

# State of the Tourism Industry Monthly Report

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October 2021

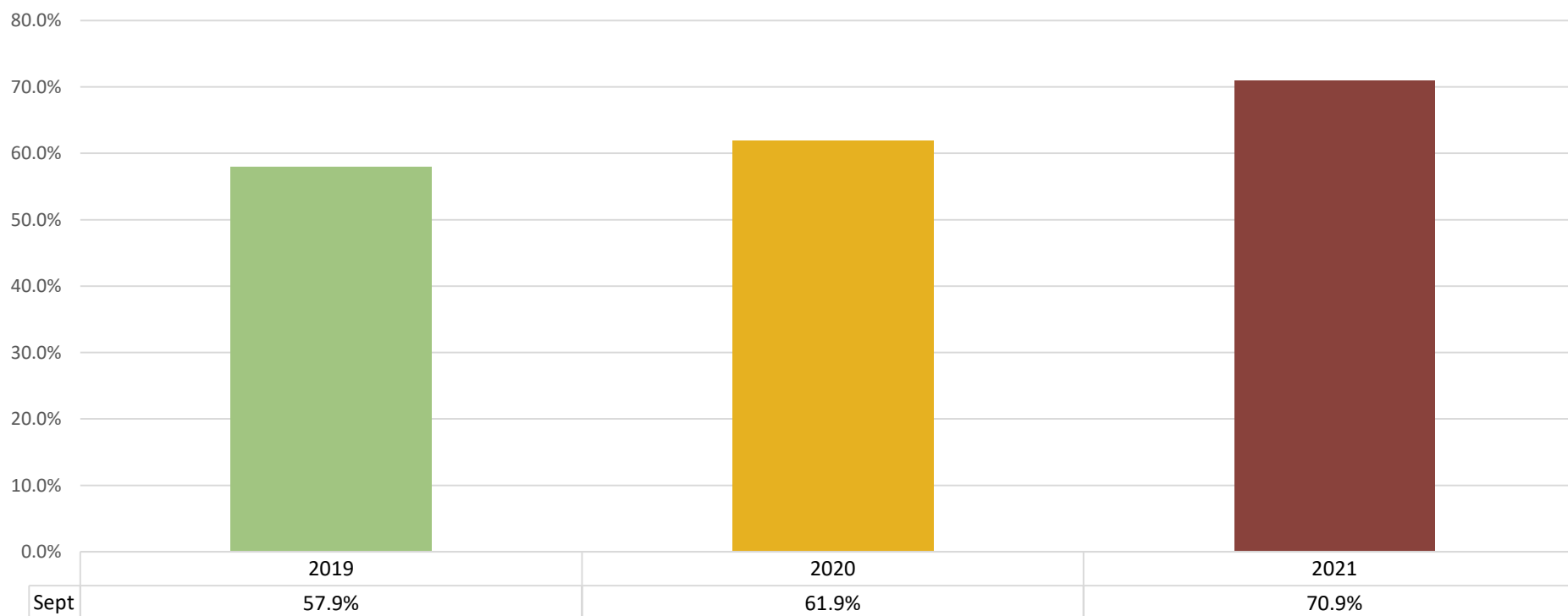
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# Louisiana Lodging

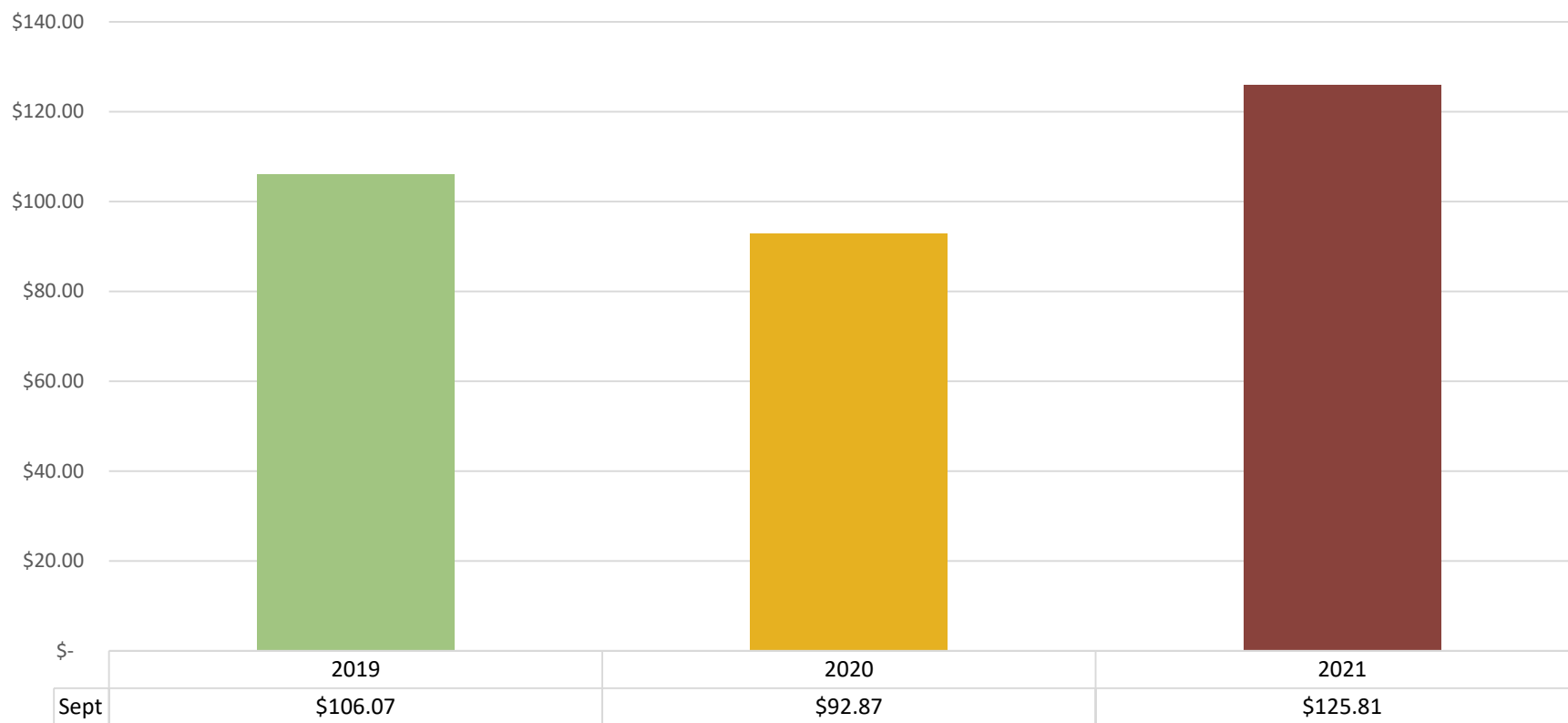
September Occupancy (%)



- Louisiana's occupancy is up 22.5% over September 2019.
- Since last month (August), occupancy increased by 36.3%. (Caveat - 2020 and 2021 Hurricanes)
- Louisiana's demand increased 27% year-to-date.

(Source: STR)

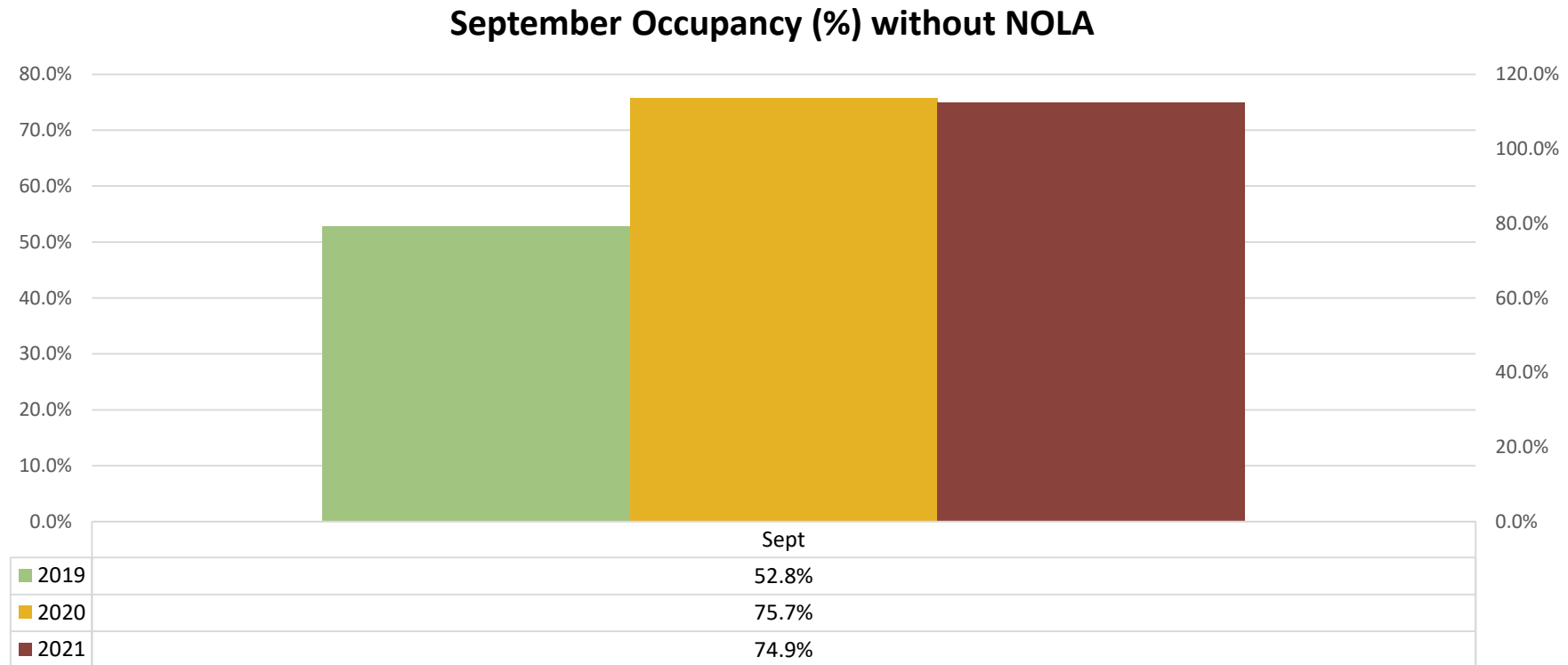
## September ADR (\$)



- Louisiana's average daily rates (ADR) are up 18.6% over September 2019.
- Since last month (August), ADR showed a 28% increase.
- Louisiana's Revenue increased 35.6% year-to-date.

(Source: STR)

# Louisiana Lodging (without New Orleans)

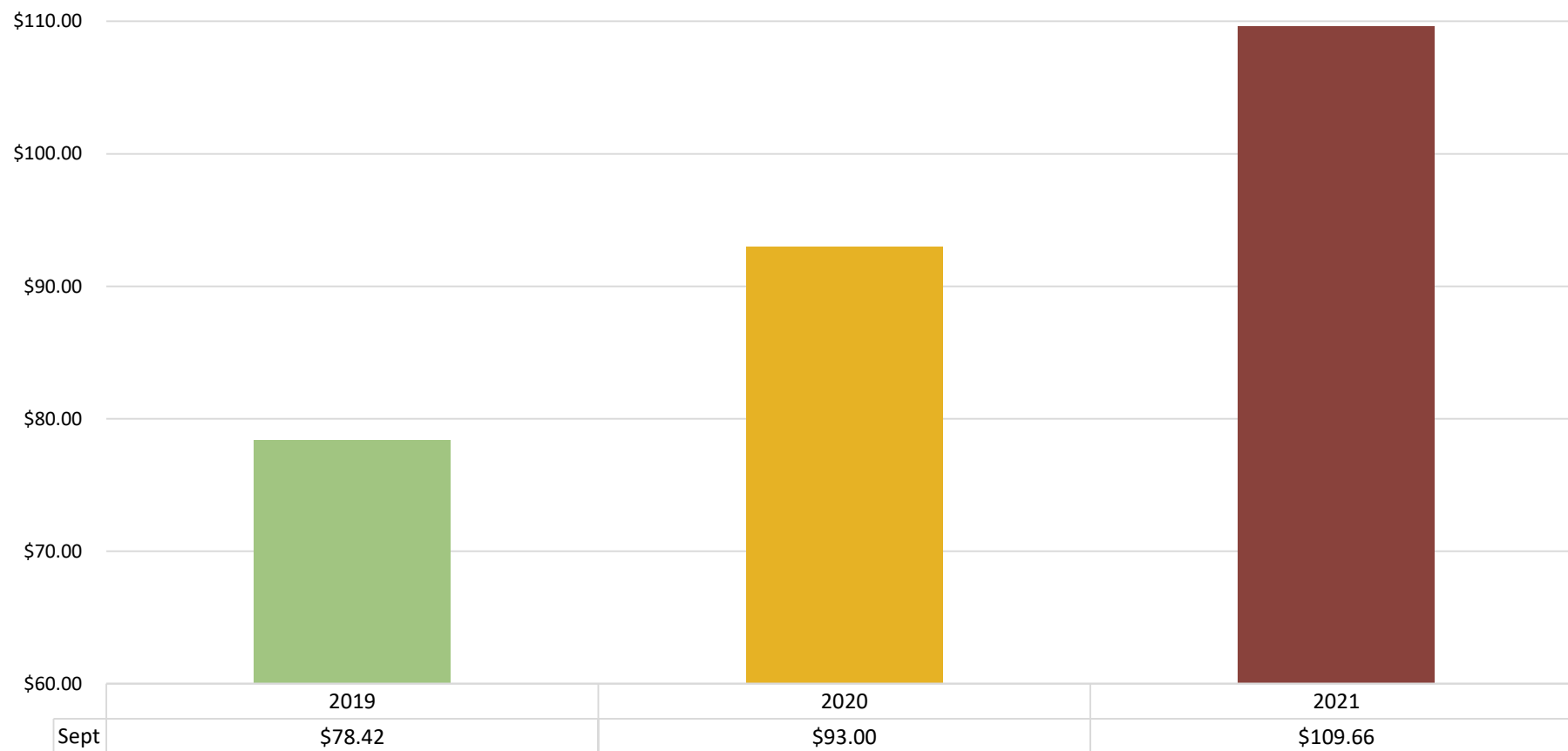


- Louisiana's occupancy, excluding New Orleans, increased 41.9% over September 2019.

New Orleans includes Orleans, Jefferson, St. Tammany, St. Bernard, Plaquemines, St. John the Baptist, St. Charles, & St. James Parishes

(Source: STR)

### September ADR (\$) without NOLA

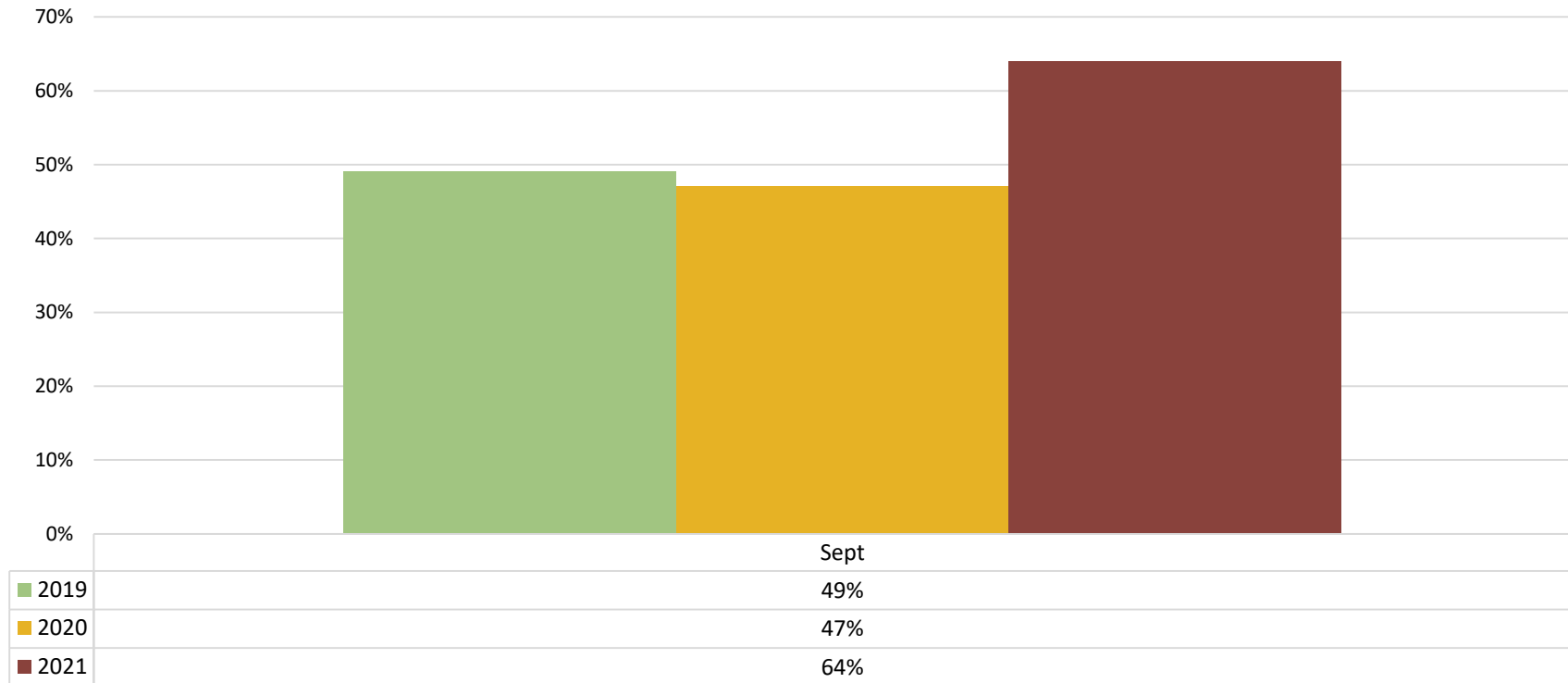


- Louisiana's ADR, excluding New Orleans, was up 39.8% over September 2019.

(Source: STR)

# Louisiana Short-Term Lodging

September Short-Term Rental Occupancy (%)



- Louisiana's short-term lodging occupancy increased 31% over September 2019.
- Since last month (August), short-term lodging occupancy is up 20.8%.
- Property demand (nights) increased by 69% year-over-year.

(Source: AirDNA)

## September Short-Term Rental ADR (\$)

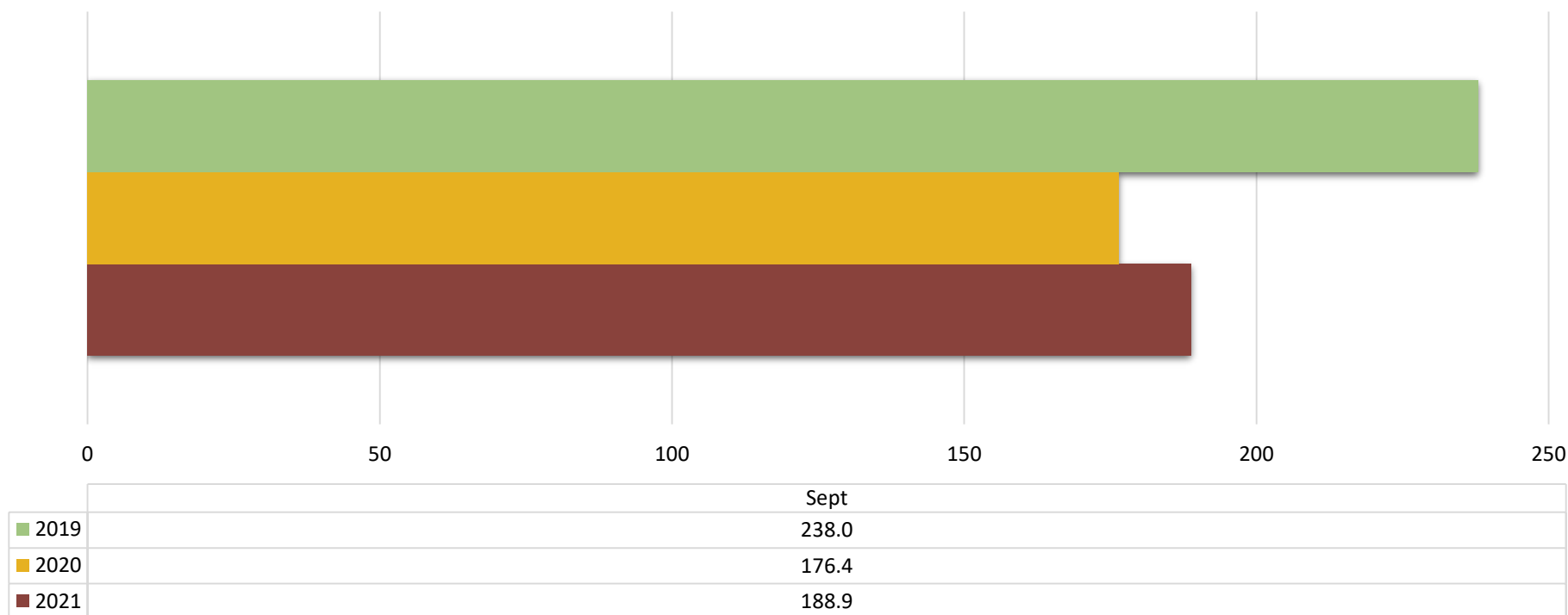


- Louisiana's short-term lodging ADR increased 23% over September 2019.
- Since last month (August), short-term lodging ADR was down 1.1%.
- Short-term lodging Revenue grew 107.3% year-over-year.

(Source: AirDNA)

# Louisiana Leisure & Hospitality Jobs

September Tourism Jobs (in thousands)



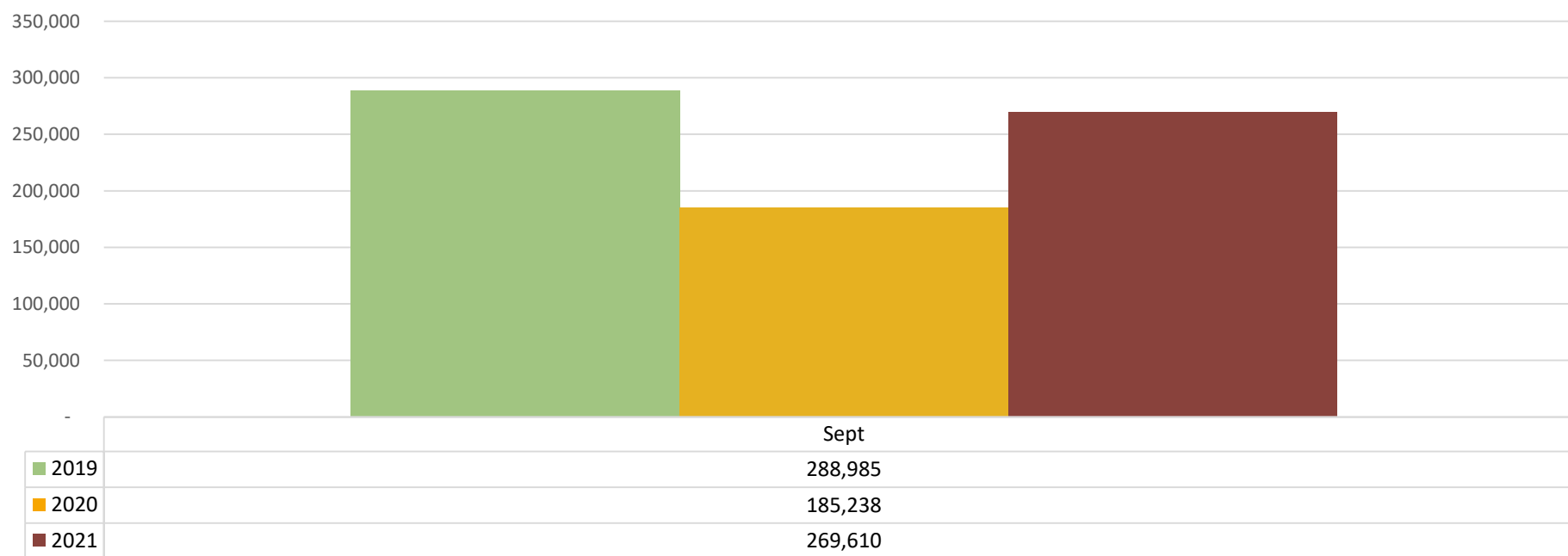
- Louisiana's leisure and hospitality jobs increased 7% with a gain of 12,500 jobs over September 2020.
- Jobs decreased 6.9% over last month (August).
- Tourism jobs are still reduced 21% over September 2019.

(September jobs seasonally adjusted and are preliminary.) (Source: BLS)



# LouisianaTravel.com

September Monthly Website Visits



- Website visits (# of sessions) increased 46% over September 2020, and a decrease of 7% from September 2019.
- Signals of intent to travel significantly increased by 15% over last September.
- Facebook total impressions are up 406% year over year.

(Source: Google Analytics & Miles Media)

# Louisiana Gaming Revenue

## September Gaming Revenue Yr/Yr



- Gaming revenue increased by 19% over September 2020.

(Source: LA State Police)

# Louisiana and U.S. Economic Impact

- Louisiana's travel spending generated \$1.1 billion in August 2021, resulting in a 52% increase in spending over last year, but still a decline of 10% from August 2019. (*Tourism Economics*)
- Louisiana is down over 11,000 jobs from lost international visitation in 2021. (*Tourism Economics*)
- 44.9% of American travelers have at least tentative plans to take at least one Holiday-related trip this season. (*Destination Analysts*)
- Over the past eighteen months, there has been a solid growth in travelers indicating they consume and interact with travel content via online and streaming sources. (*Longwoods International*)
- Canadian air travel to the U.S. became much simpler in July—with the drop of quarantine requirements upon return to Canada—and as expected, increased significantly to four times the level it was in June 2021. Nevertheless, air travel remained 85% below July 2019 levels. (*NTTO*)
- Of those planning holiday trips, 42% intend to visit the homes of friends and family, followed by 31% who plan to take a family leisure vacation (not to visit friends/family), and 28% plan to meet family or extended family members in a vacation destination. 42% of those who have holiday travel plans expecting to travel more than 500 miles away from home. (*MMGY Global*)
- There are 30% more reservations on the vacation rental books for Thanksgiving weekend than at this point in 2019 — and 65% more than 2020. (*AirDNA*)

