

State of the Tourism Industry Monthly Report

November 2023

Created December 22, 2023



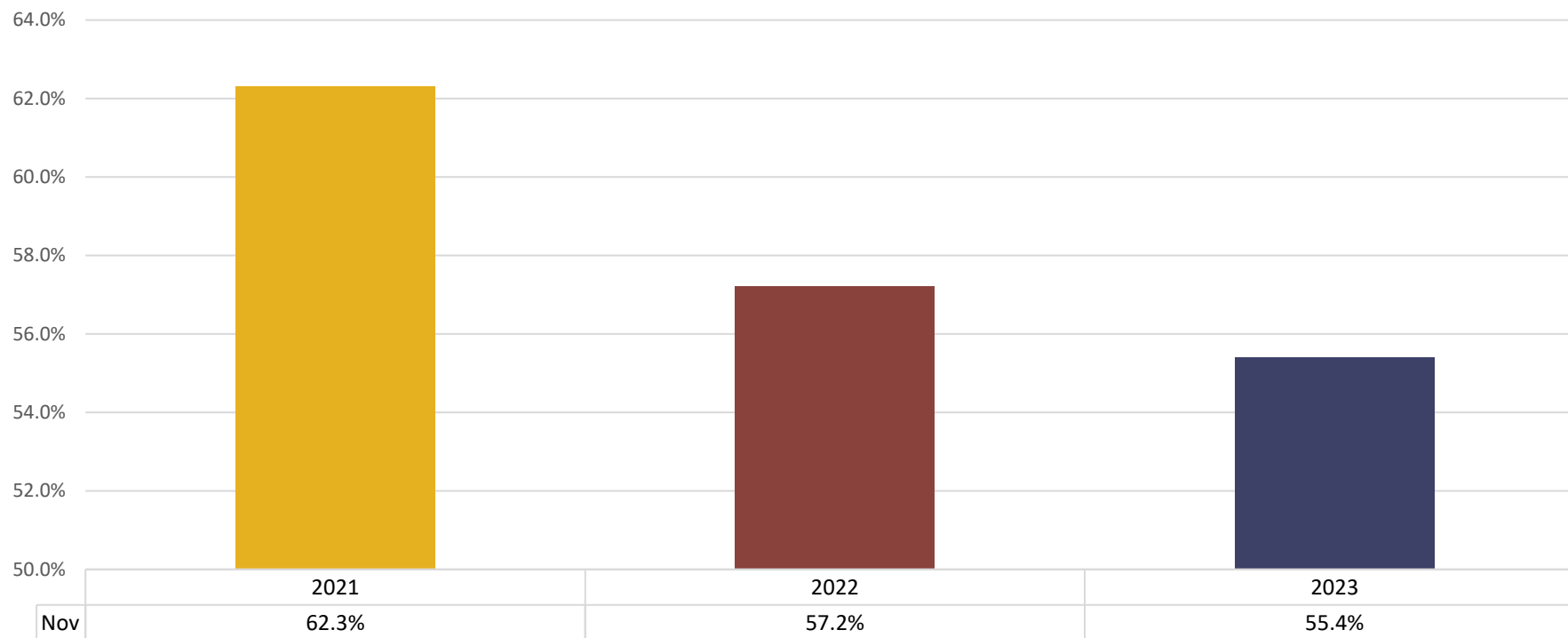
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Louisiana Lodging

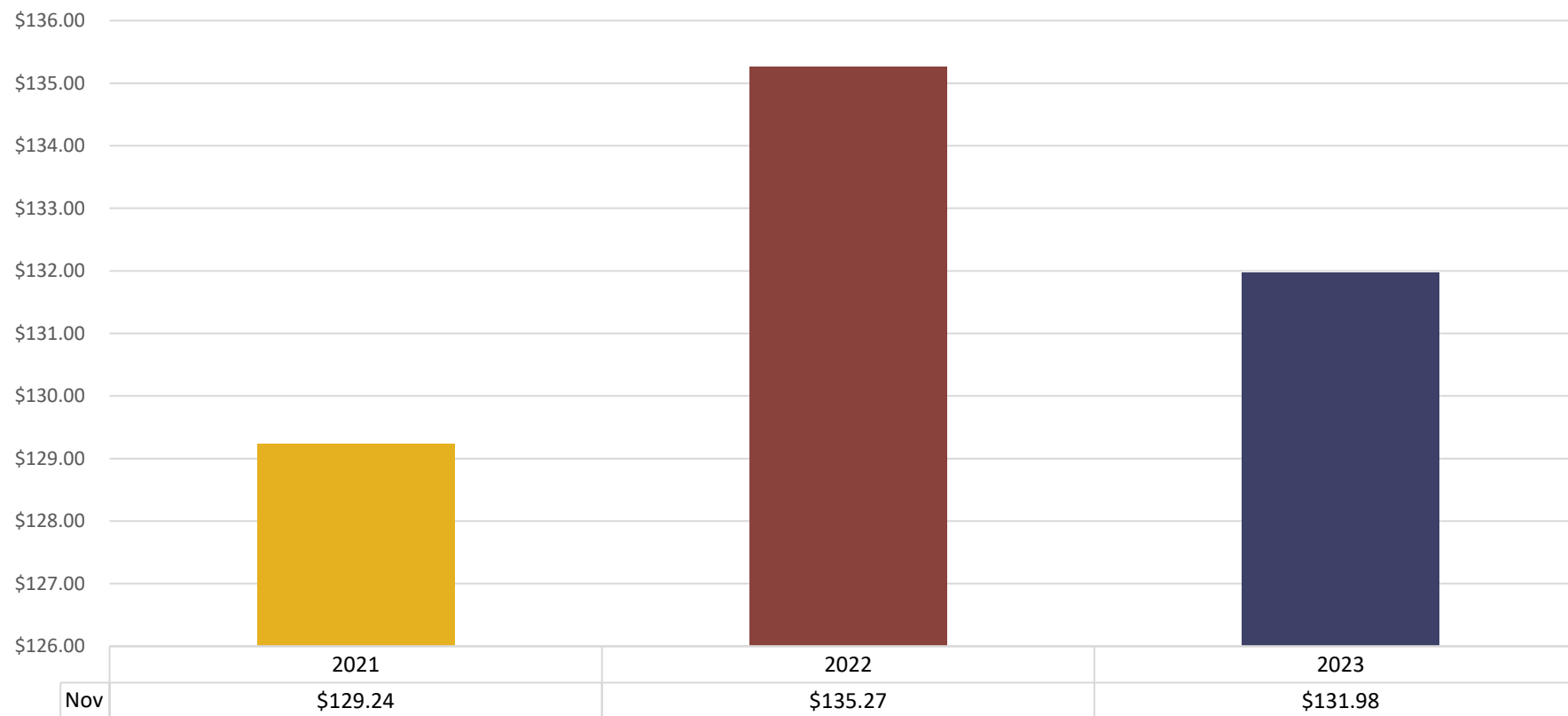
November Occupancy (%): Yr/Yr



- Louisiana’s occupancy decreased 3.1% over November 2022.
- Since last month (October), occupancy was down 7.7%.

(Source: STR)

November ADR (\$): Yr/Yr

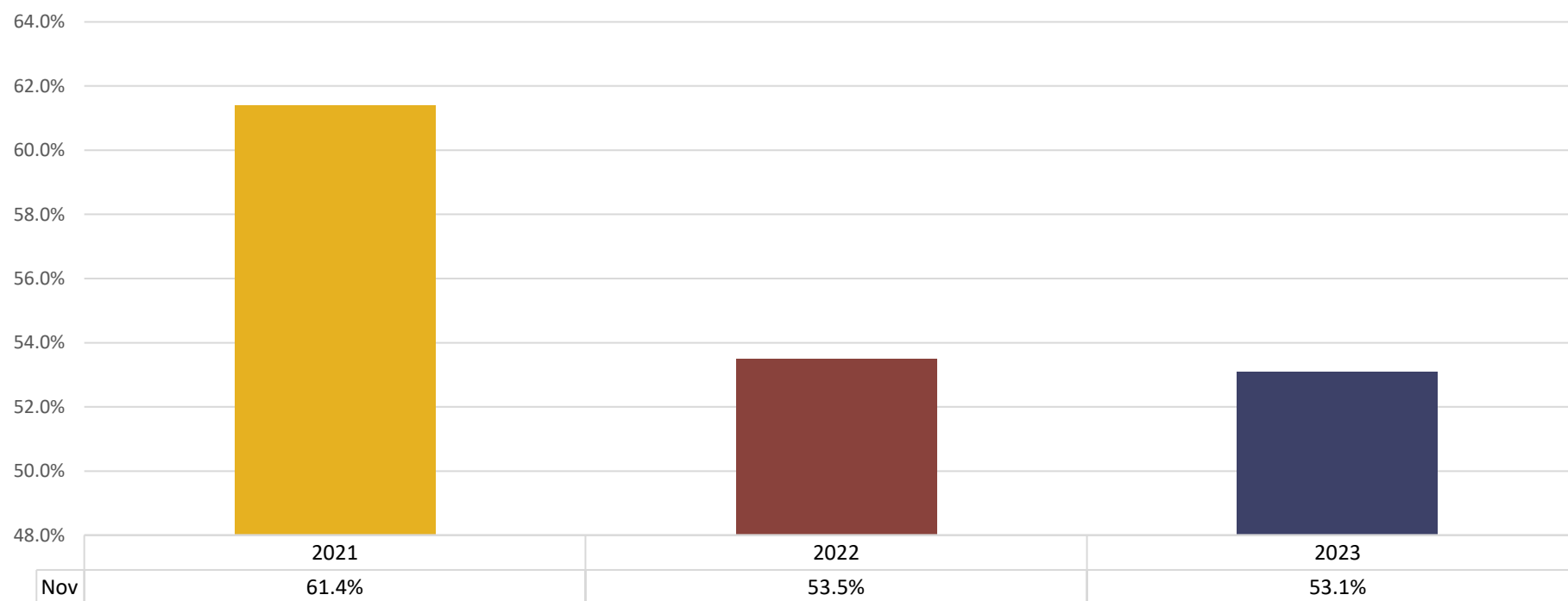


- Louisiana’s average daily rates (ADR) decreased 2.4% over November 2022.
- Since last month (October), ADR was down 3%.
- ADR has grown 17.5% since November 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

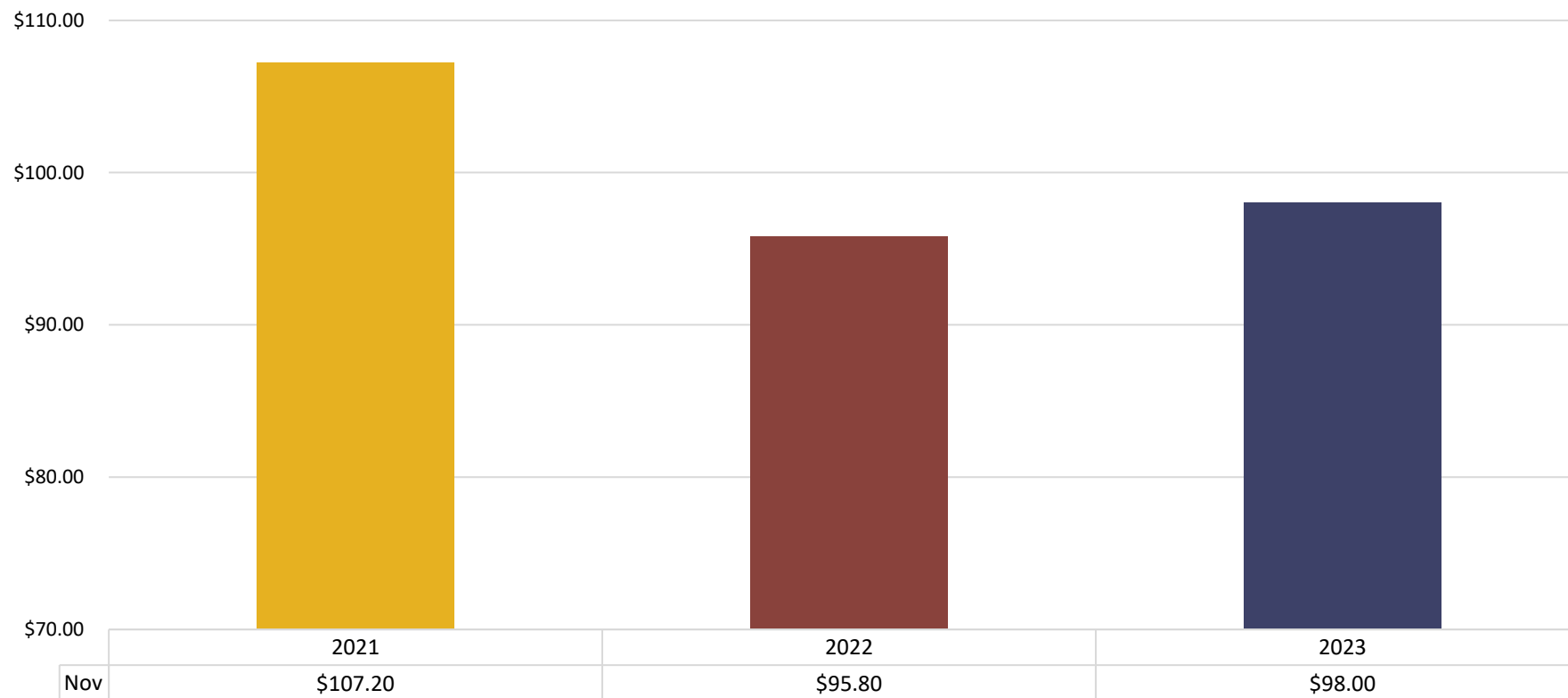
November Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 0.7% over November 2022.
- Louisiana’s occupancy, excluding New Orleans, is down 2% since November 2019.

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

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

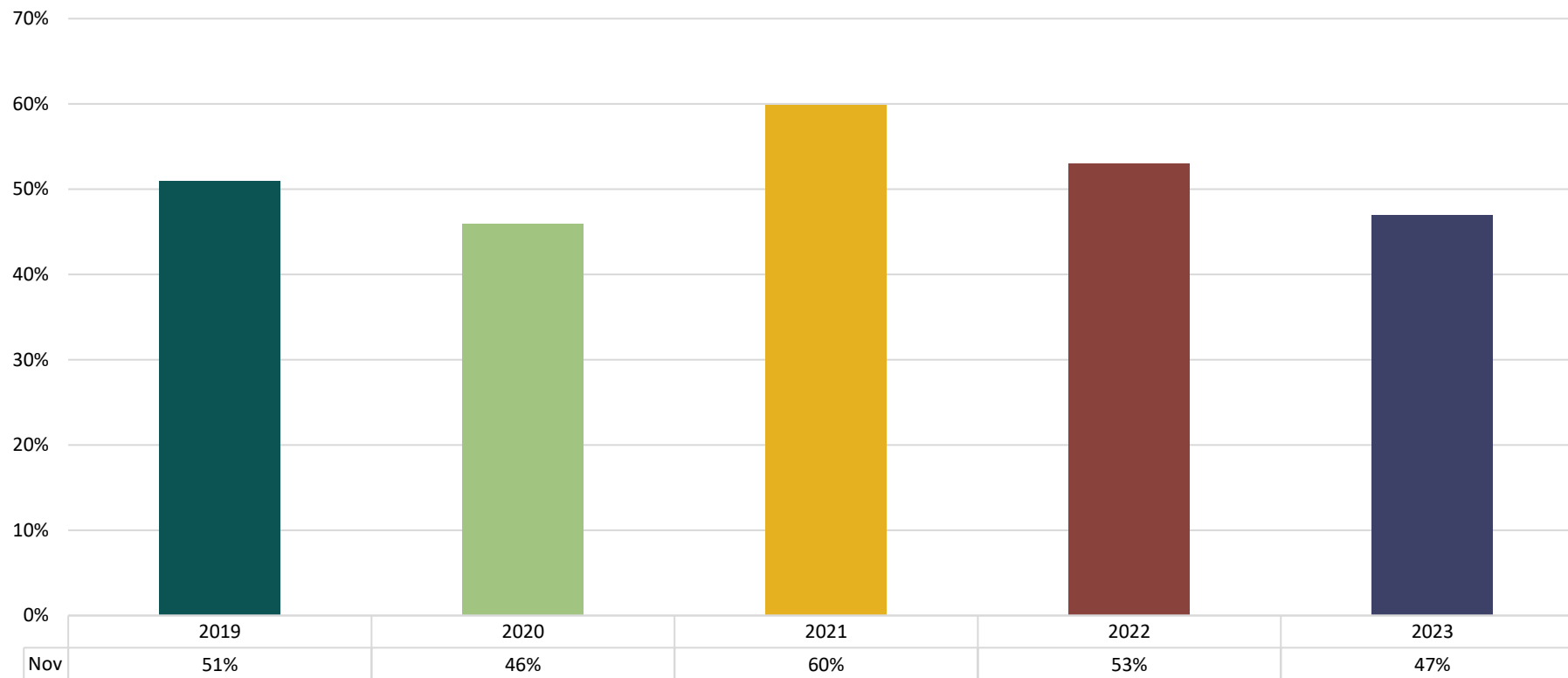


- Louisiana’s ADR, excluding New Orleans, increased 2.3% over November 2022.
- Louisiana’s ADR, excluding New Orleans, has grown 23.4% since November 2019.

(Source: STR)

Louisiana Short-Term Lodging

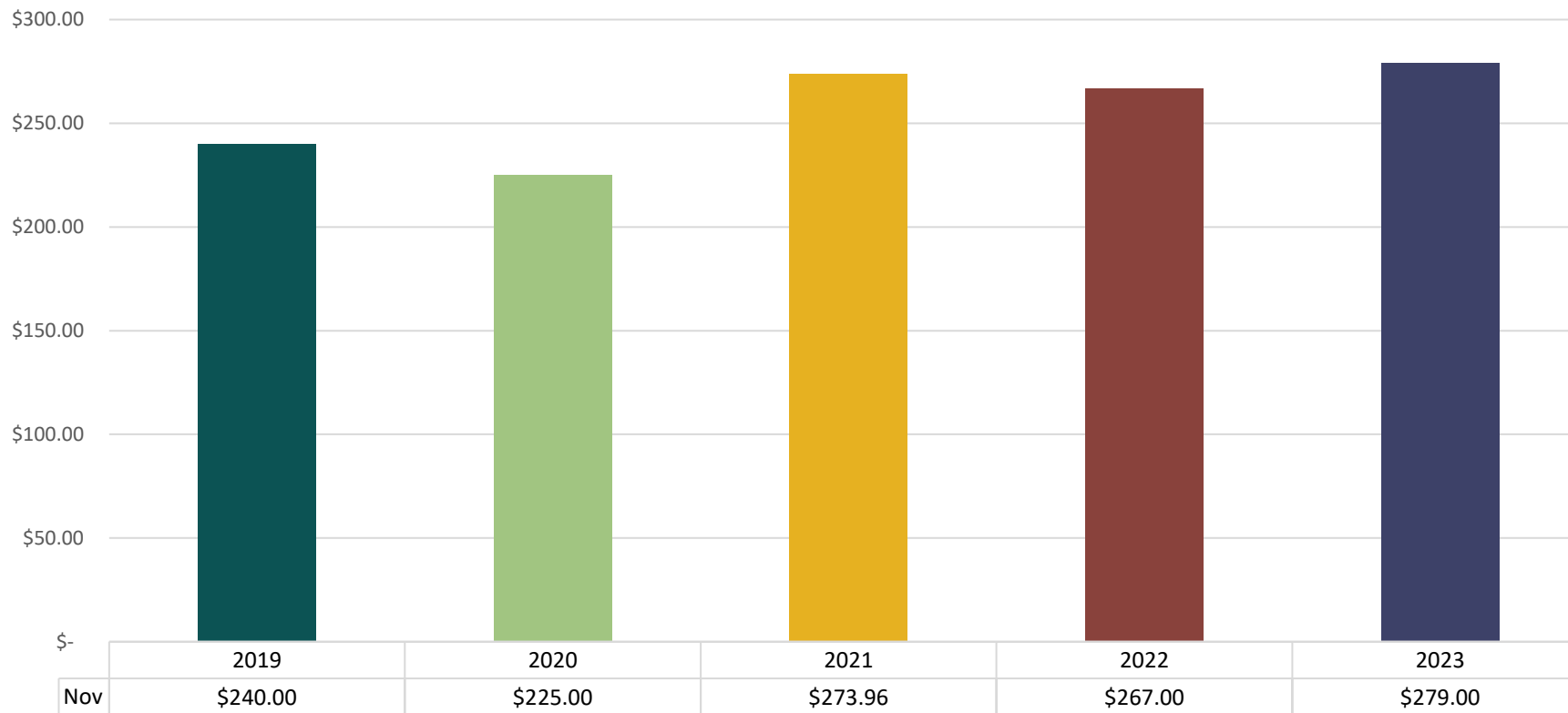
November Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy decreased 11.6% over November 2022.
- Since last month (October), short-term lodging occupancy is down 6.5%.

(Source: AirDNA)

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

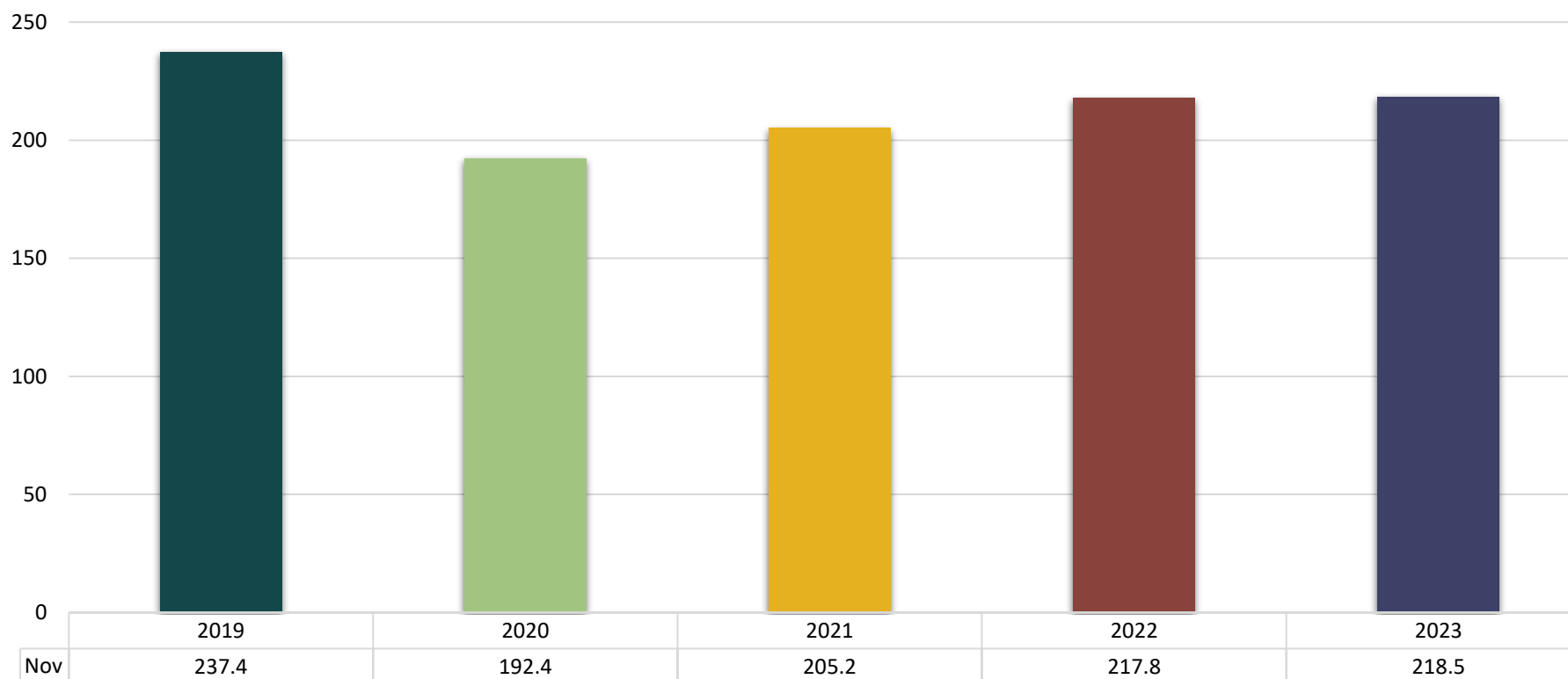


- Louisiana’s short-term lodging ADR increased 4.7% over November 2022.
- Since last month (October), short-term lodging ADR grew 4.9%.
- Short-term lodging ADR has grown 16% since November 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

November Tourism Jobs (in thousands): Yr/ Yr

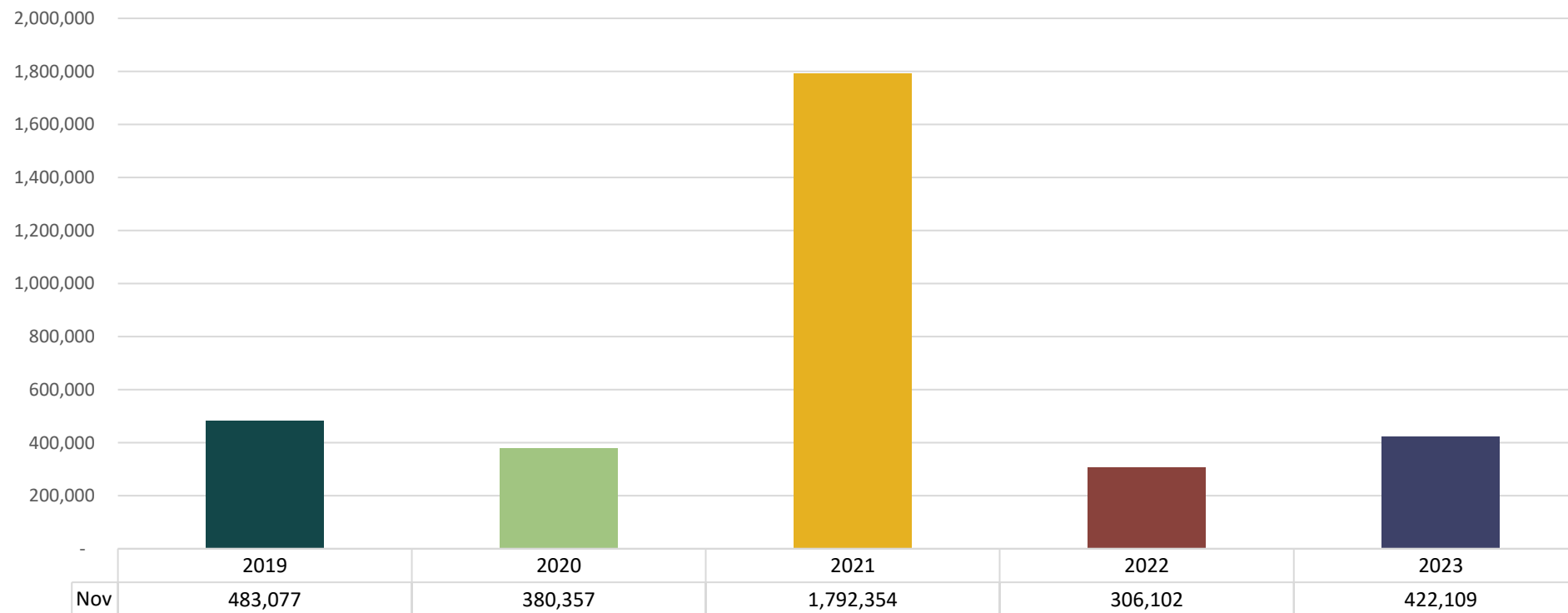


- Louisiana’s leisure & hospitality employment increased 0.3% with a gain of 700 jobs over November 2022.
- Arts, Entertainment, Recreation sector had a gain of 700 jobs year over year.

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

ExploreLouisiana.com

November Website Visits: Yr/Yr

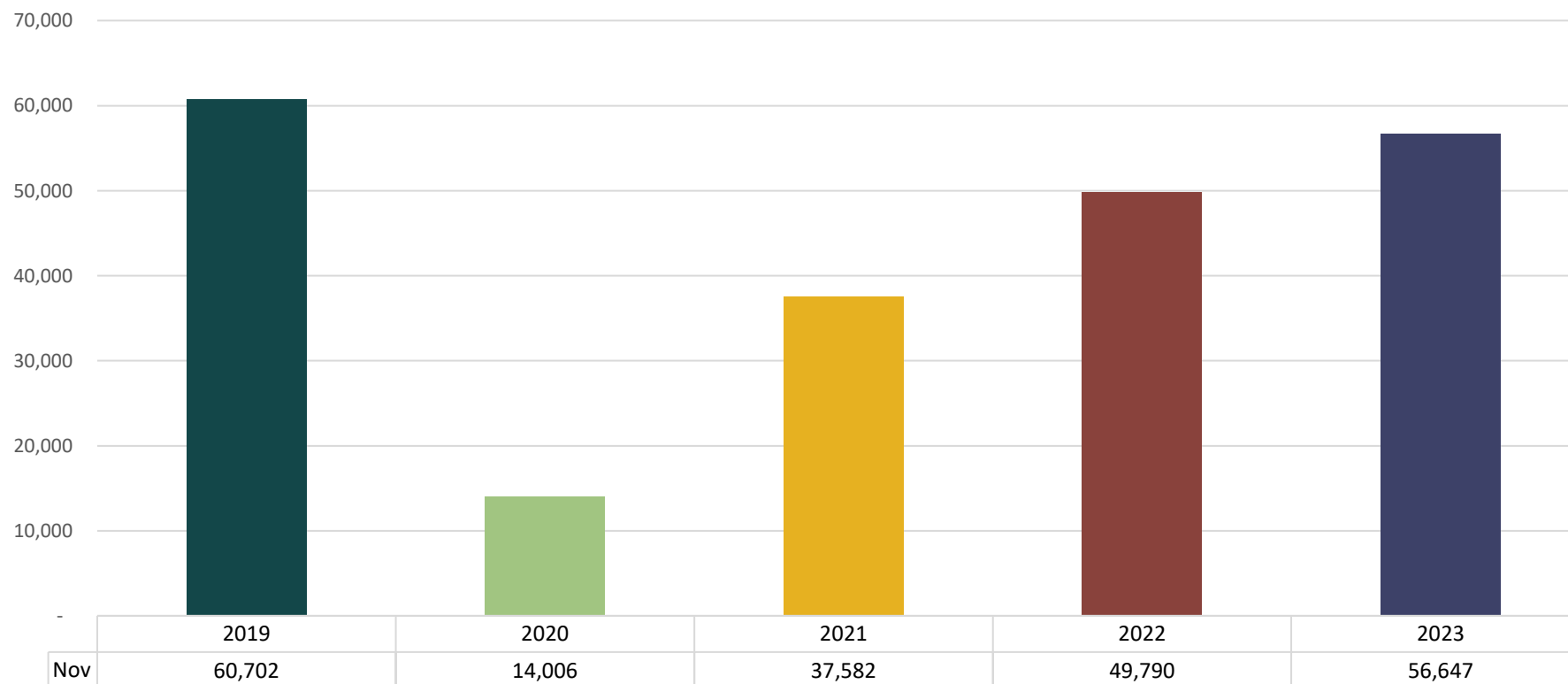


- Website sessions increased 29% over November 2022.
- Total device (mobile, desktop, tablet, smart tv) users are up 20% over last November.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

November Welcome Centers Visitation: Yr/Yr

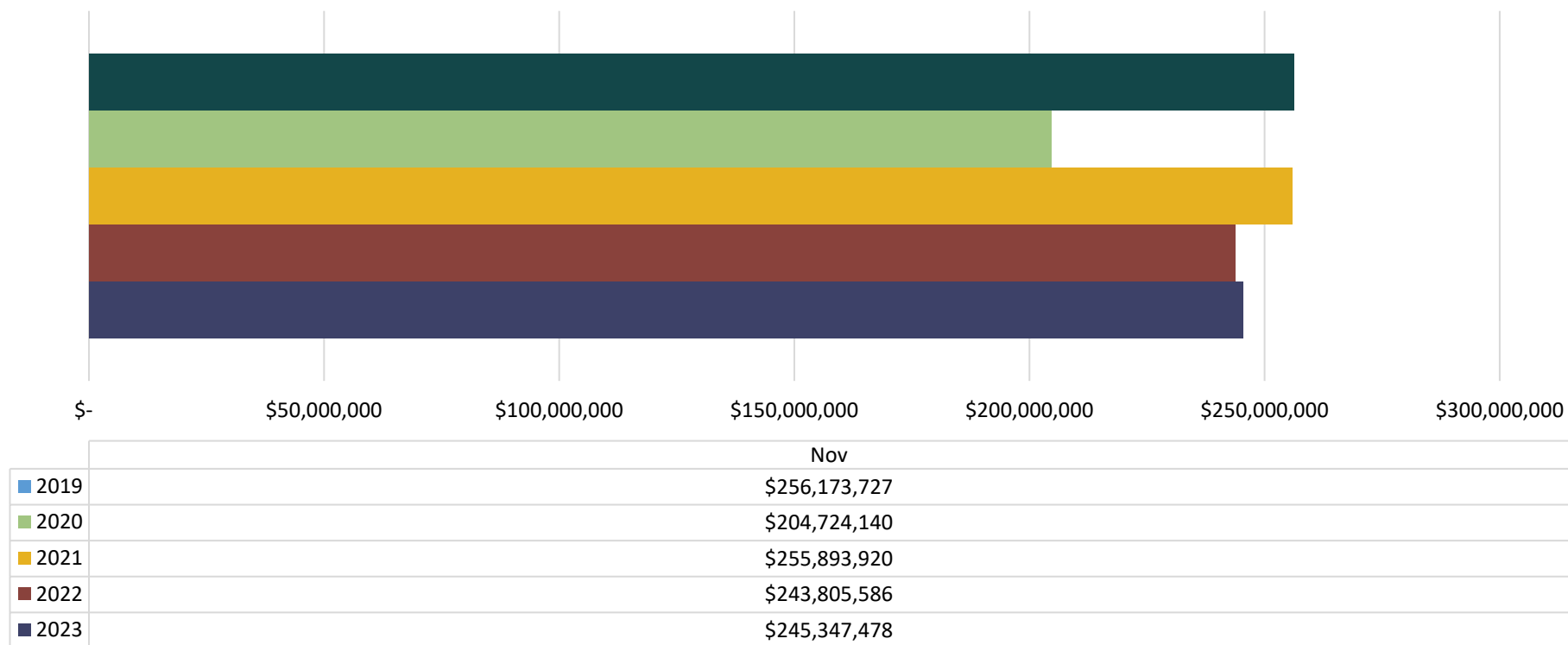


- Louisiana welcome centers had a 14% increase in visitation over November 2022.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

November Gaming Revenue: Yr/Yr



- Louisiana’s gaming revenue was up 1% over November 2022.

(Sources: LSP – Gaming Enforcement Division)

Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.16 billion in October 2023, resulting in a 5.3% increase over last October. *(Tourism Economics)*
- Nearly 60% of travelers on/using TikTok report daily usage. Travelers everywhere continue to turn to short-form video content for trip inspiration and planning, making effective destination storytelling across vertical video platforms more essential than ever. *(Miles Partnership)*
- 75% of travelers plan to take holiday trips this season. Of those traveling over the holidays, 63% of them will travel by car and 27% will travel by plane. *(Longwoods International)*
- Cultural pursuits like visiting museums, attending theatre shows, and going to concerts each attract about a quarter of Americans (23-24%) as winter activities. *(YouGov)*
- 17% of American travelers saying they have used AI tools to specifically plan or prepare for trips in the last 12 months (up 15.8% of travelers, who said the same last month). *(Future Partners)*

