

## ***A Profile of Japanese Visitors to Louisiana***

- 21.4% of Japanese Visitors entered the United States through Los Angeles, followed by Atlanta (17.6%), and Chicago (14.3%)
- Japanese visitors spent on average 10.5 nights in the USA and 4.6 of those in Louisiana
- Japanese visitors to Louisiana also visited primarily California (44%), Georgia (20%), and New York (15.2%)
- Pleasure (57.3%), attending a convention/trade show (19.7%), and visiting friends and relatives (7.9%) were the main purposes of visit for Japanese travelers
- Japanese visitors characterized their trip as “Organized group tour” (46.2%), “Individual and independent” (28%), and “Individual but planned in advance” (25.8%)
- 74.7% of Japanese visitors reported using a travel agent in planning their trip
- 28% of Japanese visitors reported using the Louisiana Tour Guide
- 37.2% of Japanese visitors reported visiting a State Visitor Center in Louisiana
- Flying (90.4%) was the most common means of transportation for Japanese visitors to come to Louisiana, followed by chartered bus (8.5%), and rental car (3.7%)
- Once in Louisiana, Japanese travelers used mostly chartered buses (37.9%), rental cars (21.4%), and public bus (19.8%).
- Japanese visitors’ most preferred night accommodations were hotel/motel (91.3%), followed by staying with friends and family (10.4%), and Bed and Breakfast (1.6%)\*
- Japanese visitors’ mean party size is 3.2
- Total average expenditures for Japanese visitors is \$332.56 per day
- 78.1% of Japanese visitors were aware of the Louisiana Tax Free Shopping (LTFS) program before their trip
- 77.9% of Japanese visitors took advantage of the LTFS program
- 49.7% of Japanese visitors indicated that they spent more money on shopping because of LTFS
- The five most popular activities engaged in by Japanese visitors were shopping (87.3%), sightseeing in cities (68%), dining out (55.8%), take a commercial guided tour (48.6), and visiting historical places (47%)\*
- 15.2% of Japanese visitors felt very safe in Louisiana, 62.9% felt somewhat safe, and 2.8% felt very unsafe
- 45.1% of Japanese visitors were very satisfied with their visit to Louisiana, 51.1% were somewhat satisfied, and 1.1% were very dissatisfied
- Those who were not “very satisfied,” indicated insecurity (50%) as a concern, and that Louisiana was too commercial (50%)
- 21% of Japanese visitors are very likely to return to Louisiana in the next five years; 28.4% are likely to return, and 16% indicated that they were very unlikely to return
- The primary reasons why Japanese visitors would return to Louisiana are to conduct business or attend a convention (16.2%), for the music (14.7%), and because Louisiana is a fun and friendly place to visit (13.2%),
- The primary reasons why Japanese visitors would not return to Louisiana are because of crime, because it is too far, and because they did not like New Orleans (6.7% each)
- The top three Louisiana locations visited by Japanese visitors are New Orleans (98%), Baton Rouge (13.6%), and Lafayette (6.8%)\*
- The locations where at least one night was spent by Japanese visitors are New Orleans (96.6%), Baton Rouge (7.5%), and Lafayette (4.1%)\*
- Most Japanese visitors are professional/technical (22.9%), in administrative/managerial positions (20.5%), or in marketing and sales (21.1%)
- The mean age of Japanese visitors to Louisiana is 40.8 years old
- Annual household income of Japanese visitors to Louisiana is between \$25,000 - 49,000 (13.7%), \$50,000 – 74,000 (28.4%), and \$75,000 – 99,000 (19.6%). 21.6% earn \$100,000 – 149,000

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