

Louisiana Strategic Plan Update

FY 2026-2027 through FY 2030-2031

Top Five Performance Indicators

Instructions: Use the boxes below to identify the top five performance indicators that highlight the efforts to achieve the agency's vision, mission, and philosophy.

Department and Agency Name: Office of Tourism
Performance Indicator 1 <i>(Please identify the objective associated with this performance indicator)</i>
Objective 1: Increase the amount of spending by visitors by 30 percent from \$18.5 billion in 2024 to \$24 billion in 2031. PI 1322 - Direct visitor spending by visitors to Louisiana (billions).
Performance Indicator 2 <i>(please identify the objective associated with this performance indicator)</i>
Objective 1: Increase the amount of spending by visitors by 30 percent from \$18.5 billion in 2024 to \$24 billion in 2031. PI 1323 - Total number of visitors to Louisiana (millions).
Performance Indicator 3 <i>(please identify the objective associated with this performance indicator)</i>
Objective 2: Increase the number of jobs withing the Louisiana tourism industry by 15 percent from 224,600 in 2024 to 258,290 in 2031. PI 15677 - Number of people employed directly in travel and tourism industry in Louisiana.
Performance Indicator 4 <i>(please identify the objective associated with this performance indicator)</i>
Objective 1: Increase the number of visitors to Louisiana by 30 percent from 44.5 million in 2024 to 53.4 million in 2031. PI 1325 - State taxes collected from visitor spending.
Performance Indicator 5 <i>(please identify the objective associated with this performance indicator)</i>
Objective 1: Increase the number of welcome center visitors by 15 percent from 583,712 in 2024 to 671,269 in 2031. PI 1328 - Total Visitors to Welcome Centers.