

YEAR OF MUSIC 2024

State of the Tourism Industry Monthly Report

April 2024

Created May 23, 2024

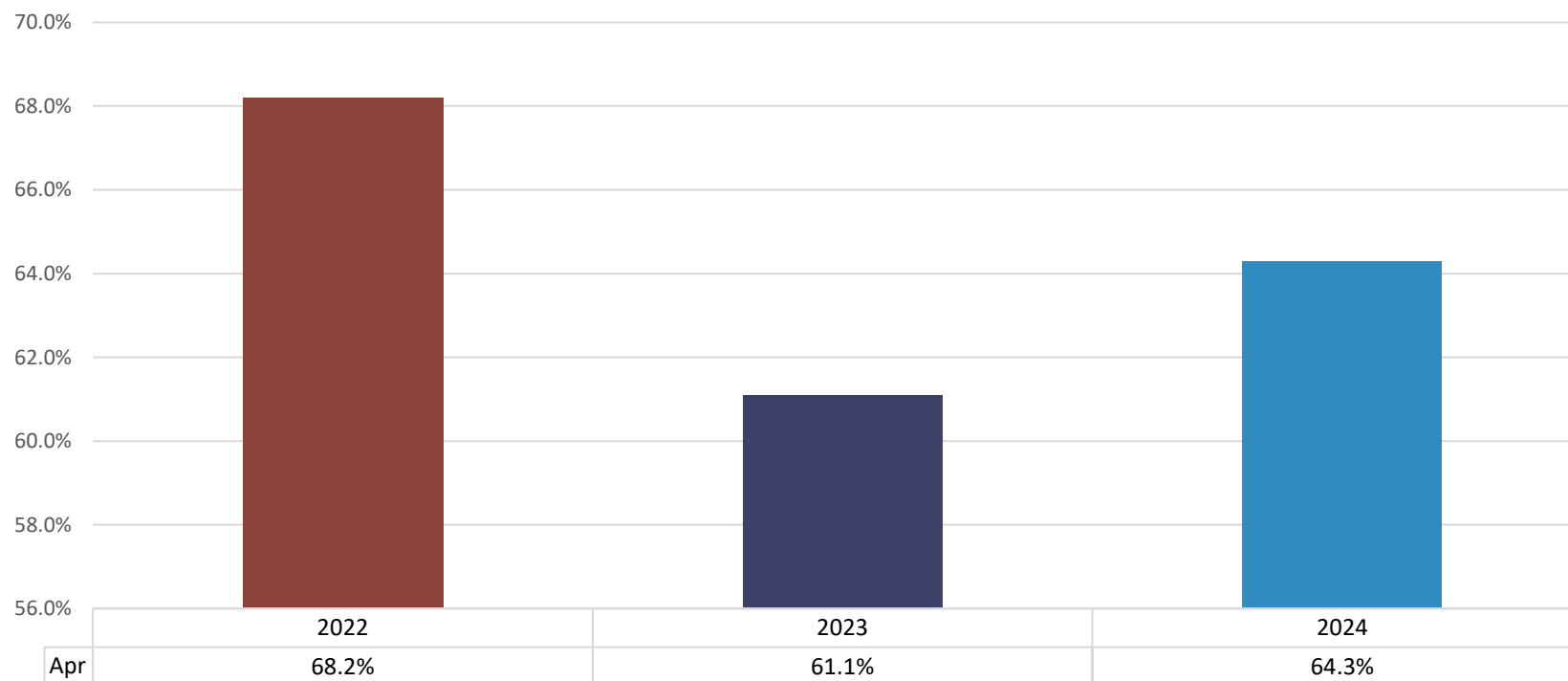


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

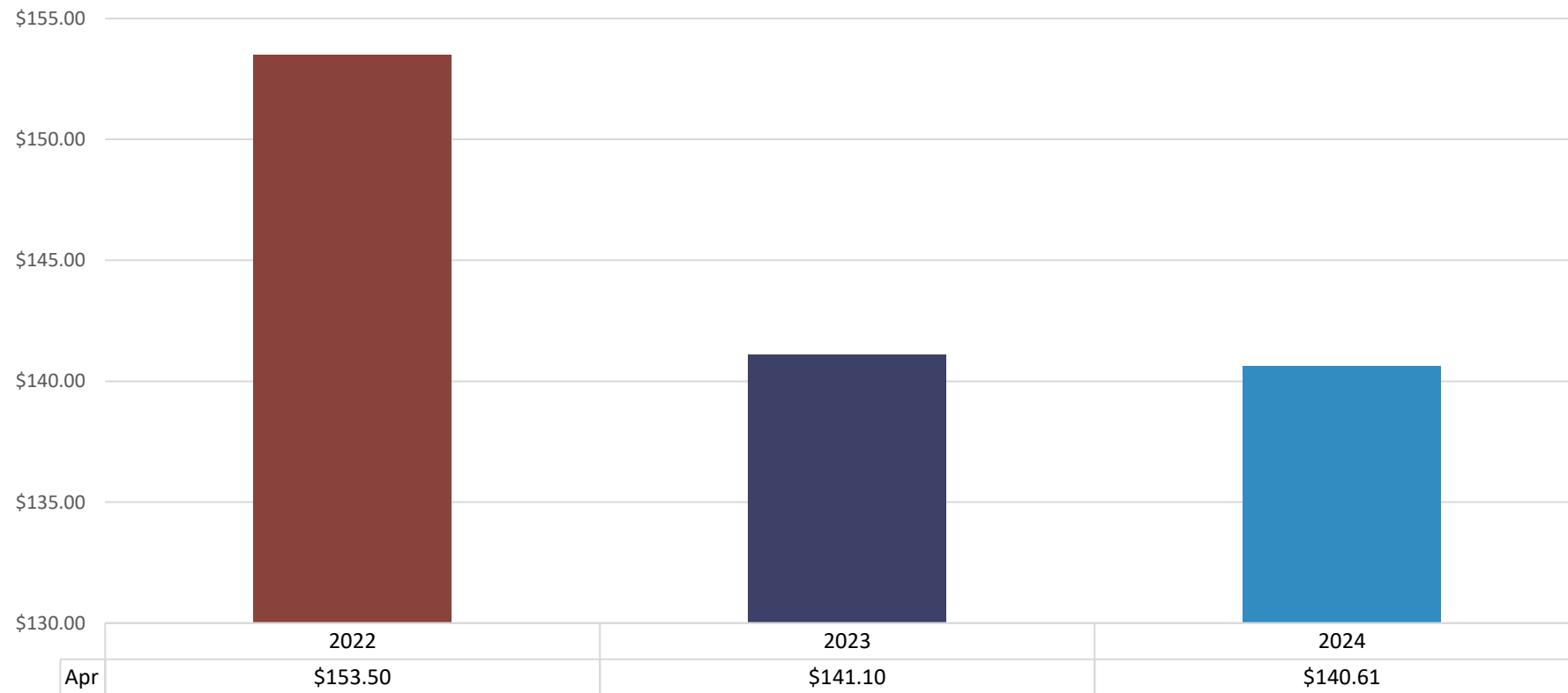
April Occupancy (%): Yr/Yr



- Louisiana's occupancy increased 5.1% over April 2023.
- Since last month (March), occupancy was down 2.9%.
- Demand (rooms sold) increased 5.2% over last year.

(Source: STR)

April ADR (\$): Yr/Yr

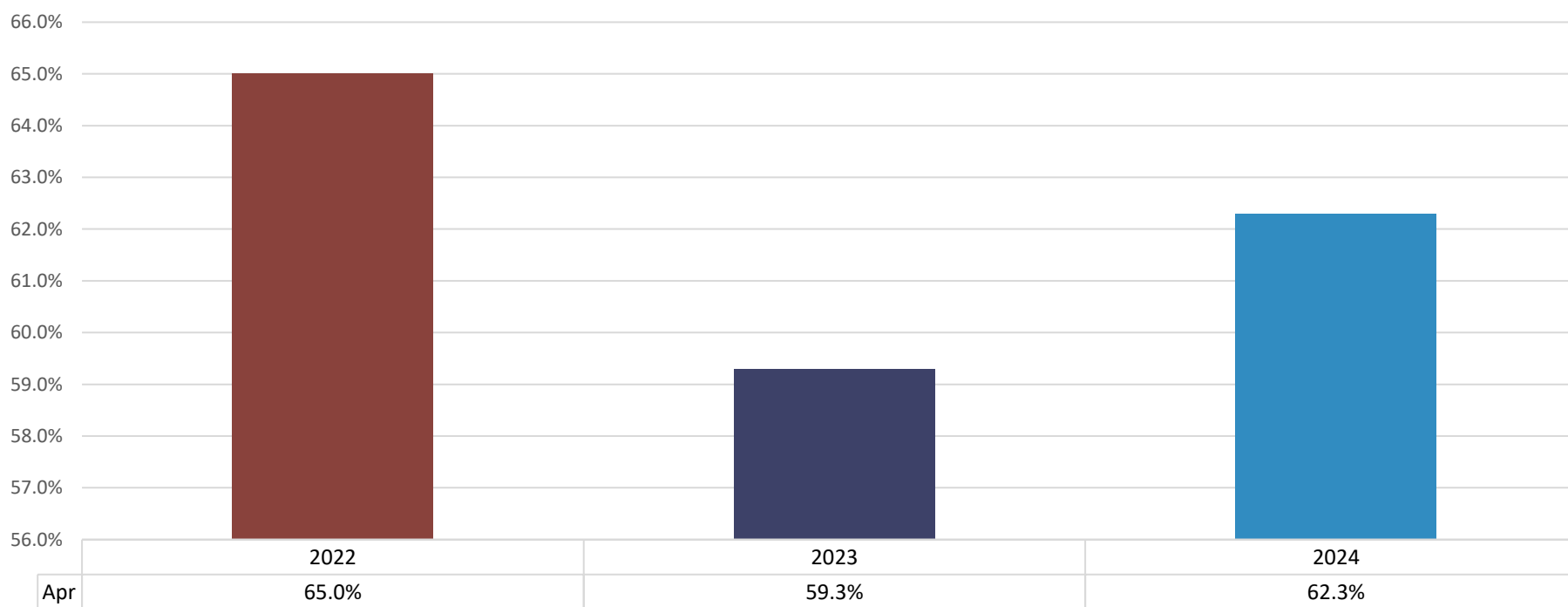


- Louisiana's average daily rates (ADR) decreased 0.3% over April 2023.
- Since last month (March), Louisiana's ADR grew by 1%.
- RevPAR (revenue per available room) was up 4.7% since last month.

(Source: STR)

Louisiana Lodging (without New Orleans)

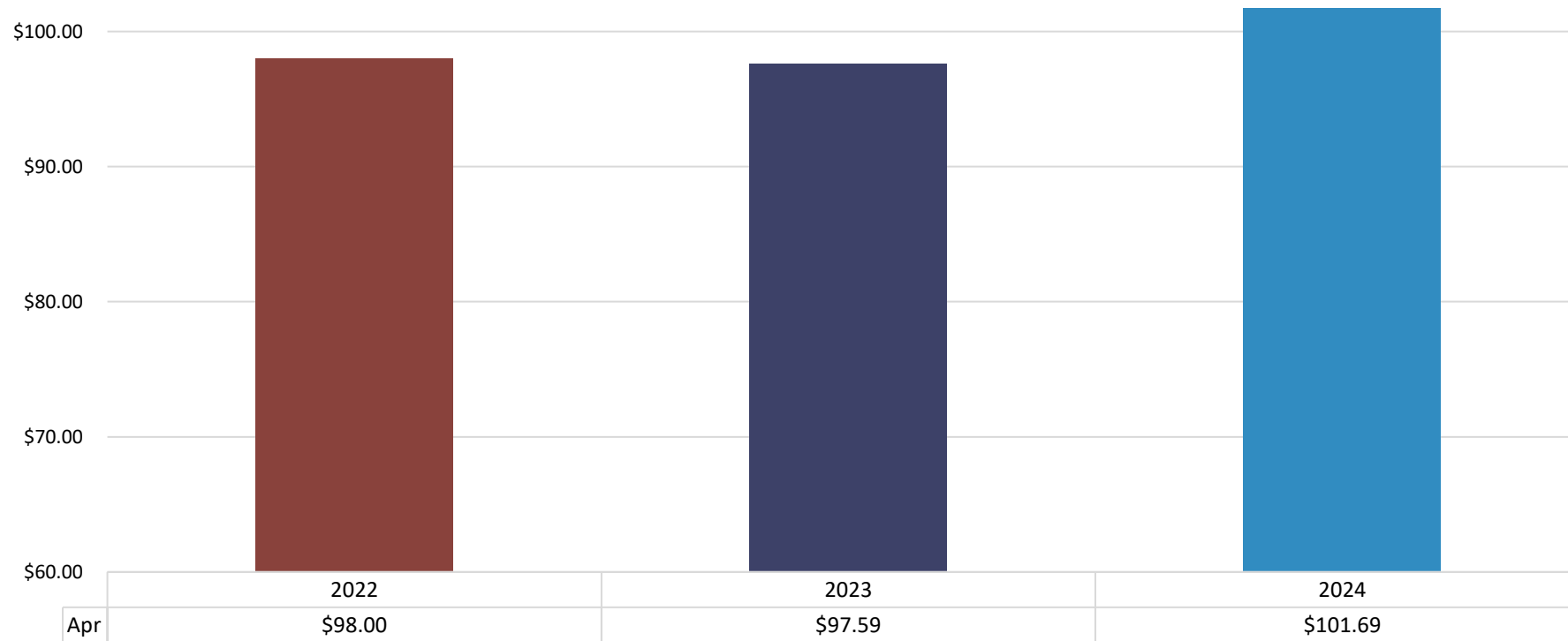
April Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased 5.1% over April 2023.
- Louisiana's occupancy, excluding New Orleans, was up 4% over 2019.

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

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

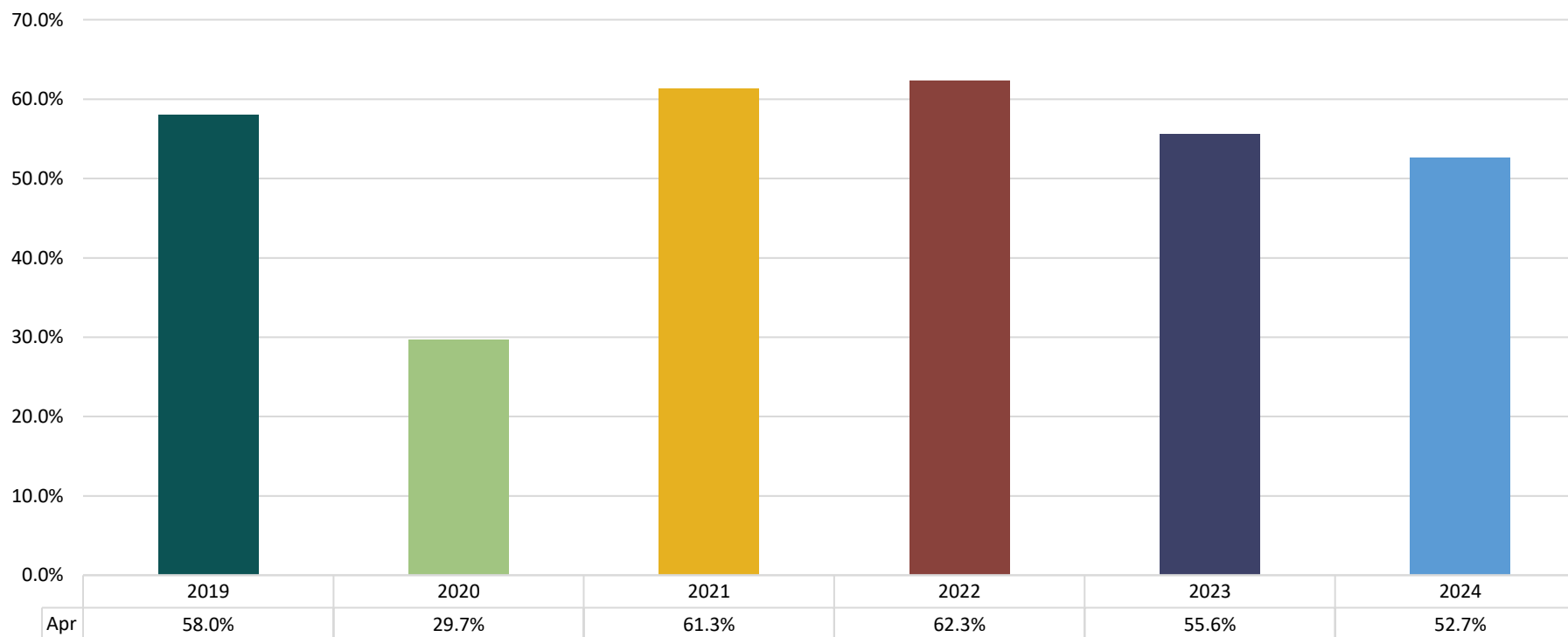


- Louisiana's ADR, excluding New Orleans, grew 4.2% over April 2023.
- Since last month (March), Louisiana's ADR, excluding New Orleans, was slightly down 0.9%.

(Source: STR)

Louisiana Short-Term Lodging

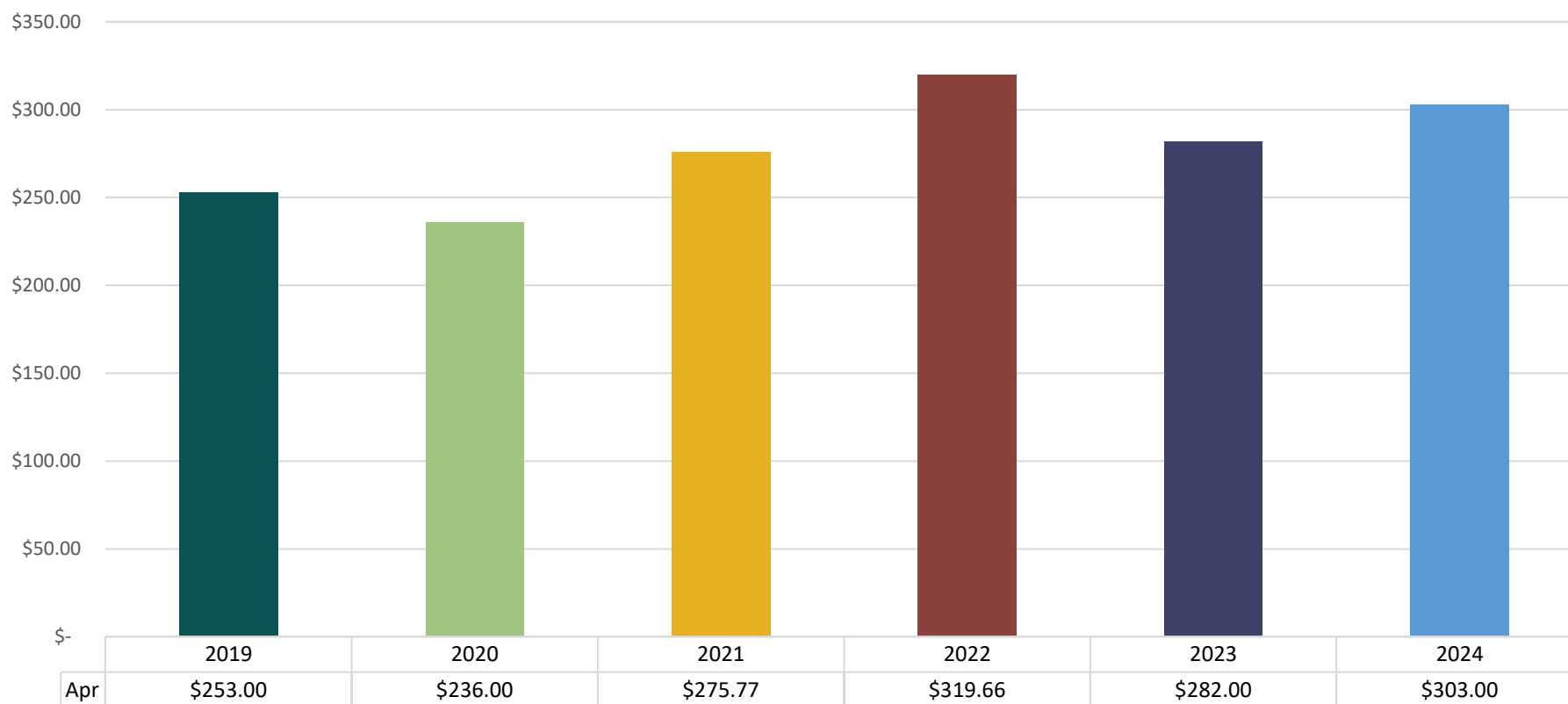
April Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy decreased 5.4% over April 2023.

(Source: AirDNA)

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

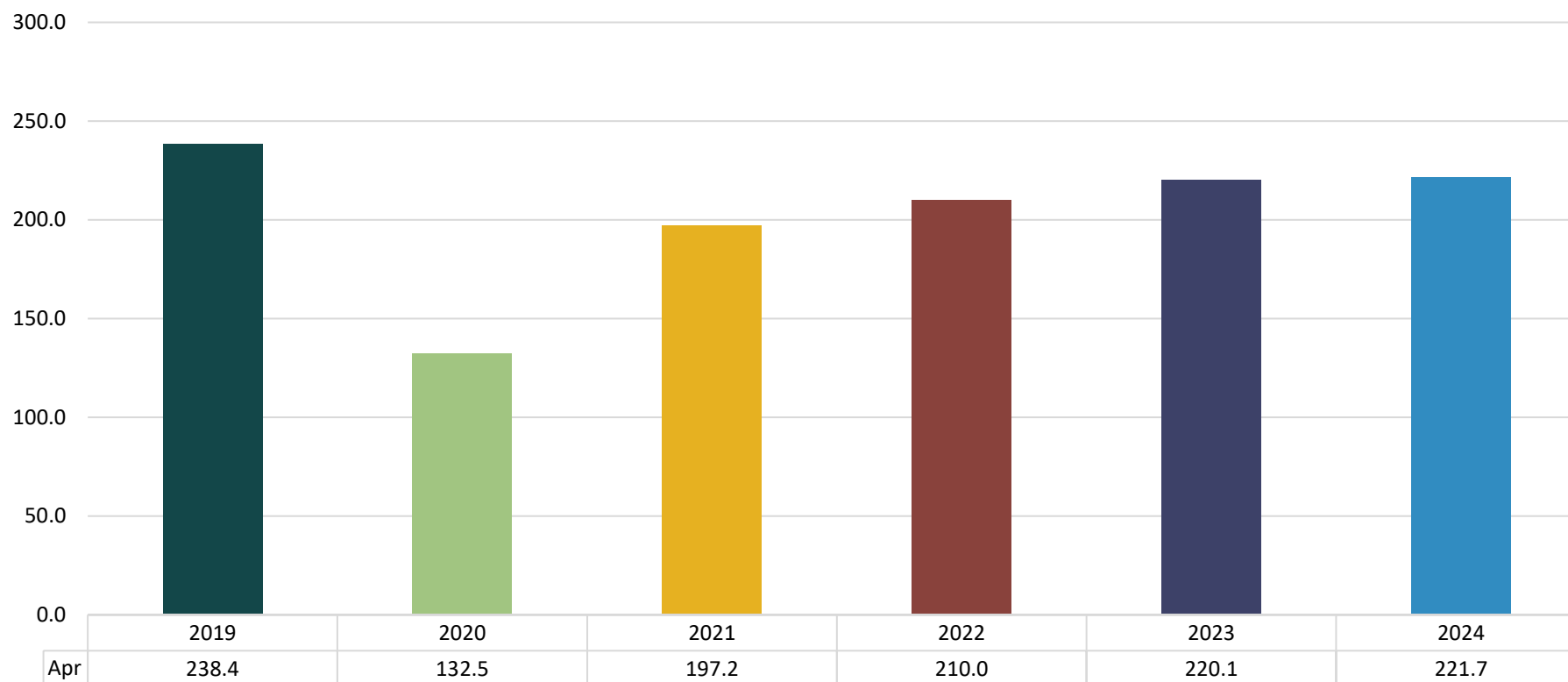


- Louisiana's short-term lodging ADR grew 7.5% over April 2023.
- Louisiana's short-term lodging RevPAR increased 1.8% over last year.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

April Tourism Jobs (in thousands): Yr/ Yr

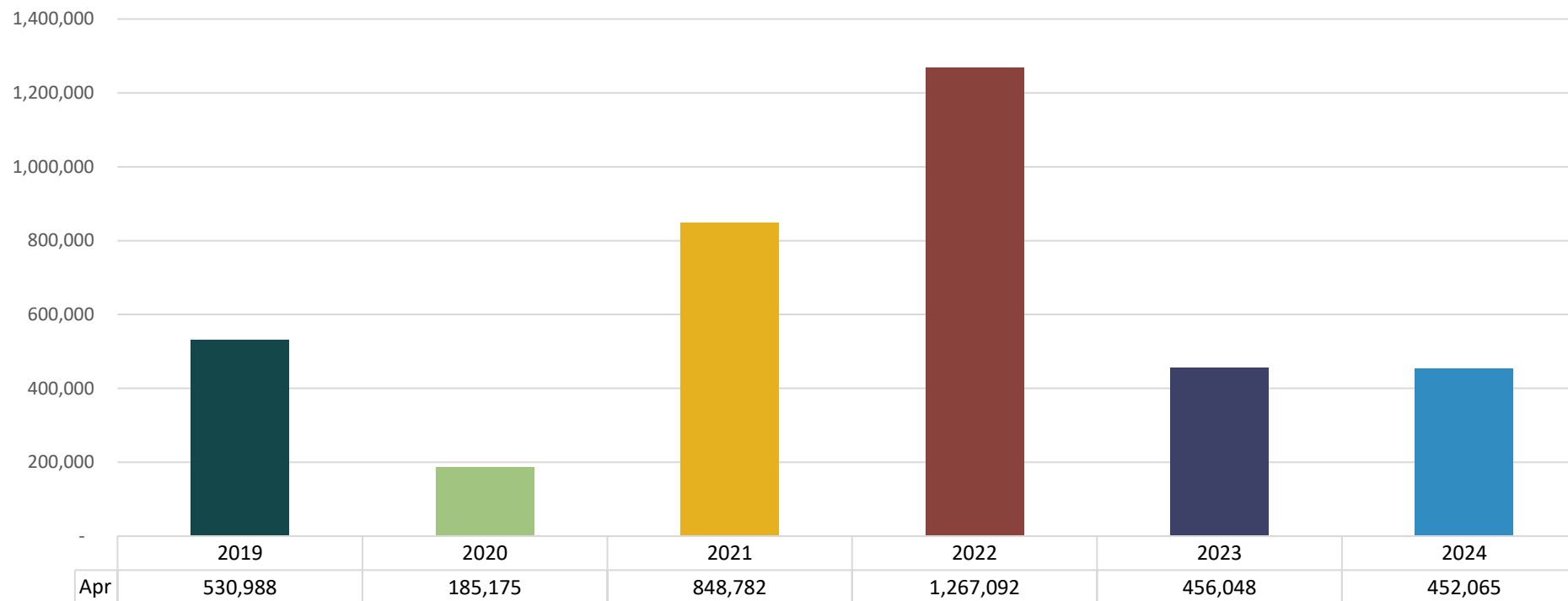


- Louisiana's leisure & hospitality employment increased 0.7% with a gain of 1,600 jobs over April 2023.
- Arts, Entertainment & Recreation gained 1,800 jobs year-over-year.

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

ExploreLouisiana.com

April Website Visits: Yr/Yr

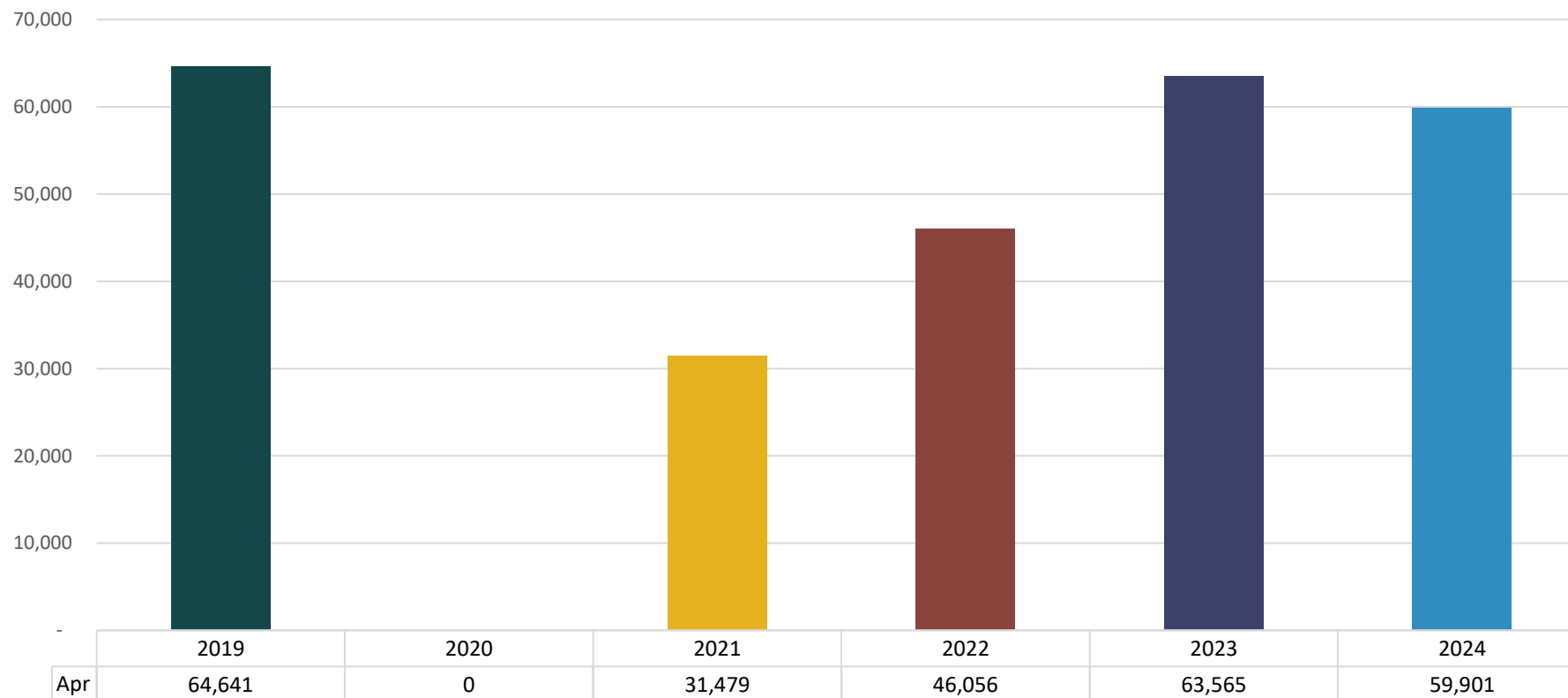


- Website sessions decreased 1% over April 2023.
- Since last April, ExploreLouisiana.com engagement rate increased 11.5%.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

April Welcome Centers Visitation: Yr/Yr

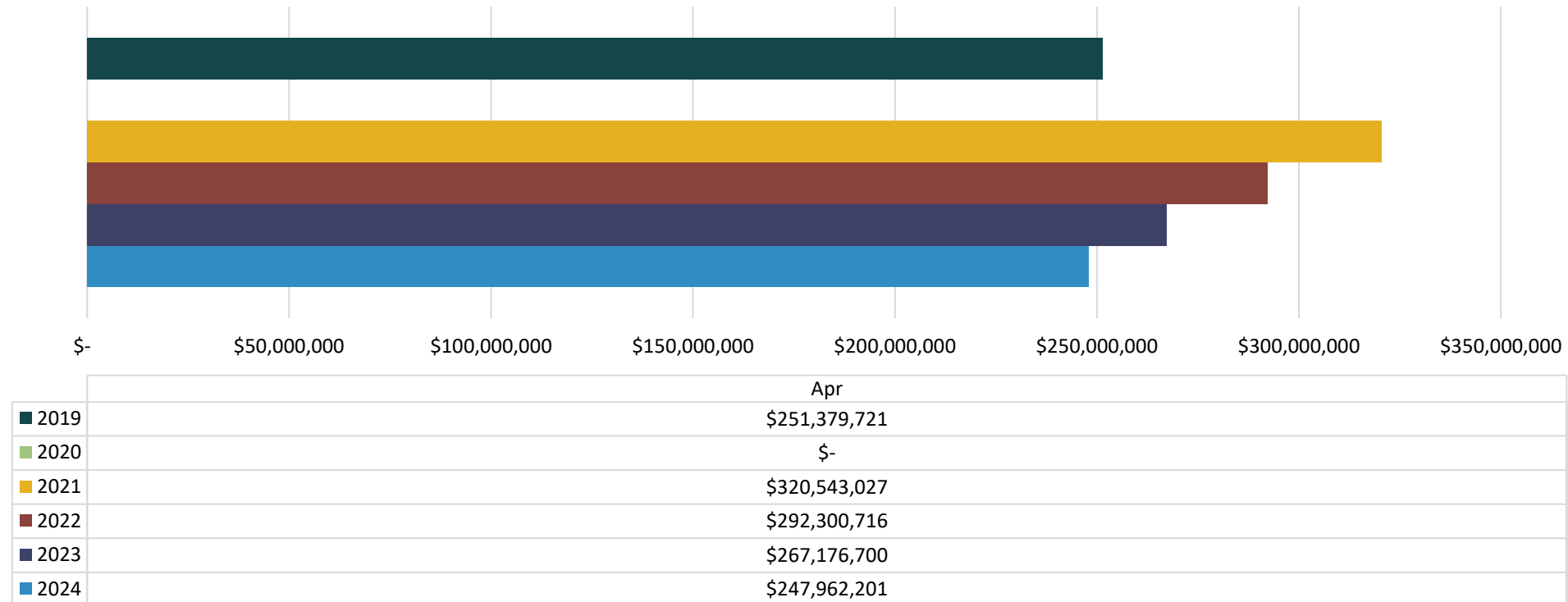


- Louisiana welcome centers had a 6% decrease in visitation over April 2023.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

April Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue was down 7.2% over April 2023.

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment

- 39.1% of travelers expect to take more domestic trips in 2024. *(Future Partners)*
- 37.6% of Global travelers want to visit the U.S. in the next year for food and cuisine. *(Future Partners)*
- About 38.4 million people will make road trips in the US over Memorial Day weekend making this the most than in 20 years. *(AAA)*
- 61% of Canadians are planning to pack their bags within the next year. Canadians are trading impulsive getaways for mindful travel choices, seeking meaningful experiences that align with their values, and aspirations. *(YouGov)*
- Travel demand is not slowing down. Travelers are staying longer and blending business with leisure travel, especially at lower-cost destinations. *(CNBC)*