

2018 LOUISIANA TOURISM FACTS

47.1
million

Number of **VISITORS** Louisiana attracted to the state in 2017, representing a 0.9% increase over 2016

\$1.8
billion

Total of **STATE TAX REVENUES** generated by travel & tourism activities in Louisiana in 2017

Without taxes generated through visitor spending, **EACH HOUSEHOLD IN LOUISIANA WOULD HAVE TO PAY \$1,047 IN ADDITIONAL TAXES** to maintain revenues.

\$17.5
billion

Amount Louisiana generated in domestic and international **VISITOR SPENDING** in 2017, representing a 4% increase over 2016

236,000

EMPLOYED in direct or indirect tourism jobs in 2017

The travel industry is the **4th highest employer** in the state



LOUISIANA
TRAVEL
ASSOCIATION



www.discoverlouisiana.org

Louisiana Association of Convention & Visitor Bureaus

LOUISIANA®
Feed Your Soul.