

Travel and Tourism in New Orleans: How an indispensable city is fueled by the visitor economy

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NEW ORLEANS
NEW ORLEANS & COMPANY





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President & CEO

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Agenda

- Welcome
- The Impact of Tourism
- What New Orleans & Company Does
- Tourism Updates
- Closing Remarks



Tourism is foundational for New Orleans.

- The city's most important economic engine, supporting jobs, small businesses and public services across the community.
- Its impact extends far beyond the visitor economy, strengthening the industries, neighborhoods and cultural assets that make New Orleans a place people want to live, work and invest.





Everything we do is guided by one goal:
Create economic opportunity through tourism.



Mission

To inspire, promote, and encourage travel to our city for the economic, social, and community benefit of New Orleans and its people.

Vision

New Orleans is the most remarkable, unique, and welcoming city in the world.

Values

Trust | Authenticity | Innovation | Collaboration | Inclusivity | Excellence



STRATEGIC GOALS

1

To Deliver the Most Innovative and Exceptional Sales and Service.

2

Build International Tourism.

3

Create and Own a Clear, World-Class Brand for New Orleans.

4

Make New Orleans a Great Place to Live, Work, and Visit.



The impact of tourism.

- The U.S. travel industry generates a \$2.9 trillion economic impact, supporting 15 million jobs nationwide
- New Orleans welcomes 19+ million visitors annually, supporting 85,000+ local jobs

A street scene in a historic district. On the left, a balcony with a green umbrella and potted plants is visible. The street is lined with colorful buildings, including a prominent red brick building on the right. A green car is parked on the street in the foreground. The text is overlaid in the center of the image.

19.46 million visitors in 2025

\$10.8 billion in spending

85,000 jobs supported



The impact of tourism.

- Visitors of New Orleans help support hotels, restaurants, musicians, attractions, transportation, retail and businesses throughout the region.
- That spending sustains jobs and circulates across the local economy of Louisiana.



Strengthening our community.

- Visitor spending generates tax revenue that helps support public safety, infrastructure, parks, cultural institutions and other essential services.
- These investments improve the visitor experience while also strengthening quality of life for the people who call New Orleans home.





Every destination is competing for attention.

- Visitors and Meeting Planners have more choices than ever, and destinations across the country and around the world are competing for:

- Travelers
- Conventions
- Major events
- Media attention

- New Orleans' reputation and cultural strength give us an advantage, but demand cannot be taken for granted.





What New Orleans & Company does.

Visitors do not simply arrive on their own.

- New Orleans & Company works year-round to build demand, secure business, shape the city's reputation and ensure New Orleans remains competitive as a destination.
- Our work begins long before a visitor books a hotel room and continues through the experience they have once they arrive.



) How we do this.

Attract Visitors

- Advertising, brand campaigns, digital content, social media and leisure marketing.

Sell New Orleans

- Convention sales, group travel, sports, major events, weddings, travel trade and international tourism.

Manage our reputation

- Public relations, earned media, journalist hosting, influencer partnerships and crisis communications.

Support the visitor experience

- Convention services, hospitality training programs, event support, visitor information and Built to Host initiatives.

Advocate and invest

- Public safety, infrastructure, workforce development, destination development and industry partnerships.



An aerial photograph of a park featuring a large lake, modern architectural structures, and a city skyline in the distance. The text is overlaid on the image.

Tourism doesn't happen by accident.

Every visitor represents years of
Planning | Collaboration | Investment

It's intentional and focused.



VISION 2035



Vision Plan 2035

This plan came from two years of collaboration across Greater New Orleans and was grounded in community voices to ensure the plan reflects real needs and long-term priorities, involving:

- 70+ interviews with leaders/organizations
- 120+ community members engaged
- 20+ plans researched
- 5 roundtable sessions





All of this is anchored in 10 leverage points, which are the different areas where small shifts can create big impact:

- Connect voices across the region
- Connect people and places with reliable transportation
- Shape and support dynamic neighborhoods
- Increase prosperity for small businesses and entrepreneurs
- Boost the economy through strong industries, innovation, and quality jobs
- Make the region more youth and family friendly
- Increase high quality green space
- Maintain a world class regional asset portfolio
- Celebrate and sustain the cultural community
- Lead in extreme weather innovation and adaptation



VISION 2035



Scan to
learn more

A photograph of a brass band in traditional uniforms, including white hats with black bands and dark jackets. The band members are playing brass instruments, including trumpets and tubas. The scene is dimly lit, with warm, golden light highlighting the instruments and the band members' faces. The text is overlaid in the center of the image.

**UNESCO designation brings
accountability through
preservation and learning
from global partners.**

)

**1 of 10 cities in the US
to earn the title of
Creative City of Music.**

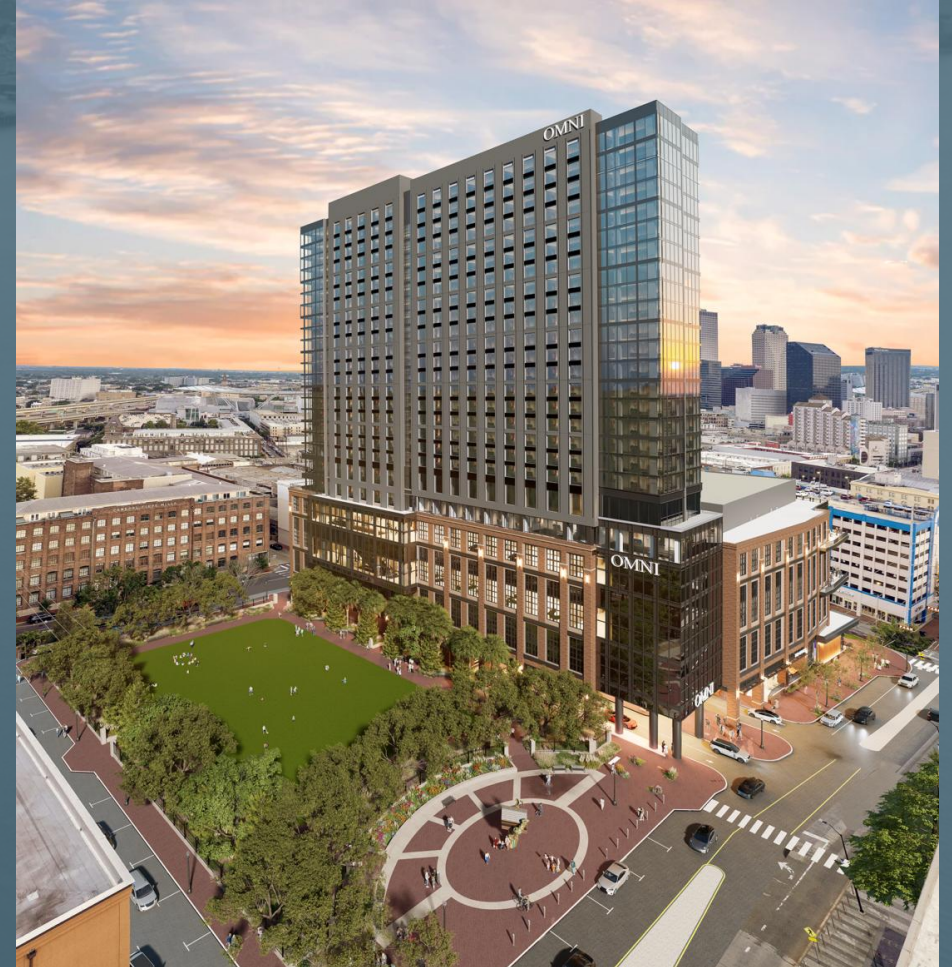


**NEW ORLEANS
CITY *of* MUSIC**



Omni Headquarters Hotel

- The planned Omni Headquarters Hotel is one of the most significant hospitality investments in decades.
- New Orleans & Company has long advocated for a headquarters hotel because it dramatically improves our ability to attract larger conventions, meetings and major events.
- Adds approximately 1,000 hotel rooms adjacent to the Convention Center.
- Supports an estimated 1,400 permanent jobs once operational.





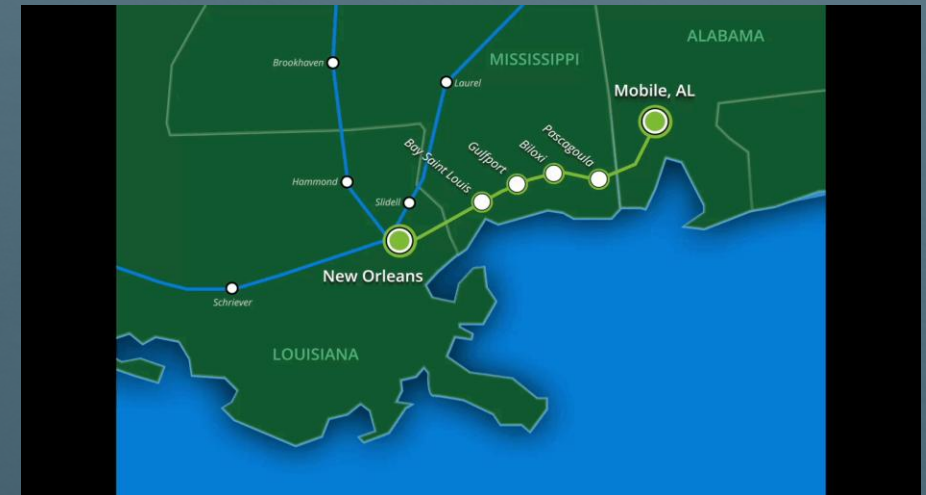
Port of NOLA

- New Orleans & Company works alongside Port NOLA and regional partners to strengthen New Orleans as a global gateway for commerce, cruising and tourism.
- Continued investment in the Port supports economic growth while enhancing the city's competitiveness for visitors, conventions and international business.
- Supports thousands of jobs across maritime, logistics, hospitality and tourism.
- Strengthens New Orleans' position as a global trade and cruise gateway.



AMTRAK Mardi Gras Service: One Year

- 150,000+ passengers carried in the first year
- Averaged nearly 400 passengers per day
- Far exceeded initial projections of approximately 71,000 riders
- Operates two daily round trips between New Orleans and Mobile
- Strengthens regional connectivity along the Gulf Coast



COOLinary + Museum Month, August 2026 Recap

COOLinary New Orleans

- More than 120 restaurants participated across the city
- Offered special prix fixe lunch, brunch and dinner menus throughout August
- Encouraged diners to explore New Orleans restaurants while supporting the local hospitality community



New Orleans Museum Month

- Nearly 30 museums participated throughout August
- Participating museum members received free admission for themselves and one guest at other participating museums
- Encouraged residents and visitors to explore and support New Orleans' museums and cultural institutions



New Orleans Summer + Fall Marketing Campaign

- Our summer campaign is still going strong, with commercials and messaging running in Houston, Dallas, and Atlanta and throughout the region, including the gulf coast through the end of the month.
- We're promoting our summer hotel offer - book two nights staying between now and Sep 30 on NewOrleans.com and get \$100 via digital visa gift card when you check in.
- To view our summer campaign spots, including the luxury spots featuring New Orleans songbird Robin Barnes, click: bit.ly/nola26summerluxury and bit.ly/nola26summerluxury15 and [here](#)
- The fall campaign will launch in early September and run through mid-October, highlighting cooler temps, fall festivals, and New Orleans as a city of music. We're targeting the same cities as our summer campaign, including our regional drive market, plus Nashville, Austin, Miami, Chicago, and NYC.



Recent Events



Sail 250 New Orleans

- **125,000 Visitors**
to the Riverfront (+500% Riverfront visitation vs. 2025)
- **454,000 Visitors**
to Downtown & the French Quarter (+52.3% Downtown & French Quarter visitation vs. 2025)
- Sail 250 welcomed U.S. naval vessels, Coast Guard ships and international tall ships while generating significant visitation and economic activity for New Orleans.



Sail 250: New Orleans Highlights



North America's 50 Best Restaurants

New Orleans hosted the 2026 North America's 50 Best Restaurants awards on May 28.

- **Dakar NOLA**
 - Ranked #4 in North America
 - Best Restaurant in South USA
- **Emeril's**
 - Ranked # 20 in North America
 - Emeril Lagasse received the Seven Rooms Icon Award
- **Acamaya**
 - Ranked #30 in North America





North America's 50 Best Bars



Two New Orleans bars were recognized among North America's best

- **Jewel of the South**
 - Ranked #6 in North America
 - Best Bar in the South USA
 - Fourth consecutive year
- **Cure**
 - Ranked # 21 in North America
 - Won the Highest Climber Award

JEWEL
OF THE SOUTH



IPW 2026 Recap

- New Orleans & Company, Lt. Governor Billy Nungesser and statewide partners attended IPW 2026 in Fort Lauderdale
- Kim Priez and the Sales Team conducted 182 individual meetings with customers



IPW 2026 Recap

- The PR Team worked with more than 50 journalists
- These meetings help grow international visitation and keep New Orleans top of mind with global travel buyers and media



Looking ahead: IPW 2027

- New Orleans officially began promoting IPW 2027 to global travel buyers, media and tourism leaders at IPW 2026 in Fort Lauderdale.
- New Orleans will host IPW from May 2-6, 2027
- More than 5,000 travel professionals are expected to attend.



Looking ahead: IPW 2027

- Travel buyers and media from 70+ countries will be represented
- Past IPWs have generated more than \$5.5 billion in future travel to the United States
- IPW 2027 presents a tremendous opportunity to showcase New Orleans to the world and reinforce our position as a premier global destination.



NASA's Michoud Assembly

- NASA's Michoud Assembly Facility is a cornerstone of New Orleans' growing innovation economy.
- New Orleans & Company helps promote the city as a destination for scientific meetings, business travel and investment while supporting the broader story of innovation in our region.
- Creates high-paying aerospace and advanced manufacturing jobs.
- Attracts research, engineering talent and private investment.



) Louisiana International Terminal

- The Louisiana International Terminal is a transformational investment that will expand Louisiana's cargo capacity and strengthen New Orleans' role in global commerce.
- New Orleans & Company supports the city's economic story by promoting New Orleans as a connected, world-class destination for business and investment.
- Expands international trade capacity.
- Creates long-term jobs in logistics and transportation.



Love the Boot Week

- Participated in Love the Boot Week with a company-wide cleanup effort
- Partnered with Keep Louisiana Beautiful
- Staff volunteered to help create a cleaner, more welcoming New Orleans
- Demonstrated New Orleans & Company's commitment to community stewardship



Tulane Book Festival

- The New Orleans Book Festival at Tulane has become one of the nation's premier literary events.
- New Orleans & Company helps promote the festival, increasing visitation while showcasing New Orleans as a destination for culture, education and the arts.
- Drives overnight visitation during the spring season.
- Supports hotels, restaurants and neighborhood businesses and raises cultural tourism appeal.



Meeting Industry Press Trip

- Hosted eight of the meetings industry's most influential reporters
- Showcased updates at the Omni Convention Center Headquarters Hotel and New Orleans Ernest N. Morial Convention Center





Meeting Industry Press Trip

- Highlighted Sail 250 New Orleans and North America's 50 Best Restaurants
- Featured experiences at the Audubon Aquarium, Delacroix and Commander's Palace
- Coverage already beginning to appear in industry publications



Industry Recognitions

Corporate & Incentive Travel

- 42nd Annual Award of Excellence

HelmsBriscoe

- CVB/Destination Partner of the Year (Continental U.S.)

Sports Business Journal

- New Orleans named one of the 50 Best Sports Business Cities for 2026

Smart Meetings

- Smart Stars Award
- Best Cosmopolitan CVB/DMO

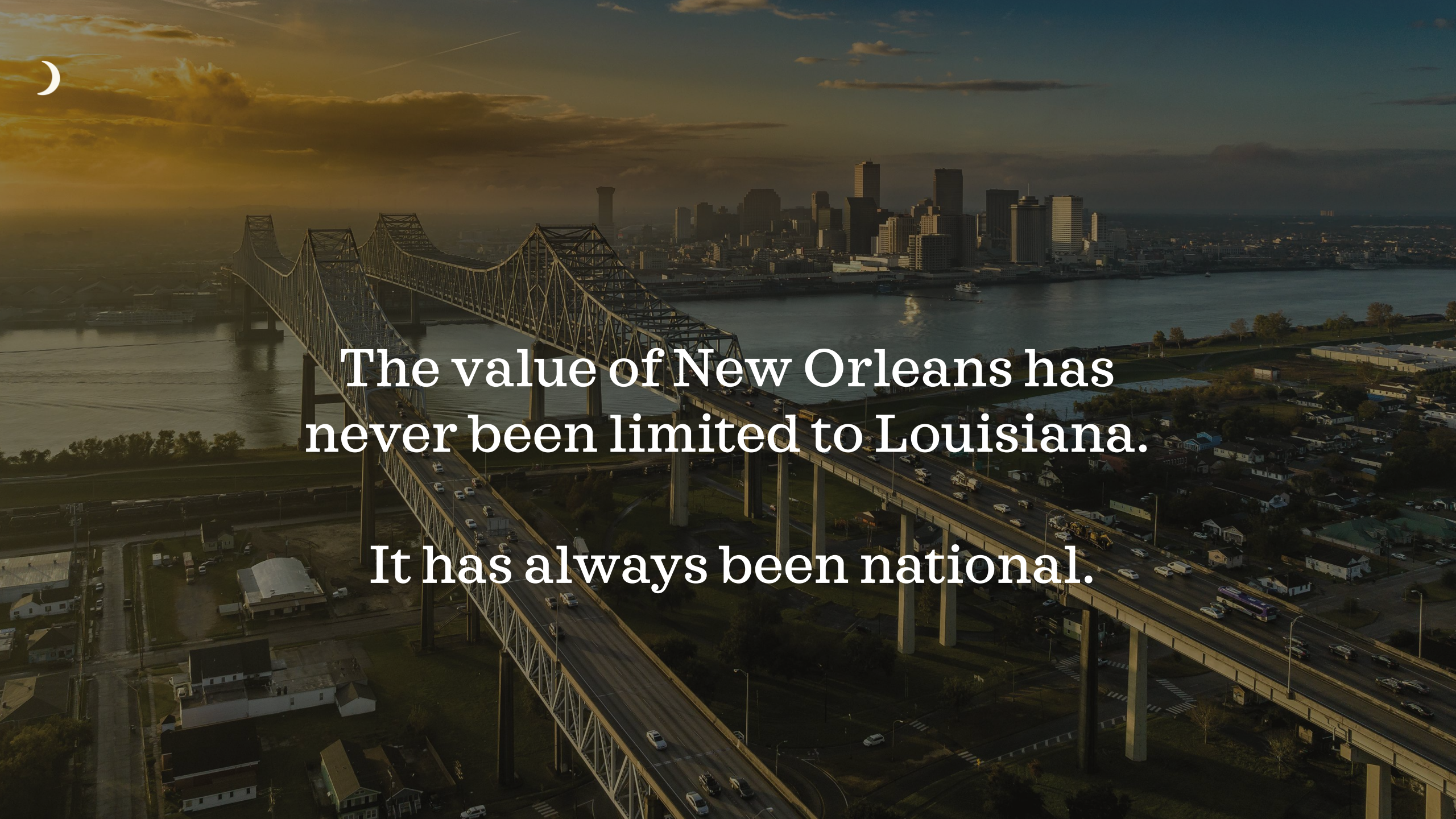
Association Conventions & Facilities

- 19th Annual Distinctive Achievement Award

ConventionSouth

- 2025 Readers' Choice Award



An aerial photograph of New Orleans, Louisiana, featuring the Mississippi River and the city skyline in the background. In the foreground, a large truss bridge spans the river, with a multi-lane highway running parallel to it. The scene is captured during sunset, with a warm, golden light illuminating the sky and the city. The text "The value of New Orleans has never been limited to Louisiana." is overlaid in white, serif font, centered horizontally across the middle of the image.

The value of New Orleans has
never been limited to Louisiana.

It has always been national.



New Orleans is an American Asset



- Every convention secured, visitor welcomed, major event hosted and every partnership built contributes to something larger than tourism.
- Together, these efforts strengthen New Orleans' economy, create opportunity for our residents and help ensure our city remains one of the most remarkable and unique destinations in the world.



Tourism is a long-term investment.

- America's gateway between the Mississippi River and global markets for more than 300 years.
- Home to one of the nation's most critical trade, logistics, and supply chain corridors.
- Supports national food security, energy infrastructure, military readiness, and international commerce.



We will continue working to grow and
strengthen our global competitiveness,
ensuring tourism delivers lasting
benefits for the people and businesses
that call New Orleans home.



Stay Connected!

FOLLOW + SHARE

- Follow @VisitNewOrleans and @NewOrleansandCo across social channels and share our content.

VISIT NEWORLEANS.COM

- View, use and share destination content, events, itineraries and visitor resources.

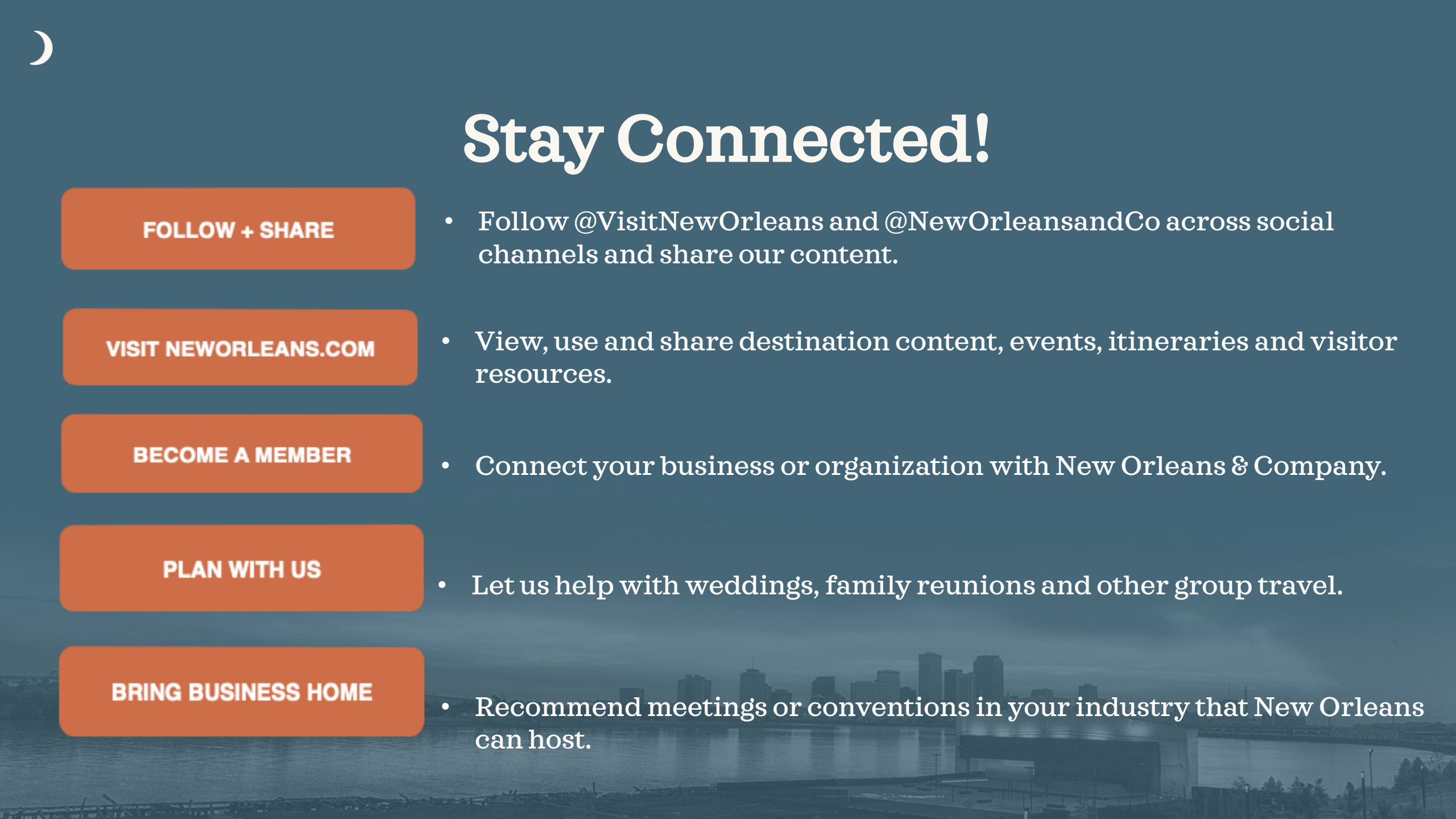
BECOME A MEMBER

- Connect your business or organization with New Orleans & Company.

PLAN WITH US

- Let us help with weddings, family reunions and other group travel.

BRING BUSINESS HOME

- Recommend meetings or conventions in your industry that New Orleans can host.
- 



Thank you.

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