

Lt. Governor Billy Nungesser

State of the Tourism Industry Quarterly Report

January – March 2023



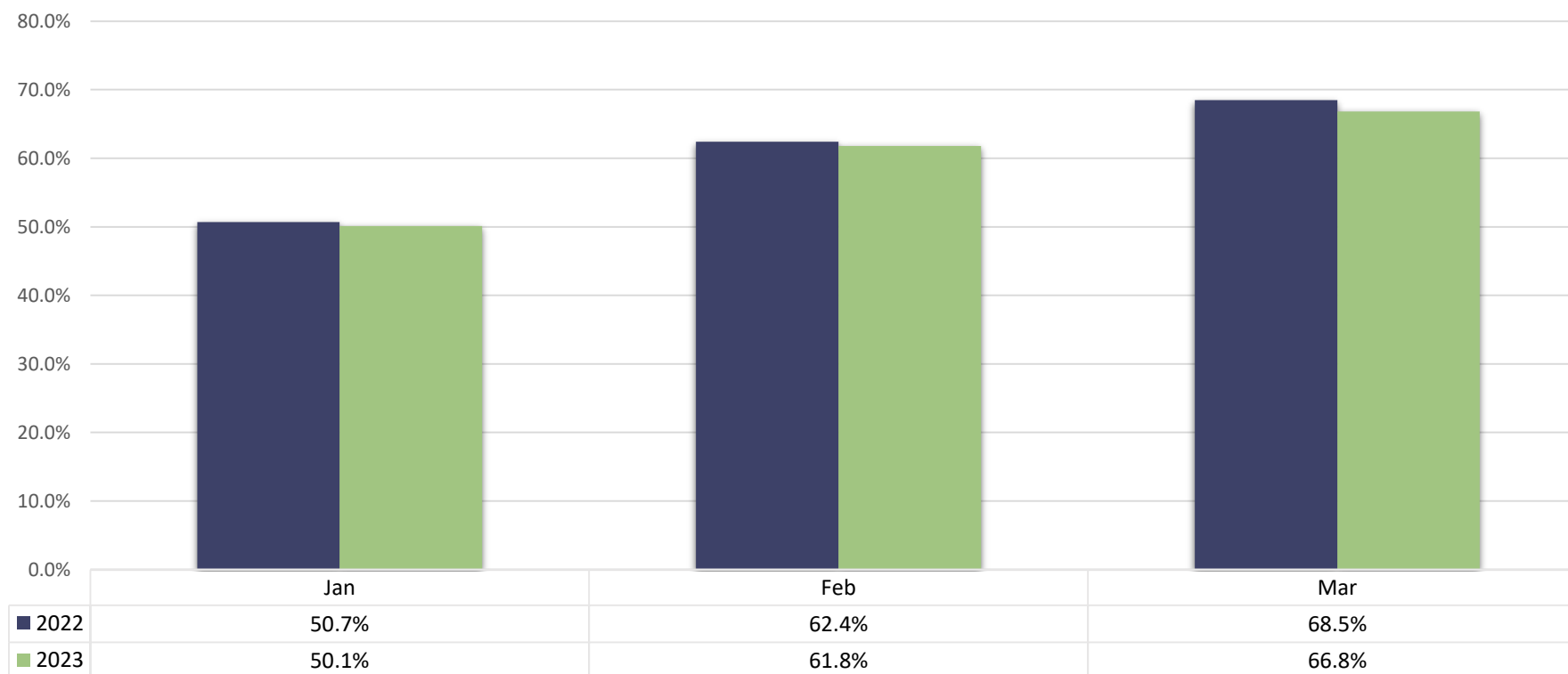
LOUISIANA
Feed Your Soul.

LIEUTENANT GOVERNOR
BILLY NUNGESSER



Lodging

Occupancy (%) Quarterly: Yr/Yr



- Louisiana's occupancy increased by 33% from January to March 2023.
- Louisiana's occupancy is down 7.6% since March 2019.
- Louisiana's average 1st quarter occupancy trend is 62%.

(Source: STR)

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

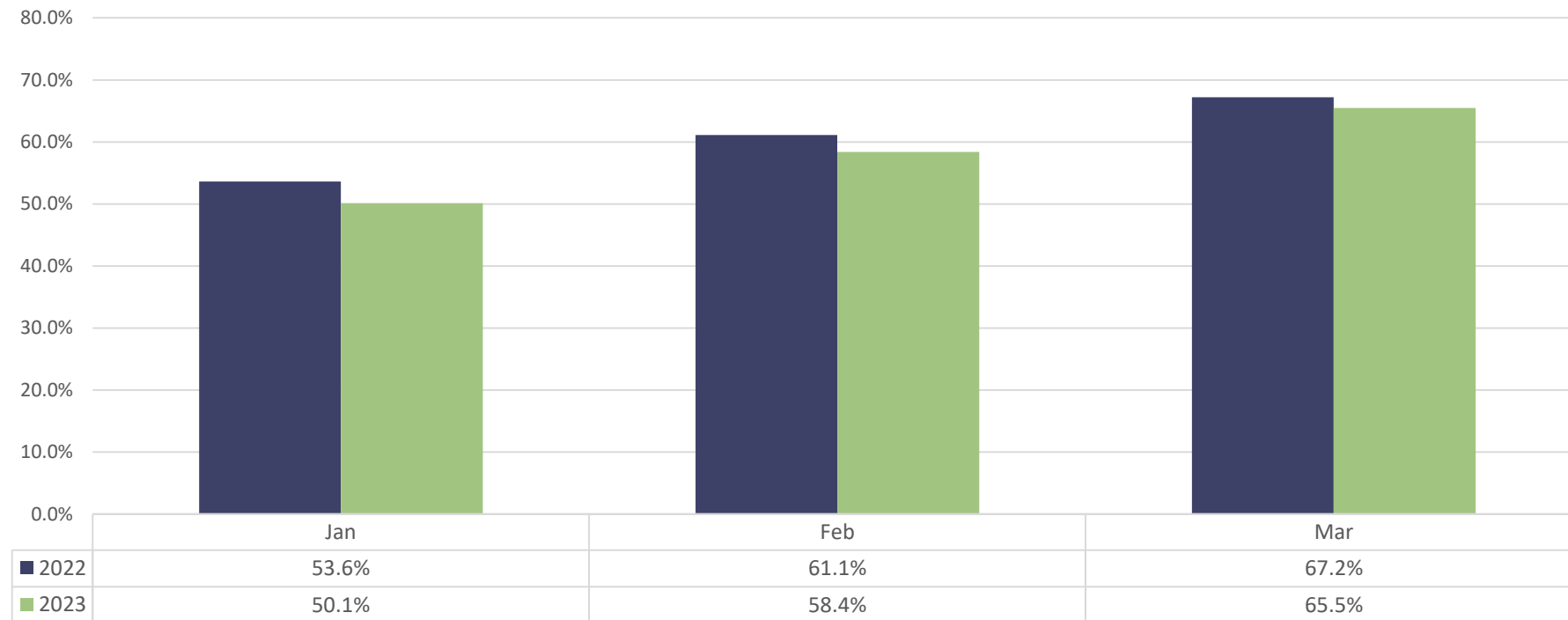


- Louisiana’s average daily rates (ADR) increased by 19.7% from January to March 2023.
- ADR is grew 10.9% since March 2019.
- Louisiana’s average 1st quarter ADR trend is \$123.

(Source: STR)

Louisiana Lodging (without New Orleans)

Occupancy Quarterly (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, increased 30.7% from January to March 2023.
- Occupancy without New Orleans increased by 0.3% over the same time frame in 2019.

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

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

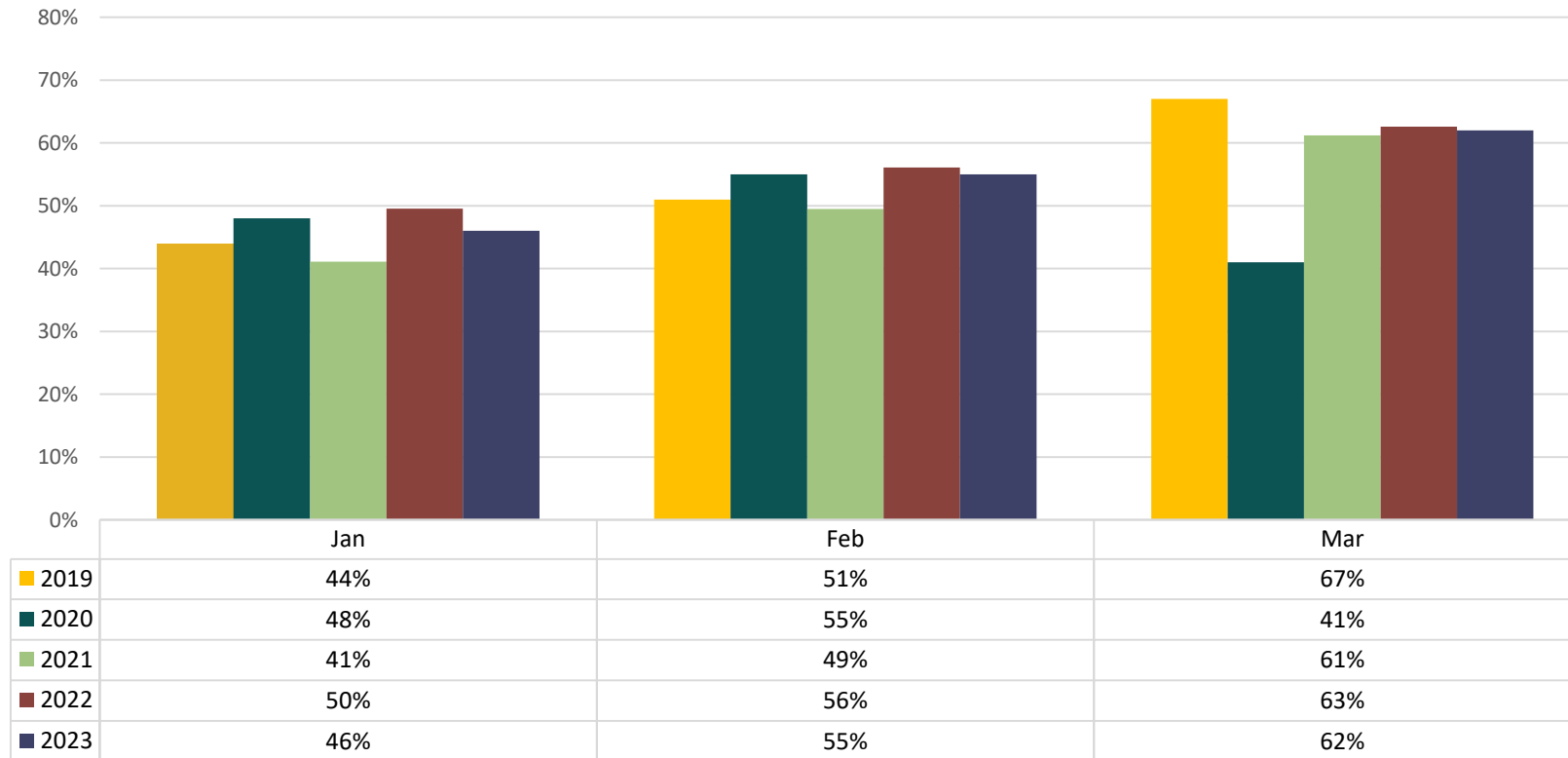


- Louisiana’s ADR, excluding New Orleans, grew 9% from January to March 2023.
- ADR without New Orleans increased by 18.5% over the same time frame in 2019.

(Source: STR)

Short-Term Lodging

Short-Term Lodging Occupancy (%): Quarterly Yr/Yr Trends



- Louisiana’s short-term lodging occupancy increased by 34.8% from January to March 2023.
- March demand (nights) was up 11.5% over March 2022.

(Source: AirDNA)

Short-Term Lodging ADR (\$): Quarterly Yr/Yr Trends



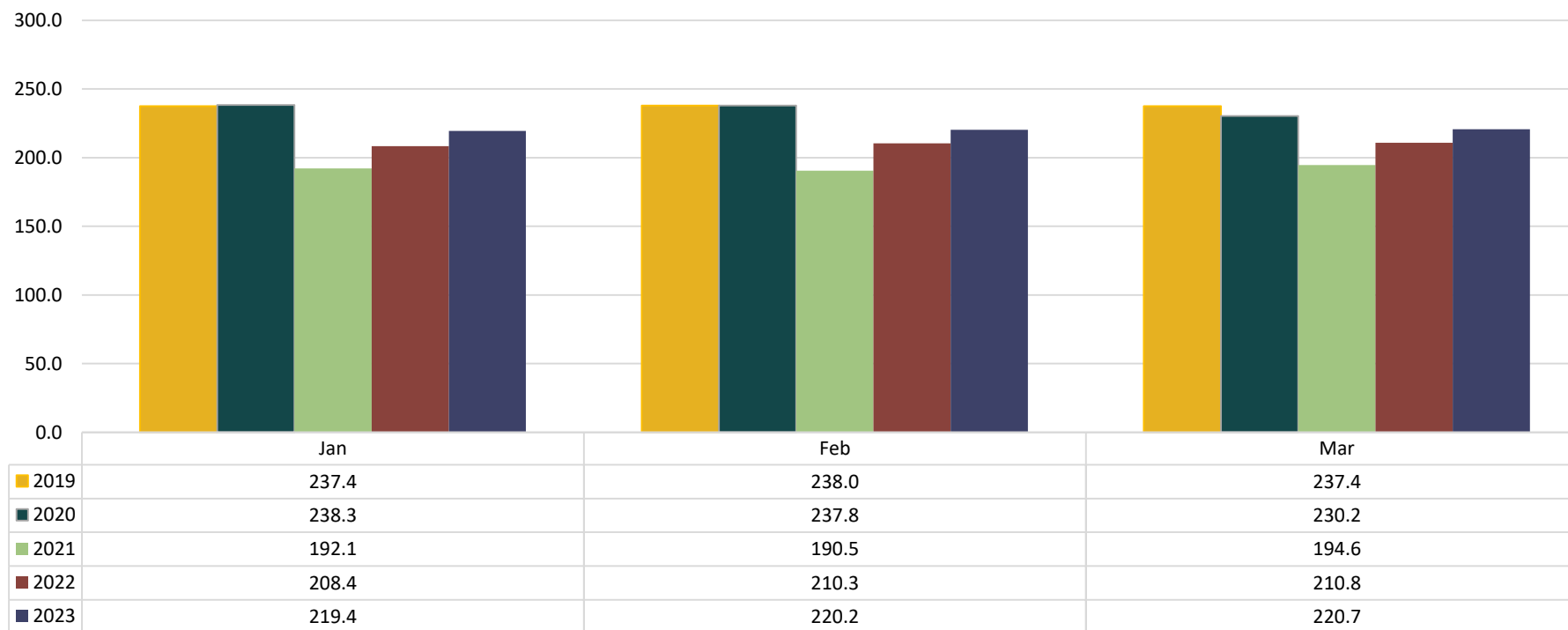
- Louisiana’s short-term lodging ADR grew 12.8% from January to March 2023.
- Revenue was up 6.9% over March 2022.

(Source: AirDNA)

Tourism Jobs

(Seasonally adjusted)

Tourism Jobs Quarterly (in thousands): Yr/Yr

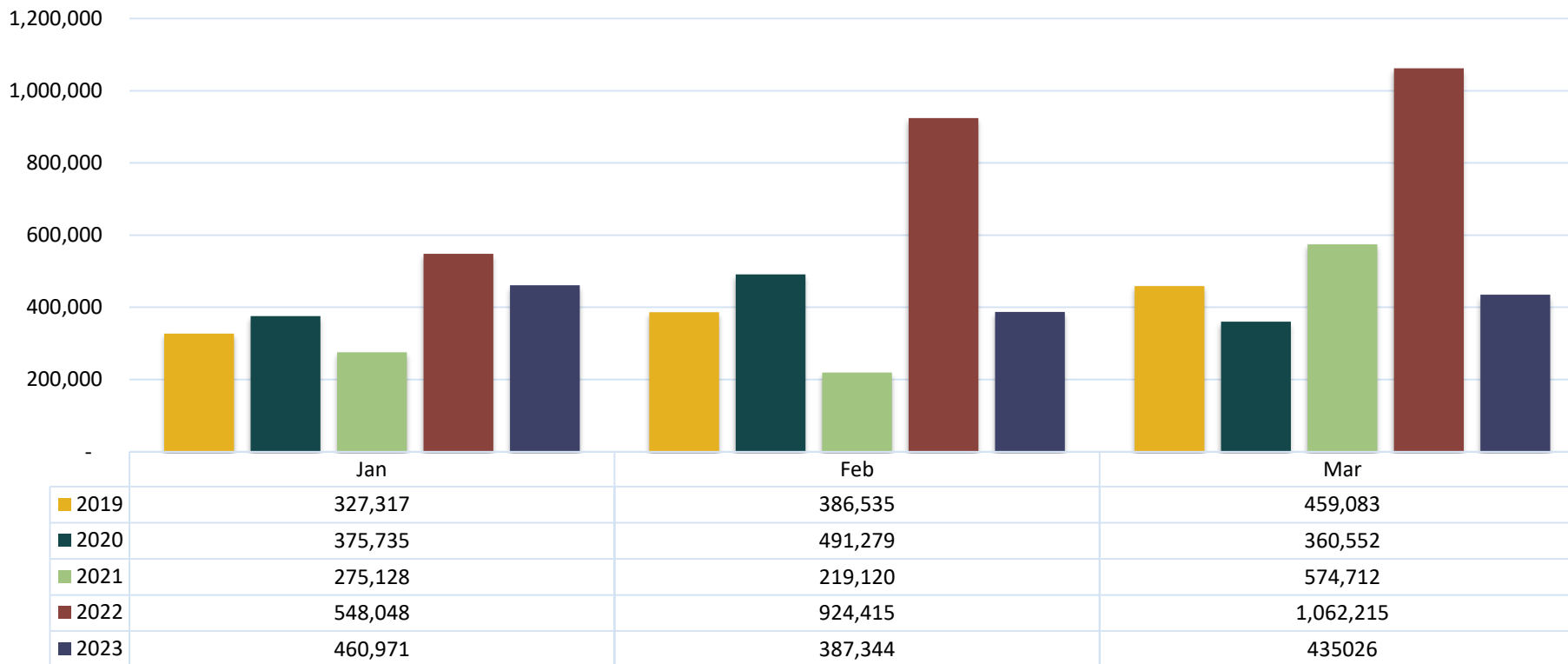


- Louisiana’s leisure & hospitality industry saw a 1.2% increase in jobs from January to March 2023.
- 1,300 leisure & hospitality jobs have been added since January.

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

LouisianaTravel.com

LouisianaTravel.com Quarterly Visits: Yr/Yr

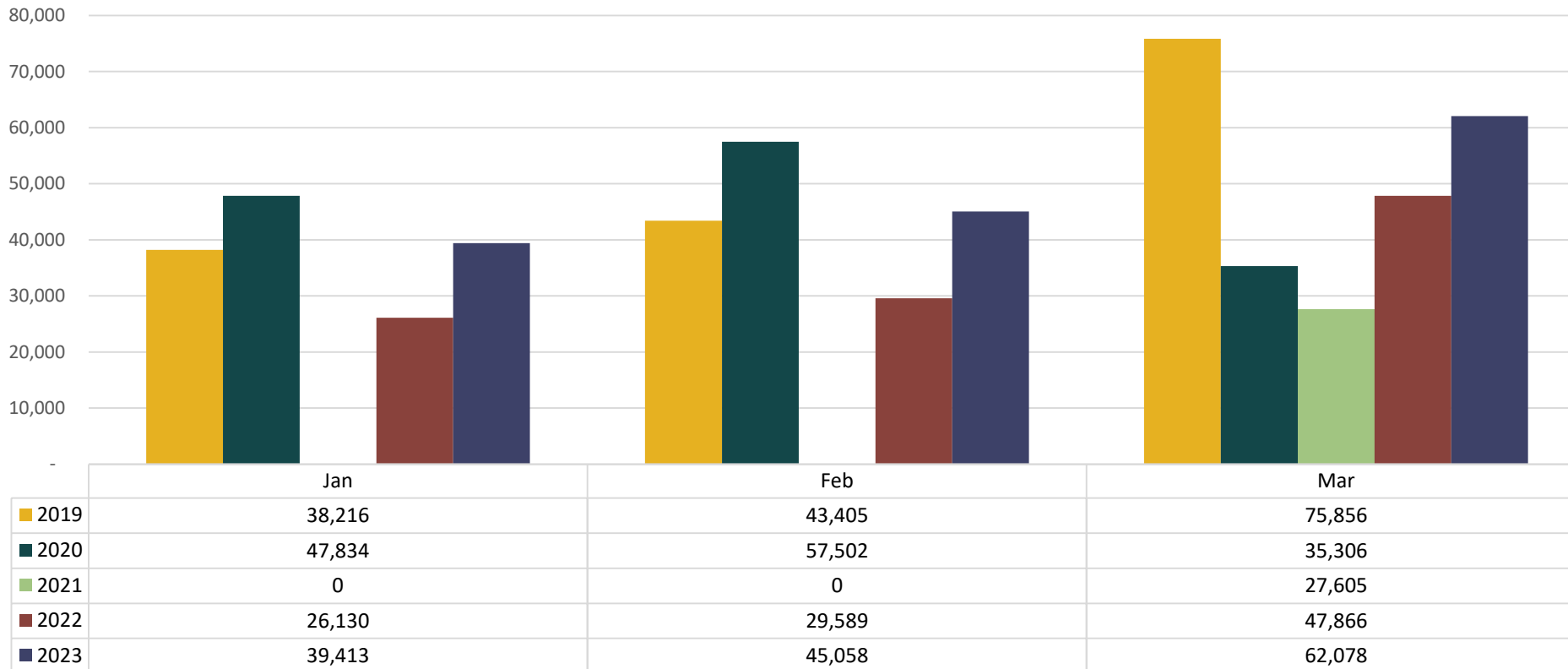


- Website visits decreased 6% from January to March 2023.
- Average session duration is up 42% over March 2022.

(# of visits (sessions) include desktop, tablet, and mobile)
 (Source: Google Analytics / Miles Media)

Welcome Centers

Welcome Centers Quarterly Visitation: Yr/Yr

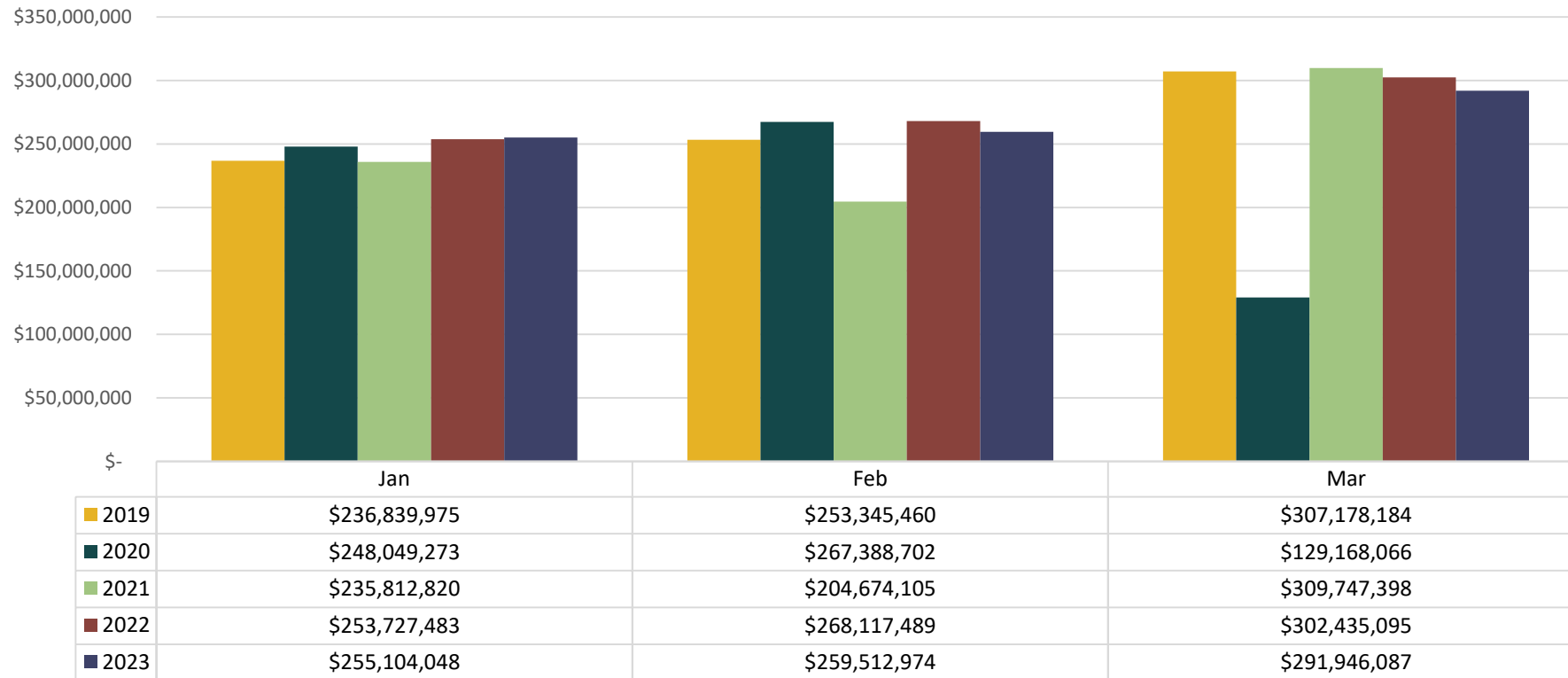


- Louisiana’s welcome centers visits increased by 58% from January to March 2023.
- Louisiana’s welcome centers visits were up 41% over January to March 2022.

(Source: LA Welcome Centers)

Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr



- Louisiana’s gaming revenue increased 14% from January to March 2023.
- Louisiana’s gaming revenue showed a 1% increase over January to March 2019.

(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)*
- Quality time with loved ones, creating memories, and experiencing new places are top travel motivators. *(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)*
- Nearly half of U.S. consumers expect to travel domestically for a holiday in 2023, while 20% are planning to take an international vacation. *(YouGov)*
- 72% of Gen-Zers are planning or thinking about splurging on a huge getaway trip in 2023/2024, followed by Millennials (68%), Gen-Xers (60%), and Boomers (51%). *(Globetrender)*

