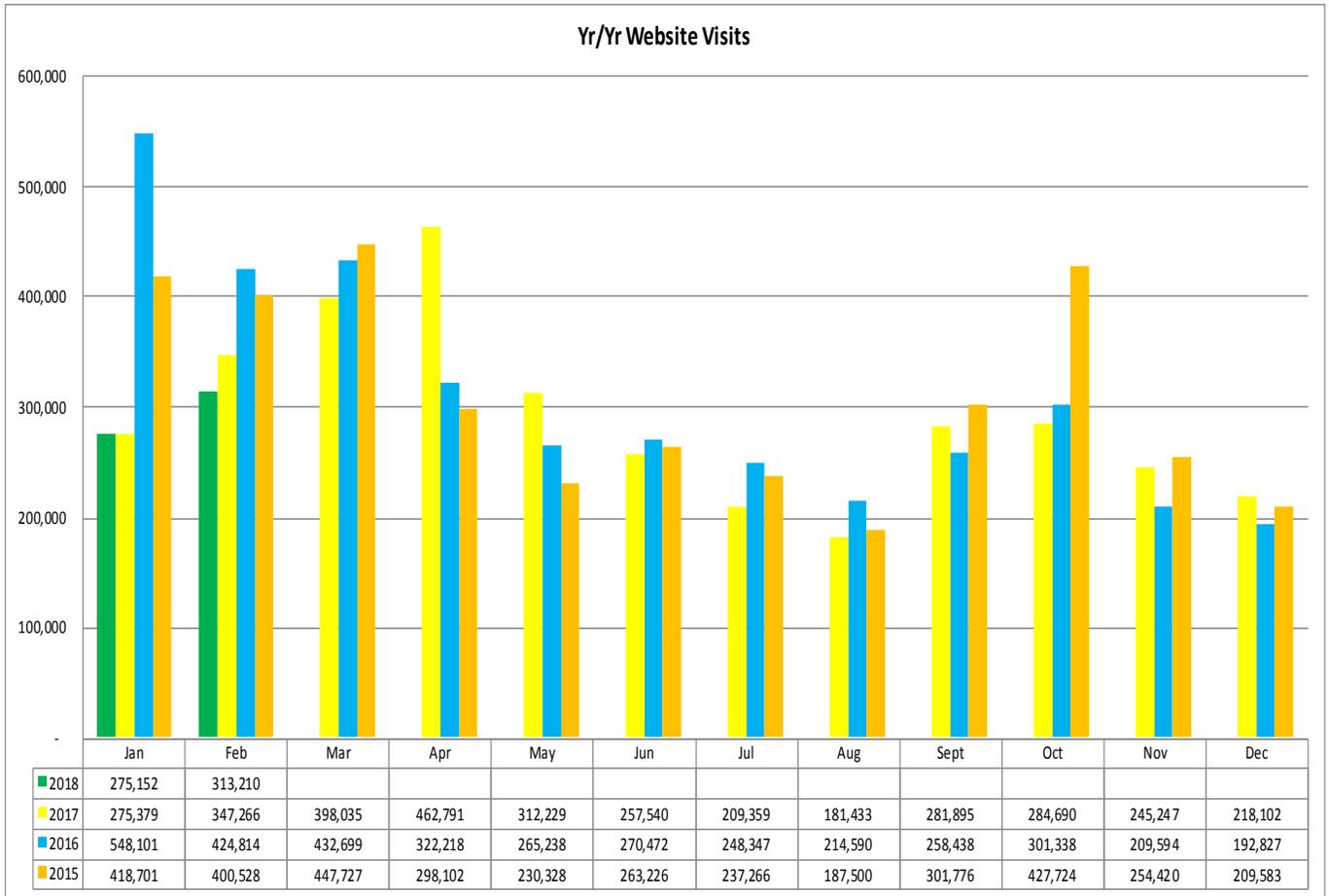




LouisianaTravel.com

TOURISM INDUSTRY INDICATORS
 MARCH 2018 MONTHLY TRACKING DASHBOARD
 Produced by the Louisiana Office of Tourism

LOUISIANATRAVEL.COM



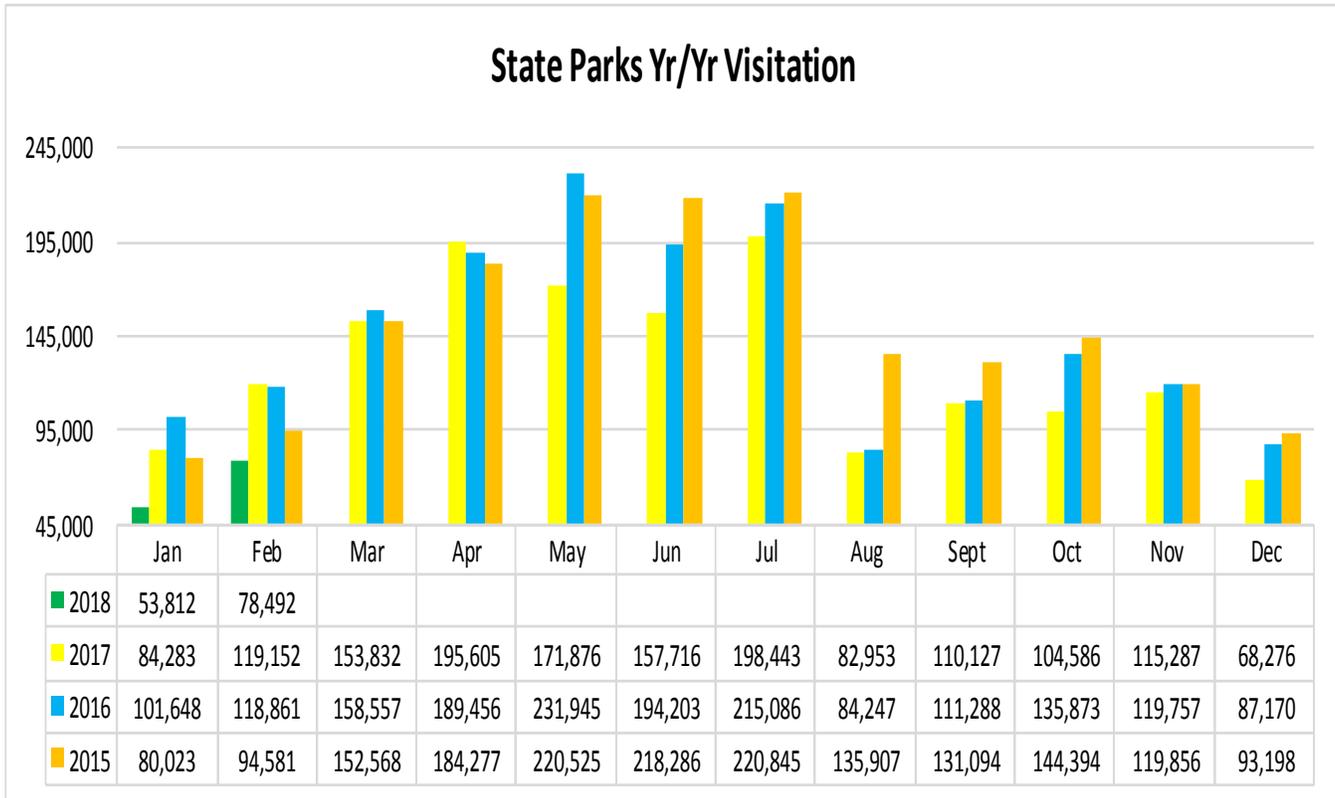
LouisianaTravel.com website showed a decrease of 9.8 percent in total web visits in February 2018 over February 2017.

Signals of Intent to Travel	Feb-18	Feb-17	Feb-16	Feb-15
Order a Guide	3,756	3,436	4,558	4,742
Visit Virtual Welcome Center	1,618	1,377	1,729	845
eNewsletter Sign Up	175	204	248	310
All Guide Downloads	1,186	286	477	336

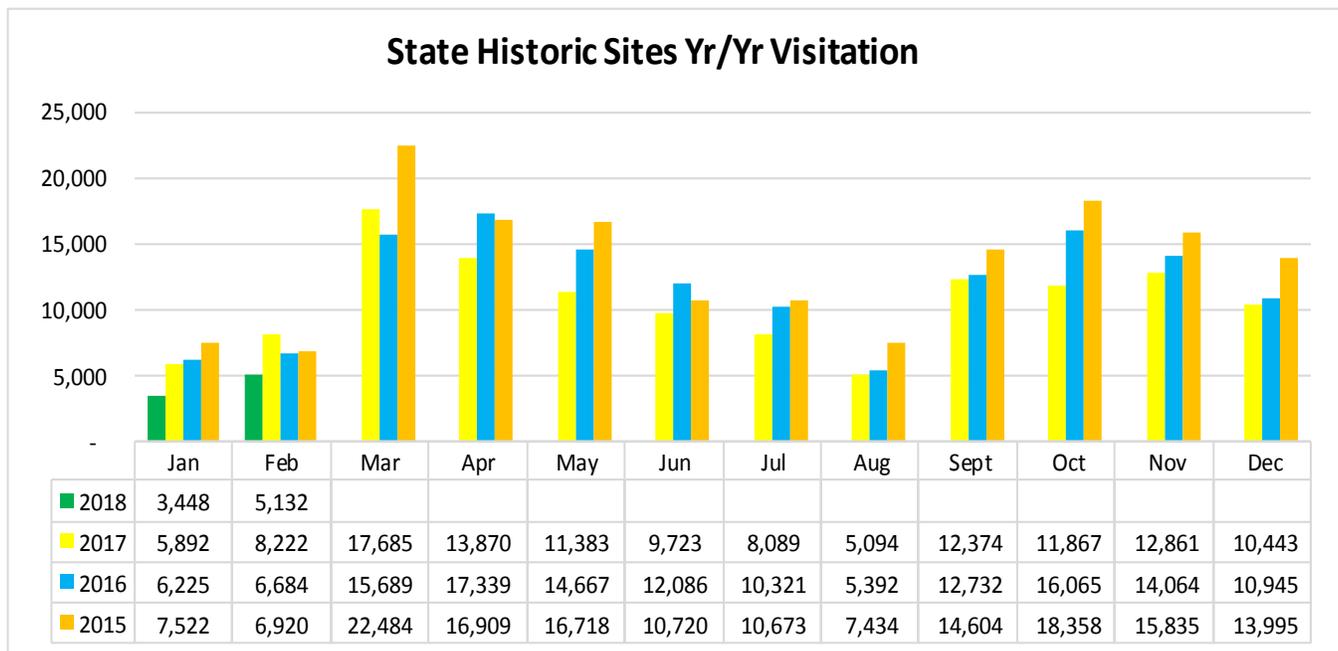
Source: Google Analytics

For more information on individual stats, visit <http://www.crt.state.la.us/tourism/louisiana-research/index> or contact Lynne Coxwell at lcoxwell@crt.la.gov or 225.342.2876.

STATE PARKS



STATE HISTORIC SITES

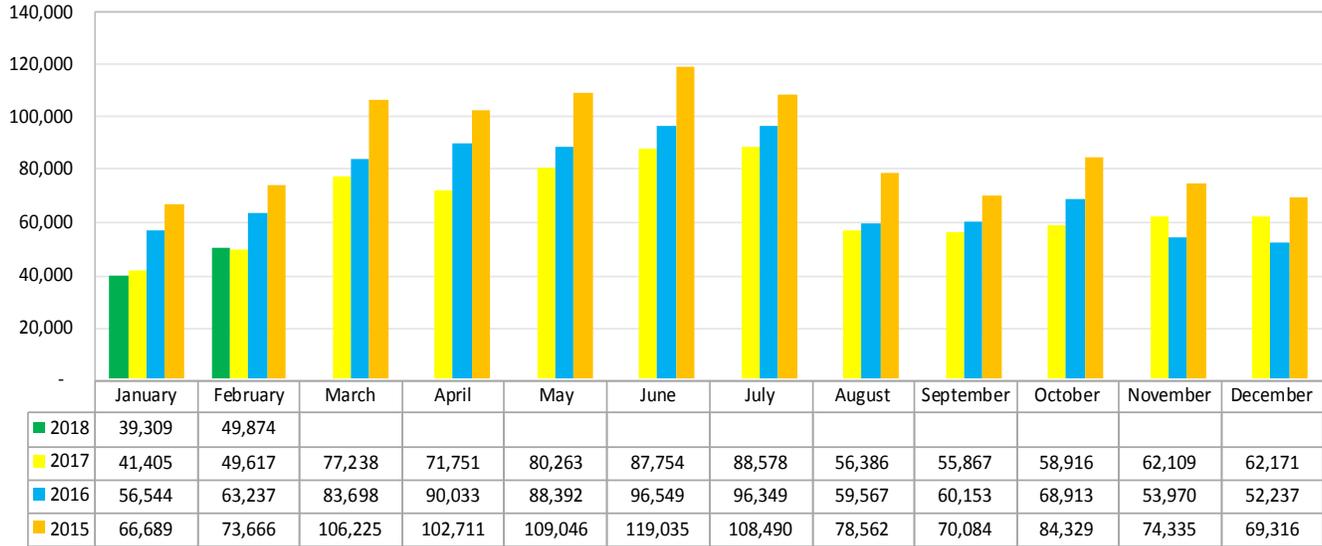


Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at lwells@crt.la.gov or at 225.342.9519

WELCOME CENTERS

Welcome Centers Yr/Yr Visitation



Statewide welcome centers had a slight increase of 0.5 percent in visitation in February 2018 over February 2017. Note: Vinton Welcome Center remains closed for reconstruction.

Welcome Centers Visitor Totals

International - Feb 2018	
Canada*	1,837
Mexico	828
United Kingdom	510
France	362
Germany	193

States** - Feb 2018	
Texas	6,606
Mississippi	4,784
Florida	3,346
Alabama	2,945
Georgia	1,608

Cities** - Feb 2018	
Pensacola, FL	753
Mobile, AL	493
Houston, TX	489
Heidelberg, MS	411
Dallas, TX	355

International Jan - Feb 2018	
Canada*	3,547
Mexico	1,664
United Kingdom	627
France	555
Australia	354

States** Jan - Feb 2018	
Texas	13,149
Mississippi	8,419
Florida	5,697
Alabama	5,531
Georgia	2,474

Cities** Jan - Feb 2018	
Houston, TX	1,133
Mobile, AL	1,071
Pensacola, FL	986
Dallas, TX	614
Hattiesburg, MS	565

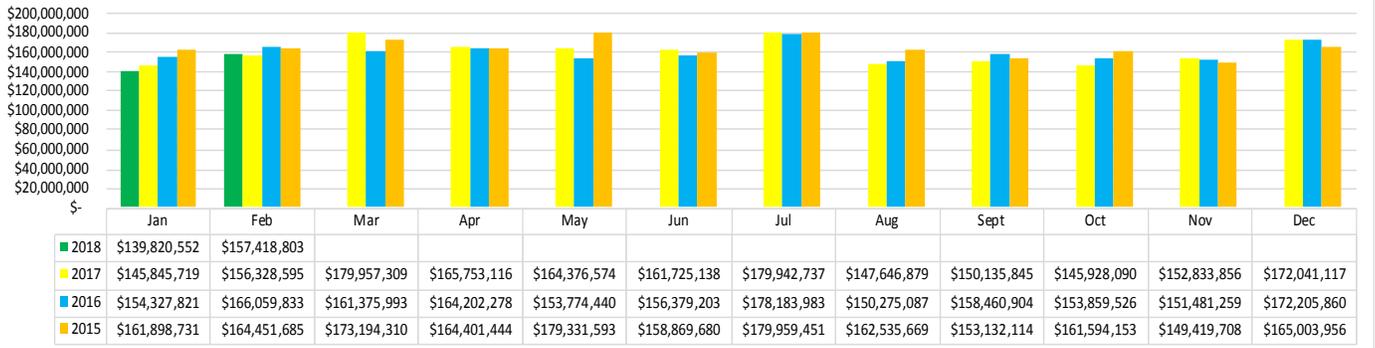
* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

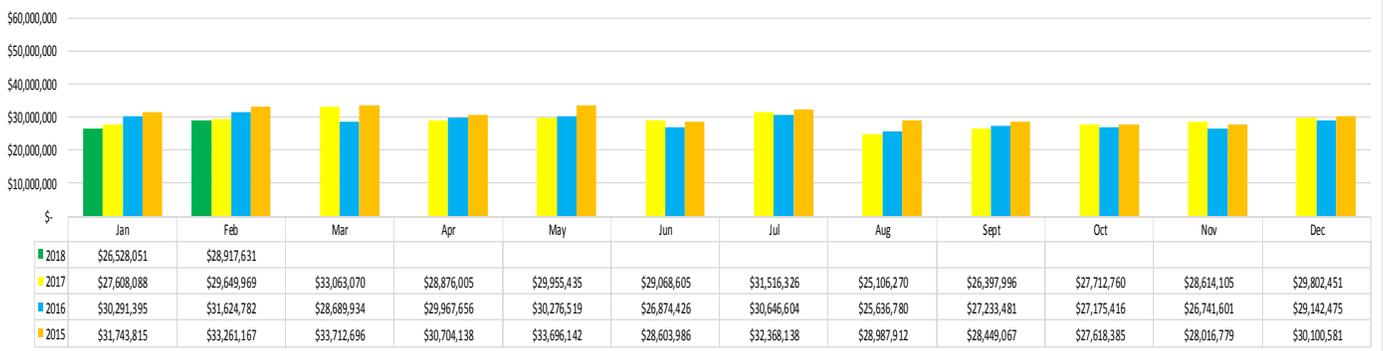
For individual Welcome Center visitation numbers, contact Nancy Broussard at nbroussard@crt.la.gov or 225.342.8122.

GROSS GAMING REVENUE

Riverboats - Yr/Yr Revenue



Racinos - Yr/Yr Revenue



Land Based - Yr/Yr Revenue



Video Gaming - Yr/Yr Revenue

