

Find The Travelers That Are Trying To Find You.

Since it's 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

