

# Louisiana Travel Pulse

A Quarterly Travel Barometer

August-September 2000

## SPRING STATEWIDE PULSE

Statewide travel indicators for the Spring 2000 season (March - May) are included in the following table. Spring trends for the last 3-5 years are shown in the charts on the next three pages. These charts include: airport enplanements, lodging occupancy and average daily rate, and riverboat gaming AGR.



Category	2000	1999	% +/-
Airport Passenger Boardings			
All Metropolitan Airports	1,724,406	1,614,035	6.8%
Hotel-Motel Trend			
Statewide Occupancy Rate			
March	75.6	72.9	3.7%
April	71.8	72.0	-0.3%
May	68.4	65.4	4.6%
Statewide Average Daily Rate			
March	\$101.69	\$93.19	9.1%
April	\$98.12	\$93.25	5.2%
May	\$93.48	\$85.23	9.7%
Statewide Riverboat Gaming			
Total AGR	\$370,096,542	\$352,976,103	4.8%
Welcome Centers (State)	411,051	478,568	-14.1%
Commercial Campgrounds Occupancy Rate (6)			
March	65.1%	58.8%	10.7%
April	59.6%	57.5%	3.6%
May	54.5%	52.6%	3.6%
Local Tourism Information			
Centers (28)	123,232	126,484	-2.6%
Parks, Attractions, and Museums(72)	2,225,966	2,289,125	-2.8%
Plantation Homes(8)	136,730	138,215	-1.1%
Public Campgrounds(17)	450,407	405,419	11.1%
Historical Museums and Commemorative Areas(30)	213,850	222,662	-4.0%
Gardens, Zoos, and Wildlife Areas(4)	491,599	506,001	-2.8%
Others(13)	998,578	1,088,882	-8.3%

### INSIDE THIS ISSUE

Statewide Pulse . . . . .	1
Regional Summaries . . . . .	4
Nationwide Indicators . . . . .	6

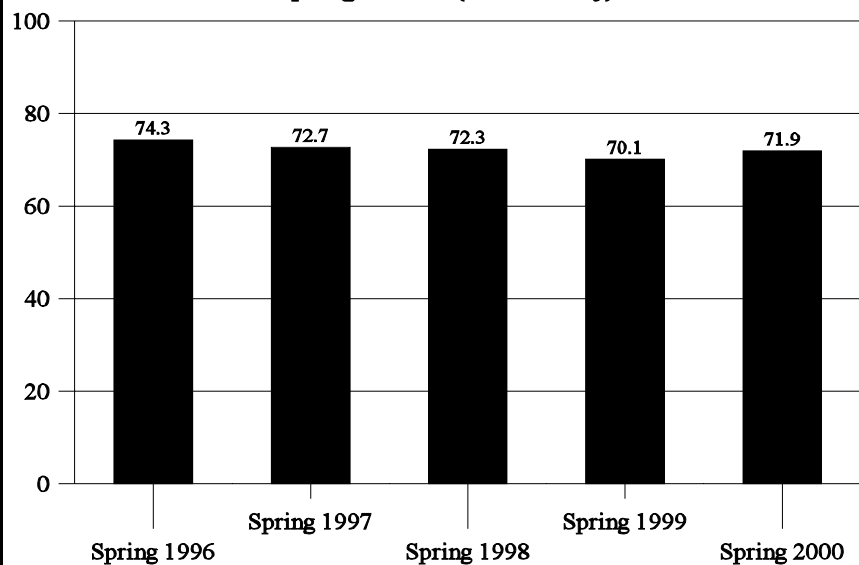
# Airport Enplanement Trends Lodging Trends

**Enplanements  
Continue →  
Rising Trend**

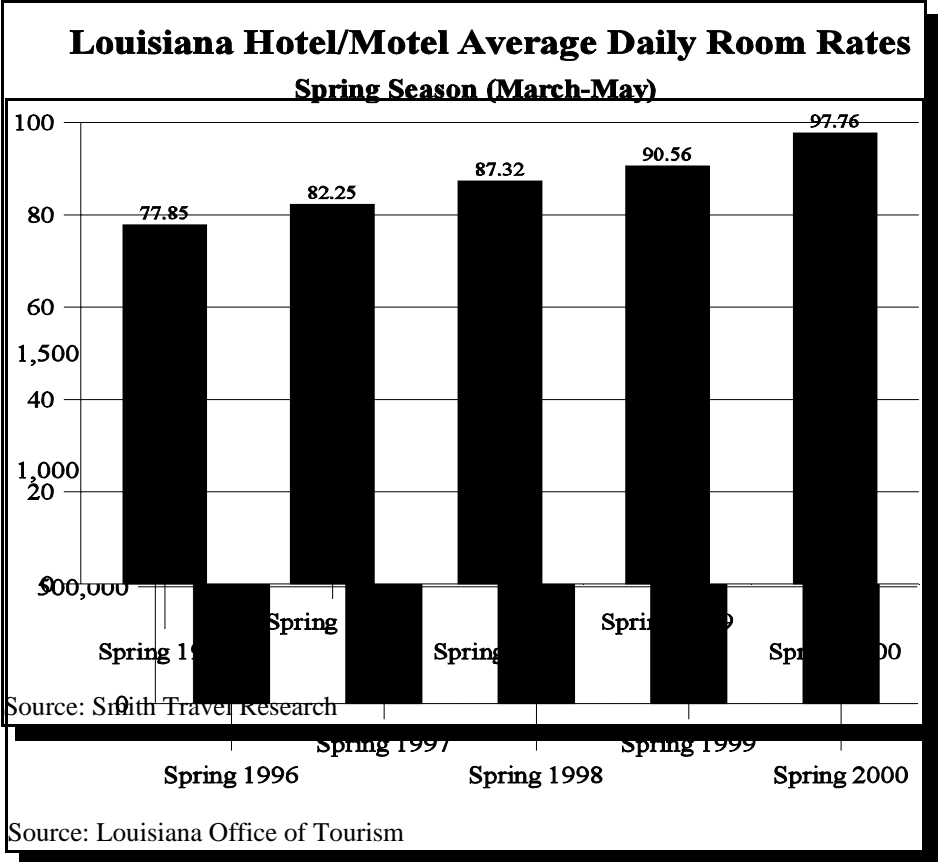
**STATEWIDE INDICATOR  
2000 Year-To-Date**

Indicator	Jan.-May 2000
<b>Hotel-Motel Occupancy</b>	
Actual .....	67.8%
% +/- .....	-0.7
<b>Hotel-Motel ADR</b>	
Actual .....	\$97.05
% +/- .....	+5.2
<b>Airport Enplanements</b>	
Actual .....	2,632,865
% +/- .....	+3.6
<b>Riverboat Gaming AGR</b>	
Actual ...	\$608,899,676
% +/- .....	+5.7
<b>Welcome Center Visitors</b>	
Actual .....	602,730
% +/- .....	-13.7

**Louisiana Hotel/Motel Occupancy Rates  
Spring Season (March-May)**



Source: Smith Travel Research

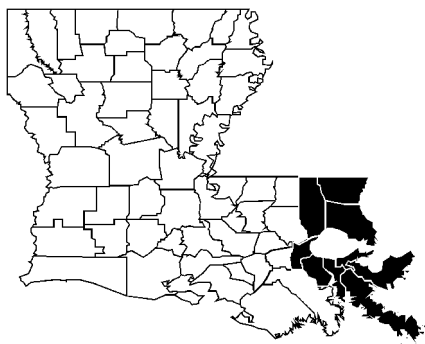


## Riverboat Gaming Trends

# Regional Summaries

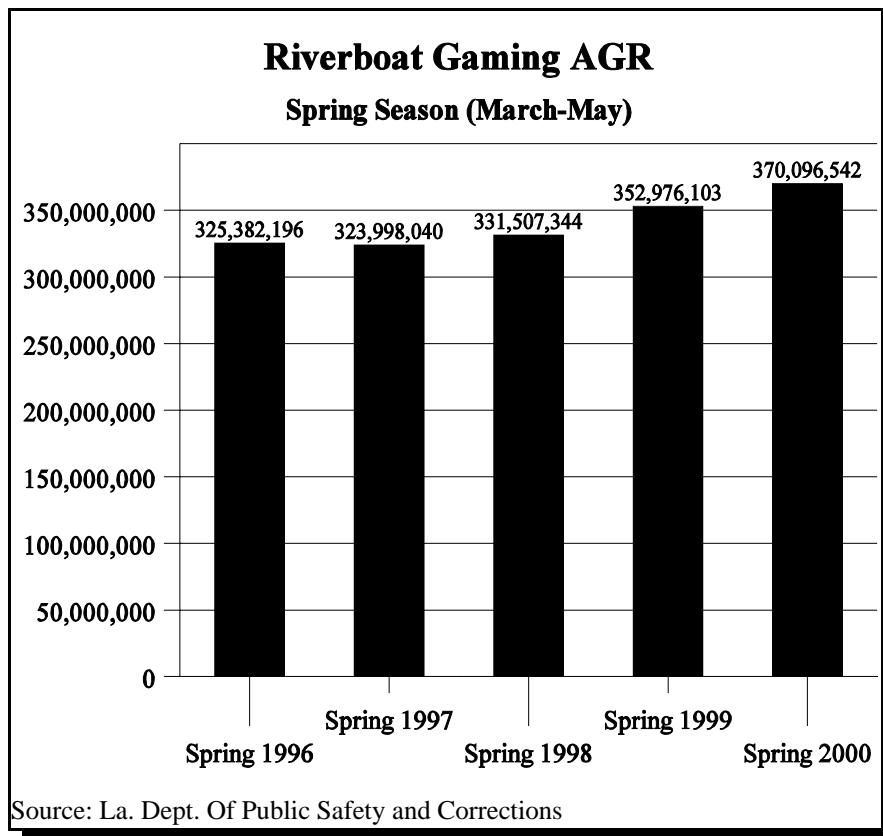
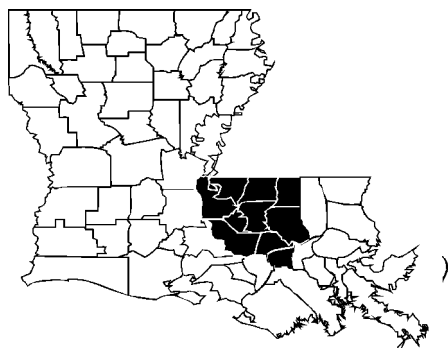
CATEGORY	2000	1999	% +/-
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## Greater New Orleans



Airport Passenger Boardings			
New Orleans International	1,369,510	1,276,506	7.3%
Hotel-Motel Trend			
New Orleans Occupancy Rate			
March	84.9	78.7	7.9%
April	82.1	79.1	3.8%
May	73.4	68.4	7.3%
New Orleans Visitor Center	33,060	36,417	-9.2%
Slidell Visitor Center	103,572	103,033	0.5%
Kentwood Visitor Center	34,296	39,571	-13.3%
Pearl River Visitor Center	38,549	44,147	-12.7%
Parks, Attractions, Museums	1,319,104	1,416,103	-6.8%

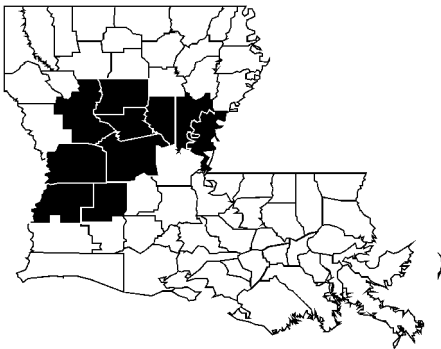
## Plantation Country



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ort 126,472	112,015	12.8%	
<b>Hotel-Motel Trend</b>			
<b>Baton Rouge Occupancy Rate</b>			
March	70.5	70.4	0.1%
April	61.2	68.3	-10.4%
May	64.5	64.0	0.8%
State Capitol Visitor Center	57,595	59,406	-3.0%
St. Francisville Visitor Center	15,007	15,495	-3.1%
Parks, Attractions, & Museums	128,336	113,515	13.1%

### Cajun Country

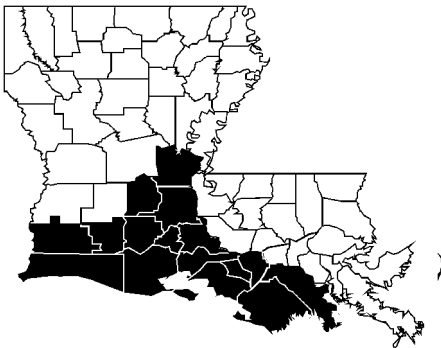


<b>Airport Passenger Boardings</b>			
Lafayette Regional Airport	50,445	51,348	-1.8%
Lake Charles Regional Airport	18,785	18,641	0.8%

CATEGORY	2000	1999	% +/-
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<b>Hotel-Motel Trend</b>			
<b>Lafayette Occupancy Rate</b>			
March	73.6	69.9	5.3%
April	67.1	68.7	-2.3%
May	71.4	63.3	12.8%
<b>Lake Charles Occupancy Rate</b>			
March	66.1	73.1	-9.6%
April	61.5	69.6	-11.6%
May	65.1	69.3	-6.1%
Vinton Visitor Center	19,070	64,049	-70.2%
Parks, Attractions, & Museums	344,671	334,143	3.2%

### Crossroads



<b>Airport Passenger Boardings</b>			
England International Airport	37,983	25,521	48.8%
<b>Hotel-Motel Trend</b>			
<b>Alexandria Occupancy Rate</b>			
March	59.8	62.3	-4.0%
April	60.5	57.3	5.6%
May	58.9	50.0	17.8%
Vidalia Visitor Center	7,825	8,156	-4.1%

Parks, Attractions, & Museums	92,621	95,810	-3.3%
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### Sportsman's Paradise

Airport Passenger Boardings			
Shreveport Regional Airport	99,574	98,294	1.3%
Monroe Regional Airport	32,247	31,738	1.6%

#### Hotel-Motel Trend

Shreveport Occupancy Rate			
March	71.1	70.8	0.4%
April	70.2	71.2	-1.4%
May	67.6	68.8	-1.7%

#### Monroe Occupancy Rate

March	68.1	70.0	-2.7%
April	63.1	64.4	-2.0%
May	67.0	65.6	2.1%

Greenwood Visitor Center	55,206	61,596	-10.4%
Mound Visitor Center	46,871	46,698	0.4%

Parks, Attractions, & Museums	154,466	130,138	18.7%
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*Notes on 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. Campground figures include both day-use and overnight visitors.*

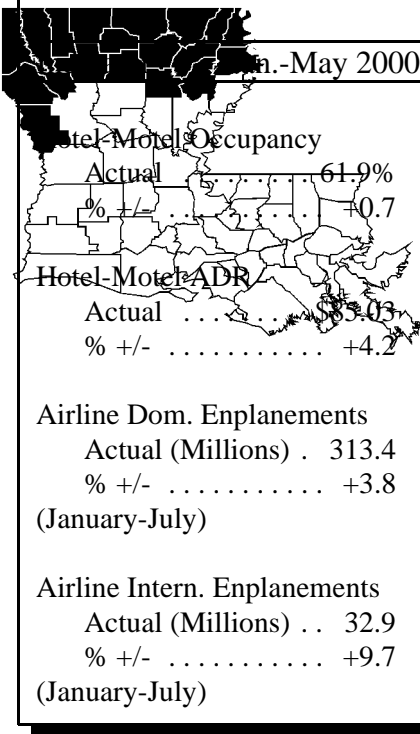
## Nationwide Travel Industry Indicators

Spring 2000

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

Category	March	April	May
Hotel-Motel Occupancy			
Actual	65.7%	64.8%	66.5%
%+/-	+1.7	0.0	+2.8
Hotel-Motel Average Daily Rate			
Actual	\$86.45	\$85.28	\$84.78
%+/-	+4.0	+5.0	+5.2
Airline Scheduled Passengers			
Domestic Enplanements (Millions)			
Actual	47.4	45.1	46.3
%+/-	+4.8	+3.0	+5.9
Airline Scheduled Passengers			
International Enplanements (Millions)			
Actual	4.7	4.6	4.8
%+/-	+4.2	+14.8	+13.9
U.S. Consumer Confidence Index			

### NATIONAL INDICATORS 2000 Year-To-Date



*Sources For Nationwide Indicators:  
US Travel Data Center, Smith  
Travel Research, Air Transport  
Association, The Conference  
Board. (Consumer Confidence  
Index 1985 = 100)*

Actual	136.7	137.7	144.7
%+/-	+2.0	+1.6	+6.6
Travel Price Index			
Actual	197.0	195.6	194.7
%+/-	+7.7	+5.4	+6.1

*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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