

# **The Economic Impact of Travel on Louisiana Parishes 2007**

A Study Prepared for the  
**Louisiana Office of Tourism**  
by the  
Research Department of the  
Travel Industry Association  
Washington, D.C.  
August 2008



## **PREFACE**

This study was conducted by the research department of the Travel Industry Association (TIA) for the Louisiana Office of Tourism. This report include 2007 preliminary estimates of domestic traveler expenditures in Louisiana, as well as employment, payroll income, and federal, state and local tax revenues directly generated by these expenditures.

Additionally, this study provides estimates by parish of domestic travel expenditures and employment; payroll income; and state and local tax revenue directly generated by domestic expenditures.

In order to show the impact of Hurricane Katrina and Hurricane Rita on Louisiana travel, 2004, 2005 and 2006 travel impact estimates are included in the report.

We would like to give our special and sincere thanks to Mark Northington, Research Director, Louisiana Office of Tourism for his help in this study, his consistent support of TIA, and most importantly, his tremendous contributions to the travel and tourism industry.

Travel Industry Association  
Washington, D.C.  
August 2008

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## **INTRODUCTION**

This report presents preliminary 2007 estimates of the impact of U.S. resident traveler spending in Louisiana, as well as the employment, payroll income and tax revenue directly generated by this spending. In order to show the impact of 2005 Hurricane Katrina and Hurricane Rita on Louisiana travel, 2004, 2005 and 2006 travel impact estimates are included in the report.

All estimates of the economic impact of travel contained in this volume are the product of TIA's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The Travel Economic Impact Model (TEIM) was initially developed in 1975 for the U.S. Department of the Interior to indicate the economic value of travel and tourism to states and counties. The original TEIM has been revised substantially based on more accurate and targeted input data available from governments and the private sector.

The domestic component of TEIM is based on national surveys conducted by TIA and other travel-related data developed each year by TIA, various federal agencies and national travel organizations. A summary of the methodology is provided in Appendix A.

U.S. residents traveling in Louisiana includes both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on day or overnight trips to places 50 miles or more away from home. Travel commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school, are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude publicly supported payroll and employment.

Any travel expenses as a result of hurricane refugees, relief contractors and relief government officials due to Hurricanes Katrina and Rita are not covered in this report. The payroll, employment and tax revenue related with these expenditures are excluded as well.

Since additional data relating to travel and its economic impact in 2007 will become available subsequent to this study, TIA reserves the right to revise these estimates in the future.

## **EXECUTIVE SUMMARY**

- In 2007, domestic travel in Louisiana recovered rapidly from the impact of devastating 2005 Hurricane Katrina and Hurricane Rita, but has not reached 2004 level.
- Domestic travelers directly spent \$8.7 billion in 2007, up 35.7 percent from 2006, but still down 8.6 percent from 2004.
- Domestic travel expenditures directly generated nearly 100.8 thousand jobs within Louisiana in 2007, an increase of 16.4 percent over 2006. Compared to 2004, however, domestic travel-generated jobs declined 13.2 percent. These jobs generated by domestic travelers' spending composed 5.2 percent of Louisiana's total non-agricultural employment in 2007.
- Domestic travel-generated employees in Louisiana earned \$1.8 billion in payroll income during 2007, up 18.2 percent from 2006 and down 7.6 percent over 2004.
- On average, every \$86,495 spent by domestic travelers in Louisiana during 2007 generated one job.
- Additionally, domestic travel generated almost \$1.1 billion in tax revenue for federal, state and local governments in 2007, up 30.5 percent from 2006 and down 9.3 percent from 2004.
- Fifteen of Louisiana's 64 parishes received over \$100 million in domestic travel expenditures in 2007.
- Thirteen counties in Louisiana indicated one thousand or more jobs directly supported by domestic travelers during 2007.

## **TRAVEL impact on U.S. ECONOMY - 2007**

The U.S. economy continued to grow in 2007, but at a slower pace. The real GDP increased 2.0 percent compared with 2006. Both real disposable income and real personal consumption expenditures increased 2.8 percent from 2006. Annual average total non-farm employment in the U.S. increased 1.5 million to 137.6 million, up 1.1 percent over 2006. The national unemployment rate remained the same as 2006 at 4.6 percent. The travel industry performed better in the job market than national average, nearly 133 thousands jobs were added during 2007, a 1.8 percent increase from 2006. The Consumer Price Index (CPI), an indicator of the level of price inflation, was up 2.8 percent in 2007, while TIA's Travel Price Index increased 4.5 percent during the same period. The total U.S. current account deficit decreased to \$731.2 billion in 2007, down 7.2 percent from 2006. The U.S. travel industry generated more than \$17.6 billion trade surplus for the country in 2007.

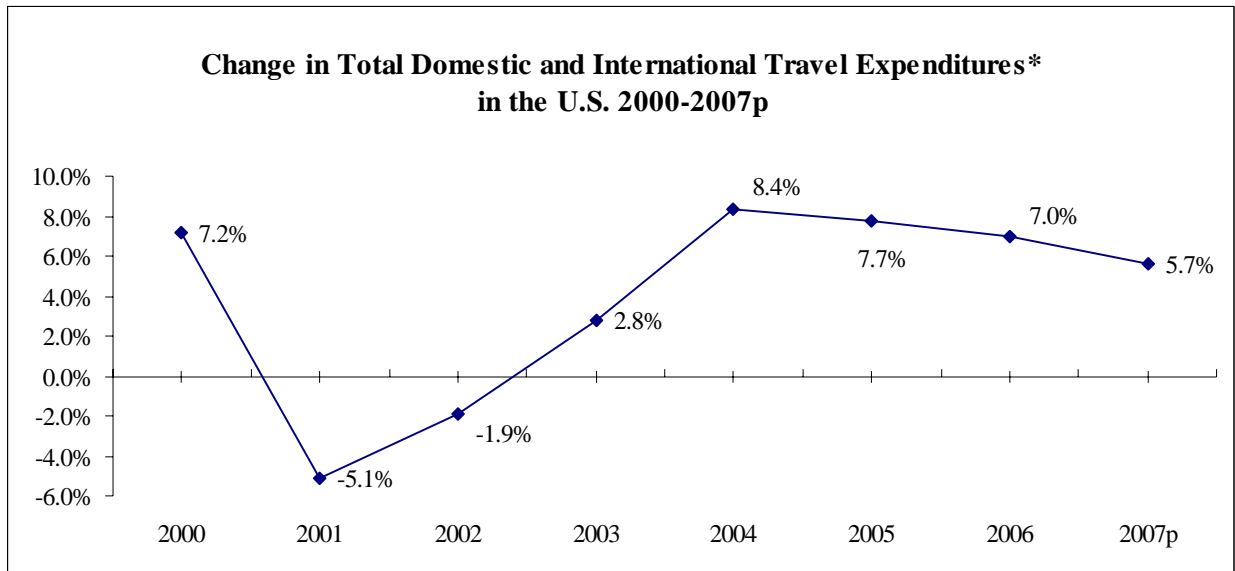
### **U.S. Travel Volume in 2007**

In 2007, total U.S. domestic person-trips were up 0.4 percent over 2006. International visitors to the U.S. increased 10 percent in 2007 to nearly 56 million. Among the international visitors, overseas visitors were up 10 percent to 23.9 million, Canadian visitors increased 11 percent to 17.8 million, and Mexican visitors increased 8 percent to 14.3 million. However, the volume of overseas visitors traveled to the U.S. in 2007 remained 8 percent lower than its historical record set in 2000.

### **Travel Expenditures in 2007**

In 2007, domestic and international travelers' expenditures in the U.S. totaled \$739.4 billion, 5.7 percent more than in 2006. Foodservices sector continually ranked number one among the six industry sectors investigated in this report, totaling \$175.2 billion and representing 23.7 percent of the total travelers' spending. Travel spending on auto transportation reached \$125.8 billion in 2007, a 6.7 percent increase over 2006, largely due to higher gasoline prices. Travel spending on lodging increased 7.6 percent over 2006, the greatest growth among the six industry sectors. According to Smith Travel Research, hotel room demand (hotel room-nights sold) grew 1.2 percent and average daily rate jumped 5.9 percent in 2007.

International travelers' spending jumped 12.8 percent from 2006, totaling \$96.7 billion, while domestic travelers' spending reached \$642.7 billion, up 4.7 percent from 2006.



Sources: TIA, OTTI

P: preliminary

\* Excludes international passenger fare payments.

**Table 1: Travel Expenditures in the U.S. 2006 and 2007**

Industry Sector	2006 Travel Spending in The U.S. (\$ Billions)	2007p Travel Spending in The U.S. (\$ Billions)	2007 Percent Change Over 2006 (%)
Public Transportation	\$127.6	\$132.5	3.9%
Auto Transportation	118.0	125.8	6.7%
Lodging	135.6	145.9	7.6%
Foodservice	166.1	175.2	5.5%
Entertainment/Recreation	79.6	82.8	4.1%
General Retail	72.9	77.1	5.8%
<b>Total</b>	<b>\$699.8</b>	<b>\$739.4</b>	<b>5.7%</b>
International*	\$85.7	\$96.7	12.8%
Domestic	\$614.1	\$642.7	4.7%

Source: TIA

P: preliminary

\* Excludes international passenger fare payments.

## Travel Employment in 2007

More than 1.5 million jobs were added to the non-farm sector in 2007, a 1.1 percent increase from 2006, according to the U.S. Bureau of Labor Statistics (BLS). The national unemployment rate kept unchanged compared with 2006 at 4.6 percent. Total domestic and international travelers' spending in the U.S. directly generated nearly 7.7 million jobs for the U.S. economy in 2007, up 1.8 percent from 2006.

Among the seven travel industry categories investigated in this report for employment, the greatest gain occurred in the arts/entertainment/recreation industry, with employment up 2.5 percent from 2006. The employment generated by total travelers' spending in the foodservices industry reached 2.9 million, up 2.0 percent over 2006. The jobs generated by total travelers' spending in lodging sector increased 1.5 percent from 2006 to 1.5 million. Total travel-generated employment in the public transportation sector increased 1.4 percent.

International travelers' spending generated more than 972 thousand jobs, up 8.8 percent from 2006, while domestic travelers' spending generated 6.7 million jobs, a 0.8 percent increase over 2006.

**Table 2: Travel-Generated Employment in the U.S., 2006 and 2007**

Industry Sector	2006 Travel-Generated Employment (Thousands)	2007p Travel-Generated Employment (Thousands)	2007 Percent Change Over 2006 (%)
Public Transportation	983.2	996.5	1.4%
Auto Transportation	270.3	272.6	0.8%
Lodging	1,498.6	1,520.6	1.5%
Foodservice	2,874.0	2,930.2	2.0%
Entertainment/Recreation	1,258.1	1,289.7	2.5%
General Retail	482.9	489.7	1.4%
Travel Planning	176.2	176.9	0.4%
<b>Total</b>	<b>7,543.4</b>	<b>7,676.2</b>	<b>1.8%</b>
International*	893.5	972.2	8.8%
Domestic	6,649.9	6,704.0	0.8%

Sources: TIA, BLS

P: preliminary

\* Excludes jobs generated by international passenger fare payments.

**Table 3: Overall U.S. Economic Developments, 2005-2007**

<u>Sector</u>	<u>2005</u>	<u>2006</u>	<u>2007p</u>
Nominal gross domestic product (\$ Billions)	\$12,421.9	\$13,178.4	\$13,807.5
Real gross domestic product (\$ Billions)*	\$10,989.5	\$11,294.8	\$11,523.9
Real disposable personal income (\$ Billions)*	\$8,121.4	\$8,407.0	\$8,644.0
Real personal consumption expenditures (\$ Billions)*	\$7,791.7	\$8,029.0	\$8,252.8
Consumer price index**	195.3	201.6	207.3
Travel Price Index**	222.6	233.5	244.0
Non-farm payroll employment (Millions)	133.7	136.1	137.6
Unemployment rate (%)	5.1	4.6	4.6

***Percentage change from previous year***

Nominal gross domestic product	6.3%	6.1%	4.8%
Real gross domestic product	2.9%	2.8%	2.0%
Real disposable personal income	1.4%	3.5%	2.8%
Real personal consumption expenditures	3.0%	3.0%	2.8%
Consumer price index	3.4%	3.2%	2.8%
Travel Price Index	5.3%	4.9%	4.5%
Non-farm payroll employment	1.7%	1.8%	1.1%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, TIA

P: preliminary

\* Chained 2000 dollars

\*\* Base period: 1982-84=100

**Table 4: U.S. Travel Trends, 2003-2007**

<u>Category</u>	<u>2003</u>	<u>2004</u>	<u>2005</u>	<u>2006</u>	<u>2007p</u>
Total travel expenditures (\$ billions)	\$560.1	\$606.9	\$653.8	\$699.8	\$739.4
<i>U.S. travelers' expenditures (\$ billions)</i>	\$495.8	\$532.4	\$572.1	\$614.1	\$642.7
<i>International travelers' expenditures in the U.S.* (\$ billions)</i>	\$64.3	\$74.5	\$81.7	\$85.7	\$96.7
Travel price index**	202.0	211.3	222.6	233.5	244.0
Travel-generated employment*** (thousands)	7,335.7	7,452.7	7,508.8	7,543.4	7,676.2

***Percentage change from previous year***

Total travel expenditures	2.8%	8.3%	7.7%	7.0%	5.7%
<i>U.S. travelers' expenditures</i>	3.7%	7.4%	7.5%	7.3%	4.7%
<i>International travelers' expenditures in the U.S.</i>	-3.4%	15.8%	9.6%	4.9%	12.8%
Travel price index	2.5%	4.6%	5.3%	4.9%	4.5%
Travel-generated employment	-1.4%	1.6%	0.8%	0.5%	1.8%

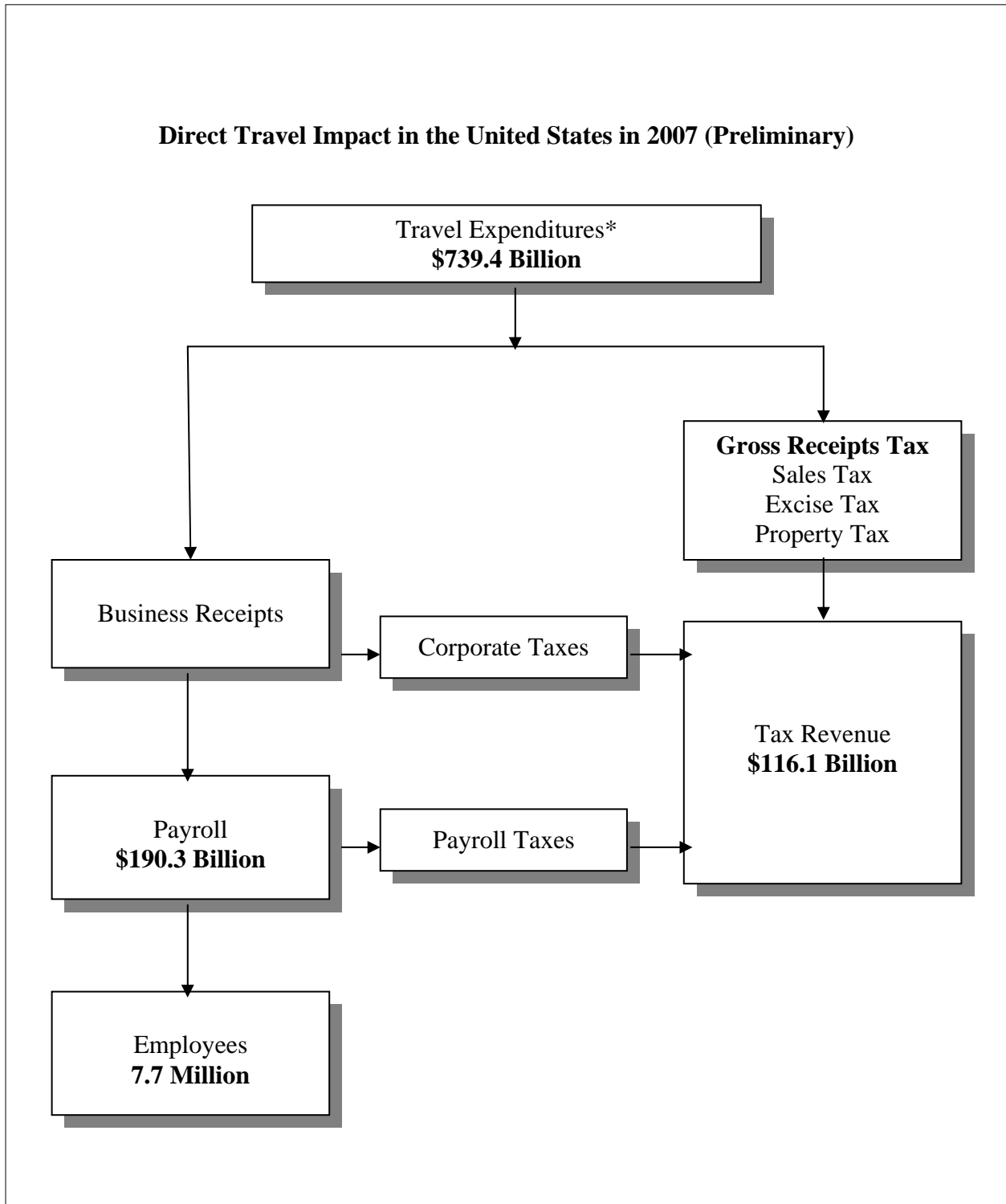
Sources: TIA, Office of Travel and Tourism Industries (OTTI)/International Trade Administration, BLS, BEA

P: preliminary

\* International traveler spending does not include international passenger fares.

\*\* Base period: 1982-84=100

\*\*\* Includes employment generated by both domestic and international traveler expenditures.



Source: TIA

\* Excludes international passenger fare payments and other economic impact generated by these payments.

**TRAVEL IMPACT ON LOUISIANA**

## TRAVEL IMPACT ON LOUISIANA - 2007

### Travel Expenditures

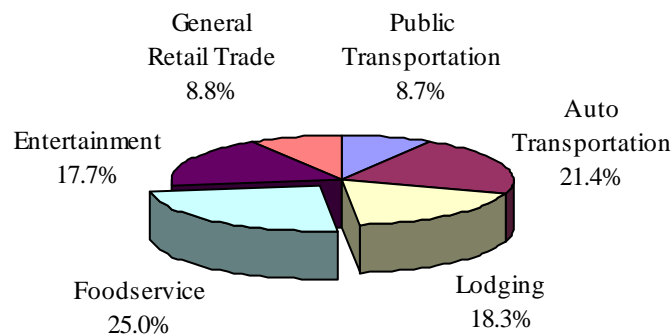
Travel, as one of most important industries in Louisiana’s economy, has been dramatically affected by 2005 Hurricanes Katrina and Rita. Although travel in Louisiana improved in 2007, it had not yet recovered to 2004 level. In 2007, domestic travelers directly spent \$8.7 billion in Louisiana, up 35.7 percent from 2006, but still 8.6 percent lower than 2004.

Domestic traveler spending on foodservice, the largest expenditure category, totaled nearly \$2.2 billion in 2007, 25.0 percent of the state total. This represented a 44.4 percent increase from 2006 and a 9.1 percent decrease from 2004.

The auto transportation sector brought in nearly \$1.9 billion during 2007, a 31.5 percent increase from 2006 and a 2.5 percent decrease from 2004. Auto transportation represents 24.1 percent of the total state domestic travel spending in 2007.

Domestic travel spending on lodging increased 40.5 percent from 2006 to \$1.6 billion in 2007. Compared to 2004, the year before Hurricanes Katrina and Rita, this spending was still 10.2 percent lower.

**Domestic Travel Expenditures in Louisiana  
by Industry Sector, 2007**



1. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline service stations, and automotive rental.
2. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.
3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.
4. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.
5. General retail trade sector includes gifts, clothes, souvenirs and other incidental retail purchases.
6. Entertainment and recreation sector includes amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Travel Expenditures

**Table 5: Domestic Travel Expenditures in Louisiana, 2004-2007**

<u>Industry Sector</u>	Total (\$ Millions) <u>2004</u>	Total (\$ Millions) <u>2005</u>	Total (\$ Millions) <u>2006</u>	Total (\$ Millions) <u>2007</u>
Public Transportation	\$900.9	\$733.0	\$603.4	\$756.1
Auto Transportation	1,916.0	1,698.5	1,420.3	1,867.8
Lodging	1,781.0	1,443.0	1,138.6	1,599.3
Foodservice	2,394.9	1,963.1	1,507.5	2,177.4
Entertainment	1,696.6	1,358.5	1,204.3	1,546.6
<u>General Retail Trade</u>	<u>849.9</u>	<u>692.5</u>	<u>550.9</u>	<u>770.2</u>
<b>Total</b>	<b>\$9,539.4</b>	<b>\$7,888.6</b>	<b>\$6,425.0</b>	<b>\$8,717.3</b>

**Percent Changes**

<u>Industry Sector</u>	% Change <u>2007/04</u>	% Change <u>2007/05</u>	% Change <u>2007/06</u>
Public Transportation	-16.1%	3.1%	25.3%
Auto Transportation	-2.5%	10.0%	31.5%
Lodging	-10.2%	10.8%	40.5%
Foodservice	-9.1%	10.9%	44.4%
Entertainment	-8.8%	13.8%	28.4%
<u>General Retail Trade</u>	<u>-9.4%</u>	<u>11.2%</u>	<u>39.8%</u>
<b>Total</b>	<b>-8.6%</b>	<b>10.5%</b>	<b>35.7%</b>

Source: TIA

## TRAVEL IMPACT ON LOUISIANA - 2007

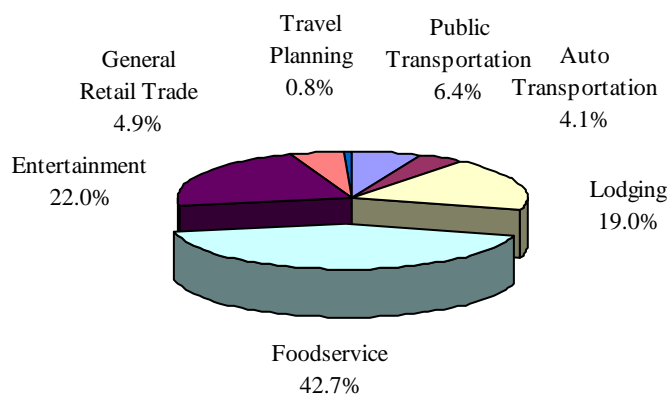
### Travel-Generated Employment

In 2007, travel-generated employment increased 16.3 percent from 2006 but down 13.2 percent from 2004. It is important to note that domestic travel generated employment composed 5.2 percent of total non-agricultural employment in Louisiana during 2007. Without these jobs generated by domestic travel, Louisiana's 2007 unemployment rate of 3.8 percent would have been 5.0 percentage points higher than it was, or 8.9 percent of the labor force. In addition, every \$86,495 spent by domestic travelers in Louisiana directly supported one job.

The foodservice sector, which includes restaurants and other eating and drinking places, provided more jobs than any other industry sector. During 2007, domestic travelers' spending in this sector created 43.0 thousand jobs, accounting for 42.7 percent of the state total. However, it was still 12.3 percent lower than 2004.

Domestic travel spending generated 19.2 thousand jobs in the lodging sector during 2007, up 26 percent from 2006, and yet 14.8 percent lower than 2004.

**Domestic Travel Generated Employment in Louisiana  
by Industry Sector, 2007**



Travel-Generated Employment

**Table 6: Domestic Travel-Generated Employment in Louisiana, 2004-2007**

<u>Industry Sector</u>	Total (Thousands) <u>2004</u>	Total (Thousands) <u>2005</u>	Total (Thousands) <u>2006</u>	Total (Thousands) <u>2007</u>
Public Transportation	7.2	7.0	5.1	6.4
Auto Transportation	4.8	4.6	3.6	4.1
Lodging	22.5	19.6	15.2	19.2
Foodservice	49.0	44.8	37.0	43.0
Entertainment	25.6	24.1	20.9	22.2
General Retail Trade	5.6	5.1	4.0	5.0
<u>Travel Planning*</u>	<u>1.2</u>	<u>1.1</u>	<u>0.8</u>	<u>0.9</u>
<b>Total</b>	<b>116.1</b>	<b>106.3</b>	<b>86.6</b>	<b>100.8</b>

**Percent Changes**

<u>Industry Sector</u>	% Change <u>2007/04</u>	% Change <u>2007/05</u>	% Change <u>2007/06</u>
Public Transportation	-10.6%	-7.7%	26.8%
Auto Transportation	-14.5%	-9.8%	15.6%
Lodging	-14.8%	-2.1%	26.0%
Foodservice	-12.3%	-4.0%	16.1%
Entertainment	-13.4%	-7.8%	5.9%
General Retail Trade	-11.5%	-2.4%	25.0%
<u>Travel Planning*</u>	<u>-30.7%</u>	<u>-23.6%</u>	<u>11.5%</u>
<b>Total</b>	<b>-13.2%</b>	<b>-5.1%</b>	<b>16.4%</b>

Source: TIA

Note: \* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses.

## TRAVEL IMPACT ON LOUISIANA – 2007

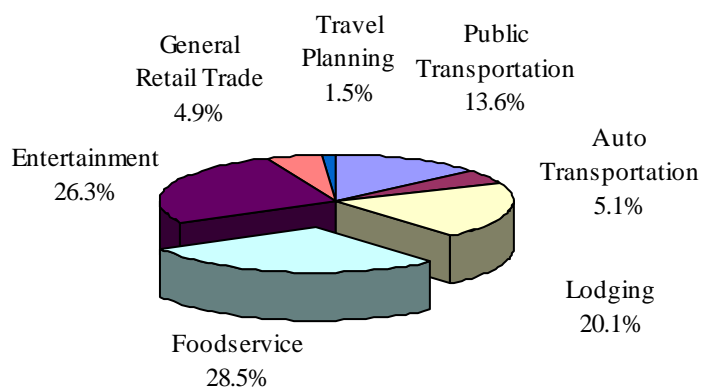
### Travel-Generated Payroll

Travel-generated payroll is the wage and salary income paid to employees directly serving travelers within the industry sectors from which these travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

Hurricane Katrina and Hurricane Rita in 2005 dramatically affected payroll income as well. Total annual payroll income directly attributable to domestic travel spending increased 18.2 percent from 2006 to \$1.8 billion in 2007. This is, however, still 7.6 percent lower than 2004.

In 2007, the foodservice industry and amusement/recreation industry, the largest two travel-generated payroll income providers in Louisiana, reached \$514.1 million and \$475.0 million, respectively. The lodging sector received \$363.8 million in payroll income.

**Domestic Travel Generated Payroll in Louisiana  
by Industry Sector, 2007**



Travel-Generated Payroll

**Table 7: Domestic Travel-Generated Payroll in Louisiana, 2004-2007**

<u>Industry Sector</u>	Total (\$ Millions) <u>2004</u>	Total (\$ Millions) <u>2005</u>	Total (\$ Millions) <u>2006</u>	Total (\$ Millions) <u>2007</u>
Public Transportation	\$267.5	\$243.7	\$197.8	\$246.5
Auto Transportation	100.1	90.3	79.4	92.3
Lodging	380.9	323.1	280.6	363.8
Foodservice	556.6	483.4	441.6	514.1
Entertainment	526.6	471.0	438.7	475.0
General Retail Trade	95.0	83.9	71.0	89.0
<u>Travel Planning*</u>	<u>29.7</u>	<u>26.2</u>	<u>20.2</u>	<u>26.2</u>
<b>Total</b>	<b>\$1,956.4</b>	<b>\$1,721.7</b>	<b>\$1,529.3</b>	<b>\$1,807.0</b>

**Percent Changes**

<u>Industry Sector</u>	% Change <u>2007/04</u>	% Change <u>2007/05</u>	% Change <u>2007/06</u>
Public Transportation	-7.9%	1.2%	24.6%
Auto Transportation	-7.7%	2.3%	16.4%
Lodging	-4.5%	12.6%	29.6%
Foodservice	-7.6%	6.4%	16.4%
Entertainment	-9.8%	0.8%	8.3%
General Retail Trade	-6.2%	6.1%	25.3%
<u>Travel Planning*</u>	<u>-11.7%</u>	<u>-0.1%</u>	<u>29.9%</u>
<b>Total</b>	<b>-7.6%</b>	<b>5.0%</b>	<b>18.2%</b>

Source: TIA

Notes: \*Refers to payroll income that goes to travel agents, tour operators, and other travel service employees. These employees arrange passenger transportation, lodging, tours and other related services.

## TRAVEL IMPACT ON LOUISIANA - 2007

### Travel-Generated Tax Revenue

Travel tax receipts are the federal, state and local tax revenues attributable to travel spending in Louisiana. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs. As a result of substantial decreases in the sale of travel goods and services, in addition to travel generated income caused by the hurricanes, travel generated tax receipts for federal, state and local declined dramatically as well.

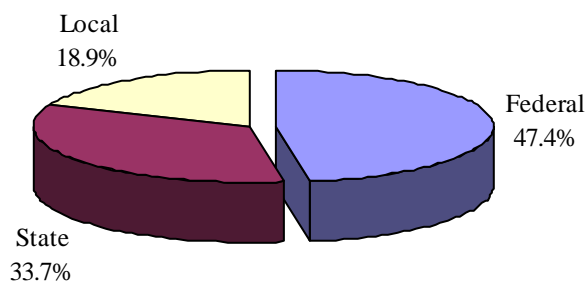
Domestic travel spending in Louisiana generated \$520.8 million in tax revenue for the federal government in 2007, up 22.7 percent from 2006, but still 9.6 percent lower than 2004.

Domestic travel spending in Louisiana also generated \$370.5 million tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income, up 37.4 percent from 2006 but down 9.4 percent from 2004.

Taxes collected by local governments reached \$208.6 million in 2007 through sales tax and property tax, 40.1 percent higher than 2006 and 8.2 percent lower than 2004.

In 2007, each dollar spent by domestic travelers in Louisiana produced 12.6 cents for federal, state and local tax coffers.

**Domestic Travel-Generated Tax Revenue  
in Louisiana by Level of Government, 2007**



Travel-Generated Tax Revenue

**Table 8: Domestic Travel-Generated Tax Revenue in Louisiana, 2004-2007**

	Total (\$ Millions) <u>2004</u>	Total (\$ Millions) <u>2005</u>	Total (\$ Millions) <u>2006</u>	Total (\$ Millions) <u>2007</u>
<u>Government</u>				
Federal	\$576.3	\$457.7	\$424.4	\$520.8
State	408.9	332.7	269.6	370.5
<u>Local</u>	<u>226.0</u>	<u>185.1</u>	<u>148.1</u>	<u>207.6</u>
<b>Total</b>	<b>\$1,211.3</b>	<b>\$975.5</b>	<b>\$842.1</b>	<b>\$1,098.8</b>

**Percent  
Changes**

	% Change <u>2007/04</u>	% Change <u>2007/05</u>	% Change <u>2007/06</u>
<u>Government</u>			
Federal	-9.6%	13.8%	22.7%
State	-9.4%	11.4%	37.4%
<u>Local</u>	<u>-8.2%</u>	<u>12.1%</u>	<u>40.1%</u>
<b>Total</b>	<b>-9.3%</b>	12.6%	30.5%

Source: TIA

## **DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES - 2007**

Compared to 2006, domestic travelers' spending in Louisiana improved dramatically, totaling \$8.7 billion, but it was still 8.6 percent lower than 2004. These expenditures directly generated \$1.8 billion in wages and salaries, 100.8 thousand jobs and \$578 million in tax revenue for the state treasury and local governments.

Travel expenditures occurred throughout all the sixty-four parishes in Louisiana. The top five parishes in Louisiana received nearly \$5.8 billion in direct domestic travel expenditures, 66.2 percent of the state total, down 15.6 percent from 2004. In 2007, spending by domestic travelers in the top five parishes generated \$1.3 billion in payroll income and 73.2 thousand jobs. This represented 72.0 and 72.6 percent of the state total, respectively. Additionally, domestic traveler expenditures in these top five parishes generated nearly \$366 million in tax revenue for the state treasury and the local governments during 2007, 63.3 percent of the state total.

### **Domestic Travel Impact on Top 5 Parishes**

**Orleans Parish**, which includes the city of New Orleans, was the most severely affected area by the hurricanes in 2005. Although travel in this area has recovered greatly in 2007 with a total of \$3.2 billion in direct travel expenditures, this was still 26.5 percent lower than 2004 level. Consequently, the employment, payroll and tax receipts generated by travel spending were much lower than 2004 accordingly.

**Jefferson Parish**, located adjacent to New Orleans, ranked second with \$929 million in domestic travel spending in 2007. The domestic travel spending in this parish almost reached the 2004 level (only 1.6 percent lower). Payroll income and jobs generated by the spending reported \$183 million and 9.6 thousand, respectively.

**East Baton Rouge Parish** recovered from 2005 Hurricane Katrina and Rita quickly, posting \$736 million in domestic travel expenditures, up 15.1 percent from 2004. These expenditures benefited parish residents with nearly \$138 million in payroll as well as almost 7.0 thousand jobs for parish residents.

**Caddo Parish** performed well during 2007 and received \$505 million from domestic travelers, just 0.6 percent lower than 2004. Payroll income in Caddo Parish increased 2.5 percent from 2004 to nearly \$107 million and 5.0 jobs were generated by the spending in 2007.

**Bossier Parish** surpassing 2004 level by 3.4 percent, ranked fifth with \$379 million travel spending from domestic visitors. This spending generated almost \$110 million in payroll and more than 5.7 thousand jobs, up 6.7 percent and 1.5 percent from 2004, respectively.

**Table 9: Domestic Travel Impact in Louisiana - Top 5 Parishes, 2004 and 2007**

***2007 Travel Impact***

Parish	Expenditures (\$ million)	Payroll (\$ million)	Employment (thousands)	State & Local Tax Revenue (\$ million)
ORLEANS	\$3,217.6	\$762.6	45.9	\$200.5
JEFFERSON	929.4	183.4	9.6	56.8
EAST BATON ROUGE	736.3	137.9	7.0	46.5
CADDO	505.3	106.9	5.0	33.9
<u>BOSSIER</u>	<u>379.3</u>	<u>110.0</u>	<u>5.7</u>	<u>28.1</u>
Top Five Parish Total	\$5,768.0	\$1,300.8	73.2	\$365.9
State Total	\$8,717.3	\$1,807.0	100.8	\$578.0
Share Of Top 5 Parishes	66.2%	72.0%	72.6%	63.3%

***2004 Travel Impact***

ORLEANS	\$4,376.5	\$1,005.2	63.5	\$275.5
JEFFERSON	945.0	180.7	10.0	58.5
EAST BATON ROUGE	639.9	116.2	6.2	41.0
CADDO	508.6	104.2	5.2	34.6
<u>BOSSIER</u>	<u>367.0</u>	<u>103.1</u>	<u>5.6</u>	<u>27.5</u>
Top Five Parish Total	\$6,837.1	\$1,509.4	90.4	\$437.1
State Total	\$9,539.4	\$1,956.4	116.1	\$635.0
Share Of Top 5 Parishes	71.7%	77.2%	77.9%	68.8%

***Percentage Change***

***2007 over 2004***

ORLEANS	-26.5%	-24.1%	-27.8%	-27.2%
JEFFERSON	-1.6%	1.5%	-3.4%	-2.9%
EAST BATON ROUGE	15.1%	18.7%	13.0%	13.4%
CADDO	-0.6%	2.5%	-2.4%	-2.0%
<u>BOSSIER</u>	<u>3.4%</u>	<u>6.7%</u>	<u>1.5%</u>	<u>2.3%</u>
Top Five Parish Total	-15.6%	-13.8%	-19.1%	-16.3%
State Total	-8.6%	-7.6%	-13.2%	-9.0%

Source: TIA

## **PARISH TABLES**

The following tables list the results of the Parish Economic Impact Component of the TIA's Travel Economic Impact Model for Louisiana in 2007, 2006, 2005 and 2004. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table A shows the parishes listed alphabetically, with 2007 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B shows the parishes listed alphabetically, with 2006 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table C shows the parishes listed alphabetically, with 2005 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table D shows the parishes listed alphabetically, with 2004 travel expenditures, travel-generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table E shows the percent change in 2007 over 2004 estimates for each of the measures of economic impact.

Table A: Alphabetical by Parish, 2007

<b>Domestic Travel Impact on Louisiana Parishes - 2007</b>					
<b>Table A: Alphabetical by Parish, 2007</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$34.12	\$3.42	0.20	\$1.96	\$0.64
ALLEN	163.84	45.82	2.31	4.80	3.35
ASCENSION	75.78	9.18	0.57	4.16	1.24
ASSUMPTION	10.71	1.19	0.07	0.58	0.25
AVOUELLES	102.20	24.31	1.27	2.51	1.65
BEAUREGARD	16.81	2.30	0.12	0.89	1.28
BIENVILLE	9.33	1.21	0.07	0.48	0.70
BOSSIER	379.33	109.97	5.70	16.99	11.16
CADDO	505.34	106.85	5.05	23.16	10.73
CALCASIEU	339.29	85.36	4.31	15.21	9.16
CALDWELL	6.83	0.92	0.05	0.32	0.45
CAMERON	4.37	0.64	0.04	0.20	0.27
CATAHOULA	5.25	0.88	0.06	0.22	0.34
CLAIBORNE	8.43	1.32	0.08	0.38	0.45
CONCORDIA	11.78	1.46	0.09	0.60	0.55
DE SOTO	13.46	1.62	0.09	0.76	0.47
EAST BATON ROUGE	736.31	137.95	6.95	33.10	13.42
EAST CARROLL	9.08	1.00	0.07	0.55	0.21
EAST FELICIANA	3.57	0.60	0.04	0.15	0.23
EVANGELINE	14.95	2.29	0.14	0.74	0.57
FRANKLIN	7.32	1.13	0.08	0.29	0.24
GRANT	3.44	0.56	0.04	0.14	0.31
IBERIA	44.38	6.80	0.41	2.18	0.79
IBERVILLE	20.51	3.11	0.17	1.07	0.86
JACKSON	8.52	1.18	0.08	0.32	0.22
JEFFERSON	929.40	183.41	9.62	37.80	19.03
JEFFERSON DAVIS	17.17	2.20	0.15	0.92	0.40

Table A: Alphabetical by Parish, 2007

**Domestic Travel Impact on Louisiana Parishes - 2007****Table A: Alphabetical by Parish, 2007 (Continued)**

<u>Parish</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
LAFAYETTE	377.85	64.64	3.39	18.07	7.00
LAFOURCHE	72.30	9.03	0.53	3.92	1.23
LASALLE	4.24	0.67	0.05	0.17	0.22
LINCOLN	26.21	4.44	0.29	1.27	0.65
LIVINGSTON	39.97	3.82	0.21	2.22	1.42
MADISON	40.18	3.27	0.17	2.73	0.61
MOREHOUSE	14.46	2.32	0.14	0.71	0.39
NATCHITOCHE	34.15	5.40	0.34	1.70	1.23
ORLEANS	3,217.62	762.62	45.86	120.15	80.34
OUACHITA	207.38	39.08	1.94	8.79	3.99
PLAQUEMINES	20.94	3.55	0.19	1.02	1.56
POINTE COUPEE	10.18	1.35	0.08	0.49	0.26
RAPIDES	128.27	20.04	1.10	6.20	2.52
RED RIVER	5.15	0.67	0.04	0.27	0.18
RICHLAND	17.48	2.11	0.13	1.01	0.34
SABINE	19.45	2.61	0.14	0.90	2.02
SAINT BERNARD	32.75	4.31	0.24	1.72	0.48
SAINT CHARLES	38.28	5.23	0.31	1.88	0.55
SAINT HELENA	2.34	0.46	0.03	0.09	0.16
SAINT JAMES	10.38	1.40	0.10	0.48	0.17
SAINT JOHN THE BAPTIST	34.33	5.73	0.36	1.62	0.73
SAINT LANDRY	88.05	10.41	0.65	4.94	2.52
SAINT MARTIN	26.81	3.35	0.17	1.38	1.53
SAINT MARY	136.50	31.21	1.67	4.04	2.30
SAINT TAMMANY	180.11	26.24	1.49	9.59	5.01
TANGIPAHOA	129.28	13.20	0.75	7.25	2.23
TENSAS	3.70	0.78	0.04	0.15	0.41

Table A: Alphabetical by Parish, 2007

<b>Domestic Travel Impact on Louisiana Parishes - 2007</b>					
<b>Table A: Alphabetical by Parish, 2007 (Continued)</b>					
<u>Parish</u>	<u>Expenditures</u> <u>(\$ Millions)</u>	<u>Payroll</u> <u>(\$ Millions)</u>	<u>Employment</u> <u>(Thousands)</u>	<u>State Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>	<u>Local Tax</u> <u>Receipts</u> <u>(\$ Millions)</u>
TERREBONNE	112.35	16.00	0.96	6.00	2.00
UNION	11.09	1.27	0.07	0.60	0.76
VERMILION	38.58	4.08	0.23	2.20	1.00
VERNON	18.39	2.55	0.15	0.94	0.78
WASHINGTON	21.58	2.50	0.15	1.16	0.62
WEBSTER	41.73	5.02	0.27	2.41	1.31
WEST BATON ROUGE	45.44	6.13	0.37	2.60	0.87
WEST CARROLL	3.65	0.59	0.04	0.15	0.14
WEST FELICIANA	17.99	3.01	0.19	0.94	0.73
WINN	6.63	1.32	0.09	0.27	0.30
<b>STATE TOTALS</b>	<b>\$8,717.34</b>	<b>\$1,807.04</b>	<b>100.78</b>	<b>\$370.49</b>	<b>\$207.55</b>

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Table B: Alphabetical by Parish, 2006

<b>Domestic Travel Impact on Louisiana Parishes - 2006</b>					
<b>Table B: Alphabetical by Parish, 2006</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$23.23	\$2.65	0.15	\$1.32	\$0.42
ALLEN	114.45	36.42	1.86	3.32	2.24
ASCENSION	48.06	6.63	0.42	2.61	0.75
ASSUMPTION	7.52	0.95	0.06	0.40	0.17
AVOUELLES	82.22	22.25	1.18	2.00	1.27
BEAUREGARD	11.69	1.82	0.10	0.61	0.86
BIENVILLE	7.79	1.15	0.07	0.40	0.56
BOSSIER	337.31	111.26	5.84	14.94	9.50
CADDO	457.21	110.00	5.27	20.73	9.30
CALCASIEU	325.04	78.07	4.00	14.41	8.40
CALDWELL	6.45	0.99	0.06	0.30	0.41
CAMERON	3.09	0.52	0.04	0.14	0.18
CATAHOULA	4.03	0.77	0.05	0.17	0.25
CLAIBORNE	7.43	1.32	0.08	0.33	0.38
CONCORDIA	9.40	1.32	0.08	0.47	0.42
DE SOTO	11.93	1.63	0.10	0.66	0.40
EAST BATON ROUGE	678.19	123.91	6.33	30.15	11.84
EAST CARROLL	7.84	0.98	0.07	0.47	0.17
EAST FELICIANA	2.45	0.47	0.03	0.10	0.15
EVANGELINE	12.13	2.11	0.13	0.59	0.44
FRANKLIN	6.58	1.15	0.09	0.26	0.21
GRANT	2.86	0.53	0.04	0.12	0.24
IBERIA	30.38	5.29	0.32	1.47	0.52
IBERVILLE	14.44	2.49	0.13	0.74	0.58
JACKSON	6.99	1.10	0.08	0.26	0.18
JEFFERSON	513.51	125.04	6.71	19.99	10.28
JEFFERSON DAVIS	13.09	1.90	0.13	0.69	0.30

Table B: Alphabetical by Parish, 2006

<b>Domestic Travel Impact on Louisiana Parishes - 2006</b>					
<b>Table B: Alphabetical by Parish, 2006 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	337.52	58.17	3.09	15.96	5.99
LAFOURCHE	48.07	6.83	0.40	2.58	0.78
LASALLE	3.74	0.68	0.05	0.15	0.19
LINCOLN	21.94	4.23	0.28	1.05	0.52
LIVINGSTON	25.59	2.78	0.15	1.40	0.87
MADISON	34.34	3.18	0.16	2.31	0.50
MOREHOUSE	12.43	2.27	0.14	0.61	0.32
NATCHITOCHES	27.36	4.92	0.32	1.35	0.94
ORLEANS	2,159.74	631.59	38.87	77.17	52.73
OUACHITA	168.05	36.04	1.81	7.04	3.10
PLAQUEMINES	17.40	2.96	0.16	0.84	1.24
POINTE COUPEE	7.02	1.06	0.07	0.33	0.17
RAPIDES	107.37	19.08	1.06	5.13	2.02
RED RIVER	4.29	0.64	0.04	0.23	0.14
RICHLAND	16.57	2.28	0.14	0.95	0.31
SABINE	16.68	2.54	0.14	0.77	1.66
SAINT BERNARD	27.37	4.10	0.24	1.42	0.39
SAINT CHARLES	24.50	3.81	0.23	1.19	0.34
SAINT HELENA	1.66	0.37	0.03	0.06	0.11
SAINT JAMES	7.43	1.14	0.08	0.34	0.12
SAINT JOHN THE BAPTIST	21.25	4.04	0.26	0.99	0.43
SAINT LANDRY	74.78	10.06	0.63	4.15	2.05
SAINT MARTIN	16.39	2.33	0.12	0.83	0.89
SAINT MARY	67.85	17.65	0.96	1.99	1.10
SAINT TAMMANY	111.87	18.54	1.07	5.89	2.98
TANGIPAHOA	93.88	10.90	0.63	5.21	1.55
TENSAS	3.20	0.77	0.04	0.13	0.34

Table B: Alphabetical by Parish, 2006

<b>Domestic Travel Impact on Louisiana Parishes - 2006</b>					
<b>Table B: Alphabetical by Parish, 2006 (Continued)</b>					
<u>Parish</u>	<u>Expenditures</u> (\$ Millions)	<u>Payroll</u> (\$ Millions)	<u>Employment</u> (Thousands)	<u>State Tax</u> <u>Receipts</u> (\$ Millions)	<u>Local Tax</u> <u>Receipts</u> (\$ Millions)
TERREBONNE	70.83	11.48	0.70	3.74	1.21
UNION	9.99	1.30	0.08	0.54	0.66
VERMILION	25.16	3.03	0.17	1.42	0.63
VERNON	15.51	2.45	0.15	0.78	0.63
WASHINGTON	14.66	1.93	0.11	0.78	0.40
WEBSTER	35.73	4.89	0.27	2.04	1.08
WEST BATON ROUGE	28.79	4.42	0.27	1.63	0.53
WEST CARROLL	3.19	0.58	0.04	0.13	0.12
WEST FELICIANA	12.20	2.32	0.15	0.63	0.47
WINN	5.35	1.21	0.09	0.22	0.23
<b>STATE TOTALS</b>	<b>\$6,425.02</b>	<b>\$1,529.27</b>	<b>86.6</b>	<b>\$269.59</b>	<b>\$148.13</b>

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Table C: Alphabetical by Parish, 2005

<b>Domestic Travel Impact on Louisiana Parishes - 2005</b>					
<b>Table C: Alphabetical by Parish, 2005</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$26.32	\$2.81	0.18	\$1.51	\$0.48
ALLEN	156.34	39.44	2.20	4.59	3.11
ASCENSION	53.55	7.03	0.48	2.95	0.85
ASSUMPTION	7.93	0.95	0.06	0.43	0.18
AVOUELLES	85.69	18.43	1.07	2.11	1.34
BEAUREGARD	13.11	1.62	0.09	0.69	0.97
BIENVILLE	9.58	1.16	0.07	0.50	0.70
BOSSIER	402.56	108.51	5.87	18.08	11.52
CADDO	532.01	104.87	5.17	24.46	10.99
CALCASIEU	231.57	62.71	3.51	10.42	6.08
CALDWELL	7.55	0.95	0.06	0.36	0.48
CAMERON	3.05	0.49	0.04	0.14	0.18
CATAHOULA	4.85	0.75	0.05	0.20	0.30
CLAIBORNE	8.80	1.28	0.08	0.40	0.46
CONCORDIA	10.38	1.16	0.08	0.53	0.48
DE SOTO	14.05	1.58	0.10	0.79	0.47
EAST BATON ROUGE	580.28	106.17	5.81	26.17	10.29
EAST CARROLL	9.85	1.01	0.07	0.59	0.22
EAST FELICIANA	2.66	0.48	0.04	0.11	0.17
EVANGELINE	13.80	1.91	0.12	0.69	0.51
FRANKLIN	7.81	1.12	0.09	0.32	0.25
GRANT	3.38	0.52	0.04	0.14	0.29
IBERIA	31.60	5.20	0.35	1.55	0.55
IBERVILLE	15.22	2.49	0.15	0.79	0.62
JACKSON	8.20	1.06	0.07	0.31	0.21
JEFFERSON	717.19	152.45	8.87	29.26	14.28
JEFFERSON DAVIS	13.71	1.88	0.14	0.74	0.31

Table C: Alphabetical by Parish, 2005

<b>Domestic Travel Impact on Louisiana Parishes – 2005</b>					
<b>Table C: Alphabetical by Parish, 2005 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	265.39	48.52	2.82	12.73	4.78
LAFOURCHE	49.99	6.72	0.43	2.72	0.82
LASALLE	4.40	0.65	0.05	0.18	0.22
LINCOLN	24.87	3.92	0.27	1.21	0.60
LIVINGSTON	27.45	2.80	0.17	1.53	0.95
MADISON	39.86	3.03	0.16	2.72	0.59
MOREHOUSE	14.98	2.24	0.14	0.74	0.40
NATCHITOCHE	33.64	4.97	0.33	1.68	1.18
ORLEANS	3,347.35	853.32	56.88	125.36	81.31
OUACHITA	190.47	33.48	1.73	8.09	3.57
PLAQUEMINES	16.16	2.98	0.17	0.79	1.17
POINTE COUPEE	7.29	1.04	0.07	0.35	0.18
RAPIDES	126.97	18.45	1.06	6.16	2.42
RED RIVER	5.36	0.65	0.04	0.29	0.18
RICHLAND	18.42	2.07	0.13	1.07	0.35
SABINE	19.80	2.47	0.14	0.92	2.01
SAINT BERNARD	29.98	4.30	0.27	1.58	0.43
SAINT CHARLES	25.26	3.75	0.25	1.24	0.36
SAINT HELENA	1.76	0.37	0.03	0.07	0.11
SAINT JAMES	7.83	1.13	0.09	0.36	0.12
SAINT JOHN THE BAPTIST	21.20	3.83	0.27	1.00	0.44
SAINT LANDRY	74.65	7.98	0.55	4.20	2.08
SAINT MARTIN	17.91	2.41	0.14	0.92	0.99
SAINT MARY	71.95	17.62	1.05	2.14	1.18
SAINT TAMMANY	126.27	19.73	1.24	6.74	3.42
TANGIPAHOA	96.32	10.56	0.67	5.42	1.62
TENSAS	3.77	0.74	0.04	0.15	0.41

Table C: Alphabetical by Parish, 2005

<b>Domestic Travel Impact on Louisiana Parishes - 2005</b>						
<b>Table C: Alphabetical by Parish, 2005 (Continued)</b>						
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>	
TERREBONNE	75.10	11.45	0.76	4.02	1.30	
UNION	11.91	1.27	0.08	0.65	0.80	
VERMILION	28.22	3.22	0.20	1.61	0.71	
VERNON	19.24	2.48	0.16	0.98	0.80	
WASHINGTON	15.17	1.90	0.12	0.82	0.42	
WEBSTER	42.54	4.77	0.27	2.46	1.30	
WEST BATON ROUGE	32.65	4.75	0.32	1.87	0.61	
WEST CARROLL	3.77	0.57	0.04	0.15	0.14	
WEST FELICIANA	13.24	2.38	0.17	0.69	0.52	
WINN	6.39	1.18	0.09	0.27	0.28	
<b>STATE TOTALS</b>	<b>\$7,888.56</b>	<b>\$1,721.71</b>	<b>106.25</b>	<b>\$332.71</b>	<b>\$185.09</b>	

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Table D: Alphabetical by Parish, 2004

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$32.21	\$3.13	0.19	\$1.89	\$0.60
ALLEN	164.65	44.62	2.36	4.95	3.32
ASCENSION	72.63	8.53	0.56	4.09	1.17
ASSUMPTION	10.51	1.13	0.07	0.58	0.24
AVOUELLES	98.36	22.68	1.25	2.48	1.56
BEAUREGARD	14.25	1.89	0.10	0.77	1.07
BIENVILLE	9.00	1.13	0.07	0.48	0.67
BOSSIER	367.01	103.11	5.61	16.87	10.65
CADDO	508.60	104.21	5.18	23.92	10.66
CALCASIEU	304.10	74.14	3.94	13.99	8.10
CALDWELL	7.23	0.95	0.06	0.35	0.47
CAMERON	4.38	0.63	0.05	0.20	0.27
CATAHOULA	4.42	0.72	0.05	0.19	0.28
CLAIBORNE	8.42	1.27	0.08	0.39	0.44
CONCORDIA	11.51	1.38	0.09	0.60	0.53
DE SOTO	13.52	1.58	0.10	0.78	0.46
EAST BATON ROUGE	639.94	116.18	6.15	29.52	11.51
EAST CARROLL	8.89	0.95	0.07	0.55	0.20
EAST FELICIANA	3.44	0.56	0.04	0.15	0.22
EVANGELINE	14.94	2.22	0.14	0.76	0.56
FRANKLIN	7.33	1.09	0.08	0.30	0.24
GRANT	3.24	0.52	0.04	0.14	0.28
IBERIA	41.10	6.10	0.38	2.07	0.72
IBERVILLE	20.28	2.98	0.17	1.08	0.84
JACKSON	7.88	1.05	0.07	0.31	0.20
JEFFERSON	944.99	180.72	9.96	39.44	19.09
JEFFERSON DAVIS	17.57	2.18	0.15	0.97	0.41

Table D: Alphabetical by Parish, 2004

<b>Domestic Travel Impact on Louisiana Parishes - 2004</b>					
<b>Table D: Alphabetical by Parish, 2004 (Continued)</b>					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	335.16	55.56	3.06	16.45	6.12
LAFOURCHE	65.45	7.93	0.49	3.65	1.09
LASALLE	4.19	0.65	0.05	0.17	0.21
LINCOLN	23.10	3.79	0.26	1.15	0.56
LIVINGSTON	34.53	3.20	0.18	1.97	1.21
MADISON	39.70	3.13	0.17	2.77	0.59
MOREHOUSE	13.99	2.18	0.14	0.71	0.38
NATCHITOCHE	32.70	5.01	0.34	1.67	1.16
ORLEANS	4,376.55	1,005.20	63.51	167.69	107.80
OUACHITA	182.92	33.41	1.74	7.95	3.48
PLAQUEMINES	22.32	3.67	0.20	1.12	1.64
POINTE COUPEE	9.75	1.25	0.08	0.48	0.24
RAPIDES	117.32	17.76	1.02	5.82	2.27
RED RIVER	5.05	0.64	0.04	0.28	0.17
RICHLAND	16.99	1.99	0.13	1.01	0.33
SABINE	18.75	2.44	0.14	0.89	1.93
SAINT BERNARD	41.95	5.35	0.32	2.26	0.61
SAINT CHARLES	34.90	4.62	0.29	1.76	0.50
SAINT HELENA	2.33	0.45	0.03	0.09	0.15
SAINT JAMES	10.14	1.32	0.10	0.48	0.16
SAINT JOHN THE BAPTIST	28.73	4.65	0.31	1.39	0.60
SAINT LANDRY	82.95	9.51	0.62	4.78	2.34
SAINT MARTIN	23.54	2.85	0.15	1.24	1.32
SAINT MARY	91.93	20.37	1.15	2.79	1.53
SAINT TAMMANY	162.76	22.98	1.37	8.89	4.47
TANGIPAHOA	124.81	12.35	0.74	7.19	2.12
TENSAS	3.58	0.73	0.04	0.15	0.40

Table D: Alphabetical by Parish, 2004

**Domestic Travel Impact on Louisiana Parishes - 2004****Table D: Alphabetical by Parish, 2004 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	95.95	13.24	0.83	5.25	1.68
UNION	11.07	1.23	0.08	0.62	0.75
VERMILION	37.46	3.84	0.22	2.19	0.96
VERNON	17.60	2.37	0.15	0.92	0.74
WASHINGTON	20.46	2.30	0.14	1.13	0.58
WEBSTER	40.19	4.68	0.26	2.38	1.25
WEST BATON ROUGE	43.38	5.67	0.36	2.54	0.82
WEST CARROLL	3.56	0.56	0.04	0.15	0.14
WEST FELICIANA	17.17	2.78	0.19	0.92	0.68
WINN	6.03	1.16	0.09	0.26	0.27
<b>STATE TOTALS</b>	<b>\$9,539.35</b>	<b>\$1,956.38</b>	<b>116.1</b>	<b>\$408.94</b>	<b>\$226.05</b>

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Table E: Percent Change, 2007 Over 2004

<b>Domestic Travel Impact on Louisiana Parishes</b>					
<b>Table E: Percent Change, 2007 over 2004</b>					
<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACADIA	5.93%	9.31%	4.03%	3.24%	7.38%
ALLEN	-0.49%	2.68%	-2.28%	-3.03%	0.87%
ASCENSION	4.33%	7.67%	2.46%	1.68%	5.76%
ASSUMPTION	1.96%	5.21%	0.13%	-0.64%	3.35%
AVOUELLES	3.90%	7.21%	2.03%	1.25%	5.32%
BEAUREGARD	17.94%	21.71%	15.82%	14.94%	19.56%
BIENVILLE	3.67%	6.98%	1.81%	1.03%	5.09%
BOSSIER	3.36%	6.66%	1.50%	0.73%	4.77%
CADDO	-0.64%	2.53%	-2.43%	-3.17%	0.72%
CALCASIEU	11.57%	15.14%	9.57%	8.73%	13.10%
CALDWELL	-5.52%	-2.50%	-7.22%	-7.92%	-4.23%
CAMERON	-0.25%	2.93%	-2.04%	-2.79%	1.12%
CATAHOULA	18.66%	22.45%	16.53%	15.64%	20.29%
CLAIBORNE	0.08%	3.28%	-1.72%	-2.46%	1.45%
CONCORDIA	2.38%	5.65%	0.54%	-0.22%	3.78%
DE SOTO	-0.42%	2.75%	-2.21%	-2.96%	0.94%
EAST BATON ROUGE	15.06%	18.73%	12.99%	12.13%	16.63%
EAST CARROLL	2.19%	5.45%	0.35%	-0.41%	3.59%
EAST FELICIANA	3.87%	7.19%	2.01%	1.23%	5.30%
EVANGELINE	0.01%	3.20%	-1.79%	-2.54%	1.38%
FRANKLIN	-0.14%	3.05%	-1.93%	-2.68%	1.23%
GRANT	6.18%	9.57%	4.27%	3.47%	7.63%
IBERIA	7.99%	11.44%	6.05%	5.24%	9.47%
IBERVILLE	1.12%	4.35%	-0.70%	-1.46%	2.50%
JACKSON	8.20%	11.66%	6.26%	5.45%	9.68%
JEFFERSON	-1.65%	1.49%	-3.42%	-4.15%	-0.30%
JEFFERSON DAVIS	-2.23%	0.90%	-3.98%	-4.71%	-0.89%

Table E: Percent Change, 2007 Over 2004

**Domestic Travel Impact on Louisiana Parishes**  
**Table E: Percent Change, 2007 over 2004 (Continued)**

<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LAFAYETTE	12.74%	16.34%	10.71%	9.87%	14.28%
LAFOURCHE	10.46%	13.98%	8.47%	7.65%	11.97%
LASALLE	1.22%	4.45%	-0.60%	-1.36%	2.60%
LINCOLN	13.46%	17.09%	11.42%	10.58%	15.02%
LIVINGSTON	15.75%	19.45%	13.67%	12.81%	17.34%
MADISON	1.21%	4.44%	-0.61%	-1.36%	2.60%
MOREHOUSE	3.35%	6.65%	1.49%	0.72%	4.76%
NATCHITOCHE	4.42%	7.75%	2.54%	1.76%	5.85%
ORLEANS	-26.48%	-24.13%	-27.80%	-28.35%	-25.47%
OUACHITA	13.37%	16.99%	11.34%	10.49%	14.93%
PLAQUEMINES	-6.17%	-3.18%	-7.86%	-8.56%	-4.89%
POINTE COUPEE	4.40%	7.74%	2.53%	1.75%	5.83%
RAPIDES	9.34%	12.83%	7.37%	6.55%	10.83%
RED RIVER	1.97%	5.22%	0.13%	-0.63%	3.36%
RICHLAND	2.90%	6.18%	1.05%	0.28%	4.31%
SABINE	3.76%	7.07%	1.89%	1.12%	5.18%
SAINT BERNARD	-21.92%	-19.43%	-23.33%	-23.91%	-20.86%
SAINT CHARLES	9.70%	13.20%	7.72%	6.90%	11.20%
SAINT HELENA	0.21%	3.41%	-1.59%	-2.34%	1.58%
SAINT JAMES	2.38%	5.65%	0.54%	-0.22%	3.79%
SAINT JOHN THE BAPTIST	19.48%	23.30%	17.33%	16.44%	21.12%
SAINT LANDRY	6.15%	9.54%	4.24%	3.45%	7.61%
SAINT MARTIN	13.92%	17.56%	11.87%	11.02%	15.48%
SAINT MARY	48.48%	53.22%	45.81%	44.70%	50.51%
SAINT TAMMANY	10.66%	14.19%	8.67%	7.85%	12.18%
TANGIPAHOA	3.58%	6.89%	1.72%	0.95%	5.00%
TENSAS	3.22%	6.52%	1.37%	0.60%	4.63%

Table E: Percent Change, 2007 Over 2004

<b>Domestic Travel Impact on Louisiana Parishes</b>					
<b>Table E: Percent Change, 2007 Over 2004 (Continued)</b>					
<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
TERREBONNE	17.09%	20.83%	14.99%	14.12%	18.70%
UNION	0.16%	3.36%	-1.64%	-2.38%	1.54%
VERMILION	2.98%	6.26%	1.13%	0.36%	4.39%
VERNON	4.51%	7.85%	2.63%	1.85%	5.94%
WASHINGTON	5.50%	8.87%	3.61%	2.82%	6.95%
WEBSTER	3.83%	7.14%	1.96%	1.19%	5.25%
WEST BATON ROUGE	4.76%	8.10%	2.87%	2.09%	6.19%
WEST CARROLL	2.41%	5.68%	0.57%	-0.20%	3.81%
WEST FELICIANA	4.79%	8.13%	2.90%	2.12%	6.22%
WINN	10.06%	13.58%	8.08%	7.26%	11.57%
<b>STATE TOTALS</b>	<b>-8.62%</b>	<b>-7.63%</b>	<b>-13.16%</b>	<b>-9.40%</b>	<b>-8.18%</b>

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**APPENDICES**

**Appendix A: List of Disaster Parishes and Contiguous Parishes  
for 2005 Hurricane Katrina**

**DISASTER PARISH**

ACADIA  
ASCENSION  
ASSUMPTION  
CALCASIEU  
CAMERON  
EAST BATON ROUGE  
EAST FELICIANA  
IBERIA  
IBERVILLE  
JEFFERSON  
JEFFERSON DAVIS  
LAFAYETTE  
LAFOURCHE  
LIVINGSTON  
ORLEANS  
PLAQUEMINES  
POINTE COUPEE  
SAINT BERNARD  
SAINT CHARLES  
SAINT HELENA  
SAINT JAMES  
SAINT JOHN THE BAPTIST  
SAINT MARTIN  
SAINT MARY  
SAINT TAMMANY  
TANGIPAHOA  
TERREBONNE  
VERMILION  
WASHINGTON  
WEST BATON ROUGE  
WEST FELICIANA

**CONTIGUOUS PARISH**

ALLEN  
AVOUELLES  
BEAUREGARD  
CONCORDIA  
EVANGELINE  
SAINT LANDRY

*Source: Federal Emergency Management Agency*

## Appendix B: Travel Economic Impact Model

### Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at TIA (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state and county economies in this country. It is a disaggregated model comprised of 16 travel categories. The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

### Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight trips away from home in paid accommodations and day or overnight trips to places 50 miles or more, one way, from the traveler's origin.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

A *travel expenditure* is assumed to take place whenever a traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into 16 categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

*Economic impact* is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

*Employment* represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

## **Description of the Model**

### *Estimates of Travel Expenditures*

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Sixteen (16) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 16 categories of travel-related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by TIA, The Bureau of Labor Statistics' Survey of Consumer Expenditures, Smith Travel Research's Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries' (OTTI) In-Flight Survey and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

### *Estimates of Business Receipts, Payroll and Employment*

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 16 travel categories are associated with a type of travel-related business. For example, traveler spending on commercial lodging in a state is

related to the business receipts, employment and payroll of hotels, motels and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau and The Bureau of Transportation Statistics.

#### *Estimates of Tax Revenues*

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

#### *Estimates for Counties and Local Areas*

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments and private organizations. The data can be gathered at the zip code level.

Data from the U.S. Bureau of the Census, Smith Travel Research, Enos Foundation, Runzheimer International, Cruise Lines International Association, Prentice-Hall, U.S. Department of Labor's Consumer Expenditure Survey and ES-202, American Society of Travel Agents, the Federal Aviation Administration, the Department of Transportation, Amtrak, the Federal Highway Administration, state revenue departments, TIA's travel surveys and other sources are used in building and updating the model. These data indicate the change in travel spending for each of

the expenditure categories for each state over the previous year, as well as changes in the relationship of travel spending to employment, payroll and tax revenue.

### **Limitations of the Study**

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

## **Appendix C: Glossary of Terms**

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the TravelScope.

Travel-generated Tax Receipts. Those federal, state and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

## Appendix D: Travel-Related Industry Measurement

### SIC-NAICS Transition

The *travel industry*, as defined by TIA and covered in its research, refers to the collection of 16 types of businesses that provide goods and services to the traveler or potential traveler at the retail level. For many years, TIA selected these business types using 1987 U.S. Standard Industrial Classification (SIC) system codes.

The SIC system has been used for decades with tremendous success to classify all businesses in the U.S. by the types of products or services they make available. To its credit, the SIC system has facilitated the collection, tabulation and analysis of data. It has also promoted “apples-to-apples” comparability in statistical analyses. At the industry group level, SIC Codes report industry groups as 2 or 3 digit categories to 4 digits at their most specific.

However, as a direct consequence of rapid and widespread structural changes throughout the American economy in recent years, the SIC system has become largely outdated. Therefore, its business classification capabilities have become increasingly less than optimal.

In 1998, the United States Office of Management and Budget published a new industry classification system – the 1997 North American Industry Classification System (NAICS) to replace the SIC system. In contrast, the 2- to 6-digit NAICS industry classification system includes more useful and detailed economic data and provides a more comprehensive statistical representation of our industry. NAICS offers four major advantages over the SIC system:

**Relevance:** NAICS identifies hundreds of new, emerging, and advanced technology industries. Perhaps most important in terms of quantification of travel-related activity, NAICS reorganizes industries into more meaningful sectors, especially in the service-producing segments of the economy. A few examples of travel-related industries that are separately recognized for the first time:

- Convenience stores
- Gas stations with convenience stores
- Casino hotels
- Casinos
- Other gambling industries
- Bed and breakfast inns
- Limited service restaurants

**International Comparability:** NAICS was developed by the U.S. Office of Management and Budget (OMB) in cooperation with Statistics Canada and Mexico’s Instituto Nacional de Estadística, Geografía e Informática (INEGI). NAICS provides for comparable statistics among the three NAFTA trading partners.

**Consistency:** NAICS defines industries according to a consistent principle -- businesses that use similar processes are grouped together.

**Adaptability:** NAICS will be reviewed *every five years*, so classifications and information keep up with our changing economy.

### **TEIM: SIC/NAICS Industry Categories**

With the transition to NAICS, TIA has adjusted its selections of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, TIA's Travel Economic Impact Model, tracks business activity in seven (7) major travel-related industry groups. These, in turn, are comprised of sixteen (16) business subcategories.

The industry groups and subcategories used in the model are outlined below, followed by a detailed table of SIC and NAICS Codes.

Automobile Transportation Industry: Gasoline service stations, motor vehicle/parts dealers and passenger car rental.

Entertainment/Recreation Industry: Entertainment, art and recreation industry.

Foodservice Industry: Eating & drinking places, and grocery stores.

General Retail Trade Industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops.

Incidental Purchases Industry: See above, *General Retail Trade Industry*.

Lodging Industry: This industry includes hotels, motels, and motor hotels, camps and trailer parks.

Public Transportation Industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak) and water passenger transportation. Also is the "dummy" industry of "other transportation."

Travel Arrangement Industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

**1987 SIC – 1997 NAICS:  
Selected Travel-Related Categories**

SIC DESCRIPTION(S)	SIC CODE(S)	NAICS DESCRIPTION(S)	NAICS CODE(S)
<b>Accommodations</b>			
<i>Hotels and Motels</i>	701	<i>Traveler Accommodation</i>	7211
<i>Recreational Vehicle Parks &amp; Campsites</i>	703	<i>Recreational Vehicle Parks &amp; Campgrounds</i>	7212
<b>Auto Transportation</b>			
<i>Passenger Car Rental</i>	7514	<i>Passenger Car Rental</i>	532111
<i>Gasoline Service Stations</i>	554	<i>Gasoline Stations with Convenience Stores; Other Gasoline Stations</i>	447110; 447190
<i>Automotive Dealers</i>	55 (excl. 554)	<i>Motor Vehicle &amp; Parts Dealers</i>	4411; 4412; 4413
<b>Entertainment and Recreation</b>			
<i>Amusement and Recreational Services</i>	79	<i>Amusement, Gambling &amp; Recreation Industries</i>	713
		<i>Performing Arts, Spectator Sports &amp; Related Industries</i>	711
<i>Museums, Art Galleries, Botanical and Zoological Gardens</i>	84	<i>Museums, Historical Sites &amp; Similar Institutions</i>	712
<b>Food</b>			
<i>Eating &amp; Drinking Places (Alcoholic Beverages)</i>	581	<i>Foodservices &amp; Drinking Places</i>	7221; 7222; 7224
<i>Grocery Stores</i>	541	<i>Food and Beverage stores</i>	4451; 4452; 4453
<b>Public Transportation</b>			
<i>Air Transportation</i>	45	<i>Passenger Air Transportation; Airport Support Activities</i>	481; 4881
<i>Rail - Local &amp; Suburban Transit</i>	4111	<i>Rail Transportation</i>	485112
<i>Interurban &amp; Rural Bus Carriers</i>	413	<i>Interurban &amp; Rural Bus Transportation</i>	4852
<i>Charter Bus/Interstate</i>	4142	<i>Charter Bus (interstate/interurban)</i>	4855102
<i>Taxi &amp; Limousine Services</i>	412	<i>Taxi &amp; Limousine Services</i>	4853
<i>Water Transportation of Passengers</i>	448	<i>Water Passenger Transportation</i>	483112; 483114; 483212
--	--	<i>Scenic &amp; Sightseeing Transportation</i>	487
		<i>(New industry-includes parts of SICs 4119,4489,4522,4789,7999)</i>	
<b>Retail</b>			
<i>General Merchandise Stores</i>	53	<i>General Merchandise Stores</i>	452
<i>Miscellaneous Retail Stores</i>	59	<i>Other Retail Stores</i>	453; 44611; 4483; 45111; 45112; 45121
<b>Travel Arrangement</b>			
<i>Travel Arrangement</i>	472	<i>Travel Arrangement &amp; Reservation Services</i> <i>(includes travel agencies and tour operators)</i>	5615

## **Appendix E: Sources of Data**

This appendix presents the sources of data used in this report.

### **Sources**

Air Transport Association  
American Automobile Association  
Amtrak  
American Society of Travel Agents  
Bureau of the Census, U.S. Department of Commerce  
Bureau of Economic Analysis, U.S. Department of Commerce  
Bureau of Labor Statistics, U.S. Department of Labor  
Bureau of Transportation Statistics, U.S. Department of Commerce  
Federal Aviation Administration, U.S. Department of Transportation  
Federal Highway Administration, U.S. Department of Transportation  
National Park Service  
Louisiana Office of Tourism  
Louisiana Department of Labor, Research & Statistics Division  
Smith Travel Research  
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce  
Travel Industry Association