



YEAR OF FOOD 2025

State of the Tourism Industry Monthly Report

March 2025

Created April 22, 2025

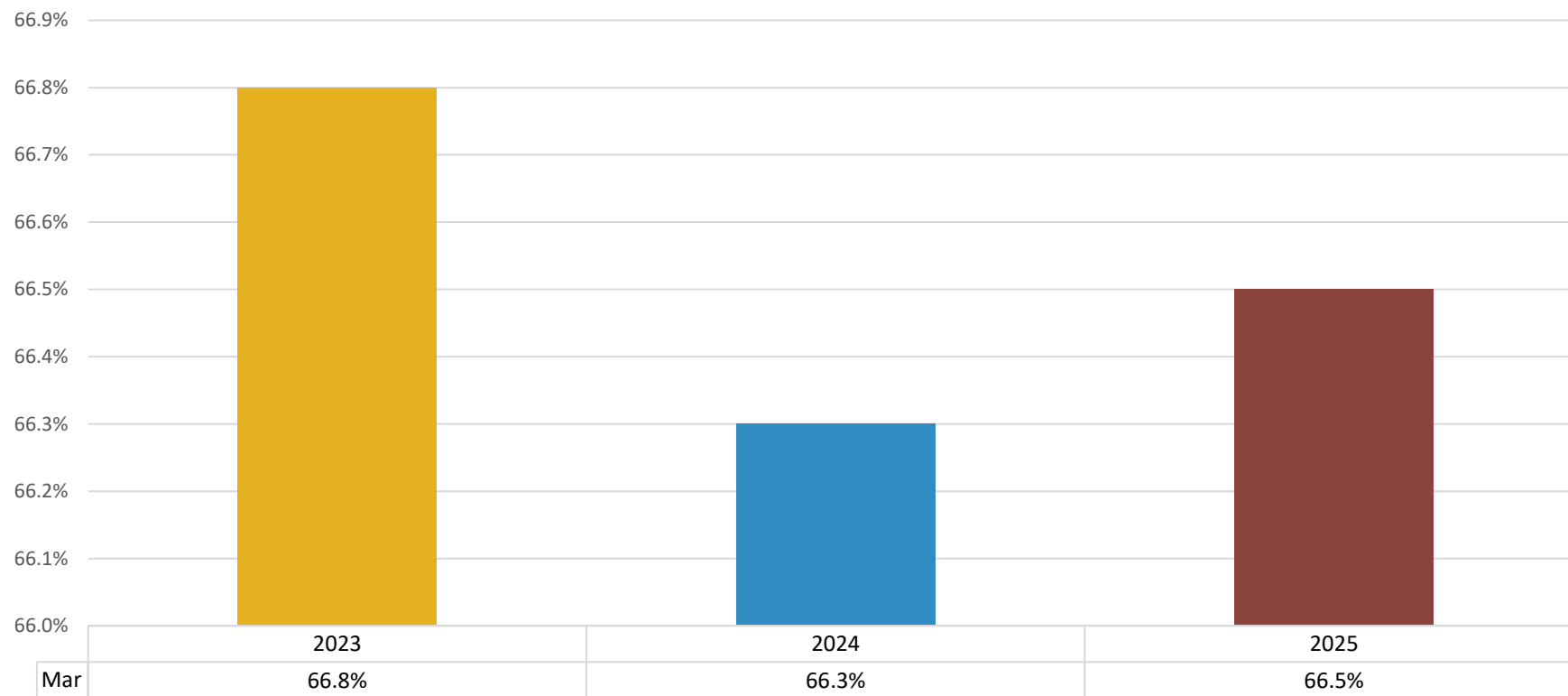


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

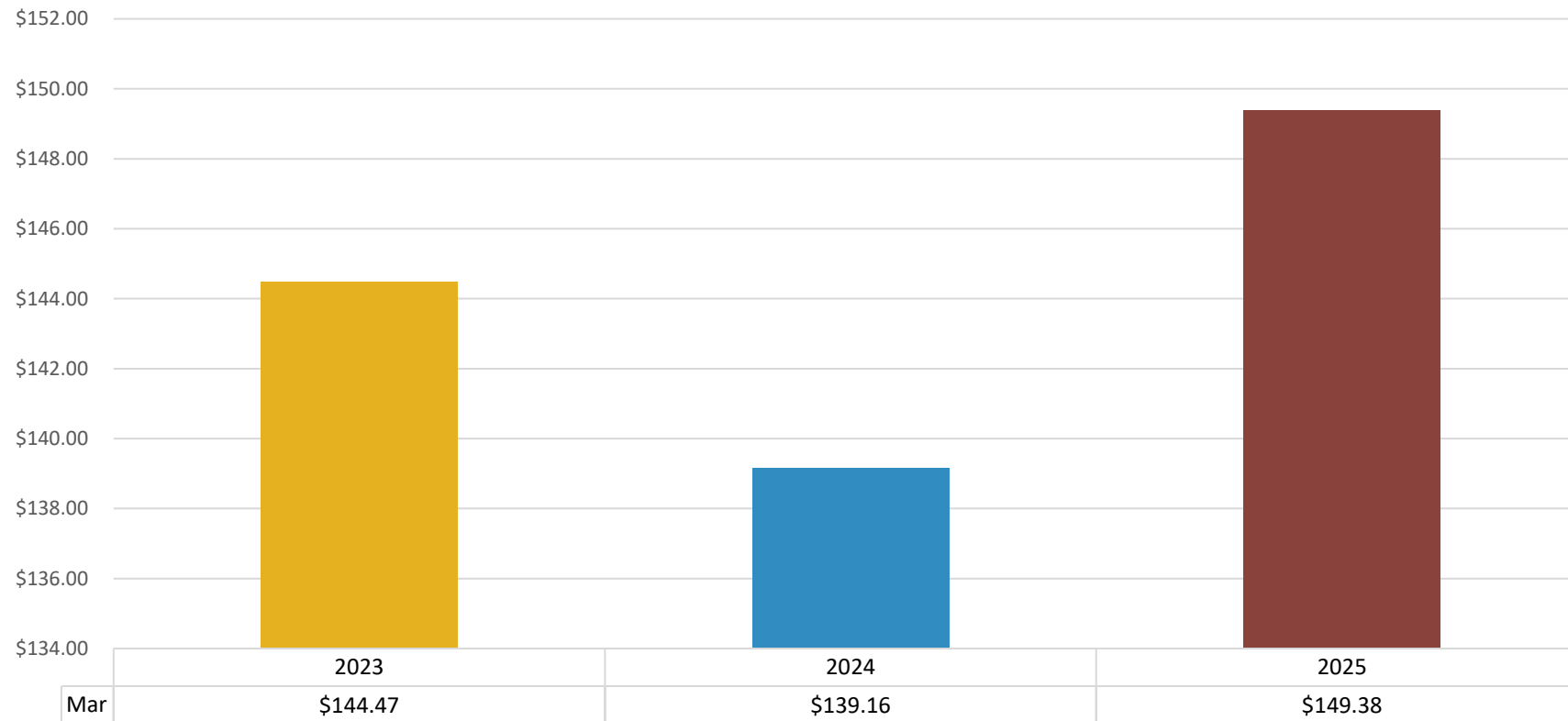
March Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy increased by 0.4% over March 2024.
- Since last month (February), occupancy was up 6.4%.
- Mardi Gras was March 4, 2025.

(Source: STR)

March ADR (\$): Yr/Yr

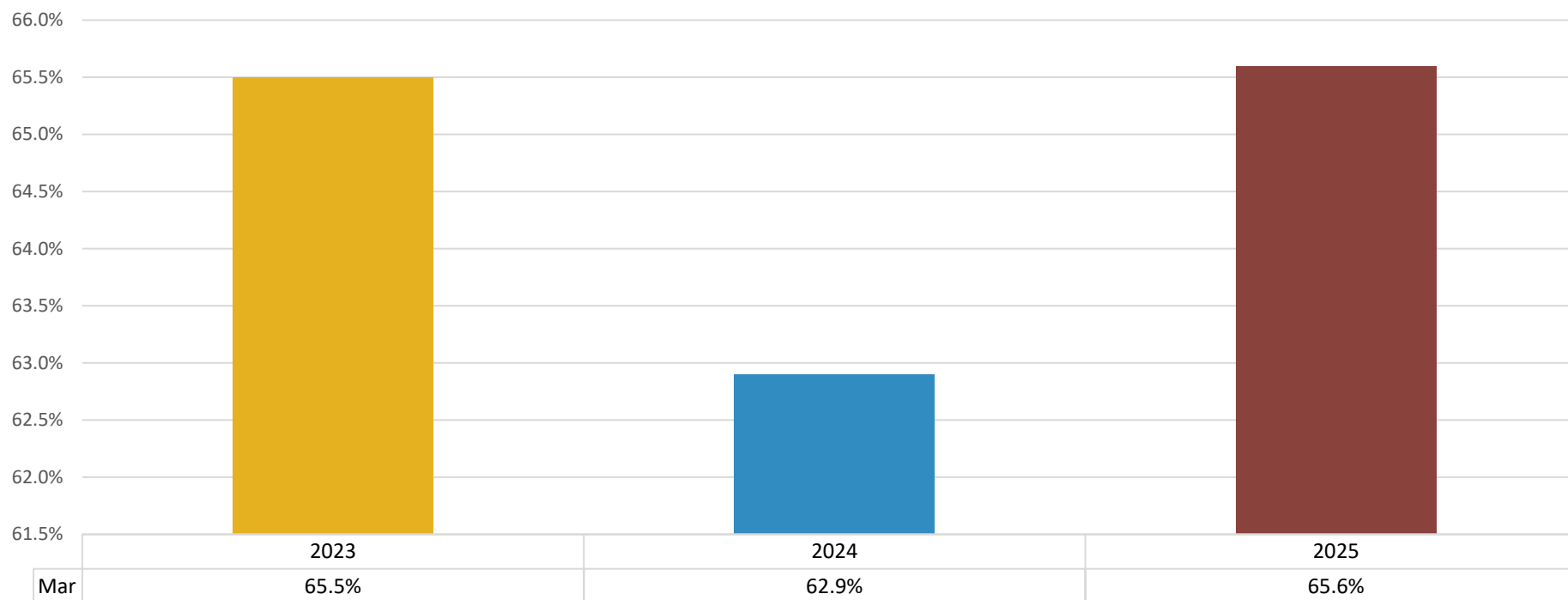


- Louisiana's average daily rates (ADR) grew 7.3% over March 2024.
- Since last month (February), ADR was down 25.7%.

(Source: STR)

Louisiana Lodging (without New Orleans)

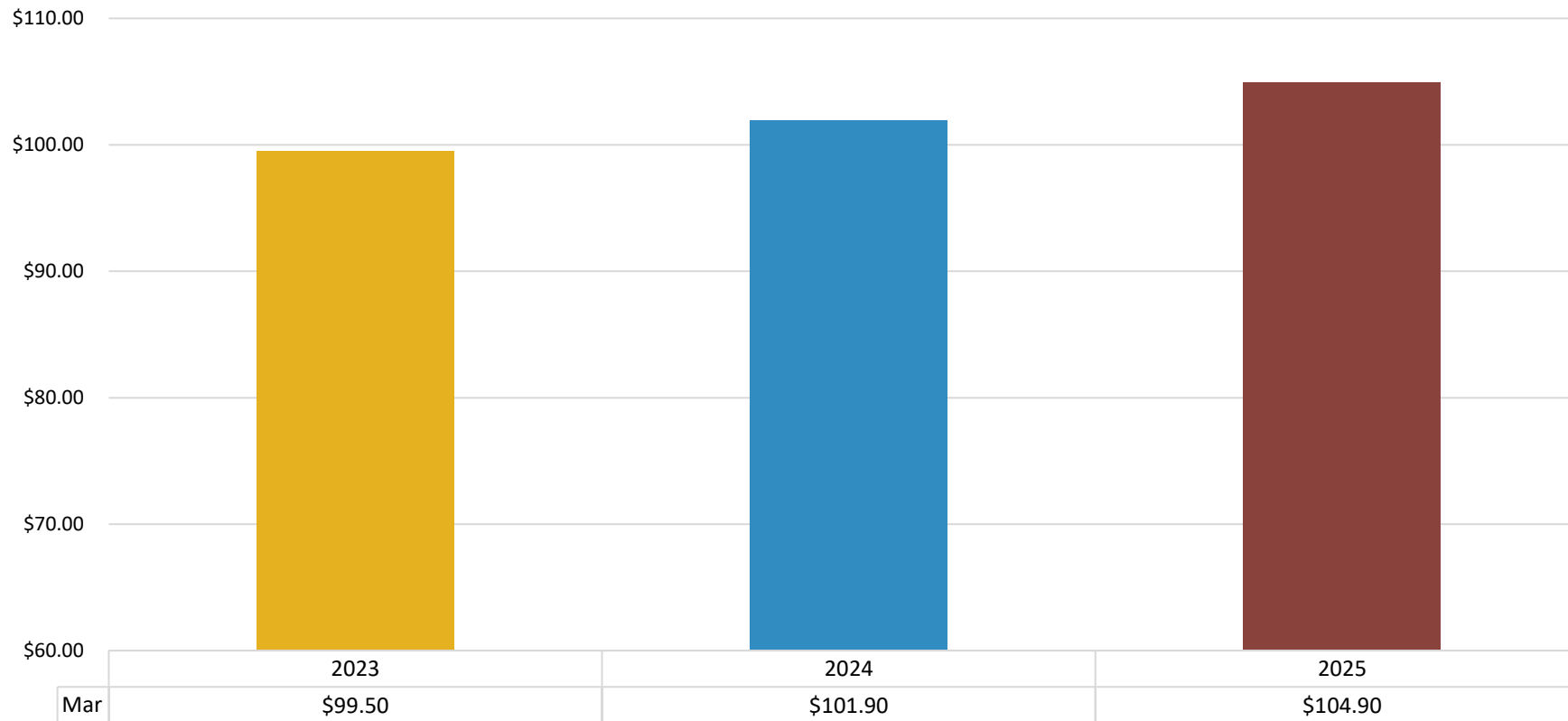
March Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased by 4.3% over March 2024.

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

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

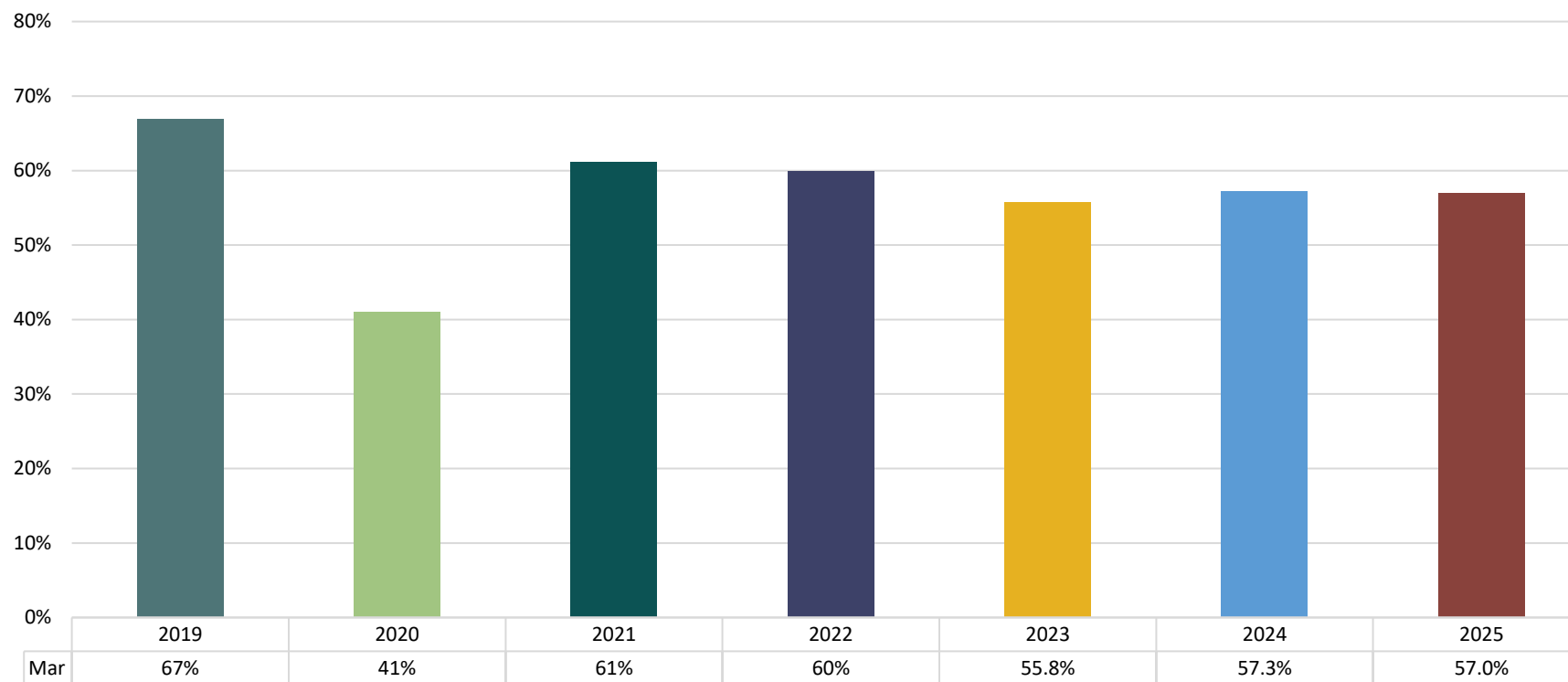


- Louisiana's ADR, excluding New Orleans, grew by 2.9% over March 2024.

(Source: STR)

Louisiana Short-Term Lodging

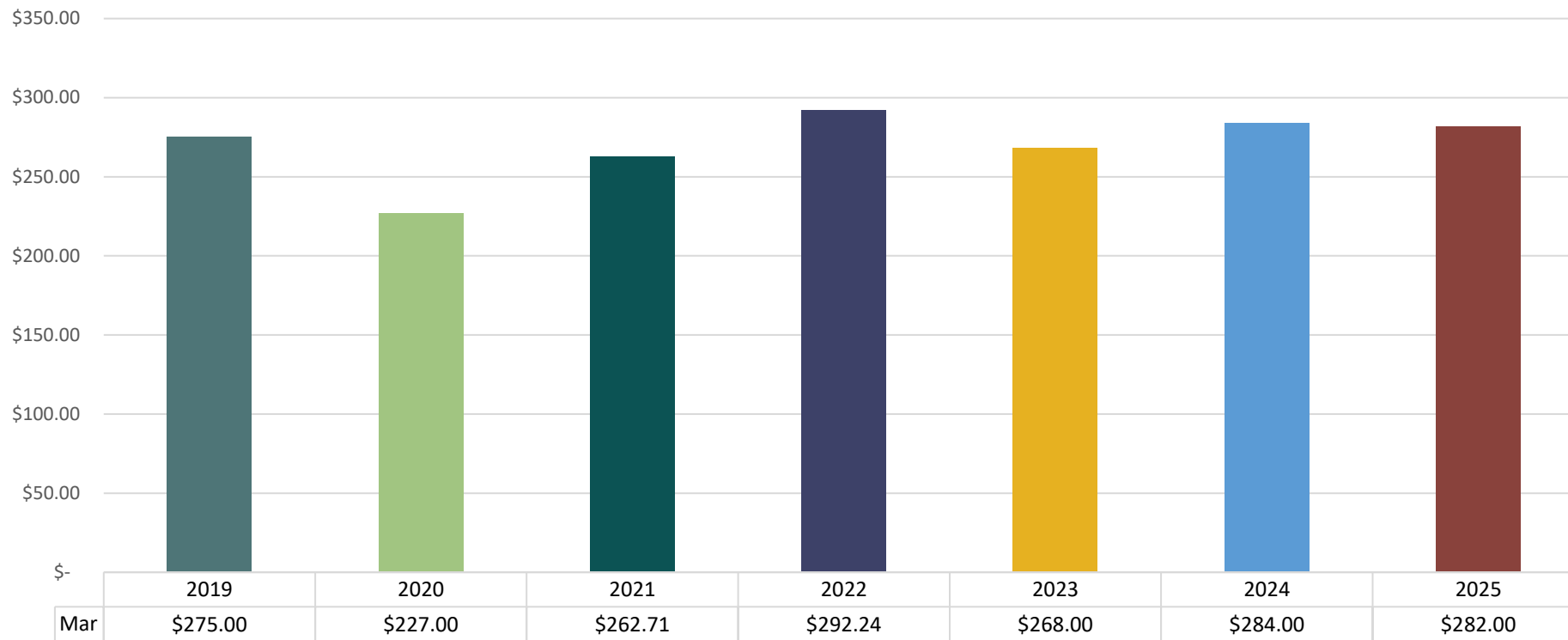
March Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy decreased 1.8% over March 2024.
- Booked listings increased by 14.9% over last March.

(Source: AirDNA)

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

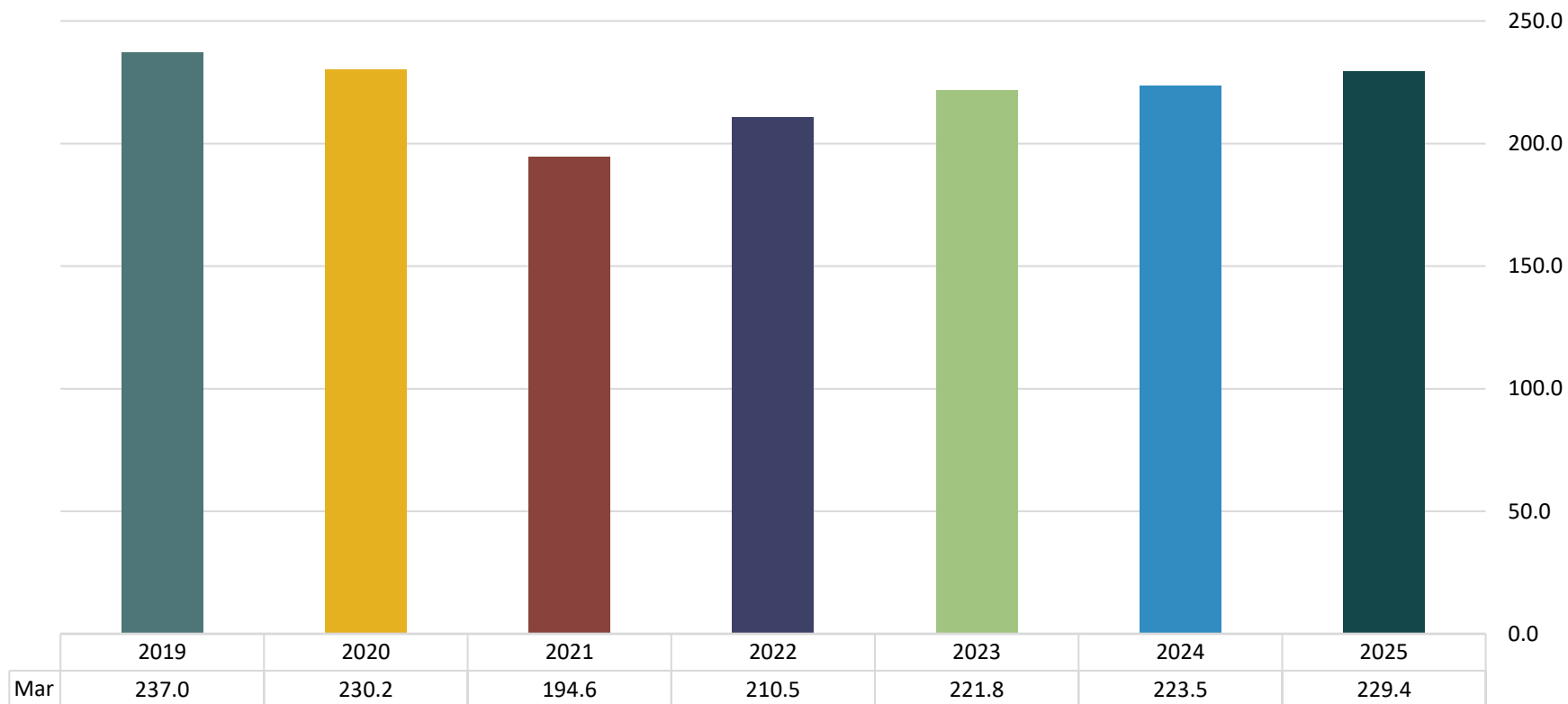


- Louisiana's short-term lodging ADR grew 6.7% over March 2024.
- Louisiana's short-term lodging RevPAR increased by 4.9% over last March.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

March Tourism Jobs (in thousands): Yr/ Yr

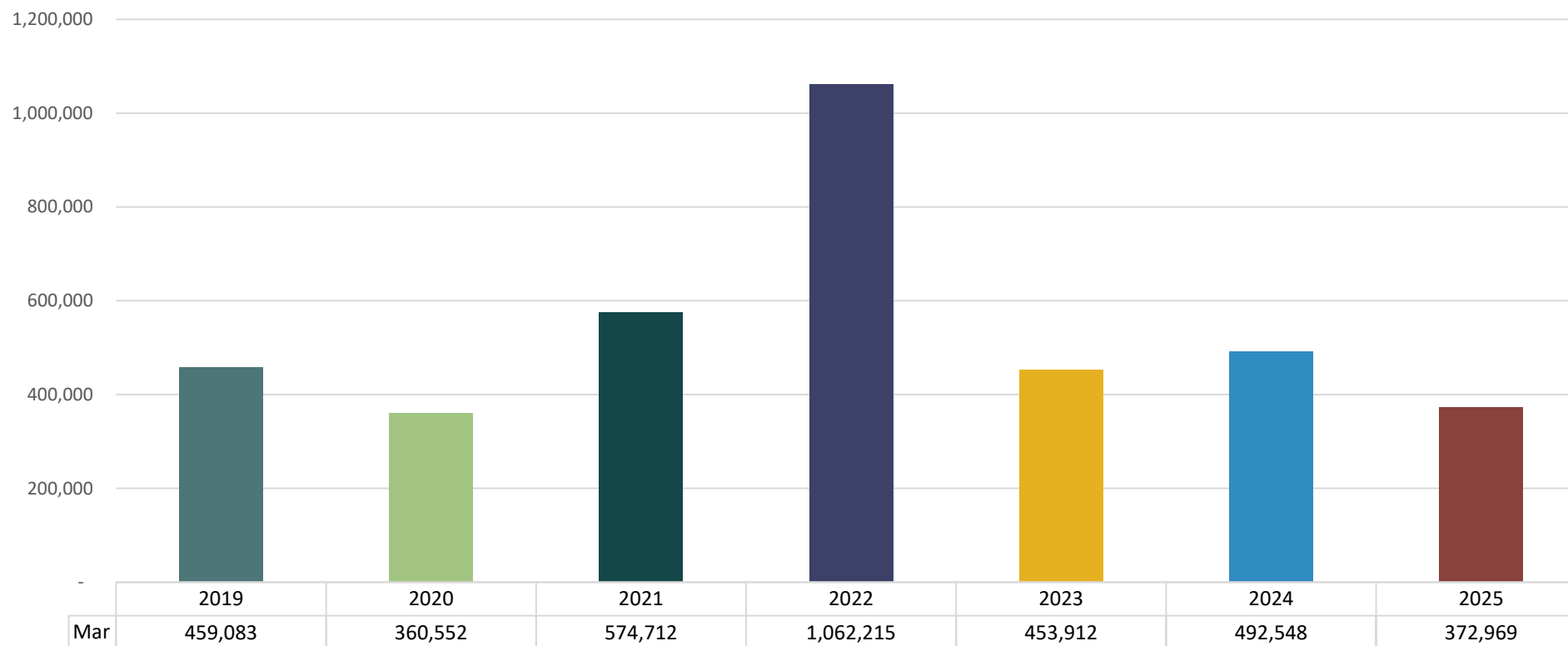


- Tourism jobs increased 2.6% with a gain of 5,900 jobs over March 2024.
- Accommodations and Food Services jobs gained 5,900 jobs over last March.

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

ExploreLouisiana.com

March Website Visits: Yr/Yr

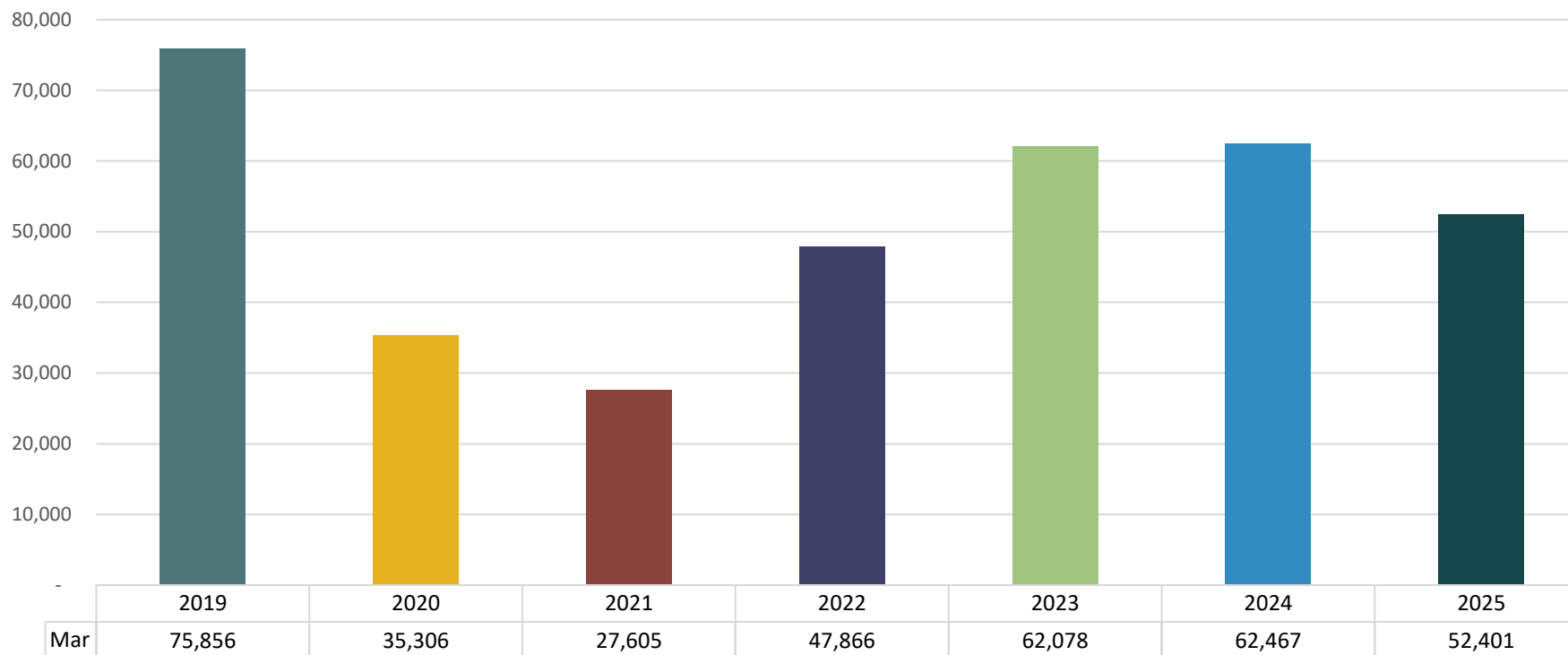


- Engaged sessions increased 1.1% over March 2024.
- Engagement rate was up 33% over last March.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

March Welcome Centers Visitation: Yr/Yr

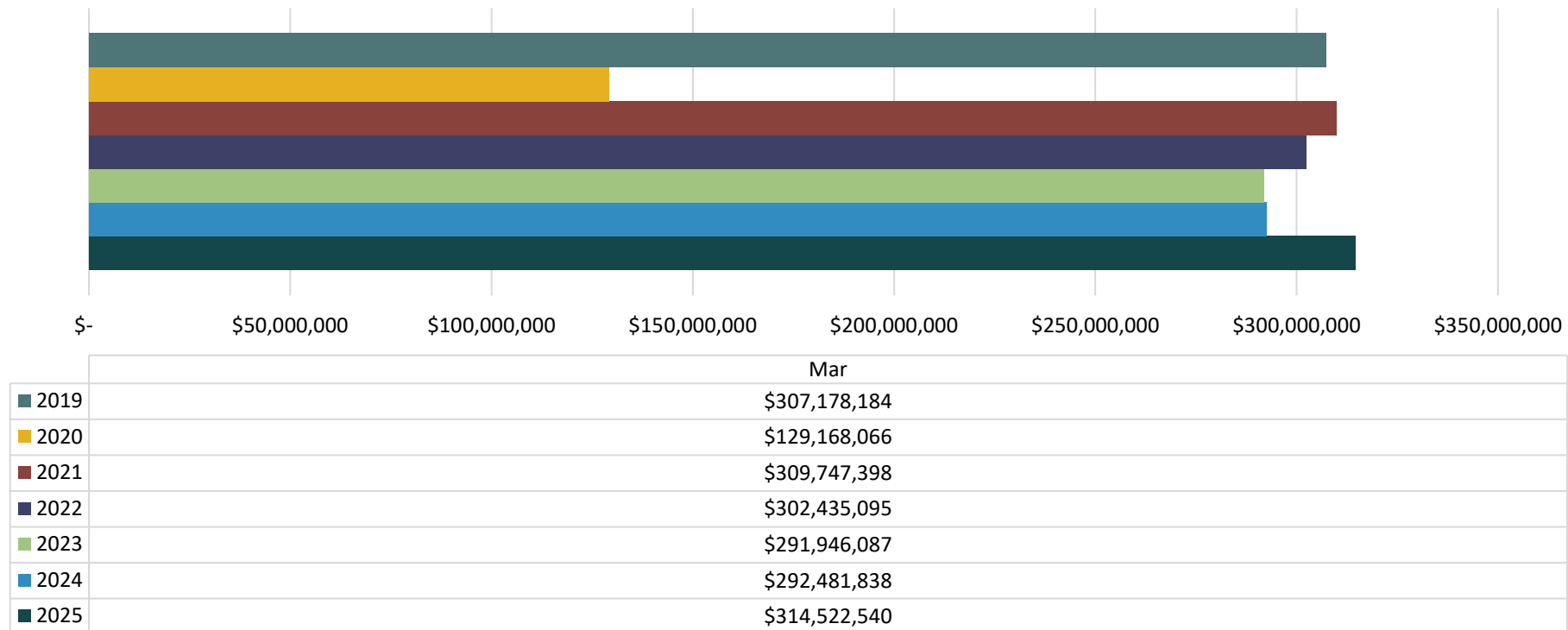


- In March 2025, Louisiana welcome centers received over 130 visitors from Nebraska, an increase of 20% over last March.

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

Louisiana Gaming Revenue

March Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue increased by 7.5% over March 2024.

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment & Trends

- In 2024, U.S. domestic travel generated \$5.3 trillion in spending, while international travel generated \$1.89 in spending worldwide. *(WTTC)*
- 94% of American travelers have trips planned in the next six months, up 88% from February. *(Longwoods International)*
- 80% of people, who plan travel for themselves, their families or their group are women. *(TravelPulse)*
- 61% of women over 50 prefer traveling solo. *(JourneyWoman)*
- The global wellness tourism market, valued at \$868 billion in 2023, is projected to reach \$1.4 trillion by 2027, as travelers spend more on experiences such as sound baths and hormone health coaching. *(Global Wellness Institute)*
- Anxiety continues to grow amongst American travel consumers, with more than half of travelers (52.1%) now expecting an economic recession in the near future. *(Future Partners)*