

# 2003 YEAR-TO-DATE BAROMETER

## Airport Trends

(January-November)

### Airport Passenger Enplanements

	<u>2003</u>	<u>2002</u>	<u>% +/-</u>
U.S. Scheduled Passenger Enplanements (000)	468,133	480,847	-2.6%
Louisiana Metro Airports	5,342,621	5,328,244	+0.3%
New Orleans	4,251,190	4,249,451	+0.0%
Baton Rouge	332,959	358,981	-7.2%
Lafayette	145,696	146,749	-0.7%
Lake Charles	39,883	44,470	-10.3%
Shreveport	284,210	280,492	+1.3%
Monroe	91,579	83,175	+10.1%
Alexandria	197,104	164,962	+19.5%

## Hotel-Motel Trends

(January-December)

Louisiana's occupancy rate for 2003 is almost exactly the same as 2002. **The real demand for commercial lodging (actual number of rooms sold) for Louisiana so far this year is 1.6% higher than last year.** There are also 1.5 percent more rooms available in Louisiana this year. Nationwide room demand is 1.6% **higher** than last year. Nationwide occupancy is 0.2% **higher** than last year.

### Hotel/Motel Statewide Trends

	<u>2003</u>	<u>2002</u>	<u>% +/-</u>
Statewide Rooms Sold (January-December, Percent Change 2002 - 2003)			+1.6%
Statewide Occupancy Rate (January-December)	60.6%	60.5%	+0.2%
Statewide Average Daily Rate (January-December)	\$83.43	\$85.91	-2.9%

<u>City</u>	<u>Occupancy % +/-</u>	<u>Average % +/-</u>	<u>Room Nights</u>	<u>Rooms</u>		
	<u>Rate</u>	<u>Daily Rate</u>	<u>Available</u>	<u>Sold</u>		
			<u>% +/-</u>	<u>% +/-</u>		
New Orleans	63.3%	+1.6%	\$108.76	-5.4%	+1.7%	+3.3%
Baton Rouge	59.4%	+1.5%	\$60.21	-0.6%	-0.4%	+1.1%
Lafayette	62.1%	-3.6%	\$58.18	-0.4%	+0.8%	-2.8%
Lake Charles	58.9%	-5.9%	\$58.15	+0.5%	+1.5%	-4.5%
Alexandria	51.1%	-9.1%	\$52.65	+2.9%	+3.8%	-5.6%
Shreveport	61.7%	+2.8%	\$59.30	+0.9%	0.0%	+2.8%
Monroe	62.0%	-1.4%	\$59.29	+0.5%	+2.6%	+1.2%

## Other Trends

2003

2002

% +/-

### **Gaming Indicators**

(January - December)

Riverboat AGR*	\$1,566,421,405	\$1,611,623,122	-2.8%
Non-Indian Land Based Casino GGR**	\$282,035,348	\$274,673,780	+2.7%
Slots At Racetracks GGR***	\$168,914,731	\$114,619,599	+47.4%
<b>Total</b>	<b>\$2,017,371,484</b>	<b>\$2,000,916,501</b>	<b>+0.8%</b>

\* Adjusted Gross Revenue

\*\* Gross Gaming Revenue from Harrah's New Orleans Casino

\*\*\* Initiated in 2/2002 at Delta Downs, 5/2003 at Louisiana Downs, and 12/2003 at Evangeline Downs

### **State Welcome Center Visitors**

(January - December)

1,607,107                      1,597,024                      +0.6%

### **State Parks and Historic Site Visitors**

(January - December)

2,201,575                      2,031,685                      +8.4%

(Sources: Louisiana Metropolitan Airports, Air Transport Association, Smith Travel Research, Louisiana State Police, Louisiana Office of State Parks, and the Louisiana Office of Tourism)

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### **Notes and Quotes from the U.S. Travel Industry:**

“Major domestic destinations, that include Walt Disney World, Las Vegas and Hawaii, all showed similar patterns of performance, i.e., below year-ago visitor counts in the first half of the year, followed by a second half-year upturn. On a total year basis, their individual gains will not exceed 1.0-1.5 percent. Cruise lines, with an increased number of domestic drive-to ports and sailings, again filled their added capacity, up 10 percent this year. Carribean destination performance was surprisingly strong. On an eight month basis, the CTO estimates a 6 percent year-over-year gain.”  
*(James V. Cammisa, Jr., Travel Industry Indicators, December 15, 2003)*