Tourism Spending in Louisiana Parishes
2016

Prepared for

Louisiana Department of Culture, Recreation and Tourism

LOUISIANA
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By

THE UNIVERSITY of NEW ORLEANS
HOSPITALITY RESEARCH CENTER

Defining Tourism Opportunities

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Acknowldgments

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Introduction

Representatives of the Louisiana Department of Culture, Recreation and Tourism (CRT) contracted with the Hospitality Research Center (HRC) at The University of New Orleans (UNO) for the purpose of providing them with information about visitor spending in the state of Louisiana. The purpose of this report is to provide the economic impact analysis of people who visited the state of Louisiana during the calendar year 2016. This economic impact comprises total spending, total earnings, total employment, and total state and local tax revenues for each parish in the state.

This research study not only seeks to bring together current information on the tourism industry into a cohesive whole, but also aims to standardize the measures and data of tourism activity, and to produce a comprehensive document. The results from this study are expected to assist Louisiana representatives in determining visitor characteristics, and in measuring the real impact of tourism activity on the state.

Methodology

Assumptions

The methodology is guided by the following assumptions:

- The quality of the analysis and final study is contingent upon the quality of data collected.

- Data for personal income, employment, and GDP by metropolitan area and parish provided by the Bureau of Labor Statistics (BLS), Bureau of Economic Analysis (BEA), and Louisiana Workforce Commission (LaWorks) is considered a valid representation of tourism activity within the state.

- Hotel activity data provided by Smith Travel Research (STR) is considered a valid indicator of the market size for individual areas in the state of Louisiana.

- Tourism indicators in the Rest of the State remain at higher levels than New Orleans. Some displacement of population and tourism activity remains in the Rest of the State.

- The estimates of economic impact, measured by visitation, spending, earnings, employment and taxes are projected using a different methodology from that of years prior to 2016.

- Tourism measurements presented in this report are estimated based on the best data available. Estimates continue to be refined as new information is released (e.g., new hotel information, flights indicators, fluctuations in employment and GDP, etc.). The estimates also change based on new, exogenous factors including perceptions and changes in legislation. Therefore, the data and methodology used in this study are continually revised. Since additional data relating to travel becomes available subsequent to the study, the HRC reserves the right to annually revise estimates included in this analysis.
Data Analysis

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

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

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

Visitation

Total visitation was estimated using data from visitor survey files available to the HRC, TNS panel survey data, travel statistics, and historical data. Since TNS includes domestic visitation only, the analysis was corrected to include foreign visitors.

Total visitation was calculated based on type of visitor and segment. The four types of visitors defined in this study include hotels guests, visitors who stayed with friends or relatives (VFR’s), visitors who stayed in other accommodations, and people who only came for the day (daytrippers). Other accommodations include lodging arrangements such as timeshares, condominiums, apartments, Bed and Breakfasts, hostels, private home rentals, RVs, campgrounds, cruise ships, navy bases, dormitories, and any other types of temporary housing.
The total number of visitors who chose to stay in hotels was determined from the number of hotel rooms and occupancy rates as reported by STR. An adjustment, estimated from a hotel survey, was incorporated to exclude local residents who decided to vacation in the city and stayed in hotels. The adjustment also includes local residents who stayed at hotels due to major hurricanes in the region. The proportions of overnight visitors who stayed with friends or relatives, in other accommodations, and daytrippers were obtained from visitor survey results, travel statistics, and historical data. The HRC then combined the results for each type of visitor and determined the total visitation by segment. The two segments defined in this analysis include New Orleans and the Rest of the State. Areas in the Rest of the State were analyzed as a whole since the number of observations from TNS data does not allow for an analysis of individual markets. The values for both segments were added together to determine total visitation to Louisiana.

**Spending**

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

Spending at the 64-parish level was estimated from total visitor spending in the state as a whole and the Metropolitan Statistical Area (MSA) on which the parishes are comprised. The definition of each MSA was derived from the BEA. The areas include New Orleans-Metairie (MSA), Baton Rouge (MSA), Houma-Thibodaux (MSA), Lafayette (MSA), Lake Charles (MSA), Alexandria (MSA), Shreveport-Bossier City (MSA), Monroe (MSA), and Hammond (MSA). The spending for each MSA was estimated based on the BEA gross domestic product (GDP) for arts, entertainment, recreation, accommodation, and food services for each MSA, as a proportion of the state as a whole. Spending for each parish was then estimated as a proportion of the BEA personal income by major component and earnings for accommodation and food services for each parish, as a proportion of the MSA. Even though both tourism employment and personal income were analyzed, it was ultimately decided that personal income was a better indicator of tourism activity in each area. It is important to note that the most current BEA data available at the MSA and parish level corresponds to 2015. Official data from the BEA is released approximately seven months after the end of the calendar year.
The final results at the MSA level are presented by geographical area as defined by the LaWorks Regional Labor Market Areas (RMLA). It is important to note that all historical spending figures presented throughout the report are not adjusted for inflation. Although the growth in visitor spending can be credited to visitors staying longer and spending more money, the increment can also be partially attributed to higher costs.

**Earnings and Employment**

The economic impact associated with visitor spending statewide, measured by total direct earnings and employment, was estimated using total direct spending generated by visitors to Louisiana and the most recent (2015) IMPLAN multipliers. An adjustment for inflation was included to account for the lag in the multipliers data. Direct earnings are defined as the compensation of employees plus the net earnings of sole proprietors and partnerships. Indicators from sources like the BEA RIMS II exclude personal contributions to social insurance programs, such as Social Security, Medicare, or pension plans. Direct Employment represents the number of direct jobs created or supported by visitor spending across different employment industries, including non-tourism related sectors. This definition differs from government’s employment statistics in that the latter includes only people who work in the leisure and hospitality industry.

**Taxes**

As a result of spending and employment in the state of Louisiana, tax revenues are generated for federal, state, and local governments. Tax revenue estimates presented in this study measure only state and local taxes.

Similar to spending, the analysis includes only direct taxes. Direct revenue is the tax revenue that visitors pay to the state and local governments directly. Examples include hotel/motel taxes paid on hotel rooms, and state and local sales taxes paid on retail purchases, including food and drinks. The direct taxes included in this analysis is measured by current hotel, sales, and gambling taxes.

The tax revenue was derived from spending and tax rates in each parish and the state as a whole, along with personal income, employment, and GDP. In addition, the analysis include data from the Louisiana Department of Revenue Annual Tax Collection Report (2014-2015), the Governor’s Executive Budget (2017-2018), and Louisiana sales tax by employment industry (2016).

**Travel Indicators**

Other tourism indicators in this analysis include total and leisure employment, hotel capacity and demand, convention roomnights, airport capacity and passengers, casino activity, and state parks, state historic sites, and welcome centers visitation. When considering measures of activity at casinos, state parks, state historic sites, and welcome centers, all sites were included, despite their availability during the timeframe of the analysis. New facilities, and those closed, are analyzed since an opening or closure is considered a measurement of tourism activity. In addition, hotel demand, as measured by STR, does not include casino hotels. Therefore, there is more hotel activity in the state than presented in this analysis.
All travel indicators are analyzed in ratios to present a comparison among all factors. This methodology allows for an evaluation between several statistics that are defined by different measurement units. This analysis is available for all areas and for the state as a whole. For smaller markets, other indicators of tourism and economic activity are included. The growth of each indicator is estimated as a ratio of current estimates over monthly figures recorded during the same month from January through December 2009. Each graph contains the annual average of each indicator's ratio presented by area. These indicators are essential to measure the growth of the tourism industry as a whole. Although total visitation and spending have increased substantially, some of these tourism indicators have just started to experience a substantial growth in recent years.
Table 2: Louisiana Direct Earnings

<table>
<thead>
<tr>
<th>Spending Category</th>
<th>2015</th>
<th>2016</th>
<th>Growth 16/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants/Meals</td>
<td>$1,362</td>
<td>$1,452</td>
<td>7%</td>
</tr>
<tr>
<td>Bars/Nightclubs</td>
<td>$505</td>
<td>$528</td>
<td>5%</td>
</tr>
<tr>
<td>Recreation/Entertainment</td>
<td>$417</td>
<td>$475</td>
<td>14%</td>
</tr>
<tr>
<td>Shopping</td>
<td>$591</td>
<td>$564</td>
<td>-5%</td>
</tr>
<tr>
<td>Local Transportation</td>
<td>$447</td>
<td>$386</td>
<td>-14%</td>
</tr>
<tr>
<td>Gambling</td>
<td>$284</td>
<td>$273</td>
<td>-4%</td>
</tr>
<tr>
<td>Other</td>
<td>$68</td>
<td>$32</td>
<td>-53%</td>
</tr>
<tr>
<td>Lodging</td>
<td>$809</td>
<td>$825</td>
<td>2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$4,482</td>
<td>$4,534</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Spending figures are not adjusted for inflation.*

- **Direct Earnings** are defined as the compensation of employees plus the net earnings of sole proprietors and partnerships. Indicators from sources like the BEA RIMS II, exclude personal contributions to social insurance programs, such as Social Security, Medicare, or pension plans. Direct earnings, or labor income, was estimated from direct visitor expenditures along with the most recent IMPLAN economic multipliers.

- Direct earnings generated by visitor spending accounted for $4.5 billion in 2016, an increase of 1% from the previous year. Entertainment (14%) and restaurants (7%) accounted for the largest growth rate on earnings.

**Figure 2: Louisiana Direct Earnings (Proportions)**

- Similar to employment, proportionally, the highest direct earnings were generated by spending on meals (32%) and lodging (18%).
Table 4: Louisiana Direct State and Local Tax Revenue

<table>
<thead>
<tr>
<th>Government and Tax (Millions)</th>
<th>2015</th>
<th>2016</th>
<th>Growth 16/15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>State Taxes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Taxes</td>
<td>$292</td>
<td>$382</td>
<td>31%</td>
</tr>
<tr>
<td>Hotel Taxes</td>
<td>$152</td>
<td>$179</td>
<td>18%</td>
</tr>
<tr>
<td>Gambling Taxes</td>
<td>$289</td>
<td>$287</td>
<td>-1%</td>
</tr>
<tr>
<td><strong>Total State Taxes</strong></td>
<td>$733</td>
<td>$848</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Local Taxes</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales Taxes</td>
<td>$348</td>
<td>$365</td>
<td>5%</td>
</tr>
<tr>
<td>Hotel Taxes</td>
<td>$133</td>
<td>$146</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total Local Taxes</strong></td>
<td>$481</td>
<td>$511</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total Governmental Revenue</strong></td>
<td>$1,214</td>
<td>$1,359</td>
<td>12%</td>
</tr>
</tbody>
</table>

*Spending figures are not adjusted for inflation.*

- Table 4 includes the direct tax revenue generated by Louisiana visitors. Federal taxes or indirect taxes are not part of this analysis. The direct revenue for state and local governments include the taxes that visitors pay to state and local governments directly. Examples include hotel/motel taxes paid on hotel rooms, and state and local sales taxes paid on retail purchases, including food and drinks. The direct tax revenue in this analysis is measured by current hotel, sales, and gambling taxes.

- In 2016, state taxes paid directly by visitors reached $848 million, an increase of 16% from the previous year. Local taxes increased 6% to $511 million from $481 million in 2015. In total, visitors contributed nearly $1.4 billion in tax revenue for state and local governments.

- The increase of state taxes can be partially attributed to the 1% increase for sales taxes implemented in 2016.
**Metropolitan Statistical Areas**

The economic activity by metropolitan statistical area resulted from the sum of the parishes contained in each MSA.

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

<table>
<thead>
<tr>
<th>Metropolitan Statistical Area</th>
<th>Spending (Millions)</th>
<th>2015</th>
<th>2016</th>
<th>GR*</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Orleans-Metairie (MSA)</td>
<td>$7,051</td>
<td>$7,412</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Baton Rouge (MSA)</td>
<td>$1,274</td>
<td>$1,276</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Houma-Thibodaux (MSA)</td>
<td>$302</td>
<td>$270</td>
<td>-11%</td>
<td></td>
</tr>
<tr>
<td>Lafayette (MSA)</td>
<td>$738</td>
<td>$744</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Lake Charles (MSA)</td>
<td>$591</td>
<td>$704</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Alexandria (MSA)</td>
<td>$147</td>
<td>$166</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>Shreveport-Bossier City (MSA)</td>
<td>$954</td>
<td>$909</td>
<td>-5%</td>
<td></td>
</tr>
<tr>
<td>Monroe (MSA)</td>
<td>$236</td>
<td>$235</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Hammond (MSA)</td>
<td>$123</td>
<td>$128</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td><strong>Total LA</strong></td>
<td><strong>$11,416</strong></td>
<td><strong>$11,843</strong></td>
<td><strong>4%</strong></td>
<td></td>
</tr>
</tbody>
</table>

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

- The New Orleans-Metairie MSA, followed by the Baton Rouge MSA, had the largest visitor spending during 2016 at $7.4 billion and $1.3 billion, respectively. The metropolitan areas with the largest growth rate were Lake Charles (19%) and the Alexandria (12%).

**Table 6: Direct Employment and Earnings by Metropolitan Area**

<table>
<thead>
<tr>
<th>Metropolitan Statistical Area</th>
<th>Earnings (Millions)</th>
<th>Employment (Thousands)</th>
<th>2015</th>
<th>2016</th>
<th>GR*</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Orleans-Metairie (MSA)</td>
<td>$2,768</td>
<td>$2,838</td>
<td>106.2</td>
<td>104.9</td>
<td>-1%</td>
</tr>
<tr>
<td>Baton Rouge (MSA)</td>
<td>$500</td>
<td>$488</td>
<td>19.2</td>
<td>18.1</td>
<td>-6%</td>
</tr>
<tr>
<td>Houma-Thibodaux (MSA)</td>
<td>$118</td>
<td>$103</td>
<td>4.5</td>
<td>3.8</td>
<td>-16%</td>
</tr>
<tr>
<td>Lafayette (MSA)</td>
<td>$290</td>
<td>$285</td>
<td>11.1</td>
<td>10.5</td>
<td>-5%</td>
</tr>
<tr>
<td>Lake Charles (MSA)</td>
<td>$232</td>
<td>$269</td>
<td>8.9</td>
<td>10.0</td>
<td>12%</td>
</tr>
<tr>
<td>Alexandria (MSA)</td>
<td>$58</td>
<td>$63</td>
<td>2.2</td>
<td>2.3</td>
<td>6%</td>
</tr>
<tr>
<td>Shreveport-Bossier City (MSA)</td>
<td>$375</td>
<td>$348</td>
<td>14.4</td>
<td>12.9</td>
<td>-11%</td>
</tr>
<tr>
<td>Monroe (MSA)</td>
<td>$93</td>
<td>$90</td>
<td>3.6</td>
<td>3.3</td>
<td>-6%</td>
</tr>
<tr>
<td>Hammond (MSA)</td>
<td>$48</td>
<td>$49</td>
<td>1.8</td>
<td>1.8</td>
<td>-2%</td>
</tr>
<tr>
<td><strong>Total LA</strong></td>
<td><strong>$4,482</strong></td>
<td><strong>$4,534</strong></td>
<td><strong>172.0</strong></td>
<td><strong>167.6</strong></td>
<td><strong>-3%</strong></td>
</tr>
</tbody>
</table>

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

- Visitor spending in New Orleans generated $2.8 billion in direct earnings and about 105,000 direct jobs. Spending by visitors to Baton Rouge resulted in $488 million on direct earnings and about 18,000 in direct jobs.
Tourism Spending in Louisiana Parishes

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

<table>
<thead>
<tr>
<th>Metropolitan Statistical Area</th>
<th>State Taxes (Millions)</th>
<th>Local Taxes (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
<td>2016</td>
</tr>
<tr>
<td>New Orleans-Metairie (MSA)</td>
<td>$361</td>
<td>$440</td>
</tr>
<tr>
<td>Baton Rouge (MSA)</td>
<td>$109</td>
<td>$117</td>
</tr>
<tr>
<td>Houma-Thibodaux (MSA)</td>
<td>$26</td>
<td>$25</td>
</tr>
<tr>
<td>Lafayette (MSA)</td>
<td>$63</td>
<td>$68</td>
</tr>
<tr>
<td>Lake Charles (MSA)</td>
<td>$50</td>
<td>$65</td>
</tr>
<tr>
<td>Alexandria (MSA)</td>
<td>$13</td>
<td>$15</td>
</tr>
<tr>
<td>Shreveport-Bossier City (MSA)</td>
<td>$81</td>
<td>$84</td>
</tr>
<tr>
<td>Monroe (MSA)</td>
<td>$20</td>
<td>$22</td>
</tr>
<tr>
<td>Hammond (MSA)</td>
<td>$10</td>
<td>$12</td>
</tr>
<tr>
<td><strong>Total LA</strong></td>
<td><strong>$733</strong></td>
<td><strong>$848</strong></td>
</tr>
</tbody>
</table>

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

- New Orleans visitors created $440 million in direct state taxes and $351 million in direct local taxes. Baton Rouge visitors generated $117 million for state taxes and $46 in local taxes. Similar to spending, Lake Charles and Alexandria had the largest increase in terms of growth rate for both state and local taxes.
Parishes

Table 8 and Table 9 include the economic activity by parish measured by the direct spending, earnings, employment, and direct state and local tax revenue. Data for the previous year is also included for comparison purposes.

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

<table>
<thead>
<tr>
<th>Parish</th>
<th>Spending (Millions)</th>
<th>Earnings (Millions)</th>
<th>Employment (Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
<td>2016</td>
<td>GR*</td>
</tr>
<tr>
<td>Acadia</td>
<td>$27.93</td>
<td>$27.27</td>
<td>-2%</td>
</tr>
<tr>
<td>Allen</td>
<td>$11.94</td>
<td>$11.01</td>
<td>-8%</td>
</tr>
<tr>
<td>Ascension</td>
<td>$156.56</td>
<td>$154.76</td>
<td>-1%</td>
</tr>
<tr>
<td>Assumption</td>
<td>$3.40</td>
<td>$3.14</td>
<td>-8%</td>
</tr>
<tr>
<td>Avoyelles</td>
<td>$8.60</td>
<td>$8.69</td>
<td>1%</td>
</tr>
<tr>
<td>Beauregard</td>
<td>$25.73</td>
<td>$25.42</td>
<td>-1%</td>
</tr>
<tr>
<td>Bienville</td>
<td>$6.23</td>
<td>$5.60</td>
<td>-10%</td>
</tr>
<tr>
<td>Bossier</td>
<td>$363.96</td>
<td>$334.27</td>
<td>-8%</td>
</tr>
<tr>
<td>Caddo</td>
<td>$373.18</td>
<td>$346.32</td>
<td>-7%</td>
</tr>
<tr>
<td>Calcasieu</td>
<td>$530.72</td>
<td>$645.76</td>
<td>22%</td>
</tr>
<tr>
<td>Caldwell</td>
<td>$1.14</td>
<td>$1.15</td>
<td>0%</td>
</tr>
<tr>
<td>Cameron</td>
<td>$2.93</td>
<td>$2.44</td>
<td>-17%</td>
</tr>
<tr>
<td>Catahoula</td>
<td>$1.70</td>
<td>$1.62</td>
<td>-4%</td>
</tr>
<tr>
<td>Claiborne</td>
<td>$3.49</td>
<td>$3.19</td>
<td>-9%</td>
</tr>
<tr>
<td>Concordia</td>
<td>$5.90</td>
<td>$6.86</td>
<td>16%</td>
</tr>
<tr>
<td>De Soto</td>
<td>$9.09</td>
<td>$10.58</td>
<td>16%</td>
</tr>
<tr>
<td>East Baton Rouge</td>
<td>$901.48</td>
<td>$896.69</td>
<td>-1%</td>
</tr>
<tr>
<td>East Carroll</td>
<td>$2.44</td>
<td>$2.44</td>
<td>0%</td>
</tr>
<tr>
<td>East Feliciana</td>
<td>$5.82</td>
<td>$5.93</td>
<td>2%</td>
</tr>
<tr>
<td>Evangeline</td>
<td>$4.92</td>
<td>$5.10</td>
<td>4%</td>
</tr>
<tr>
<td>Franklin</td>
<td>$8.42</td>
<td>$8.84</td>
<td>5%</td>
</tr>
<tr>
<td>Grant</td>
<td>$0.48</td>
<td>$0.55</td>
<td>14%</td>
</tr>
<tr>
<td>Iberia</td>
<td>$48.63</td>
<td>$45.97</td>
<td>-5%</td>
</tr>
<tr>
<td>Iberville</td>
<td>$20.20</td>
<td>$21.88</td>
<td>8%</td>
</tr>
<tr>
<td>Jackson</td>
<td>$3.54</td>
<td>$3.62</td>
<td>2%</td>
</tr>
<tr>
<td>Jefferson Davis</td>
<td>$19.93</td>
<td>$19.16</td>
<td>-4%</td>
</tr>
<tr>
<td>Jefferson</td>
<td>$1,836.41</td>
<td>$1,913.06</td>
<td>4%</td>
</tr>
<tr>
<td>Lafayette</td>
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<td>$485.25</td>
<td>-3%</td>
</tr>
<tr>
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<td>LaSalle</td>
<td>$3.78</td>
<td>$4.15</td>
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</tr>
<tr>
<td>Lincoln</td>
<td>$59.43</td>
<td>$63.94</td>
<td>8%</td>
</tr>
<tr>
<td>Livingston</td>
<td>$96.27</td>
<td>$103.74</td>
<td>8%</td>
</tr>
</tbody>
</table>

*Growth rate. Spending figures are not adjusted for inflation.
<table>
<thead>
<tr>
<th>Parish</th>
<th>Spending (Millions)</th>
<th>Earnings (Millions)</th>
<th>Employment (Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
<td>2016</td>
<td>GR*</td>
</tr>
<tr>
<td>Madison</td>
<td>$6.76</td>
<td>$6.39</td>
<td>-5%</td>
</tr>
<tr>
<td>Morehouse</td>
<td>$13.51</td>
<td>$13.55</td>
<td>0%</td>
</tr>
<tr>
<td>Natchitoches</td>
<td>$91.17</td>
<td>$101.61</td>
<td>11%</td>
</tr>
<tr>
<td>Orleans</td>
<td>$4,225.29</td>
<td>$4,459.43</td>
<td>6%</td>
</tr>
<tr>
<td>Ouachita</td>
<td>$180.91</td>
<td>$179.85</td>
<td>-1%</td>
</tr>
<tr>
<td>Plaquemines</td>
<td>$105.63</td>
<td>$98.72</td>
<td>-7%</td>
</tr>
<tr>
<td>Pointe Coupee</td>
<td>$14.35</td>
<td>$14.63</td>
<td>2%</td>
</tr>
<tr>
<td>Rapides</td>
<td>$88.95</td>
<td>$100.72</td>
<td>13%</td>
</tr>
<tr>
<td>Red River</td>
<td>$4.78</td>
<td>$4.58</td>
<td>-4%</td>
</tr>
<tr>
<td>Richland</td>
<td>$8.95</td>
<td>$8.29</td>
<td>-7%</td>
</tr>
<tr>
<td>Sabine</td>
<td>$12.34</td>
<td>$11.26</td>
<td>-9%</td>
</tr>
<tr>
<td>St. Bernard</td>
<td>$76.38</td>
<td>$63.74</td>
<td>-17%</td>
</tr>
<tr>
<td>St. Charles</td>
<td>$57.85</td>
<td>$64.26</td>
<td>11%</td>
</tr>
<tr>
<td>St. Helena</td>
<td>$1.34</td>
<td>$1.37</td>
<td>2%</td>
</tr>
<tr>
<td>St. James</td>
<td>$23.92</td>
<td>$24.96</td>
<td>4%</td>
</tr>
<tr>
<td>St. John the Baptist</td>
<td>$65.63</td>
<td>$72.37</td>
<td>10%</td>
</tr>
<tr>
<td>St. Landry**</td>
<td>$39.03</td>
<td>$66.14</td>
<td>69%</td>
</tr>
<tr>
<td>St. Martin</td>
<td>$27.22</td>
<td>$28.60</td>
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</tr>
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<td>St. Tammany</td>
<td>$660.02</td>
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<tr>
<td>Tangipahoa</td>
<td>$122.59</td>
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<td>5%</td>
</tr>
<tr>
<td>Tensas</td>
<td>$0.51</td>
<td>$0.49</td>
<td>-4%</td>
</tr>
<tr>
<td>Terrebonne</td>
<td>$223.71</td>
<td>$189.50</td>
<td>-15%</td>
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<tr>
<td>Union</td>
<td>$5.75</td>
<td>$6.71</td>
<td>17%</td>
</tr>
<tr>
<td>Vermilion</td>
<td>$29.40</td>
<td>$26.94</td>
<td>-8%</td>
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<tr>
<td>Vernon</td>
<td>$33.17</td>
<td>$37.67</td>
<td>14%</td>
</tr>
<tr>
<td>Washington</td>
<td>$21.30</td>
<td>$20.11</td>
<td>-6%</td>
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<tr>
<td>Webster</td>
<td>$30.62</td>
<td>$27.35</td>
<td>-11%</td>
</tr>
<tr>
<td>West Baton Rouge</td>
<td>$42.30</td>
<td>$42.00</td>
<td>-1%</td>
</tr>
<tr>
<td>West Carroll</td>
<td>$3.82</td>
<td>$3.87</td>
<td>1%</td>
</tr>
<tr>
<td>West Feliciana</td>
<td>$14.35</td>
<td>$14.63</td>
<td>2%</td>
</tr>
<tr>
<td>Winn</td>
<td>$4.79</td>
<td>$5.44</td>
<td>14%</td>
</tr>
<tr>
<td>**Total</td>
<td>$11,416</td>
<td>$11,843</td>
<td>4%</td>
</tr>
</tbody>
</table>

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

**Personal income for accommodation and food services in St. Landry parish increased substantially over the prior year.

- The largest spending generated by visitors was attributed to Orleans ($4.5 billion), Jefferson ($1.9 billion), East Baton Rouge ($897 million), St. Tammany ($715 million), Calcasieu ($646 million), and Lafayette ($485 million) parishes. Those six parishes also had the largest contribution of visitor economic activity in terms of earnings and employment.

UNO Hospitality Research Center
### Table 9: Direct State and Local Tax Revenue by Parish

<table>
<thead>
<tr>
<th>Parish</th>
<th>State Taxes (Millions)</th>
<th>Local Taxes (Millions)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>2015</td>
<td>2016</td>
</tr>
<tr>
<td>Acadia</td>
<td>$2.38</td>
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</tr>
<tr>
<td>Allen</td>
<td>$1.02</td>
<td>$1.01</td>
</tr>
<tr>
<td>Ascension</td>
<td>$13.36</td>
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<tr>
<td>Assumption</td>
<td>$0.29</td>
<td>$0.29</td>
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<tr>
<td>Avoyelles</td>
<td>$0.73</td>
<td>$0.80</td>
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<tr>
<td>Beauregard</td>
<td>$2.20</td>
<td>$2.34</td>
</tr>
<tr>
<td>Bienville</td>
<td>$0.53</td>
<td>$0.52</td>
</tr>
<tr>
<td>Bossier</td>
<td>$31.07</td>
<td>$30.75</td>
</tr>
<tr>
<td>Caddo</td>
<td>$31.86</td>
<td>$31.86</td>
</tr>
<tr>
<td>Calcasieu</td>
<td><strong>$45.30</strong></td>
<td><strong>$59.40</strong></td>
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<tr>
<td>Caldwell</td>
<td>$0.10</td>
<td>$0.11</td>
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<tr>
<td>Cameron</td>
<td>$0.25</td>
<td>$0.22</td>
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<tr>
<td>Catahoula</td>
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<td>$0.15</td>
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<tr>
<td>Claiborne</td>
<td>$0.30</td>
<td>$0.29</td>
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<tr>
<td>Concordia</td>
<td>$0.50</td>
<td>$0.63</td>
</tr>
<tr>
<td>De Soto</td>
<td>$0.78</td>
<td>$0.97</td>
</tr>
<tr>
<td>East Baton Rouge</td>
<td><strong>$76.95</strong></td>
<td><strong>$82.49</strong></td>
</tr>
<tr>
<td>East Carroll</td>
<td>$0.21</td>
<td>$0.22</td>
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<tr>
<td>East Feliciana</td>
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</tr>
<tr>
<td>Evangeline</td>
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<td>$0.47</td>
</tr>
<tr>
<td>Franklin</td>
<td>$0.72</td>
<td>$0.81</td>
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<tr>
<td>Grant</td>
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<td>$0.05</td>
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<tr>
<td>Iberia</td>
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<td>Iberville</td>
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<tr>
<td>Jackson</td>
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<td>Jefferson Davis</td>
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<td><strong>Jefferson</strong></td>
<td><strong>$93.91</strong></td>
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<td>Lafayette</td>
<td><strong>$42.69</strong></td>
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<tr>
<td>Lafourche</td>
<td>$6.37</td>
<td>$7.11</td>
</tr>
<tr>
<td>LaSalle</td>
<td>$0.32</td>
<td>$0.38</td>
</tr>
<tr>
<td>Lincoln</td>
<td>$5.07</td>
<td>$5.88</td>
</tr>
<tr>
<td>Livingston</td>
<td>$8.22</td>
<td>$9.54</td>
</tr>
</tbody>
</table>

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

UNO Hospitality Research Center
### Tourism Spending in Louisiana Parishes 2016

<table>
<thead>
<tr>
<th></th>
<th>State Taxes (Millions)</th>
<th>Local Taxes (Millions)</th>
<th>GR*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison</td>
<td>$0.58</td>
<td>$0.59</td>
<td>2%</td>
</tr>
<tr>
<td>Morehouse</td>
<td>$1.15</td>
<td>$1.25</td>
<td>8%</td>
</tr>
<tr>
<td>Natchitoches</td>
<td>$7.78</td>
<td>$9.35</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Orleans</strong></td>
<td><strong>$216.08</strong></td>
<td><strong>$264.97</strong></td>
<td><strong>23%</strong></td>
</tr>
<tr>
<td>Ouachita</td>
<td>$15.44</td>
<td>$16.54</td>
<td>7%</td>
</tr>
<tr>
<td>Plaquemines</td>
<td>$5.40</td>
<td>$5.87</td>
<td>9%</td>
</tr>
<tr>
<td>Pointe Coupee</td>
<td>$1.22</td>
<td>$1.35</td>
<td>10%</td>
</tr>
<tr>
<td>Rapides</td>
<td>$7.59</td>
<td>$9.26</td>
<td>22%</td>
</tr>
<tr>
<td>Red River</td>
<td>$0.41</td>
<td>$0.42</td>
<td>3%</td>
</tr>
<tr>
<td>Richland</td>
<td>$0.76</td>
<td>$0.76</td>
<td>0%</td>
</tr>
<tr>
<td>Sabine</td>
<td>$1.05</td>
<td>$1.04</td>
<td>-2%</td>
</tr>
<tr>
<td>St. Bernard</td>
<td>$3.91</td>
<td>$3.79</td>
<td>-3%</td>
</tr>
<tr>
<td>St. Charles</td>
<td>$2.96</td>
<td>$3.82</td>
<td>29%</td>
</tr>
<tr>
<td>St. Helena</td>
<td>$0.11</td>
<td>$0.13</td>
<td>10%</td>
</tr>
<tr>
<td>St. James</td>
<td>$1.22</td>
<td>$1.48</td>
<td>21%</td>
</tr>
<tr>
<td>St. John the Baptist</td>
<td>$3.36</td>
<td>$4.30</td>
<td>28%</td>
</tr>
<tr>
<td>St. Landry</td>
<td>$3.33</td>
<td>$6.08</td>
<td>83%</td>
</tr>
<tr>
<td>St. Martin</td>
<td>$2.32</td>
<td>$2.63</td>
<td>13%</td>
</tr>
<tr>
<td>St. Mary</td>
<td>$5.22</td>
<td>$5.40</td>
<td>3%</td>
</tr>
<tr>
<td><strong>St. Tammany</strong></td>
<td><strong>$33.75</strong></td>
<td><strong>$42.49</strong></td>
<td><strong>26%</strong></td>
</tr>
<tr>
<td>Tangipahoa</td>
<td>$10.46</td>
<td>$11.80</td>
<td>13%</td>
</tr>
<tr>
<td>Tensas</td>
<td>$0.04</td>
<td>$0.05</td>
<td>4%</td>
</tr>
<tr>
<td>Terrebonne</td>
<td>$19.10</td>
<td>$17.43</td>
<td>-9%</td>
</tr>
<tr>
<td>Union</td>
<td>$0.49</td>
<td>$0.62</td>
<td>26%</td>
</tr>
<tr>
<td>Vermilion</td>
<td>$2.51</td>
<td>$2.48</td>
<td>-1%</td>
</tr>
<tr>
<td>Vernon</td>
<td>$2.83</td>
<td>$3.47</td>
<td>22%</td>
</tr>
<tr>
<td>Washington</td>
<td>$1.82</td>
<td>$1.85</td>
<td>2%</td>
</tr>
<tr>
<td>Webster Parish</td>
<td>$2.61</td>
<td>$2.52</td>
<td>-4%</td>
</tr>
<tr>
<td>West Baton Rouge</td>
<td>$3.61</td>
<td>$3.86</td>
<td>7%</td>
</tr>
<tr>
<td>West Carroll</td>
<td>$0.33</td>
<td>$0.36</td>
<td>9%</td>
</tr>
<tr>
<td>West Feliciana</td>
<td>$1.22</td>
<td>$1.35</td>
<td>10%</td>
</tr>
<tr>
<td>Winn</td>
<td>$0.41</td>
<td>$0.50</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$733</strong></td>
<td><strong>$848</strong></td>
<td><strong>16%</strong></td>
</tr>
</tbody>
</table>

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

- In terms of state and local taxes, the largest revenue was generated by visitors to Orleans ($476 million), Jefferson ($204 million), East Baton Rouge ($115 million), Calcasieu ($83 million), St. Tammany ($76 million), and Lafayette ($62 million) parishes.

UNO Hospitality Research Center
Travel Indicators

The following section summarizes key tourism or travel indicators by major metropolitan area. The growth of each indicator is estimated as a ratio of monthly figures recorded during the calendar year 2009. These indicators are essential to measure the growth of the tourism industry as a whole. Although total visitation and spending have increased substantially, other tourism indicators have just started to experience a substantial growth in recent years.

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

Figure 4: Louisiana Travel Indicators

- Over the last six years, leisure employment has improved at a faster pace than total employment. In 2016, total jobs decreased to 104%, while leisure employment increased to 119%. Airport capacity and passengers have grown at different paces. After the recession, the state lost airport capacity, while passengers maintained an overall growth. In 2016, airport passengers increased to 134%, while capacity reached 122%. Similar to airport activity, hotel demand has grown at a faster pace than capacity. In 2016, hotel capacity and demand accounted for 117% and 129%, respectively.

- Casino activity, measured by admissions and revenue, has lagged other indicators. In 2016, admissions decreased to 95%, while revenue decreased to 107%. Visitation to state parks and welcome centers have showed an overall decrease over the years. In 2016, state parks and visitor centers were at 93% and 80%, respectively. It is important to note that new facilities have opened or closed over the last six years for casinos, state parks, and welcome centers.
In 2016, New Orleans area total jobs were almost unchanged, while leisure continued to grow. Similar to prior years, airport activity grew at a faster pace than other indicators. Hotel capacity and demand continued to growth at different paces. Casinos maintained the overall decrease in activity, while state parks and welcome centers remained almost unchanged.

Total and leisure employment in the Baton Rouge area grew slightly from last year, while airport activity continued to decrease. During 2016, hotel demand increased substantially despite the fact that capacity grew modestly. Casino admissions and revenues remained stable, while visitation to state parks and welcome centers decreased substantially.
Lafayette area employment has presented different trends over the years. Total jobs decreased, while leisure employment was almost unchanged during 2016. Airport capacity and demand decreased, while hotel activity maintained the overall growth. Casinos, state parks, and welcome centers maintained the overall decrease in activity.

Similar to prior years, employment in the Lake Charles area remained at the highest levels of growth compared to other areas. In 2016, both airport capacity and passengers decreased substantially, while hotel activity reached new records. Casino activity decreased slightly from the prior year, while state parks continued the overall decrease in activity. Welcome center visits decreased significantly due to the temporary closure of the Vinton center in late 2015.
In 2016, overall travel indicators in the Alexandria area decreased over the previous year. Total jobs remained unchanged, while airport activity decreased. Hotel capacity grew over last year, and demand remained stable. Visitation to state parks was almost unchanged, while welcome centers continued to decrease.

Unlike other areas, total and leisure jobs in the Shreveport area have remained comparable in terms of growth. Both indicators were almost unchanged in 2016. Capacity at airports and hotels decreased slightly, while the demand for both have decreased at a faster pace. Activity at casinos, state parks, and welcome centers also decreased during 2016.
Figure 11: Monroe Travel Indicators

- Total employment in the Monroe area was almost unchanged, while leisure jobs continued to grow. Airport capacity decreased slightly, while passenger activity continued to decrease at a faster pace. Both hotel capacity and demand increased modestly in 2016. Unlike other areas, visitation to state parks and welcome centers have showed an upward trend in the last few years.

Mound welcome center significantly increase its activity during 2015.

Figure 12: Other Areas Travel Indicators

- Total jobs and hotel activity for non-metropolitan areas in the north of Louisiana have remained stable over the last six periods. Conversely, jobs and hotel activity in the Houma area and rural areas in the south of the state showed an overall decrease.
Appendix A

Sources

Airport Capacity:
- Bureau of Transportation Statistics
- UNO Hospitality Research Center

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

Casino Admissions, Revenue, and Taxes:
- Louisiana Gaming Control Board

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

Employment, Personal Income, and GDP:
- United States Bureau of Labor Statistics (BLS)
- United States Department of Commerce, Bureau of Economic Analysis (BEA)
- Louisiana Workforce Commission
- UNO Hospitality Research Center

Hotel Room Capacity and Demand (Roomnights Sold):
- Smith Travel Research (STR)

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

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

Population Estimates and Characteristics:
- United States Census Bureau
- UNO Hospitality Research Center
Taxes:
- Louisiana Department of Revenue
- State of Louisiana Division of Administration
- Louisiana Department of Culture, Recreation and Tourism (CRT)
- UNO Hospitality Research Center

Visitation to State Historic Sites, State Parks, and Welcome Centers:
- Louisiana Department of Culture, Recreation and Tourism (CRT)
- National Park Services

Visitor Type, Travel Decisions, and Primary Purpose:
- TNS survey data files
- UNO Hospitality Research Center

Visitor Spending Type:
- TNS survey data files
- UNO Hospitality Research Center

Cover Pictures:
- Louisiana Department of Culture, Recreation and Tourism (CRT)
Appendix B

Definitions of Key Terms

Visitor: Any person who comes temporarily to a specific area within the state of Louisiana and lives outside the travel destination. The term traveler is also used as synonym. Using the word "tourist" may be confusing to people who are unaware that business travelers or meeting attendees are tourists as much as leisure travelers.

Domestic Visitor: A resident of the U.S. who travels within the country and visits places outside his/her usual environment.

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

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

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

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

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

Association, Convention, Trade Show, and Corporate Meeting Visitors: All visitors who indicate that their primary purpose of visit is to attend a gathering such as a convention, trade show, exposition, or corporate meeting.

Business Visitors: All visitors who indicate that their primary purpose of visit is to conduct business in the state of Louisiana.

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

Statistical Terms:

Median: The median is the number that lies at the midpoint of a distribution. It divides the distribution of scores ranked from lowest to highest into two equal halves. For example, if the scores are 2, 3, 5, 7 and 8, the median would be 5, where 5 is the midpoint with two scores above and two scores below.

Mean: The arithmetic mean is the sum of all scores divided by the number of scores. This measure is often called average. For example, if the scores are 1, 3, 4, 6 and 9, the mean would be 4.6.

The mean and the median are measures of central tendency. In other words, they indicate the most representative score in the group. The median is helpful when the mean does not make sense (e.g., "average party size" or "average number of kids per family" of 2.5), or when the mean is affected by extreme scores (i.e., outliers). In certain cases, some high spenders may pull the mean expenditure up. In such situation, the median will report a measure that is a more appropriate representation of the distribution.