

LOUISIANA OFFICE OF TOURISM

PERFORMANCE INDICATOR DOCUMENTATION

Program: Administration
Activity: Administration
Objective: 1 – Increase the amount of spending by visitors by 18 percent from \$10.5 billion in 2013 to \$12.4 billion in 2019.
Indicator Name: Direct visitor spending by visitors to Louisiana.
Indicator LaPAS PI Code: 1322

1. Type and Level:

Outcome – Key

2. Rationale, Relevance, Reliability:

Measures the total spending by visitors to Louisiana annually, which is a direct measure of progress toward meeting our objective of increasing visitor spending. This is a measurement of direct impact from visitors who choose Louisiana as their destination.

3. Use:

This indicator is used by management to analyze the effectiveness of marketing strategies.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

A report titled The Impact of Travel on Louisiana Parishes is generated annually by U.S. Travel Association (USTA) through a contract with the Office of Tourism. The research section receives the report from USTA in September.

6. Calculation Methodology:

USTA uses their Travel Economic Impact Model to compute the amount of spending by visitors to Louisiana. The model uses national and state sources such as state tax collections and labor market reports to determine expenditures.

7. Scope:

This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8. Caveats:

Dependent upon the annual renewal of the Office of Tourism's contract with USTA for the report, and timely and consistent updating by USTA.

9. Accuracy, Maintenance, Support:

This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

10. Responsible Person:

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Administration and Marketing
Activity: Administration
Objective: 1 – Increase the amount of spending by visitors by 18 percent from \$10.5 billion in 2013 to \$12.4 billion in 2019.
Indicator Name: Number of visitors to Louisiana.
Indicator LaPAS PI Code: 1323

1. Type and Level:

Output – Key

2. Rationale, Relevance, Reliability:

Measures the total number of people who chose Louisiana as their business/leisure destination. This is a valid indication of our progress toward meeting the objective to increase visitor spending.

3. Use:

This indicator is used to track the quantity of visitors to Louisiana annually and quarterly to assess the effectiveness of marketing efforts.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

Total domestic & foreign visitation is calculated from the Louisiana Tourism Forecast report by the University of New Orleans (UNO). Also, the number of international visitors is obtained from the Office of Travel & Tourism Industries Survey of International Air Travelers to the U.S.-overseas and U.S.-Mexican markets. Total U.S. resident & international visitor counts are obtained annually from UNO. The Survey of International Air Travelers to the U.S. is published quarterly by the Office of Travel & Tourism Industries U.S. Department of Commerce.

6. Calculation Methodology:

UNO estimates the types of visitors to obtain total number of visitors using hotel data rooms and visitor survey data from Travels America.

7. Scope:

This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8. Caveats:

Dependent upon the annual renewal of the Office of Tourism's contract with University of New Orleans and U.S. Travel Association for the reports, and timely and consistent updating from UNO and USTA.

9. Accuracy, Maintenance, Support:

This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Program and Services
Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 26.7 million in 2013 to 32 million in 2019.
Indicator Name: State taxes collected from visitor spending (in millions).
Indicator LaPAS PI Code: 1325

1. Type and Level:

Outcome – Key

2. Rationale, Relevance, Reliability:

This indicator measures the total amount of state taxes generated by visitor spending. Since the Office of Tourism receives its budget from state tax revenue, there is a connection to the amount of state taxes generated by visitors.

3. Use:

This indicator is used to monitor annual growth as the result of visitor spending in Louisiana. It is used to analyze the success of the marketing plan.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

A report titled The Economic Impact of Travel on Louisiana Parishes is generated annually by U.S. Travel Association through a contract with the Office of Tourism. The Communications and Research Section receives the report from USTA in September.

6. Calculation Methodology:

U.S. Travel Association uses its Travel Economic Impact Model to compute the amount of spending by visitors to Louisiana. The model uses national and state sources such as state tax collections and labor market reports to determine expenditures.

7. Scope:

This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8. Caveats:

Dependent upon the annual renewal of the Office of Tourism's contract with USTA for the report, and timely and consistent updating by USTA.

9. Accuracy, Maintenance, Support:

This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Programs and Services
Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 26.7 million in 2013 to 32 million in 2019.
Indicator Name: Total mail, telephone, internet inquires and walk-ins.
Indicator LaPAS PI Code: 15675

1. Type and Level:

Output – Key

2. Rationale, Relevance, Reliability:

Measures the total number of inquiries received by the Office of Tourism, which is an indication of the effectiveness of marketing efforts.

3. Use:

This indicator is used to track the amount of inquiry volume throughout the year as a result of the amount of advertising placed. This information is useful in decision making concerning marketing strategies as well as determining the volume of promotional materials (tour guides, brochures, etc.) that should be produced.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

From monthly reports generated by the Office of Tourism through counts generated within the Inquiry Section and the Office's telemarketing agency. Total inquiry counts are generated monthly and reported in monthly ad-tracking reports developed by the Communications and Research Section.

6. Calculation Methodology:

Actual Count.

7. Scope:

This indicator includes all mail, telephone, e-mail and Internet inquiries.

8. Caveats:

None.

9. Accuracy, Maintenance, Support:

This indicator is an actual count of all inquiries, so there is no sample error.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Programs and Services
Objective: 1 - Increase the number of visitors to Louisiana by 20 percent from 26.7 million in 2013 to 32 million in 2019.
Indicator Name: Ad Recall.
Indicator LaPAS PI Code: 15676

1. Type and Level:
Efficiency – Key

2. Rationale, Relevance, Reliability:

This indicator is an industry standard for measuring the efficiency of consumer domestic advertising, which is a valid measure of progress toward the objective of increasing visitors to Louisiana.

3. Use:

This indicator is used to track year-to-year measurements of advertising effectiveness.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

The Office of Tourism contracts for a year-long mail survey of visitors who have visited Louisiana during the last 12 months. Questions included on the survey relate to visitor's trip, trip planning and advertising recall. This indicator is developed annually for the fiscal year.

6. Calculation Methodology:

The percentage of people who recall seeing Louisiana tourism advertising is recorded in a national survey.

7. Scope:

This indicator comes from a nationwide survey sample of people who have visited Louisiana over the last 12 months.

8. Caveats:

None.

9. Accuracy, Maintenance, Support:

This indicator has been used as an internal measurement for the last three years as a test of reliability. It was found to be consistent and reliable, and is now considered a valid indicator.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Programs and Services
Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 26.7 million in 2013 to 32 million in 2019.
Indicator Name: Number of U.S. resident visitors.
Indicator LaPAS PI Code: 21270

1. Type and Level:

Output – General Performance Information

2. Rationale, Relevance, Reliability:

Measures total number of U.S. resident visitors who choose Louisiana as a leisure/business trip destination. This is a valid indication of our progress toward meeting the objective of increasing visitor spending.

3. Use:

This indicator is used to track visitor volume to Louisiana among U.S. residents and compare our volume trends with other competing states in order to measure the effectiveness of our marketing efforts.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

From Louisiana Tourism Forecast report by the University of New Orleans. Total U.S. resident visitor counts are obtained annually from UNO.

6. Calculation Methodology:

None.

7. Scope:

This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8. Caveats:

Dependent upon the annual renewal of the Office of Tourism's contract with University of New Orleans for the report, and timely and consistent updates from UNO.

9. Accuracy, Maintenance, Support:

This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Programs and Services
Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 26.7 million in 2013 to 32 million in 2019.
Indicator Name: Number of Canadian and overseas visitors.
Indicator LaPAS PI Code: 21271 and 21272

1. Type and Level:

Output – General Performance Information

2. Rationale, Relevance, Reliability:

Measures total number of overseas and Canadian resident visitors who choose Louisiana as a leisure/business trip destination. This is a valid indication of our progress toward meeting the objective of increasing visitor spending.

3. Use:

This indicator is used to track the success of overseas and Canadian marketing initiatives in order to measure the effectiveness of our marketing efforts.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

The number of overseas and Mexican international visitors is obtained from the Office of Travel and Tourism Industries Survey of International Air Travelers to the U. S. The number of Canadian visitors is obtained from Statistics Canada.

6. Calculation Methodology:

None.

7. Scope:

This indicator encompasses all visitors whose residence is not in the U.S. or Mexico It is the only indicator available of its kind for estimating international visitors.

8. Caveats:

Dependant on the annual renewal of the Office of Tourism's publication subscription to the OTTI international air travelers' survey and STATS Canada travel survey.

9. Accuracy, Maintenance, Support:

The validity of the data on Canadian visitors is very reliable because it comes from a consistently funded source (Statistics Canada) and a sound methodology. The reliability of the overseas visitation comes from the Office of Travel and Tourism Industries Survey of International Air Travelers, which gathers statistical data about air passenger travelers.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Programs and Services
Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 26.7 million in 2013 to 32 million in 2019.
Indicator Name: Amount of expenditures in Louisiana by U.S. resident visitors.
Indicator LaPAS PI Code: None – New

1. Type and Level:

Outcome – General Performance Information

2. Rationale, Relevance, Reliability:

Measures the total annual spending of visitors to Louisiana who are U.S. residents, which is a direct measurement of our progress toward meeting our objective of increasing visitor spending. This is a measurement of direct impact from visitors who choose Louisiana as their destination.

3. Use:

This indicator is used by management to analyze the effects of marketing strategies.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

A Louisiana Tourism Forecast report is generated annually by the University of New Orleans and a report titled Louisiana Tourism Satellite Account by Louisiana State University through contracts with the Office of Tourism. The Communications and Research Section receives these reports in April.

6. Calculation Methodology:

U.S. Travel Association uses its Travel Economic Impact Model to compute the amount of spending by visitors to Louisiana. The model uses national and state sources such as state tax collections and labor market reports to determine expenditures.

7. Scope:

This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys

8. Caveats:

Dependent upon the annual renewal of the Office of Tourism's contract with the University of New Orleans and Louisiana State University for the reports, and timely and consistent updates by UNO and LSU.

9. Accuracy, Maintenance, Support:

This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Programs and Services
Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 26.7 million in 2013 to 32 million in 2019.
Indicator Name: Amount of expenditures in Louisiana by international visitors.
Indicator LaPAS PI Code: None – New

1. Type and Level:

Outcome – General Performance Information

2. Rationale, Relevance, Reliability:

Measures the total annual spending by international visitors to Louisiana, which is a direct measurement of our progress toward meeting our objective of increasing visitor spending. This is a measurement of direct impact from visitors who choose Louisiana as their destination.

3. Use:

This indicator is used by management to analyze the effects of marketing strategies.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

A publication titled OTTI's Survey of International Air Travelers is generated quarterly by the Office of Travel and Tourism Industries. The International Visitor Arrivals Program is a core part of the U.S. travel and tourism statistical system. This program provides the U.S. government and the public with the official U.S. monthly and annual overseas visitor arrivals to the U.S. The Communications and Research section receives these reports by quarter annually.

6. Calculation Methodology:

The survey gathers statistical data from self-administered questionnaires distributed to air passenger travelers in U.S. - overseas and U.S.-Mexican air markets. A computer program selects a random sample of flights to be surveyed from an electronic database of scheduled airline flights.

7. Scope:

This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8. Caveats:

Dependent upon the annual renewal of the Office of Tourism's subscription with OTTI, and timely and consistent reporting by OTTI.

9. Accuracy, Maintenance, Support:

This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Communications and Research
Objective: 2 – Increase the number of jobs within the Louisiana tourism industry by 10 percent from 145,000 in 2013 to 159,500 in 2019.
Indicator Name: Number of people employed directly in travel and tourism in Louisiana.
Indicator LaPAS PI Code: 15677

1. Type and Level:

Outcome – Key

2. Rationale, Relevance, Reliability:

Measures the total number of people directly employed in tourism due to visitor spending.

This is a measurement of direct impact from visitors who choose Louisiana as their destination and is a valid measurement of our success in meeting our objective to increase jobs in the tourism industry in Louisiana.

3. Use:

This indicator is used to track the size and scope of the travel industry in Louisiana, and to monitor the growth of this industry in comparison with other states. This information is useful in measuring the growth of the tourism industry in Louisiana.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

The Economic Impact of Travel on Louisiana Parishes Report is generated annually by the U.S. Travel Association and an annual report titled Louisiana Tourism Satellite Account by Louisiana State University through contracts with the Office of Tourism. The Communications and Research Section receives the report from USTA in September and LSU in April.

6. Calculation Methodology:

U.S. Travel Association uses its Travel Economic Impact Model to compute the amount of spending by visitors to Louisiana. The model uses national and state sources such as state tax collections and labor market reports to determine expenditures. LSU methodology for creating the TSA has been revived over time by the World Tourism Organization and follows guidelines to ensure comparability across years.

7. Scope:

This indicator includes all employees in Louisiana directly supported by visitor spending in Louisiana.

8. Caveats:

Dependent upon the annual renewal of the Office of Tourism's contract with USTA and LSU for the reports, and timely and consistent updating by USTA and LSU.

9. Accuracy, Maintenance, Support:

This indicator comes from a leading source of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Communications and Research
Objective: 2 – Increase the number of jobs within the Louisiana tourism industry by 10 percent from 145,000 in 2013 to 159,500 in 2019.
Indicator Name: Hotel/motel room nights sold.
Indicator LaPAS PI Code: 15678

1. Type and Level:

Input – Supporting

2. Rationale, Relevance, Reliability:

Measures level of effort in pursuit of accomplishing objective.

3. Use:

This indicator is used to track hotel usage within the state of Louisiana and its large metropolitan areas. This information is used by management to track the growth of the travel industry in Louisiana.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

From Smith Travel Research's weekly and monthly destination lodging survey.

6. Calculation Methodology:

Proprietary from Smith Travel Research.

7. Scope:

This indicator includes all hotel/motel usage in Louisiana.

8. Caveats:

None.

9. Accuracy, Maintenance, Support:

This indicator comes from the leading source of national data on hotel/motel usage (Smith Travel Research) and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Audubon Golf Trail
Objective: 3 – Increase the number of rounds of golf played at the Audubon Golf Trail courses to 336,000 annually by 2019.
Indicator Name: Annual number of rounds played annually on AGT courses
Indicator LaPAS PI Code: 20693

1. Type and Level:

Outcome – Key

2. Rationale, Relevance, Reliability:

Indicates the courses are being used.

3. Use:

Will be used for both internal purposes and for performance-based budgeting. The performance based budgeting will be by the independent course operators.

4. Clarity:

Any round of golf played shall be counted.

5. Data Source, Collection and Reporting:

Each course is responsible for collecting and recording rounds played.

6. Calculation Methodology:

Standard to the golf industry: if a golfer plays any round at the course, it is recorded.

7. Scope:

The member courses of the Audubon Golf Trail are spread all over the state. The number of rounds played shall be for the entire group across the state. If needed, regional analysis could be made.

8. Caveats:

The indicator is reliant on the member courses properly training their staff to record all rounds.

9. Accuracy, Maintenance, Support:

Each of the member courses keep annual accounting records of rounds played.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing
Activity: Audubon Golf Trail
Objective: 3 – Increase the number of rounds of golf played at the Audubon Golf Trail courses to 336,000 annually by 2019.
Indicator Name: Percent increase in rounds of golf played.
Indicator LaPAS PI Code: 23518

1. Type and Level:

Input – Key

2. Rationale, Relevance, Reliability:

Indicates the local courses and the state marketing efforts are being successfully received by consumers.

3. Use:

This indicator will be used for future marketing decisions.

4. Clarity:

Calculations of rounds will be made quarterly to determine the percentage of growth.

5. Data Source, Collection and Reporting:

Rounds are reported to the state by each member course for calculation.

6. Calculation Methodology:

Golf records.

7. Scope:

The member courses of the Audubon Golf Trail are spread all over the state. The number of rounds played shall be for the entire group across the state.

8. Caveats:

None.

9. Accuracy, Maintenance, Support:

Each course is responsible for collecting and reporting rounds played.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center
Activity: Welcome Center
Objective: 1 – Increase the number of welcome center visitors by 20 percent from 1.2 million in 2013 to 1.4 million in 2019.
Indicator Name: Total visitors to welcome centers.
Indicator LaPAS PI Code: 1328

1. Type and Level:

Output – Key

2. Rationale, Relevance, Reliability:

Measures level of users of the welcome centers as recorded by the welcome center program's registration sheets. This is the only method of measuring the level of use a welcome center experiences.

3. Use:

Measuring the number of visitors to the welcome center aids the tracking of printed materials distributed at each center, as well as other traffic issues related to the welcome centers.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

Each month, each welcome center compiles the results of those who have voluntarily signed the registration book and sends the results to the regional coordinator. The Regional Coordinator then compiles this information into a report and sends it to the Communications and Research Section. Monthly, calendar year and fiscal year reports are generated.

6. Calculation Methodology:

Sum of all visitors who sign the registration sheets along with those in their travel party.

7. Scope:

This indicator encompasses all state welcome center visitors that are registered on the sign-in sheets. It is comparable to the methods used by other states' welcome centers.

8. Caveats:

The welcome centers have been undergoing extensive renovations. This and any highway construction can adversely affect the amount of traffic through the centers.

9. Accuracy, Maintenance, Support:

This indicator is an actual figure and relies on no formulas or projections; therefore, the accuracy is good. However, since the indicator is dependent on the visitors who fill out the sign-in log at each center, it is strictly a voluntary system and may miss some visitors who refuse to sign the sheets.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center
Activity: Welcome Center
Objective: 1 – Increase the number of welcome center visitors by 20 percent from 1.2 million in 2013 to 1.4 million in 2019.
Indicator Name: Number of Welcome Center Travel Counselors.
Indicator LaPAS PI Code: None

1. Type and Level:

Input – General Performance Information

2. Rationale, Relevance, Reliability:

Measures level of resources available for accomplishing objective.

3. Use:

The number of full-time welcome center counselors has a major impact on how many welcome center visitors are given detailed information on Louisiana.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

From Budget Cost Center Breakdown Forms. Reported annually at the beginning of each fiscal year.

6. Calculation Methodology:

Actual count.

7. Scope:

This indicator includes all full-time permanent counselors located in all of the state welcome centers.

8. Caveats:

None.

9. Accuracy, Maintenance, Support:

This indicator is an actual number and not a projection or sample; therefore it is very reliable and accurate.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center
Activity: Welcome Center
Objective: 1 – Increase the number of welcome center visitors by 20 percent from 1.2 million in 2013 to 1.4 million in 2019.
Indicator Name: Number of welcome centers.
Indicator LaPAS PI Code: None

1. Type and Level:

Input – Standard Performance Information

2. Rationale, Relevance, Reliability:

Measures level of resources available for accomplishing objective.

3. Use:

This indicator determines how much staff is needed and is an indication of how many welcome center visitors will annually be recorded.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

From Budget Cost Center Breakdown Forms. Reported annually at the beginning of each fiscal year.

6. Calculation Methodology:

Actual count.

7. Scope:

This indicator is the sum total of welcome centers administered by the Office of Tourism.

8. Caveats:

None.

9. Accuracy, Maintenance, Support:

This number is an actual count that is derived from the annual budget.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center
Activity: Welcome Center
Objective: 2 – Maintain the average length of stay by welcome center visitors at 2.0 nights from 2013 to 2019.
Indicator Name: Cost per visitor
Indicator LaPAS PI Code: 1329

1. Type and Level:

Efficiency – Supporting

2. Rationale, Relevance, Reliability:

Measures level of users of the welcome centers as recorded by the welcome center program's registration sheets and divided by the welcome center budget expenditures. This calculation measures the level of resources allocated per welcome center visitor.

3. Use:

This indicator is used to illustrate the amount of resources that are allocated to the centers in proportion to their traffic volume. It is a measure of efficiency and is helpful to management in determining the allocation of resources.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

Each month, each welcome center compiles the results of those who have voluntarily signed the registration book and sends the results to the regional coordinator. The Regional Coordinator then compiles this information into a report and sends it to the Communications and Research Section. The annual count is then divided by the total budget allocated to welcome center program. Monthly, calendar year and fiscal year reports are generated on welcome center visitors.

6. Calculation Methodology:

The sum of all visitors who sign the registration sheets along with those in their travel party is divided into the total annual welcome center expenditures.

7. Scope:

This indicator encompasses all state welcome center visitors that are registered on the sign-in sheets.

8. Caveats:

The welcome centers have been undergoing extensive renovations. This and any highway construction can adversely affect the amount of traffic through centers and would inflate the cost per visitor.

9. Accuracy, Maintenance, Support:

This indicator is an actual figure and relies on no formulas or projections, therefore the accuracy is good. However, since the indicator is dependent on the visitors who fill out the sign-in log at each center, it is strictly a voluntary system and may miss some visitors who refuse to sign the sheets.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center
Activity: Welcome Center
Objective: 2 – Maintain the average length of stay by welcome center visitors at 2.0 nights from 2013 to 2019.
Indicator Name: Average length of stay for welcome center visitors.
Indicator LaPAS PI Code: 1327

1. Type and Level:

Outcome – Key

2. Rationale, Relevance, Reliability:

Measures the results of the travel counselors' efforts for visitors to extend their stay in Louisiana.

3. Use:

This indicator is used to measure the effectiveness of the welcome center staff whose role is to counsel the visitors to stay longer in Louisiana.

4. Clarity:

See Glossary of Terms.

5. Data Source, Collection and Reporting:

Visitor sign-in sheets located in each welcome center. Calculations are made monthly from each center's reports.

6. Calculation Methodology:

The average number of nights per party in Louisiana is determined by dividing the total number of nights in Louisiana as indicated on the sign-in sheets, by the total number of parties registered at the welcome centers.

7. Scope:

This indicator encompasses all state welcome center visitors that are registered on the sign-in sheets.

8. Caveats:

None.

9. Accuracy, Maintenance, Support:

This indicator is an actual figure and relies on no formulas or projections, therefore the accuracy is good. However, since the indicator is dependent on the visitors who fill out the sign-in log at each center, it is strictly a voluntary system and may miss some visitors who refuse to sign the sheets.

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