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.