
THE 2011
Louisiana
TOURISM **SATELLITE** ACCOUNT:
AN UPDATE

SUBMITTED TO:

The Louisiana Department of Culture, Recreation and Tourism
The Office of the Lieutenant Governor



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Executive Summary

The following Tourism Satellite Account assesses the economic value of travel and tourism activity in the state of Louisiana for the year 2011. The Louisiana Tourism Satellite Account (TSA) was first produced in 2003 as a way to measure the impact of one of the most important areas of Louisiana's economy. Using metrics such as employment, value added, and tax revenue, the TSA provides data that quantifies the impact of tourism-related spending in Louisiana.

Key observations:

- Total Louisiana visitor spending for 2011 reached a record high of \$10 billion in nominal terms, 11% higher than the previous year and 0.6% higher than in 2004.
- Over 147,400 Louisiana residents were directly employed in travel and tourism industries in 2011.
- This implies that the tourism-related activity directly employed 8% of the Louisiana workforce in 2011.
- \$6.5 billion of 2011 Louisiana production (an estimated 2.6% of Louisiana's Gross Domestic Product) was directly attributable to tourism-related spending.
- In terms of taxes, fees and license revenues, visitor spending accounted for nearly \$787 million of 2011 Louisiana revenues, or 8.2% of this major revenue category.

Introduction

Louisiana's travel and tourism industries play an important role in the Louisiana economy, and 2011 was a record-setting year for tourism activity in Louisiana. This document represents a summary of results for the 2011 Louisiana Tourism Satellite Account (TSA). The 2011 TSA is an update to the 2003-2010 Louisiana TSAs. The methodology for creating a TSA has been revised over time by the World Tourism Organization in partnership with the OECD, the European Union, and the United Nations.¹ This year's methodology follows the WTO guidelines and is identical to the 2003 methodology to ensure comparability across years. For a discussion of the purpose and goals of the TSA, we refer the reader to the *2003 Louisiana Satellite Account Report*, which addresses these issues in some detail.

Before discussing results, several measurement issues are worth noting. This report builds on estimates of Louisiana domestic visitor spending. While these estimates account for the most important input, we took additional steps to include other inputs such as international visitor spending as well as construction and government spending associated with tourism activity. The hurricanes of 2005 made road and hotel construction and repair more critical than ever. These inputs are requisite additions for developing a more complete measure of how travel and tourism industries impact the state's economy.

¹ See Tourism Satellite Account: Recommended Methodological Framework (2001) for a more detailed description of broader methodological issues.

Tourism Spending

Table 1 summarizes 2003 to 2011 total tourism-related spending from all sources and serves as the starting point for TSA analysis. As in prior years, the largest share of total tourism-related spending (90 percent) is visitor spending. In 2011, Louisiana visitor spending was just over \$10 billion. Another interesting feature of Table 1 is tourism investment, which has been resiliently high since 2006. Investment spending on highways and buildings almost doubled that year compared to previous years' estimates. Because some highway spending is used to support tourism-related travel, a portion of this spending is included in our measure of total tourism-related spending.

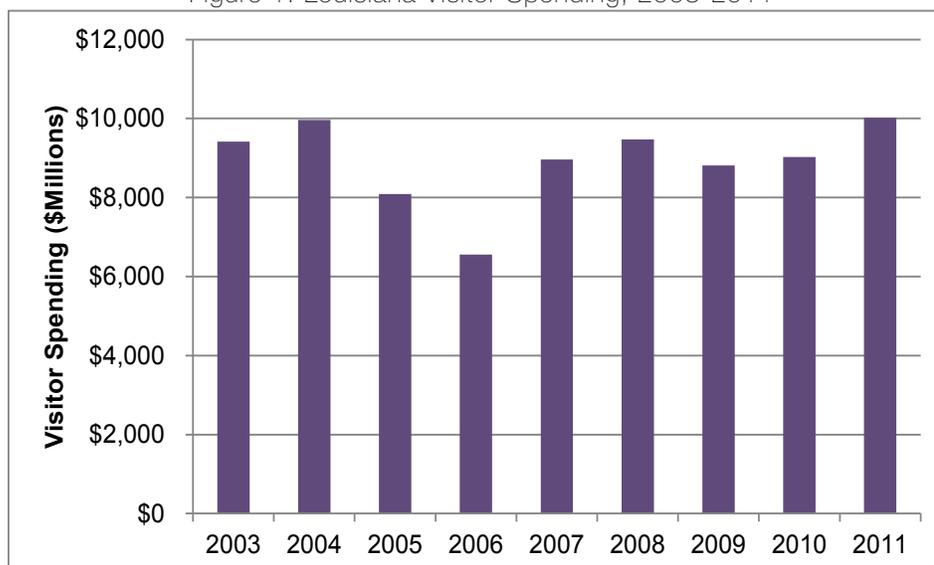
Table 1: Louisiana Total Tourism-related Spending, 2003-2011

Spending Category	2003	2004	2005	2006	2007	2008	2009	2010	2011
Domestic Visitors	\$9,055	\$9,539	\$7,889	\$6,425	\$8,671	\$9,158	\$8,473	\$8,682	\$9,635
International Visitors	\$364	\$425	\$198	\$130	\$294	\$311	\$339	\$347	\$385
Investment	\$423	\$578	\$424	\$828	\$864	\$701	\$757	\$690	\$752
Government	\$89	\$84	\$81	\$88	\$88	\$107	\$106	\$104	\$89
Total	\$9,930	\$10,627	\$8,591	\$6,425	\$9,917	\$10,276	\$9,675	\$9,808	\$10,861

Figures in millions of dollars. Sources: See Appendix A.

Figures 1 through 4 give visual representations of spending levels. Figure 1 shows the level of visitor spending from 2003 to 2011. Notice that visitor spending topped out in the pre-storm year of 2004, fell in 2005, and continued to fall in 2006. It was not until 2011 that visitor spending reached pre-storm levels, topping \$10 billion for the first time since 2004.

Figure 1: Louisiana Visitor Spending, 2003-2011



The other two components of total tourism-related spending, investment and government spending, are shown in Figures 2 and 3. Figure 2 shows a substantial increase in tourism-related investment since 2006. Tourism-related investment in 2011 totaled more than \$750 million. It is important to note that both investment and government spending are small relative to visitor spending (8 percent of total tourism-related spending in 2011) and thus fail to offset the lower levels of visitor spending from 2005 to 2010.

Figure 2: Louisiana Tourism-related Investment Spending, 2003-2011

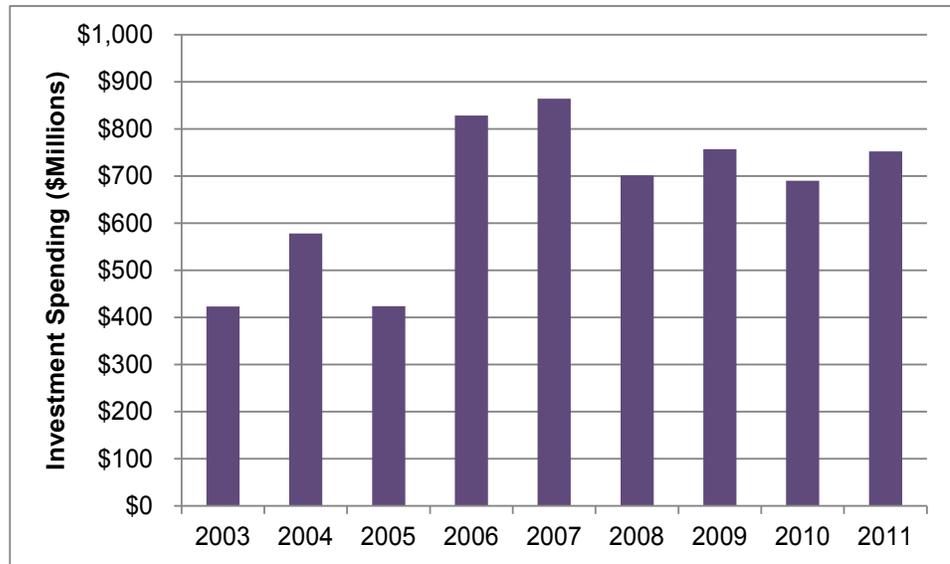
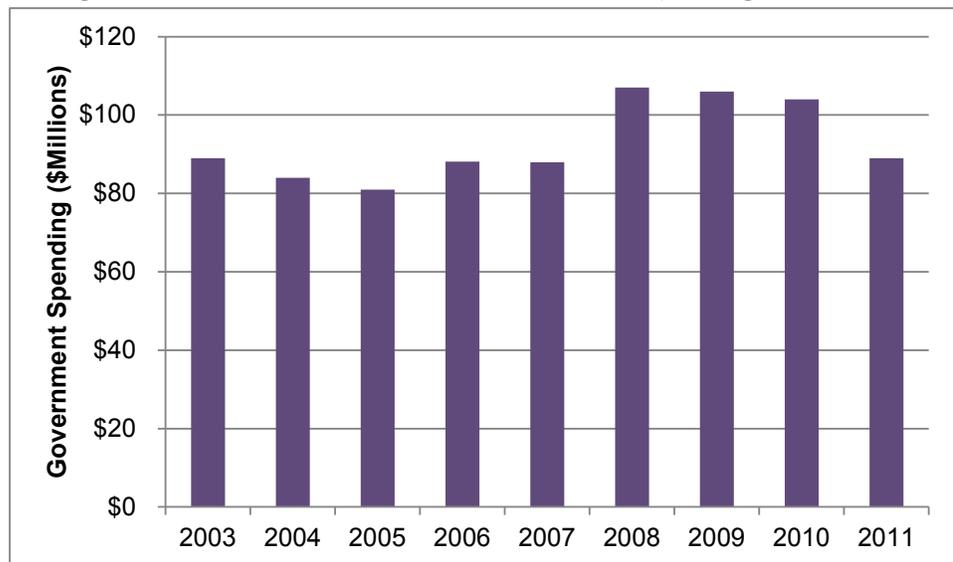
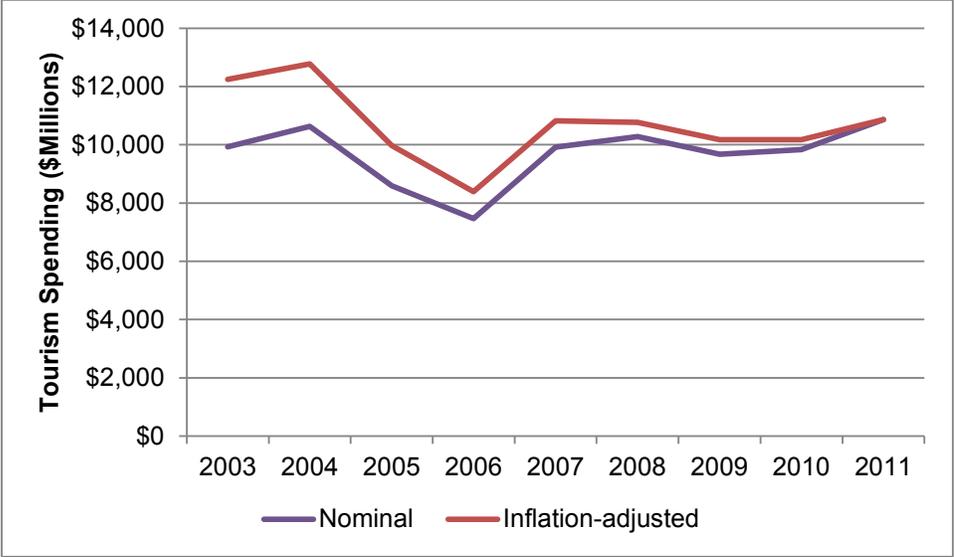


Figure 3: Louisiana Tourism-related Government Spending, 2003-2011



Given the number of years of data, it becomes important to consider changes in the value of a dollar since 2003. Figure 4 contains a comparison of nominal total tourism-related spending to inflation-adjusted spending measured in 2011 dollars. Notice that when spending in earlier years is adjusted for inflation, it becomes clear that while nominal values of tourism spending are at an all-time high, the adjusted values are still lower than pre-storm levels.

Figure 4: Nominal and Adjusted Total Tourism-related Spending in Louisiana, 2003-2011



Inflation-adjusted values expressed in 2011 dollars.

Employment

Tourism activity differs from some other groups of economic activity in that it is divided across many industry classifications in standard government statistics. For example, sales to visitors by retailers will appear in federal and state statistics as the North American Industry Classification System (NAICS) categories 44 & 45 titled "Retail Trade." Visitor spending on meals appears in NAICS 72 "Accommodations and Food Services." However, both sectors also contain sales to Louisiana residents.

Table 2 contains Louisiana employment for 2011 for all sectors of the economy employing over 65,000 Louisiana workers. Included in Table 2, but not in traditional government statistics, is employment associated with tourism activity in Louisiana. Direct tourism employment is included for comparison purposes only since traditional government statistics split tourism employment across the other sectors. Employment figures for all sectors other than the Travel & Tourism category were obtained from the Louisiana Workforce Commission. Travel & Tourism employment was obtained using the TSA methodology.

The Travel & Tourism sector ranks 5th among other economic sectors for highest employment. Over 147,000 Louisiana workers were directly employed in this sector. These workers represented nearly 8.0 percent of all Louisiana workers in 2011. This measure has been showing a healthy rebound towards the peak of 9.4 percent in 2004 from the low of 6.0 percent in 2006. The Travel & Tourism sector ranked 4th in employment for both 2003 and 2004 and 7th in 2006. In 2004 there were 175,000 workers and in 2006 there were 108,000 workers directly employed in the Travel & Tourism sector.

One notable difference between spending and employment is that while spending (in nominal terms) has closely approached 2004 levels, employment has not. This is explained to a large extent when spending is adjusted for inflation. As illustrated in Figure 4, 2011 total tourism-related spending is roughly 84 percent of total tourism-related spending in 2004 after adjusting for inflation. This ratio is also reflected in the number of direct jobs created by tourism spending. The 147,000 direct jobs created in 2011 represents approximately 84 percent of the direct jobs created in 2004.

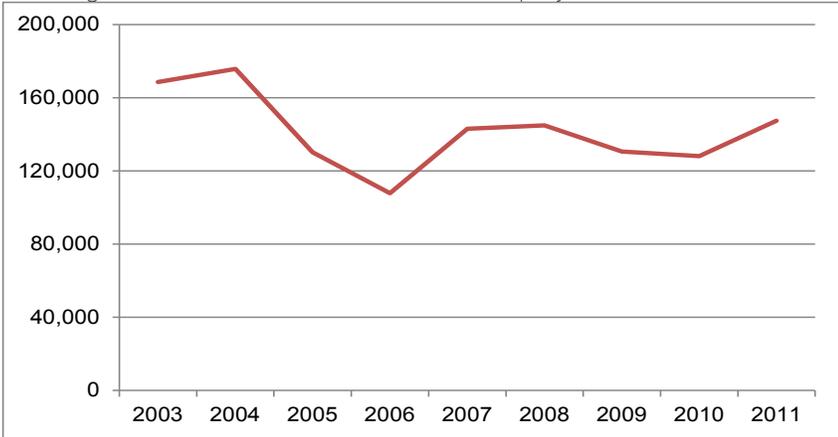
Table 2: 2011 Louisiana Employment by Sector

Rank	Sector	Employment
1	Health Care And Social Assistance	287,624
2	Retail Trade	221,559
3	Accommodation And Food Services	173,200
4	Educational Services	168,174
5	Travel & Tourism	147,432
6	Manufacturing	134,172
7	Construction	130,390
8	Public Administration	95,207
9	Administrative And Waste Services	93,283
10	Professional And Technical Services	83,237
11	Wholesale Trade	72,135
12	Transportation And Warehousing	68,427
	All Others	173,595
	Total	1,848,435

Source: US Bureau of Labor Statistics, IMPLAN, and author's calculations. Total does not include Travel & Tourism. These are estimates based on the average employment across the four quarters of 2011.

Figure 5 graphs the pattern of direct Louisiana employment in Travel and Tourism. The general pattern corresponds to that previously discussed. It is also worth noting that technological change is impacting tourism just as it has in the manufacturing sector. Increases in worker productivity have allowed Louisiana's travel and tourism industries to produce more output per worker. While this leads to a more competitive sector and can support higher wages for workers, it also reduces the employment needed to maintain the current level of economic activity in the sector.

Figure 5: Louisiana Direct Tourism Employment, 2003-2011



The 147,400 direct tourism jobs are spread widely across the Louisiana economy. Table 3 provides direct tourism employment estimates for three-digit NAICS industries with direct tourism employment of at least 3,000. Not surprisingly, the industry with the most direct tourism employment is Food Services with 47,839 workers, or 32.4 percent of all direct tourism employment.

Table 3: 2011 Louisiana Direct Tourism Employment by Industry

Rank	Industry	Direct Tourism Employment	Percent of Tourism Total	State Employment	Percent of State Total
1	Food Svcs & Drinking Places	47,839	32.4	145,449	7.9
2	Accommodations	16,779	11.4	27,751	1.5
3	Retail Stores - General Merchandise	12,349	8.4	54,150	2.9
4	Amusement - Gambling & Recreation	8,613	5.8	28,850	1.6
5	Amusement - Other	8,119	5.5	28,850	1.6
6	Retail Stores - Miscellaneous	6,673	4.5	10,903	0.6
7	Automotive Repair And Maintenance	6,436	4.4	19,304	1.0
8	Retail Stores - Food And Beverage	5,960	4.0	35,979	1.9
9	Retail Stores - Gasoline Stations	4,198	2.8	18,357	1.0
10	Construction	3,451	2.3	130,390	7.1
	All Other	27,014	18.3	1,348,452	73.0
	Total	147,432	100%	1,848,435	100%

Source: Expenditure data sources summarized in appendix A, IMPLAN, and author's calculations. Note that a part time worker is a fraction of one unit of employment in our results (column 3 above) but is counted as one unit by the state (column 5 above).

Value Added

Table 4 contains value added (an economic measure of production which includes only goods and services produced in Louisiana) for the top 16 sectors of the Louisiana economy. Included here, but not in traditional government statistics, is an estimate of value added from tourism activity in Louisiana. Direct tourism value added is included for comparison purposes only since traditional government statistics split tourism value added across the other sectors. The U.S. Bureau of Economic Analysis provides data for 20 of these sectors, while the Travel & Tourism value added is computed using the TSA methodology.

The Travel & Tourism sector ranked 13th among other economic sectors for most value added. This sector made up \$6.5 billion of Louisiana output or 2.6 percent of Louisiana Gross Domestic Product (GDP) in 2011. By reference, the sector ranked 11th in both 2003 and 2004 when it was 3.8 and 3.6 percent of Louisiana GDP respectively. Comparing value added to expenditures reveals that 70 cents out of every dollar in visitor spending stays in Louisiana – a figure comparable to the same measure in previous years.

Table 4: 2011 Louisiana Value Added by Sector

Rank	Sector	Value Added (\$Millions)
1	Manufacturing	\$63,039
2	Mining	\$27,445
3	Government	\$25,888
4	Real Estate, Rental, And Leasing	\$19,808
5	Health Care And Social Assistance	\$14,787
6	Retail Trade	\$13,754
7	Professional And Technical Services	\$11,148
8	Construction	\$10,771
9	Wholesale Trade	\$9,934
10	Finance And Insurance	\$9,099
11	Transportation And Warehousing	\$8,592
12	Accommodation And Food Services	\$6,632
13	Travel & Tourism	\$6,486
14	Administrative And Waste Services	\$5,303
15	Utilities	\$4,083
16	Information	\$4,008
	All Others	\$13,575
	Total	\$247,720

Source: US Bureau of Economic Analysis 2011, IMPLAN, and author's calculations. Total does not include Travel & Tourism.

Table 5 focuses on production in the Travel & Tourism sector. Overall, the sector is more dispersed as measured by value added. Again, the Food Services category tops the list, followed by Accommodations.

Table 5: 2011 Louisiana Direct Tourism Value Added by Industry

Rank	Industry	Value Added (\$Millions)	Percent of Total
1	Food Svcs & Drinking Place	\$1,453	22.4
2	Accommodations	\$1,085	16.7
3	Amusement - Gambling & Recreation	\$575	8.9
4	Retail Stores - General Merchandise	\$508	7.8
5	Automotive Repair And Maintenance	\$323	5.0
6	Scenic And Sightseeing Transportation	\$319	4.9
7	Construction	\$254	3.9
8	Amusement - Other	\$247	3.8
9	Retail Stores - Food And Beverage	\$230	3.6
10	Retail Stores - Miscellaneous	\$230	3.5
	All Other	\$1,260	19.4
	Total	\$6,486	100%

Source: Expenditure data sources summarized in Appendix A, IMPLAN, and author's calculations

Indirect & Induced Impacts

Until this point, this report has focused on the direct impact of tourism spending on the Louisiana economy. However, the Travel & Tourism sector is made even more important by its indirect impact on the state's economy. Like a rock dropped in a pond, the economic impact of tourism spending ripples throughout the economy. Visitors create demand for restaurants and other Louisiana businesses ranging from small retailers to large hotels. These businesses then purchase more goods and services from other Louisiana businesses and the ripples continue. Likewise, spending by workers receiving wages from Travel & Tourism businesses stimulate new economic activity as well.

Table 6 contains the total employment created by the Travel & Tourism sector, accounting for both the direct and secondary impacts. Comparing Table 6 to Table 3 reveals that the indirect effects of Travel & Tourism expenditures create 56,034 additional Louisiana jobs. Accounting for both direct and indirect, 203,466 Louisiana jobs are attributable to tourism activity in the state.

Table 6: 2011 Louisiana Total Tourism-related Employment by Industry

Rank	Industry	Tourism-related Employment	Percent of Tourism Total	State Employment	Percent of State Total
1	Food Svcs & Drinking Places	53,440	26.3	145,449	7.9
2	Accommodations	17,271	8.5	27,751	1.5
3	Retail Stores - General Merchandise	13,744	6.8	54,150	2.9
4	Amusement - Gambling & Recreation	8,890	4.4	28,850	1.6
5	Amusement - Other	8,253	4.1	28,850	1.6
6	Retail Stores - Miscellaneous	7,264	3.6	10,903	0.6
7	Retail Stores - Food And Beverage	7,239	3.6	35,979	1.9
8	Automotive Repair And Maintenance	7,039	3.5	19,304	1.0
9	Real Estate Establishments	6,124	3.0	14,400	0.8
10	Retail Stores - Gasoline Stations	4,600	2.3	18,357	1.0
	All Others	69,602	34.2	1,464,442	79.2
	Total	203,466	100%	1,848,435	100%

Source: Expenditure data sources summarized in Appendix A, IMPLAN, and author's calculations.

Table 7 contains similar results for value added. Accounting for indirect and induced effects of Travel & Tourism, the sector adds \$3.8 billion in value added. Comparing the total value added for individual categories in Table 7 to direct value added in Table 5 allows one to assess the size of the indirect impacts of different categories.

Table 7: 2011 Louisiana Total Tourism-related Value Added by Industry

Rank	Industry	Value Added (\$Millions)	Percent of Total
1	Food Svcs & Drinking Places	\$1,559	15.1
2	Accommodations	\$1,073	10.4
3	Amusement - Gambling & Recreation	\$570	5.5
4	Retail Stores - General Merchandise	\$543	5.3
5	Real Estate Establishments	\$495	4.8
6	Imputed Rental Activity For Owner-Occupied Dwellings	\$443	4.3
7	Scenic & Sightseeing Transportation	\$348	3.4
8	Automotive Repair And Maintenance	\$340	3.3
9	Retail Stores - Food And Beverage	\$269	2.6
10	Construction	\$244	2.4
	All Other	\$4,448	43.0
	Total	\$10,333	100%

Source: Expenditure data sources summarized in appendix A, IMPLAN, and author's calculations.

Figures 6 and 7 break the impact of Travel & Tourism into its direct (darker shade) and indirect/induced (lighter shade) effects for the years 2003 through 2011. For example, the 2011 bar in Figure 6 shows that direct employment in Travel & Tourism was just shy of 150,000 in that year with the sector creating more than 200,000 total jobs when indirect and induced employment are included. The overall patterns in Figure 6 are driven by inflation-adjusted visitor spending with a peak in 2004, followed by declines in 2005 and 2006 due to the effects of the hurricanes on Louisiana's travel and tourism industries. Figure 7 shows tourism-related value added reaching a record level (in nominal terms) in 2011.

Figure 6: Louisiana Total Tourism-related Employment, 2003-2011

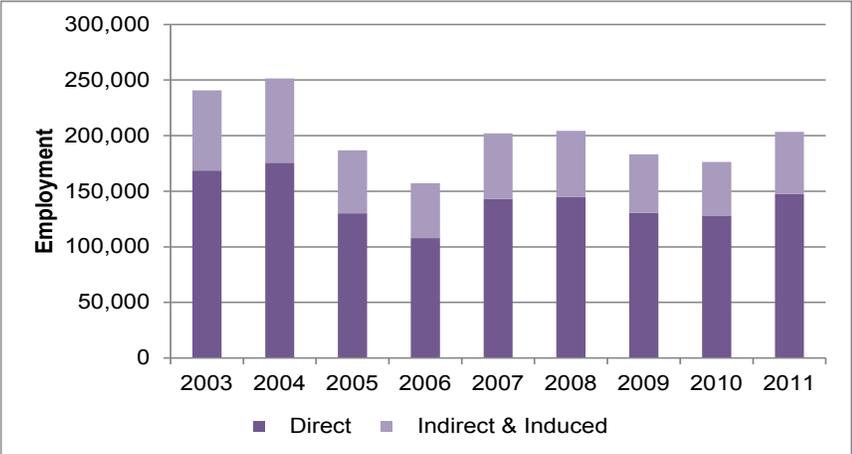
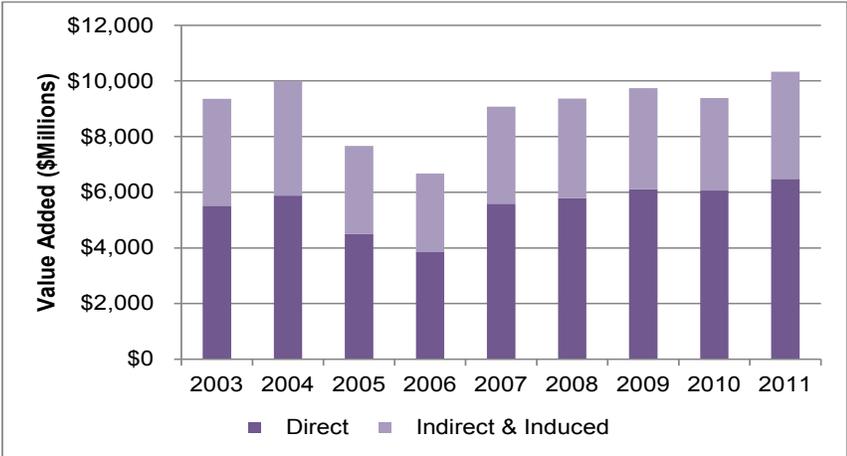


Figure 7: Louisiana Total Tourism-related Value Added, 2003-2011



Tax Impacts

The Travel & Tourism sector also generates tax revenues for Louisiana's state and local governments. Table 8 contains the 2011 Louisiana state tax revenues generated from tourism activity (Tourism Tax Revenue) as well as overall tax revenues (State Total). Visitor spending directly generates a large portion of this revenue. In particular, auto rental excise taxes, riverboat casino and other gaming taxes, and alcohol taxes are computed based on the proportion of expenditures on the goods by visitors. Other items, such as individual income taxes or corporate income taxes, are the result of personal earnings and profits directly or indirectly supported by the Travel & Tourism sector.²

Table 8: 2011 Tourism-related Louisiana State Tax Revenues

Revenue Category	Tourism Tax Revenues (\$Millions)	Percent of Tourism Total	State Tax Revenue (\$Millions)	Percent of State Revenue
Alcohol Beverage	\$0.6	0.1	\$20.5	3.1
Beer Tax	\$1.1	0.1	\$35.6	3.1
Gasoline Tax	\$127.0	16.1	\$607.5	20.9
Auto Rental Excise	\$4.7	0.6	\$5.2	90.0
Sales Tax	\$243.0	30.9	\$2,762.5	8.8
Corporate Income Tax	\$33.7	4.3	\$612.5	5.5
Individual Income Tax	\$75.2	9.6	\$2,966.1	2.5
Motor Vehicle Licenses	\$3.0	0.4	\$106.1	2.9
Landbased Casino	\$20.3	2.6	\$81.9	24.7
Video Draw Poker	\$54.5	6.9	\$212.1	25.7
Riverboat Gaming	\$191.7	24.4	\$374.8	51.2
Racetrack Slots	\$32.1	4.1	\$62.1	51.7
Total*	\$786.9	100%	\$9,563.3	8.2%

*State total is "Net Total Taxes, Fees, and Licenses" which includes categories not listed above.

Sources: Louisiana state budget, IMPLAN, expenditure data summarized in Appendix A, and author's calculations.

The estimates in Table 8 come from the State Budget, State Troopers' Gaming reports, IMPLAN software output, Loren Scott & Associates' 2005 Gaming Report, and the author's calculations. Using TNS survey data, it was estimated that 3.1 percent of alcohol sales were attributable to travelers and tourists. Gasoline taxes, like "Vehicle Miles Traveled," were estimated to be 20.9 percent while auto rental excise tax was estimated to be 90.0 percent attributable to travelers and tourists. Sales tax was calculated using the share of retail spending attributable to travelers and tourists (8.8 percent). Motor vehicle license fees were calculated by IMPLAN. The different forms and venues of gaming attract different proportions of travelers and tourists ranging from 24-52 percent. These share estimates include the use of results from license plate and visitor surveys at gaming locations.

² Details on computation of the tax revenues attributable to visitor spending are available in the 2003 TSA.

The results in Table 8 imply that \$786.9 million of Louisiana “Net Total Taxes, Fees, Licenses,” which amounted to about \$9,563 million in fiscal year 2010-2011, was attributable to the Travel & Tourism sector. This is 8.2 percent of this major revenue category in the Louisiana state budget. Compared to \$753.9 million of Tax Revenue in 2010 (see Table 9), this result implies a 4.4 percent increase in state tax revenues attributable to Travel & Tourism during 2011.

Table 9: Tourism-related Louisiana State Tax Revenues, 2003-2011

Revenue Category	2003	2004	2005	2006	2007	2008	2009	2010	2011
Alcohol Beverage	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5	\$0.5	\$0.6	\$0.6	\$0.6
Beer Tax	\$1.2	\$1.2	\$1.2	\$1.1	\$1.1	\$1.1	\$1.2	\$1.1	\$1.1
Gasoline Tax	\$90.7	\$93.8	\$93.8	\$94.2	\$95.8	\$131.3	\$123.4	\$122.9	\$127.0
Auto Rental Excise	\$3.6	\$4.0	\$4.0	\$4.0	\$5.0	\$5.0	\$4.7	\$4.2	\$4.7
Sales Tax	\$212.4	\$220.1	\$201.6	\$211.3	\$227.8	\$265.3	\$257.2	\$220.0	\$243.0
Corporate Income Tax	\$17.3	\$18.0	\$13.6	\$11.5	\$21.6	\$22.2	\$23.0	\$24.4	\$33.7
Individual Income Tax	\$73.9	\$77.5	\$57.7	\$49.6	\$105.6	\$105.8	\$76.7	\$79.2	\$75.2
Motor Vehicle Licenses	\$7.9	\$8.2	\$6.1	\$2.5	\$3.1	\$3.2	\$2.7	\$2.9	\$3.0
Landbased Casino	\$16.8	\$19.0	\$18.1	\$16.2	\$22.6	\$24.4	\$22.2	\$20.3	\$20.3
Video Draw Poker	\$49.8	\$51.6	\$51.7	\$62.9	\$59.6	\$62.1	\$56.6	\$54.5	\$54.5
Riverboat Gaming	\$182.8	\$182.8	\$165.0	\$217.4	\$209.1	\$210.3	\$198.6	\$191.7	\$191.7
Ractrack Slots	\$0.0	\$0.0	\$24.7	\$31.0	\$30.6	\$32.7	\$33.3	\$32.1	\$32.1
Total	\$657.0	\$676.7	\$637.9	\$702.2	\$782.4	\$863.8	\$800.1	\$753.9	\$786.9

Figures in \$millions.

Conclusion

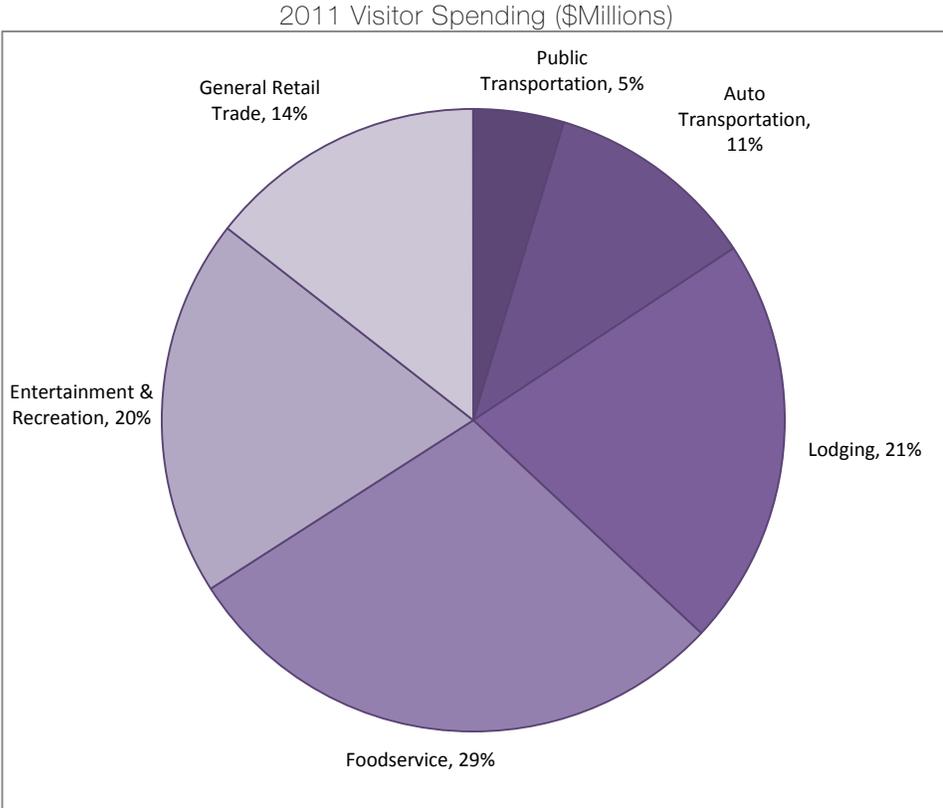
The Louisiana Tourism Satellite Account (TSA) continues to provide accounting measures for tourism activity, and the availability of TSAs for 2003 through 2011 allows for comparisons over a particularly important period for tourism in Louisiana. Results show that total tourism-related spending topped out at over \$10.6 billion in 2004, before falling to \$7.5 billion in 2006. Total tourism-related spending has risen since this low point, bringing over \$10.8 billion to Louisiana in 2011, a figure, in nominal terms, greater than numbers seen during the record activity of 2004. In real terms, however, tourism spending and direct tourism employment in 2011 are both roughly 84 percent of the record level of activity in 2004.

In 2011, over 147,000 workers were directly employed in travel and tourism industries and nearly 203,500 Louisiana jobs were directly or indirectly attributable to tourism activity. These figures imply that travel and tourism industries directly employed 8.0 percent and indirectly supported an additional 3.0 percent of Louisiana's workforce in 2011. Combined, 11.0 percent (1 in 9) of Louisiana workers are either directly or indirectly employed as a result of tourism activity in the state. This statistic clearly shows the importance of tourism to Louisiana's economy.

Appendix: Data Sources

Visitor Spending

In their summary report titled "Travel Impact on Louisiana, 2004 and Preliminary 2005," a joint effort between the Louisiana Tourism Office and D.K. Schifflett, visitor spending was split between 6 categories as illustrated below. For consistency, we continue to use these categories.



All 2011 input data used in the impact model and this report with regard to Traveler and Tourist spending was estimated by the U.S. Travel Association. The categories and proportions allotted to them above are derived either directly from their division of spending or from proportional relationships found in previous editions of these estimates and the TSA.

Government Spending

TSA methodology suggests including all government spending that subsidizes the activities of visitors. Obvious examples include spending on state parks and museums. However, the methodology also suggests adding items such as additional security provided during tourism events. For this study, we included only items from the Louisiana state budget directly related to tourism. Government spending on highways is treated elsewhere as it has a unique place in the impact model.

Construction Spending

McGraw-Hill Construction is the author of the F.W. Dodge Reports and is the lead authority on construction information. Using data purchased from McGraw Hill Construction, we calculated annual tourist-related construction spending within Louisiana. It is worth noting that construction spending is quite volatile and can be sensitive to a few large projects. Annual spending on tourism-related construction in Louisiana was reported as:

Construction Spending (\$Millions)	
2002	\$306.5
2003	\$297.3
2004	\$447.3
2005	\$200.8
2006	\$368.3
2007	\$429.9
2008	\$282.2
2009	\$395.7
2010	\$447.9
2011	\$497.5

Highways

The Louisiana Department of Transportation and Development (LADOTD) reported their “lettings” (actual contracts awarded) and their operational budget for fiscal year 2010-2011 sum to \$1,159.8 million. However, not all highway construction is done on behalf of travelers and tourists. Previous calculations have shown the share of vehicle miles traveled by “travelers and tourists” to be approximately 21 percent. This translates into roughly \$242 million in highway spending associated with tourism activity.

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