

Louisiana Travel Pulse

A Quarterly Travel Barometer

May/June 2001

Winter 2000-01 Statewide Pulse

Statewide travel indicators for the Winter 2000-01 season (December-February) are included in the following table. Winter 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	2000/01	1999/00	% +/-
Airport Passenger Boardings			
All Metropolitan Airports	1,449,865	1,372,703	5.6%
Hotel-Motel Trend			
Statewide Occupancy Rate			
December	59.7	49.3	2.8%
January	57.1	55.9	2.1%
February	69.0	68.6	0.6%
Statewide Average Daily Rate			
December	\$80.15	\$83.58	-4.1%
January	\$91.75	\$93.55	-1.9%
February	\$106.44	\$94.05	13.2%
Statewide Riverboat Gaming	\$390,767,007	\$348,980,106	11.9%
Total AGR			
Welcome Centers (State)	315,456	296,694	6.3%
Local Tourism Information			
Centers (30)	72,112	68,721	4.9%
Commercial Campgrounds Occupancy Rate (6)			
December	48.9	50.3	-2.7%
January	54.5	59.8	-8.8%
February	65.9	65.9	0.0%
Parks, Attractions, and Museums(77)	618,748	673,713	-8.2%
Plantation Homes(6)	58,602	63,661	-7.9%
Public Campgrounds(17)	164,357	169,998	-3.3%
Historical Museums and Historic Sites(33)	115,374	110,281	4.6%
Gardens, Zoos, and Wildlife Areas(4)	57,198	71,319	-19.8%
Others(17)	182,060	209,466	-13.1%

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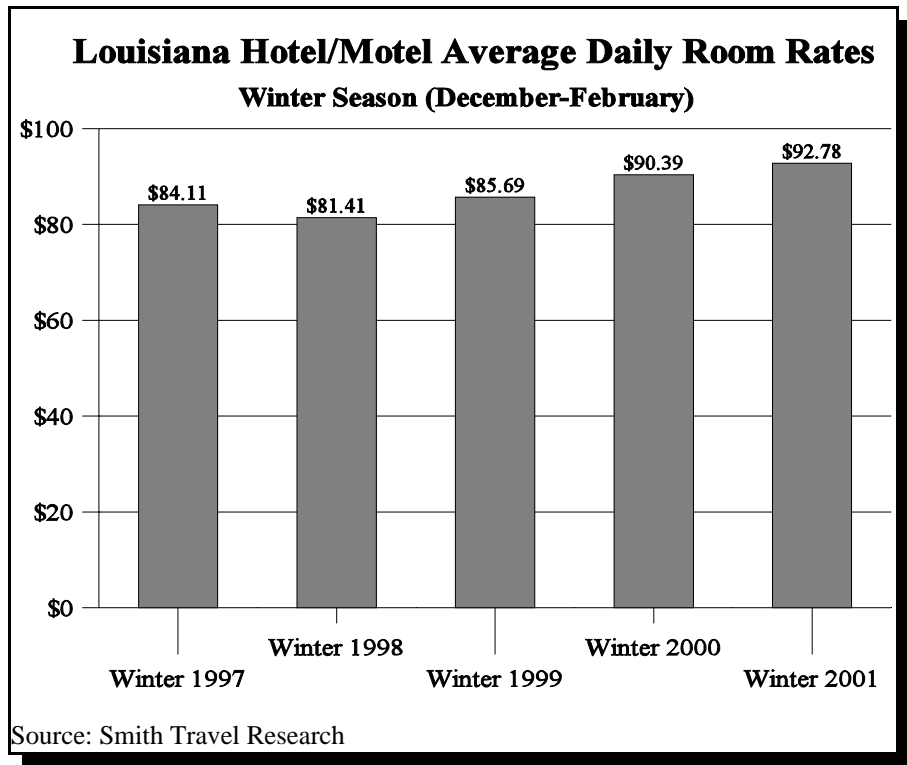
Airport Enplanement Trends

**Enplanements
Rise 10% in Five
Years →**



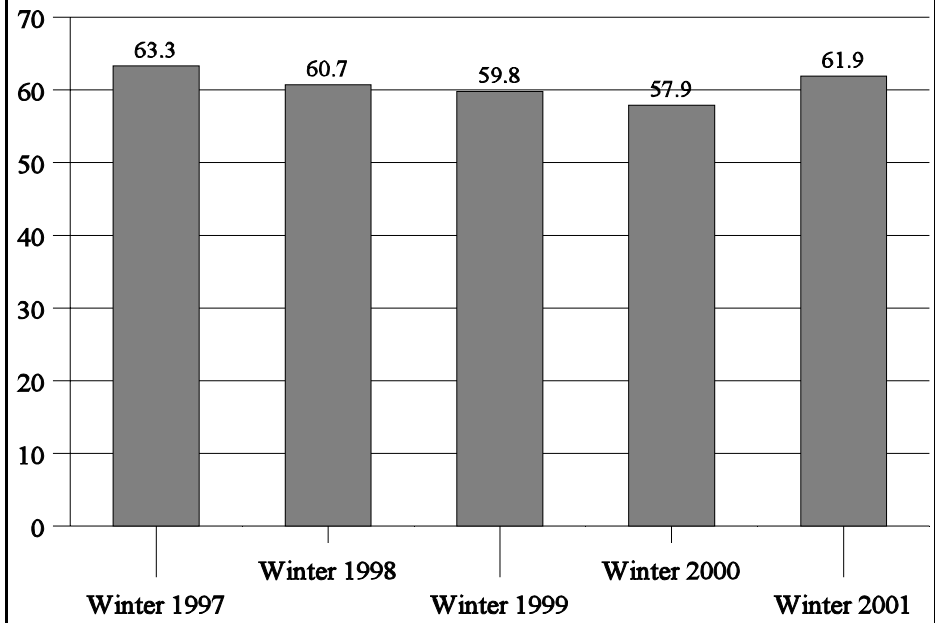
STATEWIDE INDICATOR 2000 Year-To-Date	
Indicator	Jan.-March 2000
Hotel-Motel Occupancy	
Actual	66.1%
% +/-	-0.6
Hotel-Motel ADR	
Actual	\$99.67
% +/-	+2.4
Airport Enplanements	
Actual	973,728
% +/-	+7.1
(January-February only)	
Riverboat Gaming AGR	
Actual	\$421,271,403
% +/-	+14.3
Welcome Center Visitors	
Actual	360,016
% +/-	+10.2

Lodging Trends



Louisiana Hotel/Motel Occupancy Rates

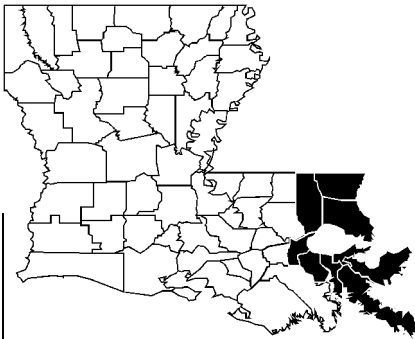
Winter Season (December-February)



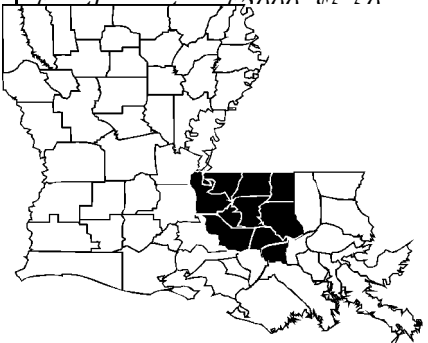
Source: Smith Travel Research

Riverboat Gaming Trends

Regional Summaries



healthy 2000. Hotel/motel sales rose by \$822 million (+10.7%) over the year. Convention bookings were up 11.9% for the quarter and 1.5% for the year. More people deplaned at the airport, a 4.7% increase in 2000 over 1999. The average hotel room rate was \$133.60 in the



5.7% in 2002.

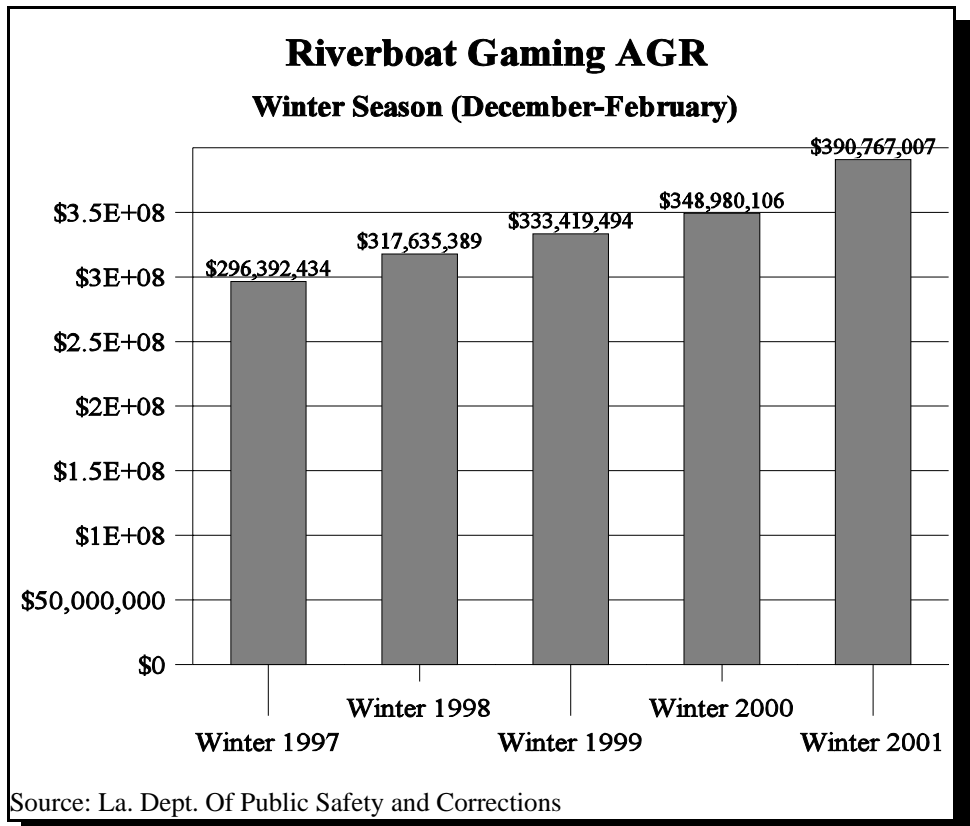
Division of Bus. And Econ. Res.
University of New Orleans
Metropolitan Report

CATEGORY	2000/01	1999/00	% +/-
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Greater New Orleans

Airport Passenger Boardings New Orleans International	1,171,253	1,081,601	8.3%
Hotel-Motel Trend New Orleans Occupancy Rate			
December	51.1	52.6	-2.9%
January	64.3	61.7	4.2%
February	76.3	76.5	-0.3%
New Orleans Visitor Center	28,357	28,651	-1.0%
Slidell Visitor Center	75,938	76,979	-1.4%
Kentwood Visitor Center	27,650	24,419	13.2%
Pearl River Center	28,913	34,679	-16.6%
Parks, Attractions, Museums	261,493	249,520	4.8%

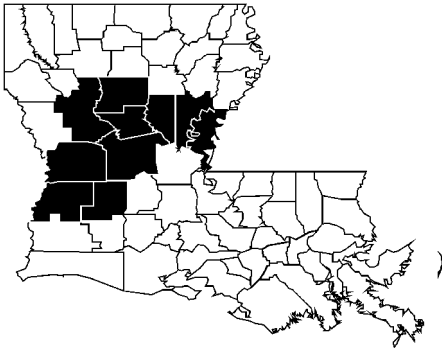
Plantation Country



Airport Passenger Boardings Baton Rouge Metro Airport	93,976	92,606	1.2%
Hotel-Motel Trend			
Baton Rouge Occupancy Rate			
December	46.3	45.5	1.8%
January	47.3	49.5	-4.4%
February	62.7	62.9	-0.3%
State Capitol Visitor Center	19,711	22,165	-11.1%
St. Francisville Visitor Center	7,929	8,852	-10.4%
Parks, Attractions, & Museums	100,291	118,992	-15.7%

Cajun Country

Airport Passenger Boardings Lafayette Regional Airport	43,235	42,082	2.7%
Lake Charles Regional Airport	11,511	20,195	-43.0%
Hotel-Motel Trend			
Lafayette Occupancy Rate			
December	49.0	43.3	13.2%
January	56.3	45.8	22.9%



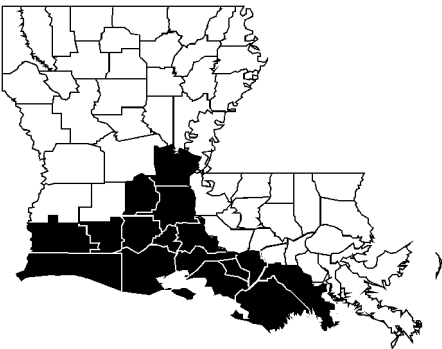
CATEGORY	2000/01	1999/00	% +/-
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Hotel-Motel Trend			
Lafayette Occupancy Rate			
February	71.4	59.6	19.8%
Lake Charles Occupancy Rate			
December	52.0	53.6	-3.0%
January	53.9	57.1	-5.6%
February	63.6	69.1	-8.0%

Vinton Visitor Center	37,133	8,005	363.9%
Parks, Attractions, & Museums	113,285	134,499	-15.8%

Crossroads

Airport Passenger Boardings England International Airport	25,040	27,359	-8.5%
Hotel-Motel Trend			
Alexandria Occupancy Rate			
December	37.1	37.9	-2.1%
January	50.8	49.9	1.8%
February	55.5	59.3	-6.4%



Vidalia Visitor Center	6,003	6,252	-4.0%
Parks, Attractions, & Museums	58,070	73,746	-21.3%
Sportsman's Paradise			
Airport Passenger Boardings			
Shreveport Regional Airport	80,643	81,575	-1.1%
Monroe Regional Airport	24,207	27,015	-10.4%
Hotel-Motel Trend			
Shreveport Occupancy Rate			
December	62.7	53.2	17.9%
January	53.4	56.4	-5.3%
February	64.6	65.9	-2.0%
Monroe Occupancy Rate			
December	54.5	50.2	8.6%
January	59.6	61.5	-3.1%
February	71.4	70.9	0.7%
Greenwood Visitor Center	44,777	47,837	-6.4%
Mound Visitor Center	39,045	38,855	0.5%
Parks, Attractions, & Museums	85,609	96,956	-11.7%

Nationwide Travel Industry Indicators

Winter 2000-01
 Nationwide Travel Industry Indicators
 (With percentage change from a year ago)

Category	December	January	February
Hotel-Motel Occupancy			
Actual	48.2%	52.2%	60.6%
%+/-	+2.6	+2.4	-1.0
Hotel-Motel Average Daily Rate			
Actual	\$82.46	\$87.40	\$90.02
%+/-	+3.6	+4.2	+3.9
Airline Scheduled Passengers			
Domestic Enplanements (Millions)			
Actual	41.8	39.1	39.1
%+/-	+0.5	+3.7	-1.3
Airline Scheduled Passengers			
International Enplanements (Millions)			
Actual	4.4	4.4	3.9
%+/-	+17.7	+11.5	+3.1
National Parks			
Recreation Visits (Millions)			

INDICATORS
 2000 Year-To-Date
 Indicator Jan-March 2001

Hotel-Motel Occupancy
 Actual 59.1%
 % +/- -0.3

Hotel-Motel ADR
 Actual \$89.26
 % +/- 3.7

Notes on Statewide and Regional Summaries: Airport passenger boardings include enplaned airline domestic enplanements passengers only. Hotel/Motel statistics are from Smith Travel Research, Inc.; all other figures are from the Office of Tourism.

Airline Domestic Enplanements
 Actual (Millions) 125.2
 % +/- +0.1

Airline International Enplanements
 Actual (Millions) 13.2
 % +/- +7.1

Actual	12.212	11.919	12.473
%+/-	-3.4	+7.4	-2.0
Travel Price Index			
Actual	189.7	193.3	197.1
%+/-	+4.0	+4.0	+3.7

Sources for nationwide indicators: US Travel Data Center, Smith Travel Research, Air Transport Association, and Travel Industry Indicators®.

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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