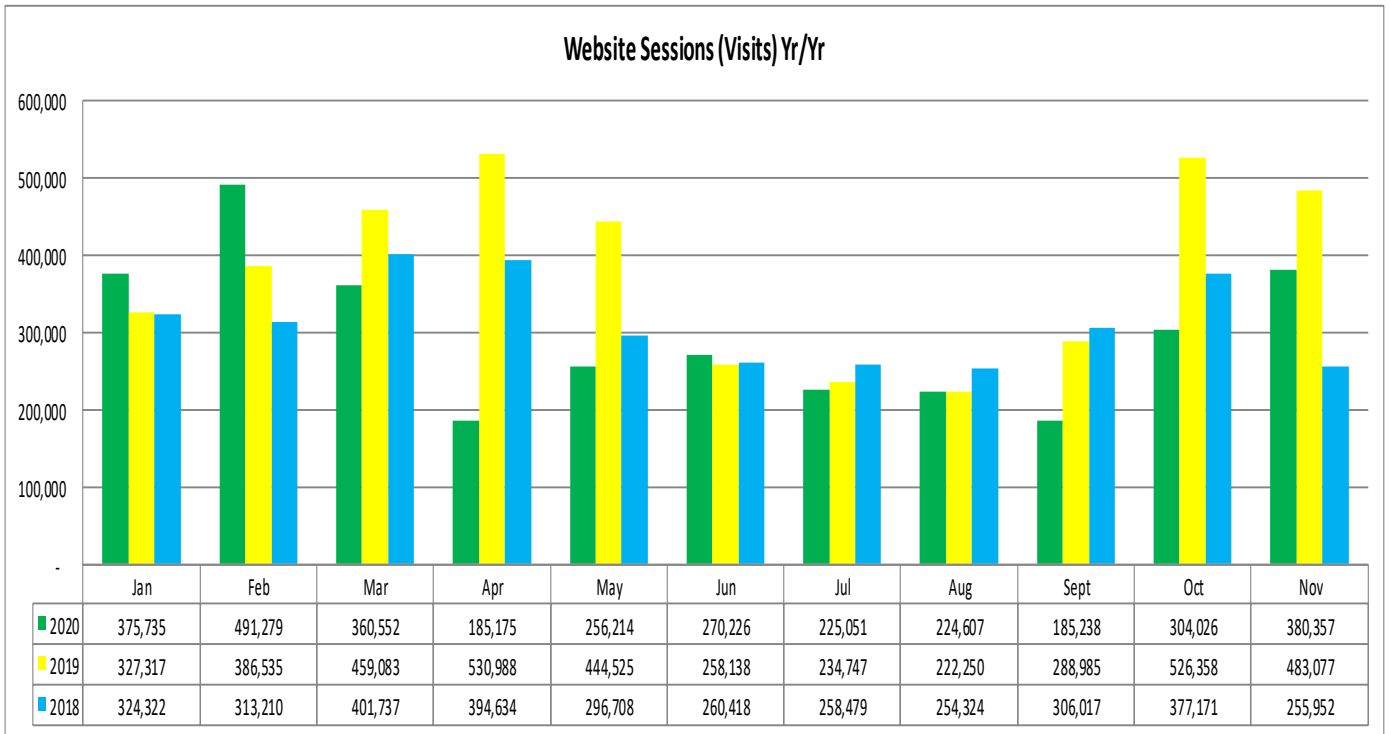




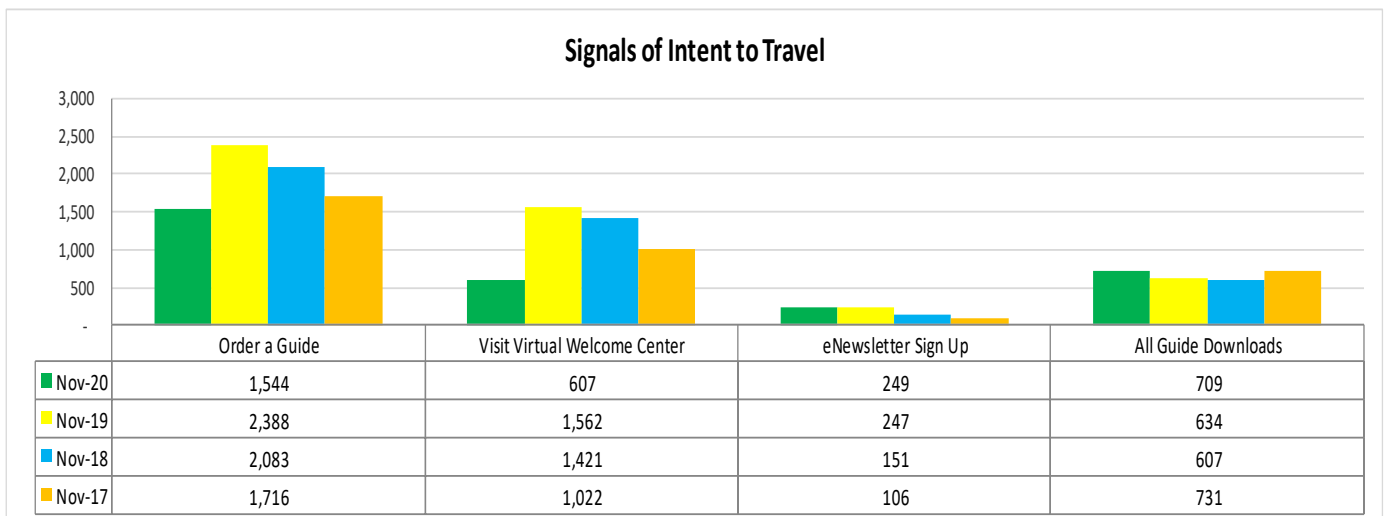
LouisianaTravel.com

TOURISM INDUSTRY INDICATORS
 DECEMBER 2020 MONTHLY TRACKING DASHBOARD
 Produced by the Louisiana Office of Tourism

LOUISIANATRAVEL.COM



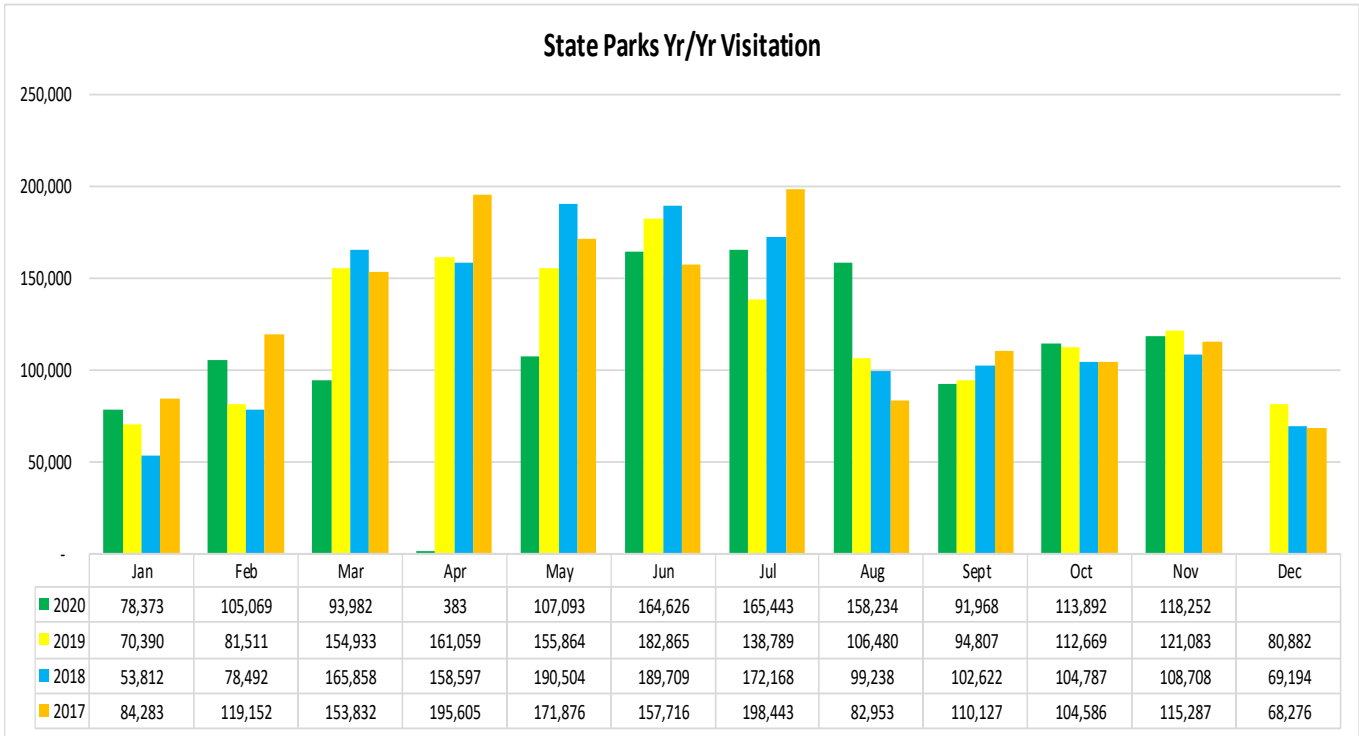
LouisianaTravel.com website showed a decrease of 21.3 percent in total website visits in Nov 2020 over Nov 2019



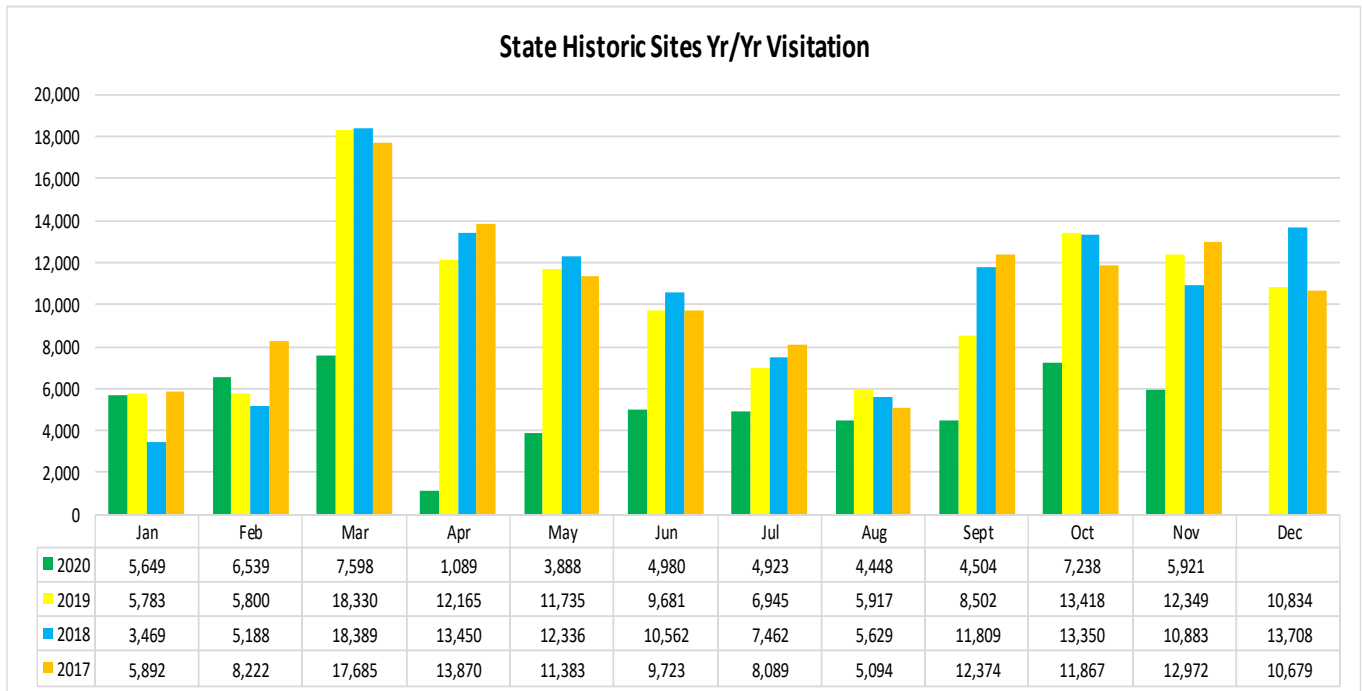
Source: Google Analytics

For more information on individual stats, visit <http://www.crt.state.la.us/tourism/louisiana-research/index> or contact Lynne Coxwell at lcxwell@crt.la.gov or 225.342.2876.

STATE PARKS



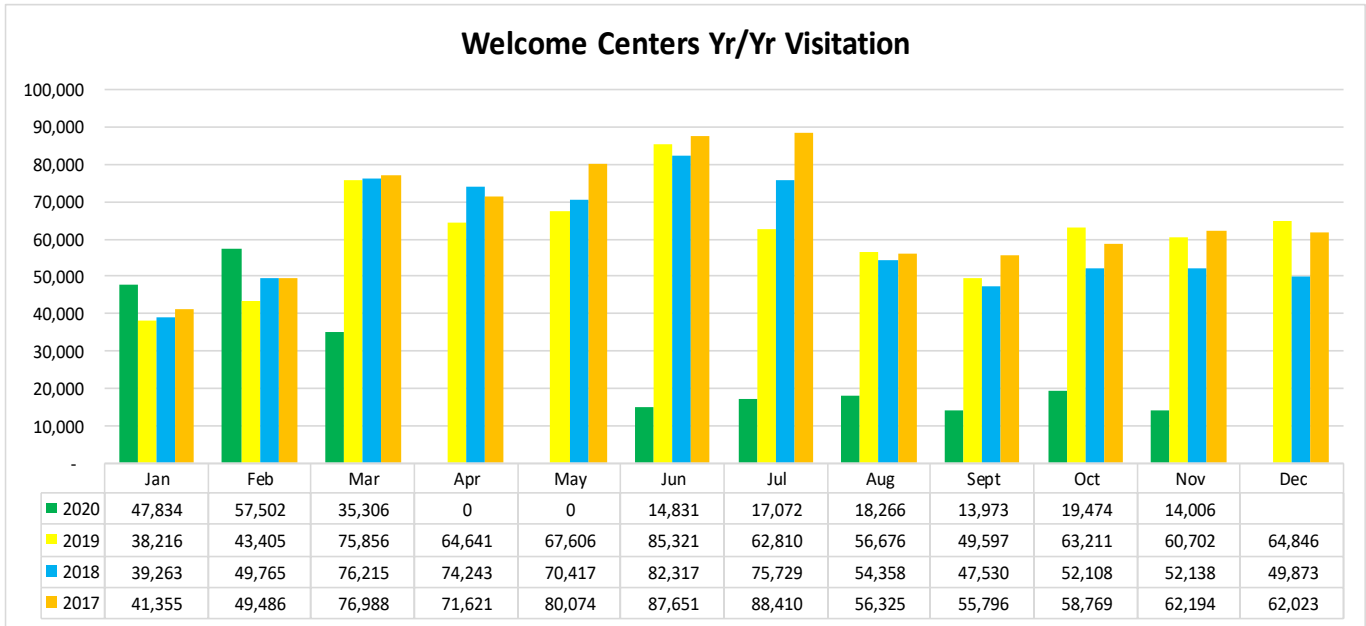
STATE HISTORIC SITES



Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at lwells@crt.la.gov or at 225.342.9519

WELCOME CENTERS



Statewide welcome centers visitation decreased by 77% in November 2020 over November 2019. Due to COVID-19, the welcome centers were closed in April and May.

Note: The New Orleans Welcome Center, Vidalia Welcome Center, and the Alexandria I-49 Welcome Center are permanently closed to visitors.

Welcome Centers Visitor Totals

International - Nov 2020	
Mexico	975
Canada*	16
Guatemala	6
France	5
Dominican Republic	4

States** - Nov 2020	
Texas	2,480
Mississippi	1,321
Florida	1,123
Alabama	750
Georgia	590

Cities** - Nov 2020	
Houston, TX	323
Jackson, MS	216
Bullard, TX	133
Mobile, AL	130
San Antonio, TX	120

International Jan - Nov 2020	
Mexico	9,895
Canada*	4,442
France	1,257
United Kingdom	1,154
Germany	488

States** Jan - Nov 2020	
Texas	50,705
Mississippi	18,471
Alabama	13,587
Florida	13,549
Georgia	7,131

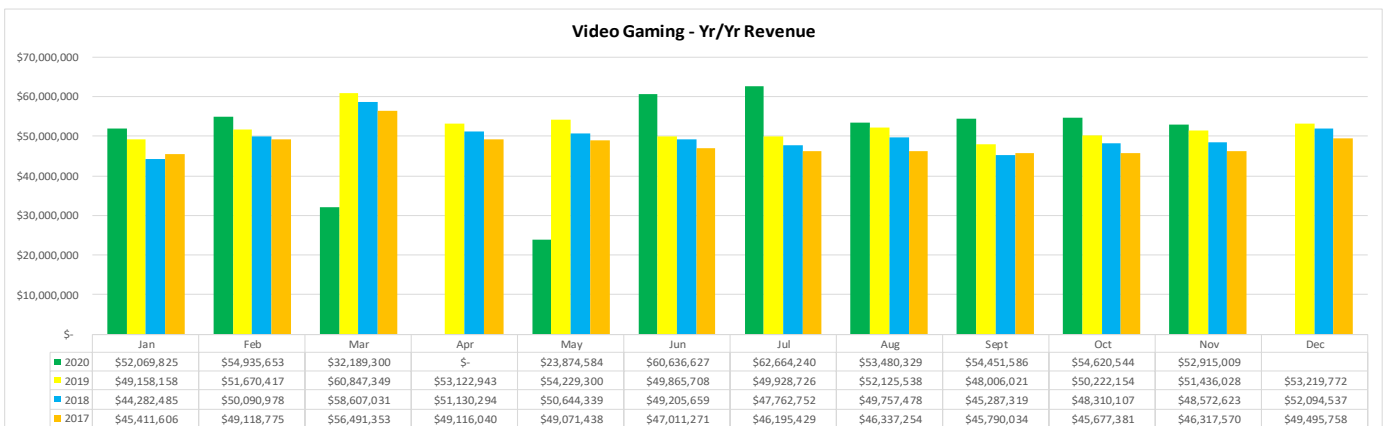
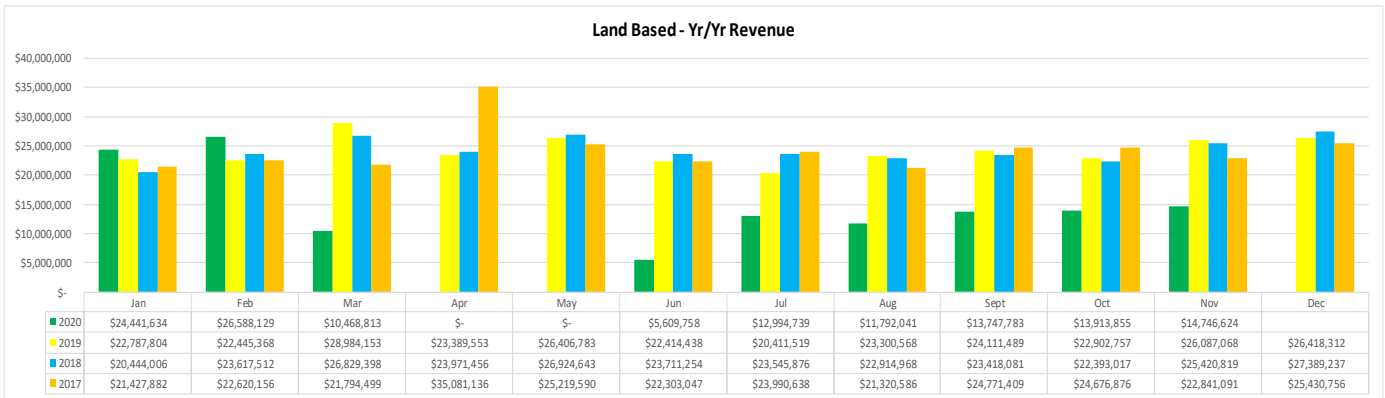
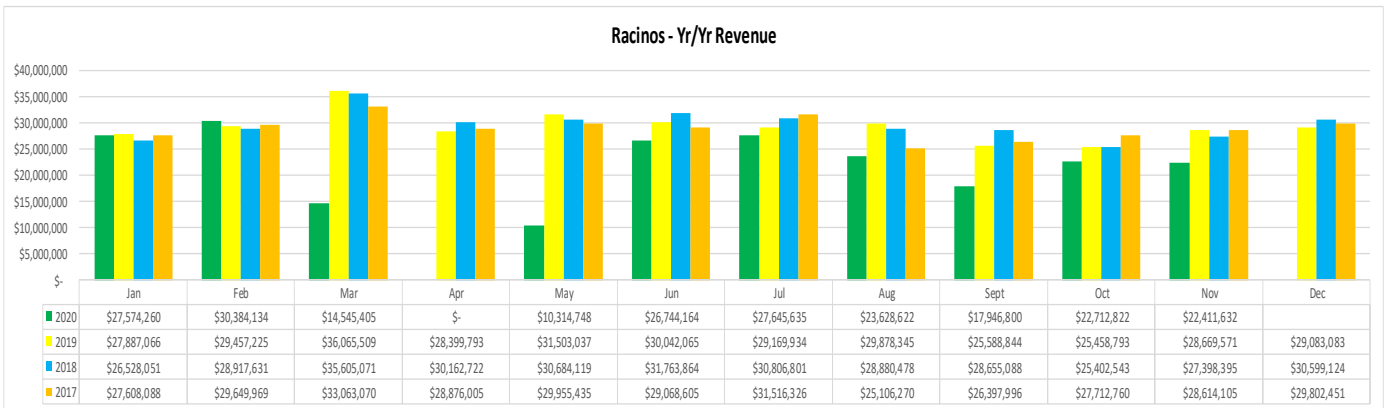
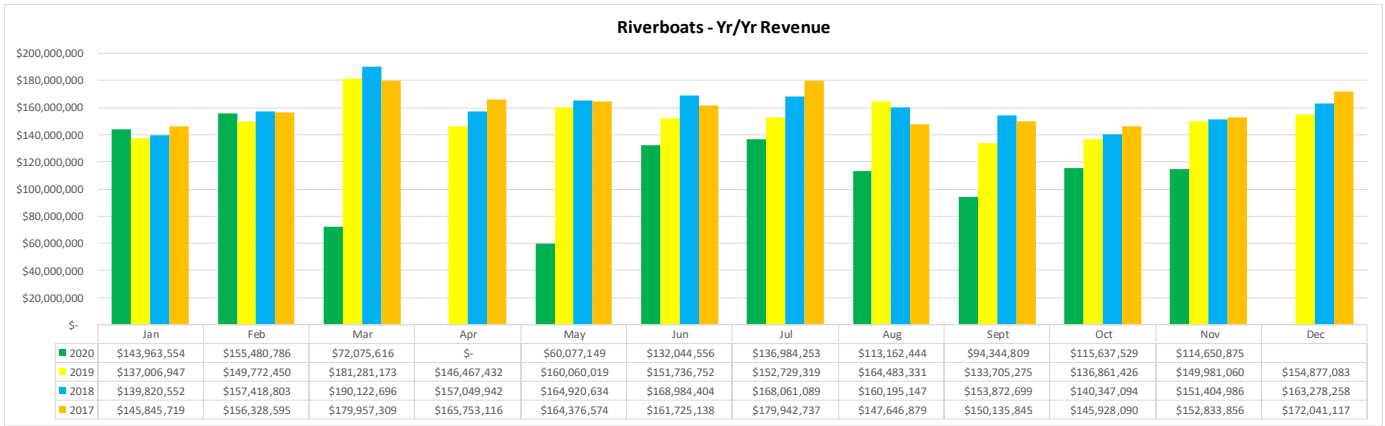
Cities** Jan - Nov 2020	
Houston, TX	7,051
Hermitage, TN	2,337
San Antonio, TX	1,906
Dallas, TX	1,775
Bullard, TX	1,722

* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

For individual Welcome Center visitation numbers, contact Jason Miller at capitolparkwcl@crt.la.gov.

GROSS GAMING REVENUE



Source: Louisiana State Police