Louisiana
Visitor Volume and Spending

2025

MMGY Travel Intelligence

Year-End 2025 Louisiana Visitor Volume and Spending

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Louisiana Visitor Volume and Spending

Total

	2025	2024	2023	2022	% Change 2025/ 2024	% Change 2024/ 2023	% Change 2023/ 2022
Total	**44.77**	**44.54**	**43.00**	**42.58**	**0.50%**	**3.6%**	**1.0%**
Room-Nights	20.68	21.067	20.52	21.29	-1.84%	2.6%	-3.6%
Convention Room Nights	5.11	5.14	4.87	4.79	-0.58%	5.6%	1.7%
Airport Enplanements[1]	7.73	7.97	7.60	7.07	-3.0%	5.0%	7.5%
Spending							
Total	**$19,546.27**	**$18,531.41**	**$17,536.47**	**$17,142.03**	**5.48%**	**5.7%**	**2.3%**
Transportation	$5,467.82	$5,077.27	$4,818.98	$4,690.13	7.69%	5.4%	2.7%
Lodging	$3,910.29	$3,823.58	$3,588.93	$3,499.46	2.27%	6.5%	2.6%
Food & Beverage	$4,471.79	$4,258.73	$4,060.93	$3,975.17	5.00%	4.9%	2.2%
Shopping	$2,337.48	$2,199.24	$2,063.99	$1,975.11	6.29%	6.6%	4.5%
Entertainment	$2,636.75	$2,513.02	$2,399.12	$2,399.46	4.92%	4.7%	0.0%
Other	$722.12	$659.55	$604.53	$602.69	9.49%	9.1%	0.3%

Chart 1 • in Millions

[1] Enplanements provided by client

Louisiana Visitor Volume and Spending

Domestic

	2025	2024	2023	2022	% Change 2025/ 2024	% Change 2024/ 2023	% Change 2023/ 2022
Person-Stays							
Total	**44.36**	**44.07**	**42.57**	**42.31**	**0.7%**	**3.5%**	**0.6%**
North	6.49	6.23	6.31	6.18	4.2%	-1.3%	2.1%
Central	2.53	2.68	2.48	2.48	-5.5%	7.8%	0.3%
South	7.80	7.93	7.65	7.80	-1.7%	3.7%	-1.9%
Southeast	7.90	8.03	8.07	8.18	-1.6%	-0.5%	-1.4%
Greater New Orleans	19.65	19.19	18.05	17.67	2.4%	6.3%	2.2%
Room-Nights	19.59	19.95	19.55	20.38	-1.8%	2.1%	-4.1%
Convention Room Nights	5.11	5.14	4.87	4.79	-0.5%	5.6%	1.7%
Airport Enplanements[1]	7.61	7.85	7.48	6.99	-3.1%	5.0%	7.0%
Spending							
Total	**$18,037.04**	**$17,127.82**	**$16,331.65**	**$16,319.26**	**5.3%**	**4.9%**	**0.1%**
Transportation	$4,694.08	$4,376.31	$4,229.64	$4,298.31	7.3%	3.5%	-1.6%
Lodging	$3.647.79	$3,584.14	$3,429.09	$3,356.25	1.8%	4.5%	2.2%
Food & Beverage	$4,259.78	$4,071.37	$3,858.07	$3,862.13	4.6%	5.5%	-0.1%
Shopping	$2,232.61	$2,089.39	$1,951.55	$1,911.61	6.9%	7.1%	2.1%
Entertainment	$2,507.59	$2,375.12	$2,274.89	$2,320.94	5.6%	4.4%	-2.0%
Other	$695.18	$631.50	$588.41	$570.02	10.1%	7.3%	3.2%

Chart 1 • in Millions

[1] Enplanements provided by client

Louisiana Visitor Volume and Spending

International

	2025	2024	2023	2022	% Change 2025/ 2024	% Change 2024/ 2023	% Change 2023/ 2022
Visitation							
Total	**0.401**	**0.475**	**0.437**	**0.263**	**-15.5%**	**8.8%**	**65.9%**
Room-Nights	1.091	1.115	0.977	0.913	-2.1%	14.2%	6.9%
Airport Enplanements[1]	121,177	122,195	118,785	83,798	-0.8%	2.9%	41.8%
Spending							
Total	**$1,509.22**	**$1,403.58**	**$1,204.83**	**$822.77**	**7.5%**	**16.5%**	**46.4%**
Transportation	$773.74	$700.96	$589.33	$391.82	10.4%	18.9%	50.4%
Lodging	$262.50	$239.45	$159.84	$143.21	9.6%	49.8%	11.6%
Food & Beverage	$212.01	$187.37	$202.87	$113.04	13.2%	-7.6%	79.5%
Shopping	$104.87	$109.85	$112.44	$63.50	-4.5%	-2.3%	77.1%
Entertainment	$129.16	$137.91	$124.24	$78.52	-6.3%	11.0%	58.2%
Other	$26.94	$28.06	$16.12	$32.67	-4.0%	74.1%	-50.7%

Volume, Spending and Room Nights in Millions

[1] Enplanements provided by client

Research Methodology

MMGY **TRAVEL *PERFORMANCE/Monitor*SM** is a comprehensive study measuring the travel behavior of US residents. DK Shifflet contacts 50,000 distinct U.S. households monthly and has done so since 1991. DK Shifflet is able to provide current behavior and long-term trended analyses on a wide range of travel.

Performance Study data are collected using an online methodology. The sample is drawn as a national representative sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates.

Both traveling and non-traveling households are surveyed each month to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it. Quality control measures are implemented to review survey results and examine methods to maintain and improve quality control.