

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

2023

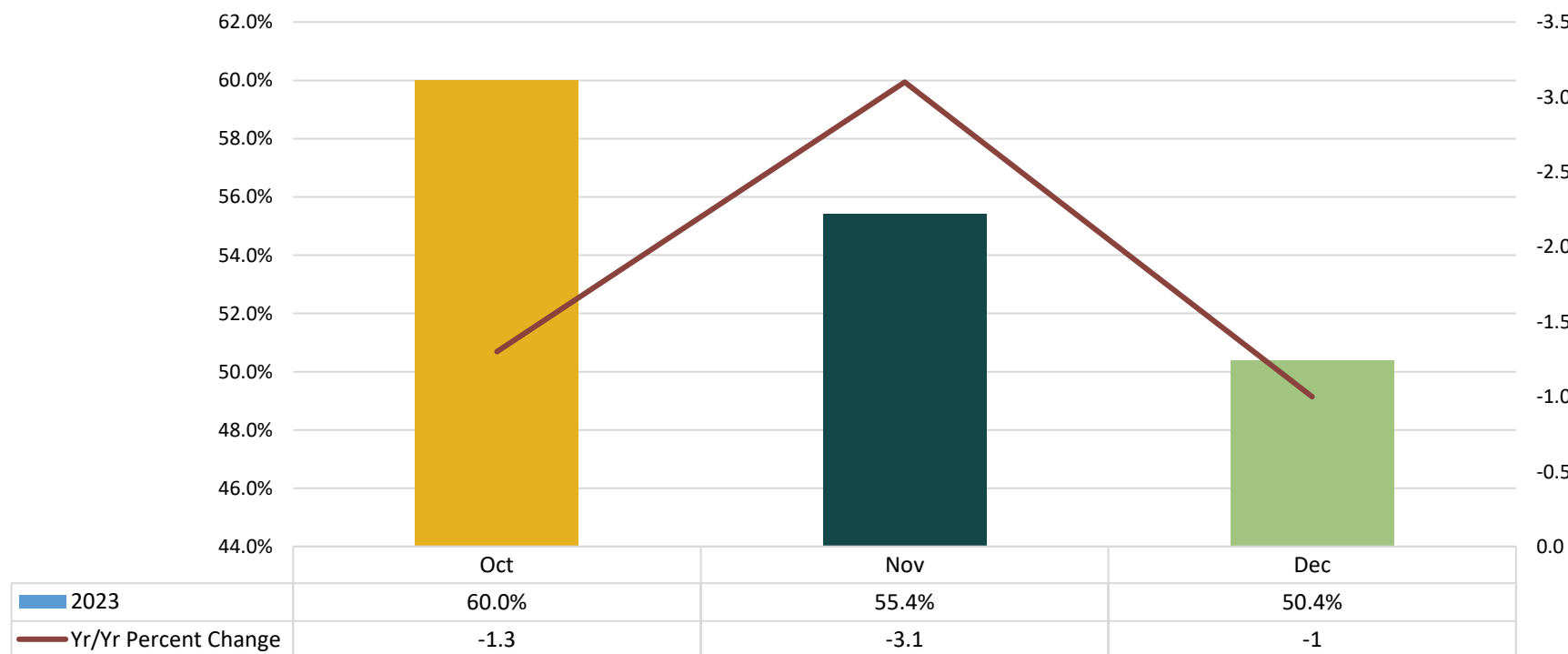


LOUISIANA
Feed Your Soul.



Lodging

Occupancy (%) Trends: Yr/Yr



- Louisiana’s occupancy decreased 1% over December 2022.
- Louisiana’s occupancy is up 0.6% since January 2023.
- Louisiana’s occupancy is slightly down 3.1% over December 2019.

(Source: STR)

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

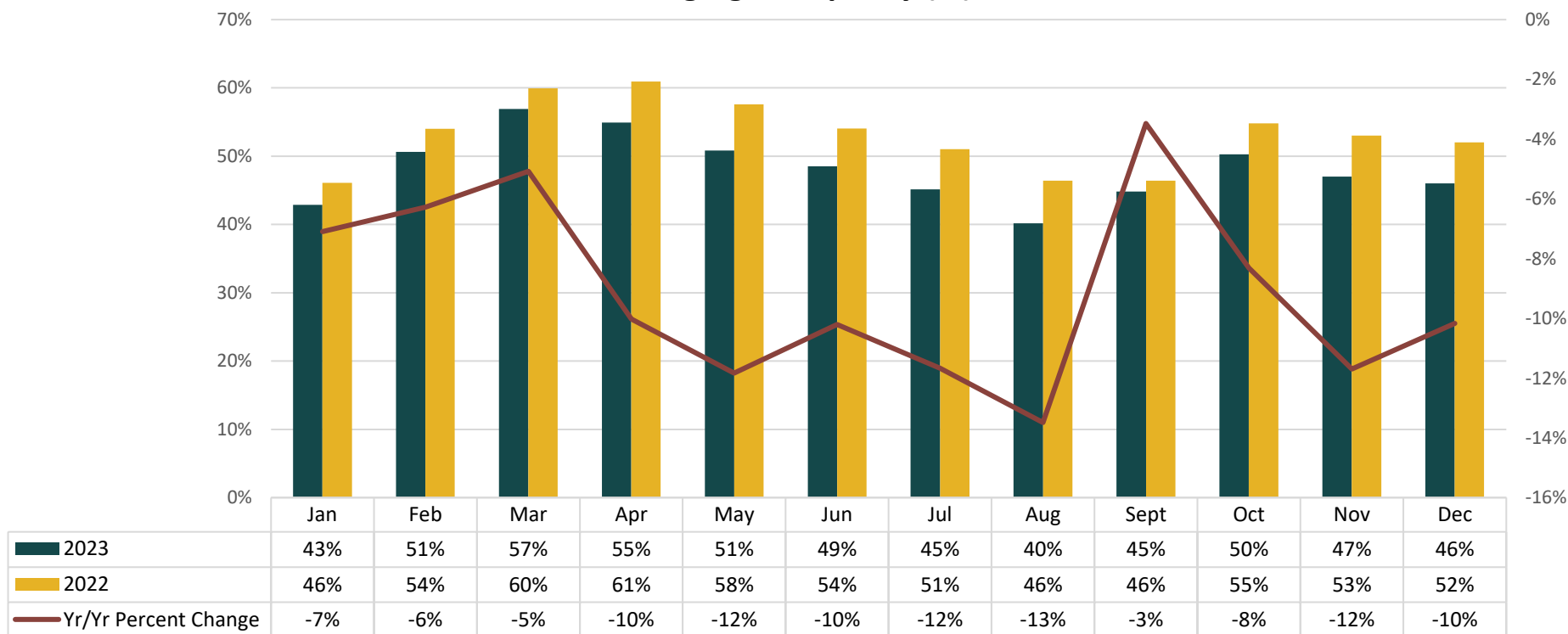


- Louisiana’s ADR declined 6.5% over December 2022.
- Louisiana’s ADR is up 5% since January 2023.
- ADR grew 23% since December 2019.

(Source: STR)

Short-Term Lodging

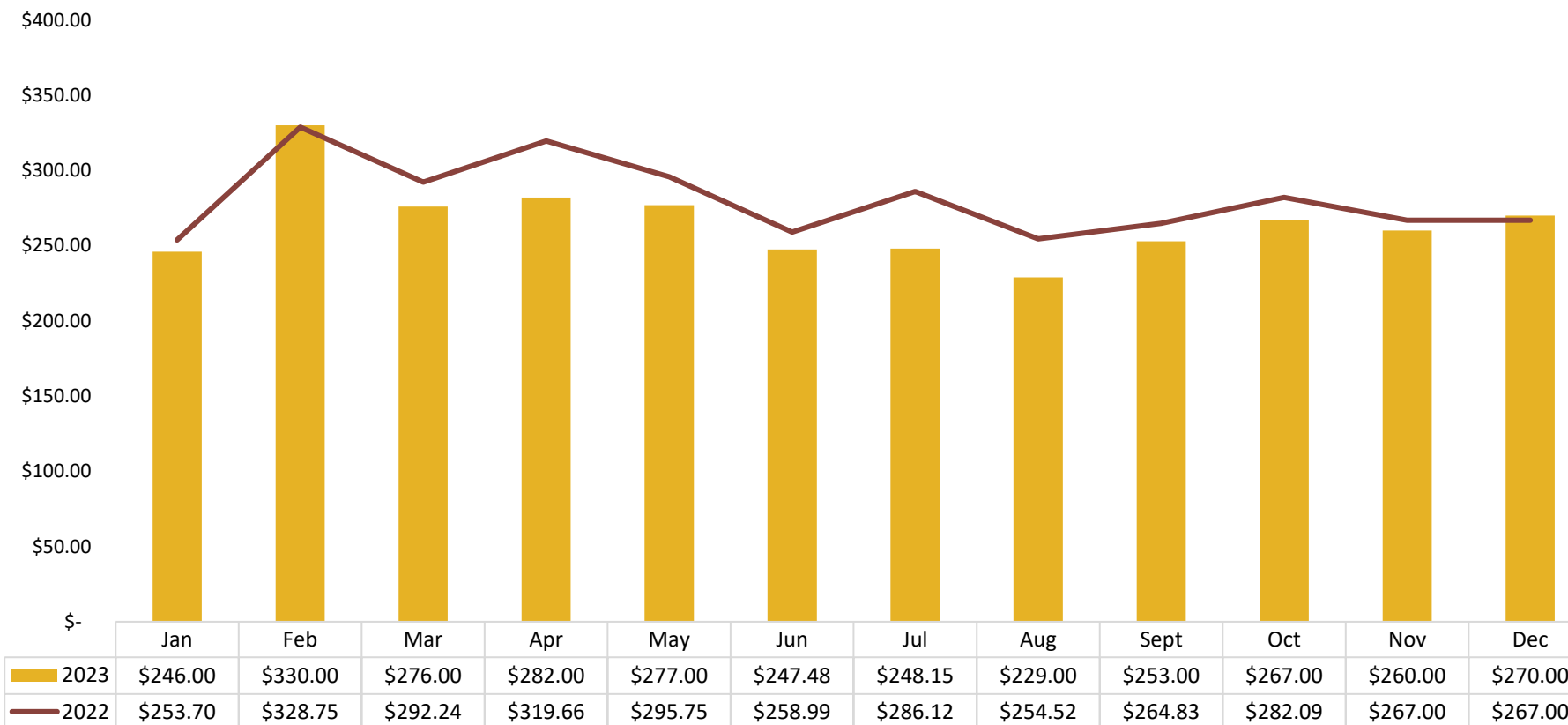
Short-Term Lodging Occupancy (%) Trends



- Louisiana’s short-term lodging occupancy decreased 10% over December 2022.
- Short-term occupancy is flat since December 2019.

(Source: AirDNA)

Short-Term Lodging ADR (\$) Trends



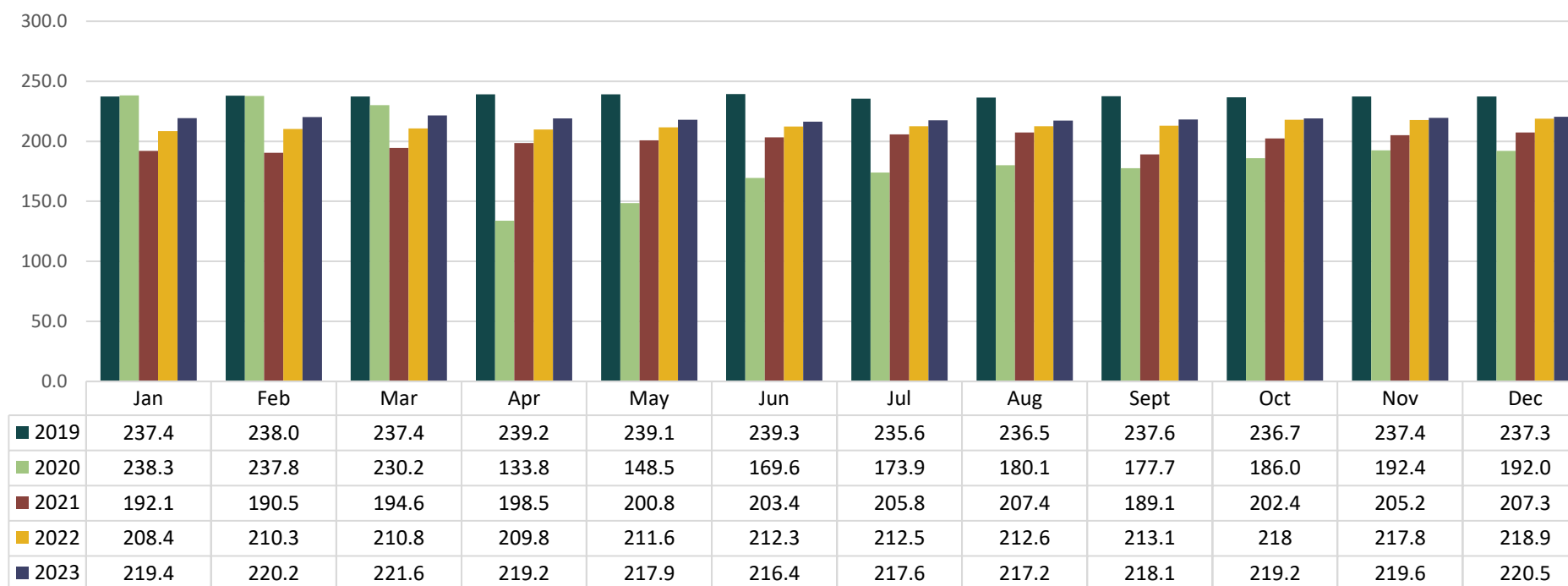
- Louisiana’s short-term lodging ADR increased 0.9% over December 2022.
- Short-term ADR grew 19% since December 2019.

(Source: AirDNA)

Louisiana Tourism Jobs

(Seasonally adjusted)

Tourism Employment: Yr/Yr

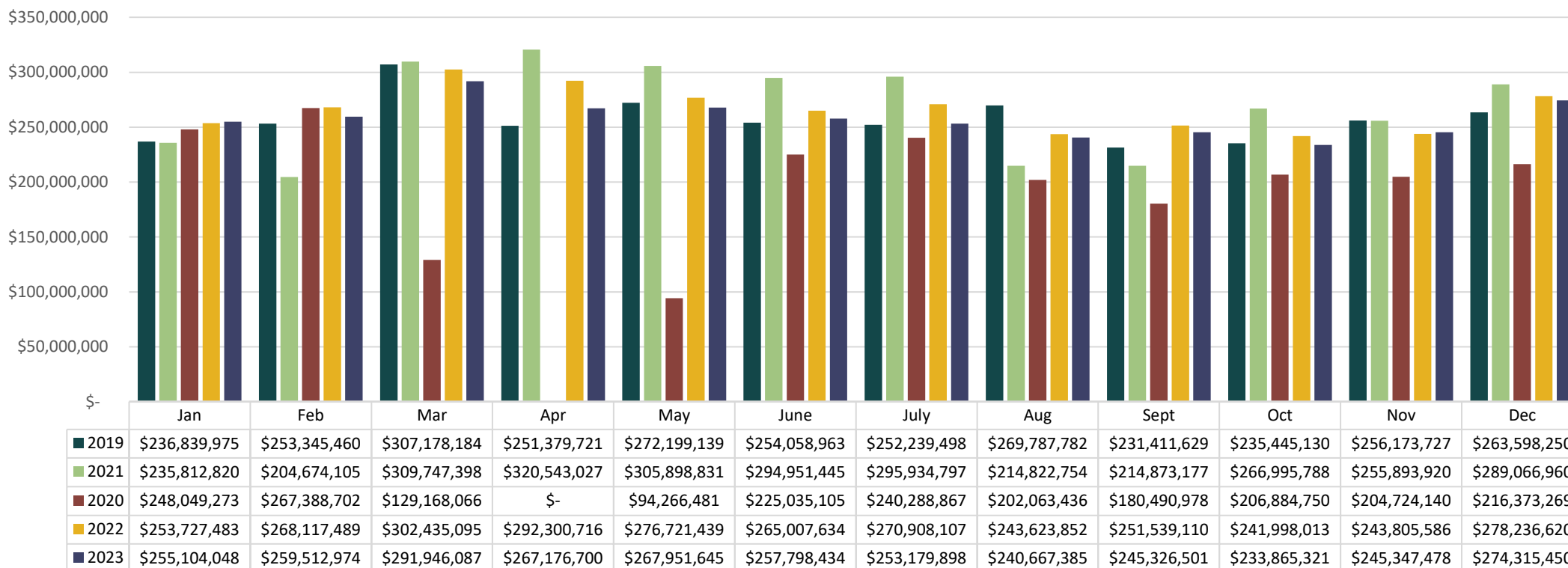


- Louisiana’s leisure & hospitality industry supported 220,500 jobs in December with a 0.5% increase since January.
- Louisiana leisure & hospitality employment ended 2023 with a 0.7% increase over 2022 but jobs are still down 7% over 2019.

(December data is preliminary; Source: BLS)

Louisiana Gaming Revenue

Gaming Revenue: Yr/Yr

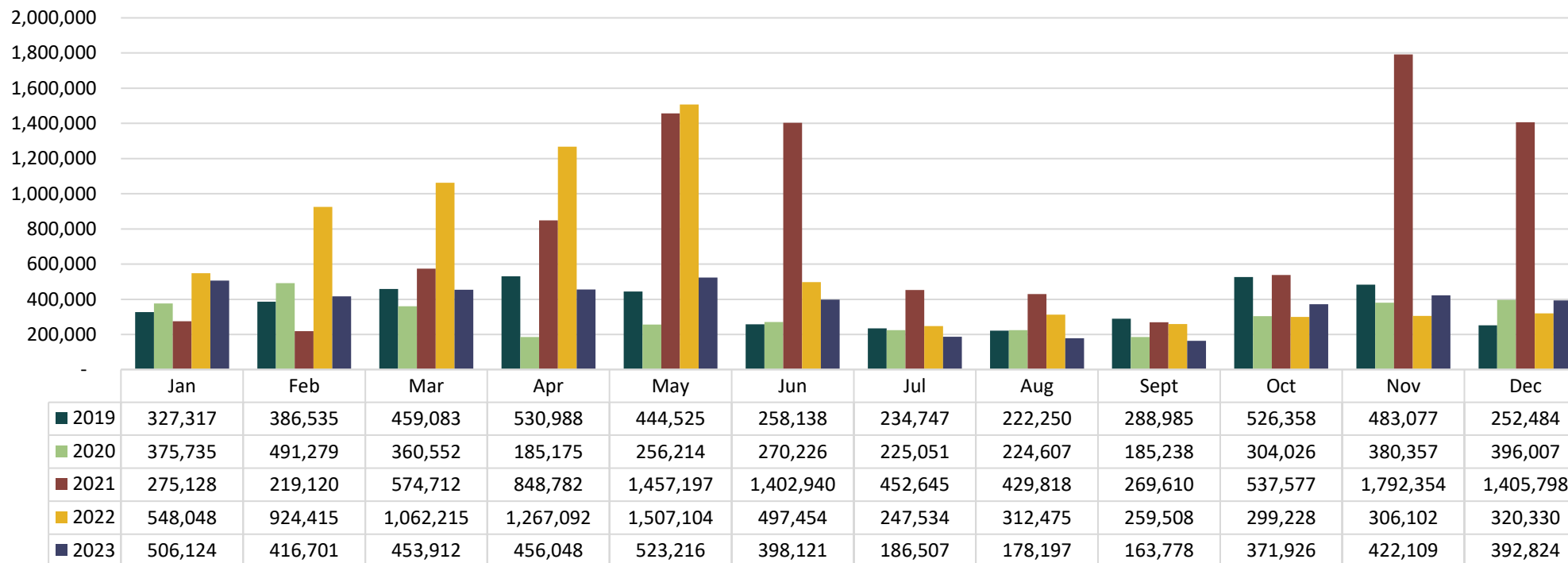


- Louisiana’s gaming revenue decreased 1% over last December.
- Total gaming revenue increased 7.5% since January 2023.

(Source: Louisiana State Police)

ExploreLouisiana.com

ExploreLouisiana.com Visits: Yr/Yr



- Website visits increased 16% over December 2022.
(# of visits (sessions) include desktop, tablet, and mobile)
- 4.5 million sessions in 2023, resulting in an increase of 1% of website visits over 2019.

(Source: Google Analytics / Miles Media)



Louisiana 2023 Successes

- **Tournament of Roses Showmanship Award** for the Louisiana “Celebration Riverboat” featuring Louisiana festival queens and ambassadors and a performance by Louisiana artist Lainey Wilson.
- **Silver Telly Award** in the category of Social Video – Series: Travel and Tourism for Unusual Adventures in Louisiana series.
- **American Advertising Federation Silver ADDY** for the Tournament of Roses Pin Design.

