

State of the Tourism Industry Monthly Report

August 2023

Created September 22, 2023



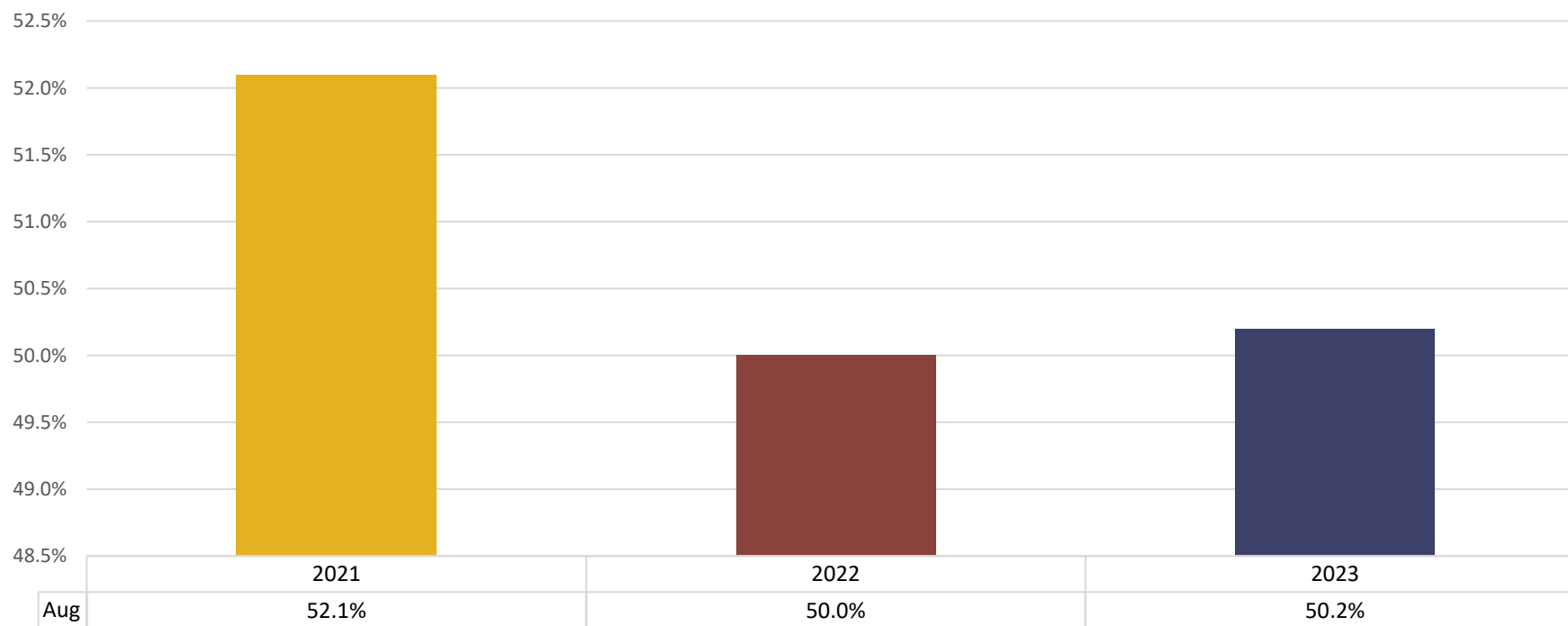
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Louisiana Lodging

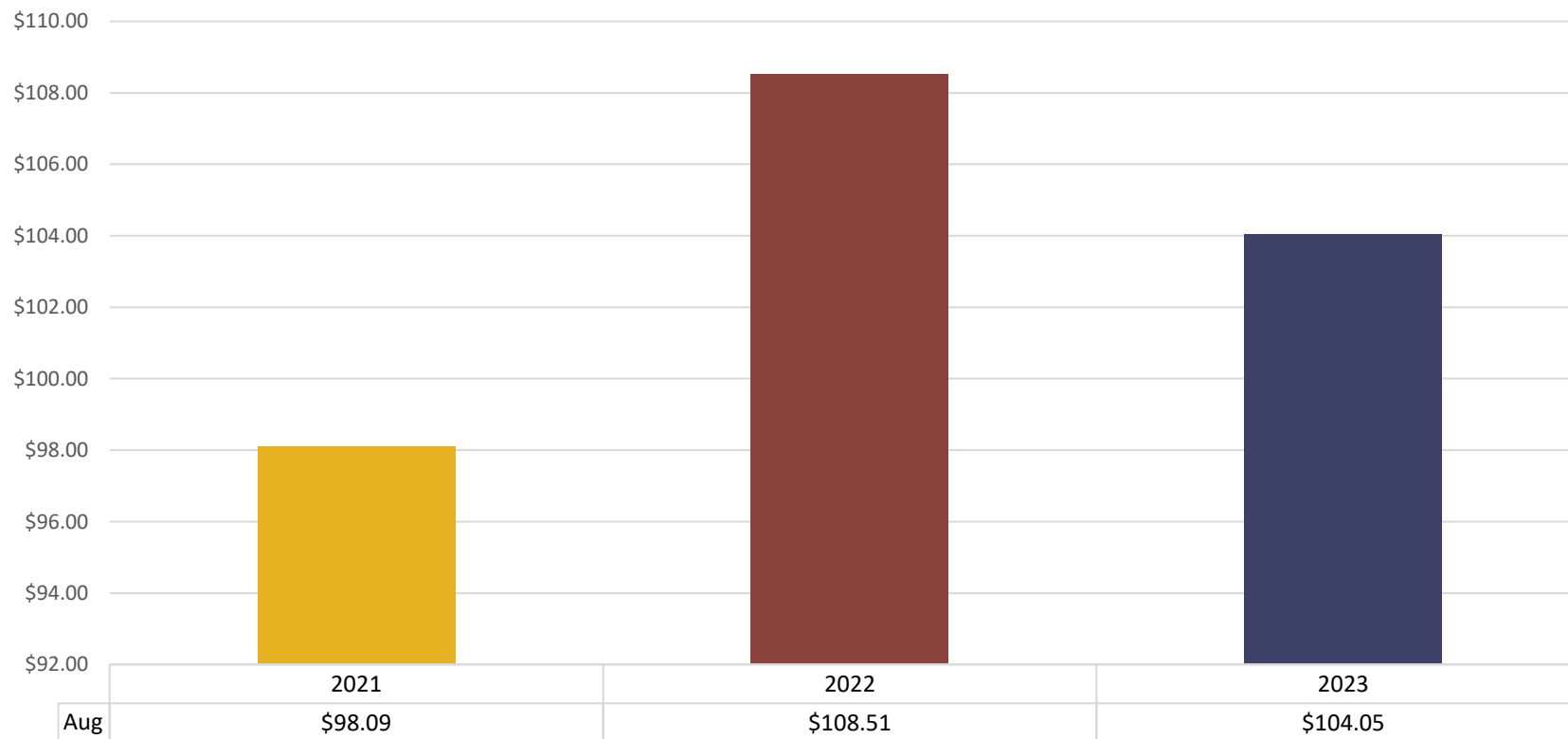
August Occupancy (%): Yr/Yr



- Louisiana’s occupancy increased 0.4% over August 2022.
- Since last month (July), occupancy was down 8.9%.
- Demand is up 1.8% over last year.

(Source: STR)

August ADR (\$): Yr/Yr

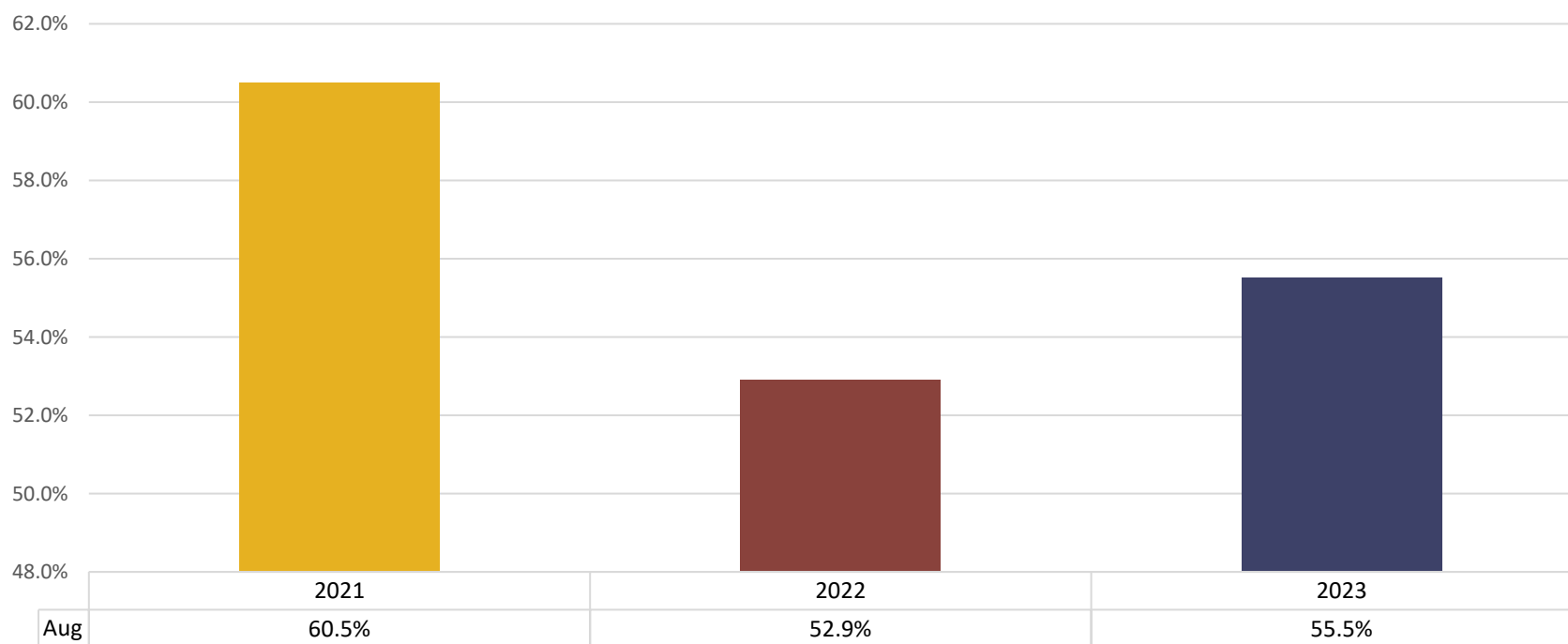


- Louisiana’s average daily rates (ADR) decreased 4.1% over August 2022.
- Since last month (July), ADR was down 9%.
- ADR has grown 10.9% since July 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

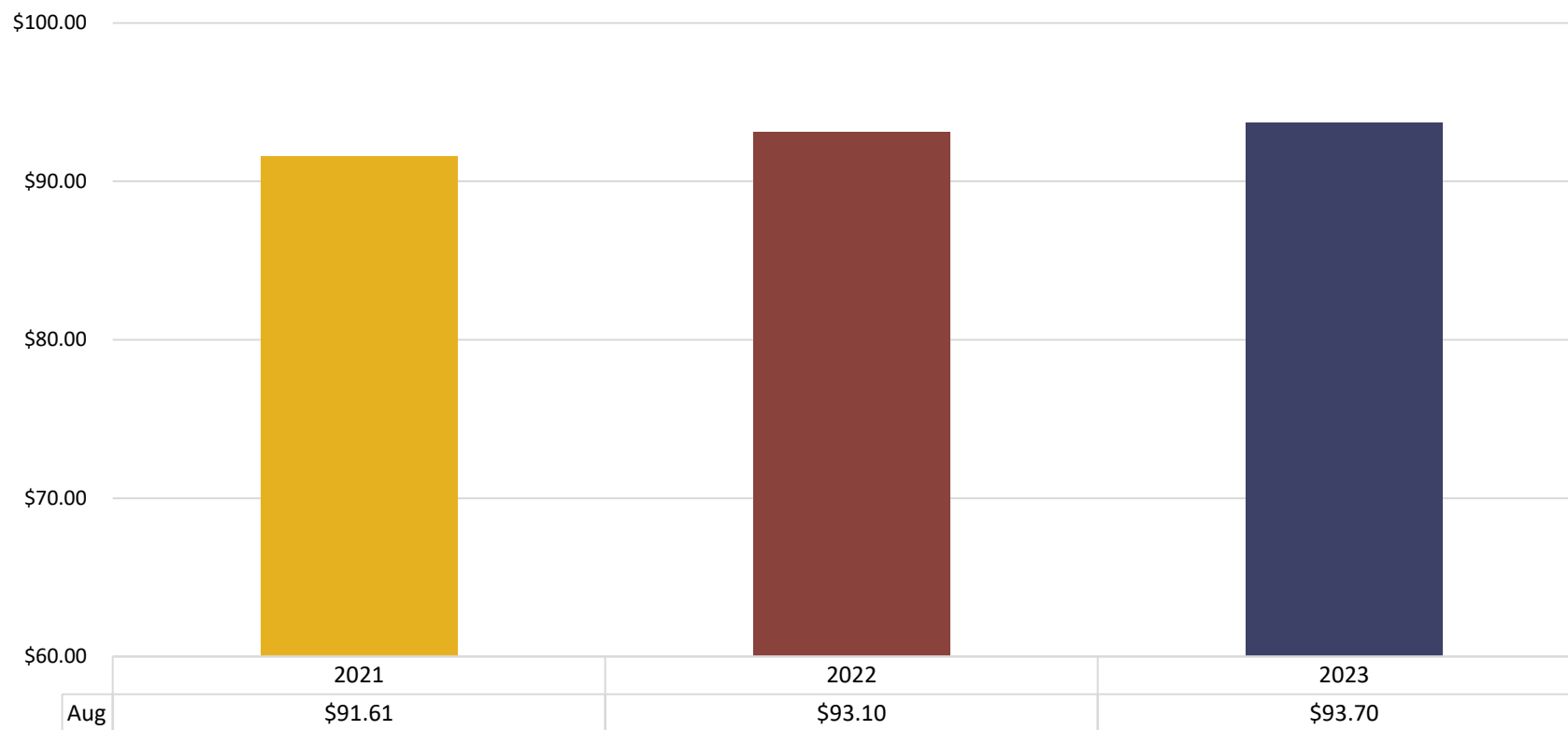
August Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, increased 4.9% over August 2022.
- Louisiana’s occupancy, excluding New Orleans, is up 1% since August 2019.

New Orleans MSA includes Orleans, Jefferson, St. Tammany, St. Bernard, Plaquemines, St. John the Baptist, St. Charles, & St. James Parishes
(Source: STR)

August ADR (\$) without NOLA: Yr/Yr

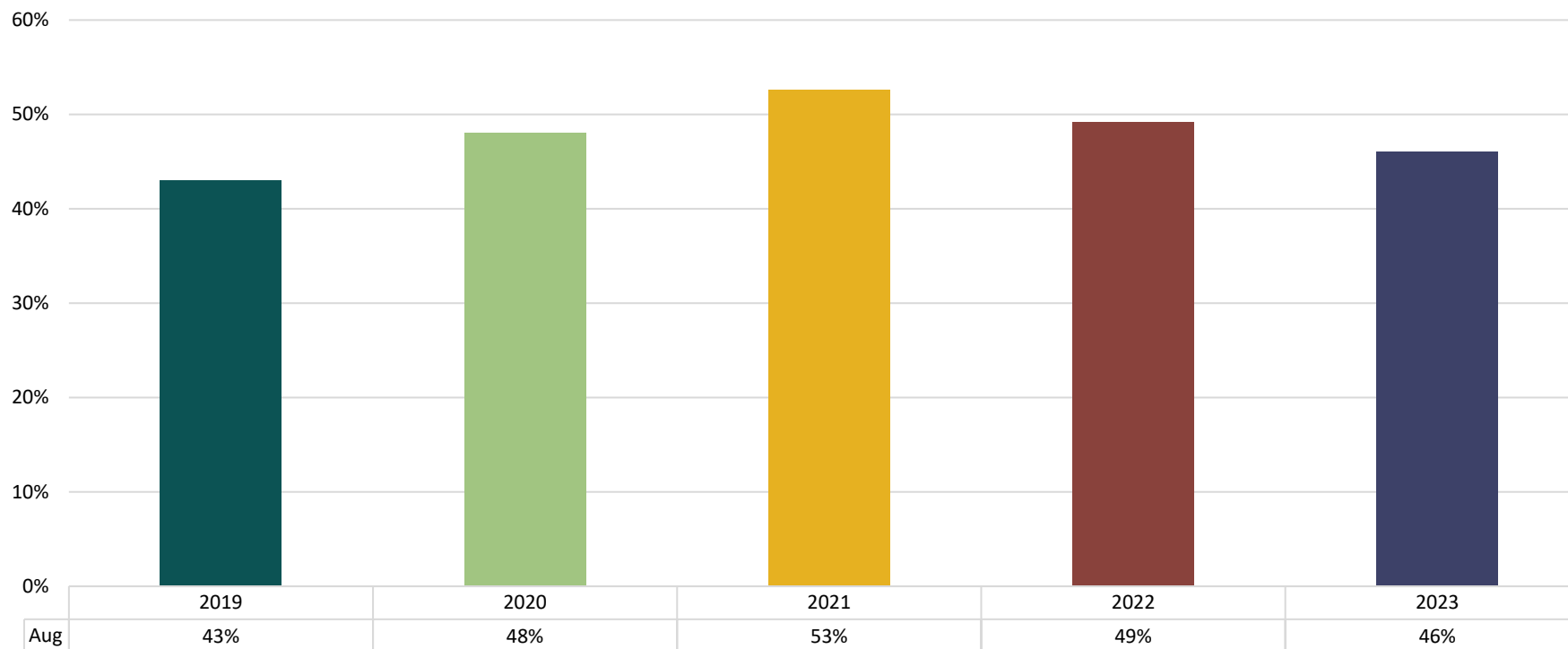


- Louisiana’s ADR, excluding New Orleans, increased 0.6% over August 2022.
- Louisiana’s ADR, excluding New Orleans, has increased 17.8% since August 2019.

(Source: STR)

Louisiana Short-Term Lodging

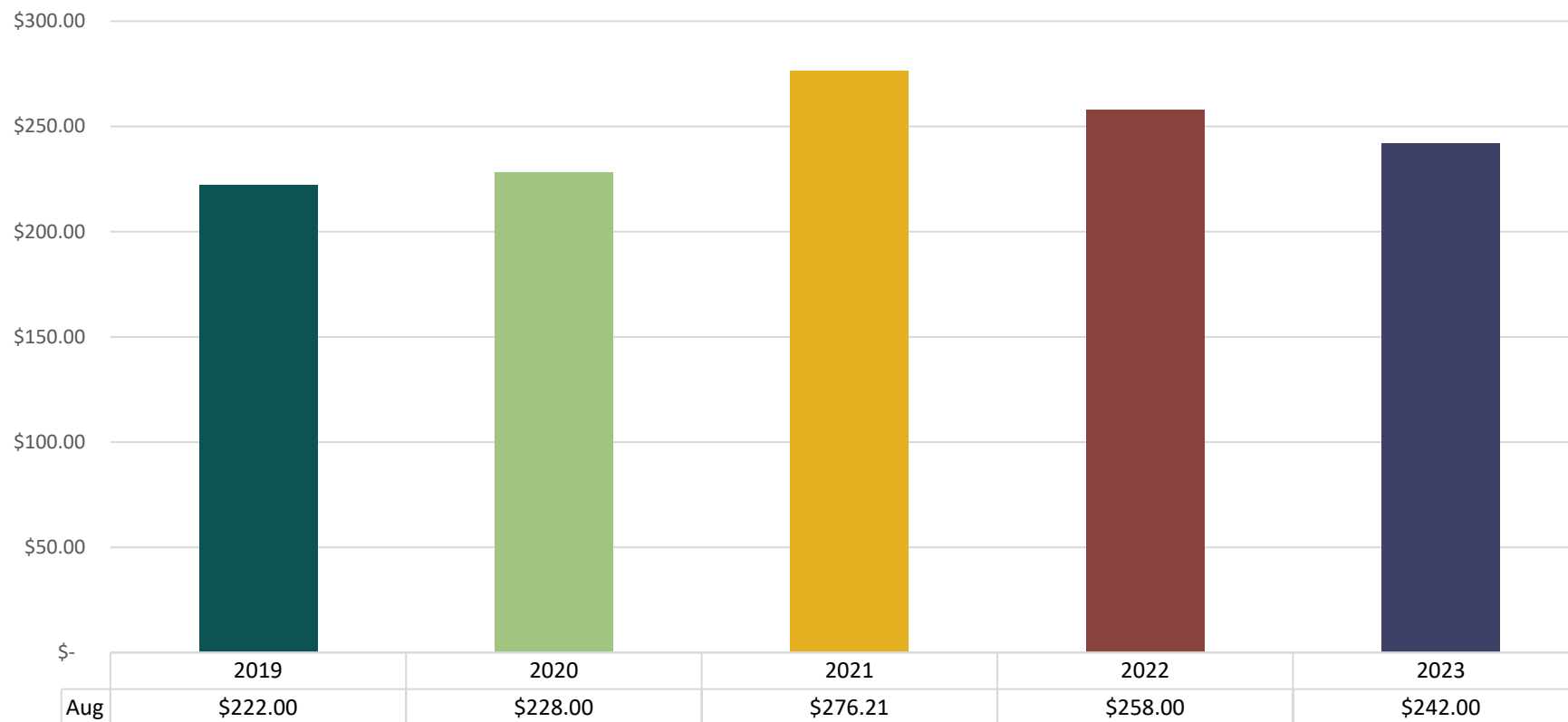
August Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana’s short-term lodging occupancy decreased 6.9% over August 2022.
- Since last month (July), short-term lodging occupancy was down 8%.
- Short-term lodging occupancy has increased 7% since August 2019.

(Source: AirDNA)

August Short-Term Rental ADR (\$): Yr/Yr

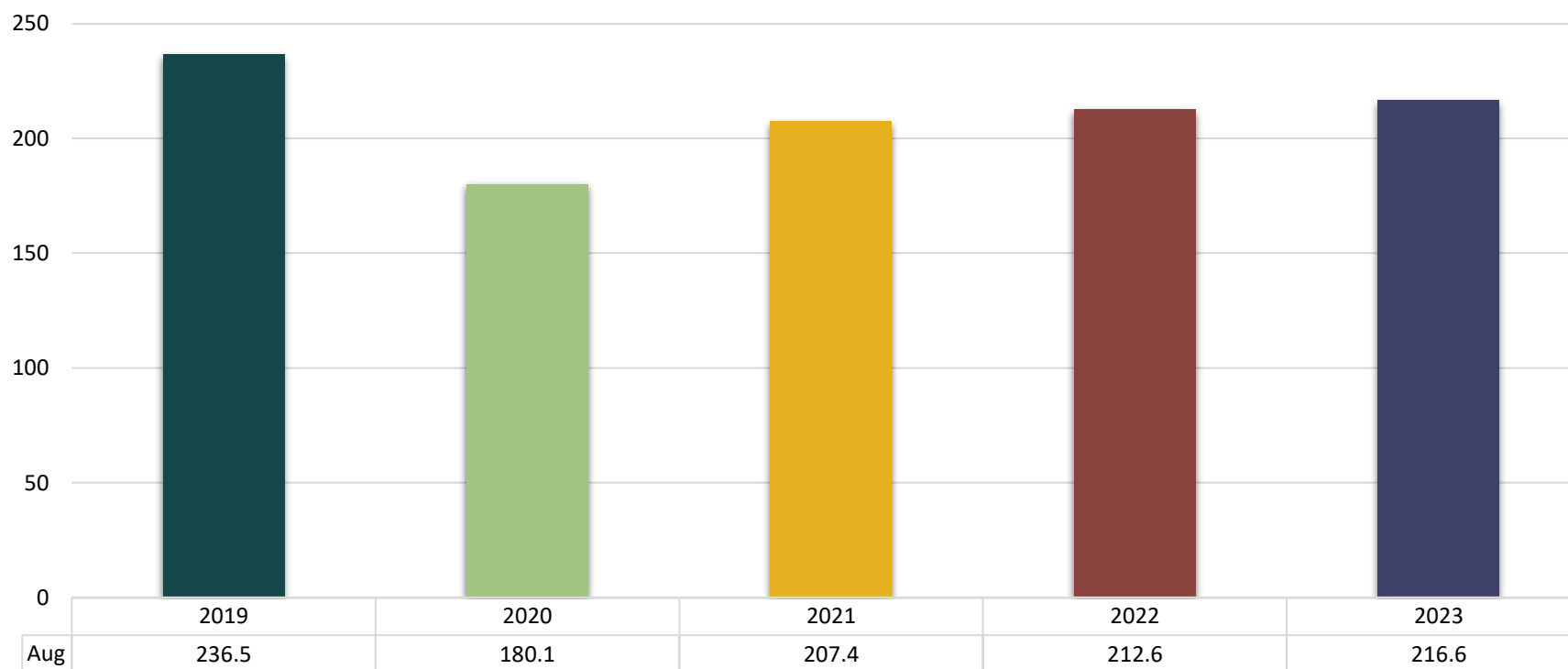


- Louisiana’s short-term lodging ADR decreased 6.2% over August 2022.
- Since last month (July), short-term lodging ADR was down 5.8%.
- Short-term lodging ADR has grown 9% since August 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

August Tourism Jobs (in thousands): Yr/ Yr

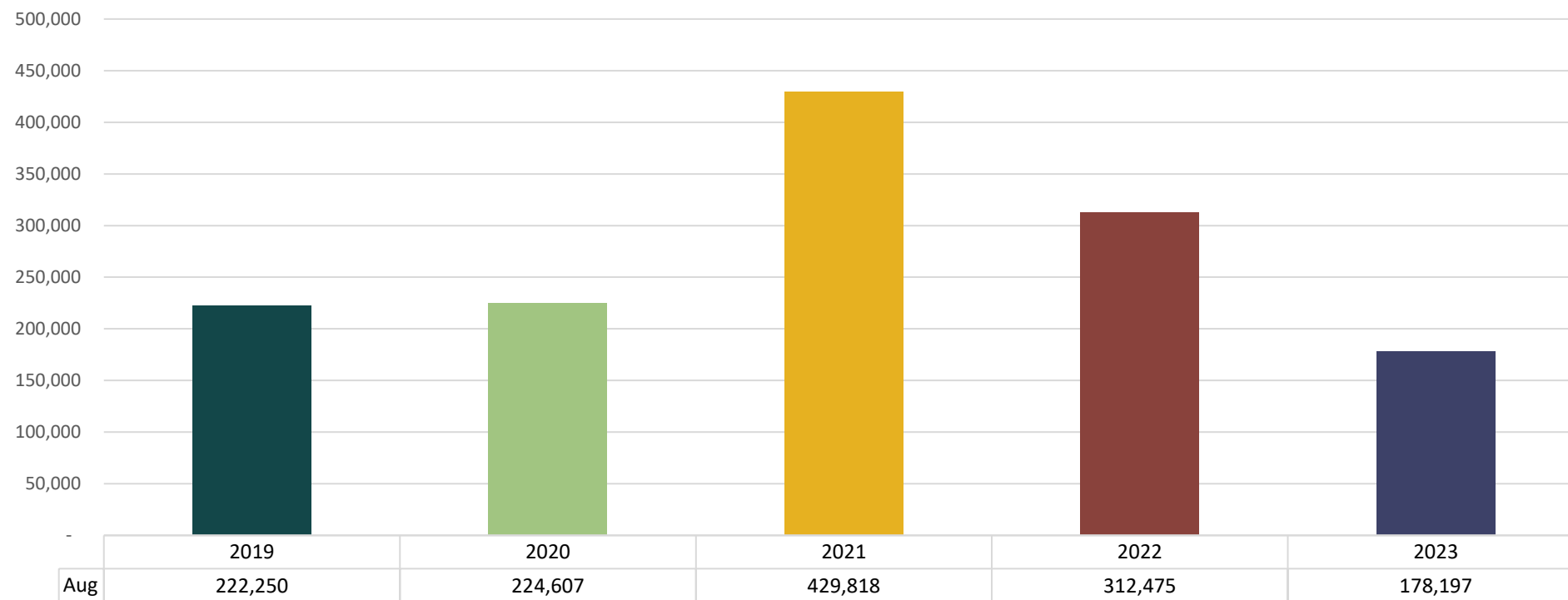


- Louisiana’s leisure & hospitality employment increased 1.9% with a gain of 4,000 jobs over August 2022.
- Accommodation and Food Services had a gain of 4,000 jobs year over year.

[July jobs are preliminary.] (Sources: BLS)

ExploreLouisiana.com

August Website Visits: Yr/Yr

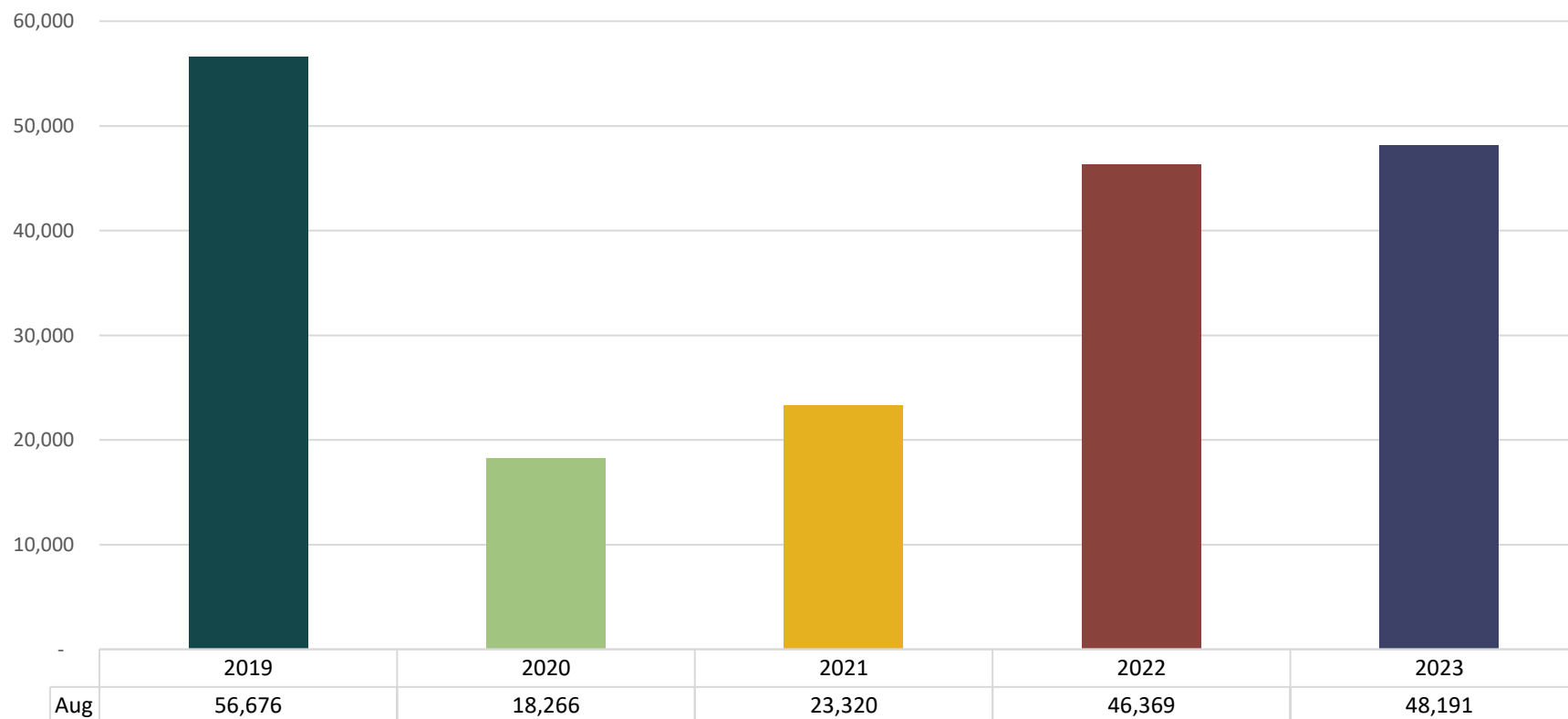


- Average session duration is up 8.3% over last month (July).
- Festivals Events Louisiana webpage increased 61% over August 2022.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

August Welcome Centers Visitation: Yr/Yr

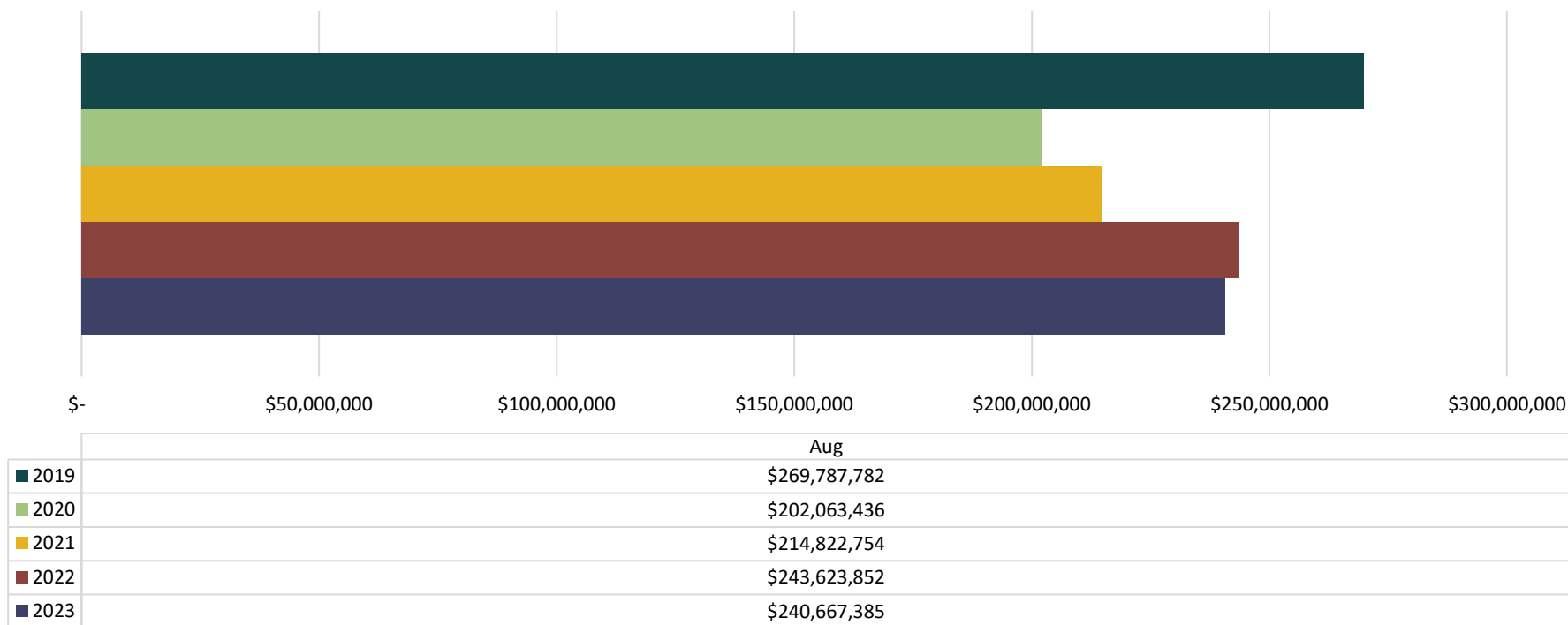


- Louisiana welcome centers had a 4% increase in visitation over August 2022.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

August Gaming Revenue: Yr/Yr



- Louisiana’s gaming revenue decreased slightly by 1% over August 2022.

(Sources: LSP – Gaming Enforcement Division)

Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.18 billion in July 2023, resulting in a 0.4% increase over last July. *(Tourism Economics)*
- 68% of people prefer traveling where they can be outdoors and get mental clarity. *(Outdoor Recreation Industry)*
- 61% of Americans are planning a road trip in an RV this year. *(Camper FAQs)*
- U.S. travelers (86.3%) still express high levels of excitement to travel in the next 12 months. Americans are most excited to take family trips (63.7%), followed by romantic getaways (51.1%); girlfriend trips (36.2%); and solo travel (35.4%). *(Future Partners)*
- 89% of American Travelers saying they have plans to go somewhere in the next six months. *(Longwoods International)*
- 14% of leisure travelers say their favorite type of travel involves visiting food and drink festivals. *(YouGov)*

