



Lt. Governor Billy Nungesser State of the Tourism Industry Report

2019

Lodging

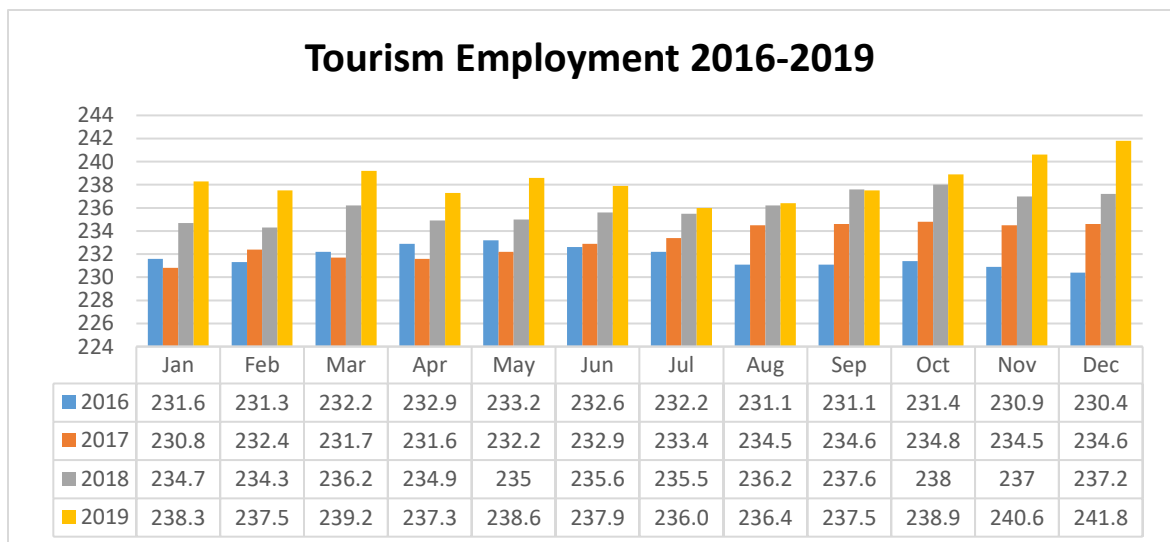
Occupancy

- Louisiana’s occupancy remained flat over 2019.
- At the end of 2019, Louisiana had 101,090 rooms statewide, an increase of 1.5 percent year over year.

ADR

- Average daily rates (ADR) decreased by 0.4 percent over 2018.
- Room revenue generated from sale of rooms (RevPAR) was down 0.4 percent over 2018.

Tourism Jobs (Seasonally adjusted)



- Louisiana leisure & hospitality employment ended 2019 with a 2 percent increase year over year, adding 3,500 new-tourism related jobs since the beginning of the year.
- Employment has seen a 5 percent increase in tourism-related jobs over 2016.

LouisianaTravel.com

- Website traffic sessions (visits) increased 20 percent year over year.
- In the last four years, over 15 million website sessions have occurred on LouisianaTravel.com and increased 20 percent.
- Average time on website is 1.46 minutes, a slight decrease over last year.
- Pageviews increased 17 percent year over year.

Welcome Centers

- Top 5 International Welcome Centers Visitors in 2019:
Mexico, Canada, France, UK, & Germany.
- Uptick of 137 percent in welcome centers visitors from Katy, TX with 5,526 total visitors in 2019.
 - Top 5 States – TX, MS, FL, AL, and GA

International Visitation

- Preliminary 2019 data shows a 3 percent growth in international visitation to Louisiana.
- Overseas visitation to Louisiana increased 1.3 percent over 2018.

Enplanements

- Lafayette Regional airport had the largest growth of 18 percent in enplanements over 2018.

Bayou Krewe

- 2,803 signups through 2019, for a new lifetime total of 11,545.
- Images tagged with #OnlyLouisiana on Instagram through 2019 were 47,780, making a new lifetime total of 183,000.

Louisiana Successes

- LOT was awarded an ADDYs (American Advertising Award) for the Best of Campaigns for Today You're In Louisiana from American Advertising Federation.
- LSU won the 2020 BCS National Championship with an undefeated season.

- In November, Newsweek recognized Baton Rouge as a mecca for acoustic music, and rated the Red Dragon Listening Room as the No. 1 location in the world in the category of acoustic music.
- Parish Brewing Company in Broussard won a gold medal at the 2019 Great American Beer Festival (GABF) competition recently held in Denver, Colorado.
- Fourteen Louisiana acts have been nominated for 21 awards at the 62nd annual Grammy celebration, scheduled for January 26.
- In December, New Orleans was ranked the best long haul city by Which? Travel's survey of the world's best cities.
- New Orleans was voted 3rd in the South's Best City by Southern Living, 2019.
- Natchitoches was voted 8th in the Best Small Towns in Every State by Southern Living, 2019.
- Breaux Bridge was voted 7th in the South's Best Food Towns by Southern Living, 2019.
- New Orleans was voted 8th in the Top 25 U.S. Destinations by TripAdvisor Travelers' Choice, 2019.
- Hambone (Mandeville) won Louisiana's Best Gumbo by 10 Best USA Today Readers' Choice, 2019.
- New Orleans Jazz & Heritage Festival ranks 4th in Best Cultural Festival by 10 Best USA Today Readers' Choice, 2019.