



Tourism Spending in Louisiana Parishes 2019

Prepared for

Louisiana Department of Culture,
Recreation and Tourism

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By



THE UNIVERSITY of
NEW ORLEANS

HOSPITALITY RESEARCH CENTER

Defining Tourism Opportunities

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Metropolitan Statistical Areas

- The New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the largest visitor spending figures during 2019 at \$8.1 billion and \$1.3 billion, respectively. The metropolitan areas that displayed growth include Hammond (11%), Alexandria (9%), Monroe (5%), Lafayette (4%), and Baton Rouge (2%). Lake Charles (-6%) experienced the largest decrease in visitor spending during 2019.
- Visitor spending in New Orleans created \$2.9 billion in direct earnings and over 105,000 direct jobs, the largest fraction among metro areas, followed by Baton Rouge at \$471 million direct earnings and more than 17,000 direct jobs. Shreveport contributed another \$394 million in direct earnings and about 14,300 direct jobs. Lake Charles and Lafayette generated \$255 million and \$235 million in direct earnings, respectively, and more than 8,000 direct jobs each.
- In terms of government revenue generated by visitor spending, the top areas include New Orleans which generated \$442 million in direct state taxes and \$381 million in direct local taxes, followed by Baton Rouge at \$118 million in direct state taxes and \$46 million in direct local taxes. The next metro areas include Shreveport at \$98 million in direct state taxes and \$38 million in direct local taxes, while Lake Charles and Lafayette accounted for \$64 million and \$59 million in direct state taxes and \$25 million and \$23 million in direct local taxes, respectively.

Parishes

- The largest spending produced by visitors to each parish was attributed to Orleans (\$5.3 billion), Jefferson (\$1.7 billion), East Baton Rouge (\$882 million), St. Tammany (\$771 million), Calcasieu (\$617 million), Caddo (\$465 million), Lafayette (\$418 million), and Bossier (\$362 million). Those eight parishes also had the largest contribution of visitor economic activity in terms of direct earnings and direct employment.
- In terms of total government revenue (state and local taxes), the largest revenue was generated by visitors to Orleans (\$539 million), Jefferson (\$177 million), East Baton Rouge (\$110 million), St. Tammany (\$78 million), Calcasieu (\$77 million), Caddo (\$58 million), Lafayette (\$52 million), and Bossier (\$45 million) parishes.

Introduction

Representatives of the Louisiana Department of Culture, Recreation and Tourism (CRT) contracted with the Hospitality Research Center (HRC) at The University of New Orleans (UNO) to prepare a comprehensive study of visitor spending in the state of Louisiana. The purpose of this report is to provide the economic activity of people who visited the state of Louisiana during the calendar year 2019. This economic analysis comprises direct spending, earnings, employment, and state and local tax revenues for each parish in the state of Louisiana.

Methodology

Assumptions

The methodology is guided by the following assumptions:

- Data for personal income, wages and salaries, employment, and GDP by metropolitan area and by parish produced by the Bureau of Labor Statistics (BLS), the Bureau of Economic Analysis (BEA), and the Louisiana Workforce Commission (LaWorks) is considered a valid representation of tourism activity within the state.
- Hotel activity data provided by Smith Travel Research (STR) is considered a valid indicator of market size and growth trends for individual areas in the state of Louisiana.
- Tourism indicators in the Rest of the State move at different rates than those for the New Orleans area.
- The estimates of economic activity, measured by visitation, spending, earnings, employment, and taxes are projected using a different methodology from that of years prior to 2016.
- The quality of the analysis and final study is contingent upon the quality of data collected.
- Tourism measurements presented in this report are estimated based on the best data available, including historical information and current tourism indicators derived from primary and secondary data collection. Estimates continue to be refined as new information is released (e.g., new hotel information, flight indicators, fluctuations in employment and GDP, changes in income, etc.). The estimates also change based on new, exogenous factors including perceptions and changes in legislation. Therefore, the data and methodology used in this study are continually revised. Since additional data relating to travel becomes available subsequent to the study, the HRC reserves the right to annually revise estimates included in current and prior analysis.

Data Analysis

Spending, visitation, employment, earnings, taxes, and other tourism indicators were determined from current and historical indicators of tourism activity in the Louisiana region. The data used for this analysis includes:

- Airport passenger and capacity statistics
- Casino revenue, admissions, and taxes
- Convention hotel booking patterns
- Economic indicators, including GDP, inflation, and multipliers
- Employment, wages, and income statistics
- External reports supported by the Louisiana Office of Tourism
- Hotel activity including occupancy rate, room rate, room inventory, revenue, and taxes
- Hotel and visitor survey data files
- International visitation indicators
- Louisiana Welcome Centers, State Historic Sites, and State Parks visitation statistics
- Past relationships between visitor measurements and spending
- Past reports containing visitation and spending estimates
- Population estimates and characteristics
- Overall sales tax data
- Other external information available to the HRC

Visitation

Total visitation was estimated using data from visitor survey files available to the HRC, LUCID panel survey data, travel statistics, and historical data. Since LUCID includes domestic visitation only, the analysis was corrected to include foreign visitation. It is important to note that during 2019, panel data collected for this study originated from a different source. Until 2018, the data originated from TNS, while in 2019, the data was collected by LUCID. Additional analysis was performed to ensure that figures remained comparable over the years. Nevertheless, caution should be used when performing such comparisons.

Total visitation was calculated based on visitor type and segment. The four types of visitors defined in this study include hotel guests, visitors who stayed with friends or relatives, visitors who stayed in other accommodations, and people who only came for the day (daytrippers). Other accommodations include lodging arrangements such as timeshares, condominiums, apartments, Bed and Breakfasts, hostels, private home rentals, RVs, campgrounds, cruise ships, and any other types of paid temporary housing.

The total number of visitors who chose to stay in hotels was determined from the number of hotel rooms and occupancy rates as reported by STR. An adjustment, estimated from a hotel survey, was incorporated to exclude local residents who decided to vacation in the city and stayed in hotels. The adjustment also includes local residents who stayed at hotels due to major

hurricanes in the region. The proportions of overnight visitors who stayed with friends or relatives, in other accommodations, and daytrippers were obtained from visitor survey results, travel statistics, and historical data. The HRC then combined the results for each type of visitor and determined the total visitation by segment. The two segments defined in this analysis include *New Orleans* and the *Rest of the State*. Areas in the *Rest of the State* were analyzed as a whole since the number of observations from LUCID data does not allow for an analysis of individual markets. The values for both segments were added together to determine total visitation to Louisiana.

Spending

Total visitor spending was determined from average individual trip expenditures of travelers to the state of Louisiana. Visitor expenditures were categorized by travel-related categories including lodging, restaurants/meals, bars/nightclubs, local transportation, recreation/entertainment, shopping, and gambling. Until 2018, “other spending” was part of the analysis to report spending not included in the aforementioned categories. In 2019, “other spending” was removed from the analysis to pursue visitors to report spending among the more detailed categories. Similar to visitation, New Orleans average trip visitor spending was estimated from visitor survey data available to the HRC, along with historical and future measurements. LUCID survey data was used to determine the average visitor trip spending for regions in the Rest of the State. In order to get more representative results, extreme spending outliers were omitted from the analysis. Average individual trip expenditures were then multiplied by the number of visitors, estimated from the previously defined methodological steps, to determine total visitor spending in the state of Louisiana.

Spending at the 64-parish level was estimated from total visitor spending in the state as a whole. For this analysis, parishes were grouped by Metropolitan Statistical Area (MSA) as defined by the BEA. The areas include New Orleans-Metairie (MSA), Baton Rouge (MSA), Houma-Thibodaux (MSA), Lafayette (MSA), Lake Charles (MSA), Alexandria (MSA), Shreveport-Bossier City (MSA), Monroe (MSA), and Hammond (MSA). The parishes comprised within each MSA were assigned using definitions from the BEA and LAWorks.

Spending for each MSA was estimated as a ratio of total visitor spending in the state. The ratios for the MSA analysis were determined from the gross domestic product (GDP) by MSA as a proportion of the state’s total GDP. The GDP used for this analysis corresponds to arts, entertainment, recreation, accommodation, and food services produced by the BEA. It is important to note that GDP estimates produced by the BEA are revised in different magnitudes annually. Such revisions are reflected in spending estimates by MSA and by parishes (Table 5 and Table 8).

Spending for each parish was then estimated as a proportion of each MSA spending. The ratios for the parish analysis were determined from personal income by parish as a proportion of the MSA total personal income. The personal income applied to this analysis corresponds to the BEA’s personal income by major component and earnings for accommodation and food services.

It is important to note that the most current BEA data available at the MSA and parish level corresponds to 2018. Official data from the BEA is released approximately seven months after the end of the calendar year. Wages and salaries produced by the BLS, along with STR statistics, were incorporated into the 2019 analysis to estimate more recent GDP and personal income data at the MSA and parish levels. Even though data for both tourism employment and personal income/wages were analyzed, it was ultimately decided that personal income/wages were better indicators of tourism activity in each area.

Earnings and Employment

The economic activity associated with visitor spending statewide, measured by total direct *earnings* and *employment*, was estimated using total direct visitor spending, along with the most recent (2018) IMPLAN multipliers. An adjustment for inflation was included to account for the 1-year lag in the multipliers data. *Direct earnings* are defined as the compensation of employees plus the net earnings of sole proprietors and partnerships across different employment industries, including non-tourism related sectors. *Direct Employment* represents the number of direct jobs created or supported by visitor spending across different employment industries, including non-tourism related sectors. These definitions differ from government employment and income statistics in that only people who work in the leisure and hospitality industry are included in government data. Similar to spending, indicators of GDP, personal income, wages and salaries, and employment were used to determine employment and earnings at the 64-parish level.

Taxes

Tax revenues are generated for federal, state, and local governments by visitor spending in the state of Louisiana. Tax revenue estimates presented in this study measure only state and local taxes. Federal taxes are not part of the analysis.

Similar to spending, the analysis includes only direct taxes. Direct revenue includes taxes that visitors pay to state and local governments directly. Examples include hotel/motel taxes paid on hotel rooms, and state and local sales taxes paid on retail purchases, including food and drinks. The direct tax revenue in this analysis was measured by current lodging, sales, and gambling taxes. In 2017, lodging taxes were revised to include tax revenue collected from both hotels and short-term rentals. The tax revenue at the 64-parish level was derived from spending, tax rates at the parish and state levels, personal income, wages and salaries, employment, and GDP.

Travel Indicators

Other tourism indicators in this analysis include total and leisure employment, hotel capacity and demand, convention roomnights, airport capacity and passengers, casino activity, and visitation at state parks, state historic sites, and welcome centers. When considering measures of activity at casinos, state parks, state historic sites, and welcome centers, all sites were included, despite their availability during the timeframe of the analysis. New facilities, and those closed, are analyzed since an opening or closure is considered a measurement of tourism activity. In addition, hotel demand, as measured by STR, does not include casino hotels. Therefore, there is more hotel activity in the state than presented in this analysis

All travel indicators are analyzed based on ratios to present a comparison among all factors. This methodology allows for an evaluation among several statistics that are defined by different measurement units. This analysis is available for all areas and the state as a whole. For smaller markets, other indicators of tourism and economic activity are included. The growth of each indicator is estimated as a ratio of current estimates over monthly figures recorded during the same month from January through December 2015. Each graph contains the annual average of each indicator's ratio presented by area. These indicators are essential for measuring the growth of the tourism industry as a whole. Although total visitation and spending have increased substantially over many years, other tourism indicators have just started to experience substantial growth in recent years or have maintained a decreasing trend.

Summary of Results

It is important to note that all historical spending figures presented throughout the report are not adjusted for inflation. Although the growth in visitor spending can be credited to visitors staying longer and spending more money, the increment can also be partially attributed to higher costs.

It is also important to note that all projections presented in this analysis include both domestic and international visitation. In addition, the economic activity measured by spending, earnings, employment, and taxes includes only the direct activity; therefore, the indirect and induced effect generated by visitors is not included. When available, comparisons are offered with results from the same period in prior years. Totals in some tables may not add up due to rounding.

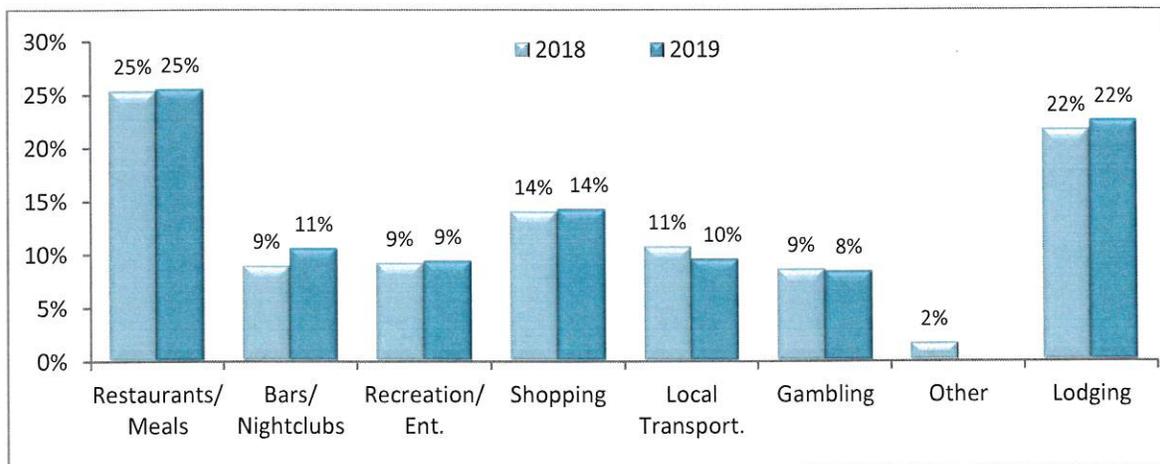
Table 2: Louisiana Direct Earnings

Spending Category (Millions)	2017	2018	2019	Growth 19/18
Restaurants/Meals	\$1,498	\$1,200	\$1,163	-3%
Bars/Nightclubs	\$509	\$423	\$482	14%
Recreation/Entertainment	\$398	\$435	\$427	-2%
Shopping	\$546	\$663	\$649	-2%
Local Transportation	\$422	\$508	\$436	-14%
Gambling	\$285	\$407	\$383	-6%
Other	\$21	\$77	-	-
Lodging	\$844	\$1,026	\$1,025	0%
Total	\$4,522	\$4,738	\$4,565	-4%

Spending figures are not adjusted for inflation.

- Direct Earnings are defined as the compensation of employees plus the net earnings of sole proprietors and partnerships. Direct earnings are created or supported by visitor spending across different employment industries, including non-tourism related sectors. This definition differs from government income statistics in that the latter includes only people who work in the leisure and hospitality industry. Direct earnings, or labor income, were estimated from direct visitor expenditures along with the most recent IMPLAN economic multipliers.
- Direct earnings generated by visitor spending accounted for \$4.6 billion during 2019, a decrease of 4% from the prior year (\$4.7 billion). Bars/nightclubs (14%) accounted for the only growth in earnings.

Figure 2: Louisiana Direct Earnings (Proportions)



- Proportionally, most direct earnings were generated by spending on restaurants/meals (25%), lodging (22%), and shopping (14%). Most spending categories were proportionally unchanged compared to the prior year, except for bars/nightclubs which increased modestly, and local transportation which decreased slightly.

Table 4: Louisiana Direct State and Local Tax Revenue

Government and Tax (Millions)	2017	2018	2019	Growth 19/18
State Taxes				
Sales Taxes	\$384	\$393	\$363	-8%
Lodging Taxes	\$183	\$188	\$186	-1%
Gambling Taxes	\$301	\$320	\$306	-4%
Total State Taxes	\$868	\$901	\$855	-5%
Local Taxes				
Sales Taxes	\$371	\$399	\$393	-2%
Lodging Taxes	\$147	\$150	\$149	-1%
Total Local Taxes	\$519	\$549	\$542	-1%
Total Governmental Revenue	\$1,387	\$1,450	\$1,397	-4%

Spending figures are not adjusted for inflation.

- Table 4 includes the direct tax revenue generated by Louisiana visitors. Federal taxes or indirect taxes are not part of this analysis. The direct revenue for state and local governments includes taxes that visitors pay to state and local governments directly. Examples include hotel/motel taxes paid on hotel rooms, and state and local sales taxes paid on retail purchases, including food and drinks. The direct tax revenue in this analysis is measured by current lodging, sales, and gambling taxes. In 2017, lodging taxes were revised to include tax revenue collected from both hotels and short-term rentals. In addition, state sales tax rates were revised during 2018 to reflect the decrease that took place at mid-year.
- In 2019, state taxes contributed directly by visitors reached \$855 million, a decrease of 5% from the figure reported in 2018 (\$901 million). Local taxes decreased 1.4% to \$542 million from \$549 million reported in 2018. In total, visitors directly contributed approximately \$1.4 billion in tax revenue for state and local governments, a 3.7% decrease from the figure reported in 2018 (\$1.45 billion).
- The moderate decrease of state taxes in 2019 compared to changes between 2017 and 2018 partially reflects the removal of over half (0.55%) of the 1% sales tax increase implemented during 2016.

Metropolitan Statistical Areas

Table 5: Direct Spending by Metropolitan Area (Domestic and Foreign Visitors)

Metropolitan Statistical Area	Spending (Millions)			
	2017	2018	2019	GR*
New Orleans-Metairie (MSA)	\$7,505	\$8,314	\$8,107	-2%
Baton Rouge (MSA)	\$1,265	\$1,289	\$1,314	2%
Houma-Thibodaux (MSA)	\$247	\$253	\$251	-1%
Lafayette (MSA)	\$620	\$632	\$654	4%
Lake Charles (MSA)	\$746	\$760	\$712	-6%
Alexandria (MSA)	\$159	\$165	\$179	9%
Shreveport-Bossier City (MSA)	\$1,073	\$1,101	\$1,099	0%
Monroe (MSA)	\$227	\$236	\$247	5%
Hammond (MSA)	\$139	\$145	\$161	11%
Total State	\$11,980	\$12,895	\$12,724	-1%

*Growth rate. Spending figures are not adjusted for inflation.

- The New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the largest visitor spending figures during 2019 at \$8.1 billion and \$1.3 billion, respectively. The metropolitan areas that displayed growth include Hammond (11%), Alexandria (9%), Monroe (5%), Lafayette (4%), and Baton Rouge (2%). Lake Charles (-6%) experienced the largest decrease in visitor spending during 2019.

Table 6: Direct Employment and Earnings by Metropolitan Area

Metropolitan Statistical Area	Earnings (Millions)				Employment (Thousands)			
	2017	2018	2019	GR*	2017	2018	2019	GR*
New Orleans-Metairie (MSA)	\$2,833	\$3,055	\$2,908	-5%	106.8	112.1	105.4	-6%
Baton Rouge (MSA)	\$477	\$474	\$471	-1%	18.0	17.4	17.1	-2%
Houma-Thibodaux (MSA)	\$93	\$93	\$90	-3%	3.5	3.4	3.3	-4%
Lafayette (MSA)	\$234	\$232	\$235	1%	8.8	8.5	8.5	0%
Lake Charles (MSA)	\$282	\$279	\$255	-9%	10.6	10.2	9.2	-10%
Alexandria (MSA)	\$60	\$61	\$64	6%	2.3	2.2	2.3	5%
Shreveport-Bossier City (MSA)	\$405	\$404	\$394	-3%	15.3	14.8	14.3	-4%
Monroe (MSA)	\$86	\$87	\$88	2%	3.2	3.2	3.2	1%
Hammond (MSA)	\$52	\$53	\$58	9%	2.0	1.9	2.1	7%
Total State	\$4,522	\$4,738	\$4,565	-4%	170.4	173.8	165.4	-5%

*Growth rate. Spending figures are not adjusted for inflation.

- Visitor spending in New Orleans created \$2.9 billion in direct earnings and over 105,000 direct jobs, the largest fraction among metro areas, followed by Baton Rouge at \$471 million direct earnings and more than 17,000 direct jobs. Shreveport contributed another \$394 million in direct earnings and about 14,300 direct jobs. Lake Charles and Lafayette generated \$255 million and \$235 million in direct earnings, respectively, and more than 8,000 direct jobs each.

Table 7: Direct State and Local Tax Revenue by Metropolitan Area

Metropolitan Statistical Area	State Taxes (Millions)				Local Taxes (Millions)			
	2017	2018	2019	GR*	2017	2018	2019	GR*
New Orleans-Metairie (MSA)	\$449	\$475	\$442	-7%	\$360	\$390	\$381	-2%
Baton Rouge (MSA)	\$119	\$120	\$118	-2%	\$45	\$45	\$46	2%
Houma-Thibodaux (MSA)	\$23	\$24	\$23	-4%	\$9	\$9	\$9	-1%
Lafayette (MSA)	\$58	\$59	\$59	0%	\$22	\$22	\$23	4%
Lake Charles (MSA)	\$70	\$71	\$64	-10%	\$27	\$26	\$25	-6%
Alexandria (MSA)	\$15	\$15	\$16	5%	\$6	\$6	\$6	9%
Shreveport-Bossier City (MSA)	\$101	\$102	\$98	-4%	\$38	\$38	\$38	0%
Monroe (MSA)	\$21	\$22	\$22	1%	\$8	\$8	\$9	5%
Hammond (MSA)	\$13	\$13	\$14	7%	\$5	\$5	\$6	12%
Total State	\$868	\$901	\$855	-5%	\$519	\$549	\$542	-1%

*Growth rate. Spending figures are not adjusted for inflation.

- In terms of government revenue generated by visitor spending, the top areas include New Orleans which generated \$442 million in direct state taxes and \$381 million in direct local taxes, followed by Baton Rouge at \$118 million in direct state taxes and \$46 million in direct local taxes. The next metro areas include Shreveport at \$98 million in direct state taxes and \$38 million in direct local taxes, while Lake Charles and Lafayette accounted for \$64 million and \$59 million in direct state taxes and \$25 million and \$23 million in direct local taxes, respectively.

Parishes

Table 8: Direct Spending, Earnings, and Employment by Parish

Parish	Spending (Millions)			Earnings (Millions)			Employment (Thousands)					
	2017	2018	2019	GR*	2017	2018	2019	GR*	2017	2018	2019	GR*
Acadia	\$27.52	\$28.72	\$30.88	8%	\$10.39	\$10.55	\$11.08	5%	0.39	0.39	0.40	4%
Allen	\$13.22	\$9.99	\$9.51	-5%	\$4.99	\$3.67	\$3.41	-7%	0.19	0.13	0.12	-8%
Ascension	\$156.14	\$164.49	\$169.60	3%	\$58.94	\$60.44	\$60.85	1%	2.22	2.22	2.20	-1%
Assumption	\$3.27	\$3.14	\$3.33	6%	\$1.24	\$1.15	\$1.20	4%	0.05	0.04	0.04	2%
Avoyelles	\$12.64	\$14.04	\$13.78	-2%	\$4.77	\$5.16	\$4.94	-4%	0.18	0.19	0.18	-5%
Beauregard	\$24.53	\$22.08	\$22.38	1%	\$9.26	\$8.11	\$8.03	-1%	0.35	0.30	0.29	-2%
Bienville	\$6.68	\$7.43	\$7.33	-1%	\$2.52	\$2.73	\$2.63	-4%	0.10	0.10	0.10	-5%
Bossier	\$379.58	\$386.80	\$362.07	-6%	\$143.28	\$142.13	\$129.89	-9%	5.40	5.21	4.71	-10%
Caddo	\$442.66	\$452.01	\$465.81	3%	\$167.09	\$166.09	\$167.11	1%	6.30	6.09	6.05	-1%
Calcasieu	\$641.87	\$662.68	\$617.32	-7%	\$242.29	\$243.50	\$221.46	-9%	9.13	8.93	8.02	-10%
Caldwell	\$0.86	\$0.85	\$0.88	3%	\$0.33	\$0.31	\$0.31	1%	0.01	0.01	0.01	-1%
Cameron	\$2.76	\$2.63	\$3.41	30%	\$1.04	\$0.96	\$1.23	27%	0.04	0.04	0.04	25%
Catahoula	\$1.88	\$2.02	\$4.07	102%	\$0.71	\$0.74	\$1.46	97%	0.03	0.03	0.05	95%
Claiborne	\$2.55	\$2.81	\$3.64	29%	\$0.96	\$1.03	\$1.31	26%	0.04	0.04	0.05	25%
Concordia	\$6.96	\$6.77	\$8.40	24%	\$2.63	\$2.49	\$3.01	21%	0.10	0.09	0.11	20%
De Soto	\$12.88	\$13.34	\$13.90	4%	\$4.86	\$4.90	\$4.99	2%	0.18	0.18	0.18	0%
East Baton Rouge	\$871.66	\$877.99	\$882.83	1%	\$329.03	\$322.62	\$316.71	-2%	12.40	11.84	11.47	-3%
East Carroll	\$2.07	\$1.83	\$1.92	5%	\$0.78	\$0.67	\$0.69	2%	0.03	0.02	0.03	1%
East Feliciana	\$5.35	\$4.97	\$5.34	7%	\$2.02	\$1.83	\$1.92	5%	0.08	0.07	0.07	4%
Evangeline	\$5.93	\$6.22	\$6.59	6%	\$2.24	\$2.29	\$2.36	3%	0.08	0.08	0.09	2%
Franklin	\$7.43	\$7.73	\$7.78	1%	\$2.80	\$2.84	\$2.79	-2%	0.11	0.10	0.10	-3%
Grant	\$0.77	\$0.77	\$0.83	7%	\$0.29	\$0.28	\$0.30	5%	0.01	0.01	0.01	3%
Iberia	\$40.64	\$43.82	\$45.41	4%	\$15.34	\$16.10	\$16.29	1%	0.58	0.59	0.59	0%
Iberville	\$26.05	\$26.46	\$25.73	-3%	\$9.83	\$9.72	\$9.23	-5%	0.37	0.36	0.33	-6%

Parish	Spending (Millions)			Earnings (Millions)			Employment (Thousands)					
	2017	2018	2019	GR*	2017	2018	2019	GR*	2017	2018	2019	GR*
Jackson	\$4.31	\$4.48	\$4.75	6%	\$1.63	\$1.65	\$1.71	3%	0.06	0.06	0.06	2%
Jefferson	\$1,615.94	\$1,760.87	\$1,747.16	-1%	\$609.97	\$647.04	\$626.79	-3%	22.99	23.74	22.71	-4%
Jefferson Davis	\$20.55	\$20.15	\$18.19	-10%	\$7.76	\$7.40	\$6.52	-12%	0.29	0.27	0.24	-13%
Lafayette	\$397.30	\$404.34	\$418.60	4%	\$149.97	\$148.58	\$150.17	1%	5.65	5.45	5.44	0%
Lafourche	\$74.54	\$78.07	\$80.62	3%	\$28.14	\$28.69	\$28.92	1%	1.06	1.05	1.05	0%
LaSalle	\$5.19	\$6.42	\$6.70	4%	\$1.96	\$2.36	\$2.40	2%	0.07	0.09	0.09	1%
Lincoln	\$79.14	\$84.66	\$85.15	1%	\$29.87	\$31.11	\$30.55	-2%	1.13	1.14	1.11	-3%
Livingston	\$107.79	\$115.25	\$123.13	7%	\$40.69	\$42.35	\$44.17	4%	1.53	1.55	1.60	3%
Madison	\$5.76	\$5.57	\$5.75	3%	\$2.18	\$2.05	\$2.06	1%	0.08	0.08	0.07	0%
Morehouse	\$9.63	\$9.32	\$9.29	0%	\$3.63	\$3.43	\$3.33	-3%	0.14	0.13	0.12	-4%
Natchitoches	\$104.39	\$105.15	\$109.89	5%	\$39.40	\$38.64	\$39.42	2%	1.48	1.42	1.43	1%
Orleans	\$4,877.79	\$5,469.16	\$5,312.32	-3%	\$1,841.23	\$2,009.67	\$1,905.79	-5%	69.38	73.72	69.04	-6%
Ouachita	\$180.27	\$188.70	\$198.32	5%	\$68.05	\$69.34	\$71.15	3%	2.56	2.54	2.58	1%
Plaquemines	\$49.44	\$52.85	\$49.39	-7%	\$18.66	\$19.42	\$17.72	-9%	0.70	0.71	0.64	-10%
Pointe Coupee	\$12.20	\$13.10	\$13.22	1%	\$4.61	\$4.81	\$4.74	-1%	0.17	0.18	0.17	-3%
Rapides	\$126.61	\$129.37	\$139.71	8%	\$47.79	\$47.54	\$50.12	5%	1.80	1.74	1.82	4%
Red River	\$5.40	\$6.39	\$6.05	-5%	\$2.04	\$2.35	\$2.17	-8%	0.08	0.09	0.08	-9%
Richland	\$7.49	\$7.47	\$7.83	5%	\$2.83	\$2.74	\$2.81	2%	0.11	0.10	0.10	1%
Sabine	\$8.71	\$11.68	\$13.21	13%	\$3.29	\$4.29	\$4.74	10%	0.12	0.16	0.17	9%
St. Bernard	\$59.13	\$66.85	\$63.04	-6%	\$22.32	\$24.56	\$22.62	-8%	0.84	0.90	0.82	-9%
St. Charles	\$59.65	\$69.40	\$67.61	-3%	\$22.51	\$25.50	\$24.25	-5%	0.85	0.94	0.88	-6%
St. Helena	\$0.93	\$0.93	\$1.00	7%	\$0.35	\$0.34	\$0.36	5%	0.01	0.01	0.01	3%
St. James	\$21.41	\$25.02	\$23.14	-8%	\$8.08	\$9.20	\$8.30	-10%	0.30	0.34	0.30	-11%
St. John the Baptist	\$70.91	\$74.52	\$72.67	-2%	\$26.77	\$27.38	\$26.07	-5%	1.01	1.00	0.94	-6%
St. Landry	\$55.18	\$56.83	\$58.92	4%	\$20.83	\$20.88	\$21.14	1%	0.78	0.77	0.77	0%
St. Martin	\$26.32	\$27.16	\$27.32	1%	\$9.93	\$9.98	\$9.80	-2%	0.37	0.37	0.36	-3%
St. Mary	\$44.80	\$42.18	\$42.28	0%	\$16.91	\$15.50	\$15.17	-2%	0.64	0.57	0.55	-3%
St. Tammany	\$750.79	\$795.57	\$771.42	-3%	\$283.40	\$292.34	\$276.75	-5%	10.68	10.72	10.03	-7%

Parish	Spending (Millions)			Earnings (Millions)			Employment (Thousands)			
	2017	2018	2019	2017	2018	2019	2017	2018	2019	GR*
Tangipahoa	\$138.87	\$144.60	\$161.06	\$52.42	\$53.13	\$57.78	1.98	1.95	2.09	7%
Tensas	\$0.51	\$0.51	\$0.54	\$0.19	\$0.19	\$0.19	0.01	0.01	0.01	3%
Terrebonne	\$168.72	\$172.02	\$167.37	\$63.69	\$63.21	\$60.04	2.40	2.32	2.18	-6%
Union	\$5.19	\$6.20	\$6.44	\$1.96	\$2.28	\$2.31	0.07	0.08	0.08	0%
Vermillion	\$22.13	\$22.63	\$24.22	\$8.35	\$8.32	\$8.69	0.31	0.31	0.31	3%
Vernon**	\$43.12	\$42.60	\$40.74	\$16.28	\$15.65	\$14.62	0.61	0.57	0.53	-8%
Washington	\$21.96	\$22.09	\$22.61	\$8.29	\$8.12	\$8.11	0.31	0.30	0.29	-1%
Webster	\$30.61	\$30.42	\$32.13	\$11.55	\$11.18	\$11.53	0.44	0.41	0.42	2%
West Baton Rouge	\$45.28	\$46.43	\$50.47	\$17.09	\$17.06	\$18.11	0.64	0.63	0.66	5%
West Carroll	\$3.13	\$3.03	\$2.99	\$1.18	\$1.11	\$1.07	0.04	0.04	0.04	-5%
West Feliciana	\$17.49	\$17.64	\$19.79	\$6.60	\$6.48	\$7.10	0.25	0.24	0.26	8%
Winn	\$5.06	\$5.50	\$5.79	\$1.91	\$2.02	\$2.08	0.07	0.07	0.08	1%
Total	\$11,980	\$12,895	\$12,724	\$4,522	\$4,738	\$4,565	170	174	165	-5%

*Growth rate. Spending figures are not adjusted for inflation.

**Effective July 2018, the LA Workforce Commission reassigned Vernon Parish from the Alexandria Region to the Lake Charles Region.

- The largest spending produced by visitors to each parish was attributed to Orleans (\$5.3 billion), Jefferson (\$1.7 billion), East Baton Rouge (\$882 million), St. Tammany (\$771 million), Calcasieu (\$617 million), Caddo (\$465 million), Lafayette (\$418 million), and Bossier (\$362 million). Those eight parishes also had the largest contribution of visitor economic activity in terms of direct earnings and direct employment.

Parish	State Taxes (Millions)			Local Taxes (Millions)		
	2017	2018	2019	2017	2018	2019
Jackson	\$0.40	\$0.42	\$0.43	\$0.15	\$0.16	\$0.17
Jefferson	\$96.67	\$100.53	\$95.24	\$77.44	\$82.57	\$82.03
Jefferson Davis	\$1.93	\$1.87	\$1.63	\$0.73	\$0.70	\$0.63
Lafayette	\$37.24	\$37.60	\$37.48	\$14.12	\$14.07	\$14.59
Lafourche	\$6.99	\$7.26	\$7.22	\$2.65	\$2.72	\$2.81
LaSalle	\$0.49	\$0.60	\$0.60	\$0.18	\$0.22	\$0.23
Lincoln	\$7.42	\$7.87	\$7.62	\$2.81	\$2.95	\$2.97
Livingston	\$10.10	\$10.72	\$11.03	\$3.83	\$4.01	\$4.29
Madison	\$0.54	\$0.52	\$0.52	\$0.20	\$0.19	\$0.20
Morehouse	\$0.90	\$0.87	\$0.83	\$0.34	\$0.32	\$0.32
Natchitoches	\$9.79	\$9.78	\$9.84	\$3.71	\$3.66	\$3.83
Orleans	\$291.79	\$312.24	\$289.57	\$233.76	\$256.47	\$249.43
Ouachita	\$16.90	\$17.55	\$17.76	\$6.41	\$6.57	\$6.91
Plaquemines	\$2.96	\$3.02	\$2.69	\$2.37	\$2.48	\$2.32
Pointe Coupee	\$1.14	\$1.22	\$1.18	\$0.43	\$0.46	\$0.46
Rapides	\$11.87	\$12.03	\$12.51	\$4.50	\$4.50	\$4.87
Red River	\$0.51	\$0.59	\$0.54	\$0.19	\$0.22	\$0.21
Richland	\$0.70	\$0.69	\$0.70	\$0.27	\$0.26	\$0.27
Sabine	\$0.82	\$1.09	\$1.18	\$0.31	\$0.41	\$0.46
St. Bernard	\$3.54	\$3.82	\$3.44	\$2.83	\$3.13	\$2.96
St. Charles	\$3.57	\$3.96	\$3.69	\$2.86	\$3.25	\$3.17
St. Helena	\$0.09	\$0.09	\$0.09	\$0.03	\$0.03	\$0.03
St. James	\$1.28	\$1.43	\$1.26	\$1.03	\$1.17	\$1.09
St. John the Baptist	\$4.24	\$4.25	\$3.96	\$3.40	\$3.49	\$3.41
St. Landry	\$5.17	\$5.28	\$5.28	\$1.96	\$1.98	\$2.05
St. Martin	\$2.47	\$2.53	\$2.45	\$0.94	\$0.95	\$0.95
St. Mary	\$4.20	\$3.92	\$3.79	\$1.59	\$1.47	\$1.47
St. Tammany	\$44.91	\$45.42	\$42.05	\$35.98	\$37.31	\$36.22

Parish	State Taxes (Millions)			Local Taxes (Millions)			
	2017	2018	2019	2017	2018	2019	
						GR*	
Tangipahoa	\$13.02	\$13.45	\$14.42	\$4.94	\$5.03	\$5.61	12%
Tensas	\$0.05	\$0.05	\$0.05	\$0.02	\$0.02	\$0.02	7%
Terrebonne	\$15.82	\$16.00	\$14.99	\$6.00	\$5.99	\$5.83	-3%
Union	\$0.49	\$0.58	\$0.58	\$0.18	\$0.22	\$0.22	4%
Vermilion	\$2.07	\$2.10	\$2.17	\$0.79	\$0.79	\$0.84	7%
Vernon	\$4.04	\$3.96	\$3.65	\$1.53	\$1.48	\$1.42	-4%
Washington	\$2.06	\$2.05	\$2.02	\$0.78	\$0.77	\$0.79	2%
Webster	\$2.87	\$2.83	\$2.88	\$1.09	\$1.06	\$1.12	6%
West Baton Rouge	\$4.24	\$4.32	\$4.52	\$1.61	\$1.62	\$1.76	9%
West Carroll	\$0.29	\$0.28	\$0.27	\$0.11	\$0.11	\$0.10	-1%
West Feliciana	\$1.64	\$1.64	\$1.77	\$0.62	\$0.61	\$0.69	12%
Winn	\$0.47	\$0.51	\$0.52	\$0.18	\$0.19	\$0.20	5%
Total	\$868	\$901	\$855	\$519	\$549	\$542	-1%

*Growth rate. Spending figures are not adjusted for inflation.

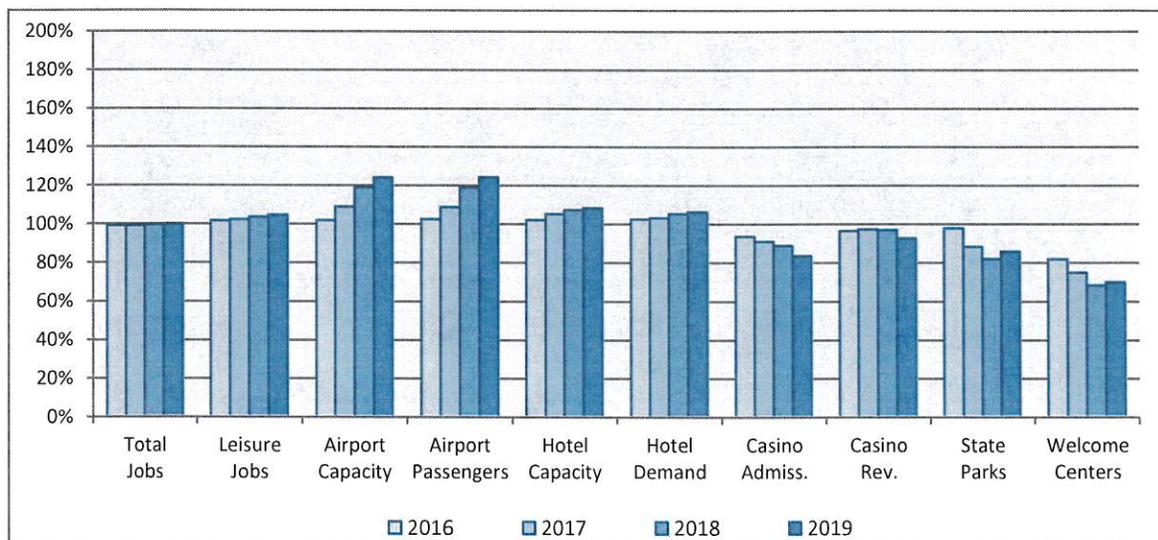
- In terms of total government revenue (state and local taxes), the largest revenue was generated by visitors to Orleans (\$539 million), Jefferson (\$177 million), East Baton Rouge (\$110 million), St. Tammany (\$78 million), Calcasieu (\$77 million), Caddo (\$58 million), Lafayette (\$52 million), and Bossier (\$45 million) parishes.

Travel Indicators

The following section summarizes key tourism or travel indicators by major metropolitan areas. The growth of each indicator is estimated as a ratio of monthly figures recorded during the calendar year 2015. These indicators are essential for measuring the growth of the tourism industry as a whole. Although total visitation and spending have increased steadily, other tourism indicators have moved at different paces or in different directions.

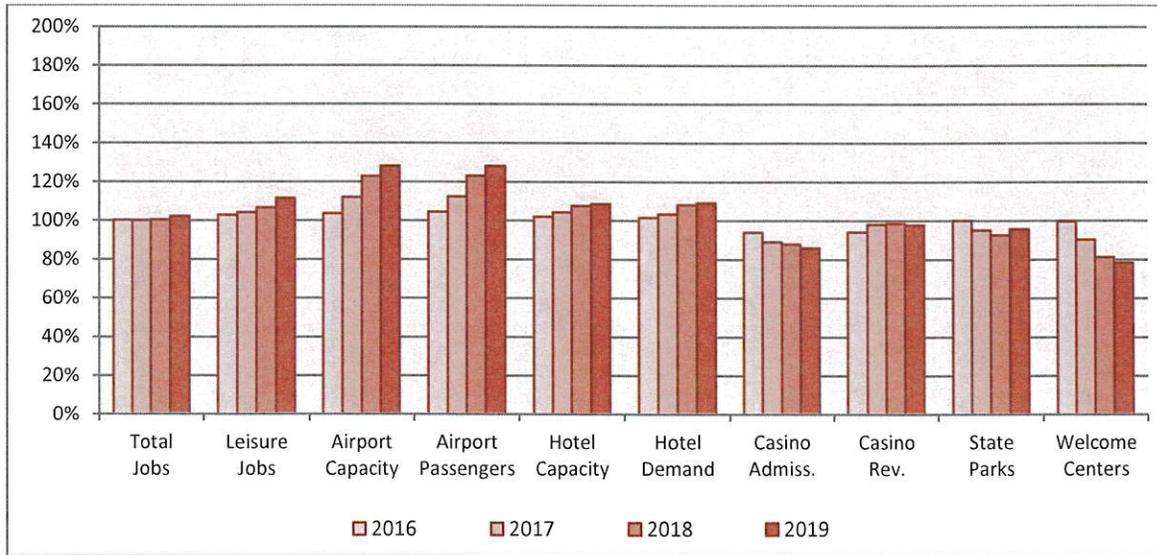
The travel indicators include employment, activity at airports, hotels, and casinos, and visitation to state parks and welcome centers. Employment is comprised of total nonfarm and leisure employment, as defined by the BLS. Airport activity is measured by the number of passengers boarding an aircraft (enplanements) and daily airplane seat capacity. Hotel capacity includes the number of rooms available, while hotel demand indicates the number of rooms sold or rented per night (roomnights). Casino activity is measured by admissions and revenue, while state parks and welcome centers are measured by total visitation. Statistics for State Parks include visitors to State Historic Sites.

Figure 4: Louisiana Travel Indicators



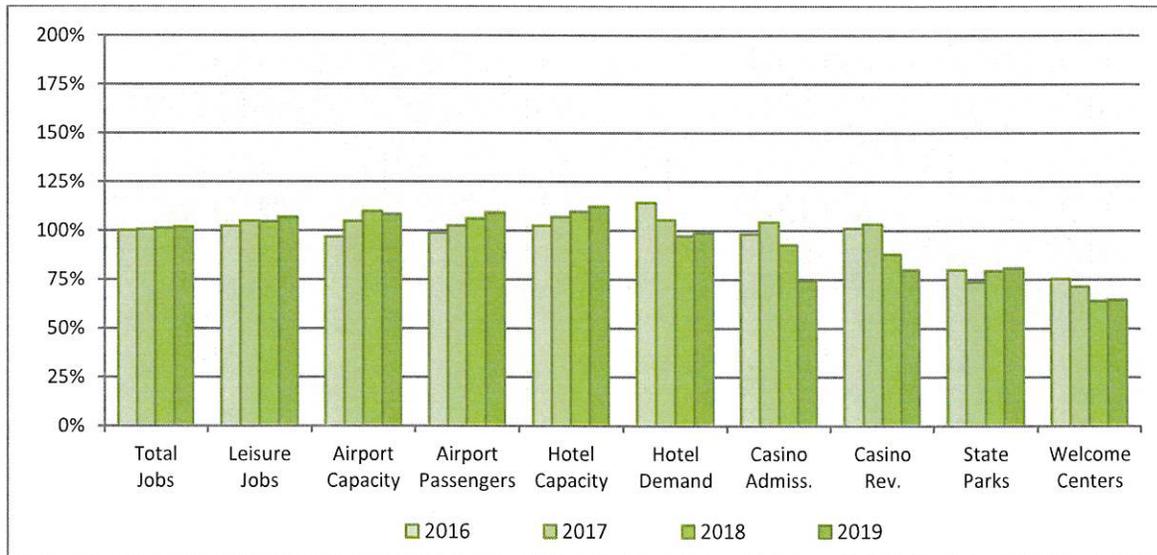
- During 2019, total jobs were almost stagnant, increasing slightly to 100% from 99% reported in 2018. Leisure employment increased modestly from 103% to 104%. Leisure employment continues to moderately exceed total jobs in terms of growth rate. Airport capacity and passengers have both grown substantially from 119% reported in 2018 to 124%. During 2019, hotel capacity and demand continue to grow steadily, reaching 108% and 106%, respectively.
- Casino activity measured by admissions and revenue displayed an overall decrease. In 2019, admissions decreased to 83% from 89% reported in 2018, while revenue decreased to 93% from 97%. Unlike previous years, visitation to state parks and welcome centers both increased slightly to 86% and 70%, respectively. It is important to note that state parks, and welcome centers have opened or closed over the last four years.

Figure 5: New Orleans Travel Indicators



- In 2019, the New Orleans area's total jobs grew slightly, while leisure employment has maintained a steadier growth. Airport indicators show continuous growth, while the growth of hotel capacity and demand has started to flatten. Visitation to casinos and welcome centers continued to decrease, while casino revenue has remained stable. State parks visitation increased slightly in 2019.

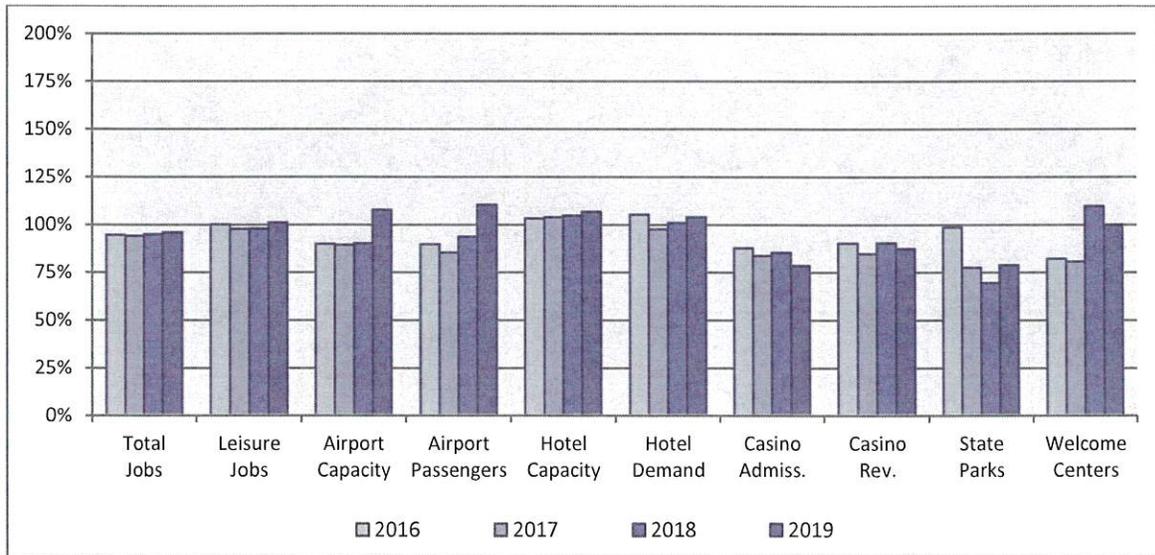
Figure 6: Baton Rouge Travel Indicators



Includes Tangipahoa parish

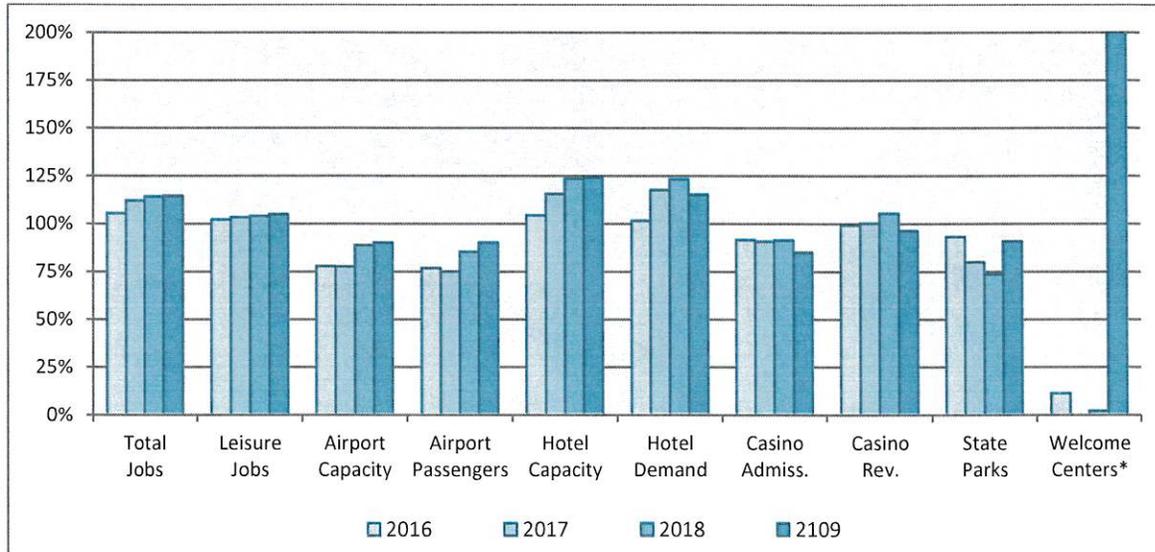
- Total and leisure employment in the Baton Rouge area grew slightly from last year. Airport capacity decreased, but the number of passengers continued to grow in 2019. Hotel capacity and demand grew from the prior year, but demand remains lower than capacity. Casino admissions and revenues continued to decrease. Visitation to state parks and welcome centers increased slightly.

Figure 7: Lafayette Travel Indicators



- Lafayette area total jobs and leisure employment increased slightly. Leisure jobs continued to outpace total jobs. Airport capacity and passengers both increased substantially. Hotel capacity and demand maintained an overall slow-growth trend, while casinos and welcome centers decreased from the previous year. Visitation to state parks increased moderately.

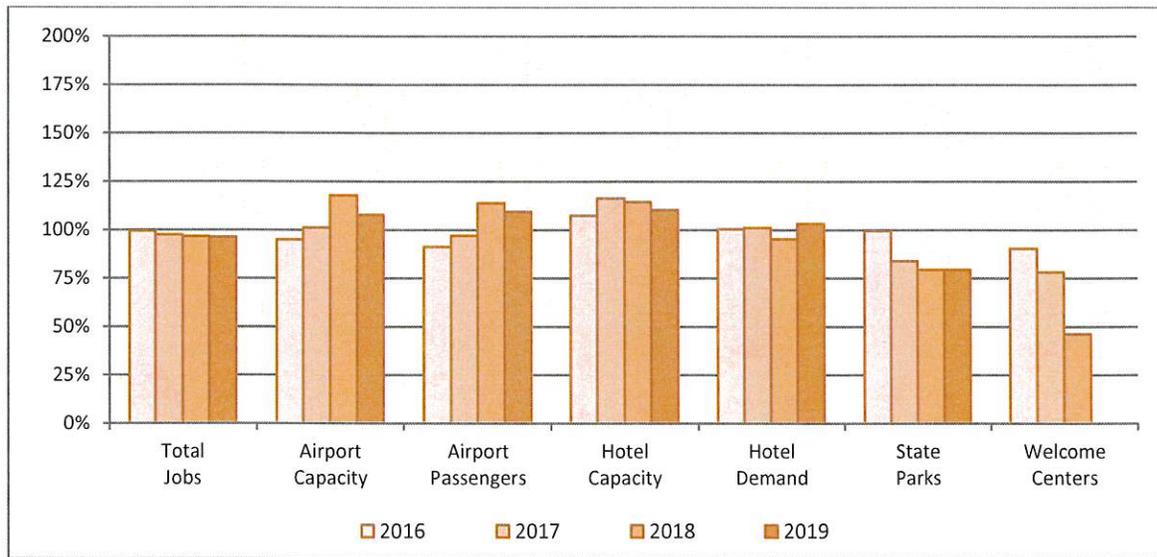
Figure 8: Lake Charles Travel Indicators



*Vinton Welcome Center had been closed since July 2015 and it started to partially open in May/June 2019.

- Total and leisure employment in the Lake Charles area have been stagnant for the past three years. In this area, total jobs have grown faster than leisure jobs. In 2019, airport capacity and passengers indicated an upward trend. Hotel capacity increased slightly but demand decreased. Casino admissions and revenue decreased, while visitation to state parks increased substantially. During mid-2019, Vinton welcome center reopened after closing in 2015 for reconstruction, which explains the spike in 2019 welcome centers visitation.

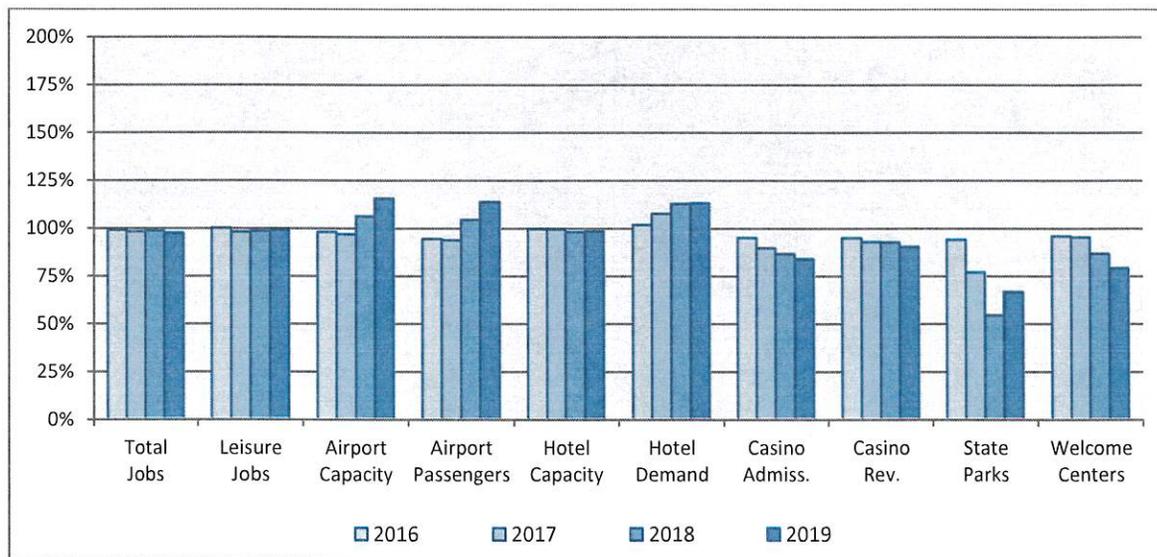
Figure 9: Alexandria Travel Indicators



Vidalia & Alexandria I-49 Welcome Centers closed permanently in March/April 2018.

- During 2019, the Alexandria area experienced a slight decrease in total employment, airport capacity and passengers, and hotel capacity. Hotel demand increased substantially and visitation to state parks remained unchanged. The welcome centers permanently closed in the Alexandria area during 2018.

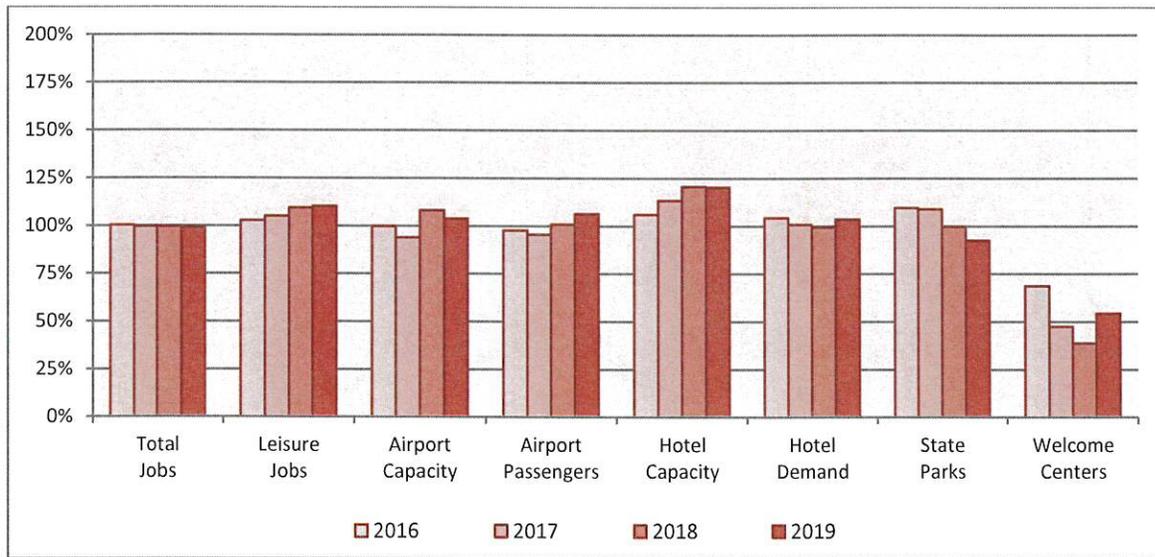
Figure 10: Shreveport Travel Indicators



Hodges Gardens State Park closed in late 2017.

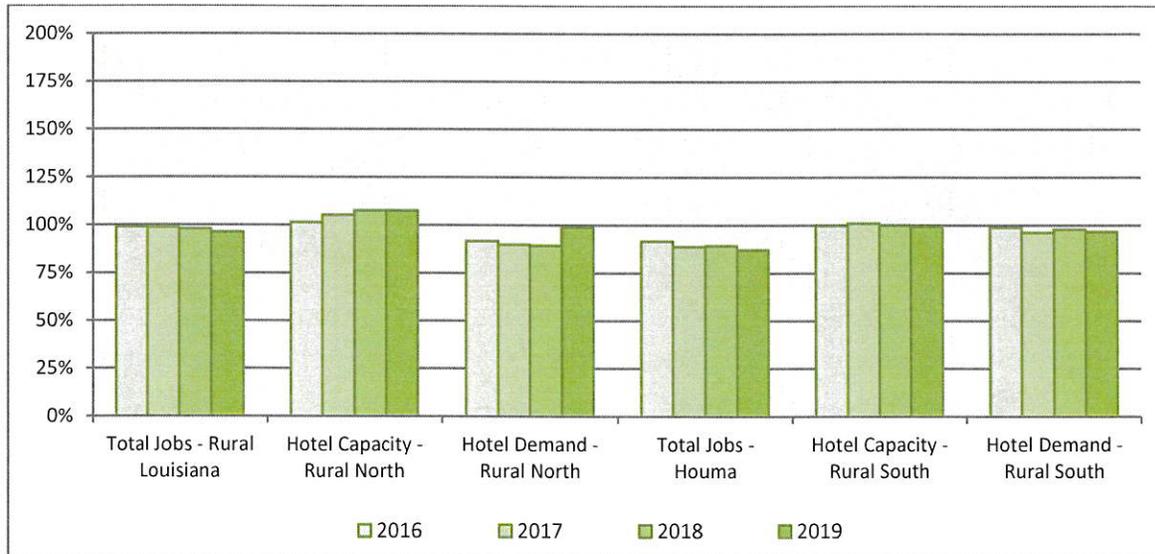
- Similar to previous years, total and leisure jobs in the Shreveport area remained comparable in terms of growth. Airport capacity and passengers both increased substantially in 2019, while hotel capacity and demand remained unchanged. Activity at casinos and welcome centers continued to decrease, while visitation to state parks increased substantially.

Figure 11: Monroe Travel Indicators



- Total employment in the Monroe area remained unchanged for the past three years, while leisure jobs continued to grow. In 2019, airport capacity decreased while passengers’ activity maintained an upward trend. Hotel capacity and demand continued to grow moderately. Visitation to state parks continued to decrease, while welcome centers increased noticeably.

Figure 12: Other Areas Travel Indicators



- Total jobs for non-metropolitan areas in the north of Louisiana decreased slightly. During 2019, hotel capacity in the same areas remained unchanged, while demand increased considerably.
- Total employment in the Houma area decreased slightly from the prior year. In the rural southern part of Louisiana, hotel activity was stable.

Appendix A

Sources

Airport Capacity:

- Bureau of Transportation Statistics
- UNO Hospitality Research Center

Airport Passengers:

- Louis Armstrong Airport
- Louisiana Department of Culture, Recreation and Tourism (CRT)

Casino Admissions, Revenue, and Taxes:

- Louisiana Gaming Control Board

Convention Roomnights:

- New Orleans Convention & Visitors Bureau
- Visit Baton Rouge
- Lafayette Convention and Visitors Commission
- Lake Charles Convention & Visitors Bureau
- Shreveport-Bossier Convention & Tourist Bureau
- UNO Hospitality Research Center

Employment, Wages and Salaries, Personal Income, and GDP:

- United States Bureau of Labor Statistics (BLS)
- United States Department of Commerce, Bureau of Economic Analysis (BEA)
- Louisiana Workforce Commission (LaWorks)
- UNO Hospitality Research Center

Hotel Room Capacity, Demand (Room nights Sold), and Room rate:

- Smith Travel Research (STR)

Hotel Roomnights by Purpose (New Orleans):

- Hotelier Survey, Greater New Orleans Hotel and Lodging Association
- Smith Travel Research (STR)
- UNO Hospitality Research Center

International Visitors:

- Louisiana Department of Culture, Recreation and Tourism (CRT)
- Hotelier Survey, Greater New Orleans Hotel and Lodging Association
- UNO Hospitality Research Center

Population Estimates and Characteristics:

- United States Census Bureau
- UNO Hospitality Research Center

Taxes:

- Louisiana Department of Revenue
- State of Louisiana Division of Administration
- Louisiana Department of Culture, Recreation and Tourism (CRT)
- UNO Hospitality Research Center

Visitation to State Historic Sites, State Parks, and Welcome Centers:

- Louisiana Department of Culture, Recreation and Tourism (CRT)
- National Park Services

Visitor Type, Travel Decisions, and Primary Purpose:

- LUCID survey data files
- UNO Hospitality Research Center

Visitor Spending Type:

- LUCID survey data files
- UNO Hospitality Research Center

Cover Pictures:

- Louisiana Department of Culture, Recreation and Tourism (CRT)

Appendix B

Definitions of Key Terms

Visitor: Any person who comes temporarily to a specific area within the state of Louisiana and lives outside the travel destination. The term traveler is used as a synonym, while “tourist” is not used as readers might not be aware that business travelers or meeting attendees are also tourists.

Domestic Visitor: A resident of the U.S. who travels to places outside his/her usual environment.

Foreign Visitor: A resident of a foreign country who travels to the U.S.

Overnight Visitor: Any visitor who spends at least one night in Louisiana.

Daytripper: Any visitor who does not stay overnight in Louisiana.

Short Term Visitor: Any visitor who stays in Louisiana for up to 15 days.

Long Term Visitor: Any visitor who stays in Louisiana for 16 days or more.

Association, Convention, Trade Show, and Corporate Meeting Visitor: A visitor who indicates that the primary purpose of the visit is to attend a gathering such as a convention, trade show, exposition, or corporate meeting.

Business Visitor: A visitor who indicates that the primary purpose of the visit is to conduct business in the New Orleans Metro Area.

Leisure Visitor: A visitor who indicates that the primary purpose of the visit is to vacation, visit friends and relatives, attend a special event, go to a sporting event, shop, dine out, gamble, or for entertainment. Visitors who pass through are also categorized as leisure visitors.

Valid Cases: Represent the number of responses to a particular question.

Percentage: Represents the number of times an event occurred in an experiment or study. It is estimated by dividing the number of responses in a particular category over the valid cases.

Percent of Cases: Indicate the percentage of *respondents* who select each category for a given question. It adds up to over 100% since each respondent can select more than one category.

Mean: The mean is a measure of central tendency that indicates the most representative score in a group. The arithmetic mean, often called average, is the sum of all scores divided by the number of scores. For example, if the scores are 1, 3, 4, 6, 9, the mean would be 4.6.

Median: The median is also a measure of central tendency that indicates the most representative score in a group. The median is helpful when the mean does not make sense (e.g., average party size of 3.1 or average number of kids of 2.5), or when the mean is affected by extreme scores or outliers. The median is the number that lies at the midpoint of a distribution. It divides the distribution of scores ranked from lowest to highest into two equal halves. For example, if the scores are 2, 3, 5, 7, 8, the median would be 5, with two scores above and two scores below.