

2009 AFRICAN AMERICAN TRAVELERS' PERCEPTIONS OF LOUISIANA AS A TOURISM DESTINATION

PREPARED FOR:

LOUISIANA OFFICE OF TOURISM

LIEUTENANT GOVERNOR MITCH LANDRIEU
DEPARTMENT OF CULTURE, RECREATION & TOURISM

PREPARED BY:

Kim H. Williams, Ph.D. and John A. Williams, Ph.D.
Lester E. Kabacoff School of Hotel, Restaurant
and Tourism Administration



JULY 16, 2009

Table of Contents

Acknowledgements	ii
Executive Summary	1
Introduction	4
Methodology	4
Results	6
Demographics	26
Appendix A-Survey Instrument	29
Appendix B-Zip Codes	35
Appendix C-Other Activities Participated In	37
Appendix D-Other Reasons for not Considering Louisiana	38
Appendix E-Other Primary Purpose for Travel to Louisiana	39
Appendix F-Other Activities Interested in When Traveling	40
Appendix G-Other Primary Source of Information	41
Appendix H-Other States Visited	44
Appendix I-Other Primary Mode of Transportation	47
Appendix J-Other Concerns about Visiting Louisiana	48

Acknowledgments

This report was prepared by Kim H. Williams, Ph.D. and John A. Williams, Ph.D. of the Lester E. Kabacoff School of Hotel, Restaurant and Tourism Administration at the University of New Orleans.

Special thanks to Melody Alijani, Director of Research and Development, and Lynne Coxwell, Research and Policy Analyst of the Department of Culture, Recreation and Tourism for their support of this project.

Appreciation is also extended to Lieutenant Governor Mitch Landrieu for supporting tourism and hospitality research efforts.

Executive Summary

Respondents to the survey were equally represented by African Americans (50.4%) and White/Other (49.6%). Household income for African Americans and White/Other respondents was consistent showing 58.6% of African Americans and 53.9% of White/Other making between \$25,001 and \$75,000 annually. More African American respondents (85.3%) than White/Other (69.7%) respondents were female. Results showed 40.8% of African American respondents and 60.0% of White/Other were married.

For African American respondents, 38.8% are considering visiting Louisiana within the year and 16.4% have definite plans to visit. For White/Other, 32.3% are considering visiting Louisiana within the year and only 6.4% have definite plans to visit.

Analysis of African Americans who had visited Louisiana in the past two years

Overall, African Americans, who had visited Louisiana in the last 2 years, had slightly higher satisfaction levels for the various categories covering their visit.

- 72.2% of African Americans felt safe and secure while 64.6% of White/Other felt safe and secure in Louisiana.
- For their Louisiana hotel experience, 73.9% of African Americans and 69% of White/Other were satisfied.
- 89.9% of African Americans reported that they thought Louisiana restaurants offered superb local cuisine while 87.8% of White/Other agreed that the cuisine was superb. It is noteworthy that neither African Americans nor White/Other strongly disagreed that restaurants offered superb, local cuisine.
- 77.1% of African Americans thought that Louisiana attractions provided unique experiences by agreeing or strongly agreeing and 81.9% of White/Other agreed or strongly agreed.
- A larger proportion of African Americans (54.7%) than White/Other (44.8%) found Louisiana gaming venues exciting.
- 69.5% of African Americans and 61% of White/Other found Louisiana nightlife venues to be exciting.

Results showed that 79% of African Americans and 83.5% of White/Other thought Louisiana provided the cultural experience they desired, while 74% of African Americans and 78.3% of White/Others agreed or strongly agreed that Louisiana is a good value for the money.

There were 65.9% of African Americans and 64.6% of White/Other who thought Louisiana offered activities for the whole family.

- When asked about activities that they had participated in on their trip to Louisiana, 63.9% of African Americans and 59.6% of White/Other cited “shopping” as the activity that they participated in most.
- A much higher percentage of White/Other (56.1%) than African Americans (34.5%) visited historic sites in Louisiana.
- A higher percentage of White/Other (58.8%) than African Americans (43.7%) participated in “culinary” activities in Louisiana.

The weather was not a factor for African Americans (4.2%) or White/Other (2.2%) visiting Louisiana. Equal percentages of African Americans (19.4%) and White/Other (19.6%) thought Louisiana is “too/expensive/financial” in their consideration of visiting. More White/Other (33.3%) than African Americans (22.2%) cited “having other places to visit” as the reason for not visiting Louisiana.

- Substantial percentages of African Americans (26.4%) and White/Other (23.9%) are “not interested” in visiting Louisiana.
- In addition to considering the percentages of those responding to the perceived high expense of Louisiana and “other places to visit,” having “no friends or family to visit” is a consideration for White/Other (12.3%), but an even larger consideration for African Americans (22.2%) if they have no friends or family to visit in Louisiana.

Analysis of African Americans who are thinking about visiting Louisiana

Regarding expectations of respondents thinking about visiting Louisiana, 67.2% of African Americans and 69.9% of White/Other believe they will be safe. Past studies conducted by the Hospitality Research Center of the University of New Orleans have shown that visitor’s perceptions of their safety, once they have visited New Orleans, are higher than their expectations for their safety prior to their visit.

- Very high percentages of African Americans (82.5%) and White/Other (85.95%) think that their hotel experience in Louisiana will be pleasurable.
- 91.4% of African Americans and 92.1% of White/Other think the restaurants in Louisiana will offer superb local cuisine.
- Expectations for the uniqueness of attractions, exciting gaming venues, nightlife, culture, and the good value of their money in Louisiana were also quite high for both African Americans (87.8%) and White/Other (89.9%).
- African Americans (72.8%) and White/Other (66.6%) have fairly high expectations for the value that Louisiana will provide for their money; however,

20.3% of African Americans and 18.6% of White/Other responded “neutral” to the question implying that they may be unsure.

- African Americans (67.5%) and White/Other (72.3%) believe that Louisiana will offer activities for the whole family.
- Overwhelmingly, African Americans (79.4%) and White/Other (85.7%) will choose Louisiana for leisure/pleasure as their primary purpose. A much higher percentage of African Americans (41.8%) than White/Other (18.6%) will choose attendance at festivals/events as the primary purpose for their visit.

When traveling in Louisiana, the activity that African Americans are most interested in is “Fairs and Festivals” (65.1%) and for White/Other it is “Visiting historic sites” (61.8%).

- The most popular month to visit Louisiana for African Americans (34.8%) was July and White/Other (15.1%) was October. The heat of summer does not appear to be a factor for a visit to Louisiana for African Americans due to the response of African Americans (18.4%) for August for their second most favored month to visit Louisiana. The second most favorable month for White/Other to visit New Orleans was September (14.9%).
- Friends and family are the top sources of information for African Americans (31.1%) and White/Other (32.2%) prefer a general web search. Only 17.1% of African Americans in the study conducted a general web search.
- Advertising for Louisiana was seen or heard more by African Americans (65.1%) than White/Other (52.4%).
- African Americans would utilize planes (54%) the most traveling to Louisiana followed by automobile (42.1%) while White/Other would utilize plane (56.5%) the most followed by automobile (40.7%).
- Both African Americans and White/Other cited Florida as the state that they have visited the most in the past two years.

Note: The researchers are using White/Other as a group for comparisons to African Americans. White/Other includes White, Hispanic, Asian, and Native American respondents.

Respondents, who had already visited Louisiana, included visitors who either stayed in hotels, visited friends and relatives (VFR), or were day-trippers.

Introduction

This study was conducted at the request of the Louisiana Office of Tourism. The study was designed to examine the perceptions of multicultural travelers.

Methodology

Survey Instrument

The survey instrument was developed by Dr. Kim H. Williams and Dr. John A. Williams from the University of New Orleans. The survey was posted and collected using SurveyMonkey.com. The survey instrument is attached as Appendix A.

Data Collection

Using a database containing over 17,000 names that were generated from *Textures* requests within the last two years, a link to the survey was sent to all users in the database. After removing the undeliverable emails and the request to unsubscribe emails, 14,759 emails remained in the database. The first request to complete the survey was sent on May 26, 2009. A second request to complete the survey was sent on Wednesday, June 3, 2009. On June 9, 2009, the survey link was closed. A total of 990 surveys were completed as of June 9. In order to analyze the perceptions of travelers by race, a crosstab of responses was obtained for Blacks, Whites, and Hispanics. Thus, 787 useable surveys were utilized for the study. This report presents the results of online data collected from May 26, 2009 to June 9, 2009. The report provides a comparison of Blacks, Whites, and Hispanic travelers' perceptions of Louisiana as a tourism destination.

Data Analysis

The survey data was downloaded from the host site, SurveyMonkey.com after the survey was closed on June 9, 2009. The data was edited for accuracy and logical consistency. SPSS 15.0 was used to analyze the visitor surveys.

Chapter 1 of this report provides tables presenting the results from each question in the survey. The demographics are provided at the end of the results.

Limitations

The researchers were under a time constraint in acquiring appropriate sample databases and launching the survey. The sample size limited the researchers in providing a more comprehensive multicultural research study.

Future Research

This study provided an important first step in assessing the perceptions of African Americans in regard to visitation to Louisiana. The results provide vital information that can be used in conducting future research that expands beyond African American visitation and also includes other multicultural travelers in the research.

It is suggested that more comprehensive survey databases be utilized to ascertain perceptions from several multicultural groups. In particular, there is a need to better understand the perceptions of the Hispanic population and their travel needs in relation to the state of Louisiana.

Other methods of procuring information about these multicultural in addition to on-line surveys should also be considered. In addition, it is highly recommended that data be collected on a continuum with research being assessed on a longitudinal basis.

Results

1. Do you live in Louisiana?

	African American	White/Other	Totals	Response
Yes	0	0	0	0.0%
No	430	423	853	100.0

- All surveyed respondents live outside of Louisiana.

2. What is your home zip code? The top 10 states for all respondents are listed below. All states are provided in Appendix B.

State	Percent	Frequency
1. Texas	9.46	74
2. Georgia	8.31	65
3. Florida	7.67	60
4. Maryland	6.27	49
5. California	6.14	48
6. New York	5.50	43
7. Pennsylvania	5.50	43
8. North Carolina	4.48	35
9. New Jersey	3.96	31
10. South Carolina	3.84	30

3. Which of the following statements best describes you?

	African American	Frequency	White/Other	Frequency
I visited Louisiana at least once within the past two years.	27.3%	117	27.1%	114
I have definite plans to visit Louisiana within the year.	16.4	70	6.4	27
I am considering visiting Louisiana within the year.	38.8	166	32.3	136
I have no plans to visit Louisiana.	17.5	75	34.2	144

- Over 25% of all African Americans and Whites/Others surveyed have already visited Louisiana within the last 2 years. More than half of all African Americans surveyed (55.2%) are considering or have definite plans to visit Louisiana within the year. A large percentage of White/Other (38.7%) also, are considering visiting or have definite plans to visit Louisiana within the year.

4. If you have traveled to Louisiana in the last 2 years let us know your satisfaction level by agreeing or disagreeing with the following statements.

4a. I felt safe and secure.

	African American	Frequency	White/Other	Frequency
Strongly Agree	27.7%	33	22.4%	26
Agree	44.5	53	42.2	49
Neutral	16.0	19	20.7	24
Disagree	10.9	13	10.3	12
Strongly Disagree	0.8	1	4.3	5

- 72.2% of African Americans agreed or strongly agreed that they were safe and secure while a smaller percentage of White/Other (64.6%) felt safe and secure.

If you have traveled to Louisiana in the last 2 years let us know your satisfaction level by agreeing or disagreeing with the following statements.

4b. My hotel experience was pleasurable.

	African American	Frequency	White/Other	Frequency
Strongly Agree	42.0%	50	38.8%	45
Agree	31.9	38	30.2	35
Neutral	5.9	7	9.5	11
Disagree	6.7	8	2.6	3
Strongly Disagree	0.0	0	2.6	3
Not Applicable	13.4	16	16.4	19

- A very large percentage of African Americans (73.9%) agreed or strongly agreed that their hotel experience was pleasurable while a large percentage of White/Other (69.0%) agreed or strongly agreed. A large percentage of African American and White/Other selected the answer “not applicable” indicating that they did not stay in a hotel. Many of these may have been day trippers or they visited friends or relatives. Prior research by the Hospitality and Research Center at the University of New Orleans has shown that a similar percentages of African Americans visiting New Orleans are day trippers or stay with friends or relatives.

If you have traveled to Louisiana in the last 2 years let us know your satisfaction level by agreeing or disagreeing with the following statements.

4c. The restaurants offered superb, local cuisine.

	African American	Frequency	White/Other	Frequency
Strongly Agree	47.9%	57	60.0%	69
Agree	42.0	50	27.8	32
Neutral	5.0	6	7.0	8
Disagree	4.2	5	1.7	2
Strongly Disagree	0.0	0	0.0	0
Not Applicable	0.8	1	3.5	4

- African Americans (89.9%) and White/Other (87.8%) agreed or strongly agreed that restaurants offered superb local cuisine.

If you have traveled to Louisiana in the last 2 years let us know your satisfaction level by agreeing or disagreeing with the following statements.

4d. The attractions provided unique experience.

	African American	Frequency	White/Other	Frequency
Strongly Agree	36.4%	43	50.0%	58
Agree	40.7	48	31.9	37
Neutral	13.6	16	12.1	14
Disagree	3.4	4	0.9	1
Strongly Disagree	0.8	1	0.9	1
Not Applicable	5.1	6	4.3	5

- 77.1% of African Americans agreed or strongly agreed that attractions provided unique experiences and 81.9% of White/Other agreed or strongly agreed.

If you have traveled to Louisiana in the last 2 years let us know your satisfaction level by agreeing or disagreeing with the following statements.

4e. I found exciting gaming venues.

	African American	Frequency	White/Other	Frequency
Strongly Agree	24.4%	29	24.1%	28
Agree	30.3	36	20.7	24
Neutral	16.8	20	18.1	21
Disagree	5.9	7	5.2	6
Strongly Disagree	0.0	0	0.9	1
Not Applicable	22.7	27	31.0	36

- Over half of African Americans (54.7%) agreed or strongly agreed that gaming venues were exciting while less than half of White/Other (44.8%) agreed or strongly agreed.

If you have traveled to Louisiana in the last 2 years let us know your satisfaction level by agreeing or disagreeing with the following statements.

4f. I found exciting nightlife venues.

	African American	Frequency	White/Other	Frequency
Strongly Agree	37.3%	44	32.7%	37
Agree	32.2	38	28.3	32
Neutral	15.3	18	13.3	15
Disagree	3.4	4	1.8	2
Strongly Disagree	0.0	0	0.9	1
Not Applicable	11.9	14	23.0	26

- 69.5% of African American and 61.0% of White/Other agreed or strongly agreed that they found nightlife venues exciting.

If you have traveled to Louisiana in the last 2 years let us know your satisfaction level by agreeing or disagreeing with the following statements.

4g. The area provided the cultural experiences I desired.

	African American	Frequency	White/Other	Frequency
Strongly Agree	37.0%	44	47.0%	54
Agree	42.0	50	36.5	42
Neutral	8.4	10	12.2	14
Disagree	8.4	10	0.9	1
Strongly Disagree	0.0	0	0.9	1
Not Applicable	4.2	5	2.6	3

- High percentages of African Americans (79%) and White/Other (83.5%) agreed or strongly agreed that the area provided cultural experiences they desired.

If you have traveled to Louisiana in the last 2 years let us know your satisfaction level by agreeing or disagreeing with the following statements.

4h. Louisiana is a good value for the money.

	African American	Frequency	White/Other	Frequency
Strongly Agree	30.3%	36	37.4%	43
Agree	43.7	52	40.9	47
Neutral	14.3	17	13.0	15
Disagree	10.1	12	6.1	7
Strongly Disagree	0.8	1	0.9	1
Not Applicable	0.8	1	1.7	2

- 74% of African Americans and 78.3% of White/Other agreed or strongly agreed that Louisiana is a good value for the money.

If you have traveled to Louisiana in the last 2 years let us know your satisfaction level by agreeing or disagreeing with the following statements.

4i. Louisiana offers activities for the whole family.

	African American	Frequency	White/Other	Frequency
Strongly Agree	27.4%	32	36.2%	42
Agree	38.5	45	28.4	33
Neutral	15.4	18	15.5	18
Disagree	10.3	12	5.2	6
Strongly Disagree	0.0	0	0.9	1
Not Applicable	8.5	10	13.8	16

- 65.9% of African Americans and 64.6% of White/Other agreed or strongly agreed that Louisiana offers activities for the whole family.

5. What activities did you participate in when you traveled to Louisiana? Select all that apply. Note: Some percentages for African Americans and White/Other may add to more than 100 due to multiple responses.

	African American	Frequency	White/Other	Frequency
Family reunions	22.7%	27	14.9%	17
Culinary	43.7	52	58.8	67
Cultural	31.1	37	40.4	46
Fairs and Festivals	37.8	45	28.9	33
Shopping	63.9	76	59.6	68
Family attractions	20.2	24	18.4	21
Watching sporting events	10.1	12	14.0	16
Gambling	45.4	54	36.0	41
Visiting historic sites	34.5	41	56.1	64
Visiting zoos, aquariums, or science museums	16.8	20	21.1	24
Visiting state parks	6.7	8	11.4	13
Visiting museums, art exhibits, etc.	16.0	19	21.9	25
Attending concerts, plays or dance	25.2	30	17.5	20

performances				
Hiking, biking	0.0	0	4.4	5
Boating, sailing	0.8	1	2.6	3
Hunting, fishing	2.5	3	3.5	4
Playing golf	1.7	2	2.6	3
Spa services	5.9	7	5.3	6
Visit Family and Friends	4.2	5	6.1	7
Business/Convention	5.9	7	1.8	2
Other (please specify)	2.5	3	2.6	3

- These reflect numbers based on activities and not primary purpose. A large percentage of African Americans (63.9%) and White/Other (59.6%) participated in shopping while in Louisiana. Additional activities listed as “other” are included in Appendix C.

6. If you are not considering a visit to Louisiana, please select the answer that best describes your reason.

	African American	Frequency	White/Other	Frequency
Other places to visit	22.2%	16	33.3%	46
Don't like the weather	4.2	3	2.2	3
Too Expensive/Financial	19.4	14	19.6	27
No friends/family to visit	22.2	16	12.3	17
Not interested	26.4	19	23.9	33
Other (please specify)	5.6	4	8.7	12

- African Americans and White/Other seem to prefer the weather in Louisiana. Additional comments provided as “other” are included in Appendix D.

QUESTIONS 7 (7a-7i) WERE ANSWERED ONLY BY THOSE WITH DEFINITE PLANS TO VISIT OR THOSE CONSIDERING A VISIT TO LOUISIANA WITHIN THE YEAR.

7. When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

7a. I think that I will feel safe and secure.

	African American	Frequency	White/Other	Frequency
Strongly Agree	20.7%	73	20.8%	58
Agree	46.5	164	49.1	137
Neutral	22.4	79	21.5	60
Disagree	8.2	29	5.4	15
Strongly Disagree	2.0	7	2.9	8
Not Applicable	0.3	1	0.4	1

- African Americans (67.2%) and White/Other (69.9%) think they will be safe and secure and only 2.0% of African Americans and 2.9% of White/Other strongly disagreed with the statement.

When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

7b. I think my hotel experience will be pleasurable.

	African American	Frequency	White/Other	Frequency
Strongly Agree	33.6%	119	35.0%	97
Agree	48.9	173	50.9	141
Neutral	9.6	34	9.0	25
Disagree	1.4	5	0.7	2
Strongly Disagree	1.4	5	1.1	3
Not Applicable	5.1	18	3.2	9

- African Americans (82.5%) and White/Other (85.9%) strongly agreed and agreed that they would have a pleasurable hotel experience.

When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

7c. I think the restaurants will offer superb, local cuisine.

	African American	Frequency	White/Other	Frequency
Strongly Agree	54.5%	192	60.6%	169
Agree	36.9	130	31.5	88
Neutral	4.5	16	3.6	10
Disagree	0.9	3	0.4	1
Strongly Disagree	1.7	6	1.1	3
Not Applicable	1.4	5	2.9	8

- 91.4% of African Americans and 92.1% of White/Other strongly agreed for agreed that they would have superb, local cuisine in restaurants.

When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

7d. I think the attractions will provide unique experiences.

	African American	Frequency	White/Other	Frequency
--	------------------	-----------	-------------	-----------

Strongly Agree	43.6%	154	46.2%	129
Agree	44.2	156	43.7	122
Neutral	7.4	26	5.4	15
Disagree	2.3	8	0.7	2
Strongly Disagree	1.4	5	1.4	4
Not Applicable	1.1	4	2.5	7

- 87.8% of African Americans and 89.9% of White/Other agreed or strongly agreed that attractions would provide unique experiences.

When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

7e. I think I will find exciting gaming venues.

	African American	Frequency	White/Other	Frequency
Strongly Agree	24.9%	87	27.7%	77
Agree	39.4	138	34.2	95
Neutral	22.9	80	19.1	53
Disagree	1.4	5	2.9	8
Strongly Disagree	1.7	5	1.8	5
Not Applicable	9.7	34	14.4	40

- 64.3% of African Americans and 61.9% of White/Other agreed or strongly agreed that they would find exciting gaming venues.

When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

7f. I think that I will find exciting nightlife venues.

	African American	Frequency	White/Other	Frequency
--	-------------------------	------------------	--------------------	------------------

Strongly Agree	43.6%	154	40.3%	112
Agree	38.2	135	34.9	97
Neutral	10.8	38	13.3	37
Disagree	1.4	5	1.4	4
Strongly Disagree	1.7	6	1.4	4
Not Applicable	4.2	15	8.6	24

- 81.8% of African Americans and 75.2% of White/Other thought that they would find exciting nightlife venues.

When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

7g. I think the area will provide the cultural experiences I desire.

	African American	Frequency	White/Other	Frequency
Strongly Agree	45.6%	159	47.8%	133
Agree	41.3	144	39.9	111
Neutral	7.4	26	7.6	21
Disagree	2.6	9	1.1	3
Strongly Disagree	1.7	6	1.1	3
Not Applicable	1.4	5	2.5	7

- 86.9% of African Americans and 87.7% of White/Other thought the area would provide the cultural experiences they would desire.

When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

7h. I think Louisiana is a good value for the money.

	African American	Frequency	White/Other	Frequency
Strongly Agree	30.7%	107	31.5%	88
Agree	42.1	147	43.7	122
Neutral	20.3	71	18.6	52
Disagree	3.2	11	2.2	6
Strongly Disagree	1.7	6	1.1	3
Not Applicable	2.0	7	2.9	8

- 72.8% of African Americans and 75.2% of White/Other thought Louisiana is a good value for the money.

When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

7i. I think Louisiana offers activities for the whole family.

	African American	Frequency	White/Other	Frequency
Strongly Agree	26.8%	94	29.5%	82
Agree	40.7	143	42.8	119
Neutral	19.1	67	16.2	45
Disagree	5.1	18	3.6	10
Strongly Disagree	1.4	5	1.1	3
Not Applicable	6.8	24	6.8	19

- 67.5% of African Americans and 72.3% of White/Other thought Louisiana would offer activities for the whole family.

8. What was or will be the primary purpose for your travel to Louisiana. Select all that apply. Note: Some percentages for African Americans and White/Other may add to more than 100 due to multiple responses.

	African American	Frequency	White/Other	Frequency
Business	11.3%	40	5.4%	15
Convention	8.2	29	4.3	12
Leisure/Pleasure	79.4	281	85.7	239
Attend Festival/Event	41.8	148	18.6	52
Family Reunion	14.4	51	9.0	25
Education	3.1	11	3.2	9
Sports Related	5.9	21	3.9	11
Visit Family/Friends	4.2	15	5.7	16
Other	1.7	6	1.8	5

- Most African Americans (79.4%) and White/Other (85.7%) would visit Louisiana for leisure/pleasure. A large percentage of African Americans (41.8%) would attend a festival/event. The responses listed as “other” are included in Appendix E.

9. What activities are you most interested in when traveling? Select all that apply.
 Note: Some percentages for African Americans and White/Other may add to more than 100 due to multiple responses.

	African American	Frequency	White/Other	Frequency
Family reunions	22.1%	95	10.0%	42
Culinary	50.5	217	55.6	234
Cultural	53.3	229	57.5	242
Fairs and Festivals	65.1	280	42.8	180
Shopping	64.4	277	48.2	203
Family attractions	43.5	187	26.1	110
Watching sporting events	16.7	72	11.6	49
Gambling	33.3	143	29.7	125
Visiting historic sites	52.3	225	61.8	260
Visiting zoos, aquariums, or science museums	42.3	182	40.1	169
Visiting state parks	21.9	94	27.6	116
Visiting museums, art exhibits, etc.	40.5	174	47.3	199
Attending concerts, plays or dance performances	58.4	251	30.6	129
Hiking, biking	4.7	20	12.8	54

Boating, sailing	5.8	25	10.2	43
Hunting, fishing	5.8	25	6.7	28
Playing golf	3.0	13	4.0	17
Spa services	25.8	111	18.1	76
Visit Family and Friends	0.9	4	0.0	0
Beaches/Scuba Diving/Snorkeling	0.7	3	1.9	8
Other (please specify)	0.5	2	1.4	6

- Activities such as culinary, cultural, fairs and festivals, and shopping are high priority for African Americans and White/Other. Additional activities listed as “other” are included in Appendix F. Activities listed as “other” such as beaches/scuba diving/snorkeling are activities typically not offered to Louisiana tourists.

10. In what month are you most likely to plan a vacation?

	African American	Frequency	White/Other	Frequency
January	1.4%	6	2.2%	9
February	2.6	11	3.6	15
March	1.9	8	4.6	10
April	2.8	12	6.0	25
May	3.8	16	6.0	25
June	10.1	43	8.7	36
July	34.8	148	14.4	60
August	18.4	78	14.7	61
September	12.9	55	14.9	62
October	6.1	26	15.1	63
November	4.0	17	5.3	22
December	1.2	5	4.6	19

- The most popular time for African Americans (63.3%) to plan a vacation was in the summer months of June, July, and August. The most popular month for White/Other (15.1%) to plan a vacation is October.

11. Have you seen/heard any advertising for Louisiana tourism in the past six months?

	African American	Frequency	White/Other	Frequency
Yes	65.1%	278	52.4%	219
No	34.9	149	47.6	199

- Advertising was seen or heard more by African Americans (65.1%) than White/Other (52.4%).

12. What is your primary source of information about Louisiana as a travel destination?

	African American	Frequency	White/Other	Frequency
Friends/Family	31.1%	133	18.1%	76
Radio	8.9	38	2.1	9
Television	11.4	49	9.3	39
Newspaper/Magazine	13.1	56	12.2	51
Conduct a general web search, through Google, Yahoo, etc.	17.1	73	32.2	135
Go directly to destination or property websites	10.0	43	11.7	49

Third-party travel websites (Expedia.com, Orbitz.com, Travelocity.com)	3.7	16	6.7	28
Read/participate in blogs or other user generated content online	1.2	5	1.0	4
Other (please specify)	3.5	15	6.7	28

- Friends and family is the top source of information for African Americans (31.1%) while conducting a general web search through Google, Yahoo, etc. is the top source of information for White/Other (32.2%). “Other” primary sources of information are listed in Appendix G.

13. What states, other than Louisiana, have you visited in the last 2 years? Select all that apply. Note: All state percentages are included in Appendix H.

Top Five States Visited

	African American	Frequency		White/Other	Frequency
1. Florida	45.3%	187	1. Florida	44.2%	183
2. Georgia	44.3	183	2. California	24.9	103
3. New York	31.7	131	3. New York	24.6	102
4. Virginia	30.3	125	4. Georgia	23.2	96
5. North Carolina	29.3	121	5. Texas	22.2	92

- The top 5 destinations for African Americans are on the Eastern coast of the United States. For African Americans (45.3%) and White/Other (44.2%), the most visited destination within the last 2 years was Florida. Georgia and New York were also selected by African Americans and White/Other as states visited in the last 2 years.

14. What primary mode of transportation to Louisiana would you use?

	African American	Frequency	White/Other	Frequency
Automobile	42.1%	180	40.7%	170
Plane	54.0	231	56.5	236
Train	2.8	12	1.7	7
Bus	0.7	3	0.5	2
R/V	0.0	0	0.5	2
Cruise	0.2	1	0.0	0
Other (please specify)	0.2	1	0.2	1

- African Americans would utilize planes (54.0%) the most to travel to Louisiana followed by automobile (42.1%) while White/Other would utilize planes (56.5%) followed by automobile (40.7%). “Other” modes of transportation are listed in Appendix I.

15. What concerns, if any, do you have about visiting Louisiana? All concerns are listed in Appendix J.

	African American	Frequency	White/Other	Frequency
None	40.8%	82	40.2%	92

Security/Crime	34.8	70	29.7	68
Katrina/Recovery	10.4	21	7.9	18
Hurricane/Weather	5.0	10	8.3	19
Affordable/Financial	3.5	7	4.8	11
Other	5.5	11	9.2	21

- Although African Americans (40.8%) and White/Other (40.2%) stated that they did not have any concerns about visiting Louisiana, a high percentage of African Americans (34.8%) and White/Other (29.7%) are concerned about security/crime when visiting Louisiana.

Demographics

16. What is your gender?

	African American	Frequency	White/Other	Frequency
Male	14.7%	63	30.3%	127
Female	85.3	365	69.7%	292

17. What is your marital status?

	African American	Frequency	White/Other	Frequency
Married	40.8%	174	60.0%	253
Divorced	19.7	84	14.7	62
Widowed	2.8	12	2.1	9
Single	32.6	139	18.2	77
Living with Partner	4.0	17	5.0	21

18. Are there any children under 18 that live in your household?

	African American	Frequency	White/Other	Frequency
--	-------------------------	------------------	--------------------	------------------

Yes	45.0%	190	30.6%	129
No	55.0	232	69.4	292

19. Which category best describes your age?

	African American	Frequency	White/Other	Frequency
Under 18	0.7%	3	1.2%	5
18-24	0.7	3	0.9	4
25-34	15.1	64	11.1	47
35-44	31.1	132	19.6	83
45-54	35.3	150	30.3	128
55-64	15.1	64	28.4	120
65+	2.1	9	8.5	36

20. Are you retired?

	African American	Frequency	White/Other	Frequency
Yes	7.0%	30	24.2%	102
No	93.0	399	75.8	320

21. Are you a student?

	African American	Frequency	White/Other	Frequency
Yes	19.6%	83	5.3%	22
No	80.4	341	94.7	394

22. What is your ethnic background?

African American	Frequency	White/Other	Frequency
50.4%	430	49.6%	423

23. What is your current household income?

	African American	Frequency	White/Other	Frequency
\$0-\$25,000	6.8%	27	8.6%	34
\$25,001-\$50,000	30.3%	120	25.8%	102
\$50,001-\$75,000	28.3%	112	28.1%	111
\$75,001-\$100,000	19.2%	76	19.0%	75
\$100,001-\$150,000	8.6%	34	11.1%	44
\$150,001 or more	6.8%	27	7.3%	29

Appendix A
Survey Instrument

Louisiana Multicultural Traveler Perception Study

1. Default Section

* 1. Do you live in Louisiana?

- Yes
 No

2. Thank you for participating

Thank you for participating in the survey.

3. Zip Code

2. What is your home Zip Code?

ZIP:

3. Which of the following statements best describes you?

- I visited Louisiana at least once within the past two years.
 I have definite plans to visit Louisiana within the year.
 I am considering visiting Louisiana within the year.
 I have no plans to visit Louisiana.

4. Satisfaction

4. If you have traveled to Louisiana in the last 2 years, let us know your satisfaction level by agreeing or disagreeing with the following statements.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
I felt safe and secure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My hotel experience was pleasurable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The restaurants offered superb, local cuisine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The attractions provided unique experiences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found exciting gaming venues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I found exciting nightlife venues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The area provided the cultural experiences I desired.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Louisiana is a good value for the money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Louisiana offers activities for the whole family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Activities Participated In

Louisiana Multicultural Traveler Perception Study

5. What activities did you participate in when you traveled to Louisiana? Select all that apply.

- | | | |
|---|---|--|
| <input type="checkbox"/> Family reunions | <input type="checkbox"/> Watching sporting events | <input type="checkbox"/> Attending concerts, plays or dance performances |
| <input type="checkbox"/> Culinary | <input type="checkbox"/> Gambling | <input type="checkbox"/> Hiking, biking |
| <input type="checkbox"/> Cultural | <input type="checkbox"/> Visiting historic sites | <input type="checkbox"/> Boating, sailing |
| <input type="checkbox"/> Fairs and Festivals | <input type="checkbox"/> Visiting zoos, aquariums, or science museums | <input type="checkbox"/> Hunting, fishing |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Visiting state parks | <input type="checkbox"/> Playing golf |
| <input type="checkbox"/> Family attractions | <input type="checkbox"/> Visiting museums, art exhibits, etc. | <input type="checkbox"/> Spa services |
| <input type="checkbox"/> Other (please specify) | | |

6. Not Considering Louisiana

6. If you are not considering a visit to Louisiana, please select that answer that best describes your reason.

- Other Places to Visit
- Don't like the weather
- Too Expensive
- No friends/family to visit
- Not interested
- Other (please specify)

7. When Thinking of LA

Louisiana Multicultural Traveler Perception Study

7. When thinking of Louisiana as a destination, how much do you agree or disagree with the following statements?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Not Applicable
I think that I will feel safe and secure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think my hotel experience will be pleasurable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the restaurants will offer superb, local cuisine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the attractions will provide unique experiences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I will find exciting gaming venues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I will find exciting nightlife venues.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the area will provide the cultural experiences I desire.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think Louisiana is a good value for for the money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think Louisiana offered activities for the whole family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Primary Purpose of Travel to LA

8. What was or will be the primary purpose for your travel to Louisiana? Select all that apply.

- Business
- Convention
- Leisure/Pleasure
- Attend Festival/Event
- Family Reunion
- Education
- Sports Related
- Other (please specify)

9. Activities Interested In

Louisiana Multicultural Traveler Perception Study

9. What activities are you most interested in when traveling? Select all that apply.

- | | | |
|---|---|--|
| <input type="checkbox"/> Family reunions | <input type="checkbox"/> Watching sporting events | <input type="checkbox"/> Attending concerts, plays or dance performances |
| <input type="checkbox"/> Culinary | <input type="checkbox"/> Gambling | <input type="checkbox"/> Hiking, biking |
| <input type="checkbox"/> Cultural | <input type="checkbox"/> Visiting historic sites | <input type="checkbox"/> Boating, sailing |
| <input type="checkbox"/> Fairs and Festivals | <input type="checkbox"/> Visiting zoos, aquariums, or science museums | <input type="checkbox"/> Hunting, fishing |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Visiting state parks | <input type="checkbox"/> Playing golf |
| <input type="checkbox"/> Family attractions | <input type="checkbox"/> Visiting museums, art exhibits, etc. | <input type="checkbox"/> Spa services |
| <input type="checkbox"/> Other (please specify) | | |

10. In what month are you most likely to plan a vacation?

11. Have you seen/heard any advertising for Louisiana tourism in the past six months?

- Yes
 No

12. What is your primary source of information about Louisiana as a travel destination?

- Friends/Family
 Radio
 Television
 Newspaper/Magazine
 Conduct a general web search, through Google, Yahoo etc.
 Go directly to destination or property web sites
 Third-party travel web sites (Expedia.com, Orbitz.com, Travelocity.com)
 Read/participate in blogs or other user-generated content online
 Other (please specify)

10.

Louisiana Multicultural Traveler Perception Study

13. What states, other than Louisiana, have you visited in the last 2 years? Select all that apply.

- | | | |
|--------------------------------------|---|---|
| <input type="checkbox"/> Alabama | <input type="checkbox"/> Maine | <input type="checkbox"/> Oklahoma |
| <input type="checkbox"/> Alaska | <input type="checkbox"/> Maryland | <input type="checkbox"/> Oregon |
| <input type="checkbox"/> Arizona | <input type="checkbox"/> Massachusetts | <input type="checkbox"/> Pennsylvania |
| <input type="checkbox"/> Arkansas | <input type="checkbox"/> Michigan | <input type="checkbox"/> Rhode Island |
| <input type="checkbox"/> California | <input type="checkbox"/> Minnesota | <input type="checkbox"/> South Carolina |
| <input type="checkbox"/> Colorado | <input type="checkbox"/> Mississippi | <input type="checkbox"/> South Dakota |
| <input type="checkbox"/> Connecticut | <input type="checkbox"/> Missouri | <input type="checkbox"/> Tennessee |
| <input type="checkbox"/> Delaware | <input type="checkbox"/> Montana | <input type="checkbox"/> Texas |
| <input type="checkbox"/> Florida | <input type="checkbox"/> Nebraska | <input type="checkbox"/> Utah |
| <input type="checkbox"/> Georgia | <input type="checkbox"/> Nevada | <input type="checkbox"/> Vermont |
| <input type="checkbox"/> Hawaii | <input type="checkbox"/> New Hampshire | <input type="checkbox"/> Virginia |
| <input type="checkbox"/> Idaho | <input type="checkbox"/> New Jersey | <input type="checkbox"/> Washington |
| <input type="checkbox"/> Illinois | <input type="checkbox"/> New Mexico | <input type="checkbox"/> West Virginia |
| <input type="checkbox"/> Indiana | <input type="checkbox"/> New York | <input type="checkbox"/> Wisconsin |
| <input type="checkbox"/> Iowa | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Wyoming |
| <input type="checkbox"/> Kansas | <input type="checkbox"/> North Dakota | |
| <input type="checkbox"/> Kentucky | <input type="checkbox"/> Ohio | |

11. Primary Mode

14. What primary mode of transportation to Louisiana would you use?

- Automobile
- Plane
- Train
- Bus
- R/V
- Cruise
- Other (please specify)

15. What concerns, if any, do you have about visiting Louisiana?

Louisiana Multicultural Traveler Perception Study

12. Demographics

16. What is your gender?

- Male
 Female

17. What is your marital status?

18. Are there any children under 18 that live in your household?

- Yes
 No

19. Which category best describes your age?

13.

20. Are you retired?

- Yes
 No

21. Are you a student?

- Yes
 No

22. What is your ethnic background?

23. What is your current household income?

14. End of Survey

Thank you for participating in the survey.

Appendix B

Zip Codes

	Percent	Frequency
Texas	9.46	74
Georgia	8.31	65
Florida	7.67	60
Maryland	6.27	49
California	6.14	48
New York	5.50	43
Pennsylvania	5.50	43
North Carolina	4.48	35
New Jersey	3.96	31
South Carolina	3.84	30
Alabama	3.58	28
Illinois	3.58	28
Michigan	3.32	26
Virginia	2.94	23
Tennessee	2.81	22
Ohio	2.30	18
Massachusetts	2.17	17
Mississippi	1.53	12
Missouri	1.41	11
Kansas	1.28	10
Washington	1.28	10
Oklahoma	1.15	9
Wisconsin	1.15	9
Indiana	1.02	8
Arkansas	0.90	7
District of Columbia	0.90	7
Arizona	0.77	6
Kentucky	0.77	6
Minnesota	0.77	6
Colorado	0.64	5
Delaware	0.64	5
Nevada	0.51	4
Connecticut	0.38	3
Utah	0.38	3
Alaska	0.26	2
Idaho	0.26	2
New Mexico	0.26	2
North Dakota	0.26	2
Oregon	0.26	2
South Dakota	0.26	2

Iowa	0.13	1
Maine	0.13	1
New Hampshire	0.13	1
Rhode Island	0.13	1
Vermont	0.13	1
West Virginia	0.13	1
Wyoming	0.13	1
Total	99.74	780
Did not answer	0.26	2
	100.00	782

Appendix C

What activities did you participate in when you traveled to Louisiana? Select all that apply.

Race	Comment
African American	Rebuild project
White/Other	Book Signing
White/Other	Driving to Florida-stopped overnight to sleep then did some sightseeing in Baton Rouge
African American	It rained the entire time I was there. Thunderstorm warning made it impossible for me to enjoy the trip.
White/Other	Volunteering
African American	Passing thru trucker

Appendix D

If you are not considering a visit to Louisiana, please select the answer that best describes your reason.

Race	Comment
White/Other	Don't Agree with certain non-family lifestyles.
White/Other	Not planning on visiting "within the year" but might within the next two years.
White/Other	Health reasons right now.
African American	Will visit in the distant future.
White/Other	I am definitely interested in visiting Louisiana, but have not plans to do so within the next two years.
White/Other	Would like to visit in a year or so.
White/Other	Have been in last 5 years and plan to visit again but not within year.
African American	Plans are tentative for 2011 to visit for Essence Festival.
White/Other	Would like to visit but not within a year.
White/Other	A good choice was Ask. I do plan on going to see my son some time. Just not planned now.
White/Other	Only enjoyed New Orleans and it's a toilet now.
African American	I am considering visiting Louisiana; it is just not within the year. My brother and his wife are moving soon, so I know that I will visit eventually.
White/Other	Not recovered.
White/Other	I would like to visit Louisiana, but have no plans to visit this year.
African American	Just haven't decided where we are going next year. Already vacationed once this year so far.

Appendix E

What was or will be the primary purpose for your travel to Louisiana? Select all that apply.

Race	Comment
African American	Community Rebuild
African American	Veteran's Hospital
African American	To work on my house in New Orleans, thinking about moving back if I can find a decent job.
African American	Carnival Cruise
White/Other	Check home repair status
White/Other	Funeral
White/Other	Prior to cruise
White/Other	Volunteer
White/Other	Contest
African American	Have not traveled there yet
African American	Relocating

Appendix F

What activities are you most interested in when traveling? Select all that apply.

Race	Comment
White/Other	Taking the Orient Express train
White/Other	I just love New Orleans.
White/Other	Maybe even eloping.
White/Other	Relaxing
White/Other	Taking Photos
White/Other	Contest
African American	Have not traveled there yet
African American	Relocating

Appendix G

What is your primary source of information about Louisiana as a travel destination?

Race	Comment
White/Other	Desire to go by train to New Orleans
African American	Personal experience
White/Other	Lived there for 15 years
African American	At my job
White/Other	Past experience
African American	Harrah's Casino Host Katrina Dunson
White/Other	Personal experience
White/Other	Casino member rewards
White/Other	Mail
White/Other	I used to live in New Orleans and am pretty familiar with the area.
African American	Prior visit
White/Other	Lived in Bossier City for two years and New Orleans for one year.
African American	I once live there, moved 20 years ago.
White/Other	Received information via U.S. mail.
White/Other	Moved to Houston in 1972, but I'm still a New Orleanian.
White/Other	Sweepstakes
White/Other	None
African American	Previous visit
African American	Parents, grandparents; born and raised there

African American	I have been before.
African American	Relative, requested brochures from Chamber of Commerce
White/Other	Have been there before want to visit again
White/Other	I have been there 3 times. I love Louisiana.
White/Other	Travel Agency
White/Other	None
African American	I've been to New Orleans several times.
White/Other	Was there 25 years ago
African American	My personal experience
White/Other	My memory – having visited over 20 years ago would like to visit again.
White/Other	Earlier visits
White/Other	Used to live there so I know the area
African American	Email
White/Other	Traveling to a tournament
African American	Lived there most of my life.
White/Other	My previous visits.
African American	Usually something annual that you anticipate
African American	I've personally traveled to LA on several occasions.
White/Other	I only live in Houston
White/Other	I've been to New Orleans in the past and loved it. I'm not going Mardi Gras (too many people for me) but love the food and the entire experience! I want to share it with my teenage son. The ONLY thing that will prevent me is money!
White/Other	Former visit

White/Other **Essence Festival**

African American **Past visits**

Appendix H

What states, other than Louisiana, have you visited in the last 2 years? Select all that apply?

	African American	Frequency	White/Other	Frequency
Alabama	20.8%	86	12.1%	50
Alaska	1.2	5	3.1	13
Arizona	7.0	29	16.4	68
Arkansas	6.3	26	6.5	27
California	17.2	71	24.9	103
Colorado	4.4	18	13.0	54
Connecticut	7.7	32	10.1	42
Delaware	14.3	59	8.2	34
Florida	45.3	187	44.2	183
Georgia	44.3	183	23.2	96
Hawaii	3.4	14	7.0	29
Idaho	0.0	0	2.7	11
Illinois	14.5	60	14.7	61
Indiana	8.5	35	6.0	25
Iowa	2.4	10	2.9	12
Kansas	2.4	10	5.1	21
Kentucky	6.5	27	9.7	40
Maine	0.7	3	6.0	25
Maryland	27.6	114	15.9	66
Massachusetts	7.0	29	10.6	44
Michigan	7.7	32	8.2	34
Minnesota	1.7	7	5.1	21

Mississippi	15.0%	62	10.6%	44
Missouri	8.7	36	8.2	34
Montana	0.2	1	2.7	11
Nebraska	1.2	5	2.9	12
Nevada	16.2	67	20.5	85
New Hampshire	1.2	5	5.3	22
New Jersey	23.0	95	14.5	60
New Mexico	3.9	16	8.9	37
New York	31.7	131	24.6	102
North Carolina	29.3	121	16.9	70
North Dakota	0.0	0	0.7	3
Ohio	10.7	44	9.7	40
Oklahoma	3.1	13	6.8	28
Oregon	0.7	3	4.8	20
Pennsylvania	17.9	74	16.4	68
Rhode Island	2.9	12	4.1	17
South Carolina	22.0	91	16.7	69
South Dakota	1.0	4	2.4	10
Tennessee	21.5	89	16.9	70
Texas	20.8	86	22.2	92
Utah	0.7	3	5.1	21
Vermont	0.2	1	3.9	16
Virginia	30.3	125	19.3	80
Washington	9.2	38	10.4	43
West Virginia	7.7	32	6.5	27

Wisconsin	2.7	11	6.8%	28
Wyoming	0.7	3	2.4	10

Appendix I

What primary mode of transportation to Louisiana would you use?

Race	Comment
African American	Public Transportation
White/Other	Don't Know

Appendix J

What concerns, if any, do you have about visiting Louisiana?

Security

The crime has been becoming an increasing big problem since hurricane Katrina. That would be my only concern my safety.

Safety

The cleanup of the area greatly affected by Katrina!

Safety

It was very saddening to see neighborhoods in New Orleans to look the way they did 3 years ago.

Probably safety.

Costs

Crime

The number of people homeless under the bridges/freeways

Crime is still out of control. Friend got her purse stolen while we were at restaurant on our last visit.

Crime, Drugs, Voodoo

Safety

Safety

Dirtiness

When I do drive the parking fees are ridiculous and the hotel taxes are somewhat expensive.

Two flights each way.....lost luggage.

Have little concerns.

Is it ready for visitors; other than the French Quarter?

Theft of personal property.

Getting a speeding ticket.

Seeing things I hadn't seen before and doing it in comfort and safety that accommodates some mobility limitations.

Safety and things you feel safe doing with children.

It is hard for me to deal with the aftermath of Katrina even now.

There are not enough gay activities. Baton Rouge was awful.

Again, the levee situation.

I hear the crime rate has increased; but saw no evidence of it when I was there.

Crime

Safety in New Orleans. I have heard some bad stories from friends.

Even if the crime rate falls, the prices have to come down. LA was a yearly trip for us before the flood. We checked the hotels that we use to patronize and Lord have mercy. So we picked other states and they have made sure that we come to their state. They have brought down prices so we can stay and spend money.

I don't like seafood and will that be all that there is to eat; safety - high crime rate

Traffic

Crime

Crime

Bugs.

Lack of police visibility and the high cost of a lot of things I use to do.

Safety, if the city has been rebuilt to accommodate visitors, & respecting those we've lost to Katrina.

Safety

Safety

The economy

Environmental safety and hazards associated with clean-up or lack of clean-up from Katrina flood.

New Orleans-crime, dirty

The people

Personal safety and cleanliness

The weather

Safety

Places to visit with children

Crime

In New Orleans the safety of the levee

If crime were not an issue, I would love to stay in other areas outside of the French Quarter.

Visiting during the July timeframe will the heat be a dry or humid?

The temps and crime.

Is New Orleans really ready for visitors??

I have concern about crime in the area. I travel with my young kids and I do not see any advertising towards family.

I enjoy Louisiana, and I love New Orleans. I have noticed that since Katrina, the town seems rather dysfunctional. Transportations systems are poor.

Crime

Storms / Floods

Crime rate in New Orleans

I'm on oxygen and not sure how to travel.

Safety. I personally know someone who had her car stolen when she went back home to Louisiana to visit. Also know of a young man who was murdered last week when he went to Louisiana to visit his grandfather. I feel like we'll be fine as long as we stay in the tourist area. But, we may be in danger if we go off the beaten path into the heart of Louisiana.

Crime

Hurricanes

It was very expensive the last time I was there.

Safety issues

Safety concerns

Much too expensive

Attractions to see

It's awfully hot in the summer, which is when I can travel.

The reports about crime rate.

The crime rate is still high.

Security and prices

Hopefully no hurricanes around.

Crime in New Orleans, especially in the areas less populated since the flooding after Katrina. Tell the Police Chief we are still awaiting his detailed plan to combat violent crimes or we're sending Pennington back home (I live in Atlanta now).

That New Orleans is still not repaired and it would be hard to find a Koa or a hotel room.

High crime rates

Have things really changed since the Hurricane Katrina incident?

Handicapped accessibility

I plan to stay away from all the southern part due to the crime.

Crime safety

I'm concerned about how much has been restored or rebuilt after Hurricane Katrina. The storm was devastating and I'm hoping I still get to see some of the things people have always talked about.

Being able to afford it.

None in particular, only basic safety precautions of any major city.

I have no concerns visiting there. I just wish the government would do its part to help the area recover from Katrina.

Crime directed towards those who venture outside of the French Quarters?

Cost

I don't have any concerns about visiting Louisiana.

My safety, I have read that there have been some kicking of doors in at hotels. I hope this was an isolated incident!

Safety, Prices

That everything is open after the Hurricane Katrina disaster

Crime rate, racial divide, prejudice

Hurricanes and immorality

High crime areas

Safety

None. Maybe weather.

High crime rate in New Orleans

Robberies in the French Quarter

Travel expenses

Safety

The water and the damage it would cause if the city flooded and danger.

None. We have visited there several years ago and hope to again someday.

My hope is that the state can get back to near as what it used to be; it's not as safe as in the past.

Crime

The Crime Rate seems to have highly risen up since the Hurricane.

Hurricane Katrina

Your road system was set up by a drunk. Not very well maintain.

Safety is some parts of Louisiana outside of the tourist spots. The 9th ward.

Crime

Weather

Crime

The weather

Hurricanes

Finding affordable activities and lodging

The news constantly talks about crime in the area

When I had gone to New Orleans, I was a little skeptical of how friendly people would be, but I was relieved to know that they were super friendly.

Safety

Crime

I love it. I go every year for my birthday but when this big problem came I have not returned until I think it is really safety and prices get better.

Heat

Just the heat

Finding great inexpensive fishing

Crime, racism

Very racial, they live back in the civil war days. Do not like Yankees and too much crime. Hopefully they still have a large police presence.

Too much crime

Crime

There are still some places that are still not safe and that is one of my concerns but otherwise, it is a great place to visit and see.

Reluctant to see Hurricane devastation

Violence

That the state is not restoring the non tourist sections of NO it's a shame

Safety. People are murdered in New Orleans daily. Last time we visited my husband was mugged at gunpoint.

Humidity

The availability of reasonable places to eat. Or that my hotel can accommodate us with kitchen facilities.

Recovery from Katrina

Crime

It being destitute, I'm very turned off to the fact that homes etc. has not been rebuilt after Katrina it is a disappointment to me and I think it has had a shift of culture, and it wouldn't be like the stories I have heard about in the past, it will have a negative vibe to me now, sad and like a genocide of sorts, ghostly.

Safety for my family.

Hurricanes

Drinking water...safety

Crime... but only when in New Orleans.

My personal safety and crime against tourists

Weather conditions

Hurricane season

Safety

Crime

Crime rate

Safety

Safety in certain areas, especially at night. Availability of attractions.

Crime

They say safety is a problem.

Heat

I don't know how safe it is now with all the gang activities!

Crime

Assuring that I will be safe and secure in the New Orleans area.

This will be my first trip since Katrina and I am concern about my emotional feelings.

Seeing familiar places that are destroyed.

Recovery from Hurricanes.

Areas with crime but no more than any other state.

How complete is hurricane recovery?

I wouldn't go during hurricane season

Hurricanes

Never been there just passing by not to vacation yet would like the mara garl

No concerns. Have visited 2 times in the past but just not in the last 2 years.

Mold; other air toxins

Getting around.

I do not know any one that lives in this state at this time

Crime, poor conditions of areas not fixed after Katrina and it won't be like I remembered it before Katrina.

Crime

Safety, nice people, backwards ways and litter along the roads.

Safety of the city after dark

If it's back to normal

Safety for my sons

If information on what is open is accurate.

Crime

Safety

The last time we purchase train tickets going to Louisiana was great on the train but coming back to Washington D.C .area train passengers where pack into one car. It was a NIGHT MARE I HOPE NEVER TO DO AGAIN. The trains line to and from New Orleans are old and have not been update it would be great experience riding The train to New Orleans.

Minimal - mainly the potential racism of the Old South

Crime after dark.

Safety in New Orleans

Crime rate

Safety

Violence and politically corrupt

The crime rate in cities like New Orleans.

How much is it clean and safe since Hurricane Katrina

Cost

Safety and security

I might be a bit more cautious about traveling there during hurricane season, but otherwise, I don't really have any concerns.

Unfinished rebuilding

Crime

Crime

I still hear a lot about hustlers and thieves in the New Orleans area. But every big city has this problem. I will be cautious about the areas I go in.

Most of the stores that were there when I visited prior to Katrina were gone. The atmosphere was a little eerie Post Katrina. Rats were on the streets..

Katrina Recovery

Crime

Crime

Clean the city up. It looks a mess

Cost

Concerned about all the people that were displaced during the hurricane. Are they back, how are their living conditions, are they working?

Crossing the bridge into New Orleans.

Slightly concerned about crime.

None, I have travelled all over the world and consider myself a somewhat savvy traveler. I do not take unnecessary chances and realize that any place may have its dangers.

Weather

Keeping my kids busy.

Availability of transportation around hurricane ravages areas. Areas and shopping are plentiful and are not still shutdown.

Crime

Crime & state troopers

Katrina

Being able to visit the shopping area

The safety and the conditions since the Hurricane. Bad publicity regarding living conditions

I am concerned about the toxicity of the city following Hurricane Katrina.

Safety

When is all the struggle going to end. Housing, jobs and crime. Not so much a concern but fact of the environment.

General safety

Gang fighting and being attacked

The crime rate

Prices

The areas of New Orleans that have not been cleaned up from Hurricane Katrina. The crime and debauchery experienced in New Orleans, plus the areas affected by Katrina.

Being able to find decent hotel packages

Party atmosphere, not enough for little kids

Restoring of the city of New Orleans after the storm

A little concerned about the violence in the city. I know when I was there before it was an issue. I'm not sure how the violence has continued since Katrina. I'm hoping the city calmed down and drew together. It's such a beautiful state!!

King street fish market I love it, also I love the foods cooked there near the French Quarter.

My concerns are what part of tourism monies are filtered to the communities of the actual Katrina victims. There are still communities in shambles and many people (low income people) that are in grave need. My concerns revolve around what LA is really doing for their most helpless citizens while we parade around the tourist areas spending money.

Personal safety, cost, recovery from Katrina

Safety is always the primary concern.

I don't have any concerns; I visited Louisiana every year for five years about 22 years ago, so I'm exploring other options.

Cost and safety

It's not safe at all.

I don't like driving in Louisiana.

Hurricanes

Recently heard about the high crime situations in the tourist areas after Katrina.

None -- I love it, especially New Orleans

Bad roads

Lighting on some of the side streets

Having missed out by not visiting before the devastation

Not having something fun, not necessarily educational, for my 7 year old son to do.

Money

Mold in the Hotel.

The repairs and/or renovations that may be needed to bring tourism and commerce back to the area.

Safety
