

Lt. Governor Billy Nungesser

# State of the Tourism Industry Quarterly Report

July – September 2024



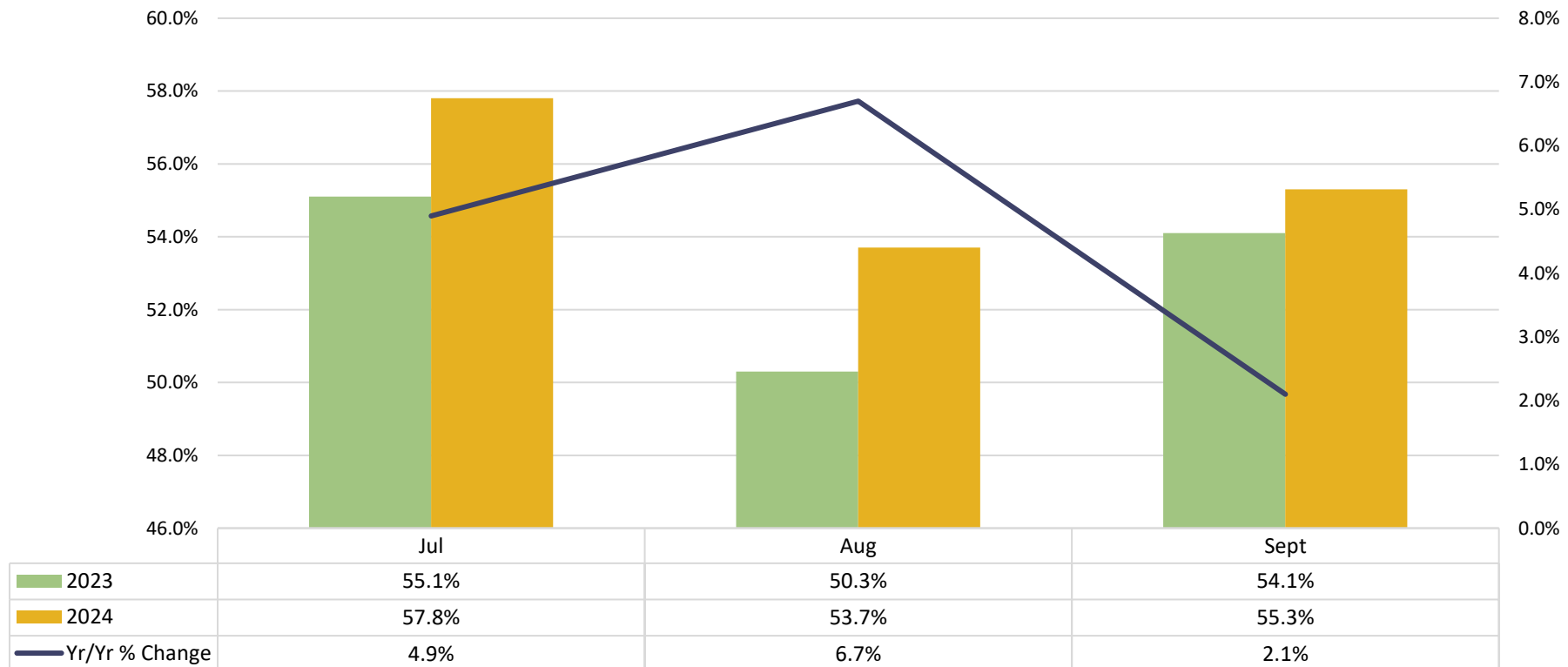
LIEUTENANT GOVERNOR  
BILLY NUNGESSER

LOUISIANA  
Feed Your Soul.



# Louisiana Lodging

Occupancy (%): Quarterly Yr/Yr



- Louisiana's occupancy decreased 4% from July to September 2024.
- Louisiana's average occupancy increased by 4.6% over the last 3<sup>rd</sup> quarter.

(Source: STR)

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



- Louisiana's average daily rates (ADR) had a 1% growth from July to September 2024.

(Source: STR)

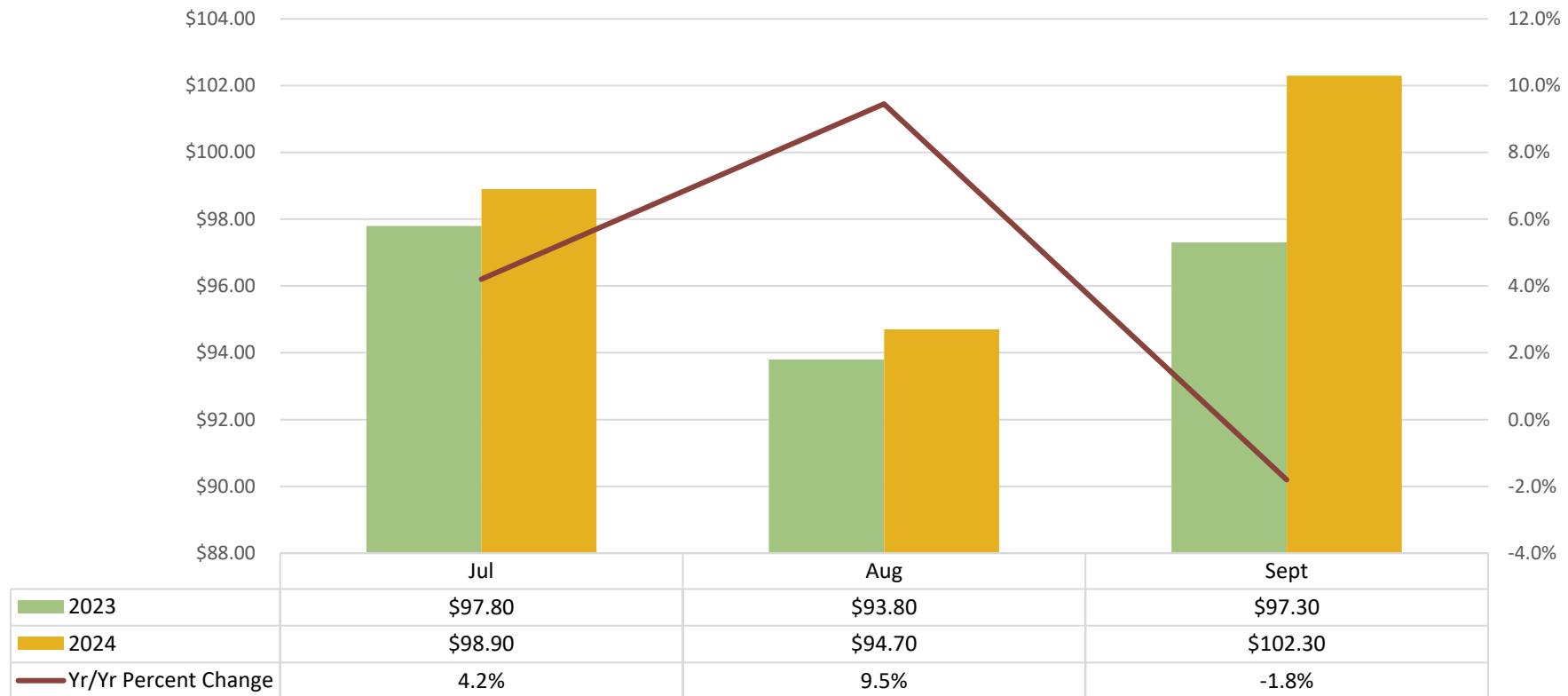
# Louisiana Lodging (without New Orleans)

Quarterly Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, decreased by 1.3% from July to September 2024.
- Louisiana's average occupancy increased by 1.4% over the last 3<sup>rd</sup> quarter.

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

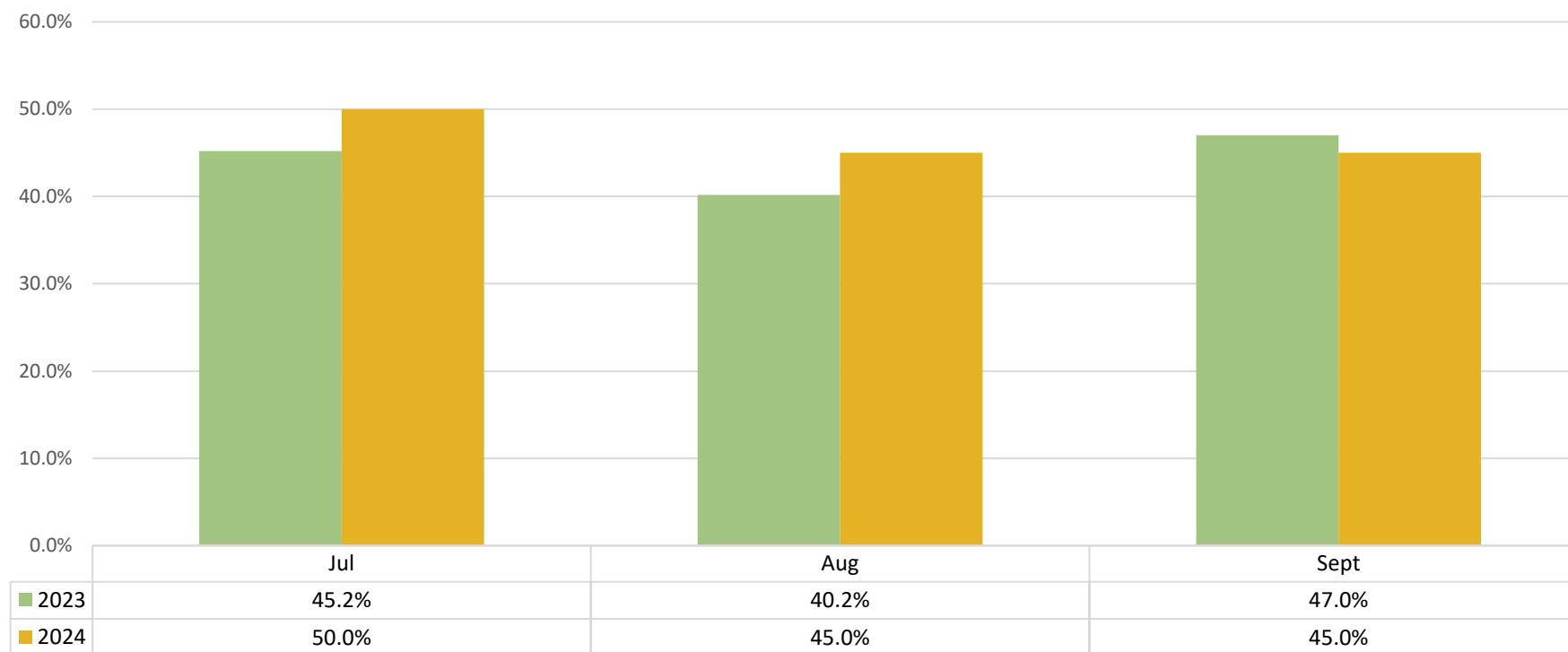


- Louisiana’s ADR, excluding New Orleans, grew 3.4% from July to September 2024.
- Louisiana’s average ADR increased by 2.4% over the last 3<sup>rd</sup> quarter.

*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 average length of stay is 3.3 days in 2024.

(Source: AirDNA)

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



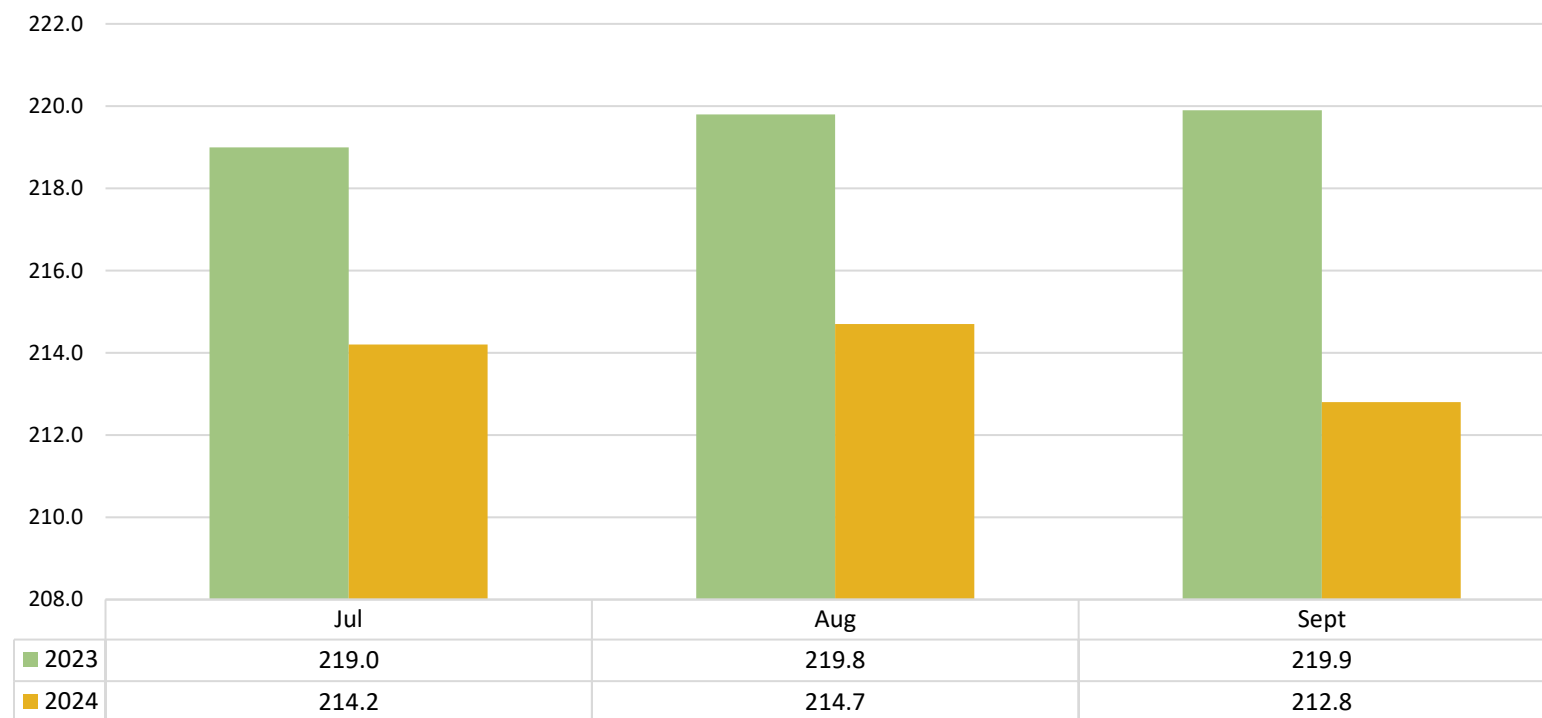
- Louisiana's short-term lodging average ADR was up 4% over July to September 2023.

(Source: AirDNA)

# Louisiana Tourism Jobs

(Seasonally adjusted)

Quarterly Tourism Jobs (in thousands): Yr/Yr



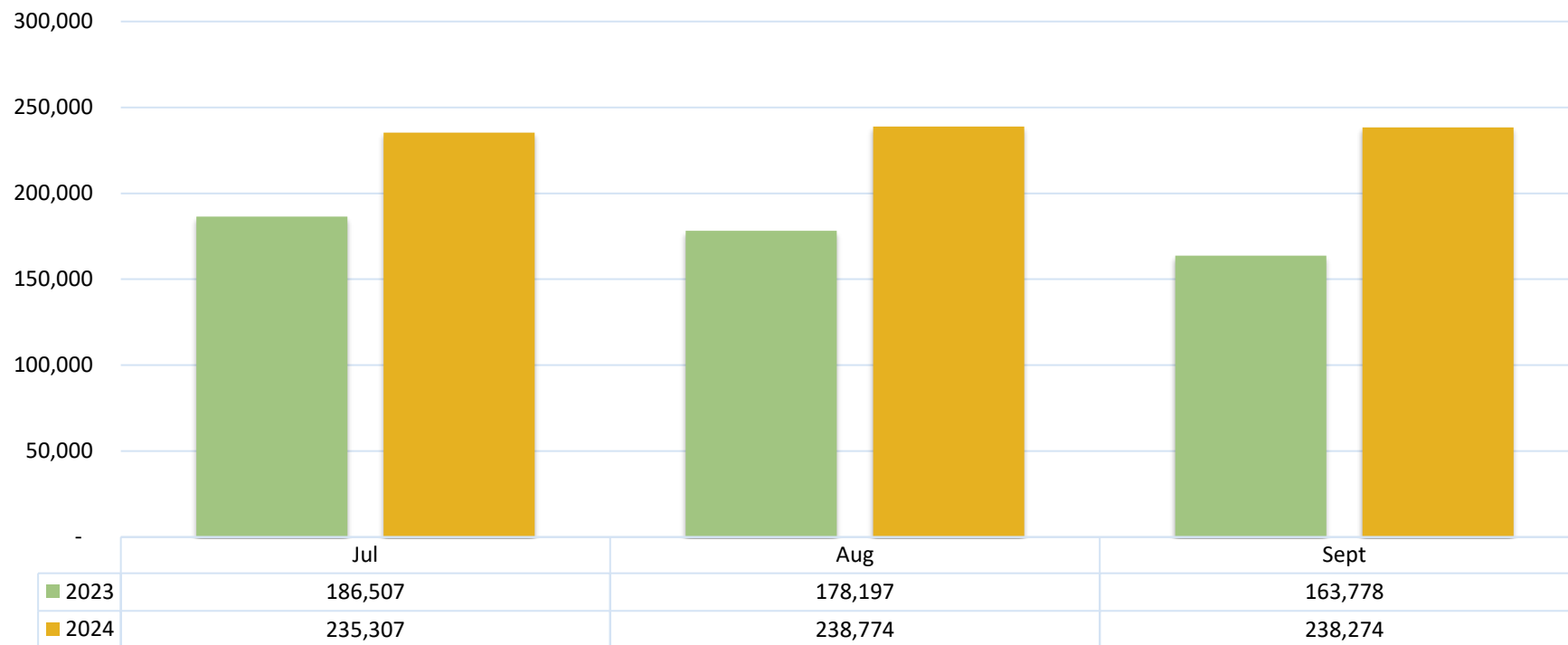
- Louisiana's leisure & hospitality industry was slight down 0.7% from July to September 2024.

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



# ExploreLouisiana.com

Website Visits: Quarterly Yr/Yr



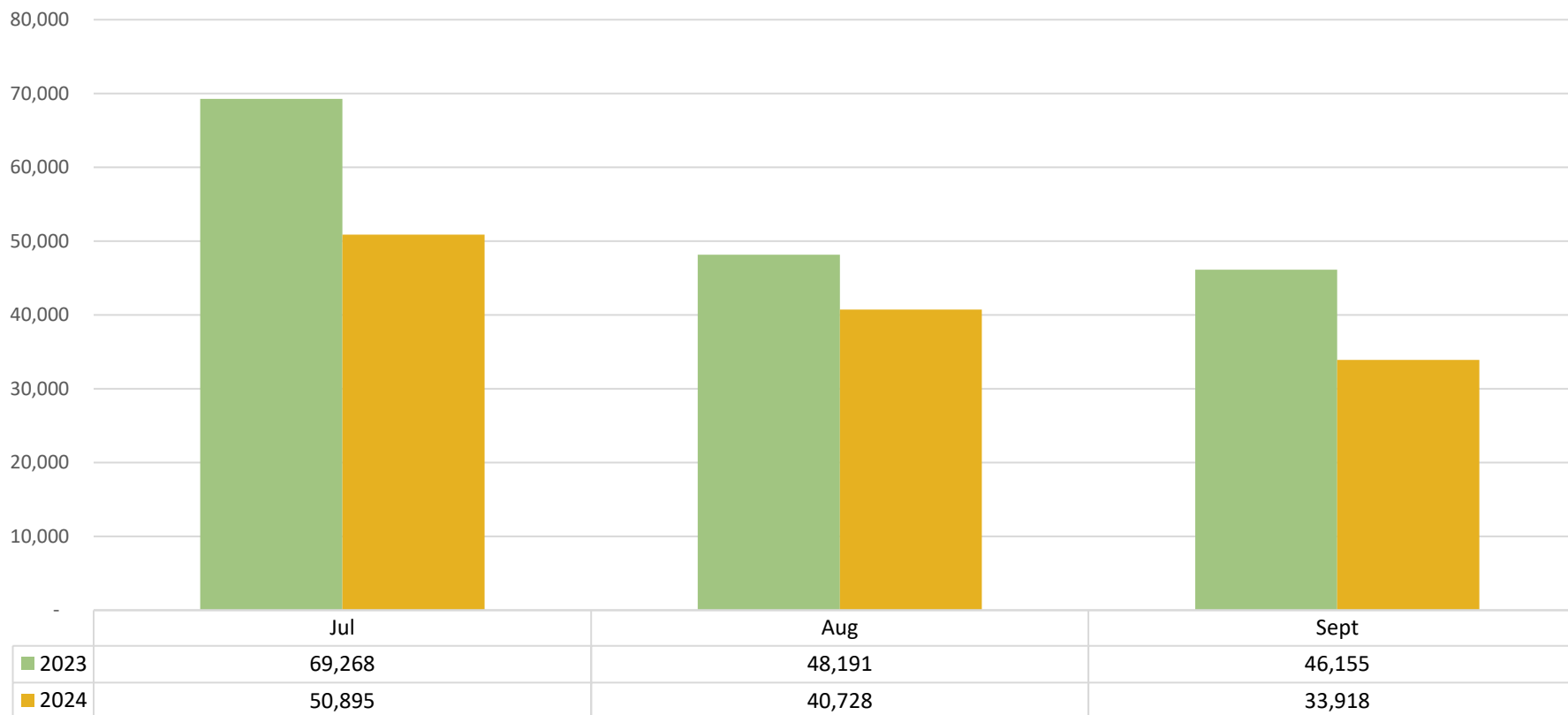
- Web visits increased by 1.3% from July to September 2024.
- Nearly 50% increase in pageviews over July to September 2023.

(# 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 received 14,155 international visitors from July to September 2024.
- Nearly 7,700 welcome centers visitors were from Florida during Q3 2024.

*(Mound Welcome Center is temporarily closed for repairs) (Source: LA Welcome Centers)*

# Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr



- Louisiana's gaming revenue decreased by 6% from July to September 2024.

(Source: LA State Police)

# Media Coverage



Online media had the share (86.4%) of total mentions and potentially reached an audience of 6.1 billion in Q3.

(Source: Cision)



# Louisiana and U.S. Travel Sentiment

- New Orleans ranks #19 in this year's city ranking for Americas Best Cities. The place power highlights for New Orleans were Shopping and Culture. Baton Rouge ranks 84th for Americas Best Cities and the place power highlights are average rent and cost of living. *(Resonance)*
- U.S. is ranked the top country for tourism in 2024. *(World Economic Forum)*
- Travelers are increasingly focused on making memories rather than accumulating things, reinforcing the attitude that life is best measured by the adventures we undertake and the connections we create along the way. *(US Travel and Tourism Advisory Board)*
- During their fall travels, over half of travelers (65%) plan to visit friends and family; 46% plan to take a road trip; and 32% plan to visit a national park, state park, or monument. *(Longwoods International)*
- As of September 2024, the largest share of respondents said they have a trip planned for Christmas (29.5%) and/or Thanksgiving (23.5%). *(Future Partners)*