

State of the Tourism Industry Monthly Report

January 2023
Created February 23, 2023



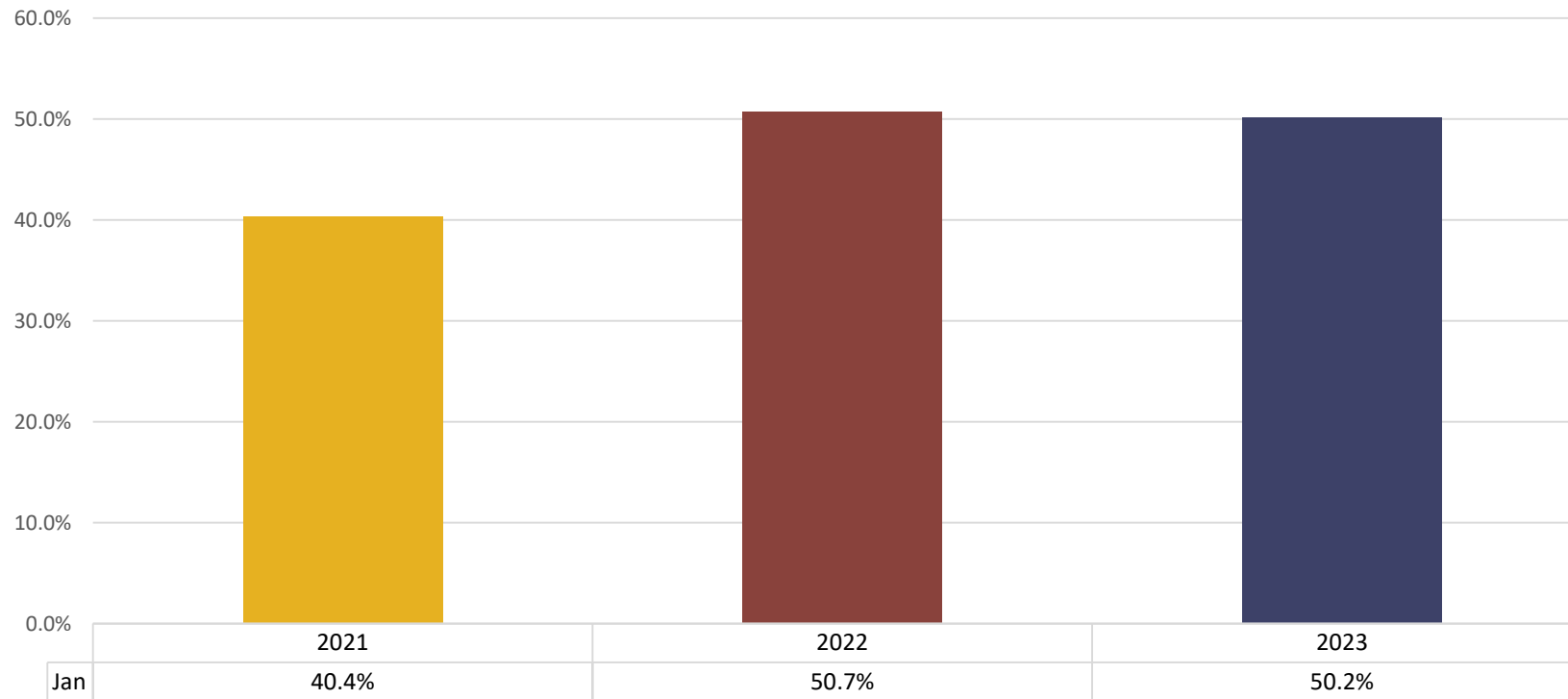
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Louisiana Lodging

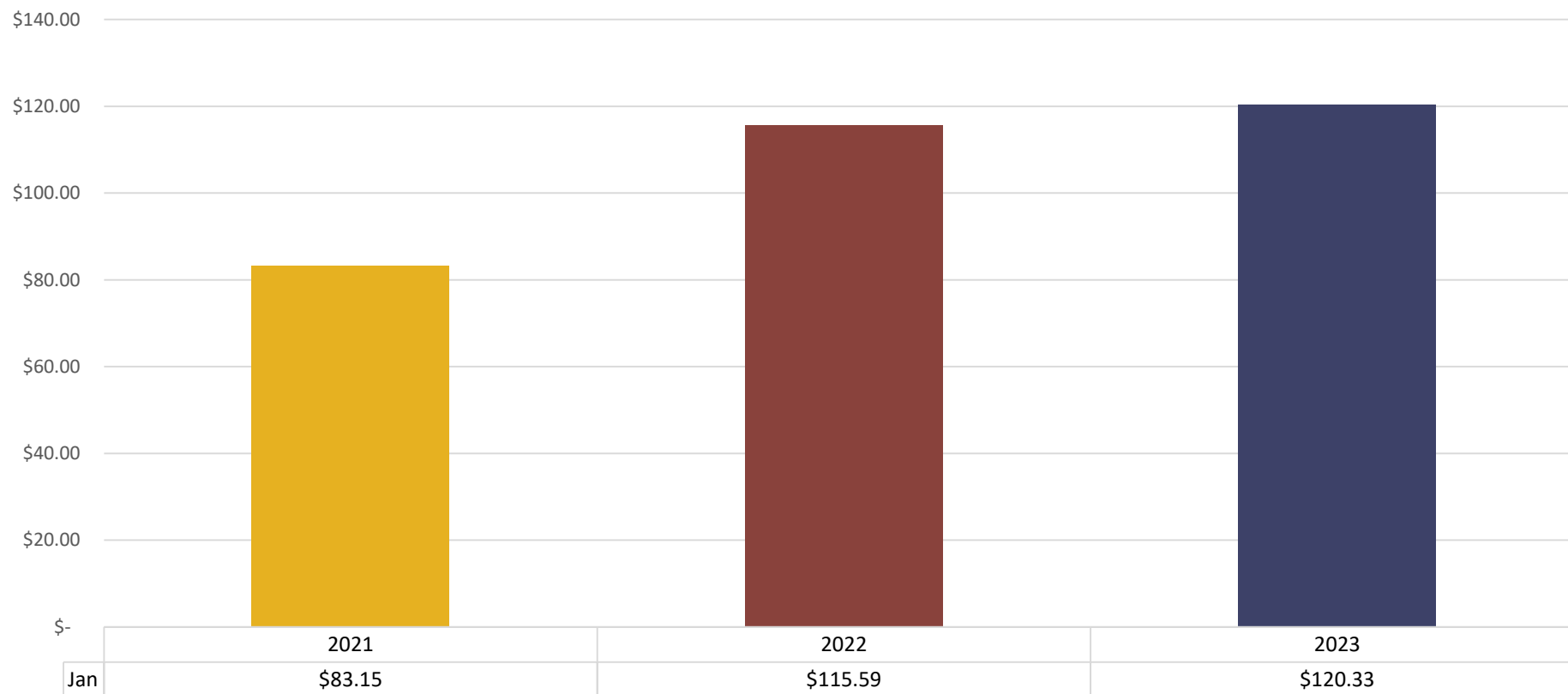
January Occupancy (%): Yr/Yr



- Louisiana's occupancy slightly decreased 1.1% over January 2022.
- Since last month (December), occupancy grew 4.4%.
- Occupancy has decreased 9.5% since January 2019.

(Source: STR)

January ADR (\$): Yr/Yr

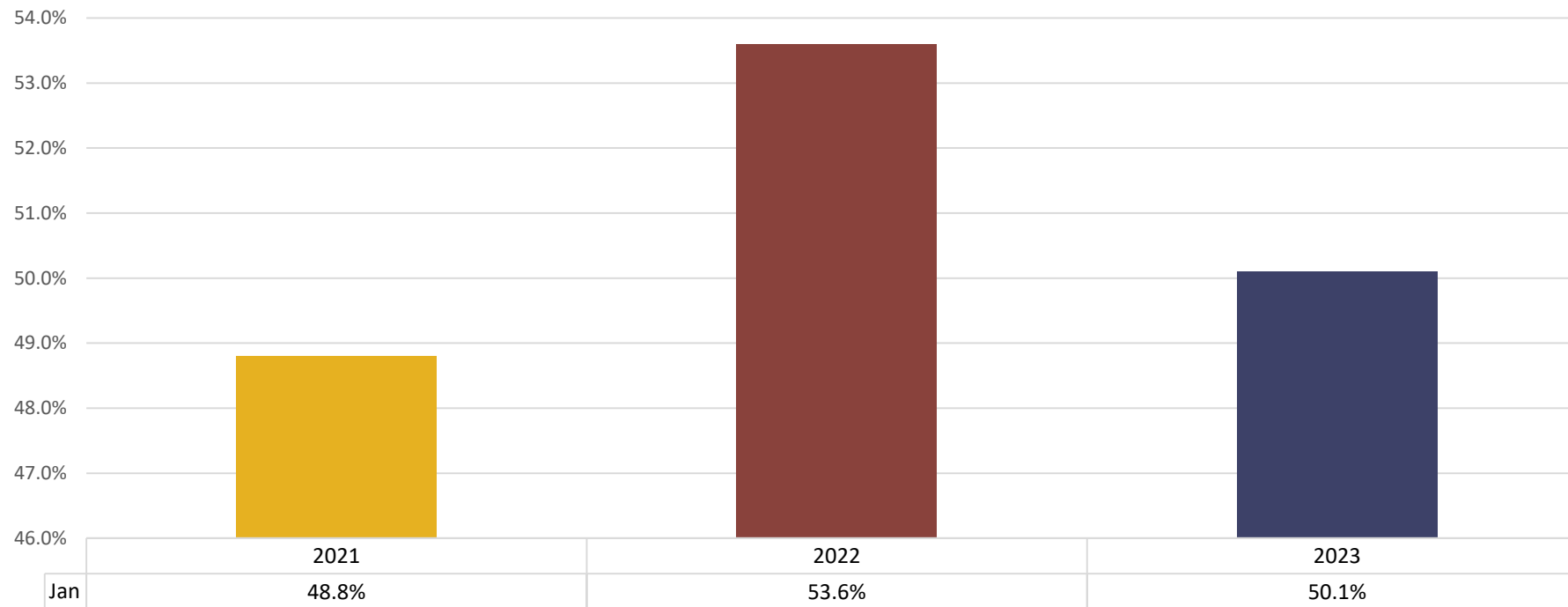


- Louisiana’s average daily rates (ADR) grew 4.1% over December 2021.
- Since last month (December), ADR decreased 11%.
- ADR has increased 12% since January 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

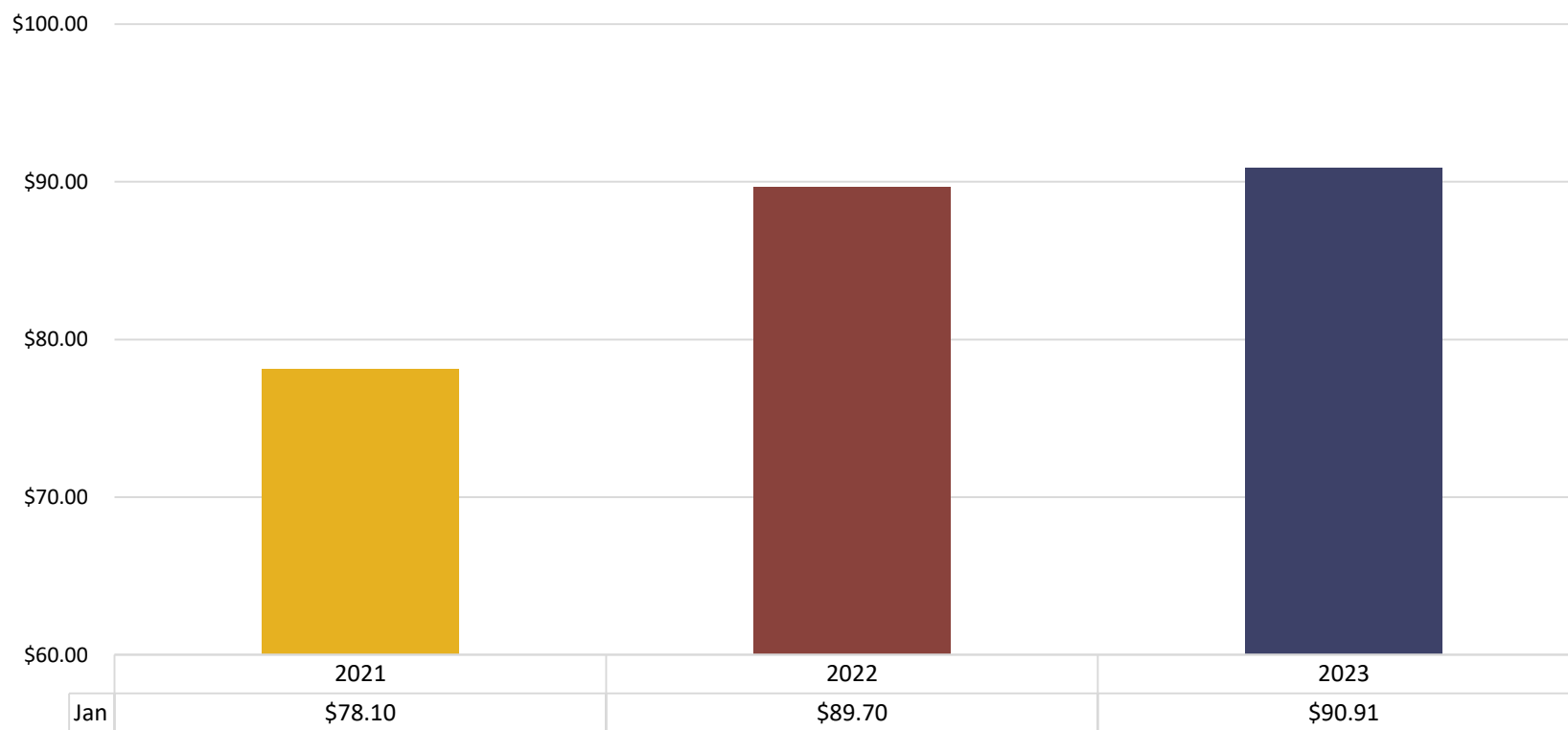
January Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 6.5% over January 2022.
- Louisiana’s occupancy, excluding New Orleans, is down 1% since January 2019.

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

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

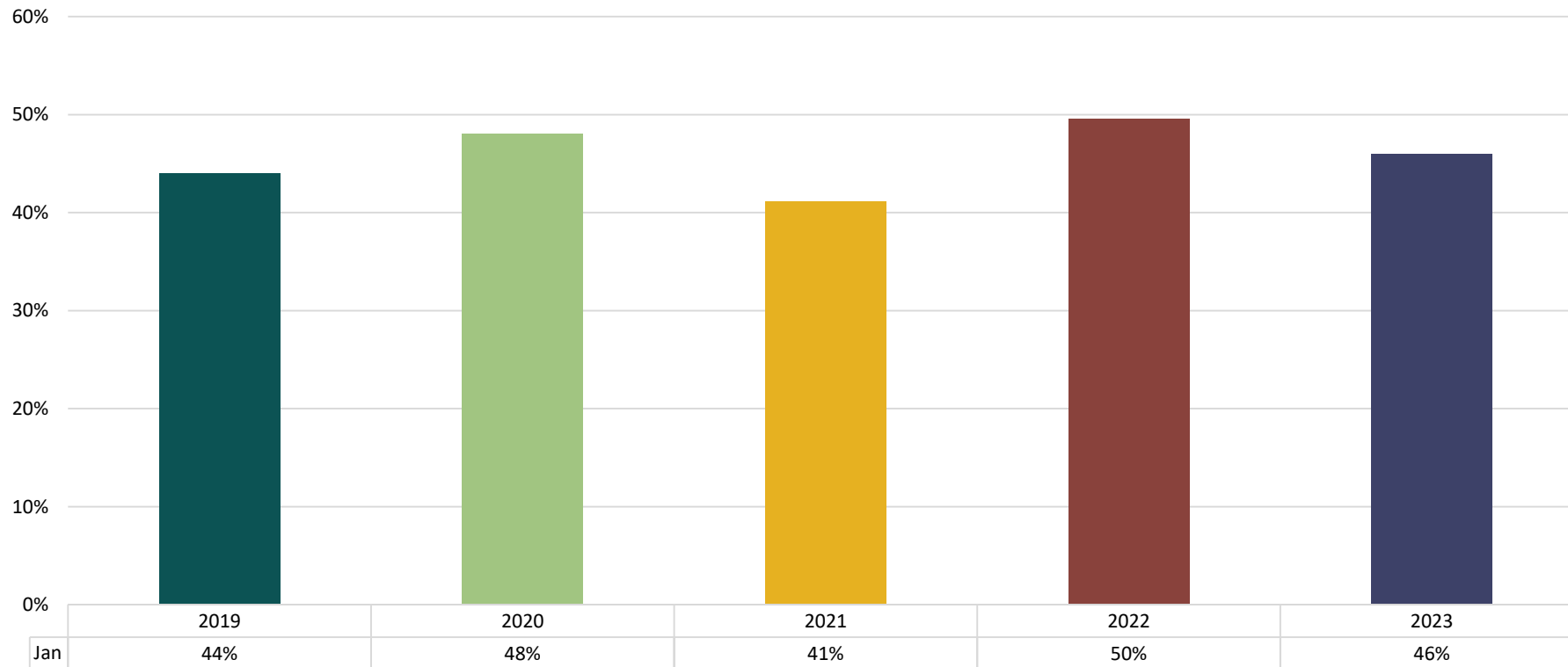


- Louisiana’s ADR, excluding New Orleans, grew 1.3% over January 2022.
- Louisiana’s ADR, excluding New Orleans, has increased 16% since January 2019.

(Source: STR)

Louisiana Short-Term Lodging

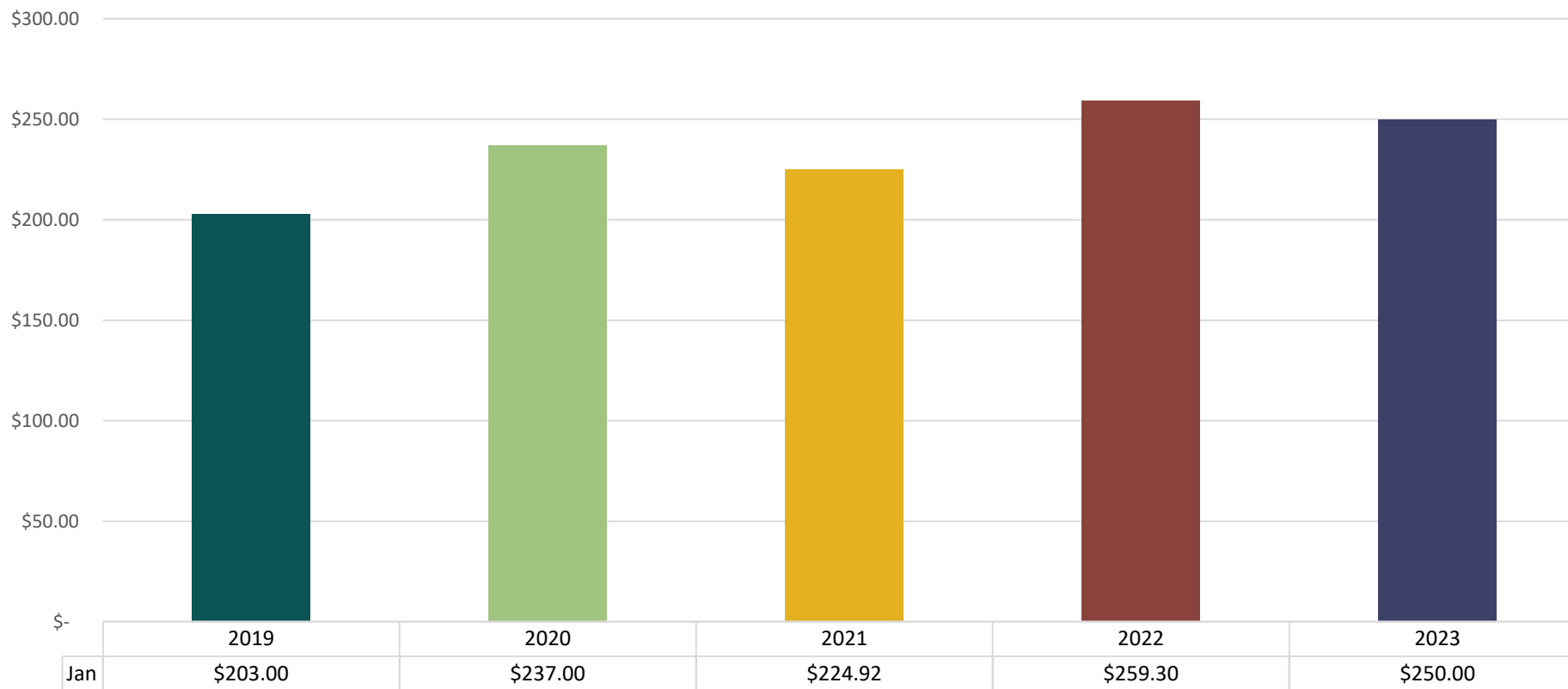
January Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana’s short-term lodging occupancy decreased 7% over January 2022.
- Since last month (December), short-term lodging occupancy was down 14.8%.
- Short-term lodging occupancy has increased 5% since January 2019.

(Source: AirDNA)

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

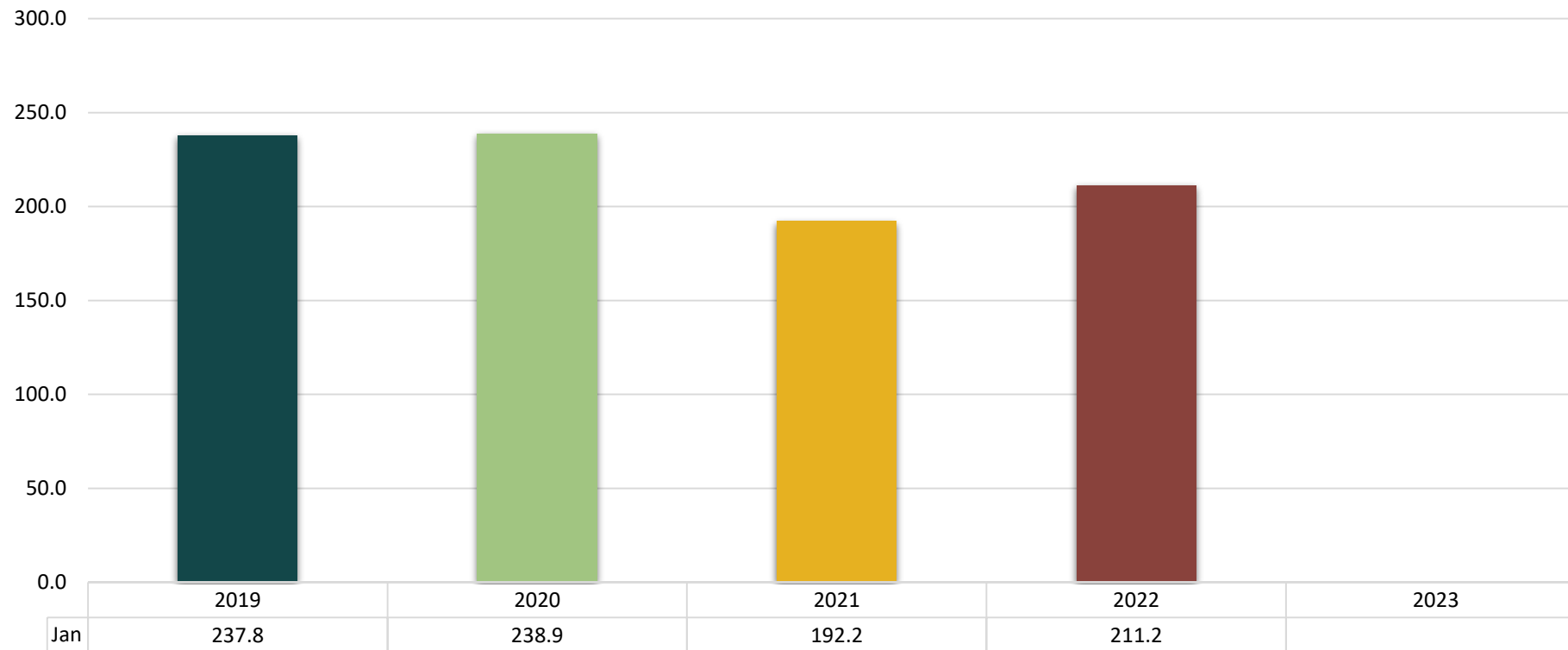


- Louisiana’s short-term lodging ADR decreased 3.6% over January 2022.
- Since last month (December), short-term lodging ADR was down 7.4%.
- Short-term lodging ADR has grown 23% since January 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

January Tourism Jobs (in thousands): Yr/ Yr

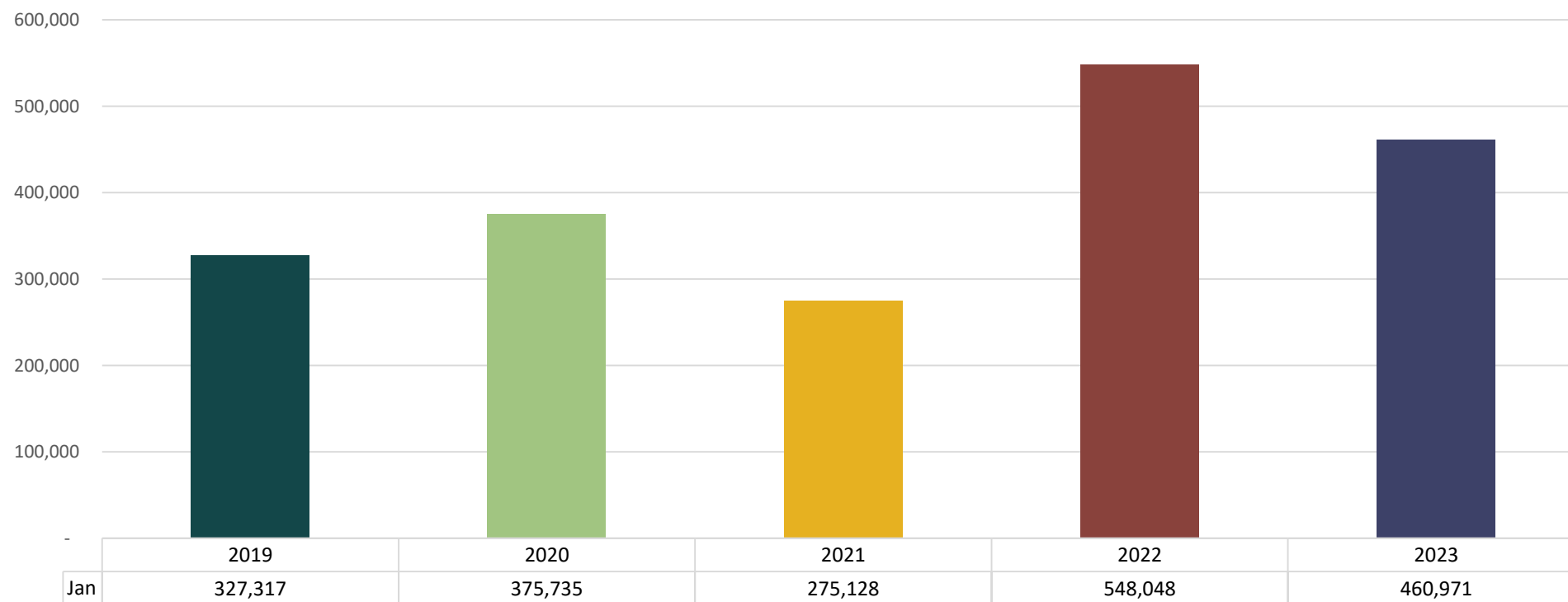


- **January 2023 leisure & hospitality employment for Louisiana will be released on March 13th.**
- Louisiana's leisure & hospitality employment had a 6.8% increase with a gain of 14,200 jobs over December 2021.

(Source: BLS)

LouisianaTravel.com

January Monthly Website Visits: Yr/Yr

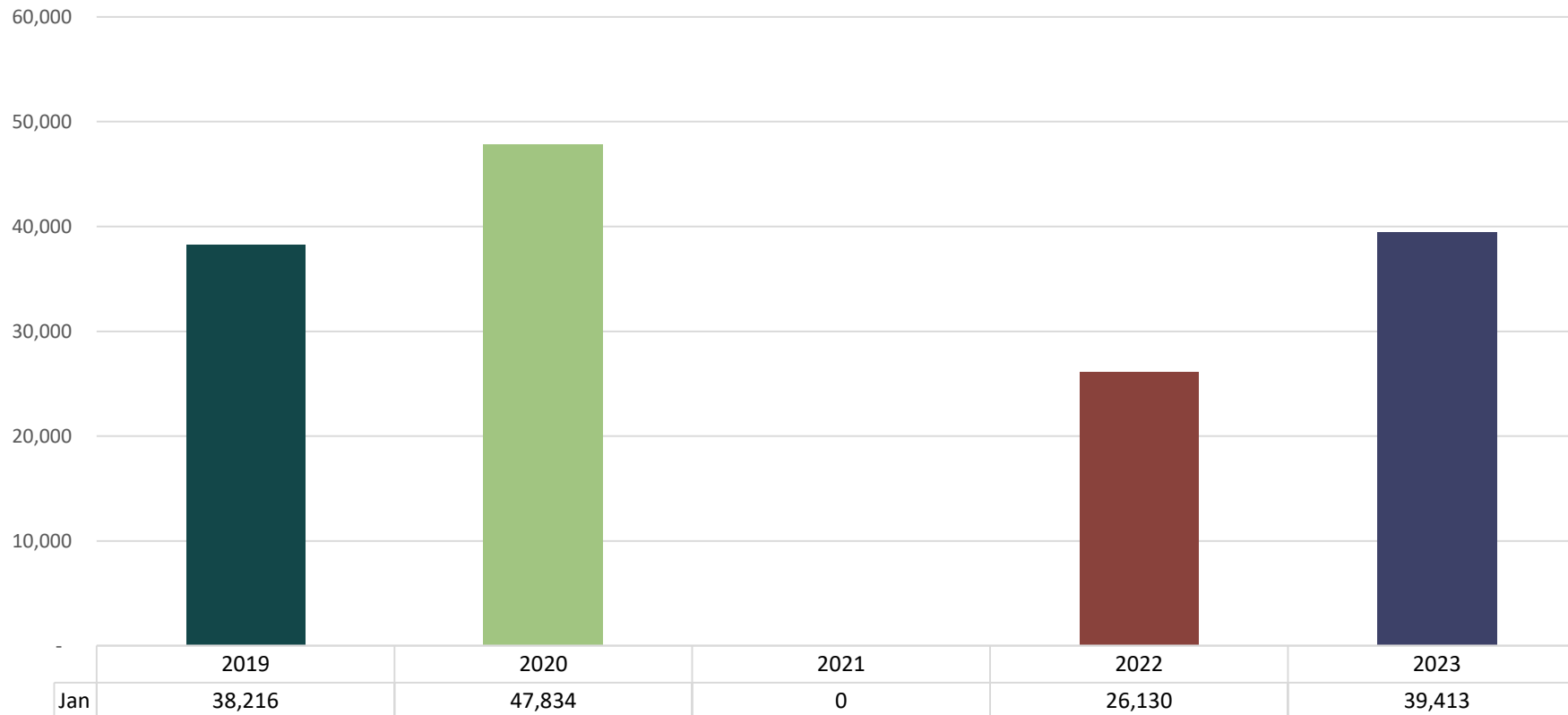


- Website visits (# of sessions) increased 41% over January 2022.
- Signals of Intent to Travel are performing well and are up year over year.
- Facebook engaged users are up 192% over January 2022.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

January Welcome Centers Visitation: Yr/Yr

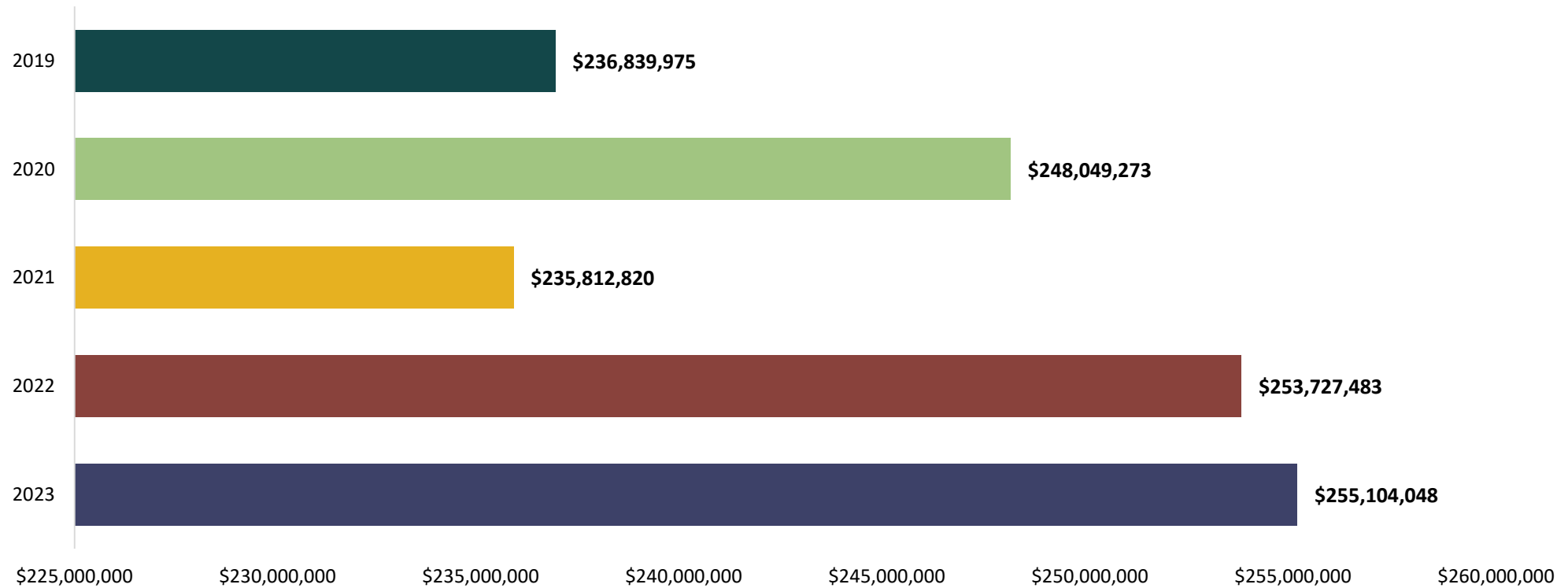


- Louisiana welcome centers had a 51% increase of visitation over January 2022, with a 3% increase over 2019.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

January Gaming Revenue: Yr/Yr



- Gaming revenue increased 1% over January 2022.
- Gaming revenue is up 7.7% since December 2019.

(Source: LA State Police)

Louisiana & U.S. Economic Impact

- Louisiana's travel spending generated \$1.12 billion in December 2022, resulting in a 0.7% increase over 2019. (*Tourism Economics*)
- 84% of American travelers currently have existing trip plans, with one-third of American travelers likely to take at least one international trip this year. (*Destination Analysts*)
- 93% of American travelers indicating plans to go somewhere in the next six months! (*Longwoods International*)
- While still higher than the overall private sector, leisure & hospitality quit rates have somewhat stabilized at 5.4% for the third consecutive month. (*BLS*)

