

State of the Tourism Industry Monthly Report

January 2026

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LOUISIANA
Feed Your Soul.

YEAR OF OUTDOORS 2026

Executive Summary

January 2026



Highlights

Lodging key metrics reflected a mixed month for Louisiana. Hotel demand increased 2.9% YOY, while supply rose 0.2%, contributing to a 2.6% gain in occupancy. However, ADR declined 2.6% YOY, largely offsetting demand growth and resulting in a marginal 0.1% increase in room revenue. ADR was \$123, down from \$127 in January 2025, while hotel revenue totaled \$192.3 million.

Submarkets showed varied performance. Ouachita Parish significantly outperformed, with demand up 51.5% YOY; combined with ADR growth of 23.7%, this drove an 87.4% increase in revenue. In contrast, Rapides Parish recorded the steepest demand decline, down 1.7% YOY.

Other key indicators were mixed. Total TSA throughput across Louisiana airports declined 1.3% YOY. Website sessions rose 39.3% YOY in January, while engaged sessions increased 26.5%.

U.S. job growth rebounded in January, with 130,000 jobs added, well above the 2025 monthly average of 49,000 jobs. Combined with a stable labor force participation rate, the stronger job growth pushed the unemployment rate down to 4.3%, while 12-month inflation eased to 2.4%.

USTA's Travel Price Index indicates U.S. travel remains relatively affordable compared to the broader economy. In January, travel prices rose 0.3% YOY, compared to 2.4% overall inflation. Hotel (-3.2%) and gas (-7.3%) prices fell, while F&B (+4.0%), airfares (+2.2%), and recreation (+2.0%) increased.



Hotel Demand
1.6M
+2.9% YOY



Hotel ADR
\$123.46
-2.6% YOY



Overnight Trip Share
86%



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



MSY Checkpoint Volume
448.4K
-1.3% YOY



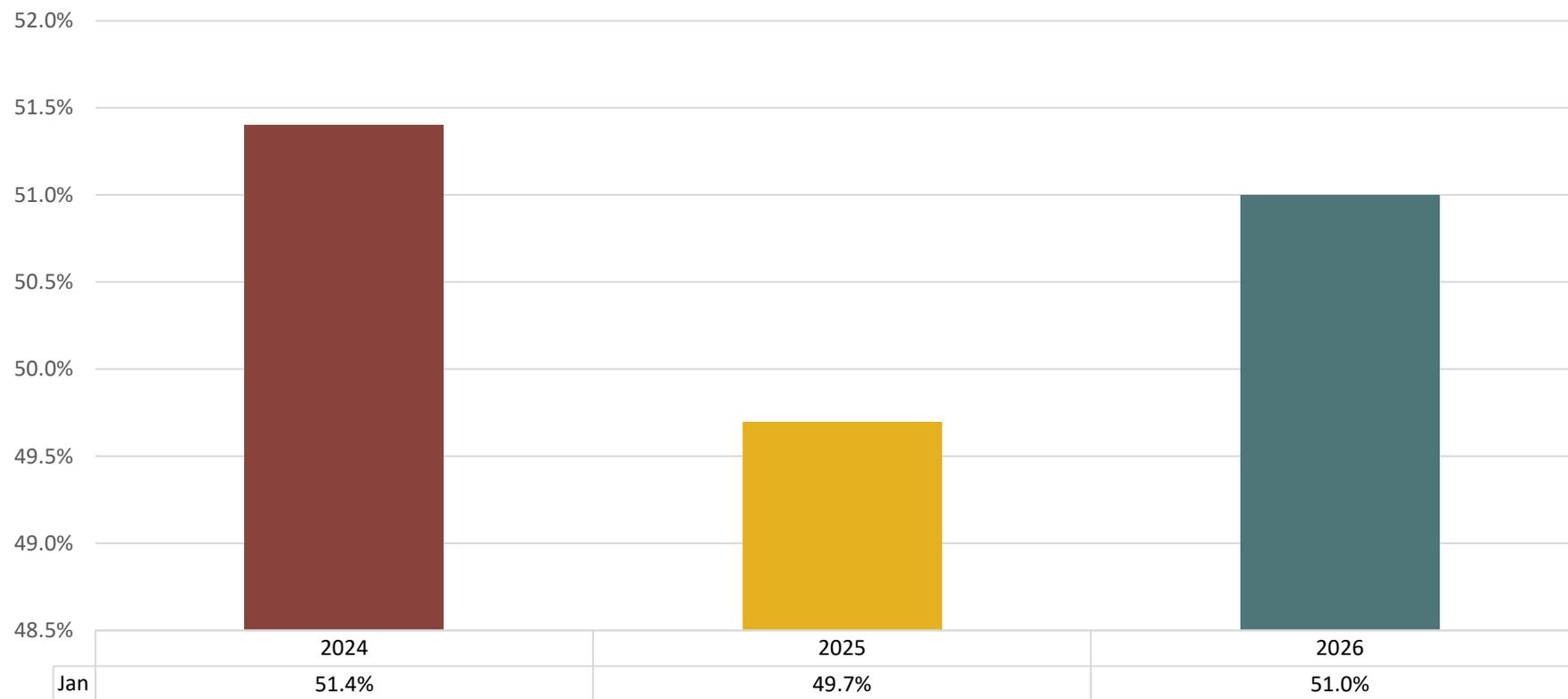
Website Sessions
463.8K
+39.3% YOY



L&H Jobs
42.2K
+6.3% YOY
(As of December 2025)

Louisiana Lodging

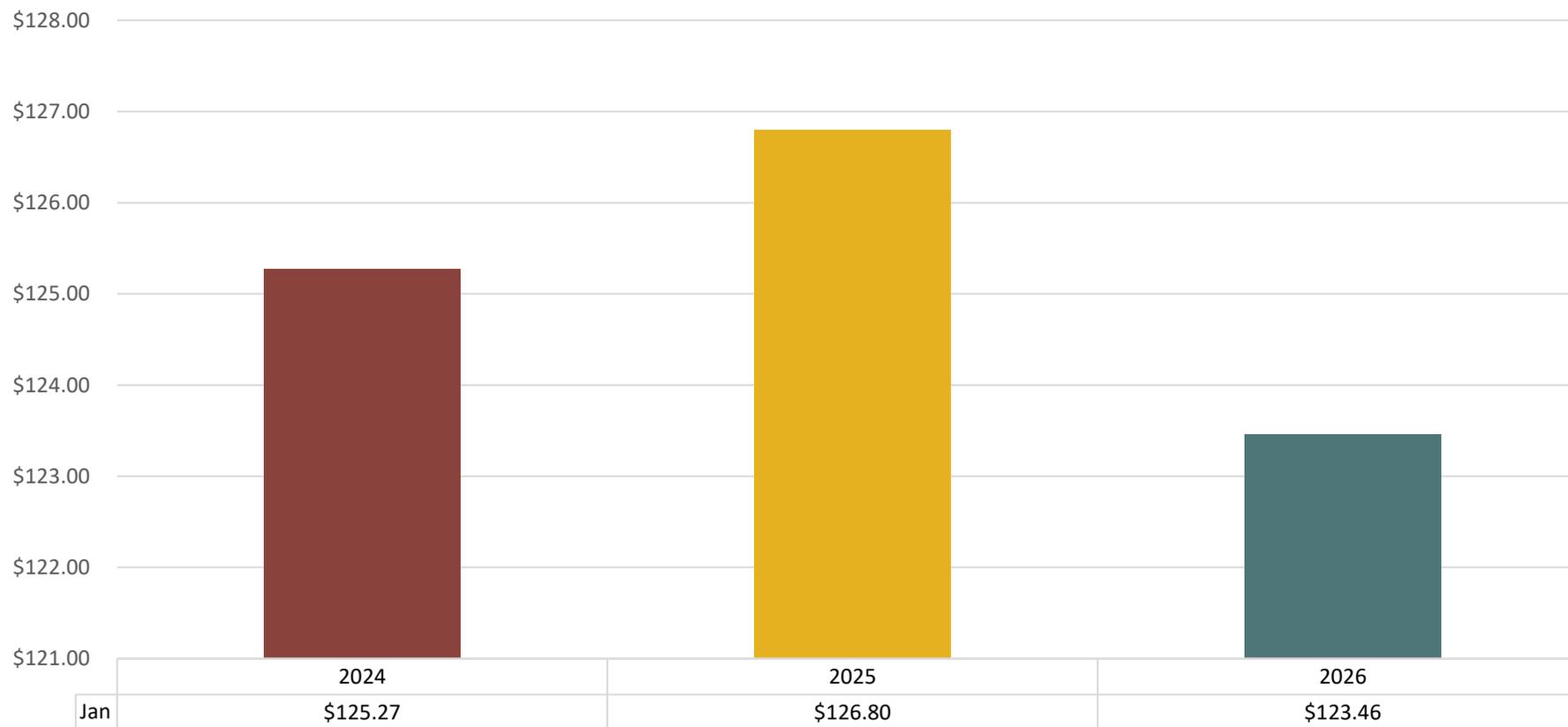
January Occupancy (%): Yr/Yr



- Louisiana’s occupancy increased 2.6% over January 2025.
- Since last month (December), occupancy was up 1.0%.

(Source: STR)

January ADR (\$): Yr/Yr

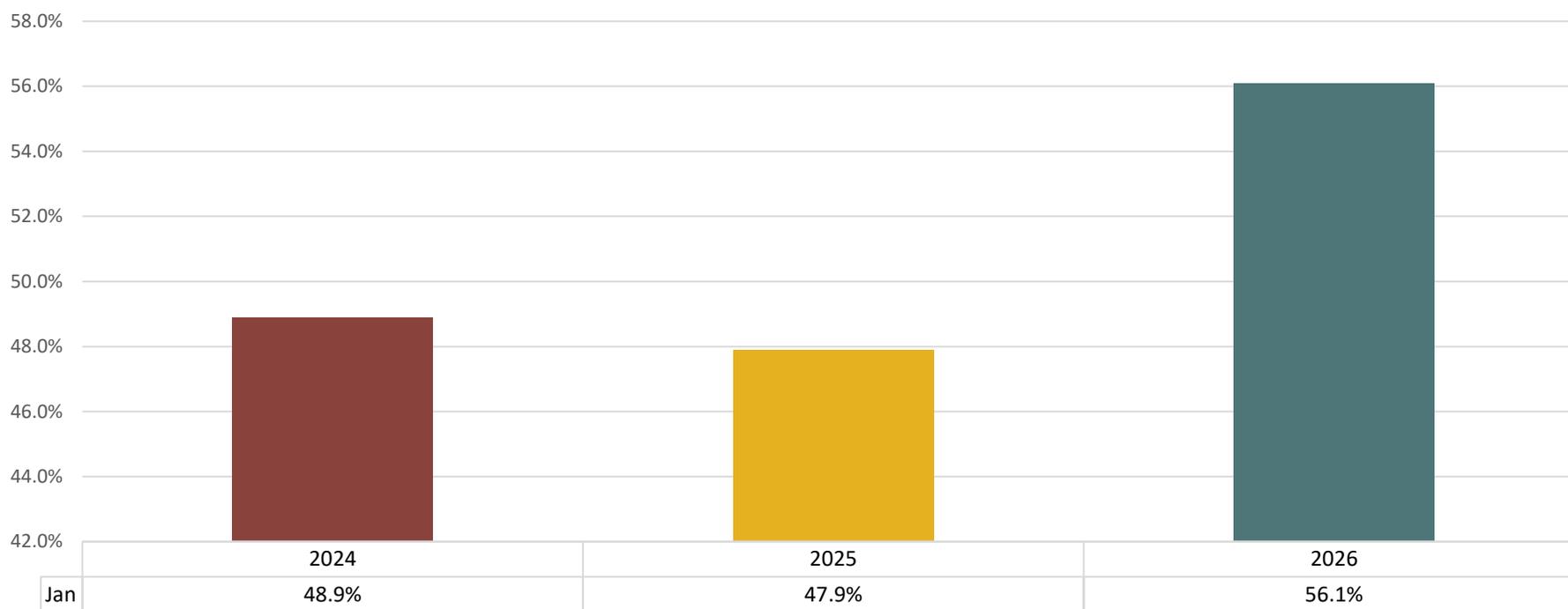


- Louisiana’s average daily rates (ADR) was down 2.6% over January 2025.
- Since last month (December), ADR grew 1.0%.

(Source: STR)

Louisiana Lodging (without New Orleans)

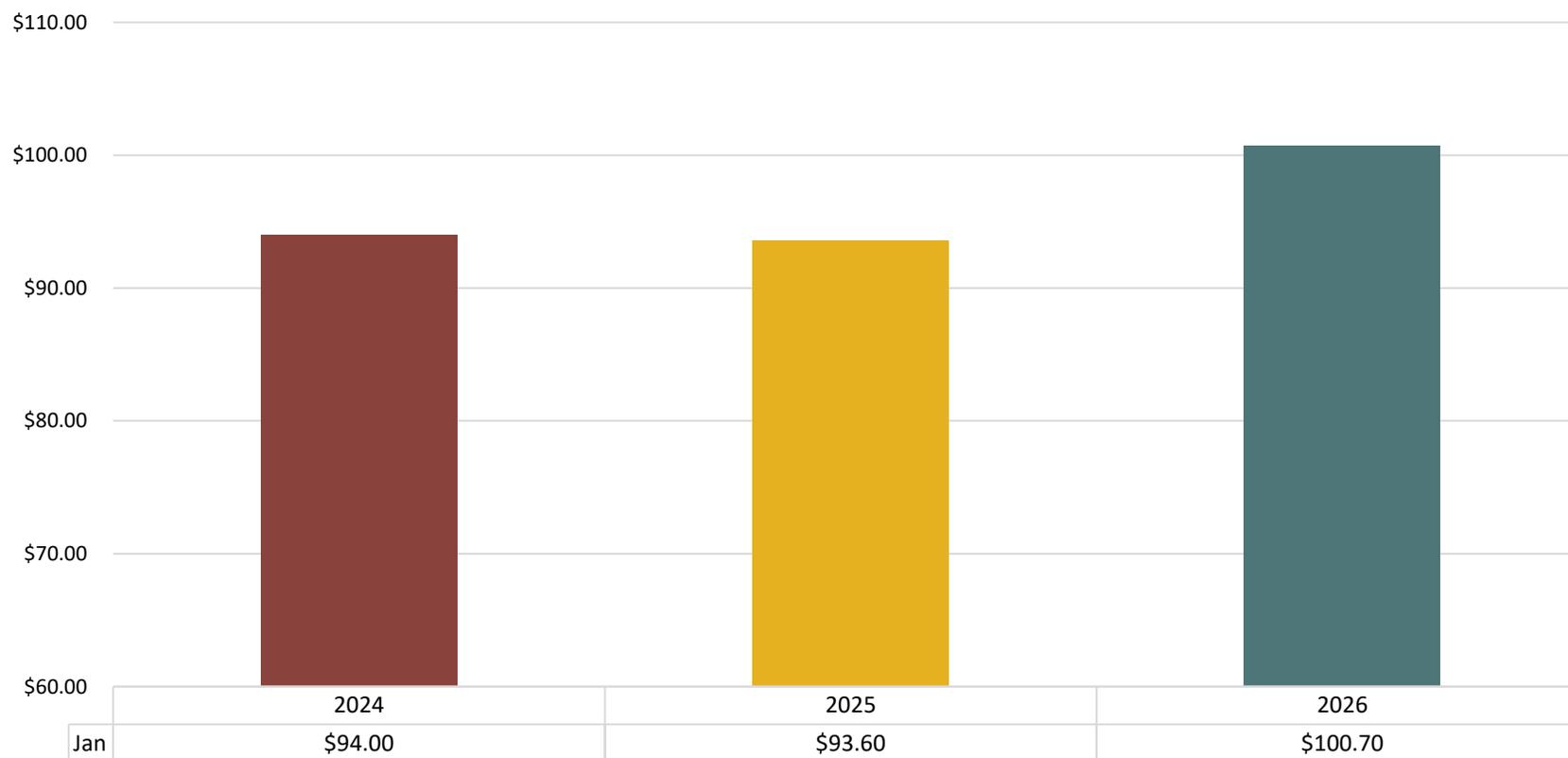
January Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 2.0% over January 2025.

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

January ADR (\$) without NOLA: Yr/Yr

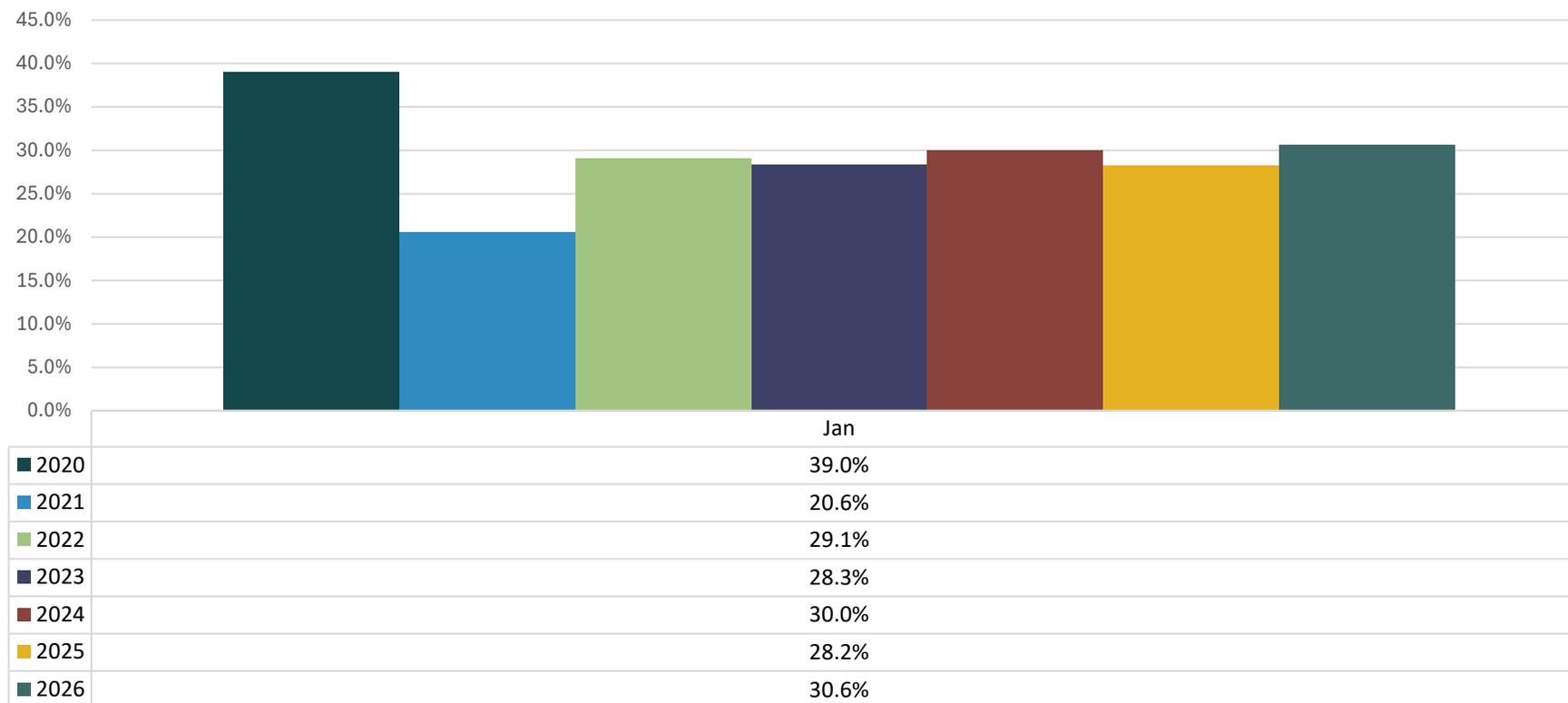


- Louisiana’s ADR, excluding New Orleans, decreased 0.4% over January 2025.

(Source: STR)

Louisiana Short-Term Lodging

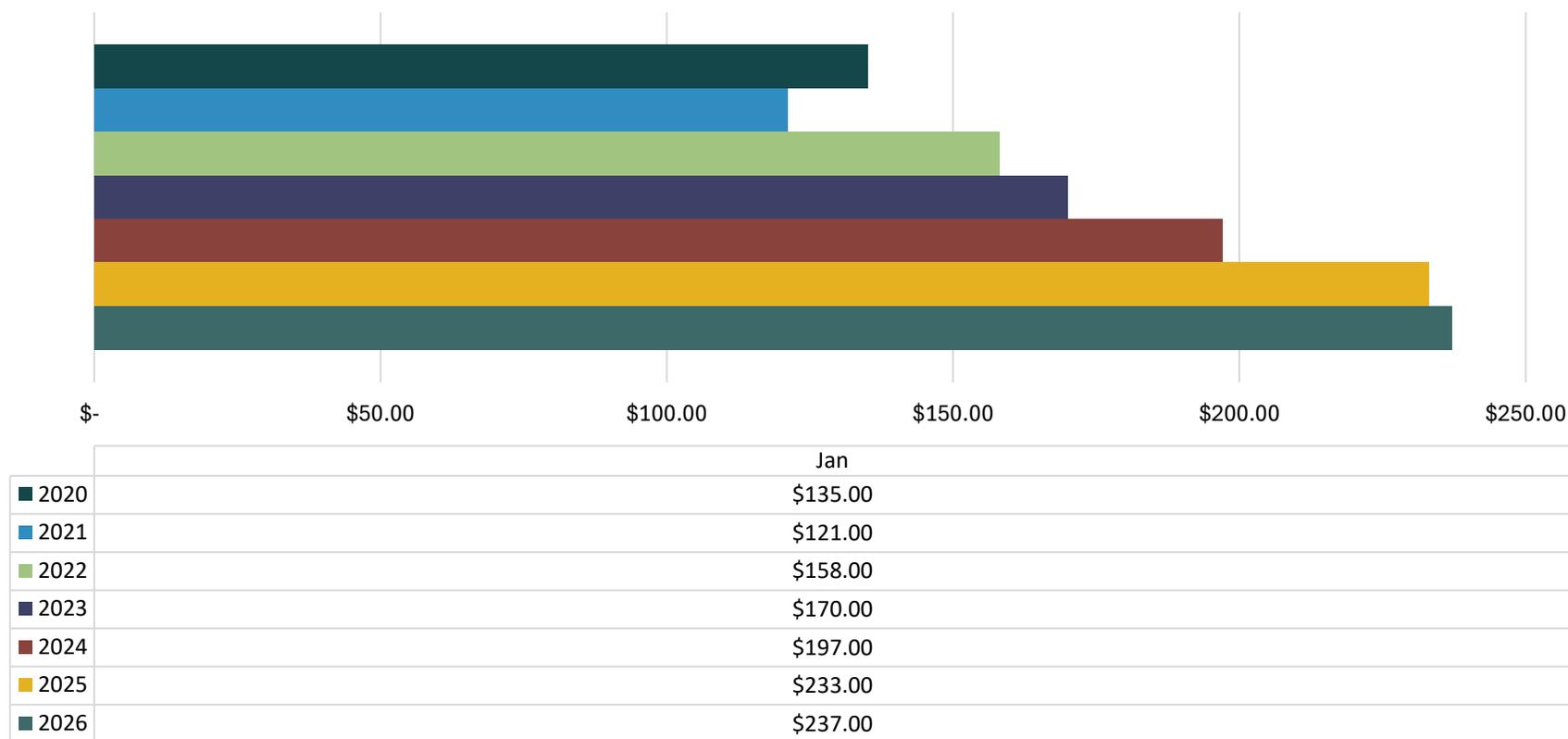
January Short-Term Lodging Occupancy (%)



- Louisiana’s short-term lodging occupancy increased by 8% over January 2025.
- Since last month (December), short-term lodging occupancy is down 4.7%.

(Source: Key Data)

January Short-Term Lodging ADR (\$)

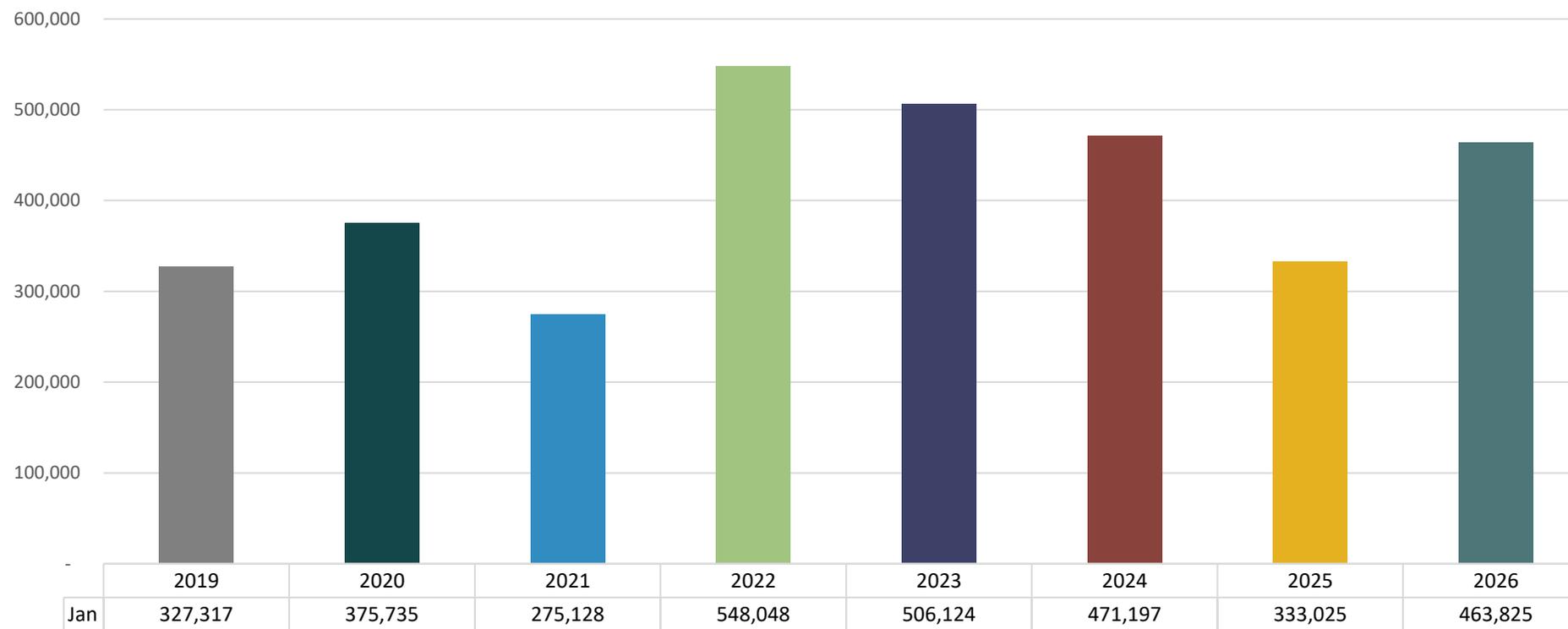


- Louisiana’s short-term lodging ADR grew 2% over January 2025.
- Since last month (December), short-term lodging ADR is down 13.5%.

(Source: Key Data)

ExploreLouisiana.com

January Website Visits: Yr/Yr

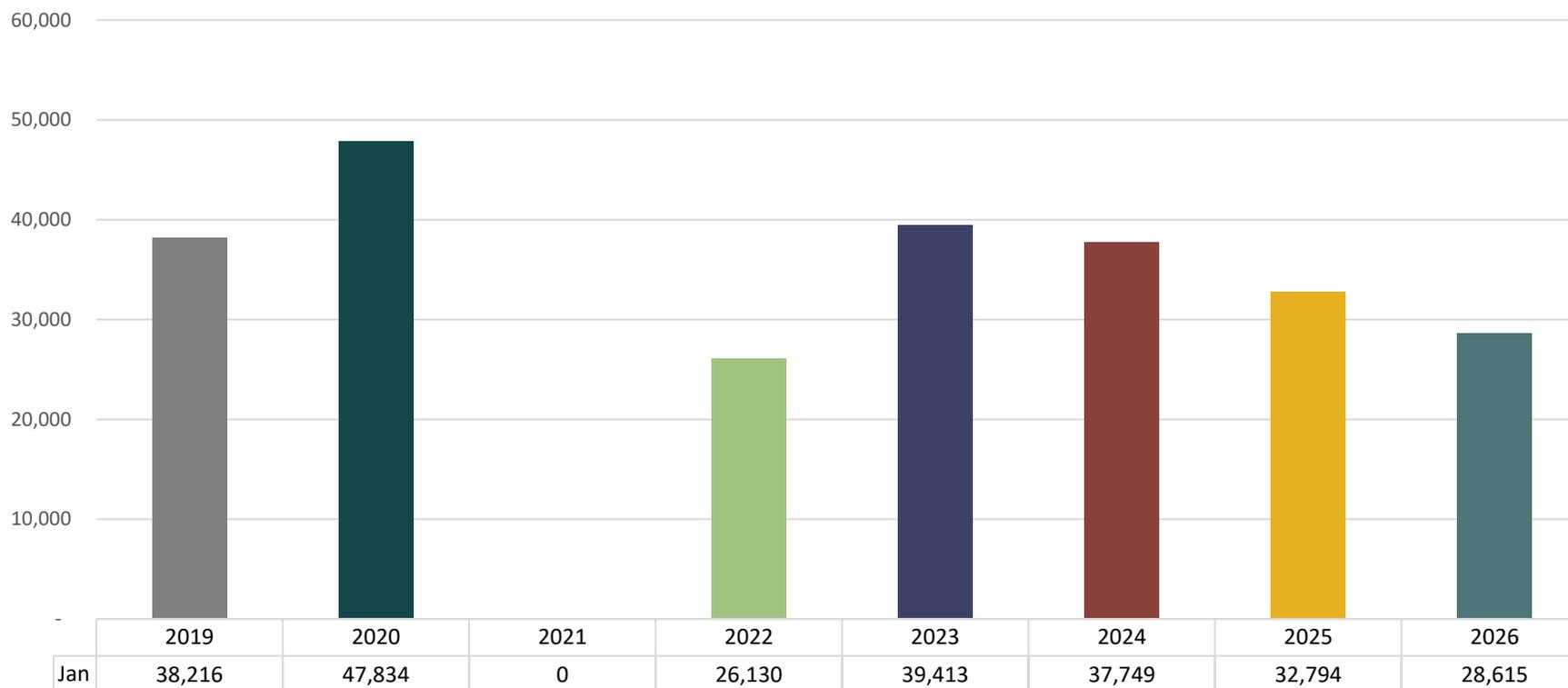


- Sessions are up 39% over January 2025.
- Views are up 13.6% over last January.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

January Welcome Centers Visitation: Yr/Yr

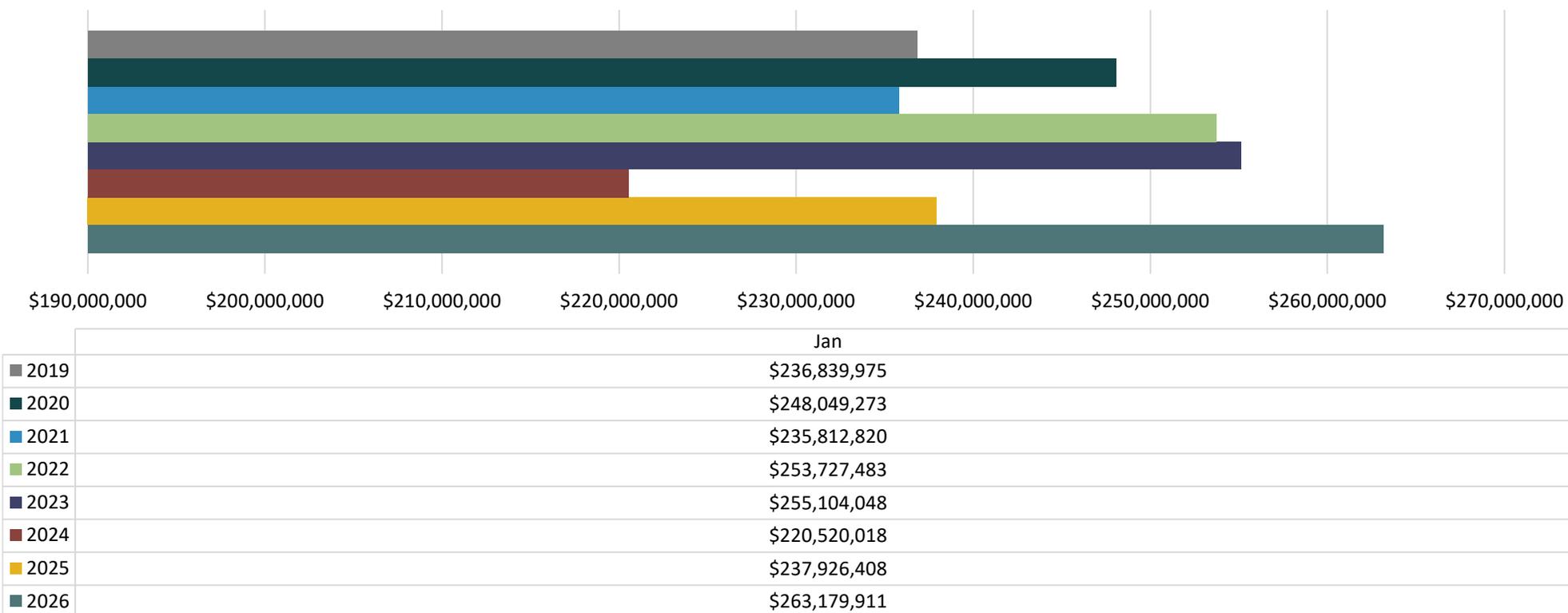


- Louisiana welcome centers welcomed a 43% increase in visitors from Utah in January 2026 over last January.

(Mound Welcome Center is closed through the Spring 2026) (Source: LA Welcome Centers)

Louisiana Gaming Revenue

January Gaming Revenue: Yr/Yr



- Louisiana’s gaming revenue increased by 11% over January 2025.

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment

- 52% of American travelers plan to travel overnight to attend cultural events, such as concerts and festivals, in 2026. *(Longwoods International)*
- Over a quarter of American travelers already have trips planned for Spring months. *(Future Partners)*
- The 2026 FIFA World Cup is set to bring a surge in tourism across North America, with about 1.3 million international visitors expected to arrive in the U.S., Canada and Mexico. These visitors, staying an average of 12 days, are projected to spend nearly \$7.5 billion, with an anticipated economic output in the U.S. alone exceeding \$30 billion. *(Travel Weekly)*
- A record 171 million passengers are projected to fly in the US this spring, a 4% increase from last year. *(Airlines for America)*
- 71% of travelers would take more RV vacations if one-way rentals were available, and 87% prefer RVs for national park trips. Many travelers are shifting from crowded national parks to quieter destinations, and pet-friendly travel is also a significant factor. *(TravelPulse)*