



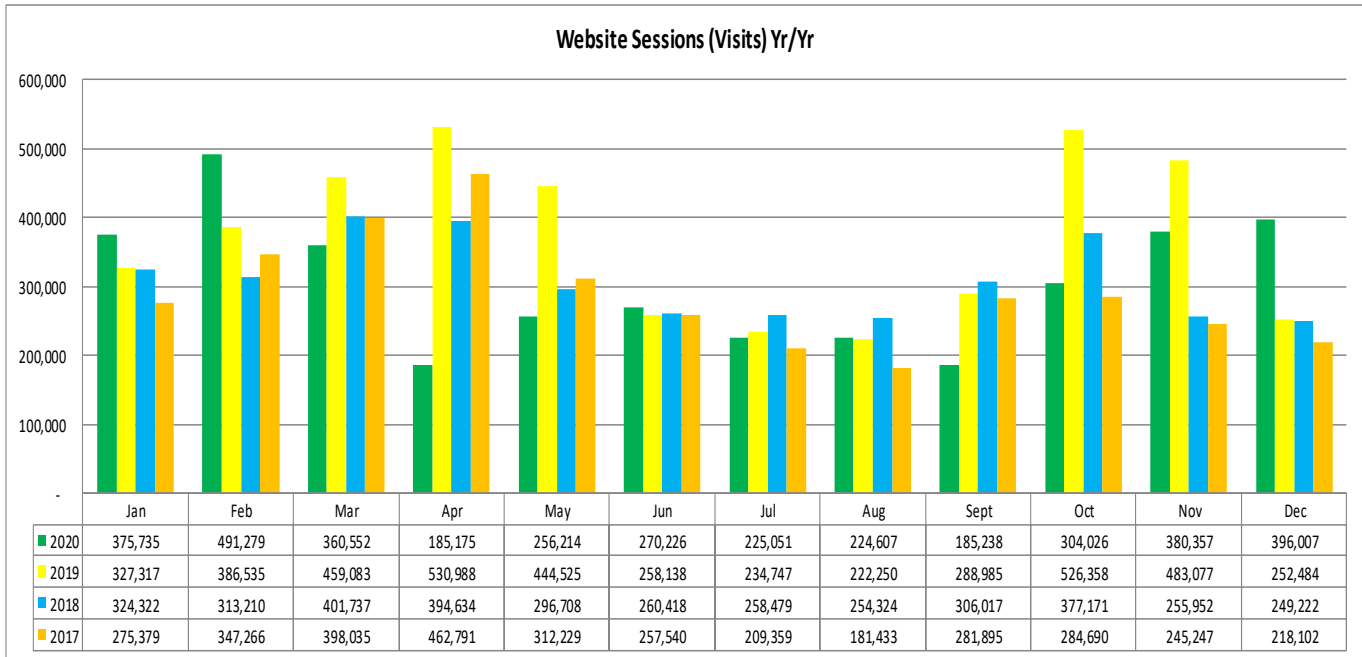
LouisianaTravel.com

# TOURISM INDUSTRY INDICATORS

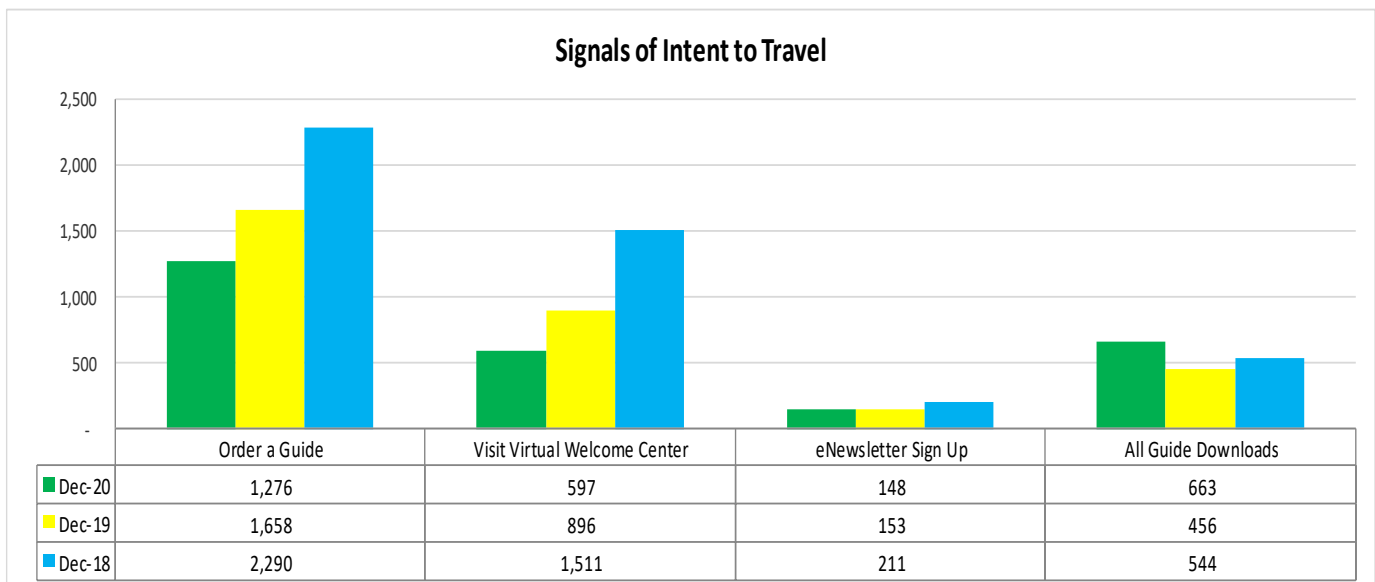
## JANUARY 2021 MONTHLY TRACKING DASHBOARD

Produced by the Louisiana Office of Tourism

### LOUISIANATRAVEL.COM



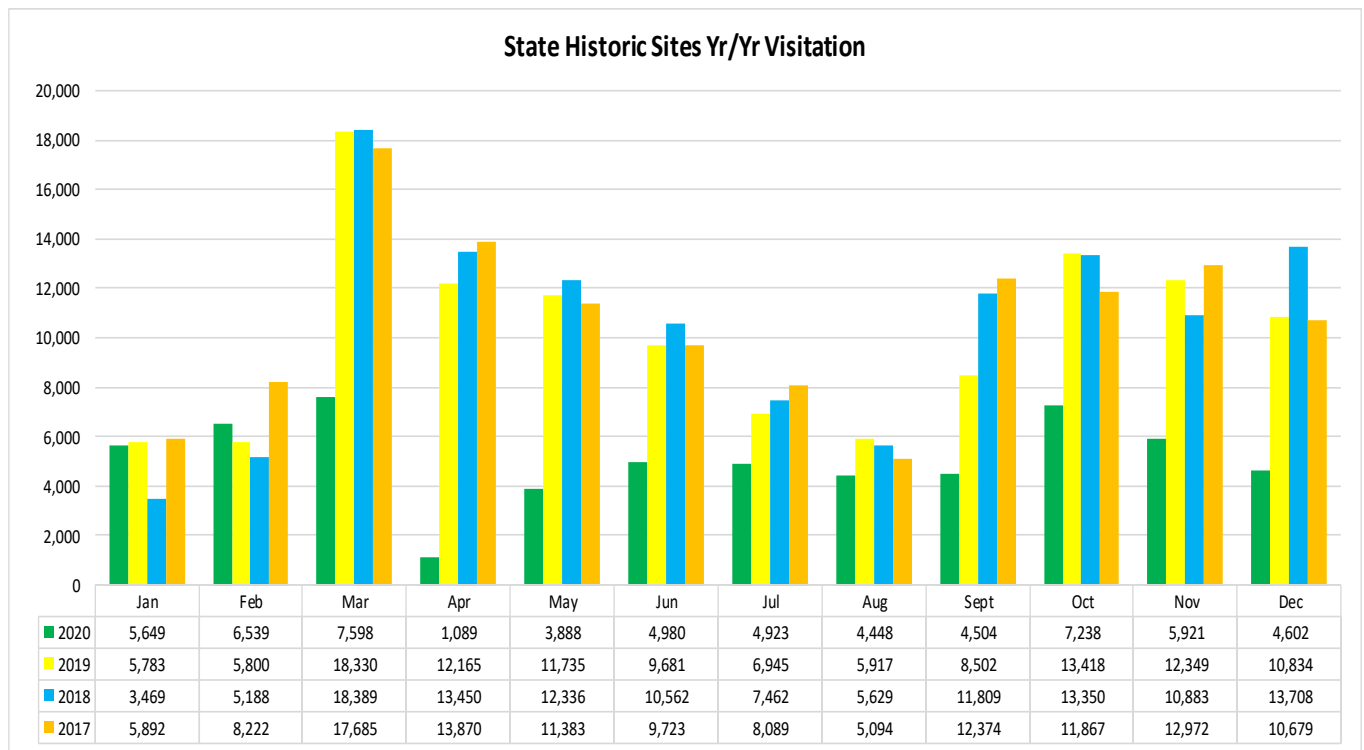
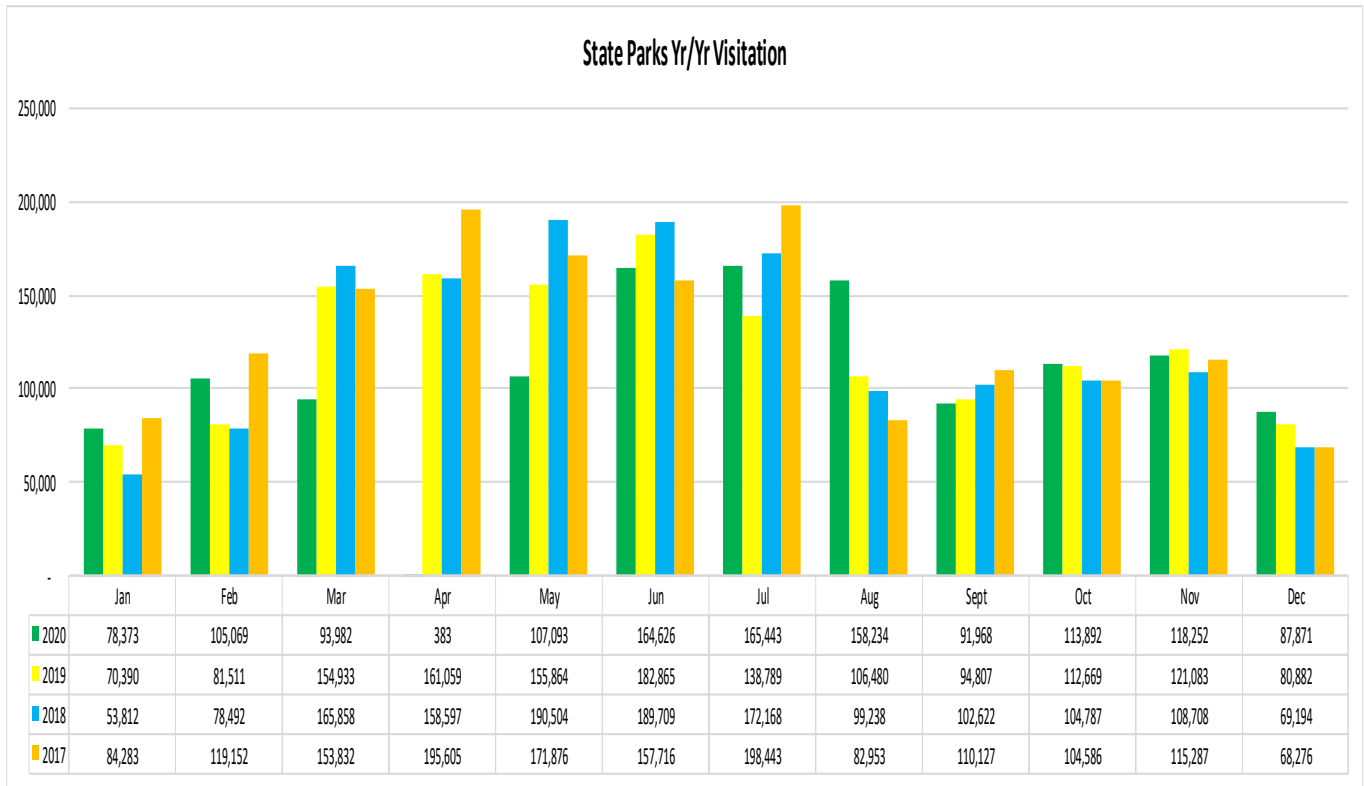
LouisianaTravel.com website showed an increase of 56.8 percent in total website visits in Dec 2020 over Dec 2019.



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](mailto:lcxwell@crt.la.gov) or 225.342.2876.

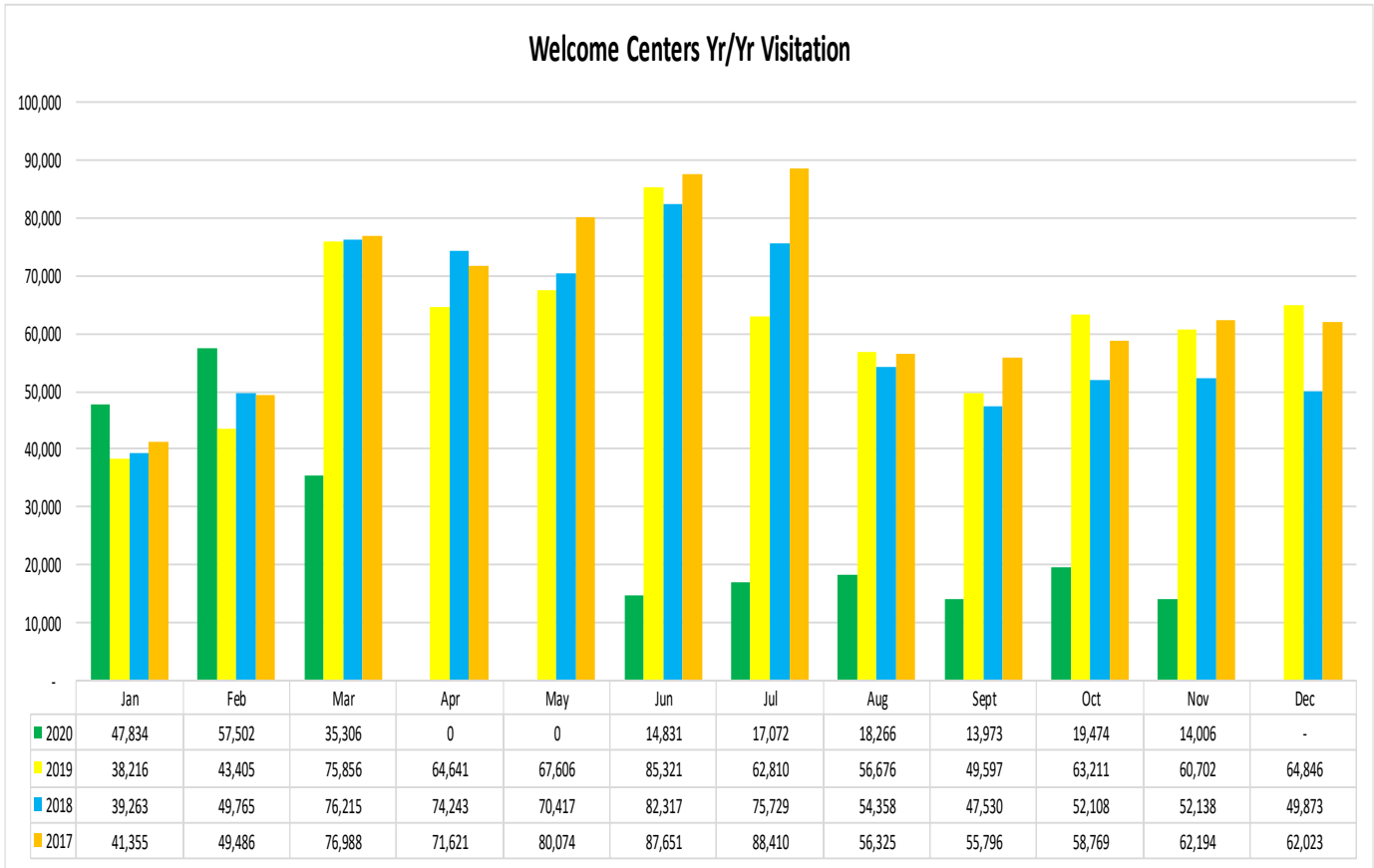
# STATE PARKS



Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at [lwells@crt.la.gov](mailto:lwells@crt.la.gov) or at 225.342.9519

## WELCOME CENTERS



Statewide welcome centers did not gather December visitation. Due to COVID-19, the welcome centers were closed in April and May and lobbies remain closed. 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

<b>International</b>	
<b>Jan - Dec 2020</b>	
Mexico	9,895
Canada*	4,442
France	1,257
United Kingdom	1,154
Germany	488

<b>States**</b>	
<b>Jan - Dec 2020</b>	
Texas	50,705
Mississippi	18,471
Alabama	13,587
Florida	13,549
Georgia	7,131

<b>Cities**</b>	
<b>Jan - Dec 2020</b>	
Houston, TX	7,051
Hermitage, TN	2,337
San Antonio, TX	1,906
Dallas, TX	1,775
Bullard, TX	1,722

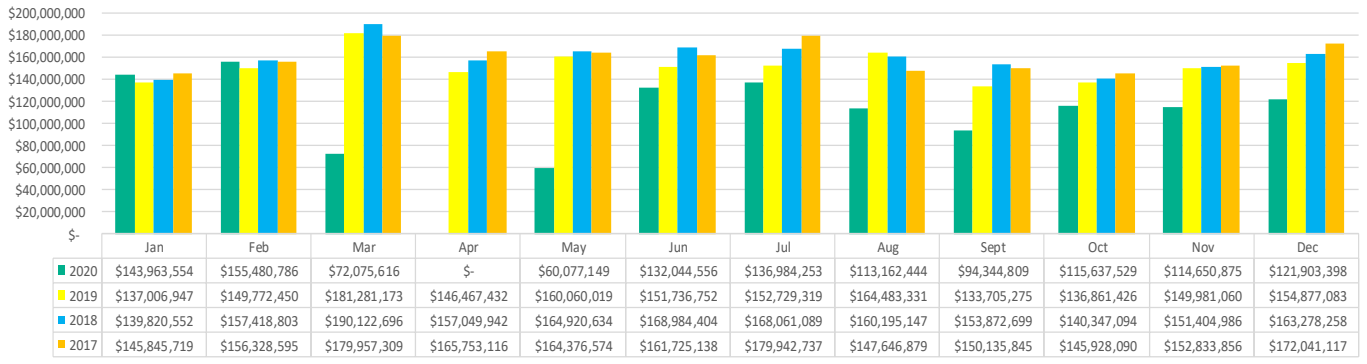
\* Includes all of Canadian provinces in total. \*\* Excludes Louisiana residents.

Source: Louisiana Welcome Centers

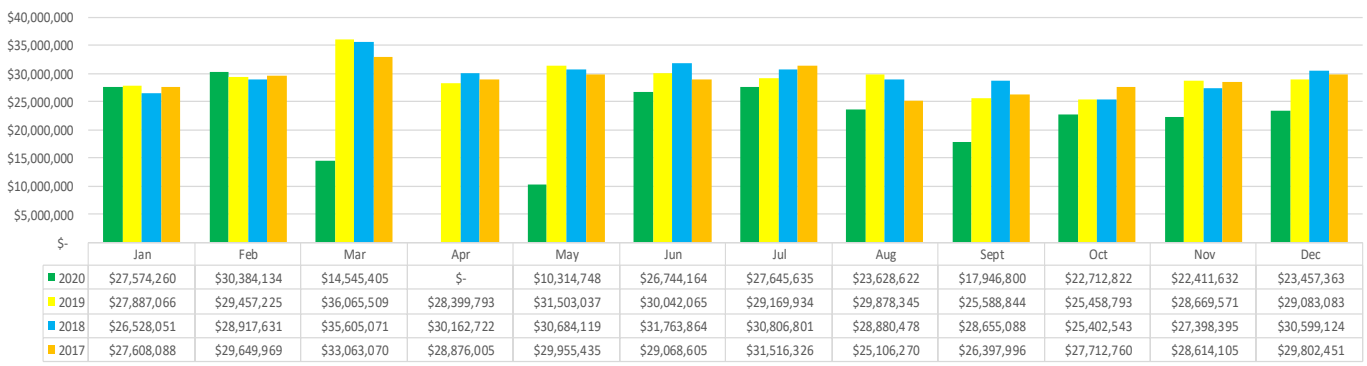
For individual Welcome Center visitation numbers, contact Jason Miller at [capitolparkwcl@crt.la.gov](mailto:capitolparkwcl@crt.la.gov).

# GROSS GAMING REVENUE

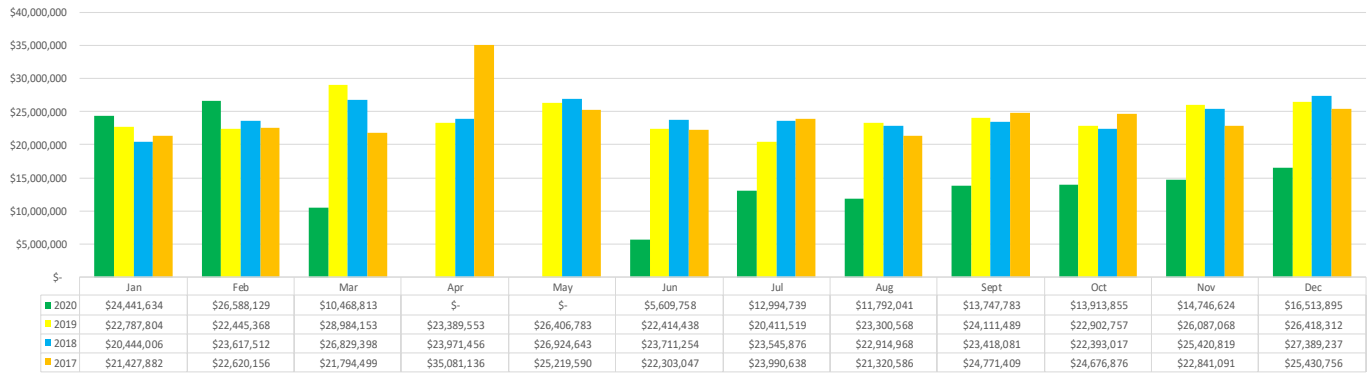
## Riverboats - Yr/Yr Revenue



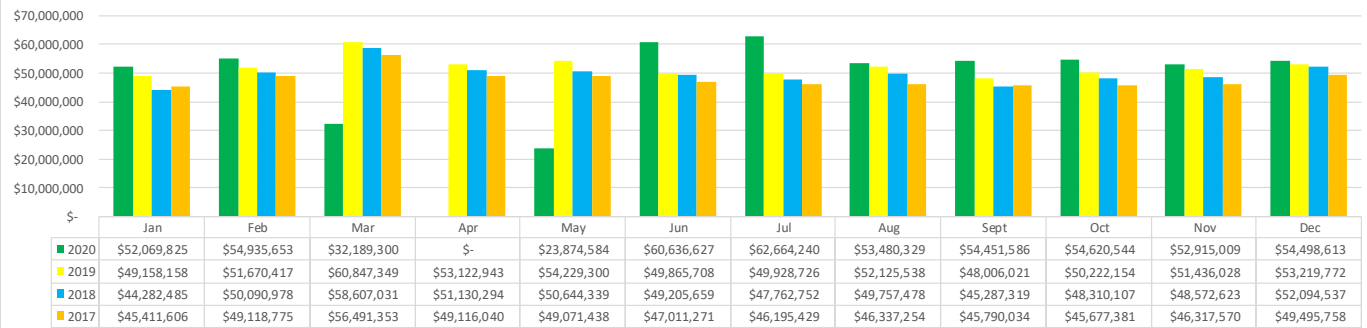
## Racinos - Yr/Yr Revenue



## Land Based - Yr/Yr Revenue



## Video Gaming - Yr/Yr Revenue



Source: Louisiana State Police