



YEAR OF FOOD 2025

State of the Tourism Industry Quarterly Report

April - June 2025

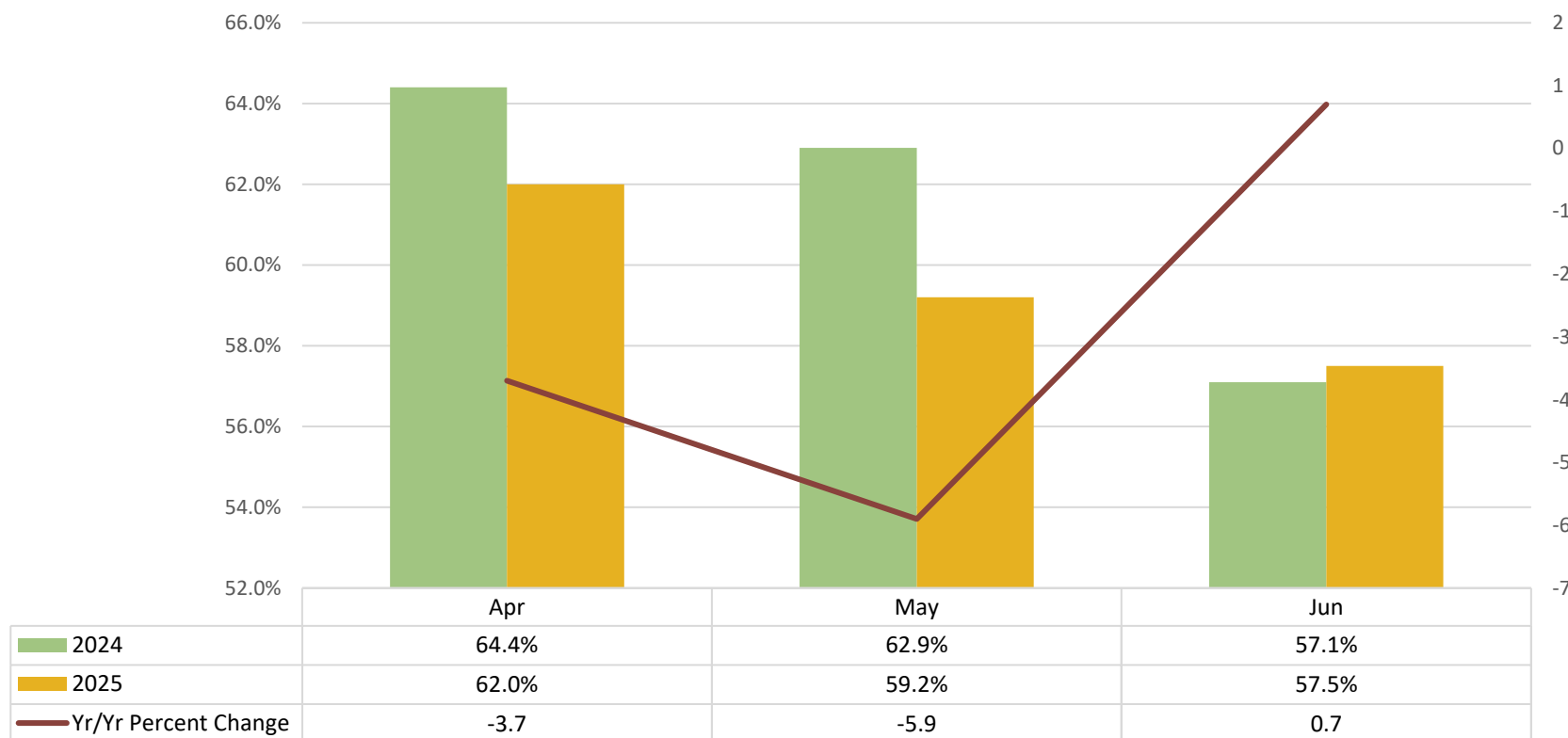


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

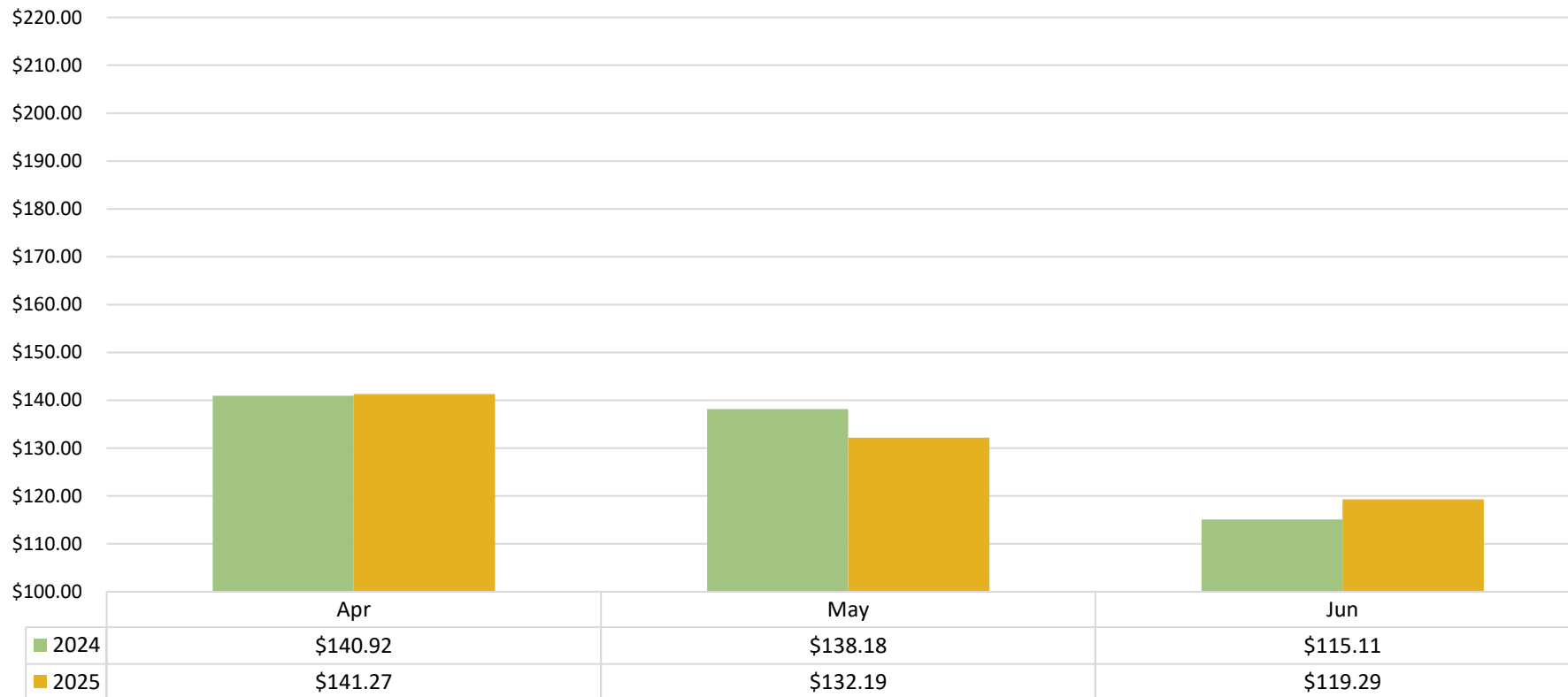
Occupancy (%) Quarterly: Yr/Yr



- Louisiana's occupancy decreased 7% from April to June 2025.
- Louisiana's occupancy is up 0.7% over last June 2024.

(Source: STR)

Average Daily Rate (ADR) (\$) Quarterly: Yr/Yr

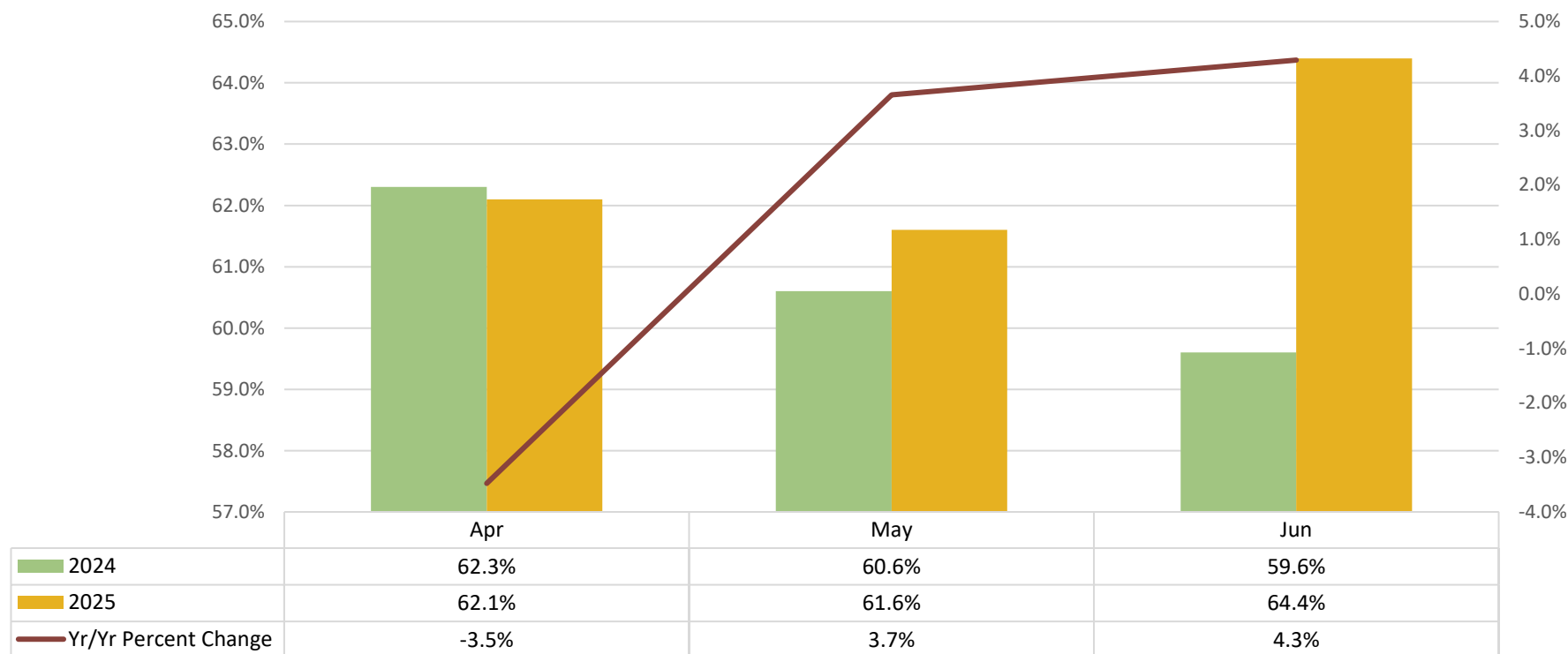


- Louisiana's average daily rates (ADR) decreased by 16% from April to June 2025.
- Louisiana's ADR is up 3.6% over June 2024.

(Source: STR)

Louisiana Lodging (without New Orleans)

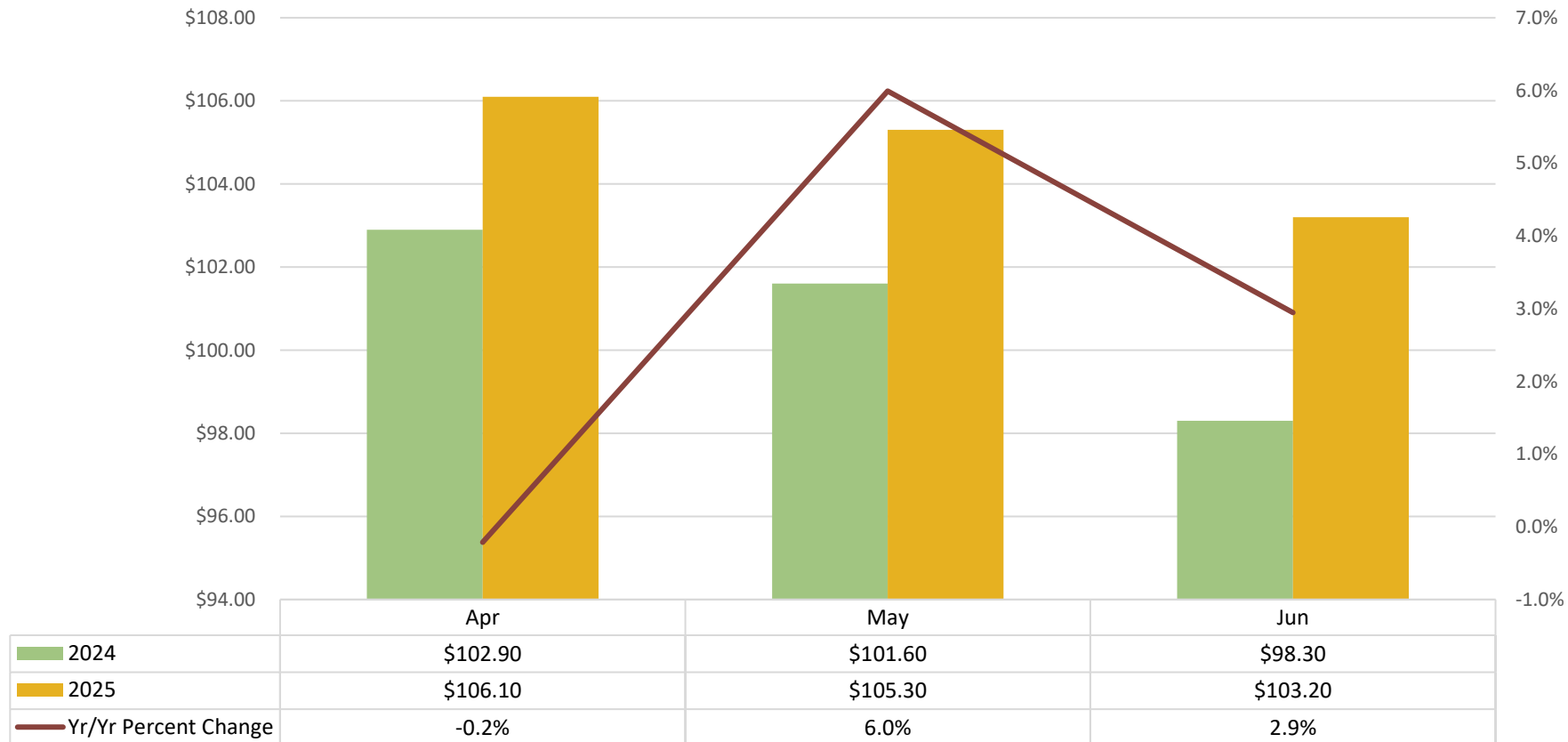
Occupancy (%) without NOLA Quarterly: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased 3.7% from April to June 2025.

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

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

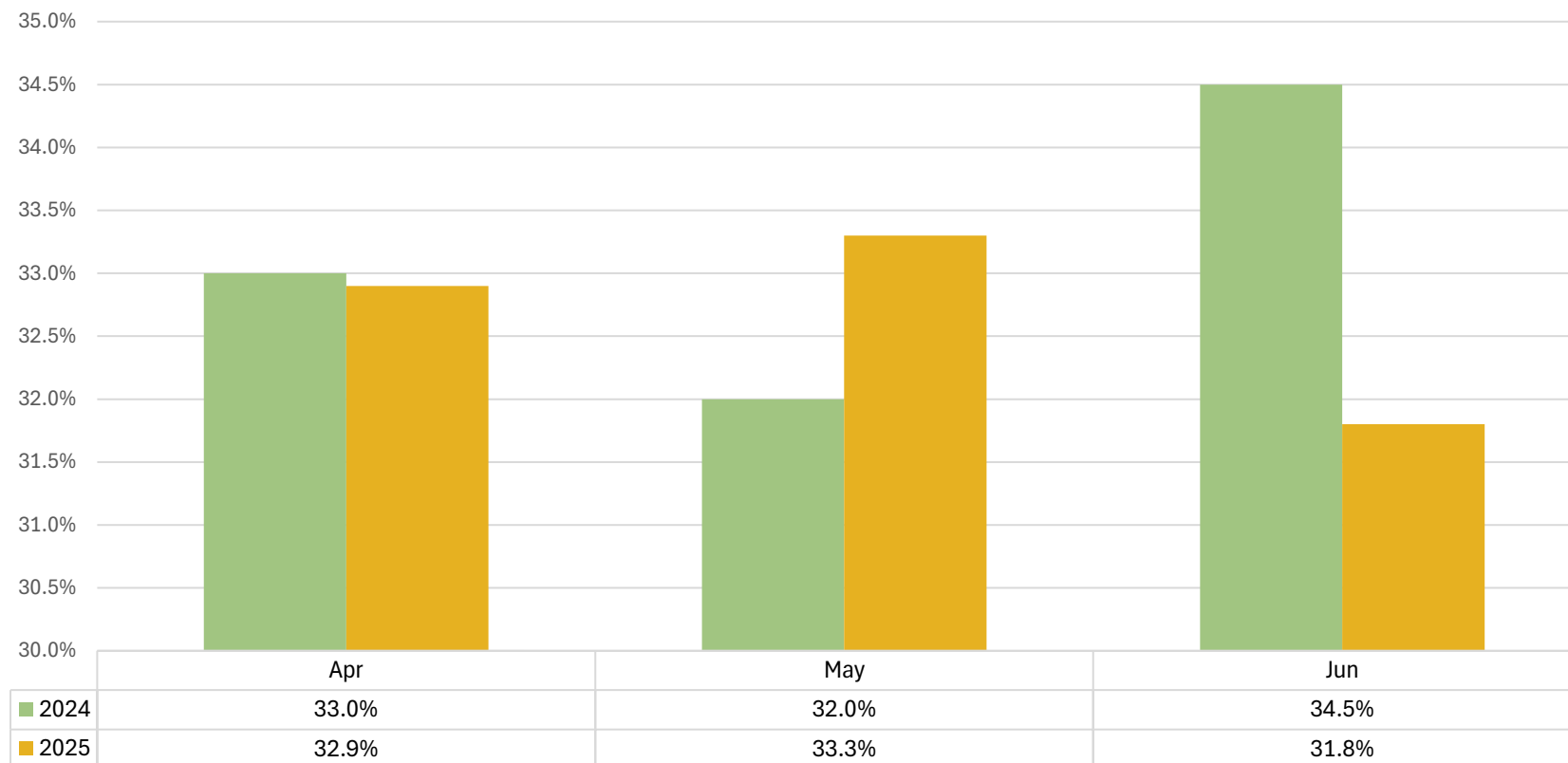


- Louisiana's ADR, excluding New Orleans, was down 2.7% from April to June 2025.

(Source: STR)

Short-Term Lodging

Occupancy (%) Quarterly: Yr/Yr



- Louisiana's short-term lodging occupancy decreased 3% from April to June 2025.
- Average length of stay is 3.5 nights in Louisiana.

(Source: KeyData)

ADR (\$) Quarterly: Yr/Yr



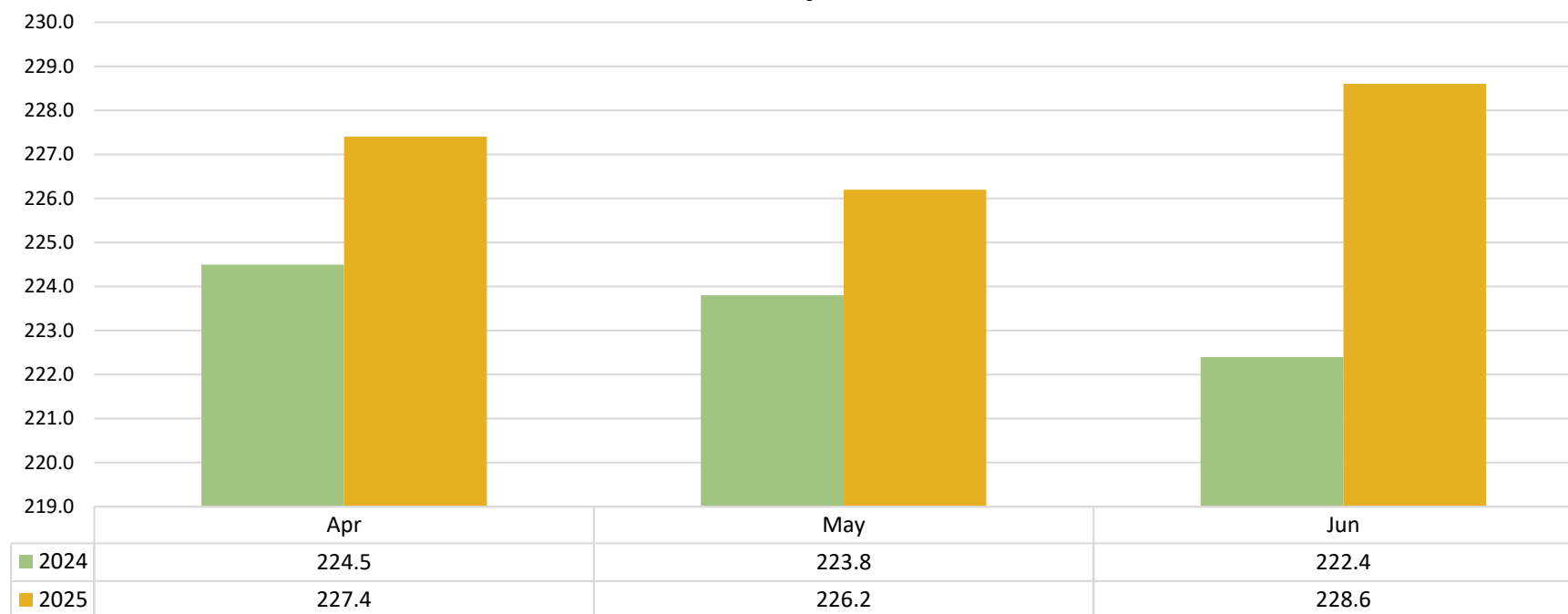
- Louisiana's short-term lodging ADR declined 8% from April to June 2025.
- Revenue was up 12% over June 2024.

(Source: KeyData)

Louisiana Tourism Jobs

(Seasonally adjusted)

Tourism Jobs Quarterly (in thousands): Yr/Yr

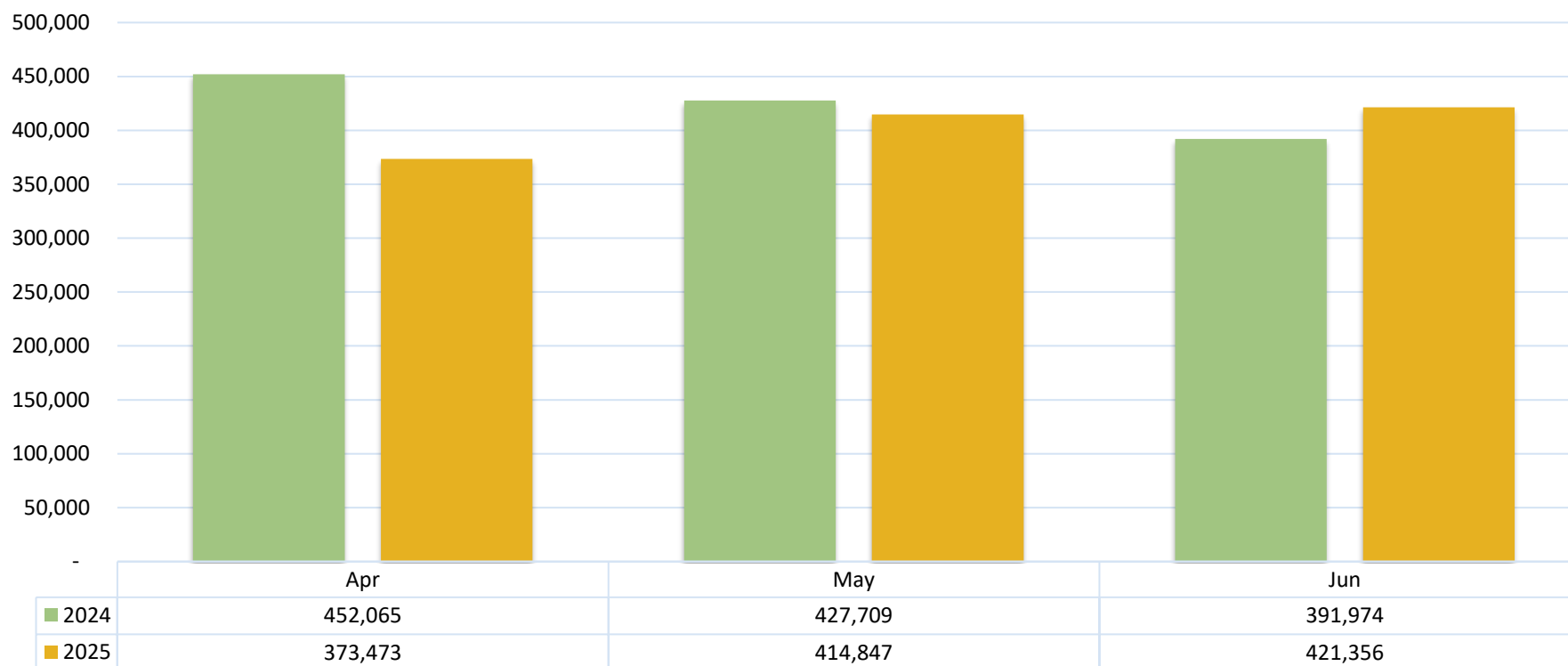


- Louisiana's leisure & hospitality jobs increased by 0.5% and gained 1,200 jobs from April to June 2025.
- Arts, Entertainment & Recreation jobs gained 1,400 jobs from April to June 2025.

(Source: BLS)

ExploreLouisiana.com

Website Visits Quarterly: Yr/Yr



- Website sessions increased 12.8% from April to June 2025.
- Engagement rate increased 5.7% over April to June 2024.

(# of visits (sessions) include desktop, tablet, and mobile)

(Source: Google Analytics / Miles Media)

Welcome Centers

Welcome Centers Visitation Quarterly: Yr/Yr



- Louisiana's welcome centers received over 29,000 international visitors from April to June 2025, a 15.7% increase over the same time period in 2024.

(Source: LA Welcome Centers)

Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr



- Louisiana's gaming revenue increased 1.6% from April to June 2025.
- Louisiana's gaming revenue was up 5.1% over June 2024.

(Source: LA State Police)

Media Coverage

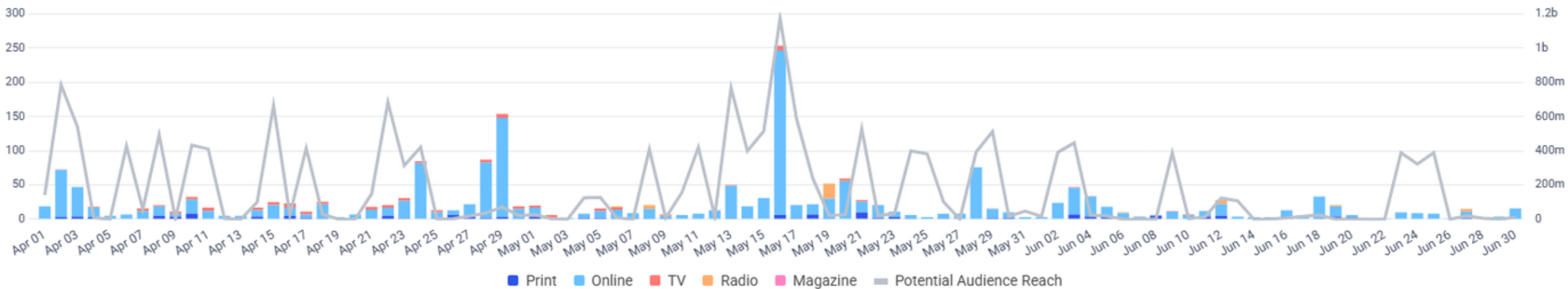
Coverage Volume & Potential Audience Reach Timeline ⓘ

● Louisiana Office of Tourism

Over 91 days

Coverage Volume

Potential Audience Reach



- Online media had the share (84.6%) of coverage by media and potential audience reach of 16.4 billion generating \$119 million of advertising value in Q2 (Apr-Jun 2025).

(Source: Cision)

U.S. Travel Sentiment

- 25% of American travelers plan to spend more on their summer travel. (*Longwoods International*)
- The enforcement of REAL ID requirements appears to have had little impact on passenger volumes. (*US Travel*)
- Micro-cations, defined as a leisure trip more than 100 miles from home for four or fewer nights, are making a strong comeback as travelers redefine how they plan, spend and experience their time away from home. These shorter getaways offer a practical solution for Americans navigating high travel costs, limited PTO and a desire for meaningful breaks without the commitment of a week-long vacation. (*Travel Pulse*)
- 57% of all travelers report they're "looking for awe and wonder in nature." (*Virtuoso Brand and Travel Tracker*)
- Marketing travel right now will be particularly reliant on price sensitivity—while food, authenticity, and reputation also remain important. (*Future Partners*)
- Mobile devices, such as smartphones, have surpassed computers as the primary tool for booking travel in the U.S. (*PYMNTS*)