

# Louisiana Travel Pulse

A Quarterly Travel Barometer

February-March 2001

## FALL STATEWIDE PULSE

Statewide travel indicators for the Fall 2000 season (September-November) are included in the following table. Fall trends for the last 3-5 years are shown in the charts on the next two pages. These charts include: airport enplanements, lodging occupancy and average daily rate, and riverboat gaming casino admissions.



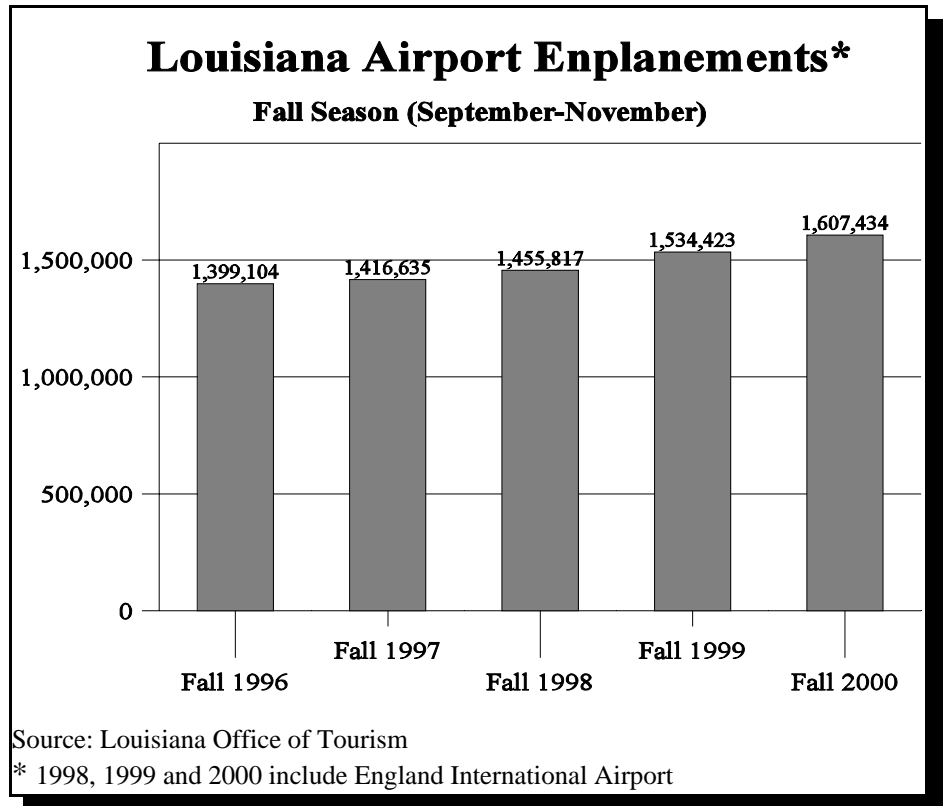
Category	2000	1999	% +/-
Airport Passenger Boardings			
All Metropolitan Airports	1,607,434	1,534,423	4.8%
Hotel-Motel Trend			
Statewide Occupancy Rate			
September	64.6	60.2	7.3%
October	69.5	68.9	0.9%
November	62.8	63.0	-0.3%
Statewide Average Daily Rate			
September	87.63	84.69	3.5%
October	101.25	95.01	6.6%
November	102.96	92.38	11.5%
Statewide Riverboat Gaming			
Total AGR	\$353,443,086	\$341,713,932	3.4%
Welcome Centers (State)	356,962	335,397	6.4%
Local Tourism Information			
Centers (27)	126,145	124,724	1.1%
Commercial Campgrounds Occupancy Rate (8)			
September	65.6	77.9	-15.9%
October	62.3	69.4	-10.2%
November	45.9	51.9	-11.5%
Parks, Attractions, and Museums(77)	1,222,511	1,210,048	1.0%
Plantation Homes(6)	74,379	84,656	-12.1%
Public Campgrounds(18)	373,415	334,664	11.6%
Historical Museums and Historic Sites(36)	219,185	219,048	0.1%
Gardens, Zoos, and Wildlife Areas(4)	285,079	293,214	-2.8%
Others(13)	303,098	322,351	-6.0%

### INSIDE THIS ISSUE

Statewide Pulse	1
Regional Summaries	4
Nationwide Indicators	6

# Airport Enplanement Trends

**Enplanements  
Rise Again →**



## STATEWIDE INDICATOR 2000 Year-To-Date

Indicator	2000
-----------	------

Hotel-Motel Occupancy (January-December)	
Actual	64.5%
% +/-	-0.5

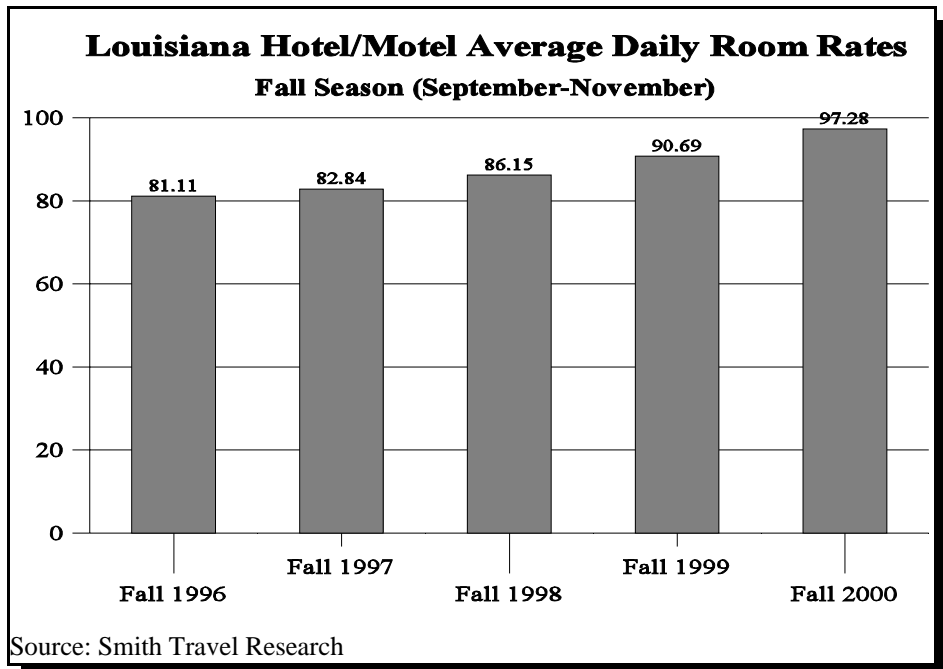
Hotel-Motel ADR (January-December)	
Actual	\$90.72
% +/-	+4.3

Airport Enplanements* (January-November)	
Actual	5,782,250
% +/-	+3.3
*Includes England Int. Airport	

Riverboat Gaming AGR* (January-November)	
Actual	\$1,327,915,401
% +/-	+3.5
*Adjusted Gross Revenue	

Welcome Center Visitors (January-December)	
Actual	1,503,701
% +/-	-6.1

# Lodging Trends

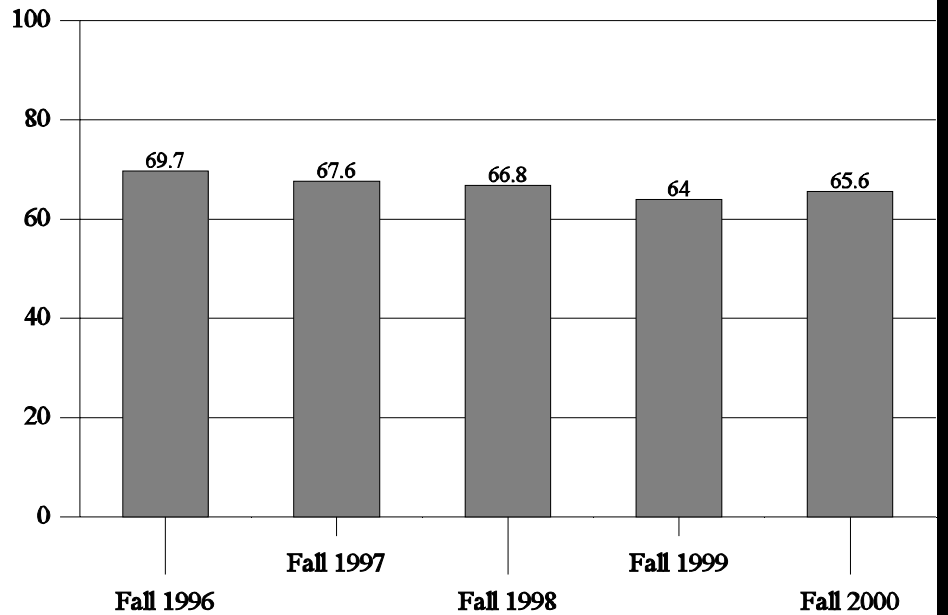


*“For the record books, 2000 will be recorded as a year of “moderate” growth for the U.S. lodging industry. Not a mean accomplishment, given the subdued expectations at the beginning of the year... The main driver was the continued health of the national economy that generated an estimated 4.7 percent increase in the Gross Domestic Product (GDP) for the year. This strong economic growth triggered a 5.5 percent increase in the demand for accommodations in the cities in which we survey, more than enough to cover the 3.4 percent increase in supply for the year.”*

Trends In The Hotel Industry.  
PKF Consulting  
 January, 2001

## Louisiana Hotel/Motel Occupancy Rates

### Fall Season (September-November)

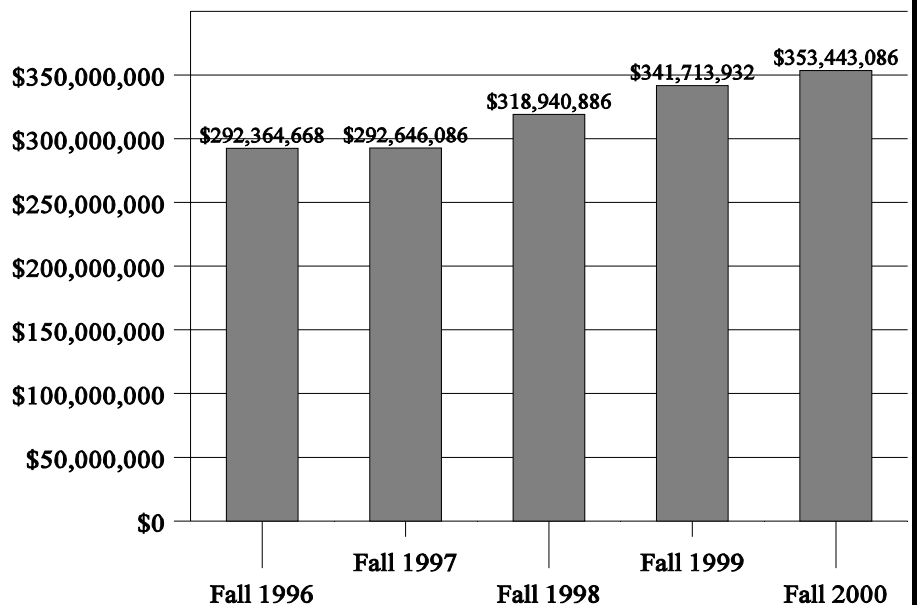


Source: Smith Travel Research

## Riverboat Gaming Trends

### Riverboat Gaming Adjusted Gross Revenue

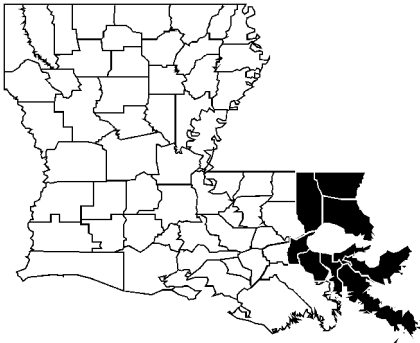
#### Fall Season (September-November)



Source: La. Dept. Of Public Safety and Corrections

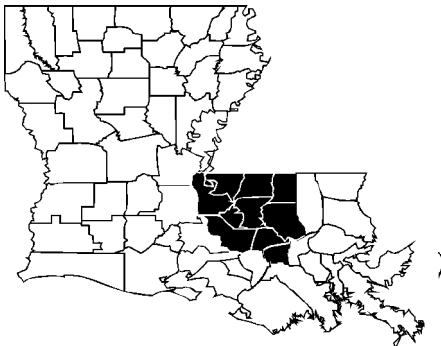
# Regional Summaries

CATEGORY	2000	1999	% +/-
----------	------	------	-------



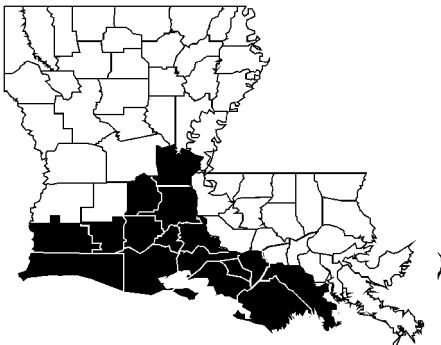
## Greater New Orleans

Airport Passenger Boardings New Orleans International	1,271,168	1,207,938	5.2%
Hotel-Motel Trend New Orleans Occupancy Rate			
September	68.5	62.9	8.9%
October	76.3	78.5	-2.8%
November	70.8	72.3	-2.1%
New Orleans Visitor Center	22,962	28,781	-20.2%
Slidell Visitor Center	86,284	90,876	-5.1%
Kentwood Visitor Center	32,179	28,602	12.5%
Pearl River Visitor Center	35,731	39,117	-8.7%
Parks, Attractions, Museums	539,037	478,868	12.6%



## Plantation Country

Airport Passenger Boardings Baton Rouge Metro Airport	107,933	109,289	-1.2%
Hotel-Motel Trend Baton Rouge Occupancy Rate			
September	57.6	60.6	-5.0%
October	62.3	69.1	-9.8%
November	56.5	57.6	-1.9%
State Capitol Visitor Center	26,802	21,359	25.5%
St. Francisville Visitor Center	12,066	11,668	3.4%
Parks, Attractions, & Museums	147,976	164,230	-9.9%



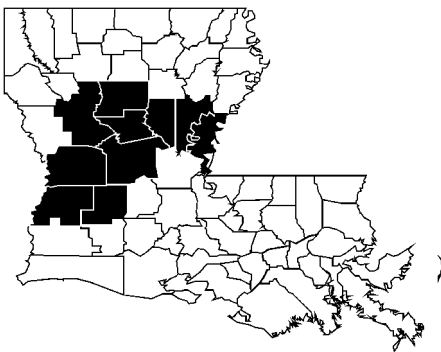
## Cajun Country

Airport Passenger Boardings Lafayette Regional Airport	47,935	48,418	-1.0%
Lake Charles Regional Airport	22,021	14,576	51.1%
Hotel-Motel Trend Lafayette Occupancy Rate			
September	62.7	52.8	18.8%
CATEGORY	2000	1999	% +/-

Hotel-Motel Trend			
Lafayette Occupancy Rate			
October	62.2	51.2	21.5%
November	55.1	49.0	12.4%
Lake Charles Occupancy Rate			
September	64.5	62.2	3.7%
October	70.4	59.2	18.9%
November	62.5	63.5	-1.6%
Vinton Visitor Center	39,869	7,420	437.3%
Parks, Attractions, & Museums	182,320	189,802	-3.9%

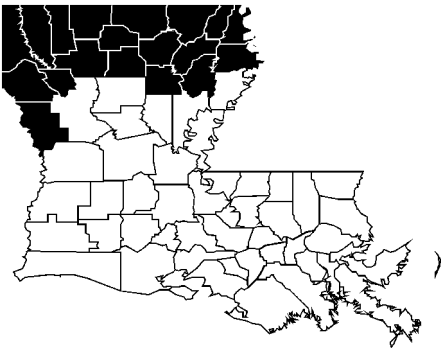
### Crossroads

Airport Passenger Boardings			
England International Airport	37,398	32,532	15.0%
Hotel-Motel Trend			
Alexandria Occupancy Rate			
September	65.0	48.2	34.9%
October	57.5	49.7	10.8%
November	51.5	50.0	3.0%
Vidalia Visitor Center	6,885	7,334	-6.1%
Parks, Attractions, & Museums	110,116	132,518	-16.9%



### Sportsman's Paradise

Airport Passenger Boardings			
Shreveport Regional Airport	93,081	92,638	0.5%
Monroe Regional Airport	27,898	29,032	-3.9%
Hotel-Motel Trend			
Shreveport Occupancy Rate			
September	68.8	64.9	6.0%
October	70.9	69.0	2.8%
November	54.7	54.9	-0.4%
Monroe Occupancy Rate			
September	61.7	66.5	-7.2%
October	65.6	66.0	-0.6%
November	61.7	62.0	-0.5%
Greenwood Visitor Center	50,852	54,075	-6.0%
Mound Visitor Center	43,332	46,165	-6.1%
Parks, Attractions, & Museums	243,062	244,630	-0.6%



*Notes on Statewide and Regional Summaries: Airport passenger boardings include enplaned passengers only. Hotel/Motel statistics are from Smith Travel Research, Inc.; all other figures are from the Office of Tourism. Campground figures include both day-use and overnight visitors.*

# Nationwide Travel Industry Indicators

Fall 2000

Nationwide Travel Industry Indicators  
(With percentage change from a year ago)

NATIONAL INDICATORS 2000 Year-To-Date	
Indicator	Jan.-Dec. 2000
Hotel-Motel Occupancy	
Actual .....	63.5%
% +/- .....	+0.6%
Hotel-Motel ADR	
Actual .....	\$85.41
% +/- .....	+4.9
Airline Dom. Enplanements	
Actual (Millions) .	532.4
% +/- .....	+2.6
Airline Intern. Enplanements	
Actual (Millions) ..	56.0
% +/- .....	+9.1

Sources For Nationwide Indicators:  
US Travel Data Center, Smith  
Travel Research, Air Transport  
Association, U.S. Department of  
Commerce and the Federal Reserve  
Board.

Category	September	October	November
Hotel-Motel Occupancy			
Actual	66.5%	66.8%	58.6%
%+/-	+1.2	-0.3	+0.5
Hotel-Motel Average Daily Rate			
Actual	\$86.44	\$88.14	\$85.15
%+/-	+6.0	+4.9	+5.4
Airline Scheduled Passenger Domestic Enplanements (Millions)			
Actual	40.9	44.7	43.4
%+/-	+1.2	+0.0	+0.7
Airline Scheduled Passenger International Enplanements (Millions)			
Actual	4.7	4.6	4.4
%+/-	+11.5	+3.6	+8.7
National Parks Recreation Visits (Millions)			
Actual	27.288	24.904	16.714
%+/-	-1.7	+2.3	-0.8
Travel Price Index			
Actual	197.0	196.2	193.5
%+/-	+6.1	+5.2	+5.3

*The Louisiana Travel Pulse is a quarterly publication of the Louisiana Office of Tourism. This report is designed to inform the reader of current trends in the travel industry. Quotation and reproduction of this material is permitted with credit to the Louisiana Office of Tourism. Questions or comments can be directed to the Louisiana Office of Tourism Research staff.*

Louisiana Office of Tourism  
Research Section  
Post Office Box 94291  
Baton Rouge, La. 70804  
Phone (225)-342-8100