



YEAR OF FOOD 2025

# State of the Tourism Industry Monthly Report

October 2025

Created November 21, 2025



LIEUTENANT GOVERNOR  
BILLY NUNGESSER

LOUISIANA  
Feed Your Soul.

# Monthly Insights



## Executive Summary

October 2025

### Highlights



Hotel Demand  
**1.9M**  
-3.5% YOY



Hotel ADR  
**\$140.00**  
-12.8% YOY



Overnight Trip Share  
**76%**



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



MSY Checkpoint Volume  
**630.6K**  
+1.1% YOY



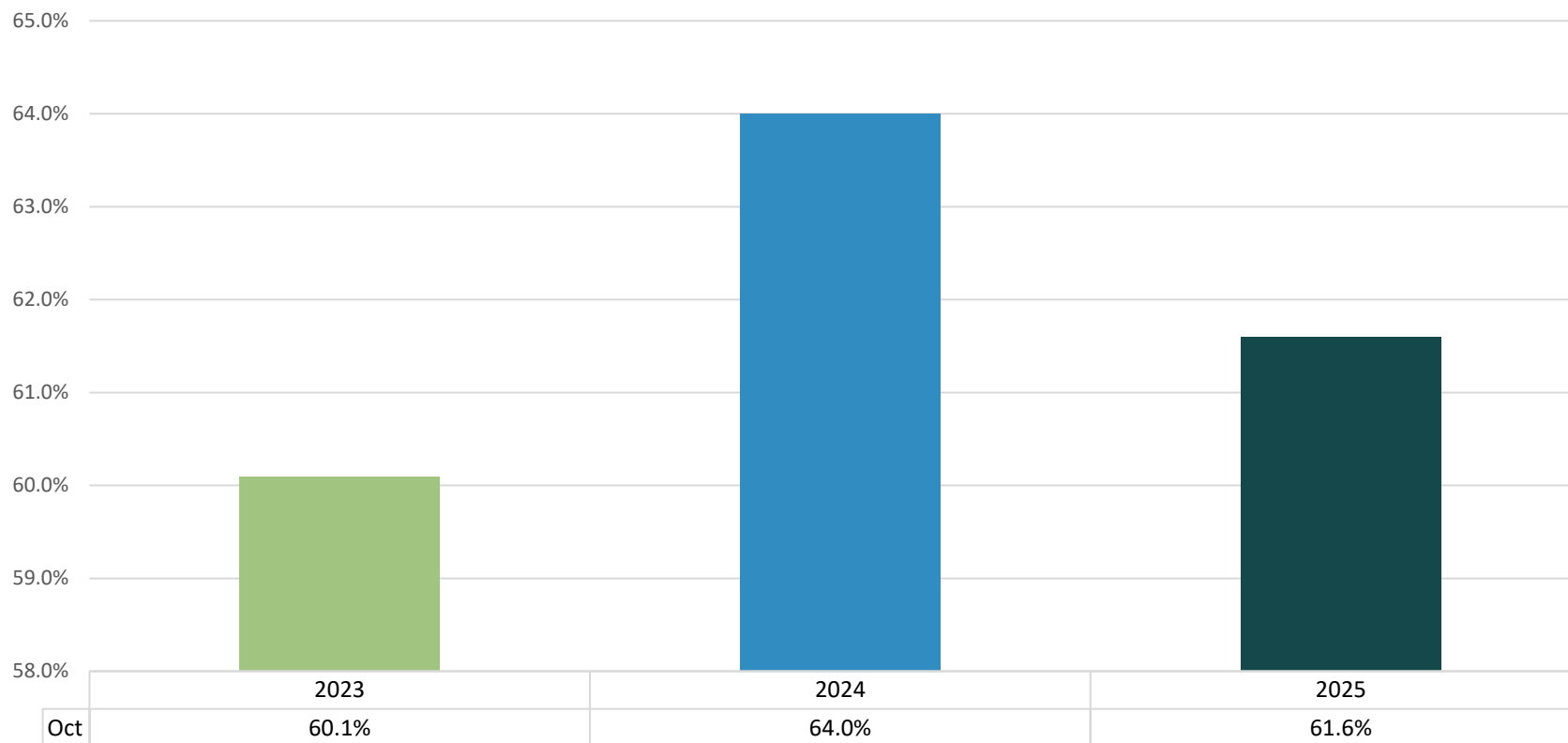
Website Sessions  
**536.7K**  
+45.9% YOY



L&H Jobs  
**41.8K**  
+6.4% YOY  
(As of August 2025)

# Louisiana Lodging

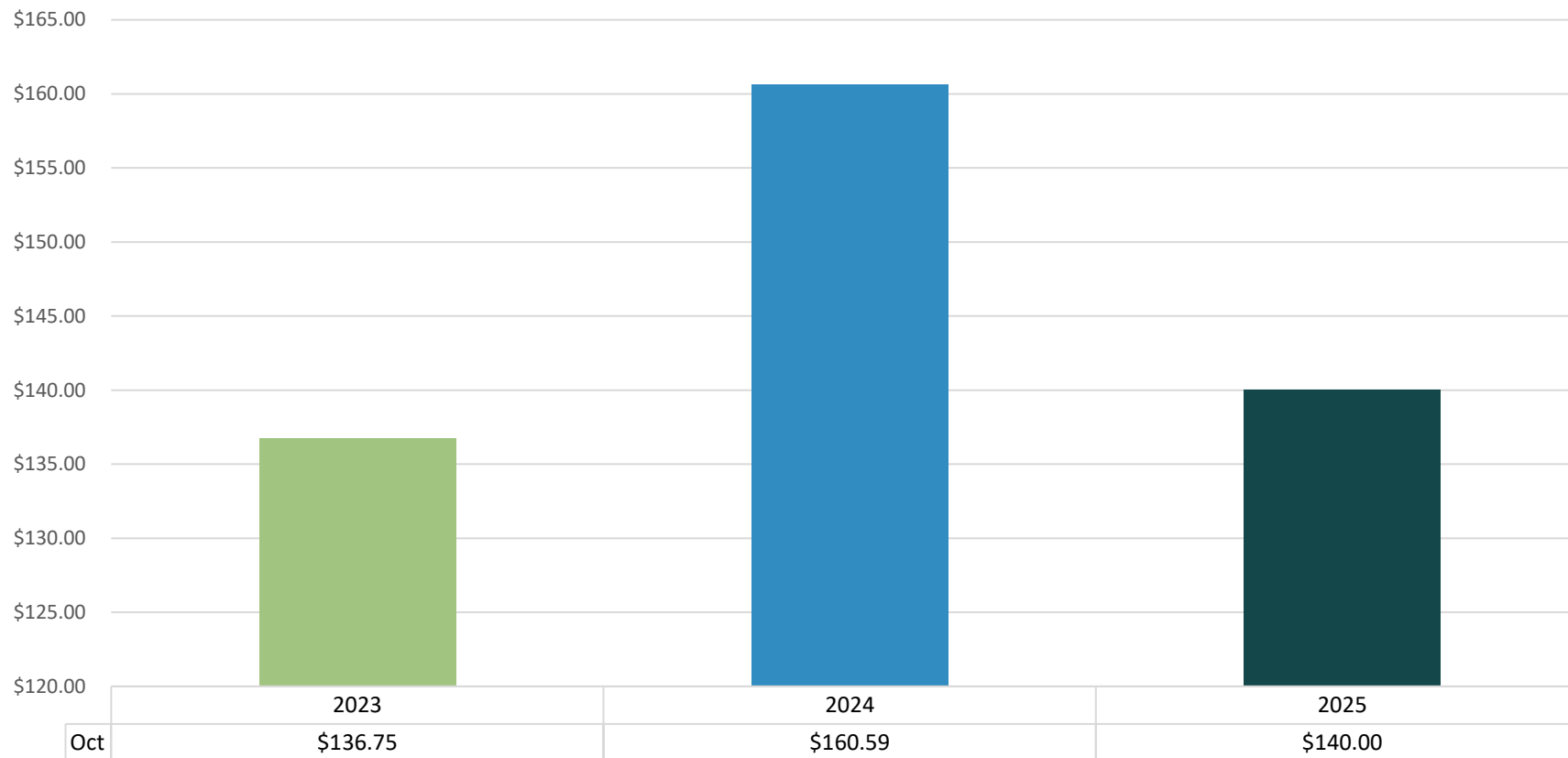
October Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy decreased by 3.8% over October 2024.
- Since last month (September), occupancy increased 16.4%.

(Source: STR)

### October ADR (\$): Yr/Yr

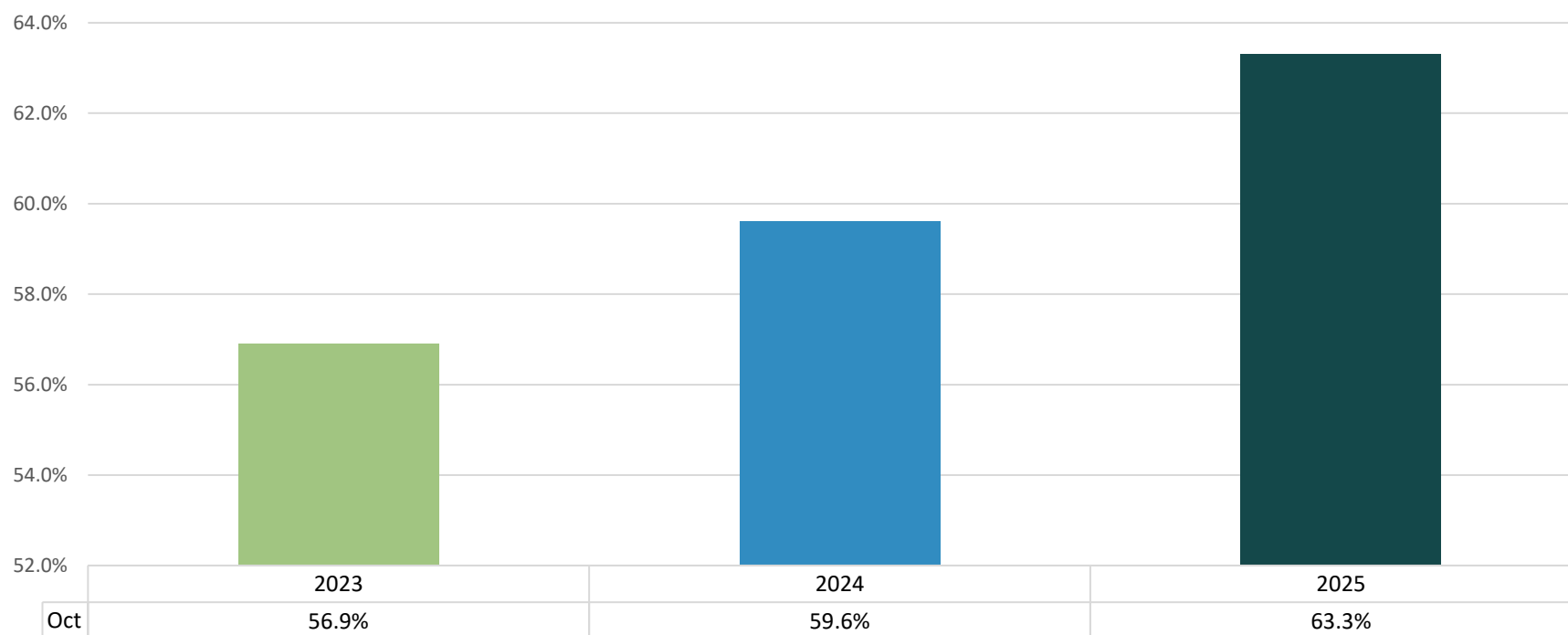


- Louisiana's average daily rates (ADR) declined by 12.8% over October 2024.
- Since last month (September), ADR was grew 19.4%.

(Source: STR)

# Louisiana Lodging (without New Orleans)

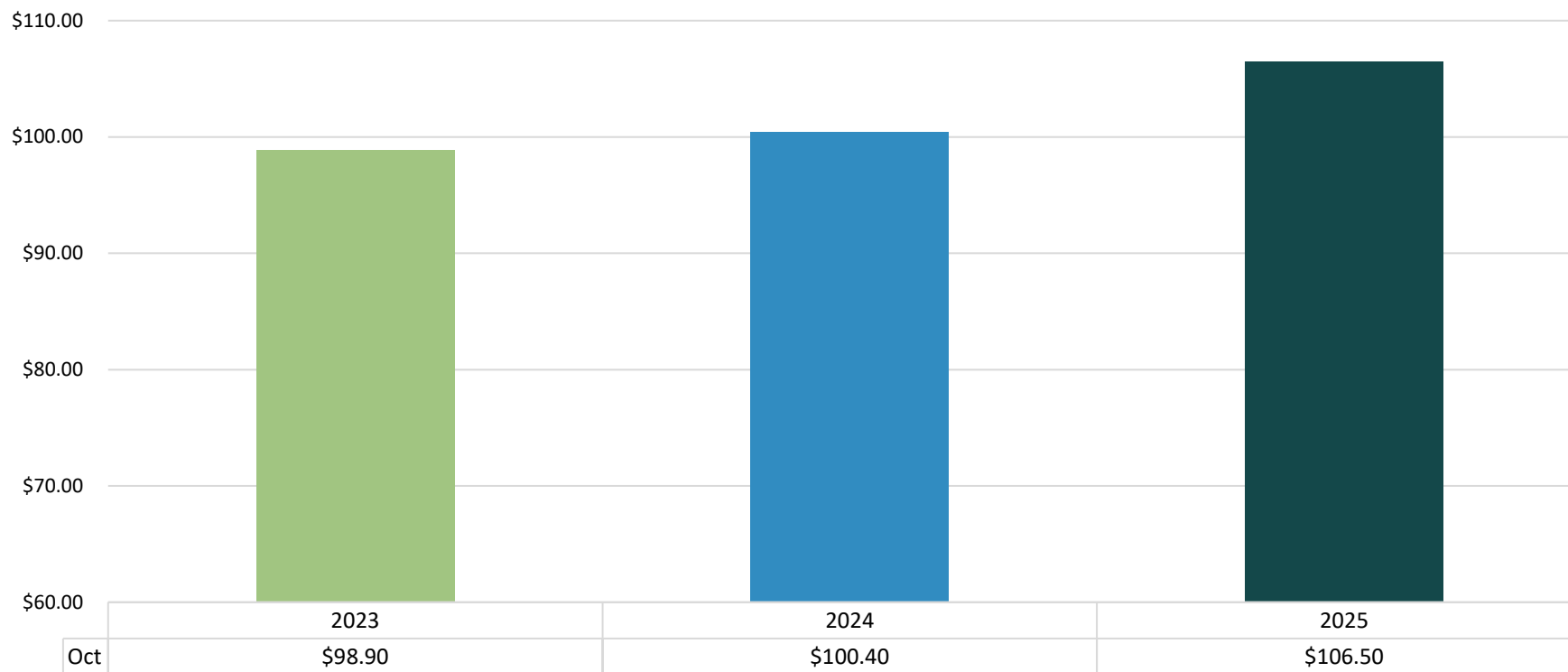
October Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased by 6.2% over October 2024.

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

### October ADR (\$) without NOLA: Yr/Yr



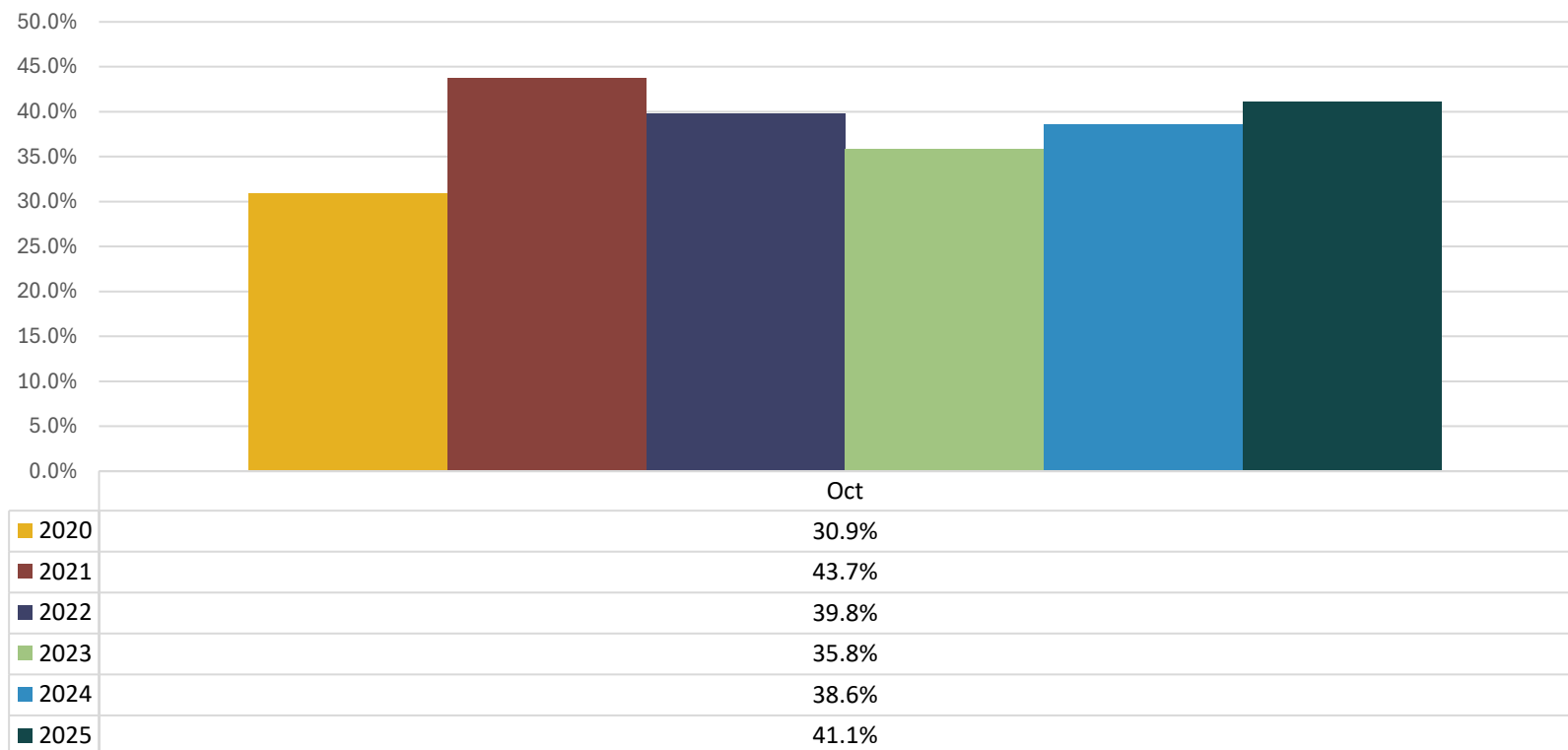
- Louisiana's ADR, excluding New Orleans, grew by 6.1% over October 2024.

(Source: STR)



# Louisiana Short-Term Lodging

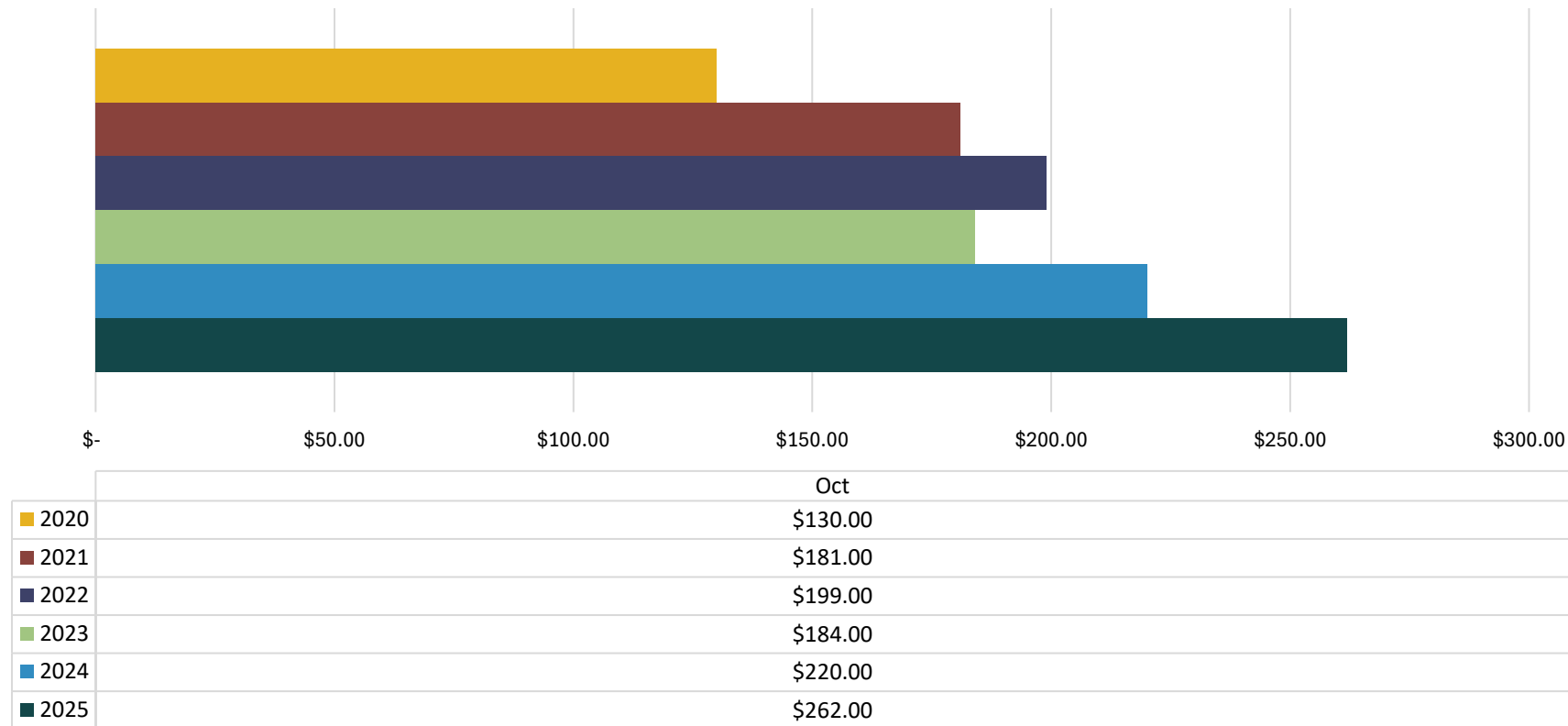
Short-Term Lodging Occupancy (%): October



- Louisiana's short-term lodging occupancy increased by 7% over October 2024.
- RevPAR increased 28% over last October.

(Source: KeyData)

## Short-Term Lodging ADR (\$): October



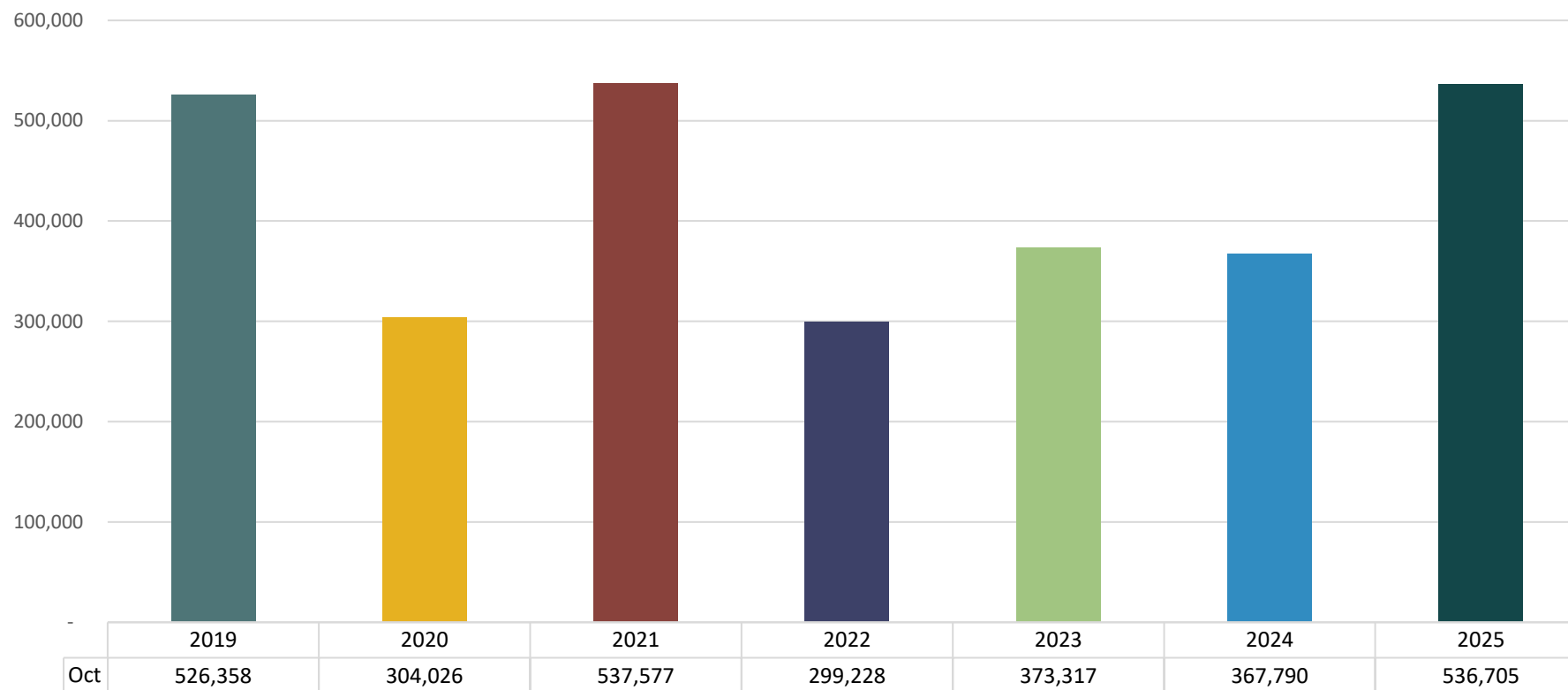
- Louisiana's short-term lodging ADR grew 19% over October 2024.
- Louisiana's short-term lodging Revenue increased by 5% over last October.

(Source: KeyData)



# ExploreLouisiana.com

October Website Visits: Yr/Yr

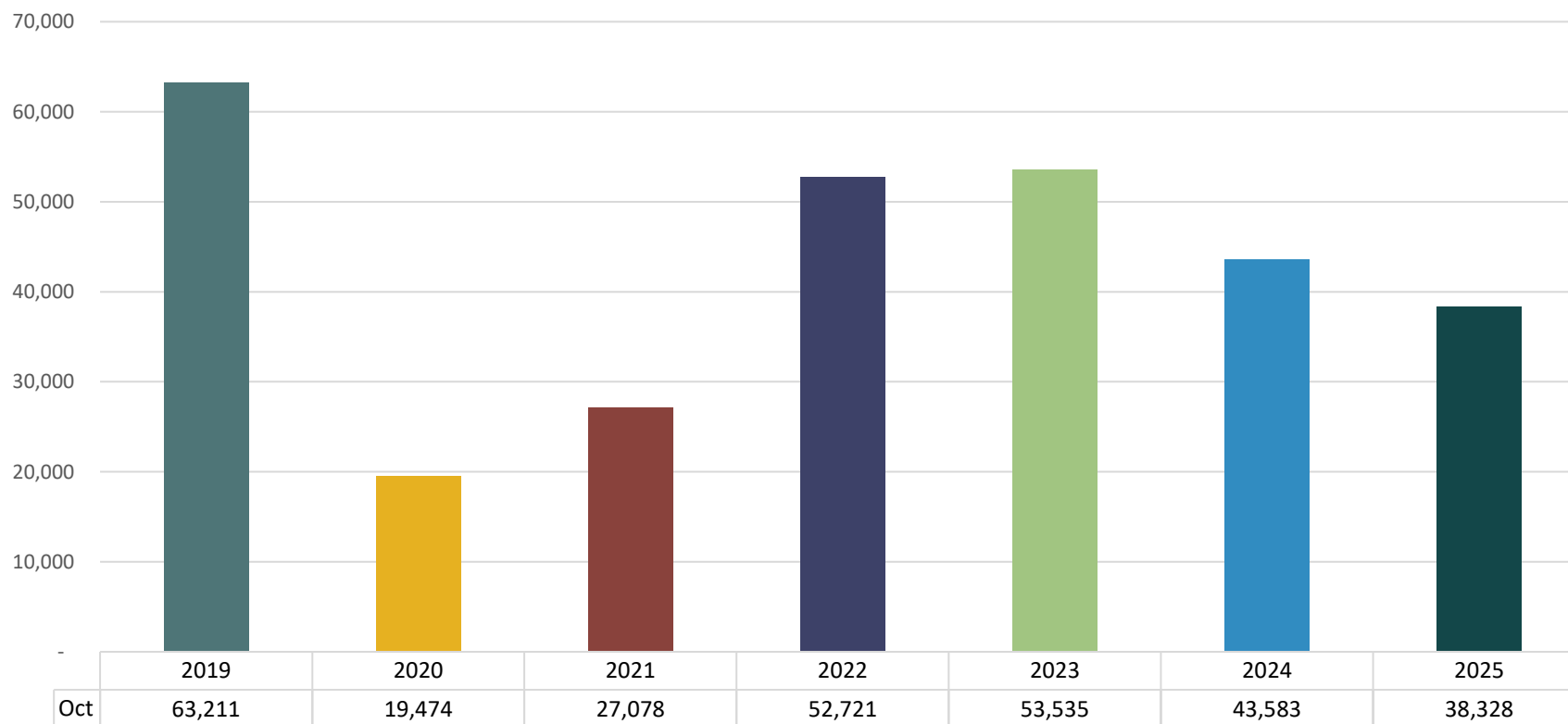


- Sessions grew by 46% over last October.
- Engaged sessions increased by 50.3% over October 2024.

(Source: Google Analytics & Miles Media)

# Louisiana Welcome Centers

October Welcome Centers Visitation: Yr/Yr

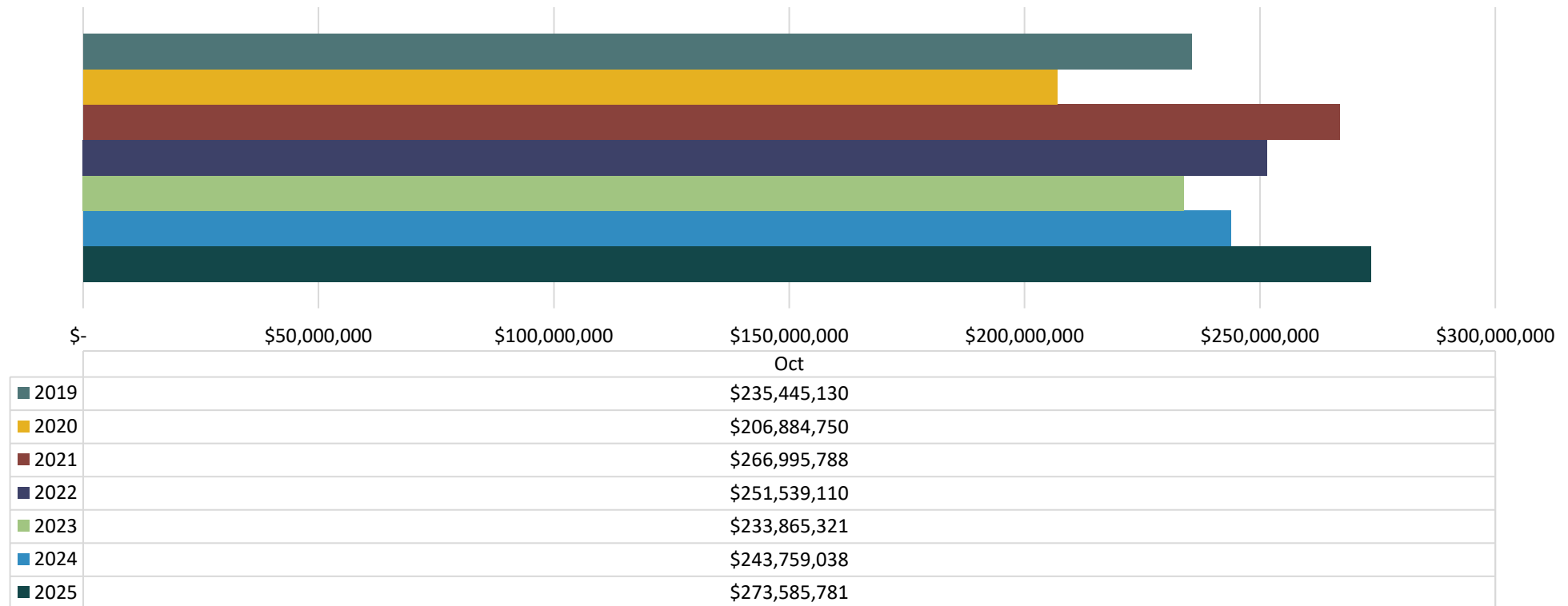


- Between October 2024 and October 2025, Louisiana welcome centers received over 89,000 international visitors.

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

# Louisiana Gaming Revenue

October Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue increased by 12% over October 2024.

(Sources: LSP – Gaming Enforcement Division)

# U.S. Travel Sentiment & Trends

- A record projection of 81.8 million people will travel at least 50 miles from home for Thanksgiving, despite recent flight disruptions caused by a government shutdown. (AAA)
- 70% of American travelers will visit friends and relatives on holiday trips season, up from 61% over last year. Travelers are planning their holiday trips with family, with 50% traveling with their spouse/partner, 35% traveling with their children and 18% traveling with their parents. (*Longwoods International*)
- More than half (51%) of American travelers say they are interested in taking a trip for America 250, the nationwide celebration of the country's 250<sup>th</sup> Independence Day in 2026. (*Future Partners*)
- Over four in ten American travelers (43.3%) said they find the idea of anti-luxury travel – travel that emphasizes authenticity, meaning, and personal value, rather than opulence, exclusivity, and high price points, anti-luxury – to be appealing. (*Future Partners*)
- Delta Air Lines, American Airlines, United Airlines, Alaska Airlines and Southwest Airlines are leading technological advancements in air travel by incorporating touchless ID, artificial intelligence and biometric verification. (*U.S. Travel Association*)
- U.S. travel spending tallied \$111 billion in September 2025, resulting in a decrease of 0.7% over last year. (*Tourism Economics*)