



# State of the Tourism Industry Monthly Report

November 2024

Created December 20, 2024

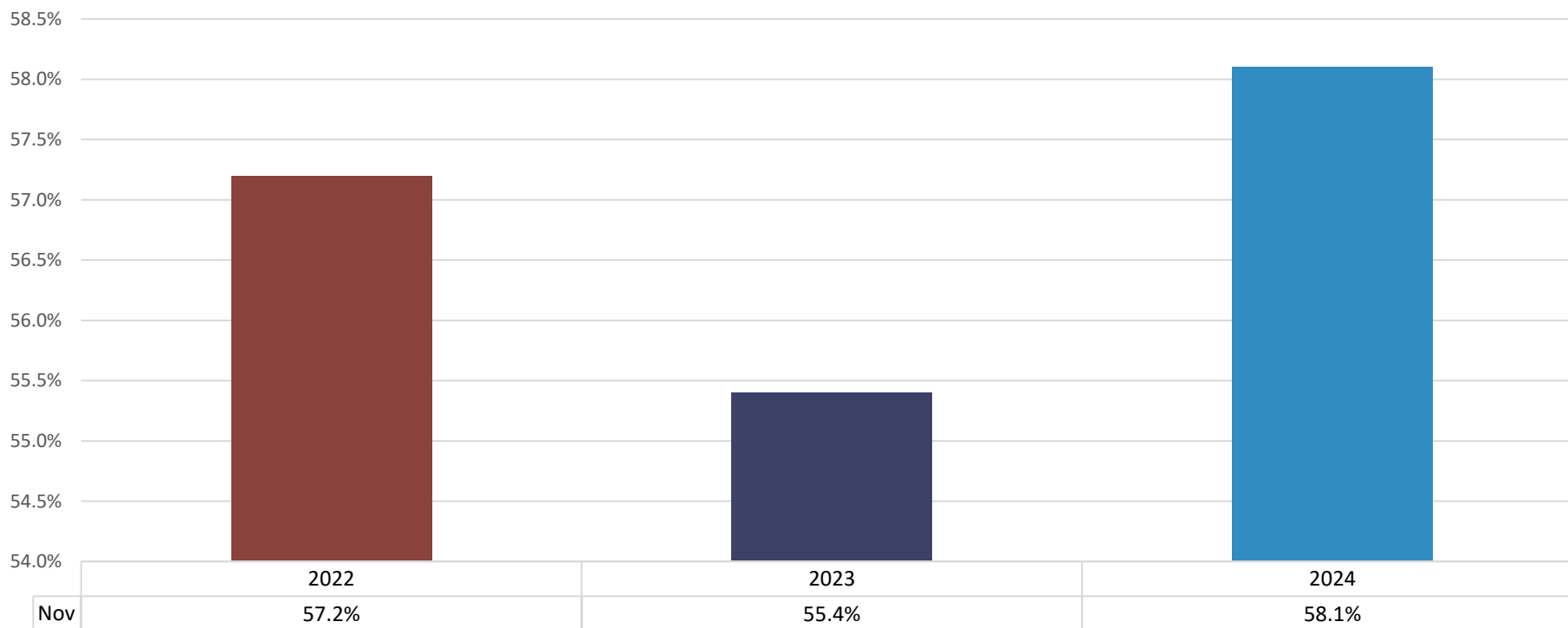


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# Louisiana Lodging

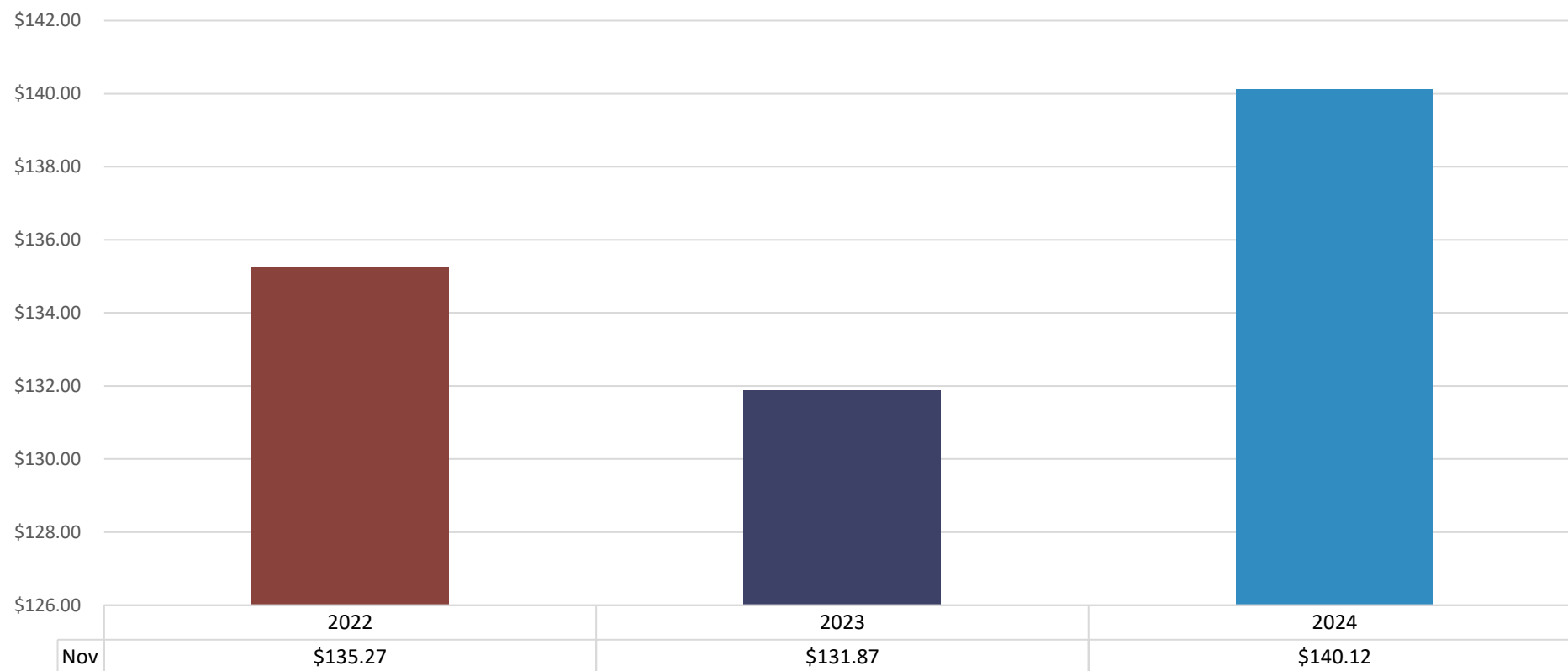
November Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy increased by 4.5% over November 2023.
- Since last month (October), occupancy was down 9.2%.
- Year-to-date, occupancy is up 3%.

(Source: STR)

### November ADR (\$): Yr/Yr



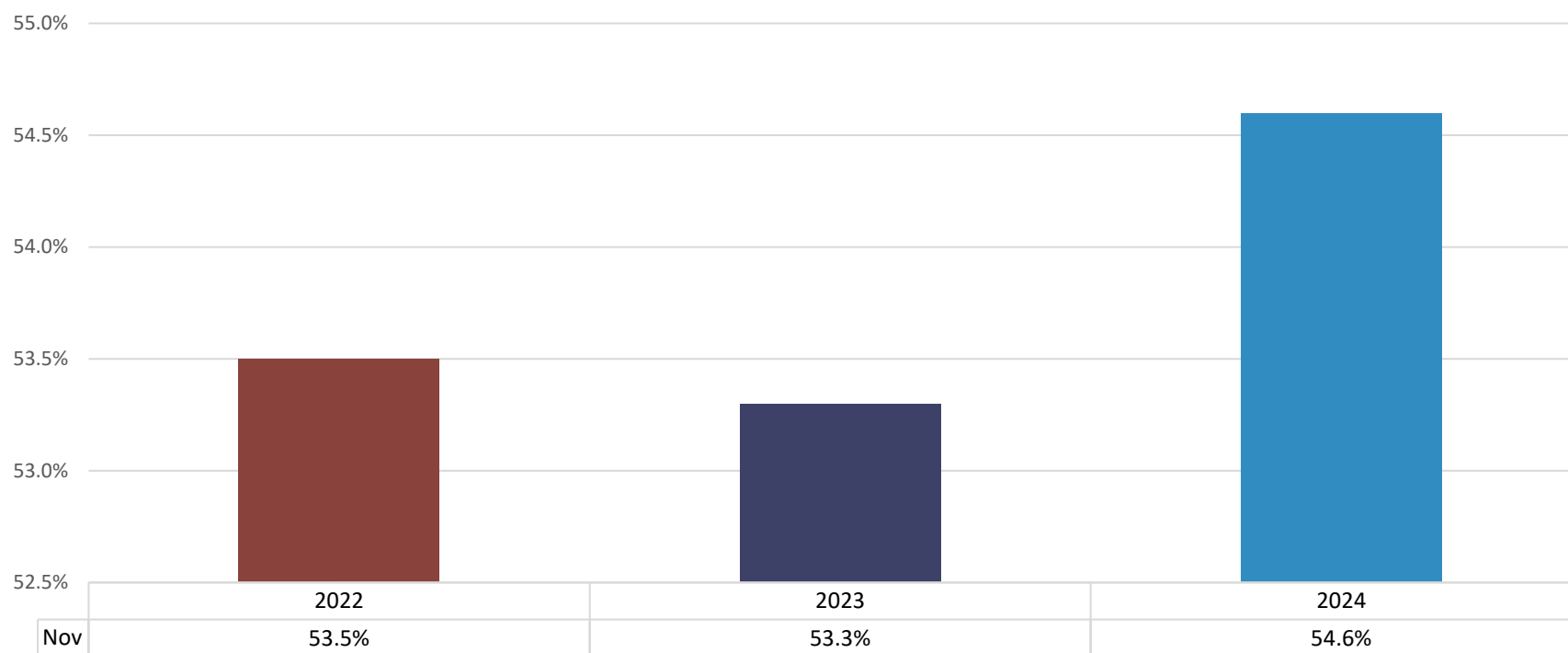
- Louisiana's average daily rates (ADR) grew 6.3% over November 2023.
- Louisiana's demand increased 4.4% year-over-year.

(Source: STR)



# Louisiana Lodging (without New Orleans)

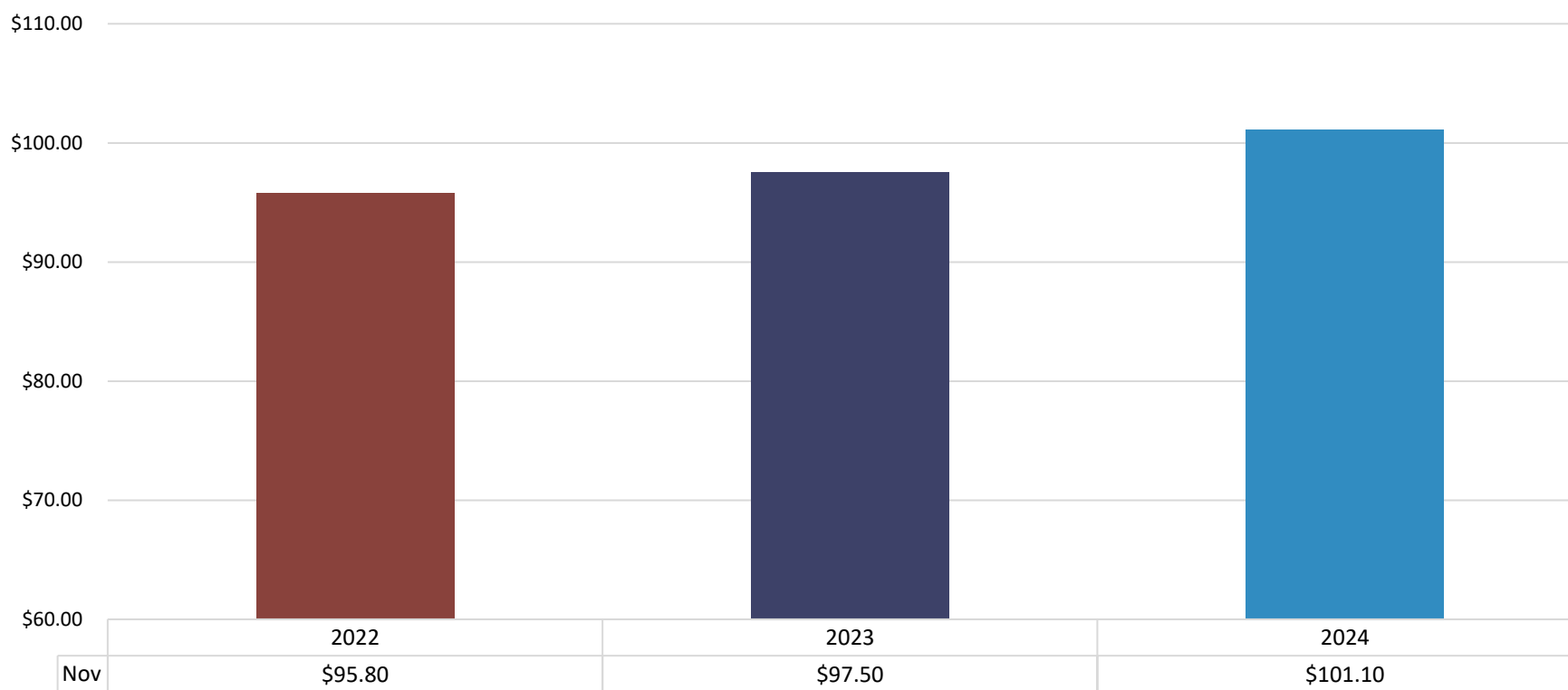
November Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased by 2.4% over November 2023.

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

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

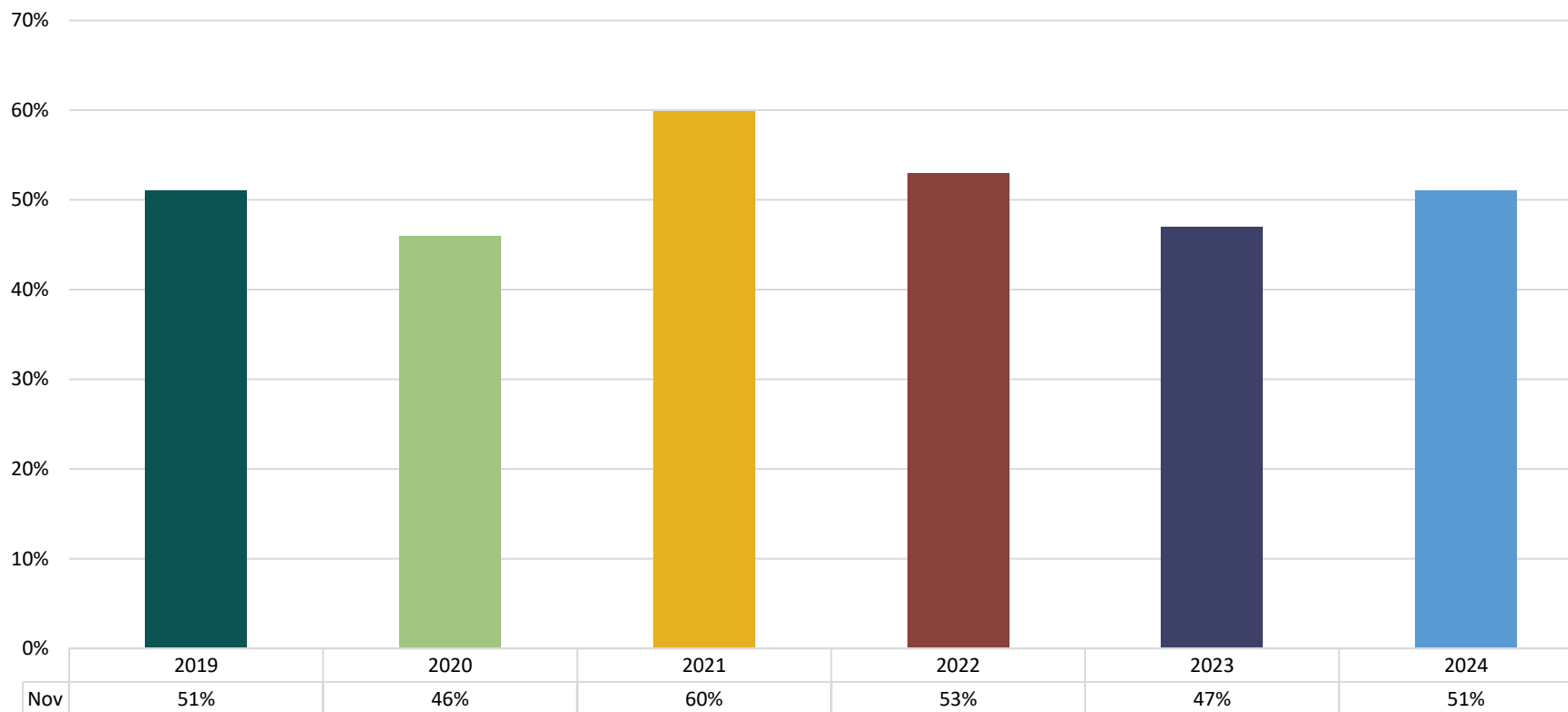


- Louisiana's ADR, excluding New Orleans, grew by 3.7% over November 2023.

(Source: STR)

# Louisiana Short-Term Lodging

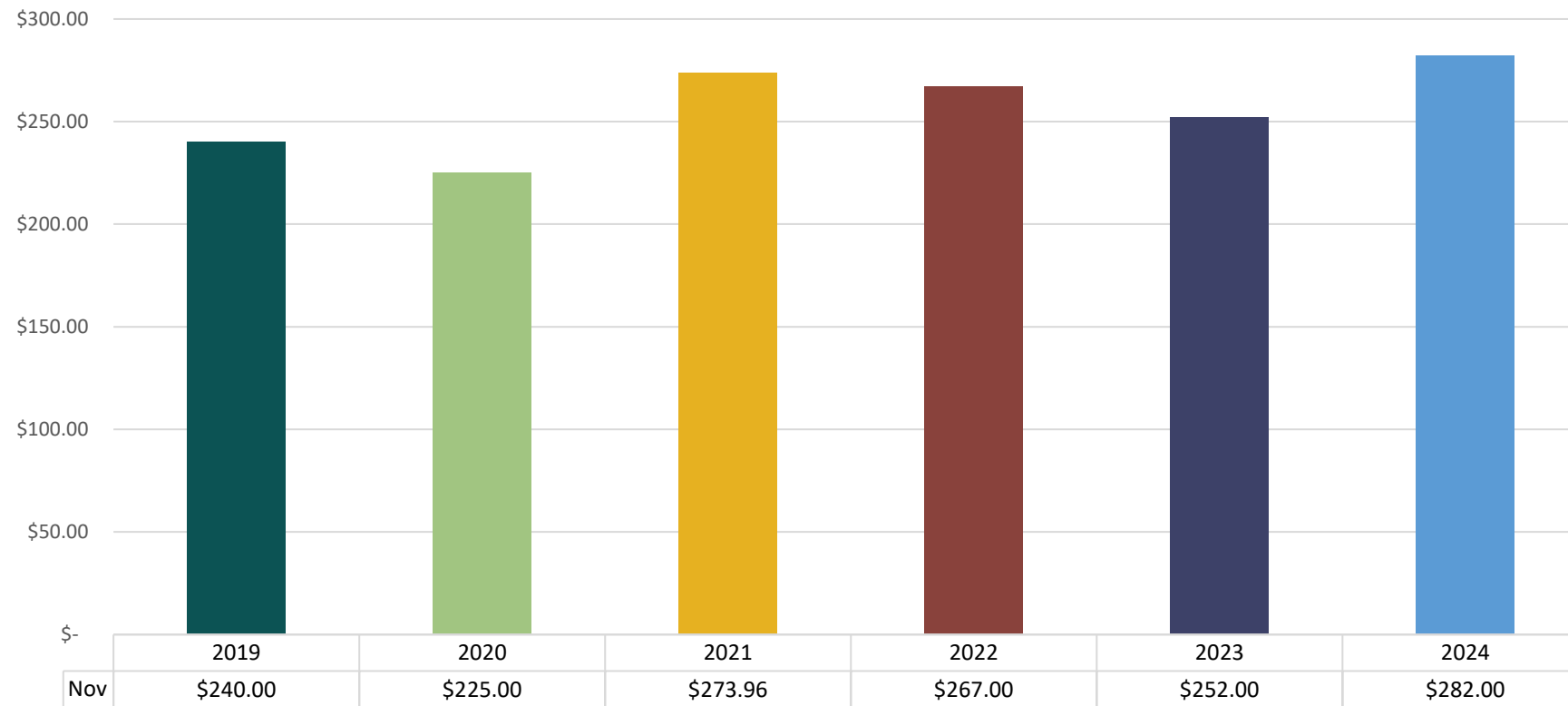
November Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy increased 8.9% over November 2023.
- Booked listings increased 10.9% over last year.

(Source: AirDNA)

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

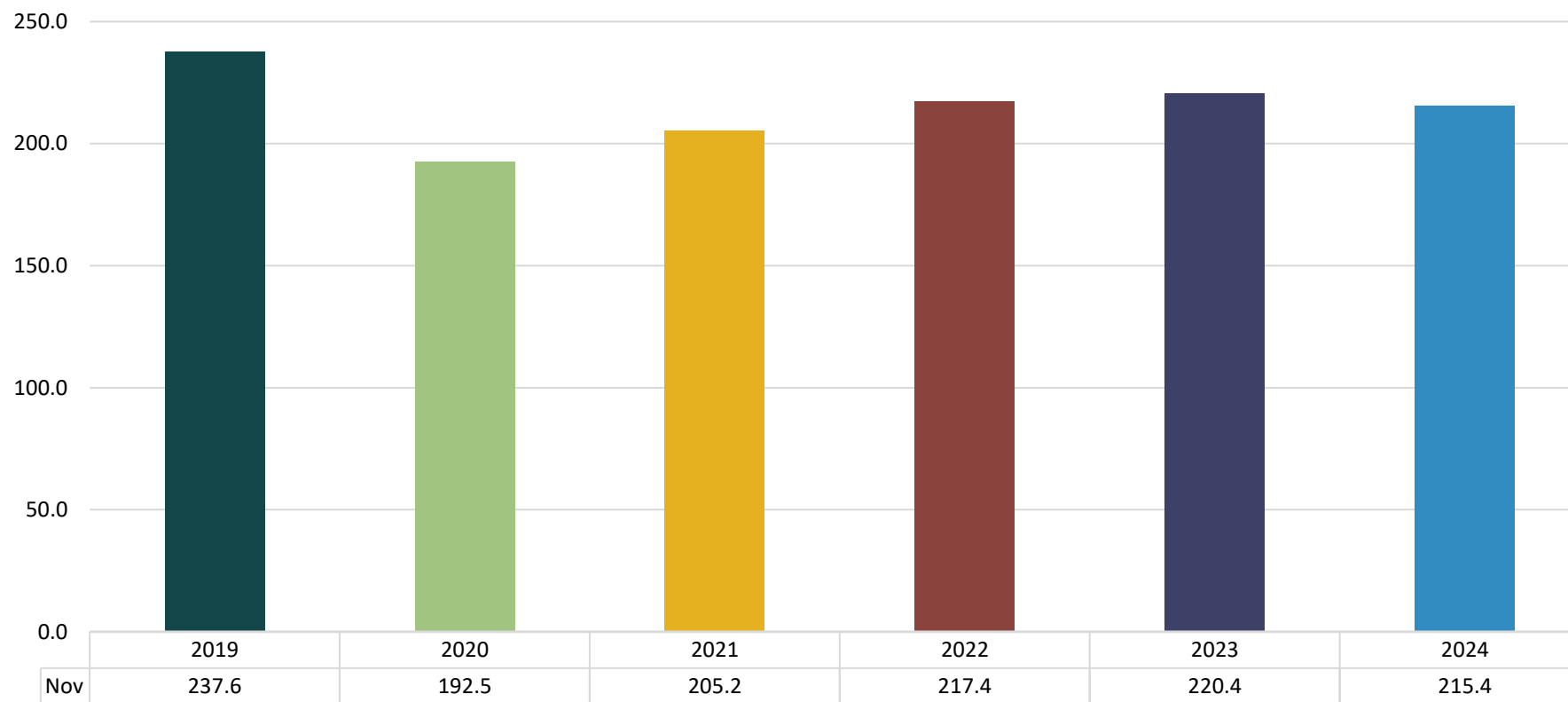


- Louisiana's short-term lodging ADR grew 11.9% over November 2023.
- Louisiana's short-term lodging RevPAR increased by 21.7% over last year.

(Source: AirDNA)

# Louisiana Leisure & Hospitality Jobs

November Tourism Jobs (in thousands): Yr/ Yr



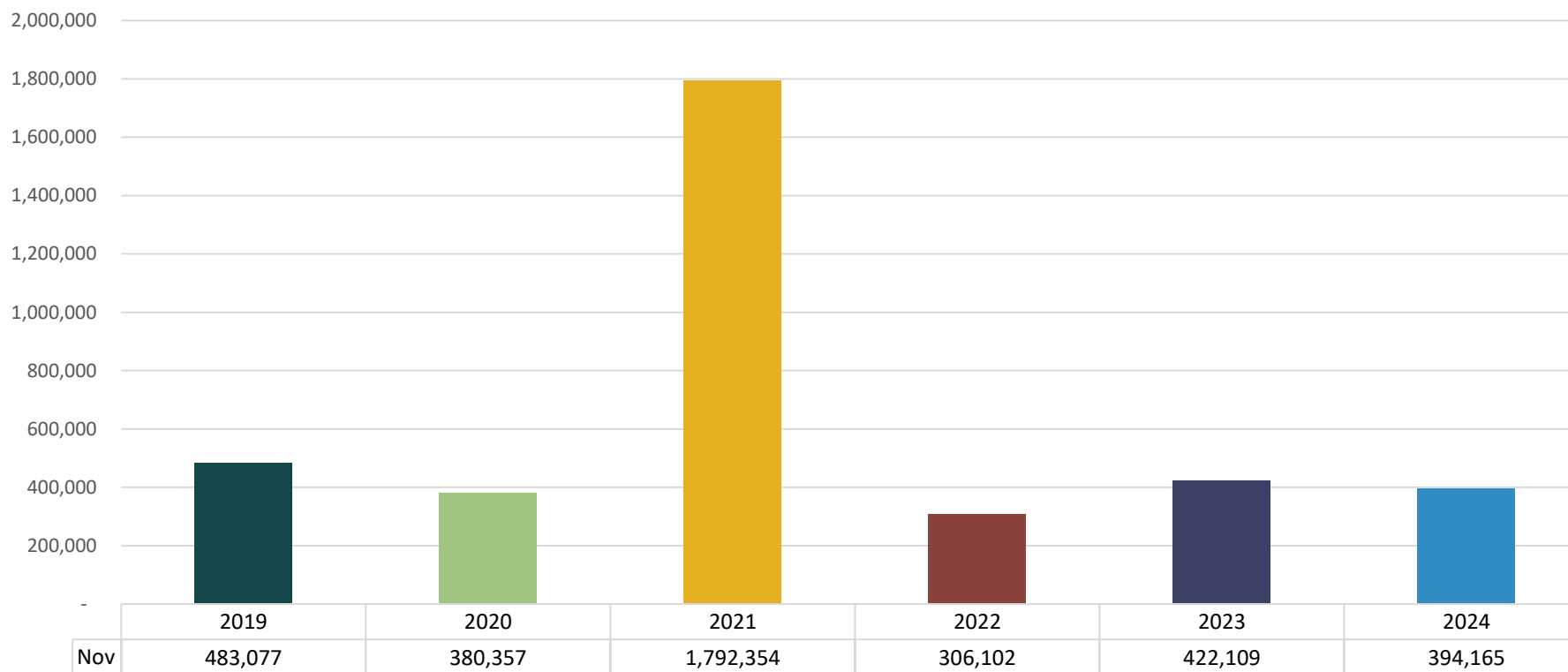
- Arts, Entertainment and Recreation jobs gained 300 jobs over last month and grew 0.4% over last year.

*[November jobs are preliminary & seasonally adjusted.] (Sources: BLS)*



# ExploreLouisiana.com

November Website Visits: Yr/Yr

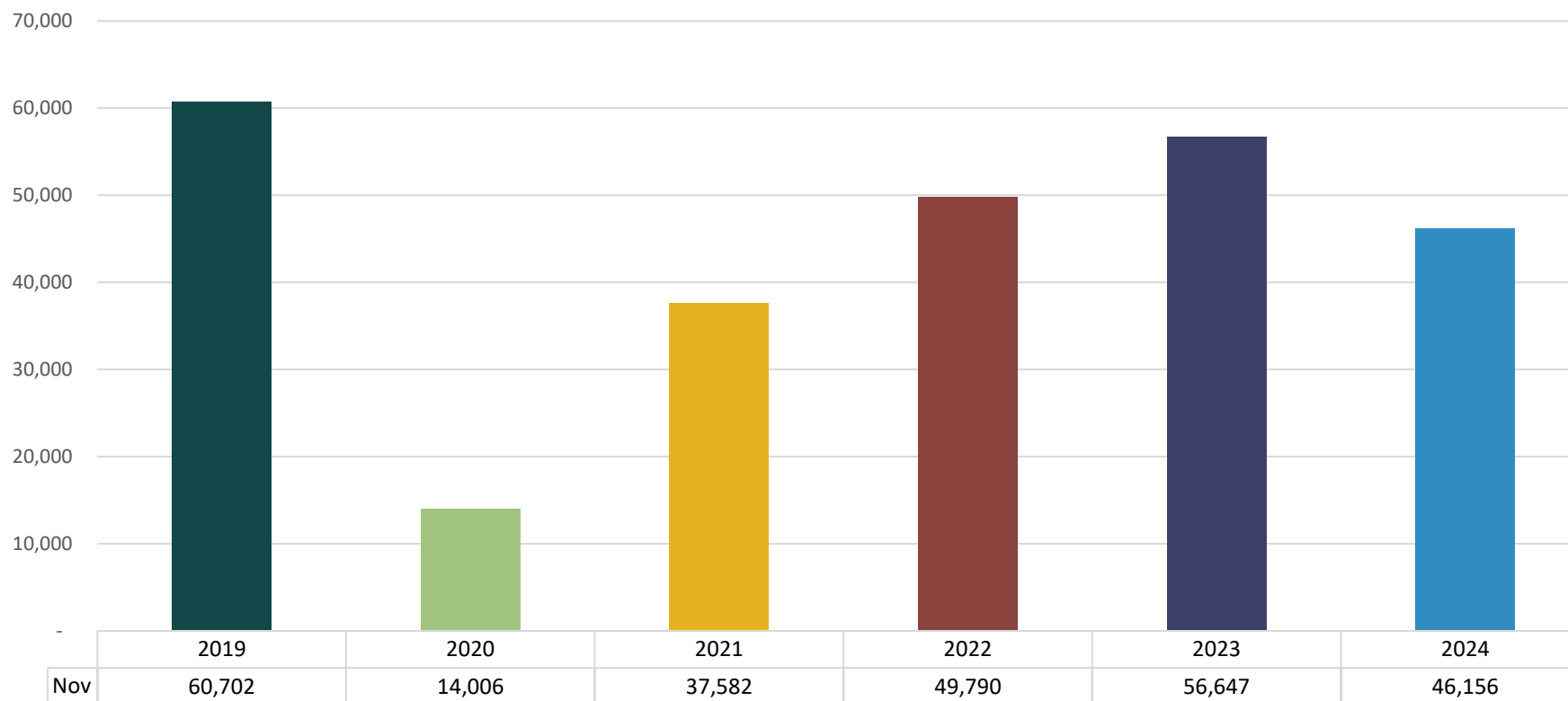


- Total users are up nearly 2% over November 2023.
- Engagement rate increased 17.9% over last year.

(Source: Google Analytics & Miles Media)

# Louisiana Welcome Centers

November Welcome Centers Visitation: Yr/Yr

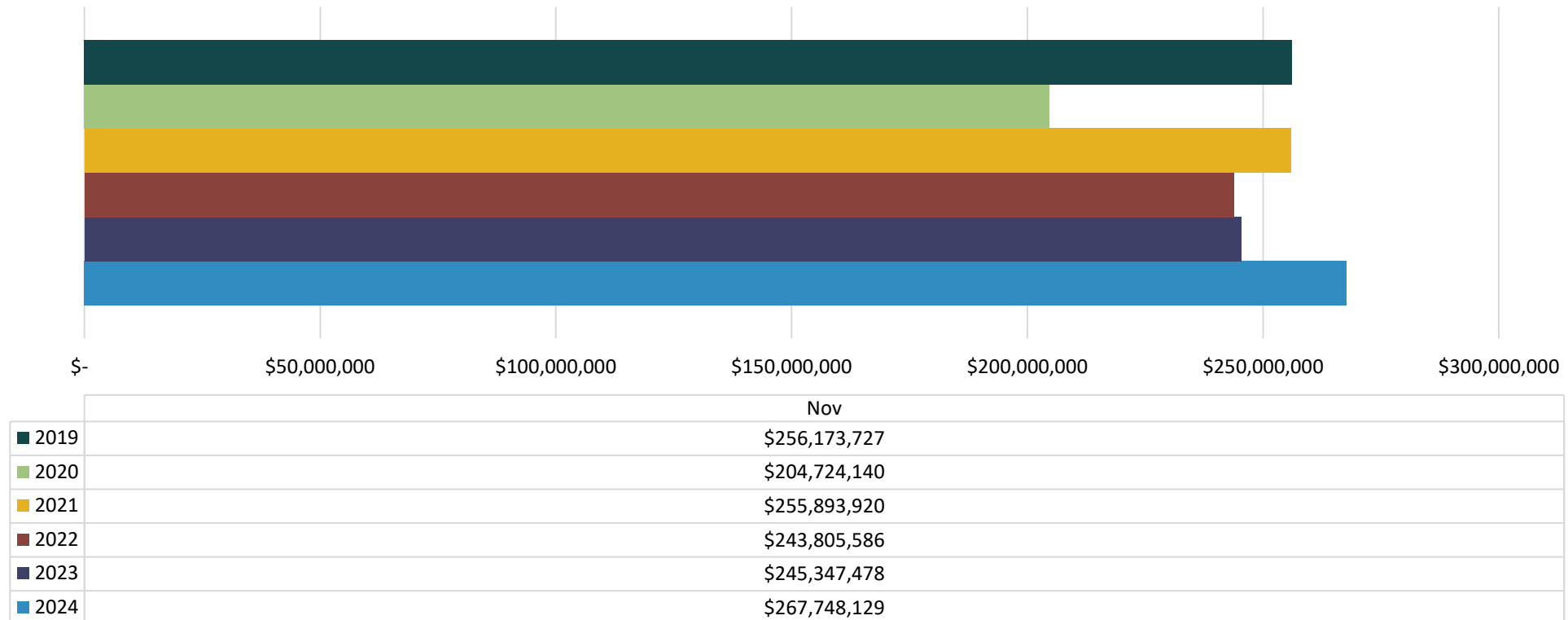


- From November 2023 to November 2024, Louisiana welcome centers received 86,160 international visitors, who stayed nearly 4 days in the state.

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

# Louisiana Gaming Revenue

## November Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue increased by 9.1% over November 2023.

(Sources: LSP – Gaming Enforcement Division)

# U.S. Travel Sentiment & Trends

- December 1 marked TSA's busiest day in history, with 3.09 million travelers screened. *(TSA)*
- Among travelers who are planning trips during the holiday season, 57% are planning to travel by car, and 28% plan to fly to their destinations. *(Longwoods International)*
- Millennials and Gen Z (1997-2012) take more trips than any other generation, with many opting for three or more leisure trips a year. *(CNBC Travel)*
- American Airlines expects to fly more than 12.7 million passengers and operate more than 118,000 flights over the upcoming Christmas and New Year holiday period. *(American Airlines)*
- Forecasts indicate a 20% increase in cruise line passengers in the year ahead to exceed 30 million for the first time ever. *(Seeking Alpha)*
- U.S. hotels and travel companies are welcoming a surge in Indian tourists, with nearly 1.9 million visiting in the first 10 months of 2024, a 48% increase from 2019. *(NTTO)*
- Nearly 120 million travelers to leave home during the holiday season, with air travel hitting a new high and 107 million driving, slightly below the 2019 record. *(AAA)*