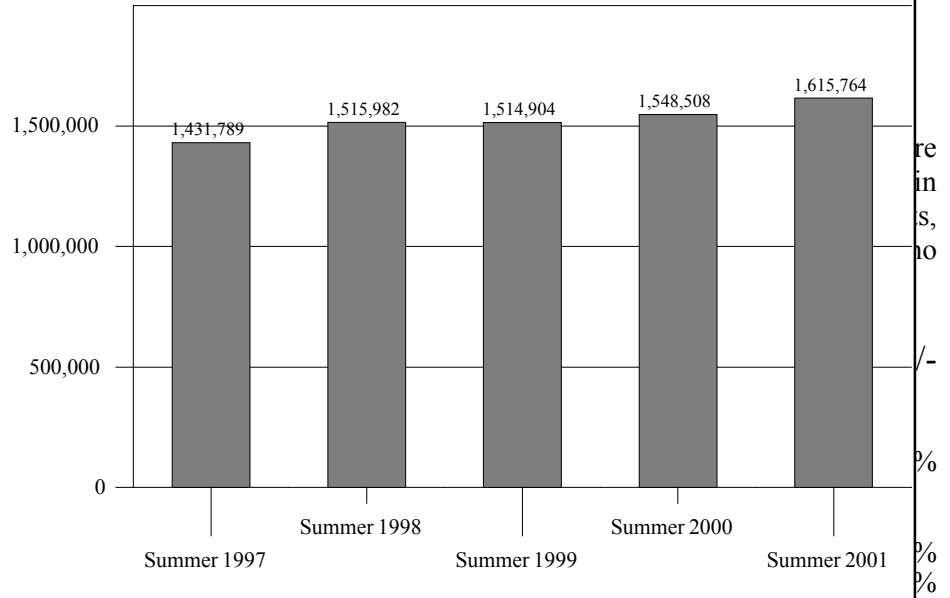


Louisiana Travel Pulse

Louisiana Airport Enplanements

Summer Season (June-August)



STATEWIDE INDICATOR 2001 Year-To-Date

Indicator 2001

Hotel-Motel Occupancy
(January-August)
Actual 64.9%
% +/- -1.2

Hotel-Motel ADR
(January-August)
Actual \$91.06
% +/- +1.3

Hotel-Motel Room Supply
(January-August)
% +/- +6.0

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

Airport Enplanements
(January-August)
Actual 4,291,680
% +/- +2.8

Riverboat Gaming AGR
(January-August)
Actual \$1,006,292,114
% +/- +3.2

Welcome Center Visitors
(January-August)
Actual 1,127,274
% +/- +8.5

August	60.3	58.3	3.4%
Statewide Average Daily Rate			
June	\$82.60	\$80.88	2.1%
July	\$76.64	\$78.54	-2.4%
August	\$75.13	\$73.49	2.2%

Statewide Riverboat Gaming (Excluding Hollywood Casino)
Total AGR \$388,914,513 \$365,572,639 6.3%

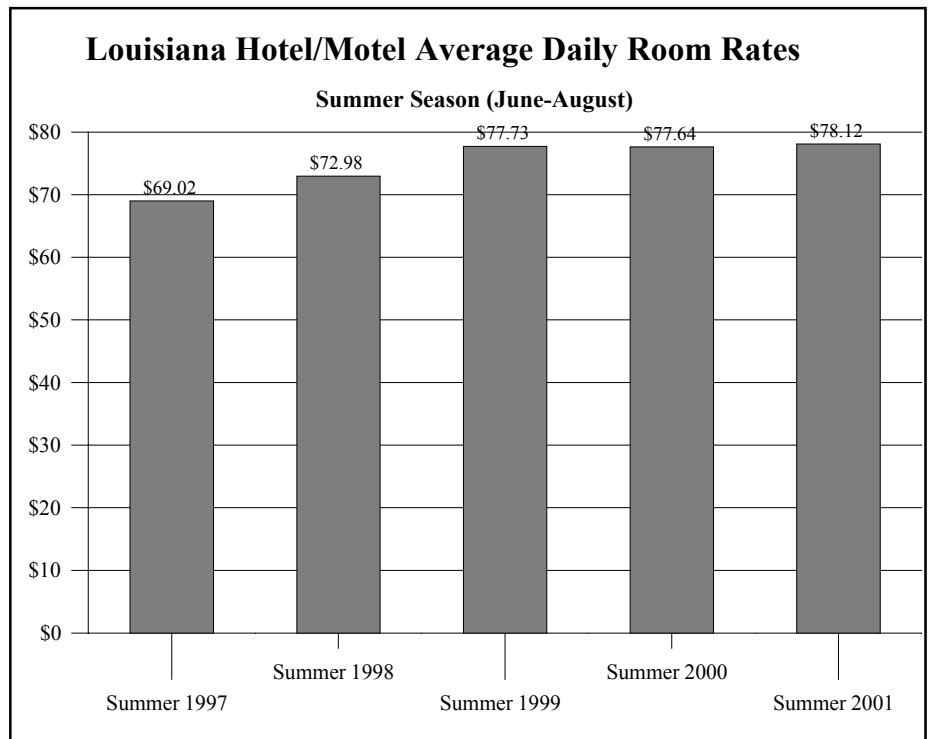
Welcome Centers (State) 465,131 435,642 6.8%

Local Tourism Information
Centers (29) 116,107 117,576 -1.2%

Commercial Campgrounds Occupancy Rate (4)
June 38.9% 39.5% -1.5%
July 41.4% 38.1% 8.7%
August 32.5% 28.3% 14.3%

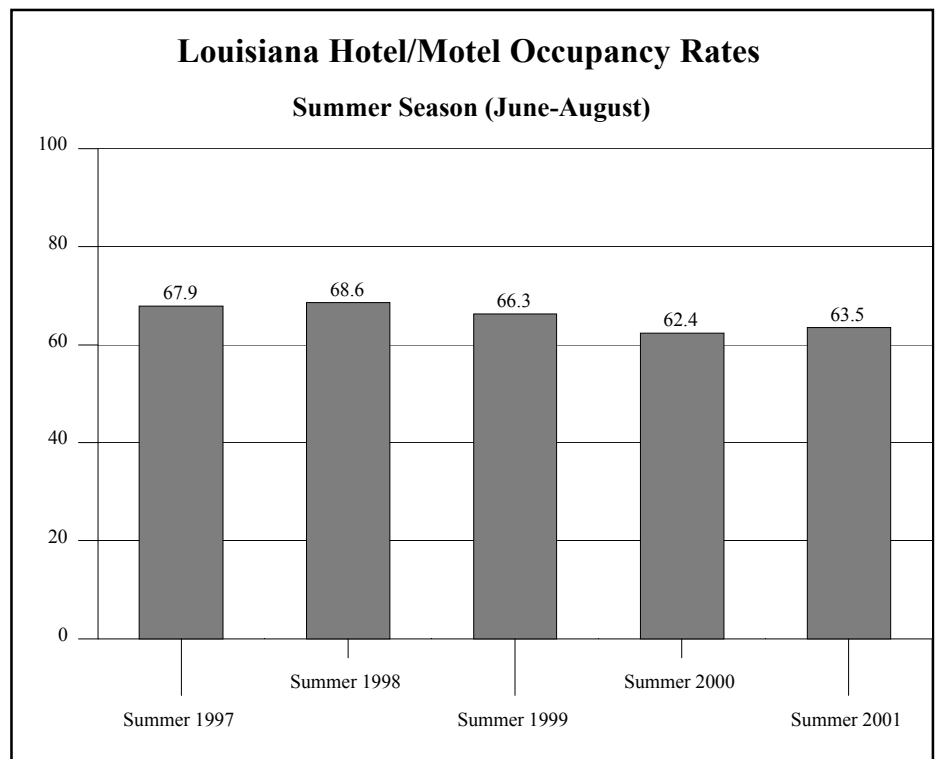
Parks, Attractions,
and Museums(88) 1,654,679 1,754,293 -5.7%
Plantation Homes(8) 56,542 54,478 3.8%
Public Campgrounds(16) 370,911 431,175 -14.0%
Historical Museums and
Commemorative Areas(36) 255,490 242,290 5.4%
Gardens, Zoos, and Wildlife Areas(5) 133,028 125,382 6.1%
Others(23) 605,632 675,515 -10.2%

Source: Smith Travel Research



Lodging Trends

Source: Smith Travel Research

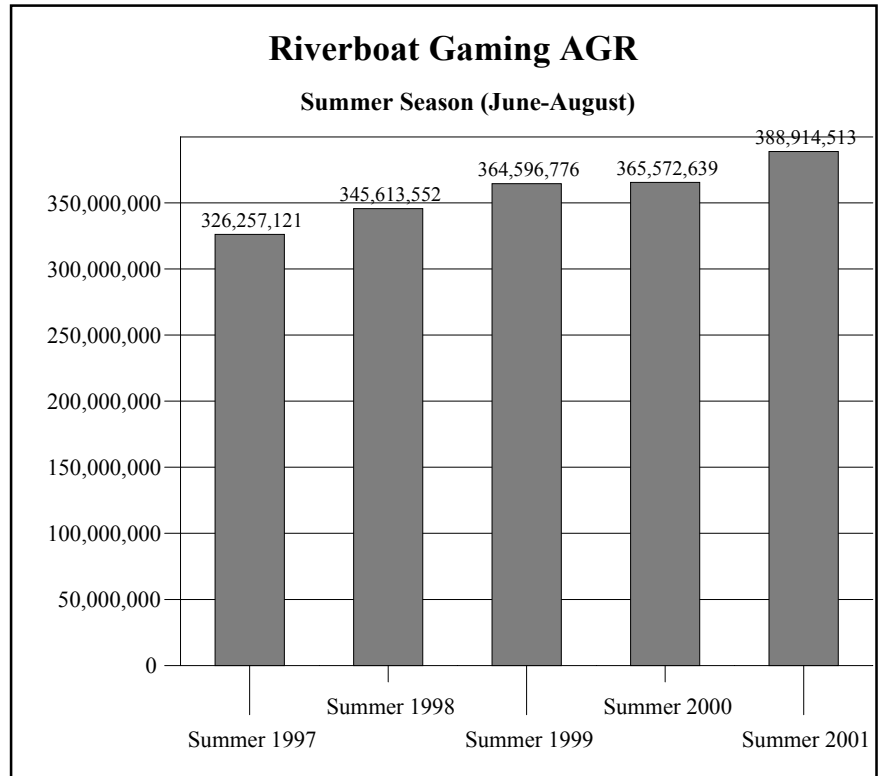


Summer 2001

Riverboat Gaming Trends



Source: La. Dept. Of Public Safety and Corrections

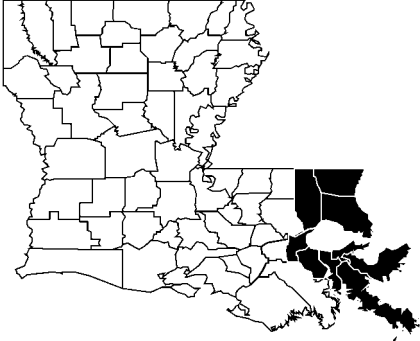


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Summer 2001

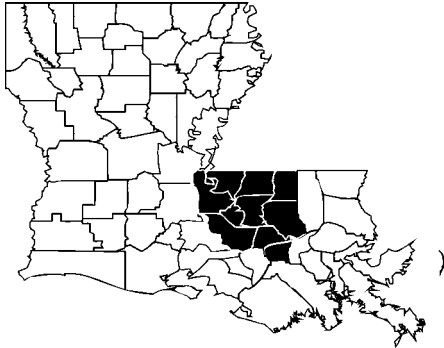
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CATEGORY	2001	2000	% +/-
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Greater New Orleans

Airport Passenger Boardings			
New Orleans International	1,280,616	1,196,550	7.0%
Hotel-Motel Trend			
New Orleans Occupancy Rate			
June	67.3	63.5	6.0%
July	64.0	68.2	-6.2%
August	61.9	58.3	6.2%
New Orleans Visitor Center	34,550	23,359	47.9%
Slidell Visitor Center	102,946	106,418	-3.3%
Kentwood Visitor Center	36,441	34,483	5.7%
Pearl River Visitor Center	41,185	49,878	-17.4%
Parks, Attractions, Museums	618,083	627,487	-1.5%

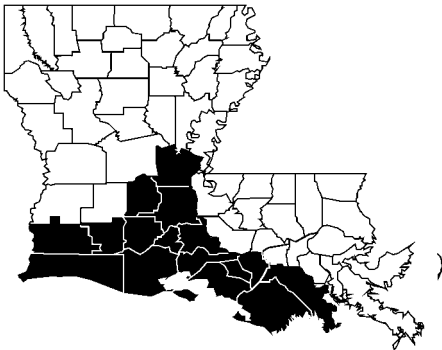


Plantation Country

Airport Passenger Boardings			
Baton Rouge Metro Airport	107,174	108,164	-0.9%
Hotel-Motel Trend			
Baton Rouge Occupancy Rate			
June	61.0	61.8	-1.3%
July	68.0	60.3	12.8%
August	55.5	56.9	-2.5%
State Capitol Visitor Center	26,011	27,968	-7.0%
St. Francisville Visitor Center	11,387	11,136	2.3%
Parks, Attractions, & Museums	149,062	146,238	1.9%

Cajun Country

Airport Passenger Boardings			
Lafayette Regional Airport	52,169	49,212	6.0%
Lake Charles Regional Airport	13,073	21,391	-38.9%
Hotel-Motel Trend			
Lafayette Occupancy Rate			
June	63.9	70.4	-9.2%



CATEGORY	2001	2000	% +/-
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Hotel-Motel Trend			
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Lafayette Occupancy Rate			
July	71.4	61.6	15.9%
August	66.7	59.3	12.5%
Lake Charles Occupancy Rate			
June	64.7	70.4	-8.1%
July	66.2	70.1	-5.6%
August	66.8	63.8	4.7%
Vinton Visitor Center	54,471	49,821	9.3%
Parks, Attractions, & Museums	303,066	379,394	-20.1%

Crossroads

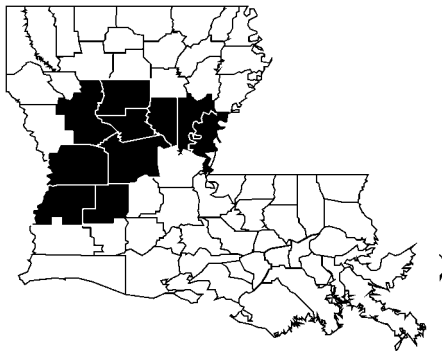
Airport Passenger Boardings			
England International Airport	36,271	32,495	11.6%
Hotel-Motel Trend			
Alexandria Occupancy Rate			
June	70.1	59.7	17.4%
July	64.6	58.3	10.8%
August	55.5	58.4	-5.0%
Vidalia Visitor Center	6,711	7,392	-9.2%
Parks, Attractions, & Museums	160,060	152,932	4.7%

Sportsman's Paradise

Airport Passenger Boardings			
Shreveport Regional Airport	98,078	108,891	-9.9%
Monroe Regional Airport	28,383	31,805	-10.8%
Hotel-Motel Trend			
Shreveport Occupancy Rate			
June	67.7	67.3	0.6%
July	62.5	66.7	-6.3%
August	59.2	62.9	-5.9%
Monroe Occupancy Rate			
June	65.3	65.8	-0.8%
July	67.3	71.3	-5.6%
August	58.2	66.3	-12.2%
Greenwood Visitor Center	84,673	65,225	29.8%
Mound Visitor Center	66,756	59,962	11.3%
Parks, Attractions, & Museums	424,408	448,242	-5.3%

Nationwide Travel Industry

Summer 2001



NATIONAL INDICATORS 2001 Year-To-Date

Indicator	Jan.-Aug. 2001
Hotel-Motel Occupancy	
Actual	63.6%
% +/-	-3.0
Hotel-Motel ADR	
Actual	\$87.01
% +/-	+1.3
Hotel-Motel Room Supply (January-August)	
% +/-	+2.6
Hotel-Motel Room-Nights Sold (January-August)	
% +/-	-0.6
Airline Dom. RPM's	
Actual (Billions)	282.3
% +/-	0.0
Airline Intern. RPM's	

Indicators

Summer 2001 Nationwide Travel Industry Indicators (With percentage change from a year ago)

Category	June	July	August
Hotel-Motel Occupancy			
Actual	68.9%	68.3%	68.3%
%+/-	-4.3	-5.3	-3.3
Hotel-Motel Average Daily Rate			
Actual	\$85.32	\$84.64	\$84.93
%+/-	0.0	-1.1	-1.3
Airline Domestic Revenue			
Passenger Miles (Billions)			
Actual	42.7	45.2	45.6
%+/-	-2.0	+0.4	+3.2
Airline International Revenue			
Passenger Miles (Billions)			
Actual	17.4	17.9	17.8
%+/-	+0.9	-0.6	+1.2
National Parks			
Recreation Visits (Millions)			
Actual	33.756	42.002	36.921
%+/-	-1.8	-0.8	+2.2
Travel Price Index			
Actual	203.6	201.6	201.5
%+/-	+2.5	+0.8	+1.0

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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