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**LT. GOV. DARDENNE RELEASES LATEST PERCEPTION STUDY**

Lt. Governor Jay Dardenne is announcing the release of the latest perception study to gauge the effects of the BP oil spill. More than 1,500 regional and national respondents participated in the survey, conducted by the Louisiana Office of Tourism from March 17 to March 23.

“Overall the results of the study are encouraging as they show that, on a regional scale, people’s willingness to travel to Louisiana has improved since June 2010,” Lt. Governor Jay Dardenne said. “However, we still have work to do on the national front, where we are suffering from a lack of accurate information about the oil spill and its effect on Louisiana seafood.”

Nationally and regionally the intent to visit Louisiana has remained the same. In regional markets the oil spill’s devastation was perceived as less severe in March when compared to September and June of 2010. National respondents’ perceptions of the oil spill’s devastation to Louisiana have changed very little since studied in May 2010.

Concerns about Louisiana seafood have declined considerably nationally and regionally. Despite Louisiana seafood being the most tested seafood in the world, according to this study it still inhibits travel to Louisiana. Seafood continues to be tested on a monthly basis to ensure the highest quality and freshest products possible, and no tests to date have shown the seafood to be unsafe.

The complete perception study can be found on the Louisiana Office of Tourism’s latest research website at [http://www.crt.state.la.us/tourism/research/Documents/2010-11/OilSpillReport\\_regional\\_nationwide20110407.pdf](http://www.crt.state.la.us/tourism/research/Documents/2010-11/OilSpillReport_regional_nationwide20110407.pdf).

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