

State of the Tourism Industry Monthly Report

May 2023

Created June 21, 2023



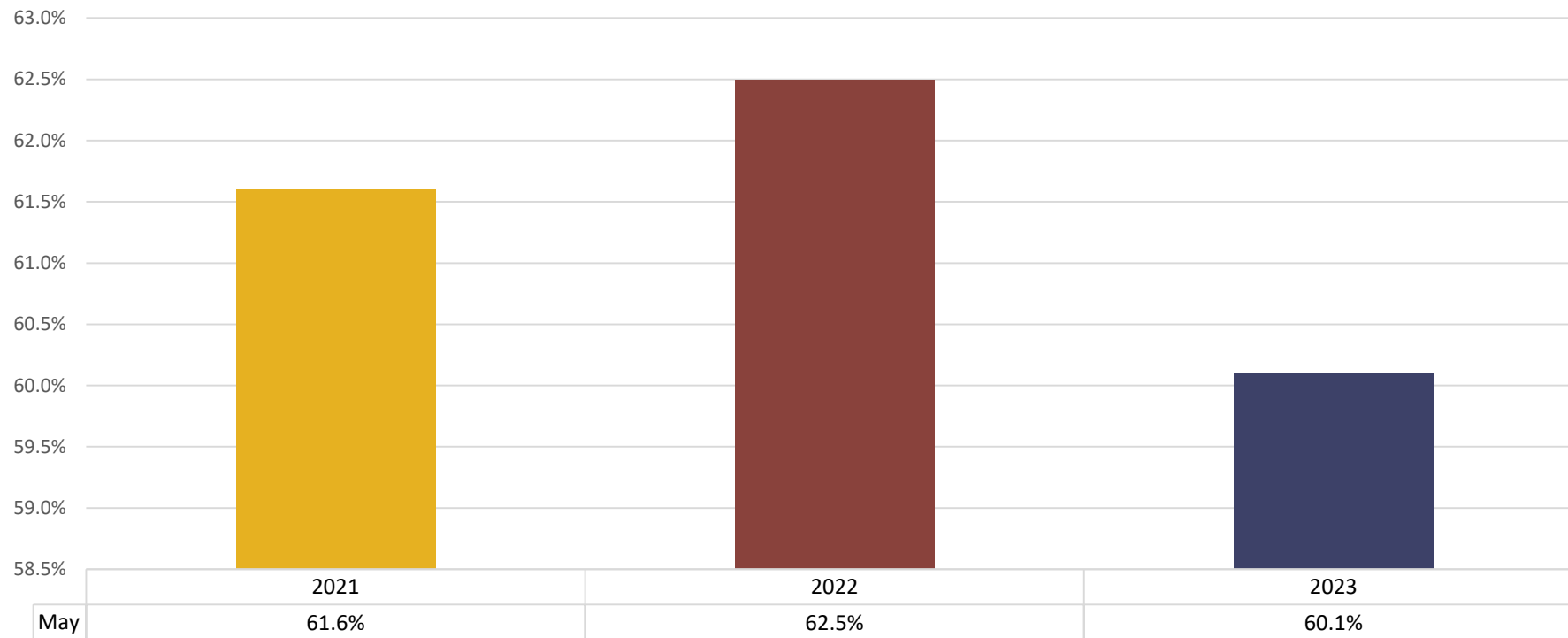
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Louisiana Lodging

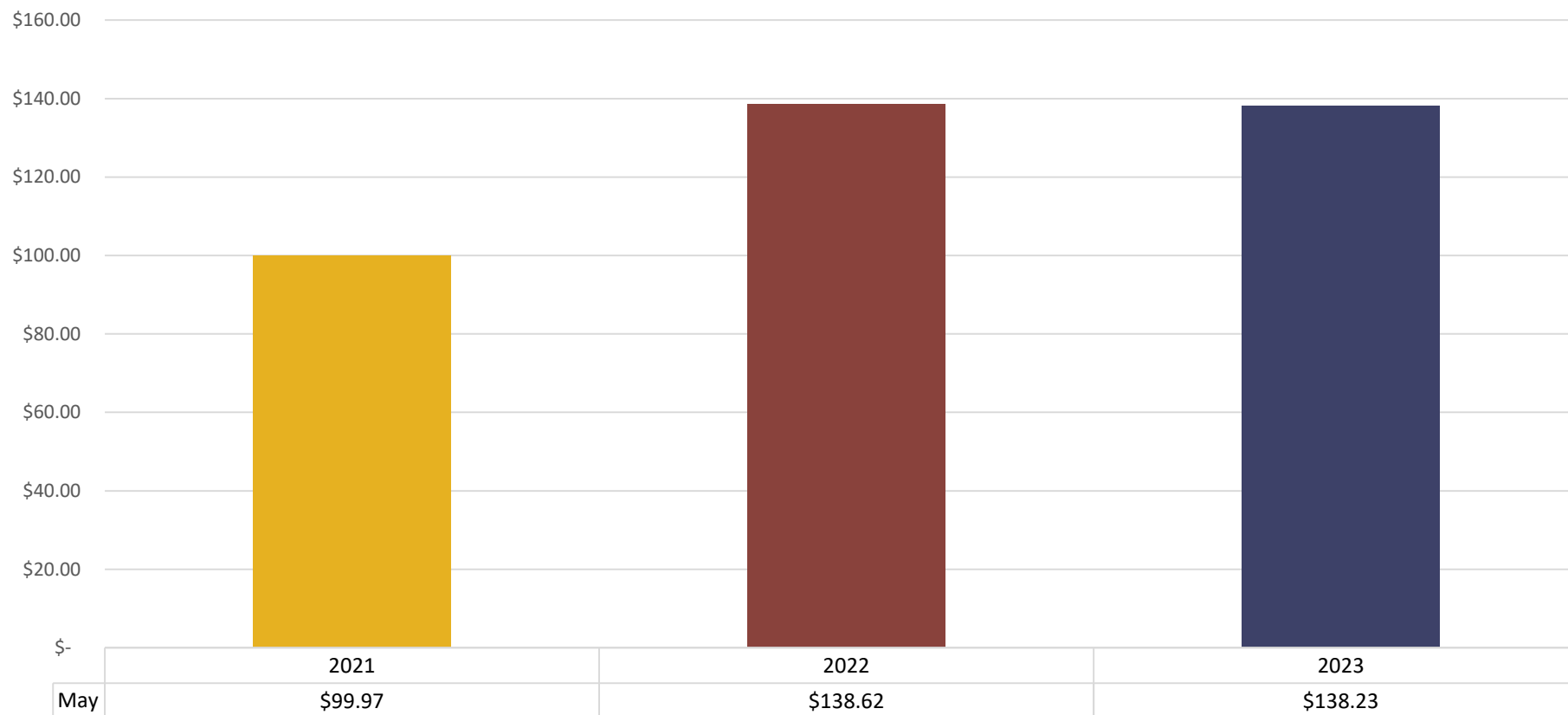
May Occupancy (%): Yr/Yr



- Louisiana’s occupancy decreased 3.8% over May 2022.
- Since last month (April), occupancy was down 1.5%.
- Occupancy declined 7.5% since May 2019.

(Source: STR)

May ADR (\$): Yr/Yr

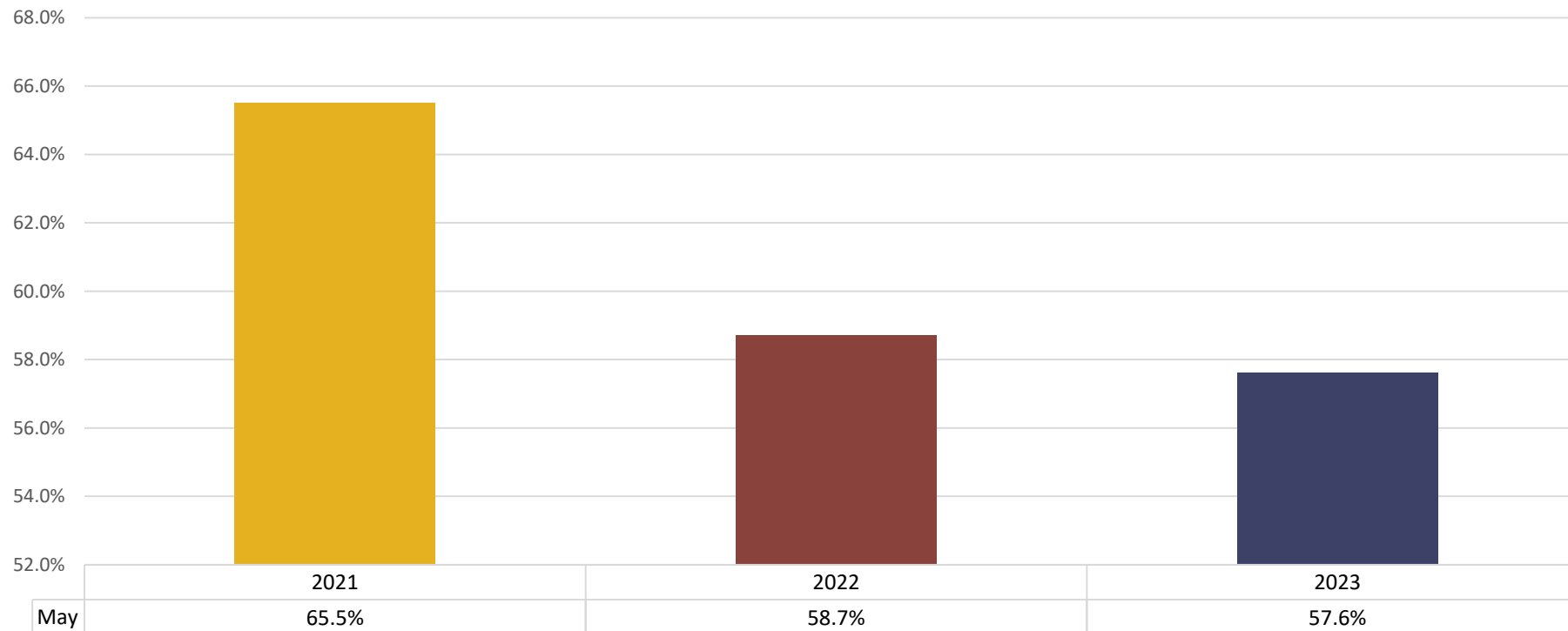


- Louisiana’s average daily rates (ADR) slightly decreased 0.3% over May 2022.
- Since last month (April), ADR was down 2%.
- ADR has grown 20% since May 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

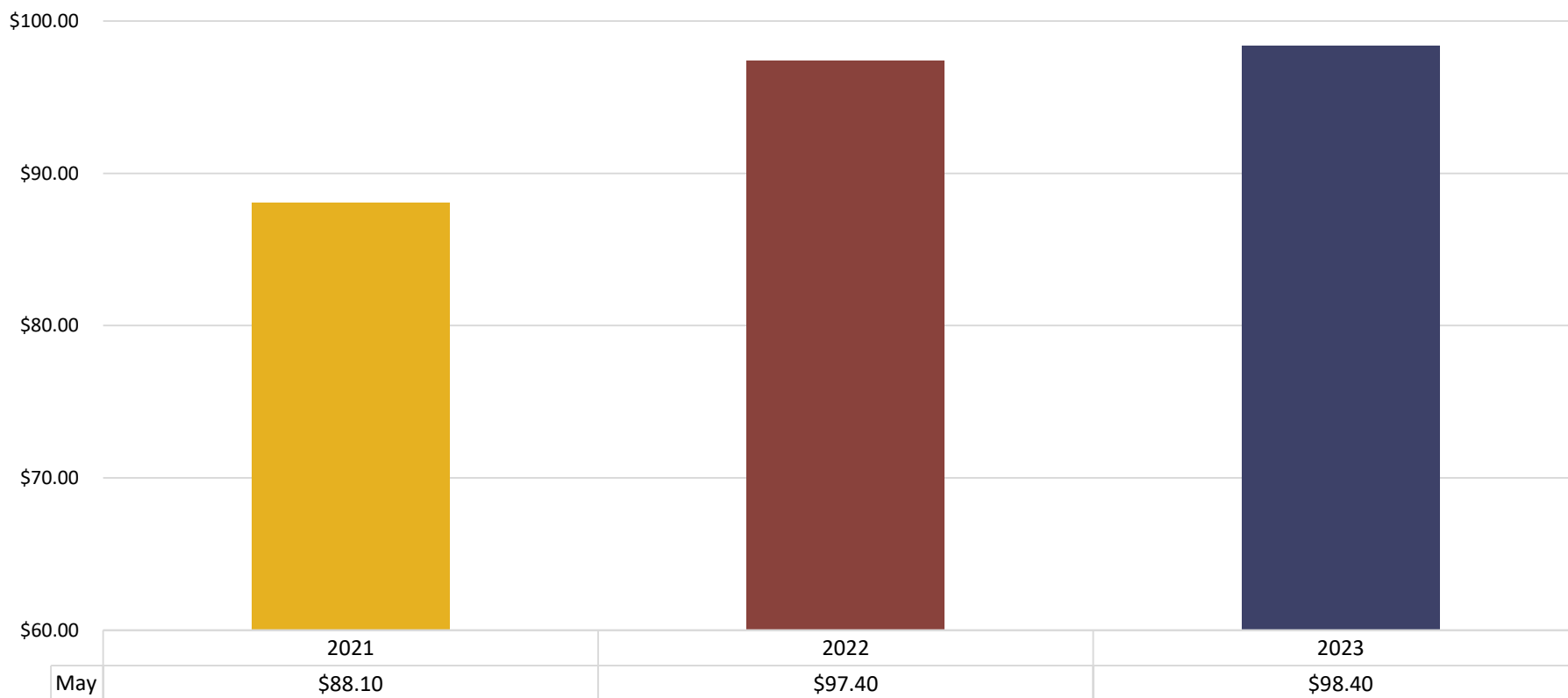
May Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 1.9% over May 2022.
- Louisiana’s occupancy, excluding New Orleans, is down 4% since May 2019.

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

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

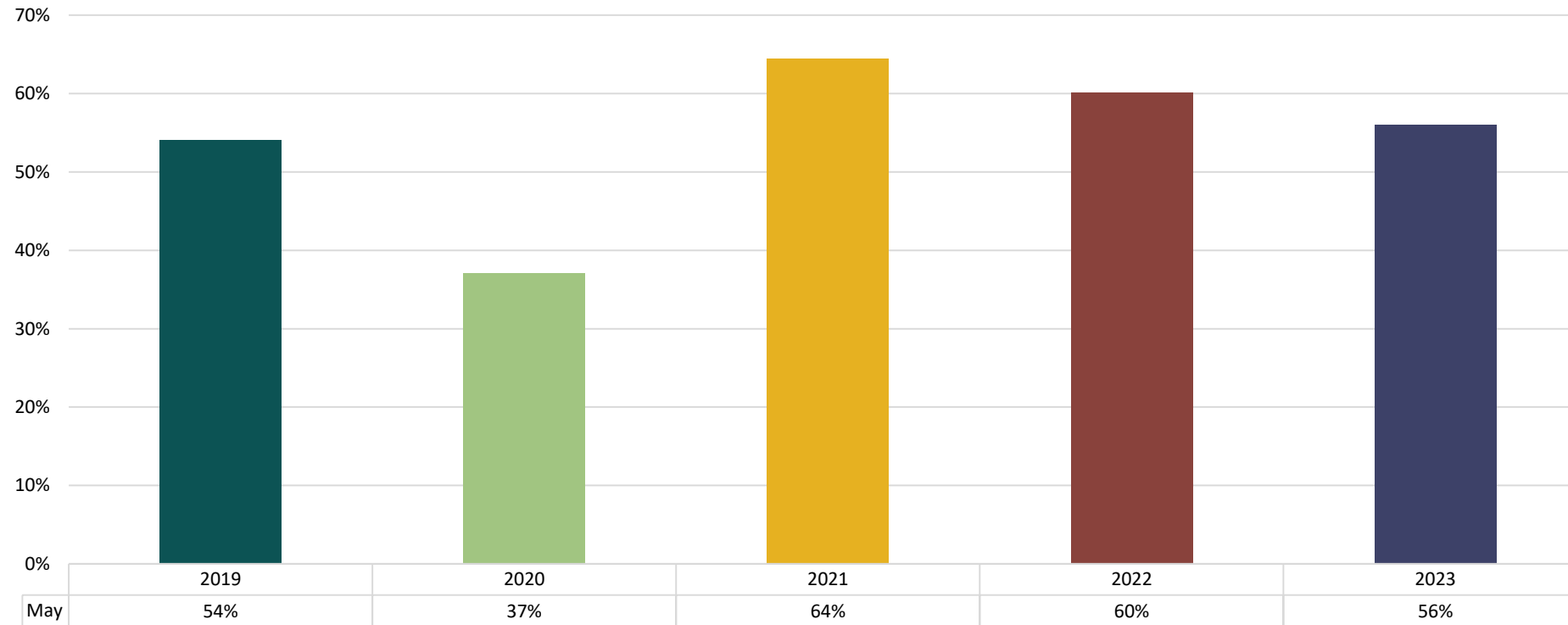


Louisiana’s ADR, excluding New Orleans, grew 1% over May 2022.
 Louisiana’s ADR, excluding New Orleans, has increased 21% since May 2019.

(Source: STR)

Louisiana Short-Term Lodging

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



- Louisiana’s short-term lodging occupancy decreased 6.9% over May 2022.
- Since last month (April), short-term lodging occupancy was down 6.7%.
- Short-term lodging occupancy has increased 4% since May 2019.

(Source: AirDNA)

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

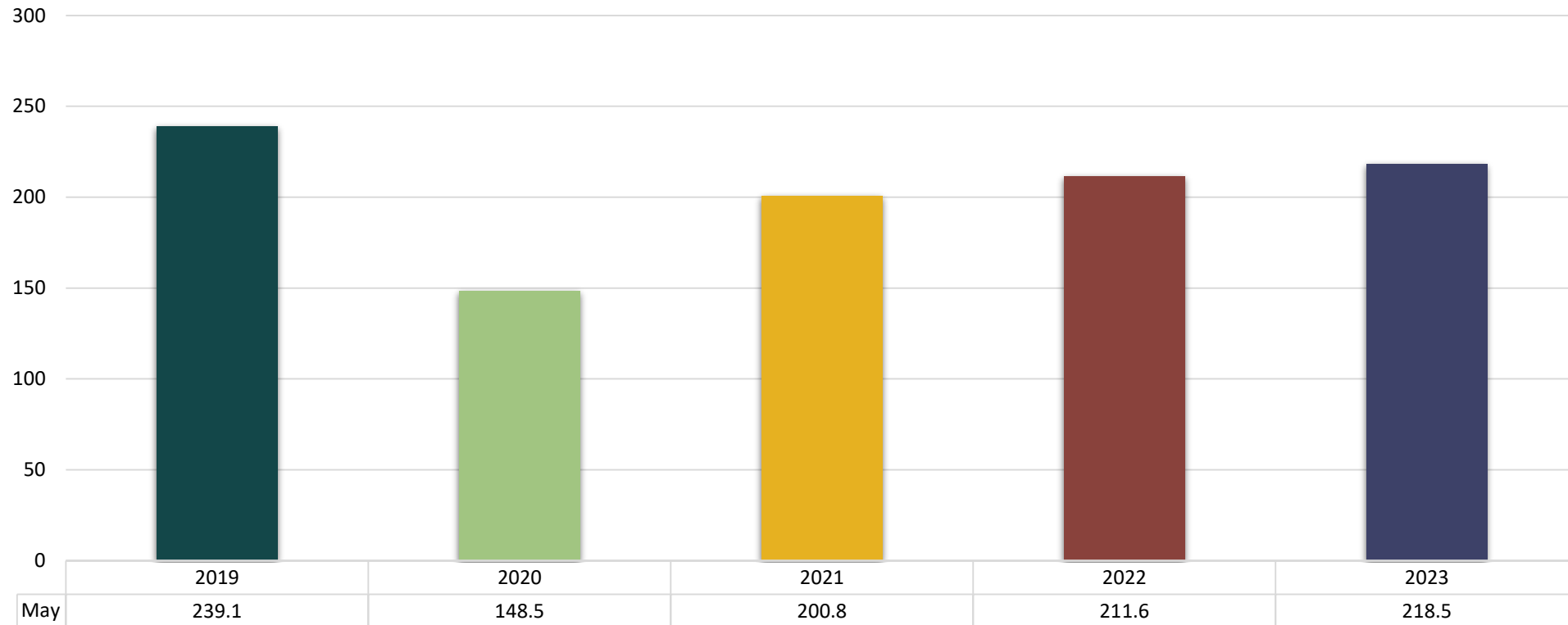


- Louisiana’s short-term lodging ADR decreased 4.9% over May 2022.
- Since last month (April), short-term lodging ADR is slightly down 1%.
- Short-term lodging ADR has grown 12% since May 2019.

(Source: AirDNA)

Louisiana Leisure & Hospitality Jobs

May Tourism Jobs (in thousands): Yr/ Yr

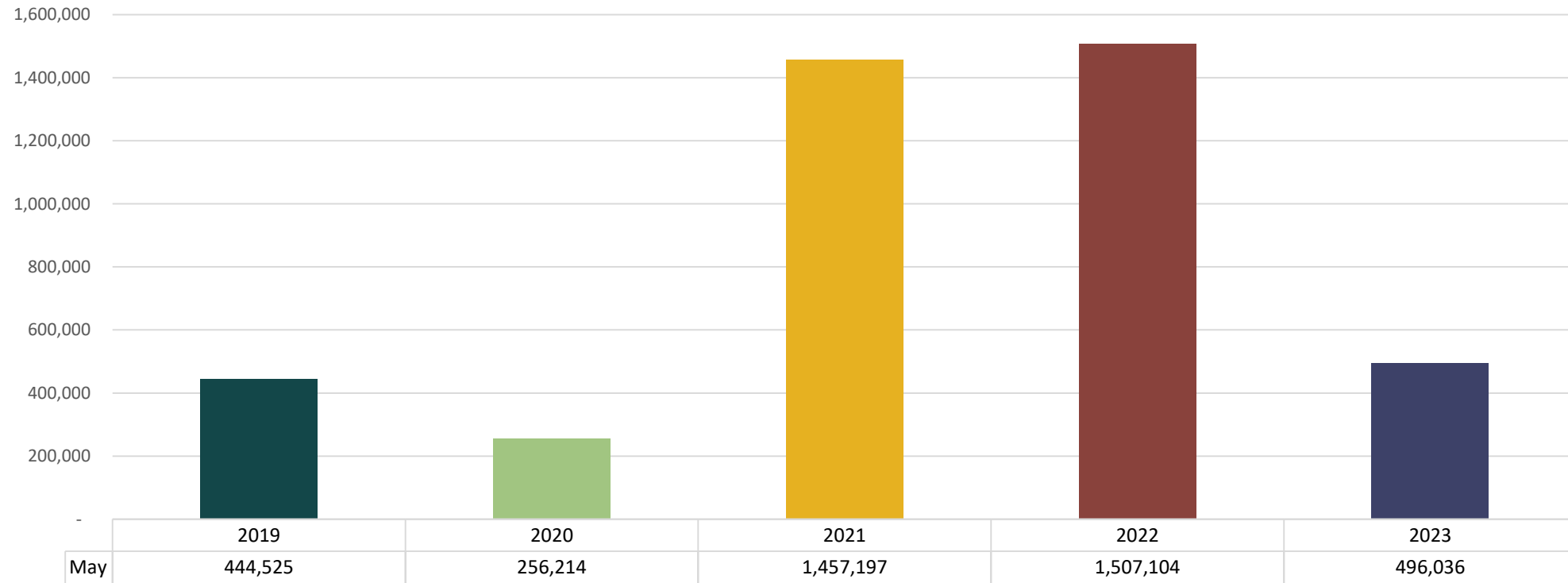


- Louisiana’s leisure & hospitality employment increased by 3% with a gain of 6,900 jobs over May 2022.
- Arts, Entertainment & Recreation jobs increased 10% year over year.

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

ExploreLouisiana.com

May Website Visits: Yr/Yr

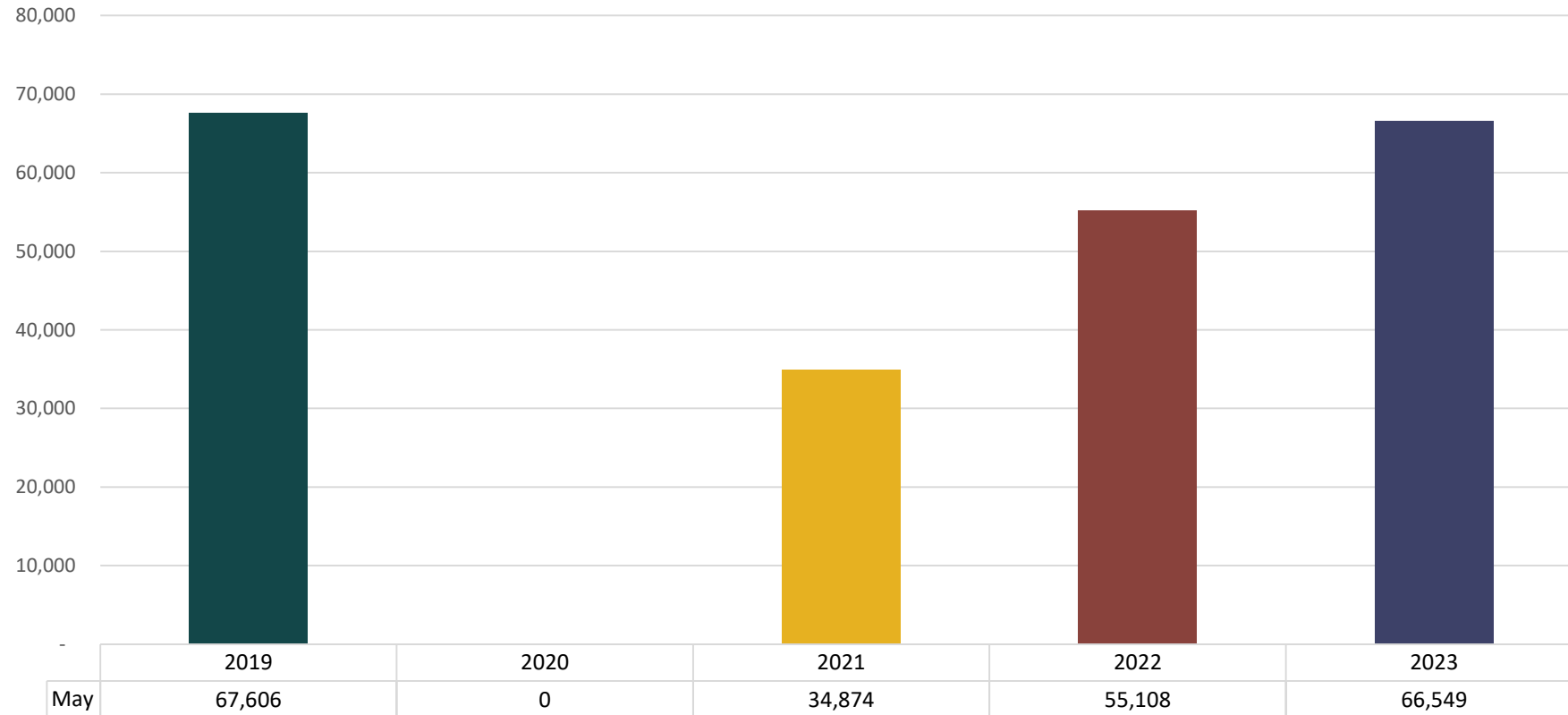


- Users are up 17% over last month (April).
- Sessions are up 12% since May 2019.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

May Welcome Centers Visitation: Yr/Yr



- Louisiana welcome centers had a 21% increase of visitation over May 2022.

(Source: LA Welcome Centers)

Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.11 billion in April 2023. *(Tourism Economics)*
- More than 60% of American adults (more than 155 million people) say they will travel for Fourth of July or Fourth of July Weekend this year, an increase of nearly 5% over last year. *(The Vacationer)*
- Nearly four in 10 travelers (38%) this summer expect their longest trip will last a week or more. *(Deloitte Insights)*
- 47% of American travelers are likely to stay in a short-term rental (Airbnb, Vrbo, etc.) on their next trip. *(Longwoods International)*
- Americans continue to be enthusiastic about travel even though 38% of American travelers admitted to experiencing 'sticker shock' when planning their most recent trip. *(Destination Analysts)*

