

# Louisiana Travel Pulse

A Quarterly Travel Barometer

August-September 2001

## SPRING STATEWIDE PULSE

Statewide travel indicators for the Spring 2001 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	2001	2000	% +/-
Airport Passenger Boardings			
All Metropolitan Airports	1,702,188	1,715,816	-0.8%
Hotel-Motel Trend			
Statewide Occupancy Rate			
March	72.7	75.2	-3.3%
April	64.5	71.3	-9.5%
May	67.4	67.8	-0.6%
Statewide Average Daily Rate			
March	\$99.91	\$102.79	-2.8%
April	\$95.06	\$97.43	-2.4%
May	\$97.73	\$95.54	2.3%
Statewide Riverboat Gaming			
Total AGR	373,425,273	\$370,096,542	0.9%
Welcome Centers (State)	460,115	411,051	11.9%
Commercial Campgrounds Occupancy Rate (4)			
March	64.1%	66.2%	-3.2%
April	66.7%	62.2%	7.3%
May	54.1%	56.3%	-3.9%
Local Tourism Information			
Centers (29)	147,929	157,464	-6.1%
Parks, Attractions, and Museums(79)	1,744,346	1,816,949	-4.0%
Plantation Homes(8)	55,573	66,231	-16.1%
Public Campgrounds(17)	386,732	352,735	9.6%
Historical Museums and Commemorative Areas(36)	327,883	328,698	-0.2%
Gardens, Zoos, and Wildlife Areas(6)	454,856	499,405	-8.9%
Others(12)	383,262	437,401	-12.4%

### STATEWIDE INDICATOR 2001 Year-To-Date

Indicator Jan.-May 2001

Hotel-Motel Occupancy  
Actual.....65.9%  
% +/- .....-2.7

Hotel-Motel ADR  
Actual.....\$98.54  
% +/- .....+1.7

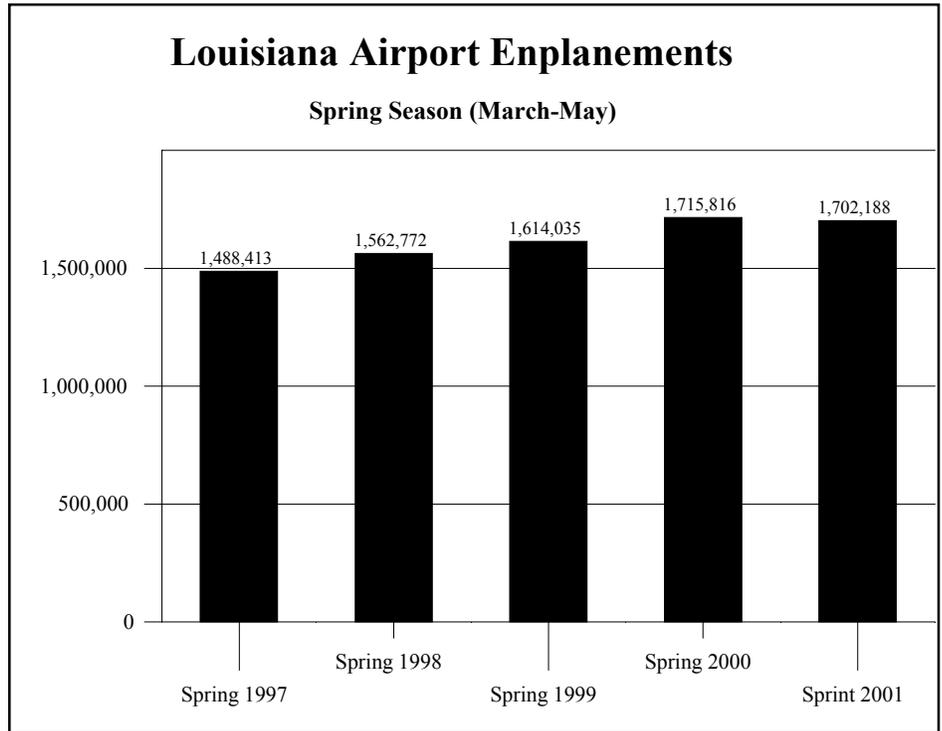
Airport Enplanements  
Actual.....2,675,916  
% +/- .....+1.6

Riverboat Gaming AGR  
Actual.....\$741,071,308  
% +/- .....+2.1  
(January-June 2001)

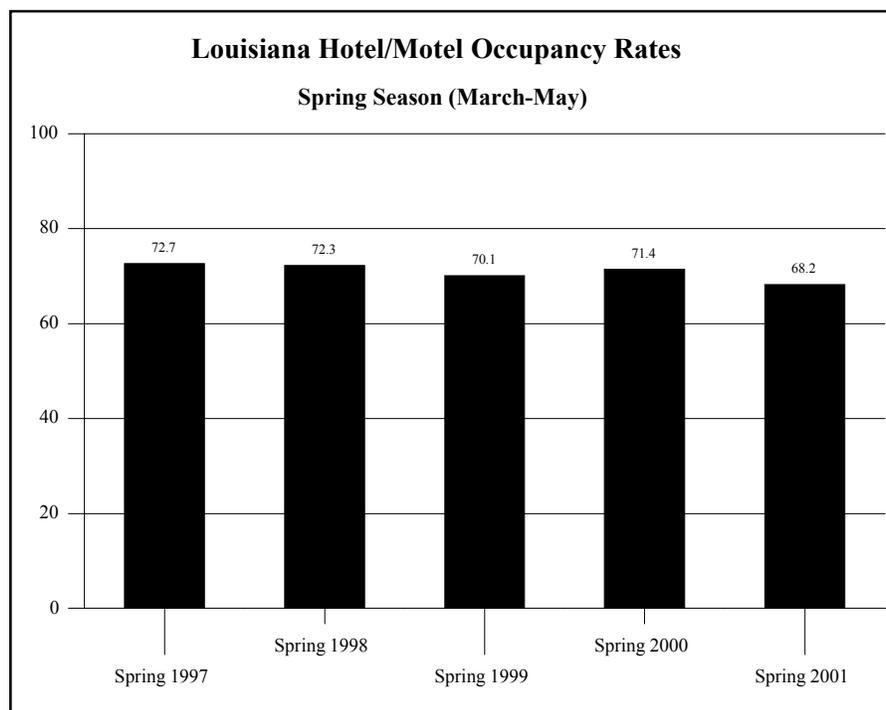
Welcome Center Visitors  
Actual.....817,355

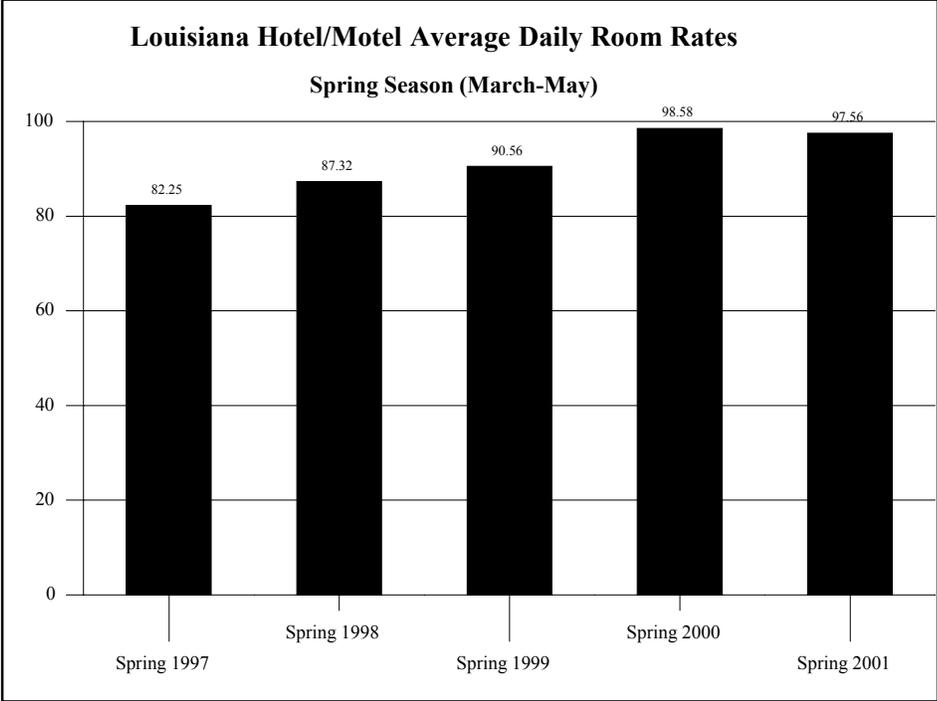
### Airport Enplanement Trends Lodging Trends

Source: Louisiana Office of Tourism



Source: Smith Travel Research





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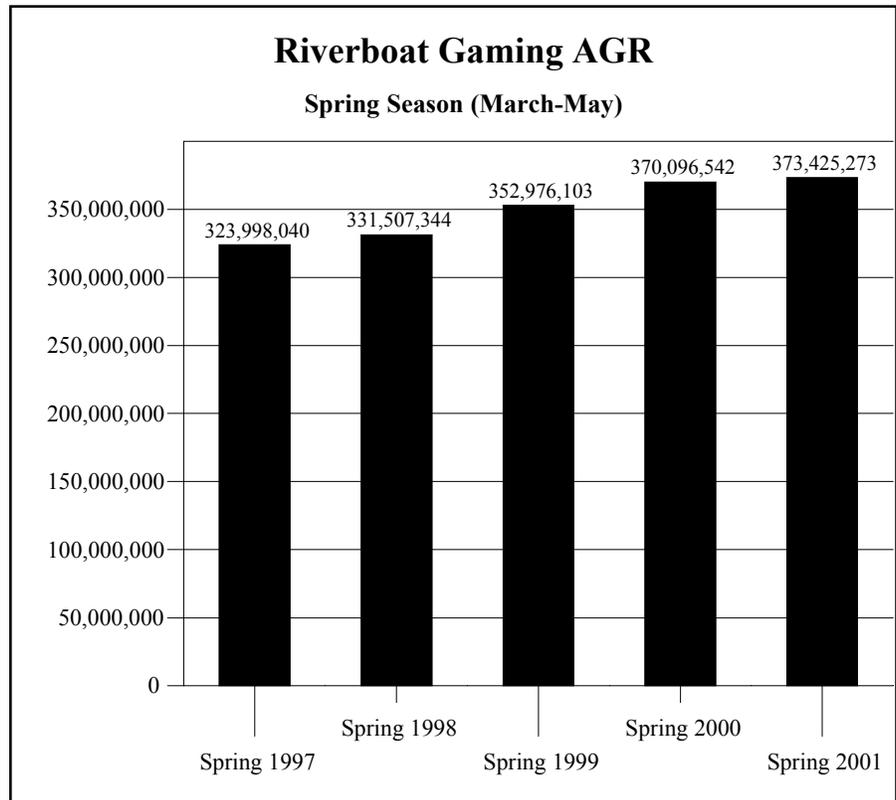
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# Regional Summaries



CATEGORY	2001	2000	% +/-
<b><u>Greater New Orleans</u></b>			
Airport Passenger Boardings			
New Orleans International	1,379,315	1,369,510	0.7%
Hotel-Motel Trend			
New Orleans Occupancy Rate			
March	80.1	84.4	-5.1%
April	70.0	81.9	-14.5%
May	74.2	73.5	1.0%
New Orleans Visitor Center	43,765	33,060	32.4%
Slidell Visitor Center	103,131	103,572	-0.4%
Kentwood Visitor Center	35,569	34,296	3.7%
Pearl River Visitor Center	38,336	38,549	-0.6%
Parks, Attractions, Museums	804,268	878,752	-8.5%

Source: La. Dept. Of Public Safety and Corrections



## Plantation Country

Airport Passenger Boardings			
Baton Rouge Metro Airport	105,836	117,776	-10.1%
Hotel-Motel Trend			
Baton Rouge Occupancy Rate			
March	65.6	71.4	-8.1%
April	57.0	61.9	-7.9%
May	59.7	65.2	-8.4%
State Capitol Visitor Center	54,611	57,595	-5.2%
St. Francisville Visitor Center	14,144	15,007	-5.8%
Parks, Attractions, & Museums	208,913	213,347	-2.1%

## Cajun Country

Airport Passenger Boardings			
Lafayette Regional Airport	50,984	50,445	1.1%
Lake Charles Regional Airport	11,938	18,791	-36.5%

CATEGORY	2001	2000	% +/-
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Hotel-Motel Trend			
Lafayette Occupancy Rate			
March	75.1	70.9	5.9%
April	69.6	63.2	10.1%
May	70.3	69.8	0.7%
Lake Charles Occupancy Rate			
March	78.2	67.0	16.7%
April	62.7	61.2	2.5%
May	62.7	64.8	-3.2%

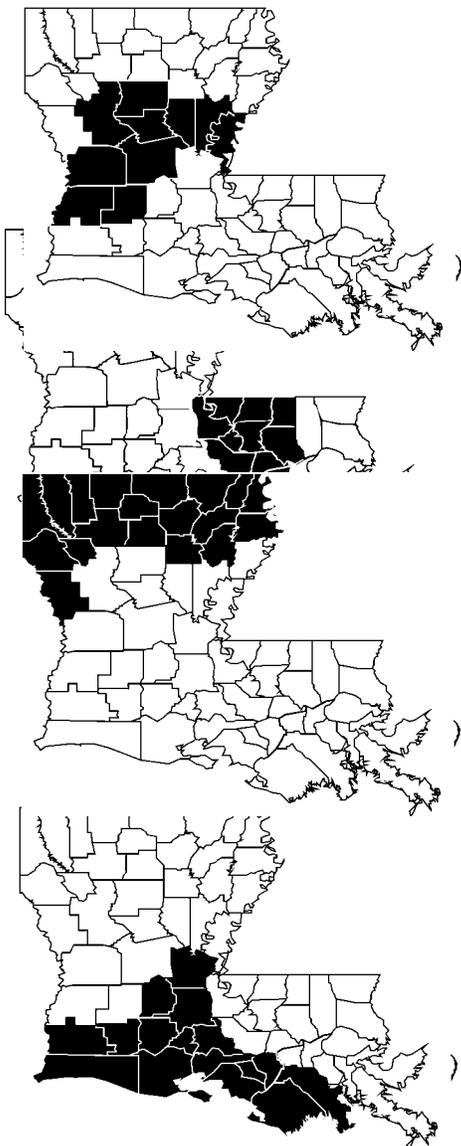
Vinton Visitor Center	51,663	19,070	170.9%
Parks, Attractions, & Museums	328,485	343,223	-4.3%

## Crossroads

Airport Passenger Boardings			
England International Airport	36,551	37,983	-3.8%

Hotel-Motel Trend			
Alexandria Occupancy Rate			
March	59.3	60.0	-1.2%
April	70.0	81.9	-14.5%
May	60.8	58.7	-4.3%

Vidalia Visitor Center	7,840	7,825	0.2%
Parks, Attractions, & Museums	152,468	141,898	7.4%



## Sportsman's Paradise

Airport Passenger Boardings			
Shreveport Regional Airport	90,448	91,991	-1.7%
Monroe Regional Airport	27,116	29,320	-7.5%
Hotel-Motel Trend			
Shreveport Occupancy Rate			
March	66.1	70.6	-6.4%
April	59.5	69.5	-14.4%
May	60.6	63.5	-4.6%
Monroe Occupancy Rate			
March	67.9	66.2	2.6%
April	69.2	63.1	9.7%
May	70.4	67.0	5.1%
Greenwood Visitor Center	58,847	55,206	6.6%
Mound Visitor Center	52,209	46,871	11.4%
Parks, Attractions, & Museums	237,143	225,283	5.3%

*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

### NATIONAL INDICATORS 2001 Year-To-Date

Indicator      Jan.-May 2001

Hotel-Motel Occupancy  
Actual..... 60.5%  
% +/- ..... -2.3

Hotel-Motel ADR  
Actual..... \$88.14  
% +/- ..... +2.7

Airline Dom. Enplanements  
Actual (Millions) .... 313.1  
% +/- ..... -1.2  
(January-July)

Airline Intern. Enplanements  
Actual (Millions) ..... 33.5

## Indicators

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

Category	March	April	May
Hotel-Motel Occupancy			
Actual	64.8%	62.5%	63.0%
%+/-	-1.7	-3.7	-5.3
Hotel-Motel Average Daily Rate			
Actual	\$89.75	\$86.87	\$86.02
%+/-	+2.8	+1.2	+0.9
Airline Scheduled Passengers			
Domestic Enplanements (Millions)			
Actual	46.9	45.1	45.5
%+/-	-2.3	-1.1	-2.9
Airline Scheduled Passengers			
International Enplanements (Millions)			
Actual	4.89	4.75	4.76

*Sources For Nationwide Indicators:  
 US Travel Data Center, Smith Travel  
 Research, Air Transport Association,  
 U.S. Energy Information  
 Administration*

%+/-	+6.6	+3.5	+4.6
U.S. Gasoline Prices			
Actual	\$1.61	\$1.62	\$1.87
%+/-	-3.6	-4.1	+14.0
Travel Price Index			
Actual	199.6	199.4	200.6
%+/-	+1.3	+1.9	+3.0

*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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