

Lt. Governor Billy Nungesser

# State of the Tourism Industry Quarterly Report

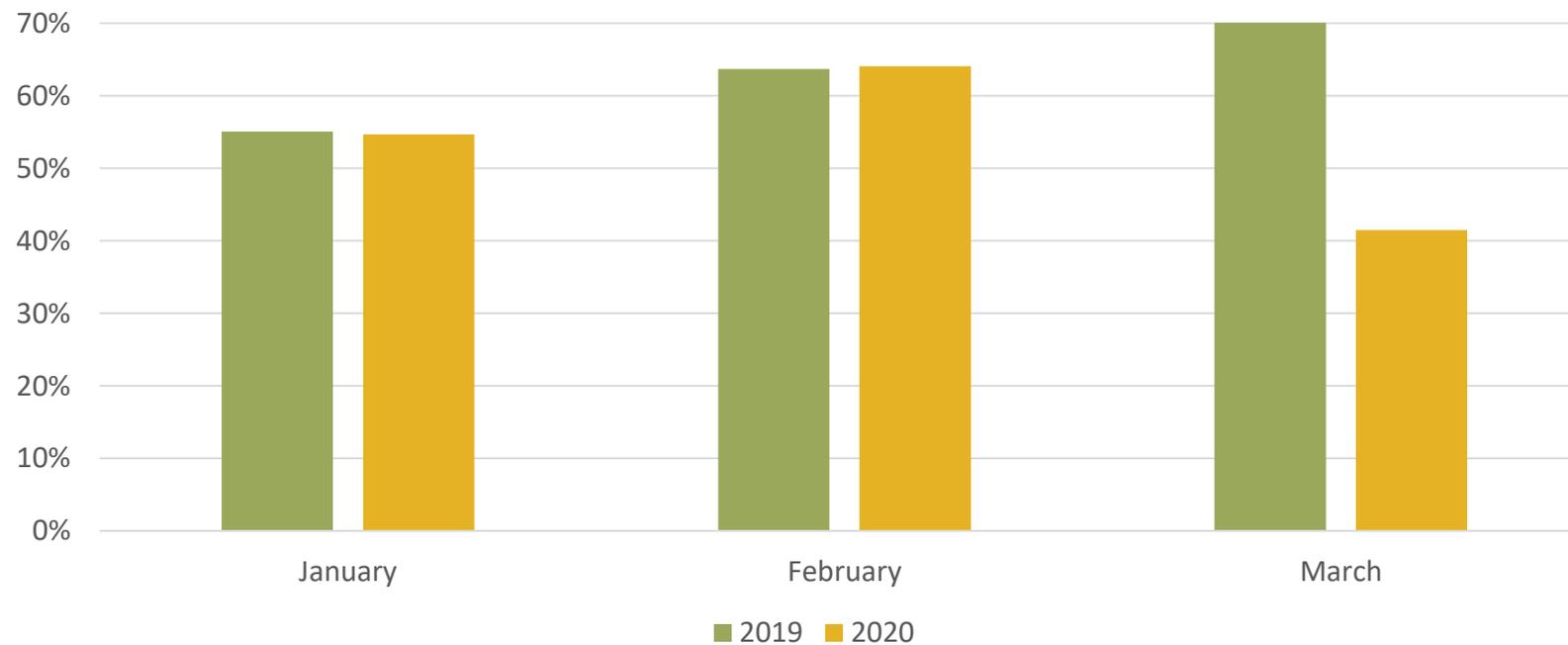
JANUARY - MARCH 2020



**LOUISIANA**  
Feed Your Soul.

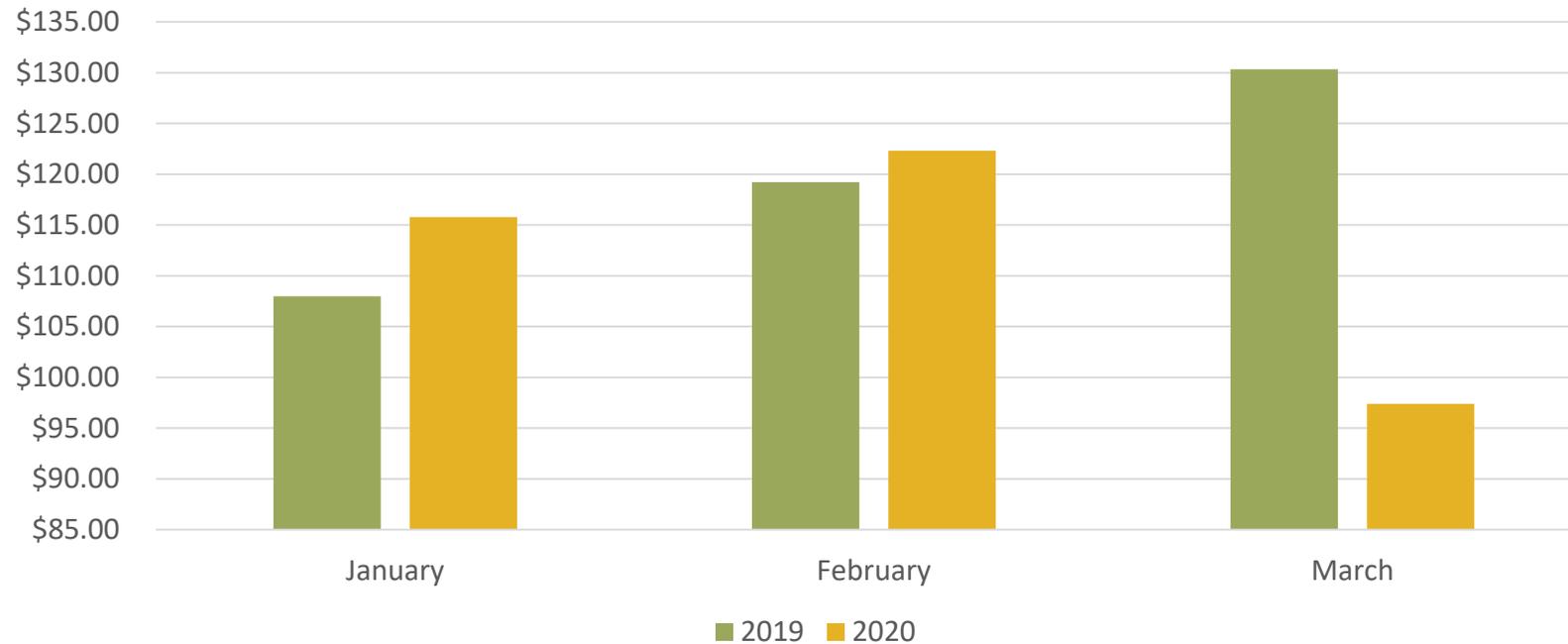
# Lodging

Occupancy (%) Quarterly Yr/Yr



- Louisiana's occupancy increased 0.6 percent over last February.
- Louisiana's occupancy had a decrease of 42.4 percent over March 2019.

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

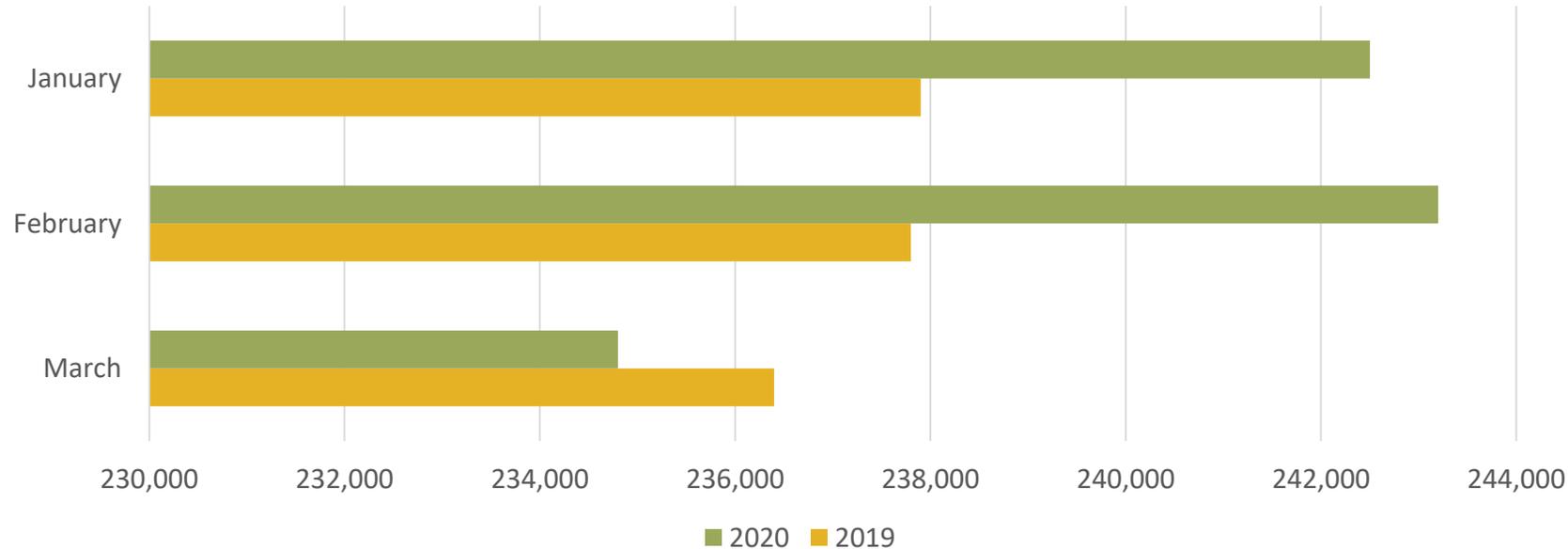


- Average daily rates (ADR) grew by 7.2 percent over last January.
- Louisiana's ADR decreased by 25.3 percent over March 2019.
- Year to date, ADR is slightly down 5.7 percent since January.

# Tourism Jobs

*(Seasonally adjusted)*

## Tourism Jobs Quarterly



- Tourism employment monthly job averages increased by 1.2 percent the first quarter of 2020 over last year.
- February's tourism employment increased 2.3 percent over last February.
- Tourism employment is slightly down 0.7 percent with a 1,600 decline in jobs over March 2019.
- Louisiana's leisure & hospitality employment decreased by 8,400 jobs in March over February.

# Economic Impact

- The loss from the cancellation of events alone is nearly \$746 million and counting.
- Louisiana's travel economy has seen a decline of \$1.4 billion since the week ending March 14<sup>th</sup>.
- The Louisiana travel industry as a whole has seen travel spending decline of 87%, with a \$229 million loss over last year as of April 25<sup>th</sup>.
- Louisiana's economic impact as April 25, 2020, shows a decline in state tax revenue of \$7 million over last year.
- Gaming revenue lost nearly \$178 million, a 58% decrease over last March.
- Welcome Centers lost more than 40,000 visitors over last March, resulting in a 53% decrease in visitation.

# Enplanements

- Shreveport Regional Airport's enplaned passengers increased 12 percent over January 2019.
- The Baton Rouge Metro Airport (BTR) has been awarded a CARES Act grant of \$8.4 million as part of the nearly \$10 billion U.S. Transportation Department awards to airports contending with the massive decline in air travel demand due to the coronavirus pandemic.

# Cruise

- The Port of New Orleans (Port NOLA) set another record-breaking year in 2019 with 1.18 million cruise passenger movements, up 1.2 percent over 2018.
- Guests taking Mississippi River cruises on 6 riverboats set a record at 31,206 passenger movements in 2019.
- 90 percent of cruise passengers are from out of state and 32 percent fly to New Orleans
- 73 percent of cruise passengers spend the night before or after their cruise in NOLA = tourists
- Port NOLA employs 19,050 jobs for the New Orleans area and 21,700 jobs for the state

# LouisianaTravel.com

- Website visits (# of sessions) increased 4.7 percent the first 3 months of the year over last year's same time period. (Sessions include desktop, tablet, and mobile.)
- Before the pause, Explore.louisianatravel.com, staycation.louisianatravel.com, and festivals.louisianatravel.com were the top three most-viewed pages for March.
- On the fishing microsite, website visitation increased 18 percent year over year.

# Bayou Krewe

- 375 new signups through March, for a new lifetime total of 11,920.
- Images tagged with #OnlyLouisiana on Instagram through March were nearly 9,000 making a new lifetime total of 191,453.



# Louisiana Successes

- New Orleans was voted 4<sup>th</sup> in the South's Best Cities by Southern Living, 2020
- New Orleans was voted 1<sup>st</sup> in the South's Best Food Cities by Southern Living, 2020
- Natchitoches was voted 12<sup>th</sup> in the South's Best Small Towns by Southern Living, 2020
- Johnny's Catfish & Seafood (Shreveport) was voted 3<sup>rd</sup> and Mandeville Seafood was voted 6<sup>th</sup> in the South's Best Catfish Joints by Southern Living, 2020
- Commander's Palace (New Orleans) won 1<sup>st</sup> in the South's Best Classic Restaurants by Southern Living, 2019 & 2020 (top 4 years in a row)
- The Elysian Bar (New Orleans) was voted 3<sup>rd</sup> and Parish Restaurant & Bar (Monroe) was voted 6<sup>th</sup> in the South's Best New Restaurants by Southern Living, 2020
- Coquette (New Orleans) was voted 9th in the South's Best Local Restaurants by Southern Living, 2020
- Hotel Monteleone was voted 4th in the South's Best Hotels by Southern Living, 2020
- Saint-Germain (New Orleans) was voted 5th in the South's Best Bars by Southern Living, 2020
- Port of Call (New Orleans) was voted 3rd in the South's Best Dive Bars by Southern Living, 2020
- Lafayette was mentioned in PopSugar's Ready, Set, Save: 20 Affordable Trips to Take in 2020 article.
- New Orleans and Louisiana were recognized as two top destinations in 2020 by Trips to Discover, a digital magazine focused on travel trends.
- Parish Restaurant & Bar was No. 6 on Southern Living magazine's list "The South's Best New Restaurants 2020."

