

Lt. Governor Billy Nungesser

State of the Tourism Industry Quarterly Report

April – June 2024

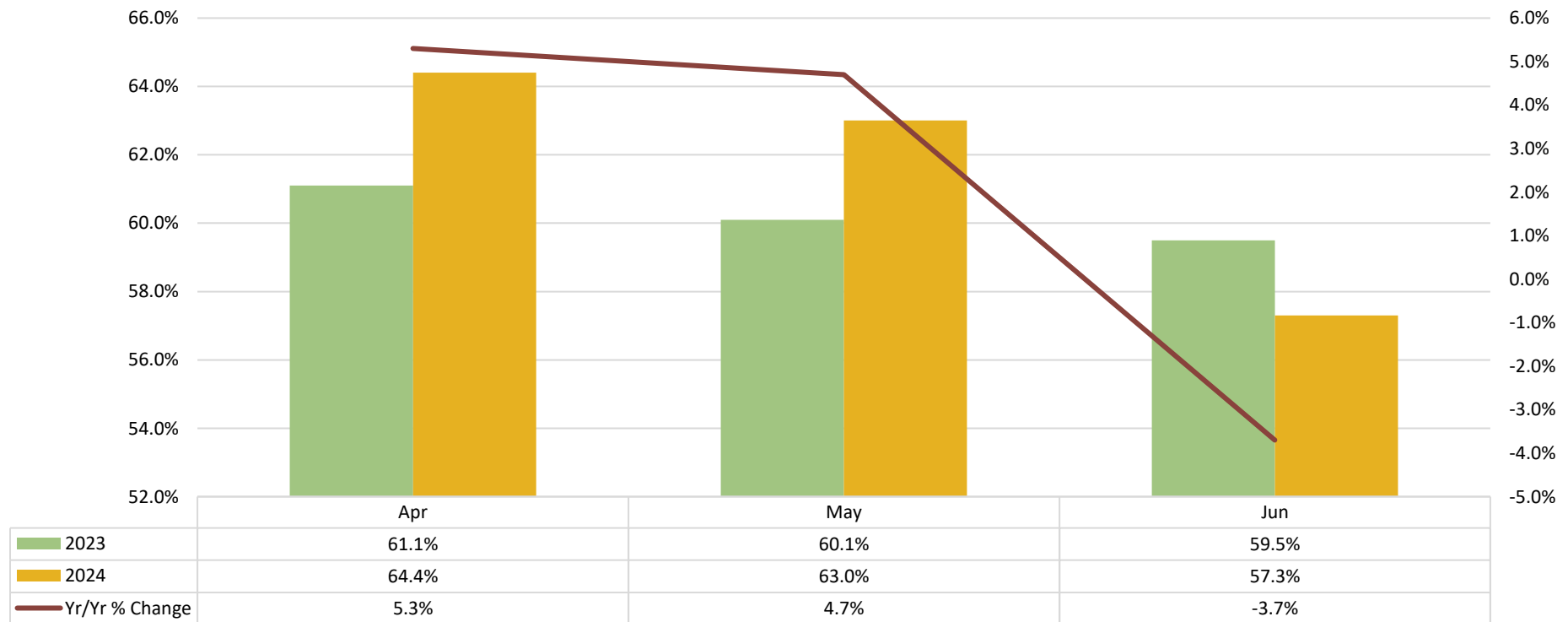


LIEUTENANT GOVERNOR
BILLY NUNGESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging

Occupancy (%): Quarterly Yr/Yr



- Louisiana's occupancy decreased by 11% from April to June 2024.
- Louisiana's average occupancy increased by 2.3% over the last 2nd quarter.

(Source: STR)

Average Daily Rate (ADR) (\$) Quarterly: Yr/Yr

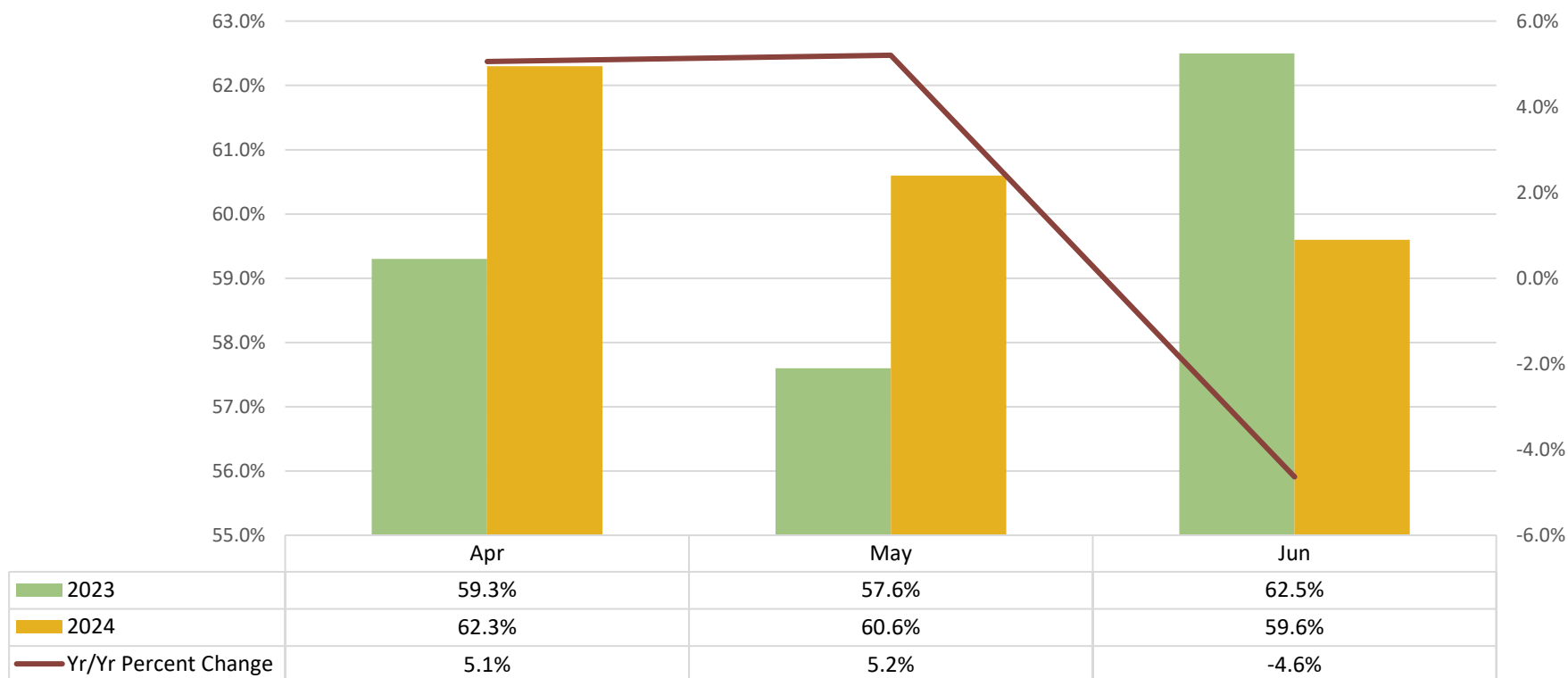


- Louisiana's average daily rates (ADR) had an 18% decrease from April to June 2024.

(Source: STR)

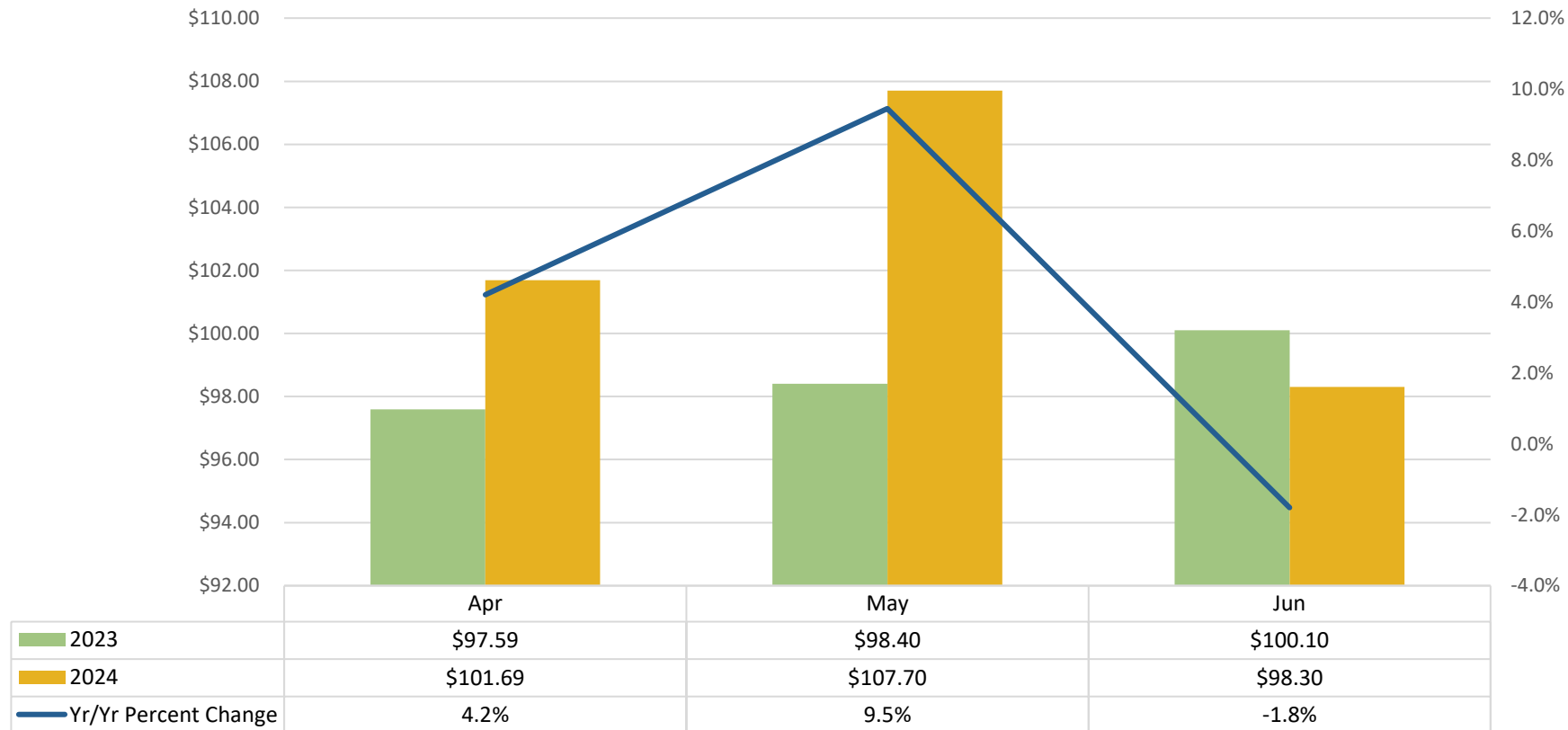
Louisiana Lodging (without New Orleans)

Quarterly Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, decreased by 4% from April to June 2024.
- Louisiana's average occupancy increased by 1.7% over the last 2nd quarter.

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

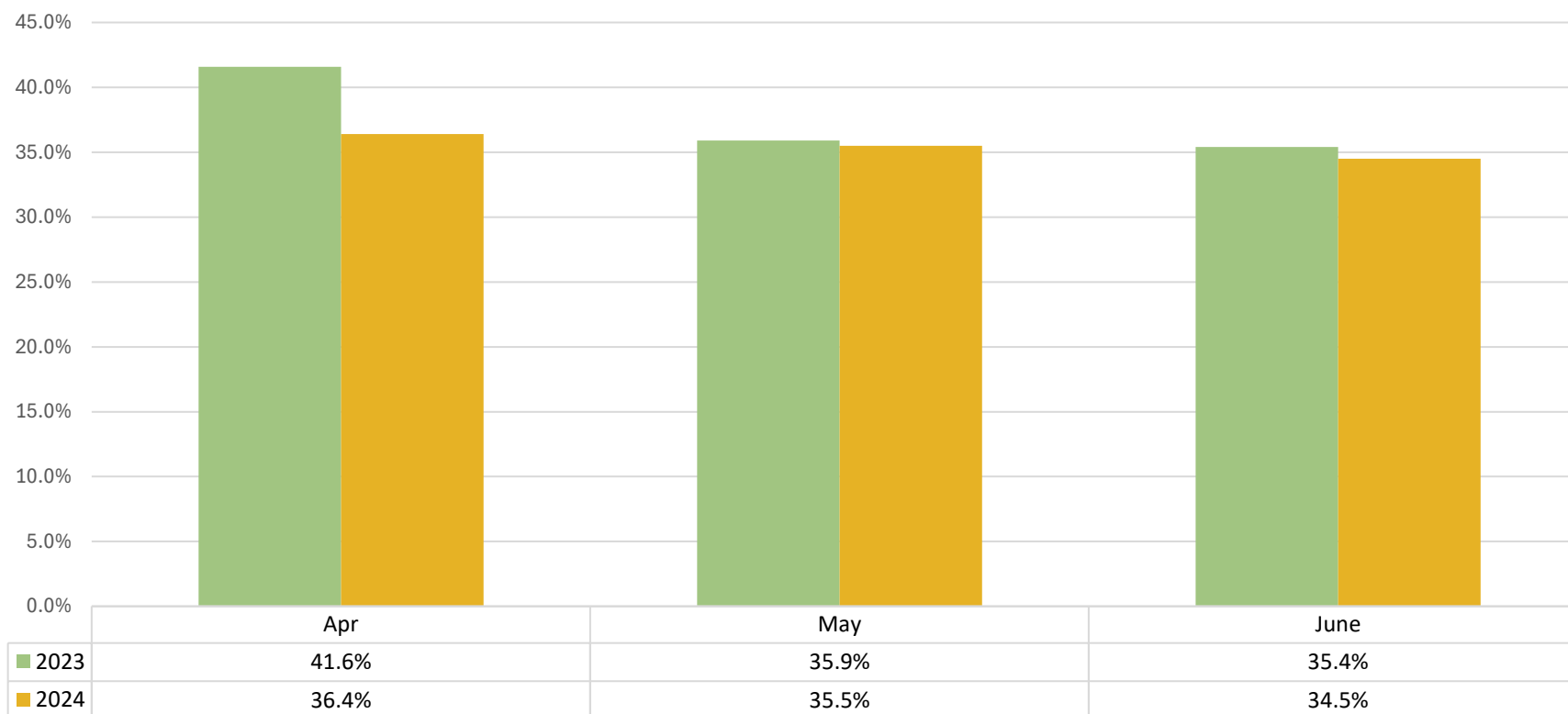


- Louisiana's ADR, excluding New Orleans, was down 3% from April to June 2024.
- Louisiana's average ADR increased by 3.9% over the last 2nd quarter.

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

Short-Term Lodging

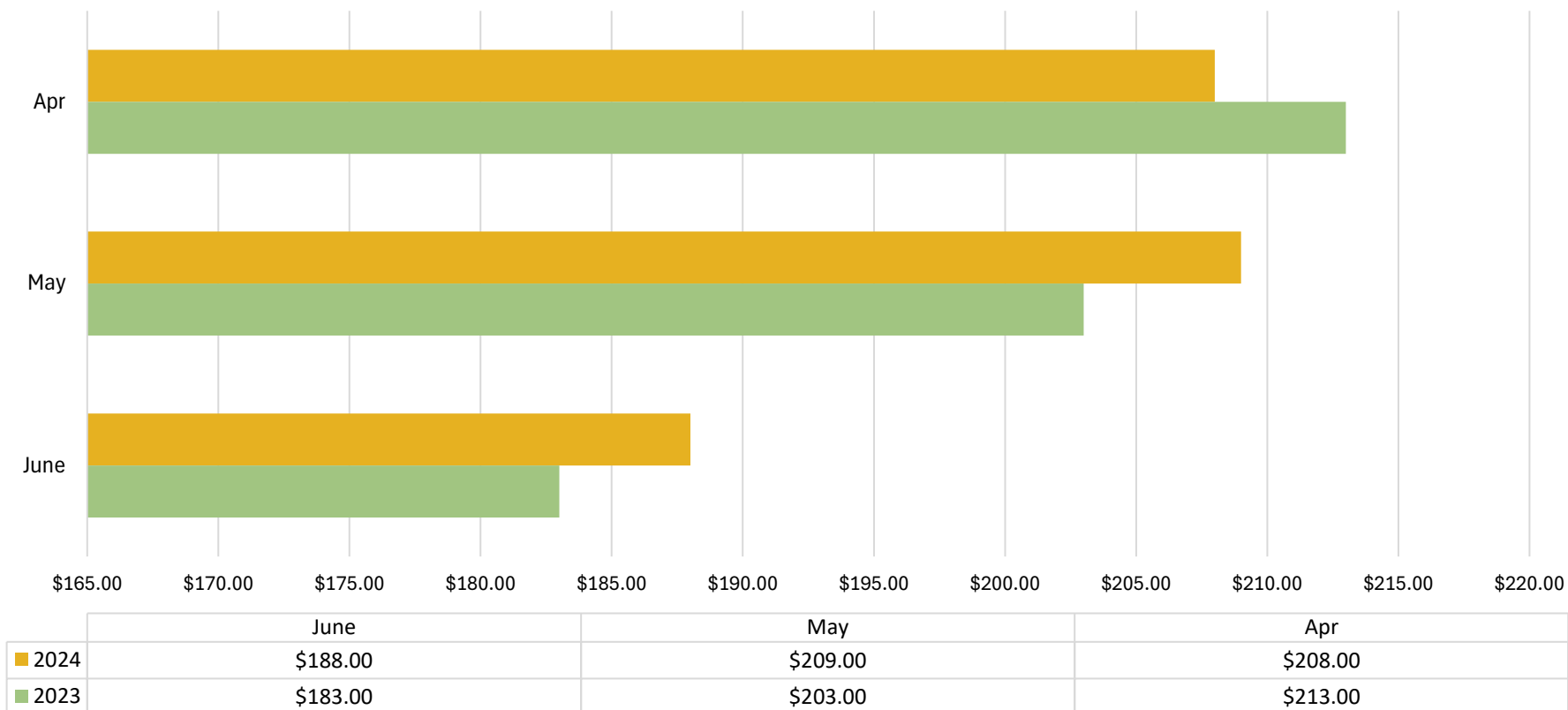
Short-Term Lodging Occupancy (%): Quarterly Yr/Yr



- Louisiana's short-term lodging occupancy decreased by 5% from April to June 2024.

(Source: KeyData)

Short-Term Lodging ADR (\$): Quarterly Yr/Yr



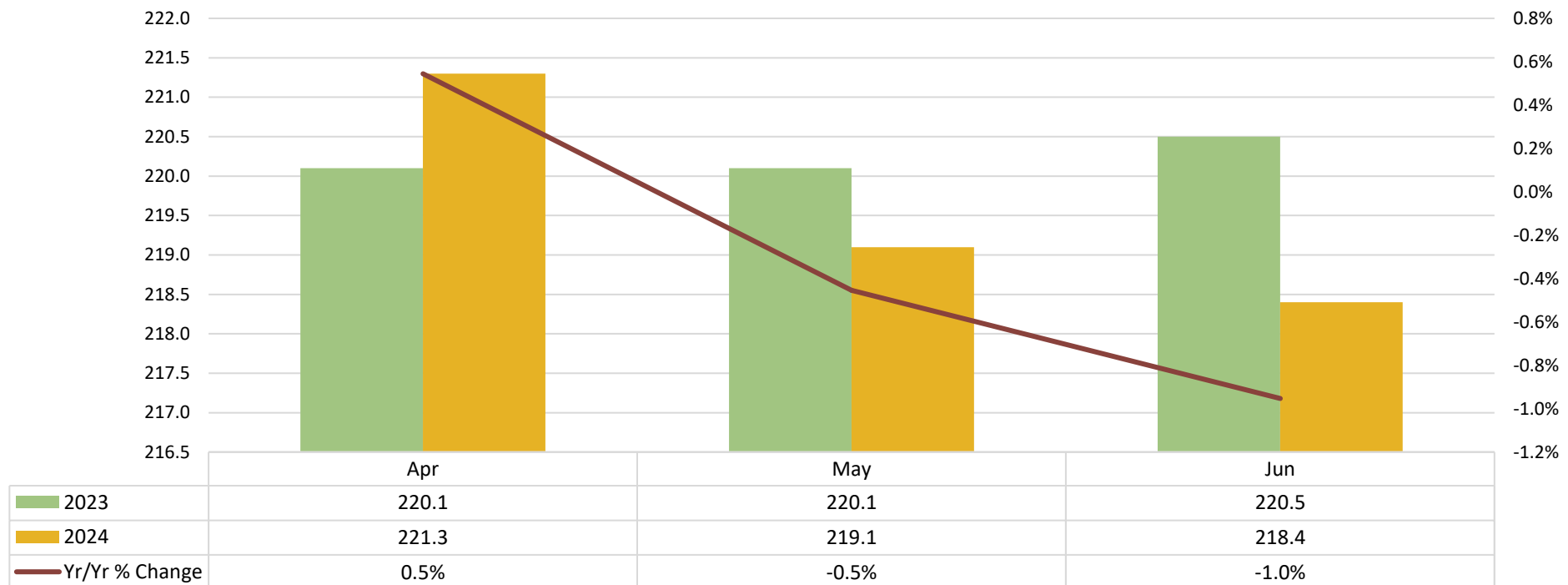
- Louisiana's short-term lodging ADR was down 9.6% from April to June 2024.

(Source: KeyData)

Louisiana Tourism Jobs

(Seasonally adjusted)

Quarterly Tourism Jobs (in thousands): Yr/Yr

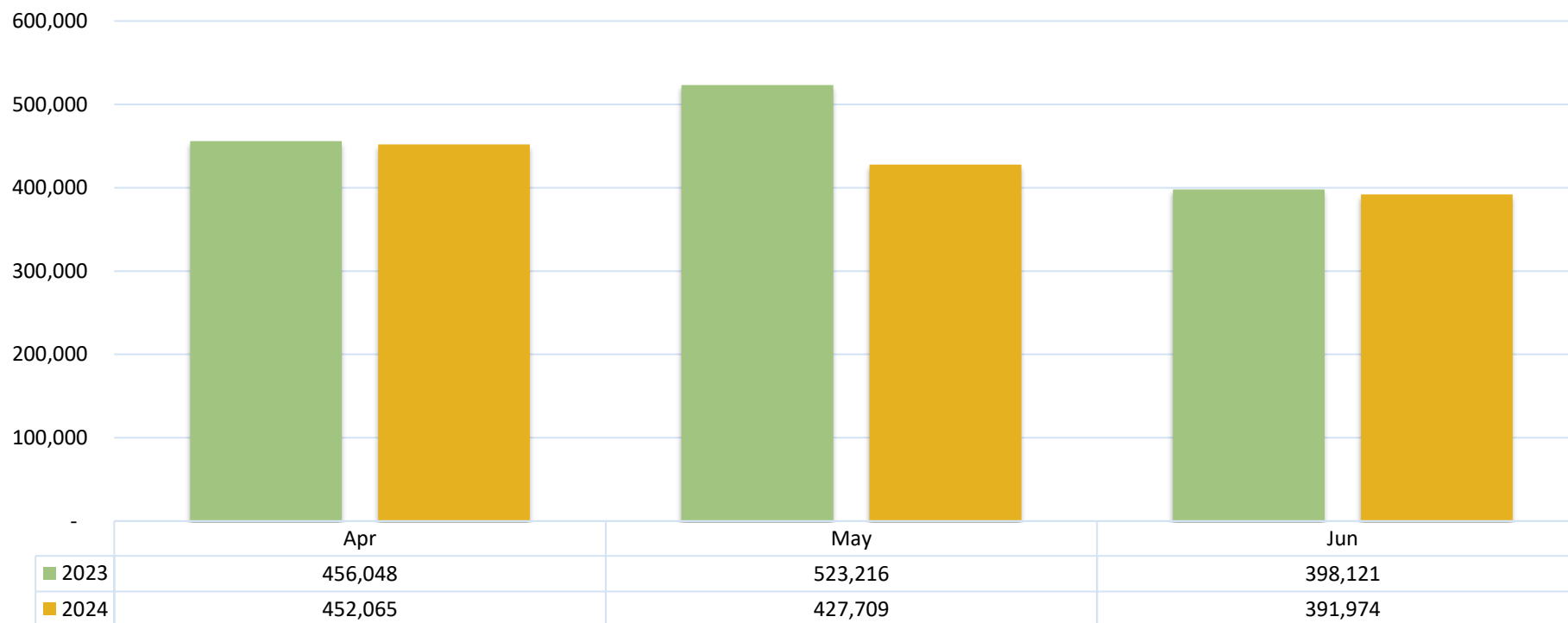


- Louisiana's leisure & hospitality industry was slight down 1.3% from April to June 2024.

(June jobs are preliminary.) (Source: BLS)

ExploreLouisiana.com

Website Visits: Quarterly Yr/Yr



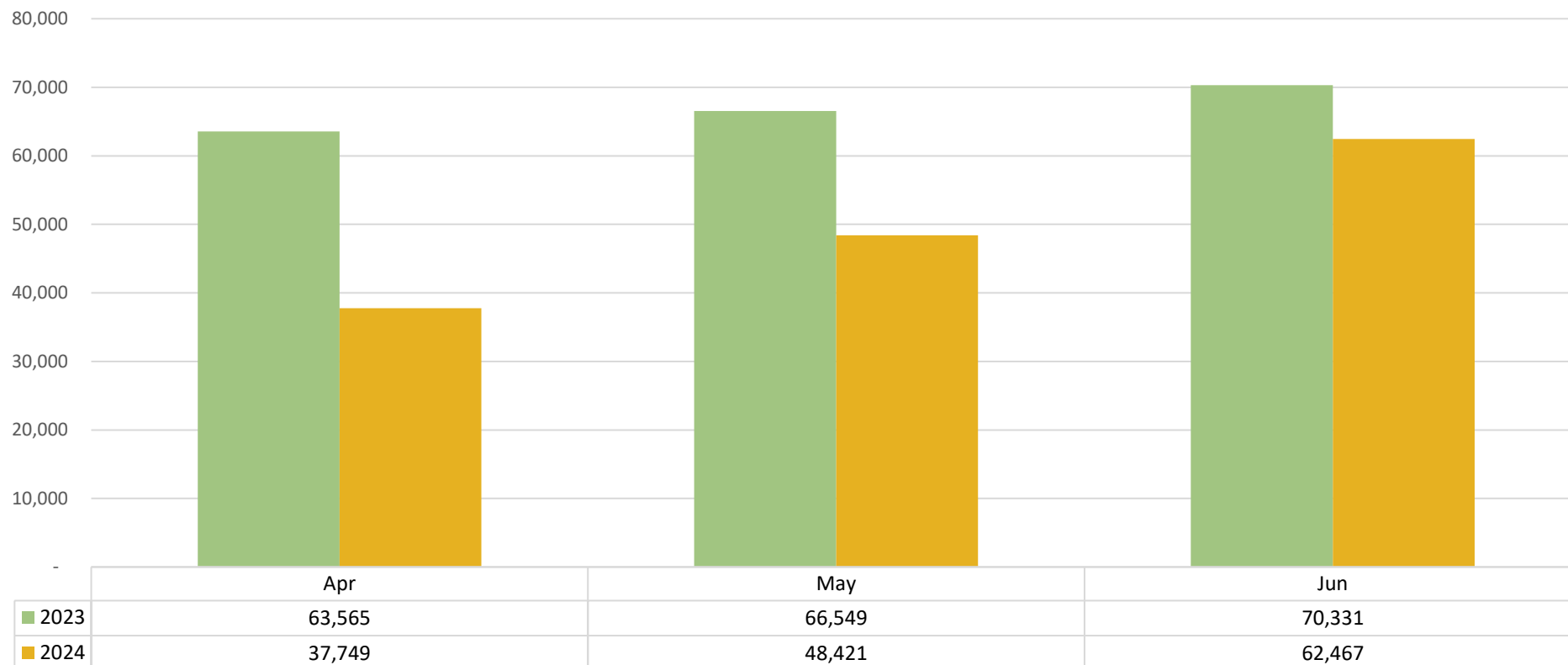
- Nearly 1.3 million website visits from April to June 2024.
- Total views increased by 1.8% in quarter 2 of 2024.

(# of visits (sessions) include desktop, tablet, and mobile)

(Source: Google Analytics / Miles Media)

Welcome Centers

Welcome Centers Visitation: Quarterly Yr/Yr



- Louisiana's welcome centers received over 25,000 international visitors from April to June 2024.
- Over 19,000 welcome centers visitors were from Texas in June 2024.

(Source: LA Welcome Centers)

Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr



- Louisiana's gaming revenue increased 4% from April to June 2024.

(Source: LA State Police)

Louisiana Economic Impact and U.S. Travel Sentiment

- A Louisiana visitor spends an average of \$479 per party, per stay while in destination. *(MMGY)*
- Louisiana is primarily a drive destination (85%) with visitors traveling 247 miles one-way. *(MMGY)*
- Louisiana's air passengers increased by 5.7% over May 2023. *(Tourism Economics)*
- With just July and August left in the summer season, just over half (50.7%) of American travelers said they have a trip planned during either of those months. *(Future Partners)*
- Road trippers are more likely to live in a suburban area (45.2%). *(Future Partners)*
- U.S. travel spending generated \$114.7 billion in May 2024, with a 4.8% increase over last year. *(Tourism Economics)*