LOUISIANA
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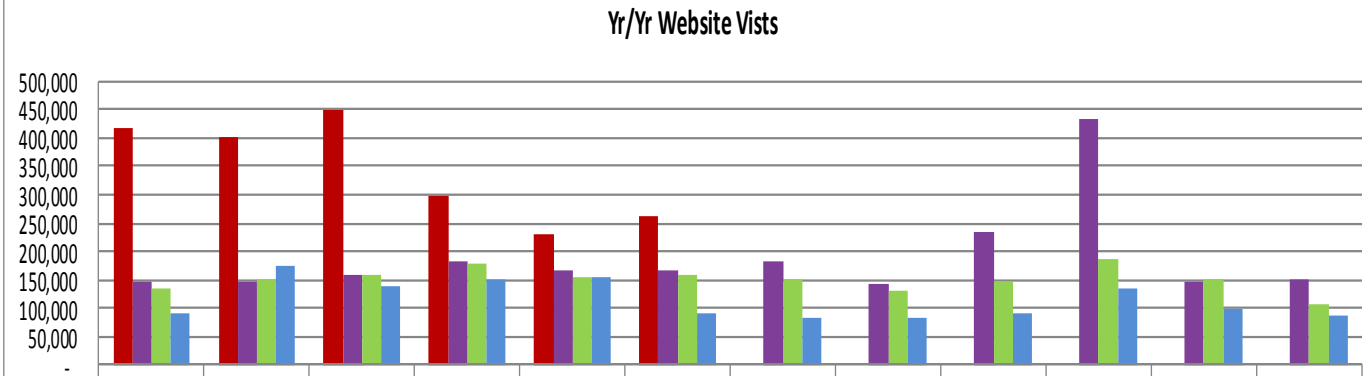
TOURISM INDUSTRY INDICATORS

JULY 2015 MONTHLY TRACKING DASHBOARD

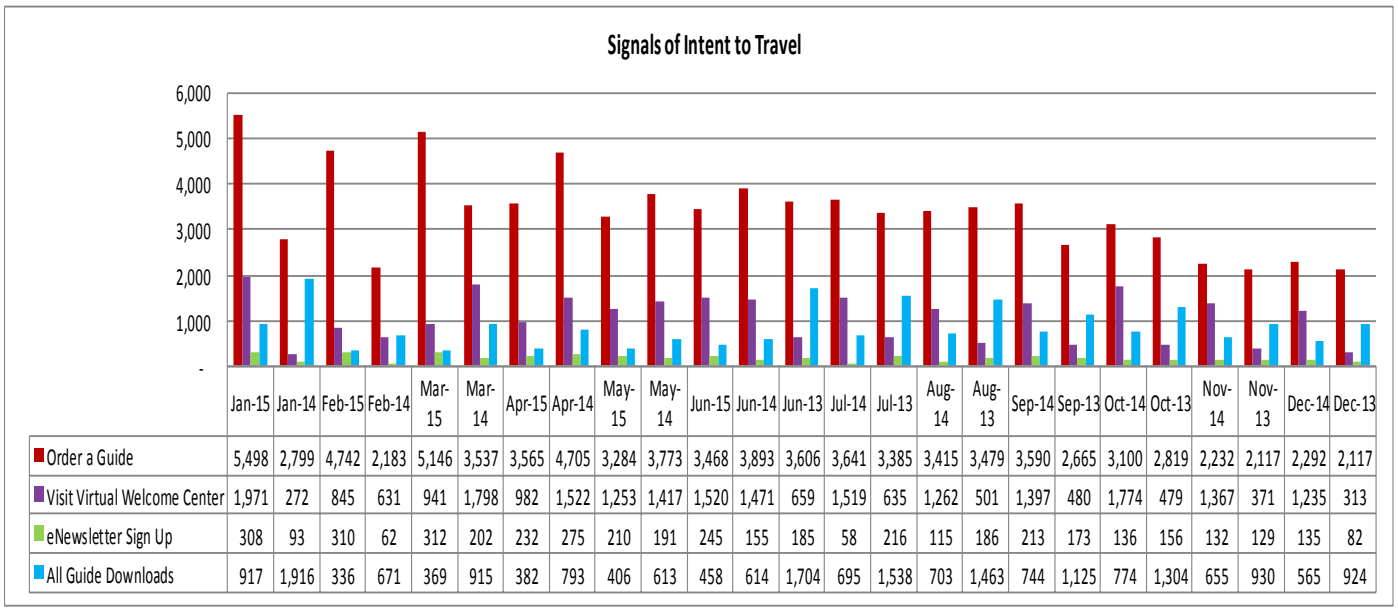
Produced by the Louisiana Office of Tourism

LOUISIANATRAVEL.COM



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2015	418,701	400,528	447,727	298,102	230,328	263,226						
2014	148,212	147,157	158,778	180,685	168,053	164,523	181,659	143,077	234,916	435,325	146,360	148,909
2013	136,263	150,191	159,156	179,565	155,164	158,897	151,553	130,050	145,904	185,840	151,080	106,680
2012	89,018	174,416	137,311	149,153	154,221	90,007	84,210	82,499	91,993	135,950	98,614	85,779

LouisianaTravel.com website showed a significant increase of 60 percent in total web visits in June 2015 over June 2014.

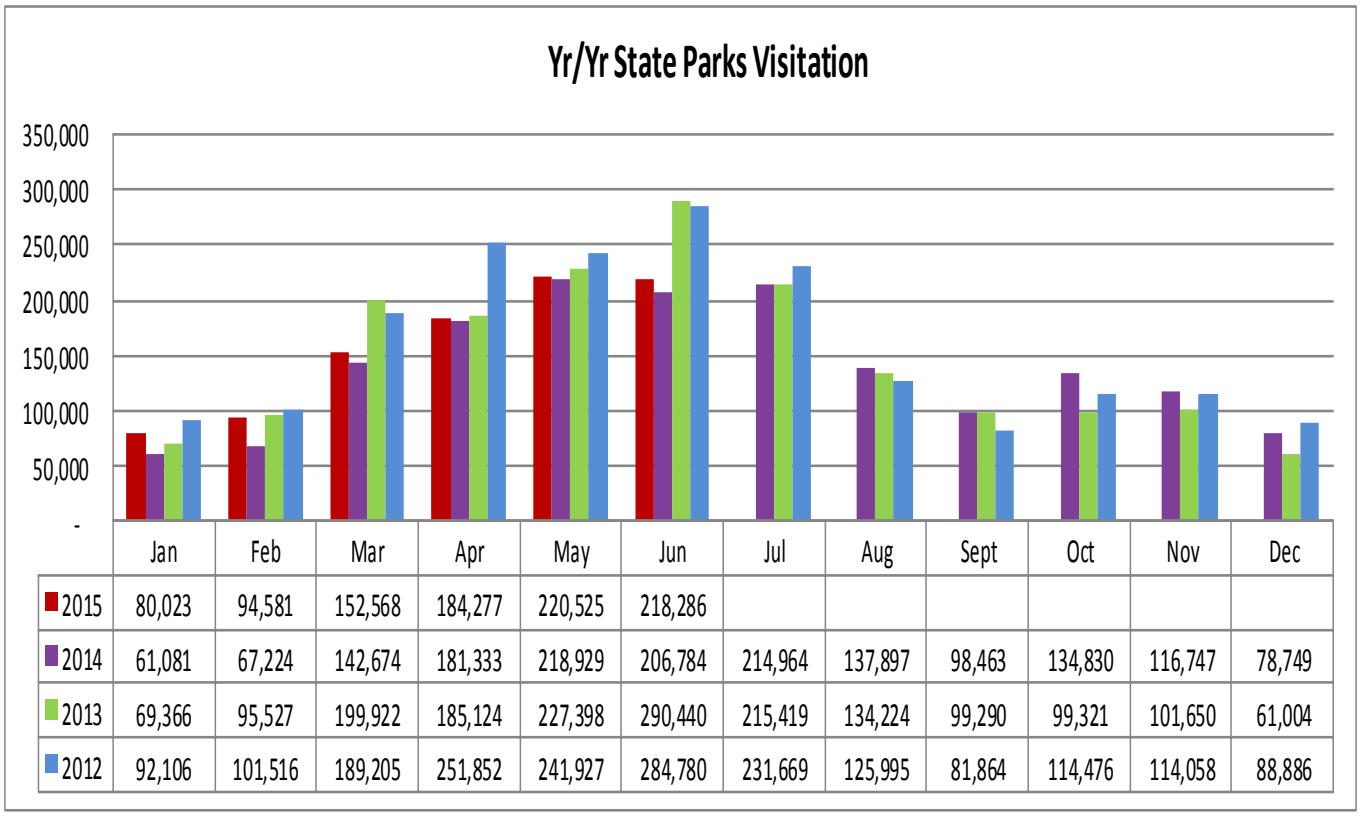


	Jan-15	Jan-14	Feb-15	Feb-14	Mar-15	Mar-14	Apr-15	Apr-14	May-15	May-14	Jun-15	Jun-14	Jun-13	Jul-14	Jul-13	Aug-14	Aug-13	Sep-14	Sep-13	Oct-14	Oct-13	Nov-14	Nov-13	Dec-14	Dec-13
Order a Guide	5,498	2,799	4,742	2,183	5,146	3,537	3,565	4,705	3,284	3,773	3,468	3,893	3,606	3,641	3,385	3,415	3,479	3,590	2,665	3,100	2,819	2,232	2,117	2,292	2,117
Visit Virtual Welcome Center	1,971	272	845	631	941	1,798	982	1,522	1,253	1,417	1,520	1,471	659	1,519	635	1,262	501	1,397	480	1,774	479	1,367	371	1,235	313
eNewsletter Sign Up	308	93	310	62	312	202	232	275	210	191	245	155	185	58	216	115	186	213	173	136	156	132	129	135	82
All Guide Downloads	917	1,916	336	671	369	915	382	793	406	613	458	614	1,704	695	1,538	703	1,463	744	1,125	774	1,304	655	930	565	924

Source: Google Analytics

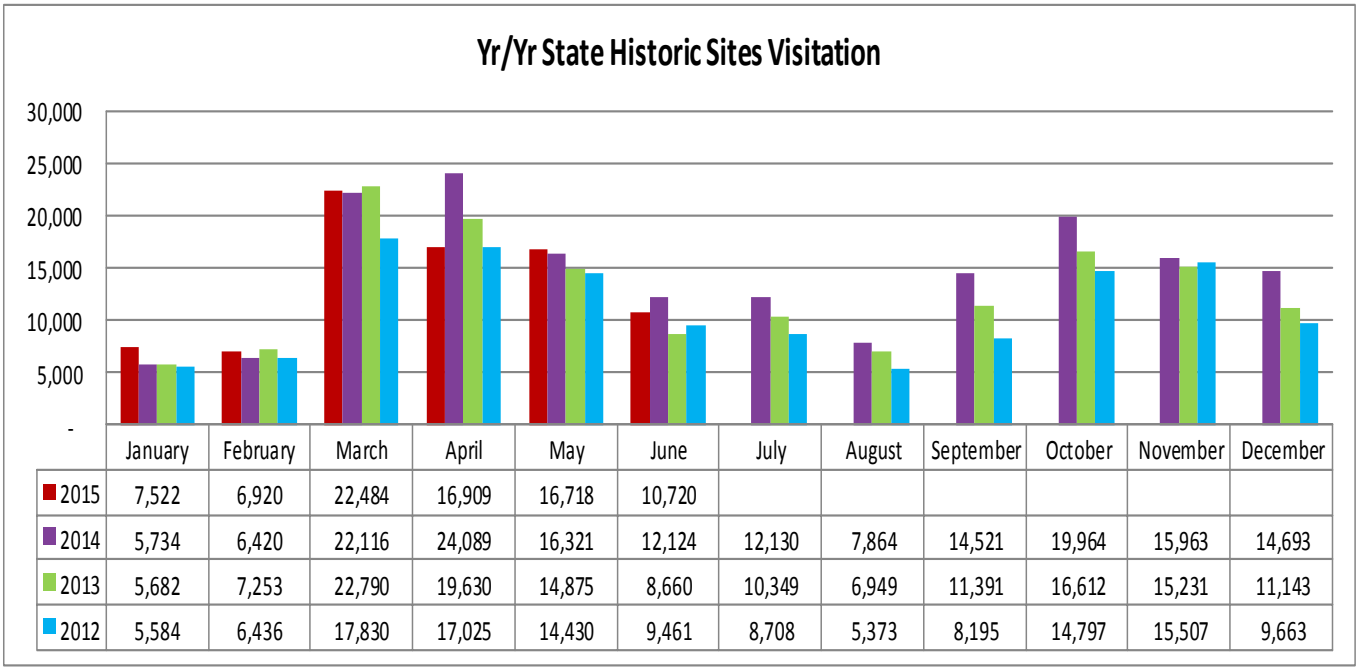
For more information on individual stats, visit http://www.crt.state.la.us/tourism/louisiana-research/index or contact Lynne Coxwell at lcoxwell@crt.la.gov or 225.342.2876.

STATE PARKS



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2015	80,023	94,581	152,568	184,277	220,525	218,286						
2014	61,081	67,224	142,674	181,333	218,929	206,784	214,964	137,897	98,463	134,830	116,747	78,749
2013	69,366	95,527	199,922	185,124	227,398	290,440	215,419	134,224	99,290	99,321	101,650	61,004
2012	92,106	101,516	189,205	251,852	241,927	284,780	231,669	125,995	81,864	114,476	114,058	88,886

STATE HISTORIC SITES

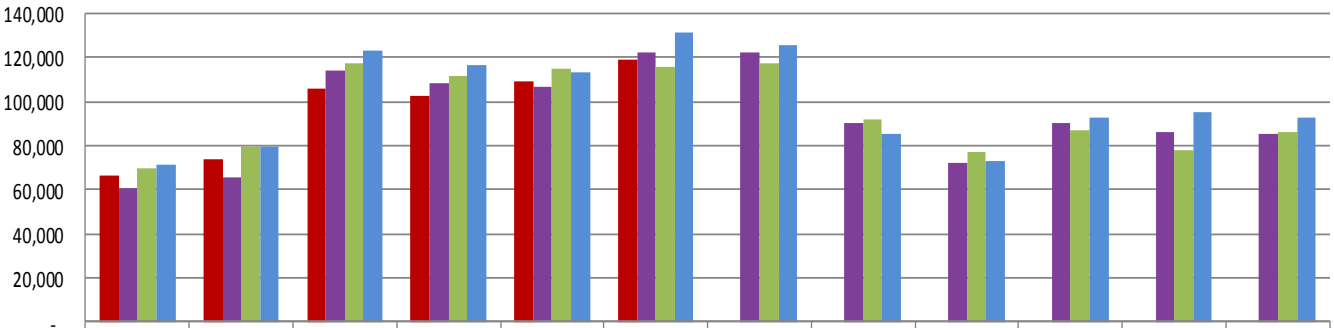


	January	February	March	April	May	June	July	August	September	October	November	December
2015	7,522	6,920	22,484	16,909	16,718	10,720						
2014	5,734	6,420	22,116	24,089	16,321	12,124	12,130	7,864	14,521	19,964	15,963	14,693
2013	5,682	7,253	22,790	19,630	14,875	8,660	10,349	6,949	11,391	16,612	15,231	11,143
2012	5,584	6,436	17,830	17,025	14,430	9,461	8,708	5,373	8,195	14,797	15,507	9,663

Source: Louisiana State Parks

For detailed information, contact Reggie Dumas with State Parks at rdumas@crt.la.gov or 225.342.8106.

WELCOME CENTERS



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2015	66,689	73,666	106,225	102,711	109,046	119,035						
2014	60,947	65,640	114,470	108,485	106,861	122,670	122,353	90,130	72,466	90,512	85,852	85,745
2013	69,979	79,721	117,244	111,832	114,777	116,088	117,295	92,224	76,739	86,738	78,273	85,813
2012	70,999	79,420	123,455	116,914	113,203	131,295	125,588	85,324	73,135	92,877	95,156	92,610

Statewide welcome centers had a slight decrease of 3 percent in visitation in June 2015 over June 2014.

Welcome Centers Visitor Totals

International - June 2015	
United Kingdom	866
France	738
Australia	597
Mexico	567
Canada*	522

*States** - June 2015*	
Texas	38,227
Mississippi	8,528
Florida	6,372
Alabama	4,979
Georgia	3,238

*Cities** - June 2015*	
Houston, TX	9,333
Cypress, TX	2,084
San Antonio, TX	1,418
Katy, TX	971
Austin, TX	851

International Jan - June 2015	
Canada*	14,201
France	5,659
United Kingdom	4,089
Mexico	3,779
Germany	3,611

*States** Jan - June 2015*	
Texas	125,529
Mississippi	49,930
Florida	32,548
Alabama	29,061
Georgia	16,094

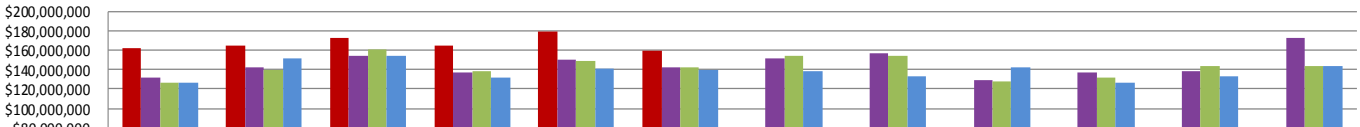
*Cities** Jan - June 2015*	
Houston, TX	25,381
Mobile, AL	6,023
San Antonio, TX	4,424
Pensacola, FL	4,172
Austin, TX	3,795

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

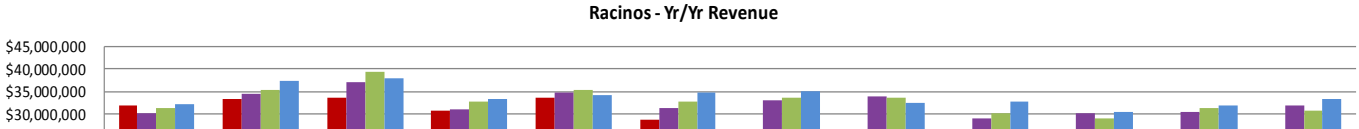
Source: Louisiana Welcome Centers

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

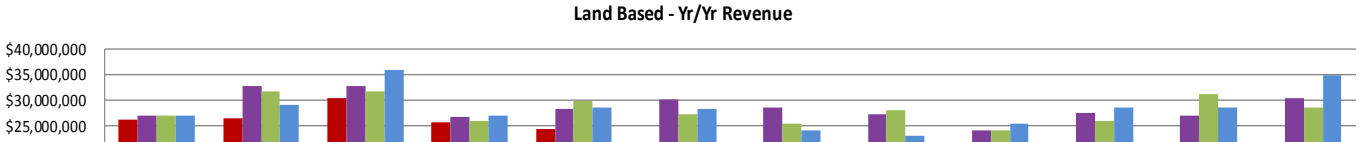
GROSS GAMING REVENUE



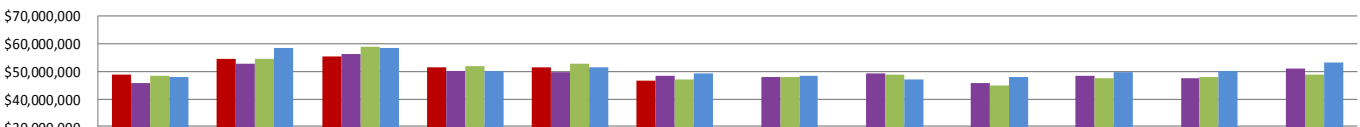
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2015	$161,898,731	$164,451,685	$173,194,310	$164,401,444	$179,331,593	$158,869,680						
2014	$131,498,917	$142,551,892	$154,418,481	$137,309,908	$150,320,779	$142,365,154	$151,569,963	$156,700,716	$129,611,084	$136,949,484	$137,904,707	$172,711,223
2013	$126,856,303	$139,677,820	$161,329,155	$137,886,095	$149,126,865	$142,379,549	$153,584,131	$153,725,702	$128,260,745	$132,271,000	$144,143,475	$143,086,726
2012	$126,350,113	$151,040,918	$154,099,295	$131,456,284	$141,487,183	$139,917,495	$138,646,980	$132,689,584	$141,799,760	$126,008,300	$132,698,229	$143,520,015



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2015	$31,743,815	$33,261,167	$33,712,696	$30,704,138	$33,696,142	$28,603,986						
2014	$30,165,992	$34,422,869	$37,041,420	$30,862,115	$34,734,715	$31,177,866	$32,914,608	$33,878,556	$29,122,241	$30,251,199	$30,389,006	$31,773,961
2013	$31,328,909	$35,227,942	$39,249,280	$32,699,224	$35,255,459	$32,861,338	$33,668,488	$33,520,269	$30,102,695	$29,115,292	$31,355,154	$30,571,668
2012	$32,250,943	$37,242,339	$38,024,290	$33,198,314	$34,212,602	$34,715,309	$35,017,972	$32,398,149	$32,743,677	$30,362,252	$31,719,940	$33,192,998



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2015	$26,216,771	$26,393,892	$30,209,516	$25,485,274	$24,113,961	$20,727,527						
2014	$26,806,315	$32,765,995	$32,607,271	$26,660,838	$28,088,900	$29,927,133	$28,502,826	$27,203,002	$24,037,906	$27,373,126	$26,814,327	$30,347,674
2013	$27,009,209	$31,725,017	$31,588,280	$25,801,196	$29,799,247	$27,128,219	$25,350,462	$27,881,192	$23,857,960	$25,938,473	$31,039,629	$28,497,981
2012	$26,962,106	$28,911,670	$35,755,891	$26,838,327	$28,454,539	$28,155,778	$23,907,519	$22,930,304	$25,248,720	$28,490,907	$28,534,645	$34,685,815



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2015	$48,883,398	$54,579,177	$55,414,844	$51,369,258	$51,397,607	$46,750,565						
2014	$45,840,168	$52,662,861	$56,197,332	$50,115,060	$49,446,647	$48,322,746	$47,728,042	$49,134,575	$45,567,856	$48,481,817	$47,240,073	$50,820,975
2013	$48,461,768	$54,644,103	$58,896,121	$52,018,085	$52,874,106	$47,168,820	$47,692,741	$48,868,111	$44,617,299	$47,617,935	$48,088,188	$48,562,066
2012	$47,801,051	$58,325,750	$58,150,280	$50,174,814	$51,280,500	$49,401,289	$48,138,159	$47,119,209	$47,921,655	$49,731,807	$50,018,147	$52,942,987

Source: Louisiana State Police