

State of the Tourism Industry Monthly Report

February 2026

Created March 18, 2026



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LOUISIANA
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YEAR OF OUTDOORS 2026

Executive Summary

February 2026



Highlights

Louisiana hotels saw a 0.5% YOY increase in demand, in line with recent post-pandemic February levels. Occupancy increased 0.6% YOY, supported by a 0.1% YOY decline in supply. ADR declined significantly, down 25.4% YOY, contributing to a 25.0% YOY decrease in revenue.

Submarket performance was mixed. Ouachita Parish recorded another month of strong growth, with demand up 42.0% YOY. Rapides Parish and Shreveport also saw solid gains, up 15.8% YOY and 15.0% YOY, respectively.

While most submarkets experienced ADR growth, New Orleans, the Louisiana South Area, and Baton Rouge were notable outliers, with ADR declines of 33.7% YOY, 7.7% YOY, and 6.2% YOY, respectively. Combined with softer demand in these markets, revenue declined sharply, down 35.9% YOY in New Orleans, 14.1% YOY in the Louisiana South Area, and 9.2% YOY in Baton Rouge.

U.S. hotels in February reported demand up 2.9% and supply up just 0.7% year-over-year, driving occupancy gains of 2.3%. ADR rose 2.0% and RevPAR grew 4.3%, as operators continued to push rates amid steady traveler demand heading into the spring travel season.

U.S. Nonfarm payrolls fell 92K in February after January gains (+126K), with declines in health care (strike-driven), information, and federal jobs (-330K since Oct 2024). Wages rose 0.4% MOM (3.8% YOY). Inflation held at 2.4%, (3.2% one year ago) with airline fares up 7.1% YOY due to rising fuel costs.



Hotel Demand
1.7M
+0.5% YOY



Hotel ADR
\$150.48
-25.4% YOY



Overnight Trip Share
89%



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



MSY Checkpoint Volume
448.4K
-1.3% YOY
(January 2026)



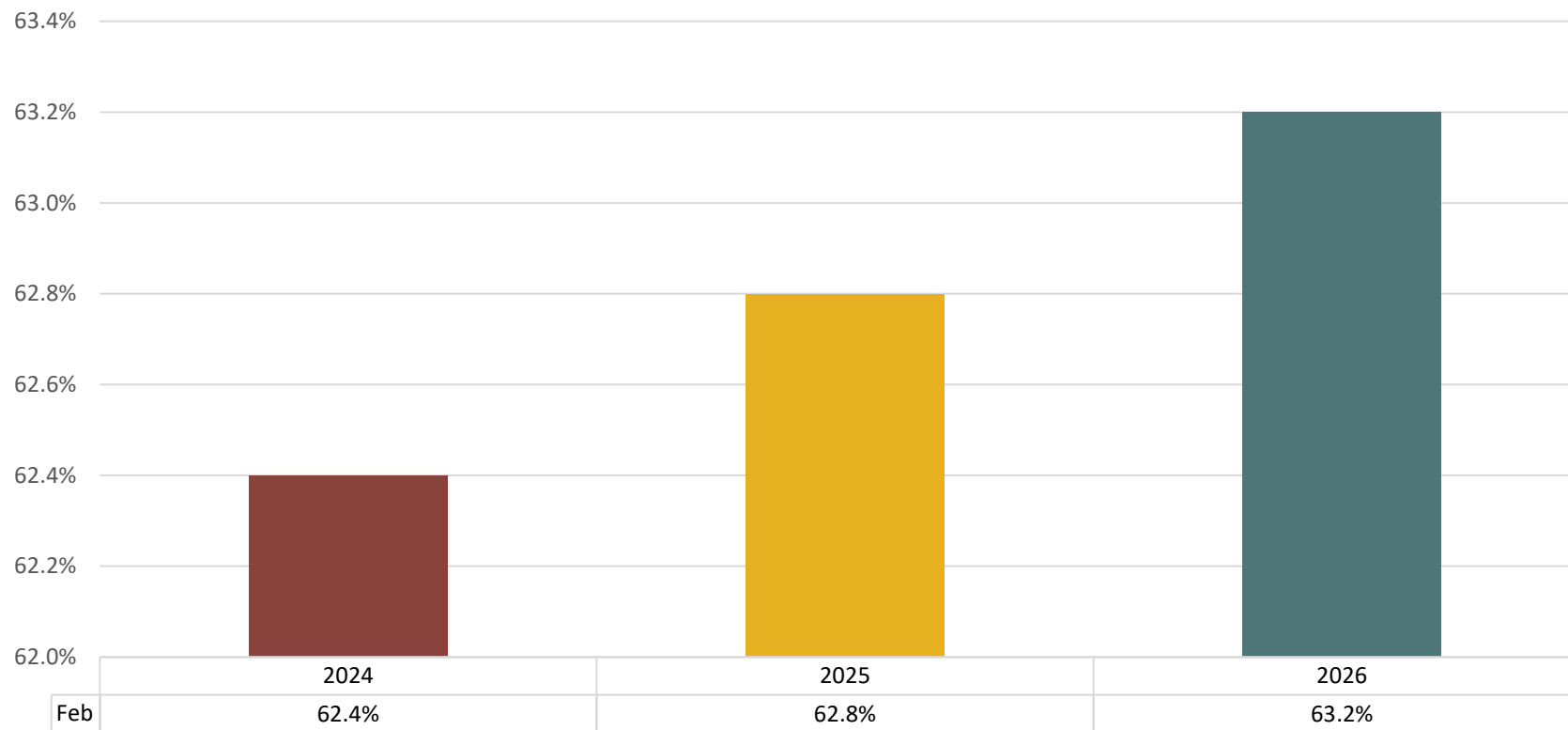
Website Sessions
441.3K
+13.1% YOY



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

Louisiana Lodging

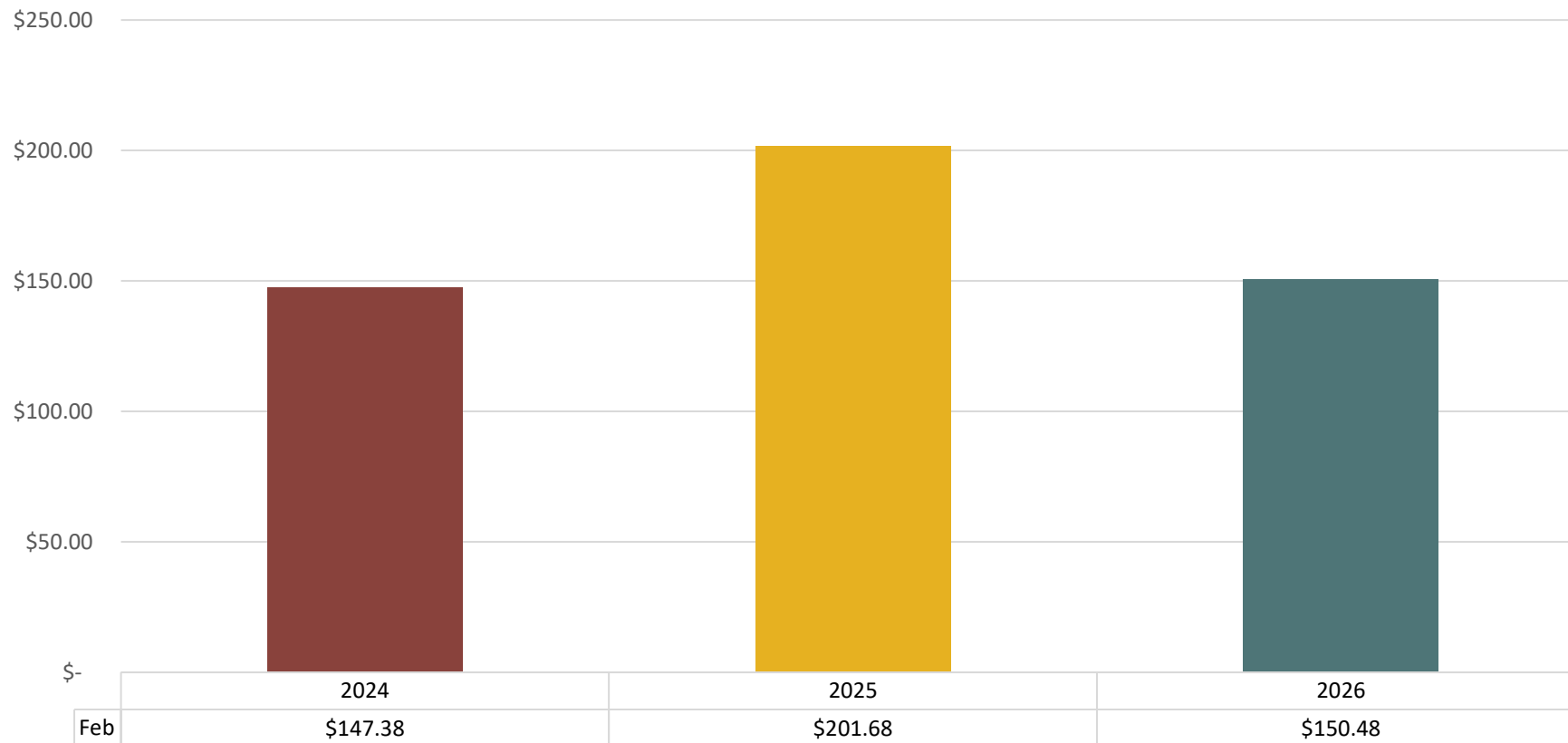
February Occupancy (%): Yr/Yr



- Louisiana’s occupancy increased 0.6% over February 2025.
- Since last month (January), occupancy was up 24%.

(Source: STR)

February ADR (\$): Yr/Yr

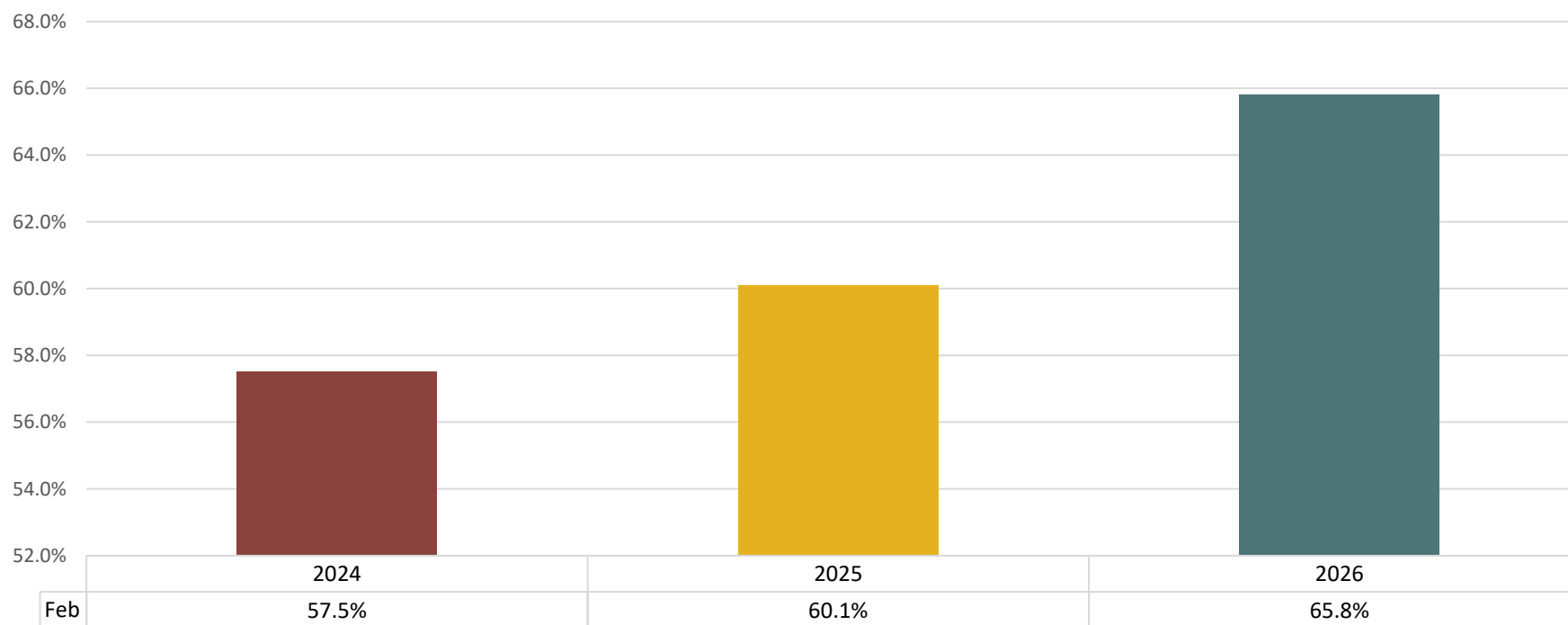


- Louisiana’s average daily rates (ADR) was down 25.4% over February 2025.
- Since last month (January), ADR grew 22%.

(Source: STR)

Louisiana Lodging (without New Orleans)

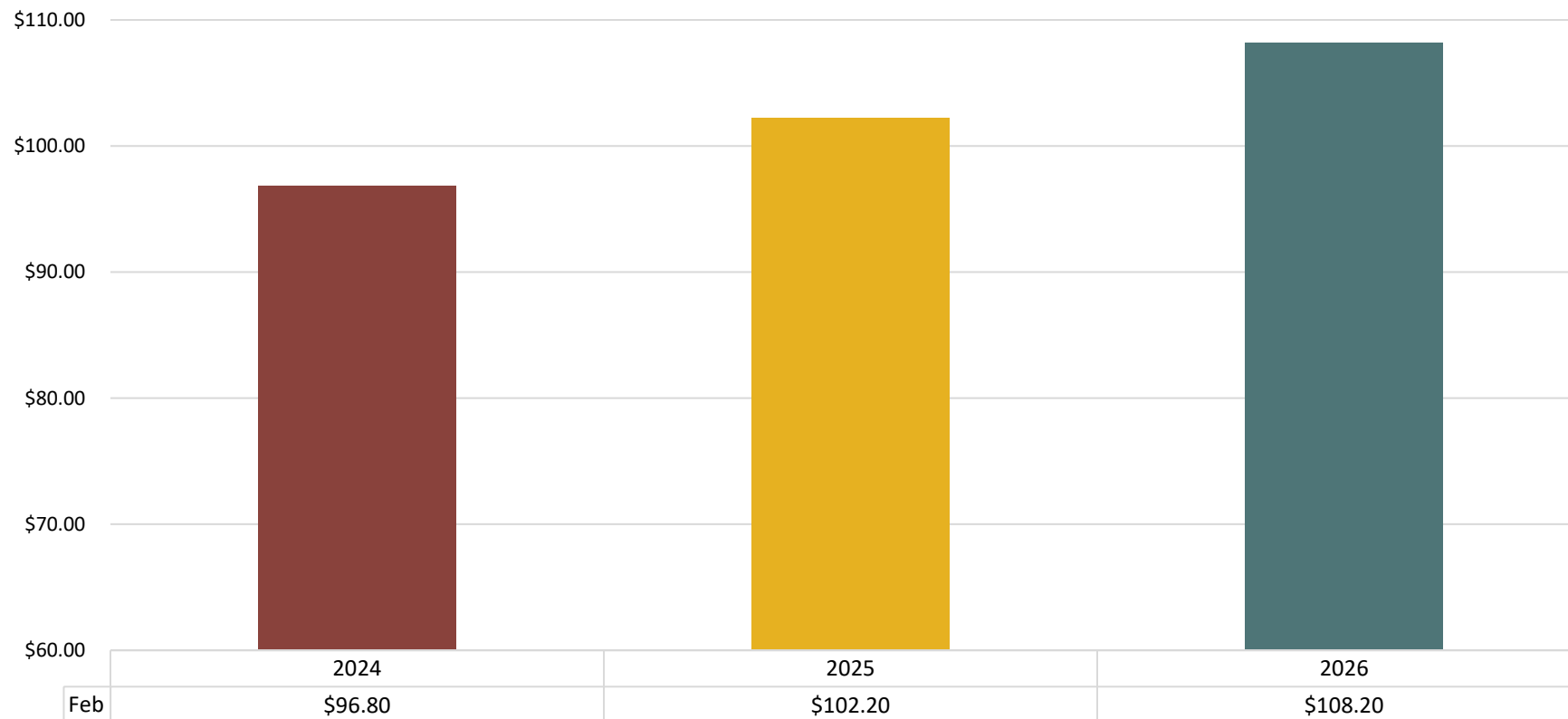
February Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, increased by 9.5% over February 2025.

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

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

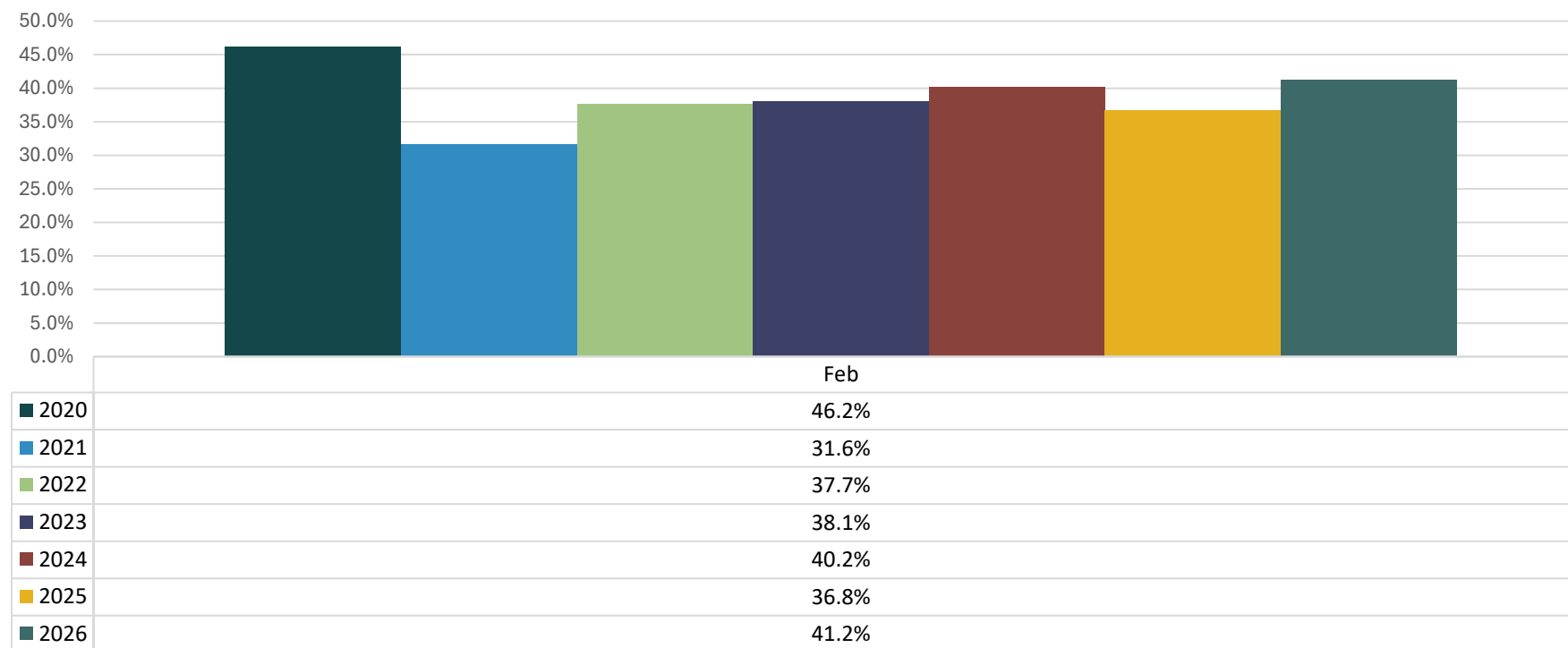


- Louisiana’s ADR, excluding New Orleans, increased by 5.9% over February 2025.

(Source: STR)

Louisiana Short-Term Lodging

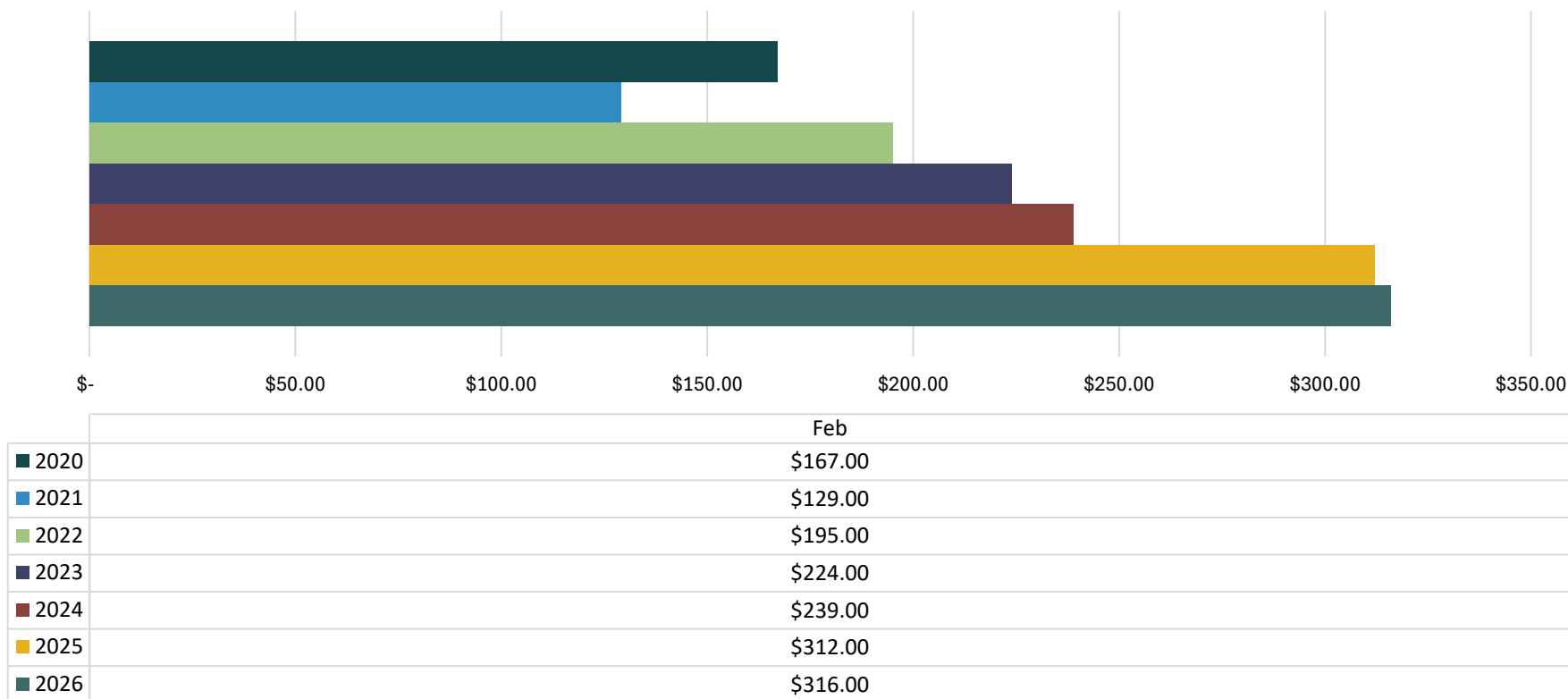
February Short-Term Lodging Occupancy (%)



- Louisiana’s short-term lodging occupancy increased by 12% over February 2025.
- Since last month (January), short-term lodging occupancy is down 34.6%.

(Source: Key Data)

February Short-Term Lodging ADR (\$)

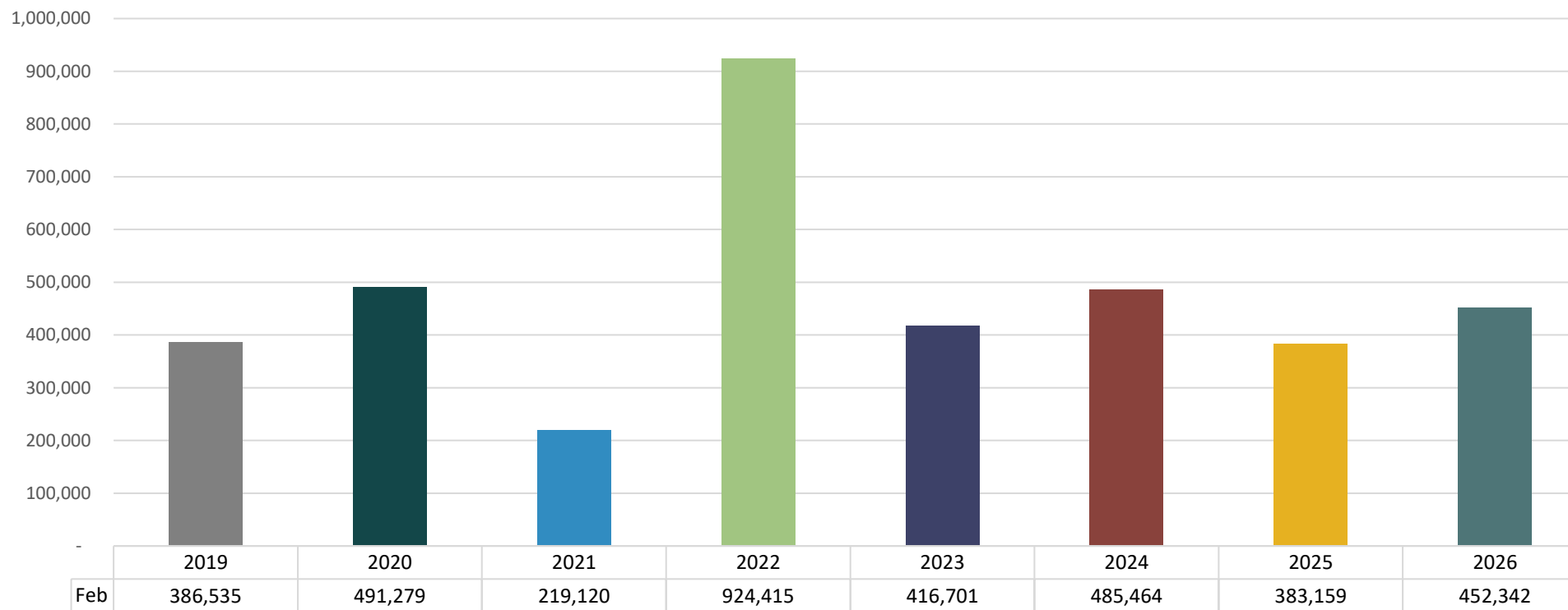


- Louisiana’s short-term lodging ADR grew 1% over February 2025.
- Since last month (January), short-term lodging ADR is down 33.3%.

(Source: Key Data)

ExploreLouisiana.com

February Website Visits: Yr/Yr

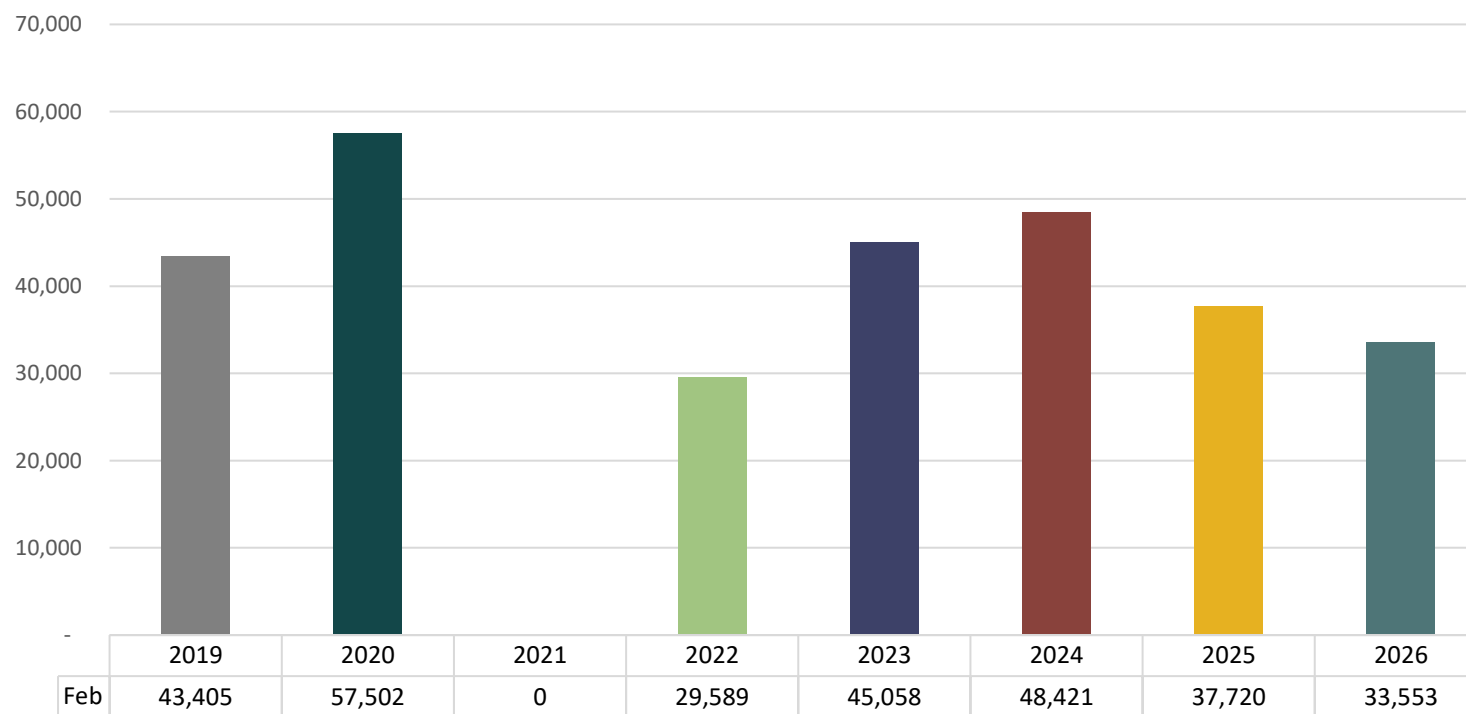


- Sessions increased by 18% over February 2025.
- Total engaged sessions are up 2% over last February.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

February Welcome Centers Visitation: Yr/Yr

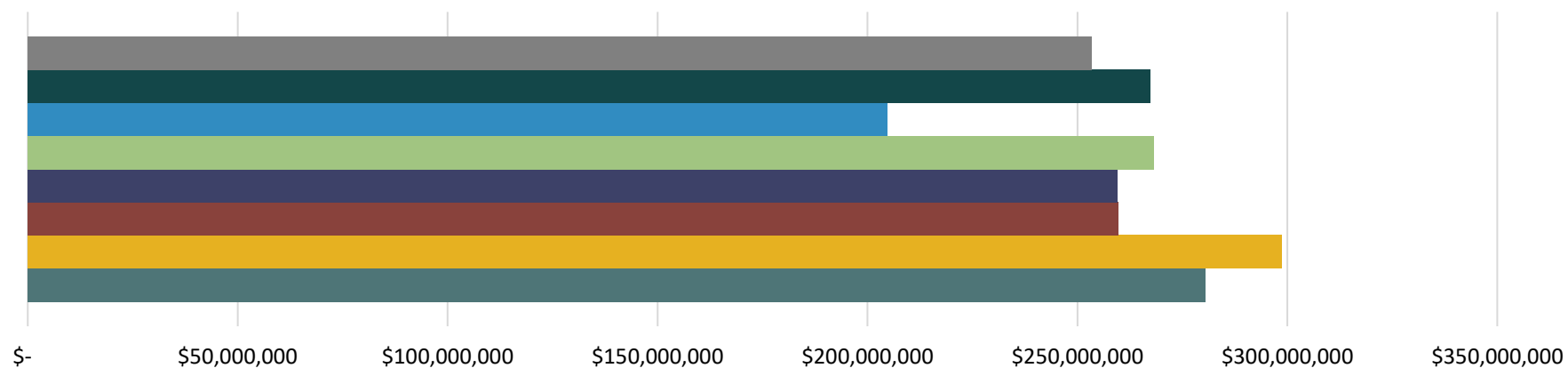


- Louisiana welcome centers welcomed a 25.6% increase in visitors from France in February 2026 over last year.

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

Louisiana Gaming Revenue

February Gaming Revenue: Yr/Yr



	Feb
■ 2019	\$253,345,460
■ 2020	\$267,388,702
■ 2021	\$204,674,105
■ 2022	\$268,117,489
■ 2023	\$259,512,974
■ 2024	\$259,762,139
■ 2025	\$298,730,289
■ 2026	\$280,376,876

- Louisiana’s gaming revenue decreased by 6% over February 2025.

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment

- 78.8% of travelers have at least one summer trip planned and nearly half (46.7%) have already fully booked an overnight getaway. *(Future Partners)*
- For 2026, RV travel trends show a shift to slower, smarter travel as well as more RVers are choosing longer stays, fewer miles per day, and seasonal routes instead of cross-country sprints. *(RV Travel)*
- Culinary experiences have become the most sought-after activity among adventure travelers in 2026, outpacing traditional favorites like safaris and hiking. *(Food & Wine)*
- A proposed U.S. rule requiring social media information from visa waiver travelers could deter visitors, potentially costing \$15.7 billion in spending and 150,000 jobs. The rule, part of efforts to bolster national security, would affect travelers from 42 countries. *(TravelPulse)*
- Sports and wellness travel have become increasingly popular among Americans, with 25% of travelers making trips for sports and 32% combining sports and wellness. *(The Manual)*
- With 67% of summer trips staying in the U.S., travelers are chasing classic escapes—beaches (41%), local food scenes (27.2%), scenic drives (27.1%), and national and state parks (26.8%). *(Future Partners)*