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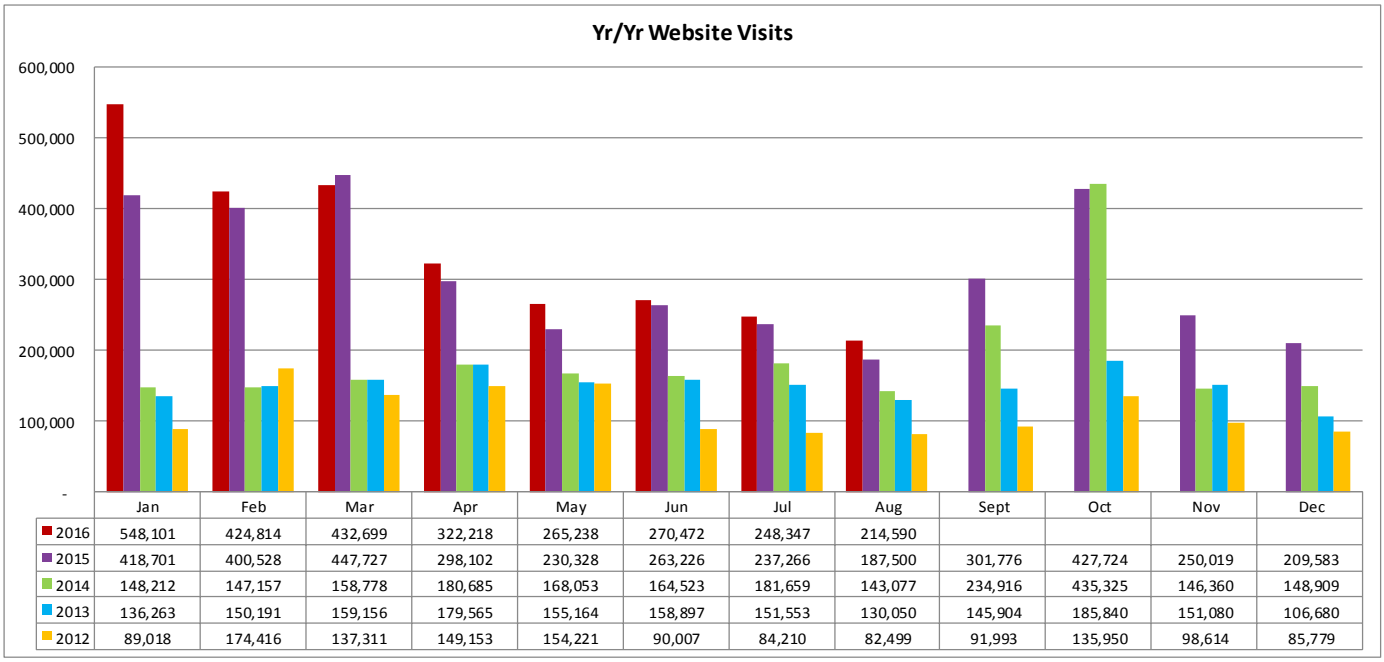
TOURISM INDUSTRY INDICATORS

SEPTEMBER 2016 MONTHLY TRACKING DASHBOARD

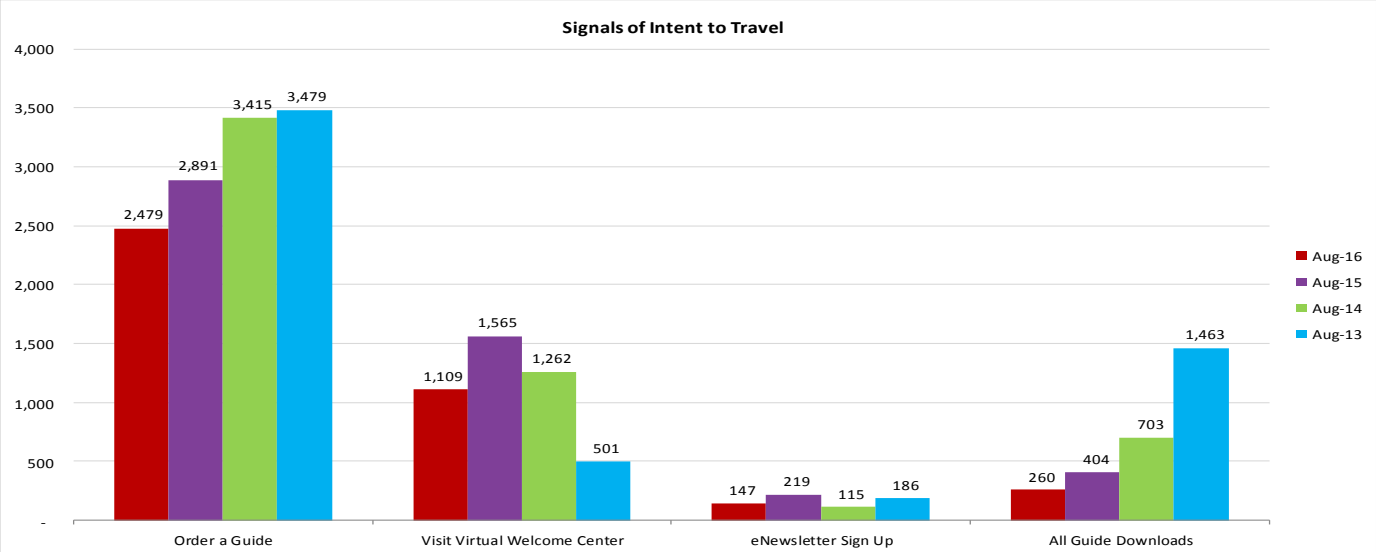
Produced by the Louisiana Office of Tourism

LOUISIANATRAVEL.COM



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2016	548,101	424,814	432,699	322,218	265,238	270,472	248,347	214,590				
2015	418,701	400,528	447,727	298,102	230,328	263,226	237,266	187,500	301,776	427,724	250,019	209,583
2014	148,212	147,157	158,778	180,685	168,053	164,523	181,659	143,077	234,916	435,325	146,360	148,909
2013	136,263	150,191	159,156	179,565	155,164	158,897	151,553	130,050	145,904	185,840	151,080	106,680
2012	89,018	174,416	137,311	149,153	154,221	90,007	84,210	82,499	91,993	135,950	98,614	85,779

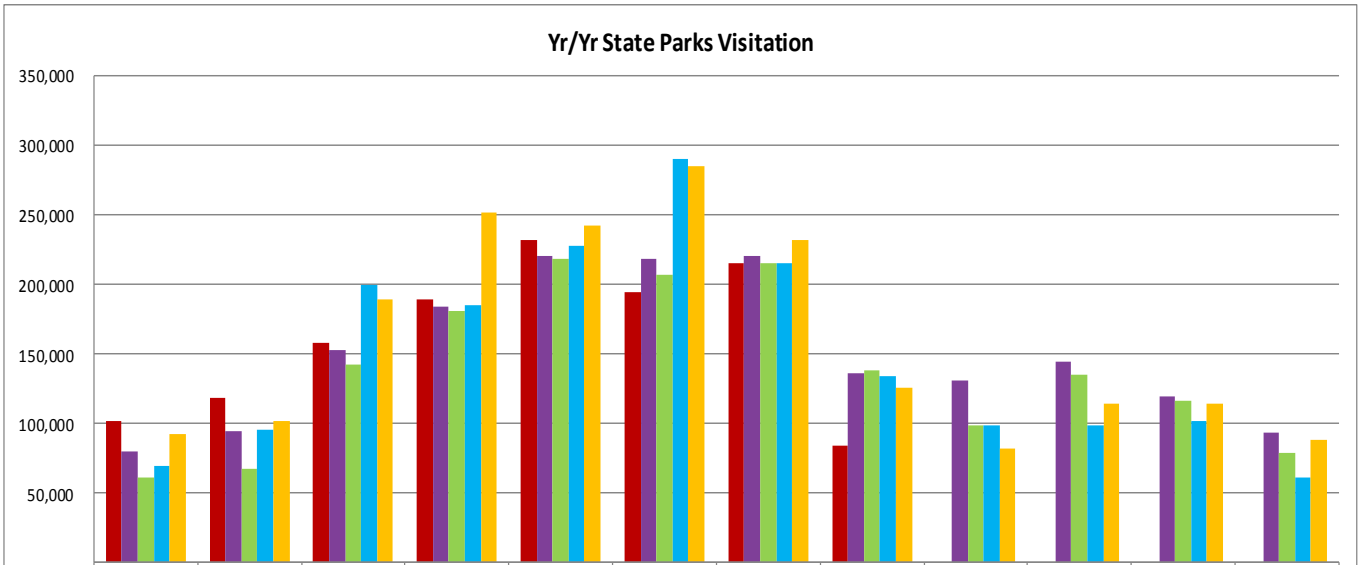
LouisianaTravel.com website showed an increase of 14 percent in total web visits in August 2016 over August 2015.



Source: Google Analytics

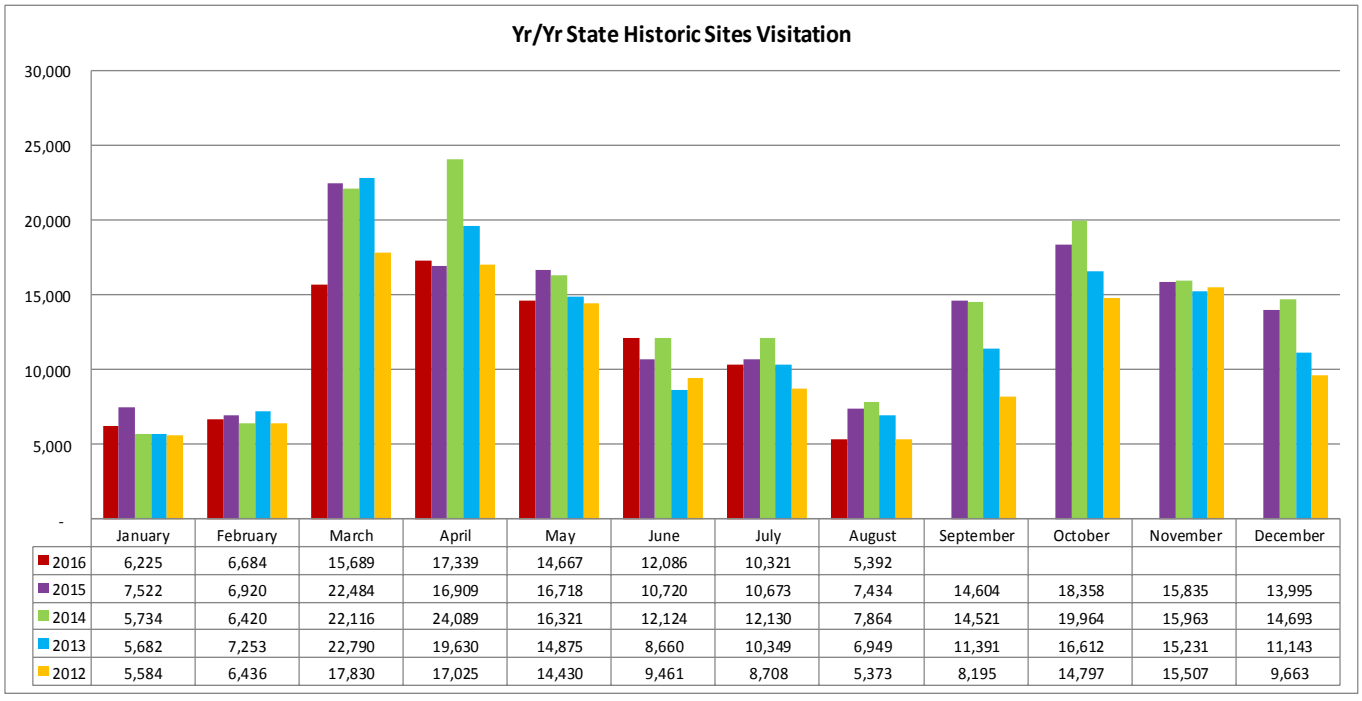
For more information on individual stats, visit http://www.crt.state.la.us/tourism/louisiana-research/index or contact Lynne Coxwell at lcoxwell@crt.la.gov or 225.342.2876.

STATE PARKS



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2016	101,648	118,861	158,557	189,456	231,945	194,203	215,086	84,247				
2015	80,023	94,581	152,568	184,277	220,525	218,286	220,845	135,907	131,094	144,394	119,856	93,198
2014	61,081	67,224	142,674	181,333	218,929	206,784	214,964	137,897	98,463	134,830	116,747	78,749
2013	69,366	95,527	199,922	185,124	227,398	290,440	215,419	134,224	99,290	99,321	101,650	61,004
2012	92,106	101,516	189,205	251,852	241,927	284,780	231,669	125,995	81,864	114,476	114,058	88,886

STATE HISTORIC SITES

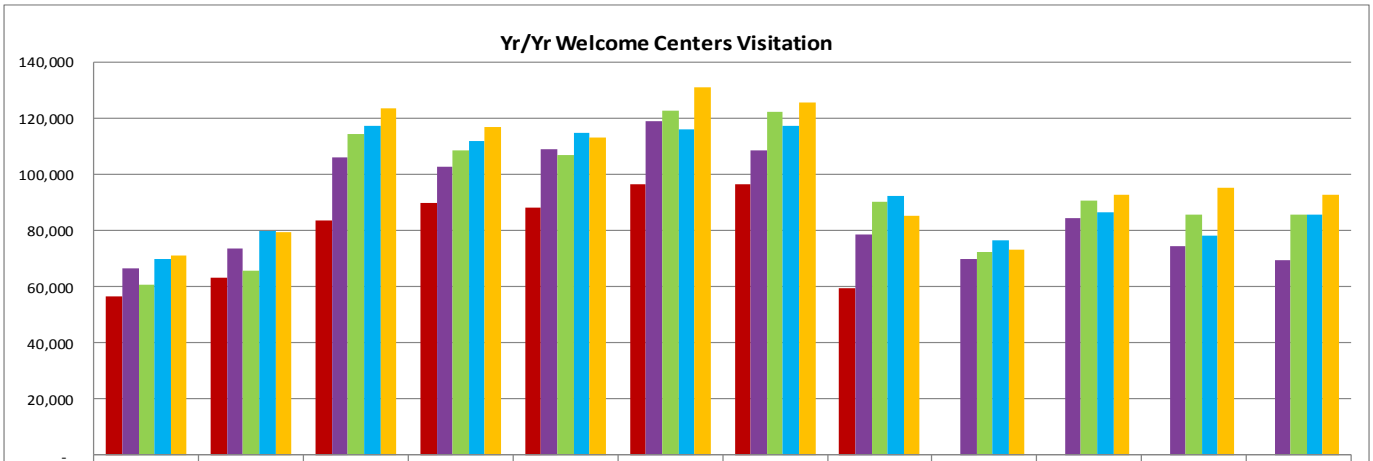


	January	February	March	April	May	June	July	August	September	October	November	December
2016	6,225	6,684	15,689	17,339	14,667	12,086	10,321	5,392				
2015	7,522	6,920	22,484	16,909	16,718	10,720	10,673	7,434	14,604	18,358	15,835	13,995
2014	5,734	6,420	22,116	24,089	16,321	12,124	12,130	7,864	14,521	19,964	15,963	14,693
2013	5,682	7,253	22,790	19,630	14,875	8,660	10,349	6,949	11,391	16,612	15,231	11,143
2012	5,584	6,436	17,830	17,025	14,430	9,461	8,708	5,373	8,195	14,797	15,507	9,663

Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at lwells@crt.la.gov or at 225.342.9519

WELCOME CENTERS



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2016	56,544	63,237	83,698	90,033	88,392	96,549	96,349	59,567				
2015	66,689	73,666	106,225	102,711	109,046	119,035	108,490	78,562	70,084	84,329	74,335	69,316
2014	60,947	65,640	114,470	108,485	106,861	122,670	122,353	90,130	72,466	90,512	85,852	85,745
2013	69,979	79,721	117,244	111,832	114,777	116,088	117,295	92,224	76,739	86,738	78,273	85,813
2012	70,999	79,420	123,455	116,914	113,203	131,295	125,588	85,324	73,135	92,877	95,156	92,610

Statewide welcome centers had a decrease of 24 percent in visitation in August 2016 over August 2015.
Note: Capitol Park closed to visitors in July 2015 & Vinton remains closed for reconstruction.

Welcome Centers Visitor Totals

International August 2016	
France	1,219
United Kingdom	487
Germany	451
Canada*	429
Italy	411

*States** - August 2016*	
Texas	13,407
North Carolina	4,625
Florida	4,252
Mississippi	4,183
Alabama	2,831

*Cities** - August 2016*	
Raleigh, NC	3,235
Houston, TX	1,193
Dallas, TX	966
Mobile, AL	540
Durham, NC	497

International Jan - August 2016	
Canada*	9,980
France	7,657
United Kingdom	5,210
Mexico	4,583
Germany	4,157

*States** Jan - August 2016*	
Texas	117,860
Mississippi	53,823
Florida	42,013
Alabama	38,810
Georgia	17,690

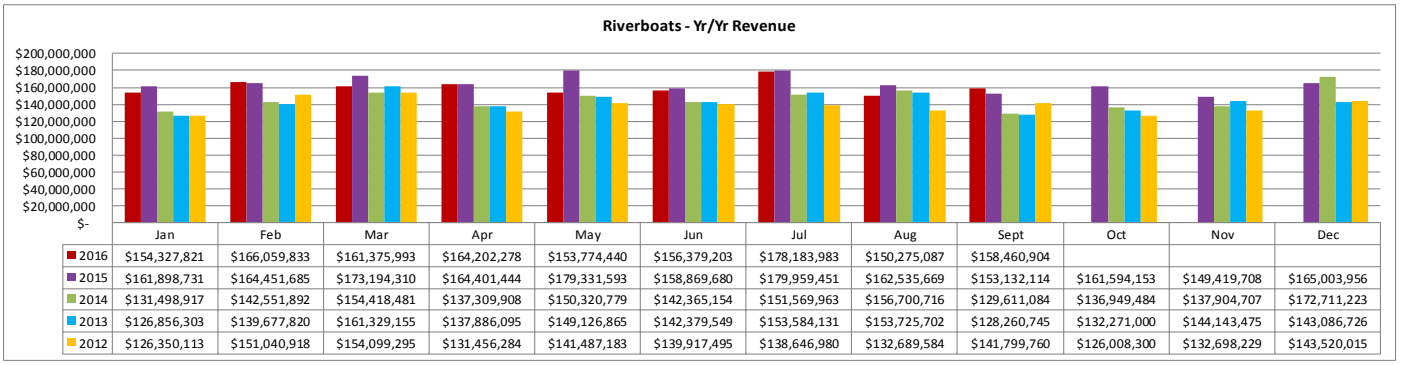
*Cities** Jan - August 2016*	
Houston, TX	13,401
Mobile, AL	8,058
Fort Worth, TX	4,960
Pensacola, FL	4,531
San Antonio, TX	4,323

* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

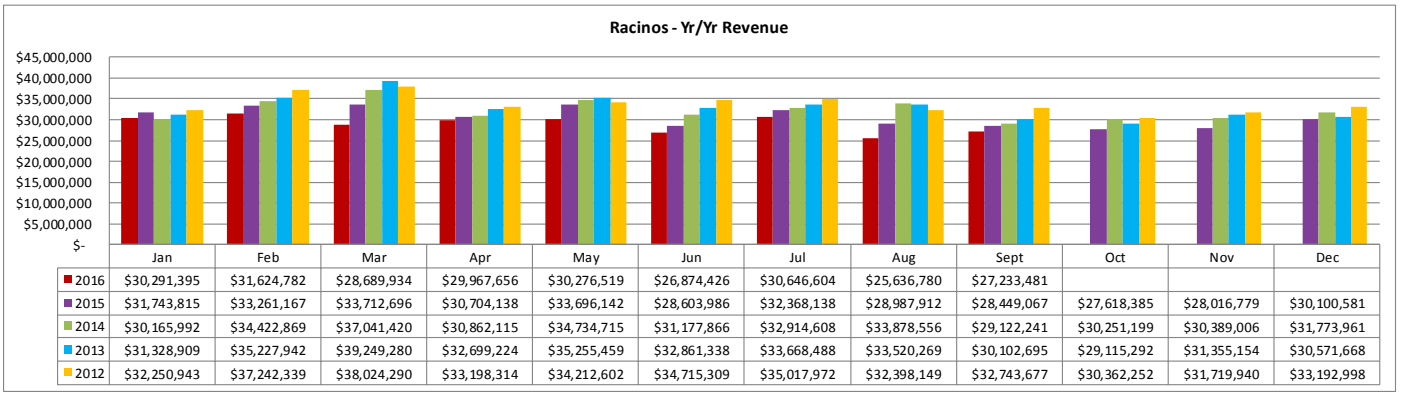
Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Nancy Broussard at nbroussard@crt.la.gov or 225.342.8122.

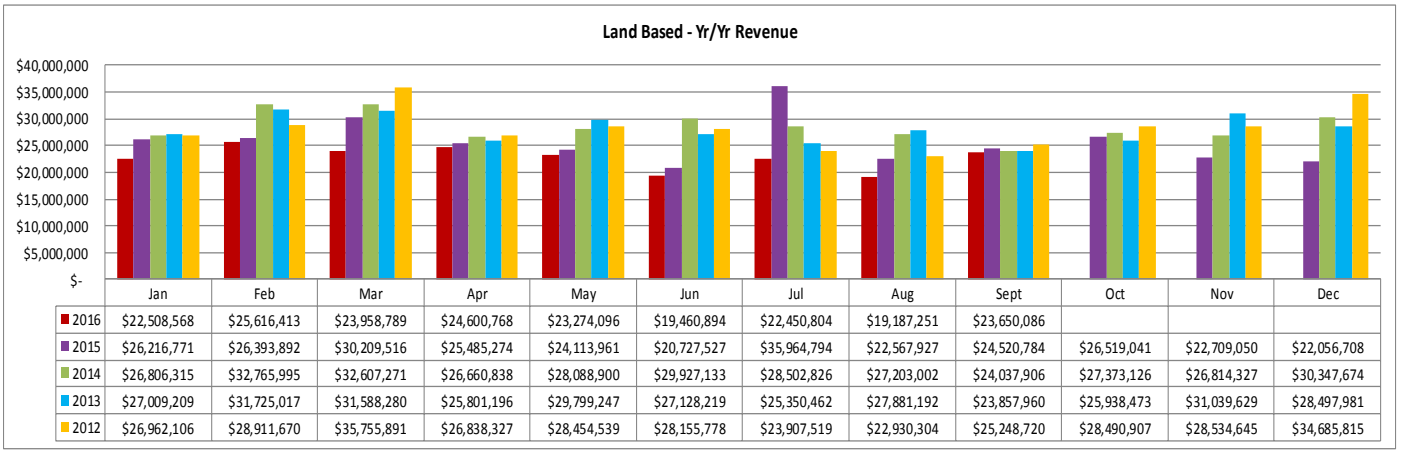
GROSS GAMING REVENUE



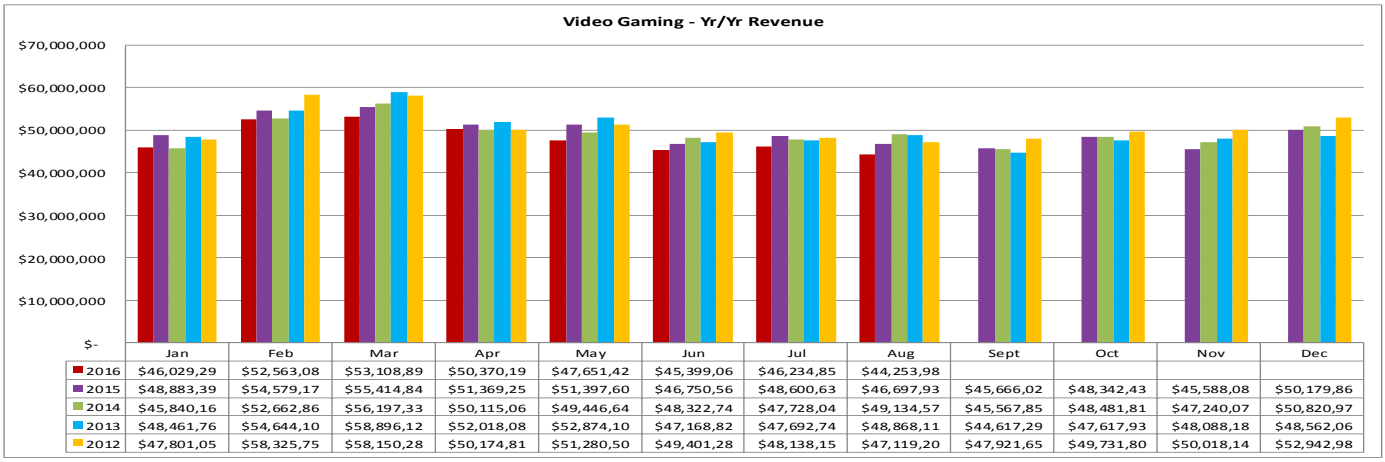
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2016	$154,327,821	$166,059,833	$161,375,993	$164,202,278	$153,774,440	$156,379,203	$178,183,983	$150,275,087	$158,460,904			
2015	$161,898,731	$164,451,685	$173,194,310	$164,401,444	$179,331,593	$158,869,680	$179,959,451	$162,535,669	$153,132,114	$161,594,153	$149,419,708	$165,003,956
2014	$131,498,917	$142,551,892	$154,418,481	$137,309,908	$150,320,779	$142,365,154	$151,569,963	$156,700,716	$129,611,084	$136,949,484	$137,904,707	$172,711,223
2013	$126,856,303	$139,677,820	$161,329,155	$137,886,095	$149,126,865	$142,379,549	$153,584,131	$153,725,702	$128,260,745	$132,271,000	$144,143,475	$143,086,726
2012	$126,350,113	$151,040,918	$154,099,295	$131,456,284	$141,487,183	$139,917,495	$138,646,980	$132,689,584	$141,799,760	$126,008,300	$132,698,229	$143,520,015



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2016	$30,291,395	$31,624,782	$28,689,934	$29,967,656	$30,276,519	$26,874,426	$30,646,604	$25,636,780	$27,233,481			
2015	$31,743,815	$33,261,167	$33,712,696	$30,704,138	$33,696,142	$28,603,986	$32,368,138	$28,987,912	$28,449,067	$27,618,385	$28,016,779	$30,100,581
2014	$30,165,992	$34,422,869	$37,041,420	$30,862,115	$34,734,715	$31,177,866	$32,914,608	$33,878,556	$29,122,241	$30,251,199	$30,389,006	$31,773,961
2013	$31,328,909	$35,227,942	$39,249,280	$32,699,224	$35,255,459	$32,861,338	$33,668,488	$33,520,269	$30,102,695	$29,115,292	$31,355,154	$30,571,668
2012	$32,250,943	$37,242,339	$38,024,290	$33,198,314	$34,212,602	$34,715,309	$35,017,972	$32,398,149	$32,743,677	$30,362,252	$31,719,940	$33,192,998



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2016	$22,508,568	$25,616,413	$23,958,789	$24,600,768	$23,274,096	$19,460,894	$22,450,804	$19,187,251	$23,650,086			
2015	$26,216,771	$26,393,892	$30,209,516	$25,485,274	$24,113,961	$20,727,527	$35,964,794	$22,567,927	$24,520,784	$26,519,041	$22,709,050	$22,056,708
2014	$26,806,315	$32,765,995	$32,607,271	$26,660,838	$28,088,900	$29,927,133	$28,502,826	$27,203,002	$24,037,906	$27,373,126	$26,814,327	$30,347,674
2013	$27,009,209	$31,725,017	$31,588,280	$25,801,196	$29,799,247	$27,128,219	$25,350,462	$27,881,192	$23,857,960	$25,938,473	$31,039,629	$28,497,981
2012	$26,962,106	$28,911,670	$35,755,891	$26,838,327	$28,454,539	$28,155,778	$23,907,519	$22,930,304	$25,248,720	$28,490,907	$28,534,645	$34,685,815



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2016	$46,029,29	$52,563,08	$53,108,89	$50,370,19	$47,651,42	$45,399,06	$46,234,85	$44,253,98				
2015	$48,883,39	$54,579,17	$55,414,84	$51,369,25	$51,397,60	$46,750,56	$48,600,63	$46,697,93	$45,666,02	$48,342,43	$45,588,08	$50,179,86
2014	$45,840,16	$52,662,86	$56,197,33	$50,115,06	$49,446,64	$48,322,74	$47,728,04	$49,134,57	$45,567,85	$48,481,81	$47,240,07	$50,820,97
2013	$48,461,76	$54,644,10	$58,896,12	$52,018,08	$52,874,10	$47,168,82	$47,692,74	$48,868,11	$44,617,29	$47,617,93	$48,088,18	$48,562,06
2012	$47,801,05	$58,325,75	$58,150,28	$50,174,81	$51,280,50	$49,401,28	$48,138,15	$47,119,20	$47,921,65	$49,731,80	$50,018,14	$52,942,98

Source: Louisiana State Police