Louisiana Visitor Profile

2025

MMGY Travel Intelligence

LOUISIANA Feed Your Soul.

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EXECUTIVE SUMMARY

Louisiana has always been more than a destination, it is an experience rooted in culture, culinary identity, and the warmth of its people. The Visitor Profile reflects a traveler base that is increasingly independent, spontaneous, and financially engaged, arriving with shorter planning windows and a clear sense of what they came for. The Greater New Orleans region remains the cornerstone of statewide visitation, while the North region emerged as a standout performer, broadening Louisiana's appeal across a wider geographic audience. Across all regions, visitors continued to rate their overall experience, the value received, and the hospitality of Louisiana's people among the highest marks recorded, affirming what has long defined the state's reputation: it takes care of its guests, and that reputation holds.

Volume and Spending Trends

National Context: The U.S. travel industry experienced relatively flat growth in 2025, marked by slight declines in paid hotel room nights across both business and leisure segments. Day trips, particularly for leisure purposes, remained the primary driver of overall travel activity, reflecting a broader national shift toward shorter, closer-to-home travel behavior rooted in economic caution and evolving consumer priorities.

Louisiana Performance Overview: Louisiana's tourism industry mirrored national trends while demonstrating pockets of meaningful growth. The state's visitor base continued to be driven by day and leisure travel, with business travel remaining a smaller but strategically important contributor to overall visitation. The rise of day leisure travel as the dominant segment reflects shifting traveler behavior, as visitors increasingly opted for day trips over overnight stays in response to economic pressures and rising travel costs.

Overnight travel declined in 2025, with leisure travel as the primary contributing factor. Hotel room nights decreased by 1.8%, convention and group room nights edged down by 0.5%, and air enplanements at major Louisiana airports declined by 3%. Average Daily Rate and total hotel room revenue also softened slightly, signaling a recalibration of lodging demand after multiple years of sustained growth..

Despite softness in visitation volume, Louisiana recorded strong growth in direct visitor spending, with domestic spending increasing 5.3% year over year. This growth was driven by higher per-trip expenditures on shopping, entertainment, and food and beverage, as well as elevated travel costs broadly. The presence of higher-income visitors, particularly in the North region, also supported stronger spending levels statewide. Together, these dynamics suggest that while the state is attracting fewer overnight visitors, those who do travel are spending more.

Regional Performance: Greater New Orleans maintained its position as the state's most visited region. The North region led all areas in growth, buoyed by increases in day trip visitors, higher-income households, and strong activity participation. The South, Southwest, and Central regions posted modest declines, though the Southwest and Central regions contributed meaningfully to gains in vacation travel and day trip activity.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Demographics

Louisiana's average visitor age held at 48 years, consistent with the national average. Generational distribution varied by region: Gen Z was more prevalent in the South, Southwest, and Central regions, while Gen X was more concentrated in Greater New Orleans and Central Louisiana. Despite a decline in Millennial visitation, this generation maintained the highest monetary contribution of any age group, underscoring their continued value as a priority audience.

The visitor base continues to skew male, with a wide gap between male and female visitors.

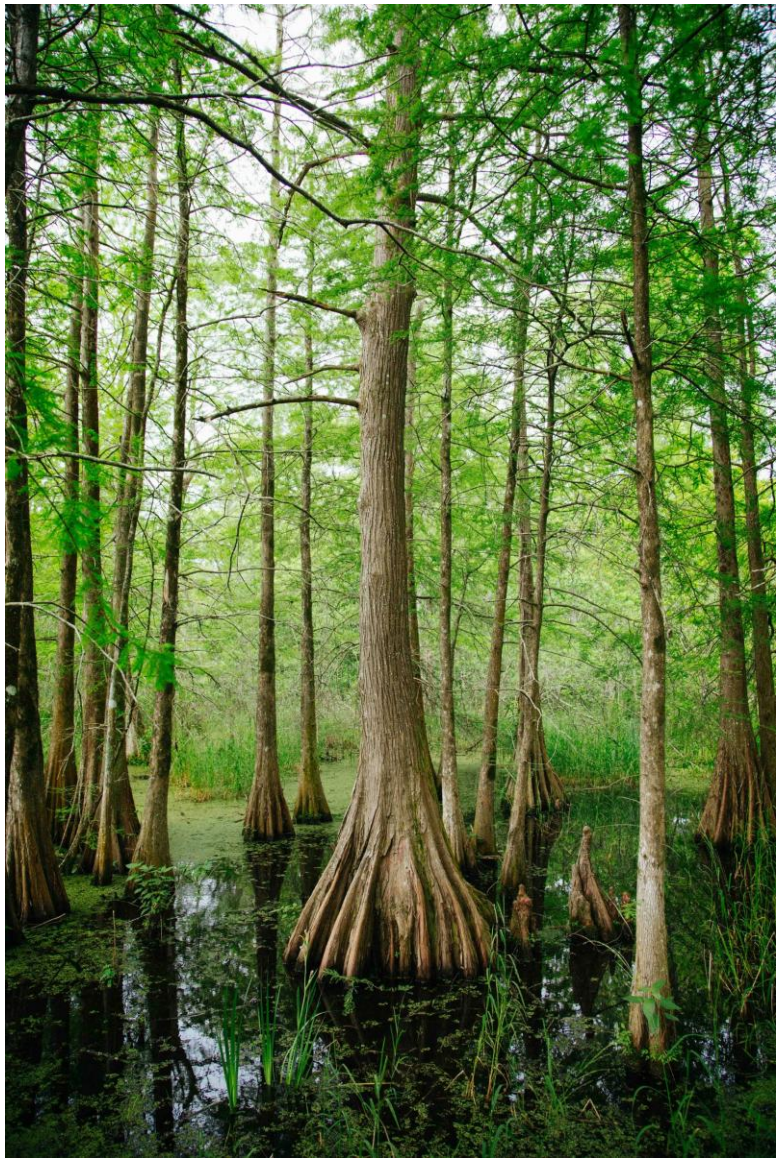
The racial and ethnic composition of Louisiana's visitor base has grown more diverse, with increases among visitors identifying as Other/Mixed, Black or African American, and Asian. Black or African American visitors represent the second-largest racial group, with notable concentrations in the Central and South regions.

Average visitor household income rose to $115,551, the highest recorded for Louisiana in recent years. Income gains were most pronounced among North region visitors. Conversely, average household incomes declined by approximately $20,000 among Southwest and Central region visitors.

The Lifestage composition shifted modestly, with growth in the Affluent Mature and Maturing & Free segments, both representing adults 35 and older with no children at home. Meanwhile, Young Family and Moderate Family representation declined, signaling a continued shift toward child-free travel.

Collectively, these trends reflect a visitor profile that is older, increasingly diverse, and financially capable, a demographic well-positioned to drive meaningful spending across Louisiana's regions.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]



Origin Markets

Louisiana continues to rely on core Southern markets including Texas, Mississippi, and Alabama, which remain the state's top origin markets outside the state. Instate travel also remains strong, with approximately half of the visitor base coming from within Louisiana itself, distributed across all regions. In 2025, travel within the state decreased to 51%, compared to 53% in 2024.

Texas posted the most notable shift, with a 10 percentage point surge in visitors mainly originating from the Houston and Dallas Fort Worth markets.

Mississippi, by contrast, saw a 6 percentage point decline in visitors to Louisiana.

Together, these dynamics point to a visitor base anchored in Louisiana and Texas, with travelers increasingly exploring destinations beyond the traditional Greater New Orleans corridor.

Mode of Transportation

Personal vehicles remain the dominant mode of travel to and within Louisiana. Notably, 2025 saw a modest increase in air travel and other transportation options, including bus and rail, suggesting some broadening in how visitors choose to travel to the state. Within Louisiana, the majority continued to use personal vehicles to move around the state.

Seasonal Trends

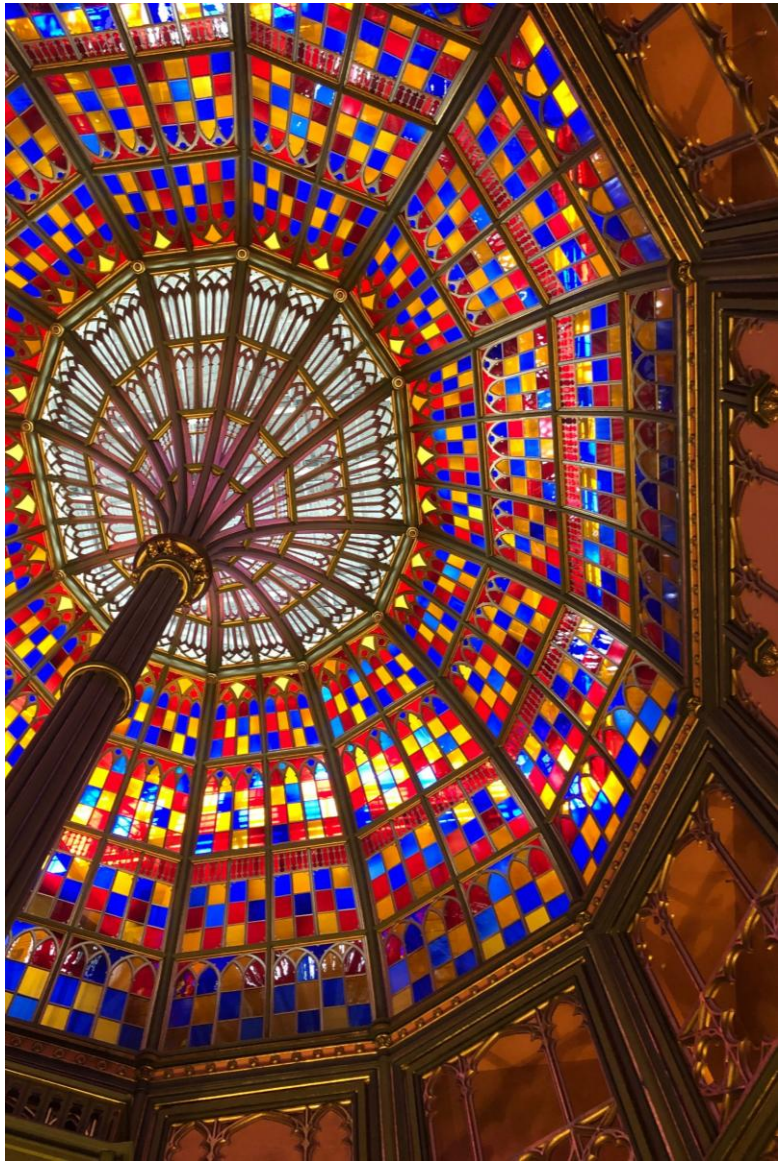
Summer and Fall continued to be peak travel seasons, with Spring showing a modest uptick in visitation. Regional patterns varied: Greater New Orleans and Central Louisiana both experienced notable shifts toward stronger Spring and Fall visitation, reflecting the growing appeal of shoulder-season travel in those markets.

Purpose of Stay

Louisiana attracts a higher proportion of business travelers than the typical U.S. destination, even as the overall visitor mix remains predominantly leisure oriented. Business travel represents a meaningful revenue stream and warrants sustained attention in the state's marketing and partnership strategy.

Among leisure visitors, travel for purposes other than vacation, primarily visiting friends and family and attending special events, remained the leading purpose. However, vacation travel increased by 7 percentage points, with day trips accounting for a gain of 5 percentage points. The Southwest and Central regions led this growth in vacation travel and day trips, pointing to deeper engagement with the state's broader destination offerings and shifting travel patterns.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]



Length of Stay

The average overnight stay edged down slightly to 2.43 nights. North Louisiana recorded the longest average stay, while the South region saw the shortest. Day-trippers remained the dominant travel segment, accounting for 60% of all visitors. The North region showed the largest jump in the percentage of day-trip visitors. One-night stays increased by 5 percentage points, reinforcing the ongoing trend toward shorter visits. Notably, travelers staying 4–7 nights generated the greatest per-party monetary impact, making them high-priority segments from a revenue standpoint.

Trip Planning and Information Sources

Louisiana's visitors continue to exhibit a preference for spontaneous trip planning. In 2025, more travelers reported planning their trip less than one week in advance. This shift was led by the North region, which saw a double-digit percentage-point increase in last-minute planners, a direct reflection of the surge in day trips across that region. Travelers continue to draw on prior experience and word-of-mouth as primary planning inputs.

This spontaneous tendency extends to the booking stage, with most travelers securing accommodations, transportation, or experiences less than a week before departure. The North region again drove the sharpest year-over-year change.

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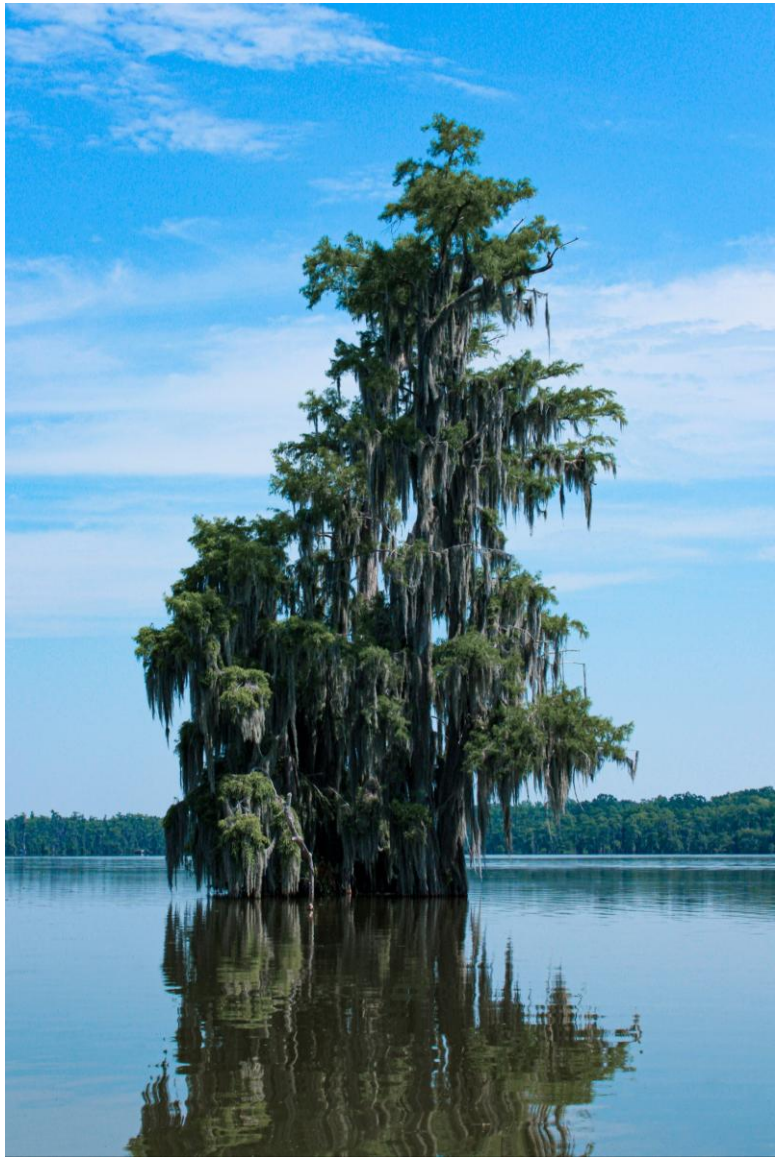
Source: 2025 PERFORMANCE/Monitor[SM]



Travel Party Size and Composition

Louisiana's overnight traveler base continues to trend toward solo adults, with the average party size declining slightly to 1.67 persons from 1.79 in 2024. Solo adult travel increased by 7 percentage points overall, led by notable gains in Greater New Orleans and North Louisiana. Travel parties with children fell to 7%, less than half the national destination average and a continuation of a decline that has persisted since 2022. Taken together, these figures point to Louisiana solidifying its appeal among individual travelers.

Accommodations

Accommodation preferences remained relatively steady, as travelers continued to favor paid hotels, particularly midscale properties. This was followed by non-paid accommodation stays at a friend or family member's home and paid homes, apartments, or condos. Guests staying in upscale hotels continue to generate the highest monetary contribution per travel party. That said, it remains important to retain travelers who prefer economy and unpaid lodging options, as approximately 10% more Greater New Orleans travelers stayed in economy or unpaid accommodations in 2025.

Activity Participation

Overall activity participation among travelers to Louisiana decreased in 2025. Business and work is the state's primary draw despite a decrease this year, with 17% participation. This was accompanied by notable culinary and dining experiences.

Louisiana's ability to attract visitors for gambling remains more than twice the national norm and continues to increase. This is more evident in the Southwest and North Louisiana regions which reported substantial growth in gambling-related activity. Nightlife and live music activities also index higher than national norms, signaling that Louisiana is viewed as a lively, fun destination.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Spending Patterns

Average daily expenditure per traveler continued to increase steadily, reaching $257 per person per day, nearly $37 above the U.S. average. The growth was primarily driven by visitors to the South and Greater New Orleans regions, while other regions recorded more modest spending gains. Increases were reported across all spending categories, with transportation accounting for the most notable jump at approximately $30. All other categories increased by roughly $10 each.

Repeat Visitation

Three quarters of travelers say they have visited Louisiana before their most recent trip, indicating a loyal, repeat visitor base. Though repeat visitors are shifting to less frequent visits, the base is already built to encourage more frequent travel. Additionally, the percentage of travelers who have visited 20 or more times increased to 13%.

When planning their trip to Louisiana, only 8% considered another destination, meaning that Louisiana was the target for 92% of travelers. Travelers plan to return to the state a median of 2.3 times in the next three years.

Destination Ratings

Key destination ratings including overall satisfaction, value for money, and likelihood to recommend remained in the "Excellent" range, defined as an average score of 8, 9, or 10 out of 10, with incremental improvements across several categories.

The Friendly/Helpful People rating held strong at 8.51 out of 10, with hotel staff service closely aligned at 8.44 out of 10. Louisiana's reputation for genuine hospitality remains one of its most consistent and differentiating attributes.

Overall satisfaction recovered following a modest dip in 2024. The Southwest region posted the highest average satisfaction score at 8.75. More than 75% of visitors rated their likelihood to recommend Louisiana at 8 or above, reflecting broadly positive experiences across the state.

Despite above-average per-visitor spending, Louisiana continues to earn high marks for value outperforming the typical U.S. destination on this measure. The average value for money rating increased by 0.4 points in 2025, with 70% of travelers assigning an "Excellent" value rating and only 2% rating it poorly.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Conclusion

In 2025, Louisiana's travel industry demonstrated resilience and steady growth, anchored by the continued strength of the Greater New Orleans region, which hosted 4 in 10 of the state's visitors. The year was defined by a meaningful shift in travel purpose toward leisure vacations and a significant increase in North region visitation. The visitor base trended toward smaller, more spontaneous travel parties, with solo adults arriving primarily by personal vehicle. Despite a trend toward shorter stays, average daily expenditures reached $257 per person, outpacing the national average by nearly $37. It is worth noting that this increase reflects not only greater traveler engagement with Louisiana's dining, entertainment, and transportation offerings, but also the broader rise in travel costs seen across the industry in 2025. Spending on transportation alone increased by approximately $30, consistent with wider trends in fuel, airfare, and ground transportation pricing. Across all measured categories, Louisiana continued to deliver an experience that earned high marks for hospitality, overall satisfaction, and value.

Louisiana has consistently delivered high excellent scores in friendly/helpful people. The classic Southern hospitality is one of the states unique selling points, as it performs higher than ratings like overall satisfaction and value for money. By reinforcing the cultural reputation, Louisiana can drive higher loyalty to the destination and create lasting personal memories.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Strategic Insights

Lean into Louisiana's Stellar Hospitality

Louisiana has consistently earned top scores in the Friendly and Helpful People category, both at the destination level and within hotel staff service ratings. Hospitality is among the state's most distinctive competitive strengths, outperforming even overall satisfaction and value for money scores. Integrating hospitality focused narratives into national and international campaigns can meaningfully differentiate Louisiana from competing destinations. Reinforcing this identity across traveler touchpoints can deepen loyalty and extend the emotional resonance of the Louisiana experience well beyond the trip itself.

Designing for Millennials

Millennials continue to be the most financially valuable generation visiting Louisiana, generating the highest monetary contribution of any age segment, a distinction they have held consistently across the Greater New Orleans, North, and Central regions for the past five years. Their spending power is not incidental. It is tied to a higher average household income and a demonstrated willingness to spend on culinary, entertainment, and cultural experiences that Louisiana does exceptionally well.

The concern heading into 2026 is real, however. Millennial visitation declined 11% in 2025, and the visitor base is simultaneously aging, with the average visitor age now at 48 years and lifestage data pointing toward a growing share of older, child free travelers. Millennial travelers are not disengaged from travel broadly, but they are selective, and the data suggests Louisiana is not yet the automatic repeat choice it should be for this cohort.

Target Independent Travelers

Louisiana is gaining measurable traction among independent, child free travelers across age groups, a shift supported by declining rates of children accompanied travel parties and growth in solo adult visitation. Activities such as gambling and nightlife already outperform national norms and serve as natural anchors for this audience. Pairing these with broader entertainment and cultural programming in campaign messaging can strengthen Louisiana's position as the destination of choice for high value independent travelers.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Paid Non Hotel Accommodations as a Growth Channel

Paid hotels remain the dominant accommodation choice and carry the highest monetary contribution per visitor. However, the data shows that paid non hotel options, including home rentals, apartments, and condos, represent a meaningful and growing segment of the Louisiana visitor mix. Travelers who choose paid non hotel accommodations tend to stay longer and travel in larger parties, which offsets the per night rate difference and can result in comparable or higher total spend. The increase in non hotel stays in 2025 points to a segment that is undermarketed relative to its actual revenue contribution. Louisiana's tourism stakeholders should consider to position the state's non hotel inventory as a gateway to a more immersive, longer stay experience.

Wins in the North

The North region's 2025 performance represents a substantial growth in a challenging year. Day-trip visitors increased, as did the average household income among North region visitors. In addition, the region recorded the highest activity participation statewide, meaning visitors to the North are among the most engaged travelers in Louisiana. That combination of volume growth, higher-income visitors, and higher activity participation presents a compelling opportunity. Marketing efforts should lean into the region's specific activity strengths such as gambling, shopping, and dining, which over-indexed for North visitors relative to other regions, while also driving conversion from day trips to overnight paid accommodation stays.

Capitalize on Spontaneous Travel Behavior

The data reflects a growing preference for short planning windows, with most trip planning and booking activity occurring close to the departure date and a measurable increase in last minute travel behavior year over year. Louisiana's current visitor base is not planning months in advance; they are deciding within weeks or days. A media calendar built around traditional long lead planning cycles will underserve this audience. Paid search, mobile first advertising, social retargeting, and time sensitive email campaigns become higher priority channels when the traveler's decision horizon is compressed. The 7% increase in day trippers in 2025 reinforces this pattern and suggests that short form, high frequency content in drive markets is not supplemental. It is central.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

– 02 –
SNAPSHOTS

Welcome to the snapshot section of the 2025 Louisiana Visitor Profile Report where insights into visitation patterns are provided in form of dashboards for each of Louisiana's distinct tourism regions. These snapshots offer a comprehensive view of travel pattern, demographics, and trip characteristics within each region. Explore the charts and graphs to uncover key insights that shape the tourism landscape of Louisiana.

Mean Household Income

$133,457

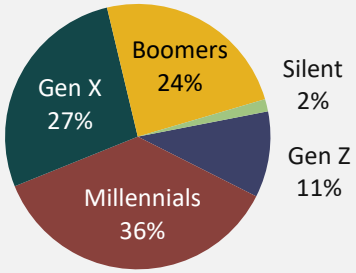
Average Visitor Age

48
Years old

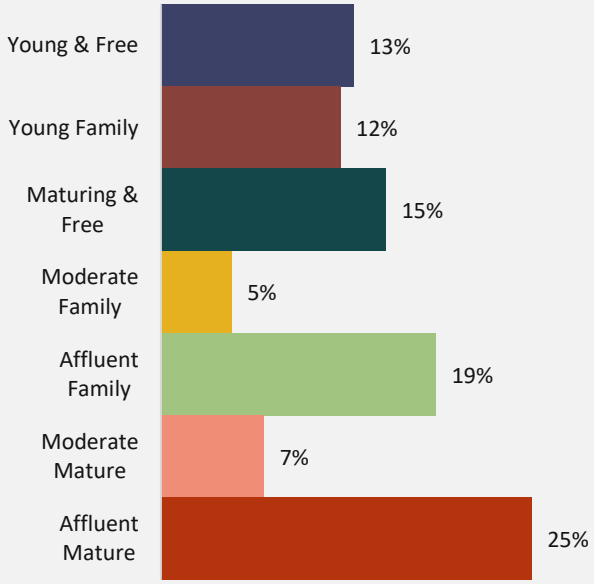
60% Married/Living with Partner

39% Children in household

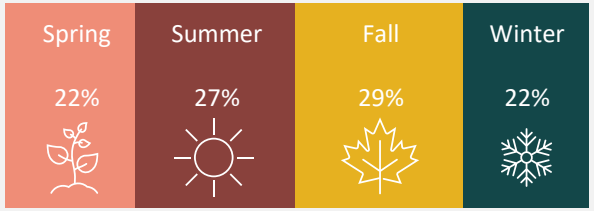
Generations



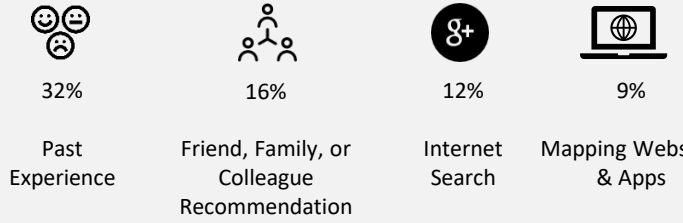
Lifestage



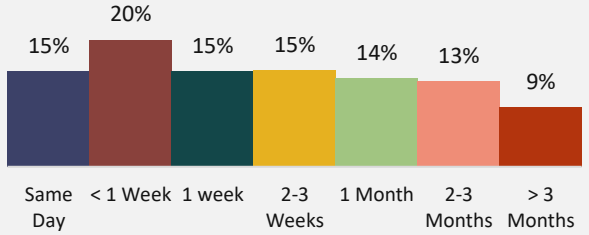
Season of Trip



Top Trip Planning Resources

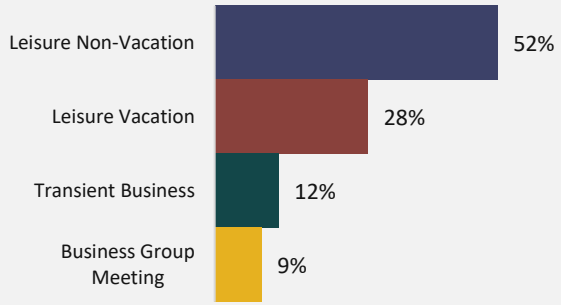


Trip Planning Timeframe

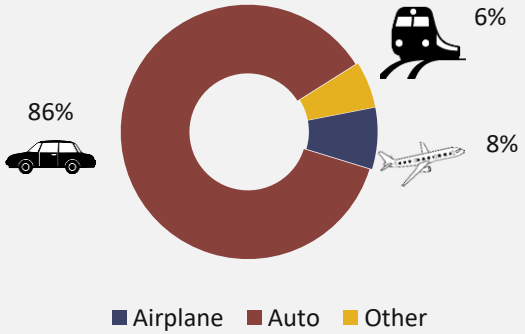


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor℠

Trip Purpose



Transportation Used to Travel



Top Activities

93%
Activity Participation

- 17% Culinary
- 16% Shopping
- 14% Visit Friends/Relatives
- 14% Business/Work
- 9% Beach/Waterfront

Average Expenditure

$220
Person-Per-Day

Average Party Size

1.95
Persons

Average Length of Stay

2.89
Nights

Travel Party (Overnight Stays)

- 44% travel alone
- 36% travel together
- 6% travel in groups of 3+ adults
- 15% travel with children

39% One Overnight Trip in Past 3 Years

Frequent Traveler (4+ Overnight Trips in Past 3 Years) 34%

- Satisfaction (8.45)
- Likely to Recommend (8.27)
- Value for Money (8.16)

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Mean Household Income

$115,551

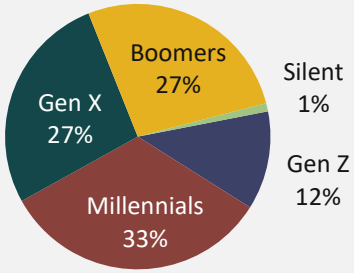
Average Visitor Age

48
Years old

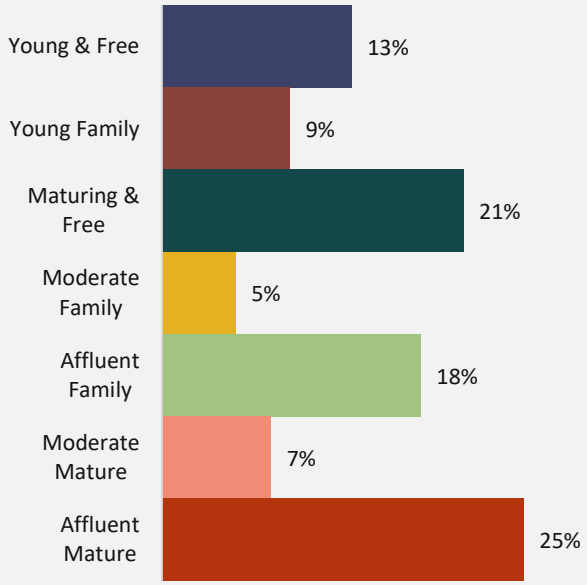
56% Married/Living with Partner

34% Children in household

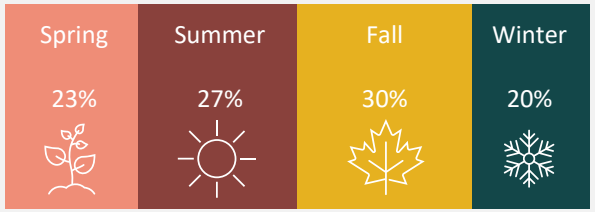
Generations



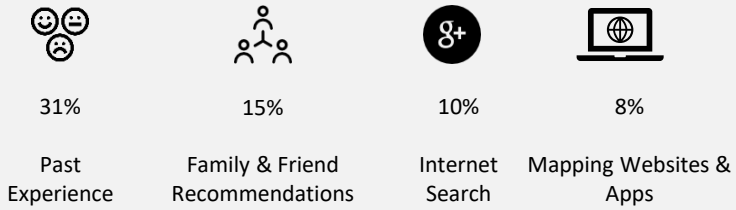
Lifestage



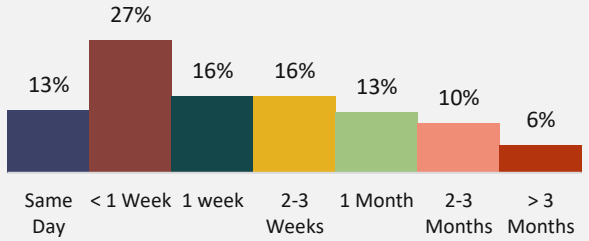
Season of Trip



Top Trip Planning Resources

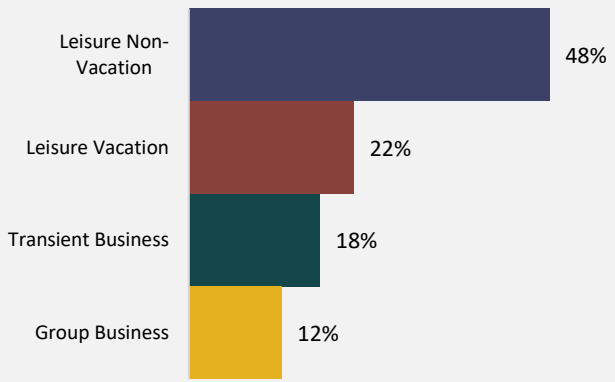


Trip Planning Timeframe

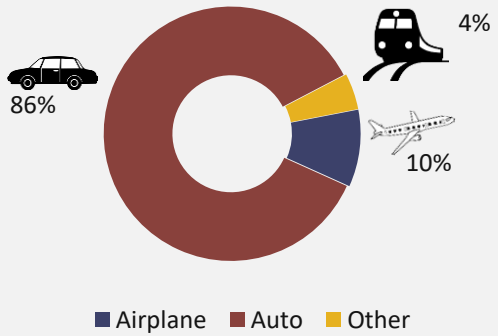


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Trip Purpose



Transportation Used to Travel



Top Activities

89%
Activity Participation

- 17% Business/Work
- 17% Culinary
- 16% Shopping
- 13% Visit Friends/Relatives
- 12% Gambling

Average Expenditure

$257
Person-Per-Day

Average Party Size

1.67
Persons

Average Length of Stay

2.43
Nights

Travel Party (Overnight Stays)

- 56% travel alone
- 32% travel together
- 5% travel in groups of 3+ adults
- 7% travel with children

36% One Overnight Trip in Past 3 Years

Frequent Traveler (4+ Overnight Trips in Past 3 Years) 43%

- Satisfaction (8.41)
- Value for Money (8.25)
- Likely to Recommend (8.17)

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Mean Household Income

$124,646

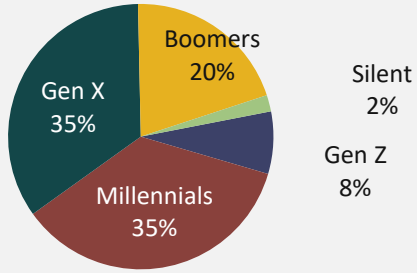
Average Visitor Age

49
Years old

61% Married/Living with Partner

38% Children in household

Generations



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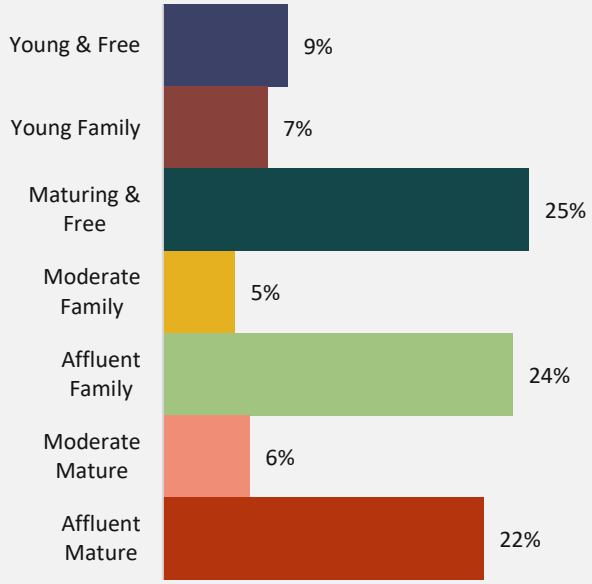
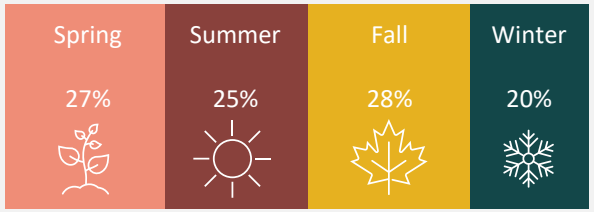


Season of Trip



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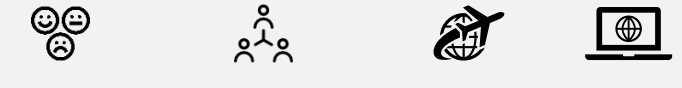
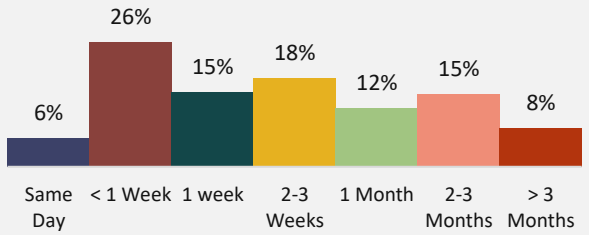


Trip Planning Timeframe



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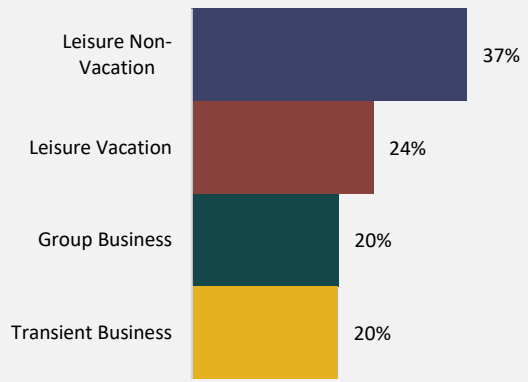
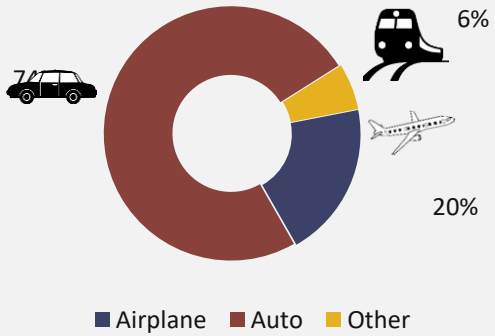
Trip Purpose



Transportation Used to Travel



Top Activities

83%
Activity Participation

- 15% Culinary
- 15% Business/Work
- 14% Shopping
- 12% Nightlife
- 11% Visit Friends/Relatives

Average Expenditure

$303
Person-Per-Day

Average Party Size

1.60
Persons

Average Length of Stay

2.47
Nights

Travel Party (Overnight Stays)

- 60% travel alone
- 31% travel together
- 5% travel in groups of 3+ adults
- 5% travel with children

38% One Overnight Trip in Past 3 Years

Frequent Traveler (4+ Overnight Trips in Past 3 Years) 36%

- Satisfaction (8.61)
- Value for Money (8.28)
- Likely to Recommend (8.27)

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Mean Household Income

$98,789

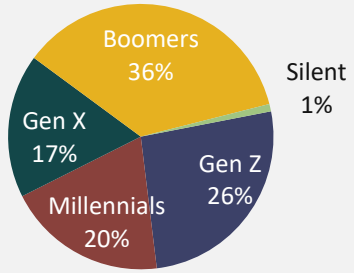
Average Visitor Age

48
Years old

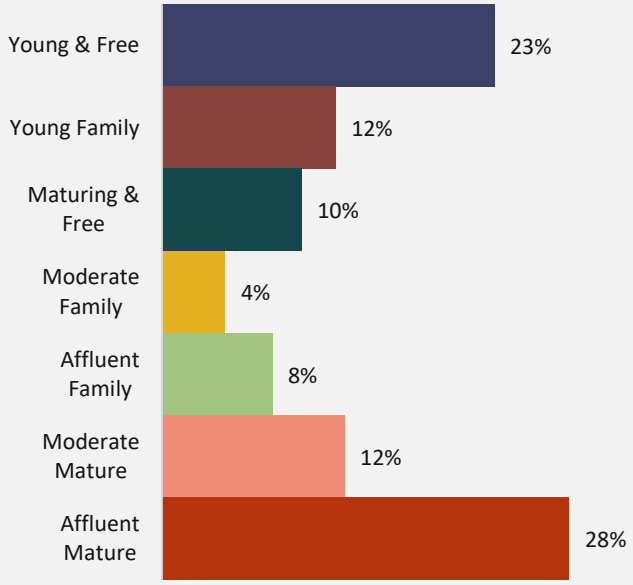
40% Married/Living with Partner

28% Children in household

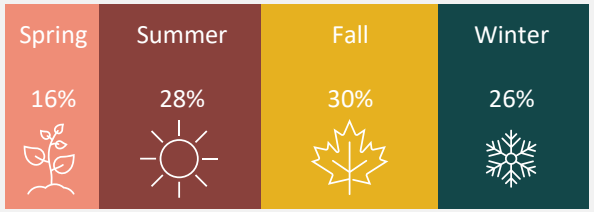
Generations



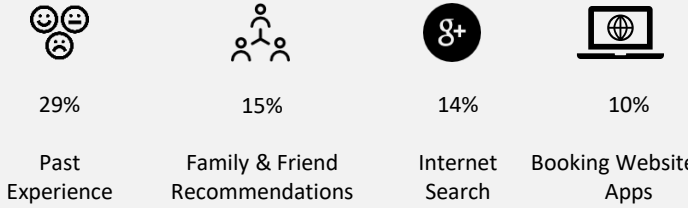
Lifestage



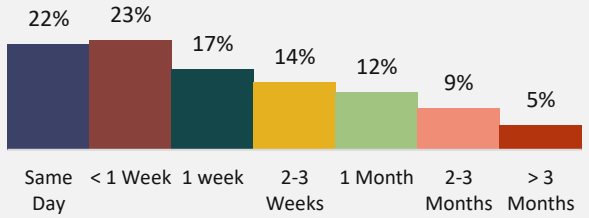
Season of Trip



Top Trip Planning Resources

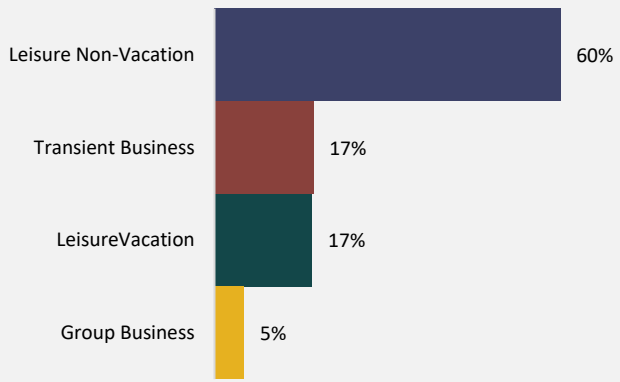


Trip Planning Timeframe

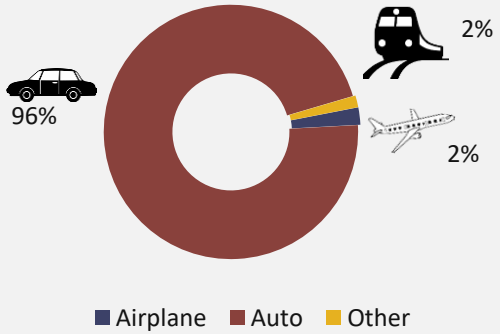


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Trip Purpose



Transportation Used to Travel



Top Activities

88%
Activity Participation

- 23% Business/Work
- 13% Culinary
- 13% Visit Friends/Relatives
- 13% Shopping
- 8% College Sports Event

Average Expenditure

$264
Person-Per-Day

Average Party Size

1.66
Persons

Average Length of Stay

2.24
Nights

Travel Party (Overnight Stays)

64% travel alone

23% travel together

3% travel in groups of 3+ adults

10% travel with children

51% One Overnight Trip in Past 3 Years

Frequent Traveler (4+ Overnight Trips in Past 3 Years) 40%

- Satisfaction (8.33)
- Value for Money (8.36)
- Likely to Recommend (8.1)

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Mean Household Income

$87,222

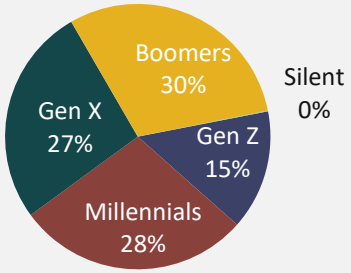
Average Visitor Age

49
Years old

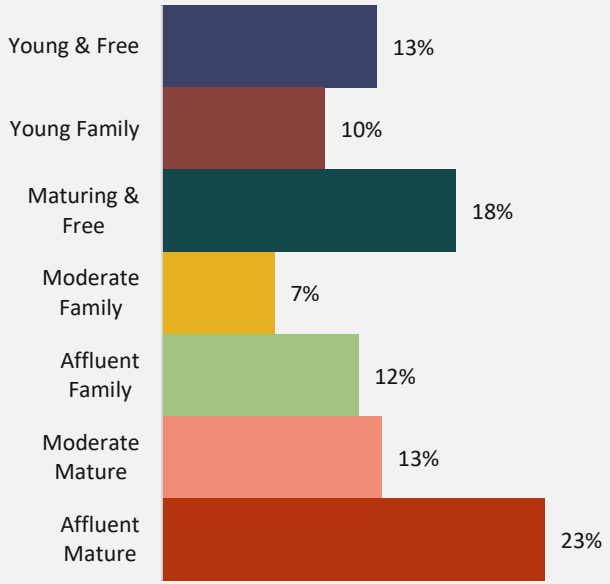
54% Married/Living with Partner

33% Children in household

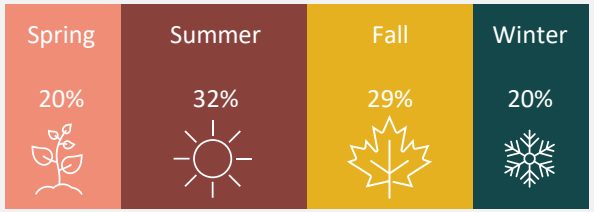
Generations



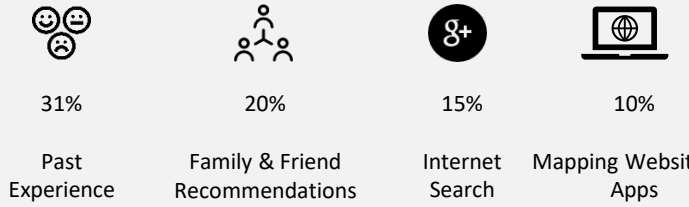
Lifestage



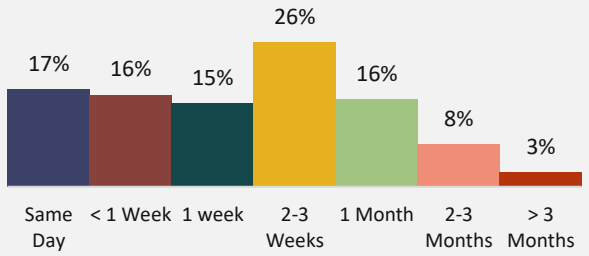
Season of Trip



Top Trip Planning Resources

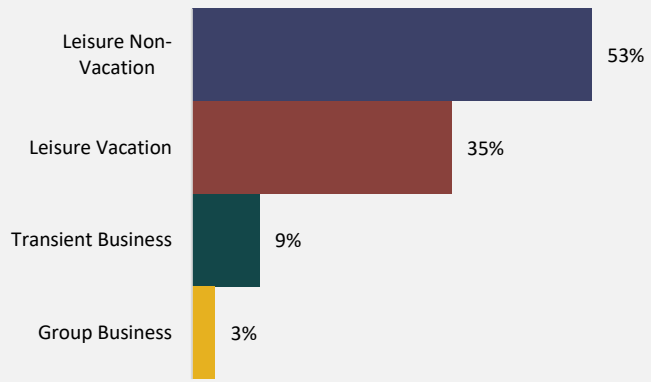


Trip Planning Timeframe

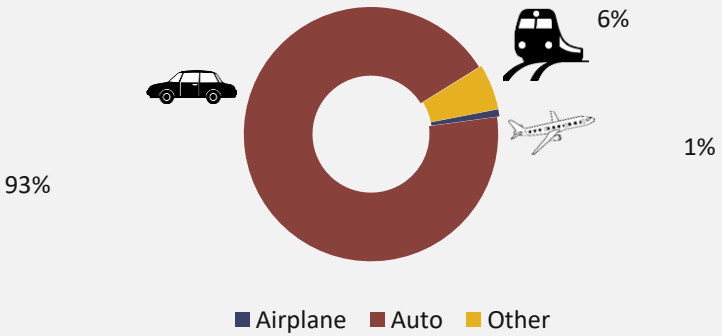


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Trip Purpose



Transportation Used to Travel



Top Activities

98%
Activity Participation

- 30% Gambling
- 22% Culinary
- 16% Shopping
- 15% Medical/Health
- 10% Holiday Celebration

Average Expenditure

$201
Person-Per-Day

Average Party Size

2.11
Persons

Average Length of Stay

2.38
Nights

Travel Party (Overnight Stays)

- 23% travel alone
- 51% travel together
- 9% travel in groups of 3+ adults
- 18% travel with children

20% One Overnight Trip in Past 3 Years

Frequent Traveler (4+ Overnight Trips in Past 3 Years) 61%

- Satisfaction (8.75)
- Value for Money (8.58)
- Likely to Recommend (8.61)

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Mean Household Income

$140,469

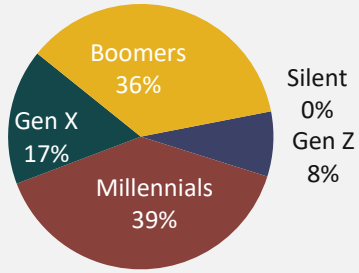
Average Visitor Age

49
Years old

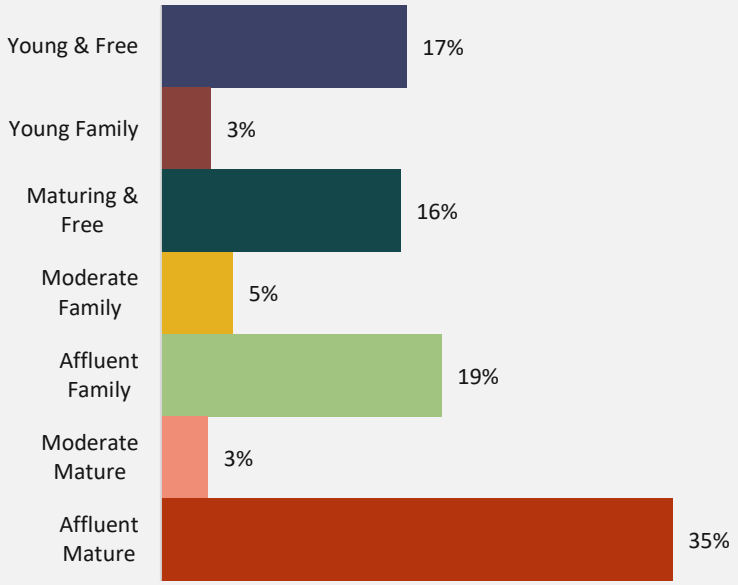
61% Married/Living with Partner

29% Children in household

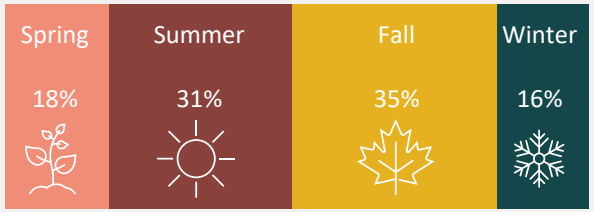
Generations



Lifestage



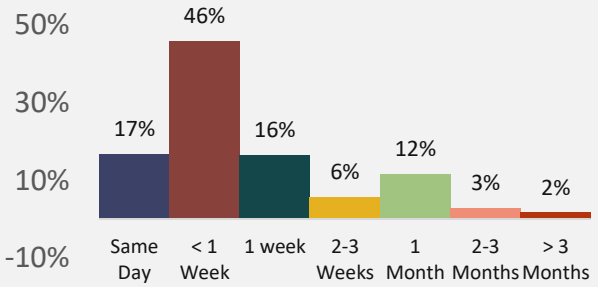
Season of Trip



Top Trip Planning Resources

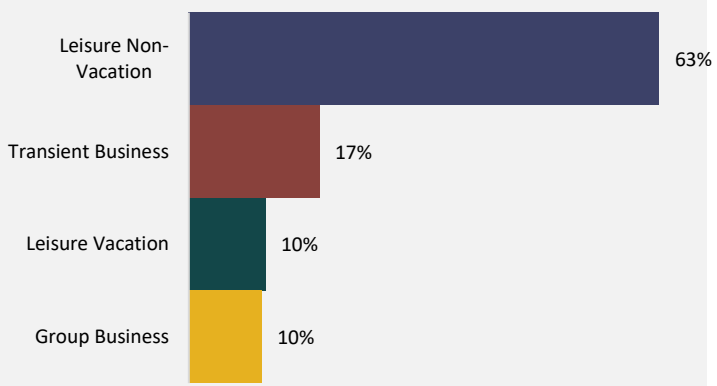
36%	12%	11%	8%
Past Experience	Family & Friend Recommendations	Mapping Websites & Apps	Online Visitor Guide

Trip Planning Timeframe

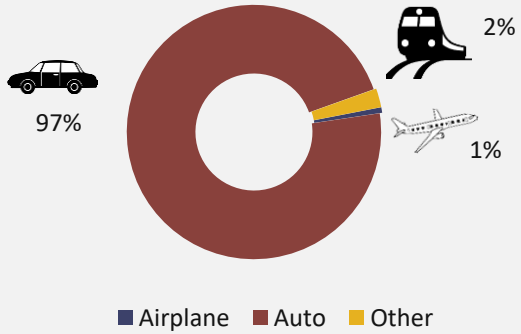


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Trip Purpose



Transportation Used to Travel



Top Activities

98%
Activity Participation

- 25% Shopping
- 23% Gambling
- 22% Culinary
- 22% Business/Work
- 18% Visit Friends/Relatives

Average Expenditure

$174
Person-Per-Day

Average Party Size

1.61
Persons

Average Length of Stay

2.61
Nights

Travel Party (Overnight Stays)

- 58% travel alone
- 31% travel together
- 4% travel in groups of 3+ adults
- 7% travel with children

31% One Overnight Trip in Past 3 Years

Frequent Traveler (4+ Overnight Trips in Past 3 Years) 53%

- Satisfaction (8.13)
- Value for Money (8.07)
- Likely to Recommend (7.95)

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Mean Household Income

$76,137

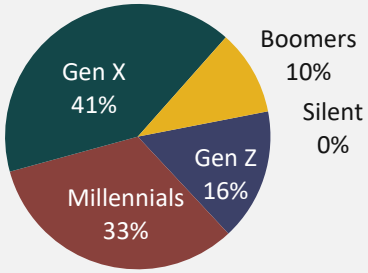
Average Visitor Age

46
Years old

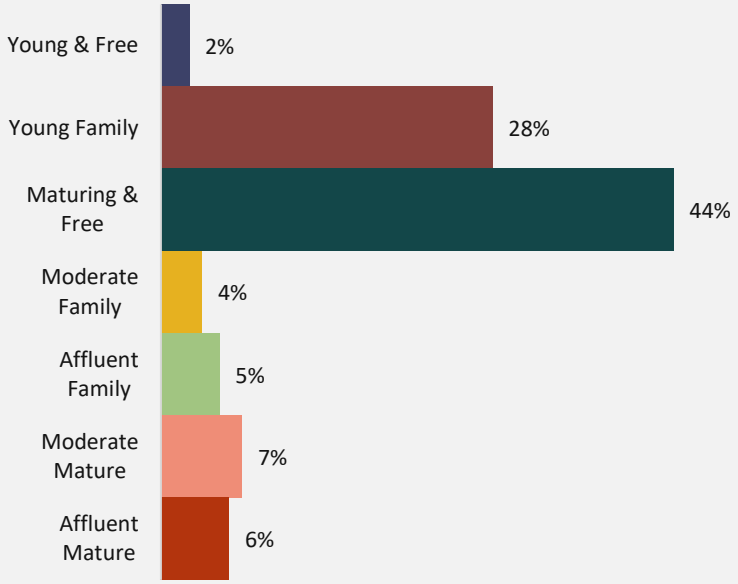
58% Married/Living with Partner

40% Children in household

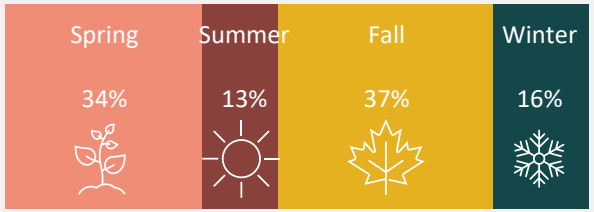
Generations



Lifestage



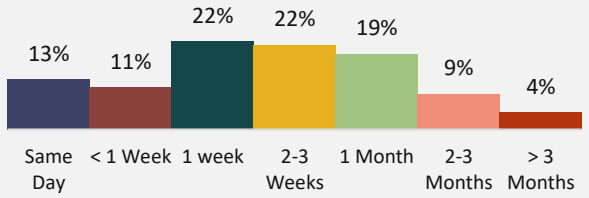
Season of Trip



Top Trip Planning Resources

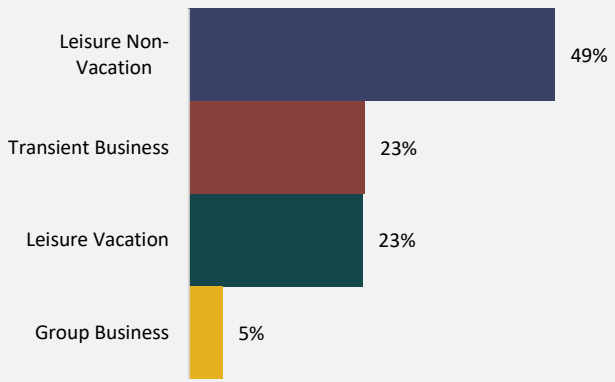
32%	17%	9%	8%
Past Experience	Accommodation Websites & Apps	Internet Search	Attraction Websites & Apps

Trip Planning Timeframe

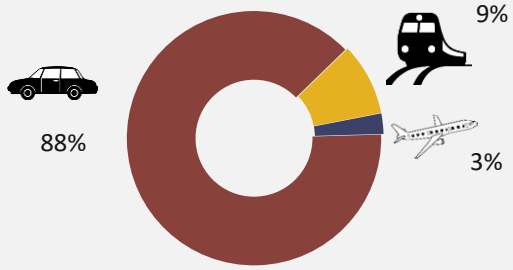


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor℠

Trip Purpose



Transportation Used to Travel



Top Activities

90%
Activity Participation

- 31% Visit Friends/Relatives
- 28% Business/Work
- 21% Shopping
- 11% Culinary
- 7% Camping

Average Expenditure

$145
Person-Per-Day

Average Party Size

1.95
Persons

Average Length of Stay

2.30
Nights

Travel Party (Overnight Stays)

- 46% travel alone
- 38% travel together
- 8% travel in groups of 3+ adults
- 8% travel with children

20% One Overnight Trip in Past 3 Years

Frequent Traveler (4+ Overnight Trips in Past 3 Years) 55%

- Satisfaction (7.61)
- Value for Money (7.89)
- Likely to Recommend (7.54)

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor℠

– 03 –
CHARTS & GRAPHS

The "Charts & Graphs" section of the 2025 Louisiana Visitor Profile Report delves into detailed visitation data for Louisiana’s primary tourism segments. Each chart and graph offers a comparative analysis with equivalent segments across the United States, providing valuable insights into visitor trends, trip characteristics, and traveler behaviors. Where applicable, we also explore Louisiana's air and auto travel segments to provide a comprehensive understanding of the state's tourism dynamics. Explore the visuals to uncover key trends that shape Louisiana's tourism industry and its position in the broader national context.

44.37 MILLION

Louisiana Domestic Travelers
(Compared to 44.06 million in 2024)

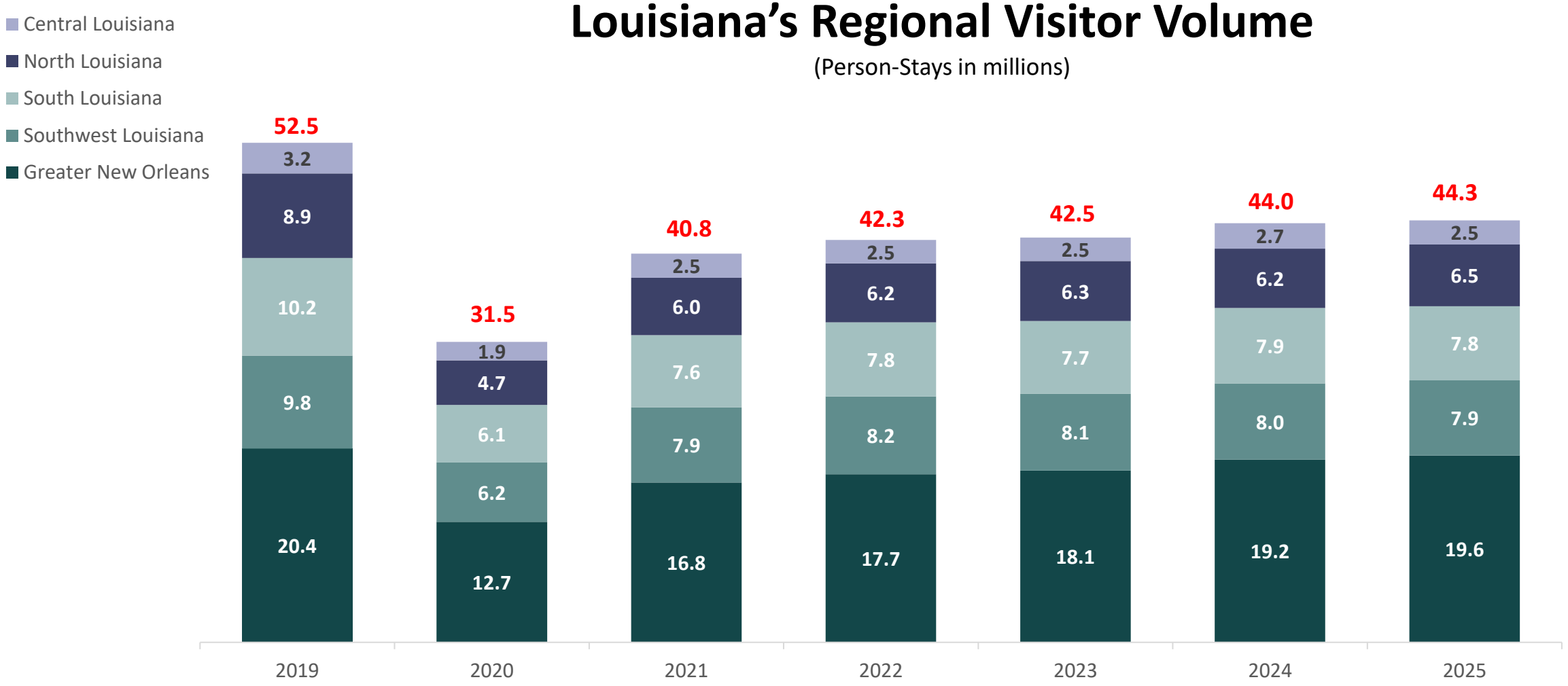
$18,037

Total Domestic Direct Spending
(in millions)
(Compared to $17,128 in 2024)

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Louisiana's Regional Visitor Volume

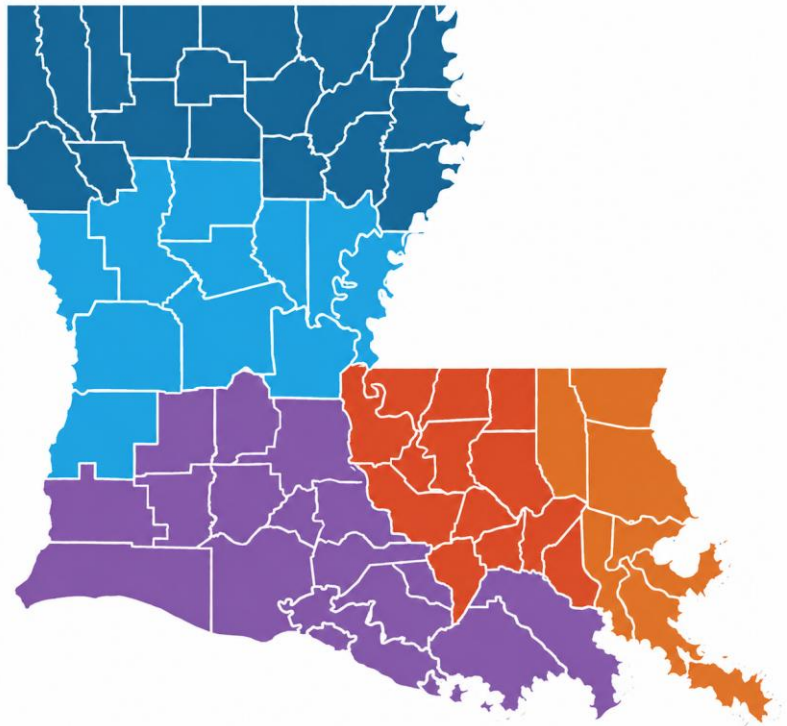
(Person-Stays in millions)



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

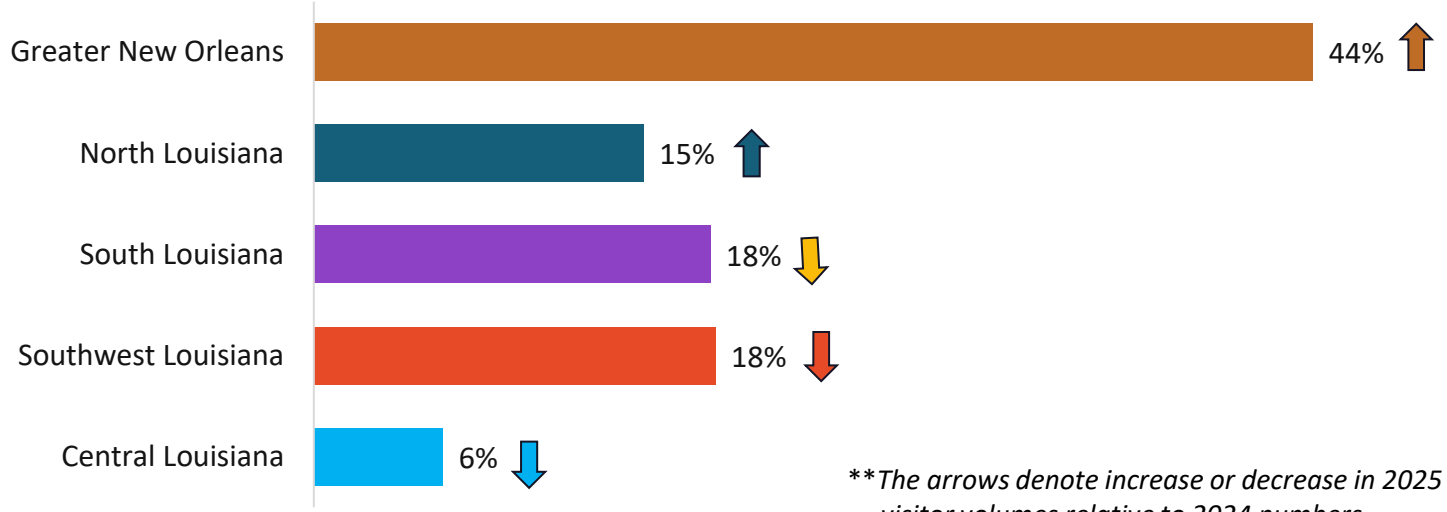
LOUISIANA Feed Your Soul.

MMGY Travel Intelligence



Louisiana's Regional Visitor Volume Share

(Person –Stays in millions)



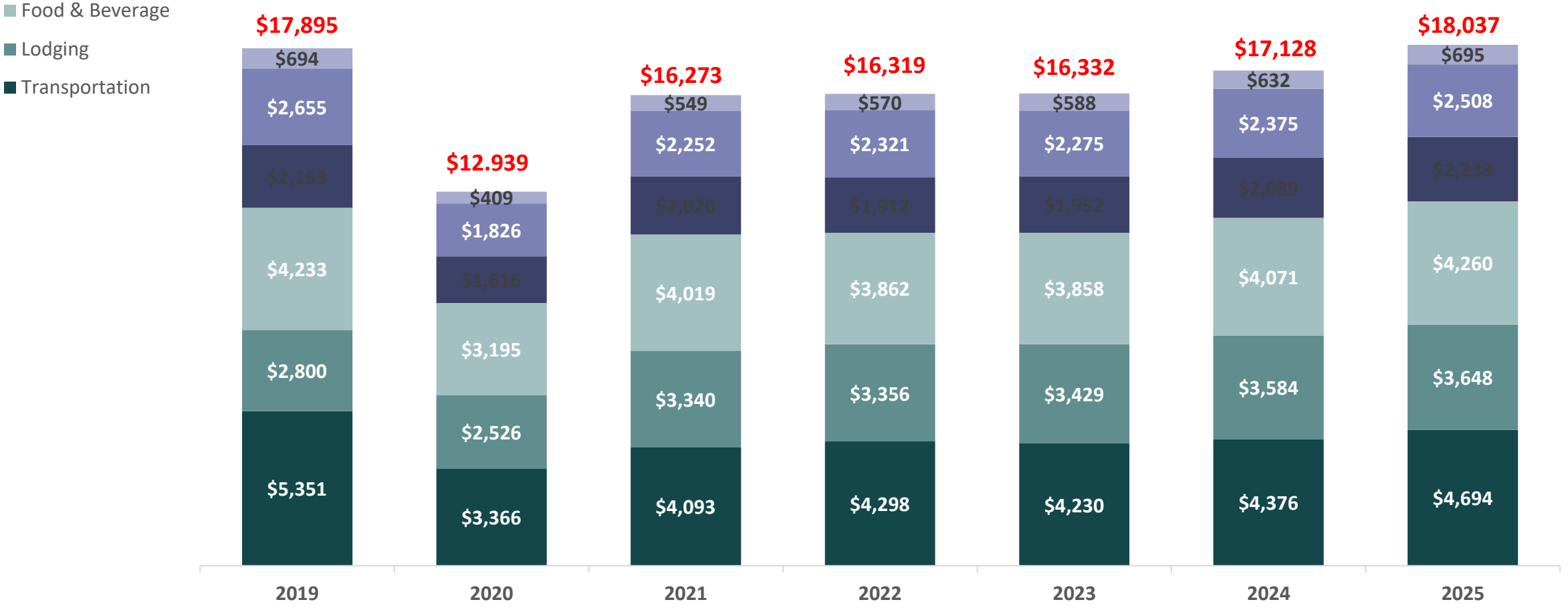
***The arrows denote increase or decrease in 2025 visitor volumes relative to 2024 numbers*

The Greater New Orleans region continues to be the most popular destination for Louisiana visitors, with a slight increase in person-stays 2025. The North region saw the most growth of 4.2%. The South, Southwest, and Central regions reported decreases in visitors.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

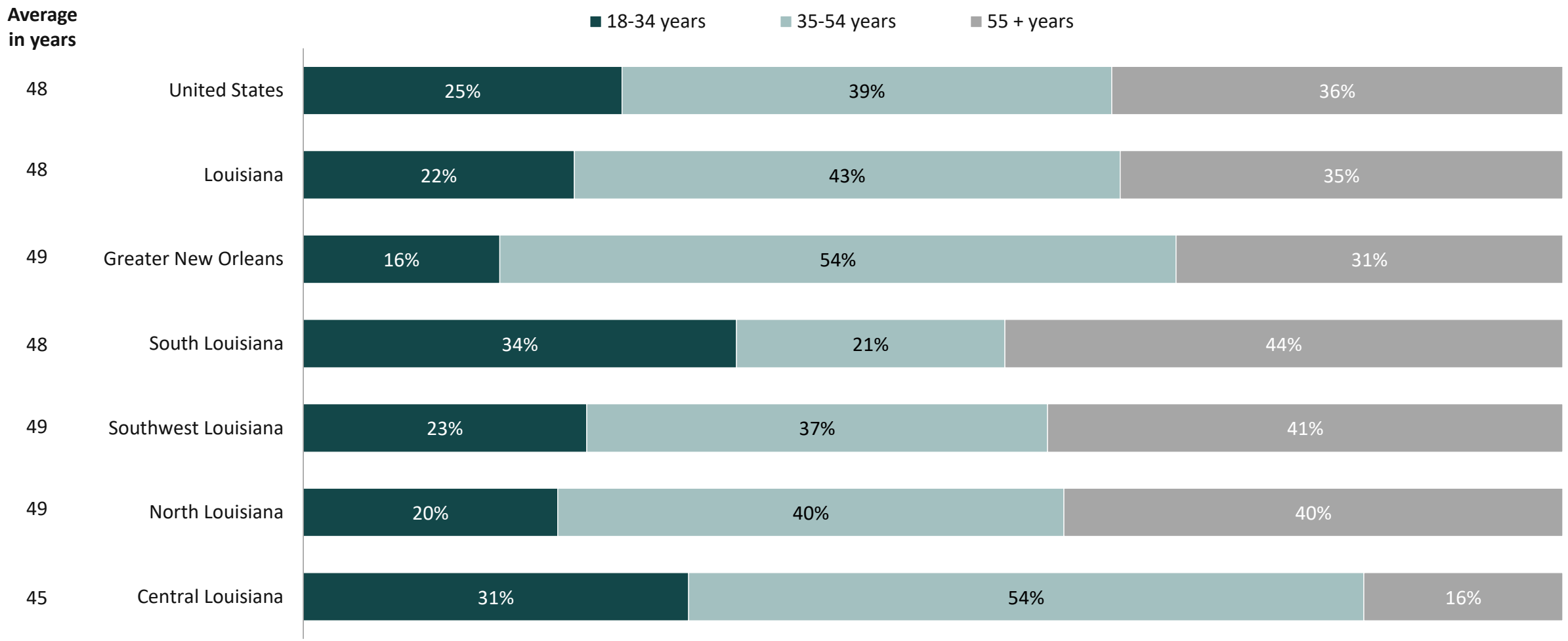
Louisiana's Direct Spending

in millions



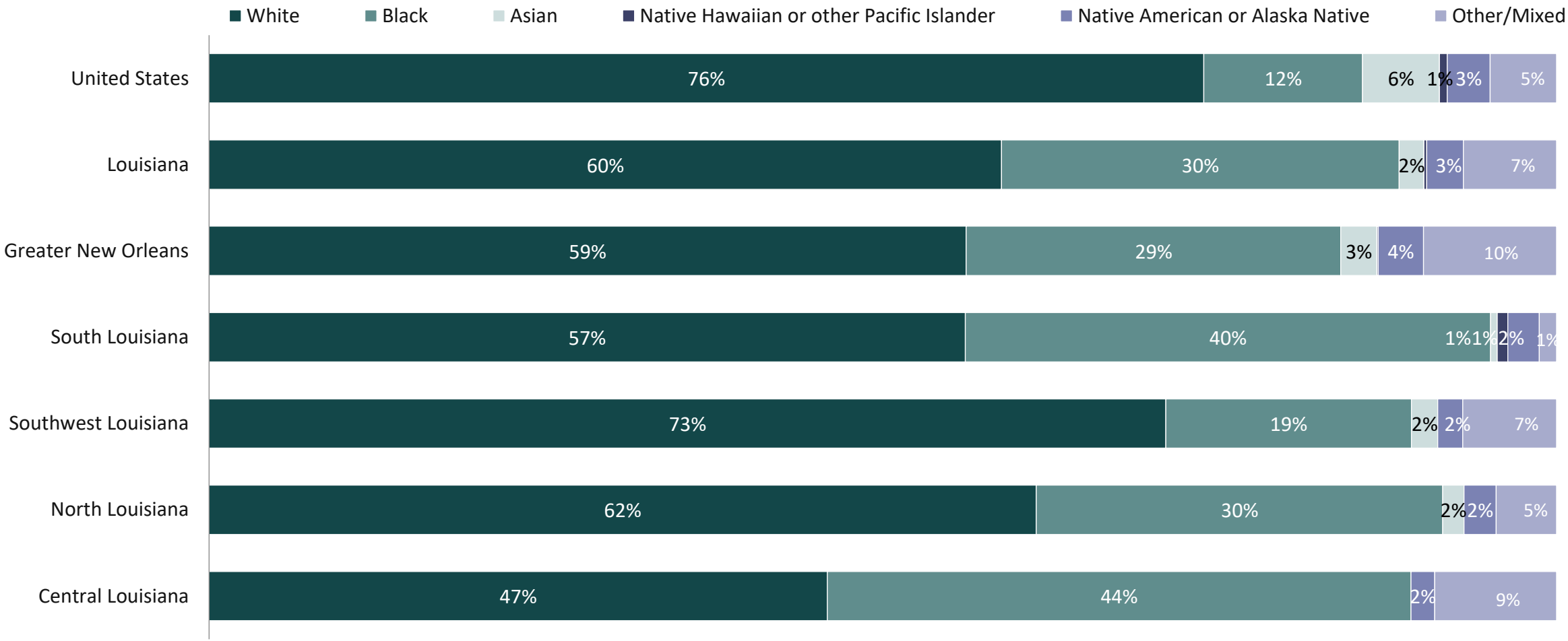
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Age of Respondent



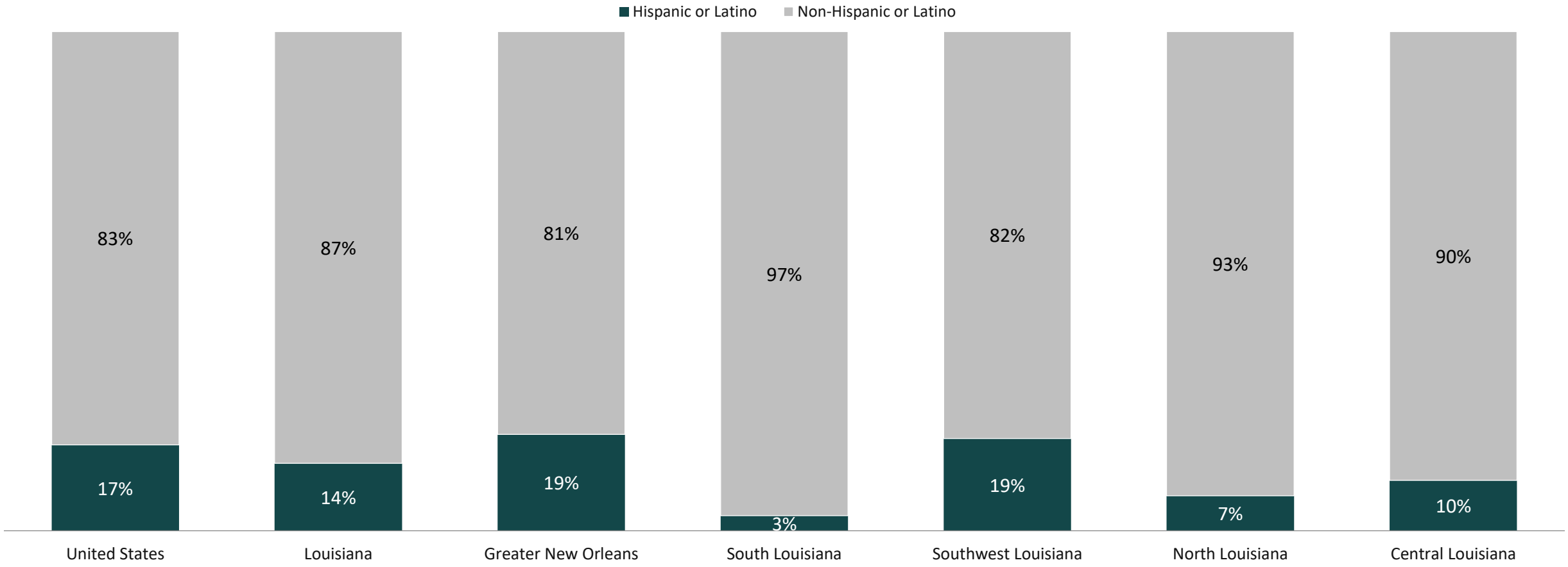
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Race of Respondent



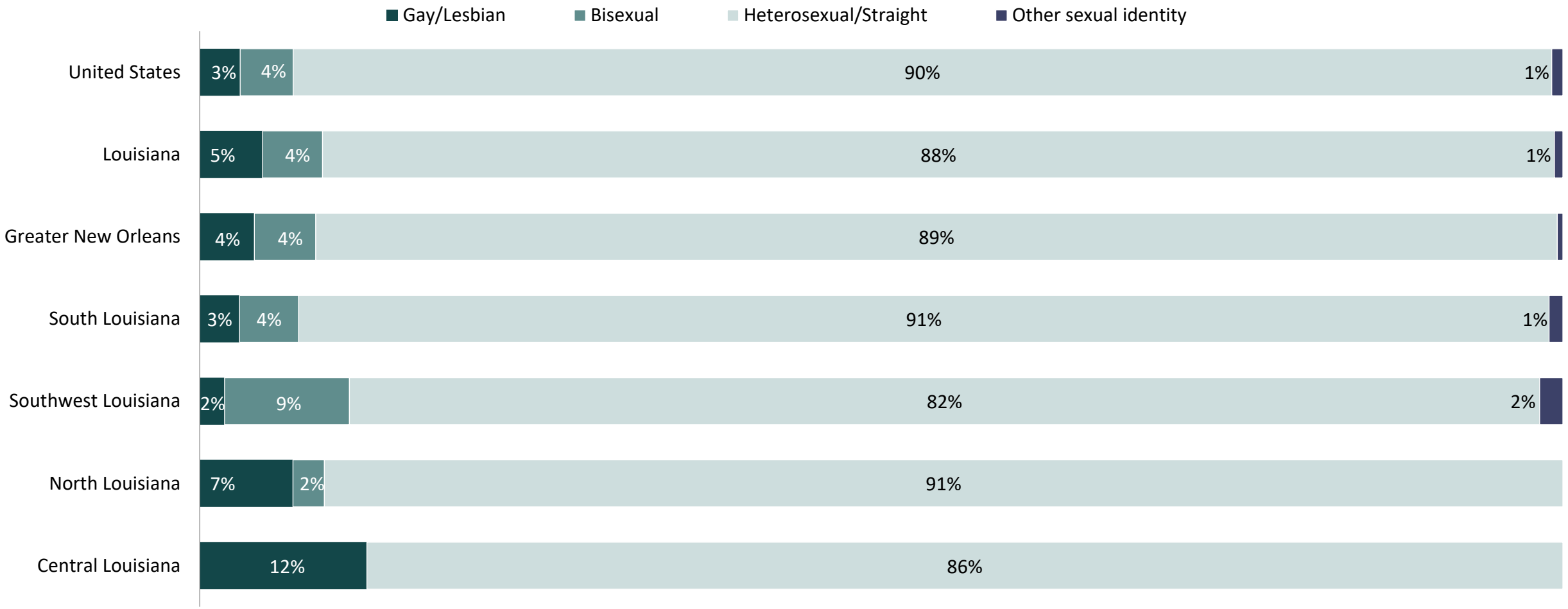
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Ethnic Origin of Respondent



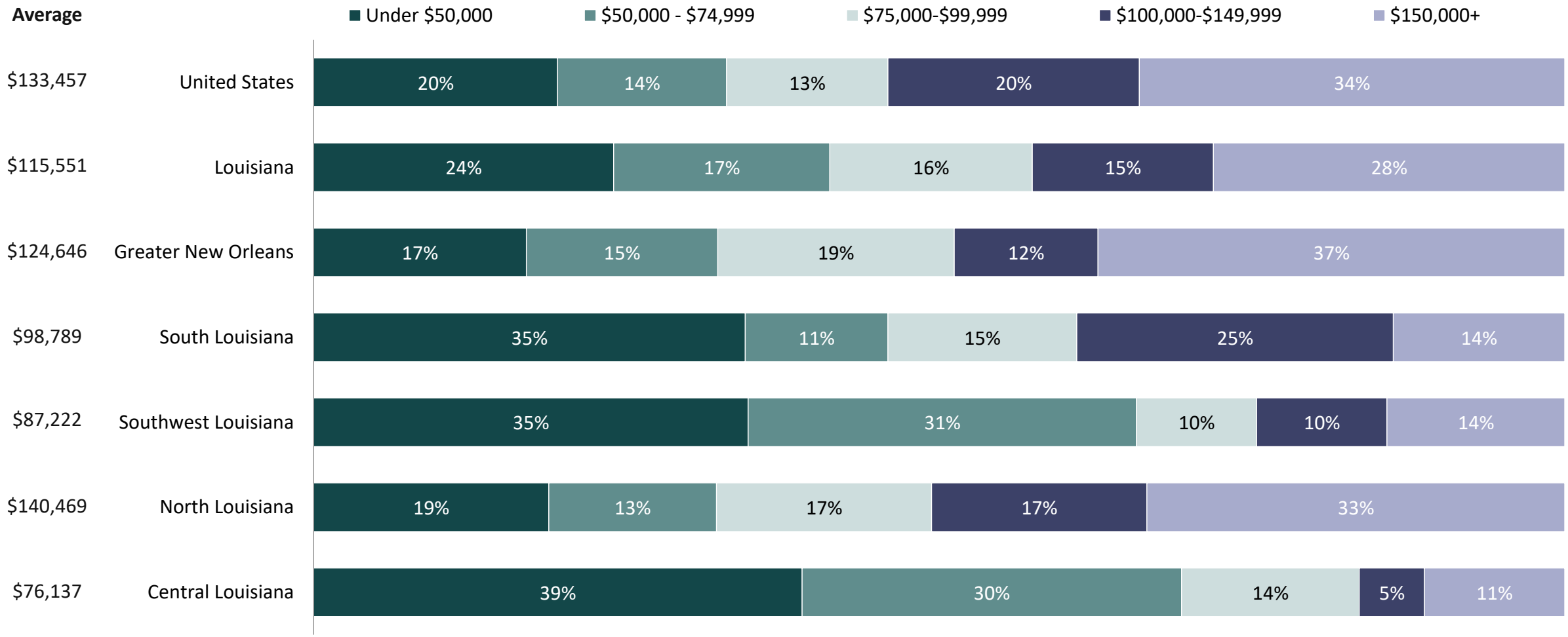
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Sexual Orientation of Respondent



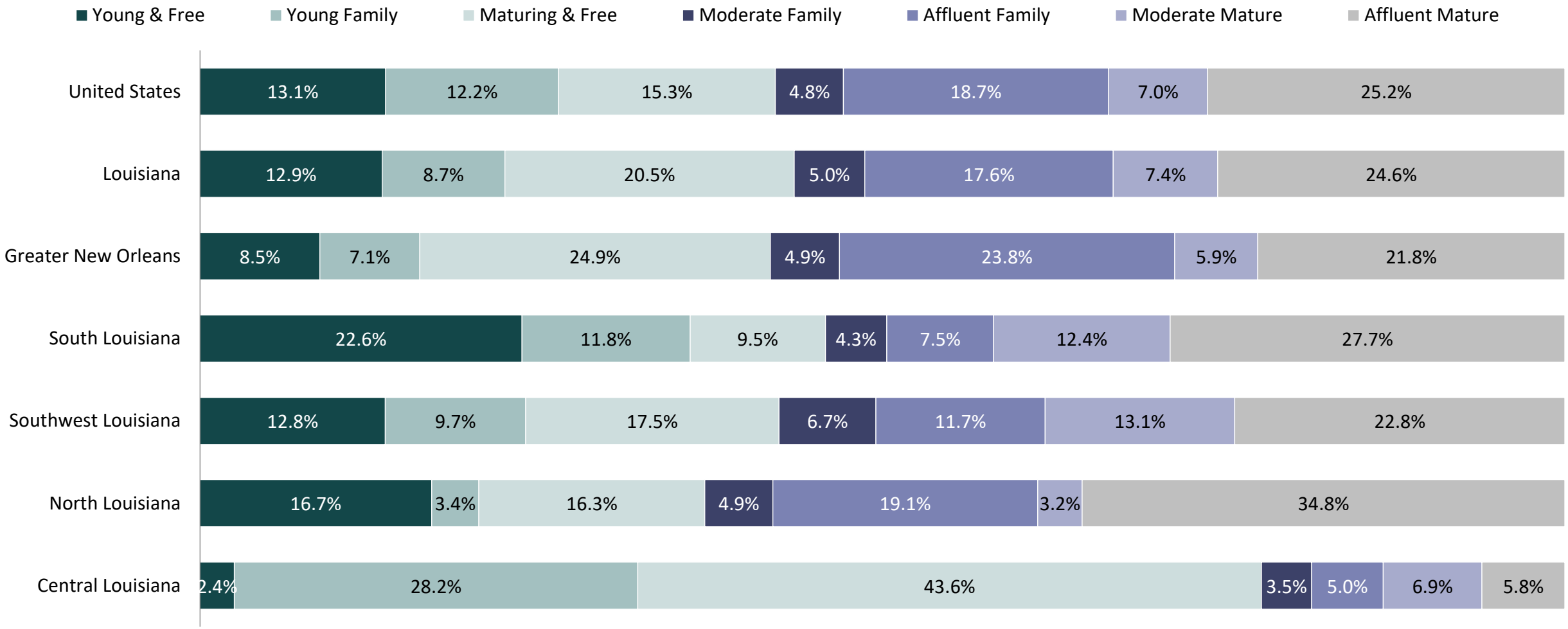
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Household Income



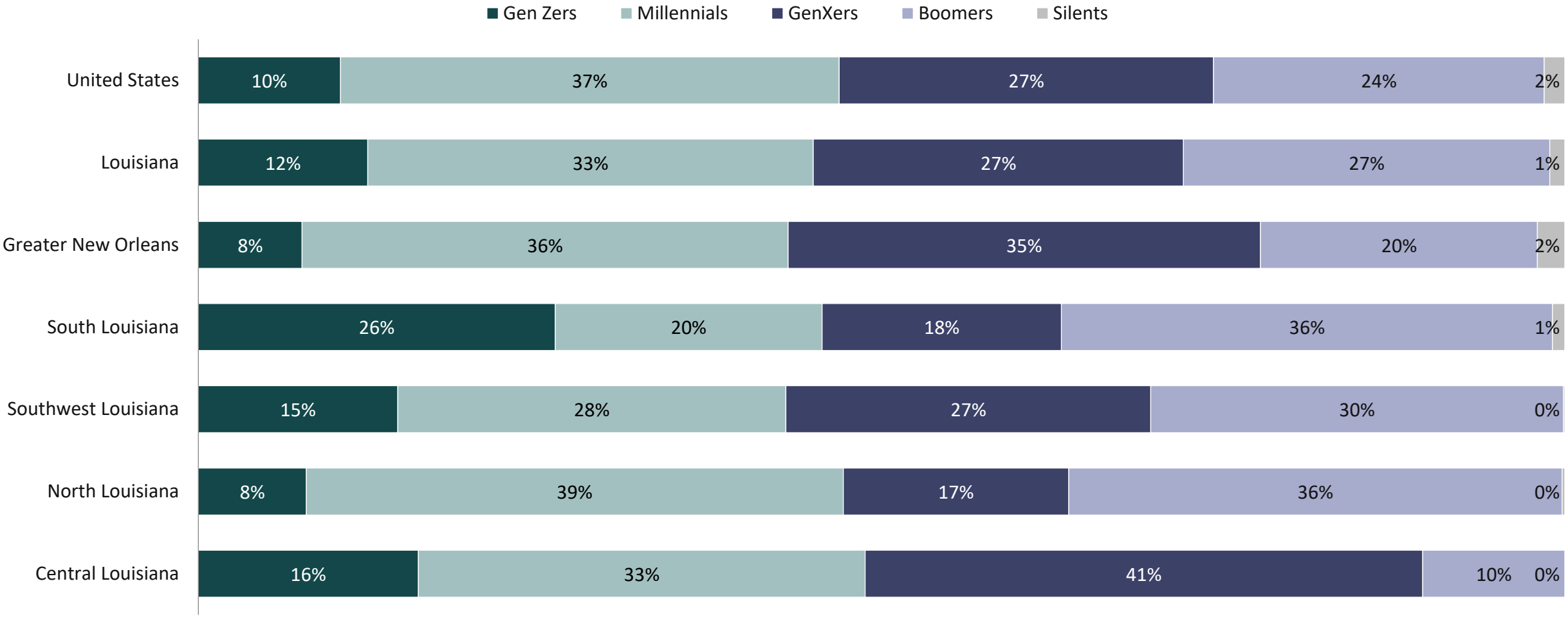
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Lifestage of Respondent



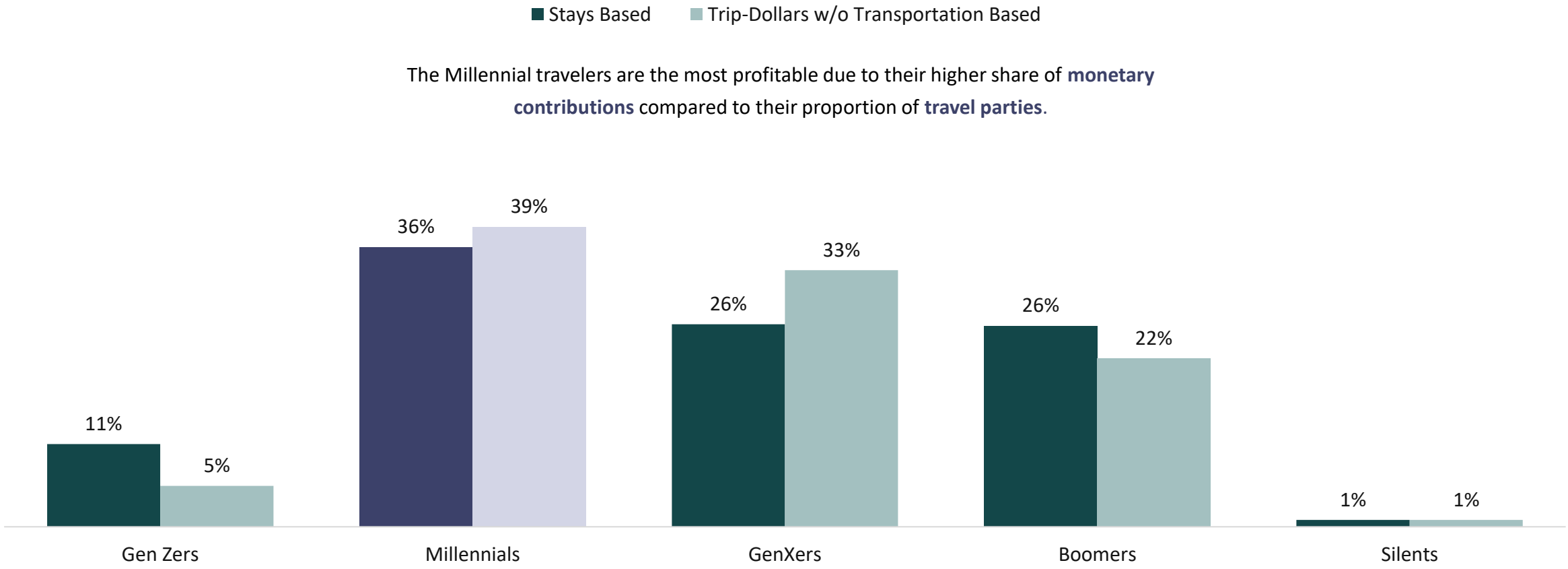
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Generation of Respondent



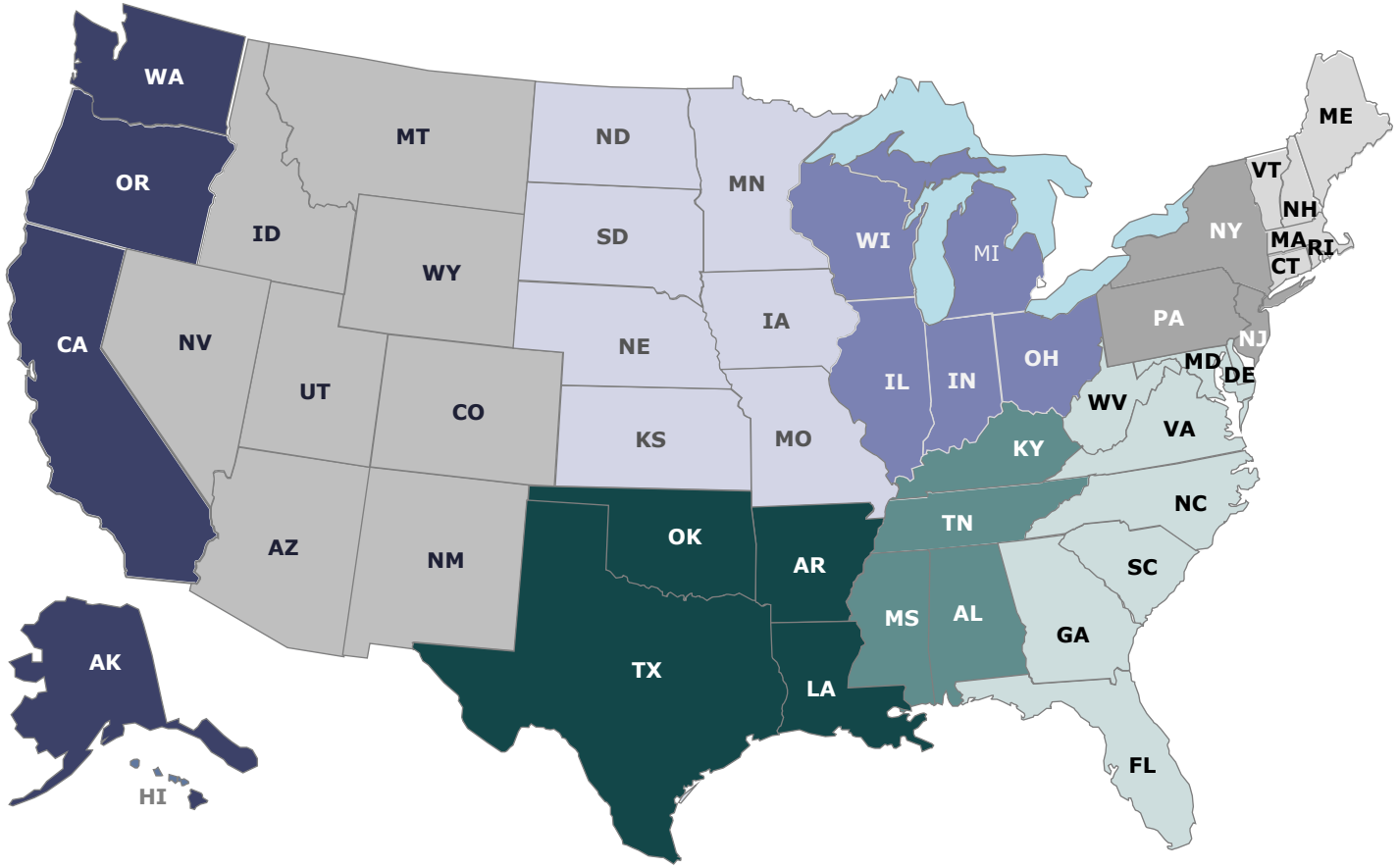
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Louisiana's Opportunity by Generation



2023-2025 Louisiana Total (Base = 3,931)
Source: 2025 PERFORMANCE/Monitor[SM]

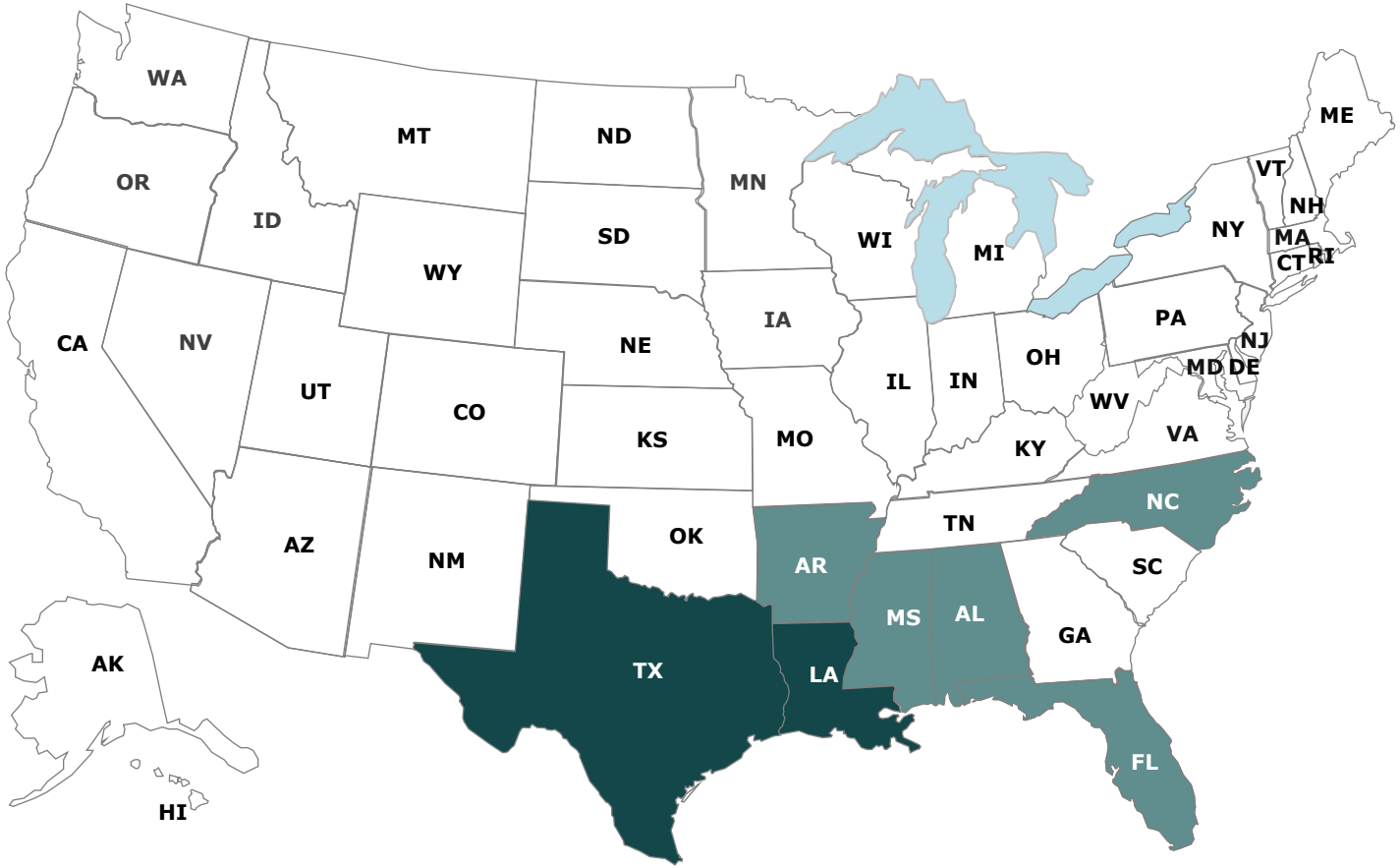
Origin Census Divisions For Travel To Louisiana



West South Central	75%
East South Central	10%
South Atlantic	7%
Pacific	2%
East North Central	2%
West North Central	2%
Middle Atlantic	1%
Mountain	1%
New England	0%

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Top Origin States For Travel To Louisiana



Louisiana	51%
Texas	22%
Mississippi	6%
Alabama	3%
Florida	3%
Arkansas	2%
North Carolina	2%

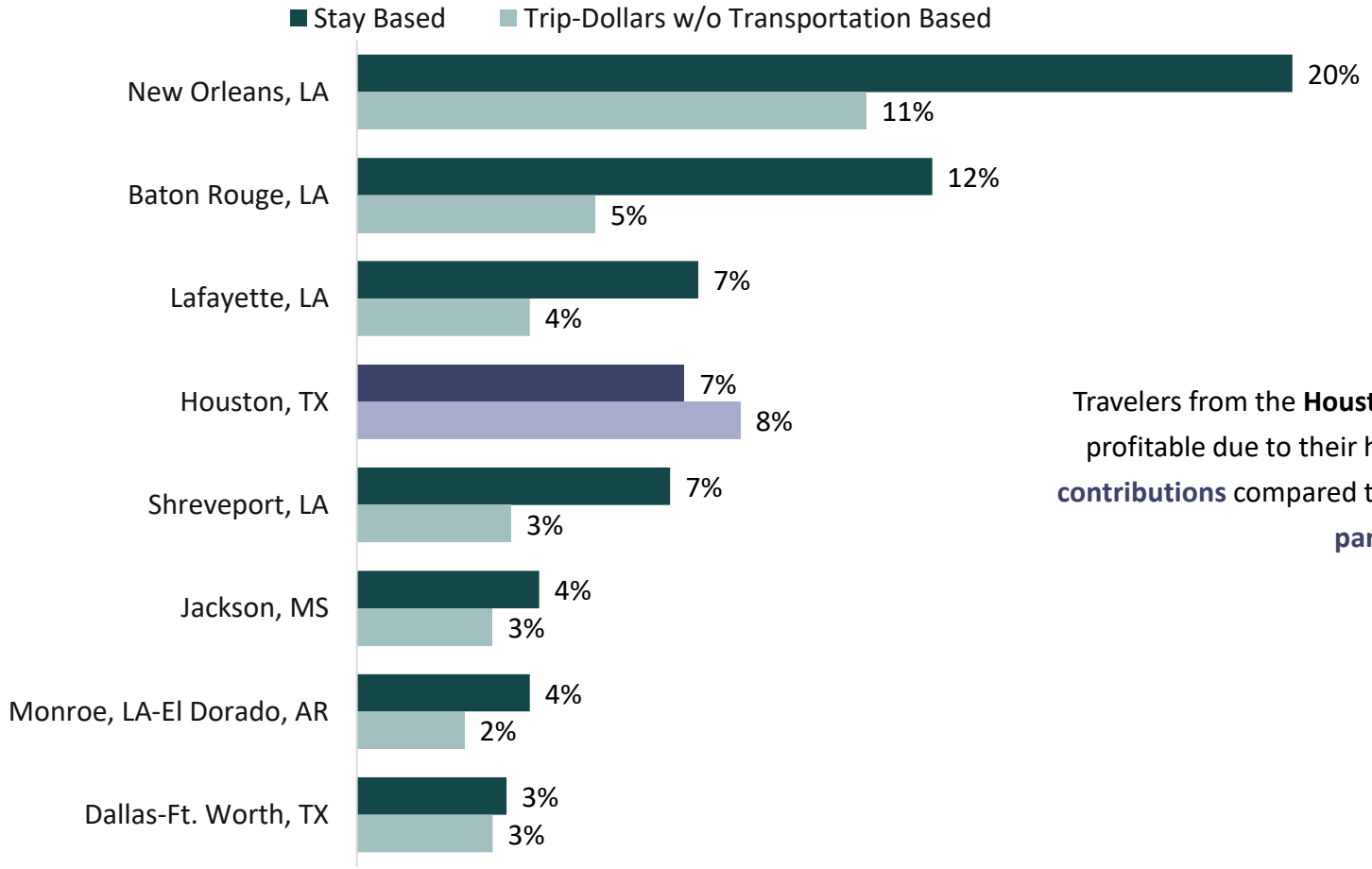
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Top 10 Origin DMAs For Travel To Louisiana

ORIGIN DMAs	United States	Louisiana	Greater New Orleans	South Louisiana	Southwest Louisiana	North Louisiana	Central Louisiana
New Orleans, LA	0.6%	19%	24.3%	40%	9.2%	0.5%	2.8%
Houston, TX	2.4%	10%	10.5%	3%	19.9%	8%	13%
Baton Rouge, LA	0.3%	9.1%	8.1%	21.6%	7.7%	2.7%	7.4%
Shreveport, LA	0.5%	7.6%	0.4%	1.8%	0.3%	34.5%	6.8%
Lafayette, LA	0.2%	7.1%	4.3%	2.7%	30.8%	1.3%	4.2%
Monroe, LA-El Dorado, AR	0.1%	5%	0.1%	0.4%	0.3%	24.7%	3.4%
Waco-Temple-Bryan, TX	0.5%	4.5%	8.2%	1.1%	2.1%	0.1%	0%
Jackson, MS	0.3%	3.7%	4.3%	0.9%	0.9%	4.9%	10.5%
Dallas-Fort Worth, TX	3.7%	3.6%	1.8%	2.5%	0.8%	10.4%	3.3%
Mobile, AL-Pensacola (Fort Walton Beach), FL	0.4%	2.7%	5.6%	0%	1%	0%	0%
Lake Charles, LA	0.1%	2.7%	0.5%	7.7%	8.7%	0.4%	1.3%
Alexandria, LA	0%	2.1%	0.2%	2%	1.2%	1.3%	30.4%
Top 10 Sum	9%	77.1%	68.3%	83.7%	82.9%	88.8%	83.1%

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

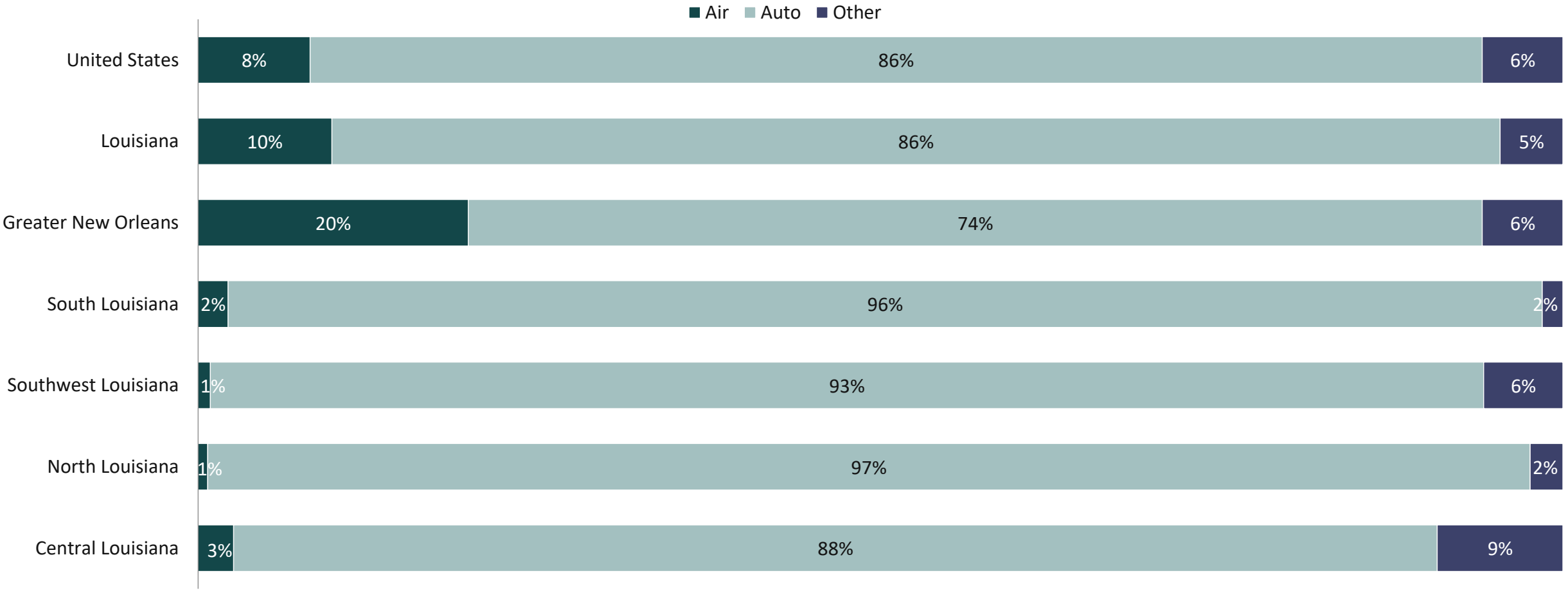
Louisiana's Opportunity by Origin DMA



Travelers from the **Houston, TX DMA** are the most profitable due to their higher share of **monetary contributions** compared to their proportion of **travel parties**.

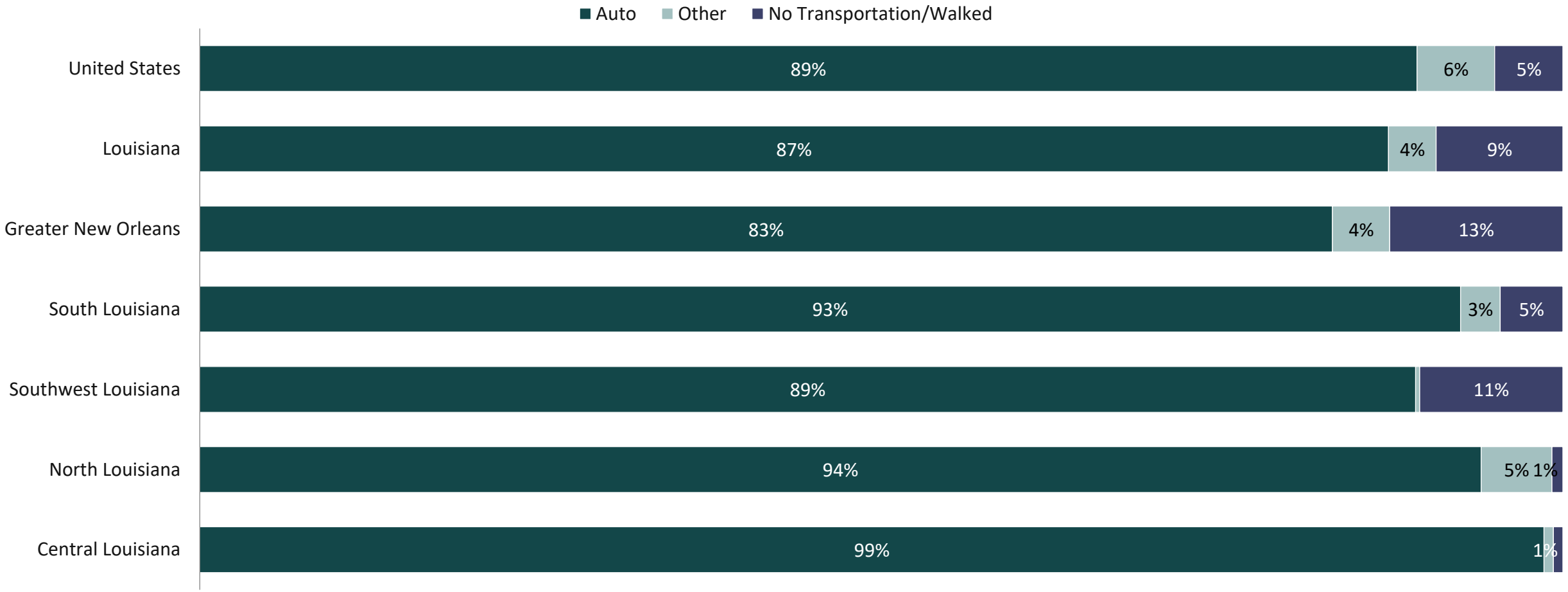
2023-2025 Louisiana Total (Base = 3,931)
Source: 2025 PERFORMANCE/Monitor[SM]

Main Mode of Transportation to Destination



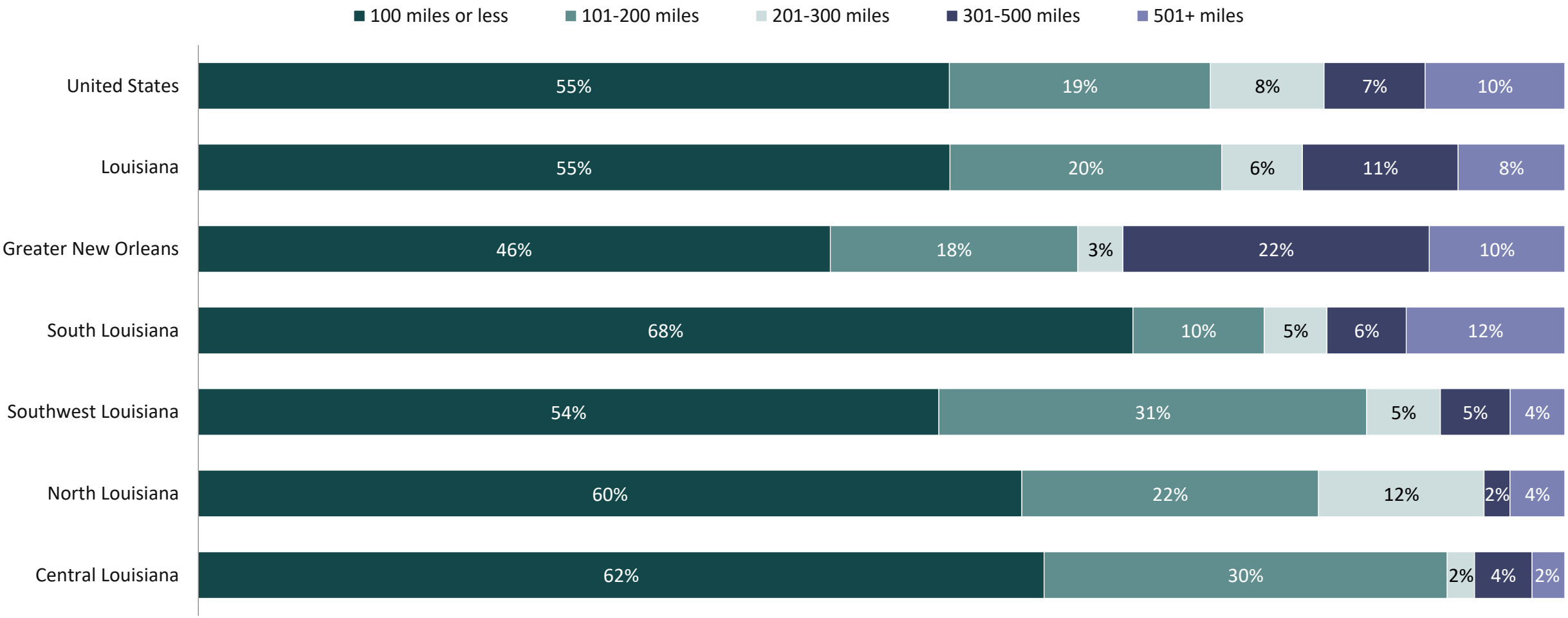
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Main Mode of Transportation within the Destination



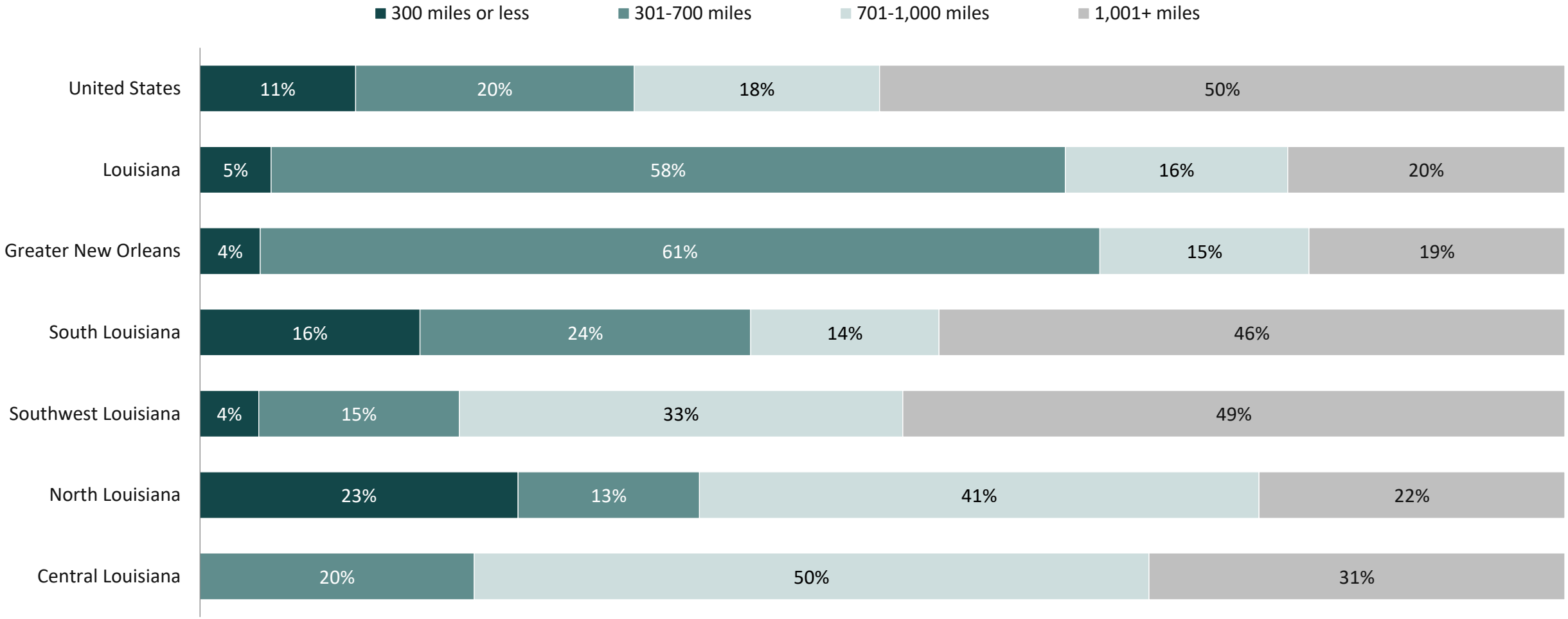
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

One-Way Travel Distance by Auto



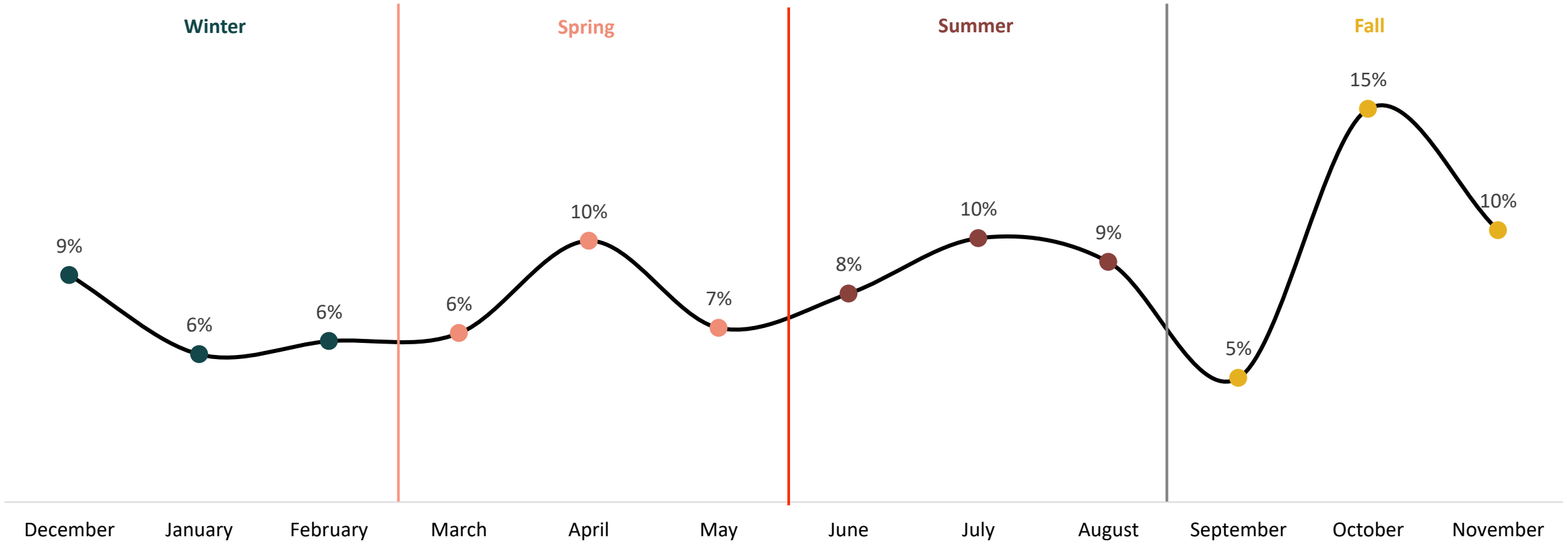
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

One-Way Travel Distance by Air



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Month Trip Started

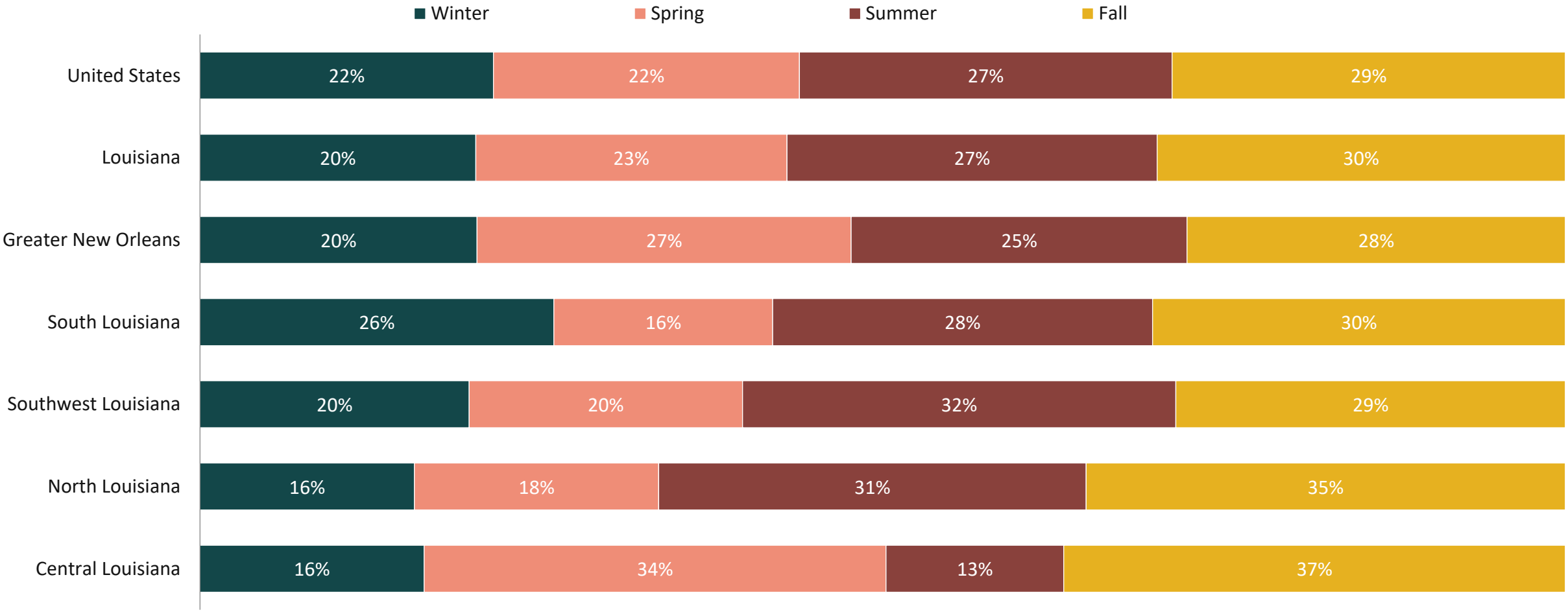


Louisiana travel peaks in Fall season, with a strong spike in October. September reported the lowest travel in 2025.

In contrast, the Winter months, specifically January and February, experience the lowest travel.

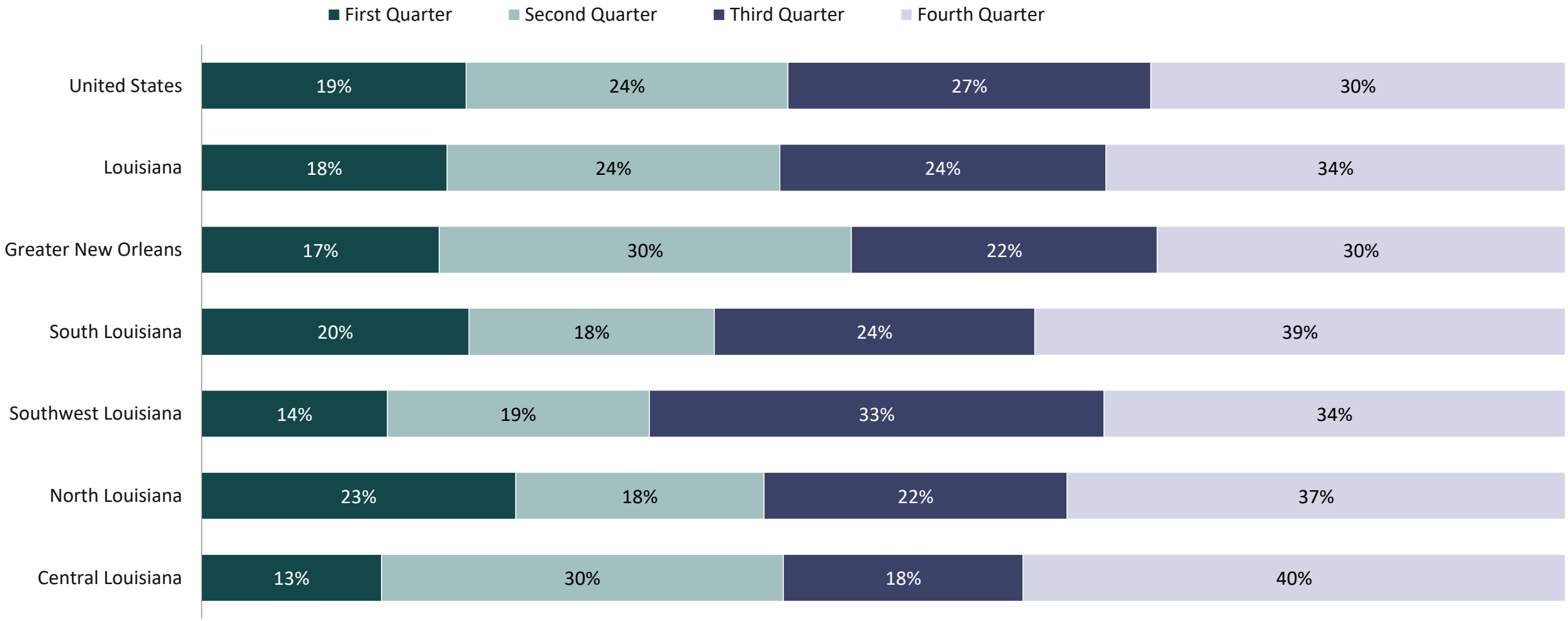
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Trip Timing by Season



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

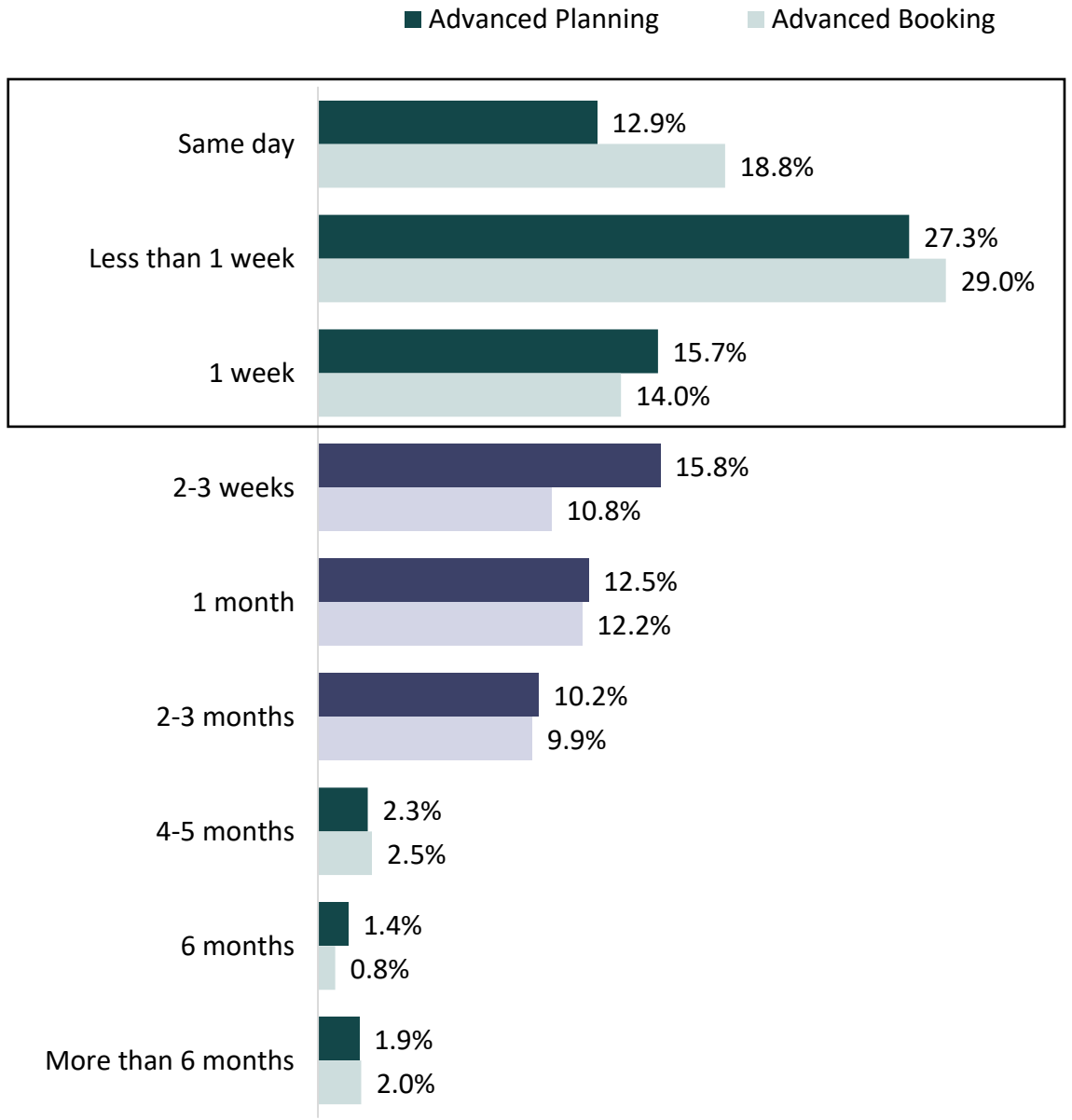
Trip Timing by Quarter



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

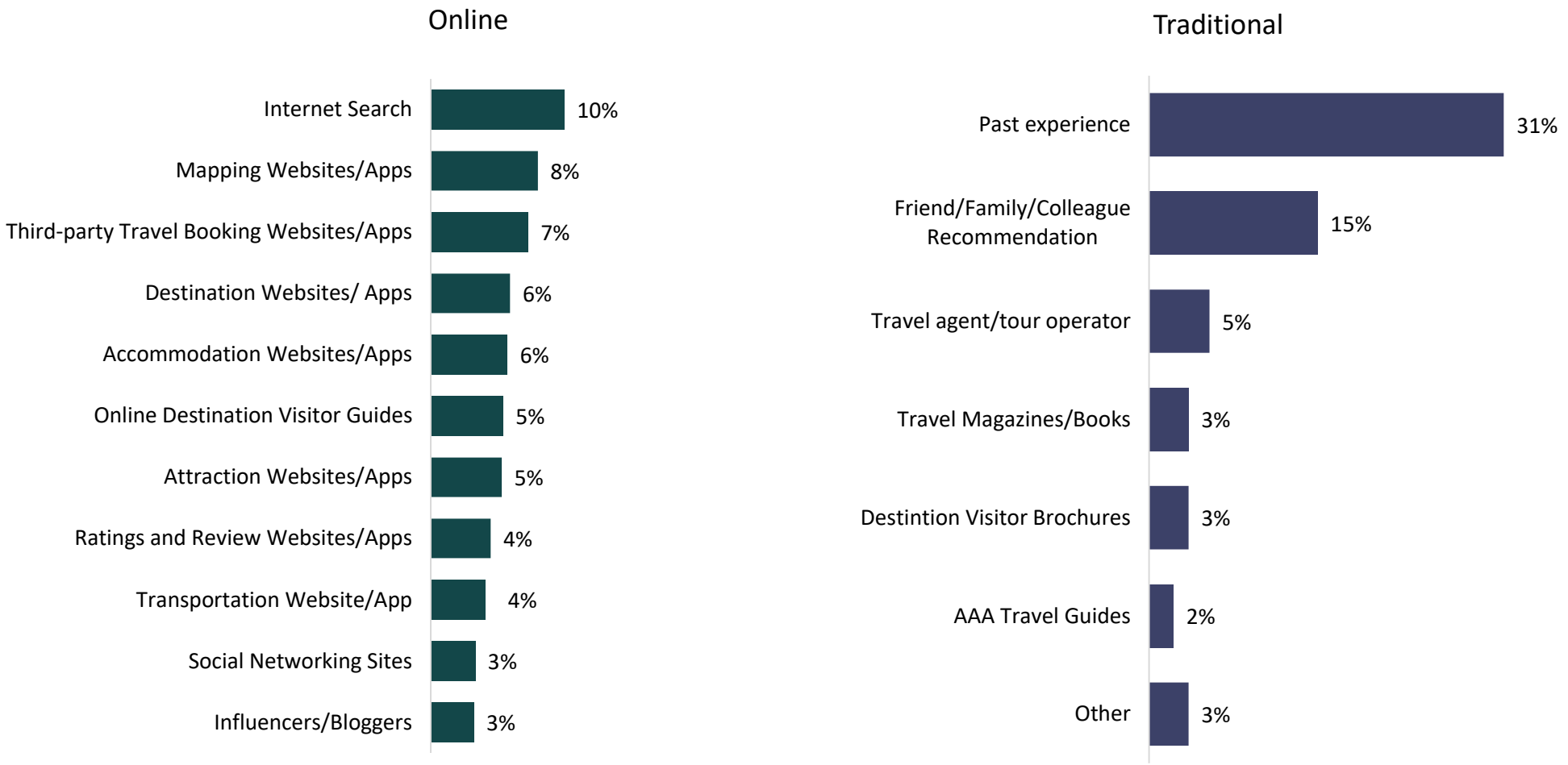
Trip Planning Timeframe

The majority of trip planning and booking activities happen closer to the departure date revealing a clear preference for shorter timeframes. This trend suggests a desire for flexibility, possibly in response to evolving travel conditions or last-minute opportunities.



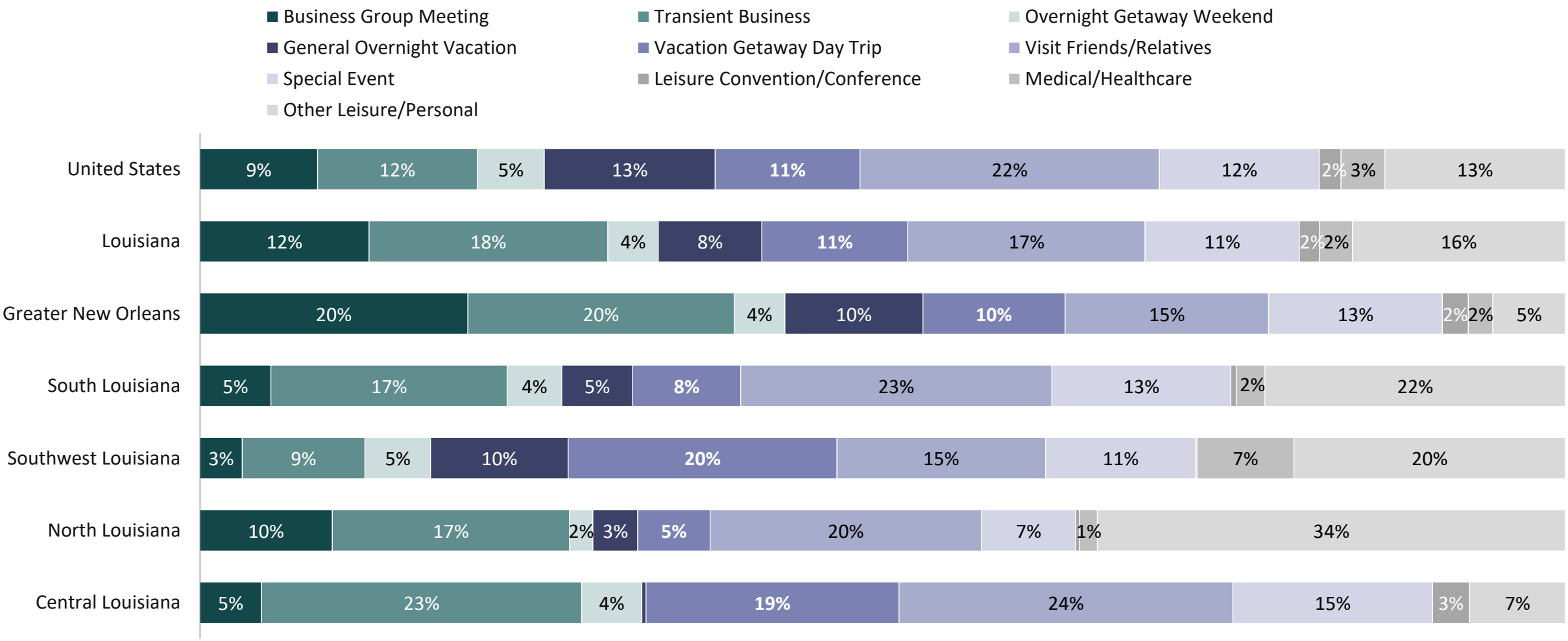
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Information Sources Used



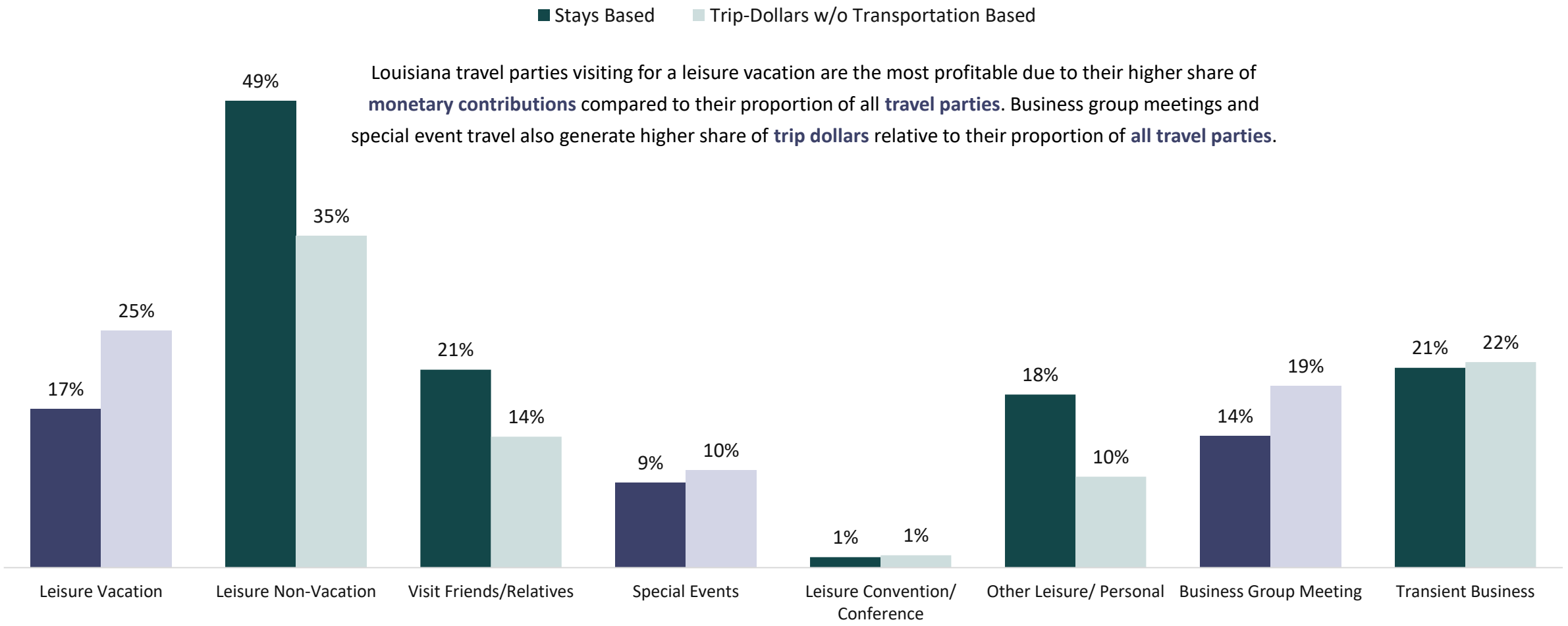
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Purpose of Trip



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

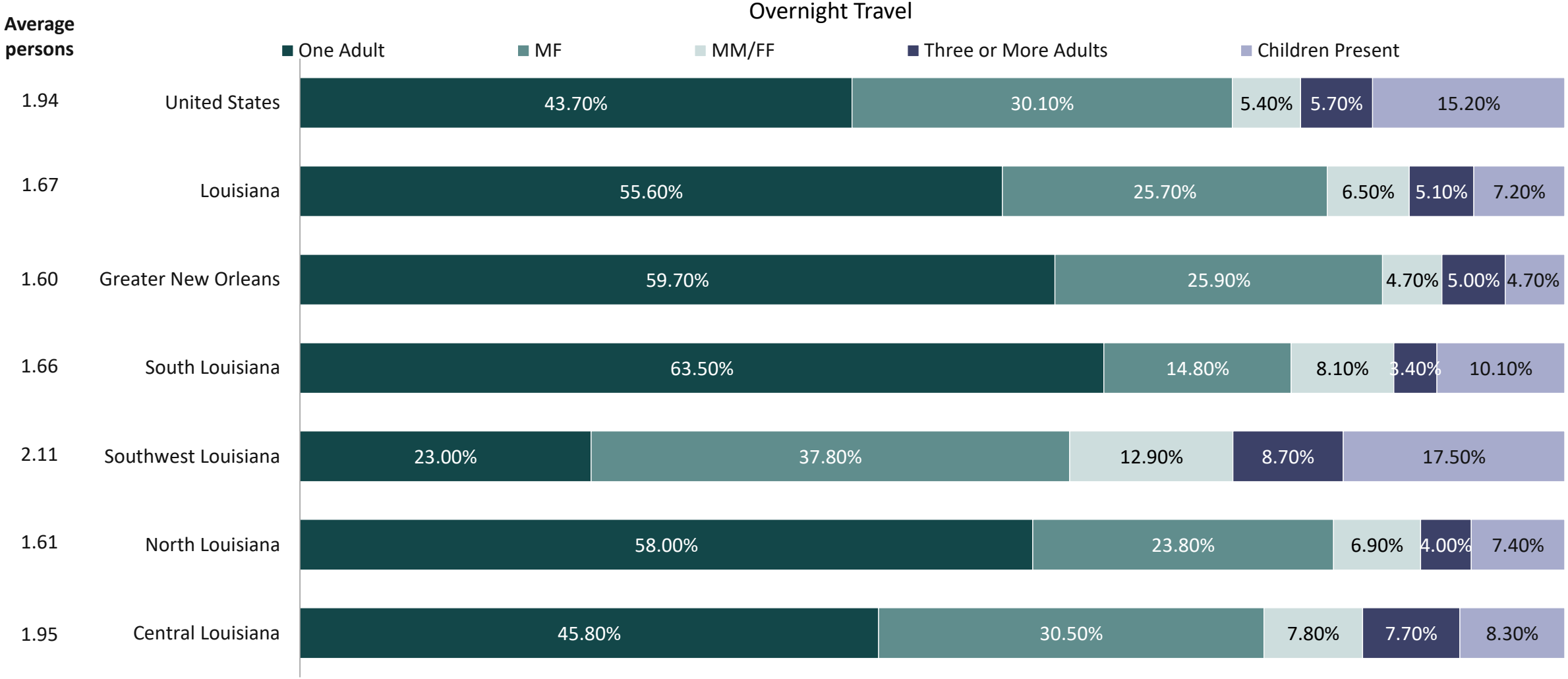
Louisiana's Opportunity by Purpose of Stay



2023-2025 Louisiana Total (Base = 3,931)
Source: 2025 PERFORMANCE/Monitor[SM]

Travel Party Composition

Overnight Travel

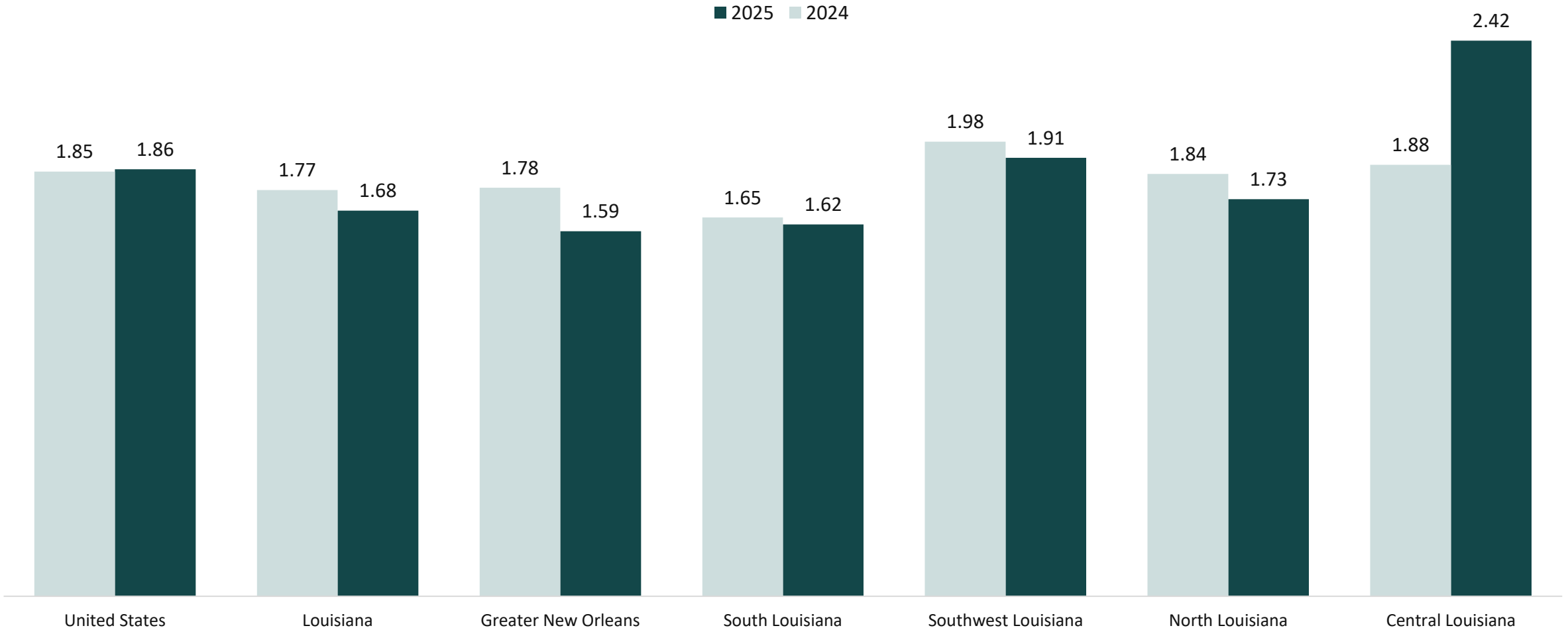


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Louisiana Feed Your Soul.

MMGY Travel Intelligence

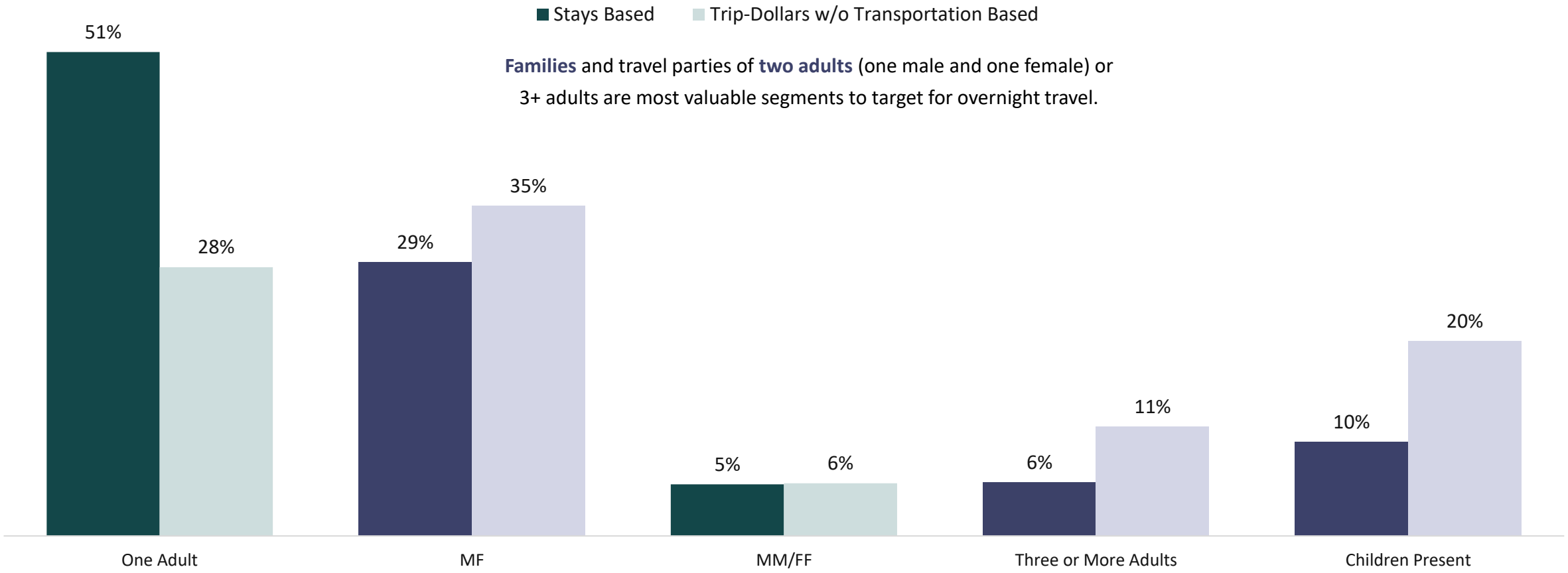
Average Travel Party Size



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Louisiana's Opportunity by Travel Party Composition

Overnight Travel



2023-2025 Louisiana Total (Base = 3,931)
Source: 2025 PERFORMANCE/Monitor[SM]

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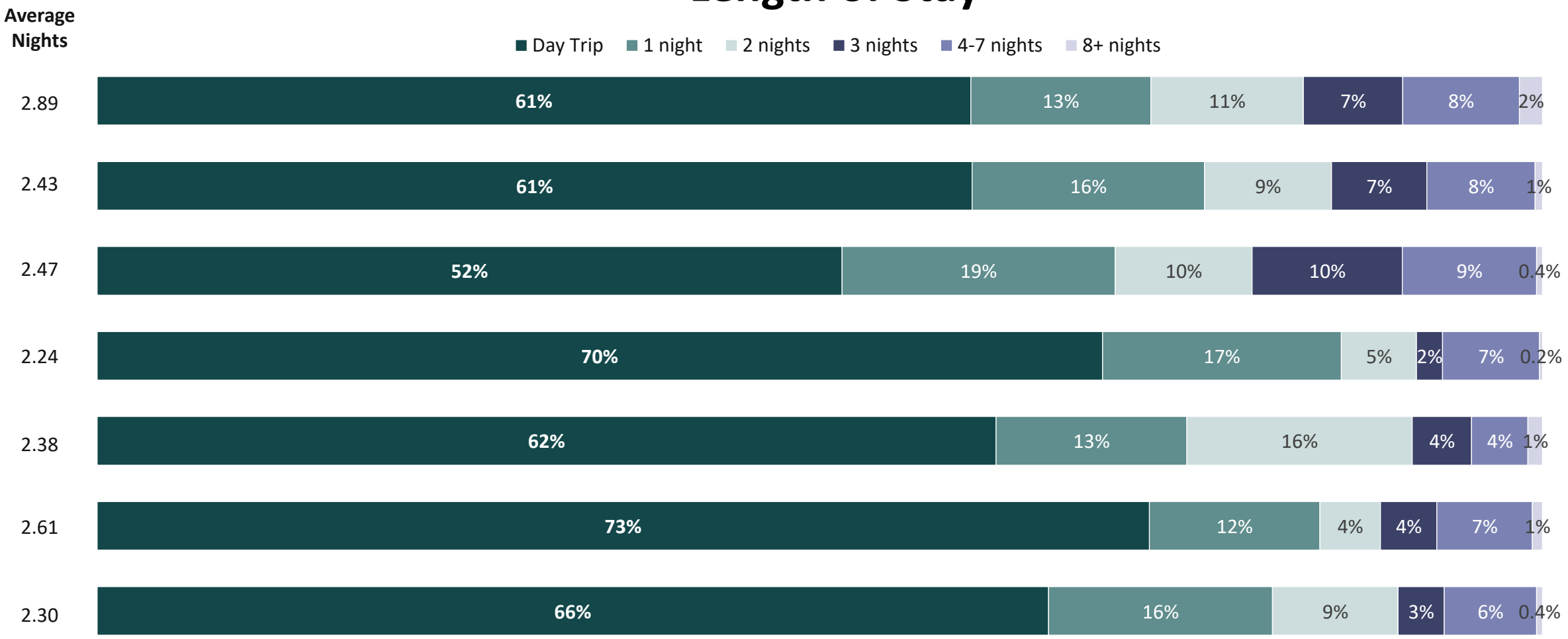
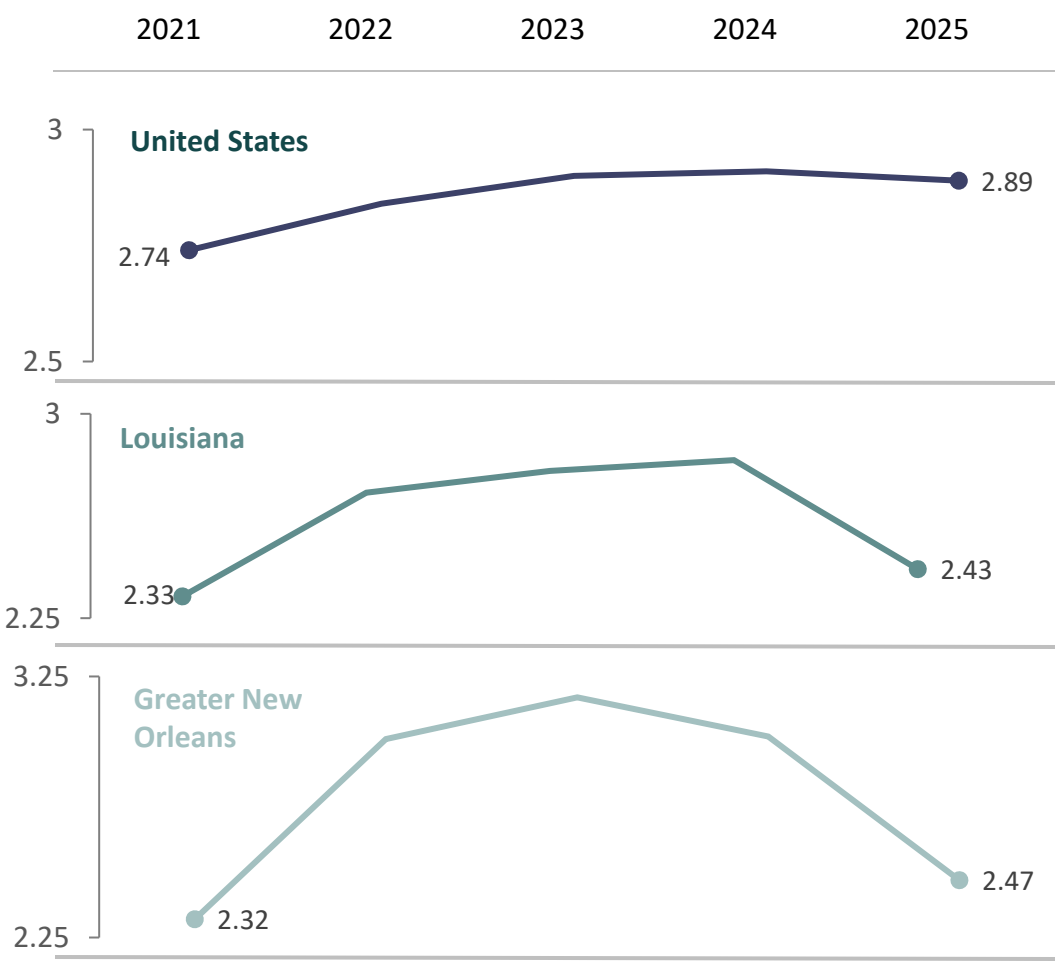
Length of Stay

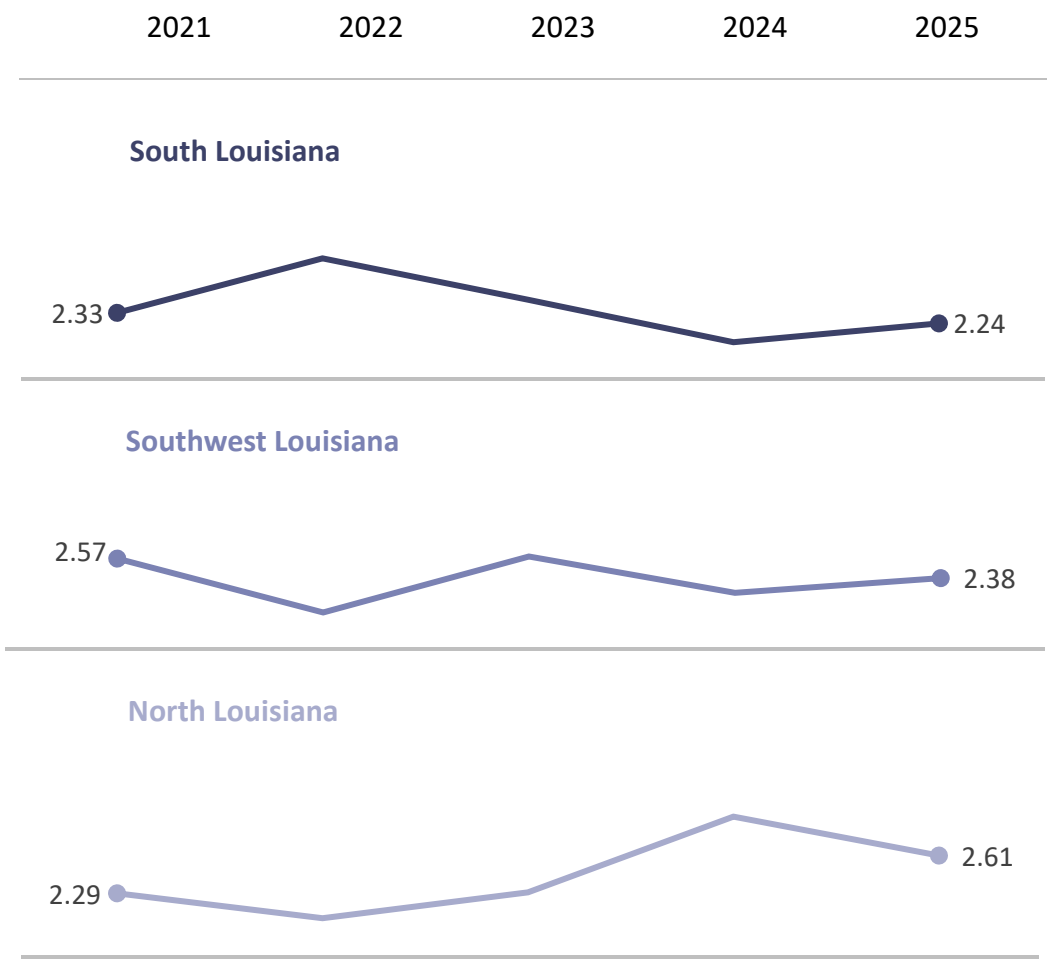


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Average Length of Stay in Nights

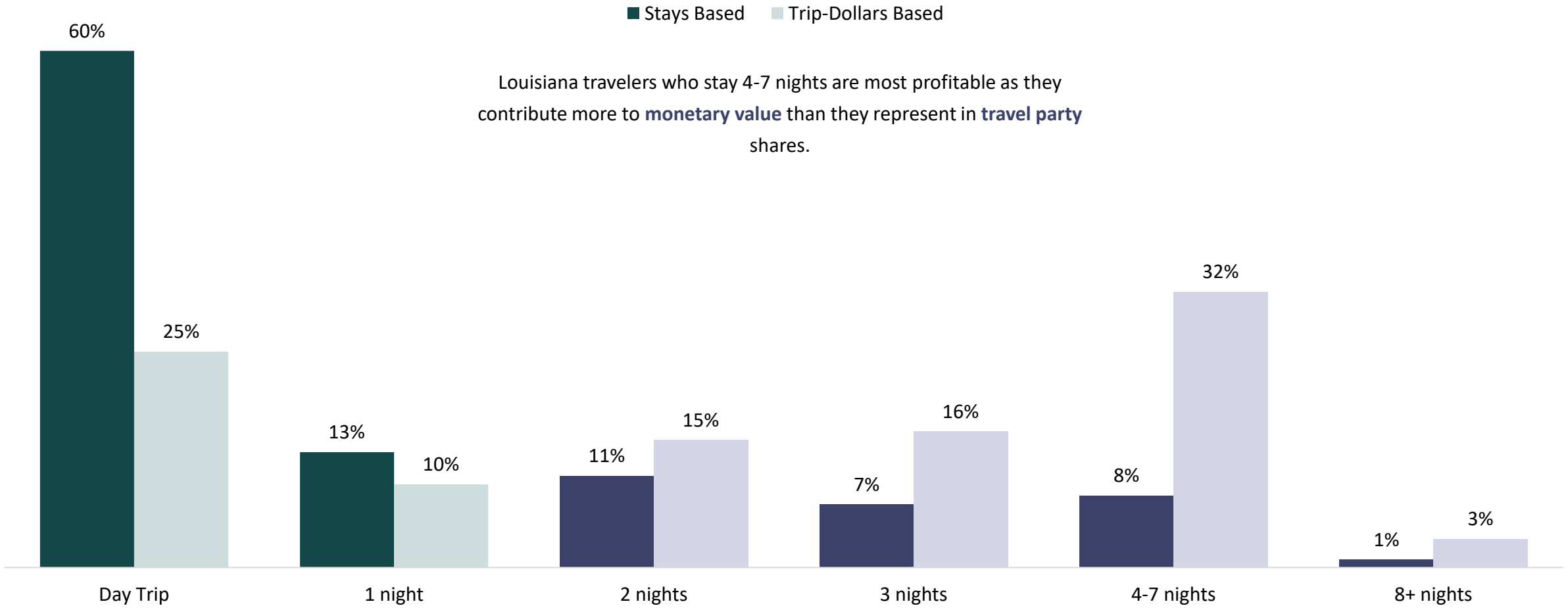
Overnight Travel





2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Louisiana's Opportunity by Stay Length



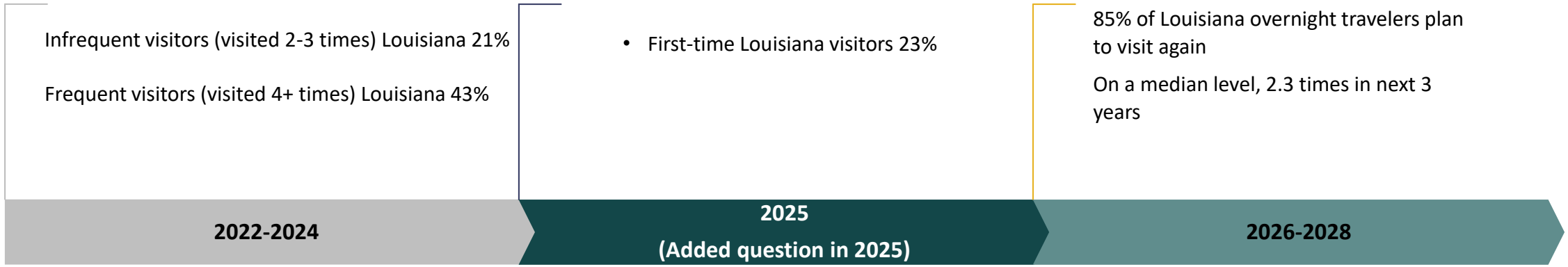
2023-2025 Louisiana Total (Base = 3,931)
Source: 2025 PERFORMANCE/Monitor[SM]

Repeat Visitation

Overnight Travel

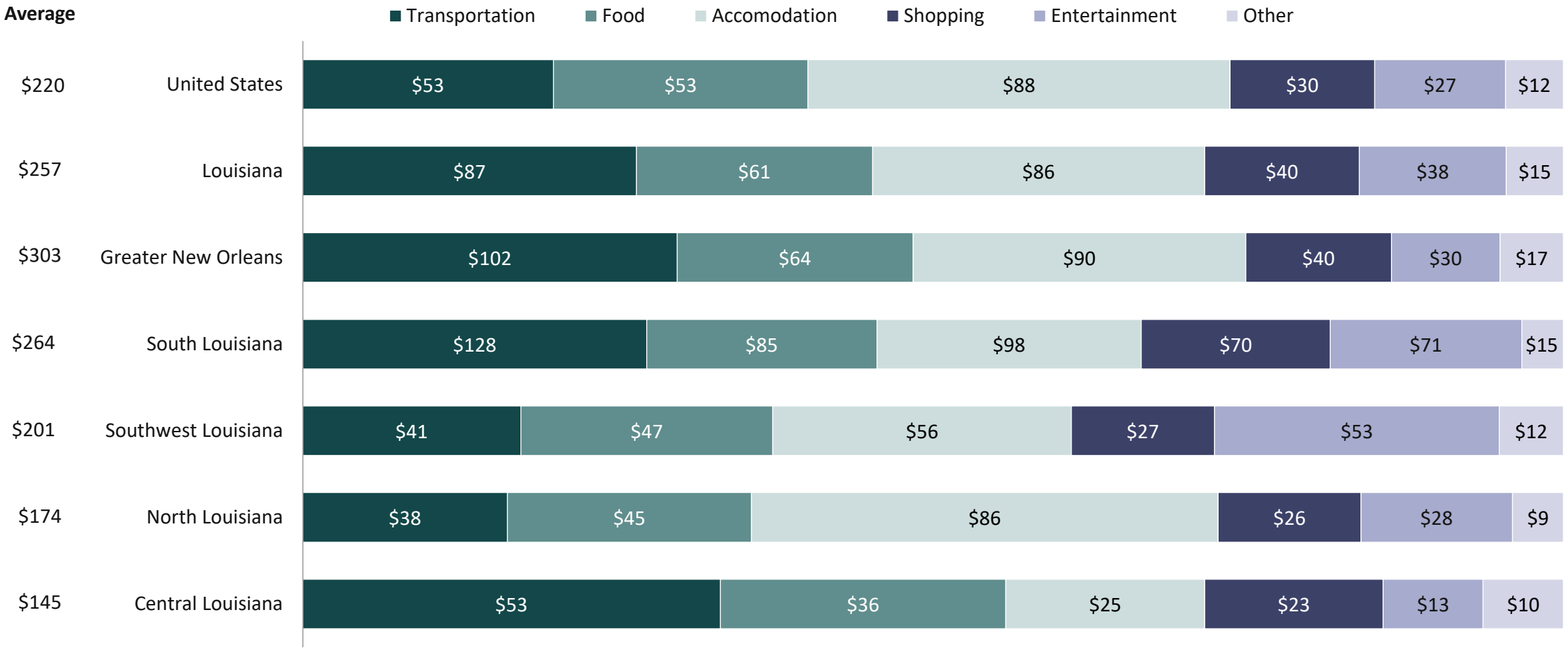
Only 8% of travel parties considered destinations other than Louisiana for overnight stays before finalizing their trip plans. In 2025, 23% of overnight travelers visited Louisiana for the first time, with another 43% being frequent visitors. On average (median), these travelers intend to visit Louisiana 2.3 times over the next three years, which is lower than the U.S. average of 2.06 times for destinations. About 15% of travelers do not plan to return to Louisiana within the next three years.

About 60% of all overnight travelers did not visit any other destinations for a day during their main trip in Louisiana, while 39% visited one location during their stay.



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

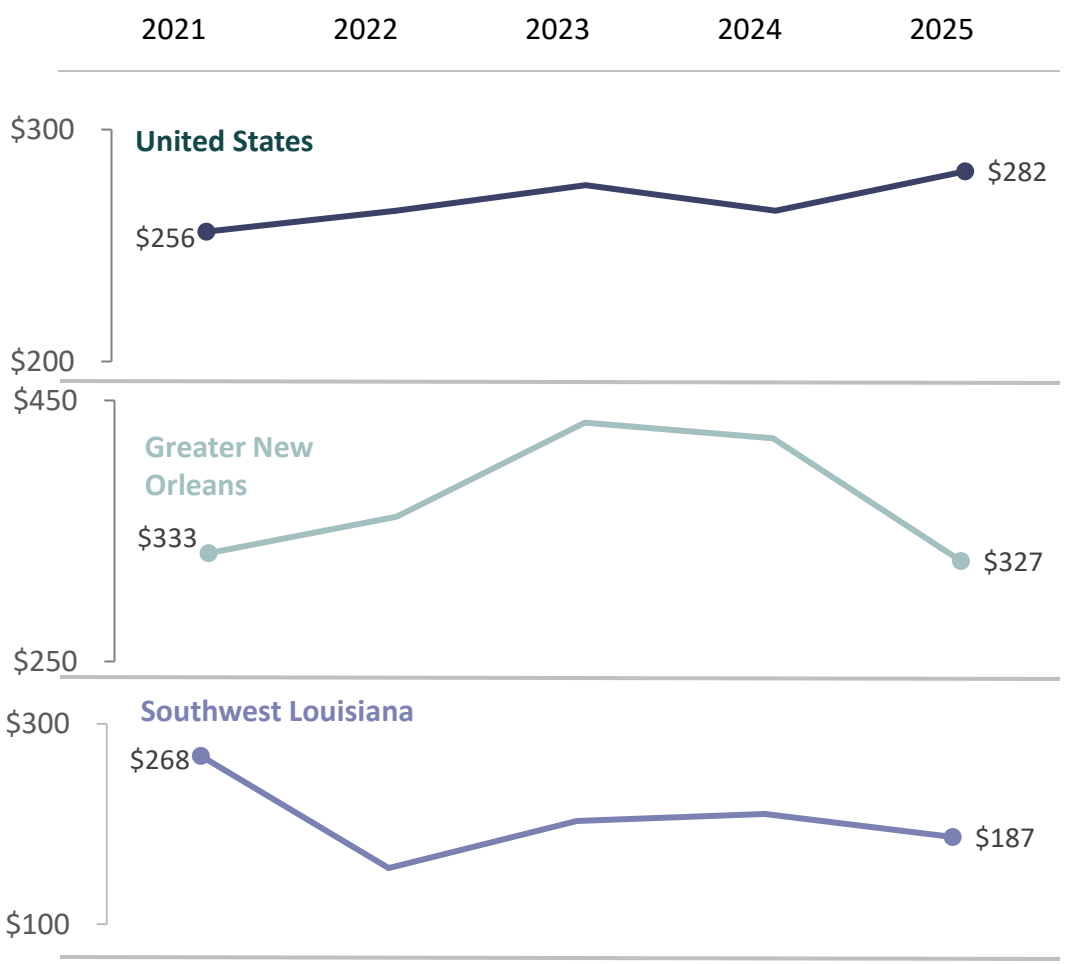
Daily Spending Per-Person Per Day by Category

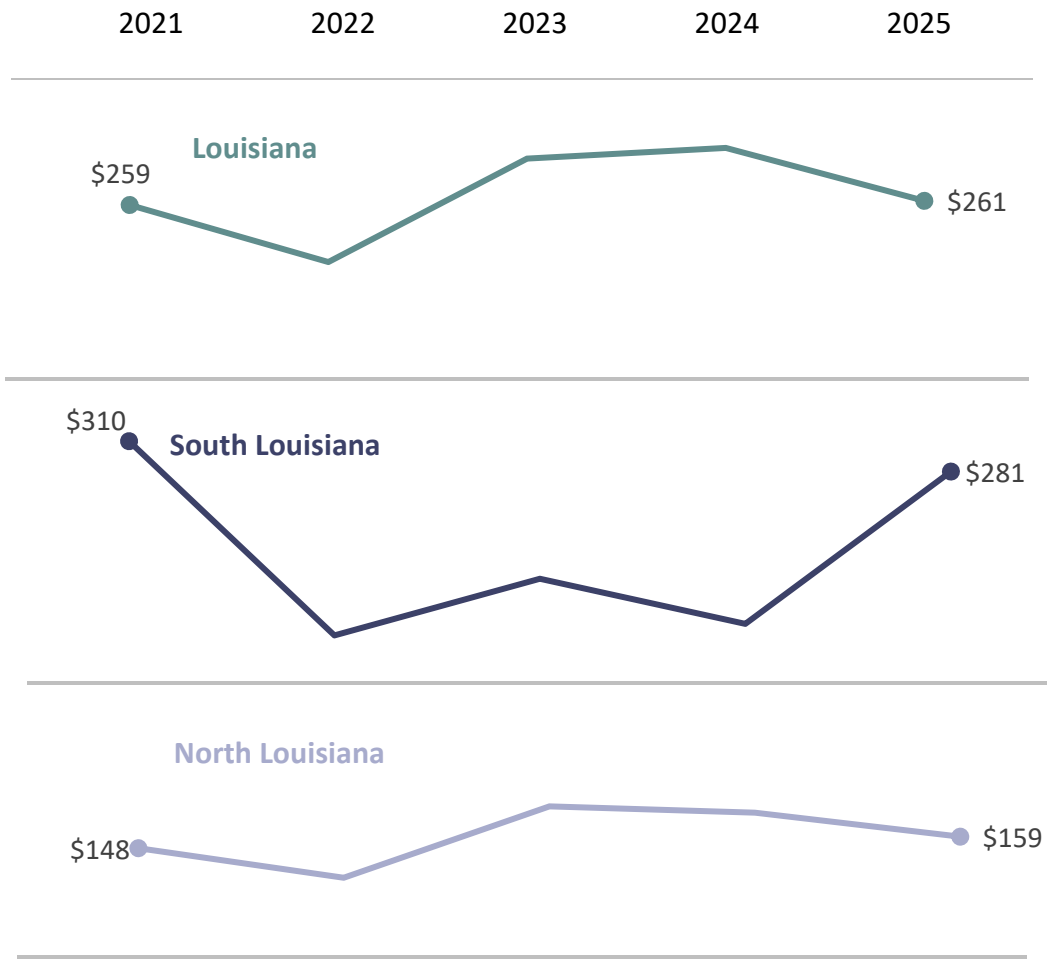


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Average Stay Spend Per Traveler

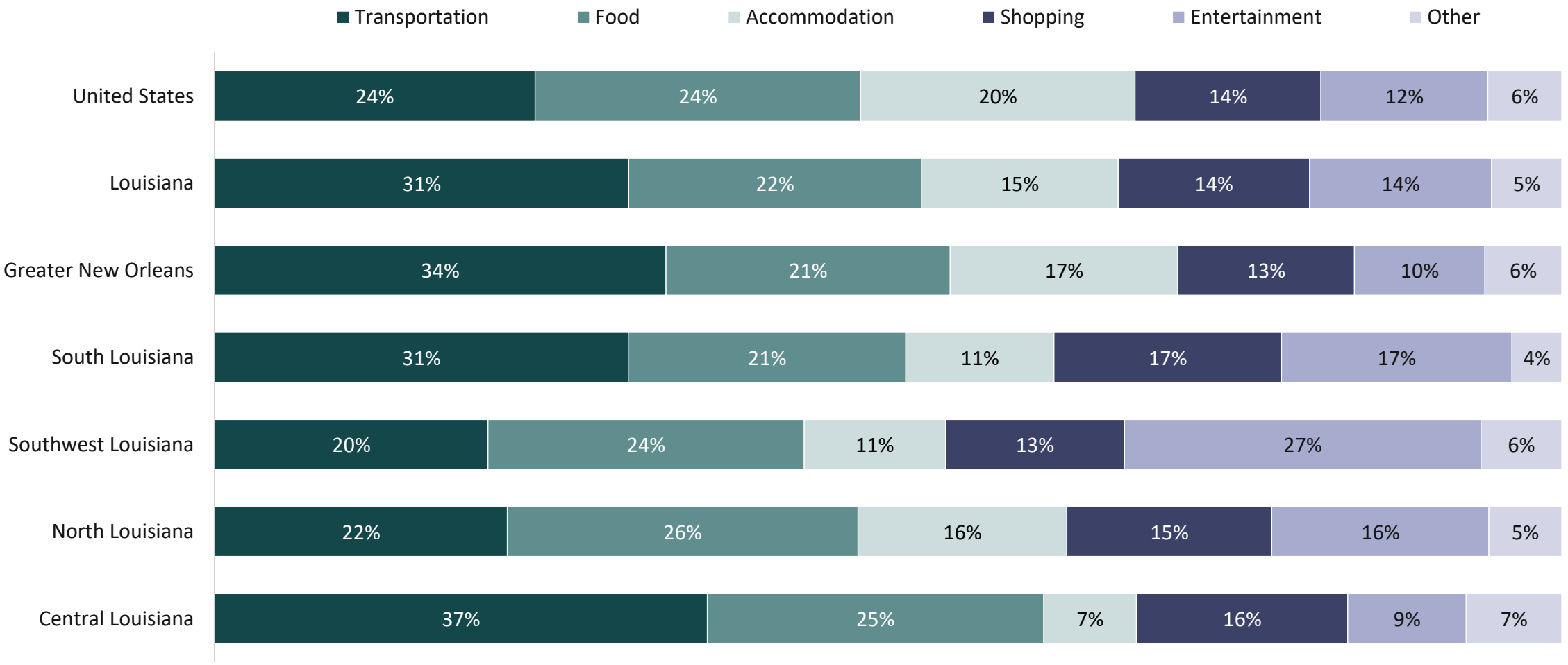
Excluding Transportation





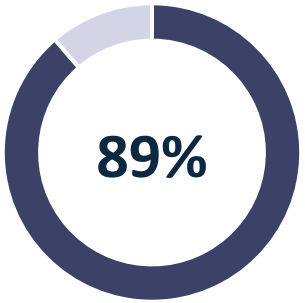
2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor℠

Share of Daily Expenditures Per Traveler

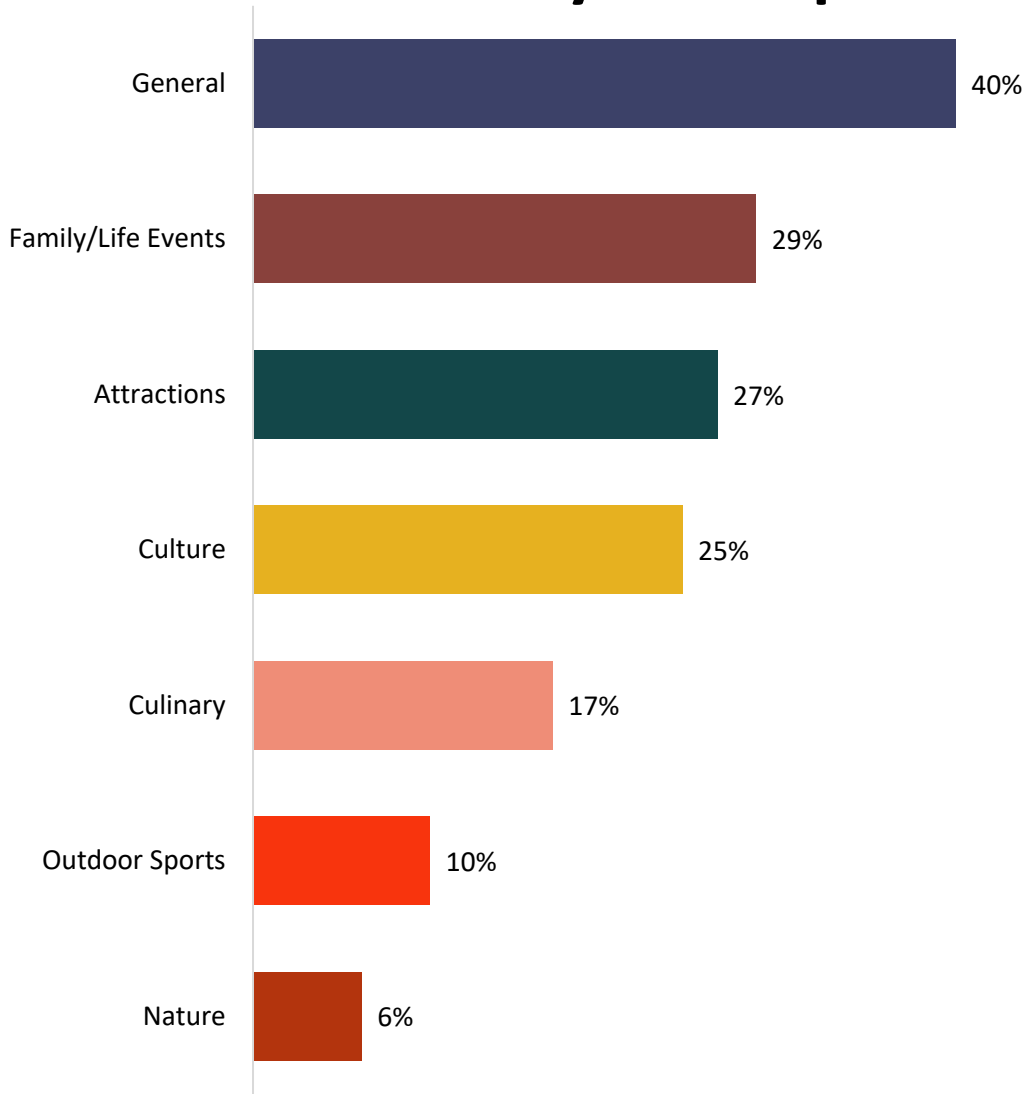


2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Activity Participation



Participated in an Activity in Louisiana



- Business/Work (17%)
- Shopping (16%)
- Medical/Health/Doctor Visit (6%)
- Other Activity (2%)

- Visit Friends/Relatives (13%)
- Birthday Celebration (9%)
- Anniversary Celebration (4%)
- Holiday Celebration (4%)

- Gambling (12%)
- Nightlife (8%)
- Sporting Events (7%)
- Amateur Sports (4%)

- Sightseeing (8%)
- Historic Sites (7%)
- Road Trip (5%)
- Live Music (festivals, concerts) (5%)

- Typical Restaurant Dining (14%)
- Special Dining Experience (5%)
- Winery/Distillery/Brewery Tours (1%)

- Fishing (4%)
- Bicycling (4%)
- Boating/Sailing (3%)
- Hiking (1%)

- Beach/Waterfront (3%)
- Parks (national, state, county) (2%)
- Camping (1%)
- Eco-Travel (1%)

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Top Activities in the Destination

	United States	Louisiana	Greater New Orleans	South Louisiana	Southwest Louisiana	North Louisiana	Central Louisiana
Business/Work	14%	17%	15%	23%	6%	22%	28%
Culinary/Dining	18%	17%	15%	13%	22%	22%	11%
Shopping	16%	16%	14%	13%	16%	25%	21%
Visit Friends/Relatives	14%	13%	11%	13%	8%	18%	31%
Gambling	5%	12%	8%	3%	29%	23%	6%
Birthday Celebration	8%	9%	10%	6%	8%	7%	6%
Sightseeing	9%	8%	10%	6%	7%	7%	4%
Nightlife	5%	8%	12%	4%	2%	3%	0%
Historic Sites	5%	7%	11%	4%	2%	3%	3%
Medical/Health/Doctor Visit	5%	6%	4%	4%	15%	10%	0.1%
Road Trip (*added in 2025*)	7%	5%	4%	6%	13%	3%	1%
Live Music (festivals, concerts)	4%	5%	8%	2%	5%	1%	0%
Anniversary Celebration	3%	4%	6%	2%	4%	2%	6%
Festivals/Fairs	3%	4%	6%	1%	1%	5%	2%
Amateur Sports	6%	4%	5%	3%	3%	6%	0%
Museums/Art Exhibits	5%	4%	6%	3%	2%	2%	2%
Bicycling	4%	4%	5%	6%	1%	2%	1%
Fishing	3%	4%	4%	6%	6%	2%	1%
Holiday Celebration	4%	4%	2%	8%	10%	1%	1%
Boating/Sailing	3%	3%	5%	1%	0.1%	3%	6%
Beach/Waterfront	9%	3%	5%	1%	4%	1%	0%
Movies	4%	3%	2%	6%	3%	1%	2%

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

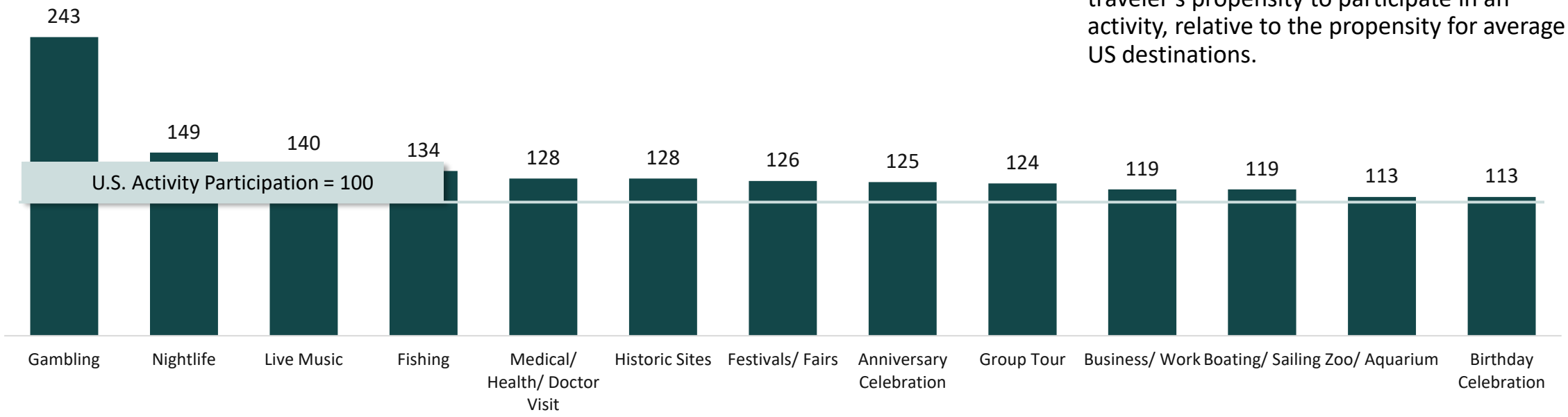
Top Activities in the Destination

	United States	Louisiana	Greater New Orleans	South Louisiana	Southwest Louisiana	North Louisiana	Central Louisiana
College Sports Events	2%	2%	2%	8%	0.4%	1%	1%
Zoo/Aquarium	2%	2%	4%	1%	1%	1%	1%
Group Tour (*added in 2025*)	1%	2%	2%	2%	4%	0.3%	0.3%
Parks (national, state, county)	4%	2%	3%	1%	3%	1%	1%
Funeral/Memorial	2%	1%	1%	3%	1%	2%	0%
Wedding	1%	1%	2%	1%	0.2%	1%	0%
Camping	3%	1%	1%	2%	2%	1%	7%
Hiking	5%	1%	1%	2%	2%	1%	0%
Shows	1%	1%	1%	2%	3%	0%	2%
Theater/Dance Performance	1%	1%	2%	1%	0%	0.3%	3%
Religious/Faith Based Conference	1%	1%	1%	1%	0.3%	1%	5%
Other Personal Celebration	2%	1%	1%	1%	2%	1%	0.2%
Winery/Distillery/Brewery Tours	2%	1%	1%	1%	1%	1%	0.3%
Extreme/Adventure Sports	1%	1%	1%	2%	0.4%	0%	0%
Golfing	2%	1%	0.2%	1%	1%	1%	2%
Spa/Wellness	2%	1%	1%	1%	0%	0.3%	2%
Reunion/Graduation	1%	1%	0.1%	1%	0.4%	0.4%	4%
Wildlife Viewing	2%	1%	1%	1%	0.4%	0.3%	0.3%
Hunting	1%	1%	0.1%	1%	1%	1%	0.4%
Professional Sports Event	2%	0.4%	0.4%	1%	0.1%	0.3%	0%
Eco/Sustainable Travel	1%	0.4%	1%	0.3%	0.1%	0.3%	0%
Service/Volunteerism/Charity	1%	0.4%	0%	1%	1%	0%	4%

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Activity Index

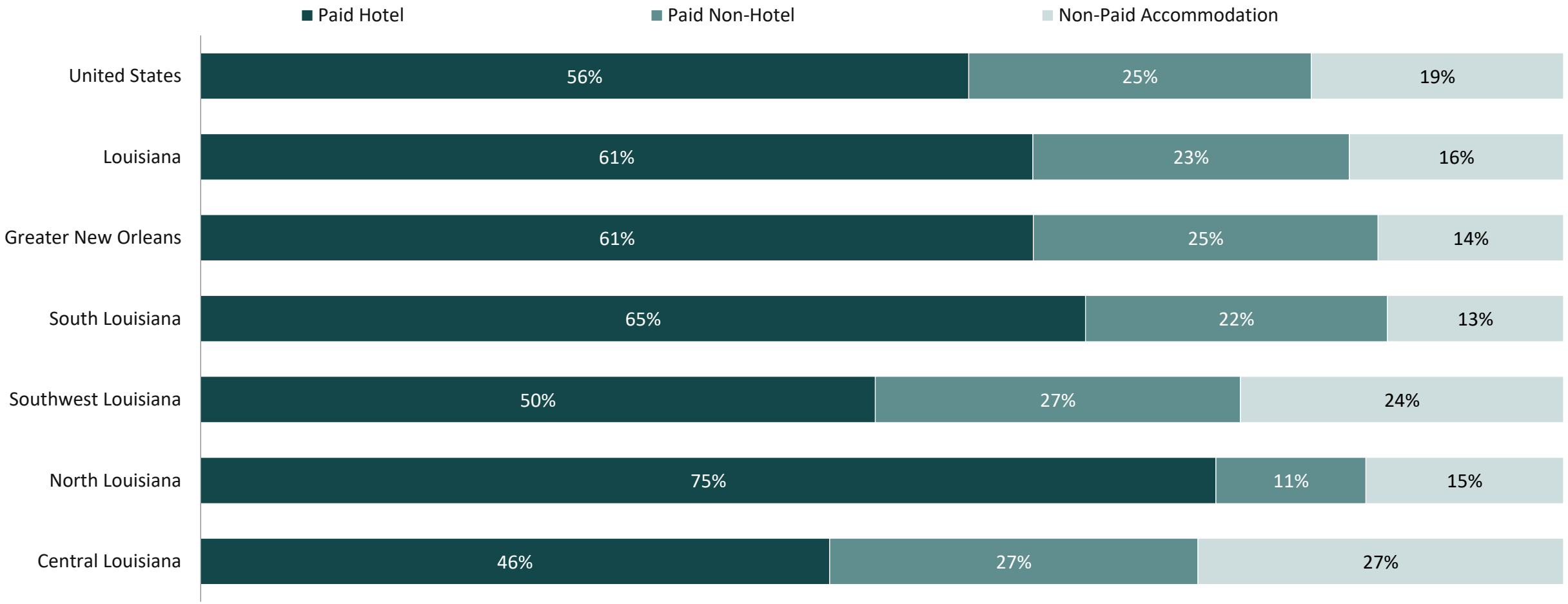
- The activity index uses the US to determine the average of 100 and anything above is an activity that travelers in Louisiana are more likely to do than visitors to the US.
- The Index is different from the share of participation in that it only reflects a traveler's propensity to participate in an activity, relative to the propensity for average US destinations.



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Accommodation Type

Overnight Travel



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

Accommodation Type

Overnight Travel

1

Paid Hotels

Paid Hotel lodging was the most common accommodation choice for Louisiana Overnight visitors.

15% High-End
25% Mid-Level
11% Economy

2

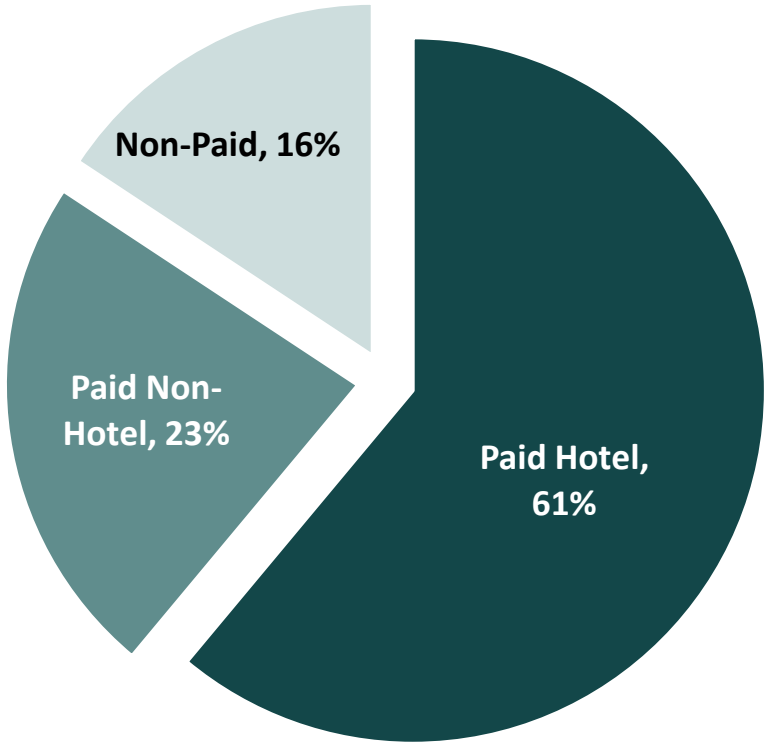
Paid Non-Hotel

11% Home/Apartment/Condo
3% Bed & Breakfast
3% Timeshare
3% Corporate Housing
1% RV/Tent
1% Cabin, Lodge
1% Cruise

3

Non-Paid Lodging

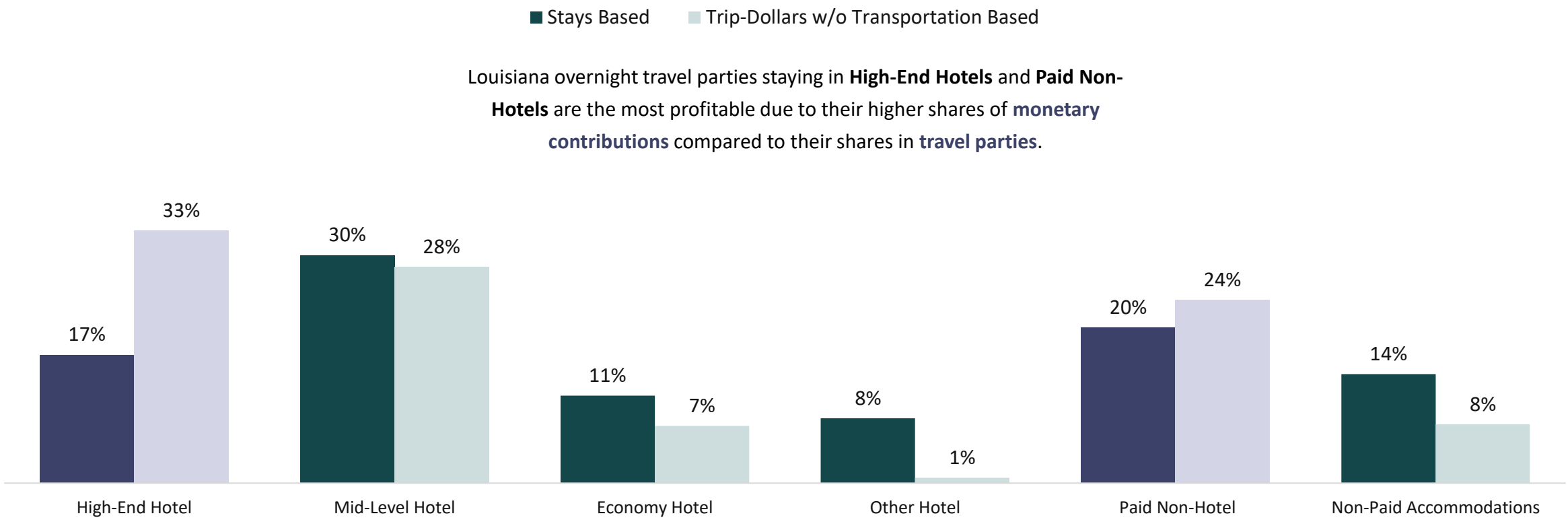
13% Friends/Relative's Home
2% My 2nd Home/Apartment/Condo
0.1% Home/Apartment/Condo



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor℠

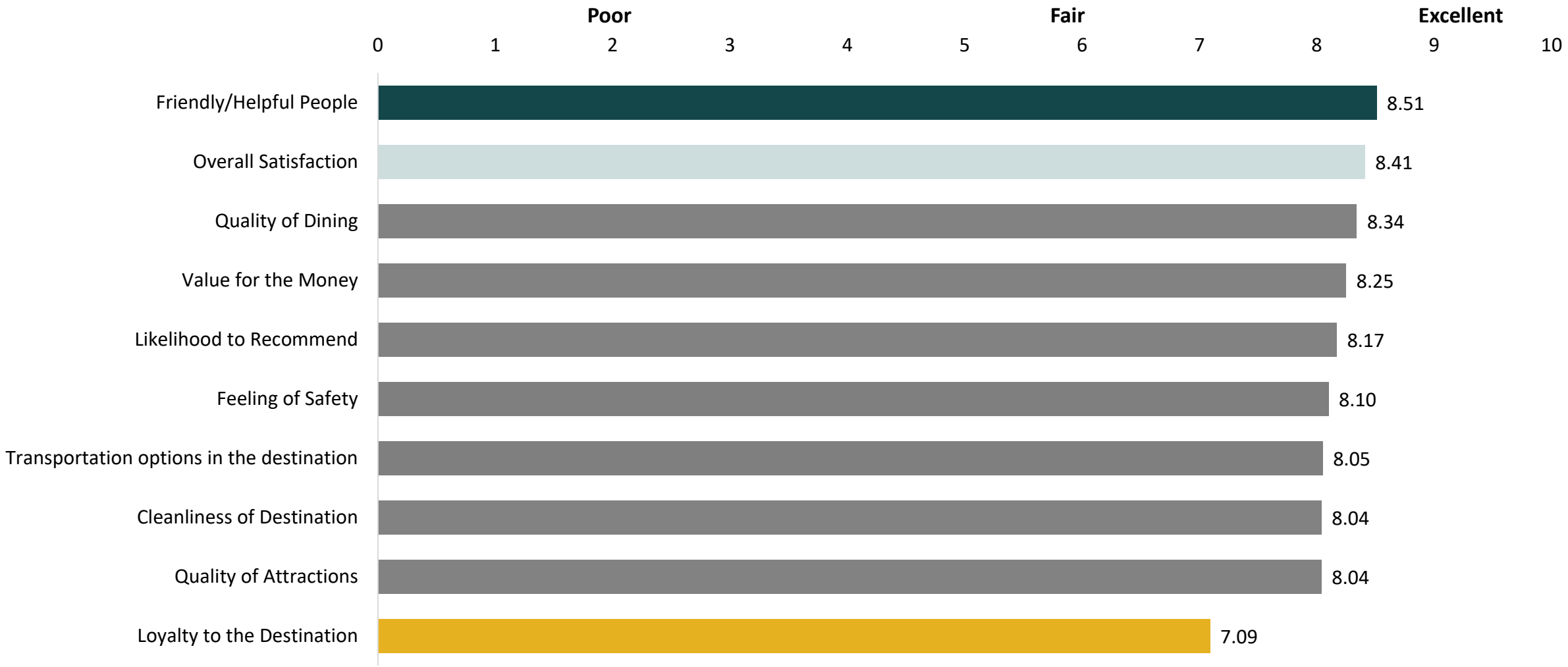
Louisiana's Opportunity by Accommodation Type

Overnight Travel



2023-2025 Louisiana Total (Base = 3,931)
Source: 2025 PERFORMANCE/Monitor[SM]

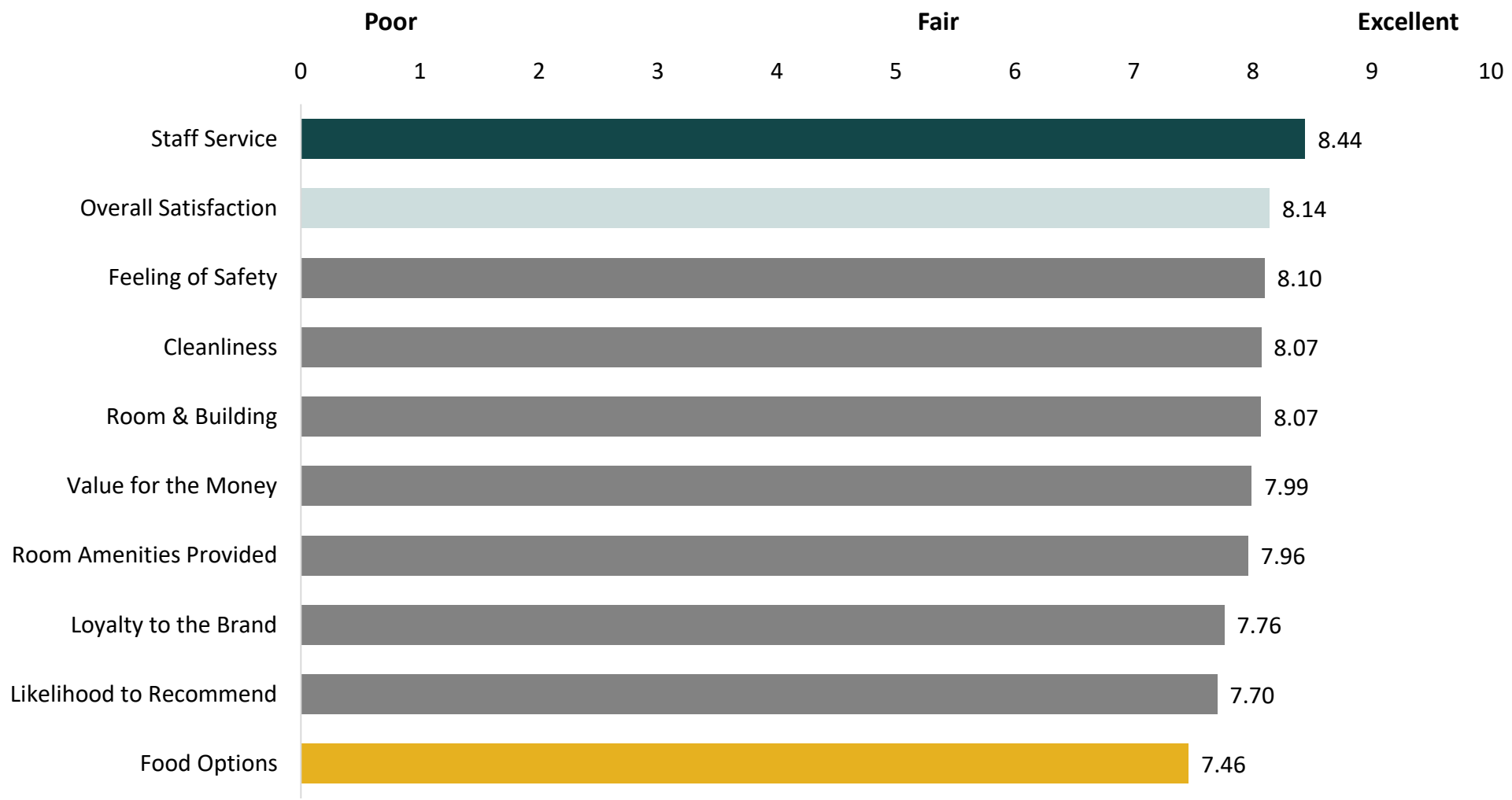
Average Destination Ratings



2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

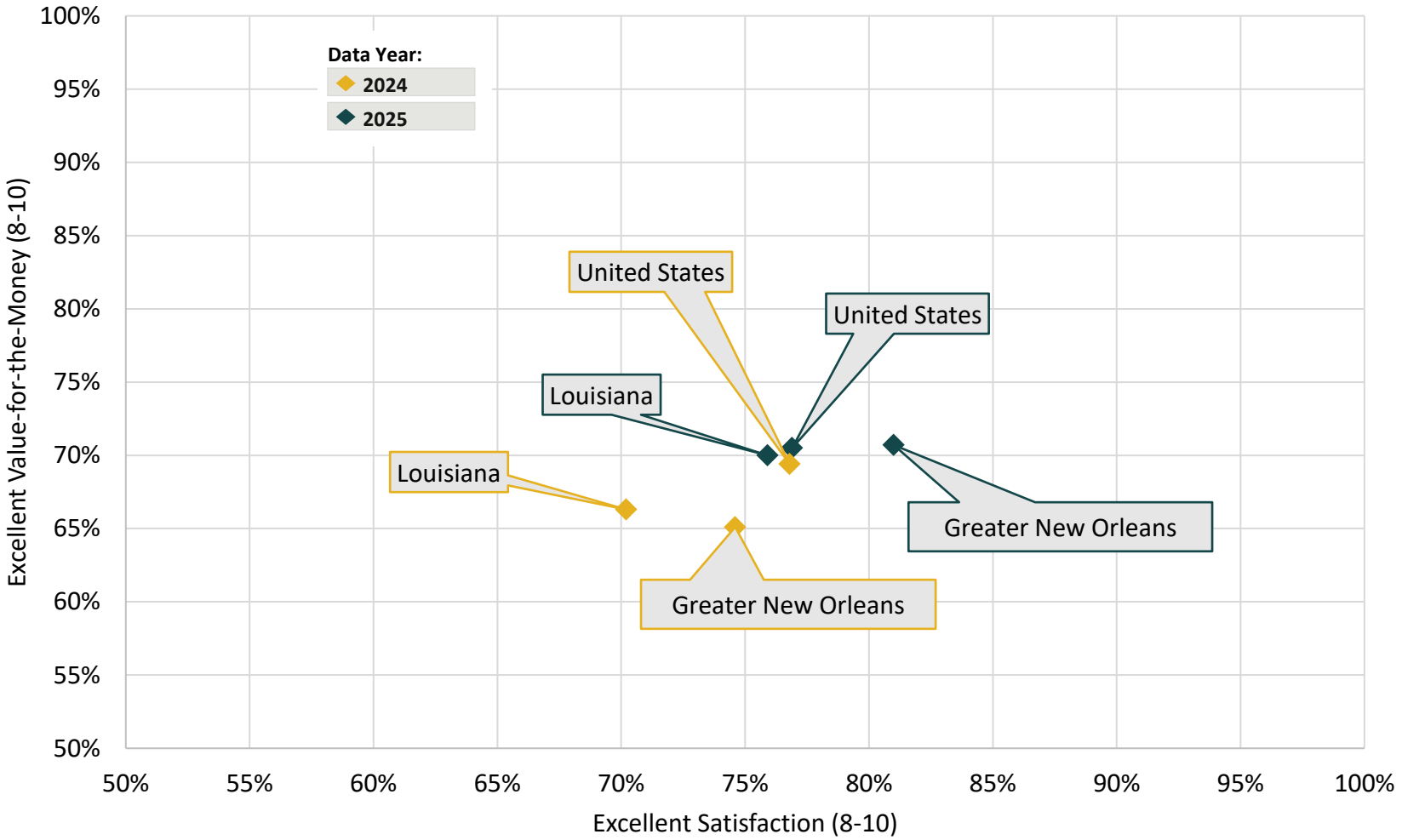
Average Hotel Ratings

Overnight Hotel Travel



2024-2025 Louisiana Total (Base = 2,689)
Source: 2025 PERFORMANCE/Monitor[SM]

Louisiana's Satisfaction-Value Rating



Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect.

Destinations or segments fall into one of four quadrants. Those that are in the High Satisfaction, High Value quadrant have the most loyal visitors. Those visitors are most likely not only to return, but they are likely to spend more, as well as provide invaluable word-of-mouth recommendations. The graph to the left shows these data for United States, Louisiana, and Greater New Orleans.

Travelers leave the Greater New Orleans region more satisfied than the average U.S. and Louisiana destination.

2025 Louisiana Total (Base = 1,358)
Source: 2025 PERFORMANCE/Monitor[SM]

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APPENDIX

This visitor report was prepared for Visit Louisiana by MMGY Travel Intelligence. For the purpose of this study, the current reporting time frame includes data year 2025 with a comparison to data year 2024 (where appropriate).

The data was collected monthly for travel between January 2025 and December 2025, utilizing a national representative panel. 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 stay** defined as going someplace, staying overnight and then returning home, or a **day trip** defined as going to 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.

Segment Definitions

The report provides intelligence on Louisiana travel trends with comparison to the average US destination. Travel is all travel includes day, overnight, business and leisure segments. Information is also presented for several of Louisiana's travel segments. These include:

United States
U.S. residents traveling domestically.

Louisiana
Travelers who visited the state of Louisiana.

Greater New Orleans
Travelers who visited the Greater New Orleans region made up of the following Louisiana parishes : Jefferson, Plaquemines, Orleans, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Tammany.

South Louisiana
Travelers who visited the South Louisiana region made up of the following Louisiana parishes : Ascension, East Baton Rouge, East Feliciana, Iberville, Lafourche, Livingston, Pointe Coupee, St. Helena, Tangipahoa, Terrebonne, Washington, West Baton Rouge, West Feliciana.

Southwest Louisiana
Travelers visited the Southwest Louisiana region made up of the following Louisiana parishes: Acadia, Allen, Assumption, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, St. Mary, Vermilion.

North Louisiana
Travelers who visited the North Louisiana region made up of the following Louisiana parishes : Bienville, Bossier, Caddo, Caldwell, Claiborne, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union, Webster, West Carroll.

Central Louisiana
Travelers who visited the Central Louisiana region made up of the following Louisiana parishes : Avoyelles, Beauregard, Catahoula, Concordia, De Soto, Grant, La Salle, Natchitoches, Rapides, Red River, Sabine, Vernon, Winn.

Note: Extreme caution should be used when interpreting these results due to the small sample size (n < 300). Sample sizes for the Central Louisiana, North Louisiana, and Southwest Louisiana regions are particularly small (n < 200). Findings should be considered directional and indicative rather than definitive, and results may not be statistically reliable or generalizable to the broader population.

Household Count
The number of unique respondents responding to the survey who visited the destination during the travel year.

Stays
Stays represent the number of distinct groups of travelers (travel parties or groups) visiting a destination on a trip, regardless of the number of people within the travel group.

Person-Stays
The total number of people or visitors that traveled to your destination, regardless of the length of their stay.

Person-Days
The total number of days that all visitors contributed to your destination.

Trip-Dollars
Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination's economy as opposed to the contribution of number of trips or number of days spent at the destination.

Room-Nights
The number of nights spent in a room, regardless of the number of people staying in the room.

Stay Expenditures
Combines per-person spending with Person-Days to calculate the money spent on each stay to your destination.

Average Party Per Stay Spending
Includes reported expenditures of all travelers (including transportation expenditure) who spend more than $1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per stay spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Traveling Party
Children Present: Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

MM/FF: Include either two females or two males from different households traveling together.

Generations
Gen Z (1997+), Millennial (1981-1996), Gen X (1965-1980), Boomer (1946-1964), Silent/GI (before 1945)

Lifestage Definitions

Lifestage	Head of HH Age	HH Income	Children <18 in HH
Young & Free	18-34 years	Any	No
Young Family	18-34 years	Any	Yes
Maturing & Free	35-54 years	Any	No
Moderate Family	35-54 years	Under $75K	Yes
Affluent Family	35-54 years	$75K+	Yes
Moderate Mature	55+ years	Under $60K	No
Affluent Mature	55+ years	$60K+	No

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

	Sample Size for 2025	At or near 2% or 98%	At or near 5% or 95%	At or near 10% or 90%	At or near 25% or 75%	At or near 50%
United States	61,758	0.1%	0.1%	0.2%	0.3%	0.3%
Louisiana	1,358	0.4%	0.8%	1.2%	1.7%	2.2%
Greater New Orleans	811	0.6%	1.1%	1.5%	2.2%	2.9%
South Louisiana	216	1.1%	2.1%	2.9%	4.2%	5.6%
Southwest Louisiana	195	1.2%	2.2%	3.1%	4.5%	5.9%
North Louisiana	179	1.2%	2.3%	3.2%	4.7%	6.1%
Central Louisiana	57	2.2%	4.0%	5.7%	8.3%	10.9%

Note: Extreme caution should be used when interpreting these results due to the small sample size (n < 300). Sample sizes for the Central Louisiana, North Louisiana, and Southwest Louisiana regions are particularly small (n < 200). Findings should be considered directional and indicative rather than definitive, and results may not be statistically reliable or generalizable to the broader population.

Significance Testing

The chart below compares two proportions from different samples for statistical significance.

Instructions: Enter the proportion for each sample and sample size in the appropriate cells in the data input section, using the Z Score Table, compare the resulting Z score with the Z score corresponding to your desired confidence level. If the resulting Z score is greater than the table Z score, the difference between the two proportions is statistically significant. If the resulting Z score is lower, there is no significant difference.

Data Input	Sample 1	Sample 2	Resulting Z Score	Z score	Confidence Level
Proportion	6.0%	7.0%		(+/-) 1.96	95%
Sample Size (n)	783	865	-0.82	(+/-) 1.64	90%

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