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Louisiana Tourism Facts – 2017

- Louisiana attracted **47.1 million** *domestic & international* visitors to the state in 2017. Total visitation *increased by 0.9 percent* over 2016. (2017 Louisiana Visitor Volume & Spending, D.K. Shifflet)
- Of that, nearly **1 million international visitors** were welcomed to the state in 2017.
- Louisiana generated **\$17.5 billion** in domestic and international visitor spending in 2017, representing a *4 percent increase* in spending over 2016. (2017 Louisiana Visitor Volume & Spending, D.K. Shifflet)
- Visitors who came to the state *spent* nearly **\$371** per person during their trip.
- **233,092 employed** in tourism in 2017, an *increase of 0.6 percent* year over year. (Bureau of Labor Stats)
- Every **\$75,078** of visitor expenditures *creates one job* in Louisiana. When *tourism employment* is compared to regular government segments, it **ranks 4th** in number of jobs created.
 - *Tourism spending* supports **7.0 percent** of all jobs in Louisiana.
 - The number of jobs in support of tourism is **3 times** the capacity of the Mercedes-Benz Superdome.
- A total of **\$1.8 billion** of *state and local sales tax revenues* were generated by travel and tourism activities in Louisiana in 2017, which resulted in a *4.5 percent increase* year over year. Nearly **\$3.2 billion total taxes** (includes \$1.4 billion Federal) is sustained by tourism. (Louisiana Economic Impact, Tourism Economics)
- *Sales tax revenue* (\$1.1 billion) represents a **37-to-1 return on investment** of state funding.
- *Without taxes* paid by visitors to the state, *each household in Louisiana* would have to pay **\$1,047 in additional taxes** to maintain revenues.
- **21.65 million** Hotel room nights were sold in Louisiana in 2017. (Louisiana Visitor Volume & Spending 2017, D.K. Shifflet)
- Louisiana's hotel *occupancy* averaged **60.9 percent** in 2017. (STR, Inc.)

- Louisiana's *average daily rate* (ADR) averaged **\$112.04** in 2017. (STR, Inc.)
- Over **14.3 million** total passengers arrived and departed Louisiana airports in 2017, which is a *6.7 percent increase* year over year, and **7.2 million** passengers were enplaned at Louisiana airports in 2017, showing an *increase of 6 percent* over 2016.
- *Louisiana Welcome Centers* greeted **792,055 visitors*** in 2017. (*one welcome center is closed permanently and one is closed for renovations)
- LouisianaTravel.com had over **3.5 million** *website visits* in 2017.
- **Over \$3.14 billion** total *gaming revenue* was generated at Louisiana Riverboats, Land Based Casinos, Racinos, and Video Gaming in 2017, resulting in a slight *0.8% increase* over 2017.
- **Over 1.6 million** visitors enjoyed a *Louisiana State Park* in 2017.