

VISITOR RESEARCH HIGHLIGHTS

- Overall Destination Rating: A-
- Tourism Growth: 5% growth in 2019
- Top Visitor Markets: LA, MS, TX, FL, AR,
- Top International Visitor Markets: Canada, France
- Avg. Length of Stay: 2.7 Nights
- Primary Activities: Dining, Museum/Historic Sight, Bayou/Swamp Tour,
Attractions, Festivals, State Park, Fishing.
- Top Demographics: Baby Boomers and GenX
- Conversion Rate: 40.4%
- Trip Planning: Avg. Visitor Plans One Month in Advance

ECONOMIC IMPACT

- Average Daily Visitor Spending: \$337.34
- DIRECT Economic Impact of Tourism in Lafourche Parish: \$54,296,816.00
- \$337.34 (Avg. Daily Spending) x 162,400 (2019 Sold Room Nights): \$54,296,816.00