

A Profile of French Visitors to Louisiana

- 20.3% of French Visitors entered the United States through New York, followed by Houston (12%), and Washington D.C. (10%)
- French visitors spent on average 11.9 nights in the USA and 8.0 of those in Louisiana
- French visitors to Louisiana also visited primarily Texas (16.7%), Florida (15.4%), and New York (13.2%)
- Pleasure (51.2%), Business (17.6%), and Visiting friends and relatives (15.2%) were the main purposes of visit for French travelers
- French visitors characterized their trip as “Individual but planned in advance” (42.4%), “Individual and independent” (36.8%), and “Organized group tour” (20.8%)
- 58.8% of French visitors reported using a travel agent in planning their trip
- 25.9% of French visitors reported using the Louisiana Tour Guide
- 45.1% of French visitors reported visiting a State Visitor Center in Louisiana
- Flying (90.4%) was the most common means of transportation for French visitors to come to Louisiana, followed by rental car (12.5%), and public bus (5.8%)*
- Once in Louisiana, French travelers used mostly rental cars (58.2%) and public buses (26.4%)
- French visitors’ most preferred night accommodations were hotel/motel (72%), followed by staying with friends and family (23%), and bed and breakfast (12.3%)*
- French visitors’ mean party size is 3
- Total average expenditures for French visitors is \$292.99 per day
- 62.6% of French visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 86.3% of French visitors took advantage of the LTFS program
- 50% of French visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by French visitors were shopping (84.9%), dining out (82.3%), sightseeing in cities (50.4%), visiting nightclubs and bars (50%), and visiting historical places (42.2%)*
- 22% of French visitors felt very safe in Louisiana, 56% felt somewhat safe, and 3.7% felt very unsafe
- 67.5% of French visitors were very satisfied with their visit to Louisiana, 26.6% were somewhat satisfied, and 0.8% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (21.9%) as a concern, littered streets (15.6%), and the weather (12.5%)
- 47.1% of French visitors are very likely to return to Louisiana in the next five years; 34.3% are likely to return, and 4.3% indicated that they were very unlikely to return
- The primary reasons why French visitors would return to Louisiana are to visit friends and relatives (17.9%), conduct business or attend a convention (17.3%), and because Louisiana is a fun place to visit (14.1%)
- The primary reasons why French visitors would not return to Louisiana are because it is too expensive (19%), because once is enough, there are other places to visit (28.6%), and because it is too far to travel to (23.8%)
- The top three Louisiana locations visited by French visitors are New Orleans (99.1%), Baton Rouge (38.7%), and Lafayette (36.9%)*
- The locations where at least one night was spent by French visitors are New Orleans (95.8%), Baton Rouge (21.9%), and Lafayette (21.4%)*
- Most French visitors are professional/technical (26.5%), in marketing and sales (20.2%), or in administrative/managerial positions (12.1%)
- The mean age of French visitors to Louisiana is 39.2 years old
- Annual household income of French visitors to Louisiana is between \$25,000 - 49,000 (20.3%), \$50,000 – 74,000 (32.6%), and \$75,000 – 99,000 (19.2%)

* Total may not equal 100% because multiple answers were allowed