

International Visitors to Louisiana 2013

Final Report

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By



**THE UNIVERSITY of
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Executive Summary

Travel Characteristics

New York (28.5%) was the most popular gateway for international visitors to Louisiana to enter the U.S., followed by Los Angeles (14.6%) and New Orleans (14.4%). Louisiana visitors who traveled to multiple states tended to visit mostly New York (38.7%), California (33.0%), Florida (31.0%) and Texas (24.9%). In 2013, international visitors came to Louisiana more frequently during March (10.4%), February (9.9%) and August (9.8%). The month with the lowest visitation was November (5.5%). Over three-quarters (79.7%) of all visitors were coming to the state for the first time. The average number of previous visits for those travelers who had come to the state before was 2.7. On average, international visitors spend slightly more than half of their trip to the U.S. (10.1 nights) while traveling in Louisiana (5.3 nights).

Travel Planning

Hotel and motel accommodations were used by 74.8% of travelers, while a large percentage stayed with family or friends (22.4%) or in a bed and breakfast (22.0%). Leisure travel (75.1%), business/professional travel (12.7%), and visiting friends and relatives (7.1%) were the top three purposes for travelers coming to Louisiana. Nearly half of the visitors reported using the services of a regular travel agent when planning their trip to the state (47.2%), while 30.4% used an online travel agent. Over two-thirds of the travelers requested (69.4%) or downloaded (64.2%) the Louisiana Travel Guide as planning tools. Another 65.0% used the Louisiana Travel website, while 40.2% called the 1-800 number for visitor information.

Flying (77.5%) and driving a rental car (31.0%) were the preferred forms of transportation for international travelers coming to Louisiana. Once in the state, most of them used rental cars (57.7%) or public buses (26.9%). The average party size was 3.4 travelers, while the typical party size was two persons. Less than half (40.7%) of all visitors brought children on their trip. The average number of children in parties with kids was 2.1.

Spending and Activities

On average, international visitors to Louisiana spent nearly \$512 per person per day. Lodging represented the highest spending category (\$117), followed by shopping (\$105) and meals (\$78). Nearly 61% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while a similar percentage (60.1%) took advantage of it.

Shopping (62.8%), dining out (57.9%), sightseeing in cities (49.7%), going to nightclubs and bars (42.1%), and visiting museums and art galleries (37.2%) were the most popular activities engaged in by international visitors. The least popular activities included camping and hiking (15.5%), bird watching (14.7%), and golfing and tennis (13.1%).

New Orleans (65.8%), Baton Rouge (34.9%) and Alexandria (33.1%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (62.2%) and Baton Rouge (26.7%).

Perceptions and Satisfaction

The vast majority (94.3%) of visitors perceived Louisiana to be a safe destination. A similar percentage (96.4%) were satisfied with their visit to Louisiana. A large proportion (92.2%) of visitors indicated that they were likely to return to the state in the next five years, while another 96.1% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by international visitors for any destination also ranked high in visitor satisfaction for Louisiana. Indicators that ranked higher in satisfaction over importance were *Nightlife*, followed by *Family Oriented* and *Entertainment*. Rates that were lagging include *Easy to Travel to* and *Variety of Things to See and Do*.

Demographics

The majority of international visitors who participated in the survey were employed full time (70.9%), were between the ages of 25 and 49 (71.2%), were males (59.6%), and had a total household income above \$50,000 (66.5%).

Introduction

International tourism has steadily grown in the past few years to become a significant segment of the U.S. travel industry. States such as Louisiana are taking advantage of that trend and have increased their marketing efforts to attract international travelers. The U.S. Department of Commerce estimated international tourism receipts for 2013 to be \$135.6 billion, an increase of nearly 7 percent compared to 2012. Travel receipts include food, lodging, recreation, gifts, entertainment, local transportation in the United States, and other items incidental to foreign travel. According to a forecast from the U.S. Department of Commerce, international visitation is expected to increase between 3.3 percent and 5.9 percent annually over the 2014-2019 period.

The Louisiana Office of Tourism (LOT) has been active in pursuing targeted international markets through various marketing efforts. In order to improve its marketing strategies and ultimately better satisfy its customers, LOT needs current indicators of its present and potential international markets.

Representatives from the LOT contacted the Hospitality Research Center (HRC) at the University of New Orleans (UNO) for the purpose of providing them with information about international visitors. The purpose of this study is to determine trip characteristics, expenditure information, satisfaction levels and demographic characteristics of international visitors to Louisiana.

Methodology

Overview

The population for this study are international travelers who came to Louisiana during the calendar year 2013. The top ten international markets analyzed in this study include Australia, Brazil, Canada, China, France, Germany, Japan, Mexico, Netherlands and the United Kingdom. These markets were identified by the Louisiana Office of Tourism based on information provided by the U.S. Department of Commerce (OTTI I-94 Publication), VisaVue spending figures, Welcome Center visitation estimates and Canadian STATs. Another category identified as “Other” was created to survey visitors who did not belong to any of the aforementioned ten countries, but who could answer the survey in one of the languages offered. The countries included in this category were Italy, Spain and Russia. In the early stages on the study, Argentina was also part of this category; however, no valid responses were collected from this country.

It is important to note that while the methodology in 2013 was different from that of in 1999, most results are within the same parameters and remain comparable. Specifically, in 1999, data was collected through intercept surveys in New Orleans. Visitors for non-selected countries who chose to participate were also part of the study. In addition, several questions were presented in an open-ended response format.

Survey Instrument

An online survey instrument, developed by HRC with input from LOT, was posted online using the website *Qualtrics.com*. The survey contained a total of 36 questions designed to identify trip characteristics, satisfaction levels and demographics of international visitors to Louisiana. The survey also included a picture of the 2013 Louisiana Visitor Guide and a map of Louisiana. The map was included to assist visitors to better identify the destinations they visited rather than a mere recall of place names.

Due to the international nature of this study, the survey instrument was translated into nine languages: Dutch, French, German, Italian, Japanese, Mandarin, Portuguese, Spanish and Russian. Professional translators partnering with Qualtrics.com conducted the translations. The survey was translated into different languages to guarantee that visitors participating in the study would feel more comfortable answering questions in their native language. Not only this helped capture more international visitors, who might not speak English, but it provided more valid and reliable information.

Data Collection

For the purpose of this study, the HRC and LOT chose Qualtrics.com online panel to collect the data. The results from an online panel survey were assumed to be representative of all international visitors to Louisiana. The online panel has both benefits and disadvantages in the study. The benefits include lower costs, ready-to-use data, elimination of surveyor error and bias, and the capability to control who participates in the study. The main disadvantages include self-selective participation and internet access requirements. Visitors in the age group of 55 and over might be underrepresented in the study.

The methodology used by the online panel for recruiting individuals was getting people who had signed up to take online surveys for market research. People who prequalified for the survey were current members of the panel or were invited through rewards programs and social media. A screening question was included in the survey to determine whether members of the panel qualified for the study. Selected respondents who participated in the survey were only those individuals from the specified countries who visited Louisiana in 2013. All respondents completed the survey in their country of residence and were limited to participate only once.

The data collection process took place over a one-year period, starting on December 23, 2013. Quotas of completed questionnaires were determined per country per quarter. A total of 225 completed questionnaires were obtained from each of the top ten countries, along with 204 responses from residents of the “other” group. The final data set included a grand total of 2,454 responses.

Data Analysis

Completed questionnaires were collected by Qualtrics.com and forwarded to the HRC on a quarterly basis. The HRC reviewed the data for accuracy and logical consistency, analyzed the responses using statistical software, and tabulated the results. To evaluate biases created from a panel dataset, the HRC compared the results with external information that had data available on international visitors to Louisiana during 2013. The analysis excludes open-ended questions and responses due to the limitations in interpreting the variety of languages.

The HRC analyzed the results and developed the final summary report. When available, comparisons are offered with results from the same period in 1999. In some tables, totals may not add up due to rounding. The first section of the report includes the results of the international visitors as a whole. Results with respect to specific nationalities are discussed when appropriate. The complete results per nationality for the top ten countries, in the form of tables, are presented in Appendix A.

Visitor Profile

Travel Characteristics

What country do you live in?

Table 1: Country of Residence

Response	Percentage 1999	Percentage 2013
Australia	1.6	9.2
Brazil	12.4	9.2
Canada	12.0	9.2
China	0.1	9.2
France	11.8	9.2
Germany	11.7	9.2
Japan	9.0	9.2
Mexico	14.5	9.2
Netherlands	0.6	9.2
United Kingdom*	11.5	9.2
Argentina	1.4	-
Italy	0.1	2.8
Spain	0.4	2.8
Russia	0.1	2.8
Other	12.9	-
Total	100.0	100.0
Valid Cases	2,120	2,454

**In 1999, the United Kingdom (UK) was represented by Great Britain. The UK includes England, Scotland, Wales and Northern Ireland.*

- The proportions of the top seven international markets in 2013 remained comparable to data collected in 1999, due to specific methodologies that were focused on selected markets. China, Netherlands and Australia presented major differences in results since these three countries were not part of the top seven list of markets in 1999.
- It is important to note that in 2013, the category “Other” was excluded as no additional countries were part of the study. In this year’s study, the surveys were sent only to targeted countries, while in 1999, visitors from non-selected countries also participated in the study. Italy, Spain and Russia were surveyed in addition to the top ten markets and will be represented in the “Other Visitors” section at the end of the report.

Through which city did you enter the U.S.?**Table 2: City of Entry to the United States**

Response	Percentage 1999	Percentage 2013
New York	12.6	28.5
Los Angeles	5.1	14.6
New Orleans	14.0	14.4
Chicago	7.8	7.5
Miami	14.6	7.0
Atlanta	8.5	4.7
Boston	1.3	4.5
Houston	12.1	4.2
Dallas	5.9	3.5
Washington D.C.	4.7	2.6
San Francisco	2.2	2.6
Detroit	3.5	2.2
Cincinnati	1.3	1.1
Memphis	2.2	0.8
Other*	4.2	2.0
Total	100.0	100.0
Valid Cases	2,078	2,454

**See Appendix B for a complete list of "Other".*

- New York was the most popular city of entry to the U.S. for Louisiana international visitors during 2013 (28.5%), followed by Los Angeles (14.6%). New Orleans ranked third with 14.4% of responses. The high rate for New Orleans compared to other areas might have been caused by some respondents indicating the final destination of their flight, rather than the "port of entry" as defined by the U.S. customs and immigration services.
- The preferred gateways for Brazilian visitors was New York (32.4%), while Mexican visitors entered the U.S. mostly through Los Angeles (29.3%). European travelers preferred New York and New Orleans. Specifically, New York was the number one option for French (35.6%), German (29.3%), Dutch (34.7%) and English (29.3%) visitors, while New Orleans was the next option for French (21.3%), German (18.7%) and English (19.6%) visitors. Asian travelers entered the U.S. mostly through New York (China 29.8%, Japan 28.4%) and Los Angeles (China 28.0%, Japan 15.6%). Most Australian visitors came through Los Angeles (32.4%), while most Canadians came through New York (28.0%).
- Large hub cities also received a sizeable portion of Louisiana travelers (e.g., Chicago, Miami, Atlanta and Boston).

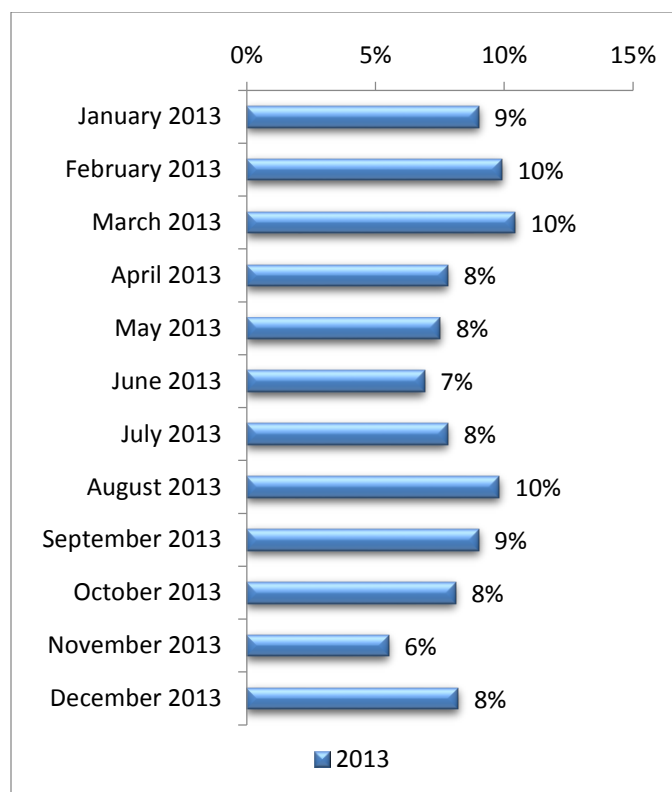
What other states or territories did you visit on that trip to the U.S.?**Table 3: Other States/Territories Visited (Top 20)**

Response*	Percent of Cases 1999	Percent of Cases 2013
New York	10.6	38.7
California	9.2	33.0
Florida	18.9	31.0
Texas	15.4	24.9
Washington	1.1	19.4
New Jersey	0.5	17.4
Alabama	4.1	15.3
Arizona	1.6	14.8
Nevada	2.1	14.5
Colorado	1.0	14.4
Hawaii	0.2	14.1
Mississippi	7.4	13.7
New Mexico	0.3	13.2
Illinois	3.3	12.8
Indiana	0.5	12.8
Alaska	0.5	11.6
Tennessee	3.4	10.8
Kentucky	0.2	10.6
Kansas	0.2	10.6
Ohio	0.8	10.5
Other**	17.5	217.1
I did not visit other states/territories	42.6	6.0
Total**	141.4	567.2
n	2,593	13,920

*In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.

**See Appendix B for a complete list of "Other". Total equals more than 100% due to multiple responses.

- New York (38.7%), California (33.0%), Florida (31.0%) and Texas (24.9%) were the most popular states that international tourists visited in addition to Louisiana. A small percentage (6.0%) of international visitors did not visit any other state while in the U.S.

When did you visit Louisiana?**Figure 1: Month of Visit to Louisiana**

This question was added in 2013.

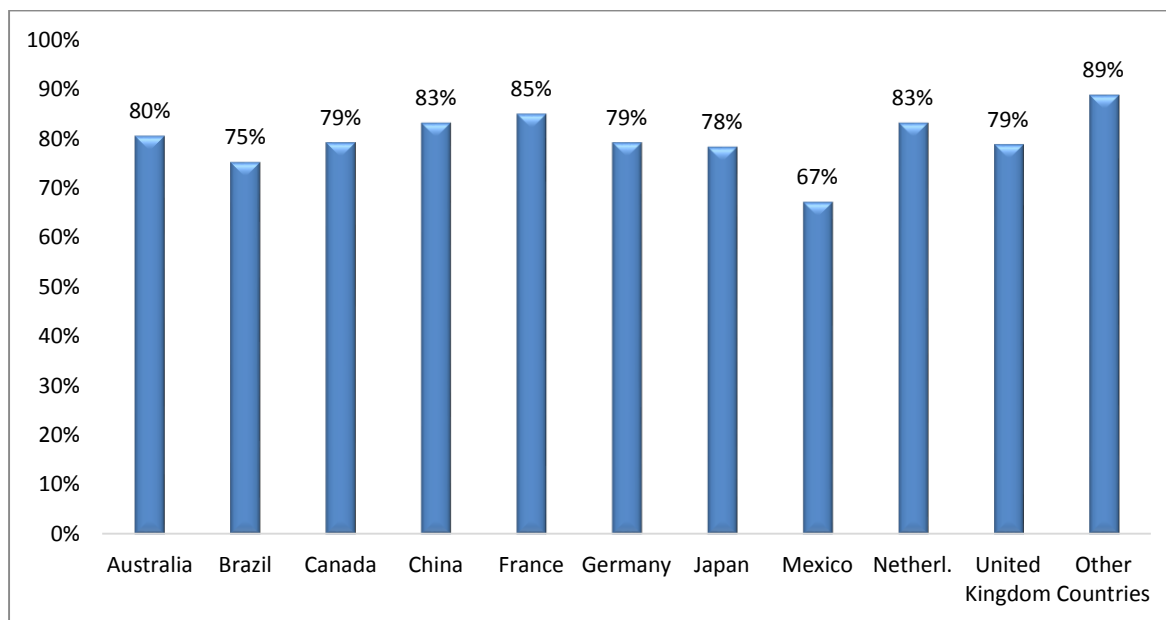
- International visitors came to Louisiana most frequently during March (10.4%), February (9.9%) and August (9.8%). The month with the lowest visitation was November (5.5%).
- Brazilians visitors came most often during February (13.8%), while Mexican visitors traveled more frequently in March (13.3%). European visitors came to the area mostly during September and March. To be more precise, French visitors came more often during September (12.0%), while German (13.8%) and English (12.4%) visitors traveled more frequently during March. Asian visitors came mostly during December (China 13.8% and Japan 18.7%).

Was that your first visit to Louisiana?**Table 4: First Visit to Louisiana**

Response	Percentage 2013
Yes	79.7
No	20.3
Total	100.0
Valid Cases	2,454

This question was added in 2013.

- The majority (79.7%) of international visitors traveled to Louisiana for the first time in 2013.
- More visitors from certain countries including France (84.9%), China (83.1%) and Netherlands (83.1%) had not been to Louisiana before. Other countries including Mexico (67.1%), Brazil (75.1%), Japan (78.2%) and the UK (78.9%) had more residents who had traveled to Louisiana in the past.

Figure 2: First Visit to Louisiana

If that was not your first visit to Louisiana, how many other times have you visited the state?

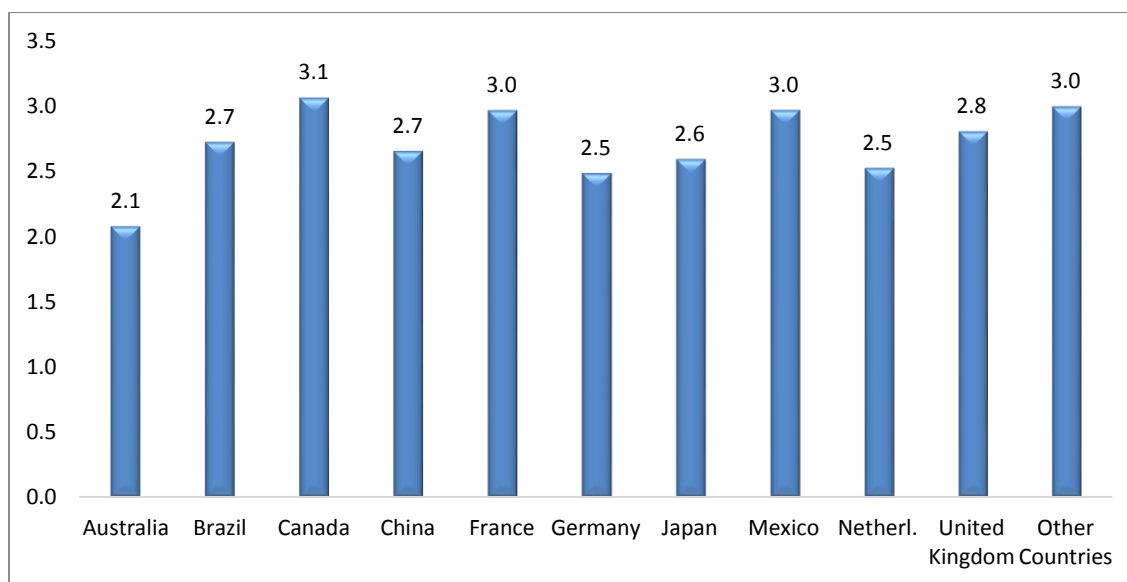
Table 5: Number of Previous Visits to Louisiana

Response	Mean	Median	Mode
2013	2.7	2.0	2.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

- International visitors who had been to the state before had traveled to Louisiana for an average of 2.7 prior times.
- Visitors from Canada (3.1), France (3.0), Mexico (3.0), UK (2.8) and Brazil (2.7), who had been to the state in the past, had traveled to Louisiana on average more often than visitors from the other countries.

Figure 3: Average Number of Previous Visits to Louisiana



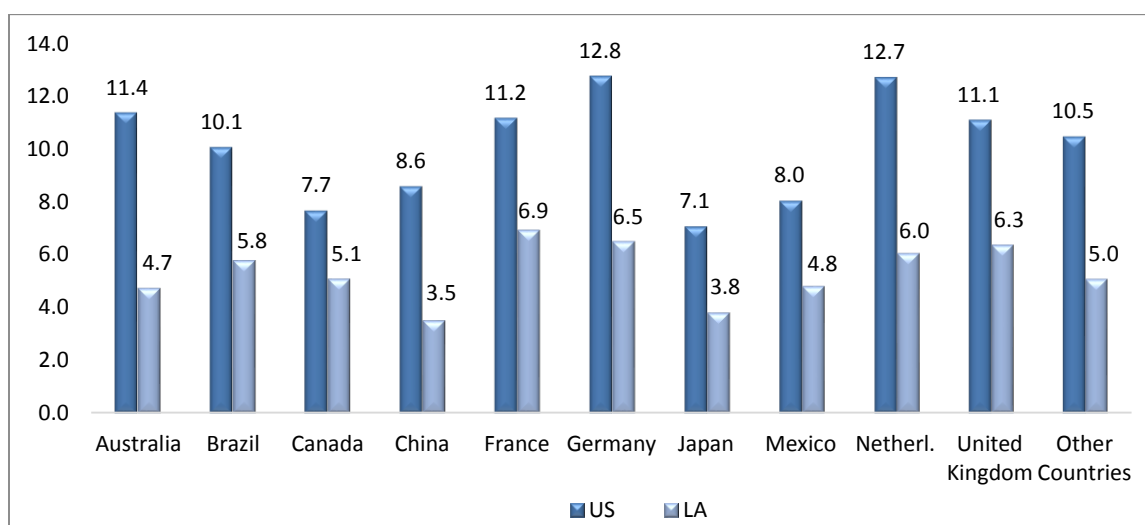
How many total nights did you spend in the U.S. and in Louisiana on that trip?**Table 6: Number of Nights Spent on Trip**

Response	1999	2013
Number of Nights Spent in the U.S.		
Mean	12.0	10.1
Median	8.0	9.0
Mode	7.0	10.0
Number of Nights Spent in Louisiana		
Mean	6.2	5.3
Median	5.0	4.0
Mode	4.0	3.0

Outliers greater than 30 nights were not included in these statistics.

The median is the number which lies at the midpoint of the distribution, whereas the mode is the most frequently occurring score.

- Overall, in 2013 international visitors traveled to Louisiana for longer periods than domestic tourists. On average, international visitors spend slightly more than half of their trip to the U.S. (10.1 nights) while traveling in Louisiana (5.3 nights). These results confirm the importance of international visitors to a destination's economy.
- German visitors spend the longest time in the U.S. (12.8 nights), followed by visitors from Netherlands (12.7 nights) and Australia (11.4 nights). However, the French spent the longest time in Louisiana (6.9 nights), followed by Germans (6.5 nights) and English (6.3 nights). Asian visitors spent the least amount of time in Louisiana (Japan 3.8 nights and China 3.5 nights).

Figure 4: Average Number of Nights Spent on Trip (2013)

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table 7: Types of Night Accommodations While in Louisiana

Response	Percent of Cases 1999	Percent of Cases 2013
Hotel/Motel	74.1	74.8
Family or Friends	20.4	22.4
Bed and Breakfast	6.2	22.0
Apartment/House Rental	2.8	9.3
Campground	1.0	7.0
Cruise Ship*	-	6.5
Park Cabin*	0.1	6.3
Timeshare/Condo*	-	5.2
Work/Volunteer/School Facility*	-	2.0
Total**	104.6	155.7
n	2,167	3,801

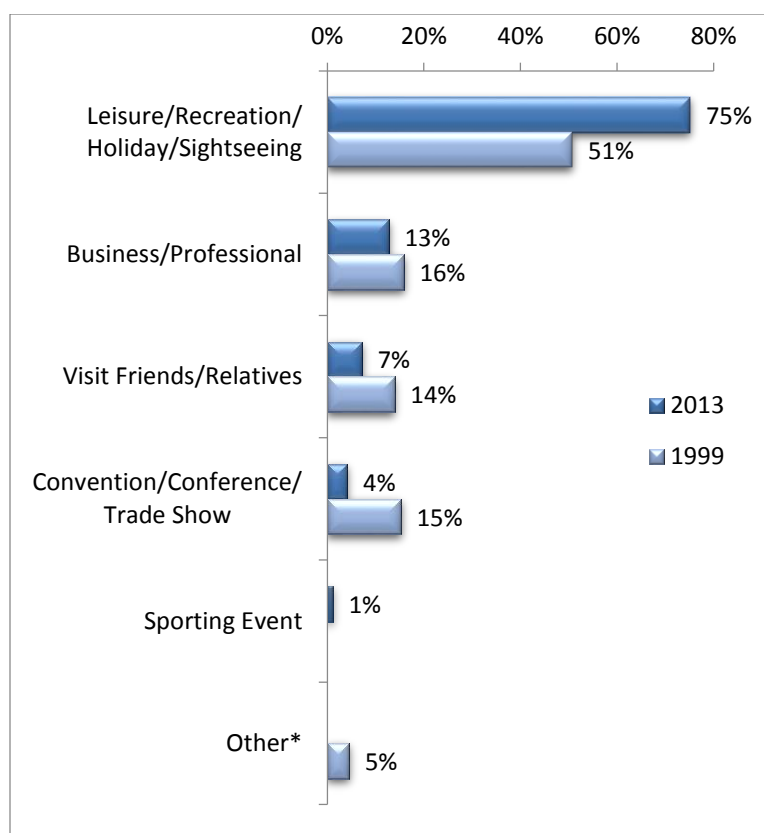
**Certain categories were created or renamed in 2013.*

***Total equals more than 100% due to multiple responses.*

- The majority (74.8%) of international travelers to Louisiana stayed in hotel/motel accommodations. The second most popular option (22.4%) was to stay with family and/or friends. These results reflect the importance of friends and family in attracting foreign visitors to Louisiana. Bed and Breakfasts were also popular with 22.0% of international travelers staying in this type of accommodation.
- Canadian (88.4%) and Japanese (80.3%) visitors chose hotel/motel accommodations more often. On the other hand, Chinese (61.0%) and Australians (71.0%) used these accommodations the least. Australian (29.0%), Mexican (28.9%) and English (26.3%) travelers chose to stay with friends and family more frequently. Chinese (11.2%) and Canadian (16.4%) visitors were the lowest users of friends and family's accommodations.
- Bed and Breakfast accommodations were preferred by Chinese (40.8%), Brazilian (34.8%) and Japanese (29.1%) travelers. Staying in B&B's did not appeal much to Mexicans (8.4%) and Canadians (12.9%).

For that trip to Louisiana, what was the primary purpose of your visit?

Figure 5: Primary Purpose of Visit



**"Other" was not included in the 2013 analysis.*

- The majority (75.1%) of international visitors came to Louisiana primarily for leisure. More people came for business/professional reasons (12.7%) than to visit friends and relatives (7.1%). Nearly 4% of international visitors came to attend conventions or conferences.
- Chinese (85.8%) and French (80.9%) visitors came more often for leisure/vacation than other nationalities. Mexican visitors had a large percentage of business-related trips (18.2%), followed by the Dutch (17.8%) and Australians (16.4%). The largest proportion of respondents visiting friends and relatives came from Mexico (11.1%), Netherlands (8.0%) and the UK (8.0%). The highest percentages of convention related trips came from Mexico (7.6%) and Germany (6.2%).

In planning your trip to Louisiana, did you?**Table 8: Use of Travel Agent**

Response	Percentage 2013
Use an ordinary travel agent	47.2
Use an online travel agent	30.4
Make your travel arrangements on your own	22.4
Total	100.0
Valid Cases	2,454

This question was asked in a different format in 2013.

- Nearly half (47.2%) of the respondents reported using the service of a regular travel agent, while 30.4% used an online travel agent (e.g. Expedia). 22.4% of the respondents made travel arrangements on their own, without using any type of travel agent.
- Japanese travelers were most likely to use the services of regular travel agents (62.2%), while English visitors used an online travel agent more frequently (38.7%). The least likely users of travel agents, whether ordinary or online, were the Canadians and the Dutch at 25.3% each.

In planning your trip to Louisiana, did you?**Table 9: Travel Information**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	69.4	30.6	100.0
Download the Louisiana Travel Guide	64.2	35.8	100.0
Use the LouisianaTravel.com Website	65.0	35.0	100.0
Call the 1-800 Number for Visitor Information	40.2	59.8	100.0

This question was added in 2013.

- Over two-thirds of international visitors requested the Louisiana Travel Guide (69.4%) or downloaded it from the website (64.2%). The Louisiana Travel website was used by 65.0% of the respondents in planning their trip, while 40.2% called the 1-800 number for visitor information.
- Visitors from China requested a Travel Guide (91.6%) or downloaded it (86.7%) more often than other visitors. Brazilians used the travel website more frequently (76.4%), while Chinese called the 1-800 number more often (52.0%).

What modes of transportation did you use to travel TO Louisiana?**Table 10: Modes of Transportation TO Louisiana**

Response	Percent of Cases 1999	Percent of Cases 2013
Airplane	87.5	77.5
Rental Car	10.3	31.0
Public Bus	2.6	12.1
Train	1.6	11.8
Personal Vehicle*	-	11.0
Chartered Bus	3.6	8.0
Motorcycle*	-	4.7
Cruise Ship	1.2	4.7
RV*	-	2.8
Other*	3.1	-
Total**	110.0	163.6
n	2,287	4,014

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

- International travelers used mostly air transportation to come to Louisiana (77.5%), while a smaller proportion used rental cars (31.0%) or took the bus (12.1%).
- Residents from Brazil (85.8%) and China (84.9%) flew to Louisiana more often than other international visitors. The Germans were the heaviest users of rental cars (42.7%), followed by the Dutch (42.2%). Japanese visitors used public buses more frequently than other nationalities (23.1%).

What modes of transportation did you use while traveling IN Louisiana?**Table 11: Modes of Transportation IN Louisiana**

Response	Percent of Cases 1999	Percent of Cases 2013
Rental Car	44.1	57.7
Public Bus	18.7	26.9
Airplane	7.0	24.7
Train	2.5	13.9
Personal Vehicle*	-	13.6
Chartered Bus	16.4	9.4
Motorcycle*	-	5.4
Cruise Ship	5.4	4.3
RV*	-	3.1
Other*	28.7	-
Total**	122.8	158.9
n	2,495	3,899

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

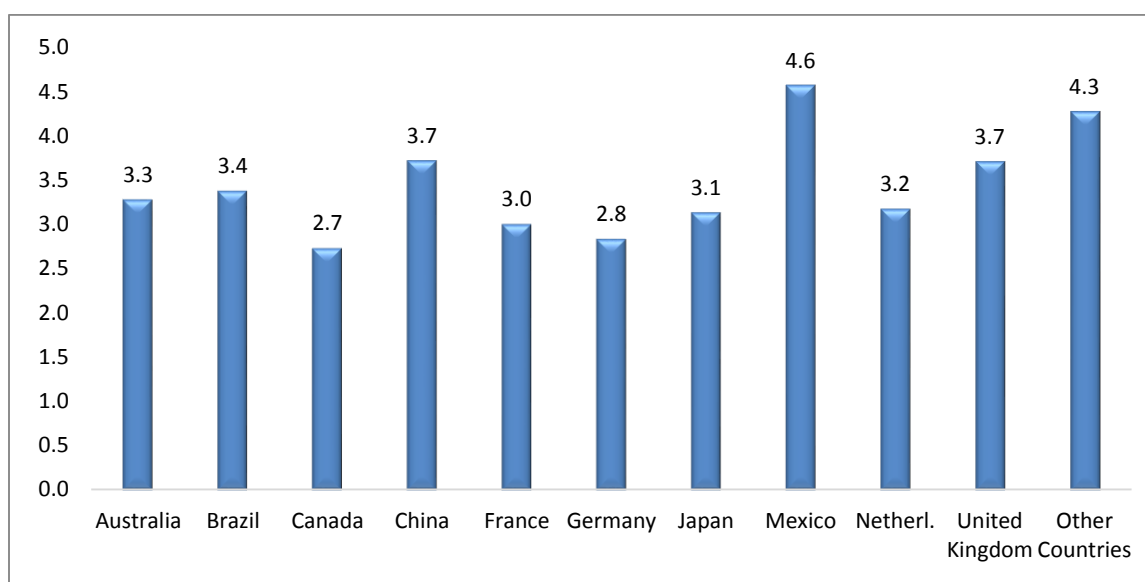
- Over half (57.7%) of international travelers used a rental car while traveling in Louisiana; another 26.9% used public bus transportation. Visitors who flew within the state represented nearly 25% all visitors.
- German travelers (65.3%), followed by Mexicans (64.0%) and Chinese (61.8%) were the heaviest users of rental cars when traveling within Louisiana. Japanese (38.7%) and English (33.3%) led in public bus usage. Brazilian visitors used airplanes more than all other nationalities to travel within Louisiana (47.1%), followed by Japanese (36.4%).

Including yourself, how many people were in your immediate travel party?**Table 12: Number of People per Party**

Response	Mean	Median	Mode
1999	2.7	2.0	2.0
2013	3.4	3.0	2.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

- The average party size of international travelers was 3.4, while the typical party size was two persons.
- The mean size was highest for visitors from Mexico (4.6), followed by China (3.7) and the UK (3.7). The lowest means were reported by Canadians (2.7) and Germans (2.8).

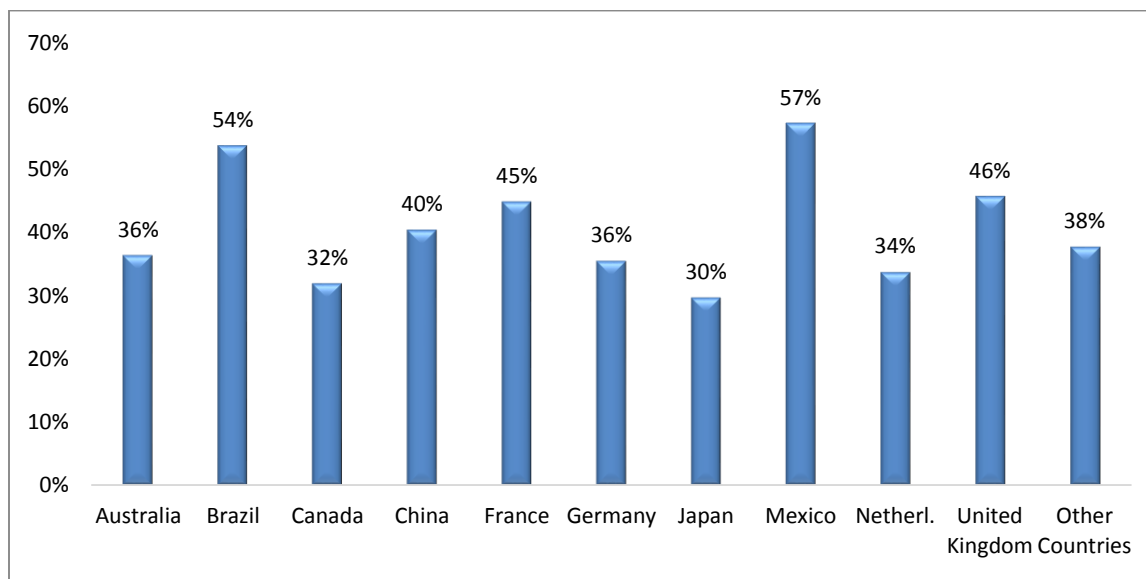
Figure 6: Average Number of People per Party (2013)

Did you bring any children under the age of 18 on your trip to Louisiana?**Table 13: Children under the Age of 18**

Response	Percentage 2013
Yes	40.7
No	59.3
Total	100.0
Valid Cases	2,454

This question was added in 2013.

- Less than half (40.7%) of international visitors to Louisiana brought children on their trip to the state.
- Mexico (57.3%) and Brazil (53.8%) had the highest percentage of visitors traveling with children in their group. Meanwhile, Japanese (29.8%) and Canadian (32.0%) visitors had the lowest proportion of children in their travel party.

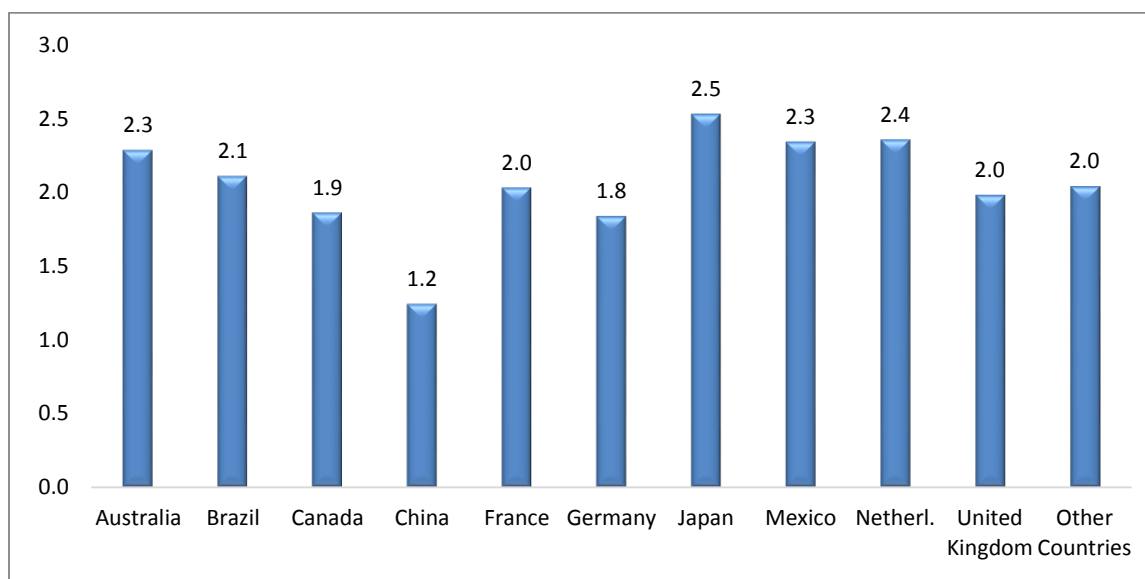
Figure 7: Children under the Age of 18

If your party brought children to Louisiana, how many were under the age of 18?**Table 14: Number of Children under 18**

Response	Mean	Median	Mode
2013	2.1	2.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

- International visitors to Louisiana, who had children under the age of 18 in their travel party, had an average of 2.1 children in their group.
- The average number of children per party was the highest for Japanese (2.5), Dutch (2.4), Mexican (2.3) and Australian (2.3) travelers. The lowest means were reported for Chinese (1.2), Germans (1.8) and Canadians (1.9).

Figure 8: Average Number of Children under 18

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

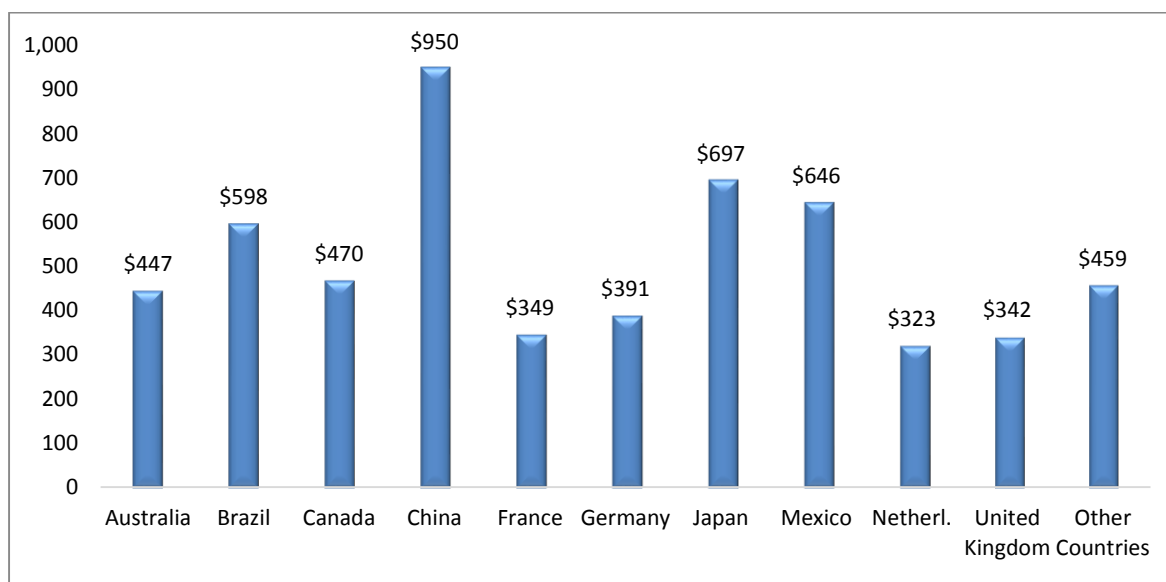
Table 15: Average Individual Daily Expenditures while in Louisiana

Response*	1999			2013		
	Mean	Median	Mode	Mean	Median	Mode
Restaurants and Meals	\$50	\$45	\$50	\$78	\$53	\$100
Bars and Nightclubs	-	-	-	\$49	\$25	\$0
Local Transportation**	\$26	\$20	\$0	\$55	\$33	\$50
Recreation and Entertainment	\$45	\$35	\$50	\$70	\$43	\$100
Gambling	-	-	-	\$38	\$13	\$0
Shopping	\$102	\$70	\$100	\$105	\$61	\$100
Lodging	\$88	\$85	\$0	\$117	\$83	\$0
Total	\$311	\$255	\$200	\$512	\$311	\$350

**Outliers were removed before determining spending averages.*

***Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.*

- The average visitor spending per person per day was \$512. Lodging represented the highest spending category (\$117), followed by shopping (\$105). The lodging expense mode of \$0 represents the fact that many travelers stayed with friends or family and did not spend any lodging dollars.
- The highest spenders in Louisiana were visitors from China (\$950 per person per day), followed by Japan (\$697) and Mexico (\$646). The Dutch (\$323) and French (\$349) were the lowest spenders. Most of the spending differences resulted from lodging and shopping behavior among visitors. Heavy lodging and shopping spenders were the Chinese, Japanese and Mexicans. On the other hand, travelers from France, Germany, Netherlands, the UK and Australia spent the least on lodging and shopping.
- When taking into consideration the total number of nights in Louisiana, Brazilian travelers spent overall the highest amount of money during their trip to the state, followed by Chinese and Mexican visitors. On the contrary, the Dutch and English spent the least total amount of money while in Louisiana.

Figure 9: Total Average Individual Daily Expenditures while in Louisiana (2013)

Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table 16: Awareness of Louisiana Tax Free Shopping Program

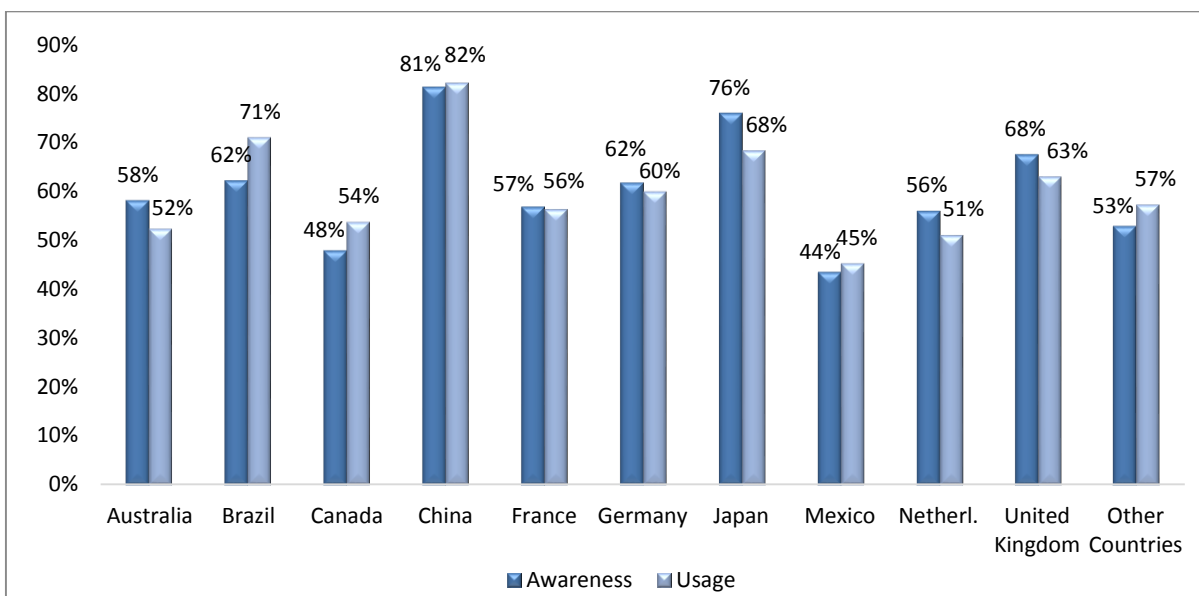
Response	Percentage 1999	Percentage 2013
Yes	61.7	60.5
No	38.3	39.5
Total	100.0	100.0
Valid Cases	2,060	2,454

- Over half (60.5%) of the international visitors reported being aware of the Louisiana Tax Free Shopping (LTFS) program before coming to Louisiana.
- The heaviest shopping spenders were also those who were most aware of the LTFS. Chinese (81.3%) had the greatest awareness of the program, followed by Japanese (76.0%). Only 43.6% of Mexican and 48.0% of Canadian visitors were aware of LTFS.

Did you take advantage of the Louisiana tax-free shopping program?**Table 17: Use of Louisiana Tax Free Shopping**

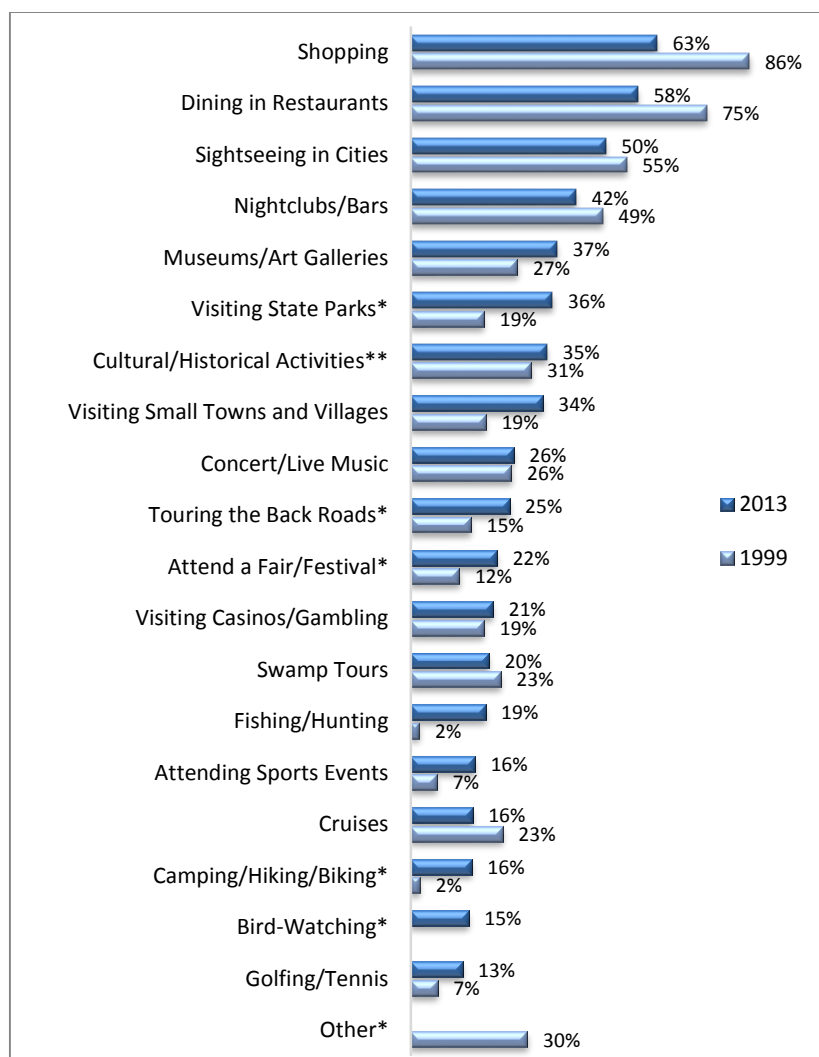
Response	Percentage 1999	Percentage 2013
Yes	81.4	60.1
No	18.6	39.9
Total	100.0	100.0
Valid Cases	2,056	2,454

- Over half (60.1%) of international visitors reported using the LTFS program.
- The heaviest shopping spenders who were aware of the LTFS were also those who used the program more often. 82.2% of Chinese travelers took advantage of the LTFS. Other relevant users were residents from Brazil (71.1%), Japan (68.4%) and the UK (63.1%). Low users of the program were Mexican (45.3%) and Dutch (51.1%) travelers.

Figure 10: Awareness and Usage of Louisiana Tax Free Shopping Program (2013)

On that trip to Louisiana, did you engage in the following activities?

Figure 11: Activities Participated in While Visiting Louisiana



*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

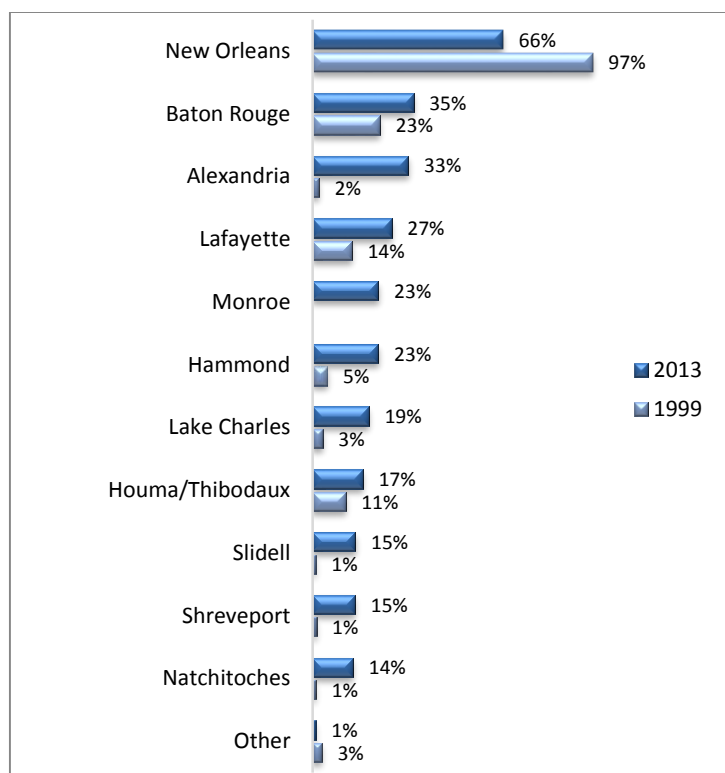
**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

- Shopping (62.8%), dining out (57.9%), sightseeing in cities (49.7%), going to nightclubs and bars (42.1%), and visiting museums and art galleries (37.2%) were the most popular activities engaged in by international visitors. The least popular activities included camping and hiking (15.5%), bird watching (14.7%), and golfing and tennis (13.1%). All visitors from the different nationalities seemed to engage in the top five attractions in similar proportions.

Please select all of the locations that you visited on that trip to Louisiana

Figure 12: Louisiana Locations Visited

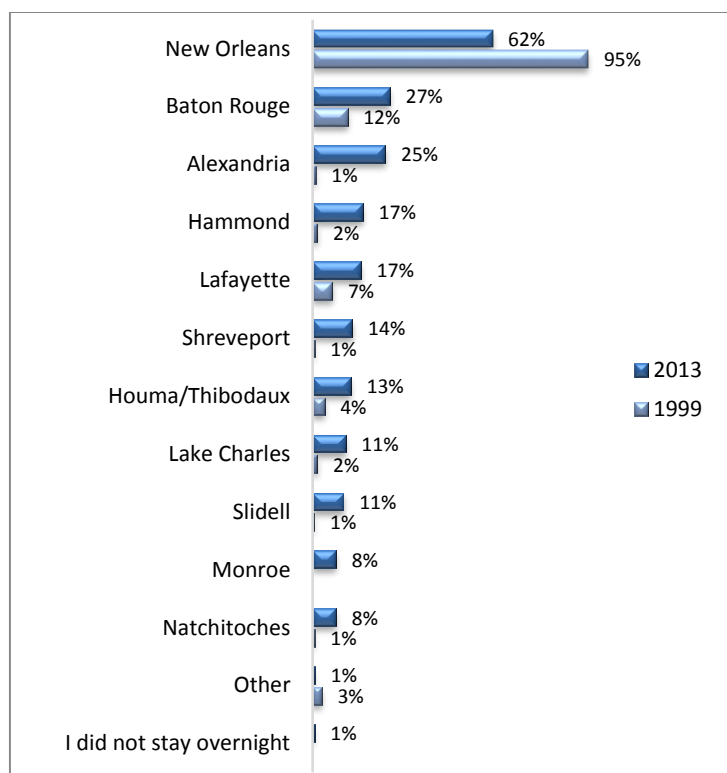


Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

- New Orleans was visited by 65.8% of all international travelers to the State. Baton Rouge (34.9%) and Alexandria (33.1%) were two other popular destinations for international travelers.
- New Orleans, Baton Rouge, Alexandria and Lafayette were the most popular destinations in the state for all nationalities.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure 13: Overnight Louisiana Locations Visited



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

- 62.2% of international visitors spent at least one night in New Orleans. Baton Rouge (26.7%) and Alexandria (25.1%) were the next most popular overnight destinations.
- New Orleans, Baton Rouge, Alexandria and Hammond were also the most popular overnight destinations in the state among all nationalities.

Perceptions and Satisfaction

Did you perceive Louisiana to be?

Table 18: Perception of Louisiana as a Safe Destination

Response	Percentage 1999	Percentage 2013
Very Safe	34.3	50.5
Somewhat Safe	46.0	43.8
Somewhat Unsafe	16.1	4.9
Very Unsafe	3.6	0.8
Total	100.0	100.0
Average rate	-	3.4
Valid Cases	1,916	2,454

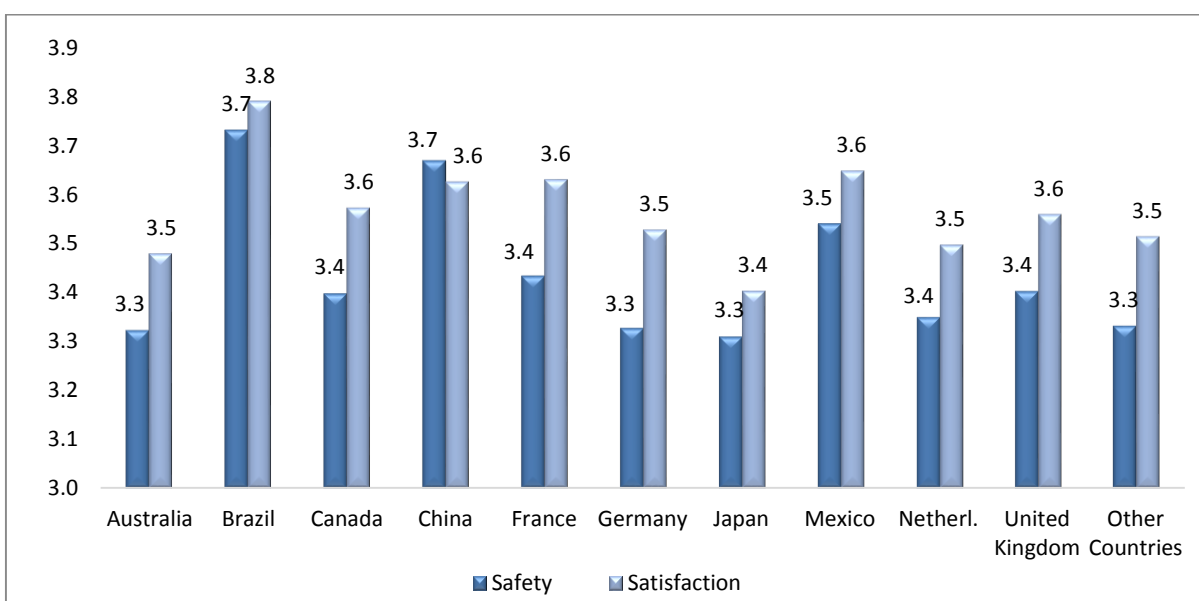
- The vast majority (94.3%) of international visitors perceived Louisiana to be a safe destination. The overall average rate of perception was 3.4.
- Visitors from Brazil (3.7) and China (3.7) had the highest rates, while Japan (3.3), Australia (3.3) and Germany (3.3) had the lowest perception rates regarding Louisiana's safety.

How satisfied were you with your trip to Louisiana?

Table 19: Satisfaction with Visit to Louisiana

Response	Percentage 1999	Percentage 2013
Very Satisfied	71.7	61.2
Somewhat Satisfied	22.8	35.2
Somewhat Dissatisfied	3.7	2.9
Very Dissatisfied	1.7	0.7
Total	100.0	100.0
Average rate	-	3.6
Valid Cases	2,031	2,454

- Nearly all (96.4%) international visitors were very or somewhat satisfied with their visit to Louisiana. The overall satisfaction rate was 3.6.
- Nationalities with the highest rates include Brazil (3.8), Mexico (3.6), China (3.6) and France (3.6). Visitors from Australia (3.5), Netherlands (3.5) and Japan (3.4) had the lowest satisfaction rates.

Figure 14: Safety and Satisfaction (2013)***How likely are you to return to Louisiana in the next five years?*****Table 20: Likelihood of Returning to Louisiana**

Response	Percentage 1999	Percentage 2013
Very Likely	42.9	57.8
Likely	34.6	34.4
Unlikely	15.4	6.7
Very Unlikely	7.1	1.1
Total	100.0	100.0
Average rate	-	3.5
Valid Cases	1,861	2,454

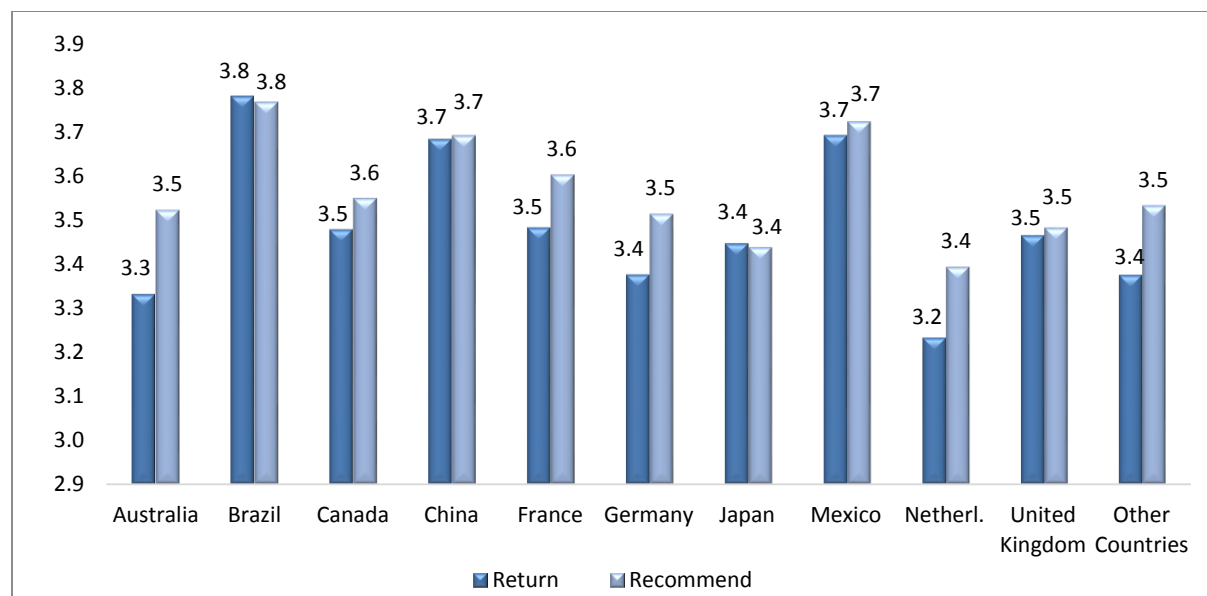
- A large proportion (92.2%) of international visitors indicated that they were likely to return to Louisiana in the next five years. The average rate of likelihood to return was 3.5.
- Brazilian (3.8), Chinese (3.7) and Mexican (3.7) visitors had the highest percentage of visitors indicating that they were very likely to return to Louisiana. Travelers from Germany (3.4), Australia (3.3) and Netherlands (3.2) had the lowest rates.

How likely are you to recommend Louisiana as a destination?**Table 21: Likelihood of Recommending Louisiana**

Response	Percentage 2013
Very Likely	61.5
Likely	34.6
Unlikely	3.3
Very Unlikely	0.7
Total	100.0
Average rate	3.6
Valid Cases	2,454

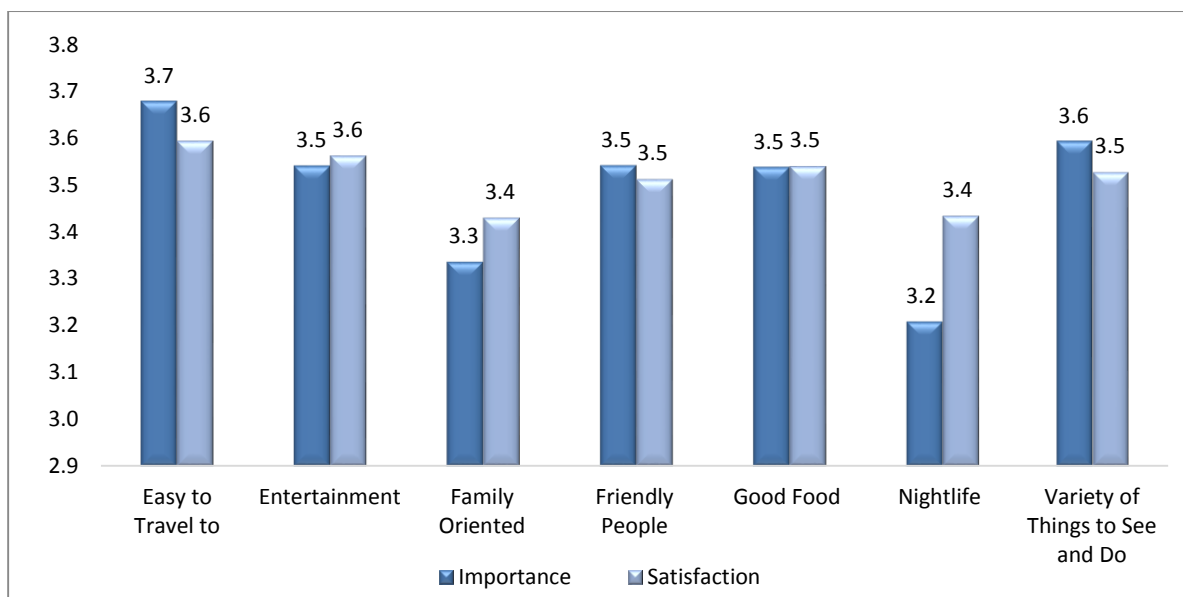
This question was added in 2013.

- The vast majority (96.1%) of international visitors were likely to recommend Louisiana as a destination. The overall average rate of likelihood to recommend was 3.6.
- Visitors from Brazil (3.8), Mexico (3.7) and China (3.7) had the highest rates. Residents of the UK (3.5), Netherlands (3.4) and Japan (3.4) were the least likely to recommend Louisiana as a destination.

Figure 15: Return and Recommend (2013)

Please rate the *IMPORTANCE* of each of the following attributes of a destination when planning a visit to ANY city, and the *SATISFACTION* for the same attributes regarding Louisiana:

Figure 16: Importance/Satisfaction Indicators



This question was added in 2013.

- International respondents were asked to rate the importance of destination attributes for ANY city trip on a four point scale (1=Very Unimportant; 4=Very important). Later in the survey, visitors were asked to rate their satisfaction with these same attributes specifically for their visit to Louisiana using a similar scale (1=Very Dissatisfied; 4=Very Satisfied).
- The means of the importance/satisfaction indicators were then graphed according to level of importance and satisfaction. Most of the attributes that ranked high in importance by Louisiana visitors also ranked high in visitor satisfaction. Indicators that ranked higher in satisfaction over importance were *Nightlife*, followed by *Family Oriented* and *Entertainment*. Rates that were lagging include *Easy to Travel to* and *Variety of Things to See and Do*.

Demographics

What is your employment status?

Table 22: Employment of Respondents

Response	Percent of Cases 2013
Employed full time	70.9
Employed part time	10.0
Student	9.0
Self employed	6.3
Full time looking after home/family	4.0
Retired	2.7
Unemployed	2.3
Long term sick or disabled	0.6
Prefer not to answer	1.5
Total*	107.4
n	2,635

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

- International visitors who participated in the survey were mostly full time (70.9%) and part-time (10.0%) employees.
- Chinese visitors (96.4%) had the highest percentage of full time employees participating in the survey, followed by Germany (74.2%) and Brazil (72.4%).

What is your age?**Table 23: Age of Respondents**

Response	Percentage 2013
18-24 years old	19.1
25-34 years old	42.8
35-49 years old	28.4
50-64 years old	7.9
65 years or older	1.0
Prefer not to answer	0.8
Total	100.0
Valid Cases	2,454

This question was asked in a different format in 2013.

- Most international travelers to Louisiana who participated in the survey were in the 25-34 year old age group (42.8%). As expected, a small percentage of respondents with ages of 65 years or older participated in the survey (1.0%).
- The various international markets were quite homogeneous with respect to age. Chinese visitors had the largest proportion of 25-34 years old (57.8%), followed by Brazil (49.3%) and Mexico (45.8%)

What is your gender?**Table 24: Gender of Respondents**

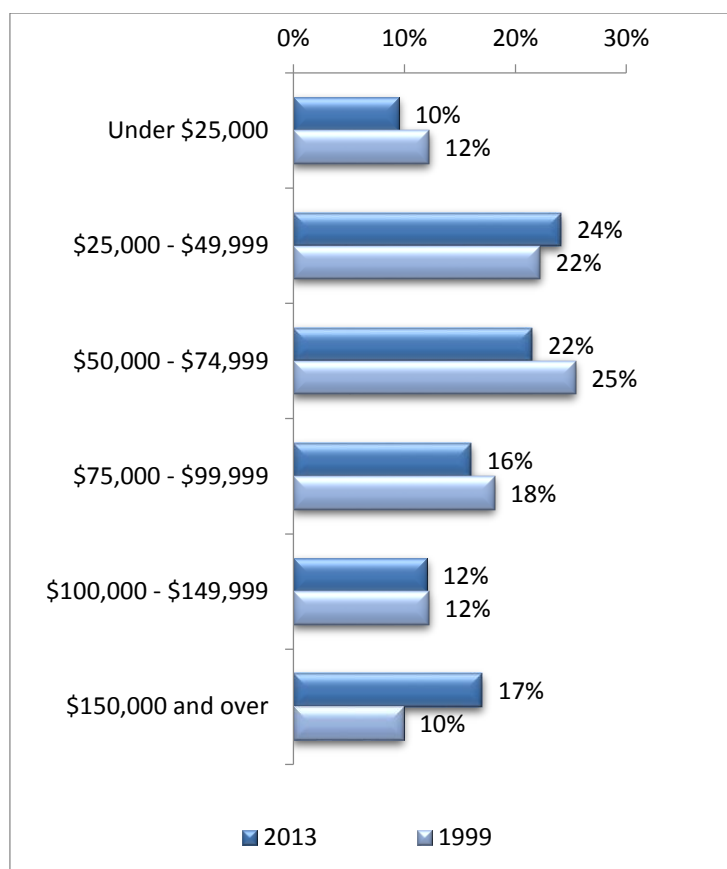
Response	Percentage 2013
Male	59.6
Female	39.6
Prefer not to answer	0.8
Total	100.0
Valid Cases	2,454

This question was added in 2013.

- The majority of international travelers who participated in the survey were male (59.6%). Residents of Netherlands (70.2%) and France (64.9%) had the largest proportion of male respondents participating in the survey.

What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?

Figure 17: Household Annual Income of Respondents



Prefer not to answer was excluded for comparison purposes.

- More than 66% of all international travelers to Louisiana who participated in the survey earned more than \$50,000 per year.
- The most affluent travelers were from China, Australia, Japan and Brazil, with over 50% of these visitors earning more than \$75,000 per year. On the other hand, over 40% of French, Mexican and English travelers earned less than \$50,000 per year.

Conclusion

This report provides a market profile for international travelers to Louisiana, as a whole, as well as specifics for the ten selected markets. In addition, it highlights some of the major cross-national differences in results among markets. The results illustrate the importance of international markets to tourism in Louisiana, and present the potential for additional benefits. This report does not attempt to make suggestions with respect to marketing practices, but should provide, in several areas, a clear basis for decision-making.

Appendix A

Profile of Visitors by Country of Origin

Australian Visitors

Travel Characteristics

Los Angeles (32.4%) was the most popular gateway for Australian visitors to enter the U.S., followed by New York (16.4%) and Atlanta (9.8%). Louisiana visitors who traveled to multiple states tended to visit mostly California (45.3%), New York (42.7%), Florida (36.0%) and Texas (24.4%). In 2013, Australian visitors came to Louisiana more frequently during March (13.3%) and February (12.0%). Over three-quarters (80.4%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 2.1. On average, Australian visitors spent 11.4 nights while traveling in the U.S., and 4.7 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 71.0% of travelers, while a large percentage stayed with family or friends (29.0%) or in a bed and breakfast (19.2%). Leisure travel (72.9%) and business/professional travel (16.4%) were the top two purposes for visitors coming to Louisiana. Nearly half of the visitors reported using the services of a regular travel agent when planning their trip to the state (51.6%). Over half of the travelers requested (60.0%) or downloaded (57.3%) the Louisiana Travel Guide as planning tools. Another 61.8% used the Louisiana Travel website, while 38.7% called the 1-800 number for visitor information.

Flying (69.8%) and driving a rental car (35.1%) were the preferred forms of transportation for Australian travelers coming to Louisiana. Once in the state, most of them used rental cars (49.3%) or public buses (29.8%). The average party size was 3.3 travelers, and only a third (36.4%) of all visitors brought children on their trip. The average number of children in parties with kids was 2.3.

Spending and Activities

On average, Australian visitors to Louisiana spent nearly \$448 per person per day. The largest proportion of money was spent on shopping (\$97), followed by lodging (\$88) and meals (\$74). Nearly 58% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while 52.4% took advantage of it. Dining out (51.1%), shopping (50.2%), sightseeing in cities (43.1%), and going to nightclubs/bars (35.6%) were the most popular activities engaged in by Australian visitors.

New Orleans (60.9%), Baton Rouge (33.8%) and Alexandria (28.4%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (57.3%) and Baton Rouge (24.0%).

Perceptions and Satisfaction

The vast majority (93.8%) of visitors perceived Louisiana to be a safe destination. A similar percentage (95.5%) were satisfied with their visit to Louisiana. A large proportion (87.1%) of visitors indicated that they were likely to return to the state in the next five years, while another 95.1% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by Australian visitors for any destination also ranked high in visitor satisfaction for Louisiana. Indicators that ranked higher in satisfaction over importance were *Nightlife*, followed by *Family Oriented*. Rates that were lagging include *Variety of Things to See and Do*, *Friendly People*, *Easy to Travel to* and *Good Food*.

Demographics

The majority of Australian visitors who participated in the survey were employed full time (63.6%), were between the ages of 25 and 49 (64.9%), were males (54.7%), and had a total household income above \$50,000 (80.2%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table A-1: City of Entry to the United States - Australian Visitors

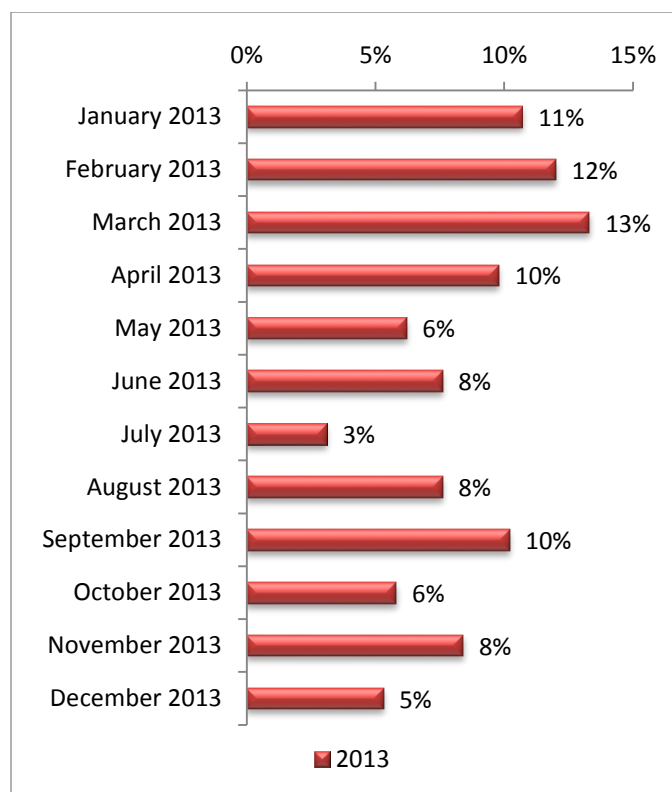
Response	Percentage 2013
Los Angeles	32.4
New York	16.4
Atlanta	9.8
New Orleans	8.9
Chicago	6.7
Boston	5.8
Dallas	5.3
Miami	5.3
San Francisco	3.6
Detroit	1.8
Other	3.9
Total	100.0
Valid Cases	225

What other states or territories did you visit on that trip to the U.S.?**Table A-2: Other States/Territories Visited (Top 20) - Australian Visitors**

Response*	Percent of Cases 2013
California	45.3
New York	42.7
Florida	36.0
Texas	24.4
Hawaii	20.4
New Jersey	19.6
Washington	18.7
Mississippi	18.2
Illinois	17.3
Tennessee	17.3
Alabama	16.9
Colorado	16.9
Nevada	16.9
Arizona	16.0
Georgia	14.2
Kentucky	14.2
Indiana	13.3
Michigan	12.4
New Mexico	12.4
Alaska	12.0
Other	225.7
I did not visit other states/territories	1.3
Total**	632.4
n	1,423

**In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.*

***Total equals more than 100% due to multiple responses.*

When did you visit Louisiana?**Figure A-1: Month of Visit to Louisiana - Australian Visitors**

This question was added in 2013.

Was that your first visit to Louisiana?**Table A-3: First Visit to Louisiana - Australian Visitors**

Response	Percentage 2013
Yes	80.4
No	19.6
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table A-4: Number of Previous Visits to Louisiana - Australian Visitors

Response	Mean	Median	Mode
2013	2.1	2.0	2.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table A-5: Number of Nights Spent on Trip - Australian Visitors

Response	2013
Number of Nights Spent in the U.S.	
Mean	11.4
Median	9.0
Mode	2.0
Number of Nights Spent in Louisiana	
Mean	4.7
Median	4.0
Mode	3.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table A-6: Types of Night Accommodations While in Louisiana - Australian Visitors

Response	Percent of Cases 2013
Hotel/Motel	71.0
Family or Friends	29.0
Bed and Breakfast	19.2
Apartment/House Rental	10.3
Park Cabin*	8.0
Campground	6.7
Cruise Ship*	6.3
Timeshare/Condo*	4.5
Work/Volunteer/School Facility*	2.2
Total**	157.1
n	352

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure A-2: Primary Purpose of Visit - Australian Visitors



*"Other" was not included in the 2013 analysis.

In planning your trip to Louisiana, did you?**Table A-7: Use of Travel Agent - Australian Visitors**

Response	Percentage 2013
Use an ordinary travel agent	51.6
Use an online travel agent	25.3
Make your travel arrangements on your own	23.1
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

In planning your trip to Louisiana, did you?**Table A-8: Travel Information - Australian Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	60.0	40.0	100.0
Download the Louisiana Travel Guide	57.3	42.7	100.0
Use the LouisianaTravel.com Website	61.8	38.2	100.0
Call the 1-800 Number for Visitor Information	38.7	61.3	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table A-9: Modes of Transportation TO Louisiana - Australian Visitors**

Response	Percent of Cases 2013
Airplane	69.8
Rental Car	35.1
Train	13.8
Public Bus	13.3
Personal Vehicle*	11.6
Chartered Bus	9.3
Motorcycle*	7.6
Cruise Ship	4.4
RV*	2.2
Other*	-
Total**	167.1
n	376

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table A-10: Modes of Transportation IN Louisiana - Australian Visitors**

Response	Percent of Cases 2013
Rental Car	49.3
Public Bus	29.8
Airplane	24.9
Personal Vehicle*	16.9
Chartered Bus	14.2
Train	13.3
Motorcycle*	7.1
Cruise Ship	3.1
RV*	1.3
Other*	-
Total**	160.0
n	360

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?**Table A-11: Number of People per Party - Australian Visitors**

Response	Mean	Median	Mode
2013	3.3	3.0	2.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?**Table A-12: Children under the Age of 18 - Australian Visitors**

Response	Percentage 2013
Yes	36.4
No	63.6
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?**Table A-13: Number of Children under 18 - Australian Visitors**

Response	Mean	Median	Mode
2013	2.3	2.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table A-14: Average Individual Daily Expenditures while in Louisiana - Australian Visitors

2013			
Response*	Mean	Median	Mode
Restaurants and Meals	\$74	\$50	\$100
Bars and Nightclubs	\$40	\$20	\$0
Local Transportation**	\$49	\$25	\$50
Recreation and Entertainment	\$66	\$40	\$50
Gambling	\$34	\$10	\$0
Shopping	\$97	\$60	\$50
Lodging	\$88	\$50	\$0
Total	\$448	\$255	\$250

**Outliers were removed before determining spending averages.*

***Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.*

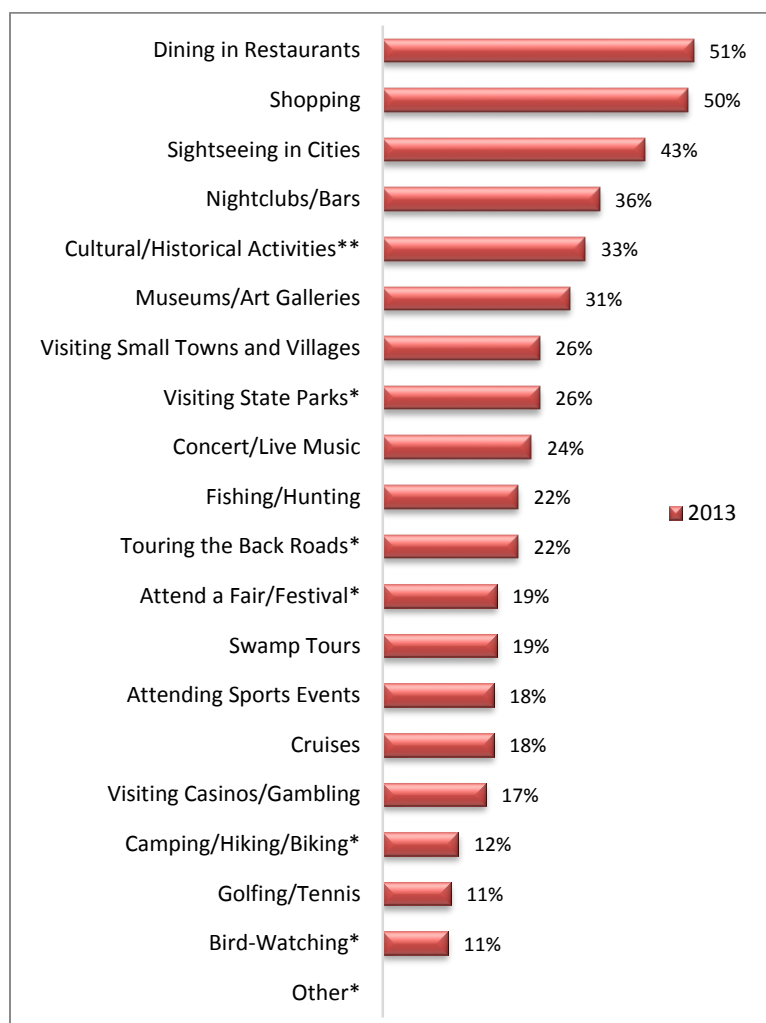
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table A-15: Awareness of Louisiana Tax Free Shopping Program - Australian Visitors

Response	Percentage 2013
Yes	58.2
No	41.8
Total	100.0
Valid Cases	225

Did you take advantage of the Louisiana tax-free shopping program?**Table A-16: Use of Louisiana Tax Free Shopping - Australian Visitors**

Response	Percentage 2013
Yes	52.4
No	47.6
Total	100.0
Valid Cases	225

On that trip to Louisiana, did you engage in the following activities?**Figure A-3: Activities Participated in While Visiting Louisiana - Australian Visitors**

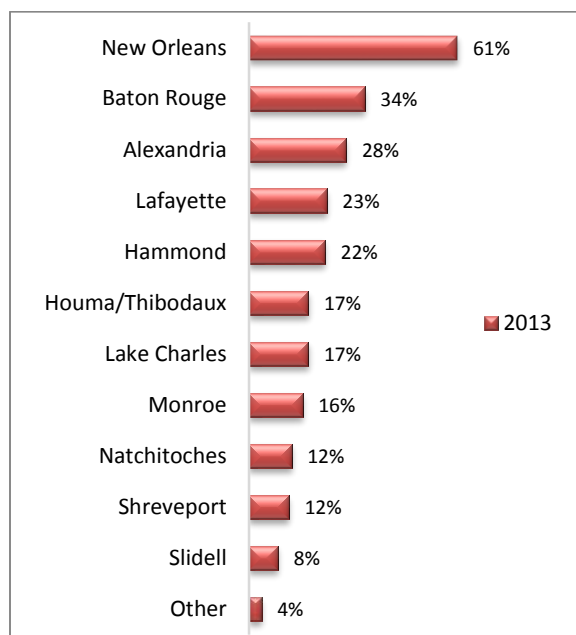
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

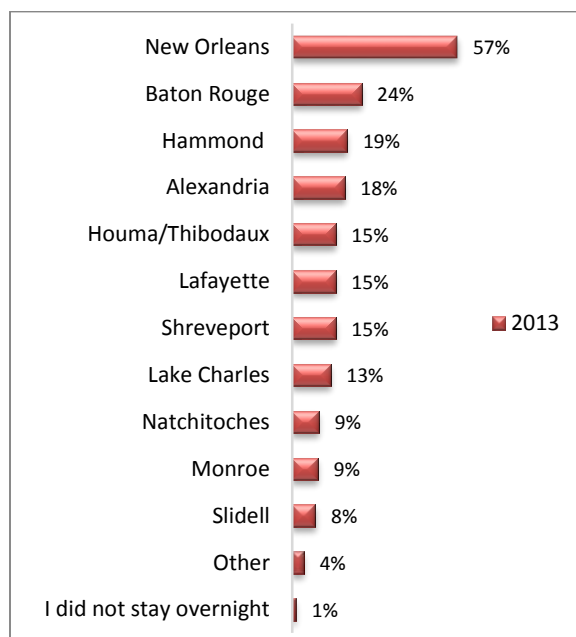
Figure A-4: Louisiana Locations Visited - Australian Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure A-5: Overnight Louisiana Locations Visited - Australian Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction***Did you perceive Louisiana to be?*****Table A-17: Perception of Louisiana as a Safe Destination - Australian Visitors**

Response	Percentage 2013
Very Safe	39.1
Somewhat Safe	54.7
Somewhat Unsafe	5.8
Very Unsafe	0.4
Total	100.0
Average rate	3.3
Valid Cases	225

How satisfied were you with your trip to Louisiana?**Table A-18: Satisfaction with Visit to Louisiana - Australian Visitors**

Response	Percentage 2013
Very Satisfied	52.4
Somewhat Satisfied	43.1
Somewhat Dissatisfied	4.4
Very Dissatisfied	-
Total	100.0
Average rate	3.5
Valid Cases	225

How likely are you to return to Louisiana in the next five years?**Table A-19: Likelihood of Returning to Louisiana - Australian Visitors**

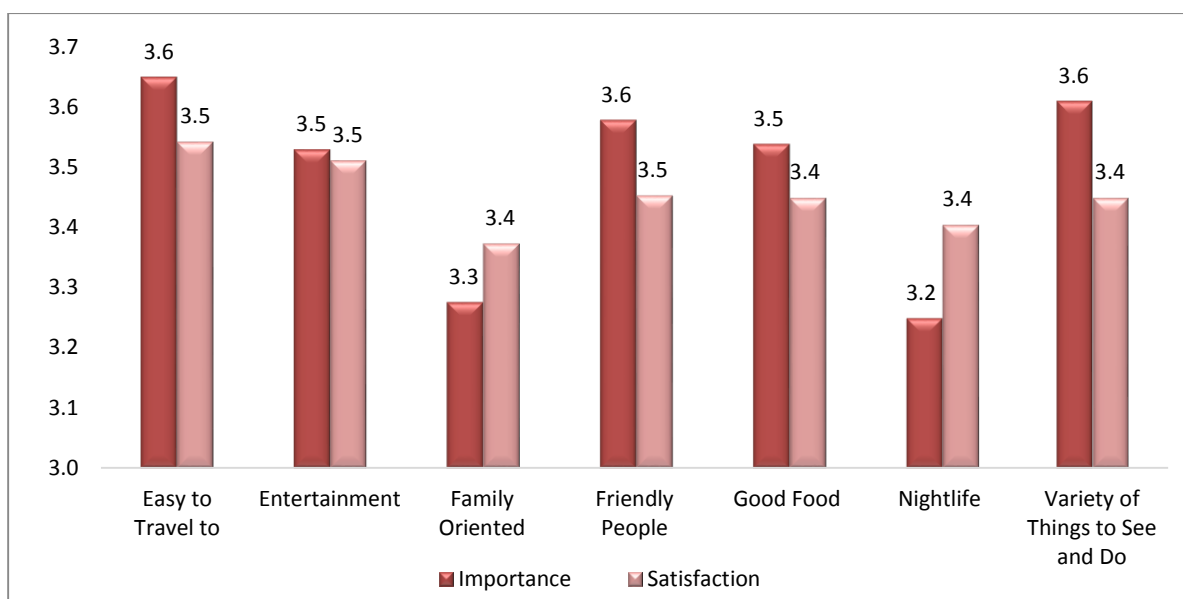
Likelihood	Percentage 2013
Very Likely	48.0
Likely	39.1
Unlikely	11.1
Very Unlikely	1.8
Total	100.0
Average rate	3.3
Valid Cases	225

How likely are you to recommend Louisiana as a destination?**Table A-20: Likelihood of Recommending Louisiana - Australian Visitors**

Response	Percentage 2013
Very Likely	57.8
Likely	37.3
Unlikely	4.4
Very Unlikely	0.4
Total	100.0
Average rate	3.5
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure A-6: Importance/Satisfaction Indicators - Australian Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table A-21: Employment of Respondents - Australian Visitors**

Response	Percent of Cases 2013
Employed full time	63.6
Employed part time	15.1
Student	11.1
Retired	6.7
Full time looking after home/family	3.6
Unemployed	3.6
Self employed	2.2
Long term sick or disabled	1.3
Prefer not to answer	4.0
Total*	111.1
n	250

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

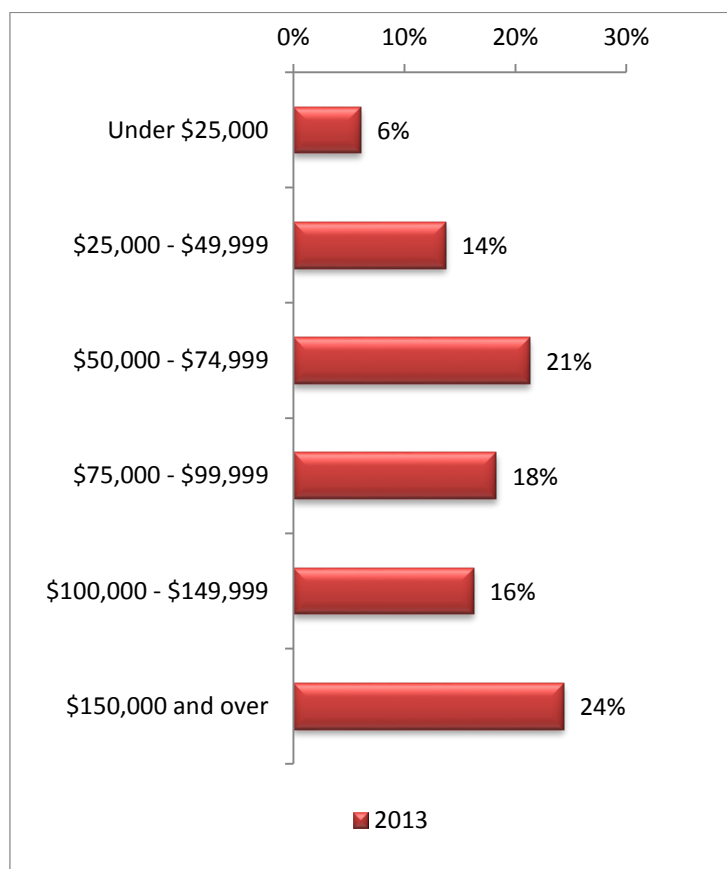
What is your age?**Table A-22: Age of Respondents - Australian Visitors**

Response	Percentage 2013
18-24 years old	20.4
25-34 years old	43.1
35-49 years old	21.8
50-64 years old	10.2
65 years or older	2.2
Prefer not to answer	2.2
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table A-23: Gender of Respondents - Australian Visitors**

Response	Percentage 2013
Male	54.7
Female	44.0
Prefer not to answer	1.3
Total	100.0
Valid Cases	225

*This question was added in 2013.****What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?*****Figure A-7: Household Annual Income of Respondents - Australian Visitors***Prefer not to answer was excluded for comparison purposes.*

Brazilian Visitors

Travel Characteristics

New York (32.4%) was the most popular gateway for Brazilian visitors to enter the U.S., followed by Miami (15.6%) and Los Angeles (11.6%). Louisiana visitors who traveled to multiple states tended to visit mostly New York (45.3%), California (43.6%), Florida (40.4%) and Texas (24.0%). In 2013, Brazilian visitors came to Louisiana more frequently during February (13.8%) and December (12.0%). Three-quarters (75.1%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 2.7. On average, Brazilian visitors spent 10.1 nights while traveling in the U.S., and 5.8 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 75.0% of travelers, while a large percentage stayed in a bed and breakfast (34.8%) or with family or friends (25.4%). Leisure travel (76.9%) and business/professional travel (12.0%) were the top two purposes for visitors coming to Louisiana. Nearly half of the visitors reported using the services of a regular travel agent when planning their trip to the state (56.4%). The majority of the travelers requested (88.4%) or downloaded (75.1%) the Louisiana Travel Guide as planning tools. Another 76.4% used the Louisiana Travel website, while 50.2% called the 1-800 number for visitor information.

Flying (85.8%) and driving a rental car (26.7%) were the preferred forms of transportation for Brazilian travelers coming to Louisiana. Once in the state, most of them used rental cars (60.0%) or flew (47.1%). The average party size was 3.4 travelers, and over half (53.8%) of all visitors brought children on their trip. The average number of children in parties with kids was 2.1.

Spending and Activities

On average, Brazilian visitors to Louisiana spent nearly \$598 per person per day. The largest proportion of money was spent on lodging (\$132), followed by shopping (\$126) and meals (\$91). Nearly 62% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while 71.1% took advantage of it. Shopping (71.1%), dining out (64.4%), sightseeing in cities (56.4%), and visiting museums and art galleries (46.7%) were the most popular activities engaged in by Brazilian visitors.

New Orleans (67.6%), Alexandria (48.9%), Baton Rouge (30.2%) and Monroe (30.2%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (66.2%) and Alexandria (40.4%).

Perceptions and Satisfaction

The vast majority (94.7%) of visitors perceived Louisiana to be a safe destination. A similar percentage (96.9%) were satisfied with their visit to Louisiana. A large proportion (97.8%) of visitors indicated that they were likely to return to the state in the next five years, while another 97.8% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by Brazilian visitors for any destination also ranked high in visitor satisfaction for Louisiana. Satisfaction overpassed importance for virtually all indicators, except for *Variety of Things to See and Do*.

Demographics

The majority of Brazilian visitors who participated in the survey were employed full time (72.4%), were between the ages of 25 and 49 (76.4%), were males (58.2%), and had a total household income above \$50,000 (69.9%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table B-1: City of Entry to the United States - Brazilian Visitors

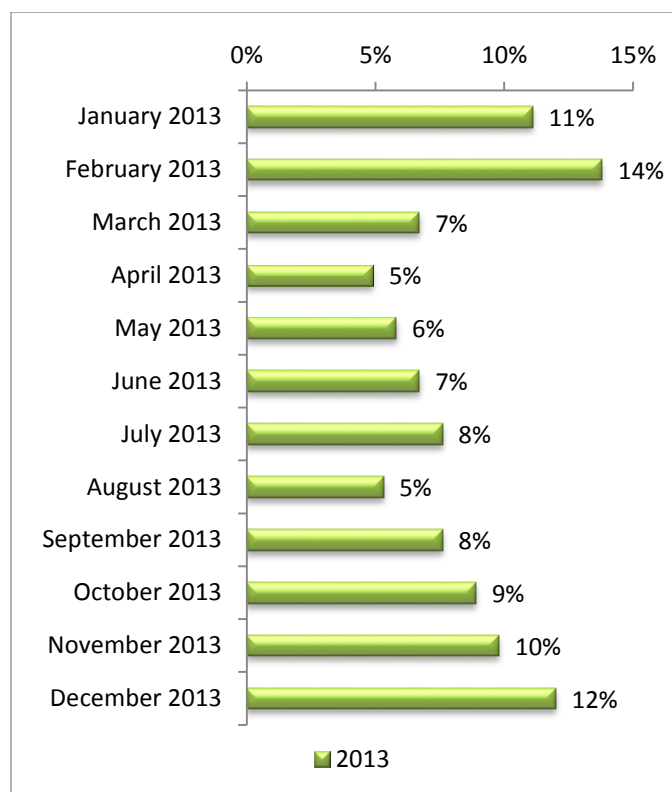
Response	Percentage 1999	Percentage 2013
New York	8.1	32.4
Miami	49.2	15.6
Los Angeles	2.7	11.6
New Orleans	6.2	11.1
Chicago	3.5	8.4
Boston	0.4	6.2
Atlanta	8.8	3.6
Dallas	11.2	3.1
Detroit	0.4	1.8
Houston	2.7	1.8
Cincinnati	-	1.3
Washington D.C.	0.8	1.3
Memphis	0.4	0.4
San Francisco	3.5	0.4
Other	2.1	0.9
Total	100.0	100.0
Valid Cases	260	225

What other states or territories did you visit on that trip to the U.S.?**Table B-2: Other States/Territories Visited (Top 20) - Brazilian Visitors**

Response*	Percent of Cases 1999	Percent of Cases 2013
New York	8.9	45.3
California	8.0	43.6
Florida	39.2	40.4
Texas	20.7	24.0
New Jersey	0.8	22.7
Washington	1.7	21.3
Alabama	3.8	20.9
Indiana	-	19.6
Nevada	1.7	16.0
Alaska	0.8	14.7
Arizona	0.8	14.7
Colorado	2.1	14.7
Illinois	1.7	13.8
Massachusetts	0.8	12.4
Ohio	-	12.0
Kansas	-	11.6
New Mexico	1.3	10.7
Virginia	-	10.7
Hawaii	0.8	10.2
Georgia	4.2	9.8
Other	11.6	176.3
I did not visit other states/territories	31.2	2.2
Total**	140.1	567.6
n	332	1,277

*In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.

**Total equals more than 100% due to multiple responses.

When did you visit Louisiana?**Figure B-1: Month of Visit to Louisiana - Brazilian Visitors**

This question was added in 2013.

Was that your first visit to Louisiana?**Table B-3: First Visit to Louisiana - Brazilian Visitors**

Response	Percentage 2013
Yes	75.1
No	24.9
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table B-4: Number of Previous Visits to Louisiana - Brazilian Visitors

Response	Mean	Median	Mode
2013	2.7	2.0	2.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table B-5: Number of Nights Spent on Trip - Brazilian Visitors

Response	1999	2013
Number of Nights Spent in the U.S.		
Mean	13.2	10.1
Median	10.0	9.0
Mode	10.0	10.0
Number of Nights Spent in Louisiana		
Mean	7.6	5.8
Median	6.0	4.0
Mode	3.0	3.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table B-6: Types of Night Accommodations While in Louisiana - Brazilian Visitors

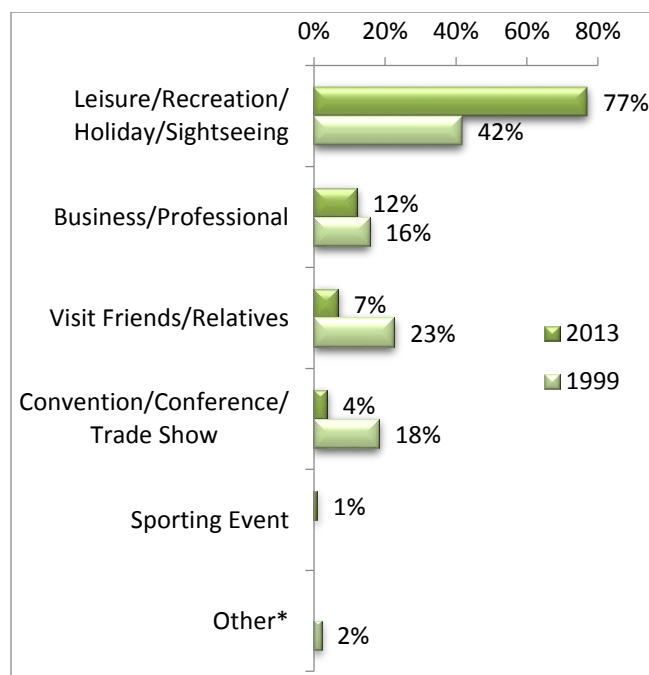
Response	Percent of Cases 1999	Percent of Cases 2013
Hotel/Motel	71.8	75.0
Bed and Breakfast	6.9	34.8
Family or Friends	21.2	25.4
Cruise Ship*	-	9.4
Apartment/House Rental	1.9	8.9
Campground	1.5	6.3
Timeshare/Condo*	-	4.9
Park Cabin*	0.4	3.1
Work/Volunteer/School Facility*	-	2.2
Total**	103.9	170.1
n	269	381

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure B-2: Primary Purpose of Visit - Brazilian Visitors



*"Other" was not included in the 2013 analysis.

*In planning your trip to Louisiana, did you?***Table B-7: Use of Travel Agent - Brazilian Visitors**

Response	Percentage 2013
Use an ordinary travel agent	56.4
Use an online travel agent	25.8
Make your travel arrangements on your own	17.8
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

*In planning your trip to Louisiana, did you?***Table B-8: Travel Information - Brazilian Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	88.4	11.6	100.0
Download the Louisiana Travel Guide	75.1	24.9	100.0
Use the LouisianaTravel.com Website	76.4	23.6	100.0
Call the 1-800 Number for Visitor Information	50.2	49.8	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table B-9: Modes of Transportation TO Louisiana - Brazilian Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Airplane	80.9	85.8
Rental Car	9.9	26.7
Public Bus	4.2	13.8
Train	2.3	10.7
Personal Vehicle*	-	7.1
Cruise Ship	2.3	6.7
Chartered Bus	3.8	5.8
Motorcycle*	-	4.0
RV*	-	2.2
Other*	1.5	-
Total**	105.0	162.7
n	275	366

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table B-10: Modes of Transportation IN Louisiana - Brazilian Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Rental Car	47.8	60.0
Airplane	5.1	47.1
Public Bus	17.6	25.8
Train	3.5	14.7
Chartered Bus	11.4	7.6
Personal Vehicle*	-	7.1
Cruise Ship	5.1	6.2
Motorcycle*	-	3.6
RV*	-	1.3
Other*	27.1	-
Total**	117.6	173.3
n	300	390

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?**Table B-11: Number of People per Party - Brazilian Visitors**

Response	Mean	Median	Mode
1999	2.7	2.0	2.0
2013	3.4	3.0	3.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?**Table B-12: Children under the Age of 18 - Brazilian Visitors**

Response	Percentage 2013
Yes	53.8
No	46.2
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?**Table B-13: Number of Children under 18 - Brazilian Visitors**

Response	Mean	Median	Mode
2013	2.1	1.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table B-14: Average Individual Daily Expenditures while in Louisiana - Brazilian Visitors

Response*	1999			2013		
	Mean	Median	Mode	Mean	Median	Mode
Restaurants and Meals	\$45	\$40	\$30	\$91	\$63	\$100
Bars and Nightclubs	-	-	-	\$59	\$33	\$0
Local Transportation**	\$31	\$20	\$0	\$55	\$38	\$50
Recreation and Entertainment	\$44	\$40	\$50	\$81	\$50	\$40
Gambling	-	-	-	\$54	\$33	\$0
Shopping	\$92	\$50	\$100	\$126	\$83	\$100
Lodging	\$91	\$95	\$0	\$132	\$92	\$0
Total	\$302	\$245	\$180	\$598	\$392	\$290

**Outliers were removed before determining spending averages.*

***Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.*

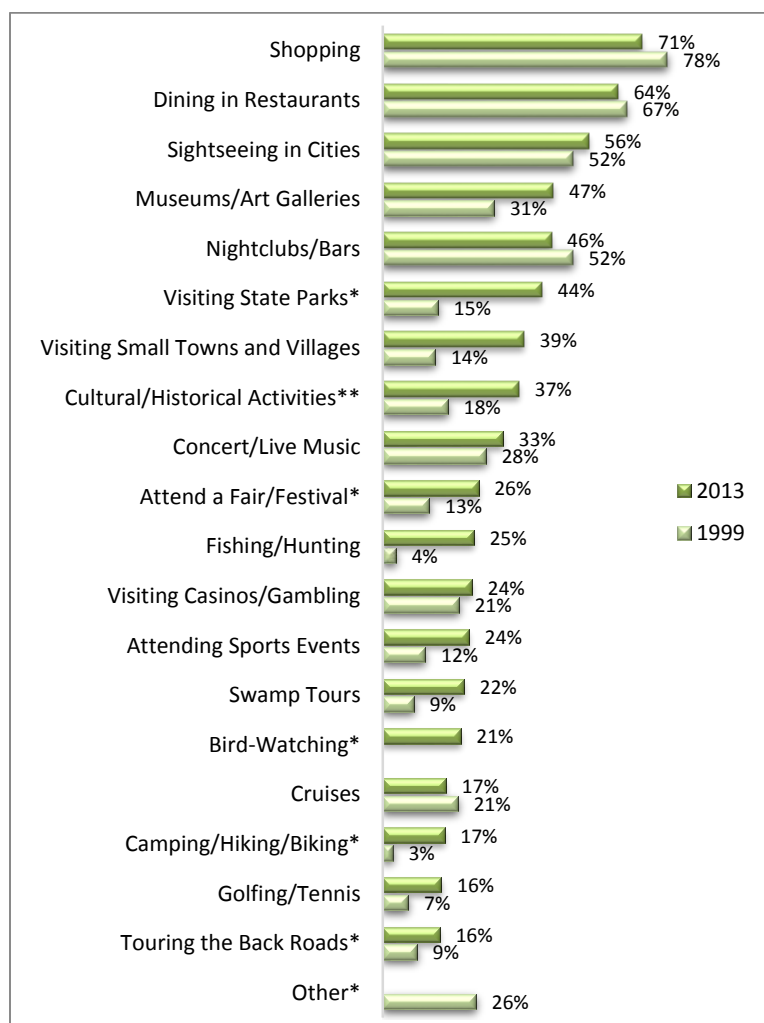
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table B-15: Awareness of Louisiana Tax Free Shopping Program - Brazilian Visitors

Response	Percentage 1999	Percentage 2013
Yes	57.5	62.2
No	42.5	37.8
Total	100.0	100.0
Valid Cases	261	225

Did you take advantage of the Louisiana tax-free shopping program?**Table B-16: Use of Louisiana Tax Free Shopping - Brazilian Visitors**

Response	Percentage 1999	Percentage 2013
Yes	70.9	71.1
No	29.1	28.9
Total	100.0	100.0
Valid Cases	261	225

On that trip to Louisiana, did you engage in the following activities?**Figure B-3: Activities Participated in While Visiting Louisiana - Brazilian Visitors**

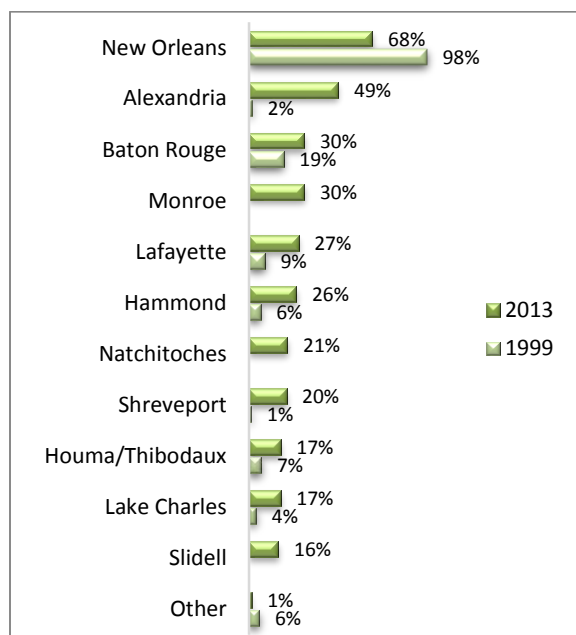
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

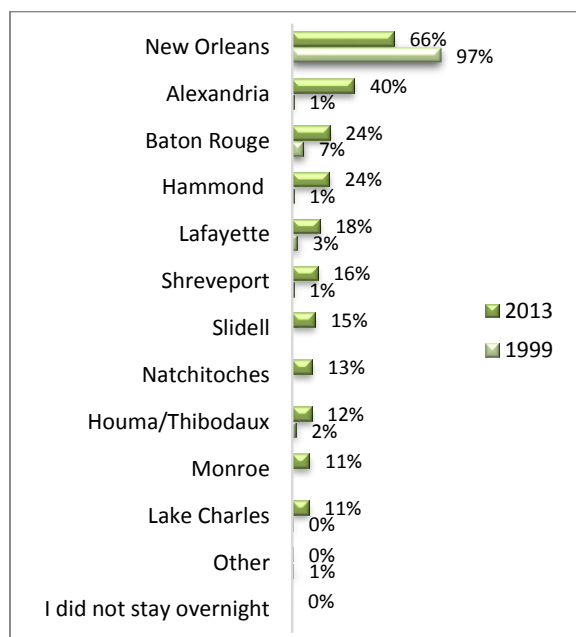
Figure B-4: Louisiana Locations Visited - Brazilian Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure B-5: Overnight Louisiana Locations Visited - Brazilian Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction***Did you perceive Louisiana to be?*****Table B-17: Perception of Louisiana as a Safe Destination - Brazilian Visitors**

Response	Percentage 1999	Percentage 2013
Very Safe	50.0	79.1
Somewhat Safe	30.3	15.6
Somewhat Unsafe	16.0	4.9
Very Unsafe	3.7	0.4
Total	100.0	100.0
Average rate	-	3.7
Valid Cases	238	225

How satisfied were you with your trip to Louisiana?**Table B-18: Satisfaction with Visit to Louisiana - Brazilian Visitors**

Response	Percentage 1999	Percentage 2013
Very Satisfied	75.6	84.0
Somewhat Satisfied	14.7	12.9
Somewhat Dissatisfied	3.1	1.3
Very Dissatisfied	6.6	1.8
Total	100.0	100.0
Average rate	-	3.8
Valid Cases	258	225

How likely are you to return to Louisiana in the next five years?**Table B-19: Likelihood of Returning to Louisiana - Brazilian Visitors**

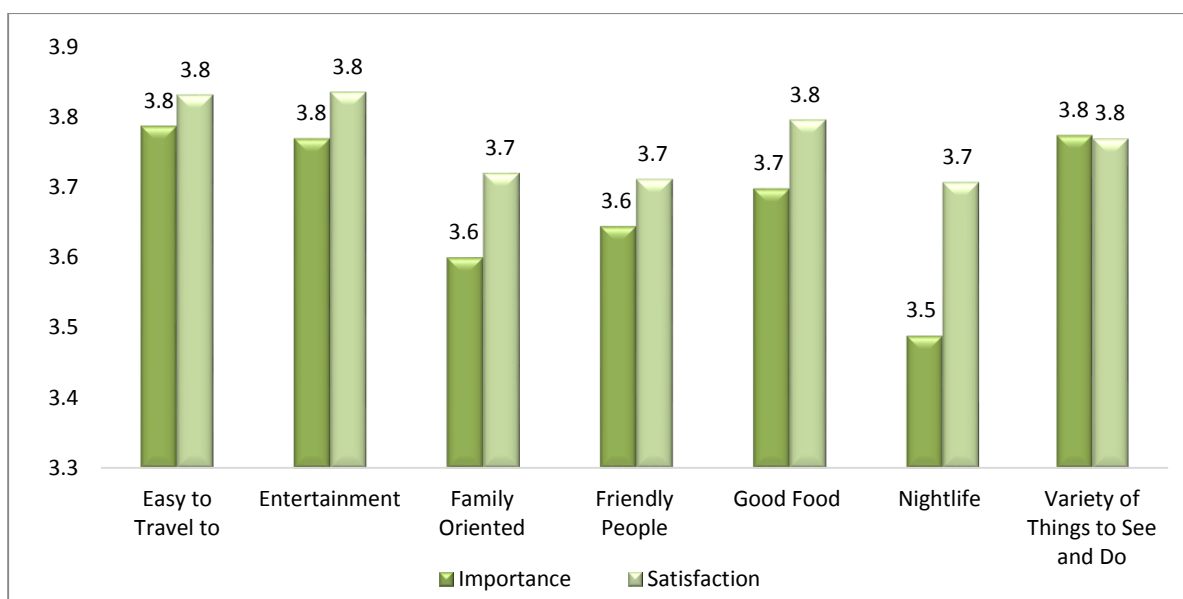
Response	Percentage 1999	Percentage 2013
Very Likely	44.4	80.9
Likely	33.2	16.9
Unlikely	13.8	1.8
Very Unlikely	8.6	0.4
Total	100.0	100.0
Average rate	-	3.8
Valid Cases	232	225

How likely are you to recommend Louisiana as a destination?**Table B-20: Likelihood of Recommending Louisiana**

Response	Percentage 2013
Very Likely	79.6
Likely	18.2
Unlikely	1.8
Very Unlikely	0.4
Total	100.0
Average rate	3.8
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure B-6: Importance/Satisfaction Indicators - Brazilian Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table B-21: Employment of Respondents - Brazilian Visitors**

Response	Percent of Cases 2013
Employed full time	72.4
Employed part time	14.2
Student	7.6
Self employed	7.1
Full time looking after home/family	1.3
Retired	0.9
Unemployed	0.9
Prefer not to answer	0.9
Total*	105.3
n	237

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

What is your age?**Table B-22: Age of Respondents - Brazilian Visitors**

Response	Percentage 2013
18-24 years old	19.1
25-34 years old	49.3
35-49 years old	27.1
50-64 years old	4.4
65 years or older	-
Prefer not to answer	-
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table B-23: Gender of Respondents - Brazilian Visitors**

Response	Percentage 2013
Male	58.2
Female	41.3
Prefer not to answer	0.4
Total	100.0
Valid Cases	225

This question was added in 2013.

What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?**Figure B-7: Household Annual Income of Respondents - Brazilian Visitors**

Prefer not to answer was excluded for comparison purposes.

Canadian Visitors

Travel Characteristics

New York (28.0%) was the most popular gateway for Canadian visitors to enter the U.S., followed by New Orleans (21.8%) and Boston (7.1%). Louisiana visitors who traveled to multiple states tended to visit mostly New York (34.7%), Florida (26.7%), Texas (21.8%) and California (19.1%). In 2013, Canadian visitors came to Louisiana more frequently during February (13.3%), March (13.3%) and April (13.3%). About three-quarters (79.1%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 3.1. On average, Canadian visitors spent 7.7 nights while traveling in the U.S., and 5.1 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 88.4% of travelers, while a large percentage stayed with family or friends (16.4%) or in a bed and breakfast (12.9%). Leisure travel (76.9%) and business/professional travel (8.9%) were the top two purposes for visitors coming to Louisiana. Nearly a third of the visitors reported using the services of a regular travel agent when planning their trip to the state (39.1%). About half of the travelers requested (51.1%) or downloaded (44.9%) the Louisiana Travel Guide as planning tools. Another 57.3% used the Louisiana Travel website, while 29.3% called the 1-800 number for visitor information.

Flying (73.3%) and driving a rental car (23.1%) were the preferred forms of transportation for Canadian travelers coming to Louisiana. Once in the state, most of them used rental cars (52.0%) or public buses (26.2%). The average party size was 2.7 travelers, and only a third (32.0%) of all visitors brought children on their trip. The average number of children in parties with kids was 1.9.

Spending and Activities

On average, Canadian visitors to Louisiana spent nearly \$470 per person per day. The largest proportion of money was spent on lodging (\$121), followed by shopping (\$90) and meals (\$76). About half (48.0%) of the visitors surveyed were aware of the Louisiana Tax free Shopping program, while 53.8% took advantage of it. Shopping (66.2%), dining out (64.0%), sightseeing in cities (56.4%), and going to nightclubs/bars (42.2%) were the most popular activities engaged in by Canadian visitors.

New Orleans (66.2%), Baton Rouge (39.6%) and Lafayette (20.4%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (63.6%) and Baton Rouge (28.9%).

Perceptions and Satisfaction

The vast majority (95.1%) of visitors perceived Louisiana to be a safe destination. A similar percentage (98.2%) were satisfied with their visit to Louisiana. A large proportion (93.8%) of visitors indicated that they were likely to return to the state in the next five years, while another 95.6% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by Canadian visitors for any destination also ranked high in visitor satisfaction for Louisiana. Indicators that ranked higher in satisfaction over importance were *Nightlife*, followed by *Family Oriented*. Rates that were lagging include *Variety of Things to See and Do* and *Easy to Travel to*.

Demographics

The majority of Canadian visitors who participated in the survey were employed full time (65.8%), were between the ages of 25 and 49 (63.2%), were females (52.0%), and had a total household income above \$50,000 (73.3%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table C-1: City of Entry to the United States - Canadian Visitors

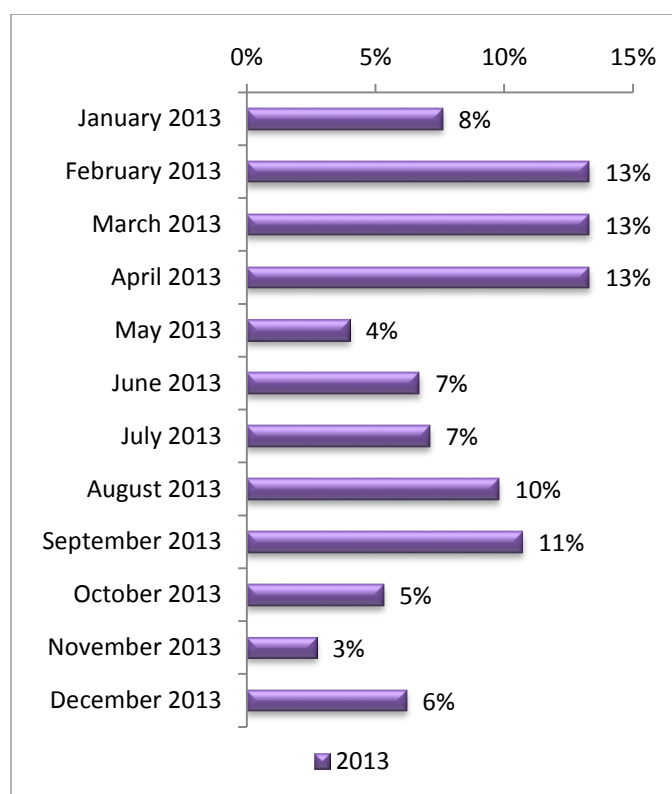
Response	Percentage 1999	Percentage 2013
New York	17.7	28.0
New Orleans	10.7	21.8
Boston	2.9	7.1
Detroit	7.0	5.8
Los Angeles	2.1	5.3
Chicago	22.2	4.0
Dallas	7.8	4.0
Atlanta	7.4	3.6
Miami	1.6	3.6
San Francisco	0.8	2.7
Cincinnati	-	1.8
Washington D.C.	2.5	1.8
Houston	5.3	0.9
Memphis	4.1	0.4
Other	7.8	9.3
Total	100.0	100.0
Valid Cases	243	225

What other states or territories did you visit on that trip to the U.S.?**Table C-2: Other States/Territories Visited (Top 20) - Canadian Visitors**

Response*	Percent of Cases 1999	Percent of Cases 2013
New York	9.2	34.7
Florida	8.3	26.7
Texas	18.3	21.8
California	2.2	19.1
Nevada	-	15.1
Washington	0.9	15.1
Arizona	-	13.8
Colorado	-	12.9
Michigan	1.7	12.9
Mississippi	10.0	12.9
New Jersey	-	12.9
Hawaii	0.4	11.6
Illinois	5.2	11.1
Iowa	-	11.1
North Carolina	1.7	10.7
Alabama	4.8	10.2
Tennessee	4.4	10.2
New Mexico	-	9.8
Georgia	5.2	9.3
Massachusetts	1.7	9.3
Other	6.8	209.7
I did not visit other states/territories	51.1	18.7
Total**	131.9	519.6
n	302	1,169

**In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.*

***Total equals more than 100% due to multiple responses.*

When did you visit Louisiana?**Figure C-1: Month of Visit to Louisiana - Canadian Visitors**

This question was added in 2013.

Was that your first visit to Louisiana?**Table C-3: First Visit to Louisiana - Canadian Visitors**

Response	Percentage 2013
Yes	79.1
No	20.9
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table C-4: Number of Previous Visits to Louisiana - Canadian Visitors

Response	Mean	Median	Mode
2013	3.1	2.0	1.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table C-5: Number of Nights Spent on Trip - Canadian Visitors

Response	1999	2013
Number of Nights Spent in the U.S.		
Mean	8.7	7.7
Median	7.0	7.0
Mode	7.0	7.0
Number of Nights Spent in Louisiana		
Mean	5.7	5.1
Median	5.0	4.0
Mode	5.0	4.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table C-6: Types of Night Accommodations While in Louisiana - Canadian Visitors

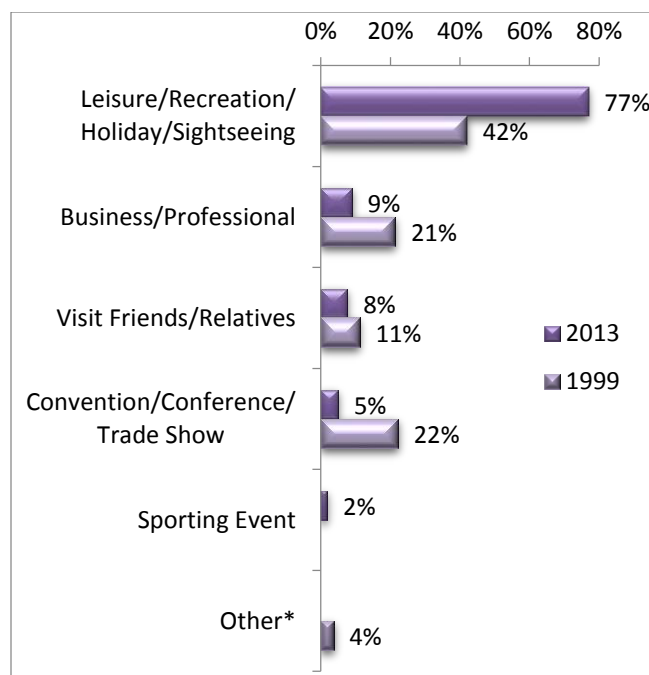
Response	Percent of Cases 1999	Percent of Cases 2013
Hotel/Motel	81.7	88.4
Family or Friends	11.1	16.4
Bed and Breakfast	9.1	12.9
Cruise Ship*	-	7.1
Apartment/House Rental	0.8	5.3
Campground	0.8	5.3
Park Cabin*	-	4.9
Timeshare/Condo*	-	4.0
Work/Volunteer/School Facility*	-	3.1
Total**	103.5	147.6
n	261	332

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure C-2: Primary Purpose of Visit - Canadian Visitors



*"Other" was not included in the 2013 analysis.

In planning your trip to Louisiana, did you?**Table C-7: Use of Travel Agent - Canadian Visitors**

Response	Percentage 2013
Use an ordinary travel agent	39.1
Use an online travel agent	35.6
Make your travel arrangements on your own	25.3
Total	100.0
Valid Cases	225

*This question was asked in a different format in 2013.****In planning your trip to Louisiana, did you?*****Table C-8: Travel Information - Canadian Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	51.1	48.9	100.0
Download the Louisiana Travel Guide	44.9	55.1	100.0
Use the LouisianaTravel.com Website	57.3	42.7	100.0
Call the 1-800 Number for Visitor Information	29.3	70.7	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table C-9: Modes of Transportation TO Louisiana - Canadian Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Airplane	88.8	73.3
Rental Car	8.8	23.1
Personal Vehicle*	-	17.8
Chartered Bus	4.8	9.3
Public Bus	2.0	7.1
Train	0.8	6.2
Cruise Ship	0.4	4.0
Motorcycle*	-	3.6
RV*	-	3.1
Other*	2.0	-
Total**	107.6	147.6
n	269	332

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table C-10: Modes of Transportation IN Louisiana - Canadian Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Rental Car	50.0	52.0
Public Bus	18.0	26.2
Airplane	3.3	20.9
Personal Vehicle*	-	20.9
Chartered Bus	17.6	11.6
Train	0.0	8.4
Motorcycle*	-	4.9
Cruise Ship	1.6	3.1
RV*	-	2.7
Other*	31.6	-
Total**	122.1	150.7
n	298	339

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?**Table C-11: Number of People per Party - Canadian Visitors**

Response	Mean	Median	Mode
1999	2.5	2.0	2.0
2013	2.7	2.0	2.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?**Table C-12: Children under the Age of 18 - Canadian Visitors**

Response	Percentage 2013
Yes	32.0
No	68.0
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?**Table C-13: Number of Children under 18 - Canadian Visitors**

Response	Mean	Median	Mode
2013	1.9	1.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table C-14: Average Individual Daily Expenditures while in Louisiana - Canadian Visitors

Response*	1999			2013		
	Mean	Median	Mode	Mean	Median	Mode
Restaurants and Meals	\$52	\$50	\$50	\$76	\$63	\$50
Bars and Nightclubs	-	-	-	\$37	\$25	\$0
Local Transportation**	\$26	\$20	\$0	\$55	\$30	\$25
Recreation and Entertainment	\$44	\$30	\$50	\$55	\$40	\$50
Gambling	-	-	-	\$36	\$17	\$0
Shopping	\$70	\$50	\$100	\$90	\$61	\$100
Lodging	\$91	\$100	\$100	\$121	\$100	\$0
Total	\$283	\$250	\$300	\$470	\$336	\$225

**Outliers were removed before determining spending averages.*

***Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.*

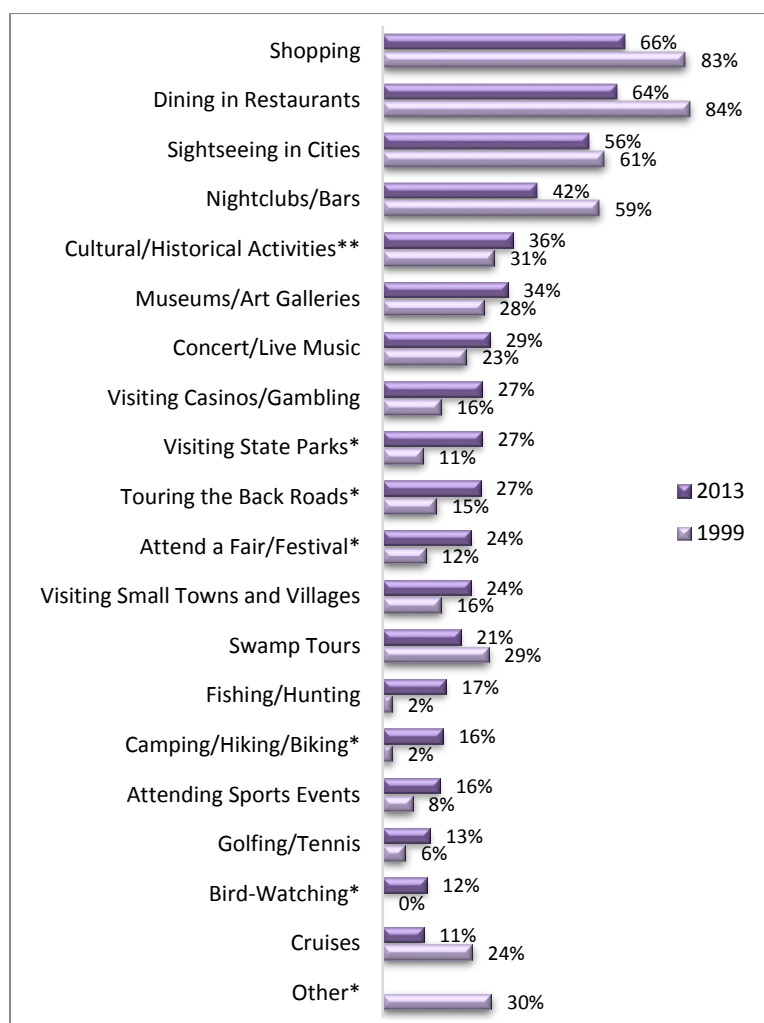
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table C-15: Awareness of Louisiana Tax Free Shopping Program - Canadian Visitors

Response	Percentage 1999	Percentage 2013
Yes	55.6	48.0
No	44.4	52.0
Total	100.0	100.0
Valid Cases	250	225

Did you take advantage of the Louisiana tax-free shopping program?**Table C-16: Use of Louisiana Tax Free Shopping - Canadian Visitors**

Response	Percentage 1999	Percentage 2013
Yes	79.3	53.8
No	20.7	46.2
Total	100.0	100.0
Valid Cases	251	225

On that trip to Louisiana, did you engage in the following activities?**Figure C-3: Activities Participated in While Visiting Louisiana - Canadian Visitors**

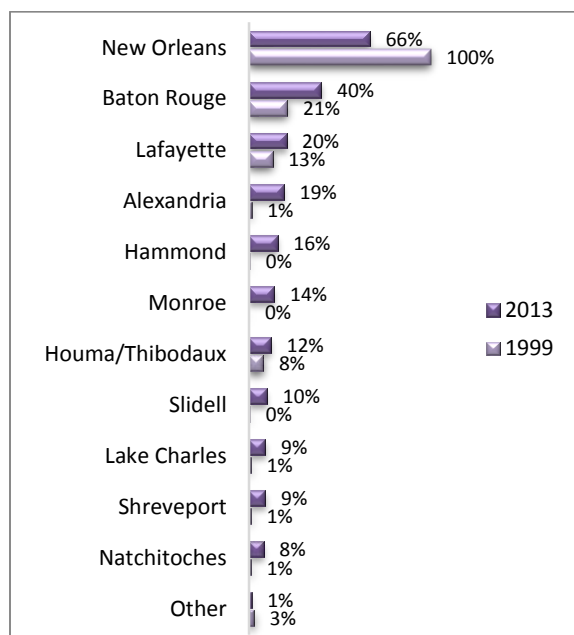
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

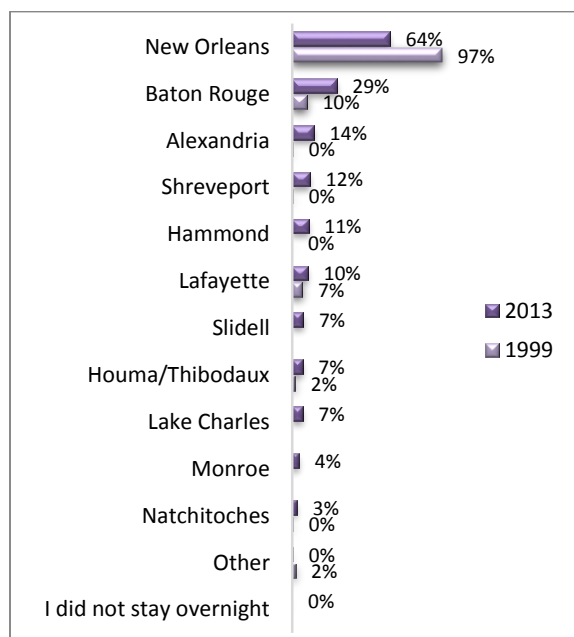
Figure C-4: Louisiana Locations Visited - Canadian Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure C-5: Overnight Louisiana Locations Visited - Canadian Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction***Did you perceive Louisiana to be?*****Table C-17: Perception of Louisiana as a Safe Destination - Canadian Visitors**

Response	Percentage 1999	Percentage 2013
Very Safe	23.8	46.2
Somewhat Safe	49.2	48.9
Somewhat Unsafe	23.4	3.6
Very Unsafe	3.7	1.3
Total	100.0	100.0
Average rate	-	3.4
Valid Cases	244	225

How satisfied were you with your trip to Louisiana?**Table C-18: Satisfaction with Visit to Louisiana - Canadian Visitors**

Response	Percentage 1999	Percentage 2013
Very Satisfied	68.3	59.1
Somewhat Satisfied	23.6	39.1
Somewhat Dissatisfied	6.9	1.8
Very Dissatisfied	1.2	-
Total	100.0	100.0
Average rate	-	3.6
Valid Cases	246	225

How likely are you to return to Louisiana in the next five years?**Table C-19: Likelihood of Returning to Louisiana - Canadian Visitors**

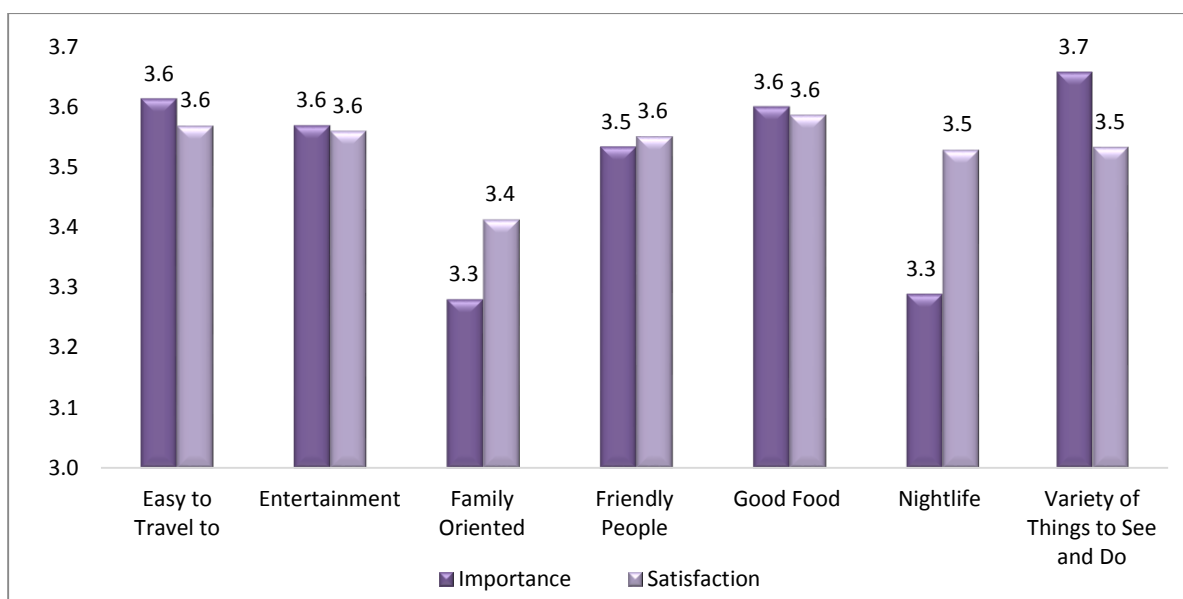
Response	Percentage 1999	Percentage 2013
Very Likely	37.8	54.7
Likely	40.5	39.1
Unlikely	16.2	5.8
Very Unlikely	5.4	0.4
Total	100.0	100.0
Average rate	-	3.5
Valid Cases	222	225

How likely are you to recommend Louisiana as a destination?**Table C-20: Likelihood of Recommending Louisiana - Canadian Visitors**

Response	Percentage 2013
Very Likely	59.6
Likely	36.0
Unlikely	4.4
Very Unlikely	-
Total	100.0
Average rate	3.6
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure C-6: Importance/Satisfaction Indicators - Canadian Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table C-21: Employment of Respondents - Canadian Visitors**

Response	Percent of Cases 2013
Employed full time	65.8
Employed part time	12.4
Student	8.4
Full time looking after home/family	7.6
Self employed	6.2
Retired	6.2
Unemployed	2.2
Long term sick or disabled	1.3
Prefer not to answer	1.8
Total*	112.0
n	225

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

What is your age?**Table C-22: Age of Respondents - Canadian Visitors**

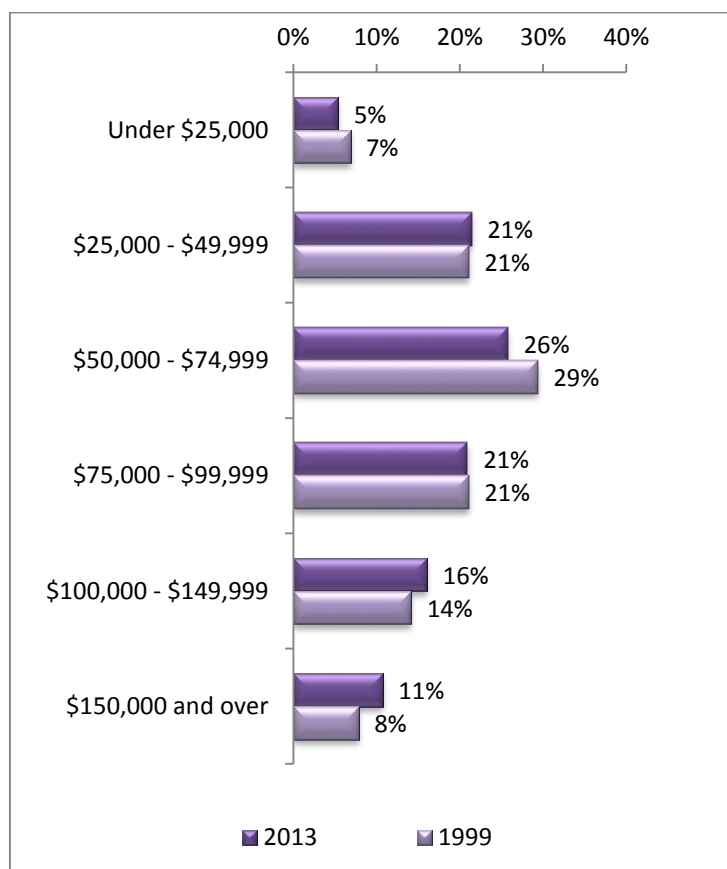
Response	Percentage 2013
18-24 years old	17.8
25-34 years old	39.6
35-49 years old	23.6
50-64 years old	16.4
65 years or older	1.8
Prefer not to answer	0.9
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table C-23: Gender of Respondents - Canadian Visitors**

Response	Percentage 2013
Male	46.7
Female	52.0
Prefer not to answer	1.3
Total	100.0
Valid Cases	225

This question was added in 2013.

What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?**Figure C-7: Household Annual Income of Respondents - Canadian Visitors**

Prefer not to answer was excluded for comparison purposes.

Chinese Visitors

Travel Characteristics

New York (29.8%) was the most popular gateway for Chinese visitors to enter the U.S., followed by Los Angeles (28.0%) and New Orleans (15.1%). Louisiana visitors who traveled to multiple states tended to visit mostly New York (43.1%), California (38.7%), Hawaii (27.1%) and Florida (25.8%). In 2013, Chinese visitors came to Louisiana more frequently during October (19.1%) and December (13.8%). Over three-quarters (83.1%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 2.7. On average, Chinese visitors spent 8.6 nights while traveling in the U.S., and 3.5 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 61.0% of travelers, while a large percentage stayed in a bed and breakfast (40.8%) or in a timeshare or condo (20.2%). Leisure travel (85.8%) and business/professional travel (9.3%) were the top two purposes for visitors coming to Louisiana. About a quarter of the visitors reported using the services of a regular travel agent when planning their trip to the state (22.7%). The majority of travelers requested (91.6%) or downloaded (86.7%) the Louisiana Travel Guide as planning tools. Another 75.6% used the Louisiana Travel website, while 52.0% called the 1-800 number for visitor information.

Flying (84.9%) and driving a rental car (16.4%) were the preferred forms of transportation for Chinese travelers coming to Louisiana. Once in the state, most of them used rental cars (61.8%) or public buses (28.9%). The average party size was 3.7 travelers, and just over a third (40.4%) of all visitors brought children on their trip. The average number of children in parties with kids was 1.2.

Spending and Activities

On average, Chinese visitors to Louisiana spent nearly \$950 per person per day. The largest proportion of money was spent on shopping (\$237), followed by lodging (\$178) and entertainment (\$136). Nearly 81% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while 82.2% took advantage of it. Sightseeing in cities (69.8%), shopping (68.0%), dining out (60.4%), and visiting state parks (55.6%) were the most popular activities engaged in by Chinese visitors.

New Orleans (72.9%), Alexandria (57.3%) and Monroe (31.1%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (69.3%) and Alexandria (47.1%).

Perceptions and Satisfaction

The vast majority (97.3%) of visitors perceived Louisiana to be a safe destination. A similar percentage (97.4%) were satisfied with their visit to Louisiana. Nearly all (99.1%) visitors indicated that they were likely to return to the state in the next five years, while another 99.6% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by Chinese visitors for any destination also ranked high in visitor satisfaction for Louisiana. Indicators that ranked higher in satisfaction over importance were *Nightlife*, followed by *Entertainment* and *Good Food*. Rates that were lagging include *Variety of Things to See and Do*, *Friendly People* and *Easy to Travel to*.

Demographics

The majority of Chinese visitors who participated in the survey were employed full time (96.4%), were between the ages of 25 and 49 (94.2%), were males (54.7%), and had a total household income above \$50,000 (83.9%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table D-1: City of Entry to the United States - Chinese Visitors

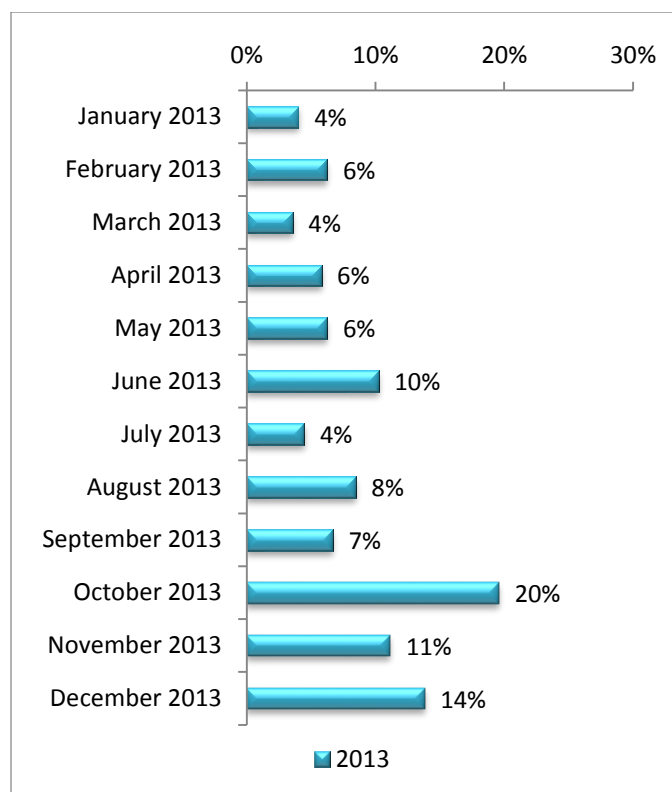
Response	Percentage 2013
New York	29.8
Los Angeles	28.0
New Orleans	15.1
Chicago	8.0
Atlanta	4.4
San Francisco	3.6
Houston	3.1
Miami	2.2
Washington D.C.	2.2
Boston	1.3
Cincinnati	0.9
Dallas	0.9
Detroit	0.4
Total	100.0
Valid Cases	225

What other states or territories did you visit on that trip to the U.S.?**Table D-2: Other States/Territories Visited (Top 20) - Chinese Visitors**

Response*	Percent of Cases 2013
New York	43.1
California	38.7
Hawaii	27.1
Florida	25.8
Washington	24.9
Texas	16.0
New Jersey	15.6
Alabama	15.1
Alaska	14.2
District of Columbia	13.8
New Mexico	12.9
Mississippi	11.6
Indiana	11.1
Kansas	10.7
Arizona	10.2
North Carolina	9.8
Colorado	9.3
Illinois	9.3
Kentucky	9.3
Nevada	8.9
Other	143.9
I did not visit other states/territories	0.9
Total**	482.2
n	1,085

**In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.*

***Total equals more than 100% due to multiple responses.*

When did you visit Louisiana?**Figure D-1: Month of Visit to Louisiana - Chinese Visitors**

This question was added in 2013.

Was that your first visit to Louisiana?**Table D-3: First Visit to Louisiana - Chinese Visitors**

Response	Percentage 2013
Yes	83.1
No	16.9
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table D-4: Number of Previous Visits to Louisiana - Chinese Visitors

Response	Mean	Median	Mode
2013	2.7	2.0	2.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table D-5: Number of Nights Spent on Trip - Chinese Visitors

Response	2013
Number of Nights Spent in the U.S.	
Mean	8.6
Median	8.0
Mode	10.0
Number of Nights Spent in Louisiana	
Mean	3.5
Median	3.0
Mode	2.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table D-6: Types of Night Accommodations While in Louisiana - Chinese Visitors

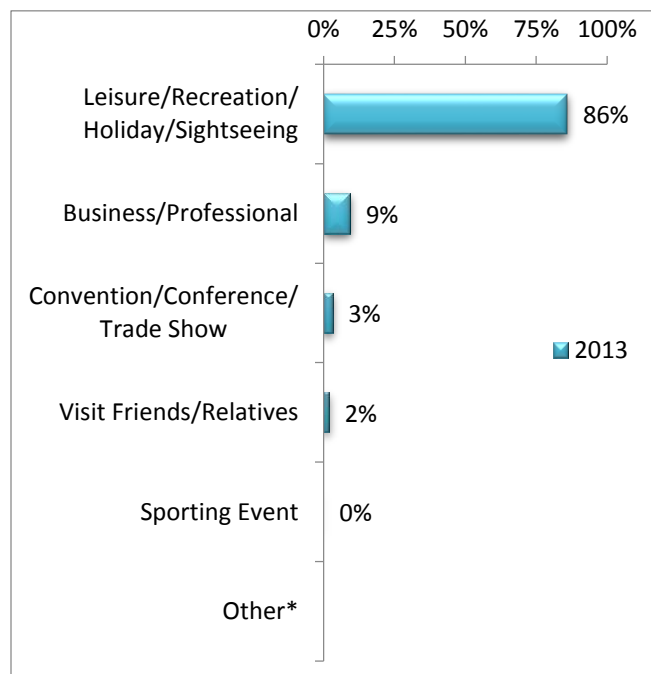
Response	Percent of Cases 2013
Hotel/Motel	61.0
Bed and Breakfast	40.8
Timeshare/Condo*	20.2
Family or Friends	11.2
Apartment/House Rental	9.0
Park Cabin*	4.9
Cruise Ship*	4.5
Campground	3.1
Work/Volunteer/School Facility*	0.4
Total**	155.2
n	346

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure D-2: Primary Purpose of Visit - Chinese Visitors



*"Other" was not included in the 2013 analysis.

In planning your trip to Louisiana, did you?**Table D-7: Use of Travel Agent - Chinese Visitors**

Response	Percentage 2013
Use an online travel agent	47.1
Make your travel arrangements on your own	30.2
Use an ordinary travel agent	22.7
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

In planning your trip to Louisiana, did you?**Table D-8: Travel Information - Chinese Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	91.6	8.4	100.0
Download the Louisiana Travel Guide	86.7	13.3	100.0
Use the LouisianaTravel.com Website	75.6	24.4	100.0
Call the 1-800 Number for Visitor Information	52.0	48.0	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table D-9: Modes of Transportation TO Louisiana - Chinese Visitors**

Response	Percent of Cases 2013
Airplane	84.9
Rental Car	16.4
Train	10.2
Public Bus	8.0
Chartered Bus	6.2
Cruise Ship	4.9
Personal Vehicle*	4.4
RV*	4.4
Motorcycle*	2.2
Other*	-
Total**	141.8
n	319

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table D-10: Modes of Transportation IN Louisiana - Chinese Visitors**

Response	Percent of Cases 2013
Rental Car	61.8
Public Bus	28.9
Airplane	20.0
Train	14.7
RV*	11.1
Chartered Bus	9.3
Personal Vehicle*	6.7
Cruise Ship	5.8
Motorcycle*	2.7
Other*	-
Total**	160.9
n	362

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?**Table D-11: Number of People per Party - Chinese Visitors**

Response	Mean	Median	Mode
2013	3.7	3.0	3.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?**Table D-12: Children under the Age of 18 - Chinese Visitors**

Response	Percentage 2013
Yes	40.4
No	59.6
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?**Table D-13: Number of Children under 18 - Chinese Visitors**

Response	Mean	Median	Mode
2013	1.2	1.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table D-14: Average Individual Daily Expenditures while in Louisiana - Chinese Visitors

2013			
Response*	Mean	Median	Mode
Restaurants and Meals	\$112	\$100	\$100
Bars and Nightclubs	\$117	\$100	\$100
Local Transportation**	\$92	\$67	\$50
Recreation and Entertainment	\$136	\$100	\$100
Gambling	\$78	\$50	\$0
Shopping	\$237	\$200	\$200
Lodging	\$178	\$160	\$100
Total	\$950	\$777	\$650

**Outliers were removed before determining spending averages.*

***Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.*

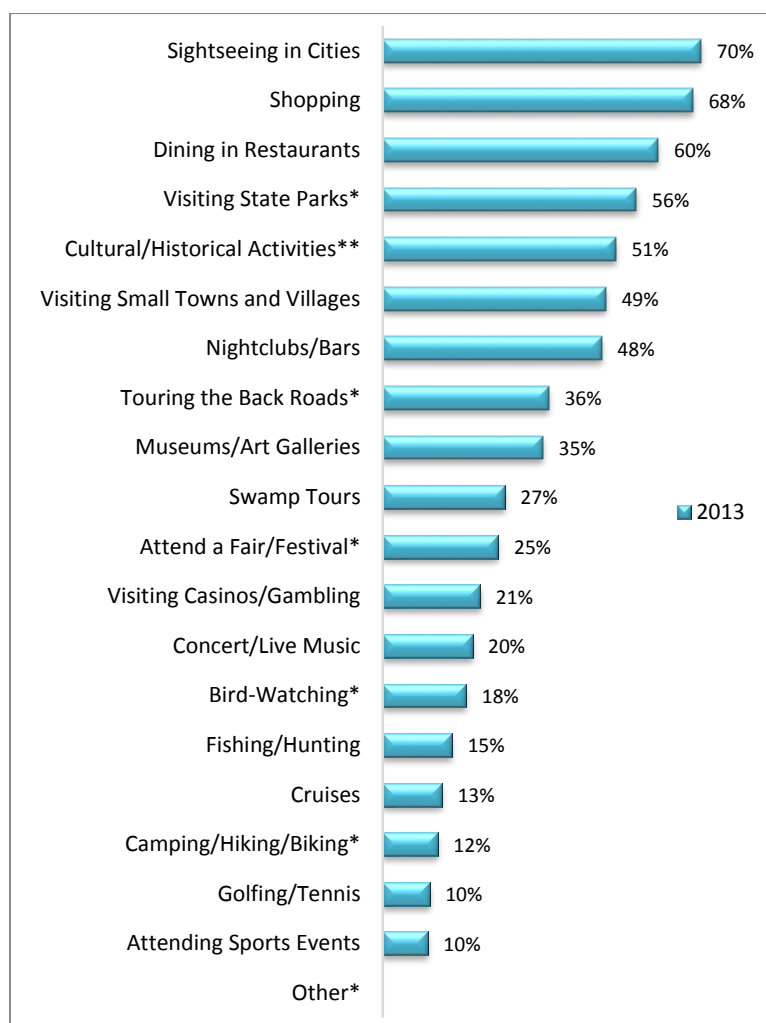
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table D-15: Awareness of Louisiana Tax Free Shopping Program - Chinese Visitors

Response	Percentage 2013
Yes	81.3
No	18.7
Total	100.0
Valid Cases	225

Did you take advantage of the Louisiana tax-free shopping program?**Table D-16: Use of Louisiana Tax Free Shopping - Chinese Visitors**

Response	Percentage 2013
Yes	82.2
No	17.8
Total	100.0
Valid Cases	225

On that trip to Louisiana, did you engage in the following activities?**Figure D-3: Activities Participated in While Visiting Louisiana - Chinese Visitors**

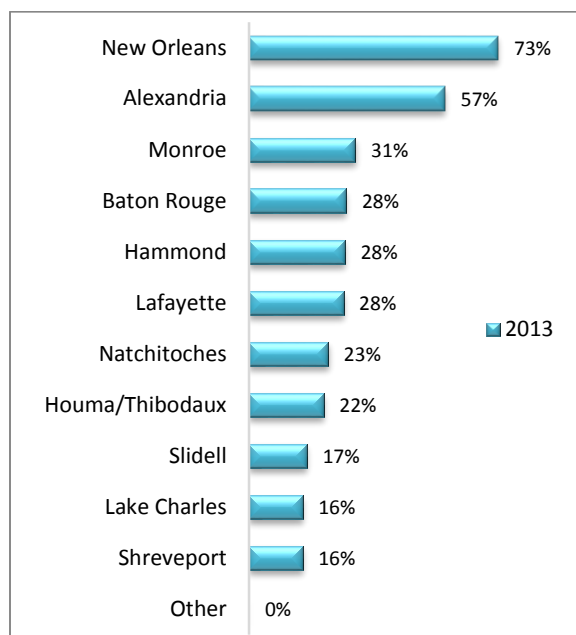
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

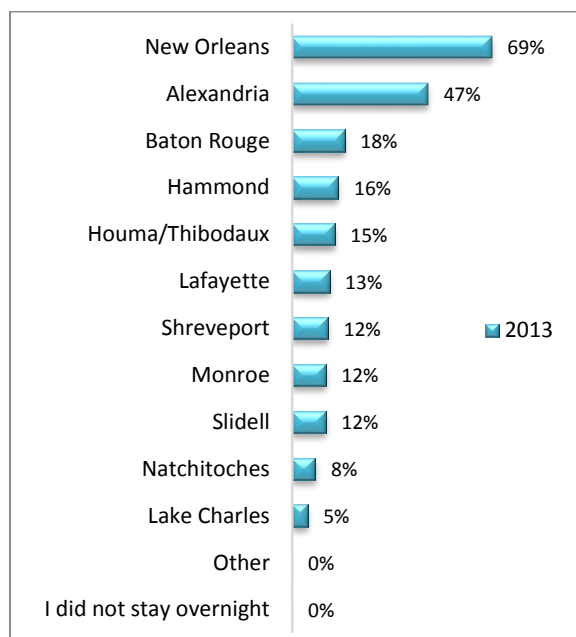
Figure D-4: Louisiana Locations Visited - Chinese Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure D-5: Overnight Louisiana Locations Visited - Chinese Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction*Did you perceive Louisiana to be?***Table D-17: Perception of Louisiana as a Safe Destination - Chinese Visitors**

Response	Percentage 2013
Very Safe	70.2
Somewhat Safe	27.1
Somewhat Unsafe	2.2
Very Unsafe	0.4
Total	100.0
Average rate	3.7
Valid Cases	225

*How satisfied were you with your trip to Louisiana?***Table D-18: Satisfaction with Visit to Louisiana - Chinese Visitors**

Response	Percentage 2013
Very Satisfied	65.8
Somewhat Satisfied	31.6
Somewhat Dissatisfied	2.2
Very Dissatisfied	0.4
Total	100.0
Average rate	3.6
Valid Cases	225

*How likely are you to return to Louisiana in the next five years?***Table D-19: Likelihood of Returning to Louisiana - Chinese Visitors**

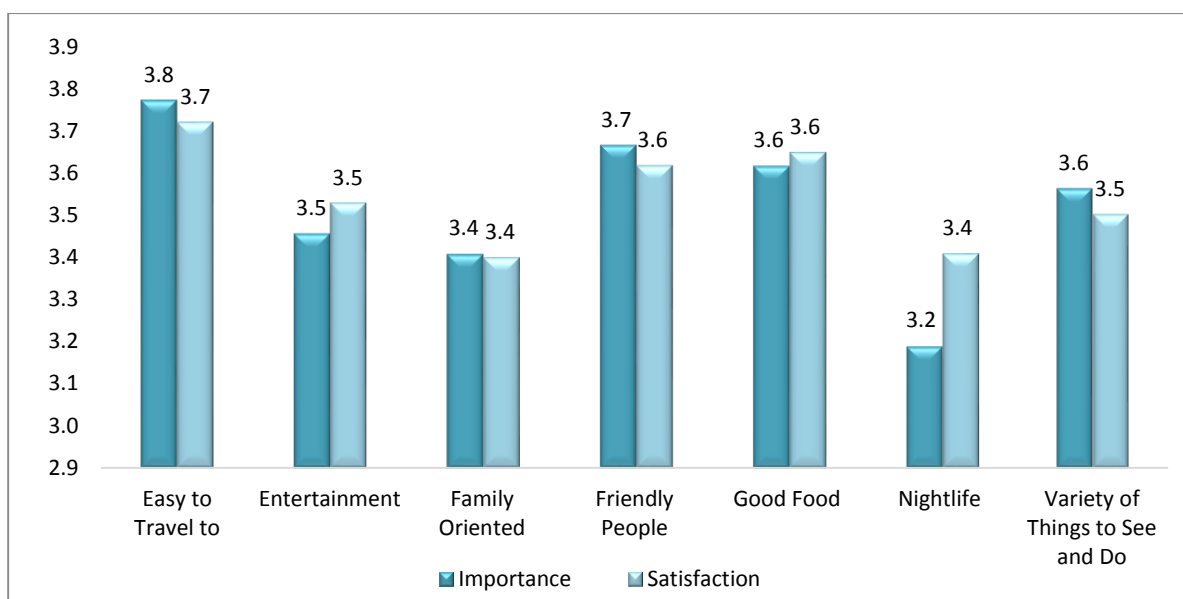
Response	Percentage 2013
Very Likely	69.3
Likely	29.8
Unlikely	0.9
Very Unlikely	-
Total	100.0
Average rate	3.7
Valid Cases	225

How likely are you to recommend Louisiana as a destination?**Table D-20: Likelihood of Recommending Louisiana - Chinese Visitors**

Response	Percentage 2013
Very Likely	69.8
Likely	29.8
Unlikely	0.4
Very Unlikely	-
Total	100.0
Average rate	3.7
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure D-6: Importance/Satisfaction Indicators - Chinese Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table D-21: Employment of Respondents - Chinese Visitors**

Response	Percent of Cases 2013
Employed full time	96.4
Self employed	3.1
Employed part time	0.9
Full time looking after home/family	0.9
Retired	0.4
Unemployed	-
Long term sick or disabled	-
Student	-
Prefer not to answer	0.4
Total*	102.2
n	230

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

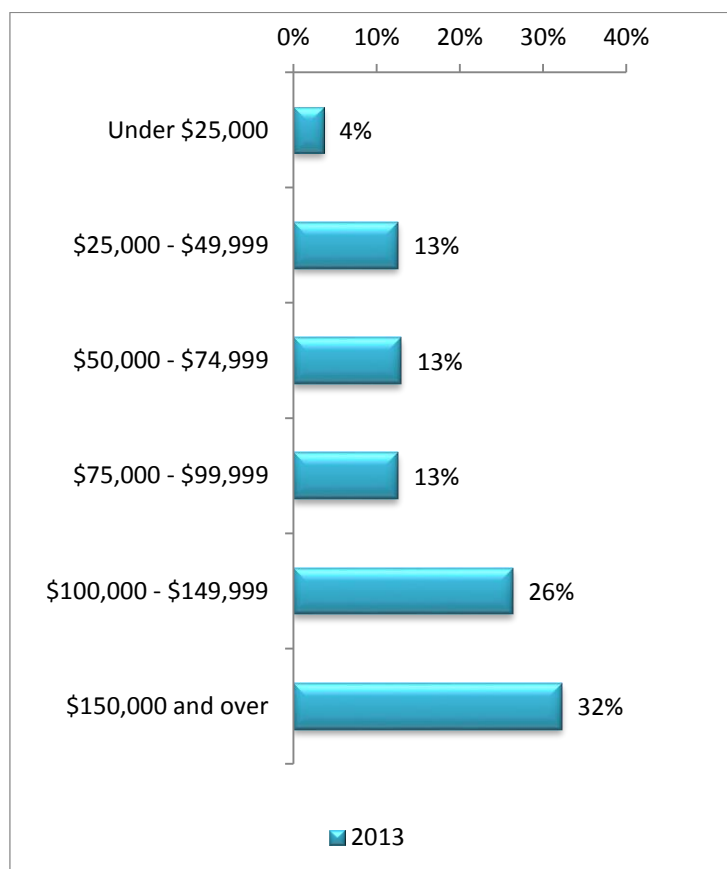
What is your age?**Table D-22: Age of Respondents - Chinese Visitors**

Response	Percentage 2013
18-24 years old	3.1
25-34 years old	57.8
35-49 years old	36.4
50-64 years old	2.7
65 years or older	-
Prefer not to answer	-
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table D-23: Gender of Respondents - Chinese Visitors**

Response	Percentage 2013
Male	54.7
Female	44.9
Prefer not to answer	0.4
Total	100.0
Valid Cases	225

*This question was added in 2013.****What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?*****Figure D-7: Household Annual Income of Respondents - Chinese Visitors***Prefer not to answer was excluded for comparison purposes.*

French Visitors

Travel Characteristics

New York (35.6%) was the most popular gateway for French visitors to enter the U.S., followed by New Orleans (21.3%), Chicago (8.9%) and Miami (8.9%). Louisiana visitors who traveled to multiple states tended to visit mostly New York (36.4%), California (35.1%), Florida (34.7%) and Texas (26.7%). In 2013, French visitors came to Louisiana more frequently during July (12.0%) and September (12.0%). Over three-quarters (84.9%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 3.0. On average, French visitors spent 11.2 nights while traveling in the U.S., and 6.9 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 75.9% of travelers, while a large percentage stayed with family or friends (22.3%) or in a bed and breakfast (15.6%). Leisure travel (80.9%), business/professional travel (7.6%) and friends/relatives (7.6%) were the top three purposes for visitors coming to Louisiana. Nearly half of the visitors reported using the services of a regular travel agent when planning their trip to the state (43.1%). About two-thirds of the travelers requested (67.6%) or downloaded (63.6%) the Louisiana Travel Guide as planning tools. Another 63.1% used the Louisiana Travel website, while 37.8% called the 1-800 number for visitor information.

Flying (77.8%) and driving a rental car (34.7%) were the preferred forms of transportation for travelers coming to Louisiana. Once in the state, most of them used rental cars (60.9%) or flew (28.4%). The average party size was 3.0 travelers, and almost half (44.9%) of all visitors brought children on their trip. The average number of children in parties with kids was 2.0.

Spending and Activities

On average, French visitors to Louisiana spent nearly \$350 per person per day. The largest proportion of money was spent on lodging (\$95), followed by shopping (\$58) and meals (\$57). Nearly 57% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while 56.4% took advantage of it. Shopping (63.6%), sightseeing in cities (57.3%), dining out (55.6%), and visiting small towns and villages (45.8%) were the most popular activities engaged in by French visitors.

New Orleans (66.2%), Baton Rouge (56.9%) and Lafayette (45.8%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (63.1%) and Baton Rouge (46.2%).

Perceptions and Satisfaction

The vast majority (94.7%) of visitors perceived Louisiana to be a safe destination. A similar percentage (96.0%) were satisfied with their visit to Louisiana. A large proportion (91.1%) of visitors indicated that they were likely to return to the state in the next five years, while another 96.0% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by French visitors for any destination also ranked high in visitor satisfaction for Louisiana. Indicators that ranked higher in satisfaction over importance were *Nightlife*, followed by *Family Oriented* and *Entertainment*. Rates that were lagging include *Variety of Things to See and Do* and *Easy to Travel to*.

Demographics

The majority of French visitors who participated in the survey were employed full time (71.1%), were between the ages of 25 and 49 (69.8%), were males (64.9%), and had a total household income below \$50,000 (52.3%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table E-1: City of Entry to the United States - French Visitors

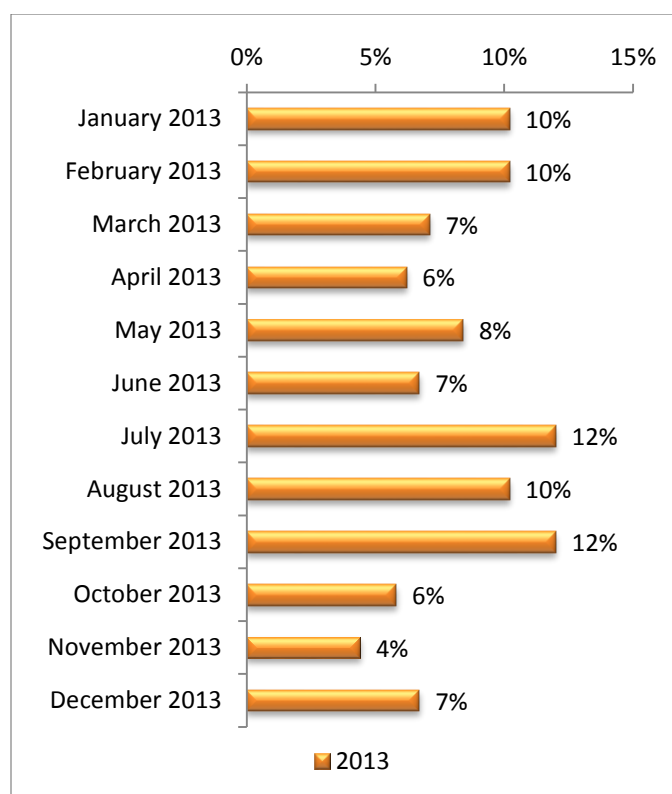
Response	Percentage 1999	Percentage 2013
New York	20.3	35.6
New Orleans	8.8	21.3
Chicago	4.8	8.9
Miami	4.8	8.9
Boston	2.4	4.4
Dallas	2.4	4.4
Los Angeles	3.6	3.6
Houston	12.0	2.7
San Francisco	1.2	2.7
Atlanta	9.6	2.2
Washington D.C.	10.0	2.2
Cincinnati	5.6	1.8
Detroit	4.4	0.9
Memphis	2.4	0.4
Other	7.7	-
Total	100.0	100.0
Valid Cases	251	225

What other states or territories did you visit on that trip to the U.S.?**Table E-2: Other States/Territories Visited (Top 20) - French Visitors**

Response*	Percent of Cases 1999	Percent of Cases 2013
New York	13.2	36.4
California	7.5	35.1
Florida	15.4	34.7
Texas	16.7	26.7
Illinois	2.2	16.4
Arizona	0.9	16.0
New Jersey	0.4	16.0
Mississippi	11.4	15.6
Virginia	-	15.1
Washington	0.4	15.1
Indiana	-	14.7
Alabama	5.3	14.2
Colorado	0.4	14.2
Alaska	2.6	12.9
Arkansas	0.9	11.6
Kansas	-	11.6
Nevada	1.3	11.6
South Carolina	0.4	11.6
Massachusetts	1.3	11.1
Michigan	-	10.7
Other	14.4	220.9
I did not visit other states/territories	44.3	6.7
Total**	139.0	578.7
n	317	1,302

**In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.*

***Total equals more than 100% due to multiple responses.*

When did you visit Louisiana?**Figure E-1: Month of Visit to Louisiana - French Visitors**

This question was added in 2013.

Was that your first visit to Louisiana?**Table E-3: First Visit to Louisiana - French Visitors**

Response	Percentage 2013
Yes	84.9
No	15.1
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table E-4: Number of Previous Visits to Louisiana - French Visitors

Response	Mean	Median	Mode
2013	3.0	3.0	2.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table E-5: Number of Nights Spent on Trip - French Visitors

Response	1999	2013
Number of Nights Spent in the U.S.		
Mean	11.9	11.2
Median	10.0	10.0
Mode	5.0	7.0
Number of Nights Spent in Louisiana		
Mean	8.0	6.9
Median	6.0	6.0
Mode	5.0	7.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table E-6: Types of Night Accommodations While in Louisiana - French Visitors

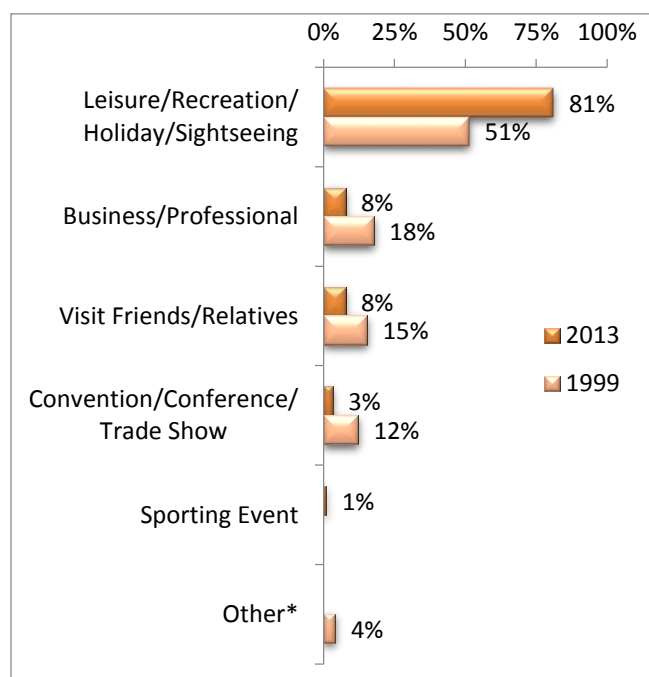
Response	Percent of Cases 1999	Percent of Cases 2013
Hotel/Motel	72.0	75.9
Family or Friends	23.0	22.3
Bed and Breakfast	12.3	15.6
Apartment/House Rental	2.5	11.6
Campground	2.9	7.6
Cruise Ship*	-	4.5
Timeshare/Condo*	-	4.5
Park Cabin*	-	3.6
Work/Volunteer/School Facility*	-	2.2
Total**	112.8	147.8
n	274	331

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure E-2: Primary Purpose of Visit - French Visitors



*"Other" was not included in the 2013 analysis.

In planning your trip to Louisiana, did you?**Table E-7: Use of Travel Agent - French Visitors**

Response	Percentage 2013
Use an ordinary travel agent	43.1
Use an online travel agent	32.0
Make your travel arrangements on your own	24.9
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

In planning your trip to Louisiana, did you?**Table E-8: Travel Information - French Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	67.6	32.4	100.0
Download the Louisiana Travel Guide	63.6	36.4	100.0
Use the LouisianaTravel.com Website	63.1	36.9	100.0
Call the 1-800 Number for Visitor Information	37.8	62.2	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table E-9: Modes of Transportation TO Louisiana - French Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Airplane	90.4	77.8
Rental Car	12.5	34.7
Train	1.7	12.0
Chartered Bus	0.8	9.8
Personal Vehicle*	-	8.4
Public Bus	5.8	6.2
Motorcycle*	-	4.4
Cruise Ship	-	4.4
RV*	-	2.2
Other*	2.5	-
Total**	113.8	160.0
n	273	360

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table E-10: Modes of Transportation IN Louisiana - French Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Rental Car	58.2	60.9
Airplane	4.6	28.4
Public Bus	26.4	20.4
Train	0.8	12.0
Personal Vehicle*	-	8.9
Chartered Bus	4.6	8.4
Cruise Ship	3.3	5.8
Motorcycle*	-	4.0
RV*	-	2.7
Other*	21.8	-
Total**	119.7	151.6
n	286	341

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?**Table E-11: Number of People per Party - French Visitors**

Response	Mean	Median	Mode
1999	3.0	2.0	2.0
2013	3.0	3.0	2.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?**Table E-12: Children under the Age of 18 - French Visitors**

Response	Percentage 2013
Yes	44.9
No	55.1
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?**Table E-13: Number of Children under 18 - French Visitors**

Response	Mean	Median	Mode
2013	2.0	2.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table E-14: Average Individual Daily Expenditures while in Louisiana - French Visitors

Response*	1999			2013		
	Mean	Median	Mode	Mean	Median	Mode
Restaurants and Meals	\$50	\$45	\$50	\$57	\$42	\$50
Bars and Nightclubs	-	-	-	\$23	\$10	\$0
Local Transportation**	\$26	\$20	\$0	\$47	\$25	\$25
Recreation and Entertainment	\$45	\$33	\$50	\$48	\$30	\$50
Gambling	-	-	-	\$22	\$6	\$0
Shopping	\$98	\$75	\$100	\$58	\$38	\$50
Lodging	\$74	\$75	\$0	\$95	\$73	\$0
Total	\$293	\$248	\$200	\$350	\$224	\$175

*Outliers were removed before determining spending averages.

**Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.

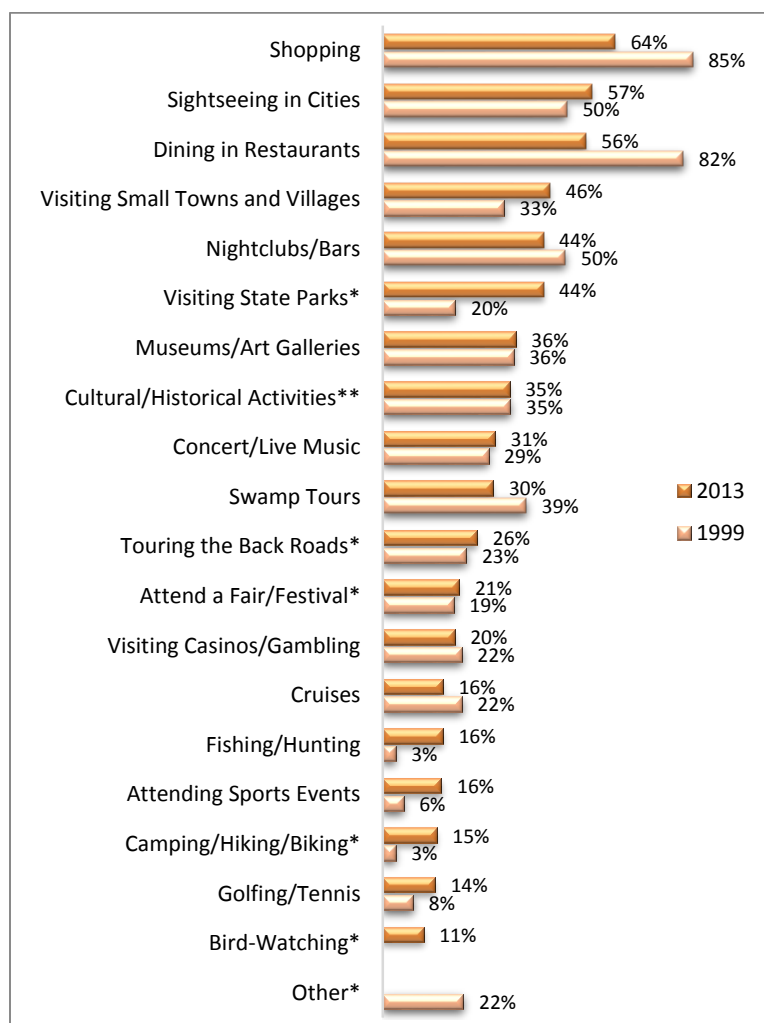
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table E-15: Awareness of Louisiana Tax Free Shopping Program - French Visitors

Response	Percentage 1999	Percentage 2013
Yes	62.6	56.9
No	37.4	43.1
Total	100.0	100.0
Valid Cases	238	225

Did you take advantage of the Louisiana tax-free shopping program?**Table E-16: Use of Louisiana Tax Free Shopping - French Visitors**

Response	Percentage 1999	Percentage 2013
Yes	86.3	56.4
No	13.7	43.6
Total	100.0	100.0
Valid Cases	241	225

On that trip to Louisiana, did you engage in the following activities?**Figure E-3: Activities Participated in While Visiting Louisiana - French Visitors**

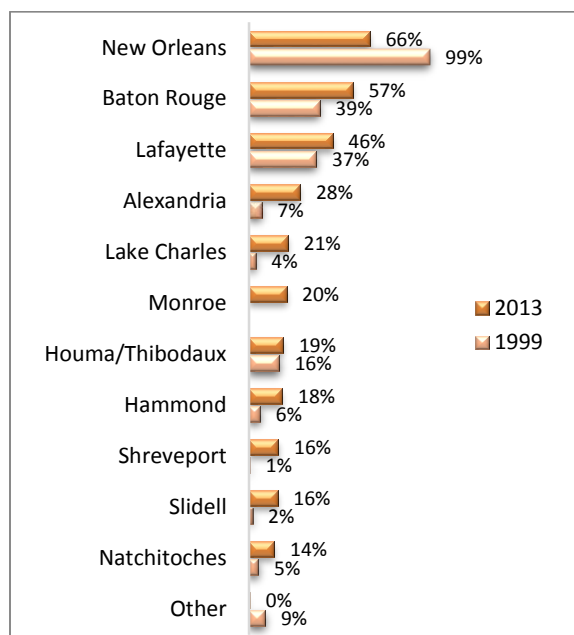
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

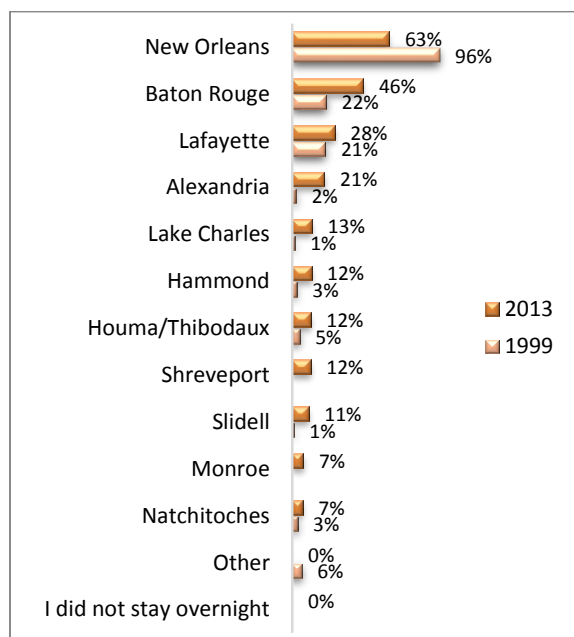
Figure E-4: Louisiana Locations Visited - French Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure E-5: Overnight Louisiana Locations Visited - French Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction***Did you perceive Louisiana to be?*****Table E-17: Perception of Louisiana as a Safe Destination - French Visitors**

Response	Percentage 1999	Percentage 2013
Very Safe	22.0	49.8
Somewhat Safe	56.0	44.9
Somewhat Unsafe	18.3	4.4
Very Unsafe	3.7	0.9
Total	100.0	100.0
Average rate	-	3.4
Valid Cases	218	225

How satisfied were you with your trip to Louisiana?**Table E-18: Satisfaction with Visit to Louisiana - French Visitors**

Response	Percentage 1999	Percentage 2013
Very Satisfied	67.5	67.6
Somewhat Satisfied	26.6	28.4
Somewhat Dissatisfied	5.1	3.6
Very Dissatisfied	0.8	0.4
Total	100.0	100.0
Average rate	-	3.6
Valid Cases	237	225

How likely are you to return to Louisiana in the next five years?**Table E-19: Likelihood of Returning to Louisiana - French Visitors**

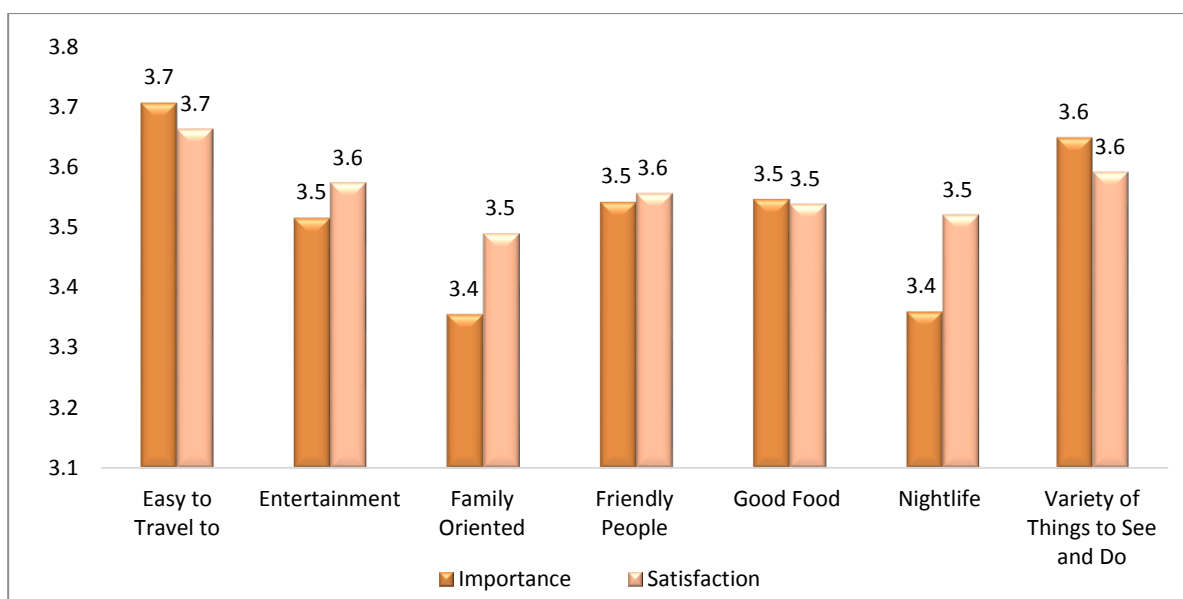
Response	Percentage 1999	Percentage 2013
Very Likely	47.1	59.1
Likely	34.3	32.0
Unlikely	14.3	7.1
Very Unlikely	4.3	1.8
Total	100.0	100.0
Average rate	-	3.5
Valid Cases	210	225

How likely are you to recommend Louisiana as a destination?**Table E-20: Likelihood of Recommending Louisiana - French Visitors**

Response	Percentage 2013
Very Likely	65.8
Likely	30.2
Unlikely	2.7
Very Unlikely	1.3
Total	100.0
Average rate	3.6
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure E-6: Importance/Satisfaction Indicators - French Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table E-21: Employment of Respondents - French Visitors**

Response	Percent of Cases 2013
Employed full time	71.1
Student	8.4
Employed part time	6.2
Full time looking after home/family	6.2
Self employed	5.3
Unemployed	4.4
Retired	4.0
Long term sick or disabled	0.9
Prefer not to answer	-
Total*	106.7
n	240

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

What is your age?**Table E-22: Age of Respondents - French Visitors**

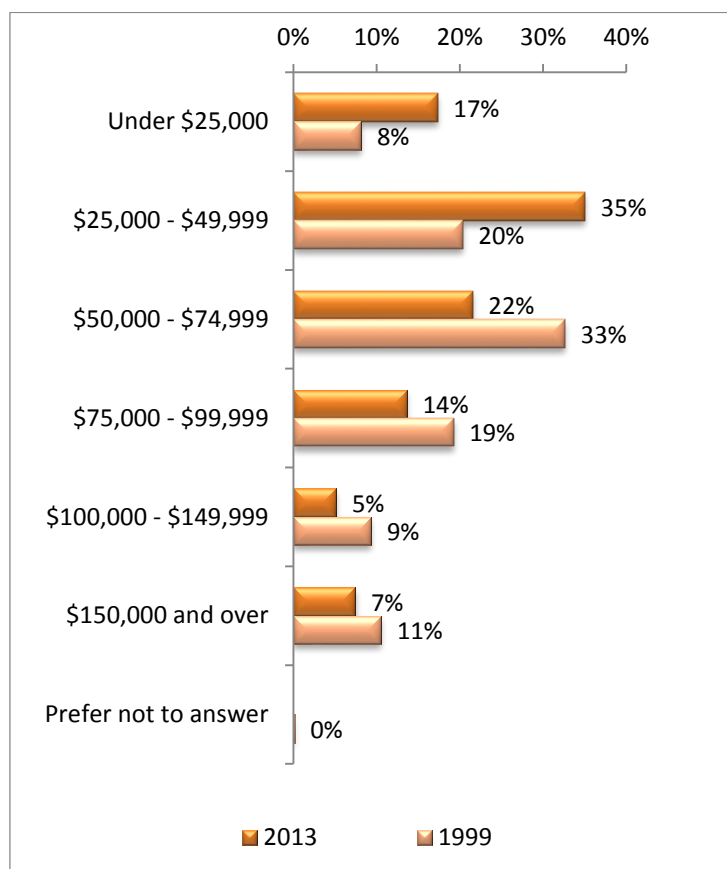
Response	Percentage 2013
18-24 years old	16.9
25-34 years old	35.1
35-49 years old	34.7
50-64 years old	11.1
65 years or older	2.2
Prefer not to answer	-
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table E-23: Gender of Respondents - French Visitors**

Response	Percentage 2013
Male	64.9
Female	35.1
Prefer not to answer	-
Total	100.0
Valid Cases	225

This question was added in 2013.

What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?**Figure E-7: Household Annual Income of Respondents - French Visitors**

Prefer not to answer was excluded for comparison purposes.

German Visitors

Travel Characteristics

New York (29.3%) was the most popular gateway for German visitors to enter the U.S., followed by New Orleans (18.7%) and Chicago (9.8%). Louisiana visitors who traveled to multiple states tended to visit mostly Florida (32.4%), New York (32.0%) and California (23.1%). In 2013, German visitors came to Louisiana more frequently during March (13.8%) and May (12.0%). About three-quarters (79.1%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 2.5. On average, German visitors spent 12.8 nights while traveling in the U.S., and 6.5 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 71.4% of travelers, while a large percentage stayed with family or friends (25.9%) or in a bed and breakfast (18.8%). Leisure travel (75.1%) and business/professional travel (11.1%) were the top two purposes for visitors coming to Louisiana. Nearly half of the visitors reported using the services of a regular travel agent when planning their trip to the state (46.2%). Over half of the travelers requested (61.3%) or downloaded (56.0%) the Louisiana Travel Guide as planning tools. Another 62.7% used the Louisiana Travel website, while 36.0% called the 1-800 number for visitor information.

Flying (73.8%) and driving a rental car (42.7%) were the preferred forms of transportation for German travelers coming to Louisiana. Once in the state, most of them used rental cars (65.3%) or flew (23.1%). The average party size was 2.8 travelers, and only a third (35.6%) of all visitors brought children on their trip. The average number of children in parties with kids was 1.8.

Spending and Activities

On average, German visitors to Louisiana spent nearly \$392 per person per day. The largest proportion of money was spent on lodging (\$104), followed by shopping (\$72) and meals (\$62). Nearly 62% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while 60.0% took advantage of it. Shopping (57.3%), dining out (56.9%), sightseeing in cities (51.1%), and going to nightclubs/bars (39.1%) were the most popular activities engaged in by German visitors.

New Orleans (68.0%), Baton Rouge (30.2%) and Lafayette (28.0%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (63.1%) and Baton Rouge (24.4%).

Perceptions and Satisfaction

The vast majority (92.0%) of visitors perceived Louisiana to be a safe destination. A similar percentage (94.7%) were satisfied with their visit to Louisiana. A large proportion (88.0%) of visitors indicated that they were likely to return to the state in the next five years, while another 96.0% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by German visitors for any destination also ranked high in visitor satisfaction for Louisiana. Indicators that ranked higher in satisfaction over importance were *Nightlife*, followed by *Family Oriented* and *Entertainment*. Rates that were lagging include *Variety of Things to See and Do*, *Friendly People* and *Easy to Travel to*.

Demographics

The majority of German visitors who participated in the survey were employed full time (74.2%), were between the ages of 25 and 49 (74.7%), were males (59.1%), and had a total household income above \$50,000 (65.1%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table F-1: City of Entry to the United States - German Visitors

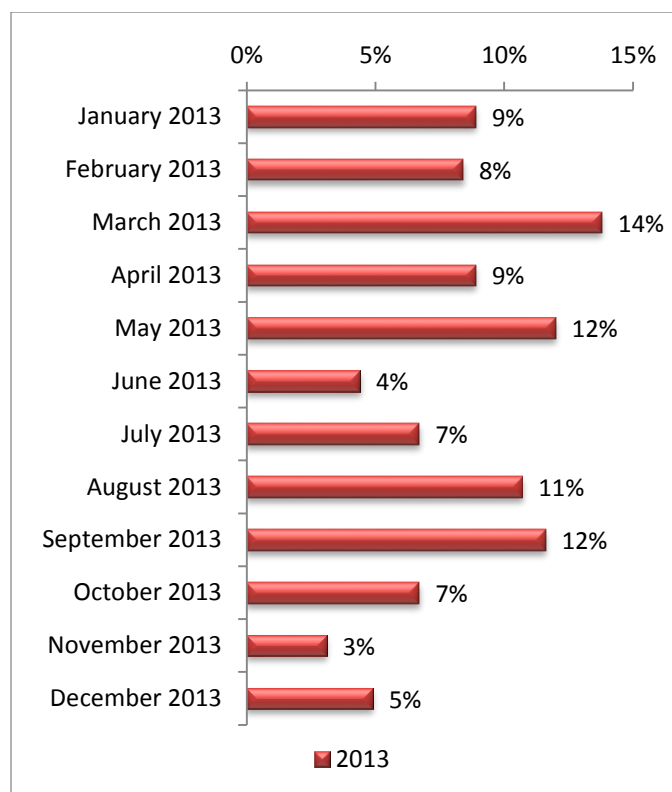
Response	Percentage 1999	Percentage 2013
New York	19.9	29.3
New Orleans	10.6	18.7
Chicago	9.3	9.8
Miami	2.4	8.4
Los Angeles	3.3	7.6
Atlanta	15.9	6.7
Dallas	1.6	3.1
Boston	3.3	2.7
Detroit	6.1	2.7
San Francisco	1.2	2.7
Houston	2.8	2.2
Washington D.C.	11.4	2.2
Cincinnati	4.9	1.8
Memphis	5.3	0.9
Other	2.0	1.3
Total	100.0	100.0
Valid Cases	246	225

What other states or territories did you visit on that trip to the U.S.?**Table F-2: Other States/Territories Visited (Top 20) - German Visitors**

Response*	Percent of Cases 1999	Percent of Cases 2013
Florida	23.0	32.4
New York	13.3	32.0
California	8.0	23.1
Alabama	7.1	17.3
Arizona	3.1	17.3
Colorado	0.4	16.4
Texas	11.9	15.1
New Jersey	0.4	14.7
Georgia	8.0	14.2
Washington	2.2	14.2
Indiana	0.9	13.8
Mississippi	11.9	13.3
Alaska	-	12.9
Ohio	1.3	12.0
Hawaii	-	11.6
Tennessee	8.8	10.7
Kentucky	0.4	10.2
Michigan	0.9	10.2
Nevada	3.1	10.2
New Mexico	-	10.2
Other	27.6	196.2
I did not visit other states/territories	36.3	4.9
Total**	168.6	512.9
n	381	1,154

**In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.*

***Total equals more than 100% due to multiple responses.*

When did you visit Louisiana?**Figure F-1: Month of Visit to Louisiana - German Visitors**

This question was added in 2013.

Was that your first visit to Louisiana?**Table F-3: First Visit to Louisiana - German Visitors**

Response	Percentage 2013
Yes	79.1
No	20.9
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table F-4: Number of Previous Visits to Louisiana - German Visitors

Response	Mean	Median	Mode
2013	2.5	2.0	1.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table F-5: Number of Nights Spent on Trip - German Visitors

Response	1999	2013
Number of Nights Spent in the U.S.		
Mean	12.5	12.8
Median	10.0	13.0
Mode	5.0	14.0
Number of Nights Spent in Louisiana		
Mean	5.6	6.5
Median	5.0	5.0
Mode	3.0	3.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table F-6: Types of Night Accommodations While in Louisiana - German Visitors

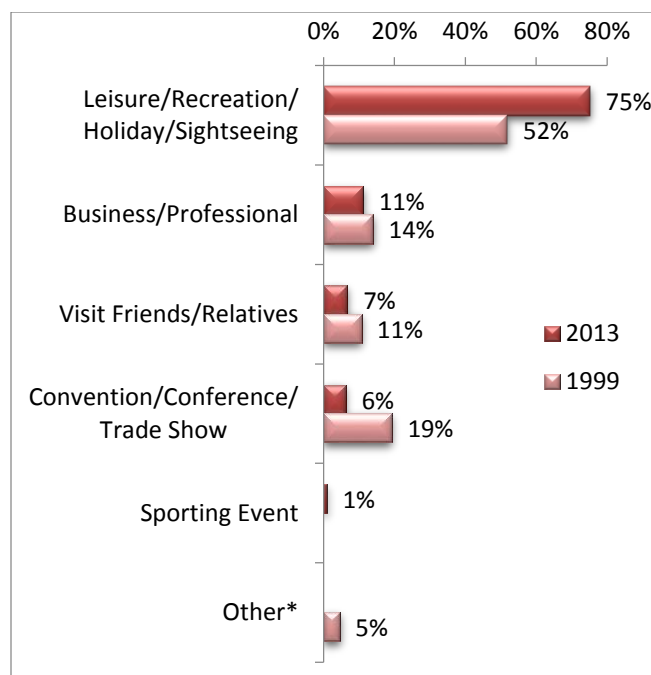
Response	Percent of Cases 1999	Percent of Cases 2013
Hotel/Motel	86.1	71.4
Family or Friends	9.8	25.9
Bed and Breakfast	3.3	18.8
Apartment/House Rental	1.6	9.4
Park Cabin*	-	7.1
Campground	1.2	4.9
Cruise Ship*	-	4.9
Timeshare/Condo*	-	4.0
Work/Volunteer/School Facility*	-	1.3
Total**	102.0	147.8
n	245	331

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure F-2: Primary Purpose of Visit - German Visitors



*"Other" was not included in the 2013 analysis.

In planning your trip to Louisiana, did you?**Table F-7: Use of Travel Agent - German Visitors**

Response	Percentage 2013
Use an ordinary travel agent	46.2
Use an online travel agent	35.1
Make your travel arrangements on your own	18.7
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

In planning your trip to Louisiana, did you?**Table F-8: Travel Information - German Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	61.3	38.7	100.0
Download the Louisiana Travel Guide	56.0	44.0	100.0
Use the LouisianaTravel.com Website	62.7	37.3	100.0
Call the 1-800 Number for Visitor Information	36.0	64.0	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table F-9: Modes of Transportation TO Louisiana - German Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Airplane	87.2	73.8
Rental Car	17.3	42.7
Personal Vehicle*	-	12.4
Train	4.1	11.6
Public Bus	2.1	9.3
Chartered Bus	4.1	8.4
Motorcycle*	-	3.6
Cruise Ship	0.8	3.1
RV*	-	3.1
Other*	2.1	-
Total**	117.7	168.0
n	286	378

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table F-10: Modes of Transportation IN Louisiana - German Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Rental Car	55.2	65.3
Airplane	5.4	23.1
Public Bus	19.5	19.1
Personal Vehicle*	-	10.7
Chartered Bus	21.2	8.4
Train	1.7	8.0
Motorcycle*	-	6.2
RV*	-	4.0
Cruise Ship	5.8	1.8
Other*	17.4	-
Total**	126.2	146.7
n	304	330

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?

Table F-11: Number of People per Party - German Visitors

Response	Mean	Median	Mode
1999	2.4	2.0	2.0
2013	2.8	2.0	2.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?

Table F-12: Children under the Age of 18 - German Visitors

Response	Percentage 2013
Yes	35.6
No	64.4
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?

Table F-13: Number of Children under 18 - German Visitors

Response	Mean	Median	Mode
2013	1.8	2.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table F-14: Average Individual Daily Expenditures while in Louisiana - German Visitors

Response*	1999			2013		
	Mean	Median	Mode	Mean	Median	Mode
Restaurants and Meals	\$47	\$40	\$50	\$62	\$50	\$100
Bars and Nightclubs	-	-	-	\$33	\$18	\$0
Local Transportation**	\$26	\$20	\$10	\$40	\$20	\$0
Recreation and Entertainment	\$40	\$30	\$50	\$53	\$33	\$33
Gambling	-	-	-	\$28	\$8	\$0
Shopping	\$75	\$50	\$100	\$72	\$38	\$50
Lodging	\$92	\$83	\$100	\$104	\$71	\$50
Total	\$279	\$223	\$310	\$392	\$238	\$233

*Outliers were removed before determining spending averages.

**Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.

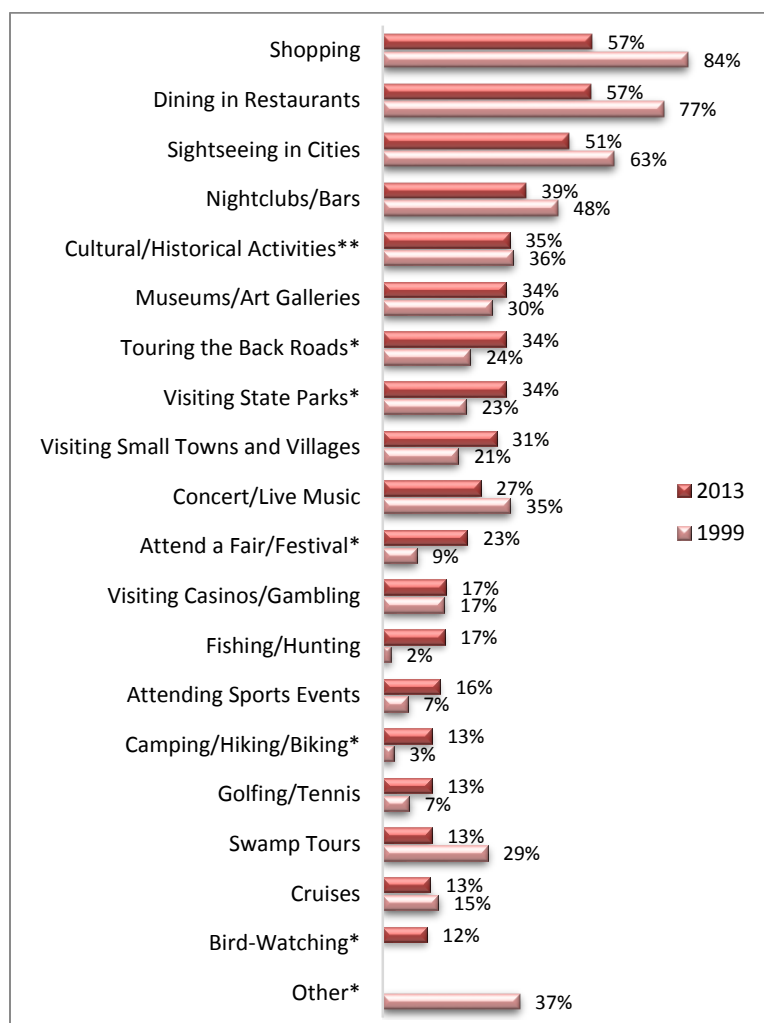
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table F-15: Awareness of Louisiana Tax Free Shopping Program - German Visitors

Response	Percentage 1999	Percentage 2013
Yes	58.4	61.8
No	41.6	38.2
Total	100.0	100.0
Valid Cases	238	225

Did you take advantage of the Louisiana tax-free shopping program?**Table F-16: Use of Louisiana Tax Free Shopping - German Visitors**

Response	Percentage 1999	Percentage 2013
Yes	78.6	60.0
No	21.4	40.0
Total	100.0	100.0
Valid Cases	238	225

On that trip to Louisiana, did you engage in the following activities?**Figure F-3: Activities Participated in While Visiting Louisiana - German Visitors**

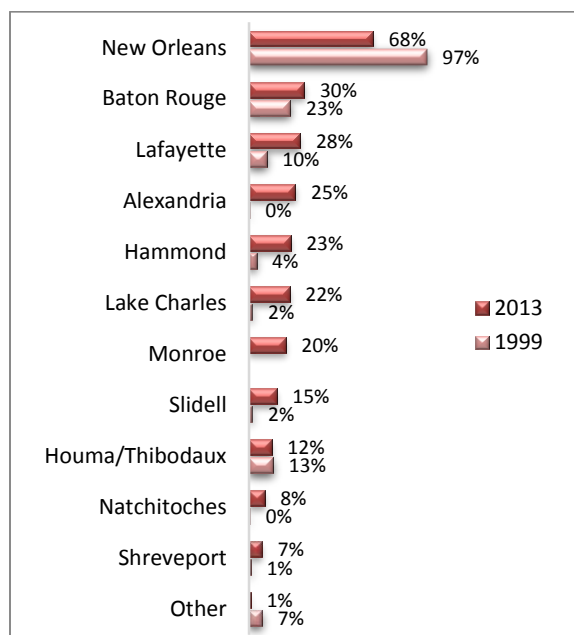
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

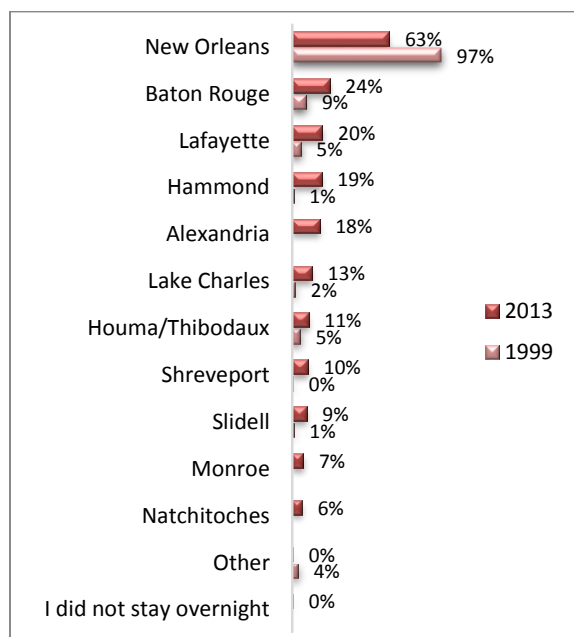
Figure F-4: Louisiana Locations Visited - German Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure F-5: Overnight Louisiana Locations Visited - German Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction***Did you perceive Louisiana to be?*****Table F-17: Perception of Louisiana as a Safe Destination - German Visitors**

Response	Percentage 1999	Percentage 2013
Very Safe	22.4	41.8
Somewhat Safe	59.2	50.2
Somewhat Unsafe	15.8	7.1
Very Unsafe	2.6	0.9
Total	100.0	100.0
Average rate	-	3.3
Valid Cases	228	225

How satisfied were you with your trip to Louisiana?**Table F-18: Satisfaction with Visit to Louisiana - German Visitors**

Response	Percentage 1999	Percentage 2013
Very Satisfied	62.6	58.7
Somewhat Satisfied	31.5	36.0
Somewhat Dissatisfied	5.5	4.9
Very Dissatisfied	0.4	0.4
Total	100.0	100.0
Average rate	-	3.5
Valid Cases	235	225

How likely are you to return to Louisiana in the next five years?**Table F-19: Likelihood of Returning to Louisiana - German Visitors**

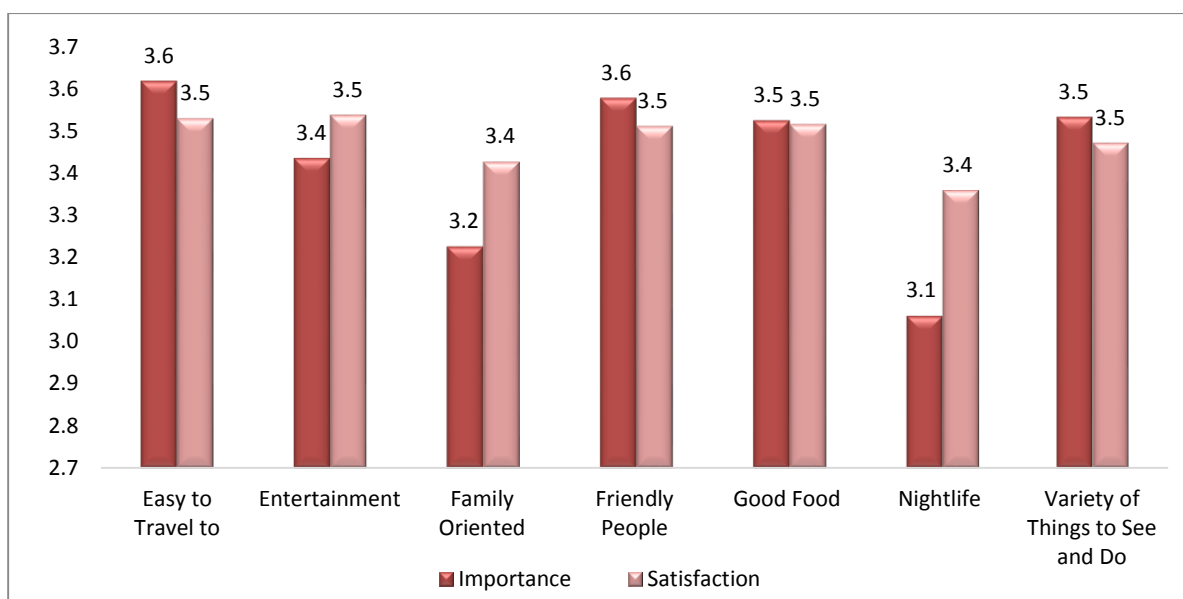
Response	Percentage 1999	Percentage 2013
Very Likely	33.5	52.4
Likely	34.0	35.6
Unlikely	25.0	9.3
Very Unlikely	7.5	2.7
Total	100.0	100.0
Average rate	-	3.4
Valid Cases	212	225

How likely are you to recommend Louisiana as a destination?**Table F-20: Likelihood of Recommending Louisiana - German Visitors**

Response	Percentage 2013
Very Likely	56.4
Likely	39.6
Unlikely	3.1
Very Unlikely	0.9
Total	100.0
Average rate	3.5
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure F-6: Importance/Satisfaction Indicators - German Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table F-21: Employment of Respondents - German Visitors**

Response	Percent of Cases 2013
Employed full time	74.2
Student	12.0
Employed part time	6.7
Self employed	4.9
Retired	2.2
Full time looking after home/family	2.2
Unemployed	0.9
Long term sick or disabled	-
Prefer not to answer	1.8
Total*	104.9
n	236

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

What is your age?**Table F-22: Age of Respondents - German Visitors**

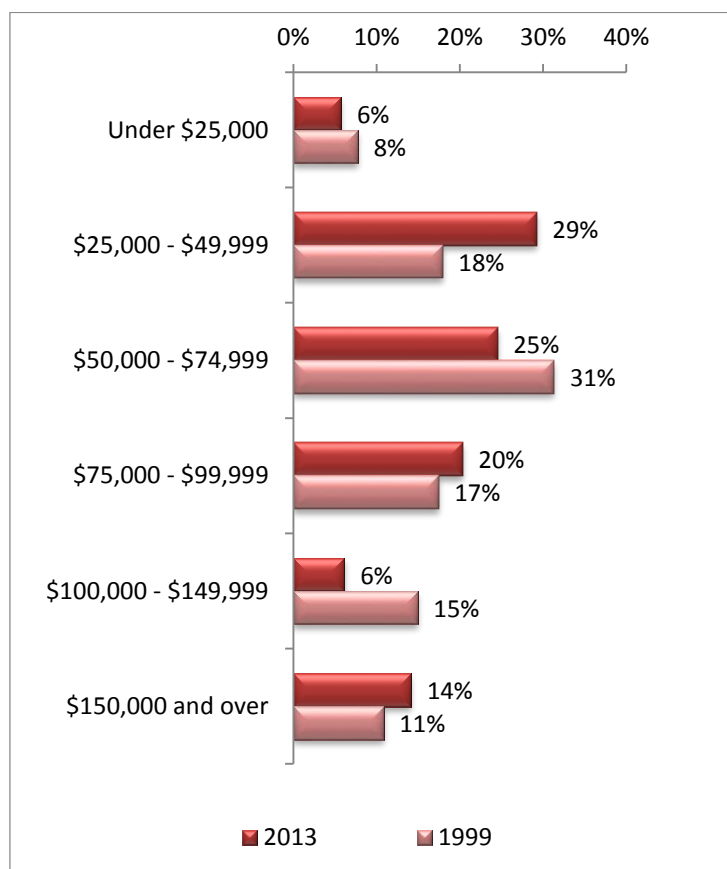
Response	Percentage 2013
18-24 years old	18.7
25-34 years old	44.0
35-49 years old	30.7
50-64 years old	6.2
65 years or older	-
Prefer not to answer	0.4
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table F-23: Gender of Respondents - German Visitors**

Response	Percentage 2013
Male	59.1
Female	40.9
Prefer not to answer	-
Total	100.0
Valid Cases	225

This question was added in 2013.

What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?**Figure F-7: Household Annual Income of Respondents - German Visitors**

Prefer not to answer was excluded for comparison purposes.

Japanese Visitors

Travel Characteristics

New York (28.4%) was the most popular gateway for Japanese visitors to enter the U.S., followed by Los Angeles (15.6%) and New Orleans (12.0%). Louisiana visitors who traveled to multiple states tended to visit mostly New York (39.6%), Texas (26.7%), California (26.2%) and Washington (24.4%). In 2013, Japanese visitors came to Louisiana more frequently during December (18.7%) and August (14.7%). About three-quarters (78.2%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 2.6. On average, Japanese visitors spent 7.1 nights while traveling in the U.S., and 3.8 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 80.3% of travelers, while a large percentage stayed in a bed and breakfast (29.1%) or with family or friends (19.7%). Leisure travel (77.3%) and business/professional travel (14.2%) were the top two purposes for visitors coming to Louisiana. Nearly two-thirds of the visitors reported using the services of a regular travel agent when planning their trip to the state (62.2%). The majority of travelers requested (73.3%) or downloaded (75.6%) the Louisiana Travel Guide as planning tools. Another 70.2% used the Louisiana Travel website, while 48.0% called the 1-800 number for visitor information.

Flying (82.7%) and driving a rental car (29.3%) were the preferred forms of transportation for Japanese travelers coming to Louisiana. Once in the state, most of them used rental cars (47.6%) or public buses (38.7%). The average party size was 3.1 travelers, and just under a third (29.8%) of all visitors brought children on their trip. The average number of children in parties with kids was 2.5.

Spending and Activities

On average, Japanese visitors to Louisiana spent nearly \$696 per person per day. The largest proportion of money was spent on lodging (\$169), followed by shopping (\$152) and meals (\$109). 76.0% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while 68.4% took advantage of it. Shopping (61.3%), dining out (55.6%), sightseeing in cities (39.1%), and going to nightclubs/bars (32.0%) were the most popular activities engaged in by Japanese visitors.

New Orleans (56.4%), Alexandria (30.7%) and Baton Rouge (28.0%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (56.4%) and Baton Rouge (22.7%).

Perceptions and Satisfaction

The vast majority (92.9%) of visitors perceived Louisiana to be a safe destination. A similar percentage (93.8%) were satisfied with their visit to Louisiana. A large proportion (91.5%) of visitors indicated that they were likely to return to the state in the next five years, while another 92.9% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by Japanese visitors for any destination also ranked high in visitor satisfaction for Louisiana. The indicator that ranked higher in satisfaction over importance was *Nightlife*, while the rest of the indicators were lagging in satisfaction.

Demographics

The majority of Japanese visitors who participated in the survey were employed full time (68.9%), were between the ages of 25 and 49 (74.2%), were males (63.1%), and had a total household income above \$50,000 (79.4%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table G-1: City of Entry to the United States - Japanese Visitors

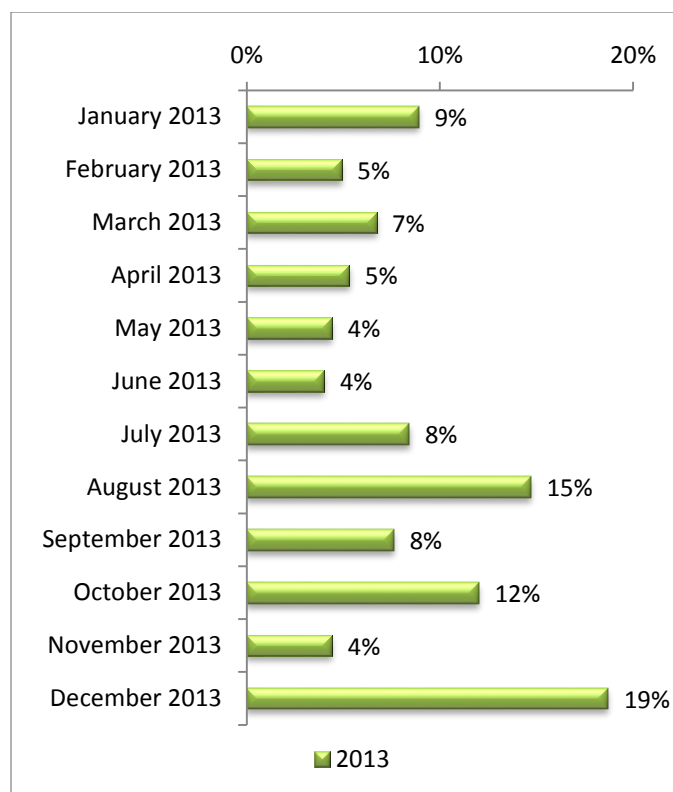
Response	Percentage 1999	Percentage 2013
New York	6.0	28.4
Los Angeles	21.4	15.6
New Orleans	2.7	12.0
Chicago	14.3	8.0
Atlanta	17.6	7.6
Houston	7.7	7.6
Washington D.C.	0.5	5.8
San Francisco	9.9	4.0
Boston	-	3.1
Detroit	4.4	2.7
Dallas	4.9	1.8
Memphis	-	1.8
Miami	1.1	0.9
Cincinnati	-	0.4
Other	9.5	0.4
Total	100.0	100.0
Valid Cases	182	225

What other states or territories did you visit on that trip to the U.S.?**Table G-2: Other States/Territories Visited (Top 20) - Japanese Visitors**

Response*	Percent of Cases 1999	Percent of Cases 2013
New York	15.2	39.6
Texas	8.0	26.7
California	44.0	26.2
Washington	-	24.4
Florida	8.0	22.7
Hawaii	-	22.2
Alabama	3.2	19.1
Illinois	3.2	18.7
Nevada	6.4	17.8
Arizona	2.4	16.4
New Mexico	0.8	16.4
New Jersey	-	14.7
Kentucky	-	14.2
Massachusetts	-	14.2
Alaska	-	13.8
Georgia	20.0	13.3
Tennessee	0.8	12.9
Ohio	2.4	12.4
Colorado	-	12.0
Mississippi	2.4	12.0
Other	16.0	276.5
I did not visit other states/territories	11.2	7.6
Total**	144.0	653.8
n	180	1,471

*In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.

**Total equals more than 100% due to multiple responses.

When did you visit Louisiana?**Figure G-1: Month of Visit to Louisiana - Japanese Visitors***This question was added in 2013.****Was that your first visit to Louisiana?*****Table G-3: First Visit to Louisiana - Japanese Visitors**

Response	Percentage 2013
Yes	78.2
No	21.8
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table G-4: Number of Previous Visits to Louisiana - Japanese Visitors

Response	Mean	Median	Mode
2013	2.6	2.0	3.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table G-5: Number of Nights Spent on Trip - Japanese Visitors

Response	1999	2013
Number of Nights Spent in the U.S.		
Mean	10.5	7.1
Median	8.0	6.0
Mode	7.0	6.0
Number of Nights Spent in Louisiana		
Mean	4.6	3.8
Median	3.0	3.0
Mode	3.0	2.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table G-6: Types of Night Accommodations While in Louisiana - Japanese Visitors

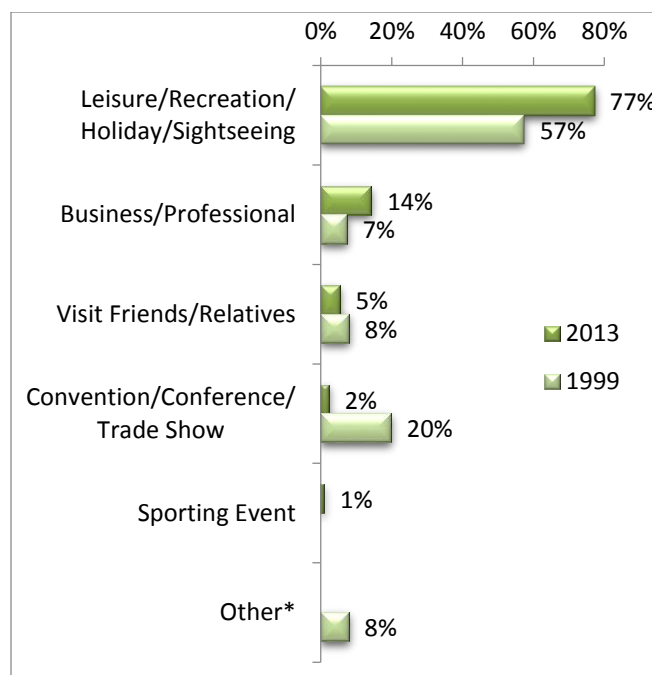
Response	Percent of Cases 1999	Percent of Cases 2013
Hotel/Motel	91.3	80.3
Bed and Breakfast	1.6	29.1
Family or Friends	10.4	19.7
Campground	-	12.6
Park Cabin*	-	8.5
Cruise Ship*	-	8.5
Apartment/House Rental	1.1	8.1
Timeshare/Condo*	-	6.3
Work/Volunteer/School Facility*	-	4.9
Total**	104.4	178.0
n	191	397

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure G-2: Primary Purpose of Visit - Japanese Visitors



*"Other" was not included in the 2013 analysis.

In planning your trip to Louisiana, did you?**Table G-7: Use of Travel Agent - Japanese Visitors**

Response	Percentage 2013
Use an ordinary travel agent	62.2
Use an online travel agent	28.9
Make your travel arrangements on your own	8.9
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

In planning your trip to Louisiana, did you?**Table G-8: Travel Information - Japanese Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	73.3	26.7	100.0
Download the Louisiana Travel Guide	75.6	24.4	100.0
Use the LouisianaTravel.com Website	70.2	29.8	100.0
Call the 1-800 Number for Visitor Information	48.0	52.0	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table G-9: Modes of Transportation TO Louisiana - Japanese Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Airplane	90.4	82.7
Rental Car	3.7	29.3
Public Bus	2.7	23.1
Train	1.1	22.2
Personal Vehicle*	-	11.1
Chartered Bus	8.5	8.4
Motorcycle*	-	6.7
Cruise Ship	-	5.8
RV*	-	5.8
Other*	2.1	-
Total**	108.5	195.1
n	204	439

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table G-10: Modes of Transportation IN Louisiana - Japanese Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Rental Car	21.4	47.6
Public Bus	19.8	38.7
Airplane	6.0	36.4
Train	1.1	27.1
Personal Vehicle*	-	14.2
Chartered Bus	37.9	8.9
Cruise Ship	6.0	6.7
Motorcycle*	-	5.3
RV*	-	3.6
Other*	23.1	-
Total**	115.4	188.4
n	210	424

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?

Table G-11: Number of People per Party - Japanese Visitors

Response	Mean	Median	Mode
1999	3.2	2.0	2.0
2013	3.1	3.0	2.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?

Table G-12: Children under the Age of 18 - Japanese Visitors

Response	Percentage 2013
Yes	29.8
No	70.2
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?

Table G-13: Number of Children under 18 - Japanese Visitors

Response	Mean	Median	Mode
2013	2.5	2.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table G-14: Average Individual Daily Expenditures while in Louisiana - Japanese Visitors

Response*	1999			2013		
	Mean	Median	Mode	Mean	Median	Mode
Restaurants and Meals	\$50	\$40	\$30	\$109	\$92	\$100
Bars and Nightclubs	-	-	-	\$56	\$25	\$0
Local Transportation**	\$26	\$20	\$20	\$72	\$50	\$50
Recreation and Entertainment	\$41	\$30	\$0	\$89	\$60	\$0
Gambling	-	-	-	\$49	\$20	\$0
Shopping	\$117	\$90	\$50	\$152	\$100	\$100
Lodging	\$99	\$100	\$100	\$169	\$133	\$100
Total	\$333	\$280	\$200	\$696	\$480	\$350

*Outliers were removed before determining spending averages.

**Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.

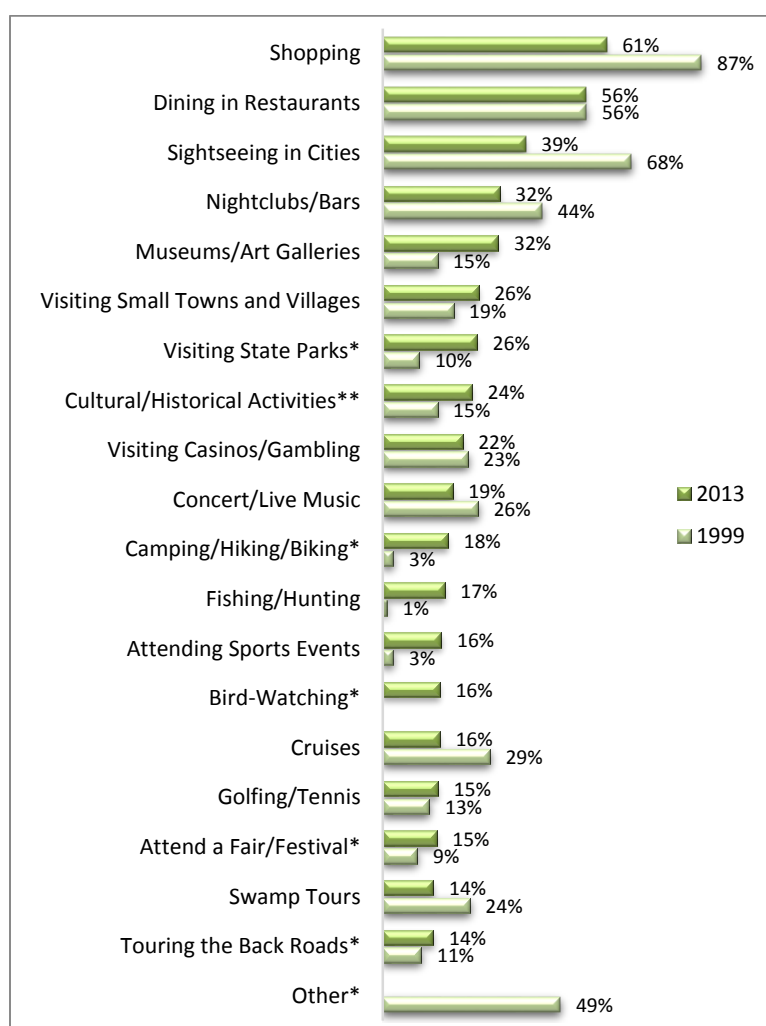
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table G-15: Awareness of Louisiana Tax Free Shopping Program - Japanese Visitors

Response	Percentage 1999	Percentage 2013
Yes	78.1	76.0
No	21.9	24.0
Total	100.0	100.0
Valid Cases	183	225

Did you take advantage of the Louisiana tax-free shopping program?**Table G-16: Use of Louisiana Tax Free Shopping - Japanese Visitors**

Response	Percentage 1999	Percentage 2013
Yes	77.9	68.4
No	22.1	31.6
Total	100.0	100.0
Valid Cases	181	225

On that trip to Louisiana, did you engage in the following activities?**Figure G-3: Activities Participated in While Visiting Louisiana - Japanese Visitors**

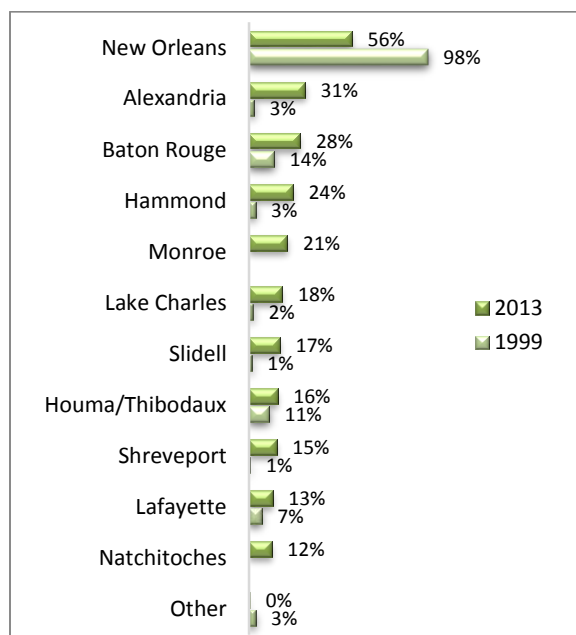
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

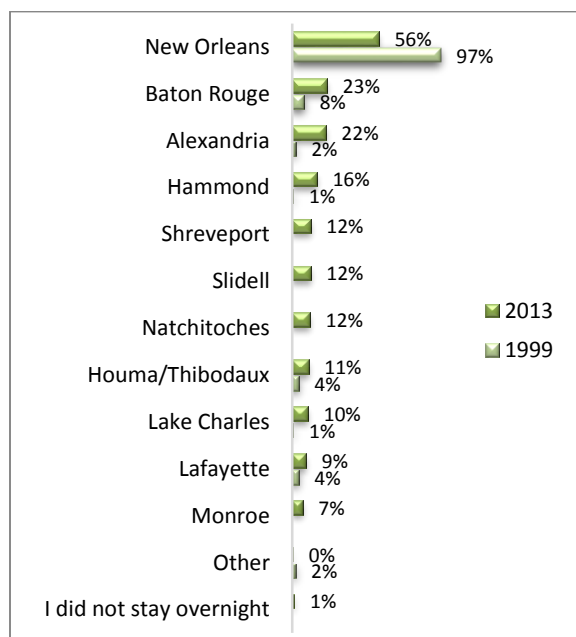
Figure G-4: Louisiana Locations Visited - Japanese Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure G-5: Overnight Louisiana Locations Visited - Japanese Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction***Did you perceive Louisiana to be?*****Table G-17: Perception of Louisiana as a Safe Destination - Japanese Visitors**

Response	Percentage 1999	Percentage 2013
Very Safe	15.2	39.1
Somewhat Safe	62.9	53.8
Somewhat Unsafe	19.1	6.2
Very Unsafe	2.8	0.9
Total	100.0	100.0
Average rate	-	3.3
Valid Cases	178	225

How satisfied were you with your trip to Louisiana?**Table G-18: Satisfaction with Visit to Louisiana - Japanese Visitors**

Response	Percentage 1999	Percentage 2013
Very Satisfied	45.1	47.6
Somewhat Satisfied	51.1	46.2
Somewhat Dissatisfied	2.7	5.3
Very Dissatisfied	1.1	0.9
Total	100.0	100.0
Average rate	-	3.4
Valid Cases	182	225

How likely are you to return to Louisiana in the next five years?**Table G-19: Likelihood of Returning to Louisiana - Japanese Visitors**

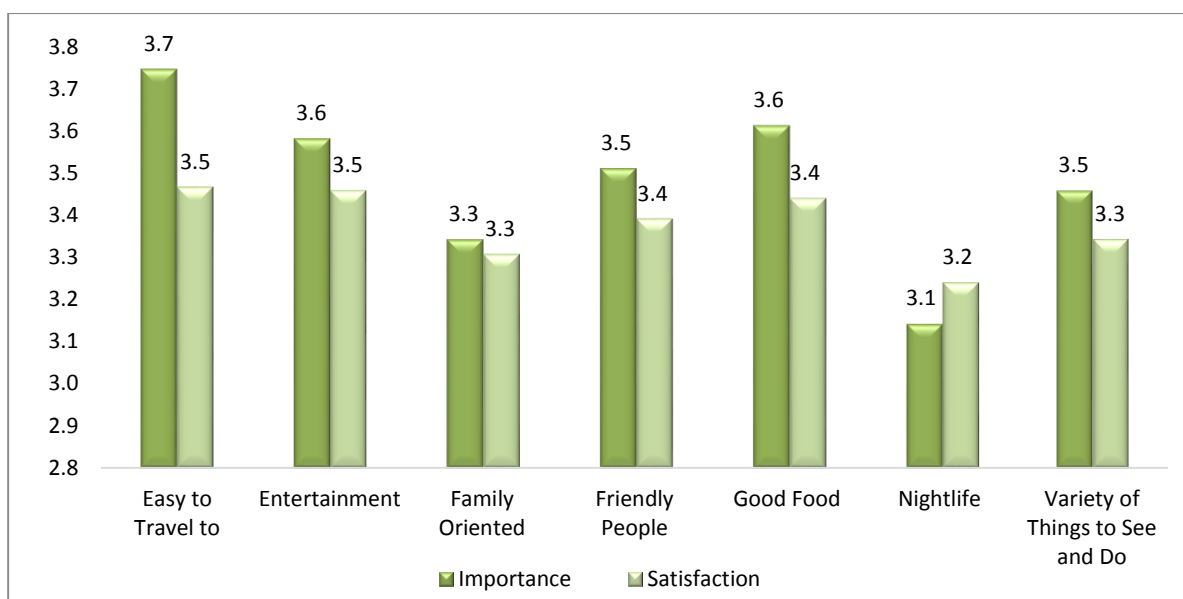
Response	Percentage 1999	Percentage 2013
Very Likely	21.0	54.2
Likely	28.4	37.3
Unlikely	34.6	7.6
Very Unlikely	16.0	0.9
Total	100.0	100.0
Average rate	-	3.4
Valid Cases	162	225

How likely are you to recommend Louisiana as a destination?**Table G-20: Likelihood of Recommending Louisiana - Japanese Visitors**

Response	Percentage 2013
Very Likely	51.6
Likely	41.3
Unlikely	6.7
Very Unlikely	0.4
Total	100.0
Average rate	3.4
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure G-6: Importance/Satisfaction Indicators - Japanese Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table G-21: Employment of Respondents - Japanese Visitors**

Response	Percent of Cases 2013
Employed full time	68.9
Self employed	10.2
Full time looking after home/family	9.3
Unemployed	4.4
Student	4.4
Employed part time	3.6
Long term sick or disabled	0.4
Retired	-
Prefer not to answer	1.8
Total*	103.1
n	232

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

What is your age?**Table G-22: Age of Respondents - Japanese Visitors**

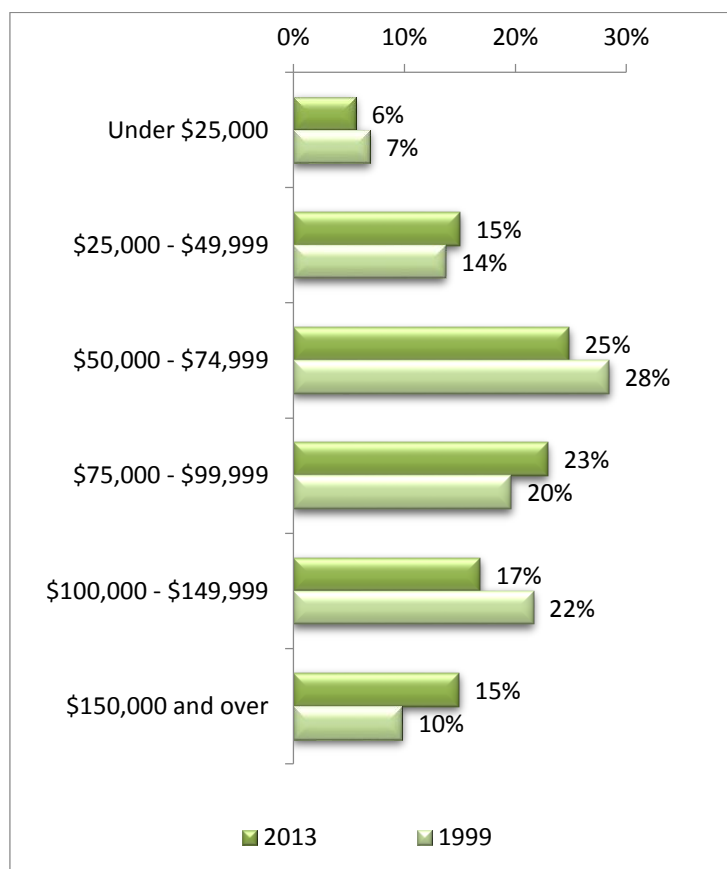
Response	Percentage 2013
18-24 years old	13.8
25-34 years old	37.8
35-49 years old	36.4
50-64 years old	9.8
65 years or older	0.4
Prefer not to answer	1.8
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table G-23: Gender of Respondents - Japanese Visitors**

Response	Percentage 2013
Male	63.1
Female	34.7
Prefer not to answer	2.2
Total	100.0
Valid Cases	225

This question was added in 2013.

What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?**Figure G-7: Household Annual Income of Respondents - Japanese Visitors**

Prefer not to answer was excluded for comparison purposes.

Mexican Visitors

Travel Characteristics

Los Angeles (29.3%) was the most popular gateway for Mexican visitors to enter the U.S., followed by Houston (16.4%) and New York (10.2%). Louisiana visitors who traveled to multiple states tended to visit mostly Texas (46.7%), California (36.9%), New York (30.7%) and Florida (29.3%). In 2013, Mexican visitors came to Louisiana more frequently during March (13.3%) and December (11.1%). About two-thirds (67.1%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 3.0. On average, Mexican visitors spent 8.0 nights while traveling in the U.S., and 4.8 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 74.7% of travelers, while a large percentage stayed with family or friends (28.9%) or in a bed and breakfast (8.4%). Leisure travel (61.8%) and business/professional travel (18.2%) were the top two purposes for visitors coming to Louisiana. Under half of the visitors reported using the services of a regular travel agent when planning their trip to the state (40.0%). About two-thirds of the travelers requested (69.3%) or downloaded (57.8%) the Louisiana Travel Guide as planning tools. Another 64.9% used the Louisiana Travel website, while 34.2% called the 1-800 number for visitor information.

Flying (77.8%) and driving a rental car (28.4%) were the preferred forms of transportation for Mexican travelers coming to Louisiana. Once in the state, most of them used rental cars (64.0%) or public buses (25.3%). The average party size was 4.6 travelers, and over half (57.3%) of all visitors brought children on their trip. The average number of children in parties with kids was 2.3.

Spending and Activities

On average, Mexican visitors to Louisiana spent nearly \$645 per person per day. The largest proportion of money was spent on lodging (\$140), followed by shopping (\$137) and meals (\$100). Nearly 44% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while 45.3% took advantage of it. Shopping (71.1%), dining out (68.0%), going to nightclubs/bars (57.8%), and visiting museums and art galleries (48.9%) were the most popular activities engaged in by Mexican visitors.

New Orleans (66.2%), Alexandria (43.6%) and Baton Rouge (35.1%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (60.0%) and Alexandria (30.7%).

Perceptions and Satisfaction

The vast majority (98.2%) of visitors perceived Louisiana to be a safe destination. A similar percentage (98.7%) were satisfied with their visit to Louisiana. A large proportion (96.8%) of visitors indicated that they were likely to return to the state in the next five years, while another 99.1% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by Mexican visitors for any destination also ranked high in visitor satisfaction for Louisiana. Rates that were lagging include *Easy to Travel to* and *Friendly People*.

Demographics

The majority of Mexican visitors who participated in the survey were employed full time (61.8%), were between the ages of 25 and 49 (63.1%), were males (59.6%), and had a total household income above \$50,000 (54.9%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table H-1: City of Entry to the United States - Mexican Visitors

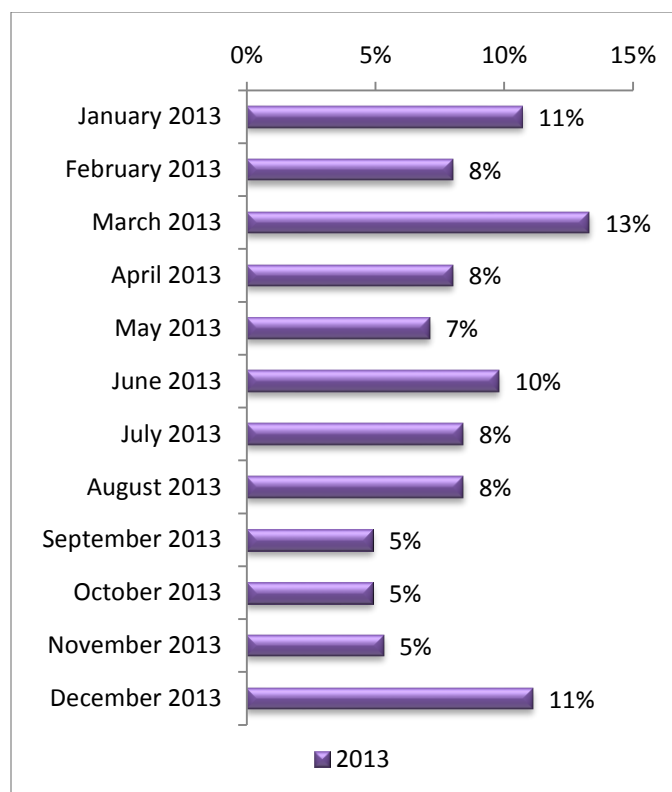
Response	Percentage 1999	Percentage 2013
Los Angeles	1.3	29.3
Houston	33.3	16.4
New York	1.3	10.2
Dallas	14.5	8.0
New Orleans	35.4	8.0
Chicago	0.3	5.8
Miami	9.1	4.4
San Francisco	0.7	3.6
Atlanta	1.0	1.8
Boston	-	1.8
Detroit	0.3	1.3
Washington D.C.	0.3	0.9
Cincinnati	-	0.4
Other	2.5	8.0
Total	100.0	100.0
Valid Cases	297	225

What other states or territories did you visit on that trip to the U.S.?**Table H-2: Other States/Territories Visited (Top 20) - Mexican Visitors**

Response*	Percent of Cases 1999	Percent of Cases 2013
Texas	19.5	46.7
California	3.4	36.9
New York	2.7	30.7
Florida	9.5	29.3
New Mexico	-	22.2
Washington	0.4	20.9
New Jersey	0.4	17.3
Arizona	0.4	16.0
Colorado	0.4	16.0
Nevada	-	15.1
Mississippi	3.1	13.8
Illinois	1.5	12.0
North Carolina	-	10.7
Indiana	-	10.2
Kansas	-	9.3
Minnesota	-	8.9
Nebraska	-	8.9
Ohio	0.4	8.9
Alabama	1.5	8.4
Hawaii	-	8.4
Other	2.4	155.2
I did not visit other states/territories	63.7	6.2
Total**	109.2	512.0
n	286	1,152

**In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.*

***Total equals more than 100% due to multiple responses.*

*When did you visit Louisiana?***Figure H-1: Month of Visit to Louisiana - Mexican Visitors**

This question was added in 2013.

*Was that your first visit to Louisiana?***Table H-3: First Visit to Louisiana - Mexican Visitors**

Response	Percentage 2013
Yes	67.1
No	32.9
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table H-4: Number of Previous Visits to Louisiana - Mexican Visitors

Response	Mean	Median	Mode
2013	3.0	3.0	3.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table H-5: Number of Nights Spent on Trip - Mexican Visitors

Response	1999	2013
Number of Nights Spent in the U.S.		
Mean	9.4	8.0
Median	6.0	7.0
Mode	4.0	5.0
Number of Nights Spent in Louisiana		
Mean	6.3	4.8
Median	4.0	4.0
Mode	4.0	3.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table H-6: Types of Night Accommodations While in Louisiana - Mexican Visitors

Response	Percent of Cases 1999	Percent of Cases 2013
Hotel/Motel	67.1	74.7
Family or Friends	26.6	28.9
Bed and Breakfast	3.3	8.4
Apartment/House Rental	3.9	7.6
Campground	0.3	4.9
Park Cabin*	-	3.6
Cruise Ship*	-	3.6
Work/Volunteer/School Facility*	-	2.2
Timeshare/Condo*	-	1.3
Total**	101.3	135.1
n	308	304

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure H-2: Primary Purpose of Visit - Mexican Visitors



*"Other" was not included in the 2013 analysis.

*In planning your trip to Louisiana, did you?***Table H-7: Use of Travel Agent - Mexican Visitors**

Response	Percentage 2013
Use an ordinary travel agent	40.0
Make your travel arrangements on your own	37.3
Use an online travel agent	22.7
Total	100.0
Valid Cases	225

*This question was asked in a different format in 2013.**In planning your trip to Louisiana, did you?***Table H-8: Travel Information - Mexican Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	69.3	30.7	100.0
Download the Louisiana Travel Guide	57.8	42.2	100.0
Use the LouisianaTravel.com Website	64.9	35.1	100.0
Call the 1-800 Number for Visitor Information	34.2	65.8	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table H-9: Modes of Transportation TO Louisiana - Mexican Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Airplane	86.0	77.8
Rental Car	10.0	28.4
Public Bus	1.3	13.8
Personal Vehicle*	-	12.9
Train	-	4.4
Chartered Bus	3.0	2.7
Cruise Ship	1.3	2.7
Motorcycle*	-	1.8
RV*	-	1.3
Other*	4.3	-
Total**	106.0	145.8
n	319	328

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table H-10: Modes of Transportation IN Louisiana - Mexican Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Rental Car	41.1	64.0
Public Bus	14.4	25.3
Personal Vehicle*	-	18.2
Airplane	15.1	13.3
Train	5.5	8.0
Motorcycle*	-	8.0
Chartered Bus	17.5	4.4
Cruise Ship	9.6	4.0
RV*	-	0.9
Other*	28.1	-
Total**	131.2	146.2
n	383	329

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?

Table H-11: Number of People per Party - Mexican Visitors

Response	Mean	Median	Mode
1999	3.0	2.0	2.0
2013	4.6	4.0	4.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?

Table H-12: Children under the Age of 18 - Mexican Visitors

Response	Percentage 2013
Yes	57.3
No	42.7
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?

Table H-13: Number of Children under 18 - Mexican Visitors

Response	Mean	Median	Mode
2013	2.3	2.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table H-14: Average Individual Daily Expenditures while in Louisiana - Mexican Visitors

Response*	1999			2013		
	Mean	Median	Mode	Mean	Median	Mode
Restaurants and Meals	\$52	\$50	\$50	\$100	\$67	\$100
Bars and Nightclubs	-	-	-	\$67	\$35	\$0
Local Transportation**	\$24	\$20	\$0	\$71	\$40	\$100
Recreation and Entertainment	\$48	\$40	\$50	\$87	\$67	\$100
Gambling	-	-	-	\$43	\$17	\$0
Shopping	\$137	\$100	\$100	\$137	\$100	\$100
Lodging	\$77	\$70	\$0	\$140	\$105	\$0
Total	\$338	\$280	\$200	\$645	\$431	\$400

*Outliers were removed before determining spending averages.

**Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.

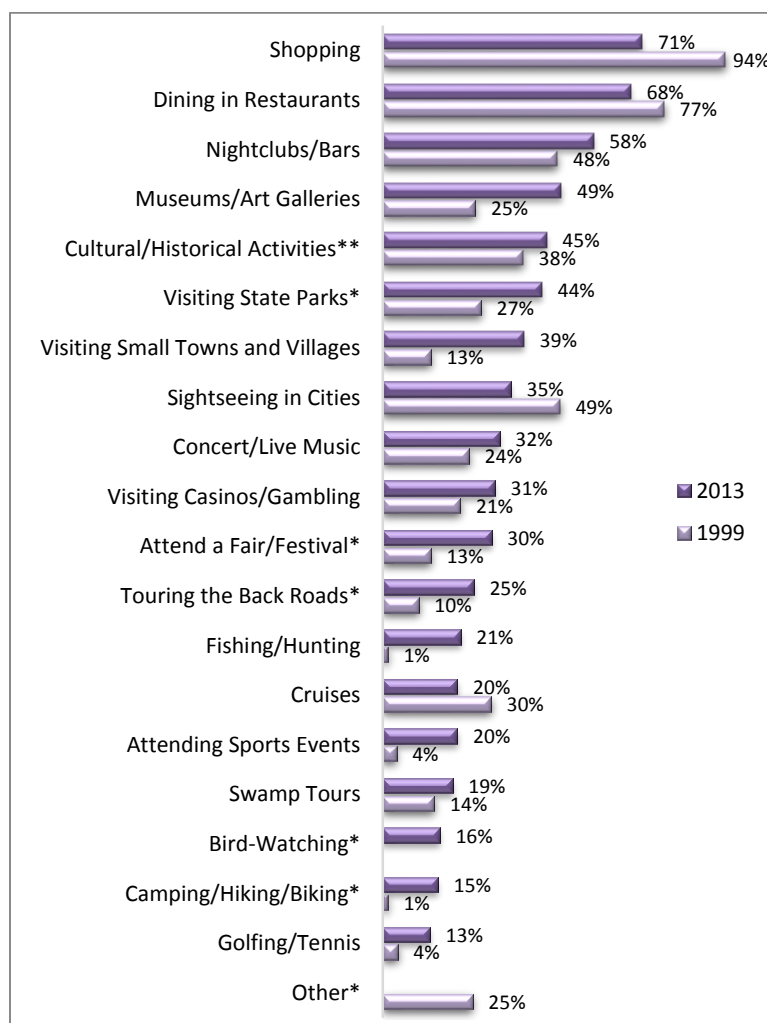
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table H-15: Awareness of Louisiana Tax Free Shopping Program - Mexican Visitors

Response	Percentage 1999	Percentage 2013
Yes	72.0	43.6
No	28.0	56.4
Total	100.0	100.0
Valid Cases	300	225

Did you take advantage of the Louisiana tax-free shopping program?**Table H-16: Use of Louisiana Tax Free Shopping - Mexican Visitors**

Response	Percentage 1999	Percentage 2013
Yes	92.5	45.3
No	7.5	54.7
Total	100.0	100.0
Valid Cases	294	225

On that trip to Louisiana, did you engage in the following activities?**Figure H-3: Activities Participated in While Visiting Louisiana - Mexican Visitors**

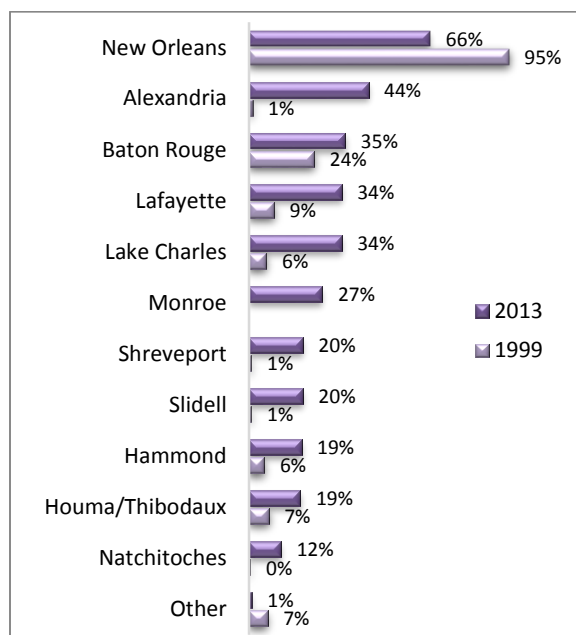
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

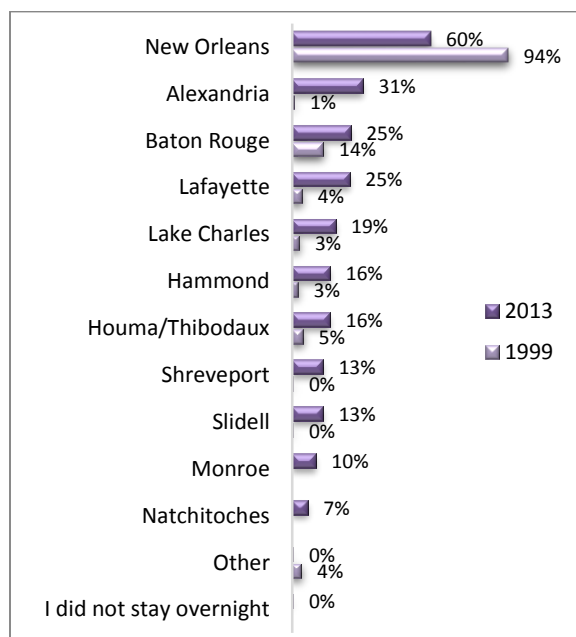
Figure H-4: Louisiana Locations Visited - Mexican Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure H-5: Overnight Louisiana Locations Visited - Mexican Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction***Did you perceive Louisiana to be?*****Table H-17: Perception of Louisiana as a Safe Destination - Mexican Visitors**

Response	Percentage 1999	Percentage 2013
Very Safe	65.0	56.4
Somewhat Safe	27.1	41.8
Somewhat Unsafe	6.4	1.3
Very Unsafe	1.5	0.4
Total	100.0	100.0
Average rate	-	3.5
Valid Cases	266	225

How satisfied were you with your trip to Louisiana?**Table H-18: Satisfaction with Visit to Louisiana - Mexican Visitors**

Response	Percentage 1999	Percentage 2013
Very Satisfied	88.6	66.7
Somewhat Satisfied	9.0	32.0
Somewhat Dissatisfied	1.7	0.9
Very Dissatisfied	0.7	0.4
Total	100.0	100.0
Average rate	-	3.6
Valid Cases	299	225

How likely are you to return to Louisiana in the next five years?**Table H-19: Likelihood of Returning to Louisiana - Mexican Visitors**

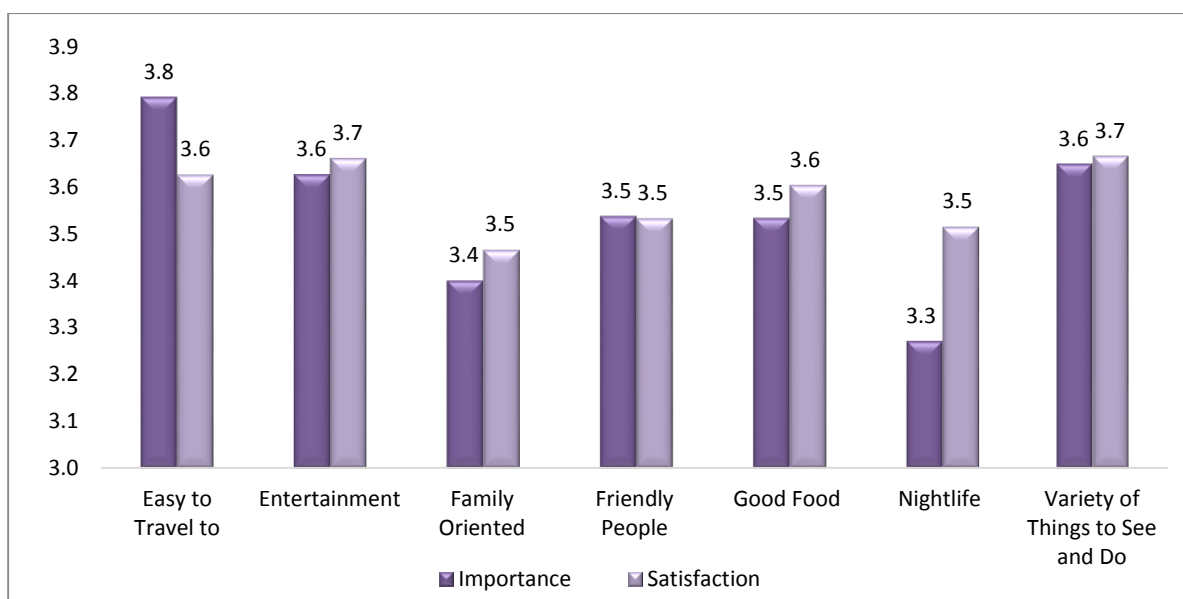
Response	Percentage 1999	Percentage 2013
Very Likely	55.5	72.4
Likely	37.0	24.4
Unlikely	3.2	3.1
Very Unlikely	4.3	-
Total	100.0	100.0
Average rate	-	3.7
Valid Cases	281	225

How likely are you to recommend Louisiana as a destination?**Table H-20: Likelihood of Recommending Louisiana - Mexican Visitors**

Response	Percentage 2013
Very Likely	73.3
Likely	25.8
Unlikely	0.9
Very Unlikely	-
Total	100.0
Average rate	3.7
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure H-6: Importance/Satisfaction Indicators - Mexican Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table H-21: Employment of Respondents - Mexican Visitors**

Response	Percent of Cases 2013
Employed full time	61.8
Employed part time	17.3
Student	14.7
Self employed	10.7
Full time looking after home/family	3.1
Unemployed	1.3
Retired	0.9
Long term sick or disabled	0.4
Prefer not to answer	0.9
Total*	111.1
n	250

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

What is your age?**Table H-22: Age of Respondents - Mexican Visitors**

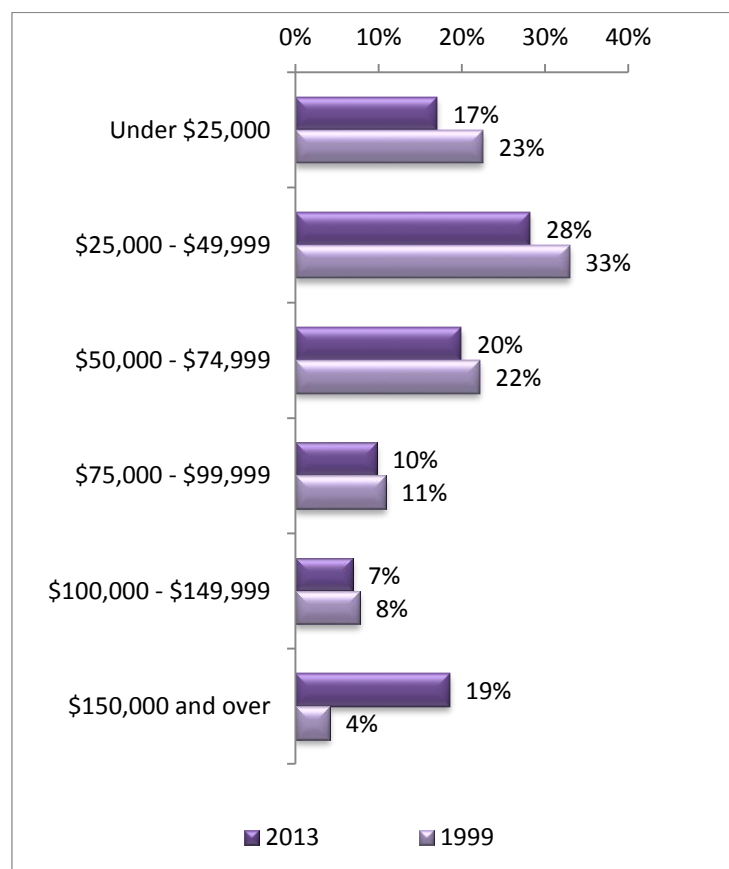
Response	Percentage 2013
18-24 years old	31.6
25-34 years old	45.8
35-49 years old	17.3
50-64 years old	4.9
65 years or older	0.4
Prefer not to answer	-
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table H-23: Gender of Respondents - Mexican Visitors**

Response	Percentage 2013
Male	59.6
Female	40.0
Prefer not to answer	0.4
Total	100.0
Valid Cases	225

This question was added in 2013.

What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?**Figure H-7: Household Annual Income of Respondents - Mexican Visitors**

Prefer not to answer was excluded for comparison purposes.

Dutch Visitors (Netherlands)

Travel Characteristics

New York (34.7%) was the most popular gateway for Dutch visitors to enter the U.S., followed by Miami (12.9%). Louisiana visitors who traveled to multiple states tended to visit mostly New York (38.2%), Florida (30.7%), California (28.9%) and Texas (24.9%). In 2013, Dutch visitors came to Louisiana more frequently during February (12.9%), March (12.9%) and May (12.9%). Over three-quarters (83.1%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 2.5. On average, Dutch visitors spent 12.7 nights while traveling in the U.S., and 6.0 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 74.0% of travelers, while a large percentage stayed with family or friends (20.2%) or in a bed and breakfast (17.0%). Leisure travel (65.8%) and business/professional travel (17.8%) were the top two purposes for visitors coming to Louisiana. Nearly half of the visitors reported using the services of a regular travel agent when planning their trip to the state (48.0%). Over half of the travelers requested (68.0%) or downloaded (55.1%) the Louisiana Travel Guide as planning tools. Another 48.9% used the Louisiana Travel website, while 36.0% called the 1-800 number for visitor information.

Flying (69.3%) and driving a rental car (42.2%) were the preferred forms of transportation for Dutch travelers coming to Louisiana. Once in the state, most of them used rental cars (58.2%) or public buses (18.2%). The average party size was 3.2 travelers, and only a third (33.8%) of all visitors brought children on their trip. The average number of children in parties with kids was 2.4.

Spending and Activities

On average, Dutch visitors to Louisiana spent nearly \$324 per person per day. The largest proportion of money was spent on lodging (\$66), followed by shopping (\$62) and meals (\$55). 56.0% of the visitors surveyed were aware of the Louisiana Tax free Shopping program, while 51.1% took advantage of it. Shopping (57.8%), dining out (46.2%), sightseeing in cities (42.2%), and going to nightclubs/bars (30.2%) were the most popular activities engaged in by Dutch visitors.

New Orleans (67.6%), Baton Rouge (29.8%) and Alexandria (24.9%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (61.3%) and Baton Rouge (23.1%).

Perceptions and Satisfaction

The vast majority (92.0%) of visitors perceived Louisiana to be a safe destination. A similar percentage (95.1%) were satisfied with their visit to Louisiana. A large proportion (84.4%) of visitors indicated that they were likely to return to the state in the next five years, while another 93.3% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by Dutch visitors for any destination also ranked high in visitor satisfaction for Louisiana. Indicators that ranked higher in satisfaction over importance were *Nightlife*, followed by *Family Oriented*, *Good Food*, *Entertainment* and *Friendly People*.

Demographics

The majority of Dutch visitors who participated in the survey were employed full time (63.6%), were between the ages of 25 and 49 (58.3%), were males (70.2%), and had a total household income above \$50,000 (63.4%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table I-1: City of Entry to the United States - Dutch Visitors

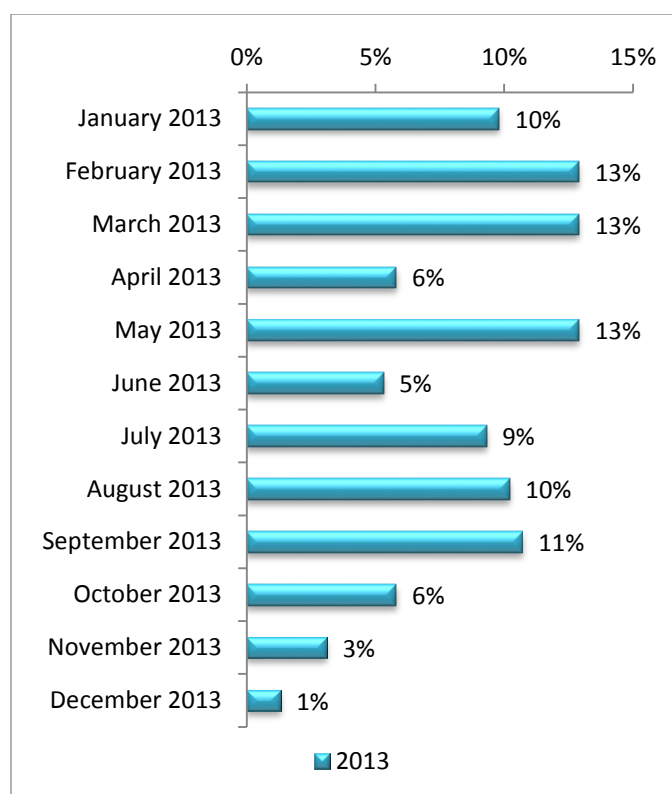
Response	Percentage 2013
New York	34.7
Miami	12.9
Chicago	8.0
New Orleans	8.0
Atlanta	6.2
Boston	5.8
Houston	5.3
Los Angeles	5.3
Detroit	3.6
Washington D.C.	3.1
Dallas	2.2
San Francisco	2.2
Memphis	1.3
Cincinnati	0.4
Other	0.9
Total	100.0
Valid Cases	225

What other states or territories did you visit on that trip to the U.S.?**Table I-2: Other States/Territories Visited (Top 20) - Dutch Visitors**

Response*	Percent of Cases 2013
New York	38.2
Hawaii	30.7
California	28.9
Texas	24.9
Mississippi	20.4
Alabama	17.3
Washington	14.2
Colorado	13.8
Nevada	13.8
New Mexico	12.9
New Jersey	12.4
Ohio	12.0
Hawaii	11.6
Tennessee	11.1
Arizona	9.8
Maryland	9.8
Kentucky	9.3
Utah	9.3
Georgia	8.9
Kansas	8.9
Other	176.0
I did not visit other states/territories	7.6
Total**	501.8
n	1,129

**In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.*

***Total equals more than 100% due to multiple responses.*

When did you visit Louisiana?**Figure I-1: Month of Visit to Louisiana - Dutch Visitors**

This question was added in 2013.

Was that your first visit to Louisiana?**Table I-3: First Visit to Louisiana - Dutch Visitors**

Response	Percentage 2013
Yes	83.1
No	16.9
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table I-4: Number of Previous Visits to Louisiana - Dutch Visitors

Response	Mean	Median	Mode
2013	2.5	2.0	2.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table I-5: Number of Nights Spent on Trip - Dutch Visitors

Response	2013
Number of Nights Spent in the U.S.	
Mean	12.7
Median	12.0
Mode	14.0
Number of Nights Spent in Louisiana	
Mean	6.0
Median	5.0
Mode	3.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table I-6: Types of Night Accommodations While in Louisiana - Dutch Visitors

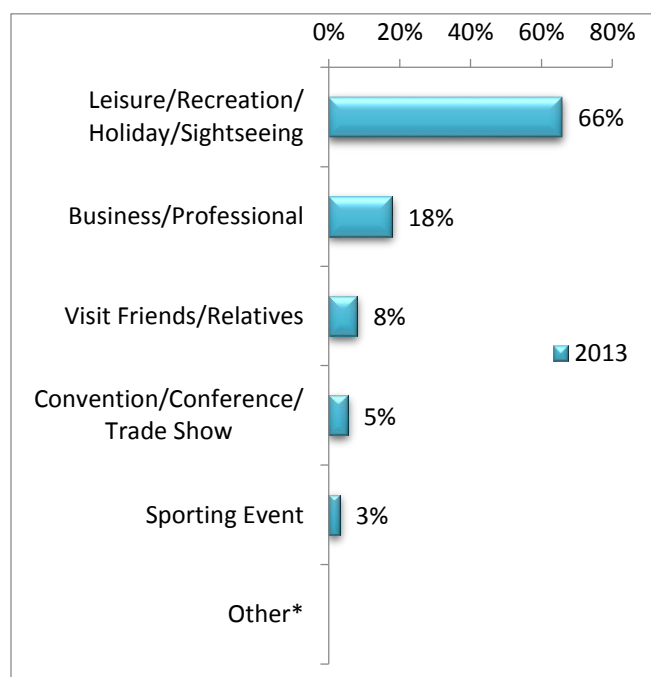
Response	Percent of Cases 2013
Hotel/Motel	74.0
Family or Friends	20.2
Bed and Breakfast	17.0
Apartment/House Rental	8.5
Cruise Ship*	6.7
Campground	6.7
Park Cabin*	4.9
Timeshare/Condo*	2.7
Work/Volunteer/School Facility*	0.4
Total**	141.3
n	315

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure I-2: Primary Purpose of Visit - Dutch Visitors



*"Other" was not included in the 2013 analysis.

In planning your trip to Louisiana, did you?**Table I-7: Use of Travel Agent - Dutch Visitors**

Response	Percentage 2013
Use an ordinary travel agent	48.0
Use an online travel agent	26.7
Make your travel arrangements on your own	25.3
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

In planning your trip to Louisiana, did you?**Table I-8: Travel Information - Dutch Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	68.0	32.0	100.0
Download the Louisiana Travel Guide	55.1	44.9	100.0
Use the LouisianaTravel.com Website	48.9	51.1	100.0
Call the 1-800 Number for Visitor Information	36.0	64.0	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table I-9: Modes of Transportation TO Louisiana - Dutch Visitors**

Response	Percent of Cases 2013
Airplane	69.3
Rental Car	42.2
Personal Vehicle*	12.0
Train	11.6
Public Bus	9.8
Chartered Bus	6.7
Motorcycle*	6.2
Cruise Ship	4.4
RV*	0.9
Other*	-
Total**	163.1
n	367

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table I-10: Modes of Transportation IN Louisiana - Dutch Visitors**

Response	Percent of Cases 2013
Rental Car	58.2
Public Bus	18.2
Airplane	15.6
Personal Vehicle*	13.8
Train	13.3
Chartered Bus	7.6
Motorcycle*	5.8
Cruise Ship	2.2
RV*	0.9
Other*	-
Total**	305
n	135.6

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?**Table I-11: Number of People per Party - Dutch Visitors**

Response	Mean	Median	Mode
2013	3.2	3.0	2.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?**Table I-12: Children under the Age of 18 - Dutch Visitors**

Response	Percentage 2013
Yes	33.8
No	66.2
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?**Table I-13: Number of Children under 18 - Dutch Visitors**

Response	Mean	Median	Mode
2013	2.4	2.0	2.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table I-14: Average Individual Daily Expenditures while in Louisiana - Dutch Visitors

2013			
Response*	Mean	Median	Mode
Restaurants and Meals	\$55	\$34	\$50
Bars and Nightclubs	\$28	\$11	\$0
Local Transportation**	\$37	\$20	\$0
Recreation and Entertainment	\$51	\$25	\$0
Gambling	\$25	\$7	\$0
Shopping	\$62	\$25	\$0
Lodging	\$66	\$34	\$0
Total	\$324	\$156	\$50

**Outliers were removed before determining spending averages.*

***Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.*

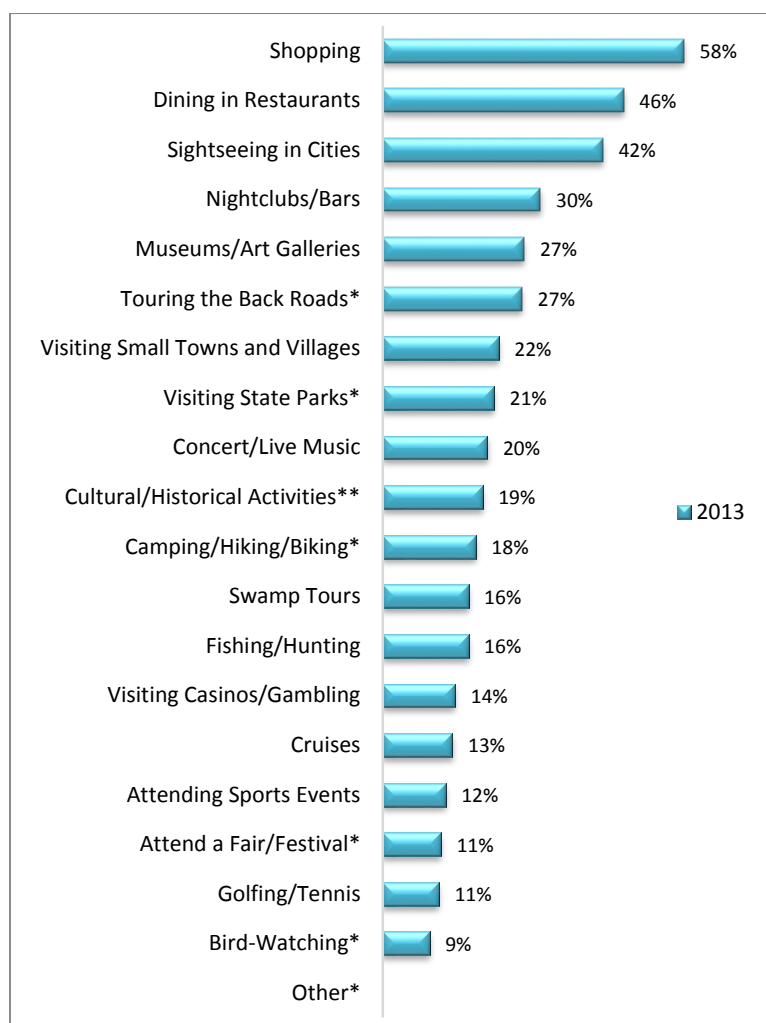
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table I-15: Awareness of Louisiana Tax Free Shopping Program - Dutch Visitors

Response	Percentage 2013
Yes	56.0
No	44.0
Total	100.0
Valid Cases	225

Did you take advantage of the Louisiana tax-free shopping program?**Table I-16: Use of Louisiana Tax Free Shopping - Dutch Visitors**

Response	Percentage 2013
Yes	51.1
No	48.9
Total	100.0
Valid Cases	225

On that trip to Louisiana, did you engage in the following activities?**Figure I-3: Activities Participated in While Visiting Louisiana - Dutch Visitors**

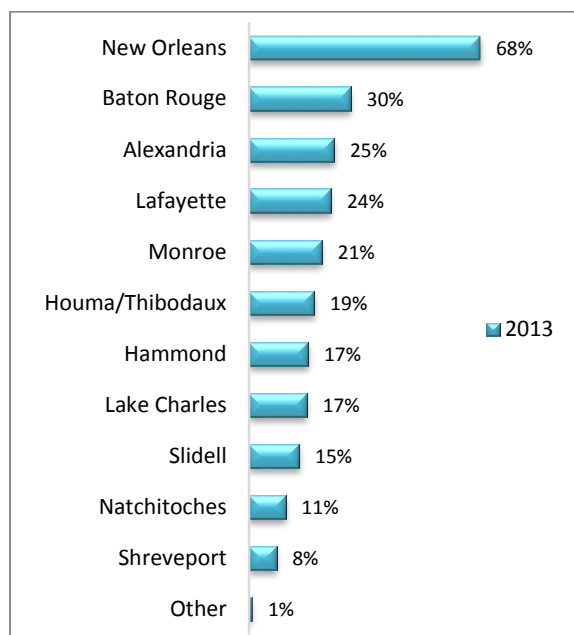
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

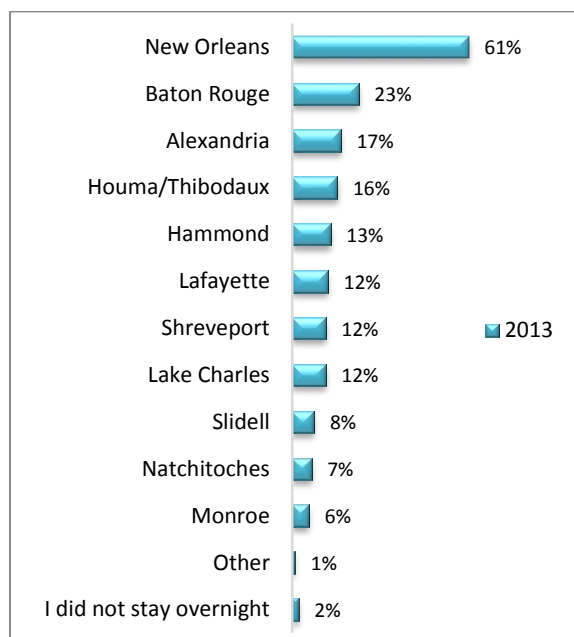
Figure I-4: Louisiana Locations Visited - Dutch Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure I-5: Overnight Louisiana Locations Visited - Dutch Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction*Did you perceive Louisiana to be?***Table I-17: Perception of Louisiana as a Safe Destination - Dutch Visitors**

Response	Percentage 2013
Very Safe	44.4
Somewhat Safe	47.6
Somewhat Unsafe	6.7
Very Unsafe	1.3
Total	100.0
Average rate	3.4
Valid Cases	225

*How satisfied were you with your trip to Louisiana?***Table I-18: Satisfaction with Visit to Louisiana - Dutch Visitors**

Response	Percentage 2013
Very Satisfied	56.0
Somewhat Satisfied	39.1
Somewhat Dissatisfied	3.6
Very Dissatisfied	1.3
Total	100.0
Average rate	3.5
Valid Cases	225

*How likely are you to return to Louisiana in the next five years?***Table I-19: Likelihood of Returning to Louisiana - Dutch Visitors**

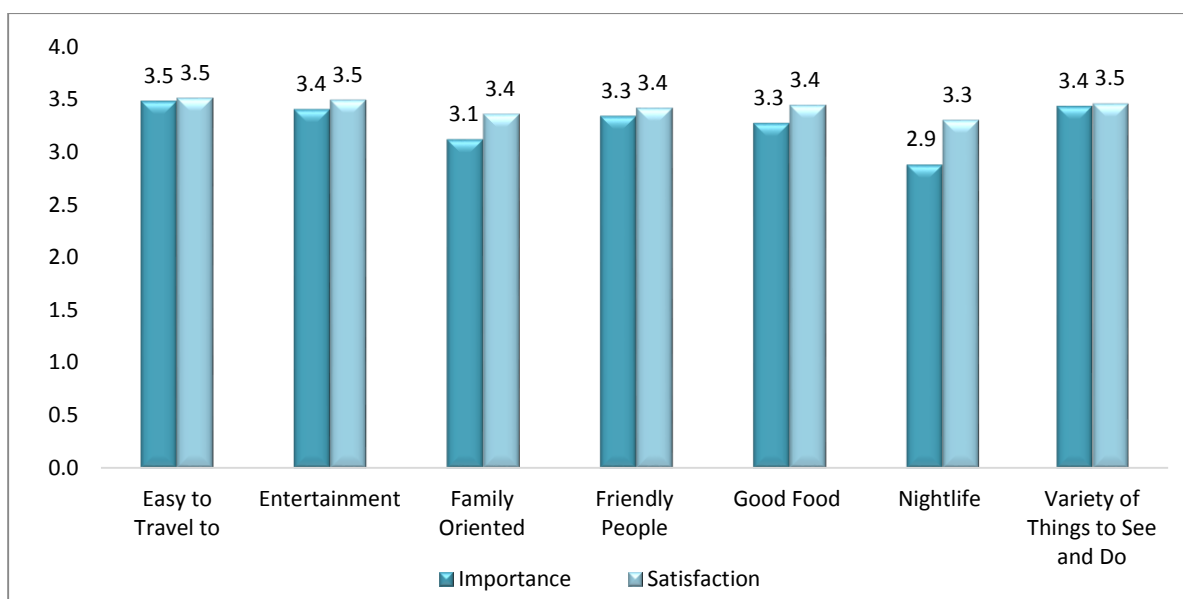
Response	Percentage 2013
Very Likely	41.3
Likely	43.1
Unlikely	13.3
Very Unlikely	2.2
Total	100.0
Average rate	3.2
Valid Cases	225

How likely are you to recommend Louisiana as a destination?**Table I-20: Likelihood of Recommending Louisiana - Dutch Visitors**

Response	Percentage 2013
Very Likely	48.0
Likely	45.3
Unlikely	4.9
Very Unlikely	1.8
Total	100.0
Average rate	3.4
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure I-6: Importance/Satisfaction Indicators - Dutch Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table I-21: Employment of Respondents - Dutch Visitors**

Response	Percent of Cases 2013
Employed full time	63.6
Student	14.7
Employed part time	12.0
Self employed	8.4
Full time looking after home/family	3.6
Unemployed	3.1
Retired	2.2
Long term sick or disabled	0.9
Prefer not to answer	3.6
Total*	112.0
n	252

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

What is your age?**Table I-22: Age of Respondents - Dutch Visitors**

Response	Percentage 2013
18-24 years old	25.8
25-34 years old	35.6
35-49 years old	22.7
50-64 years old	11.6
65 years or older	1.8
Prefer not to answer	2.7
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table I-23: Gender of Respondents - Dutch Visitors**

Response	Percentage 2013
Male	70.2
Female	28.4
Prefer not to answer	1.3
Total	100.0
Valid Cases	225

*This question was added in 2013.****What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?*****Figure I-7: Household Annual Income of Respondents - Dutch Visitors***Prefer not to answer was excluded for comparison purposes.*

English Visitors (United Kingdom)

Travel Characteristics

New York (29.3%) was the most popular gateway for English visitors to enter the U.S., followed by New Orleans (19.6%) and Los Angeles (10.7%). Louisiana visitors who traveled to multiple states tended to visit mostly New York (42.7%), California (32.4%), Florida (28.4%) and New Jersey (26.7%). In 2013, English visitors came to Louisiana more frequently during March (12.4%) and February (11.6%). About three-quarters (78.7%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 2.8. On average, English visitors spent 11.1 nights while traveling in the U.S., and 6.3 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 74.6% of travelers, while a large percentage stayed in a bed and breakfast (28.6%) or with family or friends (26.3%). Leisure travel (73.3%) and business/professional travel (13.3%) were the top two purposes for visitors coming to Louisiana. Nearly half of the visitors reported using the services of a regular travel agent when planning their trip to the state (45.8%). About two-thirds of the travelers requested (66.7%) or downloaded (63.6%) the Louisiana Travel Guide as planning tools. Another 68.9% used the Louisiana Travel website, while 44.9% called the 1-800 number for visitor information.

Flying (76.0%) and driving a rental car (39.6%) were the preferred forms of transportation for English travelers coming to Louisiana. Once in the state, most of them used rental cars (57.3%) or public buses (33.3%). The average party size was 3.7 travelers, and nearly half (45.8%) of all visitors brought children on their trip. The average number of children in parties with kids was 2.0.

Spending and Activities

On average, English visitors to Louisiana spent nearly \$342 per person per day. The largest proportion of money was spent on lodging (\$77), followed by shopping (\$68) and meals (\$55). Nearly 68% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while 63.1% took advantage of it. Shopping (58.2%), dining out (52.0%), sightseeing in cities (41.3%), and going to nightclubs/bars (40.4%) were the most popular activities engaged in by English visitors.

New Orleans (64.4%), Baton Rouge (34.7%) and Hammond (28.0%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (60.4%) and Baton Rouge (24.4%).

Perceptions and Satisfaction

The vast majority (93.8%) of visitors perceived Louisiana to be a safe destination. A similar percentage (96.4%) were satisfied with their visit to Louisiana. A large proportion (92.5%) of visitors indicated that they were likely to return to the state in the next five years, while another 93.8% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by English visitors for any destination also ranked high in visitor satisfaction for Louisiana. Indicators that ranked higher in satisfaction over importance were *Nightlife*, followed by *Family Oriented*. Rates that were lagging include *Variety of Things to See and Do*, *Easy to Travel to*, *Friendly People* and *Entertainment*.

Demographics

The majority of English visitors who participated in the survey were employed full time (70.7%), were between the ages of 25 and 49 (65.3%), were males (61.3%), and had a total household income above \$50,000 (59.4%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table J-1: City of Entry to the United States - English Visitors

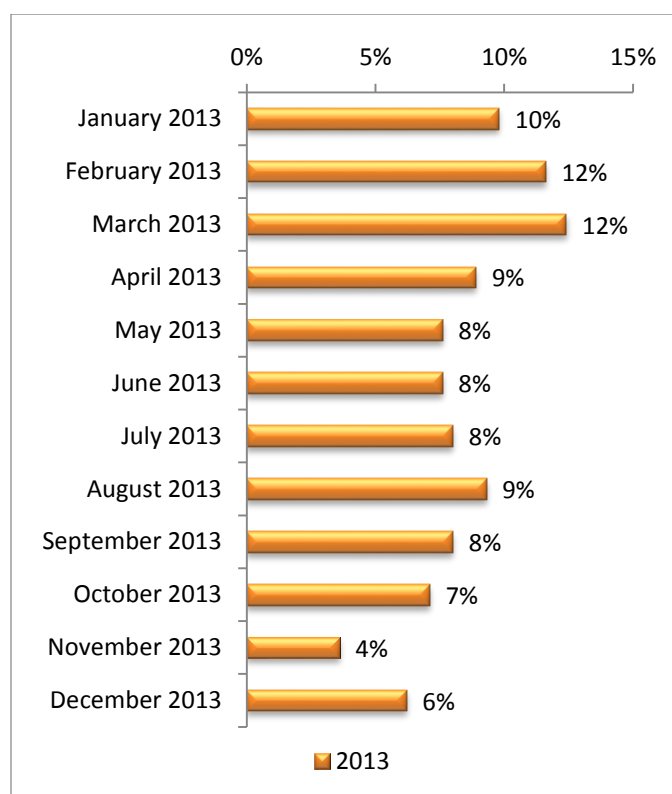
Response	Percentage 1999	Percentage 2013
New York	19.5	29.3
New Orleans	7.9	19.6
Los Angeles	2.9	10.7
Chicago	13.3	8.4
Miami	3.7	7.1
Boston	0.8	4.4
Washington D.C.	11.2	4.4
Dallas	4.1	4.0
Atlanta	8.3	3.6
Houston	13.7	2.2
Detroit	6.2	1.8
Memphis	3.7	1.8
San Francisco	0.8	1.8
Cincinnati	0.4	0.9
Other	3.4	-
Total	100.0	100.0
Valid Cases	241	225

What other states or territories did you visit on that trip to the U.S.?**Table J-2: Other States/Territories Visited (Top 20) - English Visitors**

Response*	Percent of Cases 1999	Percent of Cases 2013
New York	14.7	42.7
California	7.3	32.4
Florida	11.0	28.4
New Jersey	0.9	26.7
Texas	14.2	22.7
Washington	1.8	20.0
Indiana	0.5	17.8
Nevada	1.8	16.0
Illinois	5.0	15.1
New Mexico	-	15.1
Colorado	0.9	14.2
Tennessee	5.0	14.2
Alabama	3.7	13.8
Georgia	6.0	13.8
Kentucky	0.5	13.8
Virginia	1.4	13.8
Kansas	0.5	13.3
Arizona	1.8	12.9
North Carolina	1.8	12.9
Hawaii	-	12.4
Other	28.5	266.2
I did not visit other states/territories	45.9	4.9
Total**	153.2	643.1
n	334	1,447

**In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.*

***Total equals more than 100% due to multiple responses.*

When did you visit Louisiana?**Figure J-1: Month of Visit to Louisiana - English Visitors**

This question was added in 2013.

Was that your first visit to Louisiana?**Table J-3: First Visit to Louisiana - English Visitors**

Response	Percentage 2013
Yes	78.7
No	21.3
Total	100.0
Valid Cases	225

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table J-4: Number of Previous Visits to Louisiana - English Visitors

Response	Mean	Median	Mode
2013	2.8	2.0	2.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table J-5: Number of Nights Spent on Trip - English Visitors

Response	1999	2013
Number of Nights Spent in the U.S.		
Mean	13.8	11.1
Median	10.0	10.0
Mode	14.0	14.0
Number of Nights Spent in Louisiana		
Mean	7.6	6.3
Median	5.0	5.0
Mode	5.0	3.0

Outliers greater than 30 nights were not included in these statistics.

What types of overnight accommodations did you use while in Louisiana?

Table J-6: Types of Night Accommodations While in Louisiana - English Visitors

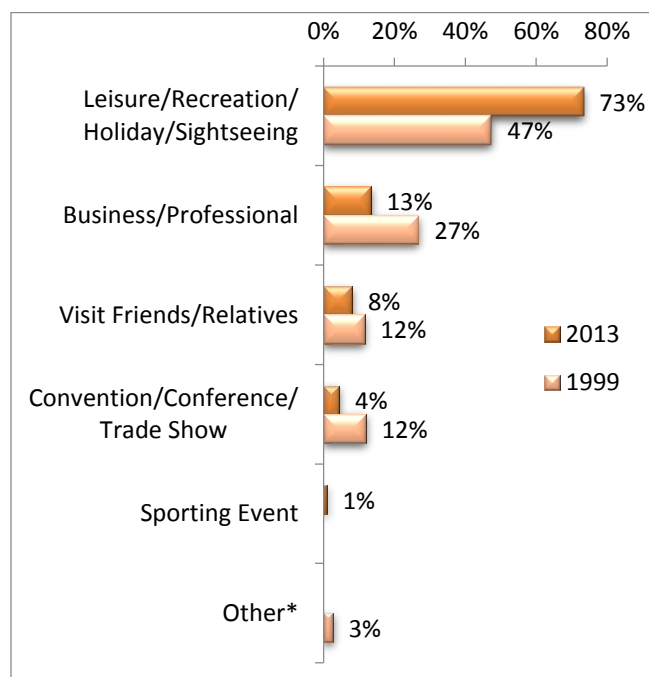
Response	Percent of Cases 1999	Percent of Cases 2013
Hotel/Motel	75.7	74.6
Bed and Breakfast	8.2	28.6
Family or Friends	17.3	26.3
Apartment/House Rental	3.3	16.1
Park Cabin*	0.4	13.8
Campground	0.8	10.7
Cruise Ship*	-	9.4
Timeshare/Condo*	-	3.1
Work/Volunteer/School Facility*	-	1.3
Total**	105.8	183.9
n	257	412

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure J-2: Primary Purpose of Visit - English Visitors



*"Other" was not included in the 2013 analysis.

In planning your trip to Louisiana, did you?**Table J-7: Use of Travel Agent - English Visitors**

Response	Percentage 2013
Use an ordinary travel agent	45.8
Use an online travel agent	38.7
Make your travel arrangements on your own	15.6
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

In planning your trip to Louisiana, did you?**Table J-8: Travel Information - English Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	66.7	33.3	100.0
Download the Louisiana Travel Guide	63.6	36.4	100.0
Use the LouisianaTravel.com Website	68.9	31.1	100.0
Call the 1-800 Number for Visitor Information	44.9	55.1	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table J-9: Modes of Transportation TO Louisiana - English Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Airplane	91.4	76.0
Rental Car	8.2	39.6
Public Bus	2.1	16.4
Personal Vehicle*	-	16.4
Train	2.1	14.2
Chartered Bus	3.7	14.2
Cruise Ship	0.8	7.6
Motorcycle*	-	7.1
RV*	-	1.8
Other*	4.9	-
Total**	113.2	193.3
n	275	435

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table J-10: Modes of Transportation IN Louisiana - English Visitors**

Response	Percent of Cases 1999	Percent of Cases 2013
Rental Car	39.6	57.3
Public Bus	21.7	33.3
Airplane	4.6	22.7
Train	1.7	20.0
Personal Vehicle*	-	19.1
Chartered Bus	20.0	12.0
Motorcycle*	-	6.7
Cruise Ship	2.9	4.0
RV*	-	1.8
Other*	38.8	-
Total**	129.3	176.9
n	310	398

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?**Table J-11: Number of People per Party - English Visitors**

Response	Mean	Median	Mode
1999	2.5	2.0	2.0
2013	3.7	3.0	2.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?**Table J-12: Children under the Age of 18 - English Visitors**

Response	Percentage 2013
Yes	45.8
No	54.2
Total	100.0
Valid Cases	225

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?**Table J-13: Number of Children under 18 - English Visitors**

Response	Mean	Median	Mode
2013	2.0	2.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table J-14: Average Individual Daily Expenditures while in Louisiana - English Visitors

Response*	1999			2013		
	Mean	Median	Mode	Mean	Median	Mode
Restaurants and Meals	\$54	\$50	\$50	\$55	\$35	\$50
Bars and Nightclubs	-	-	-	\$34	\$20	\$0
Local Transportation**	\$24	\$20	\$0	\$39	\$21	\$17
Recreation and Entertainment	\$50	\$50	\$50	\$43	\$25	\$50
Gambling	-	-	-	\$26	\$10	\$0
Shopping	\$77	\$50	\$100	\$68	\$36	\$0
Lodging	\$96	\$100	\$0	\$77	\$48	\$0
Total	\$301	\$270	\$200	\$342	\$195	\$117

*Outliers were removed before determining spending averages.

**Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.

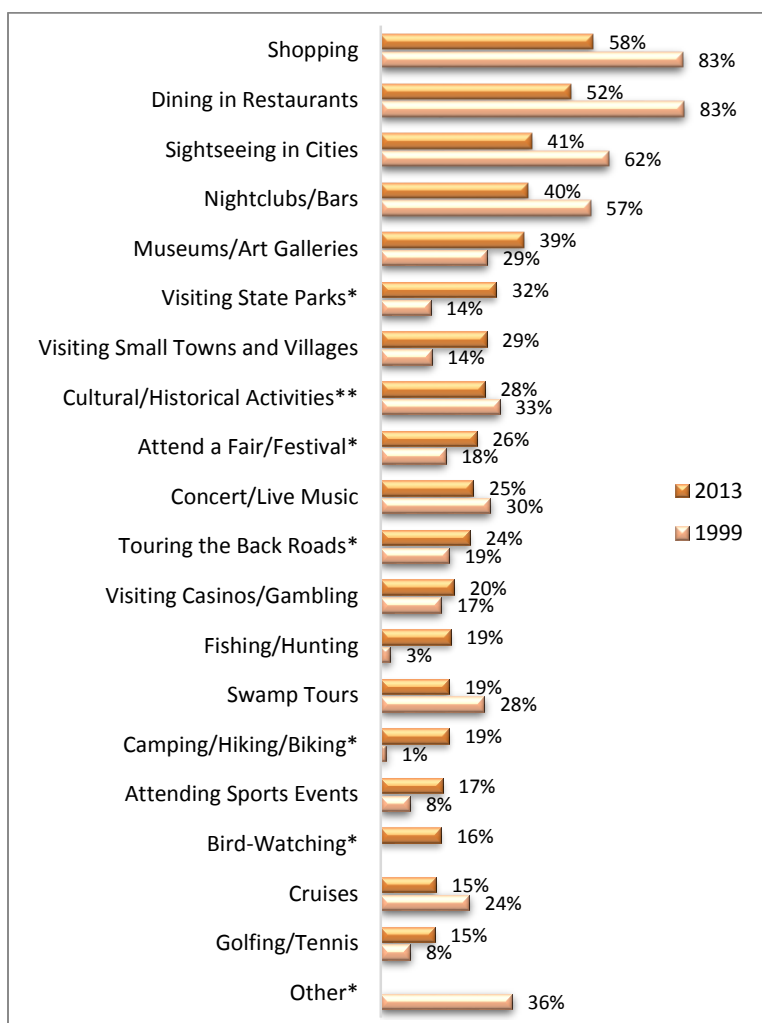
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table J-15: Awareness of Louisiana Tax Free Shopping Program - English Visitors

Response	Percentage 1999	Percentage 2013
Yes	48.3	67.6
No	51.7	32.4
Total	100.0	100.0
Valid Cases	240	225

Did you take advantage of the Louisiana tax-free shopping program?**Table J-16: Use of Louisiana Tax Free Shopping - English Visitors**

Response	Percentage 1999	Percentage 2013
Yes	77.4	63.1
No	22.6	36.9
Total	100.0	100.0
Valid Cases	239	225

On that trip to Louisiana, did you engage in the following activities?**Figure J-3: Activities Participated in While Visiting Louisiana - English Visitors**

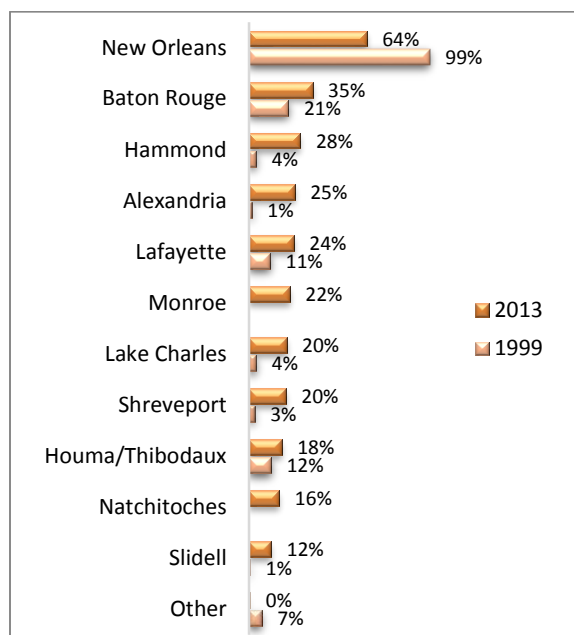
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

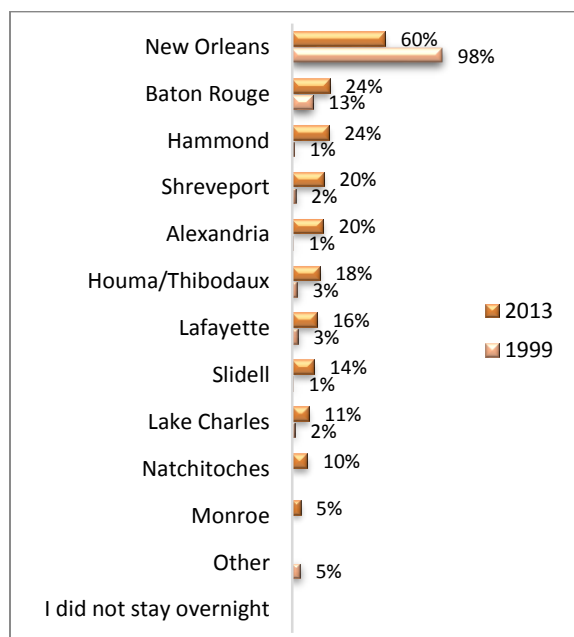
Figure J-4: Louisiana Locations Visited - English Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure J-5: Overnight Louisiana Locations Visited - English Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction***Did you perceive Louisiana to be?*****Table J-17: Perception of Louisiana as a Safe Destination - English Visitors**

Response	Percentage 1999	Percentage 2013
Very Safe	20.3	48.0
Somewhat Safe	51.9	45.8
Somewhat Unsafe	20.7	4.9
Very Unsafe	7.2	1.3
Total	100.0	100.0
Average rate	-	3.4
Valid Cases	237	225

How satisfied were you with your trip to Louisiana?**Table J-18: Satisfaction with Visit to Louisiana - English Visitors**

Response	Percentage 1999	Percentage 2013
Very Satisfied	69.1	60.4
Somewhat Satisfied	26.3	36.0
Somewhat Dissatisfied	3.0	2.7
Very Dissatisfied	1.7	0.9
Total	100.0	100.0
Average rate	-	3.6
Valid Cases	236	225

How likely are you to return to Louisiana in the next five years?**Table J-19: Likelihood of Returning to Louisiana - English Visitors**

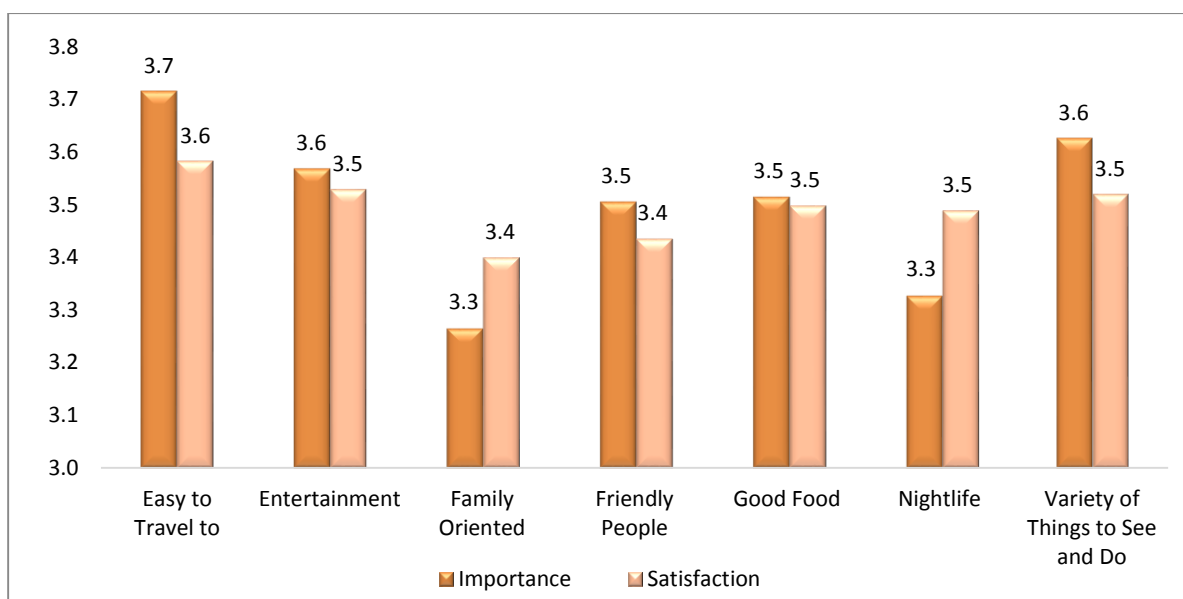
Response	Percentage 1999	Percentage 2013
Very Likely	36.3	55.6
Likely	37.2	36.9
Unlikely	18.4	6.2
Very Unlikely	8.1	1.3
Total	100.0	100.0
Average rate	-	3.5
Valid Cases	223	225

How likely are you to recommend Louisiana as a destination?**Table J-20: Likelihood of Recommending Louisiana - English Visitors**

Response	Percentage 2013
Very Likely	56.9
Likely	36.9
Unlikely	4.0
Very Unlikely	2.2
Total	100.0
Average rate	3.5
Valid Cases	225

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure J-6: Importance/Satisfaction Indicators - English Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table J-21: Employment of Respondents - English Visitors**

Response	Percent of Cases 2013
Employed full time	70.7
Employed part time	10.2
Student	8.9
Retired	4.4
Full time looking after home/family	2.2
Self employed	2.2
Unemployed	2.2
Long term sick or disabled	0.9
Prefer not to answer	1.8
Total*	103.6
n	233

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

What is your age?**Table J-22: Age of Respondents - English Visitors**

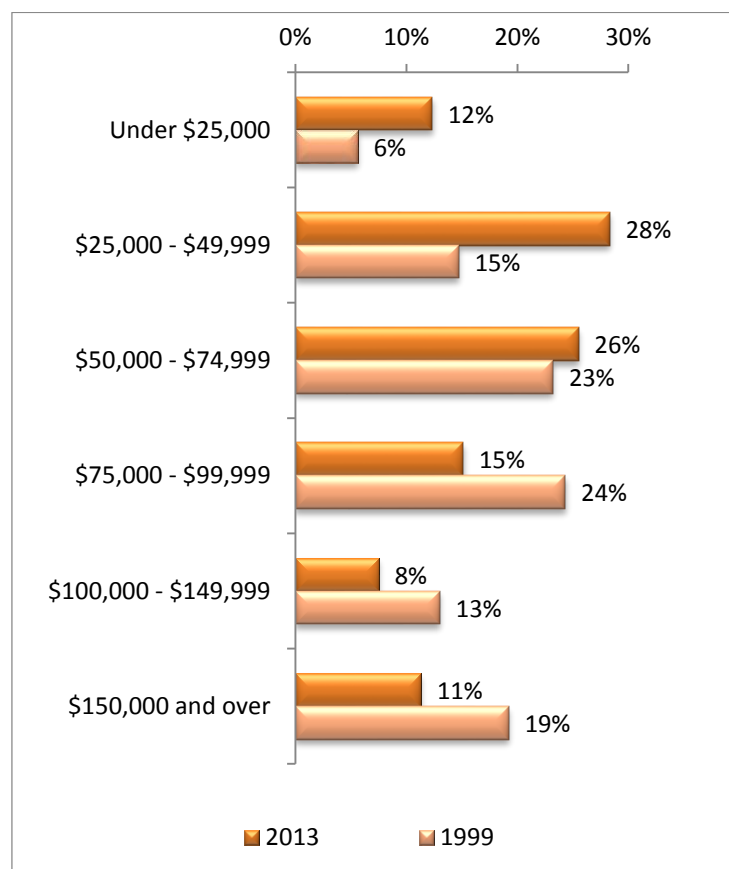
Response	Percentage 2013
18-24 years old	25.3
25-34 years old	45.3
35-49 years old	20.0
50-64 years old	6.7
65 years or older	1.8
Prefer not to answer	0.9
Total	100.0
Valid Cases	225

This question was asked in a different format in 2013.

What is your gender?**Table J-23: Gender of Respondents - English Visitors**

Response	Percentage 2013
Male	61.3
Female	37.8
Prefer not to answer	0.9
Total	100.0
Valid Cases	225

This question was added in 2013.

What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?**Figure J-7: Household Annual Income of Respondents - English Visitors**

Prefer not to answer was excluded for comparison purposes.

Other Visitors (Italy, Spain and Russia)

Travel Characteristics

New York (40.2%) was the most popular gateway for *Other* visitors to enter the U.S., followed by New Orleans (13.7%) and Los Angeles (10.8%). Louisiana visitors who traveled to multiple states tended to visit mostly New York (40.2%), California (34.3%) and Florida (34.3%). In 2013, visitors came to Louisiana more frequently during August (13.7%), March (11.3%) and July (11.3%). Over three-quarters (88.7%) of all visitors were coming to the state for the first time. The average number of previous visits for those who had come to the state before was 3.0. On average, visitors spent 10.5 nights while traveling in the U.S., and 5.0 nights traveling in Louisiana.

Travel Planning

Hotel and motel accommodations were used by 76.8% of travelers, while a large percentage stayed with family or friends (21.2%) or in a bed and breakfast (16.3%). Leisure travel (79.4%) and business/professional travel (10.3%) were the top two purposes for visitors coming to Louisiana. About two-thirds of the visitors reported using the services of a regular travel agent when planning their trip to the state (65.7%). About a similar proportion of travelers requested (65.2%) or downloaded (71.6%) the Louisiana Travel Guide as planning tools. Another 65.7% used the Louisiana Travel website, while 34.8% called the 1-800 number for visitor information.

Flying (81.4%) and driving a rental car (22.1%) were the preferred forms of transportation for travelers coming to Louisiana. Once in the state, most of them used rental cars (58.3%) or public buses (30.4%). The average party size was 4.3 travelers, and just over a third (37.7%) of all visitors brought children on their trip. The average number of children in parties with kids was 2.0.

Spending and Activities

On average, *Other* visitors to Louisiana spent nearly \$459 per person per day. The largest proportion of money was spent on lodging (\$119), followed by shopping (\$81) and meals (\$69). Nearly 53% of visitors surveyed were aware of the Louisiana Tax free Shopping program, while 57.4% took advantage of it. Shopping (65.7%), dining out (63.2%), sightseeing in cities (55.4%), and going to nightclubs/bars (48.5%) were the most popular activities engaged in by visitors.

New Orleans (68.1%), Baton Rouge (37.3%) and Lafayette (33.8%) were the most common cities visited in the state. When referring to an overnight visit in the state, the locations visited more frequently were New Orleans (63.2%) and Baton Rouge (32.8%).

Perceptions and Satisfaction

The vast majority (93.1%) of visitors perceived Louisiana to be a safe destination. A similar percentage (98.0%) were satisfied with their visit to Louisiana. A large proportion (91.7%) of visitors indicated that they were likely to return to the state in the next five years, while another 97.1% were likely to recommend Louisiana as a destination.

Most of the attributes that ranked high in importance by visitors for any destination also ranked high in visitor satisfaction for Louisiana. The indicator that ranked higher in satisfaction over importance was *Nightlife*. Rates that were lagging include *Variety of Things to See and Do*, *Friendly People* and *Easy to Travel to*.

Demographics

The majority of *Other* visitors who participated in the survey were employed full time (72.1%), were between the ages of 25 and 49 (79.9%), were males (63.7%), and had a total household income above \$50,000 (52.1%).

Profile

Travel Characteristics

Through which city did you enter the U.S.?

Table K-1: City of Entry to the United States - Other Visitors

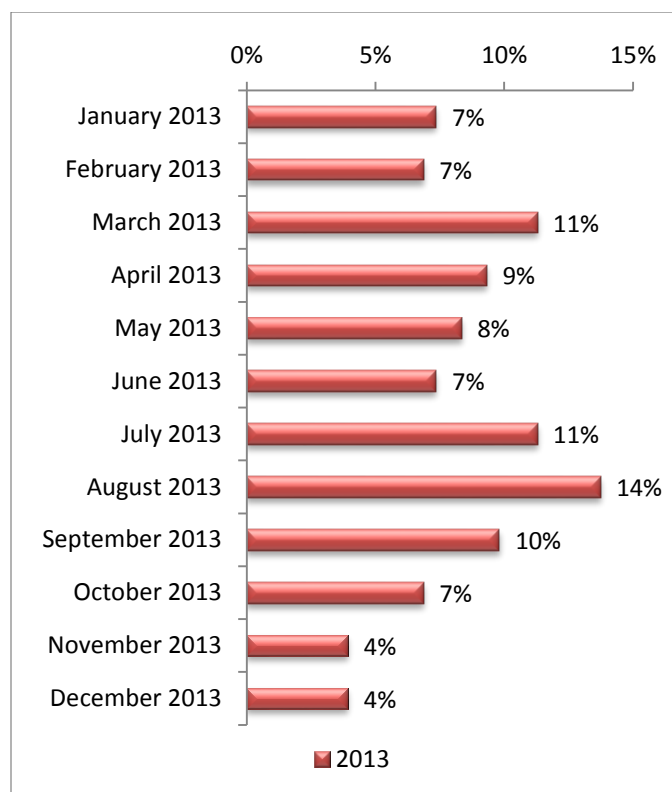
Response	Percentage 2013
New York	40.2
New Orleans	13.7
Los Angeles	10.8
Miami	7.8
Boston	6.9
Chicago	6.4
Washington D.C.	4.4
Atlanta	2.5
Detroit	2.0
Houston	2.0
Cincinnati	1.0
Dallas	1.0
San Francisco	1.0
Memphis	0.5
Total	100.0
Valid Cases	204

What other states or territories did you visit on that trip to the U.S.?**Table K-2: Other States/Territories Visited (Top 20) - Other Visitors**

Response*	Percent of Cases 2013
New York	40.2
California	34.3
Florida	34.3
Washington	25.5
Texas	25.0
Arizona	20.6
Colorado	18.6
New Jersey	18.6
Nevada	18.1
Alaska	15.2
Alabama	14.7
Kentucky	14.7
Oklahoma	14.7
Kansas	14.2
New Mexico	14.2
South Carolina	14.2
Mississippi	13.7
Ohio	12.7
Virginia	12.3
Georgia	11.8
Other	250.1
I did not visit other states/territories	4.9
Total**	642.6
n	1,311

**In 1999, states were categorized from an open-ended question, while in 2013 they were part of a category list.*

***Total equals more than 100% due to multiple responses.*

When did you visit Louisiana?**Figure K-1: Month of Visit to Louisiana - Other Visitors**

This question was added in 2013.

Was that your first visit to Louisiana?**Table K-3: First Visit to Louisiana - Other Visitors**

Response	Percentage 2013
Yes	88.7
No	11.3
Total	100.0
Valid Cases	204

This question was added in 2013.

If that was not your first visit to Louisiana, how many other times have you visited the state?

Table K-4: Number of Previous Visits to Louisiana - Other Visitors

Response	Mean	Median	Mode
2013	3.0	3.0	3.0

This question was added in 2013. Outliers greater than 10 visits were not included in these statistics.

How many total nights did you spend in the U.S. and in Louisiana on that trip?

Table K-5: Number of Nights Spent on Trip - Other Visitors

Response	2013
Number of Nights Spent in the U.S.	
Mean	10.5
Median	10.0
Mode	10.0
Number of Nights Spent in Louisiana	
Mean	5.0
Median	4.0
Mode	3.0

Outliers greater than 30 nights were not included in these statistics.

Travel Planning

What types of overnight accommodations did you use while in Louisiana?

Table K-6: Types of Night Accommodations While in Louisiana - Other Visitors

Response	Percent of Cases 2013
Hotel/Motel	76.8
Family or Friends	21.2
Bed and Breakfast	16.3
Campground	8.9
Apartment/House Rental	7.4
Park Cabin*	7.4
Cruise Ship*	6.4
Timeshare/Condo*	2.0
Work/Volunteer/School Facility*	1.5
Total**	147.8
n	300

*Certain categories were created or renamed in 2013.

**Total equals more than 100% due to multiple responses.

For that trip to Louisiana, what was the primary purpose of your visit?

Figure K-2: Primary Purpose of Visit - Other Visitors



*"Other" was not included in the 2013 analysis.

In planning your trip to Louisiana, did you?**Table K-7: Use of Travel Agent - Other Visitors**

Response	Percentage 2013
Use an ordinary travel agent	65.7
Use an online travel agent	17.6
Make your travel arrangements on your own	16.7
Total	100.0
Valid Cases	204

*This question was asked in a different format in 2013.****In planning your trip to Louisiana, did you?*****Table K-8: Travel Information - Other Visitors**

Response	Yes	No	Total
Request the Louisiana Travel Guide by Mail or Internet	65.2	34.8	100.0
Download the Louisiana Travel Guide	71.6	28.4	100.0
Use the LouisianaTravel.com Website	65.7	34.3	100.0
Call the 1-800 Number for Visitor Information	34.8	65.2	100.0

This question was added in 2013.

What modes of transportation did you use to travel TO Louisiana?**Table K-9: Modes of Transportation TO Louisiana - Other Visitors**

Response	Percent of Cases 2013
Airplane	81.4
Rental Car	22.1
Train	12.7
Public Bus	12.3
Personal Vehicle*	6.9
Chartered Bus	6.9
Motorcycle*	4.4
RV*	3.9
Cruise Ship	3.4
Other*	-
Total**	153.9
n	314

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

What modes of transportation did you use while traveling IN Louisiana?**Table K-10: Modes of Transportation IN Louisiana - Other Visitors**

Response	Percent of Cases 2013
Rental Car	58.3
Public Bus	30.4
Airplane	18.6
Personal Vehicle*	13.2
Train	13.2
Chartered Bus	10.8
Motorcycle*	4.9
Cruise Ship	4.4
RV*	3.4
Other*	-
Total**	157.4
n	321

*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**Total equals more than 100% due to multiple responses.

Including yourself, how many people were in your immediate travel party?**Table K-11: Number of People per Party - Other Visitors**

Response	Mean	Median	Mode
2013	4.3	3.0	2.0

In 1999, outliers greater than 12 people were removed, while in 2013 outliers greater than 20 people were not included in the analysis.

Did you bring any children under the age of 18 on your trip to Louisiana?**Table K-12: Children under the Age of 18 - Other Visitors**

Response	Percentage 2013
Yes	37.7
No	62.3
Total	100.0
Valid Cases	204

This question was added in 2013.

If your party brought children to Louisiana, how many were under the age of 18?**Table K-13: Number of Children under 18 - Other Visitors**

Response	Mean	Median	Mode
2013	2.0	2.0	1.0

This question was added in 2013. Outliers greater than 20 people were not included in the analysis.

Spending and Activities

While in Louisiana, how much money (in U.S. dollars) did you spend for (Please indicate your own individual daily expenses and not those of your entire party):

Table K-14: Average Individual Daily Expenditures while in Louisiana - Other Visitors

2013			
Response*	Mean	Median	Mode
Restaurants and Meals	\$69	\$50	\$100
Bars and Nightclubs	\$50	\$20	\$0
Local Transportation**	\$48	\$30	\$33
Recreation and Entertainment	\$65	\$38	\$100
Gambling	\$27	\$10	\$0
Shopping	\$81	\$42	\$0
Lodging	\$119	\$78	\$0
Total	\$459	\$268	\$233

**Outliers were removed before determining spending averages.*

***Transportation includes taxi, car rental, shuttle, gasoline, etc., and excludes travel to and from Louisiana.*

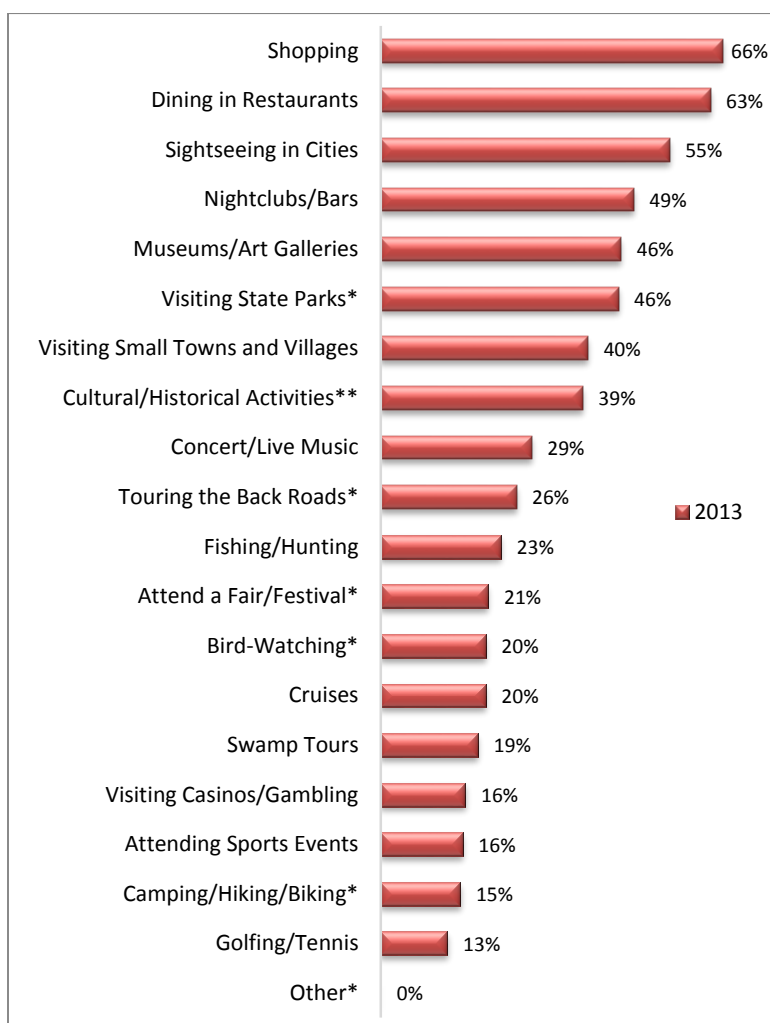
Were you aware before your trip that Louisiana had a tax-free shopping program for international visitors?

Table K-15: Awareness of Louisiana Tax Free Shopping Program - Other Visitors

Response	Percentage 2013
Yes	52.9
No	47.1
Total	100.0
Valid Cases	204

Did you take advantage of the Louisiana tax-free shopping program?**Table K-16: Use of Louisiana Tax Free Shopping - Other Visitors**

Response	Percentage 2013
Yes	57.4
No	42.6
Total	100.0
Valid Cases	204

On that trip to Louisiana, did you engage in the following activities?**Figure K-3: Activities Participated in While Visiting Louisiana - Other Visitors**

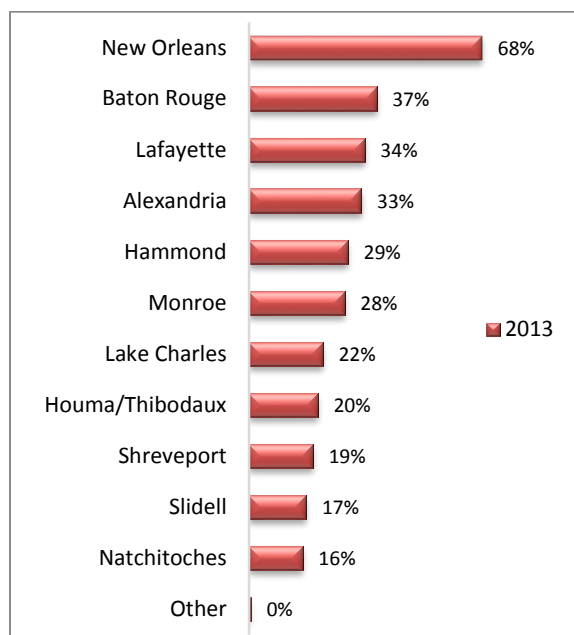
*Certain categories were created or renamed in 2013. "Other" was not included in the analysis.

**In 2013, the category "Cultural/Historical Heritage Sights/Activities" replaced "Visiting Historical Places" and "Ethnic Heritage Sights/Activities" used in 1999.

Total equals more than 100% due to multiple responses.

Please select all of the locations that you visited on that trip to Louisiana

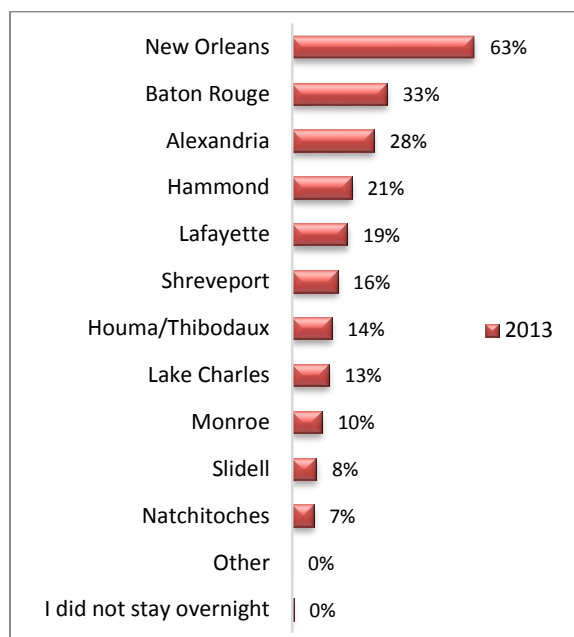
Figure K-4: Louisiana Locations Visited - Other Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Please select all of the locations where you spent at least one night on that trip to Louisiana

Figure K-5: Overnight Louisiana Locations Visited - Other Visitors



Total equals more than 100% due to multiple responses. In 1999, all intercepts were conducted in New Orleans, and visitors who did not stay overnight were excluded from the analysis. During the same year, locations were categorized from an open-ended question, while in 2013 they were part of a category list. In 2013, Houma and Thibodaux were combined into one category.

Perceptions and Satisfaction***Did you perceive Louisiana to be?*****Table K-17: Perception of Louisiana as a Safe Destination - Other Visitors**

Response	Percentage 2013
Very Safe	40.2
Somewhat Safe	52.9
Somewhat Unsafe	6.9
Very Unsafe	-
Total	100.0
Average rate	3.3
Valid Cases	204

How satisfied were you with your trip to Louisiana?**Table K-18: Satisfaction with Visit to Louisiana - Other Visitors**

Response	Percentage 2013
Very Satisfied	53.9
Somewhat Satisfied	44.1
Somewhat Dissatisfied	1.5
Very Dissatisfied	0.5
Total	100.0
Average rate	3.5
Valid Cases	204

How likely are you to return to Louisiana in the next five years?**Table K-19: Likelihood of Returning to Louisiana - Other Visitors**

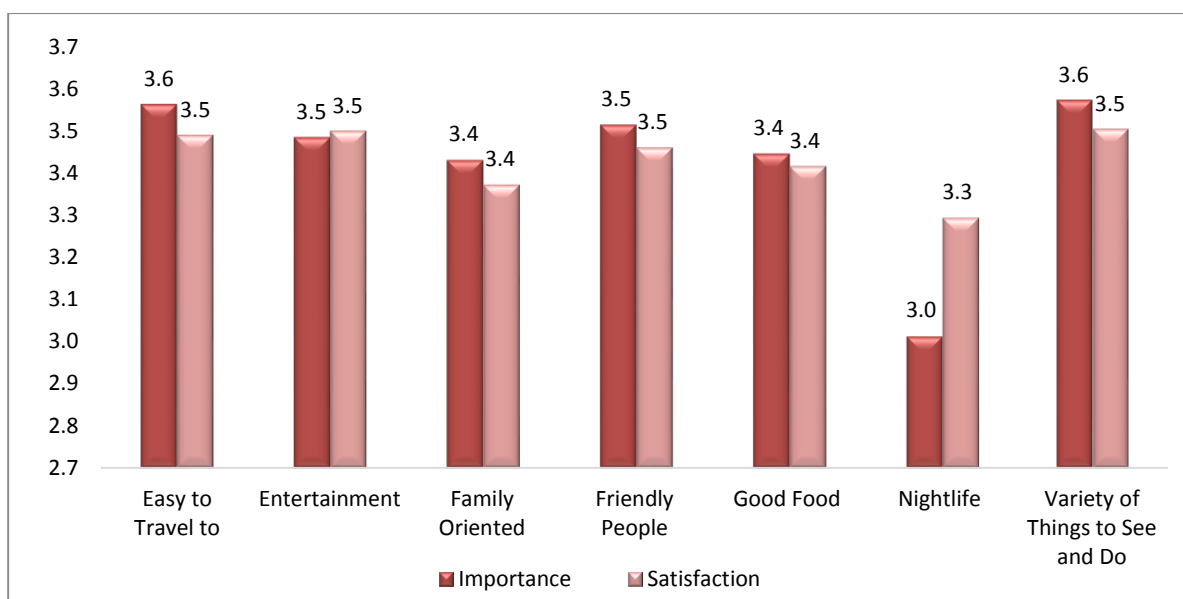
Response	Percentage 2013
Very Likely	47.1
Likely	44.6
Unlikely	7.4
Very Unlikely	1.0
Total	100.0
Average rate	3.4
Valid Cases	204

How likely are you to recommend Louisiana as a destination?**Table K-20: Likelihood of Recommending Louisiana - Other Visitors**

Response	Percentage 2013
Very Likely	56.9
Likely	40.2
Unlikely	2.5
Very Unlikely	0.5
Total	100.0
Average rate	3.5
Valid Cases	

This question was added in 2013.

Please rate the IMPORTANCE of each of the following attributes of a destination when planning a visit to ANY city, and the SATISFACTION for the same attributes regarding Louisiana:

Figure K-6: Importance/Satisfaction Indicators - Other Visitors*This question was added in 2013.*

Demographics***What is your employment status?*****Table K-21: Employment of Respondents - Other Visitors**

Response	Percent of Cases 2013
Employed full time	72.1
Employed part time	11.3
Self employed	9.3
Student	8.8
Full time looking after home/family	3.9
Unemployed	2.0
Retired	1.5
Long term sick or disabled	0.5
Prefer not to answer	-
Total*	109.3
n	223

This question was added in 2013.

**Total equals more than 100% due to multiple responses.*

What is your age?**Table K-22: Age of Respondents - Other Visitors**

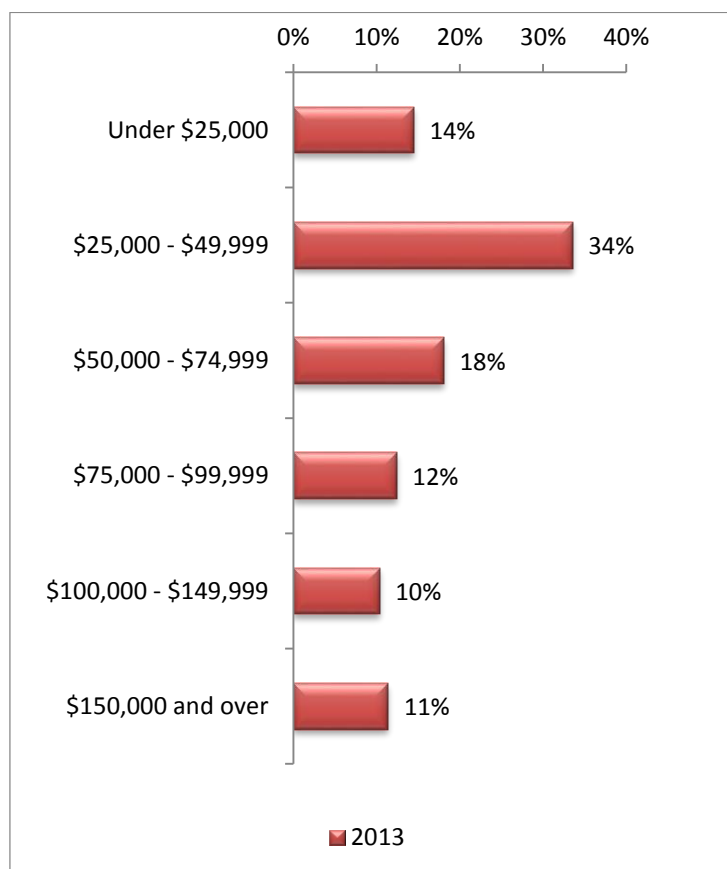
Response	Percentage 2013
18-24 years old	17.2
25-34 years old	37.3
35-49 years old	42.6
50-64 years old	2.9
65 years or older	-
Prefer not to answer	-
Total	100.0
Valid Cases	204

This question was asked in a different format in 2013.

What is your gender?**Table K-23: Gender of Respondents - Other Visitors**

Response	Percentage 2013
Male	63.7
Female	36.3
Prefer not to answer	-
Total	100.0
Valid Cases	204

This question was added in 2013.

What is the total combined annual income, before taxes, of all members of your household, in U.S. dollars?**Figure K-7: Household Annual Income of Respondents - Other Visitors**

Prefer not to answer was excluded for comparison purposes.

Appendix B

Other Responses

*Through which city did you enter the U.S.?***City of Entry to the United States - Other Responses**

Response	Frequency
Buffalo, NY	5
Laredo, TX	4
McAllen, TX	3
Orlando, FL	3
Arizona	2
Can't remember	2
El Paso, TX	2
Minneapolis	2
Phoenix, AZ	2
Seattle, WA	2
Sweetgrass, MT	2
Texas	2
Brownsville, TX	1
California	1
Denver, CO	1
Fargo, ND	1
Great Falls, VA	1
Hawaii	1
Juneau, AK	1
Louisiana	1
Newark, NJ	1
Port Angeles, WA	1
Saint Paul, MN	1
Sault Ste. Marie, MI	1
Tucson, AZ	1
Total	44

What other states or territories did you visit on that trip to the U.S.?**Other States/Territories Visited - Other Responses**

Response	Percent of Cases 2013
Georgia	10.4
North Carolina	9.7
Michigan	9.5
Virginia	9.5
Massachusetts	9.0
South Carolina	9.0
Iowa	8.4
Maryland	8.1
Oklahoma	8.0
Nebraska	7.7
Connecticut	7.6
District of Columbia	7.5
Arkansas	7.5
Utah	7.3
New Hampshire	7.3
Pennsylvania	7.3
Minnesota	7.0
Missouri	6.7
North Dakota	6.6
Maine	6.6
South Dakota	6.5
Oregon	6.4
West Virginia	6.3
Wisconsin	5.6
Rhode Island	5.5
Delaware	5.2
Vermont	5.2
Montana	4.5
Wyoming	4.1
Puerto Rico	3.6
Idaho	3.5
Total*	217.1

**Total equals more than 100% due to multiple responses.*