



Tourism Spending in Louisiana Parishes 2021

Prepared for

Louisiana Department of Culture,
Recreation and Tourism

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By



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NEW ORLEANS

HOSPITALITY RESEARCH CENTER

Defining Tourism Opportunities

May 2022



Acknowledgments

This report was prepared by **Mohammed Hossain**, Project Manager in the Hospitality Research Center (HRC) at The University of New Orleans (UNO). Special recognition is given to **Heidi Charters**, Research Analyst, **Karen Brakel**, Project and Budget Coordinator, **Brendon Smith** and **Bradley Smith**, Graduate Research Assistants, and **Jeniffer Rubio** and **Amally R. Abdeljabar**, Student Research Assistants, for their collaboration. Special gratitude goes to **Courtney Reed**, Director of the Division of Business and Economic Research, and **Yvette N. Green, Ph.D.**, Professor and Chair of the Hotel Restaurant Tourism Administration and Director of the Hospitality Research Center, for their valuable contribution to this project.

Thanks and appreciation also go to **Lynne Coxwell**, Director of Research at the Louisiana Department of Culture, Recreation, and Tourism (CRT), who provided valuable information for this study.

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Metropolitan Statistical Areas

- Like previous years, the New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the largest visitor spending figures at \$6.7 billion and \$1.6 billion, respectively. Understandably, in 2021, every metropolitan area had increased growth rates in visitor spending compared to 2020. The metropolitan areas with the largest growth rate include New Orleans (48%), Baton Rouge (46%), and Lake Charles (43%).
- Regarding earnings and employment generated by visitor spending, the top areas include New Orleans at \$2.4 billion in direct earnings and over 90,000 direct jobs, followed by Baton Rouge at \$584 million in direct earnings and close to 22,000 direct jobs. Shreveport contributed another \$344 million in direct earnings and just under 13,000 direct jobs, while Lake Charles generated \$298 million in earnings and just over 11,000 jobs.
- The top areas in terms of government revenue include New Orleans which generated \$349 million in direct state taxes and \$316 million in direct local taxes, followed by Baton Rouge at \$125 million in state taxes and \$63 million in local taxes. The next areas include Shreveport at \$74 million in state taxes and \$37 million in local taxes, while Lake Charles accounted for \$64 million in state taxes and \$32 million in local taxes.

Parishes

- The largest spending produced by visitors to each parish was ascribed to Orleans (\$3.8 billion), Jefferson (\$1.6 billion), East Baton Rouge (\$1.1 billion), St. Tammany (\$1.0 billion), Calcasieu (\$682 million), Lafayette (\$415 million), Caddo (\$415 million), and Bossier (\$310 million). Those eight parishes also had the largest contribution to visitor economic activity in direct earnings and direct employment.
- In terms of total government revenue from state and local taxes, the largest revenue was generated by visitors to Orleans (\$373 million), Jefferson (\$157 million), East Baton Rouge (\$126 million), St. Tammany (\$101 million), Calcasieu (\$79 million), Lafayette (\$48 million), Caddo (\$48 million), and Bossier (\$36 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 2021. 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 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 and spending, are projected using a different methodology from that of years prior to 2016 and, in some instances, prior to 2019.
- 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, employment and GDP fluctuations, income changes, 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 this study, the HRC reserves the right to revise estimates included in the current and prior analysis annually.

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 include:

- 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

It is important to note that due to COVID-19, Louisiana continued its mask mandate and large gathering restrictions for nearly the first half of 2021. The primary data sources derived from surveys at events were limited since several sporting events and festivals were canceled throughout 2021. Furthermore, on August 29, 2021, a major hurricane, Hurricane Ida, made landfall near Port Fourchon, Louisiana, causing catastrophic damages.

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 included an estimated correction for foreign visitation. It is important to note that starting in 2019, the panel data collected for this study originated from a different source than that of years before 2019. Additional analysis was performed to ensure that figures remained comparable over the years. Nevertheless, caution should be used when performing direct 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, short-term rentals, RVs, campgrounds, cruise ships, and other paid temporary housing types.

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 residents who decided to vacation in the city and stayed in hotels. The adjustment also includes 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 components 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 the 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. In 2019, the category bars/nightclubs was added to the analysis. In addition, until 2019, the category “recreation/entertainment” was a combined category. In 2020, this category was separated into “recreation” and “entertainment” to obtain more detailed information about visitor spending behavior. Past indicators of the aggregated category recreation/entertainment are grouped in the entertainment category. Additional analysis was performed to ensure that figures remained comparable over the years. Nevertheless, caution should be used when performing such direct comparisons.

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 all together. 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 annual 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 2020. 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 2021 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 IMPLAN multipliers. Because of the exceptionality of the year 2020, we believe that using the annual 2019 IMPLAN multipliers is the best option to model any events in 2021. Even though 2020 IMPLAN multipliers are available in the market, we used the 2019 multipliers for the 2021 analysis of earnings and employment. An additional 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 activity measures at casinos, state parks, state historic sites, and welcome centers, all sites were included, despite their availability during the analysis timeframe. New and closed facilities 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 as ratios to create a proper comparison among all factors. This methodology allows for an evaluation of several statistics 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 of 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 either 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.

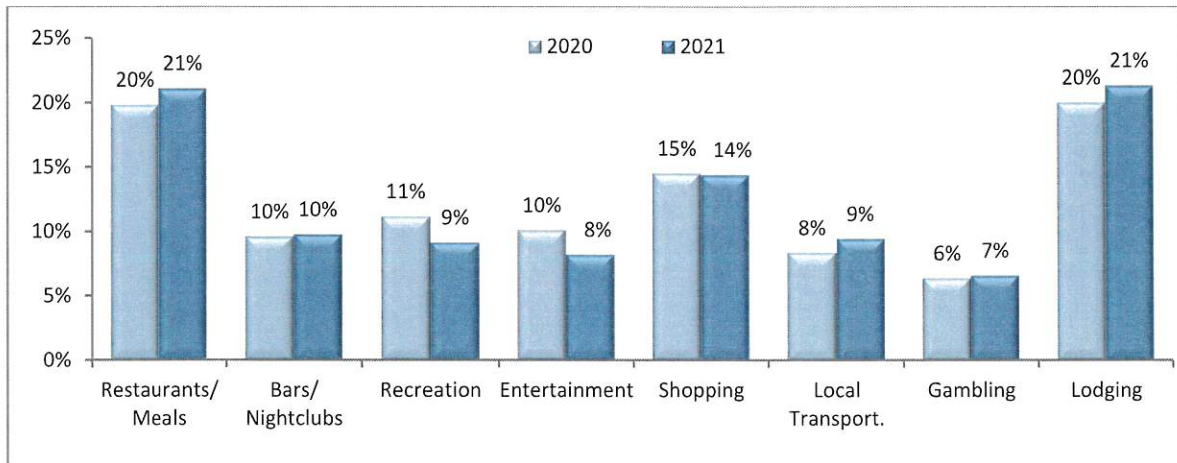
Table 2: Louisiana Direct Earnings

Spending Category (Millions)	2019	2020	2021	Growth 21/20
Restaurants/Meals	\$1,238	\$629	\$890	42%
Bars/Nightclubs	\$477	\$304	\$412	35%
Recreation	-	\$354	\$386	9%
Entertainment	\$402	\$320	\$347	8%
Shopping	\$627	\$460	\$608	32%
Local Transportation	\$480	\$265	\$398	50%
Gambling	\$365	\$202	\$278	38%
Other	-	-	-	-
Lodging	\$1,079	\$635	\$900	42%
Total	\$4,668	\$3,169	\$4,220	33%

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 and 2019 IMPLAN economic multipliers.
- In 2021, visitor spending created or supported a total of \$4.2 billion in direct earnings, an increase of 33% from 2020 (\$3.2 billion) but a decrease of 9% from 2019 (\$4.67 billion). Earnings generated by every category had a positive growth rate compared to 2020.

Figure 3: Louisiana Direct Earnings (Proportions)



In 2020, the category recreation was added to the analysis, while the category entertainment was modified. Caution should be used when comparing the proportions of direct earnings to the prior year.

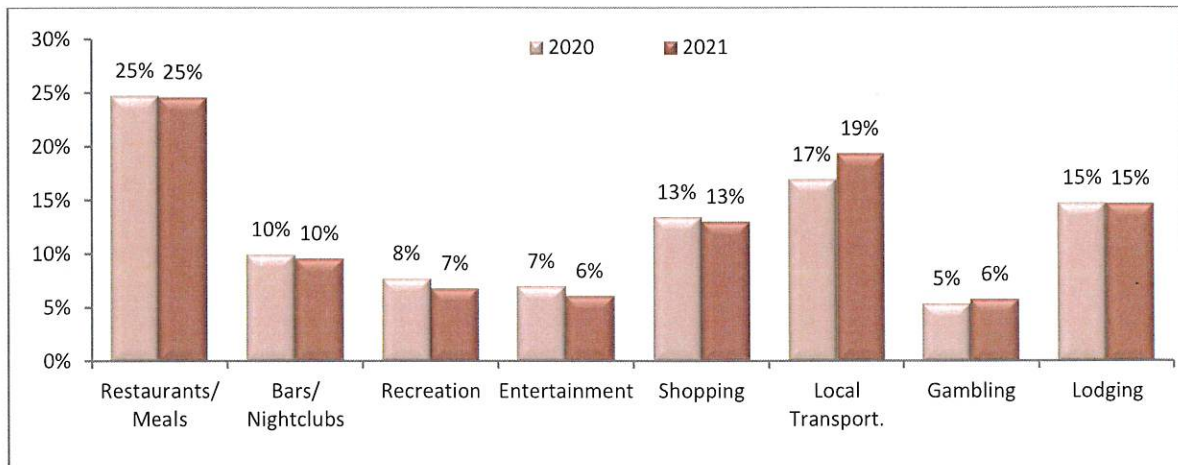
- Proportionally, most direct earnings were generated by spending on restaurants/meals (21%), local transportation (9%), and lodging (21%).

Table 3: Louisiana Direct Employment

Spending Category (Millions)	2019	2020	2021	Growth 21/20
Restaurants/Meals	53,831	26,359	38,699	47%
Bars/Nightclubs	17,457	10,626	15,097	42%
Recreation	-	8,242	10,694	30%
Entertainment	11,132	7,459	9,600	29%
Shopping	21,117	14,324	20,487	43%
Local Transportation	36,760	18,049	30,461	69%
Gambling	11,966	5,722	9,113	59%
Other	-	-	-	-
Lodging	27,693	15,724	23,118	47%
Total	179,955	106,504	157,269	48%

- *Direct Employment* represents the number of direct jobs created or supported by visitor spending across different employment industries, including non-tourism-related sectors. This definition differs from government employment statistics in that the latter includes only people who work in the leisure and hospitality industry. Direct jobs were estimated using similar methodologies to those of earnings.
- Over 157,000 direct jobs were associated with Louisiana visitor spending in 2021. This figure represents an increase of 48% from 2020 (106,504) but a decrease of 13% over 2019 (179,955). Like earnings, employment created in every category had a positive growth rate relative to 2020.

Figure 4: Louisiana Direct Employment (Proportions)



In 2020, the category recreation was added to the analysis, while the category entertainment was modified. Caution should be used when comparing the proportions of employment to the prior year.

- Visitor expenditures for restaurants/meals (25%), local transportation (19%), and lodging (15%) generated the largest proportion of direct employment. Proportionally, most employment categories were unchanged compared to the prior year.

Table 4: Louisiana Direct State and Local Tax Revenue

Government and Tax (Millions)	2019	2020	2021	Growth 21/20
State Taxes				
Sales Taxes	\$363	\$244	\$351	44%
Lodging Taxes	\$185	\$98	\$144	47%
Gambling Taxes	\$307	\$163	\$238	47%
Total State Taxes	\$856	\$504	\$733	45%
Local Taxes				
Sales Taxes	\$394	\$264	\$384	46%
Lodging Taxes	\$148	\$82	\$126	53%
Total Local Taxes	\$542	\$346	\$510	47%
Total Governmental Revenue	\$1,398	\$850	\$1,243	46%

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. Furthermore, effective September 1, 2020, the New Orleans City Council has approved a new short-term rental equalization occupancy tax within the city.
- In 2021, visitors directly contributed about \$1.2 billion in tax revenue for state and local governments, representing a 46% increase over last year's figure (\$850 million). State taxes paid directly by visitors were recorded at \$733 million, increasing to 45% from 2020 estimates (\$504 million). Local taxes were reported at \$510 million, 47% over the \$346 million reported in 2020.

Metropolitan Statistical Areas

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

Metropolitan Statistical Area	Spending (Millions)*			
	2019	2020	2021	GR*
New Orleans-Metairie (MSA)	\$8,108	\$4,520	\$6,709	48%
Baton Rouge (MSA)	\$1,402	\$1,110	\$1,616	46%
Houma-Thibodaux (MSA)	\$261	\$219	\$302	38%
Lafayette (MSA)	\$659	\$524	\$674	29%
Lake Charles (MSA)	\$785	\$576	\$826	43%
Alexandria (MSA)	\$183	\$134	\$168	25%
Shreveport-Bossier City (MSA)	\$941	\$689	\$953	38%
Monroe (MSA)	\$246	\$191	\$254	33%
Hammond (MSA)	\$157	\$134	\$180	34%
Total State	\$12,742	\$8,098	\$11,682	44%

*Growth rate 2021 compared to 2020. Spending figures are not adjusted for inflation.

- Like previous years, the New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the largest visitor spending figures at \$6.7 billion and \$1.6 billion, respectively. Understandably, in 2021, every metropolitan area had increased growth rates in visitor spending compared to 2020. The metropolitan areas with the largest growth rate include New Orleans (48%), Baton Rouge (46%), and Lake Charles (43%).

Table 6: Direct Employment and Earnings by Metropolitan Area

Metropolitan Statistical Area	Earnings (Millions)				Employment (Thousands)			
	2019	2020	2021	GR*	2019	2020	2021	GR*
New Orleans-Metairie (MSA)	\$2,970	\$1,769	\$2,423	37%	114.5	59.4	90.3	52%
Baton Rouge (MSA)	\$513	\$434	\$584	34%	19.8	14.6	21.8	49%
Houma-Thibodaux (MSA)	\$95	\$86	\$109	28%	3.7	2.9	4.1	42%
Lafayette (MSA)	\$242	\$205	\$243	19%	9.3	6.9	9.1	32%
Lake Charles (MSA)	\$288	\$226	\$298	32%	11.1	7.6	11.1	47%
Alexandria (MSA)	\$67	\$52	\$61	16%	2.6	1.8	2.3	28%
Shreveport-Bossier City (MSA)	\$345	\$270	\$344	28%	13.3	9.1	12.8	42%
Monroe (MSA)	\$90	\$75	\$92	23%	3.5	2.5	3.4	36%
Hammond (MSA)	\$58	\$52	\$65	24%	2.2	1.8	2.4	37%
Total State	\$4,668	\$3,169	\$4,220	33%	180.0	106.5	157.3	48%

*Growth rate 2021 compared to 2020. Spending figures are not adjusted for inflation.

- Regarding earnings and employment generated by visitor spending, the top areas include New Orleans at \$2.4 billion in direct earnings and over 90,000 direct jobs, followed by Baton Rouge at \$584 million in direct earnings and close to 22,000 direct jobs. Shreveport contributed another \$344 million in direct earnings and just under 13,000 direct jobs, while Lake Charles generated \$298 million in earnings and just over 11,000 jobs.

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

Metropolitan Statistical Area	State Taxes (Millions)				Local Taxes (Millions)			
	2019	2020	2021	GR*	2019	2020	2021	GR*
New Orleans-Metairie (MSA)	\$441	\$233	\$349	49%	\$380	\$208	\$316	52%
Baton Rouge (MSA)	\$126	\$84	\$125	49%	\$49	\$43	\$63	48%
Houma-Thibodaux (MSA)	\$23	\$17	\$23	41%	\$9	\$8	\$12	41%
Lafayette (MSA)	\$59	\$40	\$52	31%	\$23	\$20	\$26	31%
Lake Charles (MSA)	\$70	\$44	\$64	46%	\$28	\$22	\$32	46%
Alexandria (MSA)	\$16	\$10	\$13	28%	\$6	\$5	\$7	27%
Shreveport-Bossier City (MSA)	\$84	\$52	\$74	41%	\$33	\$27	\$37	41%
Monroe (MSA)	\$22	\$14	\$20	36%	\$9	\$7	\$10	35%
Hammond (MSA)	\$14	\$10	\$14	37%	\$6	\$5	\$7	36%
Total State	\$856	\$504	\$733	45%	\$542	\$346	\$510	47%

* Growth rate 2021 compared to 2020. Spending figures are not adjusted for inflation.

- The top areas in terms of government revenue include New Orleans which generated \$349 million in direct state taxes and \$316 million in direct local taxes, followed by Baton Rouge at \$125 million in state taxes and \$63 million in local taxes. The next areas include Shreveport at \$74 million in state taxes and \$37 million in local taxes, while Lake Charles accounted for \$64 million in state taxes and \$32 million in local taxes.

Parishes

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

Parish	Spending (Millions)				GR*	Earnings (Millions)				GR*	Employment (Thousands)				GR*
	2019	2020	2021			2019	2020	2021			2019	2020	2021		
Acadia	\$32.94	\$27.55	\$33.59		22%	\$12.07	\$10.78	\$12.13		13%	0.47	0.36	0.45		25%
Allen	\$11.88	\$10.35	\$16.25		57%	\$4.35	\$4.05	\$5.87		45%	0.17	0.14	0.22		61%
Ascension	\$179.98	\$137.98	\$203.63		48%	\$65.93	\$53.99	\$73.56		36%	2.54	1.81	2.74		51%
Assumption	\$3.42	\$2.88	\$3.51		22%	\$1.25	\$1.13	\$1.27		13%	0.05	0.04	0.05		25%
Avoyelles	\$14.13	\$9.86	\$12.29		25%	\$5.18	\$3.86	\$4.44		15%	0.20	0.13	0.17		28%
Beauregard	\$23.10	\$20.39	\$28.73		41%	\$8.46	\$7.98	\$10.38		30%	0.33	0.27	0.39		44%
Bienville	\$6.59	\$4.75	\$5.88		24%	\$2.41	\$1.86	\$2.12		14%	0.09	0.06	0.08		27%
Bossier	\$337.78	\$236.03	\$310.02		31%	\$123.74	\$92.36	\$111.99		21%	4.77	3.10	4.17		34%
Caddo	\$408.46	\$296.96	\$415.34		40%	\$149.63	\$116.21	\$150.03		29%	5.77	3.91	5.59		43%
Calcasieu	\$678.68	\$480.27	\$661.97		42%	\$248.62	\$187.94	\$246.34		31%	9.58	6.32	9.18		45%
Caldwell	\$2.62	\$2.36	\$2.95		25%	\$0.96	\$0.92	\$1.07		16%	0.04	0.03	0.04		28%
Cameron	\$3.98	\$4.11	\$5.30		29%	\$1.46	\$1.61	\$1.91		19%	0.06	0.05	0.07		32%
Catahoula	\$3.31	\$2.49	\$2.91		17%	\$1.21	\$0.97	\$1.05		8%	0.05	0.03	0.04		20%
Clabornne	\$3.29	\$2.56	\$3.55		39%	\$1.21	\$1.00	\$1.28		28%	0.05	0.03	0.05		42%
Concordia	\$8.75	\$6.75	\$8.45		25%	\$3.21	\$2.64	\$3.05		16%	0.12	0.09	0.11		28%
De Soto	\$11.09	\$9.64	\$12.88		34%	\$4.06	\$3.77	\$4.65		23%	0.16	0.13	0.17		37%
East Baton Rouge	\$960.29	\$750.57	\$1,082.78		44%	\$351.78	\$293.72	\$391.13		33%	13.56	9.87	14.58		48%
East Carroll	\$1.50	\$1.26	\$1.43		14%	\$0.55	\$0.49	\$0.52		5%	0.02	0.02	0.02		17%
East Feliciana	\$5.99	\$7.59	\$11.02		45%	\$2.19	\$2.97	\$3.98		34%	0.08	0.10	0.15		49%
Evangeline	\$5.61	\$4.65	\$6.30		35%	\$2.05	\$1.82	\$2.28		25%	0.08	0.06	0.08		39%
Franklin	\$8.56	\$7.33	\$9.66		32%	\$3.14	\$2.87	\$3.49		22%	0.12	0.10	0.13		35%
Grant	\$0.87	\$0.64	\$0.65		2%	\$0.32	\$0.25	\$0.23		-6%	0.01	0.01	0.01		5%
Iberia	\$46.64	\$40.20	\$47.47		18%	\$17.08	\$15.73	\$17.15		9%	0.66	0.53	0.64		21%
Iberville	\$25.01	\$16.74	\$22.65		35%	\$9.16	\$6.55	\$8.18		25%	0.35	0.22	0.30		38%

Tourism Spending in Louisiana Parishes

2021

Parish	Spending (Millions)				GR*	Earnings (Millions)				GR*	Employment (Thousands)				GR*
	2019	2020	2021	GR*		2019	2020	2021	GR*		2019	2020	2021	GR*	
Jackson	\$4.78	\$3.70	\$4.88	32%	\$1.75	\$1.45	\$1.76	22%	0.07	0.05	0.07	35%			
Jefferson	\$1,691.60	\$1,055.50	\$1,593.23	51%	\$619.68	\$413.04	\$575.52	39%	23.89	13.88	21.45	55%			
Jefferson Davis	\$21.16	\$24.69	\$40.05	62%	\$7.75	\$9.66	\$14.47	50%	0.30	0.32	0.54	66%			
Lafayette	\$413.59	\$310.05	\$415.47	34%	\$151.51	\$121.33	\$150.08	24%	5.84	4.08	5.59	37%			
Lafourche	\$83.96	\$72.34	\$95.27	32%	\$30.76	\$28.31	\$34.41	22%	1.19	0.95	1.28	35%			
LaSalle	\$6.42	\$4.76	\$5.54	17%	\$2.35	\$1.86	\$2.00	8%	0.09	0.06	0.07	19%			
Lincoln	\$74.24	\$54.20	\$81.62	51%	\$27.20	\$21.21	\$29.48	39%	1.05	0.71	1.10	54%			
Livingston	\$132.57	\$118.10	\$177.16	50%	\$48.56	\$46.21	\$64.00	38%	1.87	1.55	2.39	54%			
Madison	\$6.12	\$5.32	\$6.54	23%	\$2.24	\$2.08	\$2.36	13%	0.09	0.07	0.09	26%			
Morehouse	\$10.30	\$8.98	\$10.67	19%	\$3.77	\$3.51	\$3.85	10%	0.15	0.12	0.14	22%			
Natchitoches	\$55.90	\$53.62	\$80.24	50%	\$20.48	\$20.98	\$28.98	38%	0.79	0.71	1.08	53%			
Orleans	\$5,240.16	\$2,636.88	\$3,771.66	43%	\$1,919.61	\$1,031.87	\$1,362.42	32%	74.01	34.68	50.78	46%			
Ouachita	\$193.13	\$146.22	\$198.14	36%	\$70.75	\$57.22	\$71.57	25%	2.73	1.92	2.67	39%			
Plaquemines	\$51.87	\$37.29	\$59.55	60%	\$19.00	\$14.59	\$21.51	47%	0.73	0.49	0.80	63%			
Pointe Coupee	\$13.30	\$10.35	\$14.70	42%	\$4.87	\$4.05	\$5.31	31%	0.19	0.14	0.20	45%			
Rapides	\$143.16	\$105.32	\$133.23	27%	\$52.44	\$41.21	\$48.13	17%	2.02	1.39	1.79	29%			
Red River	\$5.32	\$3.24	\$5.17	60%	\$1.95	\$1.27	\$1.87	47%	0.08	0.04	0.07	63%			
Richland	\$8.66	\$7.62	\$9.79	29%	\$3.17	\$2.98	\$3.54	19%	0.12	0.10	0.13	32%			
Sabine	\$11.57	\$7.77	\$10.94	41%	\$4.24	\$3.04	\$3.95	30%	0.16	0.10	0.15	44%			
St. Bernard	\$68.10	\$50.92	\$85.29	68%	\$24.95	\$19.92	\$30.81	55%	0.96	0.67	1.15	71%			
St. Charles	\$73.04	\$49.47	\$72.47	46%	\$26.76	\$19.36	\$26.18	35%	1.03	0.65	0.98	50%			
St. Helena	\$1.09	\$0.96	\$1.65	71%	\$0.40	\$0.38	\$0.59	58%	0.02	0.01	0.02	75%			
St. James	\$23.62	\$15.60	\$21.55	38%	\$8.65	\$6.10	\$7.79	28%	0.33	0.21	0.29	41%			
St. John the Baptist	\$75.15	\$53.38	\$80.37	51%	\$27.53	\$20.89	\$29.03	39%	1.06	0.70	1.08	54%			
St. Landry	\$61.43	\$48.77	\$59.42	22%	\$22.50	\$19.09	\$21.46	12%	0.87	0.64	0.80	25%			
St. Martin	\$29.05	\$23.38	\$29.93	28%	\$10.64	\$9.15	\$10.81	18%	0.41	0.31	0.40	31%			
St. Mary	\$43.01	\$46.92	\$53.71	14%	\$15.76	\$18.36	\$19.40	6%	0.61	0.62	0.72	17%			
St. Tammany	\$884.43	\$620.56	\$1,024.77	65%	\$323.99	\$242.84	\$370.17	52%	12.49	8.16	13.80	69%			

Tourism Spending in Louisiana Parishes

2021

Parish	Spending (Millions)				GR*	Earnings (Millions)				GR*	Employment (Thousands)			GR*
	2019	2020	2021	GR*		2019	2020	2021	GR*		2019	2020	2021	
Tangipahoa	\$157.42	\$134.10	\$179.65	34%	\$57.67	\$52.47	\$64.89	24%	2.22	1.76	2.42	37%		
Tensas	\$0.56	\$0.36	\$0.51	45%	\$0.20	\$0.14	\$0.19	33%	0.01	0.00	0.01	48%		
Terrebonne	\$173.12	\$143.52	\$203.71	42%	\$63.42	\$56.16	\$73.58	31%	2.44	1.89	2.74	45%		
Union	\$6.61	\$5.06	\$5.55	10%	\$2.42	\$1.98	\$2.00	1%	0.09	0.07	0.07	12%		
Vermillion	\$27.05	\$22.94	\$28.13	23%	\$9.91	\$8.98	\$10.16	13%	0.38	0.30	0.38	25%		
Vernon**	\$46.38	\$36.52	\$53.26	46%	\$16.99	\$14.29	\$19.24	35%	0.66	0.48	0.72	49%		
Washington	\$23.58	\$19.33	\$27.59	43%	\$8.64	\$7.56	\$9.97	32%	0.33	0.25	0.37	46%		
Webster	\$26.80	\$20.39	\$27.38	34%	\$9.82	\$7.98	\$9.89	24%	0.38	0.27	0.37	37%		
West Baton Rouge	\$39.37	\$31.87	\$46.29	45%	\$14.42	\$12.47	\$16.72	34%	0.56	0.42	0.62	49%		
West Carroll	\$3.53	\$3.13	\$4.01	28%	\$1.29	\$1.22	\$1.45	18%	0.05	0.04	0.05	31%		
West Feliciana	\$20.49	\$16.78	\$28.56	70%	\$7.50	\$6.57	\$10.32	57%	0.29	0.22	0.38	74%		
Winm	\$6.11	\$4.33	\$5.10	18%	\$2.24	\$1.69	\$1.84	9%	0.09	0.06	0.07	21%		
Total	\$12,742	\$8,098	\$11,682	44%	\$4,668	\$3,169	\$4,220	33%	180	107	157	48%		

*Growth rate 2021 compared to 2020. 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 ascribed to Orleans (\$3.8 billion), Jefferson (\$1.6 billion), East Baton Rouge (\$1.1 billion), St. Tammany (\$1.0 billion), Calcasieu (\$682 million), Lafayette (\$415 million), Caddo (\$415 million), and Bossier (\$310 million). Those eight parishes also had the largest contribution to visitor economic activity in direct earnings and direct employment.

Table 9: Direct State and Local Tax Revenue by Parish

Parish	State Taxes (Millions)			GR*	Local Taxes (Millions)			GR*
	2019	2020	2021		2019	2020	2021	
Acadia	\$2.95	\$2.09	\$2.60	25%	\$1.16	\$1.06	\$1.31	24%
Allen	\$1.06	\$0.78	\$1.26	61%	\$0.42	\$0.40	\$0.64	60%
Ascension	\$16.12	\$10.45	\$15.76	51%	\$6.32	\$5.31	\$7.96	50%
Assumption	\$0.31	\$0.22	\$0.27	25%	\$0.12	\$0.11	\$0.14	24%
Avoyelles	\$1.27	\$0.75	\$0.95	27%	\$0.50	\$0.38	\$0.48	27%
Beauregard	\$2.07	\$1.54	\$2.22	44%	\$0.81	\$0.78	\$1.12	43%
Bienville	\$0.59	\$0.36	\$0.46	26%	\$0.23	\$0.18	\$0.23	26%
Bossier	\$30.25	\$17.87	\$23.99	34%	\$11.86	\$9.08	\$12.12	33%
Caddo	\$36.57	\$22.48	\$32.14	43%	\$14.34	\$11.42	\$16.23	42%
Calcasieu	\$60.77	\$36.36	\$52.77	45%	\$23.83	\$18.47	\$26.65	44%
Caldwell	\$0.23	\$0.18	\$0.23	28%	\$0.09	\$0.09	\$0.12	27%
Cameron	\$0.36	\$0.31	\$0.41	32%	\$0.14	\$0.16	\$0.21	31%
Catahoula	\$0.30	\$0.19	\$0.23	20%	\$0.12	\$0.10	\$0.11	19%
Clabornne	\$0.29	\$0.19	\$0.27	42%	\$0.12	\$0.10	\$0.14	41%
Concordia	\$0.78	\$0.51	\$0.65	28%	\$0.31	\$0.26	\$0.33	27%
De Soto	\$0.99	\$0.73	\$1.00	37%	\$0.39	\$0.37	\$0.50	36%
East Baton Rouge	\$85.99	\$56.83	\$83.78	47%	\$33.72	\$28.87	\$42.32	47%
East Carroll	\$0.13	\$0.10	\$0.11	17%	\$0.05	\$0.05	\$0.06	16%
East Feliciana	\$0.54	\$0.57	\$0.85	48%	\$0.21	\$0.29	\$0.43	48%
Evangeline	\$0.50	\$0.35	\$0.49	38%	\$0.20	\$0.18	\$0.25	38%
Franklin	\$0.77	\$0.56	\$0.75	35%	\$0.30	\$0.28	\$0.38	34%
Grant	\$0.08	\$0.05	\$0.05	5%	\$0.03	\$0.02	\$0.03	4%
Iberia	\$4.18	\$3.04	\$3.67	21%	\$1.64	\$1.55	\$1.86	20%
Iberville	\$2.24	\$1.27	\$1.75	38%	\$0.88	\$0.64	\$0.89	37%

Tourism Spending in Louisiana Parishes

2021

Parish	State Taxes (Millions)			GR*	Local Taxes (Millions)			GR*
	2019	2020	2021		2019	2020	2021	
Jackson	\$0.43	\$0.28	\$0.38	35%	\$0.17	\$0.14	\$0.19	34%
Jefferson	\$91.97	\$54.50	\$82.77	52%	\$79.19	\$48.65	\$74.08	52%
Jefferson Davis	\$1.89	\$1.87	\$3.10	66%	\$0.74	\$0.95	\$1.57	65%
Lafayette	\$37.03	\$23.47	\$32.15	37%	\$14.52	\$11.92	\$16.24	36%
Lafourche	\$7.52	\$5.48	\$7.37	35%	\$2.95	\$2.78	\$3.72	34%
LaSalle	\$0.57	\$0.36	\$0.43	19%	\$0.23	\$0.18	\$0.22	18%
Lincoln	\$6.65	\$4.10	\$6.32	54%	\$2.61	\$2.08	\$3.19	53%
Livingston	\$11.87	\$8.94	\$13.71	53%	\$4.66	\$4.54	\$6.92	52%
Madison	\$0.55	\$0.40	\$0.51	26%	\$0.21	\$0.20	\$0.26	25%
Morehouse	\$0.92	\$0.68	\$0.83	21%	\$0.36	\$0.35	\$0.42	21%
Natchitoches	\$5.01	\$4.06	\$6.21	53%	\$1.96	\$2.06	\$3.14	52%
Orleans	\$284.89	\$136.16	\$195.93	44%	\$245.32	\$121.53	\$177.51	46%
Ouachita	\$17.29	\$11.07	\$15.33	38%	\$6.78	\$5.62	\$7.74	38%
Plaquemines	\$2.82	\$1.93	\$3.09	61%	\$2.43	\$1.72	\$2.77	61%
Pointe Coupee	\$1.19	\$0.78	\$1.14	45%	\$0.47	\$0.40	\$0.57	44%
Rapides	\$12.82	\$7.97	\$10.31	29%	\$5.03	\$4.05	\$5.21	29%
Red River	\$0.48	\$0.25	\$0.40	63%	\$0.19	\$0.12	\$0.20	62%
Richland	\$0.78	\$0.58	\$0.76	31%	\$0.30	\$0.29	\$0.38	31%
Sabine	\$1.04	\$0.59	\$0.85	44%	\$0.41	\$0.30	\$0.43	43%
St. Bernard	\$3.70	\$2.63	\$4.43	69%	\$3.19	\$2.35	\$3.97	69%
St. Charles	\$3.97	\$2.55	\$3.76	47%	\$3.42	\$2.28	\$3.37	48%
St. Helena	\$0.10	\$0.07	\$0.13	75%	\$0.04	\$0.04	\$0.06	74%
St. James	\$1.28	\$0.81	\$1.12	39%	\$1.11	\$0.72	\$1.00	39%
St. John the Baptist	\$4.09	\$2.76	\$4.17	51%	\$3.52	\$2.46	\$3.74	52%
St. Landry	\$5.50	\$3.69	\$4.60	25%	\$2.16	\$1.88	\$2.32	24%
St. Martin	\$2.60	\$1.77	\$2.32	31%	\$1.02	\$0.90	\$1.17	30%
St. Mary	\$3.85	\$3.55	\$4.16	17%	\$1.51	\$1.80	\$2.10	16%
St. Tammany	\$48.08	\$32.04	\$53.24	66%	\$41.40	\$28.60	\$47.65	67%

Tourism Spending in Louisiana Parishes

2021

Parish	State Taxes (Millions)				GR *	Local Taxes (Millions)				GR *
	2019	2020	2021	GR *		2019	2020	2021	GR *	
Tangipahoa	\$14.10	\$10.15	\$13.90	37%	\$5.53	\$5.16	\$7.02	36%		
Tensas	\$0.05	\$0.03	\$0.04	48%	\$0.02	\$0.01	\$0.02	47%		
Terrebonne	\$15.50	\$10.87	\$15.76	45%	\$6.08	\$5.52	\$7.96	44%		
Union	\$0.59	\$0.38	\$0.43	12%	\$0.23	\$0.19	\$0.22	11%		
Vermillion	\$2.42	\$1.74	\$2.18	25%	\$0.95	\$0.88	\$1.10	25%		
Vernon	\$4.15	\$2.76	\$4.12	49%	\$1.63	\$1.40	\$2.08	48%		
Washington	\$2.11	\$1.46	\$2.13	46%	\$0.83	\$0.74	\$1.08	45%		
Webster	\$2.40	\$1.54	\$2.12	37%	\$0.94	\$0.78	\$1.07	36%		
West Baton Rouge	\$3.53	\$2.41	\$3.58	48%	\$1.38	\$1.23	\$1.81	48%		
West Carroll	\$0.32	\$0.24	\$0.31	31%	\$0.12	\$0.12	\$0.16	30%		
West Feliciana	\$1.83	\$1.27	\$2.21	74%	\$0.72	\$0.65	\$1.12	73%		
Winn	\$0.55	\$0.33	\$0.39	20%	\$0.21	\$0.17	\$0.20	20%		
Total	\$856	\$504	\$733	45%	\$542	\$346	\$510	47%		

*Growth rate 2021 compared to 2020. Spending figures are not adjusted for inflation.

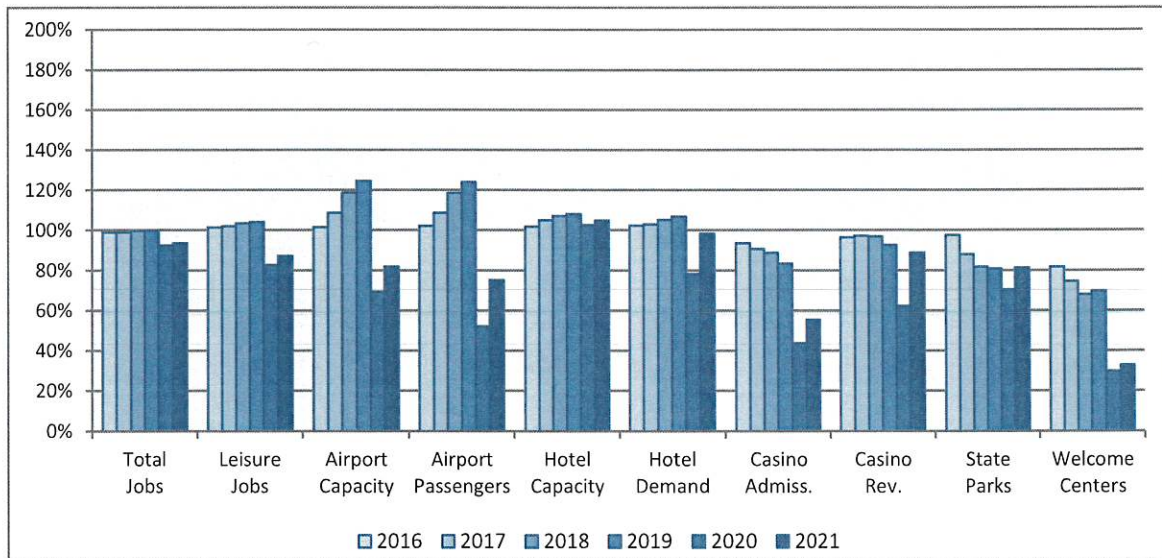
- In terms of total government revenue from state and local taxes, the largest revenue was generated by visitors to Orleans (\$373 million), Jefferson (\$157 million), East Baton Rouge (\$126 million), St. Tammany (\$101 million), Calcasieu (\$79 million), Lafayette (\$48 million), Caddo (\$48 million), and Bossier (\$36 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. Although total visitation and spending have increased steadily, other tourism indicators have moved at different paces or 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 job, 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.

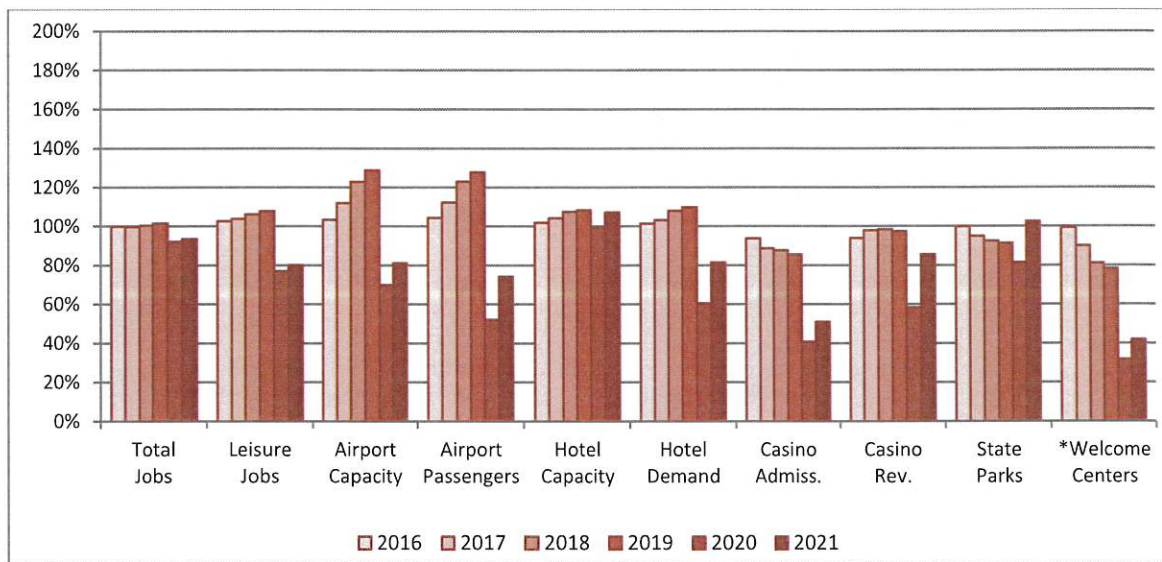
Figure 5: Louisiana Travel Indicators



- As we would have expected, in 2021, all Louisiana travel indicators increased from the year 2020. Casino revenue, airport passengers, hotel demand, airport capacity, casino admission, and visitation to state parks were the most impacted indicators that increased by 26, 23, 20, 13, 12, and 11 percentage points, respectively.
- The total jobs increased at a slower rate by 1 percentage point, whereas the leisure jobs did much better, increasing by 4 percentage points. Airport passengers was a more robust indicator than airport capacity since people felt safe and began flying more. Hotel demand rose by 20 percentage points, and hotel capacity changed by 2 percentage points; another indication of the pandemic situation got better, and people felt safe to move around.

- Even though the activities in casinos had a positive change, the casino revenue increased at a larger percentage point than casino admissions, increasing the average casino expenditure per person. Traffic at welcome centers rose by 3 percentage points, but the activities in state parks had an 11 percentage points jump. It is important to note that several welcome centers have been closed for over two years.

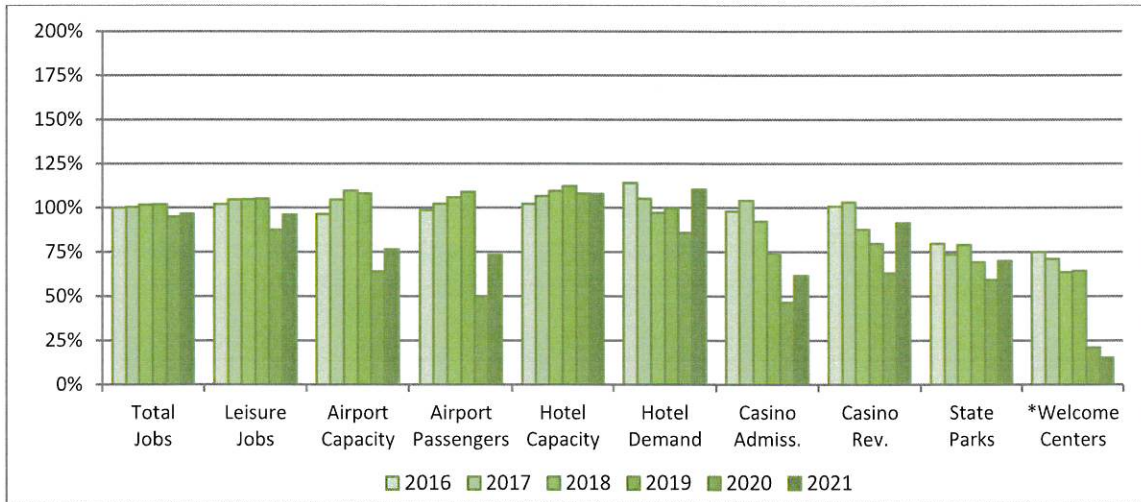
Figure 6: New Orleans Travel Indicators



**The New Orleans Welcome Center (WC) closed permanently in June 2020.
 Pearl River & Slidell WCs are included in our total New Orleans WC.*

- During 2021, the New Orleans area's total jobs grew slightly by 1 percentage point, while leisure employment increased by 3 percentage points. Airport passengers increased by 22 percentage points faster than airport capacity by 11 percentage points. The hotel demand indicator shows a 21 percentage points growth, while the increase of hotel capacity was 7 percentage points. The change in the ratio of casino admissions was 10 percentage points, and the revenue jumped by 27 percentage points. Visitation to the state park and welcome center increased by 21 percentage points and 10 percentage points, respectively. Closing more New Orleans welcome centers permanently showed a lesser traffic increase than in state parks.

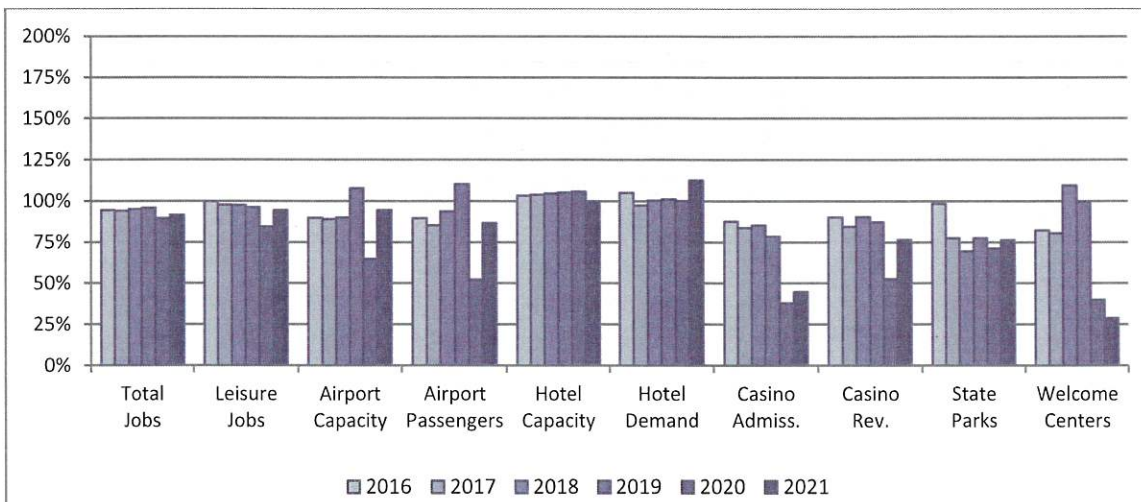
Figure 7: Baton Rouge Travel Indicators



*Includes Tangipahoa parish. *St. Francisville WC closed permanently (April 2021) and Capitol Park WC is no longer a DCRT property.*

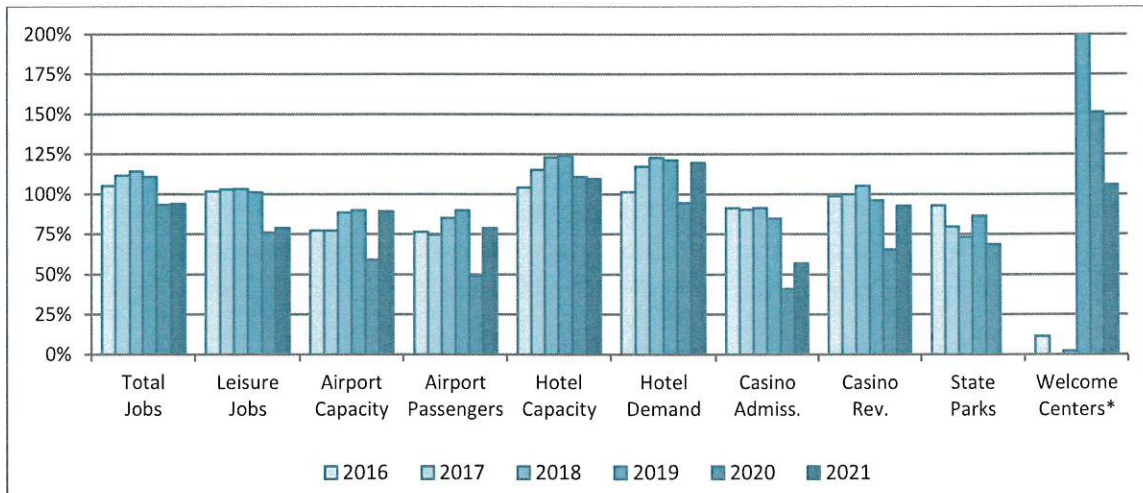
- Total and leisure employment in the Baton Rouge area grew by 2 and 8 percentage points, respectively. Airport capacity was up by 12 percentage points, and the number of passengers increased by 23 percentage points. Hotel capacity remained stagnant, but the demand grew from the prior year by 25 percentage points. Casino admissions increased by 15 percentage points, while revenues jumped by 28 percentage points. Visitation to state parks grew by 11 percentage points, and welcome centers decreased by 6 percentage points, reflecting the effect of closed-down welcome centers.

Figure 8: Lafayette Travel Indicators



- Lafayette area’s total jobs (2 percentage points) were outpaced by the leisure employment growth of 10 percentage points. Airport capacity and passengers increased substantially by 30 and 34 percentage points, respectively. Hotel capacity decreased by 6 percentage points, while demand increased by 12 percentage points. Casinos and state parks maintained an increasing trend, but the welcome centers decreased from the previous year by 11 percentage points.

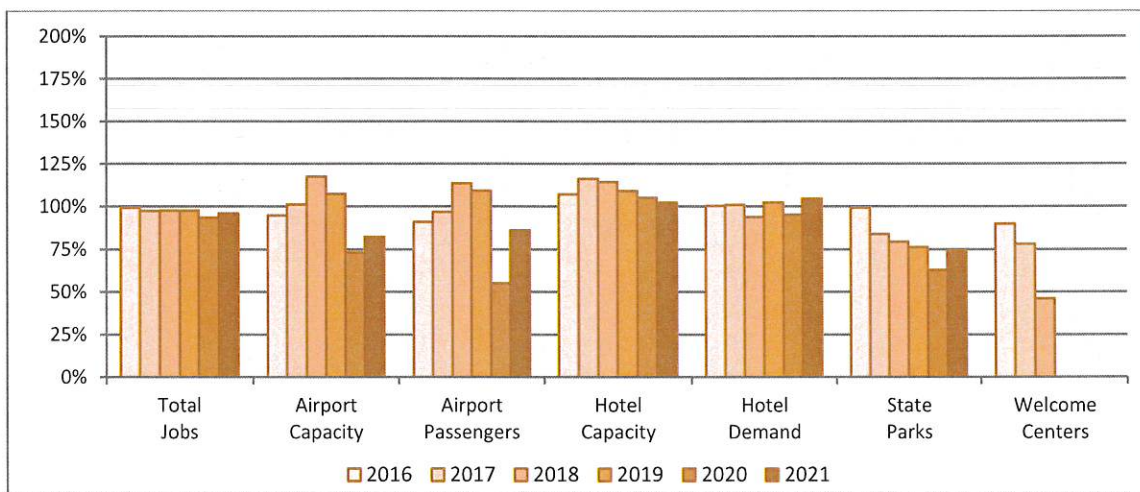
Figure 9: Lake Charles Travel Indicators



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

- Total jobs in the Lake Charles area have remained unchanged, and leisure employment grew slightly by 3 percentage points. Both Airport capacity and passengers increased by 30 percentage points. Hotel capacity decreased slightly by 1 percentage point, but the demand increased by 25 percentage points. Correspondingly, casino admissions and revenue have grown by 16 and 28 percentage points. In 2021, zero visitation was recorded to state parks, and 45 percentage points declined in welcome center visitation.

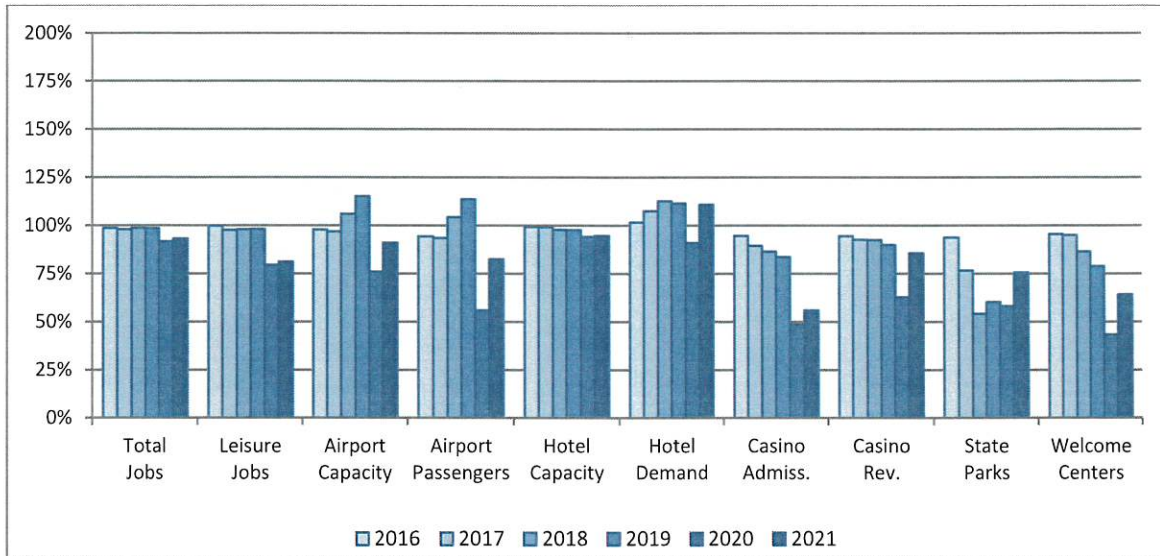
Figure 10: Alexandria Travel Indicators



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

- In 2021, there was a 2 percentage point growth in total jobs in the Alexandria area. Airport capacity and passengers grew by 9 and 31 percentage points, respectively. Hotel demand increased by 9 percentage points, whereas the capacity decreased by 3 percentage points. Visitation to state parks increased by 11 percentage points. The welcome centers permanently closed in the Alexandria area during 2018.

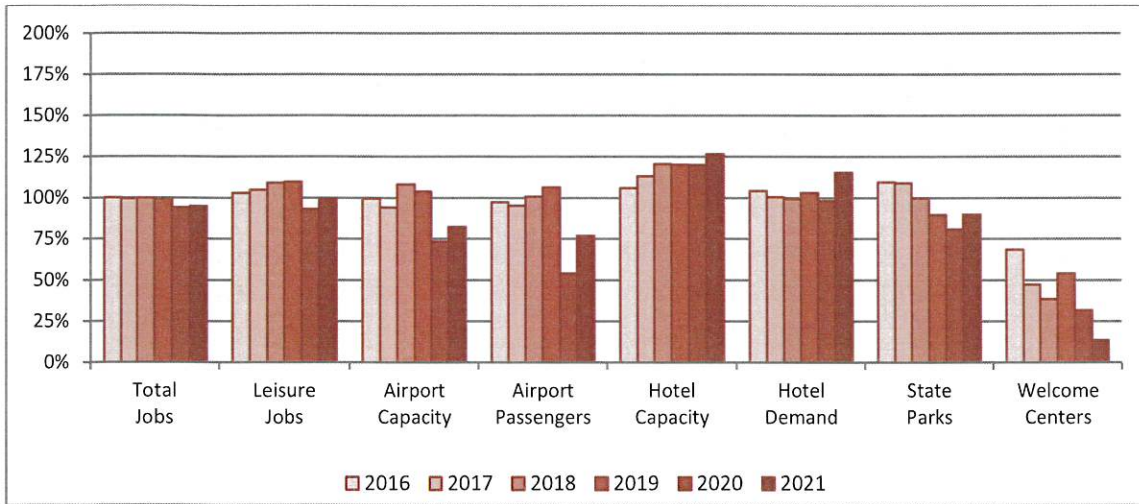
Figure 11: Shreveport Travel Indicators



Hodges Gardens State Park closed in late 2017.

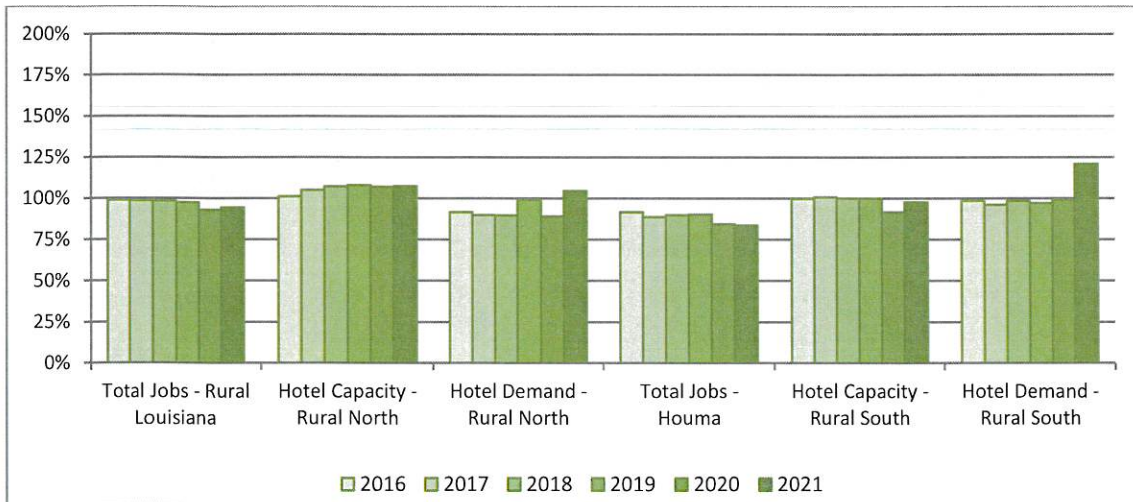
- In terms of the change in proportion, as a whole, every travel indicator increased in the Shreveport area during 2021. Total jobs grew by 1 percentage point, and leisure jobs increased by 2 percentage points. Airport capacity and passengers increased by 15 and 27 percentage points, respectively. Hotel capacity remained stagnant, while demand has grown by 20 percentage points. Casino admissions and revenue increased by 7 and 23 percentage points, respectively. Visitation to state parks increased by 17 percentage points and welcome centers by 21 percentage points.

Figure 12: Monroe Travel Indicators



- Total employment in the Monroe area grew slightly by 1 percentage point, while leisure jobs increased by 6 percentage points. Similar to other regions, in 2021, growth in airport passengers (23 percentage points) outpaced airport capacity (9 percentage points). Hotel capacity increased by 7 percentage points, but the demand increased by 17 percentage points. Visitation to state parks grew by 9 percentage points, while welcome centers decreased by 18 percentage points.

Figure 13: Other Areas Travel Indicators



- Total jobs for non-metropolitan areas in the north of Louisiana have slightly increased by 1 percentage point. Hotel capacity remained unchanged, while the demand grew by 15 percentage points.
- Total employment in the Houma area decreased slightly to 1 percentage point, while hotel capacity has increased by 6 percentage points and the demand increased by 22 percentage points.

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 & Company
- 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.

Percentage Point: The arithmetic difference of two percentages. For example, moving up from 30% to 35% is a 5 percentage points increase.

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.