



YEAR OF FOOD 2025

State of the Tourism Industry Monthly Report

July 2025

Created August 20, 2025

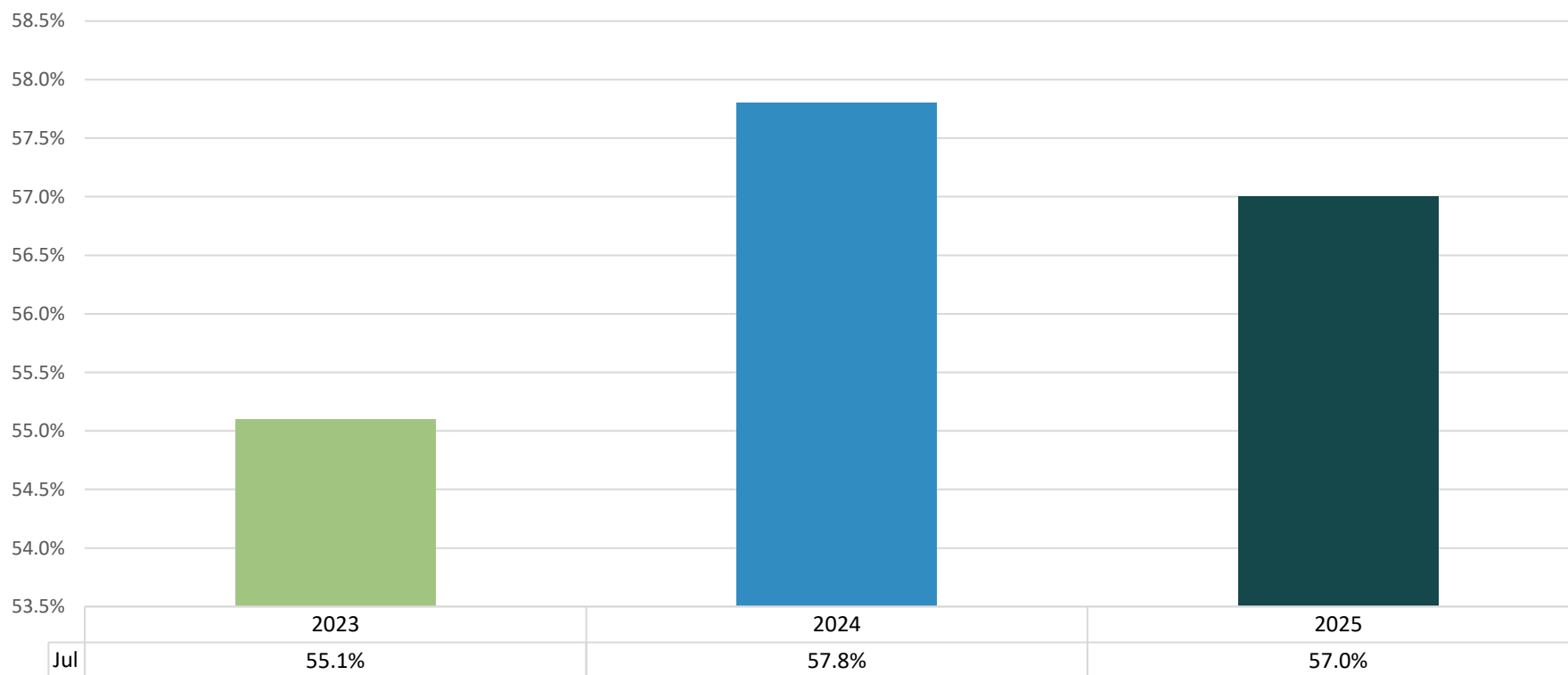


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

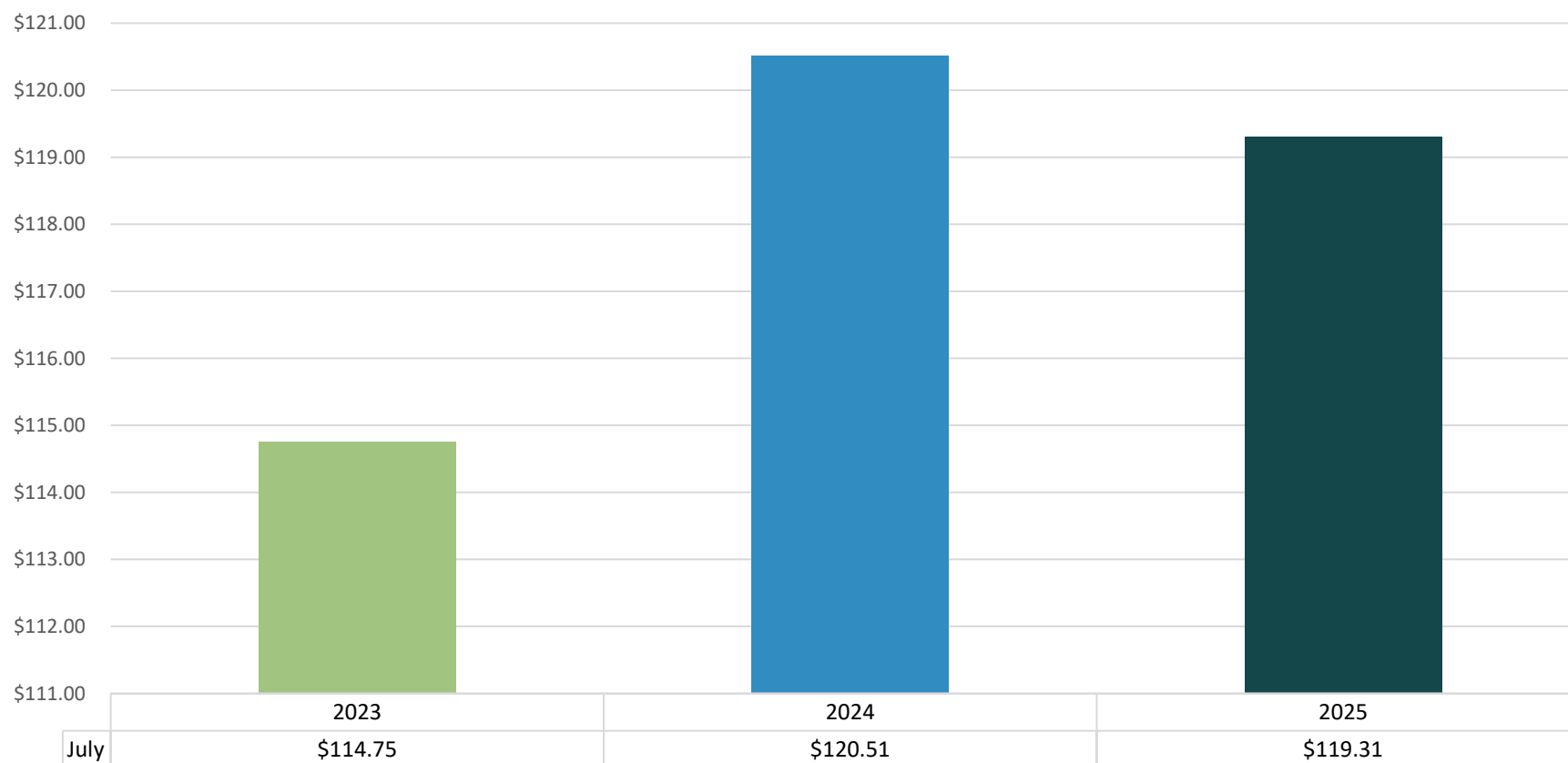
July Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy decreased by 1.3% over July 2024.
- Since last month (June), occupancy was down 0.9%.

(Source: STR)

July ADR (\$): Yr/Yr

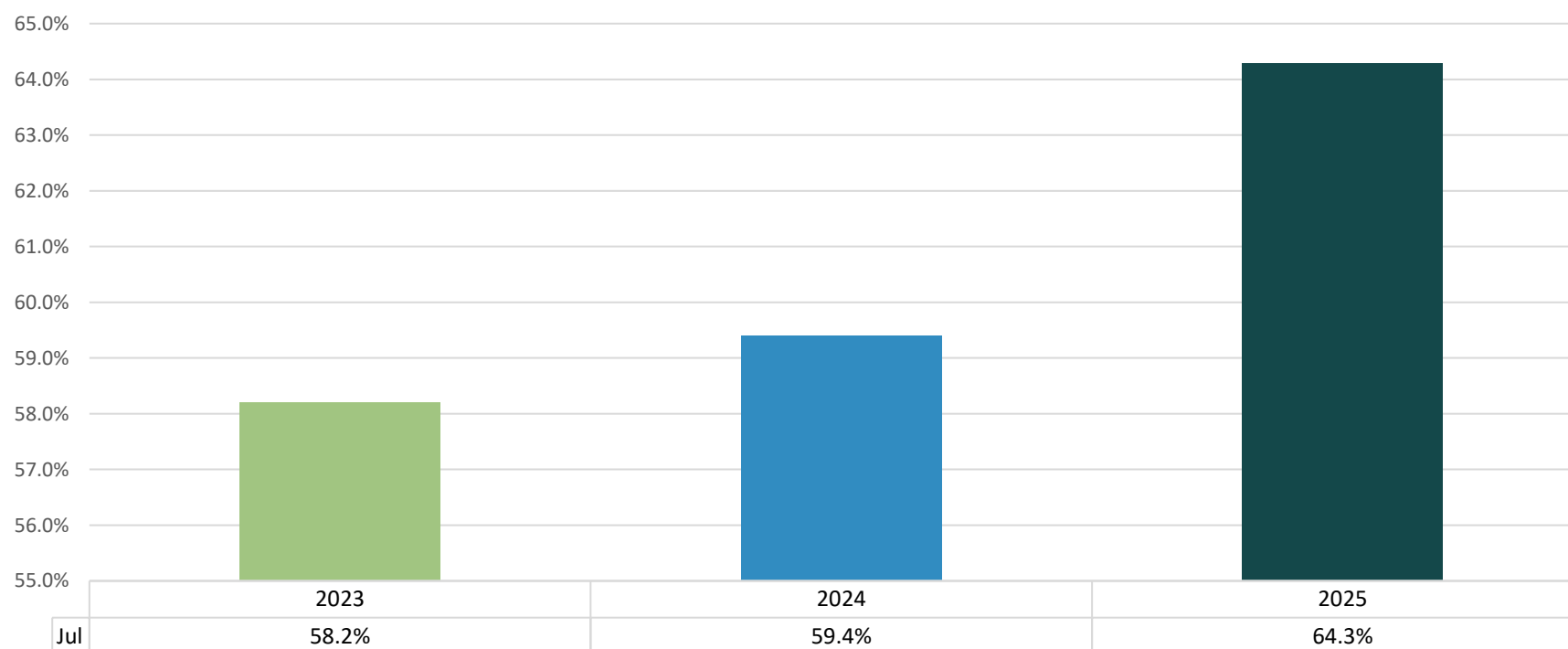


- Louisiana's average daily rates (ADR) declined by 1% over July 2024.
- Since last month (June), ADR was flat.

(Source: STR)

Louisiana Lodging (without New Orleans)

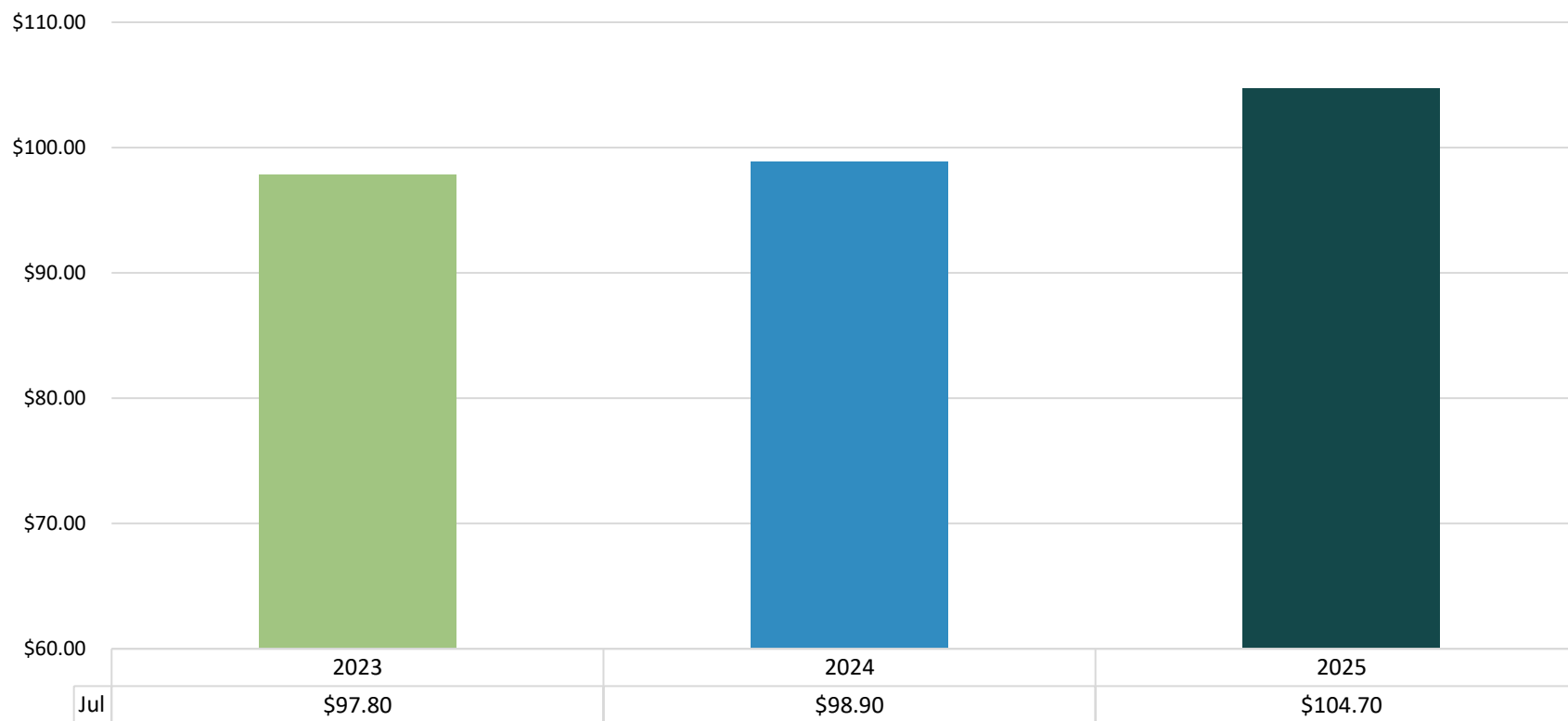
July Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased by 8.2% over July 2024.

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

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

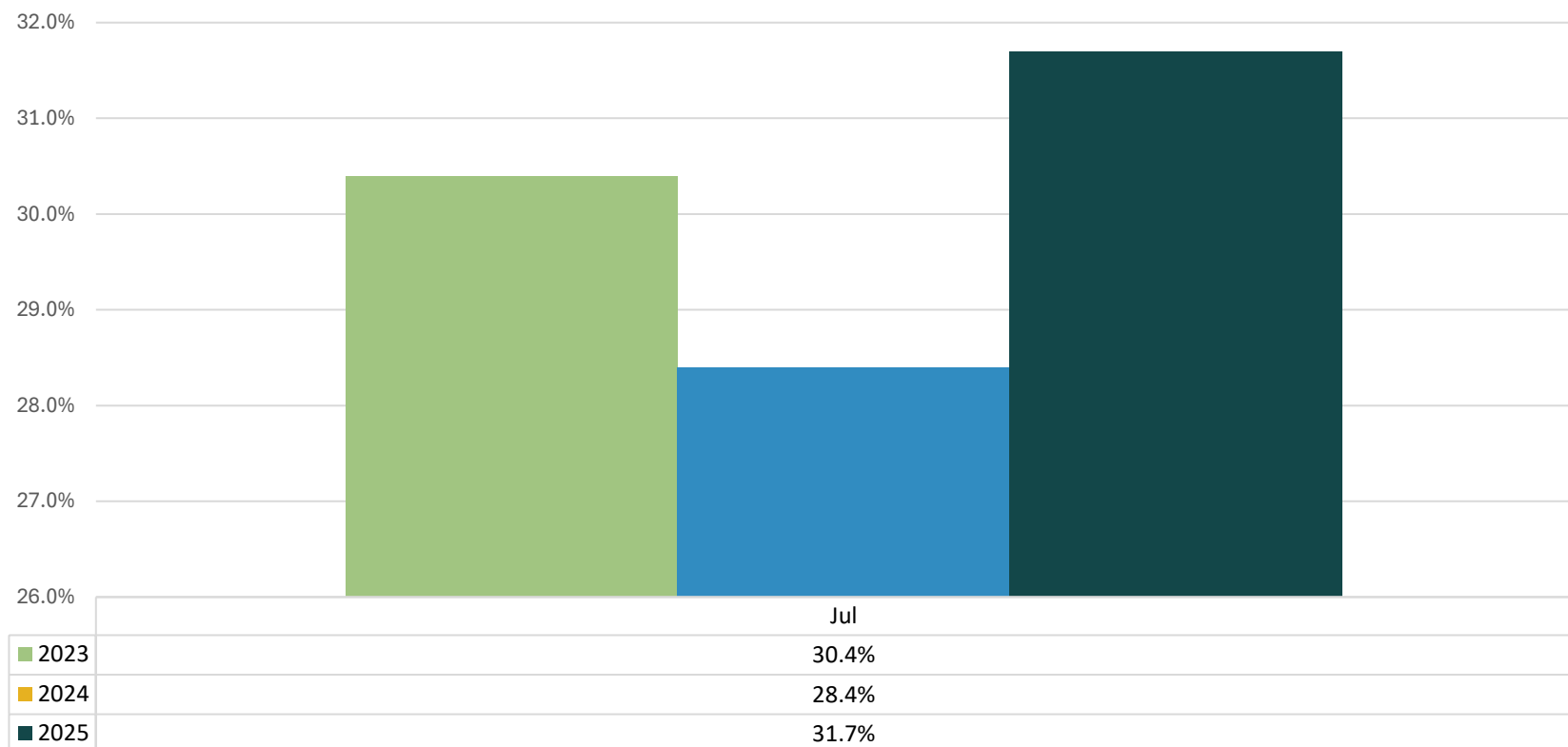


- Louisiana's ADR, excluding New Orleans, grew by 5.9% over July 2024.

(Source: STR)

Louisiana Short-Term Lodging

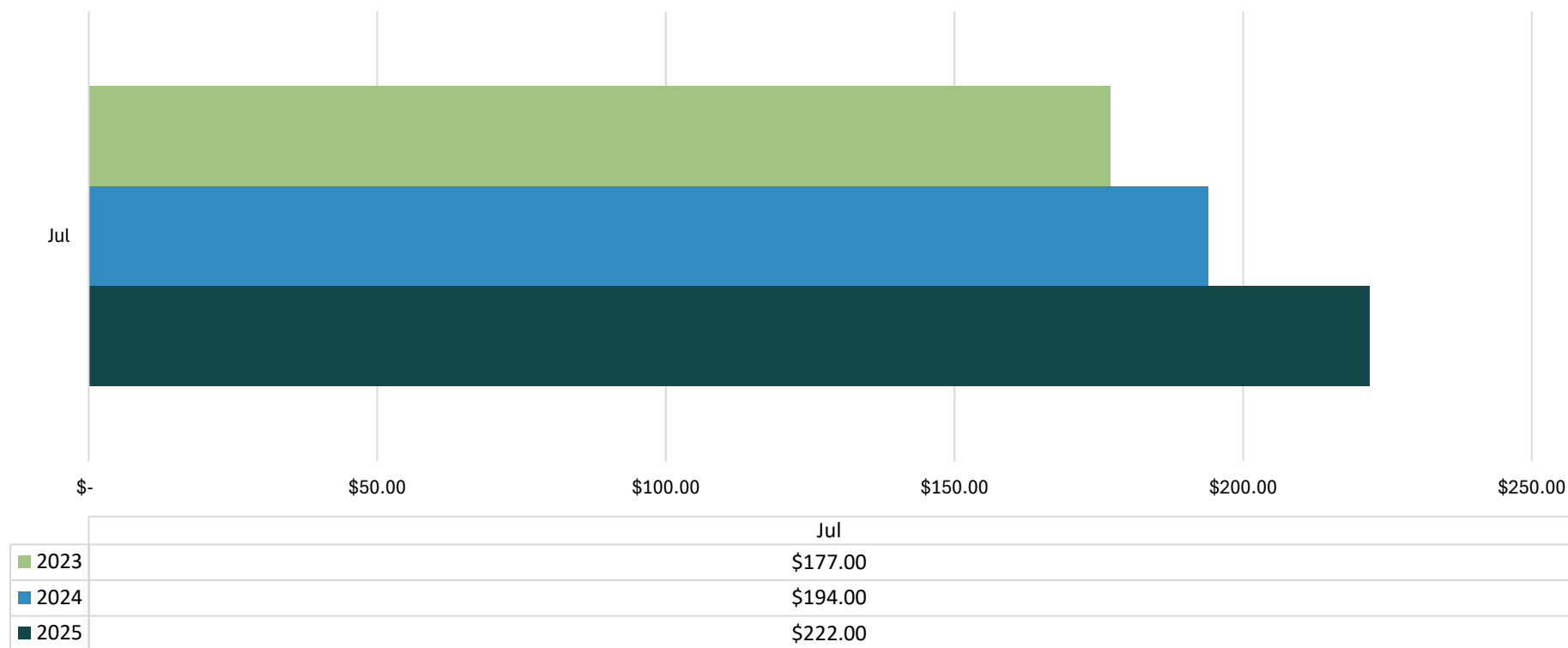
Short-Term Lodging Occupancy (%): July



- Louisiana's short-term lodging occupancy increased 12% over July 2024.
- Guest nights increased by 1% over last July.

(Source: KeyData)

Short-Term Lodging ADR (\$): July

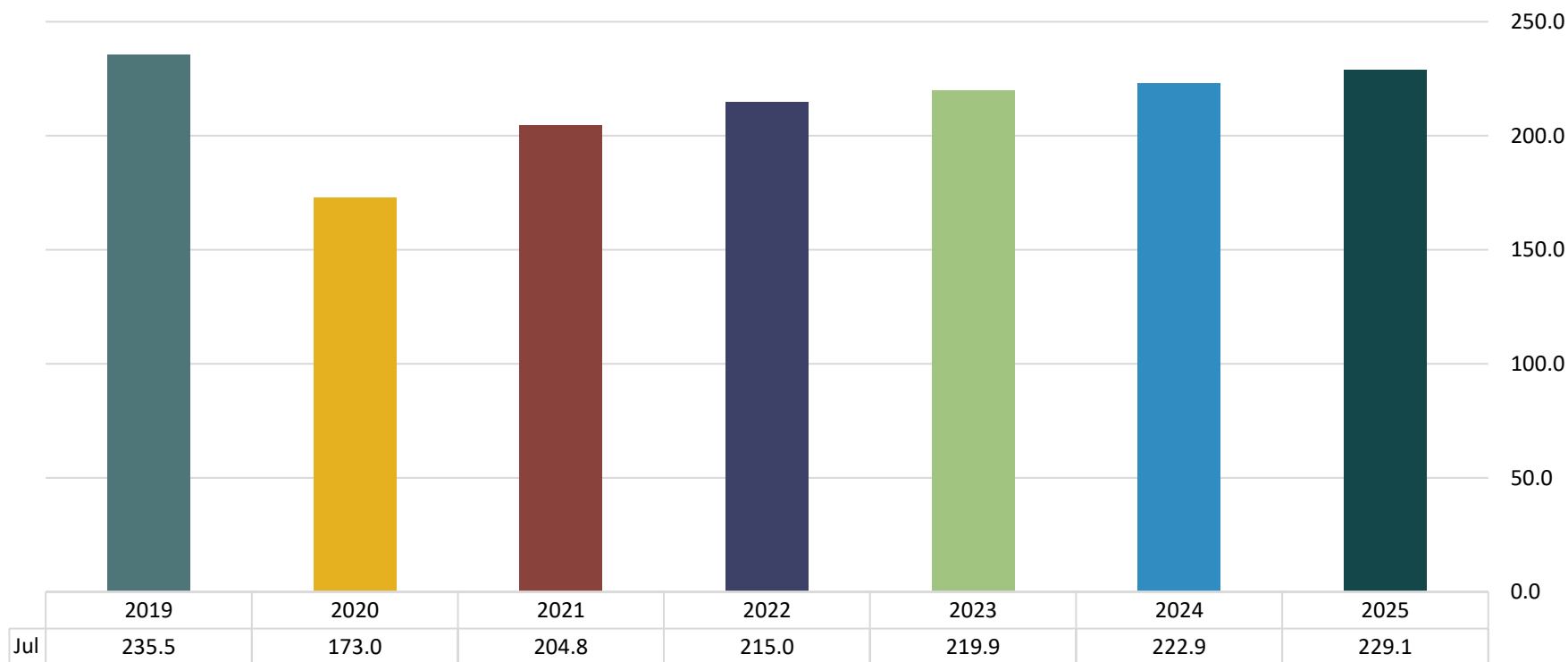


- Louisiana's short-term lodging ADR grew 15% over July 2024.
- Louisiana's short-term lodging RevPAR increased by 28% over last July.

(Source: KeyData)

Louisiana Leisure & Hospitality Jobs

July Tourism Jobs (in thousands): Yr/ Yr

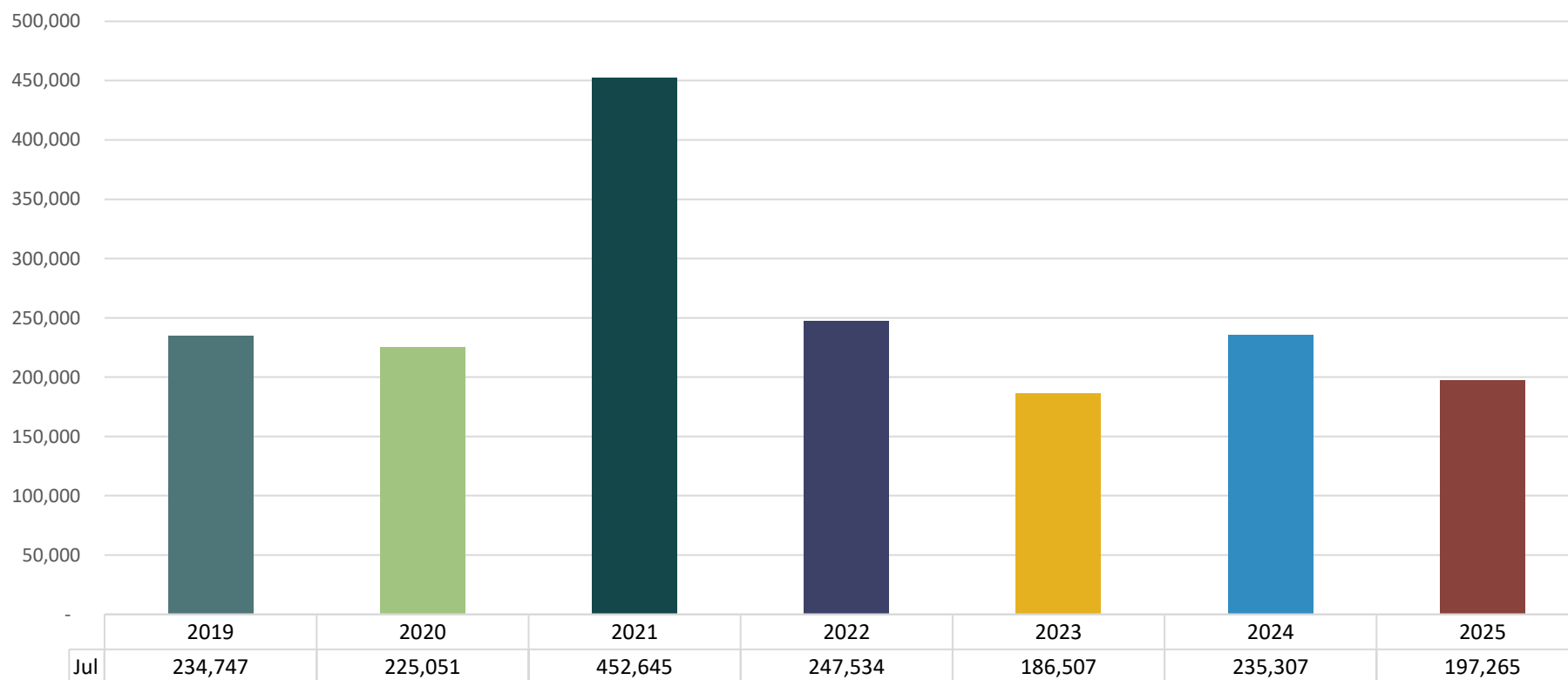


- Tourism jobs increased by 2.8% with a gain of 6,200 jobs over July 2024.
- Accommodations and Food Services jobs gained 4,400 jobs over last July.

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

ExploreLouisiana.com

July Website Visits: Yr/Yr

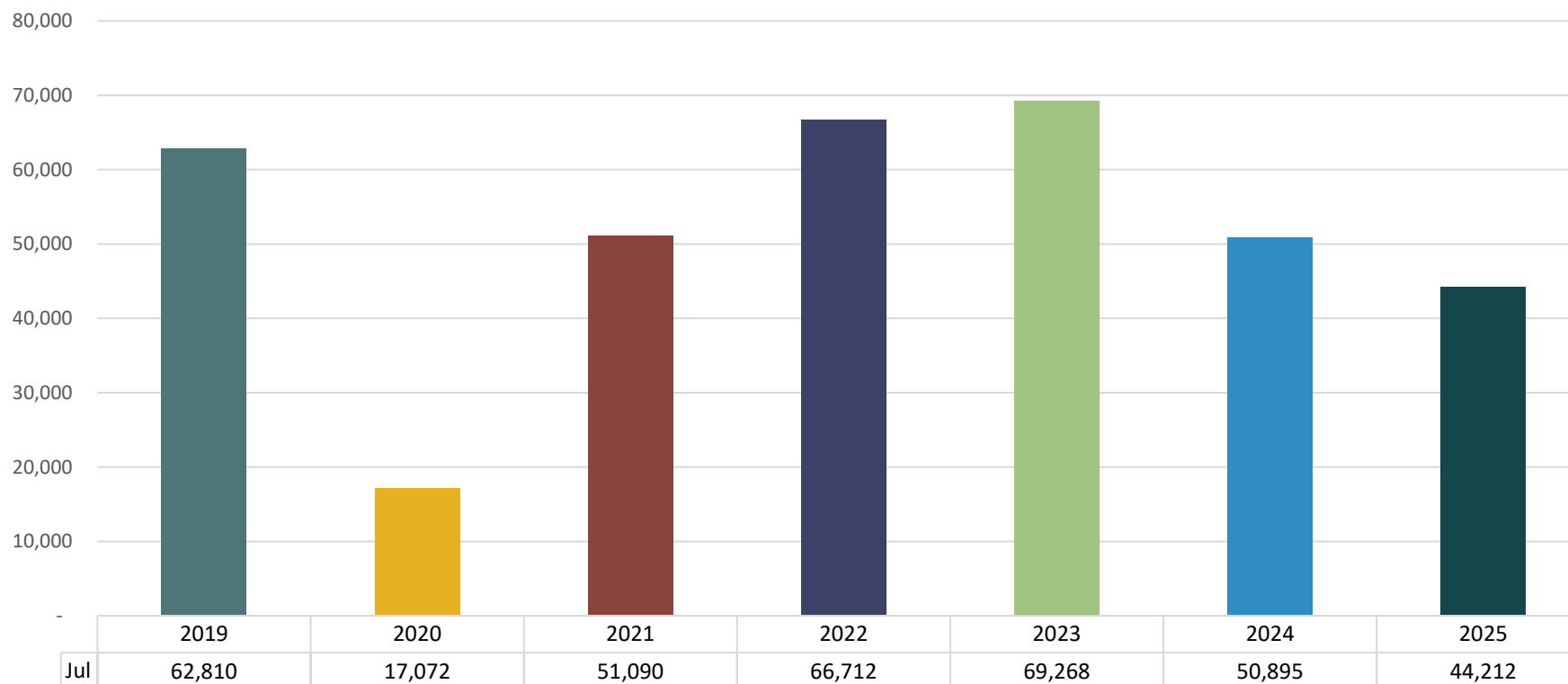


- Views per session increased 1.9% over July 2024.
- Facebook page impressions increased by 30.5% over last July.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

July Welcome Centers Visitation: Yr/Yr

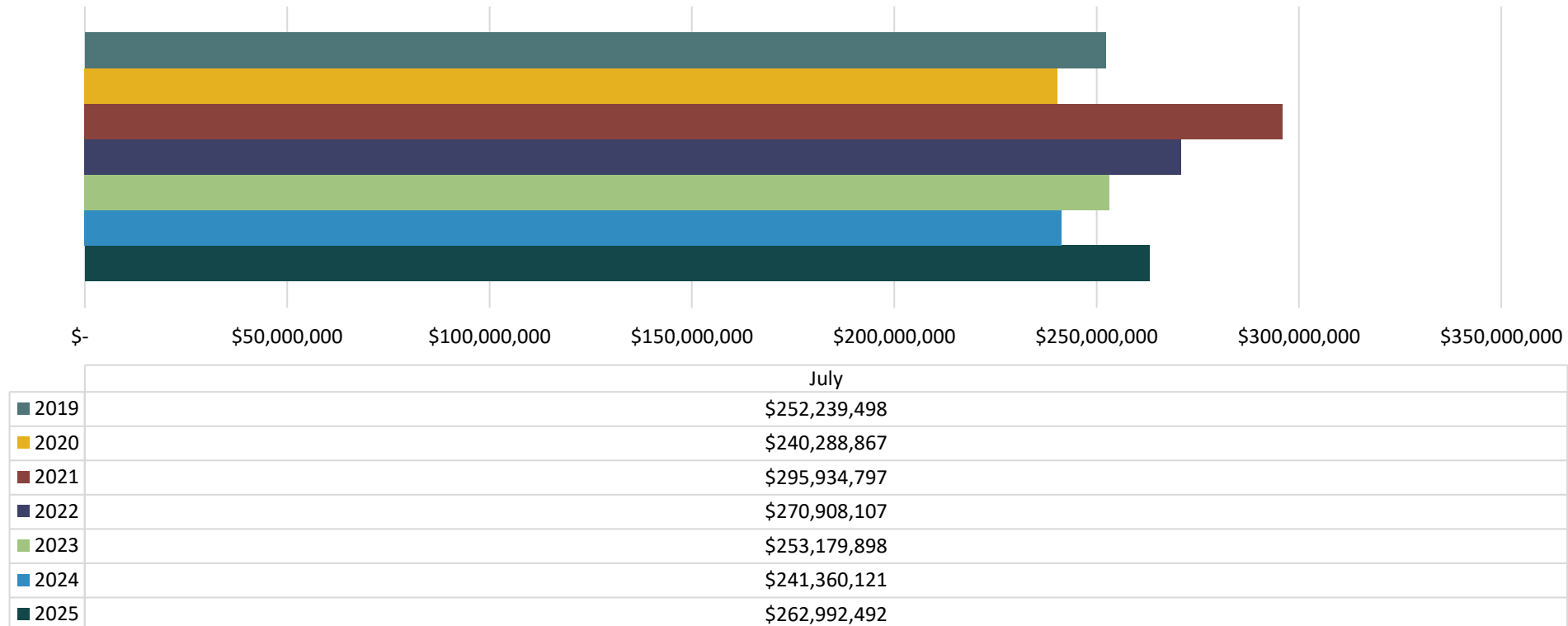


- In July 2025, Louisiana welcome centers received a 14% increase of visitors from Pennsylvania, over last July.

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

Louisiana Gaming Revenue

July Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue increased by 9% over July 2024.

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment & Trends

- Labor Day travel is expected to be cheaper across the board for Americans this year. (AAA)
- 56% of American travelers have spent at least one night following a touring route or scenic/historic highway in the U.S., such as Route 66, the Pacific Coast Highway, Blue Ridge Parkway or any other Scenic Byway. (*Longwoods International*)
- More Americans are opting for road trips this summer, with a record 60% planning to travel by car. Popular destinations include national parks and local culinary experiences. (*Enterprise Mobility*)
- Tour operators are boosting their North America portfolios in response to rising interest from travelers seeking guided experiences closer to home. (*Travel Weekly*)
- Due to travel patterns shifting, demand peaking earlier in the year and some travelers booking last minute, US airlines have reduced August capacity by 6% compared to July, leading to higher airfares. (CNBC)
- 57% of travelers plan to spend the same or more on travel. (YouGov)