



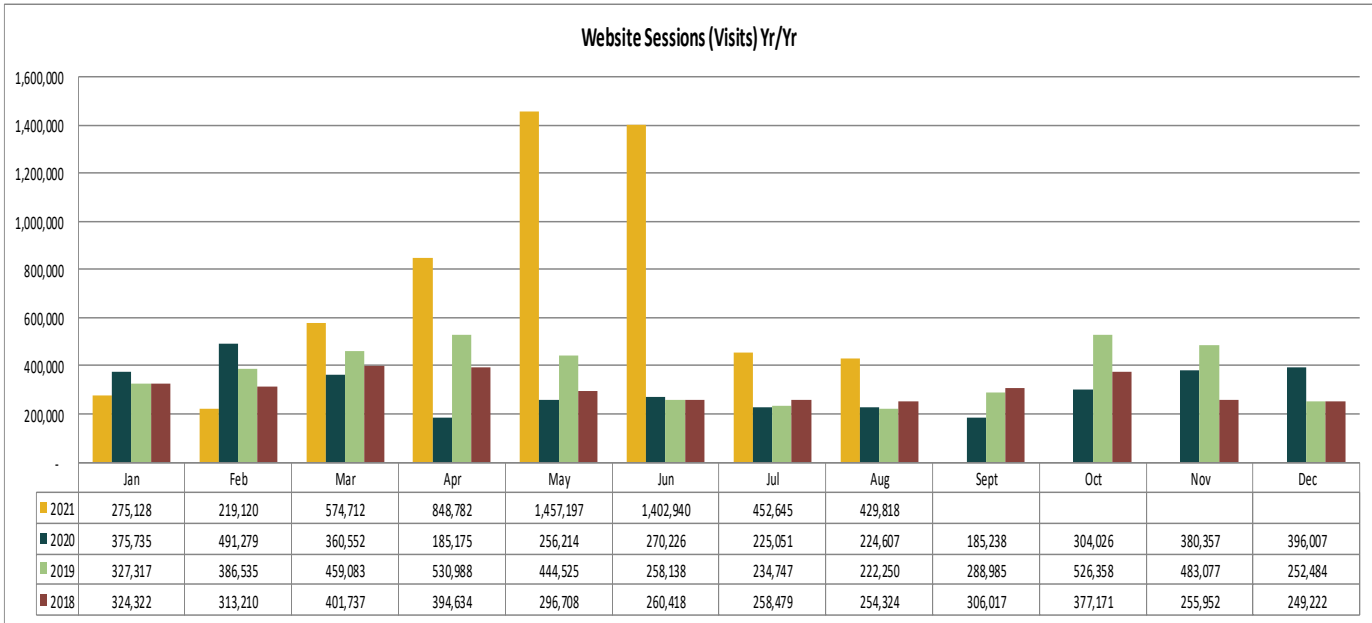
LouisianaTravel.com

TOURISM INDUSTRY INDICATORS

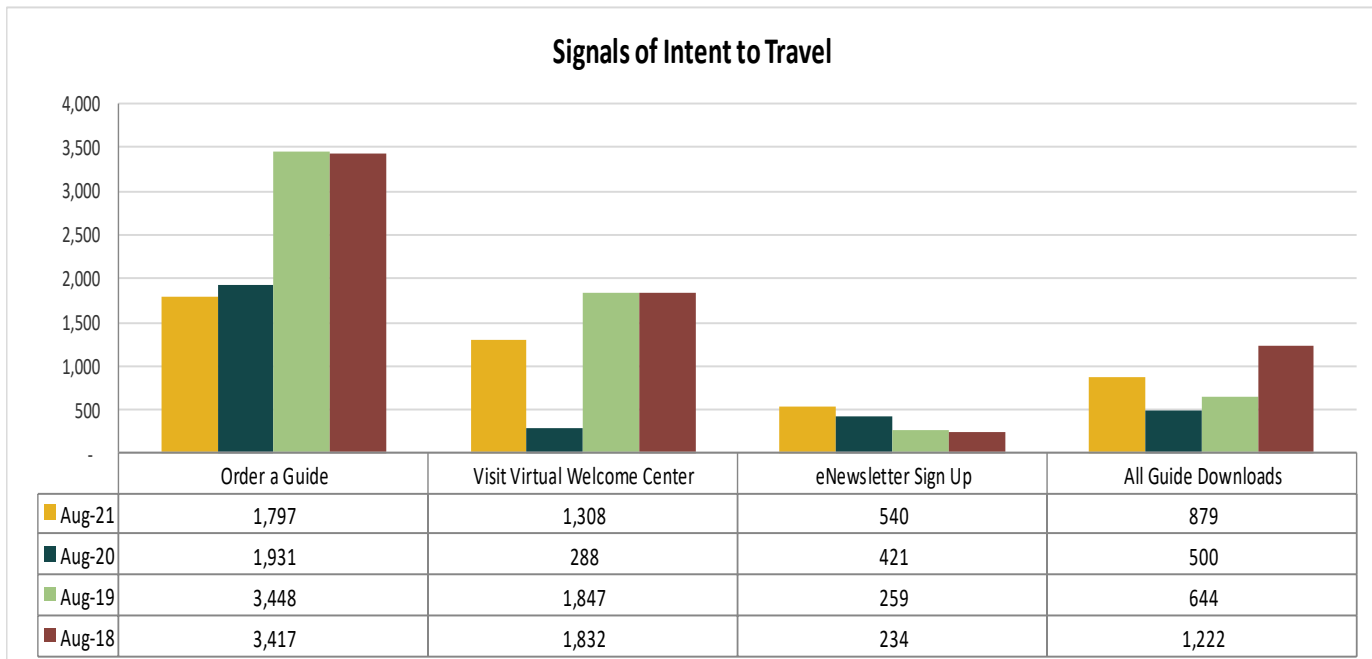
SEPTEMBER 2021 MONTHLY TRACKING DASHBOARD

Produced by the Louisiana Office of Tourism

LOUISIANATRAVEL.COM



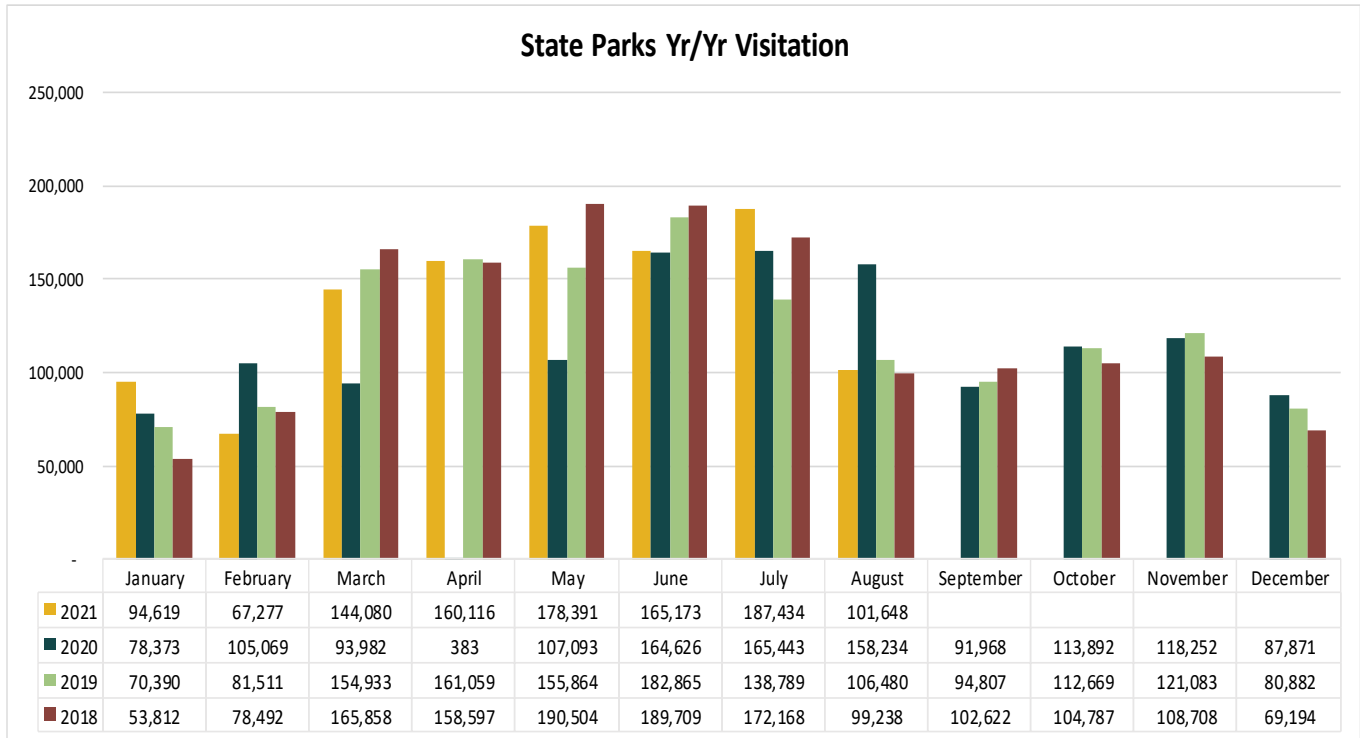
LouisianaTravel.com website showed an increase of 91 percent in total website visits in August 2021 over August 2020.



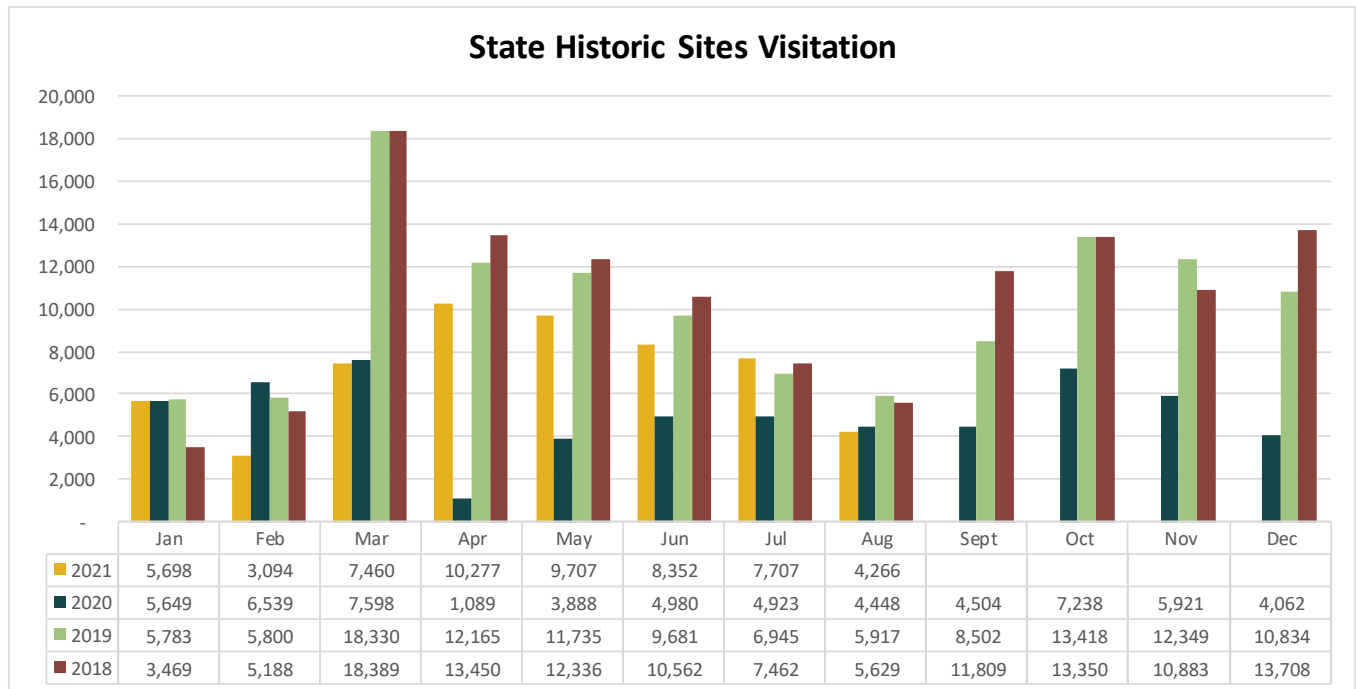
Source: Google Analytics

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

STATE PARKS



STATE HISTORIC SITES

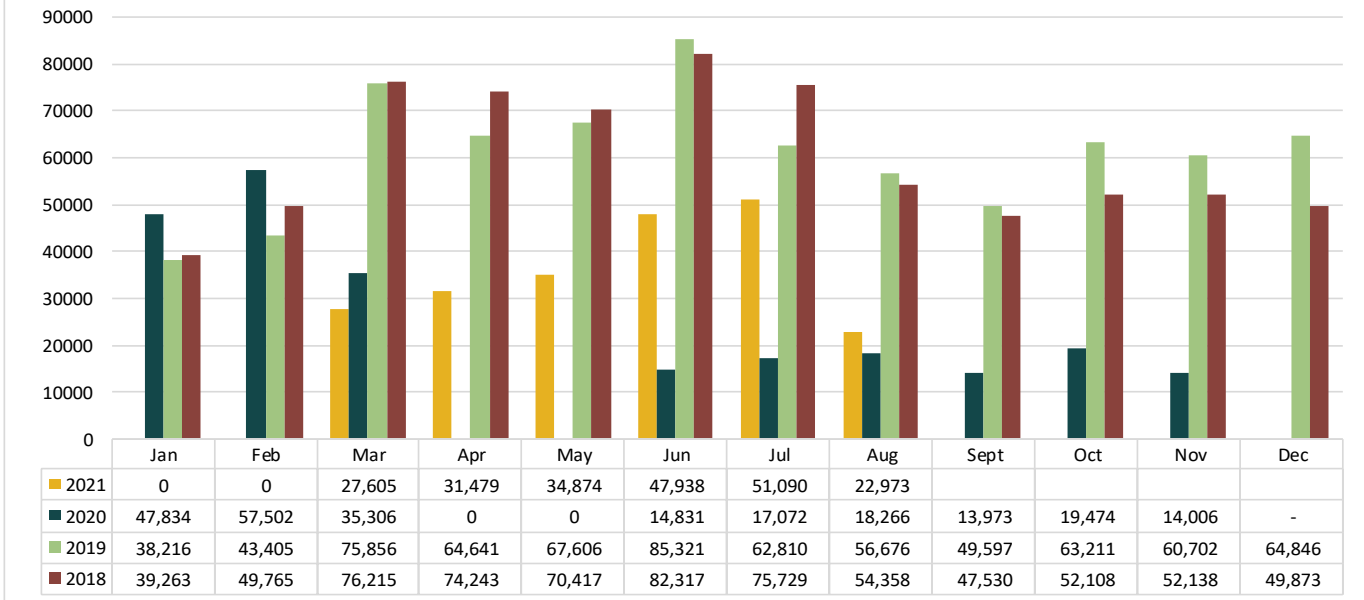


Source: Louisiana State Parks

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

WELCOME CENTERS

Welcome Centers Yr/Yr Visitation



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

Welcome Centers Visitor Totals

International - Aug 2021	
Mexico	224
Canada*	27
France	18
Colombia	12
Ecuador	9

States** - Aug 2021	
Texas	6,731
Florida	1,548
Mississippi	1,531
Alabama	1,025
Georgia	864

Cities** - Aug 2021	
Houston, TX	1,137
Jackson, MS	398
Fort Worth, TX	352
San Antonio, TX	297
Dallas, TX	272

International Jan - Aug 2021	
Mexico	9,996
Canada*	202
France	85
Honduras	68
Germany	52

States** Jan - Aug 2021	
Texas	57,260
Florida	16,062
Mississippi	13,295
Alabama	11,862
Georgia	8,248

Cities** Jan - Aug 2021	
Houston, TX	7,625
San Antonio, TX	2,783
Dallas, TX	2,218
Fort Worth, TX	1,845
Mobile, AL	1,829

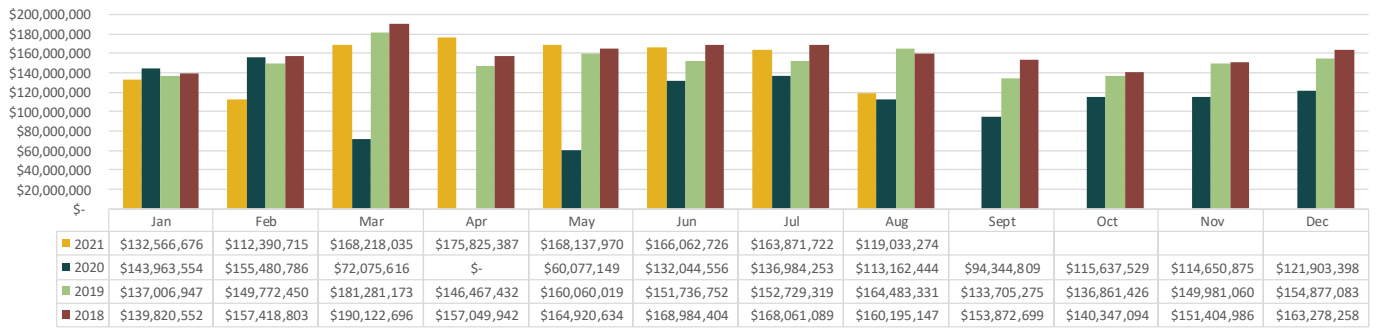
* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

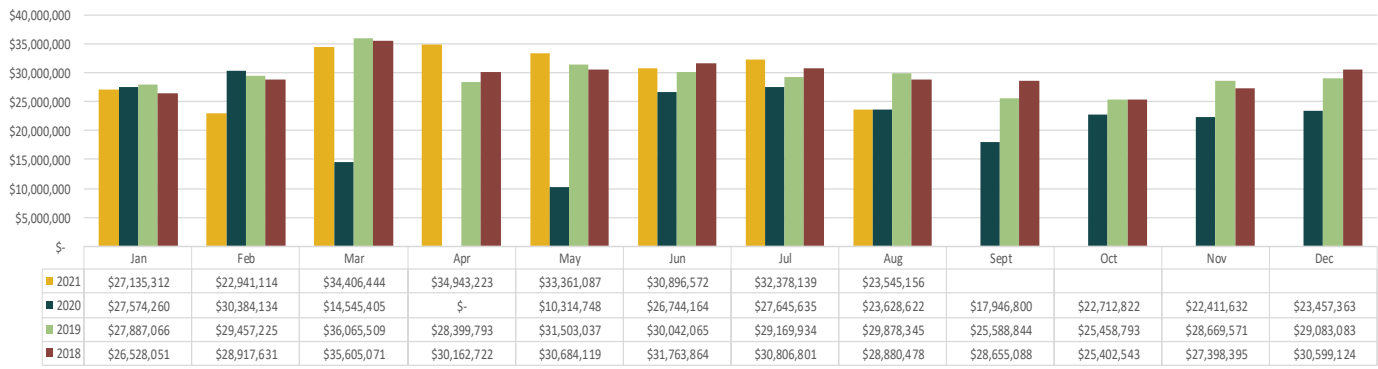
For individual Welcome Center visitation numbers, contact Jason Miller at capitolparkwcl@cr.la.gov.

GROSS GAMING REVENUE

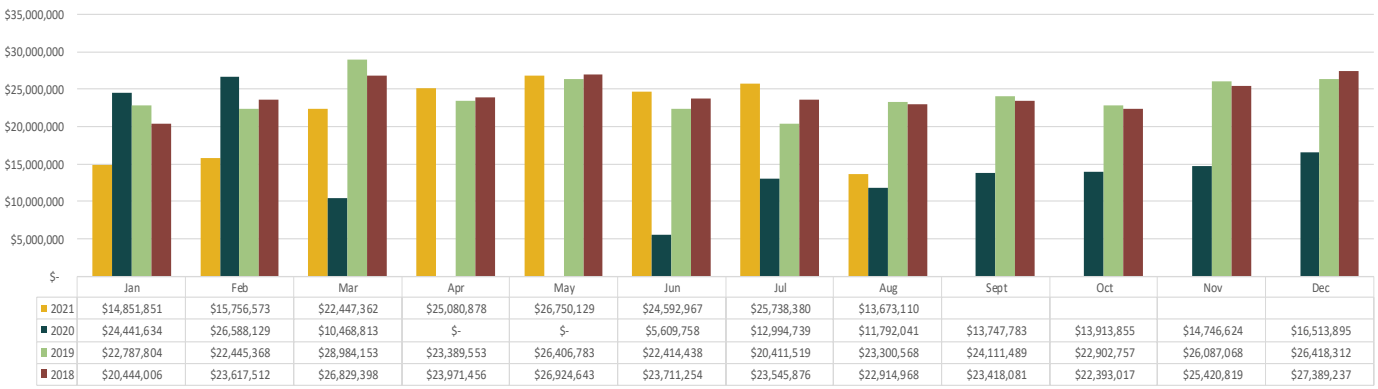
Riverboats - Yr/Yr Revenue



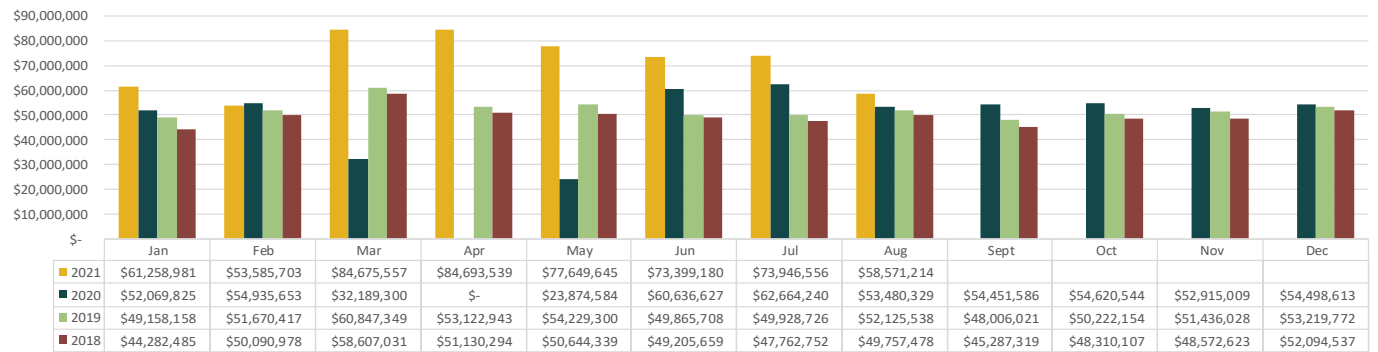
Racinos - Yr/Yr Revenue



Land Based - Yr/Yr Revenue



Video Gaming - Yr/Yr Revenue



Source: Louisiana State Police