

Lt. Governor Billy Nungesser

State of the Tourism Industry Quarterly Report

January – March 2024

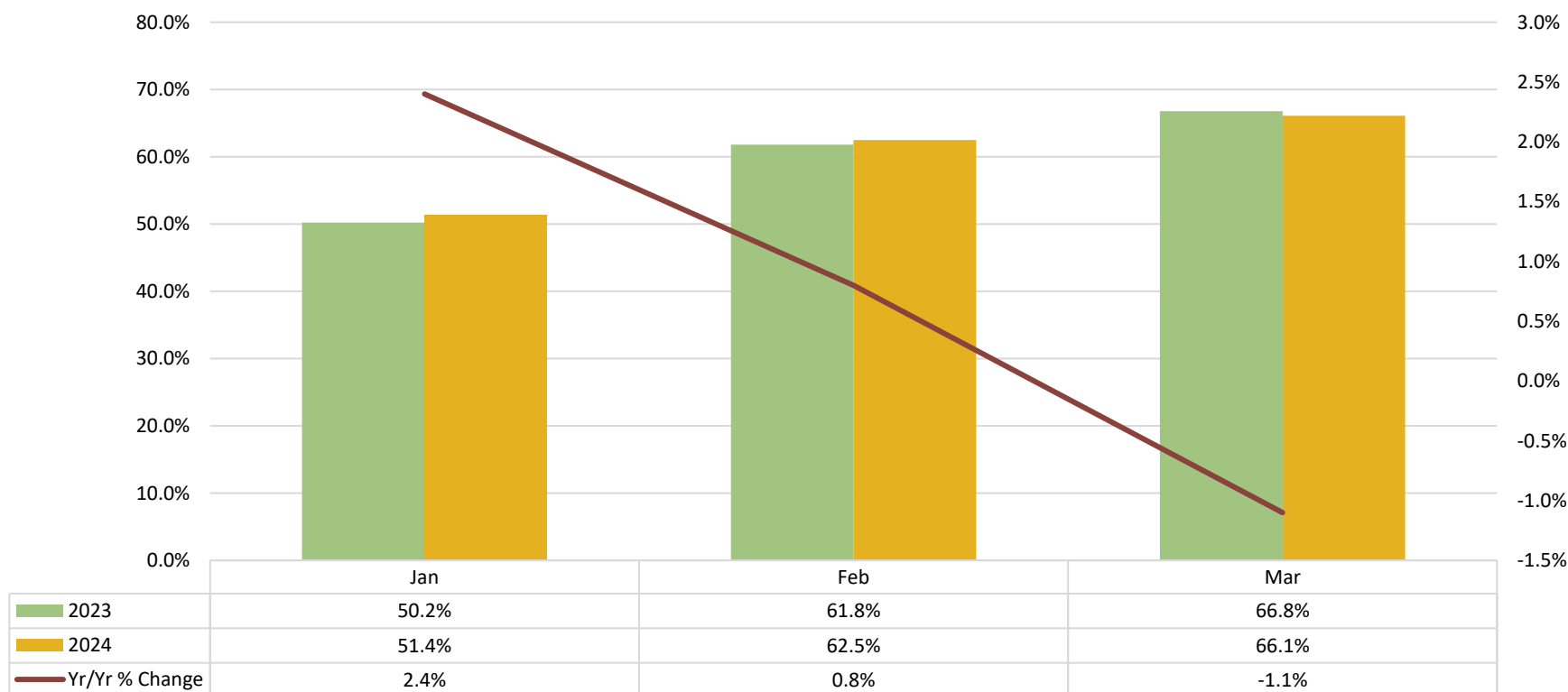


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

Occupancy (%): Quarterly Yr/Yr



- Louisiana's occupancy increased by 29% from January to March 2024.
- Louisiana's occupancy is slightly down 1.1% over last March.

(Source: STR)

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

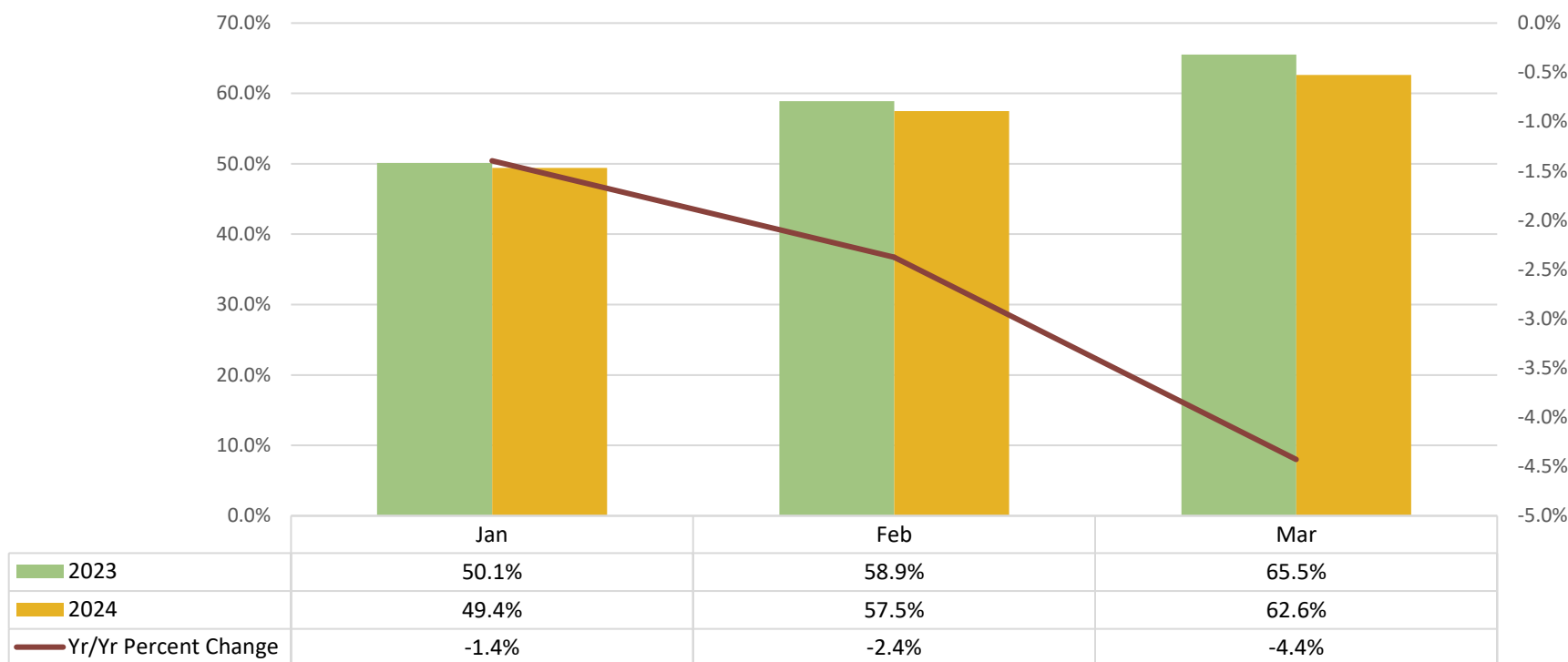


- Louisiana's average daily rates (ADR) had an 11% increase from January to March 2024.
- ADR is grew 7% since March 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

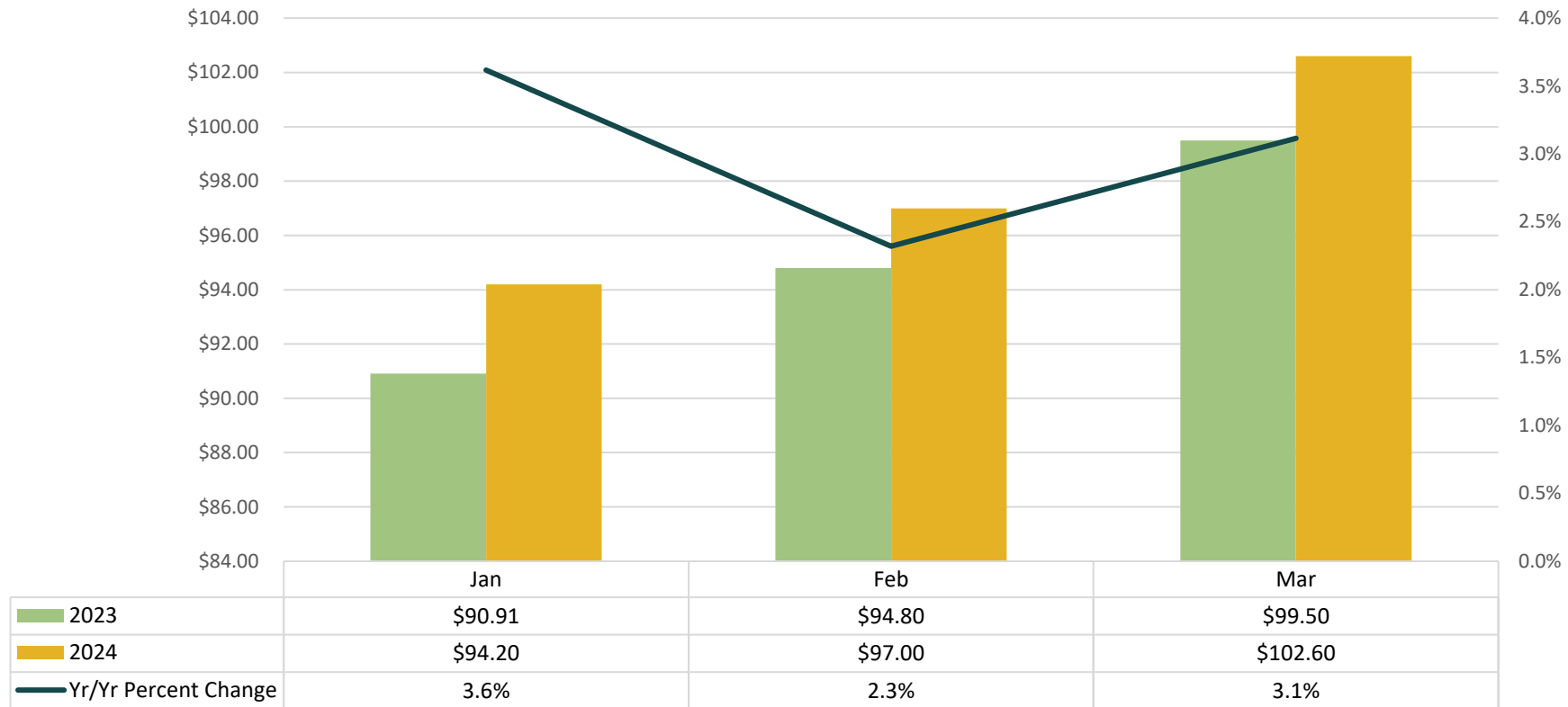
Occupancy (%) without NOLA: Quarterly Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased 26.7% from January to March 2024.

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

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

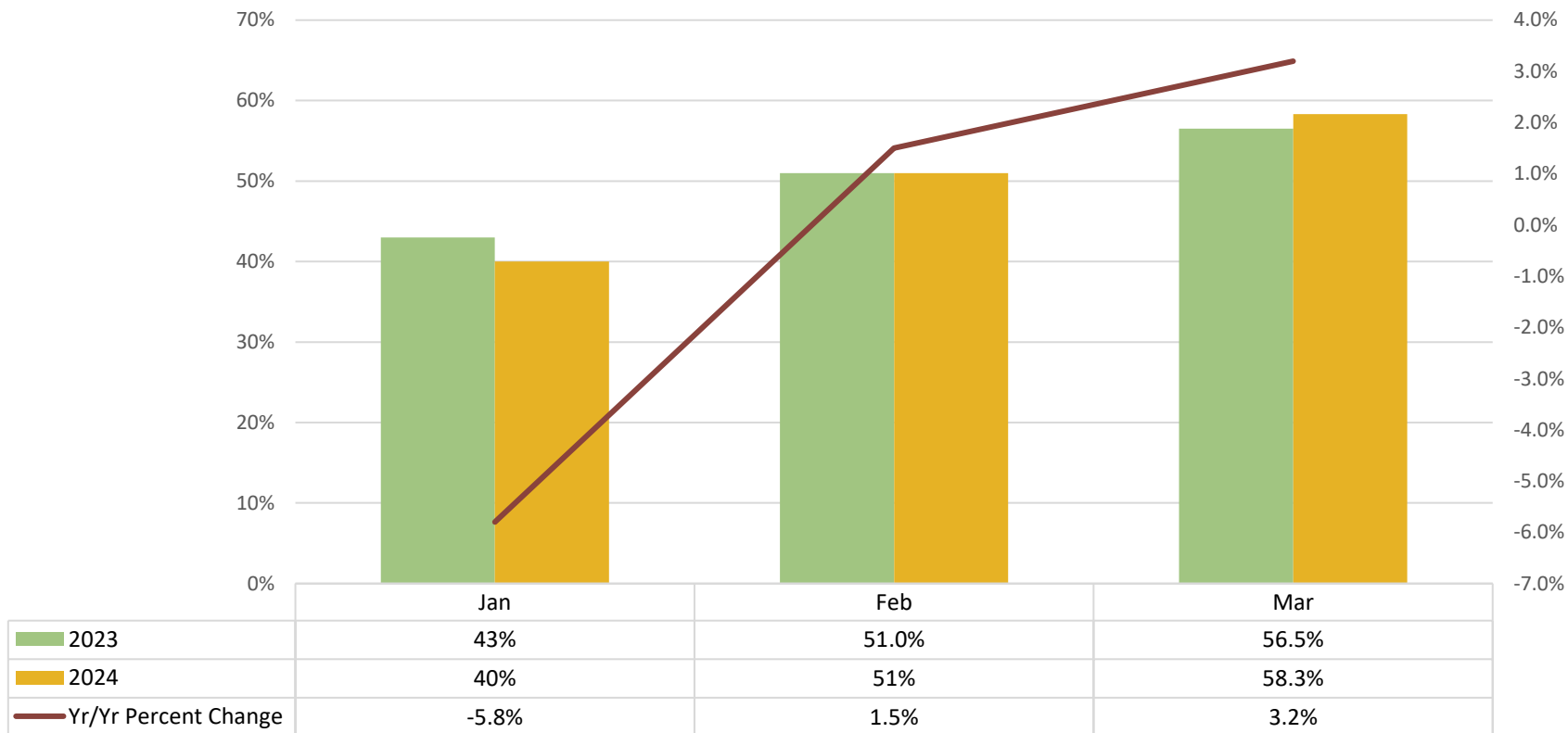


- Louisiana's ADR, excluding New Orleans, grew 9% from January to March 2024.

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

Short-Term Lodging

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



- Louisiana's short-term lodging occupancy increased by 46% from January to March 2024.
- Booked listings are up 9.6% over last March.

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



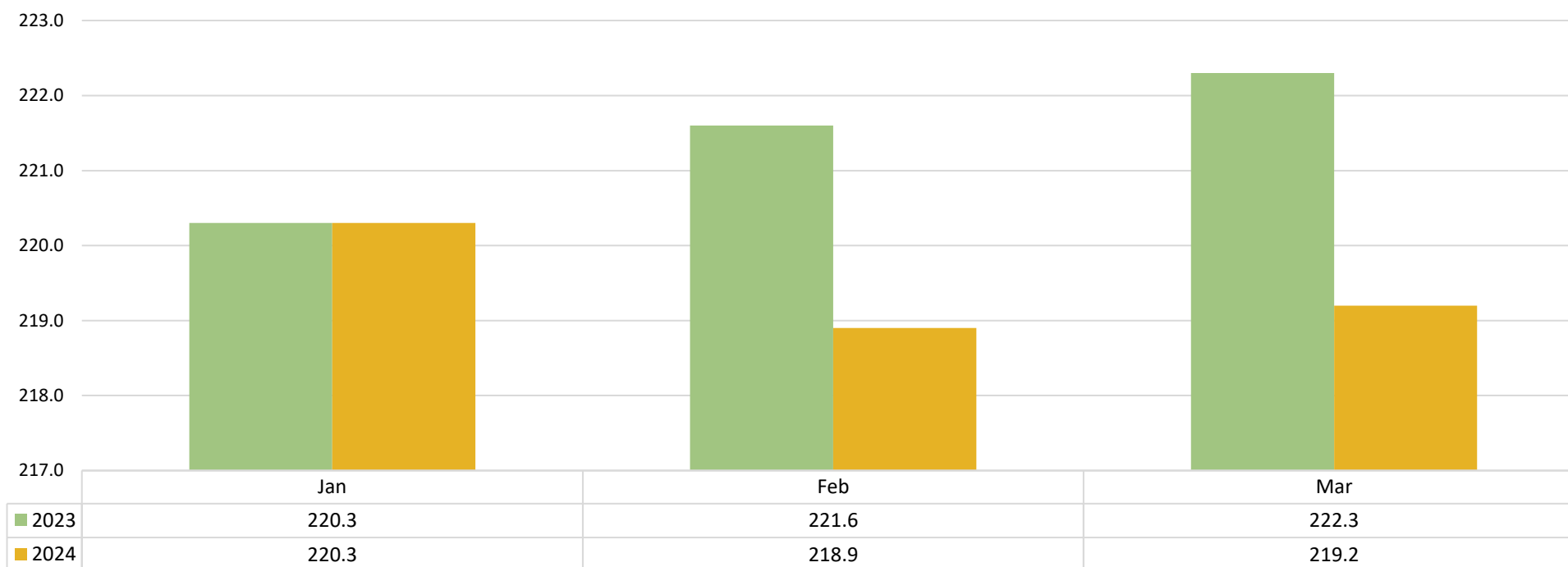
- Louisiana's short-term lodging ADR grew 14% from January to March 2024.
- RevPar (revenue per available room) was up 9.3% over March 2023.

(Source: AirDNA)

Louisiana Tourism Jobs

(Seasonally adjusted)

Tourism Jobs (in thousands): Quarterly Yr/Yr

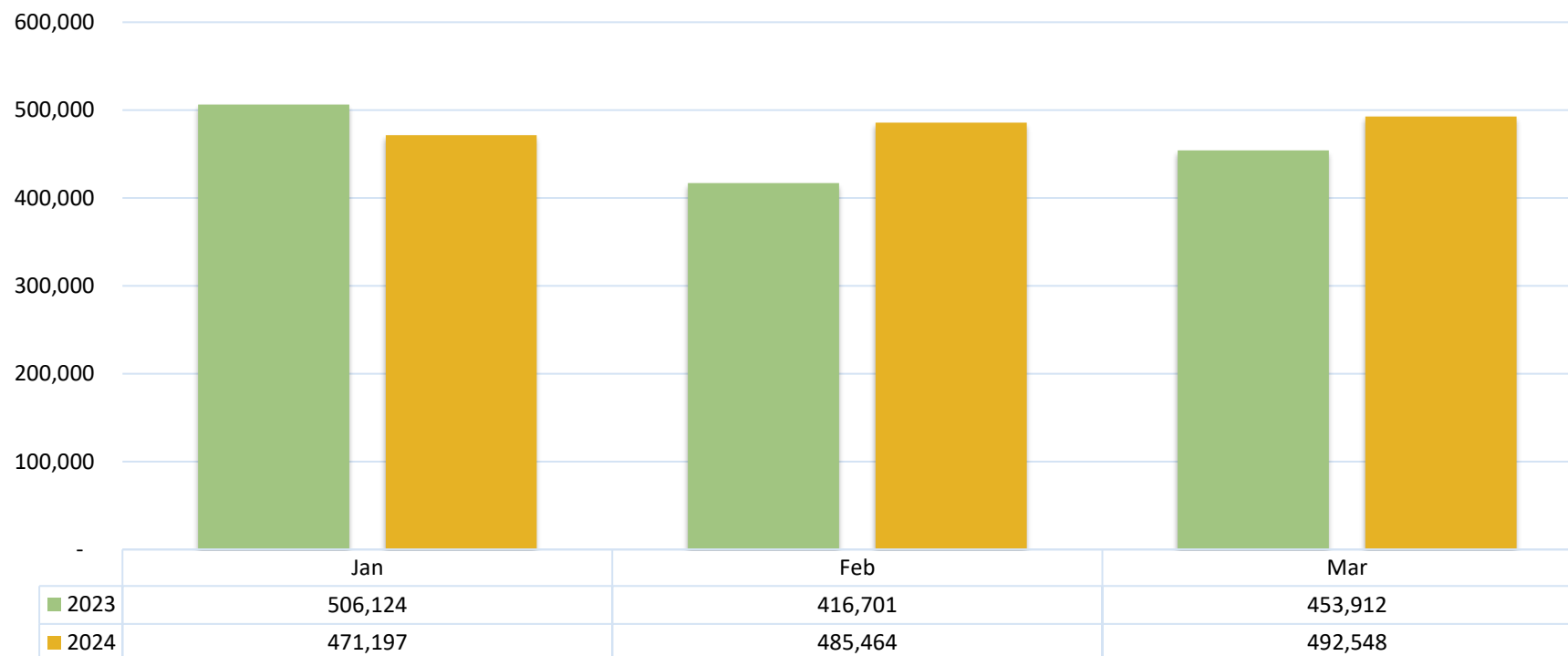


- Louisiana's leisure & hospitality industry were slight down 0.5% from January to March 2024.
- Tourism jobs decreased 1.4% over last March.

(March jobs are preliminary.) (Source: BLS)

ExploreLouisiana.com

Website Visits: Quarterly Yr/Yr



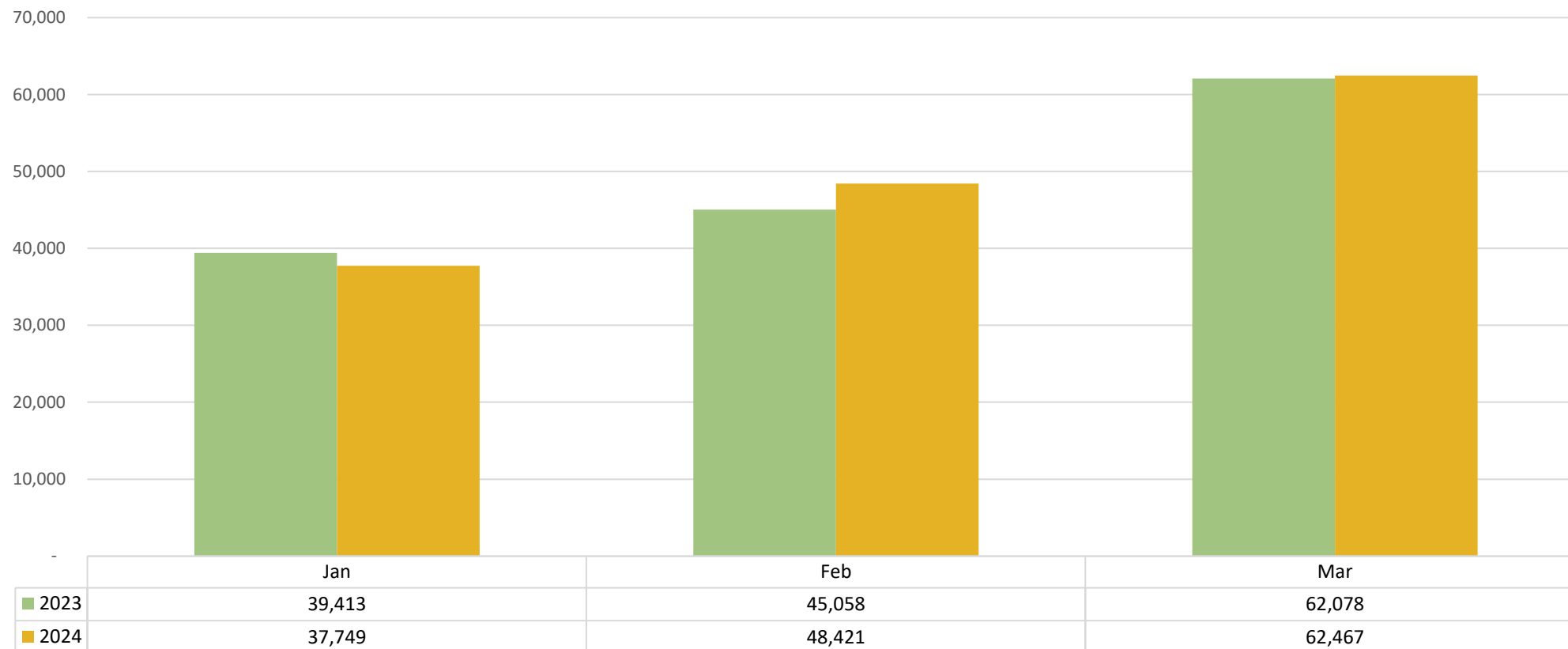
- Nearly 1.5 million website visits from January to March 2024.
- Total users are up 9.7% in quarter 1 of 2024.

(# 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 increased 65.5% from January to March 2024.

(Source: LA Welcome Centers)

Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr



- Louisiana's gaming revenue (excluding video gaming) increased 35% from January to March 2024.

(Source: LA State Police)

Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.13 billion in February 2024, an increase of 2.3% over last year and an 7.3% increase since 2019. (*Tourism Economics*)
- 30% of American travelers have taken a trip with their pets in the past 12 months. (*Future Partners*)
- One out of five (22%) of American travelers say they are planning to travel to see the eclipse on April 8th, with 14% of them indicating they expect to travel greater than 50 miles to view this rare event, which literally means millions of travelers! (*Longwoods International*)
- Road trip travel to visit friends and family still leads the way over personal getaways in upcoming trips planned by American travelers. (*Longwoods International*)