

Find The Travelers That Are Trying To Find You.

Since its launch, nearly 3 million visitors have viewed more than 13 million pages and generated almost 250,000 requests for Louisiana Travel Literature. This translates to a powerful impact of an estimated \$11.6 million on the Louisiana economy.



Average Annual TourLouisiana Website Statistics

SESSIONS **419,409**

PAGE VIEWS **1,982,406**

2016 Visitor Guide Requests

Average economic injection for each Visitor Guide sent out is **\$48***. In the last year, TourLouisiana.com facilitated **36,371** Visitor Guide Requests.

ECONOMIC IMPACT OF THOSE REQUESTS

= **\$1,745,808**

2016 Audience Overview



25%

Traffic From Louisiana and Feeder States



4.7

Pageviews Per Session



7:40

Session Duration



23%

Traffic From Organic Searches

2016 Actions Triggered



36,371
requests



32,672
views



125,835
engagements

*Source: Western Association of Convention & Visitor Bureau's Economic Impact of Visitor Guide Requests 2014