

A Profile of German Visitors to Louisiana

- 19.9% of German Visitors entered the United States through New York, followed by Atlanta (15.9%), and Washington D.C. (11.4%)
- German visitors spent on average 12.5 nights in the USA and 5.6 of those in Louisiana
- German visitors to Louisiana also visited primarily Florida (23%), New York (13.3%), and Texas and Mississippi (11.9% each)
- Pleasure (51.8%), attending a convention/trade show (19.2%), and business/professional (13.9%) were the main purposes of visit for German travelers
- German visitors characterized their trip as “Individual and independent” (44.5%), “Individual but planned in advance” (42.9%), and “Organized group tour” (12.6%)
- 70.9% of German visitors reported using a travel agent in planning their trip
- 26% of German visitors reported using the Louisiana Tour Guide
- 37.8% of German visitors reported visiting a State Visitor Center in Louisiana
- Flying (87.2%) was the most common means of transportation for German visitors to come to Louisiana, followed by rental car (17.3%), and chartered bus and train (4.1% each)*
- Once in Louisiana, German travelers used mostly rental cars (55.2%), chartered (21.2%) and public (19.5%) buses
- German visitors’ most preferred night accommodations were hotel/motel (86.1%), followed by staying with friends and family (9.8%), and bed and breakfast (3.3%)*
- German visitors’ mean party size is 2.4
- Total average expenditures for German visitors is \$279.31 per day
- 58.4% of German visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 78.6% of German visitors took advantage of the LTFS program
- 41.1% of German visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by German visitors were shopping (83.6%), dining out (76.9%), sightseeing in cities (63.4%), visiting historical places (49.6%), and visiting nightclubs and bars (47.9%)*
- 22.4% of German visitors felt very safe in Louisiana, 59.2% felt somewhat safe, and 2.6% felt very unsafe
- 62.6% of German visitors were very satisfied with their visit to Louisiana, 31.5% were somewhat satisfied, and 0.4% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (31.6%) as a concern, the weather and accommodation arrangements (15.8 % each), and littered streets (10.5%)
- 33.5% of German visitors are very likely to return to Louisiana in the next five years; 34% are likely to return, and 7.5% indicated that they were very unlikely to return
- The primary reasons why German visitors would return to Louisiana are to conduct business or attend a convention (22.7%), visit friends and relatives (14.8%), and because Louisiana is a fun place to visit (14.1%)
- The primary reasons why German visitors would not return to Louisiana are because once is enough, there are other places to visit (25%), the weather (15.6%), and because of price and insecurity (12.5% each)
- The top three Louisiana locations visited by German visitors are New Orleans (97.4%), Baton Rouge (22.6%), and Lafayette (9.6%)*
- The locations where at least one night was spent by German visitors are New Orleans (96.9%), Baton Rouge (9%), and Lafayette (5.4%)*
- Most German visitors are professional/technical (41.4%), in marketing and sales (9.1%), or in administrative/managerial positions (7.8%)
- The mean age of German visitors to Louisiana is 41.3 years old
- Annual household income of German visitors to Louisiana is between \$25,000 - 49,000 (17.9%), \$50,000 – 74,000 (31.3%), and \$75,000 – 99,000 (17.4%)

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