



YEAR OF FOOD 2025

Lt. Governor Billy Nungesser

State of the Tourism Industry Annual Report

2025

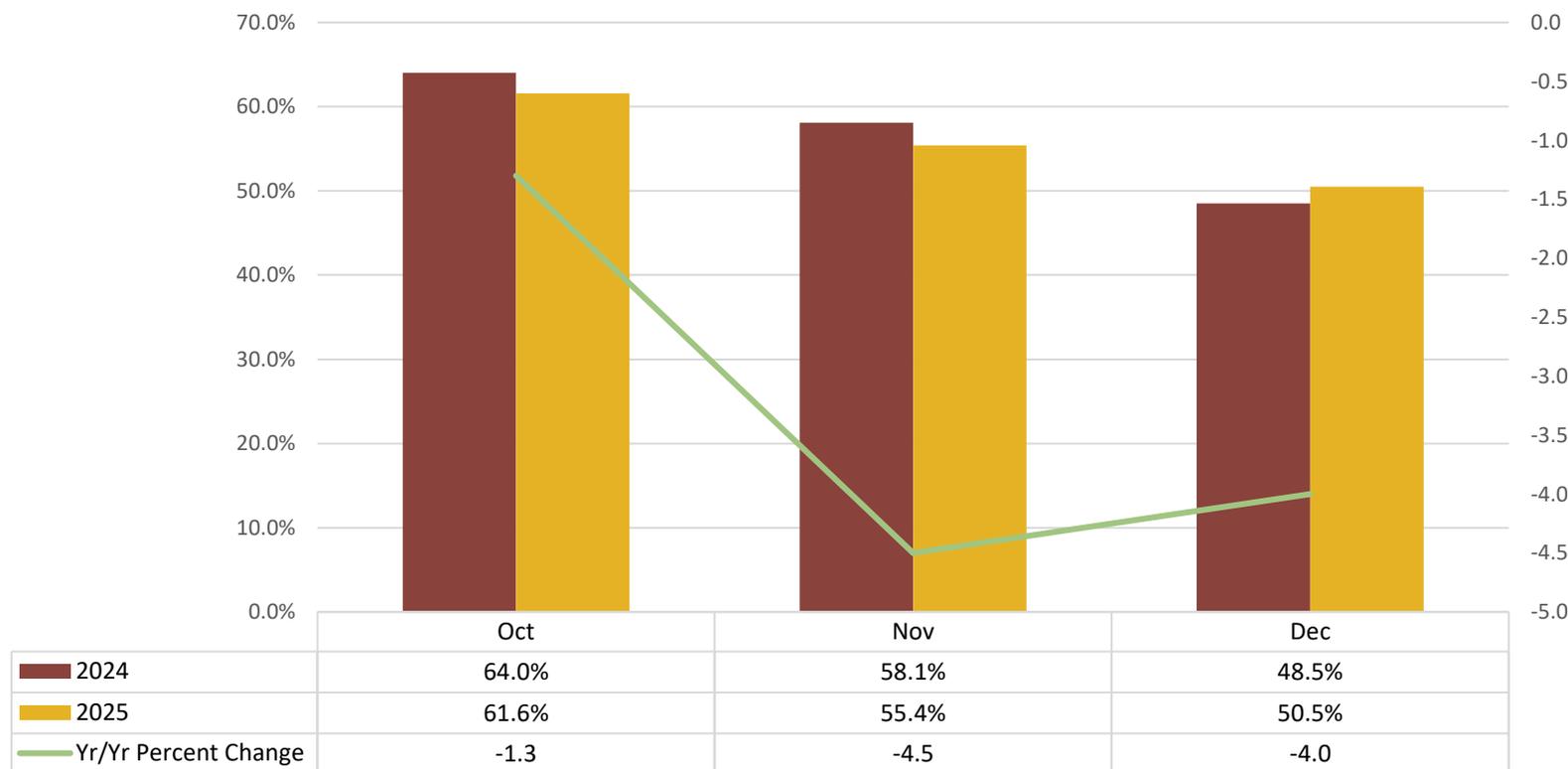


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

Occupancy (%) Trends: Yr/Yr



- Louisiana’s occupancy increased 4.1% over December 2024.
- Louisiana’s occupancy was down 2.1% year-to-date.

(Source: STR)

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

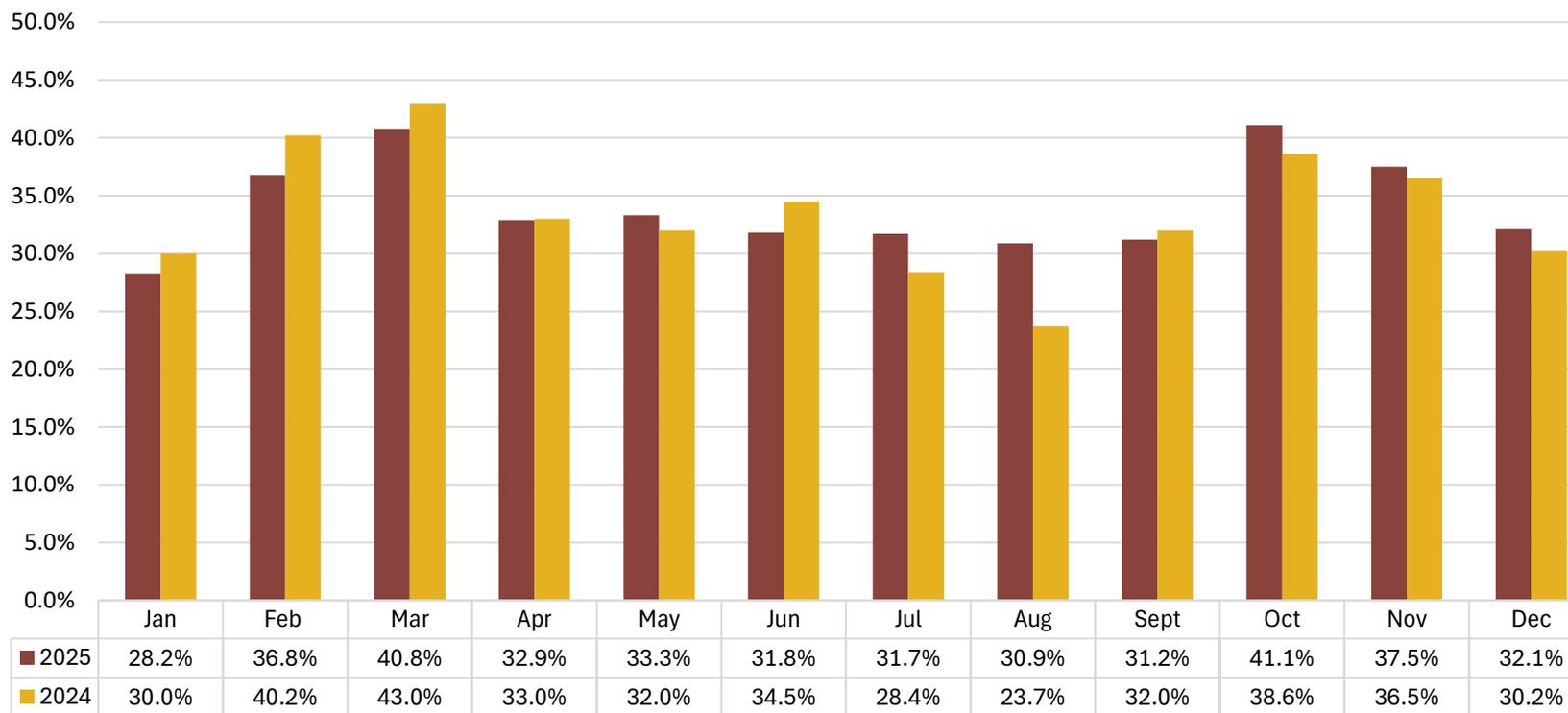


- Louisiana’s ADR was down 3.9% over December 2024.
- Louisiana’s ADR grew 1.5% year-to-date.

(Source: STR)

Louisiana Short-Term Lodging

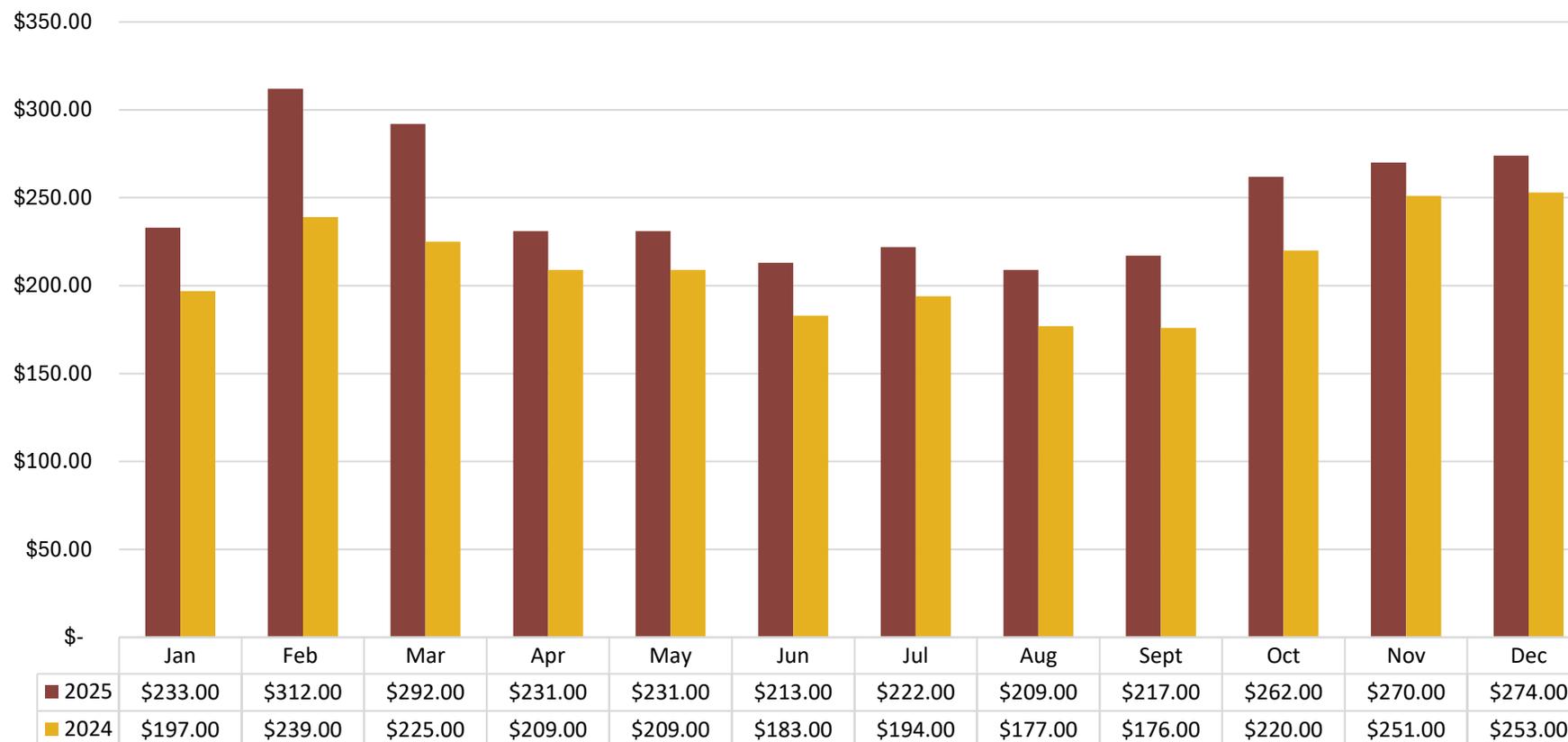
Occupancy (\$) Trends: Yr/Yr



- Louisiana’s short-term lodging occupancy increased by 6% over December 2024.
- Louisiana’s short-term lodging occupancy increased 14% since January 2025.

(Source: AirDNA)

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



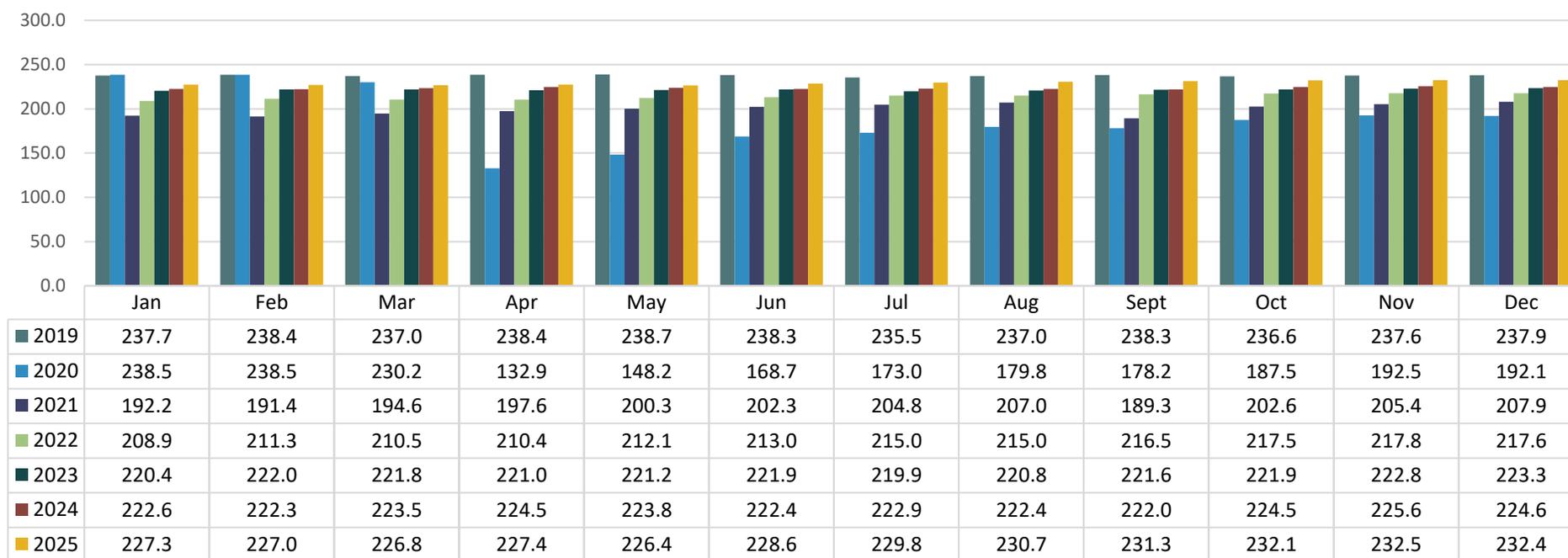
- Louisiana’s short-term lodging ADR was up by 8% over December 2024.
- Louisiana’s short-term lodging ADR grew 18% since January 2025.

(Source: AirDNA)

Louisiana Tourism Jobs

(Seasonally adjusted)

Tourism Employment: Yr/Yr

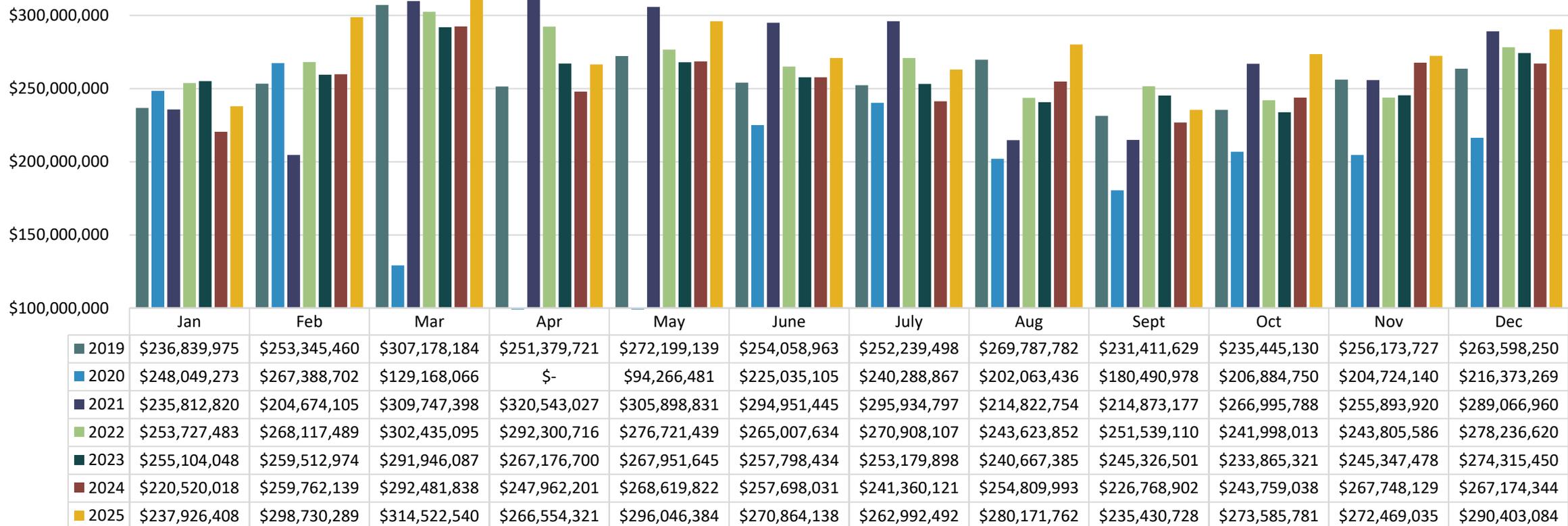


- Louisiana leisure & hospitality employment ended 2025 with a 3.5% increase over 2024.
- At the end of the year, Louisiana’s jobs were up 2% since January 2025.

(December data is preliminary) (Source: BLS)

Louisiana Gaming Revenue

Gaming Revenue: Yr/Yr

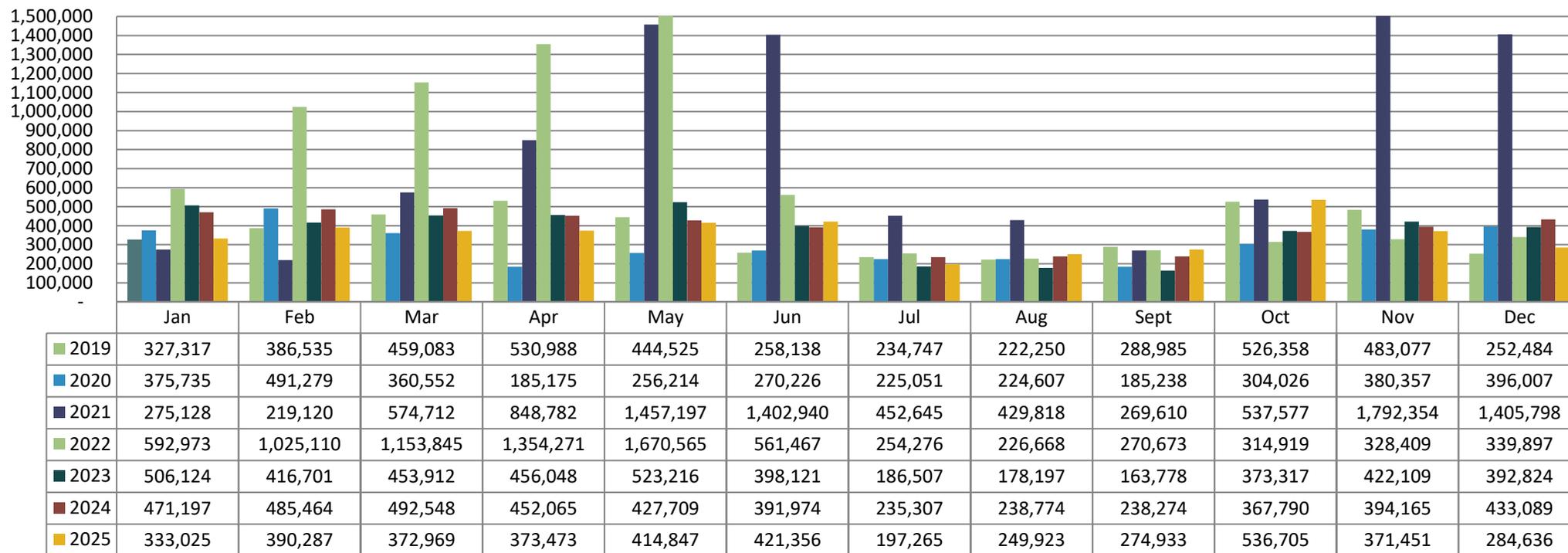


- Louisiana’s gaming revenue increased 8.7% over December 2024.
- Total gaming revenue increased by 22% since January 2025.

(Source: Louisiana State Police)

ExploreLouisiana.com

Website Sessions (Visits): Yr/Yr



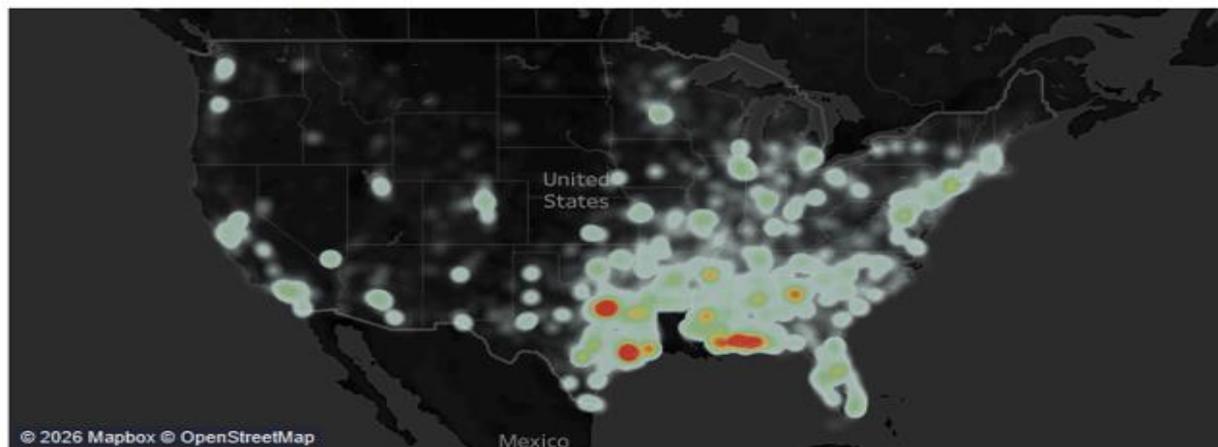
- Engagement rate increased by 12% over 2024.
- Average engagement time was up 10.7% year over year.

(Source: Google Analytics / Miles Media)

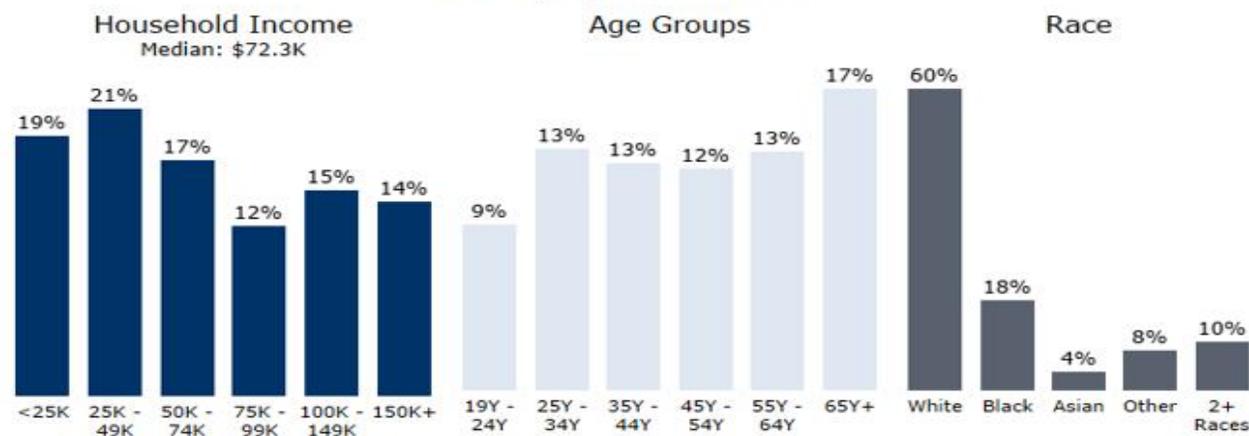


Louisiana Overnight Visitors

US Mainland Origin Heat Map



Demographic Estimates



2025 Successes

- **Tournament of Roses *Director Award*** for the most outstanding artistic design and use of floral and non-floral materials on the 'Explore Louisiana' float themed "Louisiana Saturday Night".
- ***JRNY American Award for the 2025 State of the Year*** honors destinations that demonstrate excellence in tourism through innovation, sustainability, and visitor satisfaction.
- ***3 Magellan Awards*** -- Gold for Year of Music, Gold for National Gumbo Day, and Silver for Louisiana Loves a Parade.
- ***Bronze Adrian Award*** from the HSMAI (The Hospitality Sales & Marketing Association International) for "National Gumbo Day" social campaign.
- ***Gold and Best of Category Adrian Award*** from the HSMAI (The Hospitality Sales & Marketing Association International) for "Louisiana Saturday Night" Rose Parade® campaign.
- ***International Advertising Competition Award*** for Outstanding Achievement in Internet Advertising by the Web Marketing Association.