TOURISM INDUSTRY INDICATORS
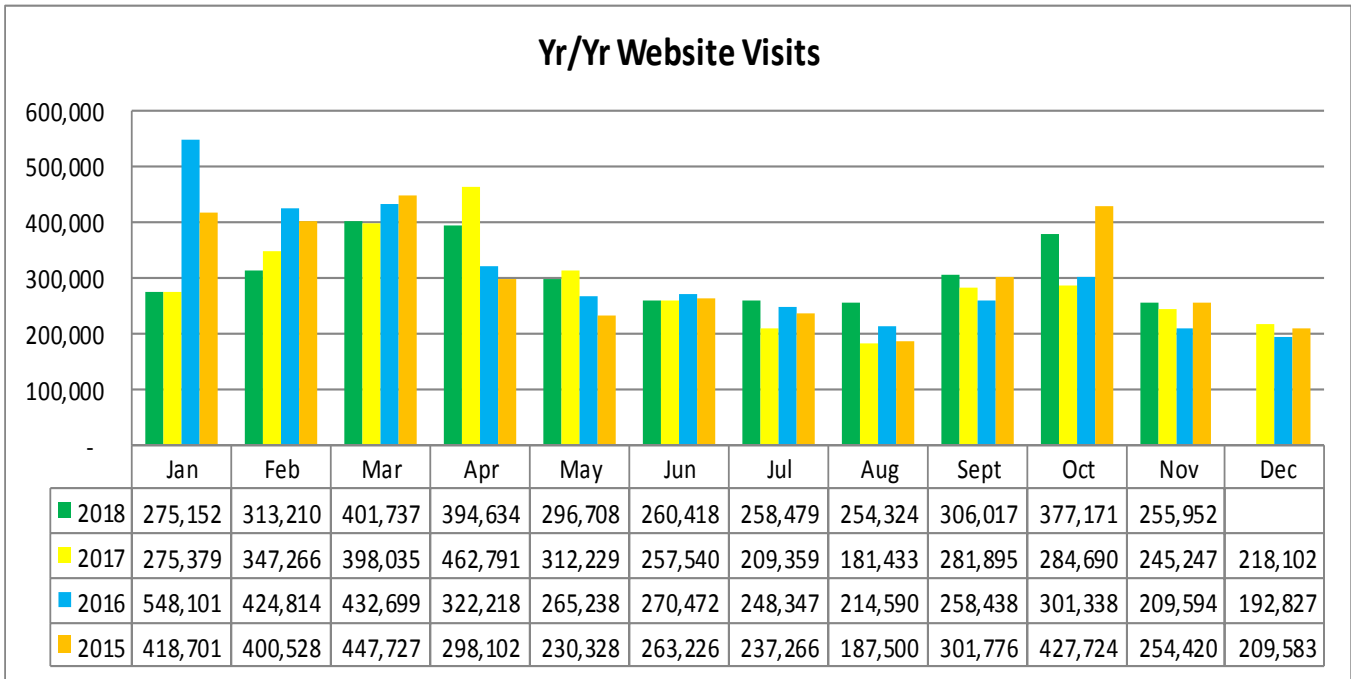**DECEMBER 2018 MONTHLY TRACKING DASHBOARD**
Produced by the Louisiana Office of Tourism

LOUISIANATRAVEL.COM

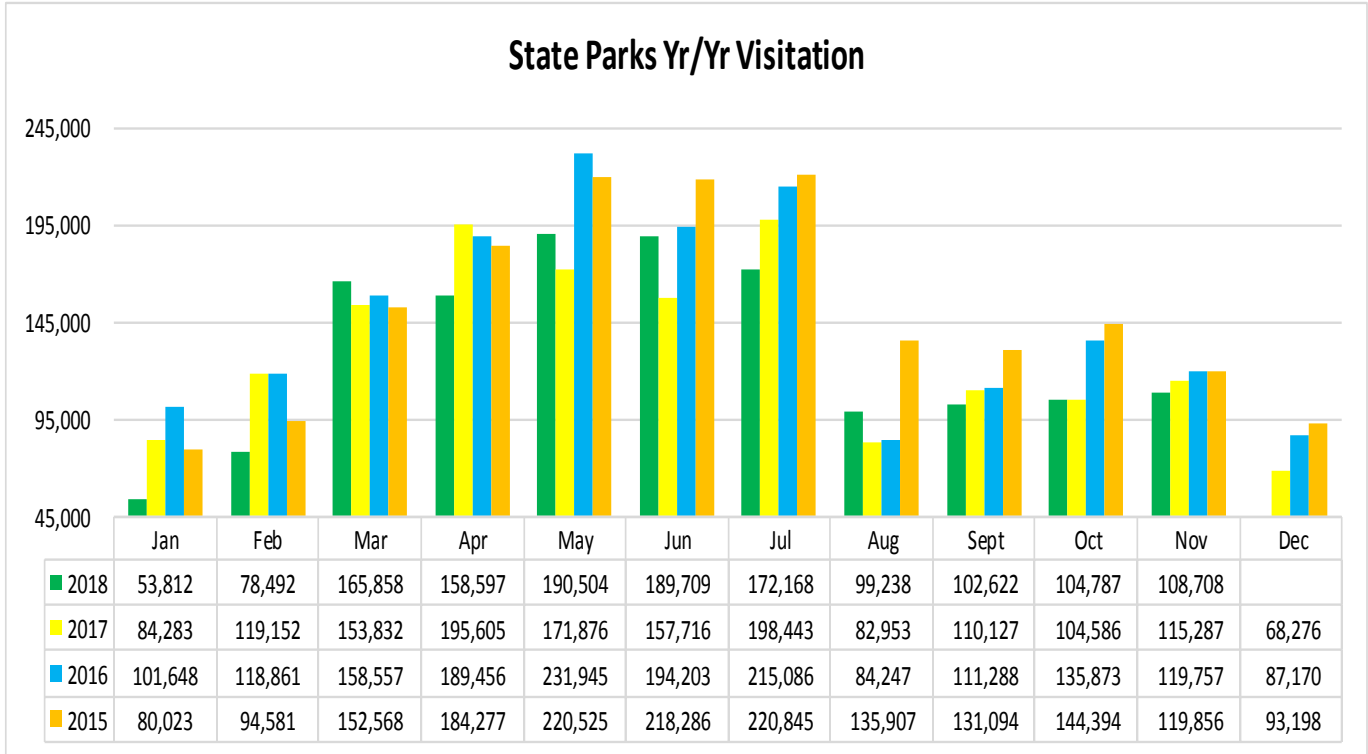## Yr/Yr Website Visits

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2018	275,152	313,210	401,737	394,634	296,708	260,418	258,479	254,324	306,017	377,171	255,952	
2017	275,379	347,266	398,035	462,791	312,229	257,540	209,359	181,433	281,895	284,690	245,247	218,102
2016	548,101	424,814	432,699	322,218	265,238	270,472	248,347	214,590	258,438	301,338	209,594	192,827
2015	418,701	400,528	447,727	298,102	230,328	263,226	237,266	187,500	301,776	427,724	254,420	209,583

LouisianaTravel.com website showed an increase of 4.4 percent in total website visits in Nov 2018 over Nov 2017.

Signals of Intent to Travel

	Order a Guide	Visit Virtual Welcome Center	eNewsletter Sign Up	All Guide Downloads
Nov-18	2,083	1,421	151	607
Nov-17	1,716	1,022	106	731
Nov-16	1,606	758	122	197
Nov-15	1,878	1,356	149	357
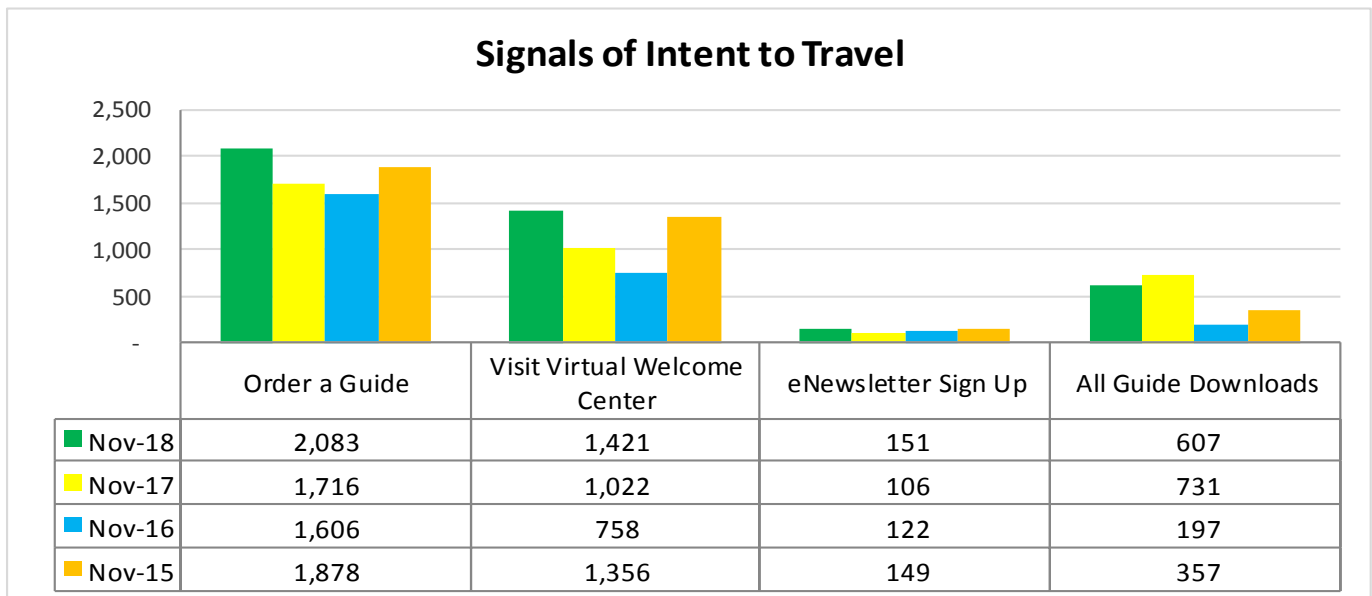
Source: Google Analytics

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

STATE PARKS

State Parks Yr/Yr Visitation

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2018	53,812	78,492	165,858	158,597	190,504	189,709	172,168	99,238	102,622	104,787	108,708	
2017	84,283	119,152	153,832	195,605	171,876	157,716	198,443	82,953	110,127	104,586	115,287	68,276
2016	101,648	118,861	158,557	189,456	231,945	194,203	215,086	84,247	111,288	135,873	119,757	87,170
2015	80,023	94,581	152,568	184,277	220,525	218,286	220,845	135,907	131,094	144,394	119,856	93,198

STATE HISTORIC SITES

State Historic Sites Yr/Yr Visitation

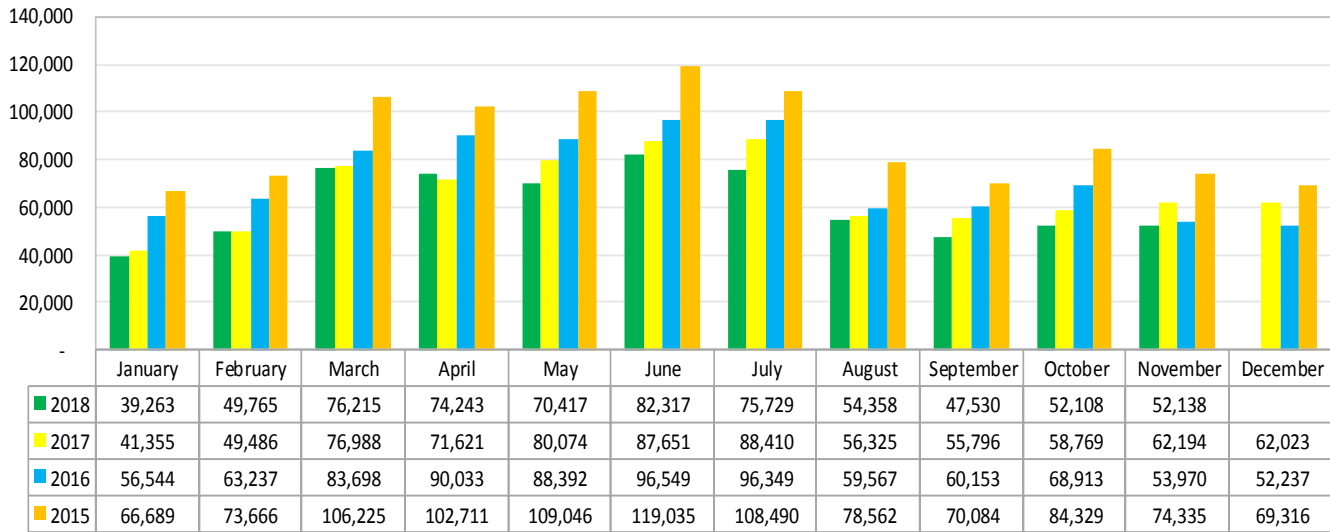|	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2018	3,469	5,188	18,389	13,450	12,336	10,562	7,462	5,629	11,809	13,350	10,883	
2017	5,892	8,222	17,685	13,870	11,383	9,723	8,089	5,094	12,374	11,867	12,972	10,679
2016	6,225	6,684	15,689	17,339	14,667	12,086	10,321	5,392	12,732	16,065	14,064	10,945
2015	7,522	6,920	22,484	16,909	16,718	10,720	10,673	7,434	14,604	18,358	15,835	13,995

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

Welcome Centers Yr/Yr Visitation

	January	February	March	April	May	June	July	August	September	October	November	December
2018	39,263	49,765	76,215	74,243	70,417	82,317	75,729	54,358	47,530	52,108	52,138	
2017	41,355	49,486	76,988	71,621	80,074	87,651	88,410	56,325	55,796	58,769	62,194	62,023
2016	56,544	63,237	83,698	90,033	88,392	96,549	96,349	59,567	60,153	68,913	53,970	52,237
2015	66,689	73,666	106,225	102,711	109,046	119,035	108,490	78,562	70,084	84,329	74,335	69,316

Statewide welcome centers had a decrease of 16 percent in visitation in November 2018 over November 2017.

Note: Vinton Welcome Center remains closed for reconstruction. The Vidalia Welcome Center permanently closed to visitors in March and the Alexandria I-49 Welcome Center permanently closed to visitors in April.

Welcome Centers Visitor Totals

International - Nov 2018	
Mexico	1,833
Canada*	937
United Kingdom	611
France	582
Germany	354

States** - Nov 2018	
Texas	9,078
Mississippi	5,038
Florida	4,358
Alabama	3,644
Georgia	1,635

Cities** - Nov 2018	
Houston, TX	1,051
Pensacola, FL	863
Mobile, AL	727
San Antonio, TX	670
Irvington, AL	507

International Jan - Nov 2018	
Mexico	18,771
Canada*	12,246
France	8,934
United Kingdom	7,068
Germany	4,864

States** Jan - Nov 2018	
Texas	128,965
Mississippi	53,618
Florida	43,059
Alabama	39,521
Georgia	20,390

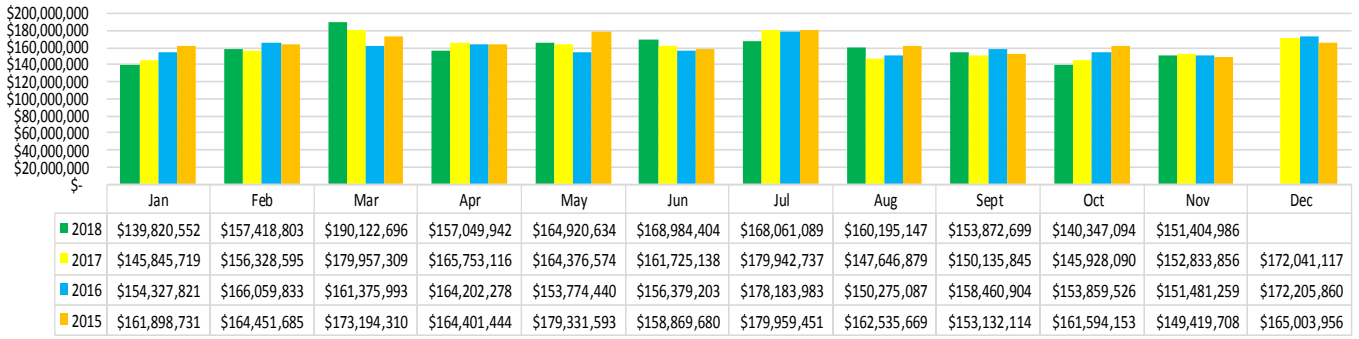| Cities** Jan - Nov 2018	
Houston, TX	11,625
Mobile, AL	8,457
Humble, TX	6,268
Dallas, TX	5,328
Pensacola, FL	5,046

* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.
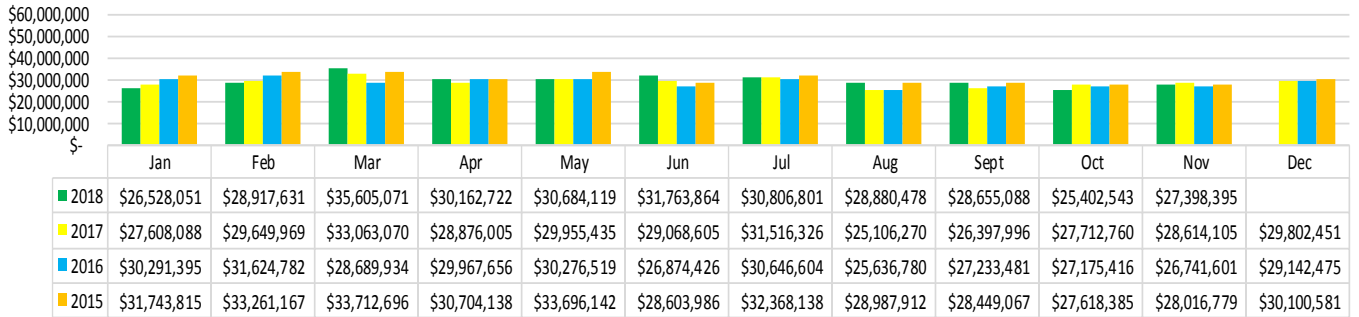
Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Nancy Broussard at nbroussard@crt.la.gov or 225.342.8122.
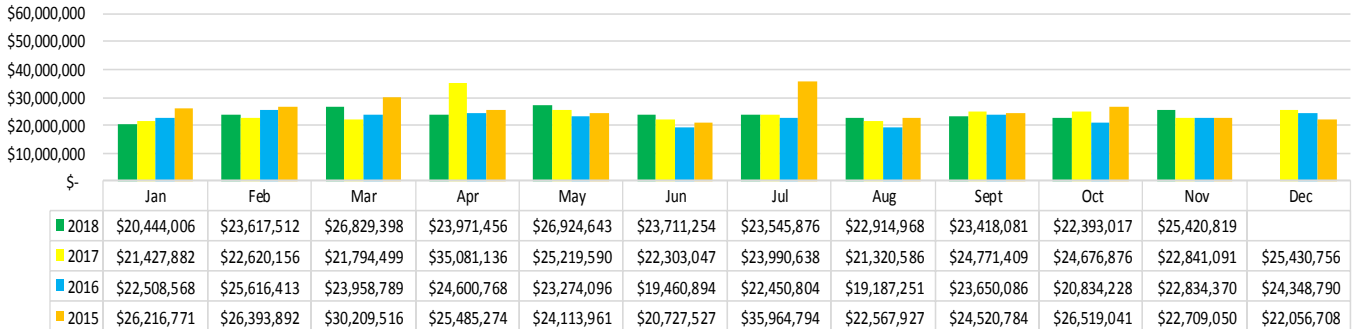
GROSS GAMING REVENUE

Riverboats - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2018	$139,820,552	$157,418,803	$190,122,696	$157,049,942	$164,920,634	$168,984,404	$168,061,089	$160,195,147	$153,872,699	$140,347,094	$151,404,986	
2017	$145,845,719	$156,328,595	$179,957,309	$165,753,116	$164,376,574	$161,725,138	$179,942,737	$147,646,879	$150,135,845	$145,928,090	$152,833,856	$172,041,117
2016	$154,327,821	$166,059,833	$161,375,993	$164,202,278	$153,774,440	$156,379,203	$178,183,983	$150,275,087	$158,460,904	$153,859,526	$151,481,259	$172,205,860
2015	$161,898,731	$164,451,685	$173,194,310	$164,401,444	$179,331,593	$158,869,680	$179,959,451	$162,535,669	$153,132,114	$161,594,153	$149,419,708	$165,003,956

Racinos - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2018	$26,528,051	$28,917,631	$35,605,071	$30,162,722	$30,684,119	$31,763,864	$30,806,801	$28,880,478	$28,655,088	$25,402,543	$27,398,395	
2017	$27,608,088	$29,649,969	$33,063,070	$28,876,005	$29,955,435	$29,068,605	$31,516,326	$25,106,270	$26,397,996	$27,712,760	$28,614,105	$29,802,451
2016	$30,291,395	$31,624,782	$28,689,934	$29,967,656	$30,276,519	$26,874,426	$30,646,604	$25,636,780	$27,233,481	$27,175,416	$26,741,601	$29,142,475
2015	$31,743,815	$33,261,167	$33,712,696	$30,704,138	$33,696,142	$28,603,986	$32,368,138	$28,987,912	$28,449,067	$27,618,385	$28,016,779	$30,100,581

Land Based - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2018	$20,444,006	$23,617,512	$26,829,398	$23,971,456	$26,924,643	$23,711,254	$23,545,876	$22,914,968	$23,418,081	$22,393,017	$25,420,819	
2017	$21,427,882	$22,620,156	$21,794,499	$35,081,136	$25,219,590	$22,303,047	$23,990,638	$21,320,586	$24,771,409	$24,676,876	$22,841,091	$25,430,756
2016	$22,508,568	$25,616,413	$23,958,789	$24,600,768	$23,274,096	$19,460,894	$22,450,804	$19,187,251	$23,650,086	$20,834,228	$22,834,370	$24,348,790
2015	$26,216,771	$26,393,892	$30,209,516	$25,485,274	$24,113,961	$20,727,527	$35,964,794	$22,567,927	$24,520,784	$26,519,041	$22,709,050	$22,056,708

Video Gaming - Yr/Yr Revenue

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2018	$44,282,485	$50,090,978	$58,607,031	$51,130,294	$50,644,339	$49,205,659	$47,762,752	$49,757,478	$45,287,319	$48,310,107	$48,572,623	
2017	$45,411,606	$49,118,775	$56,491,353	$49,116,040	$49,071,438	$47,011,271	$46,195,429	$46,337,254	$45,790,034	$45,677,381	$46,317,570	$49,495,758
2016	$46,029,295	$52,563,083	$53,108,890	$50,370,193	$47,651,426	$45,399,067	$46,234,852	$44,253,988	$46,688,133	$47,144,767	$46,268,779	$50,098,859
2015	$48,883,398	$54,579,177	$55,414,844	$51,369,258	$51,397,607	$46,750,565	$48,600,636	$46,697,939	$45,666,025	$48,342,437	$45,588,089	$50,179,863

Source: Louisiana State Police