



# 2018 Baton Rouge Day Visitor Report

Travel USA®



West Baton Rouge CVB & Visit Baton Rouge

July 2019

# Introduction & Research Objectives

Longwoods International began tracking American travelers in 1985, and has conducted large-scale syndicated visitor research quarterly since 1990. In 2007, our proprietary Longwoods **Travel USA**<sup>®</sup> program was migrated from mail to online, with the benefits of rapid turnaround, enhanced flexibility and interactivity, as well as greater respondent involvement.

It is currently the largest ongoing study conducted of American travelers, providing our clients with more reliable data and greater ability to home in on key market segments of interest.

This report provides an overview for Baton Rouge's **domestic** tourism business in 2018.

The visitor research program is designed to provide:

- Estimates of domestic overnight and day visitor volumes to Baton Rouge.
- A profile of Baton Rouge's performance within its overnight travel market.
- Domestic visitor expenditures in Baton Rouge.
- Profiles of Baton Rouge's overnight travel market.
- Relevant trends in each of these areas.

# Methodology

Each quarter, a random, projectable sample of adult members (18 years of age and over) of a major U.S. consumer panel is invited to participate in the Travel USA<sup>®</sup> survey that is selected to be representative of the U.S. adult population

For the 2018 travel year, this yielded:

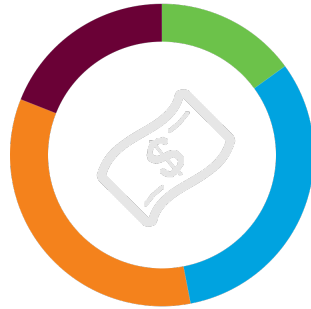
- 329,599 trips for analysis nationally
  - 96,501 overnight trips
- For Baton Rouge, the following sample was achieved in 2018:
  - 204 day trips
  - As that is below our recommended threshold for reliable results, we combine the 2018 day trip data with 2017, which featured 234 day trips to baton Rouge
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

## Domestic Day Expenditures - by Sector

Total Spending

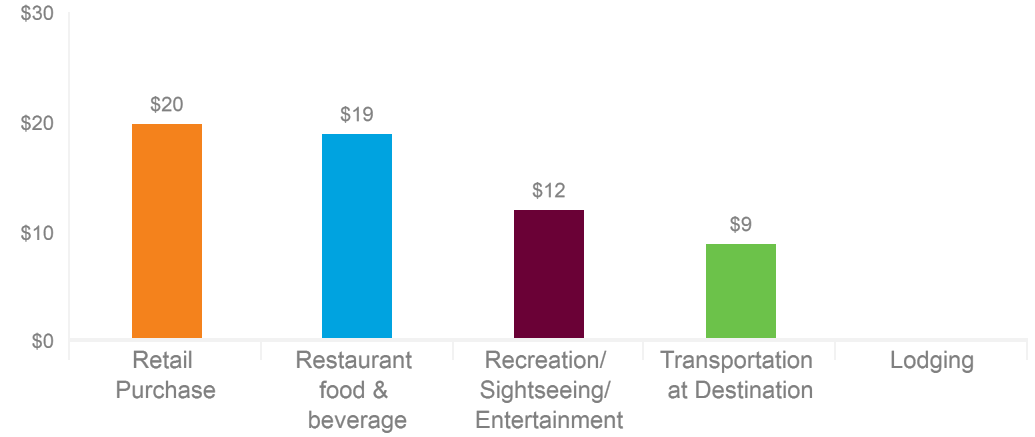
**\$0.433 Billion**

- vs. last year

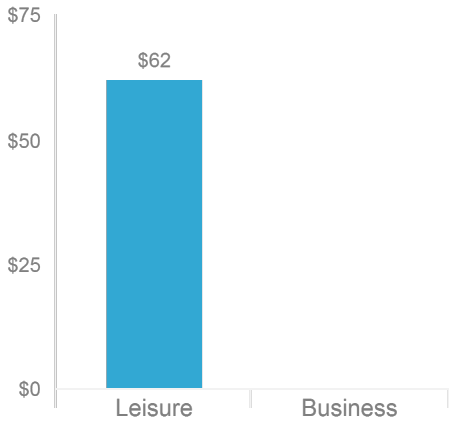


- Lodging  
- | \$-
- Transportation at Destination  
15% | **\$65 Million**
- Restaurant Food & Beverage  
32% | **\$138 Million**
- Retail Purchase  
34% | **\$147 Million**
- Recreation/Entertainment  
19% | **\$84 Million**

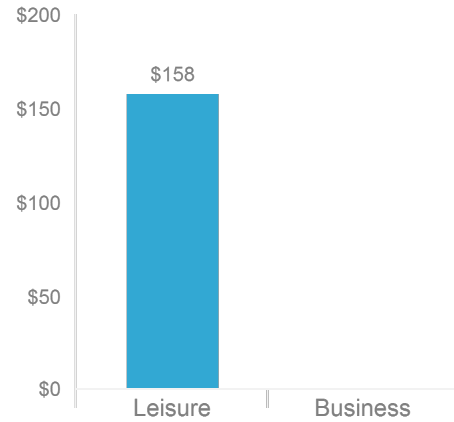
## Average Per Person Expenditures on Domestic Day Trips - by Sector



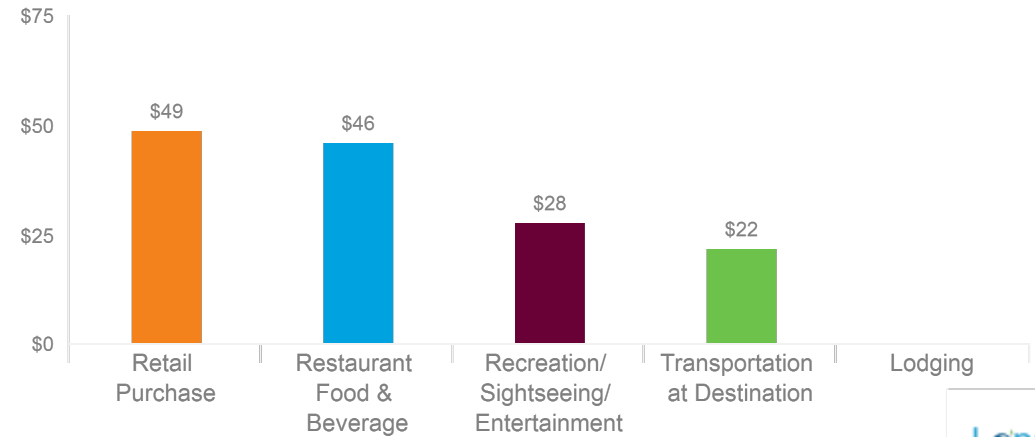
## Average Per Person Expenditures on Domestic Day Trips - by Trip Purpose



## Average Per Party Expenditures on Domestic Day Trips - by Trip Purpose



## Average Per Party Expenditures on Domestic Day Trips - by Sector





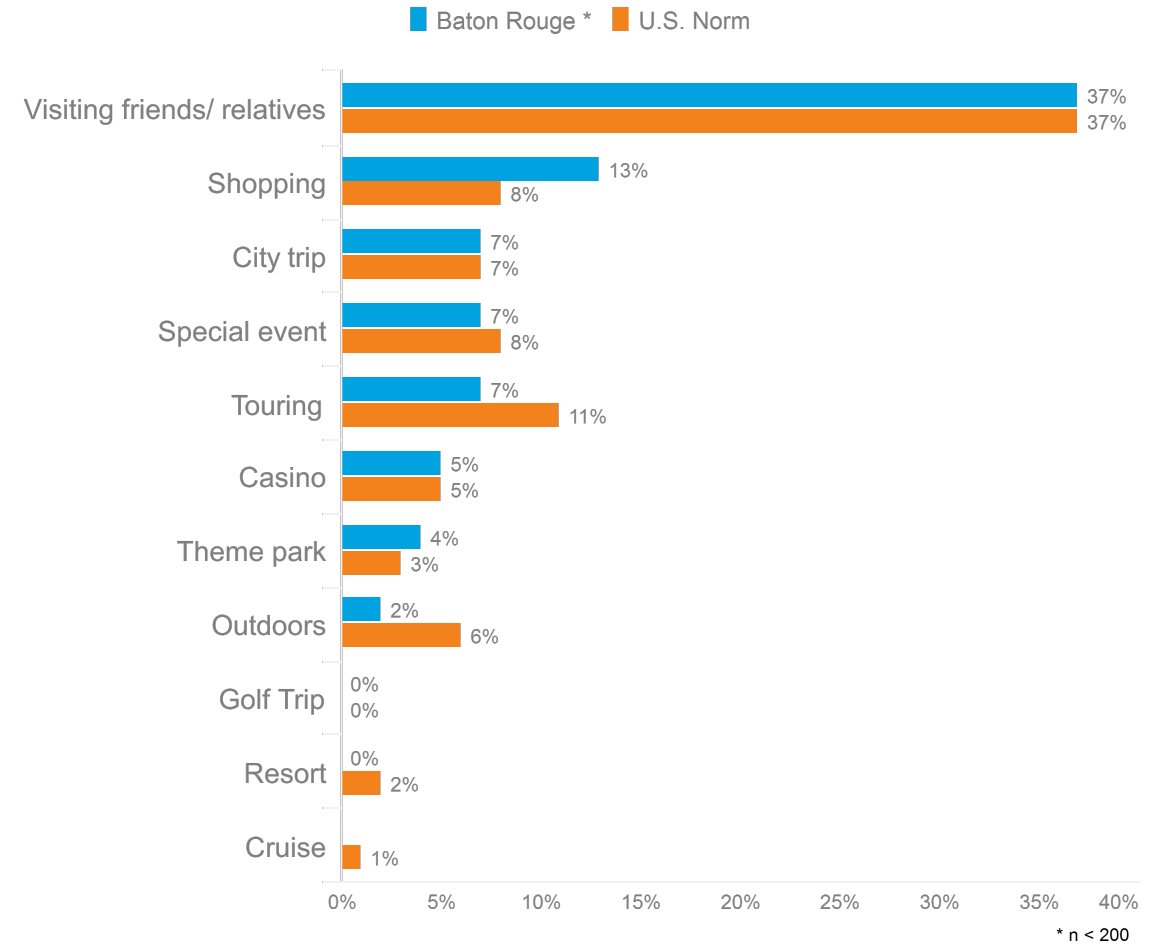
# Baton Rouge's Day Trip Characteristics

Base: Day Person-Trips

## Main Purpose of Trip

 <b>37%</b> Visiting friends/ relatives	
 <b>13%</b> Shopping	 <b>3%</b> Conference/ Convention
 <b>7%</b> City trip	
 <b>7%</b> Special event	 <b>10%</b> Other business trip
 <b>7%</b> Touring	
 <b>5%</b> Casino	
 <b>4%</b> Theme park	 <b>4%</b> Business-Leisure
 <b>2%</b> Outdoors	

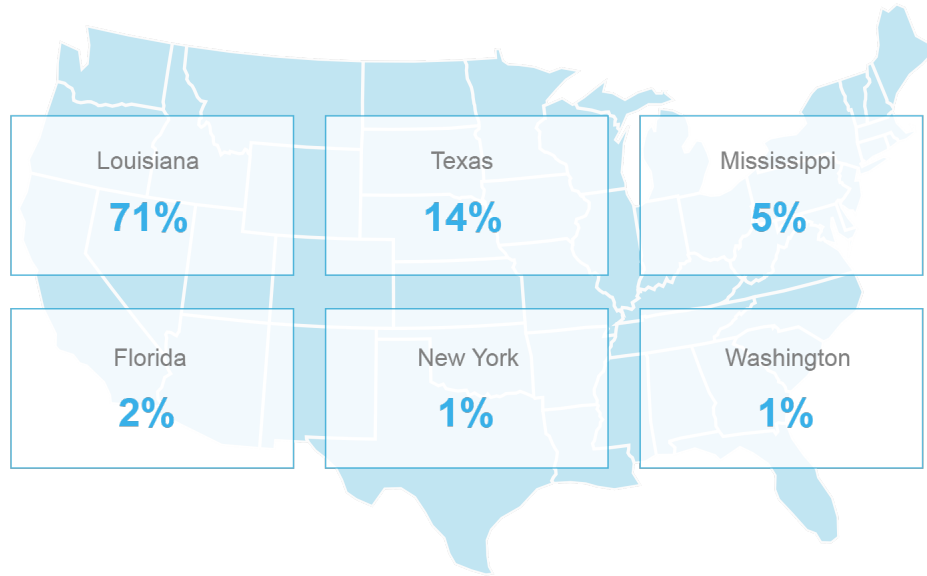
## Main Purpose of Leisure Trip



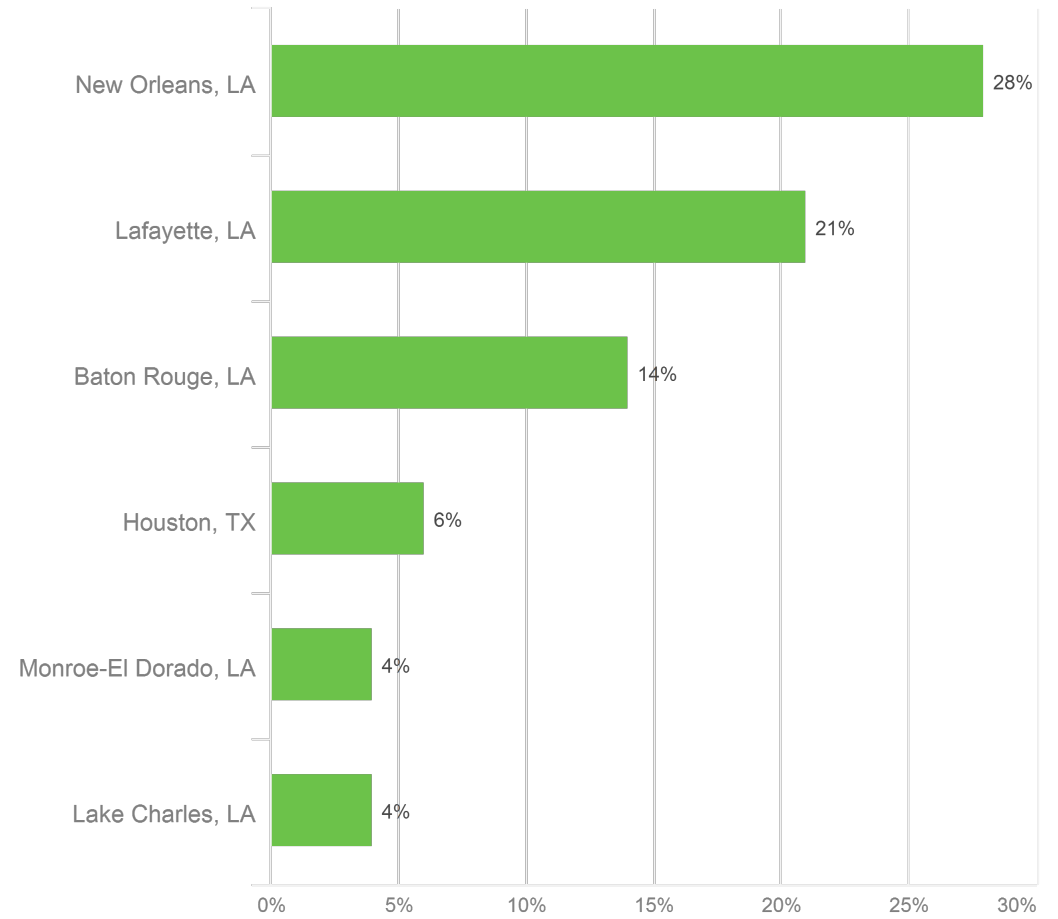
# Baton Rouge's Day Trip Characteristics

Base: Day Person-Trips

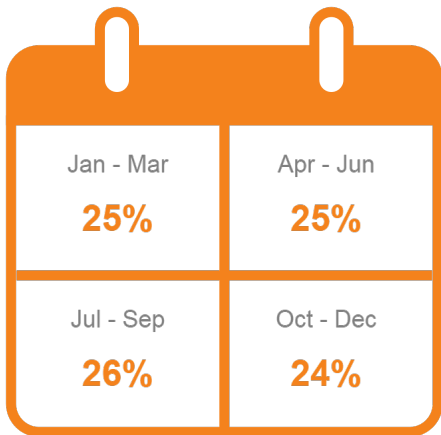
## State Origin Of Trip



## DMA Origin Of Trip



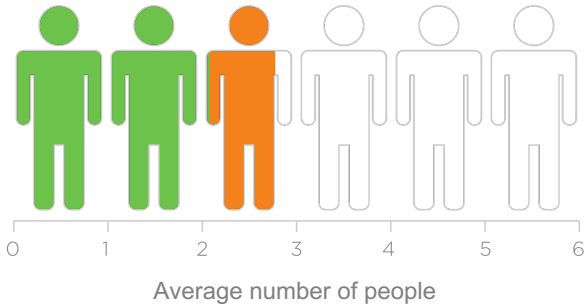
## Season of Trip



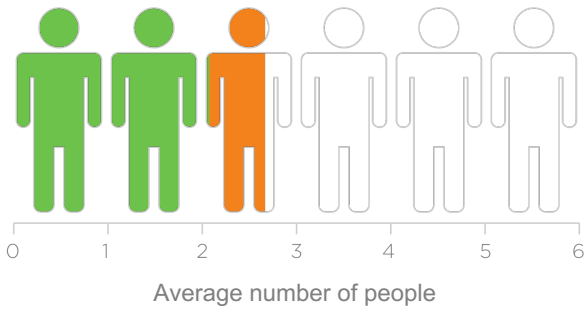
## Size of Travel Party

■ Adults ■ Children

### Baton Rouge

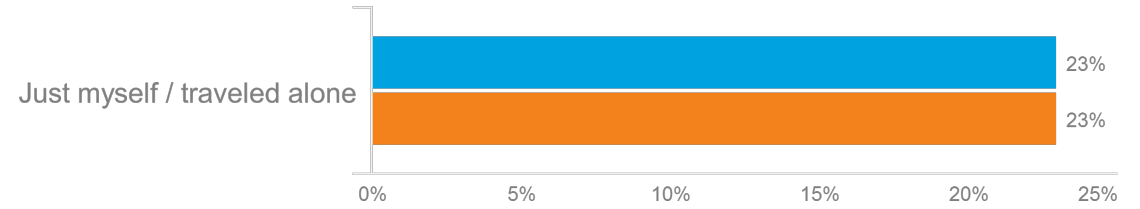


### U.S. Norm



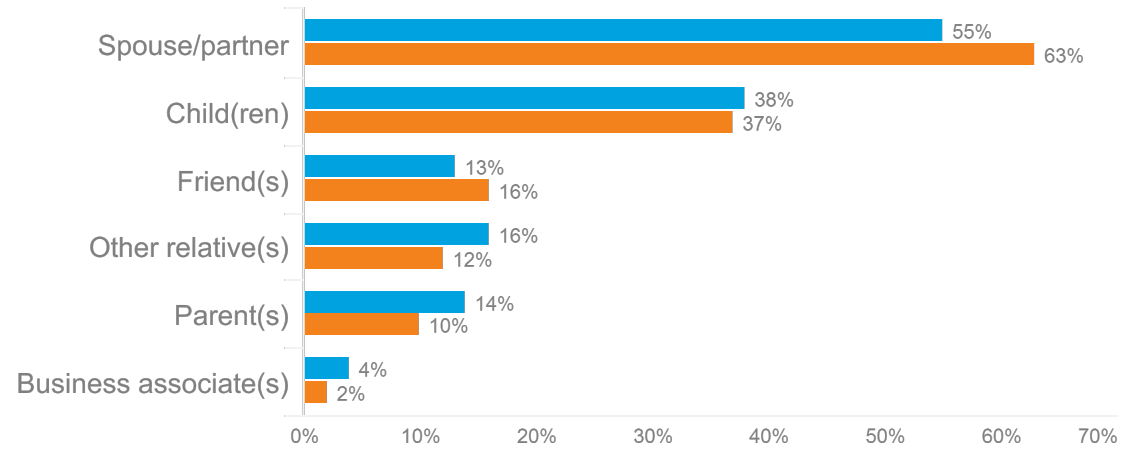
## Percent Who Traveled Alone

■ Baton Rouge ■ U.S. Norm



## Composition of Immediate Travel Party

■ Baton Rouge ■ U.S. Norm



## Activities and Experiences (Top 10)

Shopping



**33%**

U.S. Norm  
25%

Casino



**10%**

U.S. Norm  
7%

Fine/upscale dining



**10%**

U.S. Norm  
6%

Zoo



**10%**

U.S. Norm  
4%

Bar/nightclub



**9%**

U.S. Norm  
5%

Theater



**8%**

U.S. Norm  
4%

Landmark/historic site



**7%**

U.S. Norm  
7%

Museum



**7%**

U.S. Norm  
7%

Business Meeting



**5%**

U.S. Norm  
3%

Swimming



**5%**

U.S. Norm  
5%

## Activities of Special Interest (Top 5)

Baton Rouge






Historic places	16%
Cultural activities/Attractions	13%
Family Reunion	10%
Exceptional Culinary Experiences	8%
Religious Travel	4%

## Activities of Special Interest (Top 5)

U.S. Norm

Historic places	17%
Cultural activities/Attractions	13%
Exceptional Culinary Experiences	8%
Brewery Tours/Beer Tasting	5%
Winery Tours/Tasting	5%

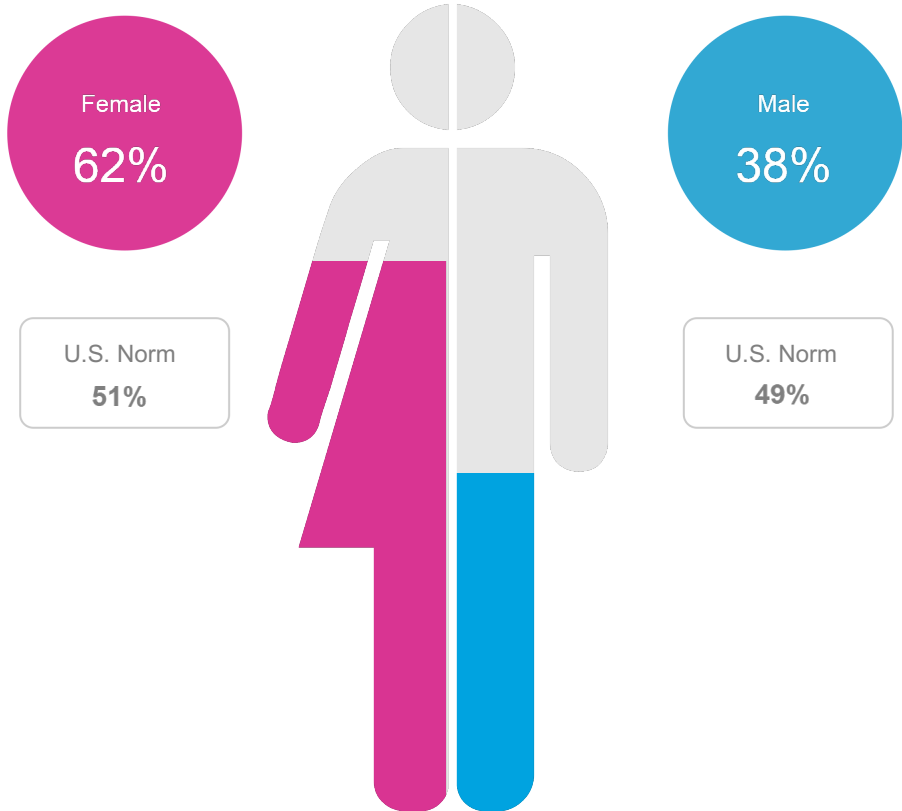
## Online Social Media Use by Travelers

	Baton Rouge	U.S. Norm
 Used any social media	<b>65%</b>	<b>66%</b>
 Looked at travel-related photos or video online	<b>29%</b>	<b>24%</b>
 Posted travel photos or video online	<b>28%</b>	<b>27%</b>
 Accessed travel deals, news, events, or promotions	<b>28%</b>	<b>21%</b>
 Read travel reviews	<b>21%</b>	<b>25%</b>

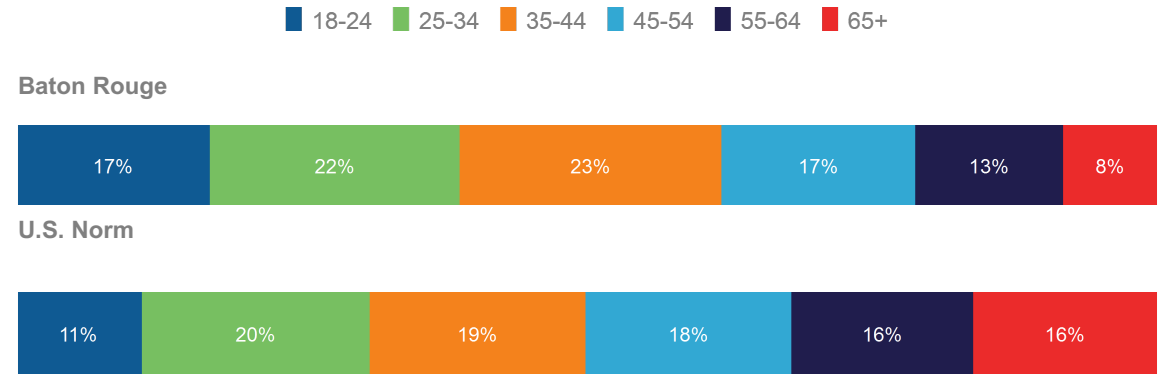
# Demographic Profile of Day Baton Rouge Visitors

Base: Day Person-Trips

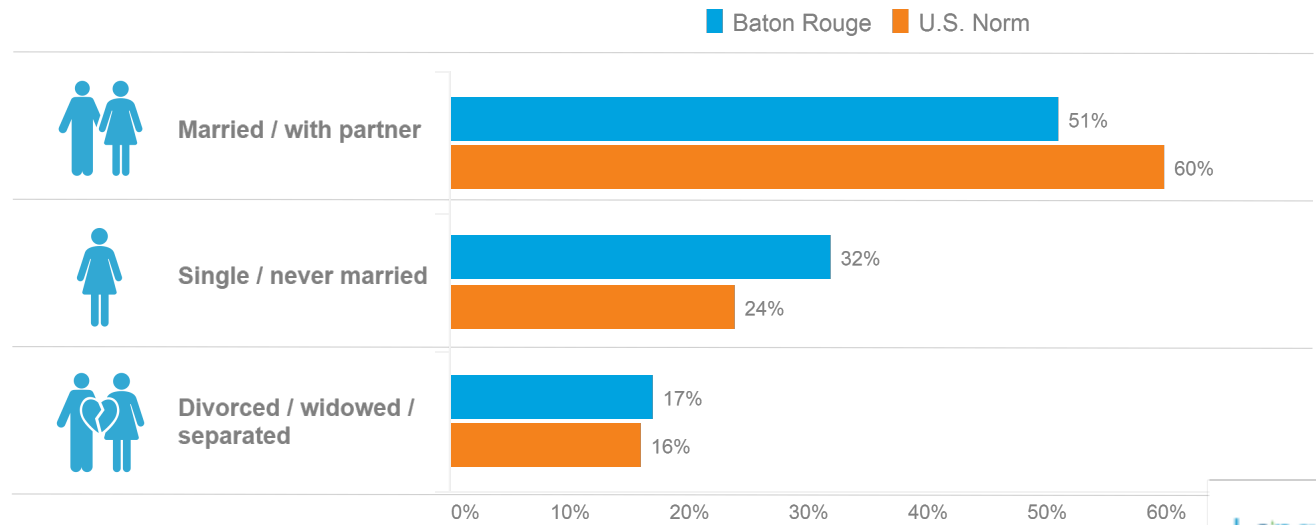
## Gender



## Age



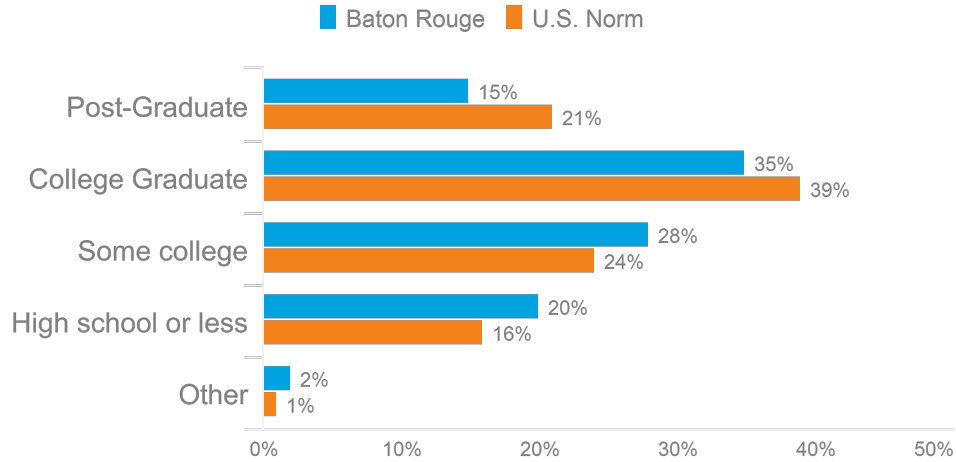
## Marital Status



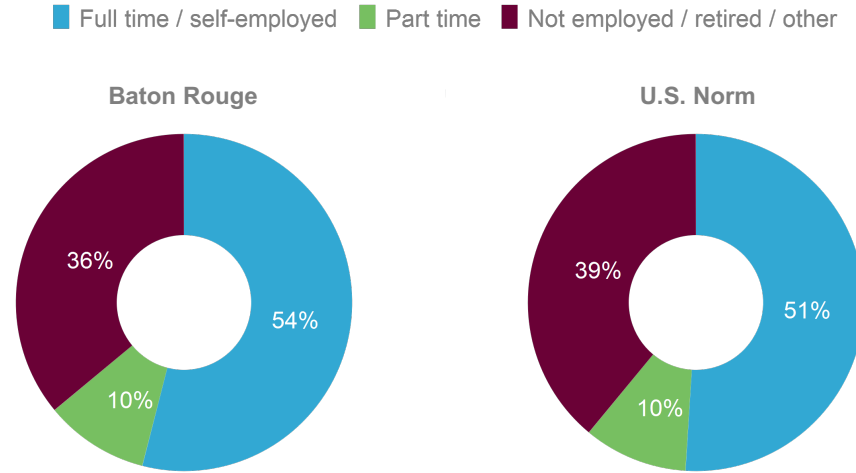
# Demographic Profile of Day Baton Rouge Visitors

Base: Day Person-Trips

## Education



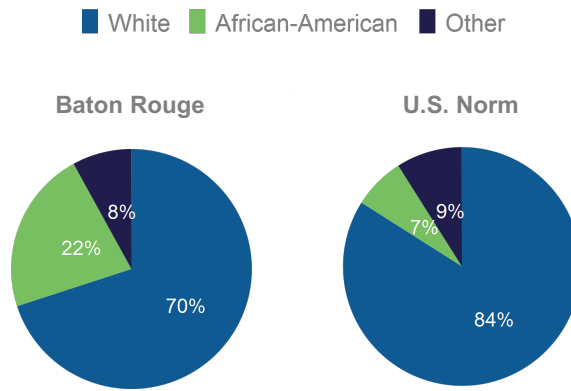
## Employment



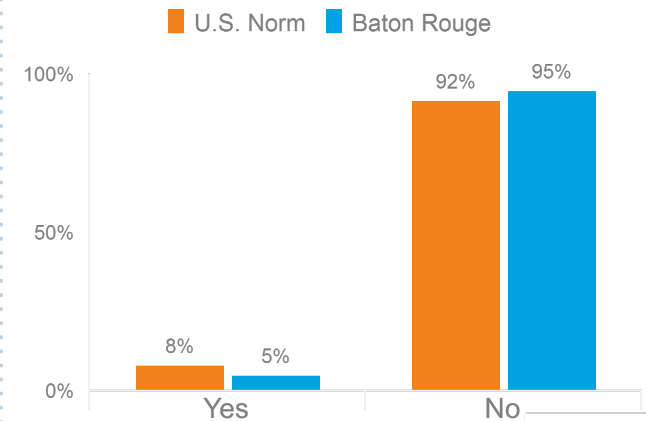
## Household Income



## Race

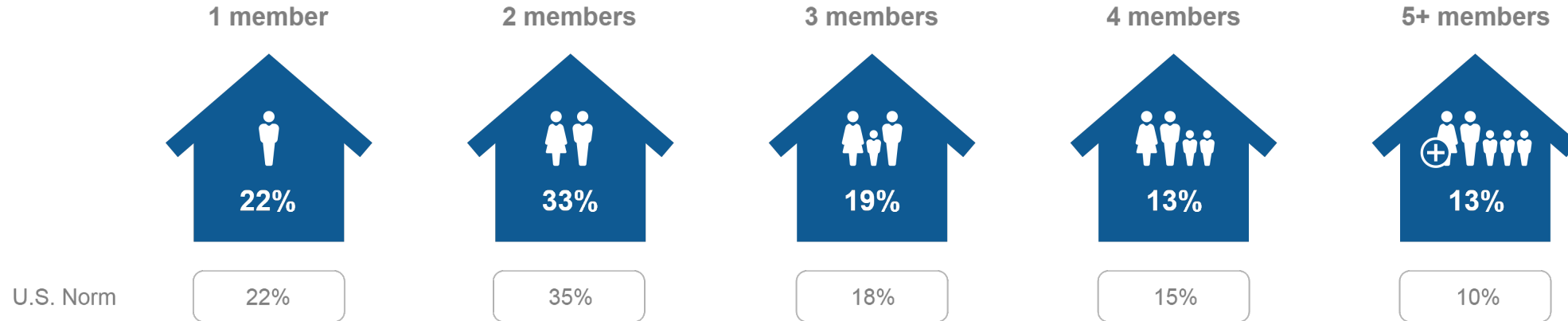


## Hispanic Background

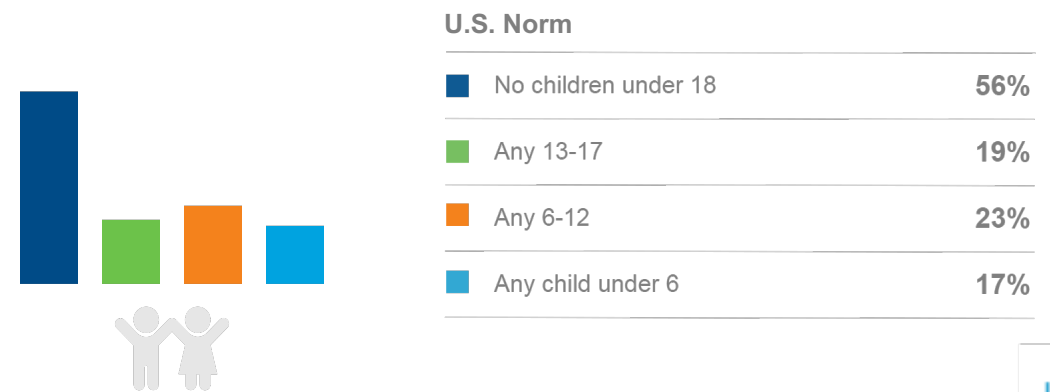
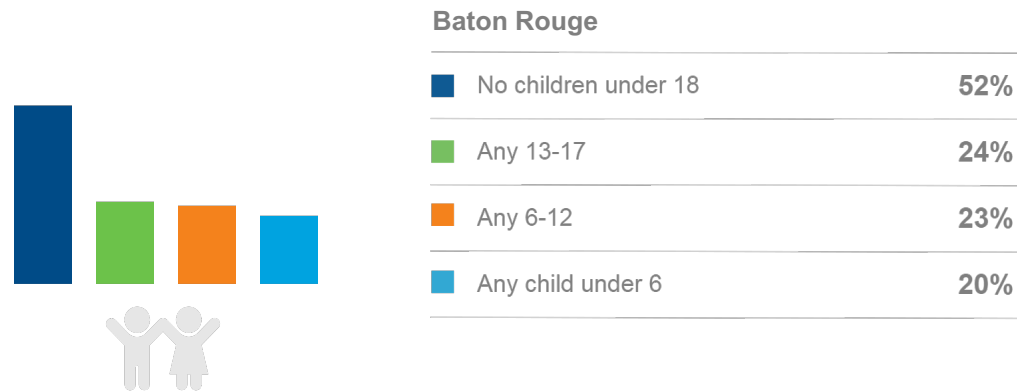


U.S. Norm 45% 22% 14% 14% 5%

## Household Size



## Children in Household







Longwoods  
INTERNATIONAL  
40 YEARS TOGETHER

The logo features the word "Longwoods" in a blue sans-serif font, with a small globe icon integrated into the letter "o". Below it, the word "INTERNATIONAL" is written in a smaller, green, all-caps sans-serif font. A thin green horizontal line is positioned between "INTERNATIONAL" and "40 YEARS TOGETHER", which is also in a green, all-caps sans-serif font. The background consists of a white area on the left and bottom, and a blue area on the right and top, separated by a diagonal line. The blue area has a pattern of white dots and geometric shapes.