



State of the Tourism Industry Quarterly Report

July – September 2025

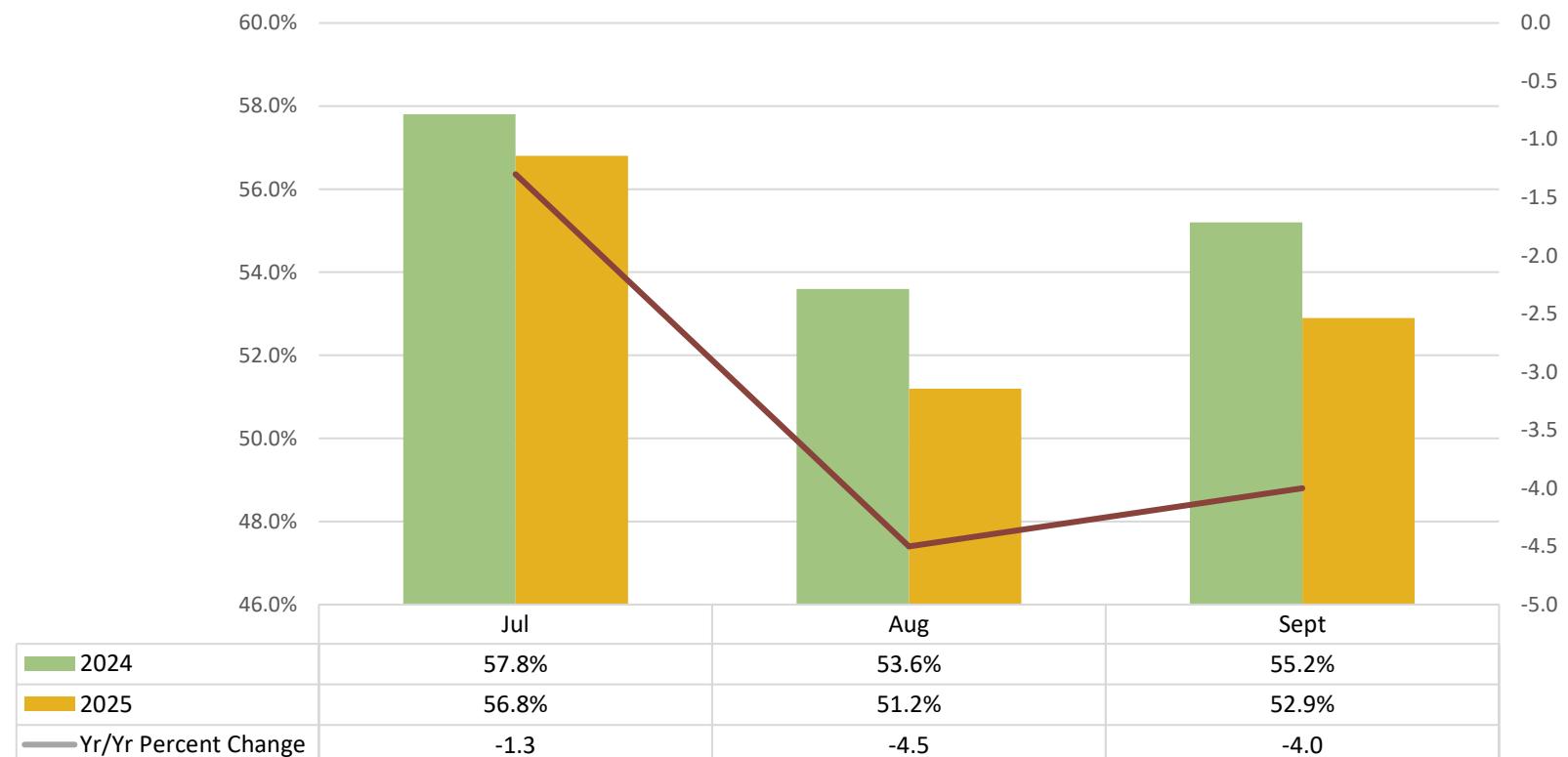


LIEUTENANT GOVERNOR
BILLY NUNGERESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

Occupancy (%) Trends Quarterly: Yr/Yr



- Louisiana's occupancy decreased 7% from July to September 2025.
- Louisiana's occupancy is down 4% over last September 2024.

(Source: STR)

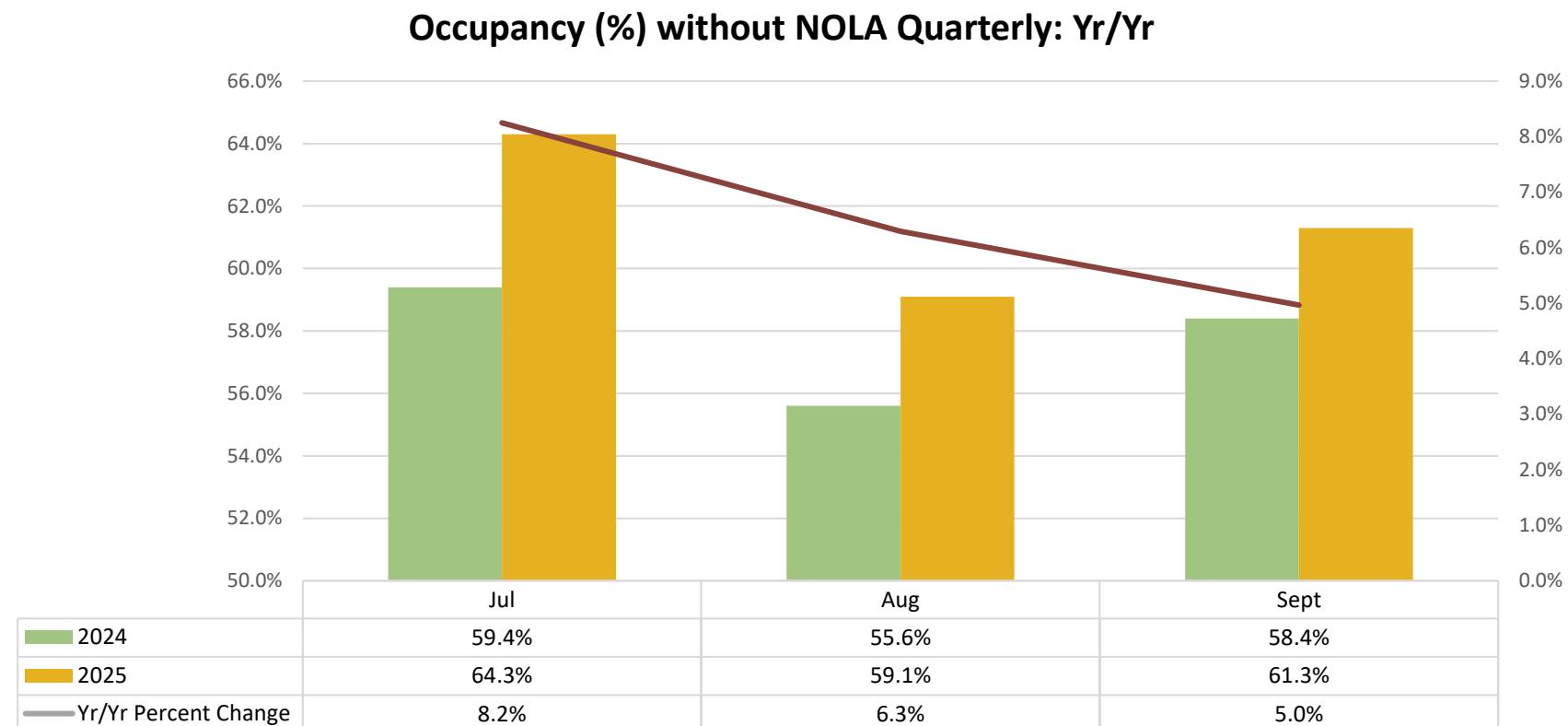
Average Daily Rate (ADR) (\$) Trends Quarterly: Yr/Yr



- Louisiana's average daily rates (ADR) decreased by 2% from July to September 2025.
- Louisiana's ADR is down 3.8% over September 2024.

(Source: STR)

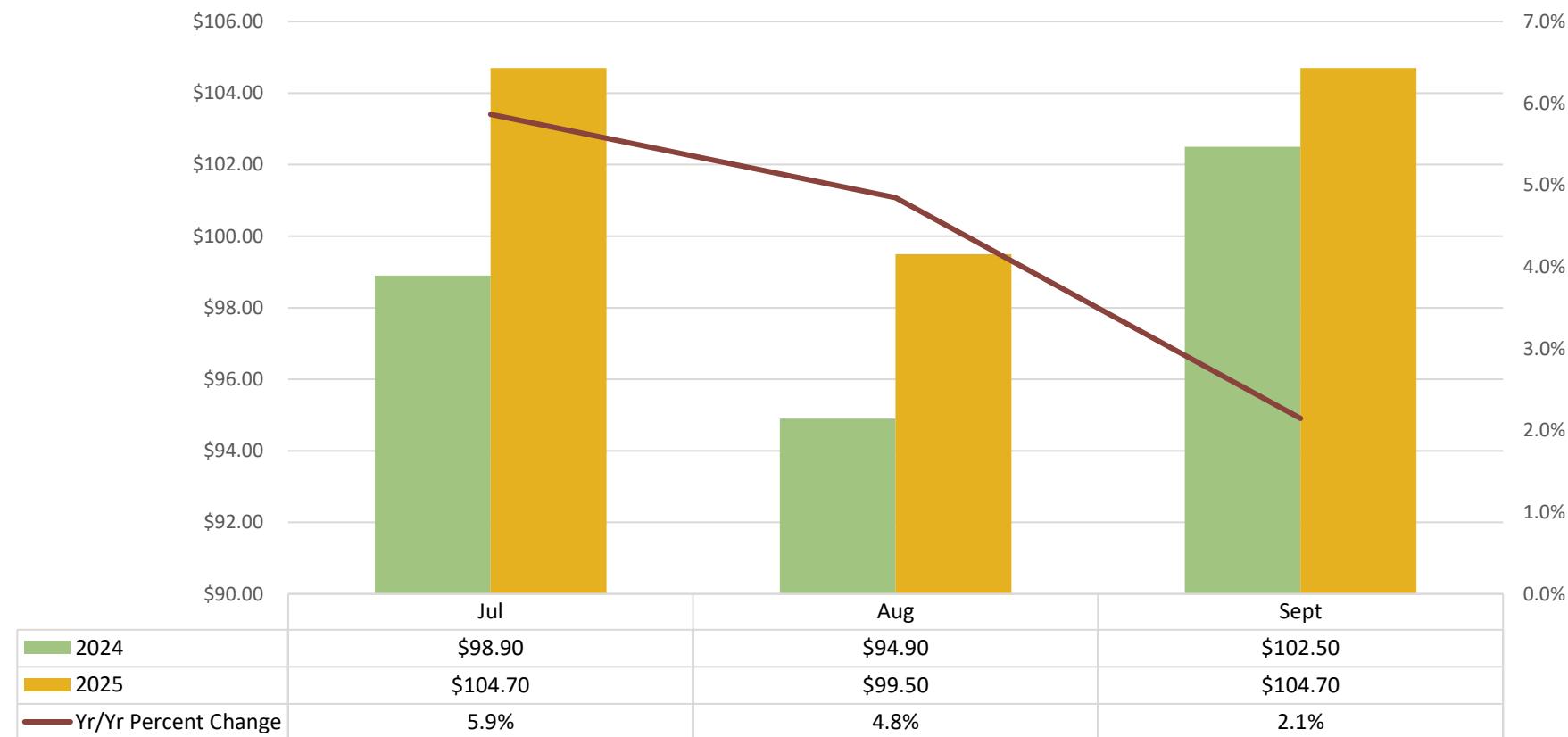
Louisiana Lodging (without New Orleans)



- Louisiana's occupancy, excluding New Orleans, decreased 4.7% from July to September 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

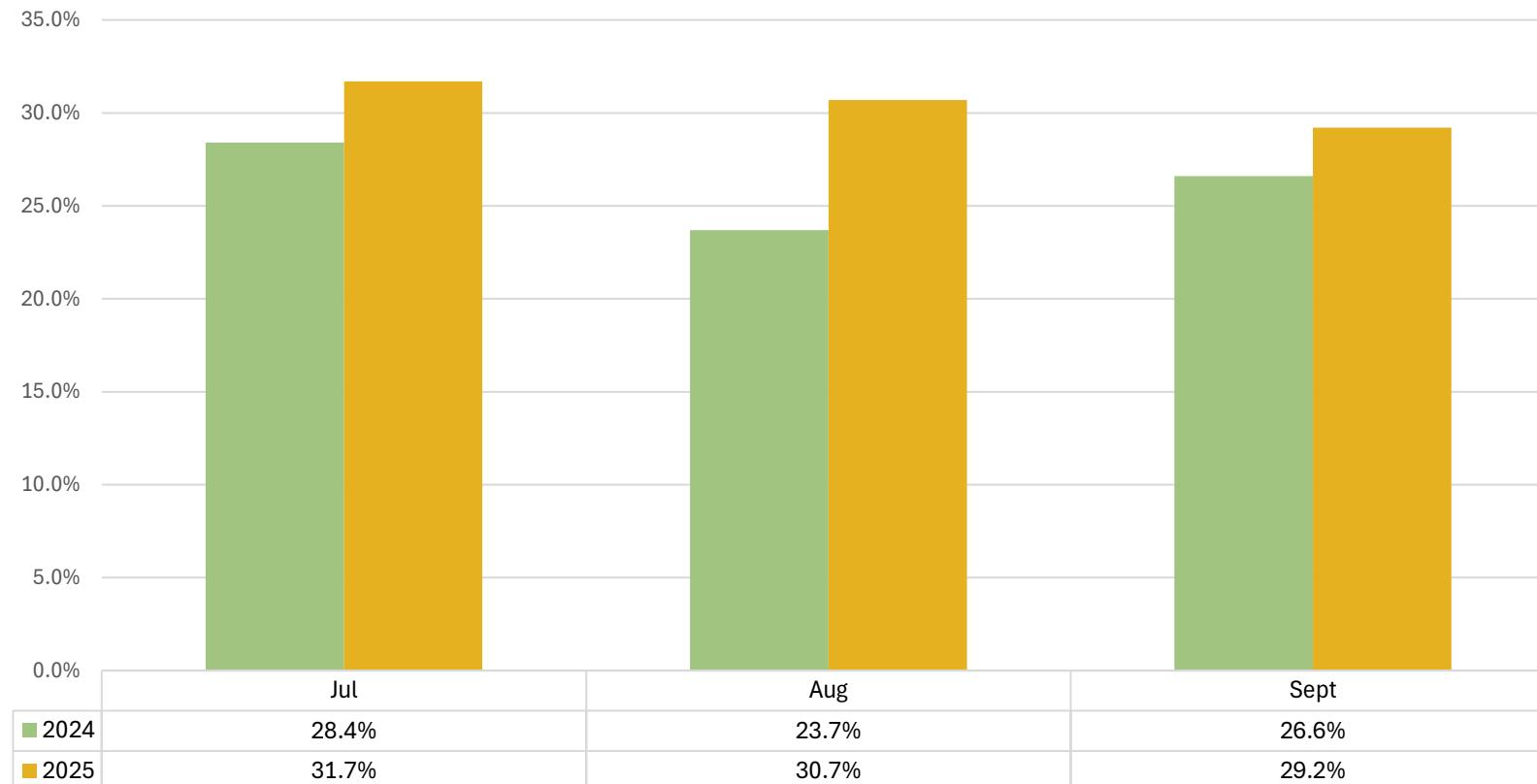


- Louisiana's ADR, excluding New Orleans, was flat from July to September 2025.

(Source: STR)

Short-Term Lodging

Occupancy (%) Quarterly: Yr/Yr



- Louisiana's short-term lodging occupancy decreased 8% from July to September 2025.
- Average length of stay is 3.6 nights in Louisiana.

(Source: KeyData)

ADR (\$) Quarterly: Yr/Yr



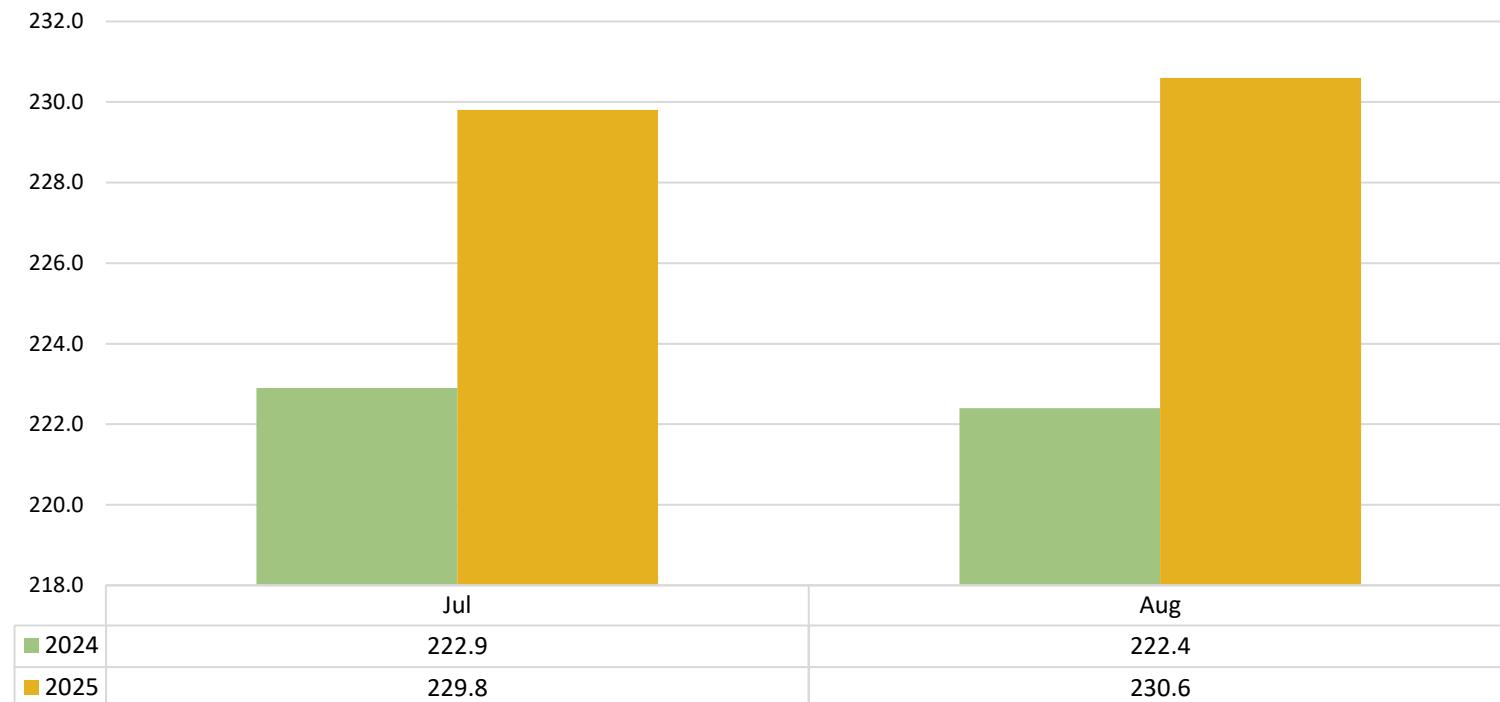
- Louisiana's short-term lodging ADR grew 1% from July to September 2025.
- RevPAR was up 46% in Q3.

(Source: KeyData)

Louisiana Tourism Jobs

(Seasonally adjusted)

Quarterly Tourism Jobs (in thousands): Yr/Yr

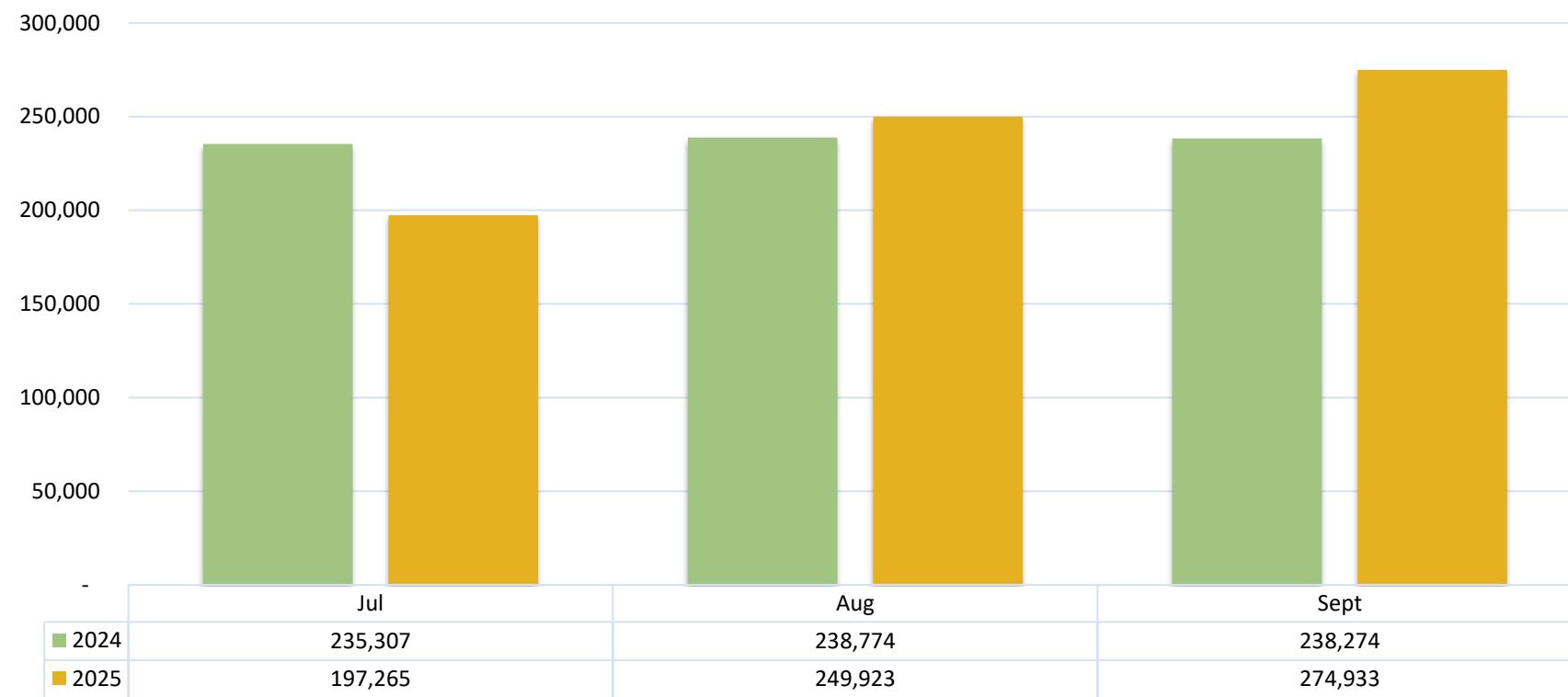


- Louisiana's leisure & hospitality jobs increased by 0.3% and gained 800 jobs from July to August 2025.

(September jobs are unavailable prior to release of report) (Source: BLS)

ExploreLouisiana.com

Website Visits Quarterly: Yr/Yr



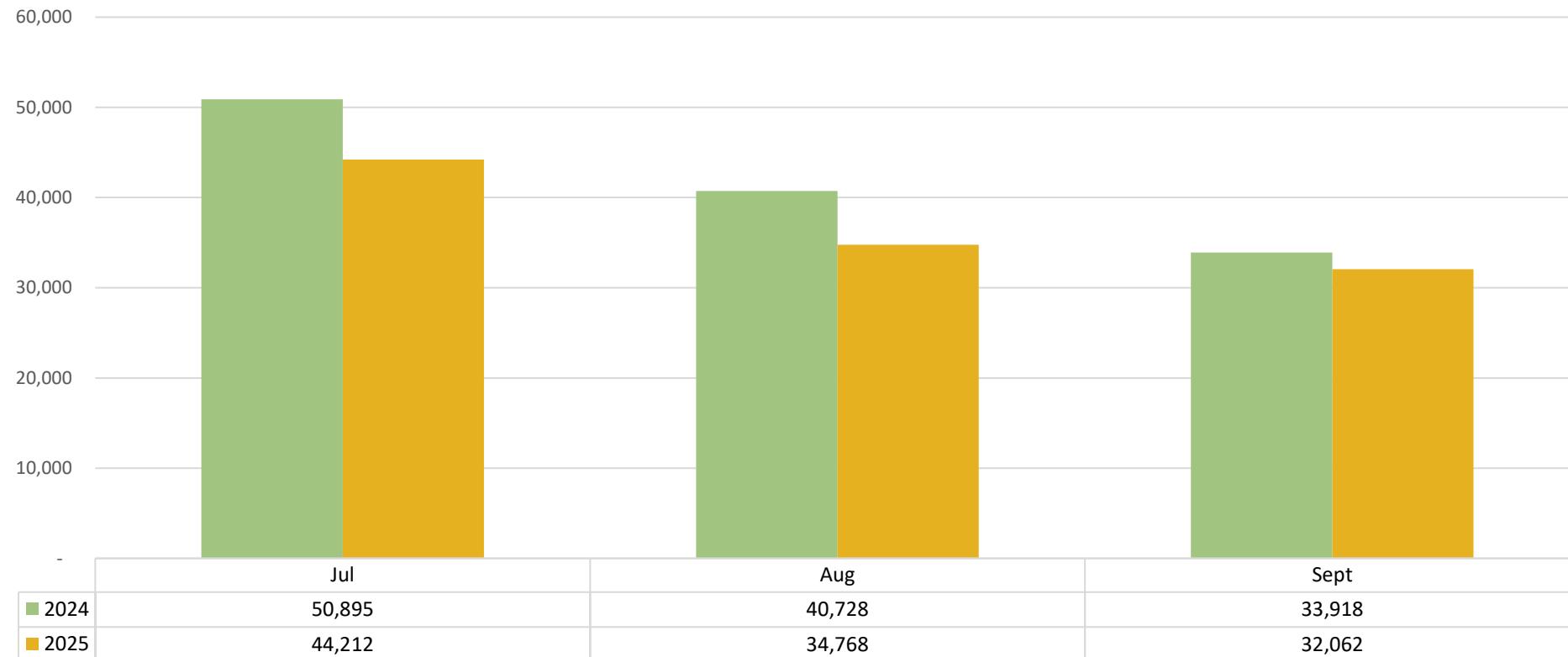
- Website sessions increased 39.4% from July to September 2025.
- View per session increased 2.8% from July to September 2025.

(# 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 nearly 15,000 international visitors from July to September 2025, a 4% increase over the same time-period in 2024.

(Source: LA Welcome Centers)

Gaming Revenue

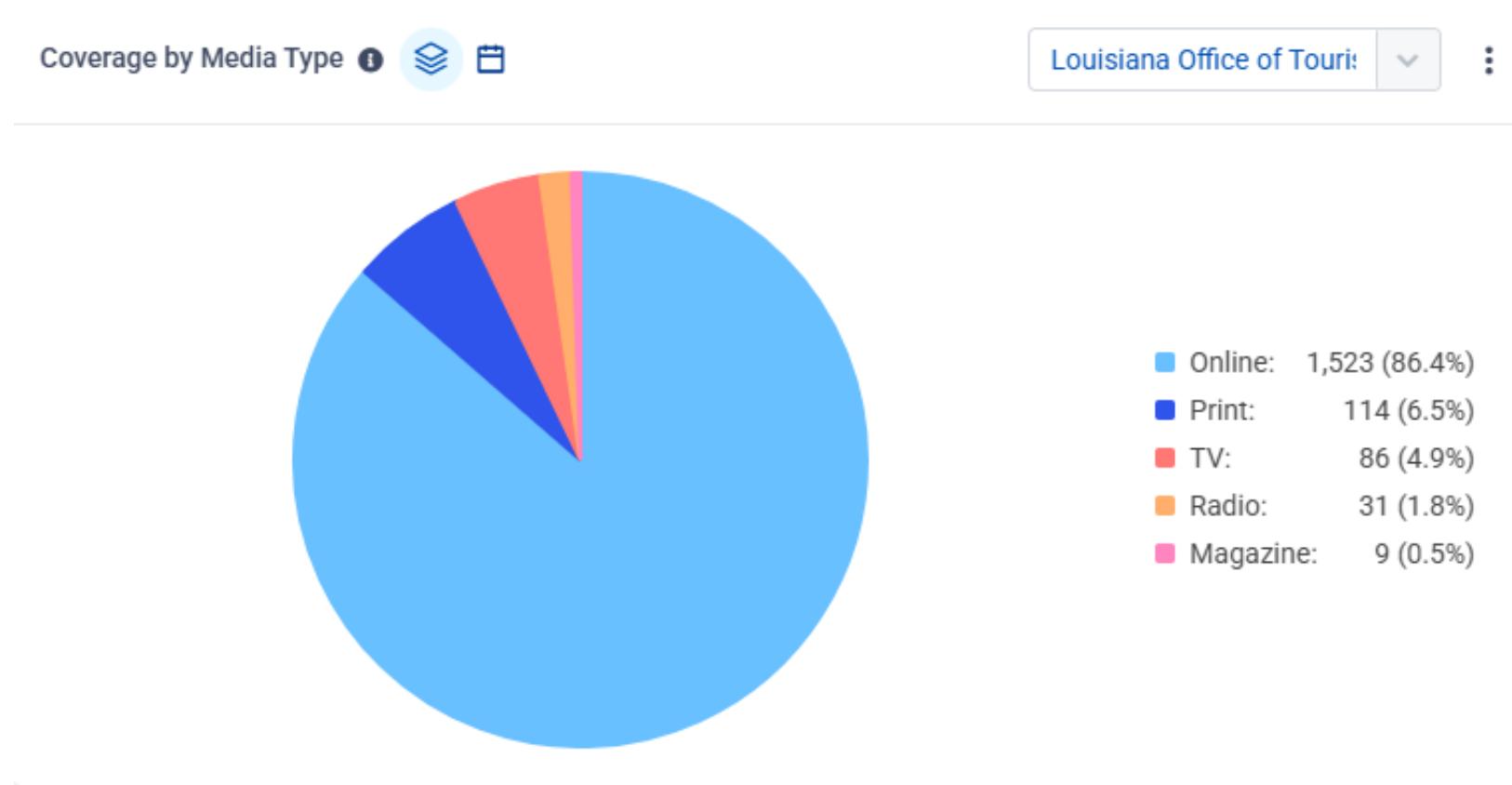
Gaming Revenue Quarterly: Yr/Yr



- Louisiana's gaming revenue decreased by 10.5% from July to September 2025.
- Louisiana's gaming revenue was up 3.8% over September 2024.

(Source: LA State Police)

Media Coverage



- Online media had the share (86.4%) of coverage by media and potential audience reach of 12.1 billion generating over \$86.4 million of advertising value in Q3 (Jul-Sept 2025).

U.S. Travel Sentiment

- 53% of travelers planning fall trips report they will be visiting friends and relatives. Other top activities for fall include road trips (43%), visiting a state or national park (29%) and cultural attractions, fall foliage and local festivals, all at 23%. (*Longwoods International*)
- Domestic travel spending is projected at \$1.2 trillion in 2025. (*US Travel*)
- 92.4% of Americans saying they plan to take at least one leisure trip in the next 12 months. (*Future Partners*)
- 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*)
- 64% of global travelers would pay for an A.I. assistant that could provide in-trip information, and 17% would pay up to 5% of the total value of their trip. (*Amadeus*)
- Agritourism and regenerative farming are emerging as significant wellness travel trends, driven by travelers seeking outdoor immersion and meaningful, tangible experiences away from digital saturation. The agritourism sector is expanding at a rate of 12% annually and is projected to reach \$14.5 billion by 2029. (*Vogue*)
- 21.7 million Americans are estimated to take ocean cruises next year, marking the fourth straight year of growth. (*AAA*)