

# State of the Tourism Industry Monthly Report

March 2023

Created April 24, 2023



LIEUTENANT GOVERNOR  
BILLY NUNGESSER

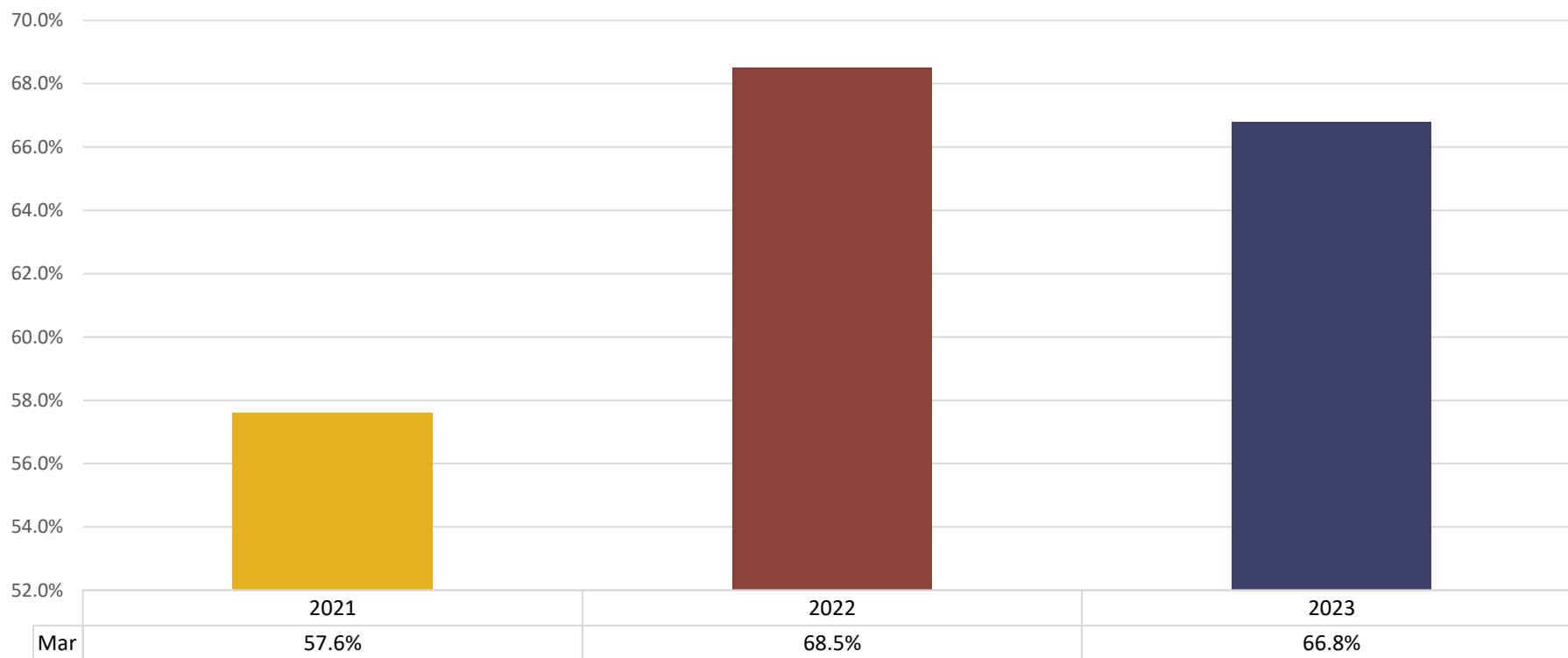


LOUISIANA  
Feed Your Soul.



# Louisiana Lodging

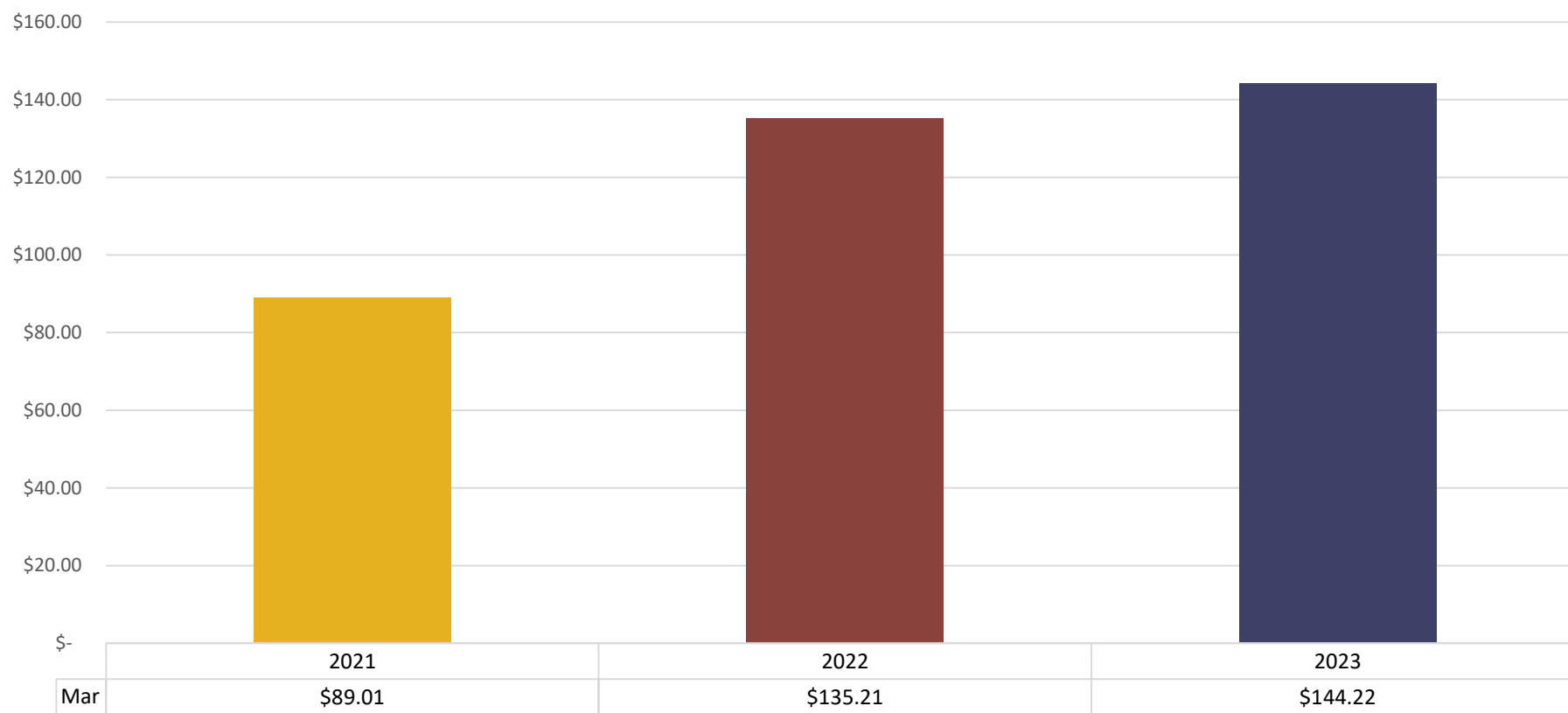
## March Occupancy (%): Yr/Yr



- Louisiana's occupancy slightly decreased 2.5% over March 2022.
- Since last month (February), occupancy increased 8.1%.
- Occupancy is down 7.6% since March 2019.

(Source: STR)

### March ADR (\$): Yr/Yr

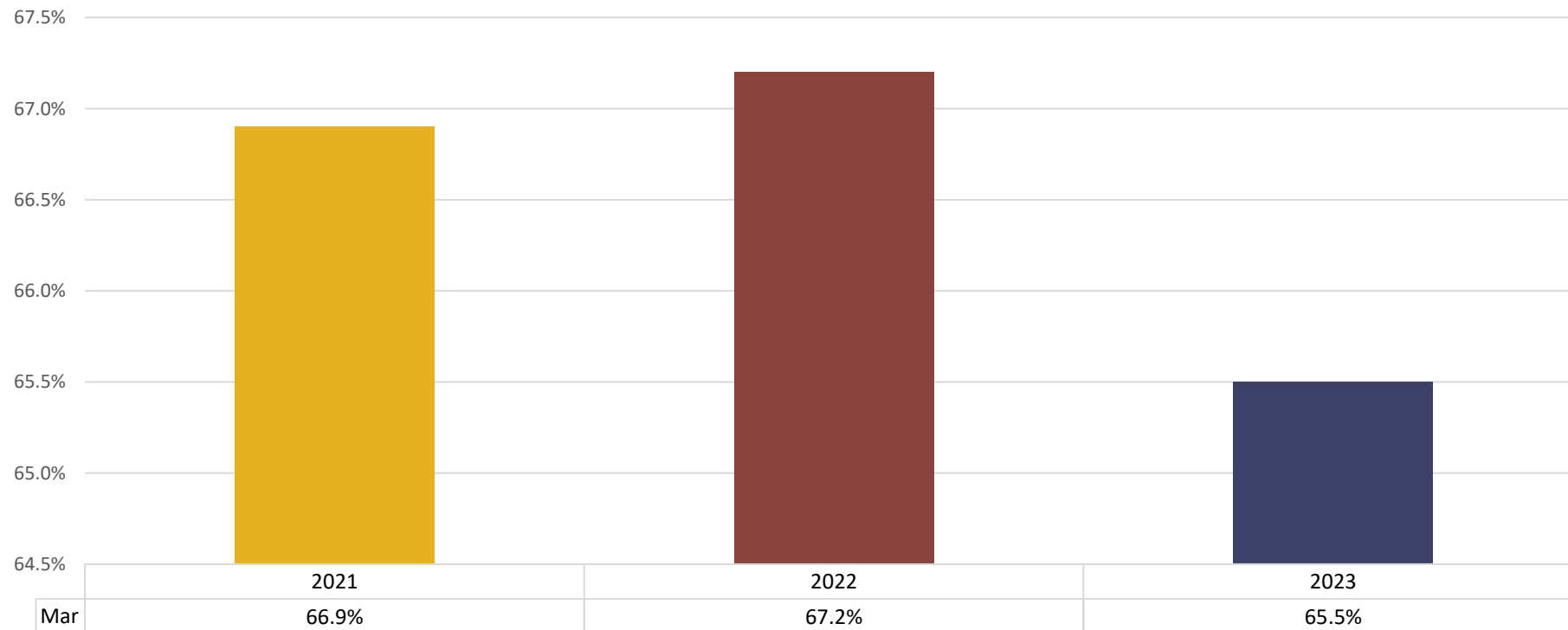


- Louisiana’s average daily rates (ADR) grew 6.7% over March 2022.
- Since last month (February), ADR decreased 2%.
- ADR has grown 11% since March 2019.

(Source: STR)

# Louisiana Lodging (without New Orleans)

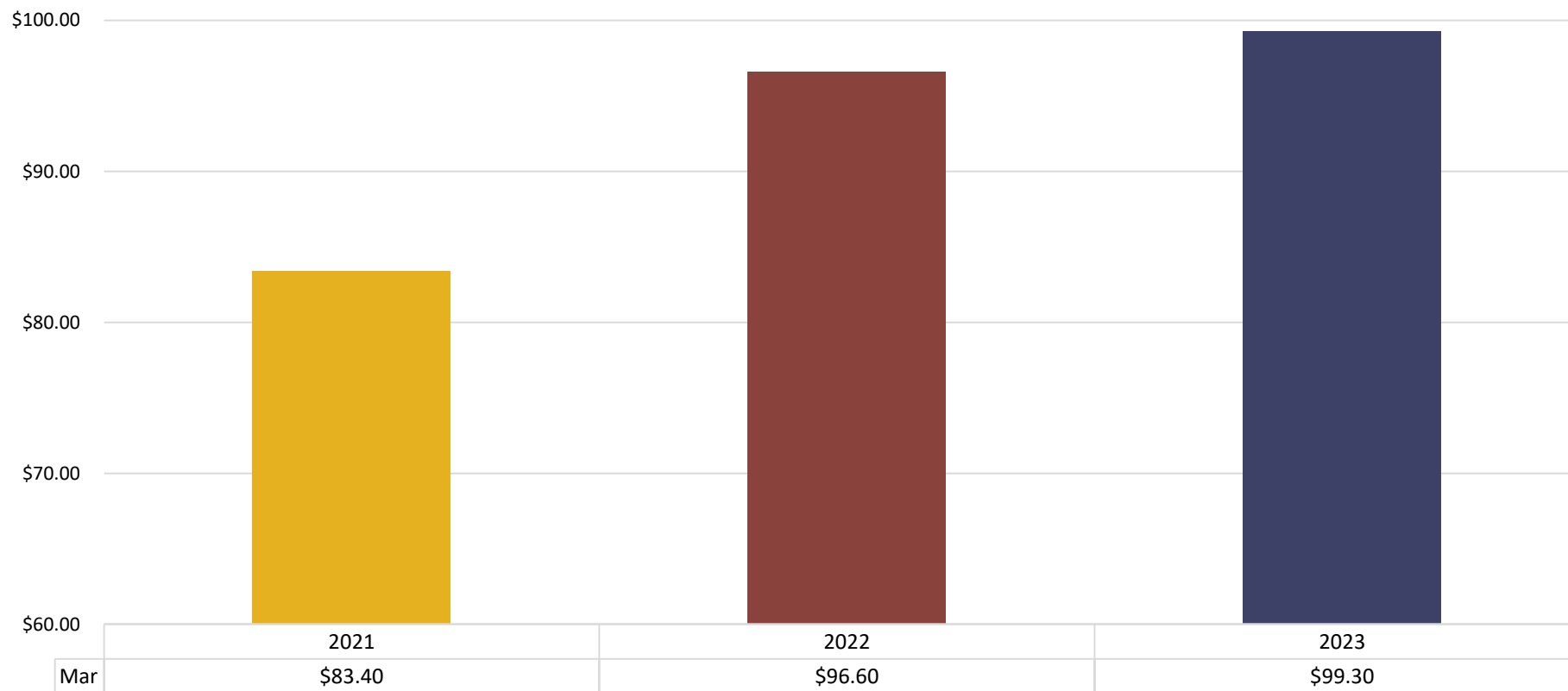
March Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 2.5% over March 2022.
- Louisiana’s occupancy, excluding New Orleans, is up 1% since March 2019.

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

### March ADR (\$) without NOLA: Yr/Yr

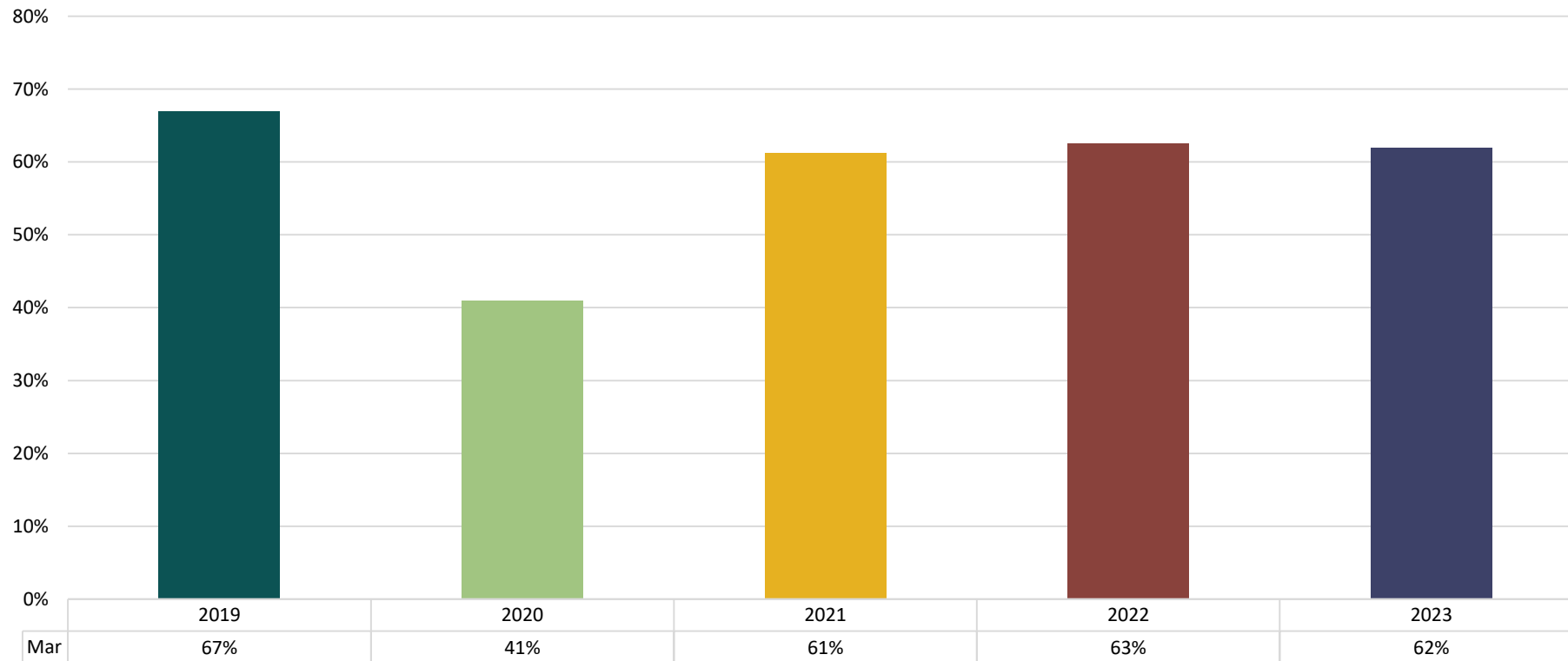


- Louisiana’s ADR, excluding New Orleans, grew 2.8% over March 2022.
- Louisiana’s ADR, excluding New Orleans, has increased 21.8% since March 2019.

*(Source: STR)*

# Louisiana Short-Term Lodging

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



- Louisiana’s short-term lodging occupancy decreased 1.5% over March 2022.
- Since last month (February), short-term lodging occupancy was up 12.7%.
- Short-term lodging occupancy has declined 7% since March 2019.

(Source: AirDNA)

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

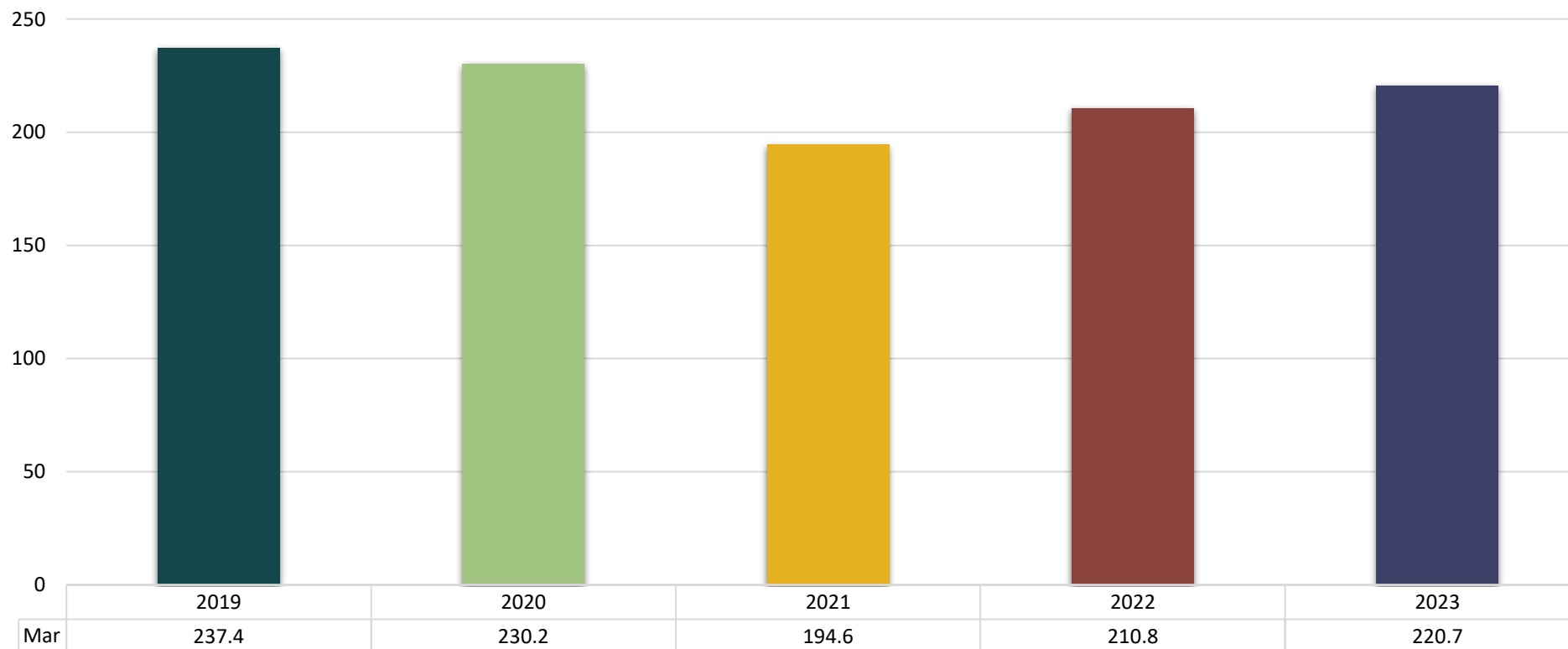


- Louisiana’s short-term lodging ADR was down 4.1% over March 2022.
- Since last month (February), short-term lodging ADR decreased 14%.
- Short-term lodging ADR has grown 3% since March 2019.

(Source: AirDNA)

# Louisiana Leisure & Hospitality Jobs

March Tourism Jobs (in thousands): Yr/ Yr



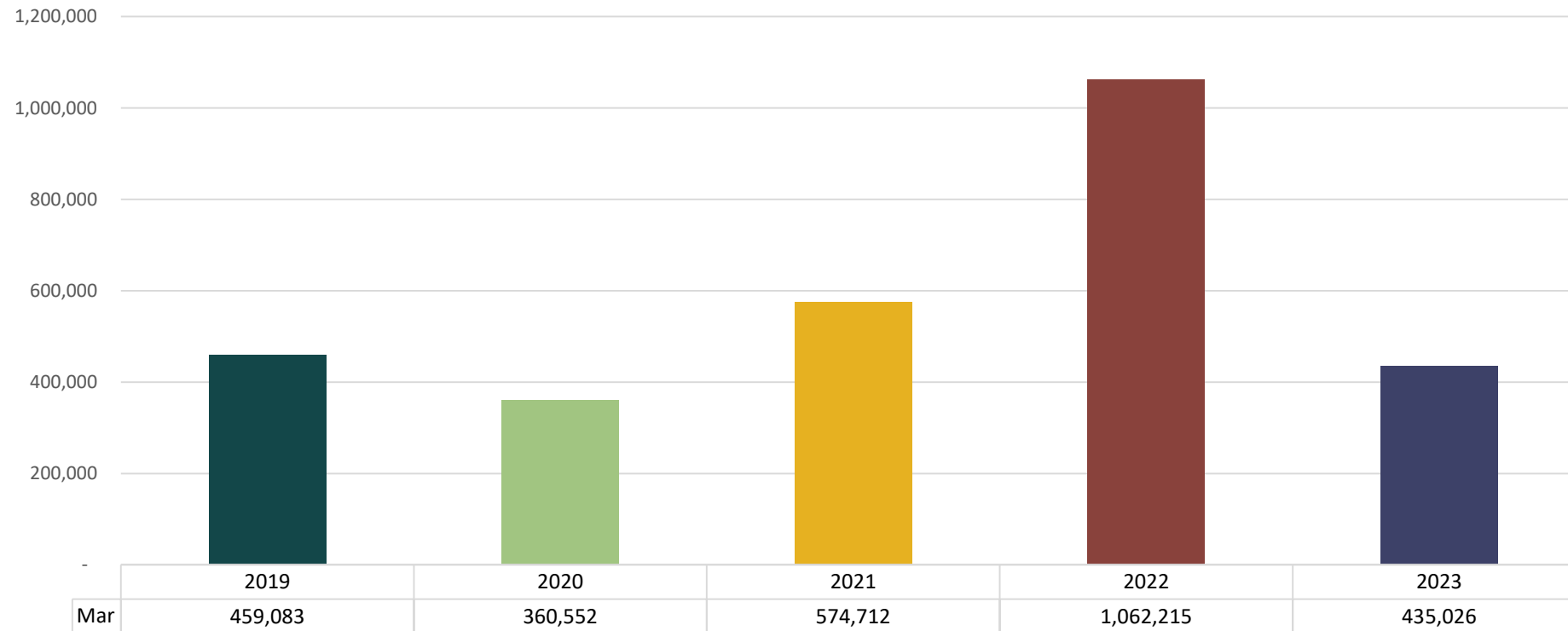
- Louisiana’s leisure & hospitality employment increased by 5% with a gain of 9,900 jobs over March 2022.
- Arts, Entertainment, Recreation jobs slightly declined 0.4% over March 2022.

[March jobs are preliminary.] (Source: BLS)



# LouisianaTravel.com

## March Monthly Website Visits: Yr/Yr

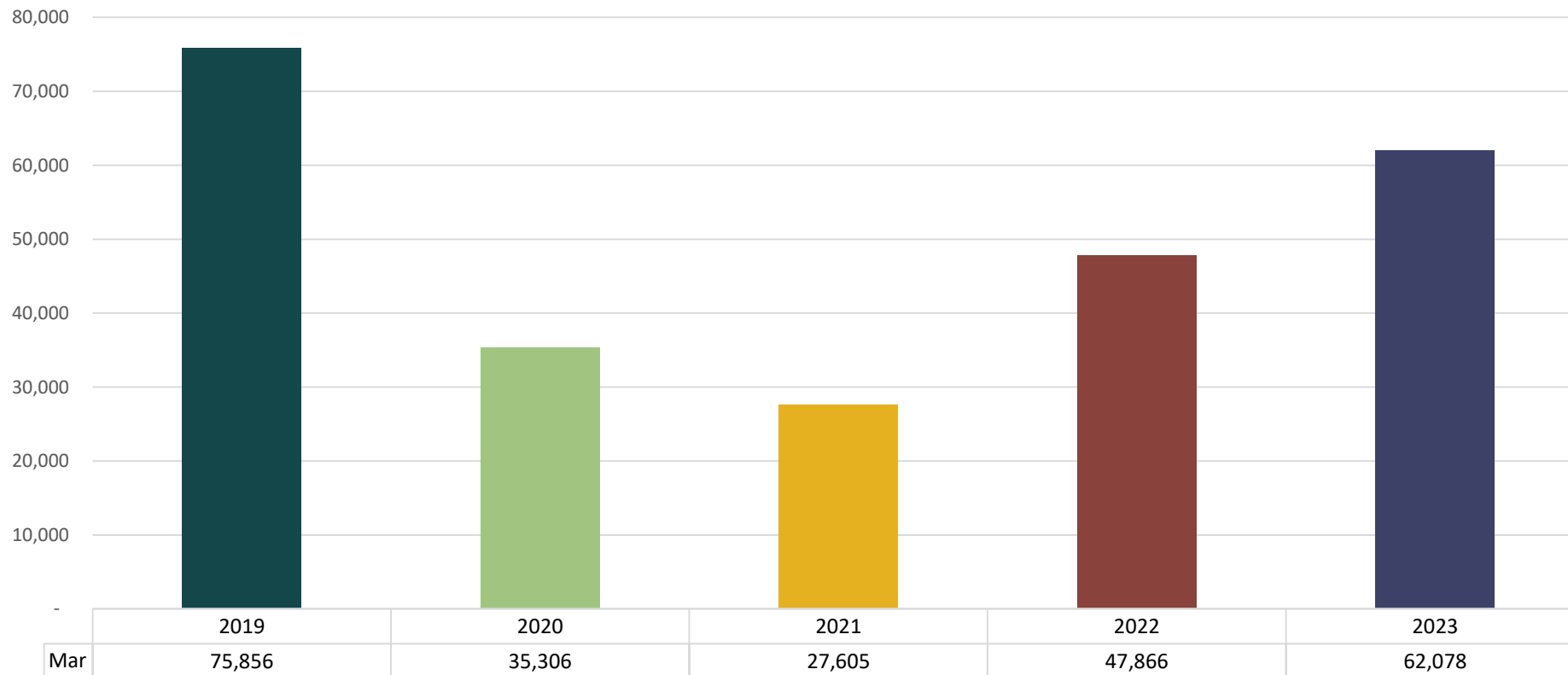


- Website visits (# of sessions) were down 5% since March 2019.
- Signals of intent to travel are all up over March 2022.

*(Source: Google Analytics & Miles Media)*

# Louisiana Welcome Centers

March Welcome Centers Visitation: Yr/Yr

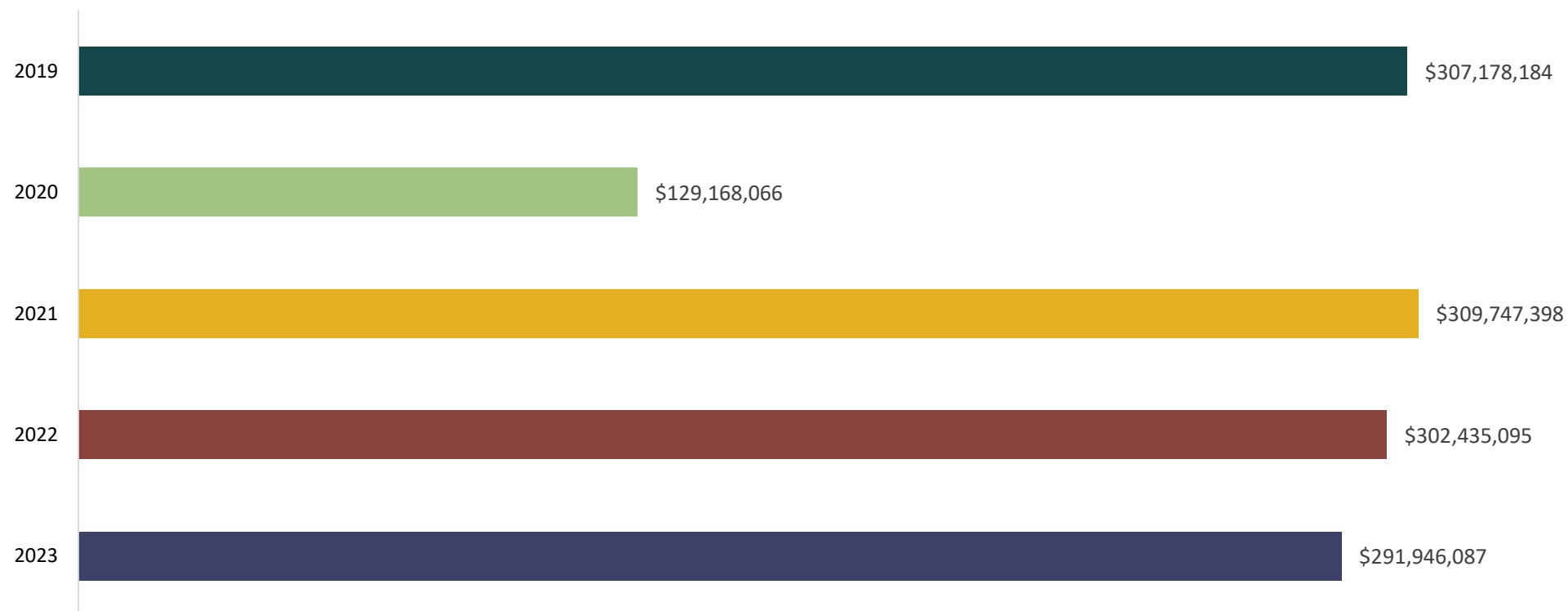


- Louisiana welcome centers had a 30% increase of visitation over March 2022.

(Source: LA Welcome Centers)

# Louisiana Gaming Revenue

March Gaming Revenue: Yr/Yr



- Gaming revenue decreased 3% over March 2022.

(Source: LA State Police)

# U.S. Travel Sentiment

- Nearly 85% of American travelers have trips already planned and the typical American traveler says they expect to take 3.5 leisure trips in the next year. (*Destination Analysts*)
- Overall travel demand remains near record territory as 91% of American travelers still report plans to take a trip in the next six months. So, look forward to a robust summer leisure travel season! (*Longwoods International*)
- The most popular source of travel video content among American travelers is social media channels, such as Facebook, Instagram, Twitter, TikTok and Snapchat, with 36% accessing travel videos on those platforms, up from 17% of travelers in 2021. (*Longwoods International*)
- A tight U.S. labor market and rapid job creation has driven the U.S. unemployment rate to a 50-year low of 3.6%. (*BLS*)

