YEAR OF FOOD 2025

State of the Tourism Industry Quarterly Report

October – December 2025
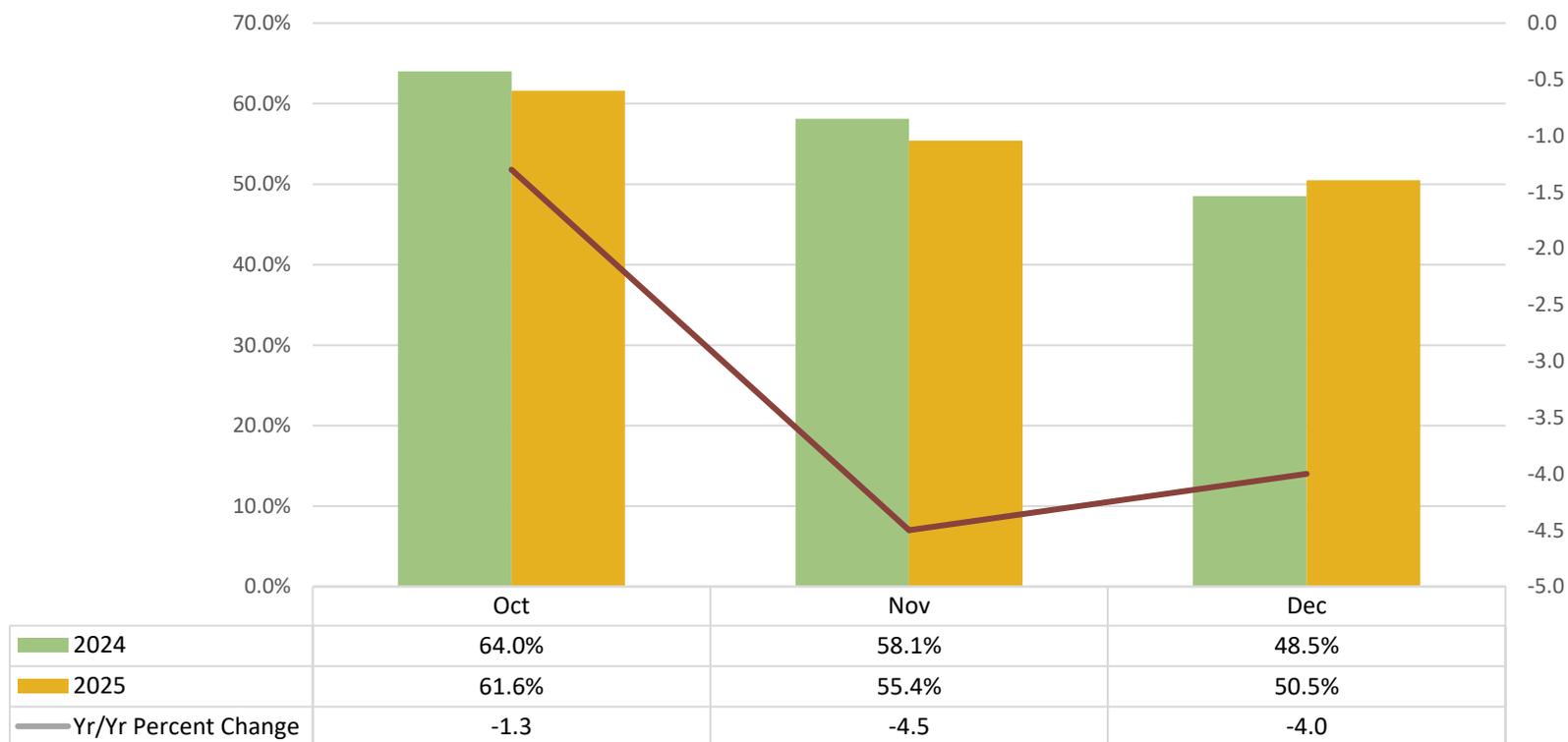
STATE OF LOUISIANA

LIEUTENANT GOVERNOR BILLY NUNGESSER

LOUISIANA Feed Your Soul.

Louisiana Lodging

Occupancy (%) Trends Quarterly: Yr/Yr

	Oct	Nov	Dec
2024	64.0%	58.1%	48.5%
2025	61.6%	55.4%	50.5%
Yr/Yr Percent Change	-1.3	-4.5	-4.0

- Louisiana's occupancy is down 18% from October to December 2025.

(Source: STR)

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

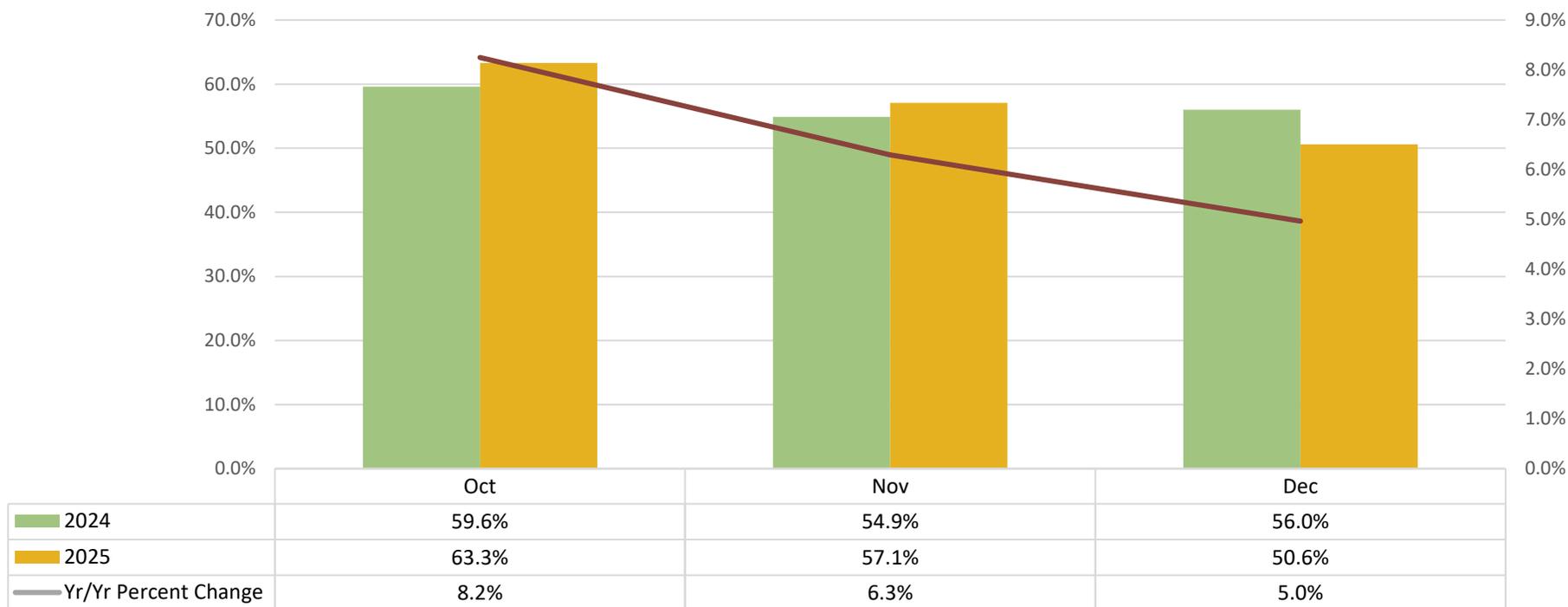|	Oct	Nov	Dec
2024	$160.54	$140.23	$127.16
2025	$139.96	$133.30	$122.26

- Louisiana's average daily rates (ADR) down by 13% from October to December 2025.
- ADR grew 1.5% year-to-date.

(Source: STR)
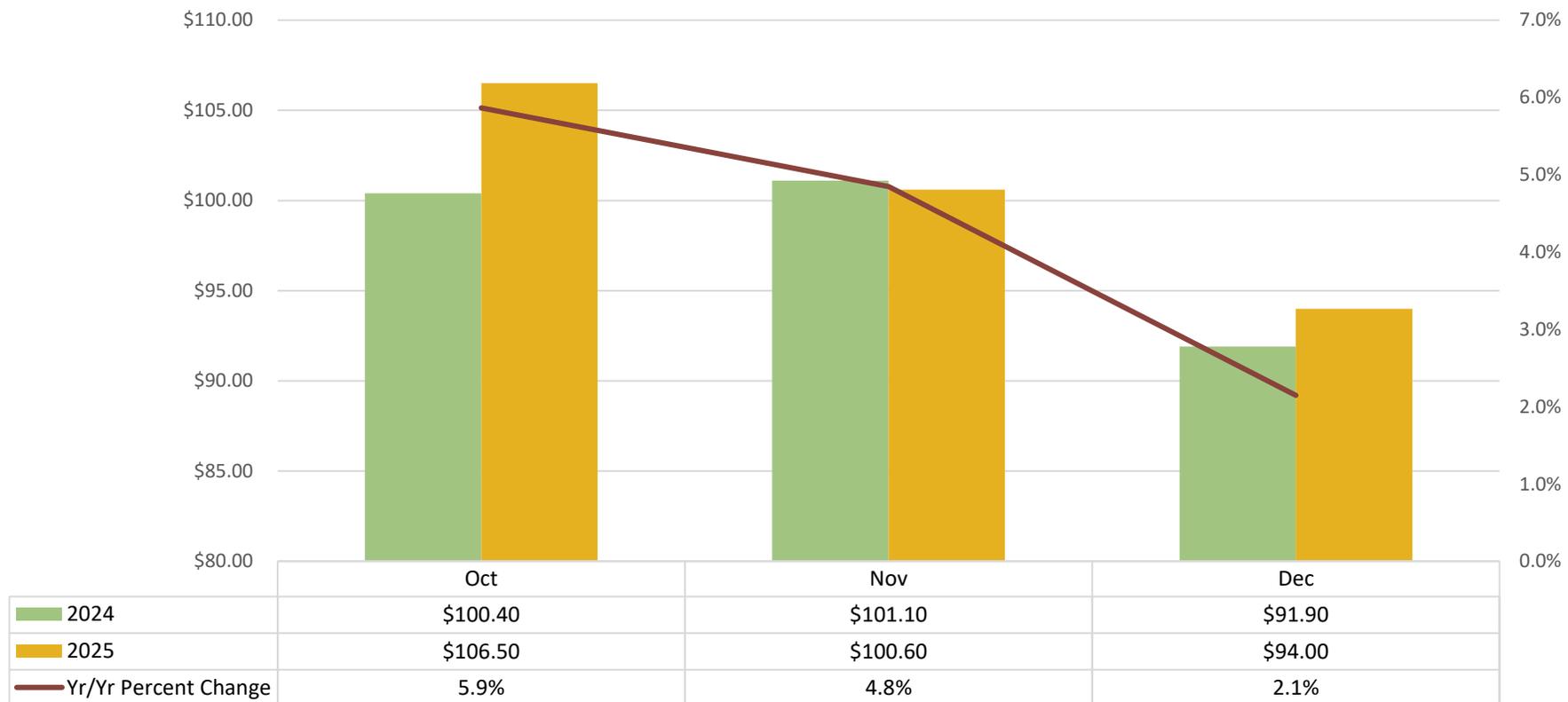
Louisiana Lodging (without New Orleans)

Occupancy (%) without NOLA Quarterly: Yr/Yr

	Oct	Nov	Dec
2024	59.6%	54.9%	56.0%
2025	63.3%	57.1%	50.6%
Yr/Yr Percent Change	8.2%	6.3%	5.0%

- Louisiana's occupancy, excluding New Orleans, decreased 20% from October to December 2025.
- Occupancy without New Orleans is down 9.6% over December 2024.

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

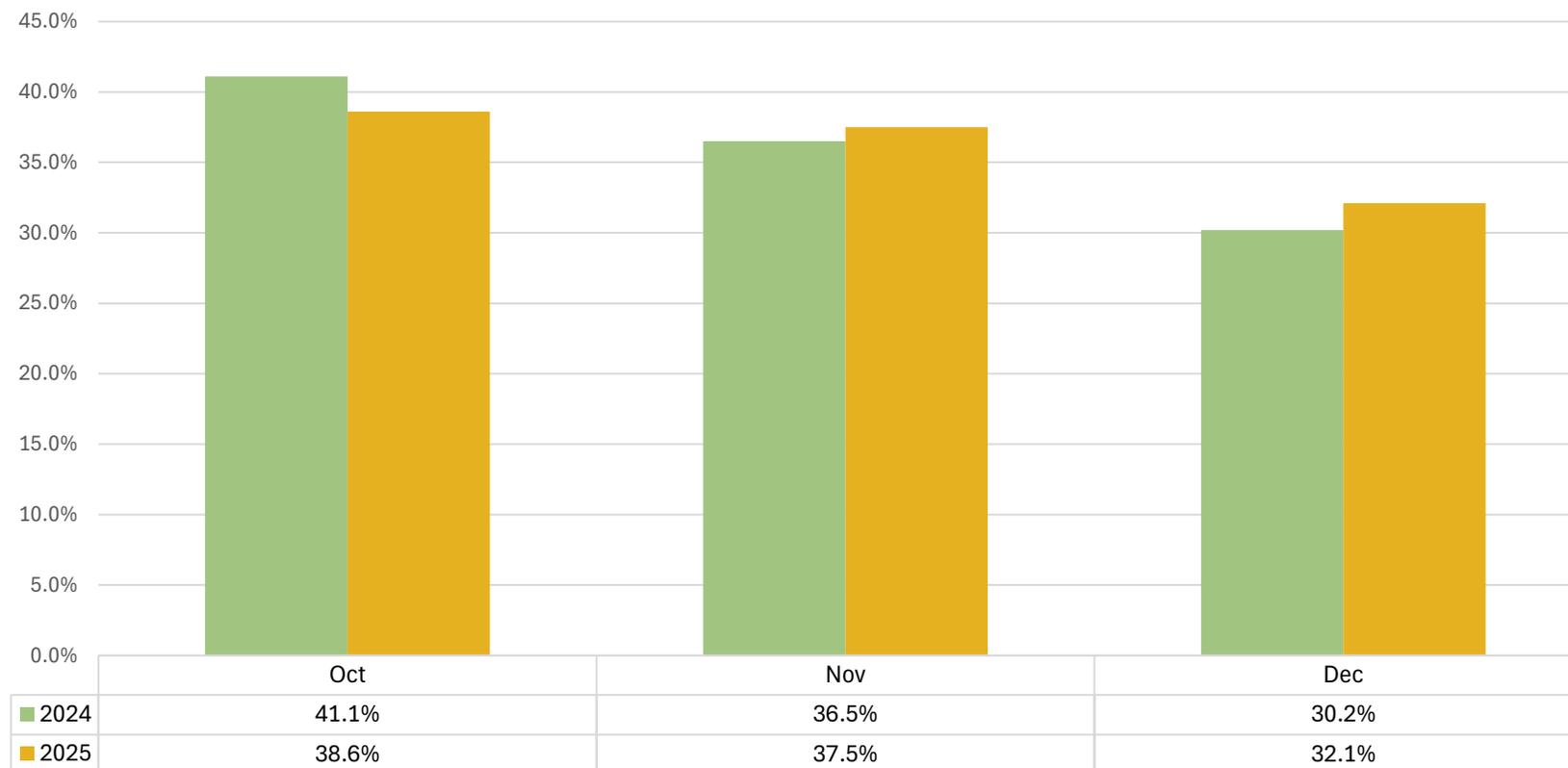|	Oct	Nov	Dec
2024	$100.40	$101.10	$91.90
2025	$106.50	$100.60	$94.00
Yr/Yr Percent Change	5.9%	4.8%	2.1%

- Louisiana's ADR, excluding New Orleans, decreased by 12% from October to December 2025.
- ADR without New Orleans grew by 2.3% over December 2024.

(Source: STR)

Short-Term Lodging

Occupancy (%) Quarterly: Yr/Yr

	Oct	Nov	Dec
2024	41.1%	36.5%	30.2%
2025	38.6%	37.5%	32.1%

- Louisiana's short-term lodging occupancy decreased by 17% from October to December 2025.

(Source: KeyData)

ADR ($) Quarterly: Yr/Yr

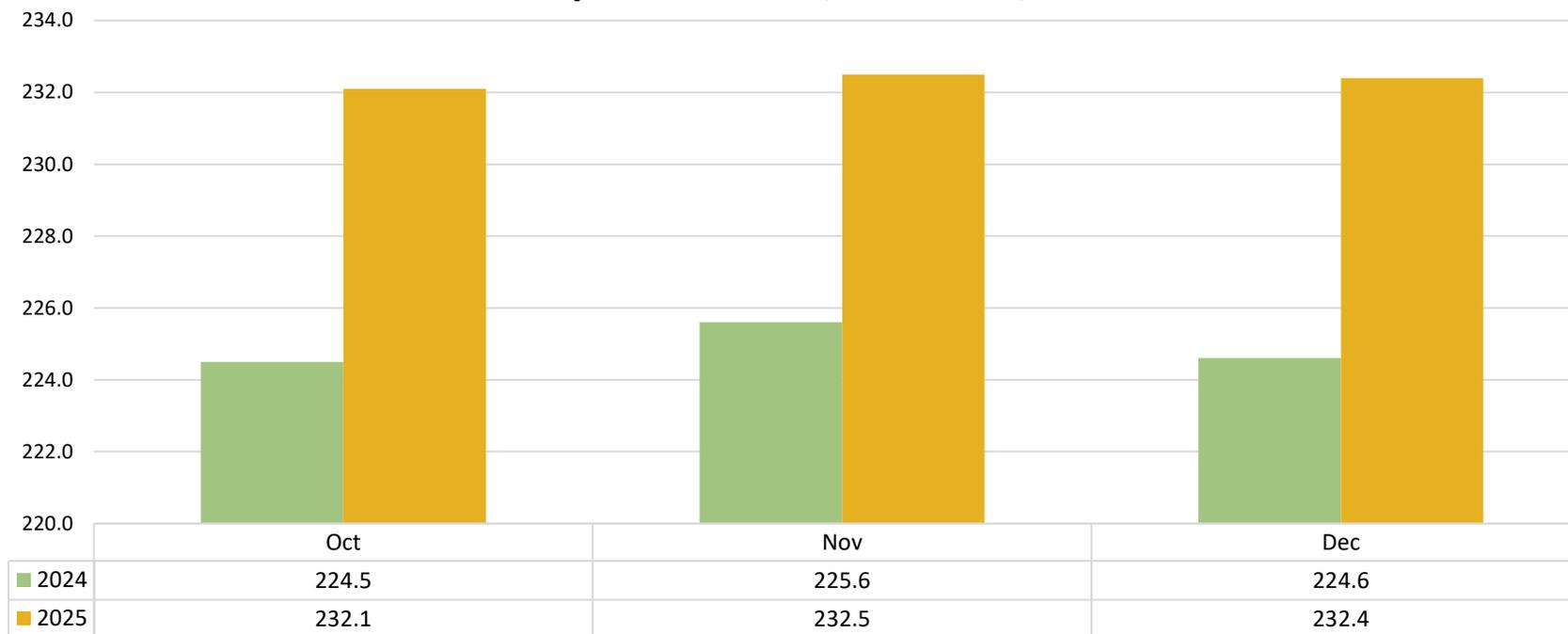|	Oct	Nov	Dec
2024	$262.00	$251.00	$253.00
2025	$220.00	$270.00	$274.00

- Louisiana's short-term lodging ADR grew by 25% from October to December 2025.
- RevPar was up 12% October to December 2025 over last year of the same time-period.

(Source: AirDNA)

Louisiana Tourism Jobs
(Seasonally adjusted)

Quarterly Tourism Jobs (in thousands): Yr/Yr

|	Oct	Nov	Dec
2024	224.5	225.6	224.6
2025	232.1	232.5	232.4

- Louisiana's leisure & hospitality jobs increased by 0.1% from October to December 2025.
- Accommodation and Food Services sector increased 900 jobs from October to December 2025.

(December jobs are preliminary.) (*Source: BLS)*

ExploreLouisiana.com

Website Visits Quarterly: Yr/Yr

|	Oct	Nov	Dec
2024	367,790	394,165	433,089
2025	536,705	371,451	284,636
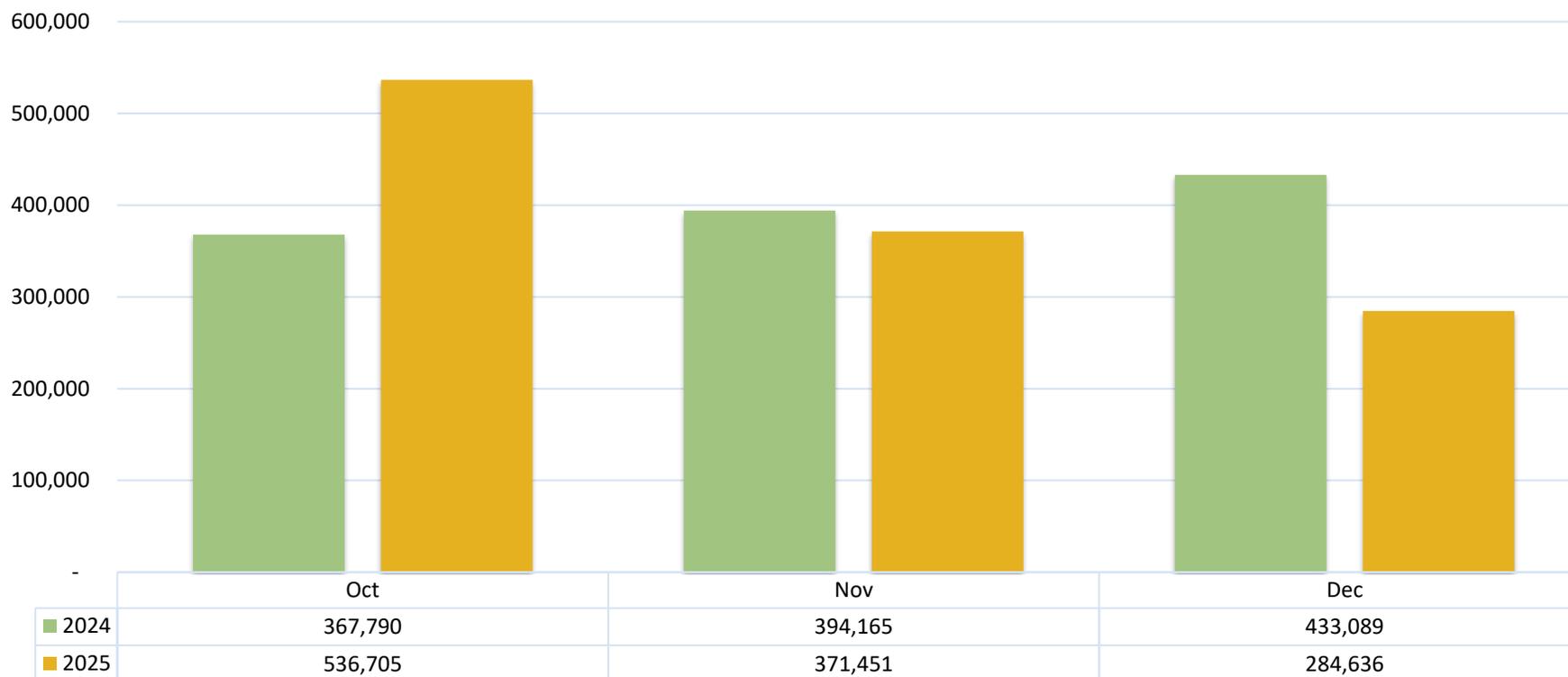
- Engaged sessions increased 17% over the same time-period in Q4.
- Engagement rate increased 16.3% over the same time-period in Q4.

(# of visits (sessions) include desktop, tablet, and mobile)
(Source: Google Analytics / Miles Media)

Welcome Centers

Welcome Centers Visitation Quarterly: Yr/Yr

	Oct	Nov	Dec
2024	43,583	46,156	47,346
2025	38,328	36,796	37,557
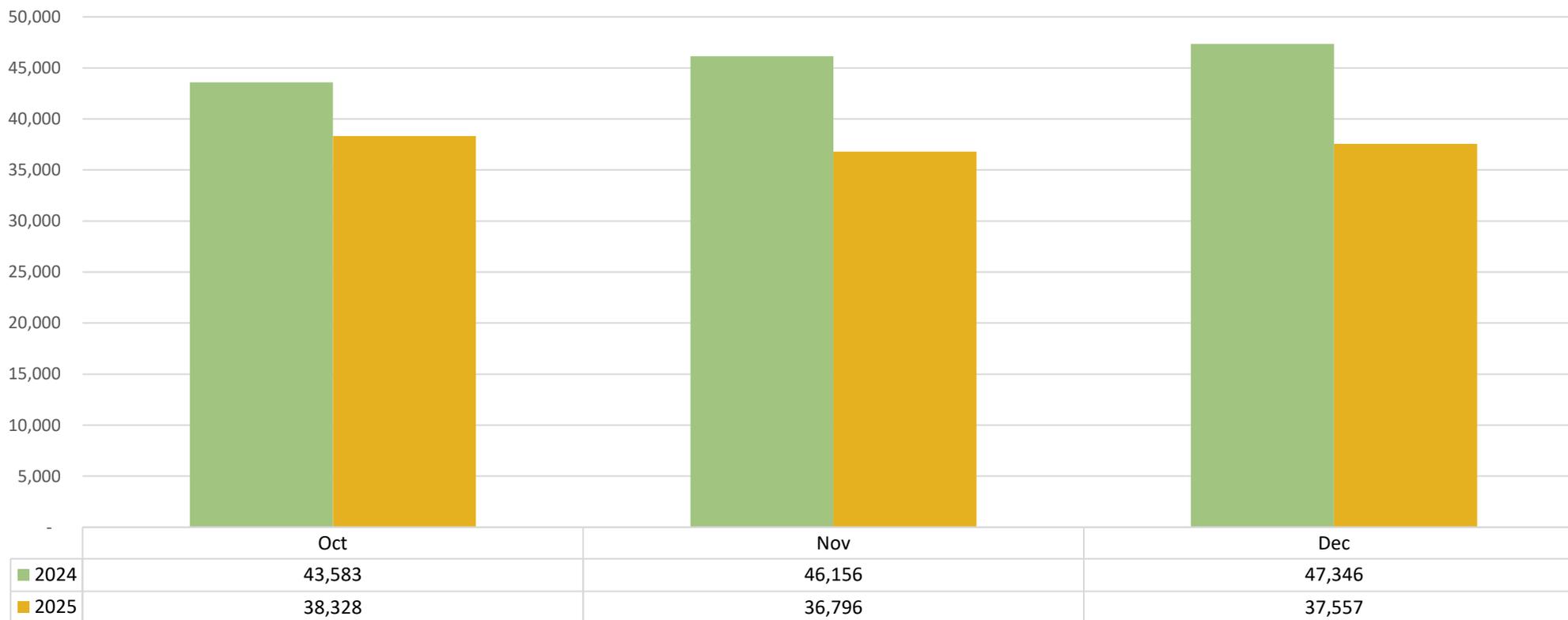
- Louisiana's welcome centers visits decreased by 2% from October to December 2025.

(*Source: LA Welcome Centers) (Mound welcome center is closed*)

Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr

|	Oct	Nov	Dec
■ 2024	$243,759,038	$267,748,129	$267,174,344
■ 2025	$273,585,781	$272,469,035	$290,403,084

- Louisiana's gaming revenue increased 6% from October to December 2025.
- Louisiana's gaming revenue increased by 8.2% over December 2024.

(*Source: LA State Police*)

Media Coverage

Coverage by Media Type ⓘ   Louisiana Office of Tourism   ⋮

■ Online: 3,712 (89.3%)
■ Print: 277 (6.7%)
■ Radio: 97 (2.3%)
■ TV: 67 (1.6%)
■ Magazine: 4 (0.1%)
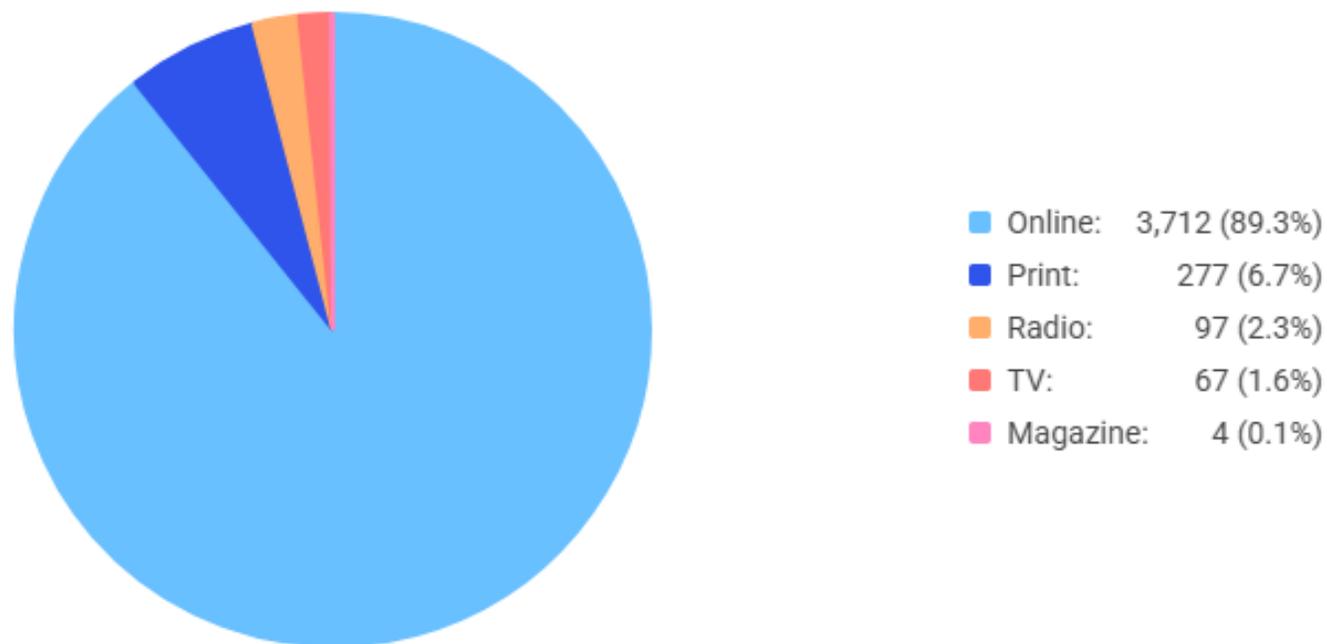
Online media had the share (89.3%) of total mentions and potentially reached an audience of 17.9 billion with nearly $127.9 million of advertising value in Q4.

(*Source: Cision*)

U.S. Travel Sentiment

- 55% of travelers will hit the road during the holiday travel season, while 30% will be flying to their holiday destinations. *(Longwoods International)*

- 35.4% of Americans said now is a good time to travel, up +2.6 points compared to last month and a slight increase of +1.3 points versus the same time last year. *(Future Partners)*

- Gen Z travelers (48.1%) were most likely to find "connection travel" appealing—referring to trips taken specifically to meet face-to-face for the first time a new friend or romantic partner first met online. *(Future Partners)*

- $6.1 billion in travel-related spending lost during the government shutdown with 88,000 fewer trips per day and widespread impacts on flights, hotels and national parks. *(Tourism Economics)*

- Amtrak's new Gulf Coast service is on schedule to double passenger estimates, with more than 46,000 riders since its launch in August. *(Axios)*

- Delta Air Lines, American Airlines, United Airlines, Alaska Airlines and Southwest Airlines are leading technolgical advancements in air travel by incorporating touchless ID, artificial intelligence and biometric verification. *(U.S. Travel Association)*