

# LOUISIANA'S TOURISM ECONOMY POST-COVID-19

PRESENTATION BY



LouisianaTravel.com



LafayetteTravel.com

IN COLLABORATION WITH



United Way of Acadiana



**PLEASE NOTE:**

ALL PARTICIPANTS HAVE BEEN MUTED  
PLEASE USE THE CHATBOT FEATURE TO ADD QUESTIONS OR COMMENTS

OUR MODERATOR IS NOW CONDUCTING A SOUNDHECK TO  
MAKE SURE ALL PARTICIPANTS CAN HEAR THE AUDIO

IF YOU ARE NOT HEARING THE MODERATOR'S ANNOUNCEMENT,  
YOU MAY NEED TO DIAL IN USING A TELEPHONE

**HERE IS THE DIAL-IN NUMBER:**

**(408) 418-9388**

**ACCESS CODE 969 827 339**

IF THE MAIN DIAL-IN NUMBER IS BUSY, YOU CAN TRY ONE OF THE  
FOLLOWING NUMBERS, WITH THE ABOVE ACCESS CODE:

**(617) 315-0704**

**(312) 535-8110**

**(469) 210-7159**



LouisianaTravel.com



LafayetteTravel.com

# LOUISIANA'S TOURISM ECONOMY POST-COVID-19

TUESDAY, APRIL 21, 2020 • 9:00 - 10:00 a.m. CDT



**LT. GOV.  
BILLY NUNGESSER**

STATE OF LOUISIANA



**BEN BERTHELOT**

LAFAYETTE CONVENTION  
& VISITORS COMMISSION



**RANDY DANIEL**

LA PIZZERIA LAFAYETTE



**JIMMY THACKSTON**

DOUBLETREE BY  
HILTON HOTEL LAFAYETTE

# Lafayette Parish Hotel/Motel Occupancy and Room Revenue

March 2020 vs. March 2019



Week of March 1-7

## Hotel Occupancy

2020 = 58.6%

2019 = 59.1%

- .08%

## Room Revenue

2020 = \$1,907,372

2019 = \$1,793,187

Up 6.4%

Week of March 8-14

## Hotel Occupancy

2020 = 51.6%

2019 = 64.3%

- 19.8%

## Room Revenue

2020 = \$1,627,275

2019 = \$2,085,460

-7.2%

Week of March 15-21

## Hotel Occupancy

2020 = 34.5%

2019 = 67.9%

- 49.1%

## Room Revenue

2020 = \$932,025

2019 = \$2,326,350

-59.9%

Week of March 22-28

## Hotel Occupancy

2020 = 25.3%

2019 = 60.5%

- 58.2%

## Room Revenue

2020 = \$613,405

2019 = \$2,003,459

-69.4%

# Lafayette Parish Hotel/Motel Occupancy and Revenue

April 2020 vs. April 2019



## Week of March 29-April 4

### Hotel Occupancy

2020 = 24.1%

2019 = 62.2%

                      
-61.2%

### Room Revenue

2020 = \$560,946

2019 = \$2,130,585

                      
73.7%

## Week of April 5-11

### Hotel Occupancy

2020 = 23.5%

2019 = 66.1%

                      
-64.4%

### Room Revenue

2020 = \$524,797

2019 = \$2,302,725

                      
-77.2%

# Local Tourism Economic Impact of Meetings/Sports/Conventions Business

Not Including Leisure or Corporate Numbers



**Room Nights Lost**

**25,567**

**Economic Impact Lost**

**\$43,473,990**

## **US Travel Association Statistics**

**a loss of 5.9 million jobs by the end of April**



- The loss in travel-related jobs alone will more than double the U.S. unemployment rate from 3.5% to 7.1% by the end of April.**
- The expected loss of \$910 billion in travel-related economic output in 2020 would be seven times the impact of 9/11.**
- The predicted slowdown in the travel sector alone will push the U.S. economy into a protracted recession.**

## National Restaurant Association Statistics



- ❑ **Eight million restaurant employees have already been laid off or furloughed. This represents two out of every three restaurant jobs.**
- ❑ **The restaurant/foodservice industry lost \$30 billion in revenue in March and is on track to lose an additional \$50 billion by the end of this month.**
- ❑ **Four in 10 restaurants have closed their doors, some with no hope of reopening.**
- ❑ **Over 60% of restaurant owners say that existing federal relief programs – including the CARES Act – will not enable them to keep their employees on payroll throughout the downturn.**
- ❑ **Assuming a gradual reopening of the economy in June 2020, forecast sustained losses of \$240 billion for restaurants by the end of the year**



## QUESTIONS?

PLEASE ENTER YOUR QUESTIONS INTO  
THE Q&A BOX AND ASK “ALL PANELISTS”

**BEN BERTHELOT** OF THE LAFAYETTE CONVENTION  
& VISITORS COMMISSION WILL MODERATE THE Q&A

**THANK YOU TO OUR PRESENTERS AND PARTICIPANTS!**

IF YOU HAVE QUESTIONS THAT DID NOT GET ANSWERED OR FEEDBACK ON TODAY'S SESSIONS, PLEASE EMAIL **ANDRE@ONEACADIANA.ORG**

THE VIDEO AND SLIDES FROM TODAY'S WEBINARS WILL BE POSTED SHORTLY AT **ONEACADIANA.ORG/COVID-19-RESOURCES** AND SHARED BY OTHER WEBINAR PARTNER ORGANIZATIONS

WE WILL BE IN TOUCH ABOUT FUTURE WEBINAR OPPORTUNITIES