

# Louisiana Travel Pulse

A Quarterly Travel Barometer

February-March 2002

## FALL STATEWIDE PULSE

Statewide travel indicators for the Fall 2001 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	2001	2000	% +/-
Airport Passenger Boardings			
All Metropolitan Airports	1,205,814	1,607,691	-25.0%
Hotel-Motel Trend			
Statewide Occupancy Rate			
September	50.0	63.9	-21.8%
October	61.6	68.4	-9.9%
November	56.5	62.4	-9.5%
Statewide Average Daily Rate			
September	\$75.85	\$87.14	-13.0%
October	\$95.84	\$101.23	-5.3%
November	\$93.00	\$103.95	-10.5%
Statewide Riverboat Gaming (Excluding Hollywood Casino)			
Total AGR	\$353,293,808	\$353,443,086	0.0%
Welcome Centers (State)	367,578	356,962	3.1%
Local Tourism Information			
Centers (27)	117,193	108,179	8.3%
Commercial Campgrounds Occupancy Rate (5)			
September	34.3%	39.4%	-12.9%
October	42.9%	39.5%	8.6%
November	37.5%	36.5%	2.7%
Parks, Attractions, and Museums(77)	1,159,384	1,194,282	-2.9%
Plantation Homes(7)	82,732	83,141	-0.5%
Public Campgrounds(18)	264,645	272,824	-3.0%
Historical Museums and Historic Sites(29)	152,850	152,113	0.5%
Gardens, Zoos, and Wildlife Areas(6)	118,968	127,291	-6.5%
Others(17)	435,596	460,353	-5.4%

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# Airport Enplanement Trends

**Enplanements  
Decline Because of  
September 11<sup>th</sup>  
Terrorist Attacks →**

## STATEWIDE INDICATOR 2001 Year-To-Date

Indicator	2001
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Hotel-Motel Occupancy  
(January-November)

Actual . . . . . 62.3%  
% +/- . . . . . -4.9

Hotel-Motel ADR  
(January-November)

Actual . . . . . \$90.51  
% +/- . . . . . -1.7

Airport Enplanements\*  
(January-November)

Actual . . . . . 5,497,794  
% +/- . . . . . -5.0%

\*Includes England Int. Airport

Riverboat Gaming AGR\*  
(January-November)\*\*

Actual . \$1,359,585,922  
% +/- . . . . . +2.3

\*Adjusted Gross Revenue

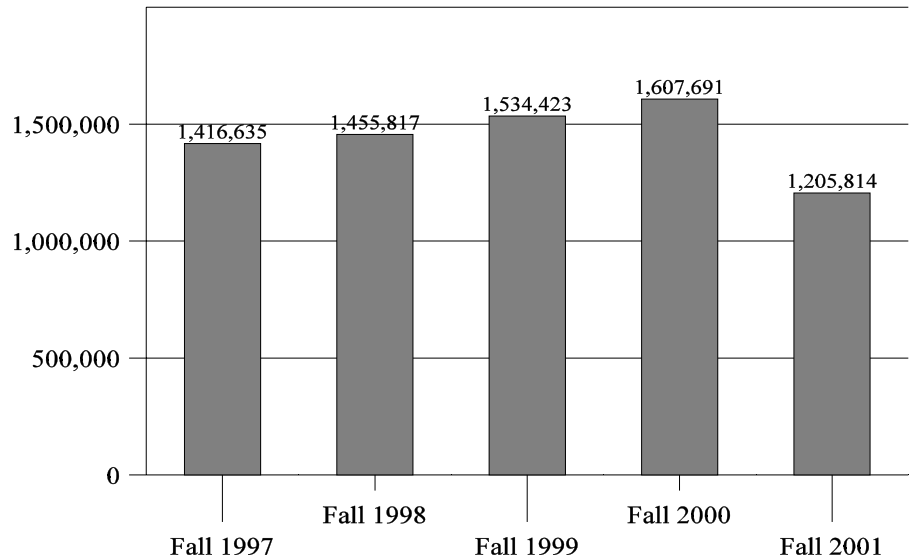
\*\* Excludes Hollywood Casino since it was not open both years

Welcome Center Visitors  
(January-November)

Actual . . . . . 1,494,852  
% +/- . . . . . +7.1

## Louisiana Airport Enplanements\*

Fall Season (September-November)



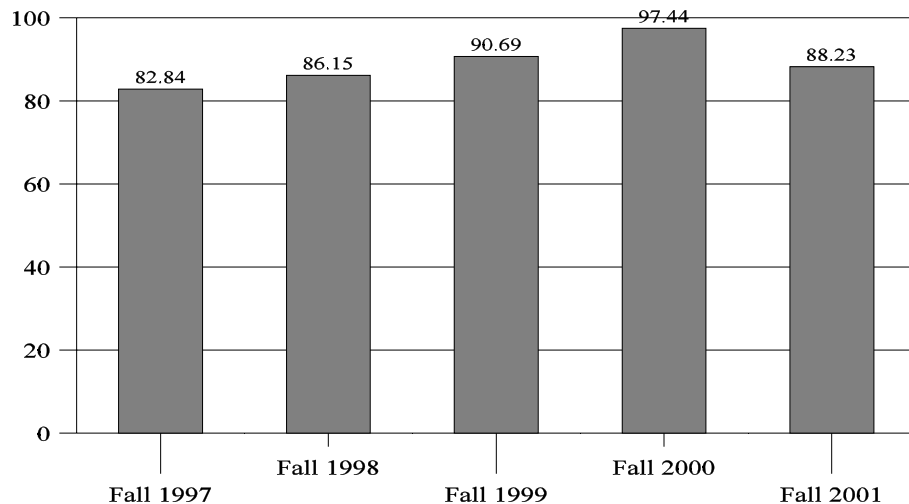
Source: Louisiana Office of Tourism

\* 1998, 1999, 2000 and 2001 include England International Airport

## Lodging Trends

### Louisiana Hotel/Motel Average Daily Room Rates

Fall Season (September-November)



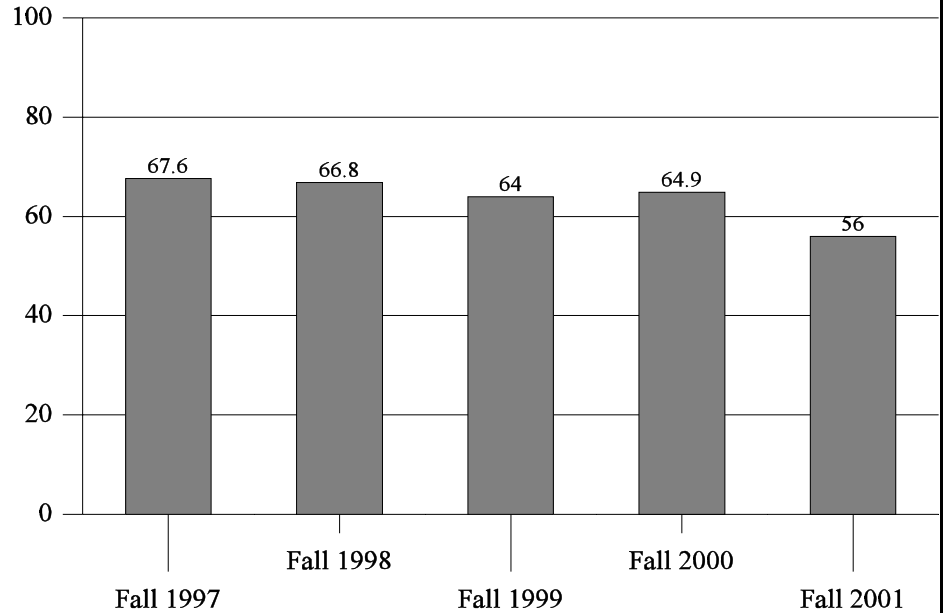
Source: Smith Travel Research

“Total year results are obviously dramatically impacted by the September to December declines. Year-end projections are presented in our tabular section. We estimate domestic travel by all modes will now be down 4.0 percent for the year; air revenue passenger miles off 6.5 percent. Domestic hotel occupancy estimates for the year, from Smith Travel Research, are for industry occupancy of 60.7 percent, versus the 63.7 of last year. International inbound/outbound travel will show a total year decline of 7 percent, following an 8 percent gain last year.”

*James V. Cammisa, Jr.,  
Travel Industry Indicators  
December 12, 2001*

## Louisiana Hotel/Motel Occupancy Rates

### Fall Season (September-November)

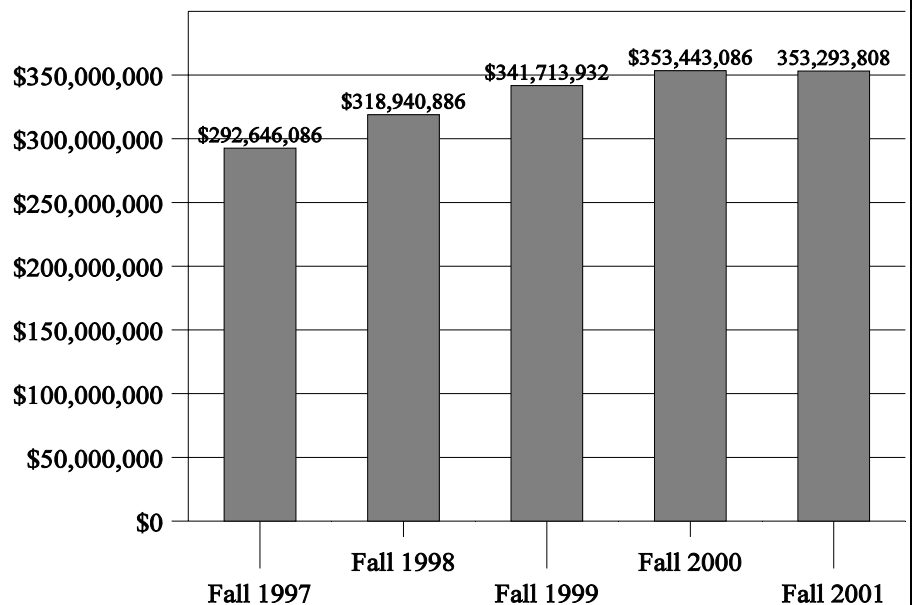


Source: Smith Travel Research

## Riverboat Gaming Trends

### Riverboat Gaming Adjusted Gross Revenue

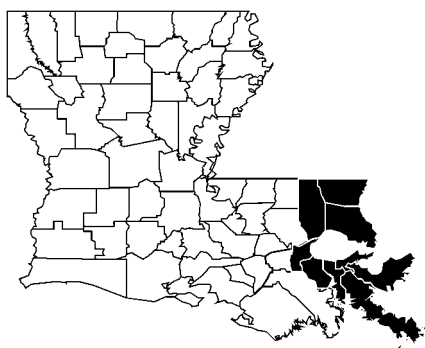
#### Fall Season (September-November)



Source: La. Dept. Of Public Safety and Corrections

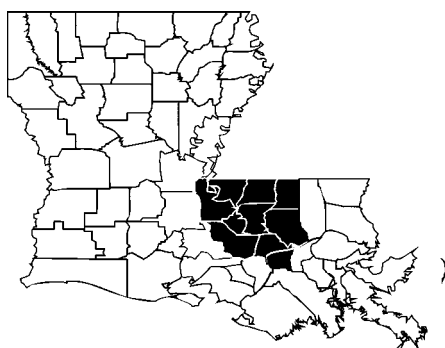
# Regional Summaries

CATEGORY	2001	2000	% +/-
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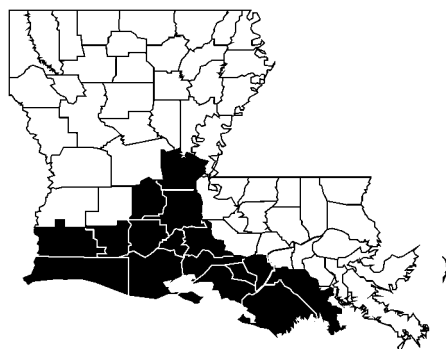
## Greater New Orleans

Airport Passenger Boardings New Orleans International	980,537	1,271,168	-22.9%
Hotel-Motel Trend New Orleans Occupancy Rate			
September	47.0	68.1	-31.0%
October	65.1	75.3	-13.5%
November	60.0	70.7	-15.1%
New Orleans Visitor Center	28,691	22,962	24.9%
Slidell Visitor Center	82,485	86,284	-4.4%
Kentwood Visitor Center	27,539	32,179	-14.4%
Pearl River Visitor Center	37,741	35,731	5.6%
Parks, Attractions, Museums	452,329	467,633	-3.3%



## Plantation Country

Airport Passenger Boardings Baton Rouge Metro Airport	74,122	108,190	-31.5%
Hotel-Motel Trend Baton Rouge Occupancy Rate			
September	52.8	57.0	-7.4%
October	58.8	61.2	-3.9%
November	54.0	56.7	-4.8%
State Capitol Visitor Center	23,900	26,802	-10.8%
St. Francisville Visitor Center	11,385	12,066	-5.6%
Parks, Attractions, & Museums	155,718	148,395	4.9%



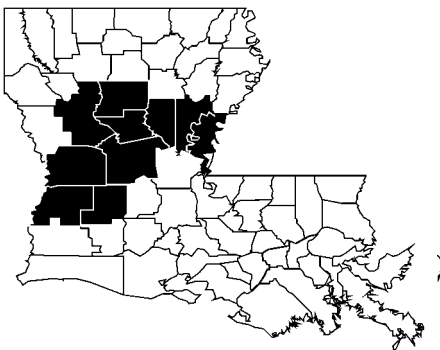
## Cajun Country

Airport Passenger Boardings Lafayette Regional Airport	36,767	47,935	-23.3%
Lake Charles Regional Airport	6,817	22,021	-69.0%
Hotel-Motel Trend Lafayette Occupancy Rate			
September	59.1	61.2	-3.4%
CATEGORY	2001	2000	% +/-

<b>Hotel-Motel Trend</b>			
<b>Lafayette Occupancy Rate</b>			
October	63.5	60.7	4.6%
November	53.1	50.6	4.9%
<b>Lake Charles Occupancy Rate</b>			
September	56.5	63.3	-10.7%
October	61.3	70.5	-13.0%
November	60.9	63.5	-4.1%
Vinton Visitor Center	41,931	39,869	5.2%
Parks, Attractions, & Museums	204,025	205,945	-0.9%

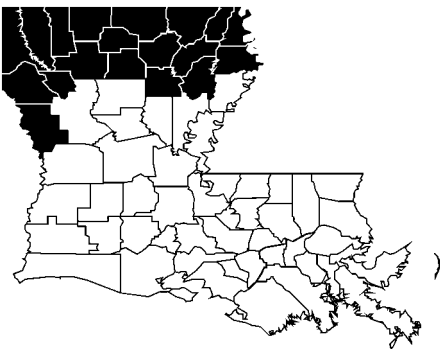
### Crossroads

<b>Airport Passenger Boardings</b>			
England International Airport	23,202	37,398	-38.0%
<b>Hotel-Motel Trend</b>			
<b>Alexandria Occupancy Rate</b>			
September	45.7	64.9	-29.6%
October	54.0	58.6	-7.8%
November	51.9	52.1	-0.4%
Vidalia Visitor Center	6,390	6,885	-7.2%
Parks, Attractions, & Museums	76,410	99,208	-23.0%



### Sportsman's Paradise

<b>Airport Passenger Boardings</b>			
Shreveport Regional Airport	62,138	93,081	-33.2%
Monroe Regional Airport	18,553	27,898	-33.5%
<b>Hotel-Motel Trend</b>			
<b>Shreveport Occupancy Rate</b>			
September	51.2	67.8	-24.5%
October	59.4	69.6	-14.7%
November	53.0	53.9	-1.7%
<b>Monroe Occupancy Rate</b>			
September	58.9	59.6	-1.2%
October	60.4	63.2	-4.4%
November	58.7	59.2	-0.8%
Greenwood Visitor Center	54,032	50,852	6.8%
Mound Visitor Center	53,484	43,332	23.4%
<b>Parks, Attractions, &amp; Museums</b>	<b>270,902</b>	<b>273,101</b>	<b>-0.8%</b>



*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 2001

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

## NATIONAL INDICATORS 2001 Year-To-Date

Indicator	Jan.-Nov. 2001
Hotel-Motel Occupancy	
Actual	61.5%
% +/-	-5.5%
Hotel-Motel ADR	
Actual	\$85.38
% +/-	-1.0%
Hotel-Motel Room Supply	
% +/-	+2.4%
Hotel-Motel Room Nights Sold	
% +/-	-3.3%
Airline Dom. Revenue Passenger Miles (Jan.-Dec.)	
Actual (Billions)	442.5
% +/-	-6.6%
Airline International Revenue Passenger Miles (Jan.-Dec.)	
Actual (Billions)	170.2
% +/-	-7.0

Category	September	October	November
Hotel-Motel Occupancy			
Actual	55.5%	59.3%	53.5%
% +/-	-16.5	-11.1	-8.9
Hotel-Motel Average Daily Rate			
Actual	\$79.30	\$82.23	\$79.05
% +/-	-8.9	-7.7	-8.1
Airline Domestic Revenue Passenger Miles (Billions)			
Actual	24.5	31.0	31.4
% +/-	-32.5	-21.1	-17.1
Airline International Revenue Passenger Miles (Billions)			
Actual	11.4	9.7	10.1
% +/-	-29.8	-37.3	-27.4
National Parks Recreation Visits (Millions)			
Actual	25.222	21.812	15.259
% +/-	-7.1	-11.4	-5.9
Travel Price Index			
Actual	197.4	193.3	189.2
% +/-	0.2	-1.5	-2.2

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

*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.*

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