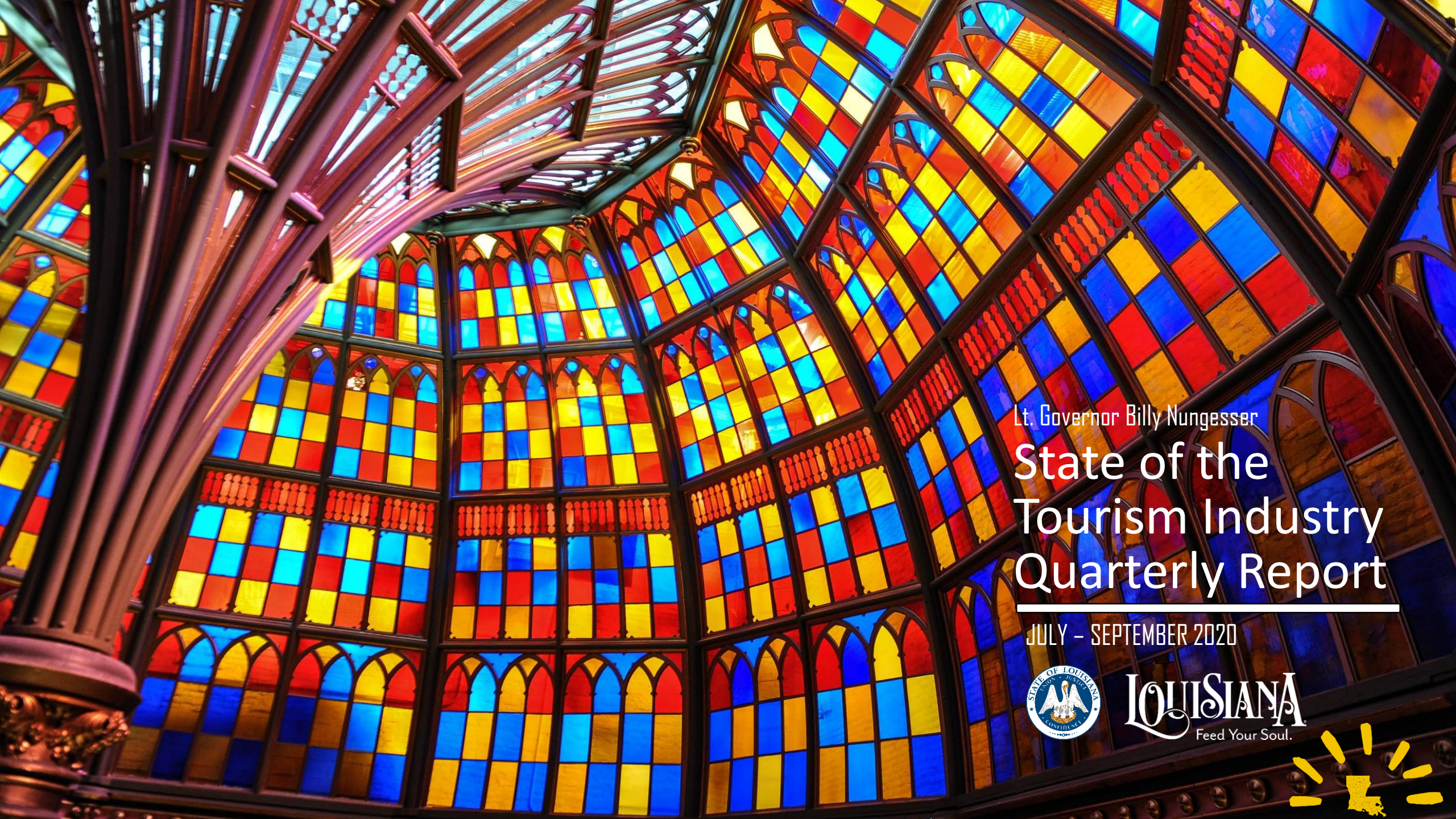


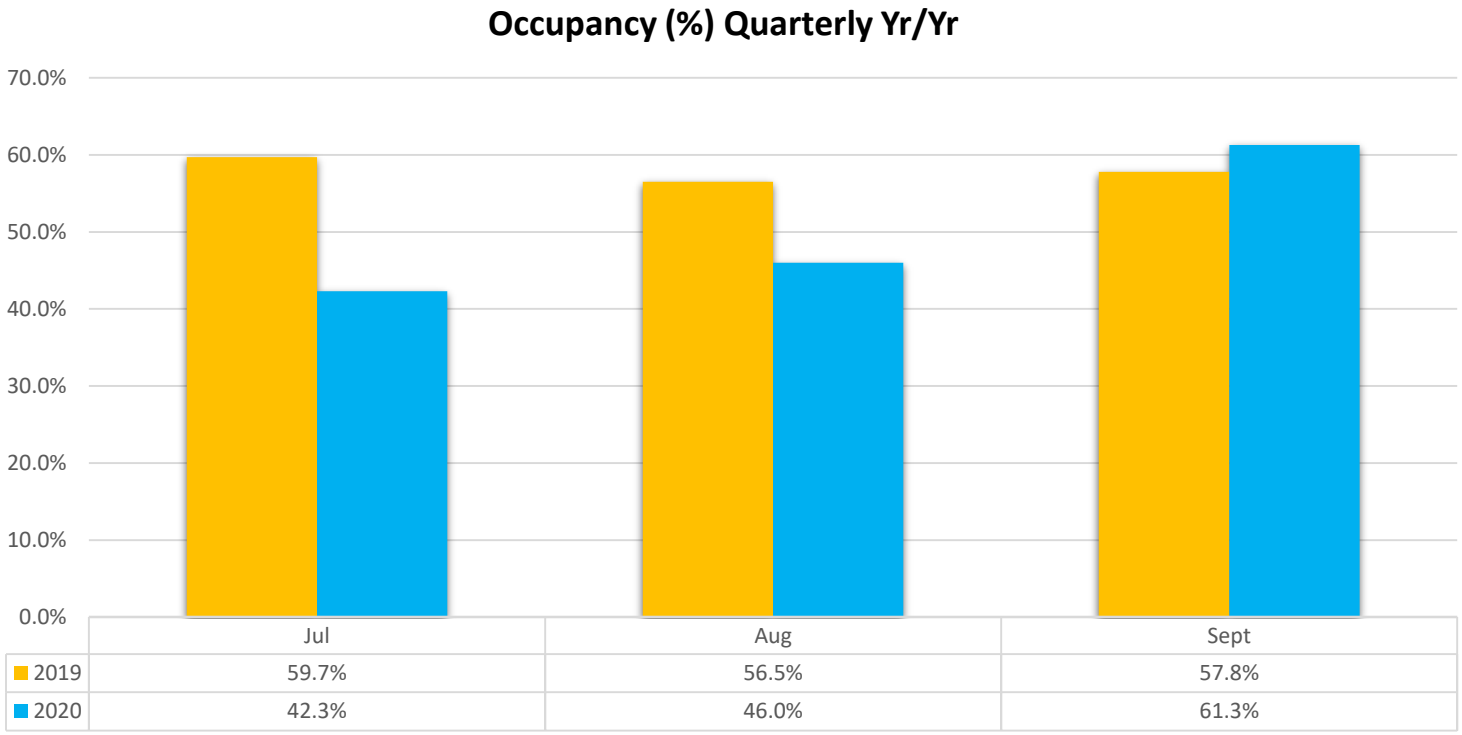
Lt. Governor Billy Nungesser

State of the Tourism Industry Quarterly Report

JULY – SEPTEMBER 2020

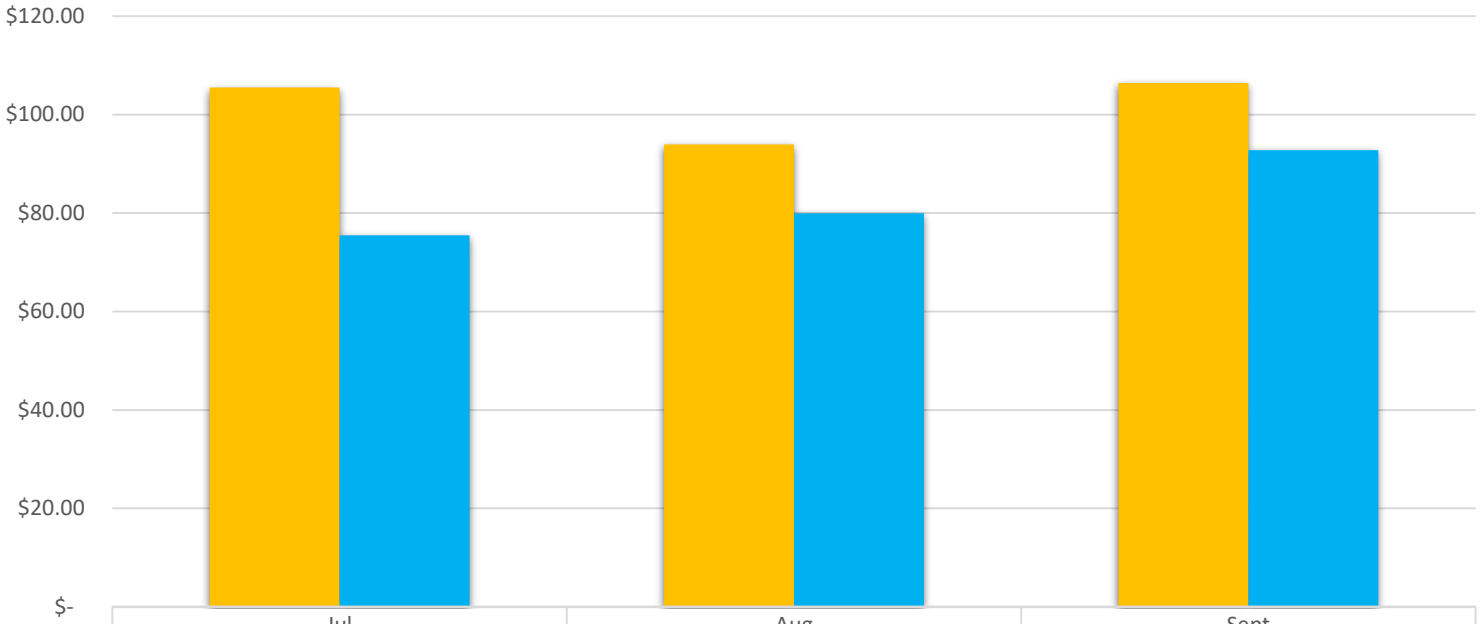
LOUISIANA
Feed Your Soul.

Lodging



- Louisiana's occupancy increased 45% from July to September 2020.
- Louisiana's occupancy grew 6.1% over September 2019.
- As a caveat, this indicator is not the best measurement due to the hurricanes in Louisiana this year as opposed to last year, with evacuees and emergency personnel staying in the hotels.

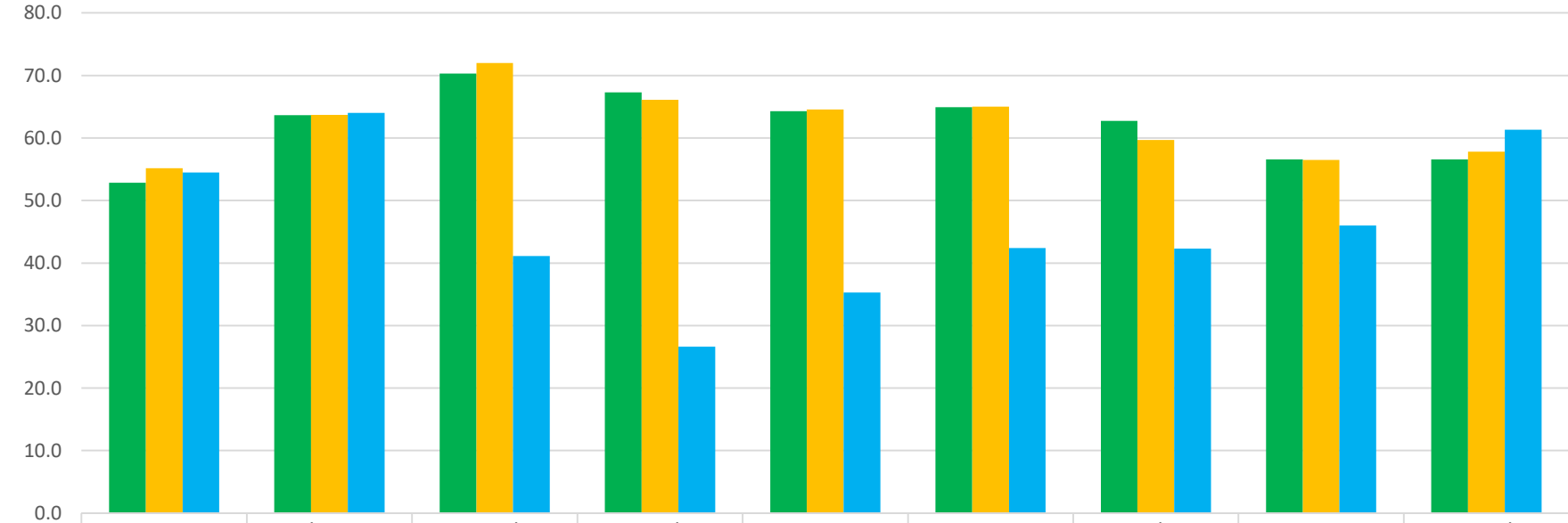
Average Daily Rate (ADR) ($) Quarterly Yr/Yr



	Jul	Aug	Sept
2019	$105.49	$93.96	$106.40
2020	$75.45	$79.96	$92.79

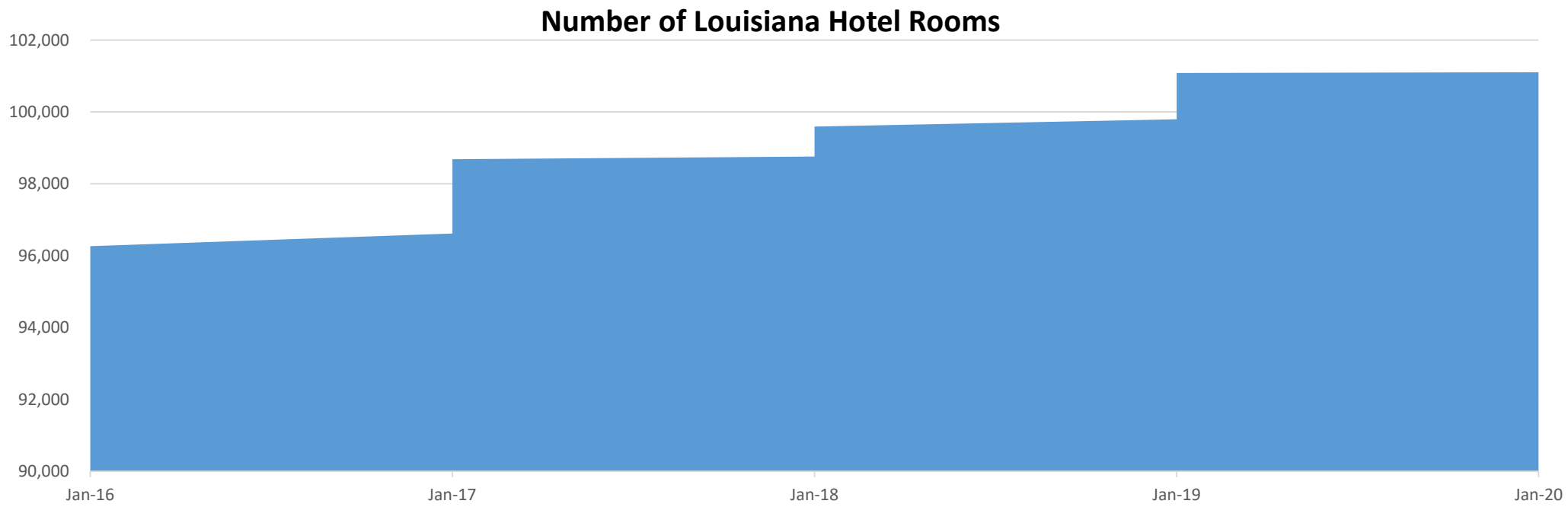
- Louisiana's Average daily rates (ADR) increased 0.9% from July to September 2020.
- ADR was down 12.8% over September 2019.

Occupancy (%) Trends



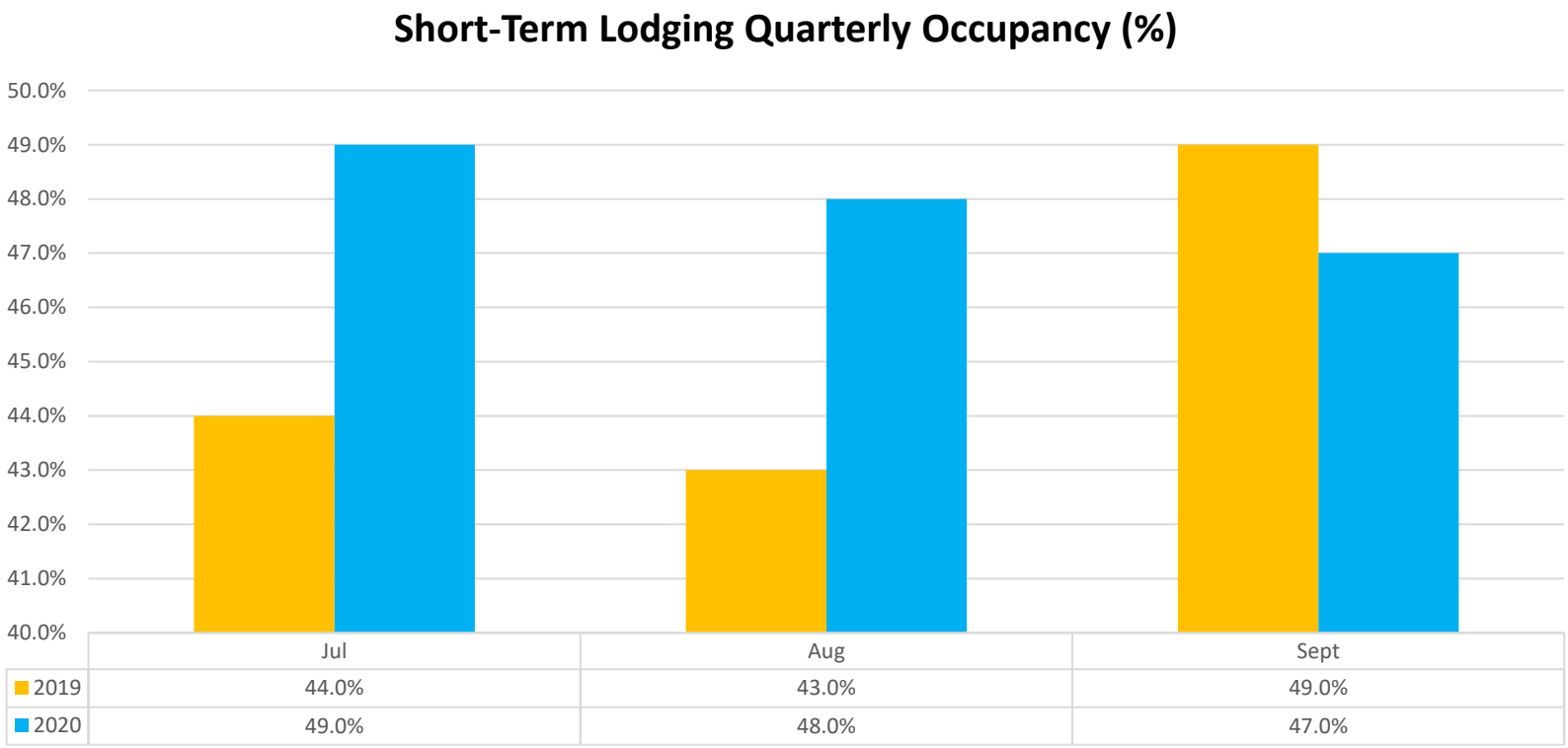
	January	February	March	April	May	June	July	August	September
2018	52.8	63.6	70.3	67.3	64.3	64.9	62.7	56.6	56.6
2019	55.2	63.7	72.0	66.1	64.6	65.0	59.7	56.5	57.8
2020	54.5	64.0	41.1	26.6	35.3	42.4	42.3	46.0	61.3

- Trends show that Louisiana's average occupancy is 62% year to date.
- September occupancy is up 6.1% year over year.

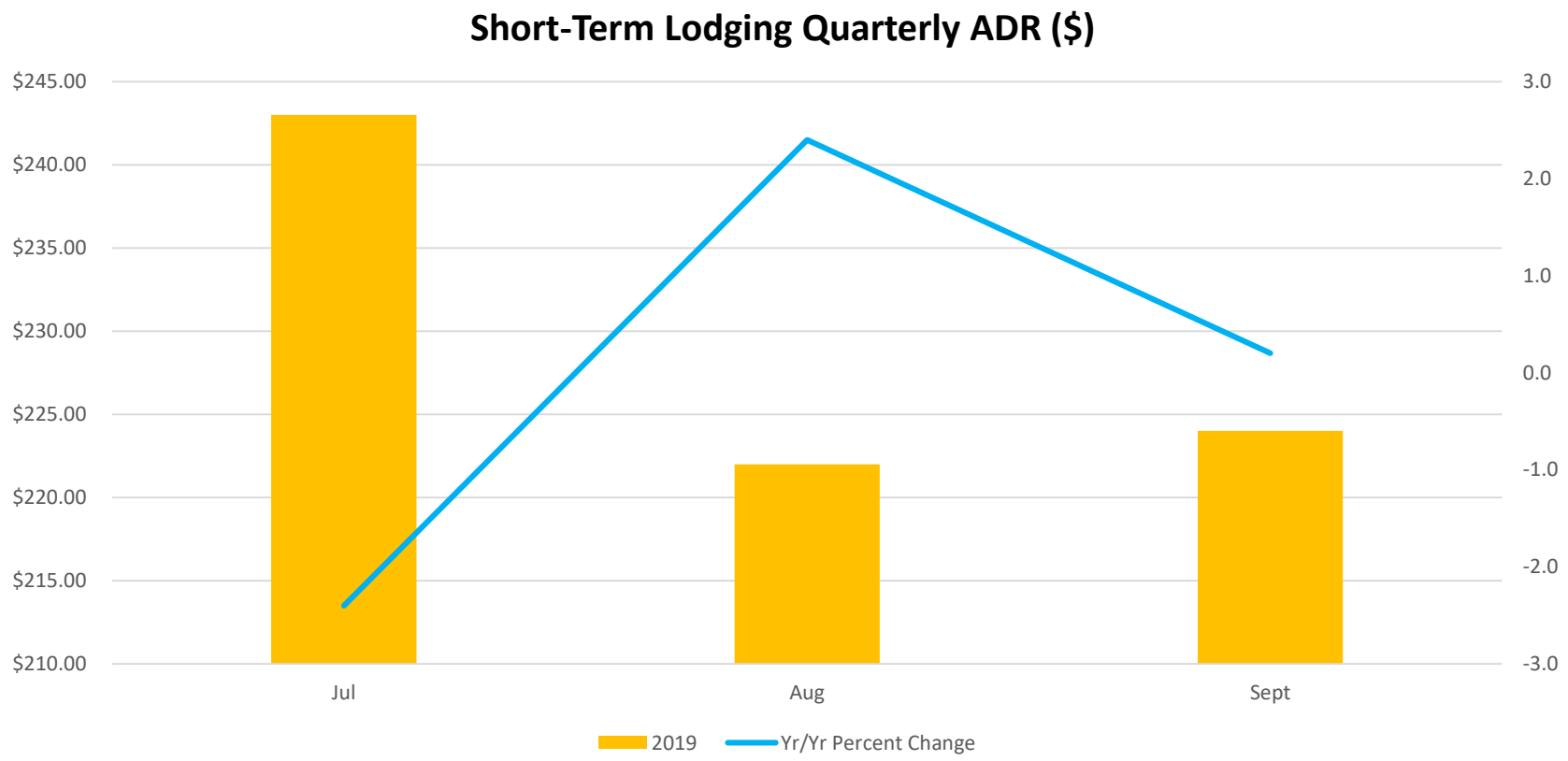


- Louisiana's hotel inventory has grown nearly 1,500 rooms totaling over 101,000 rooms, a 1.5% increase since last year.
- Since 2016, the number of hotel rooms increased 8%.
- Year to date, the census of rooms is nearly 98,000 and sample of rooms is over 71,000.
- Sample – the percent of rooms from which STR receives data. Census – the number of properties and rooms that exist in STRs database shown on the report.

Short-Term Lodging



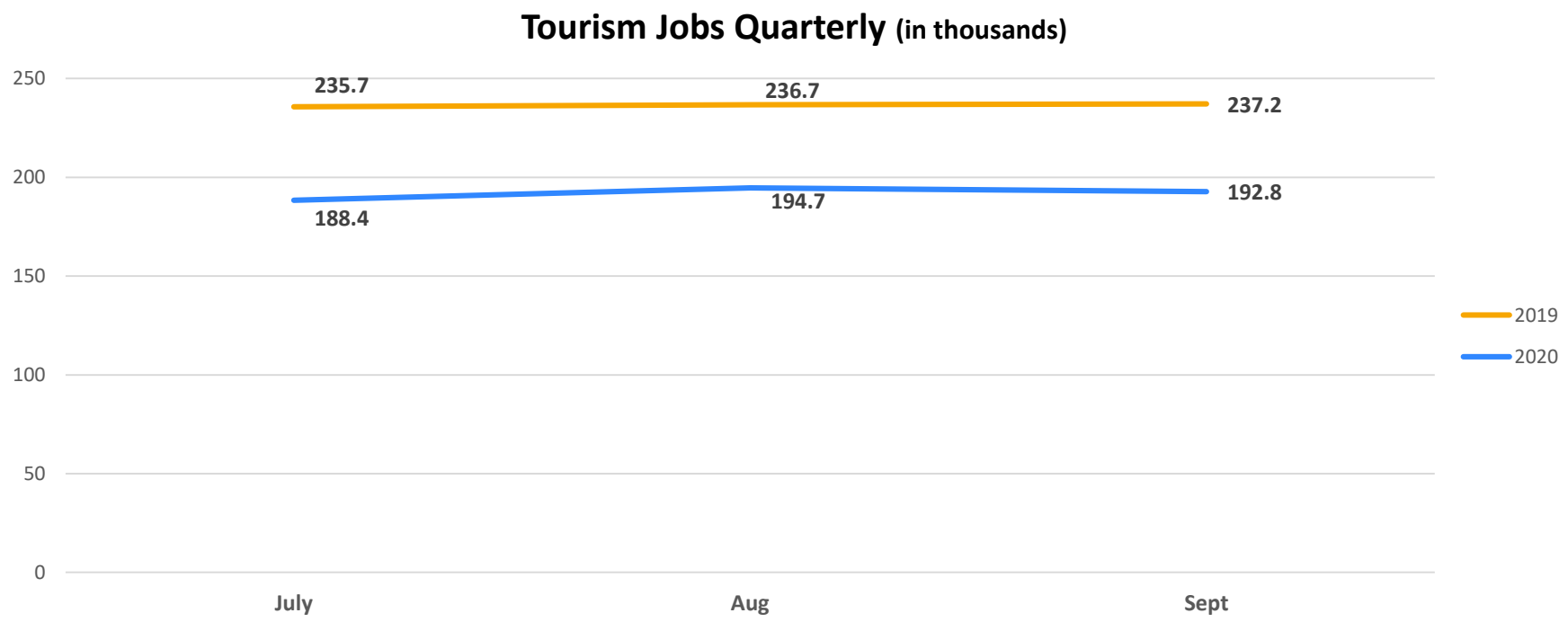
- Louisiana's short-term lodging occupancy decreased 3.1% over last September.
- Occupancy is down 4.1% since July 2020.



- Louisiana's short-term lodging ADR slightly increased 0.2% over last September – remaining mostly flat.
- ADR decreased 7.8% since July 2020.

Tourism Jobs

(Seasonally adjusted)



- Louisiana's leisure & hospitality industry supported 192,800 jobs in September, with a 2% increase since July.
- Tourism employment has grown 47% from April to September.

LouisianaTravel.com

- Website visits decreased 17.7 percent from July to September.
  (# of visits (sessions) include desktop, tablet, and mobile)
- The Louisiana Byways website visits increased 13.9% over last September.
- LouisianaTravel's Facebook page received nearly 435,000 likes in September, resulting in a 0.9 percent increase year over year.
- LouisianaTravel's Twitter page has over 86,000 followers.

Bayou Krewe

- 67 sign-ups in September
- Over 12,000 sign-ups to date for Bayou Krewe

Economic Impact

- Louisiana's travel economy has seen a decline of $4.2 billion year-over-year since the week ending February 29. *(Source: Tourism Economics)*
- Louisiana's weekly travel spending tallied $5.3 billion since the week ending February 15. *(Source: Tourism Economics)*
- Louisiana's economic impact shows a total loss of $433 million in federal, state, & local tax revenue since March year-over-year. *(Source: Tourism Economics)*
- Louisiana Welcome Centers greeted nearly 14,000 visitors to Louisiana in September and have welcomed nearly 205,000 visitors since January. *(Source: LA Welcome Centers)*
- Since the beginning of March, the COVID-19 pandemic has resulted in $424 billion in cumulative losses for the U.S. travel economy. *(Source: Tourism Economics)*
- Due to the coronavirus pandemic, U.S. travel spending is expected to decline $519 billion representing $1.2 trillion in economic loss. *(Source: US Travel and Tourism Economics)*
- Eight in 10 trips this fall are expected to be road trips, primarily to destinations known for outdoor recreation activities. *(Source: AAA)*