Louisiana
Visitor Volume and Spending

2021

MMGY Travel Intelligence

Year-End 2021 Louisiana Visitor Volume and Spending

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DK SHIFFLET
AN **MMGY GLOBAL** COMPANY

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Louisiana Visitor Volume and Spending

Total					
	2021	2020	2019	% Change 2021/2020	% Change 2020/2019
Total	**41.02**	**31.70**	**53.03**	**29.4%**	**-40.2%**
Room-Nights	20.86	16.38	22.50	27.4%	-27.2%
Convention Room Nights	4.76	3.63	4.89	30.9%	-25.7%
Airport Enplanements[1]	4.93	3.29	8.18	59.6%	-59.8%
Spending					
Total	**$16,761.19**	**$13,315.44**	**$19,631.63**	**25.9%**	**-32.2%**
Transportation	$4,335.08	$3,546.41	$6,217.01	22.2%	-43.0%
Lodging	$3,429.11	$2,605.00	$3,105.95	31.6%	-16.1%
Food & Beverage	$4,082.83	$3,244.20	$4,466.52	25.8%	-27.4%
Shopping	$2,057.73	$1,642.32	$2,291.15	25.3%	-28.3%
Entertainment	$2,295.21	$1,858.47	$2,808.57	23.5%	-33.8%
Other	$561.23	$419.04	$742.43	33.9%	-43.6%

Chart 1 • in Millions

[1] Enplanements provided by client

Louisiana Visitor Volume and Spending

Domestic					
	2021	2020	2019	% Change 2021/2020	% Change 2020/2019
Person-Stays					
Total	**40.87**	**31.59**	**52.51**	**29.4%**	**-39.8%**
North	6.62	5.12	9.40	29.3%	-45.5%
Central	2.45	1.88	2.71	30.6%	-30.7%
South	15.23	12.10	20.15	25.9%	-39.9%
New Orleans Area	16.56	12.49	20.26	32.6%	-38.3%
Room-Nights	20.42	16.00	21.05	27.6%	-24.0%
Convention Room Nights	4.76	3.63	4.89	30.9%	-25.7%
Airport Enplanements[1]	4.92	2.98	8.08	-60.4%	-63.1%
Spending					
Total	**$16,273.22**	**$12,938.53**	**$17,894.65**	**25.8%**	**-27.7%**
Transportation	$4,092.88	$3,365.90	$5,351.13	21.6%	-37.1%
Lodging	$3,340.33	$2,526.37	$2,799.80	32.2%	-9.8%
Food & Beverage	$4,018.88	$3,195.45	$4,232.63	25.8%	-24.5%
Shopping	$2,019.78	$1,615.55	$2,162.78	25.0%	-25.3%
Entertainment	$2,251.94	$1,826.40	$2,654.73	23.3%	-31.2%
Other	$549.42	$408.86	$693.58	34.4%	-41.1%

Chart 1 • in Millions

[1] Enplanements provided by client

Louisiana Visitor Volume and Spending

International					
	2021	2020	2019	% Change 2021/2020	% Change 2020/2019
Visitation					
Total	**0.15**	**0.11**	**0.52**	**36.3%**	**-79.2%**
Room-Nights	0.45	0.37	1.45	19.9%	-74.3%
Airport Enplanements[1]	17,135	27,682	107,378	-38.1%	-74.2%
Spending					
Total	**$487.97**	**$376.92**	**$1,736.99**	**29.5%**	**-78.3%**
Transportation	$242.20	$180.51	$865.88	34.2%	-79.2%
Lodging	$88.78	$78.63	$306.15	12.9%	-74.3%
Food & Beverage	$63.95	$48.76	$233.88	31.2%	-79.2%
Shopping	$37.95	$26.76	$128.37	41.8%	-79.2%
Entertainment	$43.27	$32.07	$153.84	34.9%	-79.2%
Other	$11.81	$10.18	$48.86	16.0%	-79.2%

Volume, Spending and Room Nights in Millions

[1] Enplanements provided by client

Research Methodology

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

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

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

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

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

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

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

About DK Shifflet

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