

The Impact of the Louisiana Department of Culture, Recreation and Tourism on Louisiana's Economy and Quality of Life for Louisiana Citizens

Prepared for:

Louisiana Department of Culture,
Recreation and Tourism



The Louisiana Research Team



Overview

This report is in response to a Request for Proposal (RFP) received from the Louisiana Department of Culture, Recreation and Tourism and the Office of the Lieutenant Governor, dated May 17, 2004.

The overall objective of this study is to provide detailed analyses of the impact of each of the Department of Culture, Recreation and Tourism's (CRT) major divisions on Louisiana's economy and quality of life for its citizens. The study provides: detailed economic impact statements, return on investment and return on objectives for each major division of the Department. To that end, assessment and analysis of currently existing data was conducted, as well as development of methods to collect data that was deemed lacking in each of the divisions, including mail, telephone and internet surveys. In addition a Travel and Tourism Satellite Account for Louisiana was developed. The end result is a quantitative and/or qualitative assessment of the impact of each of the Department's divisions and a determination of the overall economic impact of tourism to Louisiana.

The University of New Orleans acted as the lead research institution for a team of researchers it assembled (**The Louisiana Research Team**) who worked in a collaborative effort to complete this project. The Louisiana Research Team members are as follows:

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The final document was edited by Karen Brakel of the University of New Orleans.

The Louisiana Research Team developed a survey protocol to respond to the issues outlined in the RFP. Where surveying was appropriate, the surveys were tailored to measure how well each division is meeting its stated objectives and included questions that measured visitation rates and expenditures, awareness measures, satisfaction measures, etc. The surveys also obtained a visitor demographic profile. Thus, all elements listed in the “Scope of Work” in the RFP were completed.

The Louisiana Research Team analyzed all data using standardized and advanced statistical techniques. Statistical results provide frequencies, cross-tabulations, and means (where applicable) for all questions in the surveys. Any other statistical tests deemed necessary were conducted.

All completed reports were submitted to the Department of CRT via Mark Northington. Mark Northington, in turn, submitted each report to the director of each respective department for review and input.

The contract was originally slated to end on February 15, 2006. However, due to the devastating effects of Hurricane Katrina, The Department of CRT agreed to a no-cost extension of the contract, with all deliverables received by CRT no later than May 31, 2006. The contract ending date was moved to June 30, 2006.

Key Findings

Tourism Satellite Account

- Louisiana visitors spent over \$9.4 billion in 2003 and \$9.9 billion in 2004.
- Over 168,000 Louisiana residents were directly employed in Travel & Tourism in 2003; 175,000 were employed in 2004.
- These employment levels translate into 9.1% of the workforce in 2003 and 9.4% in 2004.
- In terms of production, \$5.5 billion of Louisiana production (3.4% of Gross State Product) in 2003 was directly attributable to expenditures in Travel and Tourism.
- In terms of production, \$5.9 billion of Louisiana production (3.8% of Gross State Product) in 2004 was directly attributable to expenditures in Travel and Tourism.
- In terms of tax revenues, visitor spending accounted for \$657 million of 2003 Louisiana revenues, or 8.3% of the 2003 budget.
- In terms of tax revenues, visitor spending accounted for \$677 million of 2004 Louisiana revenues, or 8.3% of the 2004 budget.
- 2003 Travel and Tourism Expenditures for New Orleans Metropolitan Area accounted for over \$5.2 billion and 57.4% of Louisiana’s total visitor spending.
- 2004 Travel and Tourism Expenditures for New Orleans Metropolitan Area accounted for over \$5.6 billion and 58.8% of Louisiana’s total visitor spending.

State Parks

- The total number of visitors to all facilities operated by the Office of State Parks was 2,183,421. Of these, 1,048,002 were overnight visitors, while 1,135,419 visited for day use only.
- The direct primary spending by park visitors in Louisiana parishes was \$41.1 million.
- Out of state visitors to State Parks spent almost \$12 million in Louisiana and produced an economic impact of over \$24 million. This provided earnings of \$791,196 for Louisiana workers and supported 380 jobs. Bayou Segnette had the highest proportion of out-of-state visitors.
- Louisiana residents spent another \$29.2 million while visiting State Parks.
- Every dollar spent by the Office of State Parks resulted in \$2.09 in direct primary spending by park visitors. Jimmie Davis State Park produced the highest direct primary spending by visitors, with \$6.85 for every dollar in direct operating expenses.
- Based on Profitability Analysis methodology, twelve parks were Stars (high in profit and high in visitation). These were Bayou Segnette, Chicot, Fairview Riverside, Fontainebleau, Grand Isle, Jimmie Davis, Lake D'Arbonne, Lake Claiborne, Lake Fausse Point, North Toledo Bend, Sam Houston Jones, and Tickfaw.

State Museum

- The return on investment is 7.0; that is, for every dollar the state invests into the State Museum, it sees a return of \$7.00 in economic impact to the State of Louisiana.
- Taxes generated in the state of Louisiana total \$2,697,645.
- As a result of the State Museum, 666 total jobs are created, with total earnings of \$10,946,033.
- Objectives are being met with the exception of awareness of programs and available traveling exhibits.

Culture

- Louisiana's cultural enterprises are a major employment engine for the state economy. They provide nearly 144,000 jobs, accounting for 7.6% of Louisiana's employment.
- The Office of Cultural Development oversees significant federal tax credit programs to assist owners in restoring historic properties for commercial use. The Historic Preservation federal Tax Credit program leveraged almost \$50 million in private investments in historic properties in 2004.
- In 2004, the Main Street program created 463 new jobs within 25 rural Louisiana communities.
- Arts in Louisiana have a total economic impact of \$934 million.
- 90% of all money spent on arts programming stays in Louisiana.
- Louisiana's nonprofit Arts activities generate \$195 million in revenue.
- Every dollar in state support in the Arts leverages \$7 in earned and contributed revenue.
- The Office of Cultural Development meets the objectives by making available to residents and visitors: Resources and Information, Education, Quality Arts Programming, and Grants.

- Historic Preservation and Archaeology have more important roles post-Katrina. They both have critical missions in the state's recovery. For example, The Division of Historic Preservation regulates Section 106 review, and given our current situation of rebuilding and construction, this program is essential.

Libraries

- Federal funds and Gates Foundation money together with their secondary impacts generate an ROI of 1.04.
- This study shows a very strong return on most of the goals and objectives as they are stated by the State Library, with the exception of the accessibility issues of parking and library hours.
- Additional research is called for with regard to blind and handicapped users. Because of privacy issues and the need for a random sample, this study did not adequately reach the blind and physically handicapped population that the State Library serves.

Retirement Development

- As the population of the U.S. has aged, Louisiana's retirement-age population (age 55 and older) has grown as well. Between 1990 and 2000 this segment of the state's population grew by about 11 percent.
- As a group, the retirement-age population has accumulated more wealth and has greater spending power than any other age cohort.
- Generally, parishes in north Louisiana experienced *relative losses* in the number of retirees, while the vast majority of parishes in south Louisiana experienced *relative gains*.
- Military retirees represent another important economic segment of the state's population. Historically, military personnel tend to retire close to military facilities. There are four large military facilities in Louisiana that can act as magnets for military retirees.
- Expenditures by military retirees in the state generates nearly one-half of a billion dollars in sales each year, which in turn creates about \$552 million in additional household earnings and over 6,000 additional jobs in the state.
- Ongoing study is required to measure the Commission's success in reducing the number of retirees who leave Louisiana and tracking the number of retirees who are attracted to Louisiana.

Audubon Golf Trail

- At a U.S average of \$400 per trip, there must be approximately 2,197 golf specific trips to Louisiana per year to produce economic impact that would break even with the budget of the AGT. This is a small share of the total U.S. market.
- The average proportion of out- of- state rounds is estimated to be about 15%, which translates to approximately 37,350 rounds played by out- of- state players per year. Given these estimates, it is highly likely that the Audubon Golf Trail expenditures are being recouped by the economic impact of out- of- state players.
- All measures suggest that AGT has made progress toward each of their strategies to achieve their goals and objectives.

Scenic Byways

- The return on investment for Louisiana Scenic Byways is 1.56. That is, for every \$1 spent by the state on scenic byways, \$1.56 was returned in federal money along with the secondary impact of this new spending.
- The Louisiana Scenic Byways program is currently falling short on meeting its objective of program awareness. That is, The Louisiana Scenic Byways are not known or specifically identifiable by the vast majority of Louisiana residents. In a telephone survey of Louisiana residents, only 16.1% of respondents who attempted to identify the scenic byways could correctly name one of the scenic byways. In addition, the logo is rarely recognized.
- It is highly possible that Louisiana residents travel and enjoy officially designated Louisiana byways frequently, but are simply unaware of the byway designation.
- Management of individual byways is more often than not carried out by persons with responsibilities over and above byway management. Byway management appears to be somewhat intermittent throughout the state.

Mississippi River Road

- The return on investment for Mississippi River Road Commission (MRRC) is 1.36. That is, for every \$1 spent by the state on scenic byways, \$1.36 was returned in federal money along with the secondary impact of this new spending.
- Although Mississippi River Road is the most recognized Louisiana Scenic Byway, it was only correctly named by 27 (7.6%) of the 353 respondents who attempted to name Louisiana Scenic Byways. MRRC has not yet met its awareness objective.
- Of those respondents who indicated that they had traveled a Louisiana Scenic Byway, 8.5% indicated they had traveled the Mississippi River Road.
- The Mississippi River Road (MRR) is scheduled to apply for national designation in 2007. The success of the MRRC in getting this designation will be the result of successful partnerships in a number of arenas.

Red River Development Commission

- The economic impact of the Red River was \$150 million in 2004. (Leland Scoggins). Even if the \$150 million is correct, this impact is likely to be the result of the combined investments of the states of Arkansas, Oklahoma and Texas, and other organizations, such as The Waterway Commission, The Red River Valley Association, and others. It is unreasonable to attribute the entire economic impact of the Red River to the Red River Development Commission in Louisiana. Doing so would result in an unreasonable ROI.
- Louisiana residents are aware of the Red River, but are not associating tourism sites close to the Red River with the associated development area (or with the Red River, itself).
- The RRDC is making progress toward meeting two of three of its stated objectives.
 - The Corridor Management plan is about 25% complete. Progress is being made toward the 2010 goal.
 - Measured by visitation at the I-49 Welcome Center, RRDC has already considerably exceeded its stated objective. Based on the first nine months of FY 2005-2006, visitation

increased 120.9% from the same time period in the previous year. Other welcome centers could be included in the analysis.

- There is no available evidence that any progress is being made toward enhancing rural tourism.

Atchafalaya Trace

- The Atchafalaya Trace Heritage Area has the potential for substantial return on investment. Federal grant money and tax incentive programs can yield such return. In addition, out-of-state visitors to this area generate economic impact as they spend money in the area and during their stay in Louisiana. In particular, the Atchafalaya Days Celebration generates economic impact of visitors who come into the state for that event. Information is required to calculate such returns. At the time of this report, this information is not available.
- Louisiana residents are aware of the sites in the Atchafalaya Trace Heritage Area, but do not associate them specifically with the Atchafalaya Trace Heritage Area.
- The Atchafalaya Trace Commission has clearly stated measurable objectives. However, budget freezes and Hurricane Rita have slowed the progress in meeting some of its objectives.
 - While steps are being taken to obtain federal grants and National Heritage Area designation, Atchafalaya Days Celebration was cancelled in 2005. Still, awareness programs and Atchafalaya Days events in the Northern portion of the Heritage Area were held. Cooperative marketing opportunities and partnerships with four entities have been pursued.
 - Tax credit applications for the Atchafalaya Trace Heritage Area Development Zone have decreased.
 - The number of hits on the website went down minimally from FY 2003-2004 to FY 2004-2005 and fell again in the following fiscal year by 42.2%. In contrast, unique hits increased by more than 10% in each year. Cooperative marketing opportunities have been pursued with several entities.
 - Just over 5% more visitors frequented the welcome center. Brochures and itineraries were distributed for visitors to take with them as they proceeded to visit the area.
 - With no information on the baseline (or present number) of tourism product(s) in the Atchafalaya Heritage Area, it is impossible to tell whether progress has been made. However, several desired partnerships with attractions in the area have been established.

Louisiana Serve

- The Louisiana Serve Commission is not funded by the state of Louisiana. Therefore, Return on Investment cannot be calculated. There is, however, a substantial economic impact to the state. For the 2003-2004 program year, Louisiana Serve awarded \$1,409,051 in grants to support civic engagement, service learning, and volunteerism. AmeriCorps received \$1,185,881 and Learn and Serve America received \$223,170. Through these two grant programs, the Louisiana Serve Commission is able to impact the state and create lasting changes in the community. Together with their secondary impact, these federal dollars generated an economic impact for Louisiana of \$2,827,684.

- AmeriCorps programs in the 2004-2005 program year focused on education, targeting at-risk youth from inner city and low-income areas. These projects totaled \$1,880,376. Together with its secondary impact, this federal funding generates a total economic impact of \$3,773,539.
- After Hurricanes Katrina and Rita, significant funding continues to come into the state through the Louisiana Serve commission. This stream of funding generates an ongoing impact to the state.
- AmeriCorps' 260,000 volunteer hours demonstrated a measurable return to the state of Louisiana of \$3,697,200 in program year 2004-2005. In the same year, Learn and Serve America's 138,287 service hours demonstrated a measurable return of \$1,966,441 to the state of Louisiana. For 2005-2006, the estimated measurable return of Learn and Serve to the state of Louisiana increased to \$2,109,491.

EXPLANATION OF "RIPPLE EFFECT"

In each report where there was found to be an economic impact, there is discussion of a "multiplier" or "ripple effect". The direct, or primary, spending produces additional (secondary) spending in the economy, which is referred to as indirect and induced spending. Indirect spending includes the spending of local firms that provide supplies to the firm involved in the direct spending – such as the firm that sells the supplies to the hotels that the guests stay in. Induced spending is the spending by individuals who are directly employed by the hotel itself. These employees spend part of their income in the local economy, which produces income for other local residents. Suppose, for example, that a hotel hires an employee. That employee's salary is part of the direct impact. Now that he or she is employed, that employee might buy new clothes. The money spent on new clothes is additional "induced" spending. The owner of the clothing store now has additional income and will spend part of that additional income. The process continues to third, fourth, and higher rounds of spending. This additional spending is referred to as indirect and induced spending, sometimes called the *ripple effect*.

The indirect spending and induced spending are added together to produce secondary spending that is sometimes referred to as the "ripple" or multiplier effect. The multipliers used in this study are calculated by the Bureau of Economic Analysis and published in the following reference: United States Department of Commerce, Bureau of Economic Analysis, *Regional Multipliers: A User Handbook for the Regional Input-Output Modeling System (RIMS II), 2002*.

Lagniappe

Throughout the course of the contract, the Louisiana Research Team was requested to provide assistance to the Department of CRT which exceeded the scope of the contract. The Team eagerly assisted the DCRT with the following projects:

- Prepared innovative promotion pieces to take to legislative session for in-state advertising and increase in its regular advertising budget.
- Post-Katrina – worked with Mark Northington to estimate the daily loss to the state in spending and hotel tax revenue related to the loss in tourist activity.
- Prepared funding justification documentation for the federal legislative agenda.

- Estimated economic impact of Hodges Gardens.
- Used State Parks report to help prioritize individual parks using return on operating budget.
- LSU and UNO worked together to estimate the number of small tourism and culture related businesses that were affected by hurricanes Katrina and Rita. A number of scenarios were analyzed.

PROPOSAL OF 2006-2007 PROJECTS

Throughout the document, a list of proposed projects for continuation of the work begun in this report can be found:

Project	Proposal
Tourism Satellite Account	Update TSA for 2006-2007
State Parks	Study visitors to historic sites
State Museum	Study new museum in Baton Rouge and other museums outside of New Orleans
Culture	Update <i>Louisiana: Where Culture Means Business</i> , by Mt. Auburn Associates; Study economic impact of cultural visitors; Study impact of expanded role of historic preservation and archeology Post-Katrina
Libraries	Survey to determine access for blind and physically handicapped library users
Retirement Development	Survey readers of <i>The Good Life: A Guide to Retirement in Louisiana</i>
Audubon Golf Trail	Conduct survey of AGT players
Scenic Byways	Conduct visitor survey at welcome centers and tourist sites along byways
Ms. River Road	Conduct visitor survey at welcome centers and tourist sites along Mississippi River Rd
Red River Development Commission	Conduct visitor survey at welcome centers and tourist sites near the Red River
Atchafalaya Trace	Conduct visitor survey at welcome centers and tourist sites in the Atchafalaya Trace Heritage area
Louisiana Serve	Design and analyze statistical data and assist with the evaluation report

PHONE SURVEY

The Louisiana Research Team conducted a statewide telephone survey of Louisiana residents. (Appendix A). The survey was conducted by the LSU Public Policy Research Lab during the week of February 20, 2006. The survey was conducted via telephone utilizing random-digit dialing within Louisiana area codes and known exchanges. A total of 916 people responded. The survey included questions designed to determine information with regard to Louisiana Retirement, familiarity with and the use of scenic byways in the state, participation and awareness of the Audubon Golf Trail, questions with regard to Louisiana Libraries and State Park usage post-Katrina and questions with regard to Art and Culture. In addition, the survey asked general perception questions about Louisiana, as a whole. Other surveys were conducted, particular to specific divisions, which results are detailed in the report for each particular division.

The results of the general perception questions will be reported here:

When you think of Louisiana, what images come to mind?

Response	Percentage
Outdoors	24.4%
Food	16.3%
Infrastructure/Politics	15.3%
Family	8.5%
Katrina	7.8%
Southern Culture	6.9%
Mardi Gras	4.3%
Tourism	3.8%
Sports	3.6%
Weather	2.3%
Art	1.6%
Gambling	0.3%
Other	4.8%
Total	100.0%
Valid Cases	894

- Nearly one-quarter (24.4%) of all respondents stated that when they think of Louisiana, the outdoors comes to mind. 16.3% indicated that food comes to mind when they think of Louisiana and another 15.3% referred to the infrastructure and/or politics of Louisiana. A complete listing of responses follows in Appendix B.

When you think of New Orleans, what images come to mind?

Response	Percentage
Katrina	27.0%
Tourism	19.2%
Mardi Gras	14.0%
Infrastructure/Politics	13.3%
Southern Culture	5.0%
Food	4.6%
Art	3.6%
Family	3.1%
Sports	1.6%
Outdoors	1.6%
Gambling	0.2%
Weather	0.2%
Other	6.8%
Total	100.0%
Valid Cases	901

- 27% of respondents indicated that when they think of New Orleans, hurricane Katrina is what comes to mind. This is a sharp contrast to the nationwide perception study conducted by University of New Orleans Hospitality Research Center prior to hurricane Katrina, where respondents consistently cited food, music and Mardi Gras as the images that come to mind when thinking of New Orleans.

On a scale of 1 to 5, with 1 being not popular at all and 5 being very popular:

How would you rate Louisiana as a tourism destination?

Response	Percentage
Not Popular at All	5.8%
Somewhat Popular	11.5%
Neutral	32.5%
Popular	22.7%
Very Popular	25.8%
Don't Know	1.7%
Total	100.0%
Valid Cases	901

- 48.5% of respondents rated Louisiana as either popular or very popular when asked to rate it as a tourism destination on a scale of 1 to 5, with 1 being not popular at all and 5 being very popular. The mean was 3.6.

How would you rate New Orleans as a tourism destination?

Response	Percentage
Not Popular at All	14.5%
Somewhat Popular	11.6%
Neutral	15.8%
Popular	20.6%
Very Popular	34.1%
Don't Know	3.3%
Refused	.1%
Total	100.0%
Valid Cases	916

- 54.7% of respondents rated New Orleans as either popular or very popular when asked to rate it as a tourism destination on a scale of 1 to 5, with 1 being not popular at all and 5 being very popular. The mean was 3.7. These results indicate that New Orleans is considered to be a more popular tourism destination than Louisiana, as a whole. Prior to Katrina, New Orleans was ranked the 6th most popular tourism destination in nationwide studies.

Are you planning a trip within Louisiana, but at least 50 miles away from your home, within the next 6 months?

Response	Percentage
Yes	46.8%
No	50.8%
Don't Know	2.4%
Total	100%
Valid Cases	916

- Nearly half (46.8%) of respondents indicated they were planning a trip within Louisiana, but at least 50 miles away from home, within the next 6 months.

For what purpose?

Response	Percentage
Leisure/Pleasure	70.9%
Business	14.9%
Convention/Tradeshow	1.7%
Don't Know	.5%
Other	11.9%
Total	100%
Valid Cases	429

- The majority (70.9%) of trips planned within Louisiana in the next 6 months are for leisure/pleasure.

Is there a particular reason why you are not planning a trip?

Response	Percentage
Personal economic reasons	8.5%
Other vacation plans	8.0%
Health reasons	7.5%
Work related issues	7.2%
Already live here	7.2%
Family issues	6.2%
Time issues	5.1%
Reasons related to Katrina	4.1%
Have no vacation plans	2.8%
Other	43.4%
Total	100%
Valid Cases	169

- Of those who indicated they would not be planning a trip within Louisiana (at least 50 miles away from their home) within the next 6 months, 8.5% indicated that it was because of personal economic reasons. Other reasons cited for not traveling include other vacation plans (8%), health reasons (7.5%), work related issues (7.2%), already live here (7.2%), family issues (6.2%), and time issues (5.1%). Only 4.1% of respondents indicated they would not be traveling due to Katrina issues.

Demographics**Ethnicity**

Response	Percentage
White	72.3%
African-American	19.2%
Hispanic	1.4%
Asian	1.3%
Other	3.3%
Refused	1.9%
Total	
Total	100%
Valid Cases	916

- The majority of respondents were white (72.3%) followed by African-American (19.2%).

Which of the following categories best describes your level of education?

Response	Percentage
Some college or vocational school	29.5%
High school diploma	27.2%
4 year college degree	19.3%
Advance degree	9.5%
9th through 11th grade	6.6%
Some graduate work	4.3%
Less then 9th grade	2.1%
Refused	1.0%
Dont know	0.7%
Total	100%
Valid Cases	916

- 29.5% of respondents had some college or vocational school, while 27.2% had a high school diploma. About one-third of respondents (33.1%) had a 4-year college degree, or above.

Gender

Response	Percentage
Female	70.7%
Male	29.3%
Total	100%
Valid Cases	916

- The majority of respondents were female (70.7%).

Family Income

Response	Percentage
Under \$10,000	4.3%
\$10,000-19,999	4.0%
\$20,000-29,999	6.3%
\$30,000-39,000	7.5%
\$40,000-49,000	6.8%
\$50,000-74,999	12.3%
\$75,000-99,999	9.0%
\$100,000 or more	13.0%
Don't Know	16.9%
Total	100%
Valid Cases	916

- 12.3% of respondents had family income of \$50,000 – 74,999 and 13% had family income in excess of \$100,000.

APPENDIX A

OPNENTER ON
NOTE CTRLN
REVIEW PGUP
RETURN PGDN
QUITBTN ON
SQN ON
CATI ON
BEEP ON
COL 112
TIMSCAL .01 .1

Q: HELLO
T: 5 5

Hi, My name is _____. I am calling from the Public
Policy Research Lab at Louisiana State University,

PRESS 1 TO CONTINUE
I:
KEY 1

Q: HELLO1
T: 5 5

I am calling from the Public Policy Research Lab at LSU, and we
are conducting a statewide survey to measure the economic impact
of Louisiana's culture, tourism and recreation. The survey
should only take about 5 to 7 minutes and all of your answers
are confidential.

Would you be willing to participate?

1. Yes
2. No

I:
NUM 1 2 2 0 24 45
QAL THANKYOU
IF (ANS = 1) SKP Q1

Q: THANKYOU
T: 5 5

Thank you for your time, Have a good afternoon/evening

PRESS ANY KEY TO CONTINUE

I:
KEY

DISPOS = 5
ENDQUEST

Q: Q1

T: 5 5

When you think of Louisiana, what images come to mind?

[OPEN ENDED]

I:

OPN

Q: Q2

T: 5 5

When you think of New Orleans, what images come to mind?

[OPEN ENDED]

I:

OPN

Q: Q3

T: 5 5

On a scale of 1 to 5, with 1 being not popular at all
and 5 being very popular.

How would you rate Louisiana as a tourism destination?

1. Not popular at all

2

3

4

5. Very Popular

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q4

T: 5 5

How would you rate New Orleans as a tourism destination?

1. Not popular at all

2

3

4
5 Very Popular

8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45

Q: Q5
T: 5 5

Are you planning a trip within Louisiana, but at least 50 miles away from your home, within the next 6 months?

1. Yes
2. No

8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45
IF (ANS = 2) SKP Q9
IF (ANS > 2) SKP ADD1

Q: Q6
T: 5 5
For what purpose?

(Do not read)

1. Business
2. Leisure/Pleasure
3. Sporting (fishing, hunting) 4. Convention/Trade Show
5. Family Reunion
6. Camping
7. Other

8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45

Q: Q7
T: 5 5
What will be the size of your party?

[OPEN ENDED]

I:
OPN
IF (ANS = 1) SKP ADD1

Q: Q8
T: 5 5
How many will be under the age of 18?

I:
OPN
SKP ADD1

Q: Q9
T: 5 5
Is there a particular reason why you are not planning a trip?
[OPEN ENDED]

I:
OPN

Q: ADD1
T: 5 5
Are you aware of the Louisiana Retirement Development
Commission's annual publication entitled The Good Life: A Guide
to Retirement in Louisiana?

1. Yes
2. No

8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45

Q: ADD2
T: 5 5
Are you familiar with the Louisiana Retirement Development
Commission's "Retirement Website"?

1. Yes
2. No

8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45

Q: Q10
T: 5 5

Please answer the following questions about the Louisiana scenic byway programs:

Are you aware of any of the officially designated Louisiana Scenic Byways?

1. Yes
2. No

8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45
IF (ANS <>1) SKP Q18

Q: Q11
T: 5 5

Which ones have you heard about?

[OPEN ENDED]

I:
OPN

Q: Q12
T: 5 5

Have you ever traveled any of the scenic byways in Louisiana?

1. Yes
2. No

8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45
IF (ANS <> 1) SKP Q15

Q: Q13
T: 5 5

Which byway(s) have you traveled?

[OPEN ENDED]

I:
OPN

Q: Q14

T: 5 5

When did you last travel a Louisiana scenic byway?

1. LAST YEAR
2. 1 TO 2 YEARS
3. 3 TO 5 YEARS
8. DO NOT REMEMBER
9. Refused

I:
NUM 1 9 2 0 24 45

Q: Q15

T: 5 5

When are you likely to travel a Louisiana scenic byway in the future?

1. THIS YEAR
2. IN 1 TO 2 YEARS
3. 3 TO 5 YEARS
4. NOT SURE
5. NOT PLANNING TO DO THAT
8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45

Q: Q16

T: 5 5

Have you ever seen the Louisiana Scenic Byway logo?

1. Yes
2. No
8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45

IF (ANS <> 1) SKP Q18

Q: Q17

T: 5 5

Can you tell me what it is?

[OPEN ENDED]

I:

OPN

Q: Q18

T: 5 5

Now I'm going to ask you a few questions about golfing in Louisiana:

Do you play golf?

1. Yes

2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

IF (ANS <> 1) SKP Q20

Q: Q19

T: 5 5

How many times per month do you play?

[ENTER NUMBER OF TIMES. ENTER 0 FOR LESS THAN ONCE A MONTH]

I:

NUM 0 100 3 0 24 45

Q: Q20

T: 5 5

Are you AWARE of the Audubon Golf Trail?

1. Yes

2. No

8. Don't Know

9. Refused

I:
NUM 1 9 2 0 24 45
IF (ANS <> 1) SKP Q24

Q: Q21
T: 5 5
Have you played at any of the courses?

1. Yes
2. No

8. Don't Know
9. Refused

I:
NUM 1 9 2 0 24 45
IF (ANS <> 1) SKP Q24

Q: Q22
T: 5 5
Which Audubon Golf Trail course did you last play?

(DO NOT READ LIST)

1. Audubon Park
2. Calvert Crossing
3. Carter Plantation 4. Cypress Bend Resort 5. Gray Plantation
6. Oakwing
7. Olde Oaks
8. Tamahka Trails
9. The Island
10. TPC of Louisiana 11. Other [SPECIFY]

12. Don't Know
13. Refused

I:
OTH 11
NUM 1 13 2 0 24 45

Q: Q23
T: 5 5
On a scale of 1-5 where 5 means excellent and 1 means very poor,
please rate your golf experience at the course that you last
played.

1. Very Poor
- 2.

- 3.
- 4.
- 5. Excellent

- 8. Don't Know 9. Refused

I:
NUM 1 9 2 0 24 45

Q: Q24
T: 5 5

Now I'm going to ask you a few questions about the Louisiana State public libraries.

Please tell me if you Strongly Disagree, Disagree, neither Agree nor disagree, Agree, or Strongly agree with the following statements:

The public computer workstations in the local public libraries in Louisiana provided me access to the Internet to get critical information after Hurricanes Katrina and Rita.

- 1. Strongly Disagree
- 2. Disagree
- 3. Neither
- 4. Agree
- 5. Strongly Agree

- 8. Don't Know
- 9. Refused

I:
NUM 1 9 2 0 24 45

Q: Q25
T: 5 5

The public computer workstations in the State Library of Louisiana provided me access to the Internet to get critical information after Hurricanes Katrina and Rita.

- 1. Strongly Disagree
- 2. Disagree
- 3. Neither
- 4. Agree
- 5. Strongly Agree

- 8. Don't Know
- 9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q26

T: 5 5

I am aware that the State Library of Louisiana provides resources and services to the blind and physically handicapped in the state of Louisiana.

1. Yes
2. No

8. Don't Know
9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q27

T: 5 5

Using the same agree/disagree scale as before please tell me what you think about following statement concerning Louisiana's state parks.

The state parks in Louisiana provided critical resources after Hurricanes Katrina and Rita.

1. Strongly Disagree
2. Disagree
3. Neither
4. Agree
5. Strongly Agree

8. Don't Know
9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q28

T: 5 5

Have you visited one of Louisiana's state parks since the hurricanes?

1. Yes
2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

IF(ANS <> 2) SKP Q30

Q: Q29

T: 5 5

Is there a particular reason why you haven't?

I:

OPN

Q: Q30

T: 5 5

Please answer a few questions about art and culture in Louisiana:

On a scale of 1-5 (with 1 being the least important and 5 being the most important)

How important is it that the state of Louisiana restores those cultural assets that were damaged by hurricanes Katrina and Rita?

1. Least Important

2.

3.

4.

5. Most Important

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q31

T: 5 5

On a scale of 1-5 (with 1 being the least important and 5 being the most important)

How important is historical preservation to the state of Louisiana?

1. Least Important

2.

3.

4.

5. Most Important

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q32

T: 5 5

In the last year, have you visited a Louisiana historic site/building such as a plantation home, battlefield, etc?

1. Yes

2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q33

T: 5 5

Are you aware of any information distributed by the Louisiana Division of Archeology?

1. Yes

2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q34

T: 5 5

In the last year, have you participated in any of the following art related activities?

Entertainment-For example: film, music, live entertainment, sporting events

1. Yes

2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q35

T: 5 5

Visual arts and crafts. For example: art museums

1. Yes

2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q36

T: 5 5

Literary arts and Humanities. For example: book reading/
historic museums

1. Yes

2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q37

T: 5 5

Design. For example: printing/graphic design

1. Yes

2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q38

T: 5 5

Culinary arts. For example: restaurants/ cooking demos/wine
tasting

1. Yes

2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q39

T: 5 5

Preservation. For example: visit historic structures, buildings or districts

1. Yes

2. No

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q49

T: 5 5

On a scale of 1-5 (with 1 being not very important and 5 being very important)

How important are "the arts" to the state of Louisiana?

1. Not Very Important

2.

3.

4.

5. Very Important

8. Don't Know

9. Refused

I:

NUM 1 9 2 0 24 45

Q: Q50

T: 5 5

Did you attend Mardi Gras in New Orleans this year?

1. Yes

2. No

9. Refused

I:

NUM 1 9 2 0 24 45

IF (ANS <> 2) SKP Q52

Q: Q51

T: 5 5

Is there a particular reason why you didn't?

I:

OPN

Q: Q52

T: 5 5

What is your home zipcode?

I:

NUM 00000 99999 5 0 24 45

Q: Q53

T: 5 5

I have a just a few more background questions. Remember this information is confidential and is only used for statistical purposes.

Which of the following best describes you? Are you White, Hispanic, African-American, Asian, or something else?

1. White
2. Hispanic
3. African-American
4. Asian
5. Other

-8. Don't Know

-9. Refused

I:

NUM -9 5 2 0 24 45

Q: Q54

T: 5 5

Which of the following categories best describes your level of education? Please stop me when I get to that category.

1. Less than 9th grade
2. 9th through 11th grade
3. High school diploma
4. Some college or vocational school
5. A 4-year college degree
6. Some graduate work

7. Advanced degree (M.A., M.S., J.D., Ph.D., M.D., ect.)

- 8. Don't Know
- 9. Refused

I:

NUM -9 7 2 0 24 45

Q: Q155

T: 5 5

Record Gender [DO NOT ASK]

- 1. Male
- 2. Female

I:

NUM 1 2 2 0 24 45

Q: Q56

T: 5 5

We would like to know what your family income was last year before taxes. I will read several income categories. Please stop me when I get to the category that includes your family income. Your best guess is fine.

[If they refuse to answer remind them that this confidential and we are only collecting this information for statistical purposes]

1. Under \$10,000
2. \$10,000 - \$19,999
3. \$20,000 - \$29,999
4. \$30,000 - \$39,999
5. \$40,000 - \$49,999
6. \$50,000 - \$74,999
7. \$75,000 - \$99,999
8. \$100,000 or more

-8. Don't Know

-9. Refused

I:

NUM -9 8 2 0 24 45

Q:THANKS

T: 5 5

Thank you very much for your time and participation in this survey It is greatly appreciated. Have a nice day.

PRESS G TO END THE INTERVIEW

I:

KEY G

CPL

DISPOS=20

APPENDIX B

Image of Louisiana

ALLIGATORS AND CRAWFISH]
a banana republic run by dumb coon asses
a good place but a lot of crime
A good place to live
a great place
a great state
a mess
a nice place to live
a state that can do more and hasn't
Acadian
accordion music and festivals
agriculture
alcohol
all kinds of jobs
alligators
alligators
alligators and Mardi Gras
Alligators, bayous
alright
Angola state prison
Asians
atom bomb hit it
backwards
backyard family affairs, barbeques, southern hospitality, fishing, casinos, family life
bad image
bad politicians
bad politics, bourbon street, New Orleans
bad public image, low standards
Barbeques. crawfish boils
bayou
bayou and the country
bayou country
bayou state, sportsman paradise, LSU
bayou, oak trees
bayou, swamps, canoeing
bayou, water images
bayous
Bayous
bayous and fishing and hunting and farming
Bayous and food
bayous, country, New Orleans
bayous, countryside
bayous, crawfish, oil,
bayous, French quarter
bayous, LSU
bayous, seafood
bayous, swamps, good seafood
bayous, wildlife

beautiful
BEAUTIFUL
beautiful before hurricanes, a lot of greenery
beautiful garden state at a very bad time
beautiful images
beautiful place
beautiful place to live
beautiful scenery plantation homes
beautiful state
beauty, pride
below sea level
best state to live in
Better place to live
big shape of the state
birds, swamp
black people
born and grew up here
born and raised here, home
born here
bourbon street
Bourbon Street
bumbling politicians
business
Cajun
CAJUN
Cajun cooking and Mardi Gras, festivities & party, good Southern hospitality
Cajun culture
Cajun Culture
Cajun culture, friendliness, poverty and devastation from hurricanes
Cajun food
Cajun food, great place to live
CAJUN FOOD, MUSIC
Cajun food, tourists in N.O., swamps, creole lifestyle
Cajun gatherings
Cajun music
CAJUN PEOPLE
Cajuns
Cajuns, crawfish
Cajuns, culture
can improve
casino
catfish
chickens pine trees
climate
climate food leisure life
coastal erosion
color
colorful, backward in number of ways

community warmth, fellowship
cooking and eating
corrupt politicians
corrupt politics, festivals, hurricanes
corruption
Corruption and beauty
corruptness
cotton
cotton patches
country living
countryside
craw fish
crawfish
crawfish and alligator
crawfish, Cajun
crawfish, corrupt politics bayous, LSU
crawfish, gumbo, enjoying life
CRAWFISH, HURRICANES, GREAT FOOD
crawfish, seafood, Mardi Gras
crawfish, the saints
Crazy weather
Creole
creoles
crime
crime pretty place
crooked
Crooked
crooked politicians
crooked politics
Crooked Politics
crops
Crops
culture
culture and historic
Culture of the people
culture, architecture.... now it's blue roofs and destruction
culture, diversity, variety
culture, family, friends
culture, food
culture, music, Cajun, Mardi Gras
cypress street
cypress trees
cypress trees and moss, lazy bayous
cypress trees and pelicans
Cypress trees, egrets, swamps

Cyprus trees
CYPRUS TREES
Cyprus trees, swamps
damage
Danger and hurricanes....
despair
destruction
destruction
devastation
DEVASTATION
different from where he grew up (Michigan)...cold weather out there currently
disappointment
disaster
disaster pictures
disgusted about new Orleans
diversity
don't know
DONT KNOW
don't know
don't think anything
downtown new orleans, bayous
economically not good
Education
Edwin Edwards
enjoy living here
fairs and festivals
family
Family
family and food
family and friends
family oriented
farming
festivals
festivals.. sportsman paradise
fishing and hunting
fish
fishing, hunting
fishing
Fishing
fishing and hunting
Fishing and hunting
fishing hunting
fishing,
Fishing, hunting, parks
fishing, sportsmanship activities.
flat, trees, water
flatland
flaura & fauna
flood waters, higher cost of living

food
Food
Food and culture
food and culture, outdoor activities
food and fun (family)
food and the land
Food!
food, alligators
food, Cajun
food, Cajun music and good times
food, Cajun, Mardi Gras, good time
Food, entertainment
food, fish, culture, music,
food, jobs
Food, Mardi Gras
food, prints
food, waters, outdoors sports
food, home
football, strawberries, heat
free country
French
French quarter
French quarter, new orleans, bayou, French culture
FRENCH, SPANISH, HURRICANES, MISSISSIPPI, SWAMPS, ACADIANS
friendly
Friendly Atmosphere
friendly people, culture, plentiful seafood, trees, and the land and waterways
full of crap
FUN
Fun loving people
Fun state
fun, loving caring state
Fun, non typical American city
gambling
gambling boats and alligator
gone down
good
Good 80 and friendly people
good food
Good food
good food too much drinking
good food and parties
good food and people
good food hot weather
good food music friendliness
good food playing laughter Mardi Gras good festivals
good food, good music
good food, Mardi Gras, very poor education

good food, music, & great culture
good food, music, culture
good friendly people
good hunting fishing. sportsman's paradise
Good Images
good music, food, and people
Good People
GOOD PEOPLE, GOOD FOOD, POOR, LOW EDUCATION LEVELS
good place to live
Good place to live
good place to live.
good times
governor
great
great cities
great food
great food, historical places to visit
great ones, born & raised here
great Pelican state
great place and food and people
great state
green
green tropical
greenery
Greenery
handicaps
Happiness
happy state
have no idea
heat
heat, food, music, fishing
heat, water, and fun
her home
her state
her whole life
heritage
historic city, 200 years old
historical
historical monuments, wildlife & fisheries
historically food fun family, poverty, poor gov't money management...
home
Home
HOME
home and roots
home atmosphere
home family Cajun
home,
home, family and potholes

home, Katrina, new orleans, Mardi Gras, and swamp
home, messed up state, Because of the F*** politicians and they don't know how to perform when they need them
home, not sure
Home, Sportsman's Paradise
home, the Mississippi river, French quarter, Baton Rouge, LSU Tigers
home, childhood
hospitality
hospitality, friendship, partying, LSU, antebellum homes
Hot
hot weather
Humidity Mosquitoes much heritage
hunting
HUNTING
hunting and fishing
Hunting and Fishing
hunting fishing water
Hunting, Fishing, outdoors, swamp , wildlife
hurricane
HURRICANE
hurricane damage
hurricane devastation
hurricane Katrina
hurricane season is coming
hurricanes
HURRICANES
hurricanes, Mardi Gras
Hurricanes
hurricane
I love LA. I was born and raised there
I love Louisiana
I see trash, horrible schools, horrible politics.
I think health care.
I think it is a beautiful place, it is my home, and it has wonderful people and wonderful food, there is so much more I could say but I don't have words.
I think of a beautiful early spring.
I'm not sure
Incompetent politicians
interesting people, good food, fun places
It is home.
its a negative
its alright
it's country
its in disaster right now
Its ok

its still very injured and not build back after the hurricanes
Its where I live. The culture stands out the most.
Jazz Art
Jazz Fest, Mardi Gras, Sports and outdoors
jazz, music, the arts
jazz, poverty hurricane, french culture, good food
Katrina
Katrina
Katrina
Katrina,
LA purchase
leisurely
levees
live in here.
live oak trees, alligators
live oaks limbs, old trees, black coffee, rural french accents, jazz
lot of happiness once upon a time
lot of opportunities. great culture
Louisiana
love Louisiana
love my home town, state.
lovely green state
loves it , beautiful state
low income, prejudice
LSU
LSU
LSU and crawfish
LSU Tigers, State Capital, hurricanes, Atchafalaya Basin
Mardi Gras
Mardi Gras, food culture, music, hurricane
Mardi Gras
Mardi Gras
Mardi Gras and swamps
Mardi Gras and the moths and the trees
Mardi Gras french quarter food
Mardi Gras,
Mardi Gras, cajun, fishing and hunting
Mardi Gras, crawfish
Mardi Gras, crawfish, hunting, water sports
Mardi Gras, creole food, nice people
Mardi Gras, environment
Mardi Gras, food
Mardi Gras, saints, lsu
Mardi Gras, swamps, alligators
Mardi Gras, the fishing industry.
Mardi Gras. food, wet land, forest, agriculture. marsh

marsh
marsh lands, wildlife, swamps
marshes
mosquitoes, jazz alligators, lush green areas, food, alcohol,
mess
moss
moss on the trees, alligators, the water, fishing, hunting, the flowers
MOSS, SWAMP AREAS
mostly the water, industry oil
marshes wild life
music
Music
music, food,
MUSIC, NEW ORLEANS
music, water
my home
My Home
natural environment
natural resources
natural science
nature, fishing
new orleans
New Orleans
NEW ORLEANS
new orleans and damage of hurricanes
new orleans bayou
new orleans foods different kinds
new orleans, black balcony
New Orleans, crawfish
new orleans, food
New Orleans, St. Louis Cathedral, steamboats, Mississippi river
new orleans, swamps
new orleans, swamps, alligators, food, dancing, music
new orleans
New orleans and mardigras
New orleans, food
nice
nice place to live
nice state
no image
no jobs
None
none I don't know
not anything at the moment
not good
not good ones

not really
not sure
Not sure
not sure.
not to good a state economically
not too good, corruption of schools
not very good
nothing
Nothing
Oak trees
Oak trees, Culture
oak trees, fishing, seafood
oak trees, horses
outdoor sports
outdoors
outdoors, culture diversity
outline of the state
outside activities food drinking
overcrowding
paradise, roots family
paradise
parks, pools, barbecues and lakes
parties
peace
peace, beautiful
peaceful
pelican
pelican state
Pelican, Bayou Teche
pelican, hurricane Katrina
pelicans
people
people are great and country is gorgeous and politic sucks.
people should help themselves, food
people sports hunting fishing
People think you're cajun and stupid.
personality of people, friendliness
piece of shit, bad leadership
pine trees
pine tress
PLACES
places to go, new things
pollution
POOR
Poor economy
poor government
POOR PEOPLE, NATURE
poor state
poor, poverty, drunk

poorest state,
poverty
press
pretty bad
pretty scenery
pretty state with raunchy politicians
recreational activities, food, historic things
rednecks and cajuns
relax life style
rice fields
rice fields crawfish fields oil prod.
rich culture, unique food, Mardi Gras
run down place
sad
scenery, bayous, wetlands
scenery, swamps, New Orleans
scenic places
sea food
sea food and architecture
seafood
Seafood
seafood fish
seafood 1
seafood and cooking
SEAFOOD AND PELICANS
sea-food and tourism
seafood French NOLA
seafood gumbo
seafood tourism French quarter
seafood, country music, new orleans jazz, LSU football
Seafood, culture, hot summers
seafood, fishing
seafood, mosquitoes, Mardi Gras, plantations
seagulls, pelicans, water, fishing
she lives here
she lives there
she loves it
shrimp
shrimp and lakes
slavery and creole culture
smiling faces, happy people and fun
south
south, food, culture
southern
Southern Cooking
Southern folks
southern hospitality
southern traditions
Spanish moss

Spanish moss crawfish music culture food
spicy food
spicy food and zydeco music
sporting and hunting
sports
sports and paradise, southern comfort
sports,
sports, fishing hunting
sportsman paradise
sportsman paradise mardi gras and lakes
sportsman's paradise
Sportsman's paradise
sportsmans paradise and home sweet home
Sportsman's paradise logo on license plate
sportsmanship
Sportsmen
sportsmen paradise (fishing)
sportsmen paradise, low paying teacher state
state with good people, wonderful culture
storm damage. and impact of recovery
storms
Streams Cyprus Trees
sucks
sugar cane plantation and fun
sugar cane, eels
sugar cane, Mardi Gras
sugarcane
sunshine, crawfish, hunting, fishing
superdome
swamp
Swamp
Swamp and Swamp land
swamp land
Swamp land
swamp lands
swampland
swamps
swamps
Swamps
swamps and lakes
swamps, alligators, mardi gras
swamps, alligators, fishing
swamps, and wildlife
swamps, cajun influence, french quarter
swamps, cajuns
swamps, disaster
swamps, good food
swamps, habitat for wild life.
swamps, humidity
swamps, new orleans

swamps, New Orleans
swamps, small towns
sweating
Tall trees and rednecks
terrible condition
that everyone is tired.
the bayou
the birds and stuff
the boot, good times
the climate
the cookies the animals and wildlife and the marsh land the heritage culture Mardi Gras
the country
the cypress trees and the moss
the devastation loss of jobs the economy
the fishing; etc.
the greatest
the hospitability.
the nature, swamps, jazz, cooking
the nice weather
the pelicans, the flowers
The Saints, crawfish
The Storm
the weather
tiger
Tiger Stadium
tigers
tourism
tradition, french culture
trees
trouble
uneducated, low income, lack of good work force
unsure
your state, culture
variety
Warm
wasted area since Katrina
water
WATER
water and people stuck
water, coastline and oil industry
waterways
we just moved here bad politicians
weather
weather that changes every second, loves La, friendly people
weather, Mardi Gras
Wetland, Plantations, French Quarter, Mardi Gras, Food, Cajun Culture
wetlands

WETLANDS

when she first came to LA it was during WWII & she went to New Orleans, changed a lot since then...expanded greatly

where she lives

wildlife

woods, rivers and waters

New Orleans Images

a city that needs to rebuild but not the way it was
A DISASTER
A good Time
a great city
a lot of black people
a mess
a nice place but a lot of crime
a place to tour
A thriving city that will be rebuilt.
AAU Basketball
ALCOHOL
angelie's on the Decateur Street
antebellum buildings
architecture
backwards
bad
bad image
bad leadership,
bad politicians
bad shape now, use to enjoy going there
bad situation
bad storm now, was a good place to vacation
Bars
bayou classic
beaches
beautiful
beautiful city that was bad even before hurricane
beautiful city very unique with cultural blends of different nationalities.
beautiful place
beautiful place before hurricanes
Beauty, oak trees.
been baptized
before Katrina, Mardi Gras good times black culture
best state to live in, its going to be rebuilt
better food
big city
big dirty city
big Mardi Gras party and recreational stuff
blue roofs
blues and jazz
born and raised there. it's not the same now.
bourbon st
Bourbon St and French Quarter
bourbon st, city park Jackson square
bourbon st, tourism and french quarter
bourbon st.
bourbon St.

Bourbon St.
bourbon st., the french quarter
bourbon street
Bourbon Street
BOURBON STREET
Bourbon Street and Mardi Gras
bourbon street, french quarter
Bourbon Street, French Quarter, horse drawn carriages
bourbon street, Mardi Gras
Bourbon street, Mardi Gras
bourbon street, Mardi Gras, the superdome
broken levees
Bourbon st
bourbon st
Bourbon St
bourbon st.
Bourbon St.
bourbon street Mardi Gras
bourbon street, old houses, Katrina, history
business
busy city
cafe au lait, and beignets
cajun
cajun food
cajun food and crime
Cajuns, Partying
can improve
casinos
catastrophe (right now) otherwise PARTY!
Creole cooking
cesspools
character, style, easy,
childhood
city
City
city life
city of corruption, Mardi Gras, zoo,
city that needs help, people are doing all they can do
clean it up
Coffee and beignets, steamboat president, Jazz Fest, Monteleone hotel
community, history, diversity
corrupt politics, fun
corrupt politics
corruption of schools
crawfish
crawfish, seafood
crime

Crime
crime going on
crime, Essence Fest, Bayou Classic, Mardi Gras
crooked politicians
crowded streets and homeless people
crowded, no parking, hot, costly
Crowds
crusting city
cultural center of the state
culture
CULTURE
culture and history
culture music
culture, many races, cooking and eating
cypress trees
damaged city
dangerous but fun
Decadence
Deep history
devastation
depravity and welfare
depression state
deserted
desolation
desolution
destroyed
destruction
destruction
destructions from the hurricane and rebuilding
determination, perseverance, and taking it day by day and overcoming what God has dealt you
devastated
devastation
DEVASTATION
devastation, problems, not being able to recover after the disaster
devastation, recovery
DEVASTATION, WAS A VERY EXCITING CITY TO VISIT
devastation, beautiful place, unique place, good food , home town
devastation3
devastated
devastation
Devastation
Devastation, Ray Nagin
devastation
devastation from the hurricanes, terrible traffic, dirty
dirty city

dirty streets
dirty, poverty, smell
disaster
Disaster
DISASTER
Disaster Area,
disaster heartbreak
disaster, disapartment, flood
disasterous
despair
Disaster
destruction
Diversity
diversity of culture, good restaurants
do not like
Don't know
Don't know
don't know
Don't like new orleans
don't like the people
Don't think of anything
drinking
drunk
due to the problems over here its really sad and devastated, not his favor but feel with the people and a terrible disaster
Enjoyment
entertainment
even more negative
expanded greatly
family and friends
family,
family, neighborhoods
festivals
fleur-de-lis
floats
flood
Flood
flood damage
flood victims, Mardi Gras
flood water, heat
flooding
Flooding
flooding disaster
floods
food
Food
FOOD
food and culture and history
Food and entertainment

food and Mardi Gras
Food and Mardi Gras
food n operas
food, shopping
football, hurricanes, water, recreation
french culture
french quarter
French quarter
French Quarter
FRENCH QUARTER
french quarter and how beautiful it was
French Quarter and Riverwalk
french quarter and slavery history
french quarter food
French Quarter, Aquarium of the Americas, Audubon Zoo, Canal Street, good place to visit
french quarter, bourbon street
french quarter, bourbon, garden district
french quarter, children hospital
french quarter, downtown
french quarter, history, Mardi Gras
french quarter, jackson square, lake pontchartrain
french quarter, jazz
french quarter, jazz, Mardi Gras.
french quarter, Katrina, cemeteries, river
french quarter, Mardi Gras, jazz and heritage festival, food, culture, and architecture
french quarter, parades and stuff, all business
french quarter, restaurants
FRENCH QUARTER, SPANISH, FRENCH, AMERICA
french quarter, superdome
french quarter, superdome, saints
french quarter, traffic, superdom
french quarter
french quarters, Mardi Gras
french quarter, Church of Saint Francis
french quarter
french quarter
full of crap
fun
fun city
fun place to be
fun place to go to, heritage, history, tours food
fun times
glad don't live there
going to be a better city
going to take a long time to rebuild it
good
good city

good eating places
good food
good food and shopping
good food, music
good food, Saints, the parades
Good People
good time, good food, music
good times
good times Cafe du Monde
good times when grwowing up.
good tourism place
Gov't is very slow in getting back people, slow in levee construction
great city
great place before hurricane katrina
happy go lucky
has a lot of class, different, and unique; too many cops (on Mardi Gras Eve)
hate what happened to it.
have no business
having a good time
Hell Hole
historical
historical buildings, heritage there music, uniqueness, food
historical place that needs to be preserved
historical preservation
history
history and sea food
History, emergence of Spanish, Cajun, French culture, Gumbo.
home
home,
home, great place to live, great place to live. but needs help
Homes, Mardi Gras, Downtown
homosexuals, immorality, sinful
Hooligans, criminals, thieves
horrible
horrible site now and was a good one in the past
Hospitality
hurricane
hurricane katrina and the rebuilding
hurricane and devastation
HURRICANE
hurricane
Hurricane
HURRICANE
hurricane katrina
hurricane Katrina

Hurricane katrina
hurricane katrina and devastation
hurricane related catastrophes
hurricane, helping people
HURRICANE/DEVASTATION
hurricanes
HURRICANES
hurricanes, mardi gras
i don't know what to say
ignorance
im not really sure
images of Mardi Gras and Katrina
in distraught
it brings a smile to her face?
it gets back to where it was
It has a potential to grow and be a different city after the hurricane. Wonderful food and music
its a landmark. been there for a long time. [
its a mess
Its been a sore spot from the beginning.
its coming back
its going downhill canal st.
its not alright, i still consider it a disaster area.
I've never been there
I've never been there
Jackson square
Jackson square, river walk
jazz
jazz
jazz and channel street
Jazz and Food
Jazz Art
jazz fest
jazz, french quarter
jazz, french quarter, Cafe du Monde, diverse culture
jazz, Mardi Gras
jazz, nature, creole cooking, history, french quarter, swamp tours
Jazz, Superdome
jazz, the historical sites
katrina
KATRINA
Katrina
Katrina and Rita
katrina related images
katrina, foods
KATRINA, GOOD CULTURE, HONEST PEOPLE
katrina, Mardi Gras, music
Katrina, not her cup of tea, too much going on morally

Katrina.
katrina
lack of leadership
levee breaking
likes it.
likes NO
LINCOLN beach before it was ponchartrain and the beignets
long term construction
lot of crime
lots of family members been displaced need to go on with the lives
love city but it is not nice that no one wants to come back
love the city, haven't been since the storm
lovely old city
love Louisiana
lucky dogs
mardi gras
MARDI GRAS
mard gras
magic
major city.
marching
mardi gras
mardi gras and food
mardi gras, music, zoo, hurricane, bourban street
Mardi Gras
Mardi Gras
MARDI GRAS
Mardi Gras & french market
Mardi Gras and beignets
Mardi Gras and bourbon st
Mardi Gras and French Quarter and History
Mardi Gras and good food
Mardi Gras and Jazz festival, street cars
Mardi Gras and Katrina
Mardi Gras and party
Mardi Gras colors
Mardi Gras images
Mardi Gras, Architecture \, Food, Music, River, people, zoo, culture.
Mardi Gras, Bayou Classic
Mardi Gras, beautiful trees and architecture and good music.
Mardi Gras, bourbon st, hurricanes (the drink), voodoo museum, cafe du monde, garden district, aquarium
Mardi Gras, Bourbon Street, Jazz
Mardi Gras, cajun food

Mardi Gras, celebration
Mardi Gras, disaster
Mardi Gras, disaster, tourists
Mardi Gras, food, cajun music, cathedral, Cafe du monde, audubon park
Mardi Gras, food, jazz music, river walk, french quarter, aububon zoo,
Mardi Gras, French Quarters, Jackson Square
Mardi Gras, french quarter
Mardi Gras, French Quarter
Mardi Gras, homeless, katrina
Mardi Gras, jazz
Mardi Gras, laid back, jazz, french quarter
Mardi Gras, lots of problems
Mardi Gras, music
MARDI GRAS, RESTAURANTS, BARS, CIVIC DUTY TO HAVE A GOOD TIME
Mardi Gras, river front market.
Mardi Gras, romantic city
Mardi Gras, the french quarter
Mardi Gras, tourism, damage
Mardi gras , bourbon st
medical
Mississippi River, same as LA
MORE FUN
more jobs
Mostly good times
MUD, HURRICANE
mural at the holiday inn, food, best food at the aquarium
museums, history, old buildings
music
music
Music
music , food and fun
Music and drinking and fun
music and food
music and food and cajun food, visited it and had a good time
music and jazz
music food people
music, food
my home
nasty
nasty old city
needs to be a cleaner city
negative image, drunk people, crime
negative thoughts
Never been
never been there so i cant think nothing

never been there... but its a great place too
Nice before the storms
nice city, Mardi Gras but then katrina
Nice place to be just don't want to live there
nice place to visit
nice town
no idea right now
not good
Not good
not good,
not impressed with new orleans
not much
not much big city
not sure
Not sure
not sure.
not too much devastation
nothing
Nothing
nothing really
nothing since the hurricane
nothing.
oysters
pain
parade
parents father being born down there and roots
part of my home
parties
Parties
parties and now destruction
party
party capital
party city
Party city
PARTY IN TOWN
party place
party time
party, Mardi Gras
party, night life, historical
partying
partying, drinking hurricanes
pat o briens
people having a good time
people living in new orleans
people, different races and culture- diversity
Pitiful crisis
pitiful
pity
pitiful
Place to visit

plantations
political corruption culture is great
poor
poor city poorly run
poor mayor and governor decisions
Poor people
POOR, CRIME
Ports
possibility that things can be destroyed by weather
poverty
poverty, sadness, publicity
pre-katrina, a city that is dangerous
pretty good city
quarter
quarter
racism, Jesse Jackson (Katrina)
rain
really bad and feel sorry for the people down there.they should start leaving when its in danger... they should've left..
really home
rebuilding
rebuilding houses and more flooding
rebuilding process
replica of san francisco, bourbon st., density, differences in lifestyle throughout the city, superdome and french quarter
restuarants
river and food
river boats
riverfront
riverfront, french quarter
ruins
sad
Sad breaks her heart
sad focus
sad to see the situation they are in ..not yet cleaned up after 6 months.
sad, people affected, No ANGER
sadness
sadness due to hurricane
sadness, strife, damn right disgusting
same
same as LA
same thing
same, home
same, water, black people in a bridge
sand
school, Tulane
seafood

Second line.
she thinks they'll rebuild
she was born there
she wouldn't want to live there
shopping
shopping, Mississippi river
sin
Sin
sin city
since katrina -- a mess
site seeing
small city, crawfish
So- so images
some place he doesn't want to be
sorry for new orleans
southern culture, city needs to re-build
spicy food and music parties
stay away
storms
street cars and oak trees
super dome
superdome, church, where she grew up
superdome
Superdome
SUPERDOME
superdome and Mardi Gras
superdome, Mardi Gras
Superdome, pictures of the devastation, Saints
survival, it survived
sweating
Sympathy
tears
terrible
that it will never be the same
that its a unique city in this country with a different background, more relaxed atmosphere and tolerance. Attracts artists. The food art and architecture is unique.
the 9th ward
the architecture, the look of it
the capital of a banana republic run by minority coonasses
the city
the dome the saints Mardi Gras
the flood
the french quarter
the hurricane
the hurricane, the damages, houses covered
the hurricanes
the land of sodom and gomorra

the old setting historic
the parks, the downtown area, the french quarter
the saints, Mardi Gras, culture
The Storm
the streetcar french quarter
the water, and people that had to leave
they are more concerned with rich people
they don't go to new orleans
they in a heck of a mess
they need help
too much of a nothing
too much on welfare. People do not want to work
torn apart
tourism
tourism
tourism, Mardi Gras, crime, dirty
Tourist town because of culture and entertainment
tradition I love it
tragedy
trash
TRASH
trees
trolley on st charles
turmoil, run-down houses
unique
Unique
unsure
urine
Used to be a wonderful place
used to be nice before the hurricane
used to live their
very black city, high crime rate
very much hurting, damaged
very sad
violence
visiting place
voodoo doll
was good, now not sure
water
water, lot of stuff
Wet
Wonderful food
wont leave there
worse
Wouldn't want to move there

Why not planning a trip to New Orleans:

about to have a baby
ACCIDENT
A lot of things to do
already here
BABY
Bad health
Because I work all the time
because I'm working
because I am trying to do my work
because already traveled a lot
because I have not enough money
because I usually go other places outside of LA
because I'm working
Because of Katrina
Because of the hurricane
because of the storm
been everywhere
busy
can't afford it
Can't afford it
can't afford to
Car Accident
children
children who used to live in new orleans moved to Tennessee
death in family
disabled
do not drive.
do not know
Do not plan
doesn't do much traveling in state
doesn't like to travel
doesn't travel
dont drive often
Don't go anywhere
dont have anyplace to go
dont have money
dont have opportunity
dont have the money
dont have time
dont know
don't know
don't like go anywhere
dont like Louisiana
Don't really have time to travel
DON'T REALLY KNOW WHAT CONDITION OF NEW ORLEANS IS LIKE
don't travel

Don't travel around, I am a school teacher ,my family around
don't travel much
don't vacation too much at here at home
due to work schedule
economy
everyone's in Baton Rouge, other family's out of state
family in Mississippi and family locally
family matters
farmers
finances
financial issues
fixing house
gas prices
go out of state for trips
go out of state for vacations
go out of state to travel
go somewhere else out of state
goes out of town too much
going to Tennessee
going elsewhere
going our of state
going out of state
Going out of state
GOING OUT THE STATE
going out to California
going to another state
going to Florida this year
going to Mississippi
going to the beach
Had knee surgery
Hard to plan when you have children
Has kids
has to work
have no reason to go nowhere
haven't plan one yet.
haven't planned one
haven't planned to go anywhere
having a baby
having a lot of back problems
health problems
Health problems-can't travel.
health reasons
heart patient
her husband is
her husband works and they don't travel a lot period
Hurricane Katrina caused damages
husband works
i am handicapped

I am trying to get back to my life after katrina
I don't travel
I have little family and dog..
I haven't thought about it
I just don't have plans
I just don't travel that much
I just had something come up
I live in Louisiana
I plan to make one to Florida
if get a chance then will
if it weren't for drinking, eating, or stealing then there wouldn't be much to do in this state
ill
I'm 83
I'm headed for Colorado or Florida
I'm school and have no time
in school
it would be out of the state
just because my mother family can get off to anywhere
just came back from one
just getting stuff together for baby
just got back
just had a baby
just not
just not a good time
just trying to recover from the hurricane
like to stay home when at home
live here
live in Louisiana
lot of work
LSU student
medical problems
money
MONEY
money problems
money situation
more than 6 months away
mostly I out be going of the state
mother and I don't go anywhere
mother is sick.
my age
my destination is outside la
my health
my kids(no time)
no
No
NO
no because she used to live there but not now
no desire to

no interest
No interest
no just work
no means
no money
No money
No particular reason.
no plans
no plans to travel
no reason
No reason
no reason work
no reason to
No reason to leave
no reason, old
no reason
no time
no time or money right now
no urge to go anywhere
no where to go
no where worth going
no, she has children out of state
no, working
no\
none
none other than work in school
not a destination want to go
not a good time
not any particular reason
not anything in particular
not attracted to many things in LA
not enough money
not from here. from California, state does not focus on family activities. only on gambling not meant for family atmosphere.
not in La
not in Louisiana
not much traveling, been ill
not planning it
not planning one.
not really
NOT REALLY ANYWHERE TO GO
not settled back yet
not too much to do
not very exciting state right now
nothing
nothing in Louisiana that I wish to see
nothing planned, but maybe will
nothing really to do
nothing to do or see

nothing to see
nowhere she wants to go in LA
nowhere to go
OLD
older and sick
only travels 30 miles away from home
places where I do were destroyed by storm
planning one out of state
pregnant
Pregnant 1st baby
pretty much stay within 30 miles of home
rarely travel within the state
retired
right now husband not able to make any kinds of trips
school
SEE ALMOST EVERY THING IN THE STATE
seen al of La she needs to
She's been away from home too long. she will not leave her home ever again.
she's been in LA all her life
she's ill
sick
SICK FAMILY
SIX CHILDREN
spent budget on evacuation
spur of the moment trips, unplanned
start renovations
stay at home better, she likes the country
stay here
still living here
Still trying to recuperate from hurricane
storm damage
sucks
the economy
the kids are in school
there is not much left to see
they don't travel
too busy
too busy with Katrina
too involved in hurricane damage camp
too much to do
too much work
too old
Too old
Too old to travel
travel to other sates
traveling outside the country
trying to get over hurricane
trying to get settled in

usually go out of state when we travel
Usually go outside of the state.
vacation out of state
waiting for the summer
want to visit other places
We don't like it here in Louisiana
we just got back from a trip
we live in la
they normally travel to his daughter house not LA.
no one there in La particular not a major destination
when they go on vacation they usually go out of state
will go out of state
work
Work
WORK
work & schedules
work schedule
work too many hours
Work too much
working
Working
working, no vacations
would go elsewhere
wrong time of year