

LOUISIANA

All Visitors (Domestic and Foreign)

Visitation and Spending

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Visitors (Millions)¹	26.2	24.8	19.6	18.2	23.8	24.4	24.0	25.1	25.5	26.3	27.6	28.7	28.9	29.7	30.4	31.2	31.5
Total Spending (Billions)²	\$9.4	\$10.0	\$8.2	\$6.6	\$9.0	\$9.5	\$8.8	\$9.5	\$10.0	\$10.6	\$10.8	\$11.2	\$11.5	\$11.7	\$12.2	\$13.0	\$13.3

¹ Source: 2003-5 TIA and CRT.

² Source: 2003-5 TIA and TSA.

Louisiana totals may not add up due to rounding.

Tourism Indicators

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Tourism Employment (Thousands)³	163	165	122	108	143	145	131	143	147	153	155	160	171	171	179	190	194
Airport Passengers (Millions)	5.7	6.0	5.2	4.5	5.1	5.2	5.0	5.3	5.5	5.6	5.9	6.2	6.6	7.0	7.4	7.9	8.2
Hotel Roomnights (Millions)⁴	16.9	17.8	18.9	17.2	16.9	18.2	16.9	18.7	18.6	20.0	20.0	21.1	21.3	22.0	22.7	23.5	23.5
Convention Roomnights (Millions)	2.7	2.6	2.1	1.2	1.9	2.0	2.1	2.2	2.3	2.6	2.8	2.8	3.0	3.1	3.4	3.7	3.6

³ Direct employment.

⁴ In 2005, 2006, and 2008, many hotel rooms were attributable to local residents due to Hurricane activity.

Louisiana totals may not add up due to rounding.

State Taxes

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Hotel Sales Taxes (Millions)	\$76	\$61	\$59	\$68	\$73	\$66	\$75	\$77	\$88	\$91	\$96	\$98	\$99	\$102	\$108	\$110
Non-hotel Taxes (Millions)	\$541	\$511	\$478	\$640	\$654	\$595	\$593	\$625	\$647	\$656	\$676	\$695	\$705	\$732	\$772	\$793
Louisiana Superdome and Exposition Tax (Millions)⁵	\$35	\$28	\$25	\$27	\$30	\$28	\$31	\$34	\$40	\$43	\$49	\$50	\$52	\$53	\$58	\$60

⁵ Source: See Appendix B.

Louisiana totals may not add up due to rounding.

NEW ORLEANS

All Visitors (Domestic and Foreign)

Visitation and Spending

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Visitors (Millions)¹	8.5	10.1	6.7	3.7	7.1	7.6	7.5	8.3	8.8	9.0	9.3	9.5	9.8	10.2	10.6	11.2	11.3
Total Spending (Billions)²	\$4.8	\$5.1	\$4.3	\$3.1	\$4.9	\$5.3	\$4.6	\$5.5	\$5.7	\$6.2	\$6.5	\$6.8	\$7.1	\$7.3	\$7.7	\$8.3	\$8.4

¹ Data for 2005 was collected only through August.

² Includes gambling expenditures.

Tourism Indicators

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Tourism Employment (Thousands)³	81	81	69	44	74	81	69	82	84	89	93	97	105	107	113	122	123
Airport Passengers (Millions)	4.6	4.9	3.9	3.1	3.8	4.0	3.9	4.1	4.3	4.3	4.6	4.9	5.3	5.7	6.0	6.3	6.6
Hotel Roomnights (Millions)⁴	8.5	8.9	8.2	6.8	6.9	7.7	7.2	8.3	8.3	9.1	9.1	9.5	9.7	10.3	10.7	11.3	11.2

³ Direct employment.

⁴ In 2005, 2006, and 2008, many hotel rooms were attributable to local residents due to Hurricane activity.

Louisiana State Taxes (Paid by New Orleans Visitors)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Hotel Sales Taxes (Millions)	\$48	\$41	\$30	\$38	\$40	\$36	\$43	\$45	\$54	\$57	\$59	\$61	\$61	\$63	\$68	\$68
Non-hotel Taxes (Millions)	\$243	\$222	\$177	\$277	\$288	\$243	\$265	\$277	\$290	\$298	\$311	\$320	\$332	\$351	\$377	\$383
Louisiana Superdome and Exposition Tax (Millions)⁵	\$35	\$28	\$25	\$27	\$30	\$28	\$31	\$34	\$40	\$43	\$49	\$50	\$52	\$53	\$58	\$60

⁵ Source: See Appendix B.

REST OF THE STATE
All Visitors (Domestic and Foreign)

Visitation and Spending

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Visitors (Millions)¹	17.7	14.7	12.9	14.5	16.7	16.8	16.4	16.8	16.8	17.3	18.3	19.2	19.2	19.4	19.8	20.0	20.3
Total Spending (Billions)²	\$4.6	\$4.9	\$3.9	\$3.5	\$4.1	\$4.2	\$4.1	\$4.0	\$4.3	\$4.4	\$4.3	\$4.3	\$4.4	\$4.4	\$4.5	\$4.7	\$4.8

¹ 2003-5 TIA, CRT, and UNO Hospitality Research Center.

² 2003-5 TIA, TSA, and UNO Hospitality Research Center.

Tourism Indicators

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Tourism Employment (Thousands)³	82	84	53	64	69	64	62	60	64	64	62	62	66	64	66	68	71
Airport Passengers (Millions)	1.1	1.2	1.3	1.4	1.4	1.2	1.1	1.2	1.3	1.3	1.3	1.3	1.2	1.4	1.5	1.5	1.6
Hotel Roomnights (Millions)⁴	8.4	9.0	10.7	10.5	10.0	10.5	9.7	10.4	10.3	10.9	10.9	11.7	11.6	11.7	11.9	12.1	12.3

³ Direct employment.

⁴ In 2005, 2006, and 2008, many hotel rooms were attributable to local residents due to Hurricane activity.

Louisiana State Taxes
(Paid by Rest of the State Visitors)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Hotel Sales Taxes (Millions)	\$28	\$20	\$29	\$30	\$33	\$30	\$32	\$32	\$34	\$34	\$37	\$37	\$38	\$39	\$40	\$42
Non-hotel Taxes (Millions)	\$298	\$290	\$301	\$363	\$366	\$352	\$328	\$348	\$357	\$359	\$364	\$375	\$373	\$381	\$395	\$410