

Lt. Governor Billy Nungesser
**State of the
Tourism Industry
Quarterly Report**

July – September 2023



LOUISIANA
Feed Your Soul.

LIEUTENANT GOVERNOR
BILLY NUNGESSER



Louisiana Lodging

Occupancy (%) Quarterly: Yr/Yr



- Louisiana’s occupancy decreased by 2% from July to September 2023.
- Louisiana’s occupancy is down 6.7% since September 2019.

(Source: STR)

Average Daily Rate (ADR) (\$) Quarterly: Yr/Yr

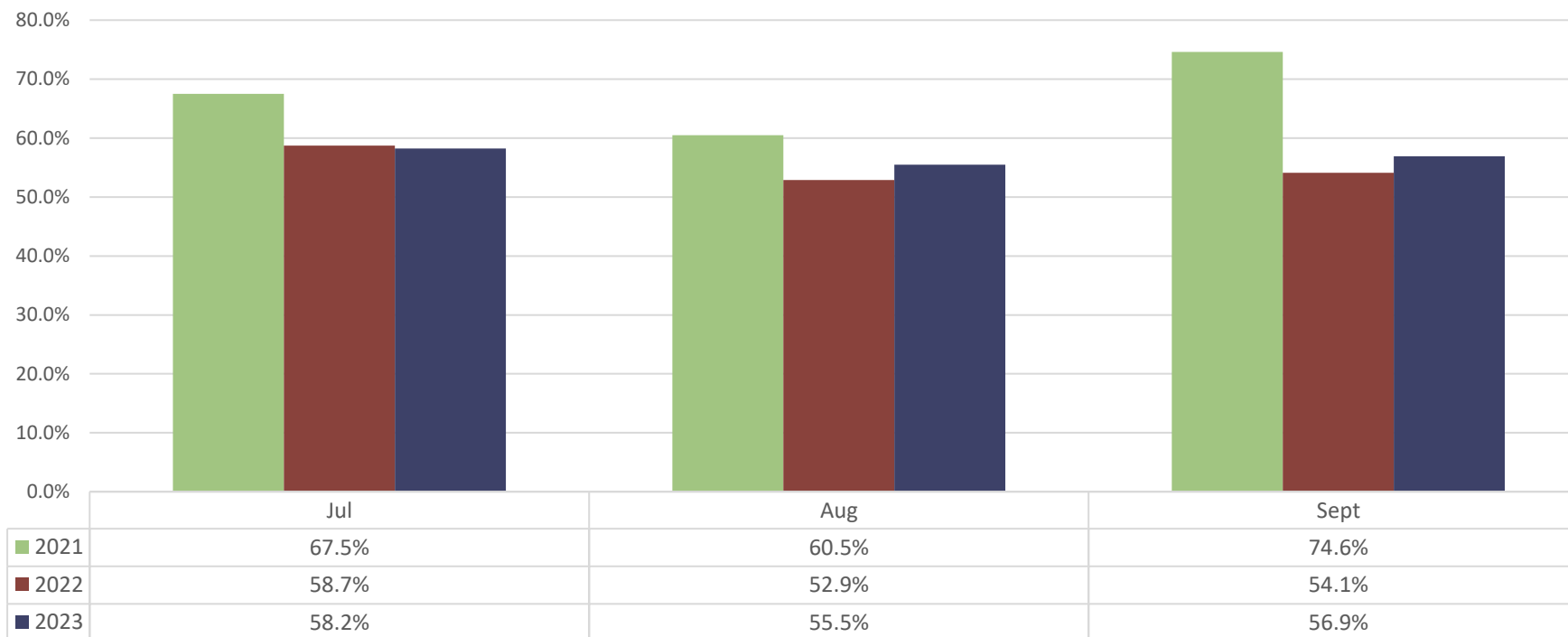


- Louisiana's average daily rates (ADR) had a 2.7% increase from July to September 2023.
- ADR is grew 11% since September 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

Quarterly Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 2.2% from July to September 2023.
- Occupancy without New Orleans was up by 7% since September 2019.

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

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

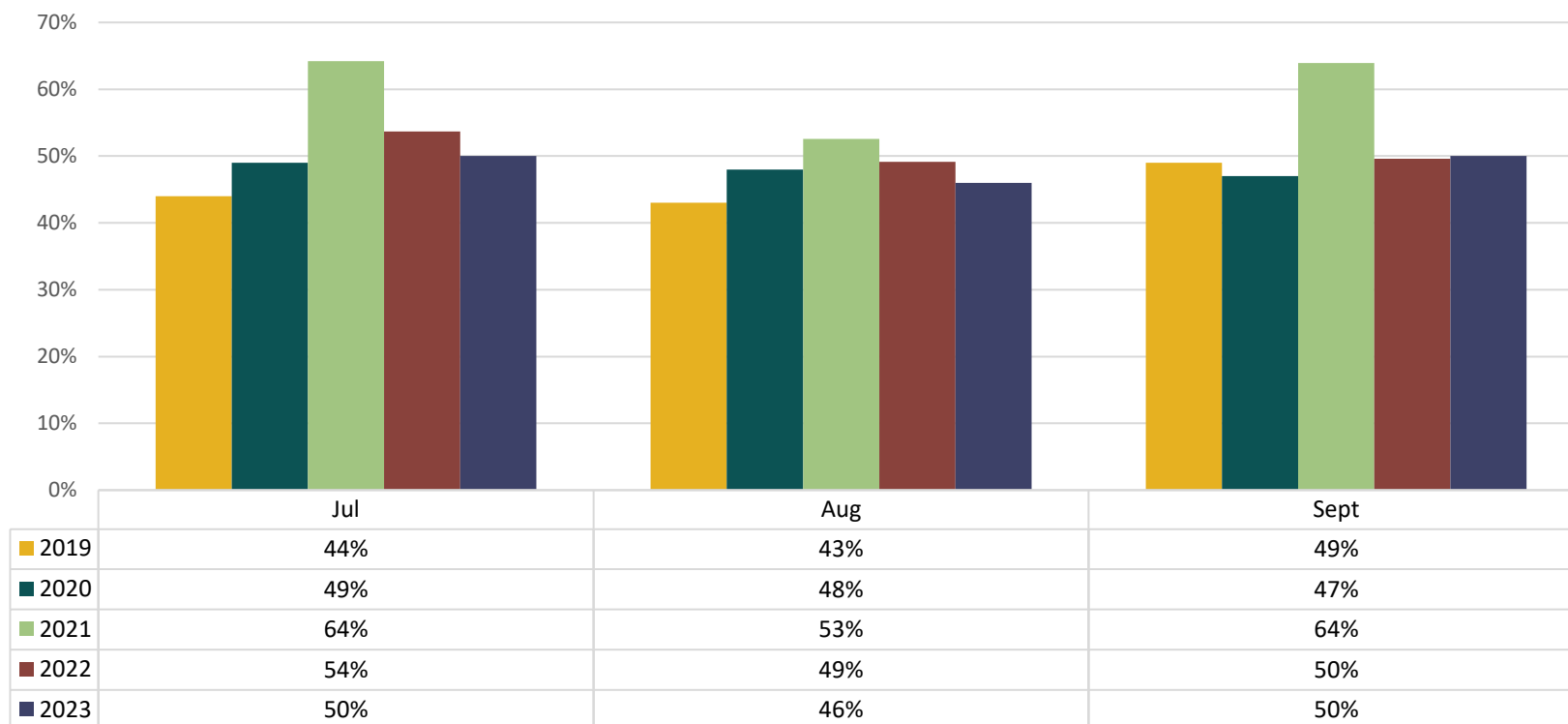


- Louisiana’s ADR, excluding New Orleans, was slightly down 0.5% from July to September 2023.
- ADR without New Orleans increased by 24% since September 2019.

(Source: STR)

Short-Term Lodging

Short-Term Lodging Occupancy (%): Quarterly Yr/Yr Trends



- Louisiana’s short-term lodging occupancy increased by 2% from July to September 2023.
- Demand (nights booked) was up 1.7% over September 2022.

(Source: AirDNA)

Short-Term Lodging ADR (\$): Quarterly Yr/Yr Trends



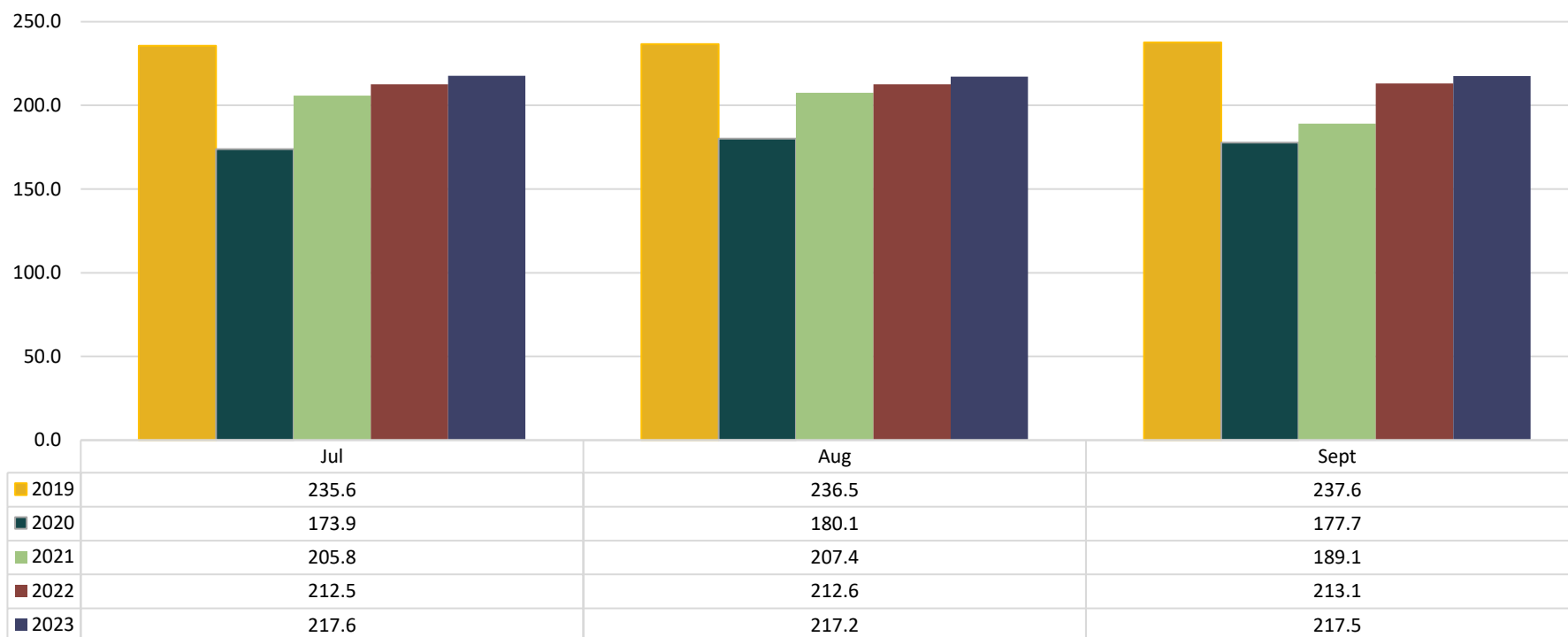
- Louisiana’s short-term lodging ADR grew 1.2% from July to September 2023.
- Revenue was down 2.2% over September 2022.

(Source: AirDNA)

Louisiana Tourism Jobs

(Seasonally adjusted)

Quarterly Tourism Jobs (in thousands): Yr/Yr

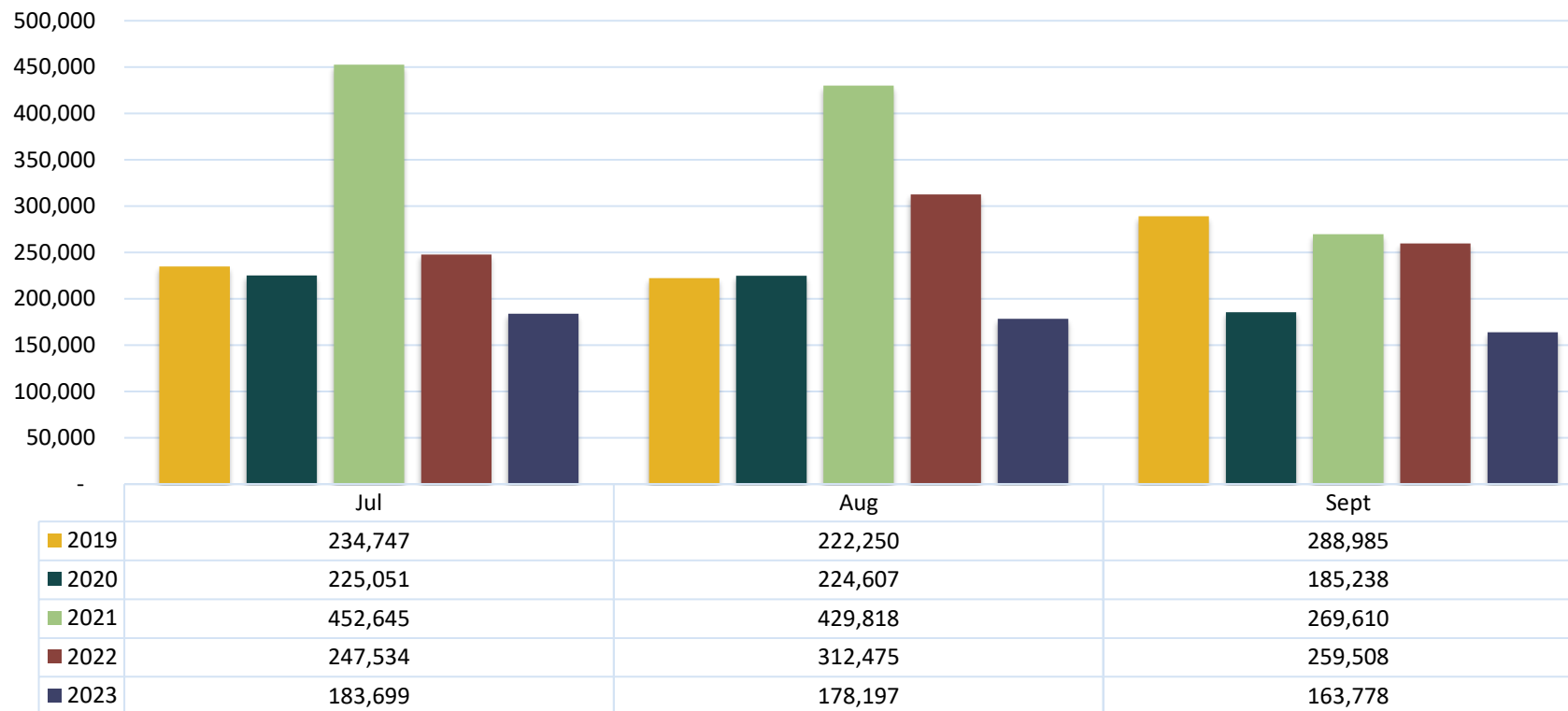


- Louisiana’s leisure & hospitality industry had an average of 4,700 jobs from July to September 2023.
- Tourism jobs increased 2% over last September.

(September jobs are preliminary.) *(Source: BLS)*

LouisianaTravel.com

LouisianaTravel.com Quarterly Visits: Yr/Yr

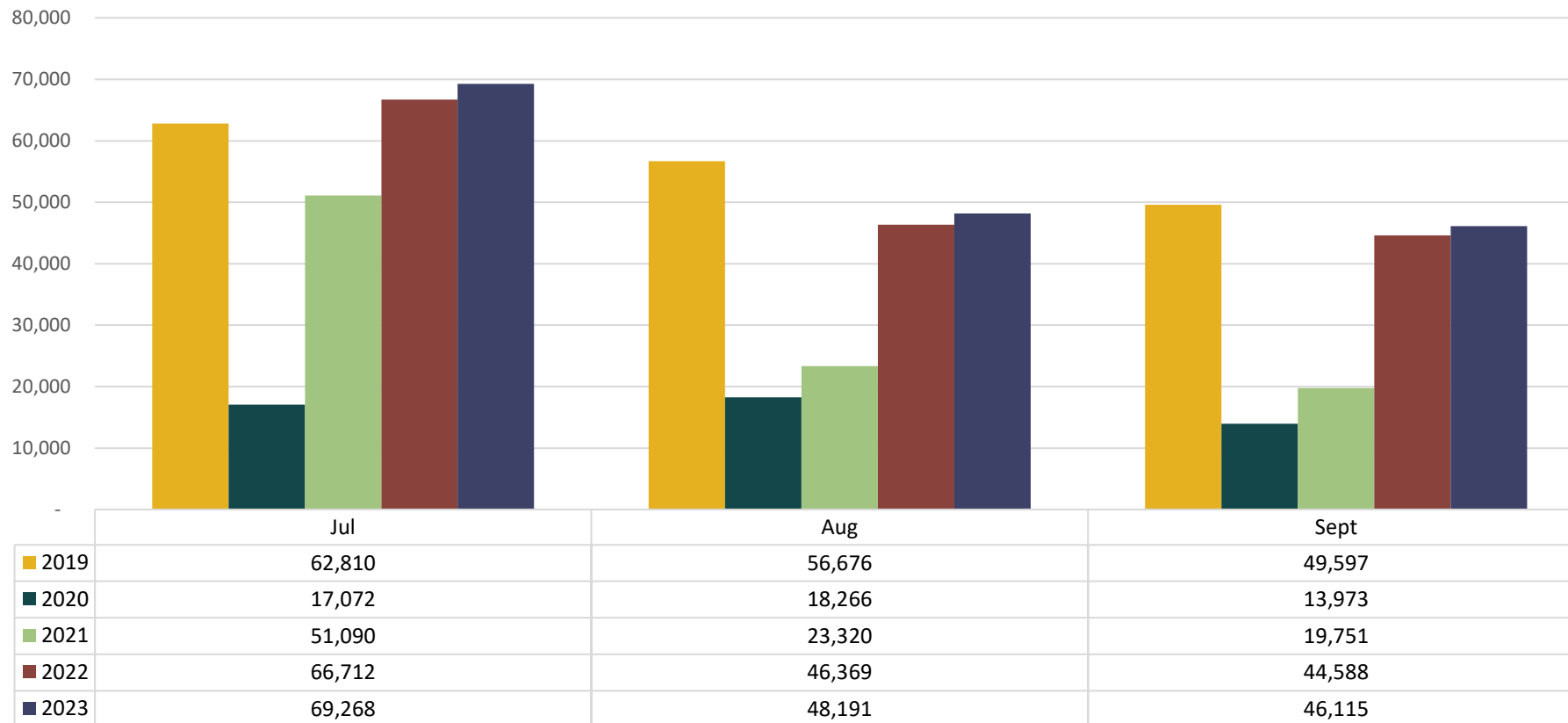


- Website engagement rate was up 24% year-over-year.
- Trip-ideas webpage grew 400% in views from July to September 2023.

(# of visits (sessions) include desktop, tablet, and mobile)
 (Source: Google Analytics / Miles Media)

Welcome Centers

Welcome Centers Visitation: Quarterly Yr/Yr

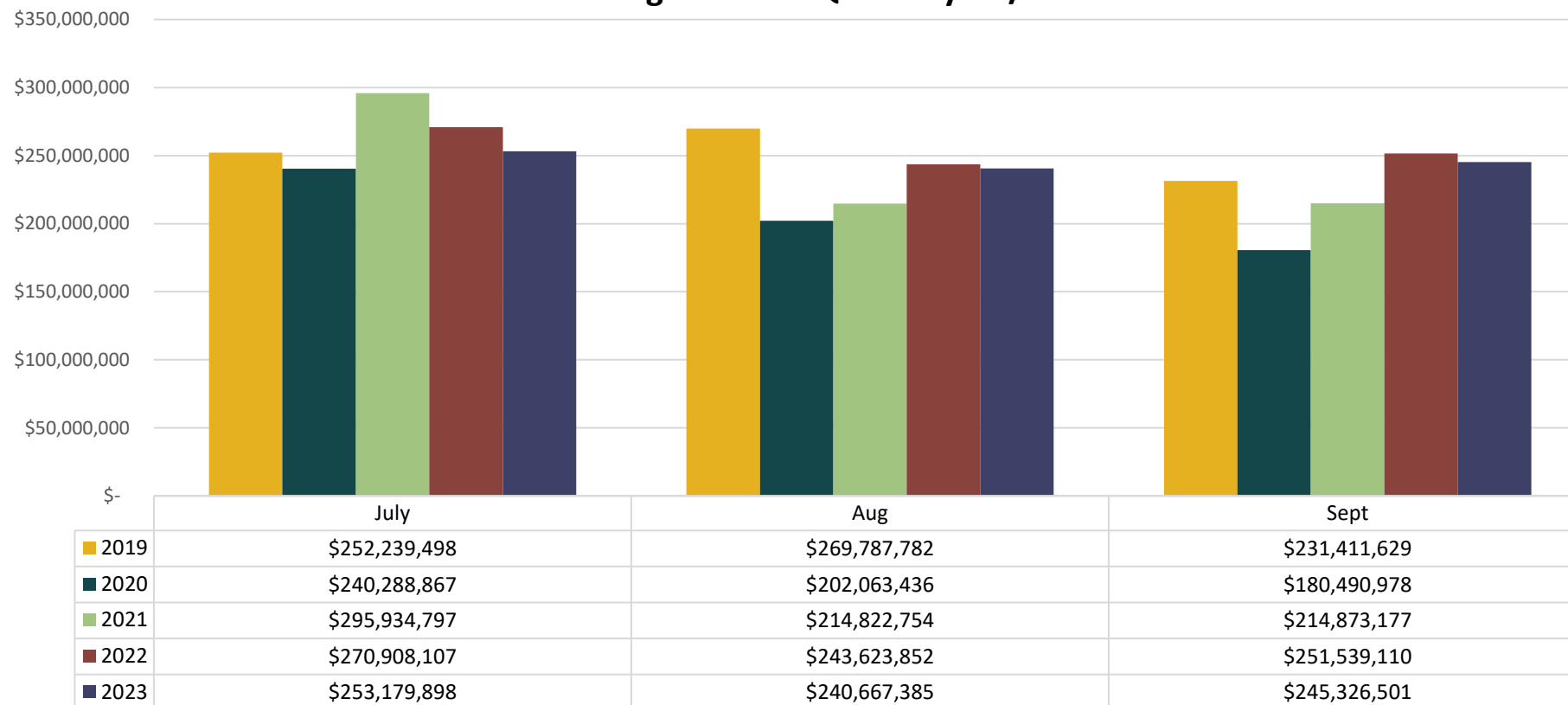


- Louisiana’s welcome centers visits decreased by 7% since September 2019.

(Source: LA Welcome Centers)

Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr



- Louisiana’s gaming revenue decreased 3% from July to September 2023.
- Louisiana’s gaming revenue showed a 6% increase over September 2019.

(Source: LA State Police)

Louisiana and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.11 billion in August 2023, resulting in a 6.9% increase over last August. *(Tourism Economics)*
- 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)*
- 50% of American travelers say they will take their next trip within the next 90 days, as overall demand remains near survey-record highs with 92% indicating plans to go somewhere in the next six months. *(Longwoods International)*
- Travelers from India showcase a notable appetite for culinary adventures (22%). *(YouGov)*
- 33% of American Travelers who are going somewhere said they plan to spend more on their Holiday travels this year (up from 24% year over year). *(Longwoods International)*

