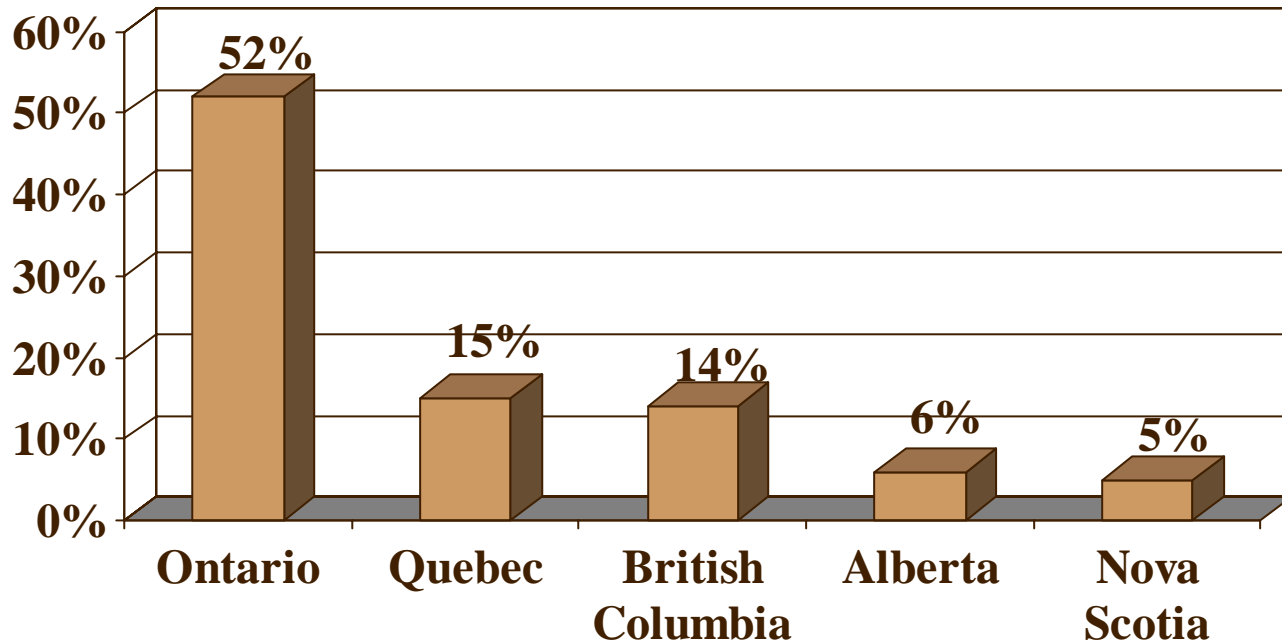


Canadian Arrivals To The U.S.



Province of Origin to Louisiana

Percentage of All Canadian Visitors to Louisiana

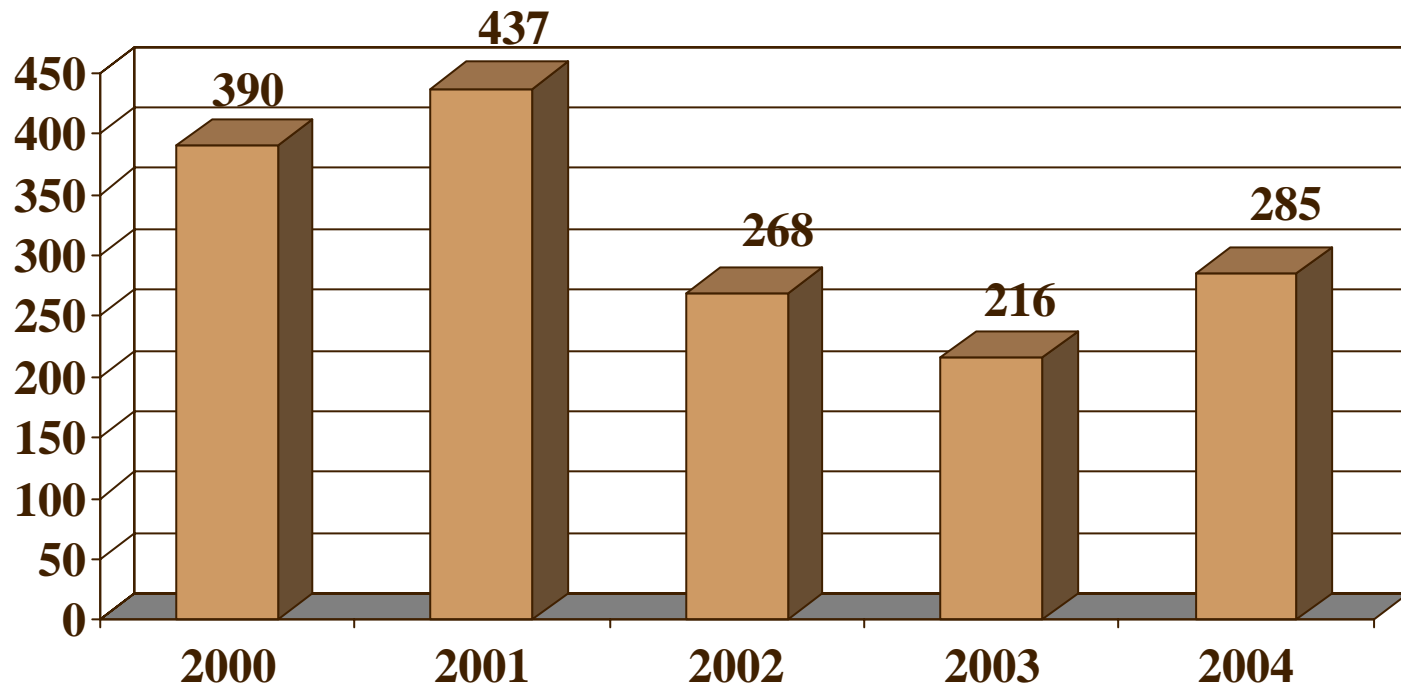


Overseas Visitor Market Share

NY	23.5%	GA	3.1%
FL	23.1%	AZ	2.9%
CA	21.2%	CO	2.0%
HI	10.2%	MI	1.9%
NV	6.7%	WA	1.9%
IL	5.6%	OH	1.7%
MA	4.9%	NC	1.6%
TX	4.3%	UT	1.5%
NJ	3.7%	VA	1.5%
PA	3.5%	LA	1.4%

Overseas Visitors To Louisiana

Thousands of Visitors



Major Overseas Markets For Louisiana

Country	% of Total Overseas Visitors to La.	% of All Tax-Free Shopping Transactions
United Kingdom	19%	9.2%
Germany	7%	5.3%
France	7%	6.7%
Australia	5%	1.9%
Italy	4%	2.1%
Brazil	2%	3.9%
Japan	2%	2.8%

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