



YEAR OF FOOD 2025

# State of the Tourism Industry Monthly Report

January 2025

Created February 26, 2025

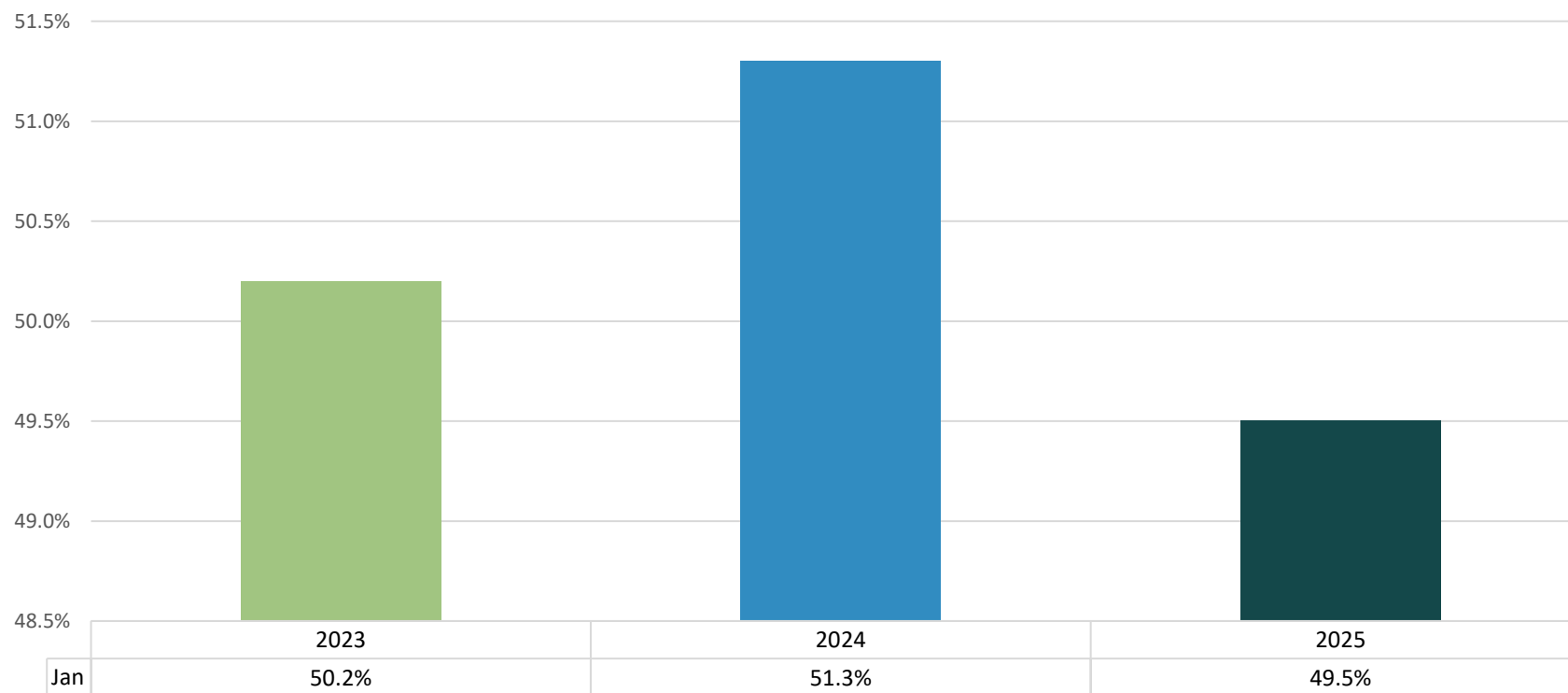


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BILLY NUNGESSER

LOUISIANA  
Feed Your Soul.

# Louisiana Lodging

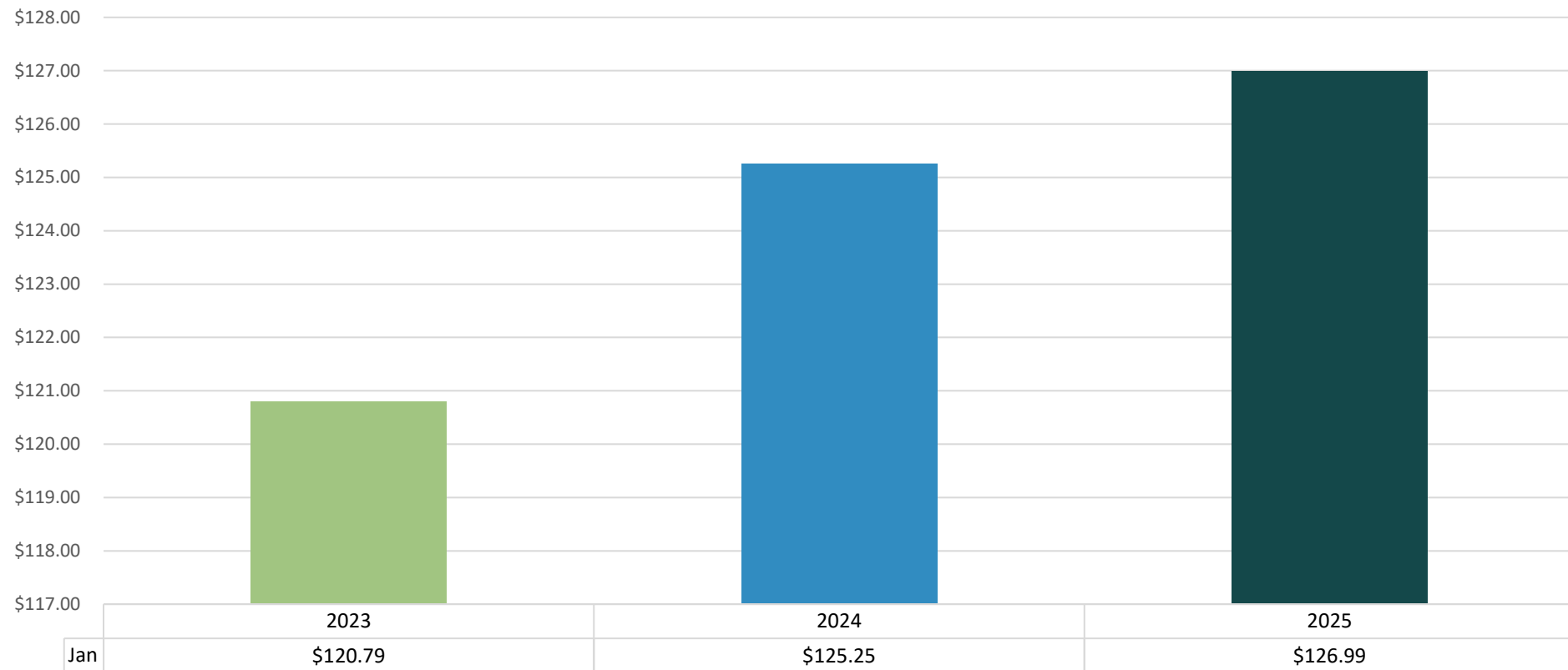
January Occupancy (%): Yr/Yr



- Louisiana's occupancy decreased 3.5% over January 2024.
- Since last month (December), occupancy was up 3.3%.

(Source: STR)

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

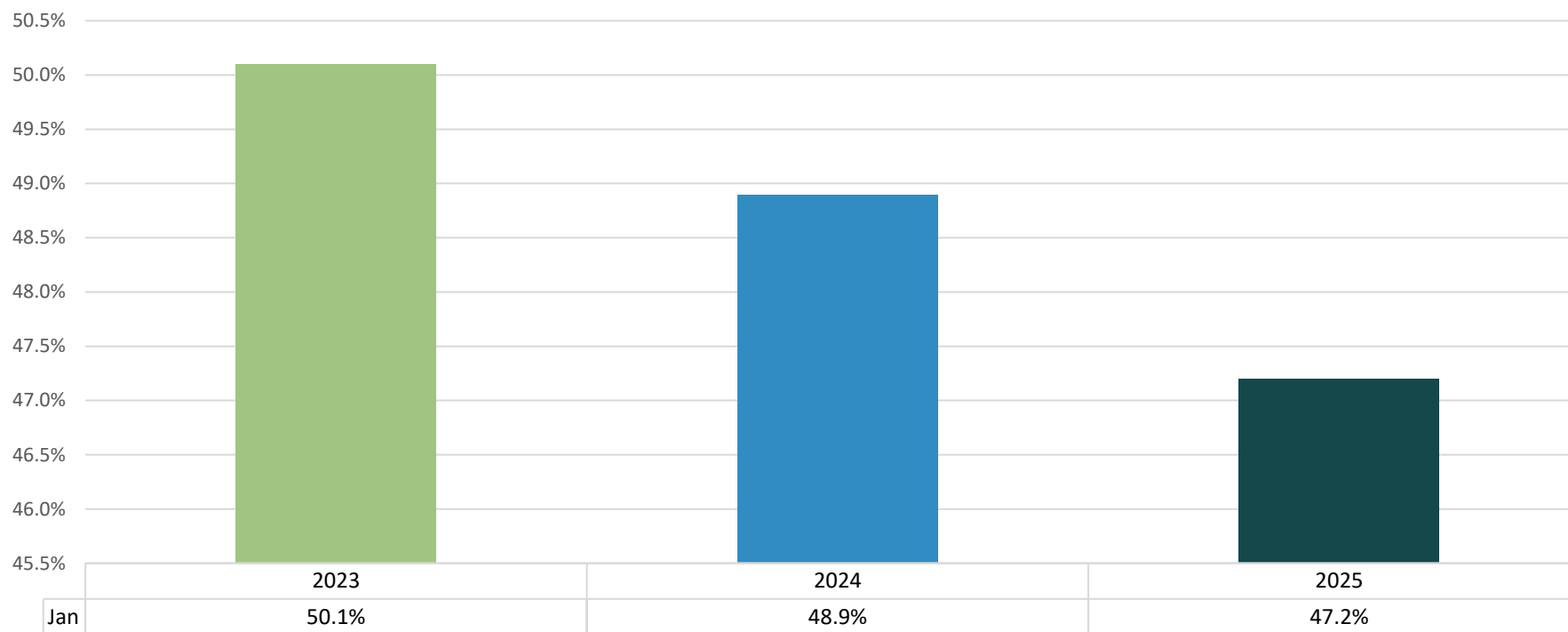


- Louisiana's average daily rates (ADR) grew 1.4% over January 2024.
- Since last month (December), ADR was down 0.4%.

(Source: STR)

# Louisiana Lodging (without New Orleans)

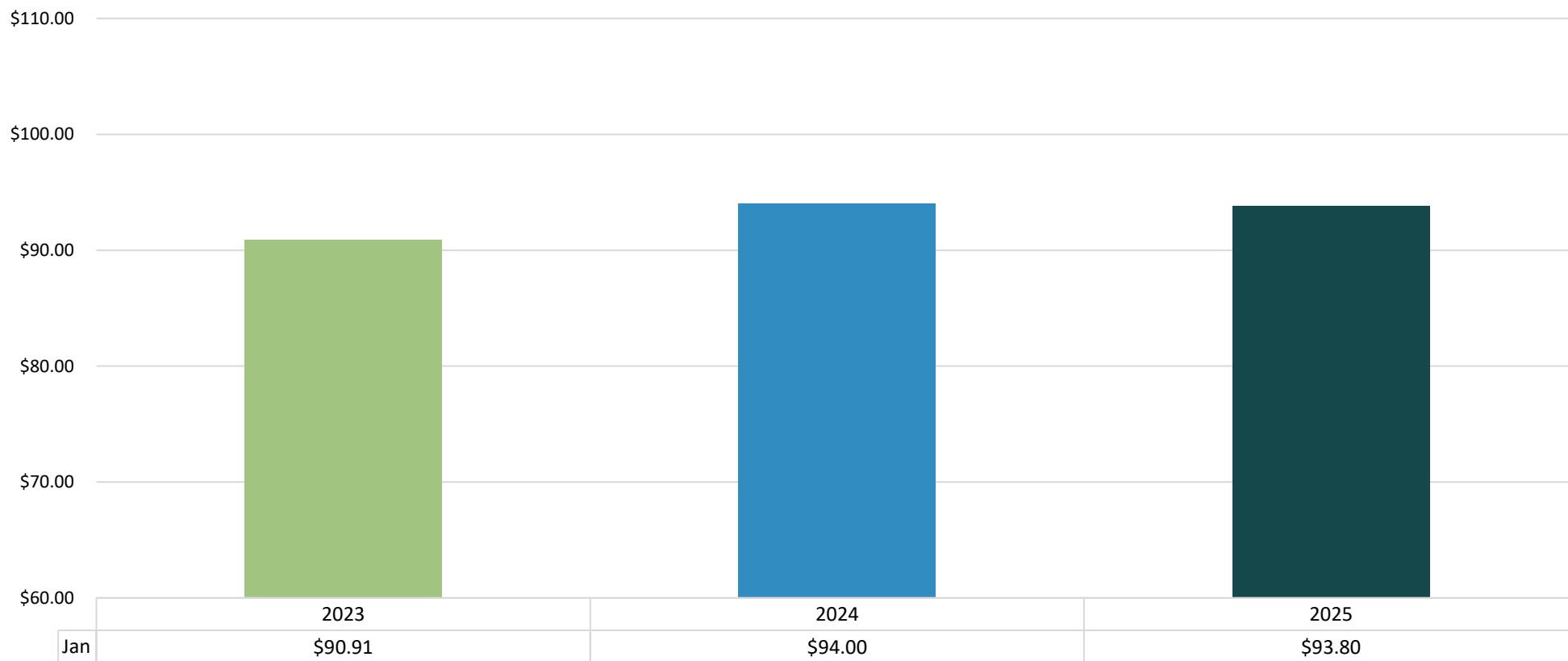
January Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, decreased 3.5% over January 2024.

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

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

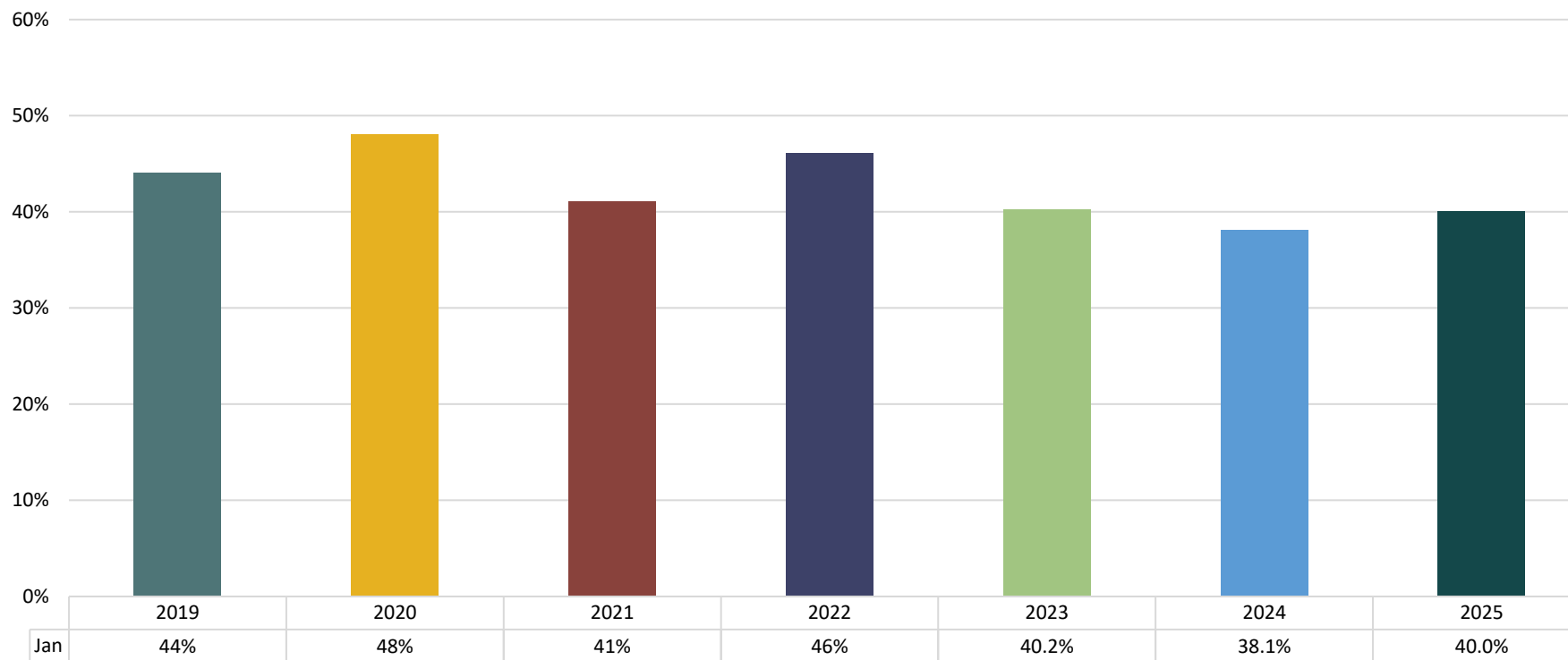


- Louisiana's ADR, excluding New Orleans, decreased 0.2% over January 2024.

(Source: STR)

# Louisiana Short-Term Lodging

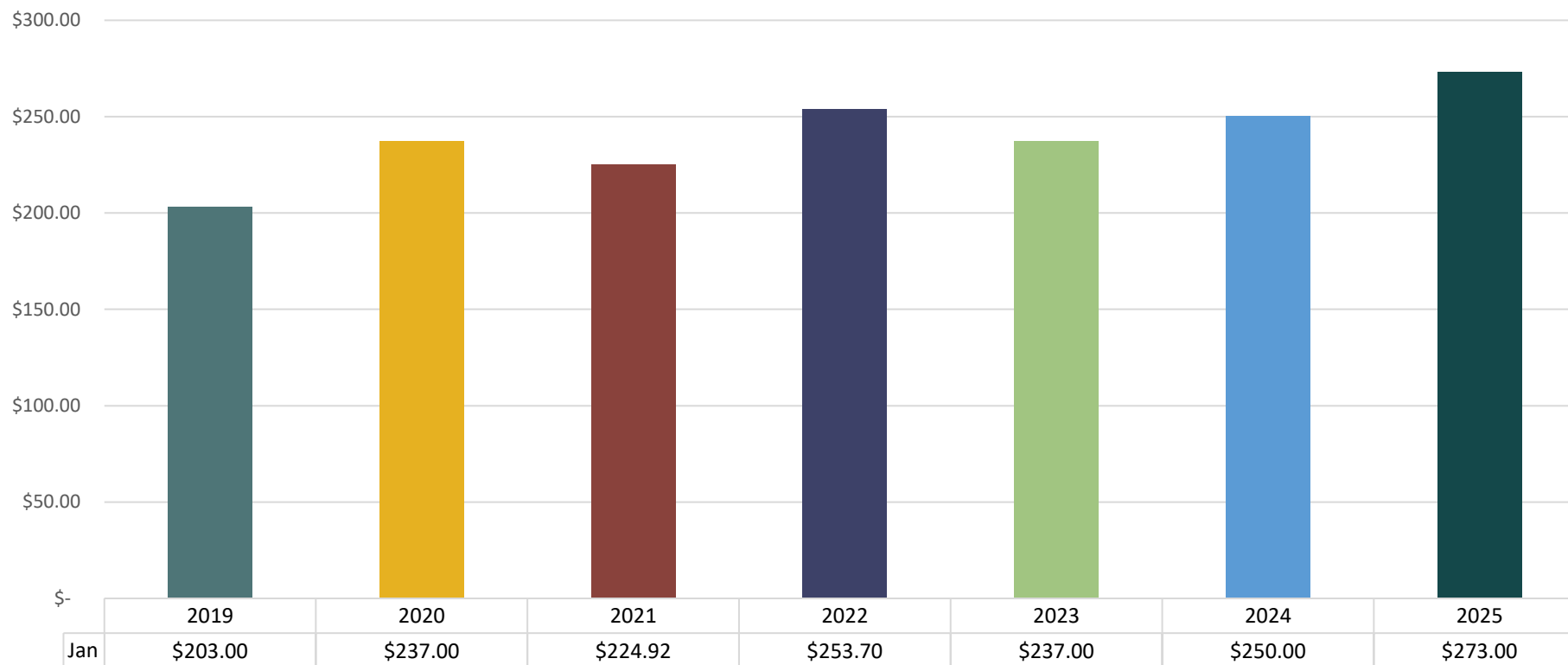
January Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy is up 6.1% over January 2024.
- Since last month (December), short-term lodging occupancy is down 11%.

(Source: AirDNA)

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



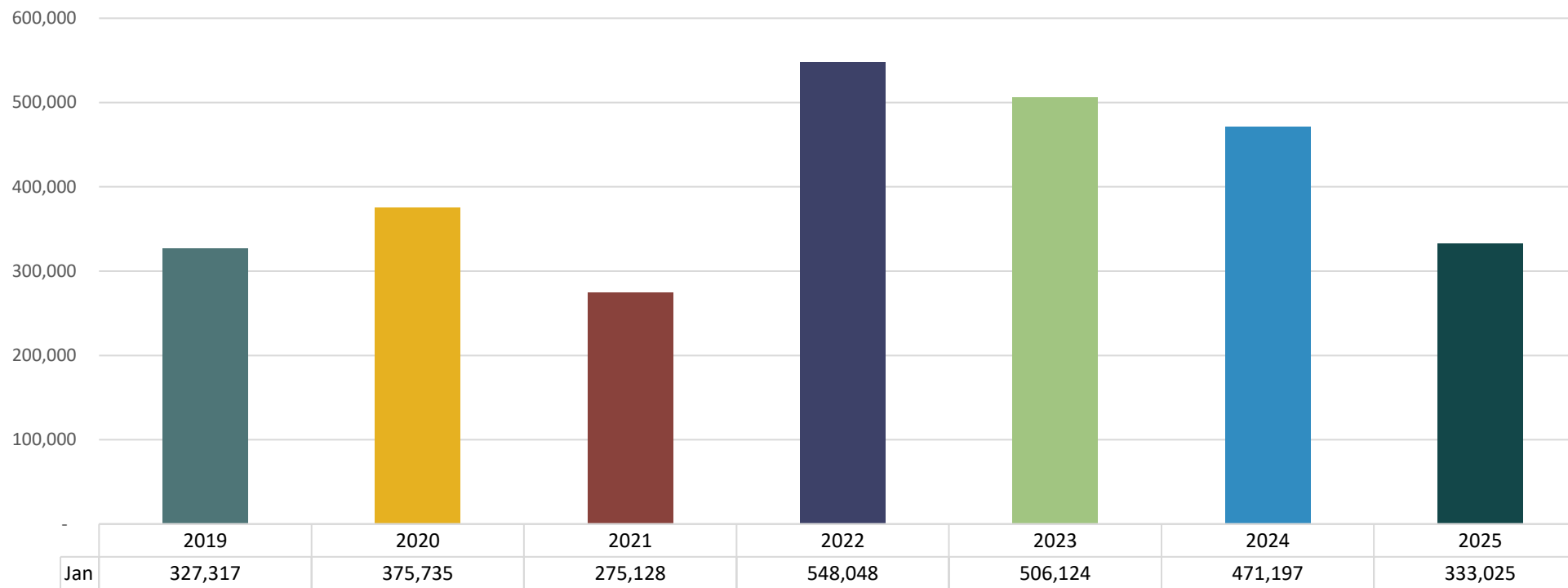
- Louisiana's short-term lodging ADR grew 9.7% over January 2024.
- Since last month (December), short-term lodging ADR increased 2.6%.

(Source: AirDNA)



# ExploreLouisiana.com

January Website Visits: Yr/Yr

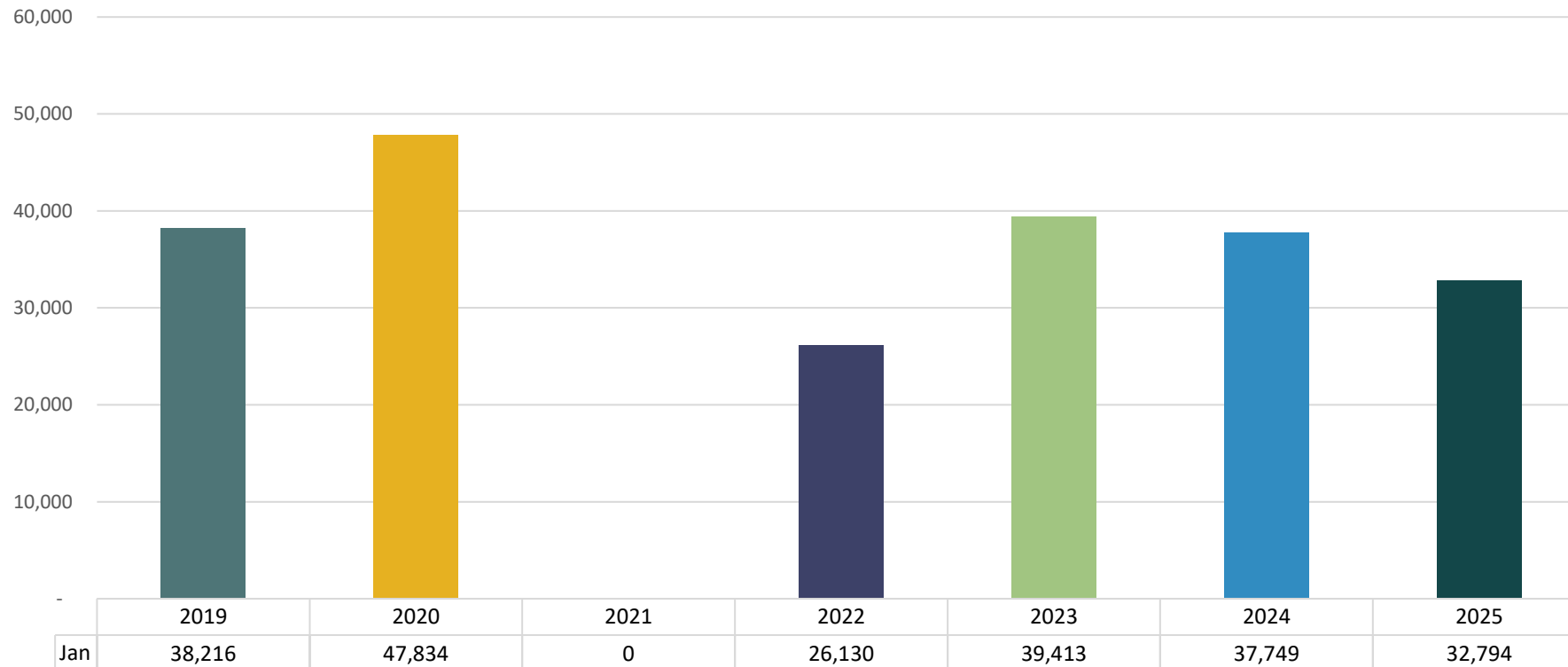


- Visit engagements are up 37% over January 2024.
- The top page viewed is the Homepage with 89.7k, followed by the year-of-food page in second with 33.2k views, and the festivals-events-louisiana page with 27.4k views.



# Louisiana Welcome Centers

January Welcome Centers Visitation: Yr/Yr

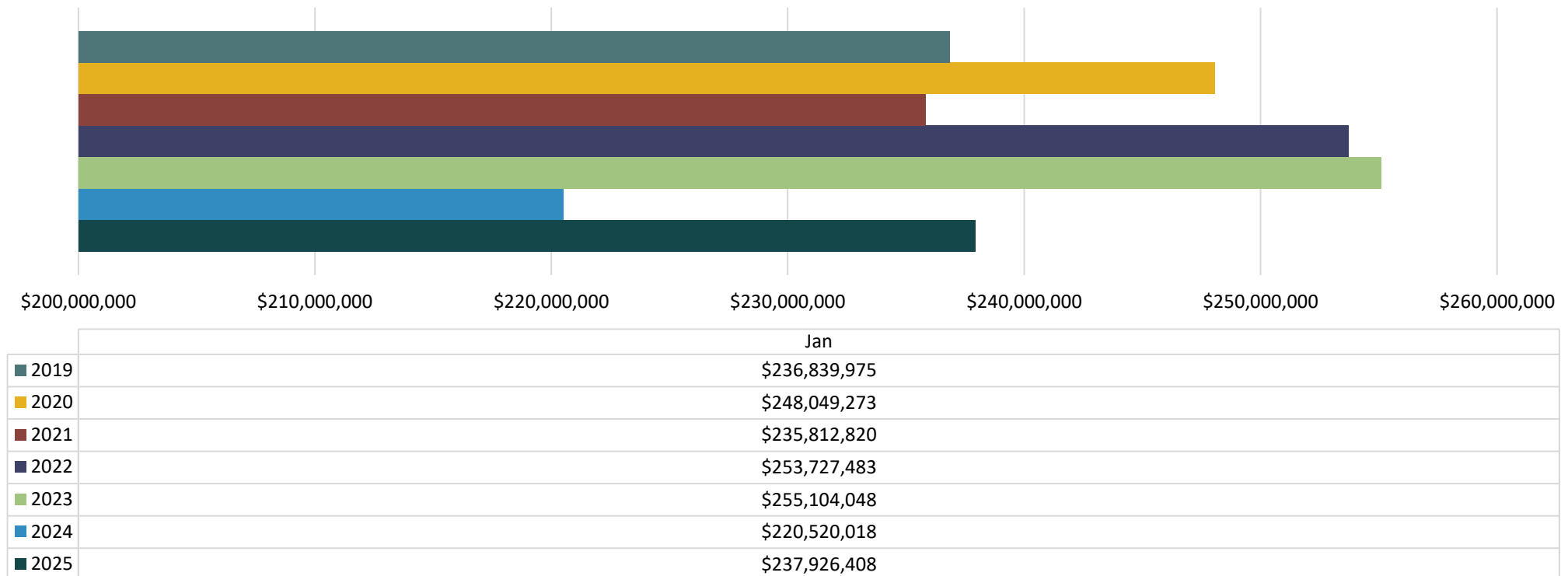


- Louisiana welcome centers received 457 visitors from Tennessee in January 2024.

*(Mound Welcome Center is closed through the Spring 2025) (Source: LA Welcome Centers)*

# Louisiana Gaming Revenue

January Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue was down 14% over January 2023.

(Sources: LSP – Gaming Enforcement Division)

# Louisiana Economic Impact and U.S. Travel Sentiment

- The Port of New Orleans (Port NOLA), the 6th largest U.S. cruise port, broke the record with more than 1.2 million cruise passengers movements in 2024. *(Port NOLA)*
- 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)*
- 83.9% of American travelers have existing trip plans for the year. *(Future Partners)*
- Nearly 62% of American travelers feel it's likely or certain that usage of AI tools like ChatGPT and Gemini to plan travel will become much more popular in 2025. *(Future Partners)*
- 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)*
- Currently, three million travelers are screened in a single day only a few times a year. By 2030, that will be a daily reality. *(TSA)*