



YEAR OF FOOD 2025

State of the Tourism Industry Monthly Report

May 2025

Created June 18, 2025

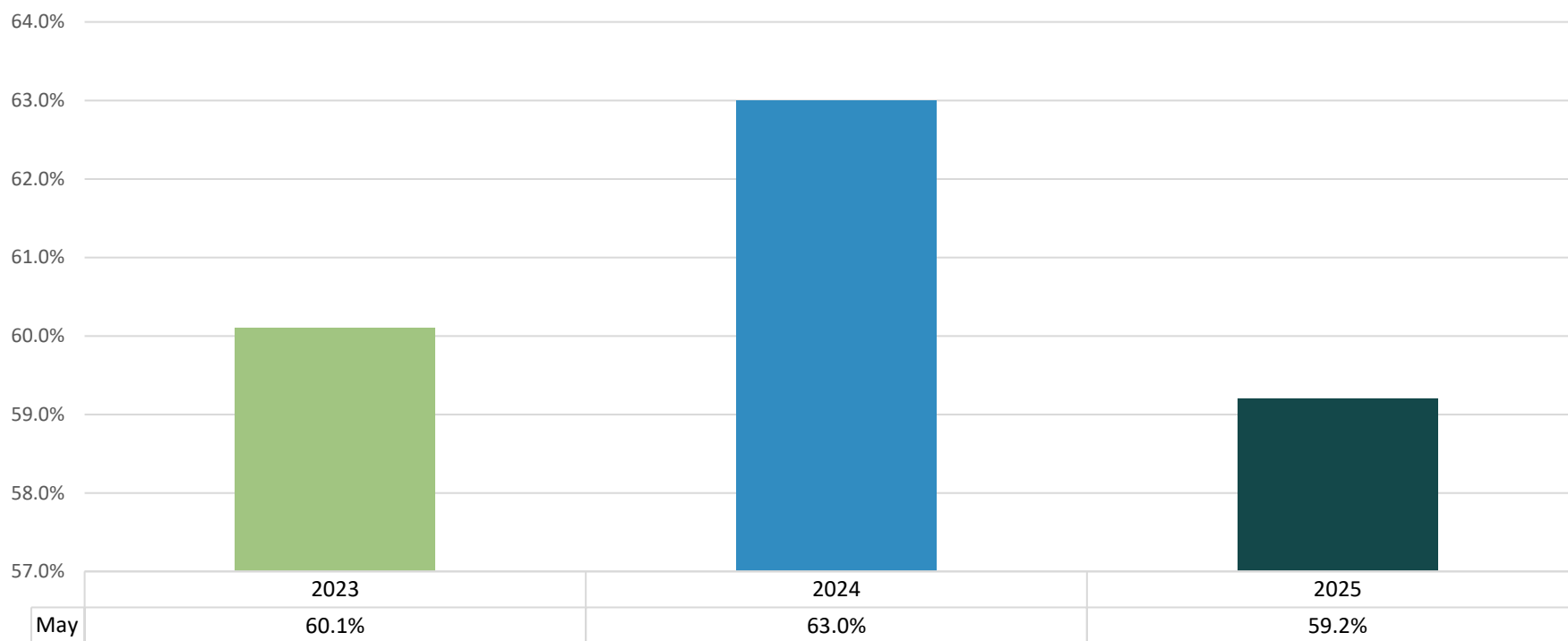


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

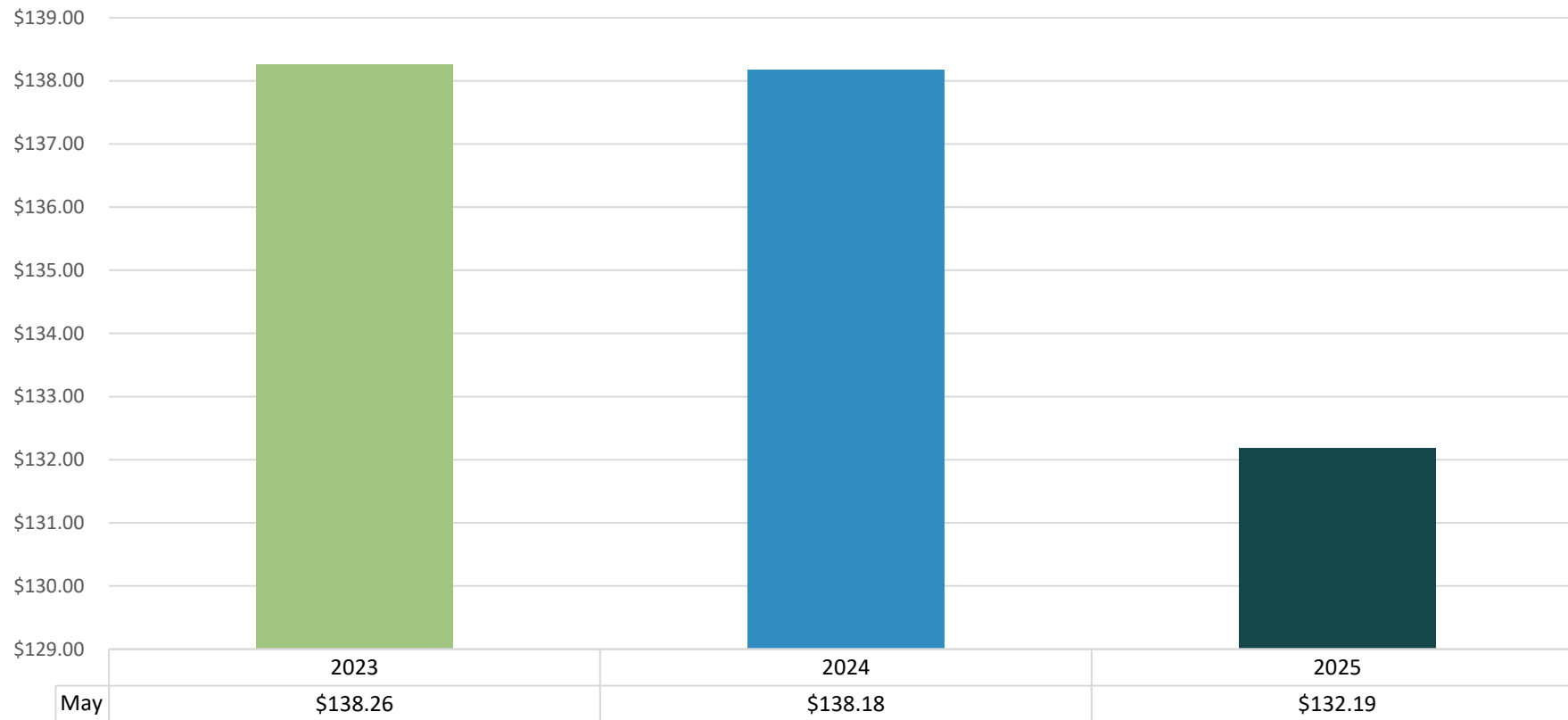
May Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy decreased by 5.9% over May 2024.
- Since last month (April), occupancy was down 4.5%.

(Source: STR)

May ADR (\$): Yr/Yr

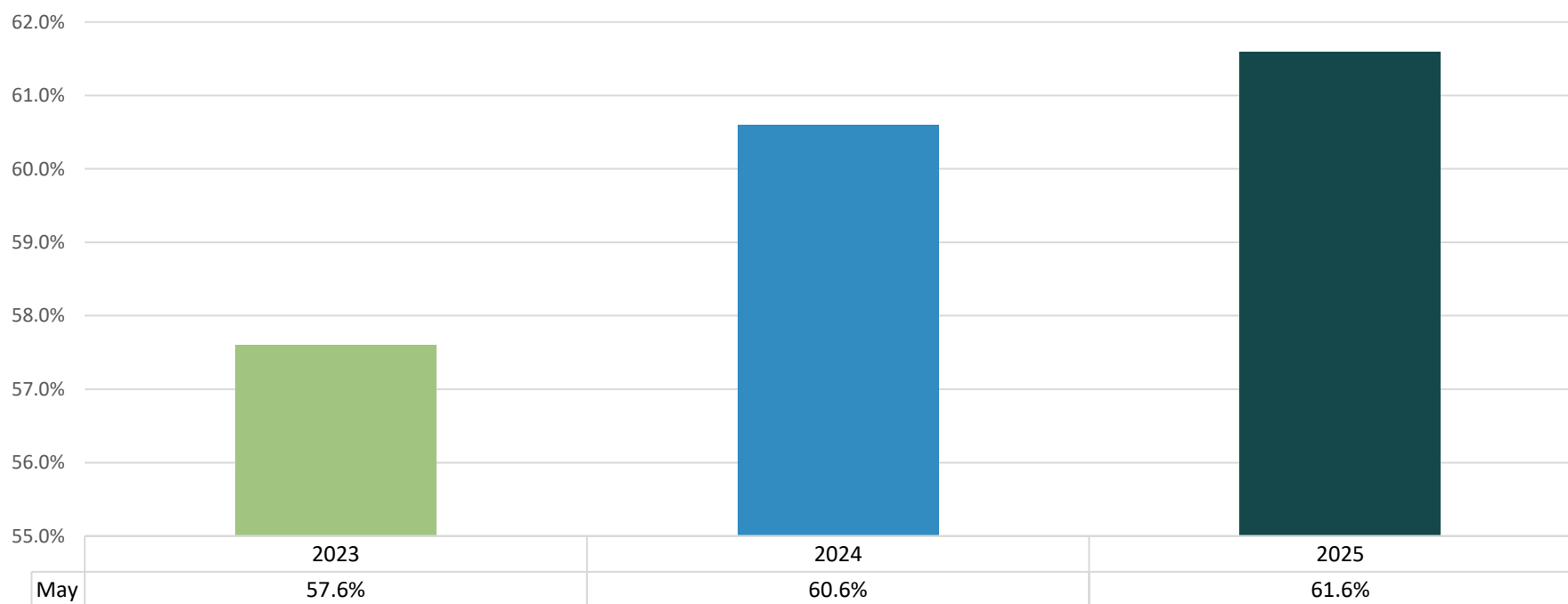


- Louisiana's average daily rates (ADR) declined by 4.3% over May 2024.
- Since last month (April), ADR was down 6.4%.

(Source: STR)

Louisiana Lodging (without New Orleans)

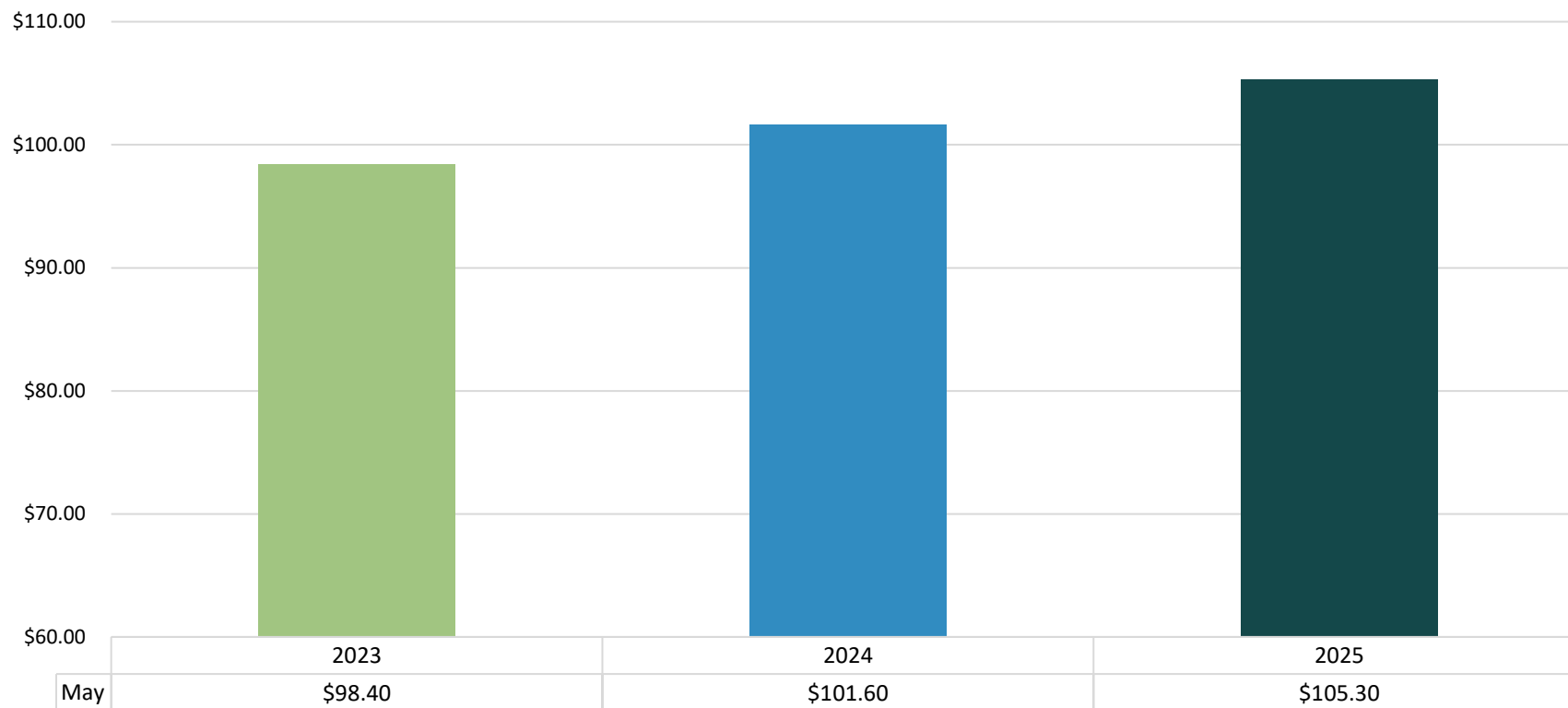
May Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased by 1.7% over May 2024.

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

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

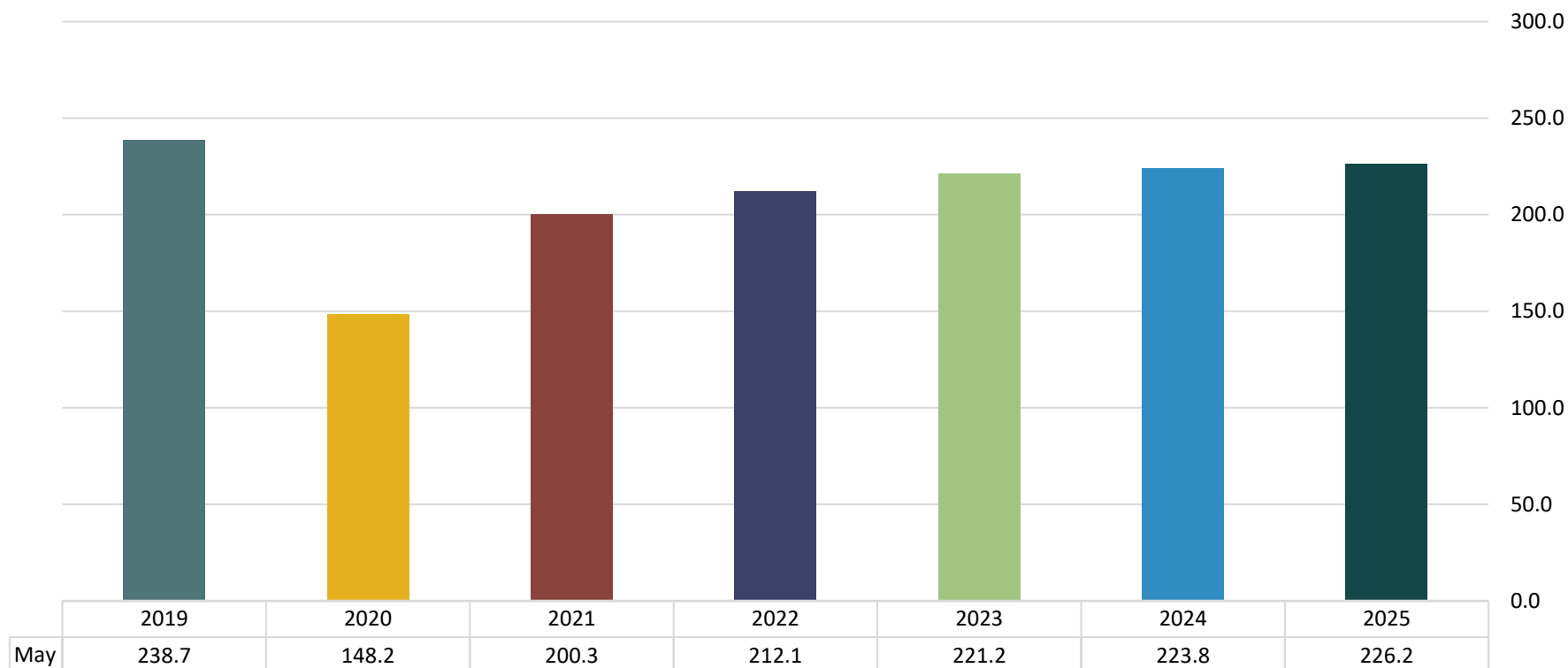


- Louisiana's ADR, excluding New Orleans, grew by 3.6% over May 2024.

(Source: STR)

Louisiana Leisure & Hospitality Jobs

May Tourism Jobs (in thousands): Yr/ Yr

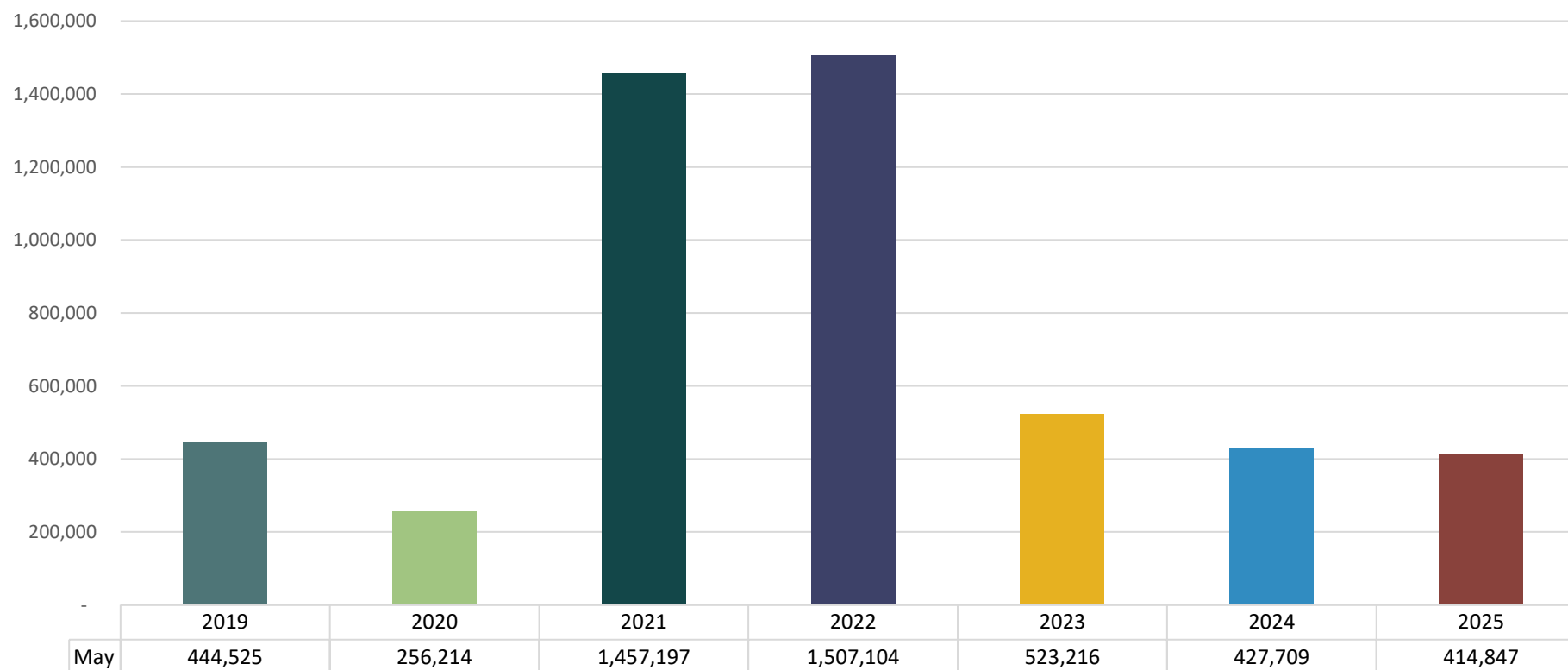


- Tourism jobs increased by 1.1% with a gain of 2,400 jobs over May 2024.
- Accommodations and Food Services jobs gained 2,200 jobs over last May.

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

ExploreLouisiana.com

May Website Visits: Yr/Yr

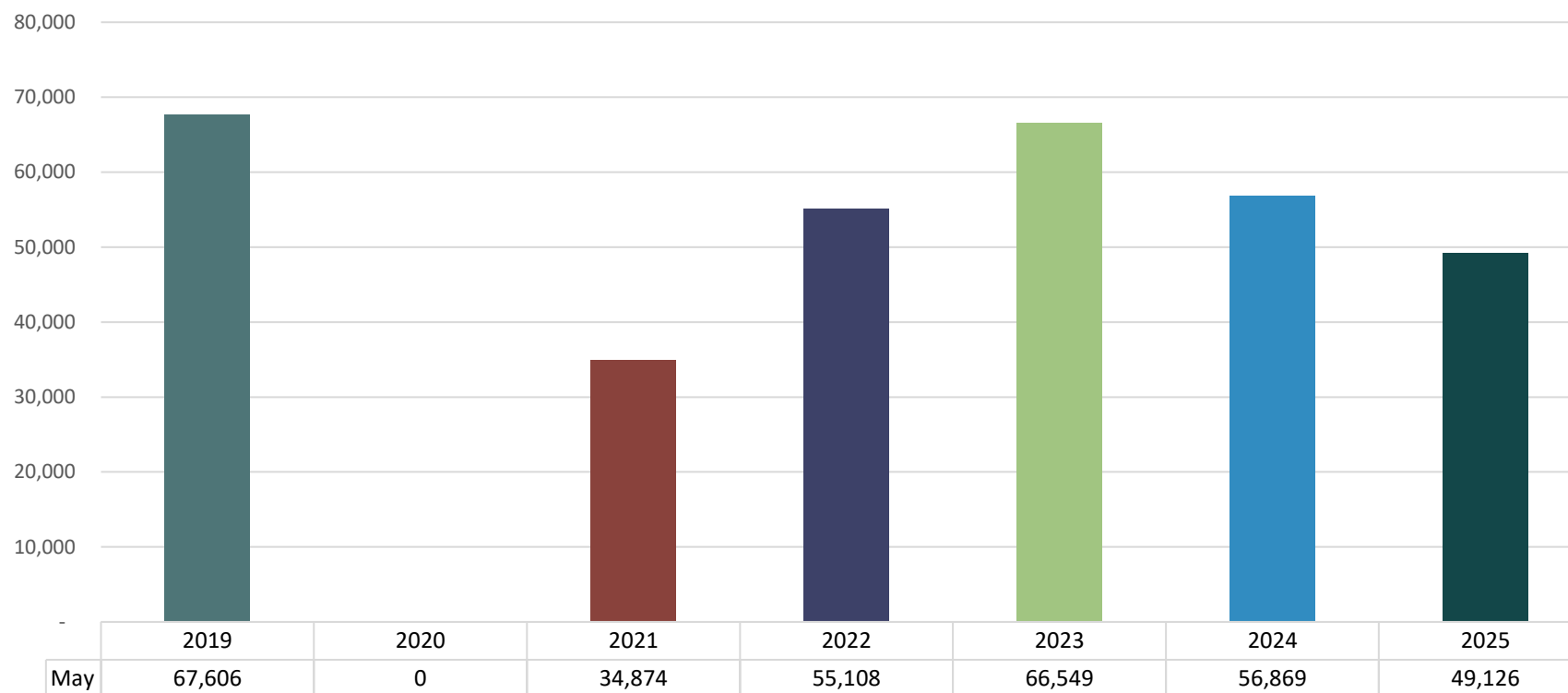


- Views per session increased 1.7% over May 2024.
- Engaged sessions were up 5.7% over last May.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

May Welcome Centers Visitation: Yr/Yr

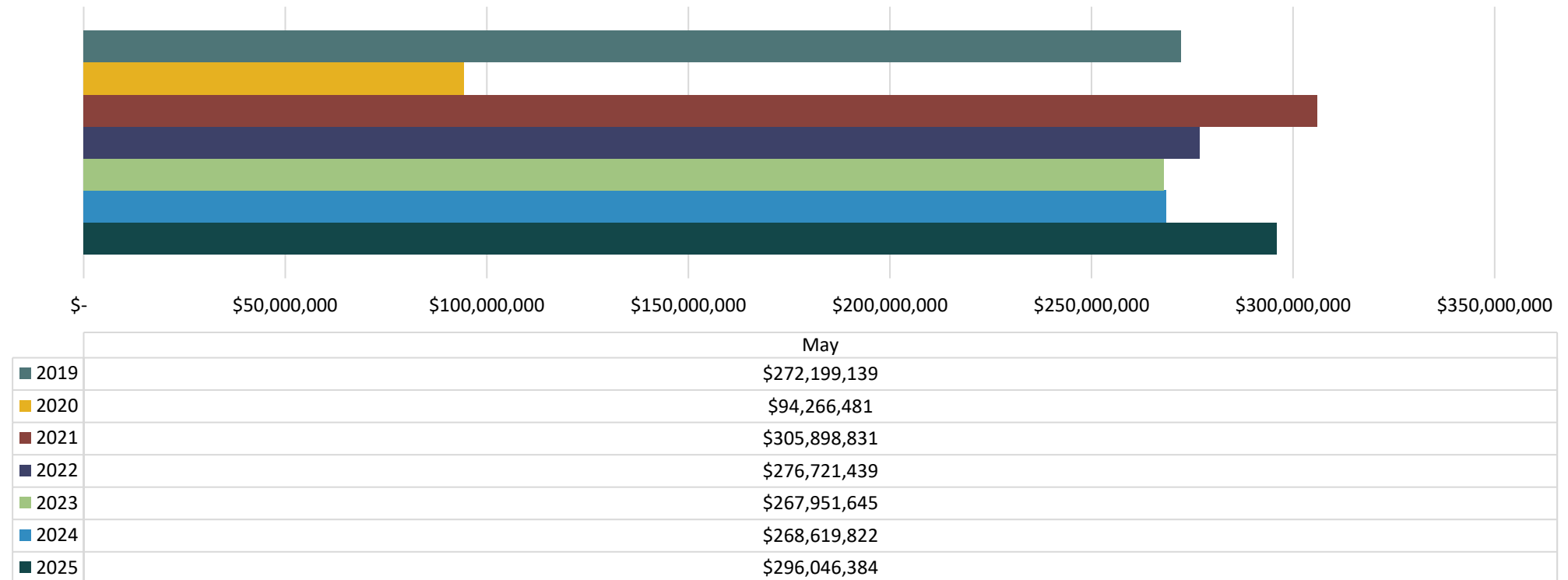


- In May 2025, Louisiana welcome centers received a 15% increase of international visitors, primarily from the United Kingdom, over last May.

(The Mound Welcome Center is temporarily closed) (Source: LA Welcome Centers)

Louisiana Gaming Revenue

May Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue increased by 10.2% over May 2024.

(Sources: LSP – Gaming Enforcement Division)

Louisiana and U.S. Travel Sentiment & Trends

- Super Bowl LIX in New Orleans generated \$1.25 billion in economic activity for Louisiana, including \$658 million in visitor and vendor spending, \$395 million in wages and \$82.7 million in tax revenue. The Feb. 9 event supported 9,787 jobs and drew 115,000 attendees, including 100,000 from outside the state. *(Louisiana Economic Development)*
- 91.2% of Americans will travel and 86.5% of Americans already have existing trips planned over the next year. *(Future Partners)*
- 25% of American travelers plan to spend more on their summer trips. Visiting friends and family remains the top activity for U.S. travelers, followed by beach/waterfront vacations and road trips. *(Longwoods International)*
- 57.7% of travel advisors have seen a decline in bookings this year, citing economic factors, consumer confidence and price sensitivity as key issues. However, concerns about federal government changes have lessened, and some advisors report last-minute summer travel requests and optimism for future bookings. *(Travel Weekly)*
- TSA screened 3 million passengers—a new record for 2025 and only the third time in history the Friday of Memorial Day weekend. *(TSA)*