

Lt. Governor Billy Nungesser

State of the Tourism Industry Annual Report

2021

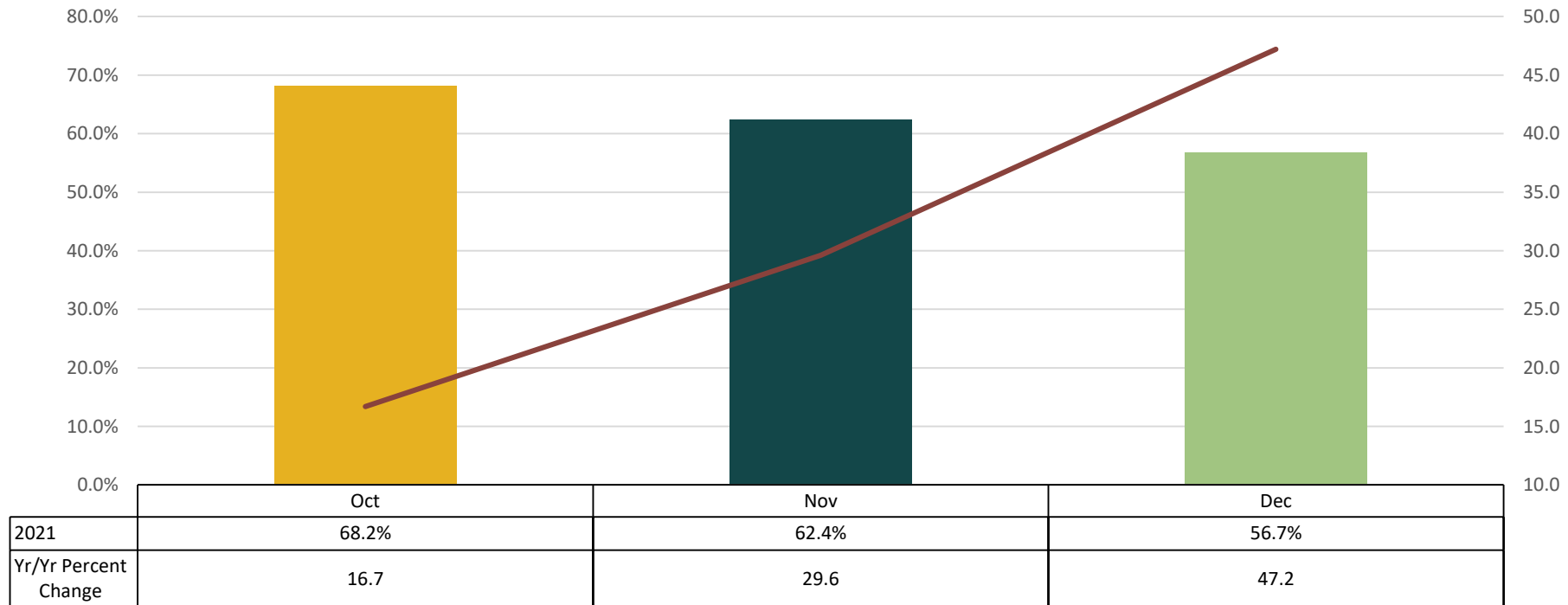


LOUISIANA
Feed Your Soul.



Lodging

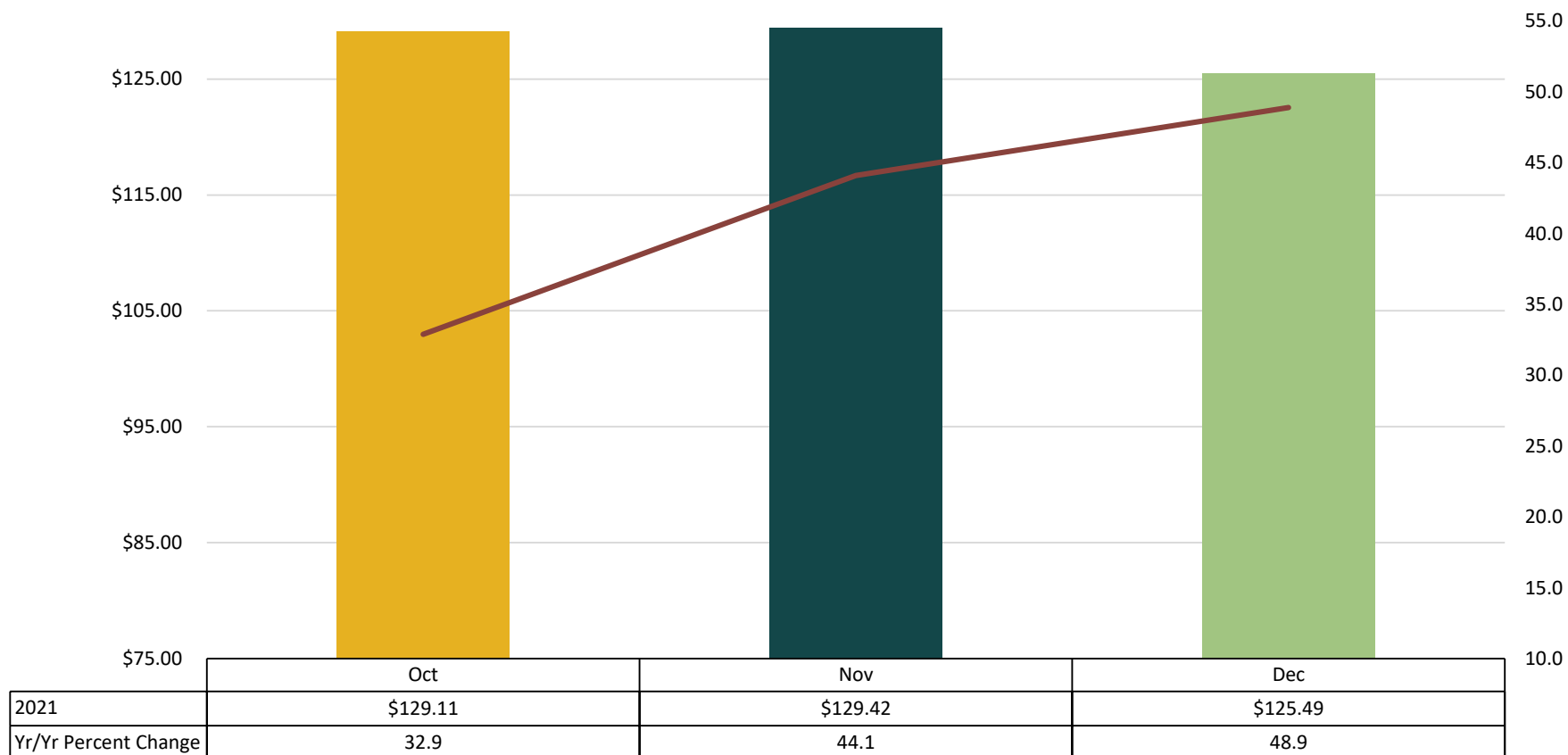
Occupancy (%) Trends: Yr/Yr



- Louisiana's occupancy increased 9.5% over December 2019.
- Louisiana's occupancy is up 39.6% year-to-date (Jan-Dec 2021).
- For 2021, average occupancy is 58.5% year-to-date.
- Trends show that Louisiana's averages 61% occupancy annually.

(Source: STR)

ADR (\$) Trends: Yr/Yr



- Louisiana's average daily rates (ADR) was up 22.7% over December 2019.
- ADR year-to-date (Jan-Dec 2021) increased 51.2% for 2021.
- Room revenue generated from sale of rooms (RevPAR) increased 44.1% year-to-date.

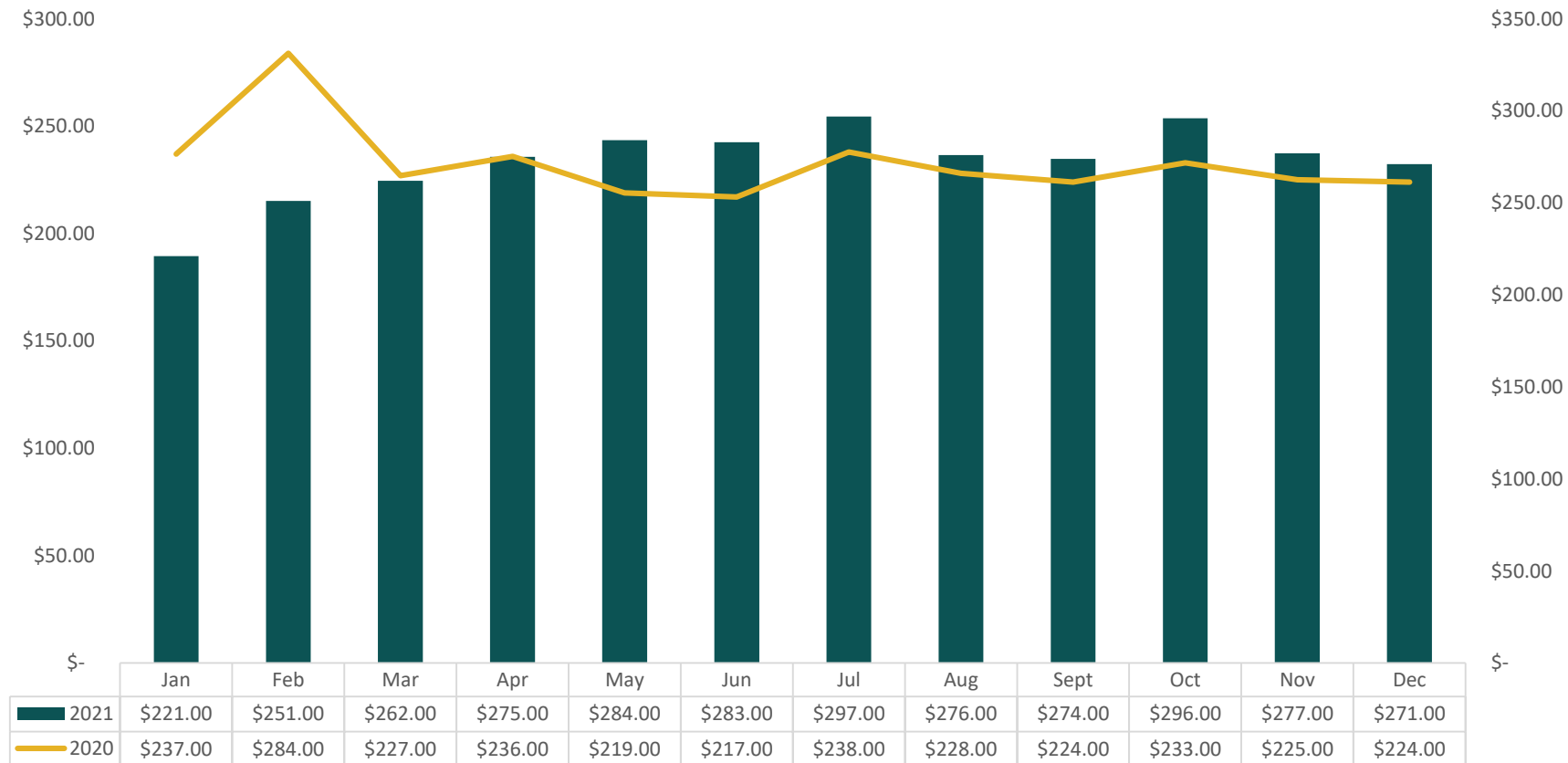
Short-Term Lodging

Short-Term Lodging Occupancy (%) Trends



- Louisiana's short-term lodging occupancy increased 28% over December 2019.
- Short-term occupancy year-to-date (Jan-Dec) is up 43.9% for 2021.

Short-Term Lodging ADR (\$) Trends

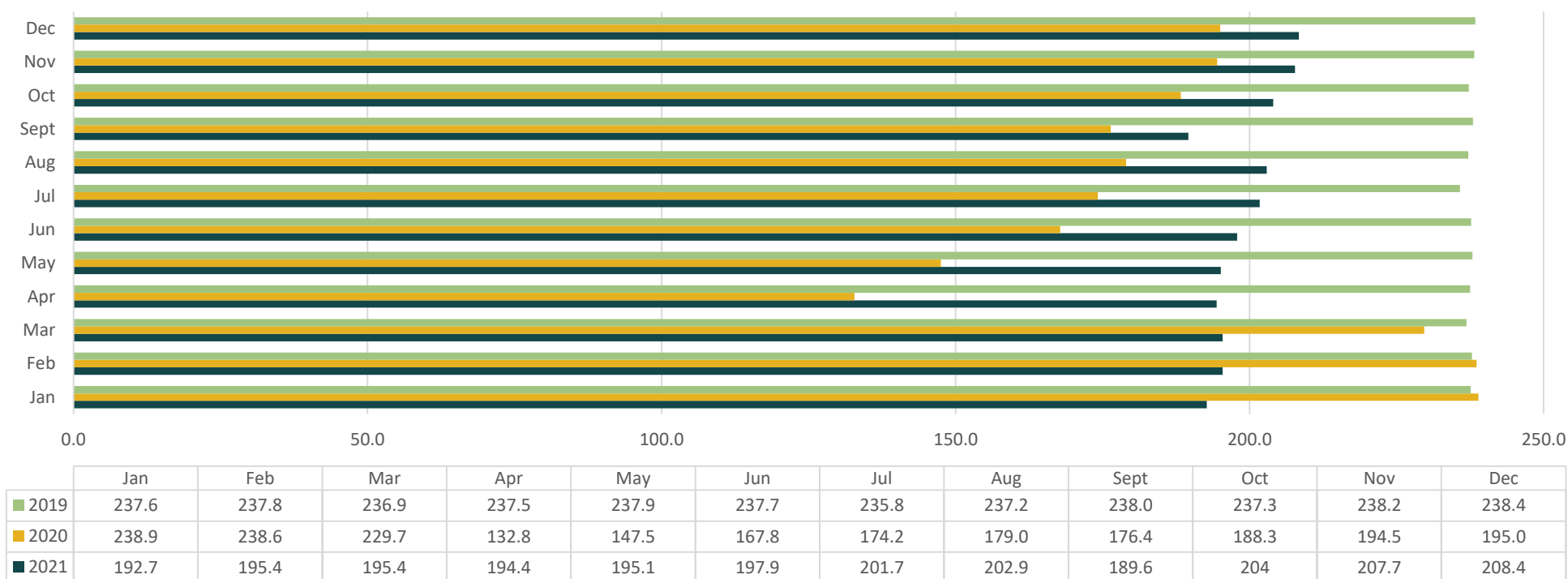


- Louisiana's short-term lodging ADR increased 20% over December 2019.
- Short-term ADR year-to-date (Jan-Dec) is up 22.6% for 2021.

Louisiana Tourism Jobs

(Seasonally adjusted)

Louisiana Tourism Jobs (in thousands)

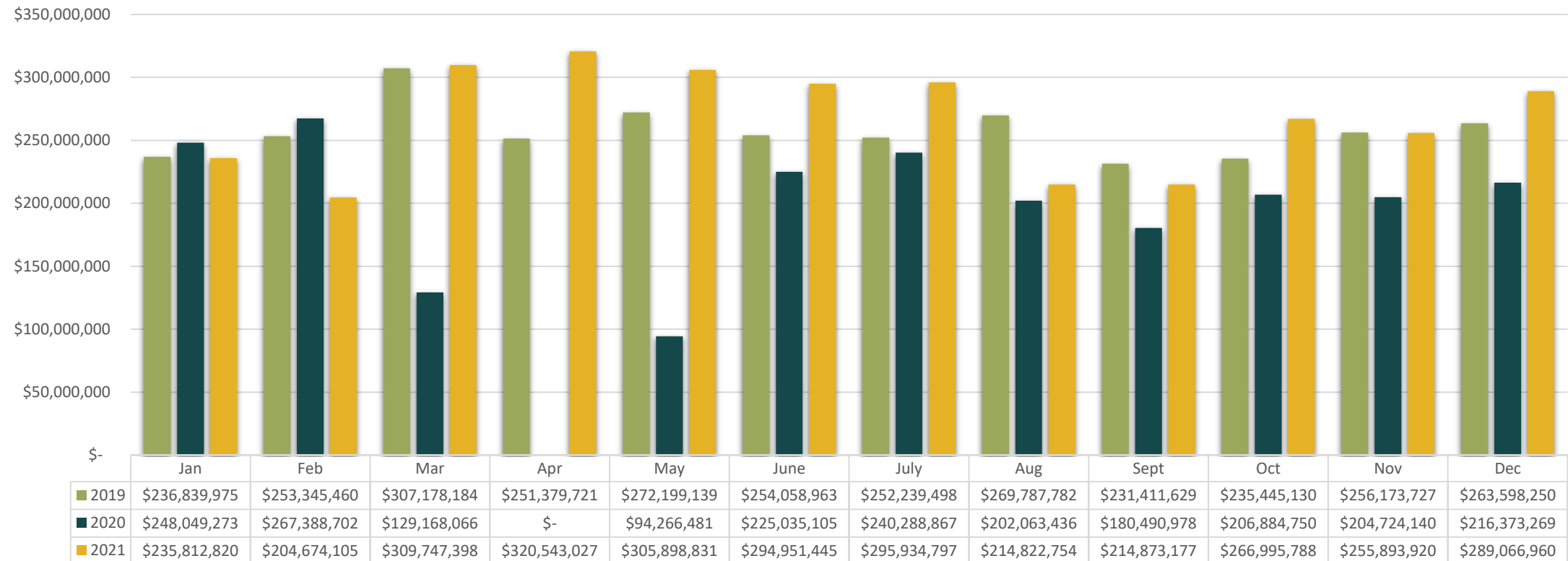


- Louisiana's leisure & hospitality industry supported 208,400 jobs in December with an 8% increase since January.
- Louisiana leisure & hospitality employment ended 2021 with a 7% increase year over year but still down 12.6% over 2019.

(Source: BLS; December data is preliminary)

Louisiana Gaming Revenue

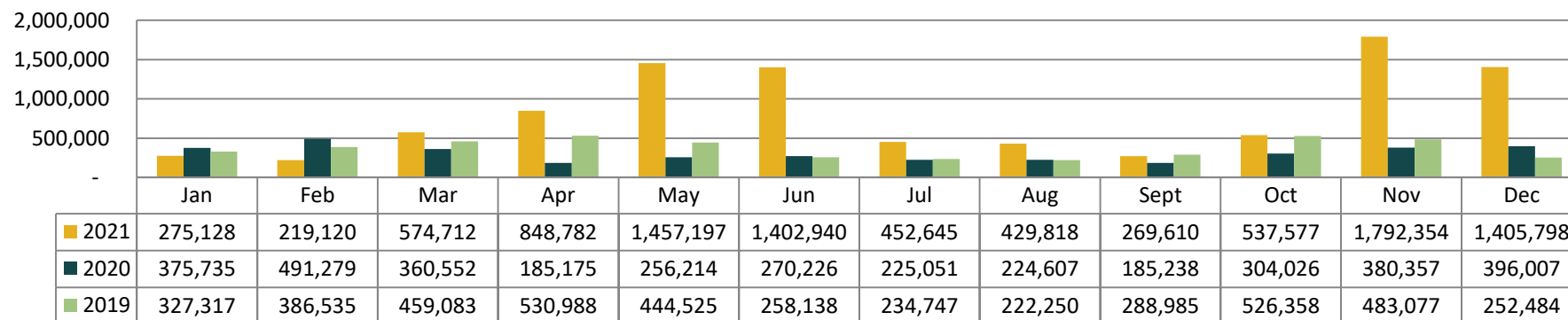
Gaming Revenue



- Louisiana's gaming revenue increased 33.6% with a gain of nearly \$73 million over last December.
- Total gaming revenue increase by 4.1% over 2019.

LouisianaTravel.com

Website Sessions (Visits) Yr/Yr



- Website visits increased 164% year over year and increased 119% over 2019.
(# of visits (sessions) include desktop, tablet, and mobile)
- Campaign traffic is up 496% year over year

Bayou Krewe

- 1,896 total sign-ups in 2021
- 245,601 lifetime total Instagram images tagged with #OnlyLouisiana



Louisiana and U.S. Economic Impact

- Louisiana's travel spending generated \$1.1 billion in November 2021, with an increase of 3% over November 2019. (*Tourism Economics*)
- Louisiana's economic impact shows a total loss of \$698 million in federal, state, & local tax revenue since January 2020. (*Tourism Economics*)
- The United States is leading the world in the global recovery of the travel and tourism sector, with this year and next year's projected industry growth (up 35.6%) and job growth to exceed even pre-pandemic levels. (*WTTC*)
- Roughly one in six of all 11 million job openings in the U.S. are in Leisure & Hospitality industry alone. (*USTA*)
- Nearly 80% of American travelers have trips currently planned in 2022. (*Destination Analysts*)
- Americans are commonly interested in enjoying scenic beauty, warm weather outdoor activities, road trips, dining in regional restaurants, visiting historical sites and enjoying street food during their travels. (*Destination Analysts*)
- 25% of American Travelers still say the pandemic no longer impacts their travel decisions. (*Longwoods International*)
- One out of four travelers indicate that their financial situation or the cost of transportation would greatly impact their decision to travel in the next six months. (*Longwoods International*)
- Travel booking has risen at least 11% over 2019, and hotel bookings have increased almost 50%. (*AAA*)



Louisiana Successes

- “Wanderlust” awarded Louisiana Lieutenant Governor Billy Nungesser and the “Louisiana Sunshine Plan” a bronze award at the 2021 Wanderlust Travel Awards ceremony. LOT has been named by a British travel magazine as one of the world’s best campaigns responses to the pandemic.
- New Orleans was voted 4th in the Top 25 U.S. Popular Destinations by TripAdvisor Travelers’ Choice, 2021
- Covington was voted 3rd in the South’s Best Cities by Southern Living, 2021
- Baton Rouge was voted No. 1 in the South’s Best Cities on the Rise by Southern Living, 2021
- The National WWII Museum was voted New Orleans’s top-rated U.S. Tourist Attraction by TripAdvisor Travelers’ Choice, 2021
- Both from New Orleans, GW Fins was voted 7th and Commander’s Palace was voted 20th in the Top 25 U.S. Best Fine Dining Restaurants by TripAdvisor Travelers’ Choice, 2021
- The Bad Broads Tour of New Orleans was voted 21st out of 25 and New Orleans French Quarter and Garden District Bike Tour was voted 24th out of 25 in Top Overall Experiences by TripAdvisor Travelers’ Choice, 2021
- New Orleans Architecture Tours was voted 9th out of 11 in the South’s Best Walking Tours by Southern Living, 2021
- Levee Baking Co. in New Orleans was voted 4th out of 11 in the South’s Best Bakeries by Southern Living, 2021
- Louisiana is nationally ranked 3rd behind Arkansas and California in rice production.