YEAR OF FOOD 2025

State of the Tourism Industry Monthly Report

December 2025

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LOUISIANA
Feed Your Soul.

Executive Summary

December 2025

Highlights

In 2025, Louisiana's lodging sector showed pricing resilience amid softening demand conditions. Hotel occupancy declined 2.1% YOY, driven by 0.6% growth in supply and a 1.5% decrease in demand. ADR averaged $134.94, reflecting a 1.5% YOY increase. Rate growth helped stabilize topline performance, with total hotel revenue holding essentially flat YOY, mirroring 2024 levels at $2.8 billion.

Digital engagement softened in 2025, with total web sessions reaching 4.2 million, down 8.9% YOY. October recorded the highest monthly traffic with more than 536,700 sessions. Organic Search (31.6%) and Organic Social (18.3%) together accounted for nearly 50.0% of total site traffic. The "Louisiana PMax" campaign was among the stronger performers, generating approximately 5.6% of total engaged sessions.

Visitor profile data from December reflects stable visitation dynamics. Average length of stay was 2.4 days, with 81.1% of visitors staying multiple consecutive days and 56.3% returning to the destination more than once within the past 12 months. Texas remained the dominant origin market, representing 30.4% of total trips, followed by Mississippi at 13.5% and Alabama at 8.6%.

U.S. hotels closed 2025 with year-end occupancy down 1.2% compared to 2024, to 62.3%, as demand declined 0.5% while supply expanded 0.7%. ADR growth remained positive at 0.9%, helping limit the decline in RevPAR to 0.3%, while total hotel revenue increased 0.4% for the year.

Tourism Economics forecasts 1.8% growth in domestic trips in 2025 despite weaker hotel demand, supported by rising use of STVRs and cruises. Softer hotel demand is partly tied to a 2.9% YOY decline in U.S. international arrivals in December, the eighth straight monthly drop.

Hotel Demand
1.5M
+4.7% YOY

Hotel ADR
$122.26
-3.9% YOY

Overnight Trip Share
81%

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

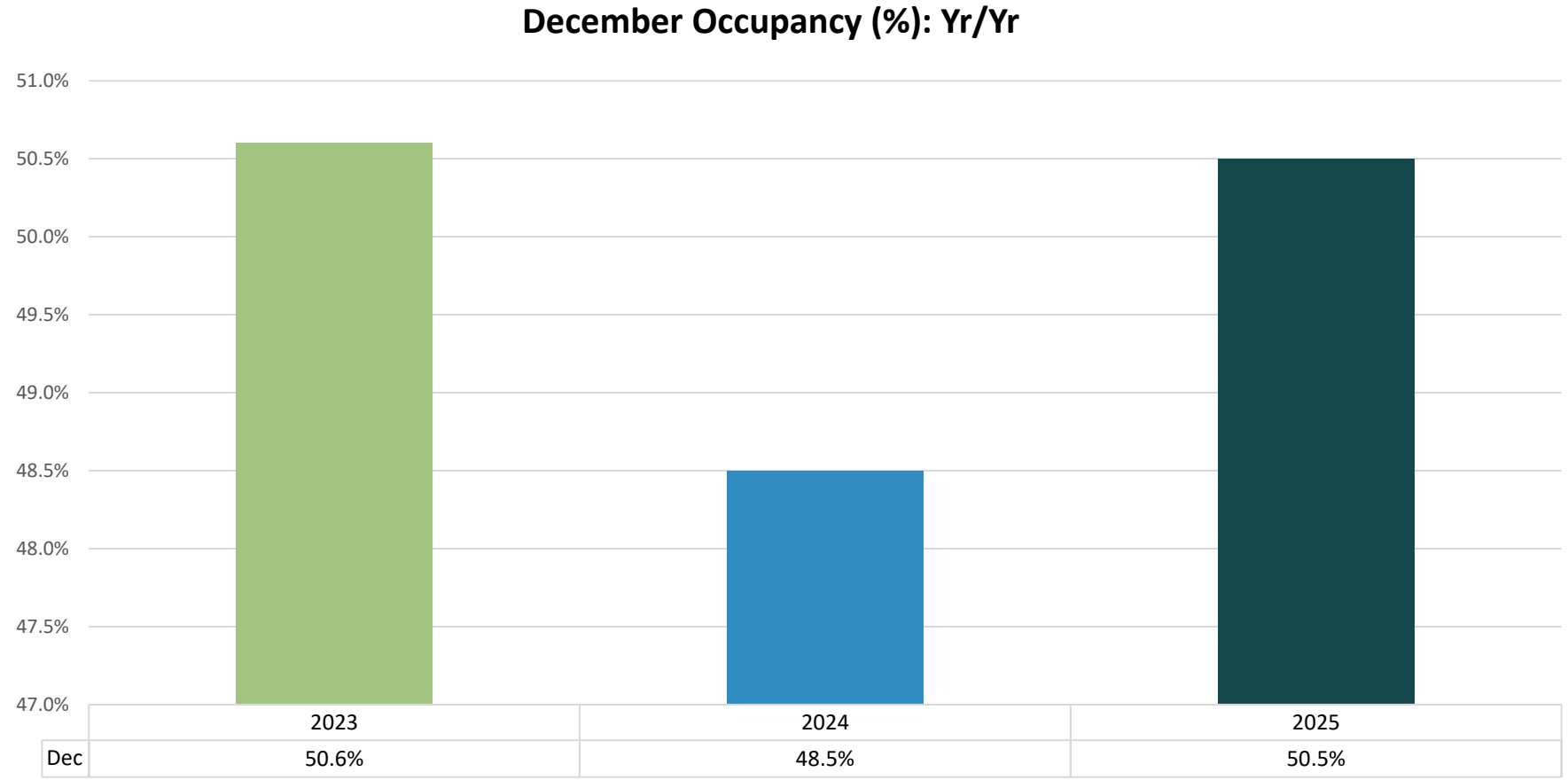
MSY Checkpoint Volume
526.6K
-5.7% YOY

Website Sessions
284.6K
-34.3% YOY

L&H Jobs
42.0K
+6.6% YOY
(As of November 2025)

Sources: STR, Azira (formerly Near), TSA, Visa, OAG, MMGY PoAT and Bureau of Labor Statistics

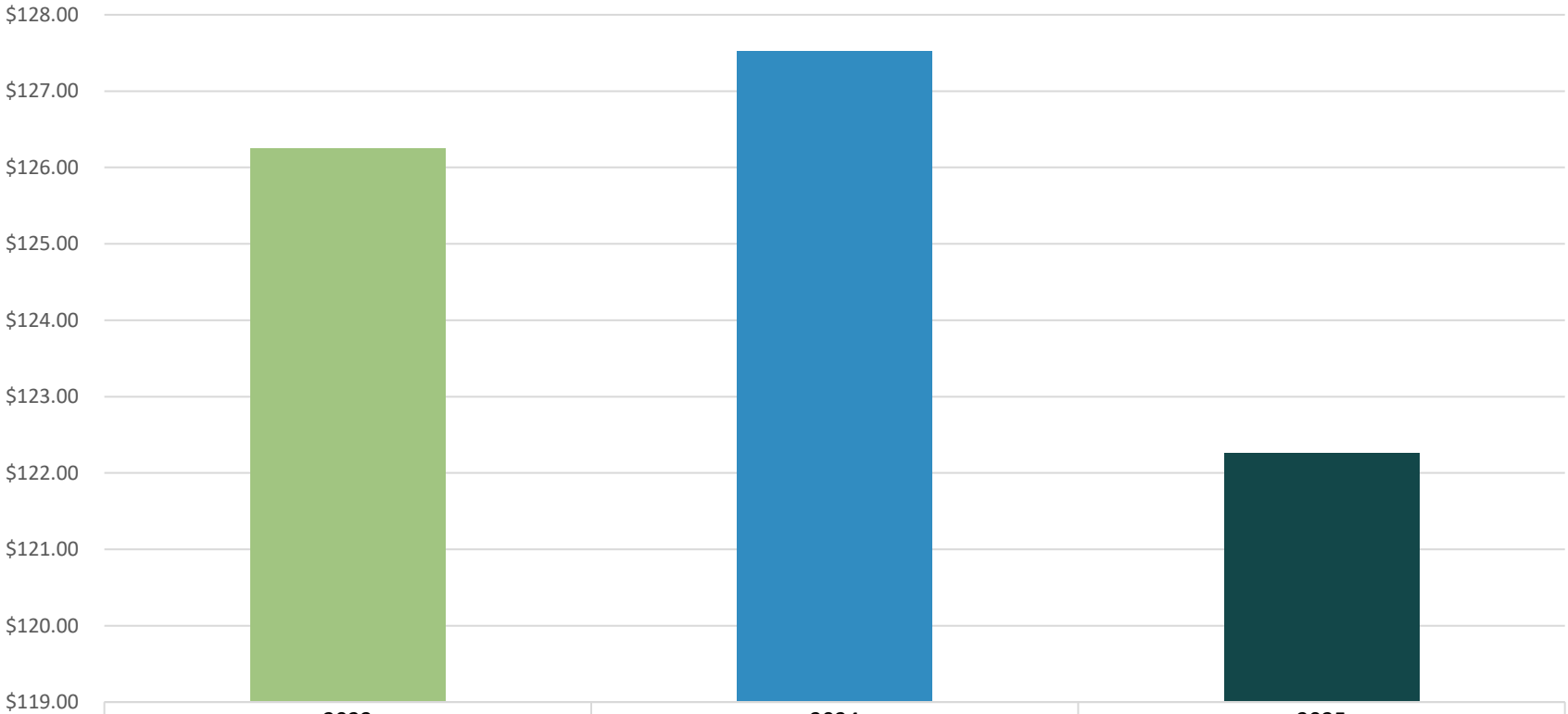
Louisiana Lodging



- Louisiana's hotel occupancy increased by 4.1% over December 2024.
- Since last month (November), occupancy was down 8.8%.

(Source: STR)

December ADR ($): Yr/Yr

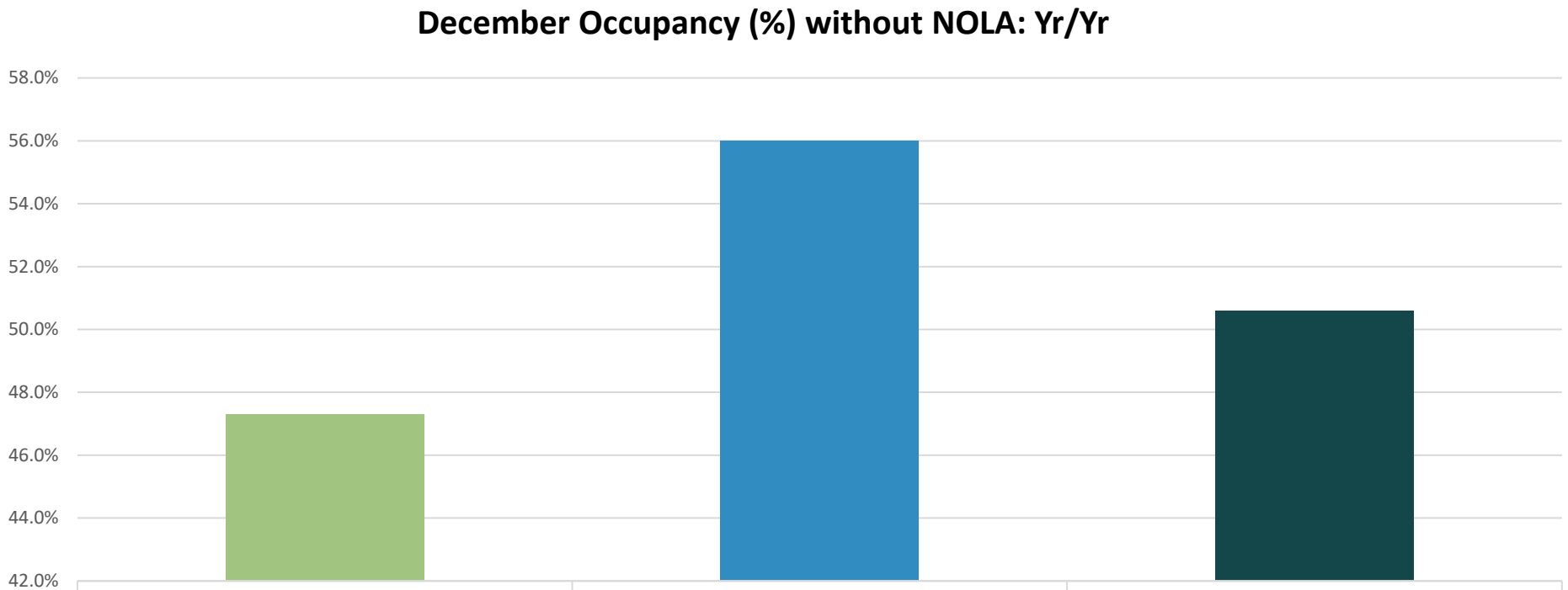


	2023	2024	2025
Dec	$126.25	$127.52	$122.26

- Louisiana's average daily rates (ADR) decreased by 3.9% over December 2024.
- Since last month (November), ADR was down 8.3%.

(Source: STR)

Louisiana Lodging (without New Orleans)

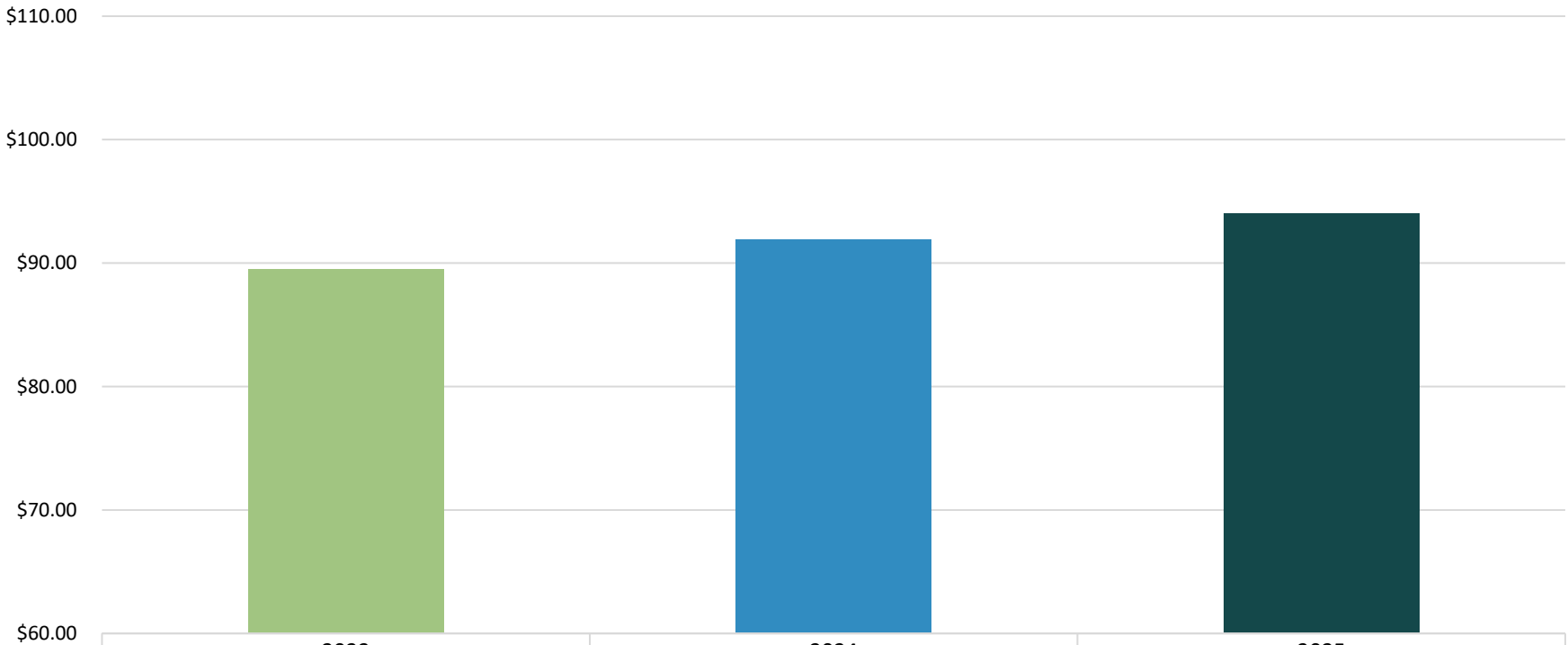


	2023	2024	2025
Dec	47.3%	56.0%	50.6%

- Louisiana's occupancy, excluding New Orleans, decreased by 9.6% over December 2024.

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

December ADR ($) without NOLA: Yr/Yr



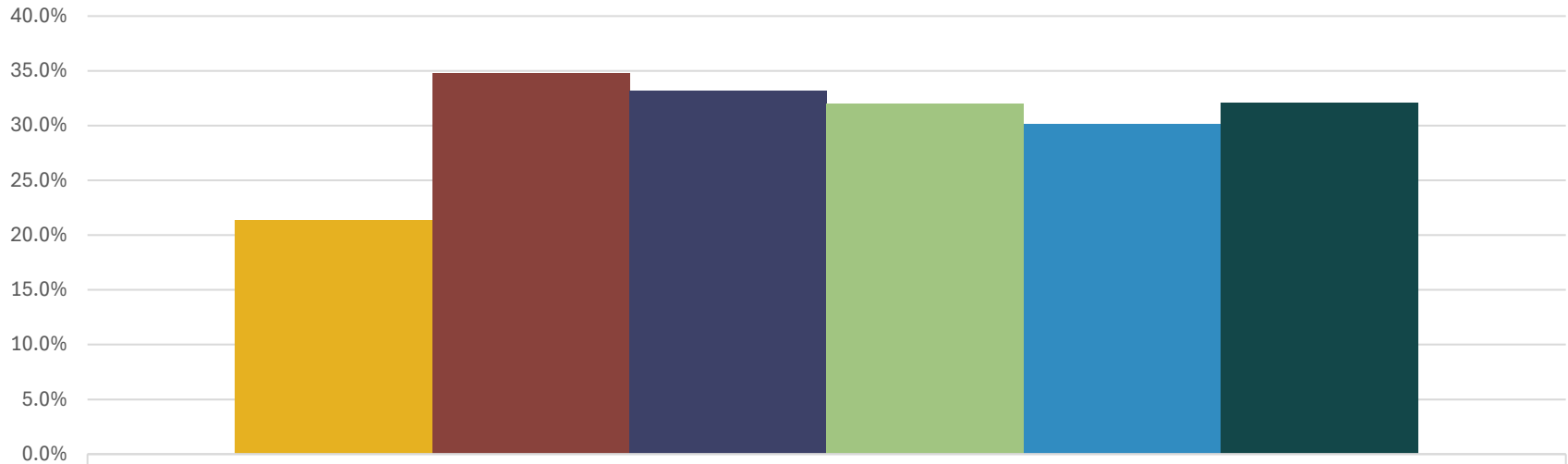
	2023	2024	2025
Dec	$89.50	$91.90	$94.00

- Louisiana's ADR, excluding New Orleans, grew by 2.3% over December 2024.

(Source: STR)

Louisiana Short-Term Lodging

Short-Term Lodging Occupancy (%): December

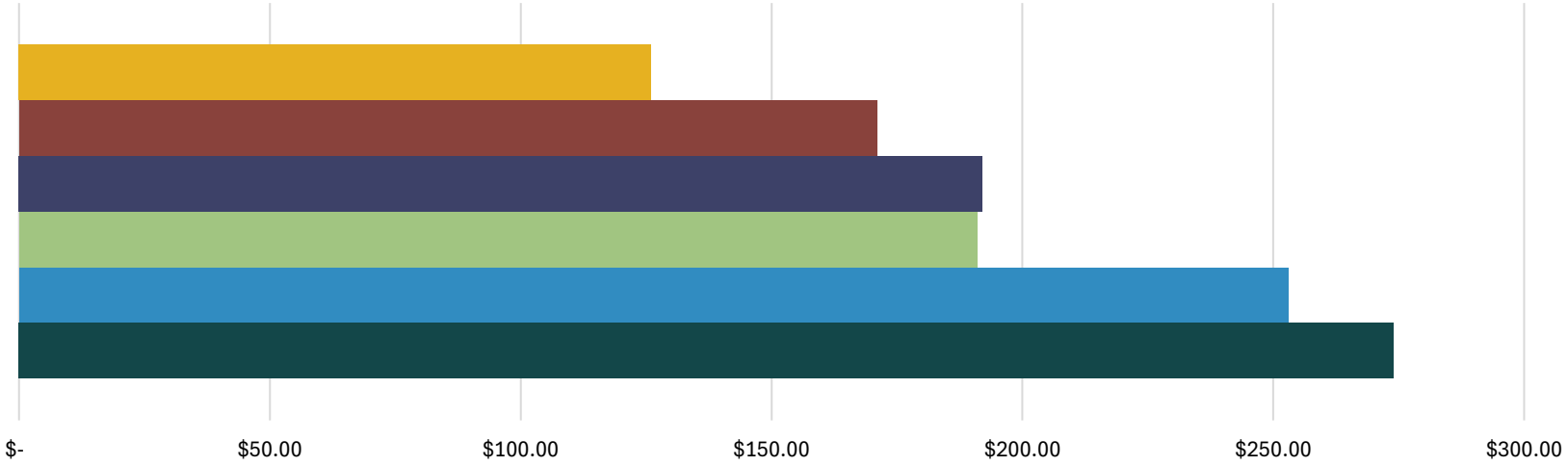


	Dec
2020	21.4%
2021	34.8%
2022	33.2%
2023	32.0%
2024	30.2%
2025	32.1%

- Louisiana's short-term lodging occupancy increased by 6% over December 2024.
- Louisiana's short-term lodging RevPAR increased 15% over last December.

(Source: KeyData)

Short-Term Lodging ADR ($): December



	Dec
2020	$126.00
2021	$171.00
2022	$192.00
2023	$191.00
2024	$253.00
2025	$274.00

- Louisiana's short-term lodging ADR grew 8% over December 2024.
- Louisiana's short-term lodging Revenue increased by 2% over last December.

(Source: KeyData)

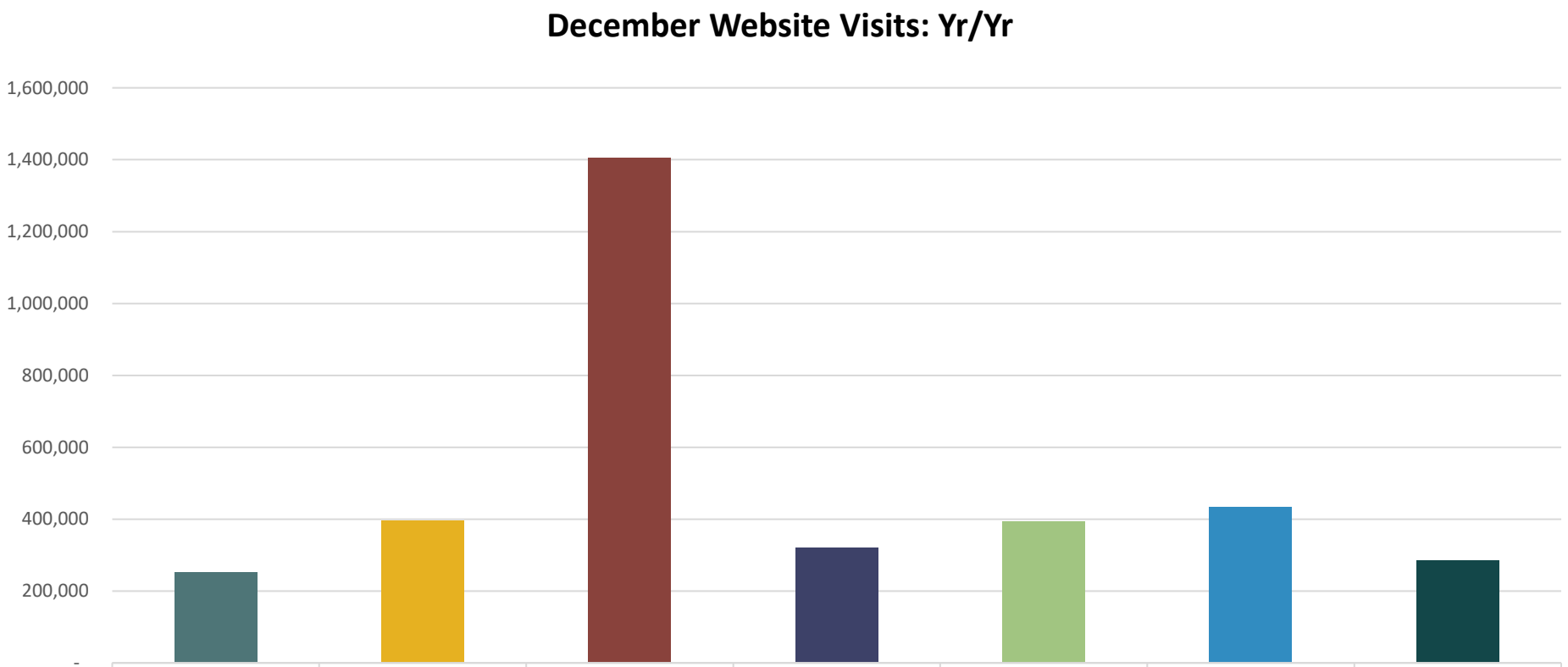
Louisiana Leisure & Hospitality Jobs

	2019	2020	2021	2022	2023	2024	2025
Dec	237.9	192.1	207.9	217.6	223.3	224.6	232.4

- Tourism jobs increased by 3.5% with a gain of 7,800 jobs over December 2024.
- Arts, Entertainment, and Recreation jobs gained 900 jobs over last December.

[December jobs are preliminary & seasonally adjusted.] *(Source: BLS)*

ExploreLouisiana.com

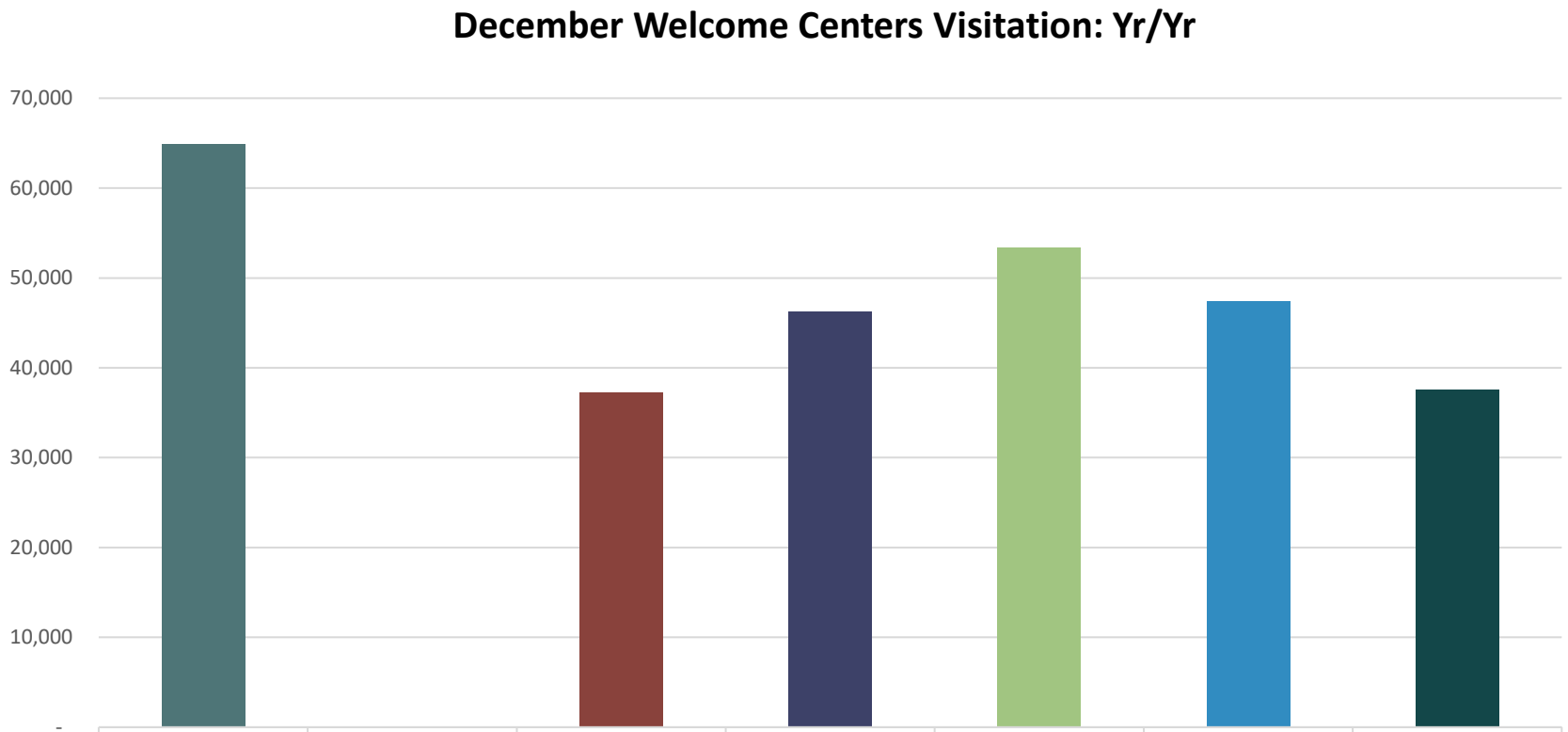


	2019	2020	2021	2022	2023	2024	2025
Dec	252,484	396,007	1,405,798	320,330	392,824	433,089	284,636

- Engagement rate increased by 30% over last December.
- Facebook impressions increased by 145.8% over December 2024.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

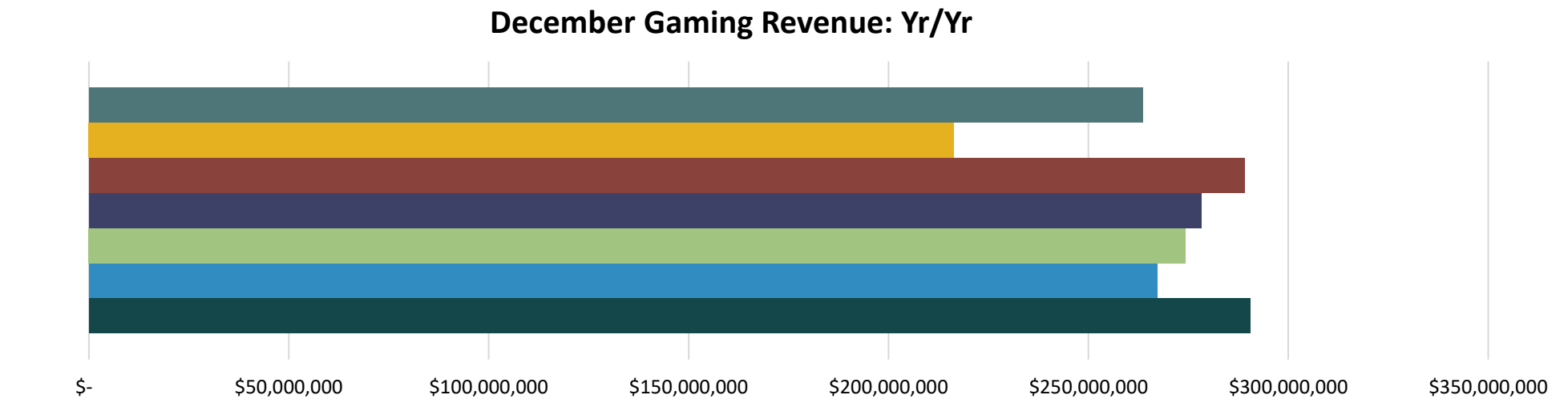


	2019	2020	2021	2022	2023	2024	2025
Dec	64,846	-	37,193	46,218	53,377	47,346	37,557

- Atchafalaya welcome center had an increase of 7% of visitors over 2024.

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

Louisiana Gaming Revenue



	Dec
2019	$263,598,250
2020	$216,373,269
2021	$289,066,960
2022	$278,236,620
2023	$274,315,450
2024	$267,174,344
2025	$290,403,084

- Louisiana's gaming revenue increased by 8.7% over December 2024.

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment & Trends

- Foodie trips or culinary travel holds high appeal among 62.8% of American travelers. *(Future Partners)*
- 2025 government shutdown imposed $6.1 billion in travel-related losses, with 88,000 fewer trips per day and widespread impacts on flights, hotels and national parks. *(U.S. Travel Association)*
- Amtrak experienced record ridership and revenue in 2025, with 34.5 million customer trips and $2.7 billion in ticket revenue, driven by significant investments and increasing demand for train travel. *(Business Insider)*
- Gen Z travelers (48.1%) were the most likely to say that they find connection travel, referring to trips taken specifically to meet face-to-face for the first time a new friend or romantic partner you first met online, to be appealing, outpacing Millennials (44.5%), Gen X (22.6%), and Boomers (12.1%). *(Future Partners)*
- Regional drive markets continue to have a prime opportunity as more travelers seek value for their money. *(Longwoods International)*