



YEAR OF FOOD 2025

State of the Tourism Industry Monthly Report

August 2025

Created September 19, 2025



LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Monthly Insights



Hotel Demand
1.6M
-3.6% YOY



Hotel ADR
\$106.99
-0.8% YOY



Hotel Occ Tax
\$1.5B
+2.0% YOY
(Year 2023)



Overnight Trip Share
85.4%
(July 2025)



MSY Checkpoint Volume
460.4K
-5.8% YOY



Visitor Spending
\$19.2M
+0.1% YOY
(July 2025)



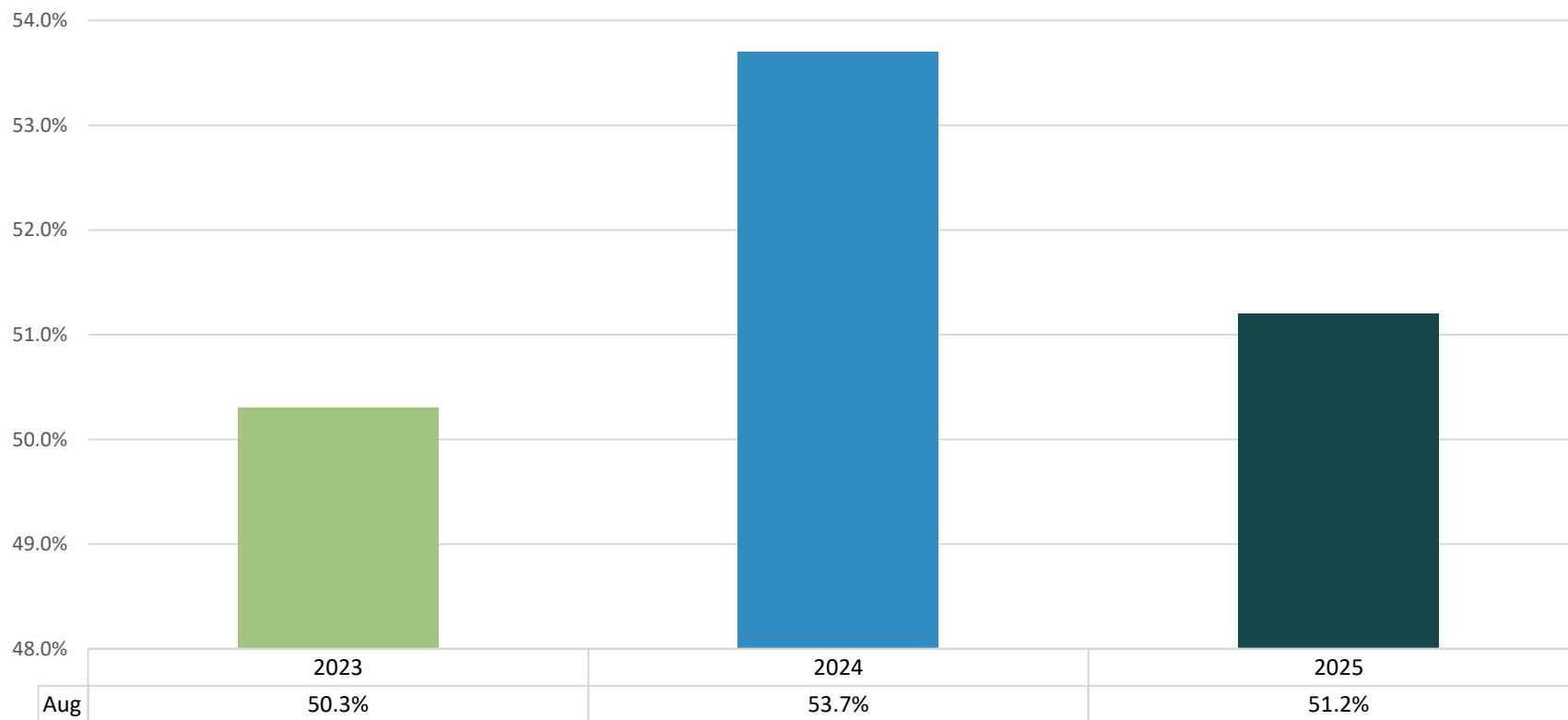
Website Sessions
252.5K
+5.3% YOY



L&H Jobs
40.2K
+2.8% YOY
(As of July 2025)

Louisiana Lodging

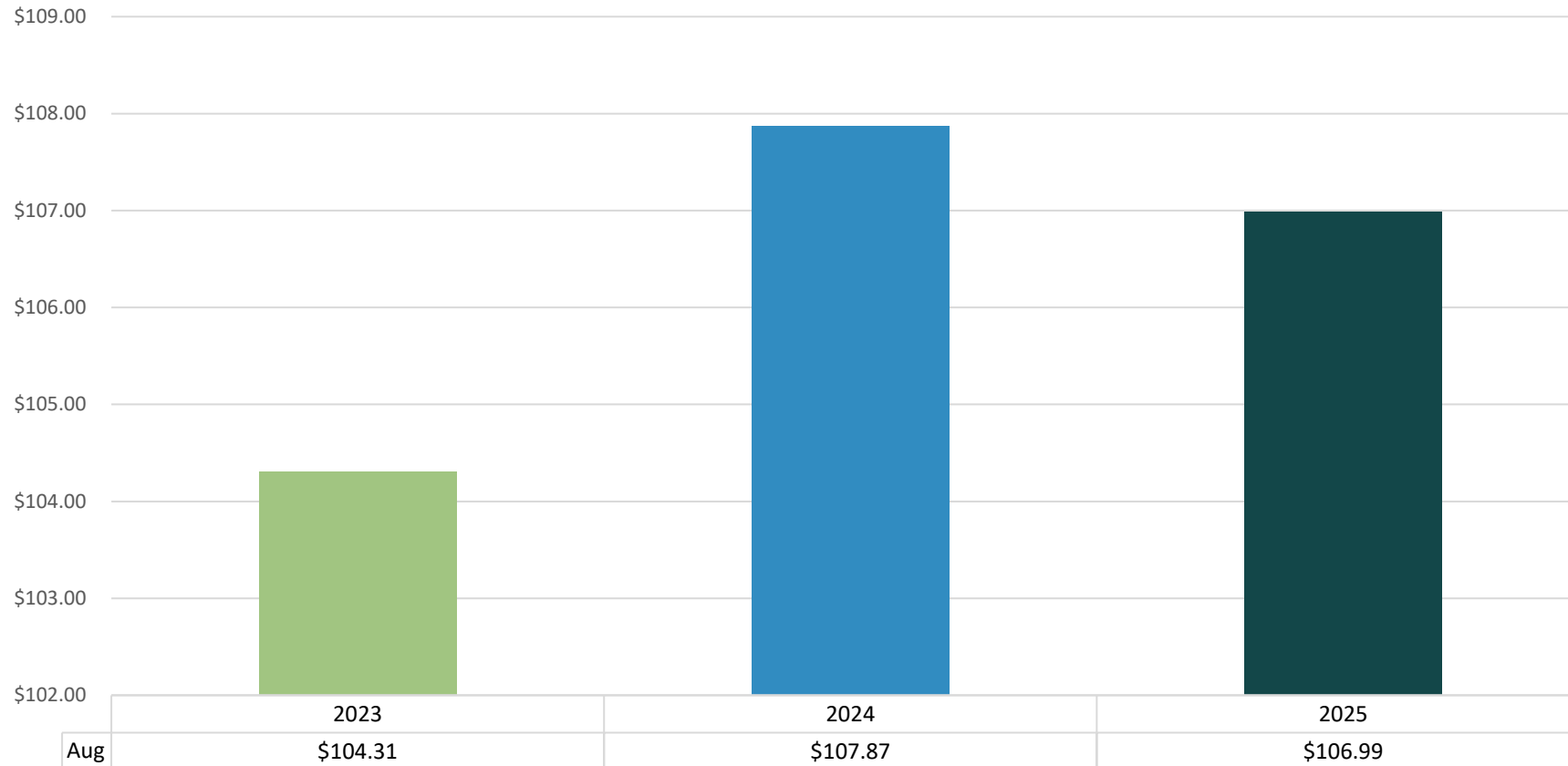
August Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy decreased by 4.5% over August 2024.
- Since last month (July), occupancy was down 9.9%.

(Source: STR)

August ADR (\$): Yr/Yr

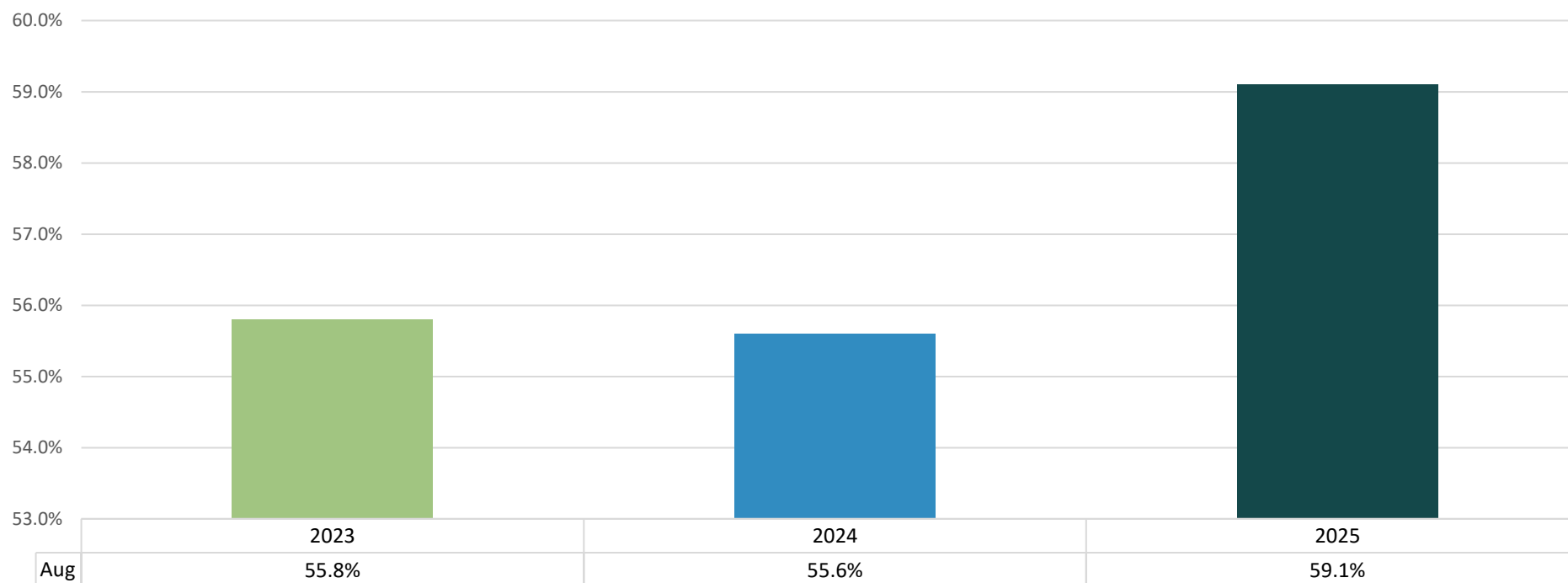


- Louisiana's average daily rates (ADR) declined by 0.8% over August 2024.
- Since last month (July), ADR was down 10.4%.

(Source: STR)

Louisiana Lodging (without New Orleans)

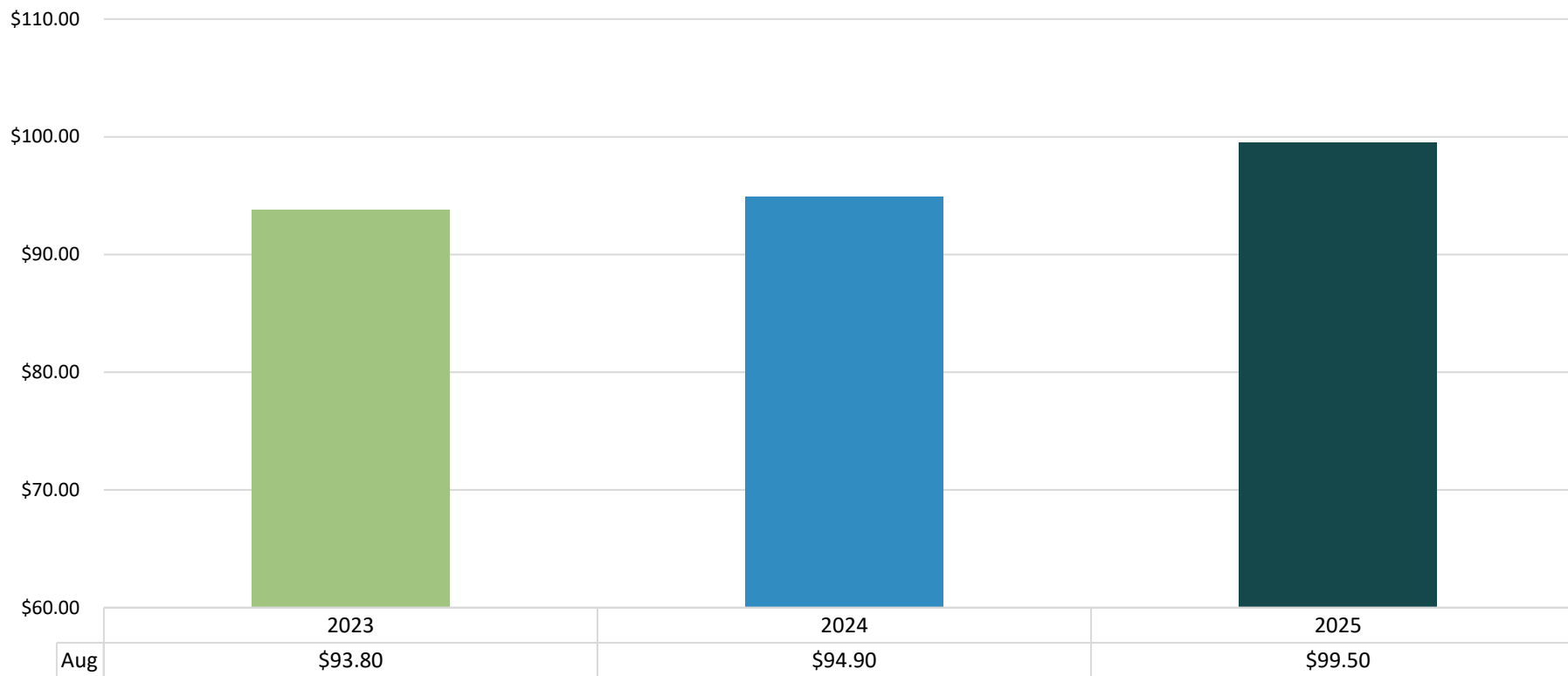
August Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased by 6.3% over August 2024.

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

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

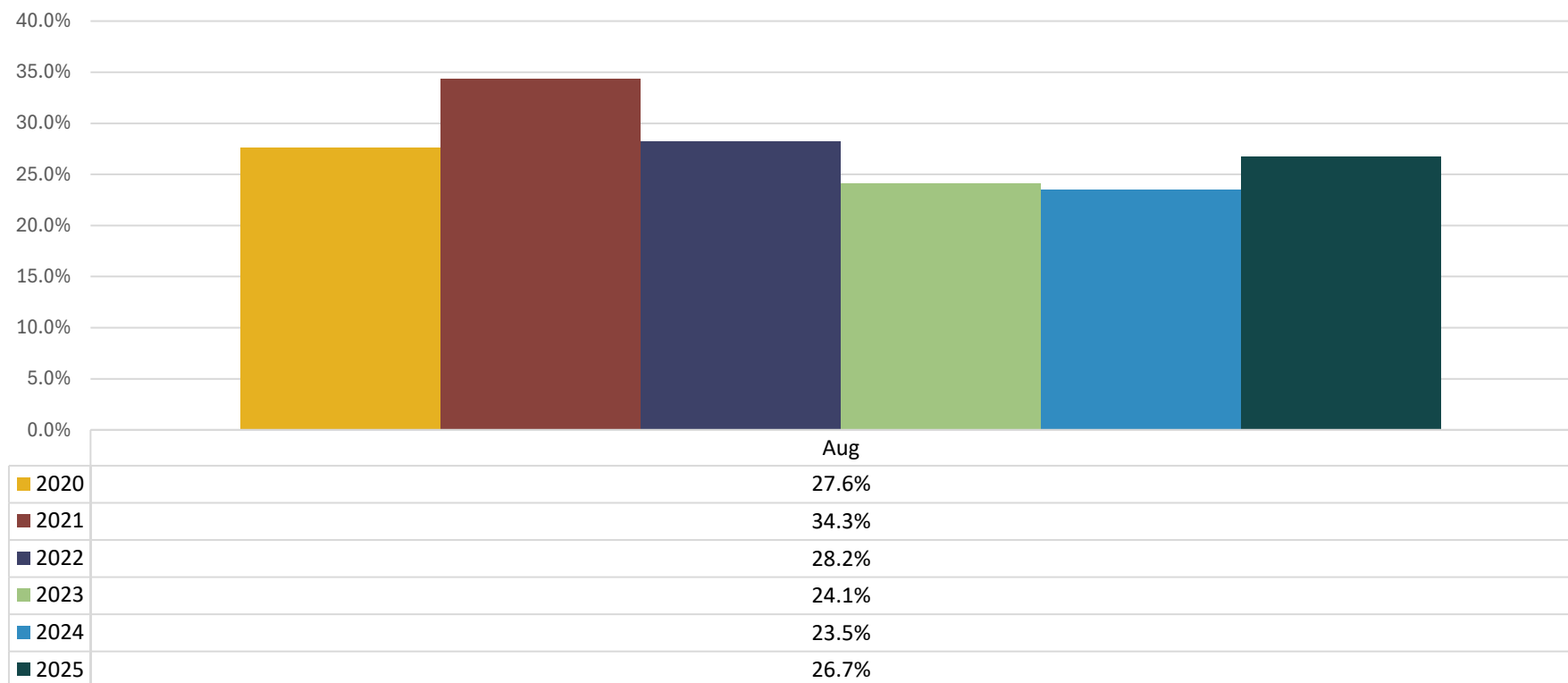


- Louisiana's ADR, excluding New Orleans, grew by 4.8% over August 2024.

(Source: STR)

Louisiana Short-Term Lodging

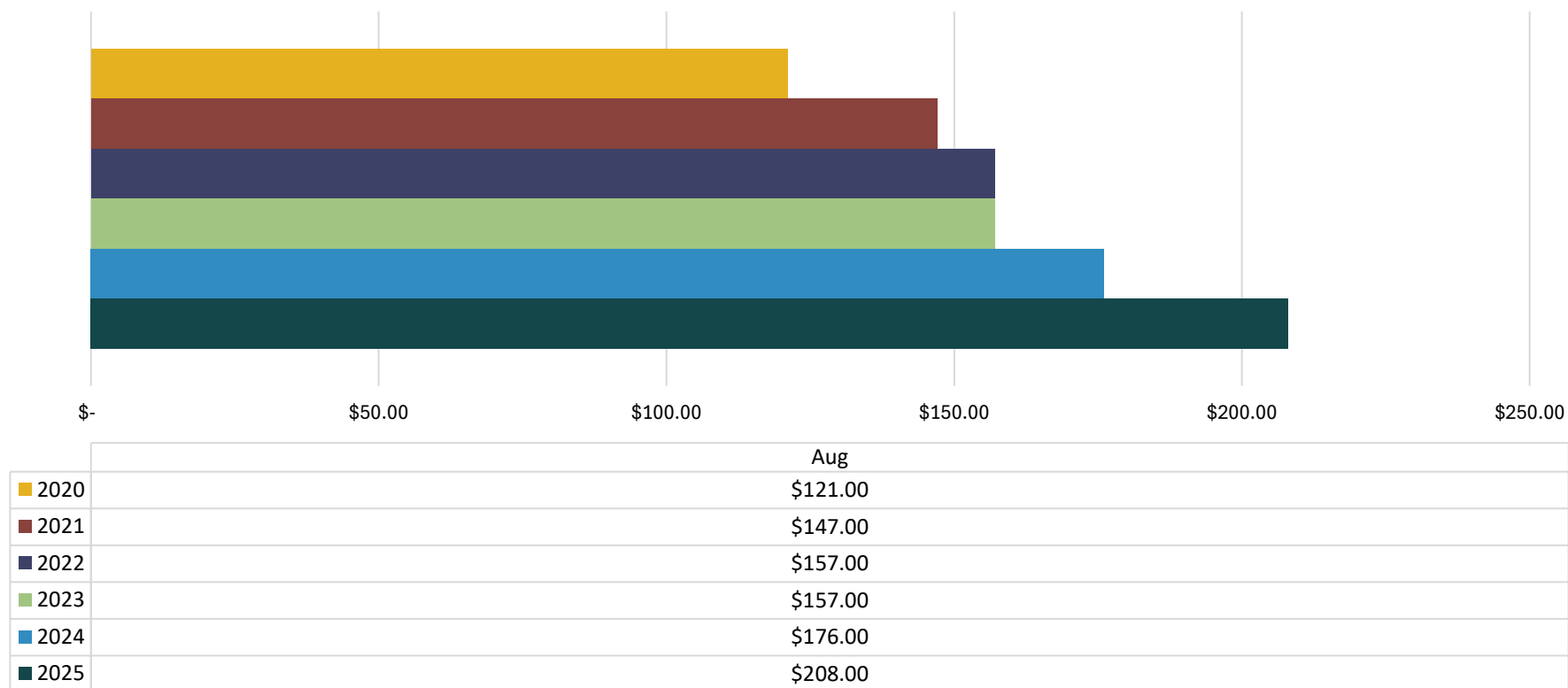
Short-Term Lodging Occupancy (%): August



- Louisiana's short-term lodging occupancy increased by 13% over August 2024.
- Guest nights increased 9% over last August.

(Source: KeyData)

Short-Term Lodging ADR (\$): August

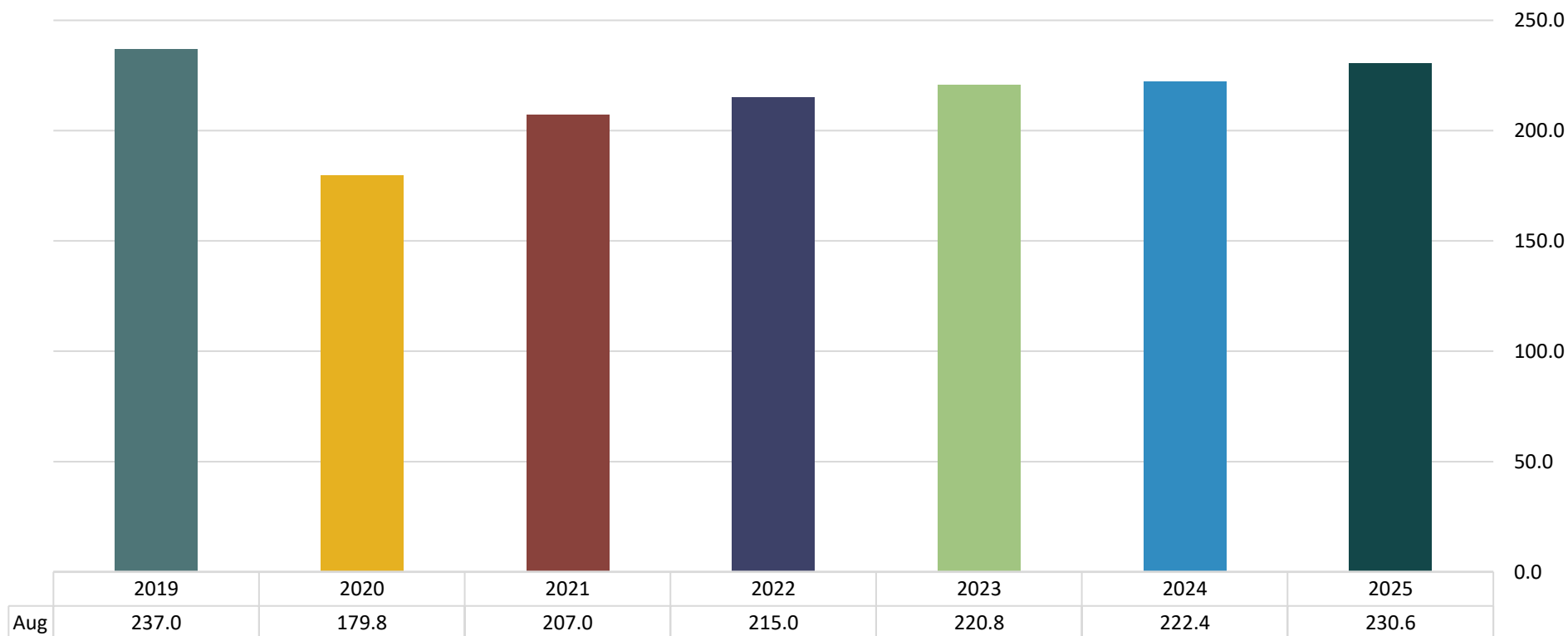


- Louisiana's short-term lodging ADR grew 18% over August 2024.
- Louisiana's short-term lodging RevPAR increased 28% over last August.

(Source: KeyData)

Louisiana Leisure & Hospitality Jobs

August Tourism Jobs (in thousands): Yr/ Yr

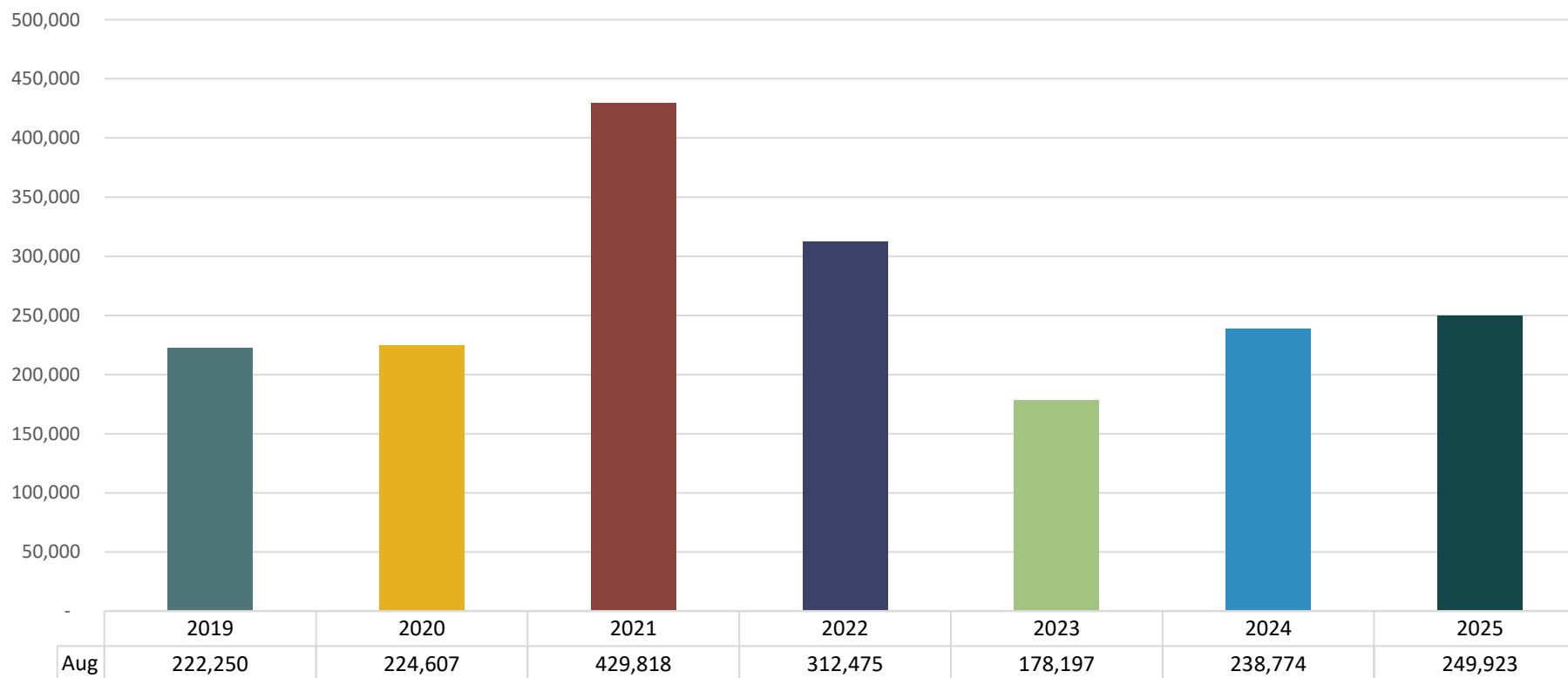


- Tourism jobs increased by 3.7% with a gain of 8,200 jobs over August 2024.
- Arts, Entertainment, and Recreation jobs gained 900 jobs over last August.

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

ExploreLouisiana.com

August Website Visits: Yr/Yr

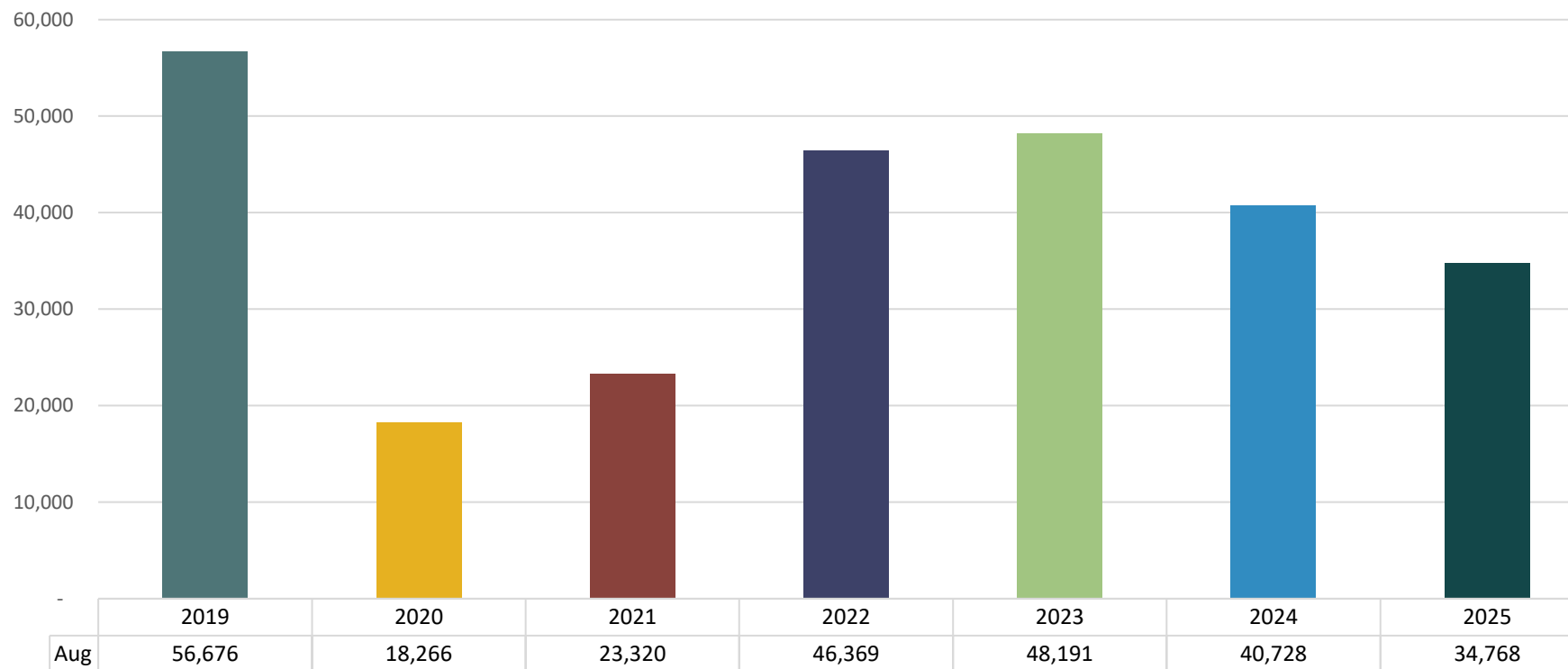


- Sessions grew by 4.7% over last August.
- Views per session increased 2.6% over August 2024.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

August Welcome Centers Visitation: Yr/Yr

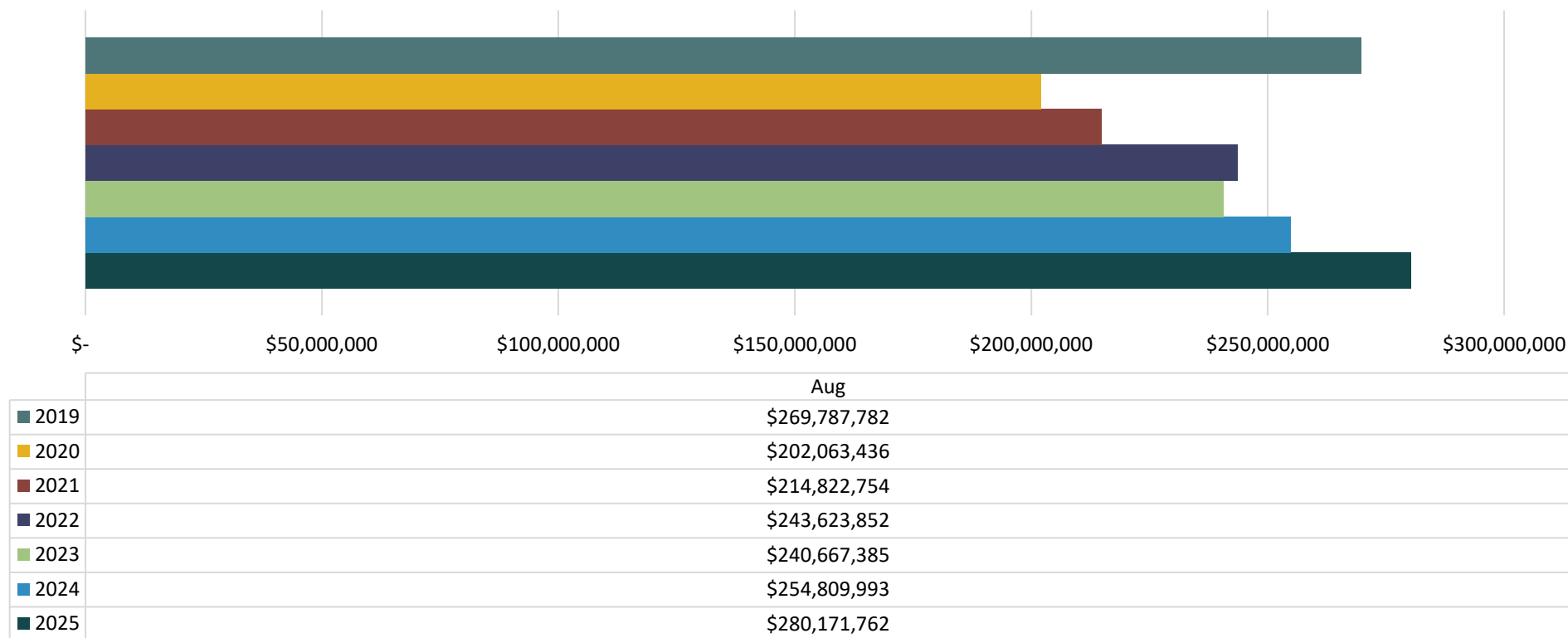


- In August 2025, Louisiana welcome centers received a 11% increase of visitors from Mexico, over August 2024.

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

Louisiana Gaming Revenue

August Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue increased 10% over August 2024.

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment & Trends

- 65% of Americans plan to travel between Thanksgiving and New Year's, up 51% over last year. *(The Points Guy)*
- Gen X travelers, typically in their mid-40s to 60s, are increasingly opting for guided tours as a way to make the most of their limited vacation time. *(Travel Weekly)*
- Travelers now prioritize the quality of experiences over low prices. This encompasses aspects like cultural authenticity, unique local experiences and sustainable tourism practices that create lasting memories. *(MMGY Global)*
- Travel hasn't slowed, but demand is moving in new directions. Travelers are booking shorter, more frequent trips. And they are prioritizing value – affordable, uncrowded places over expensive hotspots. *(Lighthouse)*
- U.S. airfares rose nearly 6%, gas prices were up 1.8%, and hotel rates climbed 2.6% last month. *(U.S. Travel)*