

# State of the Tourism Industry Monthly Report

October 2023

Created November 20, 2023



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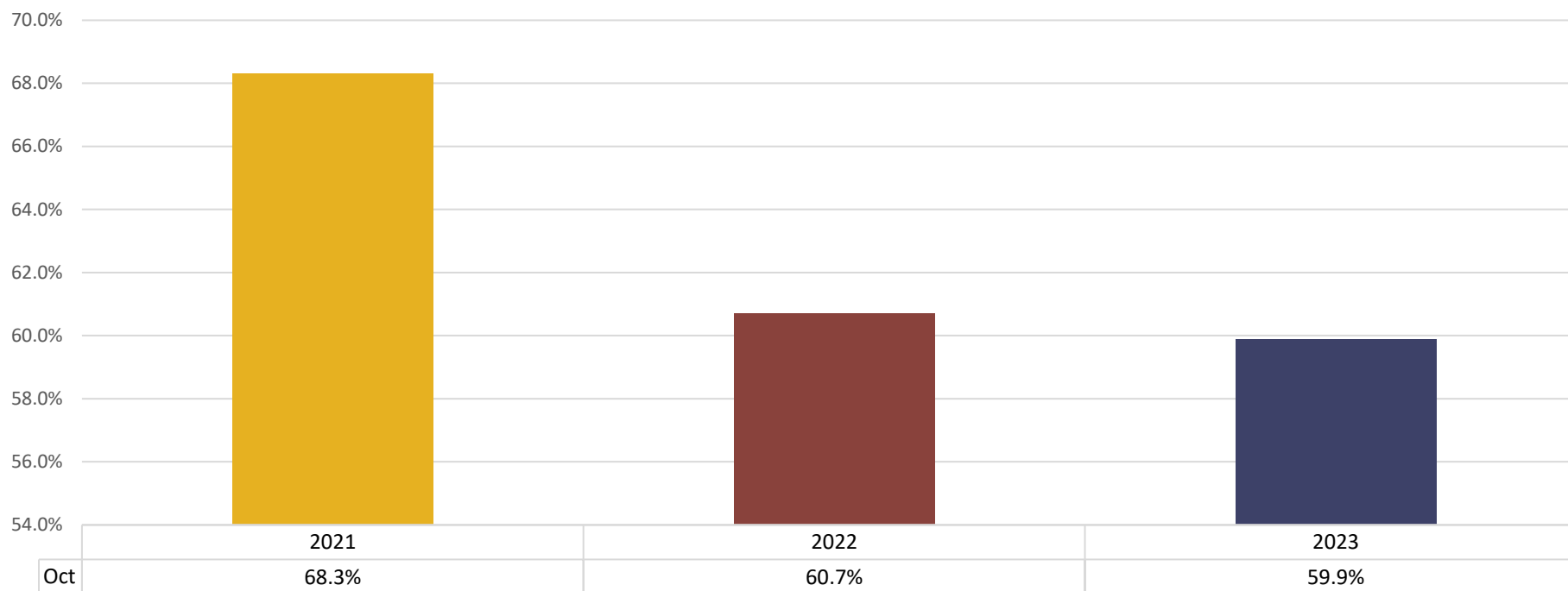


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# Louisiana Lodging

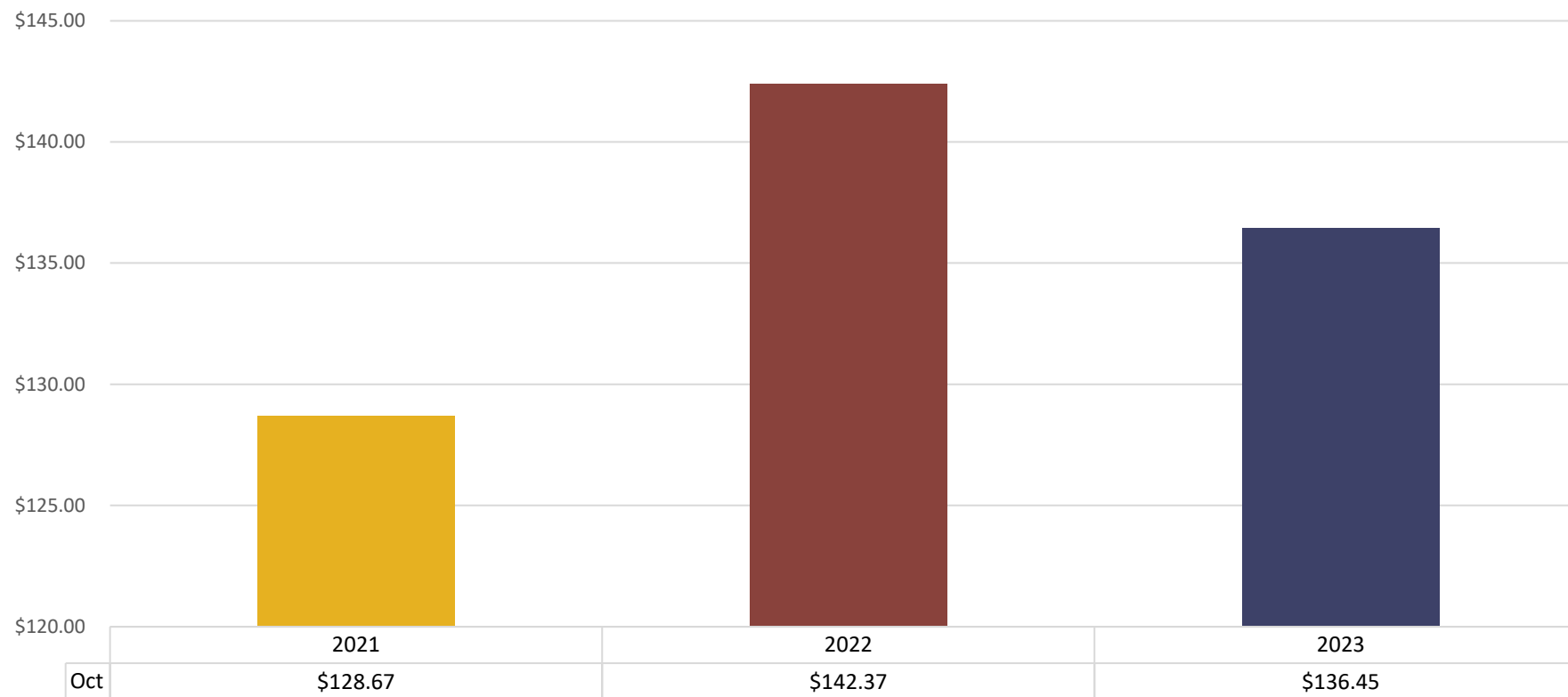
October Occupancy (%): Yr/Yr



- Louisiana's occupancy decreased 1.3% over October 2022.
- Since last month (September), occupancy was up 11.1%.
- Demand is up 0.1% over last year.

(Source: STR)

### October ADR (\$): Yr/Yr

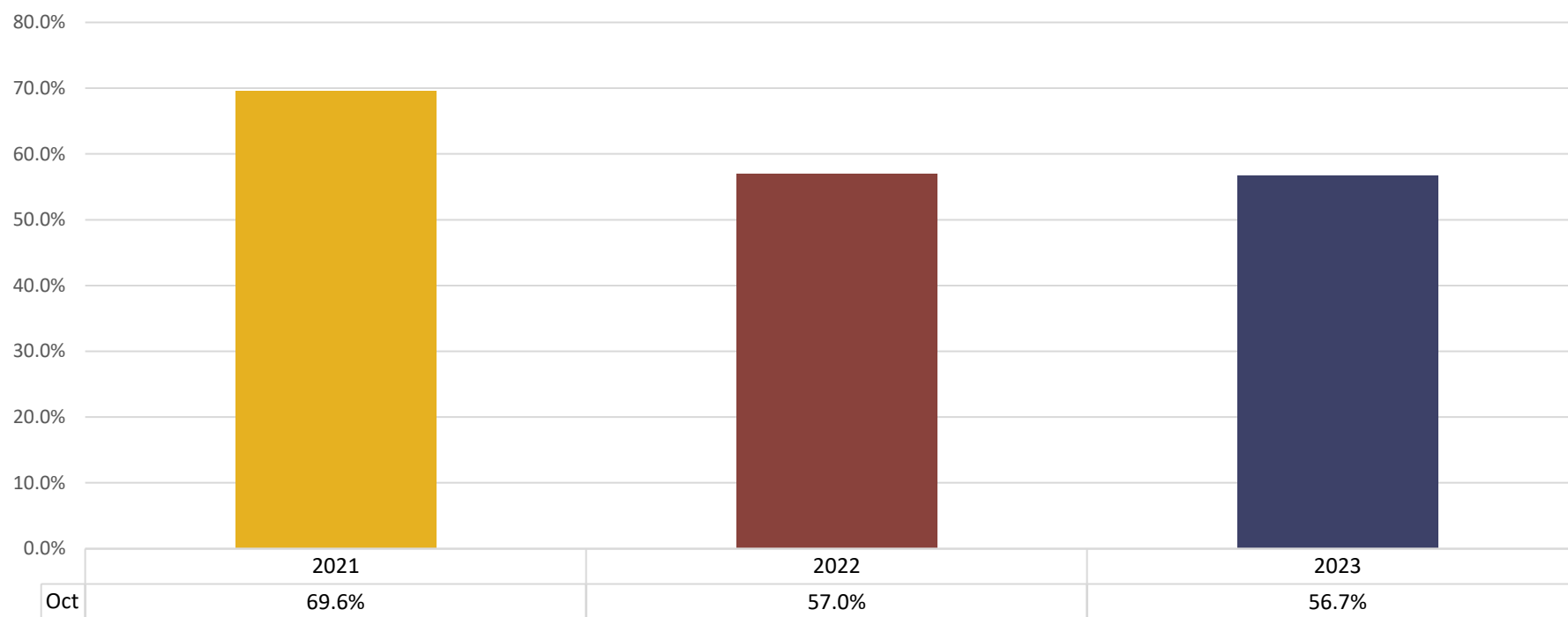


- Louisiana’s average daily rates (ADR) decreased 4.2% over October 2022.
- Since last month (September), ADR was grew 16%.
- ADR has grown 14.7% since October 2019.

(Source: STR)

# Louisiana Lodging (without New Orleans)

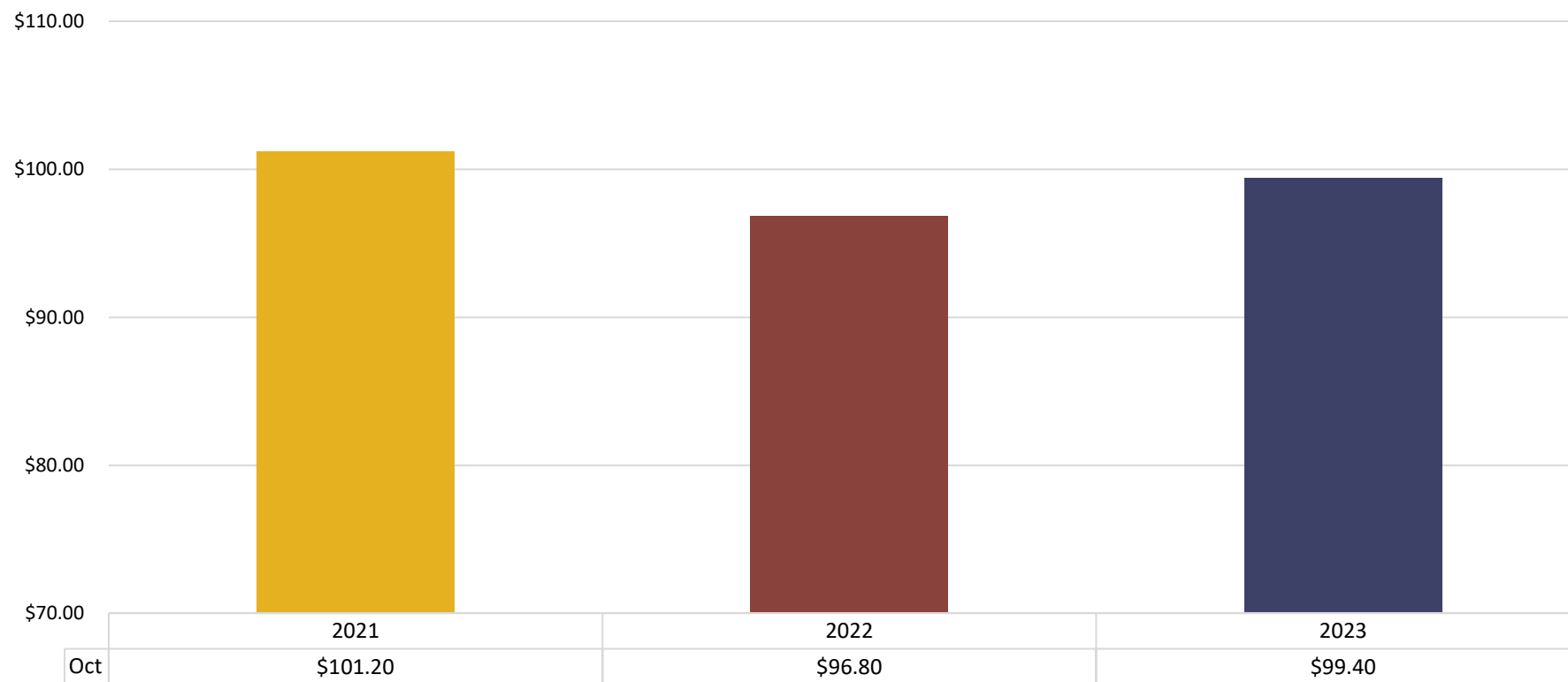
October Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, increased 0.5% over October 2022.
- Louisiana’s occupancy, excluding New Orleans, is down 4% since October 2019.

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

### October ADR (\$) without NOLA: Yr/Yr

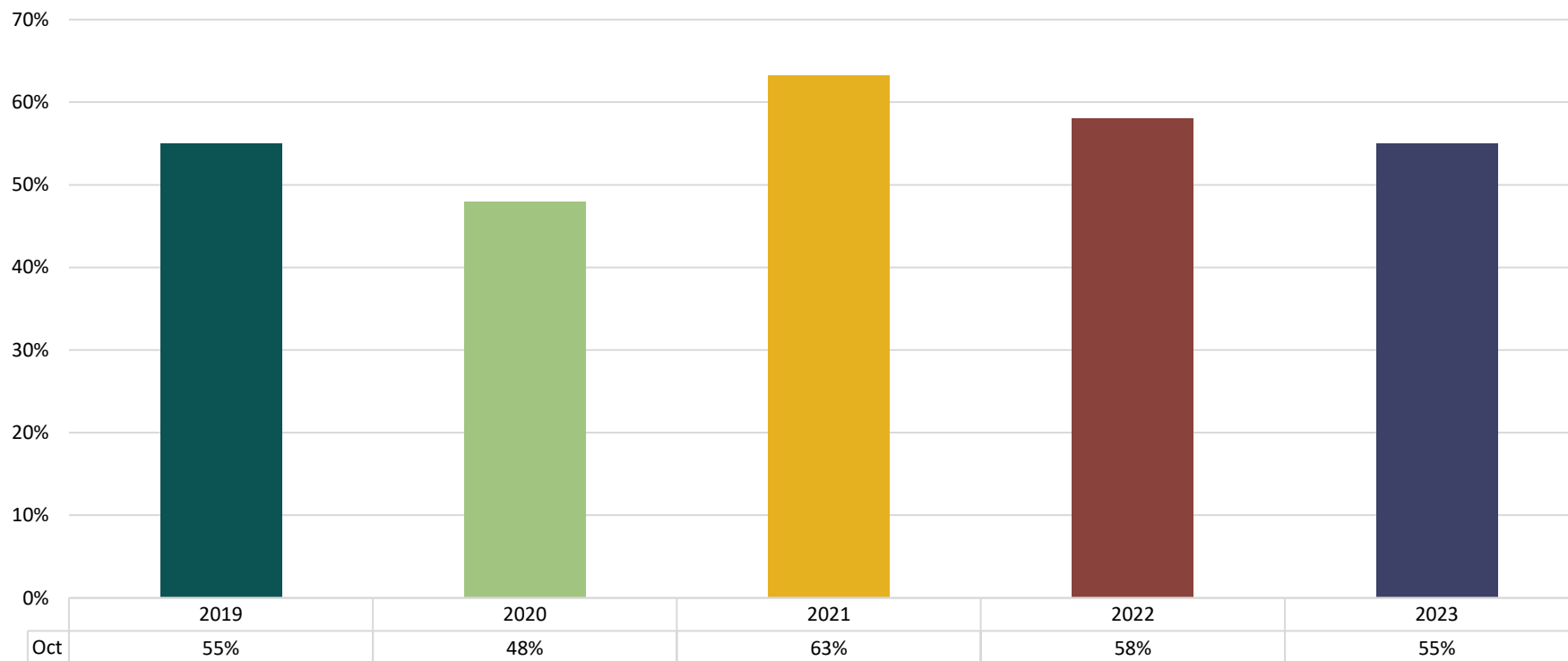


- Louisiana’s ADR, excluding New Orleans, increased 2.7% over October 2022.
- Louisiana’s ADR, excluding New Orleans, has grown 22.5% since October 2019.

*(Source: STR)*

# Louisiana Short-Term Lodging

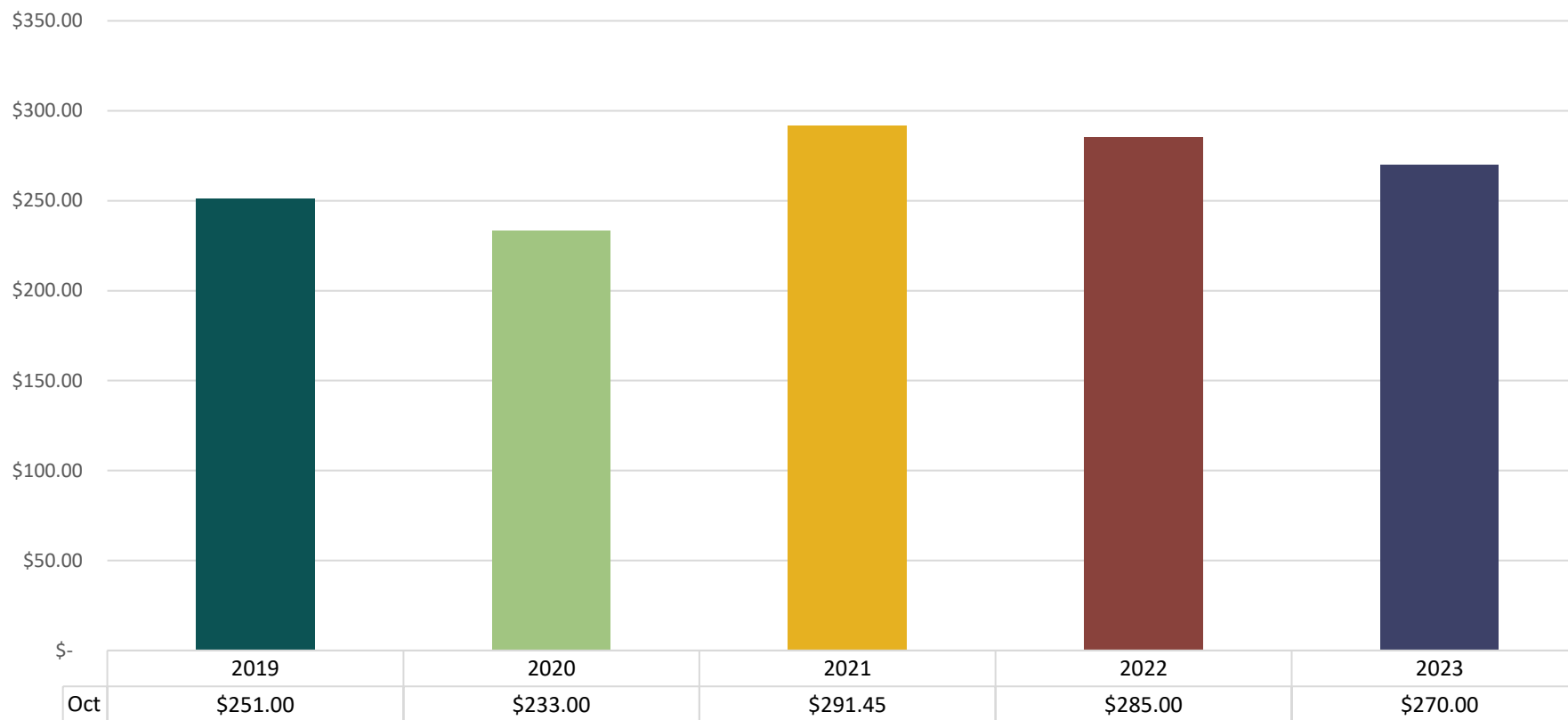
October Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana’s short-term lodging occupancy decreased 4.4% over October 2022.
- Since last month (September), short-term lodging occupancy was up 10%.
- Short-term lodging occupancy is flat since October 2019.

(Source: AirDNA)

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

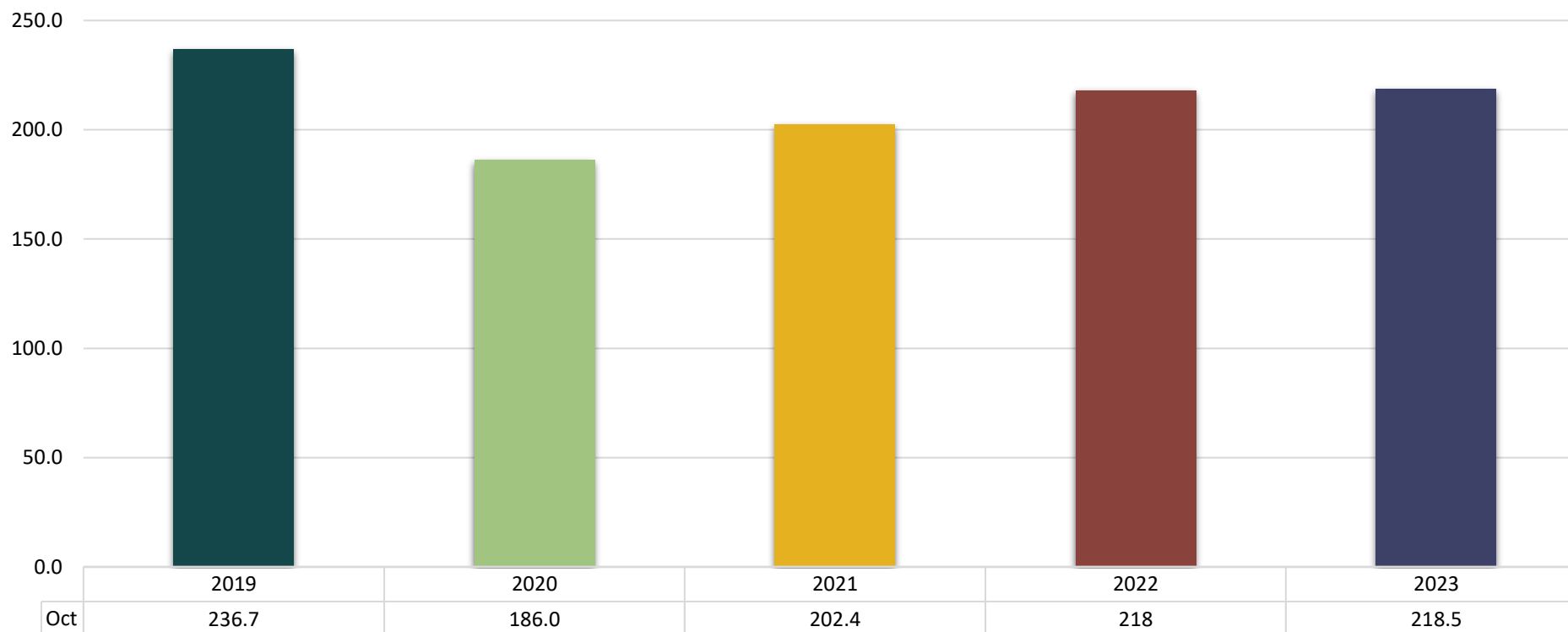


- Louisiana’s short-term lodging ADR decreased 5.4% over October 2022.
- Since last month (September), short-term lodging ADR grew 3.8%.
- Short-term lodging ADR has grown 8% since October 2019.

(Source: AirDNA)

# Louisiana Leisure & Hospitality Jobs

October Tourism Jobs (in thousands): Yr/ Yr



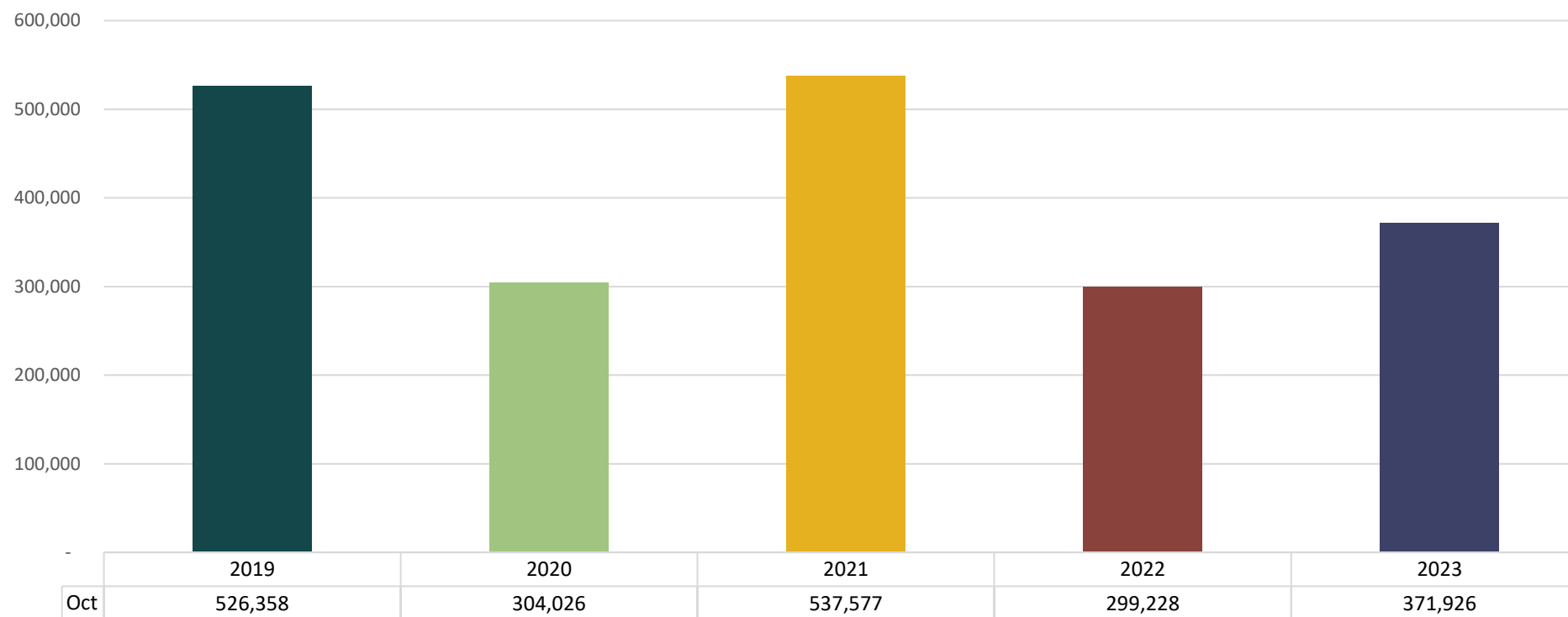
- Louisiana’s leisure & hospitality employment increased 0.2% with a gain of 500 jobs over October 2022.
- Accommodation and Food Services had a gain of 700 jobs year over year.

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



# ExploreLouisiana.com

October Website Visits: Yr/Yr

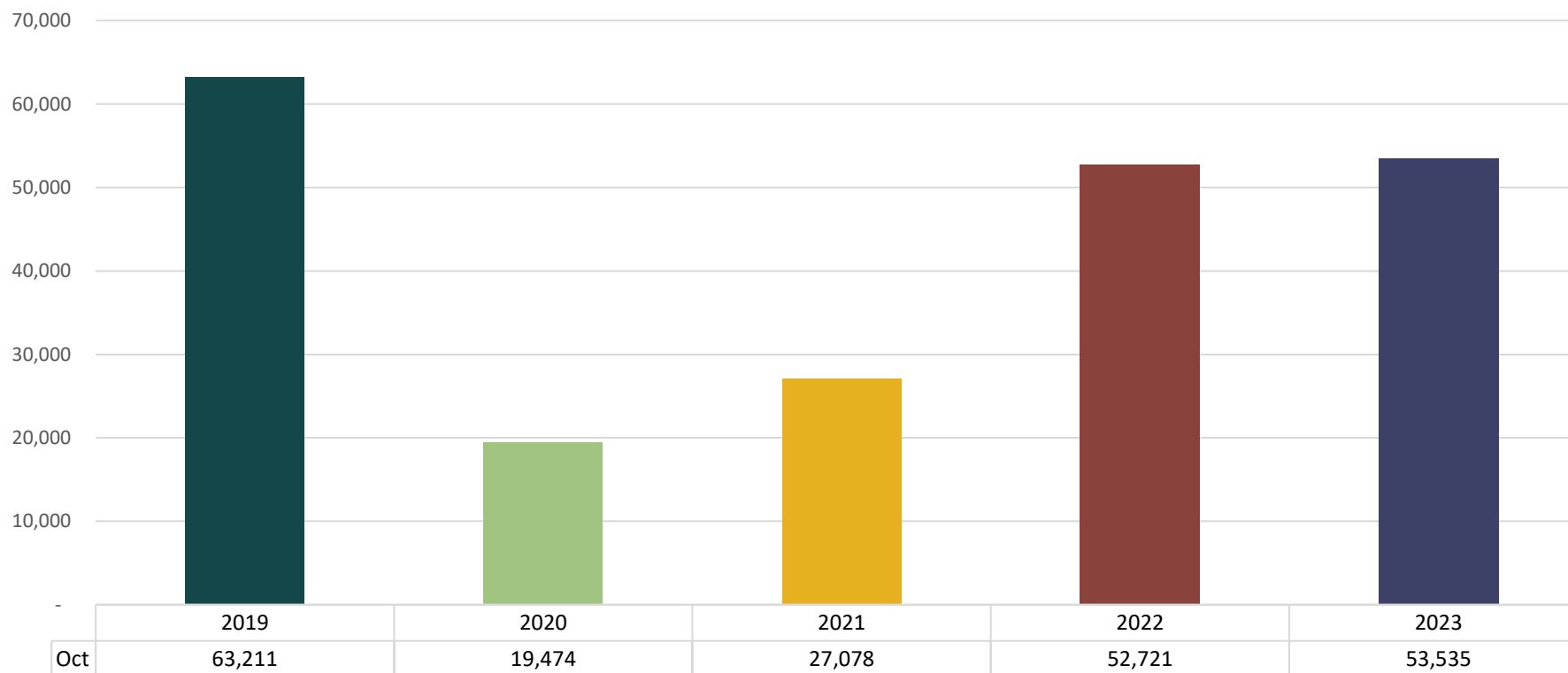


- Website sessions increased 18% over October 2022.
- Facebook total impressions are up 136% year over year.

*(Source: Google Analytics & Miles Media)*

# Louisiana Welcome Centers

October Welcome Centers Visitation: Yr/Yr

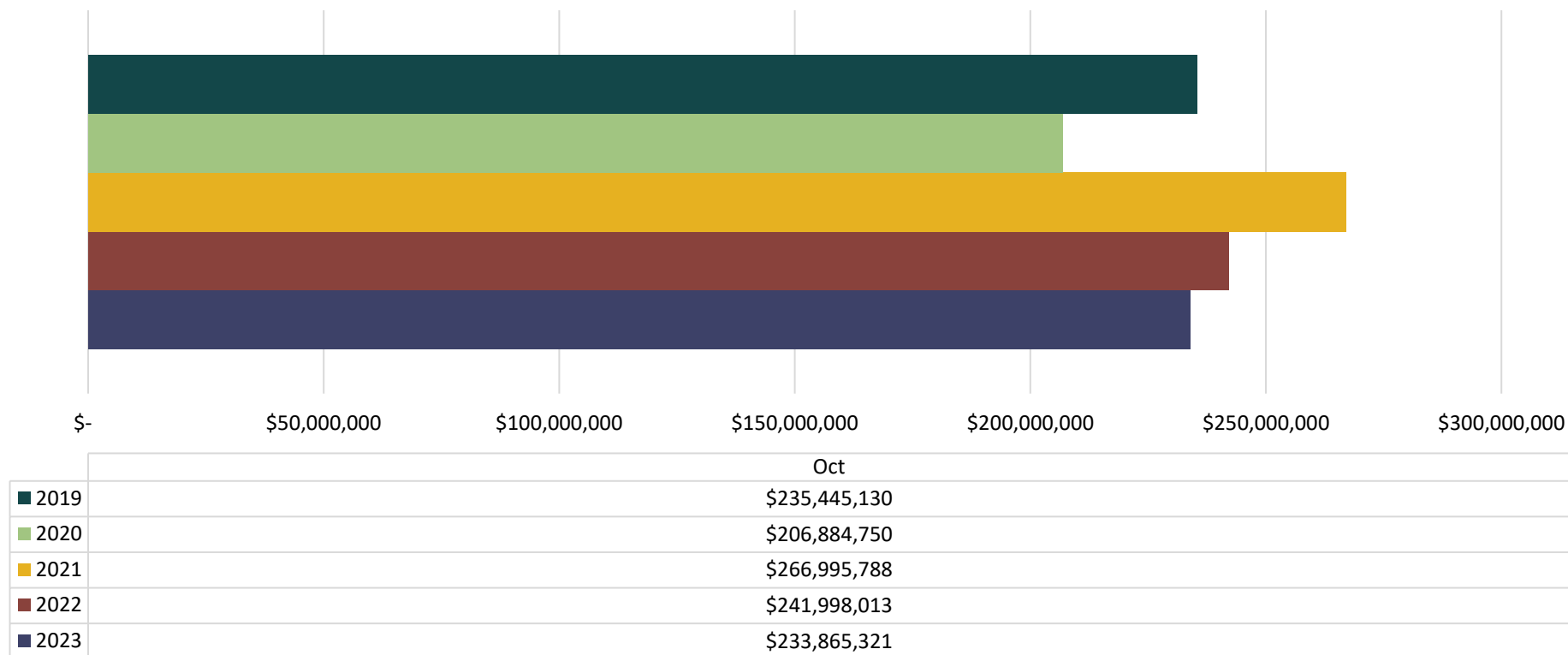


- Louisiana welcome centers had a 2% increase in visitation over October 2022.

*(Source: LA Welcome Centers)*

# Louisiana Gaming Revenue

October Gaming Revenue: Yr/Yr



- Louisiana’s gaming revenue decreased slightly by 3% over October 2022.

(Sources: LSP – Gaming Enforcement Division)

# Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.08 billion in September 2023, resulting in a 3.4% increase over last September. *(Tourism Economics)*
- About two-thirds (65%) of American travelers have taken at least one overnight in the past month alone and 70% took at least one leisure day trip. *(Future Partners)*
- 91% of American travelers have travel plans within the next 6 months. *(Longwoods International)*
- U.S. air travel demand was up 10% in September compared to last year. *(TSA)*
- Nearly 55.4 million people are expected to travel at least 50 miles for the holiday, an increase of 2.3% over 2022. *(AAA)*
- Of the 55.4 million travelers, 49.1 million travelers will drive. *(AAA)*

