

Lt. Governor Billy Nungesser
**State of the
Tourism Industry
Annual Report**

2024

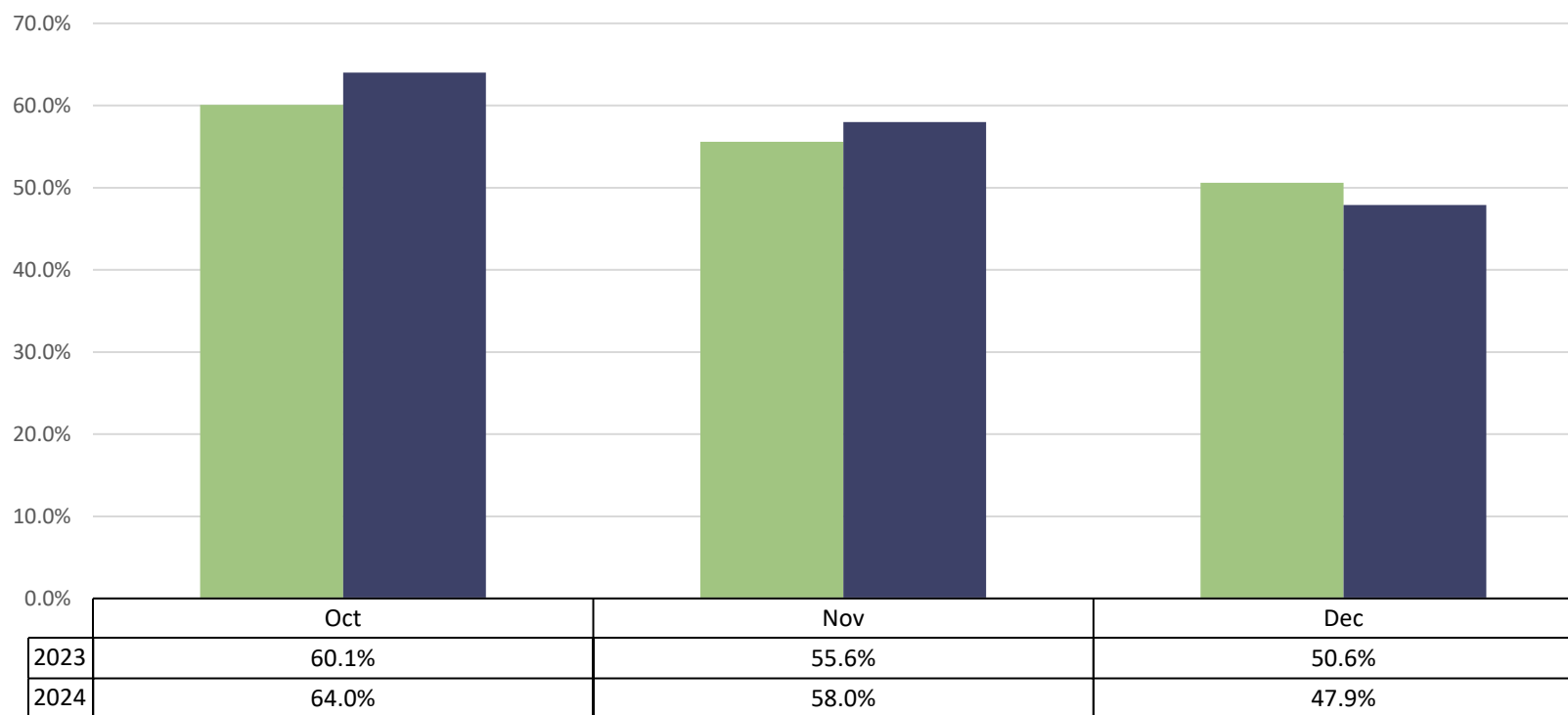


LOUISIANA
Feed Your Soul.

LIEUTENANT GOVERNOR
BILLY NUNGESSER

Louisiana Lodging

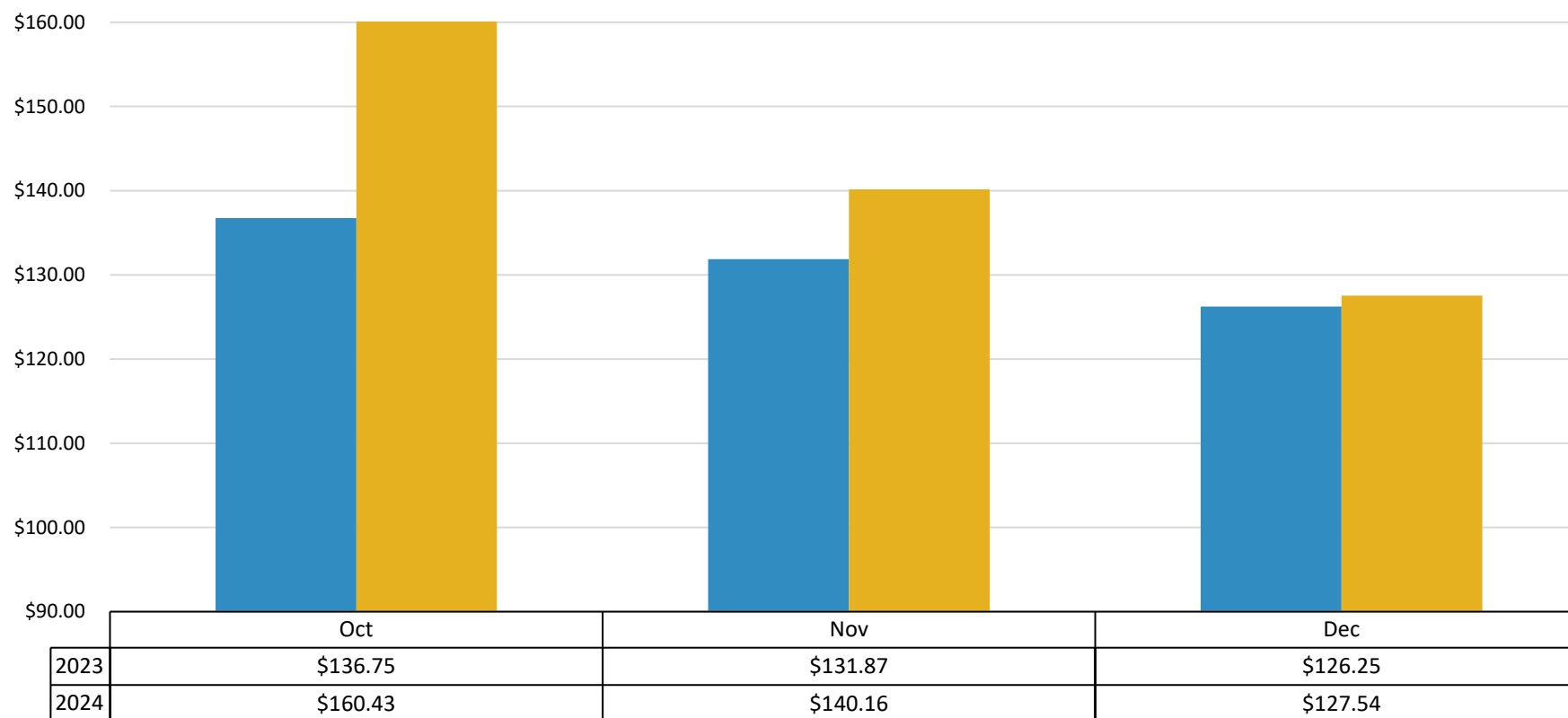
Occupancy (%) Trends: Yr/Yr



- Louisiana's occupancy decreased 5.2% over December 2023.
- Louisiana's occupancy increased by 2.3% year-to-date.

(Source: STR)

ADR (\$) Trends: Yr/Yr

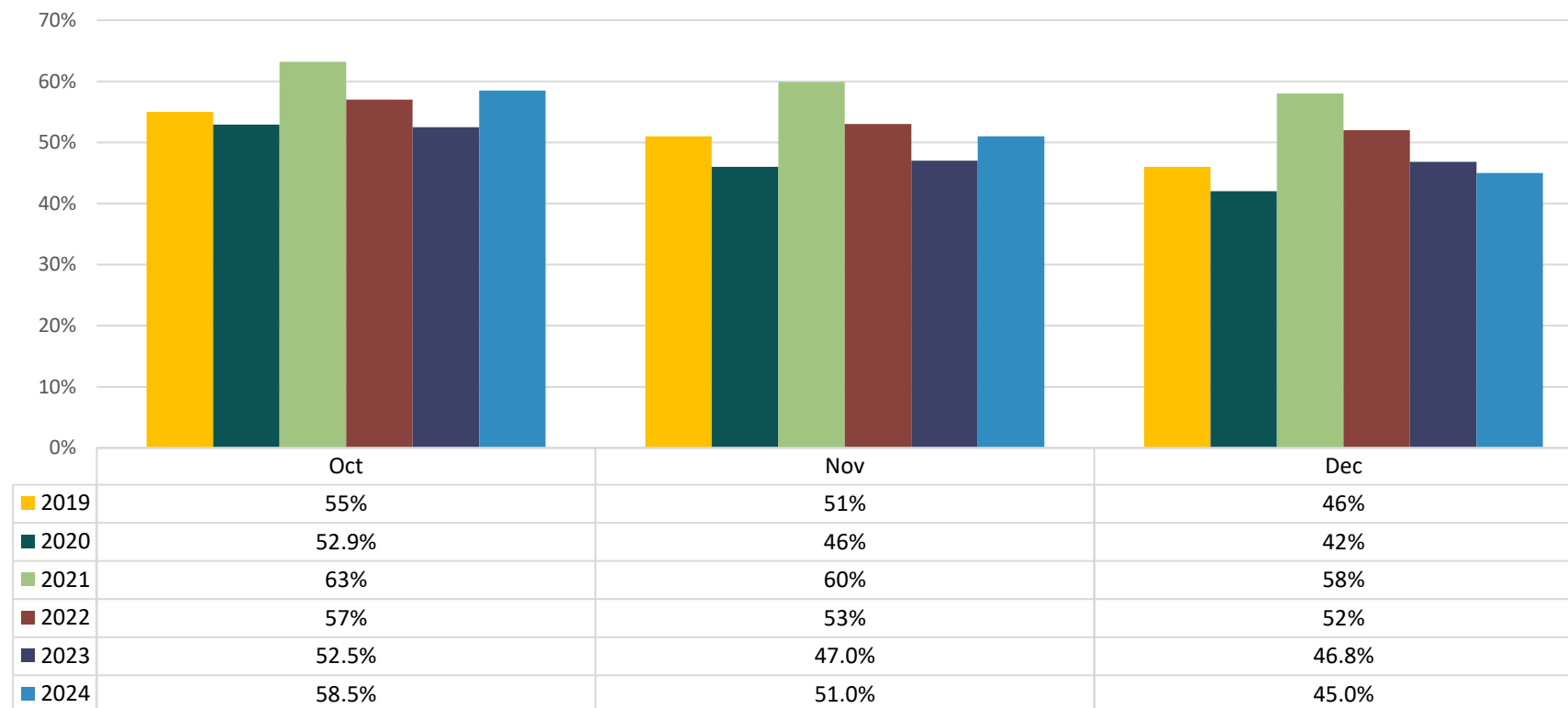


- Louisiana's ADR grew 1% over December 2023.
- Louisiana's ADR is up 2.2% year-to-date.

(Source: STR)

Louisiana Short-Term Lodging

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



- Louisiana's short-term lodging occupancy decreased by 3.8% over December 2023.
- Louisiana's short-term lodging occupancy increased 18% since January 2024.

(Source: AirDNA)

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



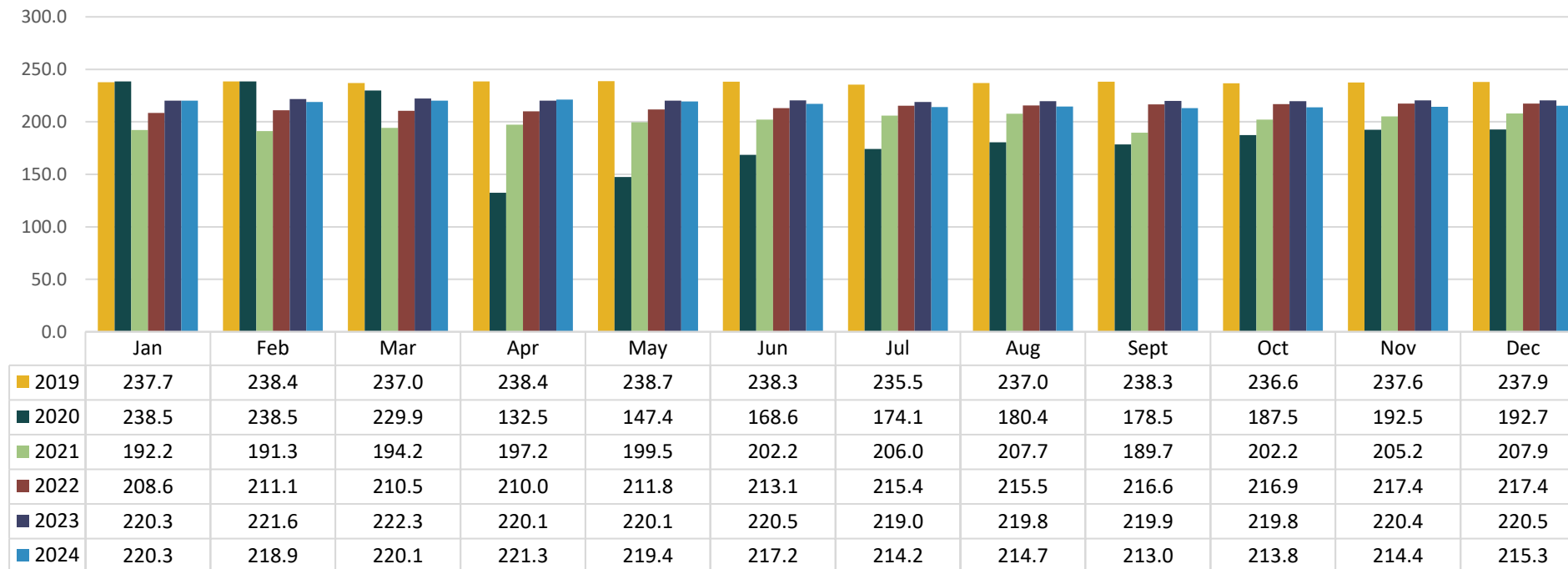
- Louisiana's short-term lodging ADR increased 1% over December 2023.
- Louisiana's short-term lodging ADR grew 6.4% since January 2024.

(Source: AirDNA)

Louisiana Tourism Jobs

(Seasonally adjusted)

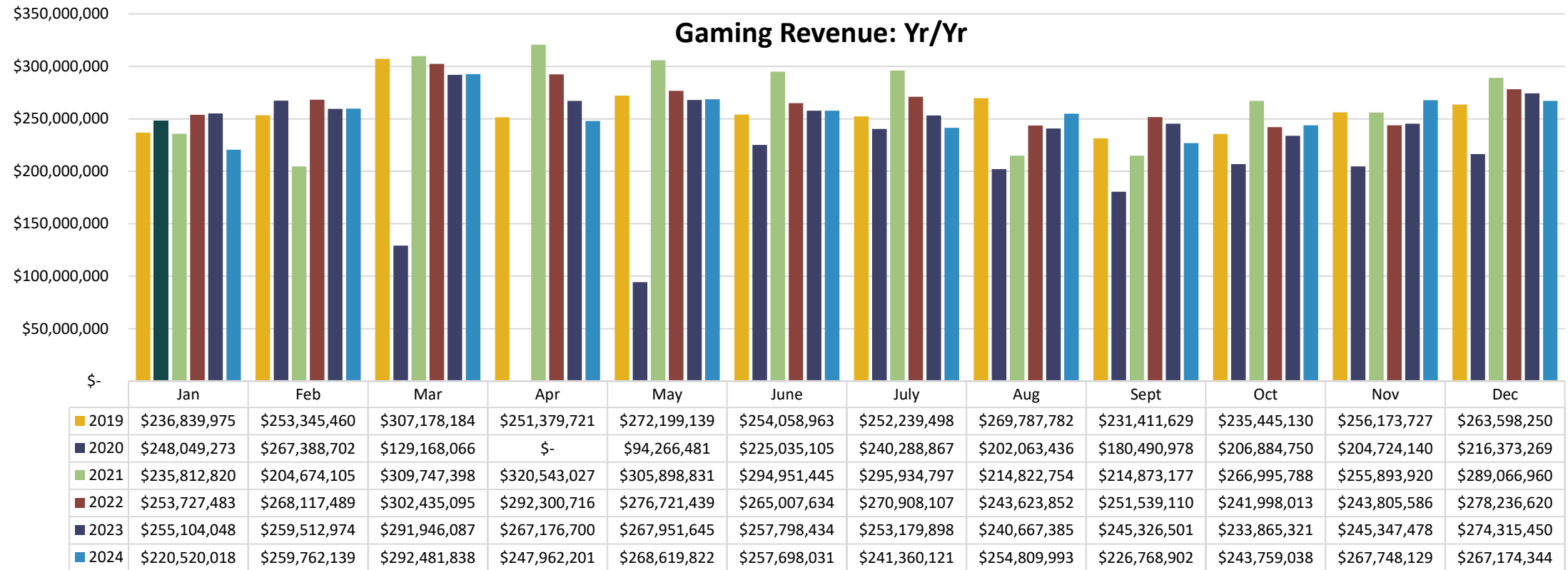
Tourism Employment: Yr/Yr



- Louisiana's leisure & hospitality industry supported 215,300 jobs in December.
- Louisiana leisure & hospitality employment ended 2024 with a 2.4% decrease over 2023.

(December data is preliminary; Source: BLS)

Louisiana Gaming Revenue

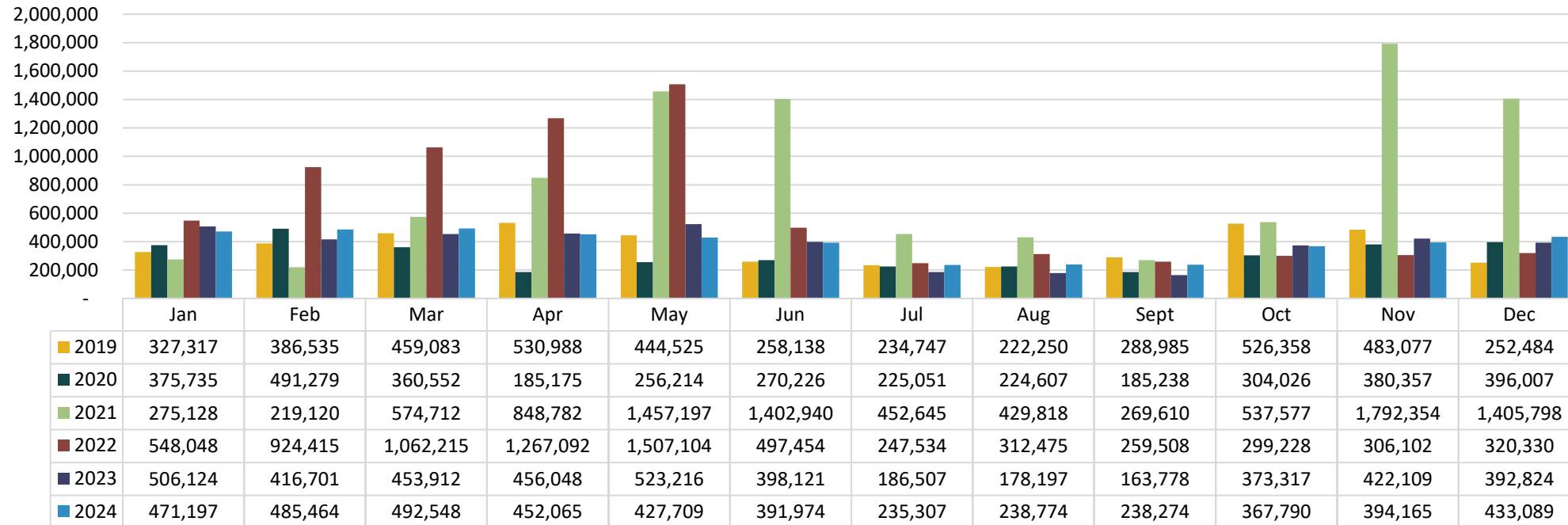


- Louisiana's gaming revenue decreased 1.4% over December 2023.
- Total gaming revenue increased 21% since January 2024.

(Source: Louisiana State Police)

ExploreLouisiana.com

ExploreLouisiana.com Visits: Yr/Yr



- Website visits increased 10% over December 2023.
(# of visits (sessions) include desktop, tablet, and mobile)
- 4.6 million sessions in 2024, resulting in an increase of 4% of website visits over 2023.

(Source: Google Analytics / Miles Media)



Louisiana Airports



Airport TSA Checkpoint Volume & Visitor Origins

MSY - Louis Armstrong New Orleans International



Monthly TSA Checkpoint Volume

December 2024 Volume
558.4K
+0.5% YOY

Year-to-Date TSA Checkpoint Volume & Visitor Origins

Jan - Dec 2024 Volume
6.8M
+4.2% YOY

Source: Transportation Security Administration

TSA Checkpoint Volume by Month

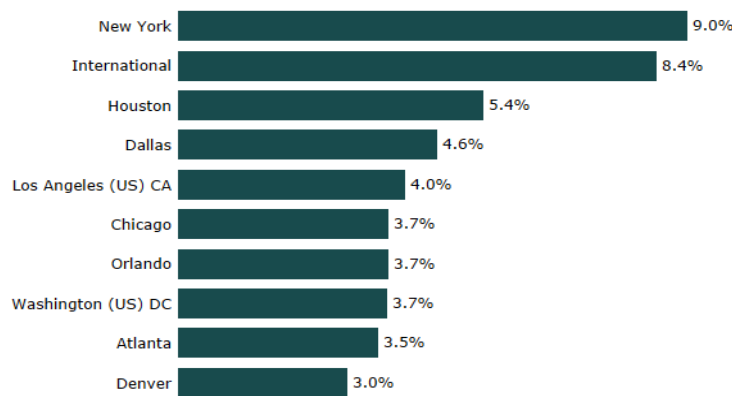
Last Five Calendar Months

Airport Name	Jul	Aug	Sep	Oct	Nov	Dec
Louis Armstrong New Orleans International	549,966	488,938	469,600	623,612	596,145	558,433
Baton Rouge Metropolitan, Ryan Field	41,029	40,484	37,637	42,007	41,465	38,835
Shreveport Regional	36,049	35,931	32,394	36,798	35,107	36,525
Lafayette Regional/Paul Fournet Field	26,691	25,265	24,100	28,686	26,804	27,686
Lake Charles Regional	10,370	10,755	10,207	11,151	9,853	9,866
Alexandria International	9,349	8,934	8,633	8,781	9,115	8,818
Monroe Regional	12,272	10,210	10,221	10,580	10,194	10,715
All Airports	685,726	620,517	592,792	761,615	728,683	690,878

Source: Transportation Security Administration

Air Domestic Visitor Origins

Jan - Nov 2024 Visitor Arrivals



Source: OAG

Louisiana 2024 Successes

- **Tournament of Roses *Showmanship Award*** that best represents showmanship and entertainment for the 'Explore Louisiana' float.
- **Southeast Tourism Society's Shining Example Award for the 2024 *Tourism Office of the Year*** based on the agency's overall performance and ability to create effective tourism marketing through advertising, promotions, public relations.
- **Southeast Tourism Society's Shining Example 2024 *Beacon Award*** to Doug Bourgeois, Assistant Secretary, for individuals who best exemplify outstanding leadership in the pursuit of excellence and who actively advance the tourism industry.
- **2024 Silver Cannes Dolphin Award** for "Amplify: Louisiana" series. Throughout the three-part series, audiences follow an exploration of jazz, Cajun, zydeco and the blues with native Louisiana artists like Sweet Cecilia and Kenny Neal, as well as rising stars like Alex Smith and cultural icons like Mardi Gras Masking Indians. Conversations with these artists dive into how Louisiana's food, heritage and culture are reflected across genres and from north to south Louisiana.
- **2024 Outstanding Website Award** by the Web Marketing Association for their annual WebAward Competition for Website Development for the newly launched BirdingLouisiana.com website.