

# State of the Tourism Industry Monthly Report

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February 2024

Created March 21, 2024

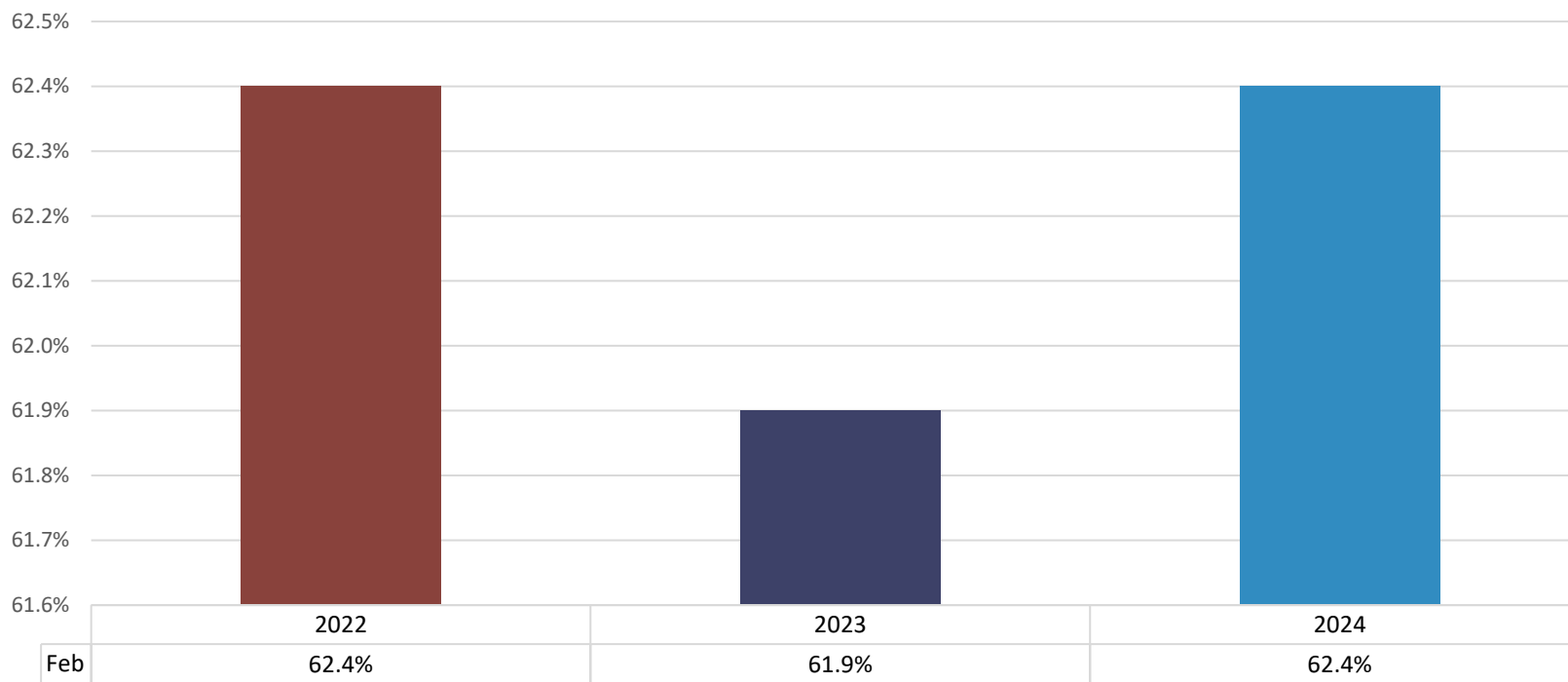


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# Louisiana Lodging

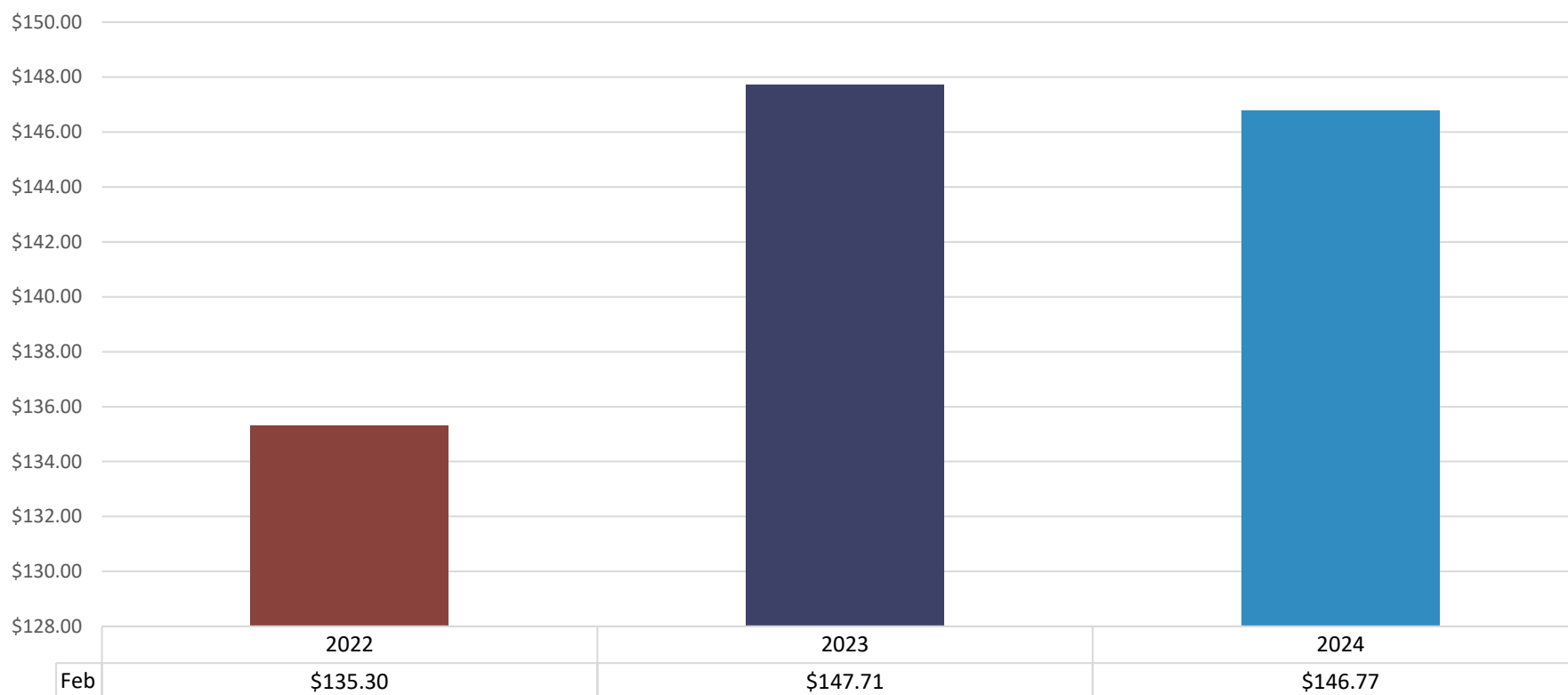
February Occupancy (%): Yr/Yr



- Louisiana's occupancy increased 0.8% over February 2023.
- Since last month (January), occupancy was up 21.4%.
- Demand (rooms sold) increased 1.2% over last year.

(Source: STR)

### February ADR (\$): Yr/Yr

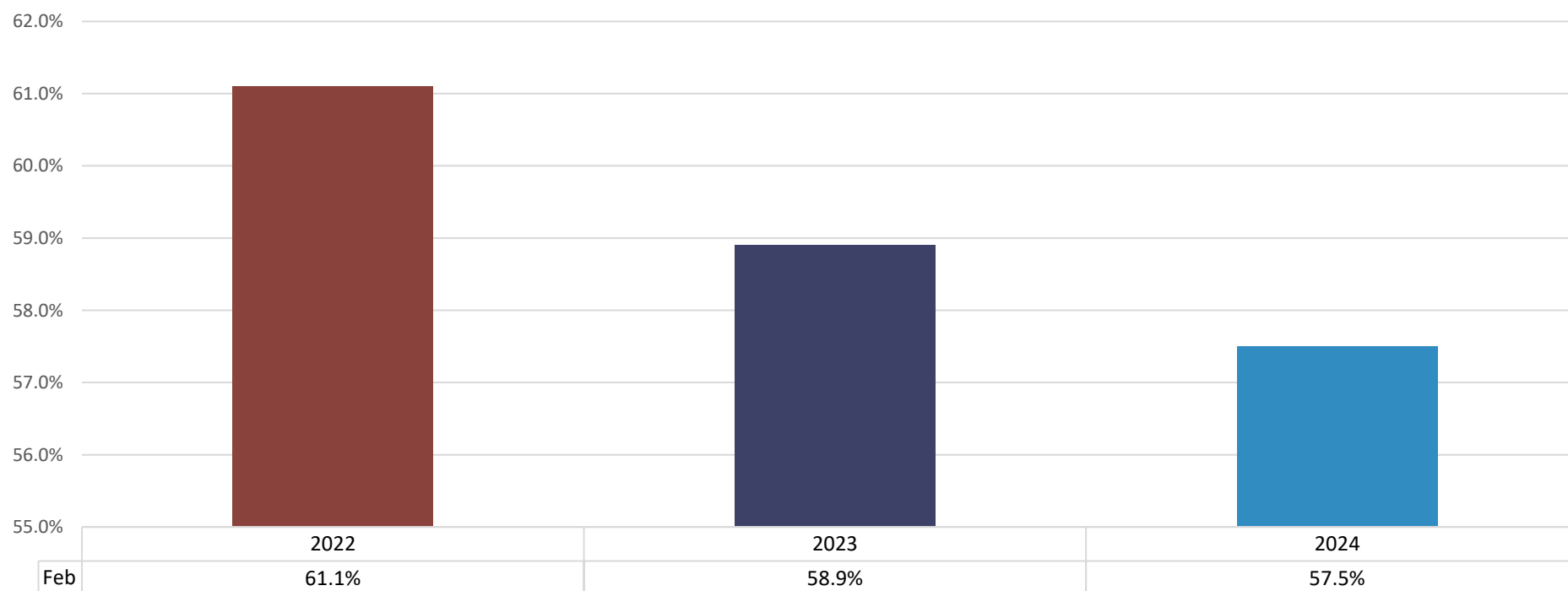


- Louisiana’s average daily rates (ADR) decreased 0.6% over February 2023.
- Since last month (January), Louisiana’s ADR grew 17%.
- Louisiana’s RevPar (revenue per available room) is up 0.2% over last February.

(Source: STR)

# Louisiana Lodging (without New Orleans)

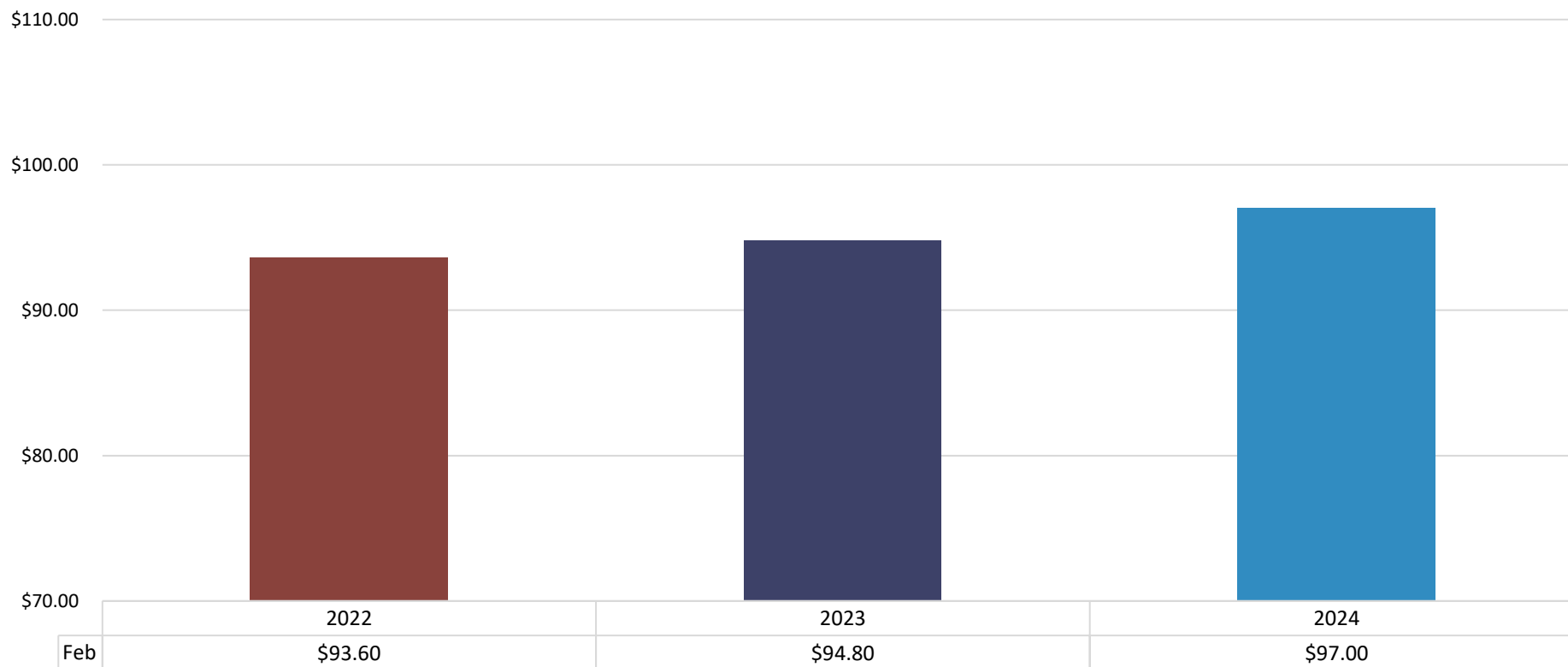
February Occupancy (%) without NOLA: Yr/Yr



- Louisiana’s occupancy, excluding New Orleans, decreased 2.4% over February 2023.
- Louisiana’s occupancy, excluding New Orleans, is down 1% since February 2019.

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

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

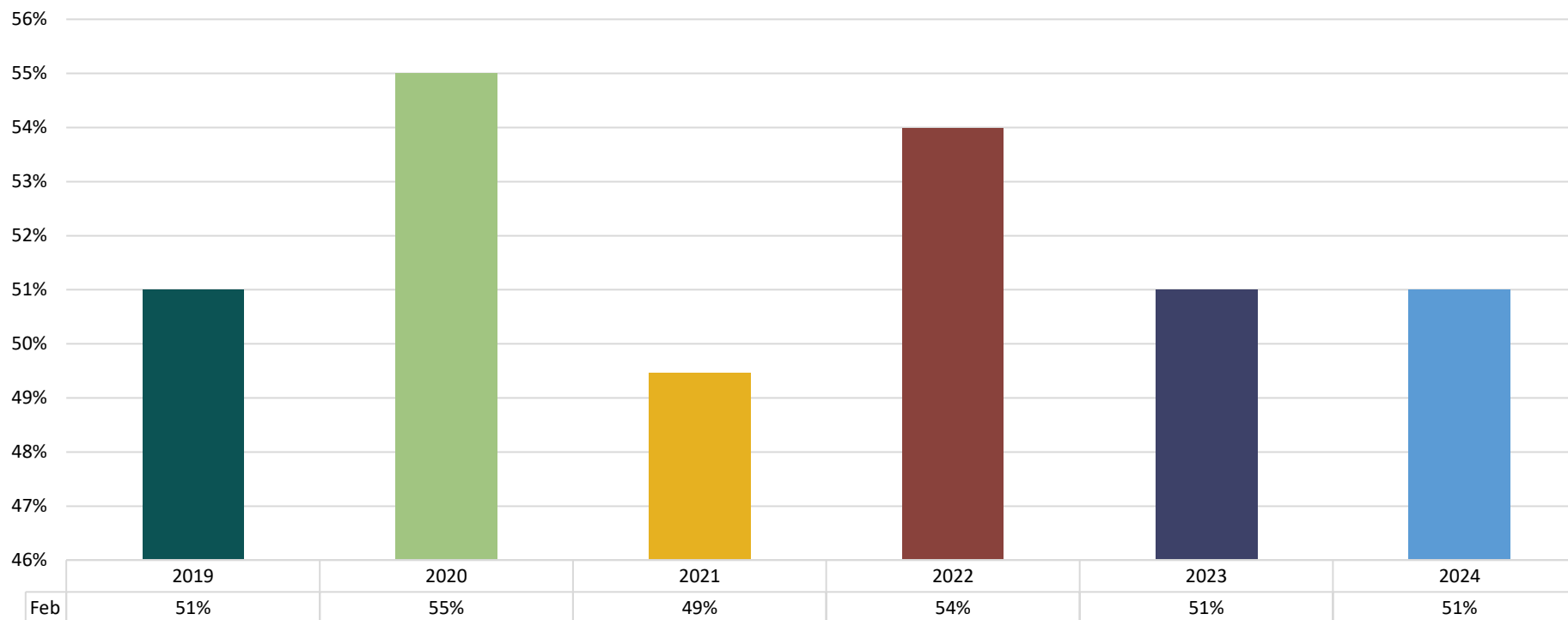


- Louisiana’s ADR, excluding New Orleans, grew 2.3% over February 2023.
- Since last month (January), Louisiana’s ADR, excluding New Orleans, was up 3%.

*(Source: STR)*

# Louisiana Short-Term Lodging

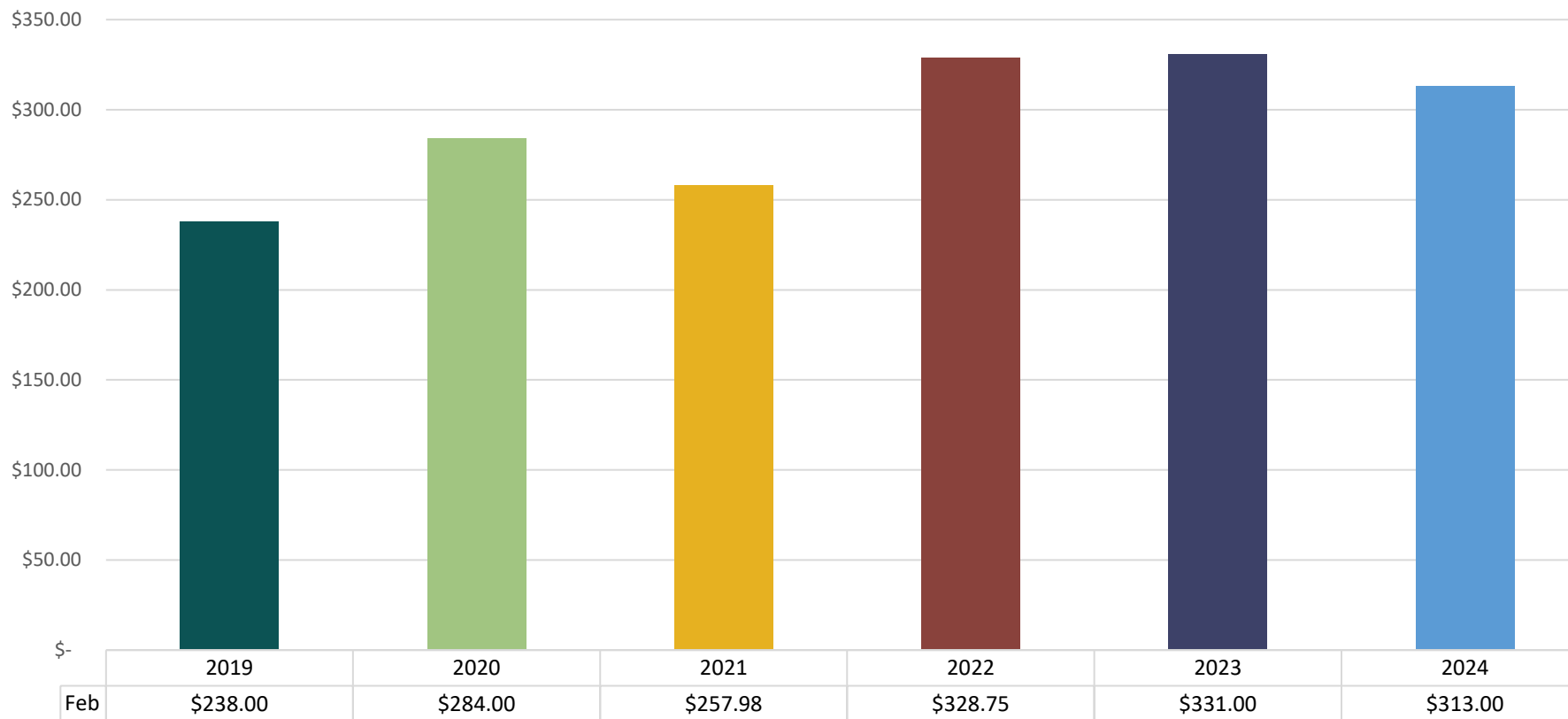
February Short-Term Rental Occupancy (%): Yr/Yr



- Louisiana’s short-term lodging occupancy is flat over February 2023.
- Since last month (January), short-term lodging occupancy increased 27.5%.

(Source: AirDNA)

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

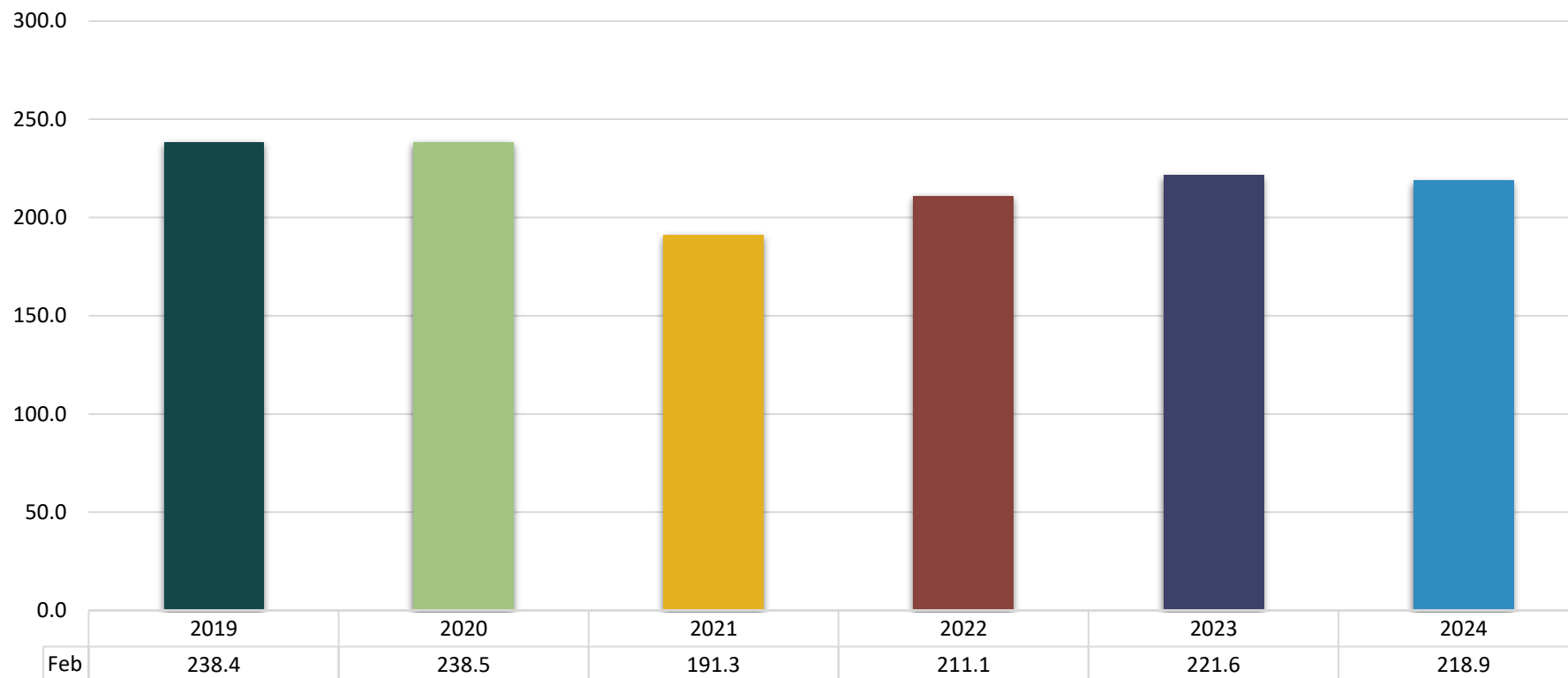


- Louisiana's short-term lodging ADR is down 5.3% over February 2023.
- Since last month (January), short-term lodging ADR grew 21.8%.

(Source: AirDNA)

# Louisiana Leisure & Hospitality Jobs

February Tourism Jobs (in thousands): Yr/ Yr



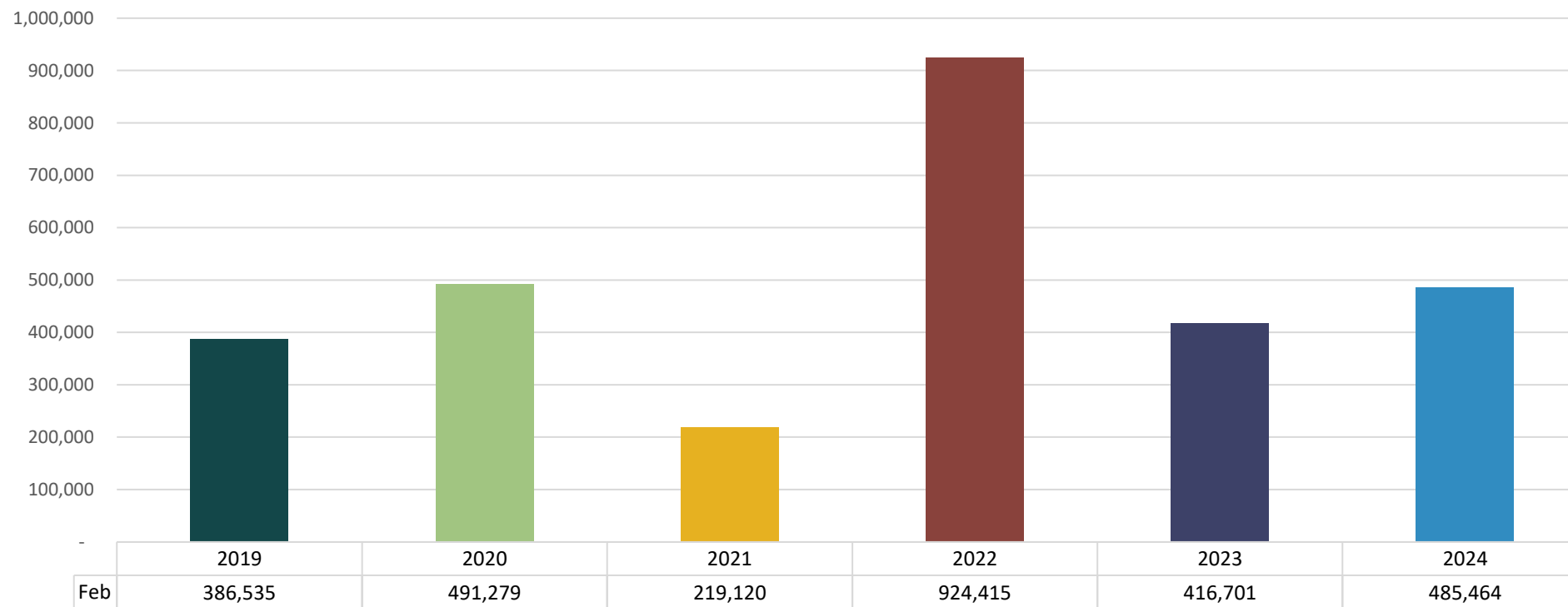
- Louisiana’s leisure & hospitality employment decreased 1.2% with a loss of 2,700 jobs over February 2023.
- Arts, Entertainment & Recreation gained 1,200 jobs year-over-year.

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



# ExploreLouisiana.com

February Website Visits: Yr/Yr

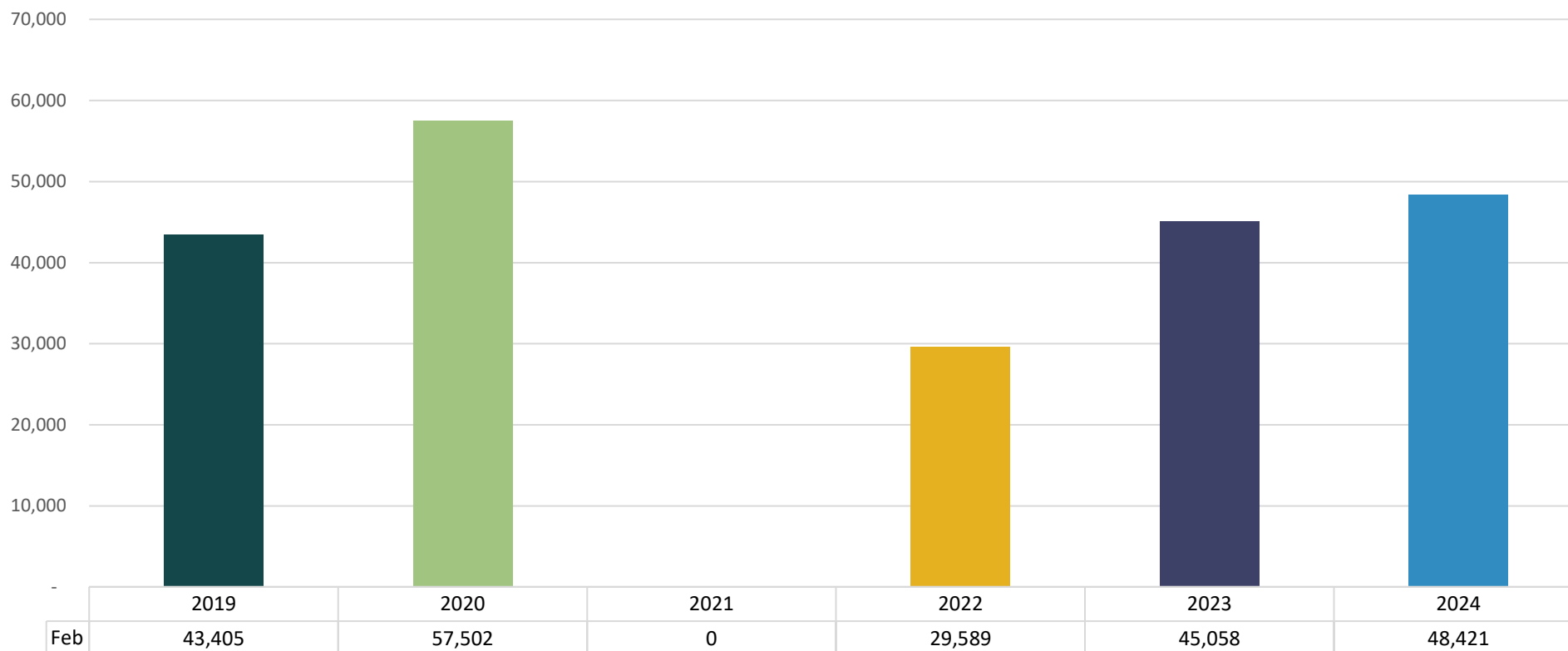


- Website sessions increased 17% over February 2023.
- Engaged sessions are up 0.6% year over year.

*(Source: Google Analytics & Miles Media)*

# Louisiana Welcome Centers

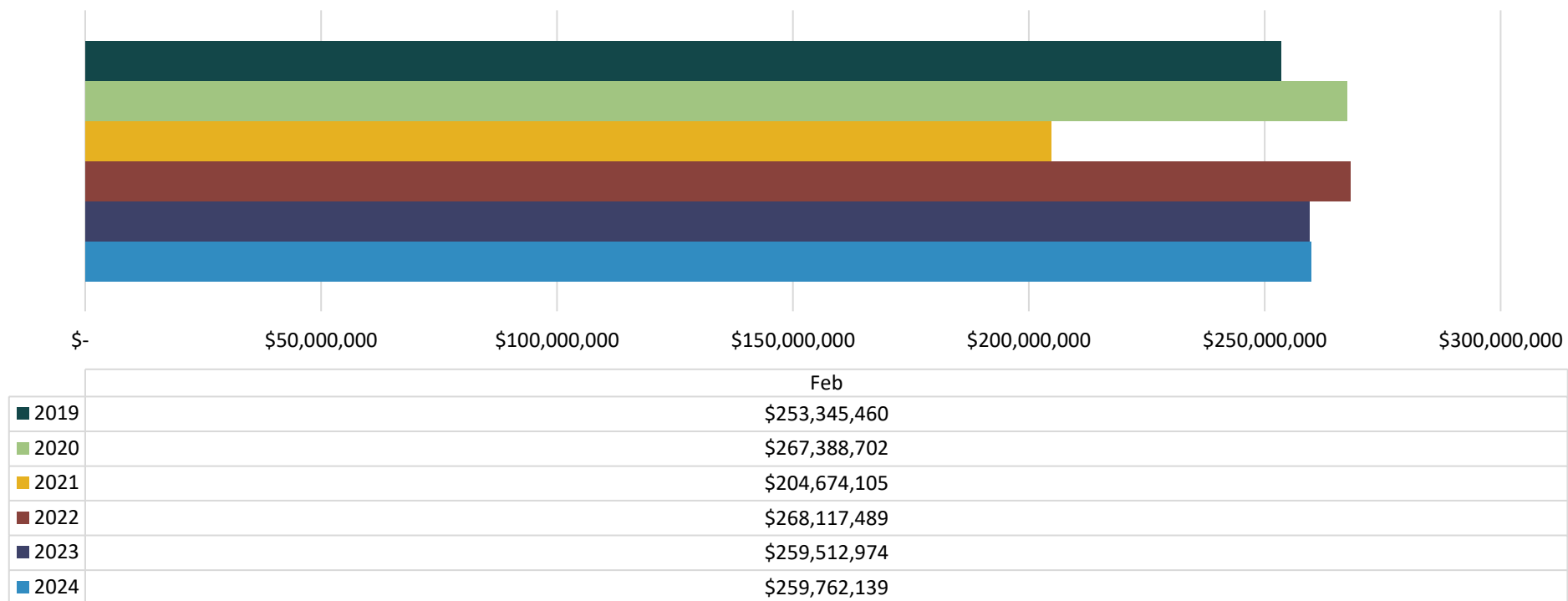
February Welcome Centers Visitation: Yr/Yr



- Louisiana welcome centers had a 7% increase in visitation over February 2023.
- Welcome centers visitation is up 12% since February 2019.

# Louisiana Gaming Revenue

February Gaming Revenue: Yr/Yr



- Louisiana’s gaming revenue was slightly up 0.1% over February 2023.

(Sources: LSP – Gaming Enforcement Division)

# Louisiana Economic Impact and U.S. Travel Sentiment

- Louisiana's travel spending generated \$1.07 billion in January 2024, resulting in a 5.8% increase over last January and a 0.7% increase since 2019. *(Tourism Economics)*
- Nearly half of American travelers (44%) will explore a city for their next leisure trip. *(Longwoods International)*
- One out of five (22%) American travelers say they are planning to travel to see the eclipse on April 8<sup>th</sup>, with 14% of them indicating they expect to travel greater than 50 miles to view this rare event, which literally means millions of travelers. *(Longwoods International)*
- 21.8% of business convention travelers expect their company's business travel volume to increase over the next 12 months. *(Future Partners)*
- Over half of travelers (64%) are interested in experiencing signature local events while traveling. This interest escalates further when these events are centered around food, drinks and music. *(Future Partners)*
- New Orleans (24.4%) is in the top 5 of U.S. destinations that Americans would consider visiting in the next 3-5 years. *(YouGov)*