

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

October – December 2023



**LOUISIANA**  
Feed Your Soul.

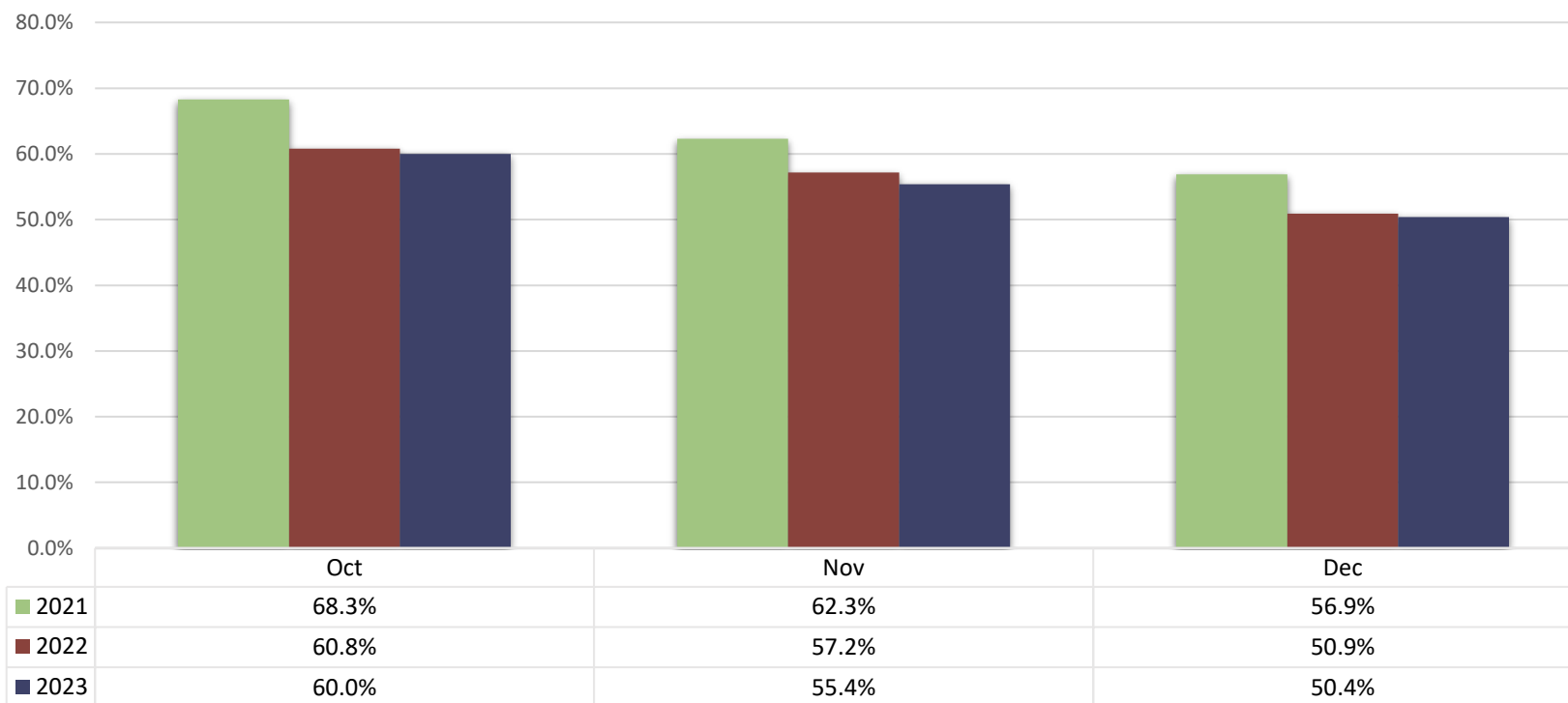
LIEUTENANT GOVERNOR  
BILLY NUNGESSER





# Louisiana Lodging

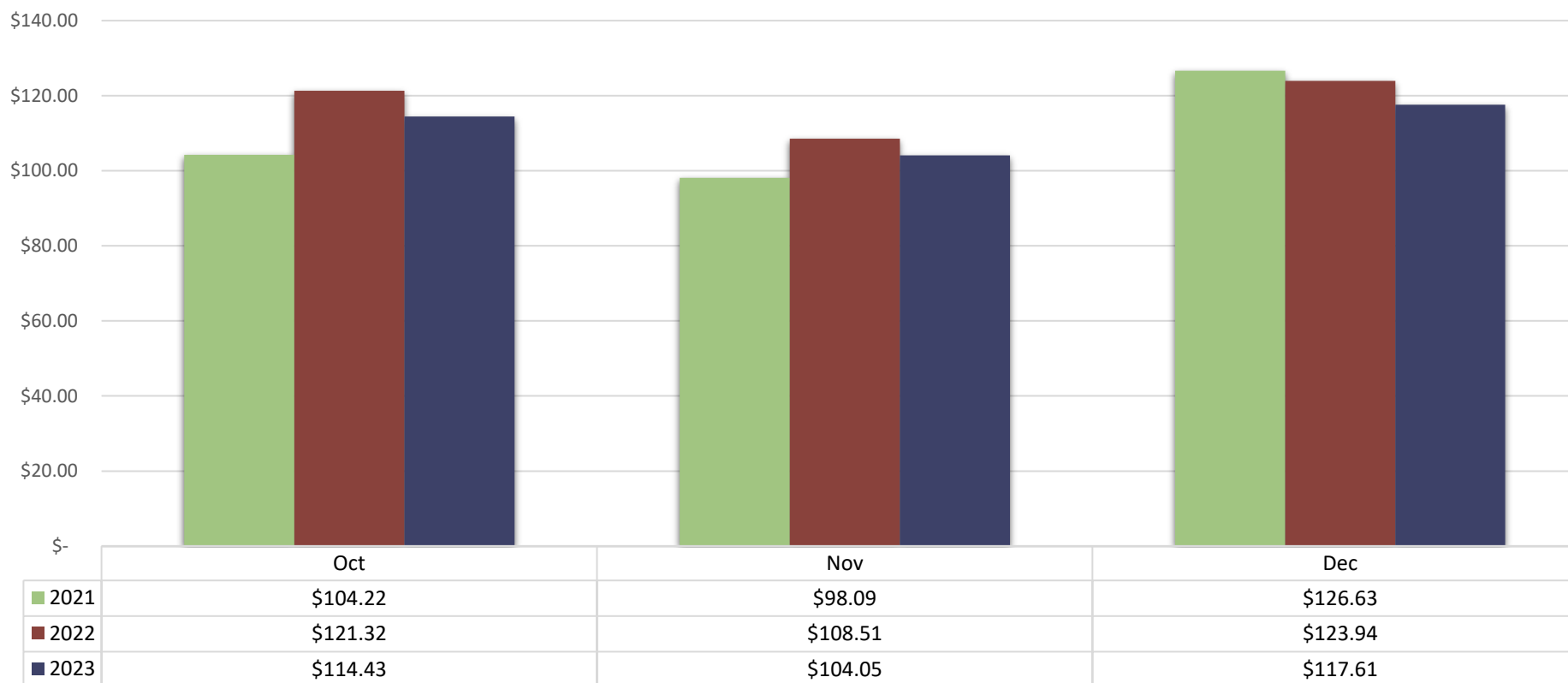
Occupancy (%) Quarterly: Yr/Yr



- Louisiana's occupancy is down 16% from October to December 2023.
- Louisiana's occupancy decreased by 1% over December 2022.

(Source: STR)

### Average Daily Rate (ADR) (\$) Quarterly: Yr/Yr

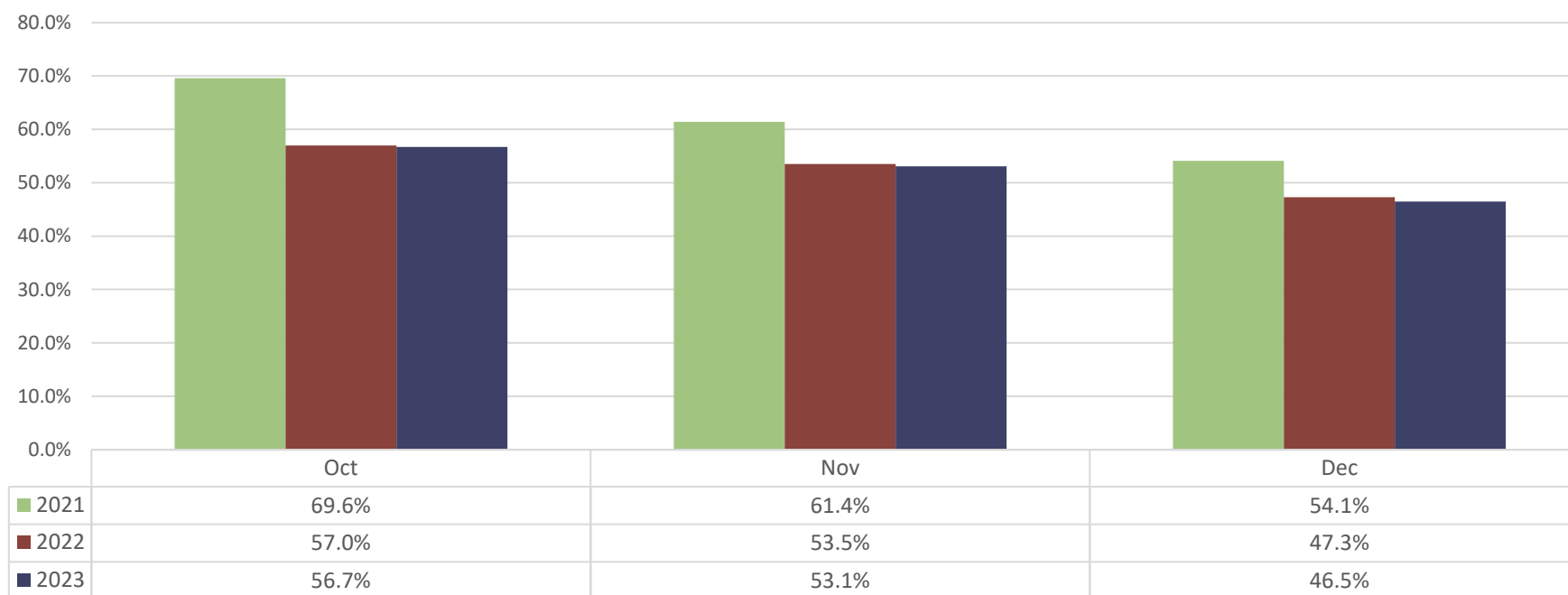


- Louisiana’s average daily rates (ADR) decreased 8% from October to December 2023.
- ADR is down 6.5% over December 2022.

(Source: STR)

# Louisiana Lodging (without New Orleans)

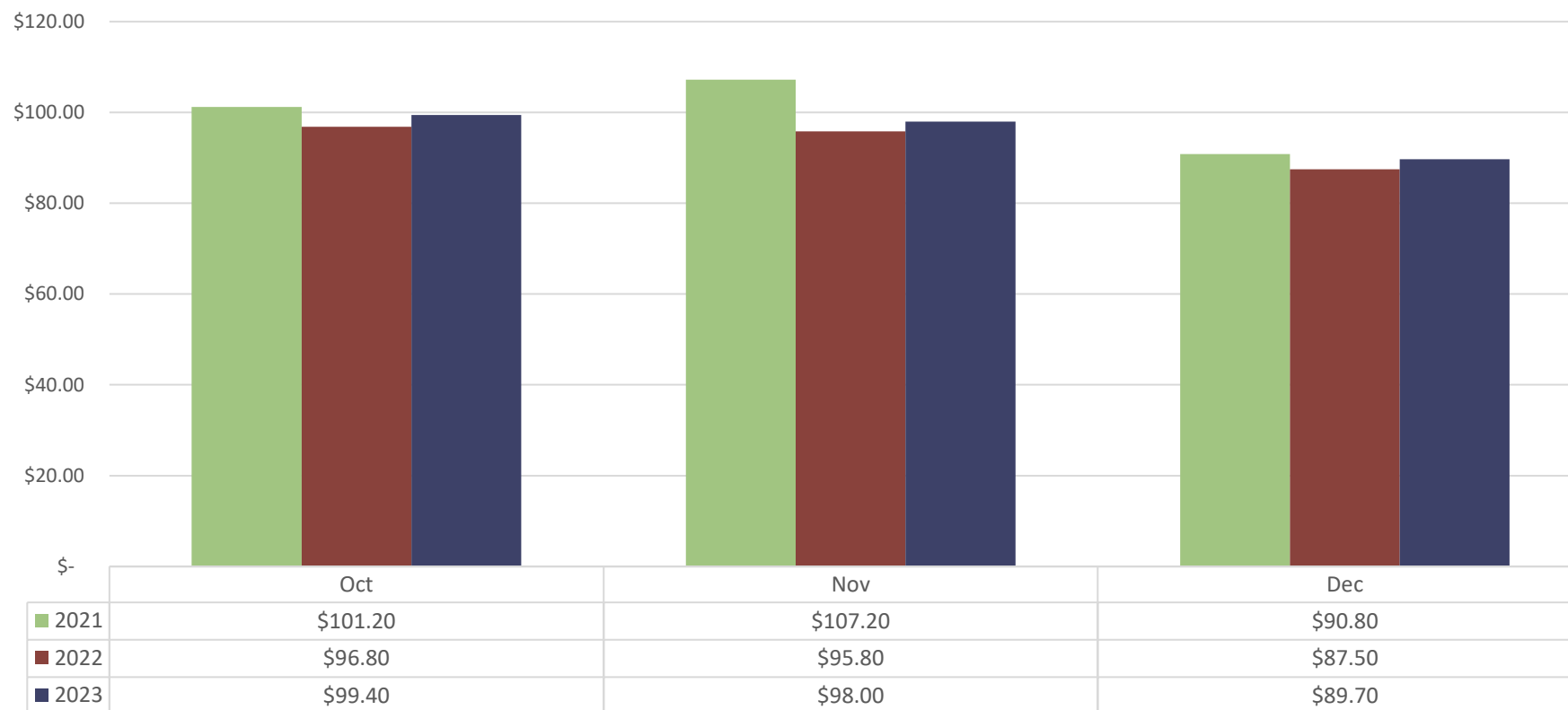
Quarterly Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 18% from October to December 2023.
- Occupancy without New Orleans was down 1.7% since December 2022.

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

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

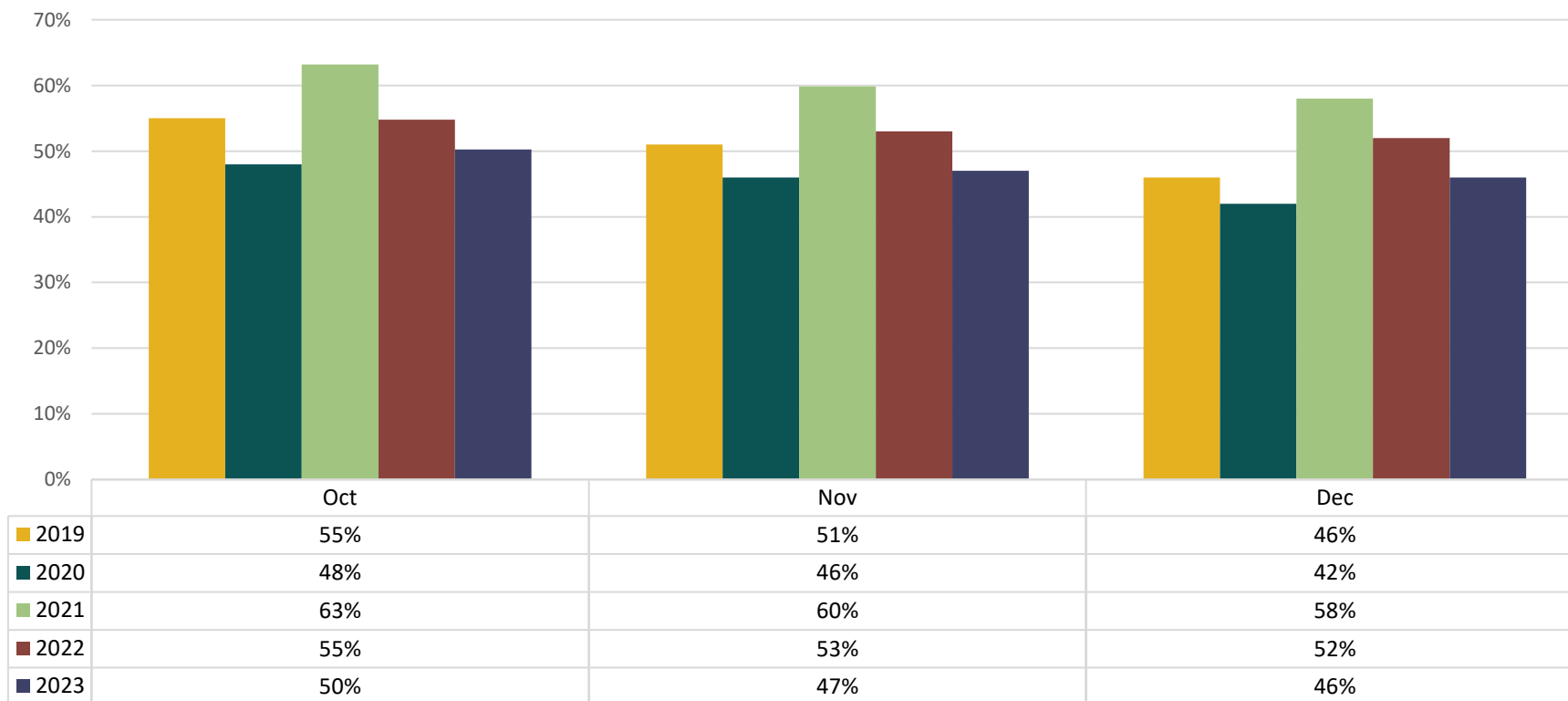


- Louisiana’s ADR, excluding New Orleans, decreased 9.7% from October to December 2023.
- ADR without New Orleans increased by 2.5% since December 2022.

(Source: STR)

# Short-Term Lodging

Short-Term Lodging Occupancy (%): Quarterly Yr/Yr



- Louisiana’s short-term lodging occupancy decreased by 8% from October to December 2023.
- Demand (nights booked) was slightly down 1.5% over December 2022.

(Source: AirDNA)

### Short-Term Lodging ADR (\$): Quarterly Yr/Yr



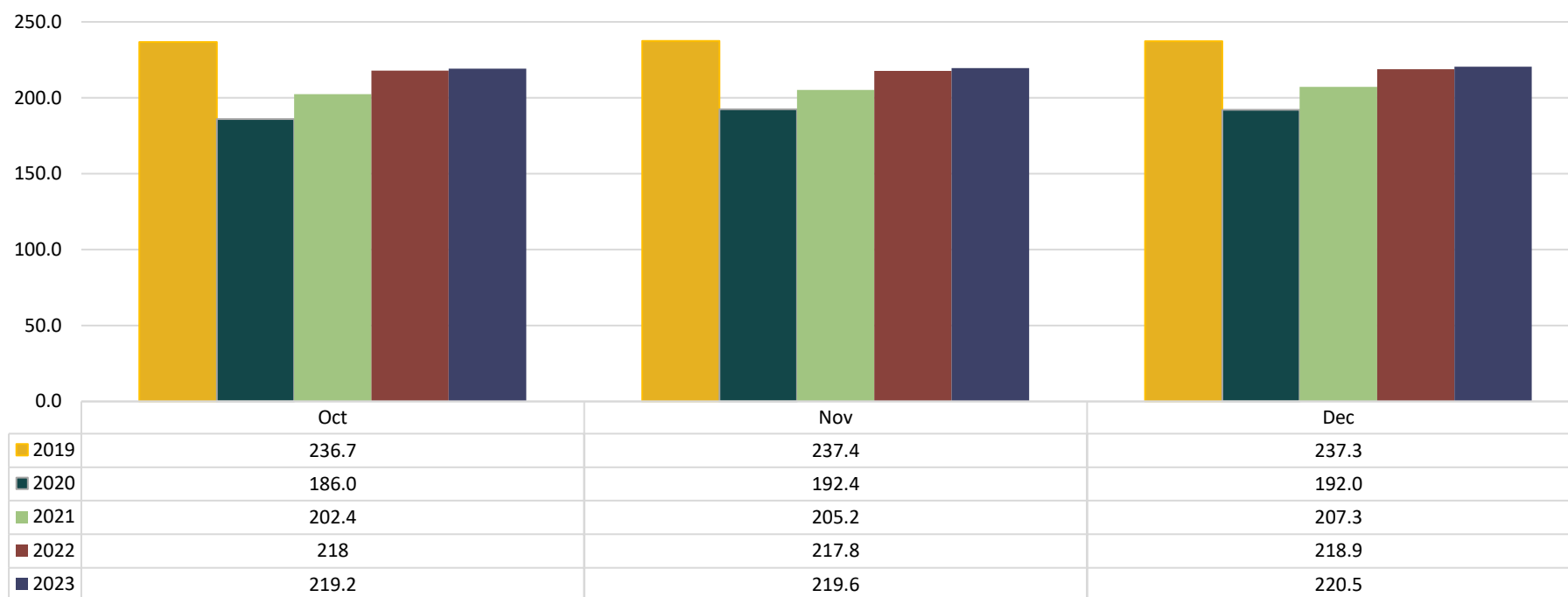
- Louisiana’s short-term lodging ADR grew 1.1% from October to December 2023.
- Revenue was slightly down 0.5% over December 2022.

(Source: AirDNA)

# Louisiana Tourism Jobs

*(Seasonally adjusted)*

**Quarterly Tourism Jobs (in thousands): Yr/Yr**



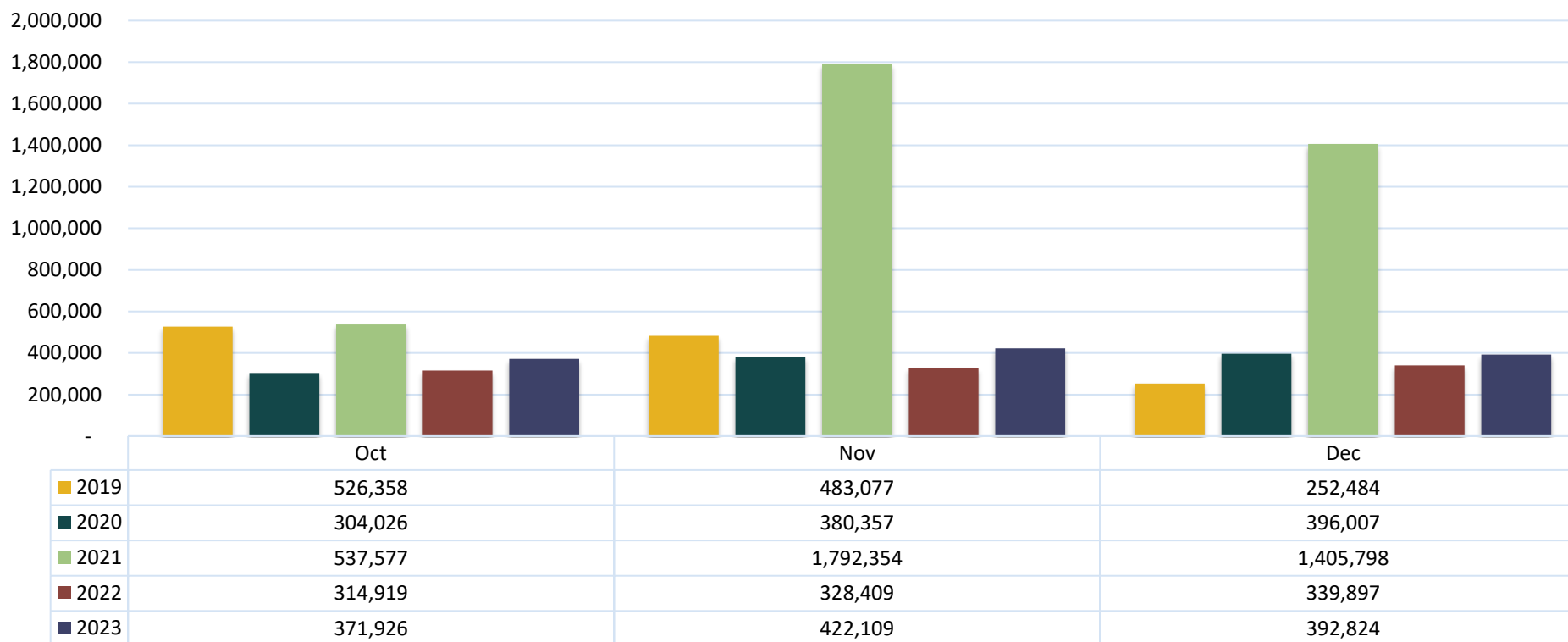
- Louisiana’s leisure & hospitality jobs increased by 0.6% from October to December 2023.
- Tourism employment was up 0.7% over December 2022.

(December jobs are preliminary.) *(Source: BLS)*



# ExploreLouisiana.com

Website Quarterly Visits: Yr/Yr



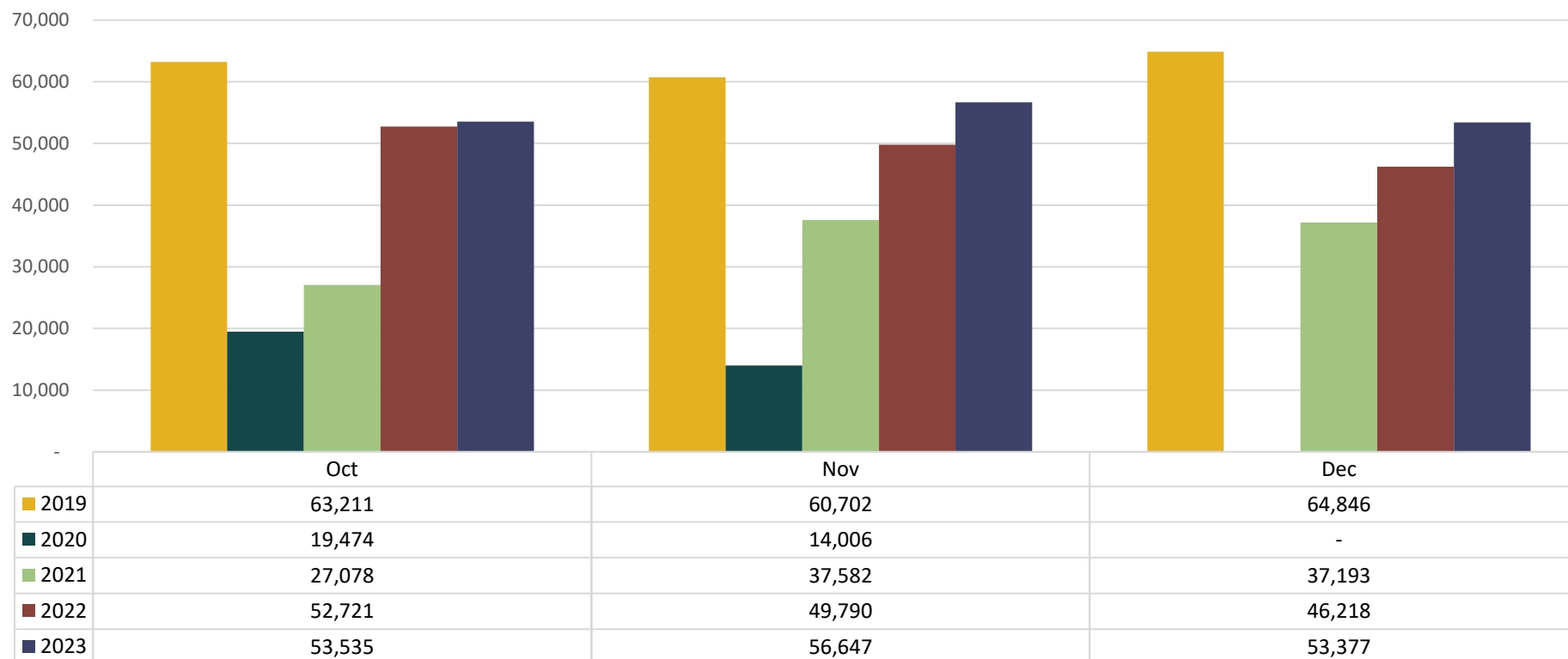
- Website sessions increased 6% from October to December 2023.
- Facebook impressions totaled nearly 17 million during October to December 2023.

(# of visits (sessions) include desktop, tablet, and mobile)

(Source: Google Analytics / Miles Media)

# Welcome Centers

Welcome Centers Visitation: Quarterly Yr/Yr

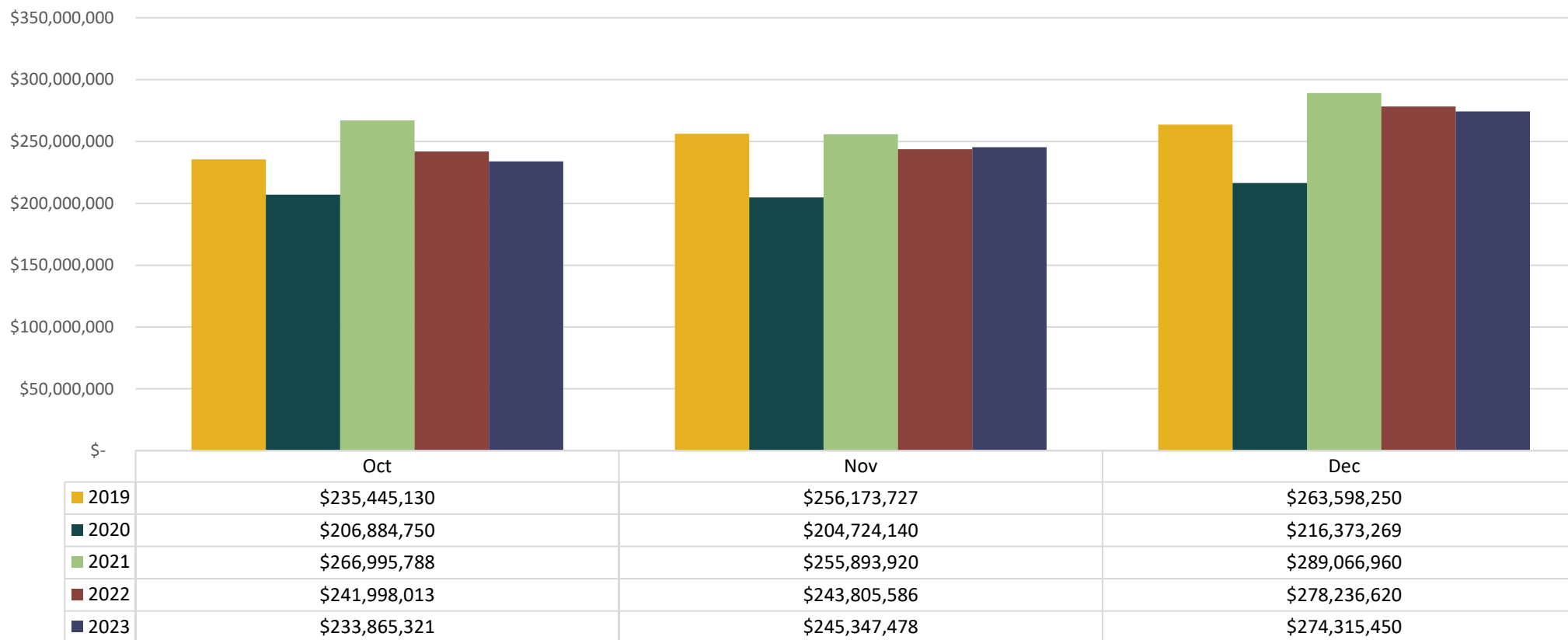


- Louisiana’s welcome centers visits decreased slightly by 0.3% from October to December 2023.

(Source: LA Welcome Centers)

# Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr



- Louisiana’s gaming revenue increased 17% from October to December 2023.
- Louisiana’s gaming revenue was down 1% over December 2022.

(Source: LA State Police)

# 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)*
- 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)*
- Use of AI as a travel planning continues to grow with 17% of American travelers saying they have used AI tools to specifically plan or prepare for trips in the last 12 months. *(Future Partners)*
- 91% of American travelers plan to travel within the next six months. *(Longwoods International)*
- 30% of US consumers rely on word-of-mouth to some degree when deciding which airline to fly. *(YouGov)*
- The U.S. is still the most desired destination for global travelers. *(USTA)*

