



State of the Tourism Industry Monthly Report

October 2024

Created November 25, 2024

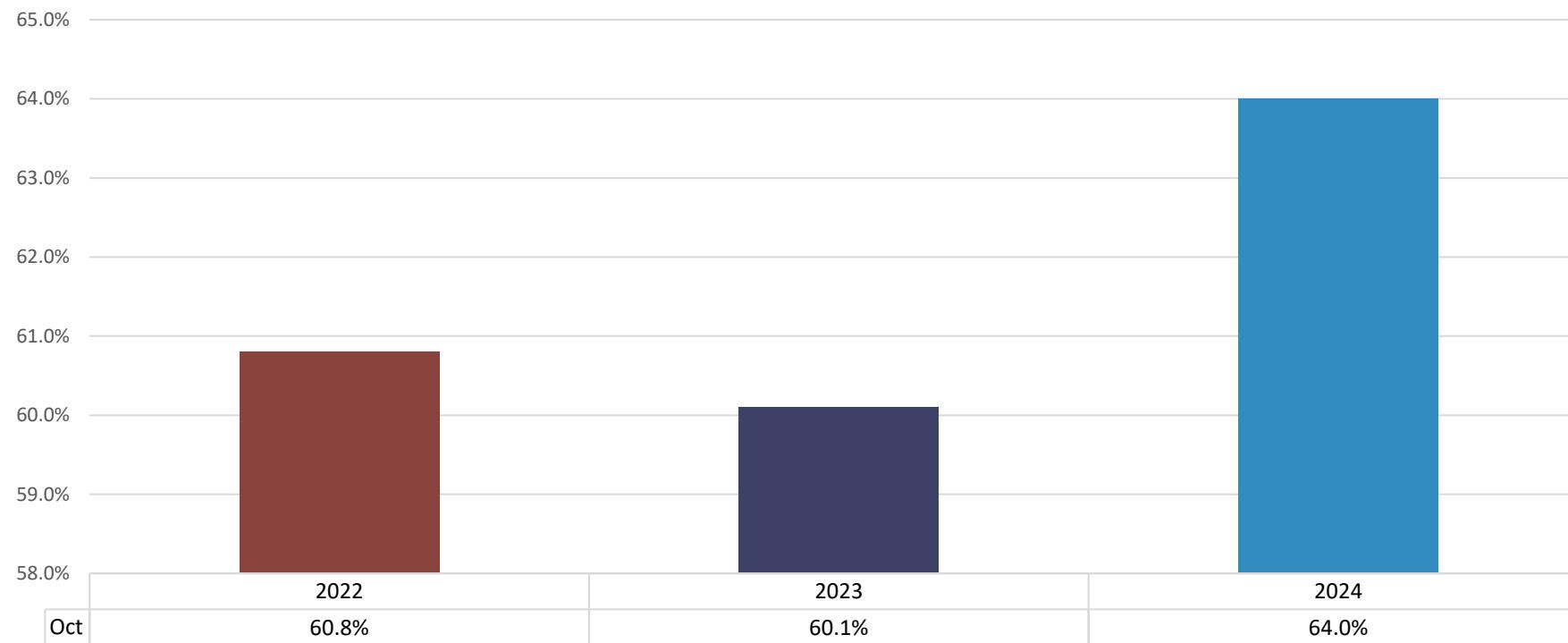


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Louisiana Lodging

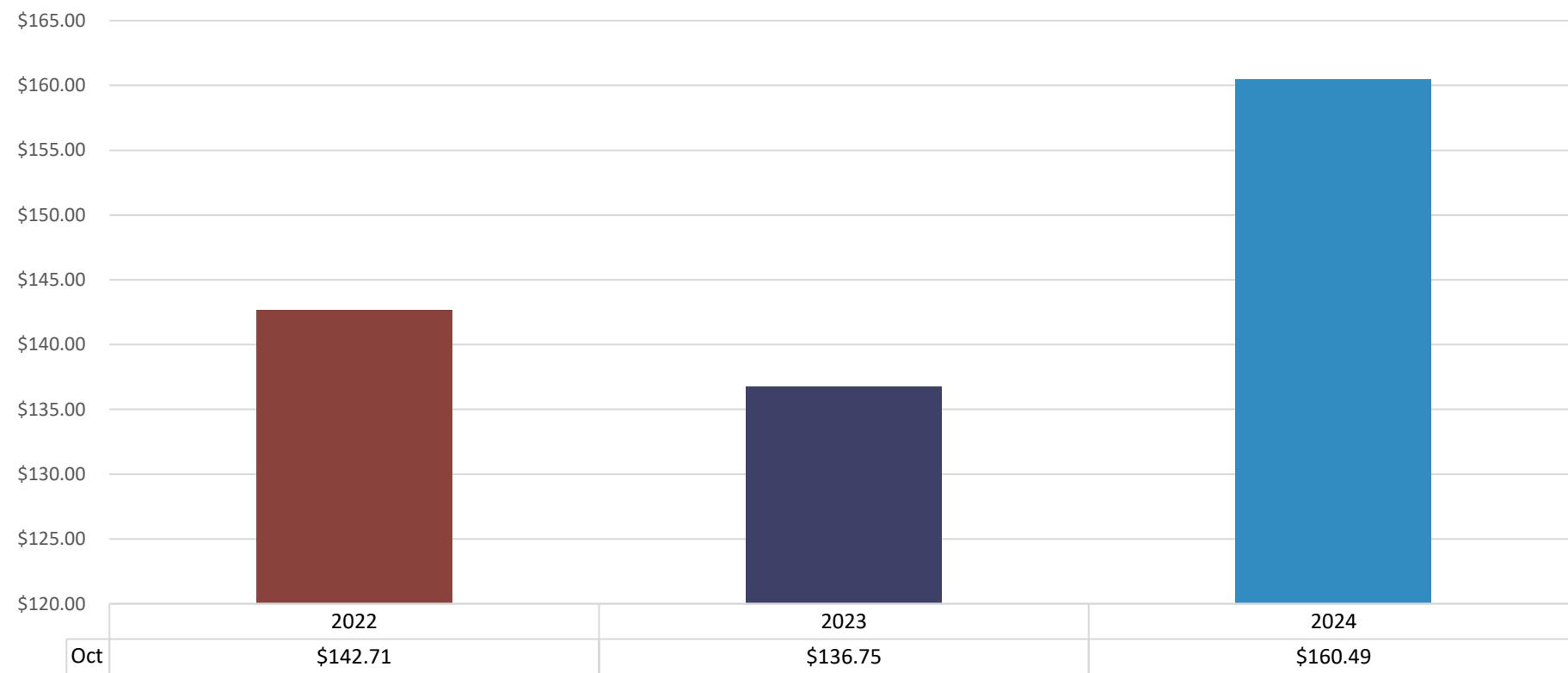
October Occupancy (%): Yr/Yr



- Louisiana's hotel occupancy increased by 6.6% over October 2023.
- Since last month (September), occupancy was up 15.9%.
- Year-to-date, occupancy is up 2.8%.

(Source: STR)

October ADR (\$): Yr/Yr

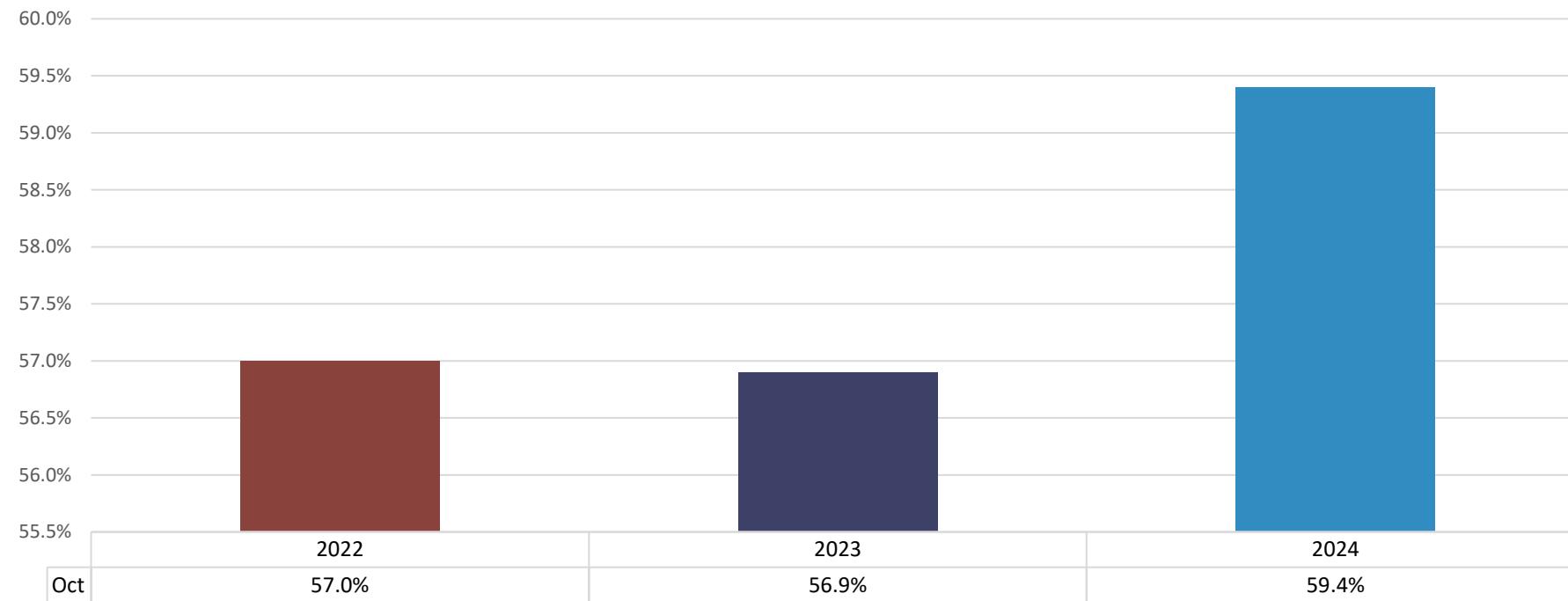


- Louisiana's average daily rates (ADR) grew 17.4% over October 2023.
- Louisiana's demand increased 6.4% year-over-year.

(Source: STR)

Louisiana Lodging (without New Orleans)

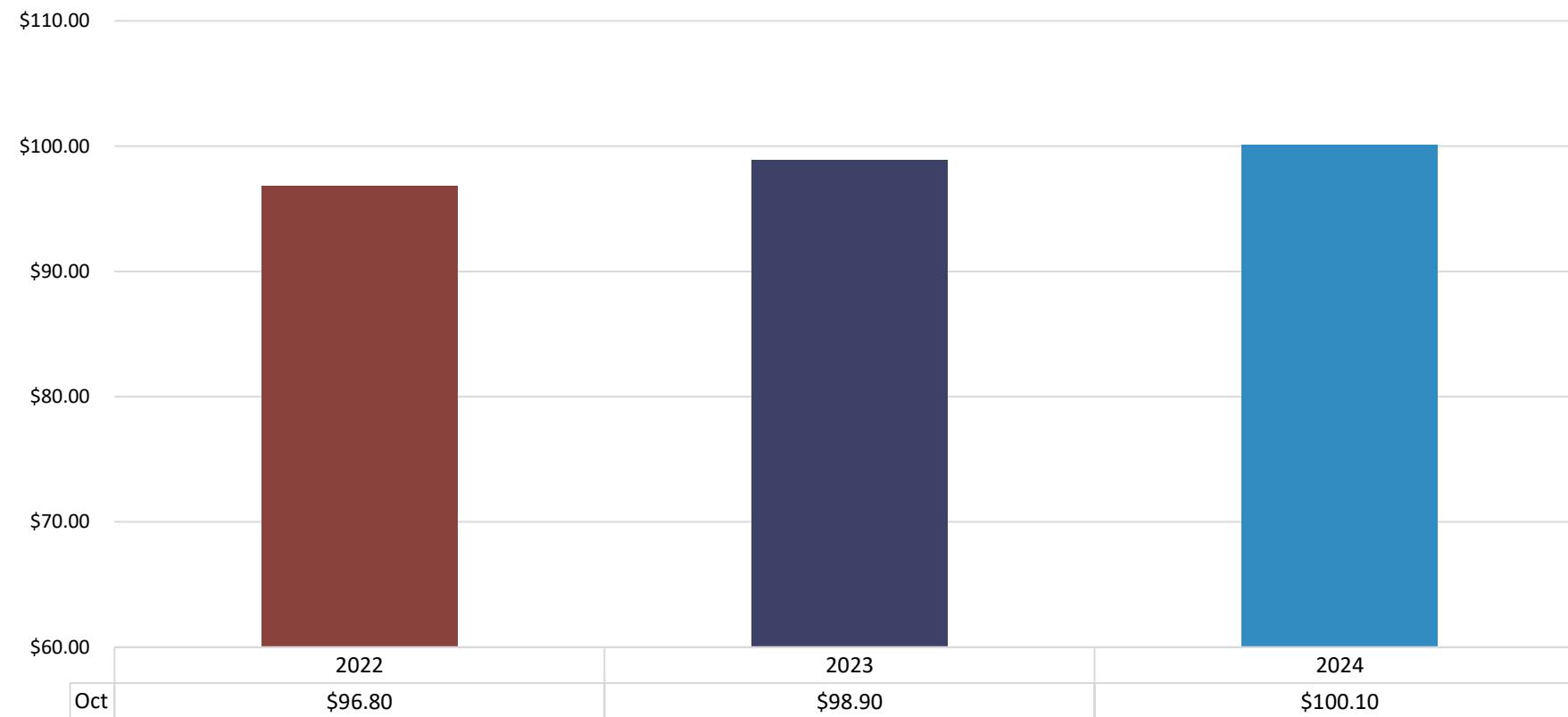
October Occupancy (%) without NOLA: Yr/Yr



- Louisiana's occupancy, excluding New Orleans, increased by 4.4% over October 2023.

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

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

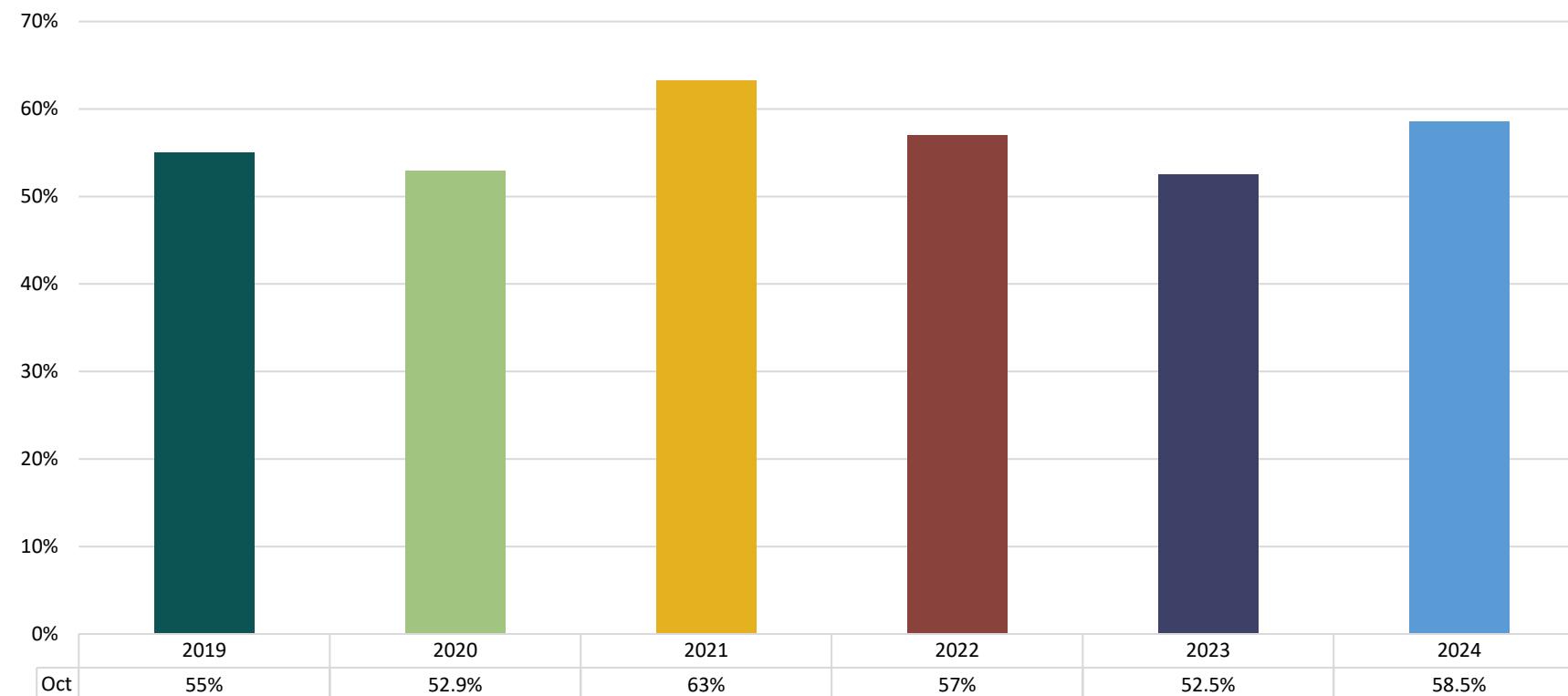


- Louisiana's ADR, excluding New Orleans, grew by 1.2% over October 2023.

(Source: STR)

Louisiana Short-Term Lodging

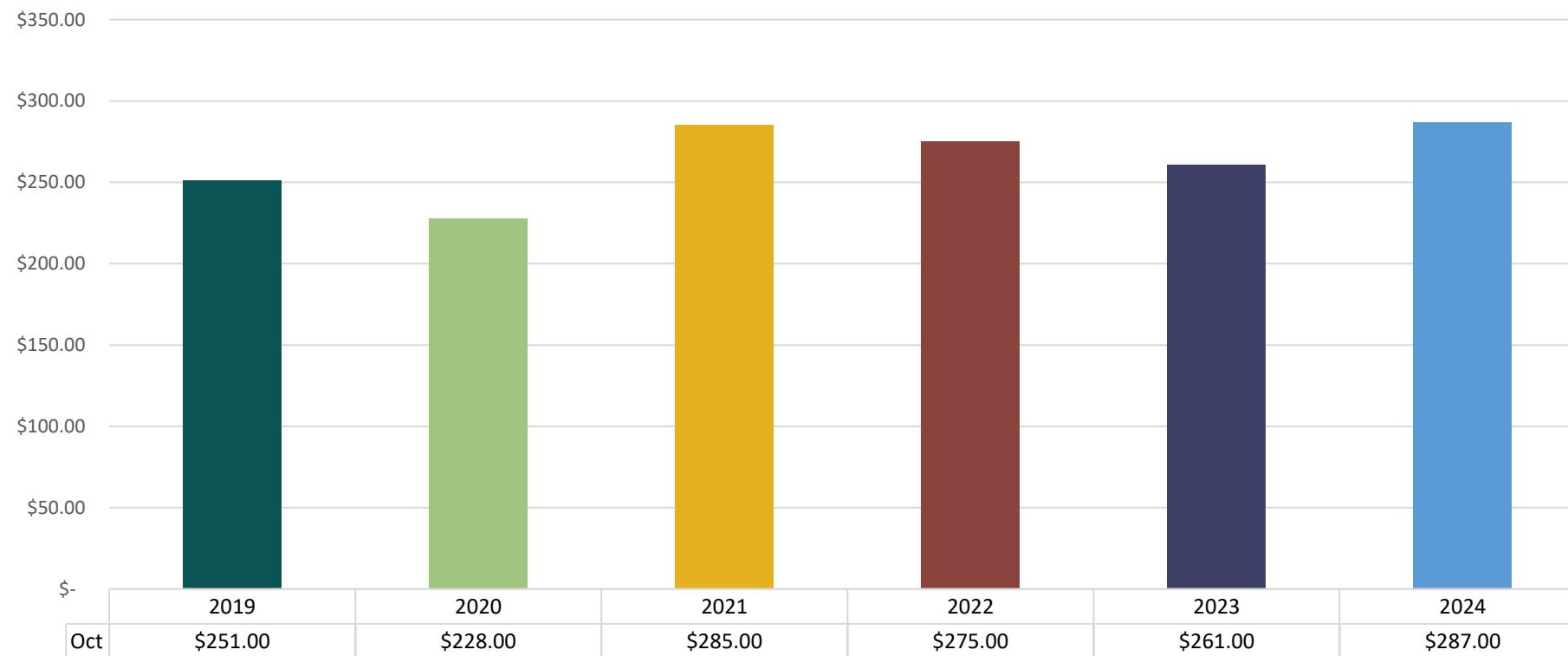
October Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy increased 11.4% over October 2023.
- Booked listings increased 17.4% over last year.

(Source: AirDNA)

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

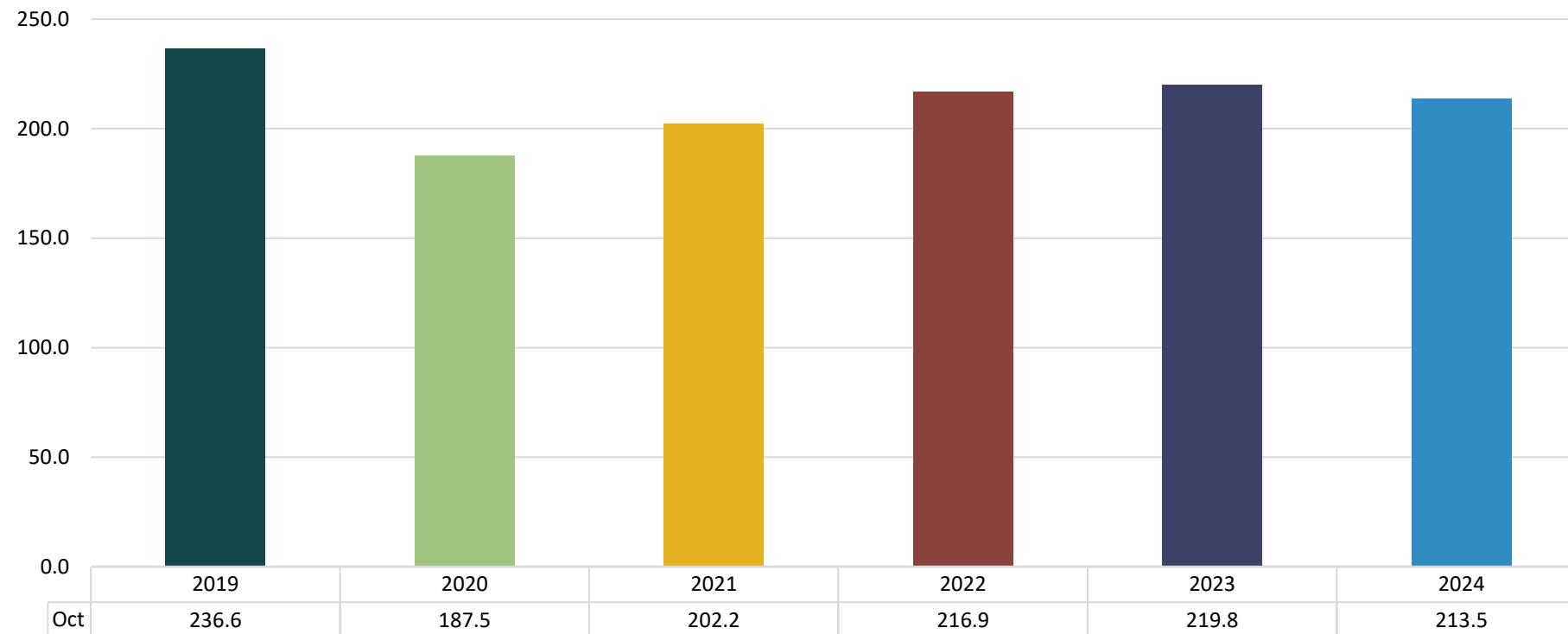


- Louisiana's short-term lodging ADR grew 10% over October 2023.
- Louisiana's short-term lodging Revenue increased by 36.8% over last year.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

October Tourism Jobs (in thousands): Yr/ Yr

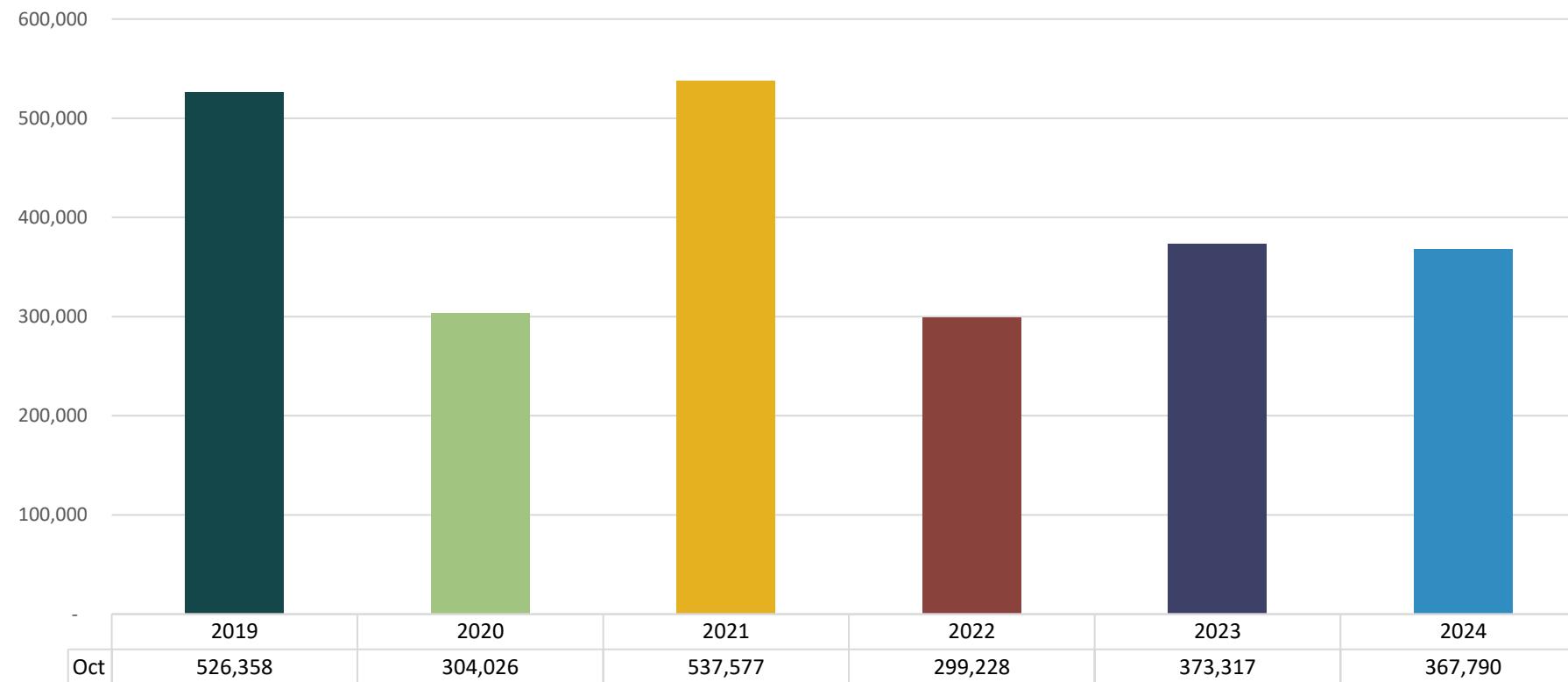


- Arts, Entertainment and Recreation jobs gained 400 jobs over last month and grew 0.7% over last year.

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

ExploreLouisiana.com

October Website Visits: Yr/Yr

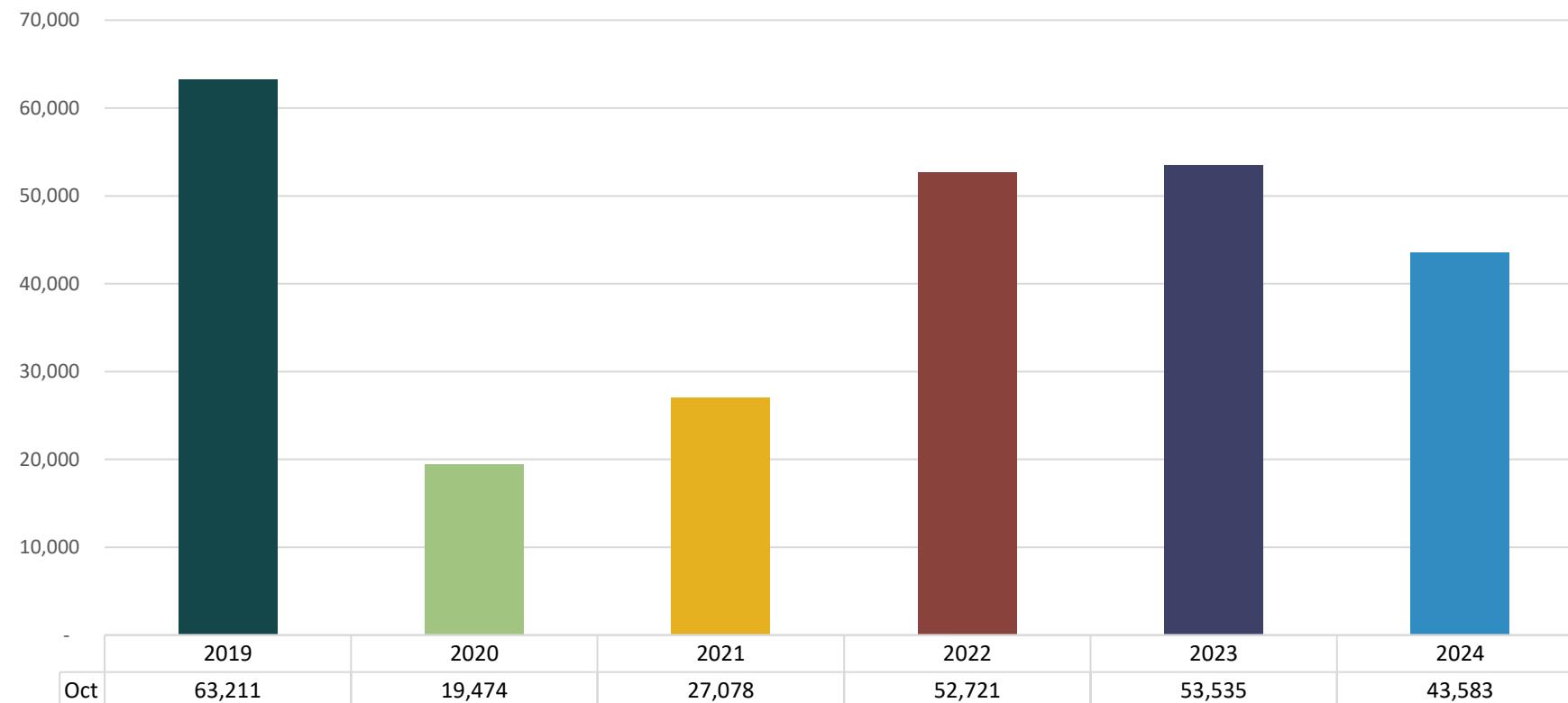


- Views are up 5% over October 2023.
- Engagement rate increased by 33% over last year.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

October Welcome Centers Visitation: Yr/Yr

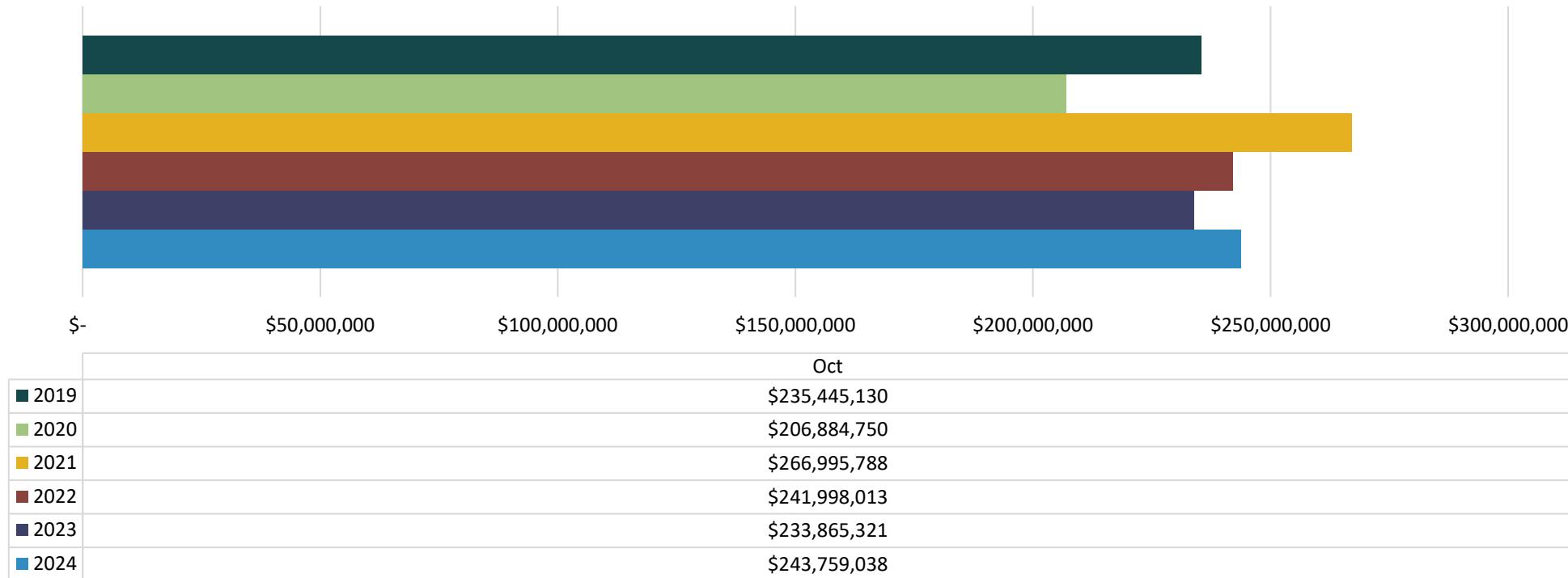


- Louisiana welcome centers welcomed nearly 600 visitors from France, 42% increase, over last October.

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

Louisiana Gaming Revenue

October Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue increased by 4.2% over October 2023.

(Sources: LSP – Gaming Enforcement Division)

U.S. Travel Sentiment & Trends

- 29% of American travelers said they expect to travel more for leisure in the coming 12 months. (*Future Partners*)
- Almost 80 million people are expected to travel (roads and air) over Thanksgiving in record-breaking getaway. An estimated increase of 1.7 million from last year and 2 million more than in 2019. (*AAA*)
- People travel for their passions like for food, particular restaurants, yoga or sports - people are traveling for big sporting events with groups. (*Amex Travel*)
- 2025 is set to be a transformative year in the travel industry. It will focus on intentional journeys that enrich travelers' lives and deepen their connections to both people and the places they visit. (*Priceline*)
- Over two in five Americans (44%) are now traveling once or twice a year - higher than the corresponding figure in October 2023 (38%). (*YouGov*)
- Visa wait times reduced by nearly 60% since pandemic peak. (*US Travel*)
- Millennials and Gen Z (1997-2012) take more trips than any other generation, with many opting for three or more leisure trips a year. (*CNBC Travel*)