

2004 Regional Tourism Industry Indicators

Louisiana Metropolitan Airport Enplanements

City	2004	2003	% +/-
New Orleans	4,858,366	4,627,301	5.0%
Baton Rouge	375,212	360,462	4.1%
Lafayette	166,945	160,185	4.2%
Lake Charles	45,134	39,839	13.3%
Alexandria	148,051	111,449	32.8%
Shreveport	323,688	311,727	3.8%
Monroe	112,792	101,679	10.9%

Note: % +/- is the percentage difference from the same period in 2003.

Metropolitan Hotel/Motel Trends

City	Occupancy Rate	% +/-	Average Daily Rate	% +/-	Room Nights Available (000)	% +/-	Room Nights Sold (000)	% +/-
New Orleans	63.9%	0.8%	\$111.54	3.0%	13,872	3.2%	8,868	4.0%
Baton Rouge	61.6%	4.2%	\$60.74	2.3%	3,096	0.8%	1,906	5.0%
Lafayette	60.9%	-1.6%	\$58.32	2.3%	1,734	4.1%	1,056	2.3%
Lake Charles	60.9%	3.0%	\$60.96	1.1%	1,446	3.0%	880	6.1%
Alexandria	60.6%	16.8%	\$52.84	1.6%	826	6.5%	500	24.2%
Shreveport	65.5%	4.8%	\$60.10	-0.6%	3,095	0.5%	2,028	5.4%
Monroe	62.0%	4.2%	\$57.16	1.4%	785	3.9%	487	8.3%

Note: % +/- is the percentage difference from the same period in 2003.