



State of the Tourism Industry Quarterly Report

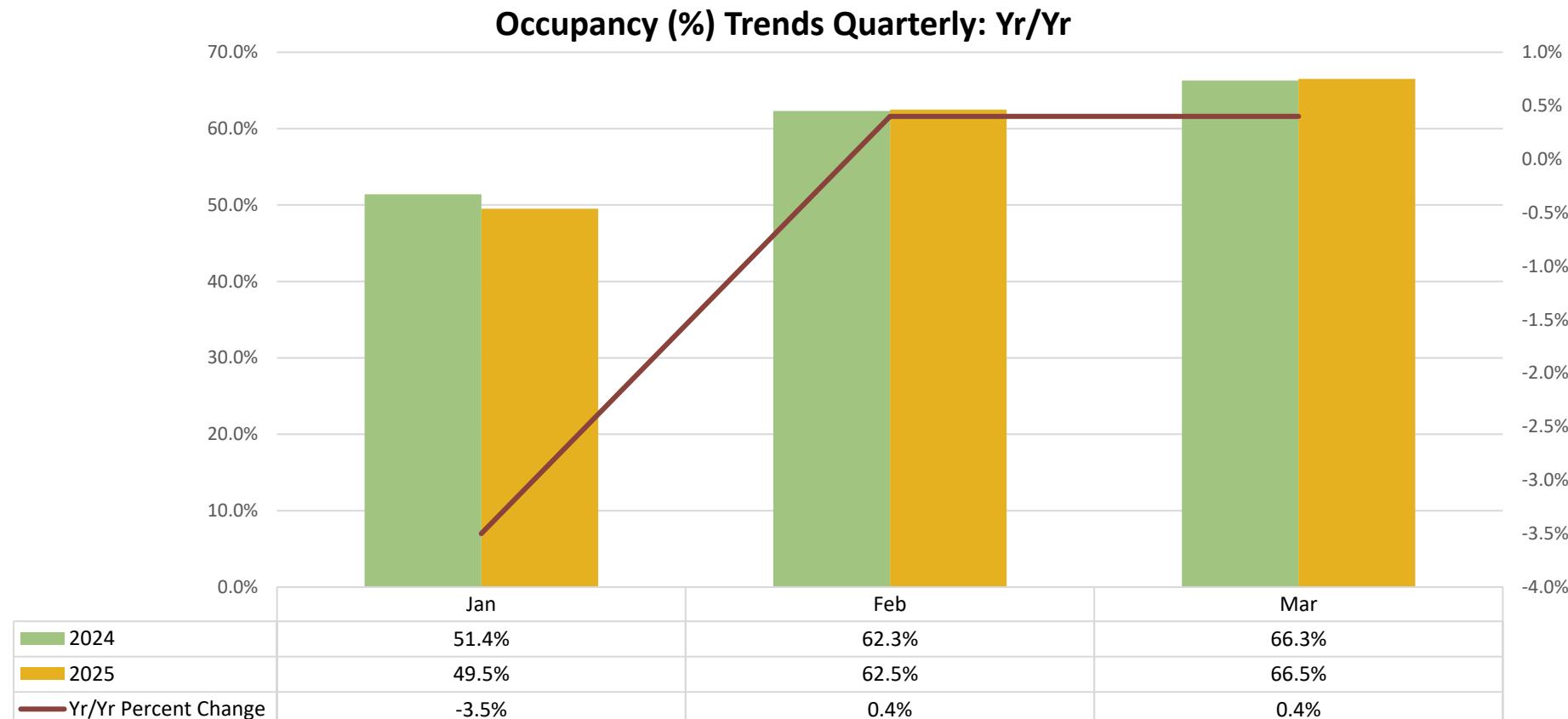
January - March 2025



LIEUTENANT GOVERNOR
BILLY NUNGERESSER

LOUISIANA
Feed Your Soul.

Louisiana Lodging



- Louisiana's occupancy increased 34% from January to March 2025.
- Louisiana's occupancy is up 0.4% over last March 2024.

(Source: STR)

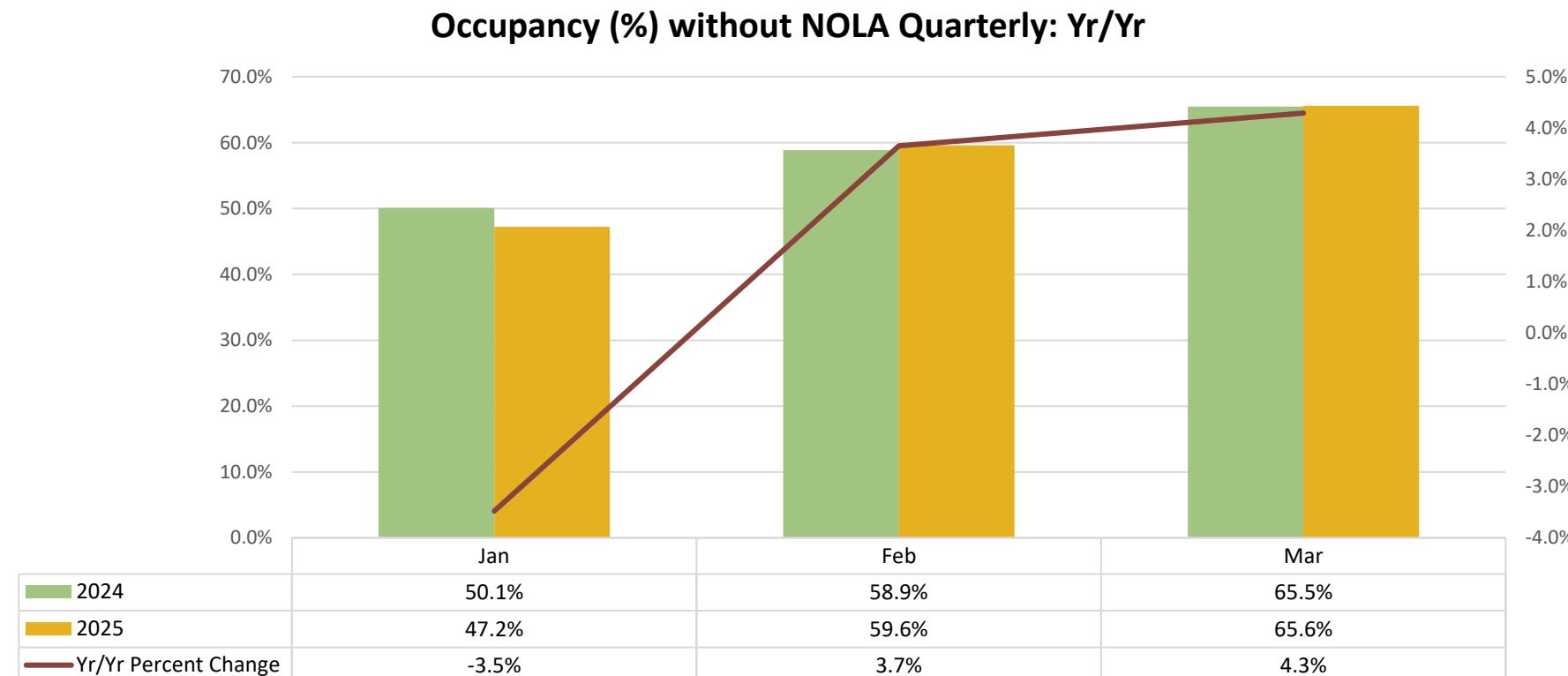
Average Daily Rate (ADR) (\$) Trends Quarterly: Yr/Yr



- Louisiana's average daily rates (ADR) increased by 18% from January to March 2025.
- Louisiana's ADR is up 7.3% over March 2024.

(Source: STR)

Louisiana Lodging (without New Orleans)



- Louisiana's occupancy, excluding New Orleans, increased 39% from January to March 2025.

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

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

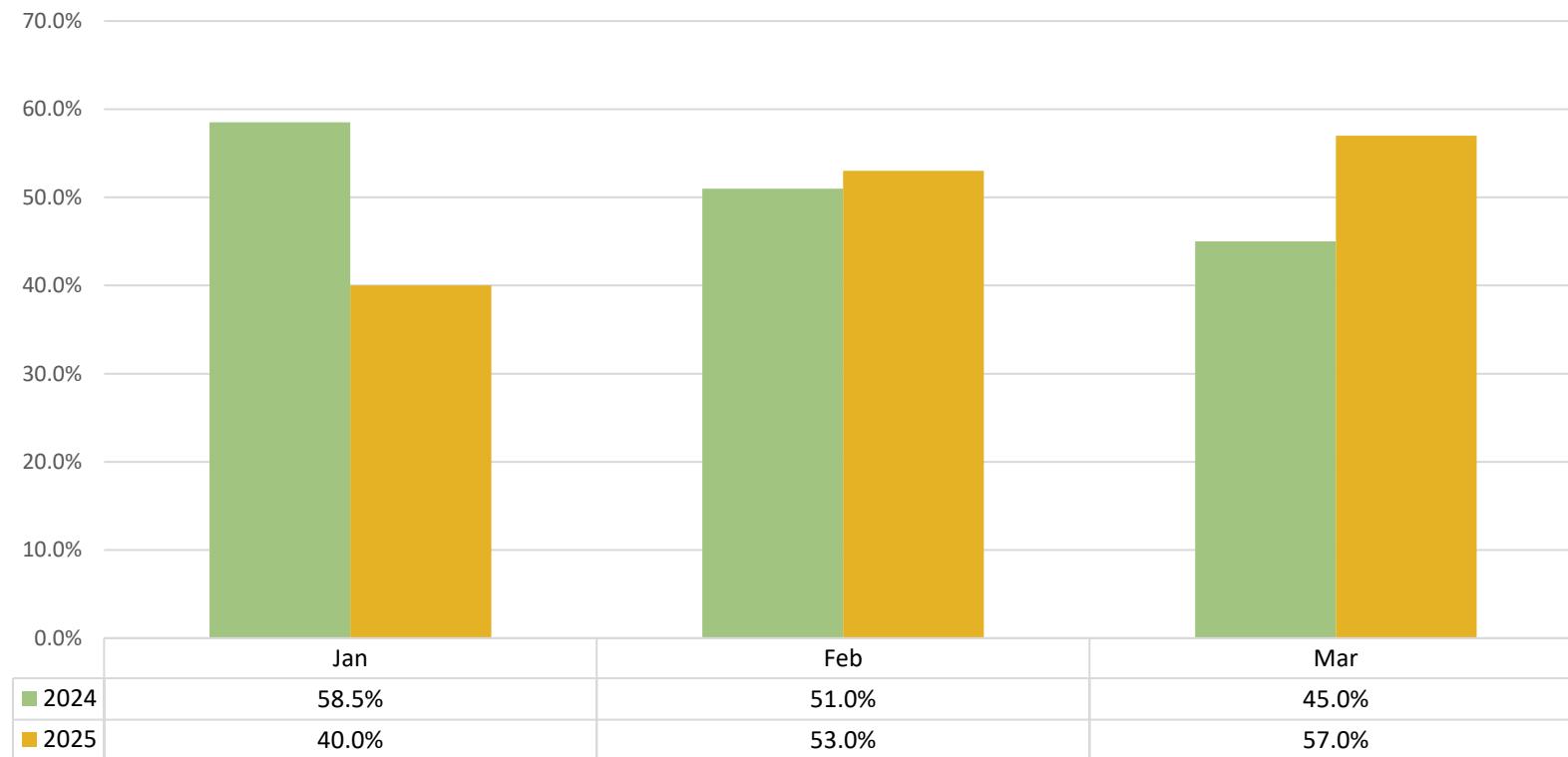


- Louisiana's ADR, excluding New Orleans, grew 2.9% from January to March 2025.

(Source: STR)

Short-Term Lodging

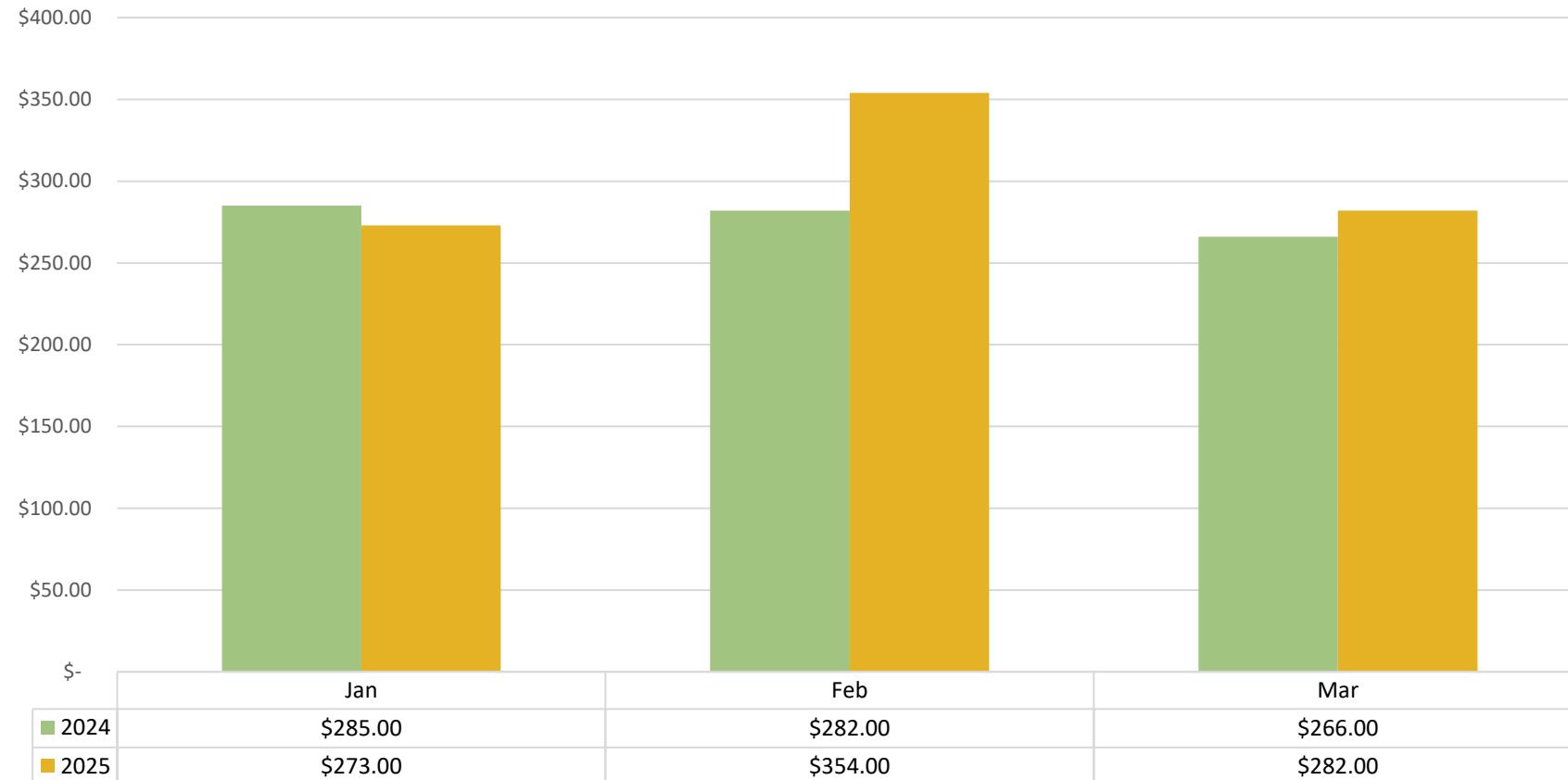
Short-Term Lodging Occupancy (%) Quarterly: Yr/Yr



- Louisiana's short-term lodging occupancy increased by 42.5% from January to March 2025.
- Length of stay is 4-6 nights (26.1%) in Louisiana.

(Source: AirDNA)

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

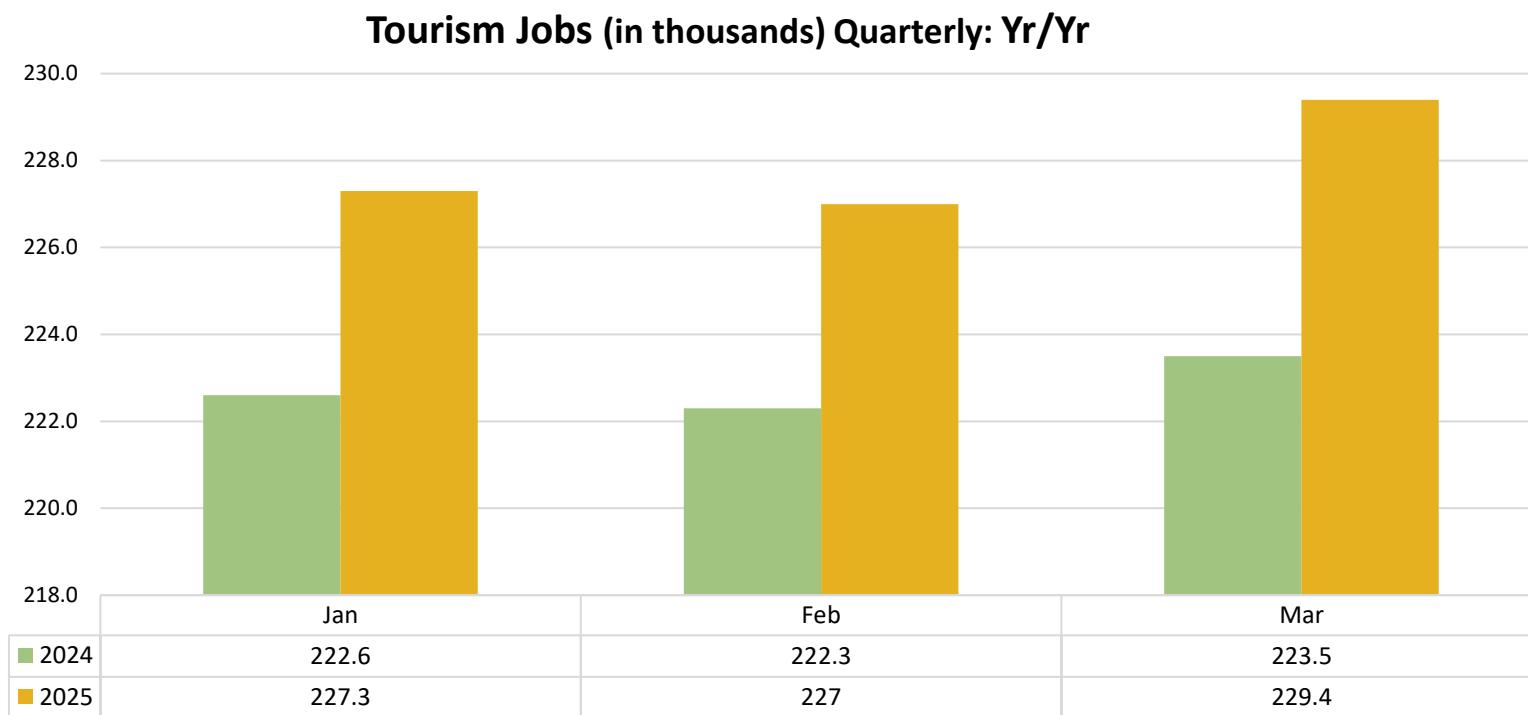


- Louisiana's short-term lodging ADR grew 3.3% from January to March 2025.
- Revenue was up 19.7% over March 2024.

(Source: AirDNA)

Louisiana Tourism Jobs

(Seasonally adjusted)

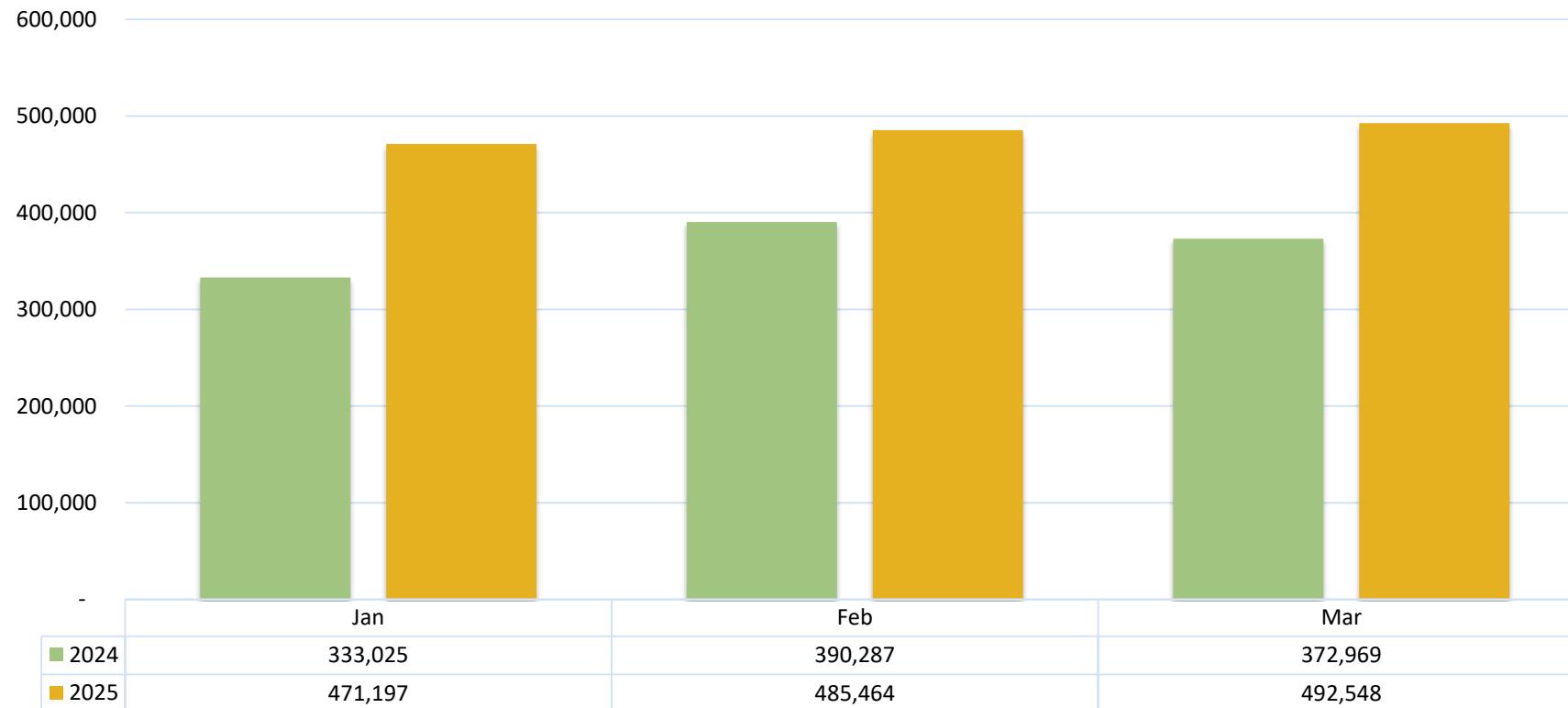


- Louisiana's leisure & hospitality jobs increased by 0.9% from January to March 2025.
- Accommodation and Food Services jobs gained 2,500 jobs from January to March 2025.

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

ExploreLouisiana.com

Website Visits Quarterly: Yr/Yr



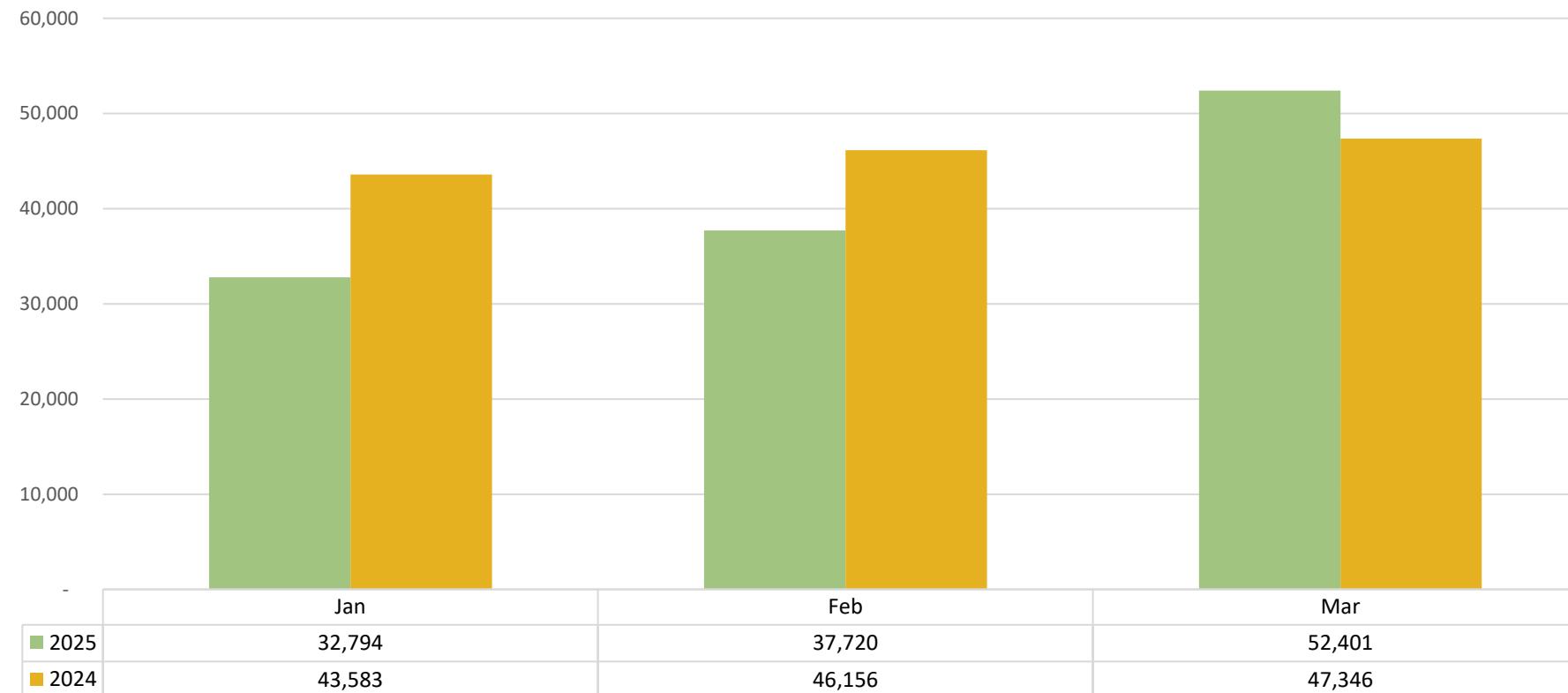
- Website sessions increased 12% from January to March 2025.
- Engagement rate increased 27.5% over January to March 2024.

(# 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 received over 21,000 international visitors from January to March 2025.

(Source: LA Welcome Centers)

Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr



- Louisiana's gaming revenue increased 32% from January to March 2025.
- Louisiana's gaming revenue was up 7.5% over March 2024.

(Source: LA State Police)

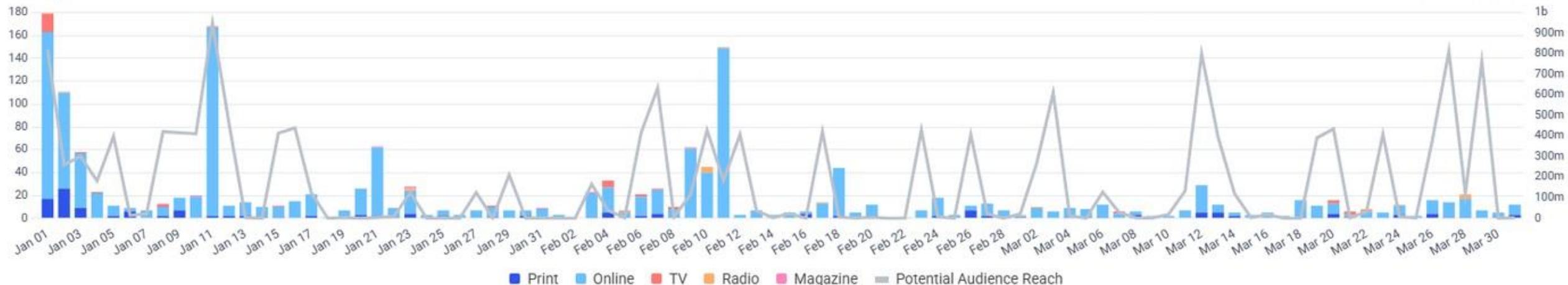
Media Coverage

Coverage Volume & Potential Audience Reach Timeline ⓘ

● Louisiana Office of Tourism

Over 90 days

Coverage Volume



- Online media had the share (86%) of coverage volume and potential audience reach of 15.8 billion with \$114 million of advertising value in Q1 (Jan-Mar 2025).

(Source: Cision)

Louisiana Economic Impact and U.S. Travel Sentiment

- The Port of New Orleans (Port NOLA), the 6th largest U.S. cruise port, broke the record with more than 1.2 million cruise passengers movements in 2024. (*Port NOLA*)
- The Super Bowl LIX attracted a largely American crowd to New Orleans, with only 0.5% of spectators attending internationally. Within the U.S., the most popular states amongst spectators included Louisiana (34%), Florida (10%), Missouri (7%), Texas (5%), Alabama (4%), California (4%), and Pennsylvania (3%). (*Azira*)
- 94% of American travelers have trips planned in the next six months, up 88% from February. (*Longwoods International*)
- 48% of U.S. travelers are likely to travel outside of the United States in the next 12 months. (*Future Partners*)
- Travel in 2025 is set to be dynamic, with 80% of U.S. adults planning vacations and trends, such as solo female travel, slow travel and luxury adventure to remote destinations gaining traction. (*TravelPulse*)
- 54% of American adults have participated in at least one music festival, showcasing the widespread appeal of this travel segment. (*TTW*)
- Over the next ten years, the industry will add an additional 4.5 million jobs, supporting one in eight workers across the globe. It'll also generate \$2.5 trillion, comprising about 11% of global GDP. (*WTTC*)