

**A MULTINOMIAL LOGIT MODEL TO EVALUATE FACTORS AFFECTING
COASTAL RECREATIONAL VISITS IN LOUISIANA**

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Abstract

Louisiana coasts have been one of the most popular recreational sites to Louisiana residents as well as to the out of state recreationists. If developed well, the coastal attraction can be one of the important sectors to generate state revenue attracting increasing number of recreational visitors. However, understanding visitors' interest that affects demand has been one of the most difficult tasks. In this study, we examine individual as well as the site specific characteristics to determine the factors that influence individual's decision to make a trip to Louisiana coast. Using multinomial logit model on onsite and online survey data, our study finds that most important factors affecting trip decision are cost of travel, income and age.