



2018 Baton Rouge Overnight Visitor Report

Travel USA®



Prepared for
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**[®] 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.

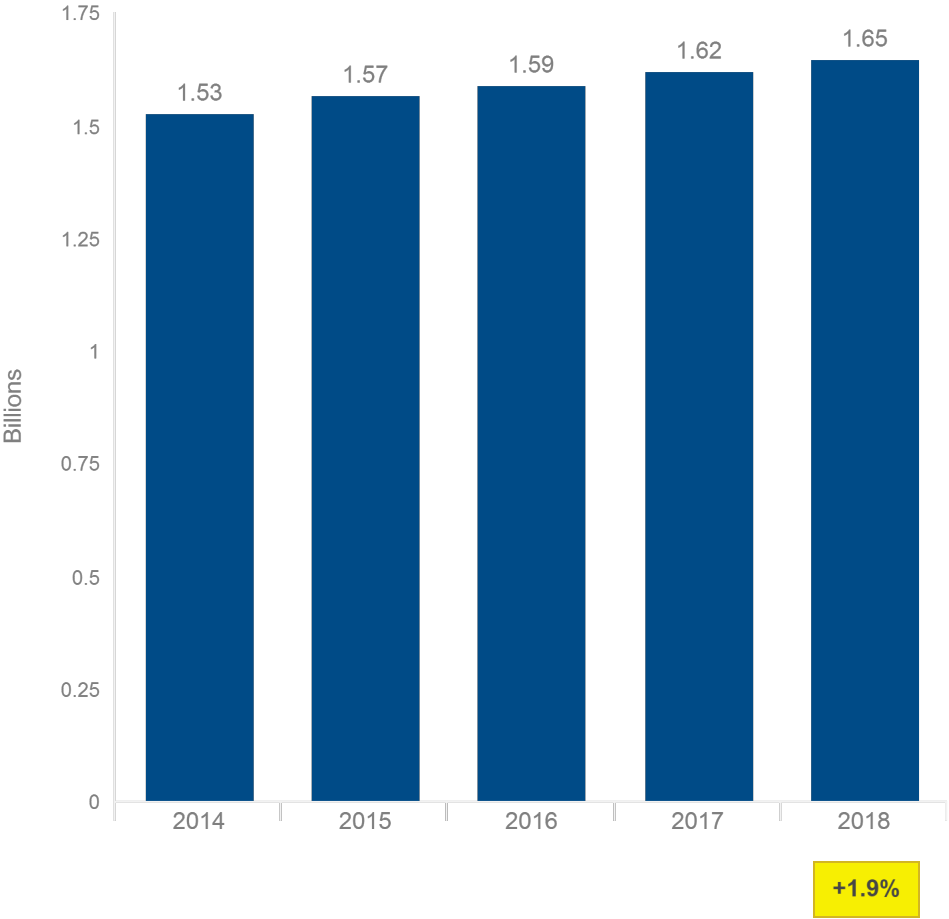
Methodology

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[®] survey that is selected to be representative of the U.S. adult population

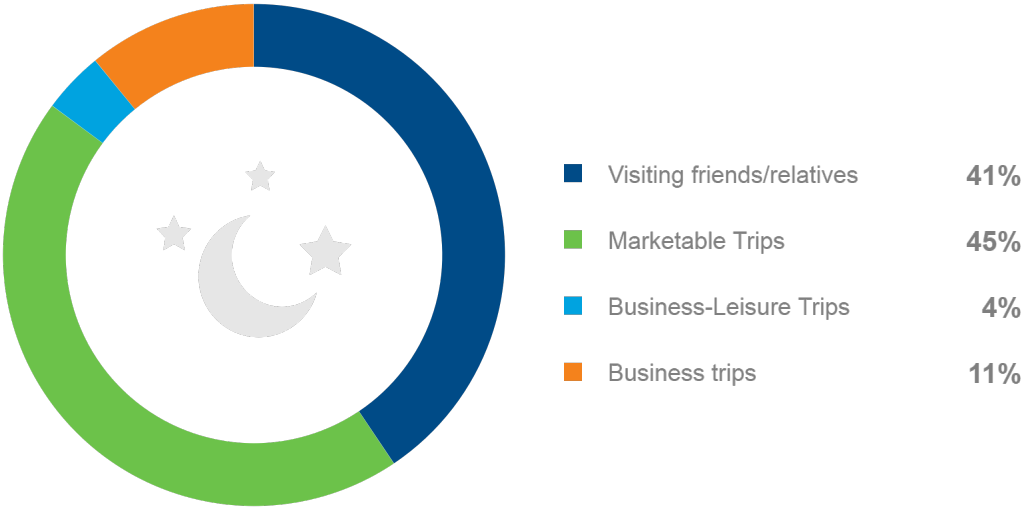
For the 2018 travel year, this yielded:

- 329,599 trips for analysis nationally
 - 233,098 overnight trips
- For Baton Rouge, the following sample was achieved in 2018:
 - 427 overnight trips
- For analysis, data were weighted on key demographics to correct for any differences between the sample and U.S. population targets.

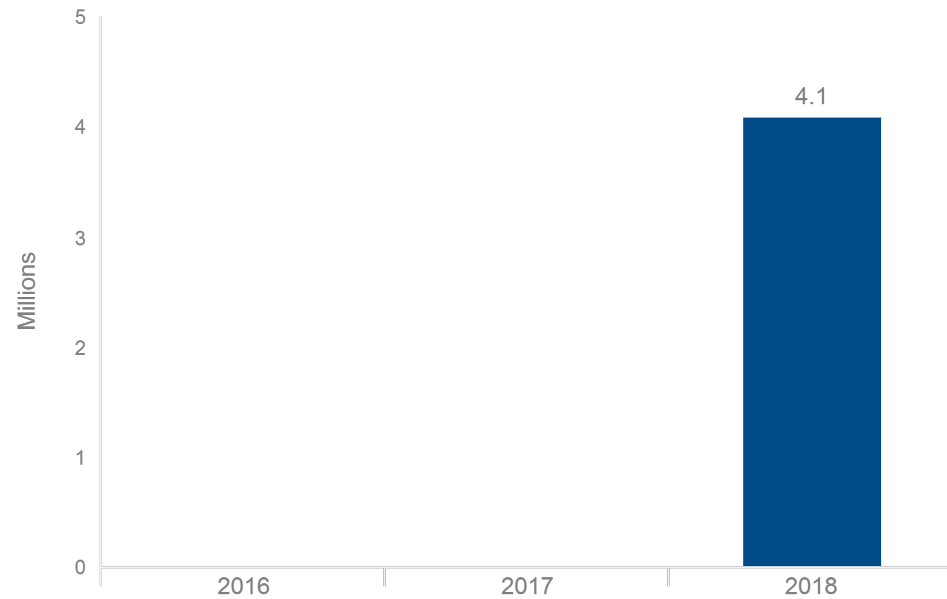
Total Size of U.S. Overnight Travel Market



2018 Overnight Trips



Overnight Trips to Baton Rouge



Total Size of Baton Rouge 2018 Domestic Travel Market

Total Person-Trips

11.3 Million

- vs. last year

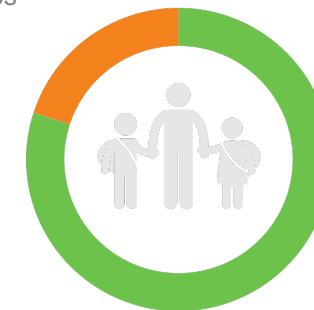


- Day
63% | 7.2 Million
- Overnight
37% | 4.1 Million

Size of Baton Rouge Overnight Travel Market - Adults vs. Children

Total Overnight Person-Trips

4.1 Million



- Adults
80% | 3.3 Million
- Children
20% | 0.8 Million

Domestic Overnight Expenditures - by Sector

Total Spending

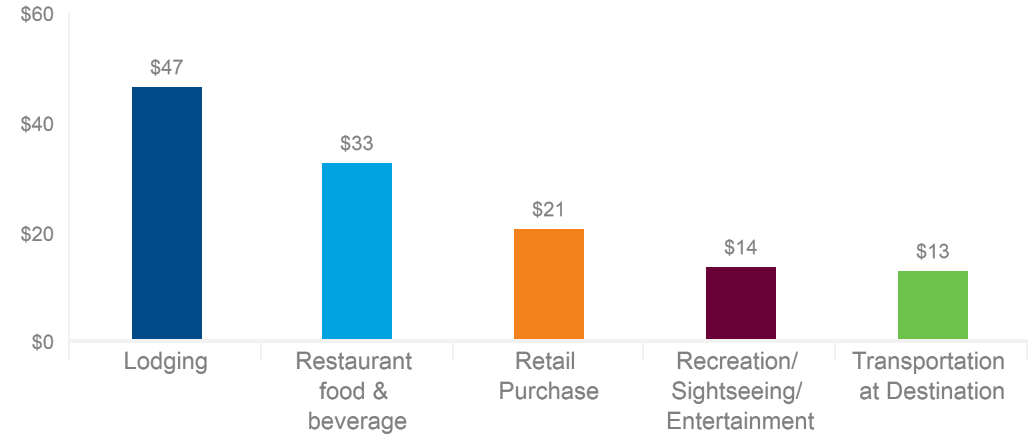
\$0.525 Billion

- vs. last year

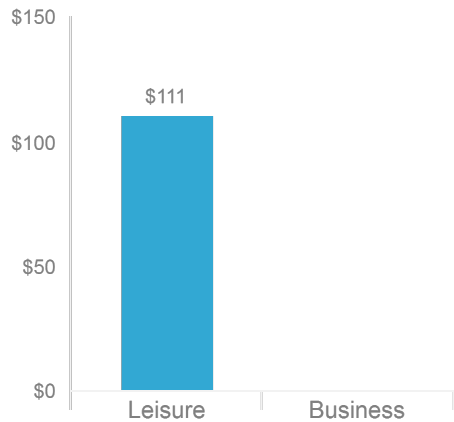


- Lodging
37% | \$193 Million
- Transportation at Destination
10% | \$52 Million
- Restaurant Food & Beverage
26% | \$136 Million
- Retail Purchase
16% | \$86 Million
- Recreation/Entertainment
11% | \$59 Million

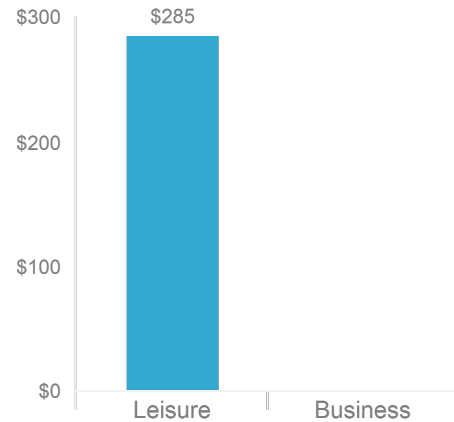
Average Per Person Expenditures on Domestic Overnight Trips - by Sector



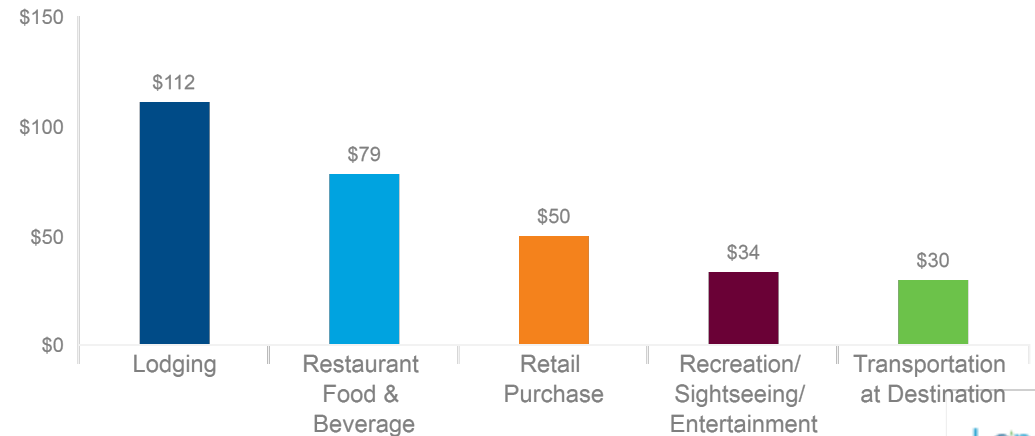
Average Per Person Expenditures on Domestic Overnight Trips - by Trip Purpose



Average Per Party Expenditures on Domestic Overnight Trips - by Trip Purpose



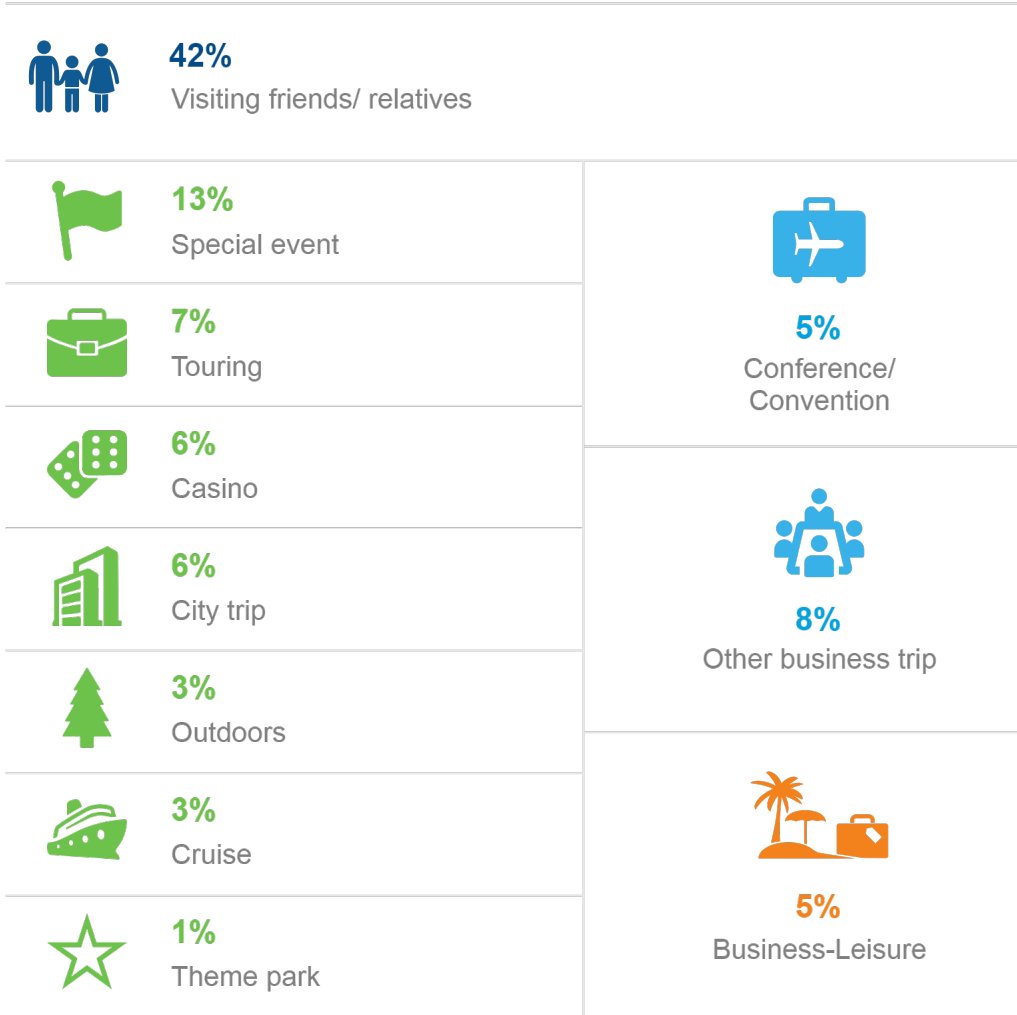
Average Per Party Expenditures on Domestic Overnight Trips - by Sector



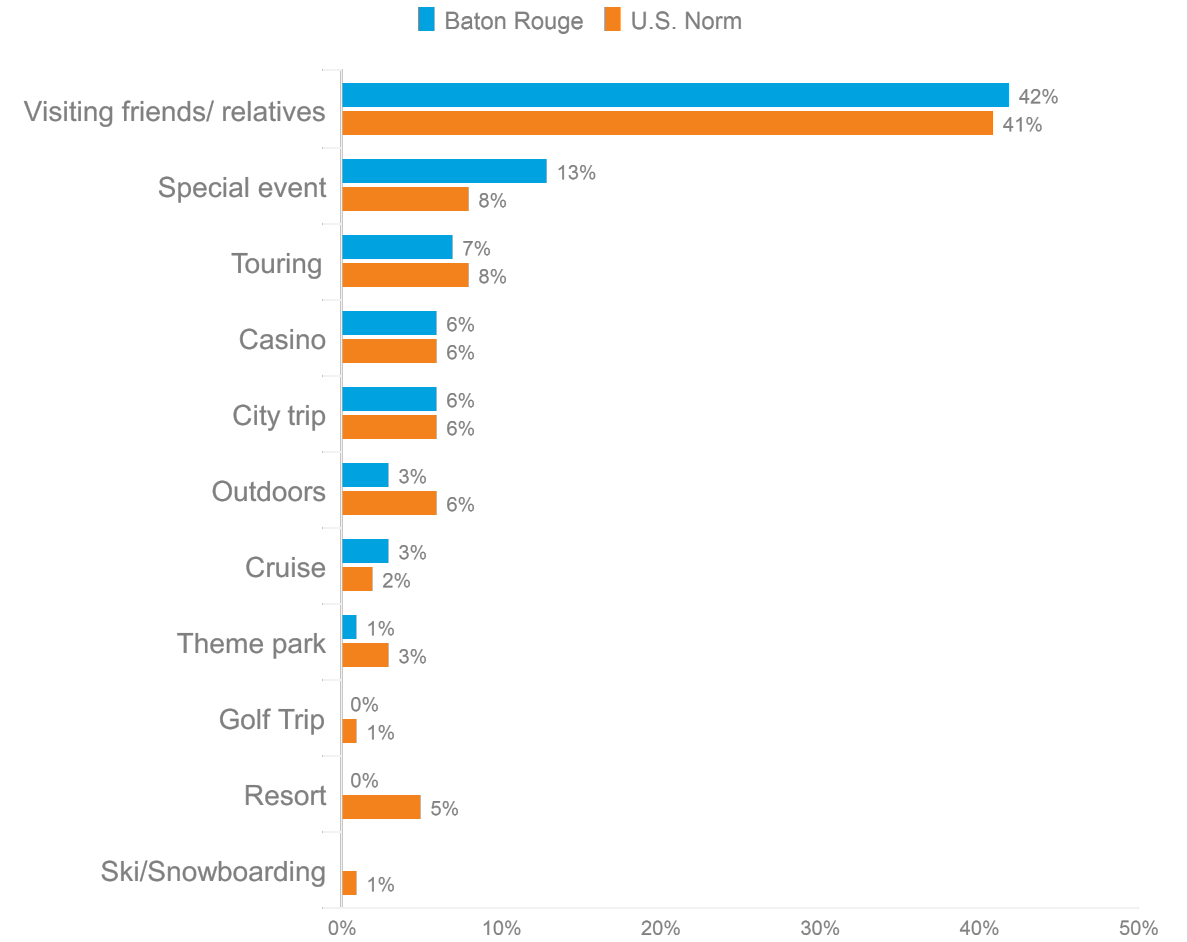
Baton Rouge's Overnight Trip Characteristics

Base: 2018 Overnight Person-Trips

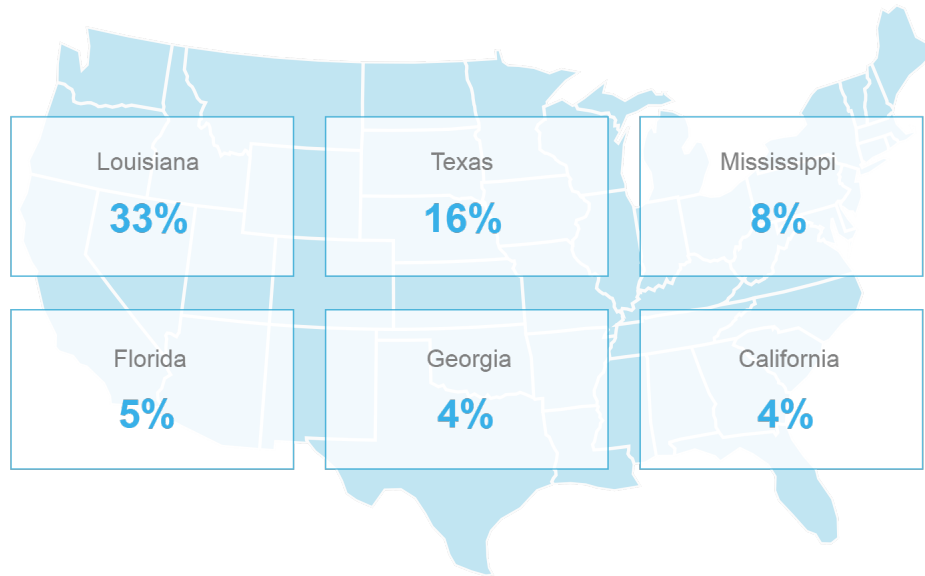
Main Purpose of Trip



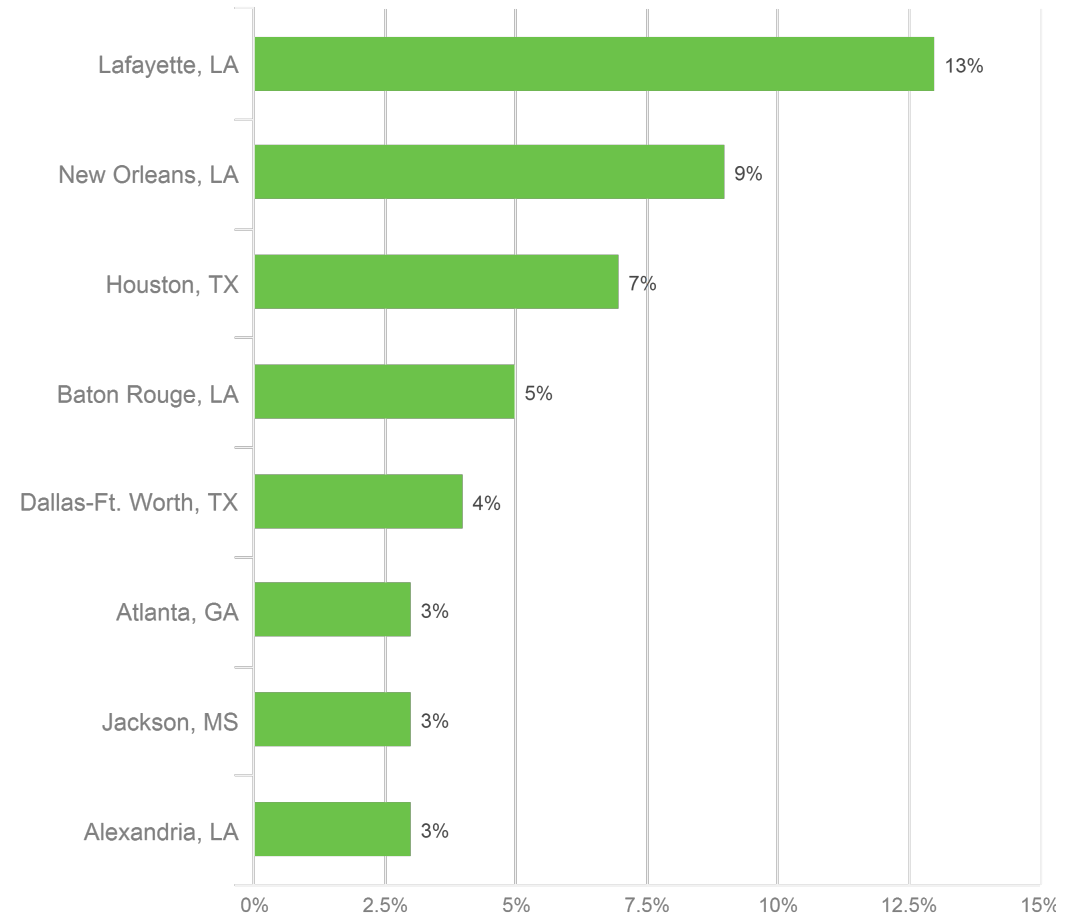
Main Purpose of Leisure Trip



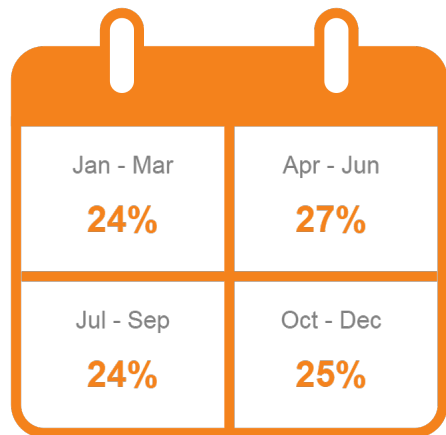
State Origin Of Trip



DMA Origin Of Trip



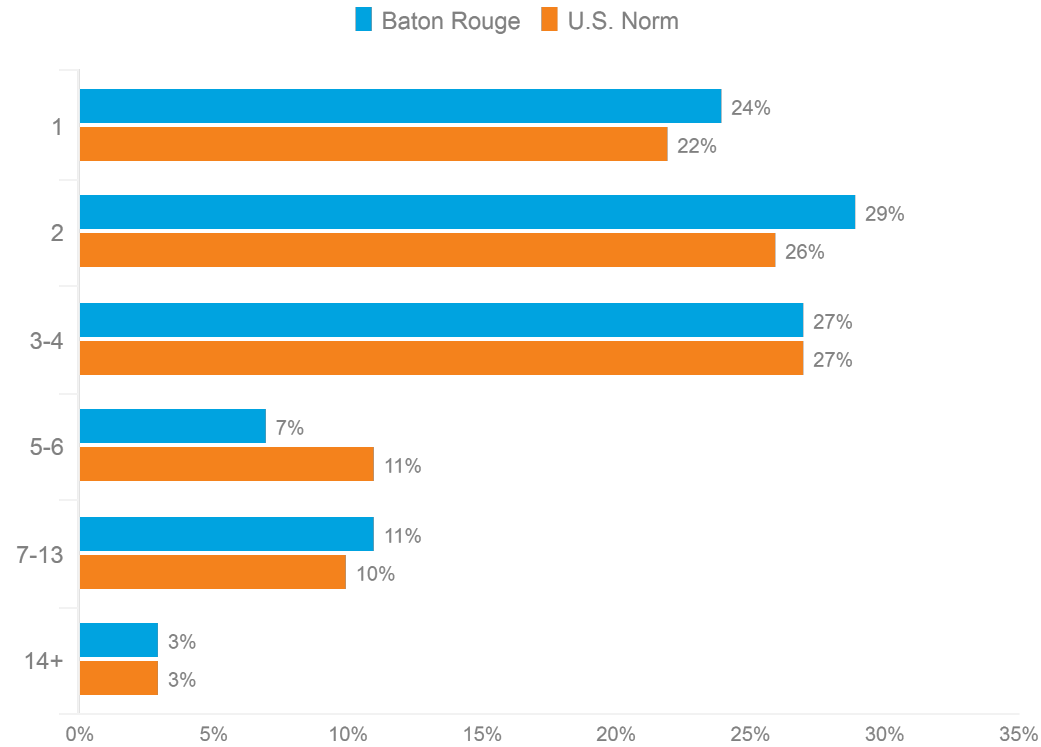
Season of Trip



Baton Rouge's Overnight Trip Characteristics

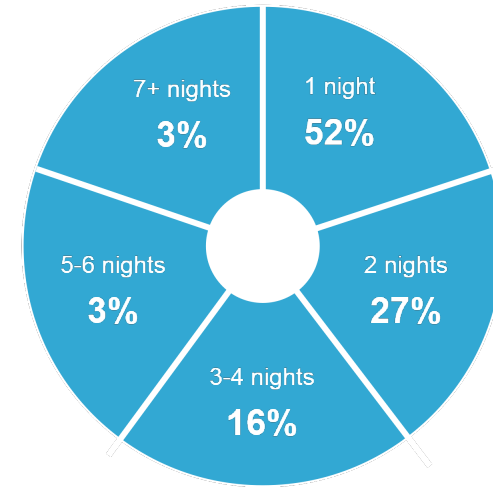
Base: 2018 Overnight Person-Trips

Total Nights Away on Trip



Baton Rouge
3.5
Average Nights

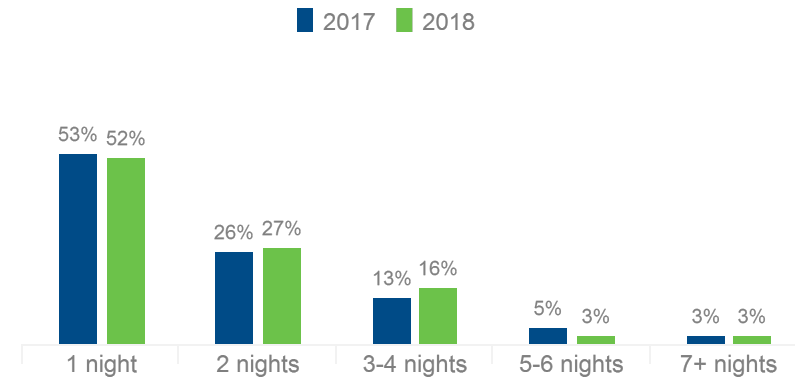
U.S. Norm
3.8
Average Nights



Nights Spent in Baton Rouge

Average number of nights
2.1

Number of Nights Spent in Baton Rouge - Trended



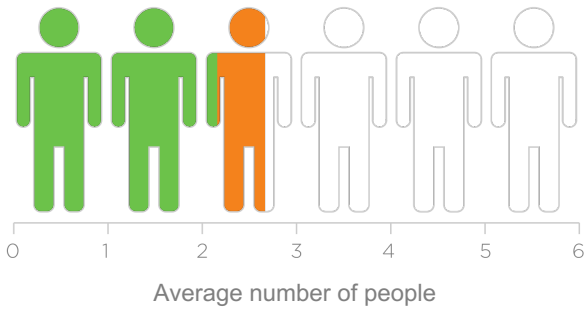
Average in 2018
2.1
Nights

Average last year
2.2
Nights

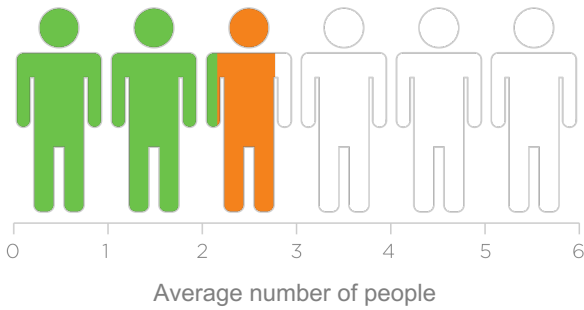
Size of Travel Party

■ Adults ■ Children

Baton Rouge

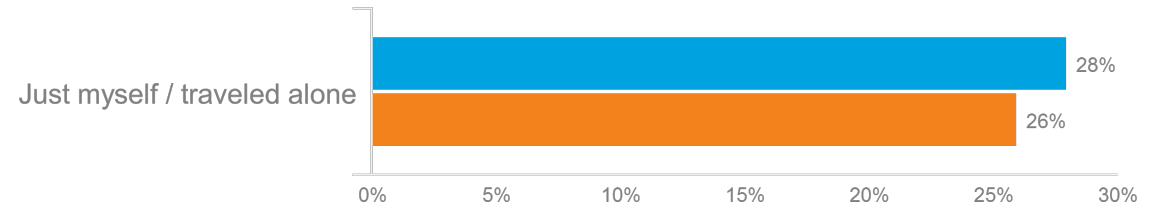


U.S. Norm



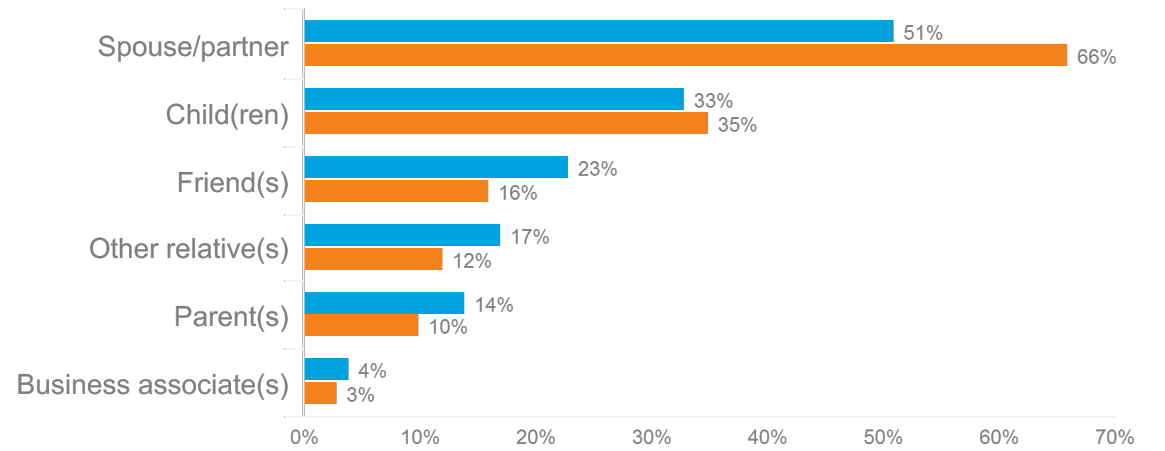
Percent Who Traveled Alone

■ Baton Rouge ■ U.S. Norm



Composition of Immediate Travel Party












■ Baton Rouge ■ U.S. Norm










Baton Rouge's Overnight Trip Characteristics

Base: 2018 Overnight Person-Trips

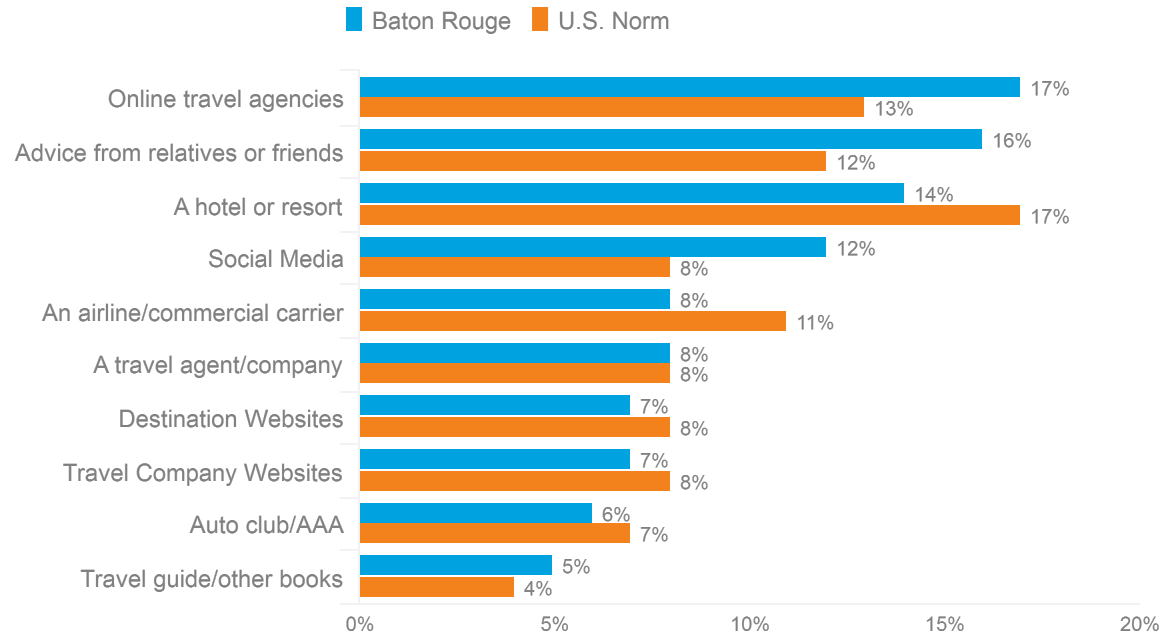
Transportation

			U.S. Norm
Own car/truck		<div style="width: 74%;"></div> 74%	67%
Plane		<div style="width: 19%;"></div> 19%	23%
Rental car		<div style="width: 17%;"></div> 17%	18%
Online Taxi Service		<div style="width: 9%;"></div> 9%	13%
Taxi Cab		<div style="width: 5%;"></div> 5%	8%
Bus		<div style="width: 5%;"></div> 5%	5%
Ship/Boat		<div style="width: 2%;"></div> 2%	2%
Camper, RV		<div style="width: 1%;"></div> 1%	2%
Train		<div style="width: 0%;"></div> 0%	5%
Motorcycle		<div style="width: 0%;"></div> 0%	1%
Bicycle		<div style="width: 0%;"></div> 0%	1%

Accommodations

		Baton Rouge	U.S. Norm
	Other hotel	32%	22%
	Home of friends or relatives	28%	24%
	Motel	18%	16%
	Resort hotel	13%	24%
	Other	8%	5%
	Bed & breakfast	5%	4%
	Own condo / apartment / cabin / second home	3%	3%

Trip Planning Information Sources



Devices Used for Trip Planning

	Baton Rouge	U.S. Norm
Any device	80%	84%
Smartphone	42%	33%
Laptop	42%	43%
Desktop/Home computer	38%	40%
Tablet	16%	17%

Length of Trip Planning



Baton Rouge

More than 1 year in advance	4%
6-12 months	12%
3-5 months	16%
2 months	12%
1 month or less	33%
Did not plan anything in advance	22%

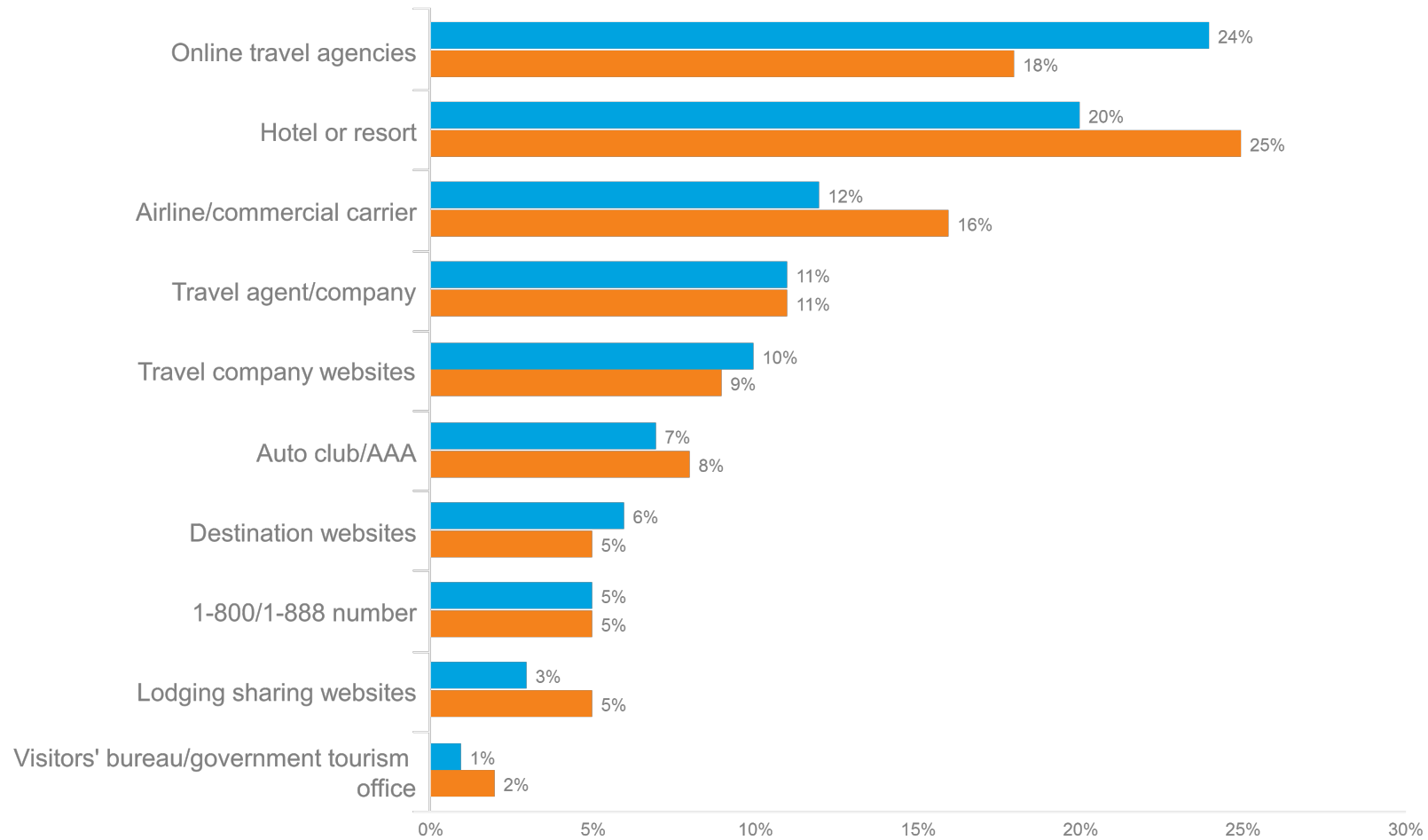


U.S. Norm

More than 1 year in advance	4%
6-12 months	14%
3-5 months	17%
2 months	16%
1 month or less	33%
Did not plan anything in advance	14%

Method of Booking

■ Baton Rouge ■ U.S. Norm



Activities and Experiences (Top 10)

Shopping



39%

U.S. Norm
30%

Bar/nightclub



21%

U.S. Norm
15%

Casino



16%

U.S. Norm
12%

Landmark/historic site



12%

U.S. Norm
12%

Swimming



12%

U.S. Norm
14%

Museum



12%

U.S. Norm
10%

Fine/upscale dining



11%

U.S. Norm
12%

Zoo



9%

U.S. Norm
4%

Dance



8%

U.S. Norm
4%

Beach/waterfront



7%

U.S. Norm
13%

Activities of Special Interest (Top 5)

Baton Rouge






Historic places	28%
Cultural activities/Attractions	25%
Exceptional Culinary Experiences	16%
Brewery Tours/Beer Tasting	7%
Wedding	5%

Activities of Special Interest (Top 5)





U.S. Norm

Historic places	22%
Cultural activities/Attractions	17%
Exceptional Culinary Experiences	12%
Brewery Tours/Beer Tasting	7%
Winery Tours/Tasting	6%











Online Social Media Use by Travelers

	Baton Rouge	U.S. Norm
 Used any social media	63%	66%
 Looked at travel-related photos or video online	27%	23%
 Posted travel photos or video online	26%	29%
 Accessed travel deals, news, events, or promotions	25%	20%
 Read travel reviews	24%	26%

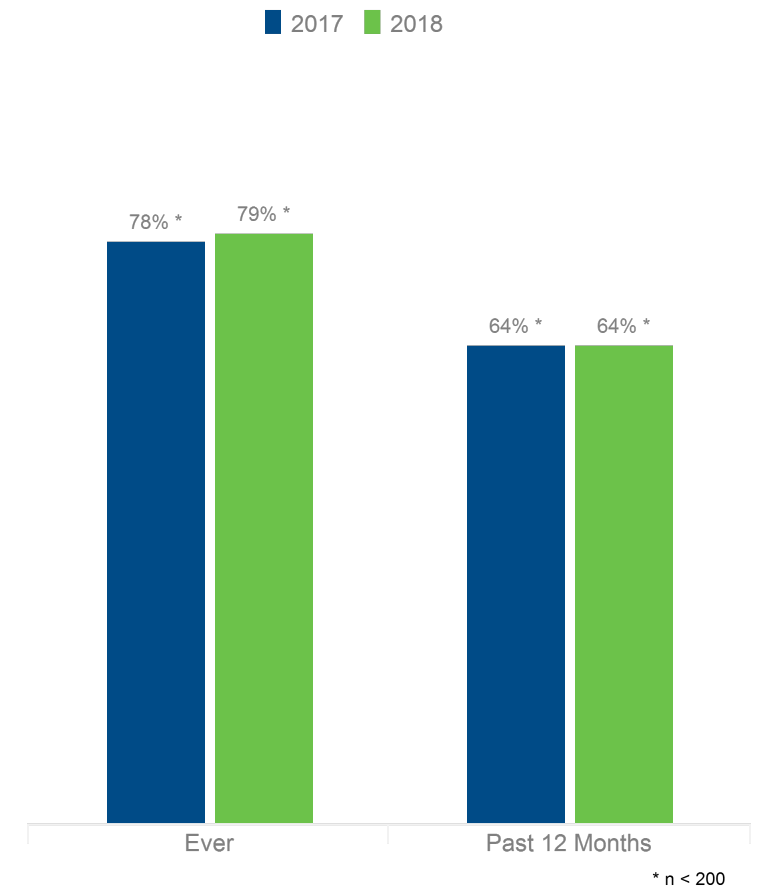
Devices Using During Trip

	Baton Rouge	U.S. Norm
 Any device	85%	83%
 Smartphone	74%	68%
 Laptop	32%	31%
 Tablet	24%	26%

% Very Satisfied with Trip

	Overall trip experience	★★★★★☆☆☆☆	66%
	Friendliness of people	★★★★★☆☆☆☆	66%
	Quality of food	★★★★★☆☆☆☆	63%
	Quality of accommodations	★★★★★☆☆☆☆	63%
 	Cleanliness	★★★★★☆☆☆☆	50%
	Sightseeing and attractions	★★★★★☆☆☆☆	50%
	Value for money	★★★★★☆☆☆☆	50%
	Safety and Security	★★★★★☆☆☆☆	49%
	Music/nightlife/entertainment	★★★★☆☆☆☆	42%

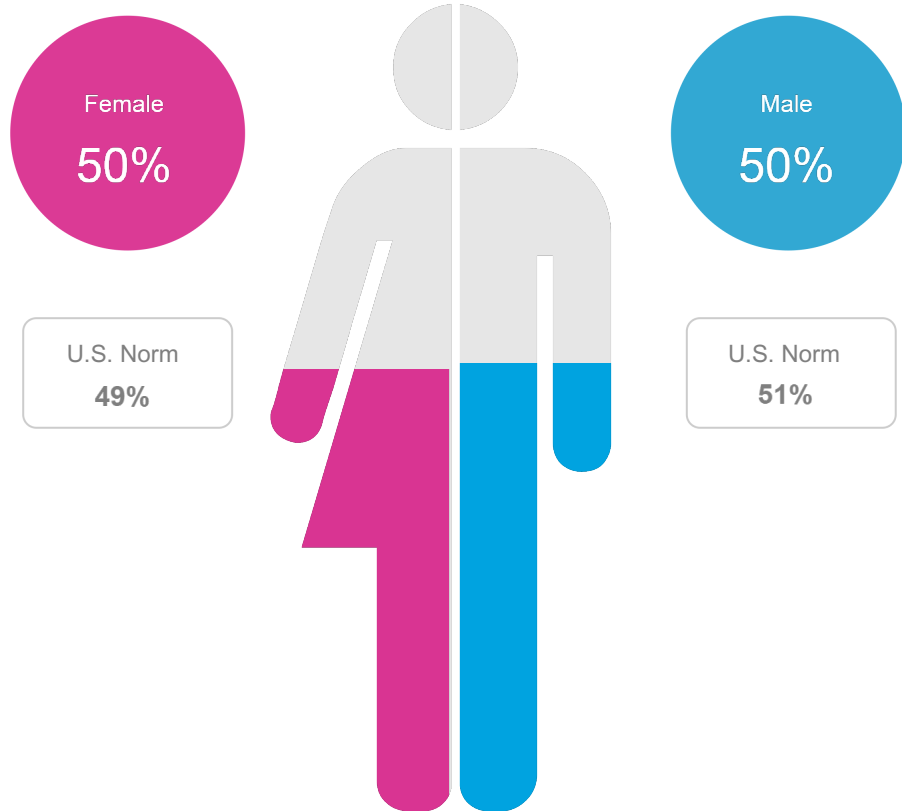
Past Visitation to Baton Rouge



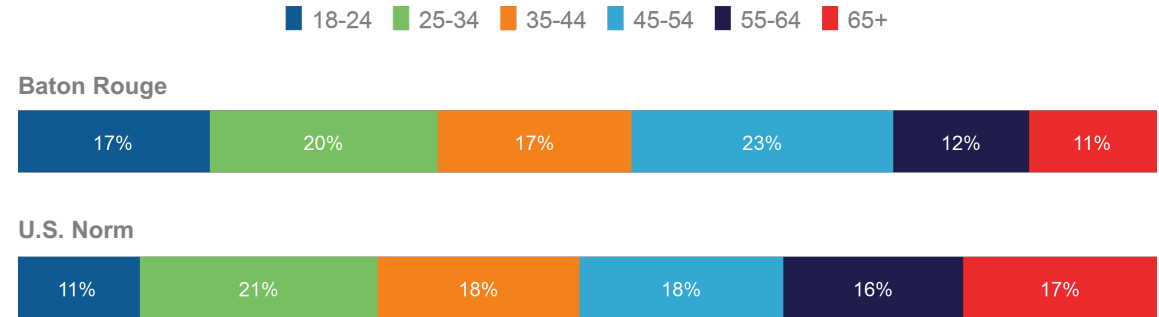
Demographic Profile of Overnight Baton Rouge Visitors

Base: 2018 Overnight Person-Trips

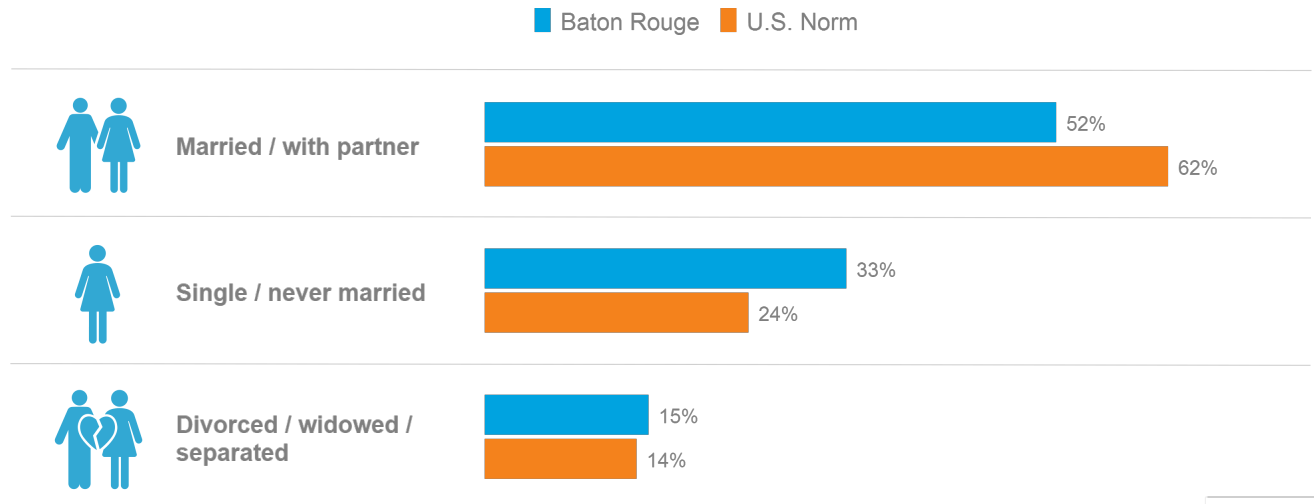
Gender



Age



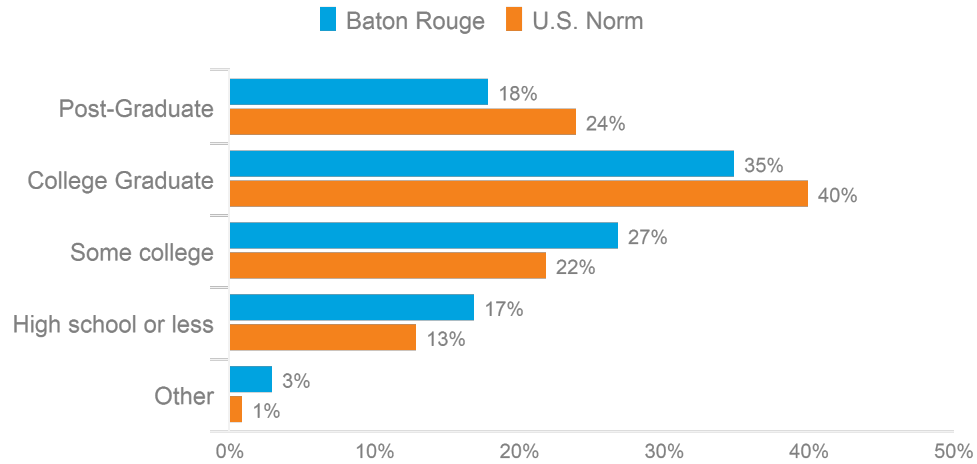
Marital Status



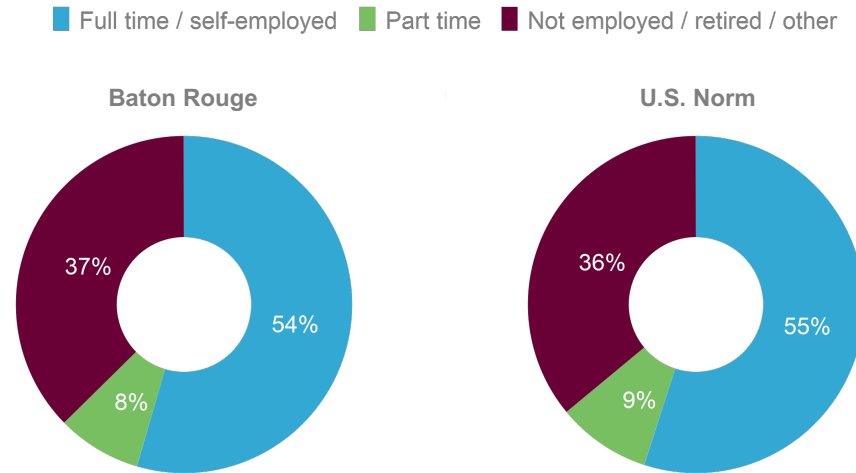
Demographic Profile of Overnight Baton Rouge Visitors

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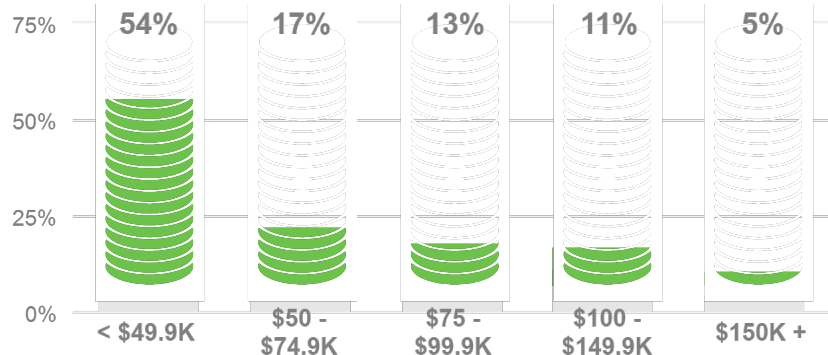
Education



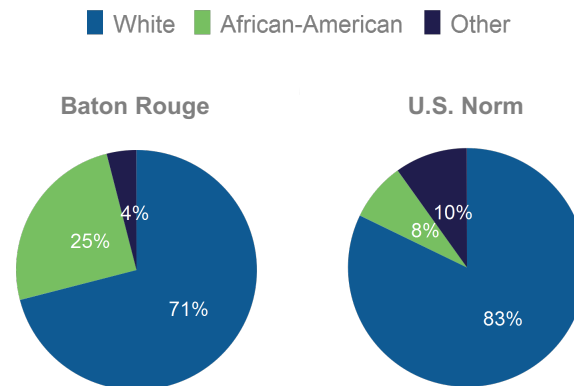
Employment



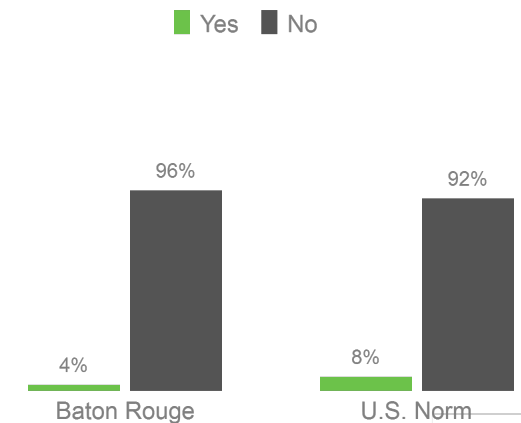
Household Income



Race

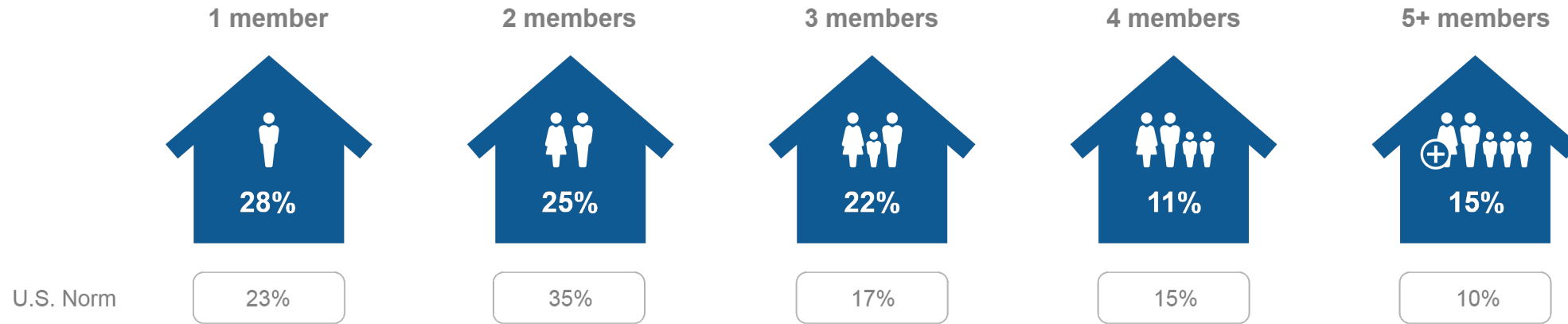


Hispanic Background

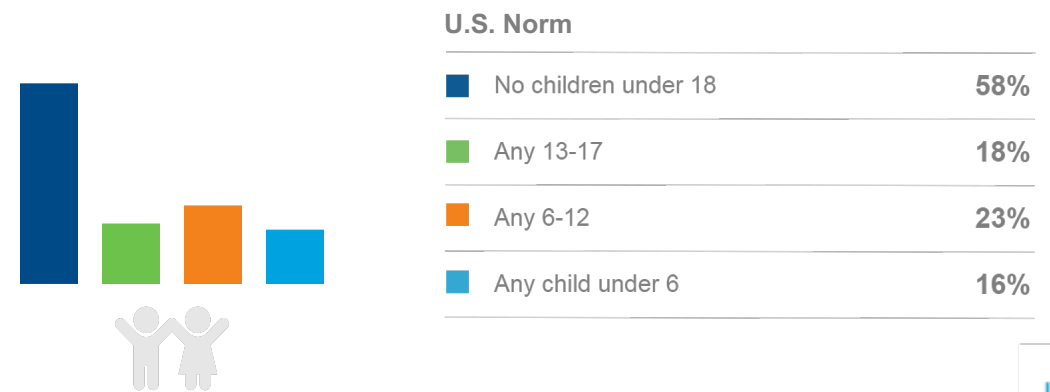
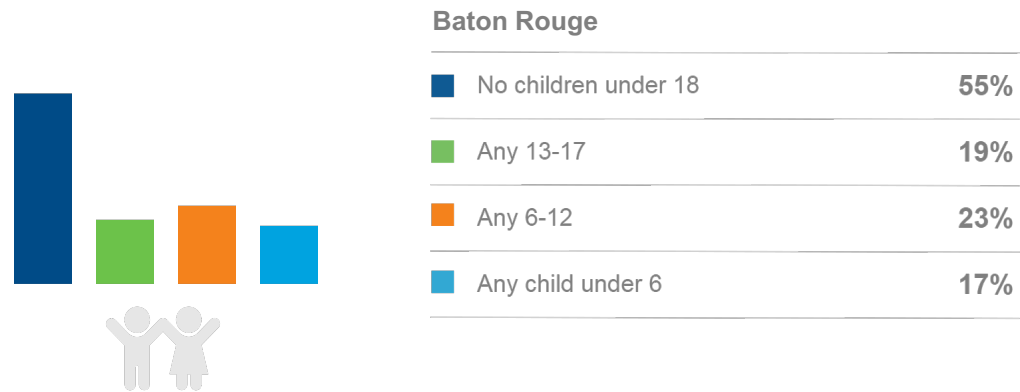


U.S. Norm

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 the tagline "40 YEARS TOGETHER", which is also in a green, all-caps sans-serif font. The background consists of a white diagonal shape on the left and a blue geometric pattern of overlapping triangles and polka dots on the right.