

# 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



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