



International Visitor Profile

Key Findings

- 1 2026 projected spending:** \$931.7M (+6.4% YOY). Projected visitors: 578.2K (+4.3% YOY).
- 2 Top 10 Source Markets by Spending:** Canada (\$157.3M), UK + Ireland (\$127.5M), DACH Region (\$104.2M), Australia (\$66.8M), Brazil (\$38.2M), China (\$37.0M), France (\$33.2M), India (\$23.6M), Nordics (\$19.1M), Benelux (\$18.8M).
- 3 Top 5 Growth Markets (Spending YOY):** Bulgaria (+18.5%), Singapore (+15.4%), Taiwan (+15.2%), Israel (+13.1%), Indonesia (+13.1%).
- 4 Top 5 Declining Markets (Spending YOY):** Iran (-10.4%).
- 5** Canada leads by spending (\$157.3M). Canada leads by visits (152.4K).
- 6 CAGR:** 2023-2027 projected spending CAGR (5.5%) exceeds 2015-2019 (1.6%).
- 7 Visitor Perceptions (Intl Markets):** 67% familiarity, 75% appeal, 41% likely to visit in the next 5 years.
- 8 U.S. Trip Profile (Intl Markets):** Average spending \$5,049. Average stay: 12.3 days. Average destinations: 4.4.
- 9 Top Motivation:** For rest and relaxation (45%)
- 10 Preferred Tone:** Friendly/welcoming (45%)
- 11 Top Barrier:** Political issues/unrest (64%)

Louisiana

\$931.7M

2026 Projected Spending

+6.4% YOY vs. 2025

\$762.6M

2026 Overseas Spending

+6.5% YOY vs. 2025

\$875.3M

2025 Projected Spending

-4.2% YOY vs. 2024

\$716.3M

2025 Overseas Spending

+2.5% YOY vs. 2024

578.2K

2026 Projected Visitors

+4.3% YOY vs. 2025

395.0K

2026 Overseas Visitors

+4.2% YOY vs. 2025

554.6K

2025 Projected Visitors

-8.1% YOY vs. 2024

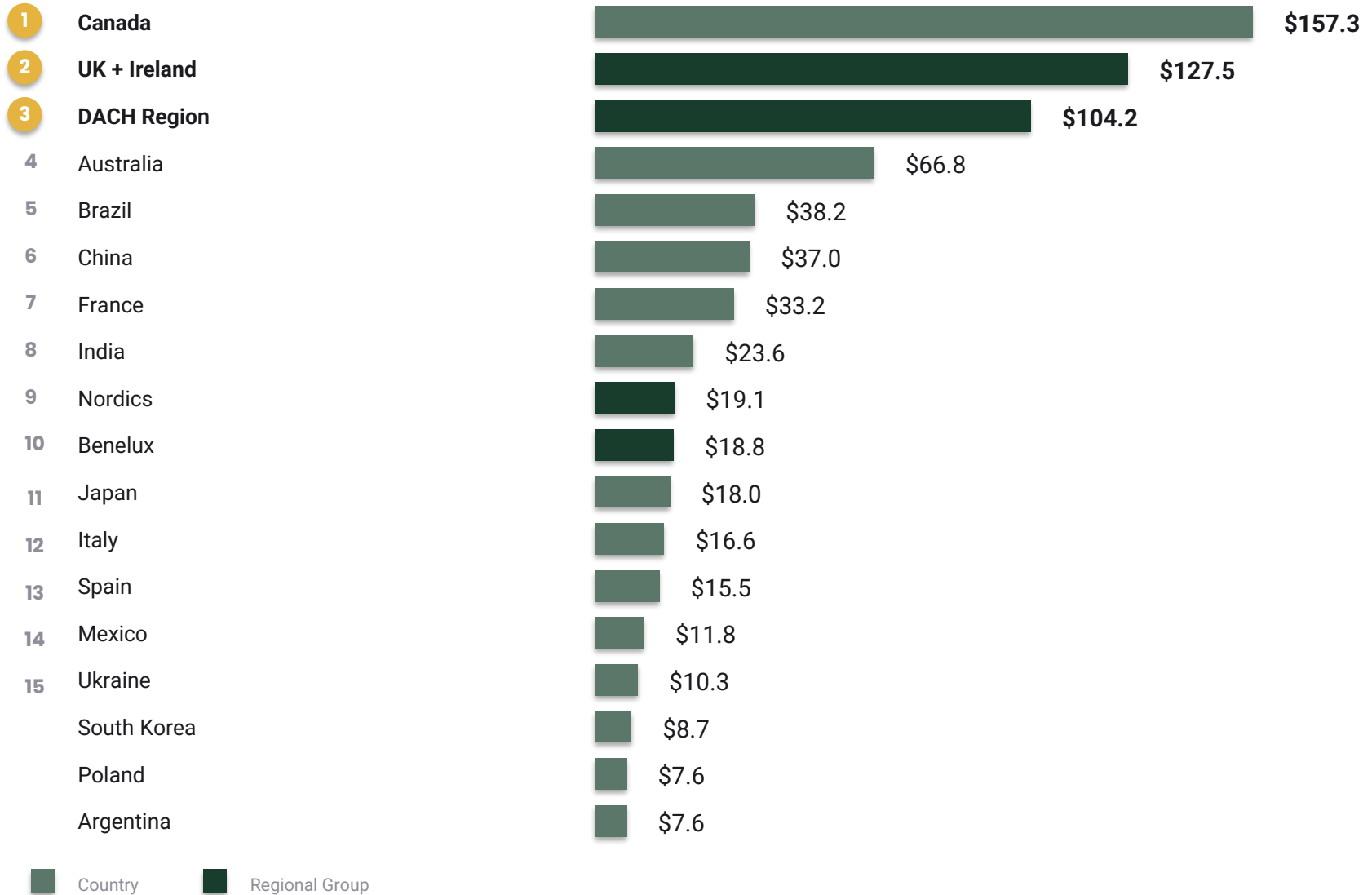
379.0K

2025 Overseas Visitors

-3.4% YOY vs. 2024

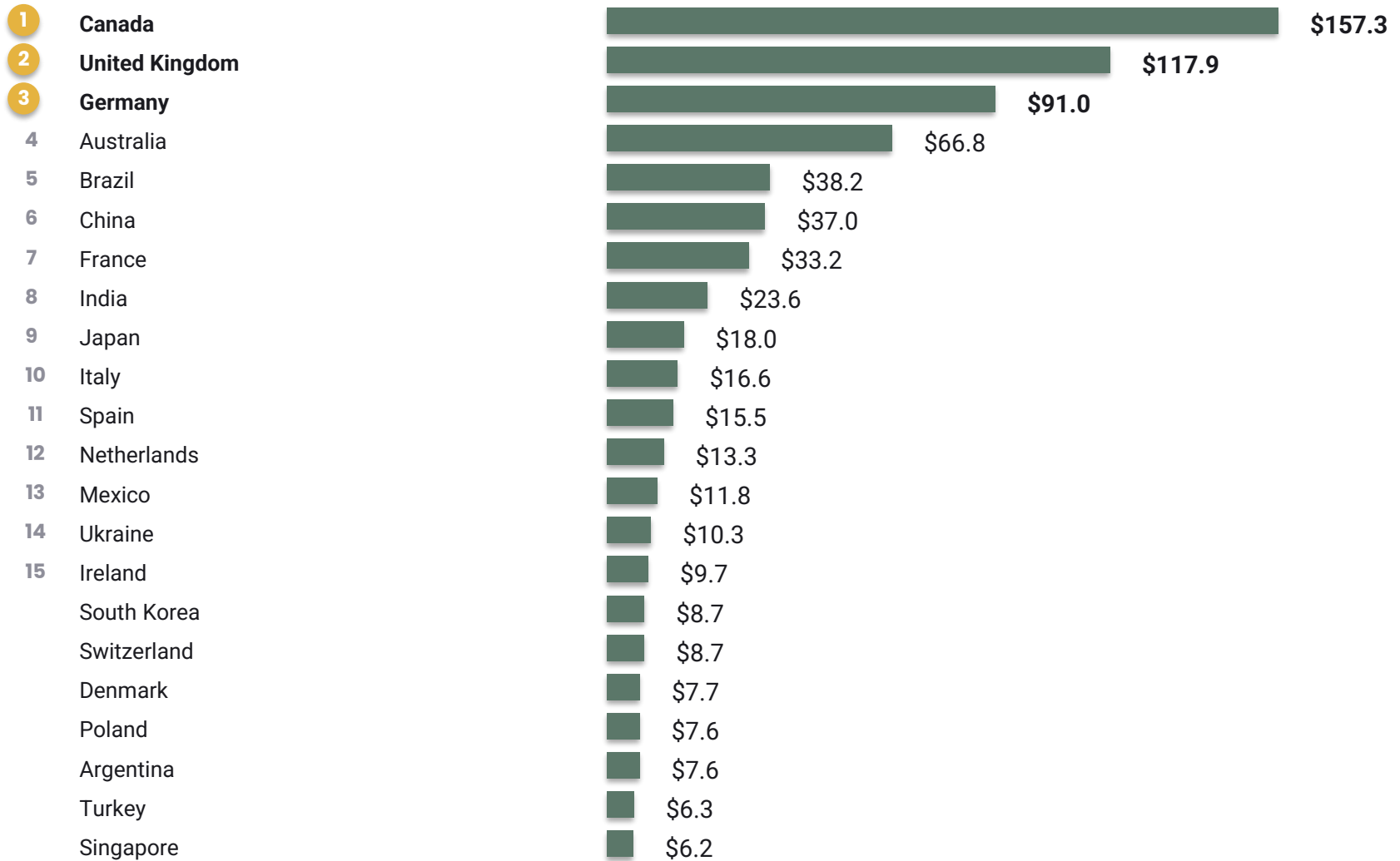
Top Source Markets | 2026 Projections

Spending (\$ millions) by market | Includes Nordics, Benelux, DACH, UK + Ireland



Top Source Markets | 2026 Projections | Detailed

Spending (\$ millions) by individual country



Top Markets Detail | 2026 Projections

Spending (\$M), visits (K), and YOY % change

#	Market	Spending (\$M)	Visits (K)	Spend Δ%	Visits Δ%
1	Canada	\$157.3	152.4	+6.3%	+4.7%
2	United Kingdom	\$117.9	66.5	+3.5%	+4.9%
3	Germany	\$91.0	46.5	+10.6%	+6.3%
4	Australia	\$66.8	27.0	+7.7%	+5.4%
5	Brazil	\$38.2	13.5	+7.0%	+3.3%
6	China	\$37.0	12.5	+5.6%	+5.0%
7	France	\$33.2	23.6	+5.6%	+3.5%
8	India	\$23.6	13.0	+6.1%	+1.4%
9	Japan	\$18.0	10.2	+7.0%	+7.8%
10	Italy	\$16.6	11.4	+4.5%	+2.2%
11	Spain	\$15.5	10.0	+11.2%	+3.5%
12	Netherlands	\$13.3	8.0	+6.7%	+3.7%
13	Mexico	\$11.8	30.7	+6.7%	+2.6%
14	Ukraine	\$10.3	1.2	+9.5%	+4.2%
15	Ireland	\$9.7	6.5	+6.3%	+5.0%
16	South Korea	\$8.7	6.0	+4.6%	+5.2%
17	Switzerland	\$8.7	4.6	+12.1%	+6.6%
18	Denmark	\$7.7	3.1	+10.3%	+7.4%
19	Poland	\$7.6	4.8	+4.3%	-0.3%
20	Argentina	\$7.6	5.1	+8.5%	+5.9%
21	Turkey	\$6.3	2.5	+0.8%	+1.3%
22	Singapore	\$6.2	3.2	+15.4%	+8.4%

% Change | 2025 Projections vs. 2024

Year-over-year spending and visits change by source market

#	Market	Spending %Δ	Visits %Δ
1	Canada	-27.4%	-20.8%
2	United Kingdom	+14.4%	+1.6%
3	Germany	+4.8%	-12.3%
4	Australia	-14.4%	-5.5%
5	Brazil	+15.0%	+0.9%
6	China	+3.8%	-4.3%
7	France	-2.8%	-6.5%
8	India	-5.3%	-4.9%
9	Japan	+10.8%	+5.0%
10	Italy	+12.9%	+5.1%
11	Spain	+12.9%	+1.4%
12	Netherlands	+12.5%	-7.6%
13	Mexico	+4.3%	+8.7%
14	Ukraine	+35.0%	+7.4%
15	Ireland	-3.2%	+0.6%
16	South Korea	-15.1%	-4.3%
17	Switzerland	-22.6%	-11.0%
18	Denmark	-25.0%	-23.2%
19	Poland	-3.3%	+4.3%
20	Argentina	+12.7%	+14.6%
21	Turkey	+25.0%	+4.8%
22	Singapore	-2.5%	-7.0%

 Decline  Growth

Growth Trajectory

2015-2019 CAGR

1.6%

Spending

1.7%

Visits

2023-2027 PROJECTED CAGR

5.5%

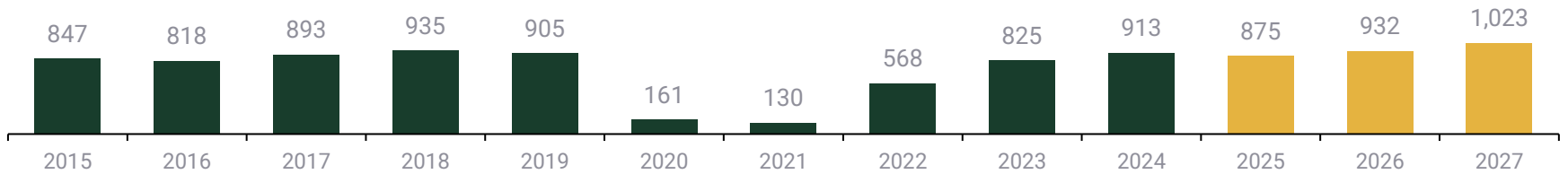
Spending

1.5%

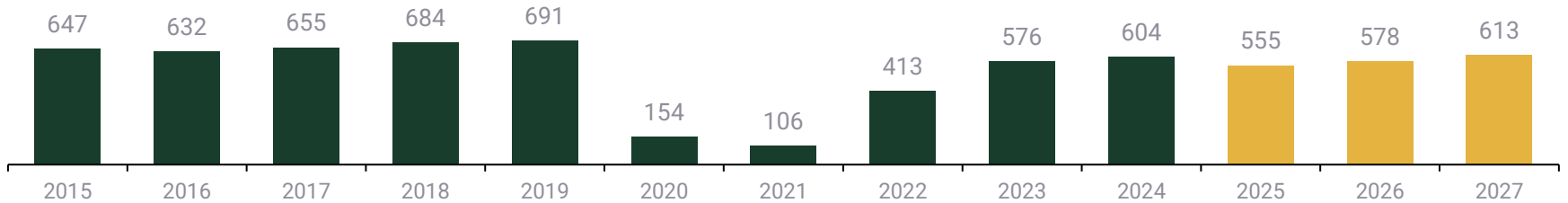
Visits

CAGR is Compound Annual Growth Rate.

Spending (\$M)



Visits (K)



■ Historic ■ Forecast

Macro Context

Top 10 spending markets | GDP % change and currency exchange rate (2026)

Canada

1.5%

GDP % Change

1.37

CAD/USD

United Kingdom

1.3%

GDP % Change

1.35

GBP/USD

Germany

0.9%

GDP % Change

1.18

EUR/USD

Australia

2.1%

GDP % Change

0.71

AUD/USD

Brazil

1.9%

GDP % Change

5.15

BRL/USD

China

4.2%

GDP % Change

6.84

CNY/USD

France

0.9%

GDP % Change

1.18

EUR/USD

India

6.2%

GDP % Change

90.92

INR/USD

Japan

0.6%

GDP % Change

156.13

JPY/USD

Italy

0.8%

GDP % Change

1.18

EUR/USD

Visitor Perceptions | The American South

International Markets

67%

Familiarity

75%

Appeal

29%

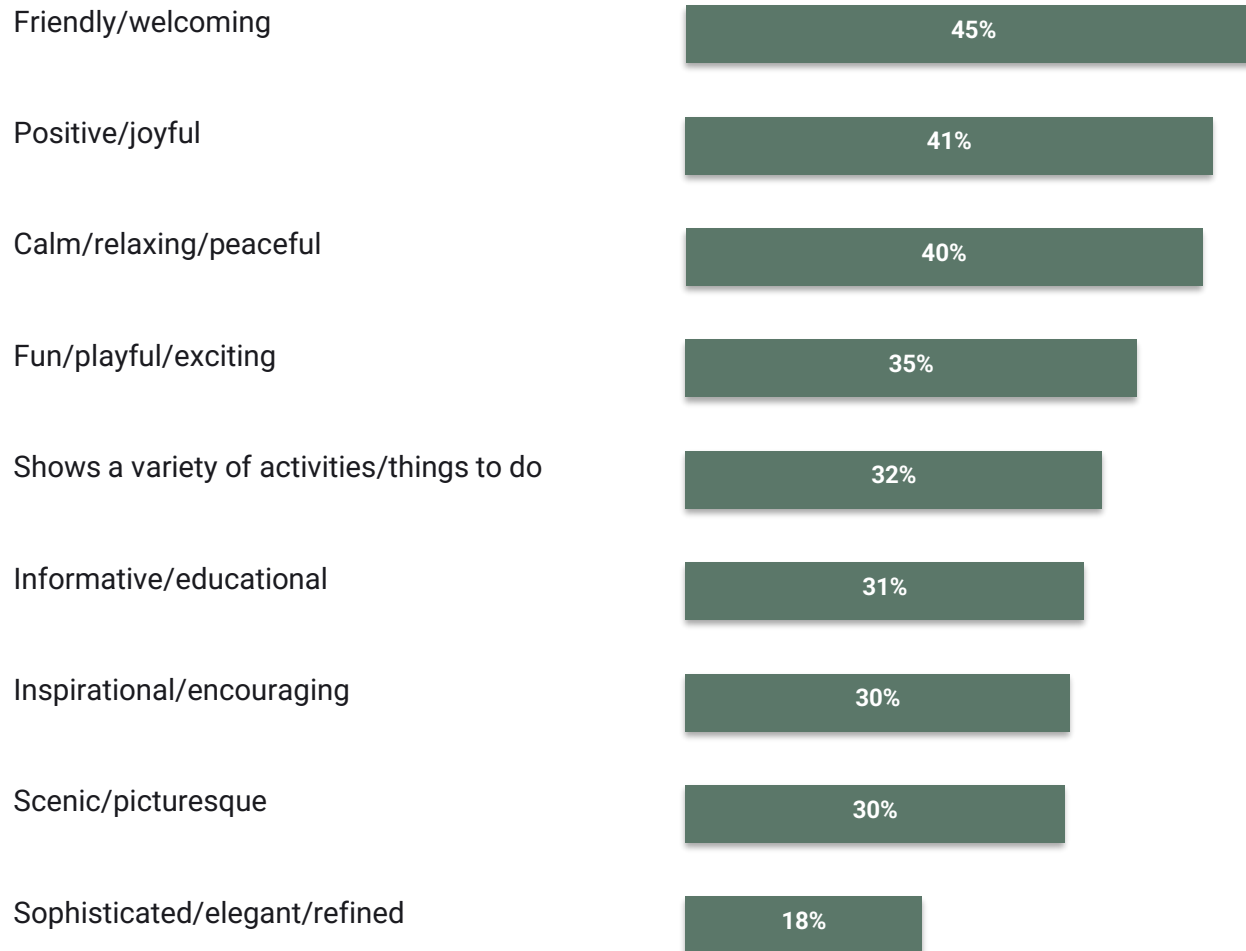
Promotional Buzz

41%

Likely to Visit (5yr)

Desired Travel Promotion Tone

International Markets



U.S. Travel Planning & Budget

Total international

U.S. Trip Planning

36%

Likely to Visit US (2yr)

Intl Markets: 36%

14 wks

Planning Window

Intl Markets: 14 wks

12 wks

Booking Window

Intl Markets: 12 wks

U.S. Trip Profile

12.3

Avg Days in the U.S.

Intl Markets: 12.3

4.4

Avg Destinations in the U.S.

Intl Markets: 4.4

2.6

Avg Number of People Traveling with

Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

\$1,568

Hotels

Intl: \$1,568

\$1,001

Shopping

Intl: \$1,001

\$826

Dining

Intl: \$826

\$881

Sightseeing

Intl: \$881

\$772

Transport

Intl: \$772

\$5,049

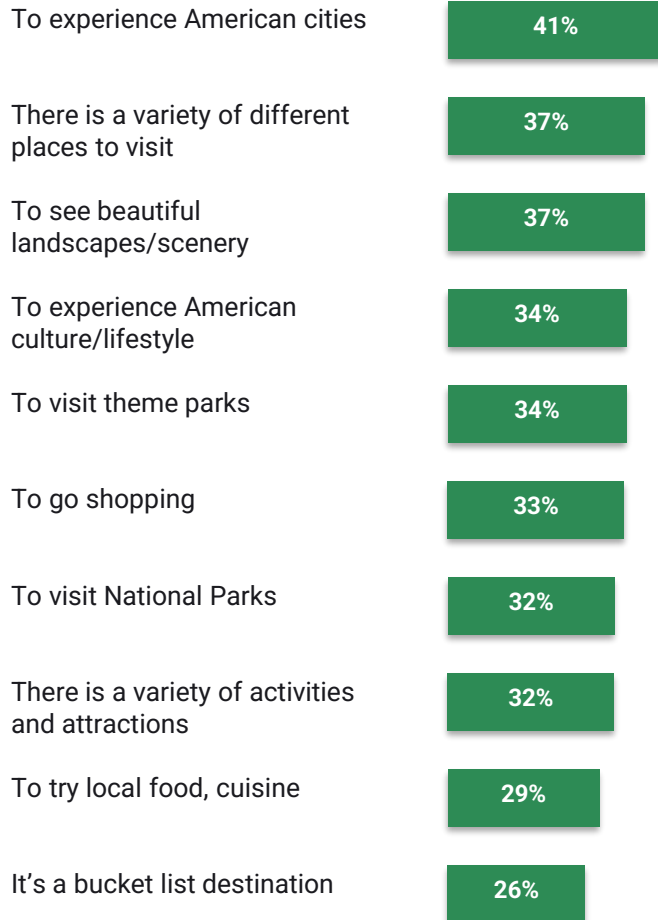
Total

Intl: \$5,049

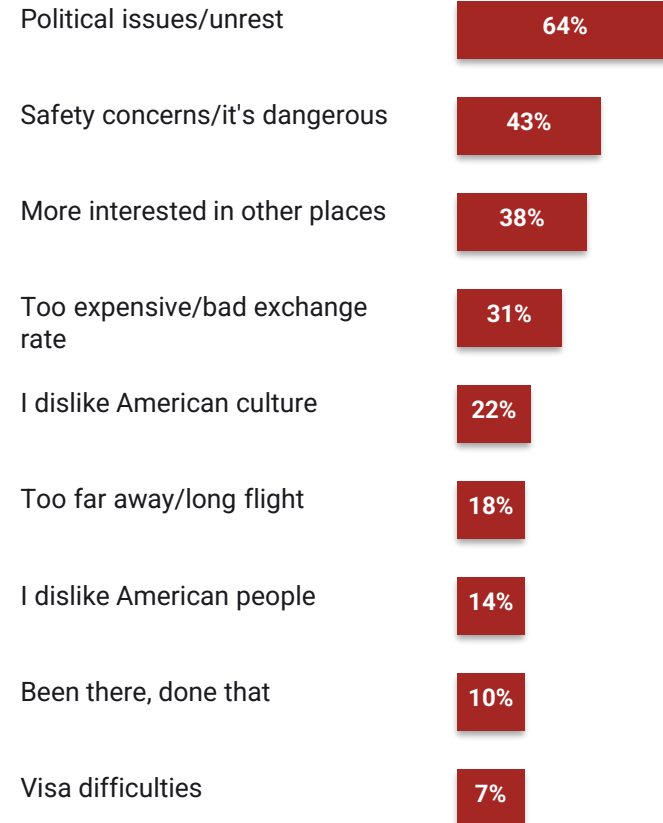
Enablers & Barriers to Visiting

International Markets

Enablers

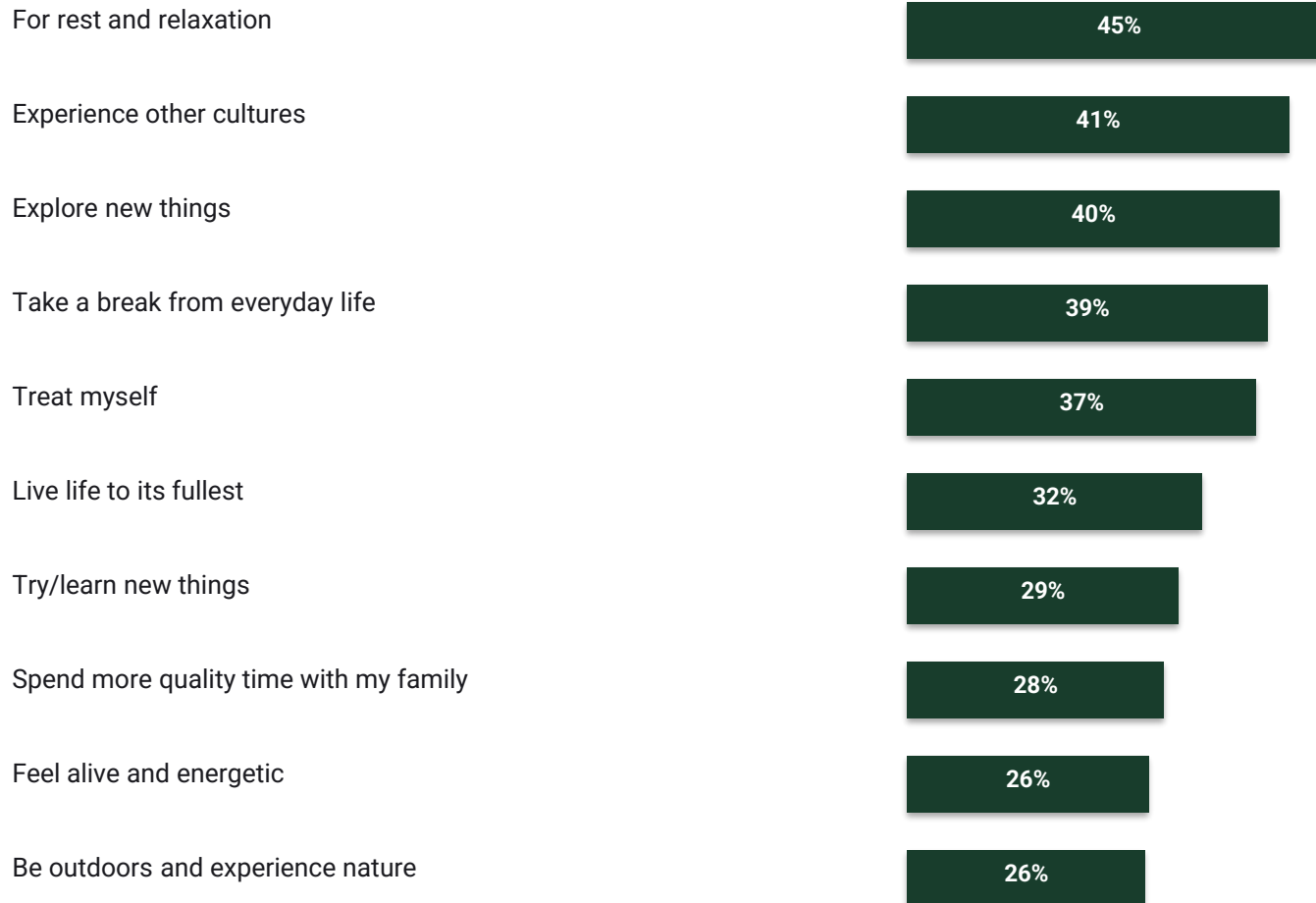


Barriers



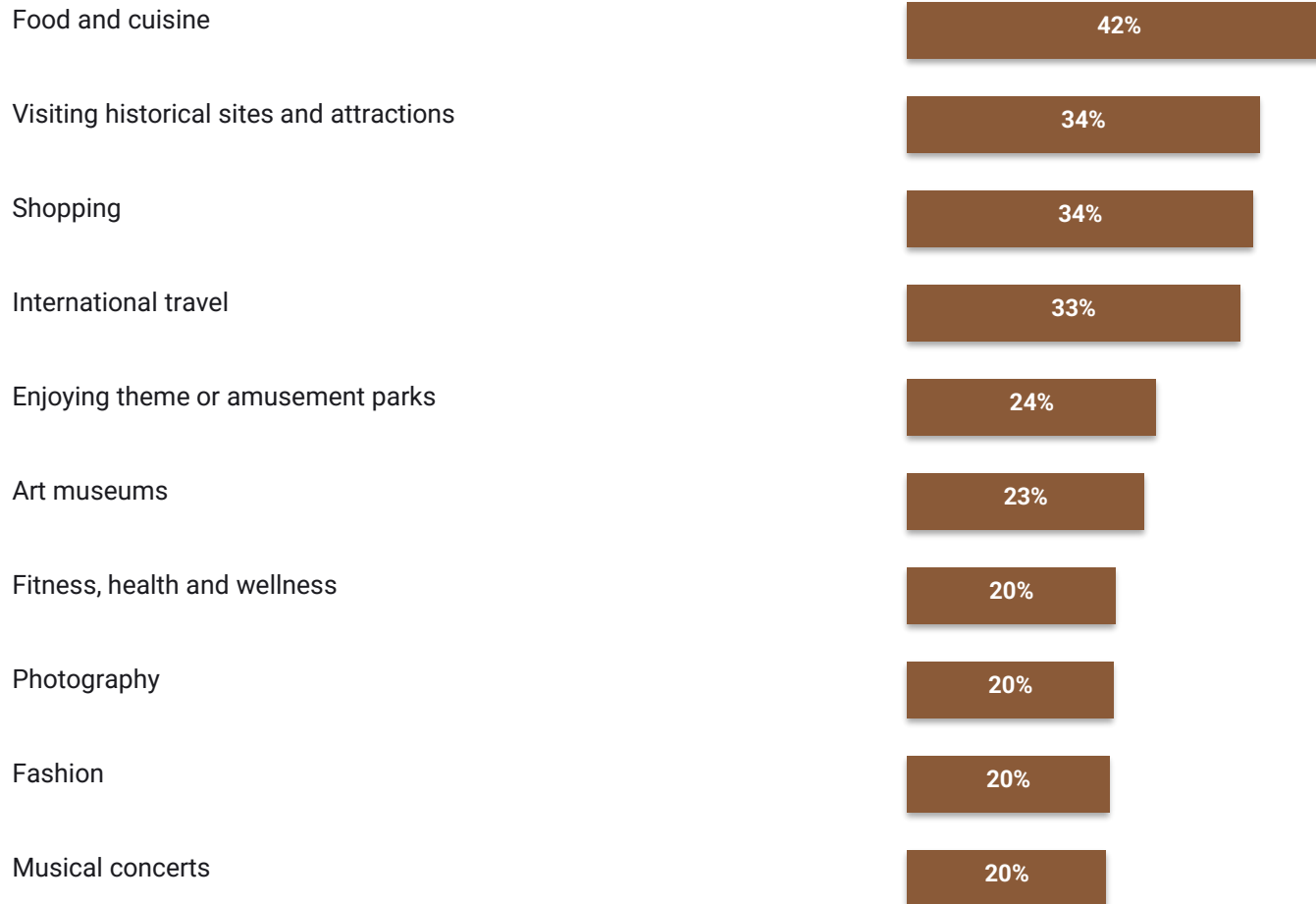
Travel Motivations

International Markets



Hobbies & Passions

International Markets



Travel Trends & Outlook

International Markets

Global wars/strife will impact the destinations I visit in 2025.

54%



If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

53%



With higher temperatures each year, I will try to seek out cooler places.

44%



I'll be more proactive in reducing the impact of my travel on the environment.

43%



Climate change will have a significant impact on my leisure travel in the next five (5) years.

42%



I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

42%



Luxury travel experiences are an important part of my leisure trips.

39%



I anticipate that backlash against tourism will increase in my community in the next year.

34%



I often bring work with me to do when I am on holiday.

27%



Top Five Markets by Spending

International Visitor Economy & Profiles by Country

CANADA

Source Market Analysis | Louisiana

#1 by Spending | #1 by Visits



Canada | Key Findings

- 1 2026 Louisiana projected spending:** \$157.3M (+6.3% YOY). Projected visitors: 152.4K (+4.7% YOY). Ranks #1 by spending and #1 by visits among Louisiana source markets.
- 2 Macro Context:** Canada 2026 GDP growth projected at 1.5%. Exchange rate: 1.37 CAD/USD.
- 3 CAGR Comparison:** 2023-2027 projected spending CAGR (-3.5%) exceeds 2015-2019 (-3.9%).
- 4 Visitor Perceptions:** 66% familiarity with the American South, 70% appeal, 38% likely to visit in the next 5 years.
- 5 U.S. Trip Profile:** Average spending \$2,949 for a 2-week trip. Average length of stay: 8.4 days. Average destinations: 2.8.
- 6 Top Motivation:** Treat myself (49%)
- 7 Top Enabler:** To visit friends and/or family (39%)
- 8 Preferred Tone:** Friendly/welcoming (54%)
- 9 Top Barrier:** Political issues/unrest (90%)

Canada

\$157.3M

2026 Louisiana Spending

+6.3% YOY vs. 2025

152.4K

2026 Louisiana Visitors

+4.7% YOY vs. 2025

\$16.4B

2026 USA Spending

+7.6% YOY vs. 2025

20.9M

2026 USA Visitors

+6.6% YOY vs. 2025

\$148M

2025 Louisiana Spending

-27.4% YOY vs. 2024

145.6K

2025 Louisiana Visitors

-20.8% YOY vs. 2024

\$15.2B

2025 USA Spending

-21.5% YOY vs. 2024

19.6M

2025 USA Visitors

-23.1% YOY vs. 2024

Growth Trajectory

2015-2019 CAGR

-3.9%

Spending

-0.9%

Visits

2023-2027 PROJECTED CAGR

-3.5%

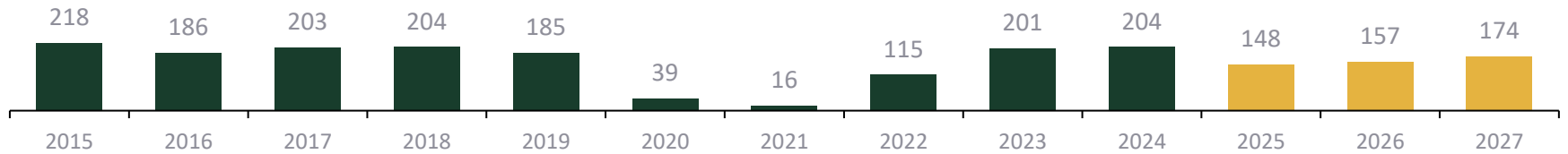
Spending

-3.4%

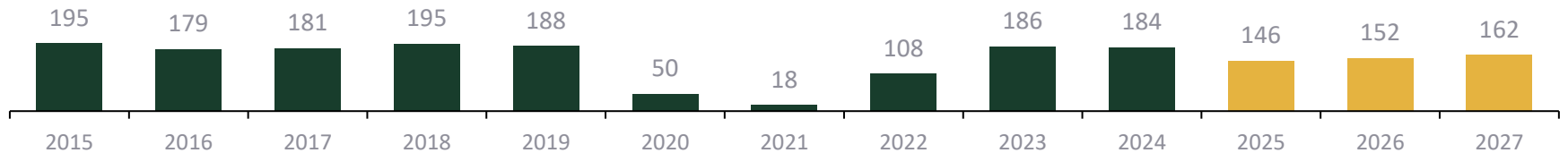
Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending (\$M)



Visits (K)



■ Historic ■ Forecast

Visitor Perceptions | The American South

Canada

66%

Familiarity

Intl Markets: 67%

70%

Appeal

Intl Markets: 75%

24%

Promotional Buzz

Intl Markets: 29%

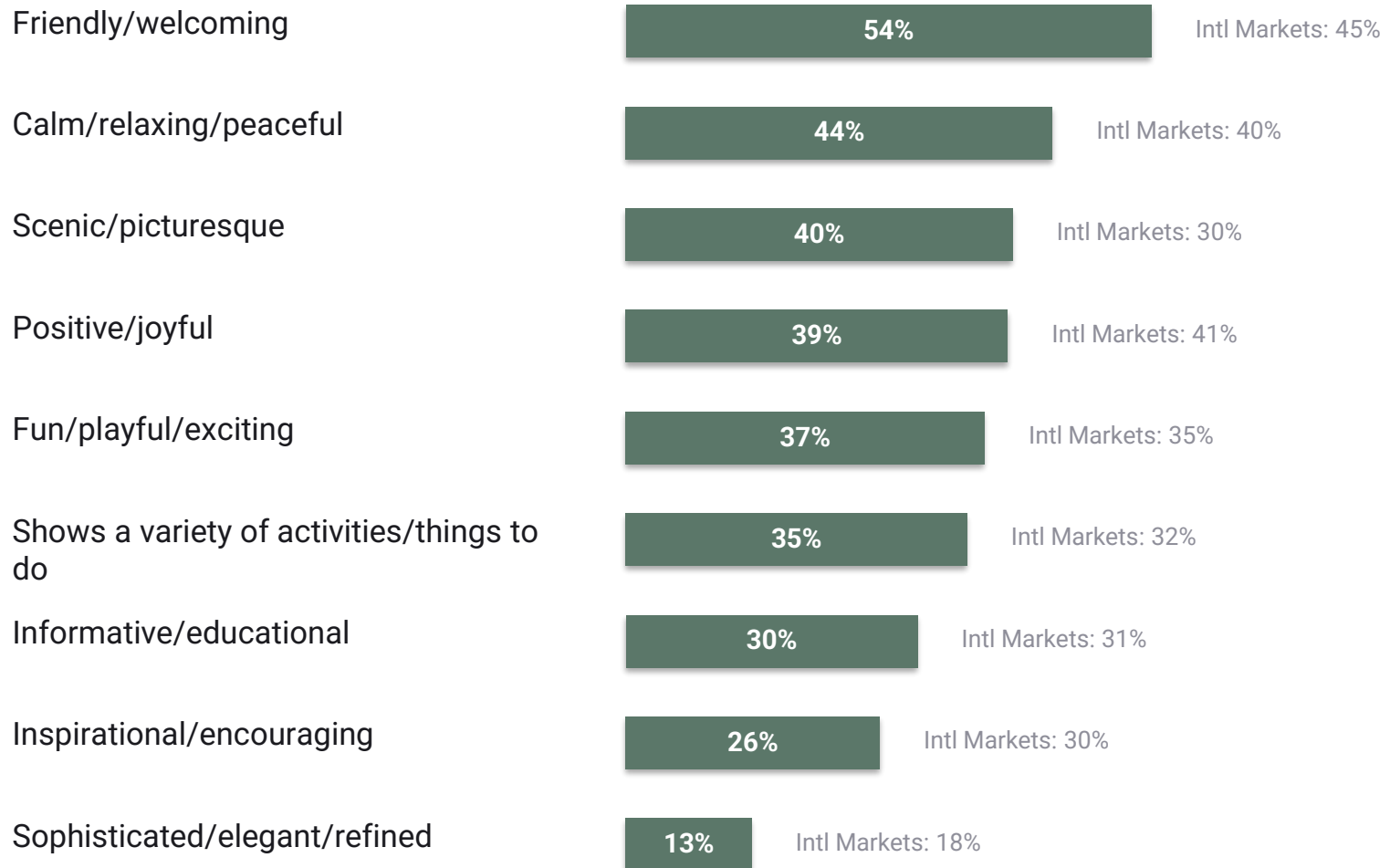
38%

Likely to Visit (5yr)

Intl Markets: 41%

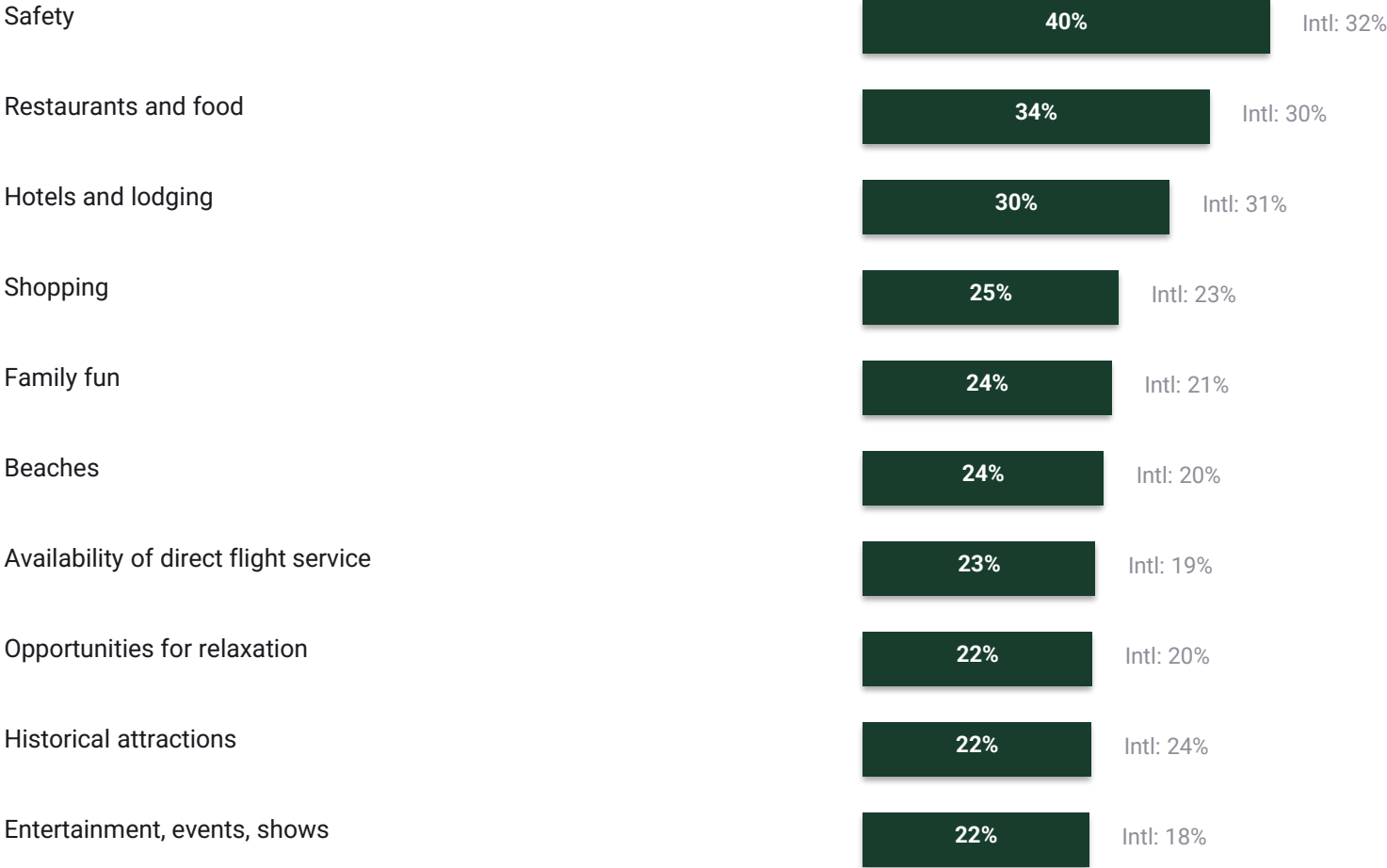
Desired Travel Promotion Tone

Canada



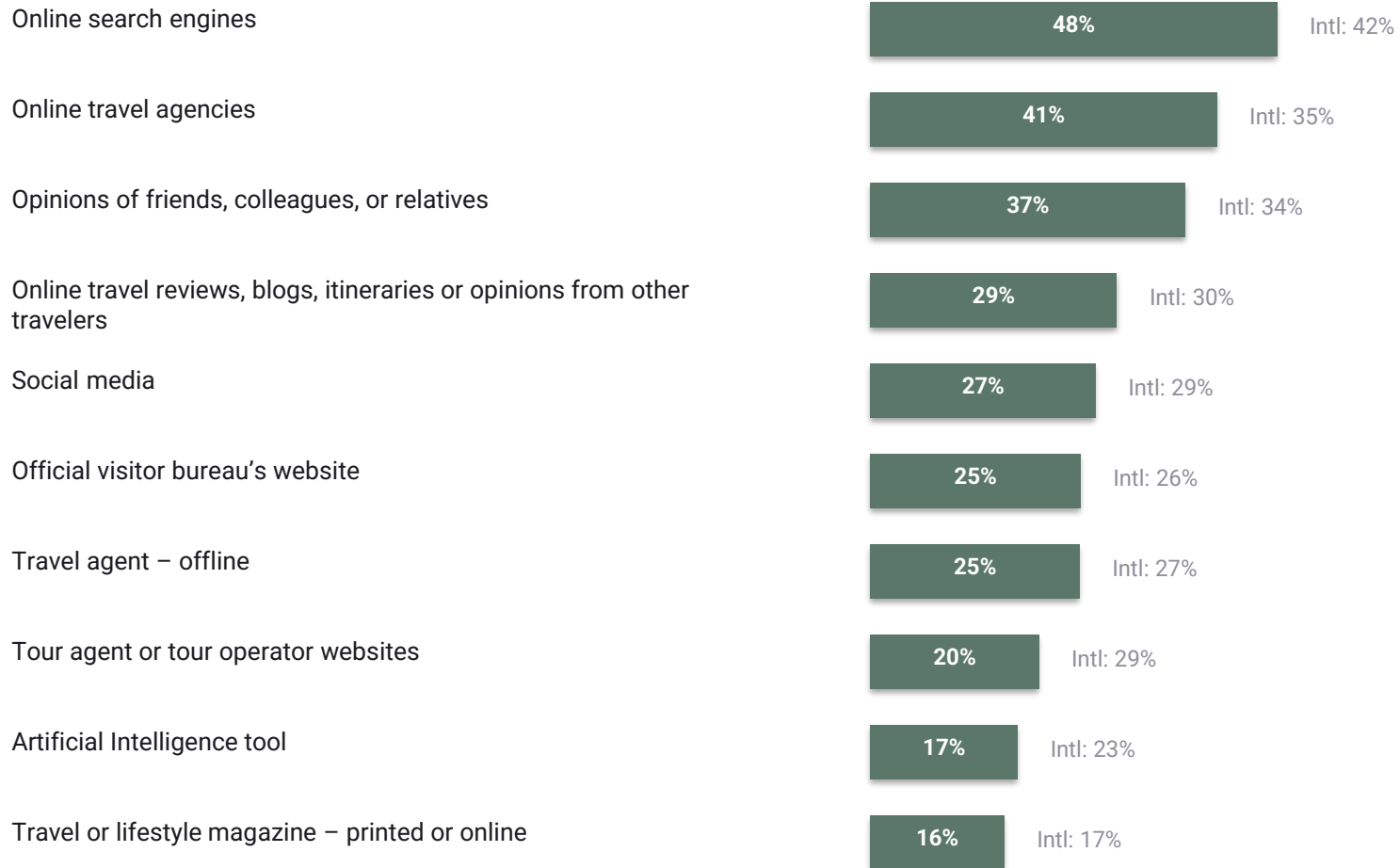
Top Information Sources

Canada



Planning Resources

Canada



U.S. Travel Planning & Budget

Canada

U.S. Trip Planning

36%

Likely to Visit US (2yr)

Intl Markets: 36%

12 wks

Planning Window

Intl Markets: 14 wks

11 wks

Booking Window

Intl Markets: 12 wks

U.S. Trip Profile

8.4

Avg Days in the U.S.

Intl Markets: 12.3

2.8

Avg Destinations in the U.S.

Intl Markets: 4.4

2.1

Avg Number of People Traveling with

Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

\$1,095

Hotels

Intl: \$1,568

\$481

Shopping

Intl: \$1,001

\$510

Dining

Intl: \$826

\$383

Sightseeing

Intl: \$881

\$480

Transport

Intl: \$772

\$2,949

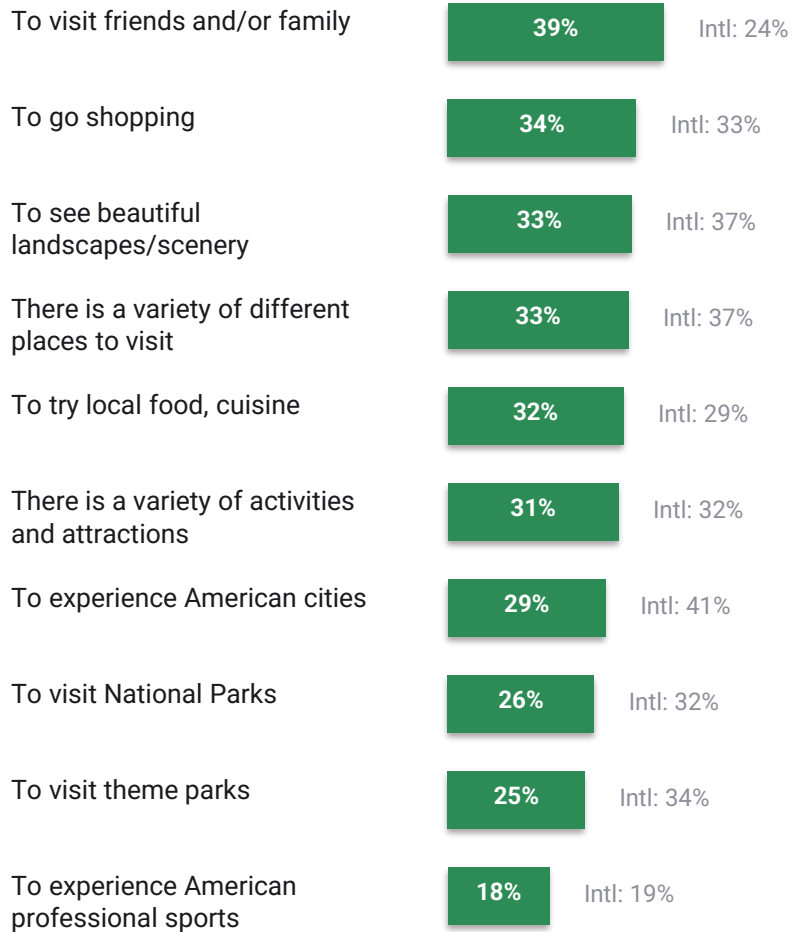
Total

Intl: \$5,049

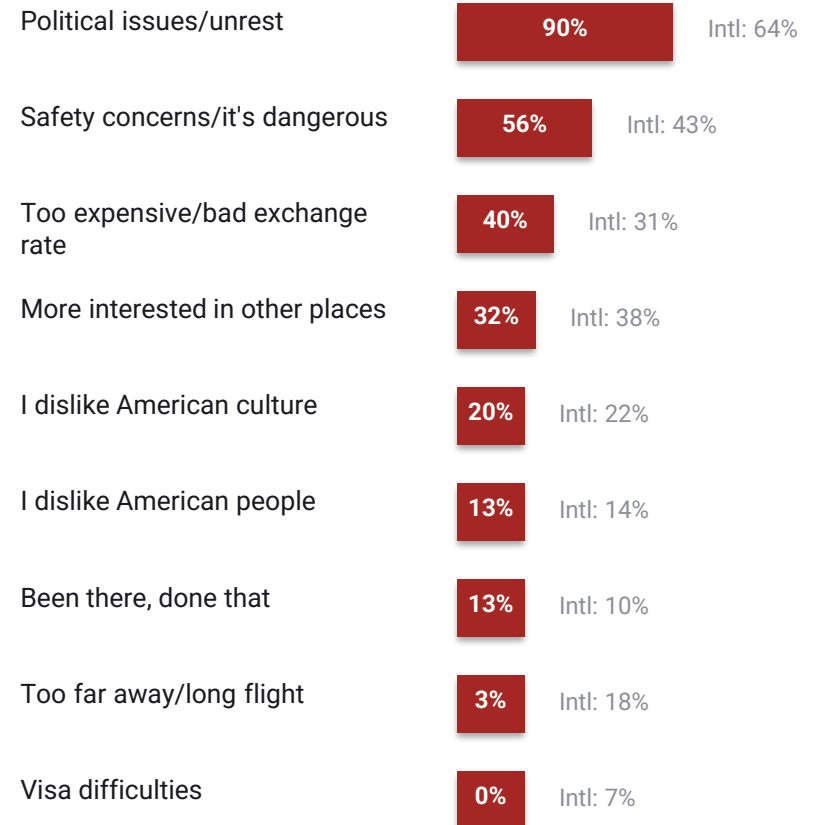
Enablers & Barriers to Visiting

Canada

Enablers

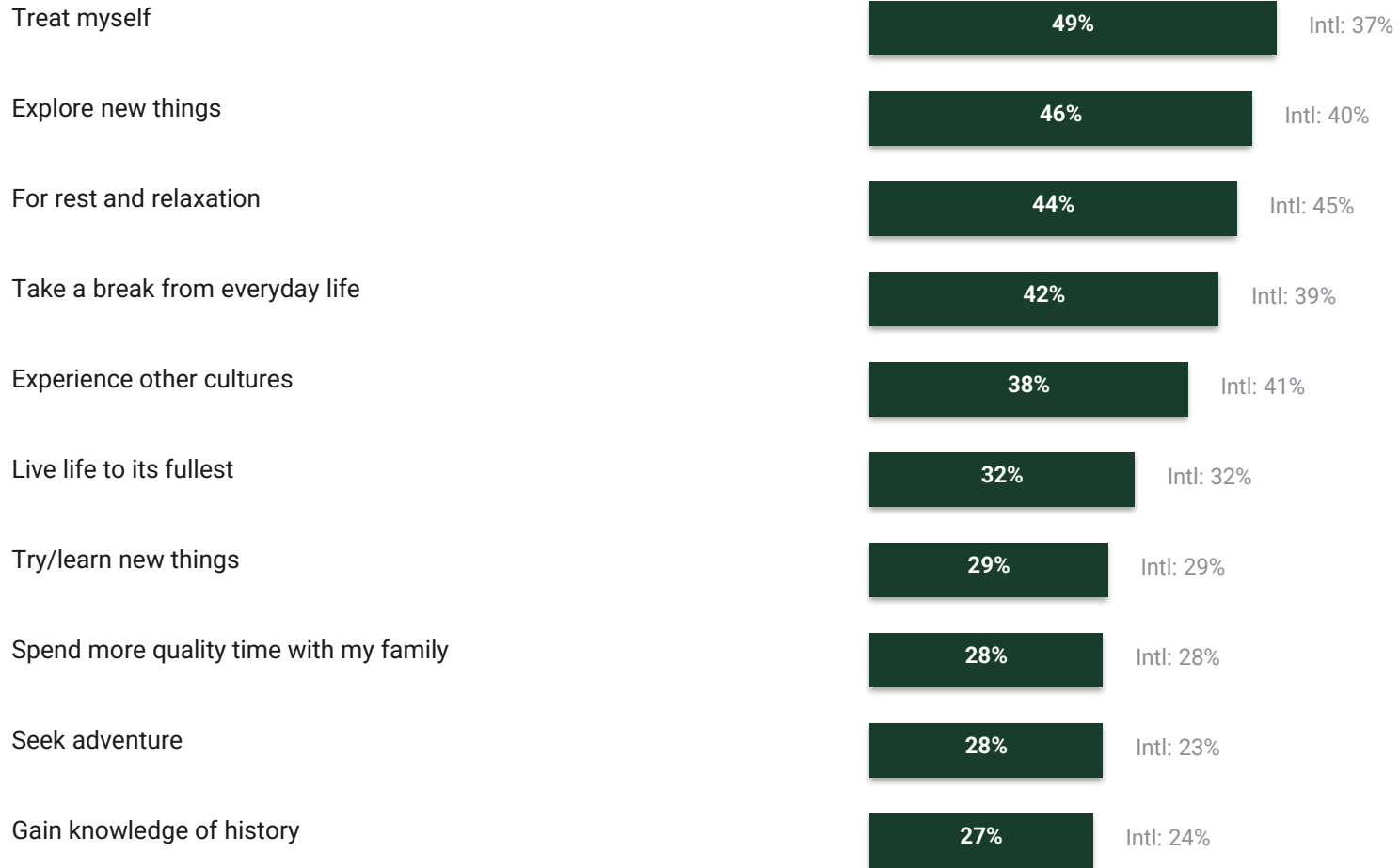


Barriers



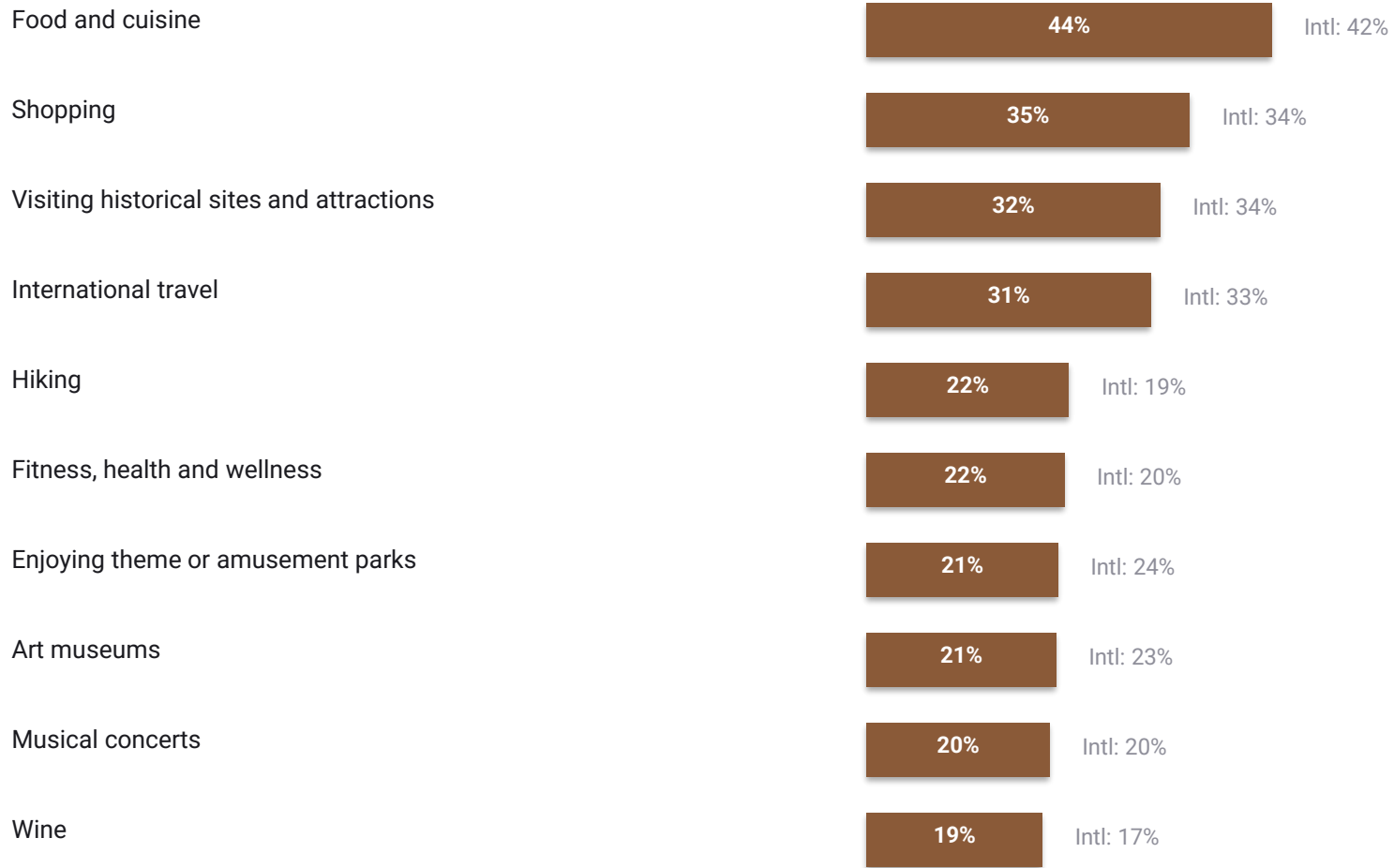
Travel Motivations

Canada



Hobbies & Passions

Canada



Travel Trends & Outlook

Canada

Global wars/strife will impact the destinations I visit in 2025.

59%

Intl: 54%

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

53%

Intl: 53%

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

40%

Intl: 42%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

37%

Intl: 42%

Luxury travel experiences are an important part of my leisure trips.

36%

Intl: 39%

I anticipate that backlash against tourism will increase in my community in the next year.

35%

Intl: 34%

I'll be more proactive in reducing the impact of my travel on the environment.

34%

Intl: 43%

With higher temperatures each year, I will try to seek out cooler places.

33%

Intl: 44%

I often bring work with me to do when I am on holiday.

24%

Intl: 27%

Canada

Intl Markets

UNITED KINGDOM

Source Market Analysis | Louisiana

#2 by Spending | #2 by Visits



United Kingdom | Key Findings

- 1 2026 Louisiana projected spending:** \$117.9M (+3.5% YOY). Projected visitors: 66.5K (+4.9% YOY). Ranks #2 by spending and #2 by visits among Louisiana source markets.
- 2 Macro Context:** United Kingdom 2026 GDP growth projected at 1.3%. Exchange rate: 1.35 GBP/USD.
- 3 CAGR Comparison:** 2023-2027 projected spending CAGR (6.5%) trails 2015-2019 (9.1%).
- 4 Visitor Perceptions:** 74% familiarity with the American South, 78% appeal, 41% likely to visit in the next 5 years.
- 5 U.S. Trip Profile:** Average spending \$5,448 for a 2-week trip. Average length of stay: 11.2 days. Average destinations: 3.9.
- 6 Top Motivation:** For rest and relaxation (51%)
- 7 Top Enabler:** To experience American cities (45%)
- 8 Preferred Tone:** Friendly/welcoming (54%)
- 9 Top Barrier:** Political issues/unrest (72%)

United Kingdom

\$117.9M

2026 Louisiana Spending

+3.5% YOY vs. 2025

66.5K

2026 Louisiana Visitors

+4.9% YOY vs. 2025

\$11.9B

2026 USA Spending

+3.3% YOY vs. 2025

5.8M

2026 USA Visitors

+3.5% YOY vs. 2025

\$113.9M

2025 Louisiana Spending

+14.5% YOY vs. 2024

63.4K

2025 Louisiana Visitors

+1.6% YOY vs. 2024

\$11.5B

2025 USA Spending

+9.4% YOY vs. 2024

5.6M

2025 USA Visitors

-0.1% YOY vs. 2024

Growth Trajectory

2015-2019 CAGR

9.1%

Spending

7.3%

Visits

2023-2027 PROJECTED CAGR

6.5%

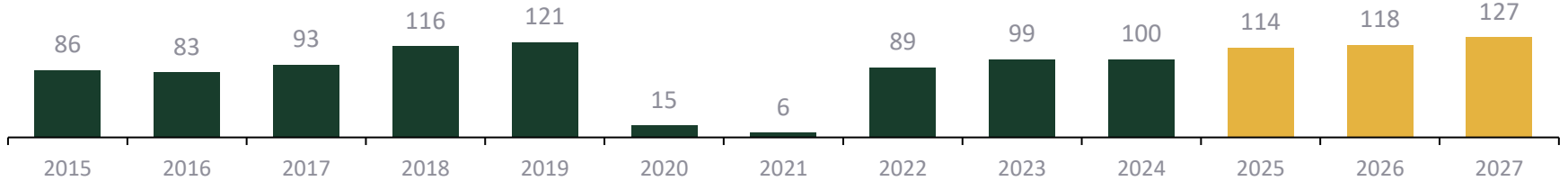
Spending

2.6%

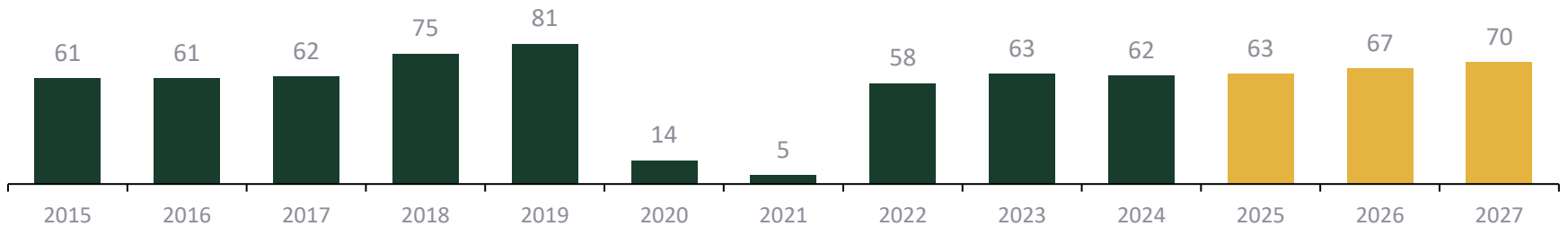
Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending (\$M)



Visits (K)



■ Historic ■ Forecast

Visitor Perceptions | The American South

United Kingdom

74%

Familiarity

Intl Markets: 67%

78%

Appeal

Intl Markets: 75%

26%

Promotional Buzz

Intl Markets: 29%

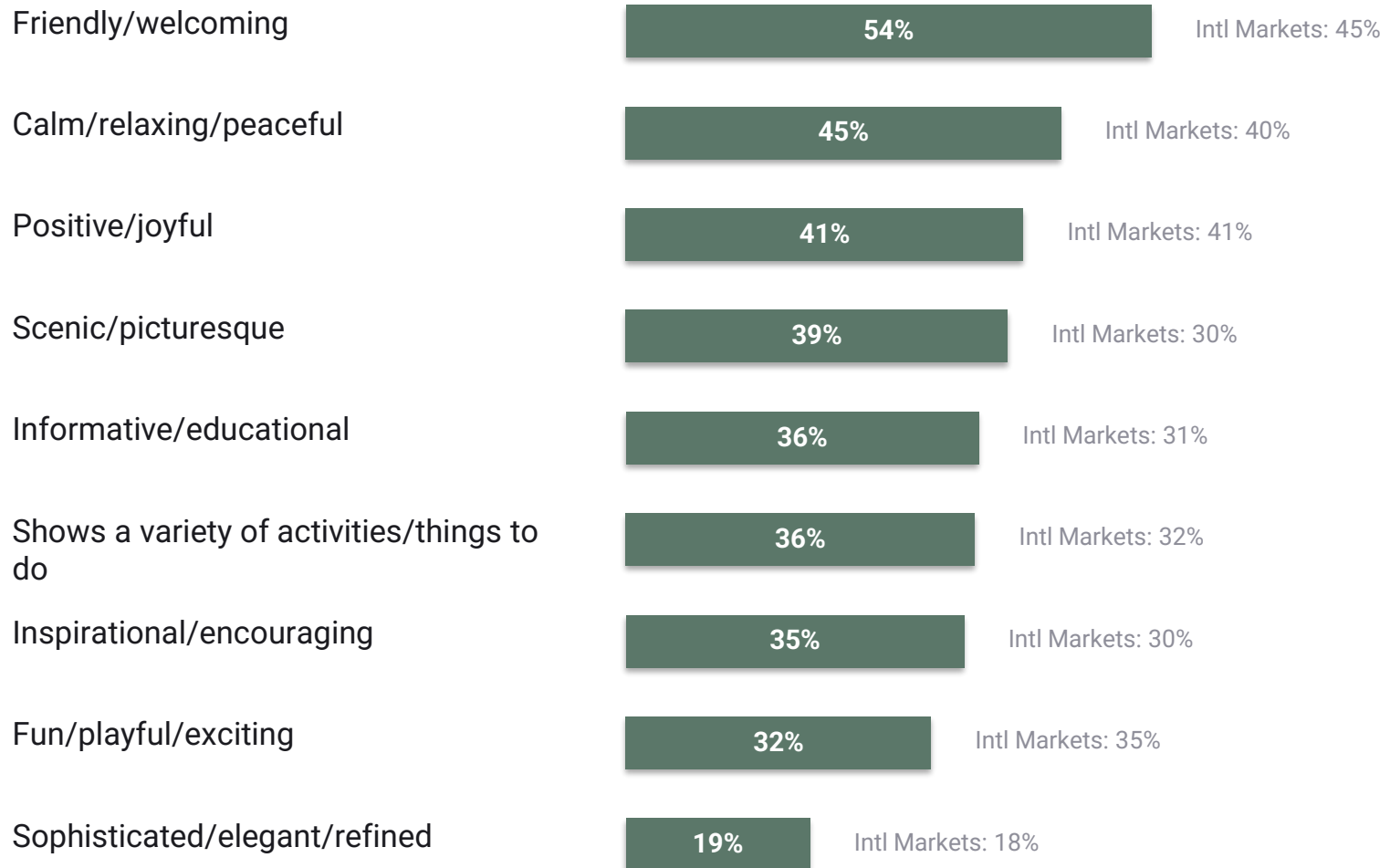
41%

Likely to Visit (5yr)

Intl Markets: 41%

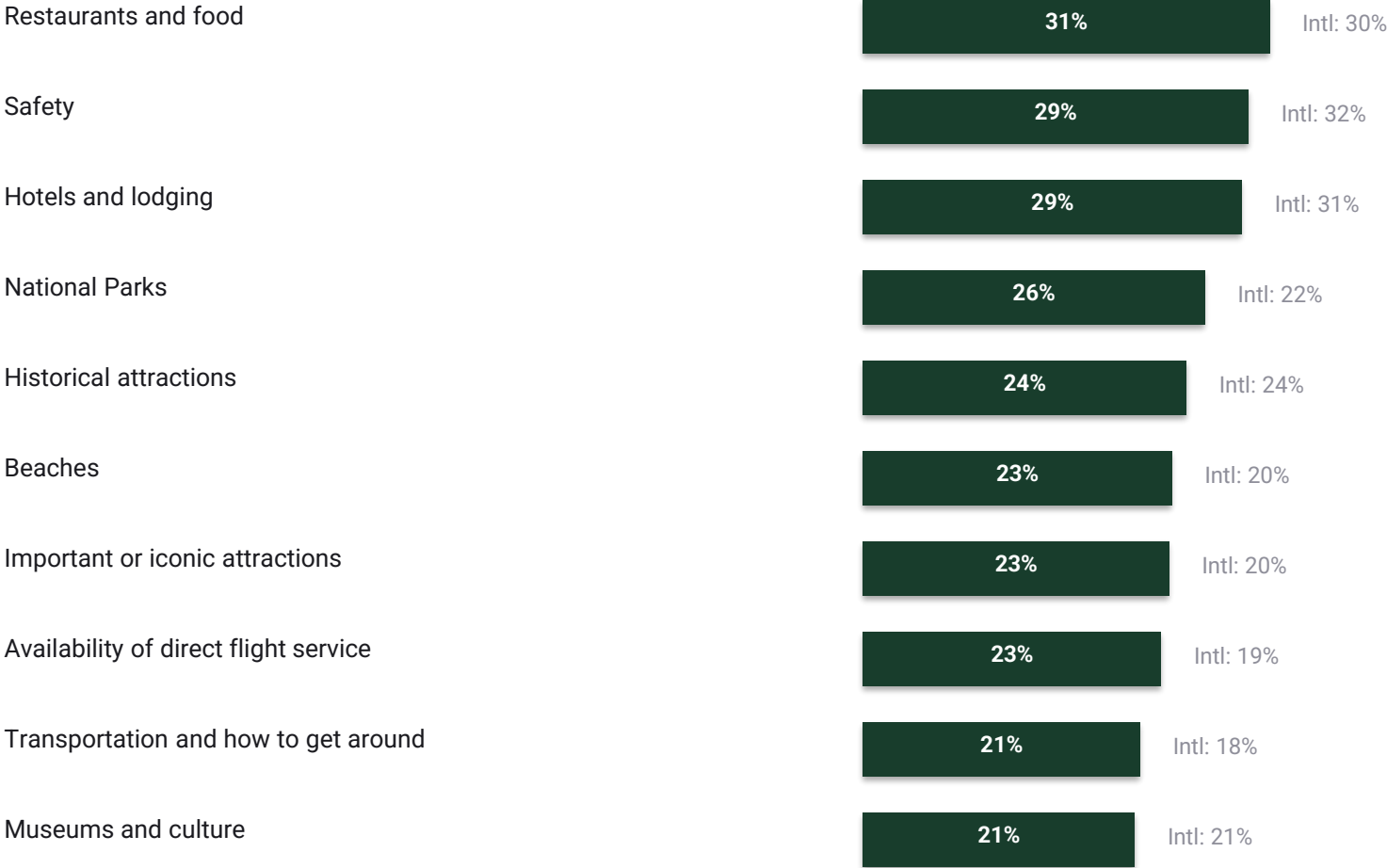
Desired Travel Promotion Tone

United Kingdom



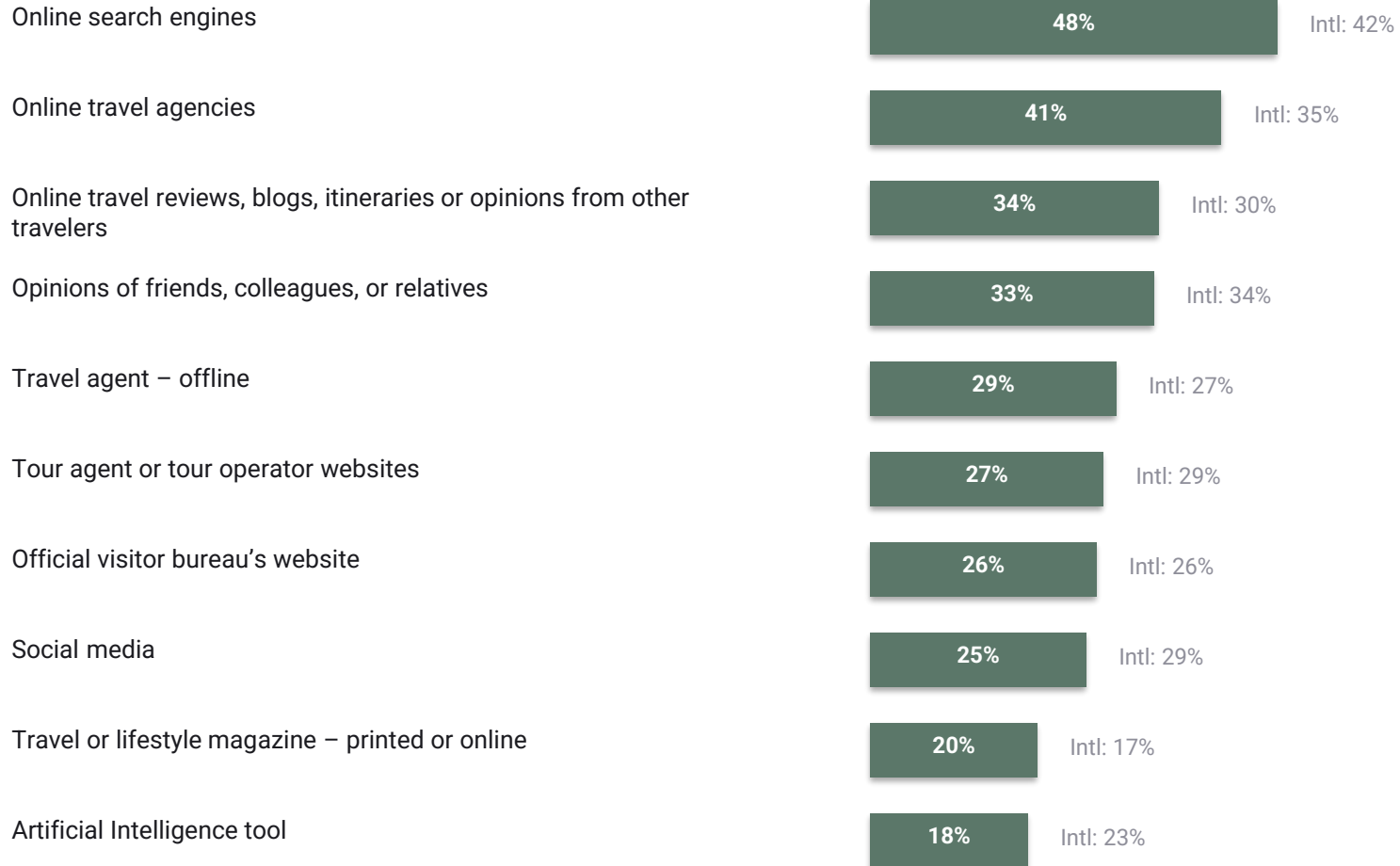
Top Information Sources

United Kingdom



Planning Resources

United Kingdom



U.S. Travel Planning & Budget

United Kingdom

U.S. Trip Planning

40%

Likely to Visit US (2yr)

Intl Markets: 36%

16 wks

Planning Window

Intl Markets: 14 wks

14 wks

Booking Window

Intl Markets: 12 wks

U.S. Trip Profile

11.2

Avg Days in the U.S.

Intl Markets: 12.3

3.9

Avg Destinations in the U.S.

Intl Markets: 4.4

2.2

Avg Number of People Traveling with

Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

\$1,968

Hotels

Intl: \$1,568

\$957

Shopping

Intl: \$1,001

\$931

Dining

Intl: \$826

\$838

Sightseeing

Intl: \$881

\$753

Transport

Intl: \$772

\$5,448

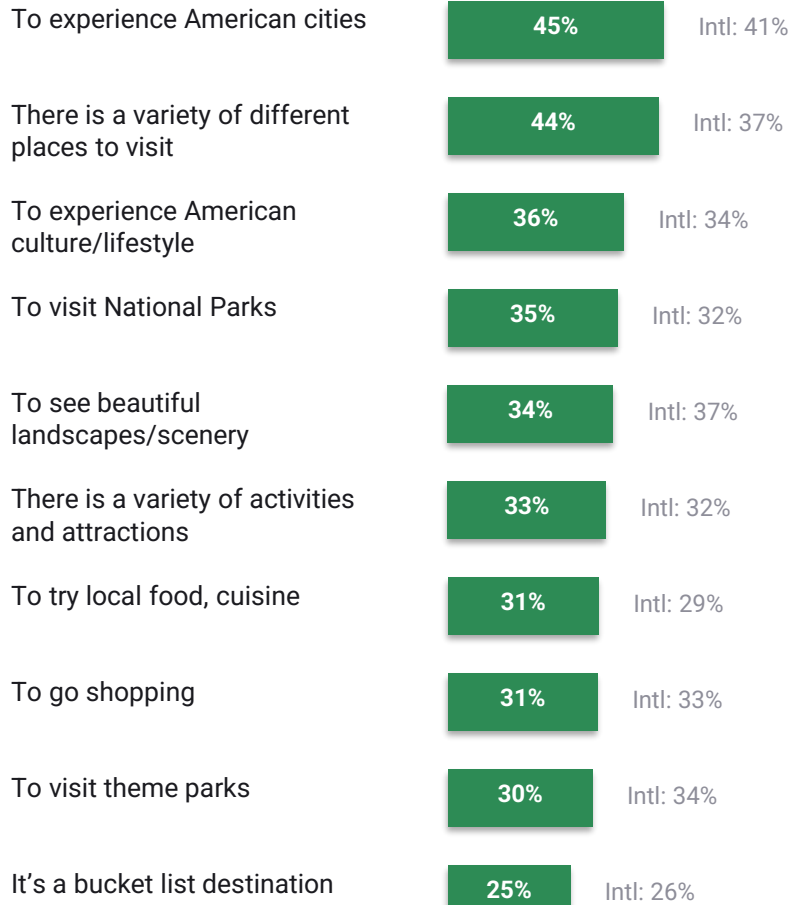
Total

Intl: \$5,049

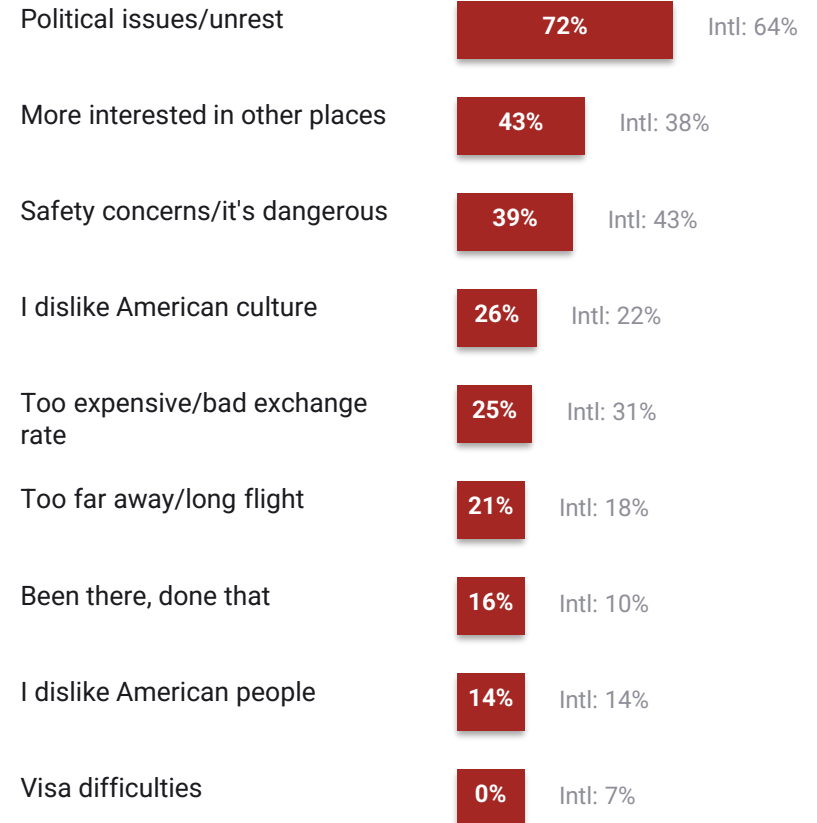
Enablers & Barriers to Visiting

United Kingdom

Enablers

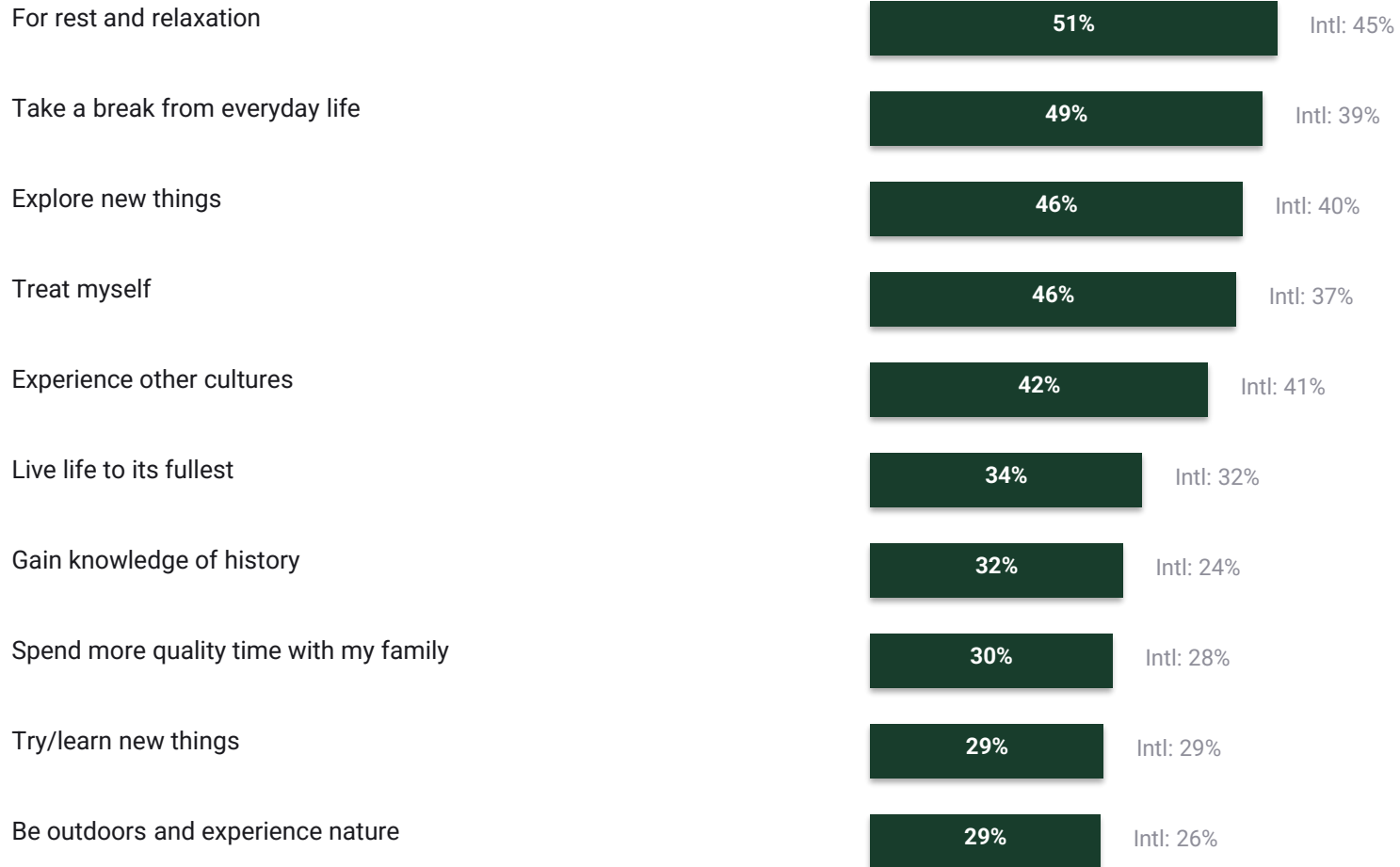


Barriers



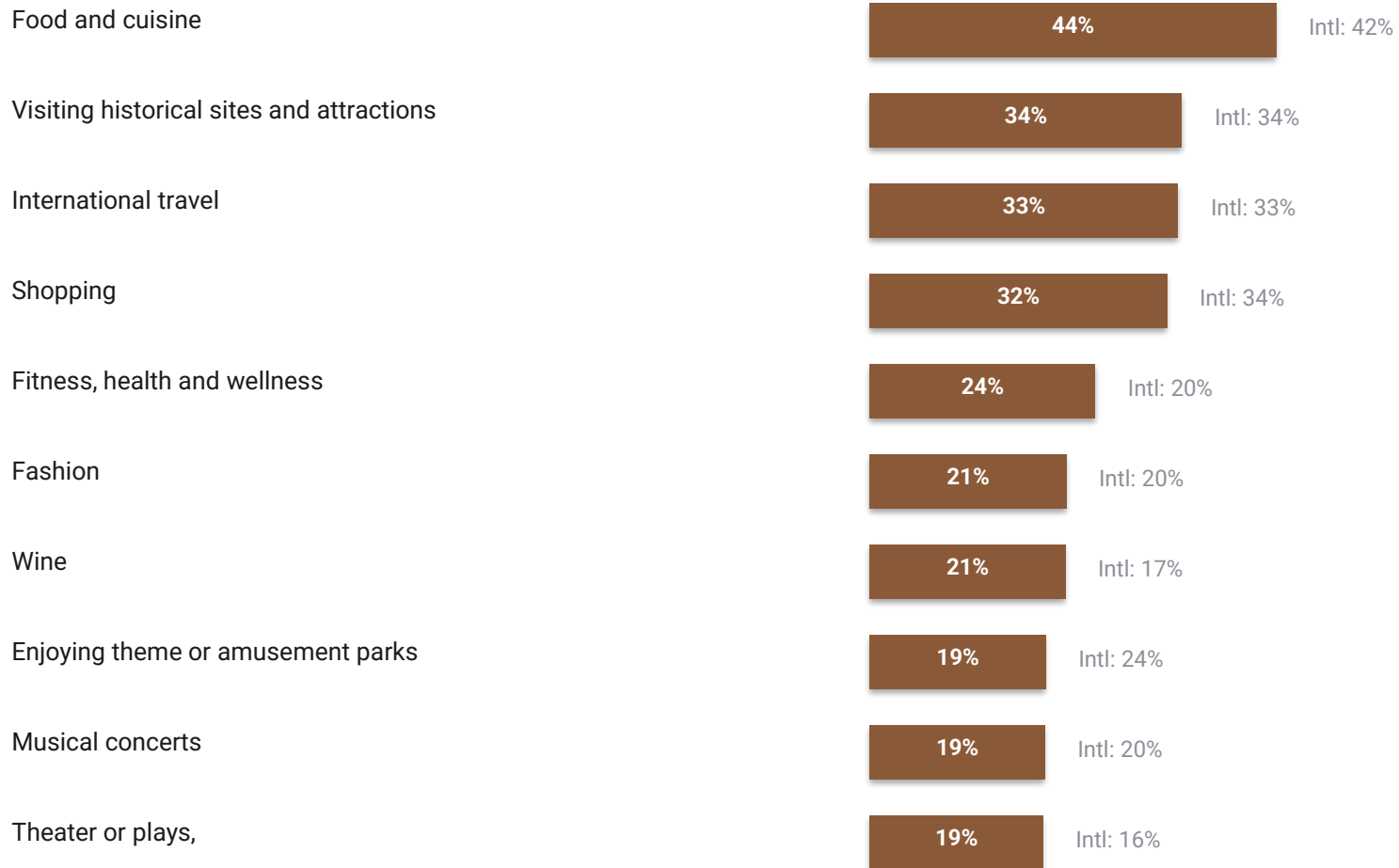
Travel Motivations

United Kingdom



Hobbies & Passions

United Kingdom



Travel Trends & Outlook

United Kingdom

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

55%

Intl: 53%

Global wars/strife will impact the destinations I visit in 2025.

54%

Intl: 54%

Luxury travel experiences are an important part of my leisure trips.

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I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

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Intl: 42%

I'll be more proactive in reducing the impact of my travel on the environment.

41%

Intl: 43%

I anticipate that backlash against tourism will increase in my community in the next year.

30%

Intl: 34%

I often bring work with me to do when I am on holiday.

25%

Intl: 27%

United Kingdom

Intl Markets

GERMANY

Source Market Analysis | Louisiana

#3 by Spending | #3 by Visits



Germany | Key Findings

- 1 2026 Louisiana projected spending:** \$91M (+10.7% YOY). Projected visitors: 46.6K (+6.4% YOY). Ranks #3 by spending and #3 by visits among Louisiana source markets.
- 2 Macro Context:** Germany 2026 GDP growth projected at 0.9%. Exchange rate: 1.18 EUR/USD.
- 3 CAGR Comparison:** 2023-2027 projected spending CAGR (7.7%) exceeds 2015-2019 (3.3%).
- 4 Visitor Perceptions:** 67% familiarity with the American South, 72% appeal, 36% likely to visit in the next 5 years.
- 5 U.S. Trip Profile:** Average spending \$4,127 for a 2-week trip. Average length of stay: 12.5 days. Average destinations: 4.5.
- 6 Top Motivation:** For rest and relaxation (43%)
- 7 Top Enabler:** To see beautiful landscapes/scenery (37%)
- 8 Preferred Tone:** Friendly/welcoming (48%)
- 9 Top Barrier:** Political issues/unrest (66%)

Germany

\$91M

2026 Louisiana Spending

+10.7% YOY vs. 2025

46.6K

2026 Louisiana Visitors

+6.4% YOY vs. 2025

\$6.3B

2026 USA Spending

+7.7% YOY vs. 2025

2.8M

2026 USA Visitors

+3.8% YOY vs. 2025

\$82.2M

2025 Louisiana Spending

+4.8% YOY vs. 2024

43.8K

2025 Louisiana Visitors

-12.4% YOY vs. 2024

\$5.8B

2025 USA Spending

+1.3% YOY vs. 2024

2.7M

2025 USA Visitors

-11.4% YOY vs. 2024

Growth Trajectory

2015-2019 CAGR

3.3%

Spending

2.3%

Visits

2023-2027 PROJECTED CAGR

7.7%

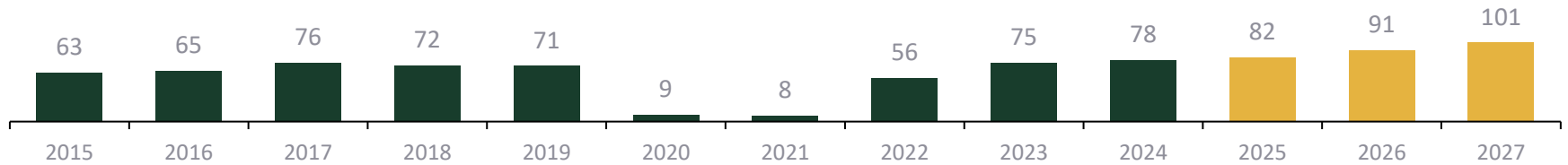
Spending

0.8%

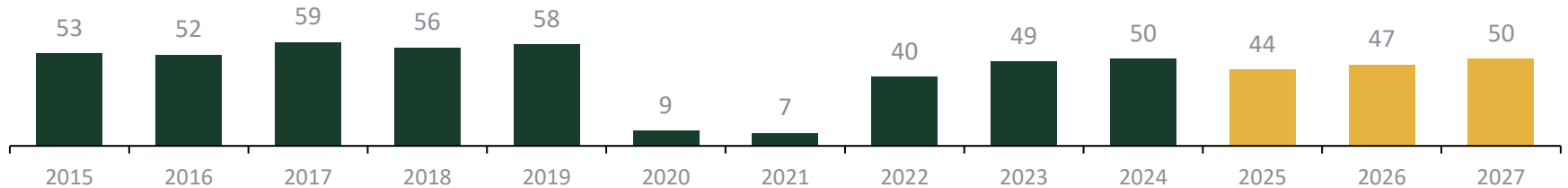
Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending (\$M)



Visits (K)



■ Historic ■ Forecast

Visitor Perceptions | The American South

Germany

67%

Familiarity

Intl Markets: 67%

72%

Appeal

Intl Markets: 75%

28%

Promotional Buzz

Intl Markets: 29%

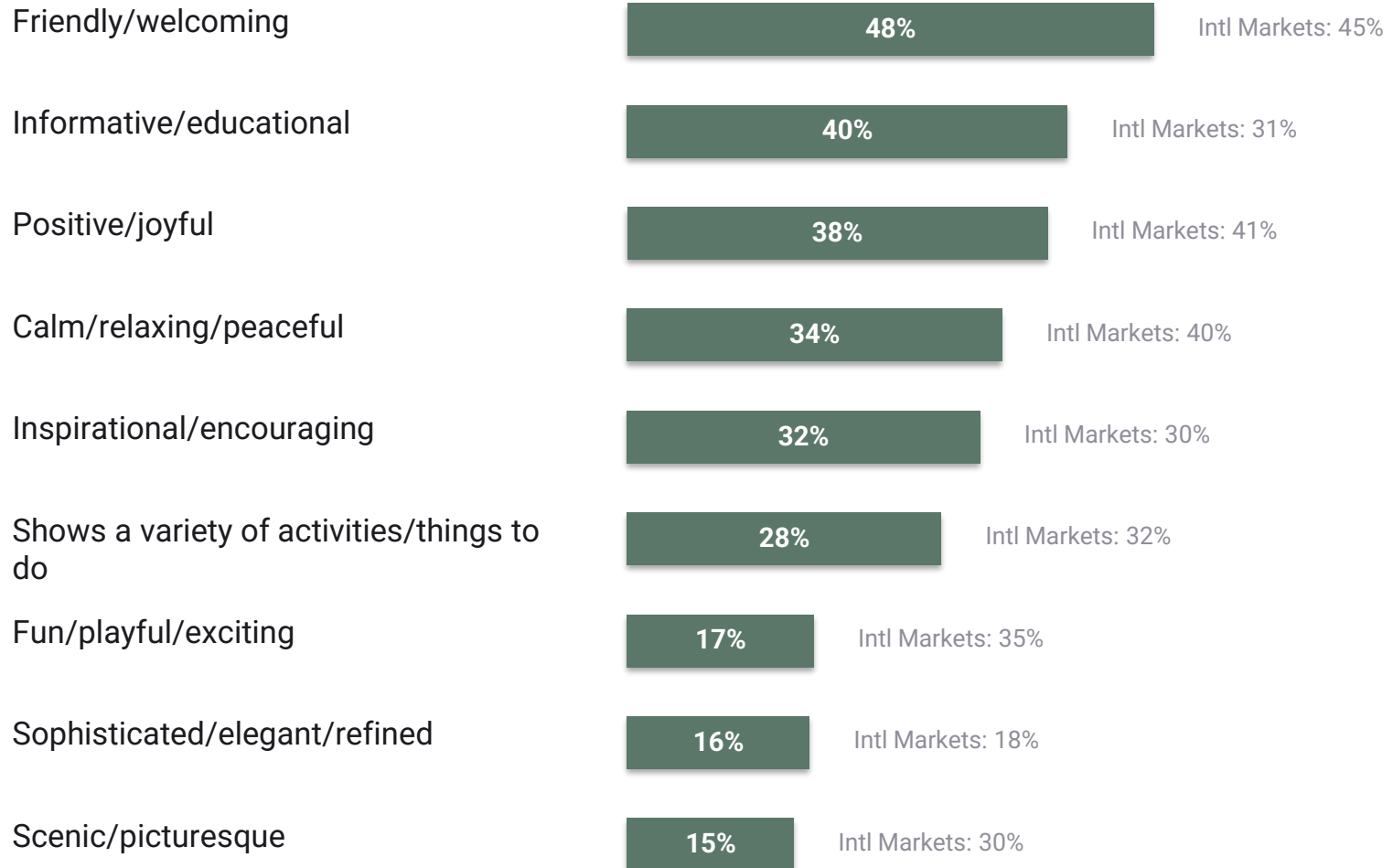
36%

Likely to Visit (5yr)

Intl Markets: 41%

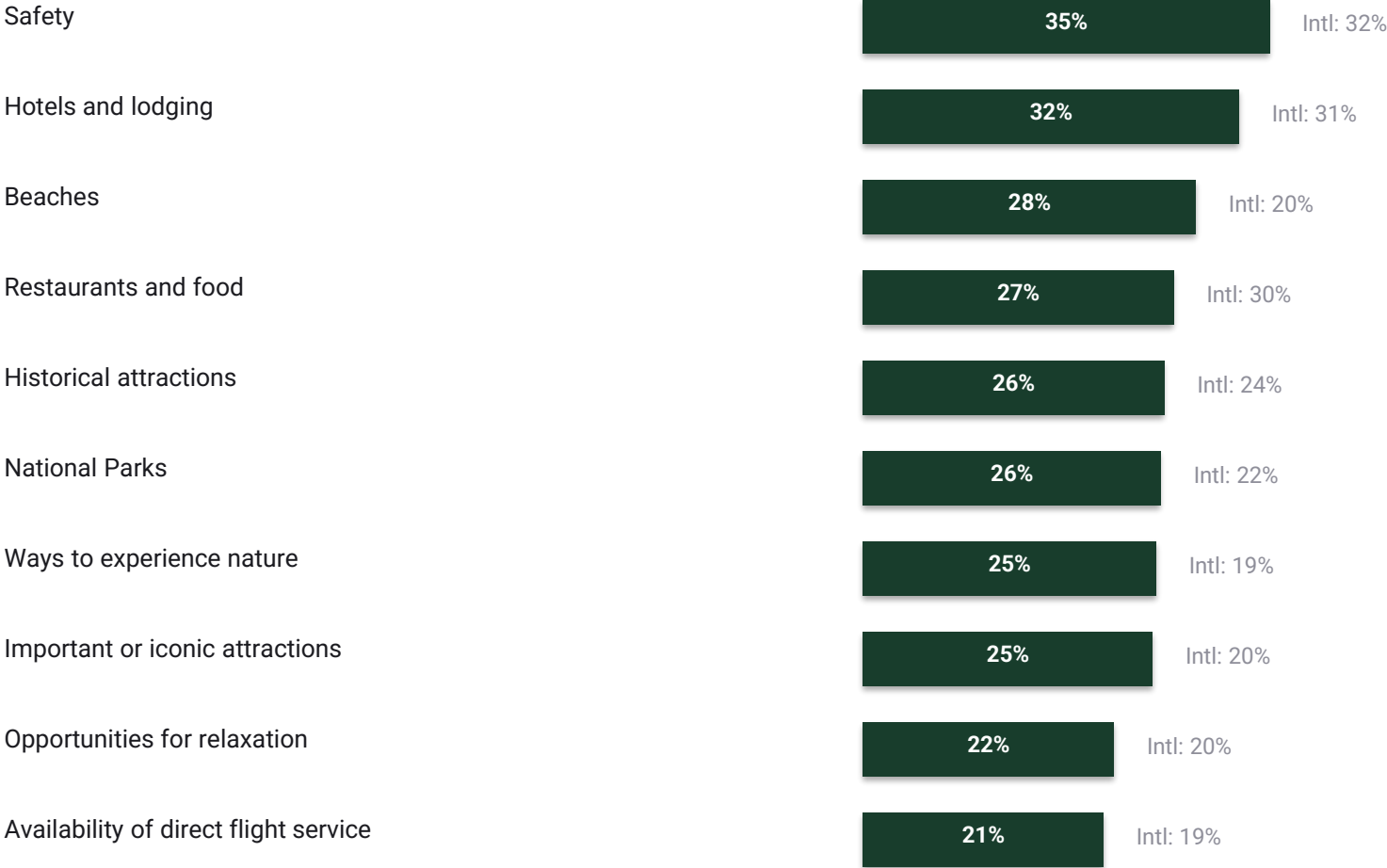
Desired Travel Promotion Tone

Germany



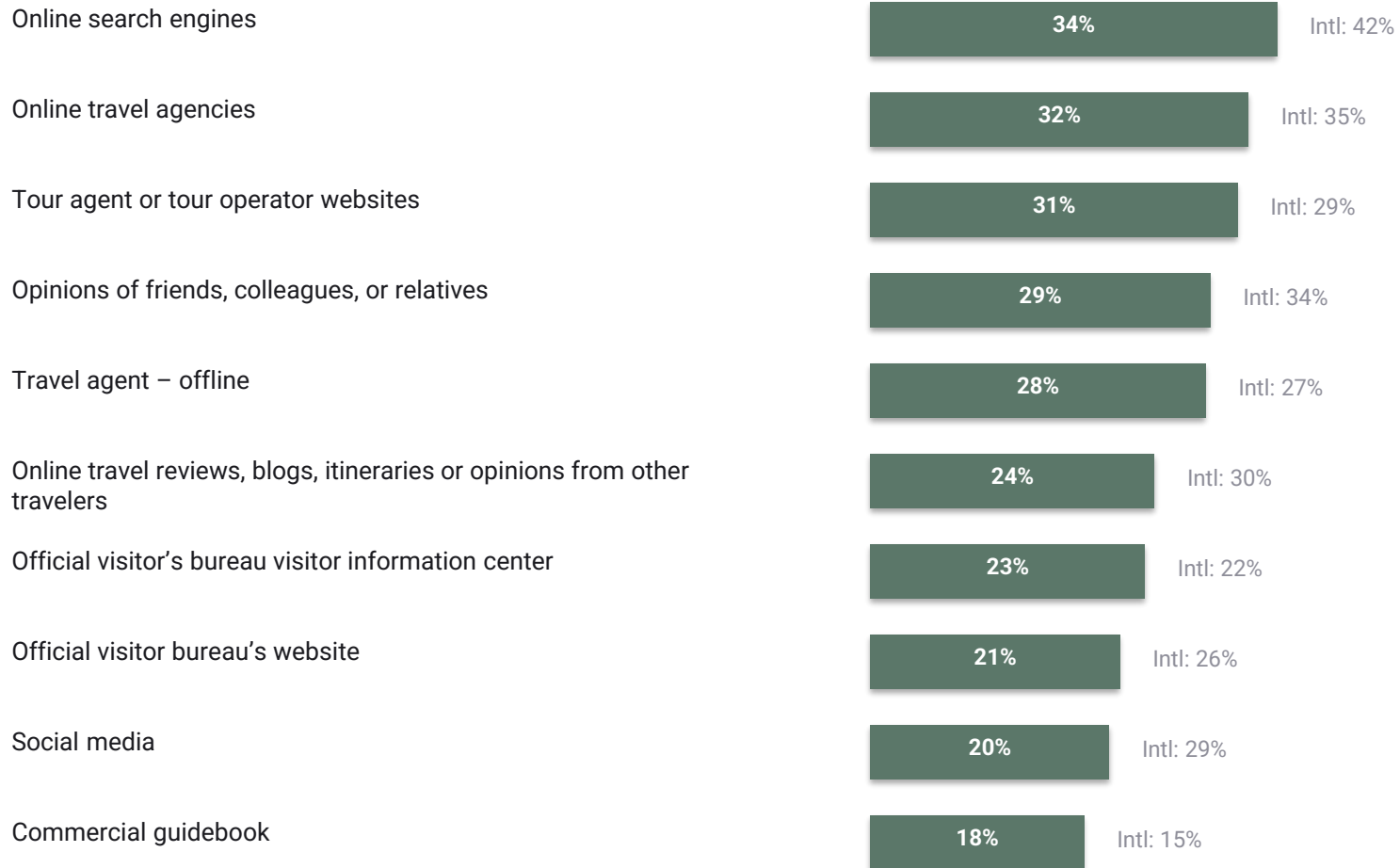
Top Information Sources

Germany



Planning Resources

Germany



U.S. Travel Planning & Budget

Germany

U.S. Trip Planning

24%

Likely to Visit US (2yr)

Intl Markets: 36%

15 wks

Planning Window

Intl Markets: 14 wks

14 wks

Booking Window

Intl Markets: 12 wks

U.S. Trip Profile

12.5

Avg Days in the U.S.

Intl Markets: 12.3

4.5

Avg Destinations in the U.S.

Intl Markets: 4.4

2.0

Avg Number of People Traveling with

Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

\$1,693

Hotels

Intl: \$1,568

\$633

Shopping

Intl: \$1,001

\$677

Dining

Intl: \$826

\$488

Sightseeing

Intl: \$881

\$636

Transport

Intl: \$772

\$4,127

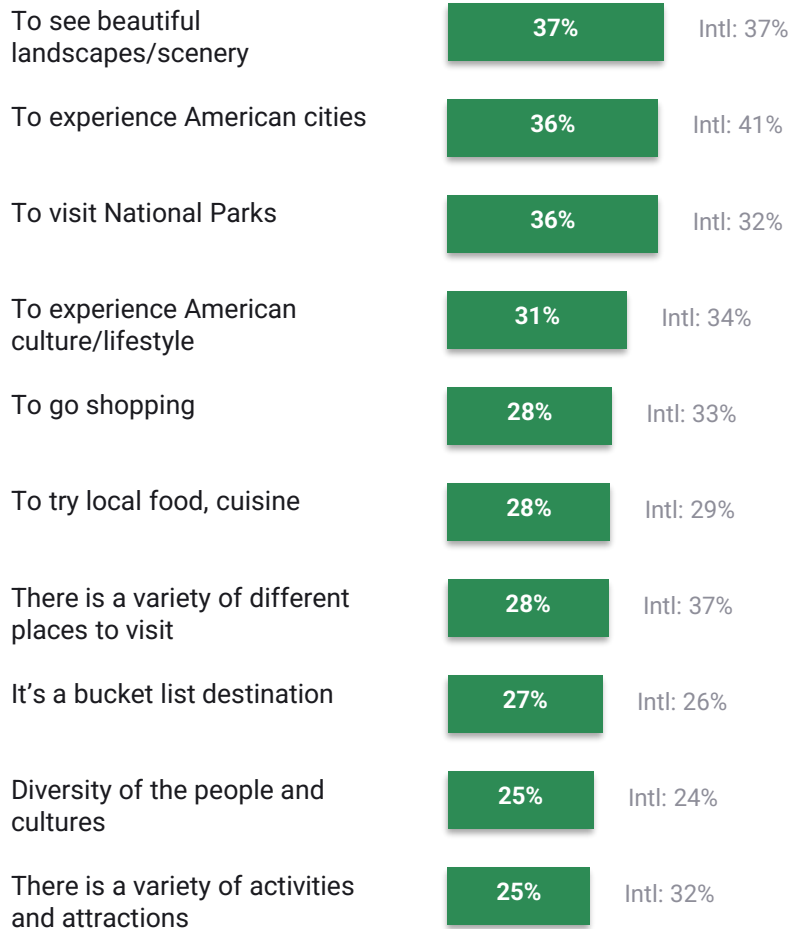
Total

Intl: \$5,049

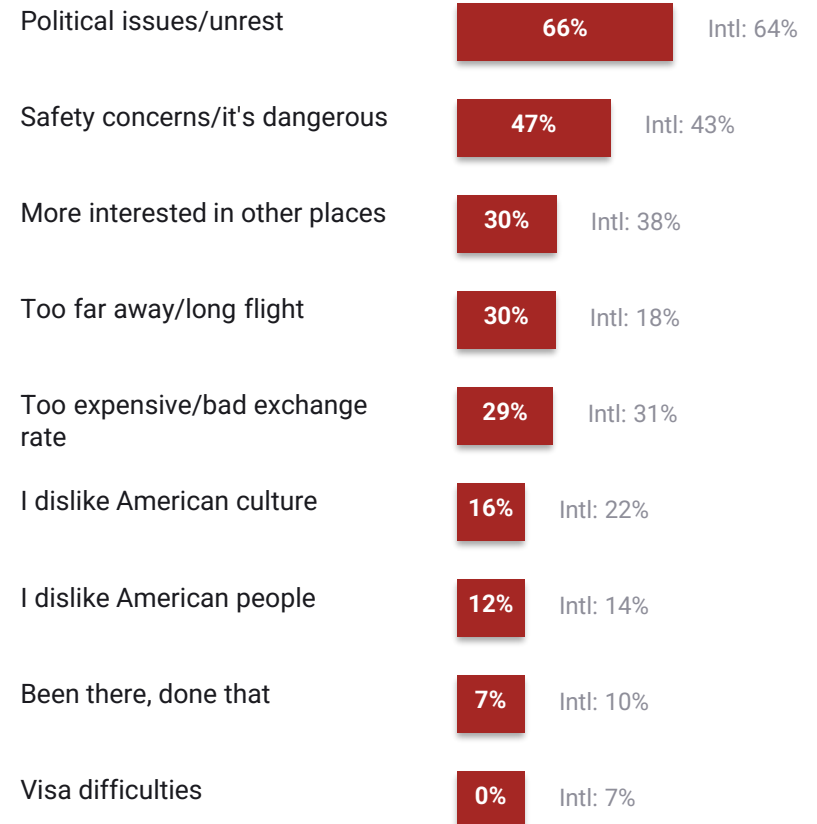
Enablers & Barriers to Visiting

Germany

Enablers

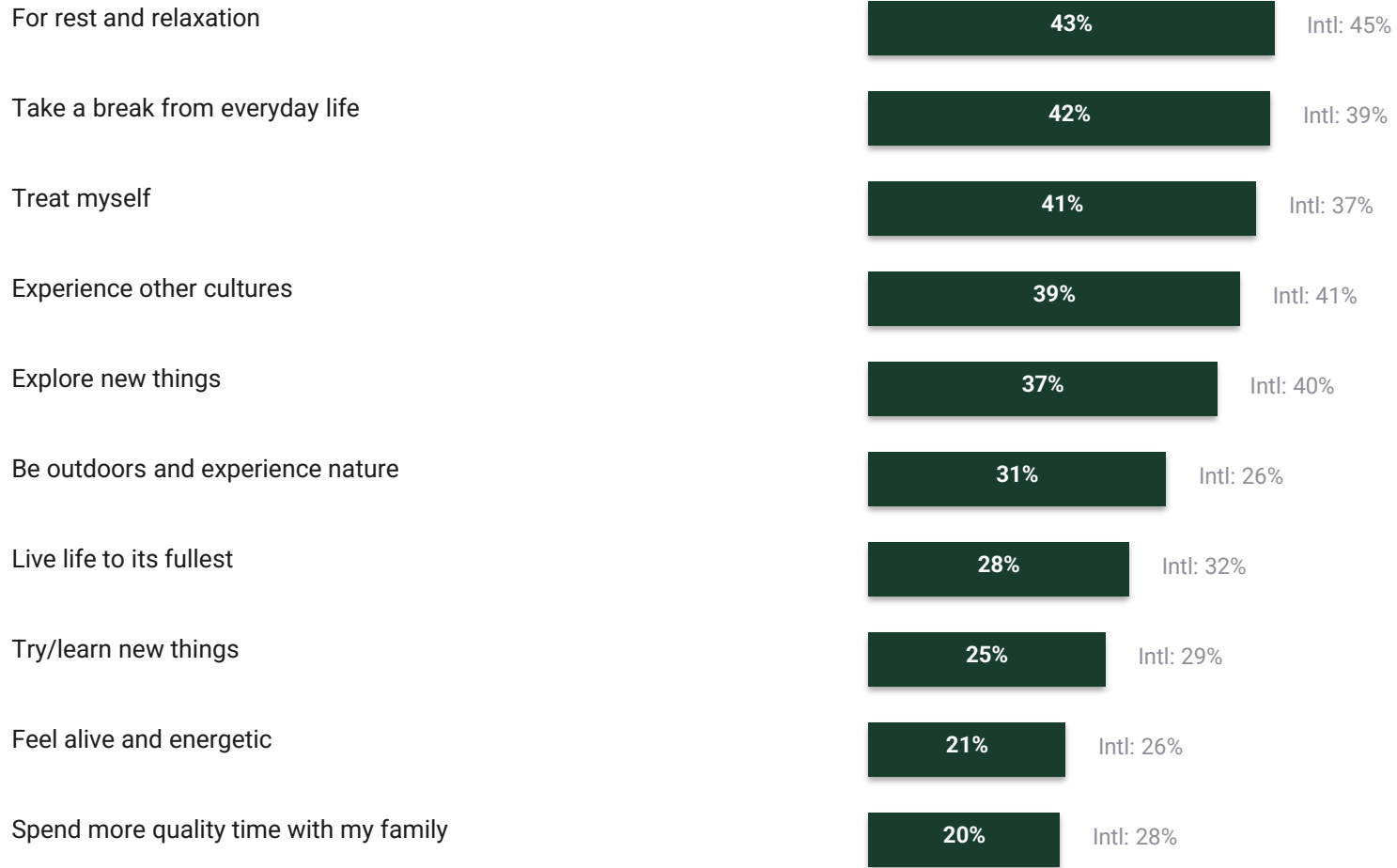


Barriers



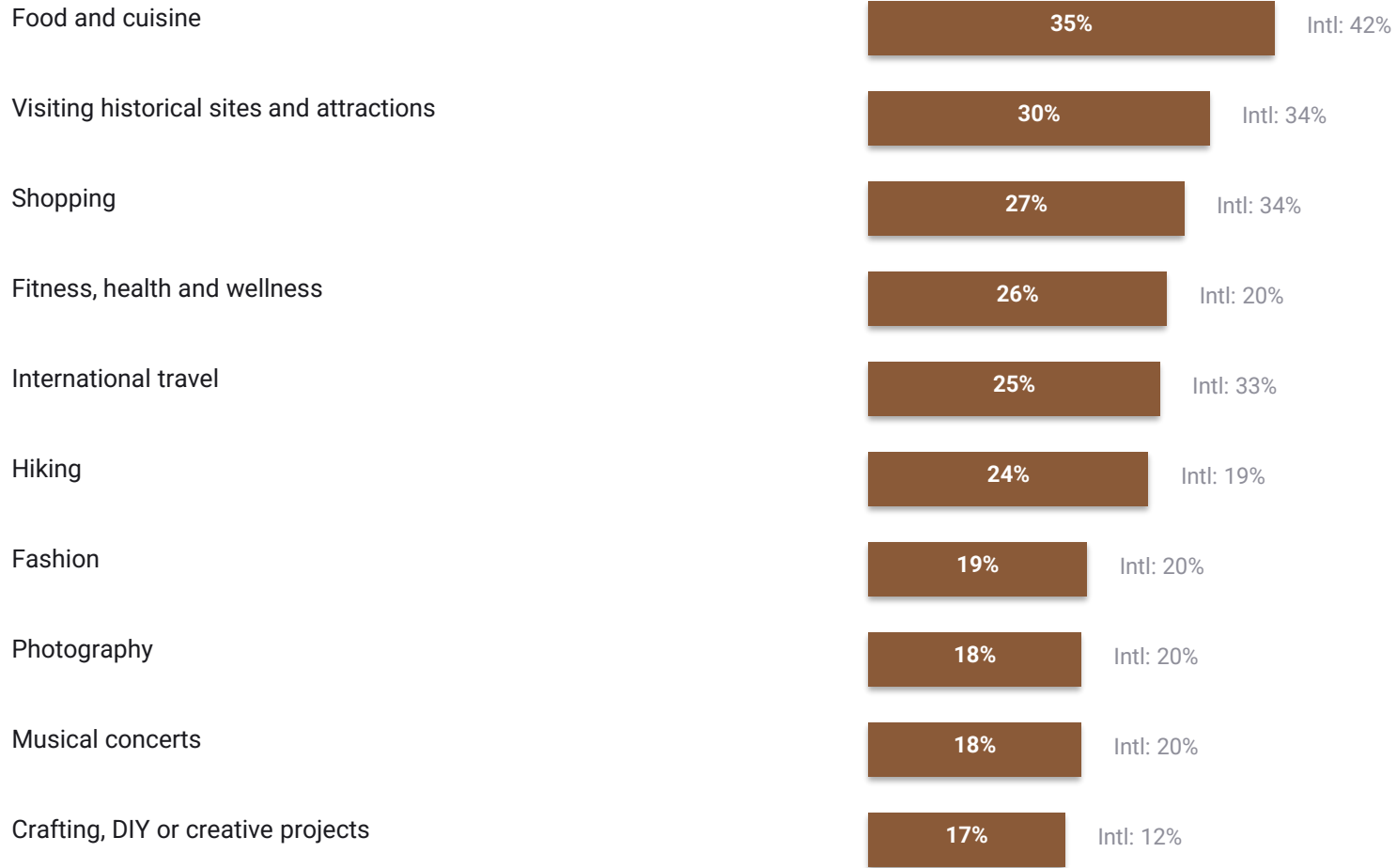
Travel Motivations

Germany



Hobbies & Passions

Germany



Travel Trends & Outlook

Germany

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

51%

Intl: 53%

Global wars/strife will impact the destinations I visit in 2025.

46%

Intl: 54%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

36%

Intl: 42%

I'll be more proactive in reducing the impact of my travel on the environment.

35%

Intl: 43%

With higher temperatures each year, I will try to seek out cooler places.

30%

Intl: 44%

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

30%

Intl: 42%

I anticipate that backlash against tourism will increase in my community in the next year.

28%

Intl: 34%

Luxury travel experiences are an important part of my leisure trips.

28%

Intl: 39%

I often bring work with me to do when I am on holiday.

21%

Intl: 27%

Germany

Intl Markets

AUSTRALIA

Source Market Analysis | Louisiana

#4 by Spending | #5 by Visits



Australia | Key Findings

- 1 2026 Louisiana projected spending:** \$66.8M (+7.7% YOY). Projected visitors: 27K (+5.5% YOY). Ranks #4 by spending and #5 by visits among Louisiana source markets.
- 2 Macro Context:** Australia 2026 GDP growth projected at 2.1%. Exchange rate: 0.71 AUD/USD.
- 3 CAGR Comparison:** 2023-2027 projected spending CAGR (5.3%) exceeds 2015-2019 (2.1%).
- 4 Visitor Perceptions:** 66% familiarity with the American South, 70% appeal, 32% likely to visit in the next 5 years.
- 5 U.S. Trip Profile:** Average spending \$6,279 for a 2-week trip. Average length of stay: 14.9 days. Average destinations: 4.9.
- 6 Top Motivation:** Explore new things (51%)
- 7 Top Enabler:** To experience American cities (43%)
- 8 Preferred Tone:** Friendly/welcoming (54%)
- 9 Top Barrier:** Political issues/unrest (76%)

Australia

\$66.8M

2026 Louisiana Spending

+7.7% YOY vs. 2025

27K

2026 Louisiana Visitors

+5.5% YOY vs. 2025

\$6.2B

2026 USA Spending

+6.2% YOY vs. 2025

2.3M

2026 USA Visitors

+4.4% YOY vs. 2025

\$62M

2025 Louisiana Spending

-14.4% YOY vs. 2024

25.6K

2025 Louisiana Visitors

-5.5% YOY vs. 2024

\$5.9B

2025 USA Spending

-11.1% YOY vs. 2024

2.2M

2025 USA Visitors

-3.2% YOY vs. 2024

Growth Trajectory

2015-2019 CAGR

2.1%

Spending

0%

Visits

2023-2027 PROJECTED CAGR

5.3%

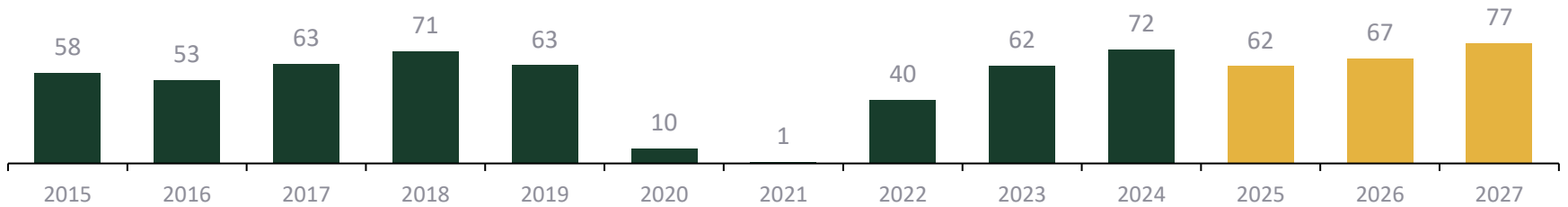
Spending

2.4%

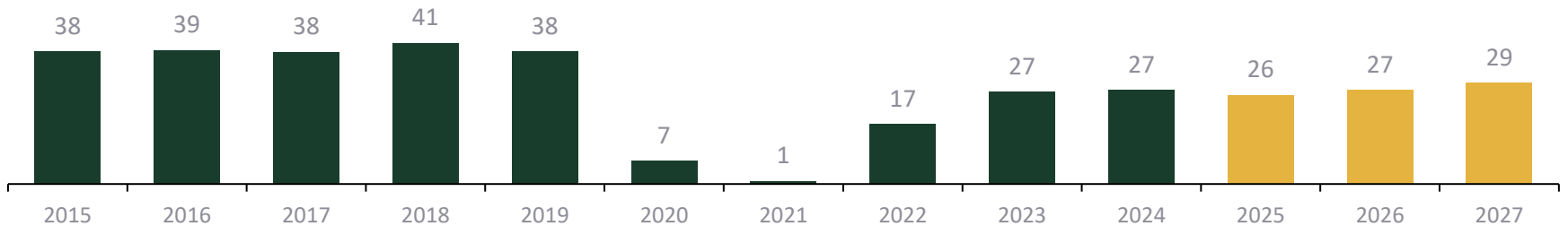
Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending (\$M)



Visits (K)



■ Historic ■ Forecast

Visitor Perceptions | The American South

Australia

66%

Familiarity

Intl Markets: 67%

70%

Appeal

Intl Markets: 75%

16%

Promotional Buzz

Intl Markets: 29%

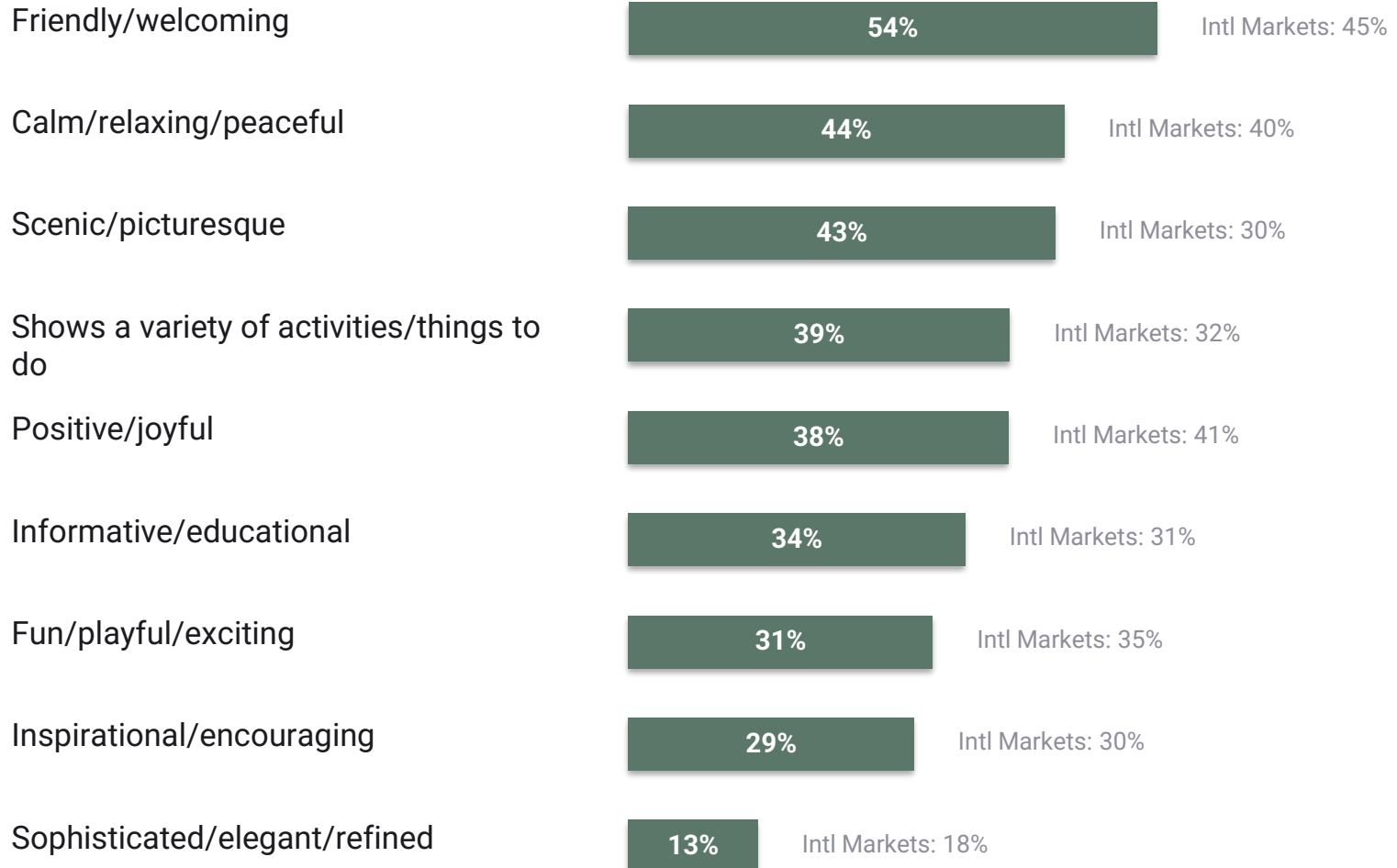
32%

Likely to Visit (5yr)

Intl Markets: 41%

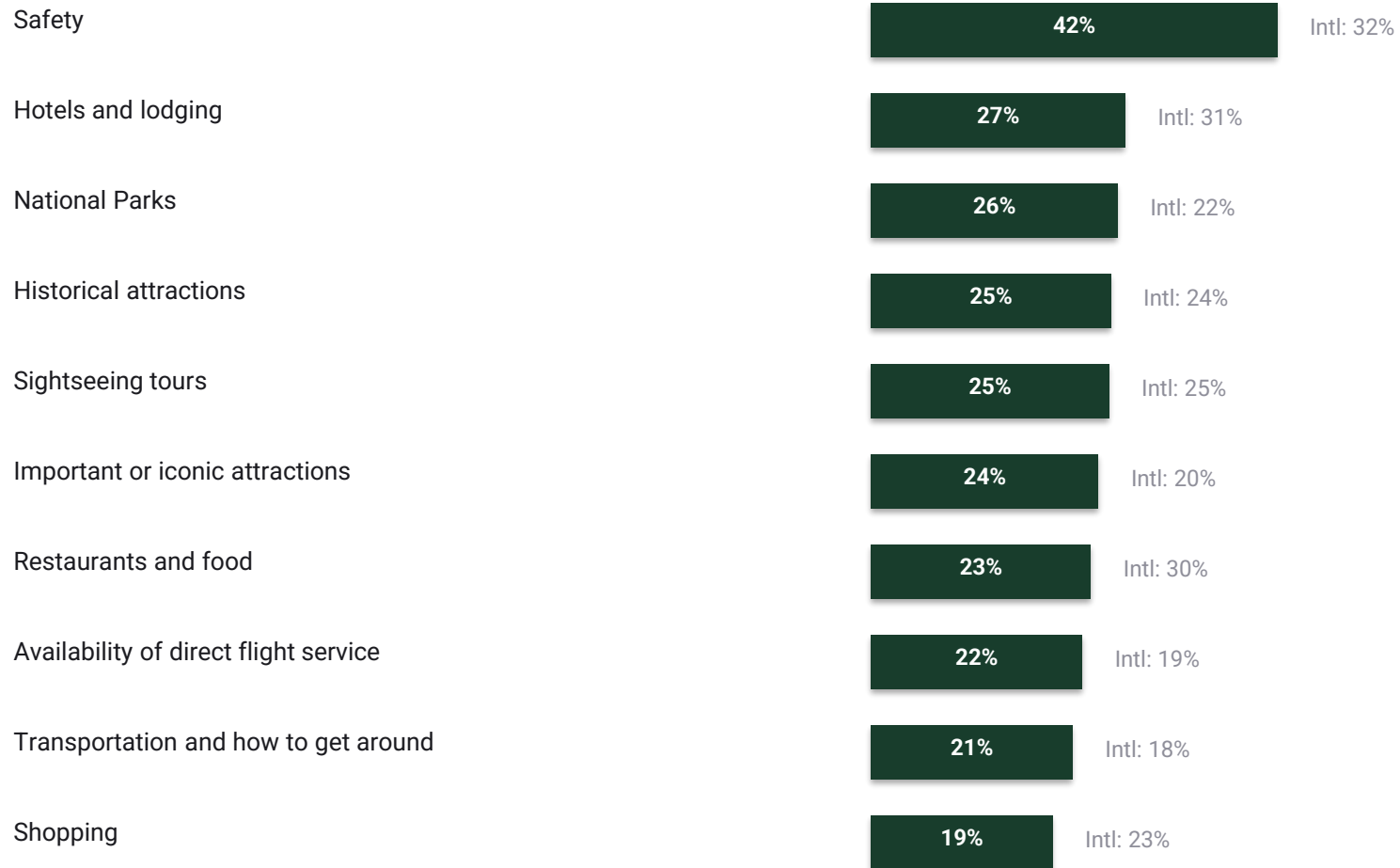
Desired Travel Promotion Tone

Australia



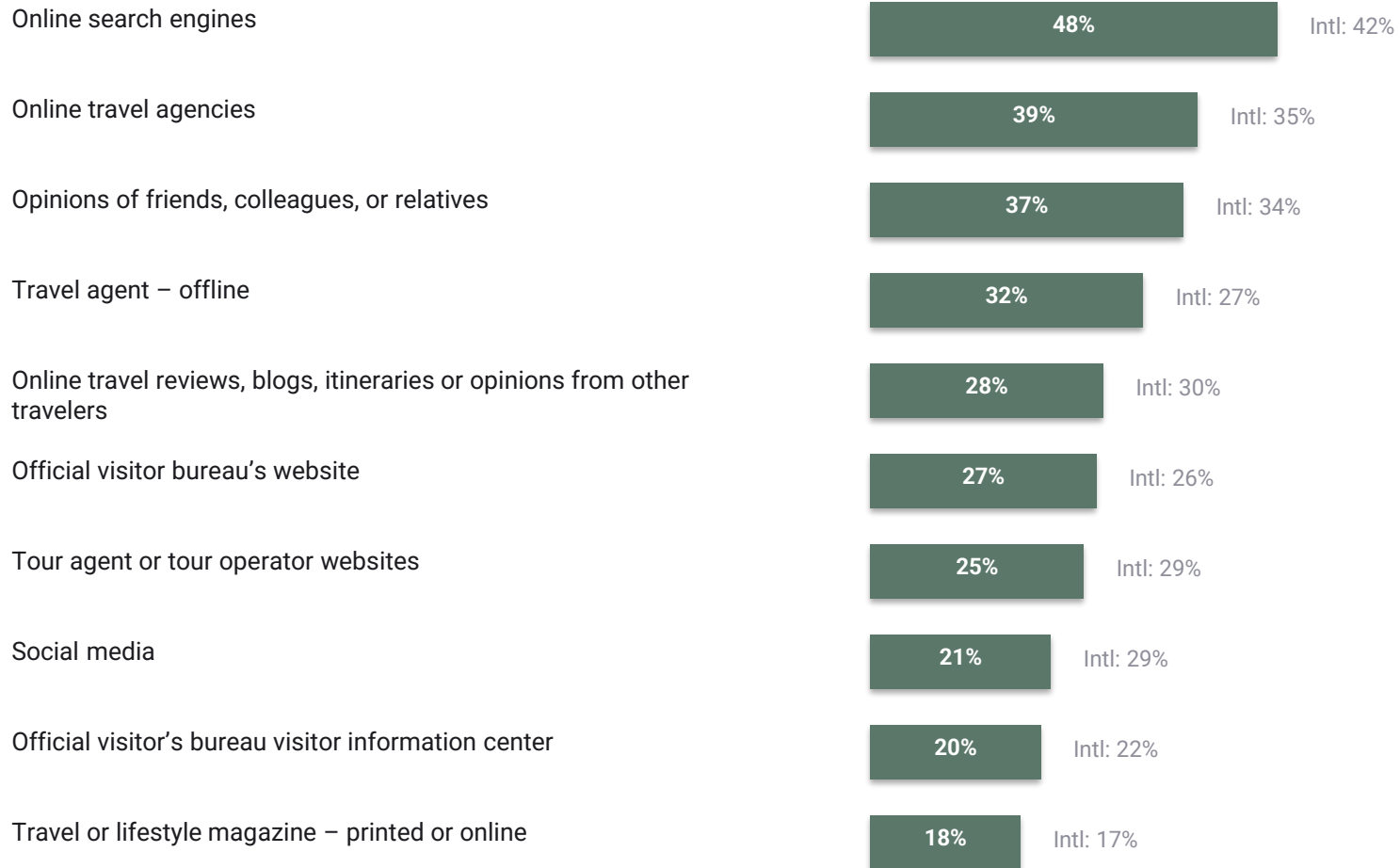
Top Information Sources

Australia



Planning Resources

Australia



U.S. Travel Planning & Budget

Australia

U.S. Trip Planning

21%

Likely to Visit US (2yr)

Intl Markets: 36%

16 wks

Planning Window

Intl Markets: 14 wks

14 wks

Booking Window

Intl Markets: 12 wks

U.S. Trip Profile

14.9

Avg Days in the U.S.

Intl Markets: 12.3

4.9

Avg Destinations in the U.S.

Intl Markets: 4.4

1.8

Avg Number of People Traveling with

Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

\$1,917

Hotels

Intl: \$1,568

\$1,053

Shopping

Intl: \$1,001

\$915

Dining

Intl: \$826

\$1,416

Sightseeing

Intl: \$881

\$979

Transport

Intl: \$772

\$6,279

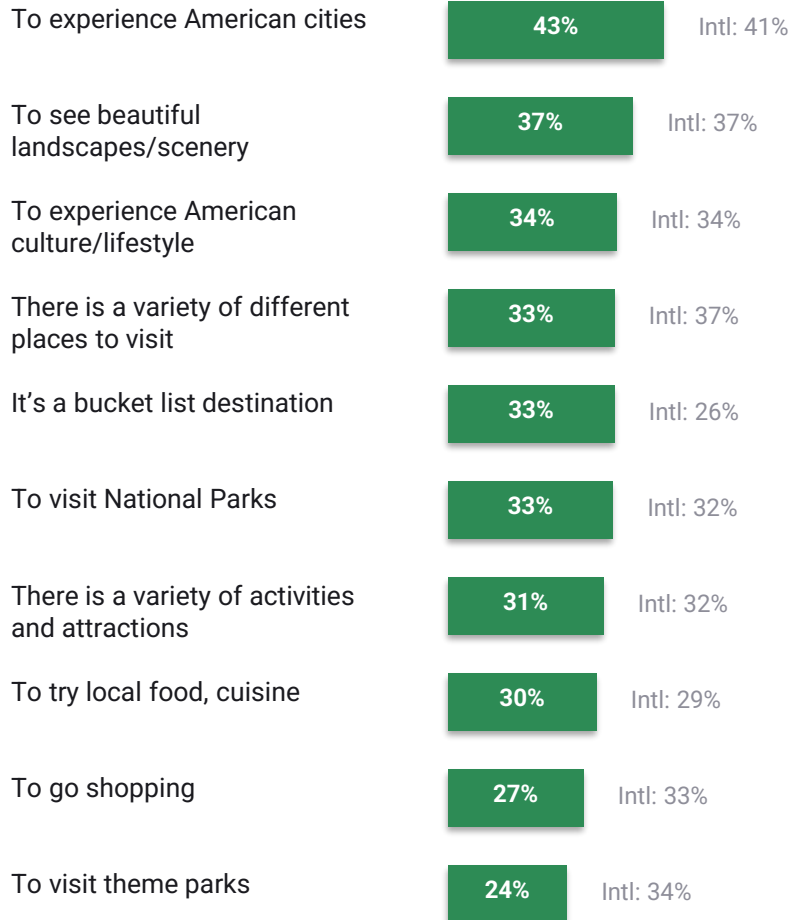
Total

Intl: \$5,049

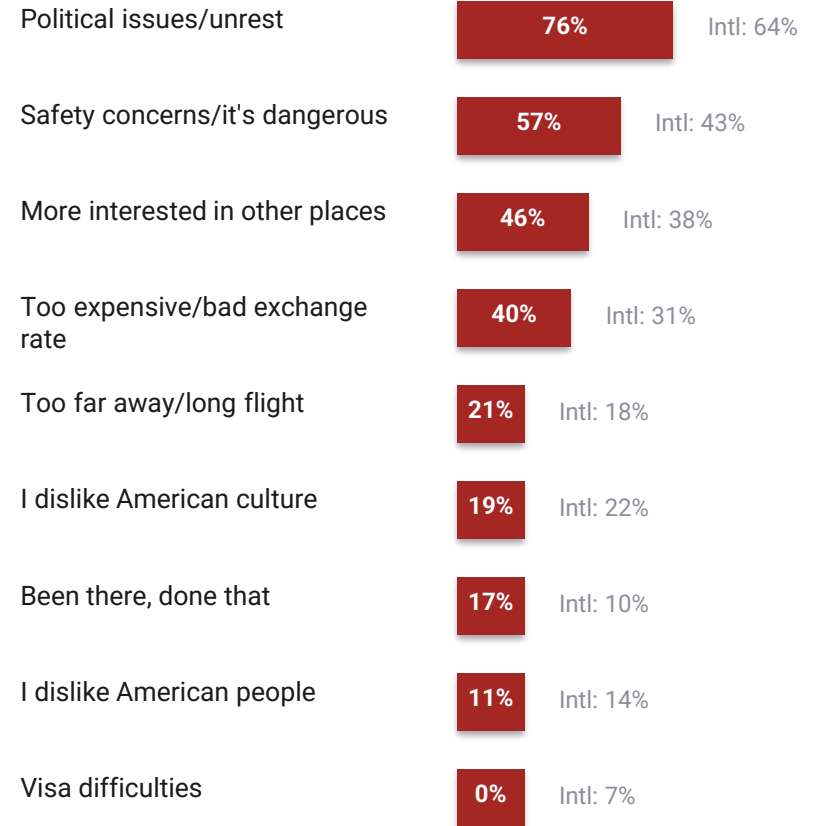
Enablers & Barriers to Visiting

Australia

Enablers

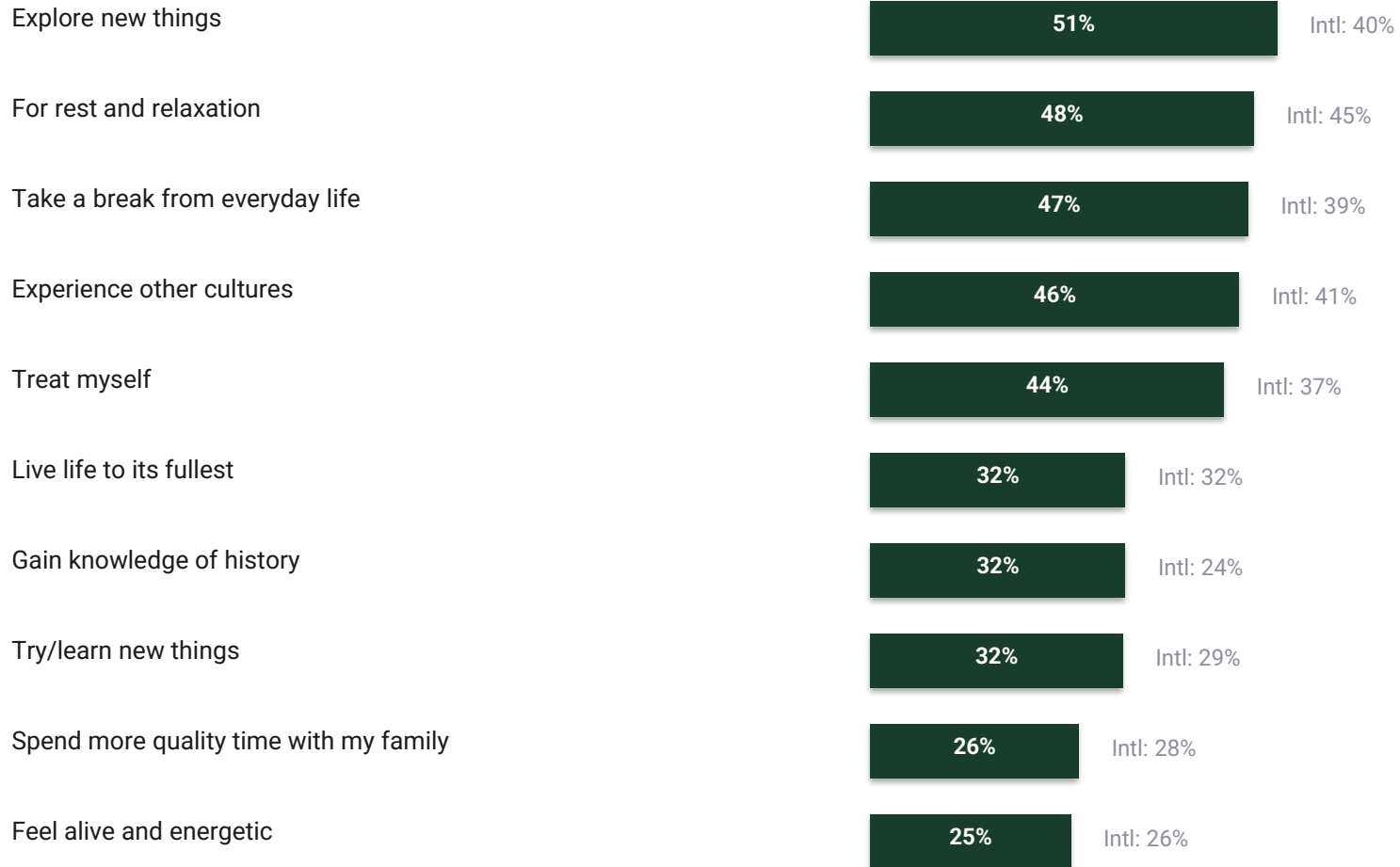


Barriers



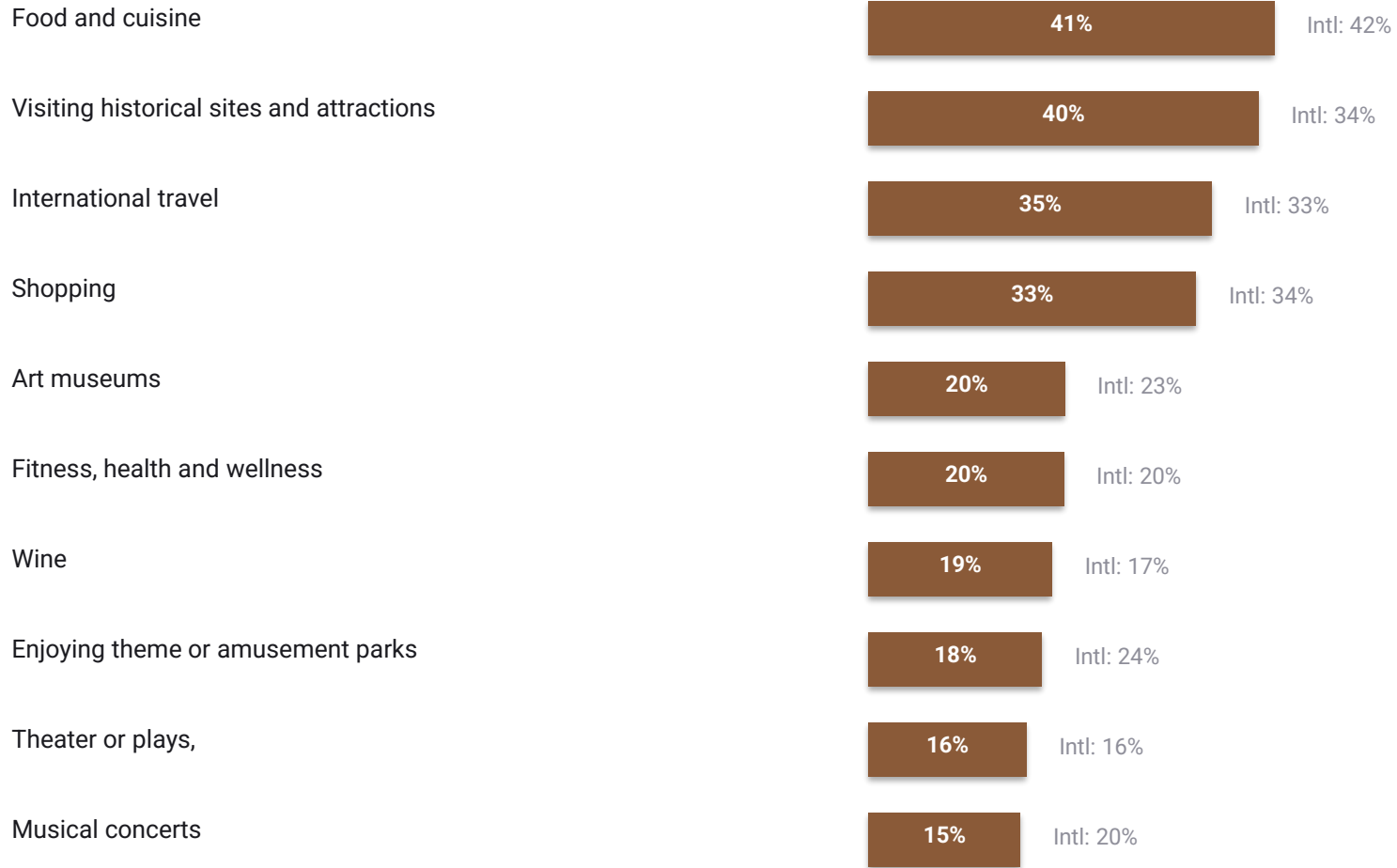
Travel Motivations

Australia



Hobbies & Passions

Australia



Travel Trends & Outlook

Australia

Global wars/strife will impact the destinations I visit in 2025.

62%

Intl: 54%

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

52%

Intl: 53%

With higher temperatures each year, I will try to seek out cooler places.

41%

Intl: 44%

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

37%

Intl: 42%

Luxury travel experiences are an important part of my leisure trips.

36%

Intl: 39%

I'll be more proactive in reducing the impact of my travel on the environment.

35%

Intl: 43%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

34%

Intl: 42%

I anticipate that backlash against tourism will increase in my community in the next year.

29%

Intl: 34%

I often bring work with me to do when I am on holiday.

20%

Intl: 27%

 Australia

 Intl Markets

BRAZIL

Source Market Analysis | Louisiana

#5 by Spending | #7 by Visits



Brazil | Key Findings

- 1 2026 Louisiana projected spending:** \$38.2M (+7% YOY). Projected visitors: 13.5K (+3.1% YOY). Ranks #5 by spending and #7 by visits among Louisiana source markets.
- 2 Macro Context:** Brazil 2026 GDP growth projected at 1.9%. Exchange rate: 5.15 BRL/USD.
- 3 CAGR Comparison:** 2023-2027 projected spending CAGR (13.1%) exceeds 2015-2019 (-0.3%).
- 4 Visitor Perceptions:** 72% familiarity with the American South, 82% appeal, 49% likely to visit in the next 5 years.
- 5 U.S. Trip Profile:** Average spending \$4,812 for a 2-week trip. Average length of stay: 14.8 days. Average destinations: 5.3.
- 6 Top Motivation:** For rest and relaxation (54%)
- 7 Top Enabler:** To go shopping (54%)
- 8 Preferred Tone:** Positive/joyful (51%)
- 9 Top Barrier:** Political issues/unrest (70%)

Brazil

\$38.2M

2026 Louisiana Spending

+7% YOY vs. 2025

13.5K

2026 Louisiana Visitors

+3.1% YOY vs. 2025

\$8.4B

2026 USA Spending

+7.2% YOY vs. 2025

3M

2026 USA Visitors

+3.8% YOY vs. 2025

\$35.7M

2025 Louisiana Spending

+15.2% YOY vs. 2024

13.1K

2025 Louisiana Visitors

+0.8% YOY vs. 2024

\$7.9B

2025 USA Spending

+11.4% YOY vs. 2024

2.9M

2025 USA Visitors

0% YOY vs. 2024

Growth Trajectory

2015-2019 CAGR

-0.3%

Spending

-2.3%

Visits

2023-2027 PROJECTED CAGR

13.1%

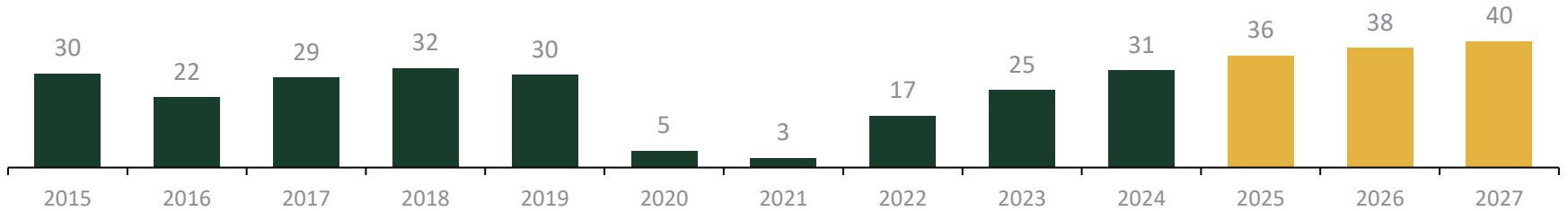
Spending

5.3%

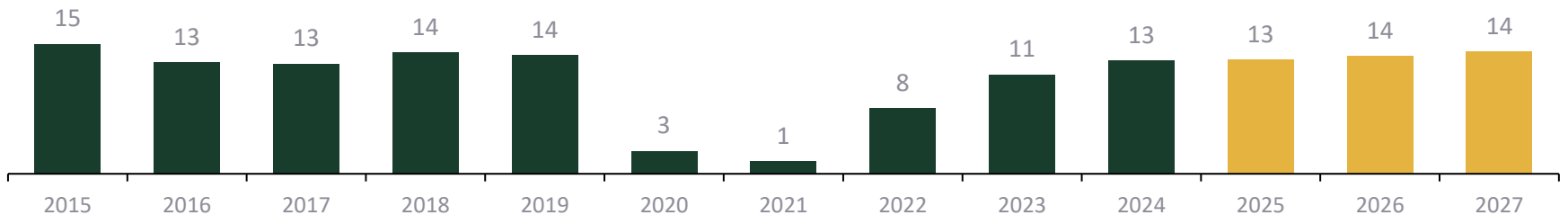
Visits

CAGR is Compound Annual Growth Rate.

Visitor Spending (\$M)



Visits (K)



■ Historic ■ Forecast

Visitor Perceptions | The American South

Brazil

72%

Familiarity

Intl Markets: 67%

82%

Appeal

Intl Markets: 75%

30%

Promotional Buzz

Intl Markets: 29%

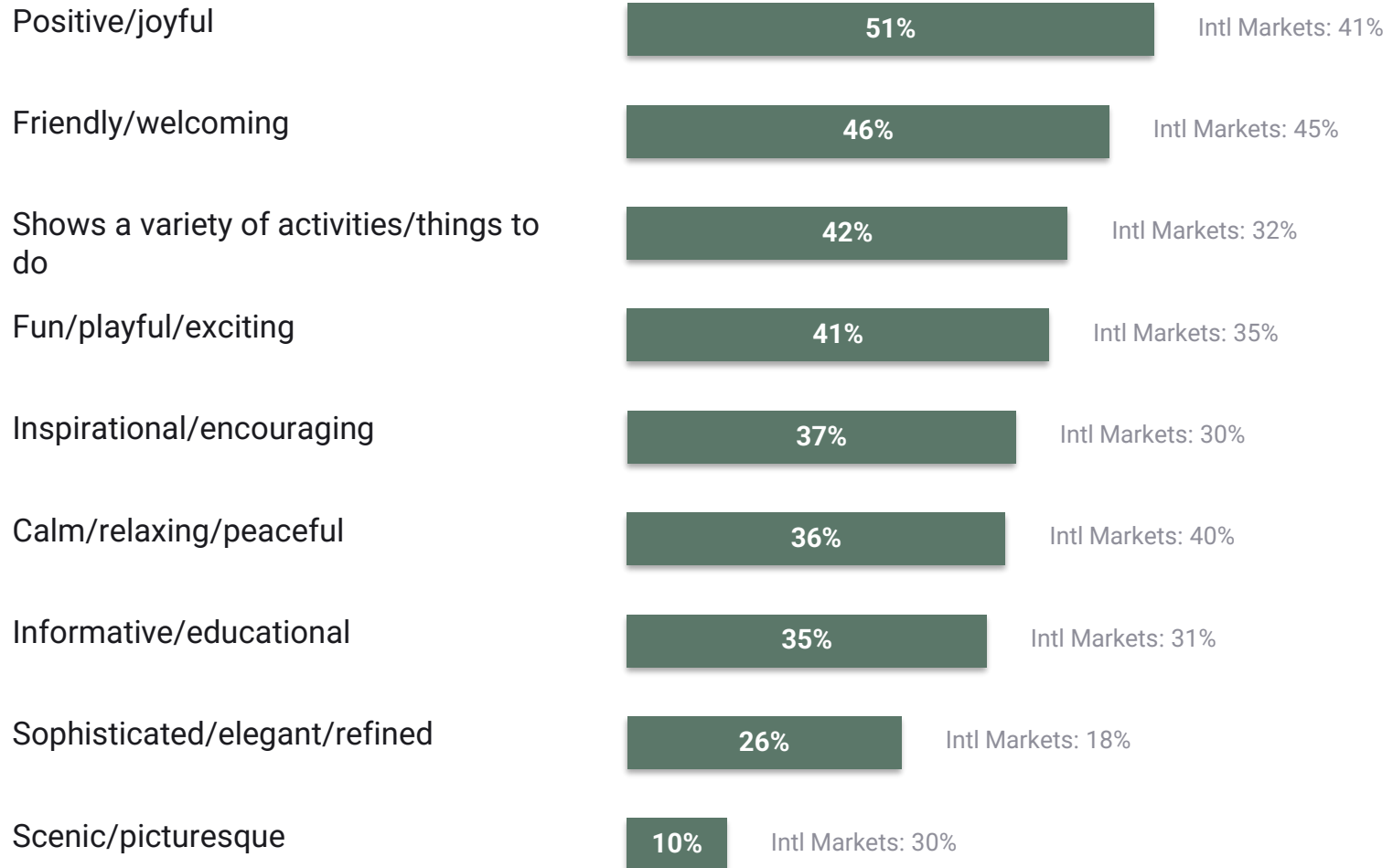
49%

Likely to Visit (5yr)

Intl Markets: 41%

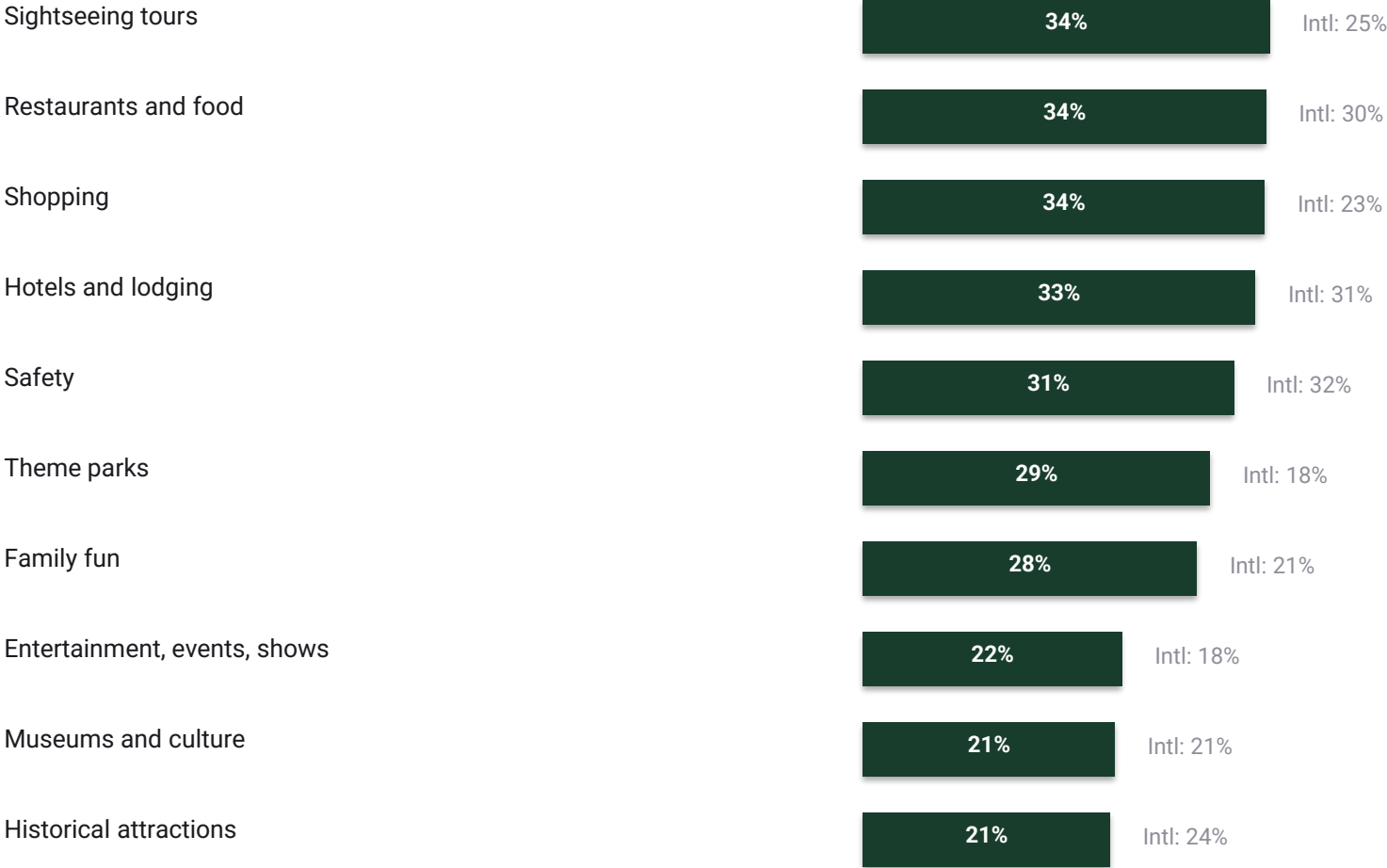
Desired Travel Promotion Tone

Brazil



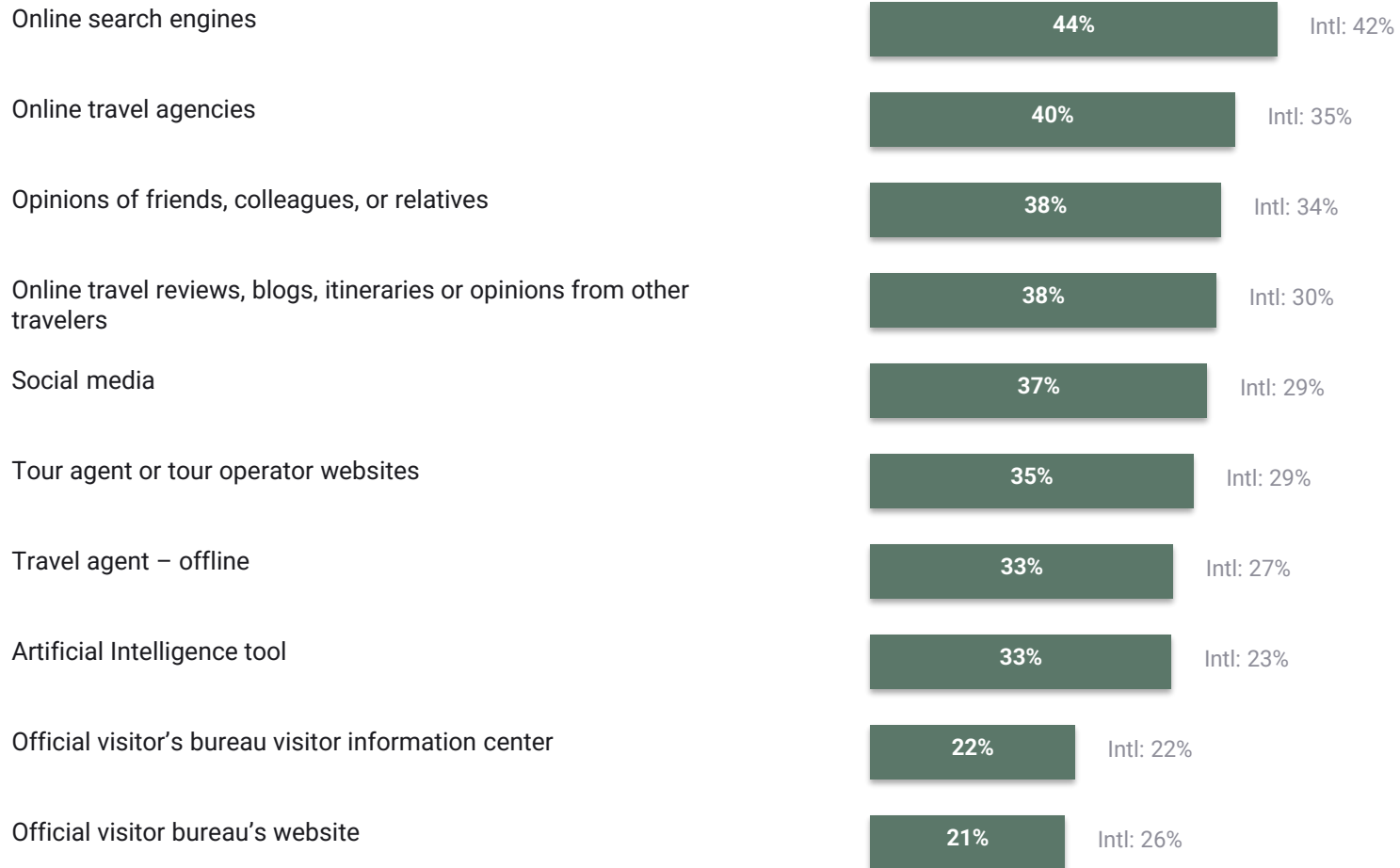
Top Information Sources

Brazil



Planning Resources

Brazil



U.S. Travel Planning & Budget

Brazil

U.S. Trip Planning

52%

Likely to Visit US (2yr)

Intl Markets: 36%

16 wks

Planning Window

Intl Markets: 14 wks

14 wks

Booking Window

Intl Markets: 12 wks

U.S. Trip Profile

14.8

Avg Days in the U.S.

Intl Markets: 12.3

5.3

Avg Destinations in the U.S.

Intl Markets: 4.4

2.9

Avg Number of People Traveling with

Intl Markets: 2.6

Average Budget | 2-Week U.S. Trip

\$1,391

Hotels

Intl: \$1,568

\$1,127

Shopping

Intl: \$1,001

\$774

Dining

Intl: \$826

\$897

Sightseeing

Intl: \$881

\$623

Transport

Intl: \$772

\$4,812

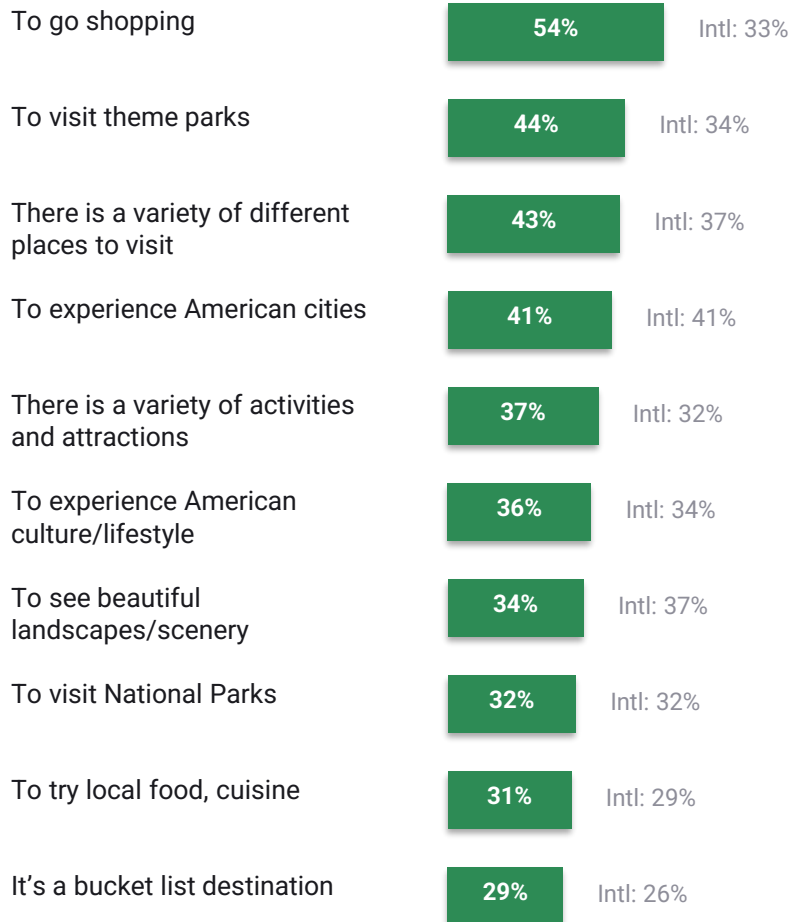
Total

Intl: \$5,049

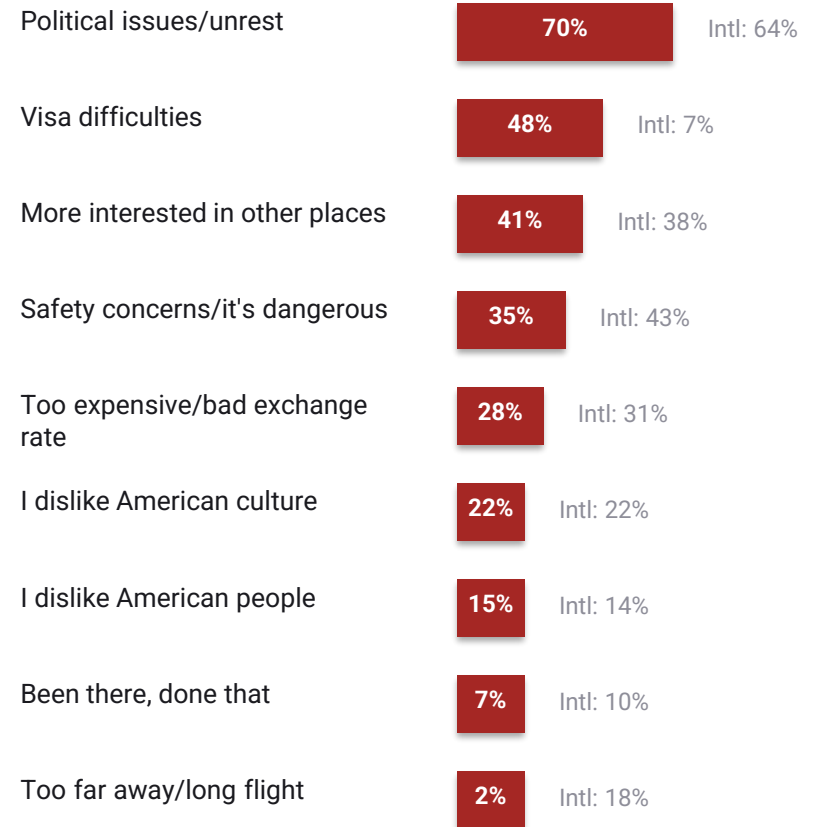
Enablers & Barriers to Visiting

Brazil

Enablers

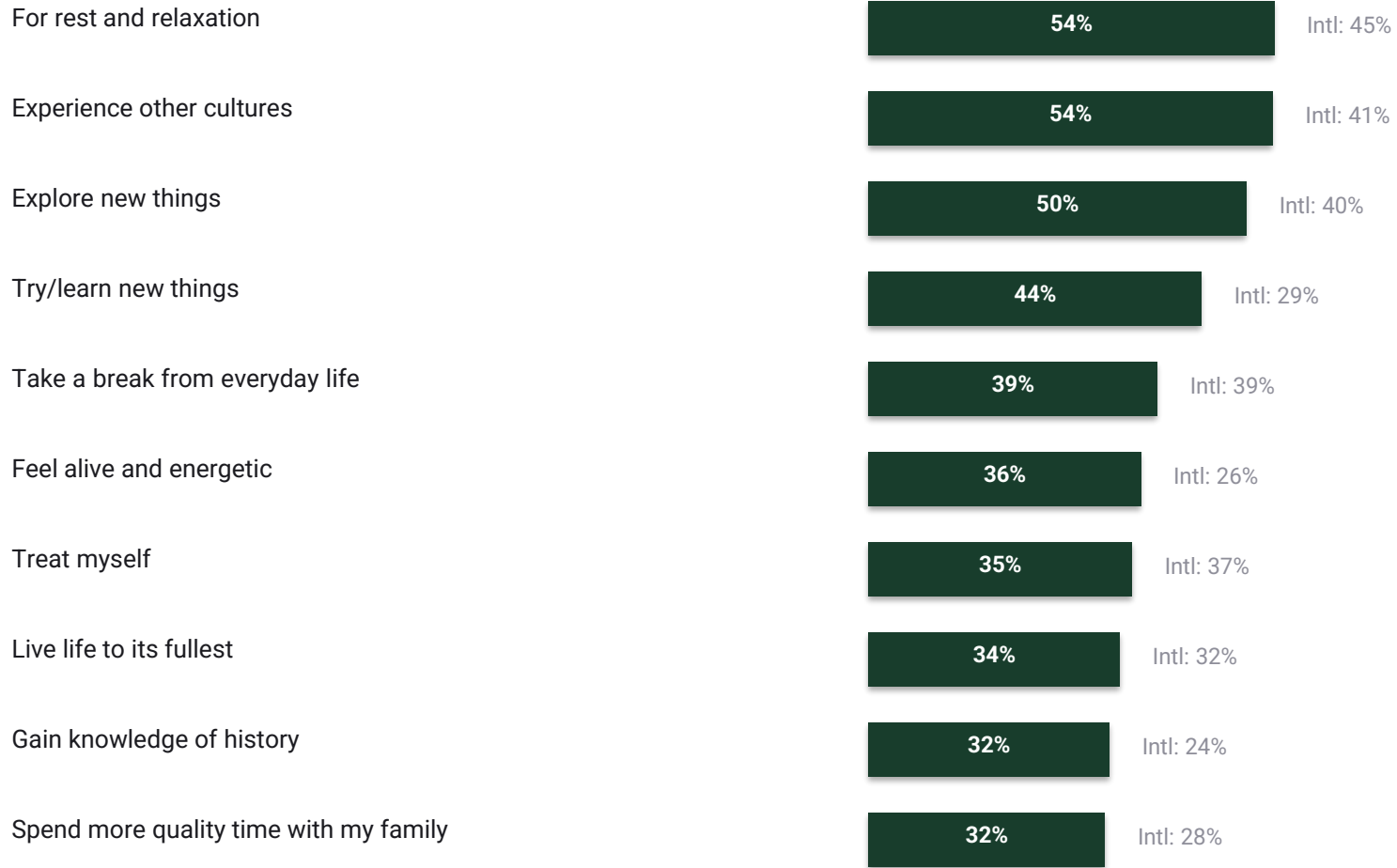


Barriers



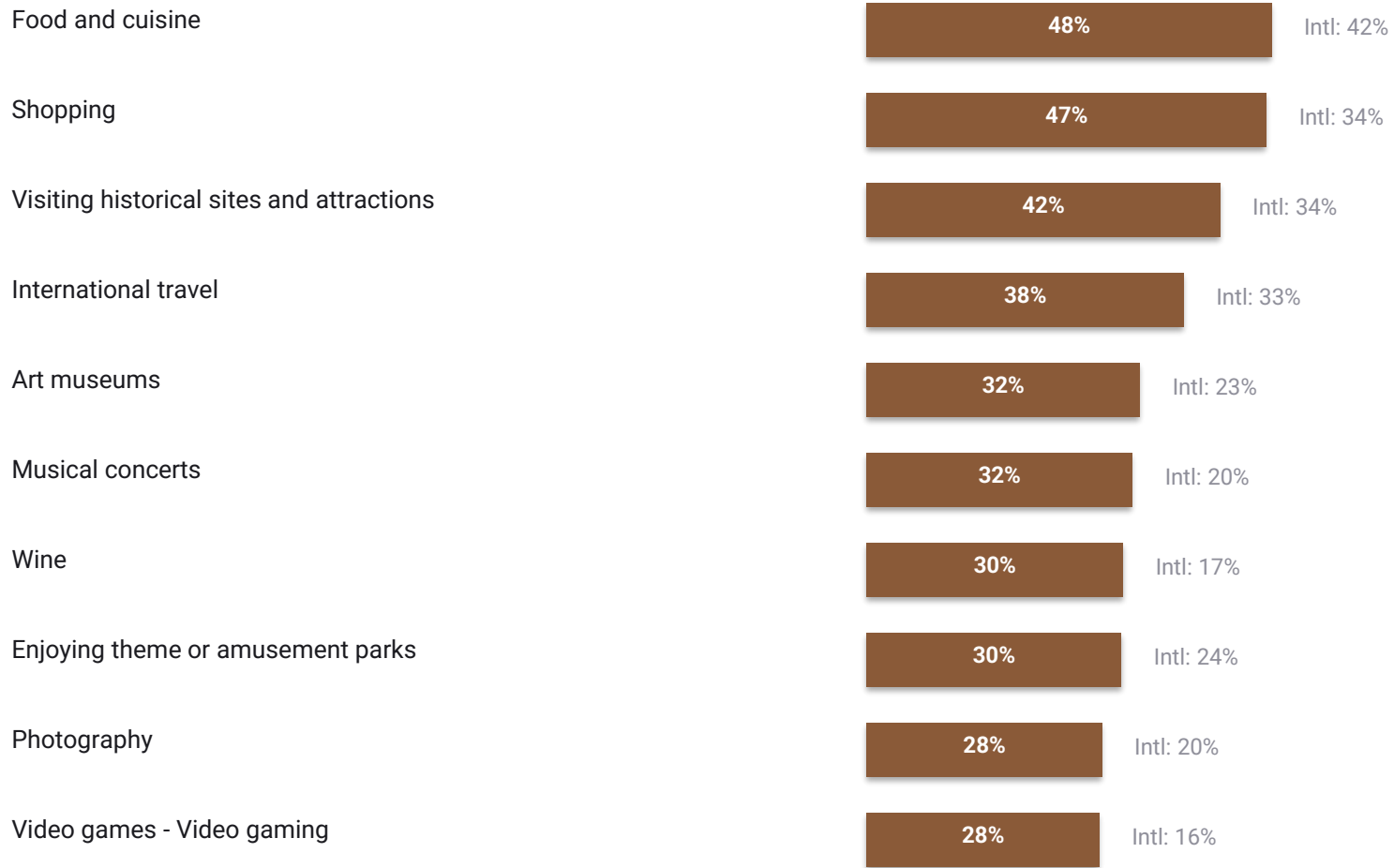
Travel Motivations

Brazil



Hobbies & Passions

Brazil



Travel Trends & Outlook

Brazil

I am likely to take a slow-cation in the next year (i.e., a longer trip spent in a single destination).

66%

Intl: 42%

Global wars/strife will impact the destinations I visit in 2025.

64%

Intl: 54%

If a U.S. destination has a problem with over-tourism, I am less likely to visit it.

59%

Intl: 53%

I'll be more proactive in reducing the impact of my travel on the environment.

54%

Intl: 43%

Climate change will have a significant impact on my leisure travel in the next five (5) years.

54%

Intl: 42%

With higher temperatures each year, I will try to seek out cooler places.

50%

Intl: 44%

Luxury travel experiences are an important part of my leisure trips.

44%

Intl: 39%

I anticipate that backlash against tourism will increase in my community in the next year.

40%

Intl: 34%

I often bring work with me to do when I am on holiday.

33%

Intl: 27%

 Brazil

 Intl Markets



International Visitor Profile

Compiled by Esra Calvert Consulting on behalf of Travel South USA.
Data partners include Tourism Economics, Future Partners, Brand USA, and third-party sources.