

2017 Louisiana Visitor Volume and Spending

- Charts & Graphs
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*INSIGHTS
THAT TAKE
YOU
PLACES*

DKSHIFFLET

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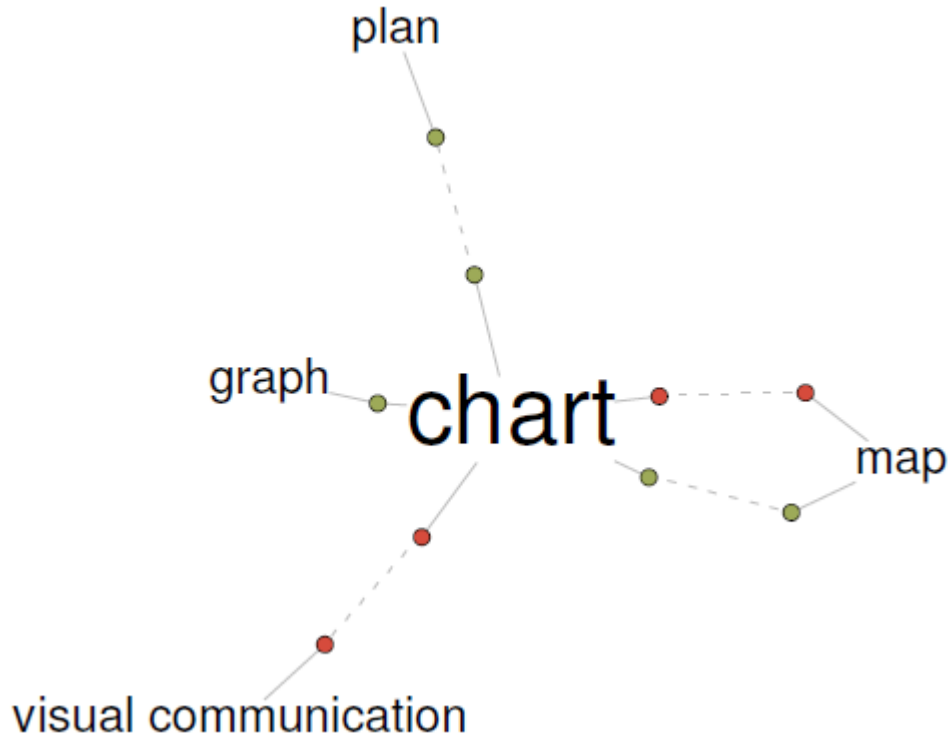
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DKSHIFFLET
AN **MMGY**GLOBAL COMPANY

Year-End 2017 Visitor Volume and Spending

Cheryl Schutz

*Vice President, DK Shifflet Products and Services
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Charts and Graphs

Louisiana Visitor Volume and Spending

Louisiana Visitor Volume and Spending

VOLUME AND SPENDING

Total					
	2017	2016	2015	% Change 2016/2015	% Change 2017/2016
Person-Stays					
Total	47.11	46.69	45.52	2.57%	0.90%
Sportsman's Paradise					
Cross roads					
Cajun Country					
Plantation Country					
Greater New Orleans					
Room-Nights	21.65	21.66	21.38	1.31%	-0.05%
Convention Room Nights					
Airport Enplanements¹	7.17	6.74	6.59	2.25%	6.38%
Spending					
Total	\$17,499.78	\$16,812.23	\$16,118.85	4.30%	4.09%
Transportation	\$5,593.81	\$5,361.62	\$5,076.59	5.61%	4.33%
Lodging	\$2,526.93	\$2,547.82	\$2,452.19	3.90%	-0.82%
Food & Beverage	\$3,875.05	\$3,624.81	\$3,442.18	5.31%	6.90%
Shopping	\$2,276.46	\$2,214.17	\$2,159.26	2.54%	2.81%
Entertainment	\$2,541.33	\$2,403.02	\$2,324.46	3.38%	5.76%
Other	\$686.21	\$660.80	\$664.17	-0.51%	3.85%

Chart 1 • in Millions

* Sample too small to estimate separately

¹ Enplanements provided by client

Louisiana Visitor Volume and Spending

VOLUME AND SPENDING

Domestic					
	2017	2016	2015	% Change 2016/2015	% Change 2017/2016
Person-Stays					
Total	46.66	46.28	45.12	2.57%	0.83%
Sportsman's Paradise	8.79	8.96	9.04	-0.97%	-1.88%
Cross roads	2.81	2.95	2.88	2.19%	-4.73%
Cajun Country	9.47	9.39	8.98	4.58%	0.80%
Plantation Country	8.06	7.78	7.42	4.92%	3.53%
Greater New Orleans	17.54	17.20	16.79	2.43%	1.99%
Room-Nights	20.29	20.33	20.06	1.33%	-0.21%
Convention Room Nights	4.75	4.96	5.06	-1.97%	-4.08%
Airport Enplanements ¹	Not Provided	Not Provided	5.30		
Spending					
Total	\$15,635.75	\$15,090.24	\$14,476.83	4.24%	3.61%
Transportation	\$4,658.82	\$4,453.05	\$4,194.90	6.15%	4.62%
Lodging	\$2,221.30	\$2,285.52	\$2,211.50	3.35%	-2.81%
Food & Beverage	\$3,622.70	\$3,401.63	\$3,233.28	5.21%	6.50%
Shopping	\$2,088.47	\$2,038.14	\$1,995.67	2.13%	2.47%
Entertainment	\$2,385.07	\$2,269.41	\$2,196.96	3.30%	5.10%
Other	\$659.39	\$642.49	\$644.52	-0.32%	2.63%

Chart 1 • in Millions

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VOLUME AND SPENDING

International					
	2017	2016	2015	% Change 2016/2015	% Change 2017/2016
Person-Stays					
Total	0.45	0.41	0.40	1.91%	9.23%
Sportsman's Paradise	*	*	*	*	*
Cross roads	*	*	*	*	*
Cajun Country	*	*	*	*	*
Plantation Country	*	*	*	*	*
Greater New Orleans	*	*	*	*	*
Room-Nights	1.36	1.33	1.32	0.90%	2.32%
Convention Room Nights		*	*	*	*
Airport Enplanements ¹	Not Provided	Not Provided	1.29		
Spending					
Total	\$1,864.04	\$1,721.99	\$1,642.02	4.87%	8.25%
Transportation	\$934.99	\$908.57	\$881.69	3.05%	2.91%
Lodging	\$305.63	\$262.30	\$240.69	8.98%	16.52%
Food & Beverage	\$252.35	\$223.18	\$208.90	6.84%	13.07%
Shopping	\$187.99	\$176.03	\$163.59	7.60%	6.80%
Entertainment	\$156.26	\$133.61	\$127.50	4.79%	16.95%
Other	\$26.82	\$18.31	\$19.65	-6.83%	46.53%

Chart 1 • in Millions

* Sample too small to estimate separately

¹ Enplanements provided by client

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Estimate Calculation Assumptions

VOLUME AND SPENDING

- Data from OTTI (SIAT) is based on Overseas travelers only (excluding Mexico and Canada). The Room Nights calculation from STR and DKSA domestic data includes Mexico and Canada. The application of OTTI data to estimate international Room Nights and travelers is based on the assumption that OTTI overseas data profile is similar to travelers from Canada and Mexico.
- OTTI (SIAT) data used is 2016 travel data. In some OTTI tables data are presented in time periods comprised of 3-year time periods (e.g., 2014-2016).
- The metric used for weighting the OTTI tables is Travelers or Person-Trips. Although, this is not very clear in the reported tables, one can assume based on the use of 'Travelers'. DK Shiffle domestic data is Person-Stays. For domestic and international estimates, the results are reported in Person-Stays.
- Due to lack of clarity regarding metrics used for tables, it is assumed that travel party size is weighted by Trips/Stays and not Person-Trips.

Research Methodology

DK Shifflet's **TRAVEL PERFORMANCE/MonitorSM** is a comprehensive study measuring the travel behavior of US residents. DK Shifflet contacts 50,000 distinct U.S. households monthly and has done so since 1991. DK Shifflet is able to provide current behavior and long term trended analyses on a wide range of travel.

DK Shifflet data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DK Shifflet.

Both traveling and non-traveling households are surveyed each month enabling DK Shifflet to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

About DK Shifflet

DK Shifflet, an MMGY Global Company, is the leading U.S. consumer travel research firm. DK Shifflet is located in McLean, VA and has, for more than 30 years, provided the industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, auto clubs, hotel chains and more.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DK Shifflet's Quality control committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.