

State of the Tourism Industry Monthly Report

December 2023

Created January 24, 2024



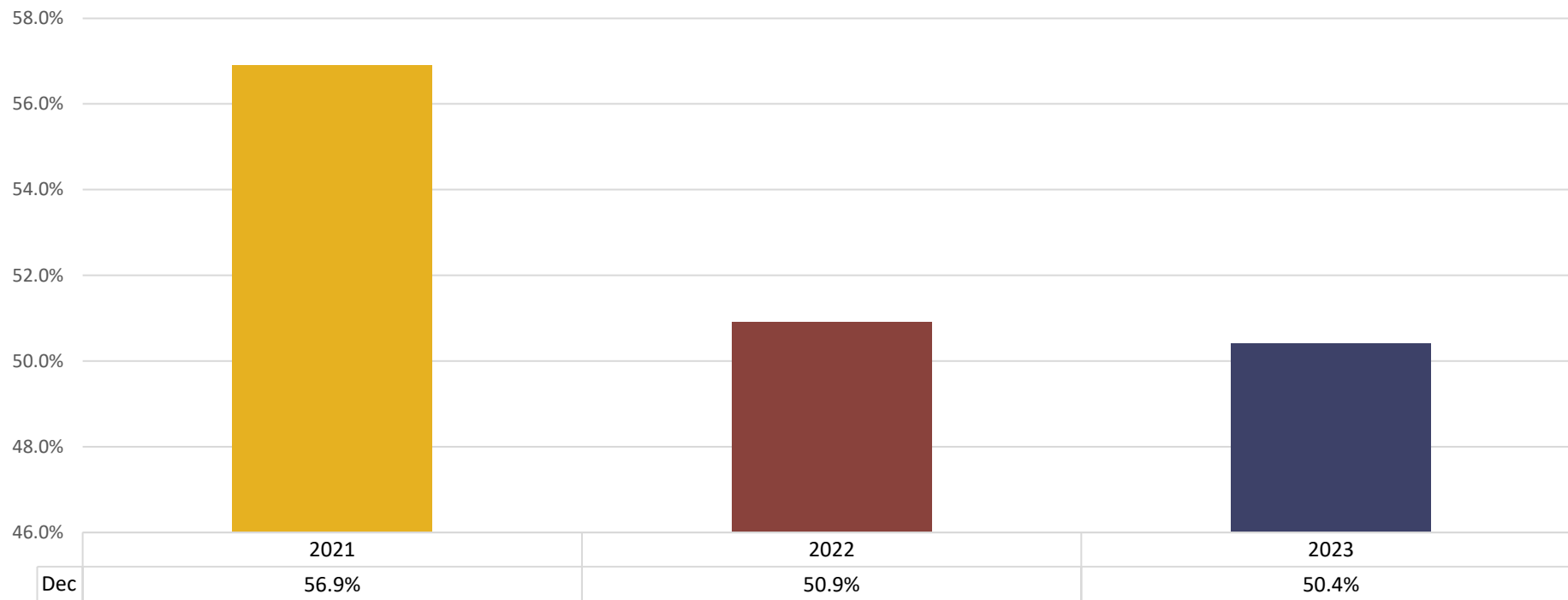
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Louisiana Lodging

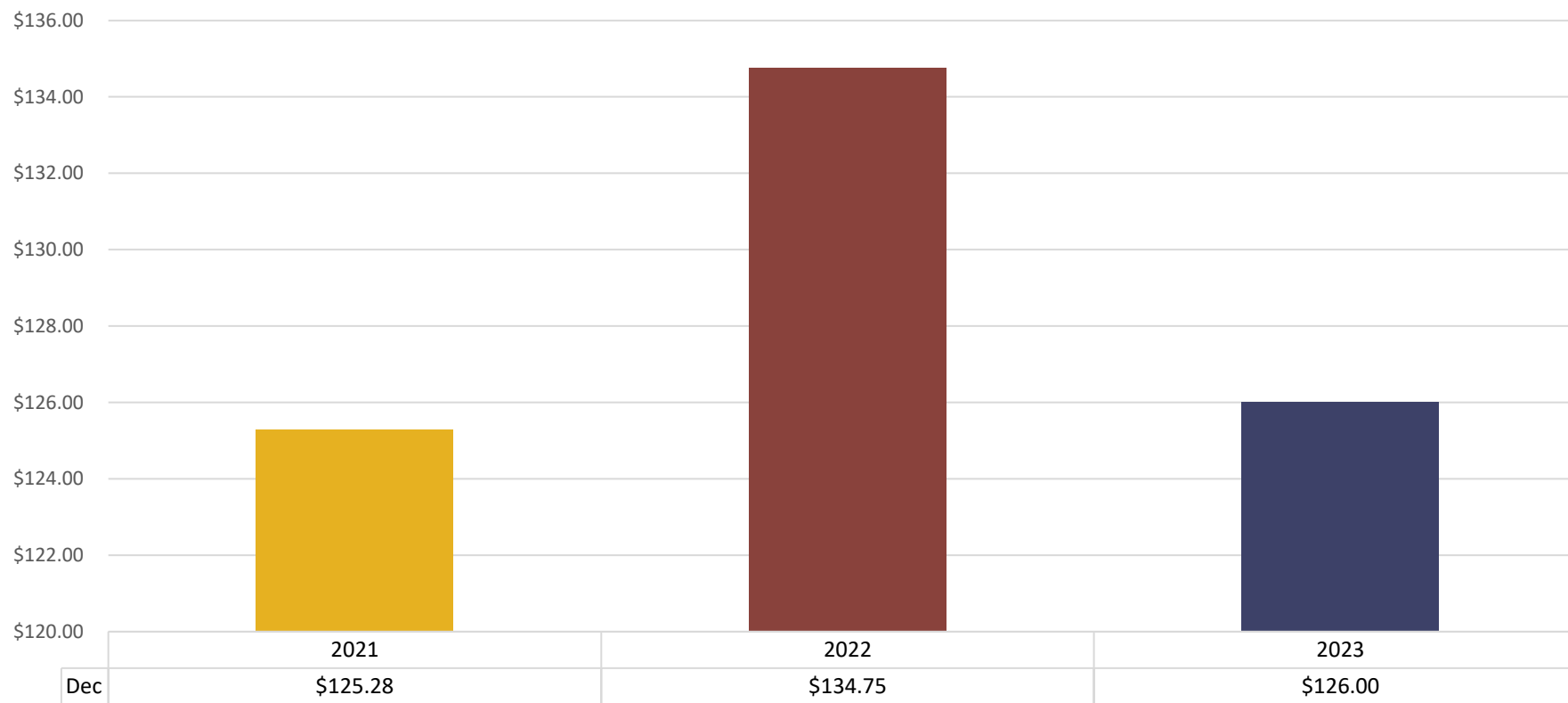
December Occupancy (%): Yr/Yr



- Louisiana's occupancy decreased 1% over December 2022.
- Since last month (November), occupancy declined 9%.
- Occupancy is down 3% since December 2019.

(Source: STR)

December ADR (\$): Yr/Yr

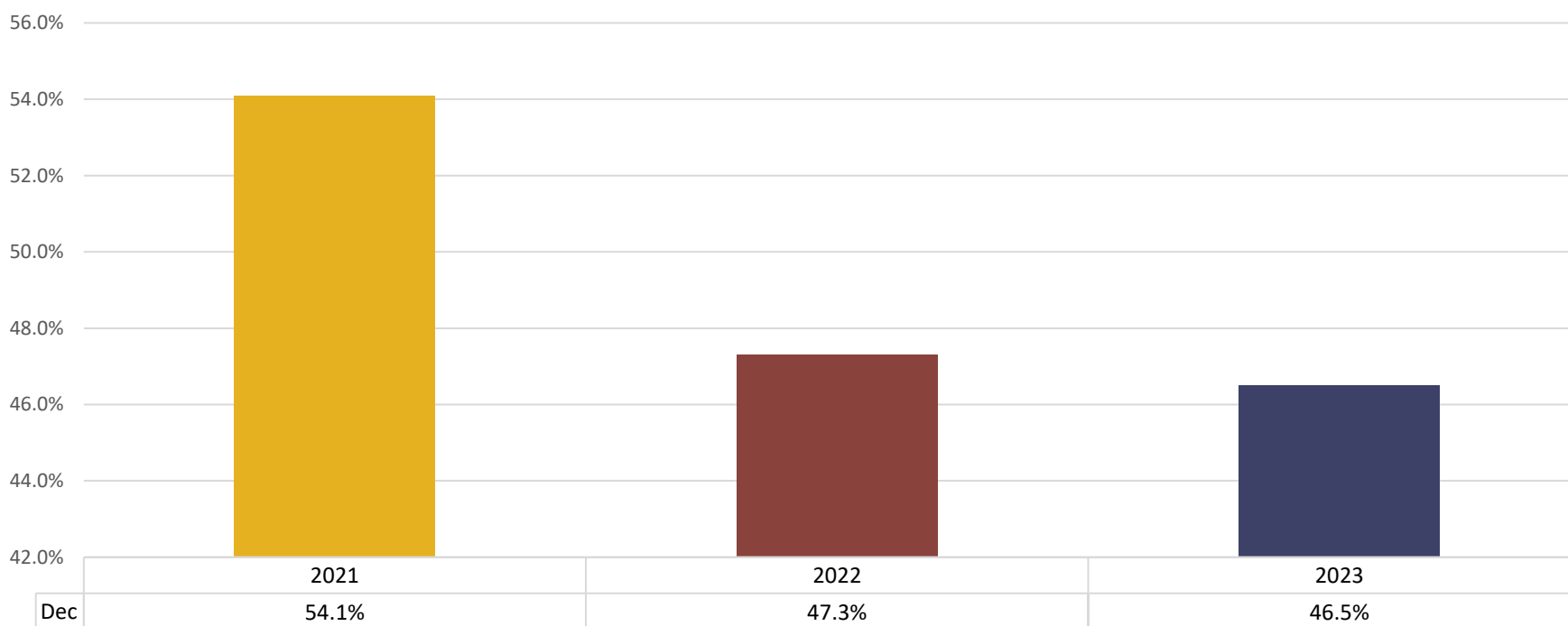


- Louisiana’s average daily rates (ADR) decreased 6.5% over December 2022.
- Since last month (November), ADR was down 5%.
- ADR has grown 23% since December 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

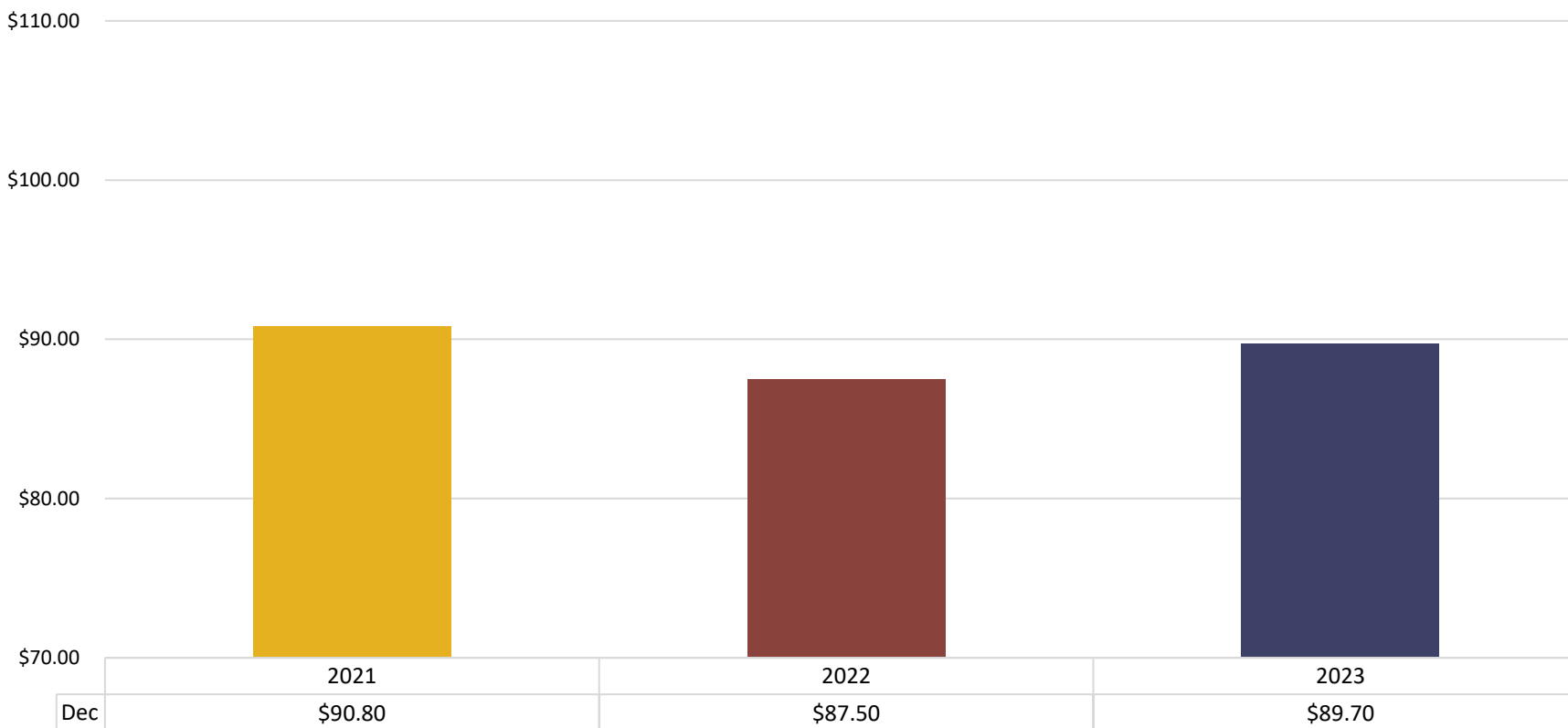
December Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, decreased 1.7% over December 2022.
- Louisiana's occupancy, excluding New Orleans, is down 2% since December 2019.

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

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

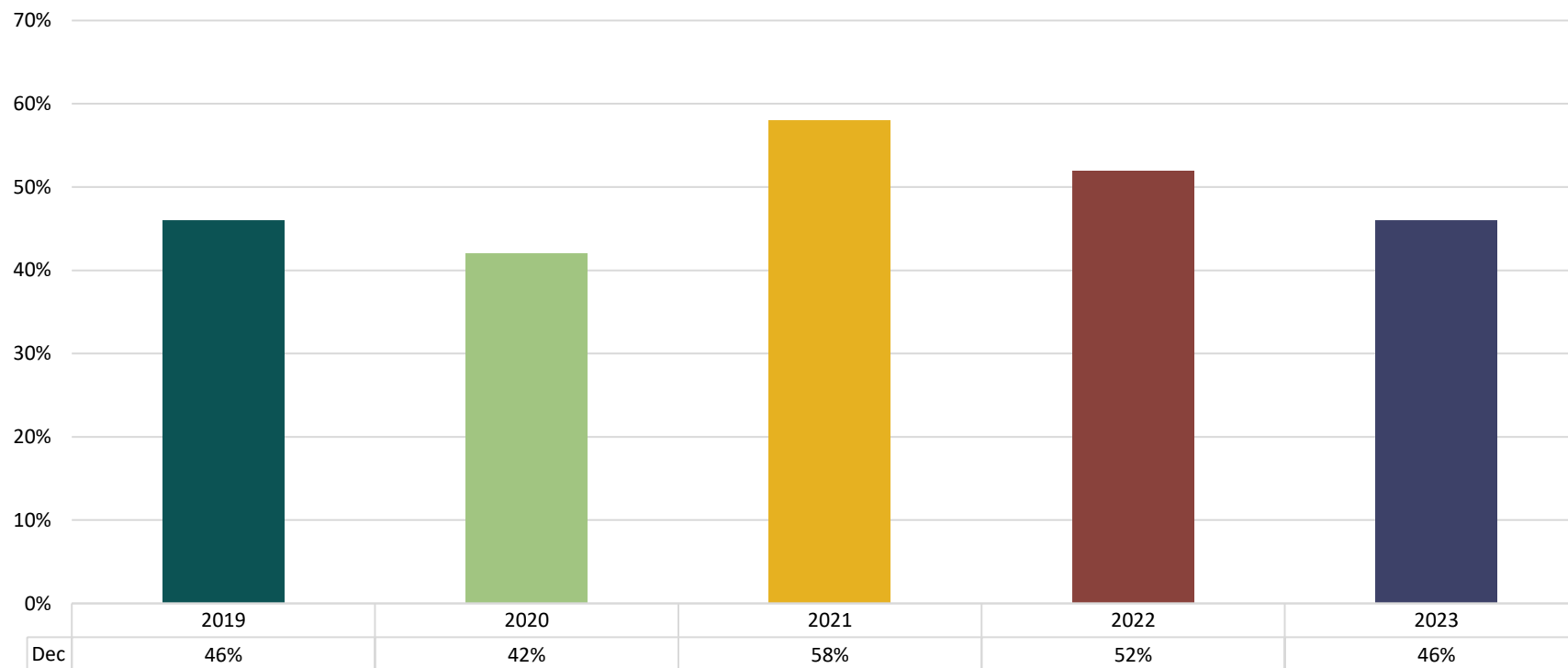


- Louisiana’s ADR, excluding New Orleans, increased 2.5% over December 2022.
- Louisiana’s ADR, excluding New Orleans, has grown 15% since December 2019.

(Source: STR)

Louisiana Short-Term Lodging

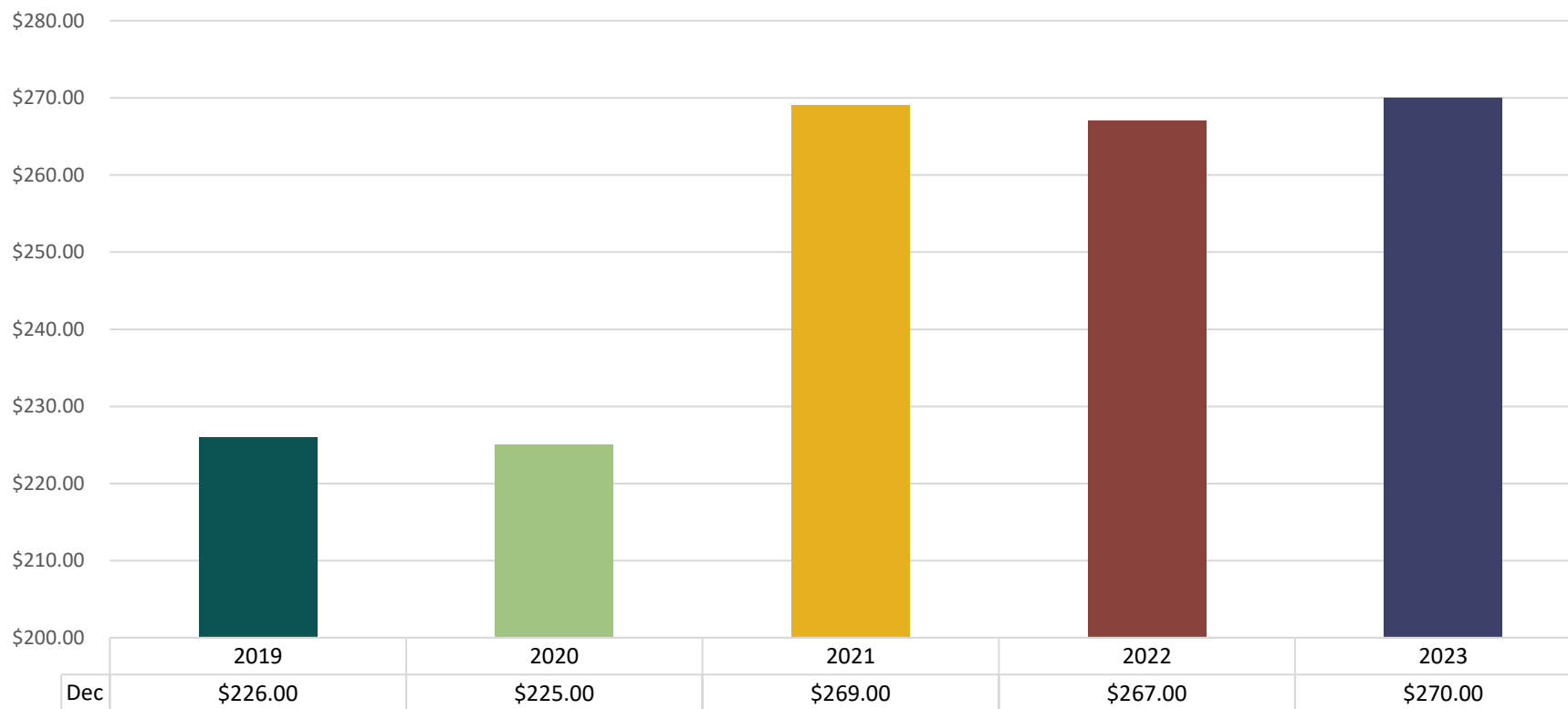
December Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana’s short-term lodging occupancy decreased 10% over December 2022.
- Since last month (November), short-term lodging occupancy is down 2%.

(Source: AirDNA)

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

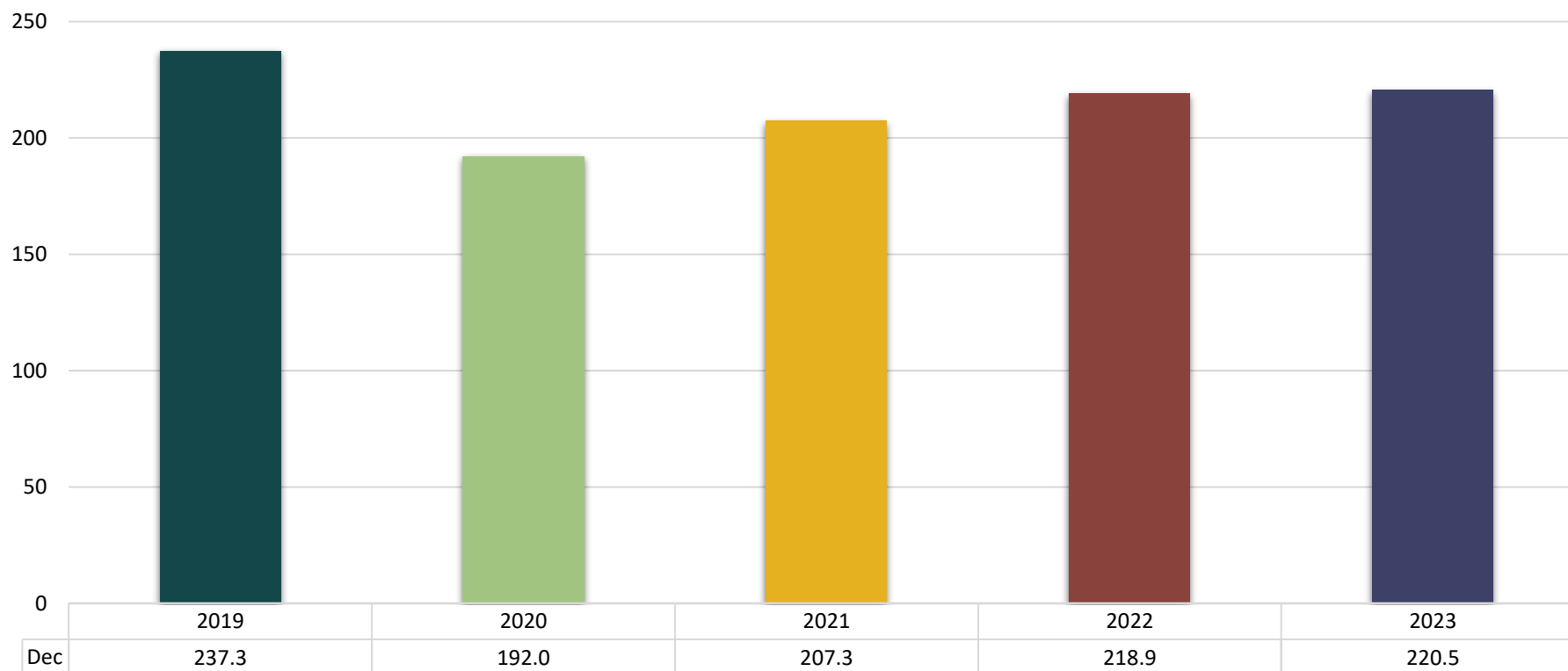


- Louisiana’s short-term lodging ADR slightly increased 0.9% over December 2022.
- Since last month (November), short-term lodging ADR grew 0.9%.
- Short-term lodging ADR has grown 19% since December 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

December Tourism Jobs (in thousands): Yr/ Yr

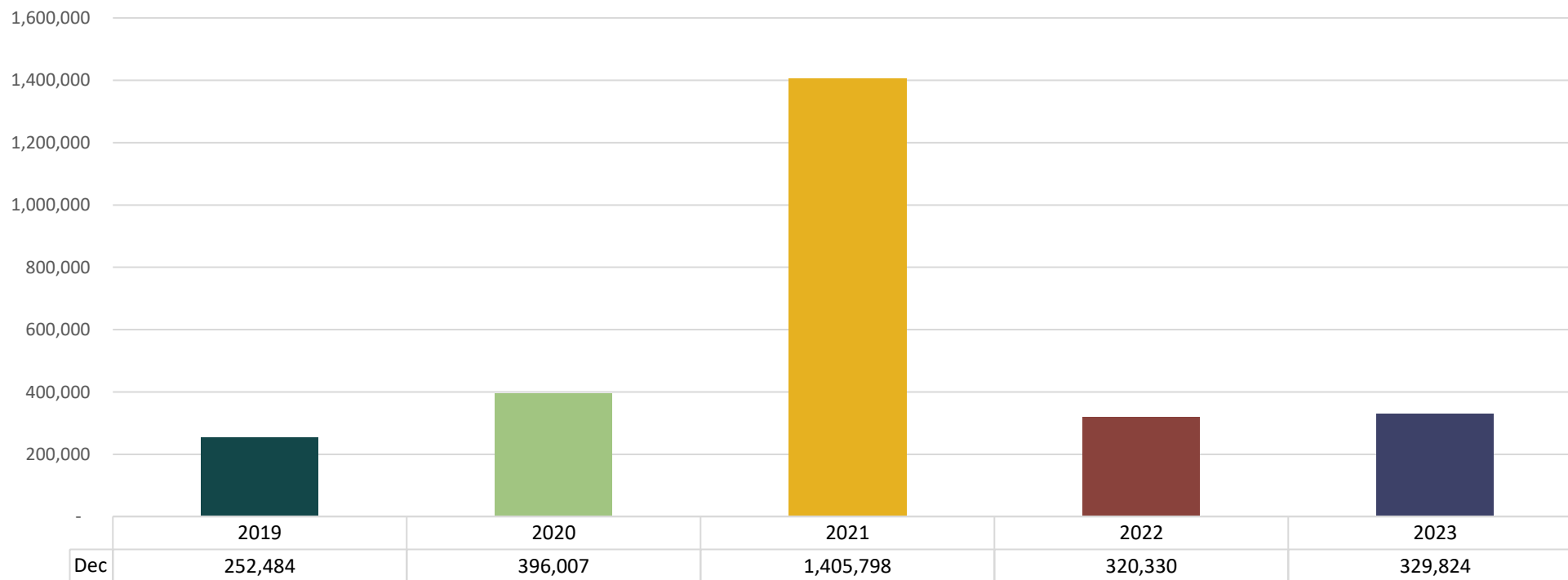


- Louisiana’s leisure & hospitality employment increased 0.7% with a gain of 1,600 jobs over December 2022.
- Arts, Entertainment, Recreation sector had a gain of 800 jobs year over year.

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

ExploreLouisiana.com

December Website Visits: Yr/Yr

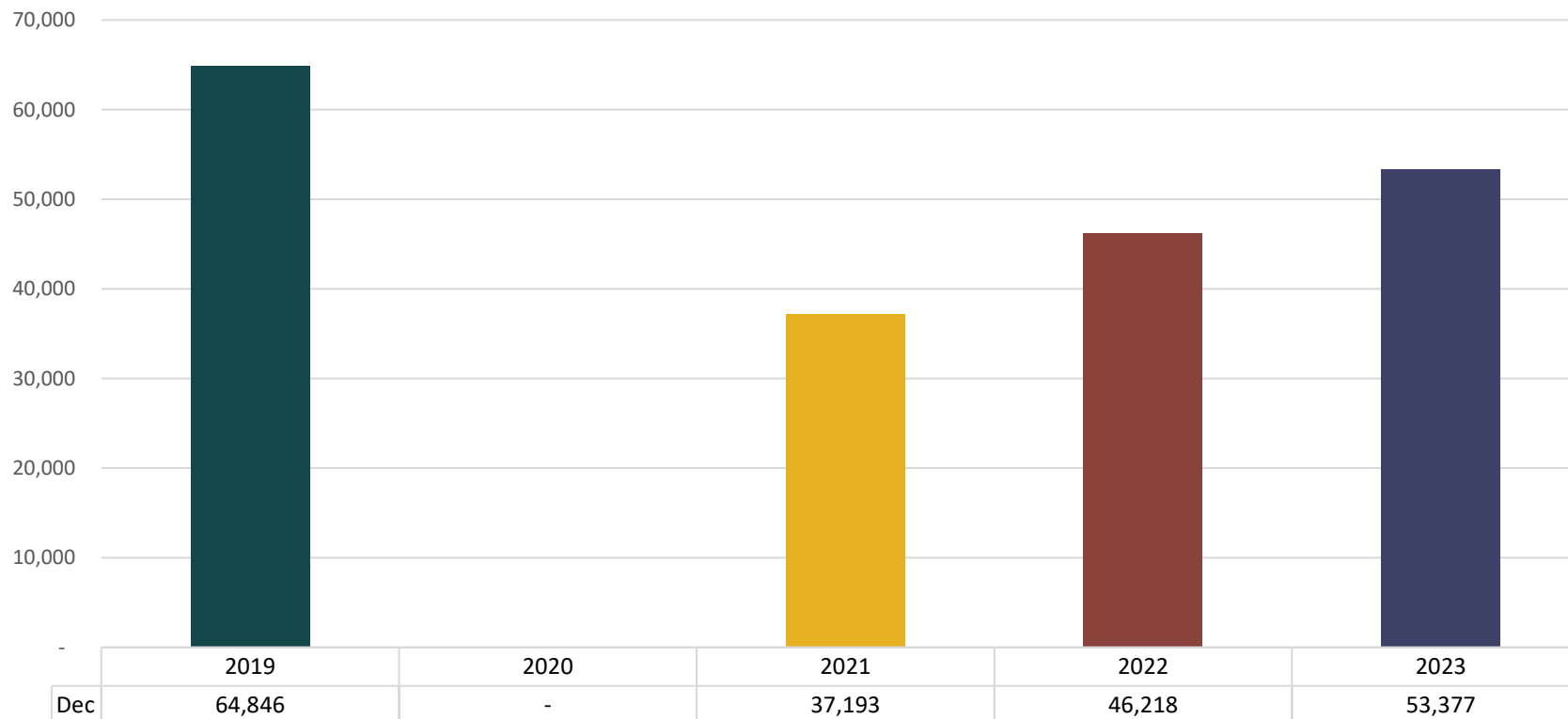


- Website sessions increased 16% over December 2022.
- Pageviews rose 8% year-over-year.
- YourLouisiana campaign drove 174,384 sessions and 189,643 pageviews.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

December Welcome Centers Visitation: Yr/Yr

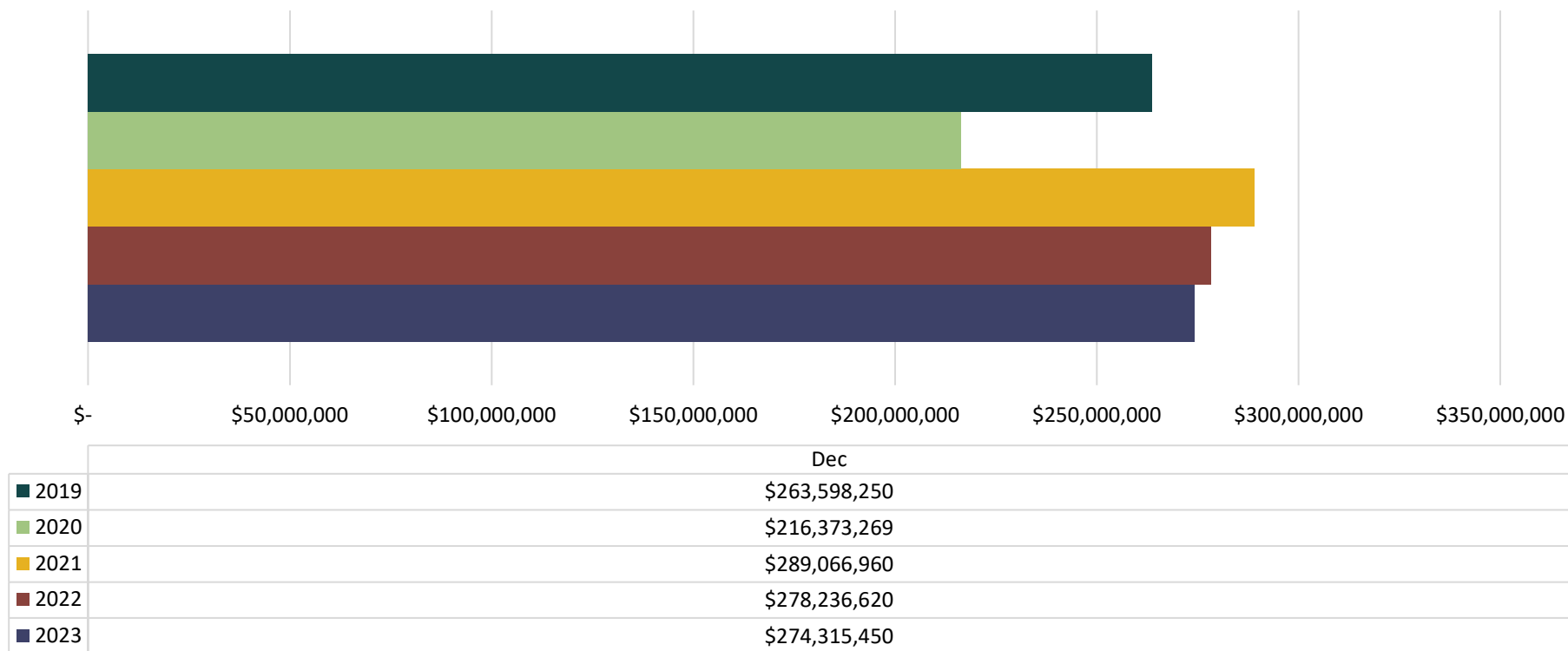


- Louisiana welcome centers had a 15% increase in visitation over December 2022.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

December Gaming Revenue: Yr/Yr



- Louisiana’s gaming revenue was down 1% over December 2022.
- Revenue is up 4% from December 2019.

(Sources: LSP – Gaming Enforcement Division)

Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.06 billion in November 2023, resulting in a 2.1% increase over last November. *(Tourism Economics)*
- U.S. air passengers have increased nearly 10% over last November. *(TSA)*
- 75% of travelers planned to take holiday trips this season. Of those traveling over the holidays, 63% of them traveled by car and 27% traveled by plane. *(Longwoods International)*
- Nearly 88% of American travelers say they will take at least one leisure trip in the next 12 months and fully 80% currently have existing trip plans. *(Future Partners)*
- Over the next 3 months, American travelers report they will take an average of 1.2 leisure trips. *(Future Partners)*
- Overseas arrivals are up 24% over November 2022. *(NTTO)*

