

Lt. Governor Billy Nungesser

State of the Tourism Industry Quarterly Report

APRIL - JUNE 2020

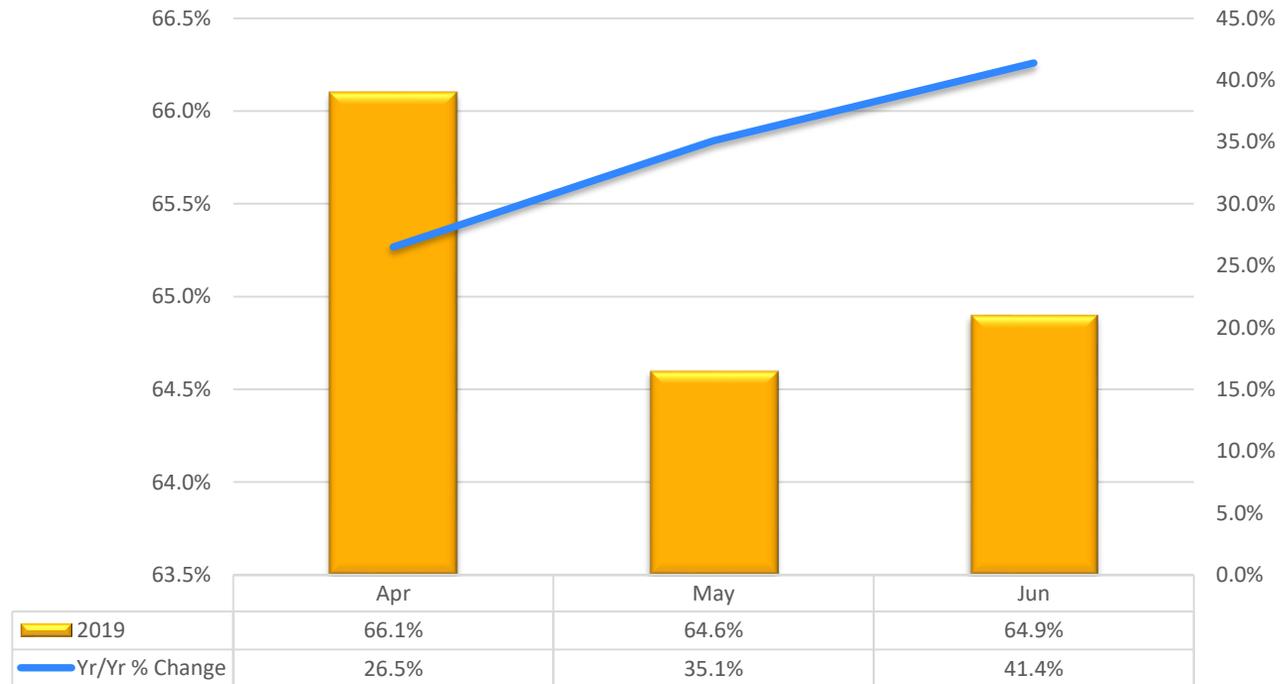


LOUISIANA
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Lodging

Occupancy (%) Quarterly Yr/Yr



- Louisiana's occupancy decreased 36.2 percent over last June.
- Louisiana's occupancy increased 56.2 percent over April.
- Year to date, occupancy dropped 24.2 percent since January.

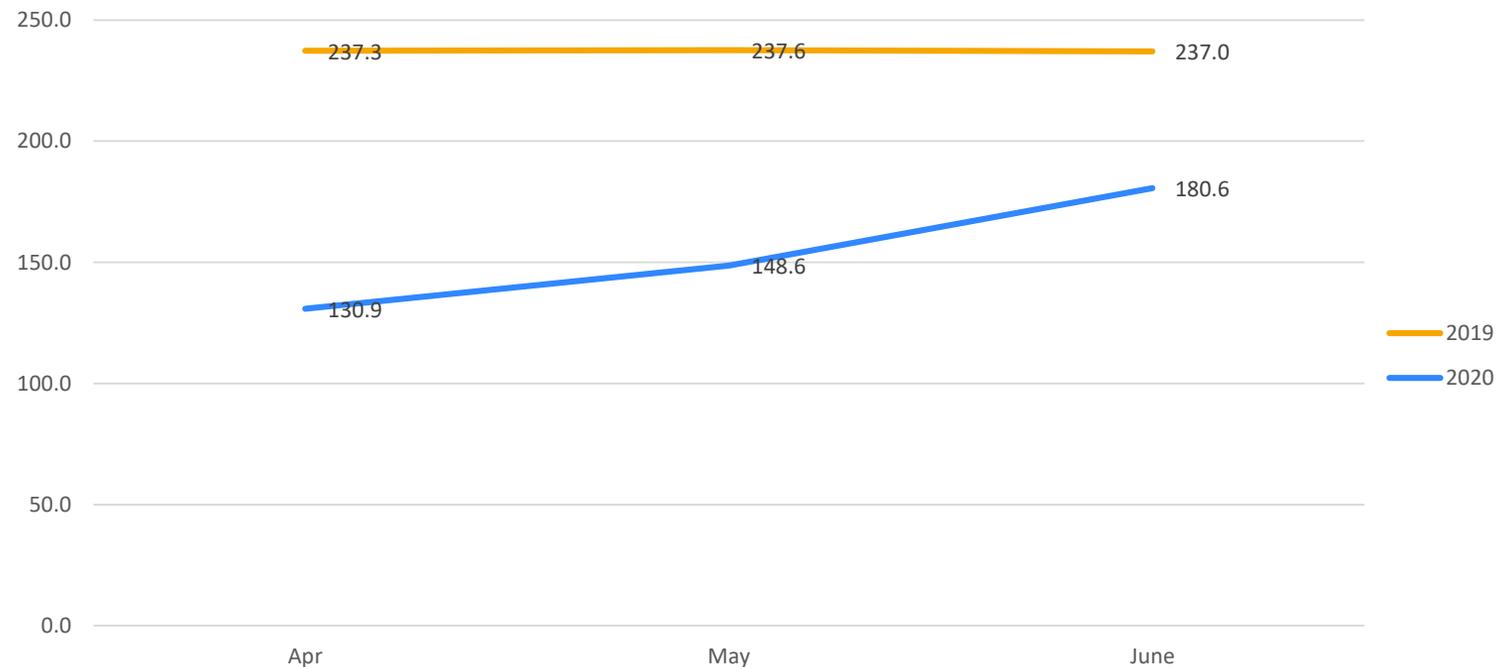
Average Daily Rate (ADR) (\$) Quarterly Yr/Yr



- Average daily rates (ADR) declined by 30 percent over last June.
- Louisiana’s ADR increased by 11 percent over April.
- Year to date, ADR dropped 35.9 percent since January.

Tourism Jobs

(Seasonally adjusted)



- Louisiana's leisure & hospitality industry supported 180,600 jobs in June, resulting in an increase of 21.5 percent over May.
- June's tourism employment decreased by 23.8 percent year over year.
- Tourism employment is up 38 percent over April.

LouisianaTravel.com

- Website visits (# of sessions) increased 4.7 percent over last June.
 - (Sessions include desktop, tablet, and mobile.)
- Website visits grew by 46 percent since April.

Bayou Krewe

- 2,269 pageviews on louisianatravel.com/ambassador
- Images tagged with #OnlyLouisiana on Instagram through June were over 14,000 making a new lifetime total of 242,240.



Economic Impact

- Louisiana's travel economy has seen a decline of \$3.2 billion year over year since the week ending February 15.
- Louisiana's weekly travel spending totaled \$2.6 billion since the week ending February 15, which is a decline of 36 percent of travel spend since February 15.
- Louisiana's economic impact shows a total loss of \$93 million state tax revenue since March.
- Louisiana Welcome Centers greeted nearly 15,000 visitors to Louisiana in June and have only welcomed nearly 156,000 visitors since January.
- Louisiana State Parks welcomed nearly 165,000 visitors in June, resulting in 75 percent increase since March.
- Gaming revenue lost over \$29 million, a 11.4% decrease over last June.

