

State of the Tourism Industry Monthly Report

February 2023

Created March 24, 2023



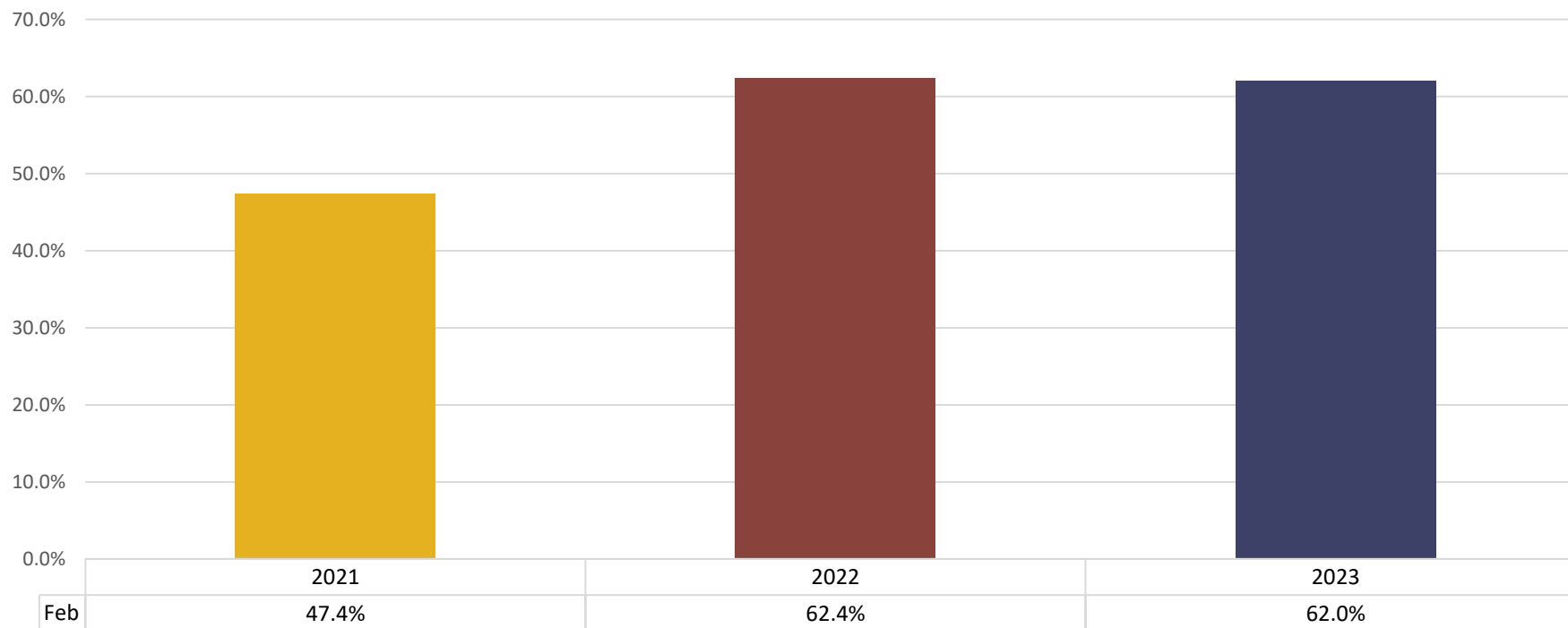
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Louisiana Lodging

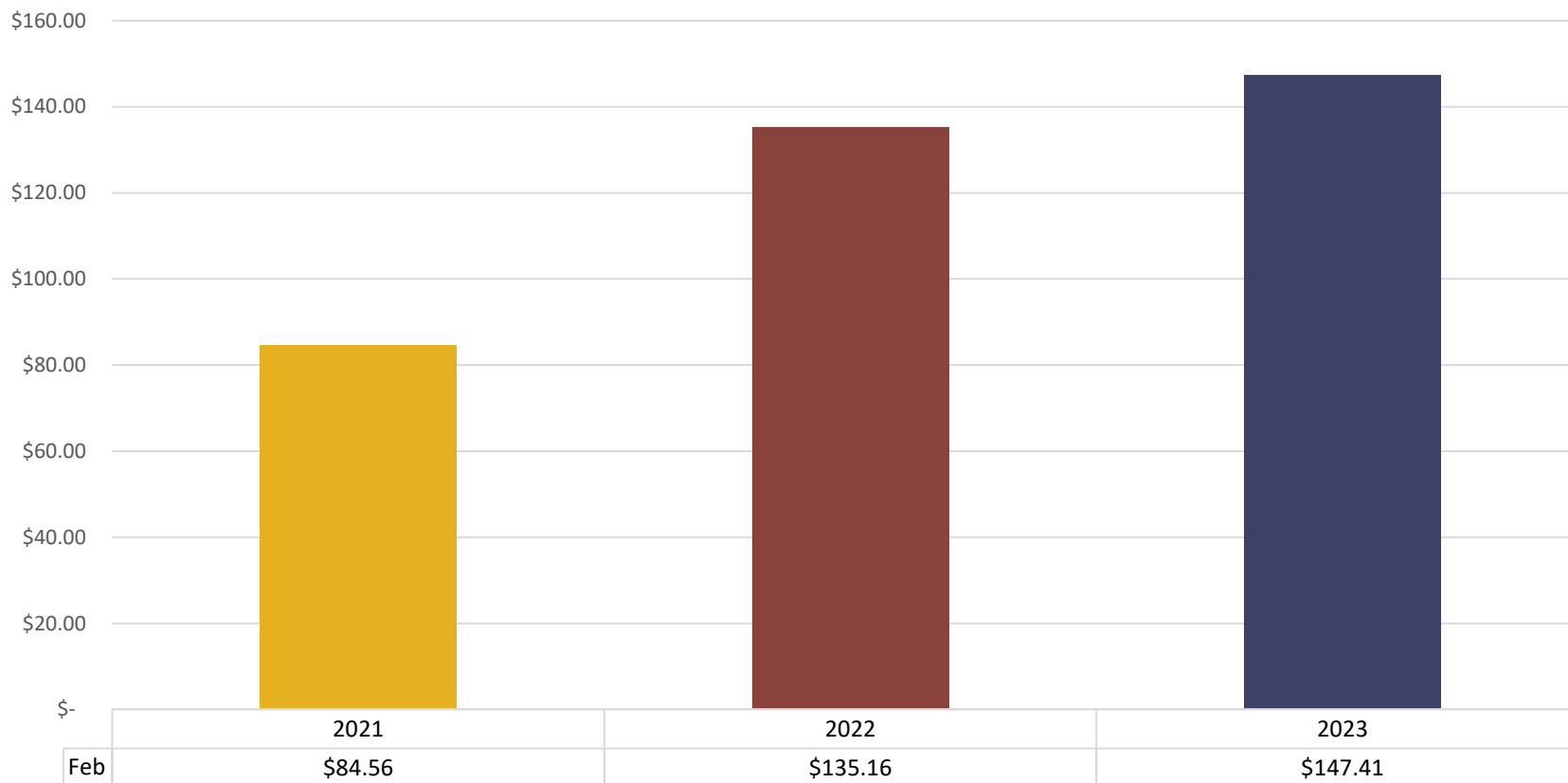
February Occupancy (%): Yr/Yr



- Louisiana’s occupancy slightly decreased 0.7% over February 2022.
- Since last month (January), occupancy increased 23.5%.
- Occupancy is down 3% since February 2019.

(Source: STR)

February ADR (\$): Yr/Yr

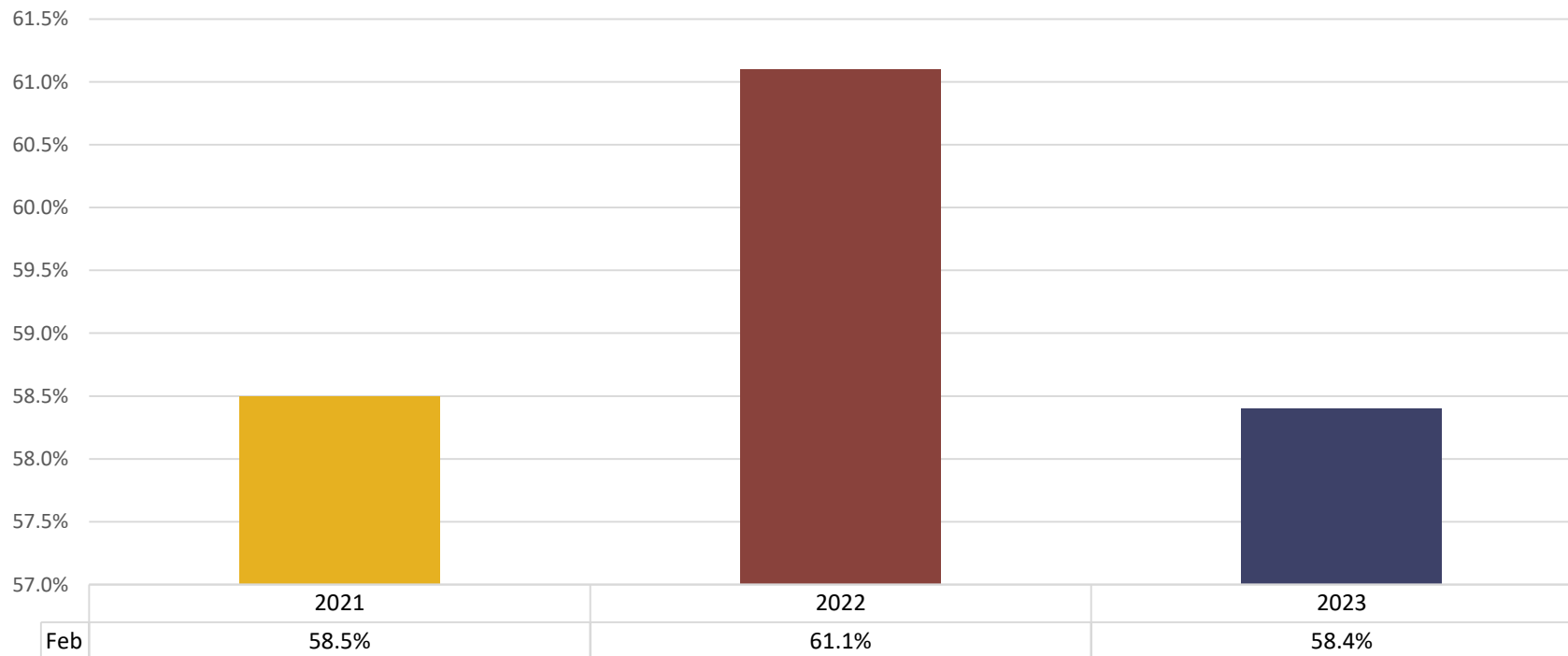


- Louisiana's average daily rates (ADR) grew 9.1% over February 2022.
- Since last month (January), ADR increased 22%.
- ADR has grown 24% since February 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

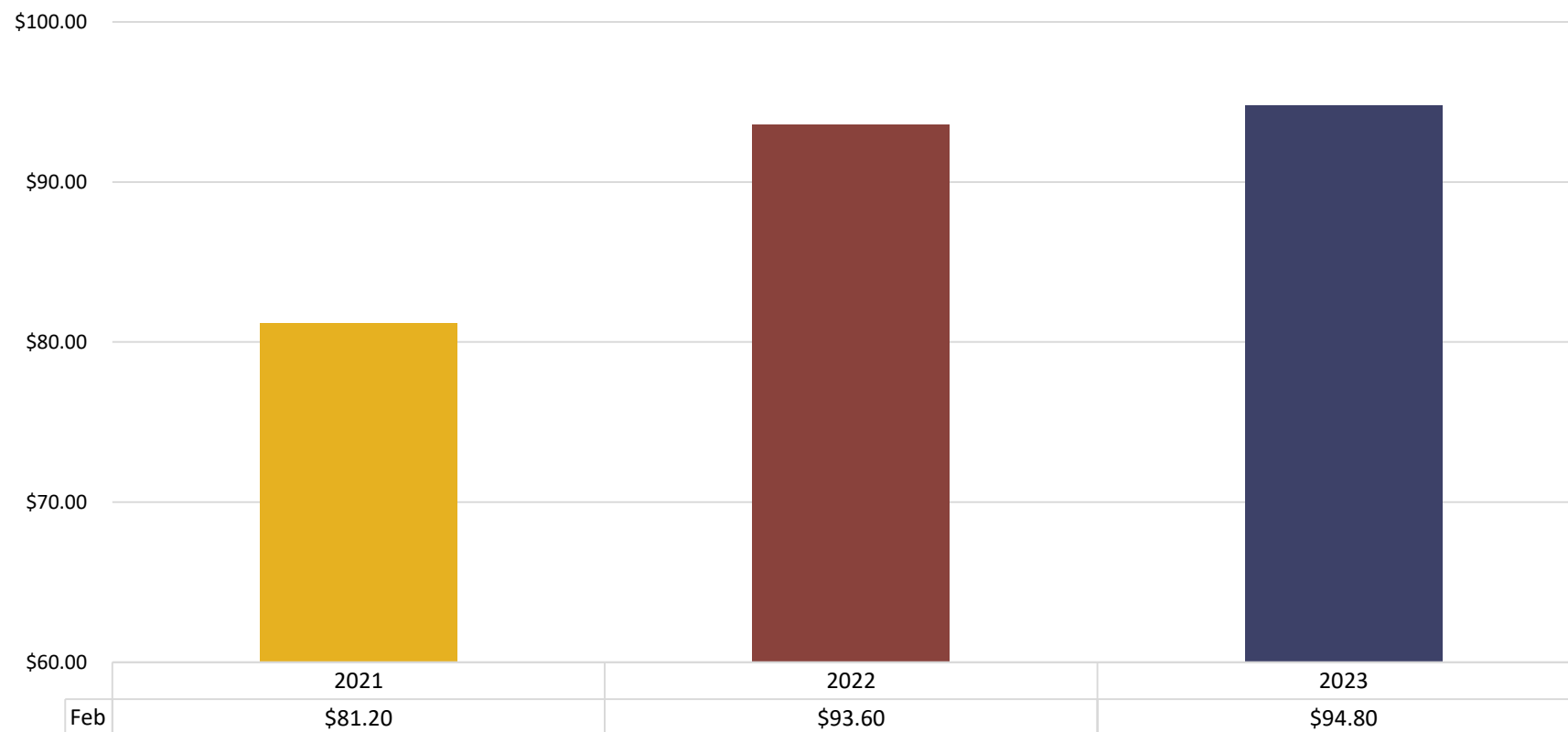
February Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 4% over February 2022.
- Louisiana’s occupancy, excluding New Orleans, is up 1% since February 2019.

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

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

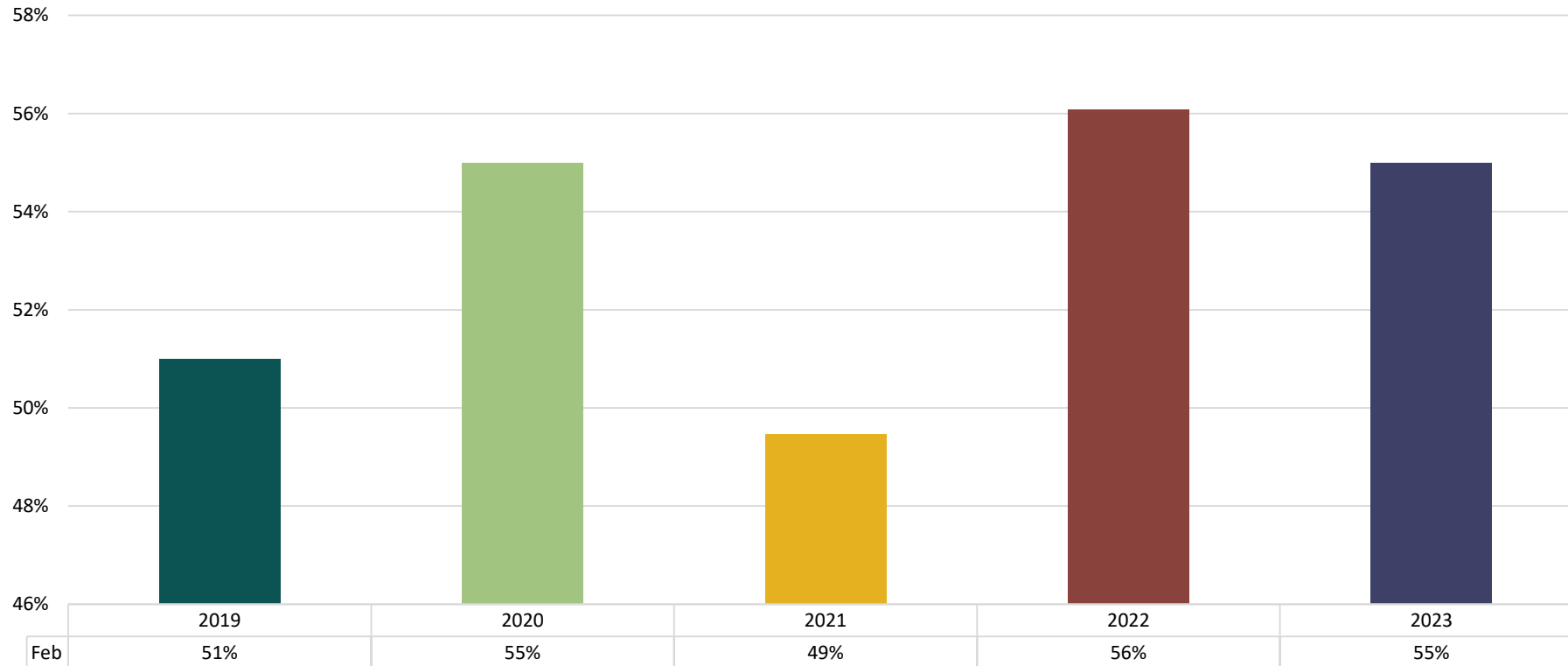


- Louisiana’s ADR, excluding New Orleans, grew 1.3% over February 2022.
- Louisiana’s ADR, excluding New Orleans, has increased 17% since February 2019.

(Source: STR)

Louisiana Short-Term Lodging

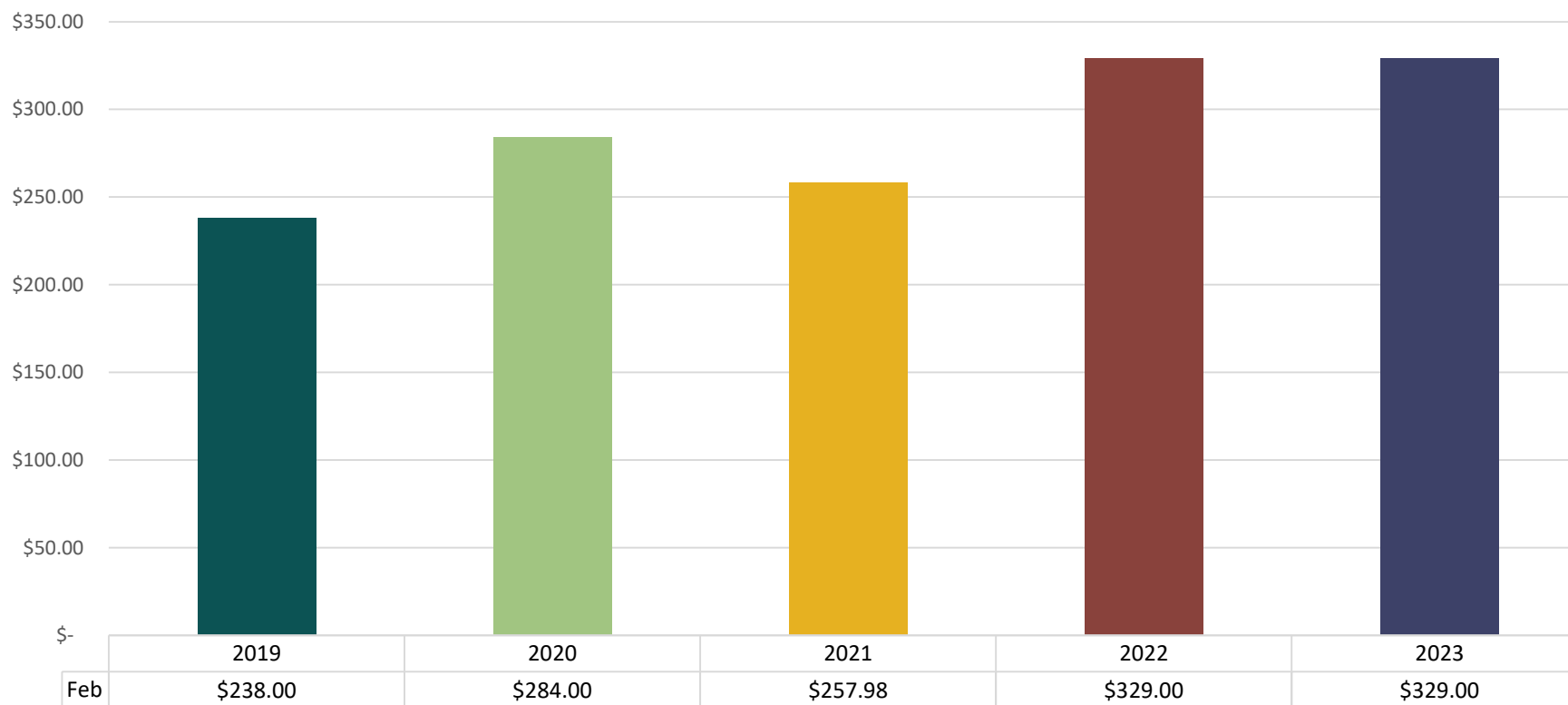
February Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy decreased 1.1% over February 2022.
- Since last month (January), short-term lodging occupancy was up 19.6%.
- Short-term lodging occupancy has increased 8% since February 2019.

(Source: AirDNA)

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

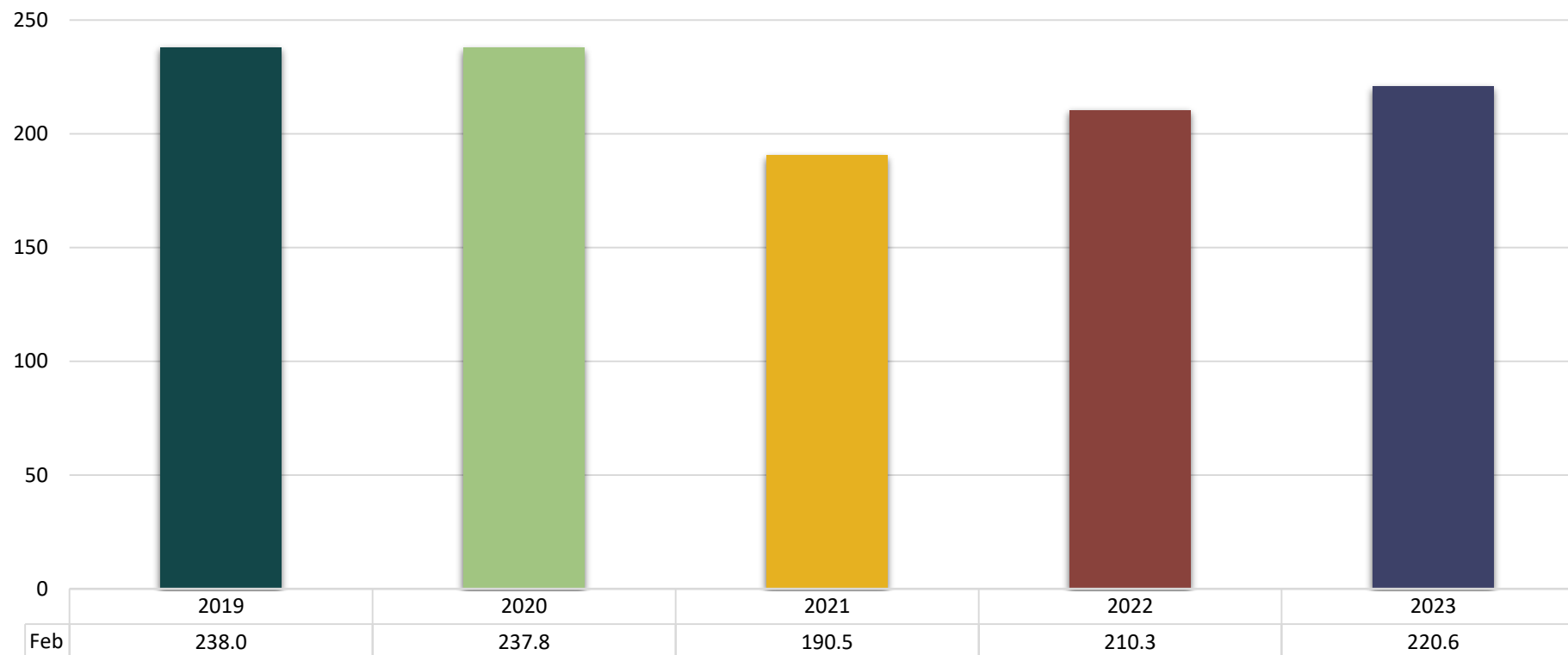


- Louisiana’s short-term lodging ADR was flat over February 2022.
- Since last month (January), short-term lodging ADR grew 32%.
- Short-term lodging ADR has grown 38% since February 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

February Tourism Jobs (in thousands): Yr/ Yr

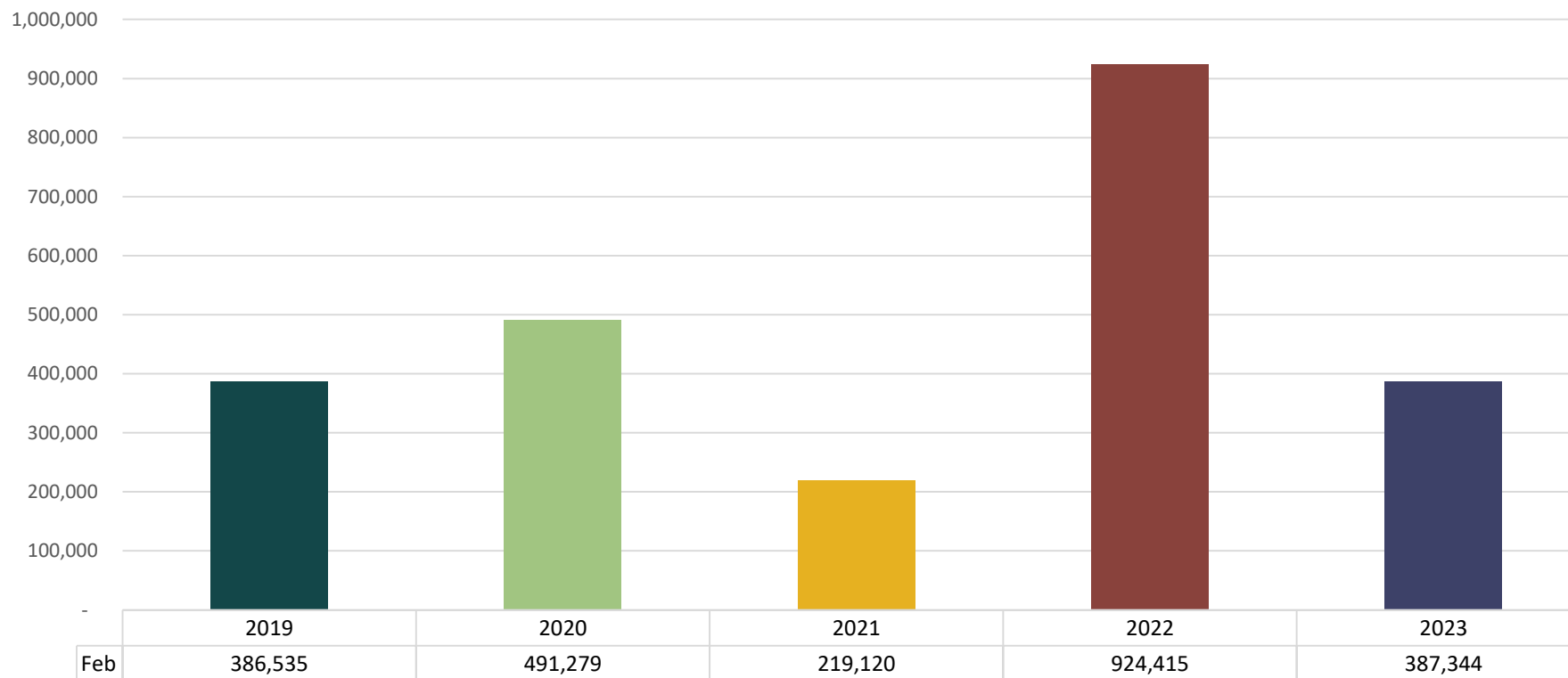


- Louisiana’s leisure & hospitality employment had a 5% increase with a gain of 10,300 jobs over February 2022.
- Accommodation and Food Services jobs were up 4% over February 2022.

February jobs are preliminary. (Source: BLS)

LouisianaTravel.com

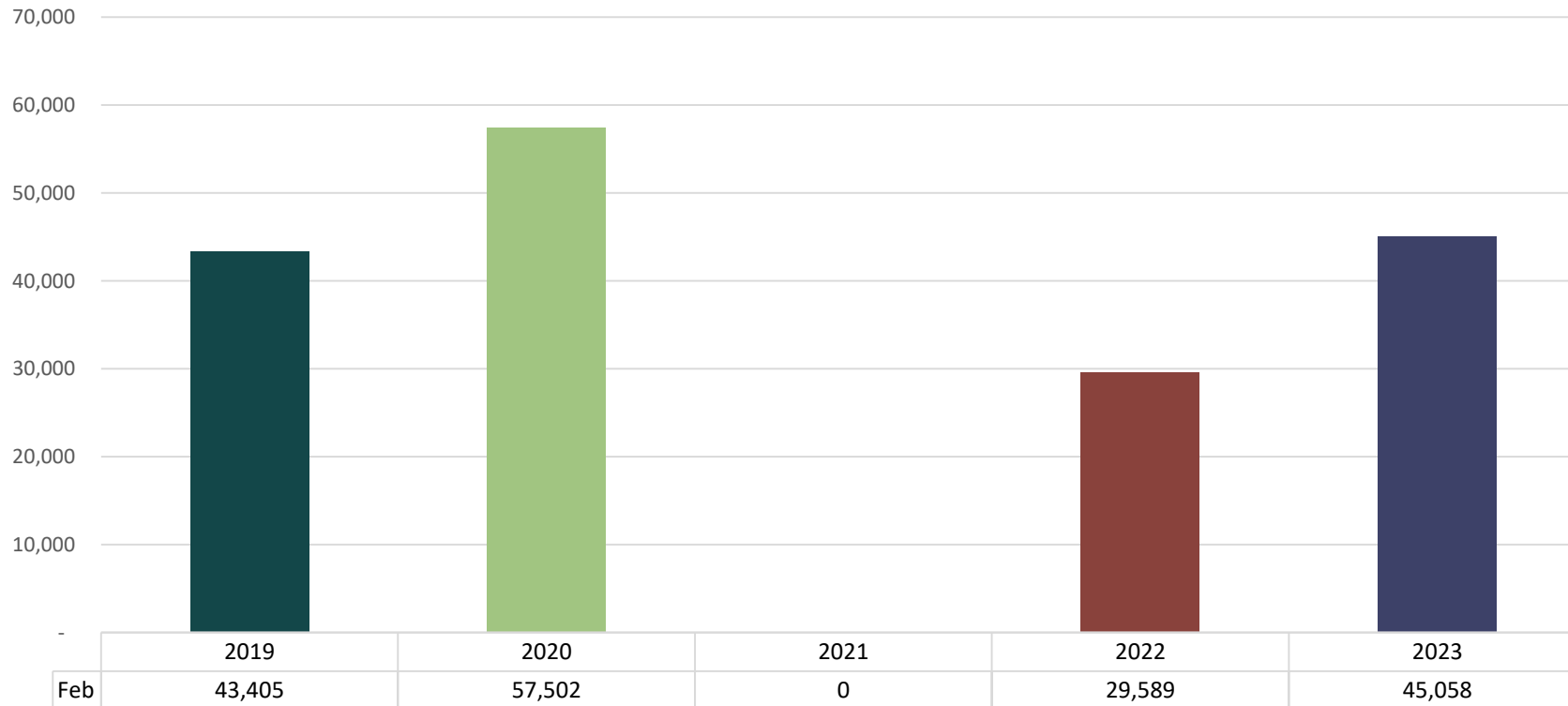
February Monthly Website Visits: Yr/Yr



- Website visits (# of sessions) decreased 58% over February 2022.
- Although traffic was less, the average session duration rose 52% and bounce rate fell 16%.
- The top page this month was once again the *festivals.louisianatravel.com* page.

Louisiana Welcome Centers

February Welcome Centers Visitation: Yr/Yr



- Louisiana welcome centers had a 52% increase of visitation over February 2022, with a 4% increase over 2019.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

February Gaming Revenue: Yr/Yr



- Gaming revenue decreased 3% over February 2022.
- Gaming revenue is up 2.4% since February 2019.

(Source: LA State Police)

Louisiana & U.S. Economic Impact

- Louisiana's travel spending generated \$989.9 million in January 2022, a 5.6% increase over last year. *(Tourism Economics)*
- 67% of Louisiana's international visitation has been recovered since 2019. *(Tourism Economics)*
- While economic concerns continue to be an impediment to travel, travel volume remains strong—89% of American travelers have existing trip plans. *(Destination Analysts)*
- American travelers, 93% of them have trips planned in the next six months, the highest level in three years. *(Longwoods International)*
- Affluent consumers aged 18-34 are even more eager to get away post-pandemic, with 54% indicating travel has increased in importance for them. *(YouGov)*
- Travel continues to grow, which is supported by a strong labor market. A tight U.S. labor market and rapid job creation has driven the unemployment rate to a 53-year low of 3.4%. *(BLS)*

