

Louisiana Travel Pulse

A Quarterly Travel Barometer

May/June 2000

Winter 1999-00 Statewide Pulse

Statewide travel indicators for the Winter 1999-00 season (December-February) are included in the following table. Winter trends for the last 3-5 years are shown in the charts on the next two pages. These charts include: airport enplanements, lodging occupancy and average daily rate, and riverboat gaming casino admissions.



Category	1999/00	1998/99	% +/-
Airport Passenger Boardings			
All Metropolitan Airports	1,373,413	1,388,000	-1.1%
Hotel-Motel Trend			
Statewide Occupancy Rate			
December	49.5	51.0	-2.9%
January	56.5	58.3	-3.1%
February	68.2	70.1	-2.7%
Statewide Average Daily Rate			
December	\$85.54	\$75.14	11.2%
January	\$92.93	\$85.28	9.0%
February	\$93.46	\$96.65	-3.3%
Statewide Riverboat Gaming	\$348,980,104	\$333,419,494	4.7%
Total AGR			
Welcome Centers (State)	296,694	345,690	-14.2%
Local Tourism Information			
Centers (30)	67,204	77,772	-13.6%
Commercial Campgrounds Occupancy Rate (7)			
December	29.3	30.9	-5.4%
January	35.8	34.7	3.2%
February	40.8	42.7	-4.4%
Parks, Attractions, and Museums(67)	1,212,108	1,241,819	-2.4%
Plantation Homes(6)	28,527	30,850	-7.5%
Public Campgrounds(15)	208,576	206,644	0.9%
Historical Museums and Historic Sites(25)	143,824	135,011	6.5%
Gardens, Zoos, and Wildlife Areas(6)	251,171	370,793	-5.3%
Others(15)	515,258	540,636	-4.7%

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Airport Enplanement Trends

**Enplanements
Rise 12% in Five
Years →**



STATEWIDE INDICATOR 2000 Year-To-Date

Indicator	Jan.-March 2000
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Hotel-Motel Occupancy	
Actual	66.5%
% +/-	-0.7

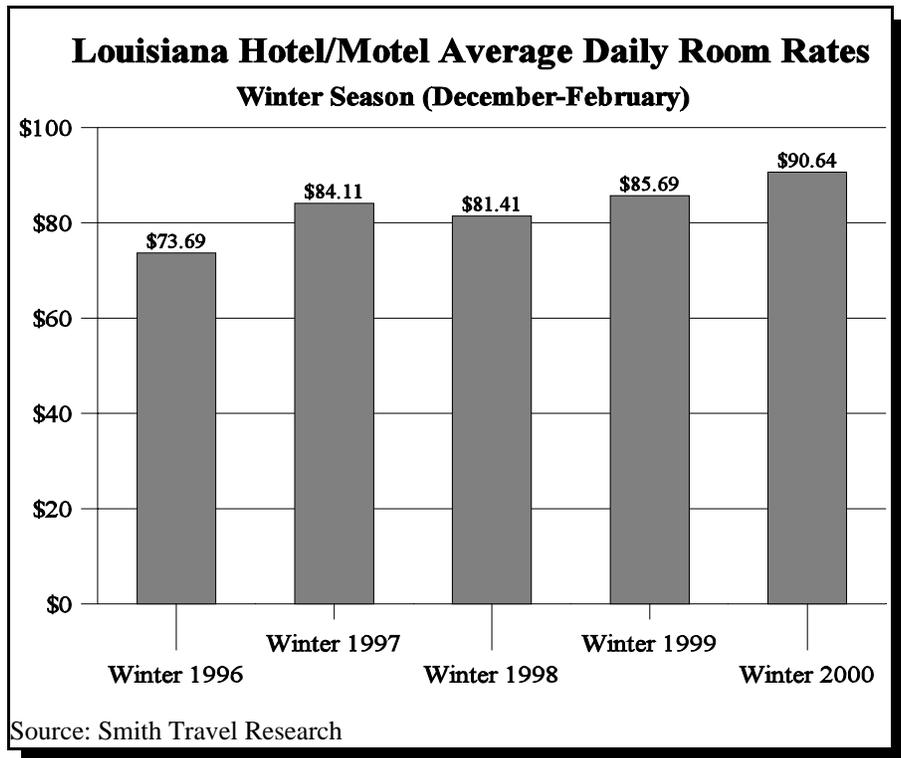
Hotel-Motel ADR	
Actual	\$96.68
% +/-	+5.2

Airport Enplanements	
Actual	909,250
% +/-	-1.7
(January-February only)	

Riverboat Gaming AGR	
Actual	\$368,824,766
% +/-	+7.5

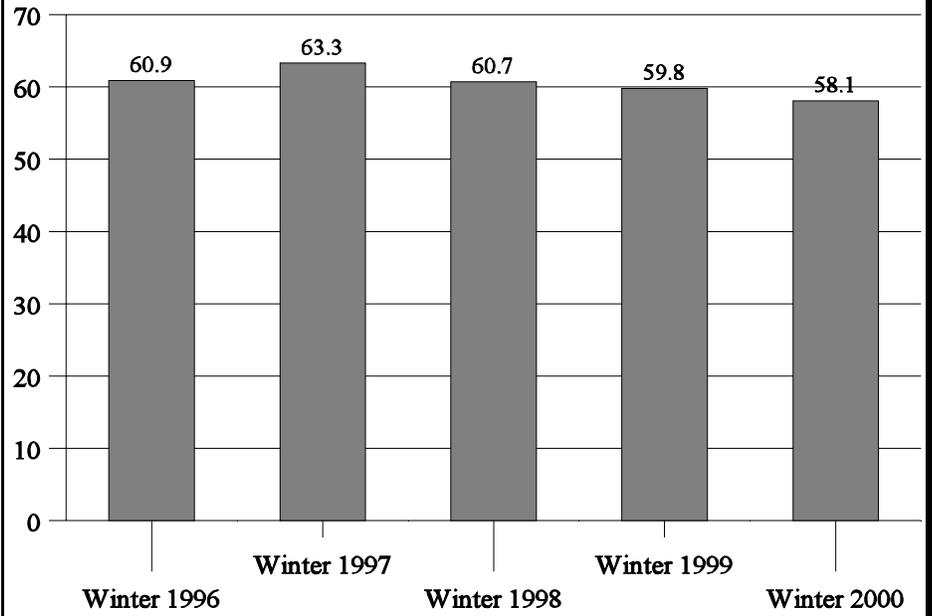
Welcome Center Visitors	
Actual	326,778
% +/-	-13.4

Lodging Trends



Louisiana Hotel/Motel Occupancy Rates

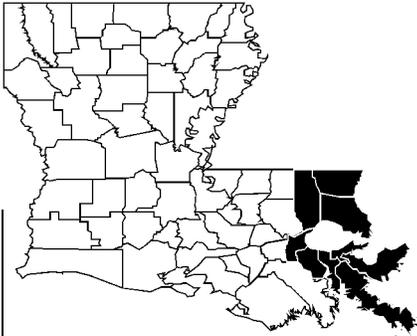
Winter Season (December-February)



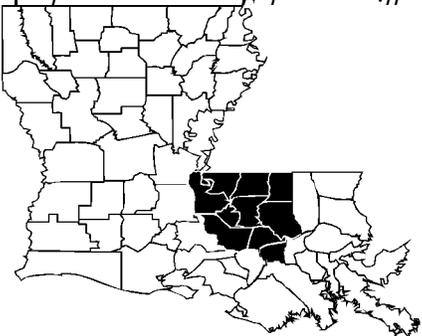
Source: Smith Travel Research

Riverboat Gaming Trends

Regional Summaries



factors that will make direct comparisons versus last year somewhat more difficult. January started slowly, affected by the Y2K carry-over that hurt travel in the early weeks of the month. Domestic air for the month rose only a modest 0.4%; international traffic, just 1.5%



This will mean, relative to year ago, a weaker March and a stronger April. Winter vacation travel bookings at warm-weather resorts have become noticeably stronger as the season unfolds.”

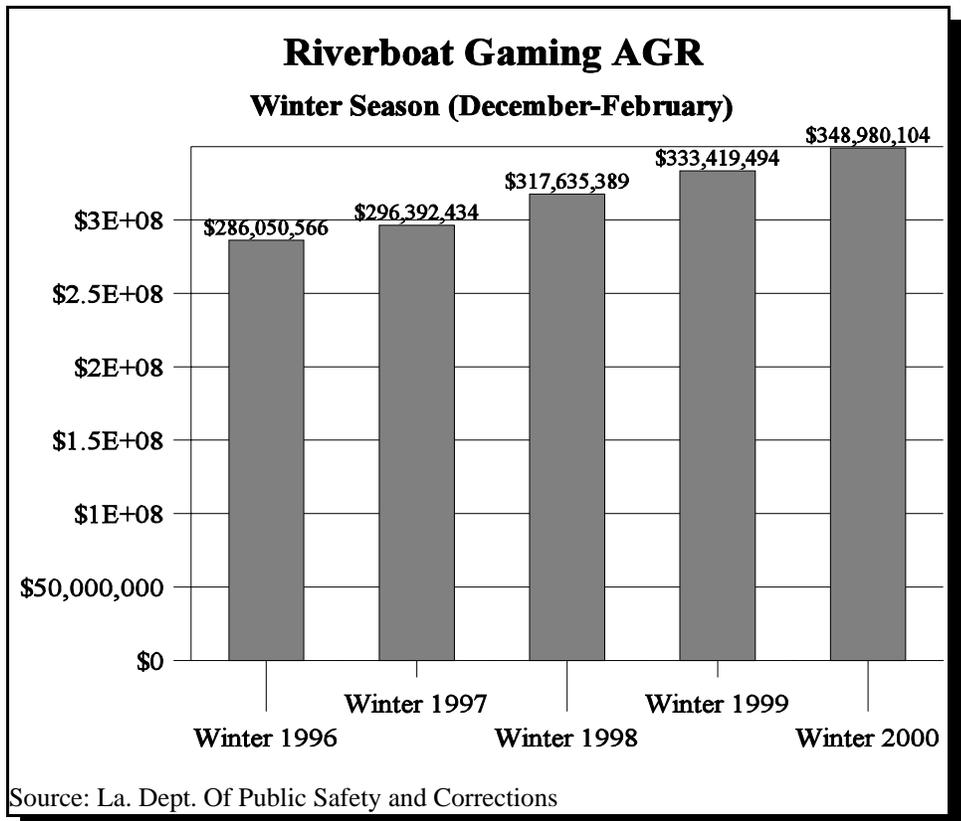
James V. Cammisa, Jr.
Travel Industry Analyst

CATEGORY	1999/00	1998/99	% +/-
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Greater New Orleans

Airport Passenger Boardings New Orleans International	1,081,601	1,077,761	0.4%
Hotel-Motel Trend New Orleans Occupancy Rate			
December	52.9	50.8	4.1%
January	62.0	63.6	-2.5%
February	75.9	75.4	0.7%
New Orleans Visitor Center	28,651	27,143	5.6%
Slidell Visitor Center	76,979	82,525	-6.7%
Kentwood Visitor Center	24,419	28,364	-13.9%
Pearl River Center	34,679	36,912	-6.0%
Parks, Attractions, Museums	749,681	780,142	-3.9%

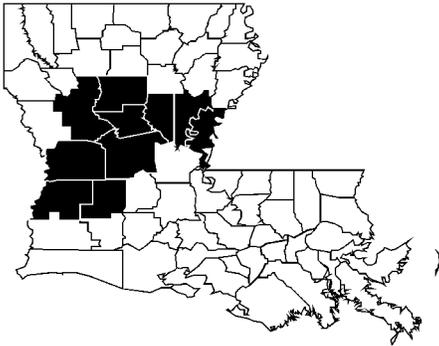
Plantation Country



Airport Passenger Boardings Baton Rouge Metro Airport	92,606	101,156	-8.5%
Hotel-Motel Trend			
Baton Rouge Occupancy Rate			
December	47.3	54.7	-13.5%
January	51.1	55.2	-8.1%
February	62.9	67.9	-7.4%
State Capitol Visitor Center	22,165	26,385	-16.0%
St. Francisville Visitor Center	8,852	9,390	-5.7%
Parks, Attractions, & Museums	97,363	92,569	5.2%

Cajun Country

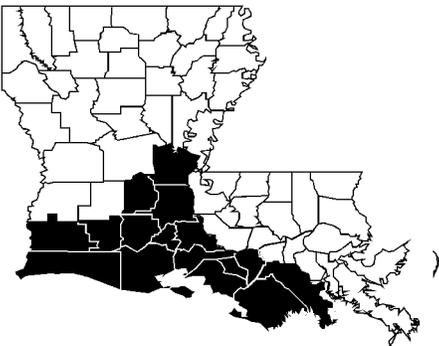
Airport Passenger Boardings Lafayette Regional Airport	42,082	47,418	-11.3%
Lake Charles Regional Airport	21,179	20,975	1.0%
Hotel-Motel Trend			
Lafayette Occupancy Rate			
December	43.8	47.8	-8.4%
January	48.5	54.2	-11.7%



CATEGORY	1999/00	1998/99	% +/-
Hotel-Motel Trend			
Lafayette Occupancy Rate			
February	60.8	67.4	-9.8%
Lake Charles Occupancy Rate			
December	38.0	39.2	-3.1%
January	55.1	59.8	-7.9%
February	68.3	75.4	-8.4%
Vinton Visitor Center	8,005	46,510	-82.0%
Parks, Attractions, & Museums	170,314	145,199	17.3%

Crossroads

Airport Passenger Boardings England International Airport	27,359	24,911	9.8%
Hotel-Motel Trend			
Alexandria Occupancy Rate			
December	38.0	39.2	-3.1%
January	49.2	41.8	17.7%
February	58.1	52.7	10.2%



Vidalia Visitor Center	6,252	5,806	7.7%
Parks, Attractions, & Museums	68,720	73,129	-6.0%
Sportsman's Paradise			
Airport Passenger Boardings			
Shreveport Regional Airport	81,575	87,357	-6.6%
Monroe Regional Airport	27,011	28,422	-5.0%
Hotel-Motel Trend			
Shreveport Occupancy Rate			
December	53.1	56.2	-5.5%
January	56.2	55.8	0.7%
February	65.4	68.2	-4.1%
Monroe Occupancy Rate			
December	51.2	60.1	-14.8%
January	61.4	59.4	3.2%
February	70.9	74.2	-4.4%
Greenwood Visitor Center	47,837	45,844	4.3%
Mound Visitor Center	38,855	36,811	5.6%
Parks, Attractions, & Museums	126,030	150,780	-16.4%

Nationwide Travel Industry Indicators

Winter 1999-00
 Nationwide Travel Industry Indicators
 (With percentage change from a year ago)

Category	December	January	February
Hotel-Motel Occupancy			
Actual	47.4%	51.0%	61.0%
%+/-	-3.7	-2.5	+0.2
Hotel-Motel Average Daily Rate			
Actual	\$79.62	\$82.79	\$85.55
%+/-	+5.8	+3.2	+3.0
Airline Scheduled Passengers			
Domestic Enplanements (Millions)			
Actual	41.5	37.3	39.2
%+/-	+0.4	+0.0	+6.2
Airline Scheduled Passengers			
International Enplanements (Millions)			
Actual	3.9	4.1	3.9
%+/-	-2.0	-1.5	+8.8
U.S. Dollar Foreign			
Exchange Rate (Index)			

Indicator	Jan - March 2000
Hotel-Motel Occupancy	Actual 59.1%
% +/-	-0.2
Hotel-Motel ADR	Actual \$85.16
% +/-	+3.6
Airline Domestic Enplanements	Actual (Millions) 123.8
% +/-	+3.7
Airline International Enplanements	Actual (Millions) 12.7
% +/-	+3.6

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.

Actual	93.2	93.1	Not
%+/-	+0.5	+1.5	Available
Travel Price Index			
Actual	182.4	185.9	190.1
%+/-	+5.1	+5.6	+6.4

Sources for nationwide indicators: US Travel Data Center, Smith Travel Research, Air Transport Association, and Travel Industry Indicators®.

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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