



December 2007

*The South Louisiana
Wetlands Discovery Center
Attendance Analysis*

Executive Summary

The South Louisiana Wetlands Discovery Center is an educational facility focused on the unique ecology and environment of Southern Louisiana. The Project Definition Report produced in 2007, indicated a yearly attendance target for the Center of 50,000 people. To substantiate this number, the South Louisiana Wetlands Discovery Center commissioned South Central Planning and Development Commission (SCPDC) to perform an attendance analysis study to gauge the level of public interest in visiting such a South Louisiana Wetlands Discovery Center.

SCPDC researched current tourism trends in Louisiana and the outlook for the state's tourism industry. Facilities with similar missions and goals were researched to determine attendance trends for discovery centers. One key area of interest is the level of school participation and organized field trips. SCPDC polled educators from the surrounding parishes via a written survey to establish an estimated yearly field trip attendance. Finally, SCPDC surveyed the public via an electronic survey administered at each of the main branch libraries in the survey area.

SCPDC's research supports the following conclusions:

- Tourism in Louisiana is returning. While the hurricanes of the 2005 season greatly affected Louisiana tourism, figures provided by the Lt. Governor's Office of Tourism show an increase in the tourism markets in the affected areas.
- Similar facilities across the United States rely on field trips for roughly 25 percent of their yearly attendance, or a total of 12,500 students per year.
- The school districts near the South Louisiana Wetlands Discovery Center exhibited a great enthusiasm and interest in organizing field trips to such a center.
- From the public survey, there is an overwhelmingly positive response to the concept. More than 95 percent of subjects surveyed expressed interest in visiting the South Louisiana Wetlands Discovery Center.
- SCPDC's research of area schools and public interest survey indicates interest levels are sufficient to attract the necessary attendees to reach its target of 50,000 patrons per year.



Recommendations:

From the conclusions drawn from the SCPDC research, SCPDC would make the following recommendations.

- **Capitalize on the changing face of tourism in Louisiana.** Student and youth travel and voluntourism are two of the largest growing markets in the United States. Partnerships with other like-minded agencies and offering opportunities for these tourist groups would enable the Center to attract attendees from across the nation.
- **Explore membership options and a possible educational outreach program.** Almost all of the similar facilities offered yearly memberships. Many similar facilities researched by SCPDC offer educational and outreach programs that travel to schools and functions to bring the message out to the public.
- **Create a presence with the school districts.** Among the school districts polled some were unaware of the organization. By creating materials to provide to schools and meeting with the superintendents, principals, and teachers, the South Louisiana Wetlands Discovery Center can make its presence known and offer unique opportunities. Creating exhibits and lessons that correspond to the Louisiana Comprehensive Curriculum will be an attraction to educators.
- **Create a broad advertising campaign and possible tourism packages.** Follow with targeted advertising for specific tourism markets. A strong advertising campaign for the first year of operation will be key to establishing the South Louisiana Wetlands Discovery Center's name recognition and public awareness, positioning the Center as part of a regional package. Packaging the Center with other attractions in the Houma area would help to ensure a steady stream of attendees. Targeting similar organizations, the Center will reach an audience predisposed to visit these types of facilities.

Tourist Groups and Travel Trends

Hurricane Katrina brought national attention to our area and the plight of our fragile wetlands, while stunting the growth of tourism in southern Louisiana. Now, as the area rebuilds its tourist infrastructure, more people return to visit our area and new groups of tourists are discovering Louisiana.



The tourism industry is one of the largest contributors to the Louisiana economy. The city of New Orleans derives a large portion of its tax base from the hospitality industry, which is also the largest source of employment in the city. Houma's hospitality industry services the New Orleans market, as Houma is often a day trip for people visiting the metropolitan area. The South Louisiana Wetlands Discovery Center relies on capturing a portion of this audience to provide revenue to operate.

New tourist segments have the potential to affect the number and type of tourists visiting the Houma area and, in turn, the South Louisiana Wetlands Discovery Center. To the advantage of the Center, some of the fastest growing groups are tourists seeking educational opportunities, tourists seeking nature based activities, and tourists wanting to volunteer their time to a good cause.

Student and Youth travel

The student and youth travel market is one of the fastest growing tourism segments in the United States. According to a nationwide study conducted by Michigan State University's Student and Youth Travel Research Institute (SYTRI), 60.5 percent of young people ages 12 – 18 took an organized trip in 2006. These trips consisted of at least a one-night stay and are organized through schools and organizations to which the youth belong.

The student and youth segment of the tourism industry generates an estimated \$9.8 billion per year.



It is estimated that this segment of the travel industry generates \$9.8 billion dollars in revenue nationwide. According to a SYTRI survey in 2006, Louisiana ranked twelfth among the nation's states as a destination for student and youth trips, generating approximately \$168 million. New Orleans was the eighth ranked city to visit, with Washington DC taking the top spot. These trips generated an estimated \$126 million dollars in revenue for the city.

After organized sports, education was the second highest rated reason for participating in a trip. With the No Child Left Behind Act, organizing trips has become increasingly difficult for educators, as they must include educational elements in their itinerary. The South Louisiana Wetlands Discovery Center would provide the necessary educational elements to attract more student trips to the area.

Experts believe today's youth travel more often because of the availability of information and affordable travel. They expect continued growth of this travel segment as travel becomes a larger part of a well-balanced education.

Nature Based Tourism

Louisiana abounds in natural beauty that serves as a major attraction for our state. The state offers numerous opportunities for consumptive forms of nature based travel – hunting and fishing - but interest continues to increase in non-consumptive nature based travel – birding, hiking, photography, and education. The Louisiana Sea Grant College Program conducted a survey of nature based travelers visiting the state. About one third of those surveyed traveled to rural areas, like the areas around Houma, to



engage in hunting, fishing and other forms of nature based travel. Another third of those surveyed were visiting the New Orleans area. The majority of these travelers (91 percent) said their main purpose was something other than nature based travel, but many took time to experience some of the natural grandeur of Louisiana.

The majority of nature based travelers (32 percent) are Louisiana residents from different parts of the state who want to experience the beauty of their home state. Texans contribute 20 percent to the nature based traveler total, and other neighboring southern states another 16 percent.

Wildlife watching is a fast growing form of nature based travel. One of the major attractions for wildlife watchers are the numerous swamp tours operating in Southern Louisiana. Before Hurricane Katrina, thousands of tourists a month visited our region for a swamp tour, but that number is down dramatically. The majority of tour owners declined to speak about monthly attendance, but all indicated that business was “slower than previous years.” They attributed this to a number of factors including the lack of lodging in the area, a scattering of the area’s wildlife after the hurricane, and the misconception from national news, that the area is still flooded. One operator that spoke about attendance stated that before Katrina, he ran multiple tours a day and saw an average of 800 to 1,200 people a month. Now, traffic has dwindled to one tour a day and 100 to 150 people a month. Tour operators noted an upturn in attendance, but the increase is happening very slowly.

Voluntourism

In the wake of the 2005 Hurricane Season, Louisiana has seen a surge in volunteers coming to the hardest-hit areas to assist residents with recovery and restoration. So called “voluntourists” still visit the area two years later. The Lieutenant Governor’s Office is promoting voluntourism via the Louisiana Voluntourism Campaign and the Online Statewide Volunteer Network (www.volunteerLouisiana.gov). These initiatives seek to bring more volunteer groups to the state and increase the number of volunteer hours performed across the state. By partnering with other organizations, such as Amricorp, Jean Lafitte National Park, the Barataria Terrebonne National Estuary Program (BTNEP), and LUMCON, the South Louisiana Wetlands Discovery Center could serve as a hub for wetlands volunteer efforts in Houma area and attract voluntourists from across the nation.

Effects of 2005 Hurricane Season

It is impossible to talk about tourism in Louisiana today without including the effects of Hurricane Katrina. Southern Louisiana depends greatly on its wetlands, wildlife and rich culture to attract visitors. The city of New Orleans is the largest major tourism market near the Center’s proposed site. Slightly more than 10 million tourists visited the city in 2004, generating \$4.92 billion. Hurricane Katrina stunted the growth of tourism in 2005; this is evident in the estimated number of visitors in 2006 – 3.7 million. That number represents roughly 50 percent of the tourists projected to visit the city in a given year, according to the New Orleans Metropolitan Convention and Visitors Bureau.

The effects of Katrina are evident in the region surrounding Terrebonne Parish. In a study prepared for the Louisiana Office Tourism, the Parishes in the region experienced between a 26 percent and a 30 percent decrease in revenue generated from tourism as compared to 2004. However, as stated earlier, tourism is beginning to come back.



Table 1.1 Terrebonne Parish Visitor Center Attendance

Year	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
2002	440	531	679	693	536	498	605	503	288	372	383	361	5889
2003	517	447	630	529	503	445	515	475	324	484	396	317	5582
2004	388	506	662	620	461	391	571	457	321	487	299	311	5474
2005	412	390	584	559	415	506	442	361	256	315	214	240	4694
2006	448	321	461	417	292	298	392	298	235	354	280	185	3981
2007	305	324	481	318	374	333	359	349					2843

Terrebonne Parish Tourism Commission

Table 1.2 Lafourche Parish Visitor Center Attendance

Year	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Totals
2002	923	1141	1280	1434	1166	1174	1380	1042	918	865	819	650	12914
2003	857	900	1184	1272	1050	1101	1284	998	1102	1118	841	779	12549
2004	740	842	1407	1185	891	1148	1145	928	710	1069	792	669	11643
2005	621	1002	1303	1269	1290	1101	915	778	763	706	507	440	10814
2006	584	639	855	879	759	789	775	594	537	770	568	460	8246
2007	584	575	972	983	697	718	996	629					6154

Lafourche Parish Tourism Commission Visitor Center Sign-in Book

Louisiana tourism seems to be rebounding as more tourism infrastructure is rebuilt and more tourist attractions reopen. Hotel rooms available across the state approach 100 percent of the pre-Katrina level. In the September 2007 edition of Louisiana Travel Pulse produced by the “Louisiana Office of Tourism”, fourth quarter 2006 visitor numbers show a 210 percent increase over fourth quarter 2005 and a 4.1 percent increase in employment in the hospitality industry.

Summary

In 2004 Louisiana experienced a tremendous growth in tourism, as shown in numerous studies and surveys since the 2005 Hurricane Season. Tourism dropped roughly 25 percent in 2006, but the consensus among many reports is that Louisiana’s tourism industry is beginning to recover from Katrina. New Orleans tourism infrastructure and historical, cultural and natural attractions have seen a steady return. The Houma area attracts much of its tourists traffic via New Orleans. Both of these areas are continuing to reestablish themselves to pre-Katrina levels. As the area recovers, so too will the tourism industry in the region. Nature based tourism and student and youth tourism are two rapidly growing markets to which the region can offer many unique opportunities. SCPDC suggests the Center establish contact with the area convention centers once the facility is completed to establish itself as a destination for convention attendees and their families.

Table 1.3 UNO Hospitality Research Center Forecast

	2006	2007	2008	2009	2010
Number of Visitors in Millions	17.7	19.4	20.9	21.5	22
Total Spending in Millions	\$5.2	\$6.7	\$7.6	\$7.9	\$8.3

Louisiana Rebirth Scorecard

Similar Facilities

The South Louisiana Wetlands Discovery Center will join a national roster of more than 200 similar science facilities across the United States. Subject matter differs from facility to facility, but all serve a similar mission of educating the public on environmental and scientific matters. The South Louisiana Wetlands Discovery Center will educate the public on the ecology of the Barataria Terrebonne estuary, the fastest disappearing land mass on Earth, and the many natural processes unique to its wetlands.



Field trips range from 25 to 37 percent of total attendance.

All of the facilities surveyed rely to some degree on programmed school and organizational field trips to drive their attendance. The field trip component compared to total attendance varied, ranging from 25 percent to 37 percent of yearly attendance. Other sources of attendance include special events, yearly memberships and various learning programs.

Research on similar facilities was used to develop an informed estimate of anticipated attendance for the South Louisiana Wetlands Discovery Center. The amount of time students spend visiting a facility determines the distance trip organizers will travel. As a general rule, SCPDC concluded that students spend twice the amount of time in the facility as the time spent traveling. The South Louisiana Wetlands Discovery Center proposes that students will spend between two and three hours at the facility. Using the time and distance relationships, the center can expect to draw students from schools within one to one and a half hours driving distance.

Great Bay Discovery Center, Greenland, New Hampshire



The Great Bay Discovery Center in Greenland, New Hampshire promotes the education on the Great Bay estuary. The facility consists of the 5,000 square foot main discovery center, an additional building which can seat 300 people, and an outdoor pavilion. The site sits at the water's edge on Great Bay. Walking trails meander around the grounds.

The facility is completely funded through the National Oceanic and Atmospheric Administration (*NOAA*) and is free to the public. Some of the children's programs available charge a nominal fee to cover additional costs.

The facility is open to the public five days a week, May through October. According to staff, weather during the winter does not allow the facility to operate on its regular schedule. It is simply too cold to enjoy the outdoor attractions. During the six month period, the facility sees about 18,200 total visitors, including roughly 5,000 3rd and 4th graders on field trips. The facility also offers programs for adults and children during the summer which bring in approximately 1,200 visitors. The children's programs are very popular and are often filled within two hours of the opening of registration. Staff members attribute this to effective use of advertising.

The South Louisiana Wetlands Discovery Center has many similarities to the Great Bay Discovery Center. Both educate the public on an important estuary system, and both are located in rural areas within reasonable driving distance to a major metropolitan area. While the Great Bay Discovery Center is only open half of each year, the center sees roughly half of the South Louisiana Wetlands Discovery Center target audience. Year-round operation and proximity to the Terrebonne Main Branch Library will be major factors assisting the Center in achieving its target attendance.

Table 2.1 Great Bay Yearly Attendance

Year	Total	Field Trips	Percent
2002	*	3070	*
2003	8247	2999	36.3
2004	7880	3251	41.2
2005	9153	2800	30.5
2006	9972	3445	34.5

**Attendance figures unavailable.*

Sci-Port, Shreveport, La.



The Sci-Port Discovery Center is a 96,000 square foot facility in Shreveport, Louisiana. The facility focuses on educating the public on many areas of science including math, physical sciences, space sciences and biology. It also contains exhibits on the wildlife and ecology of the Red River area. In addition to nearly 300 exhibits, Sci-Port houses a computer lab open to school field trips. Sci-Port hosts numerous events for all age groups each month and summer programs for children.

The Sci-Port Discovery Center saw 194,274 total visitors in 2006. School trips accounted for 52,292 of the total or a little more than 25 percent of the total visitation.

The facility is funded through admission fees and yearly memberships. Adults' passes cost \$12.00, children's passes cost \$9.00, and groups of 15 or more people pay \$8.00 per person. Yearly memberships cost \$100.00 and allows unlimited visits per year at no additional charge.

While nearly five times larger than South Louisiana Wetlands Discovery Center, Sci-Port's use of its facility space is very similar to that of the South Louisiana Wetlands Discovery Center. A large portion of the building is used for exhibit space, with a smaller area reserved as classroom environment. Both facilities rely on attendance fees to generate revenue to operate. With education being the primary goal, both offer hands-on exhibits that utilize math, science and technology to educate and offer classroom environments.

Table 2.2 Sci-Port Yearly Attendance

Year	Total	Field Trips	Percent
2002	194619	53695	27.5
2003	203157	71512	35.2
2004	204765	77298	37.7
2005	*	*	*
2006	178148	55013	30.8

**2005 attendance figures unavailable*

Discovery Science Center, Santa Anna, California



The Discovery Science Center is a 59,000 square foot facility dedicated to educating people of all ages on science and technology. The center has approximately 120 hands-on exhibits in a 46,000 square foot exhibit area divided into nine theme areas, both indoor and outdoor. Seasonal exhibits are included. Discovery Science also contains a computer center where visitors can take classes on topics from photography to web design and more.

In 2006, more than 420,000 people visited the Discovery Science Center. Approximately 89,000 of that total were children on field trips. The census of field trip attendees over the past five years has ranged from approx-

imately 70,000 to 89,000 or between 21 to 37 percent of the total. Total attendance has increased as the center adds new exhibits, while field trip attendance has remained about the same.

Discovery Science is the seventh largest educational outreach center in the nation. The Center offers summer programs for children designed to fit with the California Science Content Standards. It is also the largest provider of water science education in Orange County.

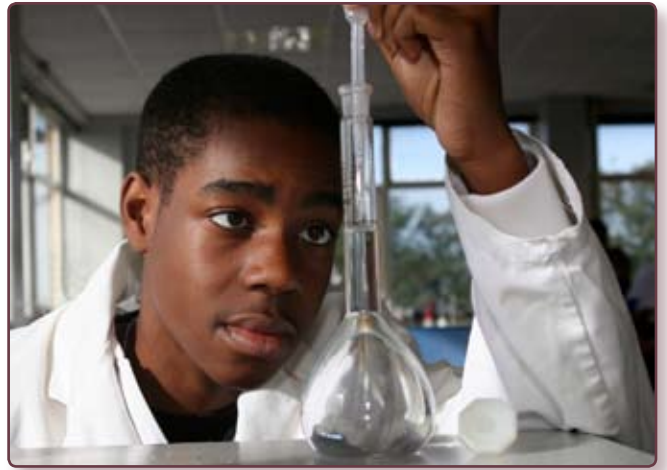
Table 2.3 Discovery Science Center Yearly Attendance

Year	Total	Field Trips	Percent
2002	180604	67854	37.5
2003	222921	72774	32.6
2004	266204	82414	30.9
2005	268054	79871	29.7
2006	420336	89367	21.2

Discovery Science Center

The center is open seven days a week year round except Thanksgiving day and Christmas day. Admission to the Center is \$12.95 per adult and \$9.95 per youth. The cost of yearly memberships ranges from \$60.00 for individuals to \$99.00 for families. The cost for Friends and Family package is \$149.00.

Proximity to one of the largest cities in the United States allows for the very large attendance levels. South Louisiana Wetlands Discovery Center should capitalize on its proximity to the Terrebonne Parish Main Branch Library, as it is likely to generate a large volume of attendance. Depending on the level of involvement from volunteers and educators, South Louisiana Wetlands Discovery Center may wish to offer outreach educational services similar to those offered at the Discovery Science Center. While this may not add to target attendance, programs like these could serve as an alternate revenue source by charging a nominal fee to bring an exhibit or lesson to a classroom.



Findings

The South Louisiana Wetlands Discovery Center can model itself on the positive features of all of these facilities, utilizing best practices from each. Yearly memberships and outreach programs could both generate revenue for operation and help to create word of mouth advertising. Yearly memberships would attract residents with ties to the preservation of the wetlands who wish to continue spreading the message of wetlands conservation and education.



Architectural model of the exterior of the South Louisiana Wetlands Discovery Center.

School Survey



SCPDC research shows that field trips make up between 22 percent and 37 percent of total attendance at similar educational facilities. As noted in the Project Definition Report, the South Louisiana Wetlands Discovery Center has a target audience of 50,000 attendees per year. The Center projects that 25 percent of the total will be generated through school field trips, with anticipated attendance of 12,500 students per year.

In order to gauge the school districts' level of interest in field trip options, SCPDC surveyed principals and school counselors in Terrebonne, Lafourche, Assumption, St. John the Baptist, St. James, St. Charles, and St. Mary Parishes. These educators make the final decisions concerning the selection of destinations for field trips. By polling these principals, results were obtained on a school-wide basis, minimizing the chance that students would be counted multiple times.

Two parishes did not distribute the survey to their educators. St. Charles Parish School Board expressed great interest in organizing field trips, but declined to distribute the survey. School Board administration did, however, provide information on grade levels eligible for field trips and estimated yearly total attendance. St. John Parish School Board's Director of Science Curriculum completed the survey for the district as a whole.

SCPDC received surveys for the two month period between October 1, 2007 and November 30, 2007. The majority of surveys came from Terrebonne Parish where the Center will be located and its neighboring parishes – Lafourche and St. Mary. Two parishes did not return valid surveys. No educators from St. James Parish responded, and one incomplete survey was received from Assumption Parish.

Not counting schools in the two parishes that did not distribute the survey, 120 individual schools could have possibly responded. Forty five surveys were returned by these schools, or 37.5 percent of the total. From the survey it was established that approximately 10,800 students could attend yearly field trips. This figure is 1,700 students below the target number, but less than half of the schools polled responded to the survey. It can be concluded that the South Louisiana Wetlands Discovery Center would be able to draw the necessary number of students from the surrounding parishes. The results are depicted in Table 3.1

The survey included questions concerning the educators' interest in organizing field trips and number of students likely to attend annually. Many educators indicated an interest in organizing field trips, three surveys were returned indicating no interest in organizing field trips. Most include environmental education or incorporate environmental concepts in existing classes.

Educators were also asked to list environmental or educational components that would attract them to organize a trip to the South Louisiana Wetlands Discovery Center. Three major areas were identified – interactive exhibits,

Table 3.1
Survey Results by Parish

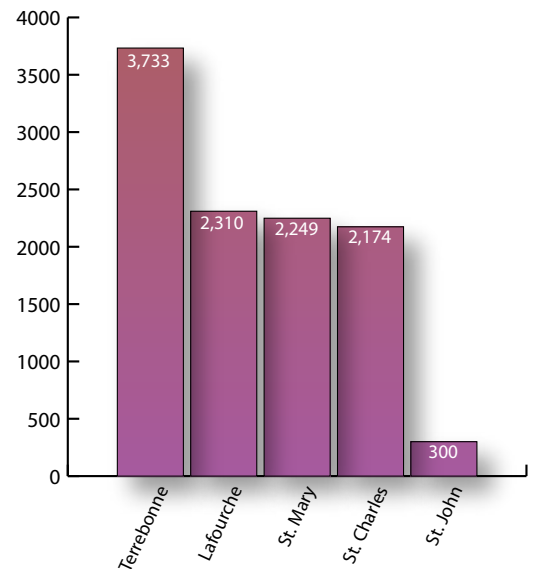


Table 3.2 Educators' Responses

Issue
Interactive Exhibits
Coastal Erosion/Coastal Preservation
Ecology (<i>animals & plants</i>)
Louisiana Comprehensive Curriculum
Recycling
Wetlands Theater
Water Quality/Water Issues
Classroom/Lab Environment
Oil Production
Louisiana Lifestyle & History
Weather
Energy Conservation

coastal erosion and preservation, and Louisiana ecology. According to the Project Definition Report, the South Louisiana Wetlands Discovery Center, will address these topics in the planned exhibits and programming offerings. All areas of interest are listed in the Table 3.2 in order of number of educators listing it as an attraction.

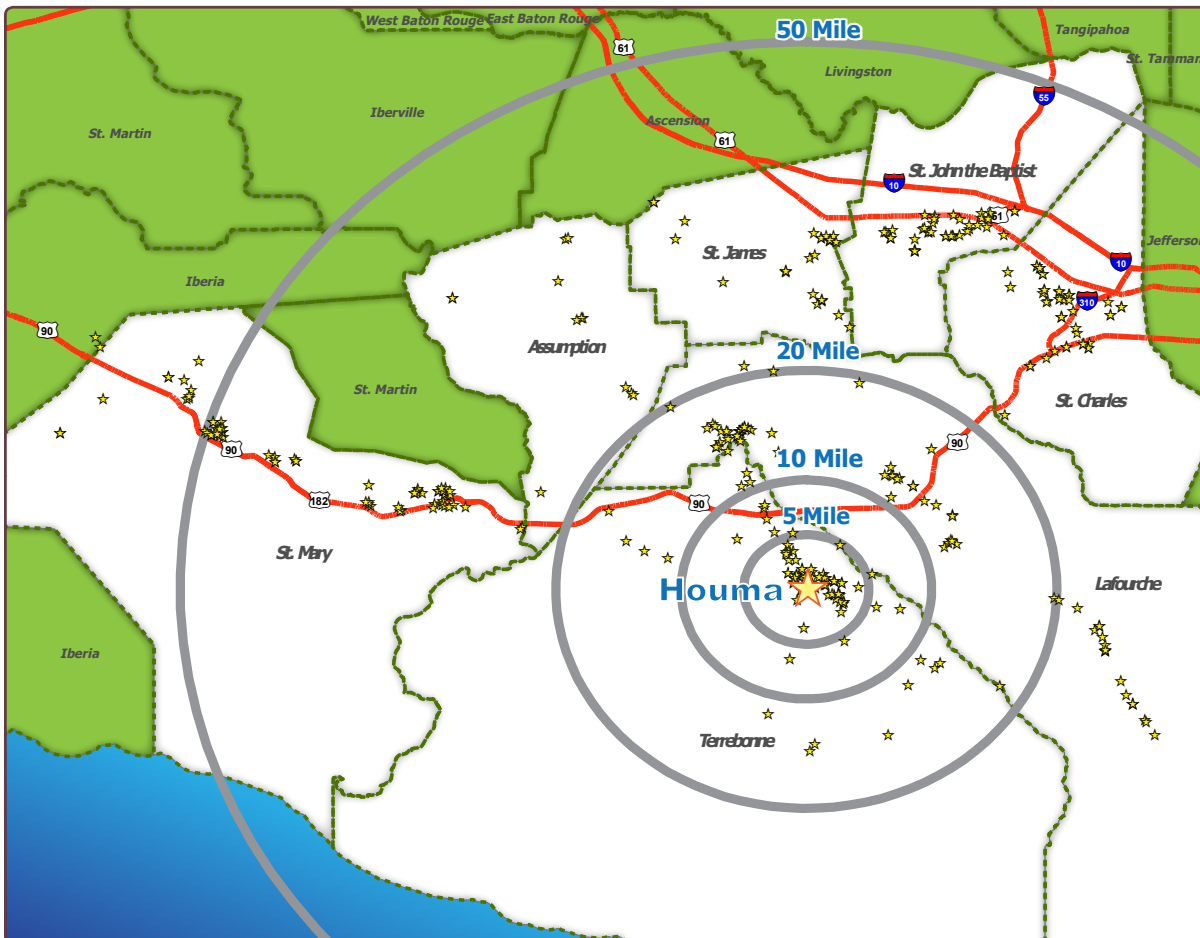
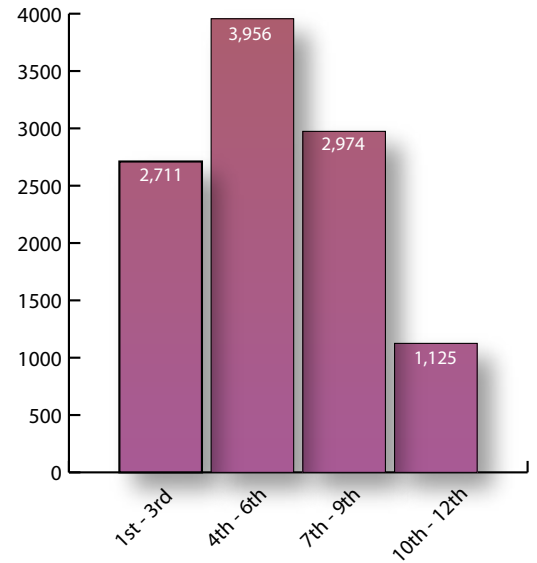
Expected Yearly Field Trip Attendance

The main focus of the survey was to determine a yearly estimate of students likely to attend field trips to the Center. The survey broke students into four groups by grade level as shown in Table 3.3. Elementary, Middle or Junior High School, and High School were viewed as separate groups. Middle and Junior High Schools showed the greatest number of students likely to participate in field trips. High Schools, the intended student audience for the center, showed the least interest in organized field trips; six high schools of a possible 16 (37.5 percent) returned surveys.

Assumptions

Given that 37.5 percent of the possible 120 surveyed schools responded, and 86 percent of the target number was achieved, it can be assumed that the South Louisiana Wetlands Discovery Center can achieve at least 25 percent of its total attendance from school field trips. Judging from the survey, it can reasonably be assumed that the Center will exceed this target.

Table 3.3
Survey Results by Grade Level



This map shows the locations of all of the elementary, middle, junior high, and high schools in the survey area. Each star icon represents a school.

Public Survey

Methodology

The South Louisiana Wetlands Discovery Center's target audience included both residents and tourists visiting the region. It is difficult to gauge the level of interest of tourists since there is no one place to poll incoming tourists. SCPDC suggests that the Center obtain the help of the tourist commissions to poll incoming tourists. This would allow the Center to gauge the wetlands topics that interest tourists and create possible exhibits around those issues.

96.5 percent of subjects expressed interest in visiting the South Louisiana Wetlands Discovery Center

Realizing public distaste for phone surveys, SCPDC decided to take a different approach in polling regional residents. The survey area for the public interest survey consisted of the same parishes as the school survey. SCPDC assumes the target audience for the South Louisiana Wetlands Discovery Center would also be inclined to visit a public library. Given to the Center's proximity to the Terrebonne Parish Main Branch Library it seemed appropriate to conduct a survey of library patrons at each of the main branch libraries in the survey area. All surveys were administered electronically using a Microsoft Access database. A South Central Planning employee administered and oversaw the survey. Surveys were conducted from 10 a.m. through 4 p.m. for one day at each of the library locations.

Results

While the results of this survey may not be representative of the total population, it represents an audience predisposed to visit such a facility. Taking into account the thousands of people who visit these libraries annually, it can reasonably be assumed that the South Louisiana Wetlands Discovery Center could attract a sufficient share of target public audience.



This method yielded 196 completed surveys. People ranging in age from 12 to 87 and from cities and town across the region responded to the survey. The largest group was library patrons over the age of 50. The remaining groups are broken down in Table 4.1. Subjects were asked to answer six questions concerning the South Louisiana Wetlands Discovery Center. The first question concerned their general interest in visiting the facility. An overwhelming majority of subjects (*96.5 percent*) expressed interest in visiting the Center upon its completion.

Next, subjects were asked if they would visit the Center if it were packaged with other attractions in the Houma area. The majority (*92 percent*) indicated this would increase the attraction to visit the Center. The same results were achieved when subjects were asked if they believed the facility would benefit school children if it were integrated with their school curriculum. The majority also believed such a facility would help raise public awareness for the plight of Louisiana's wetlands.

Pricing

Another survey question gauged the public's willingness to pay an admission fee to visit the South Louisiana Wetlands Discovery Center. The Center anticipates charging a \$7.00 admission fee. The survey showed that most people would be willing to pay this amount. A small number, about 5.6 percent, said they would be willing to pay an admission cost of more than \$10.00. Table 4.2 lists the percentages for each option.

Table 4.1 Survey Subjects by Age

Age Group	Percent
12 to 17	6.1
18 to 23	7.6
24 to 35	19.8
36 to 50	25
50 and older	41.3

Table 4.2 Admission Cost Results

Admission	Percentage
Not willing to pay	18.3
\$1 to \$5	31.6
\$5 to \$10	43.3
More than \$10	5.6

As the subjects increased in age, they indicated greater willingness to pay a higher admission cost, as indicated in Table 4.3. With the exception of the 50 and older age group, the highest percentage of subjects indicated they would be willing to pay between \$5.00 and \$10.00 for admission.

Table 4.3 Admission by Cost and Age

Age Group	\$1 to \$5	\$5 to \$10	More than \$10	No Admission
12 to 17	33%	41%	25%	0%
18 to 23	33%	53%	8%	8%
24 to 35	23%	59%	14%	3%
36 to 50	45%	45%	2%	8%
50 and older	48%	39%	1%	11%

Driving Distance

Lastly, subjects were polled to determine the distance they would be drive to visit the South Louisiana Wetlands Discovery Center. About 40 percent of subjects indicated they would drive up to 50 miles to visit the facility. Nearly 30 percent would drive up to 25 miles, and 27 percent said they would drive more than 50 miles to visit the Center. As subjects increased in age, a larger number indicated less interest in traveling to visit the Center.

Table 4.4 Driving Distance by Age

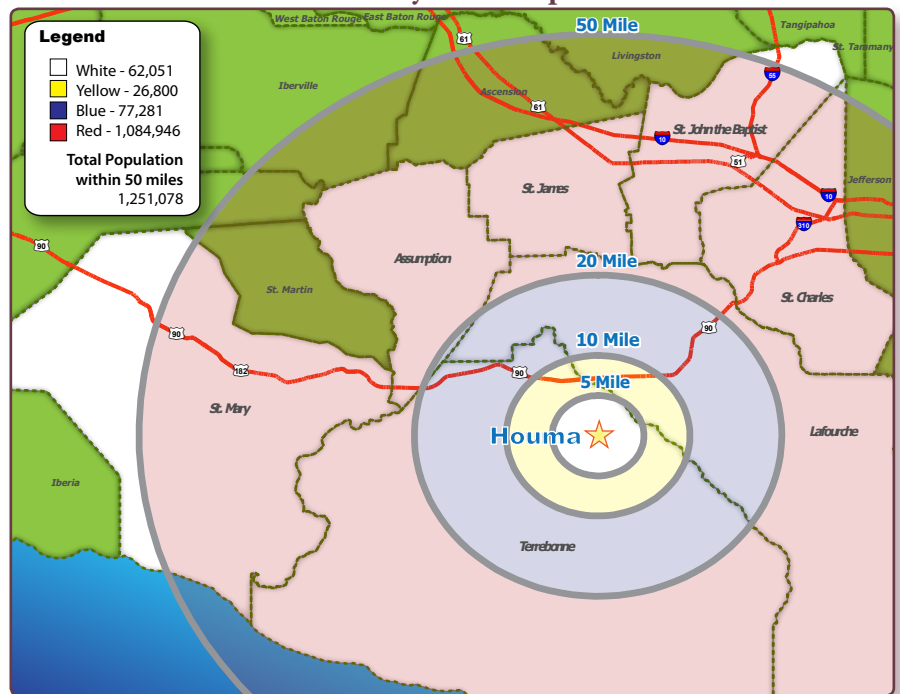
Age Group	0-25 Miles	25-50 miles	More than 50 miles	No Travel
18 to 23	33%	33%	33%	0%
24 to 35	41%	36%	19%	2%
36 to 50	28%	43%	26%	8%
50 and Older	25%	41%	30%	2%

Excluding subjects too young to drive, the results show that as the subject’s age increases, the more likely they are willing to drive further to visit the Center. Table 4.4 displays willingness to drive by age group.

Assumptions

Judging from the survey response, there is a huge interest in the South Louisiana Wetlands Discovery Center. It can be safely assumed that response to the survey can translate into the general population. The plight of Louisiana’s disappearing wetlands has gained more and more attention both locally and nationally. The population has become more vocal about protecting and restoring the wetlands. The South Louisiana Wetlands Discovery Center will be a welcome addition to the area and serve as a means to further educate the population and visitors who can carry the message to the rest of the nation and the world.

Survey Area Map



The map shows the survey area with overlays of population data expanding out from the location of the Wetlands Center site.

What is the South Louisiana Wetlands Discovery Center?

The South Louisiana Wetlands Discovery Center is a unique pairing of two educational models, an interpretive program component and a science-focused educational component or "research laboratory," each focusing on the South Louisiana coastal environment while serving different audiences. While each operates somewhat independently of the other, the pairing of the two entities under one roof contributes to a critical synergy that helps achieve the larger educational goals of the enter.

What will you experience?

Outdoor Wetlands Gardens
Natural History Gallery
Conservation Science Gallery
Children's Wetlands Discovery
Louisiana Wetlands Theater
Research Laboratory



SCPDC
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