The background of the image is a photograph of the interior of a building, likely a church or cathedral, featuring a massive, multi-tiered stained glass window. The window is composed of numerous panes in shades of red, blue, yellow, and white, arranged in a complex grid and arched patterns. Light filters through the glass, creating a vibrant play of colors. The structure of the window is supported by dark wooden beams and metal trusses.

# Lt. Governor Billy Nungesser State of the Tourism Industry Quarterly Report

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October – December 2024



**LOUISIANA**  
Feed Your Soul.

LIEUTENANT GOVERNOR  
BILLY NUNGESSER

# Louisiana Lodging

Occupancy (%): Quarterly Yr/Yr



- Louisiana's occupancy is decreased 25% from October to December 2024.

(Source: STR)

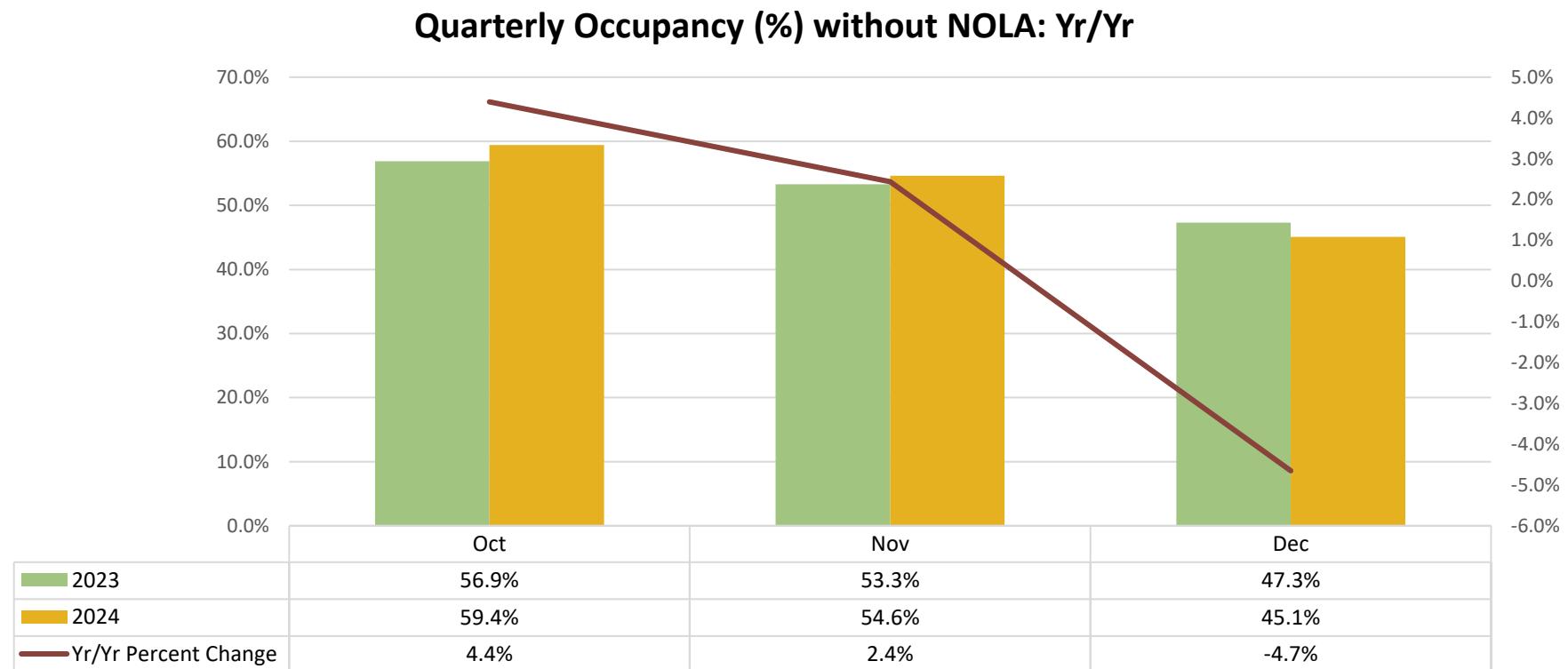
## Average Daily Rate (ADR) (\$) Quarterly: Yr/Yr



- Louisiana's average daily rates (ADR) decreased 21% from October to December 2024.
- ADR grew 1% over December 2023.

(Source: STR)

# Louisiana Lodging (without New Orleans)



- Louisiana's occupancy, excluding New Orleans, decreased 24% from October to December 2024.
- Occupancy without New Orleans is down 4.7% over December 2023.

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

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

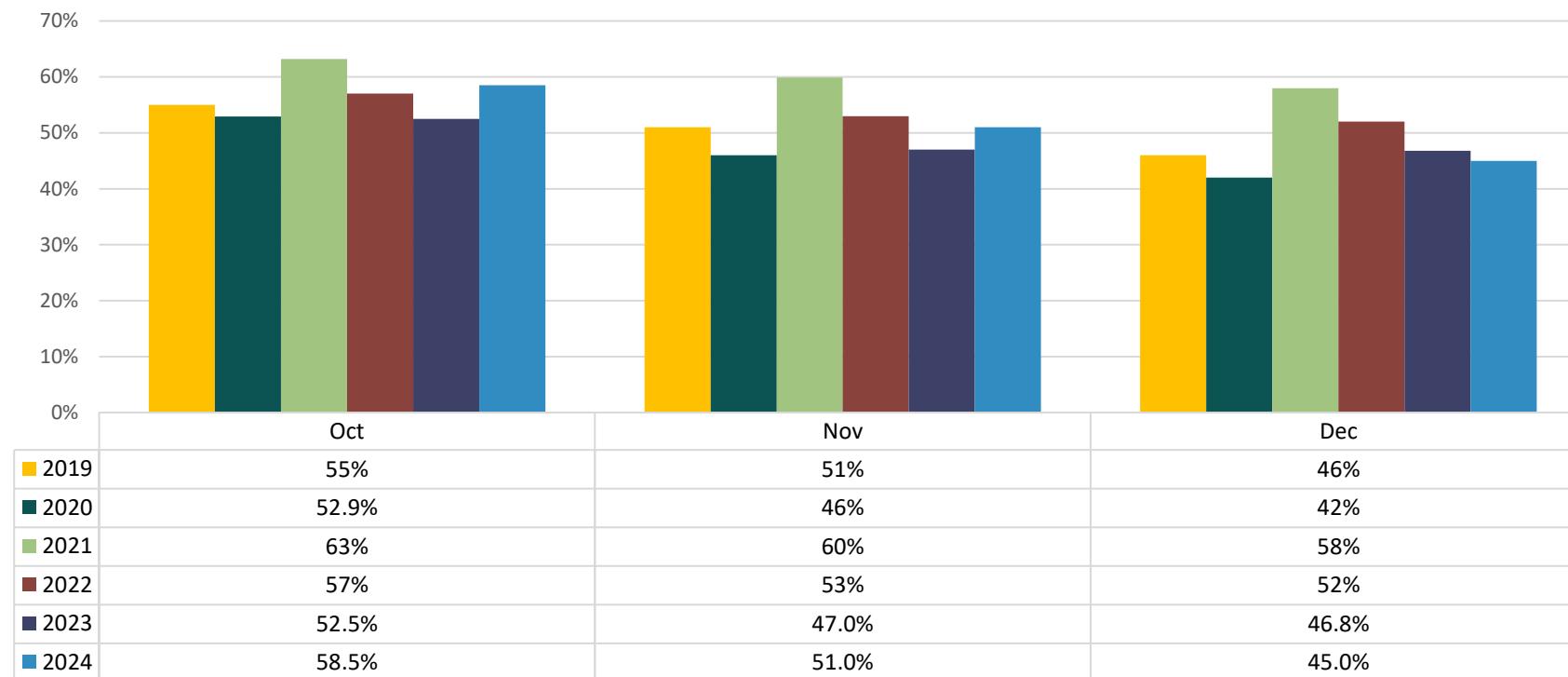


- Louisiana's ADR, excluding New Orleans, decreased 7.6% from October to December 2024.
- ADR without New Orleans increased by 3.4% over December 2023.

(Source: STR)

# Short-Term Lodging

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



- Louisiana's short-term lodging occupancy decreased by 23% from October to December 2024.
- Demand (nights booked) was up 8.2% over December 2023.

(Source: AirDNA)

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



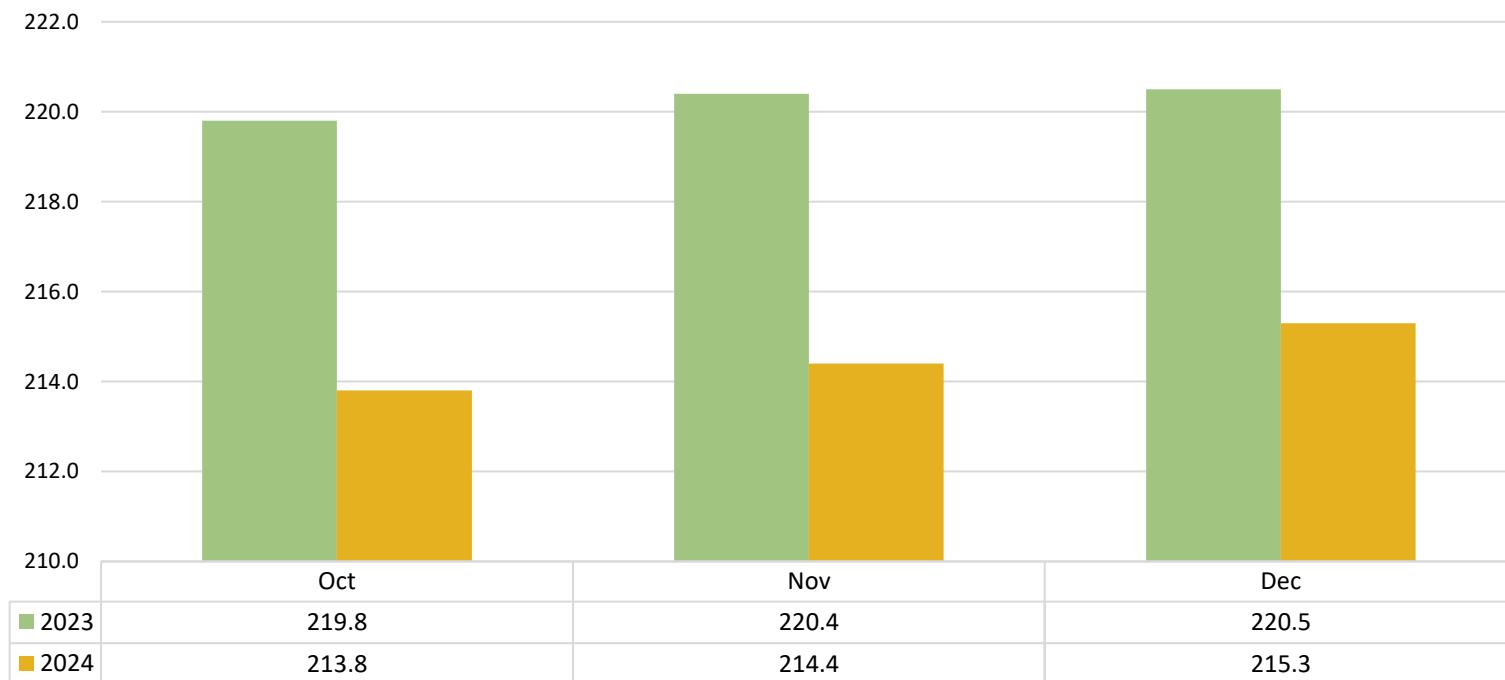
- Louisiana's short-term lodging ADR was down 6.7% from October to December 2024.
- Revenue was up 4.6% over December 2023.

(Source: AirDNA)

# Louisiana Tourism Jobs

(Seasonally adjusted)

**Quarterly Tourism Jobs (in thousands): Yr/Yr**



- Louisiana's leisure & hospitality jobs increased by 0.7% from October to December 2024.
- Accommodation and Food Services jobs increased 1.1% from October to December 2024.

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

# ExploreLouisiana.com



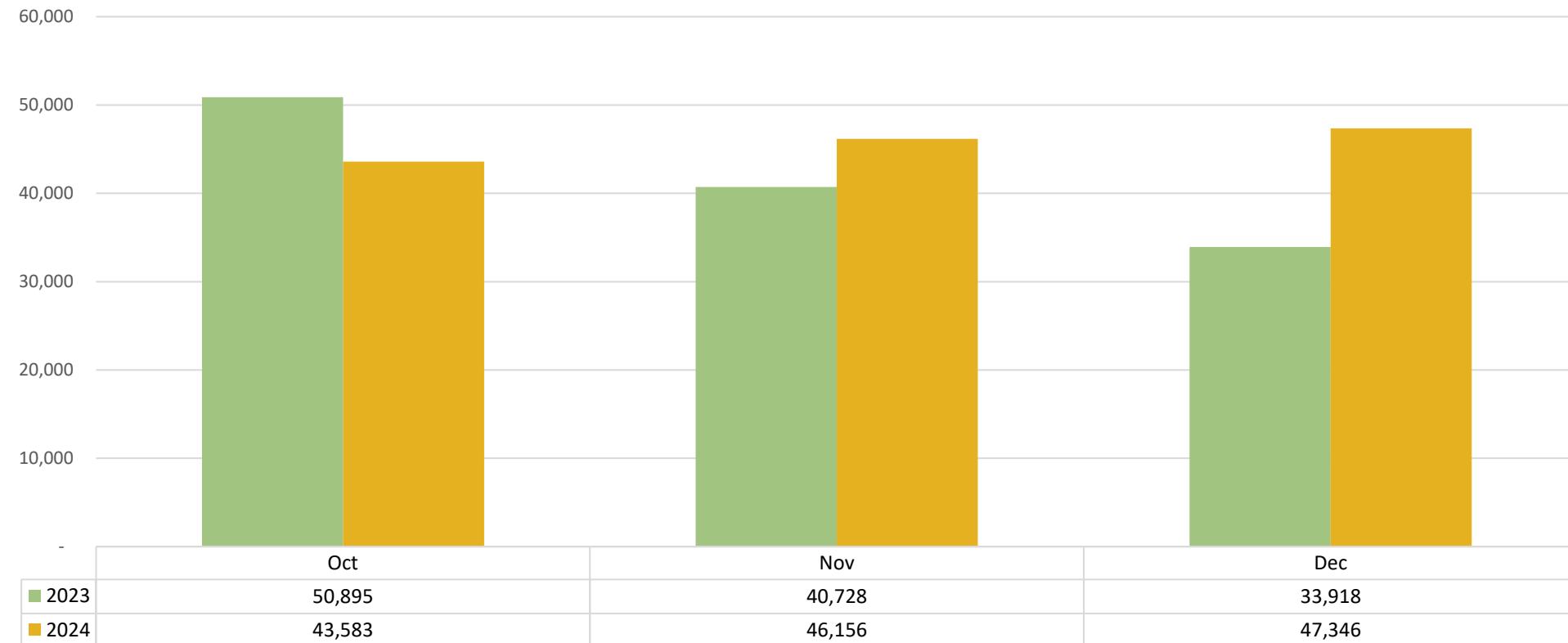
- Website sessions increased 18% from October to December 2024.
- Engagement rate increased 15.8% during October to December 2024.

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

(Source: Google Analytics / Miles Media)

# Welcome Centers

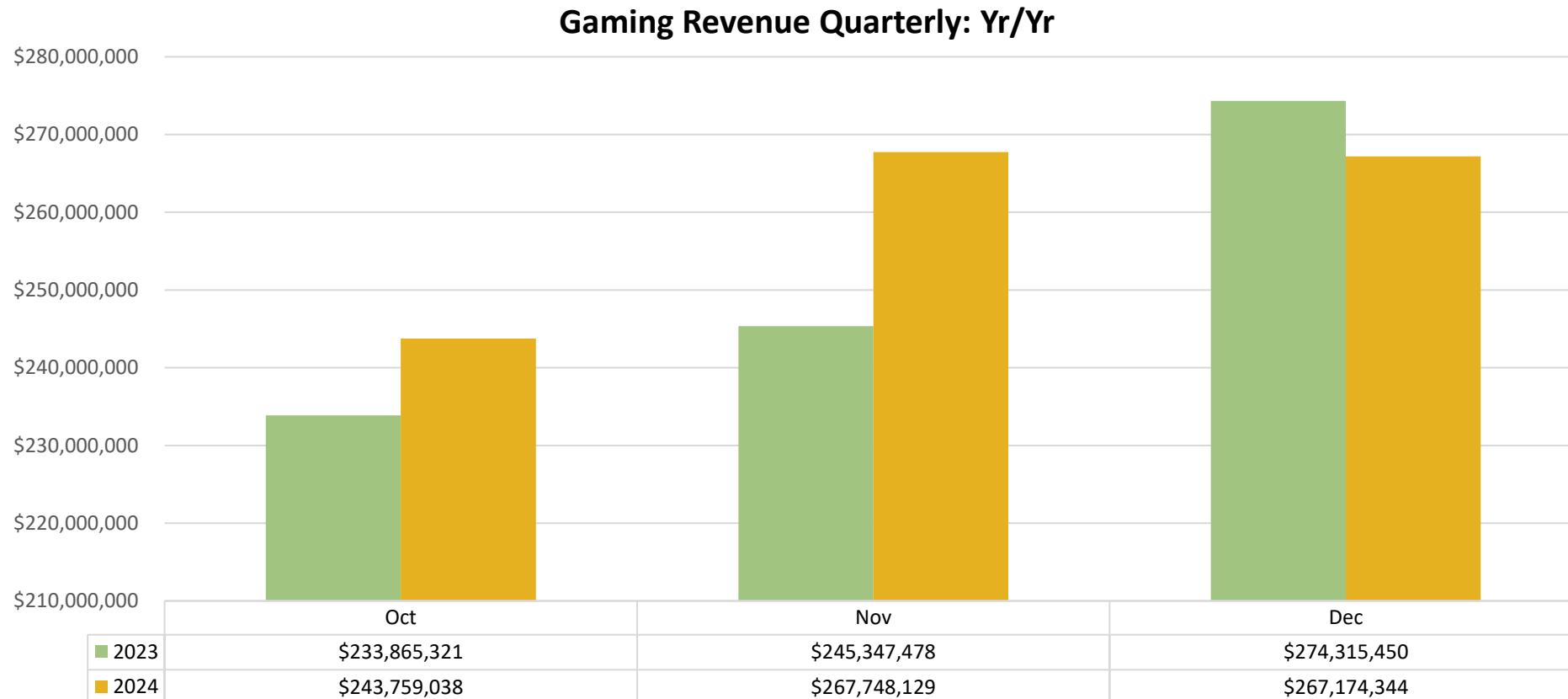
Welcome Centers Visitation: Quarterly Yr/Yr



- Louisiana's welcome centers visits increased by 8.6% from October to December 2024.

(Source: LA Welcome Centers)

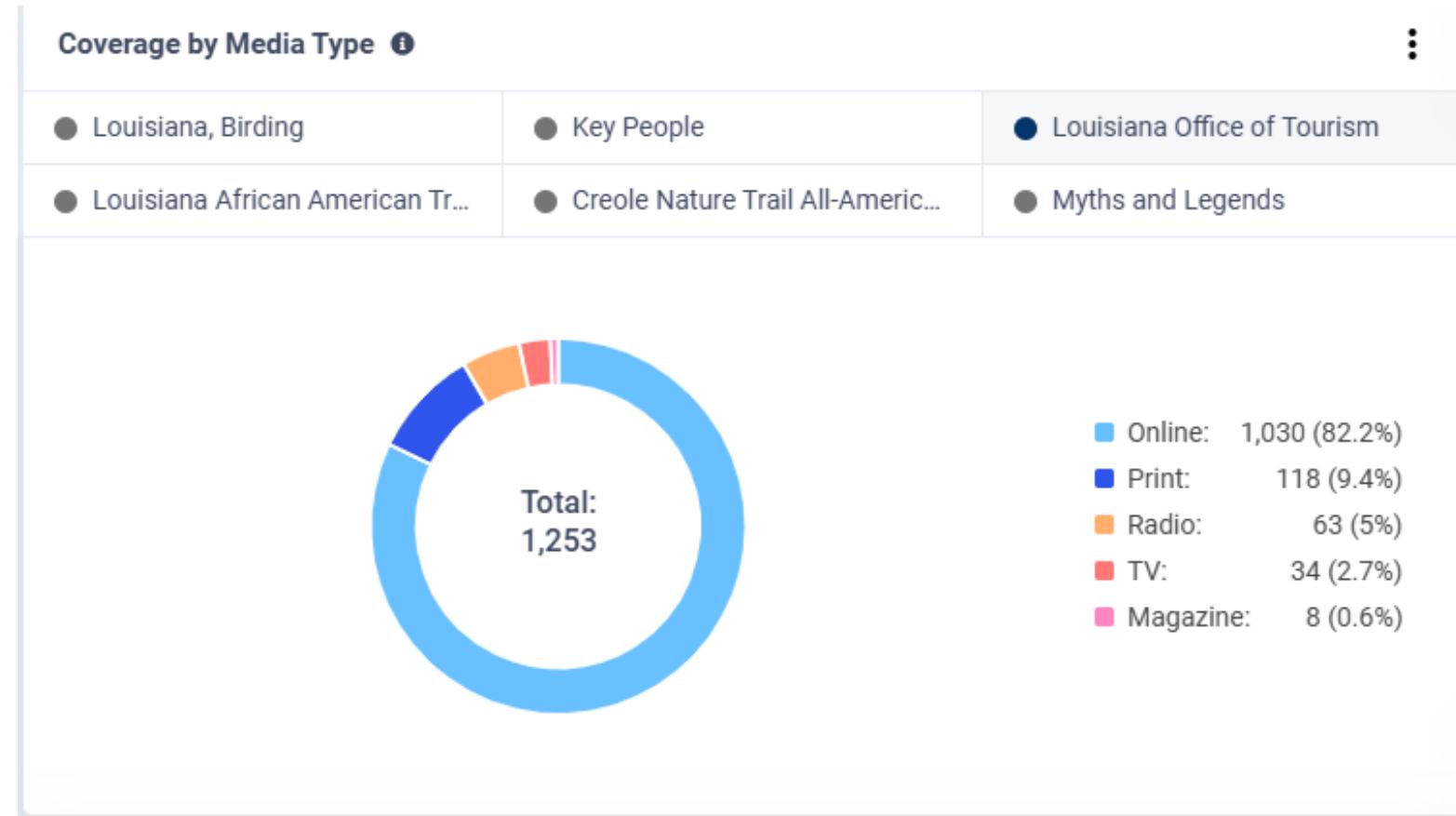
# Gaming Revenue



- Louisiana's gaming revenue increased 17% from October to December 2023.
- Louisiana's gaming revenue was down 12.6% over December 2023.

(Source: LA State Police)

# Media Coverage



Online media had the share (82.2%) of total mentions and potentially reached an audience of 8.1 billion with nearly \$39 million of advertising value in Q4.

## Louisiana Economic Impact and U.S. Travel Sentiment

- 41% of American travelers are likely to take an international trip in 2025. (*Longwoods International*)
- 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*)
- The majority of American travelers said they find slowcations (57%), foodie trips (57%), and experiential travel (55.9%) to be appealing for a 2025 trip. (*Future Partners*)
- Over 119 million Americans are expected to hit the road, 50 miles or more, or take to the skies, surpassing pre-pandemic levels. (AAA)
- Sports travel was valued at \$564.7 billion in 2023 and is expected to reach \$1.33 trillion by 2032. Music travel is projected to hit \$13.8 billion within the next decade. (*Skift*)
- The 2025 wave season for cruise line sales is projected to be robust, with passenger numbers expected to surpass 30 million for the first time. (*Seeking Alpha*)