

State of the Tourism Industry Monthly Report

April 2023

Created May 22, 2023



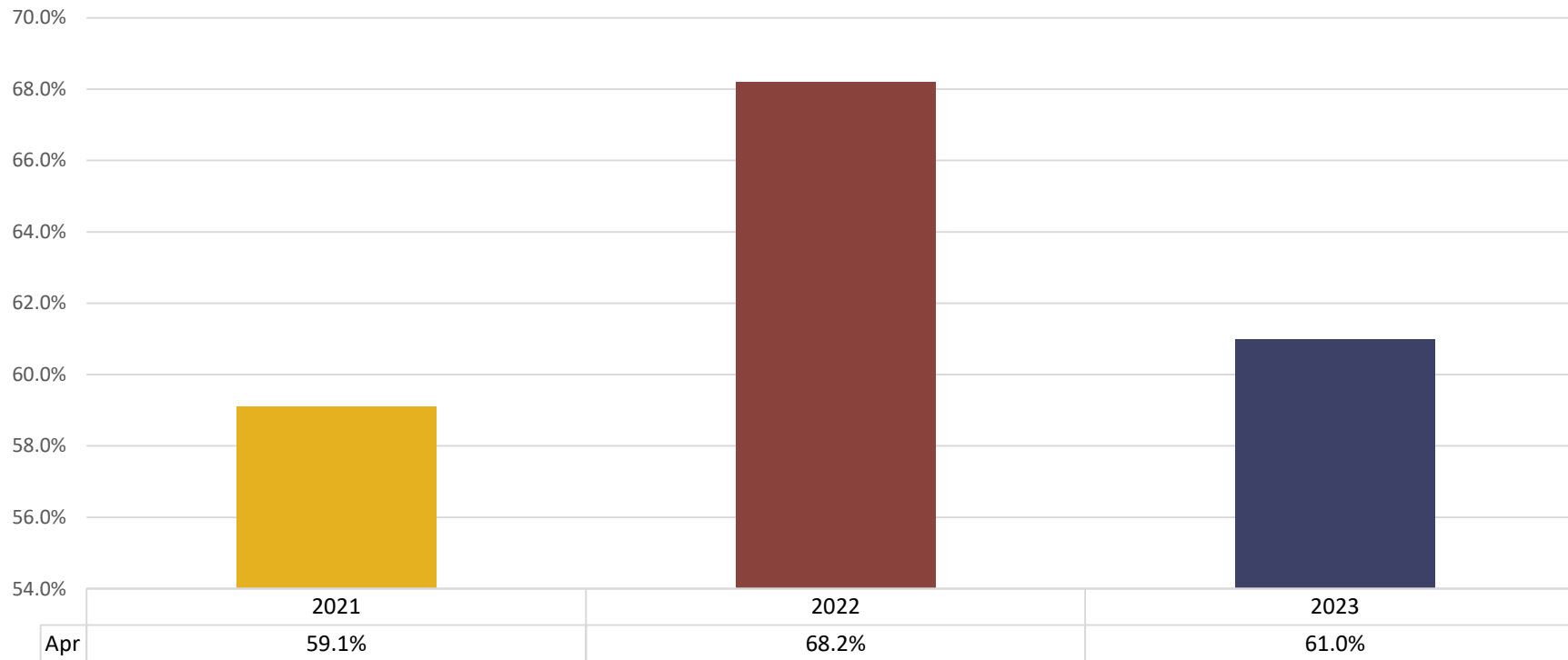
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Louisiana Lodging

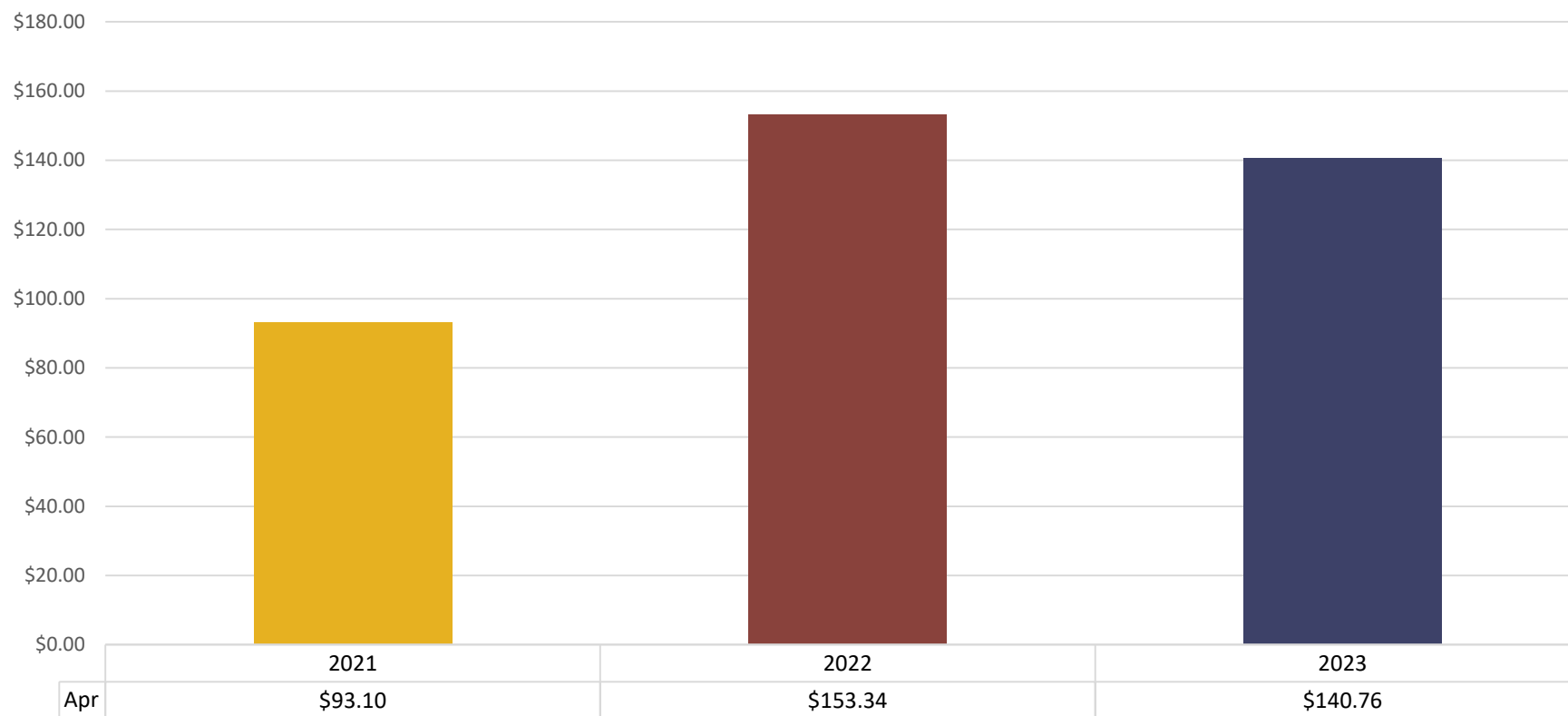
April Occupancy (%): Yr/Yr



- Louisiana's occupancy decreased 10.4% over April 2022.
- Since last month (March), occupancy was down 8.7%.
- Occupancy declined 8.1% since April 2019.

(Source: STR)

April ADR (\$): Yr/Yr

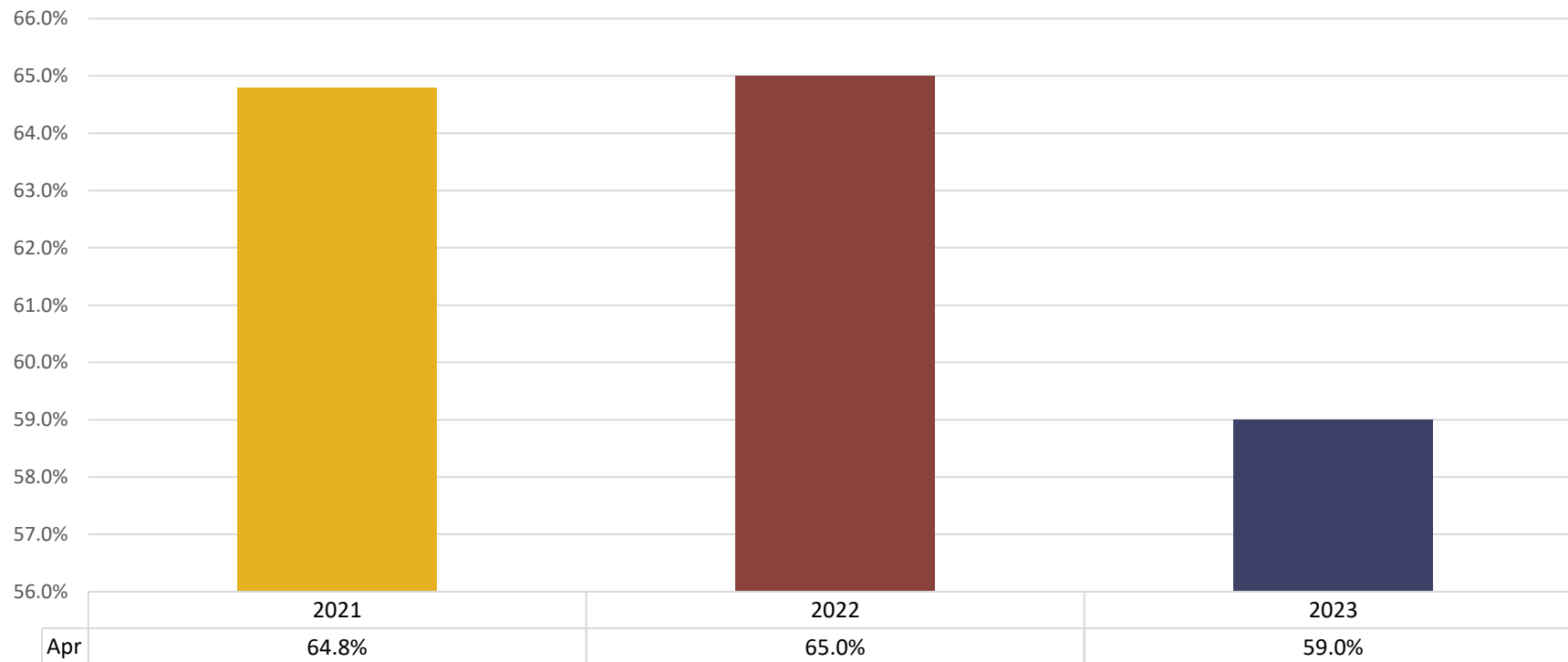


- Louisiana’s average daily rates (ADR) decreased 8.2% over April 2022.
- Since last month (March), ADR was down 2%.
- ADR has grown 17% since April 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

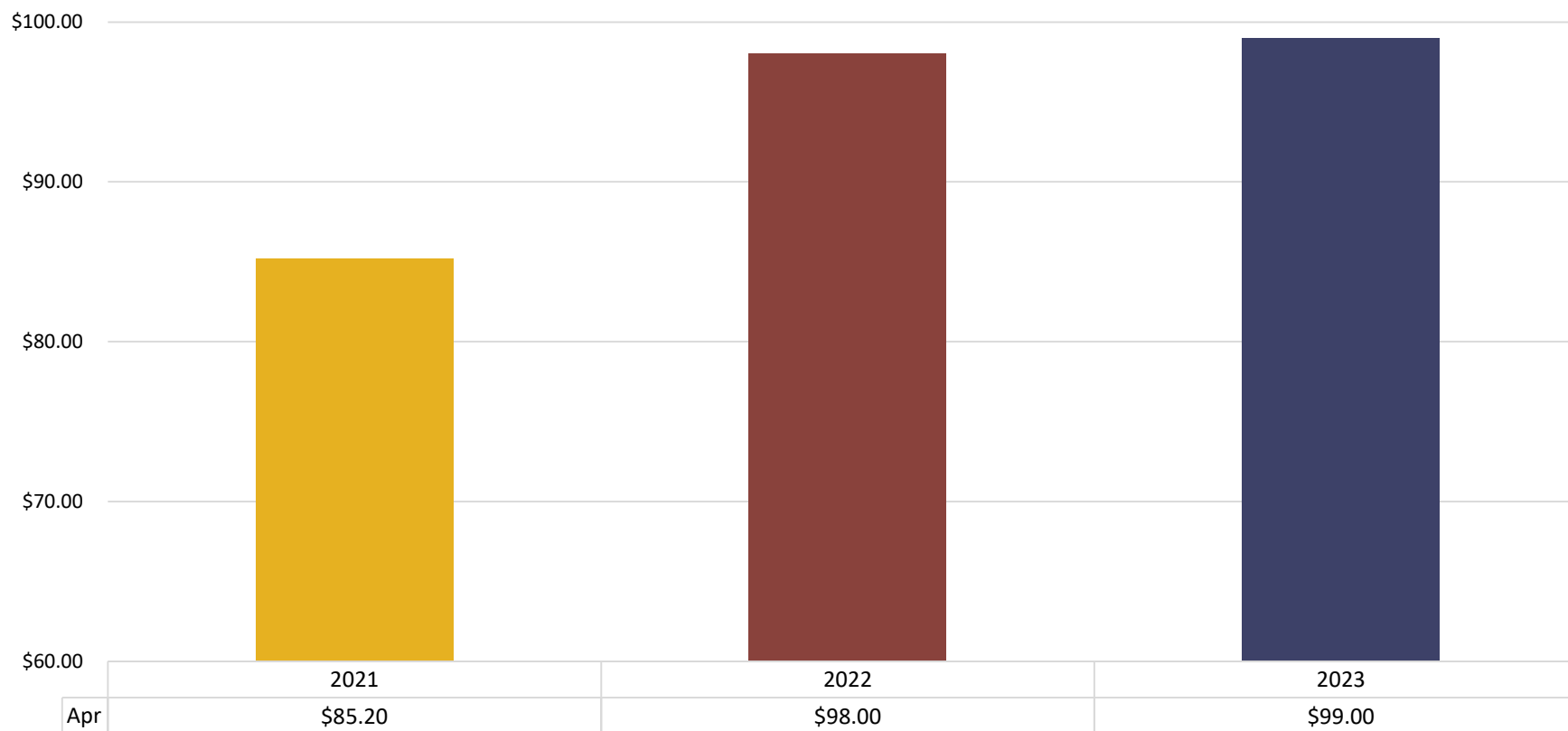
April Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 9.2% over April 2022.
- Louisiana’s occupancy, excluding New Orleans, is down 2% since April 2019.

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

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

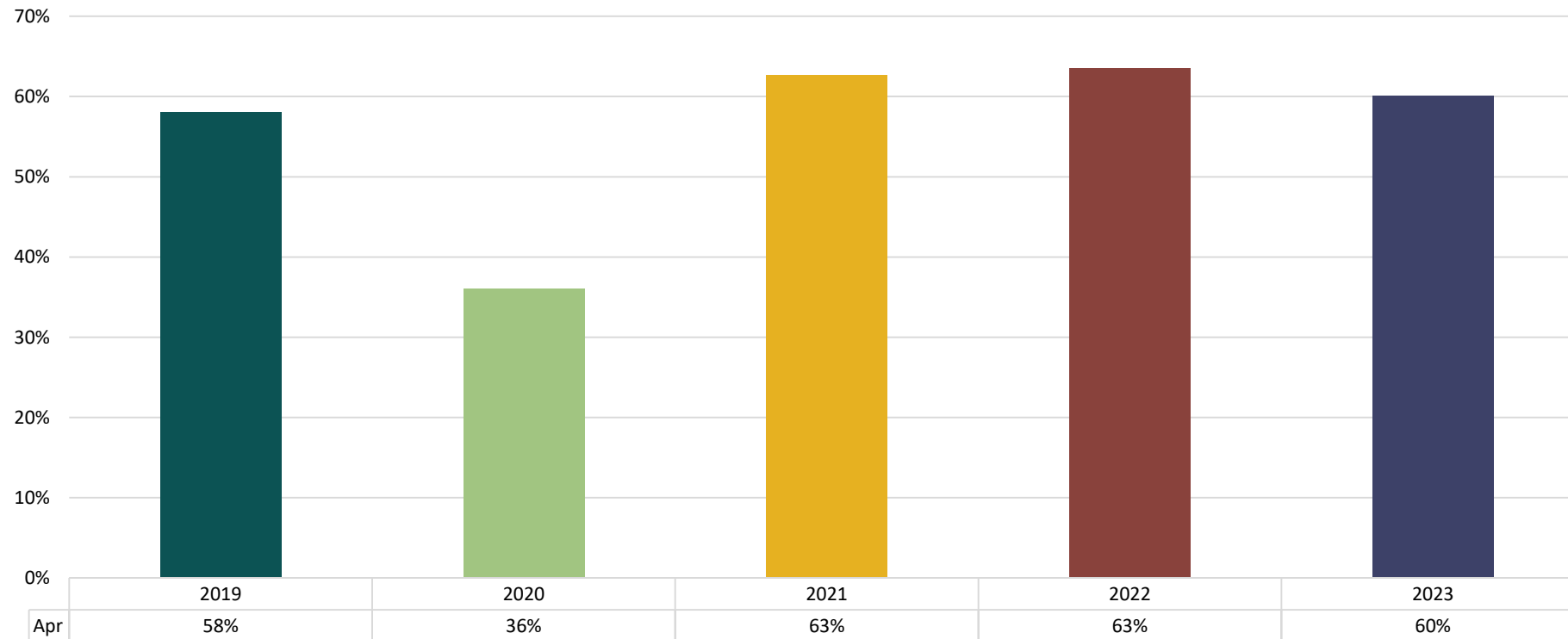


- Louisiana’s ADR, excluding New Orleans, grew 1% over April 2022.
- Louisiana’s ADR, excluding New Orleans, has increased 21% since April 2019.

(Source: STR)

Louisiana Short-Term Lodging

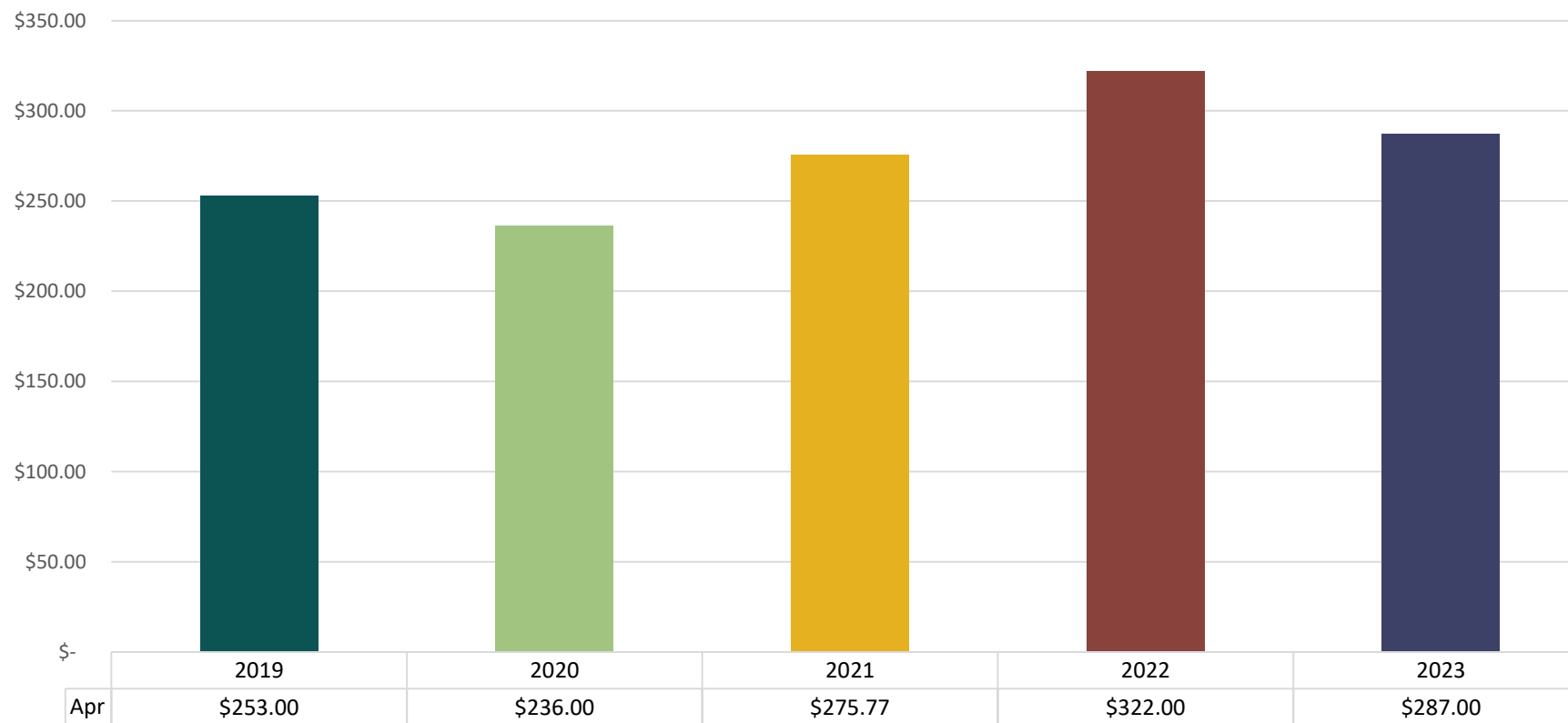
April Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana’s short-term lodging occupancy decreased 5% over April 2022.
- Since last month (March), short-term lodging occupancy was down 3%.
- Short-term lodging occupancy has increased 3% since April 2019.

(Source: AirDNA)

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

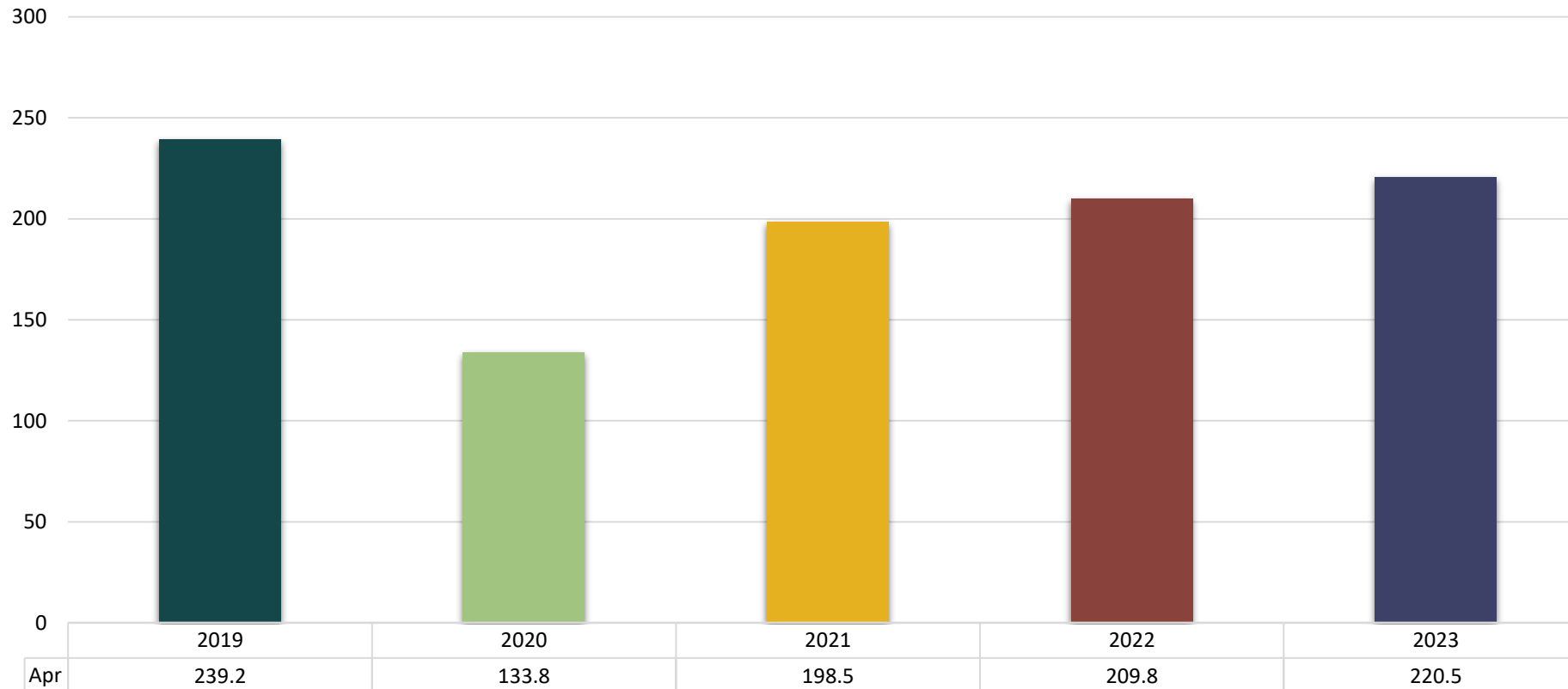


- Louisiana’s short-term lodging ADR decreased 11% over April 2022.
- Since last month (March), short-term lodging ADR grew 1.8%.
- Short-term lodging ADR has grown 13% since April 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

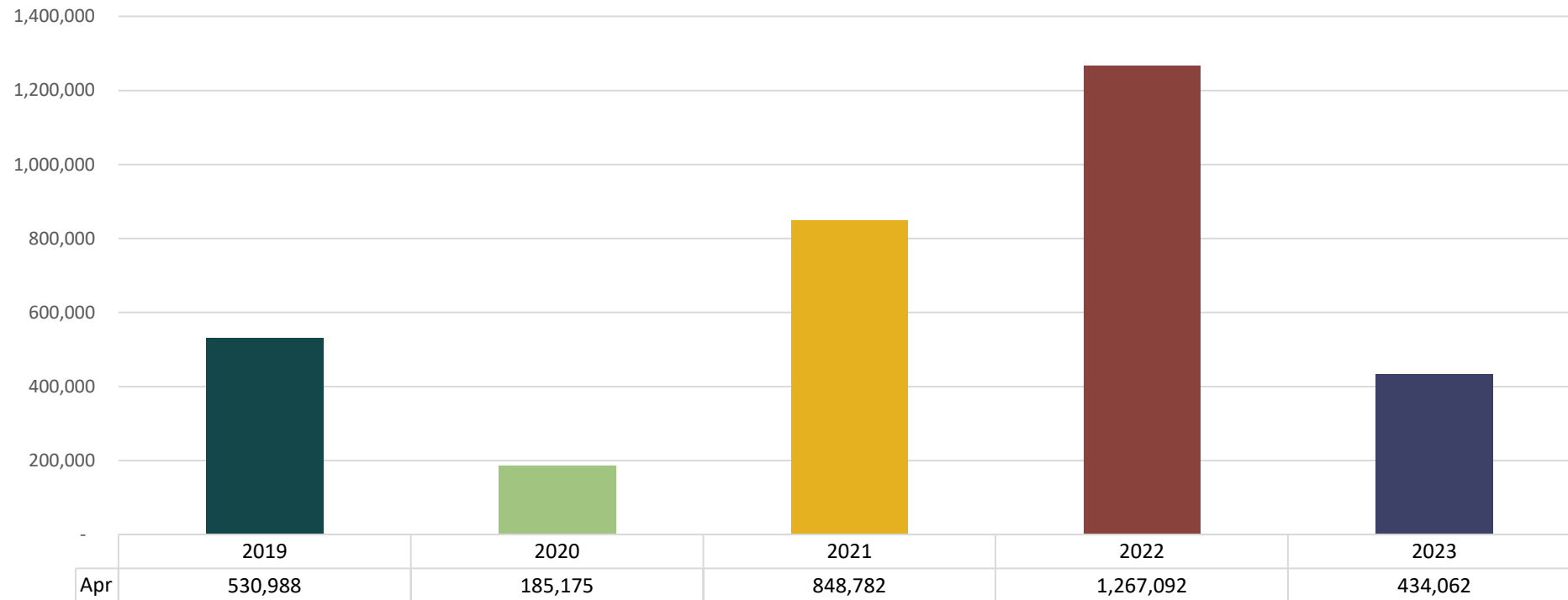
April Tourism Jobs (in thousands): Yr/ Yr



- Louisiana's leisure & hospitality employment increased by 5% with a gain of 10,700 jobs over April 2022.
- In 2022, tourism-supported jobs accounted for 1-in-14 jobs of all jobs in the state.

ExploreLouisiana.com

April Monthly Website Visits: Yr/Yr

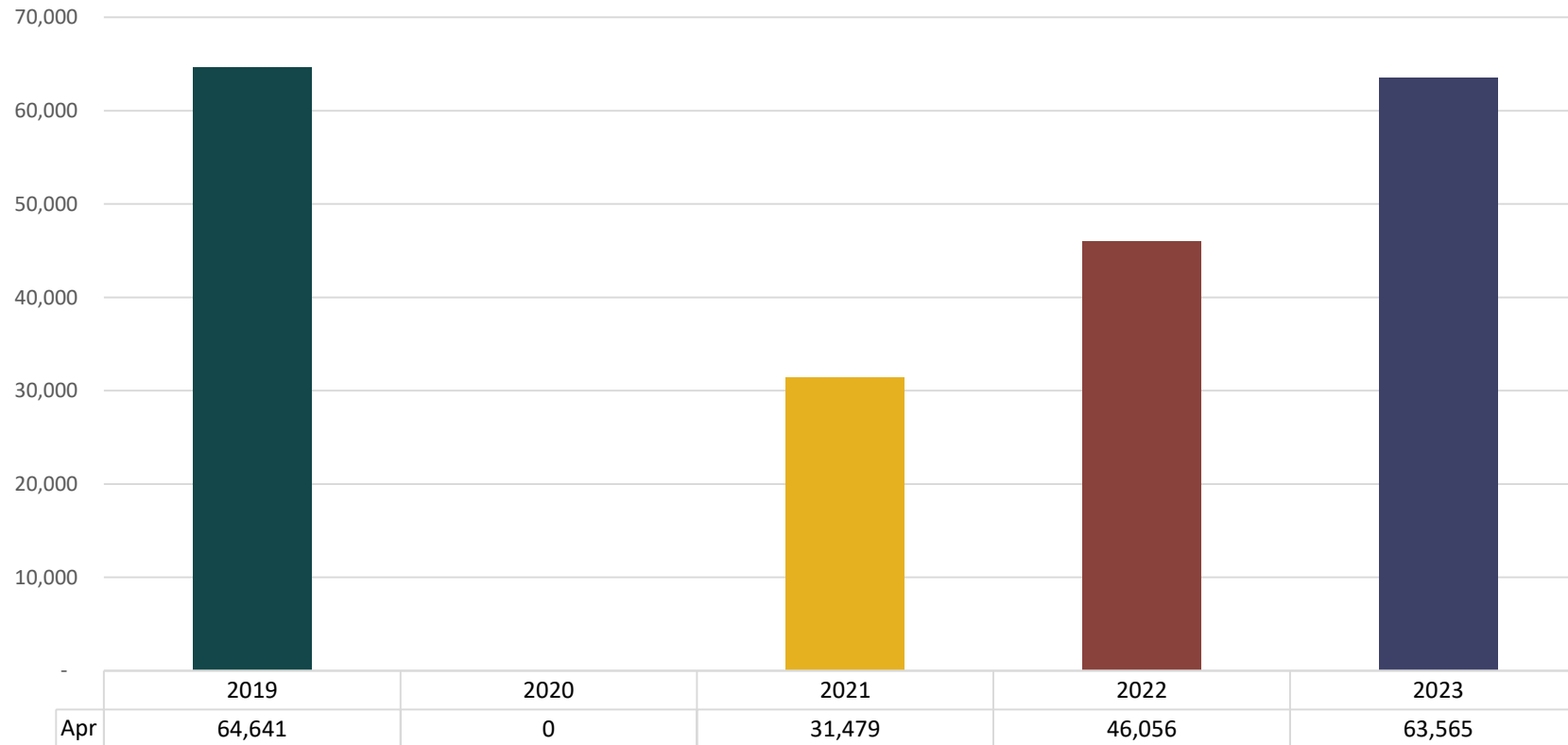


- LouisianaTravel.com is now ExploreLouisiana.com
- Average session duration increased 18% over April 2022.
- 77% of all traffic is coming from mobile devices.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

April Welcome Centers Visitation: Yr/Yr

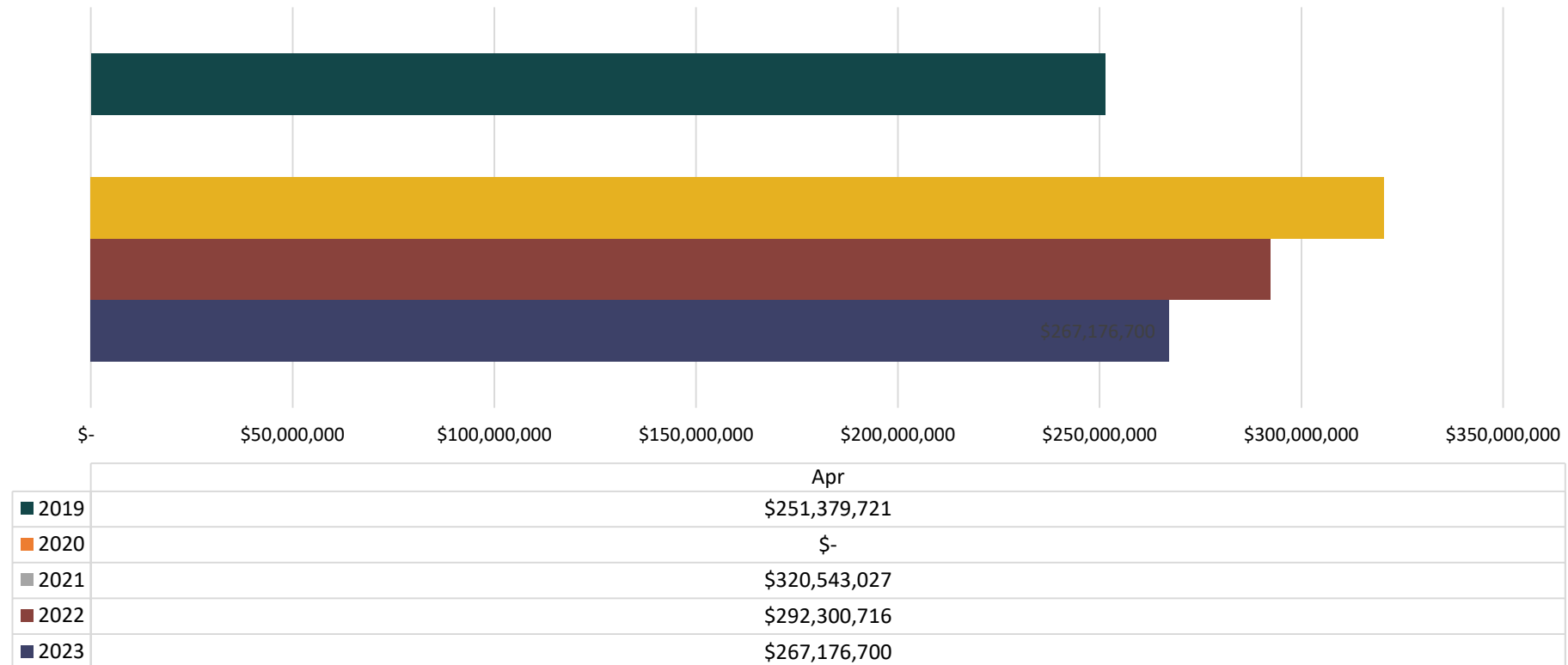


- Louisiana welcome centers had a 38% increase of visitation over April 2022.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

April Gaming Revenue: Yr/Yr



- Gaming revenue decreased 9% over April 2022.

(Source: LA State Police)

Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana welcomed **42.6** million total visitors, who generated **\$17.1** billion in tourism spending in 2022. Those visitors generated a total of **\$1.9** billion in state and local tax revenue through travel and tourism activities in Louisiana in 2022, which is equivalent to a **\$1,068** in tax savings per Louisiana household. Tourism supported **218,900** leisure & hospitality jobs statewide.
- Louisiana's travel spending generated \$1.11 billion in March 2023, a slight decrease of 0.8% over 2022. *(Tourism Economics)*
- In 2022, travelers in the United States spent \$1.2 trillion, which produced an economic footprint of \$2.6 trillion and supported nearly 15 million American jobs. *(USTA)*
- Just over half of all Americans (53%) and 81% of leisure travelers have travel planned in the next six months. *(Ipsos)*

