



Key Points: The Impact of Travel in Louisiana

As a job creator, tax revenue generator and destination storyteller, travel has ripple effects that touch the lives of all Louisianans

Travel is BIG business in Louisiana

- Louisiana attracted **53.2 million** domestic & international visitors to the state in 2019.
- Visitors who came to the state spent nearly **\$371 per person** during their trip.
- Travelers visiting a destination spend money at local attractions, hotels, retail establishments, restaurants and on transportation

Travel provides essential support to state and local governments

- Travel and tourism create tax revenues that pay for important public services
- A total of **\$1.92 billion** of state and local sales tax revenues were generated by travel and tourism activities in 2019.

Travel is closely linked to economic development and job growth in communities

- The travel industry is Louisiana's **4th highest employer**
- **242,200** Louisianans are employed in the travel and hospitality industry
- Tourism spending supports **7 percent of all jobs** in Louisiana
- Travel provides upward mobility for workers, as the average American whose first job was in travel obtained an average **career salary of \$81,900**.

Travel is a worthy investment

- The revenue generated through domestic and international visitors represents a more than **41-to-1 return on investment** of state funding of the Louisiana Office of Tourism.
- Destination marketing organizations are skilled storytellers that can strengthen efforts to entice businesses to headquarter or grow in an area.

Destinations create a sense of place and pride for residents

- Residents who take pride in their community are valuable advocates for its storytelling, serving as a trusted resource to friends, family and other potential visitors.
- Destination marketing organizations are **champions of rural communities**, shining a spotlight on places that may be otherwise overlooked by visitors and invigorating economies of underserved areas.

