



Louisiana Culinary Web Survey Detailed Report May 15, 2013

Table of Contents

Section A	Background, Methodology and Objectives	3
Section B	Louisiana Travel	9
Section C	Factors Influencing Louisiana Visit	25
Section D	Importance of Culinary to Louisiana Travel	50
Section E	Factors Influencing Restaurant Selection	55
Section F	Festivals	65
Section G	Louisiana Seafood	71
Section H	Awareness of Louisiana Seafood Advertising	91
Section I	Travel Research Methods	94
Section J	States Visited	97
Section K	States Planned to Visit	103
Section L	State of Residence	114
Section M	Demographics	122
Section N	Conclusions and Recommendation	138



Section A

Background, Methodology and Objectives

Background

The *Louisiana Office of Tourism* commissioned *Q2 Insights* to conduct research to determine whether and how culinary offerings influence the choice to travel to and within Louisiana. *Louisiana Office of Tourism*, in partnership with the *Louisiana Seafood Board*, sought to determine how much of an impact seafood, food-related festivals and events, and other factors have on consumers' decisions to travel to and within Louisiana.

To address the goals of this project, *Q2 Insights* conducted Quantitative Research in the form of a Web Panel Survey. A total of $n = 1,251$ Web Interviews were completed with:

- 1,002 from a national multi-source Web Panel
- 249 from the *Louisiana Office of Tourism* database

All Study participants either visited Louisiana within the last two years and / or plan to visit Louisiana within the next two years.

Research Objectives

The objectives of this research were to:

Travel

- Identify states visited in the past 24 months
- Identify states that will be visited in the next 24 months
- Determine if visit is for business or pleasure

Travel to Louisiana

- Determine what time of year trip to Louisiana was or will be made
- Identify locations that were or will be visited during the trip to Louisiana
- Determine the duration of the trip to Louisiana

Relative Importance of Factors Influencing Louisiana Visit

- Assess the relative importance of each of the following when making the decision to visit Louisiana
 - Advertising
 - Louisiana
 - Seafood
 - Gulf Coast
 - Business
 - Camping
 - Culinary
- Identify top reasons for visiting Louisiana

Research Objectives

Culinary Tourism

- Assess the overall impact of culinary on the decision to visit Louisiana
- Determine if culinary tourism is primarily food or festival based

Restaurants

- Describe how restaurants are selected
 - Before or during trip
 - On the basis of awards, chefs, other
 - Recommendation

Festivals

- Identify the reasons travelers are visiting Louisiana festivals

Louisiana Seafood

- Identify the types of seafood of greatest interest to visitors to Louisiana
- Determine how visitors purchase seafood in Louisiana
 - Restaurant
 - Fresh (to ship home)
 - Other

Research Objectives

Research Methods

- Delineate the research methods used to determine where to visit
- Outline the research methods used to determine what to do while in Louisiana

Louisiana Seafood Advertising Awareness

- Assess awareness of Louisiana seafood advertising (print, radio, television, Internet, social, other)
- Assess recall of specific advertising messages

Profile Louisiana Visitors

- Profile Louisiana visitors from a demographic and psychographic perspective

LOUISIANA
Pick your Passion



Methodology

A sample size of $n = 1,251$ yields $\pm 2.77\%$ sampling error at 95% confidence. This means that if the same Web Survey were conducted 100 times, the same results would be found in 95 out of 100 surveys and would differ from the true ratings by less than $\pm 2.77\%$.

Q2 *Insights* programed and hosted the Web Panel Survey. All interviews were conducted on the Internet. A structured questionnaire was employed for the study and took approximately 15 minutes to administer.

The data was analyzed using crosstabulations and statistical testing. Stratification variables for data analysis were developed in collaboration with the client.

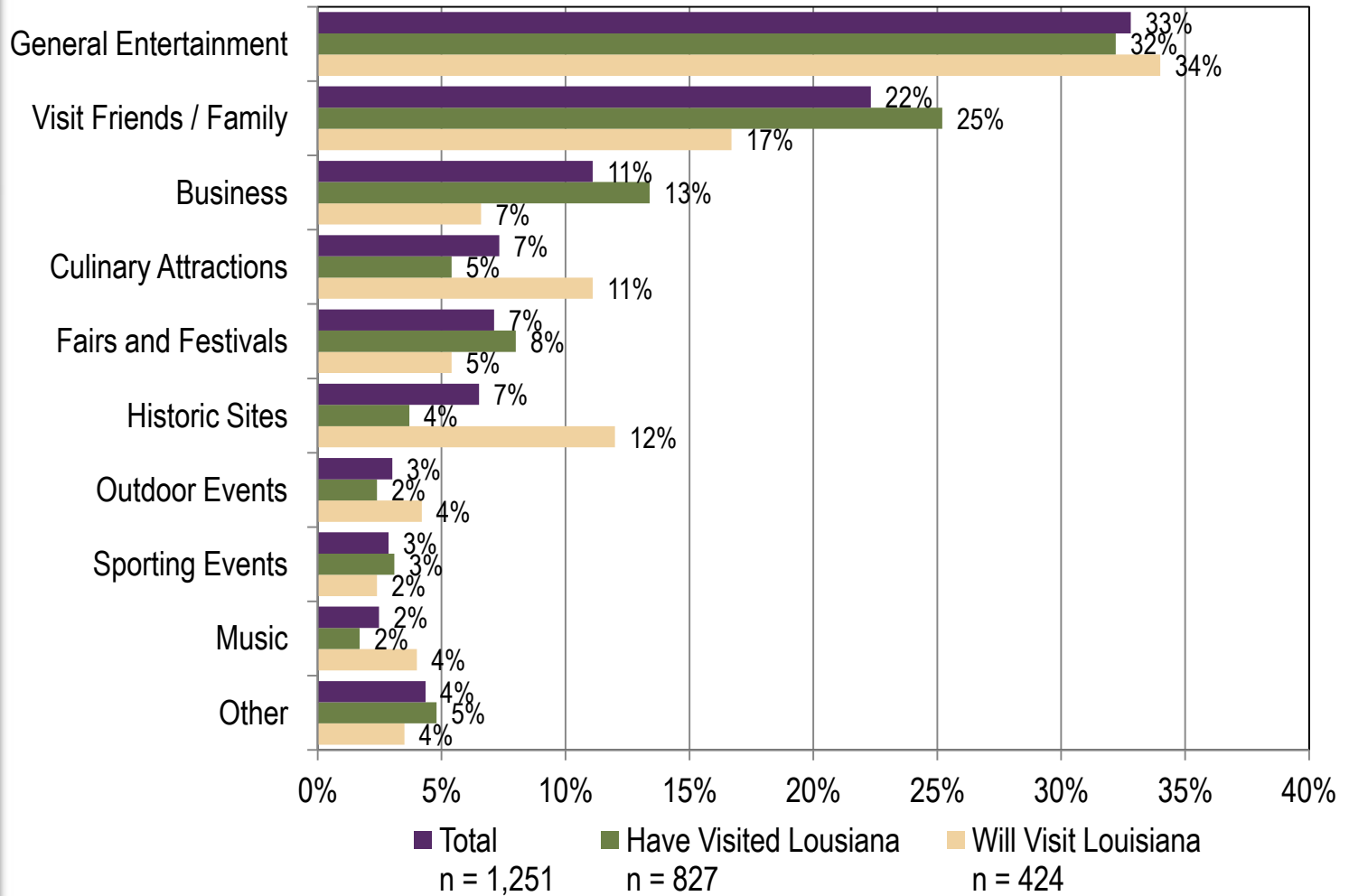


Section B

Louisiana Travel

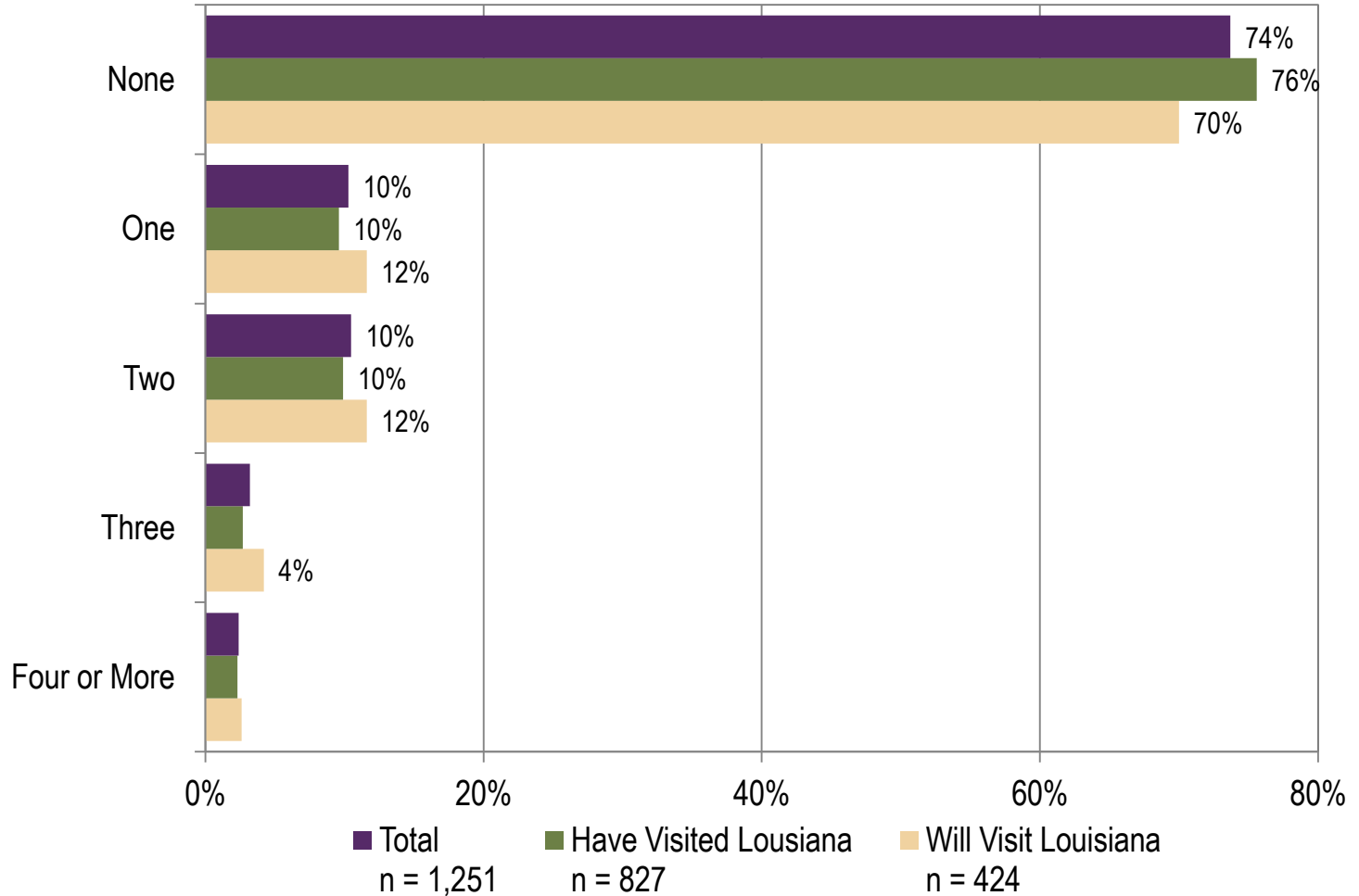
Primary Purpose

Q6.) Which of the following was/is the primary purpose of your trip to Louisiana? *Single response.*



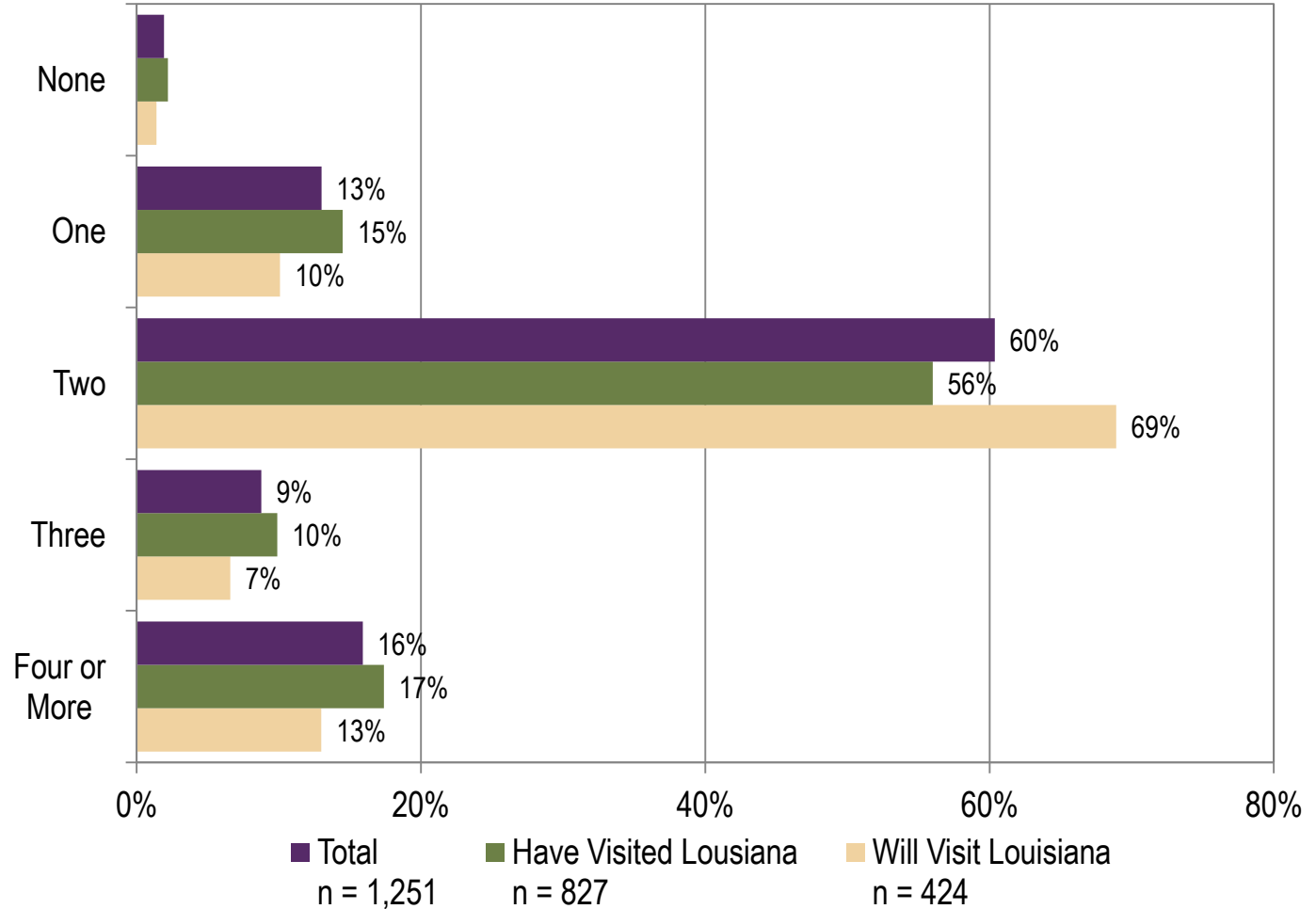
Louisiana Travel Party: Less Than 18 Years

Q7a.) How many members in your Louisiana travel party are less than 18 years of age?



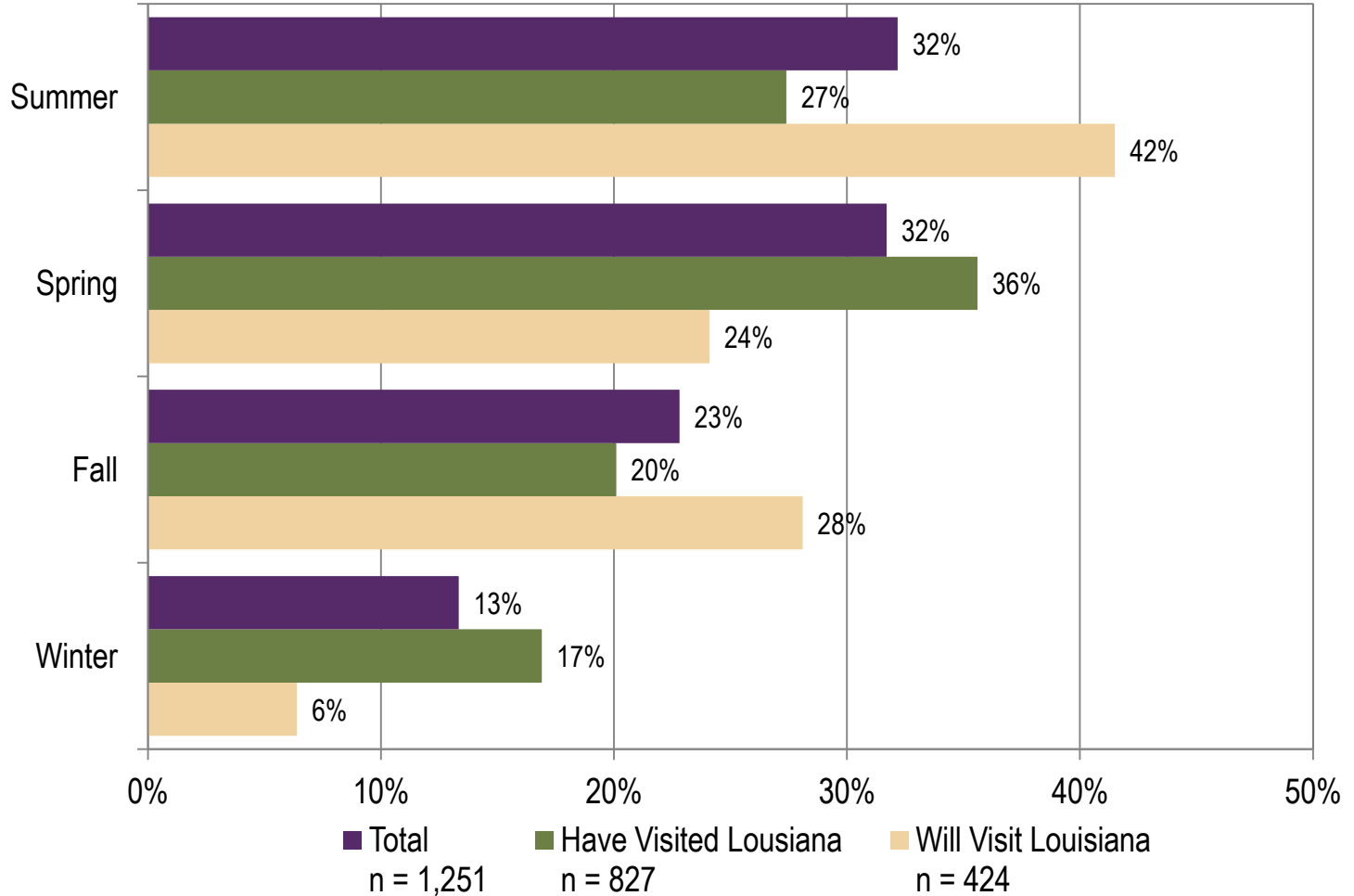
Louisiana Travel Party: 18 Years Or More

Q7b.) How many members in your Louisiana travel party are more than 18 years of age?



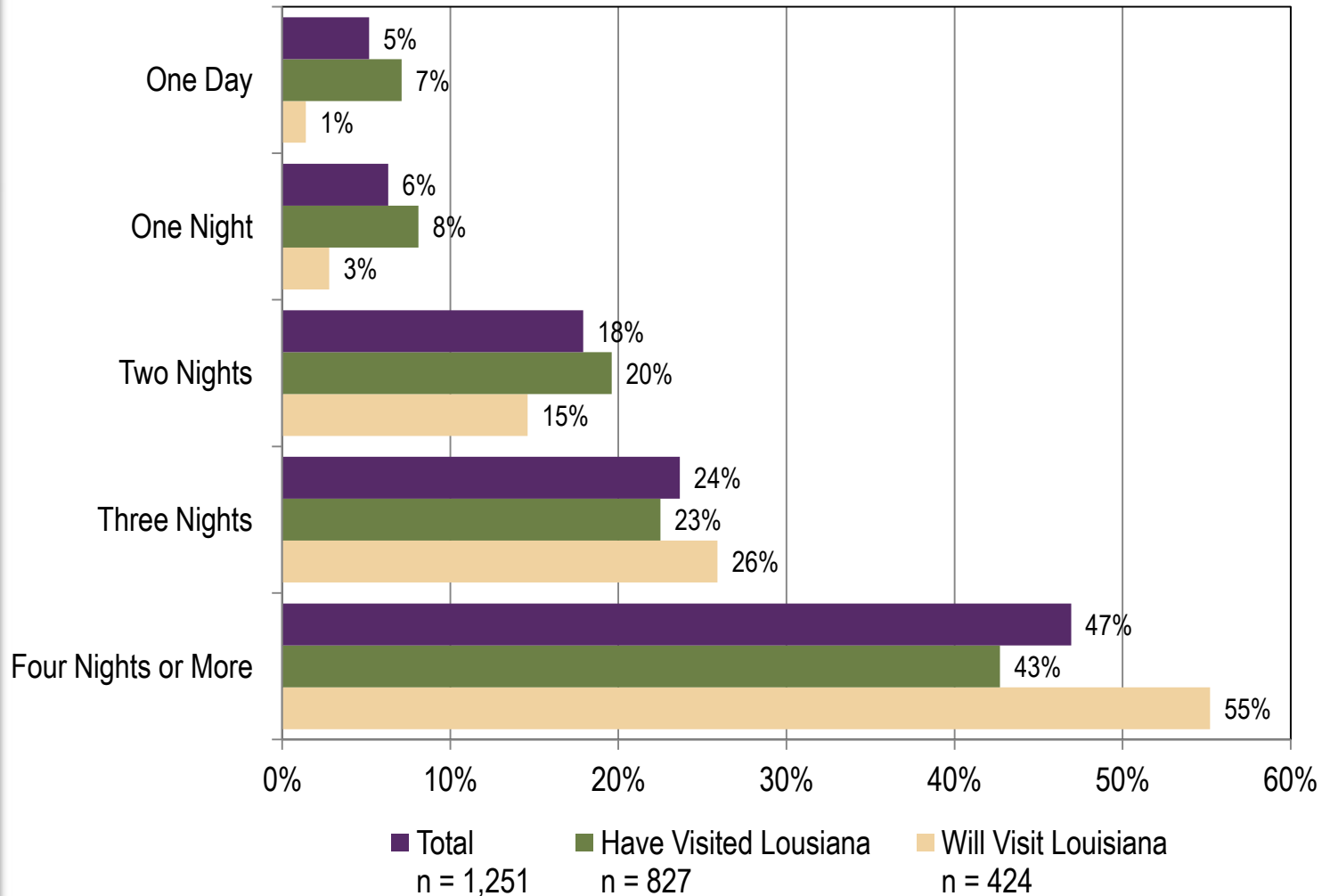
Time of Year

Q8.) What time of year were you/will you be in Louisiana?



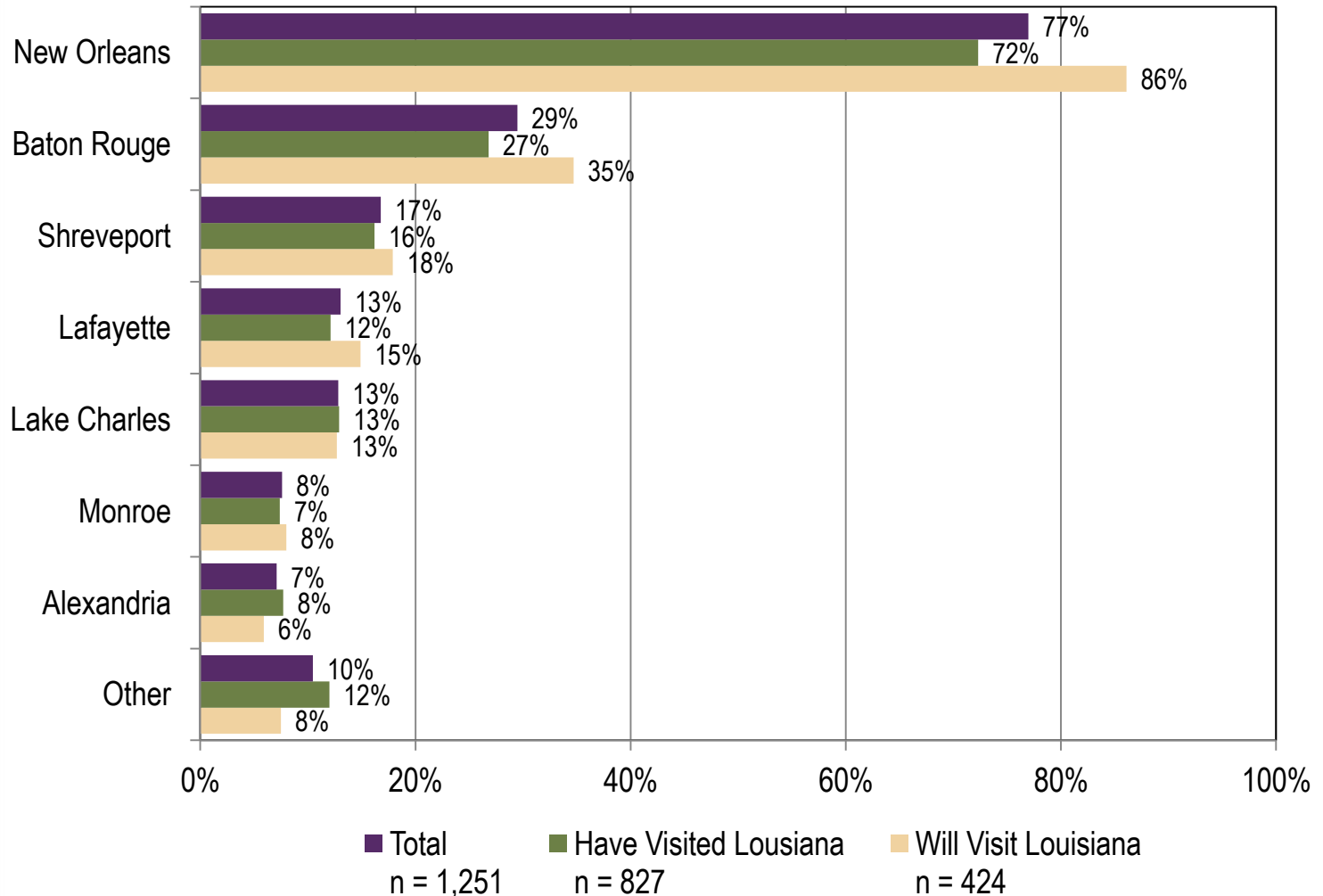
Length of Visit

Q9.)How long did you/will you stay in Louisiana?



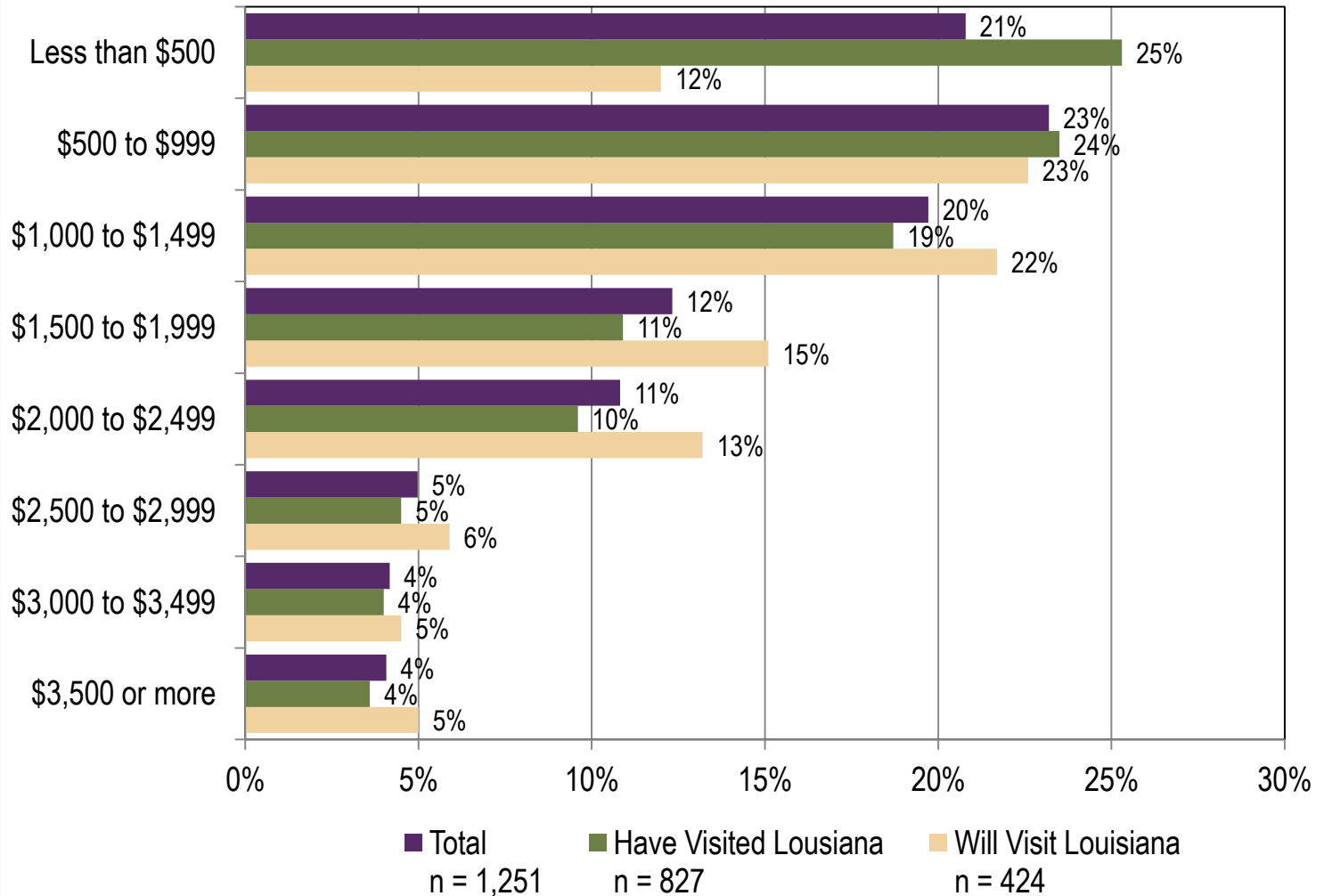
Louisiana Destinations

Q10.) During your trip to Louisiana, which of the following cities did you/will you visit? *Multiple responses accepted*



Expenditure

Q24.) Which of the following best describes the amount of money you spent / will spend during your visit to Louisiana? *Single response.*



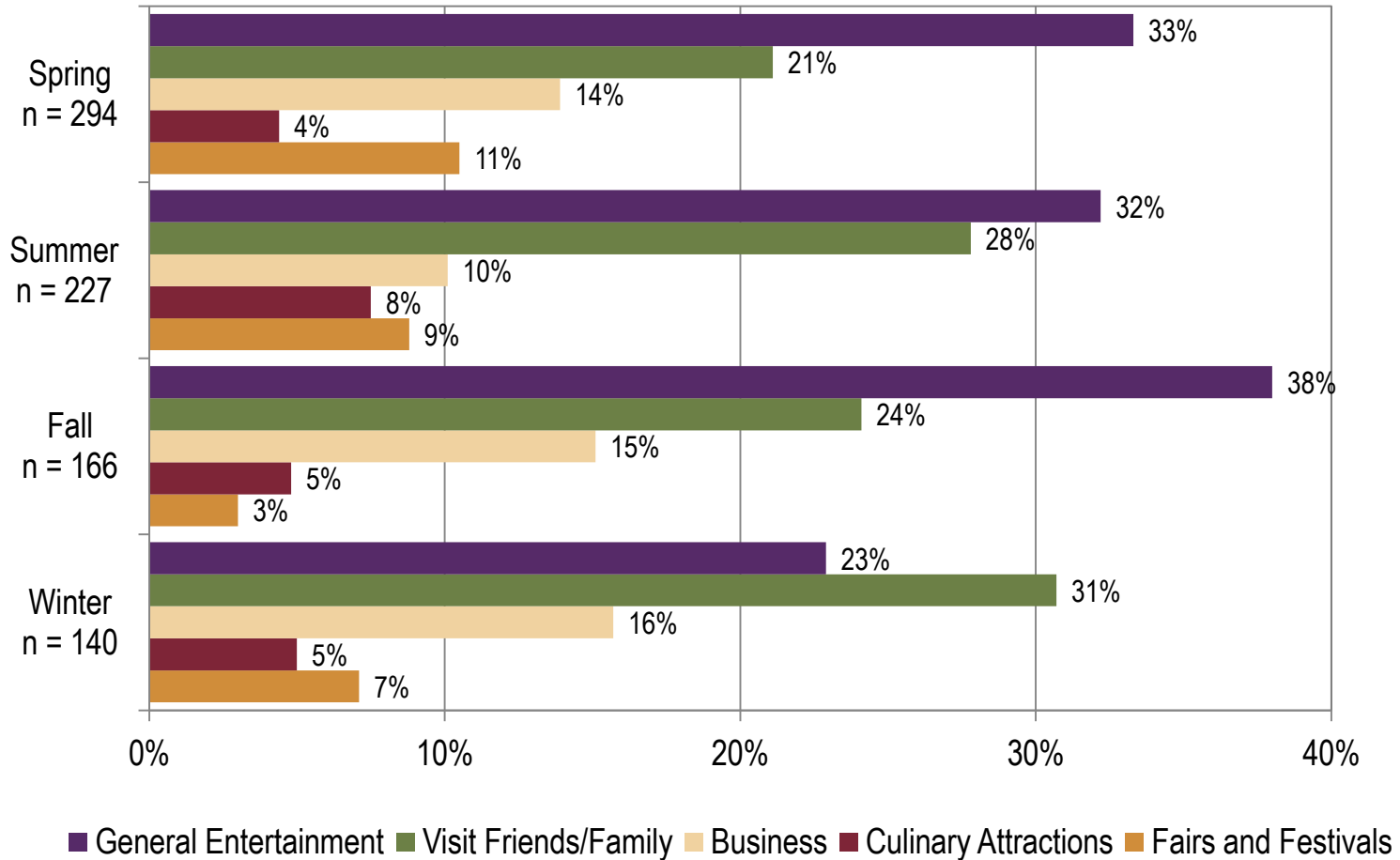


Purpose of Travel by Time of Year

Season Visited By Travel Purpose

Q8.) What time of year were you/will you be in Louisiana?

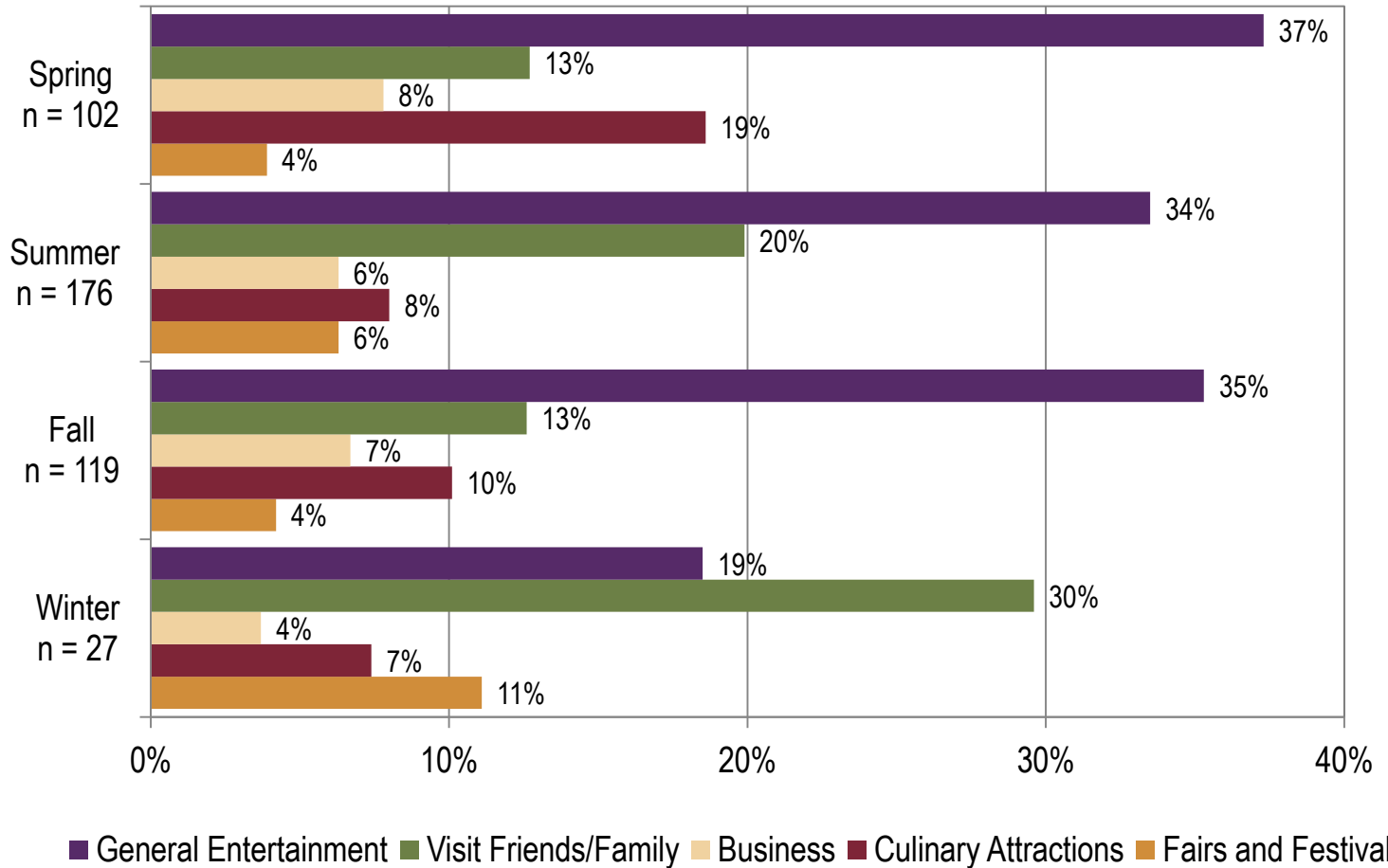
Study participants who have visited Louisiana



Season Visited By Travel Purpose

Q8.) What time of year were you/will you be in Louisiana?

Study participants who plan to visit Louisiana

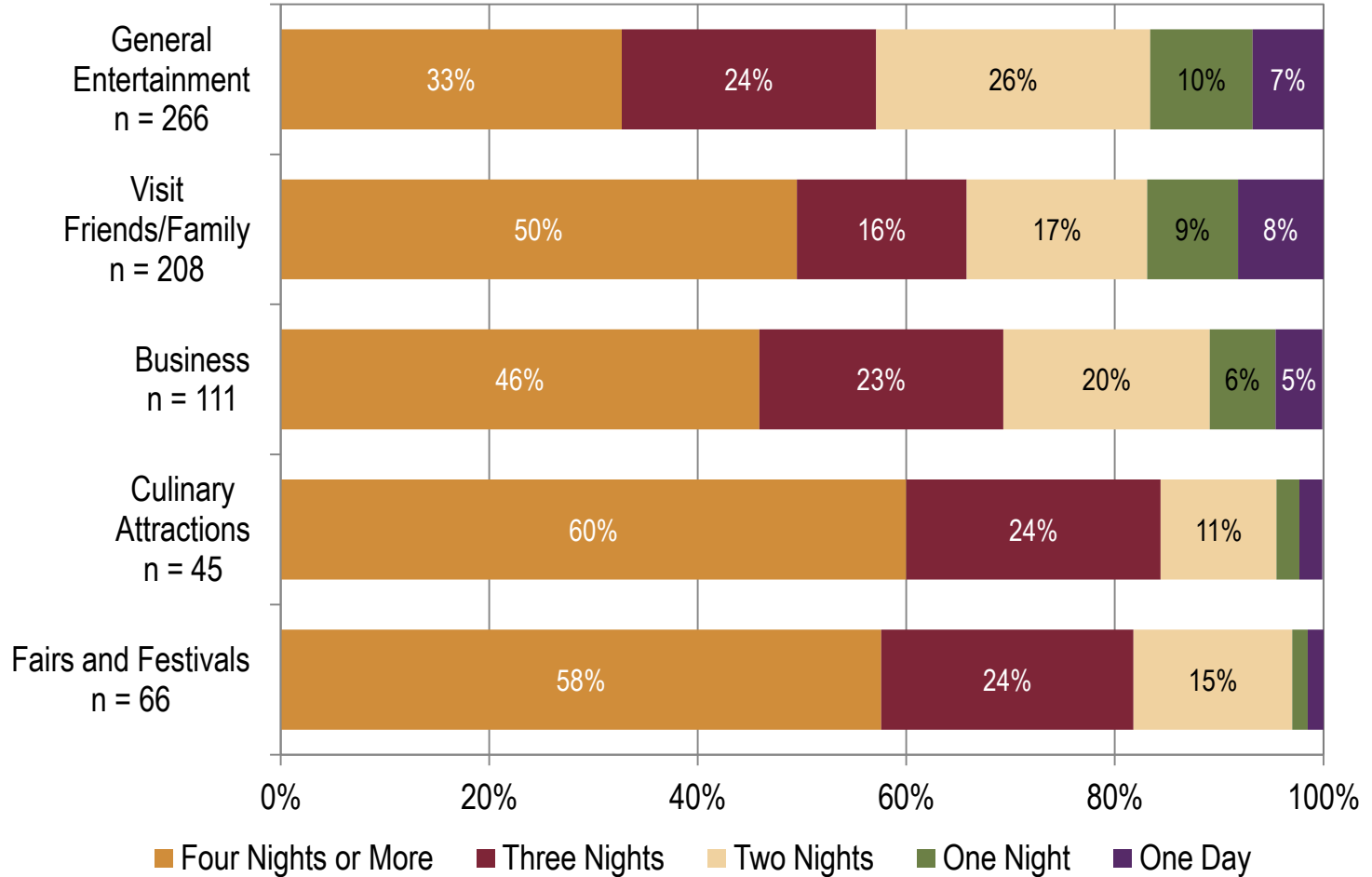




Purpose of Travel by Length of Visit

Purpose of Travel By Length of Visit

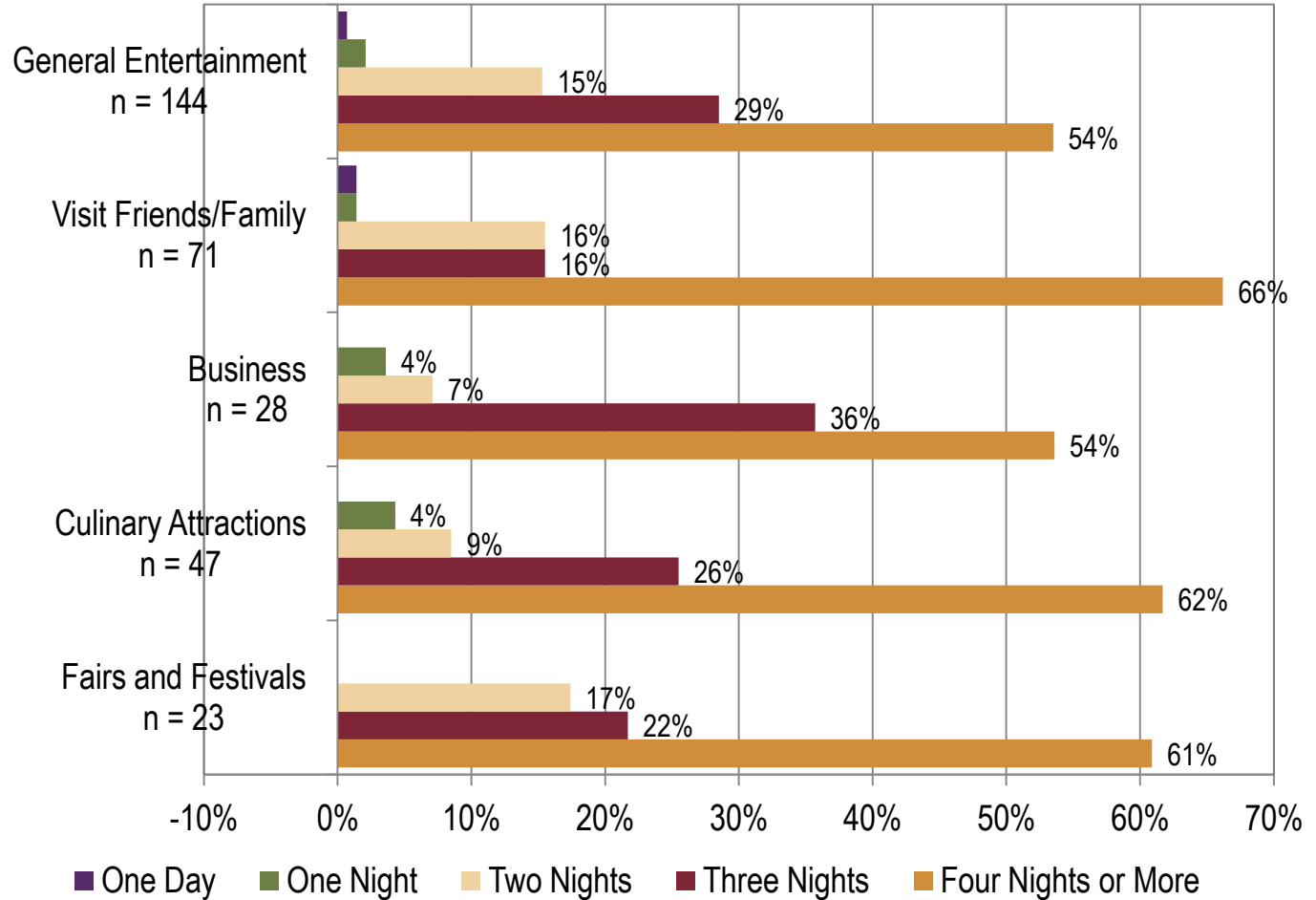
Q9.)How long did you/will you stay in Louisiana?
Study participants who have visited Louisiana.



Purpose of Travel By Length of Visit

Q9.)How long did you/will you stay in Louisiana?

Study participants who plan to visit Louisiana.

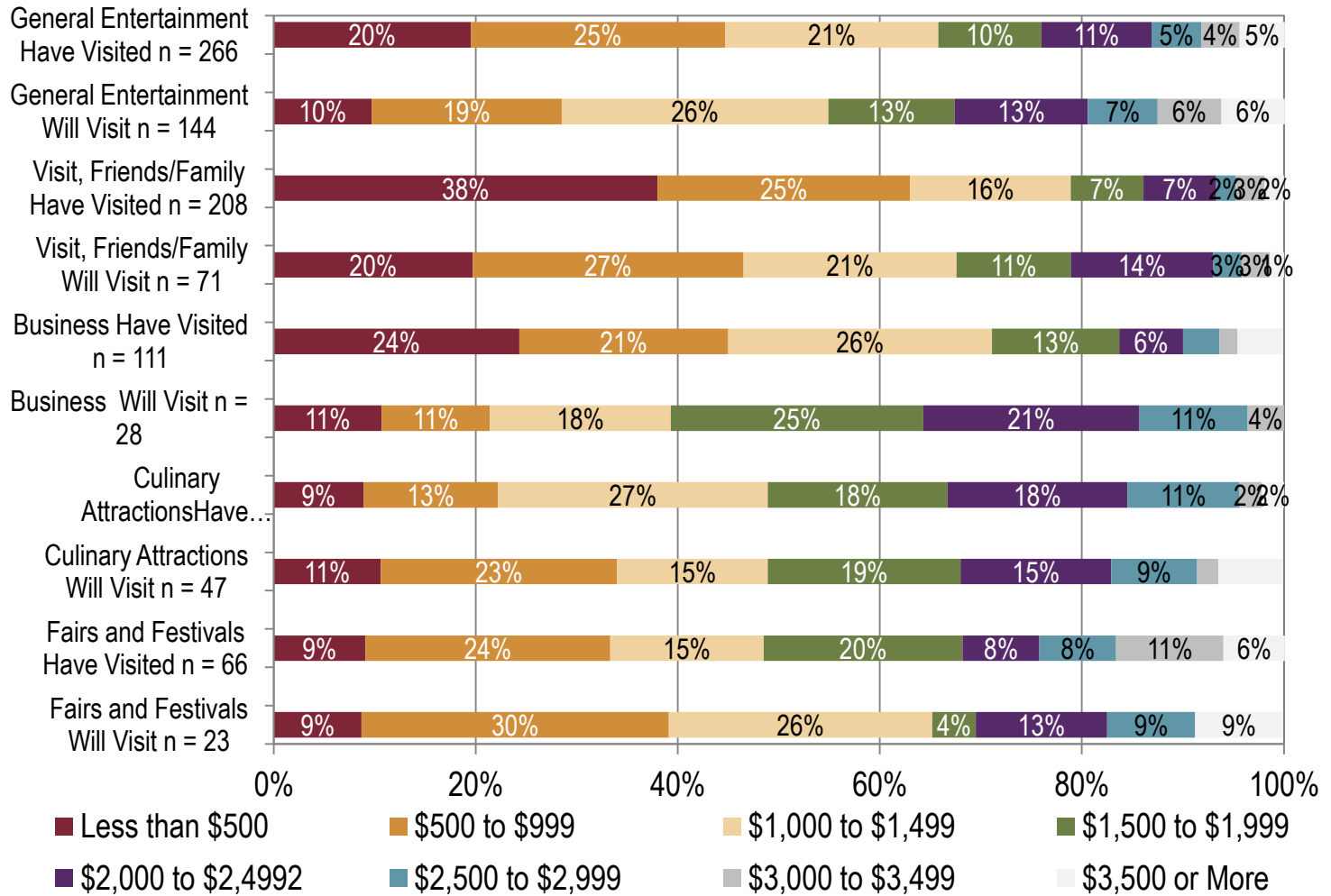




Purpose of Travel By Expenditure

Purpose of Travel By Expenditure

Q24.) Which of the following best describes the amount of money you spent / will spend during your visit to Louisiana? *Single response.*



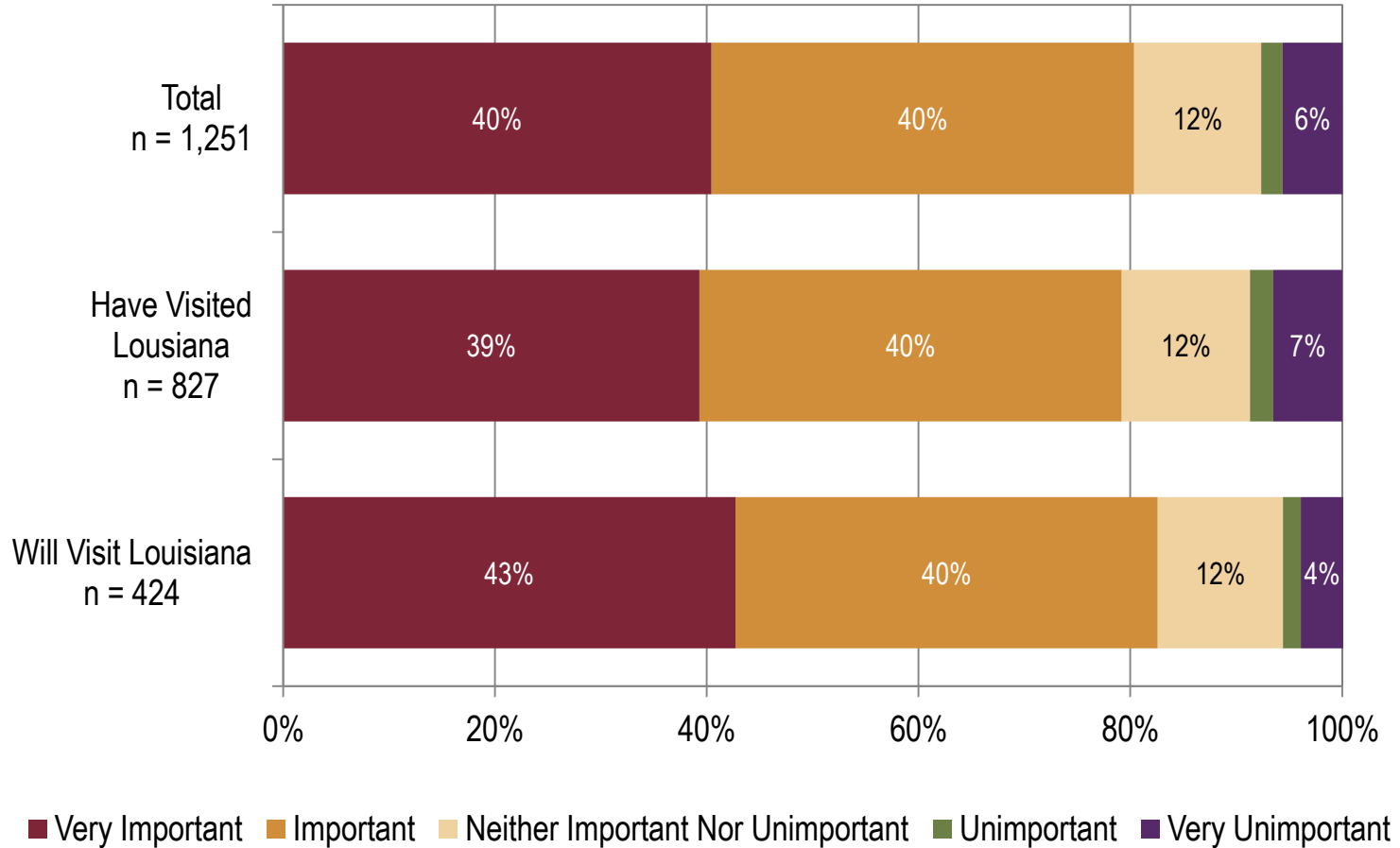


Section C

Factors Influencing Louisiana Visit

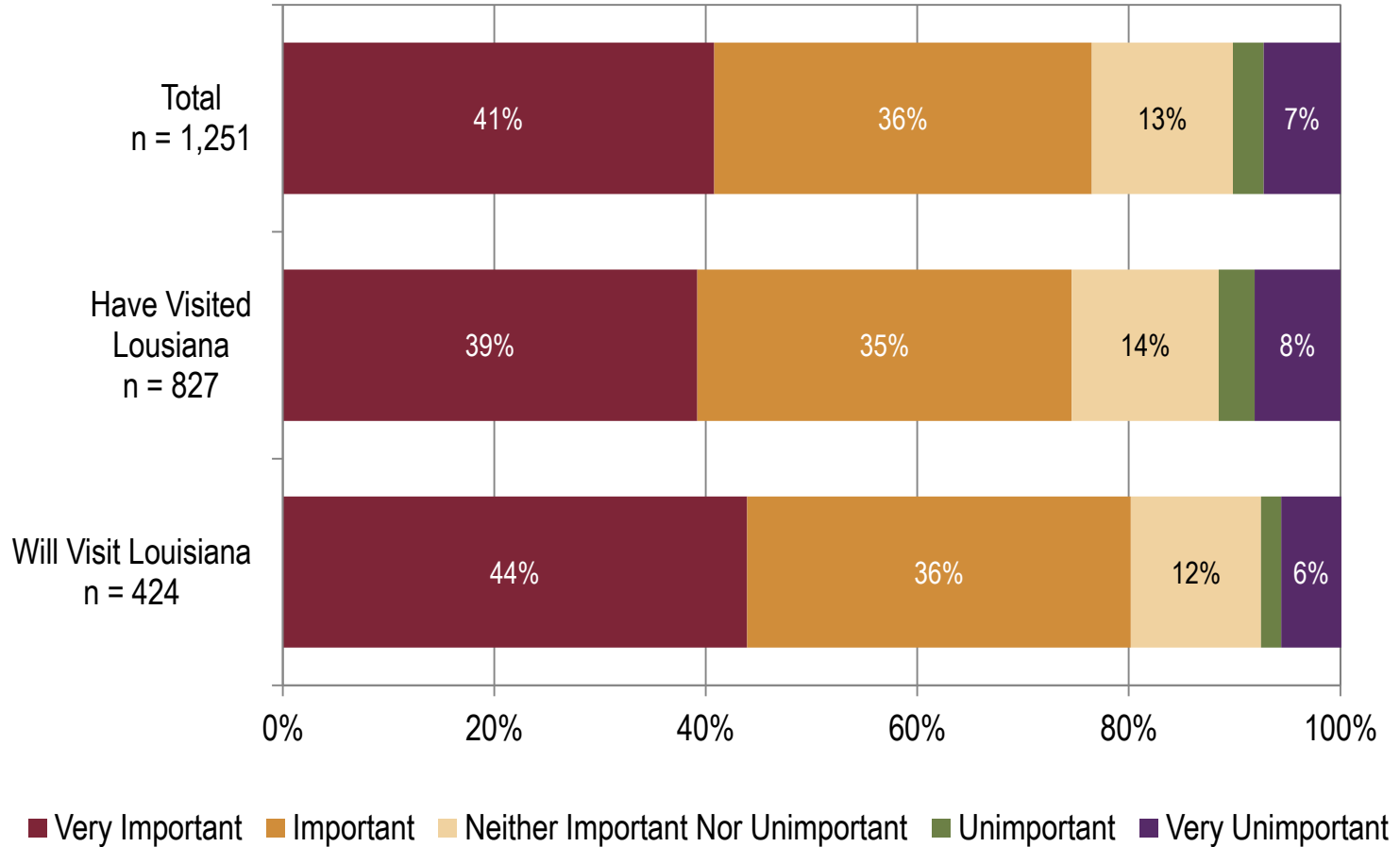
Restaurants

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



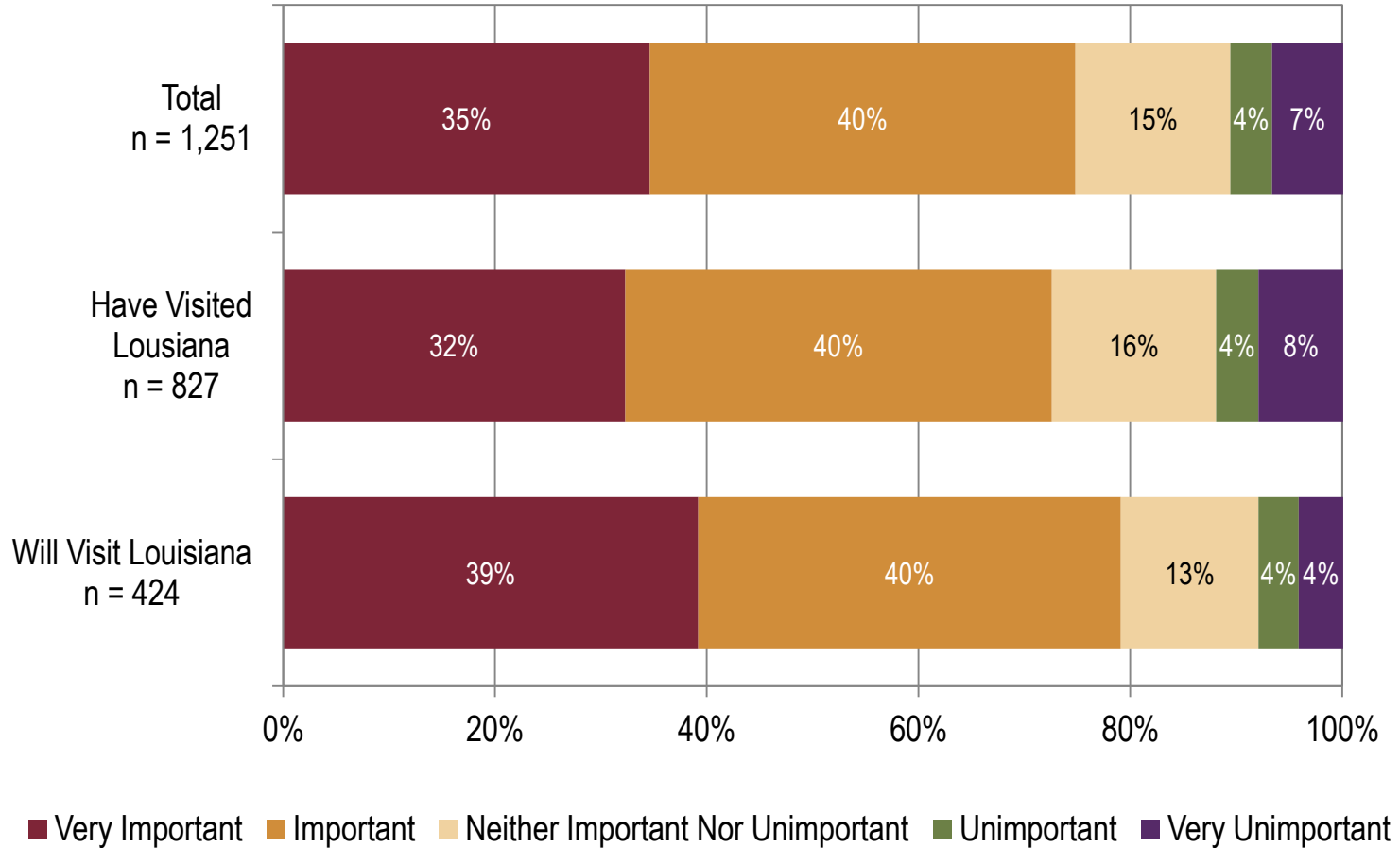
Louisiana Seafood

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



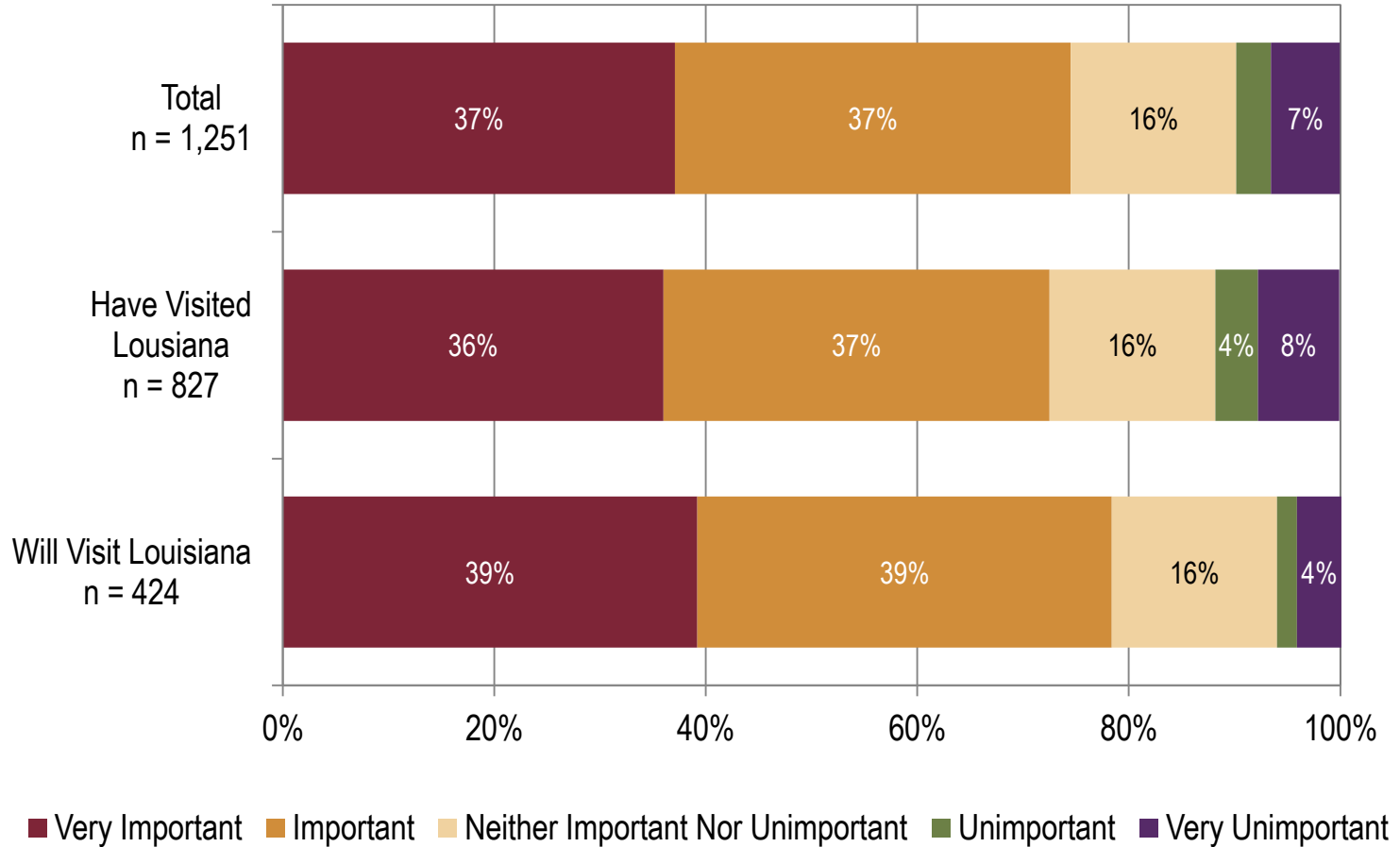
Louisiana Culture and History

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



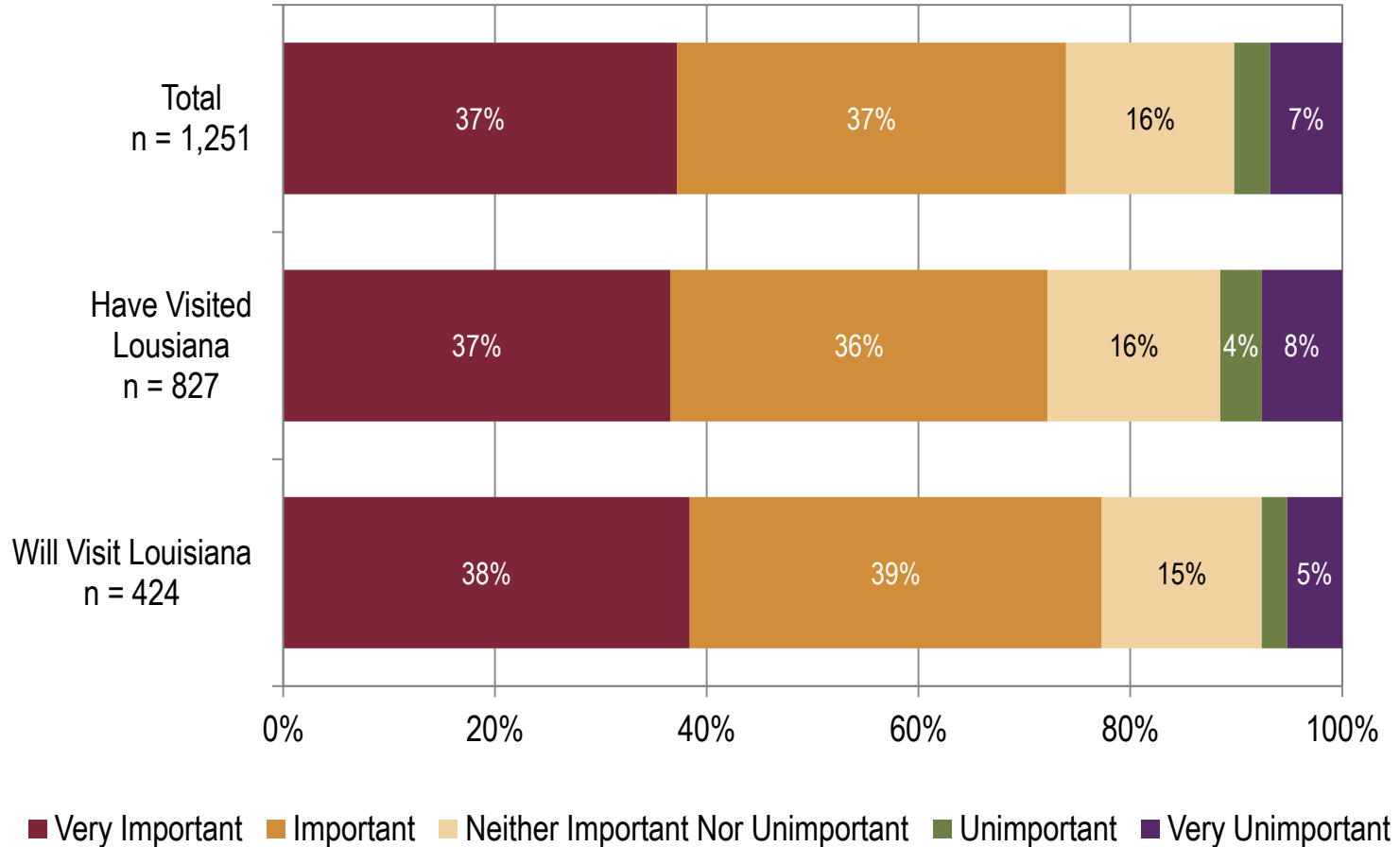
Entertainment

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



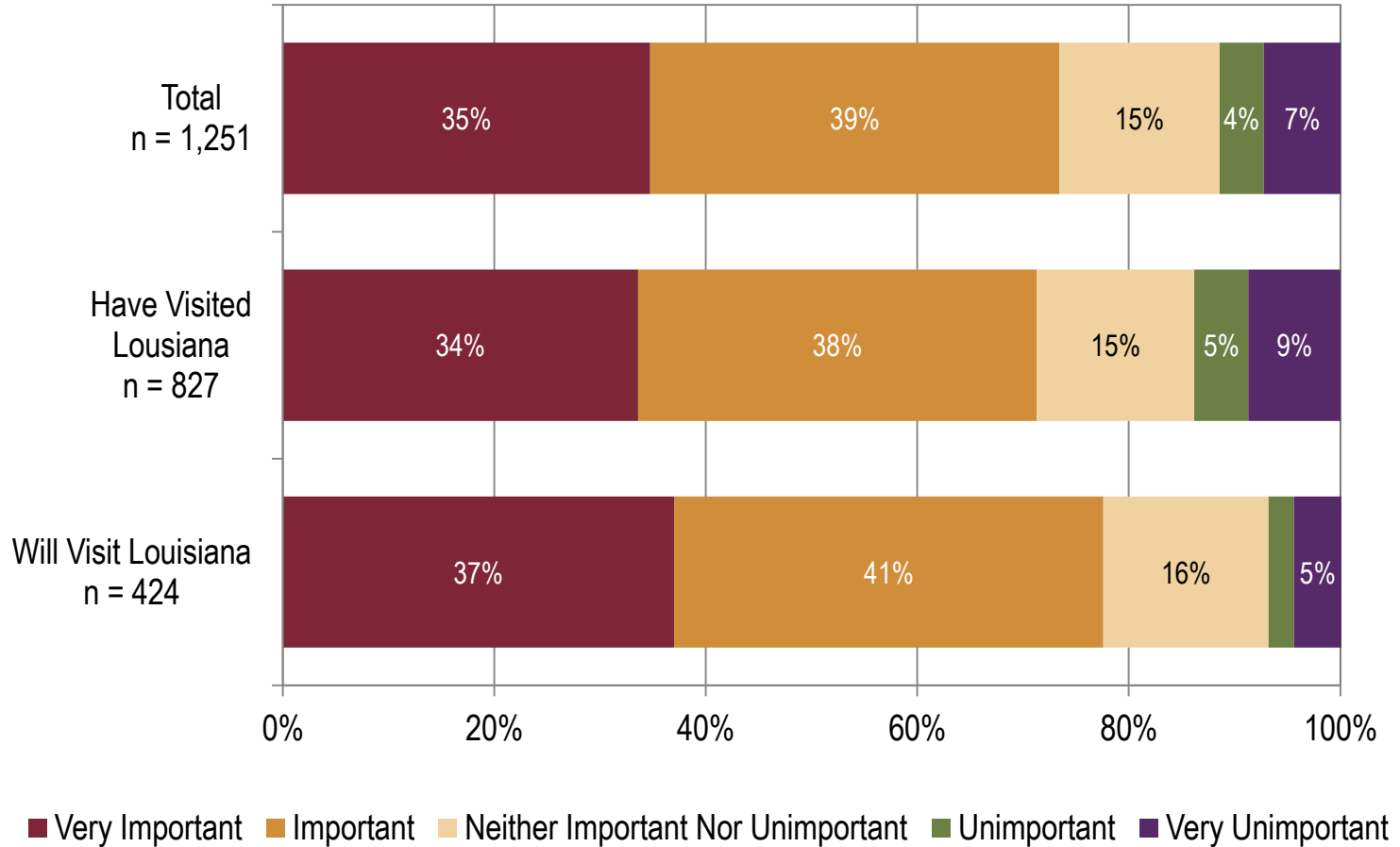
Specific Cuisine

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



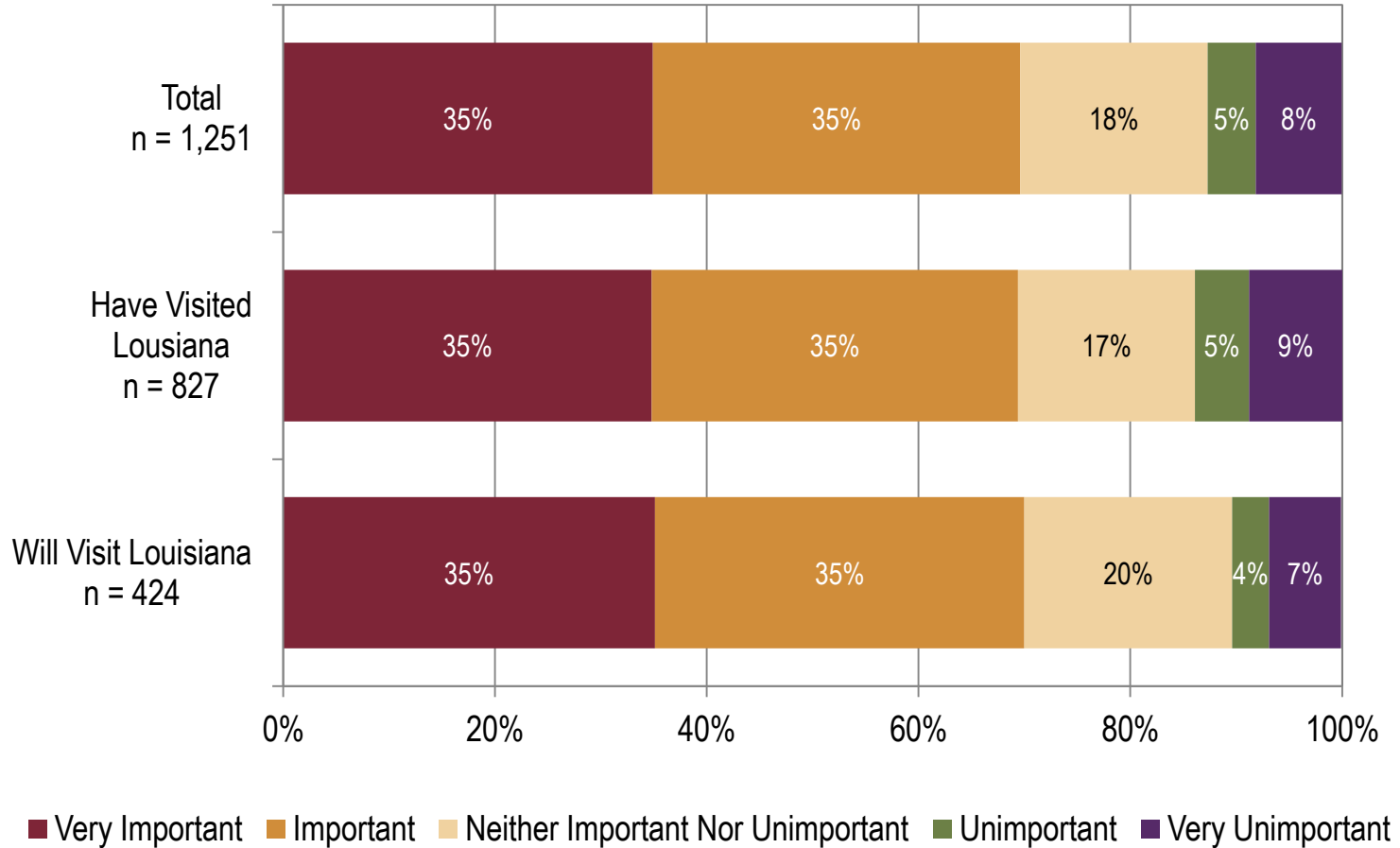
Louisiana Food Heritage

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



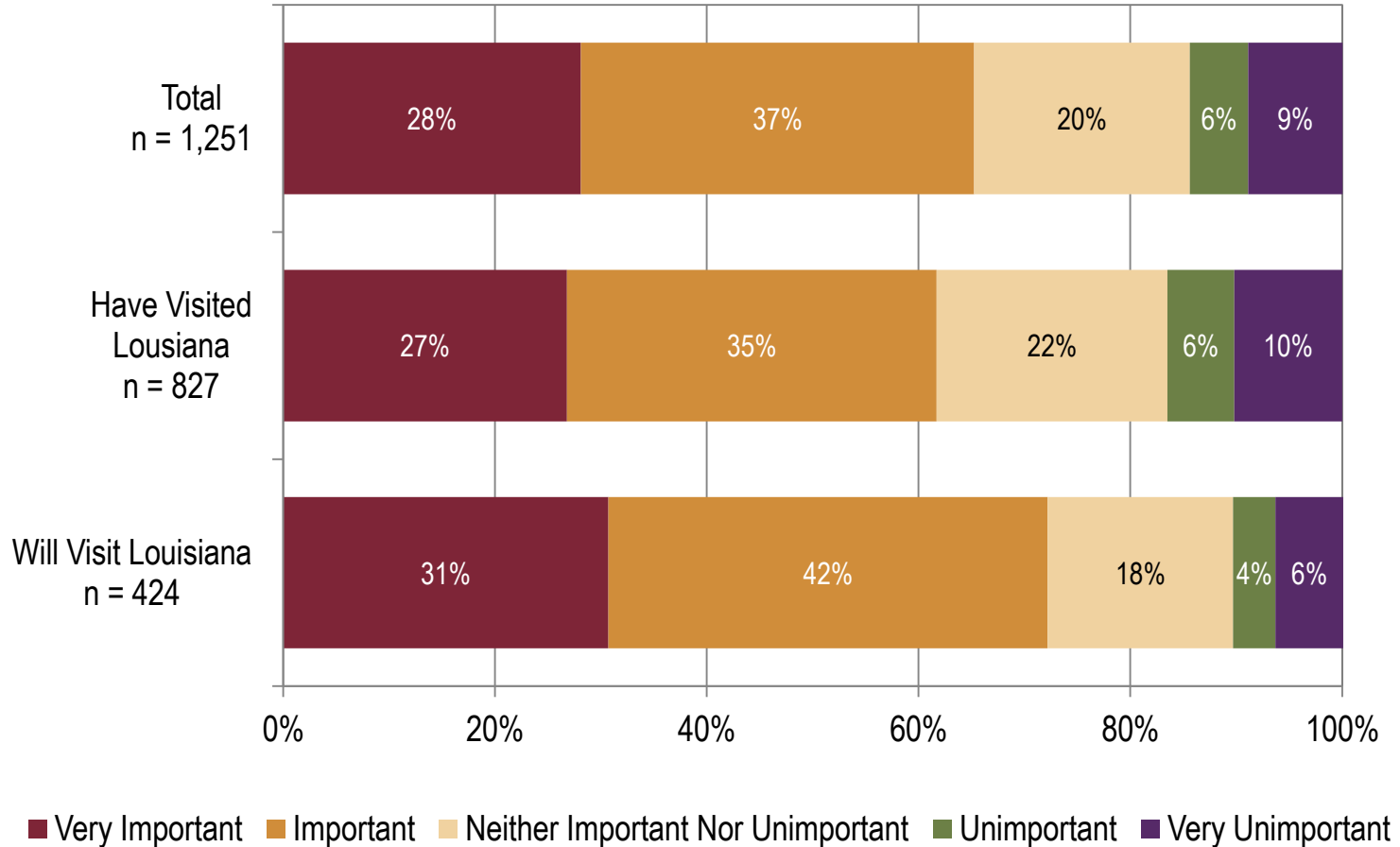
Specific Food Items

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



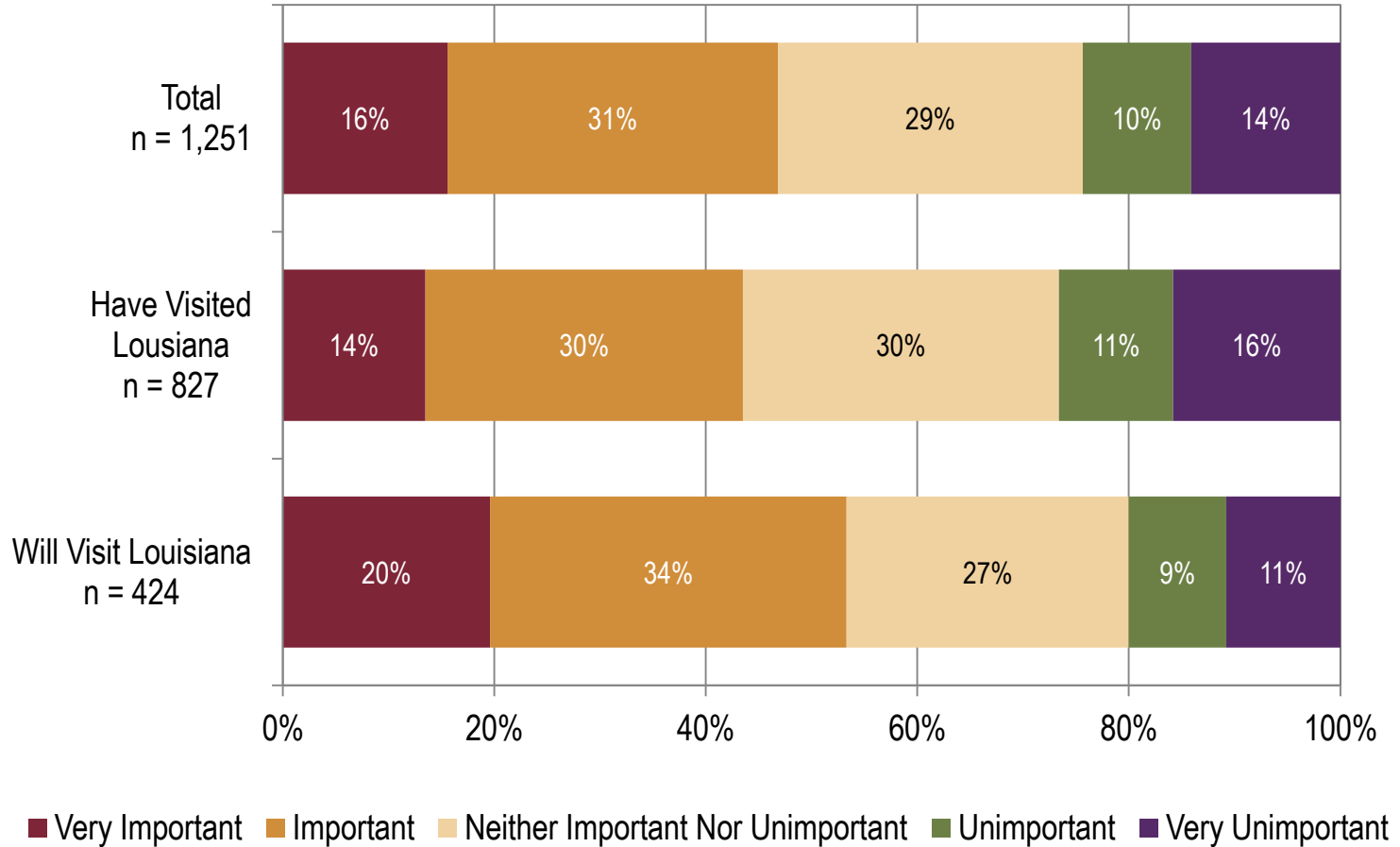
Music

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



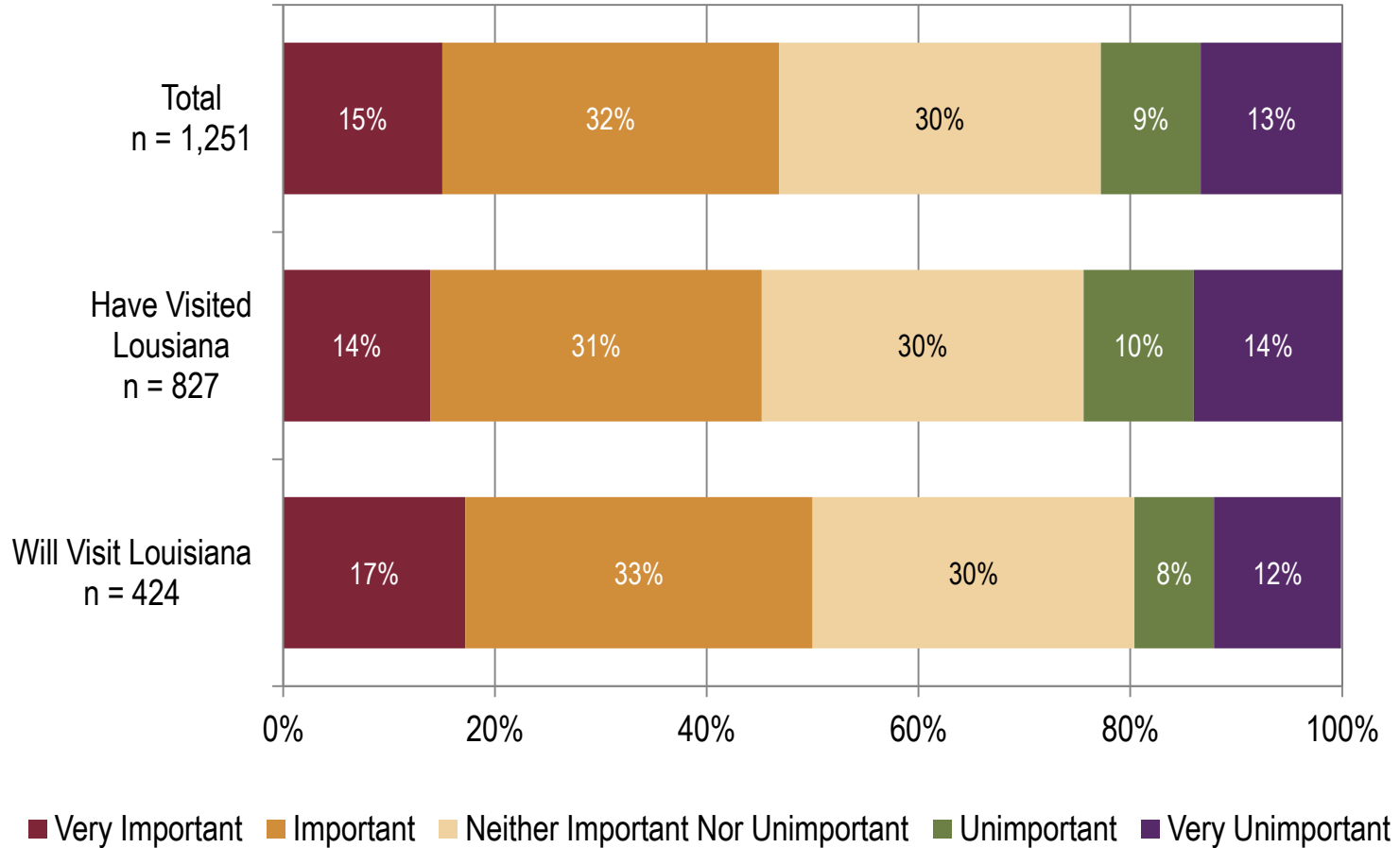
Outdoor Recreation

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



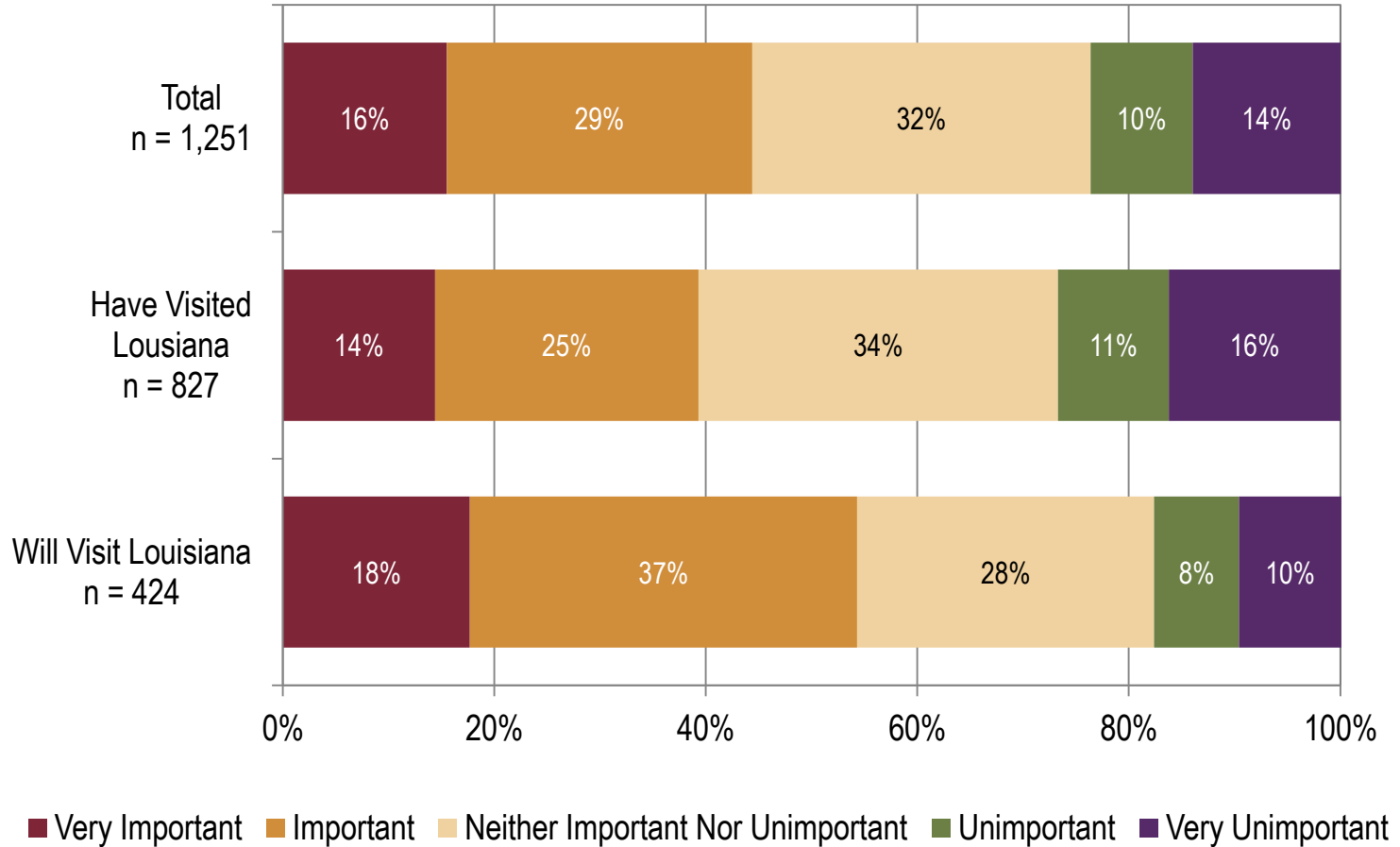
Shopping

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



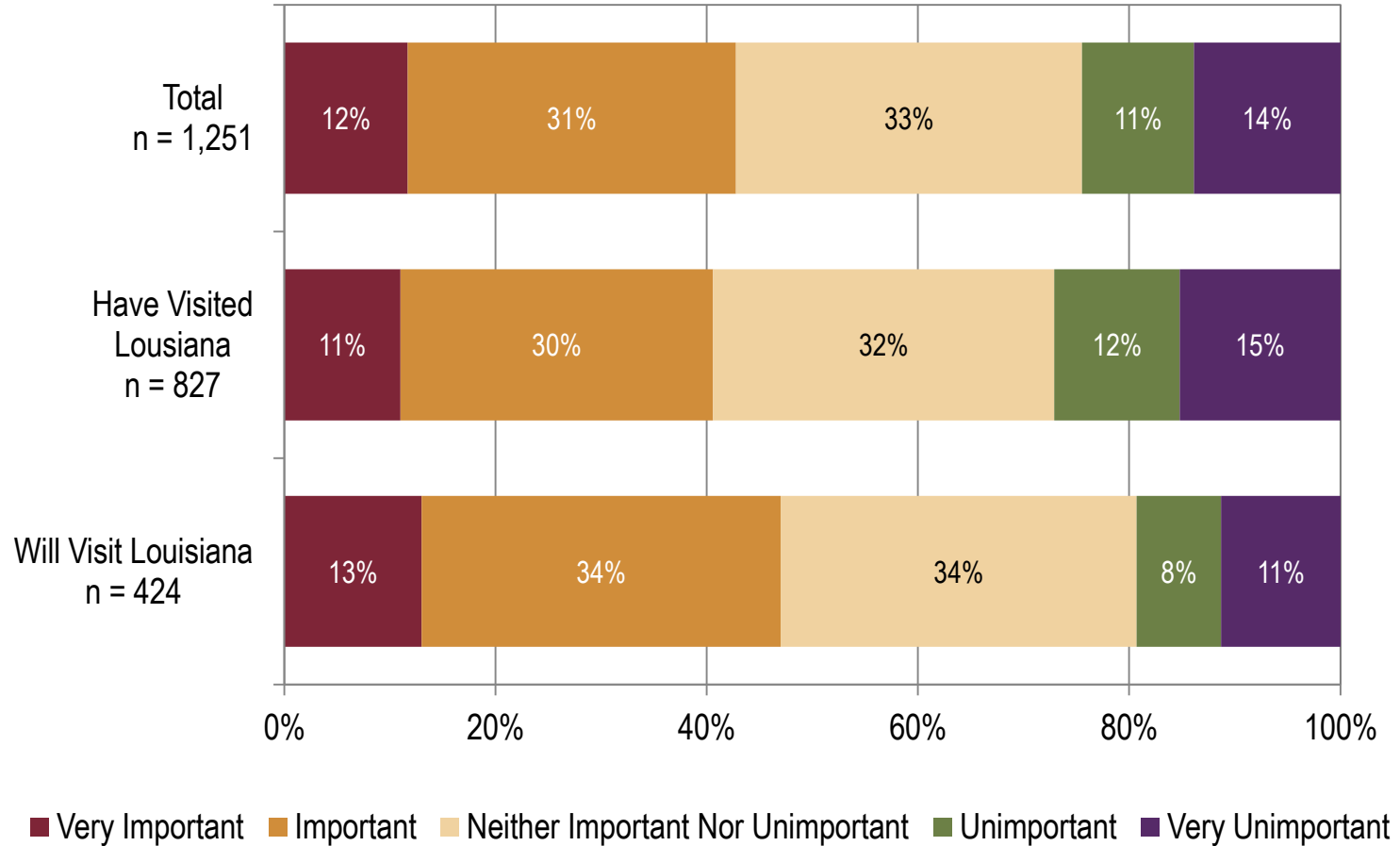
Louisiana Culinary Trails

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



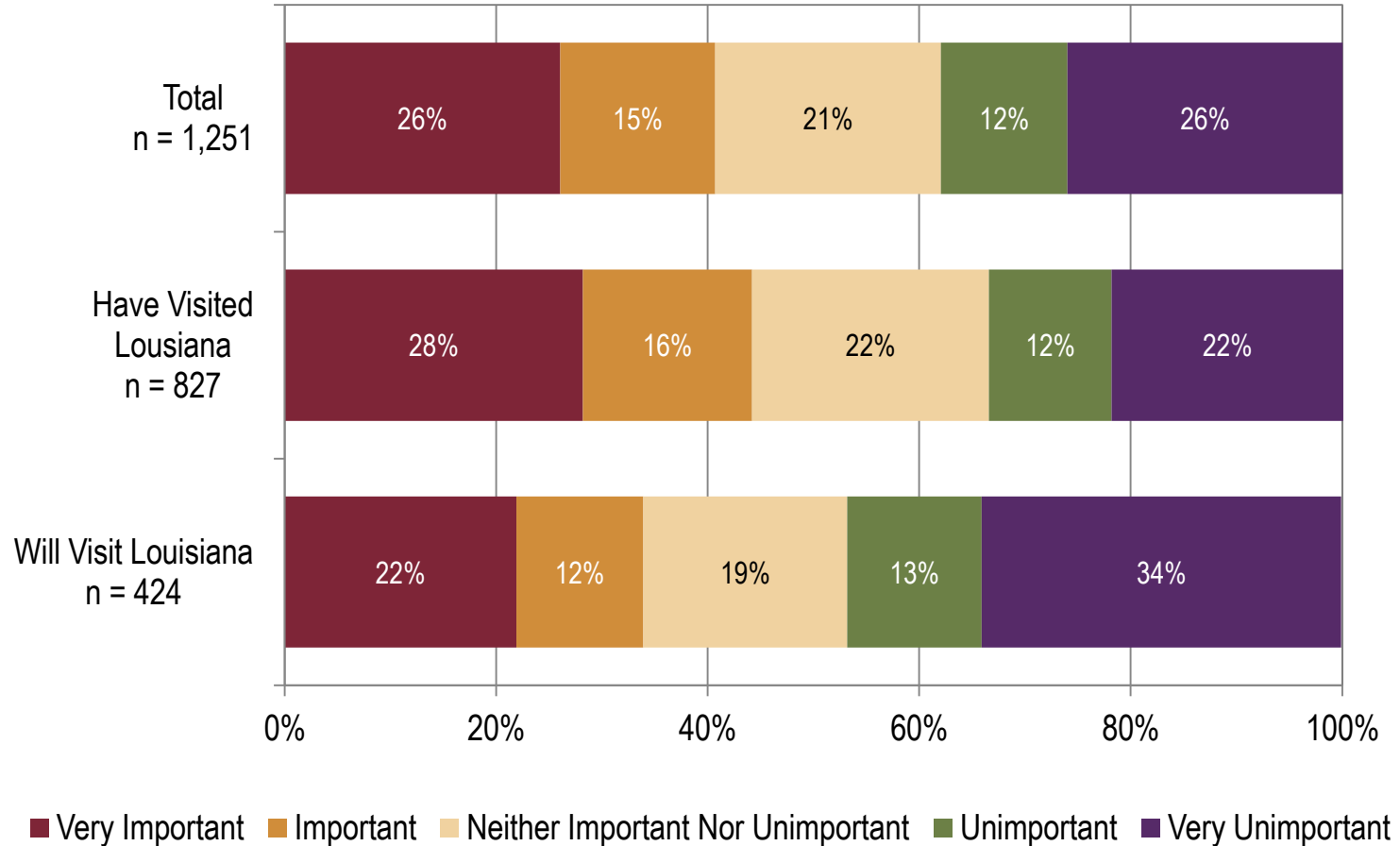
Art Galleries & Museums

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



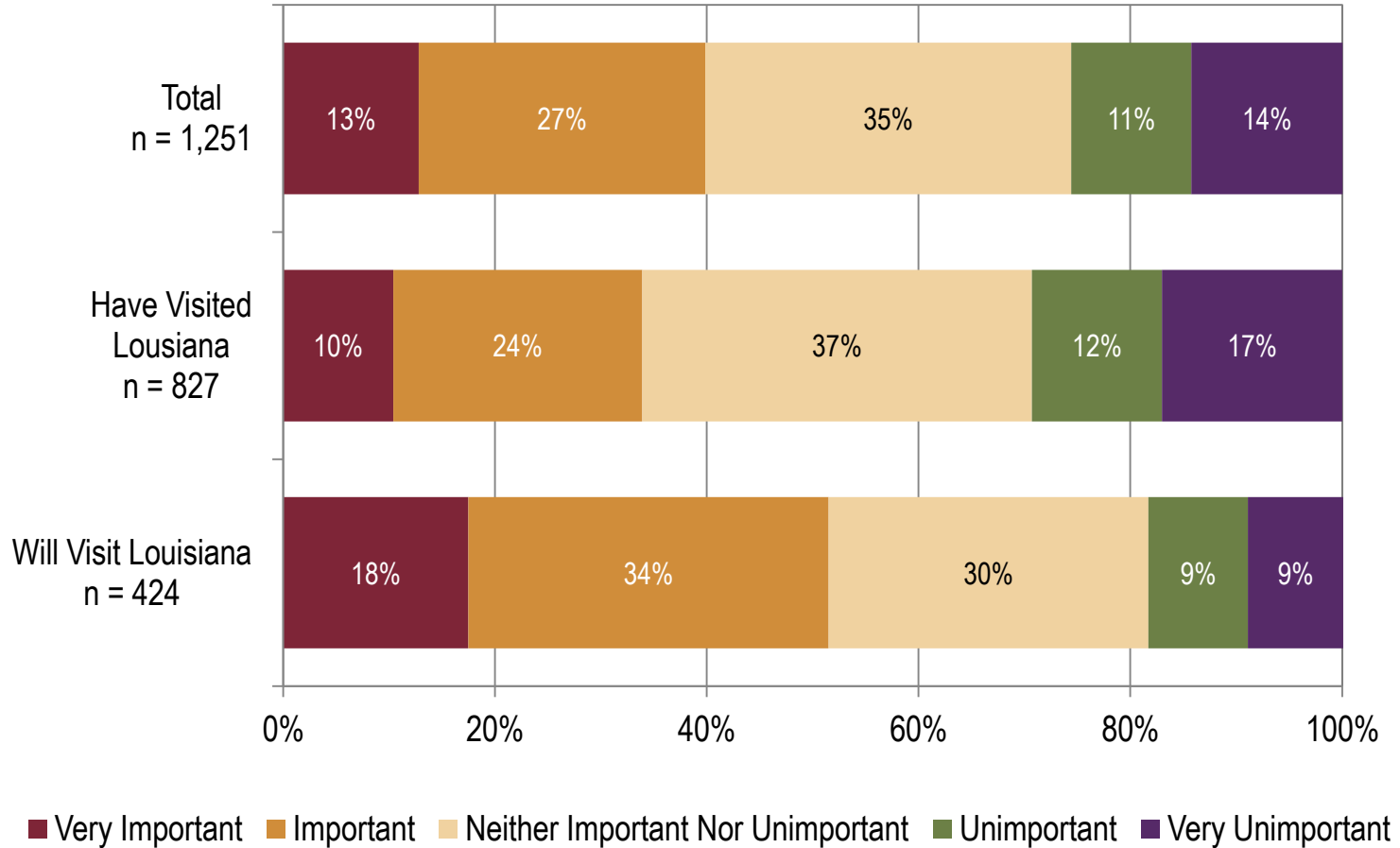
Visiting Family and / or Friends

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



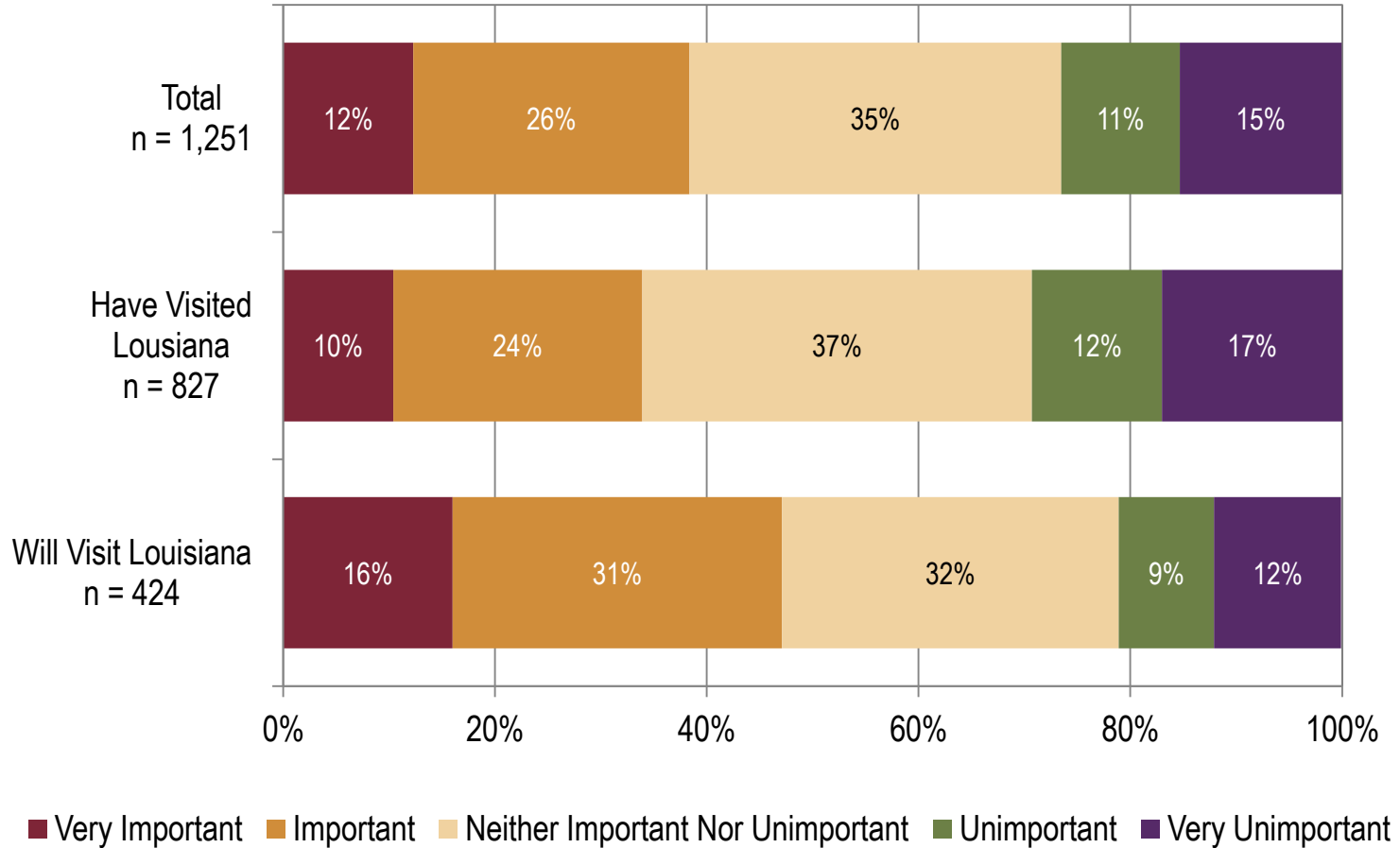
Parks

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



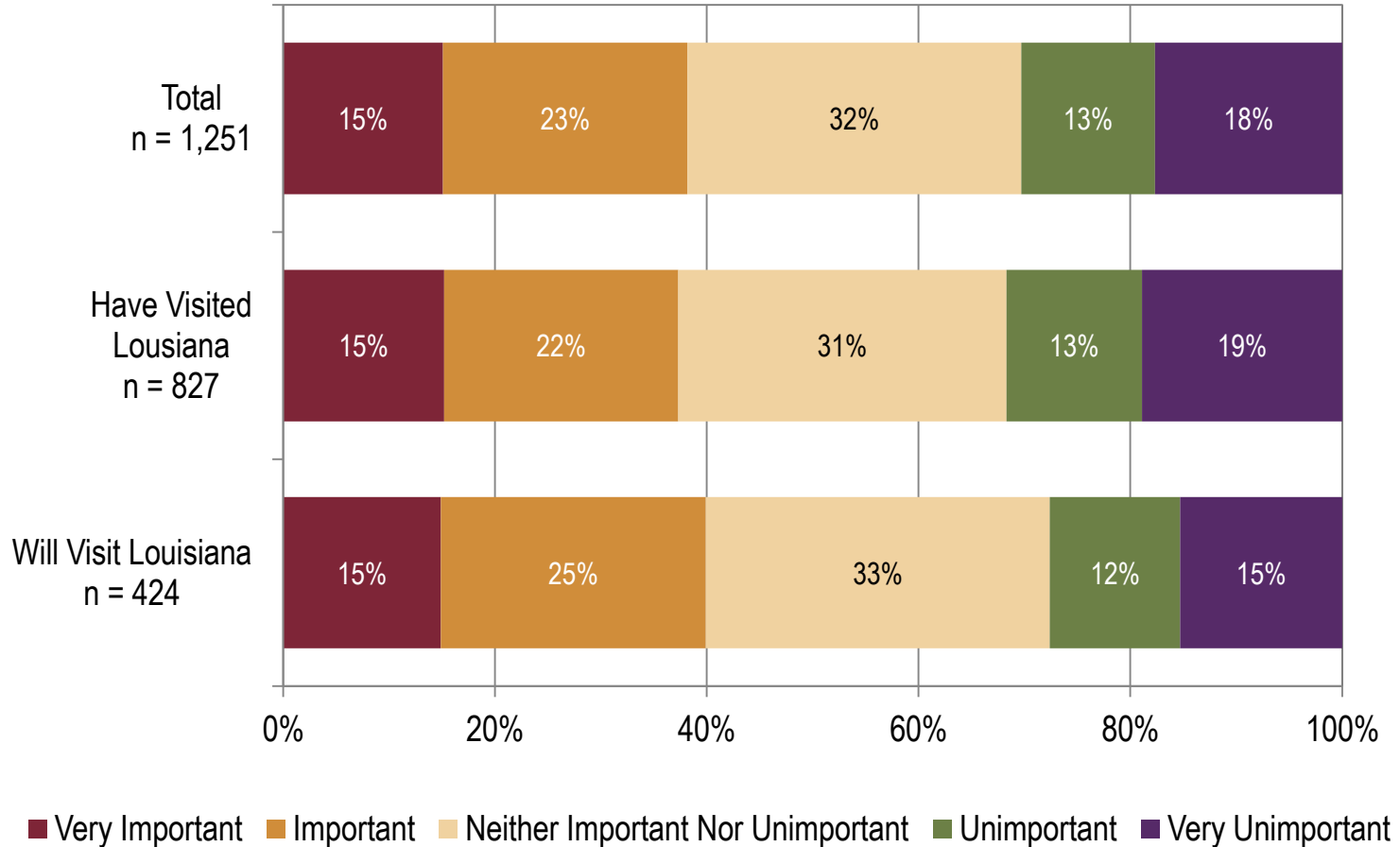
Plantations

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



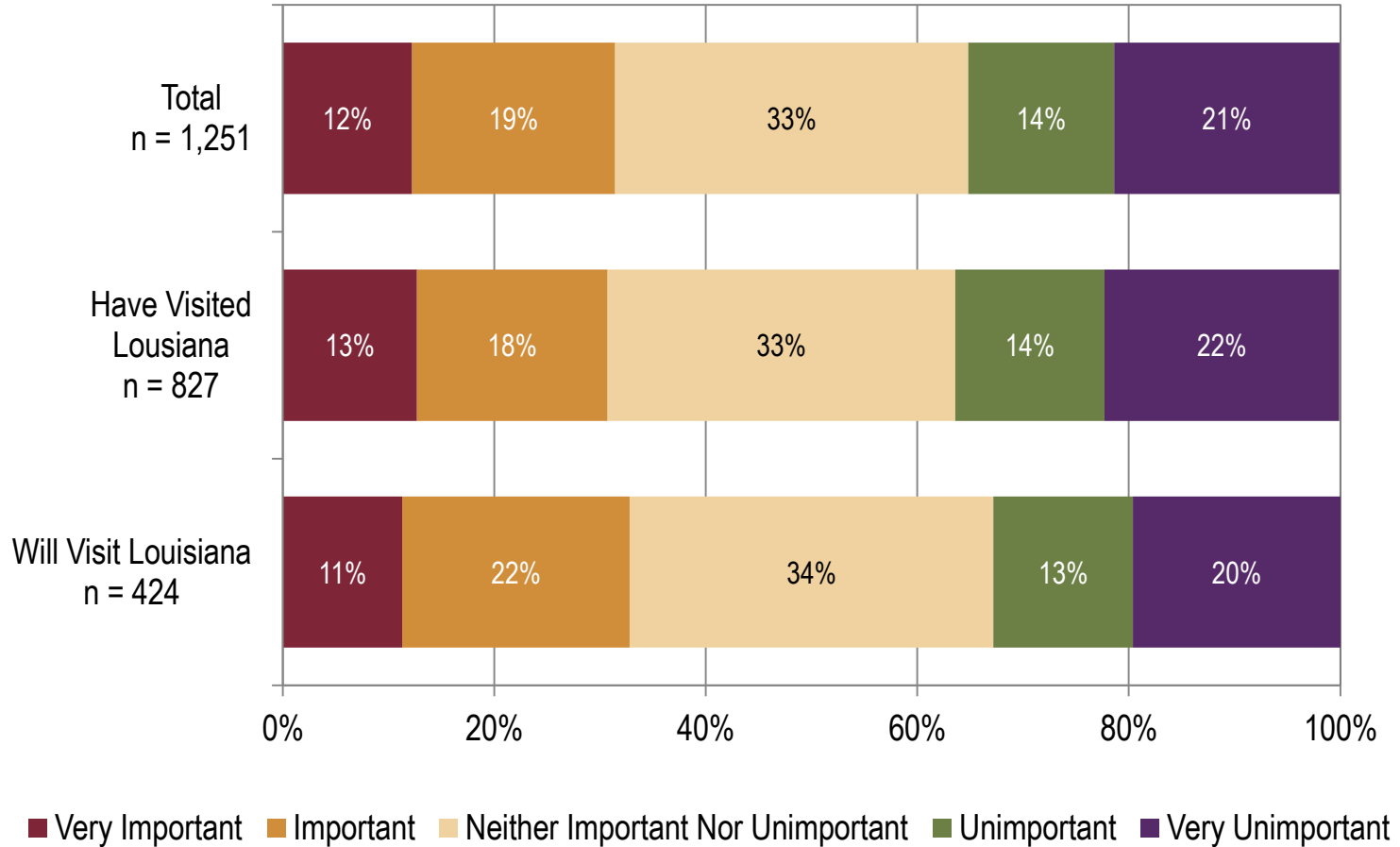
Louisiana Seafood Advertisements

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



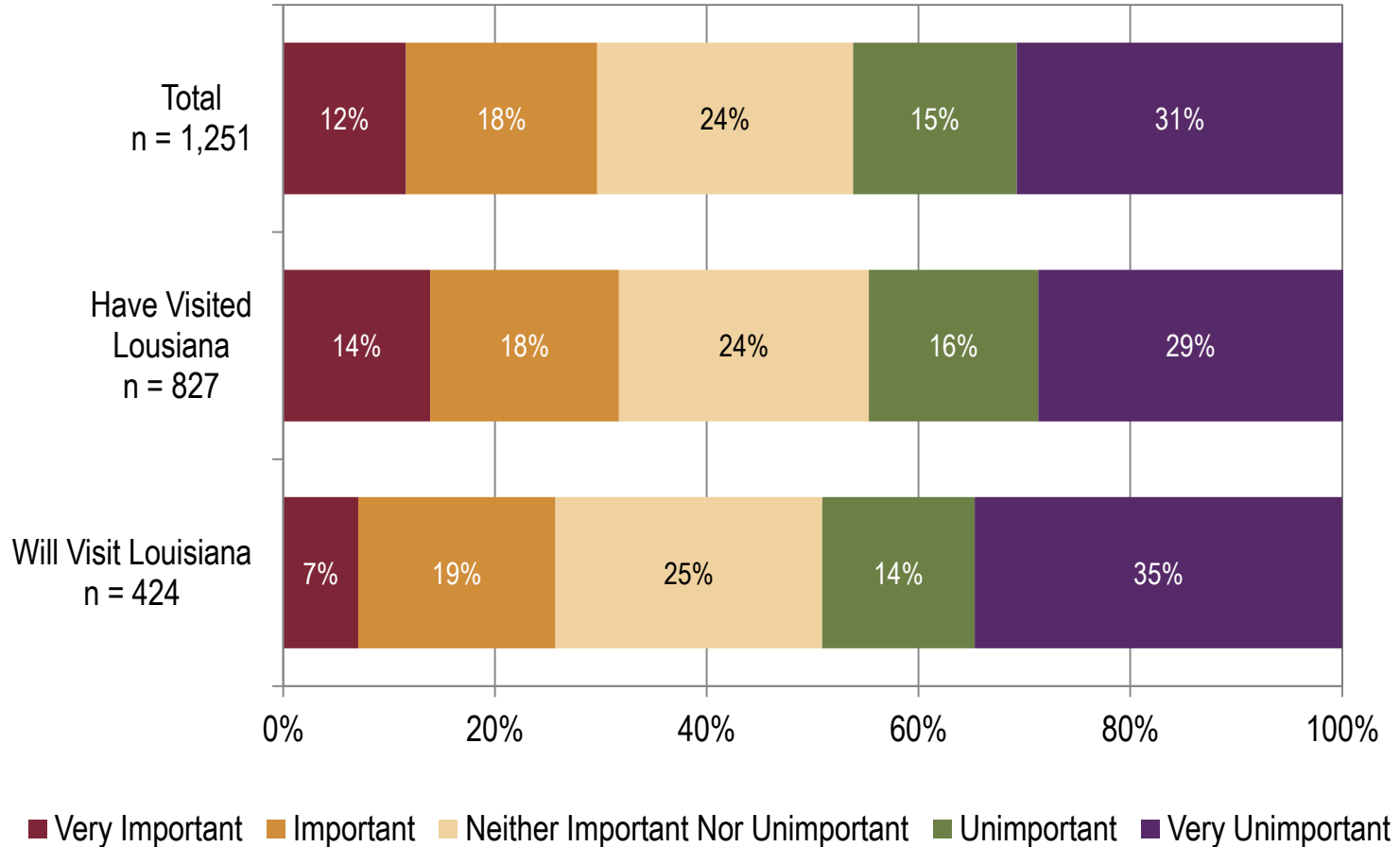
Food or Wine Festival

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



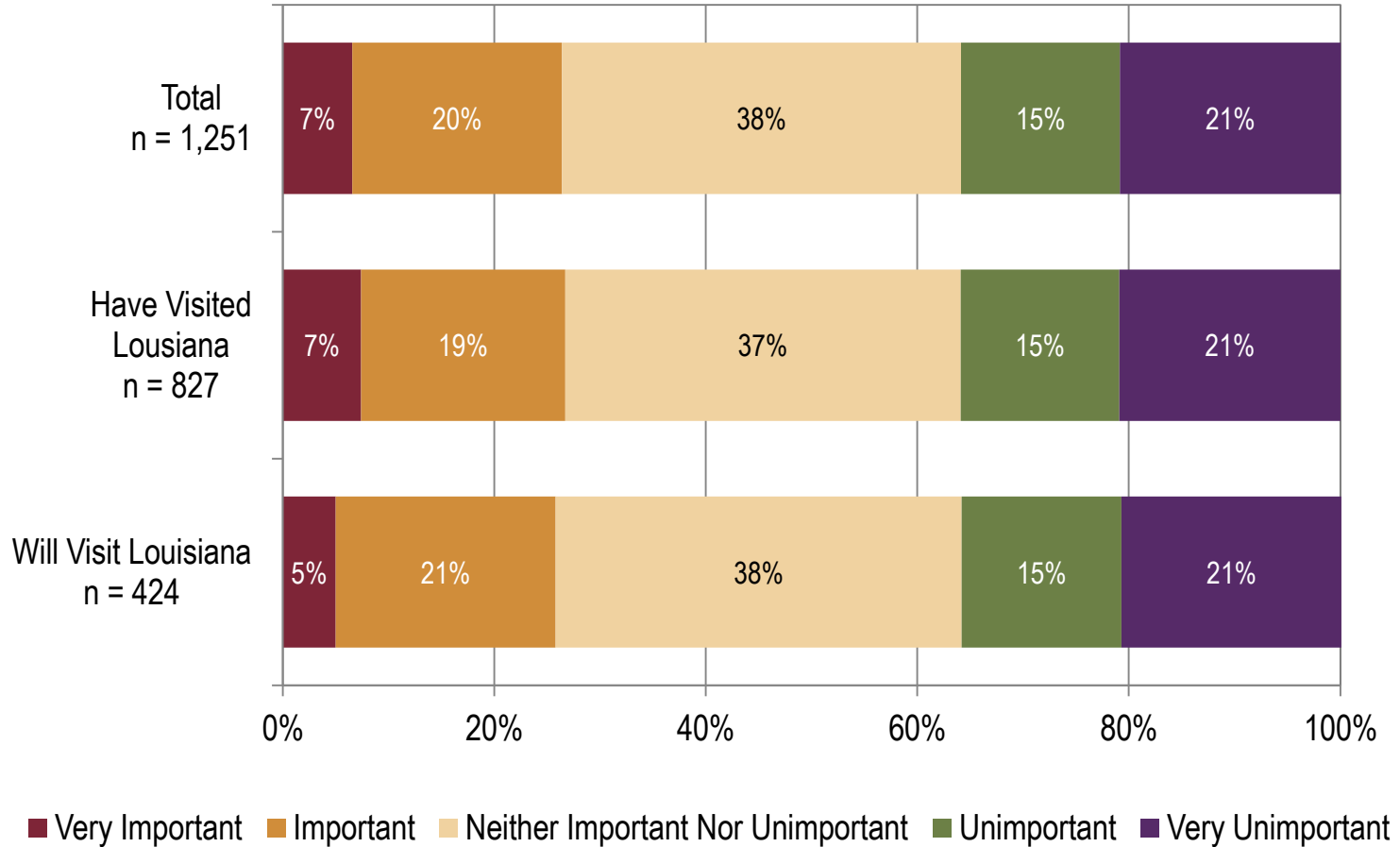
Casino / Gaming

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



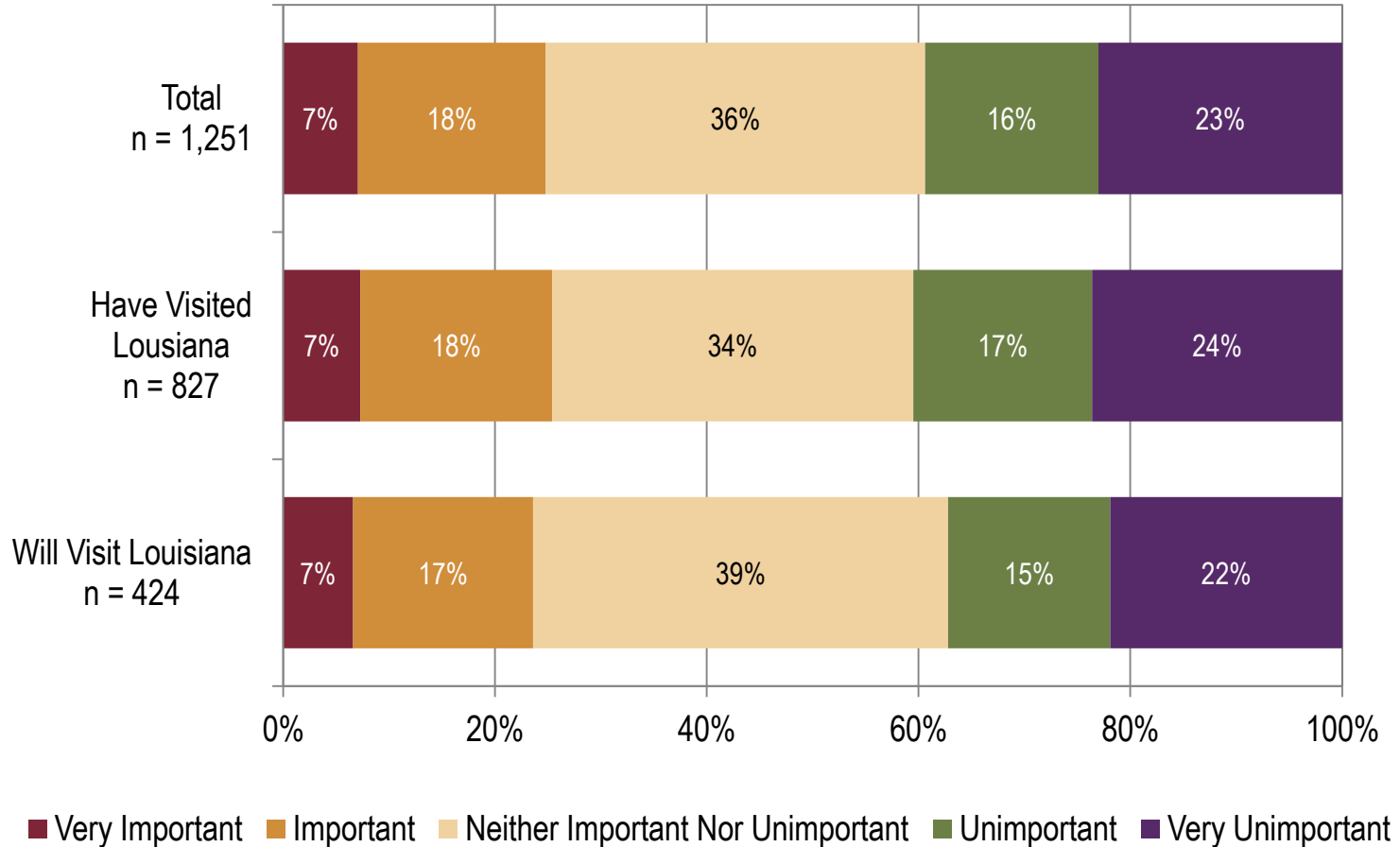
Louisiana Advertisements

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



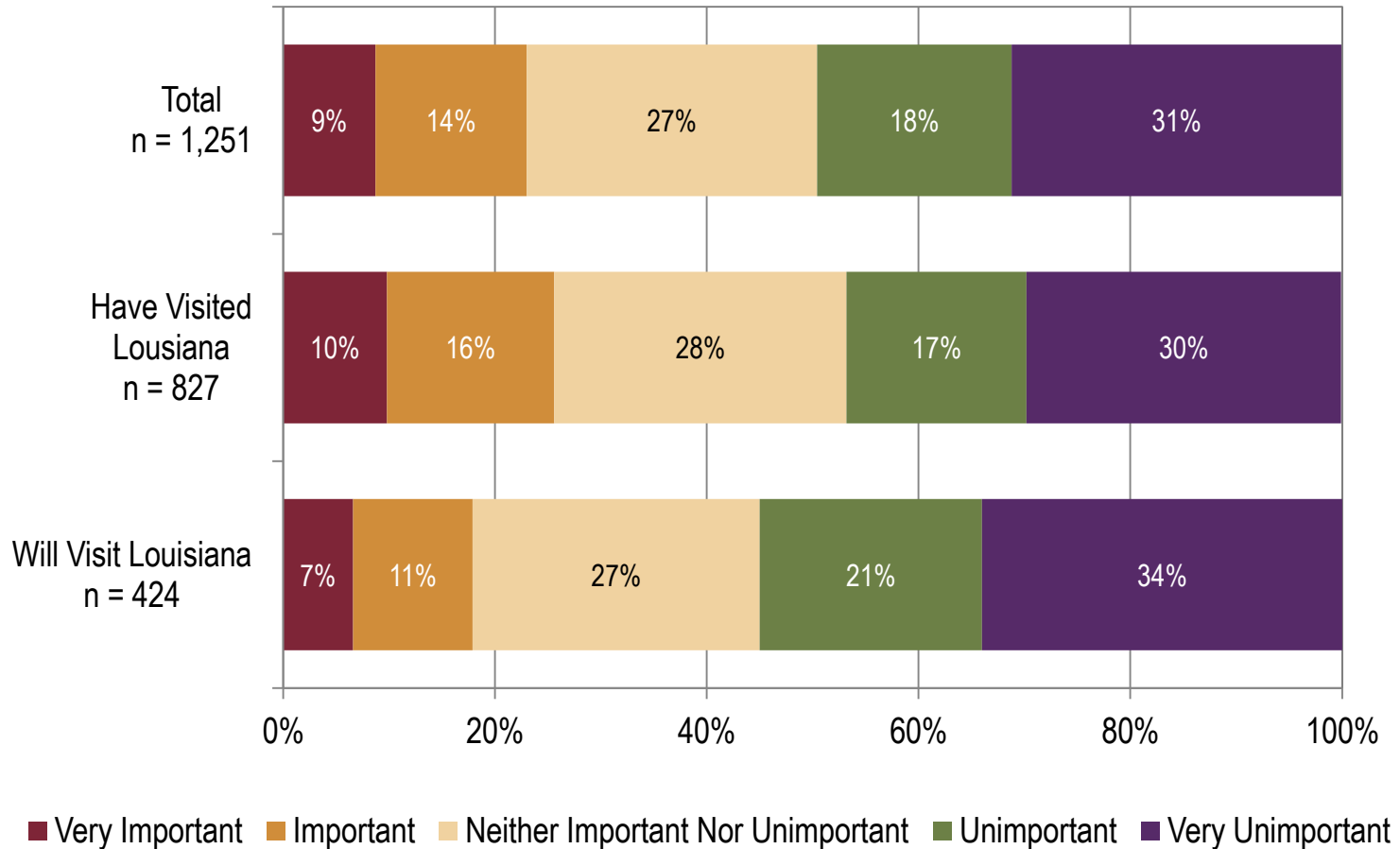
Gulf Coast Advertisements

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



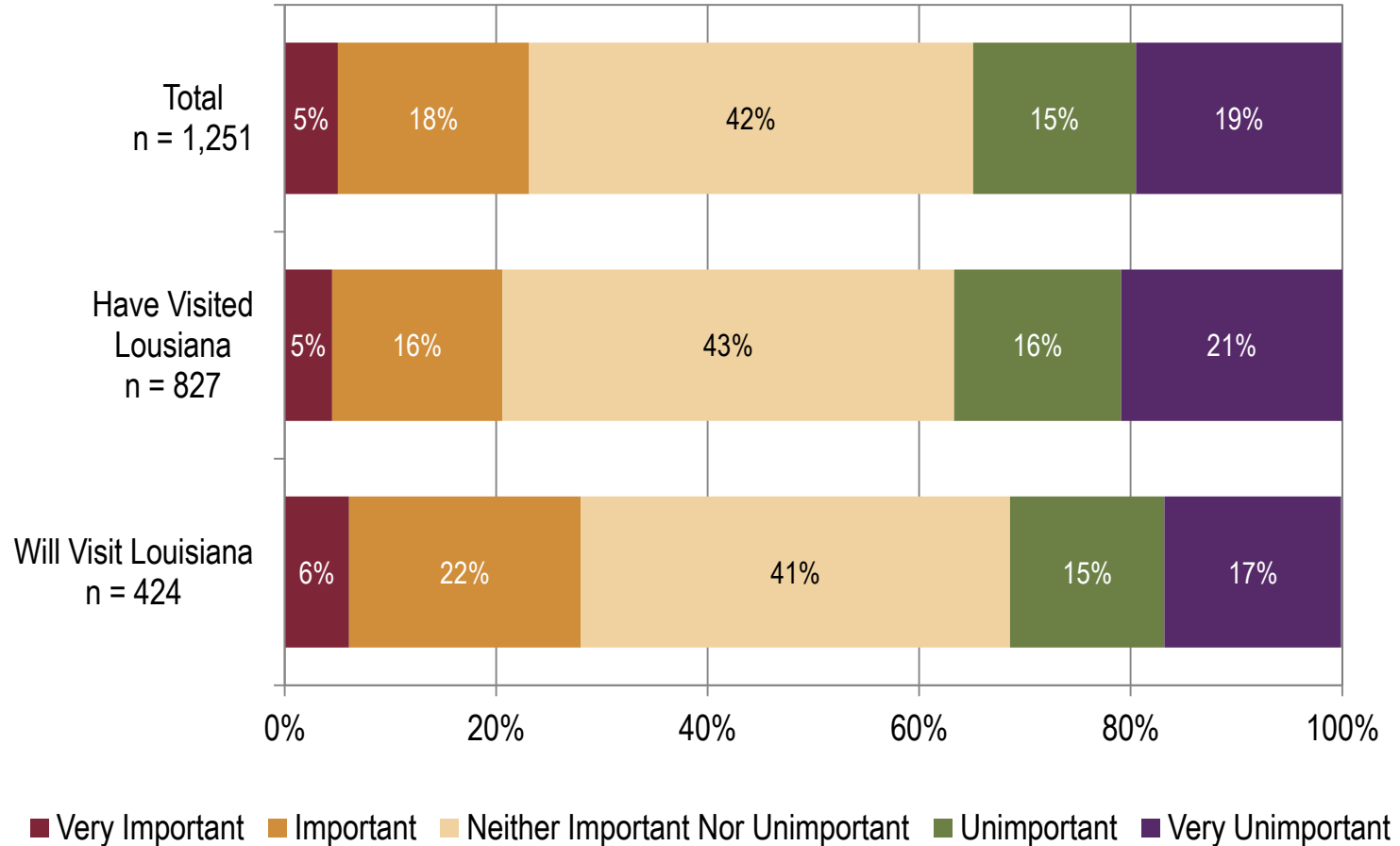
Sports

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



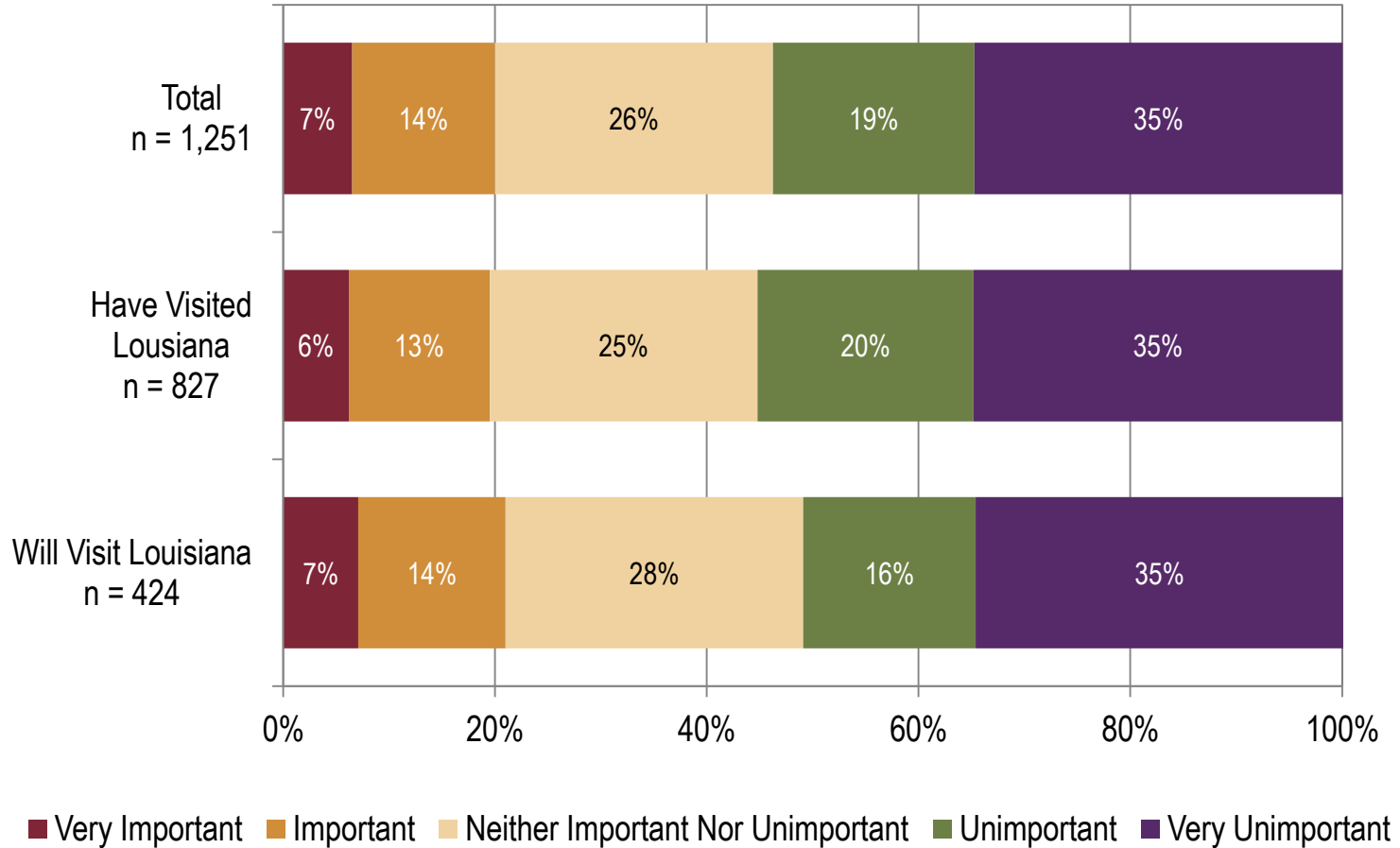
Theatre

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



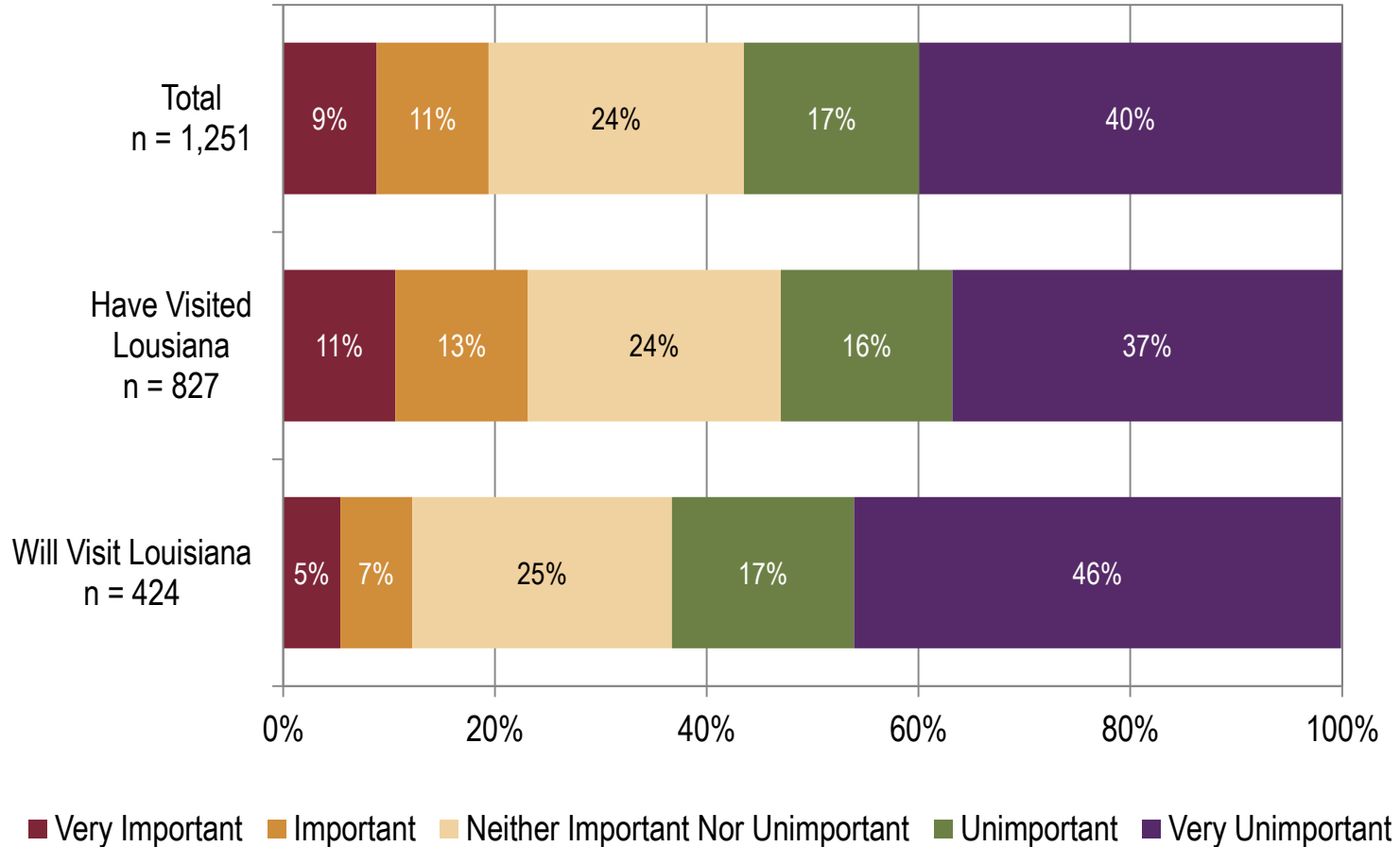
Fishing

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



Business

Q11.) Please rate the importance of the following factors when making the decision to travel to Louisiana.



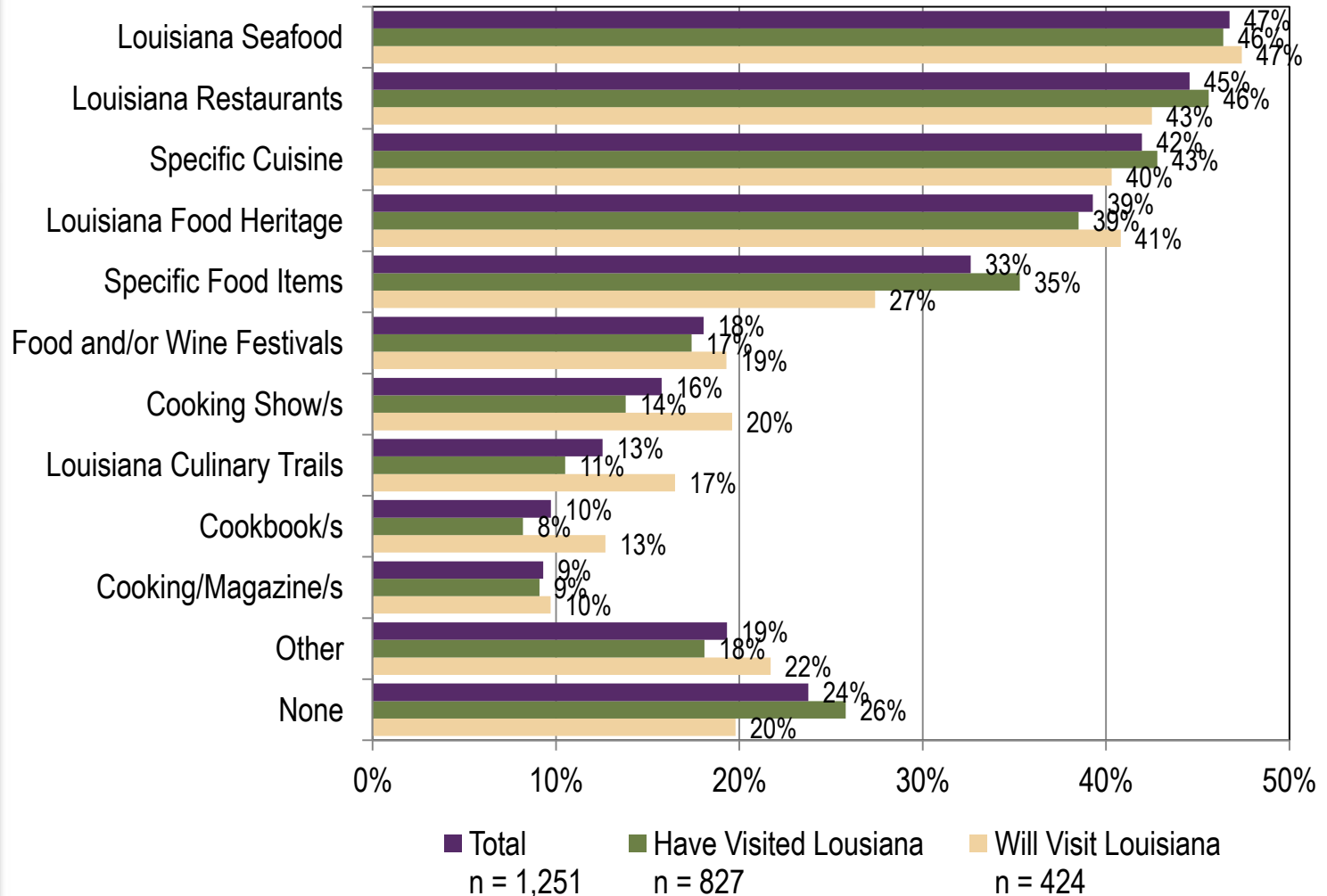


Section D

Importance of Culinary Factors in Influencing Travel to Louisiana

Culinary Influences on Travel Decisions

Q12.) Which of the following factors, if any, influenced your decision to travel to Louisiana? *Multiple responses accepted.*

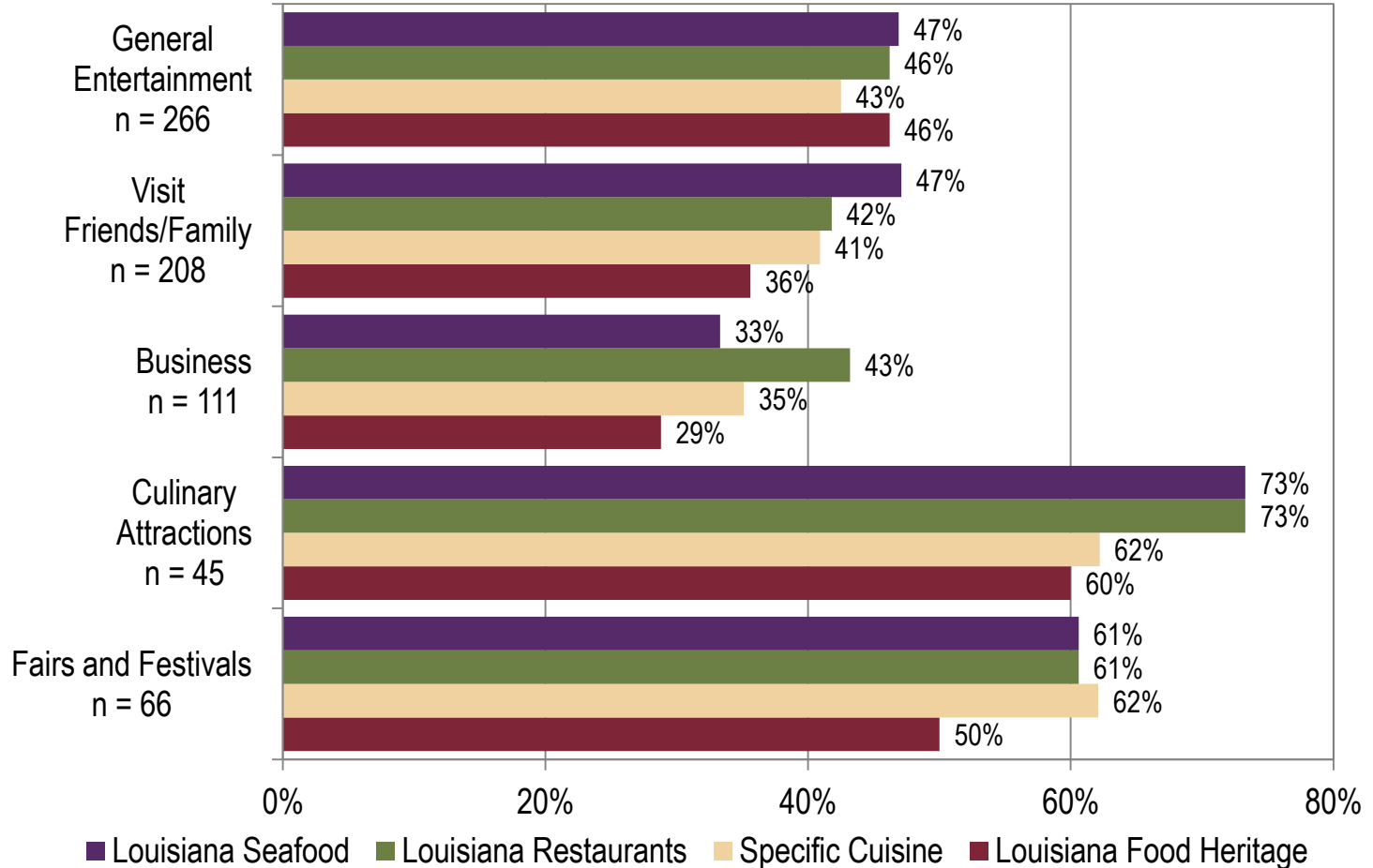




Purpose of Travel by Culinary Influences

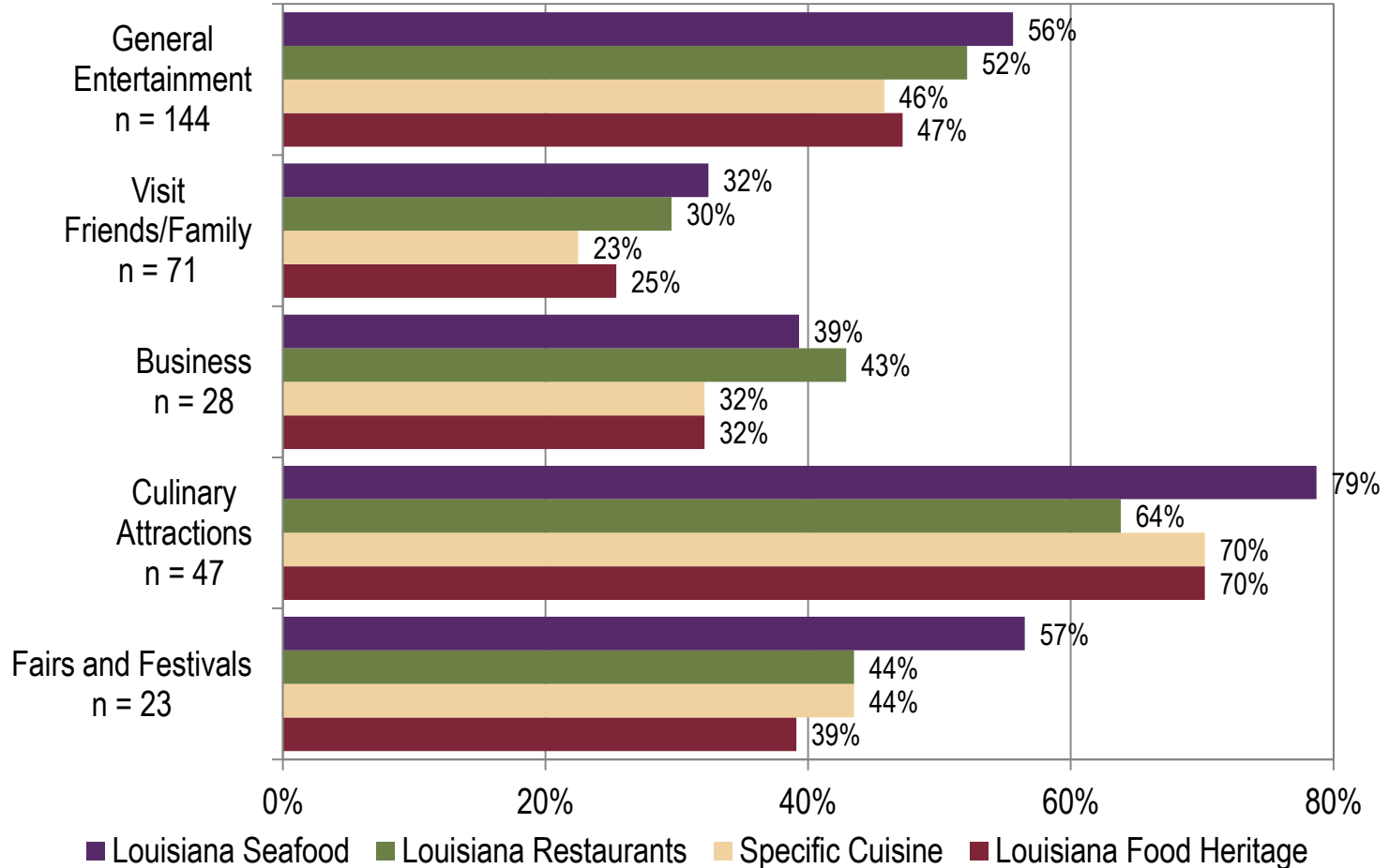
Purpose of Travel By Culinary Influences

Q12.) Which of the following factors, if any, influenced your decision to travel to Louisiana? *Multiple responses accepted.* **Study participants who have visited Louisiana.**



Purpose of Travel By Culinary Influences

Q12.) Which of the following factors, if any, influenced your decision to travel to Louisiana? *Multiple responses accepted.* **Study participants who plan to visit Louisiana.**



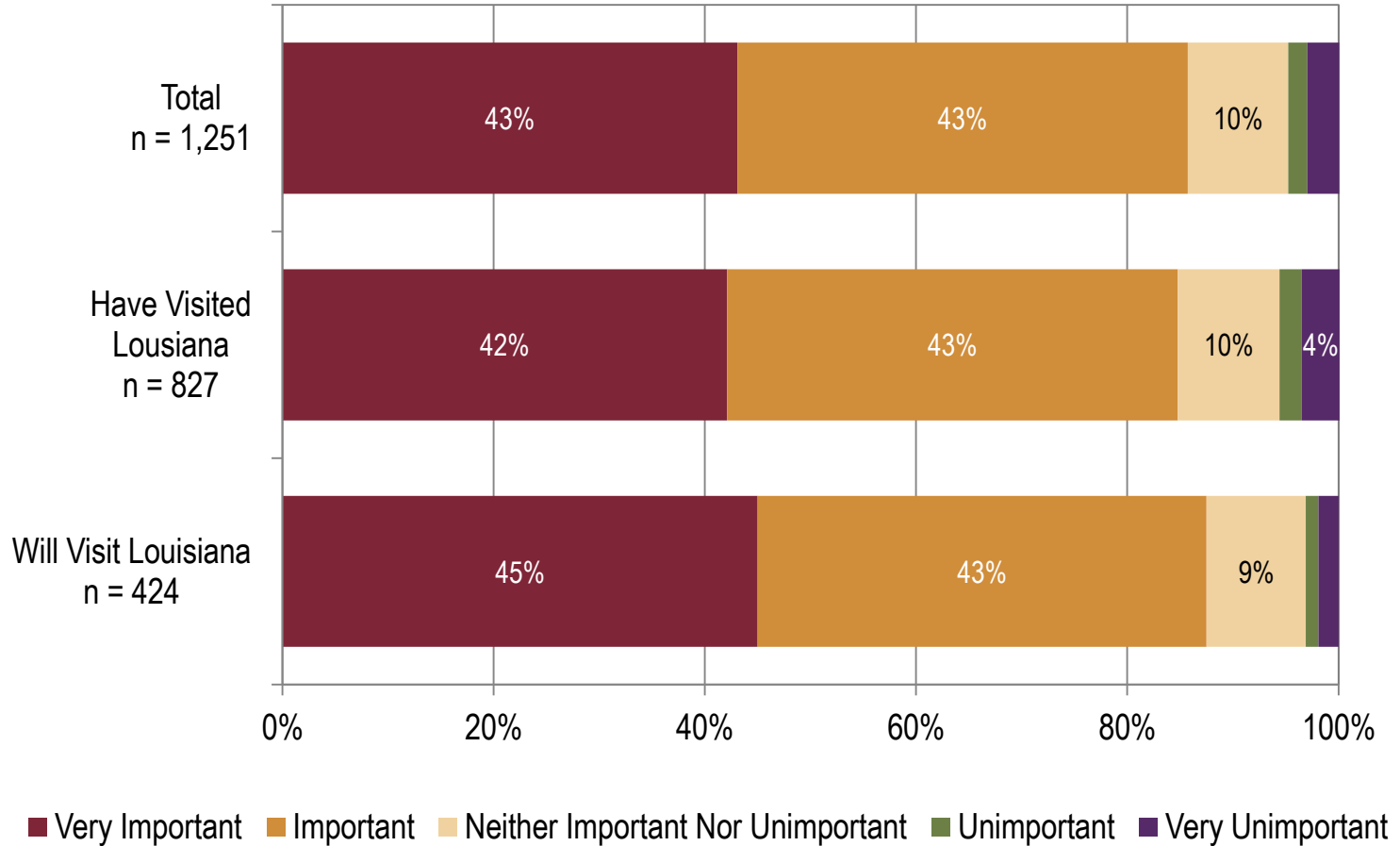


Section E

Factors Influencing Restaurant Selection

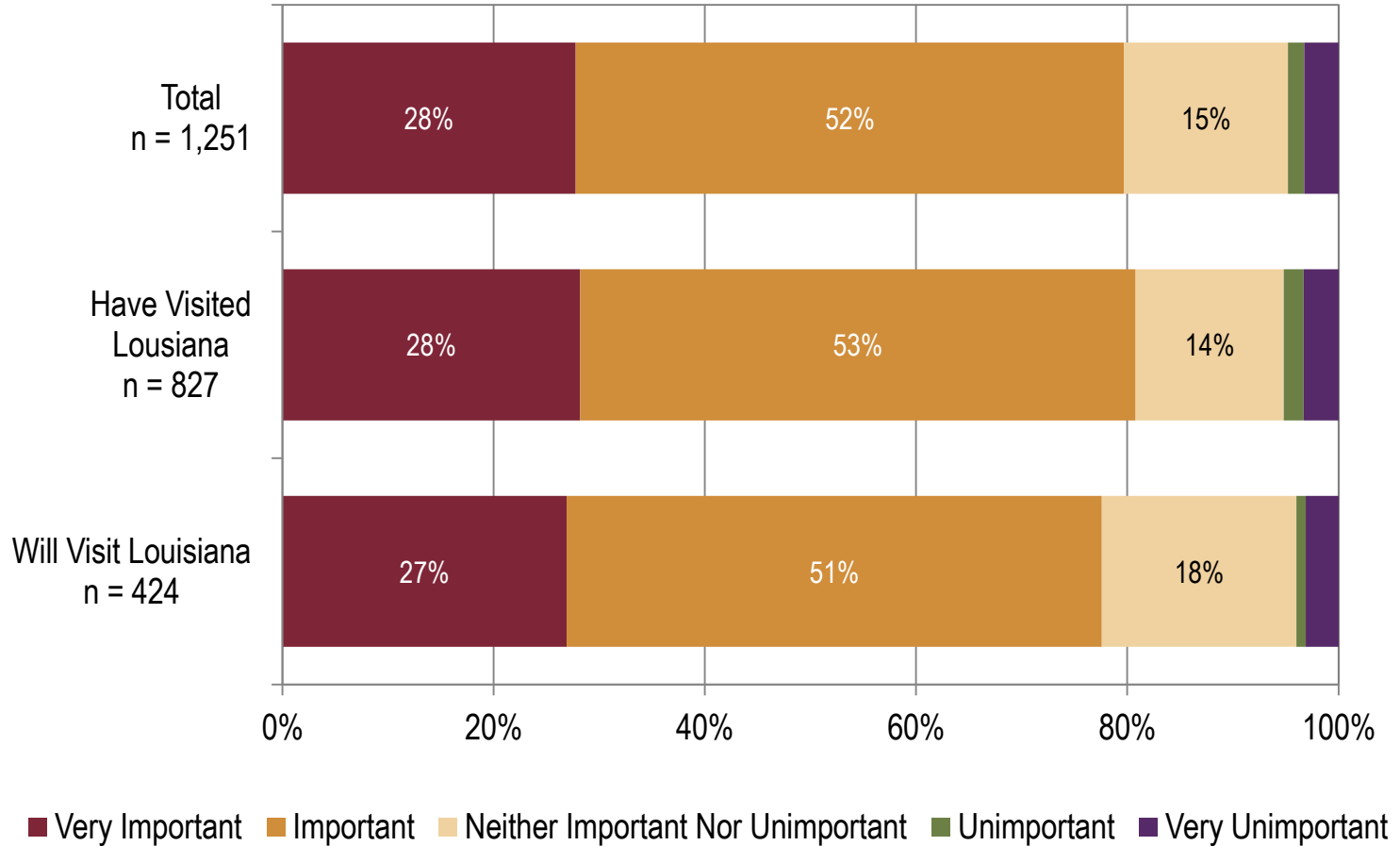
Type of Cuisine

Q13.) Please rate the importance of the following factors when making the decision to dine at a specific restaurant in Louisiana.



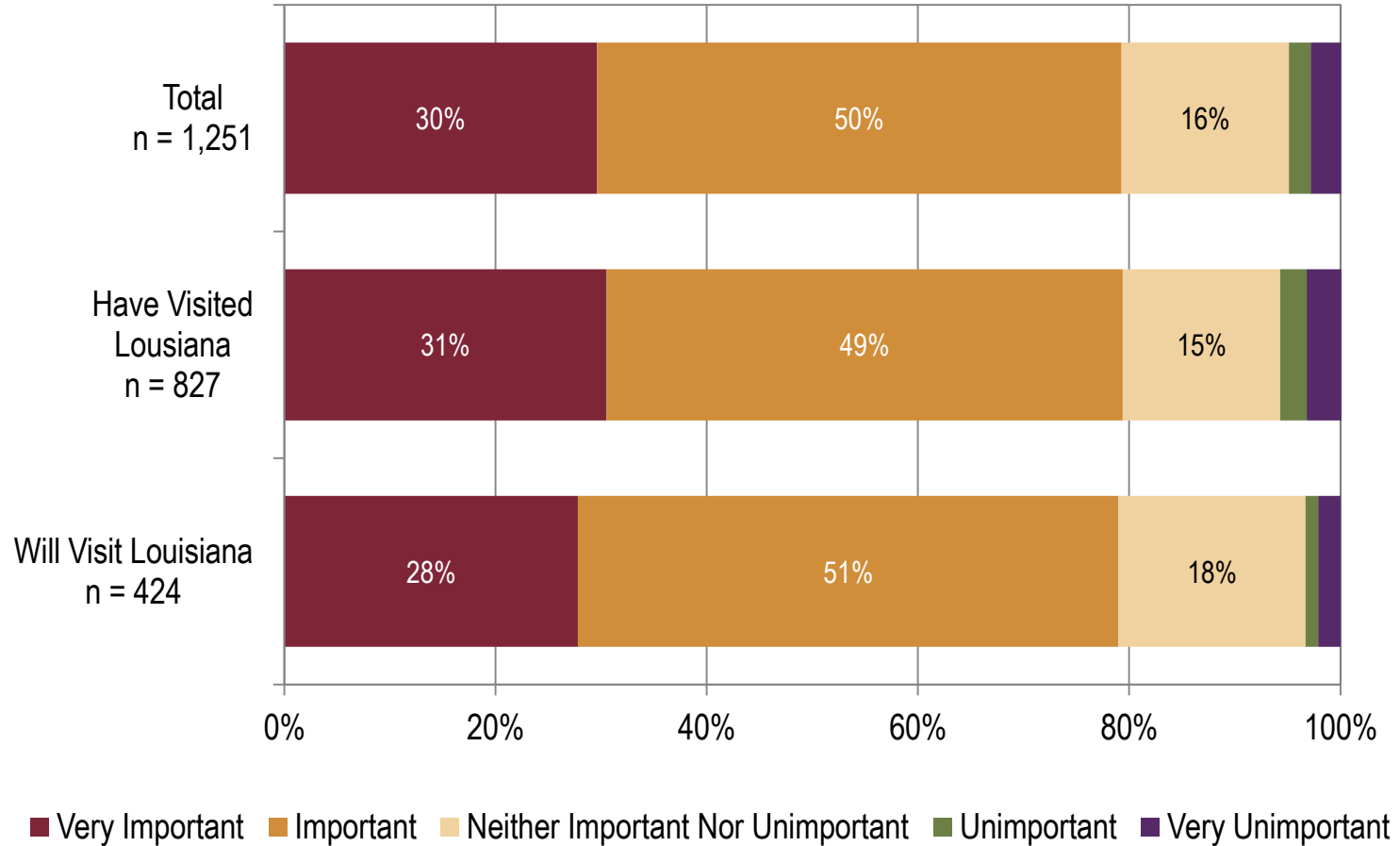
Location

Q13.) Please rate the importance of the following factors when making the decision to dine at a specific restaurant in Louisiana.



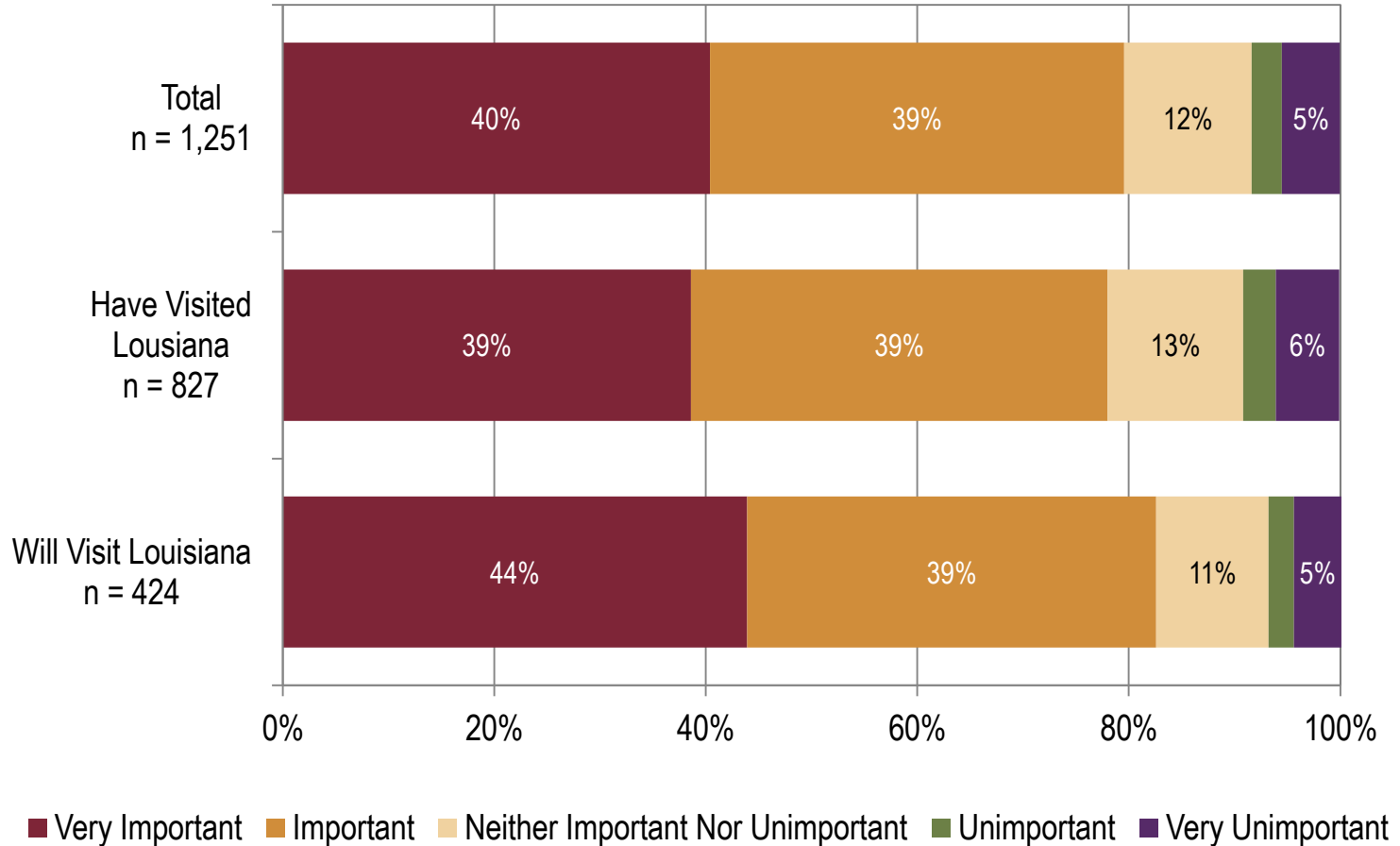
Type of Restaurant

Q13.) Please rate the importance of the following factors when making the decision to dine at a specific restaurant in Louisiana.



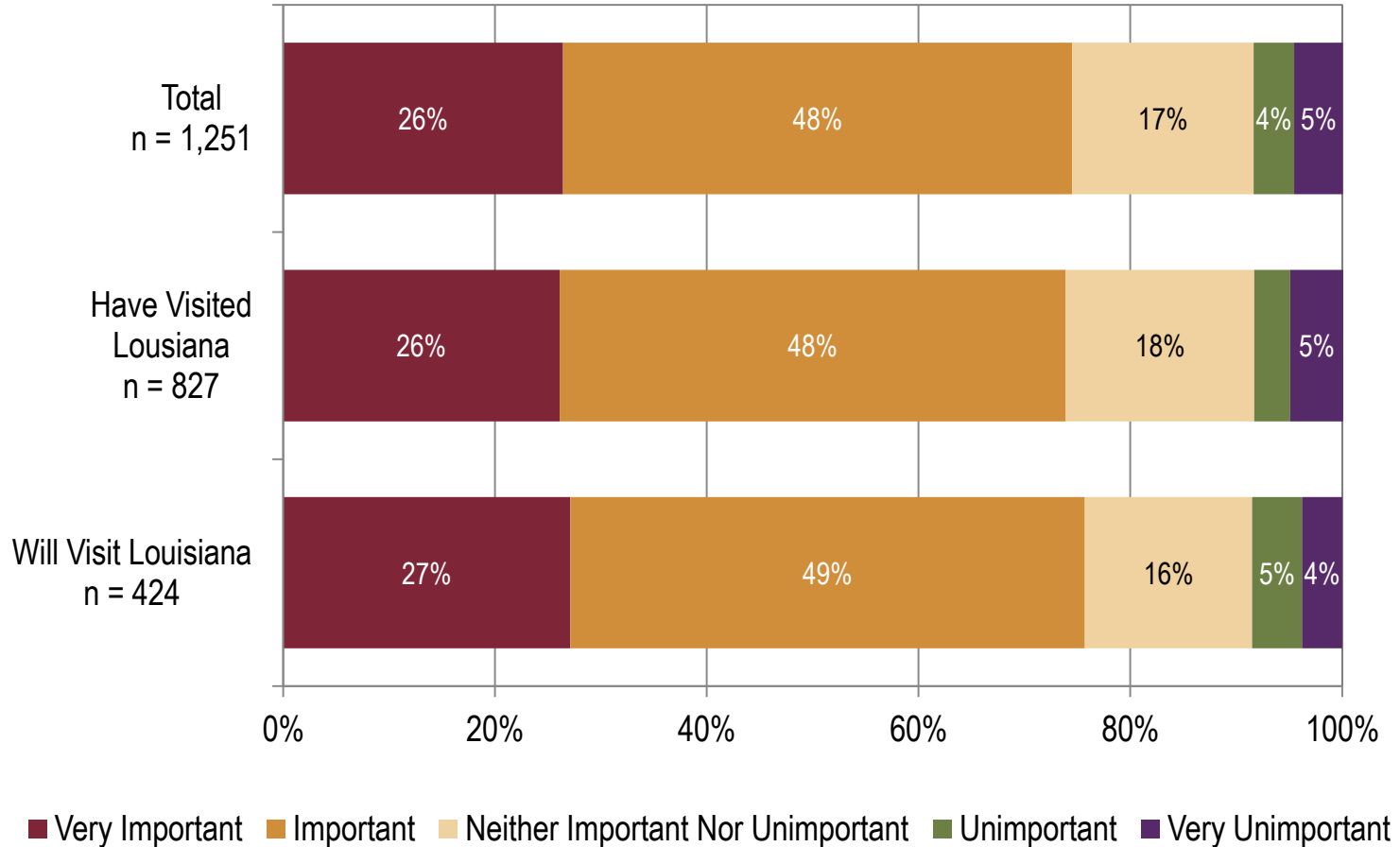
Availability of Fresh Louisiana Seafood

Q13.) Please rate the importance of the following factors when making the decision to dine at a specific restaurant in Louisiana.



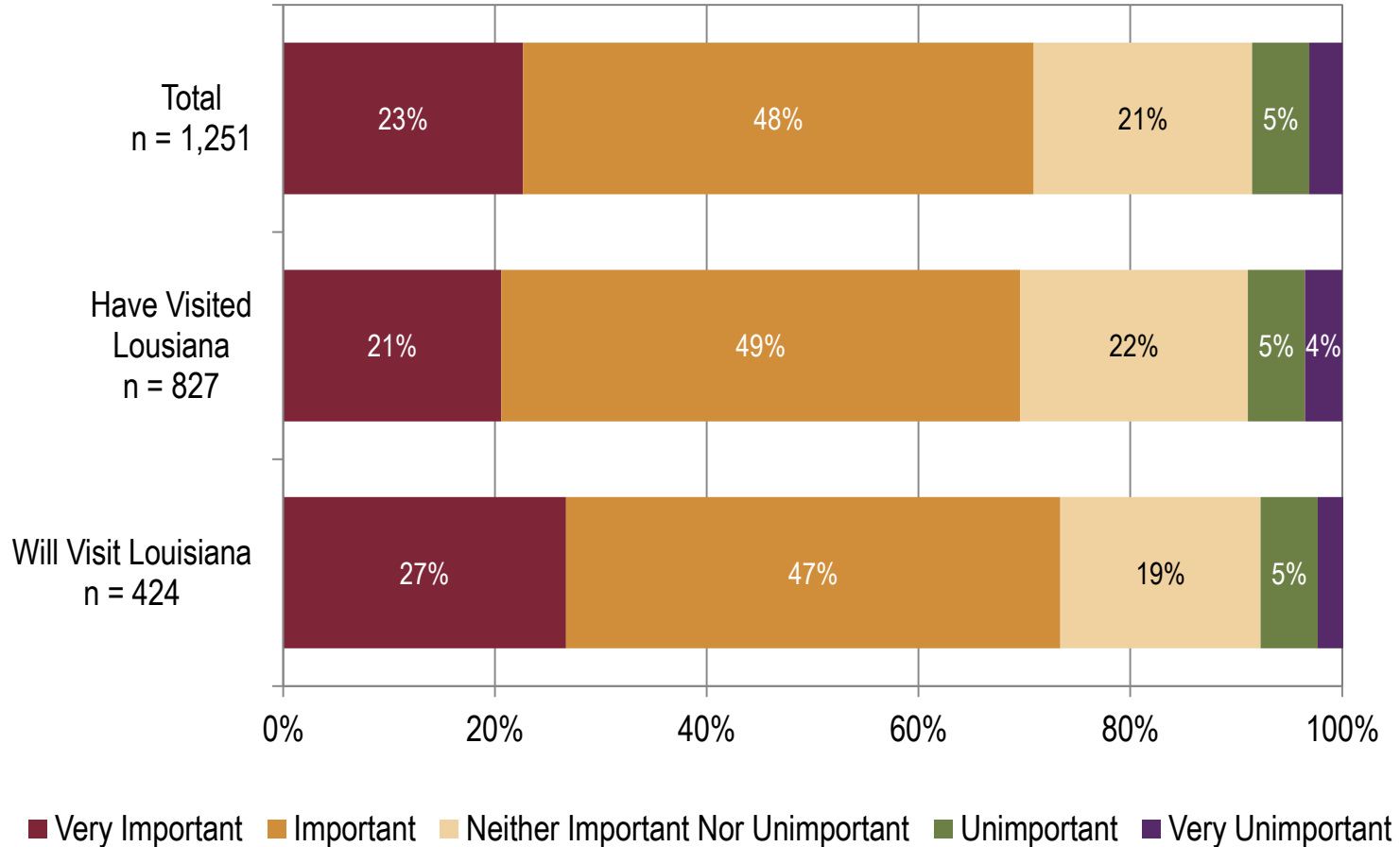
Recommendation

Q13.) Please rate the importance of the following factors when making the decision to dine at a specific restaurant in Louisiana.



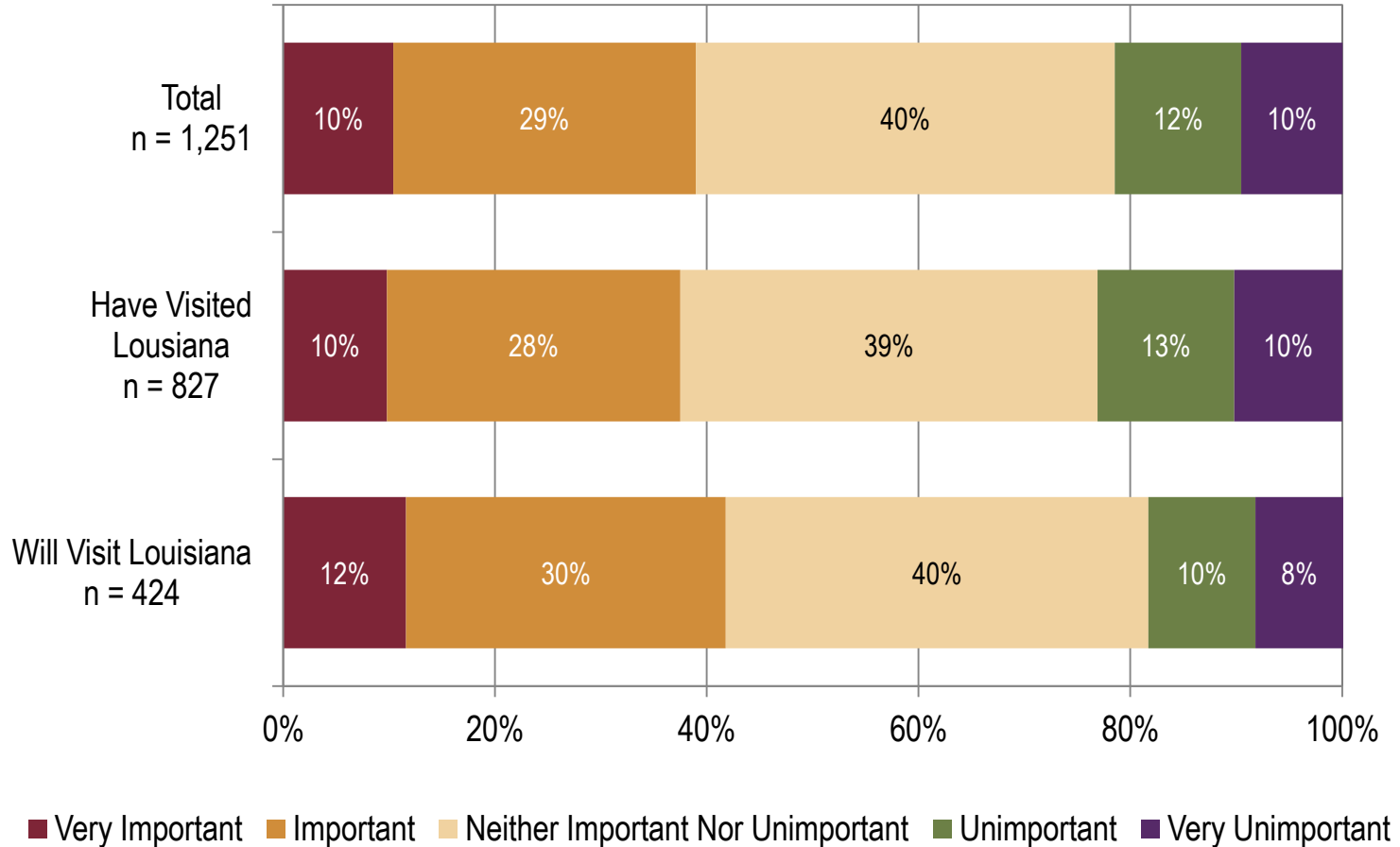
Cost

Q13.) Please rate the importance of the following factors when making the decision to dine at a specific restaurant in Louisiana.



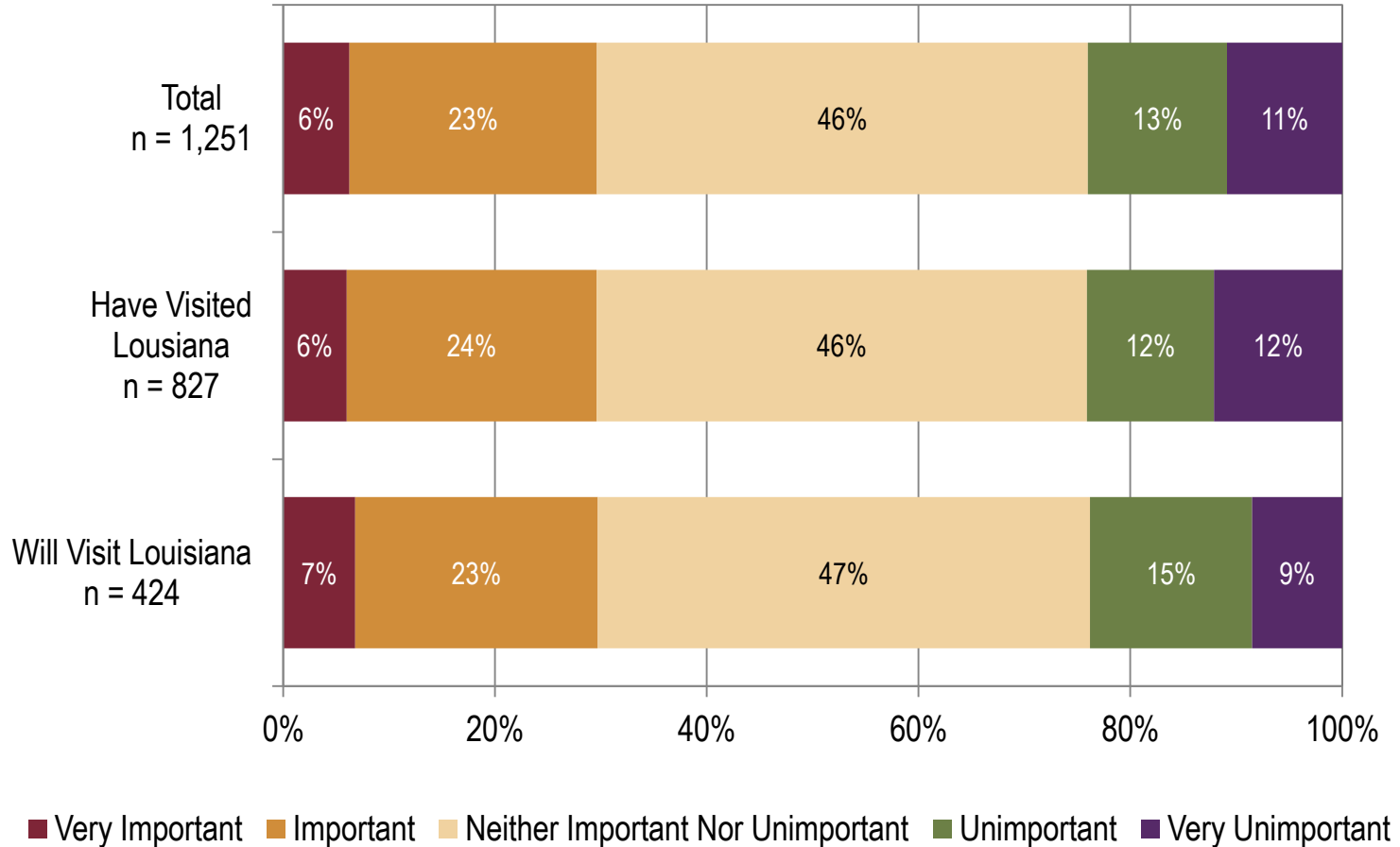
Famous or Notable Chefs

Q13.) Please rate the importance of the following factors when making the decision to dine at a specific restaurant in Louisiana.



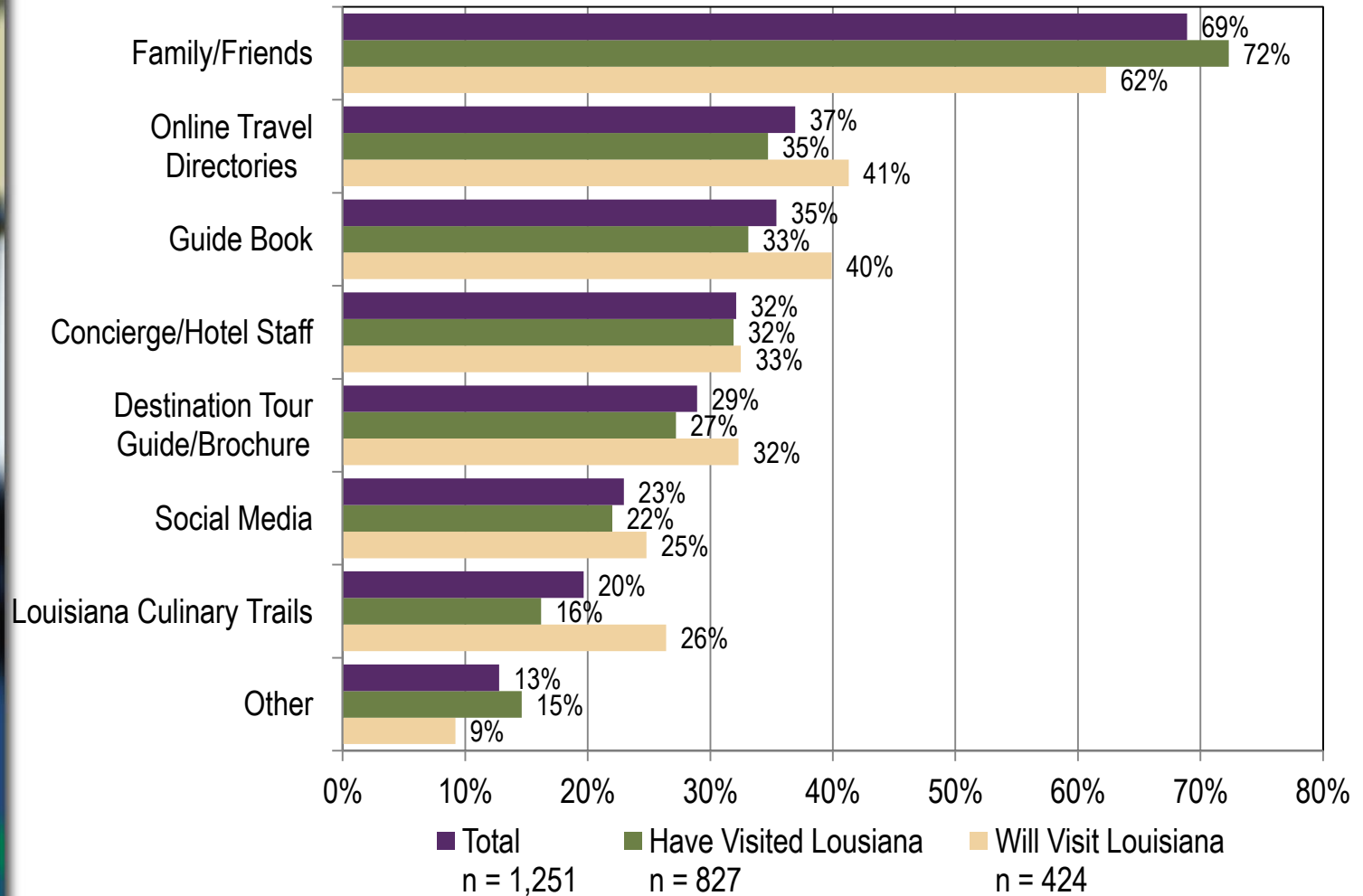
Awards

Q13.) Please rate the importance of the following factors when making the decision to dine at a specific restaurant in Louisiana.



Restaurant Decision

Q14.) When dining in Louisiana, what influences your restaurant choice? *Multiple responses accepted.*

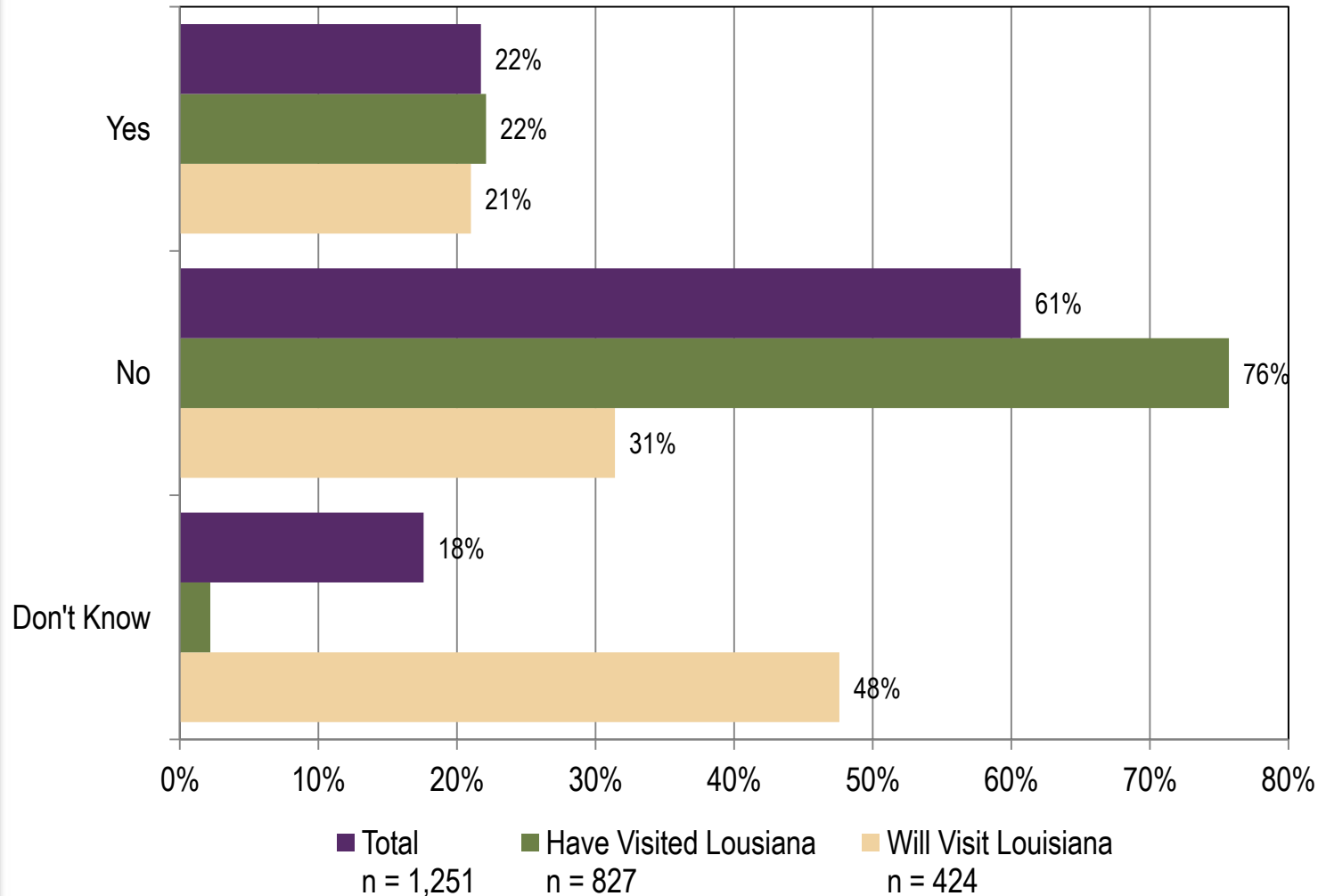




Section F Festivals

Attending Fairs/Festivals for Culinary Experience

Q15.) Did you / will you be attending a fair or festival for the culinary experience?



Fairs/Festivals Attended

Q15.) Did you / will you be attending a fair or festival for the culinary experience?

Study participants who indicated that they had attended a festival during their visit.

Responses With More Than One Mention

Have Visited Louisiana (n = 183)

- Specific Food Items Mentioned (16%)
- New Orleans Food and Wine Experience (8%)
- Mardi Gras (7%)
- New Orleans Jazz Fest (6%)
- Any/All Festivals During Stay (6%)
- Louisiana Crawfish Festival (4%)
- Festivals Acadians et Creoles (4%)
- Louisiana Seafood Festival (3%)
- French Quarter Fest (2%)
- Amite Oyster Festival (2%)
- Hammond Blues & BBQ Festival (1%)
- Breaux Bridge Crawfish Festival (1%)
- Louisiana Beer and Wine Experience (1%)
- French Market Creole Tomato Festival (1%)

Plan to Visit Louisiana (n = 89)

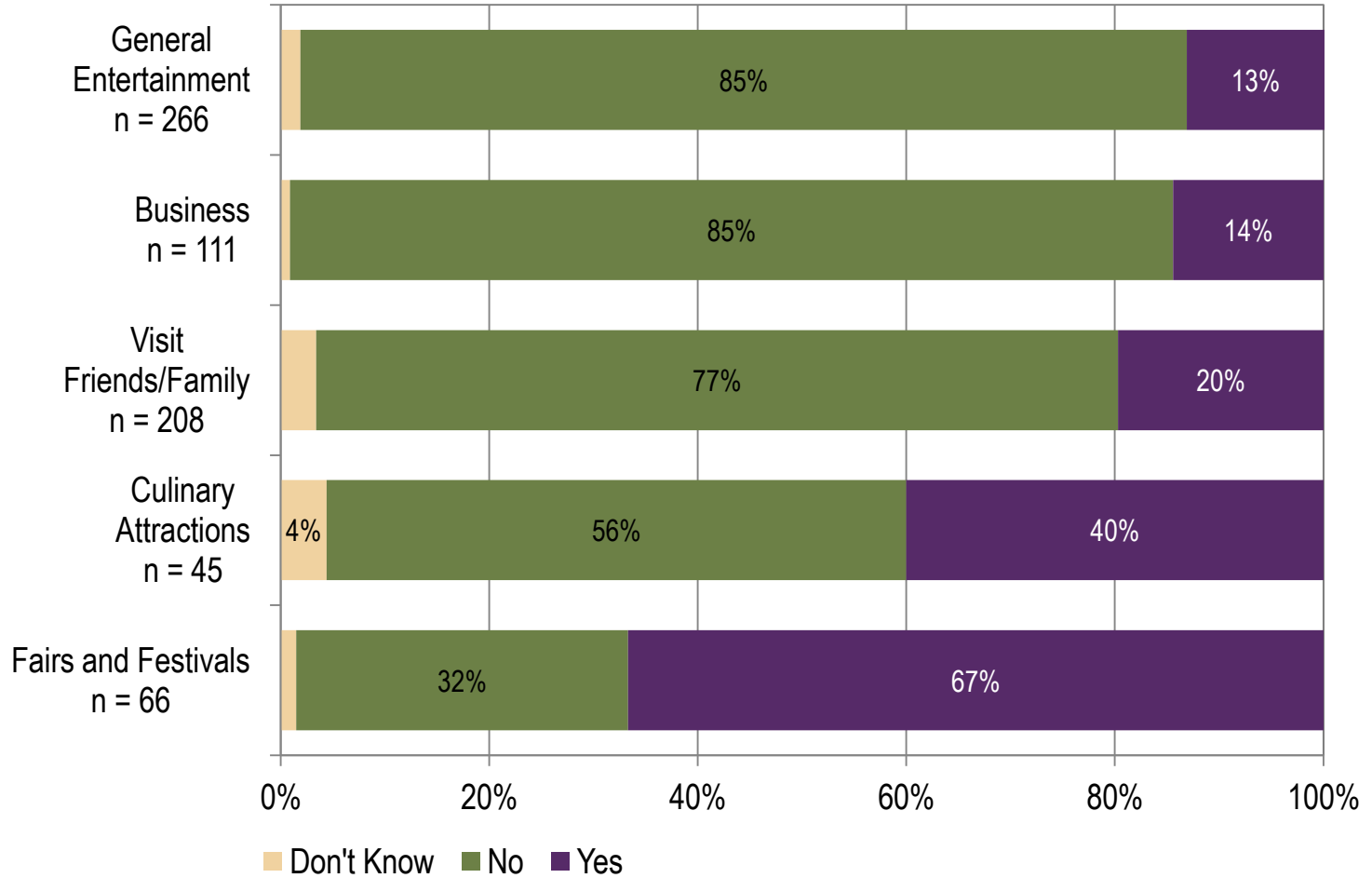
- Specific Food Items Mentioned (16%)
- No Specific Festival in Mind (11%)
- New Orleans Food & Wine Experience (9%)
- New Orleans Jazz Fest (9%)
- Mardi Gras (9%)
- Don't Know / Don't Remember (6%)
- Louisiana Crawfish Festival (5%)
- Festivals Acadiens et Creoles (5%)
- French Quarter Fest (3%)
- Cajun Food Festival (2%)
- Essence Music Festival (2%)
- Jambalaya Festival (2%)
- Louisiana Seafood Festival (2%)



Purpose of Travel by Festivals

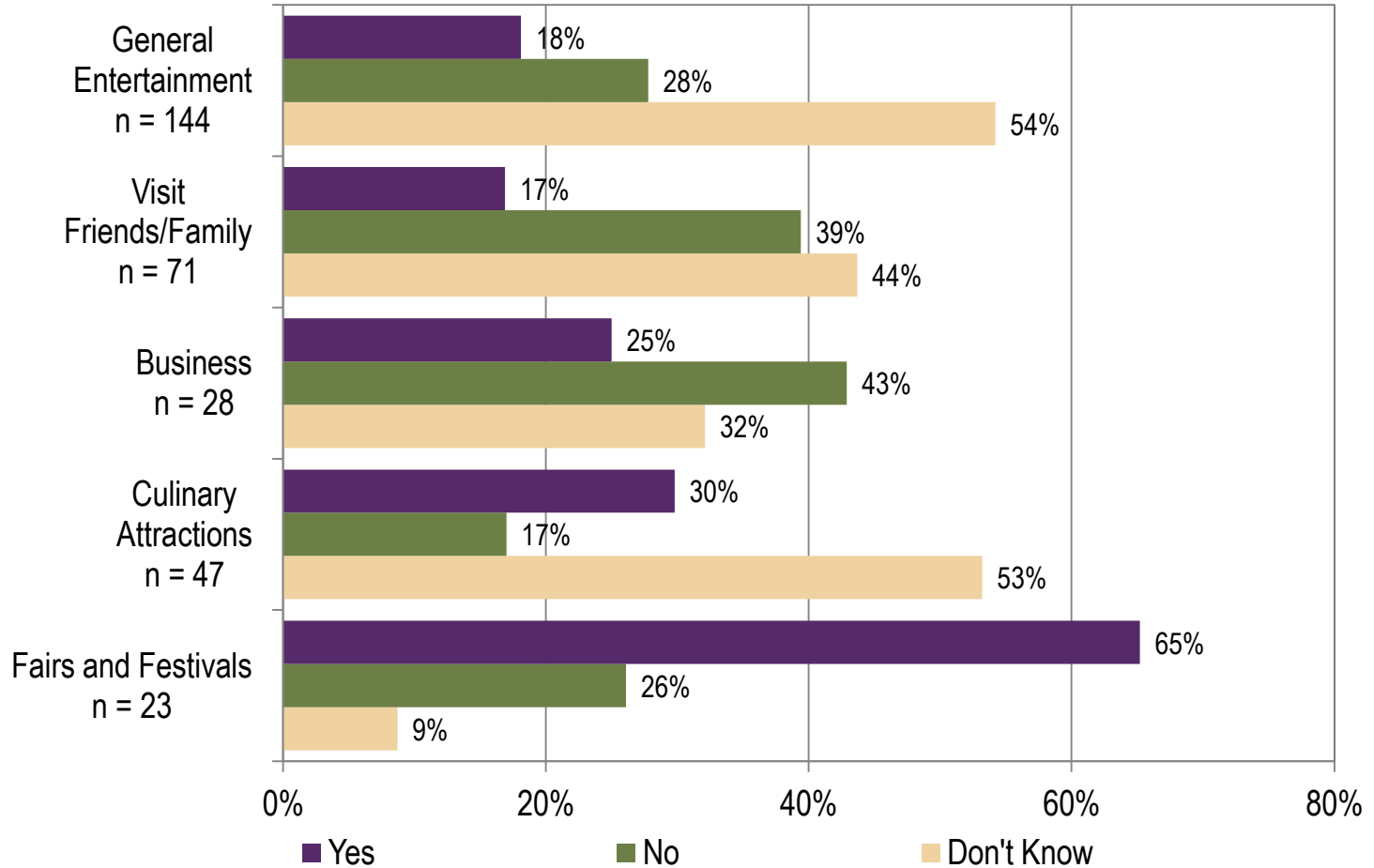
Purpose of Travel By Fair/Festival Attendance

Q15.) Did you attend a fair or festival for the culinary experience?
Study participants who have visited Louisiana.



Purpose of Travel By Festivals

Q15.) Will you be attending a fair or festival for the culinary experience?
Study participants who plan to visit Louisiana.



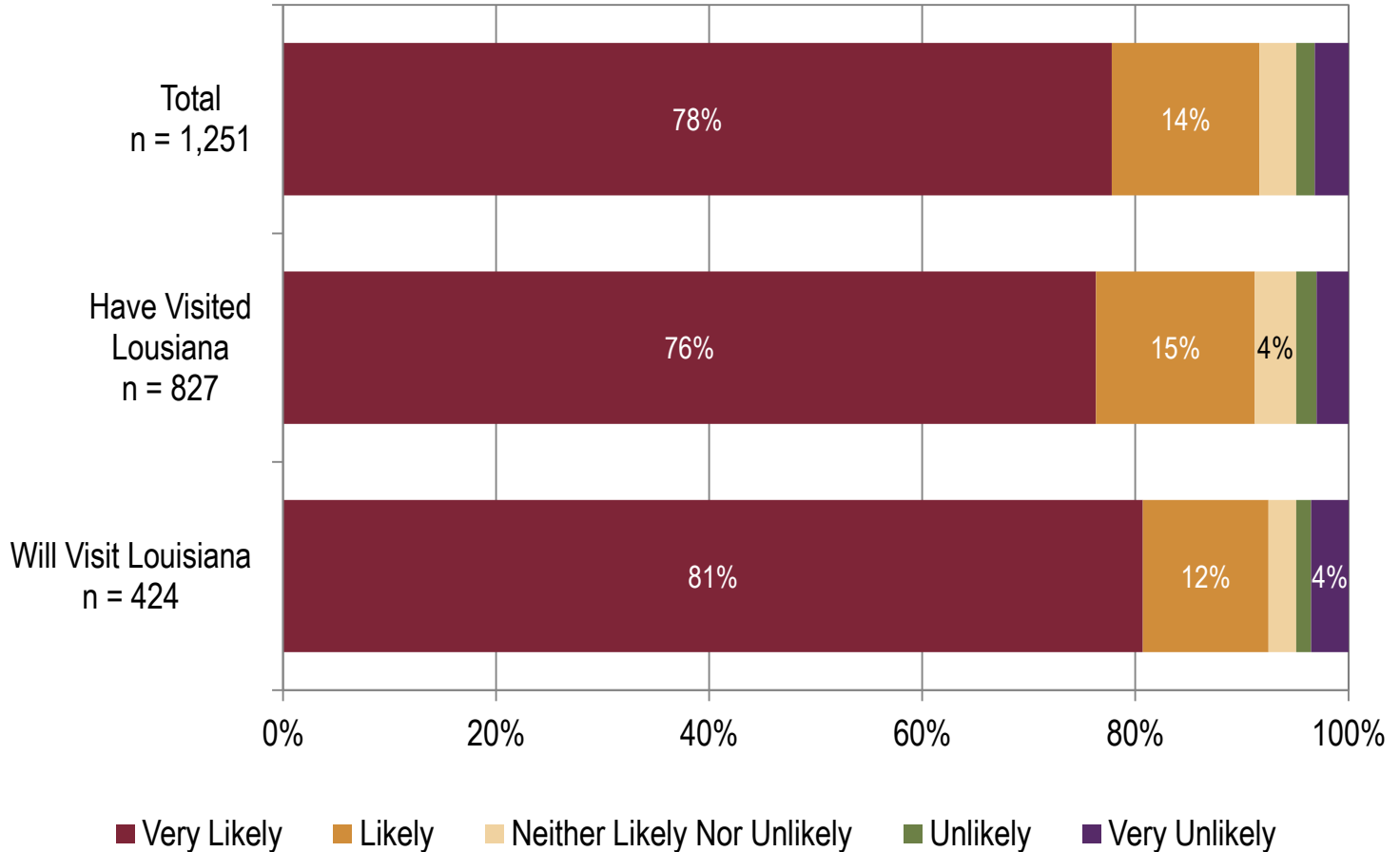


Section G

Louisiana Seafood

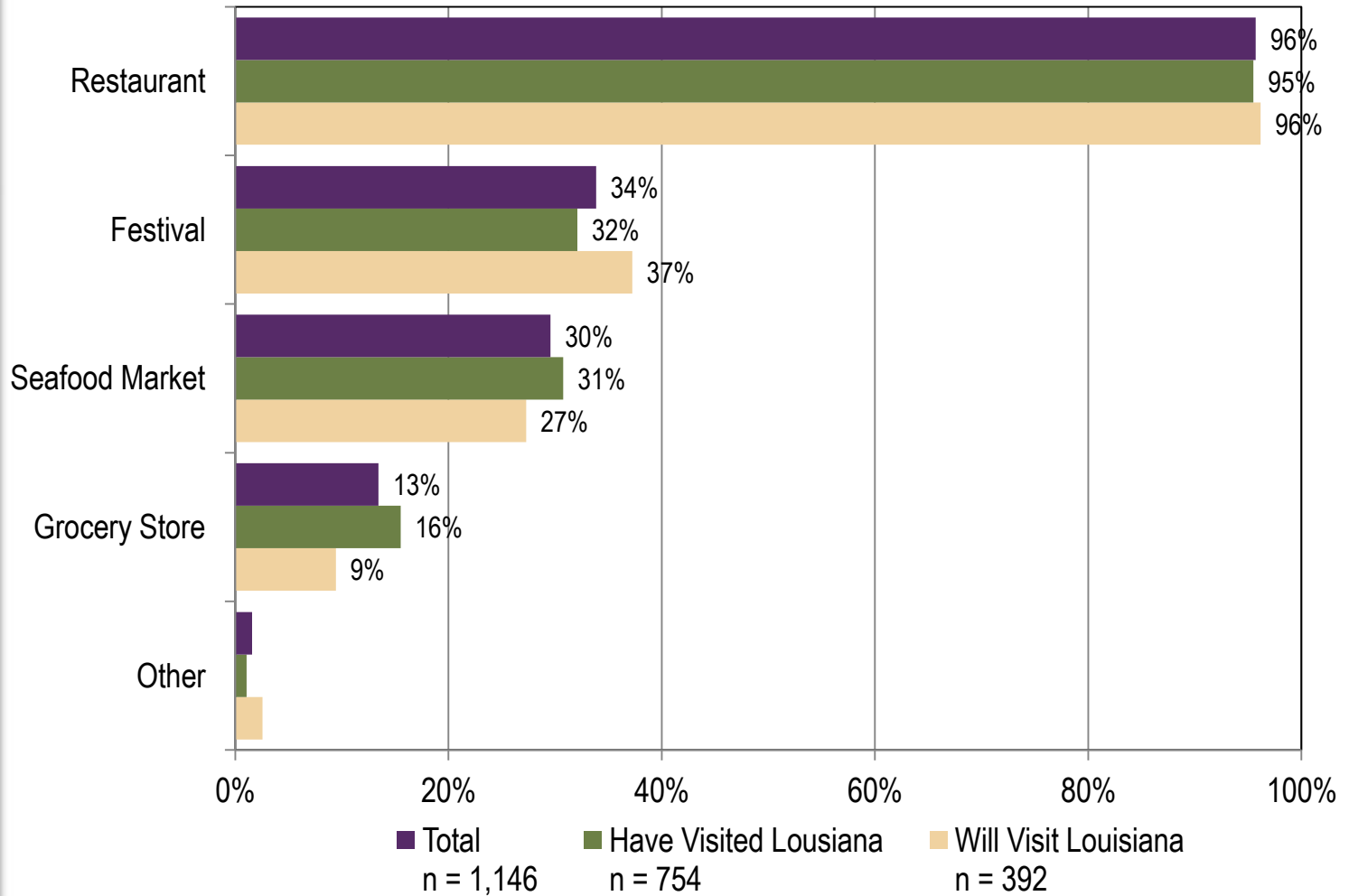
Likelihood of Eating Louisiana Seafood

Q16.) When in Louisiana, how likely is it that you will eat seafood?



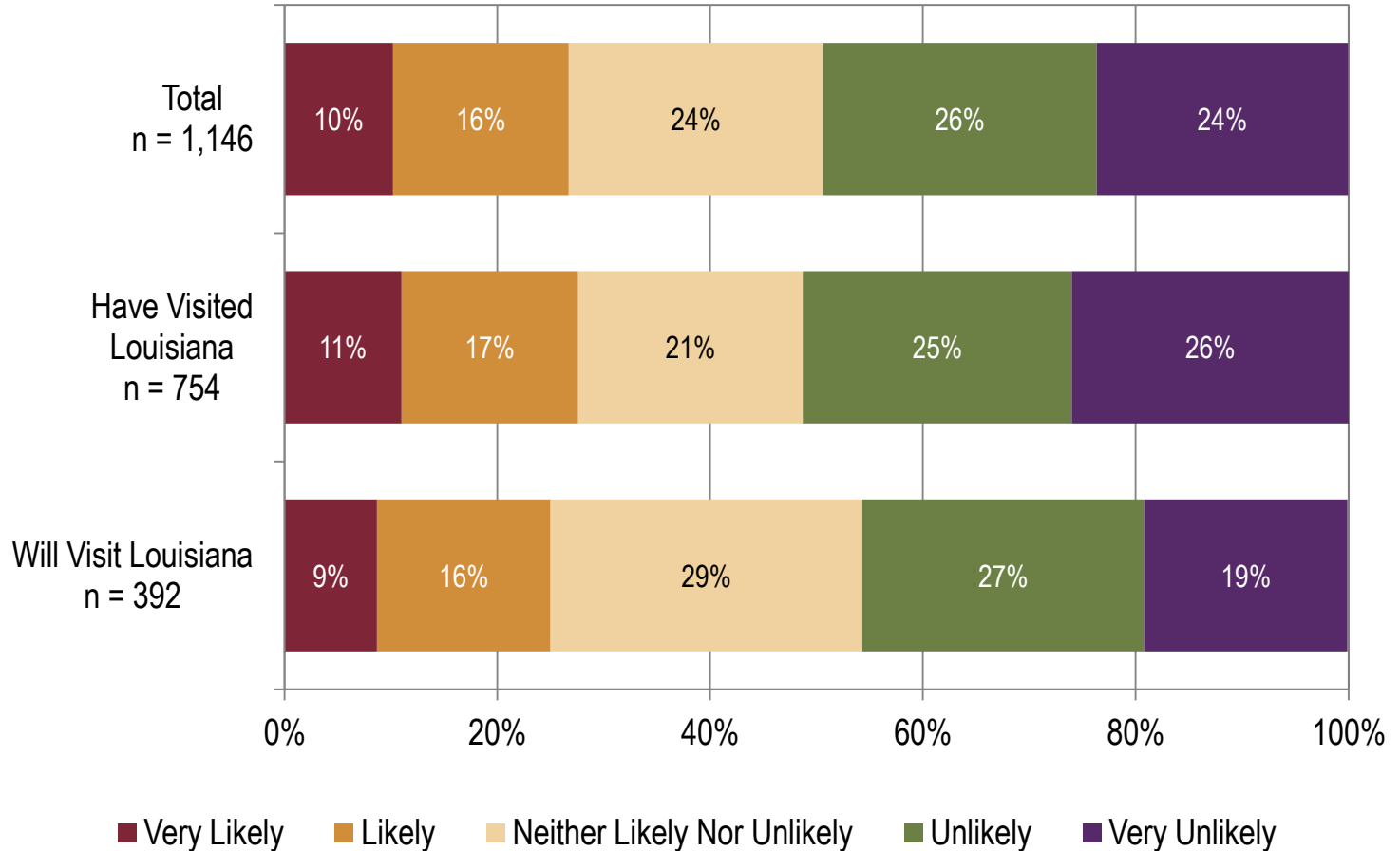
Location of Louisiana Seafood Purchase

Q17.) Where are you most likely to purchase seafood in Louisiana? *Multiple responses accepted.*



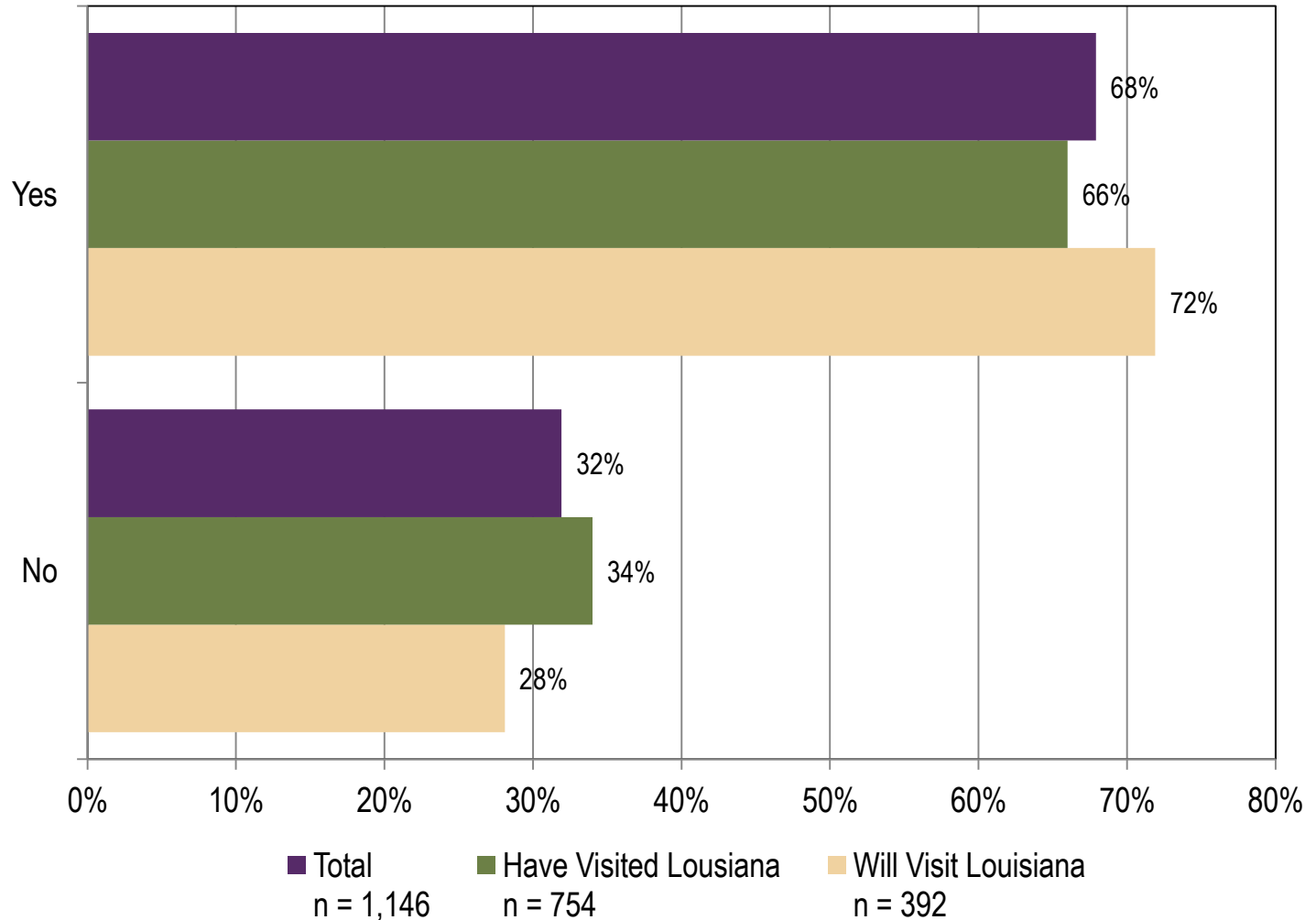
Likelihood of Shipping Fresh Louisiana Seafood Home

Q18.) How likely are you to have fresh Louisiana seafood shipped to your home?



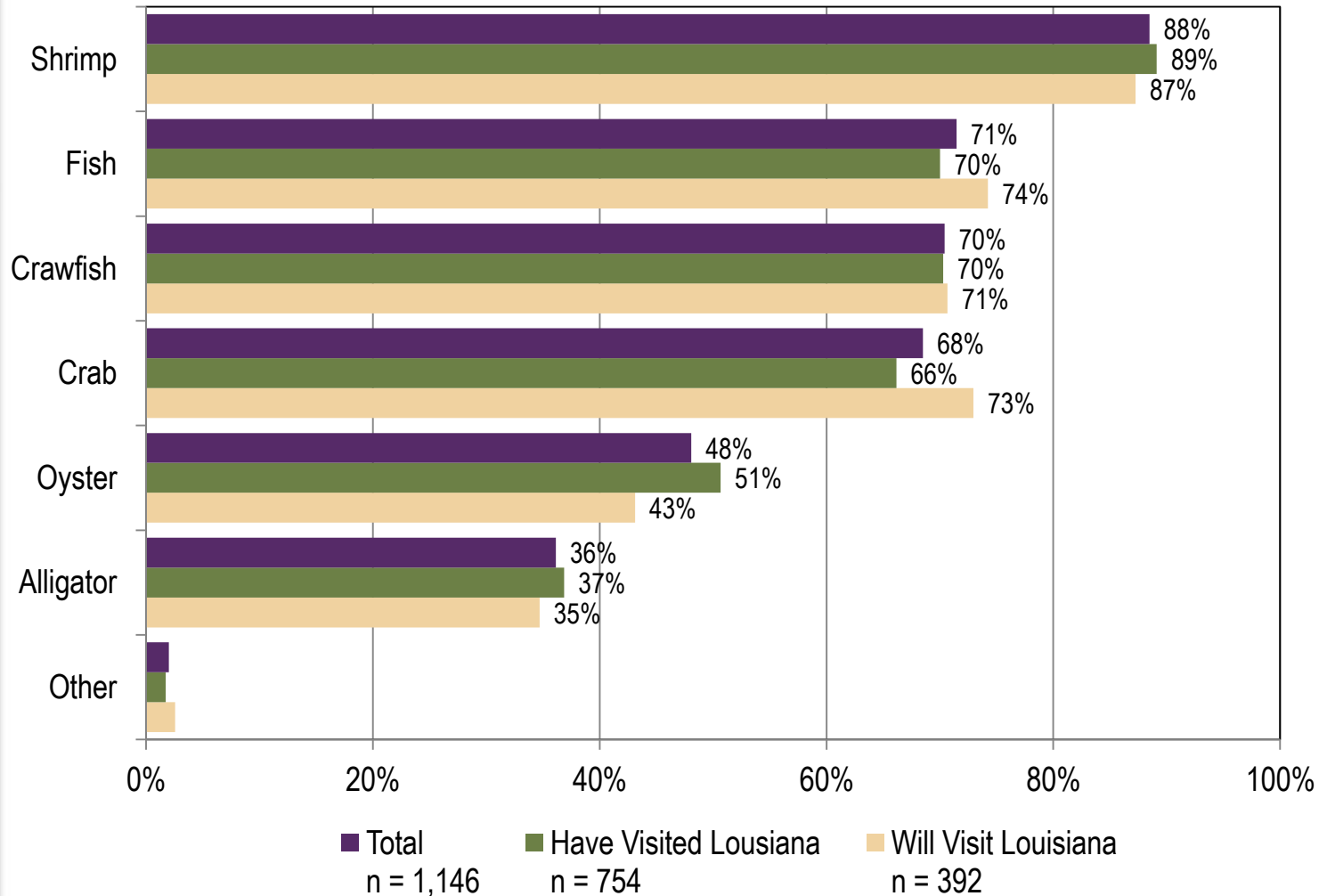
Requests for Louisiana Seafood in Restaurants

Q19.) When dining at restaurants in Louisiana, do you ask for Louisiana seafood?



Types of Louisiana Seafood

Q20.) Which of the following types of seafood are you most likely to eat when in Louisiana? *Multiple responses accepted.*

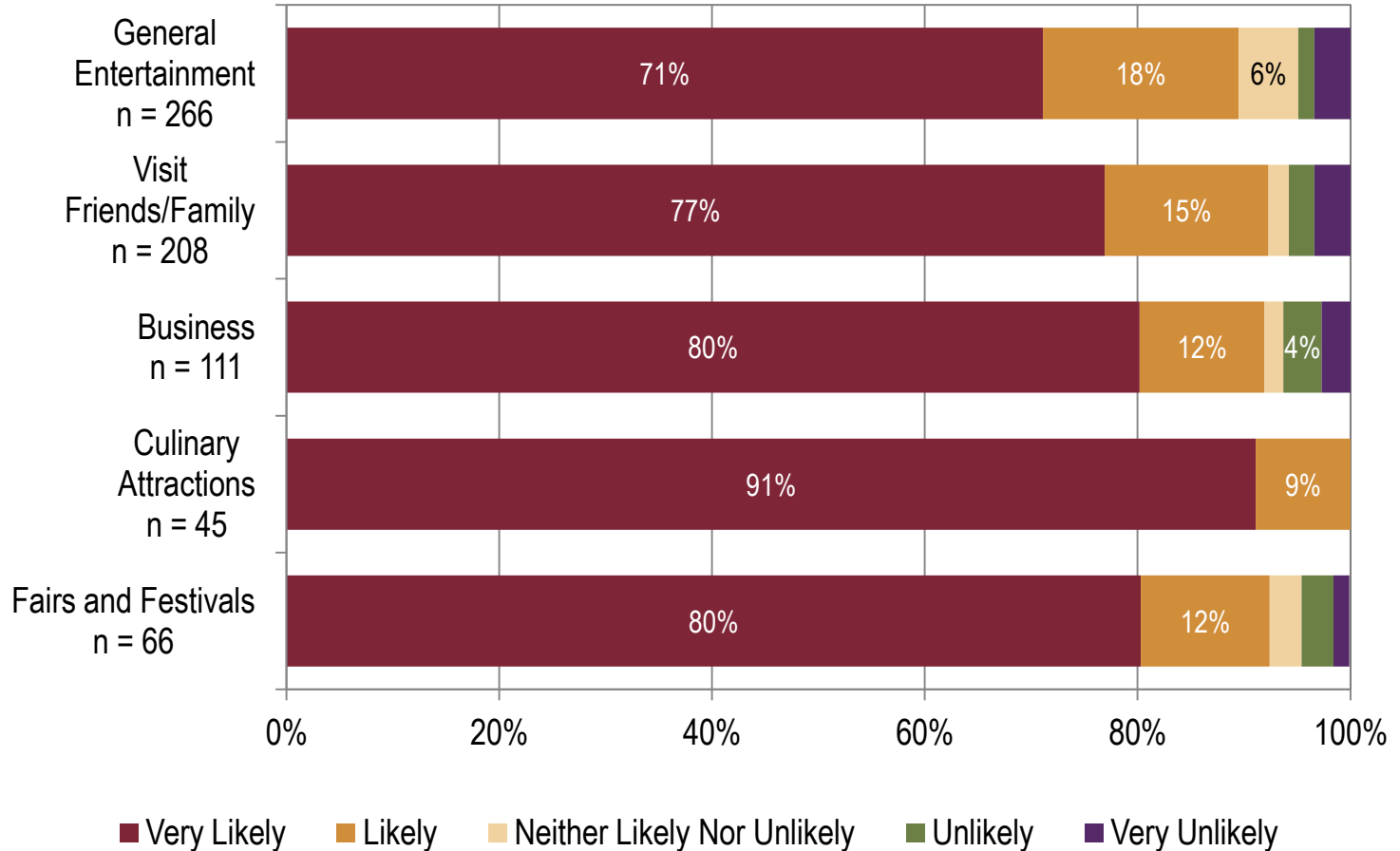




Likelihood of Purchasing Seafood by Purpose of Travel

Likelihood of Purchasing Seafood By Purpose of Travel

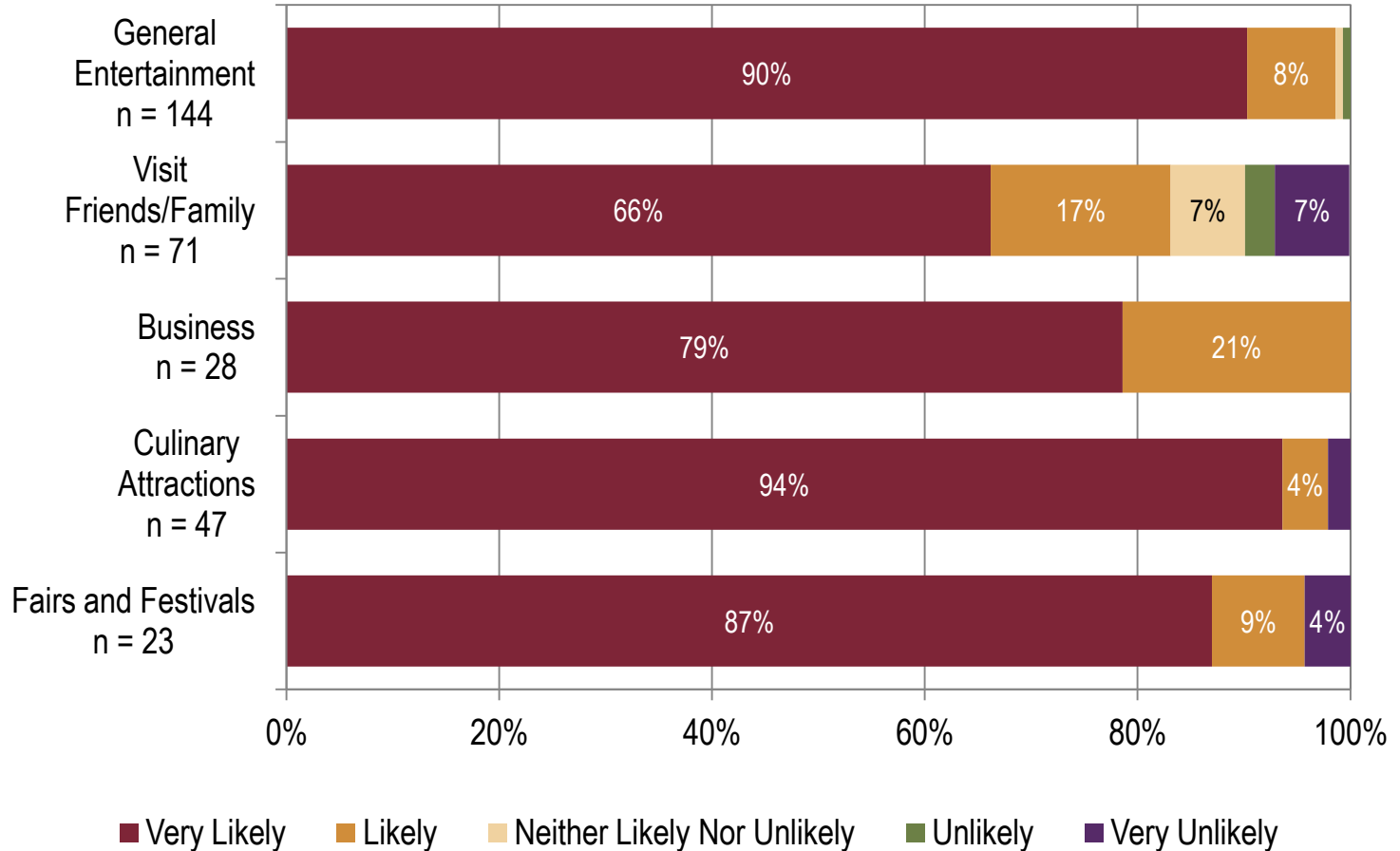
Q16.) When in Louisiana, how likely is it that you will eat seafood?
Study participants who have visited Louisiana.



Likelihood of Purchasing Seafood By Purpose of Travel

Q16.) When in Louisiana, how likely is it that you will eat seafood?

Study participants who plan to visit Louisiana.

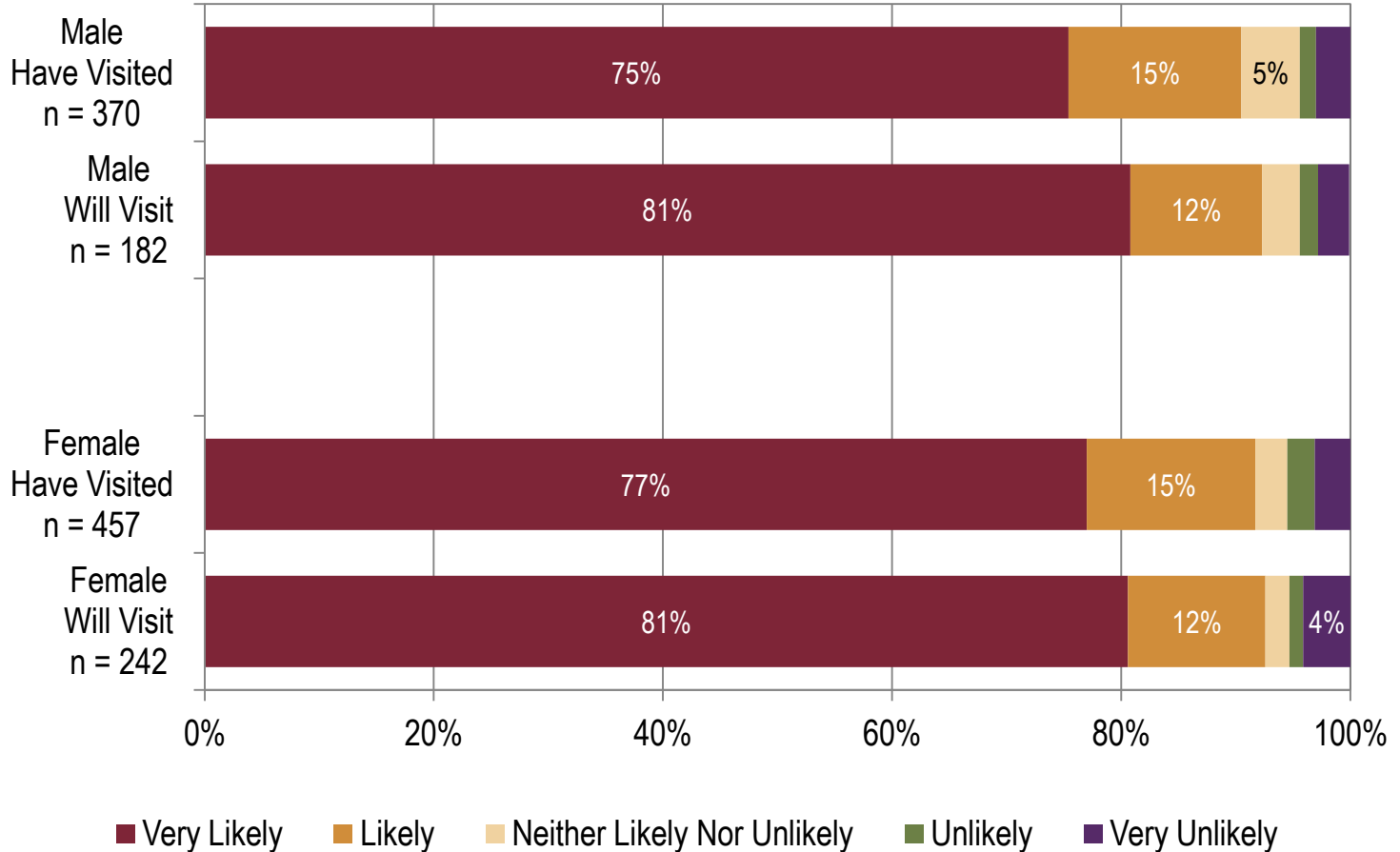




Likelihood of Purchasing Seafood by Gender

Likelihood of Purchasing Seafood By Gender

Q16.) When in Louisiana, how likely is it that you will eat seafood?

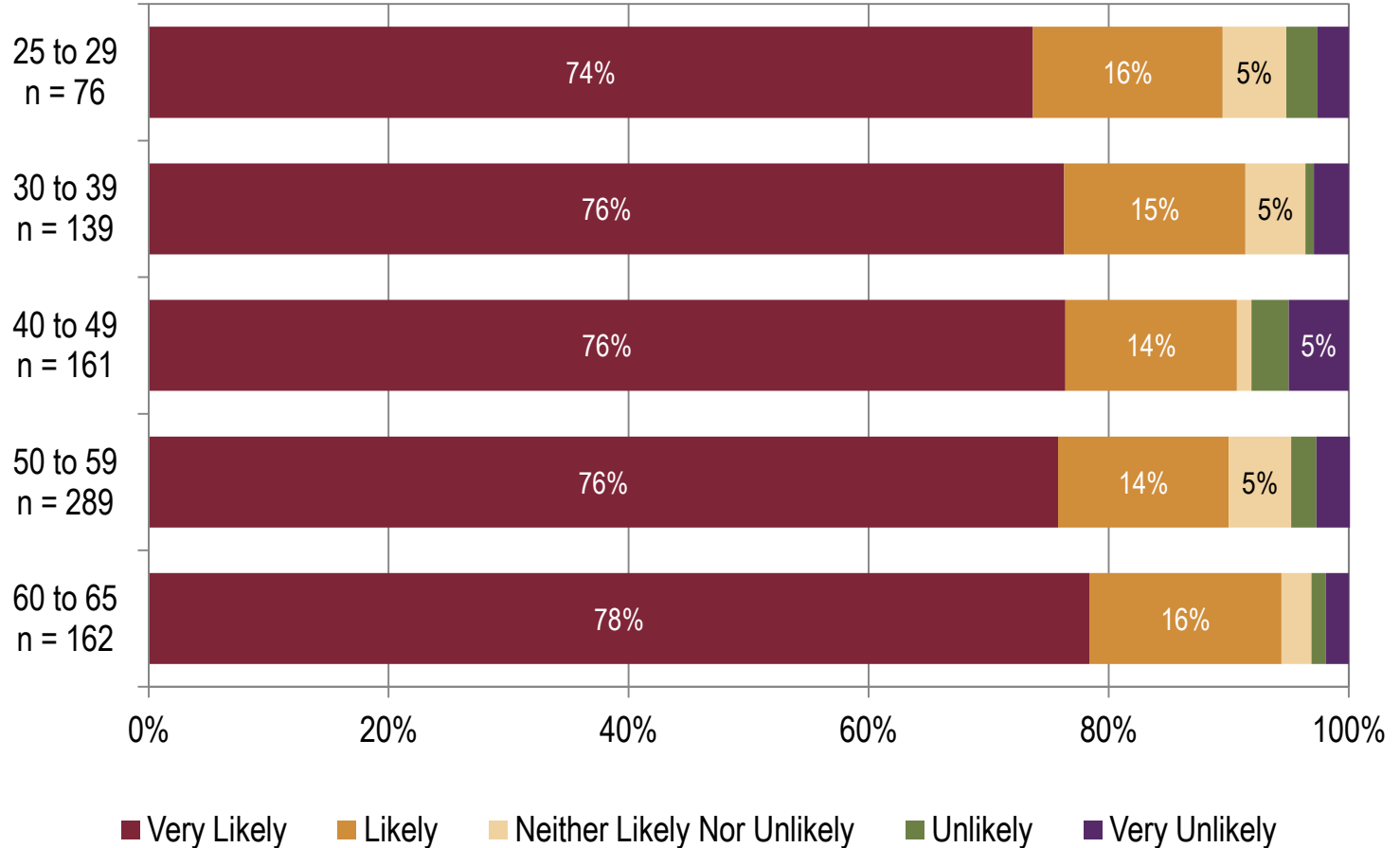




Likelihood of Purchasing Seafood by Age

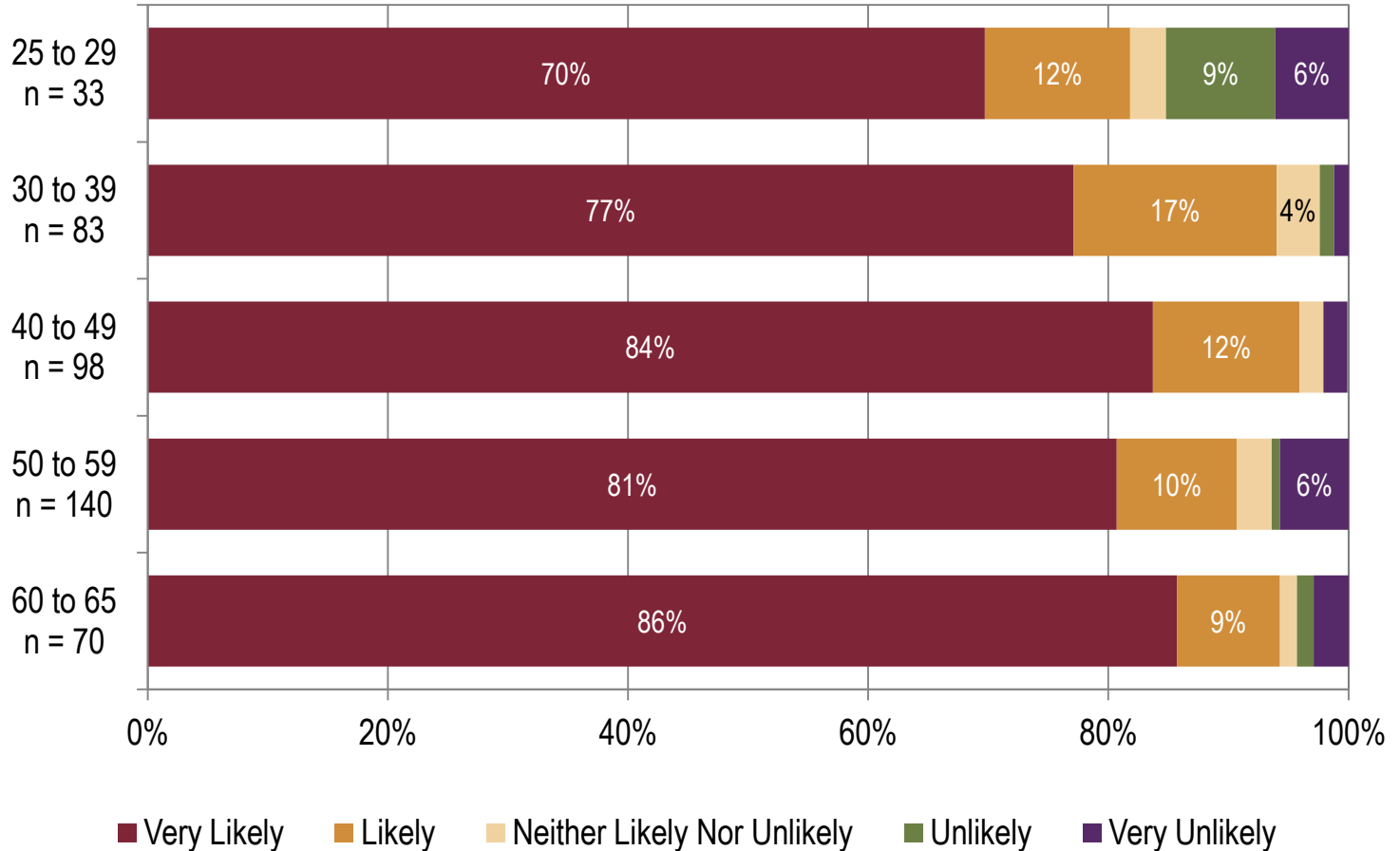
Likelihood of Purchasing Seafood By Age Group

Q16.) When in Louisiana, how likely is it that you will eat seafood?
Study participants who have visited Louisiana.



Likelihood of Purchasing Seafood By Age Group

Q16.) When in Louisiana, how likely is it that you will eat seafood?
Study participants who plan to visit Louisiana.

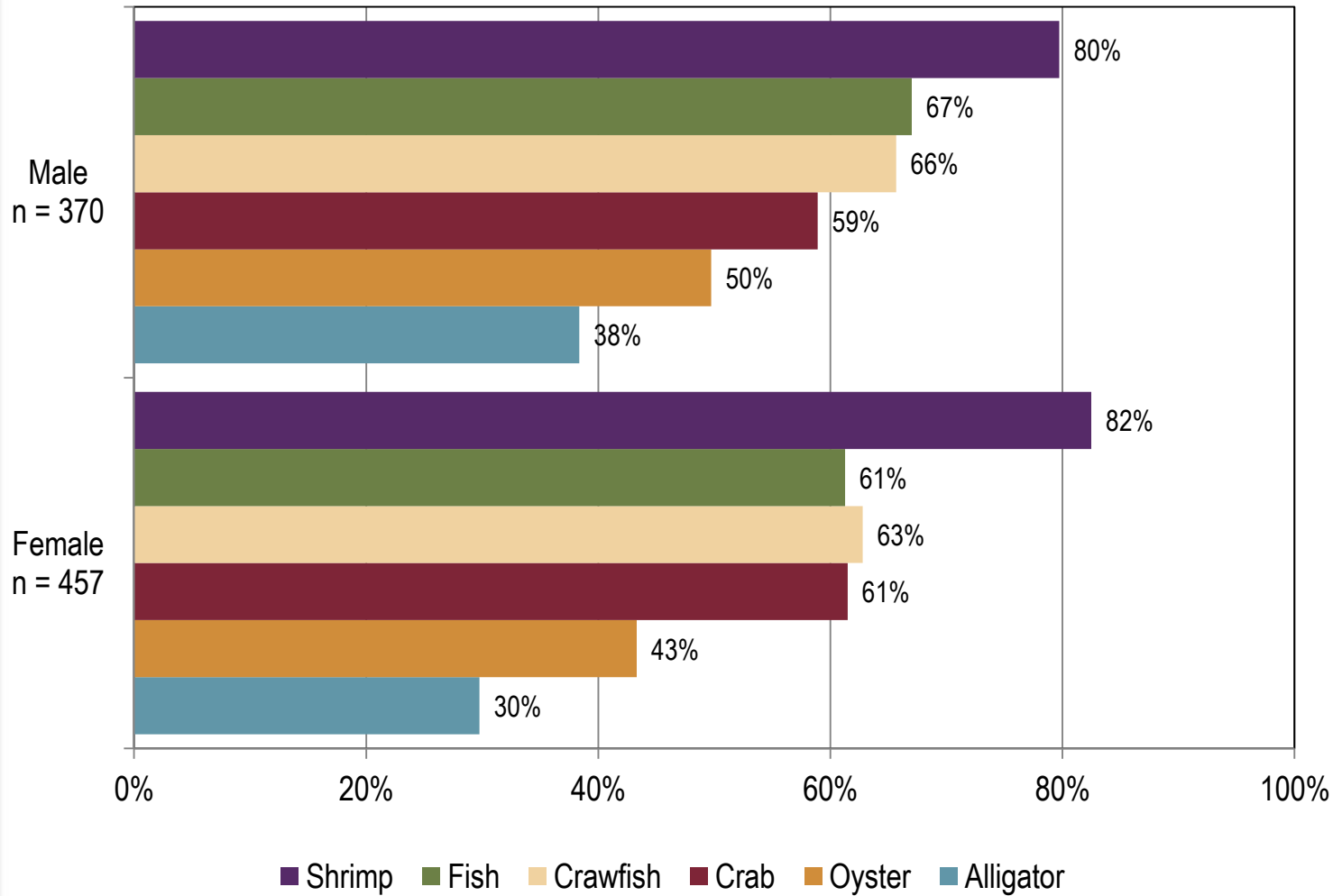




Type of Seafood by Gender

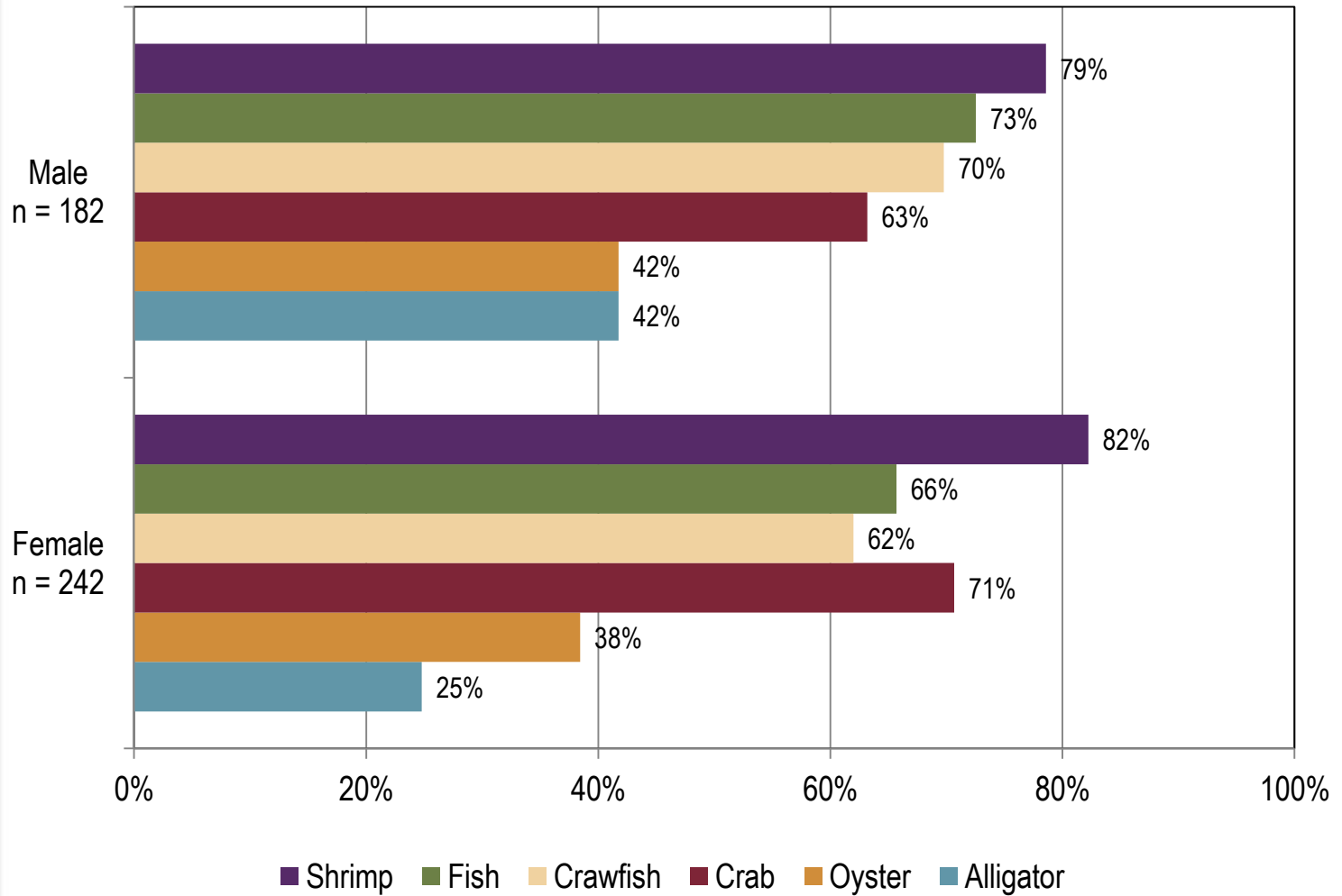
Types of Seafood By Gender

Q20.) Which of the following types of seafood are you most likely to eat when in Louisiana? *Multiple responses accepted.* Study participants who have visited Louisiana.



Types of Seafood By Gender

Q20.) Which of the following types of seafood are you most likely to eat when in Louisiana? *Multiple responses accepted. Study participants who plan to visit Louisiana.*

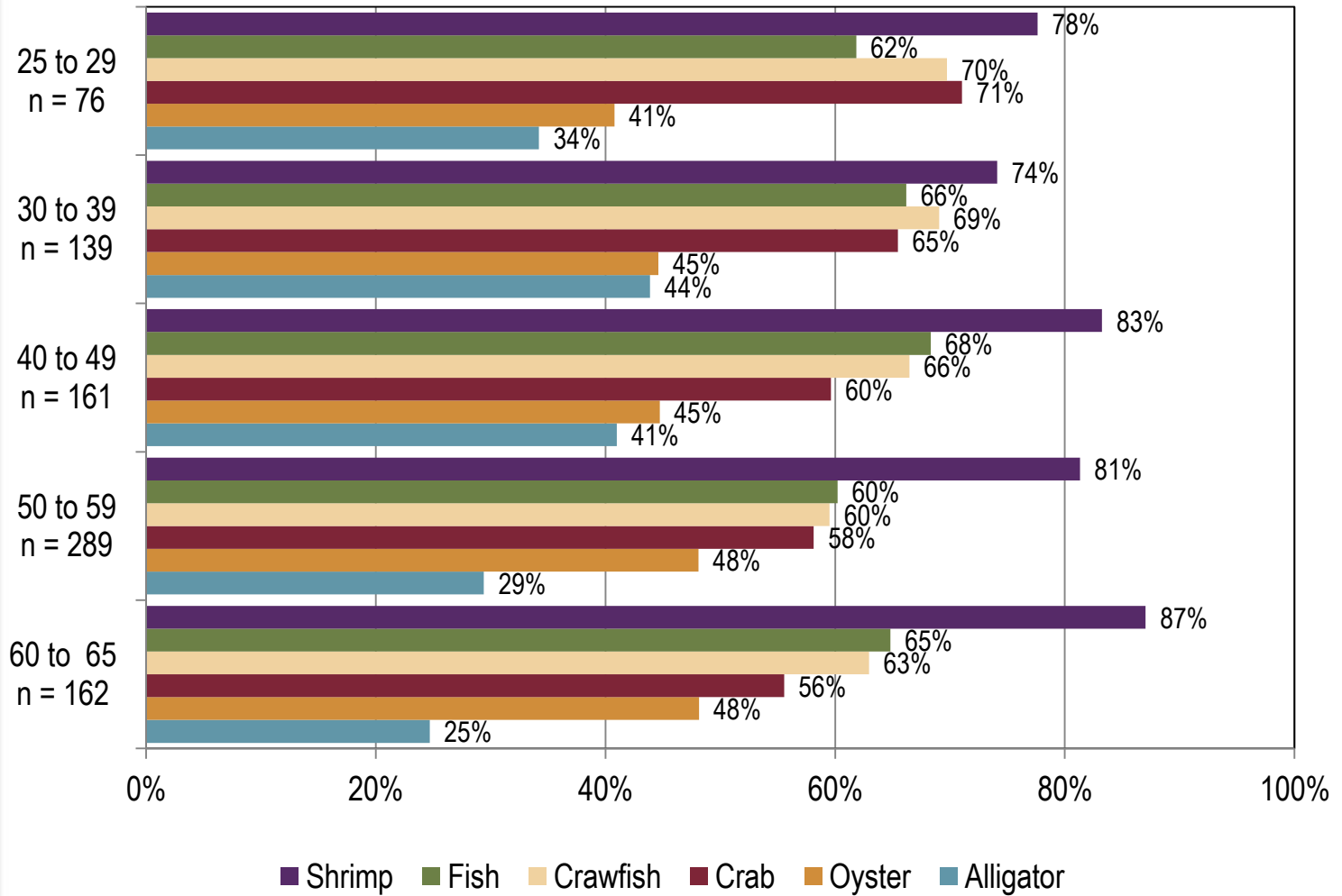




Type of Seafood by Age

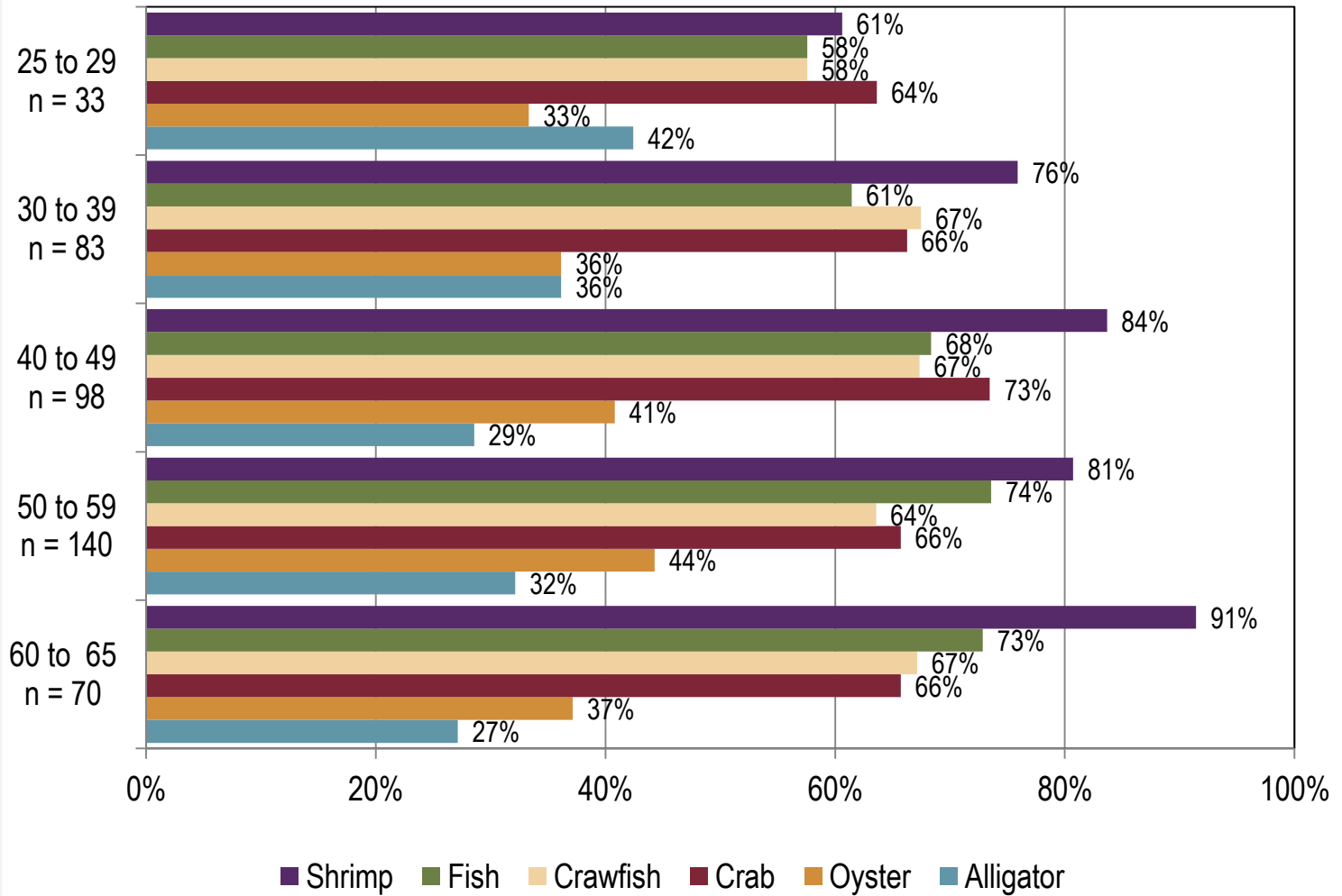
Types of Seafood By Age Group

Q20.) Which of the following types of seafood are you most likely to eat when in Louisiana? *Multiple responses accepted.* Study participants who have visited Louisiana.



Types of Seafood By Age Group

Q20.) Which of the following types of seafood are you most likely to eat when in Louisiana? *Multiple responses accepted.* Study participants who plan to visit Louisiana.



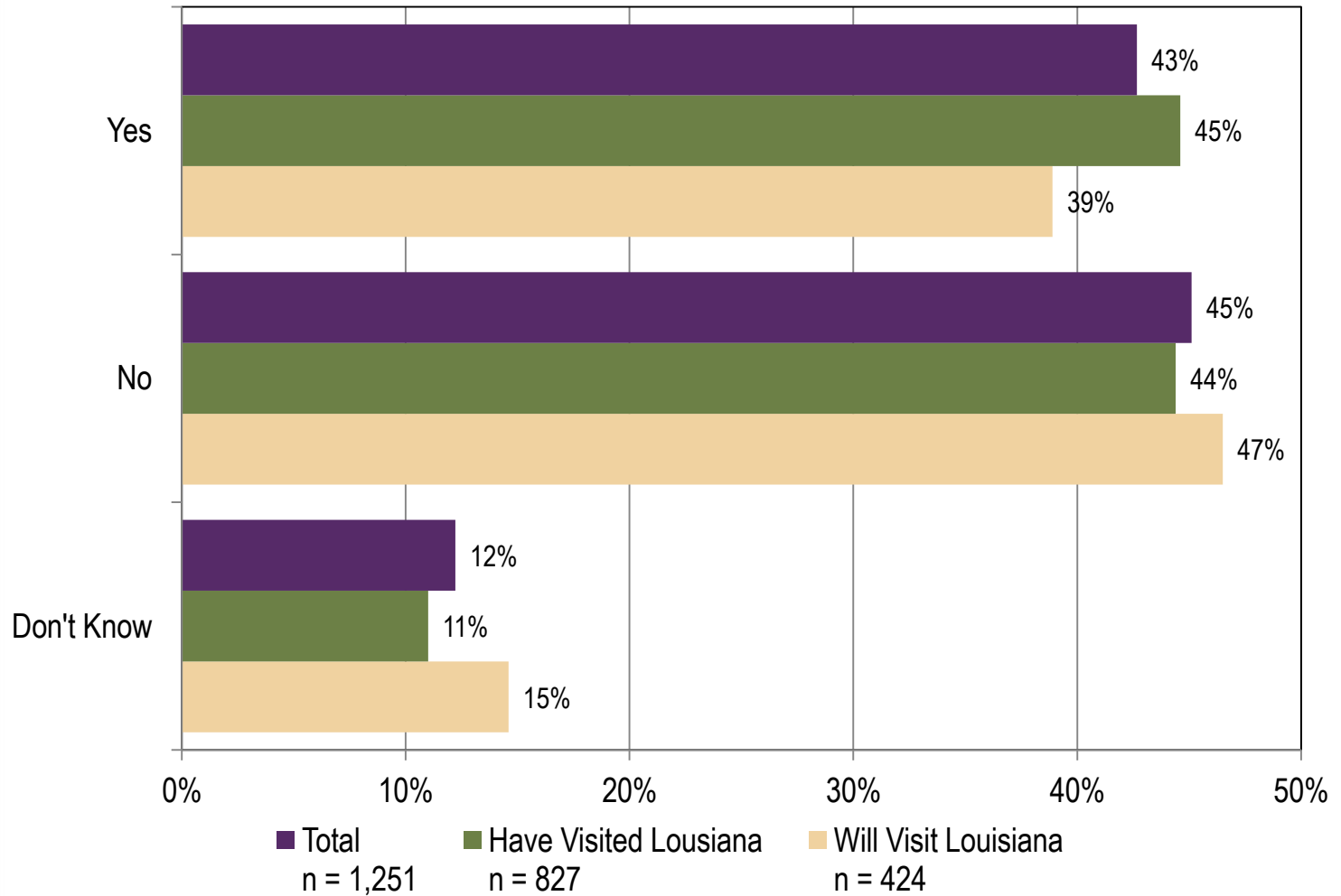


Section H

Awareness of Louisiana Seafood Advertising

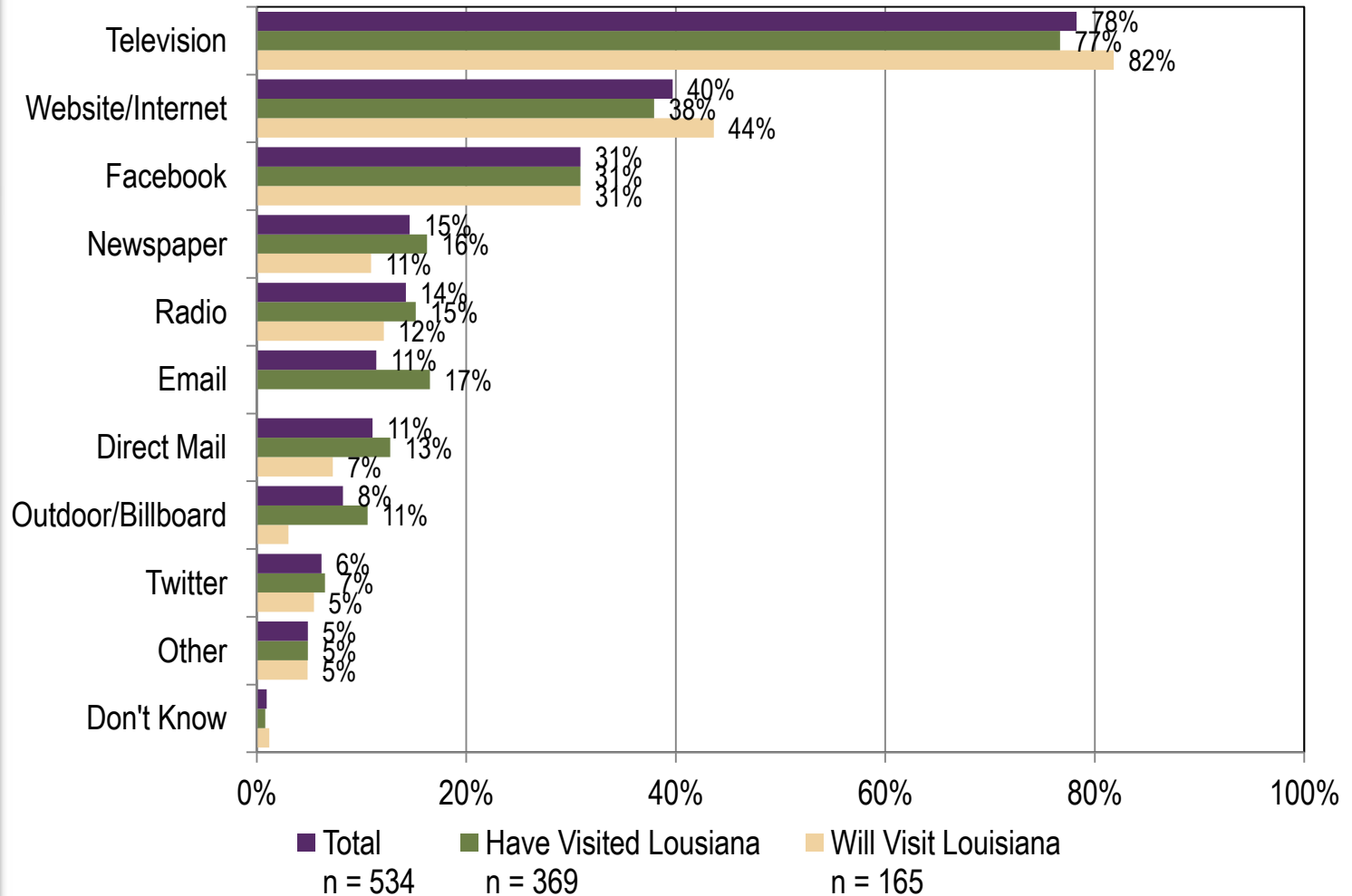
Awareness of Louisiana Seafood Advertising

Q21.) During the past 12 months, have you seen or heard any advertising for Louisiana seafood?



Where Did You See Advertising?

Q22.) Where did you see or hear the advertising or social media posts for Louisiana seafood?



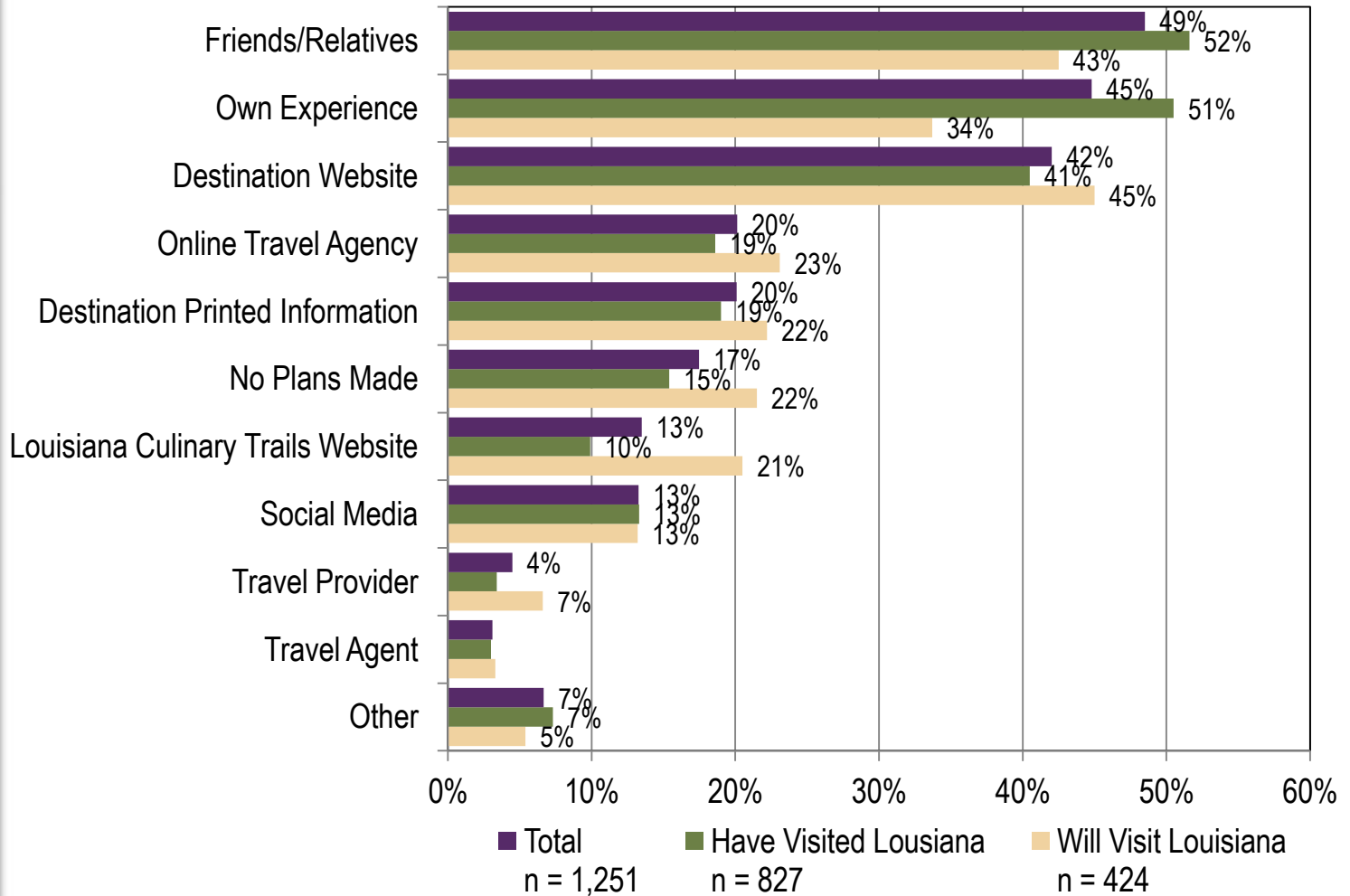


Section I

Travel Research Methods

Sources

Q23.) What sources of information did you use / are you using in planning your trip to Louisiana? *Select all that apply.*



Sources

Q23.) What sources of information did you use / are you using in planning your trip to Louisiana? *Select all that apply.* **Study participants who stated that utilized printed information in planning their trip.**

Responses With More Than One Mention	
Have Visited Louisiana (n = 157)	Plan to Visit Louisiana (n = 94)
<ul style="list-style-type: none"> • LOT State Guide (18%) • Rest Area / Visitor's Center / Welcome Center Brochures (10%) • Unspecified Brochures (8%) • AAA Guides (8%) • Unspecified Guide Books (6%) • Just Mentioned New Orleans (5%) • Don't Remember (3%) • New Orleans Website (3%) • Hotel Brochures (2%) • Frommer's (2%) • Louisiana Culinary Food Trails (2%) • New Orleans Magazine (2%) • Mardi Gras (2%) • Chamber of Commerce Guide (1%) • Casino Offers (1%) • Expedia (1%) • Just Mentioned Louisiana (1%) • Maps (1%) • Southern Living Magazine (1%) 	<ul style="list-style-type: none"> • Louisiana Office of Tourism Guide (17%) • Just Mentioned New Orleans (15%) • AAA (12%) • Unspecified Guide Books (7%) • Don't Know (6%) • Unspecified Brochure (5%) • Just Mentioned Baton Rouge (3%) • Chamber of Commerce Guide (2%) • Fodor's Guides (2%) • Magazines (2%) • Maps (2%) • Travel and Leisure (2%)

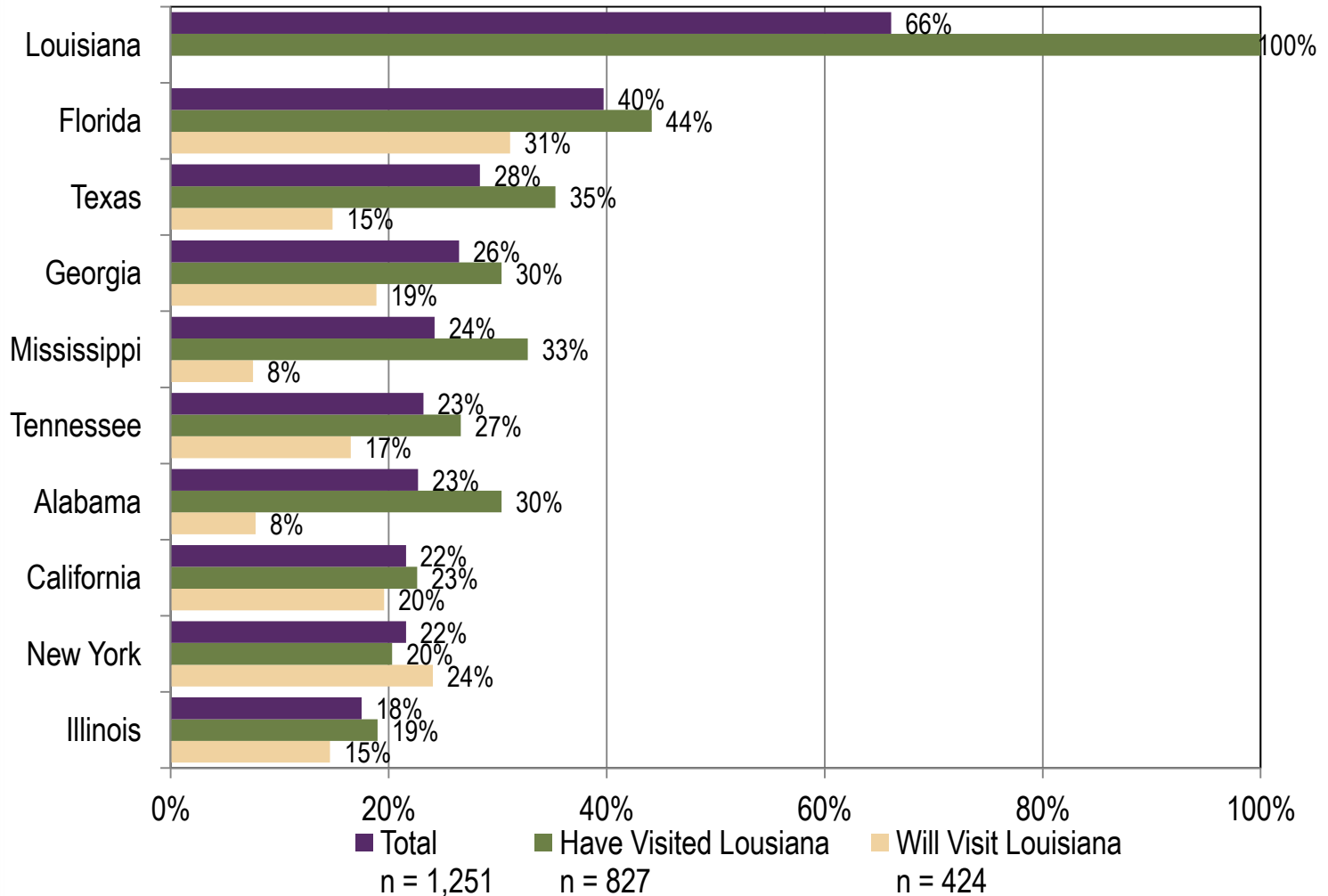


Section J

States Visited

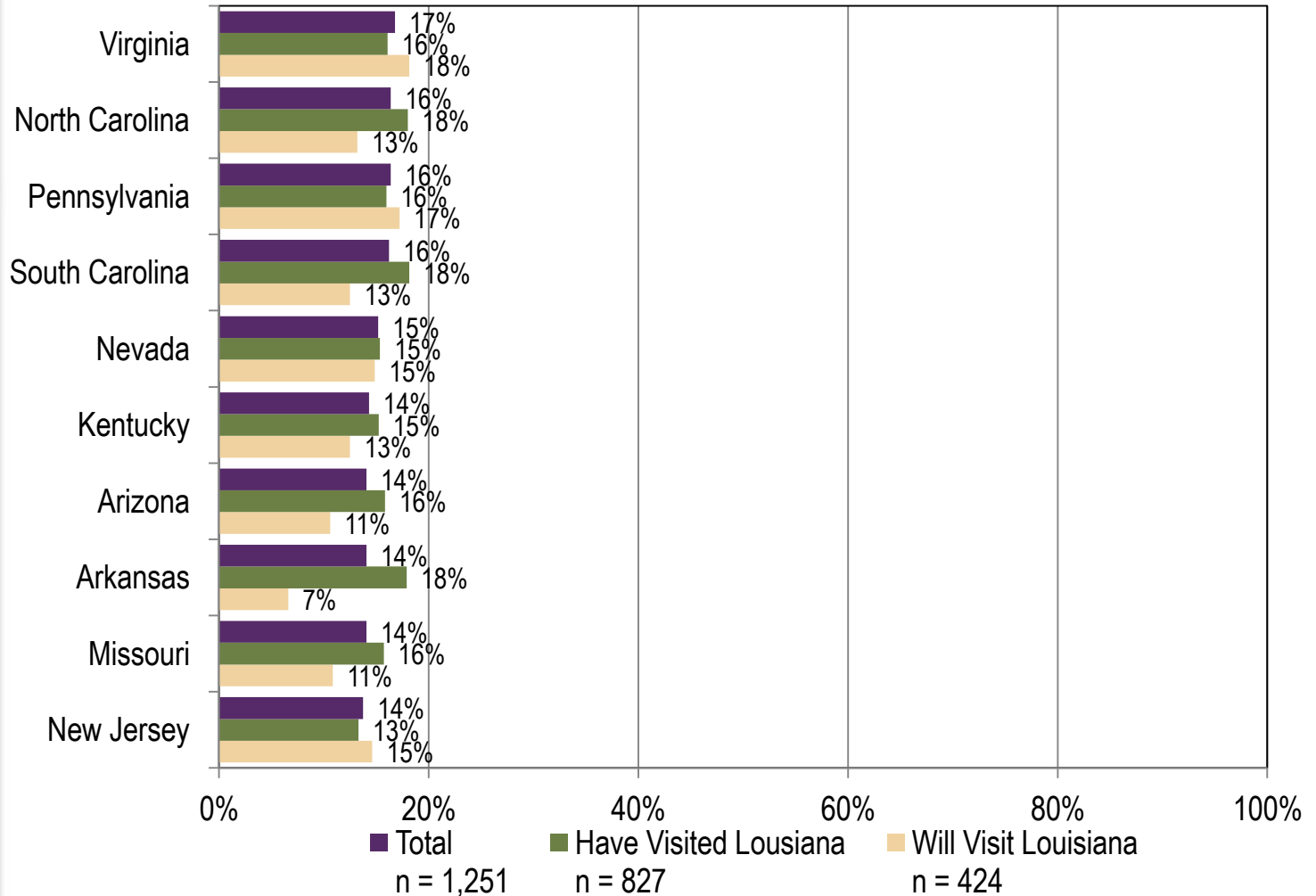
States Visited in Past 12 / 24 Months

Q4.) Which of the following states have you visited in the last 12/24 months?
Multiple responses accepted.



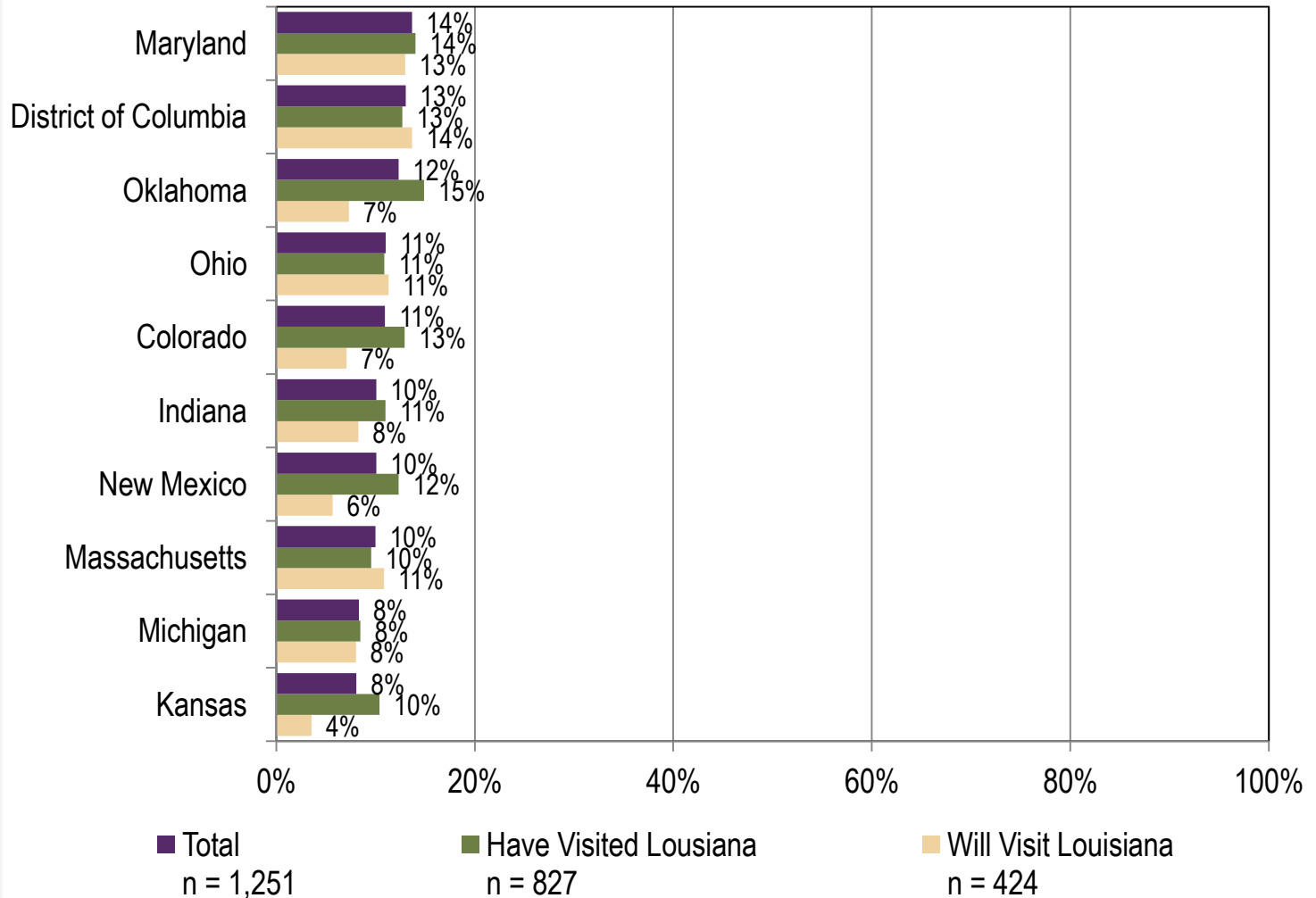
States Visited in Past 12 / 24 Months

Q4.) Which of the following states have you visited in the last 12/24 months?
Multiple responses accepted.



States Visited in Past 12 / 24 Months

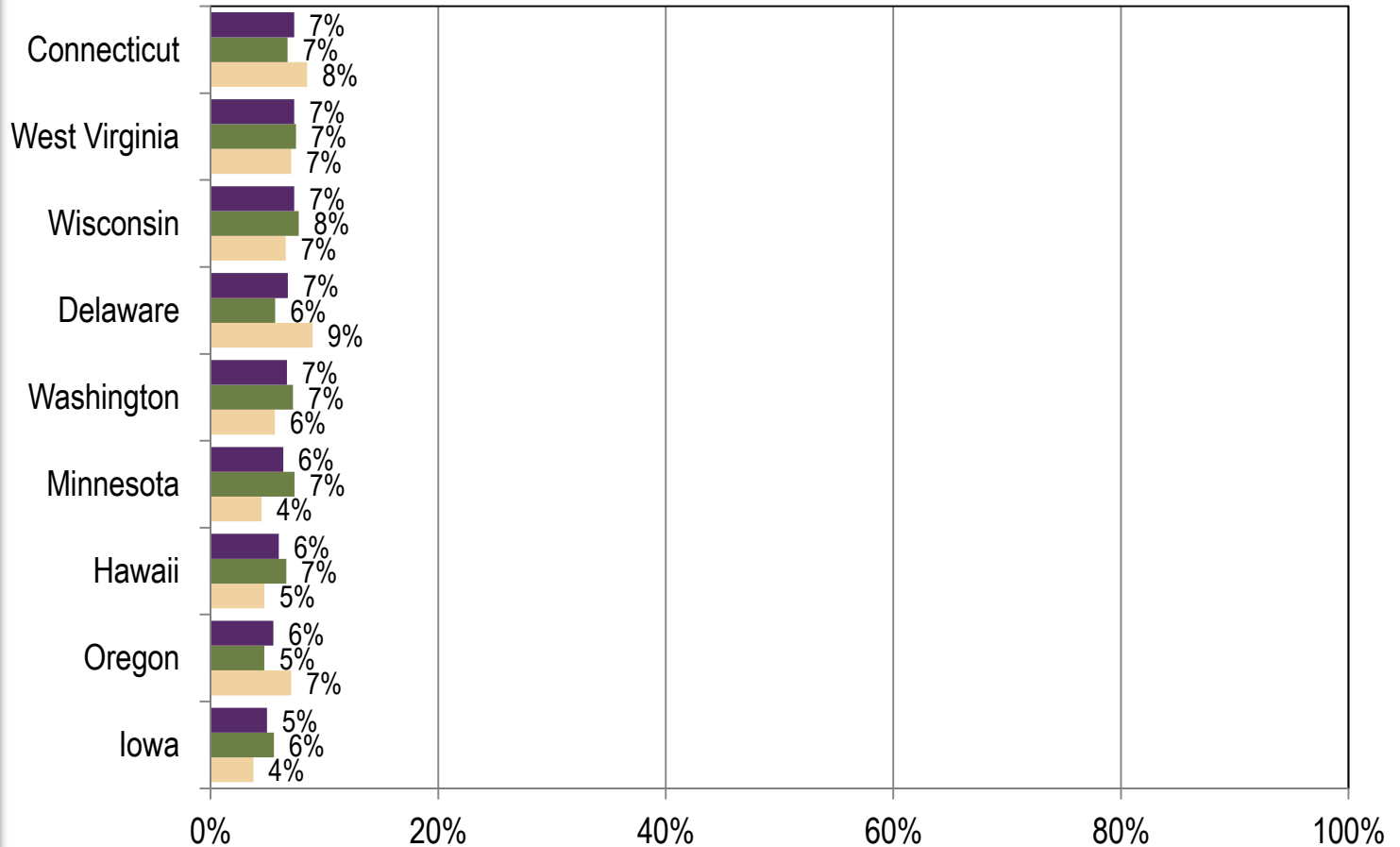
Q4.) Which of the following states have you visited in the last 12/24 months?
Multiple responses accepted.



States Visited in Past 12 / 24 Months

Q4.) Which of the following states have you visited in the last 12/24 months?

Multiple responses accepted.



States Visited in Past 12 / 24 Months

Q4.) Which of the following states have you visited in the last 12 months?
Multiple responses accepted.

States Visited By 5% or Less		
Total (n = 1,251)	Have Visited Louisiana (n = 827)	Plan to Visit Louisiana (n = 424)
<ul style="list-style-type: none"> Iowa (5%) Maine (5%) New Hampshire (4%) Rhode Island (4%) Utah (4%) Vermont (4%) Wyoming (4%) Nebraska (3%) Alaska (3%) Montana (3%) South Dakota (3%) Idaho (2%) North Dakota (2%) None (1%) 	<ul style="list-style-type: none"> Iowa (6%) Maine (5%) Oregon (5%) Utah (5%) Wyoming (5%) Alaska (4%) Nebraska (4%) New Hampshire (4%) Rhode Island (4%) Montana (3%) South Dakota (3%) Vermont (3%) Idaho (2%) North Dakota (2%) 	<ul style="list-style-type: none"> Hawaii (5%) Minnesota (5%) Iowa (4%) Maine (4%) New Hampshire (4%) Vermont (4%) Idaho (3%) Montana (3%) Rhode Island (3%) Utah (3%) Nebraska (2%) South Dakota (2%) Wyoming (2%) Alaska (1%) North Dakota (1%) None (4%)



Section K

States Planned to Visit

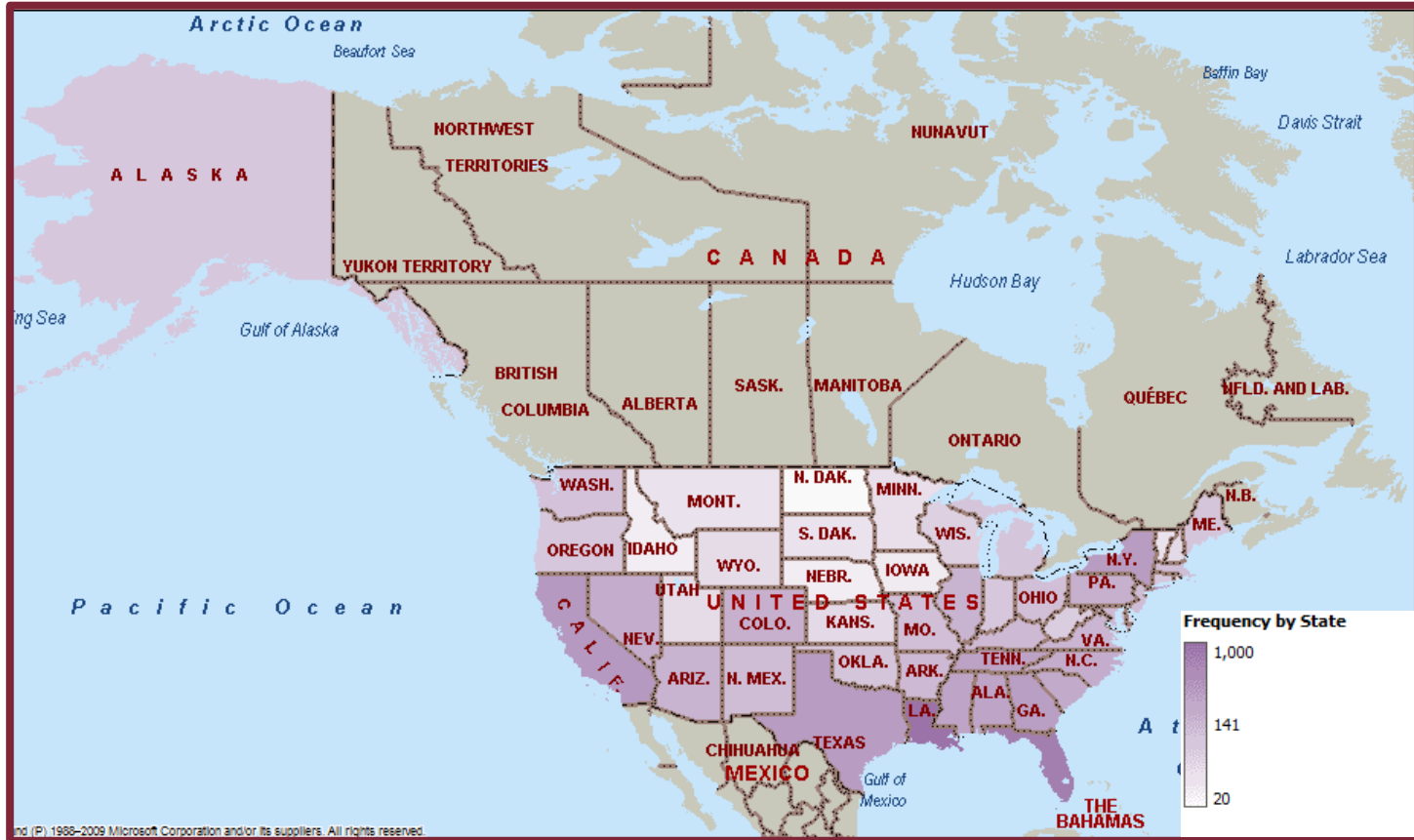
LOUISIANA

Pick your Passion



Planned Visits By State in the Next 12 / 24 Months

Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?
Multiple responses accepted.



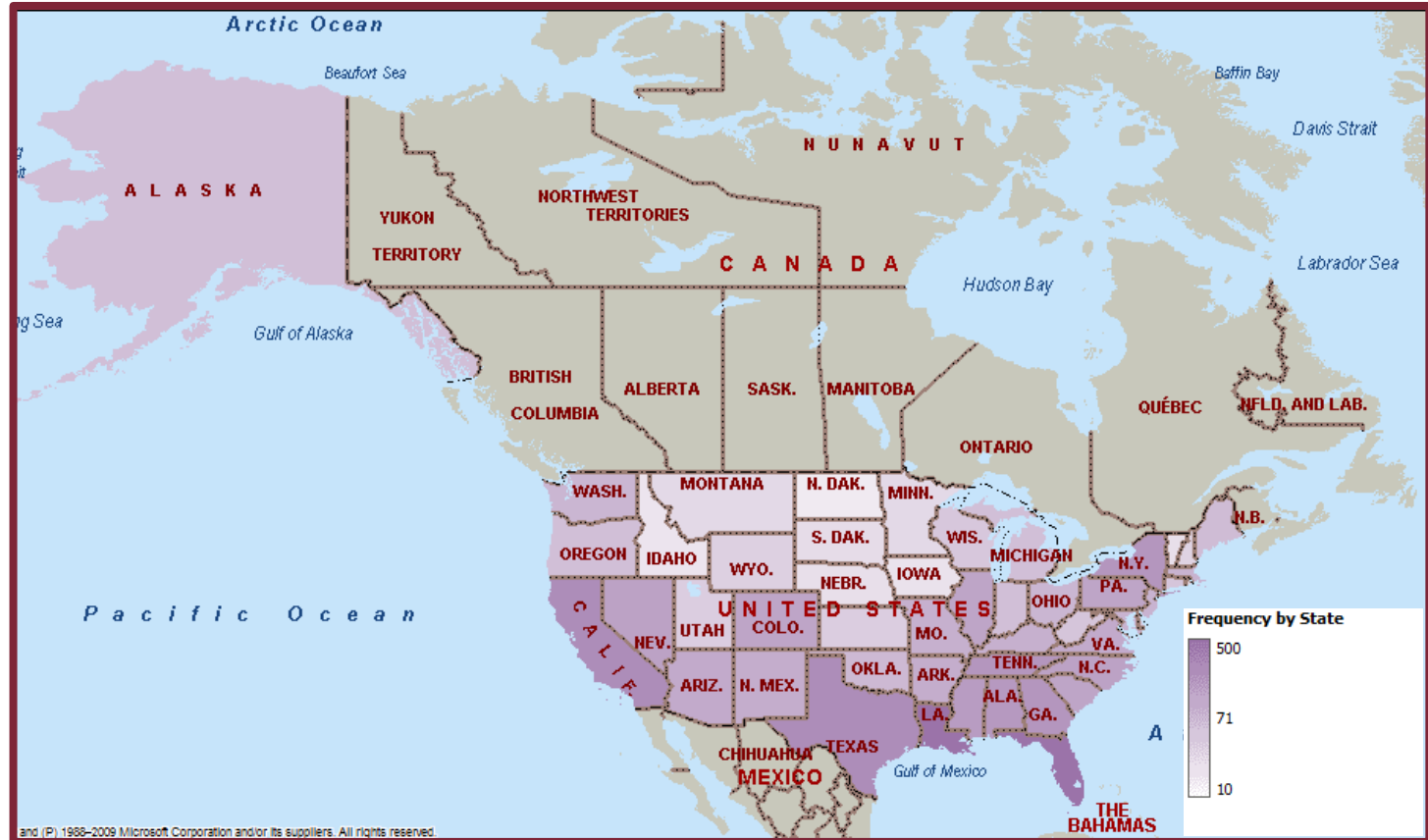
LOUISIANA

Pick your Passion



States Planning to Visit in the Next 12 / 24 Months

Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?
Multiple responses accepted.



Study Participants Who
Have Visited Louisiana



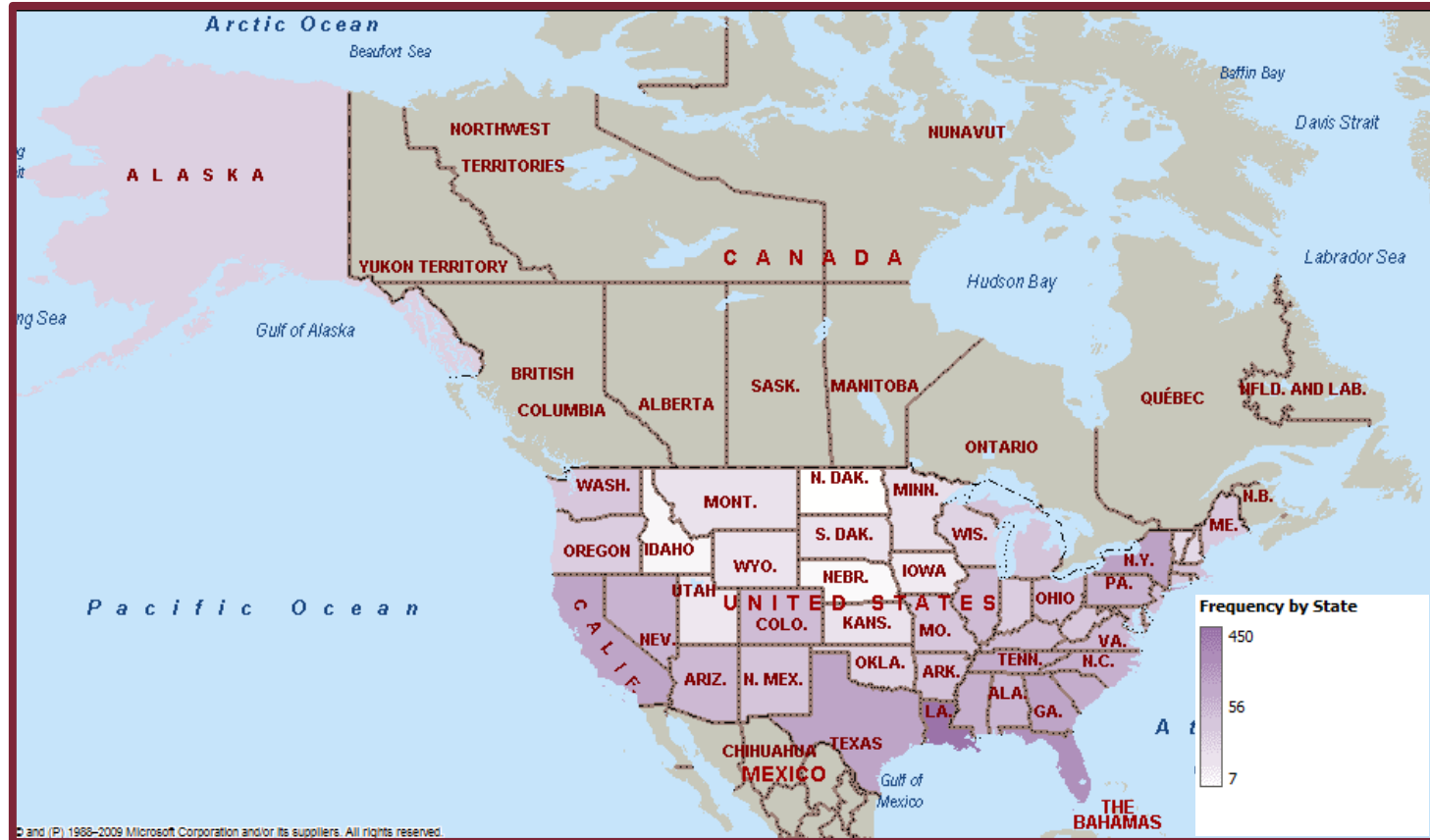
LOUISIANA

Pick your Passion



Planned Visits By State in the Next 12 / 24 Months

Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?
Multiple responses accepted.

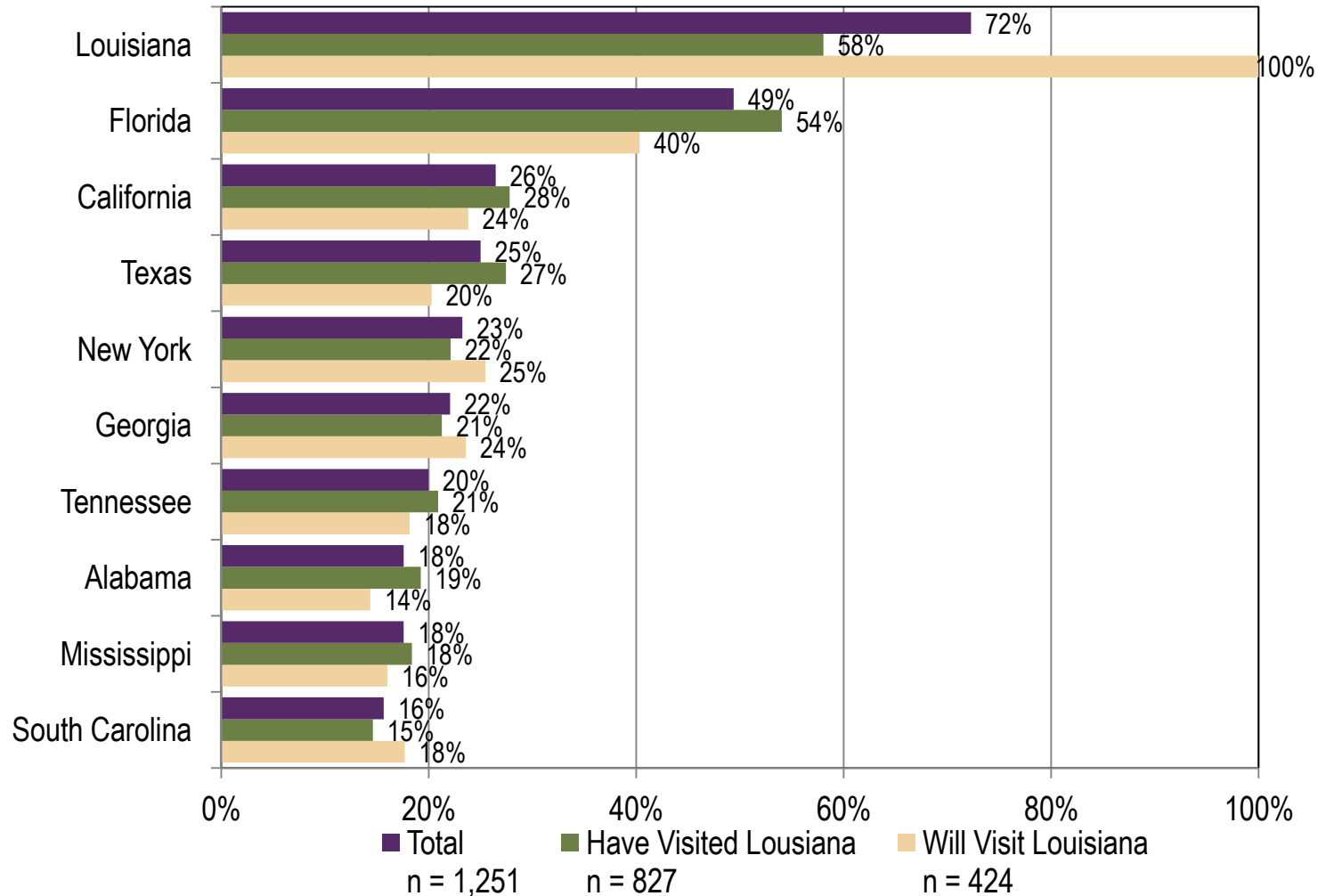


Study Participants Who
Will Visit Louisiana



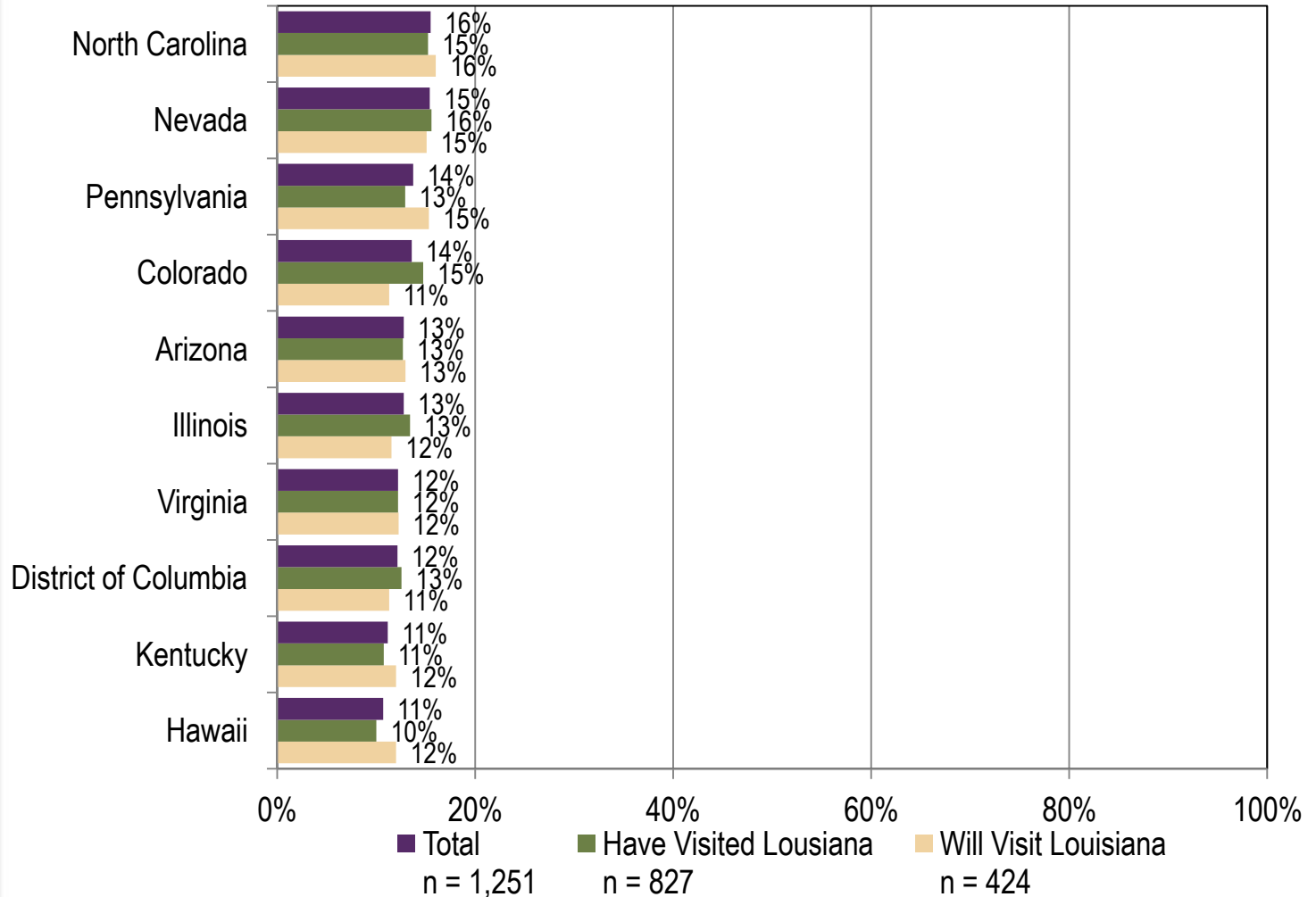
Planned Visits By State in the Next 12 / 24 Months

Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?
Multiple responses accepted.



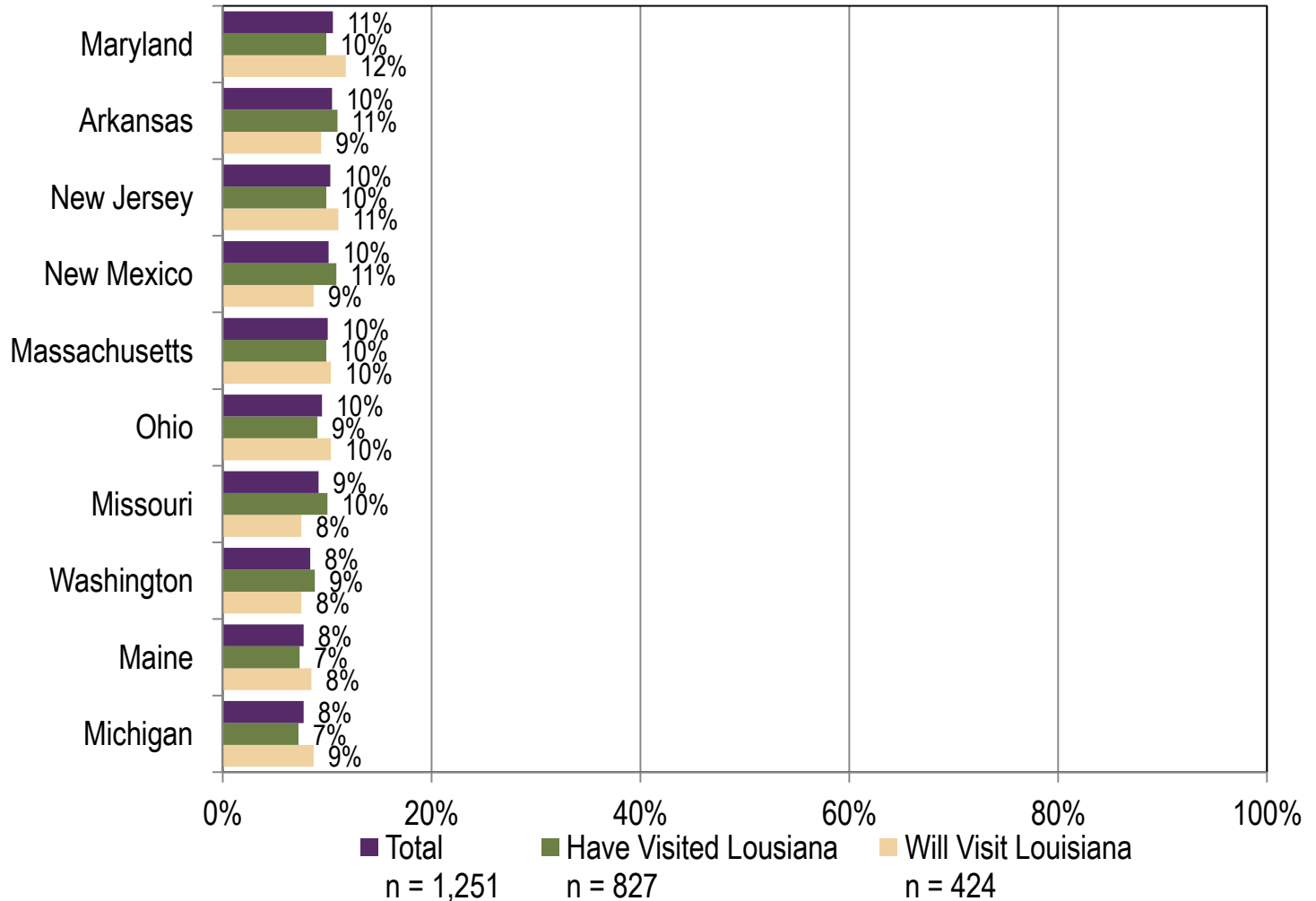
Planned Visits By State in the Next 12/24 Months

Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?
Multiple responses accepted.



Planned Visits By State in the Next 12/24 Months

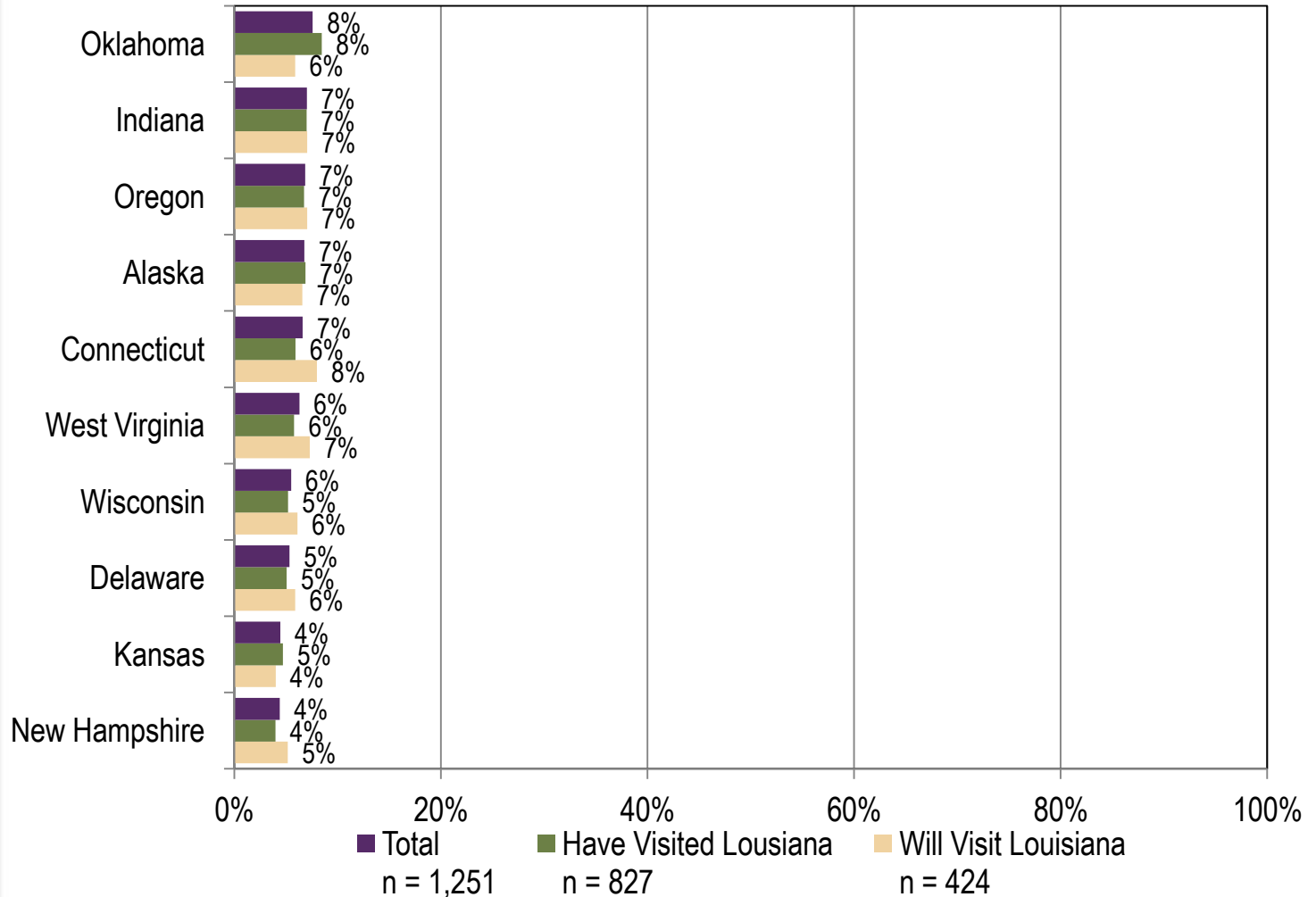
Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?
Multiple responses accepted.



Planned Visits By State in the Next 12/24 Months

Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?

Multiple responses accepted.



Planned Visits By State in the Next 12/24 Months

Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?
Multiple responses accepted.

States Planning to Visit by 5% or Less

Total (n = 1,251)	Have Visited Louisiana (n = 827)	Plan to Visit Louisiana (n = 424)
<ul style="list-style-type: none"> Delaware (5%) Kansas (4%) New Hampshire (4%) Minnesota (4%) Montana (4%) Utah (4%) Vermont (4%) Wyoming (4%) Iowa (3%) Nebraska (3%) Rhode Island (3%) South Dakota (3%) Idaho (2%) North Dakota (2%) 	<ul style="list-style-type: none"> Delaware (5%) Kansas (5%) Utah (5%) Wisconsin (5%) Minnesota (4%) Montana (4%) New Hampshire (4%) Wyoming (4%) Idaho (3%) Nebraska (3%) Iowa (3%) South Dakota (3%) Rhode Island (3%) Vermont (3%) North Dakota (2%) None (2%) 	<ul style="list-style-type: none"> New Hampshire (5%) Vermont (5%) Kansas (4%) Minnesota (4%) Montana (4%) Rhode Island (4%) South Dakota (4%) Wyoming (4%) Iowa (3%) Utah (3%) Idaho (2%) Nebraska (2%) North Dakota (2%)

Planned Visits By State of Residence

Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?
Multiple responses accepted. **Have Visited Louisiana in the past 12 / 24 months.**

		State of Residence				
		Texas	California	Florida	Georgia	Mississippi
State Planning to Visit	Louisiana n = 480	24%	9%	9%	5%	5%
	Florida n = 322	17%	4%	12%	1%	6%
	California n = 231	21%	10%	20%	4%	3%
	Texas n = 225	30%	6%	6%	4%	5%
	New York n = 182	15%	8%	10%	7%	2%

* The top five states mentioned by study participants who plan to visit Louisiana.

Planned Visits By State of Residence

Q5.) Which of the following states, if any, do you plan to visit in the next 12 months?
Multiple responses accepted. **Plan to Visit Louisiana in the past 12 / 24 months.**

		State of Residence*				
		Texas	California	Florida	Georgia	Mississippi
State Planning to Visit	Louisiana n = 424	12%	11%	7%	4%	2%
	Florida n = 171	10%	5%	6%	8%	2%
	California n = 101	11%	9%	5%	2%	
	Texas n = 86	19%	10%	6%	3%	1%
	New York n = 108	6%	13%	6%	6%	

* The top five states mentioned by study participants who plan to visit Louisiana.



Section L

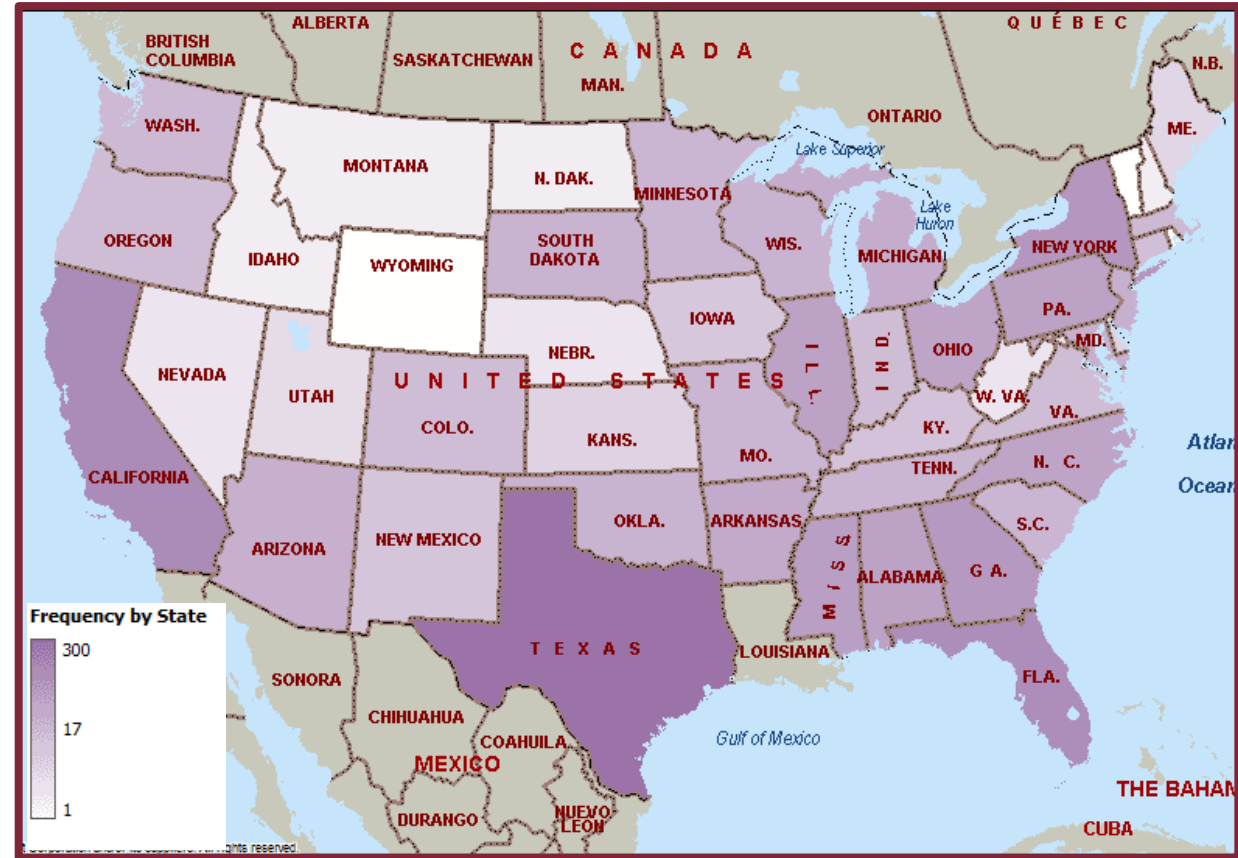
State of Residence

LOUISIANA

Pick your Passion

State of Residence

Q1.) In which U.S. state do you live?



Total

LOUISIANA
Pick your Passion

State of Residence

Q1.) In which U.S. state do you live?



Study Participants Who
Have Visited Louisiana



LOUISIANA
Pick your Passion

State of Residence

Q1.) In which U.S. state do you live?

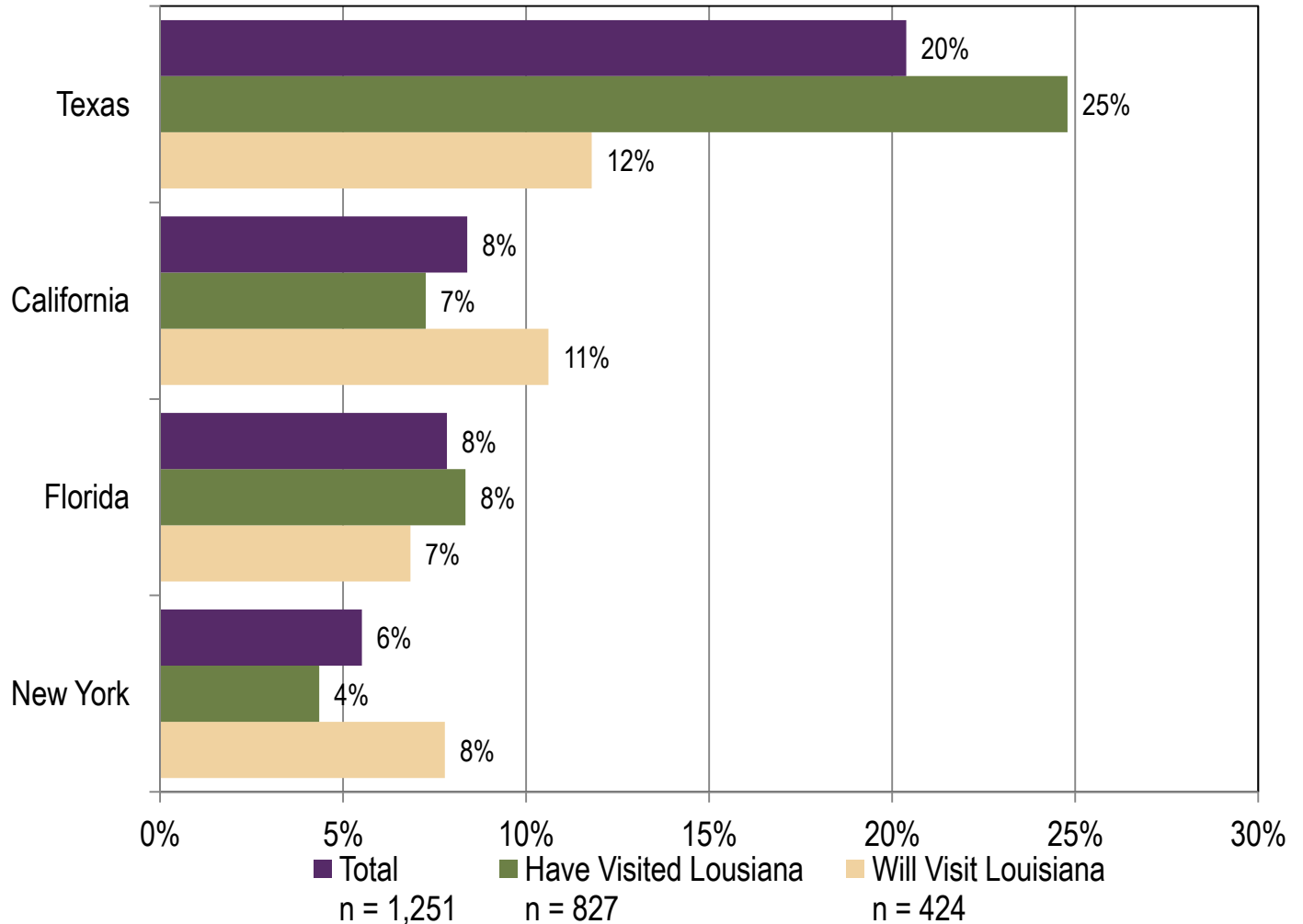


Study Participants Who
Will Visit Louisiana



State of Residence

Q1.) In which U.S. state do you live?



State of Residence

Q1.) In which U.S. state do you live?

States of Residence By 5% or Less

Total (n = 1,251)

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> • Georgia (5%) • Mississippi (4%) • Alabama (3%) • Illinois (3%) • North Carolina (3%) • Ohio (3%) • Pennsylvania (3%) • Arizona (2%) • Arkansas (2%) • Maryland (2%) • Michigan (2%) • Missouri (2%) • New Jersey (2%) • Oklahoma (2%) • South Carolina (2%) | <ul style="list-style-type: none"> • South Dakota (2%) • Tennessee (2%) • Wisconsin (2%) • Colorado (1%) • Connecticut (1%) • Indiana (1%) • Iowa (1%) • Kentucky (1%) • Massachusetts (1%) • Minnesota (1%) • New Mexico (1%) • Oregon (1%) • Virginia (1%) • Washington (1%) • Alaska (0%) | <ul style="list-style-type: none"> • Delaware (0%) • Hawaii (0%) • Idaho (0%) • Kansas (0%) • Maine (0%) • Montana (0%) • Nebraska (0%) • Nevada (0%) • New Hampshire (0%) • North Dakota (0%) • Rhode Island (0%) • Utah (0%) • Vermont (0%) • West Virginia (0%) • Wyoming (0%) |
|---|---|--|

State of Residence

Q1.) In which U.S. state do you live?

States of Residence By 5% or Less

Have Visited Louisiana (n = 827)

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • Georgia (5%) • Alabama (4%) • Mississippi (4%) • Arkansas (3%) • Illinois (3%) • Arizona (2%) • Colorado (2%) • Michigan (2%) • Missouri (2%) • North Carolina (2%) • Ohio (2%) • Oklahoma (2%) • Pennsylvania (2%) • South Carolina (2%) • South Dakota (2%) | <ul style="list-style-type: none"> • Wisconsin (2%) • Connecticut (1%) • Indiana (1%) • Kentucky (1%) • Maine (1%) • Maryland (1%) • Massachusetts (1%) • Minnesota (1%) • New Jersey (1%) • New Mexico (1%) • Oregon (1%) • Tennessee (1%) • Virginia (1%) • Washington (1%) • Delaware (0%) | <ul style="list-style-type: none"> • Hawaii (0%) • Idaho (0%) • Iowa (0%) • Kansas (0%) • Montana (0%) • Nebraska (0%) • Nevada (0%) • New Hampshire (0%) • North Dakota (0%) • Utah (0%) • Vermont (0%) • West Virginia (0%) • Wyoming (0%) |
|---|--|---|

State of Residence

Q1.) In which U.S. state do you live?

States of Residence By 5% or Less

Plan to Visit Louisiana (n = 424)

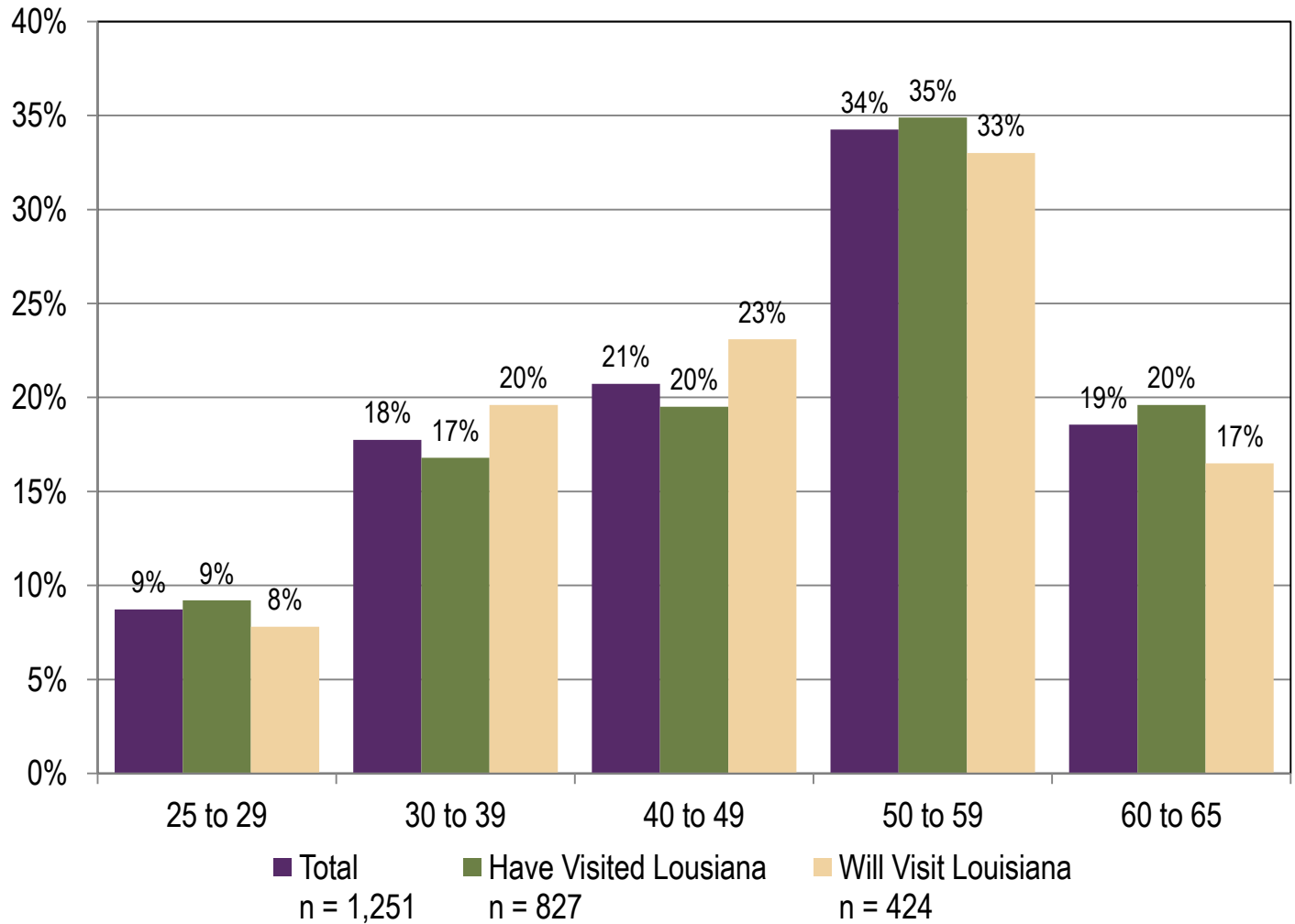
- | | | |
|--|--|--|
| <ul style="list-style-type: none"> • Pennsylvania (5%) • Georgia (4%) • Illinois (4%) • North Carolina (4%) • Ohio (4%) • Alabama (3%) • Maryland (3%) • Michigan (3%) • New Jersey (3%) • Tennessee (3%) • Arizona (2%) • Massachusetts (2%) • Minnesota (2%) • Mississippi (2%) • Oregon (2%) | <ul style="list-style-type: none"> • South Carolina (2%) • Washington (2%) • Wisconsin (2%) • Arkansas (1%) • Colorado (1%) • Connecticut (1%) • Delaware (1%) • Indiana (1%) • Iowa (1%) • Kansas (1%) • Kentucky (1%) • Missouri (1%) • New Mexico (1%) • Oklahoma (1%) • South Dakota (1%) | <ul style="list-style-type: none"> • Virginia (1%) • Alaska (0%) • Idaho (0%) • Montana (0%) • Nevada (0%) • North Dakota (0%) • Rhode Island (0%) • Utah (0%) |
|--|--|--|



Section M Demographics

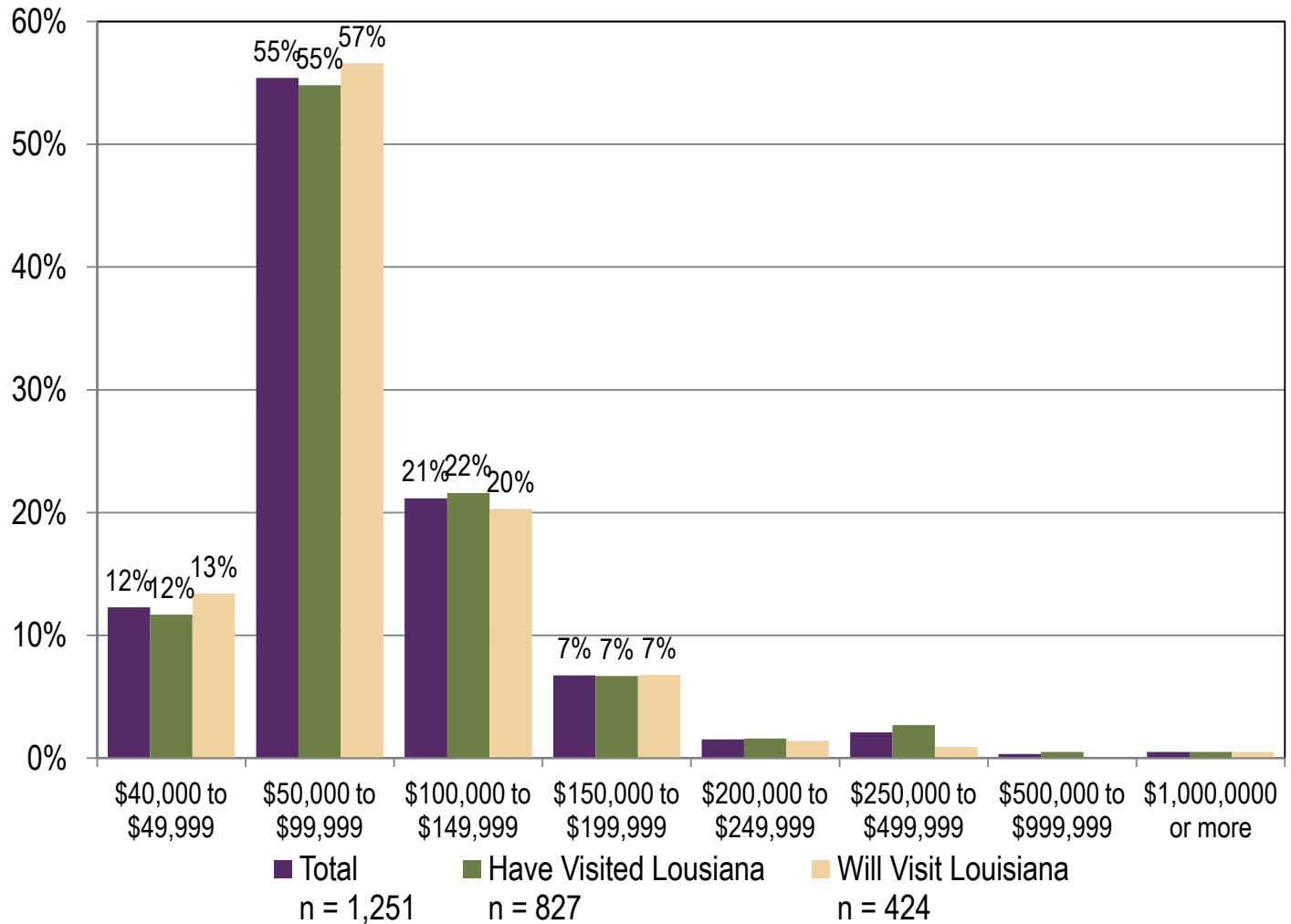
Age

Q2.) Which of the following best describes your age?



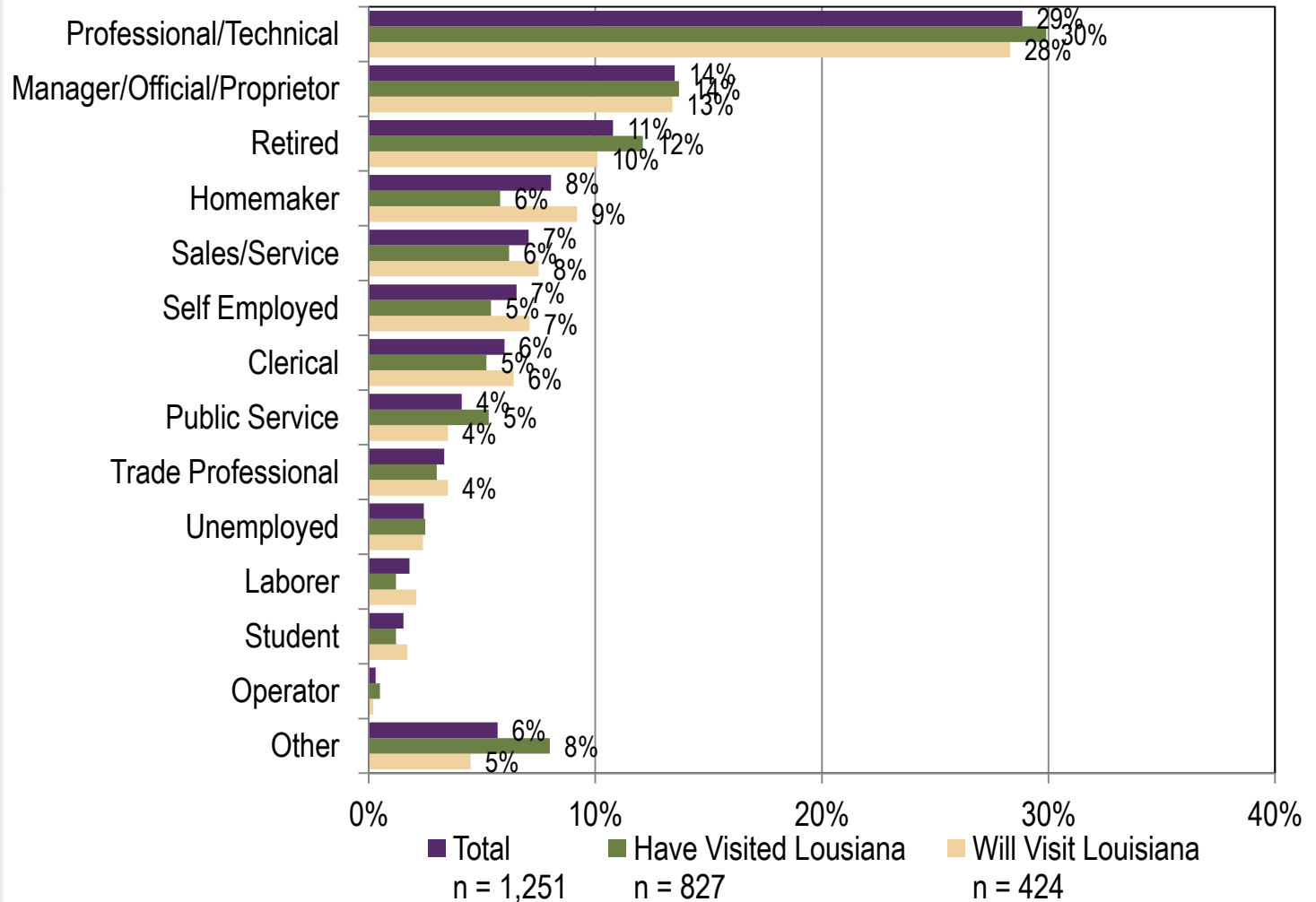
Income

Q3.) Which of the following best describes your total annual household income?



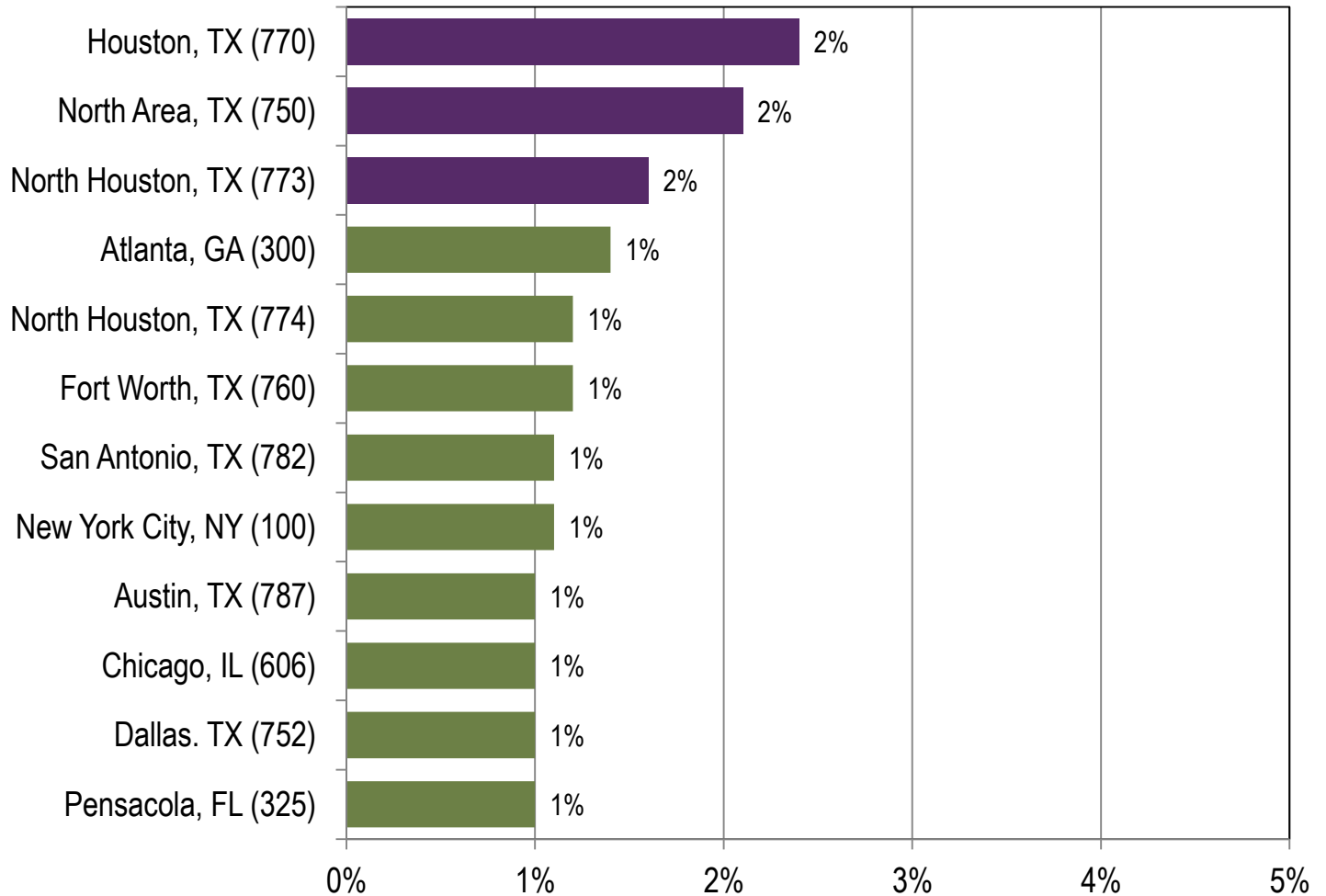
Occupation

Q25.) Which of the following best describes your occupation?



Zip Code

Q26.) What is your home zip code? *Zip code prefixes with more than 1%.*



Zip Code

Q26.) What is your home zip code?

Zip Code Prefixes

• 751 (.9%)	• 322 (.5%)	• 531 (.4%)	• 333 (.3%)
• 900 (.9%)	• 381 (.5%)	• 532 (.4%)	• 336 (.3%)
• 365 (.8%)	• 391 (.5%)	• 551 (.4%)	• 342 (.3%)
• 394 (.8%)	• 441 (.5%)	• 601 (.4%)	• 356 (.3%)
• 112 (.7%)	• 761 (.5%)	• 604 (.4%)	• 361 (.3%)
• 395 (.7%)	• 775 (.5%)	• 641 (.4%)	• 390 (.3%)
• 786 (.7%)	• 776 (.5%)	• 722 (.4%)	• 430 (.3%)
• 945 (.7%)	• 857 (.5%)	• 756 (.4%)	• 432 (.3%)
• 190 (.6%)	• 923 (.5%)	• 757 (.4%)	• 452 (.3%)
• 275 (.6%)	• 950 (.5%)	• 800 (.4%)	• 462 (.3%)
• 320 (.6%)	• 080 (.4%)	• 913 (.4%)	• 530 (.3%)
• 730 (.6%)	• 088 (.4%)	• 921 (.4%)	• 550 (.3%)
• 781 (.6%)	• 113 (.4%)	• 068 (.3%)	• 600 (.3%)
• 021 (.6%)	• 211 (.4%)	• 070 (.3%)	• 725 (.3%)
• 207 (.6%)	• 295 (.4%)	• 115 (.3%)	• 740 (.3%)
• 301 (.6%)	• 296 (.4%)	• 191 (.3%)	• 754 (.3%)
• 327 (.6%)	• 321 (.4%)	• 280 (.3%)	• 759 (.3%)
• 483 (.6%)	• 335 (.4%)	• 305 (.3%)	• 762 (.3%)
• 871 (.6%)	• 352 (.4%)	• 329 (.3%)	• 778 (.3%)
• 928 (.6%)	• 397 (.4%)	• 330 (.3%)	• 852 (.3%)
• 303 (.5%)	• 481 (.4%)	• 331 (.3%)	• 902 (.3%)

Zip Code

Q26.) What is your home zip code?

Zip Code Prefixes

• 906 (.3%)	• 281 (.2%)	• 553 (.2%)	• 973 (.2%)
• 917 (.3%)	• 283 (.2%)	• 554 (.2%)	• 980 (.2%)
• 925 (.3%)	• 297 (.2%)	• 624 (.2%)	• 984 (.2%)
• 958 (.3%)	• 302 (.2%)	• 629 (.2%)	• 015 (.2%)
• 972 (.3%)	• 317 (.2%)	• 630 (.2%)	• 017 (.2%)
• 982 (.3%)	• 319 (.2%)	• 662 (.2%)	• 018 (.2%)
• 060 (.2%)	• 323 (.2%)	• 718 (.2%)	• 067 (.2%)
• 074 (.2%)	• 328 (.2%)	• 720 (.2%)	• 077 (.2%)
• 104 (.2%)	• 334 (.2%)	• 721 (.2%)	• 109 (.2%)
• 105 (.2%)	• 338 (.2%)	• 727 (.2%)	• 111 (.2%)
• 144 (.2%)	• 339 (.2%)	• 765 (.2%)	• 117 (.2%)
• 146 (.2%)	• 344 (.2%)	• 779 (.2%)	• 122 (.2%)
• 150 (.2%)	• 346 (.2%)	• 783 (.2%)	• 130 (.2%)
• 151 (.2%)	• 347 (.2%)	• 785 (.2%)	• 132 (.2%)
• 174 (.2%)	• 350 (.2%)	• 794 (.2%)	• 142 (.2%)
• 194 (.2%)	• 351 (.2%)	• 796 (.2%)	• 148 (.2%)
• 197 (.2%)	• 370 (.2%)	• 802 (.2%)	• 163 (.2%)
• 200 (.2%)	• 386 (.2%)	• 809 (.2%)	• 165 (.2%)
• 209 (.2%)	• 456 (.2%)	• 853 (.2%)	• 178 (.2%)
• 234 (.2%)	• 482 (.2%)	• 859 (.2%)	• 199 (.2%)
• 242 (.2%)	• 548 (.2%)	• 970 (.2%)	• 201 (.2%)

Zip Code

Q26.) What is your home zip code?

Zip Code Prefixes

• 210 (.2%)	• 377 (.2%)	• 719 (.2%)	• 983 (.2%)
• 212 (.2%)	• 380 (.2%)	• 731 (.2%)	• 996 (.2%)
• 272 (.2%)	• 383 (.2%)	• 734 (.2%)	• 010 (.1%)
• 277 (.2%)	• 388 (.2%)	• 746 (.2%)	• 019 (.1%)
• 282 (.2%)	• 392 (.2%)	• 755 (.2%)	• 020 (.1%)
• 292 (.2%)	• 410 (.2%)	• 764 (.2%)	• 027 (.1%)
• 294 (.2%)	• 440 (.2%)	• 780 (.2%)	• 028 (.1%)
• 306 (.2%)	• 443 (.2%)	• 797 (.2%)	• 030 (.1%)
• 310 (.2%)	• 454 (.2%)	• 799 (.2%)	• 031 (.1%)
• 312 (.2%)	• 458 (.2%)	• 812 (.2%)	• 040 (.1%)
• 316 (.2%)	• 463 (.2%)	• 850 (.2%)	• 041 (.1%)
• 324 (.2%)	• 490 (.2%)	• 927 (.2%)	• 044 (.1%)
• 337 (.2%)	• 494 (.2%)	• 940 (.2%)	• 045 (.1%)
• 360 (.2%)	• 495 (.2%)	• 941 (.2%)	• 046 (.1%)
• 362 (.2%)	• 605 (.2%)	• 948 (.2%)	• 054 (.1%)
• 363 (.2%)	• 615 (.2%)	• 949 (.2%)	• 064 (.1%)
• 366 (.2%)	• 617 (.2%)	• 953 (.2%)	• 065 (.1%)
• 371 (.2%)	• 640 (.2%)	• 954 (.2%)	• 066 (.1%)
• 372 (.2%)	• 648 (.2%)	• 960 (.2%)	• 069 (.1%)
• 373 (.2%)	• 716 (.2%)	• 971 (.2%)	• 071 (.1%)
• 376 (.2%)	• 717 (.2%)	• 975 (.2%)	• 076 (.1%)

Zip Code

Q26.) What is your home zip code?

Zip Code Prefixes

• 079 (.1%)	• 196 (.1%)	• 289 (.1%)	• 400 (.1%)
• 081 (.1%)	• 198 (.1%)	• 290 (.1%)	• 401 (.1%)
• 108 (.1%)	• 206 (.1%)	• 293 (.1%)	• 402 (.1%)
• 110 (.1%)	• 219 (.1%)	• 304 (.1%)	• 405 (.1%)
• 114 (.1%)	• 220 (.1%)	• 307 (.1%)	• 407 (.1%)
• 120 (.1%)	• 229 (.1%)	• 308 (.1%)	• 409 (.1%)
• 121 (.1%)	• 232 (.1%)	• 314 (.1%)	• 415 (.1%)
• 125 (.1%)	• 233 (.1%)	• 315 (.1%)	• 420 (.1%)
• 128 (.1%)	• 235 (.1%)	• 326 (.1%)	• 424 (.1%)
• 129 (.1%)	• 237 (.1%)	• 349 (.1%)	• 427 (.1%)
• 131 (.1%)	• 245 (.1%)	• 354 (.1%)	• 433 (.1%)
• 156 (.1%)	• 253 (.1%)	• 358 (.1%)	• 435 (.1%)
• 158 (.1%)	• 255 (.1%)	• 359 (.1%)	• 436 (.1%)
• 166 (.1%)	• 265 (.1%)	• 367 (.1%)	• 442 (.1%)
• 169 (.1%)	• 270 (.1%)	• 368 (.1%)	• 444 (.1%)
• 170 (.1%)	• 273 (.1%)	• 378 (.1%)	• 446 (.1%)
• 171 (.1%)	• 276 (.1%)	• 379 (.1%)	• 448 (.1%)
• 173 (.1%)	• 284 (.1%)	• 384 (.1%)	• 453 (.1%)
• 175 (.1%)	• 285 (.1%)	• 389 (.1%)	• 460 (.1%)
• 180 (.1%)	• 286 (.1%)	• 393 (.1%)	• 461 (.1%)
• 181 (.1%)	• 288 (.1%)	• 396 (.1%)	• 464 (.1%)

Zip Code

Q26.) What is your home zip code?

Zip Code Prefixes

• 465 (.1%)	• 544 (.1%)	• 657 (.1%)	• 805 (.1%)
• 467 (.1%)	• 547 (.1%)	• 658 (.1%)	• 808 (.1%)
• 471 (.1%)	• 549 (.1%)	• 666 (.1%)	• 827 (.1%)
• 473 (.1%)	• 559 (.1%)	• 672 (.1%)	• 836 (.1%)
• 477 (.1%)	• 560 (.1%)	• 673 (.1%)	• 837 (.1%)
• 479 (.1%)	• 563 (.1%)	• 681 (.1%)	• 840 (.1%)
• 485 (.1%)	• 571 (.1%)	• 685 (.1%)	• 843 (.1%)
• 486 (.1%)	• 573 (.1%)	• 694 (.1%)	• 844 (.1%)
• 487 (.1%)	• 574 (.1%)	• 729 (.1%)	• 847 (.1%)
• 488 (.1%)	• 580 (.1%)	• 735 (.1%)	• 851 (.1%)
• 489 (.1%)	• 581 (.1%)	• 743 (.1%)	• 856 (.1%)
• 492 (.1%)	• 596 (.1%)	• 744 (.1%)	• 860 (.1%)
• 501 (.1%)	• 598 (.1%)	• 758 (.1%)	• 863 (.1%)
• 502 (.1%)	• 612 (.1%)	• 763 (.1%)	• 870 (.1%)
• 521 (.1%)	• 625 (.1%)	• 766 (.1%)	• 880 (.1%)
• 522 (.1%)	• 627 (.1%)	• 769 (.1%)	• 883 (.1%)
• 523 (.1%)	• 631 (.1%)	• 777 (.1%)	• 890 (.1%)
• 525 (.1%)	• 650 (.1%)	• 784 (.1%)	• 891 (.1%)
• 526 (.1%)	• 653 (.1%)	• 789 (.1%)	• 894 (.1%)
• 528 (.1%)	• 654 (.1%)	• 791 (.1%)	• 905 (.1%)
• 535 (.1%)	• 656 (.1%)	• 793 (.1%)	• 908 (.1%)

Zip Code

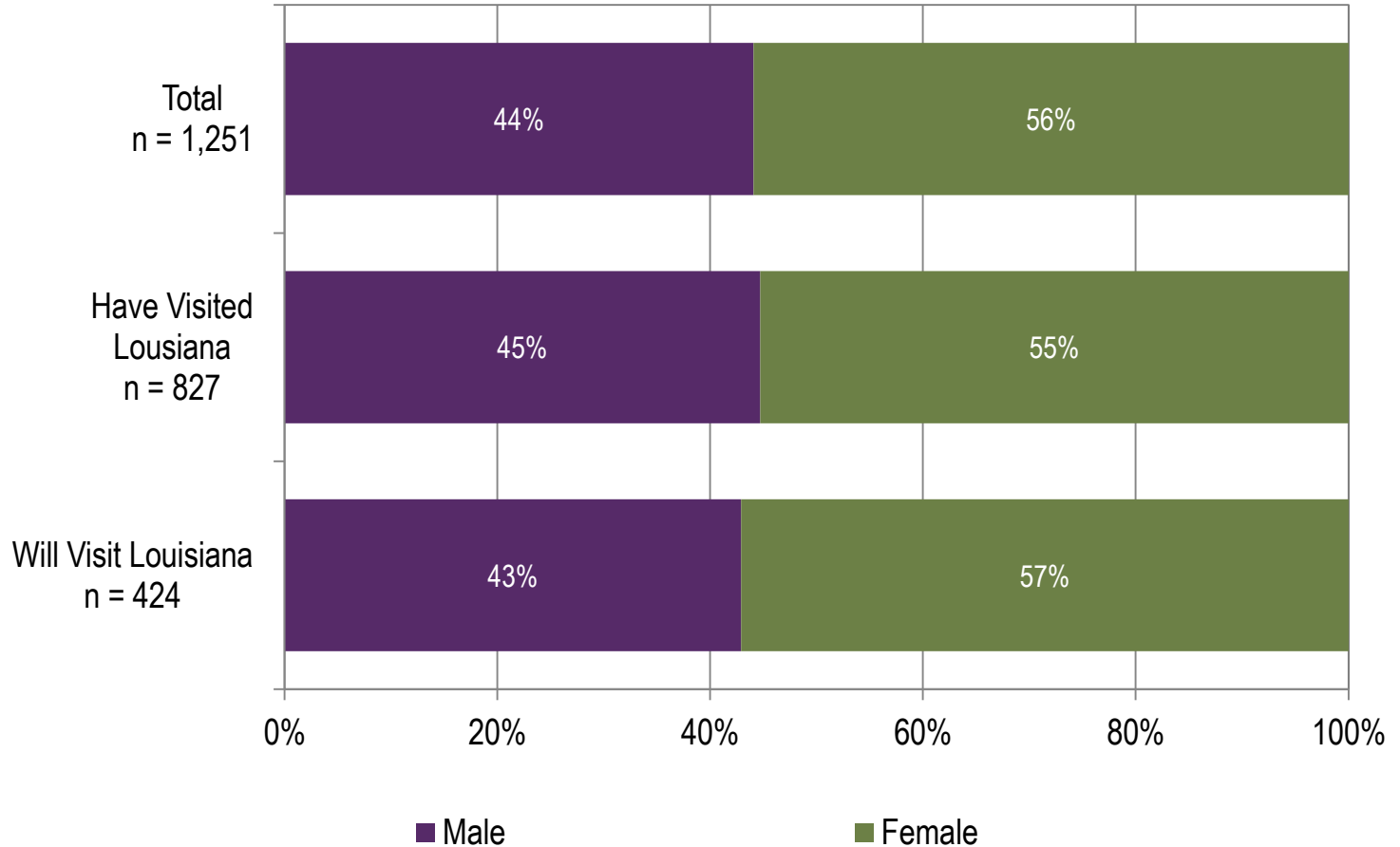
Q26.) What is your home zip code?

Zip Code Prefixes

- | | |
|-------------|-------------|
| • 910 (.1%) | • 935 (.1%) |
| • 911 (.1%) | • 936 (.1%) |
| • 912 (.1%) | • 939 (.1%) |
| • 915 (.1%) | • 943 (.1%) |
| • 916 (.1%) | • 946 (.1%) |
| • 918 (.1%) | • 951 (.1%) |
| • 919 (.1%) | • 959 (.1%) |
| • 920 (.1%) | • 974 (.1%) |
| • 922 (.1%) | • 986 (.1%) |
| • 924 (.1%) | • 989 (.1%) |
| • 926 (.1%) | • 991 (.1%) |
| • 931 (.1%) | • 993 (.1%) |

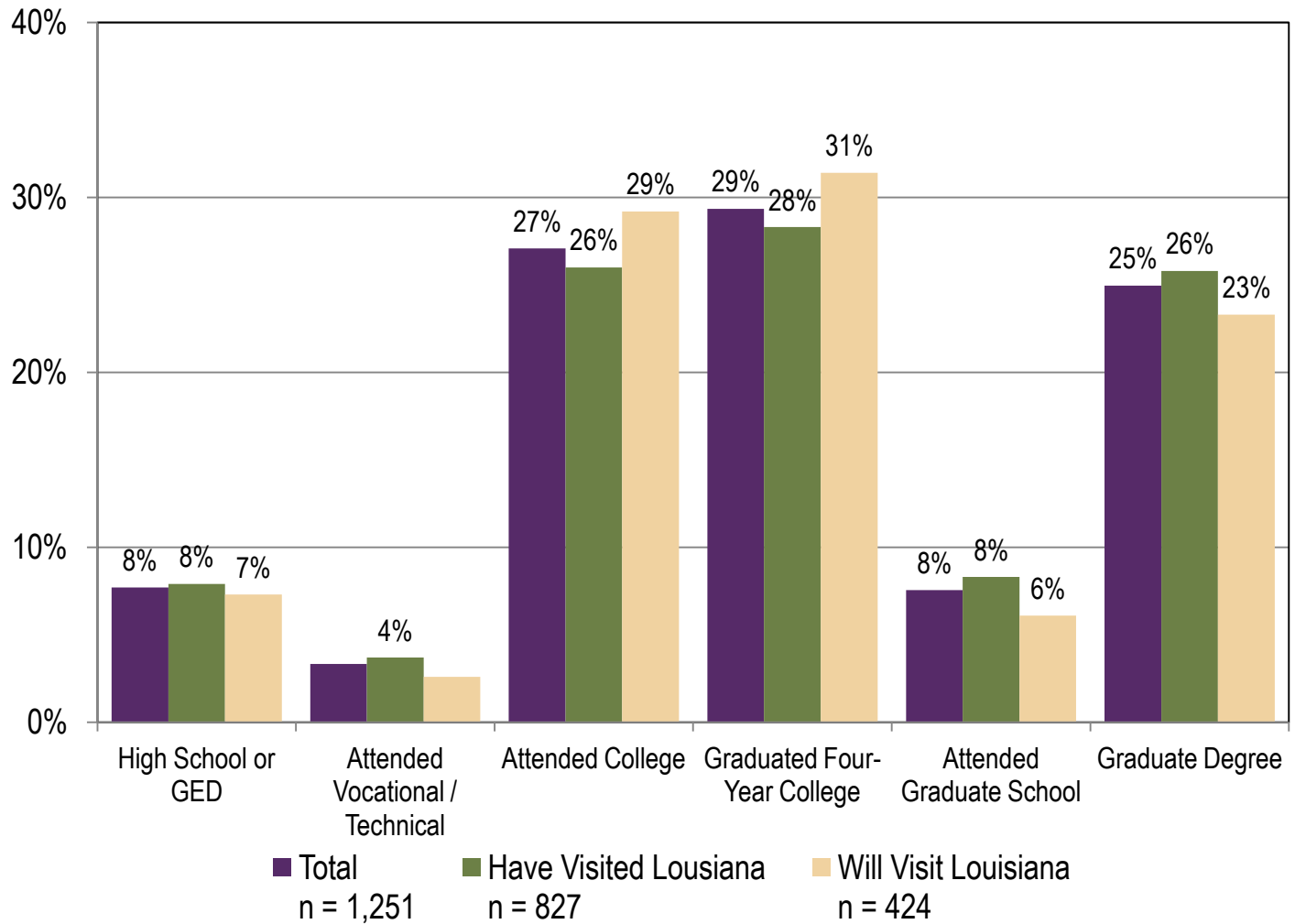
Gender

Q27.) Gender?



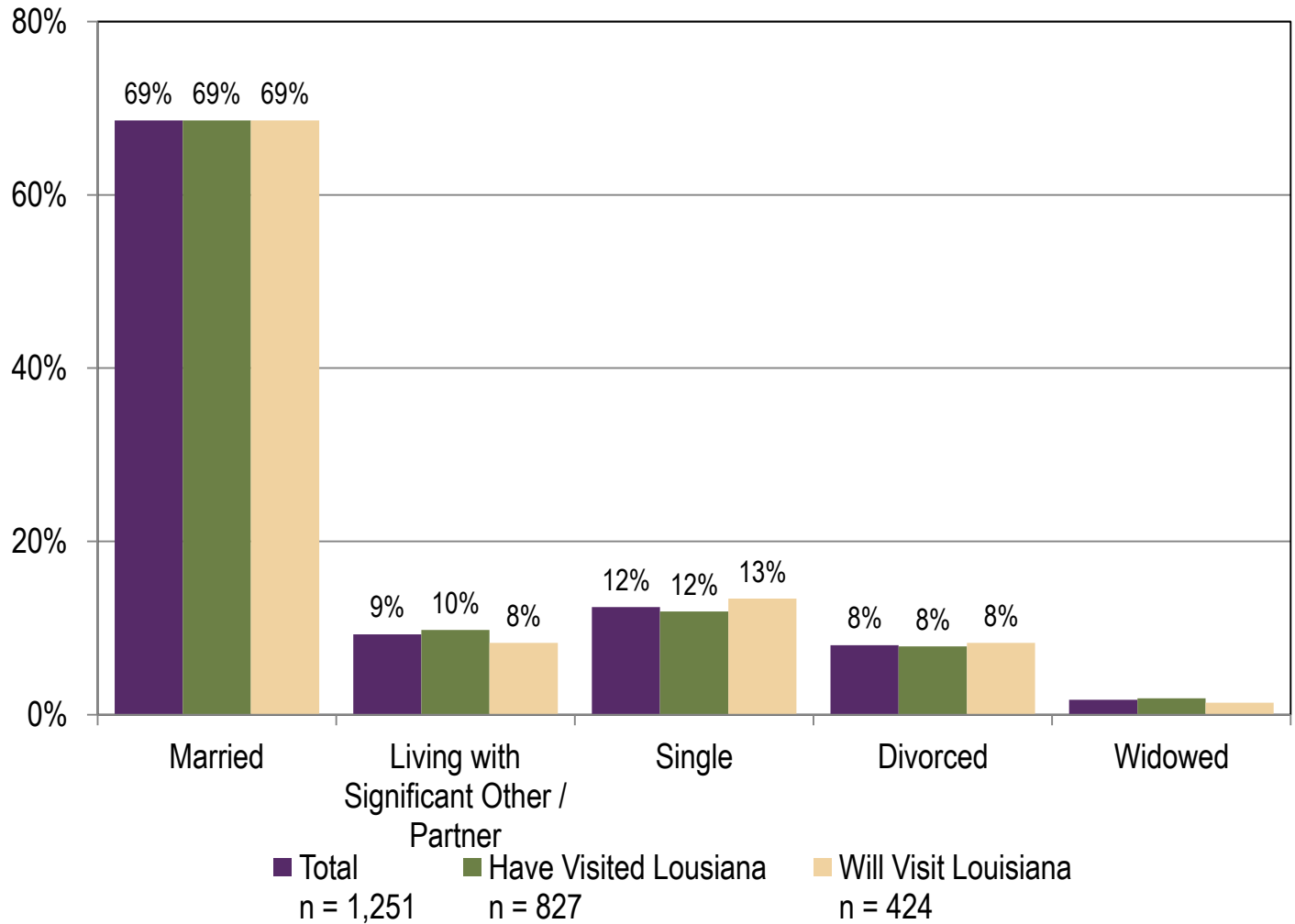
Education

Q28.) What is the highest level of education you have completed?



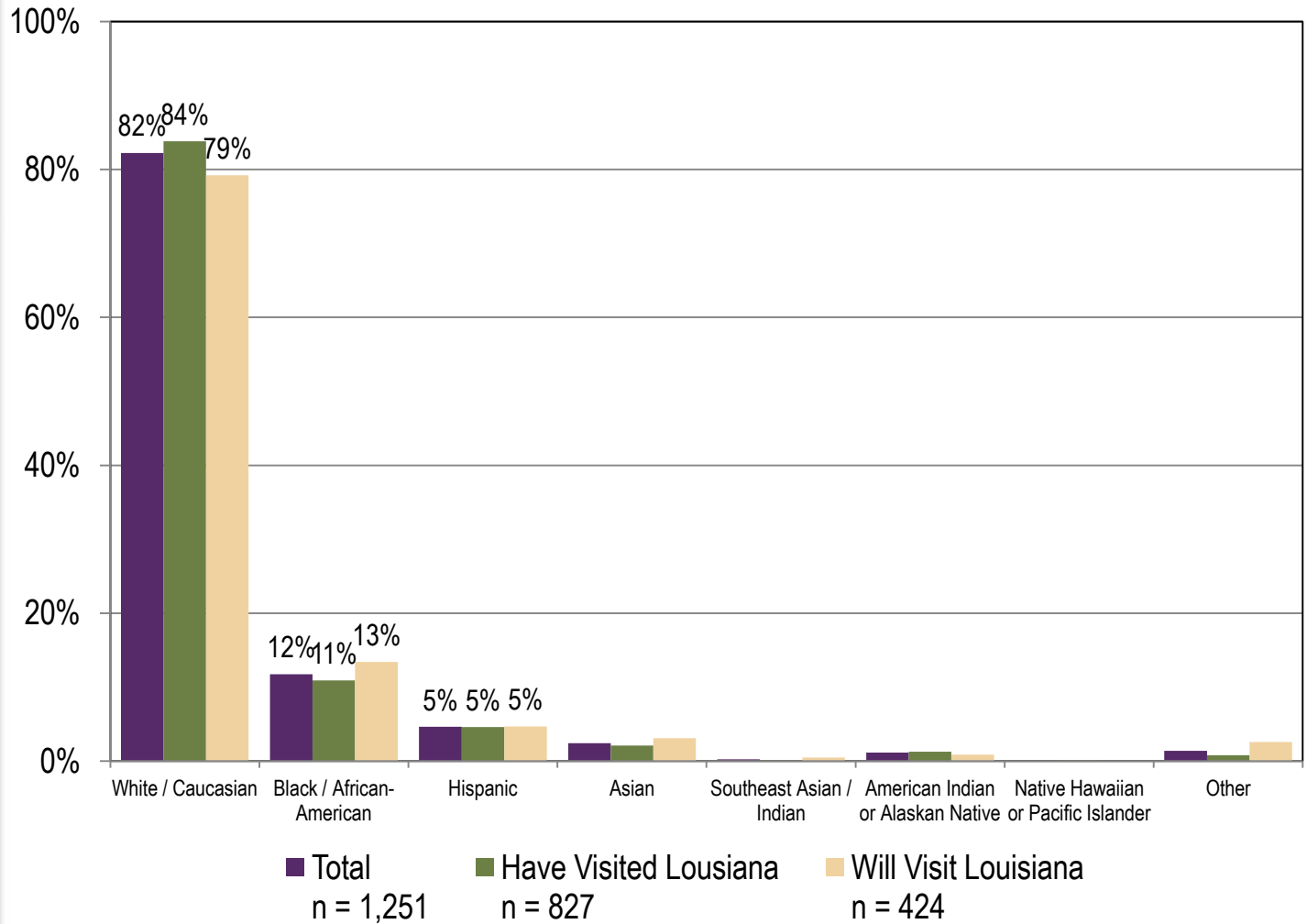
Marital Status

Q29.) Which of the following best describes your marital status?



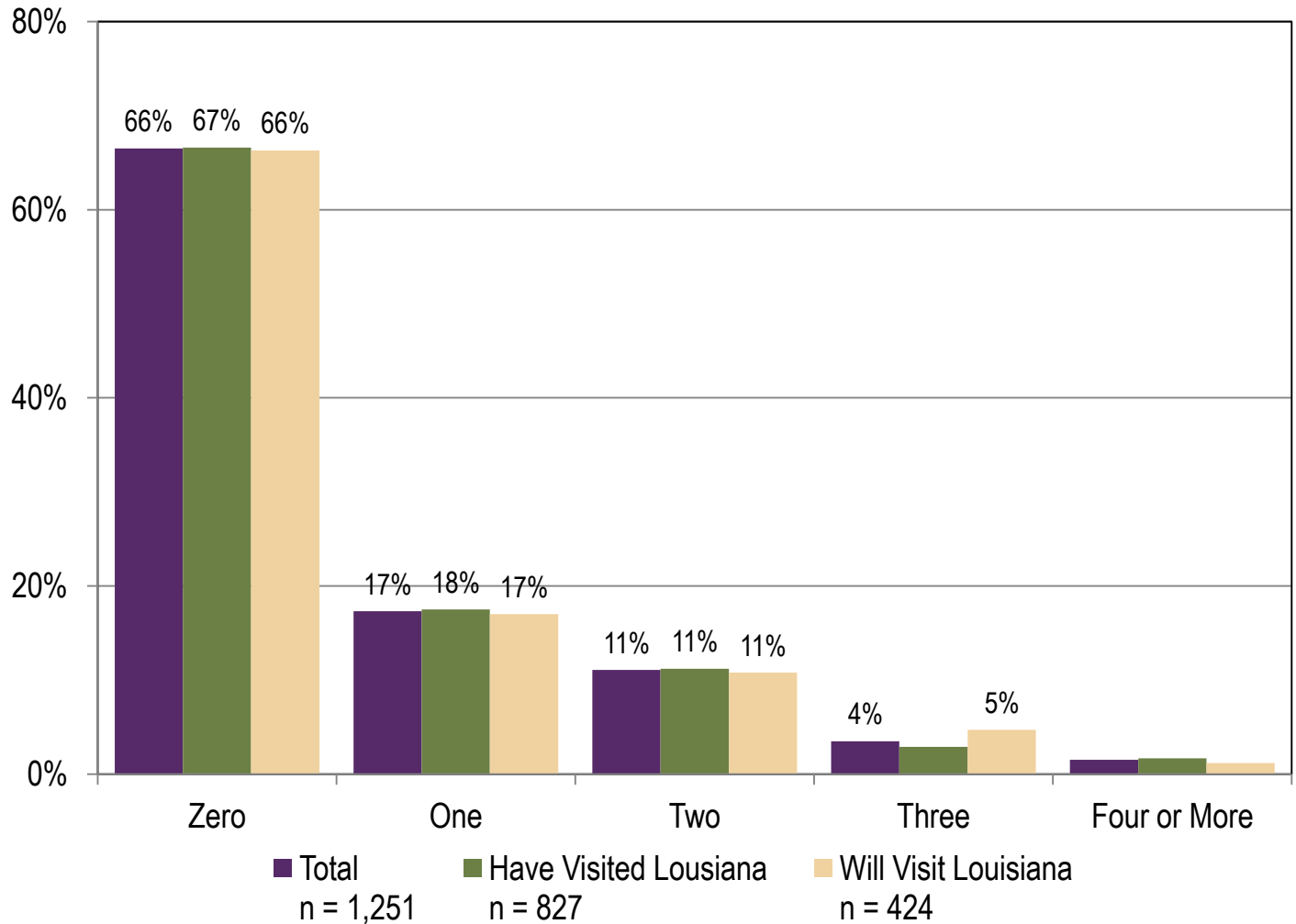
Ethnicity

Q30.) Which of the following best describes your ethnicity?



Children in Household

Q31.) How many children under the age of 18 are living in your household?





Section N

Conclusions and Recommendations

Louisiana Travel Facts

	Have Visited	Plan to Visit
Top Travel Purpose	General Entertainment (32%), Friends & Family (25%), Business (13%), and Culinary (5%)	General Entertainment (34%), Friends & Family (17%), Business (7%), and Culinary (11%)
State of Traveler Origin	Texas, Florida, California, New York, and Georgia	Texas, California, New York, Florida, and Pennsylvania
Key Competitors	Florida, Texas, Georgia, Mississippi, and Tennessee	Florida, California, Texas, New York, and Georgia
Time of Year	Spring (36%), Summer (27%), Fall (20%), Winter (17%)	Spring (24%), Summer (42%), Fall (28%), Winter (6%)
Destinations in Louisiana	New Orleans (72%), Baton Rouge (27%), Shreveport (16%), Lafayette (12%), Lake Charles (13%), Monroe (7%), Alexandria (8%) and Other (12%)	New Orleans (86%), Baton Rouge (35%), Shreveport (18%), Lafayette (15%), Lake Charles (13%), Monroe (8%), Alexandria (6%) and Other (8%)
Duration of Visit	One Day (7%), One Night (8%), Two Nights (20%), Three Nights (23%), Four Nights+ (43%)	One Day (1%), One Night (3%), Two Nights (15%), Three Nights (26%), Four Nights+ (55%)
Expenditure	< \$500 (25%), \$500 to \$999 (24%), \$1,000 to \$1,499 (19%), \$1,500 to \$1,999 (11%), and \$2,000+ (22%)	< \$500 (12%), \$500 to \$999 (23%), \$1,000 to \$1,499 (22%), \$1,500 to \$1,999 (15%), and \$2,000+ (29%)

Primary State of Traveler Origin

The top ten states of residence for study participants are:

Have Visited		Plan to Visit	
1	Texas	1	Texas
2	Florida	2	California
3	California	3	New York
4	New York	4	Florida
5	Georgia	5	Pennsylvania
6	Alabama	6	Georgia
7	Mississippi	7	Illinois
8	Arkansas	8	North Carolina
9	Illinois	9	Ohio
10	Arizona	10	Alabama

Recommendation:

- Louisiana Office of Tourism should consider these states when placing advertising / media buys.

Top Competitive States for Travel

The top ten states mentioned most frequently to which travelers have visited in the last 12/24 months or intend to travel to in the next 12 / 24 months, excluding Louisiana, include:

Have Visited		Plan to Visit	
1	Florida	1	Florida
2	Texas	2	California
3	Georgia	3	Texas
4	Mississippi	4	New York
5	Tennessee	5	Georgia
6	Alabama	6	Tennessee
7	California	7	Alabama
8	New York	8	Mississippi
9	Illinois	9	South Carolina
10	Virginia	10	North Carolina

Recommendation:

- A review of competing states' Visitor Bureau advertising campaigns is recommended to identify key travel triggers featured in advertising and promotions.

Expenditures In Louisiana

Almost two thirds (64%) noted spending / planning to spend less than \$1,499 during their trip to Louisiana.

Recommendations:

- Marketing and communications should promote activities and events that will allow visitors to stay within this budget.
- Consider promoting Louisiana as an affordable destination to appeal to the target audience.

Culinary Pursuits and Louisiana Seafood

Purpose of Travel

While many travelers report that top reasons for visiting Louisiana include General Entertainment (33%) and Visiting with Family and Friends (22%), 7% of travelers report that Culinary Pursuits are *the* reason for visiting Louisiana.

Selection of Louisiana

Regardless of the stated purpose of the trip for more than two in five travelers, Louisiana Seafood (47%), Louisiana Restaurants (45%), Specific Cuisine (42%) and Louisiana's Food Heritage (39%) influenced their decision to travel to Louisiana.

Importance of Culinary Pursuits and Louisiana Seafood

Specific factors that are most important to the vast majority of travelers when visiting Louisiana include culinary pursuits and Louisiana seafood. Restaurants, Louisiana Seafood, Specific Cuisine, Louisiana Food Heritage and Specific Food Items are deemed important by more three in four travelers. These factors are more frequently ranked as important than factors such as Outdoor Recreation, Shopping, Art Galleries and Museums, Visiting Family and Friends, Parks, Plantations, Casino Gaming, Sports, Theatre, Fishing and Business.

Recommendation:

- Prominently focus messaging around culinary pursuits and fresh Louisiana seafood in future promotion of the State of Louisiana.

Factors Influencing Restaurant Selection

Important Factors in Restaurant Selection

Not surprisingly, Cuisine (86%), Location (80%), Type of Restaurant (80%), Recommendation (74%) and Cost (71%) are important drivers restaurant choice. Of significance is the fact that nearly four in five travelers identify the Availability of Fresh Louisiana Seafood (79%) as important in when selecting a restaurant.

Sources Influencing Restaurant Selection

Sources influencing restaurant selection include Family and Friends (69%), Online Travel Directories (37%), Guide Books (35%), Concierge or Hotel Staff (32%), Destination Tour Guides or Brochures (27%) and Social Media (23%). One in five travelers report that Louisiana Culinary Trails (20%) as influential in restaurant selection.

Recommendations:

- The State of Louisiana should feature Fresh Louisiana Seafood when promoting the state. Louisiana restaurants should also be encouraged to highlight the availability of fresh Louisiana seafood in their marketing and communications.
- Multi-channel methods including digital, traditional, and relationships (Concierge or Hotel Staff) should be fully exploited in promotion of Louisiana.
- The State should continue to promote Louisiana Culinary Trails as this has gained traction but still offers room for growth in promotion of Louisiana restaurants and the State of Louisiana.

Louisiana Seafood

Louisiana Seafood Consumption and Purchase Behaviors

A total of 92% of travelers to Louisiana have or will eat Louisiana seafood while in the State. Most are likely to purchase seafood at a Restaurant (96%) followed, at a distant second, at a Festival (34%), Seafood Market (30%) or Grocery Store (13%). Over one in four have or will ship Louisiana Seafood home (26%).

Louisiana Seafood

Over three in five (68%) indicate that they have or will ask for Louisiana seafood in restaurants when in Louisiana. The most popular Louisiana seafood is Shrimp (88%) followed by Fish (71%), Crawfish (70%), Crab (68%), Oyster (48%) and Alligator (36%).

Recommendations:

- Recognize and support Louisiana restaurants as trade allies in promotion of Louisiana and Louisiana seafood.
- Consider promoting sources other than restaurants for the purchase of Louisiana seafood – notably festivals, seafood markets and grocery stores.
- Consider an “ask for *Louisiana* seafood” promotion both to those in Louisiana and those planning a trip to Louisiana. While 68% have or will ask for Louisiana seafood, 32% will not or do not plan to do so.

Festival Attendance and Culinary Influence

While 31% stated that food and / or wine festivals played an important role in the decision to travel to Louisiana, less (18%) mentioned food and / or wine festivals influenced their decision to travel to Louisiana when selecting among other culinary experiences.

- 61% of those who have traveled to Louisiana for a food and / or wine festival stated the purpose of their visit as Louisiana seafood and restaurants.
- 57% of those who plan to visit Louisiana for a food and / or wine festival mentioned the purpose of their visit as Louisiana seafood.

When asked whether respondents attended / plan to attend a festival for the culinary experience, 22% agreed.

Recommendation:

- Overall, festival attendance is tied to the culinary experience for one in five visitors. Utilizing imagery depicting Louisiana seafood and Louisiana restaurants will appeal to this crowd.
- Marketing and communications for food and / or wine festivals specifically, will benefit from the use of visuals depicting Louisiana seafood and Louisiana restaurants.

Sources for Louisiana Travel Information

Top sources for Louisiana travel information include:

- Friends / Relatives (49%)
- Own experience (45%)
- Destination website (42%)

Of note, 13% identify the Louisiana Culinary Trails website as a key source of information.

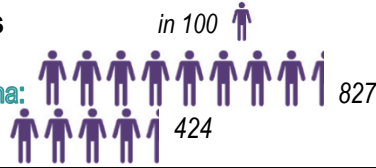
Recommendation:

- Ideally key sources of information on Louisiana travel would be those developed and maintained by the State of Louisiana.
- It is positive that over two in five turn to the destination (Louisiana) website for information; however, given the explosion of social media (e.g. Facebook, YouTube and Twitter), this should be figuring more heavily as a top source of information.

Demographic Profile of Visitors to Louisiana

Study Participants

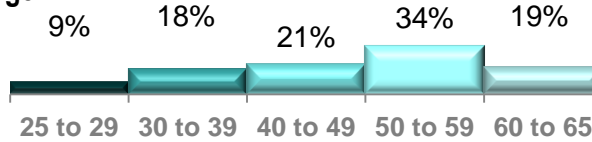
Have Visited Louisiana:
Will Visit Louisiana:



Gender



Age



Ethnicity

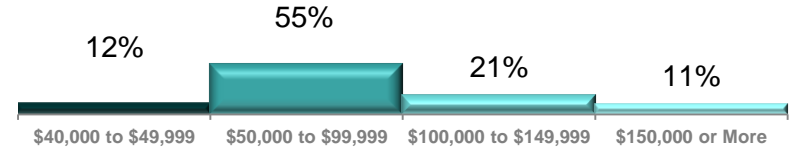
82%
Caucasian



State of Residence



Average Household Income



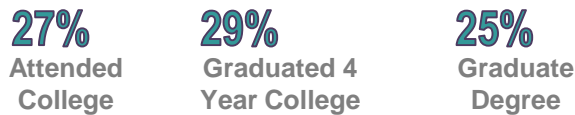
Marital Status



Children in Household



Education



Occupation

