



YEAR OF FOOD 2025

State of the Tourism Industry Monthly Report

April 2025

Created May 21, 2025

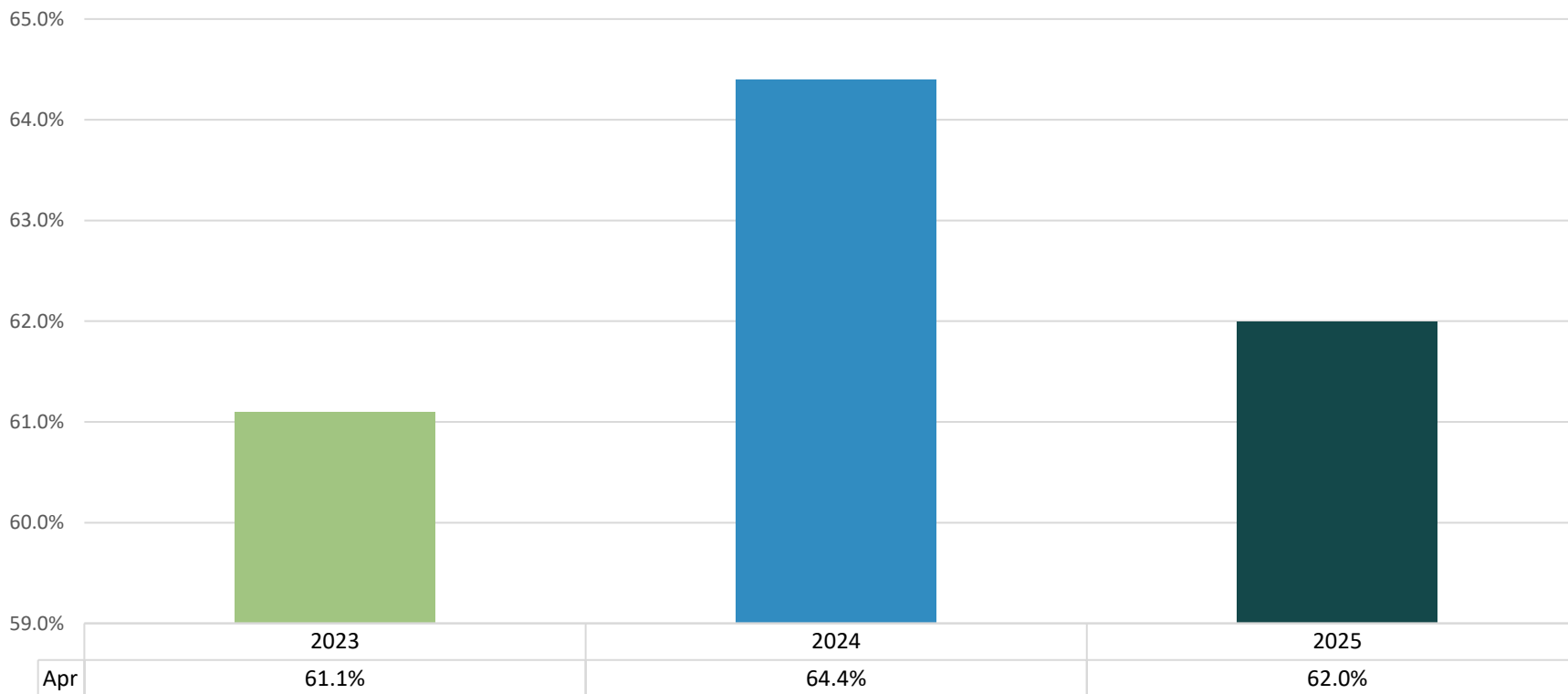


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

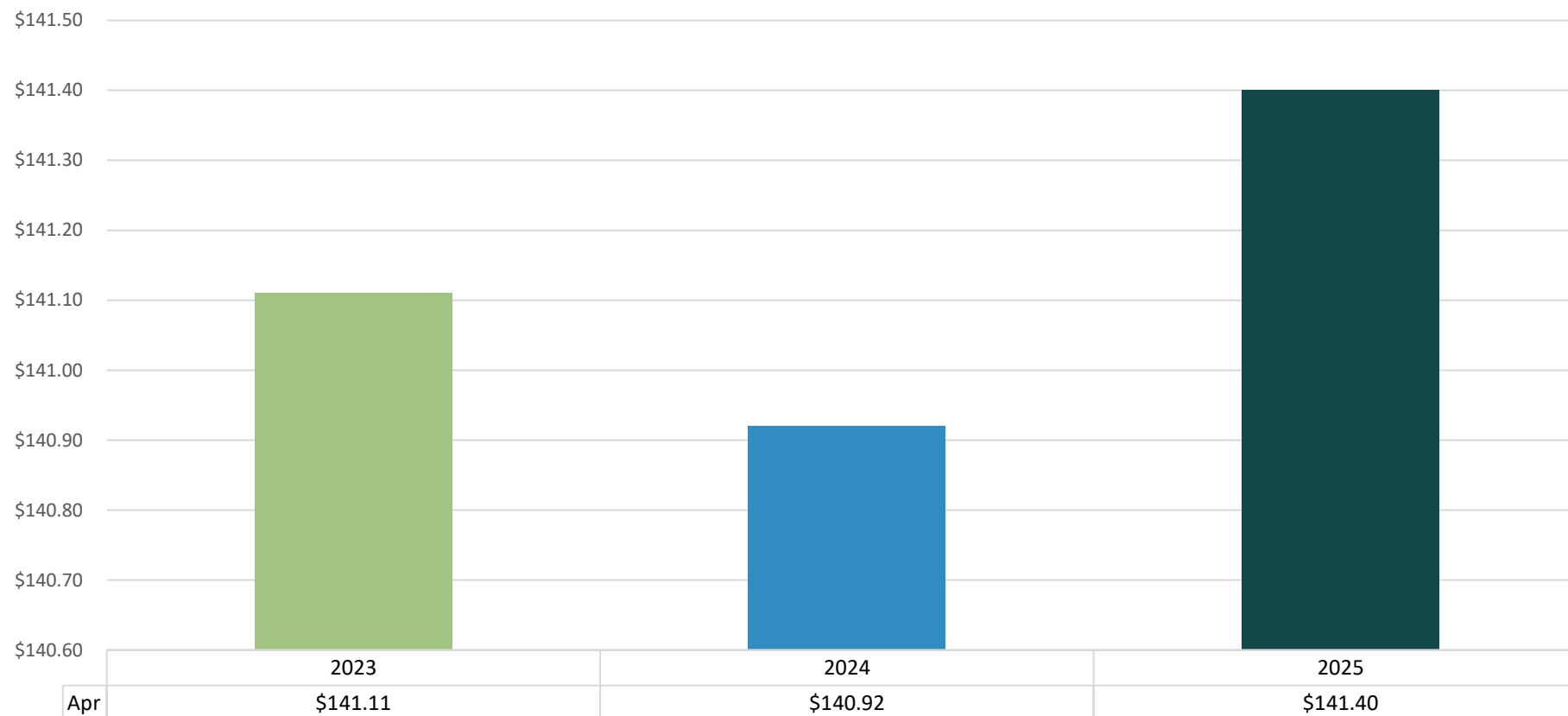
April Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy decreased by 3.7% over April 2024.
- Since last month (March), occupancy was down 6.8%.

(Source: STR)

April ADR (\$): Yr/Yr

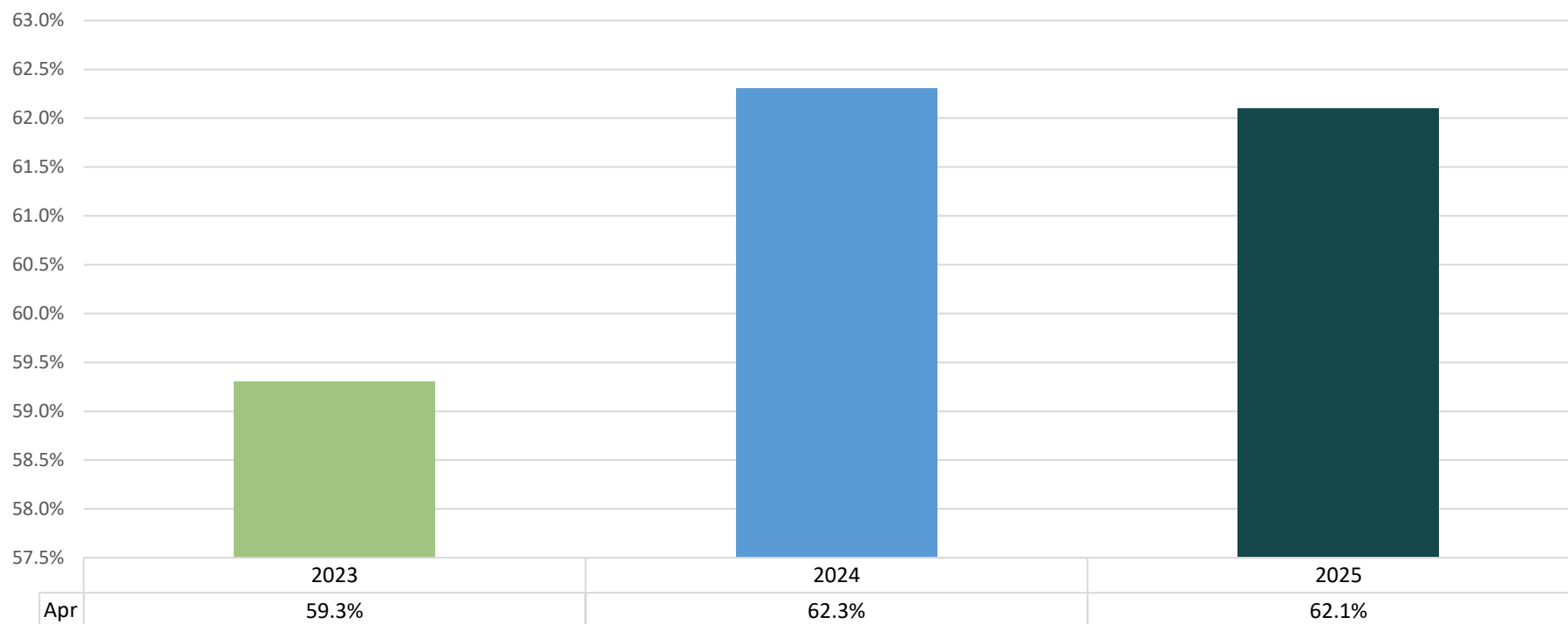


- Louisiana's average daily rates (ADR) grew 0.3% over April 2024.
- Since last month (March), ADR was down 5.3%.

(Source: STR)

Louisiana Lodging (without New Orleans)

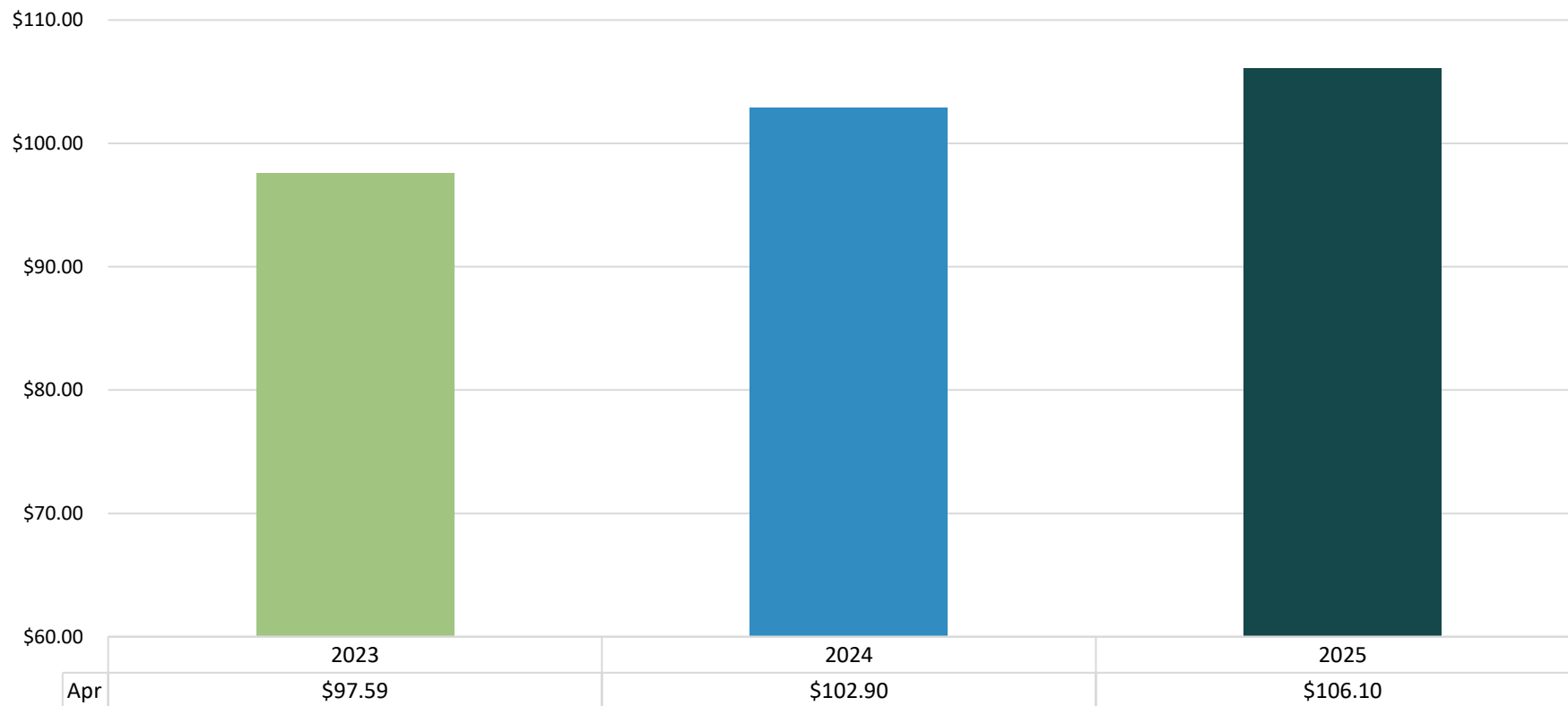
April Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, decreased by 0.3% over April 2024.

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

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

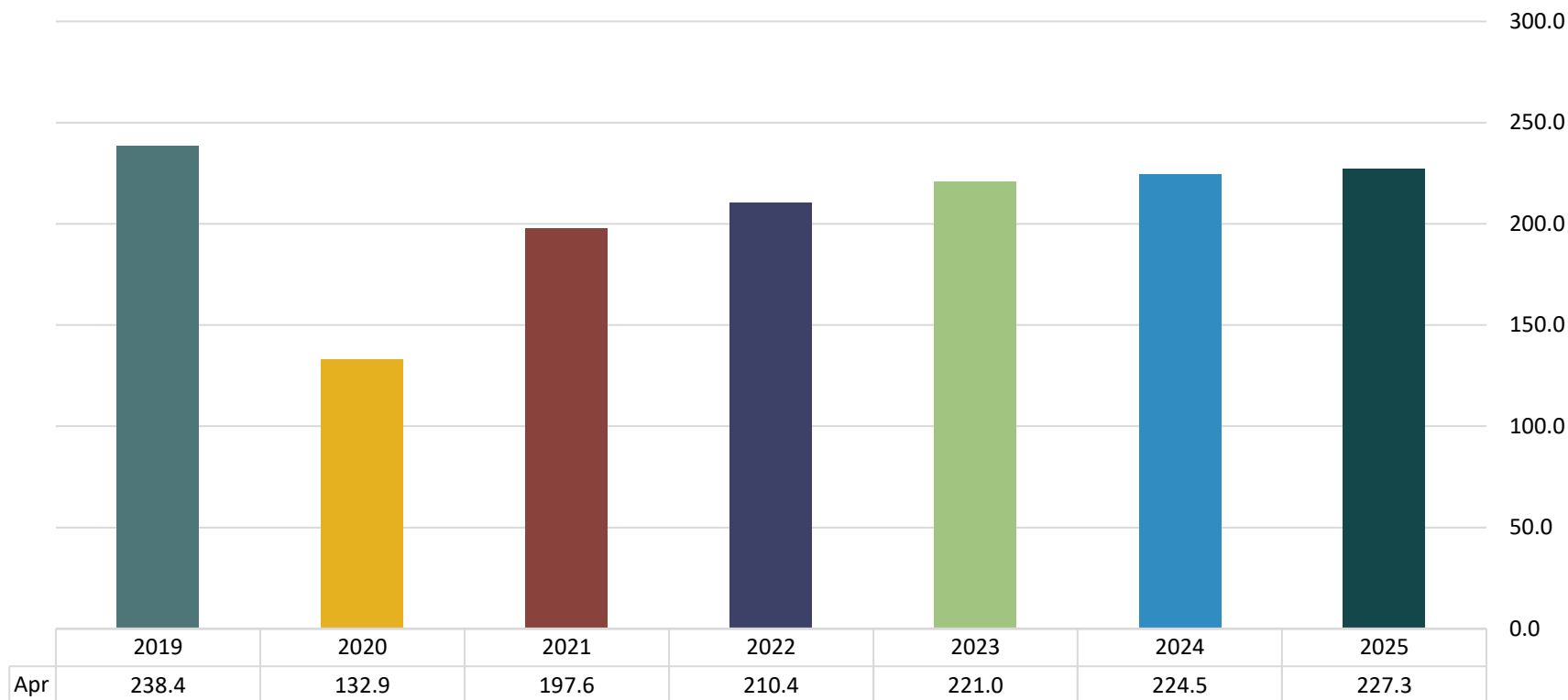


- Louisiana's ADR, excluding New Orleans, grew by 3.1% over April 2024.

(Source: STR)

Louisiana Leisure & Hospitality Jobs

April Tourism Jobs (in thousands): Yr/ Yr

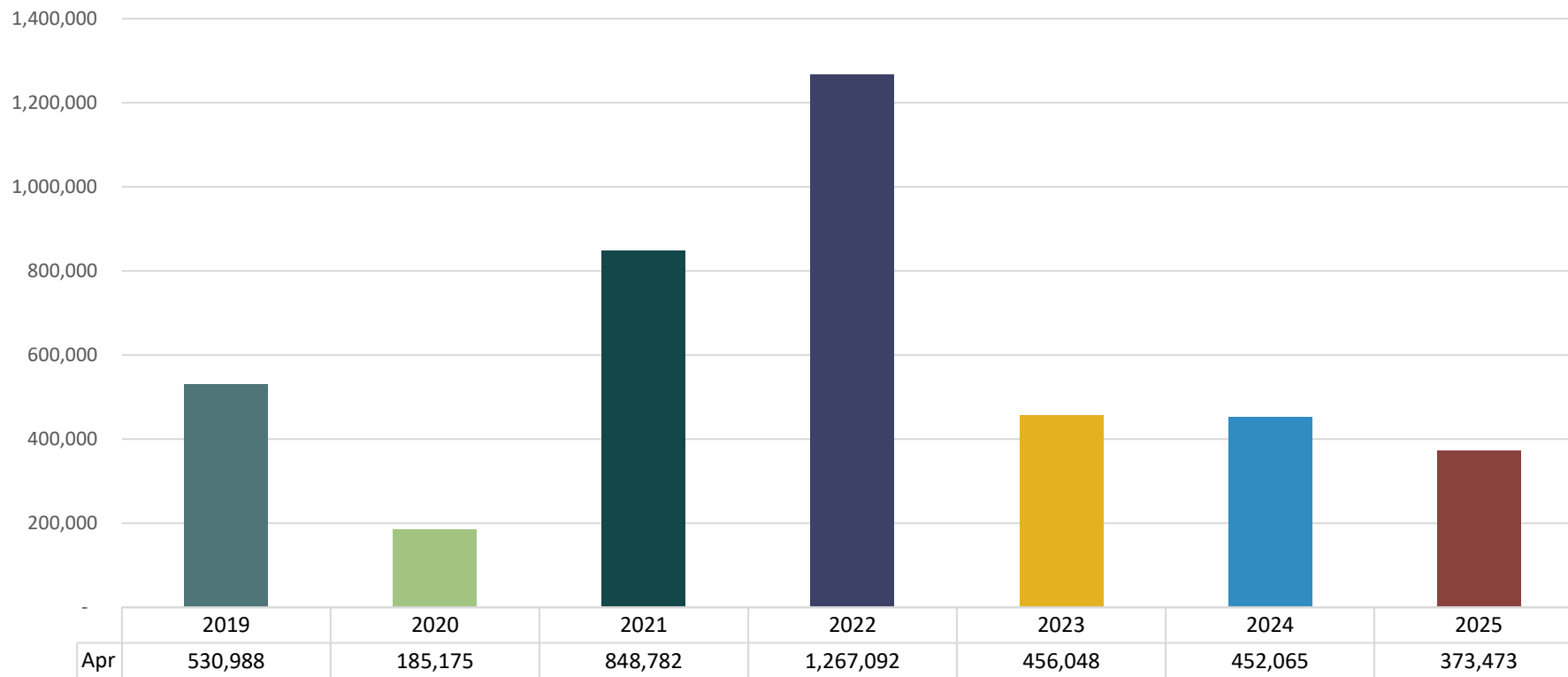


- Tourism jobs increased by 1.2% with a gain of 2,800 jobs over April 2024.
- Accommodations and Food Services jobs gained 3,222 jobs over last April.

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

ExploreLouisiana.com

April Website Visits: Yr/Yr

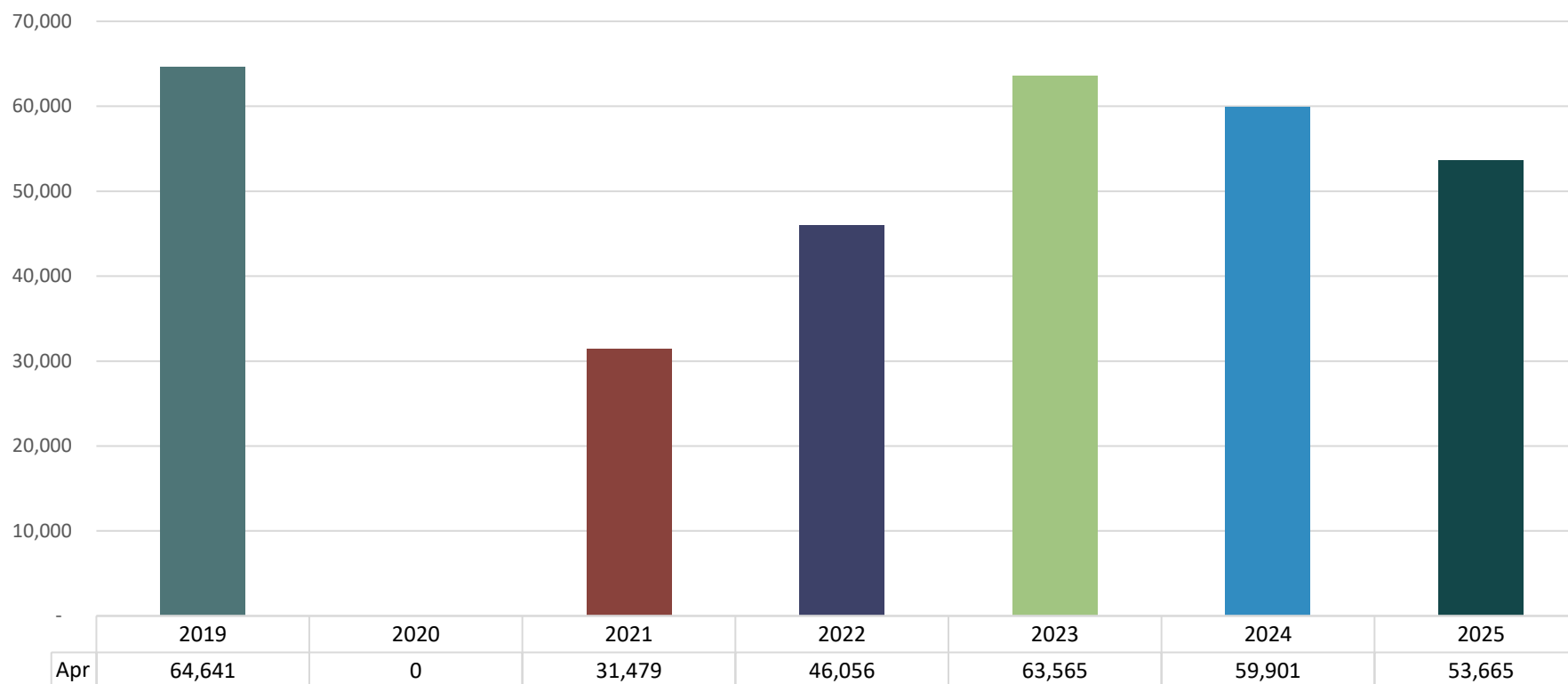


- Views per session increased 5.7% over April 2024.
- Engagement rate was up 8.8% over last April.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

April Welcome Centers Visitation: Yr/Yr

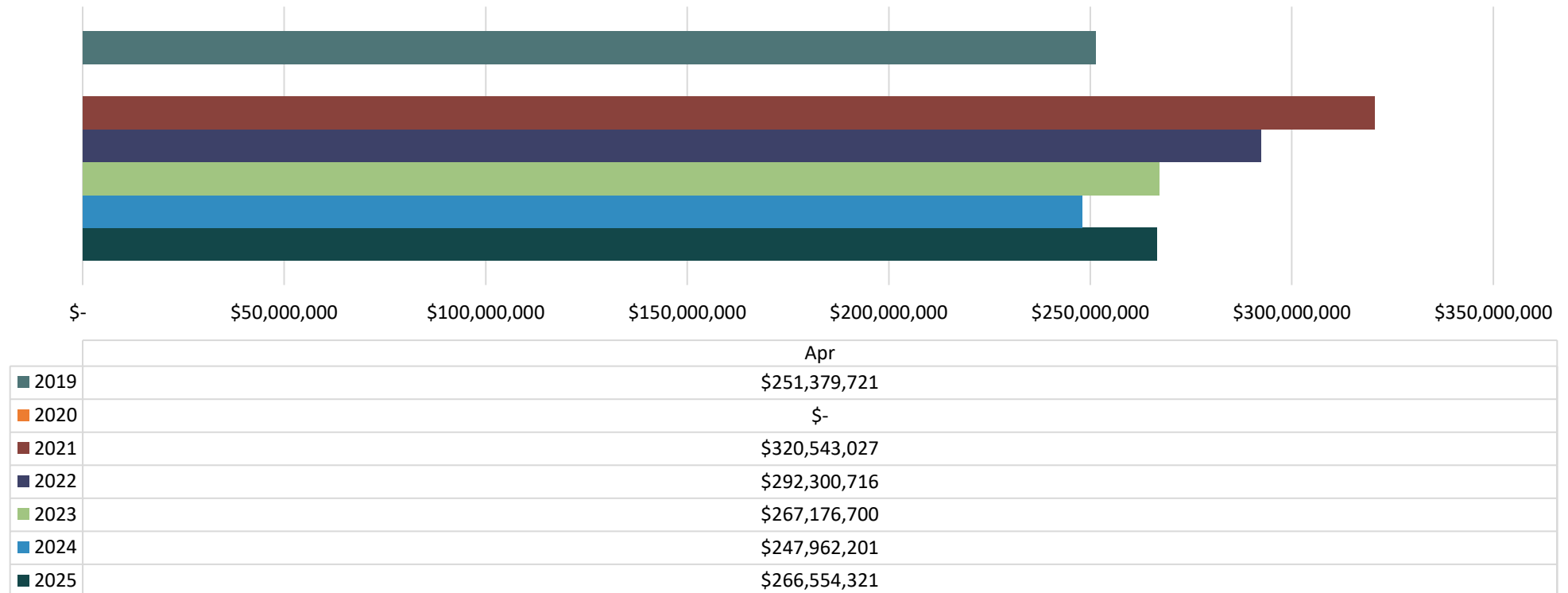


- In April 2025, Louisiana welcome centers received a 15% increase of international visitors over last April.

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

Louisiana Gaming Revenue

April Gaming Revenue: Yr/Yr



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

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment & Trends

- Nearly 87% of American travelers still register high levels of excitement for travel in the next year. *(Future Partners)*
- When asked about the impact of tariffs on travel plans, while over one in three (35.9%) American travelers said they are thinking about adjusting their travel plans for the next six months, about one in ten (11.6%) have actually made any changes based on changing trade policy. *(Future Partners)*
- International travel spending in the U.S. is expected to drop 7% in 2025, or \$12.5 billion. *(World Travel & Tourism Council)*
- 57% of all travelers report they're "looking for awe and wonder in nature." *(Virtuoso Brand and Travel Tracker)*
- Memorial Day travel to hit a 20-year high this year, with 45.1 million people traveling at least 50 miles, 87% of whom will drive. *(AAA)*
- Over the next ten years, the travel and tourism industry will add an additional 4.5 million jobs, supporting one in eight workers across the globe. It'll also generate \$2.5 trillion, comprising about 11% of global GDP. *(WTTC)*