



## Louisiana Tax Free Shopping Survey Results

March 28, 2016



Mandala | Research, LLC

Insight • Strategy • Results

France (7.2%) tops the list of countries from which these shoppers traveled.

Country of Residence	N=375
France	7.2%
UK / Ireland	6.4%
Canada	6.4%
Japan	5.9%
Philippines	5.9%
Honduras	5.6%
Mexico	5.3%
Brazil	4.8%
Australia	4.5%
Panama	4.5%
China	4.3%
Middle East	3.5%
Other	33.3%



New Orleans was the city of entry for a quarter of them, 25%.

City of Entry	N=375
New Orleans	25.3%
Atlanta	12.5%
Houston	11.7%
Miami	10.9%
New York	9.6%
Los Angeles	6.1%
Dallas	4.3%
Other	12.8%
Unknown	6.7%



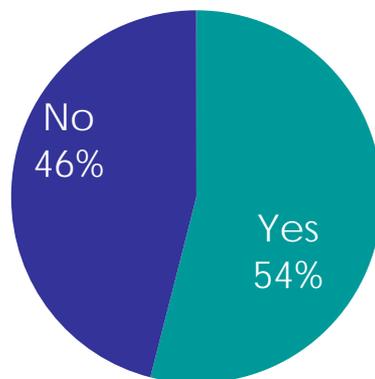
The average length of stay in the US was over 2 weeks, 15.2 days.

Number of Days in US	N=363
1-7 days	38.3%
8-14 days	29.8%
15-21 days	13.8%
22-28 days	3.9%
29+ days	14.3%
Mean	15.21



For over half of these shoppers, 54%, this was their first trip to Louisiana.

First Trip to Louisiana  
N=359



The vast majority, 98%, of these shoppers visited New Orleans, around 13% visited Baton Rouge.

Cities Visited in Louisiana	N=365
New Orleans	98.1%
Baton Rouge	12.9%
Lafayette	6.3%
Lake Charles	3.0%
Alexandria	0.0%
Shreveport	0.3%
Other	6.0%

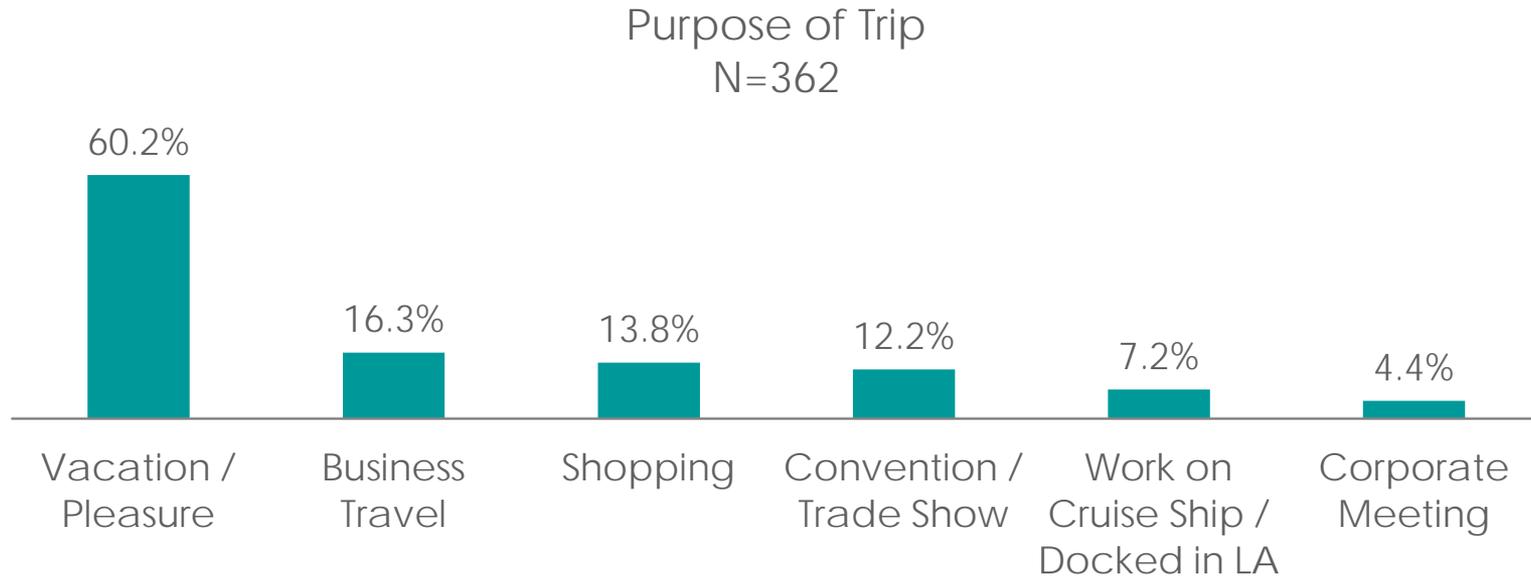


Over a third of these shoppers traveled alone, 38%; 32% traveled with one other person.

Number of People in Group	N=314
1	37.6%
2	31.5%
3	10.5%
4	7.0%
5-10	8.3%
11+	5.1%
Mean	2.78

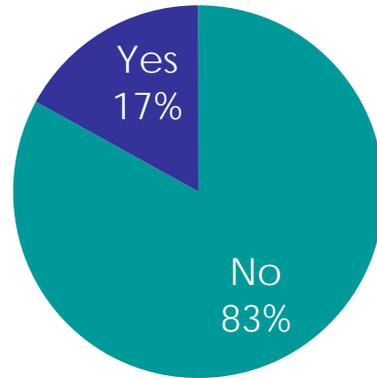


Three in five of these shoppers, 60%, were in Louisiana on vacation.



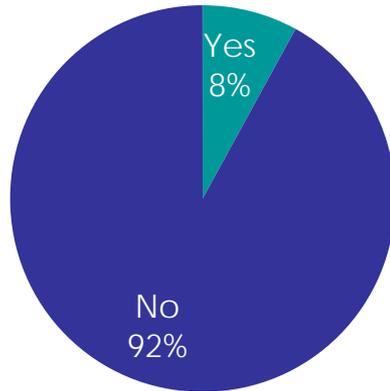
Almost two in ten, 17%, shopped in cities other than New Orleans during their trip to Louisiana.

Shopped in LA Cities Other than New Orleans  
N=350



Among those for whom shopping was not the trip purpose, nearly one in ten, 8%, extended their stay by an average of 6 days.

Changed Plans to Stay Extra Days  
N=332

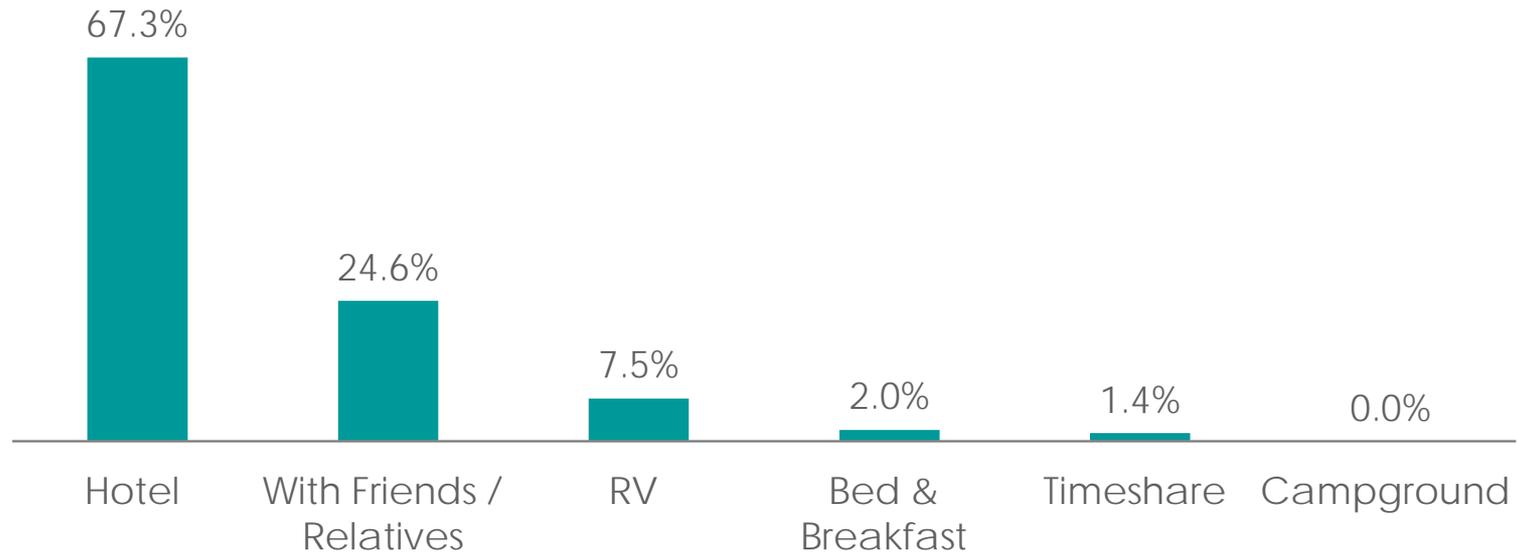


Number of Extra Days	N=22
1 day	18.2%
2 days	31.8%
3 days	13.6%
4 days	9.1%
5 days	4.5%
6 days	0.0%
7 days	4.5%
8+ days	18.2%
Mean	5.74



Just over two-thirds of these shoppers stayed in a hotel, 67%. A quarter stayed with family and friends.

Accommodations  
N=346



Among those who stayed in a hotel, the average nightly room rate paid was \$181. A majority stayed in one room, 84%.

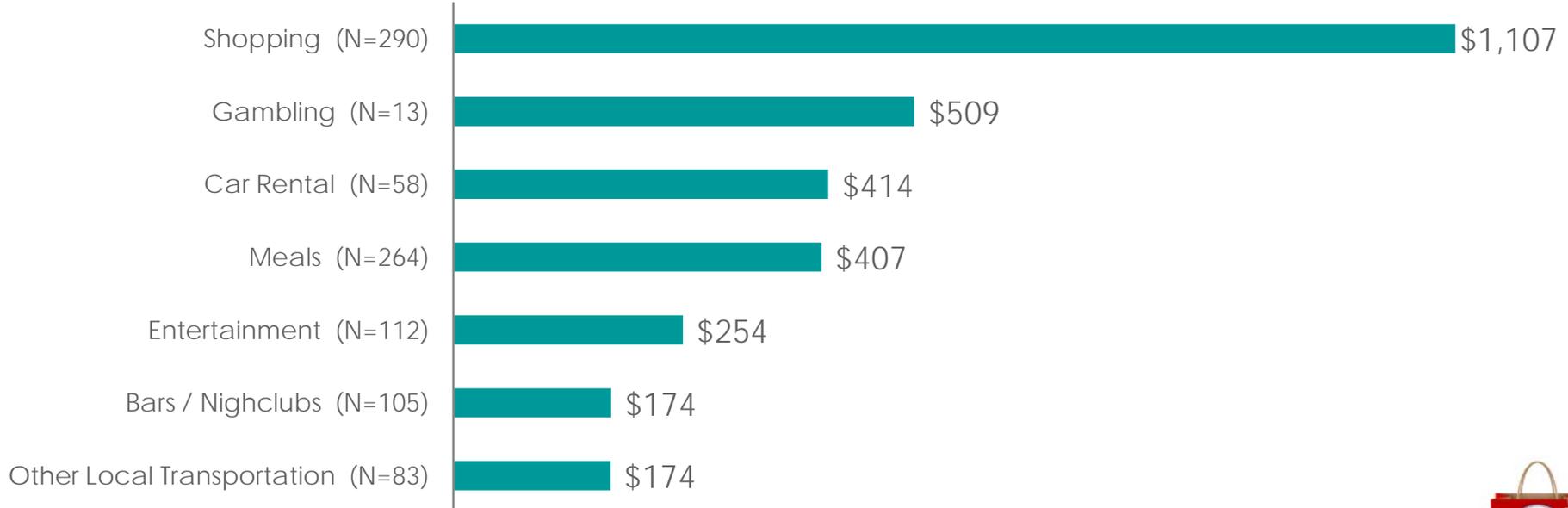
Number of Rooms	N=160
1 room	83.8%
2 rooms	8.8%
3 rooms	3.1%
4+ rooms	4.4%
Mean # of Rooms	1.49

Nightly Room Rate	N=153
Under \$100	12.4%
\$100 - \$150	34.0%
\$151 - \$200	33.3%
\$201 - \$250	11.1%
\$251+	9.2%
Mean	\$181.07



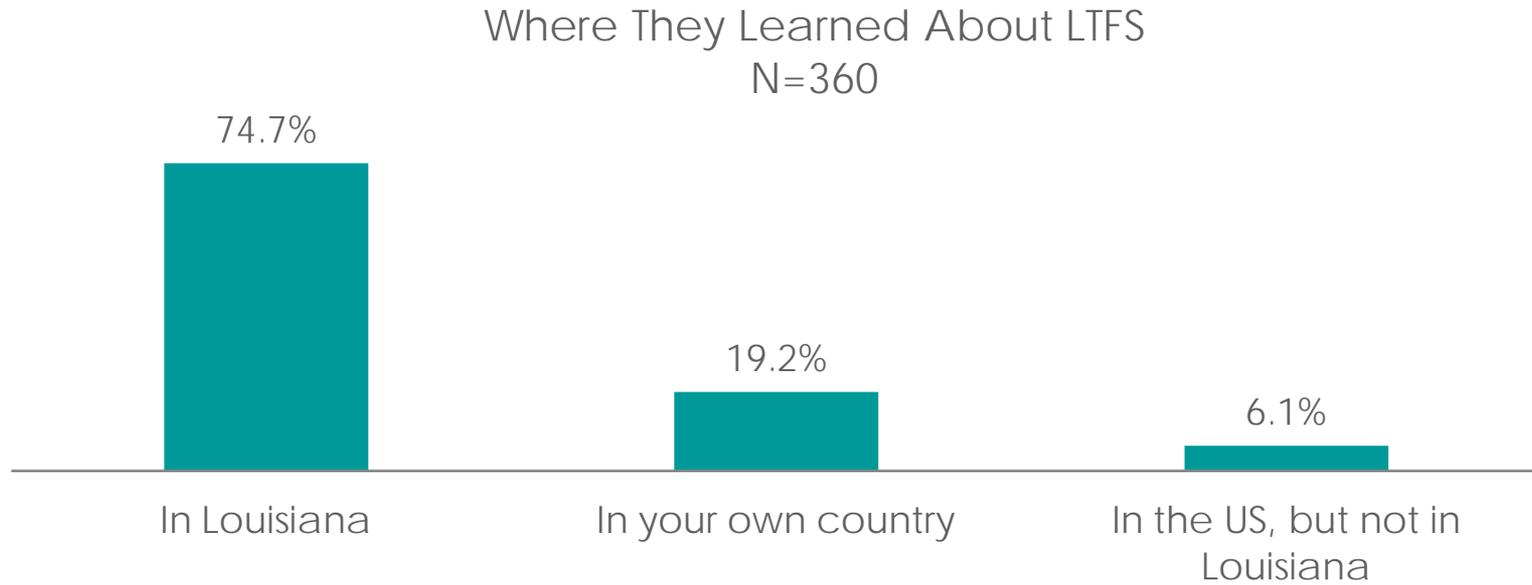
Total average spent by these travelers was \$3038. Over a third of this total was spent shopping.

### Average Amount Spent



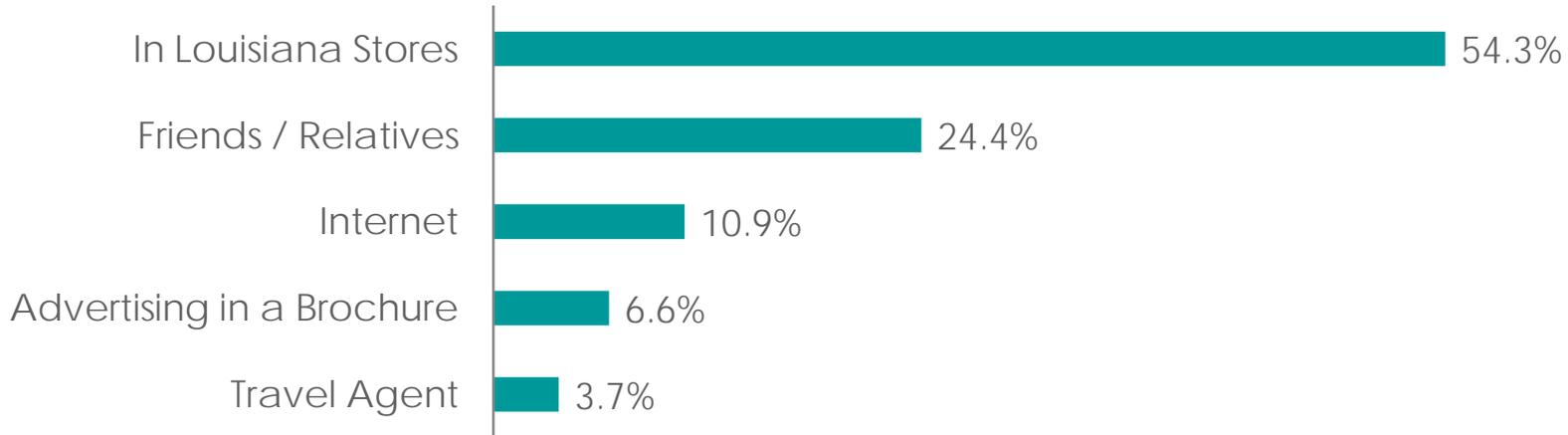
About two in ten shoppers learned about LTFS in their home country, 19%. Most learned about it when they came to Louisiana, 75%.

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Over half of these shoppers learned about the program in stores within the state, 54%. A quarter learned about it through friends and family, 24%.

How They Learned about LTFS  
N=348

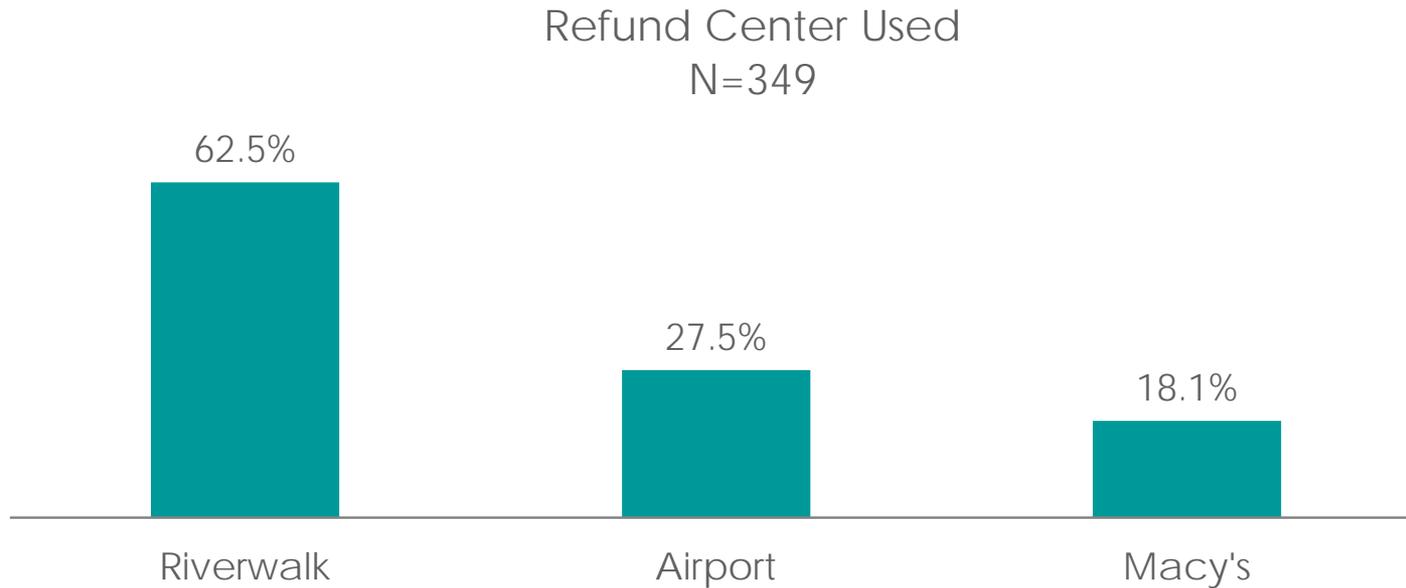


These shoppers are satisfied with the program and will recommend it, 95%. Eight in ten said they spent more money in state because of LTFS.

Agree with following statements Top 2 (Strongly Agree and Agree)	N=358
I am satisfied with the Louisiana Tax Free Shopping Program	95%
I will recommend Louisiana Tax Free Shopping to friends wanting to visit Louisiana	95%
The Louisiana Tax Free Shopping Program was easy to use	89%
The program influenced me to spend more money in Louisiana	80%
Vendors volunteered info about the LTFS program	70%
LTFS program will be a major reason for me to return to Louisiana	66%
I visited other states but spent more money in Louisiana because of the LTFS program (N=304)	64%



Three-fifths used the refund center at The Riverwalk, 63%.



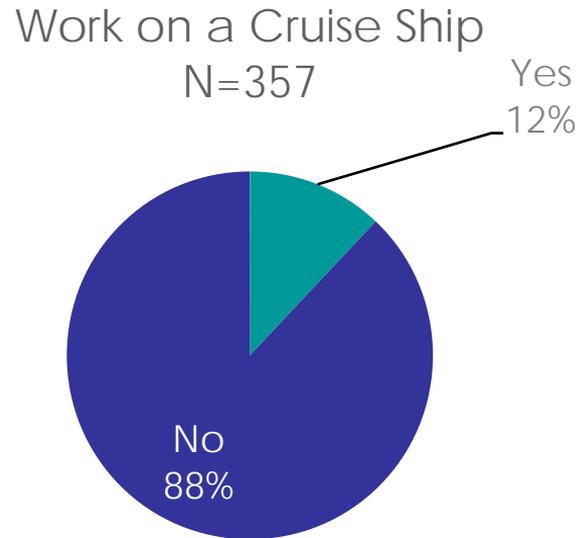
Because of LTFS, these shoppers spent on average \$738 more. The mean amount spent at the store or mall was \$494.

Additional \$ Spent Because of LTFS	N=163
Under \$200	17.8%
\$200 - \$500	52.8%
\$501 - \$1,000	16.0%
\$1,001 - \$1,500	0.6%
\$1,501+	12.9%

Amount Spent at Mall / Store	N=192
Under \$100	22.9%
\$100-\$250	29.2%
\$251-\$500	25.5%
\$501-\$1,000	10.9%
\$1,001+	11.5%

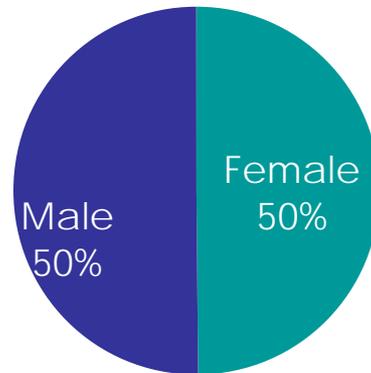


The majority of these shoppers, 88%, do not work on cruise ships.



Half of these shoppers are men.

Gender  
N=353



The average age of these shoppers is 41.5.

Age  
N=342

