LOUISIANA OFFICE OF TOURISM

PERFORMANCE INDICATOR DOCUMENTATION

Program:　　　　　Administration

Activity:　　　　　Advertising

Objective:　　　　　1 – Increase the amount of spending by visitors by 18 percent from $18.8 billion in 2019 to $22.1 billion in 2025.

Indicator Name:　　Direct visitor spending by visitors to Louisiana.

LaPAS PI Code:　　1322

1. **Type and Level:**
   Outcome – Key

2. **Rationale, Relevance, Reliability:**
   Measures the total spending by visitors to Louisiana annually, which is a direct measure of progress toward meeting our objective of increasing visitor spending. This is a measurement of direct impact from visitors who choose Louisiana as their destination.

3. **Use:**
   This indicator is used by management to analyze the effectiveness of marketing strategies.

4. **Clarity:**
   See Glossary of Terms.

5. **Data Source, Collection and Reporting:**
   A report titled Louisiana Visitor Volume and Spending is generated annually by D.K. Shifflet (DKSA) through a licensed agreement with the Office of Tourism. The Research Section receives the report from DKSA in April.

6. **Calculation Methodology:**
   DKSA estimates the types of visitors using an online sample panel from a national sample. The sample is surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population. Person-Stays, which counts every stay on a trip.

7. **Scope:**
   This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8.   Caveats:
Dependent upon the annual renewal of the Office of Tourism's agreement with DKSA for the report, and timely and consistent updating by DKSA.

9.   Accuracy, Maintenance, Support:
This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Administration

Activity: Advertising

Objective: 1 – Increase the amount of spending by visitors by 18 percent from $18.8 billion in 2019 to $22.1 billion in 2025.

Indicator Name: Number of visitors to Louisiana.

LaPAS PI Code: 1323

1.   **Type and Level:**
       Output – Key

2.   **Rationale, Relevance, Reliability:**
       Measures the total number of people who chose Louisiana as their leisure/business destination. This is a valid indication of our progress toward meeting the objective to increase visitor spending.

3.   **Use:**
       This indicator is used to track the quantity of visitors to Louisiana annually and quarterly to assess the effectiveness of marketing efforts.

4.   **Clarity:**
       See Glossary of Terms.

5.   **Data Source, Collection and Reporting**:
       Total domestic & foreign visitation is calculated from the Louisiana Visitor Volume and Spending report by D.K. Shifflet (DKSA) and Tourism Economics International States Travel Dashboard. Also, the number of international visitors is obtained quarterly from the National Travel & Tourism Office (NTTO) Visitors Arrival Program (I-94 data) of U.S.-overseas and U.S.-Mexican markets.

6.   **Calculation Methodology:**
       DKSA 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. Tourism Economics database leverages multiple sources of data sets to arrive at estimates.

7.   **Scope:**
       This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8. **Caveats:**
   Dependent upon the annual renewal of the Office of Tourism's agreement with DKSA, Tourism Economics, and publication subscription with NTTO for the reports, and timely and consistent updating from DKSA, Tourism Economics, and NTTO.

9. **Accuracy, Maintenance, Support:**
   This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Advertising

Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 51.3 million in 2019 to 61.6 million in 2025.

Indicator Name: State taxes collected from visitor spending (in millions).

LaPAS PI Code: 1325

1.   **Type and Level:**
             Outcome – Key

2.   **Rationale, Relevance, Reliability:**
             This indicator measures the total amount of state taxes generated by visitor spending. Since the Office of Tourism receives its budget from state tax revenue, there is a connection to the amount of state taxes generated by visitors.

3.   **Use:**
             This indicator is used to monitor annual growth as the result of visitor spending in Louisiana. It is used to analyze the success of the marketing plan.

4.   **Clarity:**
             See Glossary of Terms.

5.   **Data Source, Collection and Reporting:**
             A report titled Economic Impact of Tourism in Louisiana is generated annually by Tourism Economics through a contract with the Office of Tourism. The Research Section receives the report from Tourism Economics in May.

6.   **Calculation Methodology:**
             Tourism Economics compiles diverse data sets to measure visitor expenditures and uses a data cross-check method utilizing an Input-Output (I-O) model based on an IMPLAN (an economic impact assessment software system) model to create the report. An I-O model represents a profile of an economy by measuring the relationships among industries and consumers. The model will estimate direct, indirect, and induced impacts by industry and provide related economic impact data (payroll income, employment, and federal, state, and local tax revenue) on travel in Louisiana.

7.   **Scope:**
             This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8.   Caveats:
Dependent upon the annual renewal of the Office of Tourism's contract with Tourism Economics, and timely and consistent updating by Tourism Economics.

9.   Accuracy, Maintenance, Support:
This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Advertising

Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 51.3 million in 2019 to 61.6 million in 2025.

Indicator Name: Total mail, telephone, internet inquires and walk-ins.

LaPAS PI Code: 15675

1. **Type and Level:**
   Output – Key

2. **Rationale, Relevance, Reliability:**
   Measures the total number of inquiries received by the Office of Tourism, which is an indication of the effectiveness of marketing efforts.

3. **Use:**
   The Office no longer relies solely on inquiry counts or research conducted of inquiries as a performance indicator. The discontinued use of inquiries as a primary indicator is due to the greater use and unpredictability of the Office of Tourism's website to produce inquiries. The website contains all of the same information that is in the Louisiana Tour Guide. Almost all inquiries are generated from advertising. However, not all inquiries generate a mailed packet since the large majority of internet inquiries do not request a mailed packet of information on Louisiana. This information is useful in decision making concerning marketing strategies as well as determining the volume of promotional materials (tour guides, brochures, etc.) that should be produced.

4. **Clarity:**
   See Glossary of Terms.

5. **Data Source, Collection and Reporting:**
   From monthly reports generated by the Office of Tourism through counts generated within each welcome center. Total inquiry counts are generated monthly and reported in monthly tracking reports developed by the Research Section.

6. **Calculation Methodology:**
   Actual Count.

7. **Scope:**
   This indicator includes all mail, telephone, e-mail and Internet inquiries as well as walk-in visitors.

8. **Caveats:**
None.

9. **Accuracy, Maintenance, Support:**
This indicator is an actual count of all inquiries, so there is no sample error.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Advertising

Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 51.3 million in 2019 to 61.6 million in 2025.

Indicator Name: Number of U.S. resident visitors.

LaPAS PI Code: None – New

1. **Type and Level:**
   Output – General Performance Information

2. **Rationale, Relevance, Reliability:**
   Measures total number of U.S. resident visitors who choose Louisiana as a leisure/business trip destination. This is a valid indication of our progress toward meeting the objective of increasing visitor spending.

3. **Use:**
   This indicator is used to track visitor volume to Louisiana among U.S. residents and compare our volume trends with other competing states in order to measure the effectiveness of our marketing efforts.

4. **Clarity:**
   See Glossary of Terms.

5. **Data Source, Collection and Reporting:**
   From Louisiana Visitor Volume and Spending report by D.K. Shifflet (DKSA). Total U.S. resident visitor counts are obtained annually from DKSA.

6. **Calculation Methodology:**
   DKSA estimates the types of visitors using an online sample panel from a national sample. The sample is surveyed each month enabling DKSA to generate the best estimate of travel incidence (volume) within the total U.S. population.

7. **Scope:**
   This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8. **Caveats:**
   Dependent upon the annual renewal of the Office of Tourism's agreement with D.K. Shifflet for the report, and timely and consistent updates from DKSA.

9.   Accuracy, Maintenance, Support:
This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Advertising

Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from
51.3 million in 2019 to 61.6 million in 2025.

Indicator Name: Number of Canadian and overseas visitors.

LaPAS PI Code: None – New

1.   **Type and Level:**
     Output – General Performance Information

2.   **Rationale, Relevance, Reliability:**
     Measures total number of overseas and Canadian resident visitors who choose Louisiana
     as a leisure/business trip destination. This is a valid indication of our progress toward
     meeting the objective of increasing visitor spending.

3.   **Use:**
     This indicator is used to track the success of overseas and Canadian marketing initiatives
     in order to measure the effectiveness of our marketing efforts.

4.   **Clarity:**
     See Glossary of Terms.

5.   **Data Source, Collection and Reporting:**
     The number of overseas and Mexican international visitors to Louisiana is obtained from
     the National Travel and Tourism Office's (NTTO) Visitors Arrival Program (I-94 data)
     and Tourism Economics. The number of Canadian visitors is obtained from Tourism
     Economics.

6.   **Calculation Methodology:**
     Tourism Economics leverages multiple data sets to arrive at estimates. NTTO integrates
     the volume of inbound international visitors to the United States from residents of other
     countries, using three U.S. and international government sources.

7.   **Scope:**
     This indicator encompasses all visitors whose residence is not in the U.S.

8.   **Caveats:**
     Dependent on the annual renewal of the Office of Tourism's subscriptions to Tourism
     Economic International States Travel Dashboard and the NTTO I-94 quarterly
     publication.

9. **Accuracy, Maintenance, Support:**
The validity of the data on Canadian visitors is very reliable because it comes from a trusted source (Tourism Economics) and a sound methodology. The reliability of the overseas visitation comes from the National Travel and Tourism Office's Visitors Arrival Program (I-94 data) publication, which gathers statistical data about international air passenger travelers via a survey.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Advertising

Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 51.3 million in 2019 to 61.6 million in 2025.

Indicator Name: Amount of expenditures in Louisiana by U.S. resident visitors.

LaPAS PI Code: None – New

1.   **Type and Level:**
        Outcome – General Performance Information

2.   **Rationale, Relevance, Reliability:**
        Measures the total annual spending of visitors to Louisiana who are U.S. residents, which is a direct measurement of our progress toward meeting our objective of increasing visitor spending. This is a measurement of direct impact from visitors who choose Louisiana as their destination.

3.   **Use:**
        This indicator is used by management to analyze the effects of marketing strategies.

4.   **Clarity:**
        See Glossary of Terms.

5.   **Data Source, Collection and Reporting:**
        A Louisiana Visitor Volume and Spending report is generated annually by D.K. Shifflet through a licensed agreement with the Office of Tourism. The Research Section receives this report in April.

6.   **Calculation Methodology:**
        DKSA 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.

7.   **Scope:**
        This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys

8.   **Caveats:**
        Dependent upon the annual renewal of the Office of Tourism's agreement with D.K. Shifflet for the report, and timely and consistent updates by DKSA.

9.   Accuracy, Maintenance, Support:
This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Advertising

Objective: 1 – Increase the number of visitors to Louisiana by 20 percent from 51.3 million in 2019 to 61.6 million in 2025.

Indicator Name: Amount of expenditures in Louisiana by international visitors.

LaPAS PI Code: None – New

1. **Type and Level:**
   Outcome – General Performance Information

2. **Rationale, Relevance, Reliability:**
   Measures the total annual spending by international visitors to Louisiana, which is a direct measurement of our progress toward meeting our objective of increasing visitor spending. This is a measurement of direct impact from visitors who choose Louisiana as their destination.

3. **Use:**
   This indicator is used by management to analyze the effects of marketing strategies.

4. **Clarity:**
   See Glossary of Terms.

5. **Data Source, Collection and Reporting:**
   VisaVue data is collected by Visa, Inc., which reports Visa international transaction data, including dollar amount of transactions and merchant summary, by international Visa cardholders (consumer/commercial) in Louisiana and in the U.S. The Research section receives these reports by quarter on an annual basis.

6. **Calculation Methodology:**
   The data is sourced from VisaNet, which contains all transactions conducted using Visa-branded cards and settled through Visa's network.

7. **Scope:**
   This indicator comes from a national aggregate, which is then divided into state data based on the results of nationwide travel surveys.

8. **Caveats:**
   Dependent upon the annual renewal of the Office of Tourism's subscription with Visa, Inc., and timely and consistent reporting by Visa, Inc.

9.   Accuracy, Maintenance, Support:
This indicator comes from the leading sources of national travel data and has been reviewed by the Legislative Auditor.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Communications

Objective: 2 – Increase the number of jobs within the Louisiana tourism industry by 10 percent from 238,800 in 2019 to 262,680 in 2025.

Indicator Name: Number of people employed directly in travel and tourism in Louisiana.

LaPAS PI Code: 15677

1. **Type and Level:**
   Outcome – Key

2. **Rationale, Relevance, Reliability:**
   Measures the total number of people directly employed in tourism due to visitor spending. This is a measurement of direct impact from visitors, who choose Louisiana as their destination and is a valid measurement of our success in meeting our objective to increase jobs in the tourism industry in Louisiana.

3. **Use:**
   This indicator is used to track the size and scope of the travel industry in Louisiana, and to monitor the growth of this industry in comparison with other states. This information is useful in measuring the growth of the tourism industry in Louisiana.

4. **Clarity:**
   See Glossary of Terms.

5. **Data Source, Collection and Reporting:**
   Calendar year tourism direct employment is calculated by the U.S. Bureau of Labor Statistics (BLS), which provides Louisiana statewide leisure & hospitality employment calculations on a monthly basis and is seasonally adjusted.

6. **Calculation Methodology:**
   The U.S. Bureau of Labor Statistics produces detailed industry estimates of employment of workers each month from NAICS classifications and a sample of establishments.

7. **Scope:**
   This indicator includes all employees in Louisiana directly supported by visitor spending in Louisiana.

8. **Caveats:**
   Dependent upon the monthly release of employment from BLS.

9.   **Accuracy, Maintenance, Support:**
This indicator comes from a leading source of employment data and national data availability.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Research

Objective: 2 – Increase the number of jobs within the Louisiana tourism industry by 10 percent from 238,800 in 2019 to 262,680 in 2025.

Indicator Name: Hotel/motel room nights sold.

LaPAS PI Code: 15678

1.   **Type and Level:**
      Input – Supporting

2.   **Rationale, Relevance, Reliability:**
      Measures level of effort in pursuit of accomplishing objective.

3.   **Use:**
      This indicator is used to track hotel usage within the state of Louisiana and its large metropolitan areas. This information is used by management to track the growth of the travel industry in Louisiana.

4.   **Clarity:**
      See Glossary of Terms.

5.   **Data Source, Collection and Reporting:**
      Data collected and published from STRs (Smith Travel Research) weekly and monthly destination lodging report.

6.   **Calculation Methodology:**
      Proprietary from STR, Inc.

7.   **Scope:**
      This indicator includes all hotel/motel occupancy, average daily rate, room revenue, supply & demand in Louisiana.

8.   **Caveats:**
      Dependent on hotels/motels that submit information to STR.

9.   **Accuracy, Maintenance, Support:**
      This indicator comes from the leading source of national data on hotel/motel usage.

10.   **Responsible Person:**

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Audubon Golf Trail

Objective: 3 – Increase the number of rounds of golf played at Audubon Golf Trail (AGT) courses to 325,000 annually by 2025.

Indicator Name: Annual number of rounds played annually on AGT courses

LaPAS PI Code: 20693

1. **Type and Level:**
    Outcome – Key

2. **Rationale, Relevance, Reliability:**
    Indicates the courses are being used.

3. **Use:**
    Will be used for both internal purposes and for performance-based budgeting. Implement a marketing program to advance the awareness of the AGT.

4. **Clarity:**
    Any round of golf played shall be counted.

5. **Data Source, Collection and Reporting:**
    Each course is responsible for collecting and recording rounds played.

6. **Calculation Methodology:**
    Standard to the golf industry: if a golfer plays any round at the course, it is recorded.

7. **Scope:**
    The member courses of the Audubon Golf Trail are spread all over the state. The number of rounds played shall be for the entire group across the state. If needed, regional analysis could be made.

8. **Caveats:**
    The indicator is reliant on the member courses properly training their staff to record all rounds.

9. **Accuracy, Maintenance, Support**:
    Each of the member courses keep annual accounting records of rounds played.

10. **Responsible Person:**
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PERFORMANCE INDICATOR DOCUMENTATION

Program: Marketing

Activity: Audubon Golf Trail

Objective: 3 – Increase the number of rounds of golf played at Audubon Golf Trail (AGT) courses to 325,000 annually by 2025.

Indicator Name: Percent increase in rounds of golf played.

LaPAS PI Code: 23518

1.   **Type and Level:**
      Input – Key

2.   **Rationale, Relevance, Reliability:**
      Indicates the local courses and the state marketing efforts are being successfully received by consumers.

3.   **Use:**
      This indicator will be used for future marketing decisions.

4.   **Clarity:**
      Calculations of rounds will be made quarterly to determine the percentage of growth.

5.   **Data Source, Collection and Reporting:**
      Rounds are reported to the state by each member course for calculation.

6.   **Calculation Methodology:**
      Golf records.

7.   **Scope:**
      The member courses of the Audubon Golf Trail are spread all over the state. The number of rounds played shall be for the entire group across the state.

8.   **Caveats:**
      None.

9.   **Accuracy, Maintenance, Support:**
      Each course is responsible for collecting and reporting rounds played.

10.   **Responsible Person:**
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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center

Activity: Welcome Center

Objective: 1 – Increase the number of welcome center visitors by 20 percent from
                         750,000 in 2019 to 825,000 in 2025.

Indicator Name: Total visitors to welcome centers.

LaPAS PI Code: 1328

1.   **Type and Level:**
     Output – Key

2.   **Rationale, Relevance, Reliability:**
     Measures level of users of the welcome centers as recorded by the welcome center
     program's registration sheets. This is the only method of measuring the level of use a
     welcome center experiences.

3.   **Use:**
     Measuring the number of visitors to the welcome center aids the tracking of printed
     materials distributed at each center, as well as other traffic issues related to the welcome
     centers.

4.   **Clarity:**
     See Glossary of Terms.

5.   **Data Source, Collection and Reporting:**
     Each month, each welcome center compiles the results of those who have voluntarily
     signed the registration book and sends the results to the regional coordinator. The
     Regional Coordinator then compiles this information into a report and the Research
     Section extracts the data from the welcome center logging-reporting administration
     online site. Monthly, calendar year and fiscal year reports are generated.

6.   **Calculation Methodology:**
     Total sum of all visitors, who sign the registration sheets along with those in their travel
     party.

7.   **Scope:**
     This indicator encompasses all state welcome center visitors that are registered on the
     sign-in sheets. It is comparable to the methods used by other states' welcome centers.

8.   **Caveats**:

The welcome centers have been undergoing extensive renovations. This and any highway construction as well as weather, special events, and holidays can adversely affect the amount of traffic through the centers.

9.   Accuracy, Maintenance, Support:
This indicator is an actual figure and relies on no formulas or projections; therefore, the accuracy is good. However, since the indicator is dependent on the visitors who fill out the sign-in log at each center, it is strictly a voluntary system and may miss some visitors who refuse to sign the sheets.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center

Activity: Welcome Center

Objective: 1 – Increase the number of welcome center visitors by 20 percent from 750,000 in 2019 to 825,000 in 2025.

Indicator Name: Number of Welcome Center Travel Counselors.

LaPAS PI Code: None

1. **Type and Level:**
   Input – General Performance Information

2. **Rationale, Relevance, Reliability:**
   Measures level of resources available for accomplishing objective.

3. **Use:**
   The number of full-time welcome center counselors has a major impact on how many welcome center visitors are given detailed information on Louisiana.

4. **Clarity:**
   See Glossary of Terms.

5. **Data Source, Collection and Reporting:**
   From Budget Cost Center Breakdown Forms. Reported annually at the beginning of each fiscal year.

6. **Calculation Methodology:**
   Actual count.

7. **Scope:**
   This indicator includes all full-time permanent counselors located in all of the state welcome centers.

8. **Caveats:**
   None.

9. **Accuracy, Maintenance, Support:**
   This indicator is an actual number and not a projection or sample; therefore it is very reliable and accurate.

10. **Responsible Person:**
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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center

Activity: Welcome Center

Objective: 1 – Increase the number of welcome center visitors by 20 percent from 750,000 in 2019 to 825,000 in 2025.

Indicator Name: Number of welcome centers.

LaPAS PI Code: None

1. **Type and Level:**
   Input – Standard Performance Information

2. **Rationale, Relevance, Reliability:**
   Measures level of resources available for accomplishing objective.

3. **Use:**
   This indicator determines how much staff is needed and is an indication of how many welcome center visitors will annually be recorded.

4. **Clarity:**
   See Glossary of Terms.

5. **Data Source, Collection and Reporting:**
   From Budget Cost Center Breakdown Forms. Reported annually at the beginning of each fiscal year.

6. **Calculation Methodology:**
   Actual count.

7. **Scope:**
   This indicator is the sum total of welcome centers administered by the Office of Tourism.

8. **Caveats:**
   None.

9. **Accuracy, Maintenance, Support:**
   This number is an actual count that is derived from the annual budget.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center

Activity: Welcome Center

Objective: 2 – Maintain average length of stay by welcome center visitors at 2.0 nights from 2019 to 2025.

Indicator Name: Cost per visitor

LaPAS PI Code: 1329

1. **Type and Level:**
    Efficiency – Supporting

2. **Rationale, Relevance, Reliability:**
    Measures level of users of the welcome centers as recorded by the welcome center program's registration sheets and divided by the welcome center budget expenditures. This calculation measures the level of resources allocated per welcome center visitor.

3. **Use:**
    This indicator is used to illustrate the amount of resources that are allocated to the centers in roportion to their traffic volume. It is a measure of efficiency and is helpful to management in determining the allocation of resources.

4. **Clarity:**
    See Glossary of Terms.

5. **Data Source, Collection and Reporting:**
    Each month, each welcome center compiles the results of those who have voluntarily signed the registration book and sends the results to the regional coordinator. The Regional Coordinator then compiles this information into a report and the Research Section extracts the data from the welcome center logging-reporting administration online site. The annual count is then divided by the total budget allocated to welcome center program. Monthly, calendar year and fiscal year reports are generated on welcome center visitors.

6. **Calculation Methodology:**
    The total sum of all visitors who sign the registration sheets along with those in their travel party is divided into the total annual welcome center expenditures.

7. **Scope:**
    This indicator encompasses all state welcome center visitors that are registered on the sign-in sheets.

8.   Caveats:
The welcome centers have been undergoing extensive renovations. This and any highway construction as well as weather, special events, and holidays can adversely affect the amount of traffic through the centers.

9.   Accuracy, Maintenance, Support:
This indicator is an actual figure and relies on no formulas or projections, therefore the accuracy is good. However, since the indicator is dependent on the visitors who fill out the sign-in log at each center, it is strictly a voluntary system and may miss some visitors who refuse to sign the sheets.

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PERFORMANCE INDICATOR DOCUMENTATION

Program: Welcome Center

Activity: Welcome Center

Objective: 2 – Maintain average length of stay by welcome center visitors at 2.0 nights from 2019 to 2025.

Indicator Name: Average length of stay for welcome center visitors.

LaPAS PI Code: 1327

1. **Type and Level:**
   Outcome – Key

2. **Rationale, Relevance, Reliability:**
   Measures the results of the travel counselors' efforts for visitors to extend their stay in Louisiana.

3. **Use:**
   This indicator is used to measure the effectiveness of the welcome center staff whose role is to counsel the visitors to stay longer in Louisiana.

4. **Clarity:**
   See Glossary of Terms.

5. **Data Source, Collection and Reporting:**
   The average length of stay has been incorporated into the registration sheet that a visitor is requested to sign when he/she enters the center. This provides more timely and accurate information.

6. **Calculation Methodology:**
   The average number of nights per party in Louisiana is determined by dividing the total number of nights in Louisiana as indicated on the sign-in sheets, by the total number of parties registered at the welcome centers.

7. **Scope:**
   This indicator encompasses all state welcome center visitors that are registered on the sign-in sheets.

8. **Caveats:**
   None.

9. **Accuracy, Maintenance, Support:**

This indicator is an actual figure and relies on no formulas or projections, therefore the accuracy is good. However, since the indicator is dependent on the visitors who fill out the sign-in log at each center, it is strictly a voluntary system and may miss some visitors who refuse to sign the sheets.

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