



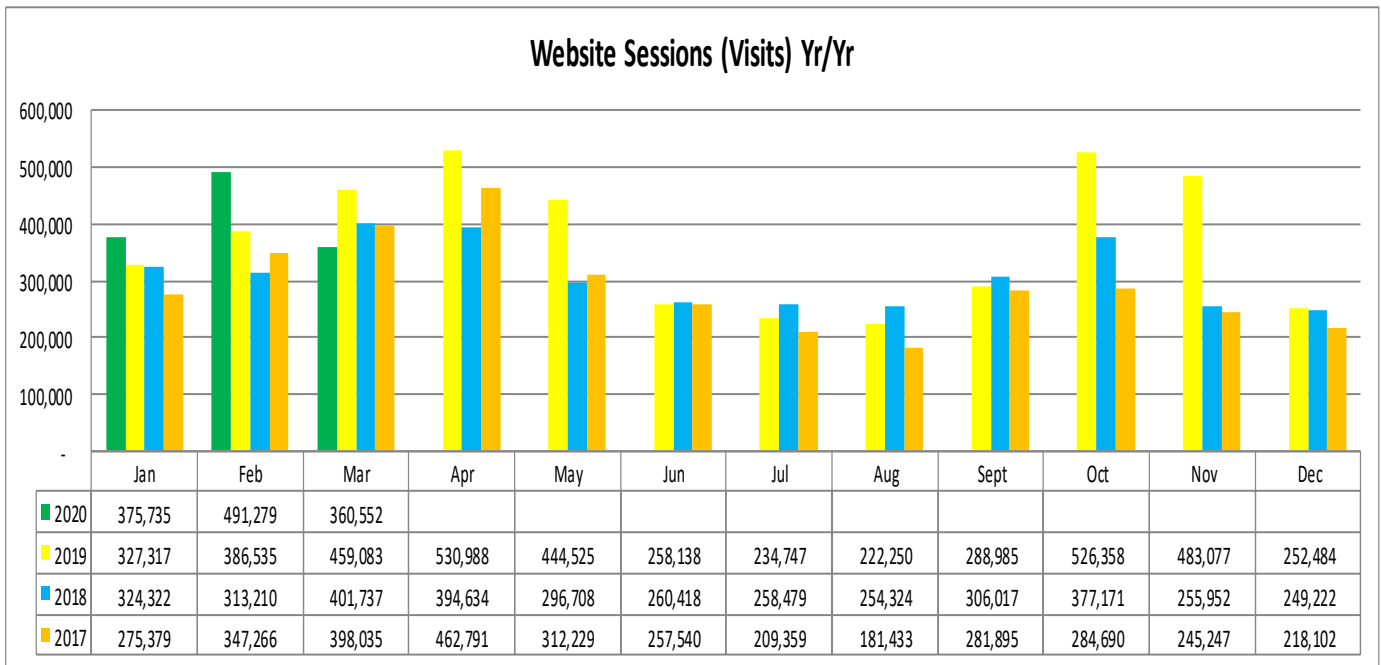
LouisianaTravel.com

TOURISM INDUSTRY INDICATORS

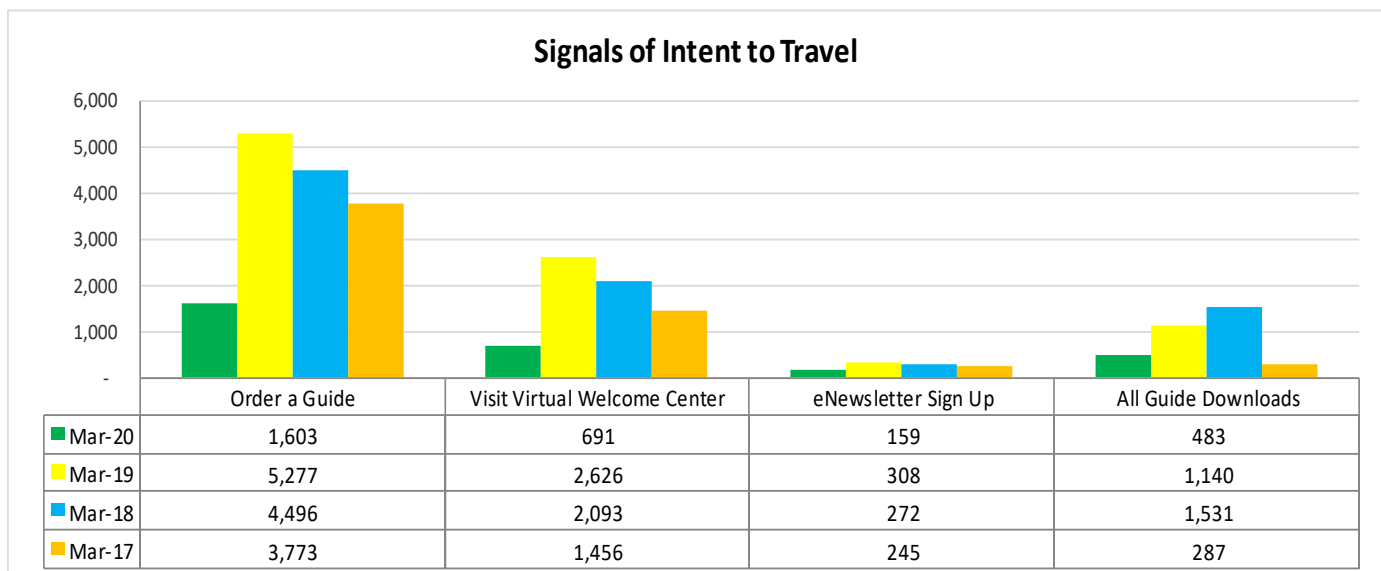
APRIL 2020 MONTHLY TRACKING DASHBOARD

Produced by the Louisiana Office of Tourism

LOUISIANATRAVEL.COM



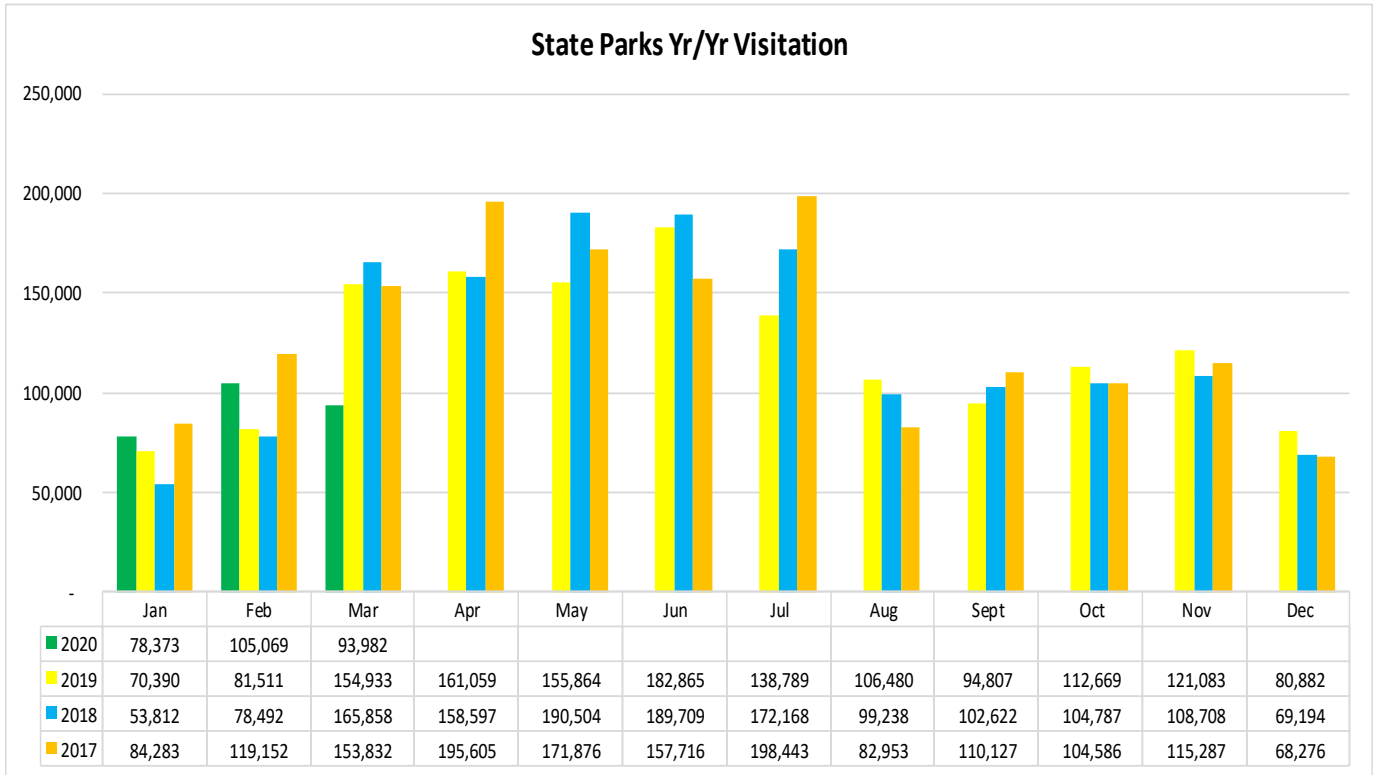
LouisianaTravel.com website showed a decrease of 21.5 percent in total website visits in March 2020 over March 2019



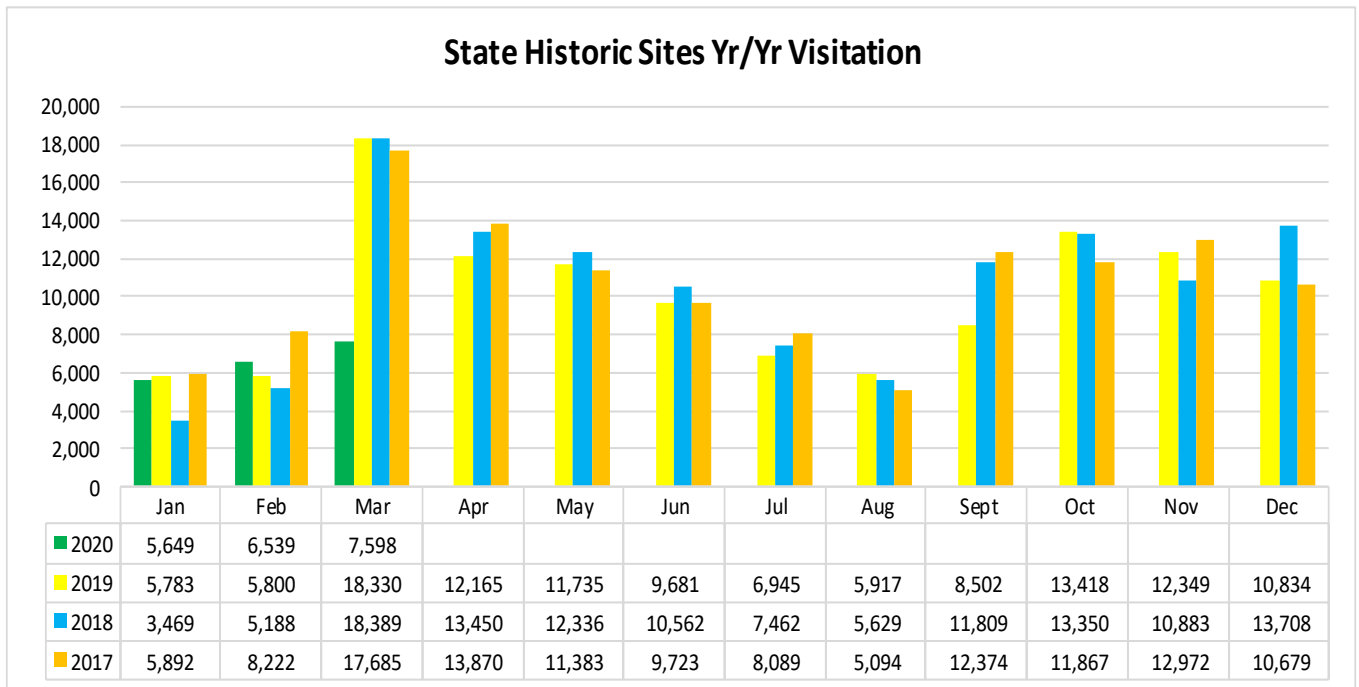
Source: Google Analytics

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

STATE PARKS



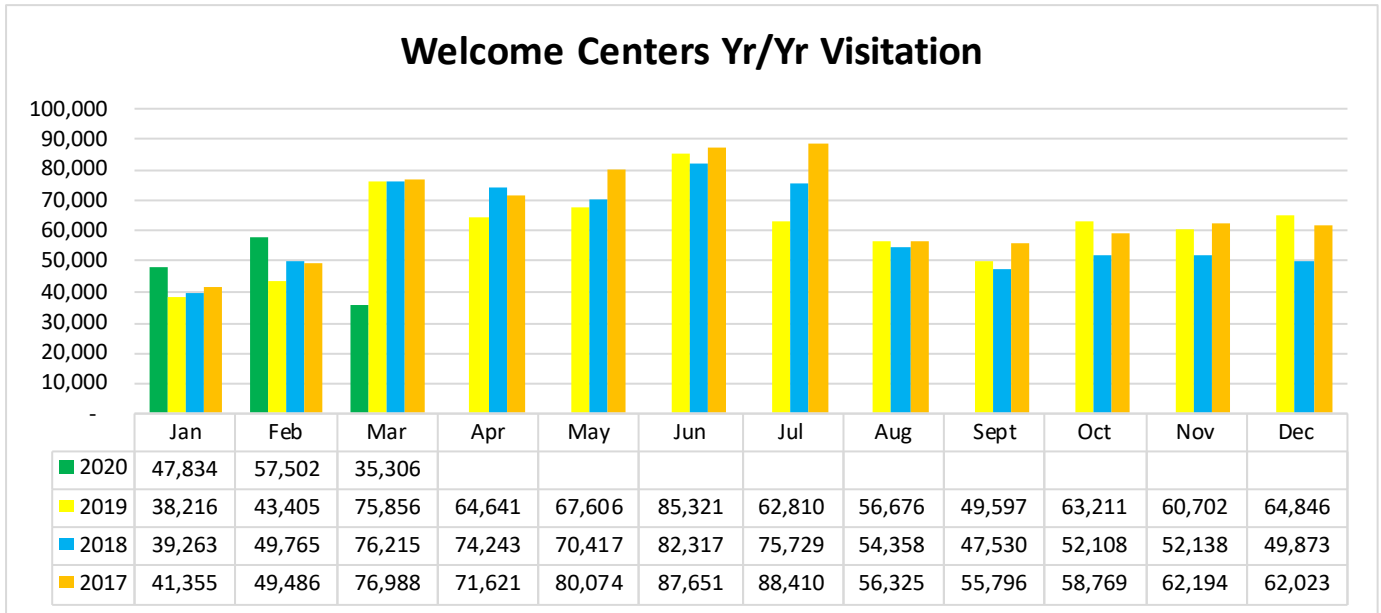
STATE HISTORIC SITES



Source: Louisiana State Parks

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

WELCOME CENTERS



Statewide welcome centers had a decrease of 53 percent in visitation in March 2020 over March 2019.

Note: The Vidalia Welcome Center and the Alexandria I-49 Welcome Center are permanently closed to visitors.

Welcome Centers Visitor Totals

International - Mar 2020	
Canada*	1,066
Mexico	945
United Kingdom	297
France	261
Germany	203

States** - Mar 2020	
Texas	8,870
Mississippi	2,303
Alabama	2,189
Florida	2,042
Georgia	726

Cities** - Mar 2020	
Mobile, AL	1,098
Longview, TX	971
Houston, TX	940
San Antonio, TX	337
Irving, TX	243

International Jan - Mar 2020	
Canada*	4,317
Mexico	3,228
France	1,244
United Kingdom	1,135
Germany	480

States** Jan - Mar 2020	
Texas	29,345
Mississippi	11,437
Alabama	8,950
Florida	8,129
Georgia	3,713

Cities** Jan - Mar 2020	
Houston, TX	3,890
Mobile, AL	2,717
Pensacola, FL	1,225
Longview, TX	1,157
San Antonio, TX	1,025

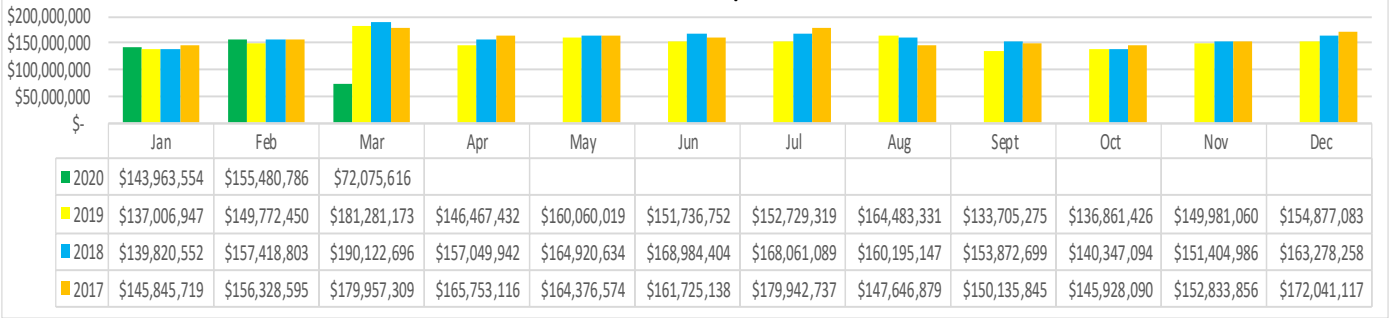
* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

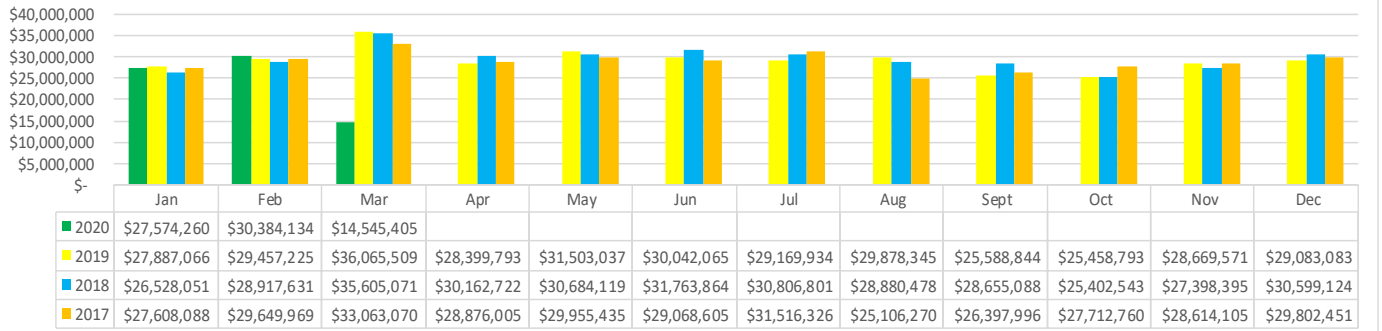
For individual Welcome Center visitation numbers, contact Jason Miller at capitolparkwcl@crt.la.gov.

GROSS GAMING REVENUE

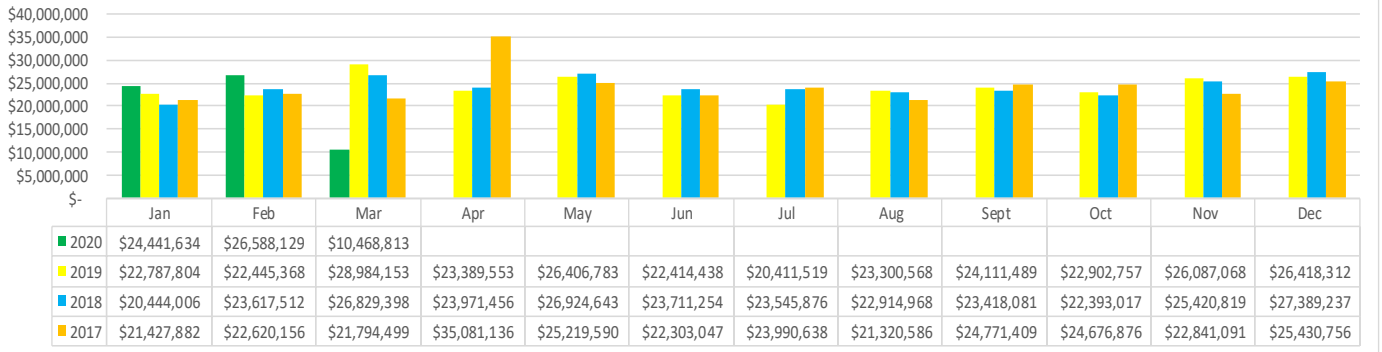
Riverboats - Yr/Yr Revenue



Racinos - Yr/Yr Revenue



Land Based - Yr/Yr Revenue



Video Gaming - Yr/Yr Revenue

