LOUISIANA’S TOURISM ECONOMY POST-COVID-19

PRESENTATION BY

Louisiana.com

LafayetteTravel.com

IN COLLABORATION WITH

PLEASE NOTE:
ALL PARTICIPANTS HAVE BEEN MUTED
PLEASE USE THE CHATBOT FEATURE TO ADD QUESTIONS OR COMMENTS
OUR MODERATOR IS NOW CONDUCTING A SOUNDCHECK 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
LOUISIANA’S TOURISM ECONOMY POST-COVID-19
TUESDAY, APRIL 21, 2020 • 9:00 - 10:00 a.m. CDT

LT. GOV. BILLY NUNGELOSSER
STATE OF LOUISIANA

BEN BERTHELOT
LAFAYETTE CONVENTION & VISITORS COMMISSION

RANDY DANIEL
LA PIZZERIA LAFAYETTE

JIMMY THACKSTON
DOUBLETREE BY HILTON HOTEL LAFAYETTE
<table>
<thead>
<tr>
<th>Week of March 1-7</th>
<th>Week of March 8-14</th>
<th>Week of March 15-21</th>
<th>Week of March 22-28</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel Occupancy</strong></td>
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</tbody>
</table>
| 2020 = 58.6%  
2019 = 59.1%  
- .08% | 2020 = 51.6%  
2019 = 64.3%  
- 19.8% | 2020 = 34.5%  
2019 = 67.9%  
- 49.1% | 2020 = 25.3%  
2019 = 60.5%  
- 58.2% |
| **Room Revenue** | **Room Revenue** | **Room Revenue** | **Room Revenue** |
| 2020 = $1,907,372  
2019 = $1,793,187  
Up 6.4% | 2020 = $1,627,275  
2019 = $2,085,460  
-7.2% | 2020 = $932,025  
2019 = $2,326,350  
-59.9% | 2020 = $613,405  
2019 = $2,003,459  
-69.4% |
# Lafayette Parish Hotel/Motel Occupancy and Revenue

## April 2020 vs. April 2019

<table>
<thead>
<tr>
<th>Week of March 29-April 4</th>
<th>Week of April 5-11</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel Occupancy</strong></td>
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</tr>
<tr>
<td>2020 = 24.1%</td>
<td>2020 = 23.5%</td>
</tr>
<tr>
<td>2019 = 62.2%</td>
<td>2019 = 66.1%</td>
</tr>
<tr>
<td>-61.2%</td>
<td>-64.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Room Revenue</strong></th>
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<tbody>
<tr>
<td>2020 = $560,946</td>
<td>2020 = $524,797</td>
</tr>
<tr>
<td>2019 = $2,130,585</td>
<td>2019 = $2,302,725</td>
</tr>
<tr>
<td>73.7%</td>
<td>-77.2%</td>
</tr>
</tbody>
</table>
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.
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.