

State of the Tourism Industry Monthly Report

July 2023

Created August 18, 2023



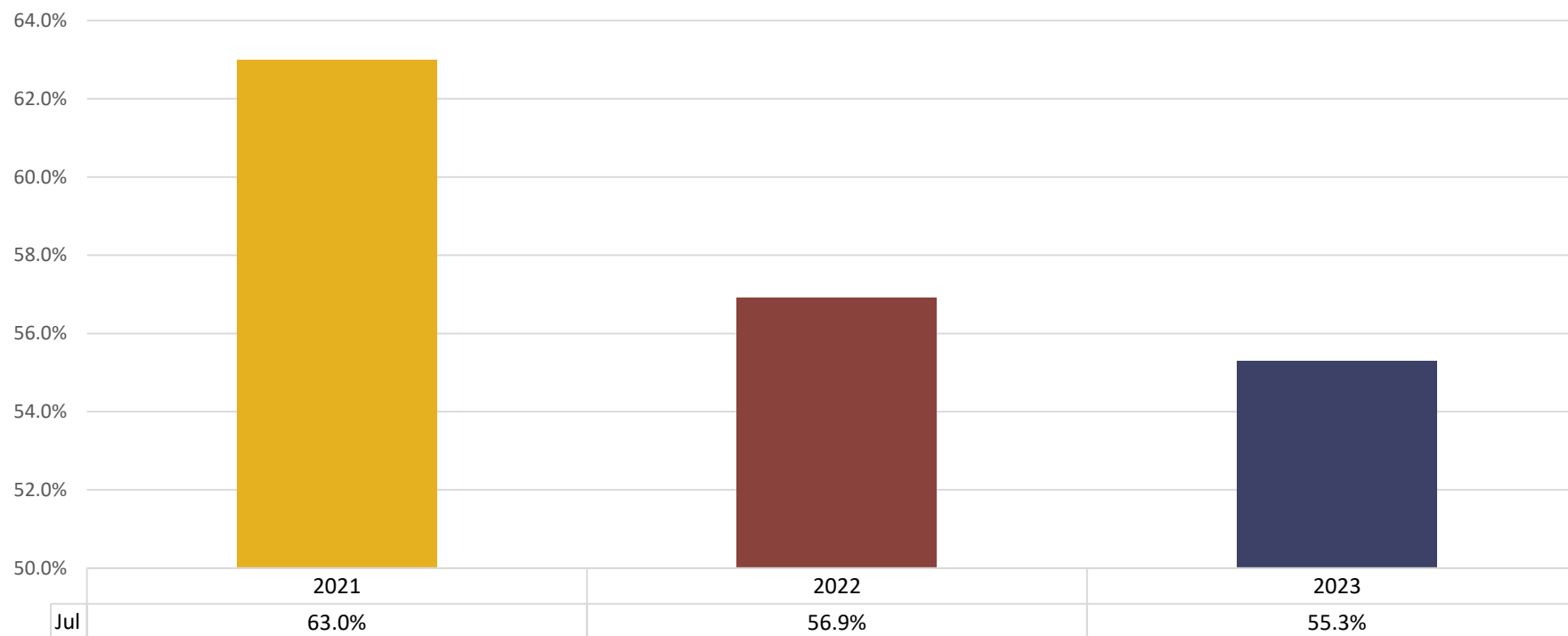
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Louisiana Lodging

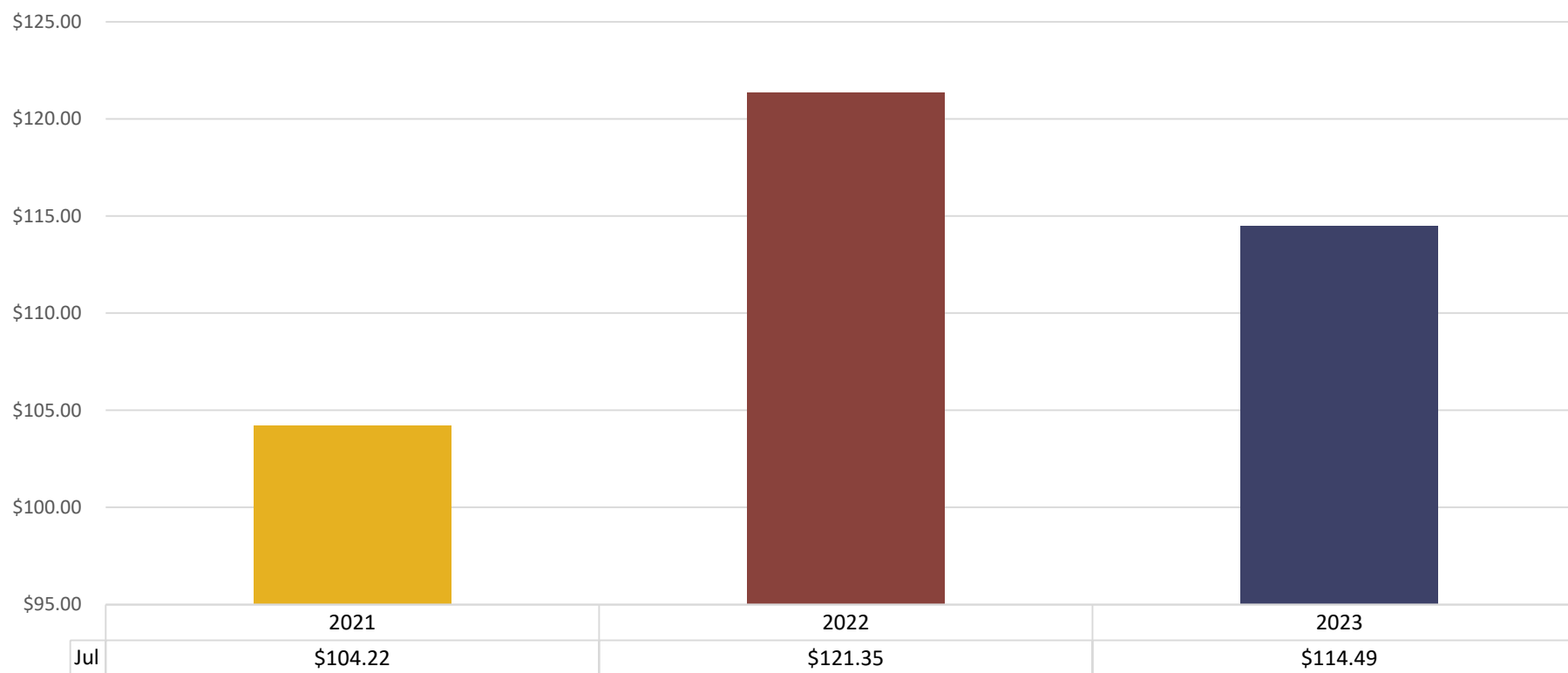
July Occupancy (%): Yr/Yr



- Louisiana's occupancy decreased 2.8% over July 2022.
- Since last month (June), occupancy was down 6.7%.
- Occupancy declined 7.8% since July 2019.

(Source: STR)

July ADR (\$): Yr/Yr

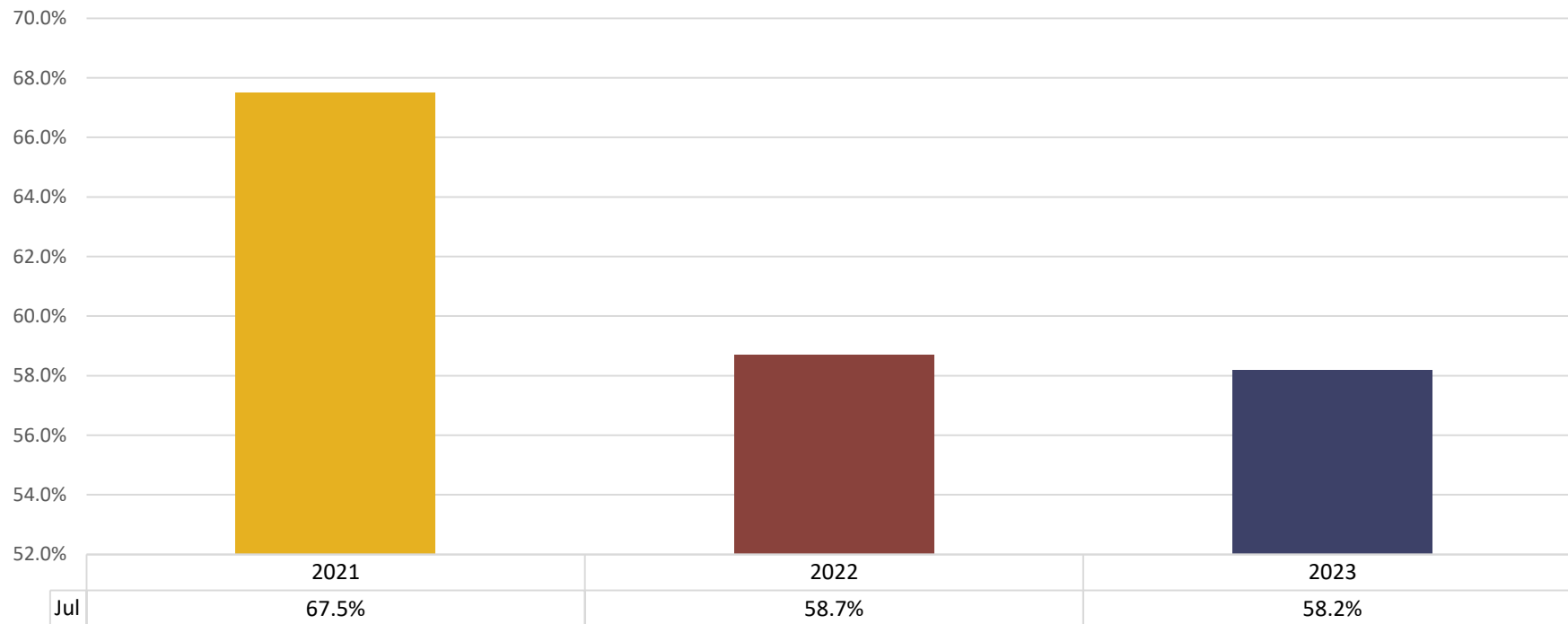


- Louisiana's average daily rates (ADR) decreased 5.6% over July 2022.
- Since last month (June), ADR was down 8%.
- ADR has grown 8.9% since July 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

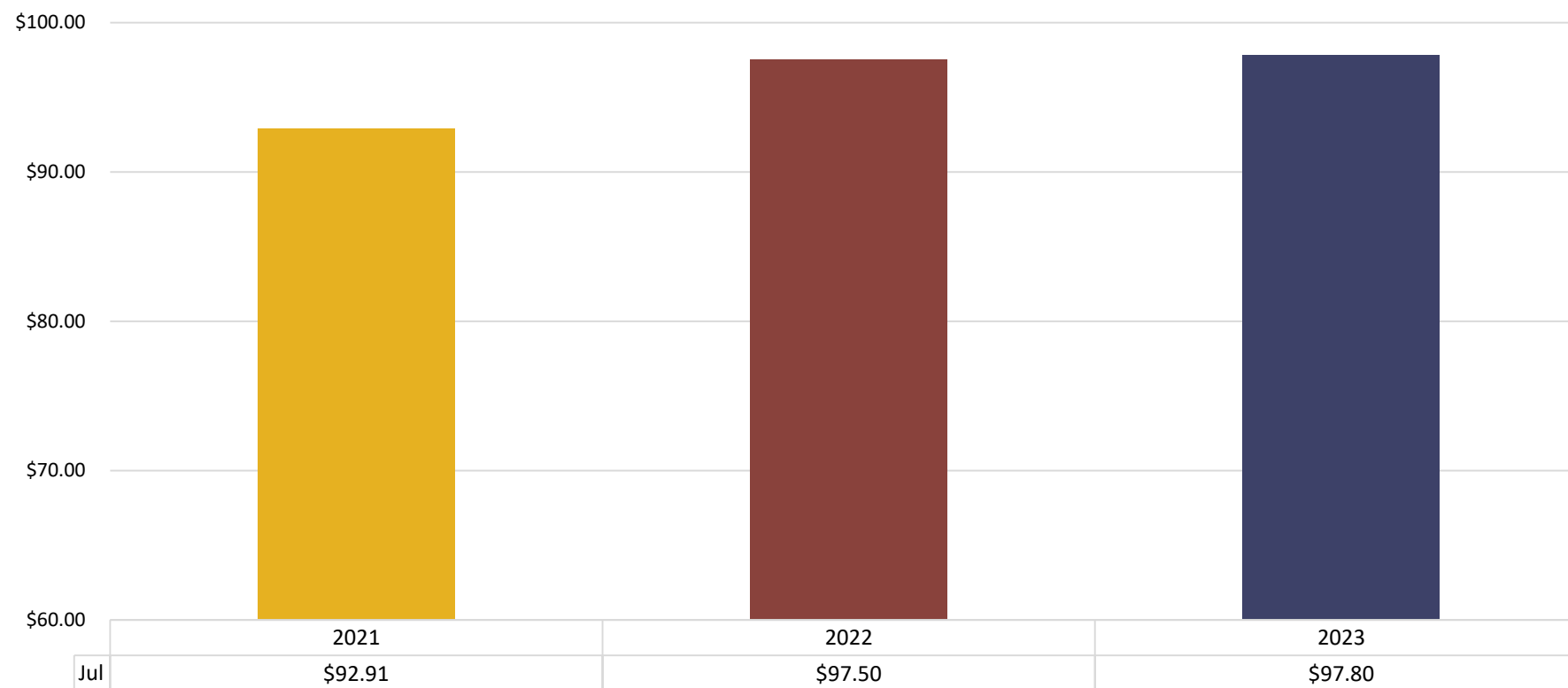
July Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 10.9% over July 2022.
- Louisiana’s occupancy, excluding New Orleans, is down 5% since July 2019.

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

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

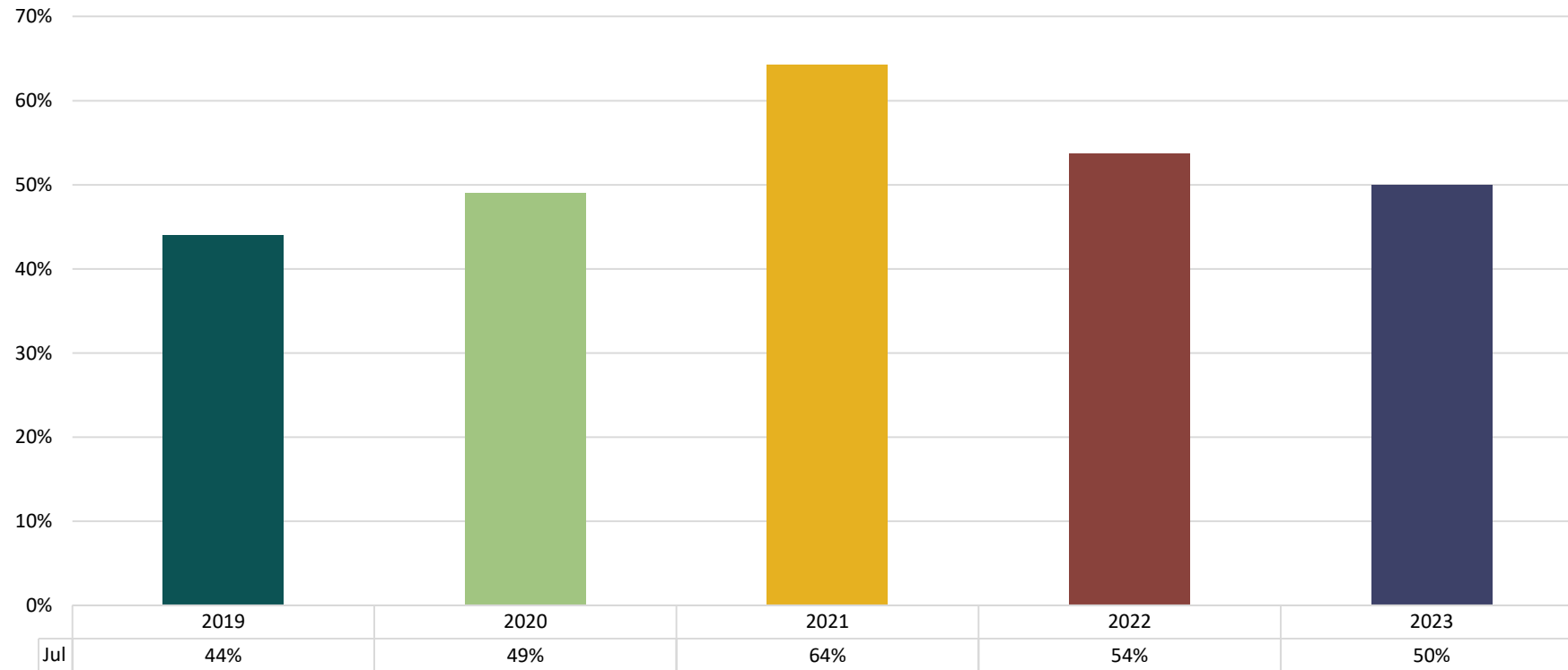


- Louisiana’s ADR, excluding New Orleans, decreased 0.3% over July 2022.
- Louisiana’s ADR, excluding New Orleans, has increased 18.5% since July 2019.

(Source: STR)

Louisiana Short-Term Lodging

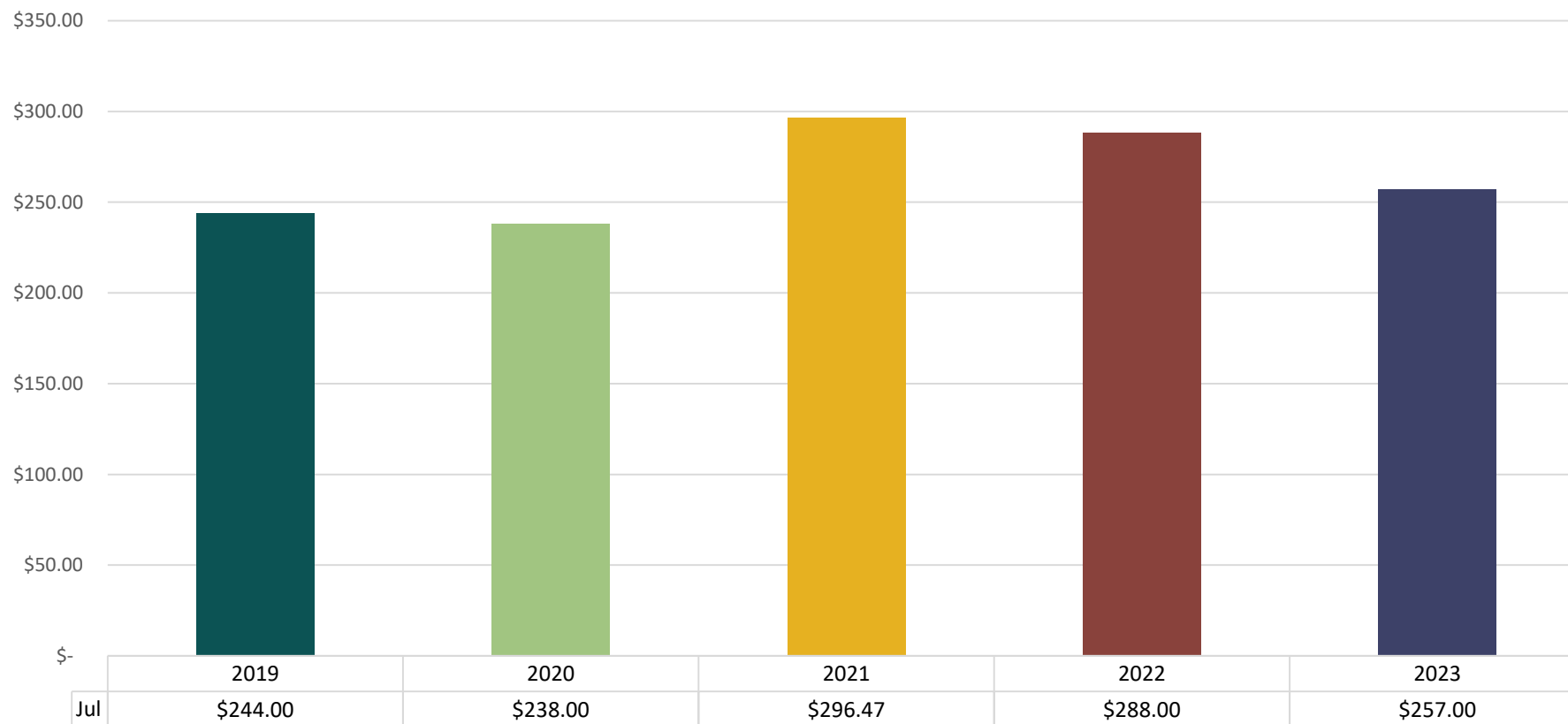
July Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy decreased 7.3% over July 2022.
- Since last month (June), short-term lodging occupancy was down 5.7%.
- Short-term lodging occupancy has increased 14% since July 2019.

(Source: AirDNA)

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

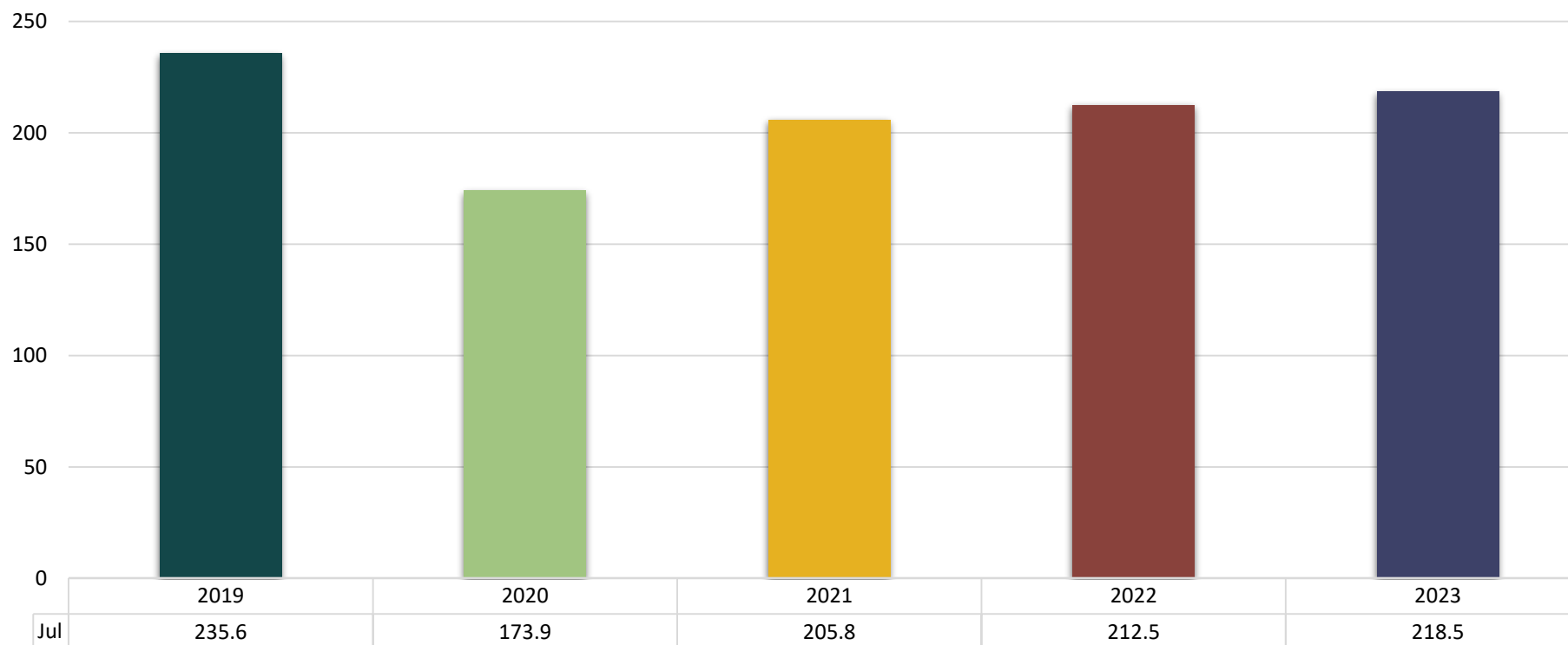


- Louisiana’s short-term lodging ADR decreased 28.1% over July 2022.
- Since last month (June), short-term lodging ADR is slightly flat.
- Short-term lodging ADR has grown 5% since July 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

July Tourism Jobs (in thousands): Yr/ Yr

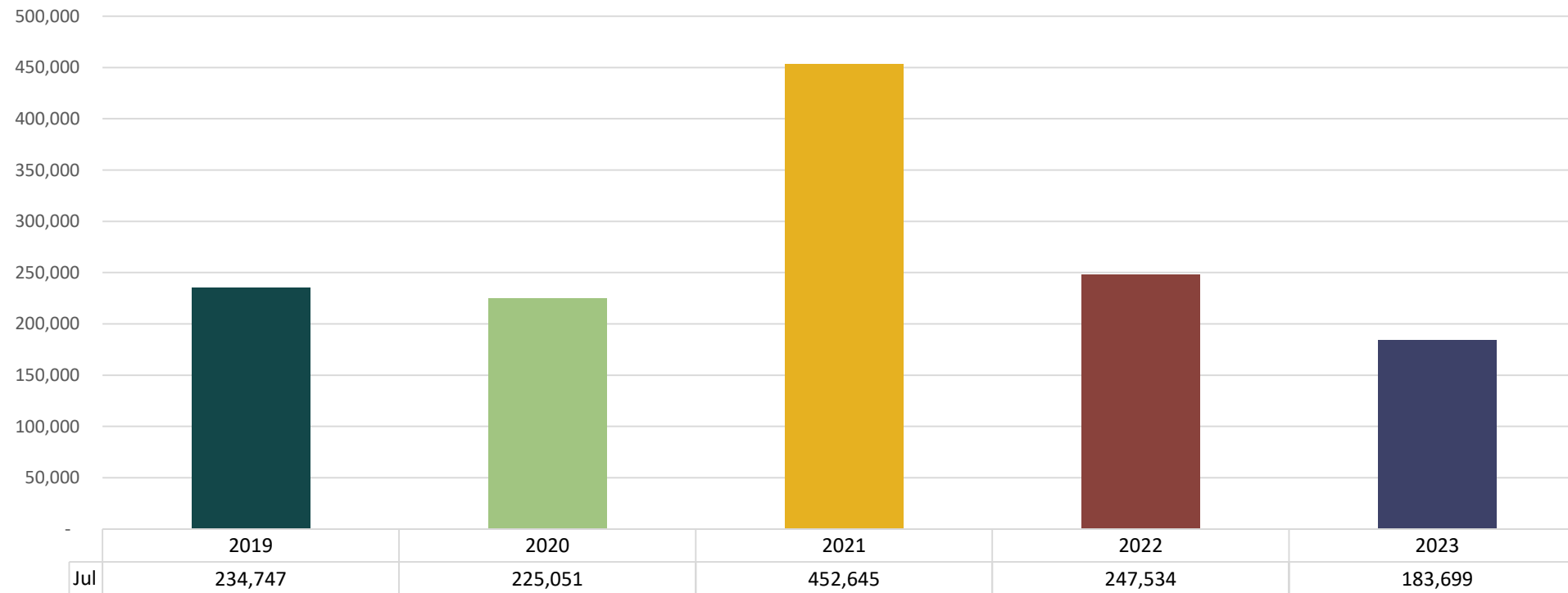


- Louisiana’s leisure & hospitality employment increased 2.8% with a gain of 6,000 jobs over July 2022.
- Accommodation and Food Services had a gain of 5,600 jobs year over year.

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

ExploreLouisiana.com

July Website Visits: Yr/Yr

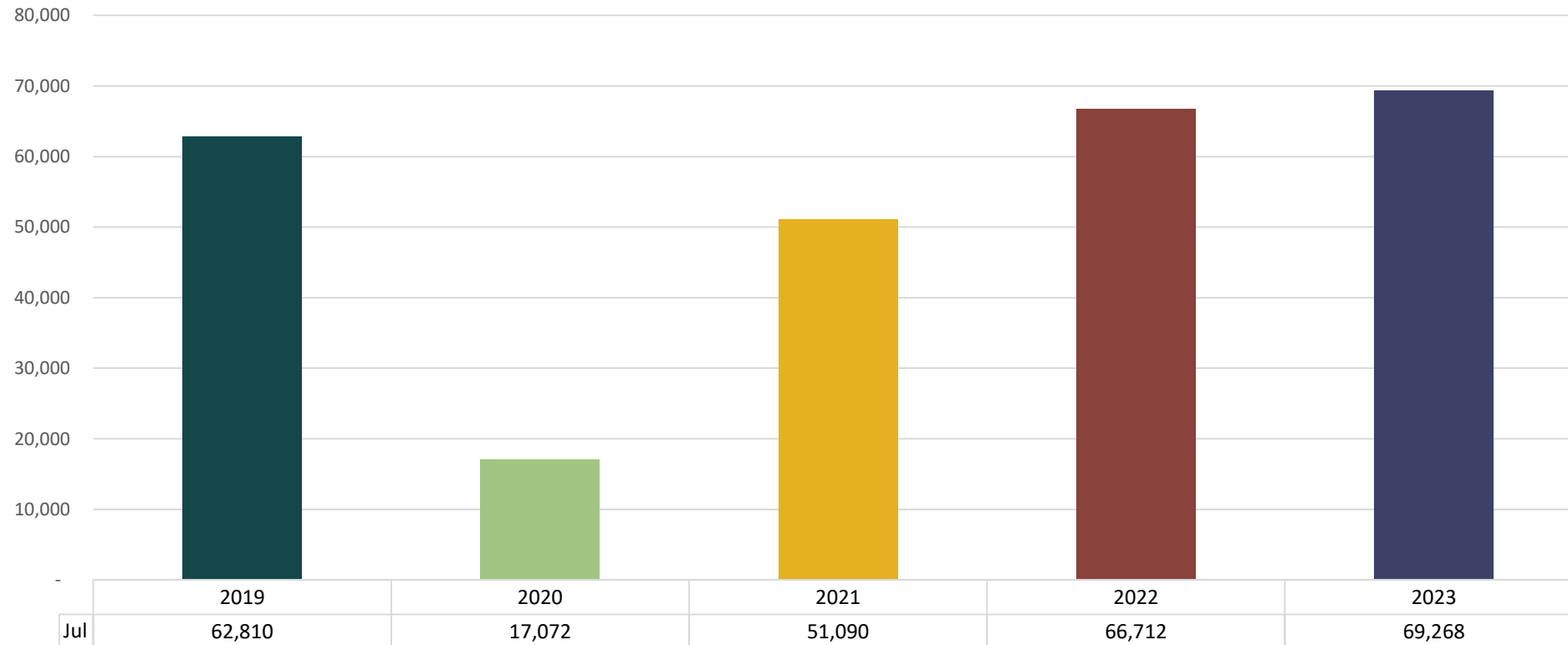


- 66% of all traffic is coming from mobile devices.
- All Guide Downloads increased 20% over July 2022.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

July Welcome Centers Visitation: Yr/Yr

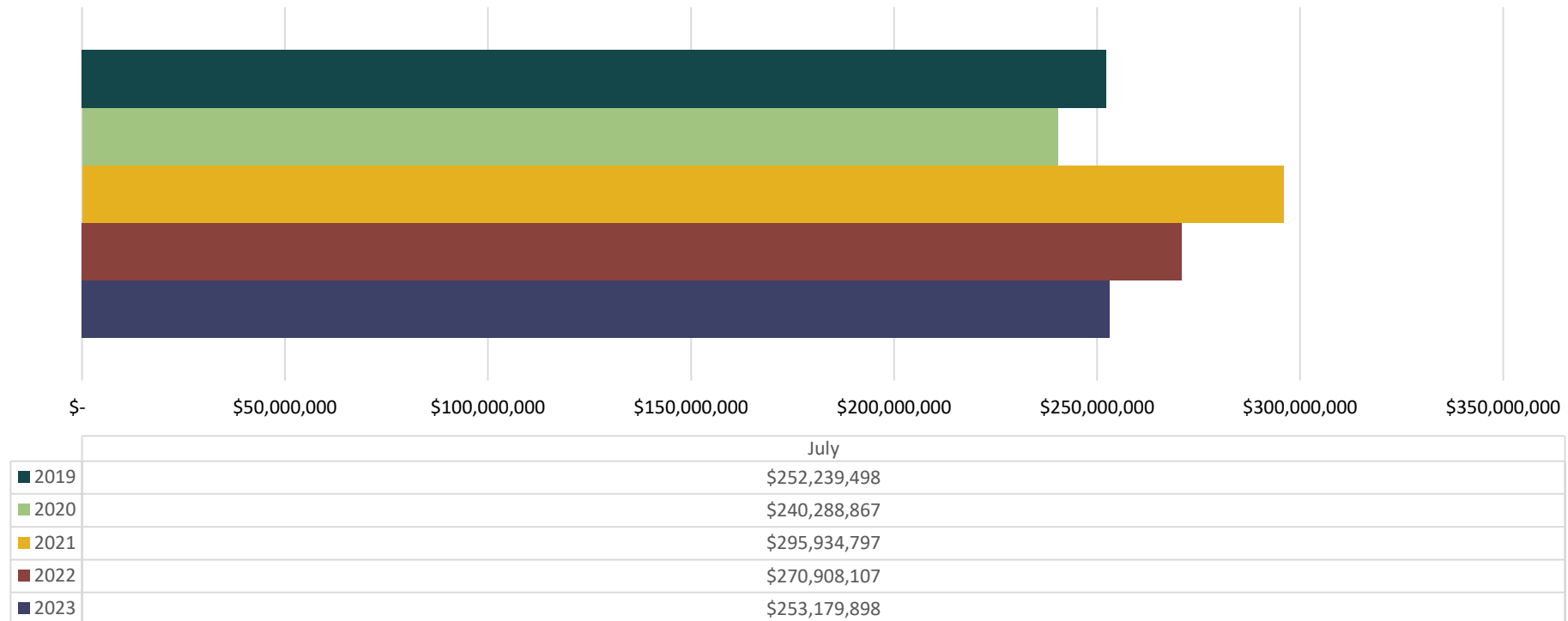


- Louisiana welcome centers had a 4% increase in visitation over July 2022 and a 10% increase over July 2019.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

July Gaming Revenue: Yr/Yr



- Louisiana’s gaming revenue decreased by 7% over July 2022.

(Sources: LSP – Gaming Enforcement Division)

Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.16 billion in June 2023, a 0.2% increase over last year. *(Tourism Economics)*
- Demand to travel is still holding steady with 89% having plans in the next six months, despite economic concerns among travelers! *(Longwoods International)*
- 59% of travelers indicate that the pandemic has zero influence upon their travel plans moving forward. *(Longwoods International)*
- American travelers are now reporting they would begin planning a week-long domestic vacation just 9.8 weeks out. *(Destination Analysts)*
- Air travel demand increased 12% above last June 2022. *(TSA)*

