

State of the Tourism Industry Monthly Report

June 2023

Created July 21, 2023



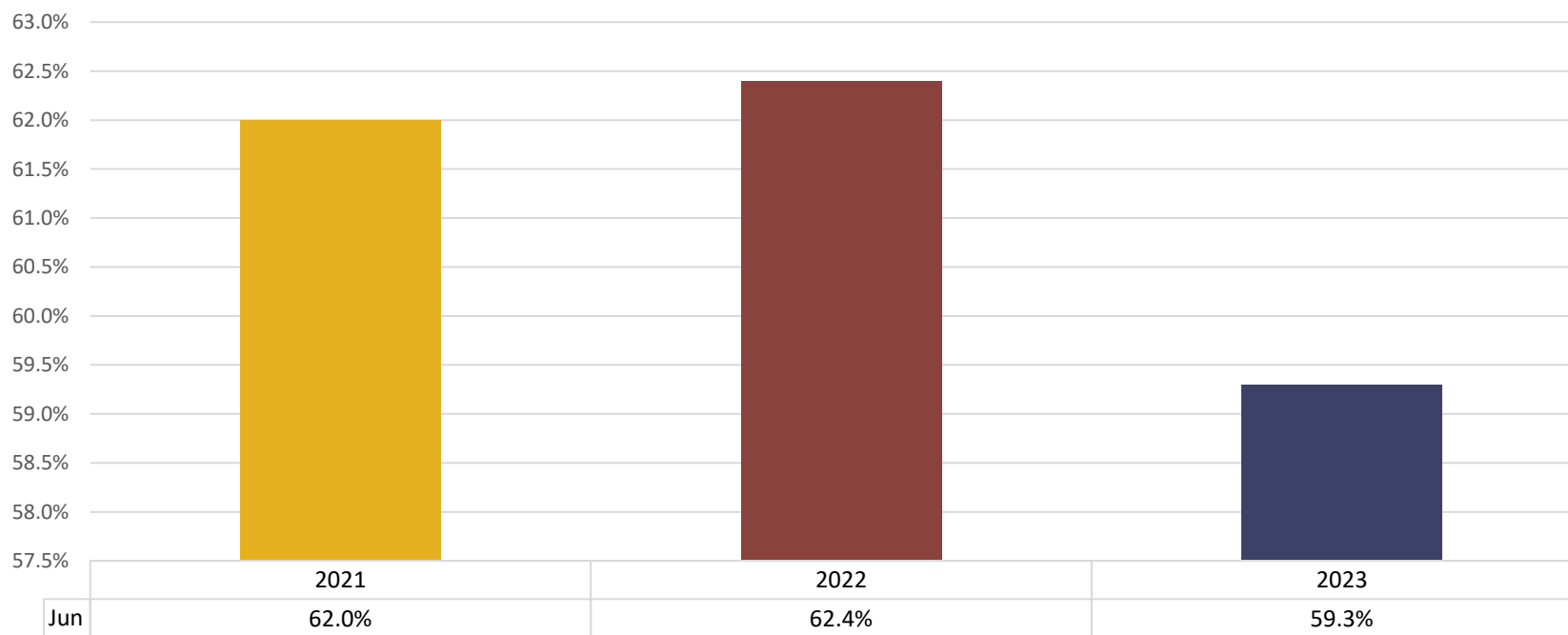
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Louisiana Lodging

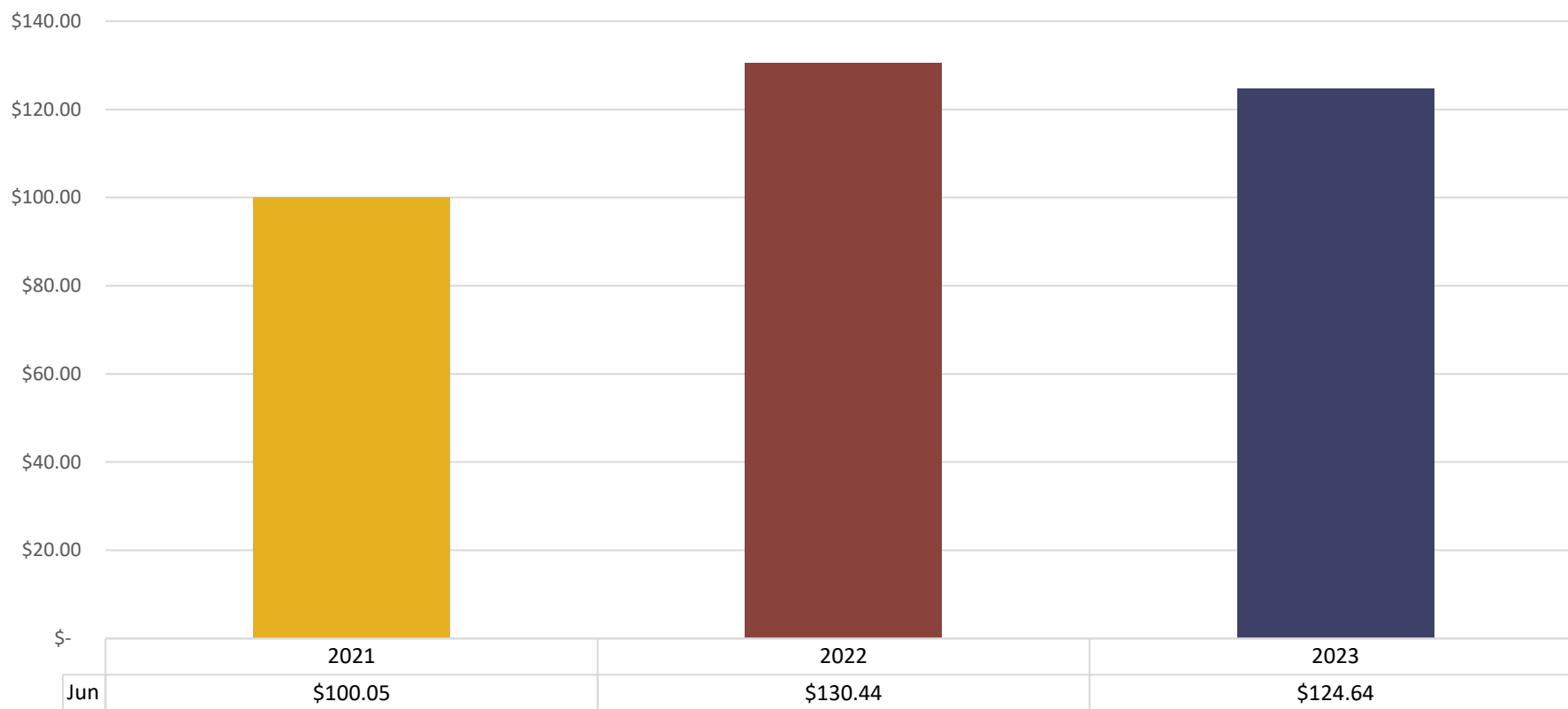
June Occupancy (%): Yr/Yr



- Louisiana's occupancy decreased 4.9% over June 2022.
- Since last month (May), occupancy was down 1.3%.
- Occupancy declined 9.2% since May 2019.

(Source: STR)

June ADR (\$): Yr/Yr

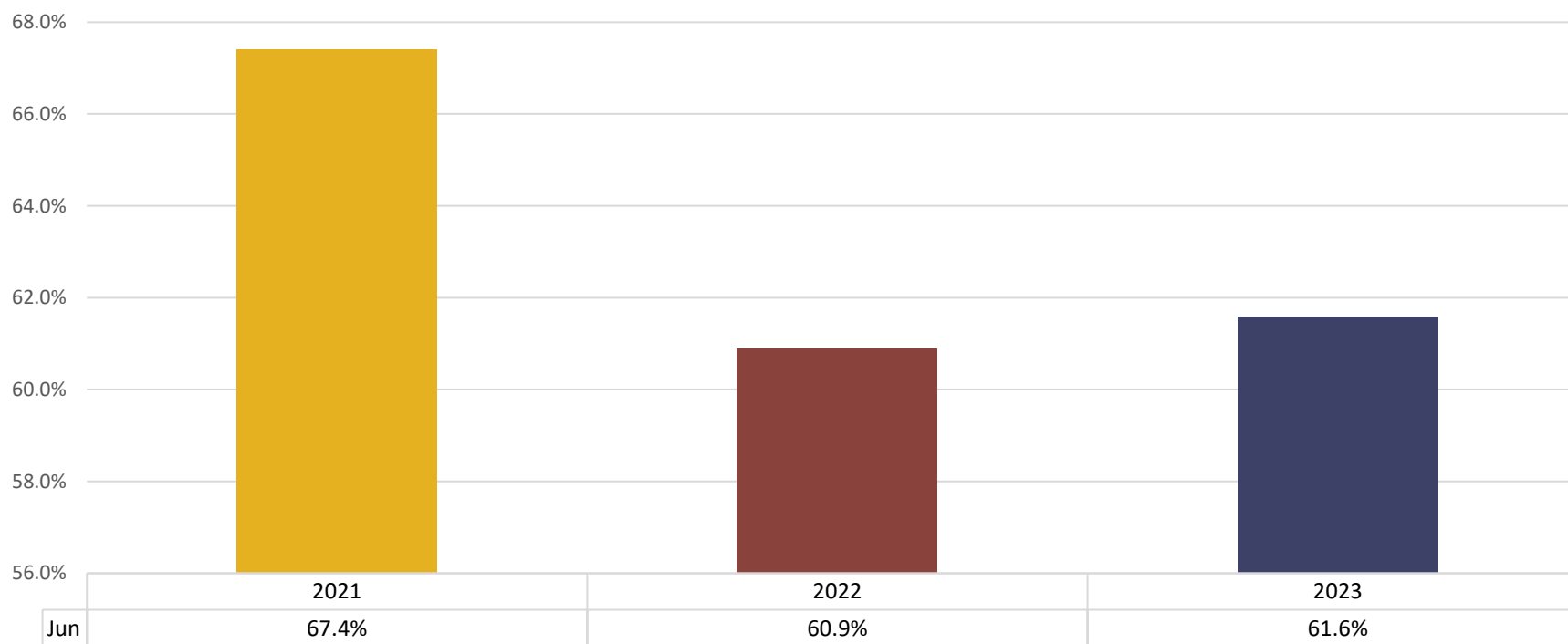


- Louisiana’s average daily rates (ADR) decreased 4.4% over June 2022.
- Since last month (May), ADR was down 10%.
- ADR has grown 18% since June 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

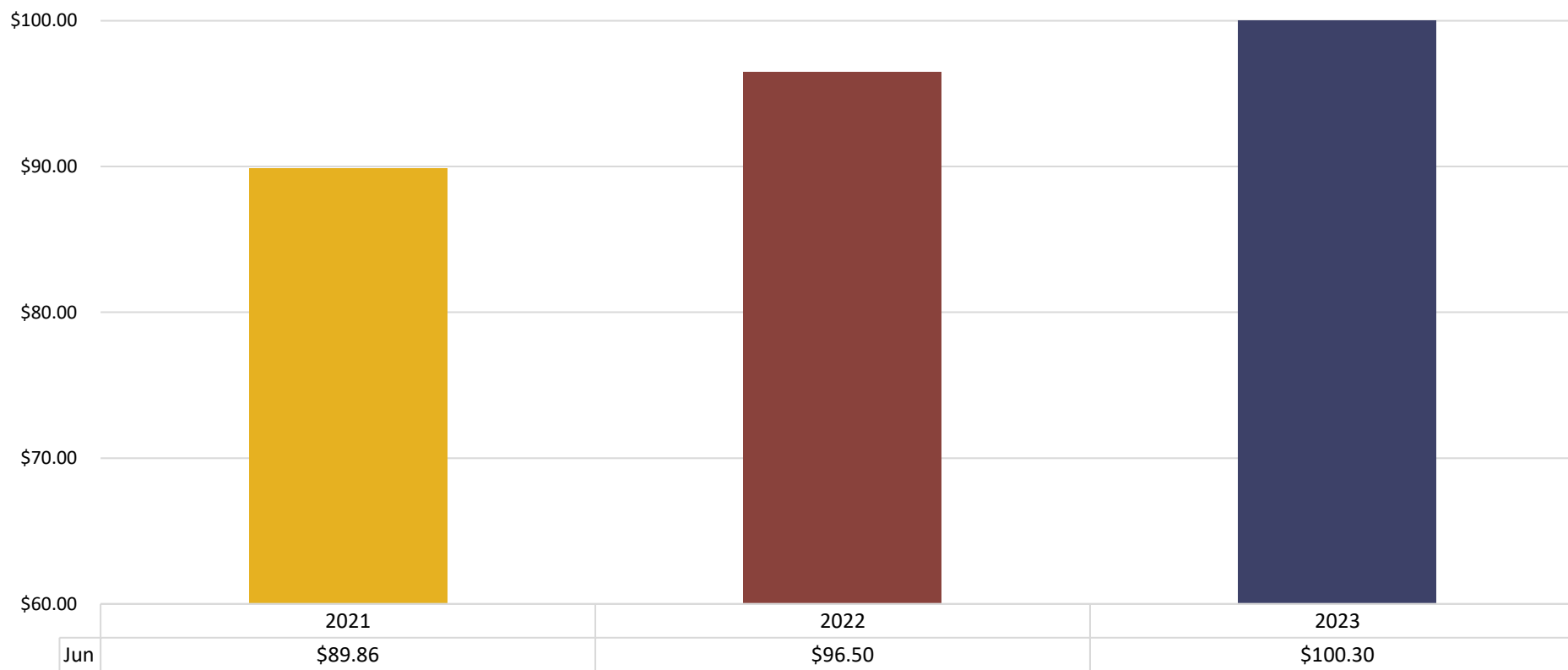
June Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, increased 1.1% over June 2022.
- Louisiana’s occupancy, excluding New Orleans, is down 1.6% since June 2019.

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

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

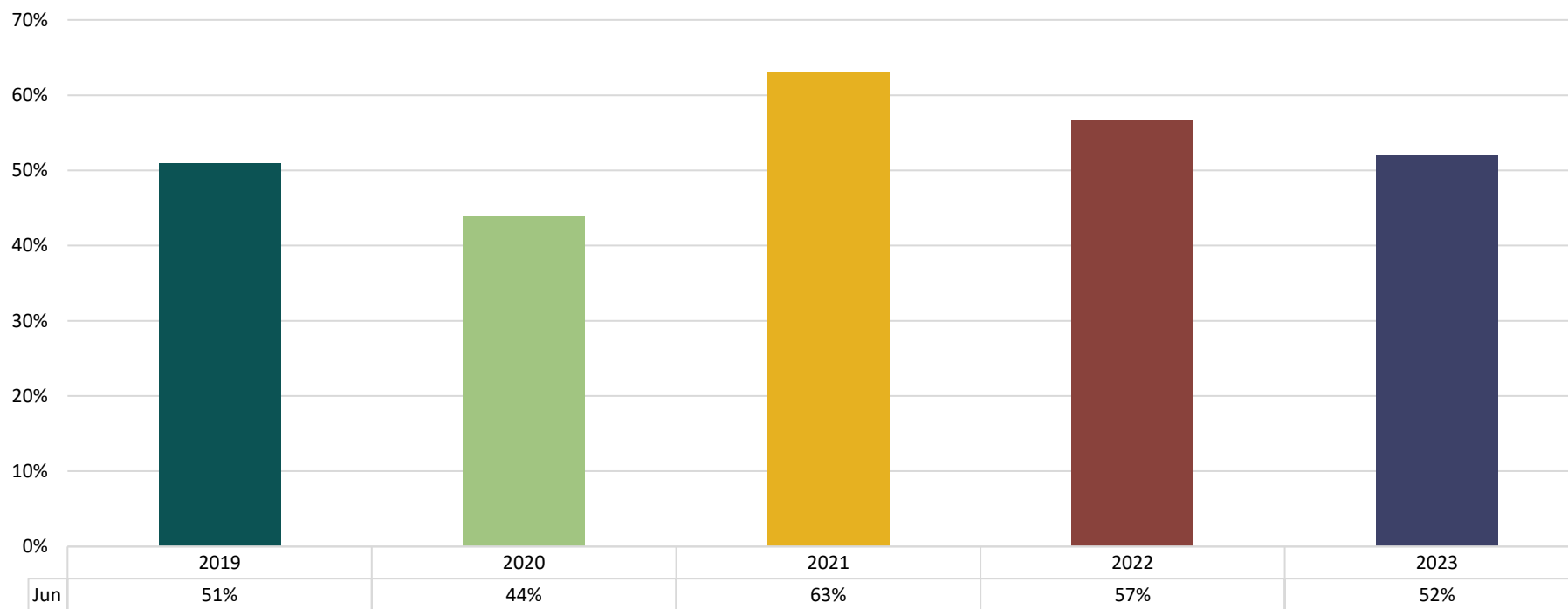


- Louisiana’s ADR, excluding New Orleans, grew 3.9% over June 2022.
- Louisiana’s ADR, excluding New Orleans, has increased 21.5% since June 2019.

(Source: STR)

Louisiana Short-Term Lodging

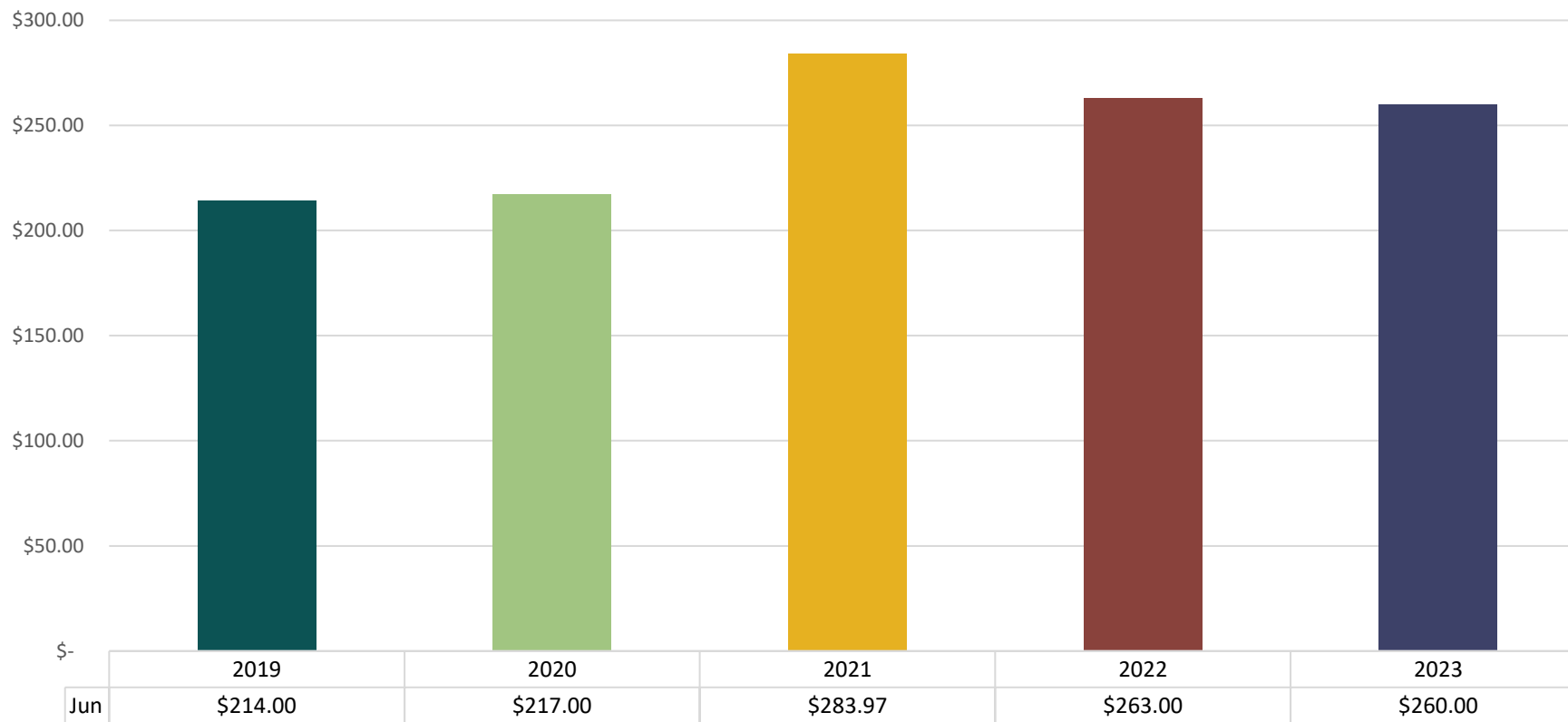
June Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana’s short-term lodging occupancy decreased 7.6% over June 2022.
- Since last month (May), short-term lodging occupancy was down 7.1%.
- Short-term lodging occupancy has increased 2% since June 2019.

(Source: AirDNA)

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

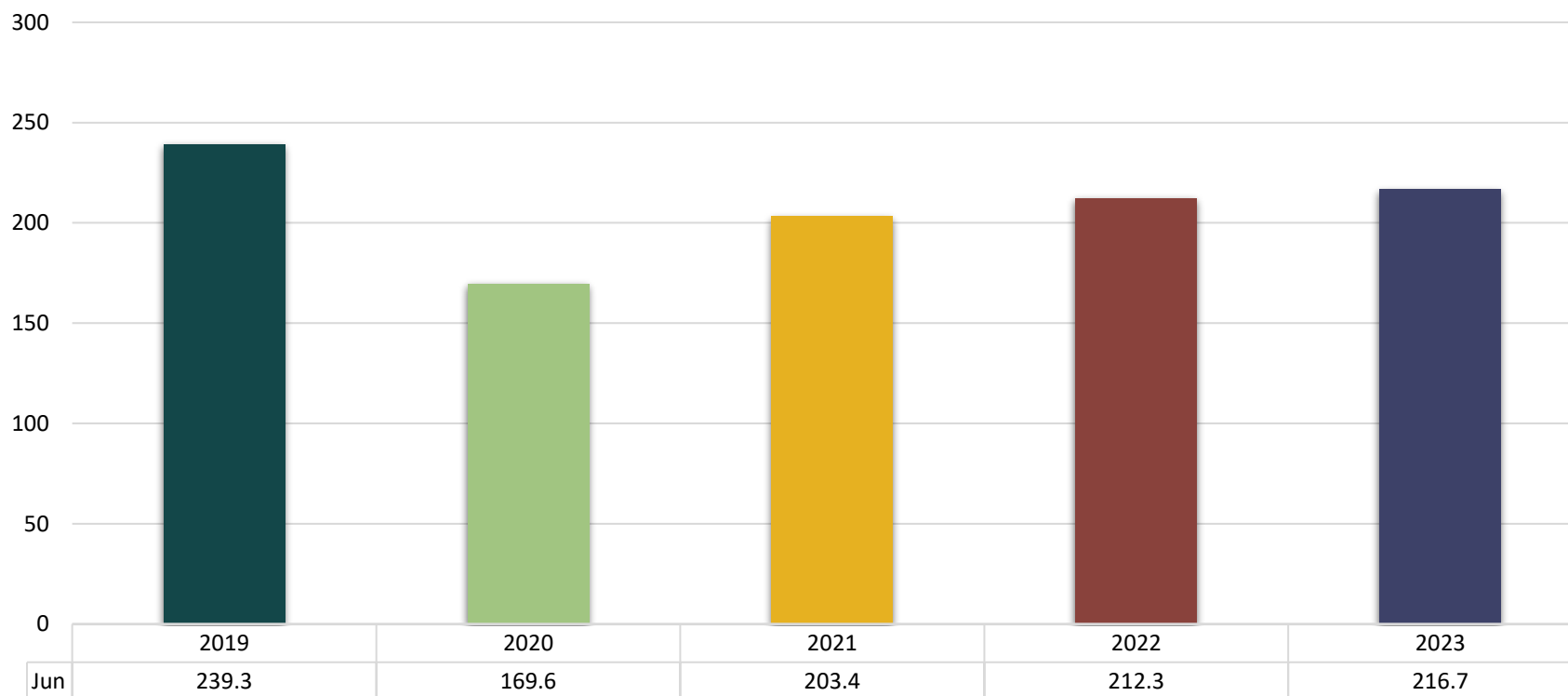


- Louisiana’s short-term lodging ADR grew 1.2% over June 2022.
- Since last month (May), short-term lodging ADR is slightly down 8.5%.
- Short-term lodging ADR has grown 21% since June 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

June Tourism Jobs (in thousands): Yr/ Yr

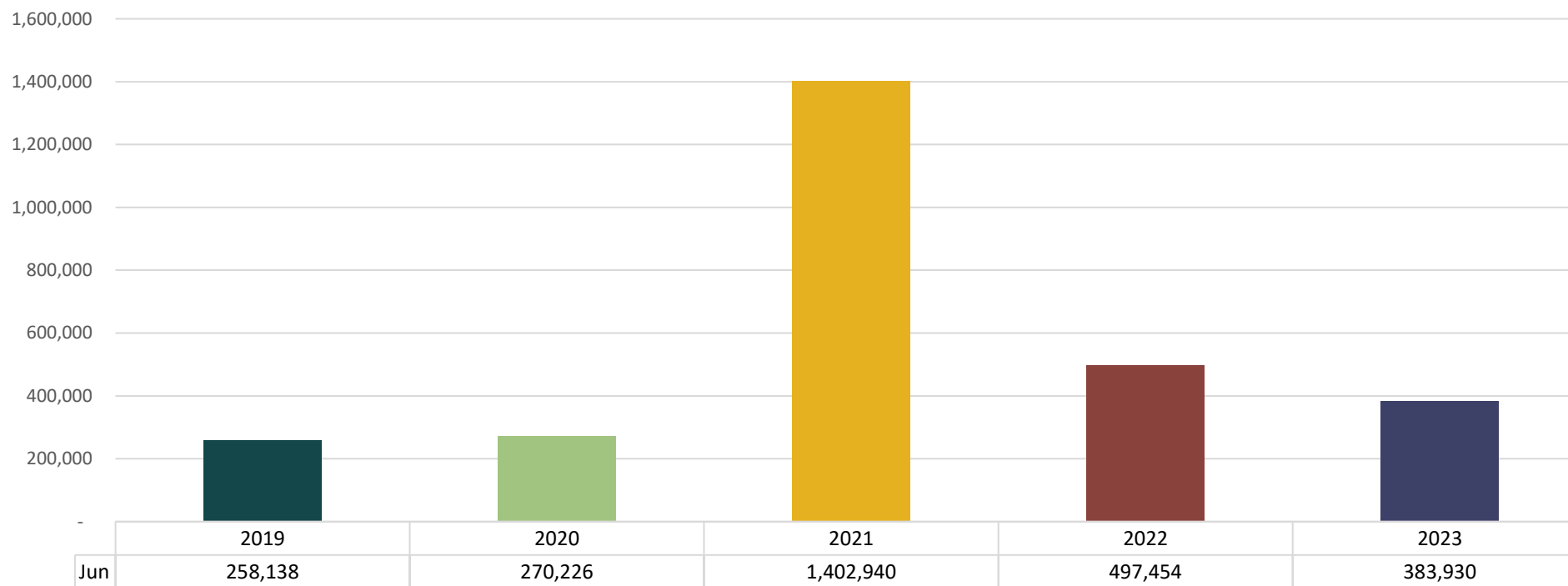


- Louisiana’s leisure & hospitality employment increased 2.1% with a gain of 4,400 jobs over June 2022.
- Arts, Entertainment & Recreation had a gain of 4,300 jobs year over year.

[June jobs are preliminary.] (Sources: BLS)

ExploreLouisiana.com

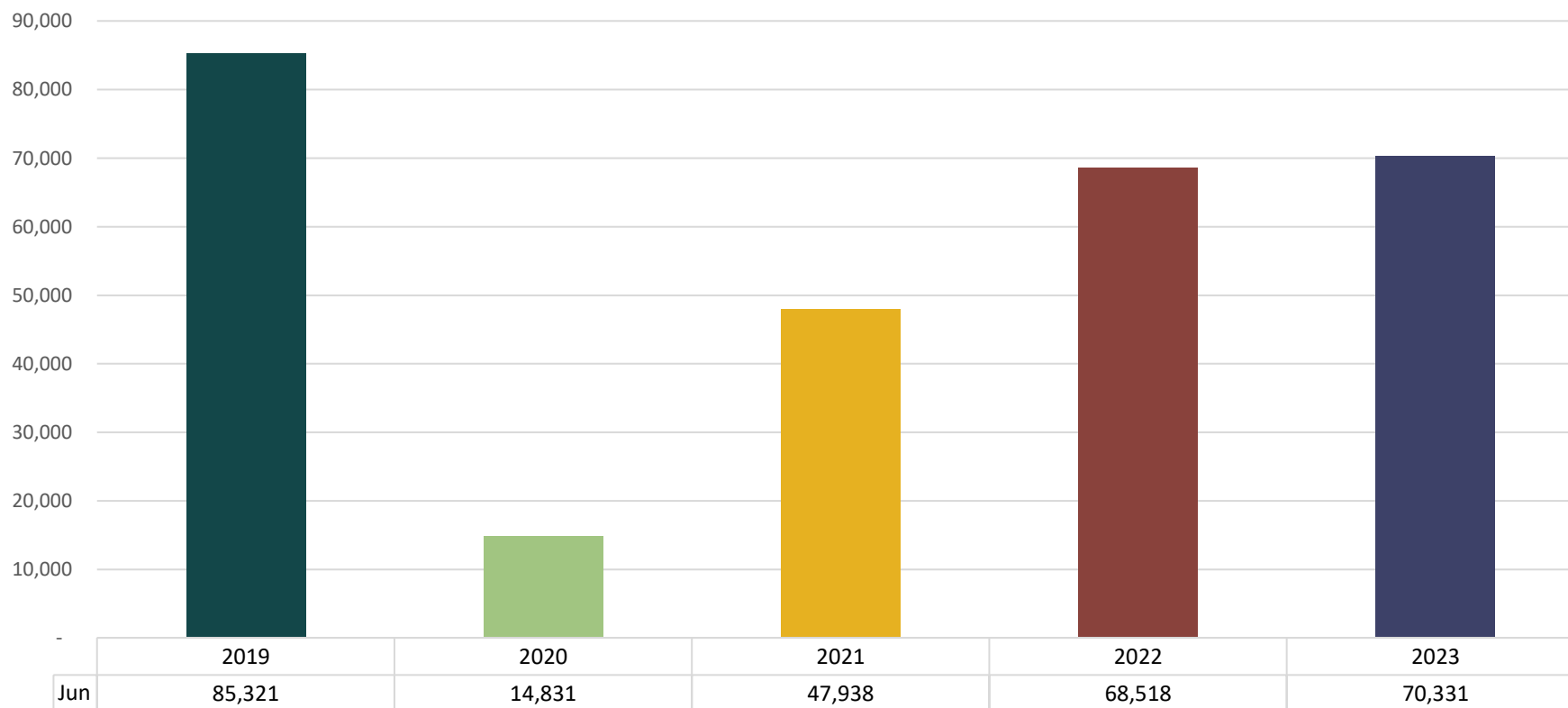
June Website Visits: Yr/Yr



- Website visits are up 49% over June 2019.
- Signals of Intent to Visit increased 34% over last year (June 2022).

Louisiana Welcome Centers

June Welcome Centers Visitation: Yr/Yr

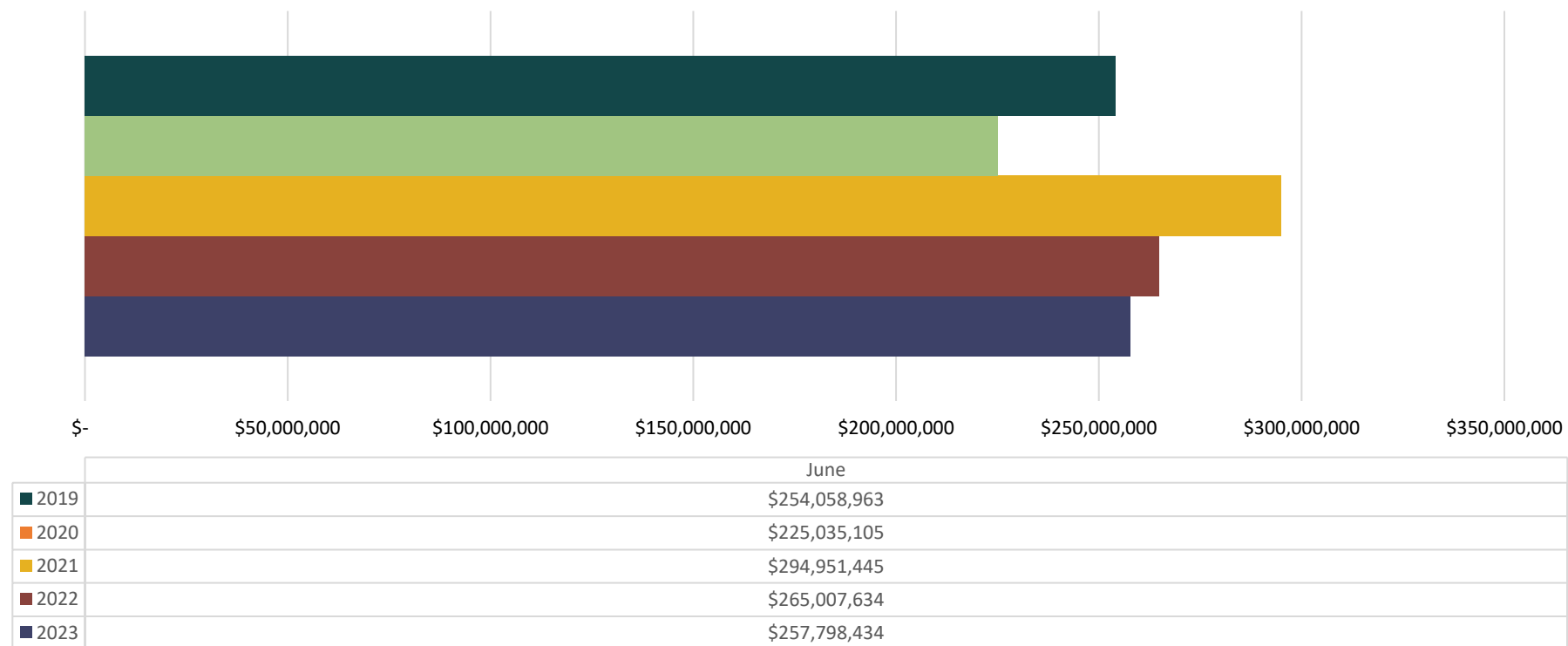


- Louisiana welcome centers had a 3% increase of visitation over June 2022.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

June Gaming Revenue: Yr/Yr



- Louisiana's gaming revenue decreased by 3% over June 2022.

(Sources: LSP – Gaming Enforcement Division)

Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.17 billion in May 2023, a 1.3% increase over last year. *(Tourism Economics)*
- 91% of Americans have travel plans in the next six months, despite economic concerns. *(Longwoods International)*
- The United States is poised as #2 on the list of global regions travelers are likely to visit in the next 12 months. *(Destination Analysts)*
- Falling gasoline prices as well as the desire to recharge and reconnect with family and friends is resulting in record auto and air travel. *(USTA)*
- Over 50 million travelers traveled over the 4th of July holiday weekend. *(AAA)*
- International travel spending directly supported 700,000 jobs in 2022, but remained just 55% recovered (adjusted for inflation). *(USTA)*

