



YEAR OF MUSIC 2024

State of the Tourism Industry Monthly Report

September 2024

Created October 23, 2024

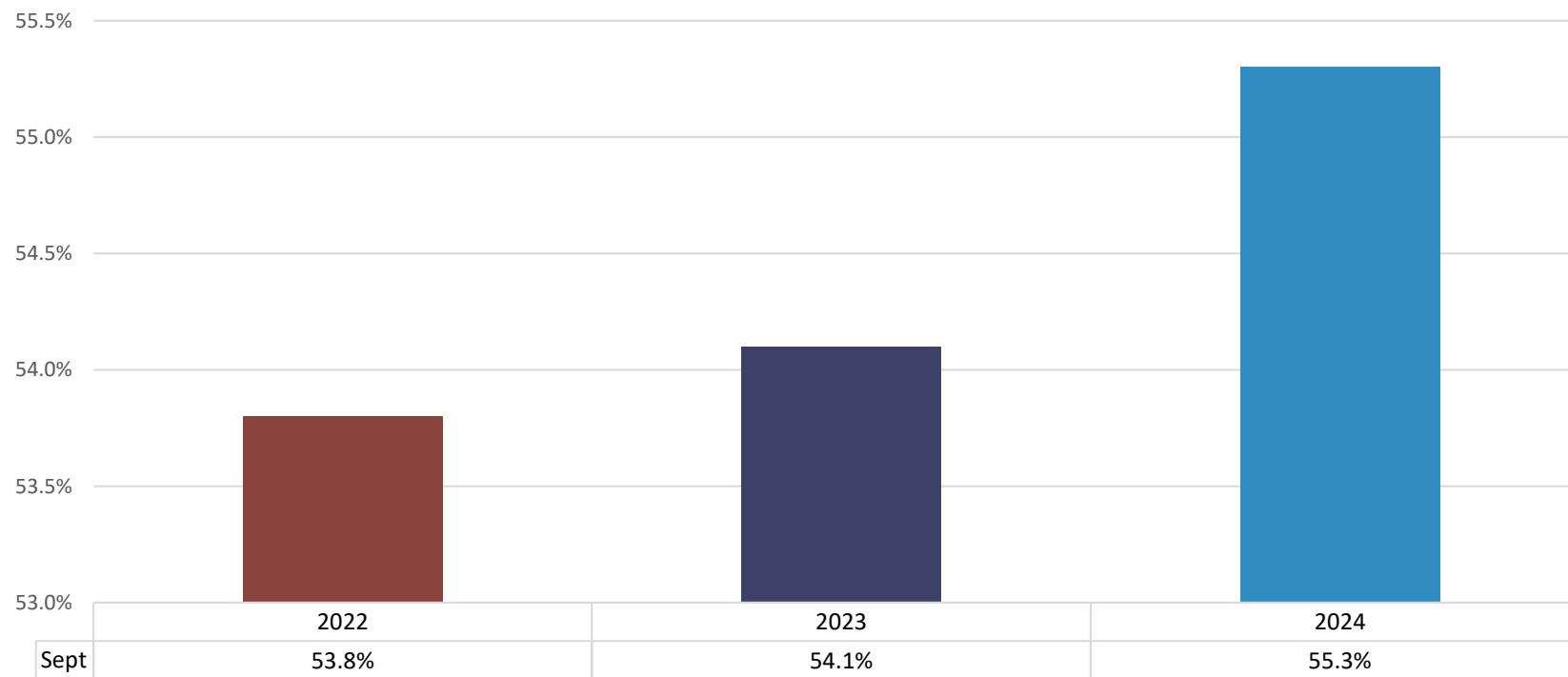


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Feed Your Soul.

Louisiana Lodging

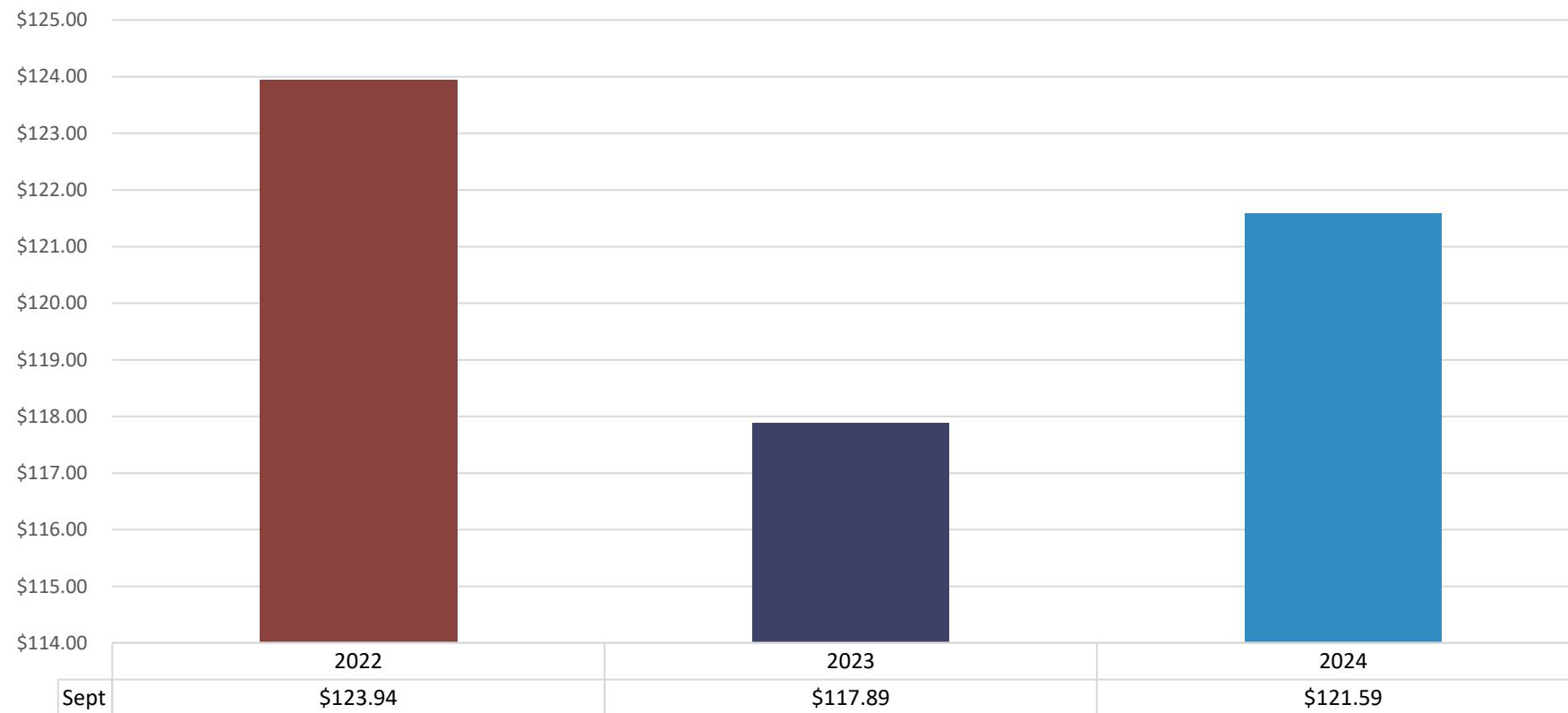
September Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy increased by 2.1% over September 2023.
- Since last month (August), occupancy was up 3%.
- Year-to-date, occupancy is up 2.5%.

(Source: STR)

September ADR (\$): Yr/Yr

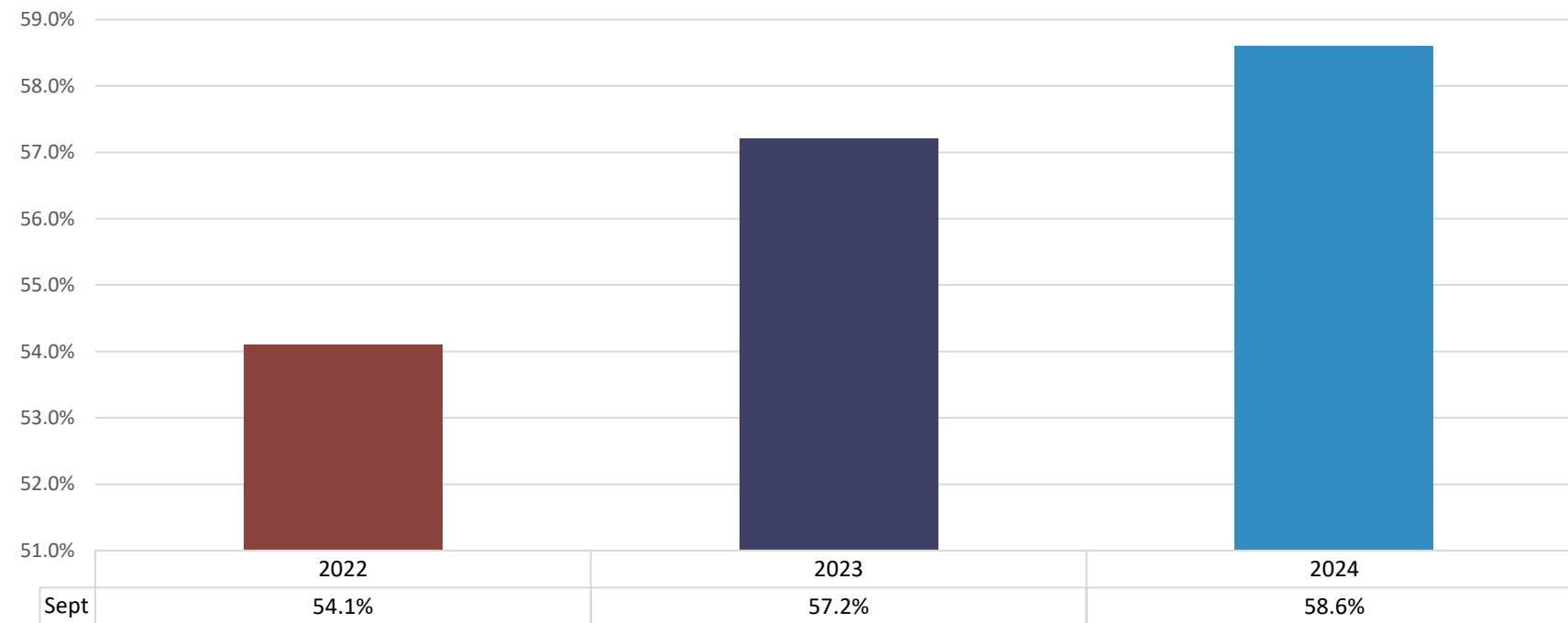


- Louisiana's average daily rates (ADR) grew 3.1% over September 2023.
- Louisiana's RevPAR increased 5.3% year-over-year.

(Source: STR)

Louisiana Lodging (without New Orleans)

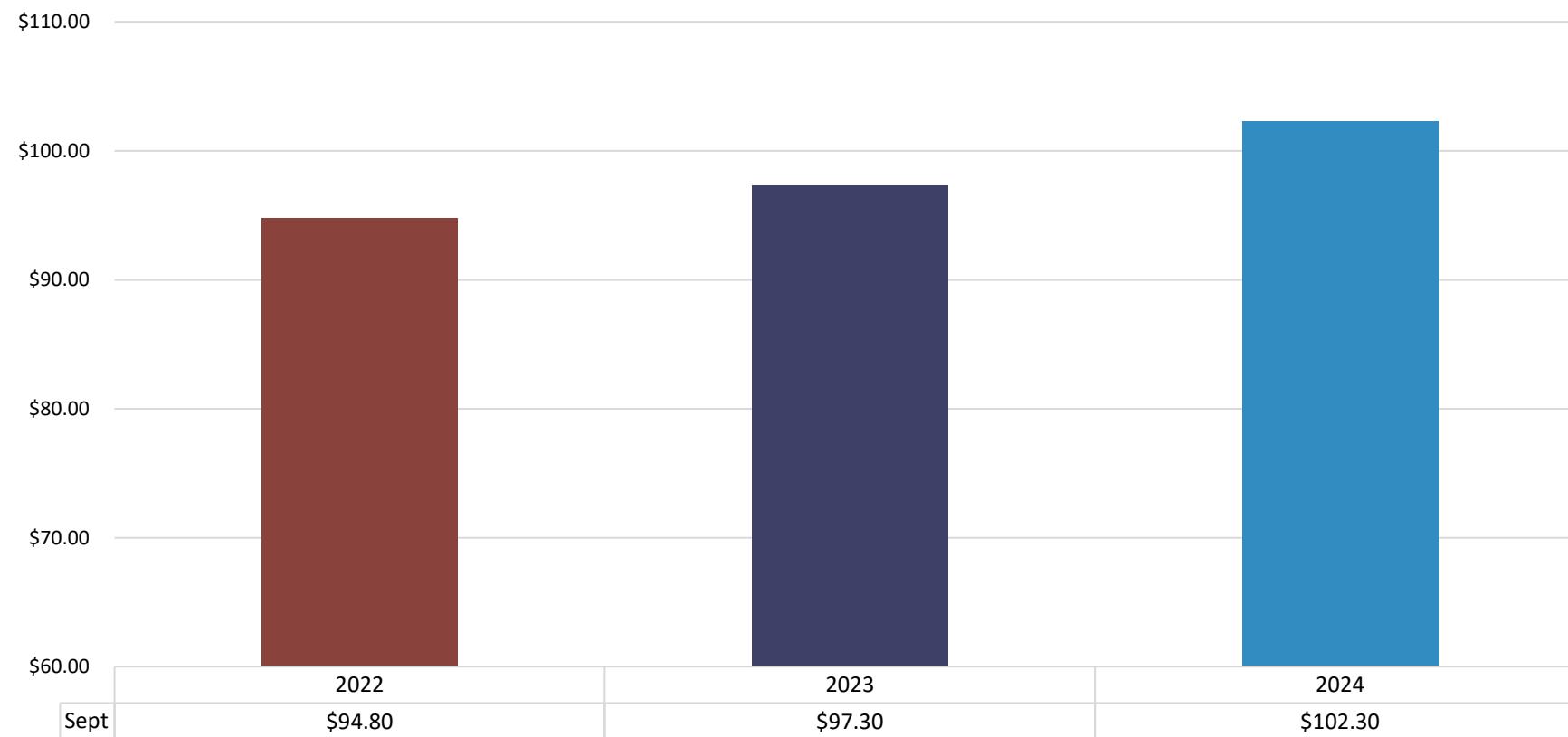
September Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased by 2.4% over September 2023.

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

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

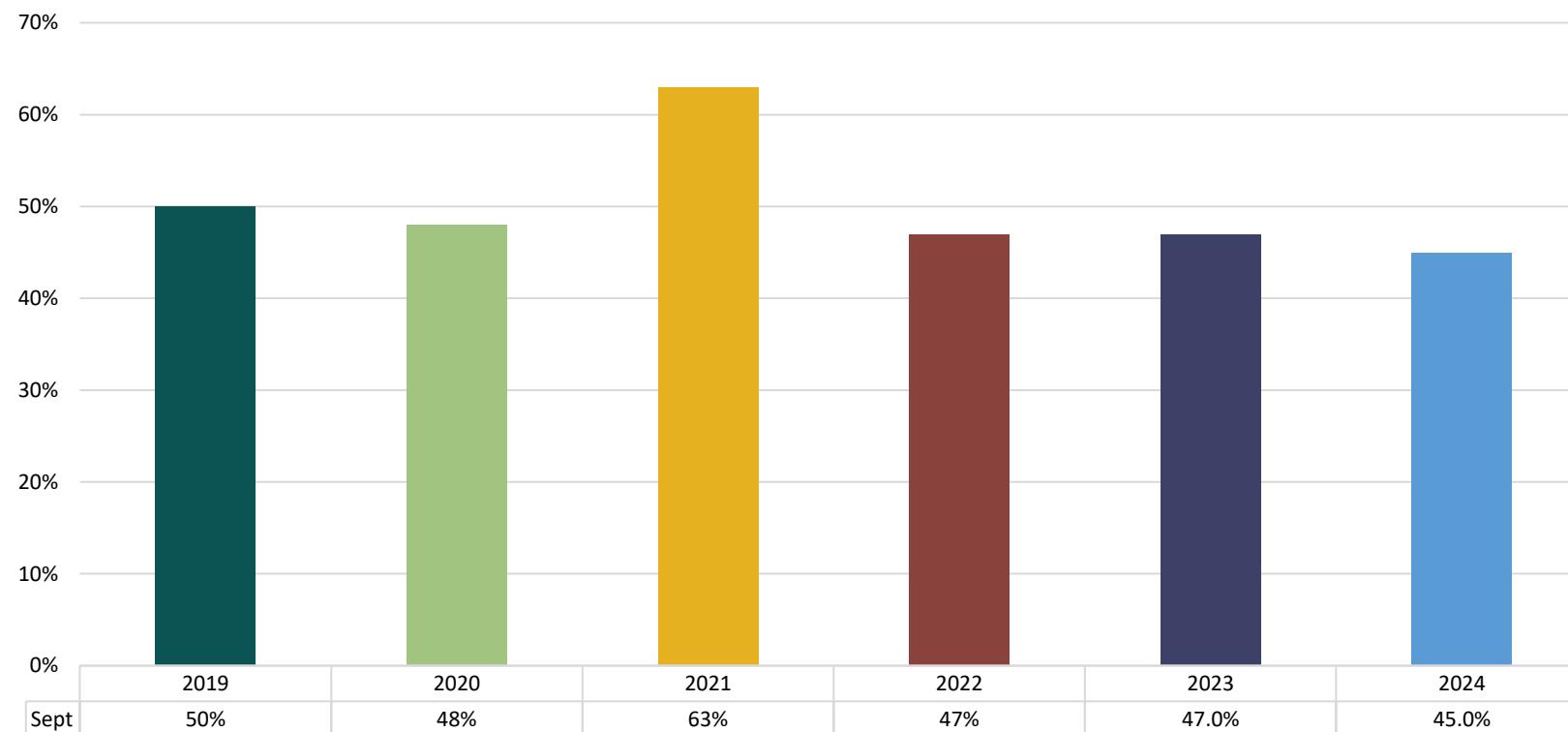


- Louisiana's ADR, excluding New Orleans, grew by 5.1% over September 2023.

(Source: STR)

Louisiana Short-Term Lodging

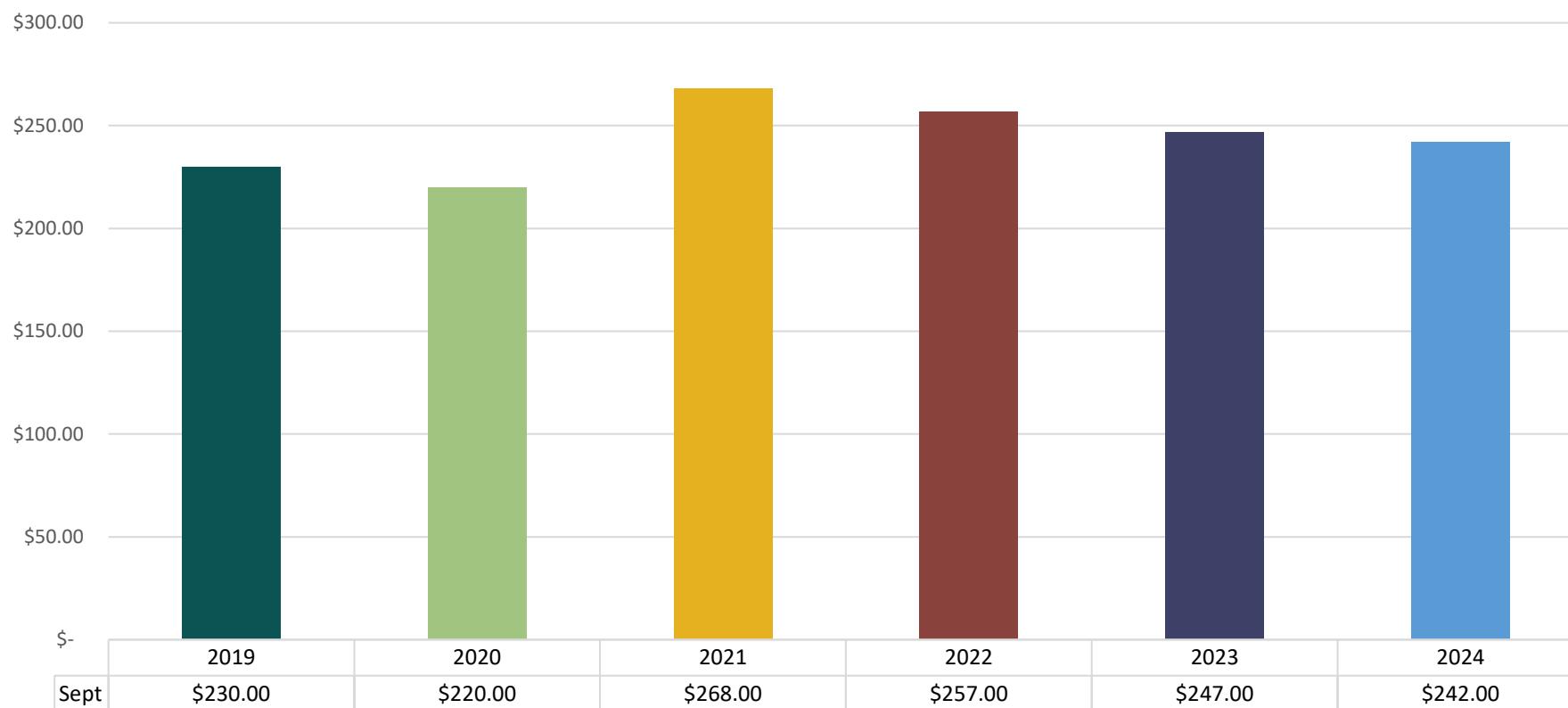
September Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy decreased 4.3% over September 2023.
- Booked listings increased 11.6% over last year.

(Source: AirDNA)

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

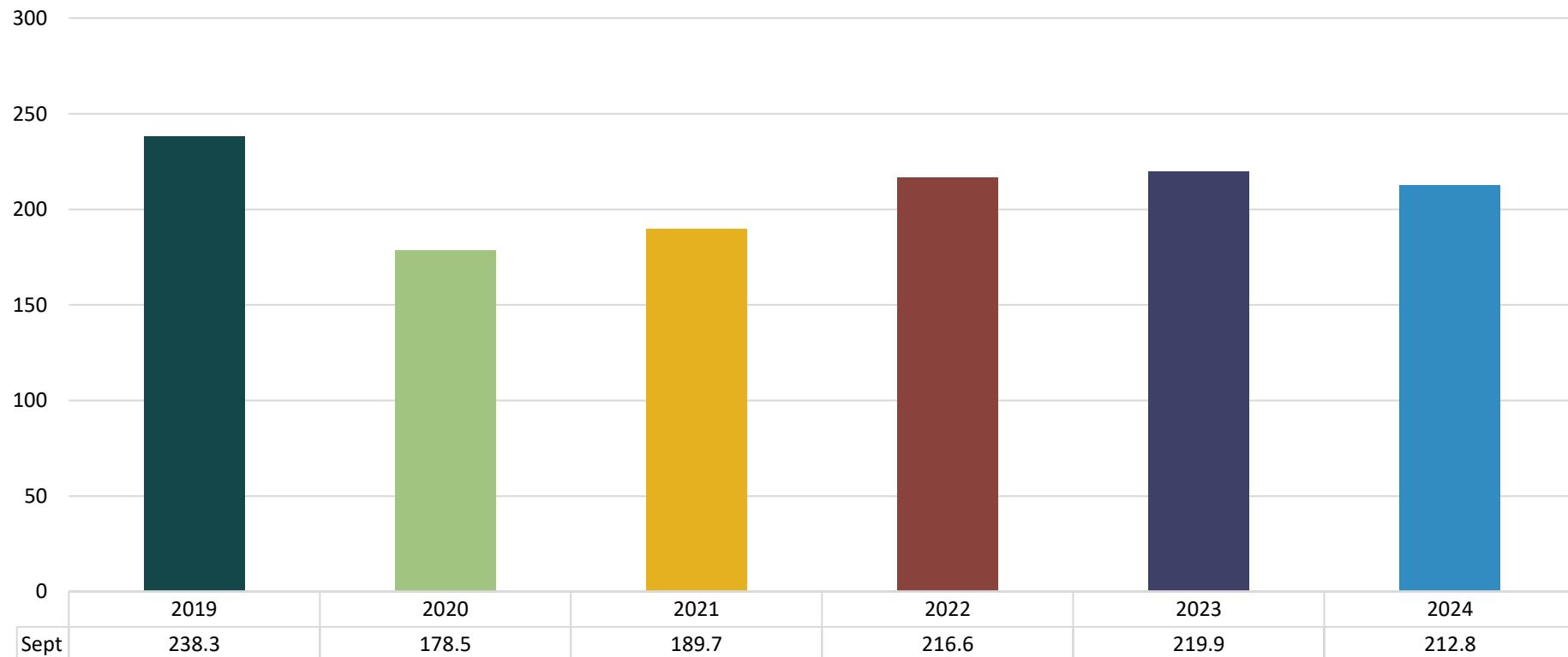


- Louisiana's short-term lodging ADR was down 2% over September 2023.
- Louisiana's short-term lodging Revenue grew 4.7% over last year.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

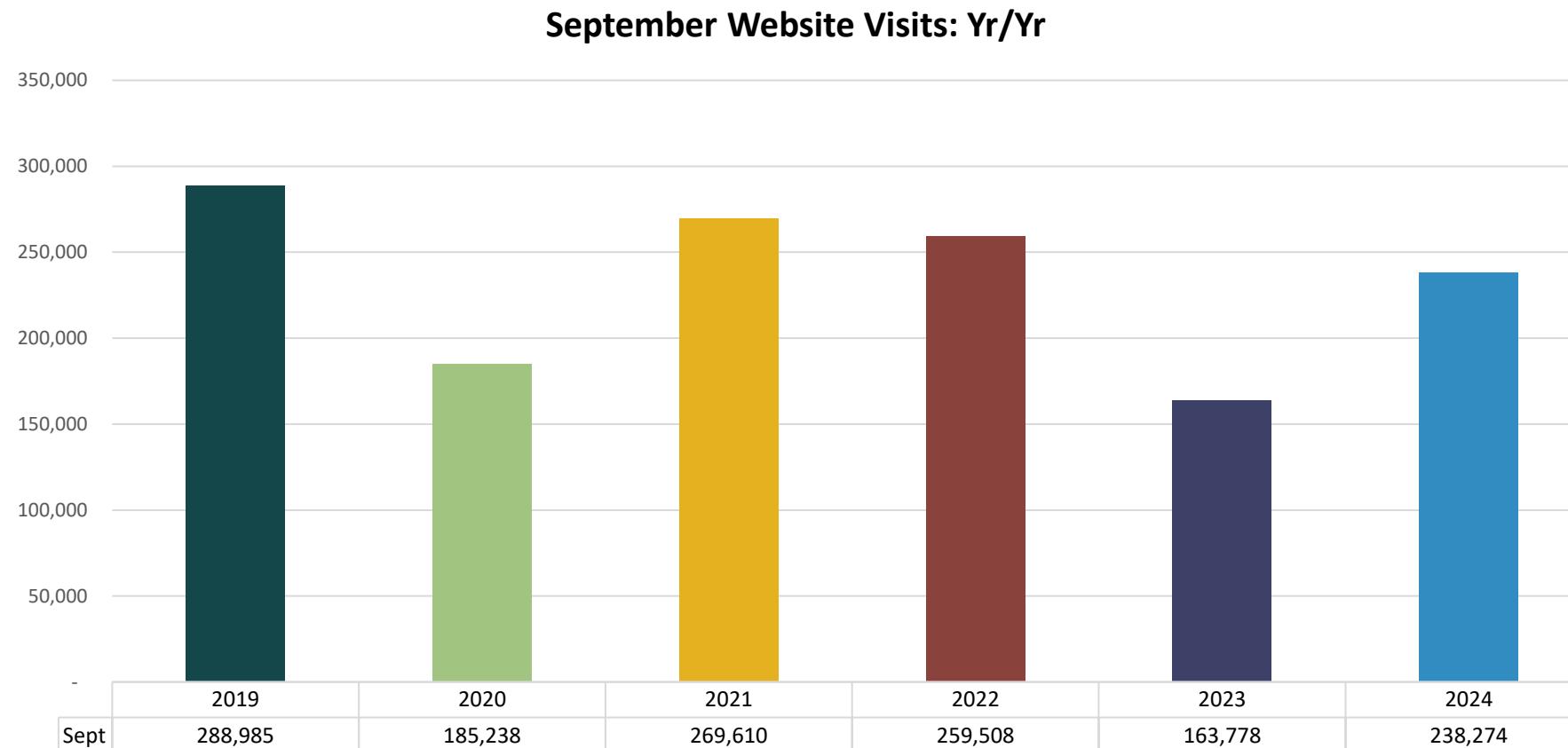
September Tourism Jobs (in thousands): Yr/ Yr



- Arts, Entertainment and Recreation jobs are flat month over month.

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

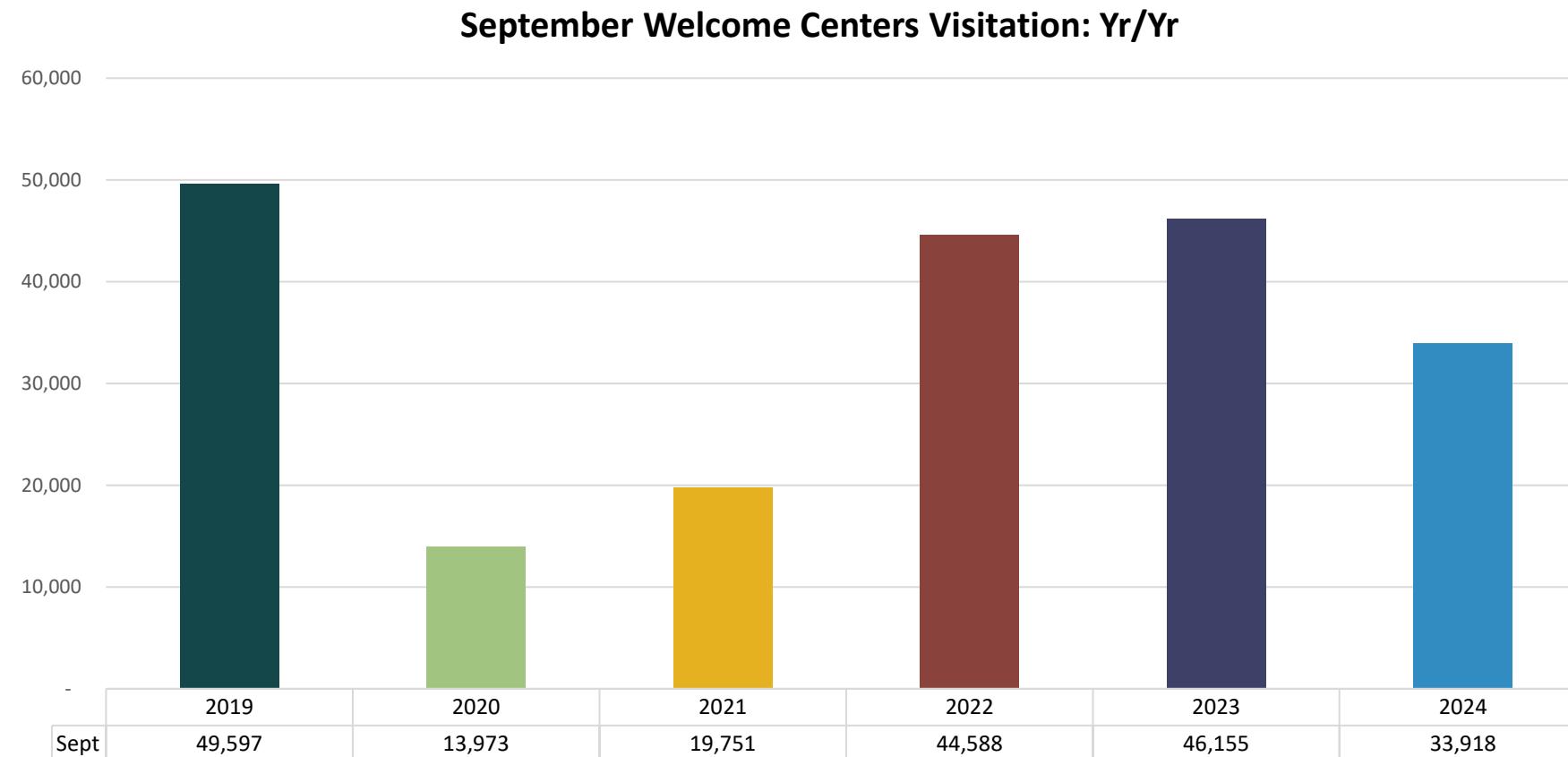
ExploreLouisiana.com



- Sessions are up 45% over September 2023.
- Total users increased by 47% over last year.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

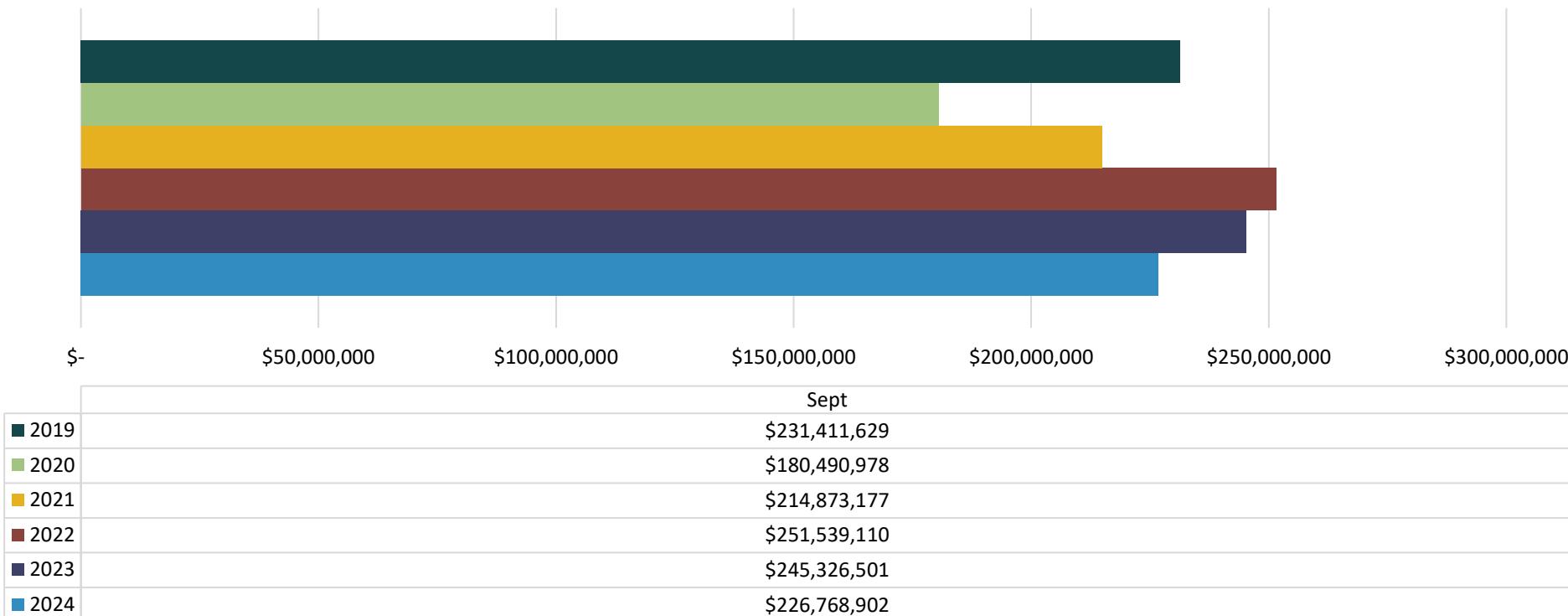


- Louisiana welcome centers welcomed 5,910 visitors from international countries in September.

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

Louisiana Gaming Revenue

September Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue decreased 7.6% over September 2023.
- Revenue was up 5.9% in August over August 2023.

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*)
- 55% of travelers expect to spend about the same on holiday travel this year, up from 49% in 2023. (*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*)