



# State of the Tourism Industry Monthly Report

May 2024

Created June 25, 2024

YEAR OF MUSIC 2024

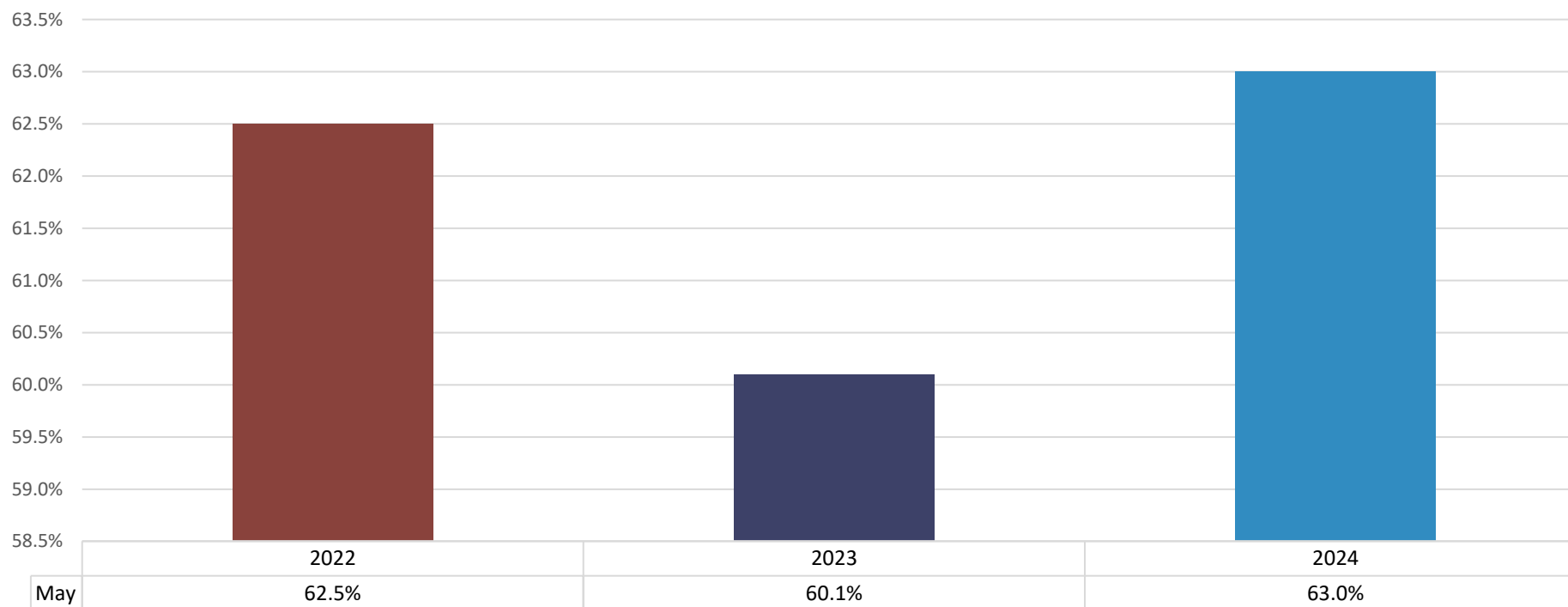


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# Louisiana Lodging

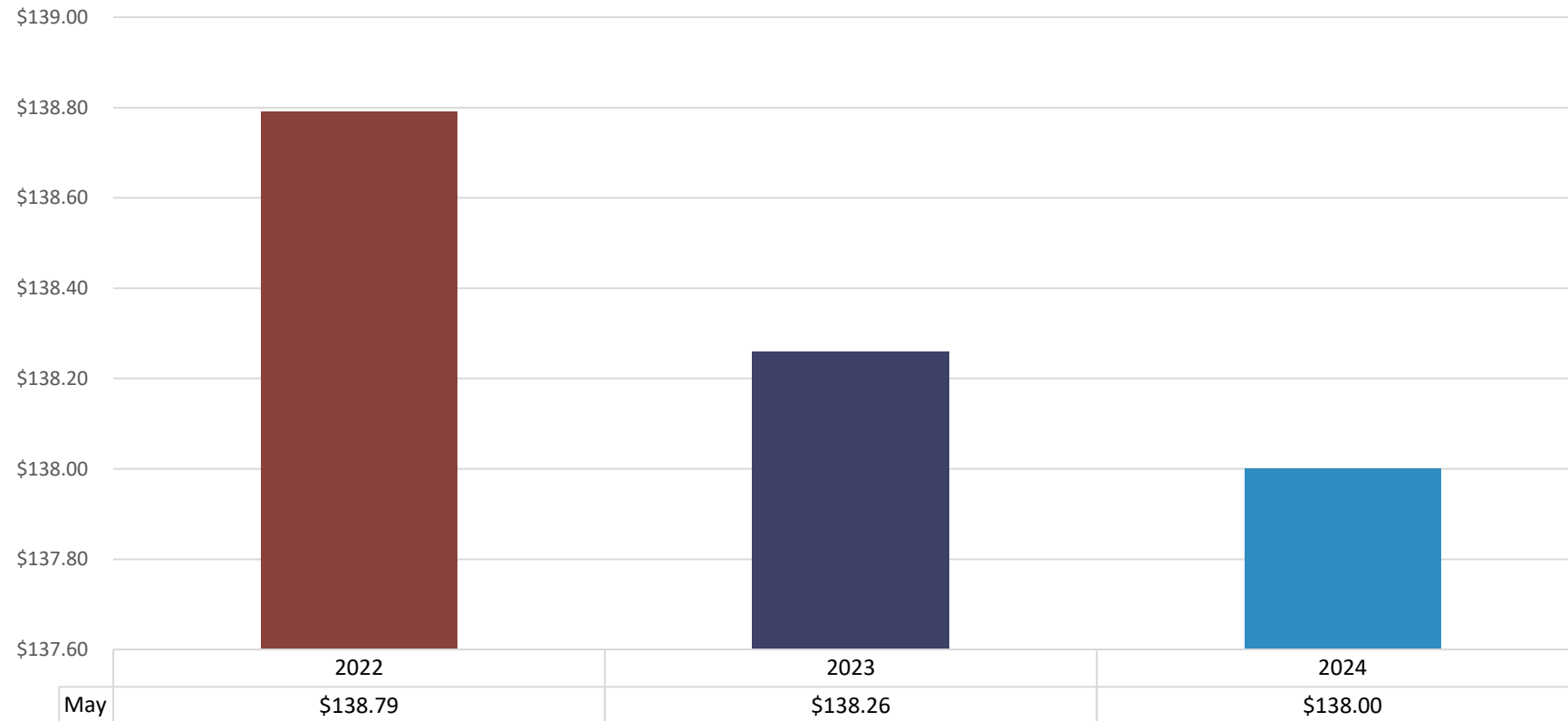
May Occupancy (%): Yr/Yr



- Louisiana's occupancy increased 4.7% over May 2023.
- Since last month (April), occupancy was down 2.2%.
- Revenue increased by 4.5% over last year.

(Source: STR)

## May ADR (\$): Yr/Yr



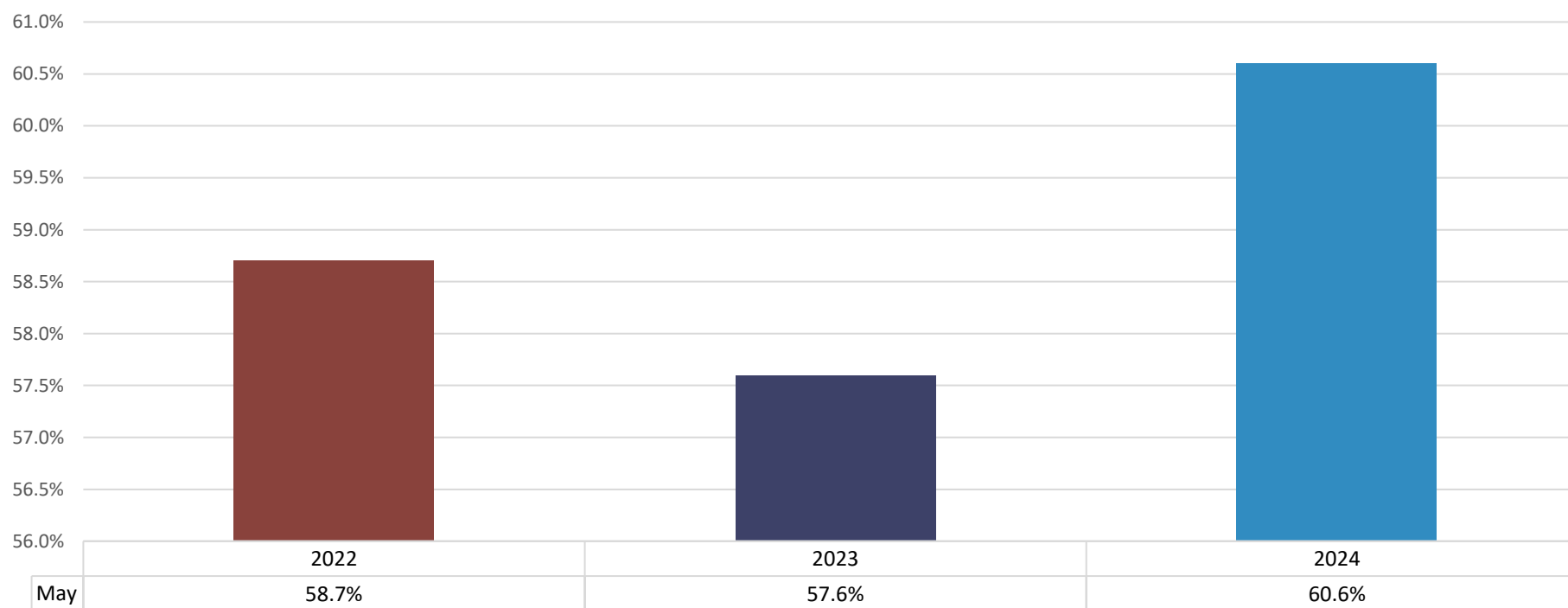
- Louisiana's average daily rates (ADR) decreased 0.2% over May 2023.
- Since last month (April), Louisiana's ADR was down by 2%.
- RevPAR (revenue per available room) grew by 4.5% since last month.

(Source: STR)



# Louisiana Lodging (without New Orleans)

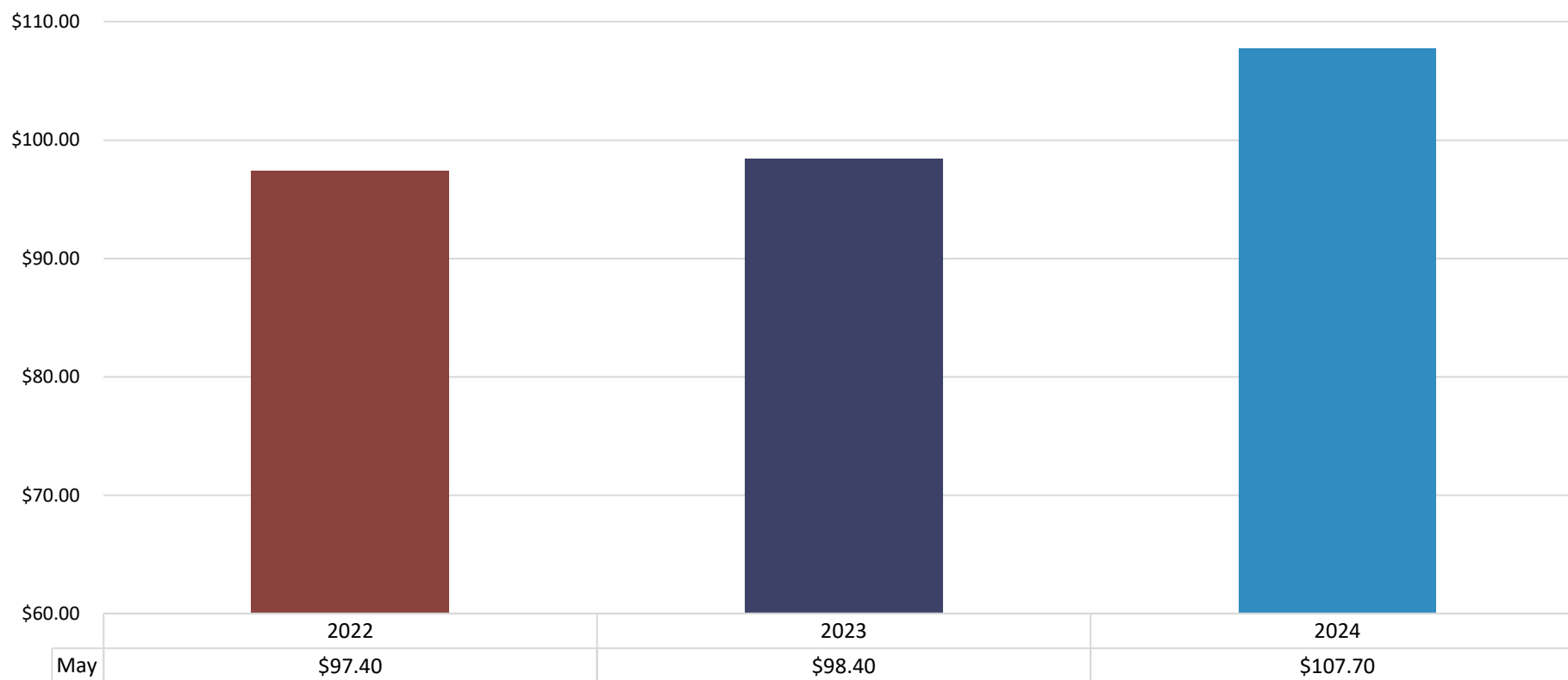
May Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased 5.2% over May 2023.
- Louisiana's occupancy, excluding New Orleans, was up 1% over 2019.

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

### May ADR (\$) without NOLA: Yr/Yr

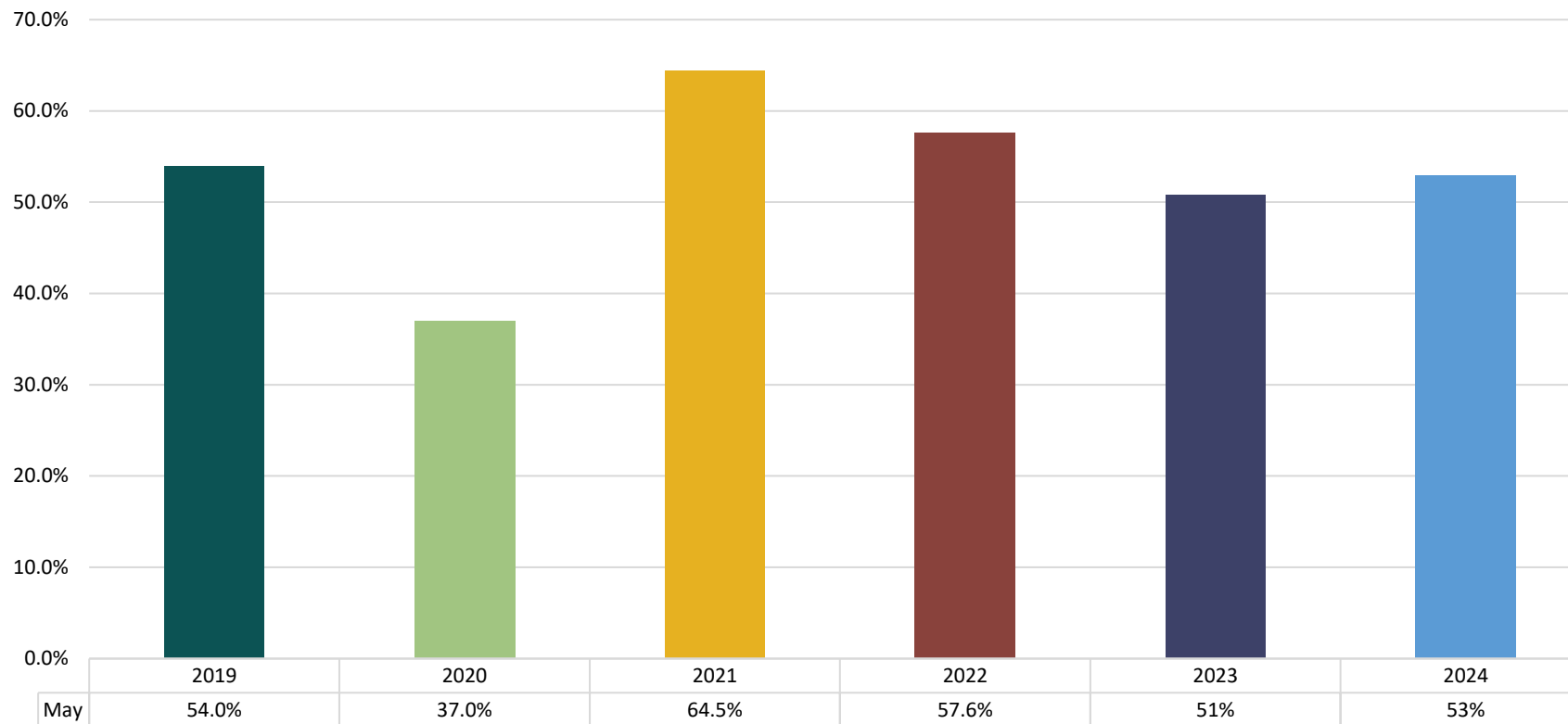


- Louisiana's ADR, excluding New Orleans, grew 9.5% over May 2023.
- Since last month (April), Louisiana's ADR, excluding New Orleans, was up 6%.

(Source: STR)

# Louisiana Short-Term Lodging

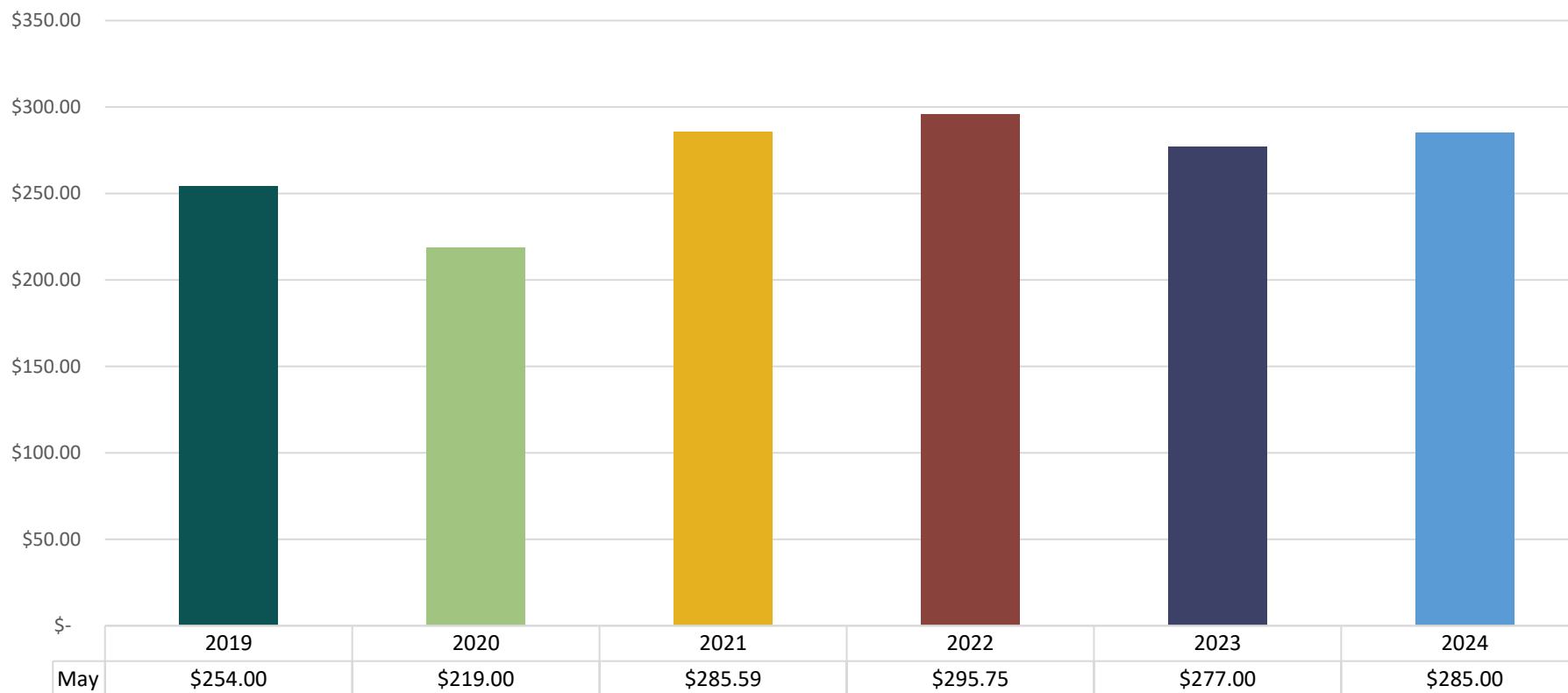
May Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy increased 3.2% over May 2023.

(Source: AirDNA)

### May Short-Term Rental ADR (\$): Yr/Yr

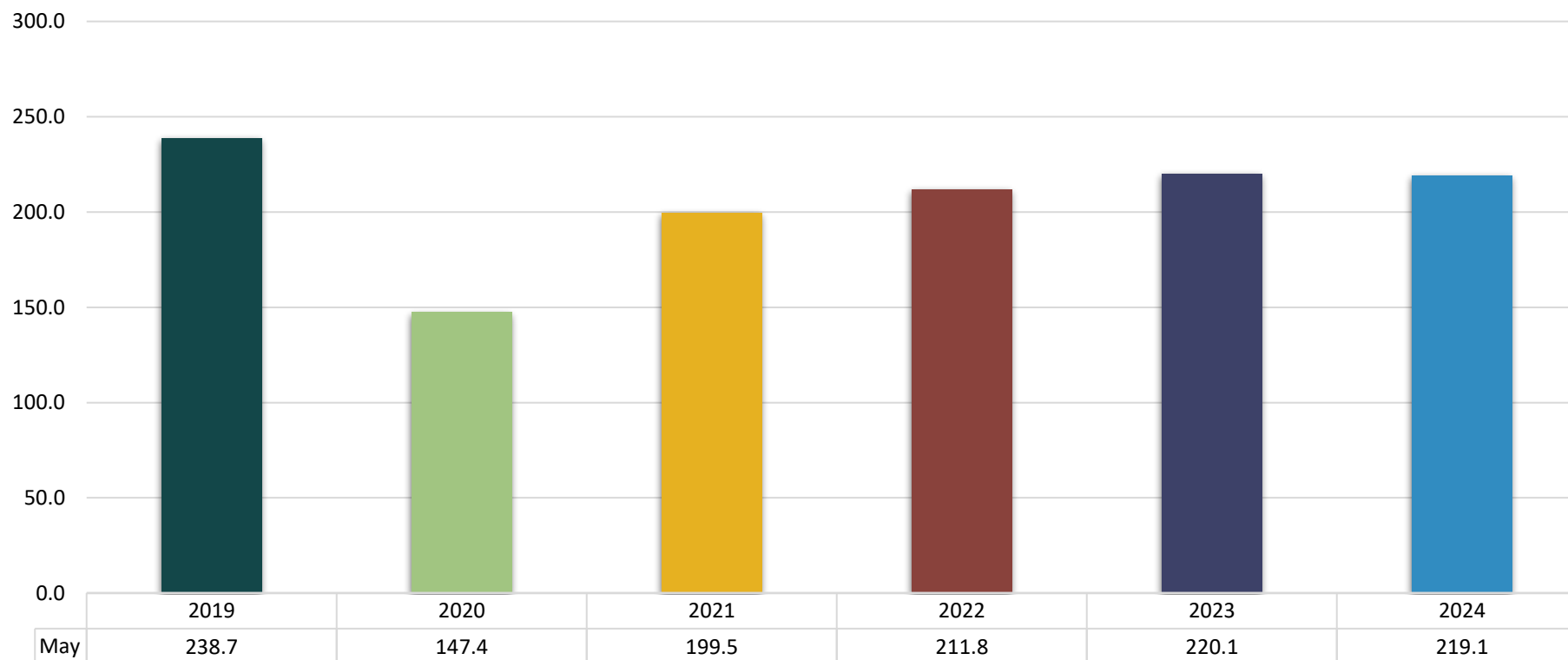


- Louisiana's short-term lodging ADR grew 2.7% over May 2023.
- Louisiana's short-term lodging RevPAR increased 6% over last year.

(Source: AirDNA)

# Louisiana Leisure & Hospitality Jobs

May Tourism Jobs (in thousands): Yr/ Yr



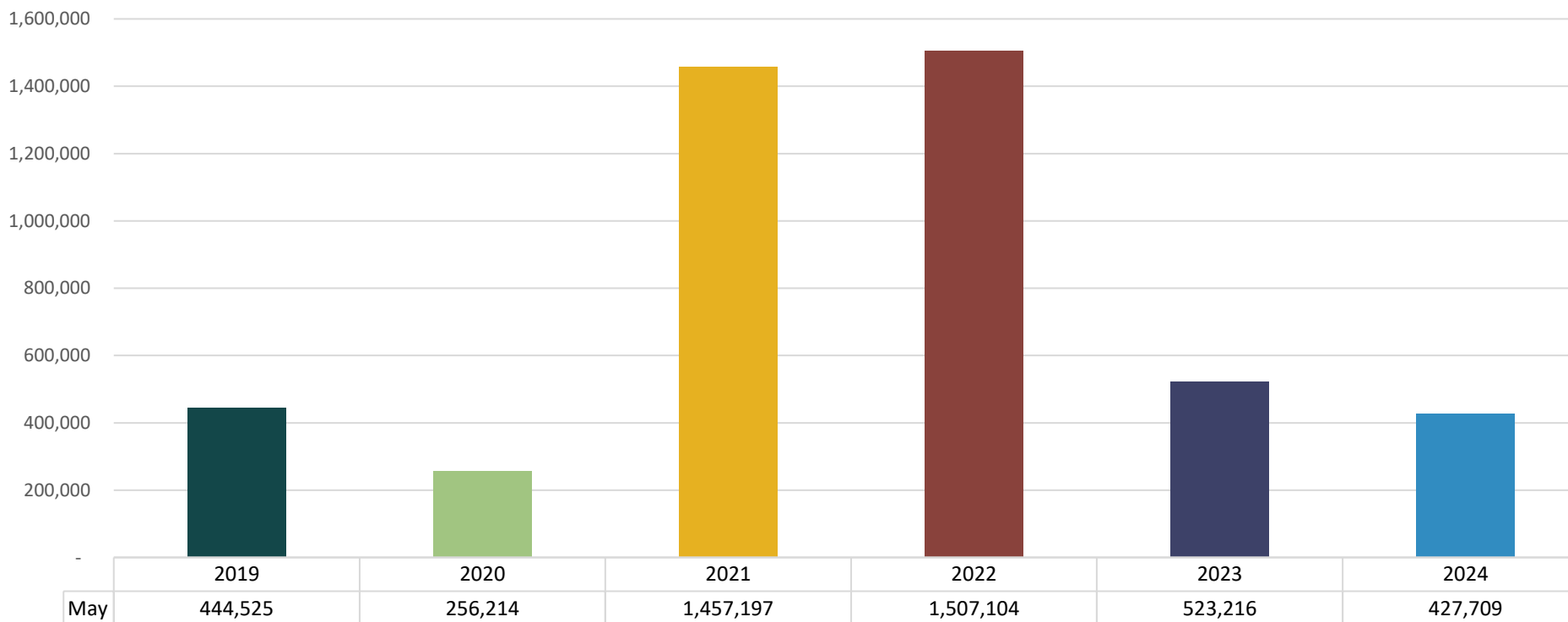
- Louisiana's leisure & hospitality employment slightly decreased 0.5% over May 2023.

*[May jobs are preliminary.] (Sources: BLS)*



# ExploreLouisiana.com

May Website Visits: Yr/Yr

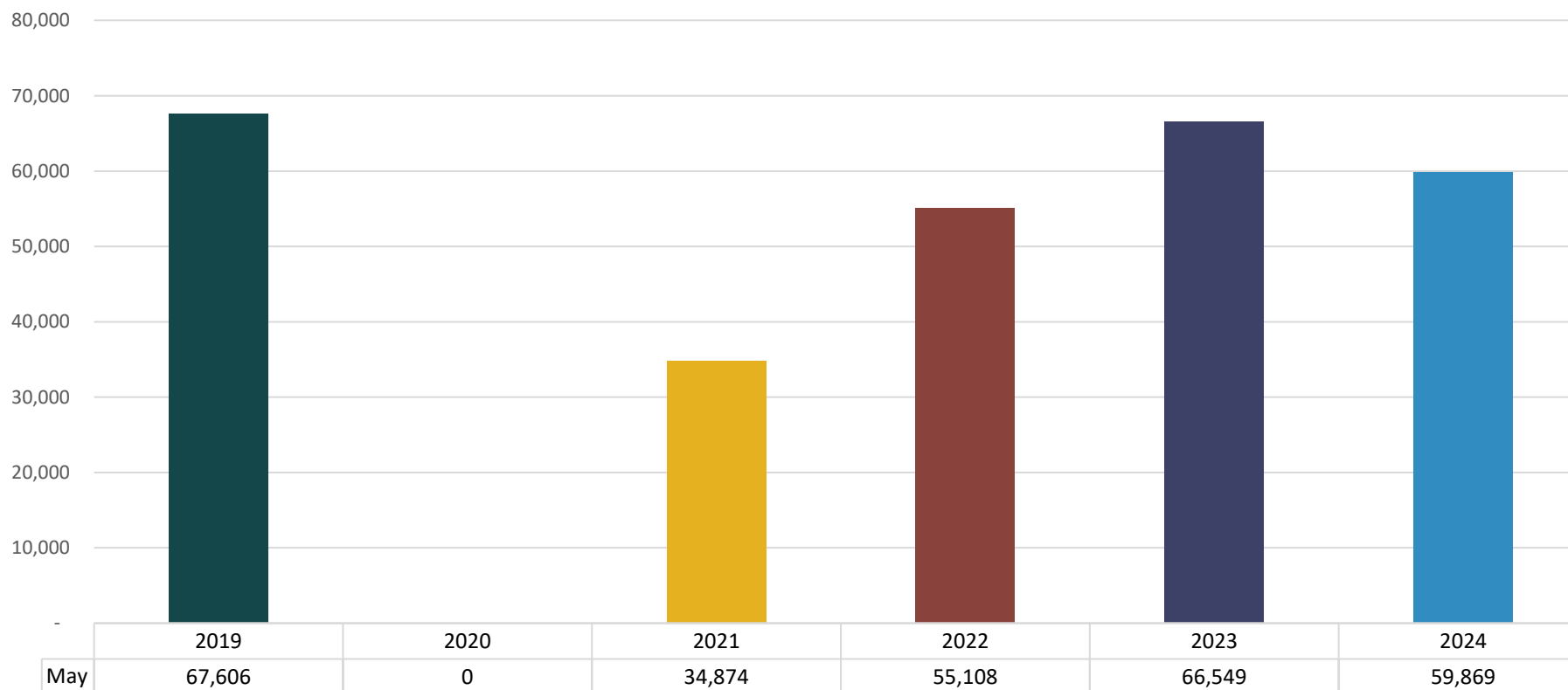


- Engaged sessions are up 13.7% over May 2023.
- “Thing To Do Louisiana Weekend” blog increased 115% over last year.

(Source: Google Analytics & Miles Media)

# Louisiana Welcome Centers

May Welcome Centers Visitation: Yr/Yr

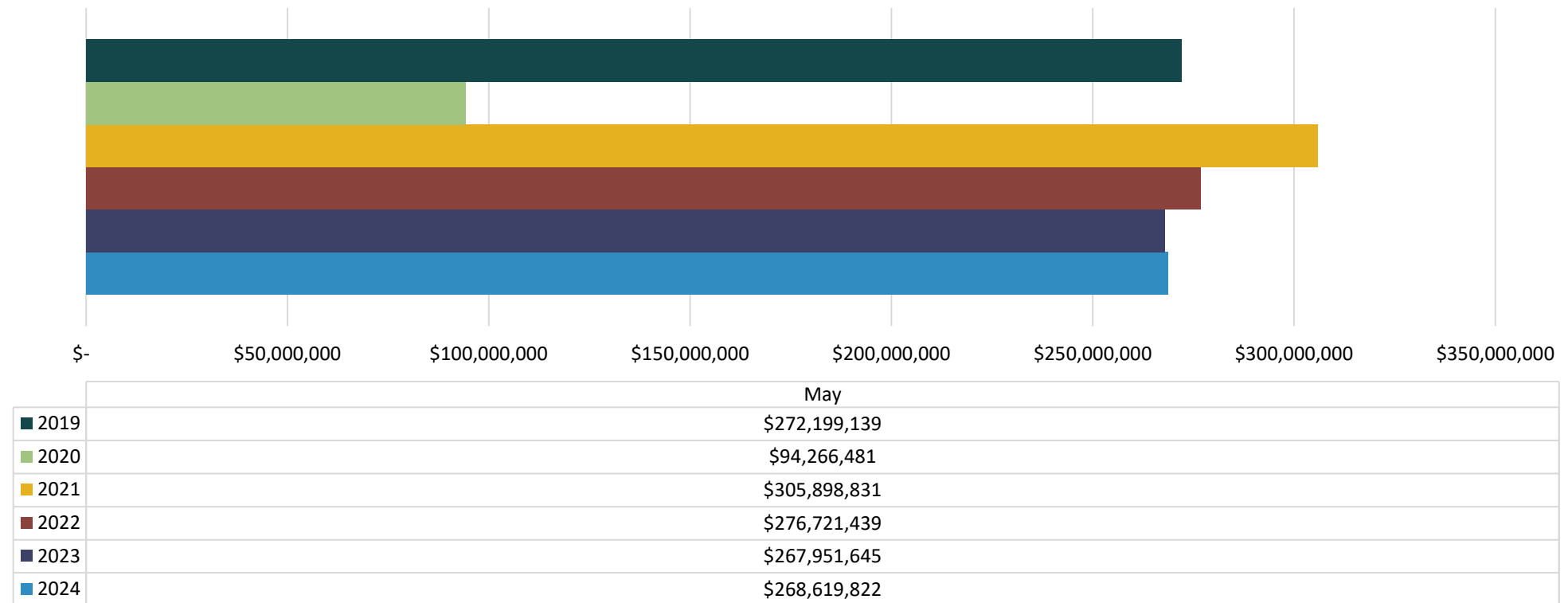


- Louisiana welcome centers had a 10% decrease in visitation over May 2023.

(Source: LA Welcome Centers)

# Louisiana Gaming Revenue

## May Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue increased 0.2% over May 2023.

(Sources: LSP – Gaming Enforcement Division)

# Louisiana and U.S. Travel Sentiment & Trends

- New Orleans ranks number 19 as one of Americas Best Cities for 2024. The power highlights for New Orleans were Shopping and Culture. (*Resonance*)
- The majority (62.0%) of American travelers are currently prioritizing spending on leisure travel in the next three months. (*Future Partners*)
- 80% of travelers express an interest in discounts or loyalty points for making eco-friendly travel choices. (*YouGov*)
- 34% of U.S. travelers are inspired by cultural immersion with educational experiences as they travel in 2024. (*YouGov*)
- TSA screened nearly 3 million passengers on June 23 and set a new record. (*TSA*)