



YEAR OF FOOD 2025

# State of the Tourism Industry Monthly Report

February 2025

Created March 25, 2025



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LOUISIANA  
Feed Your Soul.



# Executive Summary

February 2025



## Highlights

This month, the state saw a modest 0.8% YoY increase in hotel demand, which was enough to absorb the 0.4% increase in supply—resulting in a 0.4% boost in occupancy. Notably, February 2025 recorded the highest February demand in the past four years.

The first two weeks of February delivered mixed results across key hotel performance indicators. In Week 1 (2/2/25), revenue surged by 97.7% YoY and RevPAR grew by 97.4% YoY. Occupancy rose 7.8% YoY, as demand increased by 8% and supply grew only marginally by 0.1%. Week 2 (2/9/25) also performed well, though not as dramatically, with revenue up 29.9% YoY and RevPAR up 29.7% YoY.

Digitally, total website sessions rose 12.4% YoY, and average session duration increased by 38.5%, reaching 2 minutes and 35 seconds. The “Year of Food” landing page ranked second overall with 63.2K sessions, followed by “Articles” (59.6K sessions) and “Culinary” (46K sessions). The My 25 LA Regional campaign was among the top performers, contributing 12.9% of total website sessions.

Adjustments have been made to the International visitor forecast by Tourism Economics for 2025, given recent headwinds in sentiment. Originally forecast to grow by 9% this year, our latest outlook expects inbound travel to the US to decline by 5.1% in 2025—a potential loss of \$18 billion in spending.

Other indicators across the U.S. were mixed. Canadian travel by land to the U.S. was down 24% versus February one year ago, while air trips declined by 13%. Although the U.S. labor market gained 151K total nonfarm jobs in February, Federal government jobs declined by 10K.



Hotel Demand  
**1.7M**  
+0.8% YOY



Hotel ADR  
**\$200.79**  
+36.2% YOY



Hotel Occ Tax  
**\$1.5B**  
+2.0% YOY  
(Year 2023)



Overnight Trip Share  
**84.2%**



MSY Checkpoint Volume  
**511.9K**  
-8.7% YOY



Visitor Spending  
**\$16.9M**  
-4.9% YOY



Website Sessions  
**381.4K**  
-21.0% YOY

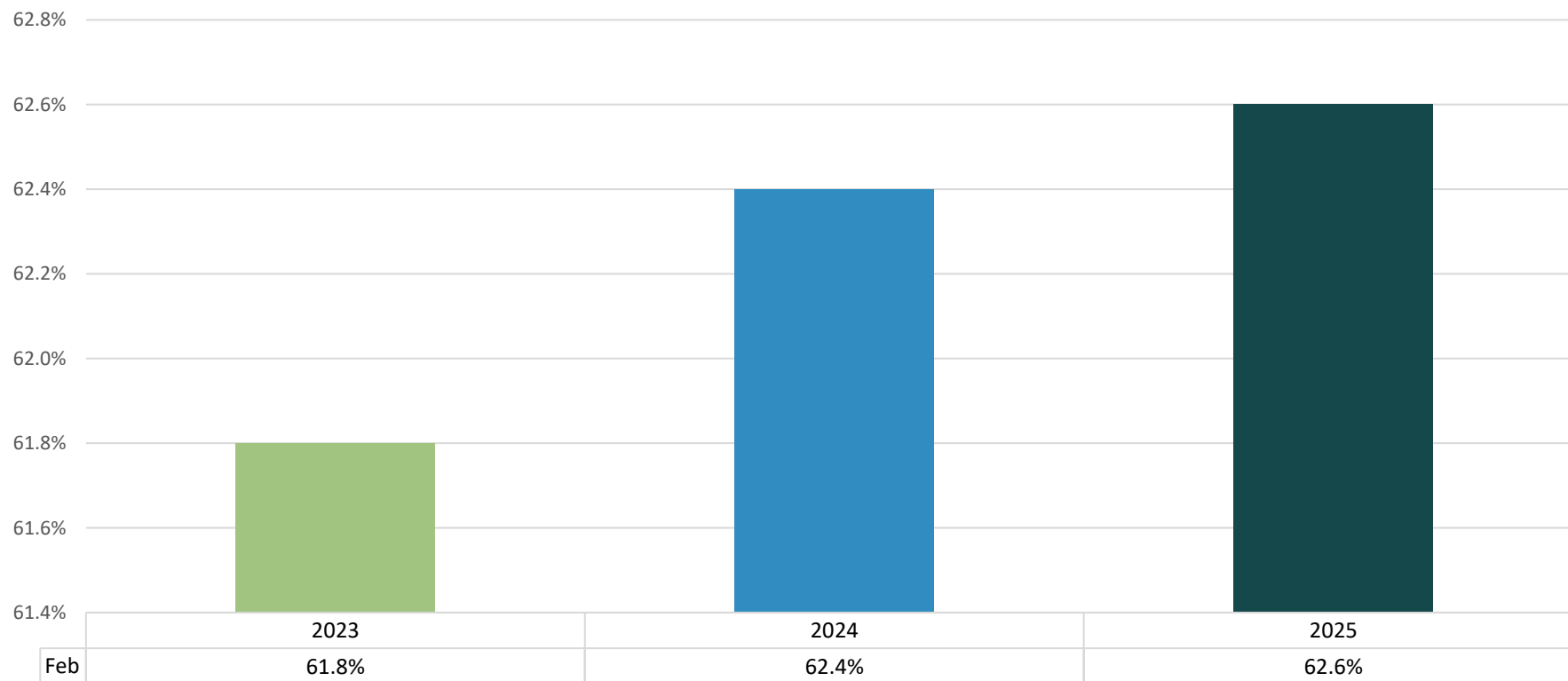


L&H Jobs  
**39.9K**  
+3.9% YOY  
(As of January 2025)



# Louisiana Lodging

February Occupancy (%): Yr/Yr

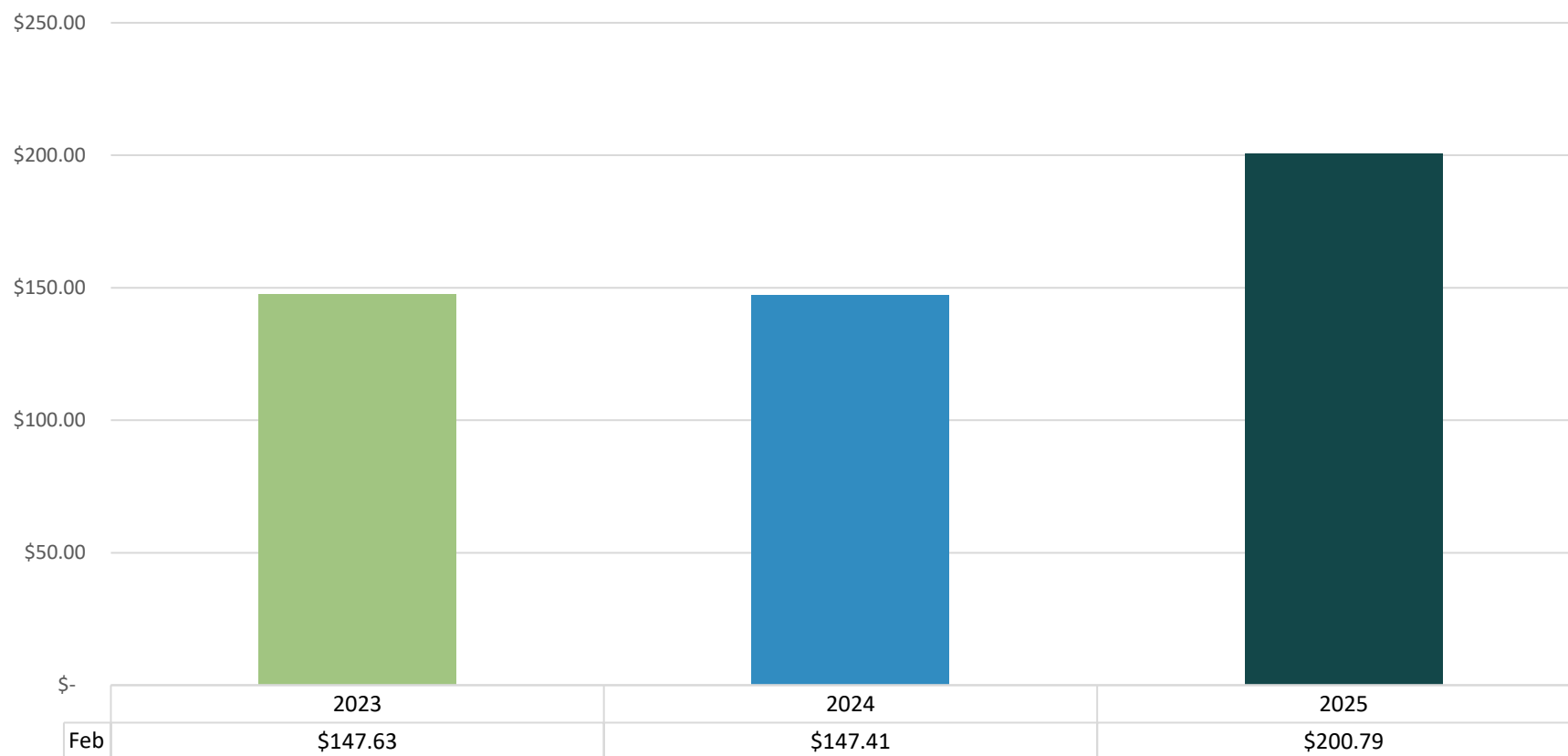


- Louisiana's hotel occupancy increased by 0.4% over February 2024.
- Super Bowl was held in New Orleans on February 9, 2025.
- Since last month (January), occupancy was up 26.5%.

(Source: STR)



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



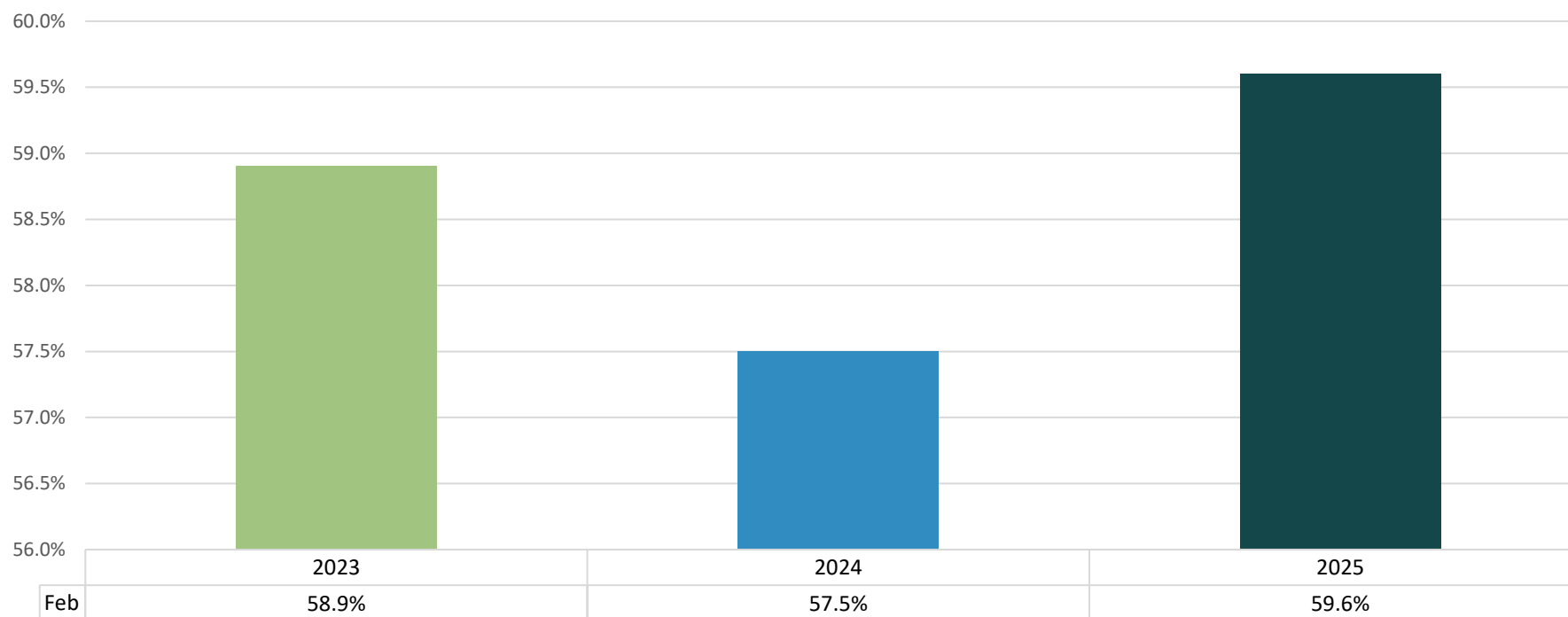
- Louisiana's average daily rates (ADR) grew 36.2% over February 2024.
- Since last month (January), ADR was up 58%.

(Source: STR)



# Louisiana Lodging (without New Orleans)

February Occupancy (%) without NOLA: Yr/Yr

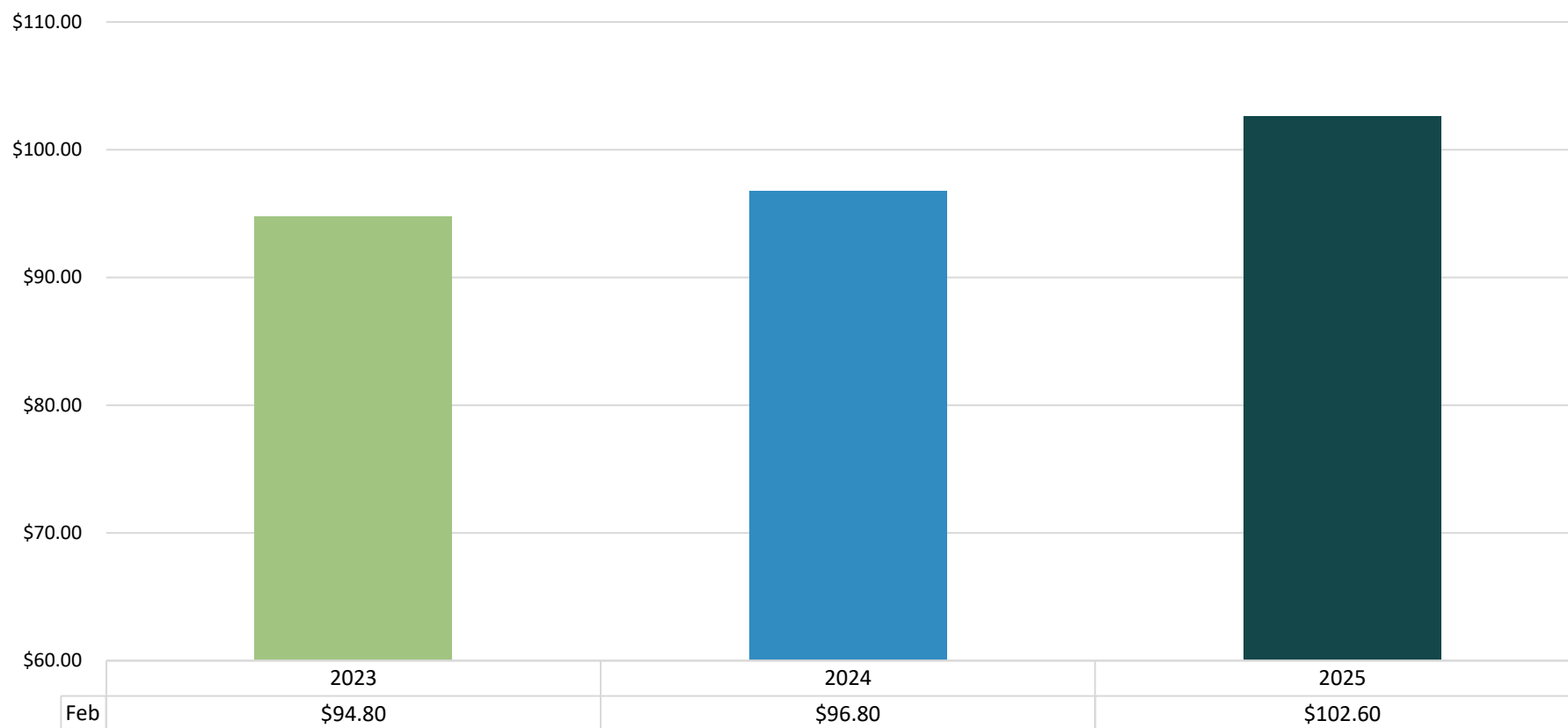


- Louisiana's occupancy, excluding New Orleans, increased by 3.7% over February 2024.

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



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



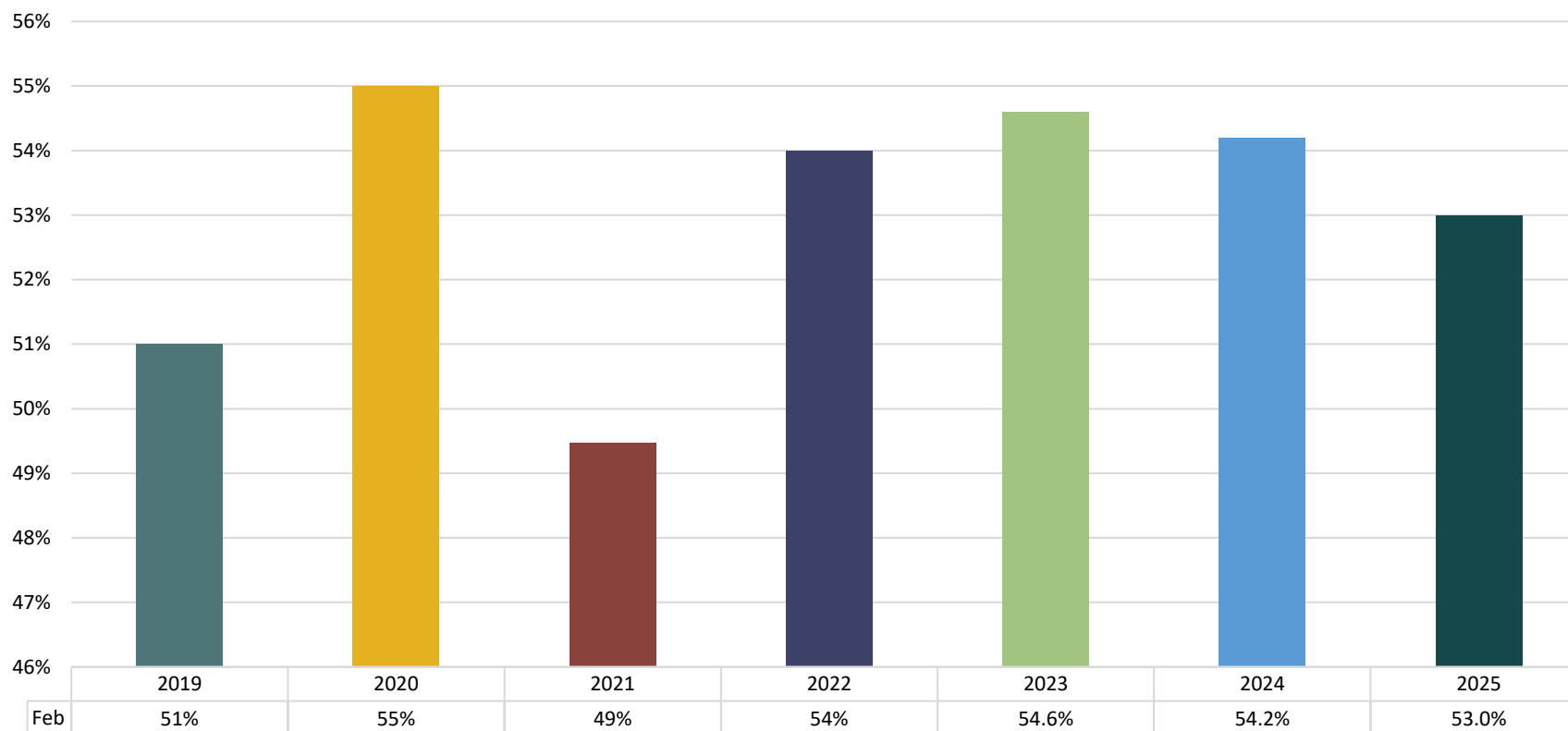
- Louisiana's ADR, excluding New Orleans, grew by 6% over February 2024.

(Source: STR)



# Louisiana Short-Term Lodging

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

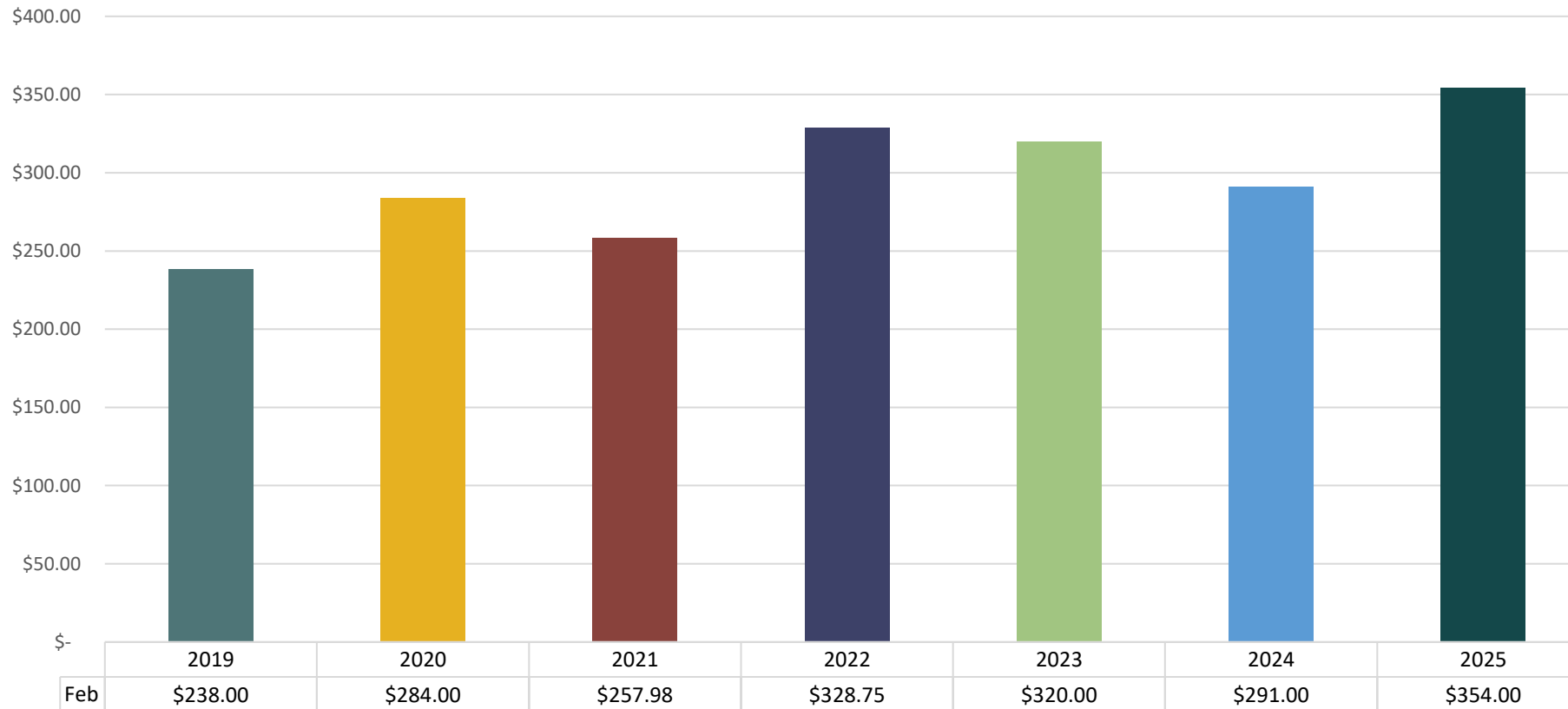


- Louisiana's short-term lodging occupancy decreased 0.7% over February 2024.
- Booked listings increased 12% over last February.

(Source: AirDNA)



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



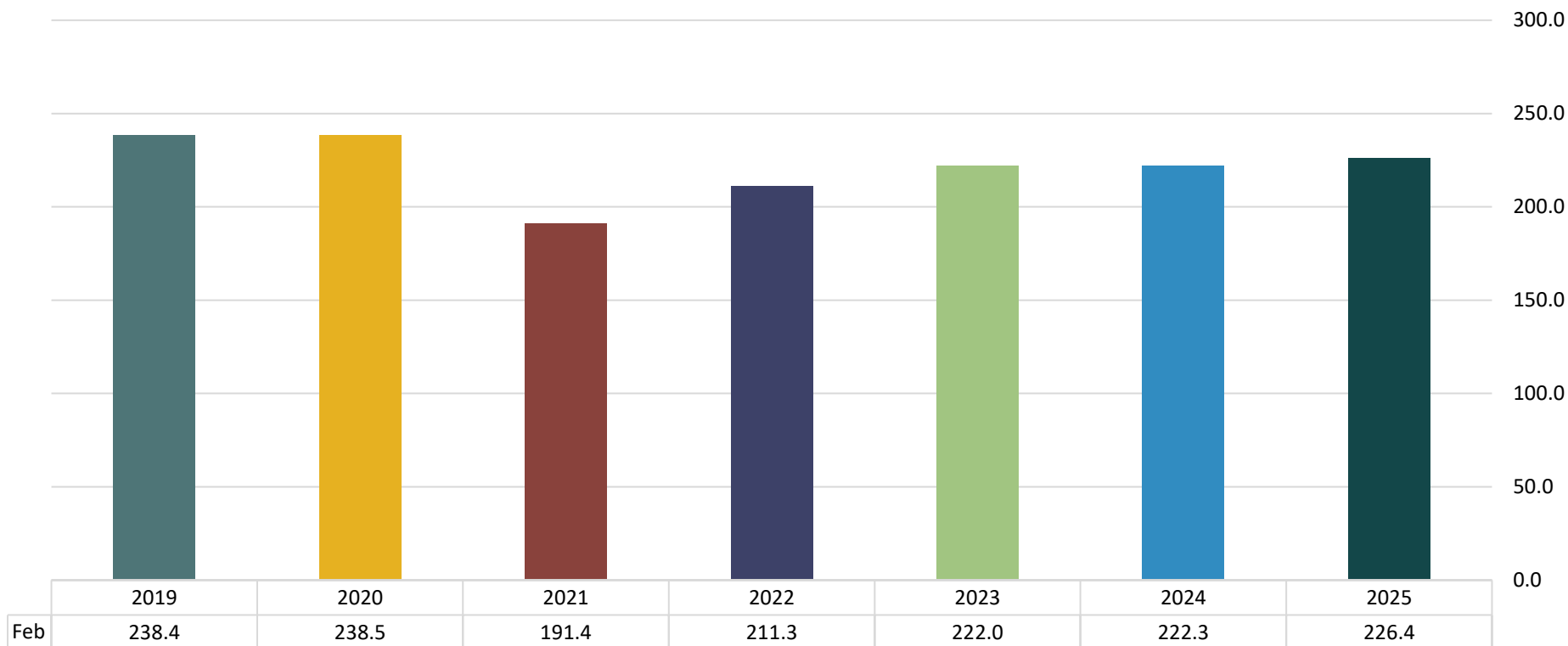
- Louisiana's short-term lodging ADR grew 26.6% over February 2024.
- Louisiana's short-term lodging RevPAR increased by 25.7% over last February.

(Source: AirDNA)



# Louisiana Leisure & Hospitality Jobs

February Tourism Jobs (in thousands): Yr/ Yr



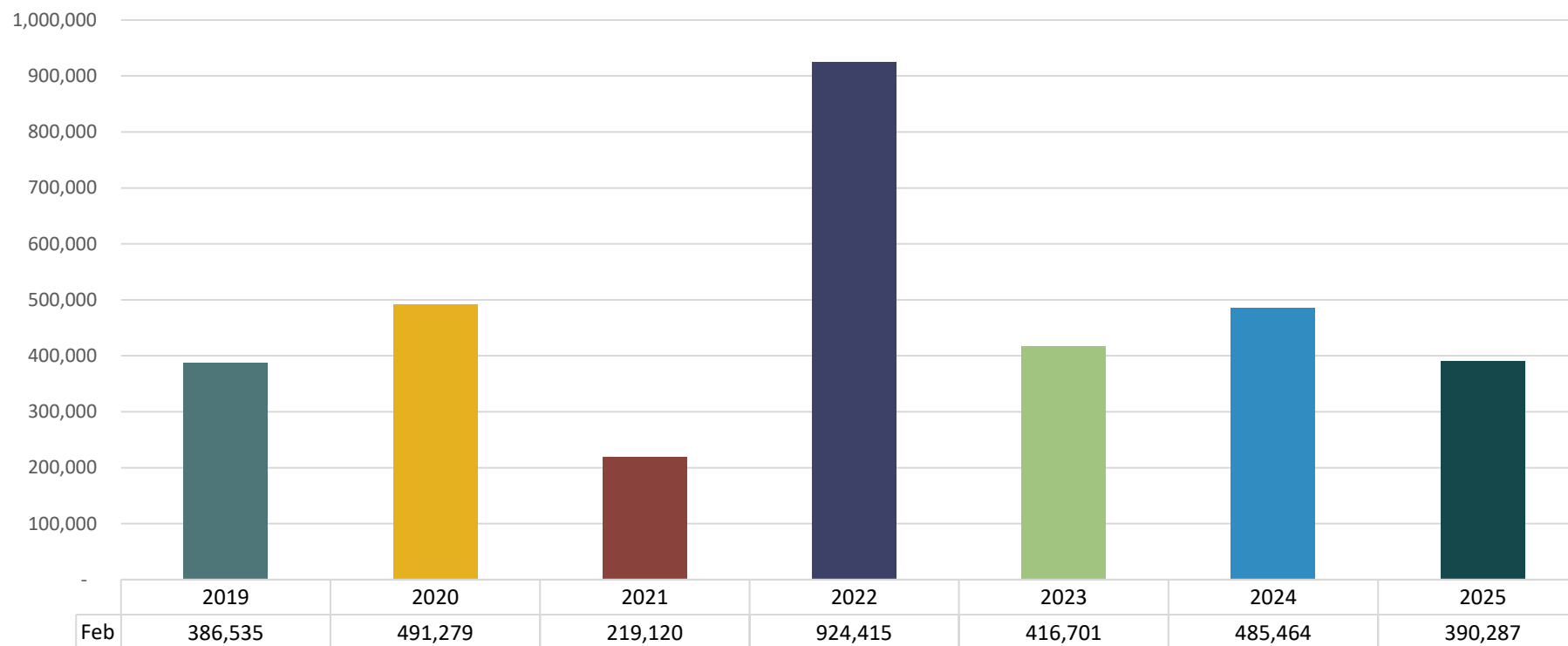
- Tourism jobs increased 1.8% with a gain of 4,100 jobs over February 2024.
- Accommodations and Food Services jobs gained 3,300 jobs over last February.

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



# ExploreLouisiana.com

## February Website Visits: Yr/Yr



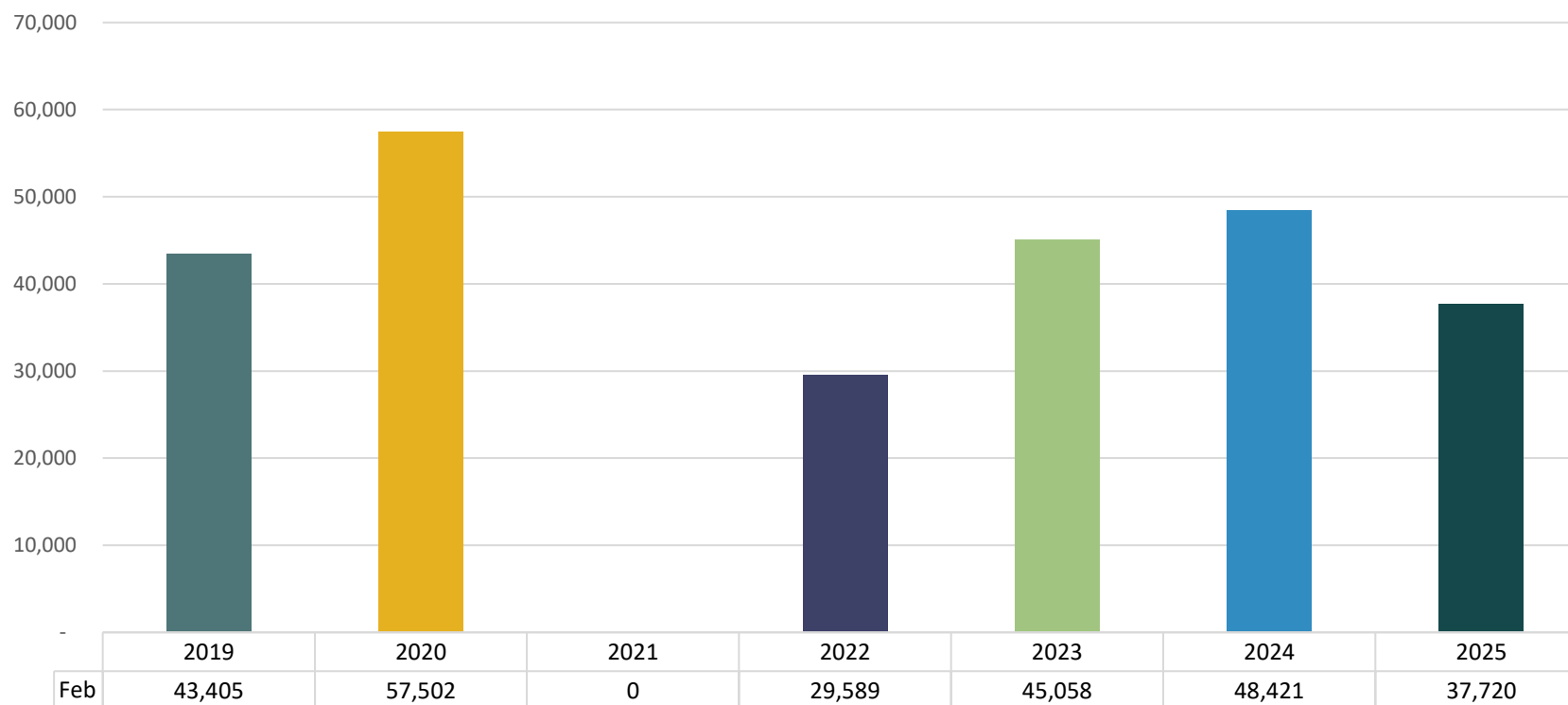
- Average engagement time is up 35.7% over February 2024.
- The top page viewed is the homepage with 89.7k, followed by the /year-of-food page in second with 33.2k views and the /festivals-events-louisiana page with 27.4k views.

(Source: Google Analytics & Miles Media)



# Louisiana Welcome Centers

February Welcome Centers Visitation: Yr/Yr



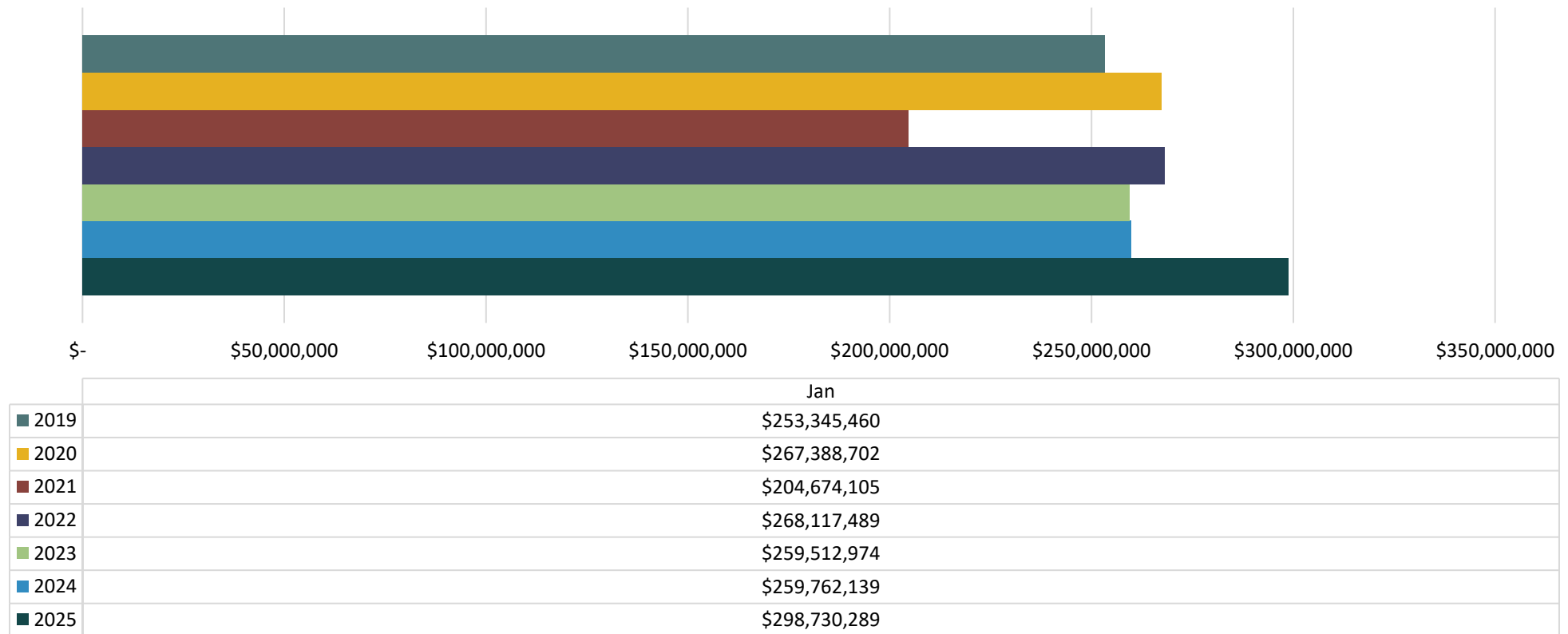
- In February 2025, Louisiana welcome centers welcomed 6,661 internationall visitors, a 9% increase over February 2024.

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



# Louisiana Gaming Revenue

## February Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue increased by 15% over February 2024.

(Sources: LSP – Gaming Enforcement Division)



# Louisiana and U.S. Travel Sentiment & Trends

- 61% of American travelers cited a diverse range of food and music experiences when describing U.S. travel, while 57% agreed that domestic trips offer access to unique cultural traditions and places to visit. *(Longwoods International)*
- *Over three-quarters (76%) of Black travelers plan to take a domestic vacation in 2025, with more overnight leisure trips planned than day trips during this period. (MMGY)*
- American leisure travelers are ready to go; planning to take more trips and spend more on travel compared to previous years. *(Future Partners)*
- International travelers are canceling trips to the US due to concerns about President Donald Trump's trade policies, leading to a projected 5% decline in foreign travel and a \$64 billion shortfall for the US tourism industry. *(Tourism Economics)*
- This spring break season is expected to set travel records with a 5% increase in flyers compared with last year. *(TSA)*