



# Louisiana Travel Pulse

## Introduction

The Louisiana Travel Pulse is a seasonal industry travel barometer designed to present recent trends in travel industry performance. This issue's emphasis is on the Summer 2002 season (June-August). Performance measures are primarily presented to show differences in levels from one year ago. However, much of the following data also illustrates the most recent twelve to eighteen-month trend as well. Some indicators also show comparisons of national and/or regional trends when data is available. The following Pulse has two primary parts. The first part shows statewide indicators for hotels, airports, visitor centers, riverboat gaming, parks, and attractions. The second part of the Pulse contains a regional analysis of the Summer season using some of these same indicators.

The Louisiana Travel Pulse is published quarterly by the Office of Tourism within the Louisiana Department of Culture, Recreation and Tourism. Any questions or issues concerning this Pulse should be directed to the Research Section, Louisiana Office of Tourism, Post Office Box 94291, Baton Rouge, Louisiana 70804-9291 or by calling 225-342-8100.

## Summer 2002 Performance At-A-Glance

- Hotel Occupancy Rate: -5.5%
- Hotel ADR: -1.7%
- Hotel Room Supply: +4.5%
- Hotel Room Demand: -1.3%
- State Visitor Center Visitors: -3.2%
- Riverboat Gross Revenue: -6.7%
- Airport Enplanements: -10.9%
- State Parks Visitors: +4.7%
- Local Information Center Visitors: +2.9%
- Attractions Visitors: -1.2%

*Note: These Louisiana indicators show the percentage difference from Summer 2001 to Summer 2002.*

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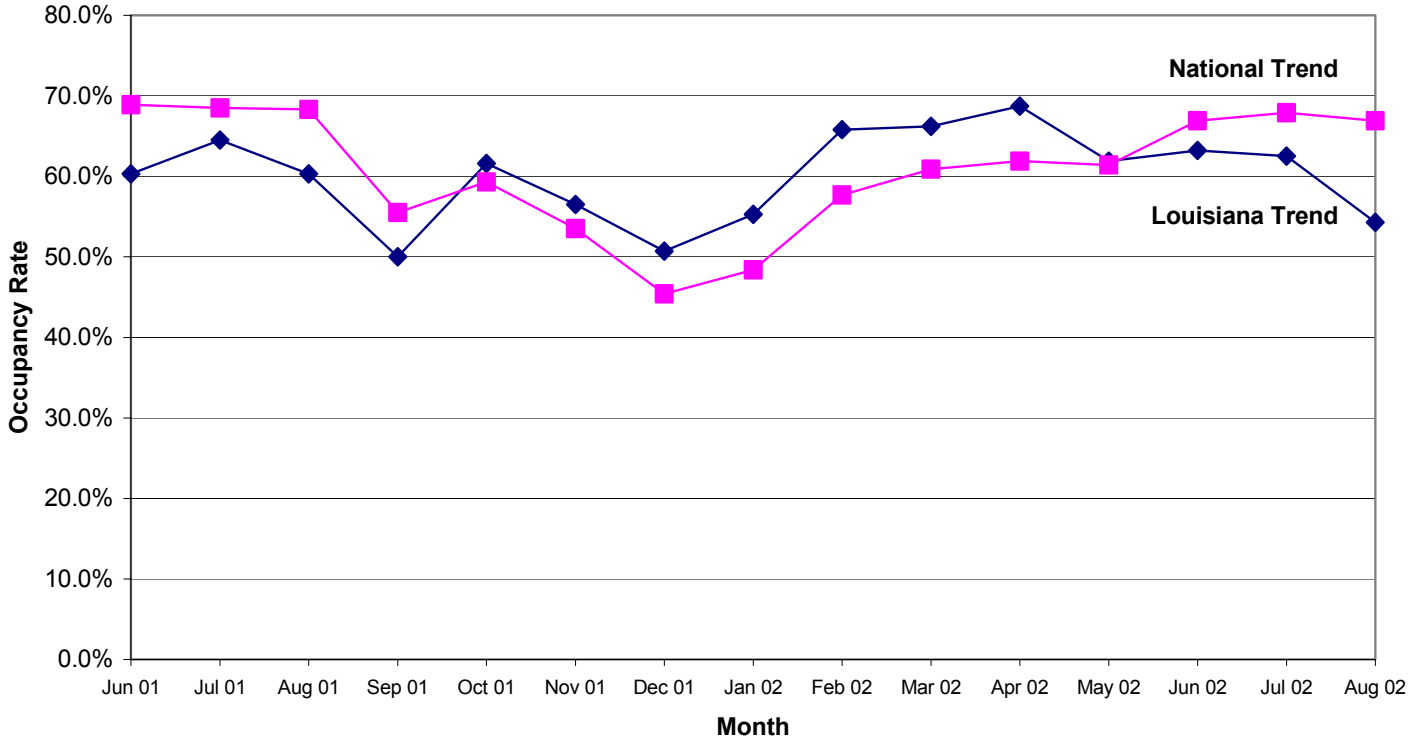
## Factors Influencing Summer 2002 Travel To Louisiana

Nationwide summer domestic trip volume was in the +/- 2 percent range as compared to the previous summer. It was characterized by close-to-home trips, with a higher incidence of drive versus air travel and moderated levels of vacation spending. International travel has yet to show any rebound with transatlantic volume off by 10 percent during the peak months of May/June/July... Consumer confidence levels declined in July and August indicating a nine-year low... Louisiana visitation may have suffered due to adverse national publicity of the West Nile virus outbreak which was spread by an increasing mosquito population... Use of the internet for travel bargains continues to increase and all destinations, airlines, and hotels continue to compete for lower rates which almost assures a decline in sales tax collections by the end of the year.

Previous copies of the Louisiana Travel Pulse are available on the web at: [www.latour.lsu.edu](http://www.latour.lsu.edu)

# 1. Hotel Trends – Occupancy Rate

## Summer 2002 – Occupancy Rate Trend



### Summer 2002 Season

**Louisiana hotel/motel occupancy: 60.0%**  
 % difference from prior year: -5.5%  
 % difference from 5 years ago: -12.5%

**U.S. hotel/motel occupancy: 67.2%**  
 % difference from prior year: -1.5%  
 % difference from 5 years ago: -6.0%

Louisiana’s occupancy rate this summer was the lowest in several years. However, this trend continues to be affected by the addition of rooms to the existing supply.

### 2002 Performance (January-August)

**Louisiana hotel/motel occupancy: 62.0%**  
 % difference from prior year: -4.0%  
 % difference from 5 years ago: -8.1%

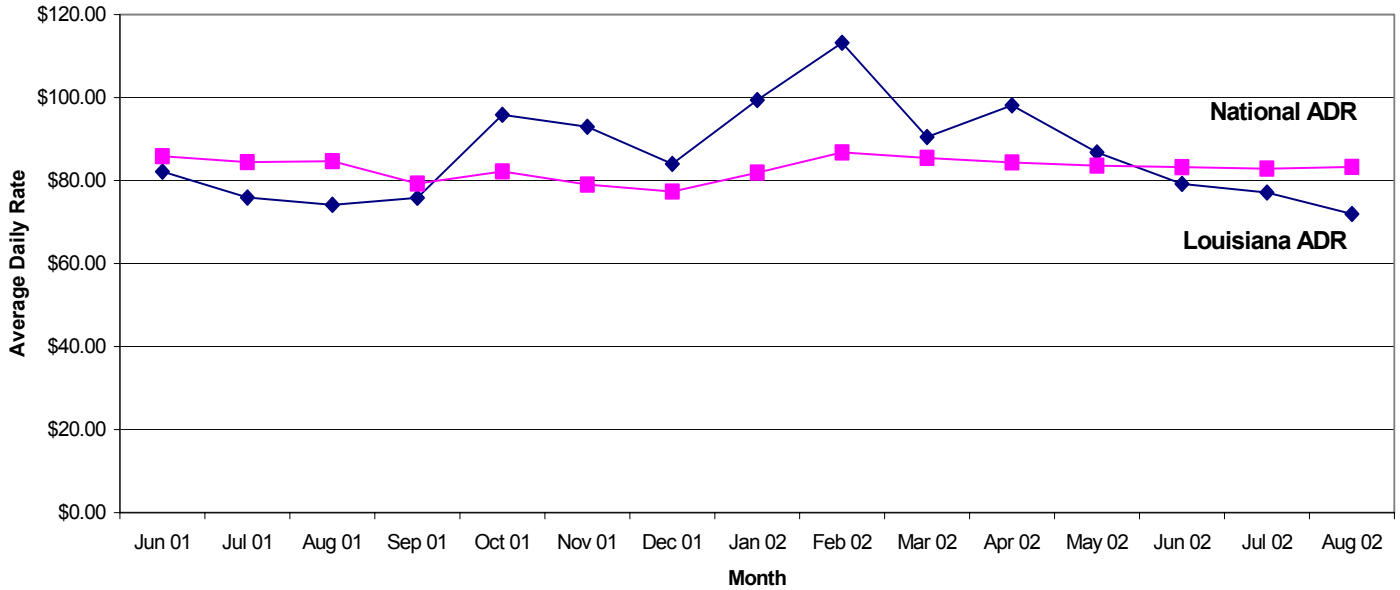
**U.S. hotel/motel occupancy: 61.4%**  
 % difference from prior year: -3.0%  
 % difference from 5 years ago: -6.4%

The Summer months are normally below the national average every year. Whereas Louisiana was among the nation’s leaders in occupancy for the first five months, Louisiana has now been passed by those states whose tourism business peaks during the summer months. Also, since occupancy is a result of room nights sold and room nights available, and both are experiencing gains which are higher than the national average; Louisiana’s year-to-date occupancy rate has predictably fallen to the middle of the pack compared to other states.

Source: Smith Travel Research

## 2. Hotel Trends – Average Daily Rate

### Summer 2002 – Average Daily Rate Trend



#### Summer 2002 Season

**Louisiana hotel/motel average daily rate: \$76.08**

% difference from prior year: -1.7%

% difference from 5 years ago: +4.2%

**U.S. hotel/motel average daily rate: \$83.15**

% difference from prior year: -2.1%

% difference from 5 years ago: +7.5%

Louisiana's ADR in the summer was 8.5% lower than the U.S. average. This is a normal trend. However, Louisiana's summer ADR is its lowest in four years.

#### 2002 Performance (January-August)

**Louisiana hotel/motel average daily rate: \$88.90**

% difference from prior year: -1.1%

% difference from 5 years ago: +9.6%

**U.S. hotel/motel average daily rate: \$83.70**

% difference from prior year: -3.4%

% difference from 5 years ago: +7.2%

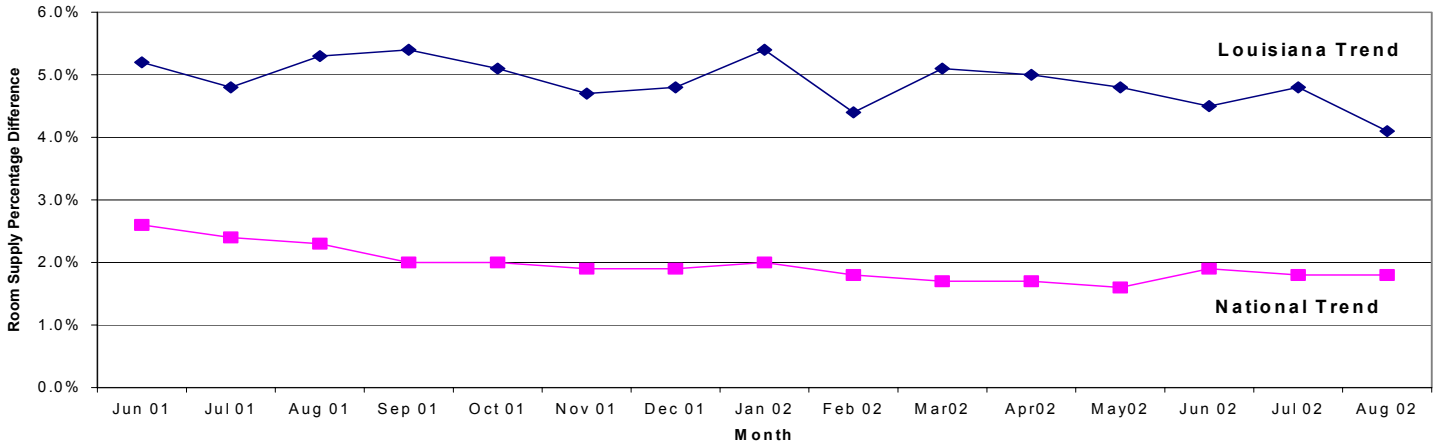
Louisiana's current average daily rate in 2002 is the 13<sup>th</sup> highest among all states in the U.S. Louisiana's high ranking are due to New Orleans' high ADR which normally ranks among the nation's highest compared to other major cities. New Orleans (\$118.91) currently ranks 4<sup>th</sup> behind New York (\$165.43), San Francisco (\$126.11), and Boston (\$123.11).

Overall, hotel performance in Louisiana has slightly exceeded the national average this year. We will see even higher growth numbers the rest of the year due to the resurgence since the September 2001 terrorist attacks. By the end of the year the number of rooms sold in Louisiana will likely exceed the number in 2001 by more than 2 percent. Meanwhile, Louisiana's room inventory growth remains among the nation's leaders at nearly 5%.

Source: Smith Travel Research

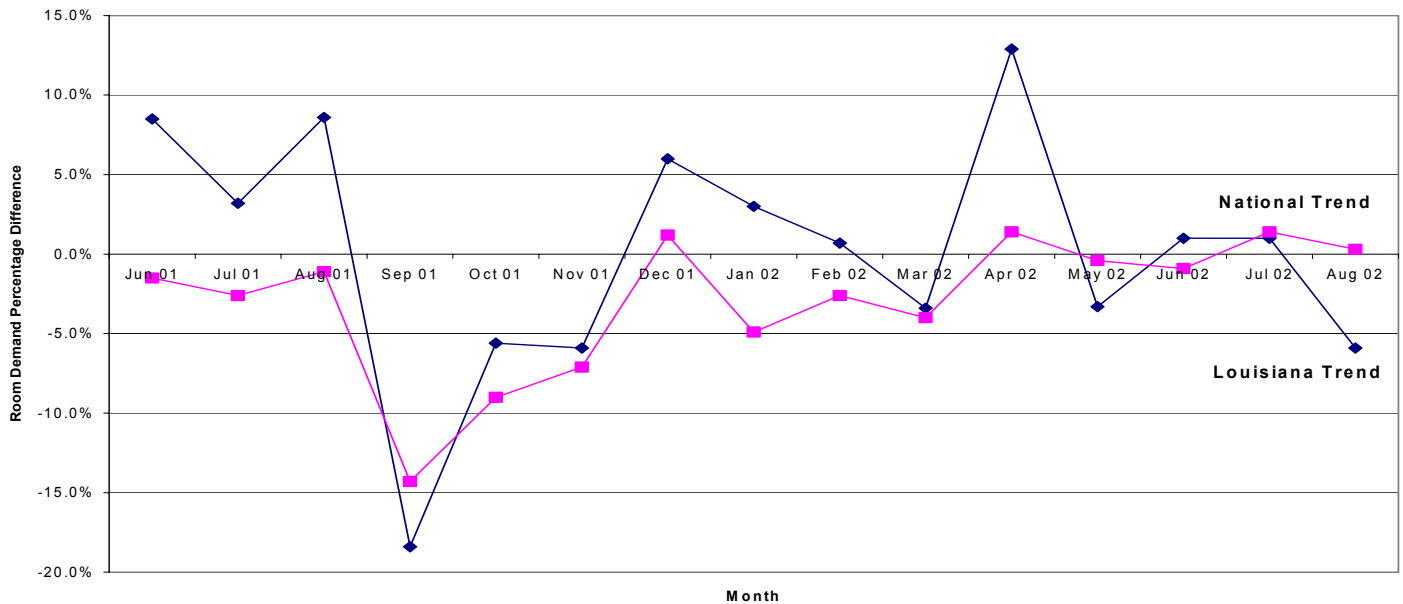
### 3. Hotel Trends – Room Supply

Summer 2002 – Room Supply Trend



### 4. Hotel Trends – Room Demand

Summer 2002 – Room Nights Sold Trend

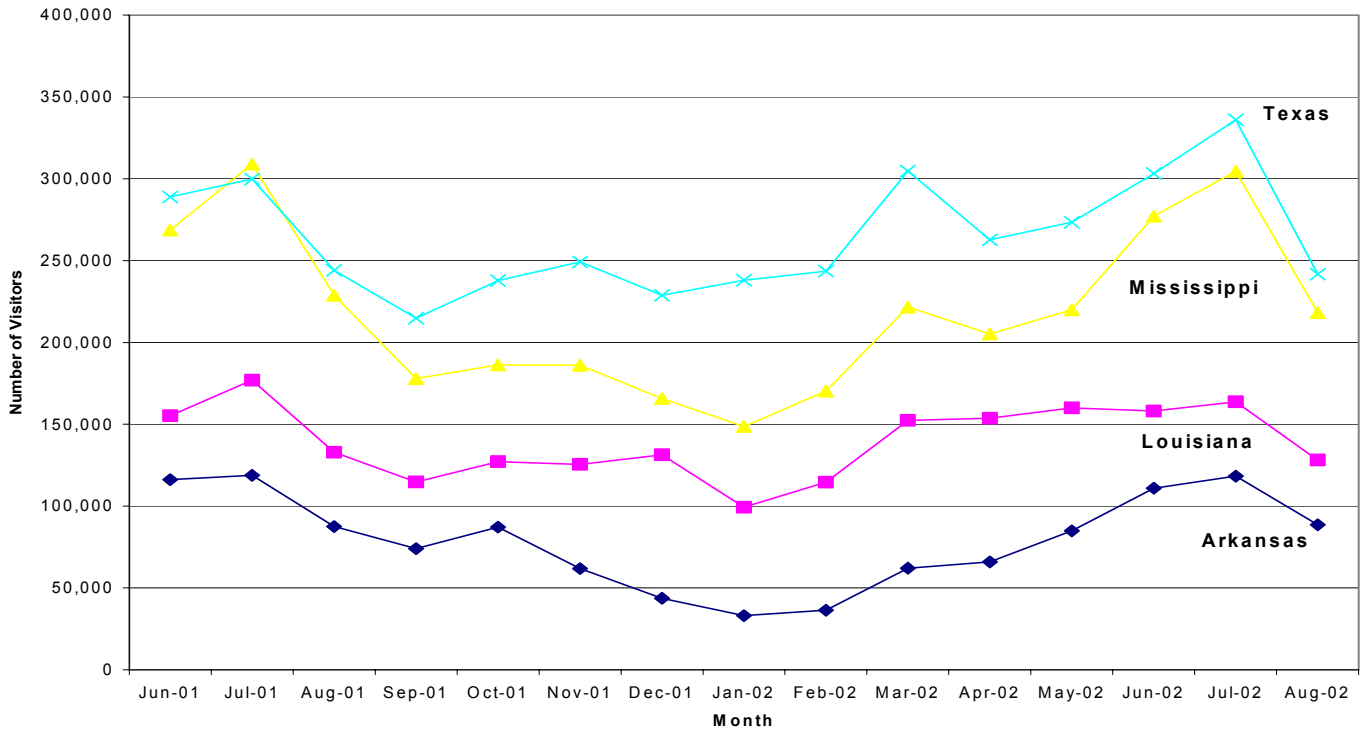


“In the twelve months since the tragic events of September 11, 2001 room demand dropped nearly 4 percent below the level of the comparable period in 2000-2001. So far this year, demand is down 1.2 percent and room occupancy is off nearly 3 percent. In the three markets that suffered the most immediate drop in demand as a result of the terrorist attacks (Boston, New York, NY and Washington, DC-MD-VA) demand is lower by 3.5 percent and room occupancy is nearly 5 percent below the same period last year.”

Source: Smith Travel Research

## 5. State Information Center Visitors

### Summer 2002 State Welcome Center Visitor Trend



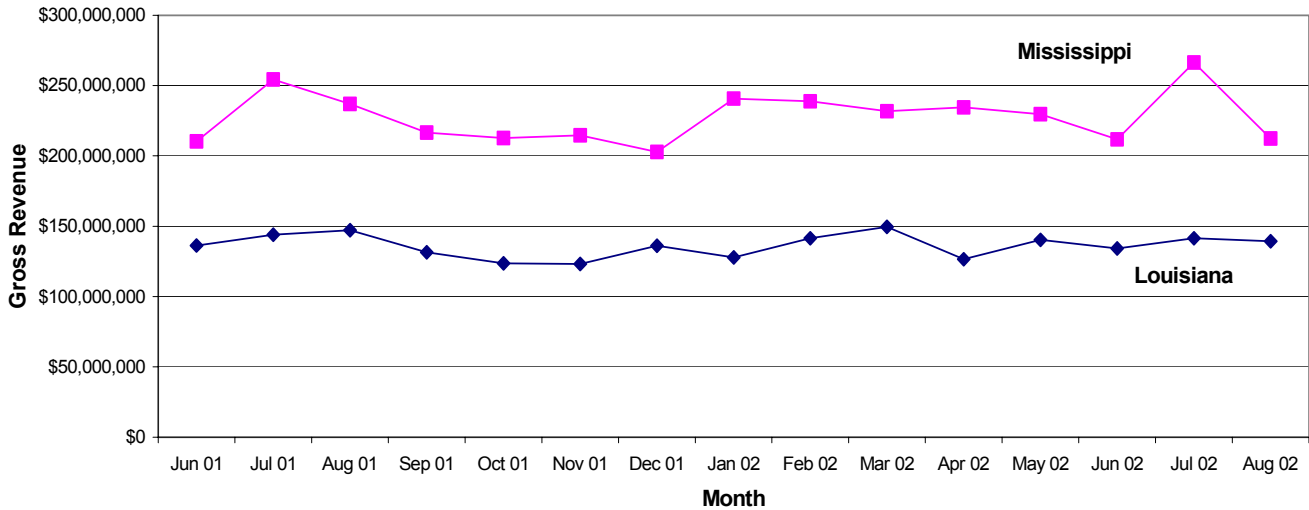
	Arkansas	Louisiana	Mississippi	Texas
<b>Summer 2002 Trend*</b>				
Number of Visitors	317,928	450,128	800,051	881,172
% difference from prior year	-1.4%	-3.2%	-0.8%	+4.4%
<b>2002 Year-to-Date Trend (January thru August)</b>				
Number of Visitors	600,399	1,130,495	1,765,928	1,930,425
% difference from prior year	-0.6%	+0.3%	+4.2%	-7.1%

\* While each state uses a different method to calculate welcome center visitors, there have been no changes to the methods used over the last 15 months.  
Source: Louisiana Office of Tourism

- Welcome Center Facts**
- The state of Texas operates 12 welcome centers. All of these centers are administered by the Texas Department of Transportation, the only state DOT to do so.
  - A total of 867,033 visitors obtained assistance at Arkansas Tourist Information Centers during 2001. According to the Arkansas Department of Parks and Tourism, the following reasons for Travel were given by these visitors: Vacation (58.6%), Passing Through (35.5%), Local Traffic (3.2%) and Business/Student (2.7%).

## 6. Riverboat Gaming

### Summer 2002 – Gross Revenue Trend



	Louisiana	Mississippi
<b>Summer 2002 Season</b>		
Total Gross Revenue	\$415,004,118	\$690,555,373
% difference from prior year	-6.7%	-1.5%
% difference from 5 years ago	+16.7%	+18.5%
<b>2002 Year-to-Date (January thru August)</b>		
Total Gross Revenue	\$1,100,829,337	\$1,866,970,355
% difference from prior year	-0.7%	+0.7%
% difference from 5 years ago	+23.1%	+25.2%
Sources: Louisiana State Police, and Mississippi State Tax Commission ( <a href="http://www.mstc.state.ms.us/index.html">http://www.mstc.state.ms.us/index.html</a> )		

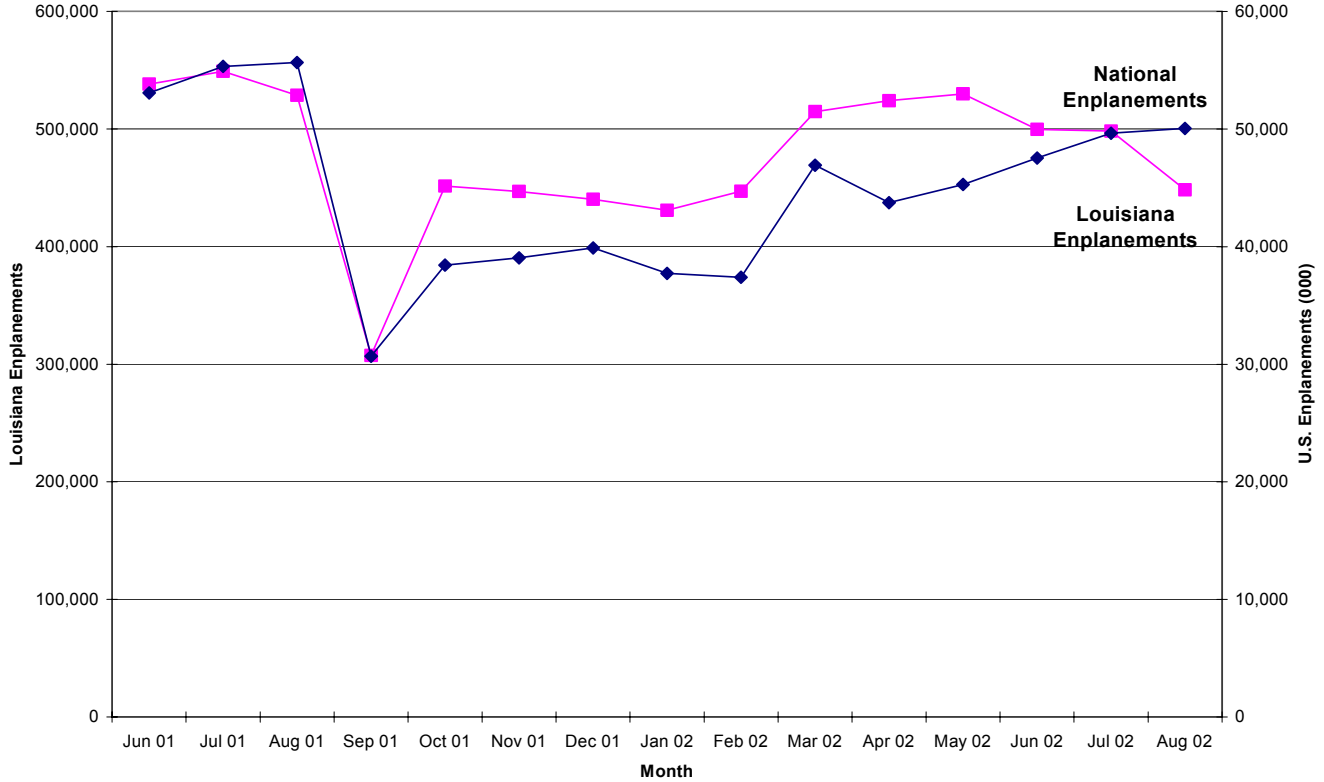
### Cruise Industry Contribution to Louisiana's Economy

- The cruise industry generated over \$165 million in direct spending for goods and services provided by Louisiana businesses during 2001. In addition the cruise lines and their suppliers employed 1,771 workers and paid out wages of \$55 million during 2001.
- Louisiana accounted for just under two percent of the industry's impact on the U.S. economy during 2001. The Louisiana economy was impacted by virtually every aspect of the industry's activity including passenger embarkations, headquarters' operations, pre- and post-cruise tourism, travel agent services and a broad range of cruise support services.
- The Port of New Orleans handled an estimated 400,000 cruise passenger embarkations and disembarkations during 2001.

Source: International Council of Cruise Lines (<http://www.cruising.org/index.cfm>)

## 7. Airport Passenger Enplanements

### Summer 2002 Enplanements Trend



#### Summer 2002 Season

**Louisiana Airport Enplanements: 1,446,101**

% difference from prior year: -10.9%

% difference from five years ago: -4.6%

**U.S. Airport Enplanements: 147.2 million**

% difference from prior year: -9.6%

% difference from five years ago: -2.5%

The devastating effects of September 11<sup>th</sup> on air travel is still being felt by the commercial airlines.

#### 2002 Performance (January-August)

**Louisiana Airport Enplanements: 3,892,643**

% difference from prior year: -9.4%

% difference from five years ago: -1.6%

**U.S. Airport Enplanements: 358.3 million**

% difference from prior year: -11.3%

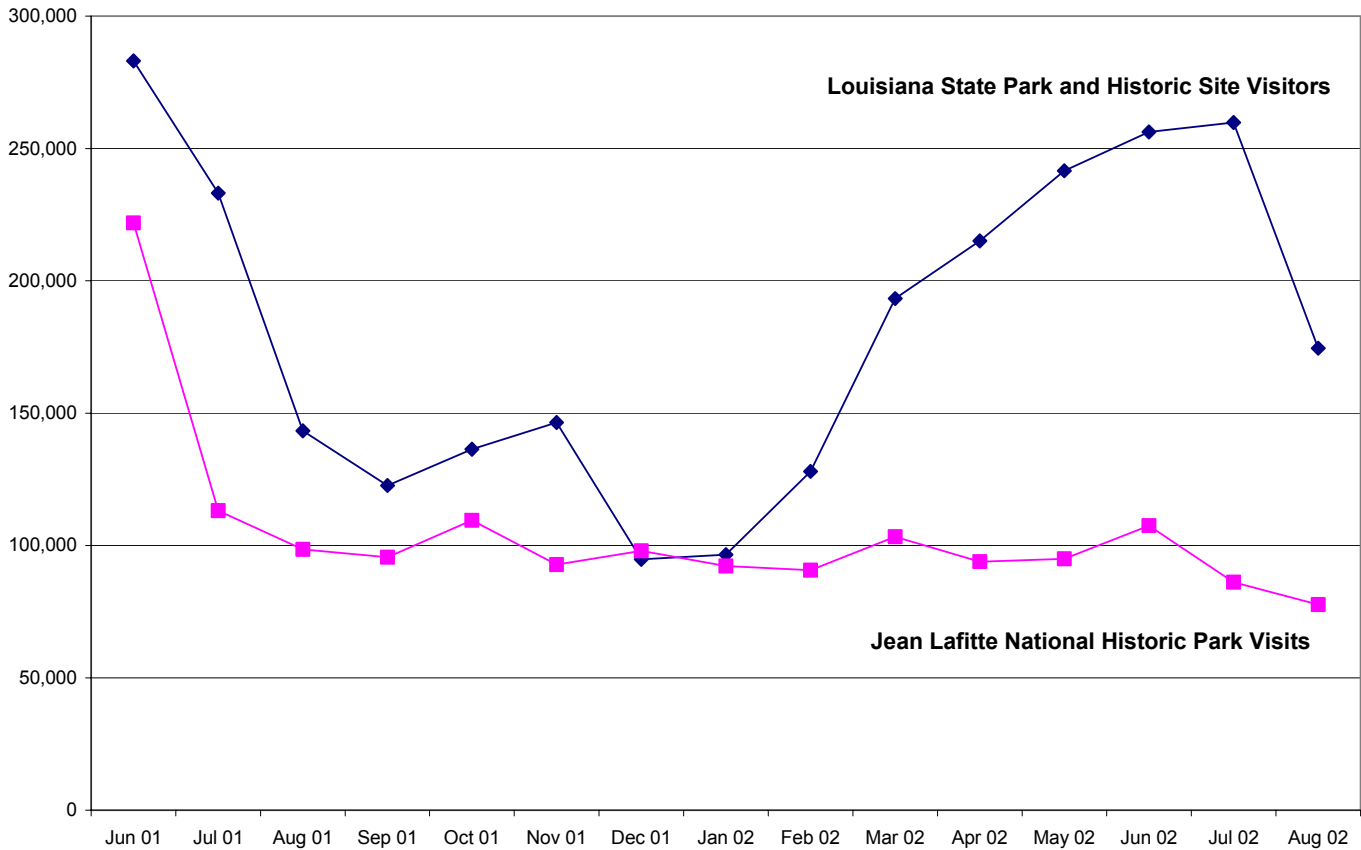
% difference from five years ago: -4.6%

U.S. passenger traffic is almost 5 percent below the same level as it was five years ago. However, Louisiana is only 1.6 percent below the level of air travel experienced five years ago. Louisiana continues to recover at a slightly faster rate than the U.S.

Source: Louisiana Office of Tourism, and the Air Transport Association (<http://www.airlines.org/>)

## 8. State and National Park Visitors

### Summer 2002 Park Visitors Trend



#### Summer 2002 Season

Louisiana State Parks and Historic Site Visitors: 690,586  
 % difference from prior year: +4.7%

Jean Lafitte National Historical Park Visits: 271,382  
 % difference from prior year: -13.5%

#### 2002 Year-To-Date Performance (January-August)

Louisiana State Parks and Historic Site Visitors: 1,565,205  
 % difference from prior year: +11.8%

Jean Lafitte National Historical Park Visits: 746,203  
 % difference from prior year: -14.7%

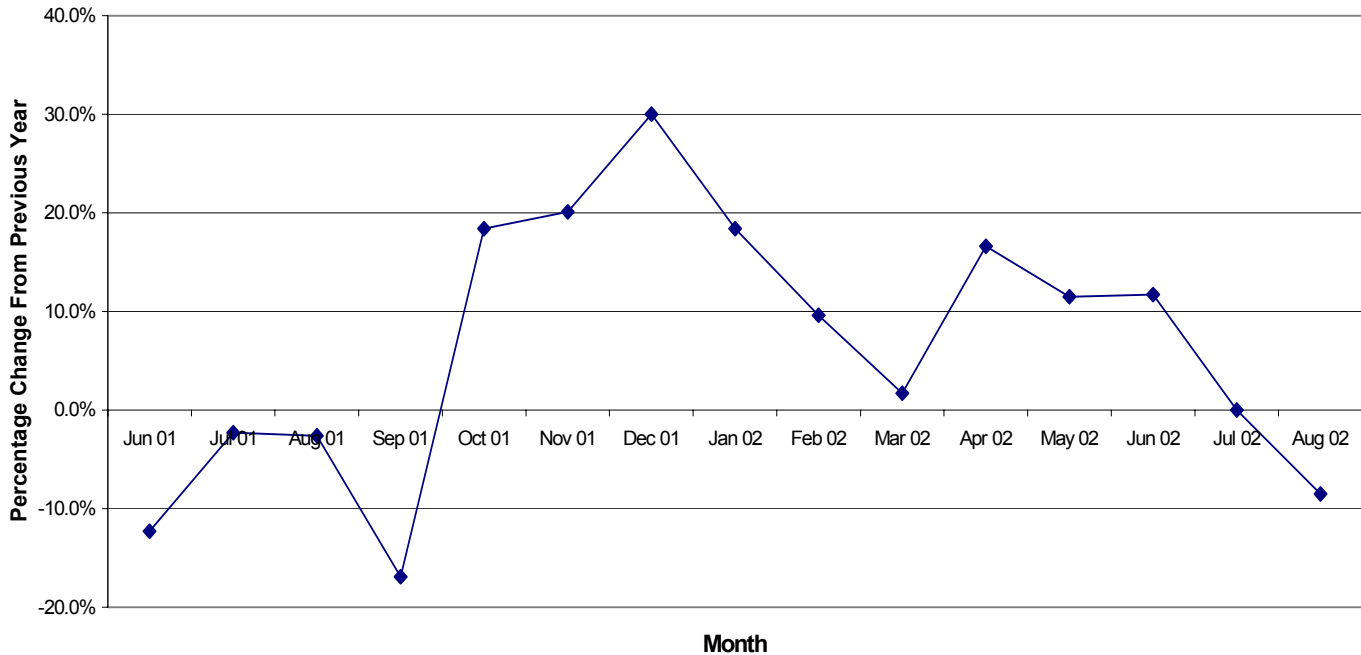
The number of visitors to Louisiana State Parks and Historic Sites have nearly doubled in the last fifteen years, from 1,086,158 in Fiscal Year 1987-88 to 2,007,564 in Fiscal Year 2001-02.

Source: Louisiana Office of State Parks, and the U.S. National Park Service (<http://www2.nature.nps.gov/stats/>)



## 9. Local Tourist Information Centers

### Summer 2002 – Tourist Center Visitor Trend



#### Summer 2002 Season

Louisiana local tourist information center visitors: 148,712

% difference from prior year: +1.3%

During the summer season, fifteen reported increased visitor volume and twelve recorded a decrease in visitors compared to the previous summer season.

Source: Louisiana Office of Tourism. Local information center visitors are operated by municipal and parish tourist bureaus throughout Louisiana. Most use registration sheets to record the volume of visitors who enter the centers for travel information.

**“A survey of the Travel Industry Association of America’s (TIA) 2,300 member organizations shows that changes in consumer travel patterns have greatly affected how they market their destinations and services.”**

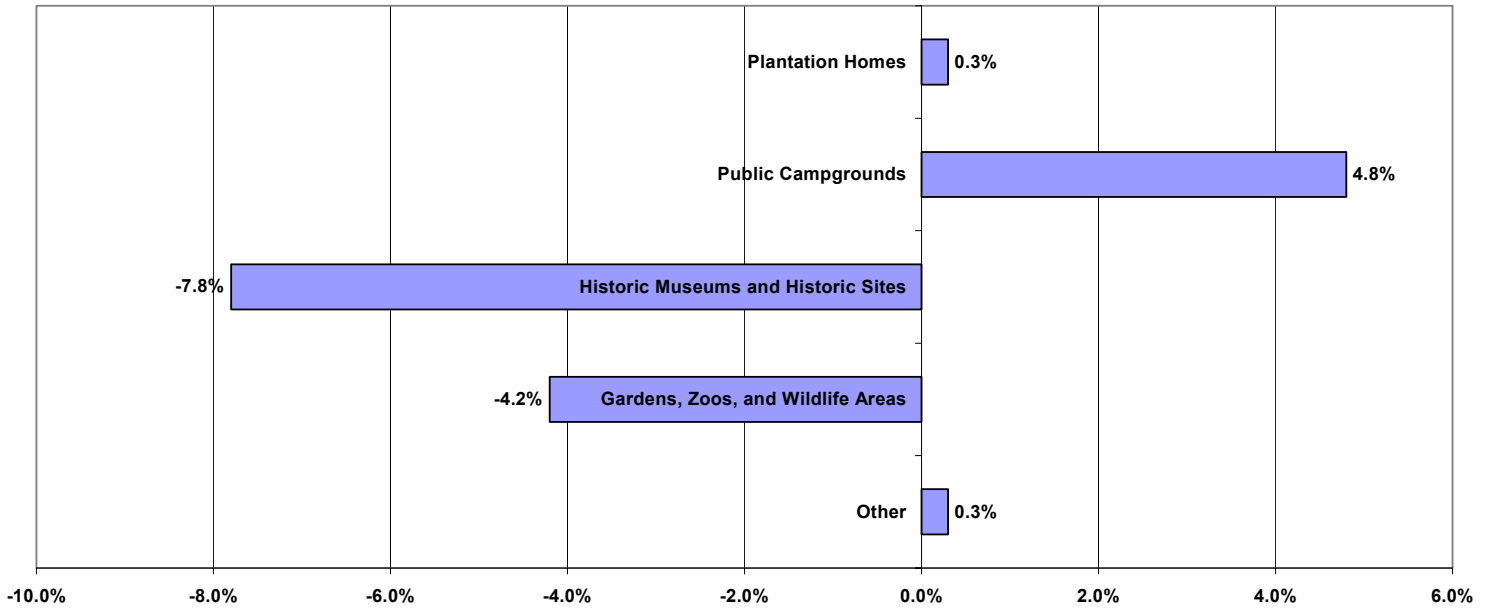
**“Seventy-seven percent have focused their marketing and promotion efforts on closer, drive-to markets in the past 12 months. And 66 percent have offered new discounted rates and packages. But while 68 percent of TIA members are optimistic that their businesses will improve in 2003, 40 percent report reductions in staff, salaries, or bonuses in the previous 12 months.”**

**“In 2001, 64 percent of TIA members suffered declines in business. However, nearly one-third of respondents actually did better in 2001 than the year before. In 2002, travel industry recovery continues to be a mixed bag, with nearly half of respondents enjoying increases in business over last year. On the other hand, 41 percent continue to suffer declines.”**

Source: TIA Press Release, 12/3/02

## 10. Attractions Visitors

**Summer 2002 - Visitor Trend By Category**  
**Percentage Change From Previous Year In The Number Of Visitors**



### Summer 2002 Season

The Louisiana Office of Tourism received visitor counts from 84 attractions across the state. Numbers were received from 7 plantation homes, 17 public campgrounds, 33 historical museums and historic sites, 7 gardens, zoos and wildlife areas, and 20 other attractions. The total number of visitors to Louisiana’s attractions declined by 1.2% during the Summer 2002 Season (June-August) compared to the previous summer season. The number of sites experiencing increased visitors was 38 while the number of sites with decreased visitors was 46.

Season	Summer 2002	Spring 2002	Winter 2002	Fall 2001	Summer 2001
Number of Sites w/increased attendance	38	41	52	42	44
Number of Sites w/decreased attendance	46	39	28	35	44
Percentage difference from previous year*	-1.2%	0.0%	+4.8%	-2.9%	-5.7%

\* Percentage difference in actual visitors recorded at all parks, museums, and attractions submitted to LOT.

## 10. Regional Trends - Summer

<b>Greater New Orleans</b>	<b>2002</b>	<b>2001</b>	<b>% +/-</b>
New Orleans International Airport			
Passenger Enplanements.....	1,155,213.....	1,280,616.....	-9.8%
New Orleans Hotel-Motel Occupancy Rate			
June.....	62.1%.....	66.6%.....	-6.8%
July.....	62.4%.....	64.5%.....	-3.3%
August.....	51.3%.....	61.6%.....	-16.7%
New Orleans Visitor Center.....	27,793.....	34,550.....	-19.6%
Slidell Visitor Center.....	103,808.....	102,946.....	+0.8%
Kentwood Visitor Center.....	32,206.....	36,441.....	-11.6%
Pearl River Center.....	47,750.....	41,185.....	+15.9%
Parks, Attractions, Museums.....	874,246.....	864,234.....	+1.2%
<b>Plantation Country</b>	<b>2002</b>	<b>2001</b>	<b>% +/-</b>
Baton Rouge Metro Airport Airport			
Passenger Enplanements.....	98,341.....	114,174.....	-13.9%
Baton Rouge Hotel/Motel Occupancy Rate			
June.....	61.2%.....	60.3%.....	+1.5%
July.....	61.2%.....	66.6%.....	-12.3%
August.....	56.1%.....	54.8%.....	+2.4%
State Capitol Visitor Center.....	29,730.....	26,011.....	+14.3%
St. Francisville Visitor Center.....	11,156.....	11,387.....	-2.0%
Parks, Attractions, & Museums.....	167,078.....	182,672.....	-8.5%
<b>Cajun Country</b>	<b>2002</b>	<b>2001</b>	<b>% +/-</b>
Lafayette Regional Airport			
Passenger Enplanements.....	42,247.....	52,169.....	-19.0%
Lake Charles Regional Airport			
Passenger Enplanements.....	13,337.....	13,075.....	+2.0%
Lafayette Hotel-Motel Occupancy Rate			
June.....	67.3%.....	68.4%.....	-1.6%
July.....	62.5%.....	71.3%.....	-12.3%
August.....	58.1%.....	65.9%.....	-11.8%

Lake Charles Hotel-Motel Occupancy Rate

June .....	64.9%	65.0%	-0.2%
July .....	67.5%	66.5%	+1.5%
August.....	60.6%	67.3%	-10.0%

Vinton Visitor Center.....	61,861	54,471	+13.6%
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Parks, Attractions, & Museums .....	263,497	272,344	-3.2%
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<b>Crossroads</b>	<b>2002</b>	<b>2001</b>	<b>%+/-</b>
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England International Airport Passenger Enplanements.....	26,238	36,271	-27.7%
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Alexandria Hotel-Motel Occupancy Rate

June .....	66.4%	70.0%	-5.1%
July.....	61.5%	67.0%	-8.2%
August.....	54.3%	54.7%	-0.7%

Vidalia Visitor Center.....	6,838	6,711	+1.9%
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Parks, Attractions, & Museums .....	104,166	116,342	-10.5%
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<b>Sportsman's Paradise</b>	<b>2002</b>	<b>2001</b>	<b>%+/-</b>
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Shreveport Regional Airport Passenger Enplanements.....	85,918	98,078	-12.4%
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Monroe Regional Airport Passenger Enplanements.....	24,807	28,383	-12.6%
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Shreveport Hotel-Motel Occupancy Rate

June .....	67.4%	67.6%	-0.3%
July.....	67.6%	62.8%	+7.6%
August.....	63.1%	58.5%	+7.9%

Monroe Hotel-Motel Occupancy Rate

June .....	72.8%	66.2%	+10.0%
July.....	71.0%	67.3%	+5.5%
August.....	61.3%	57.6%	+6.4%

Greenwood Visitor Center .....	67,499	84,673	-20.0%
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Mound Visitor Center .....	61,487	66,756	-7.0%
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Parks, Attractions, and Museums.....	418,089	414,242	+0.9%
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*Notes on Regional Trends: Hotel/Motel statistics are from Smith Travel Research, Inc.; all other figures are from the Office of Tourism. Park figures include both day-use and overnight visitors. Attendance at parks, attraction and museums are self-reported to the Office of Tourism and include many different methods of recording visitors/customers.*