

Lt. Governor Billy Nungesser  
**State of the  
Tourism Industry  
Quarterly Report**

April – June 2023



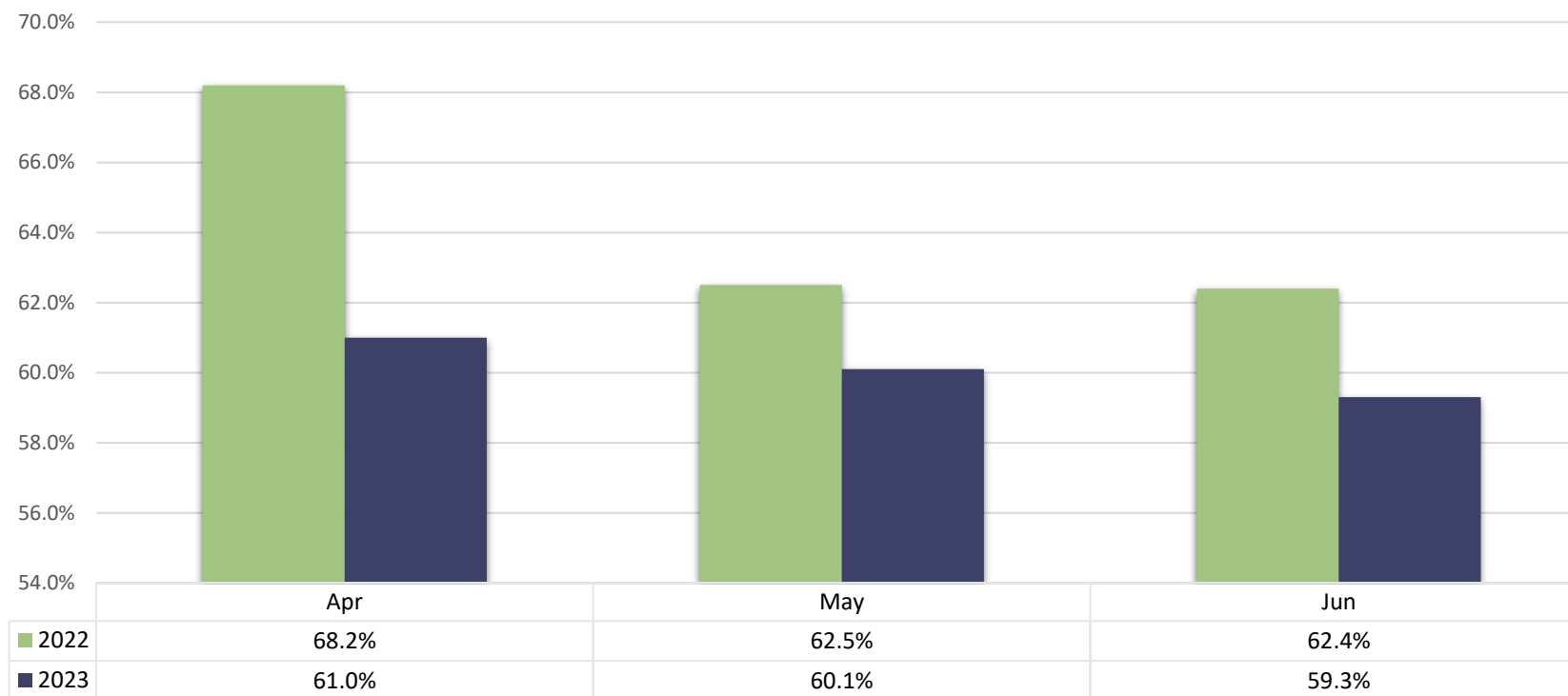
**LOUISIANA**  
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LIEUTENANT GOVERNOR  
BILLY NUNGESSER



# Louisiana Lodging

Occupancy (%) Quarterly: Yr/Yr



- Louisiana’s occupancy decreased by 3% from April to June 2023.
- Louisiana’s occupancy is down 9.2% since June 2019.
- Louisiana’s average 2<sup>nd</sup> quarter occupancy trend is 63%.

(Source: STR)

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

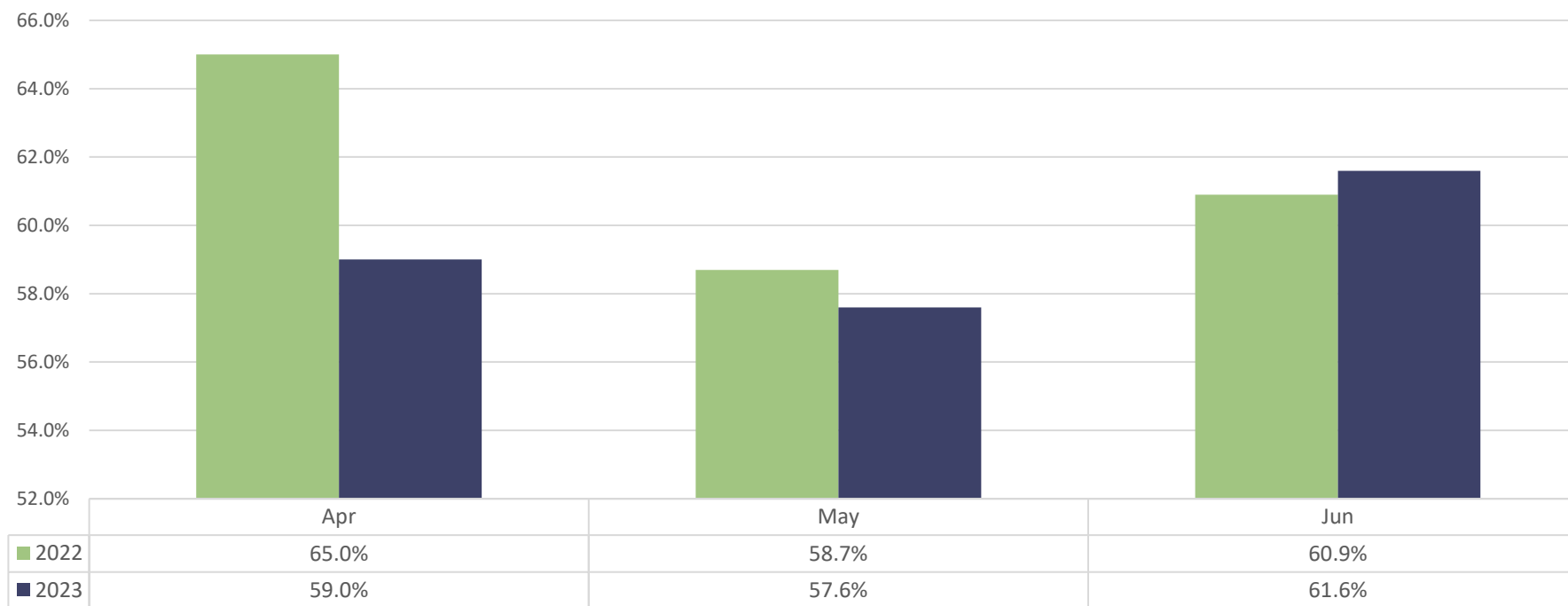


- Louisiana’s average daily rates (ADR) decreased by 12% from April to June 2023.
- ADR is grew 18% since June 2019.
- Louisiana’s average 2<sup>nd</sup> quarter ADR trend is \$122.

(Source: STR)

# Louisiana Lodging (without New Orleans)

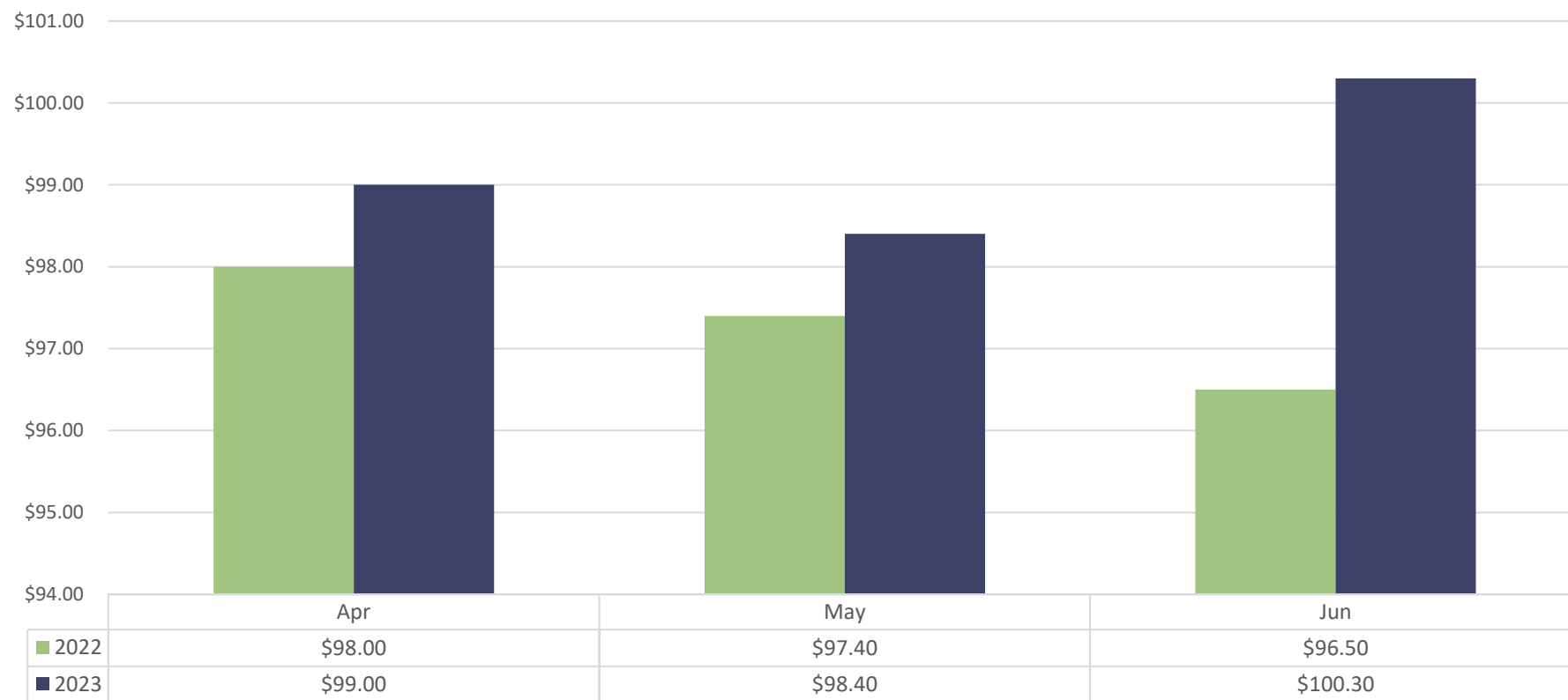
Quarterly Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, increased 4.4% from April to June 2023.
- Occupancy without New Orleans increased by 4% 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)

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

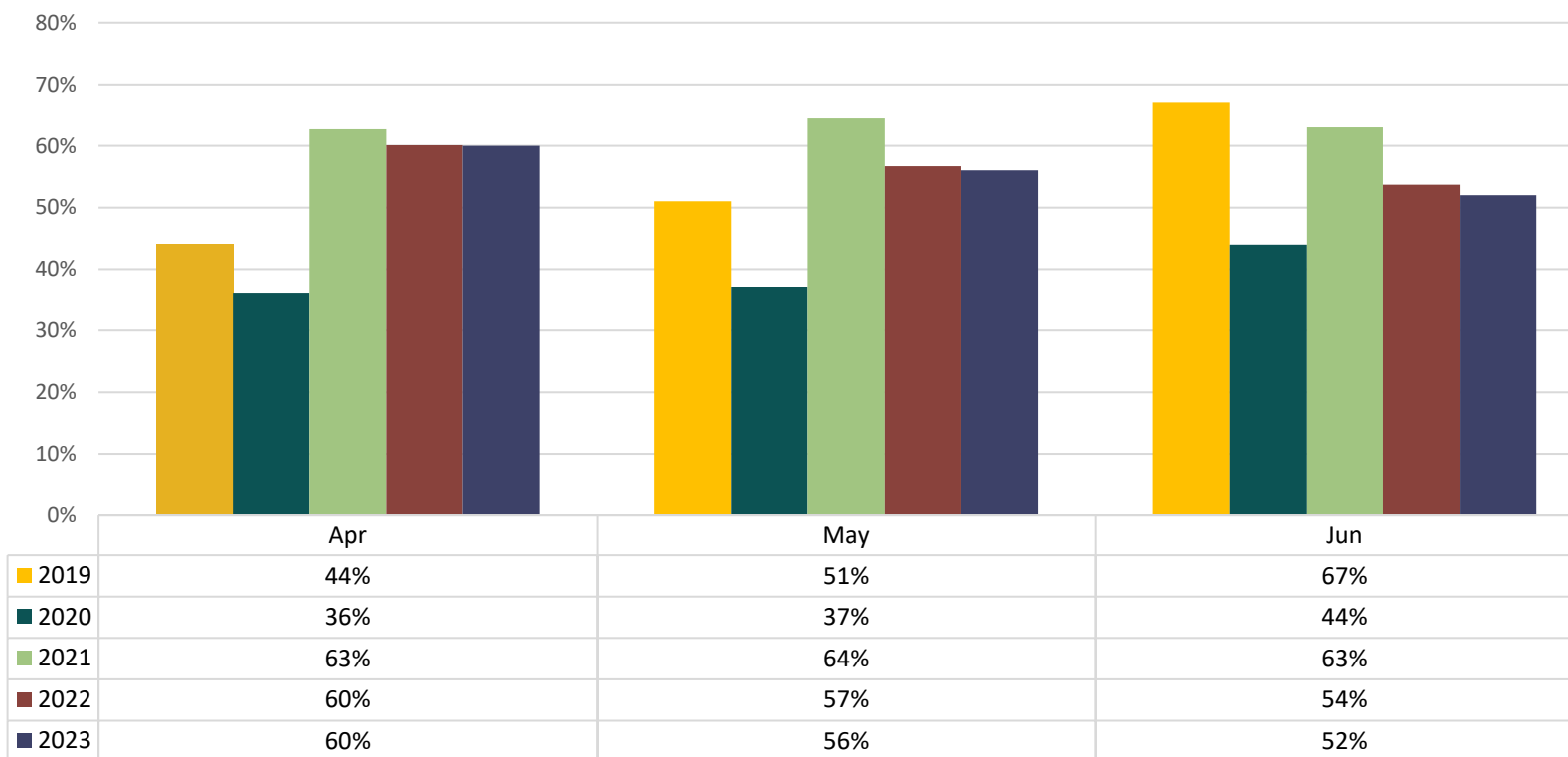


- Louisiana’s ADR, excluding New Orleans, grew 1.3% from April to June 2023.
- ADR without New Orleans increased by 0.9% over the same time frame in 2019.

(Source: STR)

# Short-Term Lodging

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



- Louisiana’s short-term lodging occupancy decreased by 13% from April to June 2023.
- June demand (nights) was up 9.7% over June 2022.

(Source: AirDNA)

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



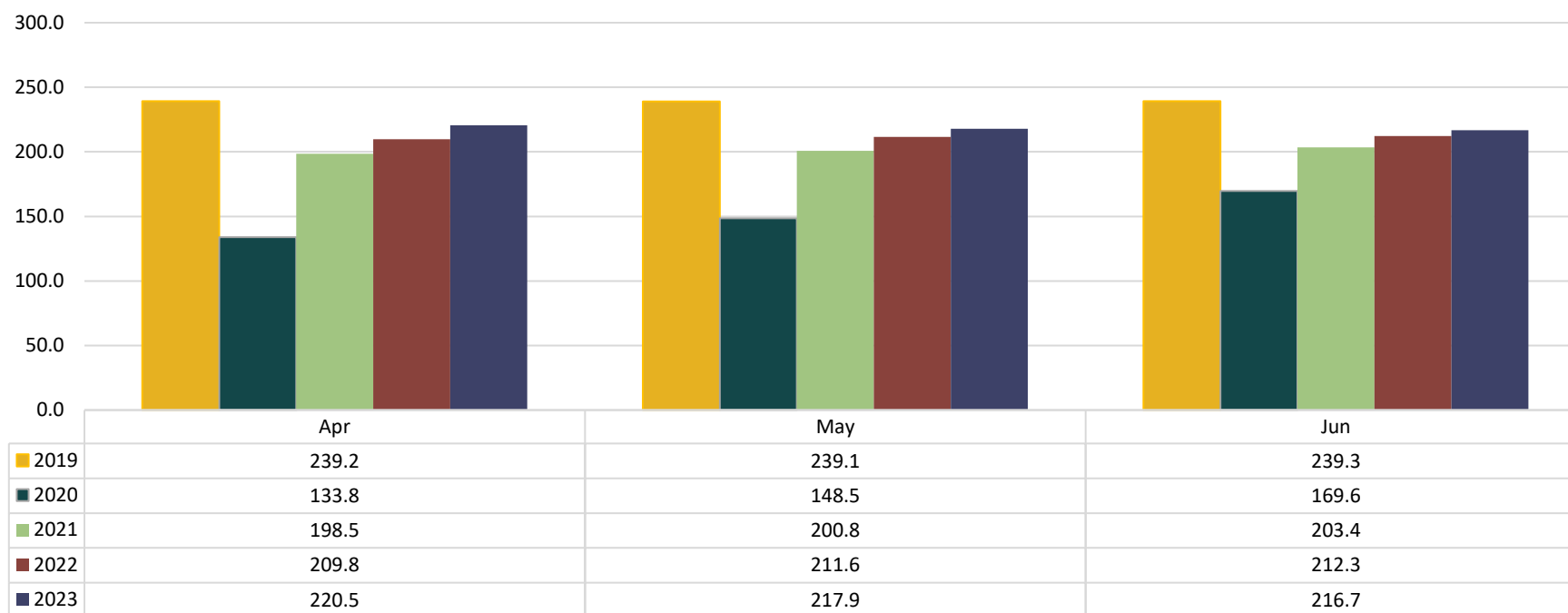
- Louisiana’s short-term lodging ADR decreased 9.4% from April to June 2023.
- Revenue grew 8.4% over June 2022.

(Source: AirDNA)

# Louisiana Tourism Jobs

*(Seasonally adjusted)*

**Quarterly Tourism Jobs (in thousands): Yr/Yr**



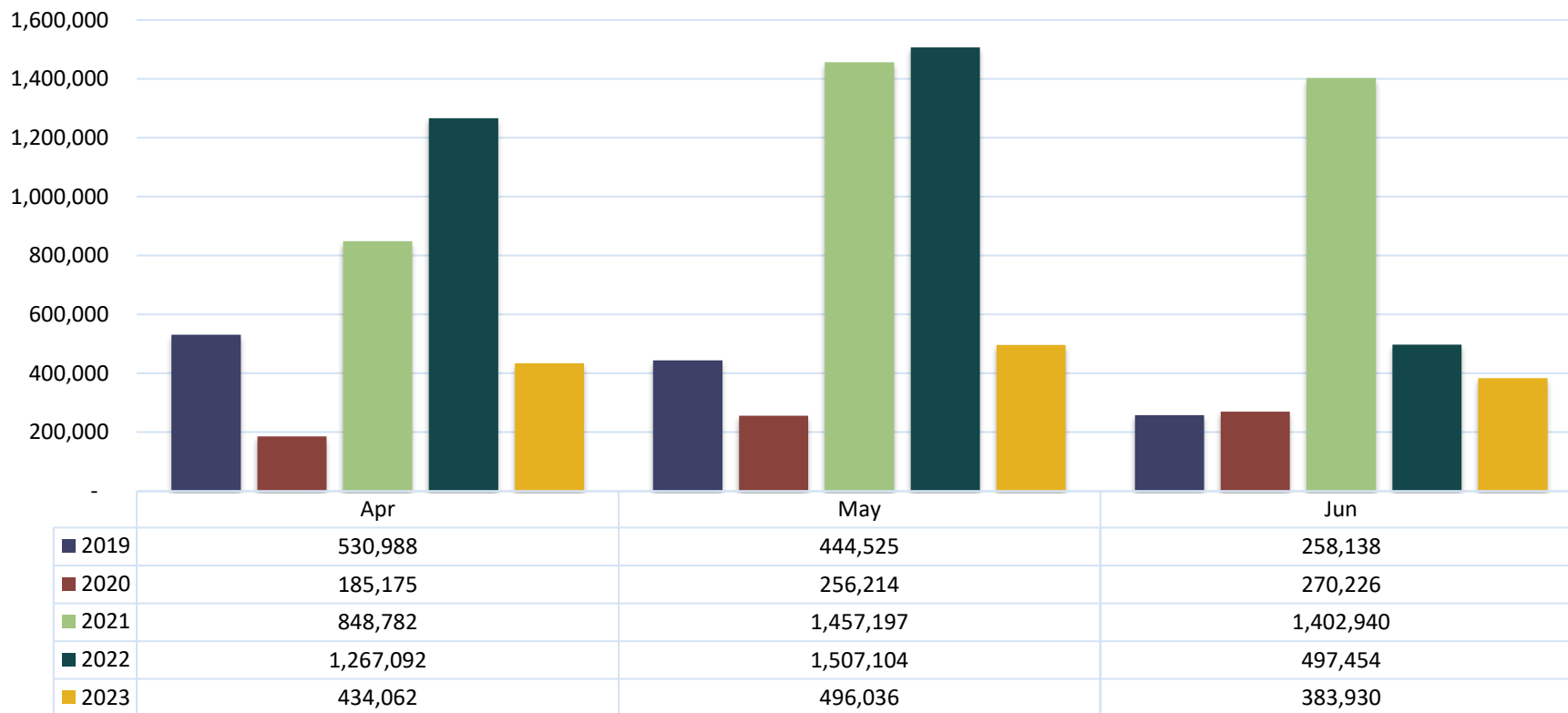
- Louisiana’s leisure & hospitality industry saw a slight 1.7% decrease in jobs from April to June 2023.
- Tourism jobs increased 2.1 % over last June.

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



# LouisianaTravel.com

LouisianaTravel.com Quarterly Visits: Yr/Yr

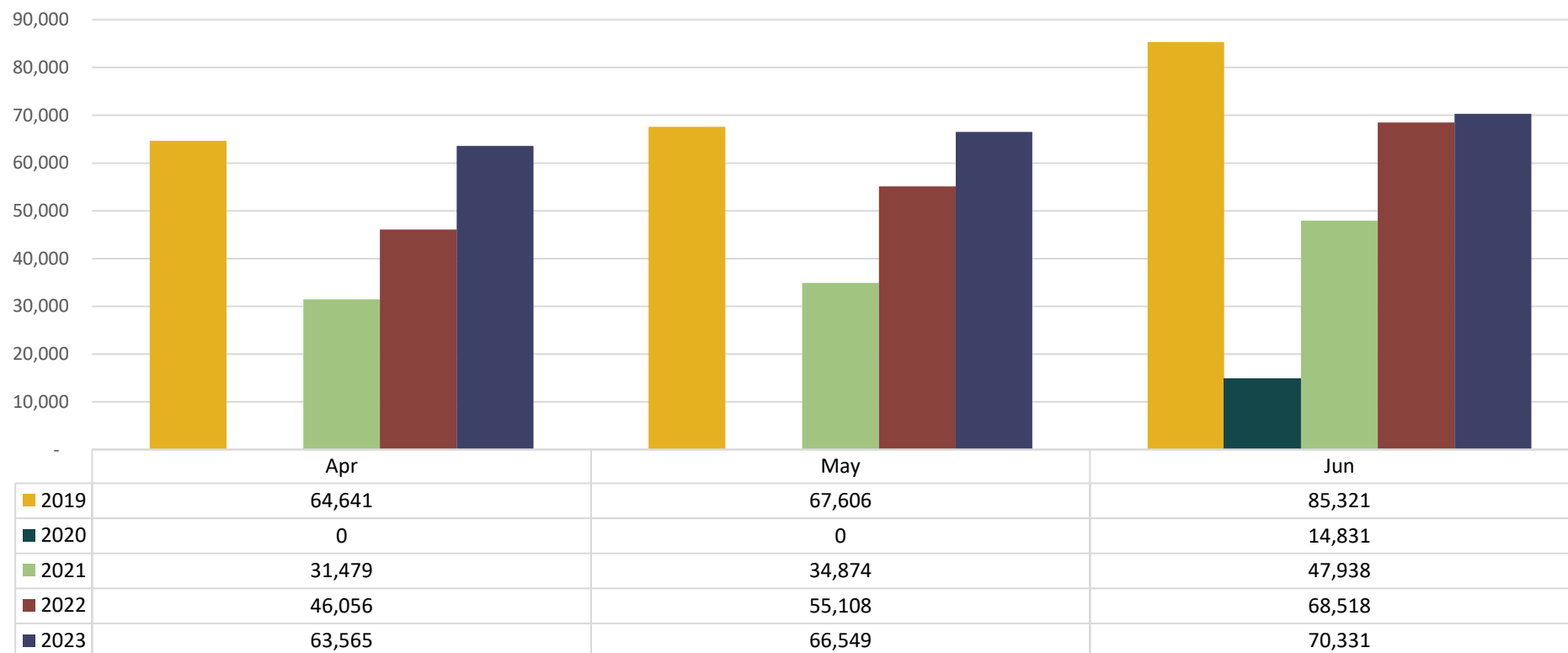


- Website visits decreased 11.5% from April to June 2023.
- Session visits are up 49% over June 2019.

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

# Welcome Centers

Welcome Centers Visitation: Quarterly Yr/Yr

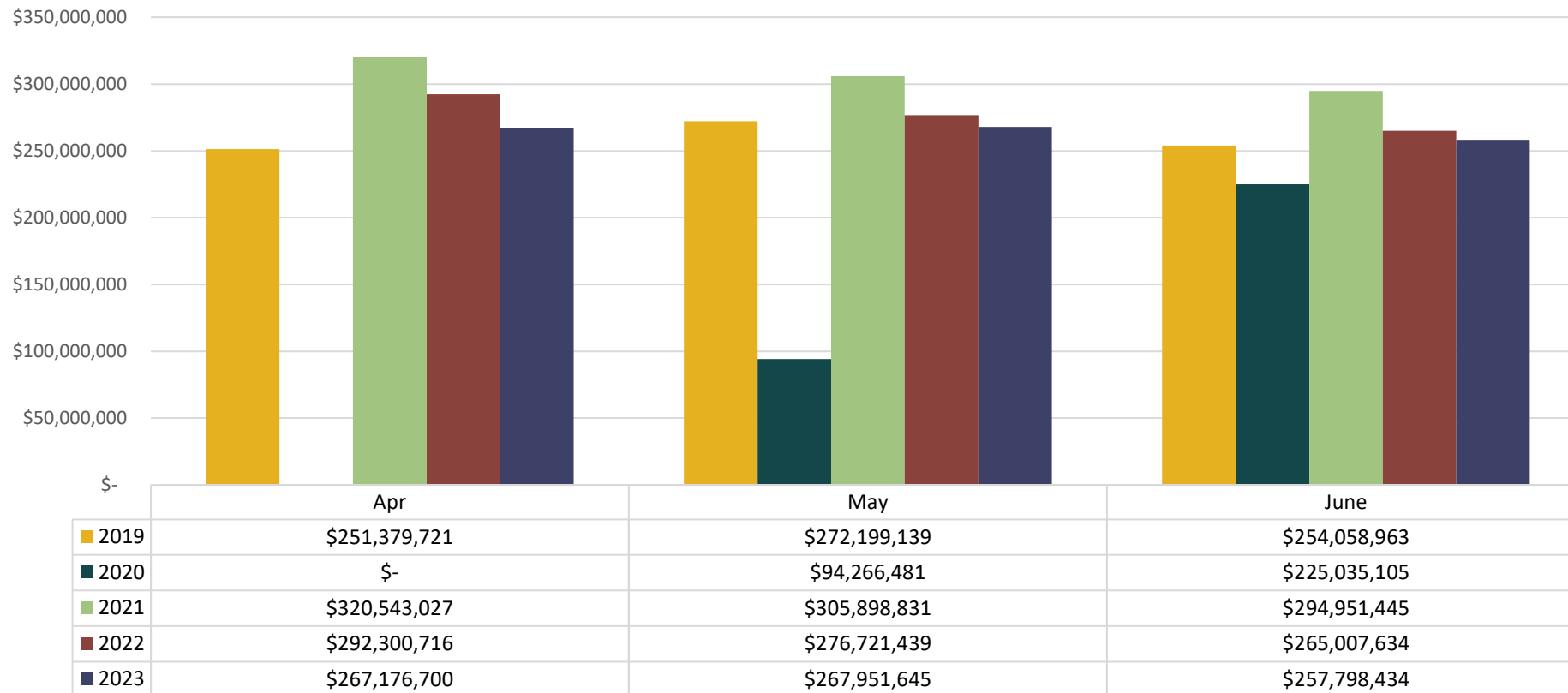


- Louisiana’s welcome centers visits increased by 10.6% from April to June 2023.

(Source: LA Welcome Centers)

# Gaming Revenue

Gaming Revenue Quarterly: Yr/Yr



- Louisiana’s gaming revenue decreased 3.5% from April to June 2023.
- Louisiana’s gaming revenue showed a 2% increase over 2<sup>nd</sup> quarter 2019.

(Source: LA State Police)

# U.S. Travel Sentiment

- 91% of Americans have travel plans in the next six months, despite economic concerns. *(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)*
- 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)*
- Just over 23% of Americans who travel report being “passionate” about food and cuisine. *(Destination Analysts)*
- 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)*
- 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)*

