

State of the Tourism Industry Monthly Report

January 2024

Created February 21, 2024

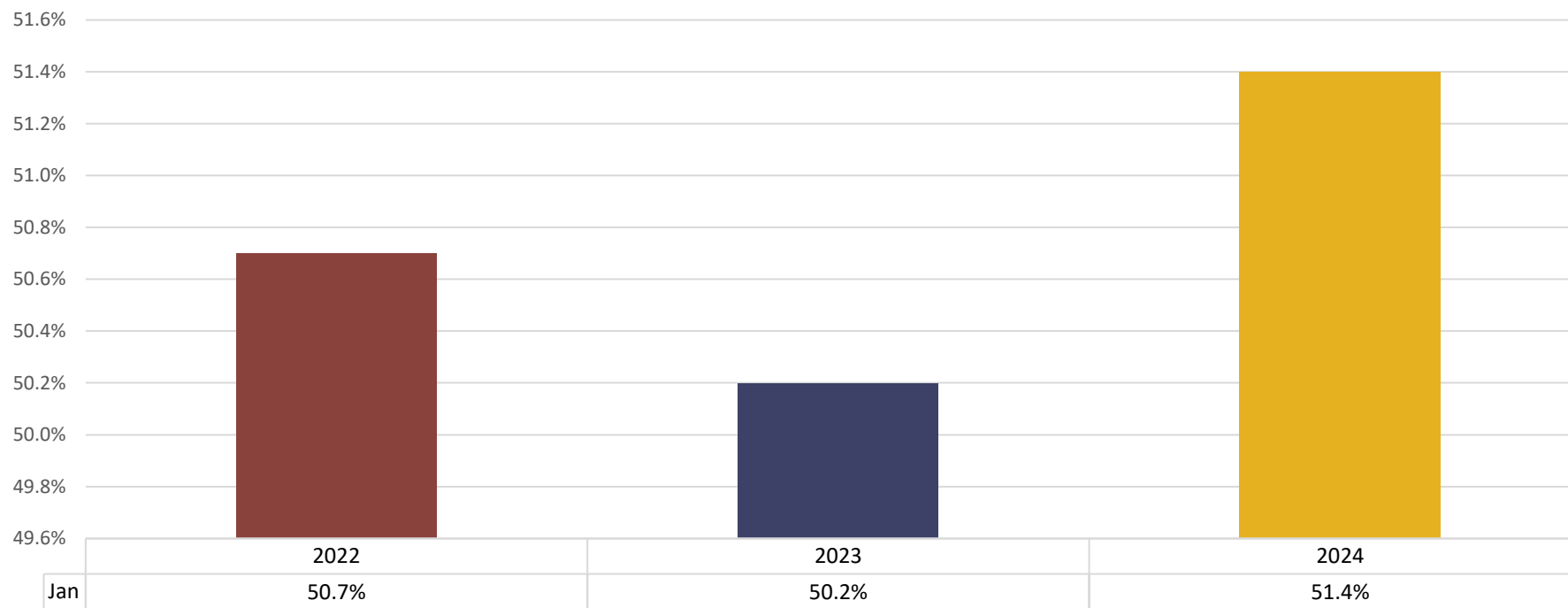


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BILLY NUNGESSER

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Louisiana Lodging

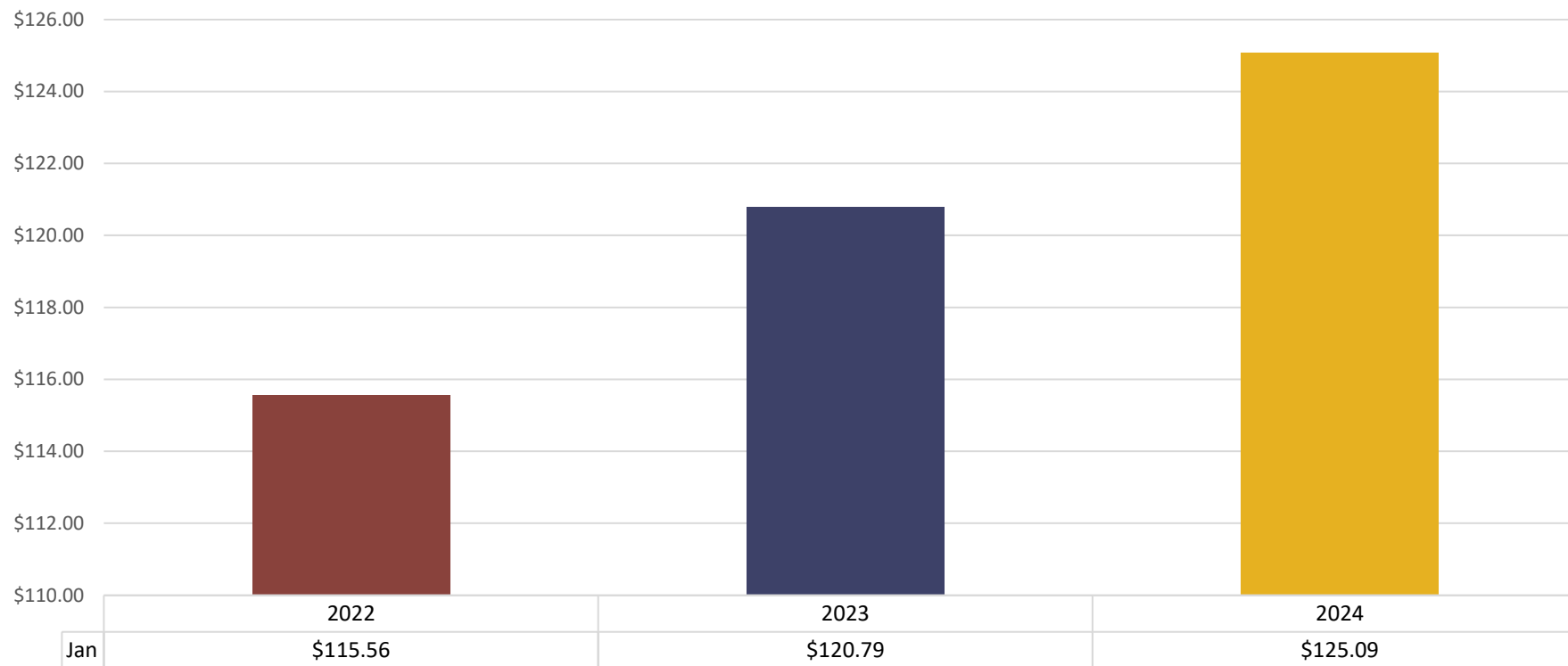
January Occupancy (%): Yr/Yr



- Louisiana’s occupancy increased 2.4% over January 2023.
- Since last month (December), occupancy was up 1.6%.
- Occupancy is down 7% since January 2019.

(Source: STR)

January ADR (\$): Yr/Yr

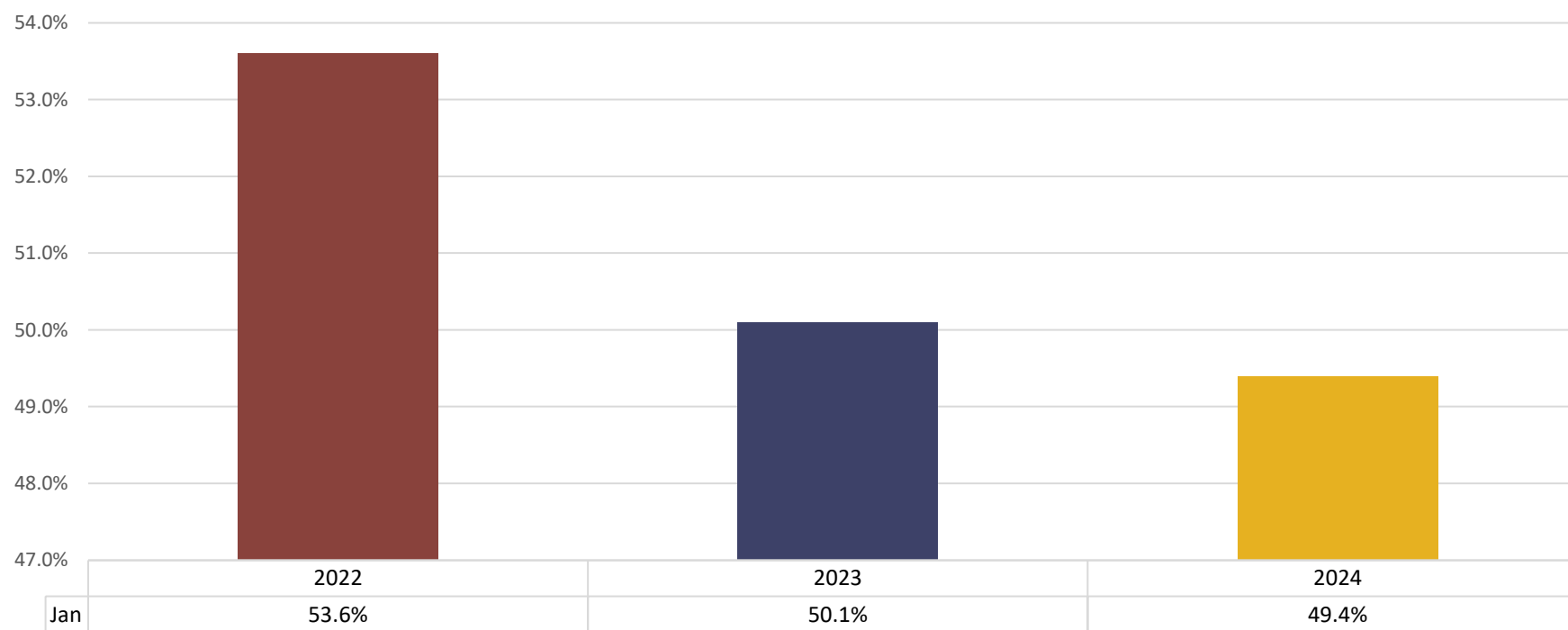


- Louisiana’s average daily rates (ADR) increased 3.6% over January 2023.
- Since last month (December), ADR was down 1%.
- ADR has grown 16% since January 2019.

(Source: STR)

Louisiana Lodging (without New Orleans)

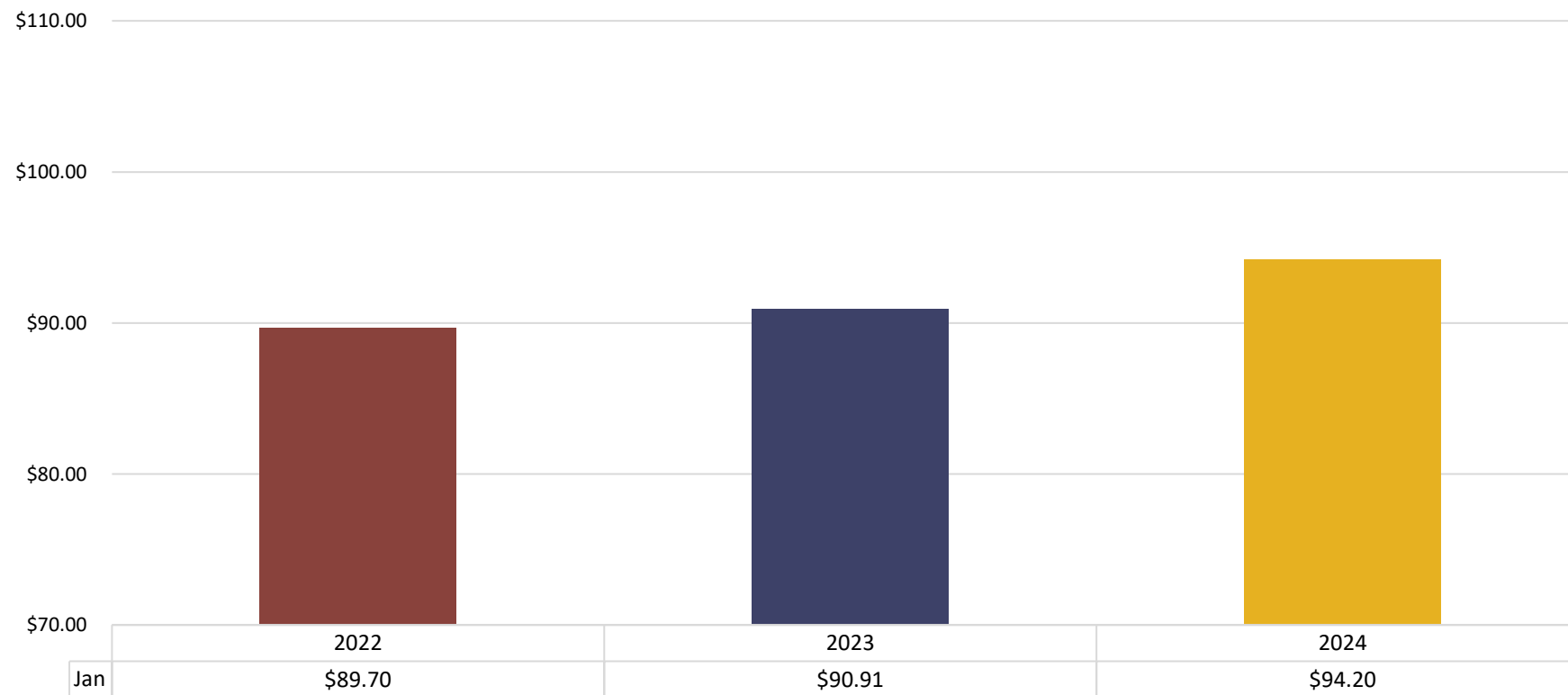
January Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 1.4% over January 2023.
- Louisiana’s occupancy, excluding New Orleans, is down 2% since January 2019.

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

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

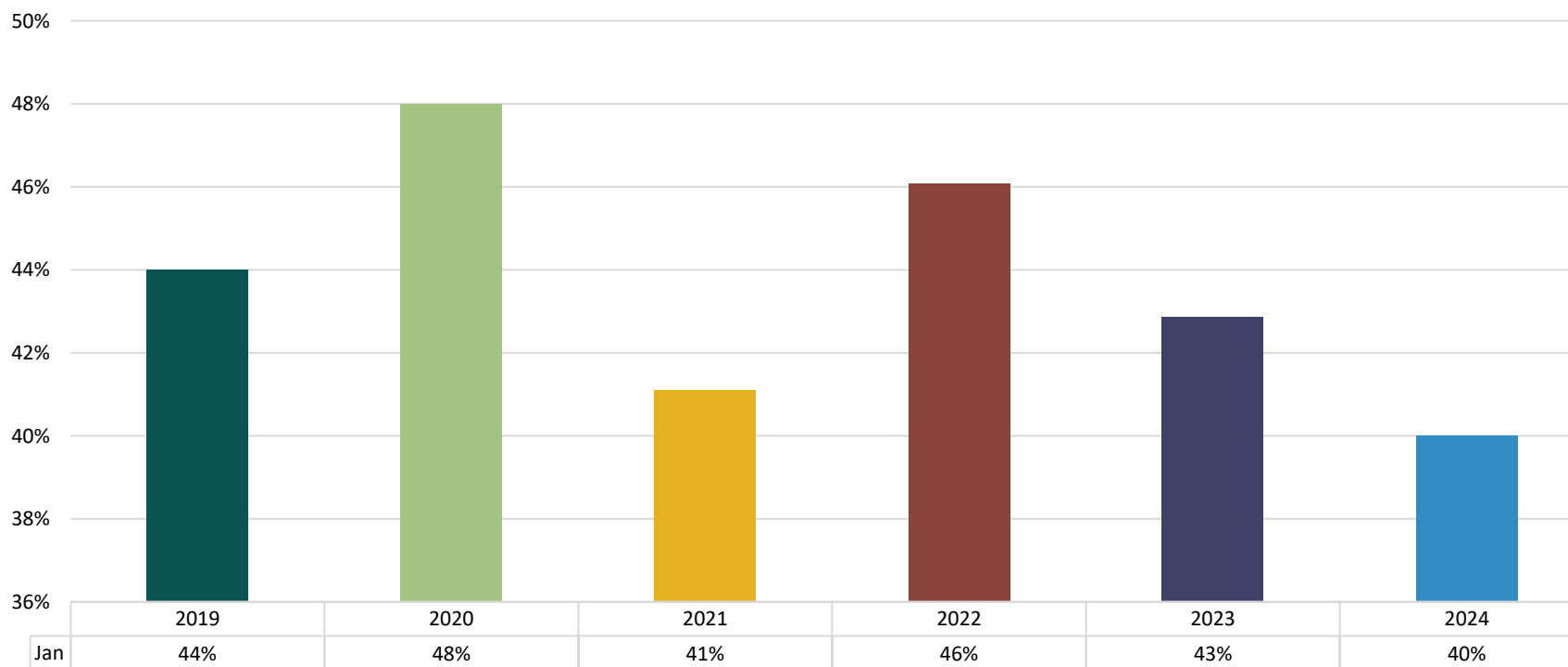


- Louisiana’s ADR, excluding New Orleans, increased 4% over January 2023.
- Louisiana’s ADR, excluding New Orleans, has grown 20% since January 2019.

(Source: STR)

Louisiana Short-Term Lodging

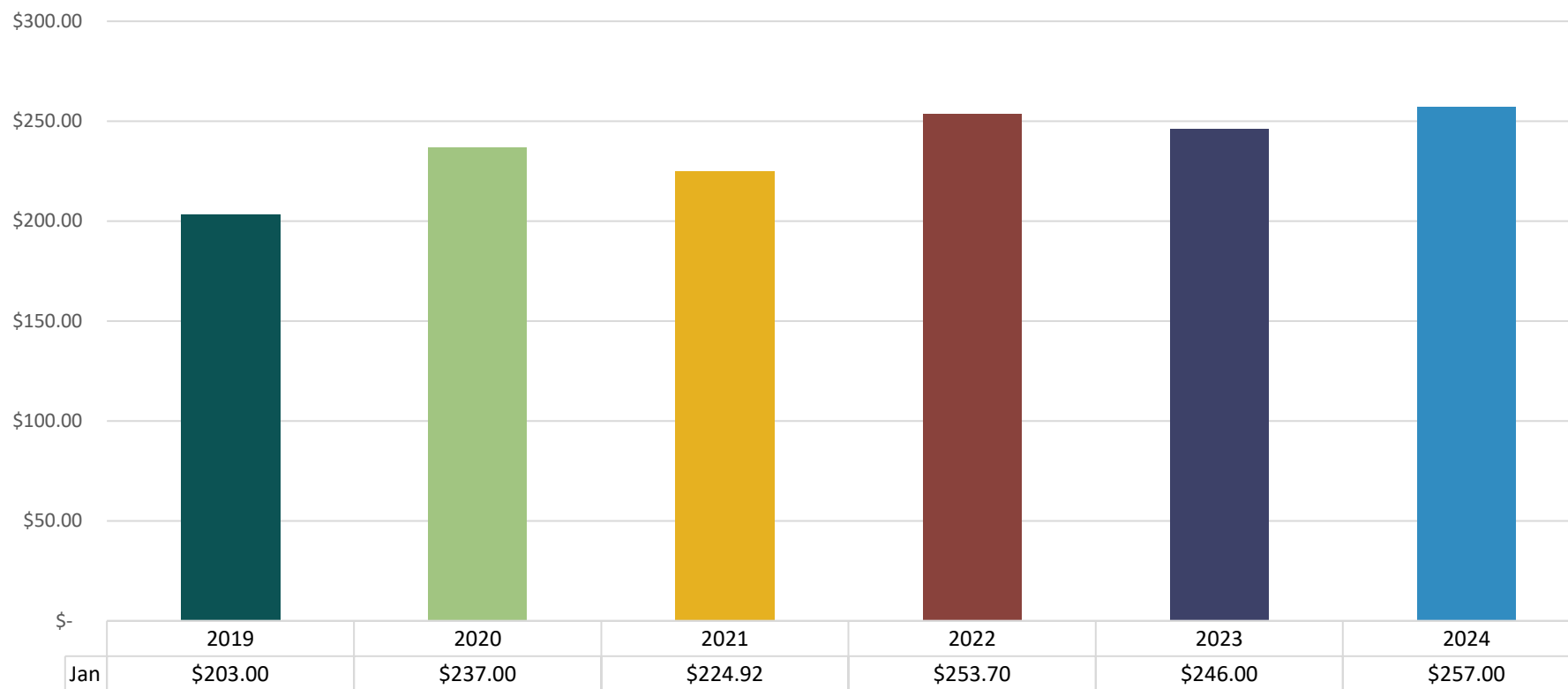
January Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana's short-term lodging occupancy decreased 5.8% over January 2023.
- Since last month (December), short-term lodging occupancy is down 13%.

(Source: AirDNA)

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

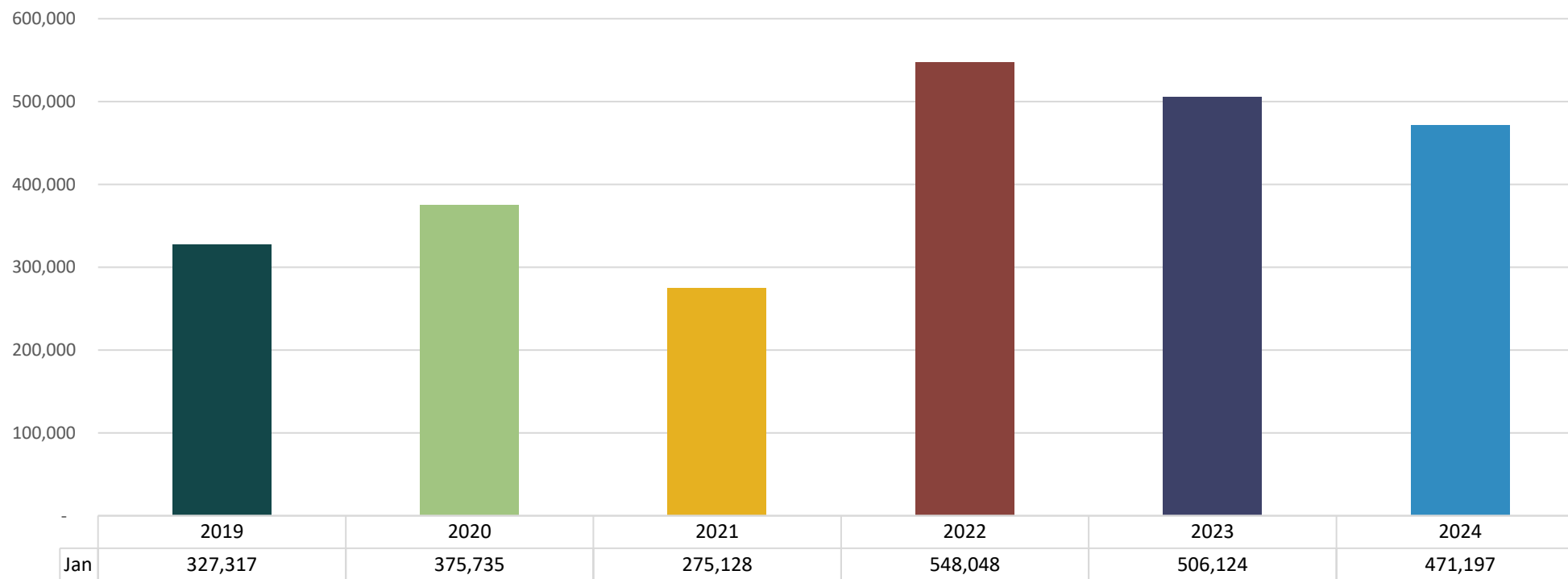


- Louisiana’s short-term lodging ADR grew 4.7% over January 2023.
- Since last month (December), short-term lodging ADR decreased 4.8%.
- Short-term lodging ADR is up 27% since December 2019.

(Source: AirDNA)

ExploreLouisiana.com

January Website Visits: Yr/Yr

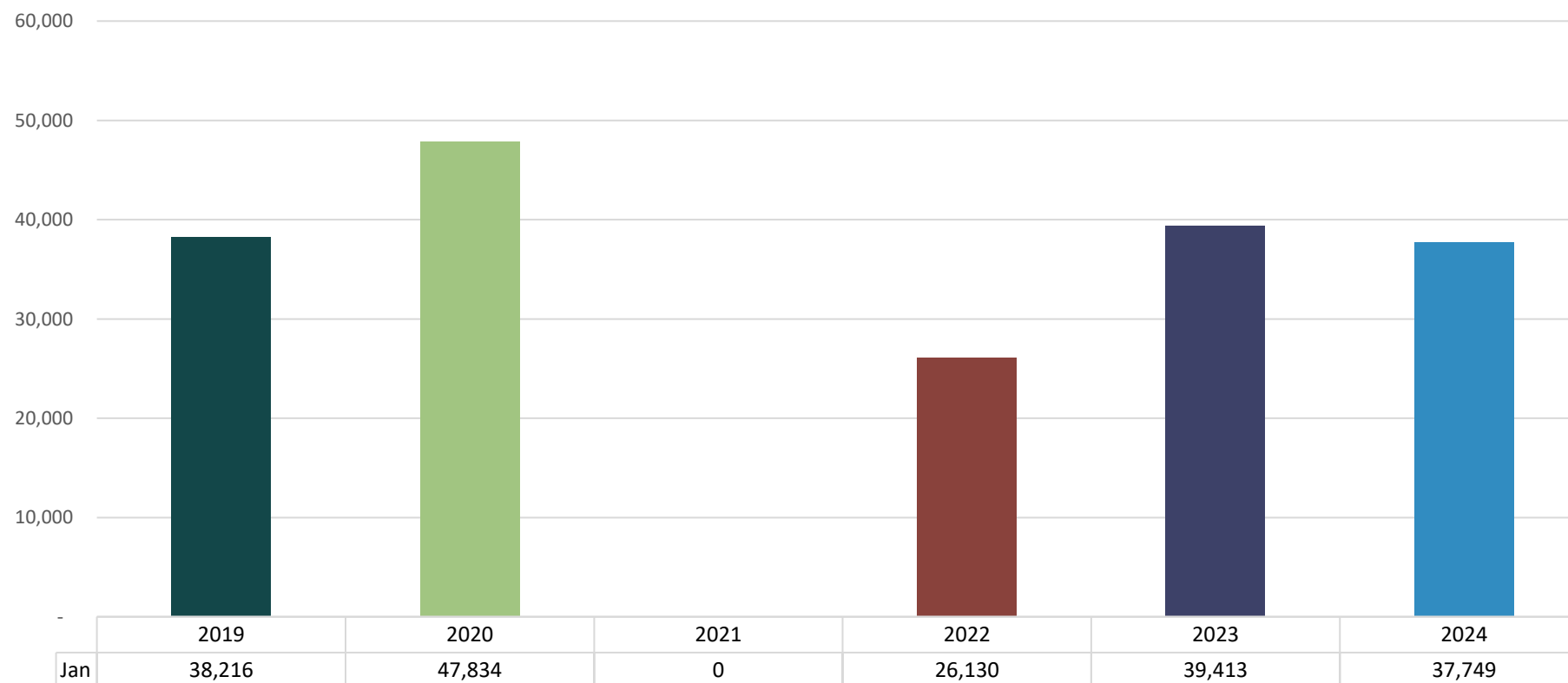


- Website sessions decreased 7% over January 2023.
- Sessions are up 44% over January 2019.

(Source: Google Analytics & Miles Media)

Louisiana Welcome Centers

January Welcome Centers Visitation: Yr/Yr

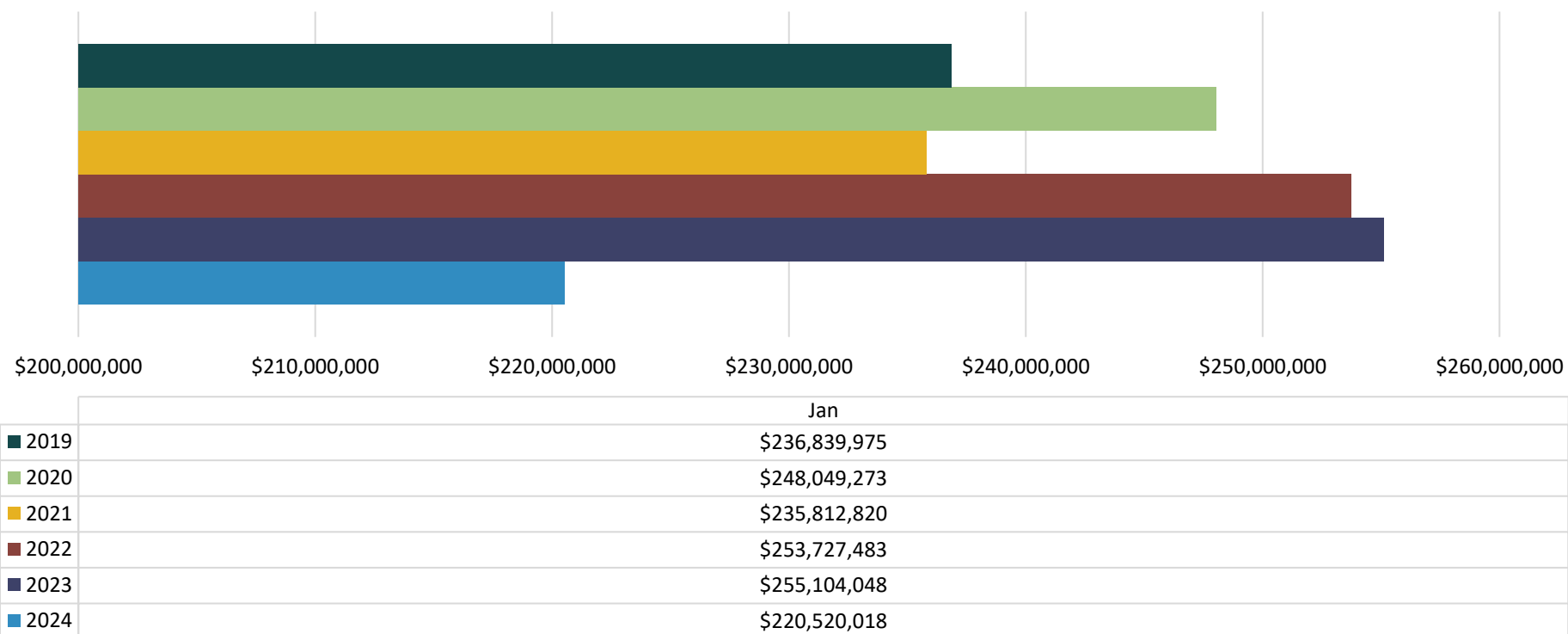


- Louisiana welcome centers had a 4% decrease in visitation over January 2023.

(Source: LA Welcome Centers)

Louisiana Gaming Revenue

January Gaming Revenue: Yr/Yr



- Louisiana’s gaming revenue was down 14% over January 2023.

(Sources: LSP – Gaming Enforcement Division)

Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.08 billion in December 2023, resulting in a 0.8% increase over last December. *(Tourism Economics)*
- Nearly 15.2 million total passengers arrived and departed Louisiana airports in 2023, an 8% increase over 2022. *(Louisiana Airports)*
- 93% of travelers planning trips during the next six months, the highest level since March 2023. *(Longwoods International)*
- The average American traveler anticipates they will take 3.6 leisure trips in the next year. *(Future Partners)*
- \$863.9 billion leisure travel spending in the U.S. is forecasted for 2024, a 4.6% increase over 2023. *(USTA)*