



State of the Tourism Industry Monthly Report

June 2024

Created July 18, 2024

YEAR OF MUSIC 2024

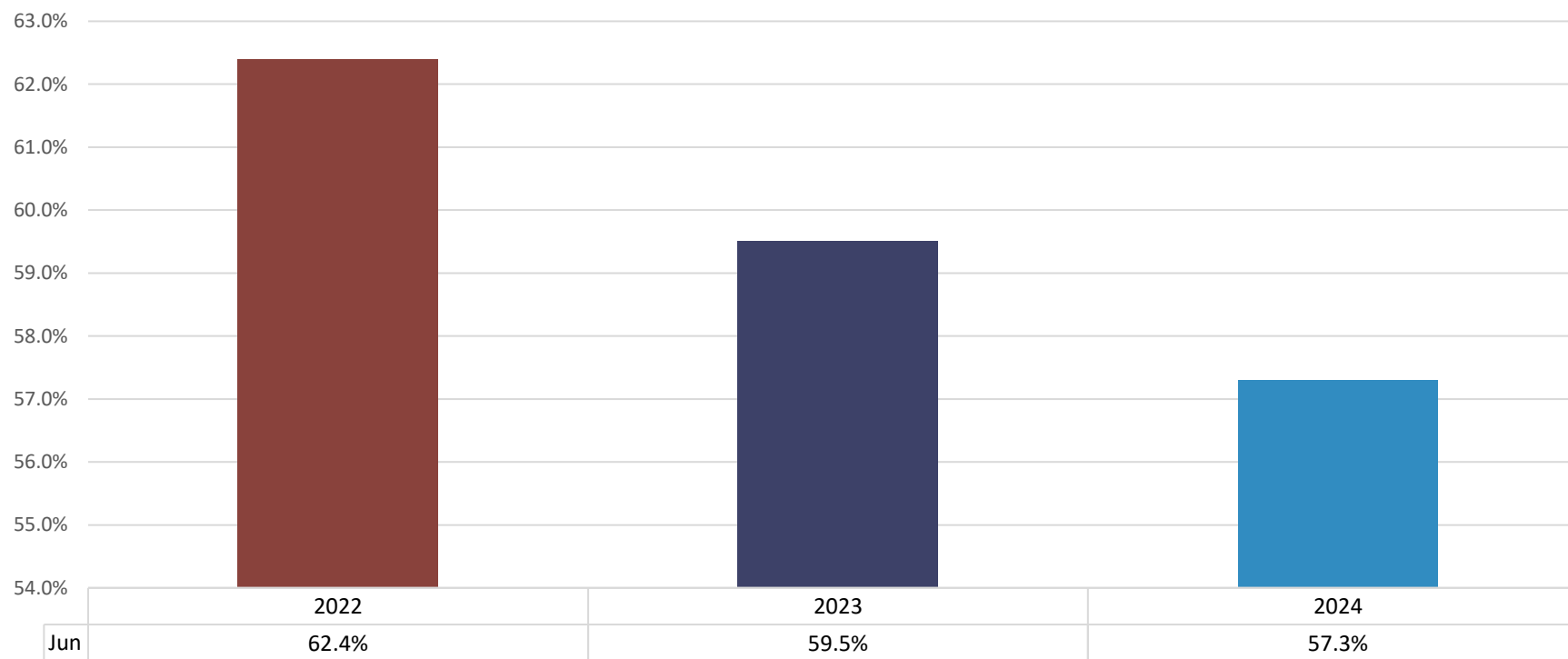


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

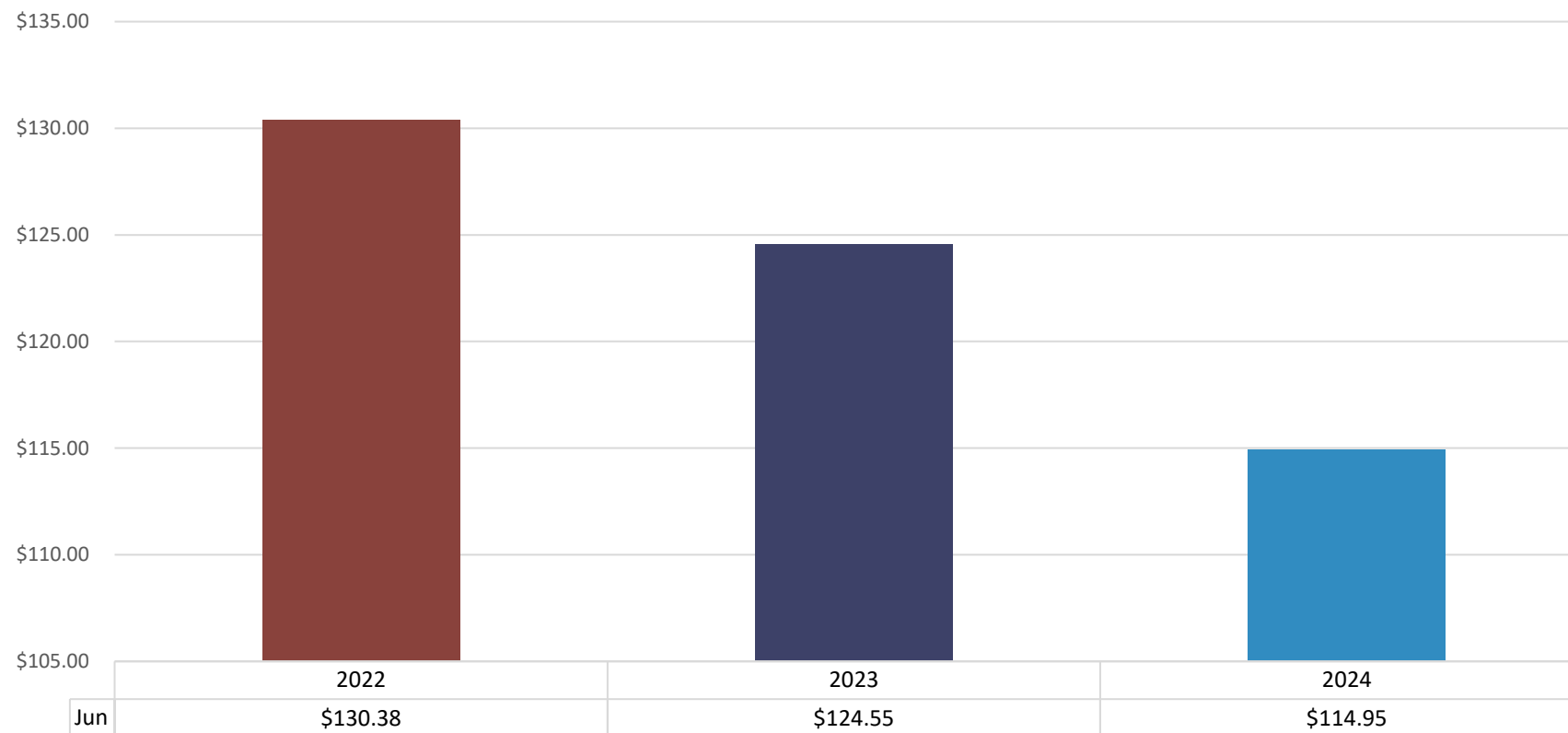
June Occupancy (%): Yr/Yr



- Louisiana's occupancy decreased 3.7% over June 2023.
- Since last month (May), occupancy was down 9%.
- Year-to-date, occupancy is up 1.5% over last year.

(Source: STR)

June ADR (\$): Yr/Yr

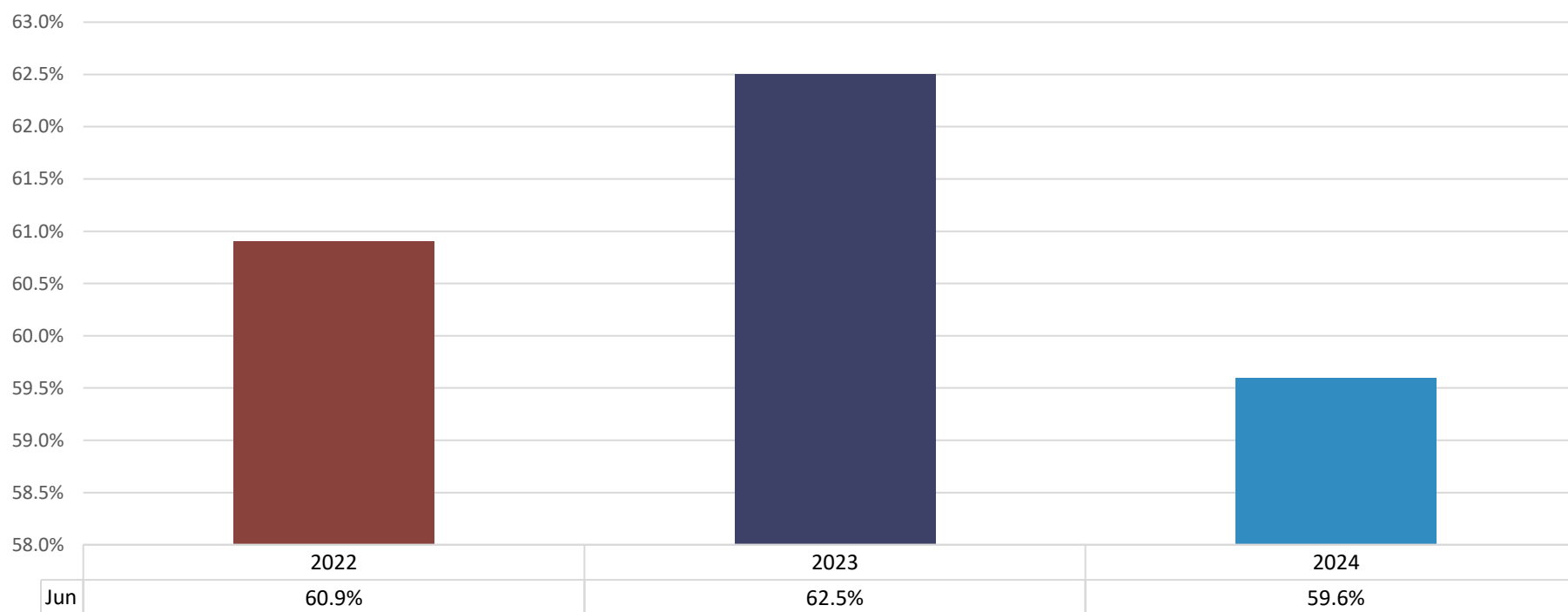


- Louisiana's average daily rates (ADR) decreased 7.7% over June 2023.
- Since last month (May), Louisiana's ADR was down by 17%.

(Source: STR)

Louisiana Lodging (without New Orleans)

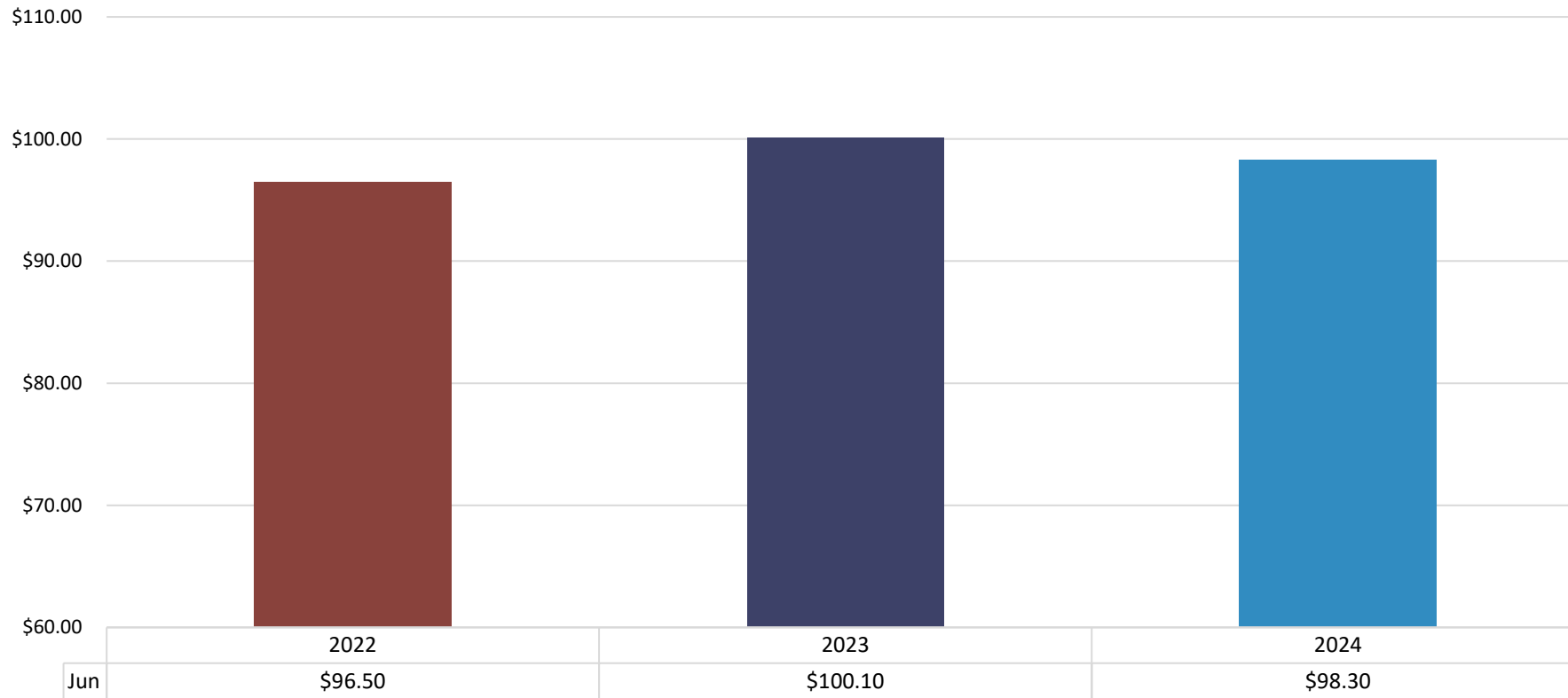
June Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, decreased 4.6% over June 2023.

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

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

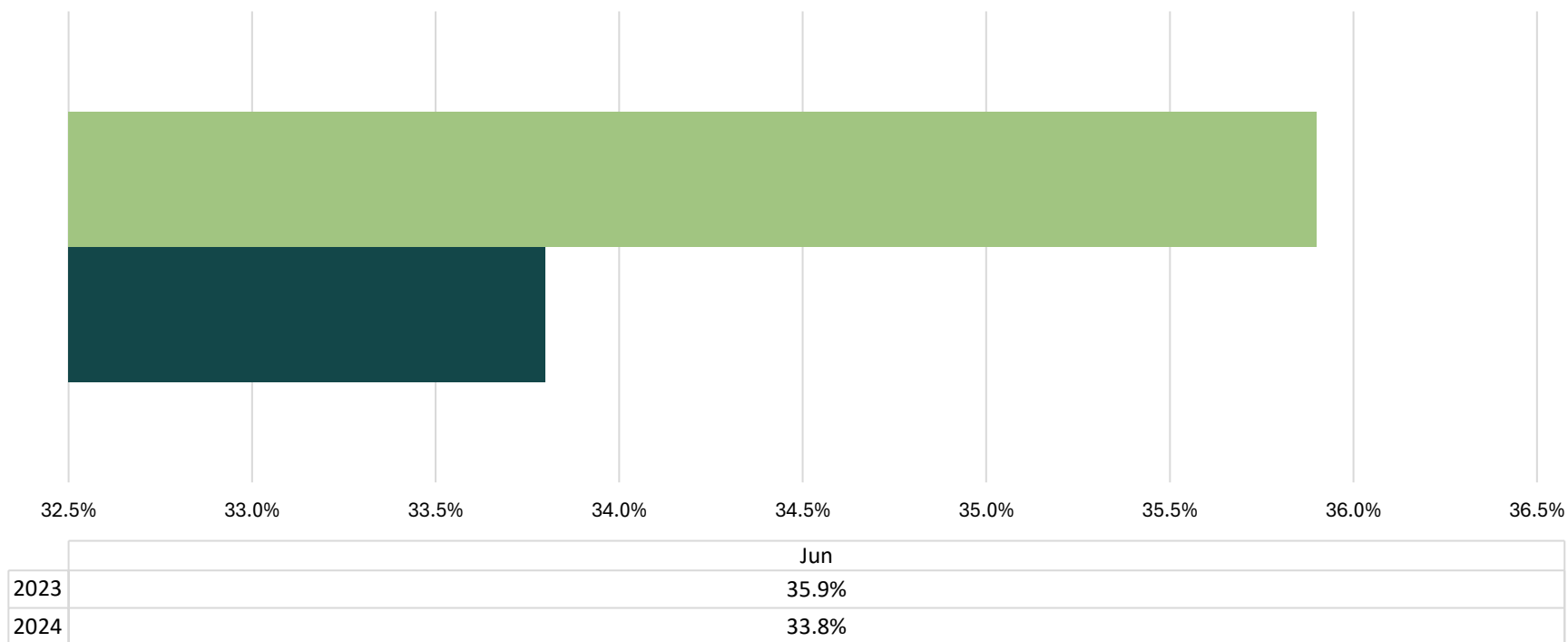


- Louisiana's ADR, excluding New Orleans, decreased by 1.8% over June 2023.

(Source: STR)

Louisiana Short-Term Lodging

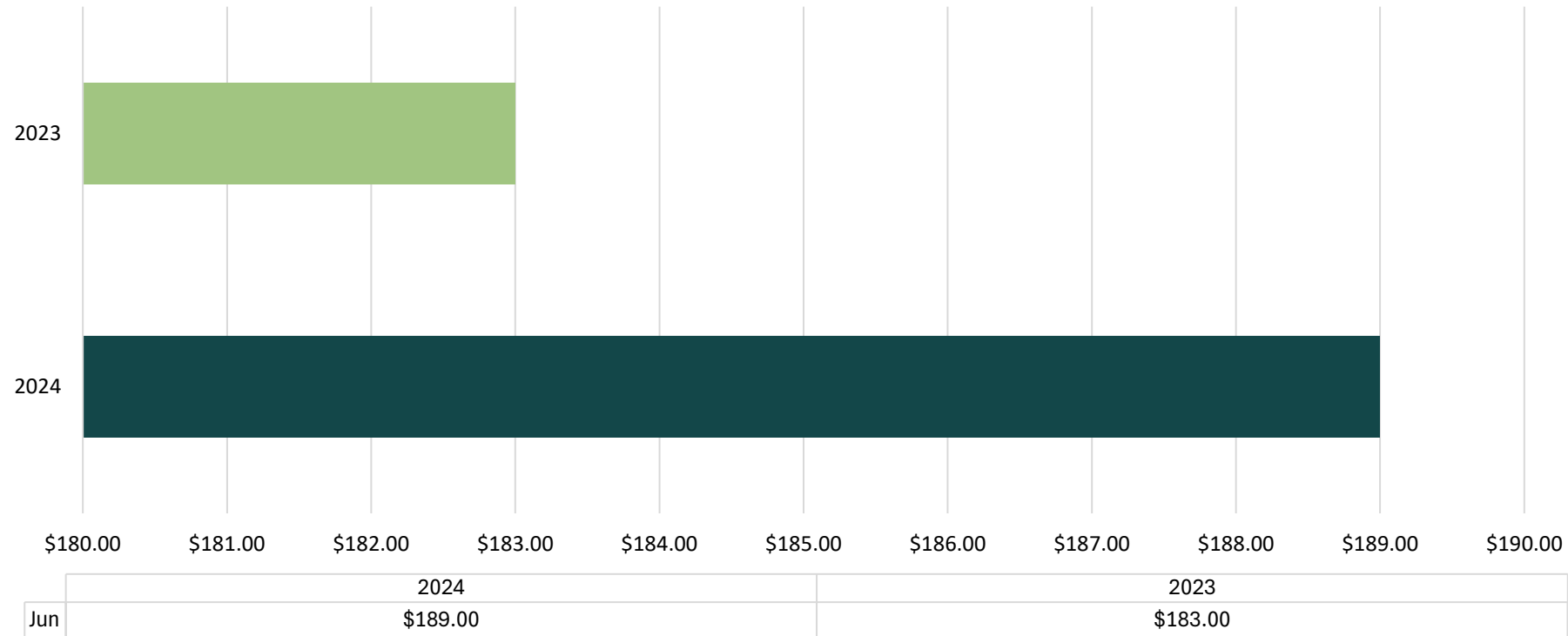
June Short-Term Lodging Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy is down 2.8% over June 2023.

(Source: KeyData)

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

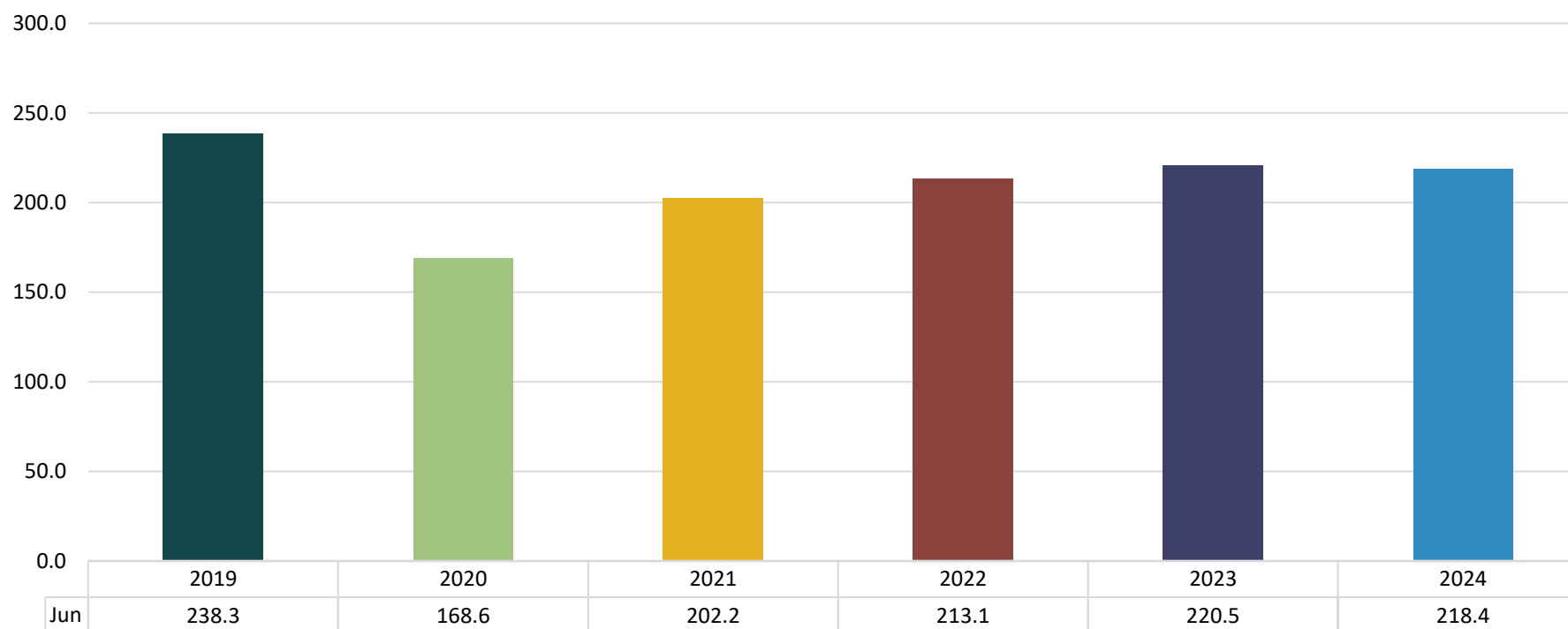


- Louisiana's short-term lodging ADR decreased 9.6% over June 2023.
- Louisiana's short-term lodging Revenue grew 24% over last year.

(Source: KeyData)

Louisiana Leisure & Hospitality Jobs

June Tourism Jobs (in thousands): Yr/ Yr

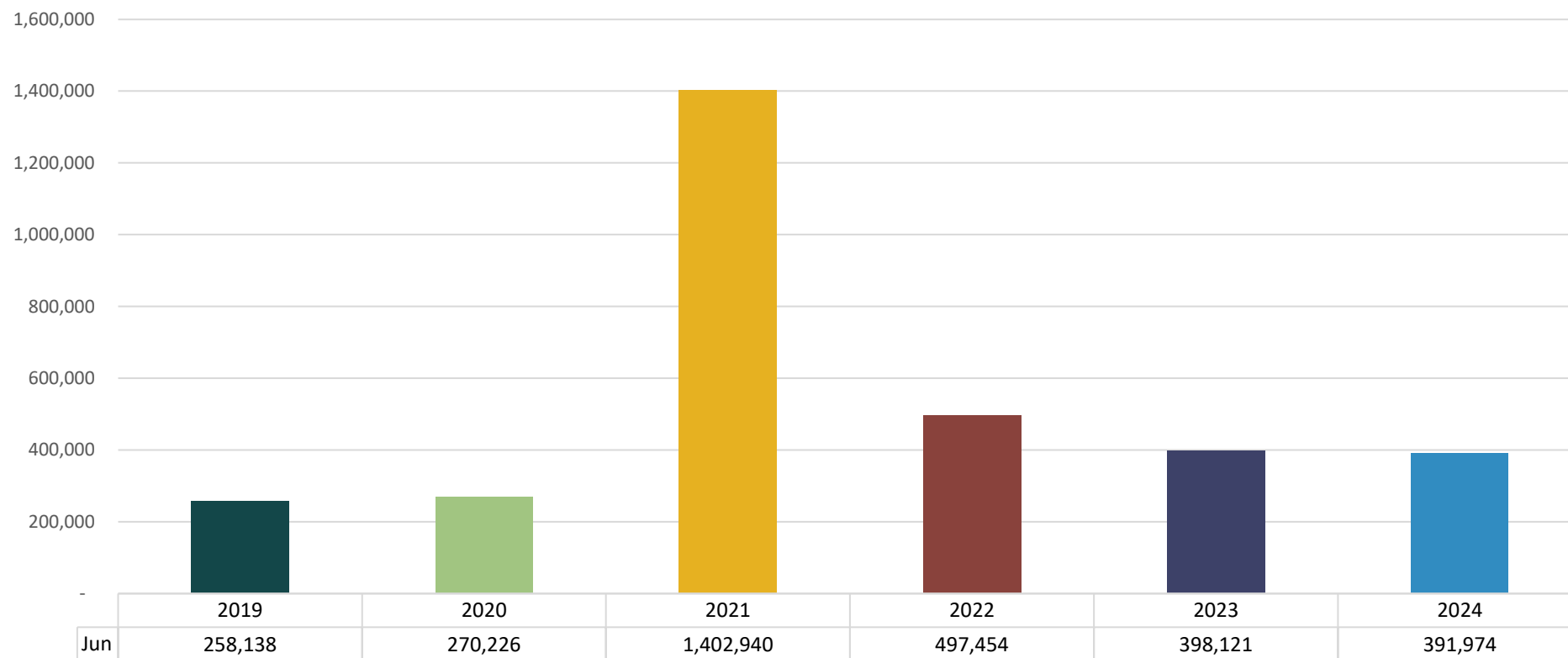


- Louisiana's leisure & hospitality employment slightly decreased by 1% over June 2023.

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

ExploreLouisiana.com

June Website Visits: Yr/Yr

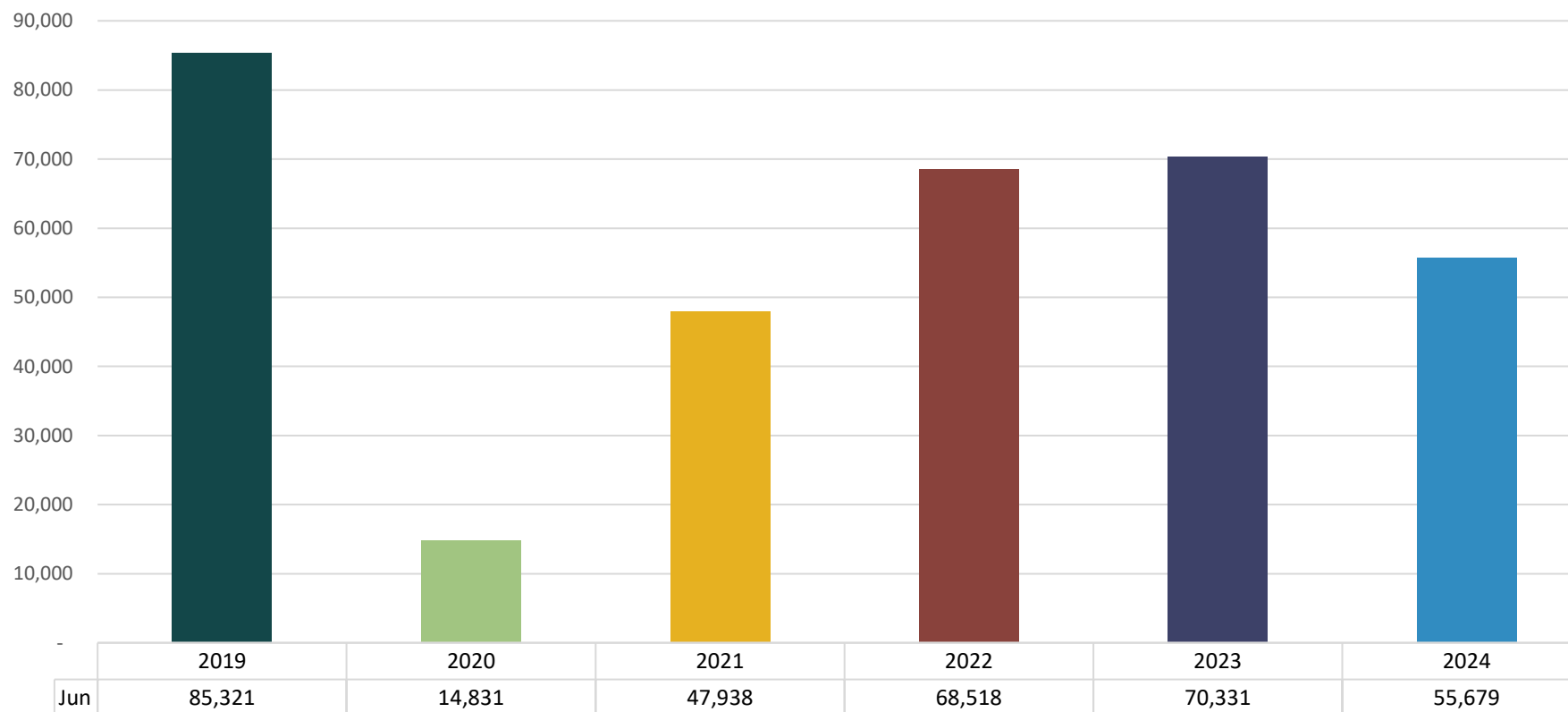


- Sessions are slightly down 2% over June 2023.
- Engagement rate increased 13% over last year.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

June Welcome Centers Visitation: Yr/Yr

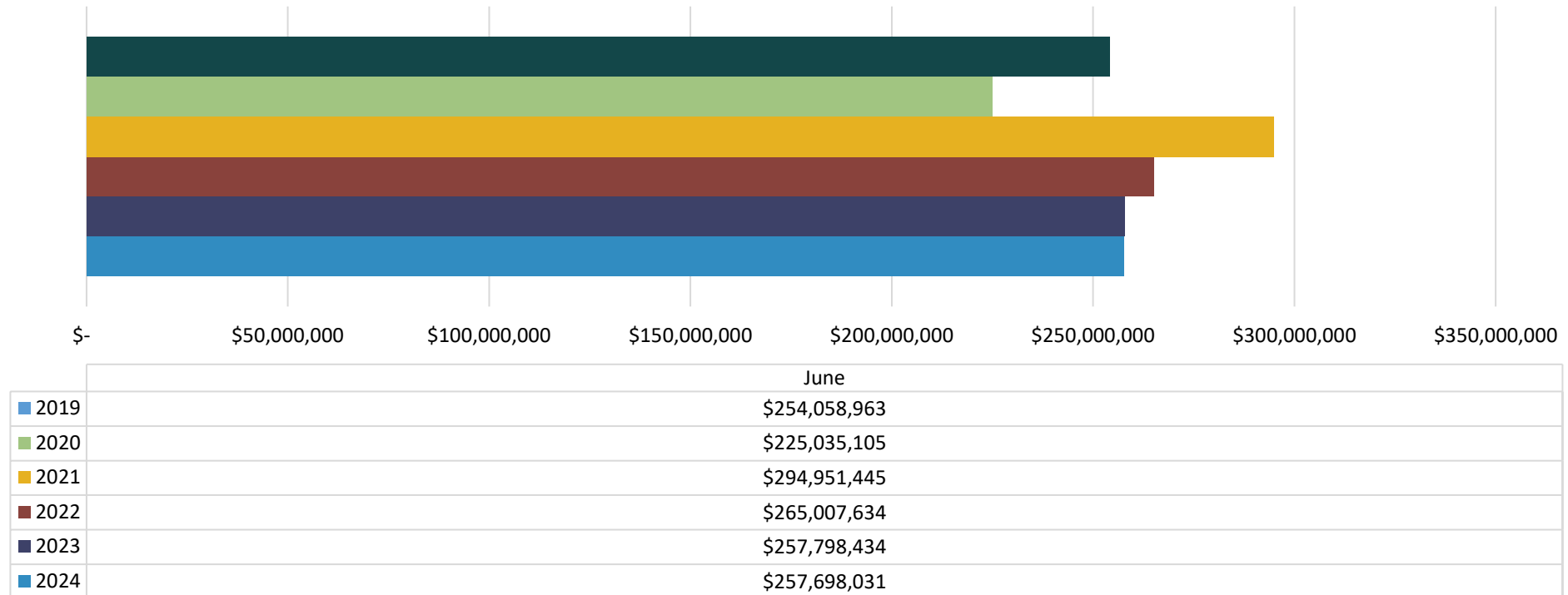


- Louisiana welcome centers had a 21% decrease in visitation over June 2023.

(The Mound Welcome Center is closed until Spring 2025) (Source: LA Welcome Centers)

Louisiana Gaming Revenue

June Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue is flat over June 2023.

(Sources: LSP – Gaming Enforcement Division)

Louisiana and U.S. Travel Sentiment & Trends

- A Louisiana visitor spends an average of \$479 per party, per stay while in destination. *(MMGY)*
- Louisiana is primarily a drive destination (85%) with visitors traveling 247 miles one-way. *(MMGY)*
- The most popular activities for visitors to Louisiana are 1) shopping; 2) visiting friends/relatives; 3) culinary/dining experiences; 4) business/work; and 5) gambling. *(MMGY)*
- Travelers plan to visit Louisiana 6.70 times on average in the next three years - more than the average US destination (6.28 times). *(MMGY)*
- U.S. is ranked the top country for tourism in 2024. *(World Economic Forum)*
- With just July and August left in the summer season, just over half (50.7%) of American travelers said they have a trip planned during either of those months. *(Future Partners)*
- Overseas arrivals to the U.S. are up 17.5% over last year. *(NTTO)*