Calendar Year 2014 Louisiana TravelsAmerica Visitor Profile Report

May 29, 2014

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Growth summary

Your business issues

- Tourism represents one of the top four major industries in Louisiana (in addition to oil/ natural gas/minerals production, refining, and chemical/petrochemical manufacturing).
- The Louisiana Office of Tourism wants to continue to grow its tourism sector by understanding its visitors' characteristics. Specific goals include:
  - Encouraging more people to visit the state
  - Increasing revenue from current travelers by advocating longer trips
  - Motivating current travelers to add more visits throughout the year and to take advantage of the shopping, fine dining, gaming, sightseeing, historic attractions, the French Quarter, Cajun Country, jazz, fishing, numerous festivals, and other activities available in Louisiana.

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Growth summary

Growth insights

- In-state and nearby states represent the most viable markets for Louisiana, as the visitors from these areas represent a disproportionate share of visitors.
- New Orleans draws somewhat younger visitors and residents from around the country; finding ways to appeal to this group can boost already strong visitation levels to Louisiana. The target ethnic groups (African Americans and Hispanics), both younger and less likely married, enjoy gaming, shopping, and youth-oriented activities – and give high ratings to Louisiana for a satisfying visit.
- Louisiana has many activities and features that can appeal to different tastes, so messaging can target interests by market.
- As a large and growing population segment, those in the mature market remain a key to increasing out-of-state tourism as retirees have time to visit and above average spending levels in Louisiana.

Precise plans for growth

- Concentrate on the leading markets where most visitors live and are within driving distance: Texas, Mississippi, and Florida. Profile residents in larger source cities (Houston, Dallas, Atlanta) and target them with tailored digital campaigns.
- Stress activities that appeal to everyone, such as shopping, fine dining, gaming, and sightseeing. Use nightclubs/dancing and music to appeal to younger visitors and hip urban areas.
- Continue to embrace older visitors by emphasizing the activities that most appeal to them: gaming, fine dining, and shopping.
- Promote multi-city vacations such as packages across cities (blend historic New Orleans with the capitol of Baton Rouge); encourage gamers to see more of the state by visiting both Shreveport and Lake Charles and suggest that they add other entertainment as well).

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Research segments

Specific segments of visitors:

- In-state residents
- High BDI Marketing Area (Above average number of visitors from DMA; see Chapter 8)
- Residents living elsewhere (neither in-state nor in the High BDI Marketing Area)
- African-Americans
- Hispanics
- Mature visitors (defined as those 55+).

Six regional profiles:

- Alexandria
- Baton Rouge
- Lafayette
- Lake Charles
- New Orleans
- Shreveport

Seven markets (very small samples):

- Dallas
- Houston
- Atlanta
- Memphis
- Chicago
- Los Angeles
- New York City

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One page overview

Derived from the TNS TravelsAmerica syndication, highlights of CY 2014 for Louisiana include:

- Louisiana visitation grows in 2014 from the prior year while US tourism, as a whole, stagnates. Louisiana can openly market the state as a fun, up-and-coming place to visit.
- Louisiana most successfully draws tourists from in-state and nearby areas (High BDI Marketing Area); but New Orleans helps the state draw from more distant areas as well.
- For information, Louisiana visitors still most heavily rely on past experience (28%), but word of mouth (friends/ relatives) becomes even more critical as it now encompasses social networking (25%) to a greater degree than direct contact (21%) – underscoring the necessity for sending visitors home happy.
- Visitors book online (54%) more often than offline (36%), more than 3 years ago (43%), and more than US travelers overall (51%).
- Because visitors often arrive from in-state or from the High BDI Marketing Area, most drive (76%). That said, some areas, most notably New Orleans, draw visitors from farther away, who in turn, stay longer and spend more. Those distant visitors are harder to attract, but worth more once they come. Other area promotions could encourage tourists to stay an extra day or two to explore unique features as well.
- Special markets (African-Americans, Mature Travelers, Hispanics) each have unique travel patterns, preferences, and desires that Louisiana can fulfil and promote – gaming, nightclubs, fine dining, historical sites, shopping, and music (Jazz/Cajun) are just some of the features where Louisiana fits well with these groups.
- Each destination within Louisiana has attributes that attract visitors – New Orleans perhaps has the greatest variety, but Shreveport and Lake Charles attract gaming tourism, especially among retirees, while several areas get credit for good shopping. They each have strengths to lure potential tourists.
- From another point of view, different source markets find different aspects of Louisiana appealing. Thus, promotions could be matched to an area's activity preferences. For example, fine dining and urban sightseeing appeal to most, New Yorkers feel even stronger affinity for sightseeing and historic sites/ churches/old homes/mansions, nearby Texans (Houston and Dallas) show more interest in gaming.

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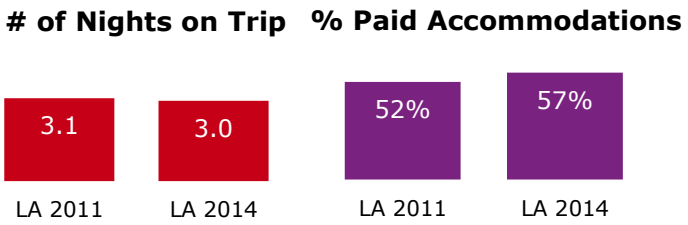
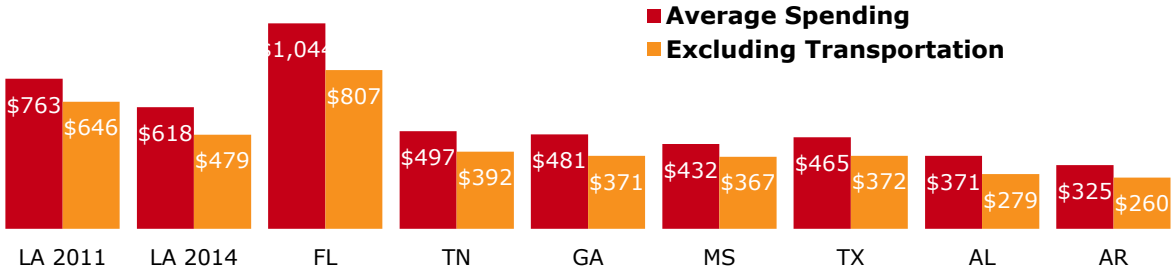
Tourism brings visitors and revenue to Louisiana

- **Volume of Visitors.** Although the TNS domestic visitor volume differs from total volume numbers shown by some of Louisiana's other resources, it is important to note that 2014 improves on the rise that began in 2013. In addition, Louisiana continues to outpace two key competitors: Arkansas (16 million) and Mississippi (17 million visitors).

- **Overnight Volume.** Overnight stays remain strong (70%) and slightly ahead of total US travelers (68%). The average length of stay (3.0) remains similar to the past while the proportion paid (hotel/motel/B&B/ rental home or condo/timeshare) climbs.



- **Travel Spending in Louisiana.** Louisiana visitor spending dips from 3 years ago, but still outpaces all competitive states except Florida.



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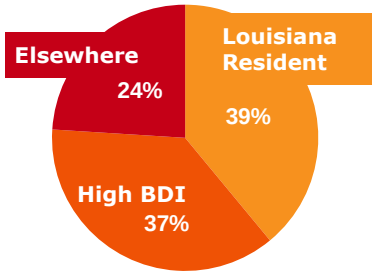
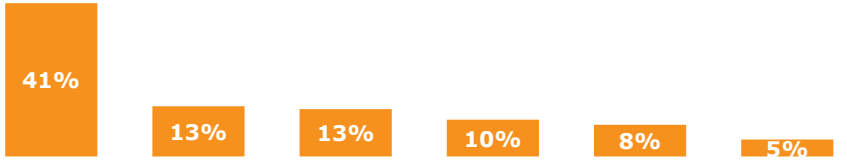
From where they come, to where they go, and why

Visitor Source



- **Source of Visitors.** Louisiana draws tourists from all of the US, with nearly two-thirds of Louisiana's visitors living outside the state (37% from the 27 High BDI Marketing Areas and 24% from more distant markets).

Visitor Destination



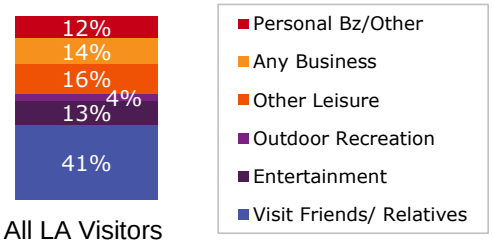
	New Orleans	Baton Rouge	Shreveport	Lafayette	Lake Charles	Alexandria
% from:						
Louisiana	**30%**	**52%**	**37%**	**52%**	**33%**	**64%**
High BDI Mktg	**32**	**28**	**51**	**35**	**60**	**27**
Elsewhere	**38**	**20**	**11**	**13**	**7**	**8**
Top Activity:	**Dining/ Sightseeing**	**VFR**	**Gaming**	**VFR**	**Gaming**	**VFR**

Note: VFR = Visit Friends/Relatives

- **Destination of Visitors.** New Orleans hosts more visitors, by far, than other areas in Louisiana and is good at drawing visitors from the High BDI Marketing Area and, especially, the more distant areas.

- **Trip Purpose.** Most visitors come for **Leisure** (74%), dominated by visiting friends/relatives (41%) and, distantly, entertainment (13%). Louisiana slightly exceeds the US average on drawing **business** travelers (14% vs. 12%).

Trip Purpose All LA Visitors CY 2014



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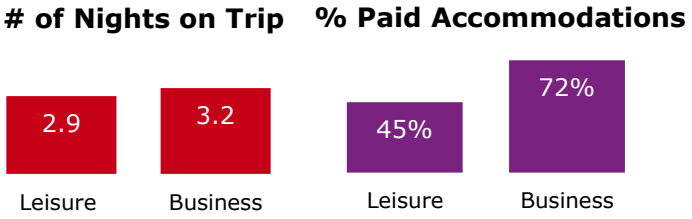
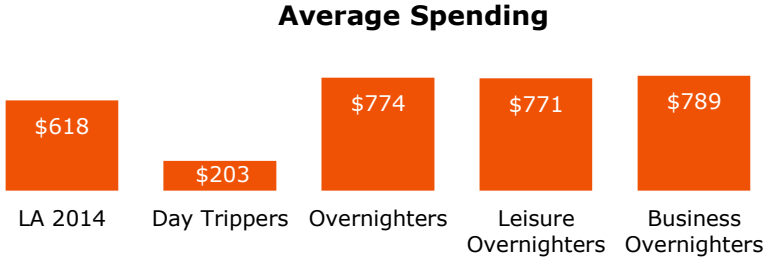
Louisiana excels in attracting the lucrative business traveler and in building interest in the shoulder months

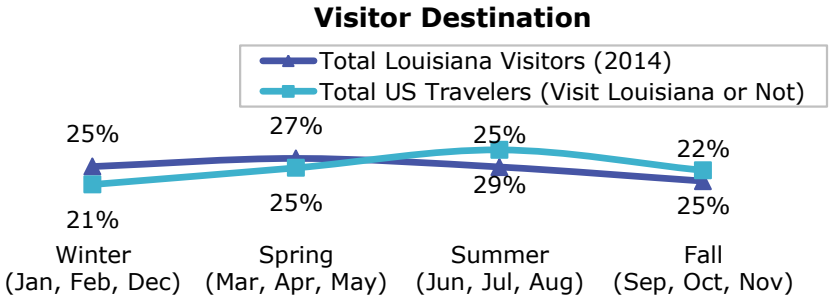
- **Business Travel.** Louisiana's ability to draw business travelers (14%, prior slide) boosts hotel revenue for the state. Almost twice as likely to fly as leisure travelers (21% vs. 12%), they stay a bit longer (3.2 vs. 2.9 nights) and much more often pay (hotel/motel) for lodging (72% vs. 45%).



- **Big Spenders.** Overnighters and Business Overnighters spend more than others.



- **Timing.** Visitation to Louisiana peaks in the Spring, unlike national travel which peaks in Summer.



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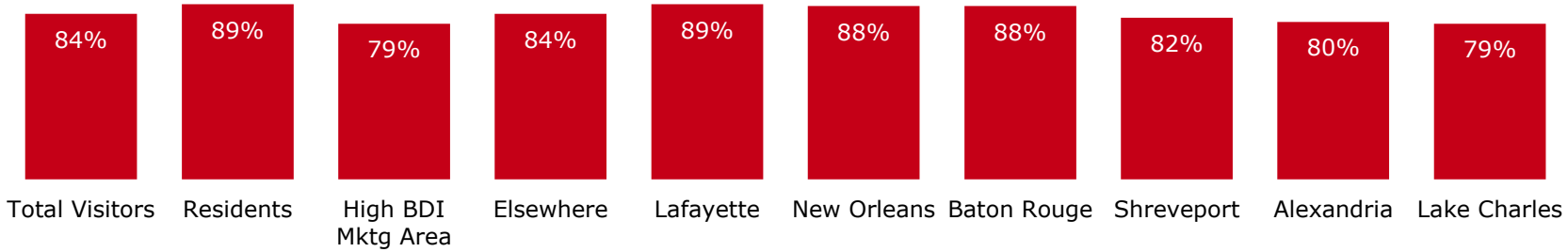
Louisiana also excels in sending visitors home happy

- **Satisfaction Across Geography and by Destination.** At least eight in 10 claim high satisfaction with their Louisiana trip, with in-state residents giving higher marks to their home state than those from the High BDI Marketing Area (79%) or other visitors (84%). Among the cities visited, Lafayette, New Orleans, and Baton Rouge share the lead.

Extremely/Very Satisfied



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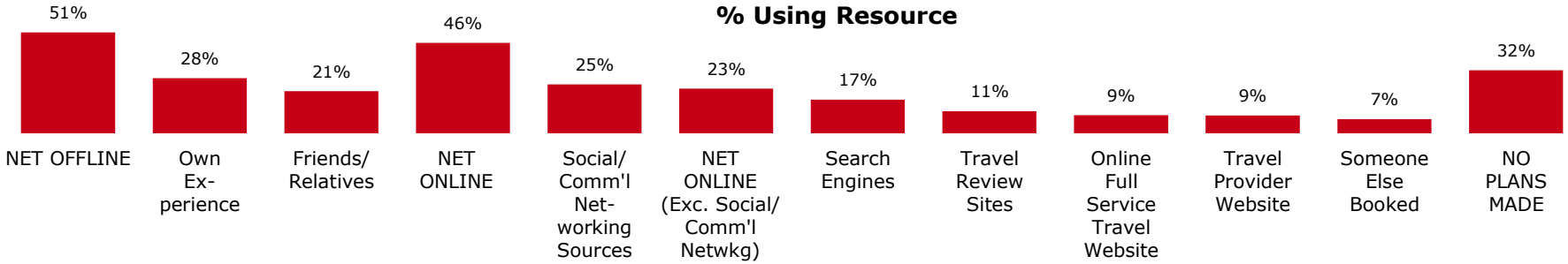
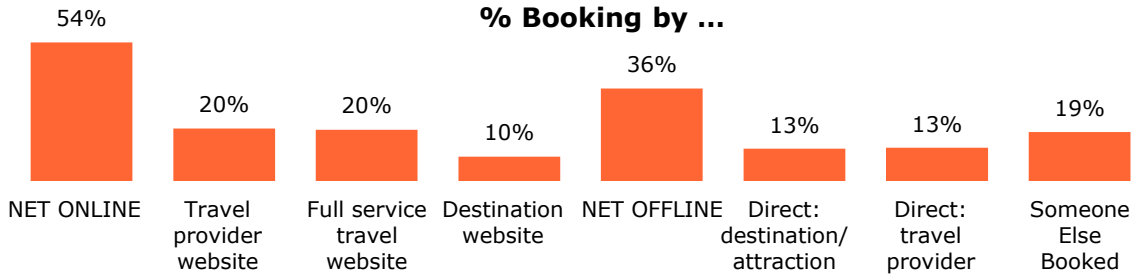
Visitors rely on experience, online resources, and word of mouth to gather travel information

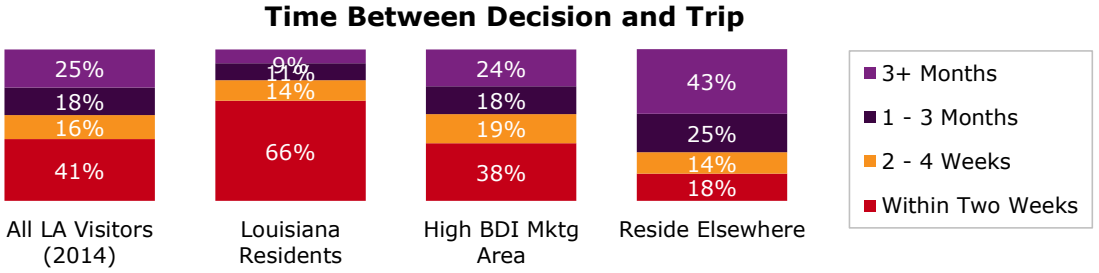
- **Gathering information.** Travelers most commonly rely on their own experience with input (both on and offline) from friends/relatives/networking sources.



- **Booking.** Louisiana visitors typically book online.



- **Travel Decisions.** Spontaneity declines with increasing distance (and travel time).



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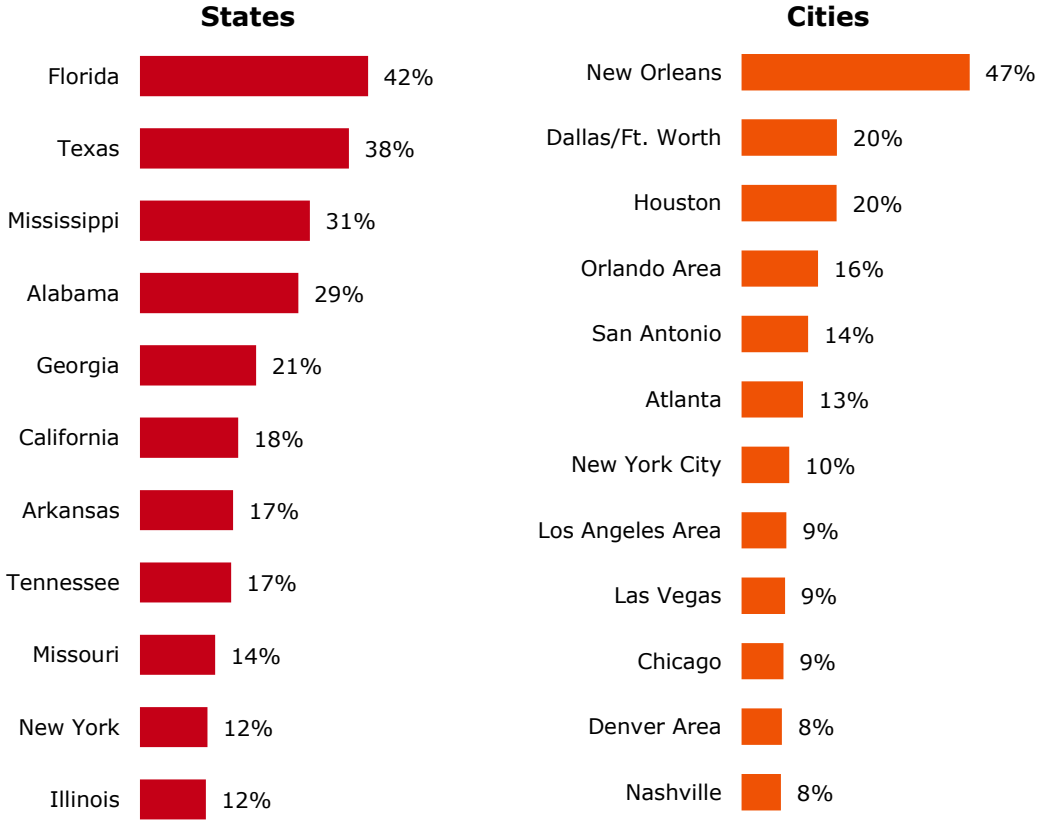
Louisiana's fiercest competition lies in the South

- **Competitors cluster near Louisiana.** The top five destinations chosen by Louisiana visitors are all southern states (FL, TX, MS, AL, GA); however, California, New York, and Illinois (ties NY) also make the top ten.

- **Top cities (DMAs) visited reflect a similar pattern.** New Orleans leads as the top city visited in the past three years by Louisiana visitors, followed by other Southern areas: Dallas/Ft. Worth, Houston, Orlando, San Antonio, and Atlanta. New York City, the top non-Southern DMA, ranks sixth.

Other Top Areas Visited by Louisiana Visitors in Past 3 Years



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Profile: Visitor characteristics

- **Demographics.** Louisiana visitors generally mirror Total US Travelers, with some variations. A few differences appear from 3 years ago and by residence, with in-state Louisiana visitors often lagging the Total Louisiana visitor.

Visitor Characteristics (Louisiana CY 2011; Louisiana CY 2014; Total US CY 2014)

No/Very Little Difference from US Average	
Age	(45; 47; 48)
Married	(56%; 56%; 57%)
With Kids	(34%; 26%; 27%)
Retirees	(16%; 21%; 20%)
Income	(($69K; $75K; $76K)

Minor Differences from US Average	
College Grad	(41%; 46%; 51%)
Larger Variances from US Average	
African-American	(14%; 13%; 5%)

Characteristics That Vary by Residence (In-State; Total Louisiana Visitor)

Younger	(45; 47)
Less Affluent Income	($66K; $75K)
More with Children	(34%; 26%)
Fewer Retirees	(18%; 21%)
Fewer College Grads	(42%; 46%)

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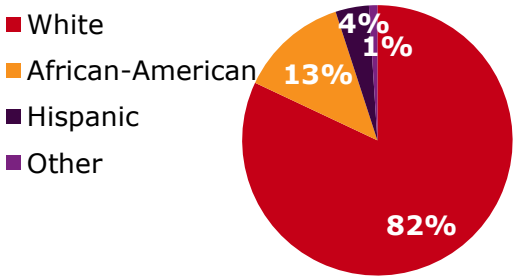
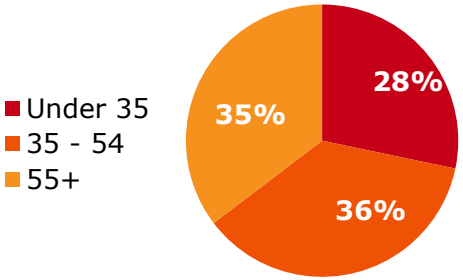
Ethnic/Age profiles

Marketing messages can be tailored to increase relevance for key target groups, such as these: African-Americans, Hispanics, and Matures. Compared to total Louisiana visitors …





African-American

- Younger and fewer retirees
- Less affluent
- Less likely married (impacts affluence)
- Average likelihood to live in-state; more likely to live in High BDI Marketing Area
- Visit friends/relatives, casino gaming, shop, nightclubs
- Shorter stays
- Average spending but with a larger share for gaming
- Very satisfied with visit (92%)

Hispanic

- Much younger; fewer retirees
- Less affluent
- Less likely married (impacts affluence)
- More likely to live outside the state and outside the High BDI Marketing Area (more fly)
- Above average business travelers (23%), top activities = gaming, relatives, and shop
- Shorter stays
- Above average spending but much is for transportation
- Very satisfied with visit (90%)

Matures

- Older; majority retired
- Average income
- More likely Caucasian
- Slightly more likely married
- More likely to live outside the state and within the High BDI Marketing Area
- Visit friends/relatives = top activity, but above average for entertainment, notably gaming
- Longer stays
- Slightly higher spending skewed towards gaming
- Very satisfied with visit (91%)

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Destination profiles - characteristics

- Destinations may want to tailor marketing messages to those they attract, as noted for these six Louisiana areas (top areas noted in red):

Age	
Alexandria	40
Baton Rouge	45
Lafayette	49
Lake Charles	47
New Orleans	45
Shreveport	48

Income	
Alexandria	$53,600
Baton Rouge	$85,500
Lafayette	$93,000
Lake Charles	$60,600
New Orleans	$79,600
Shreveport	$56,800

Employed Full-Time	
Alexandria	58%
Baton Rouge	52
Lafayette	55
Lake Charles	67
New Orleans	62
Shreveport	45

Retired	
Alexandria	8%
Baton Rouge	15
Lafayette	21
Lake Charles	21
New Orleans	15
Shreveport	32

Married	
Alexandria	52%
Baton Rouge	56
Lafayette	73
Lake Charles	47
New Orleans	49
Shreveport	48

% Live With Children	
Alexandria	29%
Baton Rouge	29
Lafayette	24
Lake Charles	33
New Orleans	22
Shreveport	28

% African-American	
Alexandria	8%
Baton Rouge	11
Lafayette	9
Lake Charles	23
New Orleans	20
Shreveport	16

% LA Resident	
Alexandria	64%
Baton Rouge	52
Lafayette	52
Lake Charles	33
New Orleans	30
Shreveport	37

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Destination profiles – trip choices

- Destinations can align their marketing messages to fit with the travel patterns of their visitors (top areas noted in red):

% VFR*	
Alexandria	55%
Baton Rouge	41
Lafayette	37
Lake Charles	32
New Orleans	33
Shreveport	41

% O/N** & # Nights		
Alexandria	70%	2.3
Baton Rouge	70	3.2
Lafayette	66	3.2
Lake Charles	64	2.6
New Orleans	82	3.4
Shreveport	69	2.9

% Travel in Pairs	
Alexandria	30%
Baton Rouge	37
Lafayette	29
Lake Charles	36
New Orleans	37
Shreveport	35

% Drive Own Auto	
Alexandria	92%
Baton Rouge	73
Lafayette	88
Lake Charles	91
New Orleans	60
Shreveport	94

Top Two Activities	
Alexandria	Visit friends 27%; Visit relatives 22%
Baton Rouge	Visit relatives 26%; Shop 20%
Lafayette	Visit relatives 38%; Shop 20%
Lake Charles	Casino/Gaming 54%; Visit relatives 20%
New Orleans	Urban sightsee 32%; Fine dining 32%
Shreveport	Casino/Gaming 34%; Visit Relatives 23%

Spending in LA	
Alexandria	$250
Baton Rouge	$625
Lafayette	$399
Lake Charles	$679
New Orleans	$995
Shreveport	$509

Satisfied*** with LA	
Alexandria	80%
Baton Rouge	88
Lafayette	89
Lake Charles	79
New Orleans	88
Shreveport	82

*VFR: Visit Friends/Relatives (Primary Purpose)
** O/N: Overnight
*** Extremely/Very Satisfied

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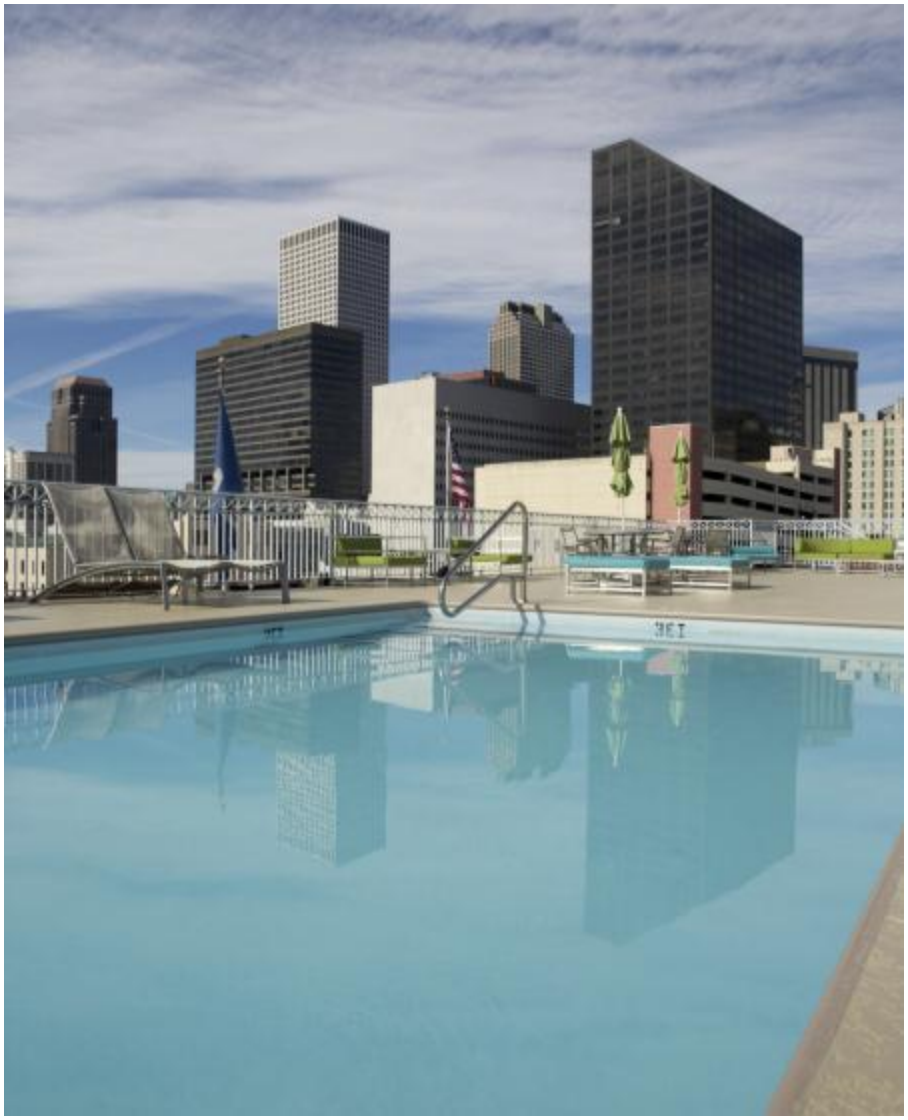
1

Appendix:
Results of the Research



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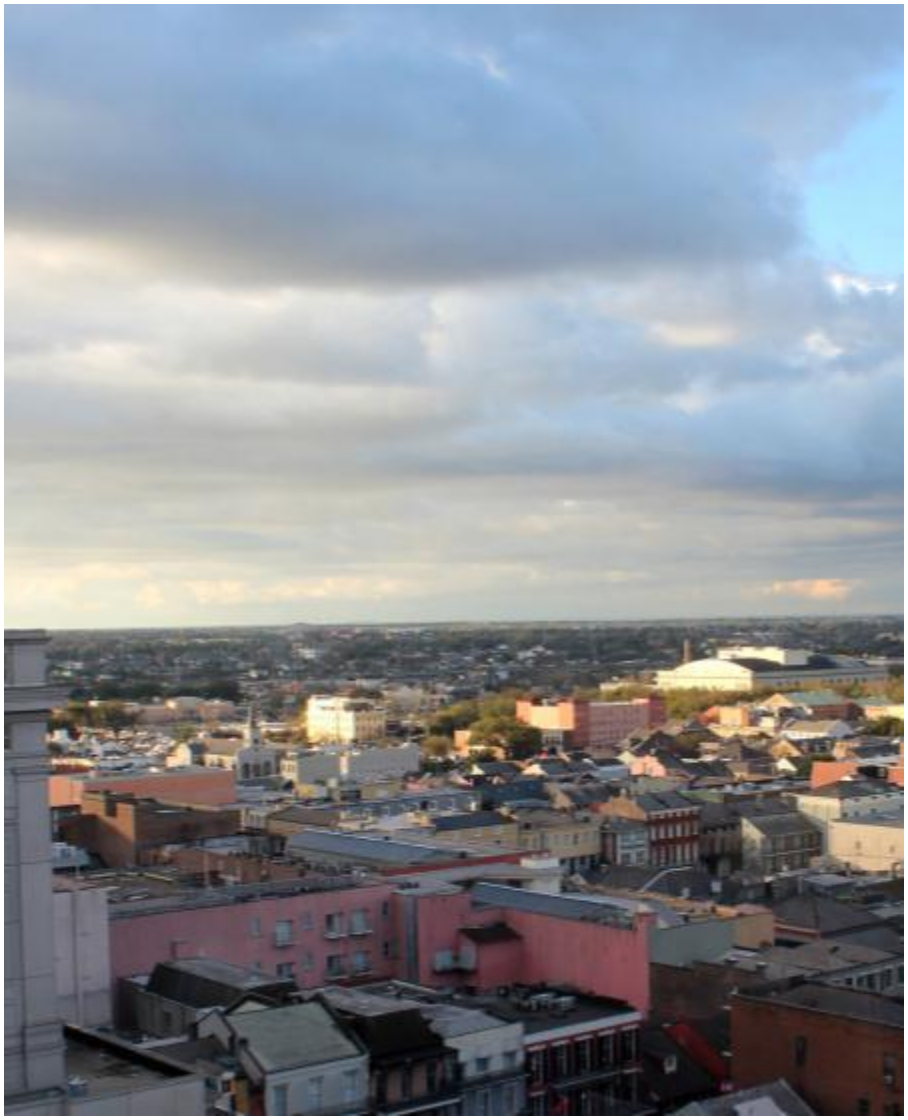
Visitor Volume and Origins



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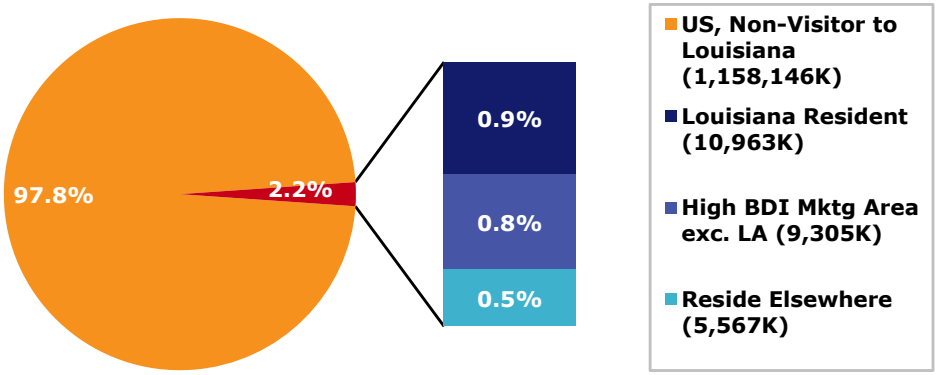
Overall volume of visitors to Louisiana grows

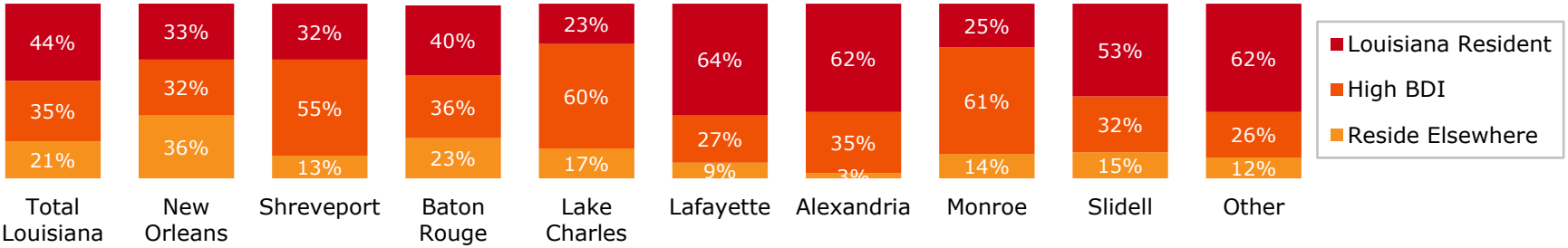
Market overview (person-trips)

- CY 2014 person-trips to Louisiana grows (+5%) while Total US travel stays essentially constant (25,835,000 from 24,612,000 for Louisiana and 1,183,981 from 1,185,241 for the Total US).
- Louisiana draws more visitors from those most familiar with it – in-state residents and the High BDI Marketing Area
- New Orleans remains the most popular city and draws more visitors from the rest of the country (36%) than other Louisiana cities.

Projected Visitation – All US Trips (1,183,981,000)



Louisiana Cities Visited by Residence
(% of All Louisiana Visitors; Multiple Cities Allowed)



Total Louisiana	New Orleans	Shreveport	Baton Rouge	Lake Charles	Lafayette	Alexandria	Monroe	Slidell	Other	
100%	38%	13%	16%	8%	12%	5%	4%	5%	24%	**CY 2014**

% of Total Louisiana Visitors (Person-Trips) Who Visit Each City

Q4a. Please indicate the US state(s) visited (Person Trips) (day or overnight trip)
Q4d. Please indicate the cities and/or placed visited (Person Trips) (day or overnight trip)

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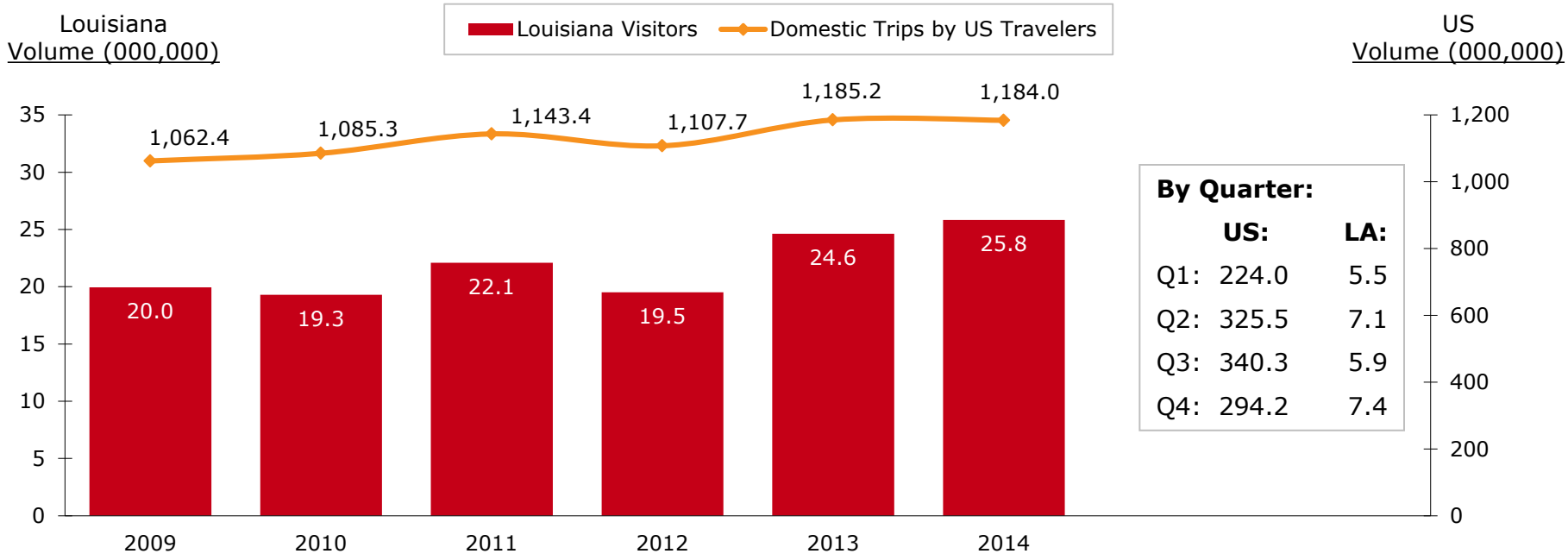
Louisiana volume outperforms US trends

- US travelers' domestic trips stagnate after recovering from a slight dip in 2012
- Louisiana breaks US travel trends with modest growth in 2014 recording a 6-year visitor volume peak
- Unlike US travel, with most trips occurring in Q3 (July-September), Louisiana draws a larger share of visitors in the shoulder seasons (April - June; October - December).

Person-Trips Trend



By Quarter:

	US:	LA:
Q1:	224.0	5.5
Q2:	325.5	7.1
Q3:	340.3	5.9
Q4:	294.2	7.4

Q4a. Please indicate the US state(s) visited (Person Trips) (day or overnight trip)

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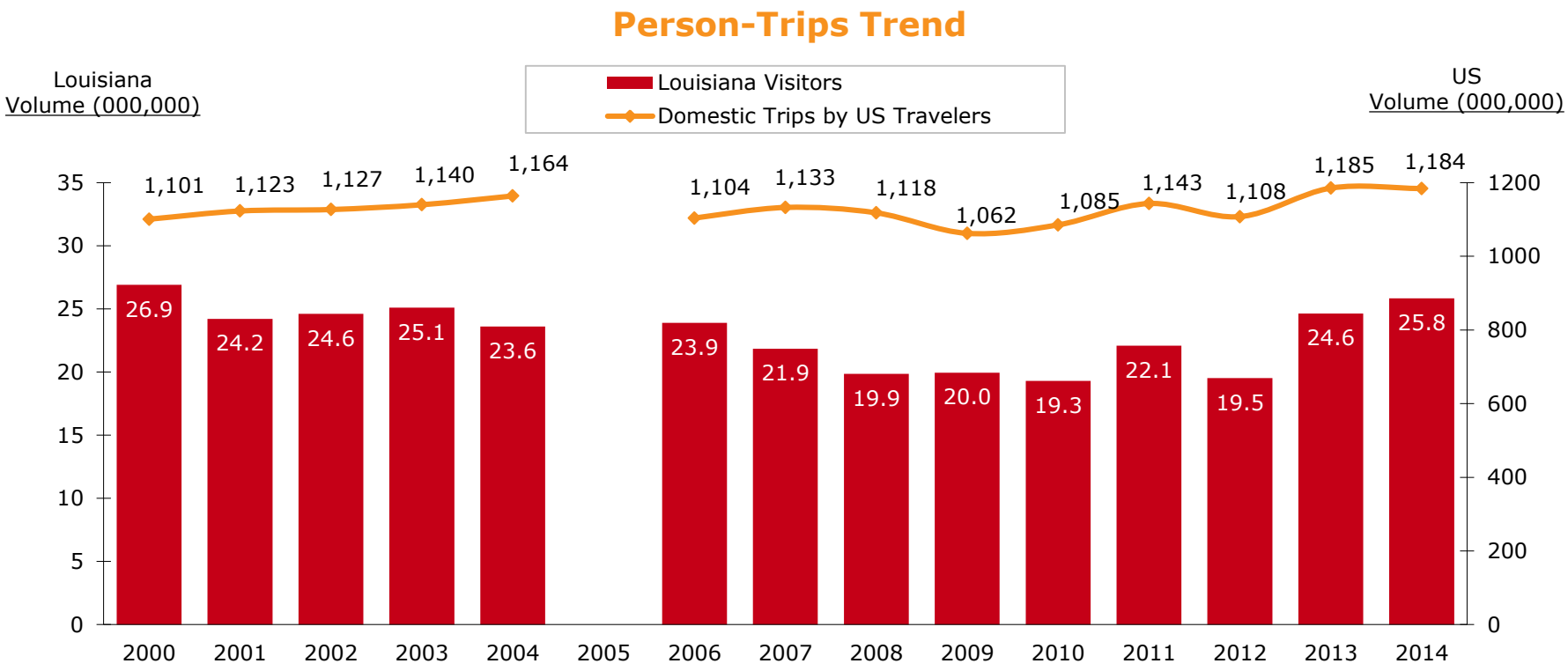
Louisiana marks peak visitation numbers in 2014

(Longer historical visitor volume)



Source: 2000 – 2004 = TIA
Q4a. Please indicate the US state(s) visited (Person Trips) (day or overnight trip)

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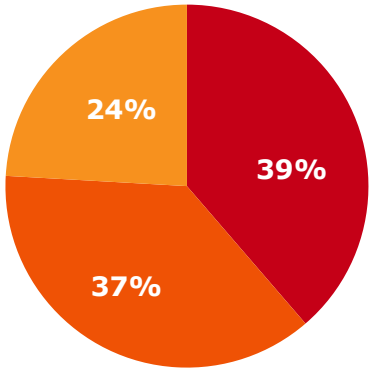
Louisiana draws above average shares of visitors from 27 of 203 non-LA DMAs

- Those 27 DMAs represent Louisiana's High BDI Marketing Area, shown later
- As in the past, more visitors live in-state (39%) or in the High BDI Marketing Area (37%) than elsewhere
- The bulk of Louisiana visitors split evenly between the ages of 35-54 (36%) and 55+ (35%)
- Although Louisiana hosts almost triple the US average of African-Americans (13% vs. 5%), the vast majority of visitors are still Caucasian (82%).

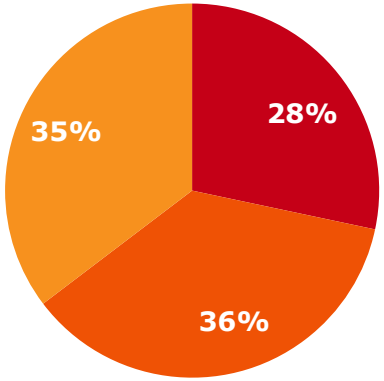
Proportion of Louisiana Visitors by Segment

By Source



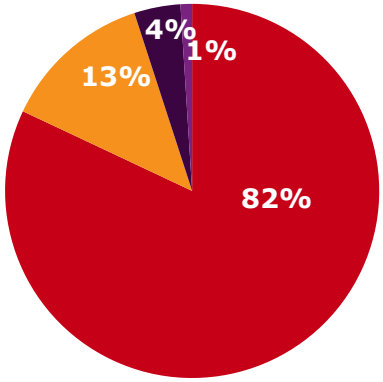
■ Louisiana ■ High BDI ■ Elsewhere

By Age (Mature = 55+)



■ Under 35 ■ 35 - 54 ■ 55+

By Ethnicity



■ White ■ AA* ■ Hispanic ■ Other

* African-American
QD: How old are you? Panel: Residence and ethnicity (Household Level; differs from person-trips shown earlier)

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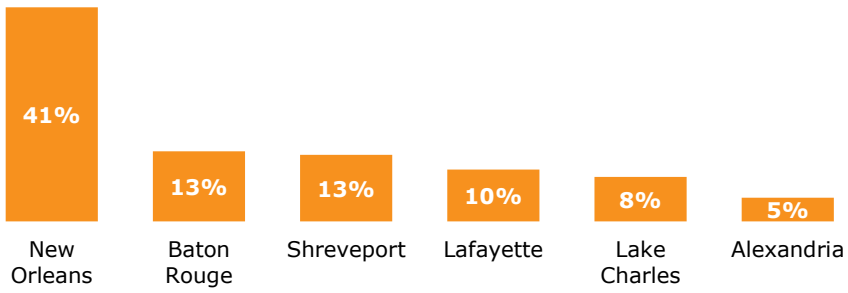
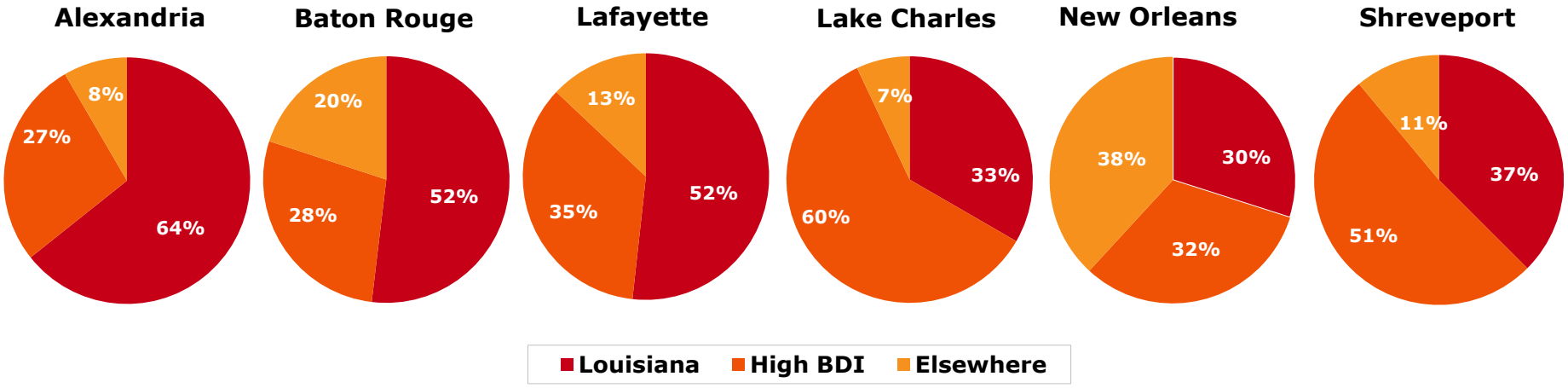
Two in five (41%) LA visitors stop in New Orleans

- Shreveport and Baton Rouge battle for second place
- The source of visitors to each area varies widely:
  - Alexandria, Baton Rouge, and Lafayette depend heavily on locals (Louisiana residents)
  - Lake Charles and Shreveport attract the largest share of High BDI residents
  - New Orleans draws from everywhere and claims the largest share of more distant ("elsewhere") visitors.

Louisiana Visitors -- % Visiting Each Area



Proportion of Louisiana Visitors to Destination by Source



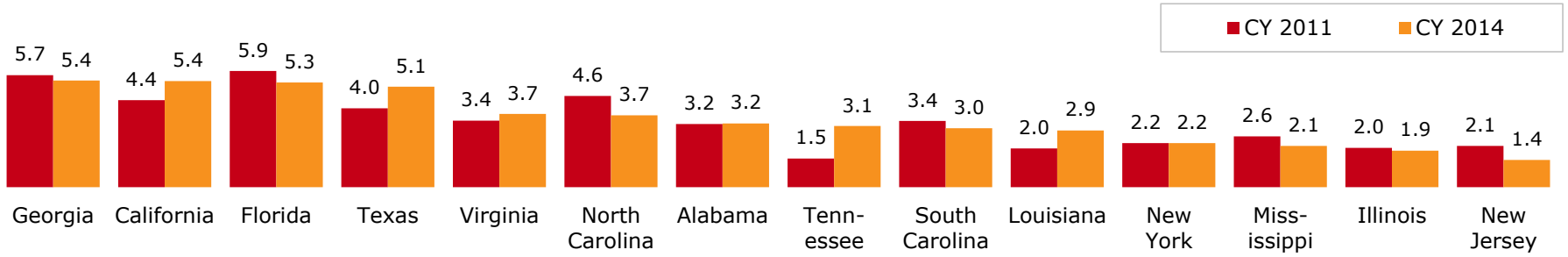
Panel: Residence (Household Level-demo wtd)

© TNS 2015

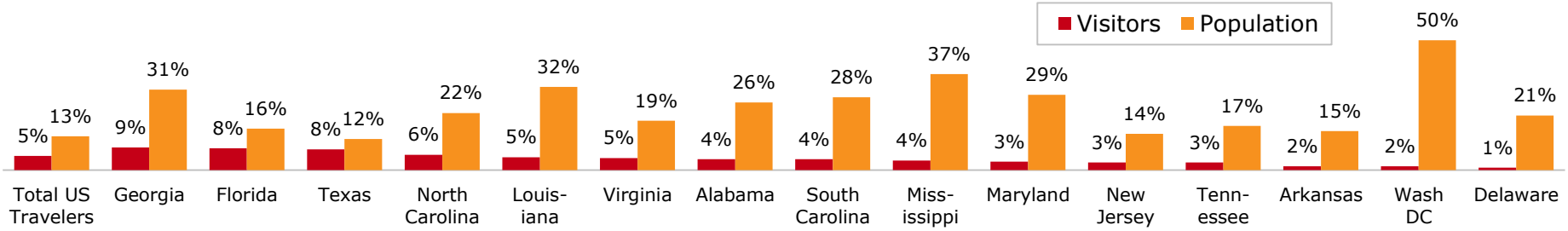
African-Americans travel less to most states

- Georgia, California, Florida, and Texas have the greatest number of African-American visitors
- A few states grow the number of African-American visitors – most notably Texas, Tennessee, California, and Louisiana – while North Carolina posts the sharpest decline.

States With the Largest Number of African-American Visitors (in millions)



States with the Largest Proportion of African-Americans: Visitors and Population



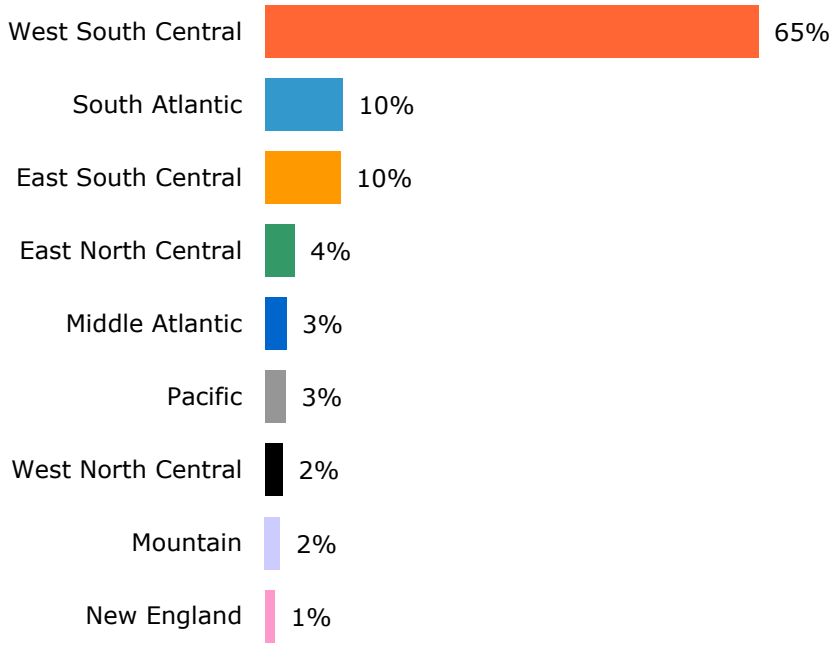
Panel: Residence and ethnicity (Household Level-projected)

© TNS 2015

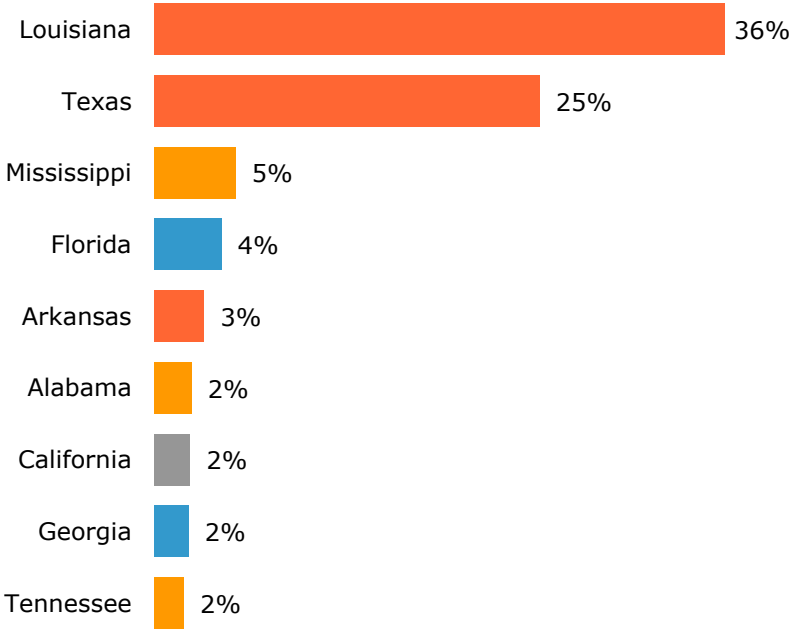
Most visitors live in-state or in nearby states

- Louisiana continues to source most visitors from the West South Central census region, primarily from Louisiana (36%) and Texas (25%)
- Mississippi (5%) ranks a distant third among Louisiana's sources.

Source of Louisiana Visitors: Census Region
Base: Louisiana Visitors



Source of Louisiana Visitors: Top States
Base: Louisiana Visitors



Panel: State/Region residence of those who visited Louisiana (Household Level-demo wtd)

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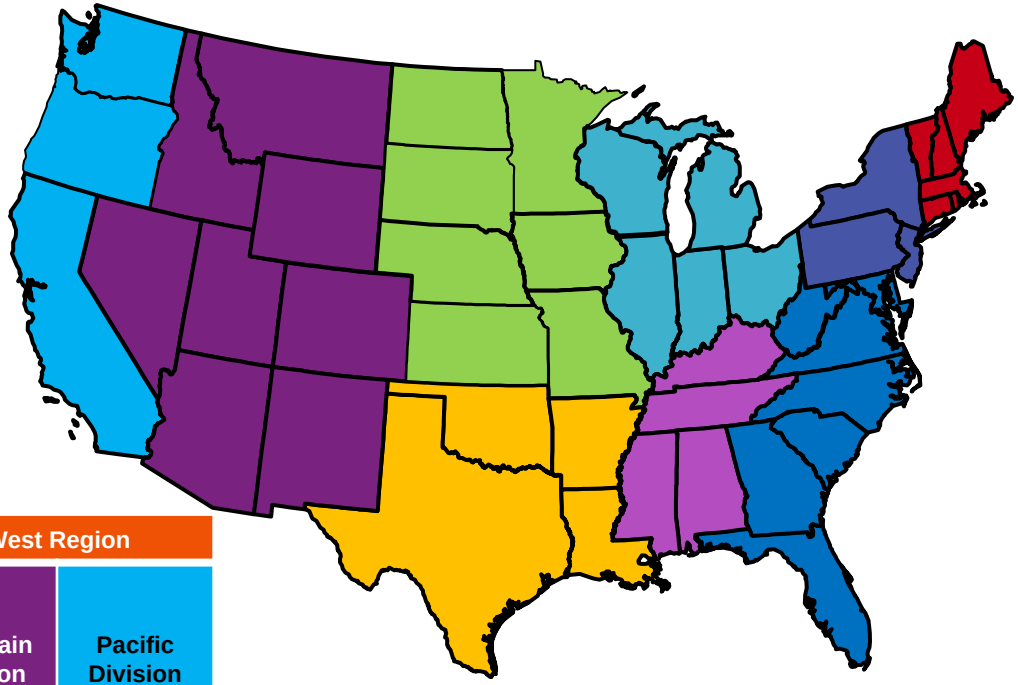
Geography (Census Region State Composition)

- States within regions: use as a reference for prior slide.

Northeast Region		South Region		
New England Division	Mid Atlantic Division	South Atlantic Division	East South Central Division	West South Central Division
CT	NJ	DL	AL	AR
ME	NY	DC	KY	LA
MA	PA	FL	MS	OK
NH		GA	TN	TX
RI		MD		
VT		NC		
		SC		
		VA		
		WV		

North Central Region		West Region	
East North Central Division	West North Central Division	Mountain Division	Pacific Division
IL	IA	AZ	CA
IN	KS	CO	OR
MI	MN	ID	WA
OH	MO	MT	
WI	NE	NV	
	ND	NM	
	SD	UT	
		WY	



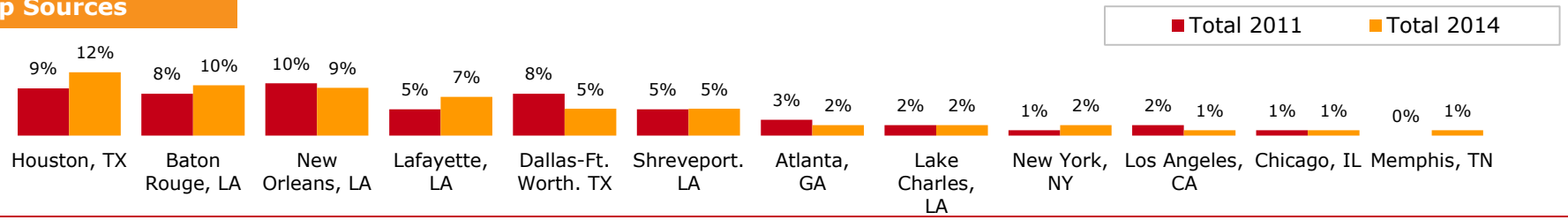
© TNS 2015

Louisiana visitors often live in large, proximal DMAs

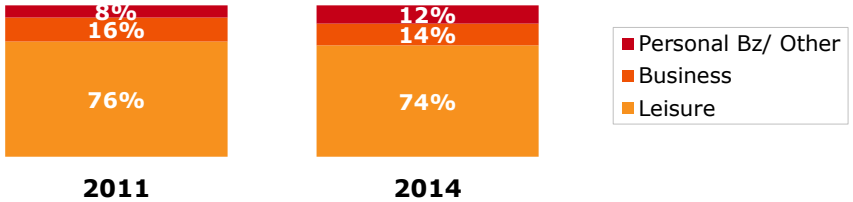
- Visitors to Louisiana most often travel from Houston, Baton Rouge, New Orleans or Lafayette
- Houston also sends the highest proportion of leisure visitors to Louisiana.

Top Sources of Louisiana Visitors by DMA (4%+ or Focus)
Base: Louisiana Visitors

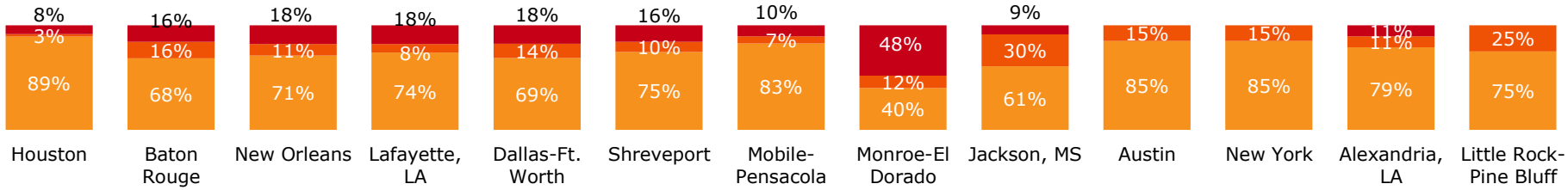
Top Sources



Purpose of Trip
Base: Louisiana Visitors



Source By Purpose



Q1b: Which of the following was the primary purpose for the trip? (Household Level-demo wtd)
Panel: DMA residence of those who visited Louisiana (Household Level-demo wtd)

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Louisiana's Business Development Index – Top 15

Louisiana's High BDI Marketing Area

- Louisiana attracts the largest proportion of residents from nearby Mississippi and Texas DMAs
- Overall, 27 DMA areas show above average (index exceeds 100) likelihood to visit Louisiana; the top 15 are shown at right
- The Business Development Index is calculated for each DMA. It measures the propensity of residents to take trips to Louisiana compared to the proportion that DMA constitutes of the total population. For example, Biloxi-Gulfport, MS residents represent 0.112% of all US residents, but .948% of total Louisiana visitors. Those proportions .948/.112 (x 100) yield a BDI index value of 844
- A list of the 50 highest BDI DMAs for Louisiana are listed in the Appendix at the end of the report.

Louisiana High BDI Index

DMA of Origin	High BDI Index
Biloxi-Gulfport, MS	844
Beaumont-Port Arthur, TX	841
Hattiesburg-Laurel, MS	787
Jackson, MS	758
Mobile-Pensacola (Ft. Walton Beach), AL-FL	675
Houston, TX	507
Jonesboro, AR	470
Wichita Falls & Lawton, TX-OK	423
Austin, TX	340
Meridian, MS	355
Tyler-Longview (Lufkin & Nacogdoches), TX	343
Ft. Smith-Fayetteville-Springdale-Rogers, AR	337
Joplin-Pittsburg ,MO-KS	317
Waco-Temple-Bryan, TX	279
Little Rock-Pine Bluff, AR	279

Panel: State/Region residence of those who visited Louisiana (Household Level)

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3

Visitor Demographics

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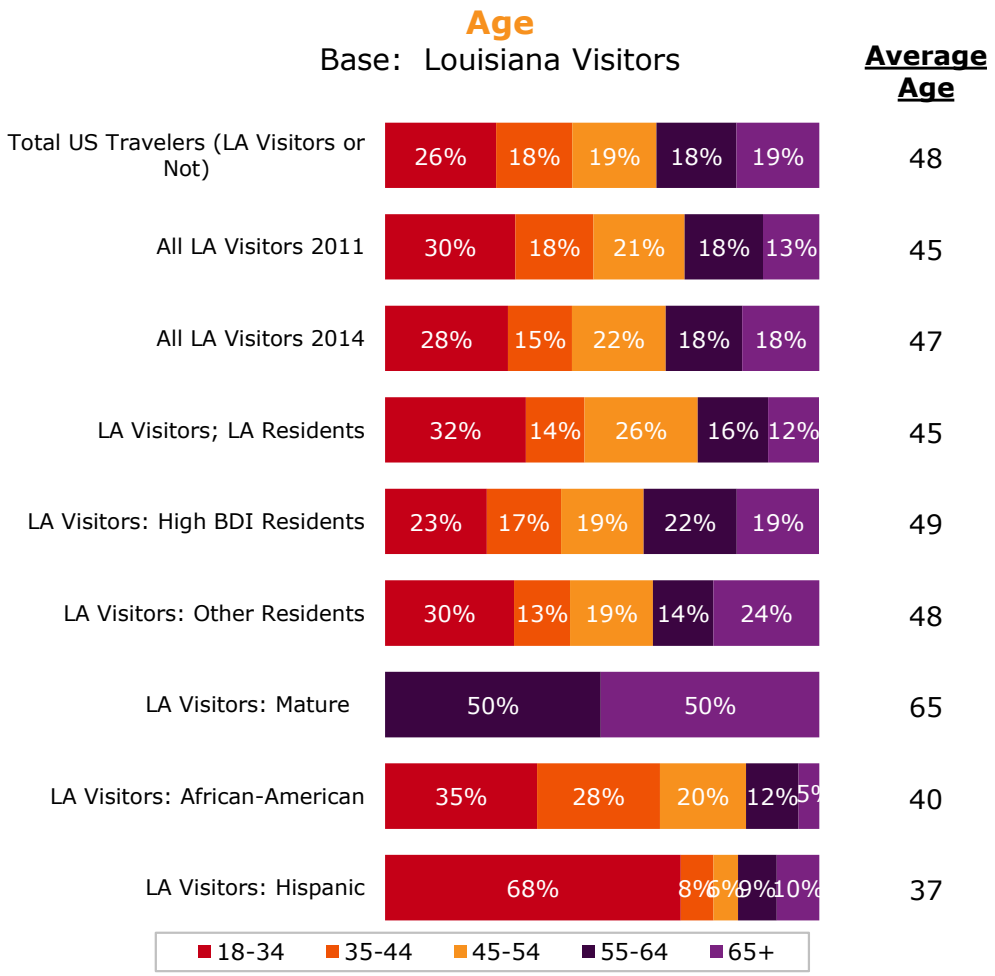
Louisiana visitors resemble typical US travelers in age

- However, LA visitors are slightly older than 3 years ago (47 vs 45)
- Those who live in the state (45) tend to be younger – also similar to prior waves results
- Hispanic visitors are the youngest segment (37) with two-thirds (68%) under age 34
- The Mature market (65) is older, by definition.



QD: How old are you? (Household Level-demo wtd)

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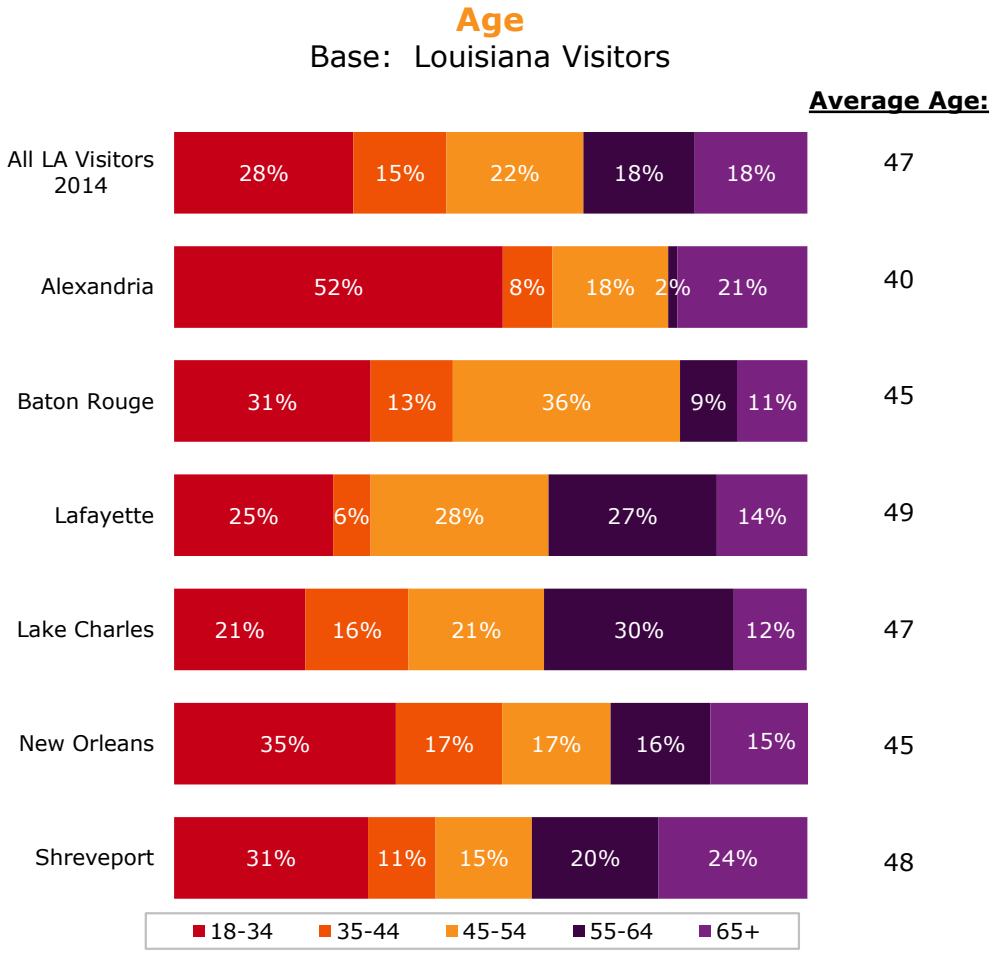
Visitor age by Louisiana destination varies

Overall, Louisiana visitors fall into similar age groups as total US travelers, but destinations vary considerably, with notable differences in the activities pursued:

- Lake Charles, Lafayette, and Shreveport attract larger shares of those 55+; visitors to two of those, Lake Charles and Shreveport, also note greater participation in *gaming* (shown later)
- Younger visitors choose Alexandria, Baton Rouge and New Orleans, who more often take advantage of *fine dining, urban sightseeing, nightclubs/dancing, old homes/mansions*, and *museums*.



QD: How old are you? (Household Level-demo wtd)

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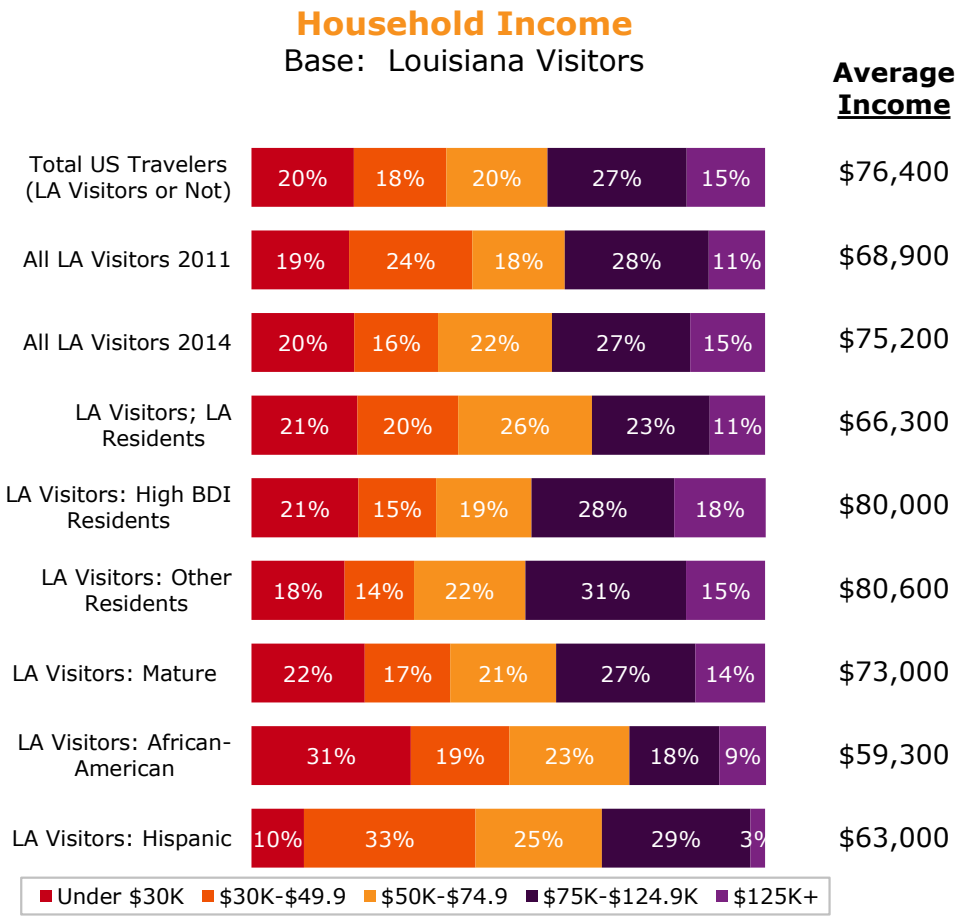
Visitor income increases from three years ago

Louisiana visitors' average income ($75,200) now tracks closely with typical US travelers ($76,400). In addition:

- Those traveling the farthest (residing outside of Louisiana and the High BDI Marketing Area) and thus incurring the greatest travel costs, report the highest incomes ($80,600), closely followed by residents in the High BDI Marketing Area ($80,000)
- Hispanics ($63,000) and African-Americans ($59,300) rank last
- As in prior waves, LA Residents ($66,300) fall below the average of Louisiana visitors.



Panel: Income (Household Level-demo wtd)

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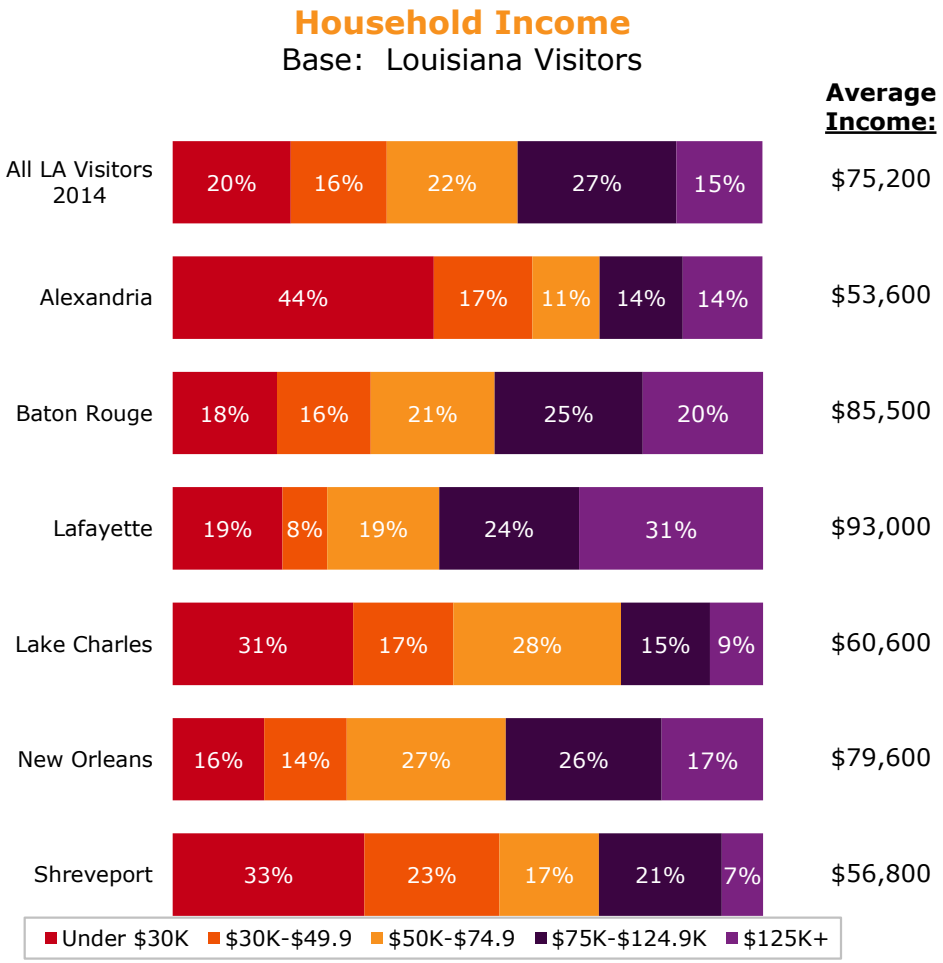
The affluence of visitors varies by Louisiana destination

- Lafayette, Baton Rouge and New Orleans attract the most affluent visitors, exceeding the average US traveler ($76,400) as well as the average Louisiana visitor ($75,200)
- Income extremes mirror age segments: lower income and younger visitors travel to Alexandria (40; $53,600) while more affluent and older visitors travel to Lafayette (49; $93,000).



Panel: Income (Household Level-demo wtd)

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Louisiana visitor characteristics generally reflect US travel patterns

- The greatest difference between Louisiana visitors and total US travelers occurs in ethnicity: 13% of Louisiana visitors are African-American, almost triple the national average (5%)
- Louisiana residents are the most likely to live with children (34%)
- Least likely to live alone (9%), Hispanic visitors have the largest households; half live with at least two other people
- Most matures are married (59%) and half live with just one other person (49%)

Gender, Marital Status, Household Composition, Ethnicity

Base: Louisiana Visitors (except the first column)

Other Demographics	Total US Travelers	Louisiana Visitors	From Louisiana	From High BDI	From Elsewhere	Mature	African-American	Hispanic
% Male	29%	26%	24%	29%	26%	34%	29%	39%
% Married	57	56	55	59	55	59	28	44
Household Composition								
% One Person	23%	20%	21%	18%	24%	28%	23%	9%
% Two People	37	37	33	39	40	49	29	41
% Three or More	40	43	46	44	37	22	48	50
% With Children < 18	27	26	34	24	18	8	25	32
Ethnicity								
% Caucasian	87%	83%	85%	79%	85%	90%	-	61%
% African-American	5	13	13	18	8	6	100	7
% Hispanic	4	5	3	4	8	2	2	100

QE: Please indicate your gender.
Panel: Marital Status, Household Members, Children, Ethnicity. (Household Level-demo wtd)

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The younger Hispanics (71%) and African-Americans (67%) report higher full-time employment rates

- The majority (54%) of Matures have retired
- Those living the furthest away note more formal education (61% with college degree) and greater affluence ($80,600, noted previously)

Employment, Education
Base: Louisiana Visitors

Other Demographics %	Total US Travelers	Louisiana Visitors	From Louisiana	From High BDI	From Elsewhere	Mature	African-American	Hispanic
Employment								
% Full Time	53%	54%	54%	56%	50%	32%	67%	71%
% Retired	20	21	18	21	25	54	13	15
% Other	26	25	28	23	25	15	19	15
Education								
% < 4 yr College Grad	49%	54%	58%	60%	39%	55%	62%	50%
% 4 yr College Grad +	51	46	42	40	61	45	39	53

Panel: Employment, Education (Household Level-demo wtd)

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Louisiana visitor characteristics vary by destination

- Alexandria visitors: Youngest, most often live alone, lowest income, most likely to be Hispanic, fewest retirees
- Baton Rouge visitors: Somewhat younger, slightly more likely to live with children, high affluence
- Lafayette visitors: Oldest, highest incomes, least likely to live alone, most often married, most often Caucasian
- Lake Charles: Average age, most likely to work full time, least formal education, below average income, least likely married, most African-Americans
- New Orleans: Younger, higher income, highest education, fewest with children, above average full time employed
- Shreveport: Average age, below average incomes, less likely Caucasian, least likely to work full time, and most retired

Gender, Marital Status, Household Composition, Ethnicity

Base: Louisiana Visitors (except the first column)

Other Demographics	Total US Travelers	Louisiana Visitors	Alexandria	Baton Rouge	Lafayette	Lake Charles	New Orleans	Shreveport
% Male	29%	26%	39%	32%	21%	25%	24%	23%
% Married	57	56	52	56	73	47	49	48
Household Composition								
% One Person	23%	20%	35%	19%	13%	17%	25%	20%
% Two People	37	37	33	41	38	24	38	36
% Three or More	40	43	32	40	50	58	38	45
% With Children < 18	27	26	29	29	24	33	22	28
Ethnicity								
% Caucasian	87%	83%	82%	83%	85%	74%	76%	79%
% African-American	5	13	8	11	9	23	20	16
% Hispanic	4	5	7	6	2	5	6	5

QE: Please indicate your gender.
Panel: Marital Status, Household Members, Children, Ethnicity. (Household Level-demo wtd)

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Louisiana visitor patterns by destination *continued*

Employment, Education
Base: Louisiana Visitors

Other Demographics %	Total US Travelers	Louisiana Visitors	Alexandria	Baton Rouge	Lafayette	Lake Charles	New Orleans	Shreveport
Employment								
% Full Time	53%	54%	58%	52%	55%	67%	62%	45%
% Retired	20	21	8	15	21	21	15	32
% Other	26	25	35	32	23	13	23	23
Education								
% < 4 yr College Grad	49%	54%	65%	55%	53%	73%	46%	65%
% 4 yr College Grad +	51	46	31	45	45	29	54	38

Panel: Employment, Education. (Household Level-demo wtd)

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4

Trip Characteristics and Satisfaction

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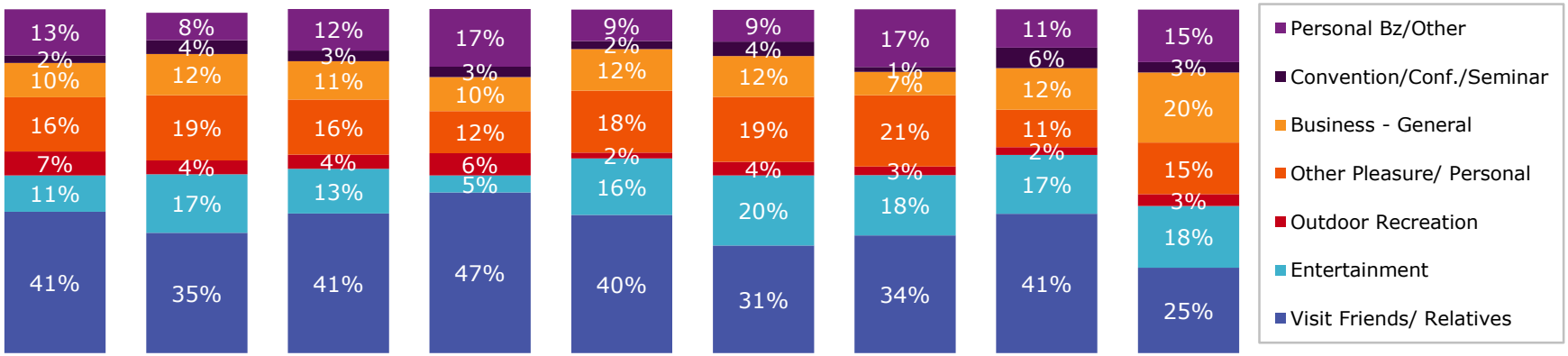
Visitors usually come to Louisiana for fun

- On par with Total US Travelers (41%), most visitors primarily come to Louisiana to *visit friends and family* (41%), especially Louisiana residents (47%)
- More so than 3 years ago, people primarily *visit friends/relatives* while fewer seek *entertainment*
- Although still a relatively small percentage, Hispanics (23%) and African=Americans (18%), who more likely work full-time, note more *business* travel; the more often retired Matures (8%) trail on business travel.

Primary Purpose of Trip



Total US Travelers	All Louisana Visitors CY 2011	All Louisana Visitors CY 2014	Louisiana Residents	High BDI Mktg Area	Reside Elsewhere	Mature Visitors	African-American Visitors	Hispanic Visitors	
74%	76%	74%	70%	76%	75%	75%	71%	61%	= Net Leisure
12%	16%	14%	13%	15%	16%	8%	18%	23%	= Net Business

Q1b. Which of the following was the primary purpose of your trip. . . (Trip Level – demo wtd)

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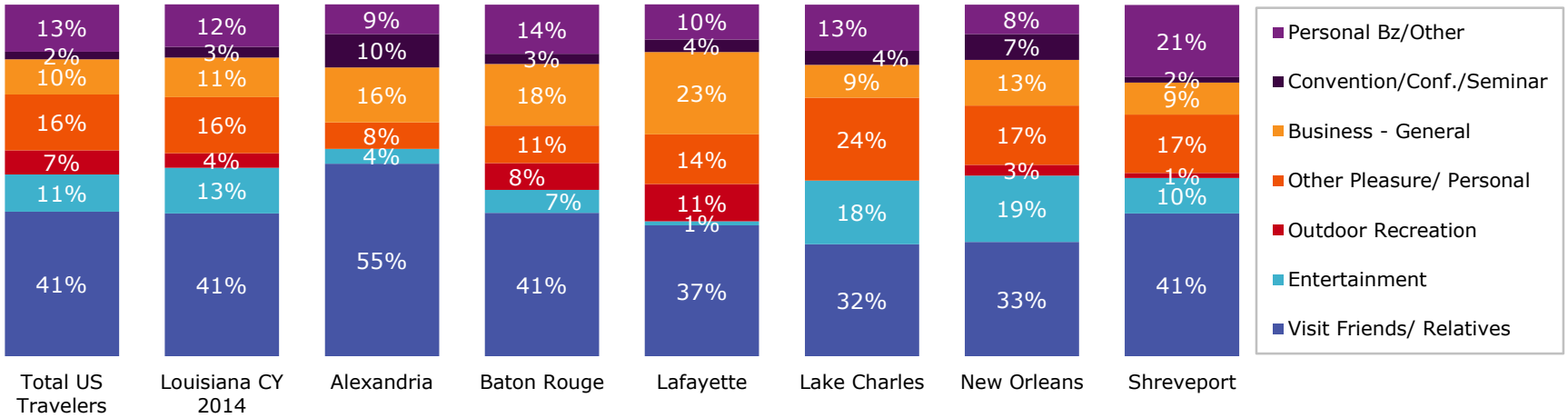
Visitors choose different activities in different LA areas

- Lafayette (27%) and Alexandria (25%) surpass New Orleans (20%) and Baton Rouge (20%) in business travel*; conventions, conferences, and seminars* occur most often in Alexandria
- Fishing and camping participation (shown later) ranks highest in Lafayette, which also shows higher levels for *outdoor recreation* than other areas
- Visits to *friends and family* (55%) account for more tourism in Alexandria than any other Louisiana area.

Primary Purpose of Trip



	Total US Travelers	Louisiana CY 2014	Alexandria	Baton Rouge	Lafayette	Lake Charles	New Orleans	Shreveport	
	74%	74%	67%	66%	63%	74%	71%	69%	= Net Leisure
	12%	14%	25%	20%	27%	13%	20%	11%	= Net Business

Q1b. Which of the following was the primary purpose of your trip. . . (Trip Level – demo wtd)

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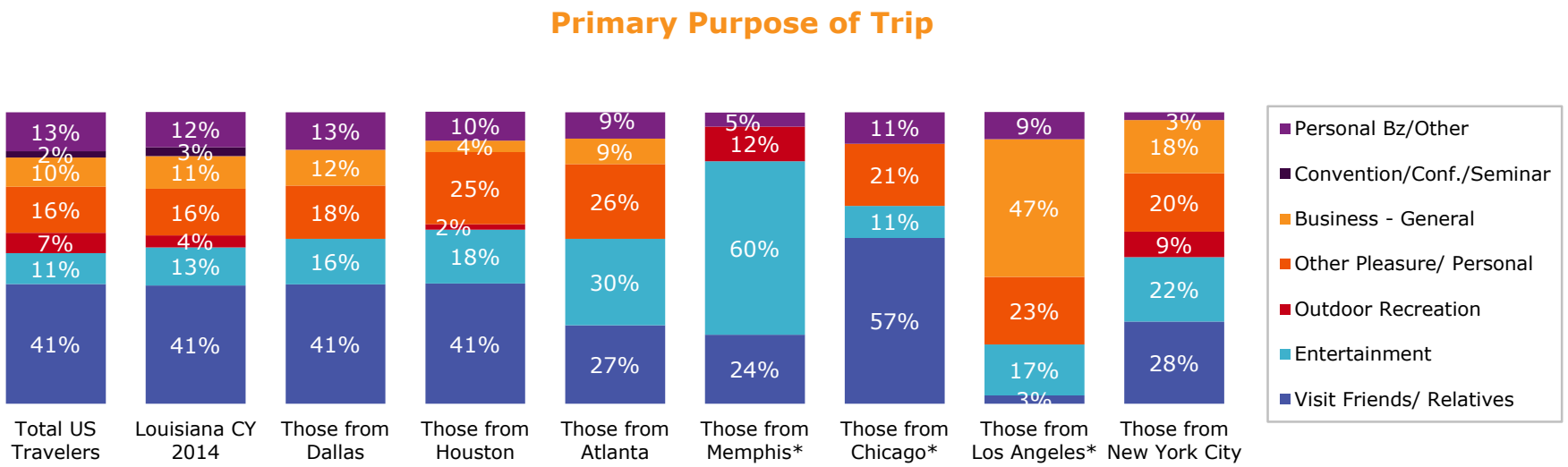
Visitors from large, distant cities come for the same reasons as others

- Caution: Very small sample for Atlanta, Memphis, Chicago, Los Angeles, and New York City.



74%	74%	75%	86%	82%	95%	89%	43%	79%	= Net Leisure
12%	14%	12%	4%	9%	-	-	47%	18%	= Net Business

* Caution: Very small base size n<20

Q1b. Which of the following was the primary purpose of your trip. . . (Trip Level – demo wtd)

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Visitors often drive to see friends and relatives

- Compared to business travelers, leisure travelers more often: *drive, stay with friends/relatives*, and *travel with children*
- Business travelers fly more frequently, stay longer, and usually pay for lodging (hotel/motel)
- About one in five business visitors fly (21%) – nearly twice as likely as leisure visitors

Primary Purpose and Accommodations

LOUISIANA VISITORS Trip Choices (Trip Level)	Total 2011	Total 2014	Leisure	Business
PRIMARY TRIP PURPOSE				
NET Leisure/Personal	76%	74%	100%	-
Visit Friends/Relatives	35	41	55	-
Entertainment/Sightsee	17	13	18	-
NET Business	16	14	-	100%
Personal Bs/Other	8	12	-	-
PRIMARY MODE				
% Own Auto/Truck	77%	76%	79%	60%
% Air Travel	11	12	12	21
AVG # IN TRAVEL PARTY	2.8	2.9	3.0	2.1
% Traveling Solo	27%	26%	20%	58%
% Traveling With Children	22	24	27	14

Q1b: Which was the primary purpose of trip?

Q2b: Which was the primary mode of transportation?

Q3a: Please indicate number of travel party members (including yourself) under 18 and 18+. (Trip Level – demo wtd)

LOUISIANA VISITORS Lodging (State Level)	Total 2011	Total 2014	Leisure	Business
AVG # NIGHTS (if any)	3.1	3.0	2.9	3.2
Private Home	1.1	1.1	1.3	0.5
Hotel/Motel	1.6	1.5	1.3	2.3
All Other	0.2	0.1	0.1	0.2

Q4f: Please specify the number of nights stayed at each listed accommodation (State Level – demo wtd).

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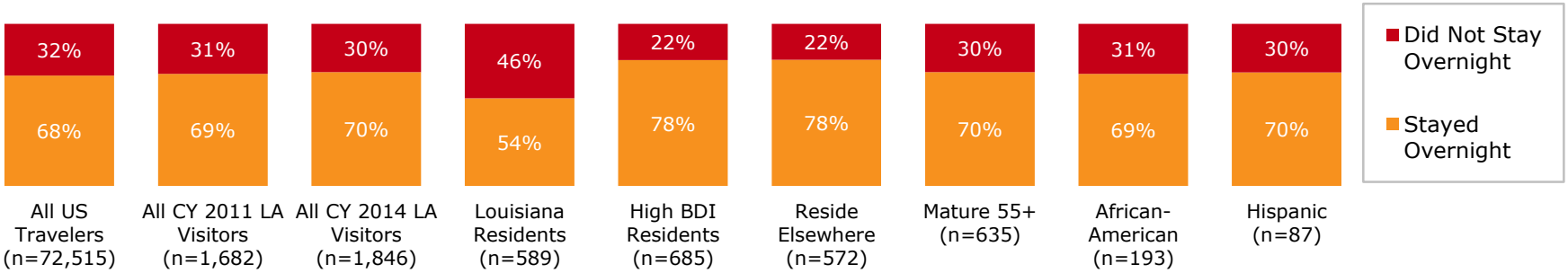
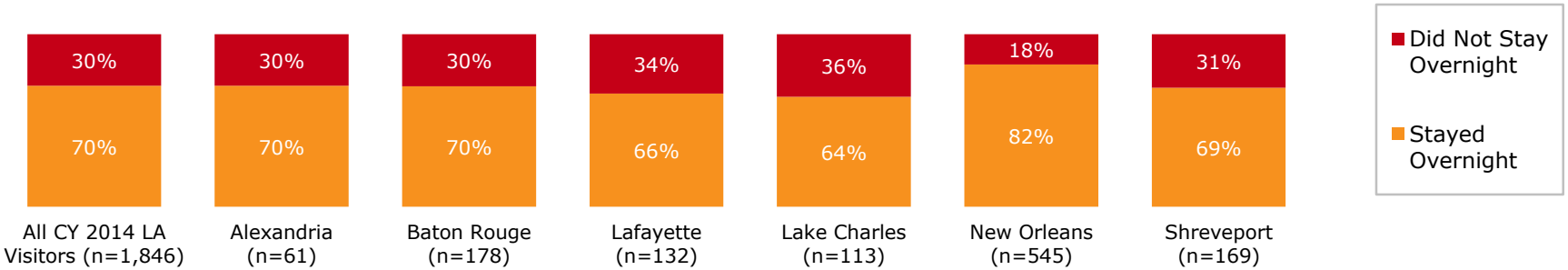
Most out-of-state visitors spend at least one night

- Seven in 10 Louisiana visitors stay overnight, similar to other US travelers and past years
- Logically, those who live in-state often choose day-trips (46%); conversely, those who travel farthest more likely stay overnight (78%)
- New Orleans visitors most often spend the night (82%); Lake Charles attracts the most day visits.

Day vs. Overnight – By SEGMENT



Day vs. Overnight – By DESTINATION



Q4e. Please specify which visits included at least one overnight stay (State Level – demo wtd)

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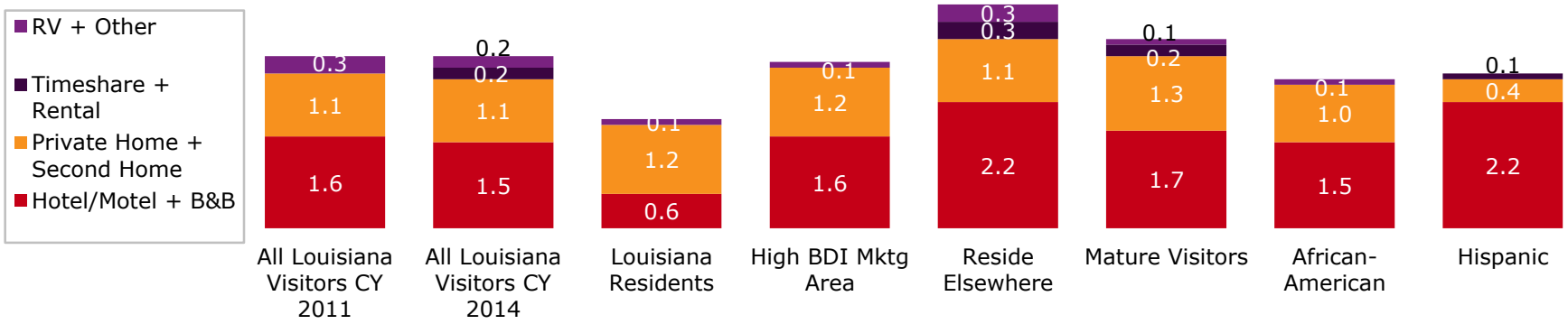
Over half (57%) pay for accommodations

- The largest share of Louisiana visitors come to see *friends/family* and many stay with them rather than in *hotels/motels/B&Bs/rentals*
- As shown previously, fewer Louisiana residents stay overnight on a trip in Louisiana; even when they do, they spend the fewest proportion of nights (30%) in paid accommodations
- Those who travel farthest (i.e., live outside of Louisiana and the High BDI Marketing Area), stay the longest (4.0 nights) and more often opt for hotels/motels (63% paid)
- Mature visitors have the second longest stays (3.4 nights), often in paid stay accommodations (56%).

Length of Stay

Base: Overnight Visitors



	All Louisiana Visitors CY 2011	All Louisiana Visitors CY 2014	Louisiana Residents	High BDI Mktg Area	Reside Elsewhere	Mature Visitors	African-American	Hispanic
Average # of Nights:								
Total	3.1	3.0	2.0	2.9	4.0	3.4	2.7	2.7
Paid*	1.6	1.7	0.6	1.6	2.5	1.9	1.5	2.3
% Paid/Total	52%	57%	30%	55%	63%	56%	56%	85%

* Hotel/Motel/B&B/Rental Home/Rental Condo/Time Share

Q4f. Abridged: Of the overnights in Louisiana, specify the number stayed at each accommodation (State Level)

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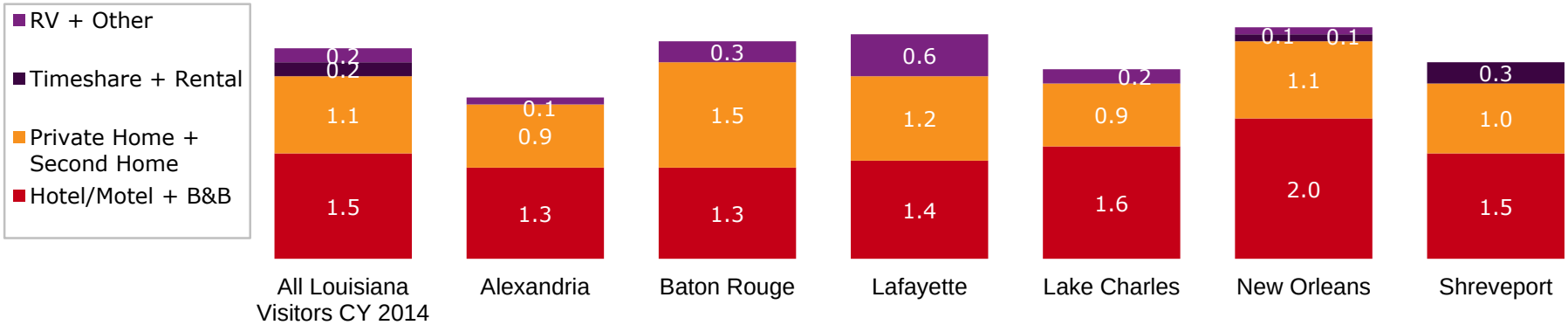
Visitors stay longer in New Orleans, Baton Rouge, Lafayette

- Not only does New Orleans attract more overnighters (earlier slide), but they stay longer and more often opt for hotels than average
- Lake Charles and Shreveport visitors choose paid accommodations as often as New Orleans guests, but do not stay as long
- Consistent with the trip purpose (outdoor recreation) and popular activities (fishing and camping), Lafayette guests spent the most nights in RVs and tents.

Length of Stay
Base: Overnight Visitors



Average # of Nights:

	All Louisiana Visitors CY 2014	Alexandria	Baton Rouge	Lafayette	Lake Charles	New Orleans	Shreveport
Total	3.0	2.3	3.2	3.2	2.6	3.4	2.9
Paid*	1.7	1.3	1.3	1.4	1.6	2.1	1.8
% Paid/Total	57%	57%	41%	44%	62%	62%	62%

* Hotel/Motel/B&B/Rental Home/Rental Condo/Time Share

Q4f. Abridged: Of the overnights in Louisiana, specify the number stayed at each accommodation (State Level)

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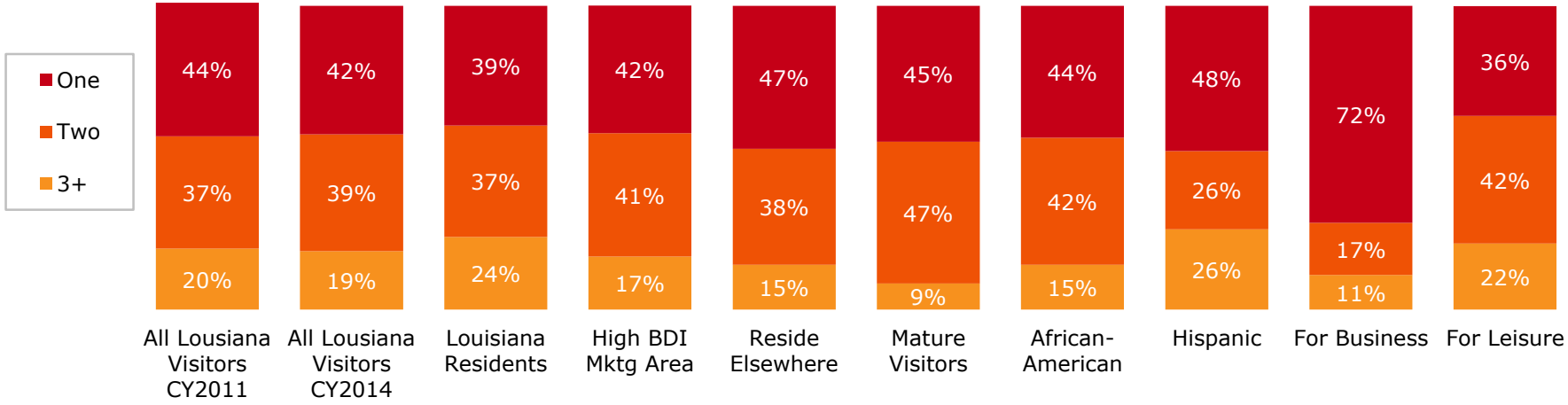
Visitors often travel solo or in pairs*

- About one Louisiana travel party in five (21%) includes children
- Not surprisingly, business travelers (72%) most often travel alone
- Mature visitors travel in smaller groups (only 9% travel with 3+ members; only 6% with children)
- Louisiana residents often travel with 3+ others (24%) and the most likely to travel with children.

Number of Household Members in Travel Party (Including Self)



Average # of Household Members in Travel Party:										
Total	1.9	2.0	2.1	1.9	1.8	1.7	1.9	2.1	1.5	2.1
% w/Children	19%	21%	28%	18%	12%	6%	22%	25%	13%	23%

*NOTE: The travel party could include non-household members, which theoretically, would be covered by another household. The proportion traveling in pairs may be somewhat lower than expected because "couples" who are not married or living together would respond as "one."

Q3b. Of travelers, how many live in your household, including yourself (Household State Level – demo wtd)

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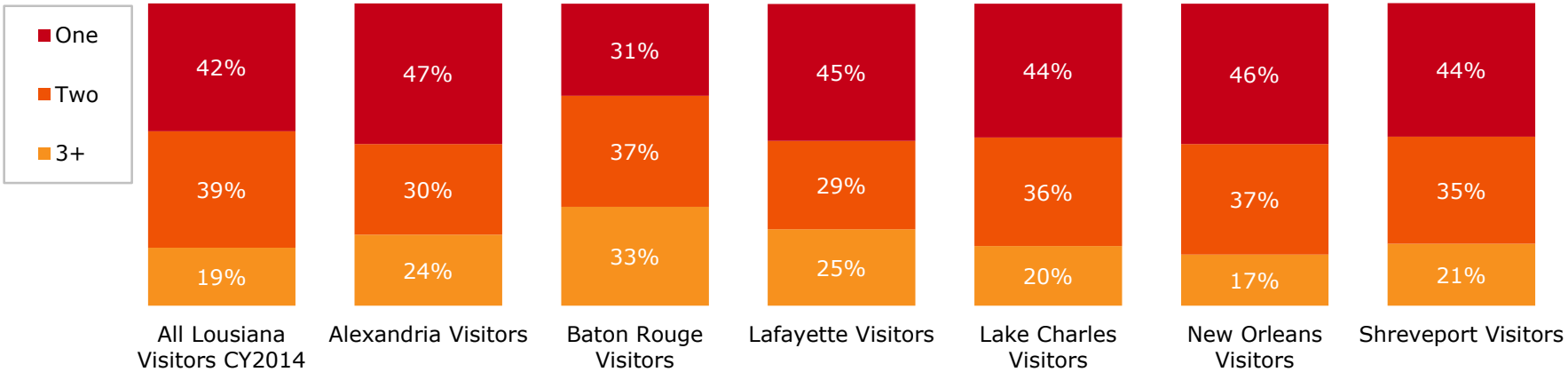
Lake Charles & New Orleans draw fewer families (children)

- Those with children go to areas where the primary purpose is to *visit friends and relatives*, notably Alexandria, Baton Rouge, and Shreveport
- New Orleans tends to attract adults who, as shown later, indicate greater interest in *shopping, dining/ nightlife, history/museums/art galleries, urban sightseeing*, and *special events*
- Also with relatively low appeal to families, Lake Charles attracts mostly *casino/gaming* visitors.

Number of Household Members in Travel Party (Including Self)



Average # of Household Members in Travel Party:							
Total	2.0	2.0	2.3	2.0	1.9	1.9	2.0
% w/Children	21%	28%	34%	20%	11%	15%	26%

*NOTE: The travel party could include non-household members, which theoretically, would be covered by another household. The proportion traveling in pairs may be somewhat lower than expected because "couples" who are not married or living together would respond as "one."

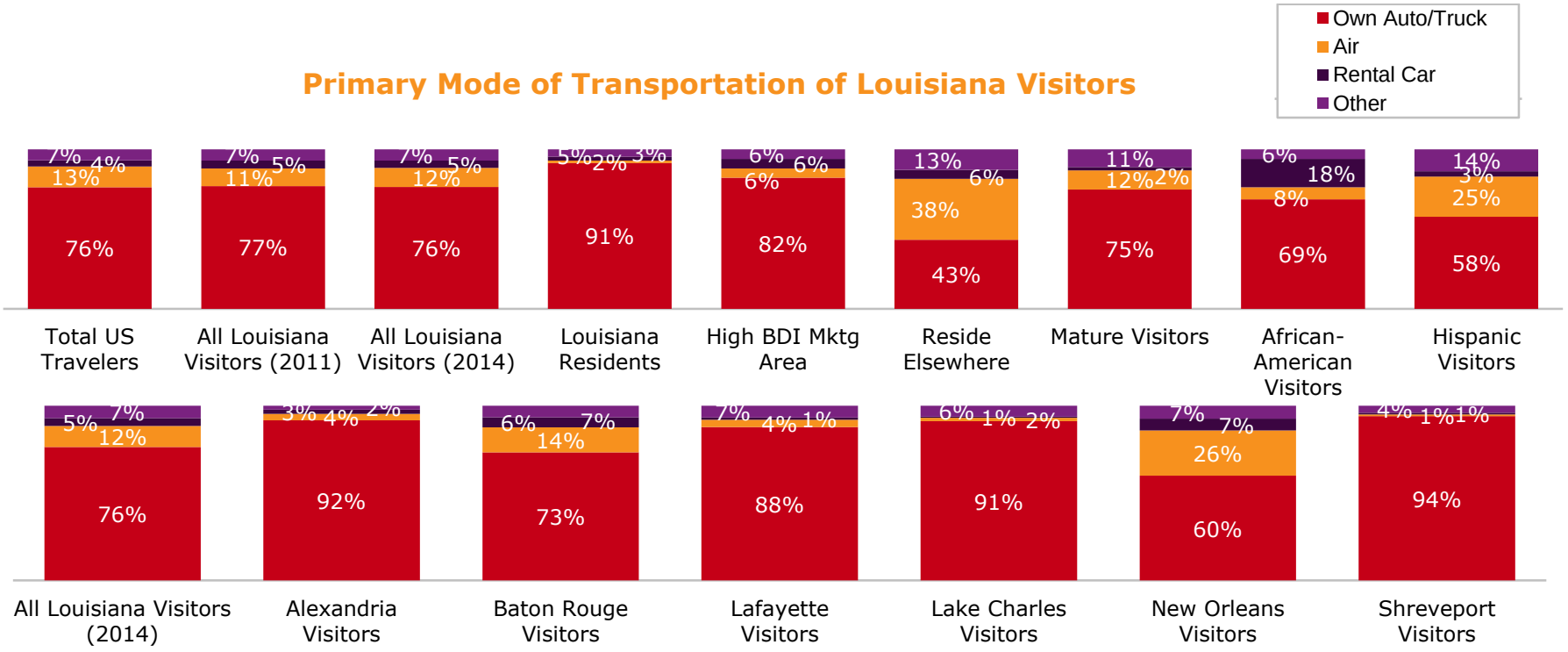
Q3b. Of travelers, how many live in your household, including yourself (Household State Level – demo wtd)

© TNS 2015

Most travelers drive to their destination

However, distance notably affects transportation choice:

- Locals (Louisiana residents) almost exclusively drive to in-state destinations
- Conversely, residents outside both the state and the High BDI Marketing Area fly most often
- As noted in the prior two waves, African-Americans rent a car to visit Louisiana more often than most others
- Only New Orleans has a large group of visitors who fly to the destination.



Q2b. Abridged: Which was the primary mode of transportation used for your trip . . . (Household Level – demo wtd)

© TNS 2015

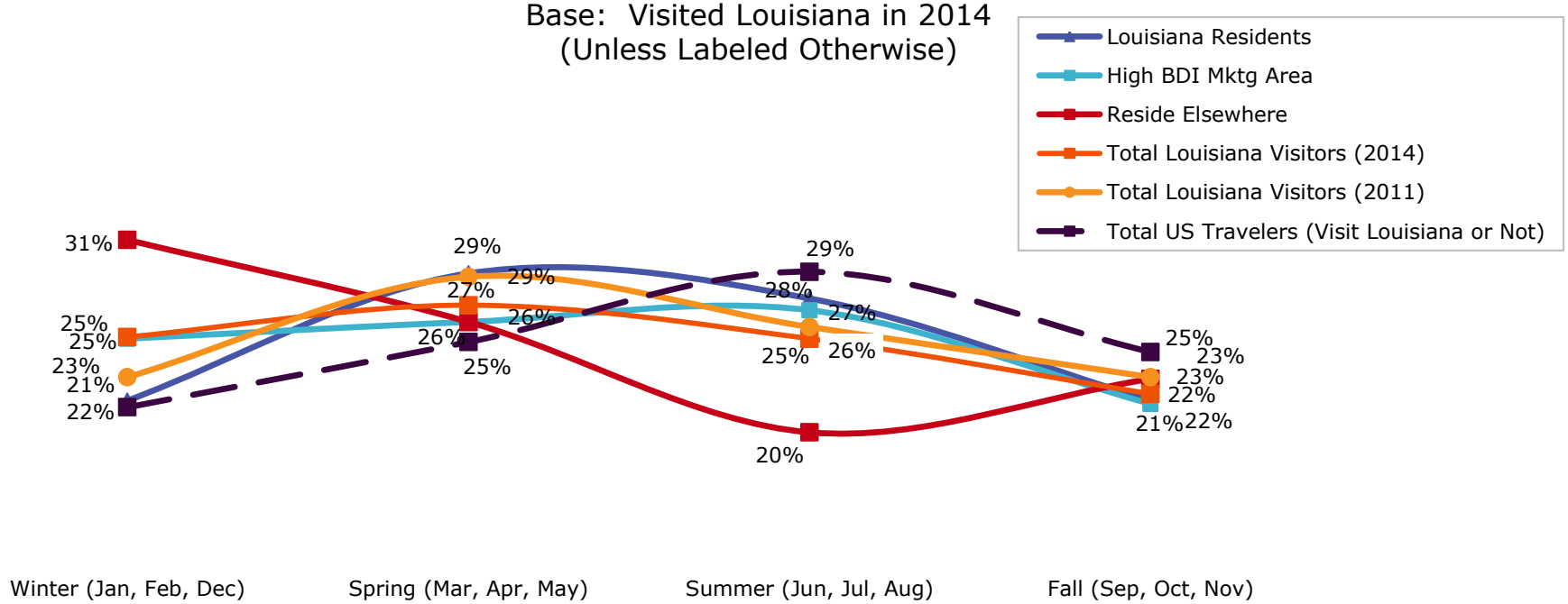
Nationally, travel peaks in Summer, but not for Louisiana

Similar to 2011, travel to Louisiana peaks in Spring:

- Louisiana residents travel in-state more often in Spring and Summer; less in Fall and Winter
- Those traveling the furthest typically avoid the hot summer months

TIMING OF TRIP BY SEASON

Base: Visited Louisiana in 2014
(Unless Labeled Otherwise)



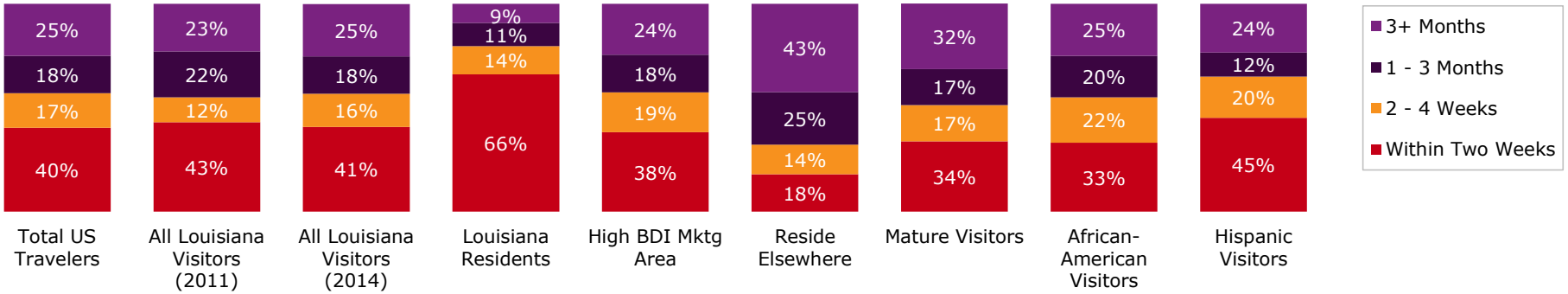
Month Traveled (wave of questionnaire) (Household Level)

© TNS 2015

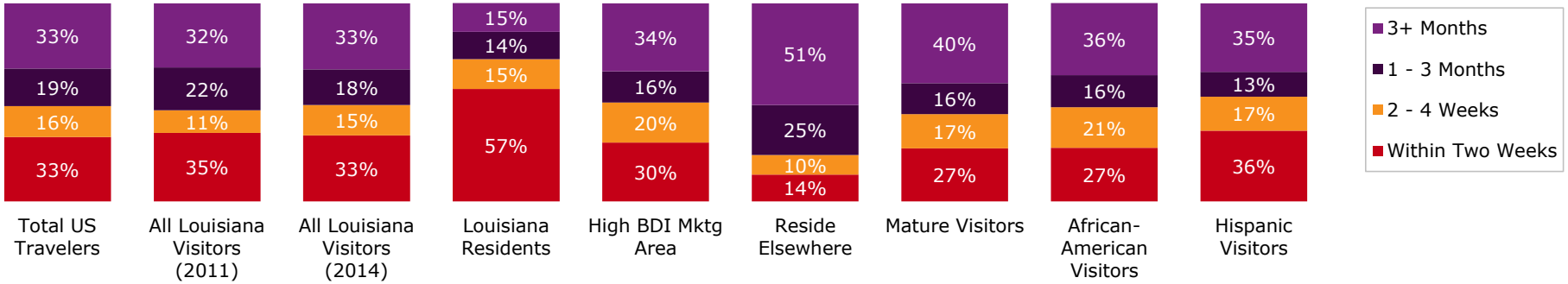
Logical patterns occur for trip planning

- Since fewer spend the night, in-state visitors consider and decide to take relatively spontaneous trips
- Conversely, those traveling from farther distances (reside elsewhere) have longer planning horizons
- After long distance travelers, Matures take the most time to plan their trip

Time Decided On Trip Before Visit to Louisiana (except Total US Travelers = all trips)



Time Considered Trip Before Visit to Louisiana (except Total US Travelers = all trips)



Q4i. Please indicate how far in advance you considered traveling to . . . // Decided to visit . . . (State Level-demo wtd)

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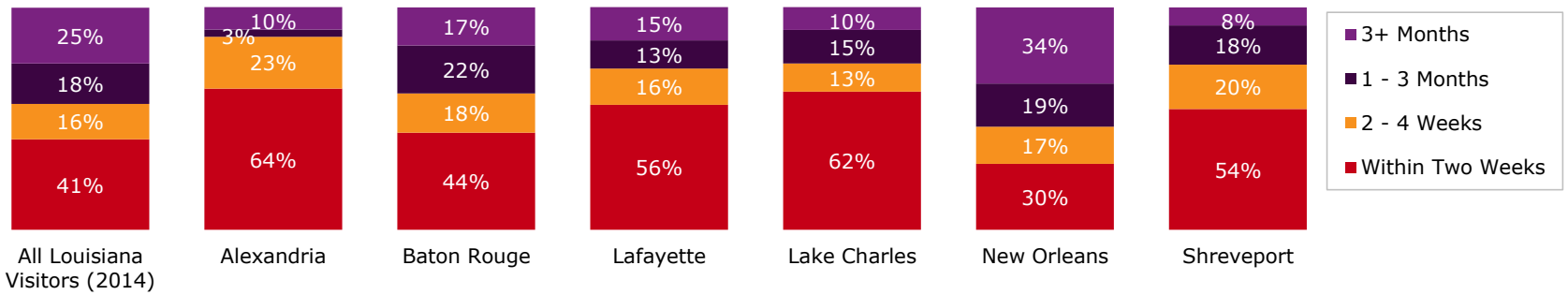
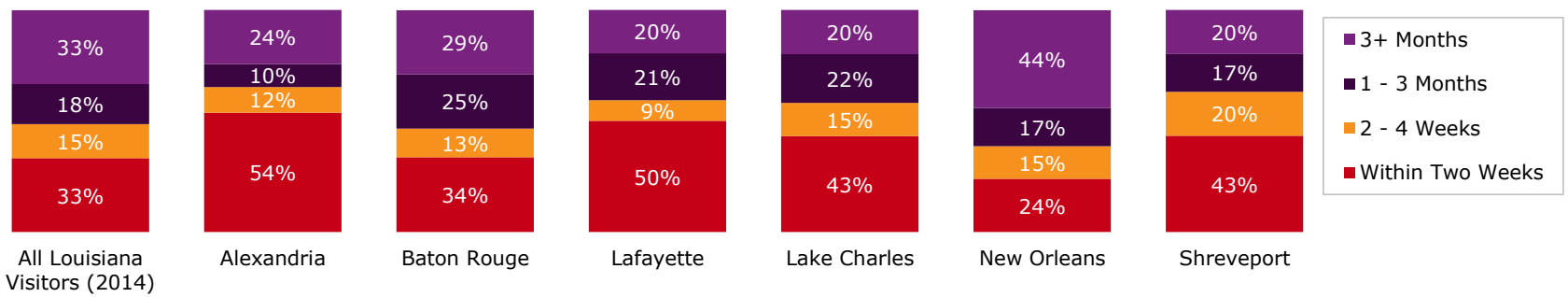
Trip planning varies by source market distance

- New Orleans visitors take longer to plan and decide on a trip, logical for the destination that has the highest proportion (38%) living outside Louisiana and High BDI areas
- Of remaining areas, Baton Rouge required the most planning and Alexandria the least.

Time Decided On Trip Before Visit to Louisiana



Time Considered Trip Before Visit to Louisiana



Q4i. Please indicate how far in advance you considered traveling to . . . // Decided to visit . . . (State Level-demo wtd)

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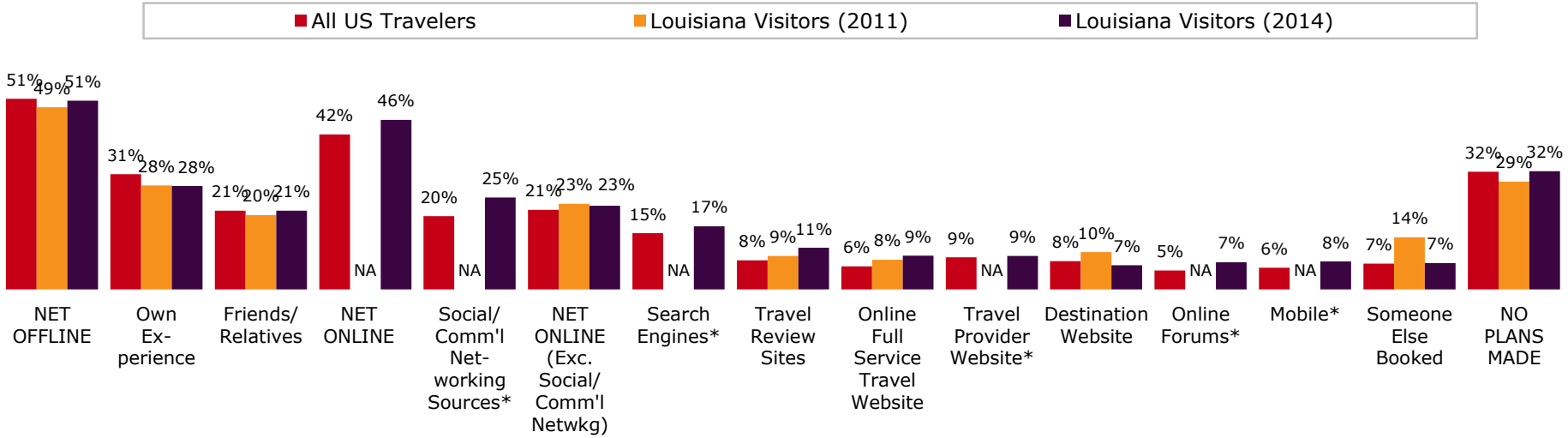
LA visitors use the same information sources as total US travelers

- As in the past and similar to total US travelers, many Louisiana planners rely on *past experience* for information
- Word-of-mouth (via *friends/relatives* and *social/commercial networking*) and *search engines* rank next
- Printed information (1% - 4%) has minimal reach and impact.

Information Sources to Plan a Trip
Ranked by Louisiana Visitors 2014 (7%+)



*Not asked in 2011

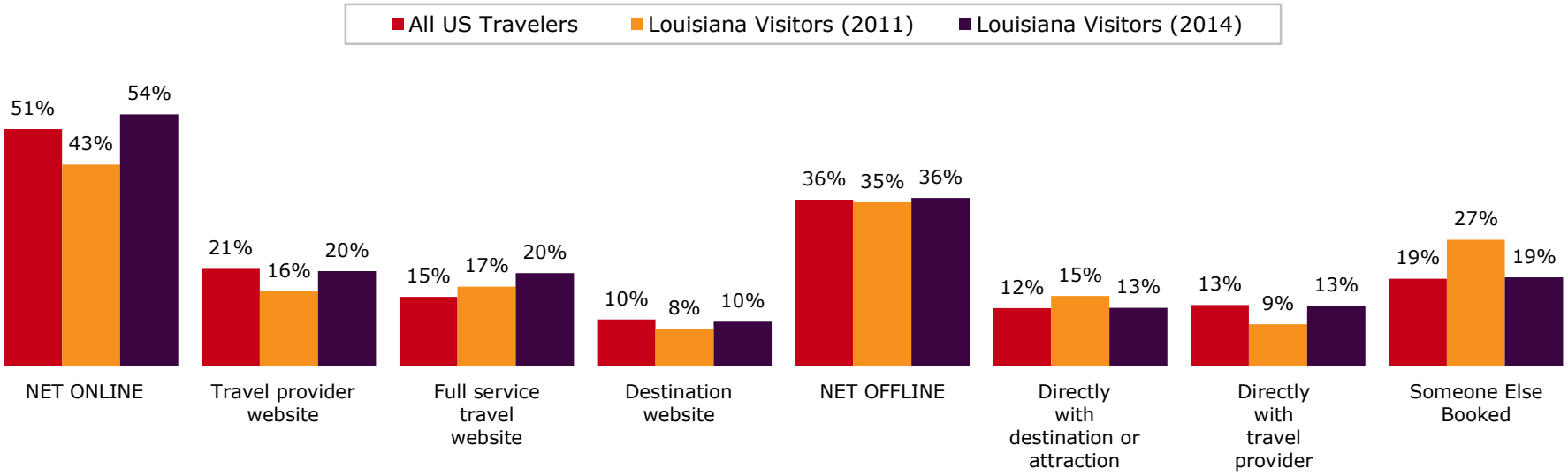
Q4j. What sources did you use in planning your trip to . . . (State Level – demo wtd)

© TNS 2015

Most travelers book trips online

- Both total travelers and Louisiana visitors book trips online more often than offline
- Louisiana visitors equally use travel provider websites (20%) and online full service travel agencies (20%) as their top booking methods.

Method Used to Book Trip Components
Ranked by Louisiana Visitors 2014 (7%+)



Q4k. Please indicate the method(s) you used to book your trip . . . (State Level – demo wtd)

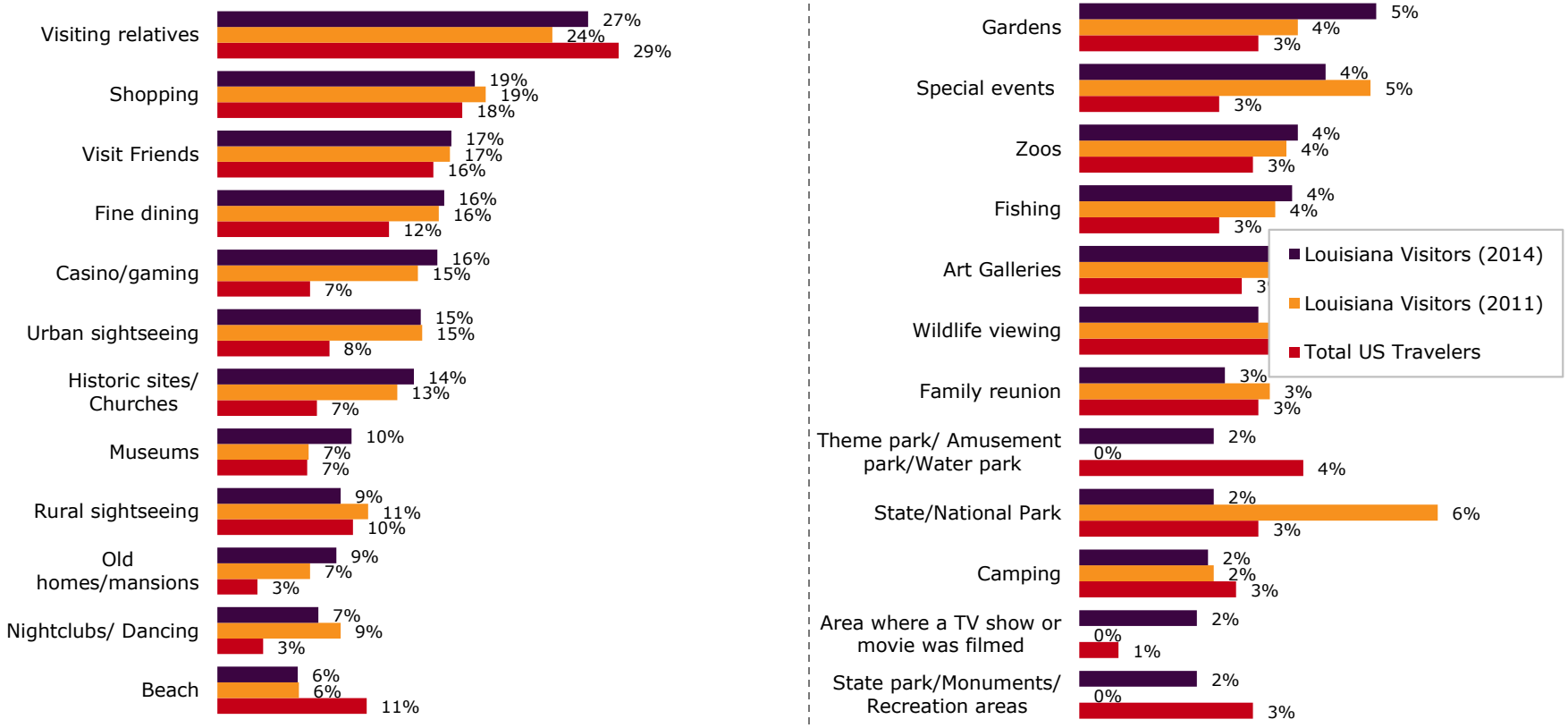
© TNS 2015

Louisiana visitors come to visit, shop, eat, and gamble

- Compared to all US travelers, Louisiana visitors notably more often play *casino games, sightsee in cities, visit historic areas* (*historic sites, churches, old homes/mansions), museums,* and enjoy *fine dining* and *nightclubs*.

Activities Participated/Attractions Visited

% Participated/Visited – Ranked by Louisiana Visitors (Activities with <2% for Total Louisiana Visitors not shown)



Q4h. When you visited (state) during trip/month, please check all of the following activities did/attractions visited. (State Level-demo wtd)

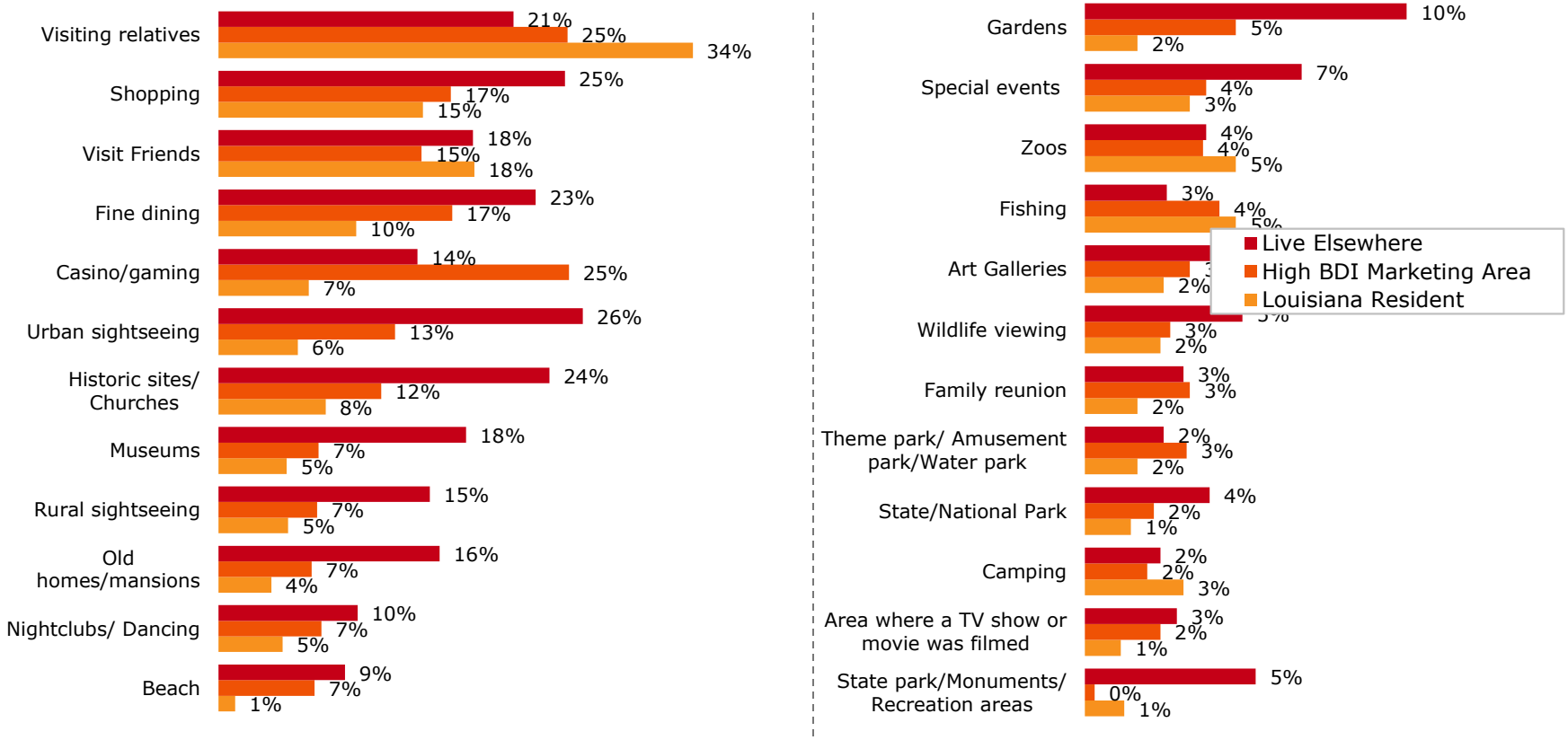
© TNS 2015

In-state residents often visit friends and relatives

- However, they lag non-residents on most other leading activities. More High BDI Marketing Area residents *gamble* than others while more of those living further away engage in nearly all other tourism features.

Activities Participated/Attractions Visited

% Participated/Visited – Ranked by Louisiana Visitors (Activities with <2% for Total Louisiana Visitors not shown)



Q4h. When you visited (state) during trip/month, please check all of the following activities did/attractions visited. (State Level-demo wtd)

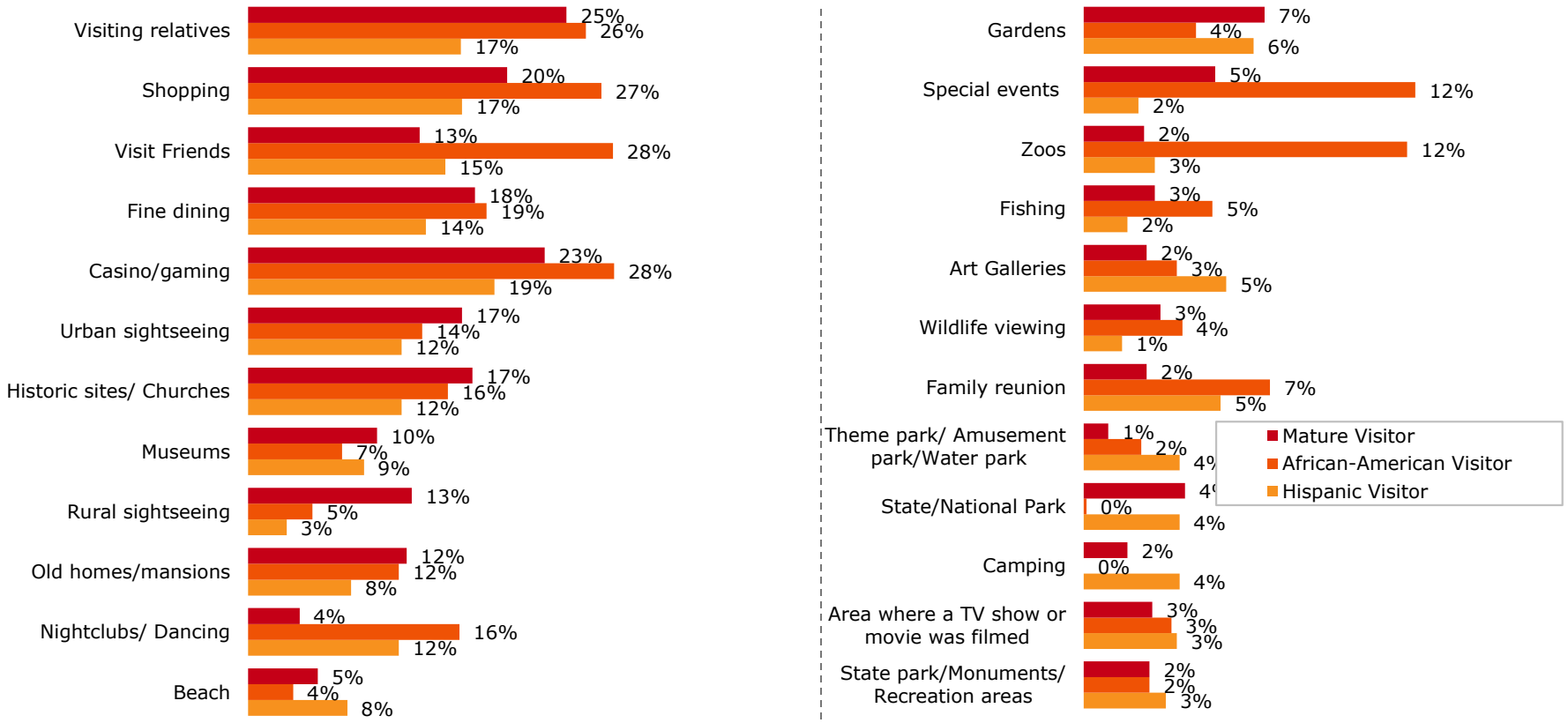
© TNS 2015

Activities vary by key visitor groups

- Mature visitors most often *visit relatives, gamble, shop*, and *dine well*
- African-Americans engage in several activities more than others, especially: *gaming, visiting friends/relatives, shopping, dining, nightclubs/dancing, special events,* and *zoos*
- Hispanics visit *casinos/gamble* more than any other activity, but less than the other two groups.

Activities Participated/Attractions Visited

% Participated/Visited – Ranked by Louisiana Visitors (Activities with ,2% for Total Louisiana Visitors not shown)



Q4h. When you visited (state) during trip/month, please check all of the following activities did/attractions visited. (State Level-demo wtd)

© TNS 2015

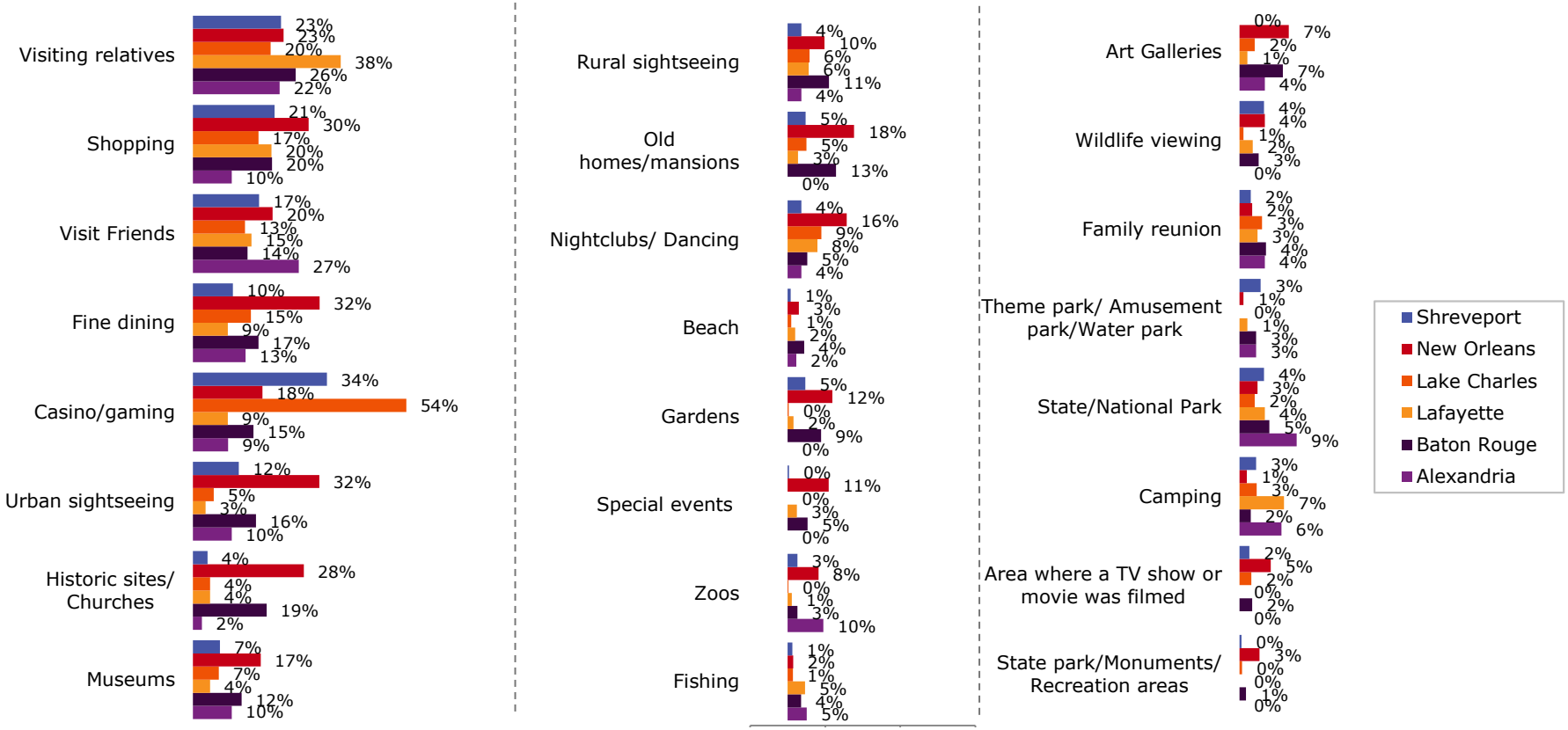
They also go to *nightclubs, special events* and *zoos* much more often than others.
Hispanics most often visit *casinos/gamble*

Activities vary widely by destination

- The most distinct destinations are New Orleans, which "owns" *dining, urban sightseeing, historic sites, museums* and *special events,* and Lake Charles (and secondarily Shreveport), both of which lure *casino/gaming visitors*.

Activities Participated/Attractions Visited

% Participated/Visited – Ranked by Louisiana Visitors (Activities with <2% for Total Louisiana Visitors not shown)



Q4h. When you visited (state) during trip/month, please check all of the following activities did/attractions visited. (State Level-demo wtd)

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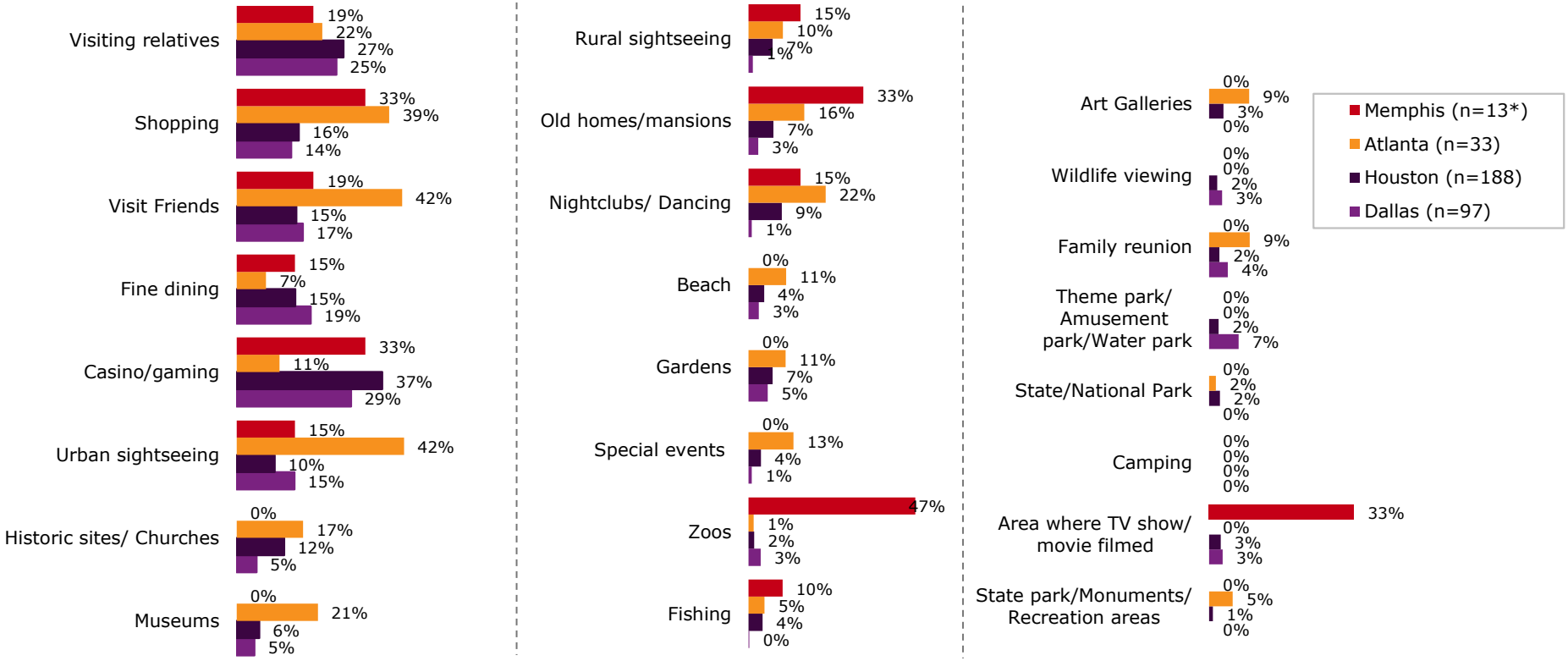
Activities also vary by source of visitors

- Besides visiting friends and/or relatives, *casino/gaming* ranks as the top activity by visitors from **Dallas** and **Houston**, the same result as three years ago. **Atlanta** visitors *visit friends* and take advantage of *shopping* and *urban sightseeing.* Although caution is advised because of the small sample, **Memphis** visitors enjoy the *zoos.*

Activities Participated/Attractions Visited

% Participated/Visited – Ranked by Louisiana Visitors (Activities with <2% for Total Louisiana Visitors not shown)



* Caution: Small base size

Q4h. When you visited (state) during trip/month, please check all of the following activities did/attractions visited. (State Level-demo wtd)

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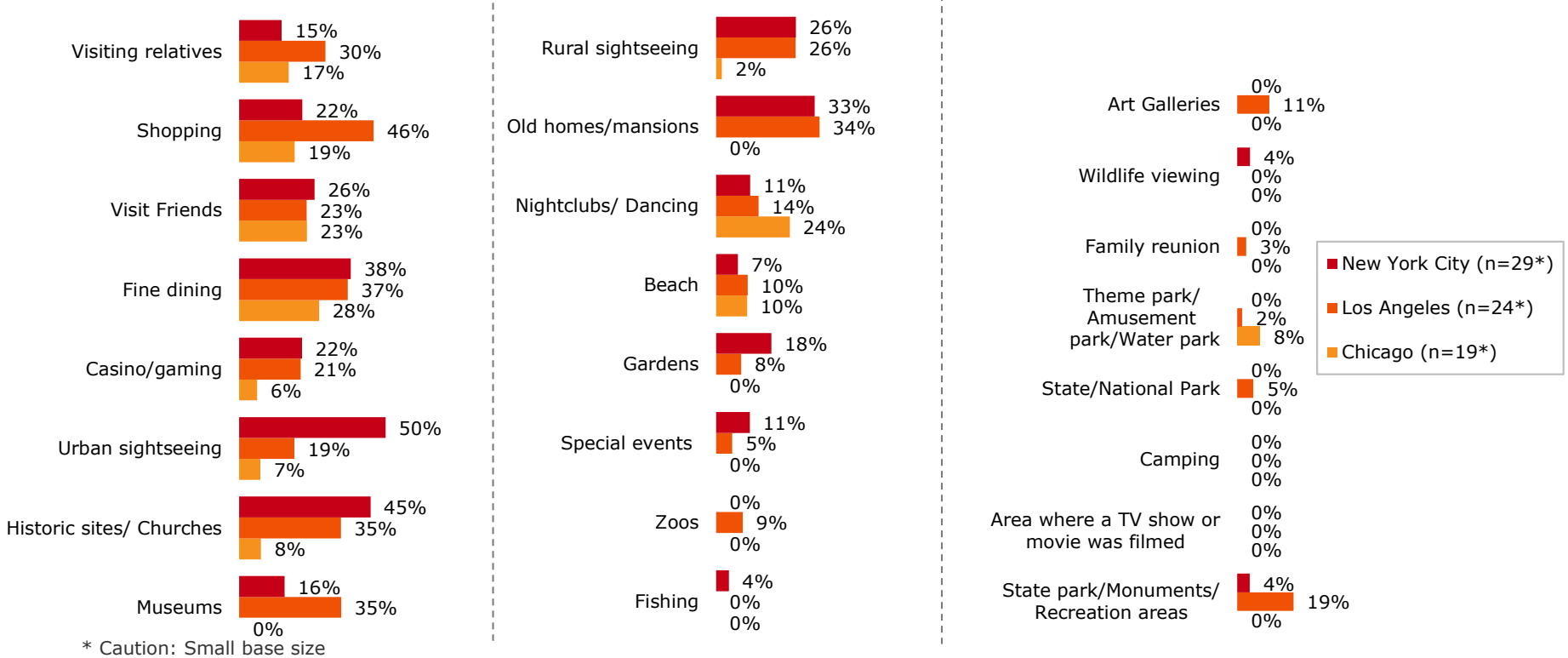
Activities vary by source of visitors *continued*

- Again, with caution because of the very small sample, visitors from the three biggest US cities focus on similar activities on vacation, with *fine dining* toward the top of the list. Those from **New York City** add *urban sightseeing* and *historic sites/churches;* those from **Los Angeles** add *shopping* and *historic sites/churches,* and those from **Chicago** add *night clubs/dancing.* Few seek the most outdoorsy options *(camping, fishing).*

Activities Participated/Attractions Visited

% Participated/Visited – Ranked by Louisiana Visitors (Activities with <2% for Total Louisiana Visitors not shown)



* Caution: Small base size

Q4h. When you visited (state) during trip/month, please check all of the following activities did/attractions visited. (State Level-demo wtd)

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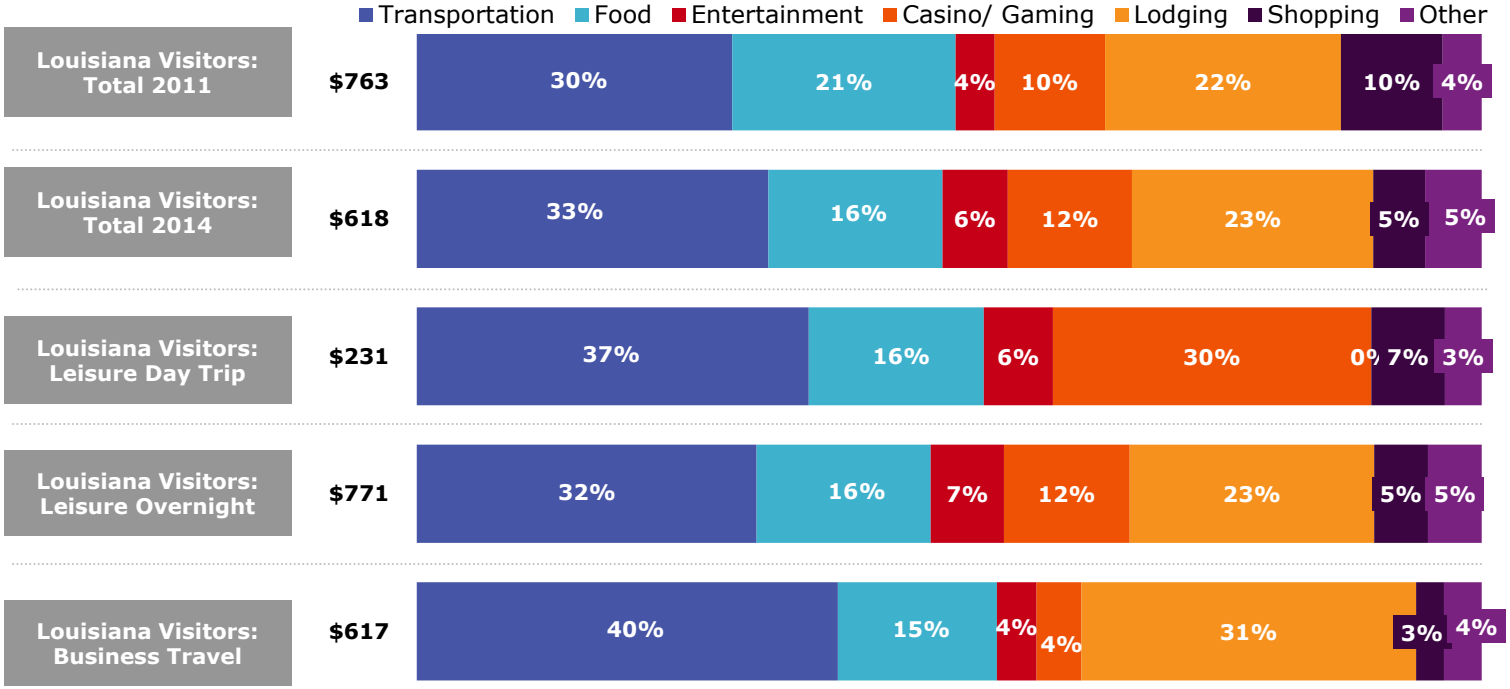
Visitor spending dips from 3 years ago

- Overnighters stay longer, of course, and allocate a large share of their travel budget for *lodging*
- Business travelers spend more on *transportation* (consistent with greater likelihood of flying) and *lodging*
- With fewer expenses, day trippers spend over twice as much, proportionately, on *casinos/gaming* than others.

Average Spending in Louisiana by Trip Type

Total Spending by Travel Party (Total Spending, including 0)



Note: Transportation includes parking/tolls/gasoline. Food includes food/beverage/dining/groceries. Other includes amenities/other.
Note 2: Not all respondents classified as business or leisure (personal business and other)
Q4g. Please indicate the total dollar amount spent by your travel party (all) in Louisiana for . . . (State Level-demo wtd)

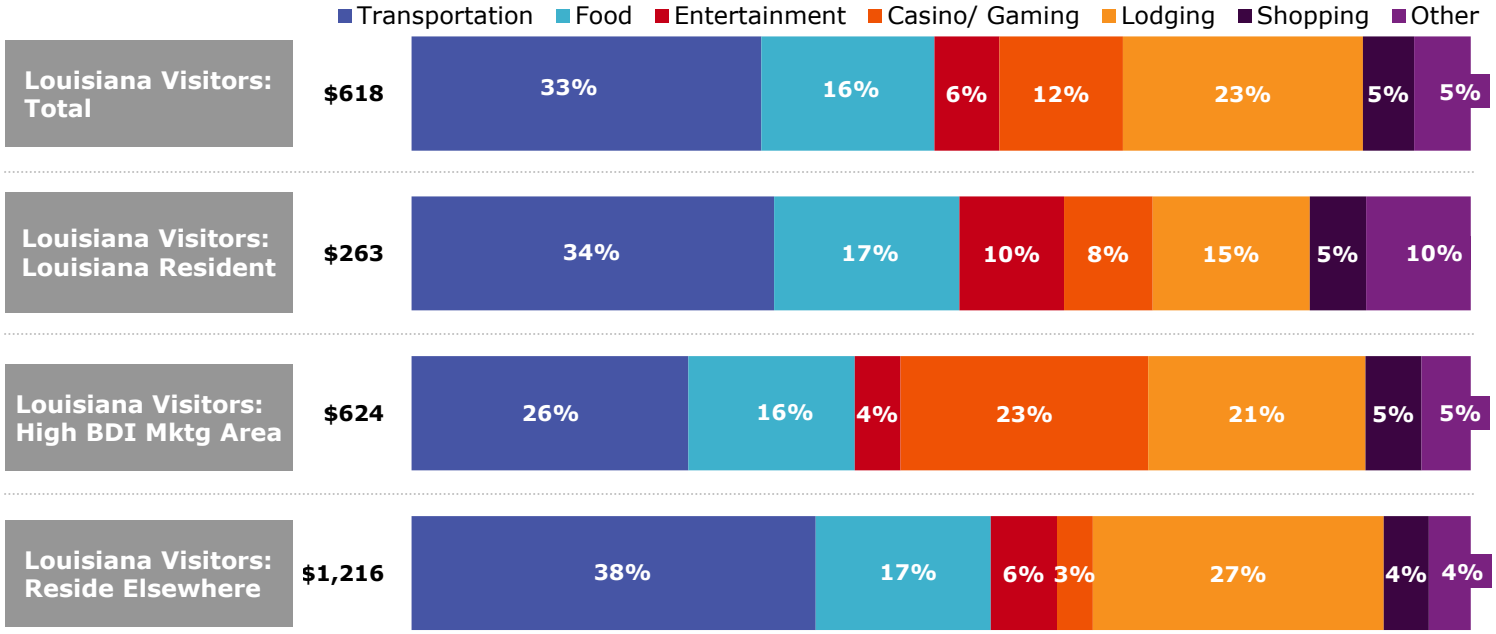
© TNS 2015

Value of visitors climbs with distance traveled

- Those living "elsewhere" (outside the state and High BDI Marketing Area) spend more of their trip budgets for *transportation* and *lodging*
- High BDI Marketing Area residents spend more (23%) on *gaming* than others, averaging $434 (excluding non-gamblers)
- *Transportation* takes the largest bite out of in-state visitors' budgets; *lodging* and *food* vie for second-place.

Average Spending in Louisiana by Trip Type

Total Spending by Travel Party (Total Spending, including 0)



Note: Transportation includes parking/tolls/gasoline. Food includes food/beverage/dining/groceries. Other includes amenities/other.
Q4g. Please indicate the total dollar amount spent by your travel party (all) in Louisiana for . . . (State Level-demo wtd)

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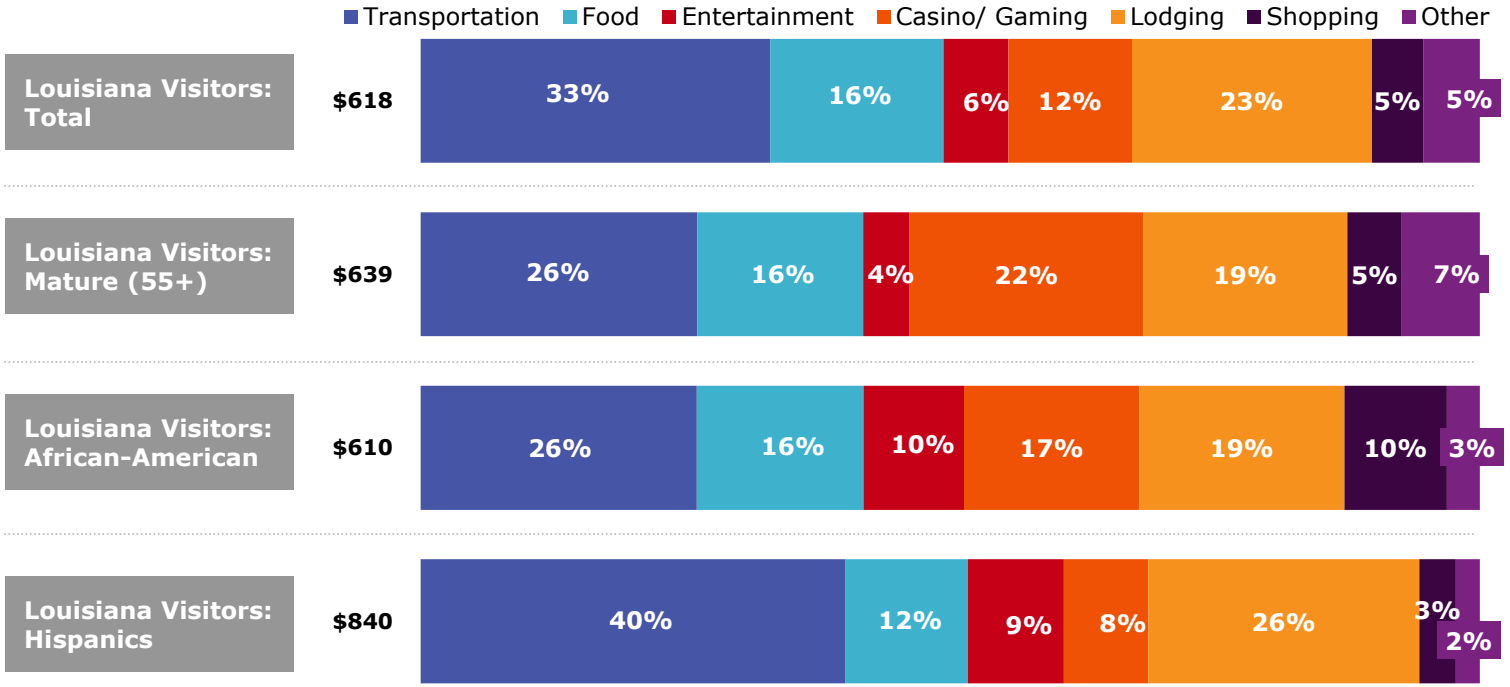
Visitor spending choices vary widely by type

- Mature visitors spend the largest proportion (22%) on *gaming*
- African-Americans double the *shopping* average (10% vs 5%)
- Nearly half (45%) of Hispanics are long distance travelers, outside the state and High BDI Marketing Area, leading to higher *transportation* and *lodging* spending.

Average Spending in Louisiana by Segment

Total Spending by Travel Party (Total Spending, including 0)



Note: Transportation includes parking/tolls/gasoline. Food includes food/beverage/dining/groceries. Other includes amenities/other.
Q4g. Please indicate the total dollar amount spent by your travel party (all) in Louisiana for . . . (State Level-demo wtd)

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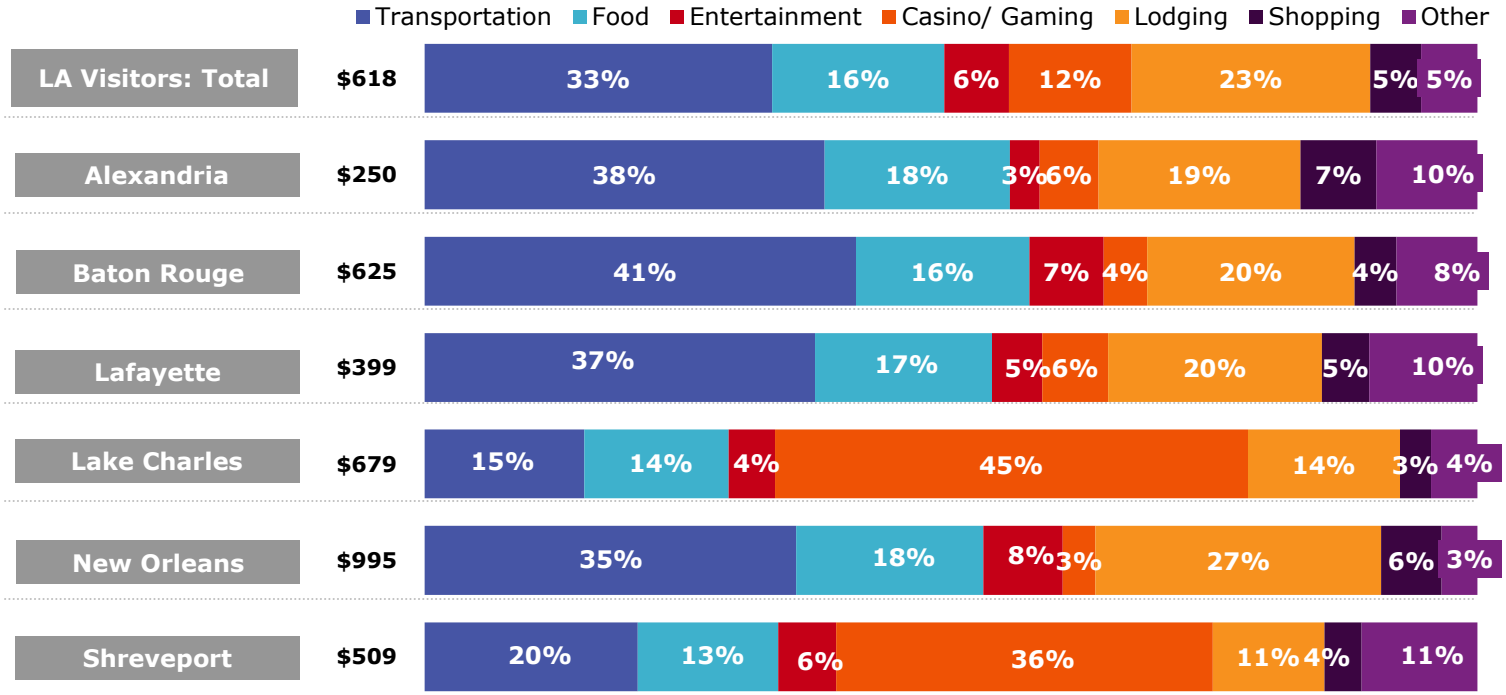
New Orleans visitors spend more than others

- New Orleans visitors, who come from farther away and stay the longest, spend the most
- Both Lake Charles and Shreveport show large allocations for gaming; visitors to each gamble approximately the same amount ($516 and $513 respectively); however, a higher proportion of Lake Charles visitors engage in gaming.

Average Spending in Louisiana by Destination

Total Spending by Travel Party (Total Spending, including 0)



Note: Transportation includes parking/tolls/gasoline. Food includes food/beverage/dining/groceries. Other includes amenities/other.
Q4g. Please indicate the total dollar amount spent by your travel party (all) in Louisiana for . . . (State Level-demo wtd)

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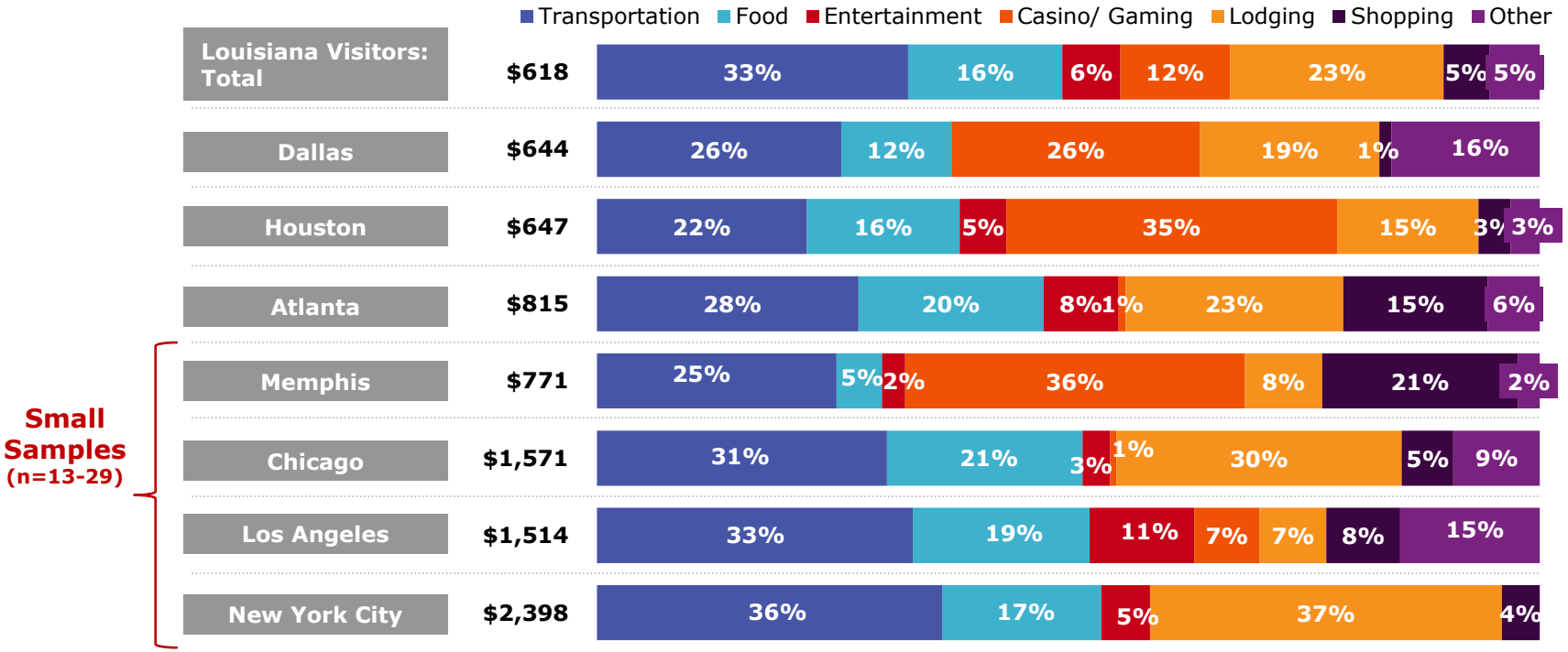
Visitors from distant, large cities spend more

- Those from Memphis, Houston, and Dallas spend a far larger share on gaming than other visitors
- Visitors from Chicago, Atlanta, and Los Angeles more heavily focus on Louisiana's *food*; those from Memphis appreciate the *shopping.*

Average Spending in Louisiana by Destination

Total Spending by Travel Party (Total Spending, including 0)



Note: Transportation includes parking/tolls/gasoline. Food includes food/beverage/dining/groceries. Other includes amenities/other.
Q4g. Please indicate the total dollar amount spent by your travel party (all) in Louisiana for . . . (State Level-demo wtd)

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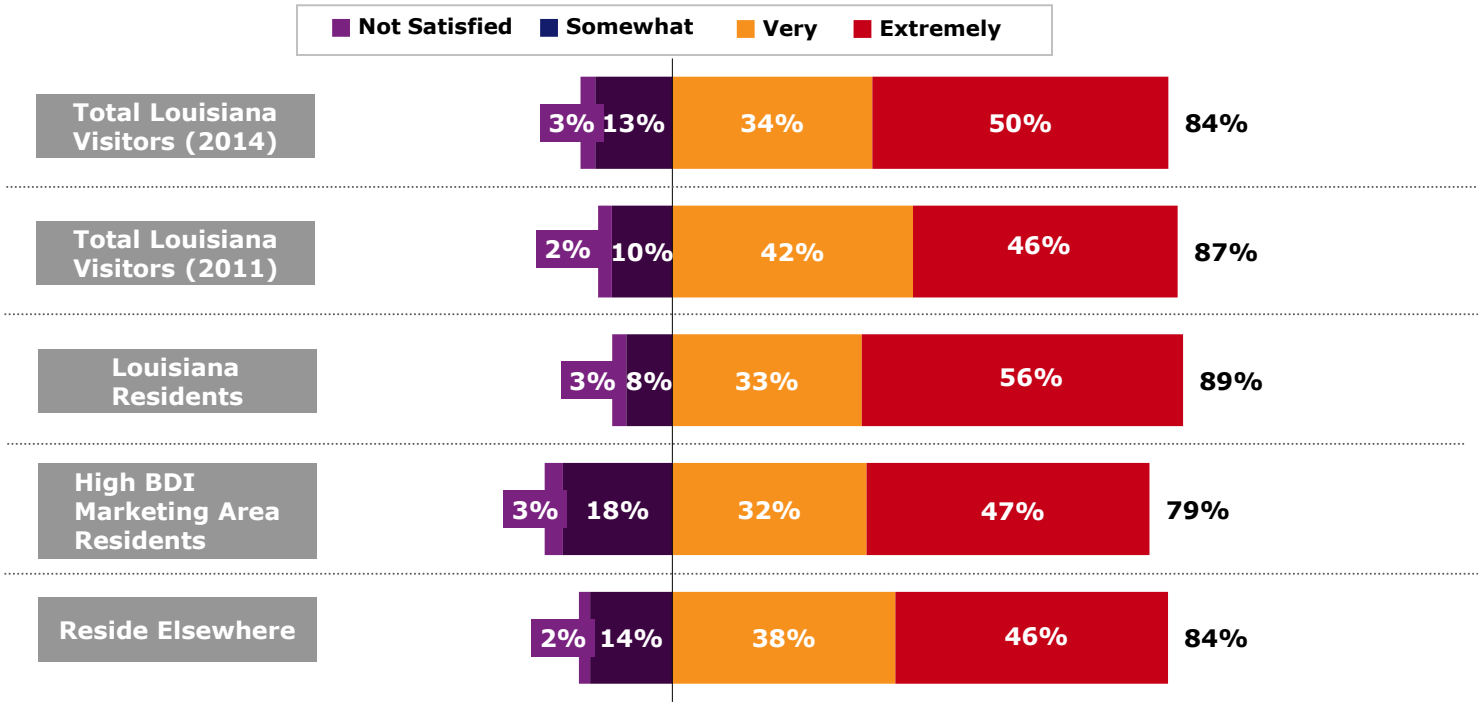
Louisiana satisfies visitors, regardless of residence

- Louisiana home state residents provide the most favorable ratings
- Eight of 10 visitors from both the High BDI Marketing Area and "elsewhere" praise their trip
- Louisiana produces more *extremely satisfied* visitors than 2011, but fewer *very satisfied*.

Satisfaction with Louisiana Visit
By Residence



*Note: Not Satisfied includes Not At All and Not Very Satisfied
Q4l: Using a scale of 1-5 (5=extremely satisfied), please indicate satisfaction with Louisiana. (State Level-demo wtd.)

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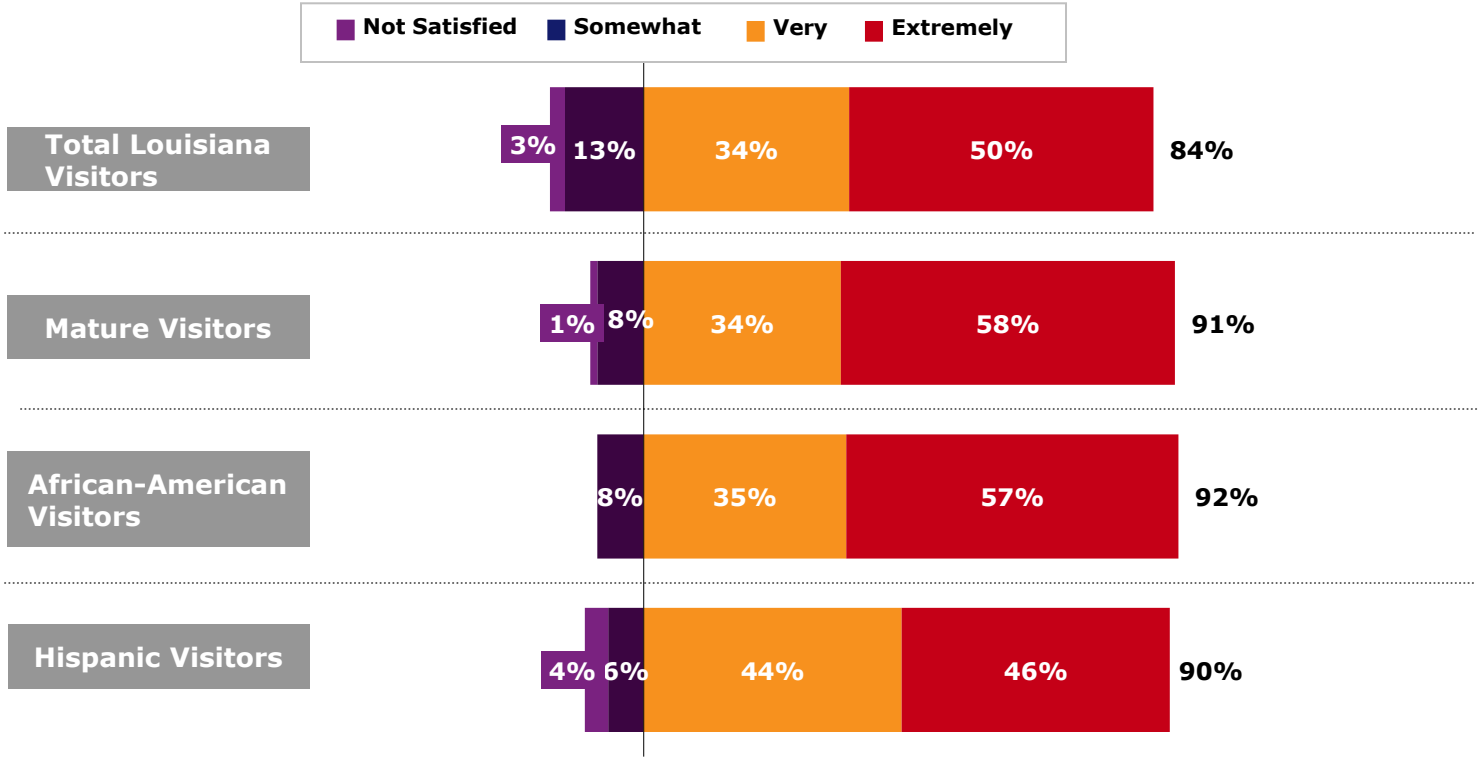
Satisfaction is quite strong across key segments

- Top 2-box satisfaction among Mature, African-American, and Hispanic visitors all outpace Total Louisiana visitors.

Satisfaction with Louisiana Visit
By Segment



*Note: Not Satisfied includes Not At All and Not Very Satisfied
Q4l: Using a scale of 1-5 (5=extremely satisfied), please indicate satisfaction with Louisiana. (State Level-demo wtd.)

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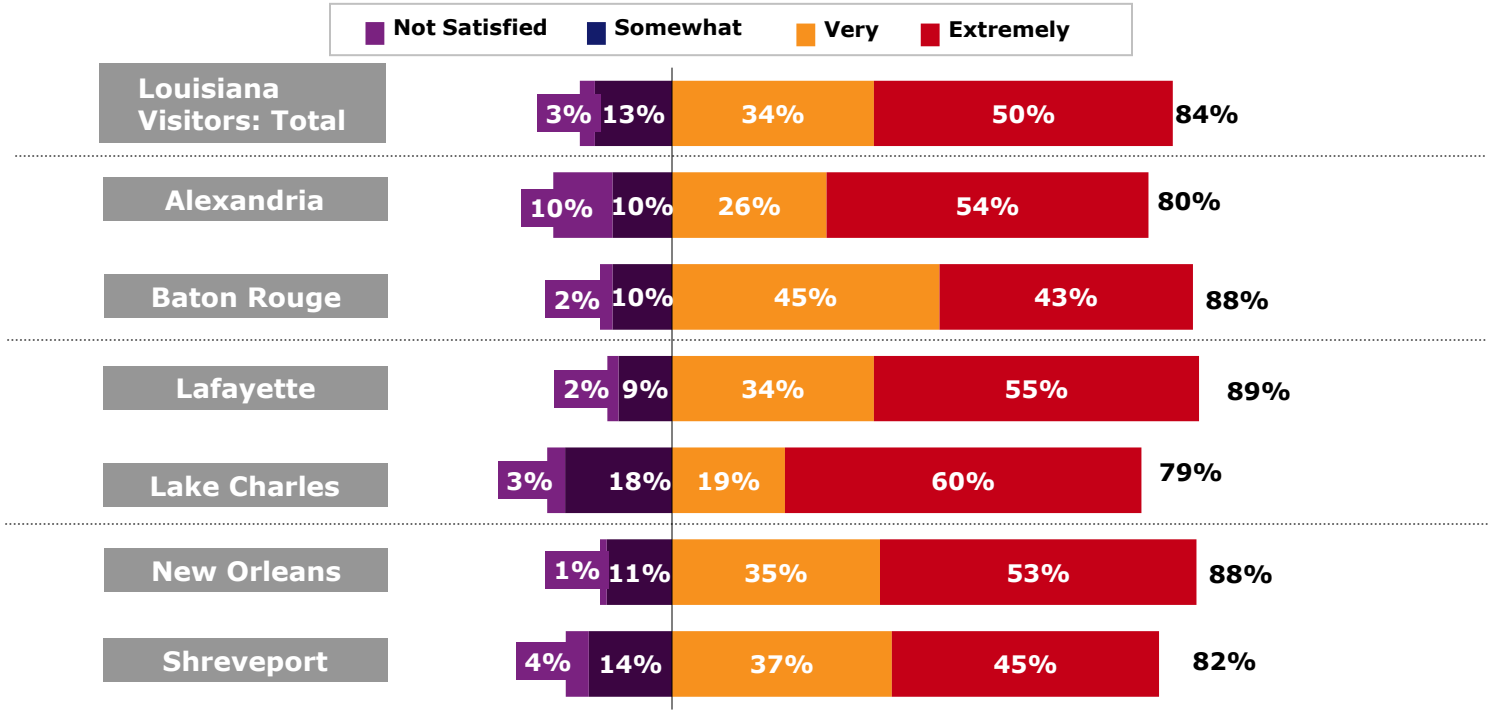
Satisfaction varies somewhat by destination

- Lafayette, Baton Rouge, and New Orleans visitors go home happier than visitors elsewhere in Louisiana
- Lake Charles, the most polarizing venue, hosts the greatest proportion of extremely satisfied visitors but also the most somewhat/not satisfied travelers, possibly influenced by gaming wins and losses.

Satisfaction with Louisiana Visit
By Destination



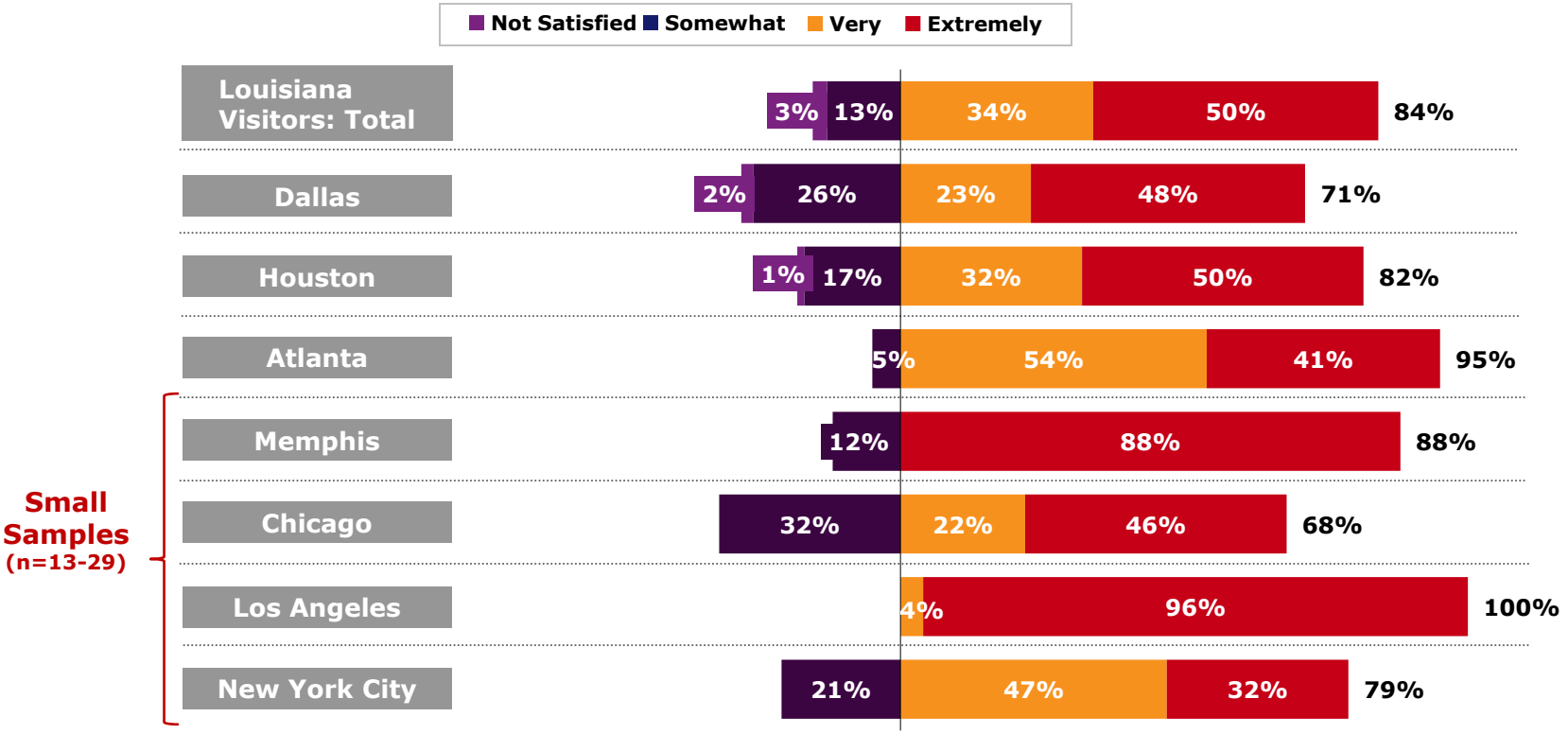
*Note: Not Satisfied includes Not At All and Not Very Satisfied
Q4l: Using a scale of 1-5 (5=extremely satisfied), please indicate satisfaction with Louisiana. (State Level-demo wtd.)

© TNS 2015

Satisfaction varies somewhat by source

- Generally, more than four out of five visitors highly praise Louisiana
- Los Angeles visitors universally hail the state
- Chicago visitors note the lowest enthusiasm.

Satisfaction with Louisiana Visit
By Destination



*Note: Not Satisfied includes Not At All and Not Very Satisfied
Q4l: Using a scale of 1-5 (5=extremely satisfied), please indicate satisfaction with Louisiana. (State Level-demo wtd.)

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5

Competitive States

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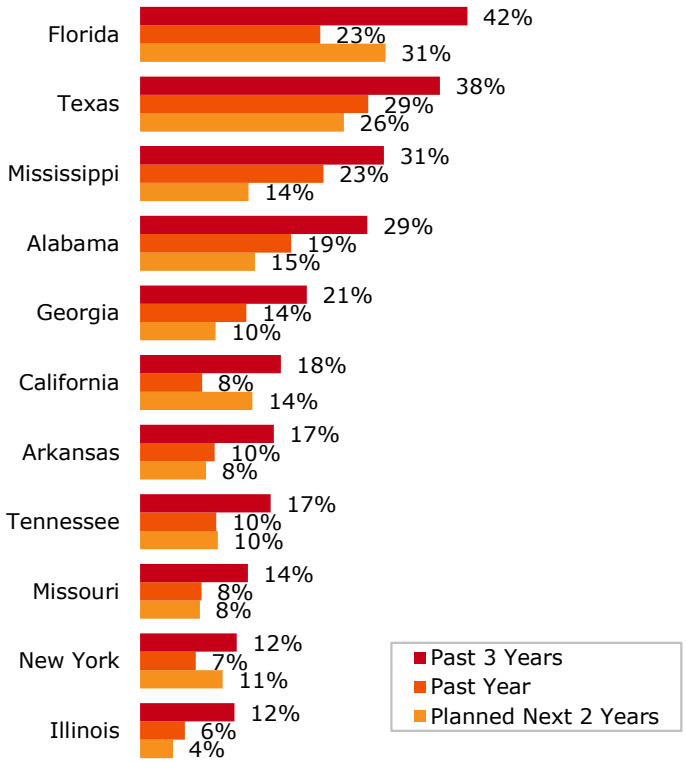
Southern states and large cities compete with LA

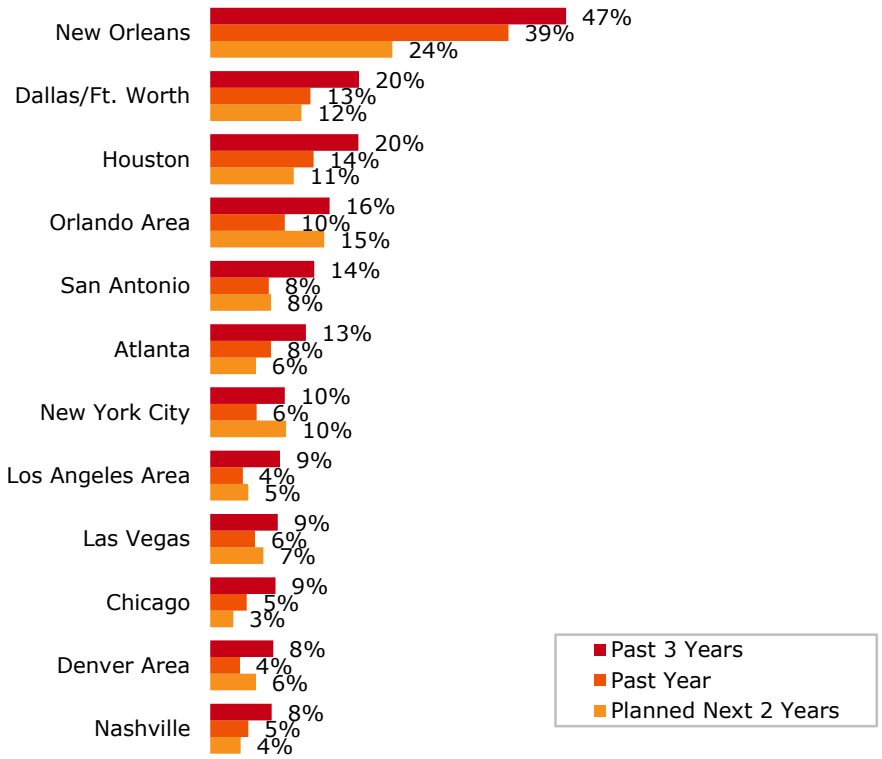
Other Areas Visited by Louisiana Visitors (Key Competitors)

% Visiting State/DMA Past Three Years (Ranking), Past Year, Planned Next Two Years

Top States
Base: Visited Louisiana (Household Level)



Top Cities
Base: Visited Louisiana (Household Level)



Q7a: Please indicate US states visited for leisure in past three years. Q7b. Please indicate states visited within the past 12 months. Q7c: Which US states plan to visit within the next two years for leisure? Repeated for cities in Q8 series. (Household Level)

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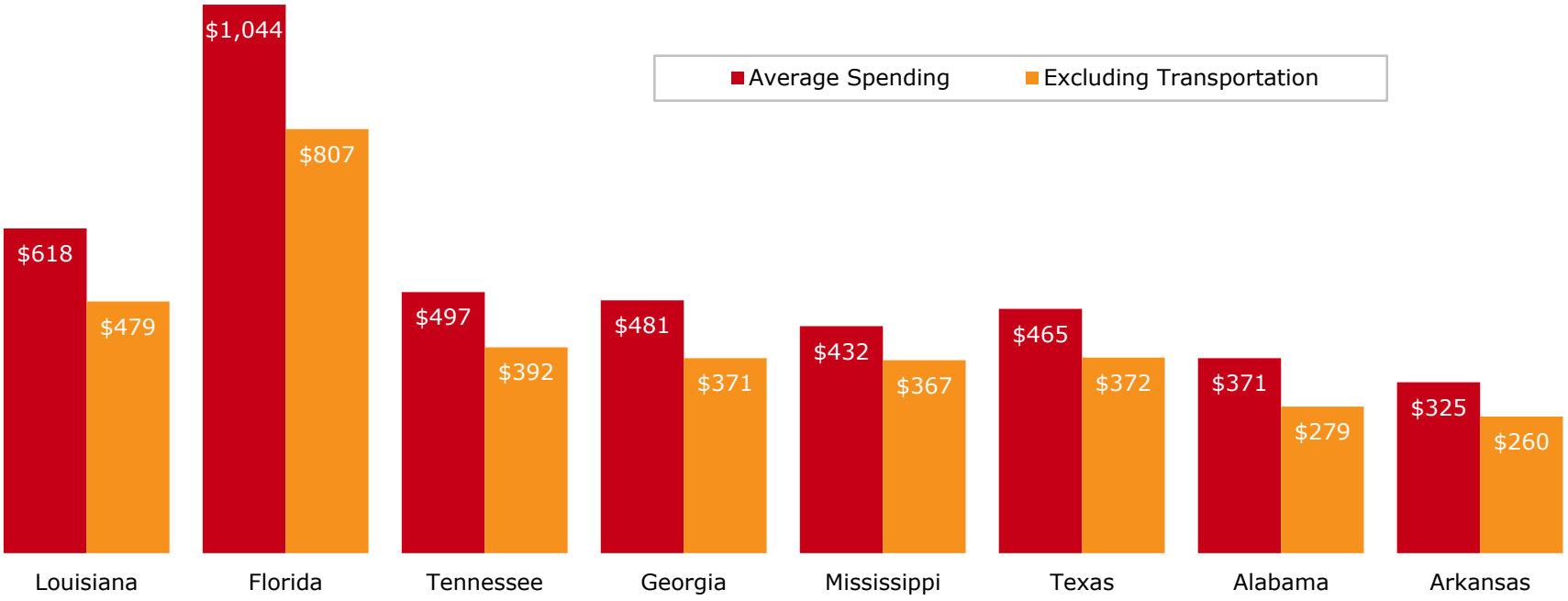
Trip spending usually hovers near $400-$500

- Florida continues to be the one exception, where trip spending ($1,044) doubles nearby states, but also with the largest "chunk" for transportation
- Louisiana ($618) claims second-place.

Average Annual Spending (Q4g): Louisiana vs. Nearby States

Total Spending (Business/Leisure/Day/Overnight) by Travel Party (Total Spending, including 0)



Q4g. Please indicate the total dollar amount spent by your travel party (all) . . . (State Level – demo wtd)

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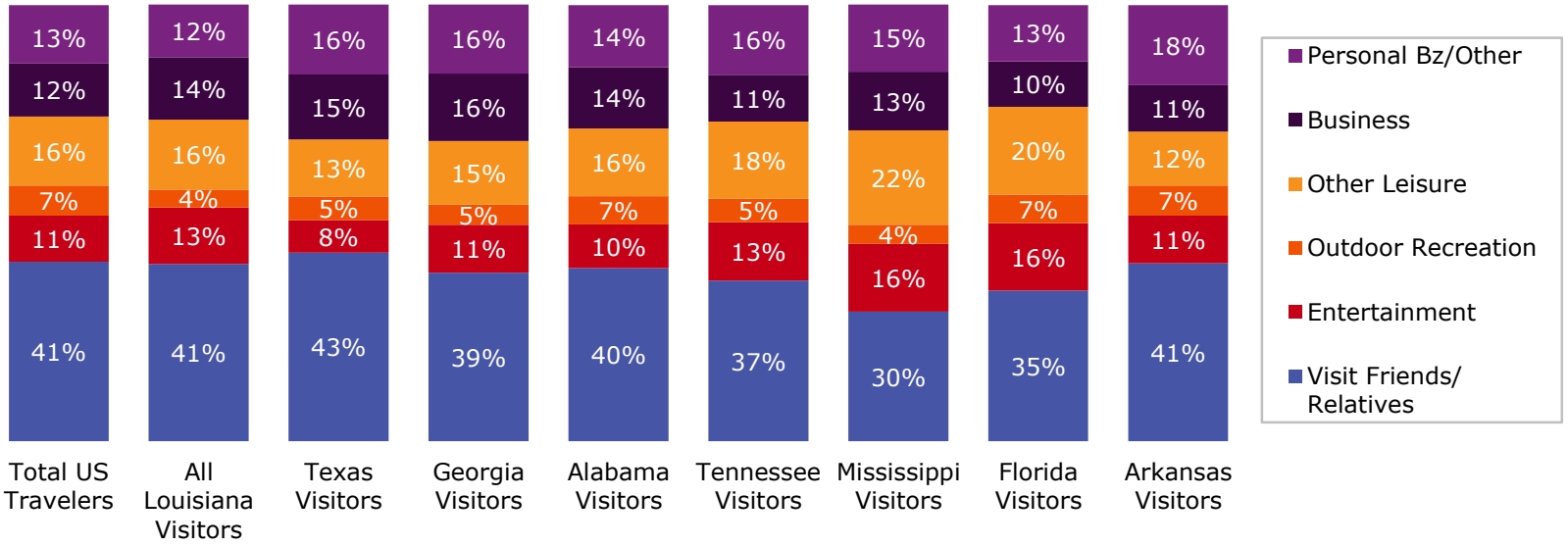
Leisure dominates reasons to travel in every state, motivated most often by visits to friends/relatives

- Georgia (16%), Texas (15%), Louisiana (14%, and Alabama (14%) lead on business travel
- Entertainment attracts a larger proportion of visitors to Mississippi (gaming) and Florida (Orlando) than other states; Louisiana (13%) places slightly above average.

Primary Purpose of Trip



Q1b. Which of the following was the primary purpose of your trip. . . (State Level – demo wtd)

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6

Digital Behavior

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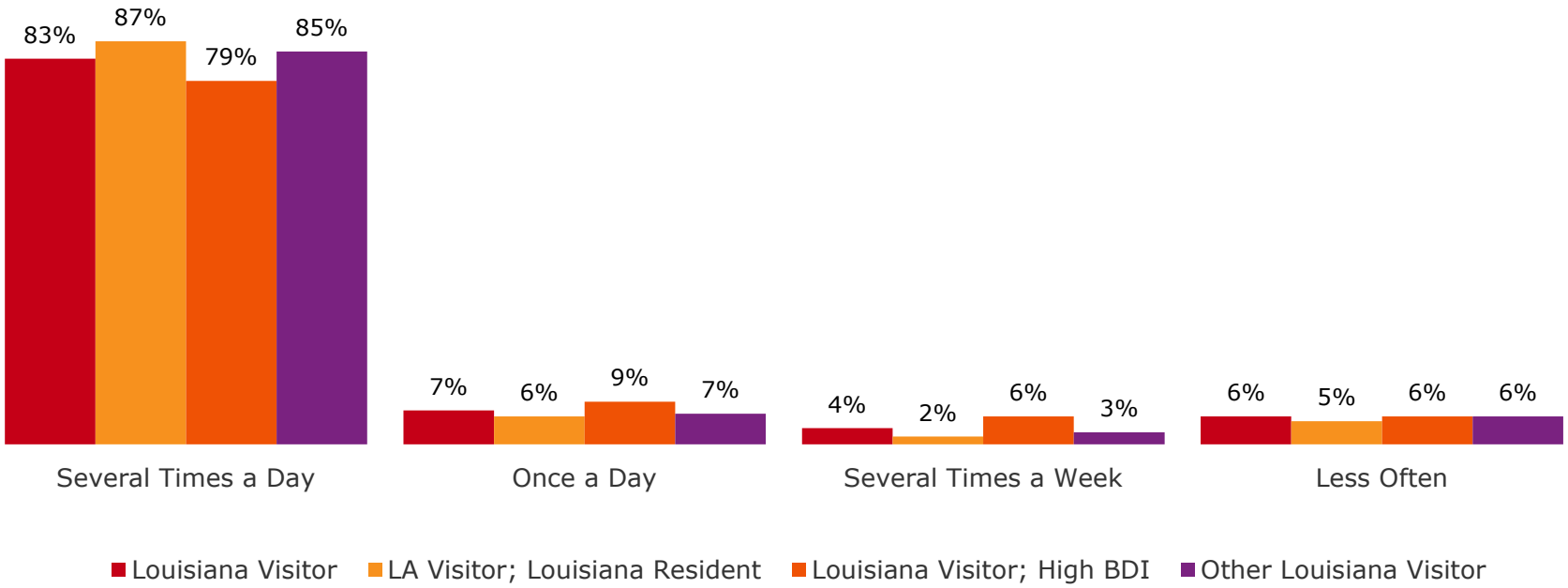
Nearly everyone uses the internet

- Local visitors (Louisiana visitors living in Louisiana) access it slightly more frequently.



DL3. In general, how often do you personally access the internet for any purpose from any location (including via a mobile device)?

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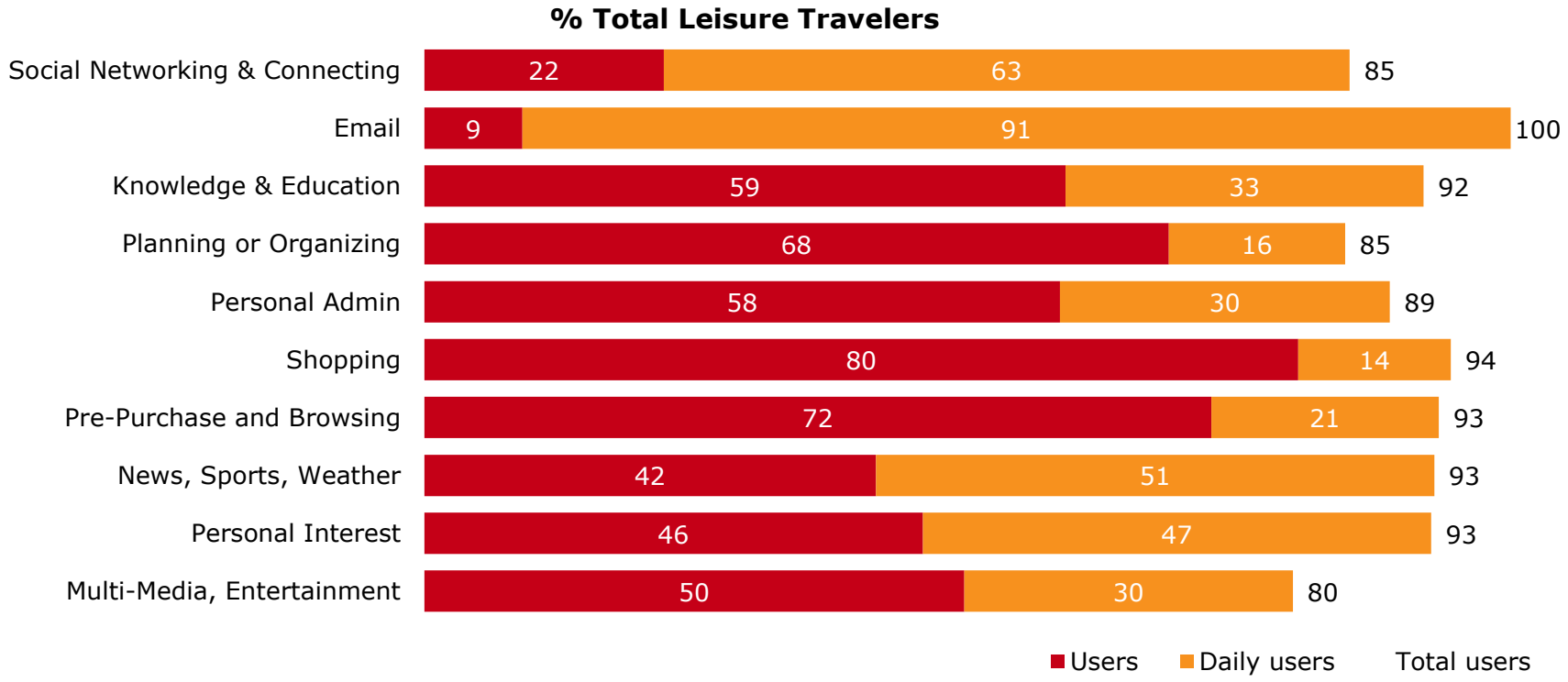
Nearly all Louisiana visitors email daily

- Other very frequent daily activities including *social networking and connecting,* checking *news/sports/weather* and *personal interests.*



DL4. FOR LEISURE PURPOSES: How frequently do you typically engage in each of these internet activities via a PC, laptop, or notebook (this could be at home, school, library, or an internet café) or via a mobile device (Smart phone, etc.)?

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Digital lifestyles

In

INFLUENCERS

The Internet is an integral part of my life. I'm young and a big mobile Internet user and generally access everywhere, all of the time. I'm a blogger, and a passionate social networker. I'm also a big online shopper, even via my mobile. I want to make sure as many people as possible hear my online voice.

Co

COMMUNICATORS

I just love talking and expressing myself, whether that's face to face, on a fixed line, mobile or on social networking sites, instant messaging or just emailing people. I really want to express myself in the online world in the way that I can't in the offline one. I tend to be a smart phone user and I'm connecting online from my mobile, at home, at work or at college.

Kn

KNOWLEDGE-SEEKERS

I use the Internet to gain knowledge, information and to educate myself about the world. I'm not a big user of social networks but I do want to hear from like-minded people especially to help me make purchase decisions. I'm very interested in the latest thing.

Ne

NETWORKERS

The Internet is important for me to establish and maintain relationships. I have a busy life whether it's my profession or managing the home. I use things like social networking to keep in touch with people I wouldn't have time to otherwise. I'm a big home Internet home user and I'm very open to talking to brands and looking for promotions. That said I'm not really the kind of person to voice my opinions online.

As

ASPIRERS

I'm looking to create a personal space online. I'm very new to the Internet and I'm accessing via mobile and Internet cafes but mostly from home. I'm not doing a great deal at the moment online but I'm desperate to do more of everything, especially from a mobile device.

Fu

FUNCTIONALS

The Internet is a functional tool, I don't want to express myself online. I like emailing, checking the news, sport & weather but also online shopping. I'm really not interested in running my social life online and I am worried about data privacy and security. I am older and have been using the Internet for a long time.

Source: US Digital Life General Report

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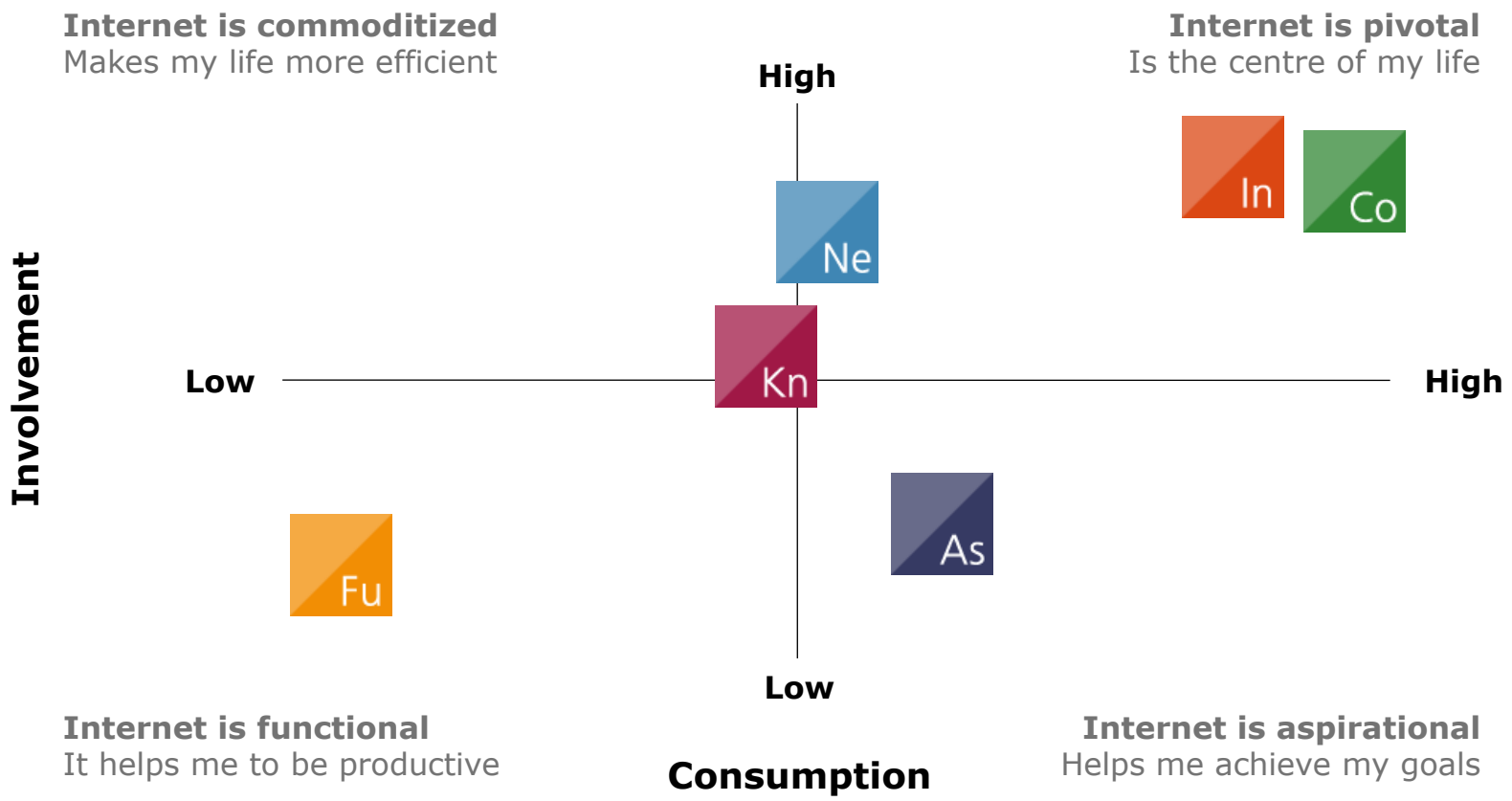
Role of digital media

- Vital to Influencers and Communicators, digital media helps them disseminate their views.



Source: US Digital Life General Report

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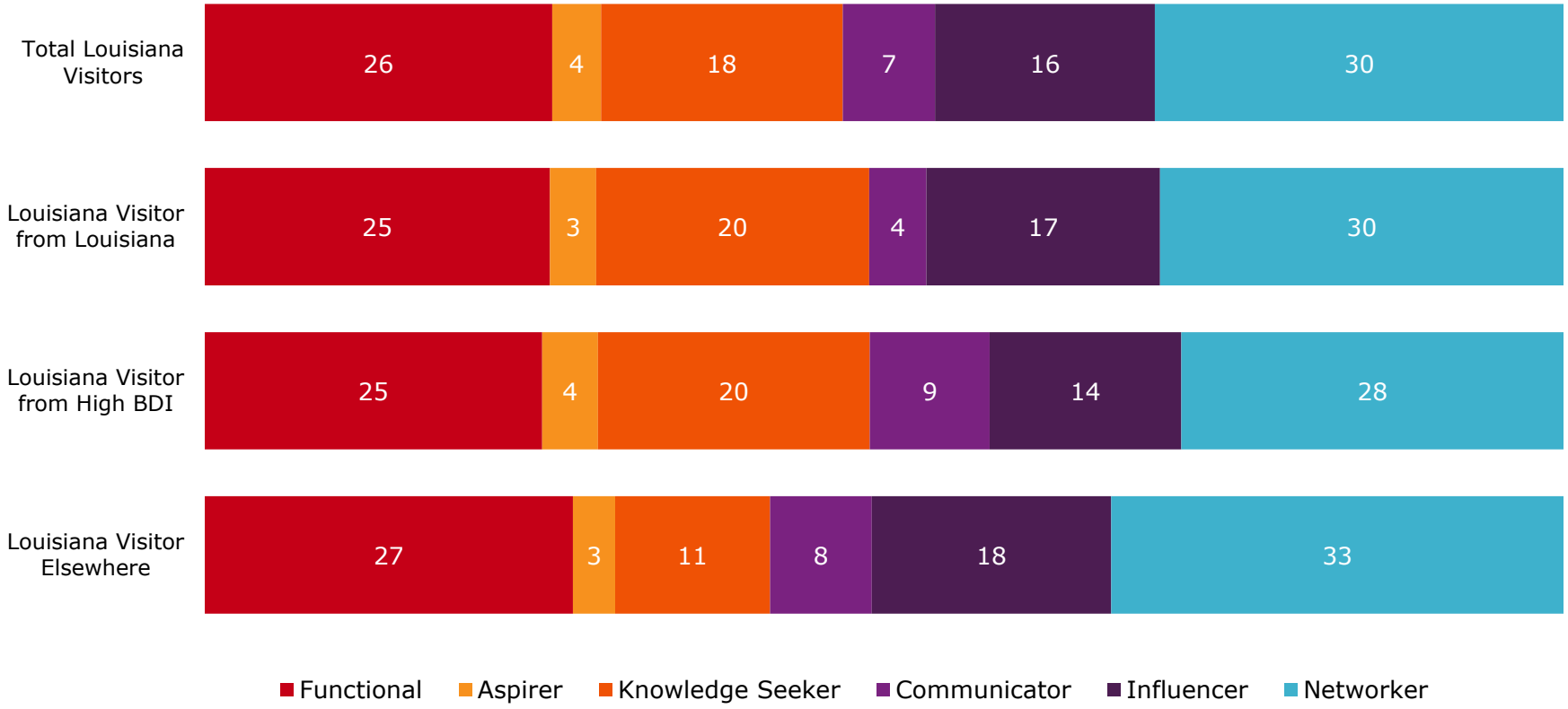
Louisiana visitors skew slightly toward Networkers

- Especially those traveling the farthest (non-Louisiana and non-high BDI market residence).



Source: US Digital Life General Report and Palm Beach Digital Life Segmentation

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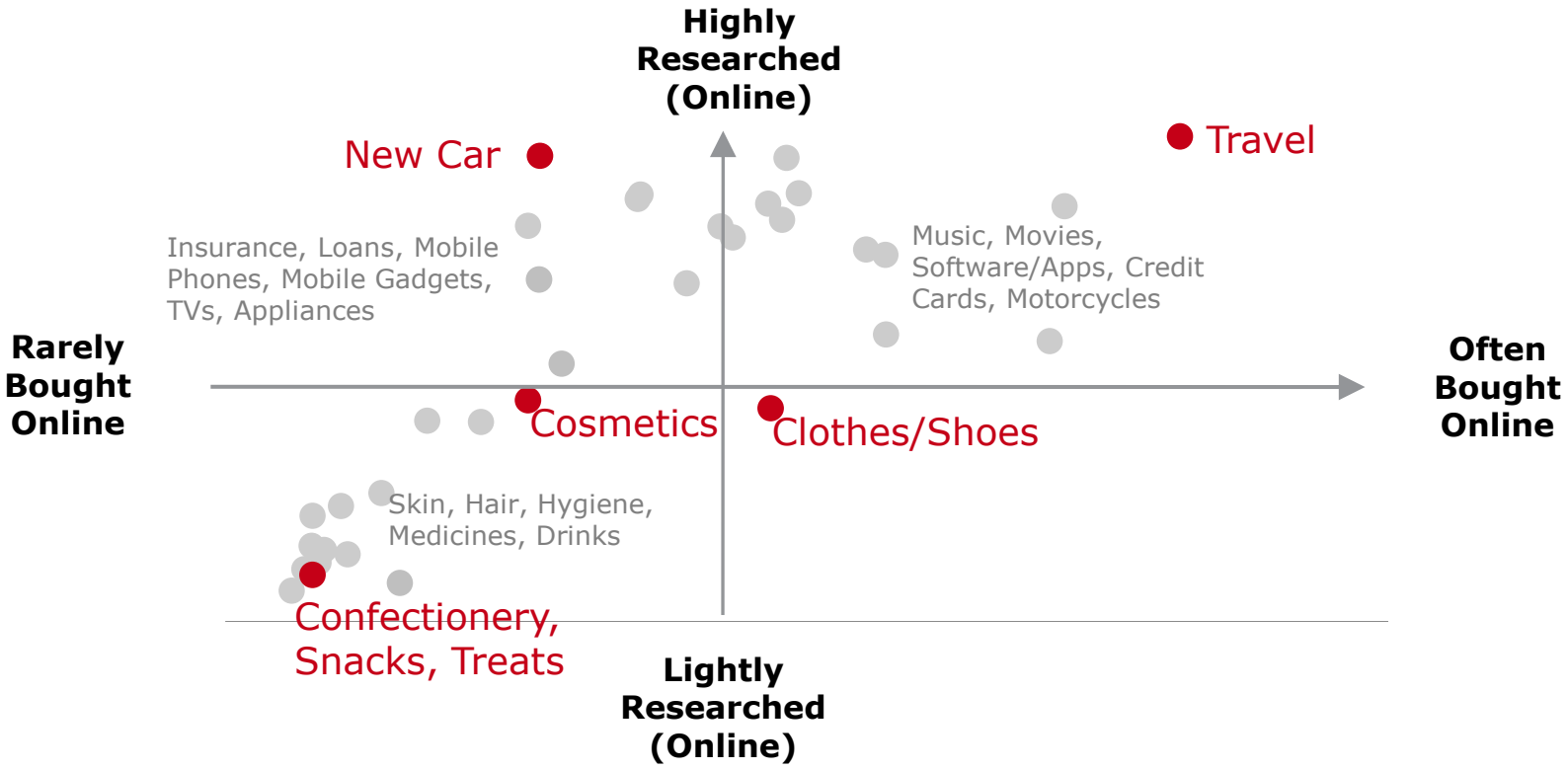
Travel decisions and purchases more heavily depend upon online resources than any other type of purchase



Source: US Digital Life General Report

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7

Segment/Destination Profiles

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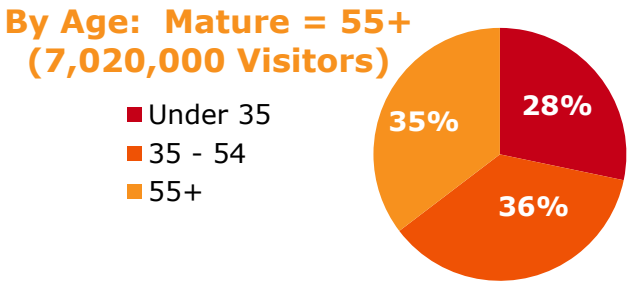
Mature visitor profile
Market relevance

Slightly fewer of Louisiana's visitors are 55 or older (35%) than the US as a whole (38%). Comparisons below = (Mature Louisiana visitors vs. Total Louisiana visitors)



Demographic Profile:

- Age: By definition, this group is older (65 vs. 47)
- Income: Similar incomes ($73,000 vs. $75,200)
- Married: Slightly above average (59% vs. 56%)
- Household composition: Usually live with one other person (49% vs. 37%) and seldom with children (8% vs. 26%)
- Ethnicity: More likely Caucasian (90% vs. 83%); less likely African American (6% vs. 13%)
- Residence: Less likely to be a Louisiana resident (29% vs. 36%; 43% vs. 37% High BDI)
- Employment: Very likely to be retired (54% vs. 21%), as expected for this age group.

Trip Profile:

- Purpose: Much less likely to visit for business (8% vs 14%); more come for *entertainment/ sightseeing* (18% vs. 13%) while fewer *visit friends/relatives* (34% vs. 41%) than average
- Length of stay: About as likely to spend the night (70% vs. 70%), but stay slightly longer when they do (3.4 vs. 3.0 nights); they opt for paid (hotels/motels) lodging the same as average (56% vs. 57%)
- Travel party: Often travel in pairs (47% vs. 39%), seldom with children (6% vs. 21%)
- Mode: Typically drive their own car (75% vs. 76%)
- Planning horizon: Likely to spend more time planning their trip (32% vs. 23% decide 3+ months prior to trip)
- Activity choices: More often *gamble* (23% vs. 16%)
- Spending: Spend slight more ($639 vs. $618), especially gaming ($141 vs. $72), consistent with activities
- Satisfaction with Louisiana: Above average satisfaction (91% vs. 84% extremely/very satisfied).

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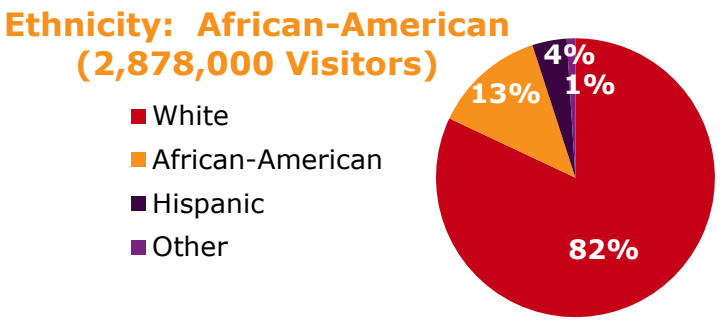
African-American visitor profile
Market relevance

About one in eight (13%) Louisiana visitors claim African-American heritage, over twice that of US travelers overall (5%).
Comparisons below = (African-Americans vs. Total Louisiana visitors)



Demographic Profile:

- Age: Younger than average (40 vs. 47) with very few over 64 (5% vs. 18%)
- Income: Lowest of segments reviewed ($59,300 vs. $75,200)
- Married: Least likely married (28% vs. 56%), which contributes to lower incomes
- Household composition: Equally likely to live with children (25% vs. 26%) less likely to live in pairs (29% vs. 37%)
- Residence: Average likelihood to live in-state (35% vs. 36%; 50% vs. 37% High BDI)
- Employment: More likely employed full-time (67% vs. 54%) but, since younger, fewer retirees (13% vs. 21%).

Trip Profile:

- Purpose: Similar travel purposes with most *visiting friends/relatives* (41% vs 41%)
- Length of stay: Just as likely to spend the night (69% vs. 70%), but with shorter stays (2.7 vs. 3.0 nights) in similar accommodations (56% vs. 57% paid)
- Travel party: Usually travel alone or in pairs (86% vs. 81%); average likelihood to travel with children (22% vs. 21%)
- Mode: Usually drive (81% vs. 87%), but often rent a car (18% vs. 5%)
- Planning horizon: Slightly less spontaneous (33% vs. 41% decide to visit LA within two weeks of trip)
- Activity choices: African-Americans *visit friends* (28% vs. 17%), *casinos/game* (28% vs. 16%), *shop* (27% vs. 19%), *go to nightclubs* (16% vs 7%), *special events* (12% vs 4%) and *zoos* (12% vs. 4%) more than any other segment
- Spending: Spend near average amounts ($610 vs. $618) but, in accordance with activity choices, a higher proportion goes towards casinos/gaming (17% vs 12%)
- Satisfaction with Louisiana: Most satisfied of the segments (92% vs. 84% extremely/very satisfied).

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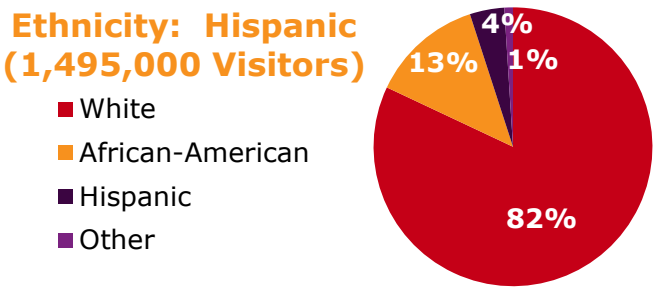
Hispanic visitor profile
Market relevance

The smallest segment reviewed, one in about 25 Louisiana visitors (4%) claim Hispanic heritage, equal to the level of US travelers overall (4%). Comparisons below = (Hispanics vs. Total Louisiana visitors)



Demographic Profile:

- Age: Much younger the average Louisiana visitors (37 vs. 47) with over half under 35 (68% vs. 28%)
- Income: Somewhat below average ($63,000 vs. $75,200)
- Married: Somewhat less likely married (44% vs. 56%)
- Household composition: More often live with children (32% vs. 26%); rarely live alone (9% vs. 20%)
- Residence: Less likely to live in-state (26% vs. 36%; 29% vs. 37% High BDI)
- Employment: More work full-time (71% vs. 54%) and, since younger, fewer are retired (15% vs. 21%).

Trip Profile:

- Purpose: Fewest visiting *friends/relatives* (25% vs. 41%); highest proportion of business travelers (23% vs. 14%) coincides with high employment rate
- Length of stay: Equally likely to stay overnight (70% vs. 70%), but with shorter stays (2.7 vs. 3.0); highest proportion of business travelers contributes to more nights in paid accommodations (85% vs. 57%)
- Travel party: More often travel alone (48% vs. 42%) as expected for business travelers
- Mode: Fewer drive (58% vs. 76%); in turn, more fly (25% vs 12%)
- Planning horizon: Slightly more spontaneous (45% vs. 41% decide to visit LA within two weeks of the trip)
- Activity choices: Most often visit *casino/gaming* (19% vs. 16%), *relatives* (17% vs. 27%), and *shop* (17% vs. 19%)
- Spending: Spend above average amounts ($840 vs. $618); high proportion on transportation (40% vs 33%)
- Satisfaction with Louisiana: Above average satisfaction with Louisiana (90% vs. 84% extremely/very satisfied).

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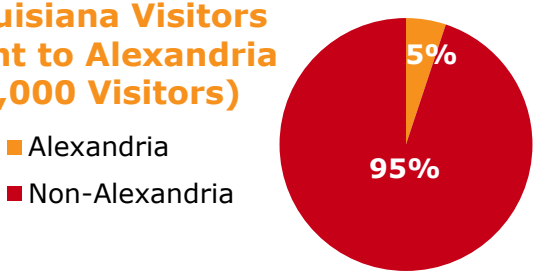
Alexandria visitor profile
Market relevance



About one Louisiana visitor in 20 (5%) stops in Alexandria.
Volume of Visitors = 1,108,000
Comparisons below = (Alexandria vs. Total Louisiana visitors)

Demographic Profile (small sample = 17)**:**

- Age: Similar to other Louisiana visitors (40 vs. 47)
- Income: Near average income ($53,600 vs. $75,200)
- Married: Slightly more likely married (52% vs. 56%)
- Household composition: More likely to live with children (29% vs. 26%) and to live alone (35% vs. 20%); fewer live with one other (33% vs. 37%)
- Ethnicity: Usually Caucasian (82% vs. 83%); less often African-American (8% vs. 13%)
- Employment: More likely working full time (58% vs. 54%); fewer retirees (8% vs. 21%)
- Residence: Almost two-thirds of visitors live in-state (64% vs. 36%).

Trip Profile:

- Purpose: More likely than others to come for *business* (25% vs. 14%), but *leisure* still dominates (67% vs. 74%)
- Length of stay: Often spend the night (70% vs. 70%), but for shorter-than-average stays (2.3 vs. 3.0 nights); includes greater use of *hotels/motels* for lodging (57% vs. 49%) that is probably influenced by more business travel
- Travel party: More likely to arrive in *pairs* (50% vs. 43%) and *with children* (32% vs. 24%)
- Mode: Almost all *drive their own car* -- more often than the average Louisiana visitor (92% vs. 76%)
- Planning horizon: Far above average spontaneity (64% vs. 41% *decide to visit* within 2 weeks of trip)
- Activity choices: Far more often come to *visit others* (45% vs. 37%) than any other activity, particularly *visiting friends* (27% vs. 17%) and *relatives* (22% vs. 27%)
- Spending: With the majority living in-state, Alexandria visitors spend the least of Louisiana visitors ($250 vs. $618)
- Satisfaction with Louisiana: Highly satisfied, but not quite as much as the average Louisiana visitor (80% vs. 84%).

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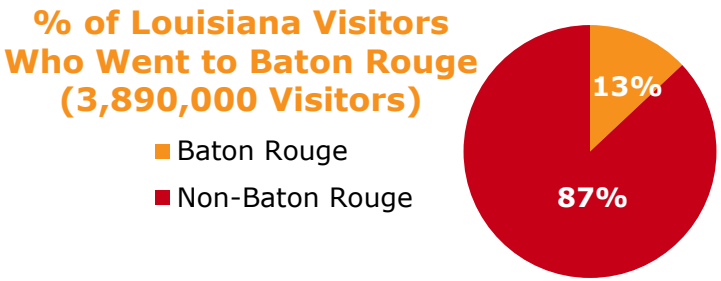
Baton Rouge visitor profile
Market relevance

About one Louisiana visitor in eight (13%) stops in Baton Rouge.
Volume of Visitors = 3,890,000
Comparisons below = (Baton Rouge vs. Total Louisiana visitors)



Demographic Profile:

- Age: Somewhat younger (45 vs. 47)
- Income: Below average affluence ($85,500 vs. $75,200)
- Married: Less likely to be married (56% vs. 56%)
- Household composition: Slightly more likely to live with children (29% vs. 26%); most likely to live with one other (41% vs. 37%); average likelihood to live alone (19% vs. 20%)
- Ethnicity: Equally likely Caucasian (83% vs. 83%); similarly likely African-American (11% vs. 13%)
- Employment: Near average full-time employment (52% vs. 54%); fewer retirees (16% vs. 21%)
- Residence: About half of visitors live in-state (52% vs. 36%).

Trip Profile:

- Purpose: Somewhat more likely to come for *business* (20% vs. 14%), but *leisure* still dominates (66% vs. 74%)
- Length of stay: Average tendency to spend the night (70% vs. 70%) for an average length of stay (3.2 vs. 3.0 nights), but somewhat lower usage of *hotels/motels* (42% vs. 49%)
- Travel party: Fewer than average travel *solo* (20% vs. 26%) and more likely *with children* (34% vs. 24%)
- Mode: *Drive their own car* about as often than the average Louisiana visitor (73% vs. 76%)
- Planning horizon: Average spontaneity (44% vs. 41% *decide to visit* within 2 weeks of trip)
- Activity choices: *Visiting* (35% vs. 37%) and *entertainment* (37% vs. 41%) lead other activities, particularly *visiting relatives* (26% vs. 27%), *shopping* (20% vs. 19%), or *sightseeing* (20% vs. 20%), most placing near average
- Spending: Baton Rouge visitors spend near the average for the state ($625 vs. $618)
- Satisfaction with Louisiana: Highly satisfied, somewhat above average (88% vs. 84%).

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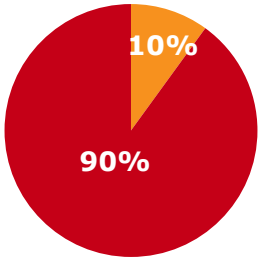
Lafayette visitor profile
Market relevance

About one Louisiana visitor in 10 (10%) stops in Lafayette.
Volume of Visitors = 2,890,000
Comparisons below = (Lafayette vs. Total Louisiana visitors)

% of Louisiana Visitors Who Went to Lafayette (2,890,000 Visitors)



Demographic Profile:

- Age: Same average age as other Louisiana visitors (49 vs. 47)
- Income: With New Orleans, highest among cities visited ($93,000 vs. $75,200)
- Married: About average level of marriage (72% vs. 56%)
- Household composition: Average likelihood to live with children (24% vs. 26%) or with one other (38% vs. 37%), unlikely to live alone (13% vs. 20%)
- Ethnicity: About average Caucasian (85% vs. 83%); less likely African-American (9% vs. 13%)
- Employment: Average level employed full-time (55% vs. 54%) and retired (21% vs. 21%)
- Residence: Half of visitors live in-state (52% vs. 36%).

Trip Profile:

- Purpose: Somewhat more likely to come for *business* (27% vs. 14%), but *leisure* still dominates (63% vs. 74%)
- Length of stay: Typically spend the night (66% vs. 70%) for an average length of stay (3.2 vs. 3.0 nights) and are about as likely to select *hotels/motels* (45% vs. 49%) as other Louisiana visitors
- Travel party: Above average in traveling solo (36% vs. 26%), but equally likely to travel with children (23% vs. 24%)
- Mode: Usually drive their own car and more often than the average Louisiana visitor (88% vs. 76%)
- Planning horizon: Above average spontaneity (56% vs. 41% decide to visit within 2 weeks of trip)
- Activity choices: Visitors place *visiting others* at the top of their list (44% vs. 37%), particularly *relatives* (38% vs. 27%); many come for *entertainment* (32% vs. 41%), especially *shopping* (20% vs. 19%)
- Spending: More often coming to visit friends/relatives than most others (except Alexandria visitors), Lafayette visitors spend the second-least of these six destinations ($399 vs. $618)
- Satisfaction with Louisiana: Highest level of satisfaction among these cities (89% vs. 84%).

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Lake Charles visitor profile
Market relevance

About one Louisiana visitor in 13 (8%) stops in Lake Charles.

Volume of Visitors = 2,021,000

Comparisons below = (Lake Charles vs. Total Louisiana visitors)

Demographic Profile:

- Age: Somewhat older (47 vs. 47)
- Income: Below average income ($60,600 vs. $75,200)
- Married: Slightly less likely married (47% vs. 56%)
- Household composition: More likely to live with children (33% vs. 26%); less likely to live alone (17% vs. 20%) or with one other (24% vs. 37%)
- Ethnicity: Less likely Caucasian (74% vs. 83%); more likely African-American (23% vs. 13%)
- Employment: Above average level of full-time employees (67% vs. 54%); similar share of retirees (21% vs. 21%)
- Residence: About a third of visitors live in-state (33% vs. 36%).

Trip Profile:

- Purpose: Equal likelihood to visit for leisure (74% vs. 74%), but more likely lured by *entertainment* (18% vs. 13%)
- Length of stay: Most spend the night (64% vs. 70%), but for less time than average (2.6 vs. 3.0 nights); visitors choose *hotels/motels* more often than average (60% vs. 49%)
- Travel party: Typical travel party (25% vs. 26% solo; 43% vs. 43% pairs), except fewer with children (15% vs. 24%)
- Mode: Nearly always drive their own car – much more often than average (91% vs. 76%)
- Planning horizon: Quite spontaneous (62% vs. 41% decide to visit within 2 weeks of trip)
- Activity choices: Dominated by *entertainment* (67% vs. 41%), particularly *casino/gaming* (54% vs. 16%)
- Spending: Second-most after New Orleans ($679 vs. $618); 45% on *gaming* and 14% on *lodging*
- Satisfaction with Louisiana: These visitors top the other five cities in satisfaction (79% vs. 84%).
- Note: spending % on gaming more than doubles while satisfaction drops notably from 2011 – perhaps not winners?

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New Orleans visitor profile
Market relevance

Two in five (41%) Louisiana visitors stop in New Orleans.

Volume of Visitors = 9,540,000

Comparisons below = (New Orleans vs. Total Louisiana visitors)

Demographic Profile:

- Age: Somewhat younger (45 vs. 47)
- Income: With Lafayette, highest among cities visited ($79,600 vs. $75,200)
- Married: Less often married (49% vs. 56%)
- Household composition: Somewhat less likely to live with children (22% vs. 26%); more likely to live alone (25% vs. 20%), and average for living with one other (38% vs. 37%)
- Ethnicity: Somewhat fewer Caucasians (75% vs. 83%) and more African-Americans (20% vs. 13%)
- Employment: Above average full-time employment (62% vs. 54%), fewer retirees (15% vs. 21%)
- Residence: Fewer than a third of visitors live in-state (30% vs. 36%).

Trip Profile:

- Purpose: More likely than others to come for *business* (20% vs. 14%), but *leisure* dominates (71% vs. 74%) with a greater emphasis on entertainment (19% vs. 13%)
- Length of stay: Most likely of LA visitors to spend the night (82% vs. 70%) for longer stays (3.4 vs. 3.0 nights) and above average usage of *hotels/motels* for lodging (59% vs. 49%)
- Travel party: Average rate come in pairs (43% vs. 43%); however, more visit alone (30% vs. 26%) and fewer with children (16% vs. 24%), consistent with more business travelers
- Mode: Drive their own car less often than average (60% vs. 76%); twice as likely to fly (26% vs. 12%)
- Planning horizon: More often flying, much less spontaneous (30% vs. 41% decide to visit within 2 weeks of trip)
- Activity choices: Leads with *entertainment* (55% vs. 41%) and *arts/culture* (42% vs. 24%), particularly *fine dining* (32% vs. 16%), *urban sightseeing* (32% vs. 15%), *shopping* (30% vs. 19%), *historic sites/churches* (28% vs. 14%)
- Spending: New Orleans visitors spend much more than other LA visitors ($995 vs. $618), 27% for *lodging*
- Satisfaction with Louisiana: Highly satisfied, placing above the Louisiana average (88% vs. 84%).

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Shreveport visitor profile
Market relevance

About one Louisiana visitor in eight (13%) stops in Shreveport.

Volume of Visitors = 3,247,000

Comparisons below = (Shreveport vs. Total Louisiana visitors)

Demographic Profile:

- Age: Similar age as other Louisiana visitors (48 vs. 47)
- Income: Somewhat less affluent ($56,800 vs. $75,200)
- Married: Average likelihood of being married (48% vs. 56%)
- Household composition: Near average to live with children (28% vs. 26%), alone (20% vs. 20%), or with one other 36% vs. 37%)
- Ethnicity: Slightly fewer Caucasians (79% vs. 83%) and more African-American (16% vs. 13%)
- Employment: Fewer employed full-time (45% vs. 54%); more retirees (32% vs. 21%)
- Residence: An average proportion of visitors live in-state (37% vs. 36%).

Trip Profile:

- Purpose: Fewest (of the cities) to come for *business* (11% vs. 14%); *leisure dominates* (69% vs. 74%)
- Length of stay: The average visitor in spending the night (69% vs. 70%), length of stay (2.9 vs. 3.0 nights), and *hotels/motels* usage (52% vs. 49%)
- Travel Party: More than average arrive alone (35% vs. 26%), fewer with one other (33% vs. 43%), and slightly more come with children (28% vs. 24%)
- Mode: Nearly always drive their own car – more often than the average Louisiana visitor (94% vs. 76%)
- Planning horizon: Very spontaneous (54% vs. 41% decide within 2 weeks of trip)
- Activity choices: *Entertainment* (51% vs. 41%) draws these visitors, who far more often come for *casinos/gaming* (34% vs. 16%) than any other activity, although Shreveport trails Lake Charles (54%)
- Spending: Shreveport visitors spend less than average ($509 vs. $618), 36% toward *gaming*
- Satisfaction with Louisiana: Although usually satisfied (and more so than 3 years ago), these visitors place below average (82% vs. 84%).

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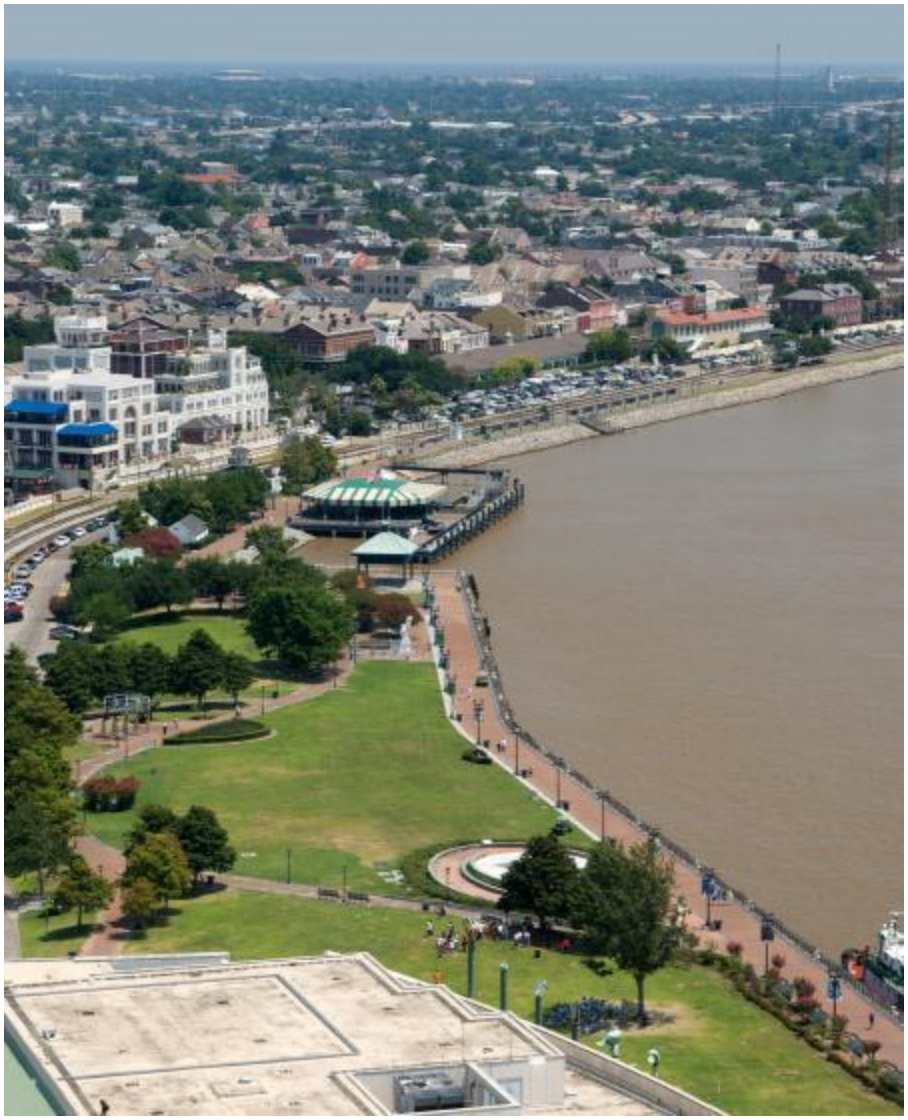
8

High BDI Marketing Area



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Louisiana's Business Development Index –
Top 50 BDI Calculations

- The Business Development Index, calculated for each DMA, measures the propensity of residents to take trips to Louisiana compared to that DMA's proportion of the total population. For example, Biloxi-Gulfport, MS residents represent 0.112% of all US residents, but .948% of total Louisiana visitors.
- Those proportions .948/.112 (x 100) yield a BDI index value of 844. The baseline (100) represents an equal proportion of US households as Louisiana visitors from that DMA.

Louisiana High BDI Index: Results by DMA

DMA of Origin	Total US Population	% of Population	Louisiana Visitors (Person-Trips)	% Visitors	High BDI Index
Biloxi-Gulfport, MS	358,070	0.112%	245	0.948%	844
Beaumont-Port Arthur, TX	462,397	0.145%	315	1.219%	841
Hattiesburg-Laurel, MS	299,347	0.094%	191	0.739%	787
Jackson, MS	916,061	0.287%	563	2.179%	758
Mobile-Pensacola (Ft. Walton Beach), AL-FL	1,437,585	0.451%	787	3.046%	675
Houston, TX	6,843,923	2.147%	2813	10.888%	507
Jonesboro, AR	212,738	0.067%	81	0.314%	470
Wichita Falls & Lawton, TX-OK	428,534	0.134%	147	0.569%	423
Austin, TX	2,089,730	0.656%	626	2.423%	370
Meridian, MS	183,987	0.058%	53	0.205%	355
Tyler-Longview (Lufkin & Nacogdoches), TX	748,050	0.235%	208	0.805%	343
Ft. Smith-Fayetteville-Springdale-Rogers, AR	834,906	0.262%	228	0.883%	337
Joplin-Pittsburg, MO-KS	401,423	0.126%	103	0.399%	317
Waco-Temple-Bryan, TX	1,017,187	0.319%	230	0.890%	279
Little Rock-Pine Bluff, AR	1,474,274	0.462%	333	1.289%	279

Panel: State/Region residence of those who visited Louisiana (Household Level)

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Louisiana's Business Development Index – Top 50 *continued*

Louisiana High BDI Index *continued*

DMA of Origin	Total US Population	% of Population	Louisiana Visitors (Person-Trips)	% Visitors	High BDI Index
Montgomery - Selma, AL	632,816	0.199%	139	0.538%	271
Abilene-Sweetwater, TX	312,373	0.098%	50	0.194%	198
Macon, GA	670,228	0.210%	93	0.360%	171
Lubbock, TX	458,374	0.144%	61	0.236%	164
Dallas-Ft. Worth, TX	7,550,262	2.369%	1001	3.875%	164
Knoxville, TN	1,358,895	0.426%	148	0.573%	134
Tulsa, OK	1,394,871	0.438%	142	0.550%	126
Columbus, GA	593,131	0.186%	58	0.225%	121
Memphis, TN	1,815,307	0.569%	177	0.685%	120
Tucson (Sierra Vista), NM	1,178,659	0.370%	104	0.403%	109
Albuquerque-Santa Fe, NM	1,940,182	0.609%	169	0.654%	107
Nashville, TN	2,774,738	0.870%	238	0.921%	106
San Antonio, TX	2,654,592	0.833%	213	0.824%	99
Lafayette, IN	191,774	0.060%	14	0.054%	90
Laredo, TX	280,992	0.088%	19	0.074%	83
Amarillo, TX	550,948	0.173%	37	0.143%	83
Corpus Christi, TX	598,289	0.188%	40	0.155%	82
South Bend-Elkhart, IN	897,078	0.281%	56	0.217%	77

Panel: State/Region residence of those who visited Louisiana (Household Level)

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Louisiana's Business Development Index – Top 50 *continued*

Louisiana High BDI Index *continued*

DMA of Origin	Total US Population	% of Population	Louisiana Visitors (Person-Trips)	% Visitors	High BDI Index
Dothan, AL	258,979	0.081%	16	0.062%	76
Greenville-Spartanburg-Asheville-Anderson, SC	2,240,123	0.703%	134	0.519%	74
Orlando-Daytona Beach-Melbourne, FL	3,941,759	1.237%	234	0.906%	73
Lansing, MI	676,029	0.212%	39	0.151%	71
Oklahoma City, OK	1,904,966	0.598%	105	0.406%	68
Huntsville-Decatur (Florence),AL	1,025,413	0.322%	56	0.217%	67
Columbus-Tupelo-West Point, MS	494,719	0.155%	27	0.105%	67
Richmond-Petersburg, VA	1,502,074	0.471%	80	0.310%	66
Cedar Rapids-Waterloo-Iowa City & Dubuque, IA	895,620	0.281%	47	0.182%	65
St Louis, MO	3,198,854	1.003%	163	0.631%	63
Chattanooga, TN	958,681	0.301%	48	0.186%	62
Jacksonville, FL	1,821,041	0.571%	90	0.348%	61
Savannah, GA	936,744	0.294%	46	0.178%	61
Norfolk-Portsmouth-Newport News, VA	1,932,709	0.606%	92	0.356%	59
Atlanta, GA	6,688,859	2.098%	313	1.212%	58
Utica, NY	357,743	0.112%	15	0.058%	52
Seattle-Tacoma, WA	5,060,071	1.587%	205	0.793%	50

Panel: State/Region residence of those who visited Louisiana (Household Level)

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Research Methods and Glossary

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Research Methods

The syndicated TravelsAmerica study uses a web-based research methodology. Sample is selected from the TNS USA Panel with monthly e-mail invitations sent to representative households with a target response rate of 45%. The field period runs for two weeks each month, usually starting in the middle of the first week. TNS constantly strives to keep Internet penetration high and panel fatigue low by carefully monitoring and limiting the number of contacts with each household.

To enhance relevance, the data are weighted two ways:

- Demographic weights adjust respondents by demographic factors such as region, age, income, household size, and marital status to more closely represent the characteristics of the US population
- Trip projection calculations count every trip taken by respondents for total trips taken and in the case of state level calculations, each trip taken in that state counts. A few tables represent person-trips – these take into account the immediate household travel party size for each trip as well.

TNS supervises all fieldwork, editing, coding, and tabulation of the results.

This special report focuses on results for Louisiana. For the calendar year ending December 31, 2014, respondents for key segments in this report are shown below.

CY 2014 Number of Travelers (Unweighted Respondents)	CY 2014 Number of Travelers (Weighted by Demographics)	Region
547	750	Louisiana Residents
5,103	6,093	High BDI Marketing Area
40,966	40,728	Reside Elsewhere (not Louisiana, not High BDI Mktg Area)
46,616	47,571	Total for TravelsAmerica

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Glossary

Term	Definition
DMA	Designated Market Area: Counties that share the same primary TV broadcast signals (210 DMAs in US)
Calendar Year	January 1, 2014 through December 31, 2014
In-State	Louisiana
Person-Trip	Total person-trips are all trips taken by all people; i.e. a couple taking three trips counts as six (two people, each taking three trips)
High BDI Marketing Area	DMAs where residents have an above average propensity to visit Louisiana
Respondent/Household Level	Respondent information – one count per respondent
Source of Visitors	Residence of visitors
State/Region Level	Information about all trips taken to a particular state/region (each trip to area counts)
Travel Party	Traveler plus all companions, including children
Trip	Travel 50 miles or more (one-way) away from home or stayed overnight. Excludes commuters or commercial travel (flight attendants, commercial vehicle operator). This may eliminate some leisure day trips that are closer than 50 miles away.
Trip Level	Information about all trips – each trip counts
Trip Volume	All trips summed together
Visitor	Person who has visited Louisiana in the past month; all are US residents, thus, travel is domestic travel only (domestic consumer)

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Thank you

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