



YEAR OF MUSIC 2024

State of the Tourism Industry Monthly Report

August 2024

Created September 20, 2024

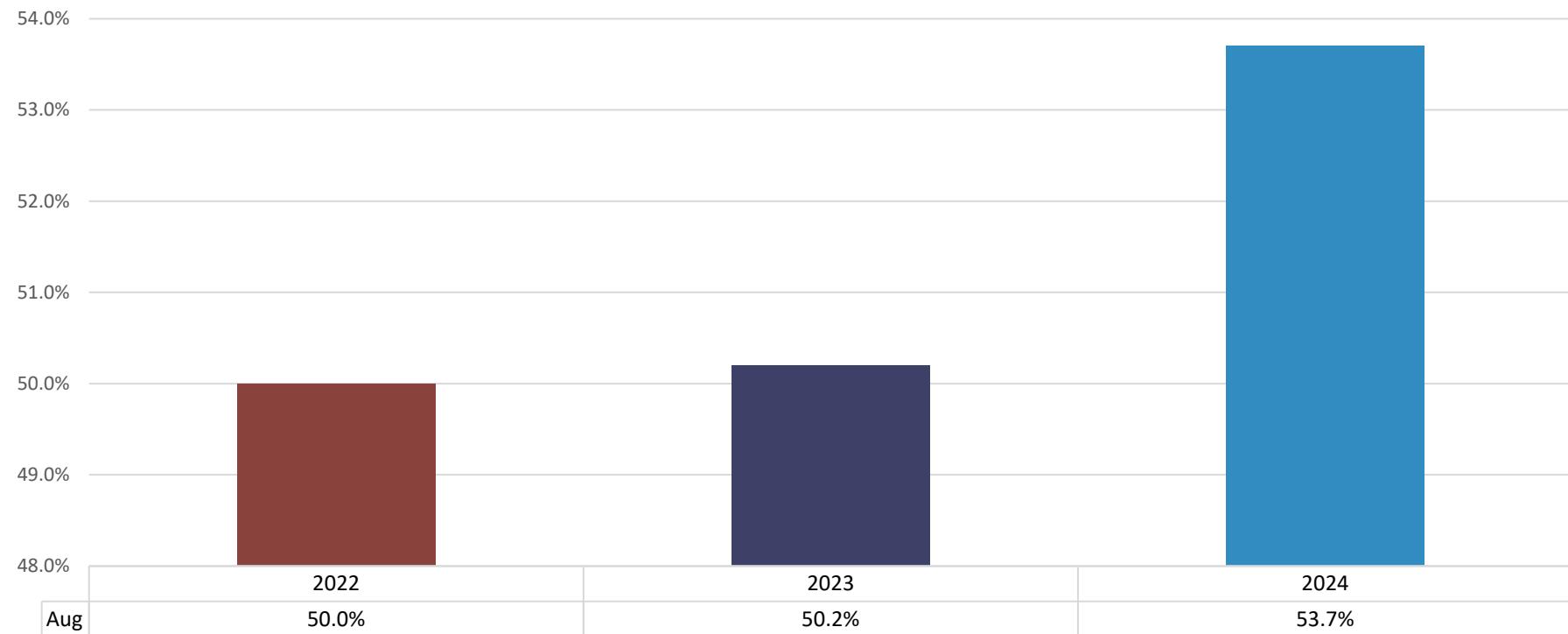


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Louisiana Lodging

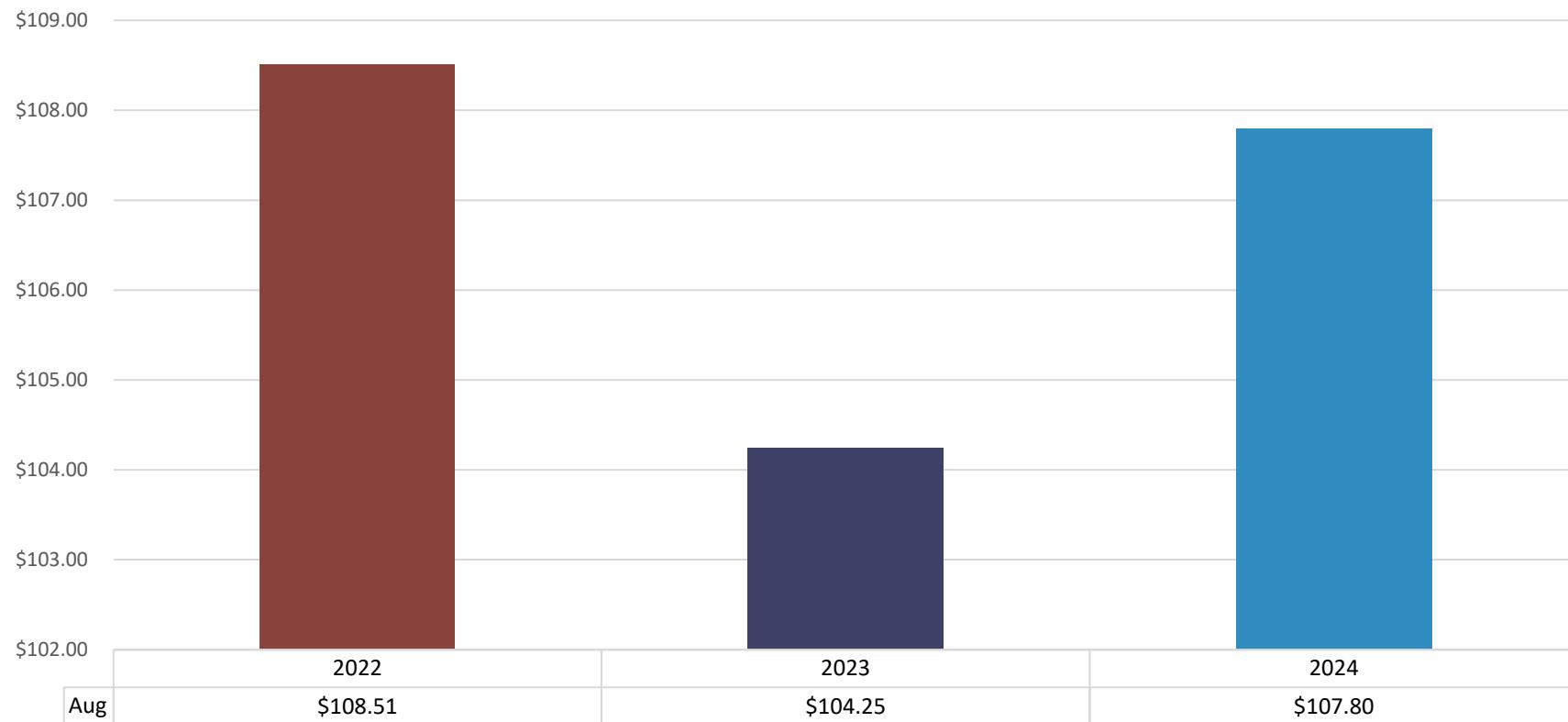
August Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy increased by 6.7% over August 2023.
- Since last month (July), occupancy declined 7.1%.
- Year-to-date, occupancy is up 2.5%.

(Source: STR)

August ADR (\$): Yr/Yr

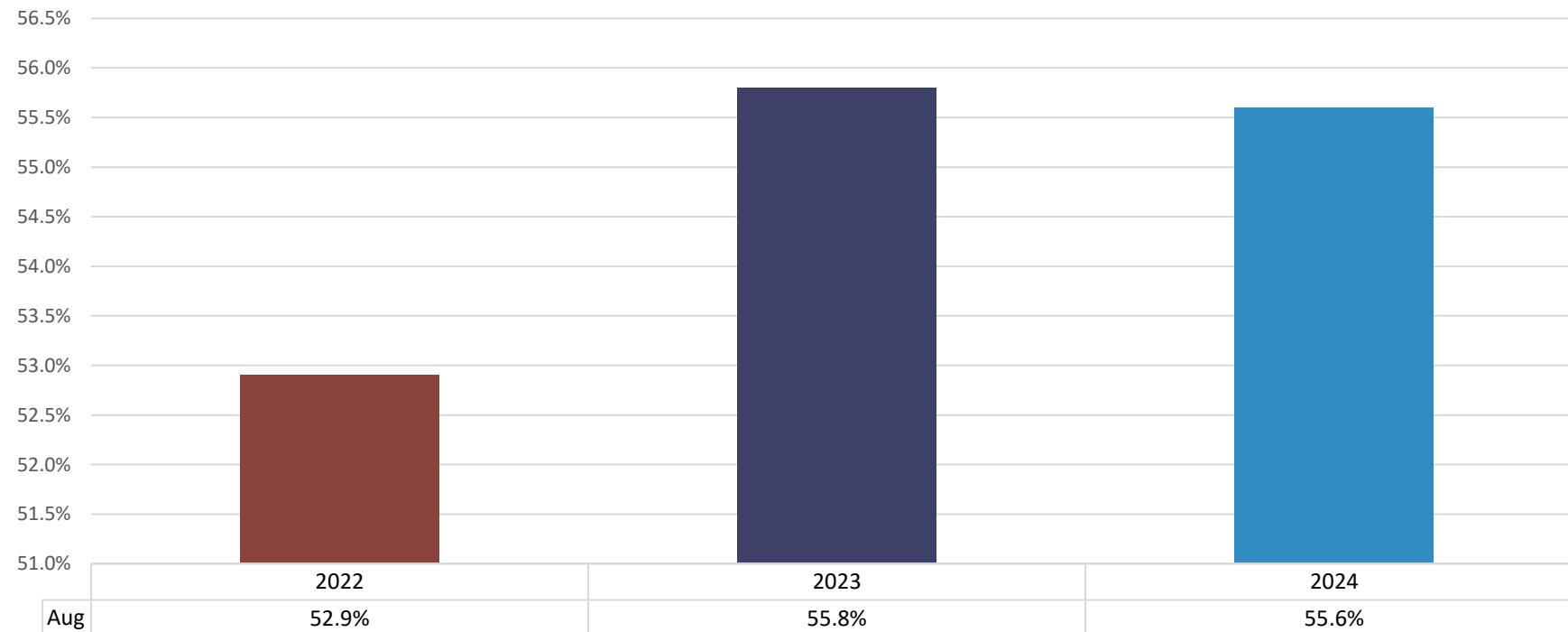


- Louisiana's average daily rates (ADR) grew 3.4% over August 2023.
- Louisiana's RevPAR increased 10.4% year-over-year.

(Source: STR)

Louisiana Lodging (without New Orleans)

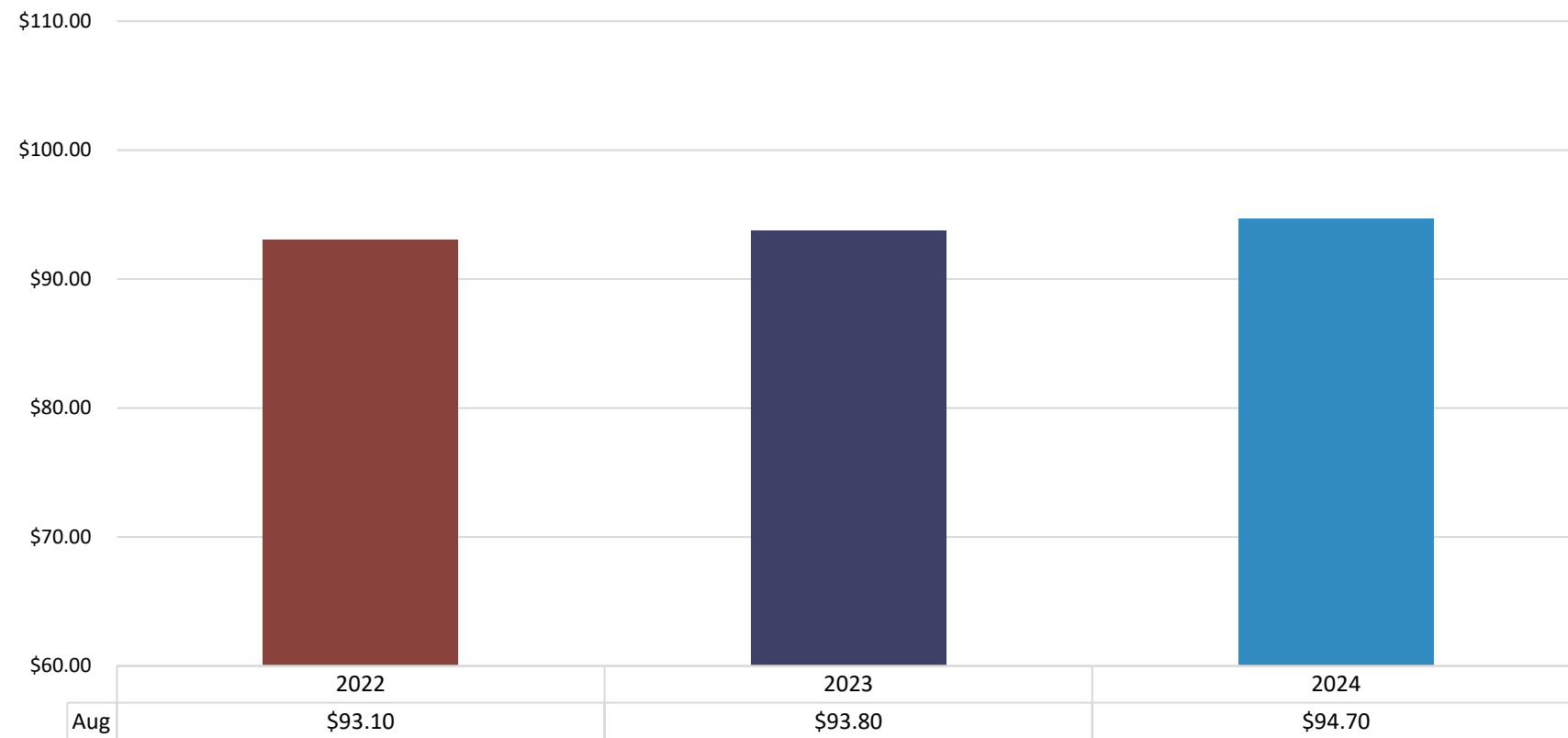
August Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, slightly decreased 0.4% over August 2023.

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

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

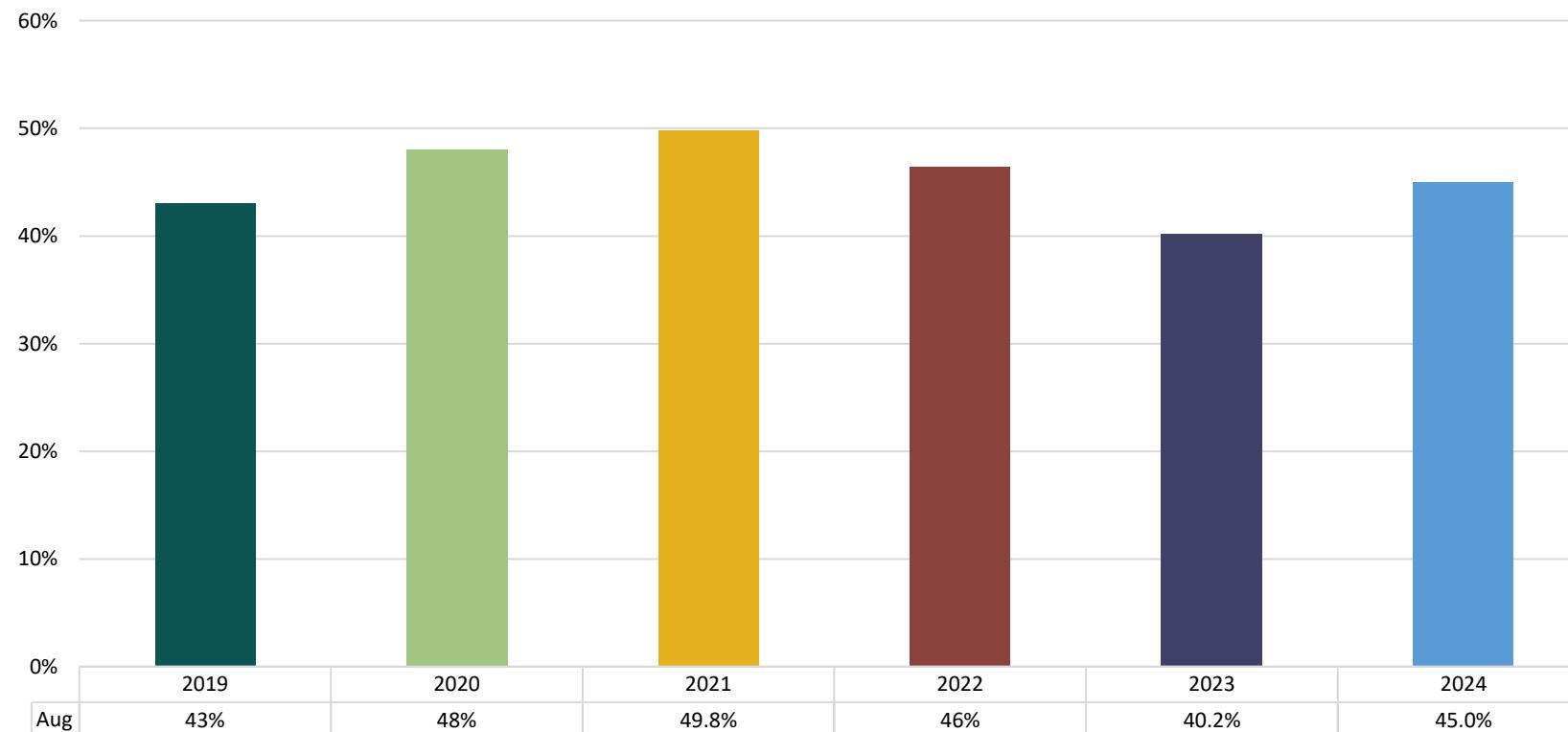


- Louisiana's ADR, excluding New Orleans, grew by 1% over August 2023.

(Source: STR)

Louisiana Short-Term Lodging

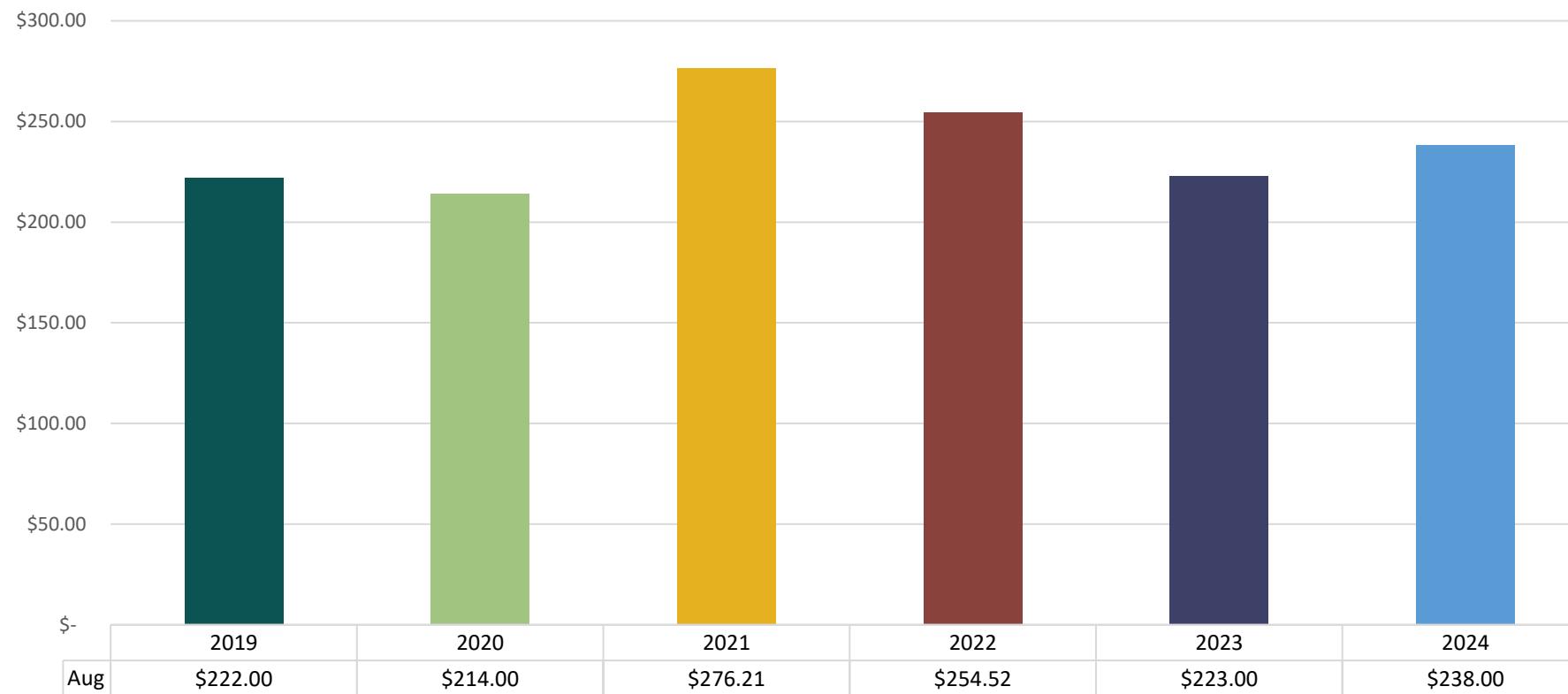
August Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy increased by 12% over August 2023.
- Booked listings increased 17% over last year.

(Source: AirDNA)

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

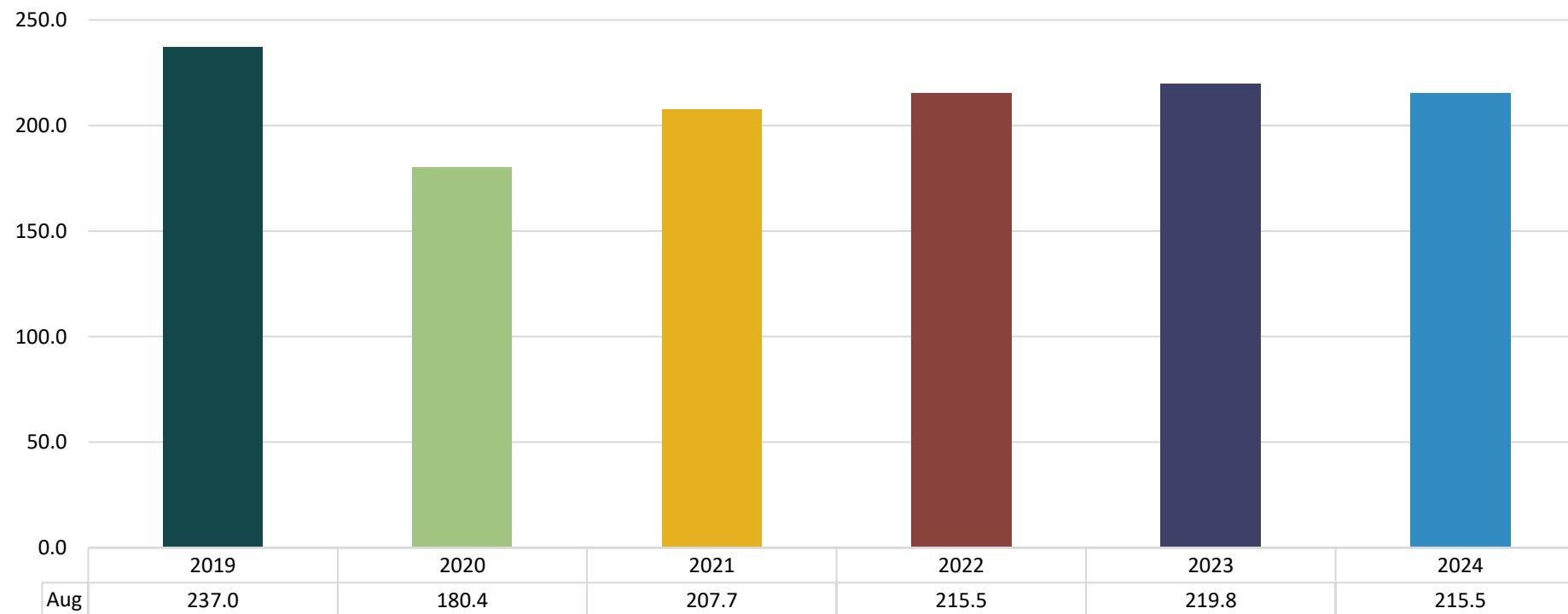


- Louisiana's short-term lodging ADR grew 6.7% over August 2023.
- Louisiana's short-term lodging Revenue grew 37% over last year.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

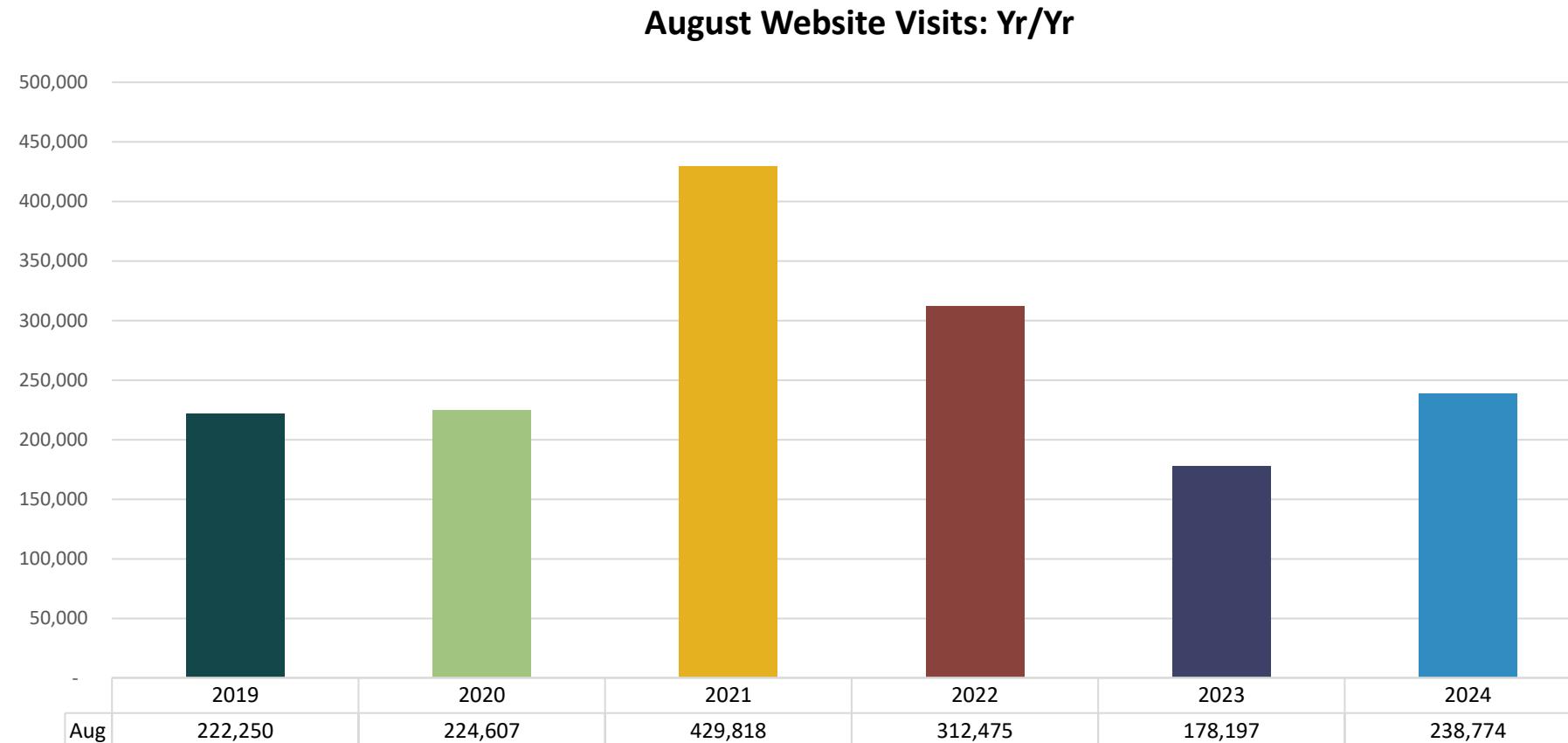
August Tourism Jobs (in thousands): Yr/ Yr



- Louisiana's leisure & hospitality employment gained 1,300 jobs over last month (July).
- Accommodation and Food Services industry gained 1,700 jobs over last month (July).

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

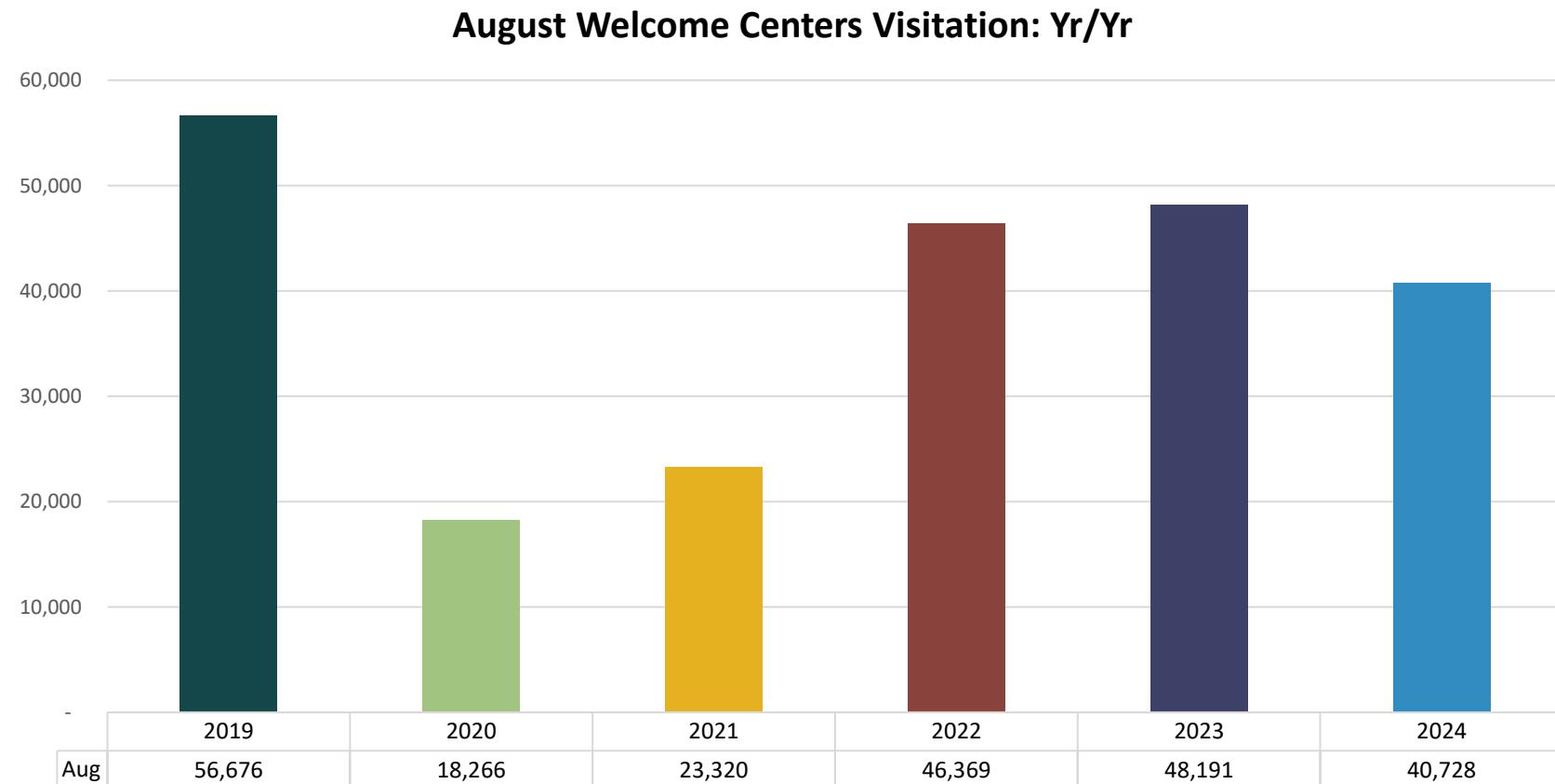
ExploreLouisiana.com



- Sessions are up 30% over August 2023.
- Pageviews increased by 62% over last year.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers



- Louisiana welcome centers welcomed 3,175 visitors from Mexico in August.

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

U.S. Travel Sentiment & Trends

- Over a quarter (27.7%) of American travelers said they expect to take more trips in the next 12 months compared to the last 12 months. (*Future Partners*)
- In the past year, 1-in-4 American travelers say they have traveled specifically to attend a sporting event. (*Future Partners*)
- Amtrak route between New Orleans and Mobile is coming back in 2025 and will run twice daily and include stops in four cities in Mississippi: Pascagoula, Biloxi, Gulfport, and Bay St. Louis. (*Amtrak*)
- Travelers that take road trips stay 5 nights or more (28%), spend 45% more, and visit 3 or more states (67%). (*Longwoods*)
- \$50+ billion direct spending by U.S. road trip travelers with over 137 million road trips in the U.S. (*Longwoods*)
- The U.S. retains its position as the world's largest travel market after garnering a whopping \$476 billion in bookings. That figure is more than three times the size of second-ranked China. (*Phocuswright*)