

State of the Tourism Industry Monthly Report

September 2023

Created October 20, 2023



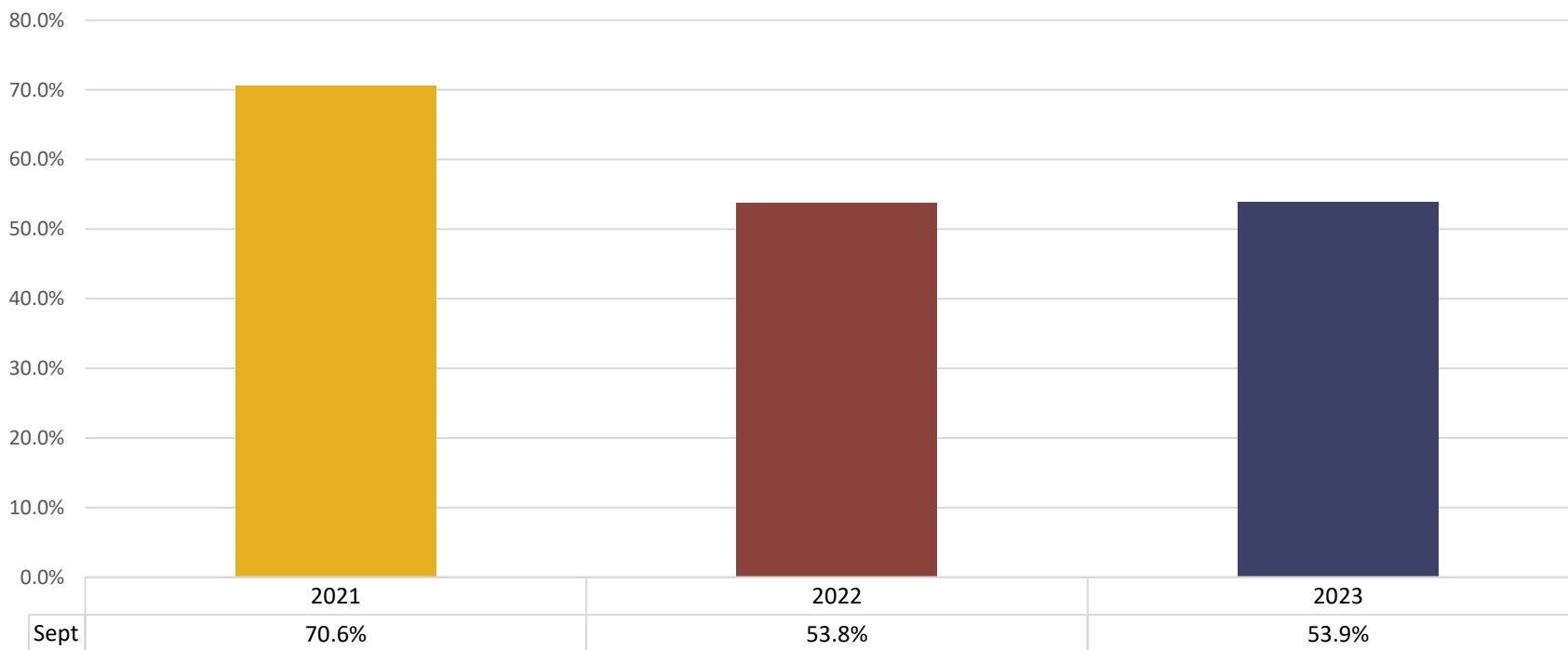
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Louisiana Lodging

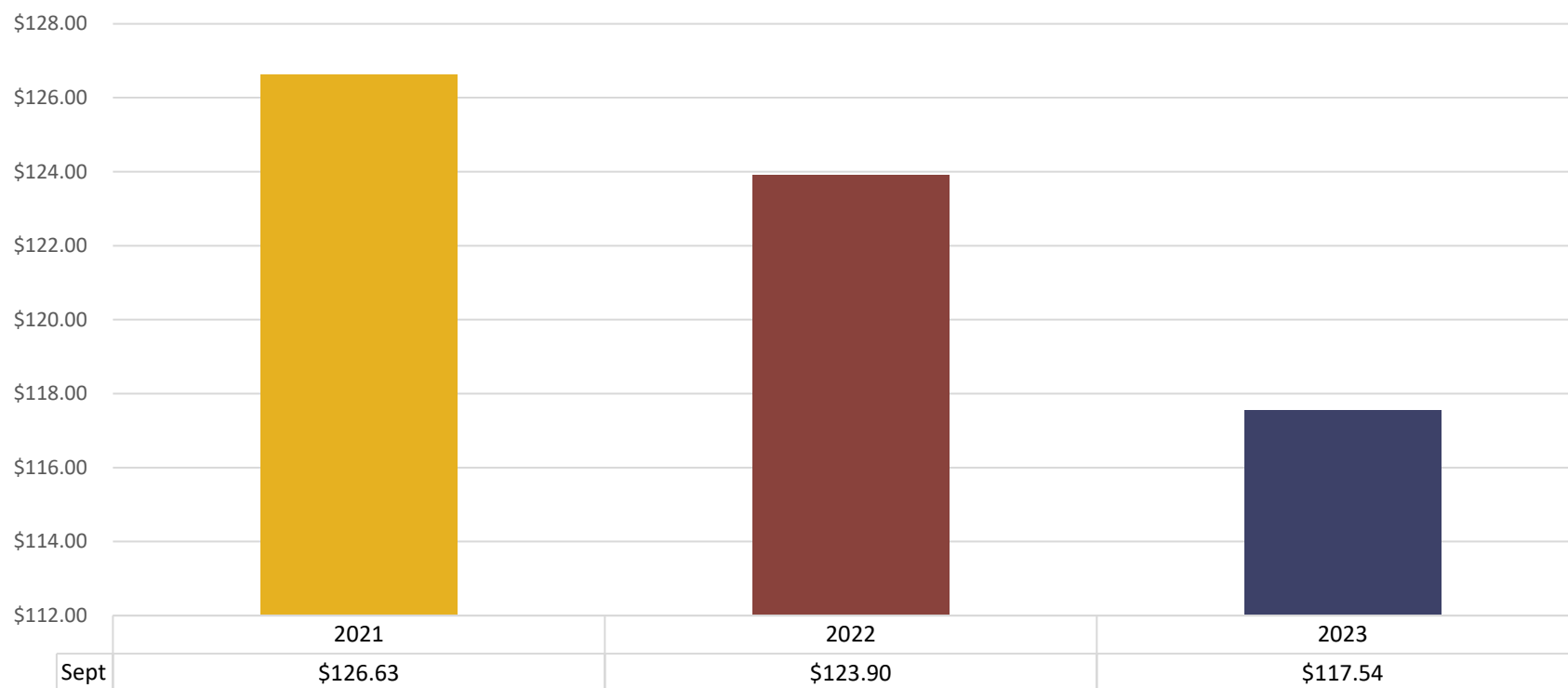
September Occupancy (%): Yr/Yr



- Louisiana's occupancy increased 0.2% over September 2022.
- Since last month (August), occupancy was up 7.4%.
- Demand is up 1.4% over last year.

(Source: STR)

September ADR (\$): Yr/Yr

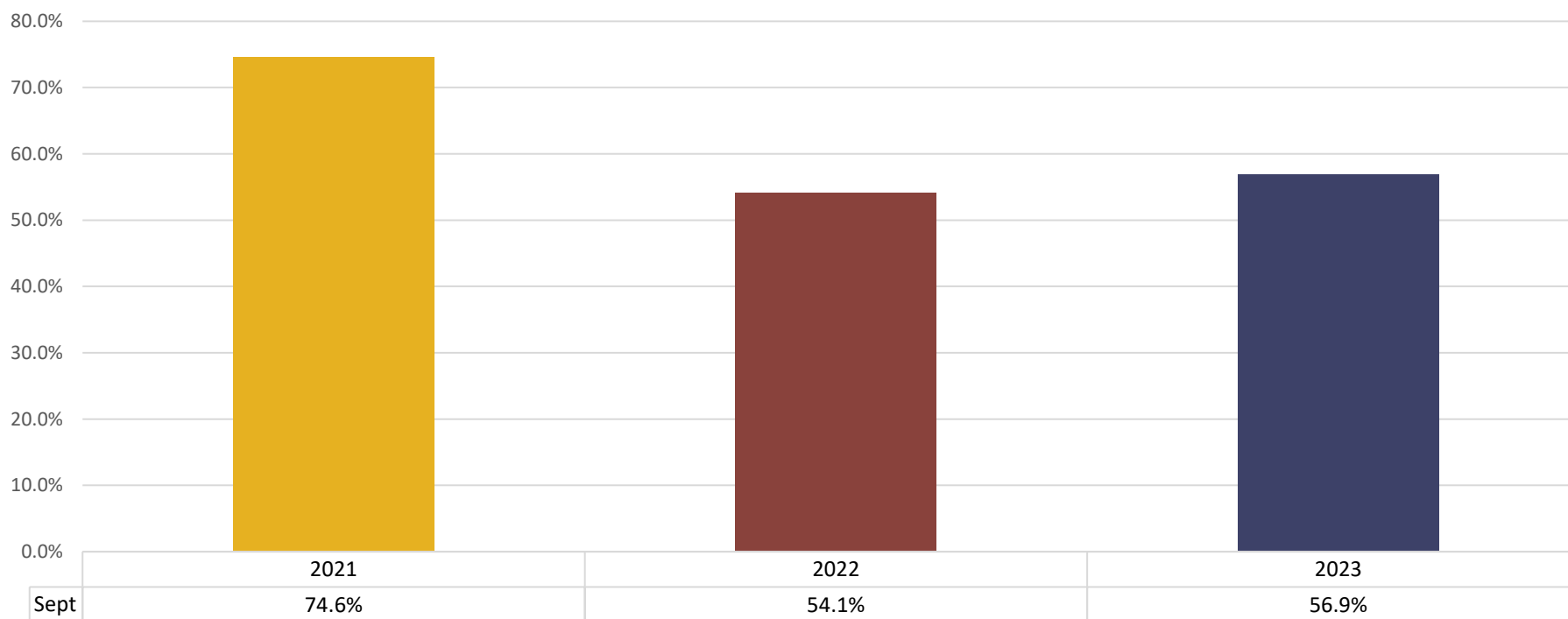


- Louisiana's average daily rates (ADR) decreased 5.1% over September 2022.
- Since last month (August), ADR was up 0.2%.
- ADR has grown 10.8% since September 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

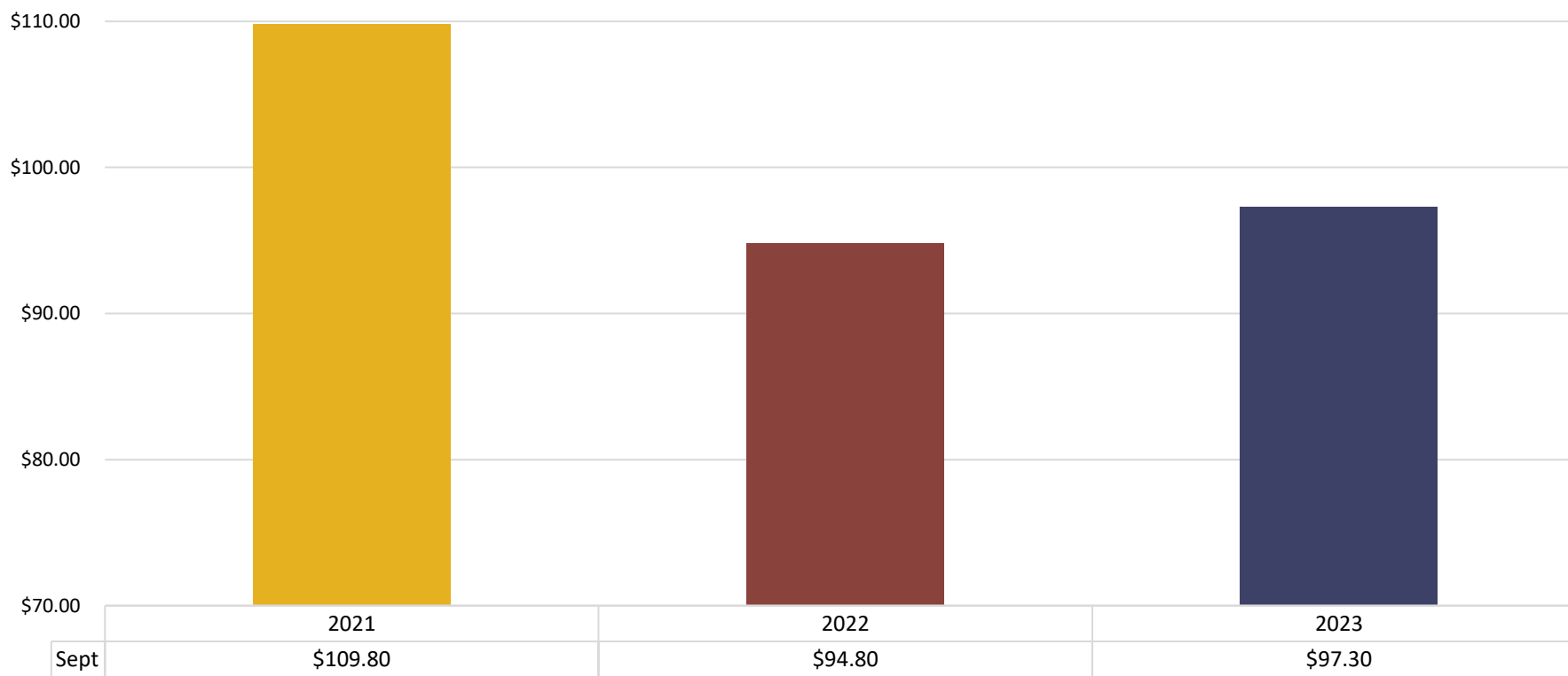
September Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, increased 5.2% over September 2022.
- Louisiana’s occupancy, excluding New Orleans, is up 8% since September 2019.

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

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

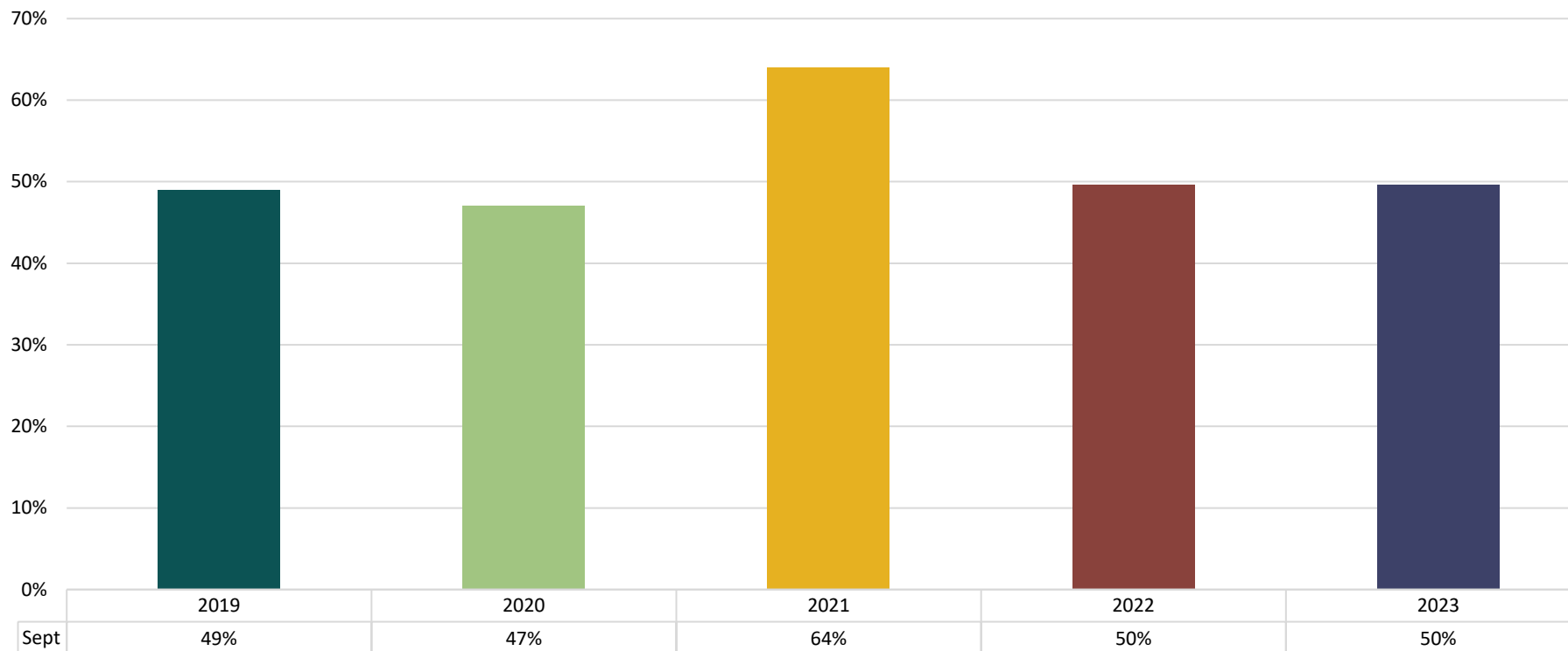


- Louisiana’s ADR, excluding New Orleans, increased 2.6% over September 2022.
- Louisiana’s ADR, excluding New Orleans, has grown 24.1% since September 2019.

(Source: STR)

Louisiana Short-Term Lodging

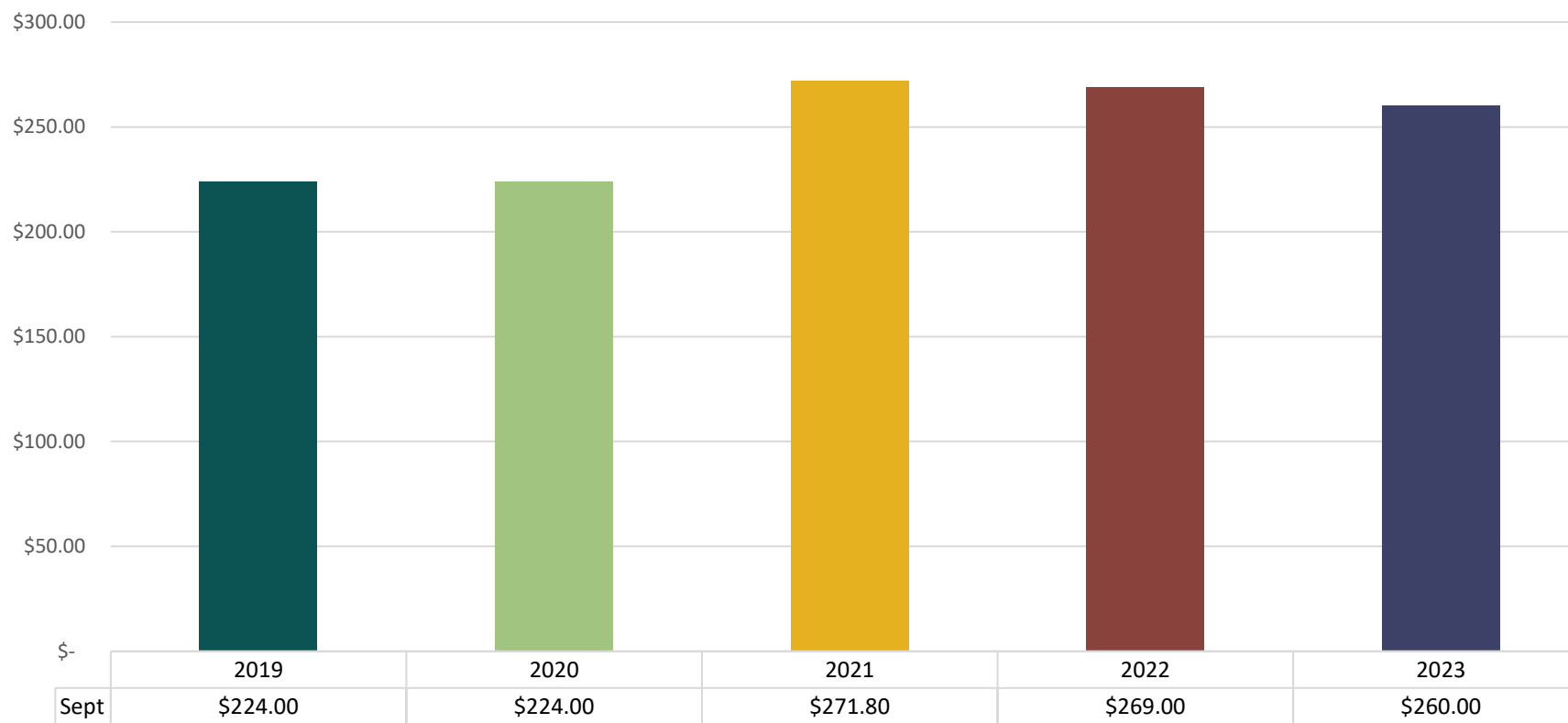
September Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana’s short-term lodging occupancy increased 1.1% over September 2022.
- Since last month (August), short-term lodging occupancy was up 8.7%.
- Short-term lodging occupancy has increased 2% since September 2019.

(Source: AirDNA)

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

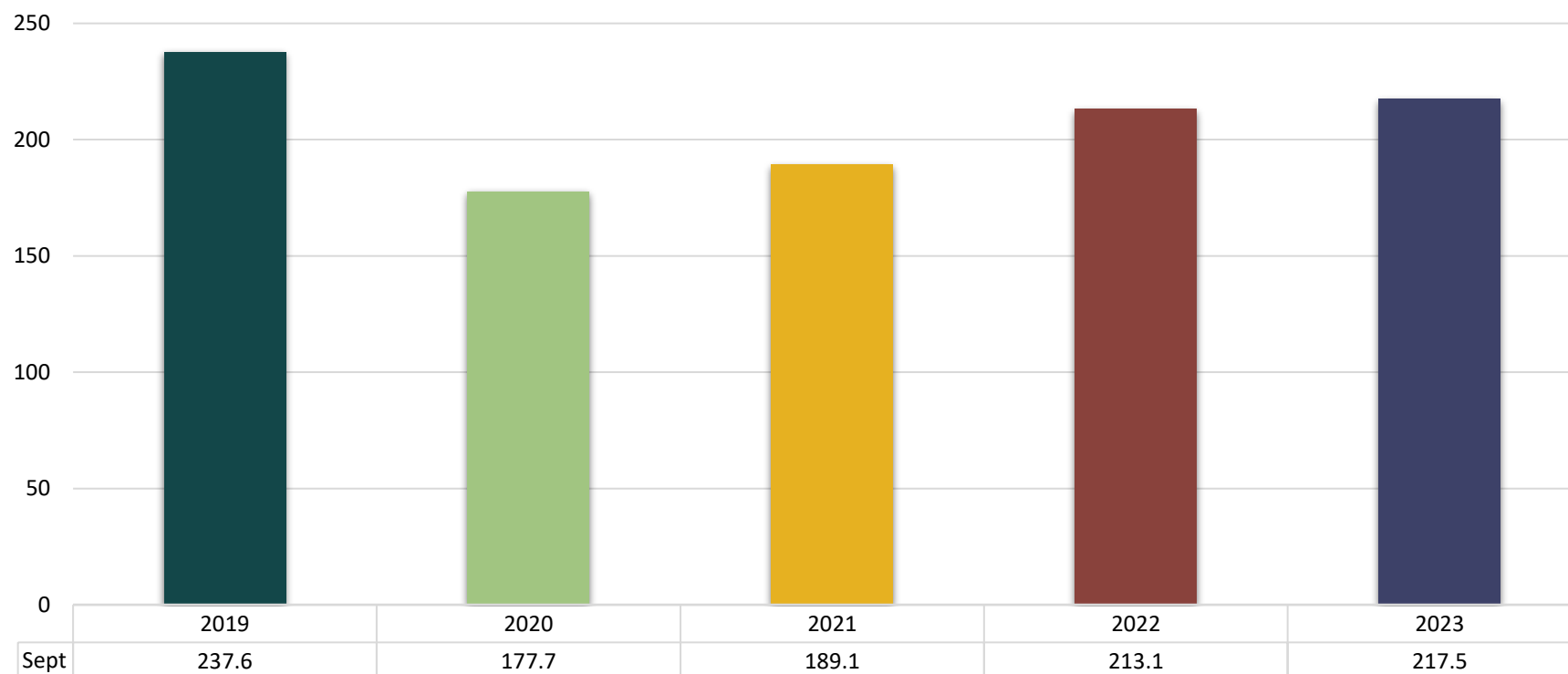


- Louisiana’s short-term lodging ADR decreased 3.3% over September 2022.
- Since last month (August), short-term lodging ADR grew 7.4%.
- Short-term lodging ADR has grown 16% since September 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

September Tourism Jobs (in thousands): Yr/ Yr

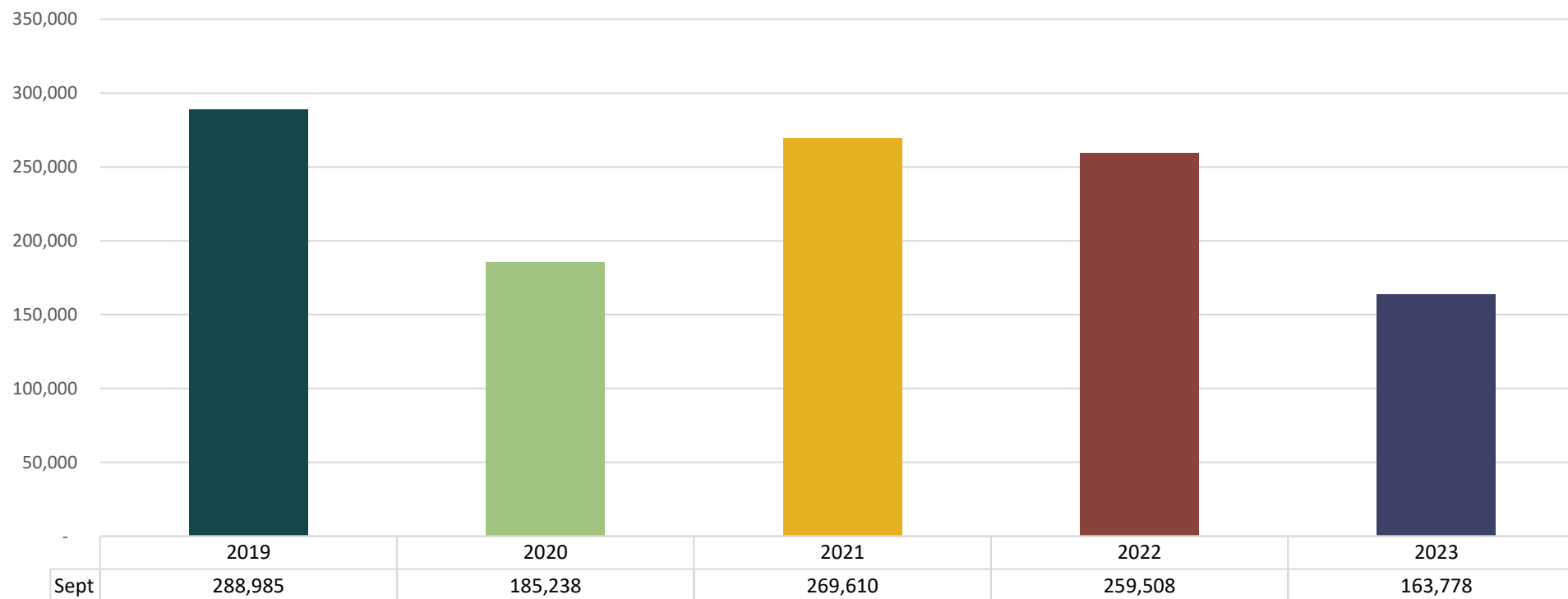


- Louisiana’s leisure & hospitality employment increased 2% with a gain of 4,400 jobs over September 2022.
- Accommodation and Food Services had a gain of 4,400 jobs year over year.

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

ExploreLouisiana.com

September Website Visits: Yr/Yr

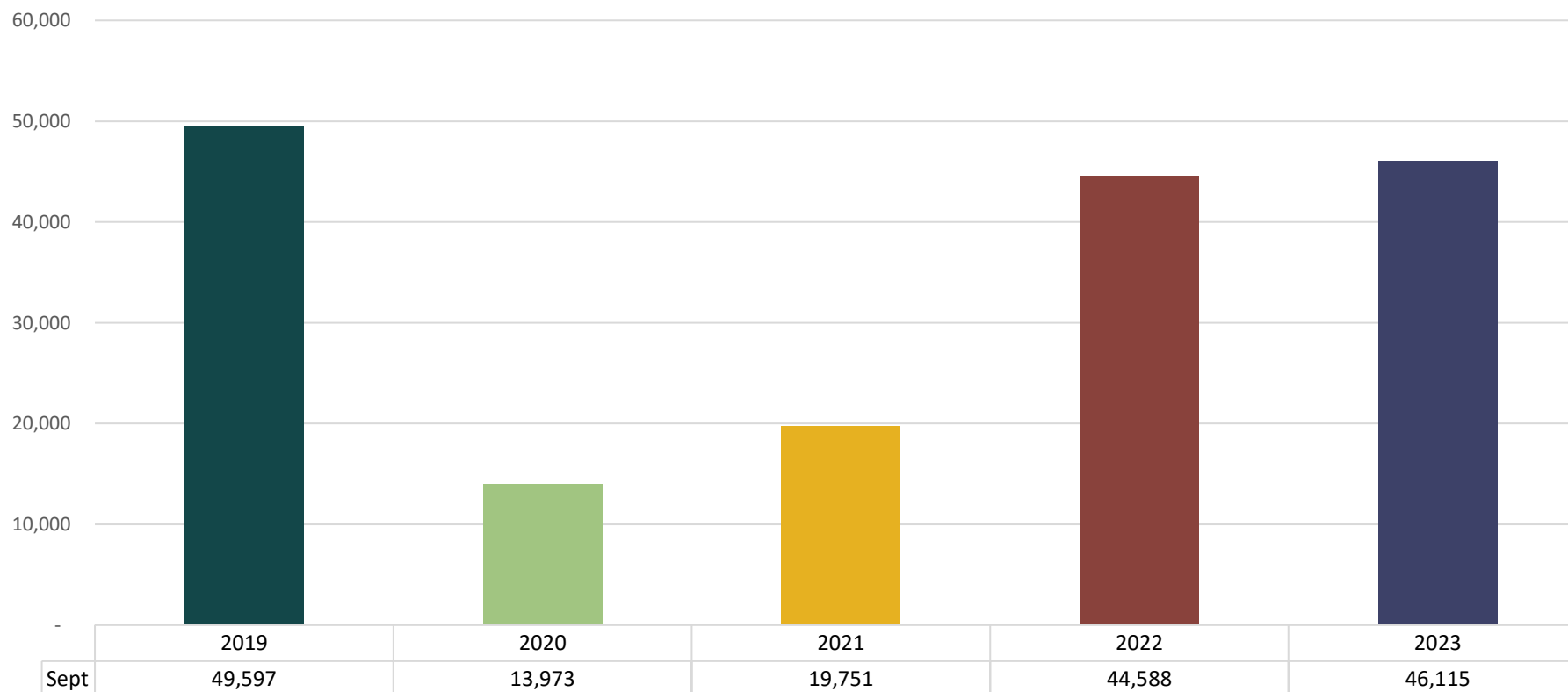


- Website engagement rate is up 40% over September 2022.
- Facebook Likes increased by nearly 4,000 year over year.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

September Welcome Centers Visitation: Yr/Yr

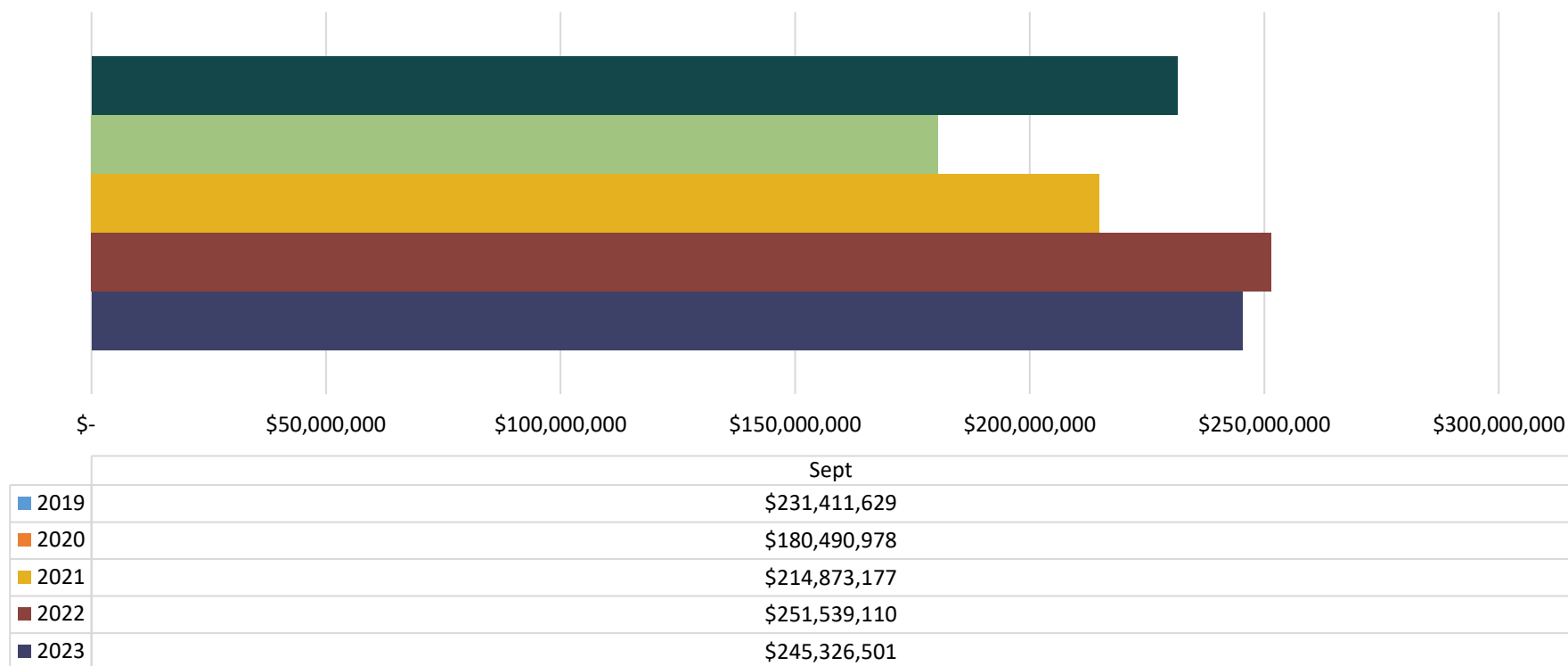


- Louisiana welcome centers had a 3% increase in visitation over September 2022.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

September Gaming Revenue: Yr/Yr



- Louisiana’s gaming revenue decreased slightly by 2% over September 2022.

(Sources: LSP – Gaming Enforcement Division)

Louisiana Economic Impact 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)*

