

Louisiana Travel Pulse

A Quarterly Travel Barometer

November-December 2000

SUMMER STATEWIDE PULSE

Statewide travel indicators for the Summer 2000 season (June-August) are included in the following table. Summer trends for the last 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	1,547,160	1,514,904	2.1%
Hotel-Motel Trend			
Statewide Occupancy Rate			
June	64.9%	67.8%	-4.3%
July	66.3%	68.6%	-3.4%
August	59.1%	62.5%	-5.4%
Statewide Average Daily Rate			
June	\$79.46	\$79.32	0.2%
July	\$77.65	\$78.87	-1.5%
August	\$73.07	\$74.74	-2.2%
Statewide Riverboat Gaming			
Total AGR	\$365,572,639	\$364,596,777	0.3%
Welcome Centers (State)	435,642	472,676	-7.8%
Local Tourism Information			
Centers (30)	146,287	143,947	1.6%
Commercial Campgrounds Occupancy Rate (9)			
June	55.0%	54.0%	1.8%
July	58.8	57.9	1.5%
August	47.8%	48.7%	-1.8%
Parks, Attractions, and Museums(66)	1,346,358	1,339,007	0.5%
Plantation Homes(6)	27,436	32,928	-16.7%
Public Campgrounds(15)	614,767	479,164	28.3%
Historical Museums and Commemorative Areas(25)	94,545	107,565	-12.1%
Gardens, Zoos, and Wildlife Areas(6)	68,717	73,889	-7.0%
Others(15)	585,223	697,050	-16.0%

INSIDE THIS ISSUE

Statewide Pulse	1
Regional Summaries	4
Nationwide Indicators	6

Airport Enplanement Trends

STATEWIDE INDICATOR 2000 Year-To-Date

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

Hotel-Motel Occupancy (January-August)	
Actual	65.9%
% +/-	-1.8

Hotel-Motel ADR (January-August)	
Actual	\$89.09
% +/-	+3.8

Hotel-Motel Room Supply (January-August)	
% +/-	+4.7

Hotel-Motel Room-Nights Sold (January-August)	
% +/-	+2.9

Airport Enplanements (January-August)	
Actual	4,174,816
% +/-	+2.7

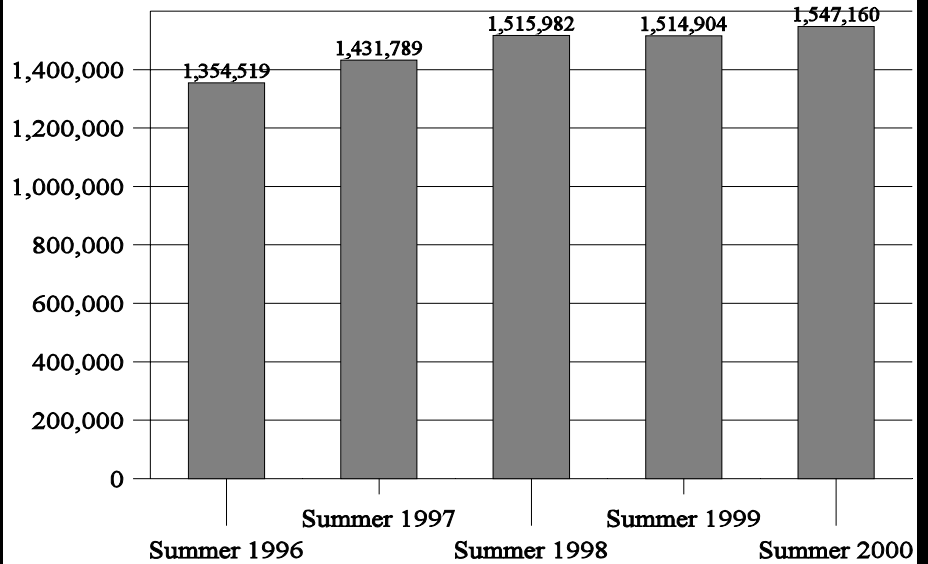
Riverboat Gaming AGR (January-August)	
Actual	\$974,472,315
% +/-	+3.6

Welcome Center Visitors (January-August)	
Actual	1,038,281
% +/-	-11.3

State Parks Visitors (January-August)	
Actual	1,240,009
% +/-	+4.3

Louisiana Airport Enplanements

Summer Season (June-August)**



Source: Louisiana Office of Tourism

** Note: 1997-2000 includes England International Airport

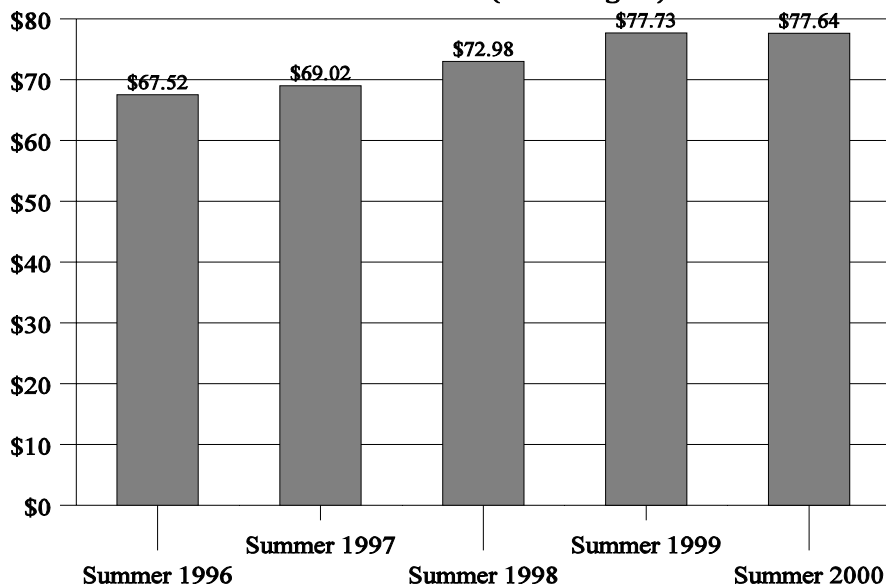
Lodging Trends

“The tourism sector experienced mixed results in the second quarter of 2000, as convention activity slowed from historic highs in 1999. Pushed by favorable leisure tourist activity, hotel/motel sales increased by 7.6%, and the occupancy rate reached 84%. Hotel/motel sales will grow briskly in the next year, and then moderate.”

University of New Orleans
Metropolitan Report

Louisiana Hotel/Motel Average Daily Room Rates

Summer Season (June-August)

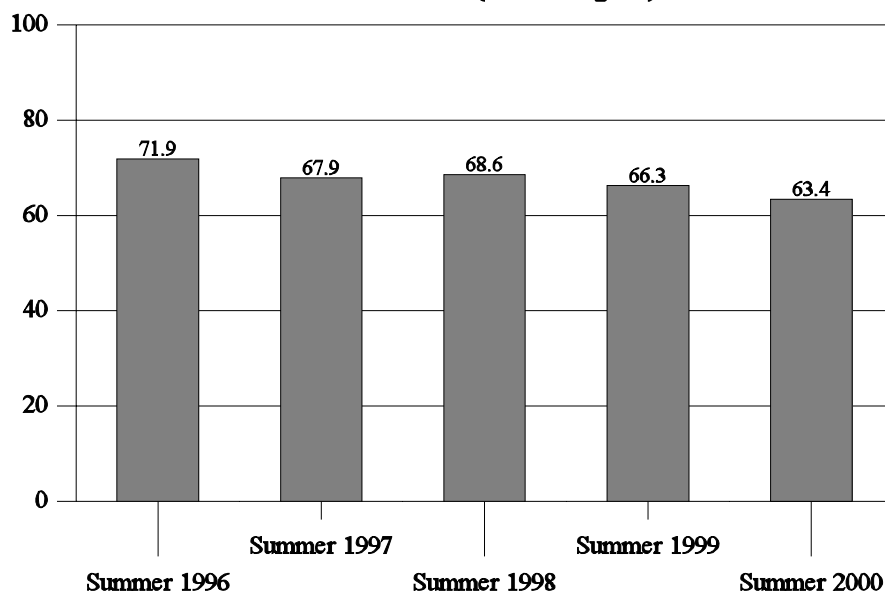


Source: Smith Travel Research

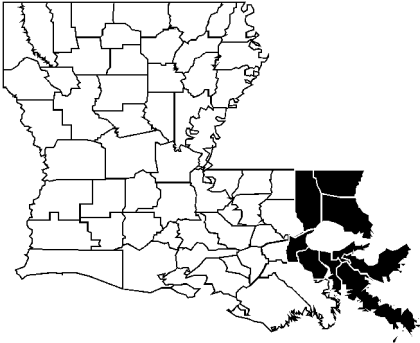
Riverboat Gaming Trends

Louisiana Hotel/Motel Occupancy Rates

Summer Season (June-August)

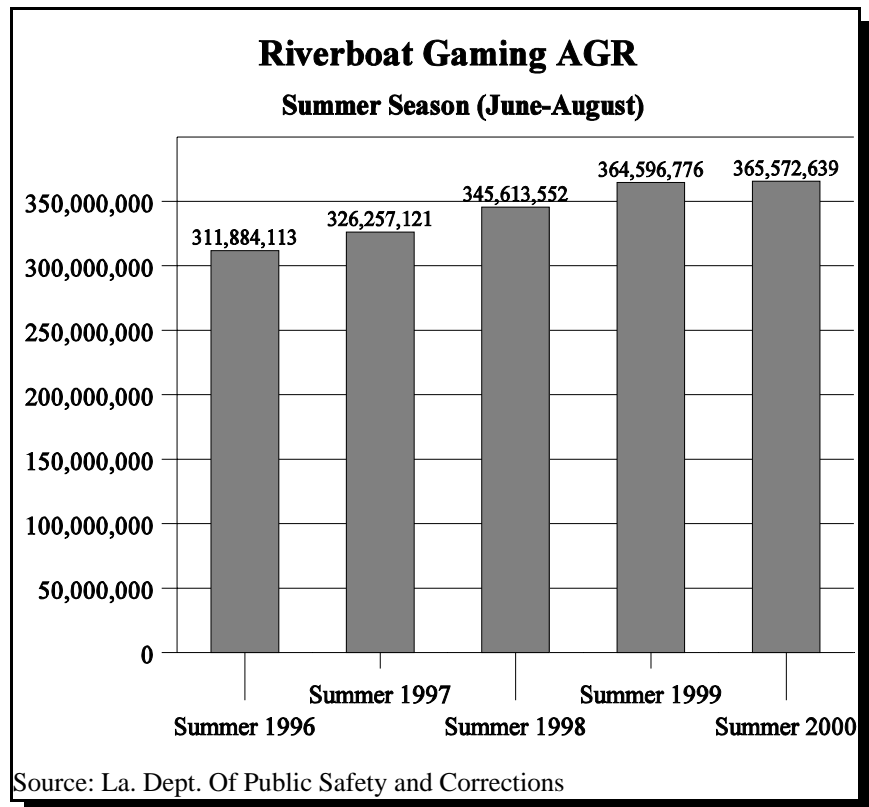


Source: Smith Travel Research



Regional Summaries

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



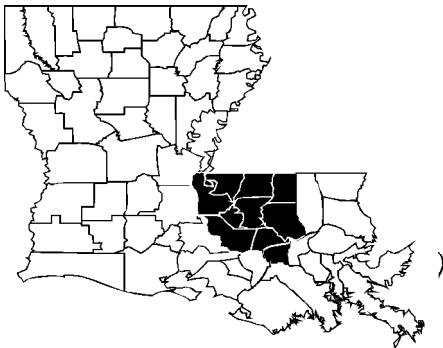
G
r
e
a
t
e
r
N
e
w
O
r
l
e
a
n
s

Airp
o r t
P a s s
e n g e
r
B o a r
d i n g
s
N e w
O r l e
a n s
I n t e r
n a t i o

nal 1,196,550	1,162,385	2.9%	
Hotel-Motel Trend			
New Orleans Occupancy Rate			
June	65.1	70.4	-7.5%
July	68.9	71.2	-3.2%
August	59.0	64.7	-8.8%
New Orleans Visitor Center	23,359	30,519	-23.5%
Slidell Visitor Center	106,418	118,271	-10.0%
Kentwood Visitor Center	33,934	34,483	-1.6%
Pearl River Visitor Center	49,878	48,293	3.3%
Parks, Attractions, Museums	519,910	609,563	-14.7%

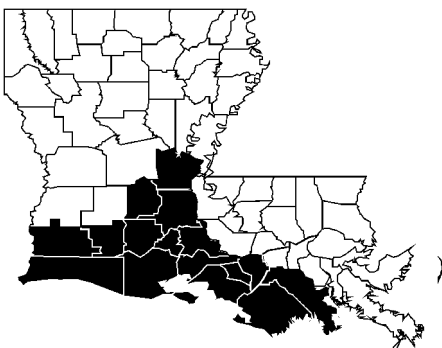
Plantation Country

Airport Passenger Boardings			
Baton Rouge Metro Airport	107,634	106,976	0.6%
Hotel-Motel Trend			
Baton Rouge Occupancy Rate			
June	62.6	68.6	-8.7%
July	61.0	67.5	-9.6%
August	57.3	62.3	-8.0%
State Capitol Visitor Center	27,968	36,364	-23.1%
St. Francisville Visitor Center	11,136	12,785	-12.9%
Parks, Attractions, & Museums	77,530	91,775	-15.5%



Cajun Country

Airport Passenger Boardings			
Lafayette Regional Airport	49,212	53,374	-7.8%
Lake Charles Regional Airport	21,391	19,560	9.4%
Hotel-Motel Trend			
Lafayette Occupancy Rate			
June	70.8	66.1	7.1%
CATEGORY	2000	1999	% +/-
Hotel-Motel Trend			
Lafayette Occupancy Rate			
July	60.5	63.1	3.0%
August	61.0	60.6	0.7%
Lake Charles Occupancy Rate			
June	69.2	70.3	-1.6%
July	71.4	75.0	-4.8%



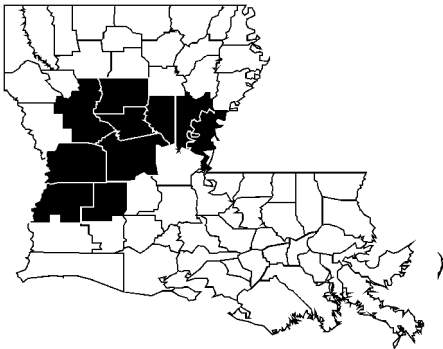
August	65.9	61.1	7.9%
Vinton Visitor Center	49,821	48,633	2.4%
Parks, Attractions, & Museums	264,487	171,203	54.5%

Crossroads

Airport Passenger Boardings England International Airport	32,495	37,816	-14.1%
Hotel-Motel Trend Alexandria Occupancy Rate			
June	60.2	57.5	4.7%
July	59.1	58.4	1.2%
August	58.8	54.4	8.1%
Vidalia Visitor Center	7,392	8,137	-9.2%
Parks, Attractions, & Museums	116,492	128,507	-9.3%

Sportsman's Paradise

Airport Passenger Boardings Shreveport Regional Airport	108,073	102,481	5.5%
Monroe Regional Airport	31,805	32,312	-1.6%
Hotel-Motel Trend Shreveport Occupancy Rate			
June	73.2	70.0	4.6%
July	67.9	70.8	-4.1%
August	63.7	67.1	-5.1%
Monroe Occupancy Rate			
June	67.5	68.7	-1.7%
July	72.0	72.9	-1.2%
August	68.4	63.8	7.2%
Greenwood Visitor Center	65,225	75,725	-13.9%
Mound Visitor Center	59,962	60,015	-0.1%
Parks, Attractions, & Museums	374,845	356,323	5.2%



INDICATORS
2000 Year-To-Date

Actual in 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.

Hotel-Motel ADRs include both day-overnight visits. **Actual** 84.94

Airline Dom. Enplanements
Actual (Millions) . 361.6
% +/- +3.0

Airline Intern. Enplanements
Actual (Millions) .. 38.3
% +/- +9.5

Nationwide Travel Industry Indicators

Summer 2000
Nationwide Travel Industry Indicators
(With percentage change from a year ago)

Category	June	July	August
Hotel-Motel Occupancy			
Actual	71.5%	72.3%	70.5%
%+/-	+2.6	-0.7	+1.0
Hotel-Motel Average Daily Rate			
Actual	\$84.23	\$84.67	\$85.08
%+/-	+5.5	+4.9	+5.0
Airline Scheduled Passengers			
Domestic Enplanements (Millions)			
Actual	48.4	49.2	48.1
%+/-	+5.1	+1.4	+1.9
Airline Scheduled Passengers			
International Enplanements (Millions)			
Actual	5.1	5.5	5.4
%+/-	+14.3	+13.0	+10.1
U.S. Dollar Foreign			
Exchange Rate (Index)			
Actual	96.7	97.6	99.2
%+/-	+0.9	+1.4	+5.1
Travel Price Index			
Actual	198.6	200.1	199.6
%+/-	+8.4	+6.7	+6.3

*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.

*Louisiana Office of Tourism
Research Section
Post Office Box 94291
Baton Rouge, La. 70804*