



# State of the Tourism Industry Monthly Report

December 2024

Created January 31, 2025

YEAR OF MUSIC 2024

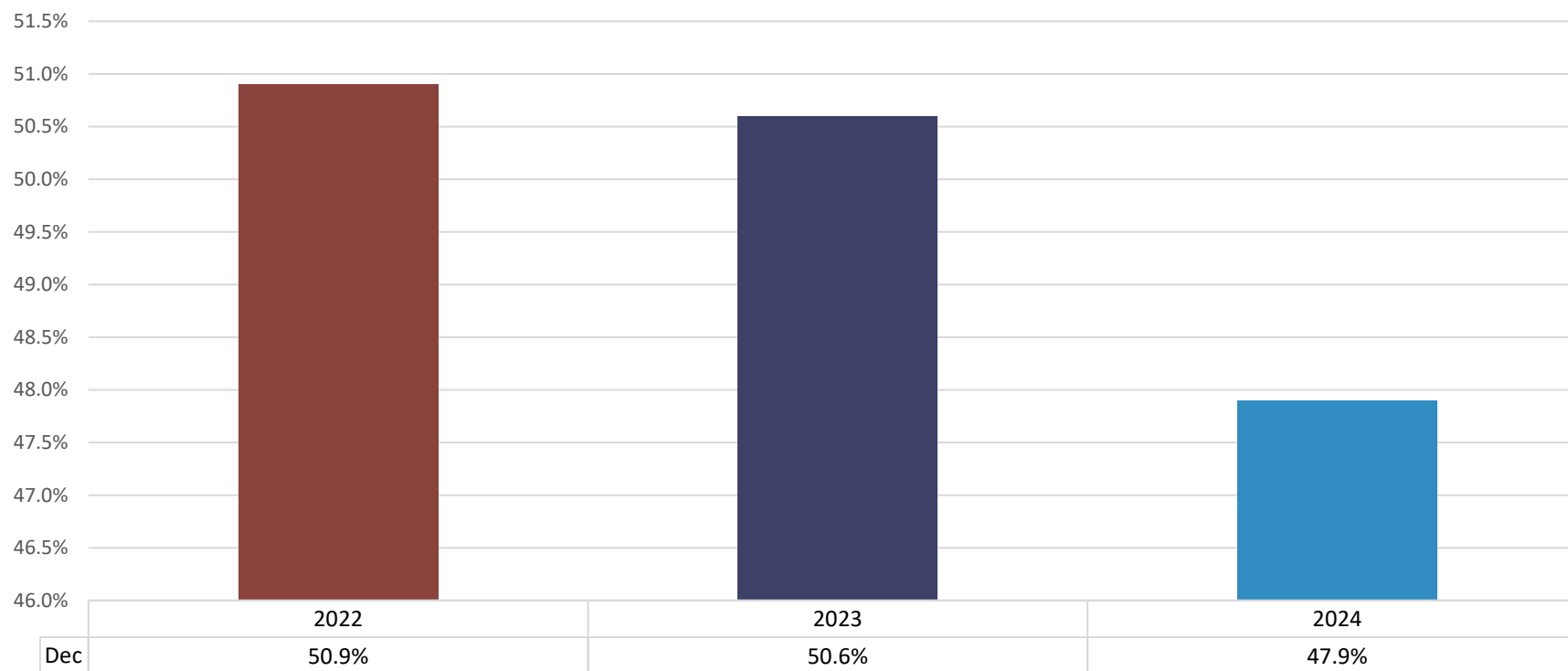


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# Louisiana Lodging

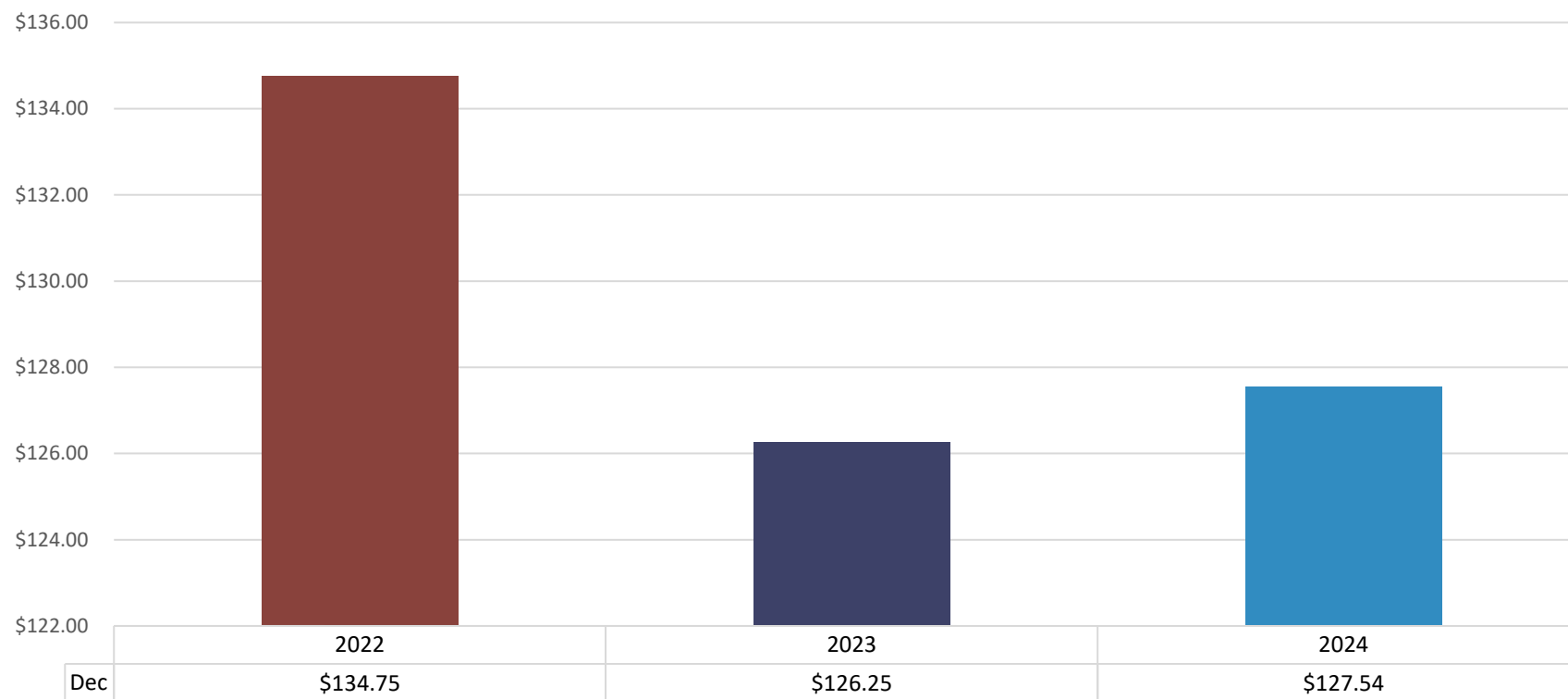
December Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy decreased by 5.2% over December 2023.
- Since last month (November), occupancy was down 17.4%.

(Source: STR)

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



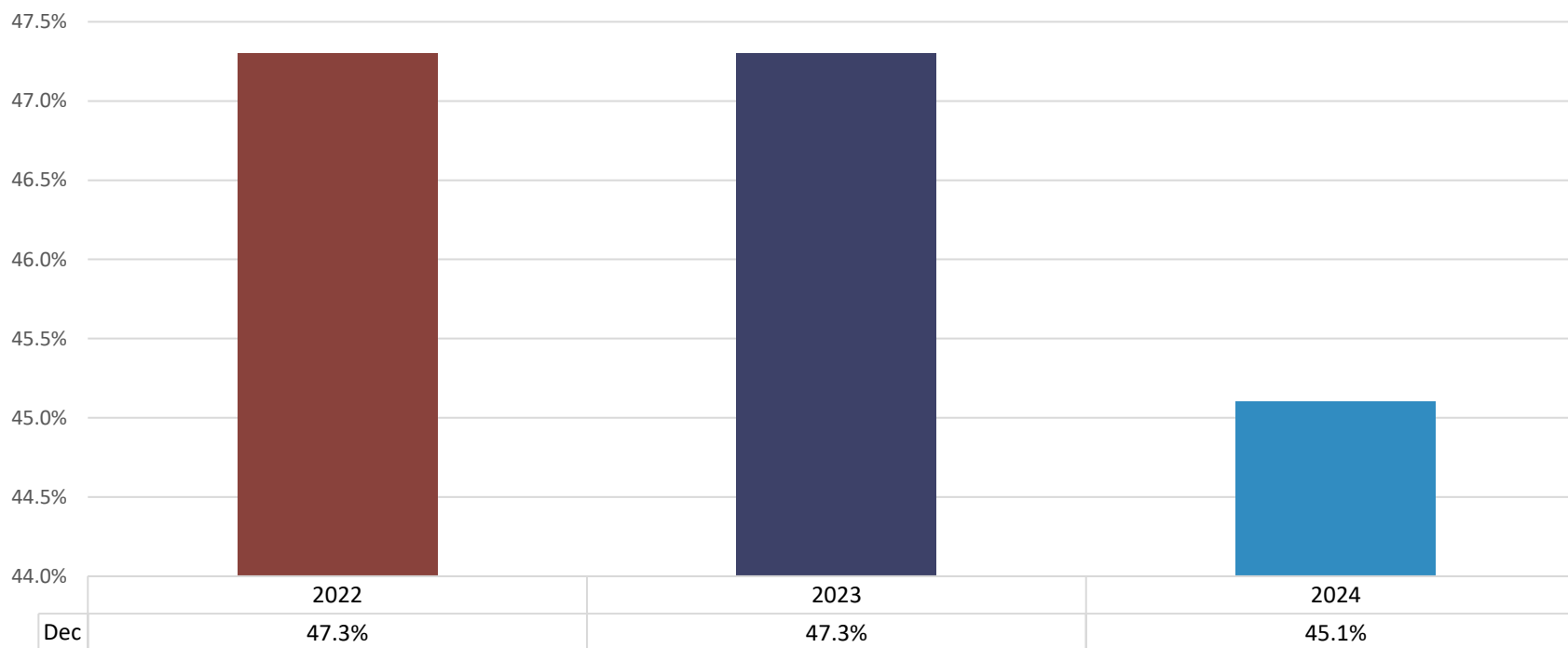
- Louisiana's average daily rates (ADR) grew 1.0% over December 2023.

(Source: STR)



# Louisiana Lodging (without New Orleans)

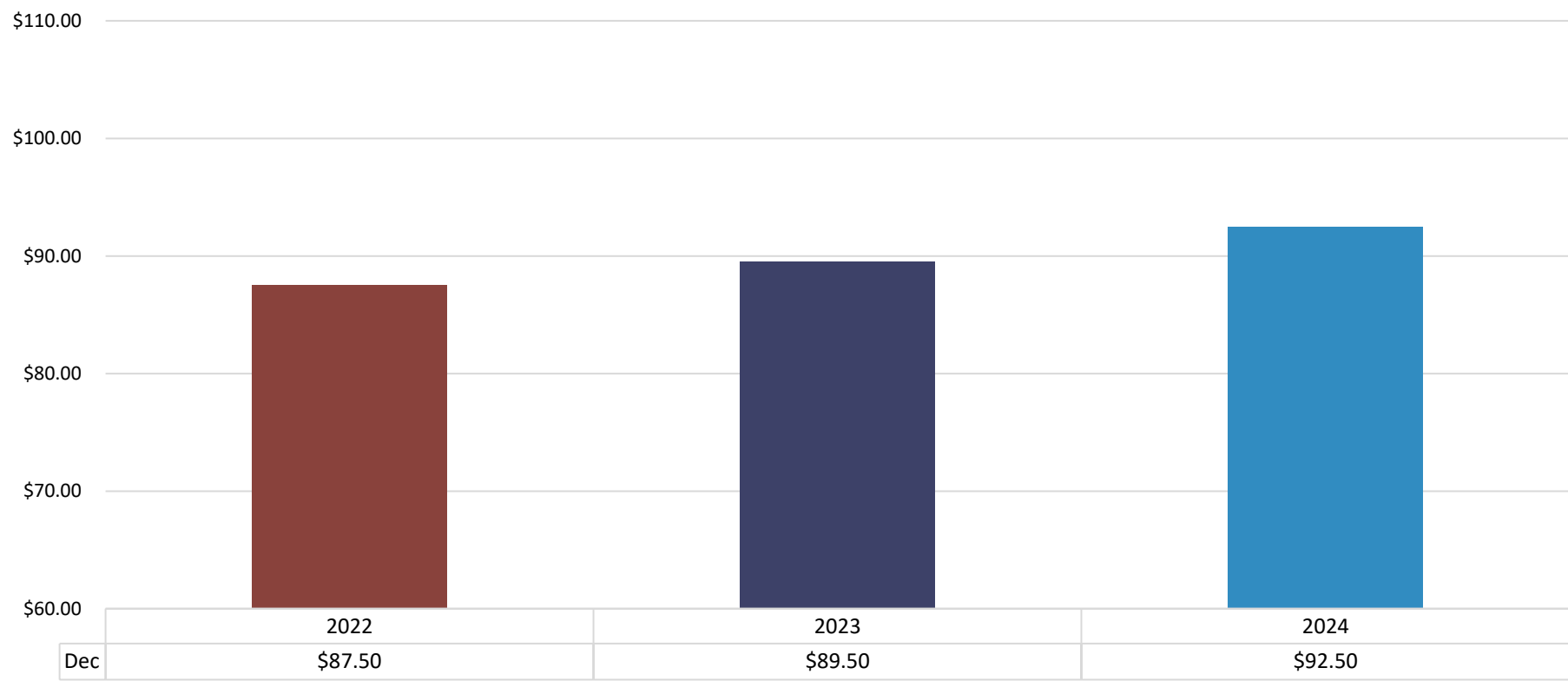
December Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, decreased by 4.7% over December 2023.

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

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

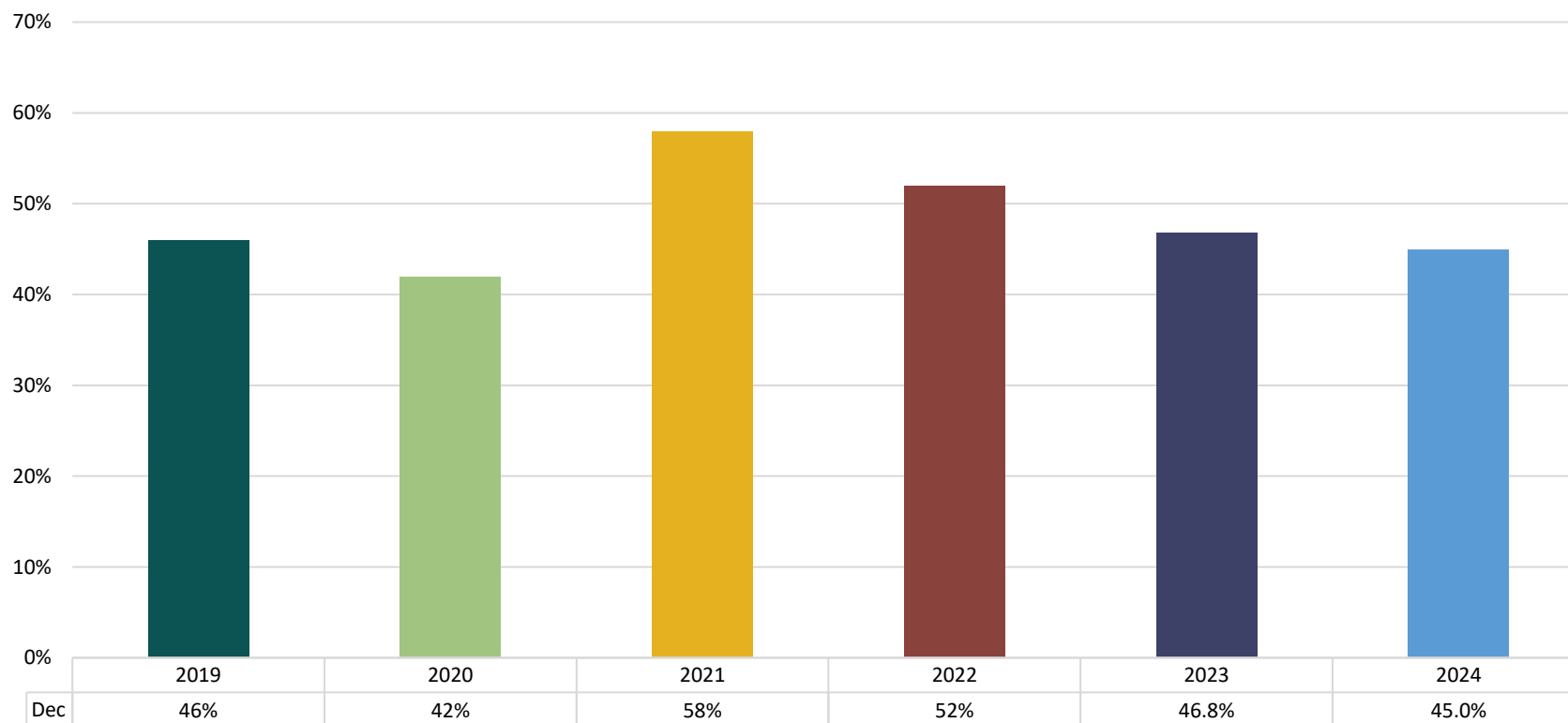


- Louisiana’s ADR, excluding New Orleans, grew by 3.4% over December 2023.

(Source: STR)

# Louisiana Short-Term Lodging

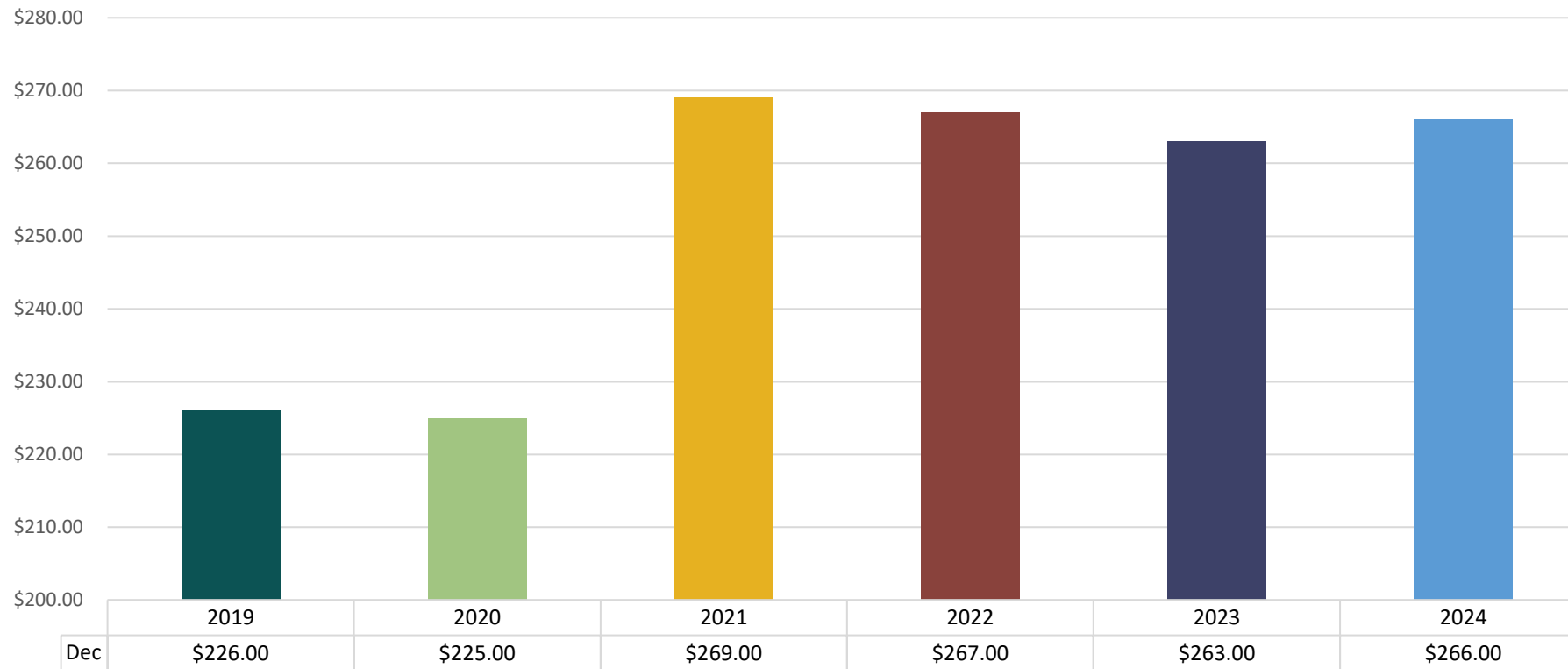
December Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy decreased 3.8% over December 2023.
- Booked listings increased 105.7% over last December.

(Source: AirDNA)

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

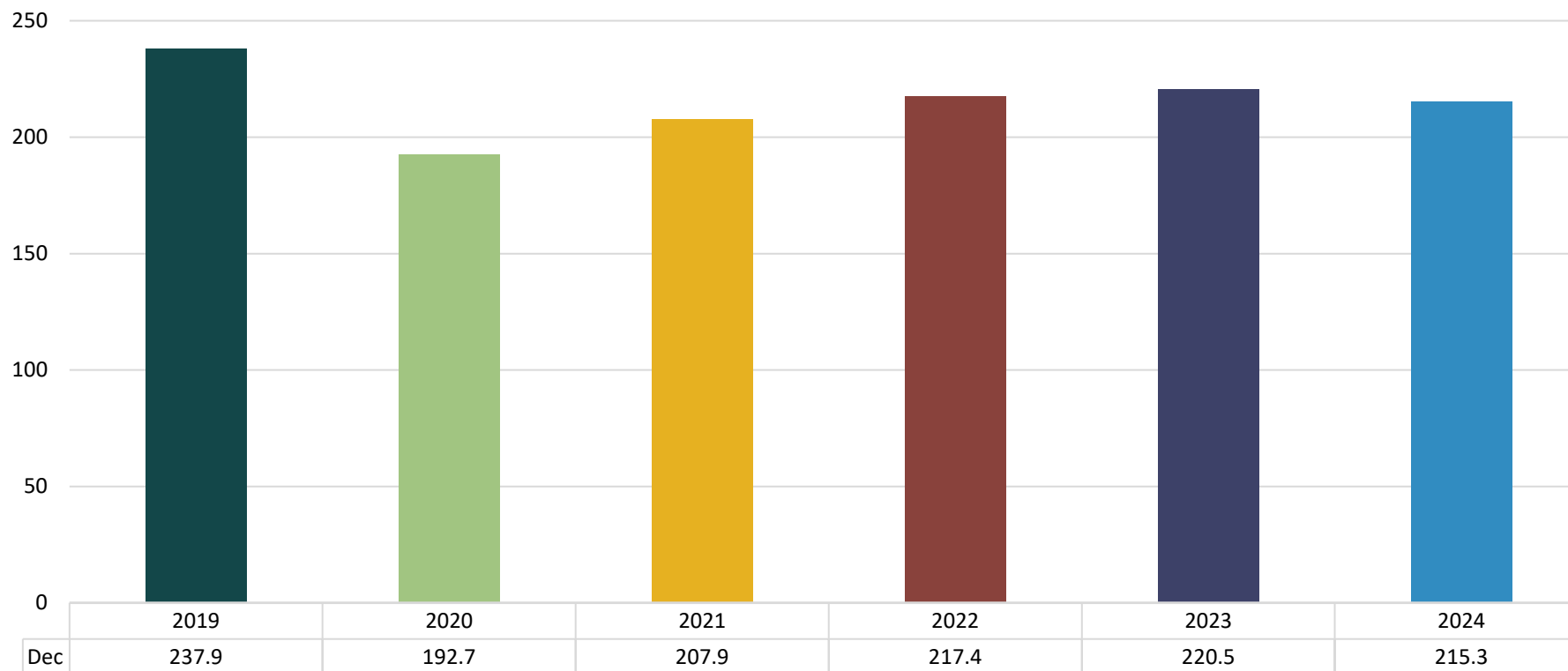


- Louisiana's short-term lodging ADR grew 1.1% over December 2023.
- Louisiana's short-term lodging RevPAR decreased by 3.3% over last December.

(Source: AirDNA)

# Louisiana Leisure & Hospitality Jobs

December Tourism Jobs (in thousands): Yr/ Yr



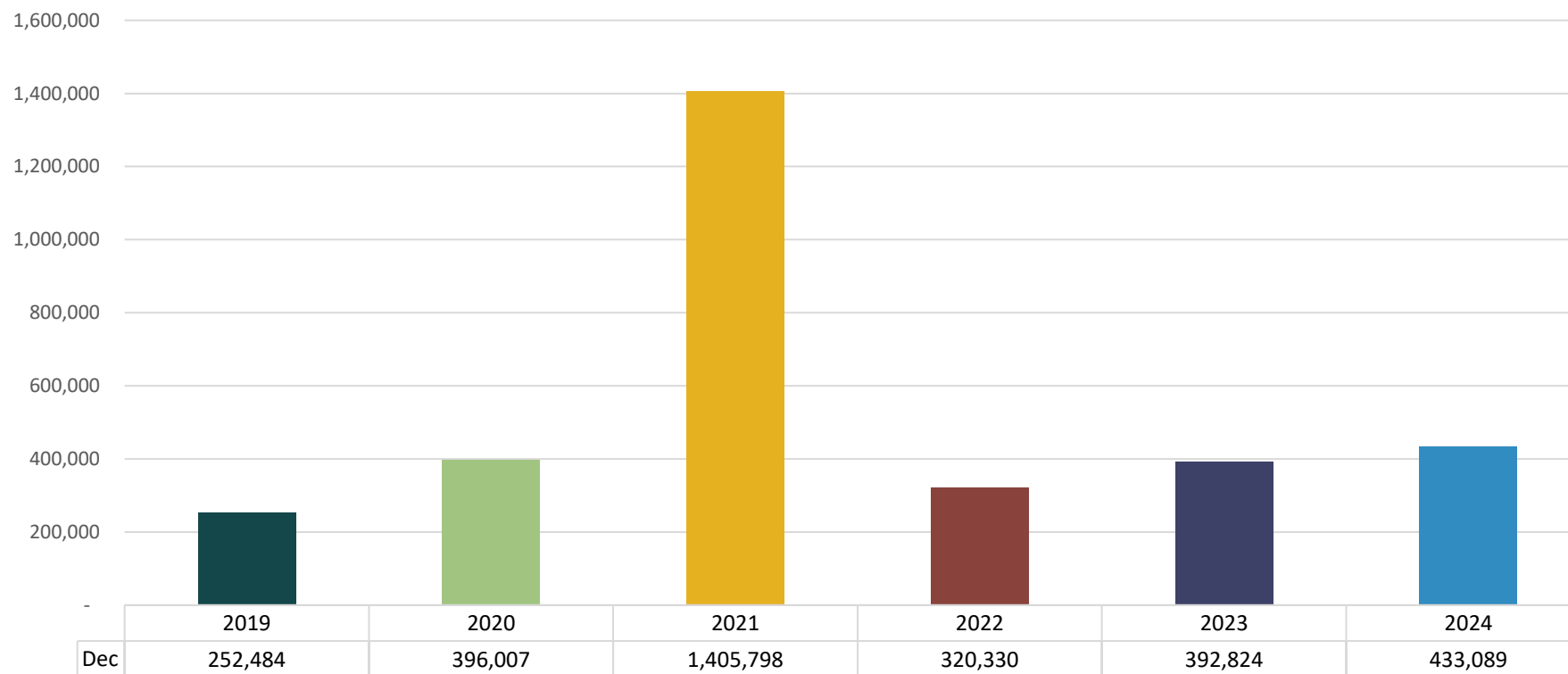
- Tourism jobs increased 0.4% over November 2024.
- Accommodations and Food Services jobs gained 1,200 jobs over last month.

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



# ExploreLouisiana.com

December Website Visits: Yr/Yr

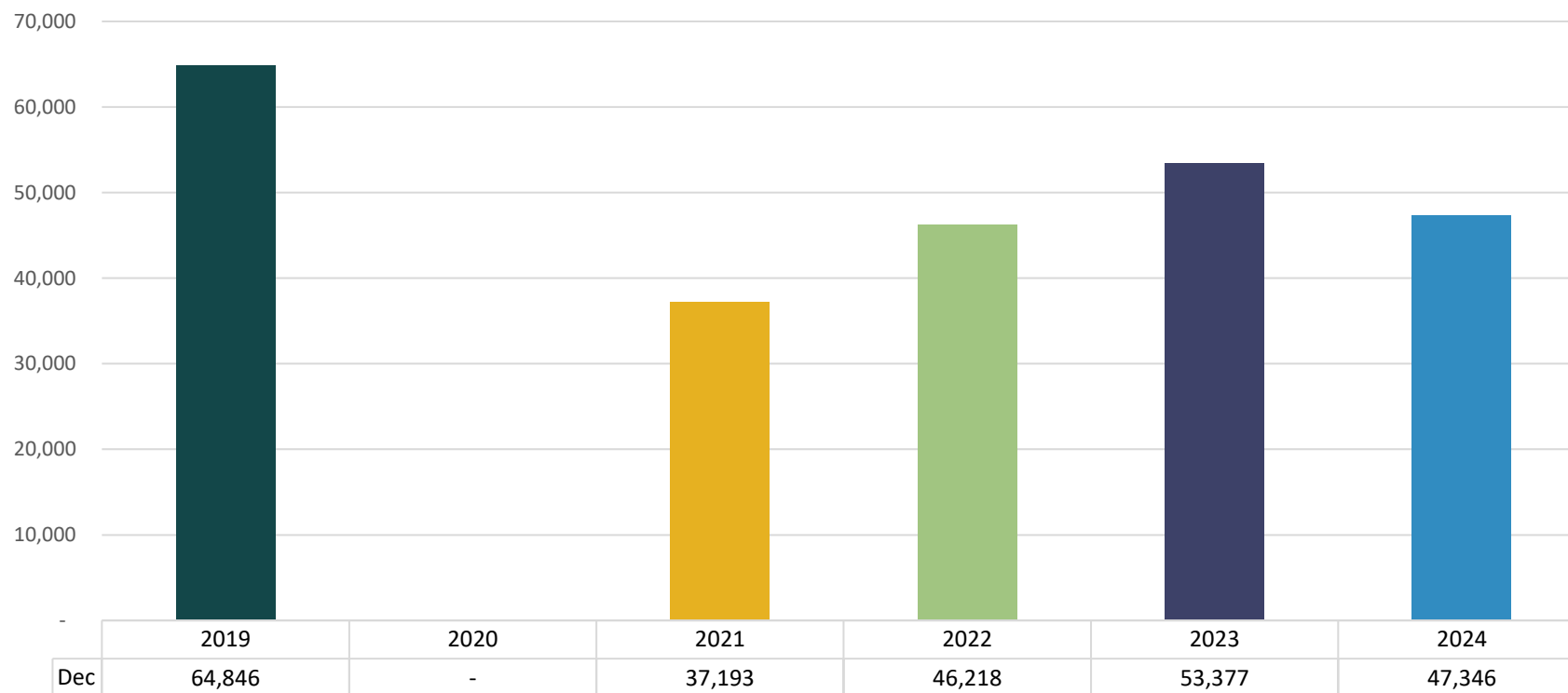


- Total users are up 8% over December 2023.
- Views increased 5.3% over last year.

(Source: Google Analytics & Miles Media)

# Louisiana Welcome Centers

## December Welcome Centers Visitation: Yr/Yr

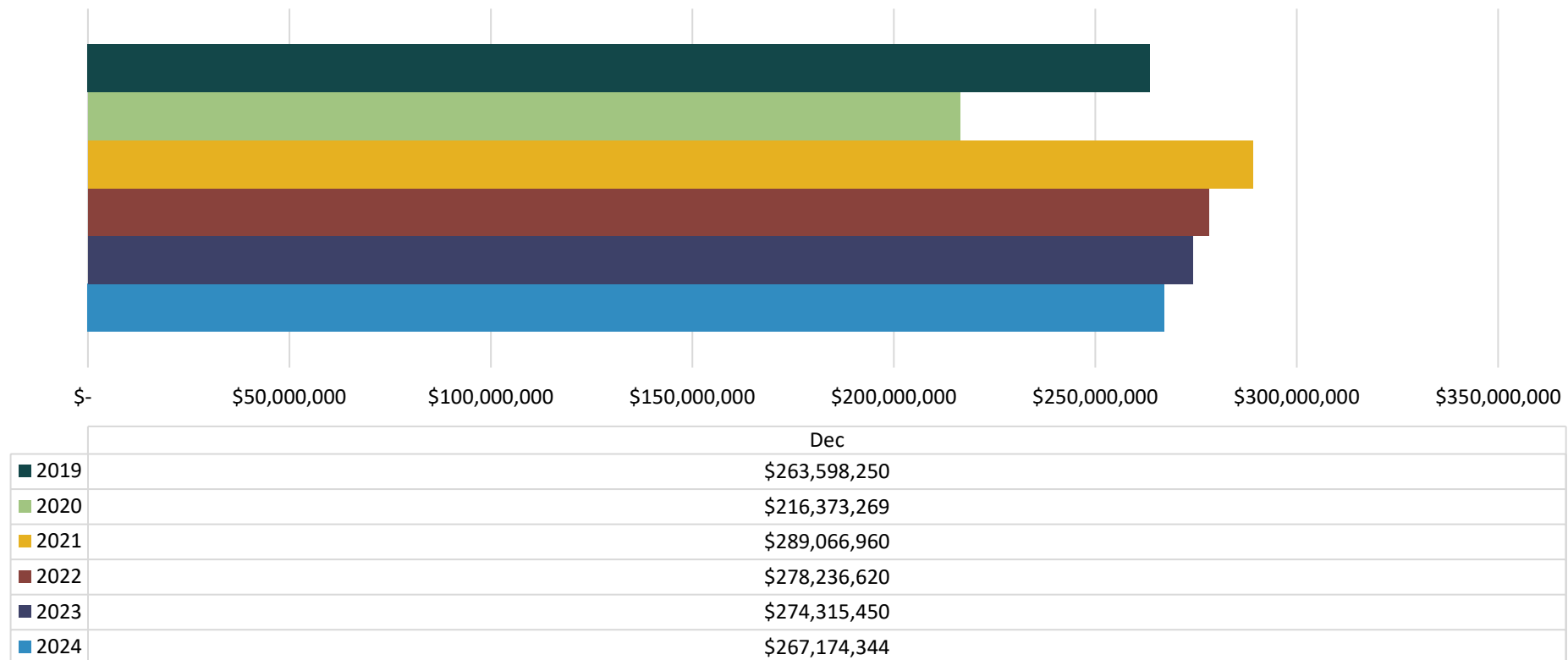


- Over December 2023, Louisiana welcome centers average travel party stayed 2.81 nights.

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

# Louisiana Gaming Revenue

December Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue decreased by 2.6% over December 2023.

(Sources: LSP – Gaming Enforcement Division)

# Louisiana and U.S. Travel Sentiment & Trends

- Louisiana saw an increase of 4.9% in air passengers over November 2023. (TSA; Airline Data, Inc.)
- 41% of American travelers are likely to take an international trip in 2025. (*Longwoods International*)
- The majority of American travelers said they find slowcations (57%), foodie trips (57%), and experiential travel (55.9%) to be appealing for a 2025 trip. (*Future Partners*)
- Over 119 million Americans are expected to hit the road, 50 miles or more, or take to the skies, surpassing pre-pandemic levels. (AAA)
- Sports travel was valued at \$564.7 billion in 2023 and is expected to reach \$1.33 trillion by 2032. Music travel is projected to hit \$13.8 billion within the next decade. (*Skift*)
- The 2025 wave season for cruise line sales is projected to be robust, with passenger numbers expected to surpass 30 million for the first time. (*Seeking Alpha*)