



LouisianaTravel.com

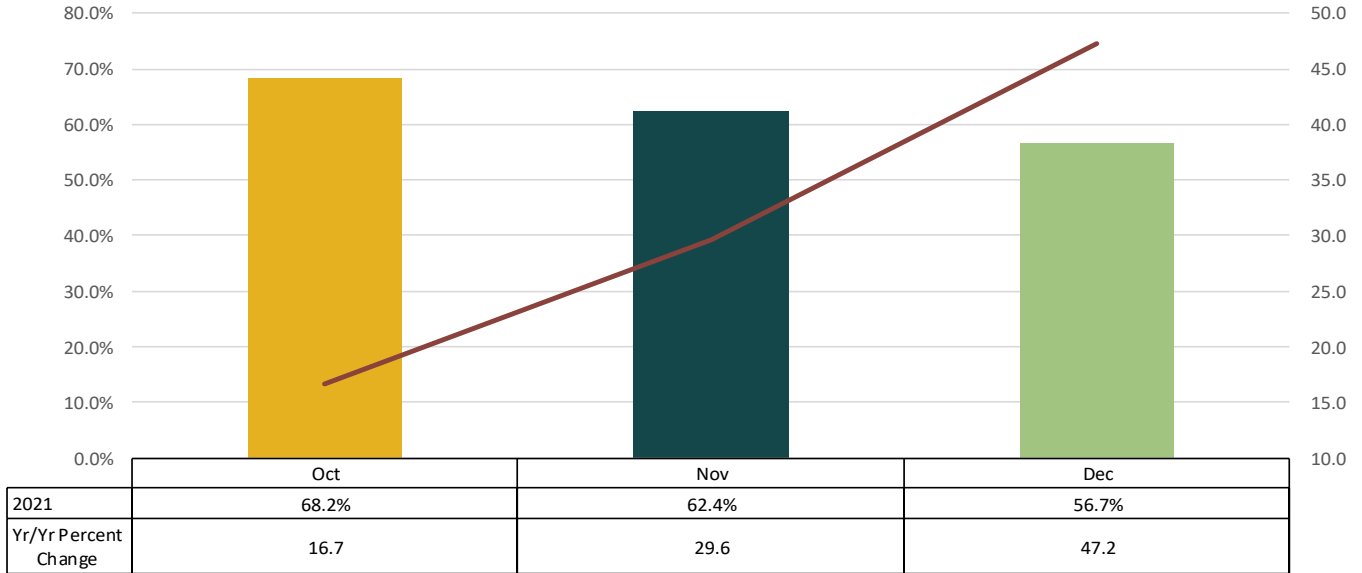
TOURISM INDUSTRY INDICATORS

JANUARY 2022 MONTHLY TRACKING DASHBOARD

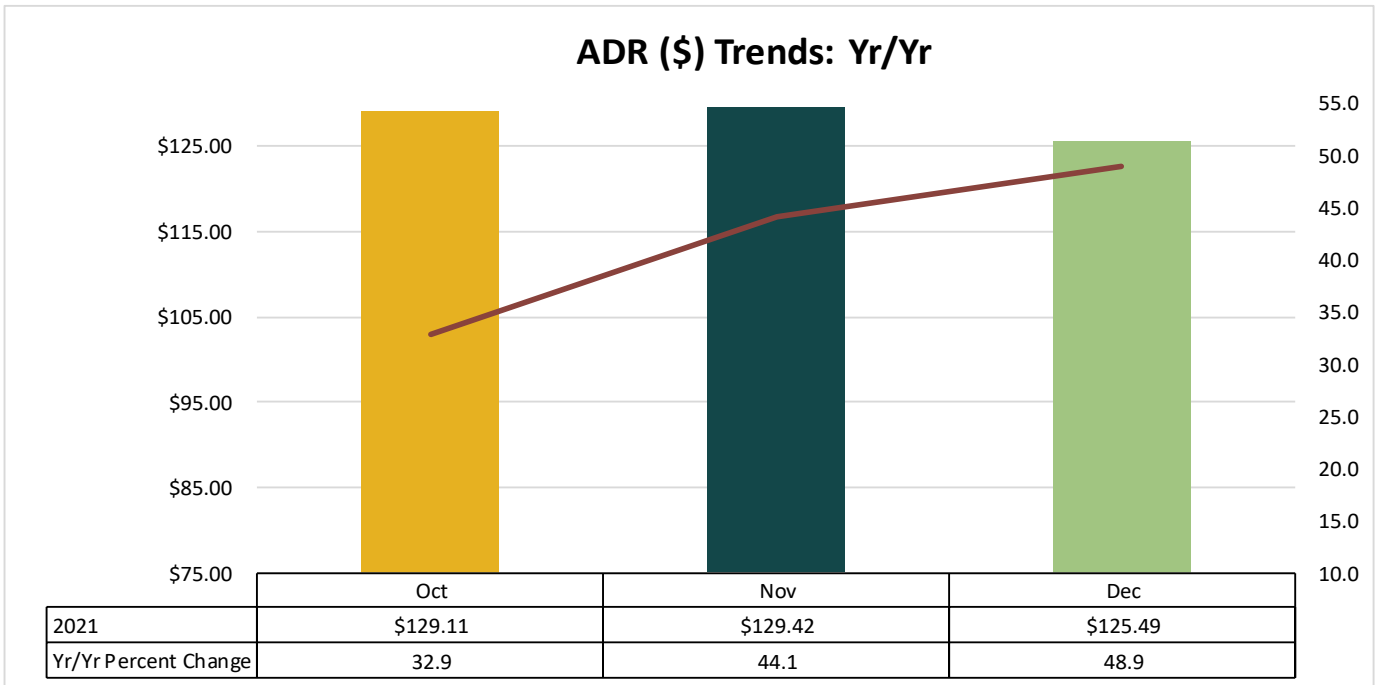
Produced by the Louisiana Office of Tourism

LODGING

Occupancy (%) Trends: Yr/Yr

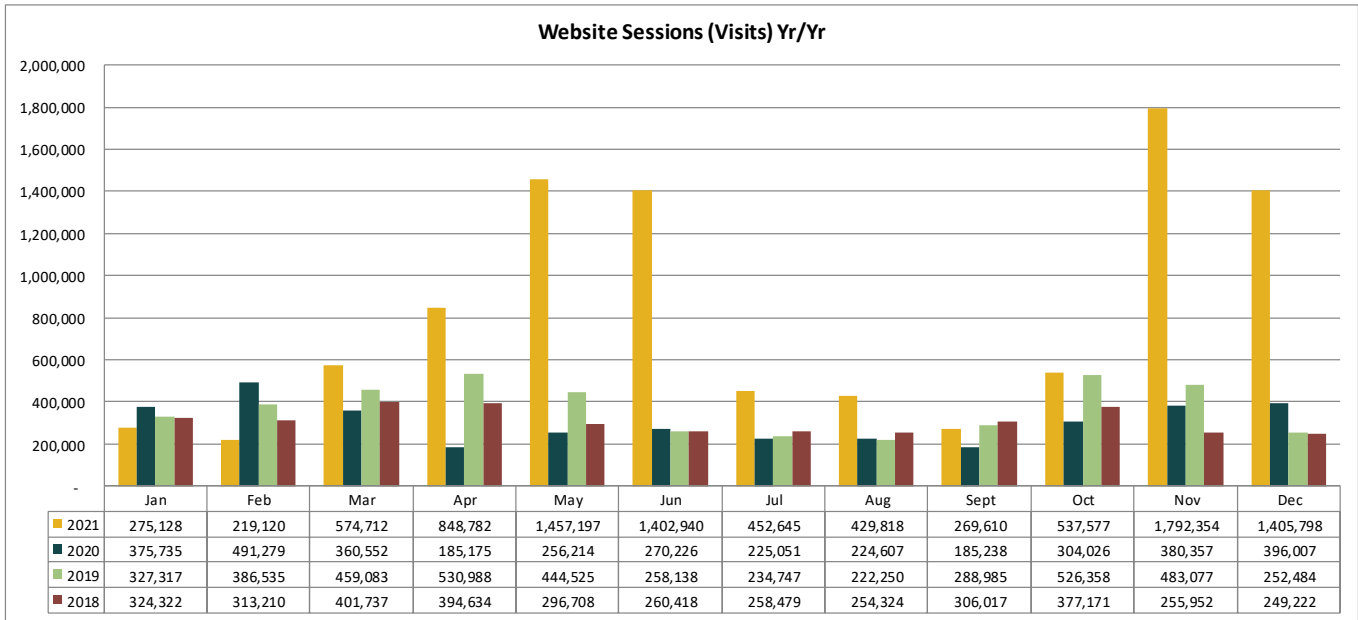


ADR (\$) Trends: Yr/Yr



Source: STR

LOUISIANATRAVEL.COM

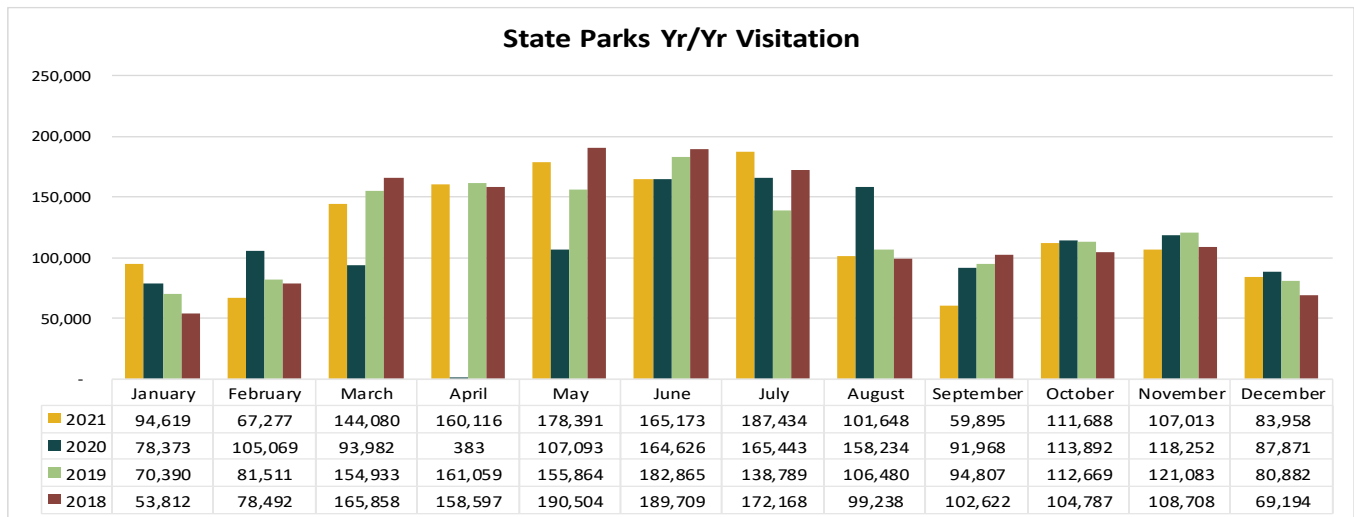


LouisianaTravel.com website showed an increase of 255 percent in total website visits in Dec 2021 over Dec 2020.

Signals of Intent to Travel	Dec-21	Dec-20	Dec-19	Dec-18
Order a Guide	1,089	1,276	1,658	2,290
Visit Virtual Welcome Center	685	597	896	1,511
eNewsletter Sign Up	526	148	153	211
All Guide Downloads	572	663	456	544

Source: Google Analytics

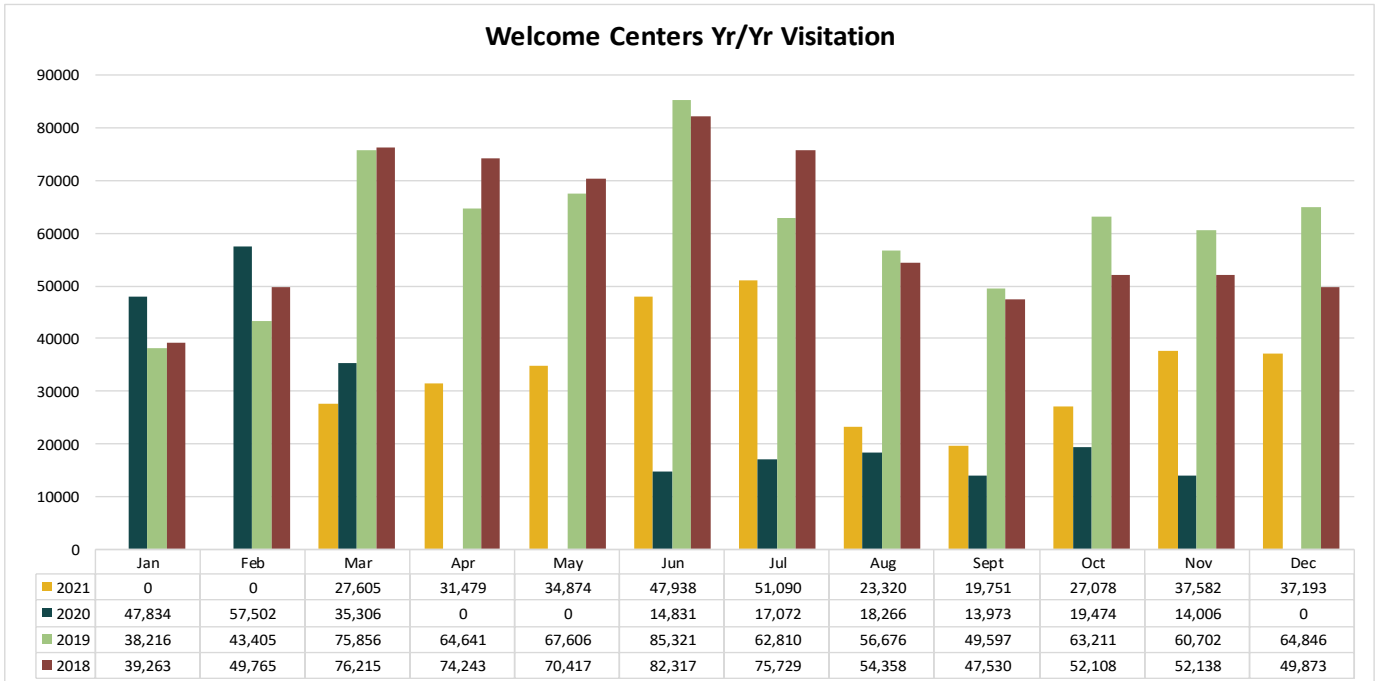
STATE PARKS



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



Notes: In 2021, 2 welcome centers closed permanently. In 2020, COVID-19 pandemic started & one welcome center closed.

Welcome Centers Visitor Totals

<i>International - Dec 2021</i>	
Mexico	1,554
Canada*	254
France	55
Germany	47
Australia	39

<i>States** - Dec 2021</i>	
Texas	8,953
Florida	3,158
Alabama	2,663
Mississippi	2,394
Georgia	1,902

<i>Cities** - Dec 2021</i>	
Houston, TX	1,213
Mobile, AL	481
San Antonio, TX	437
Dallas, TX	349
Fort Worth, TX	321

<i>International Jan - Dec 2021</i>	
Mexico	13,939
Canada*	762
France	198
Germany	142
Honduras	101

<i>States** Jan - Dec 2021</i>	
Texas	85,924
Florida	26,191
Mississippi	21,175
Alabama	19,943
Georgia	13,731

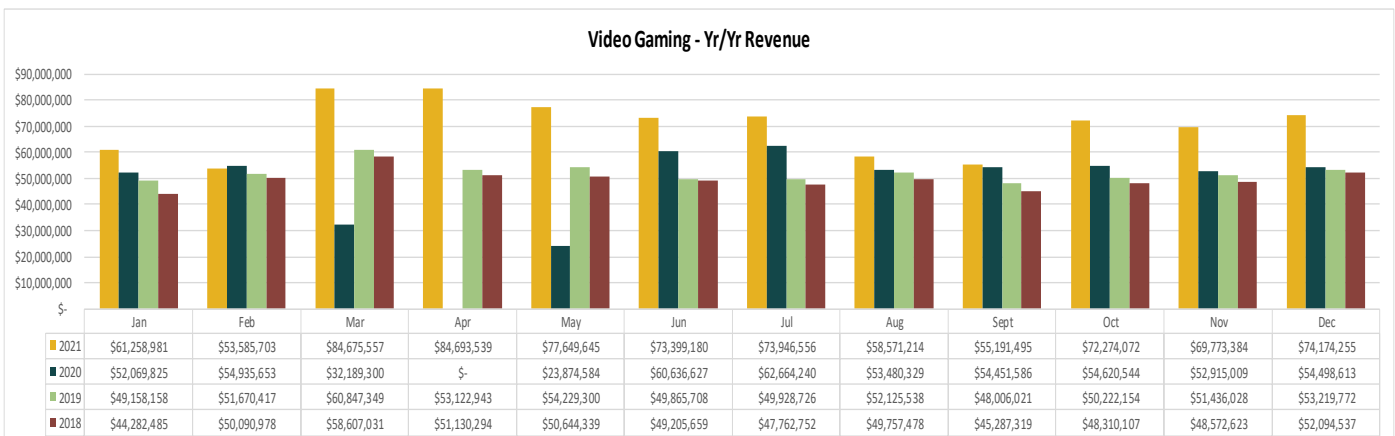
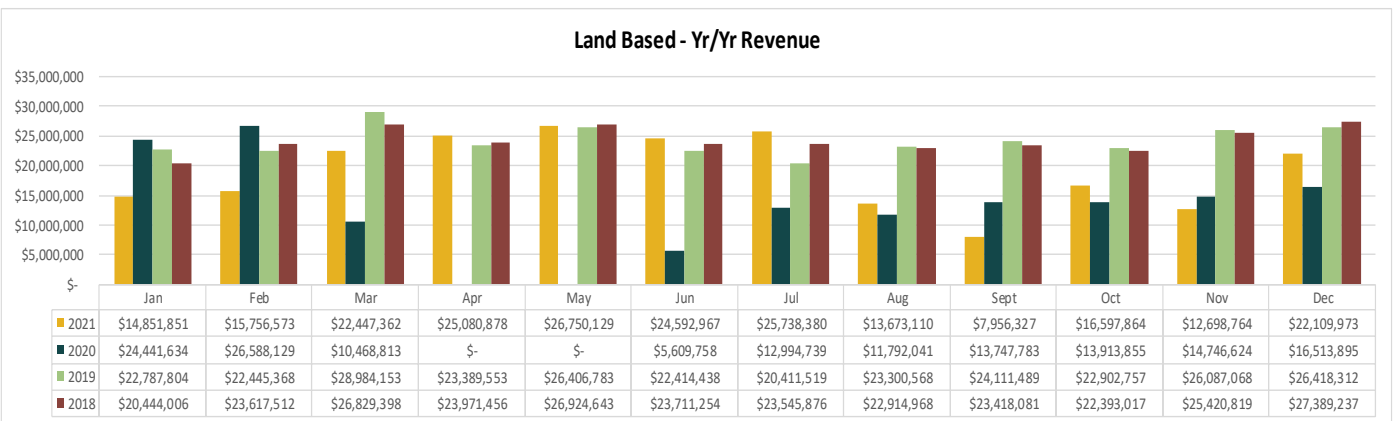
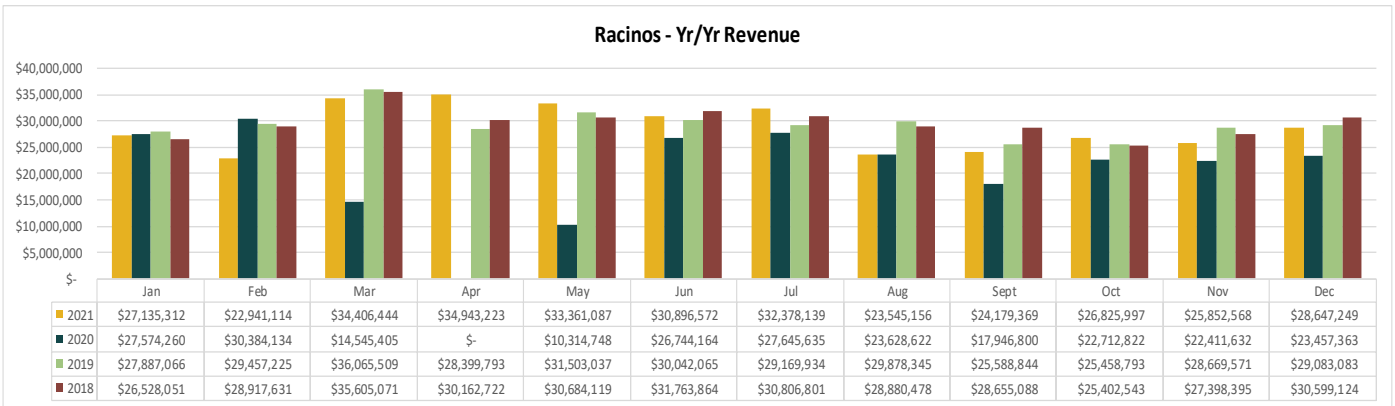
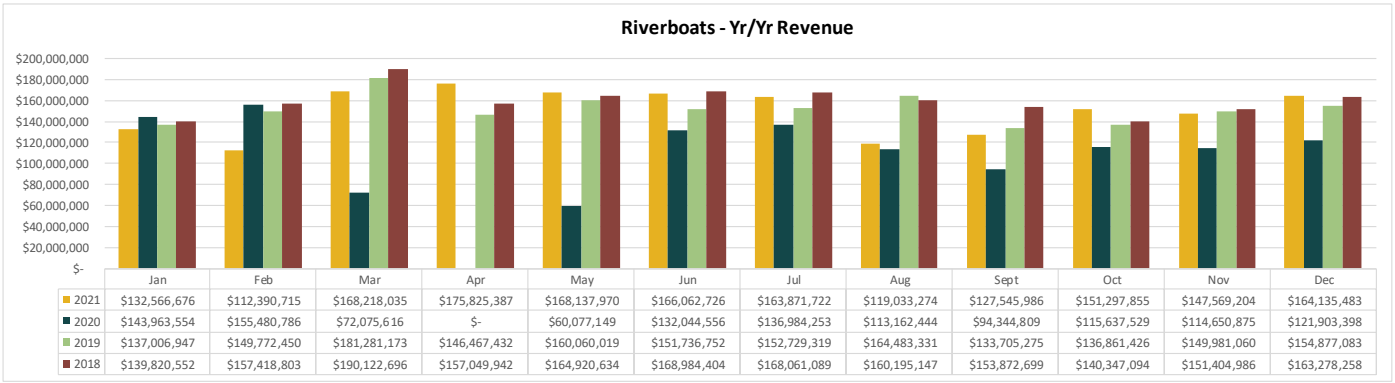
<i>Cities** Jan - Dec 2021</i>	
Houston, TX	11,331
San Antonio, TX	4,191
Dallas, TX	3,427
Mobile, AL	3,203
Fort Worth, TX	3,063

* 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