



State of the Tourism Industry Monthly Report

July 2024

Created August 20, 2024



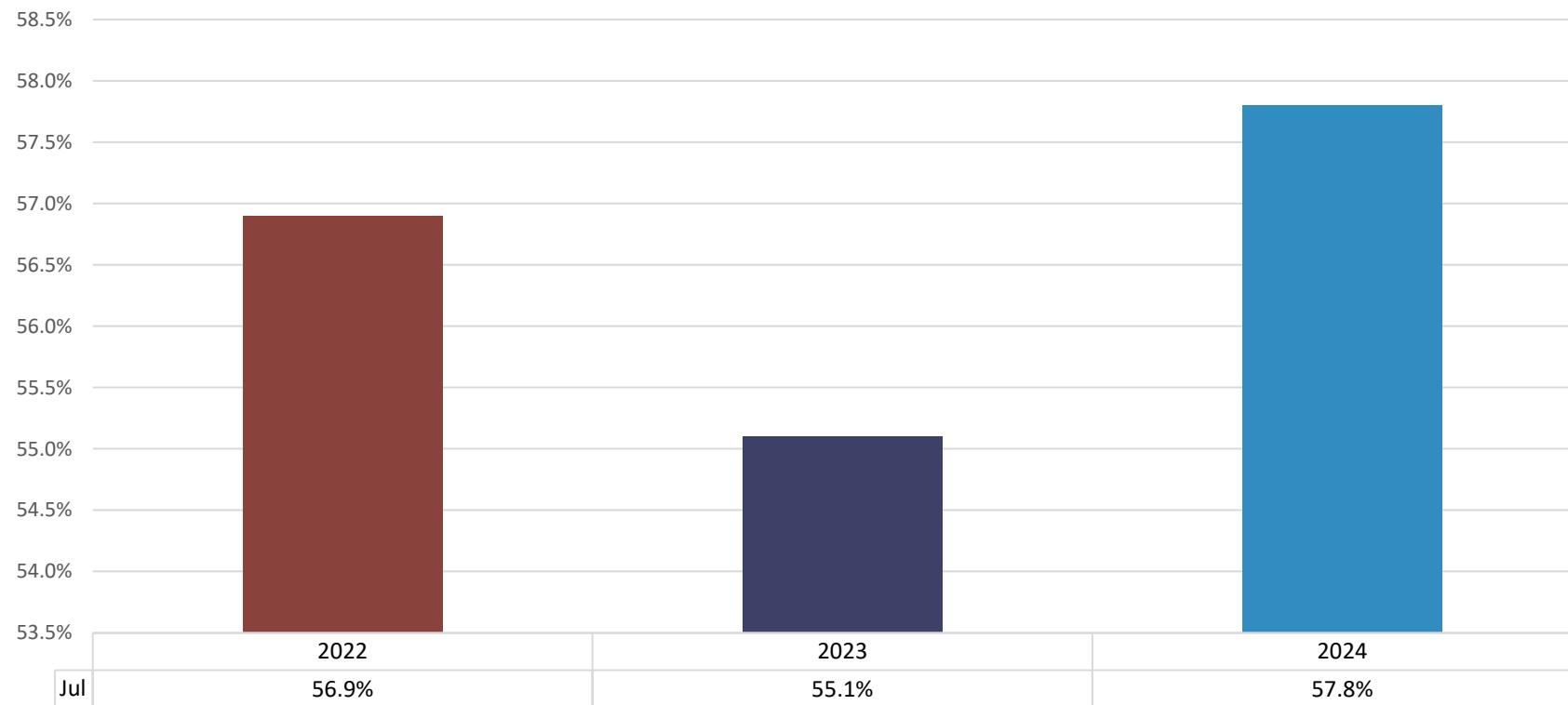
LIEUTENANT GOVERNOR
BILLY NUNGERESSER

YEAR OF MUSIC 2024

LOUISIANA
Feed Your Soul.

Louisiana Lodging

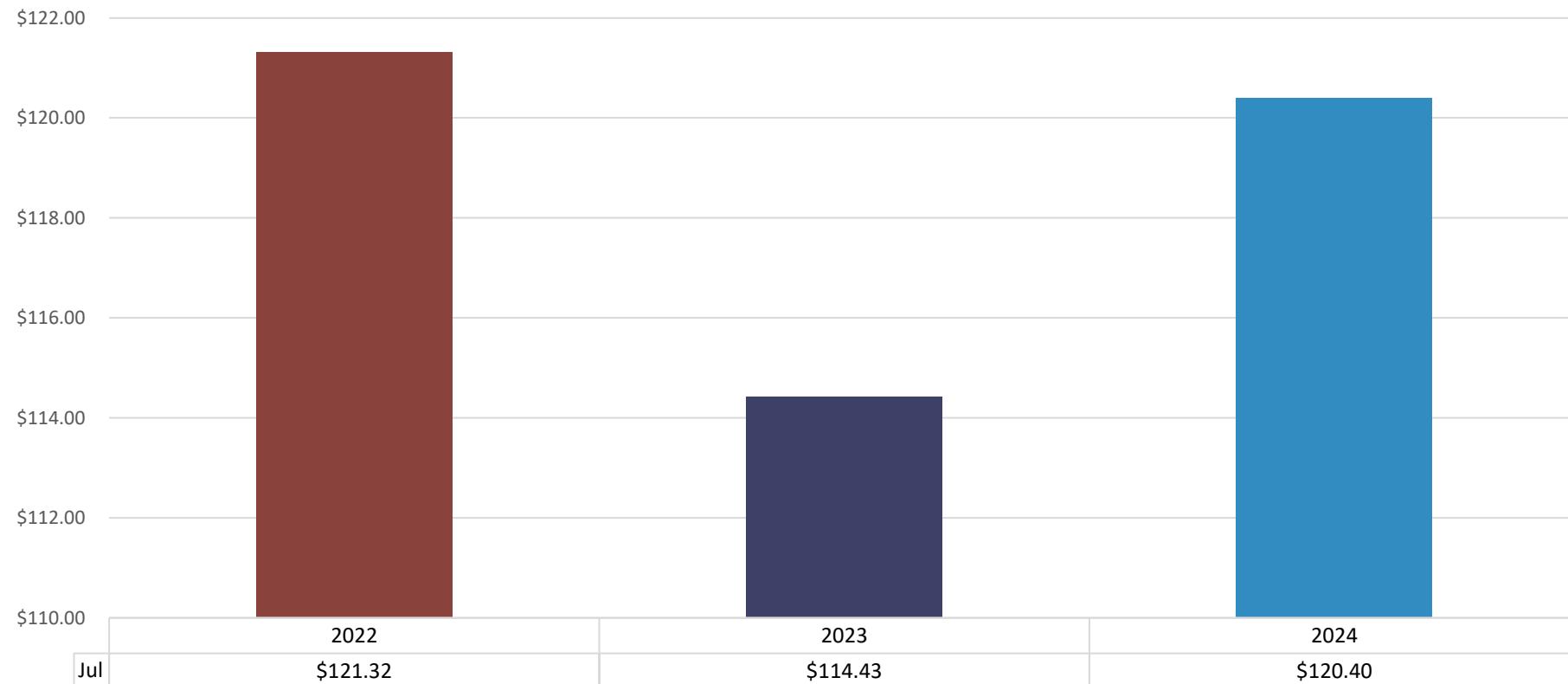
July Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy increased by 4.8% over July 2023.
- Since last month (June), occupancy was up 1%.
- Year-to-date, occupancy is up 1.9%.

(Source: STR)

July ADR (\$): Yr/Yr

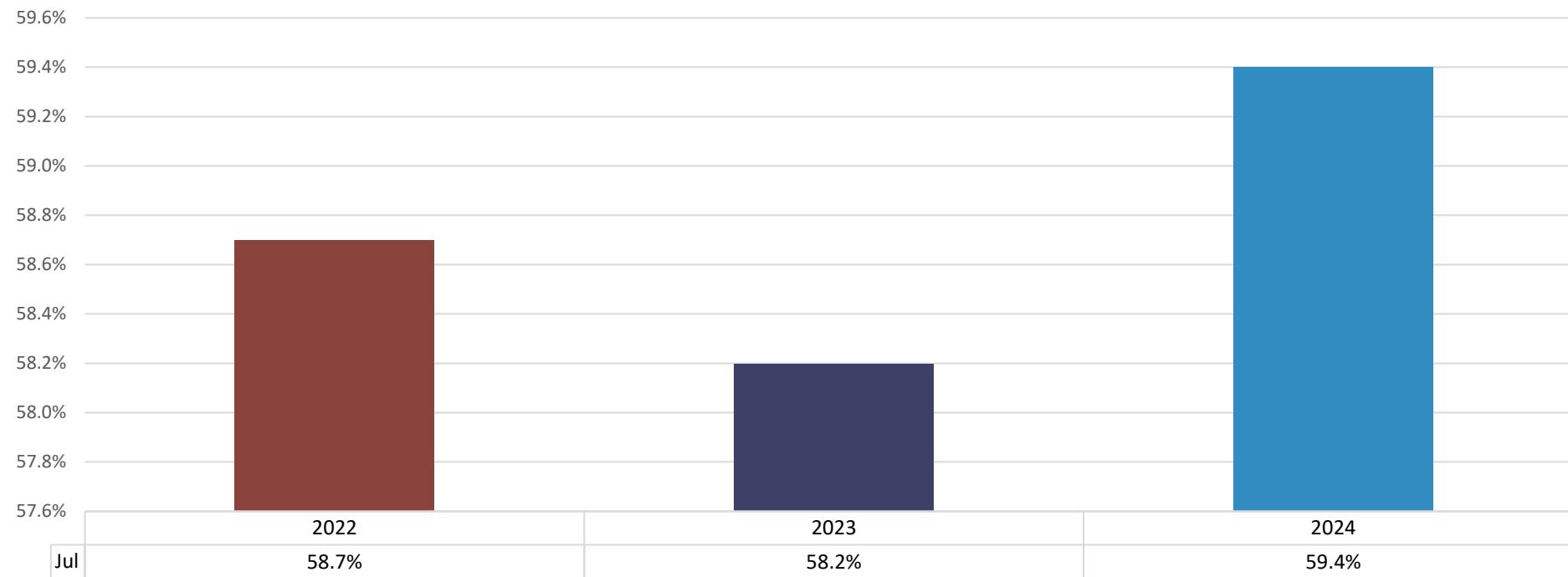


- Louisiana's average daily rates (ADR) grew 5% over July 2023.
- Since last month (June), Louisiana's ADR increased by 5%.

(Source: STR)

Louisiana Lodging (without New Orleans)

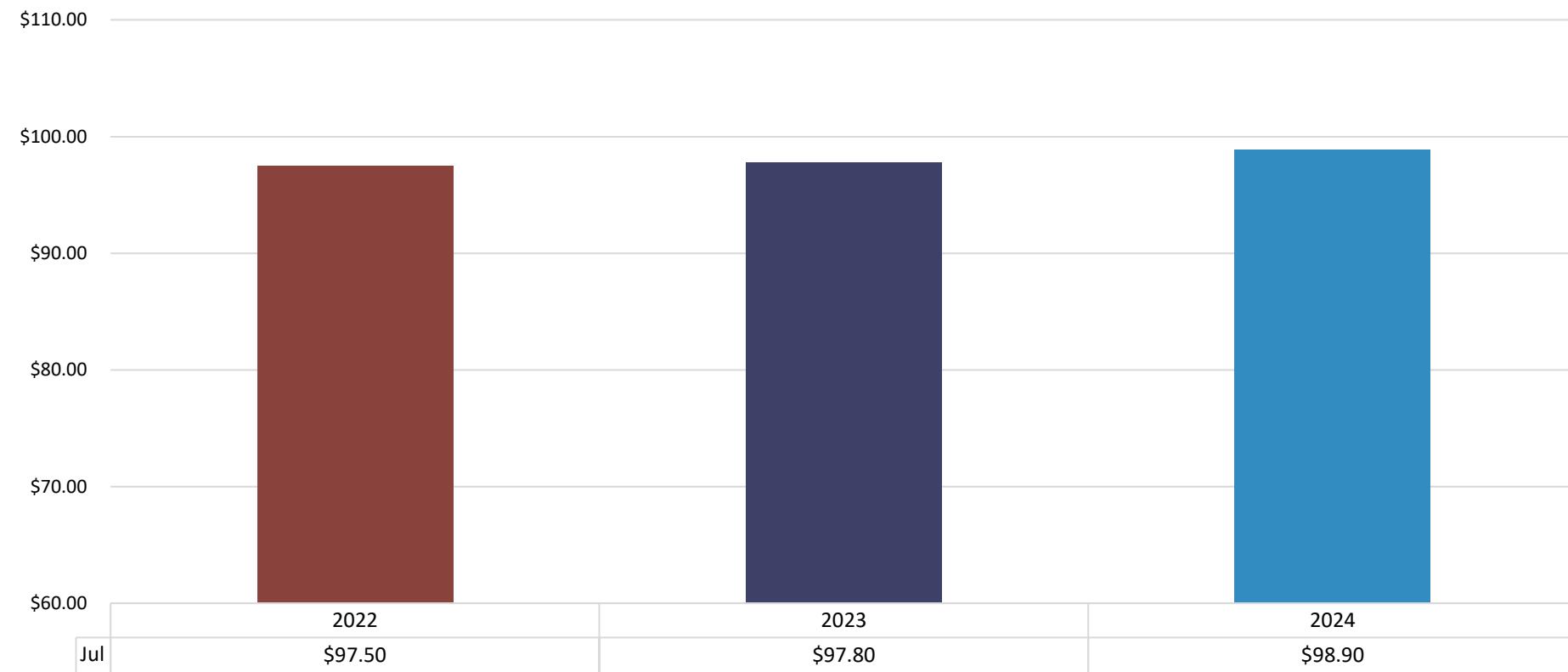
July Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased 2.1% over July 2023.

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

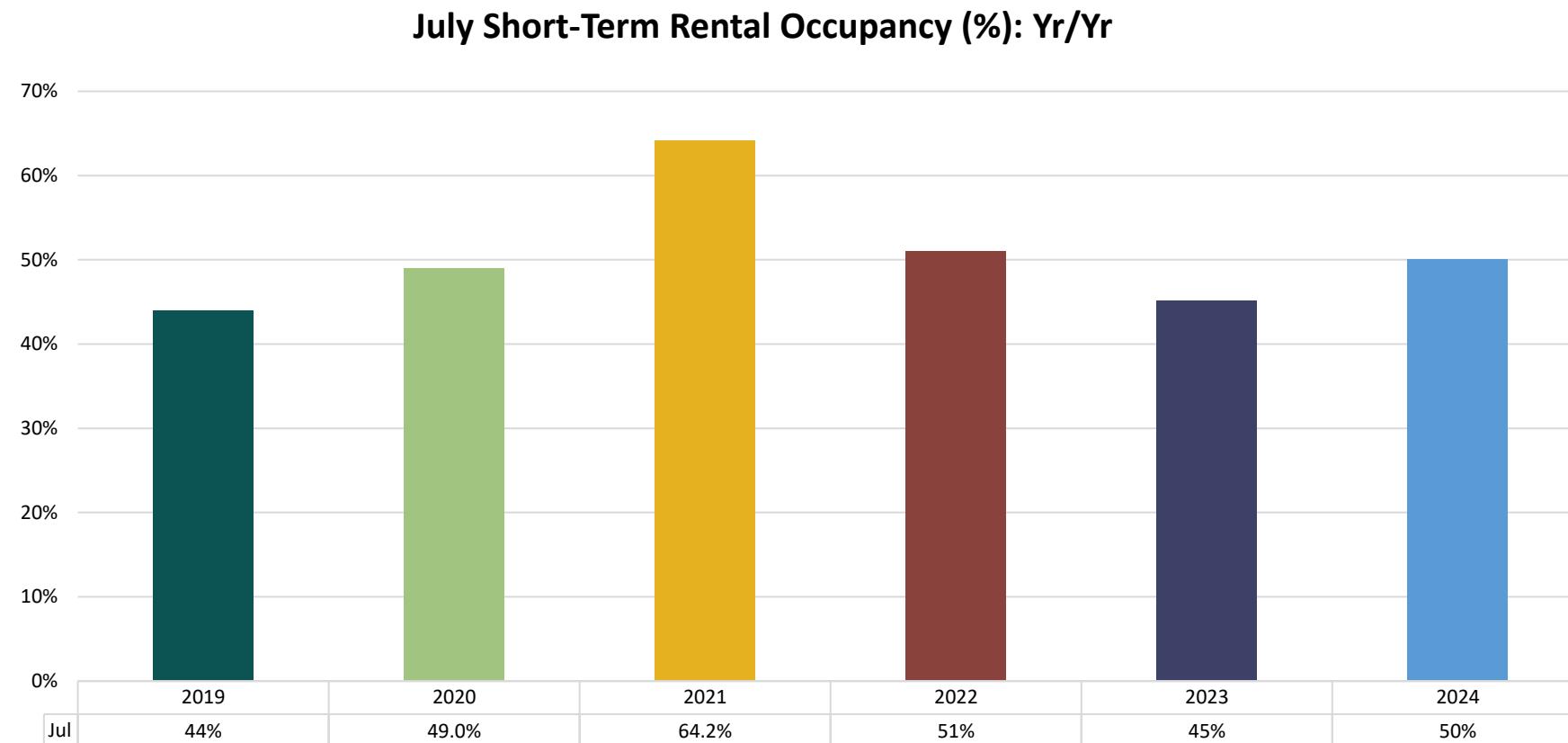
July ADR (\$) without NOLA: Yr/Yr



- Louisiana's ADR, excluding New Orleans, grew by 1.1% over July 2023.

(Source: STR)

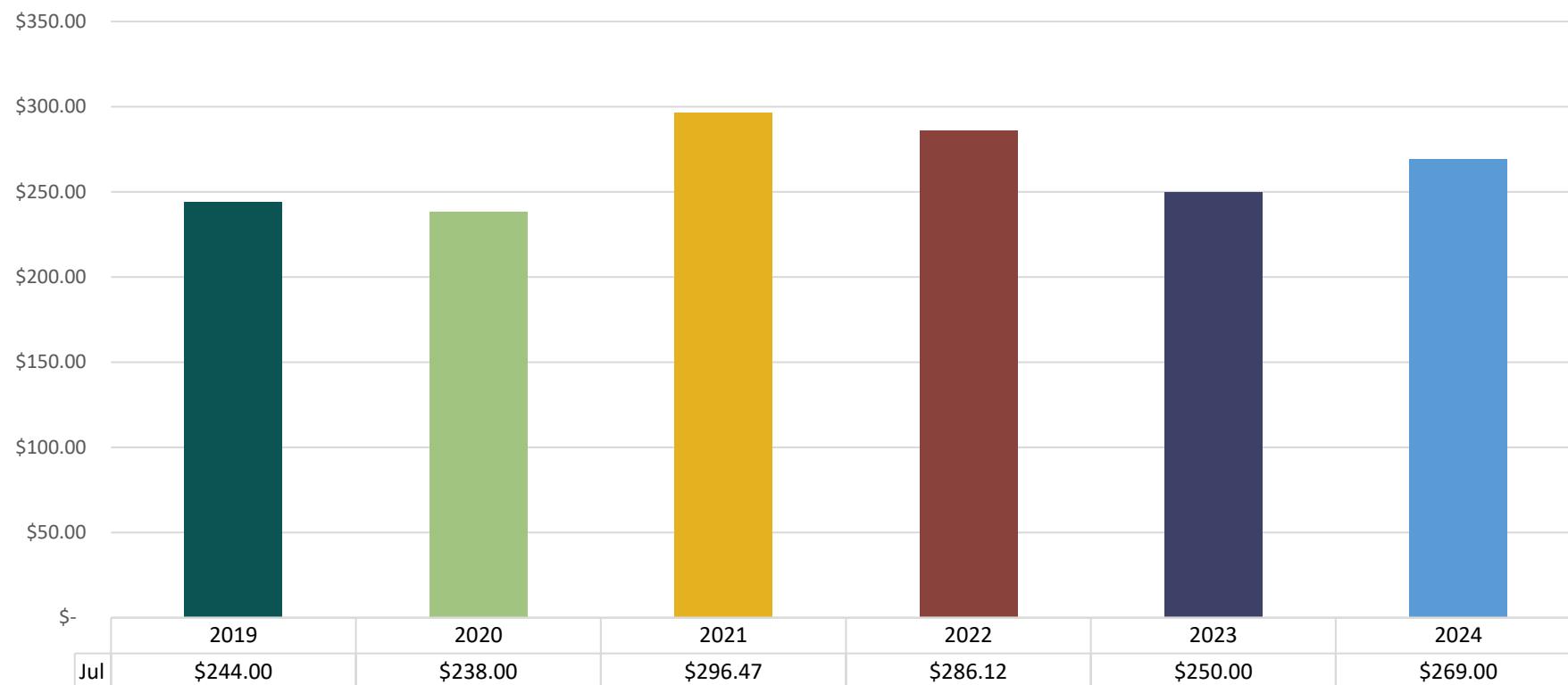
Louisiana Short-Term Lodging



- Louisiana's short-term lodging occupancy increased by 10.6% over July 2023.
- Booked listings increased 11.5% over last year.

(Source: AirDNA)

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

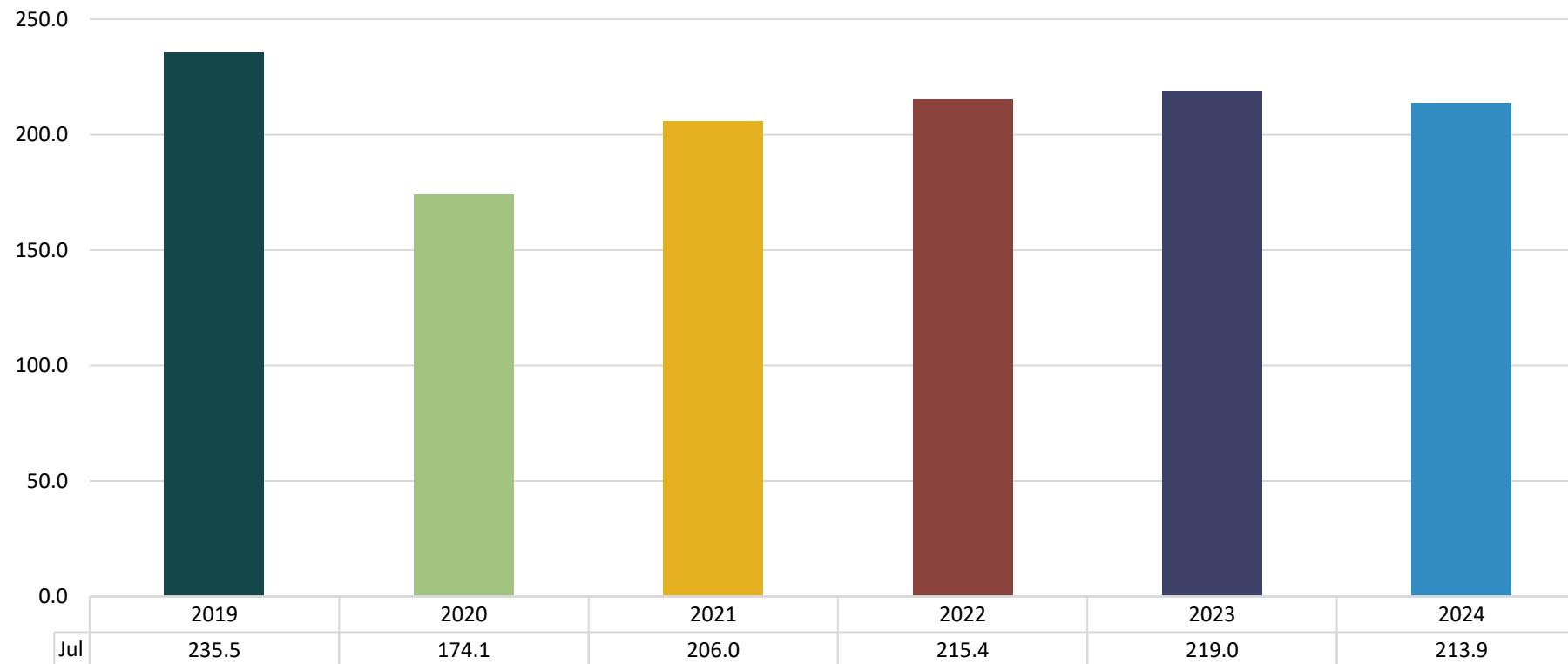


- Louisiana's short-term lodging ADR grew 7.6% over July 2023.
- Louisiana's short-term lodging Revenue grew 29.3% over last year.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

July Tourism Jobs (in thousands): Yr/ Yr

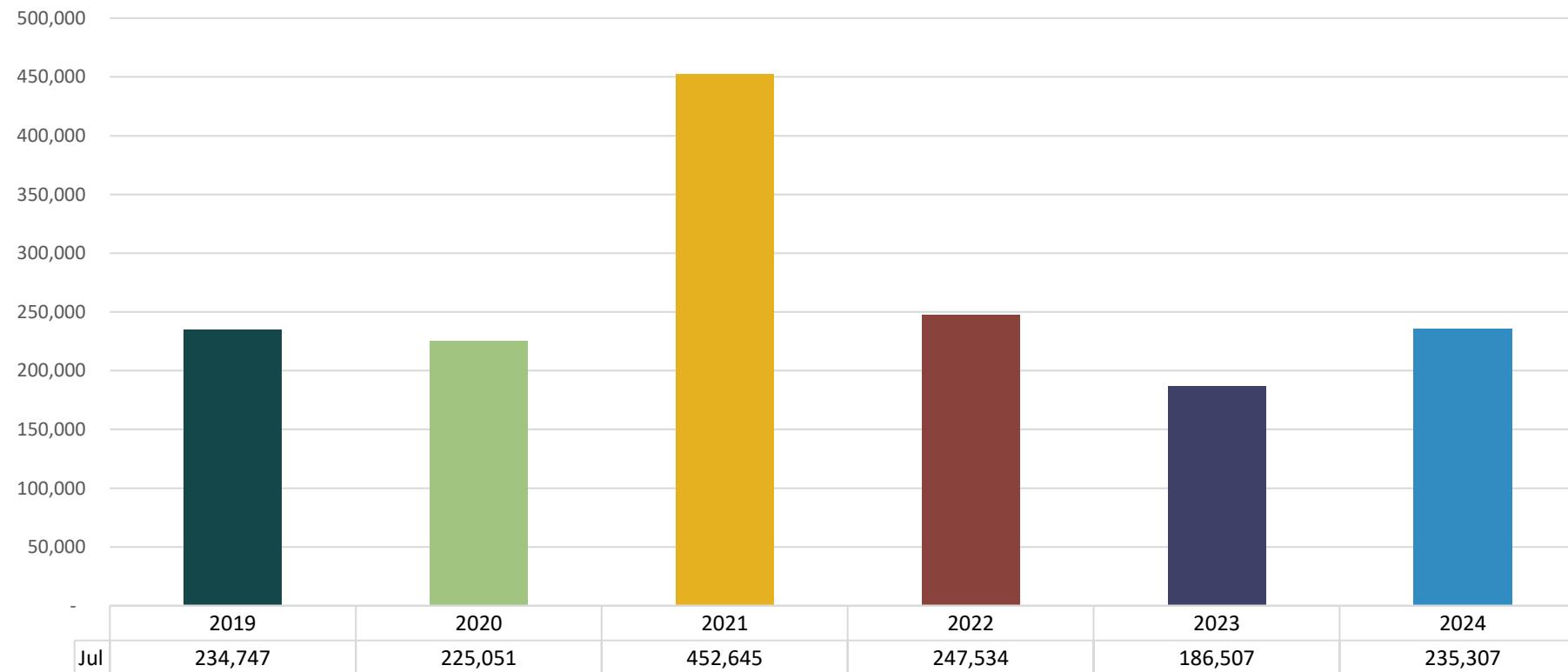


- Louisiana's leisure & hospitality employment is down 2.3% over last July.

[July jobs are preliminary & seasonally adjusted.] (Sources: BLS)

ExploreLouisiana.com

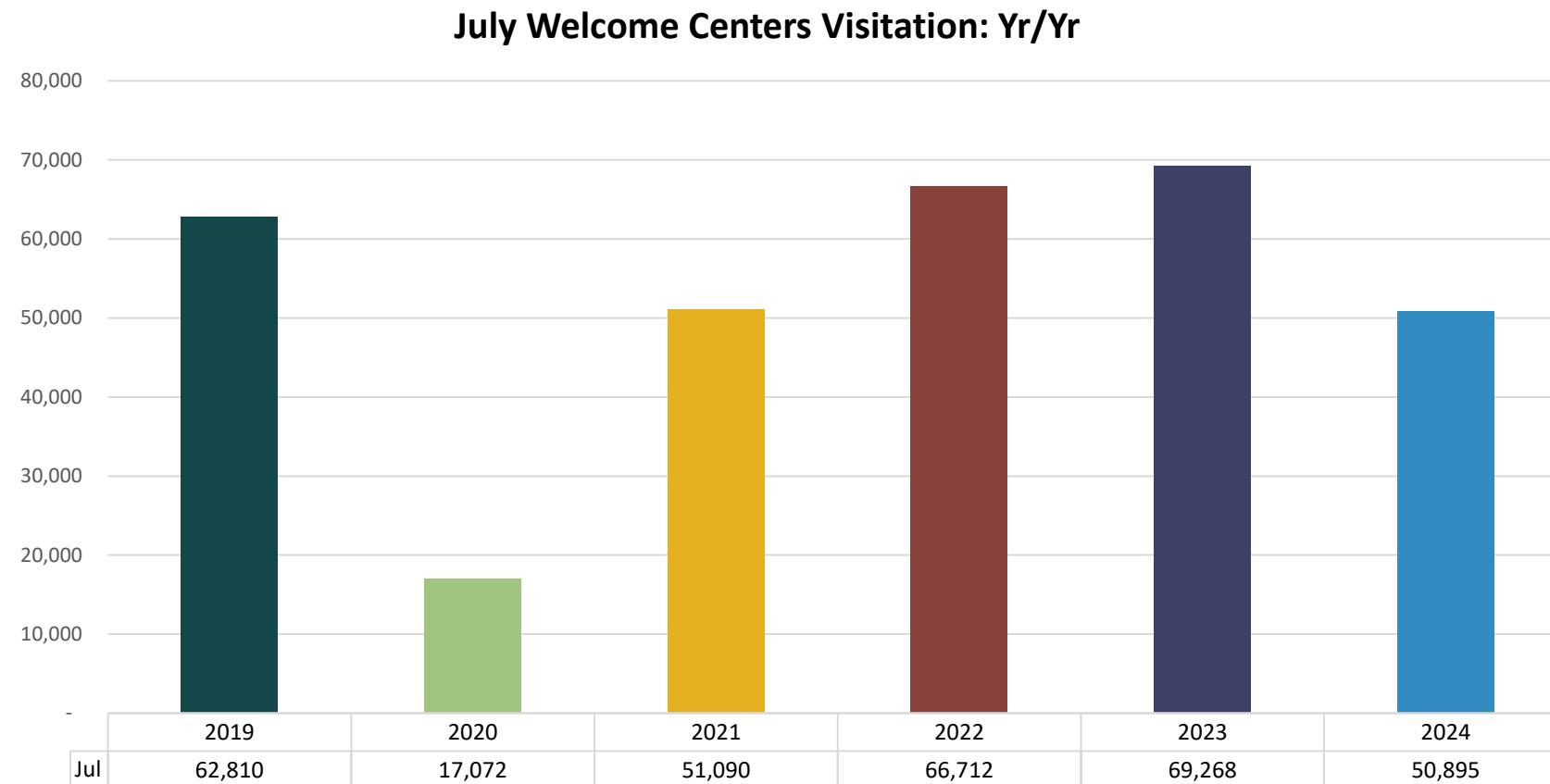
July Website Visits: Yr/Yr



- Sessions are up 26% over July 2023.
- Views increased 58% over last year.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

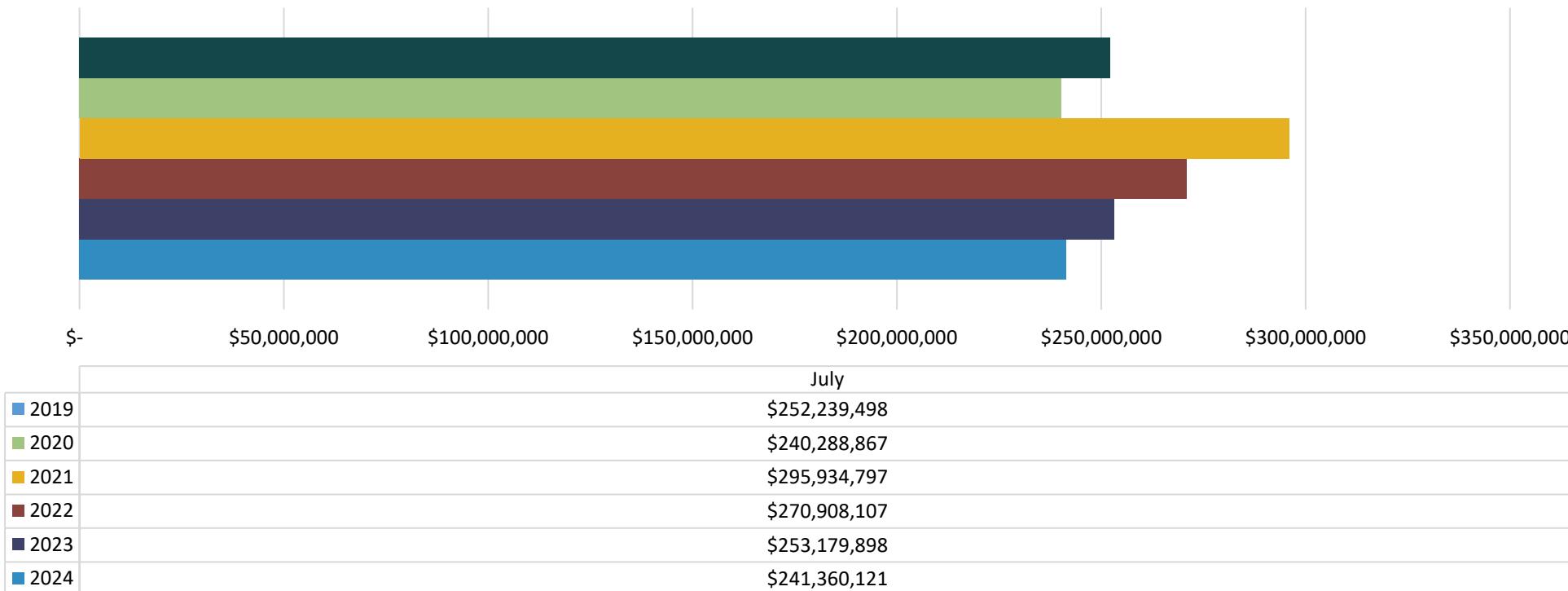


- The Slidell welcome center had a 13% increase over last month (June) and a 3.6% increase over last July.

(The Mound Welcome Center is closed until Spring 2025) (Source: LA Welcome Centers)

Louisiana Gaming Revenue

July Gaming Revenue: Yr/Yr



- Louisiana's Land Based gaming revenue increased 16% over last month (June) and 1.3% over last July.

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment & Trends

- More travelers than ever have taken a road trip in the past 12 months (64%). July is the most popular month to take a road trip. (*MMGY*)
- More than half of American travelers (50.9%) took an overnight leisure trip in the past month. (*Future Partners*)
- 18% of travelers indicate they have changed (10%) or canceled (8%) their plans to visit some destinations in the past year due to concerns about the welcomeness or inclusiveness of those destinations. (*Longwoods International*)
- 92% of American travelers saying they have plans to go somewhere in the next six months. (*Longwoods International*)
- Three out of four women (77%) say that travel experiences hold greater importance than acquiring material goods. (*US Travel and Tourism Advisory Board*)
- Men (37%) revealed that access to adventure activities like scuba diving, skiing, mountaineering, trekking, fishing and safari are most important when choosing a travel destination. (*US Travel and Tourism Advisory Board*)