

NEW ORLEANS TOURISM INDUSTRY REPORT
Second Anniversary – Hurricane Katrina
August 29, 2007

New Orleans Metropolitan Convention and Visitors Bureau

Kelly Schulz, Vice President Communications and Public Relations

2020 St. Charles Avenue

New Orleans, LA 70130

504/566-5045 office

504/566-5021 fax

504/421-0962 cell

KSchulz@NewOrleansCVB.com

www.NewOrleansCVB.com

Mary Beth Romig, Director Communications and Public Relations

New Orleans Metropolitan Convention and Visitors Bureau

2020 St. Charles Avenue

New Orleans, LA 70130

504/566-5050 office

504/566-5021 fax

504/606-8430 cell

MBRomig@NewOrleansCVB.com

www.NewOrleansCVB.com

New Orleans Tourism Marketing Corporation

Lea Sinclair, Director of Communications

New Orleans Tourism Marketing Corporation

365 Canal Street, Suite 1120

New Orleans, LA 70130

504/524-4784 office

504/524-4780 fax

504/491-5330 cell*

Lea@NOTMC.com

www.NewOrleansOnline.com

www.HearNewOrleansMusic.com

www.NewOrleansMuseums.com

www.NOLAFunGuide.com

Grace Wilson, Communications Associate

New Orleans Tourism Marketing Corporation

365 Canal Street, Suite 1120

New Orleans, LA 70130

504/524-4784 office

504/524-4780 fax

504/247-6362 cell

Grace@NOTMC.com

www.NewOrleansOnline.com

www.HearNewOrleansMusic.com

www.NewOrleansMuseums.com

www.NOLAFunGuide.com

August 2007 New Orleans Tourism Industry Fact Sheet

As the nation prepares to commemorate the second anniversary of Hurricane Katrina on August 29th, the New Orleans tourism industry reports extraordinary progress achieved in the past two years. New Orleans tourism is the city's number one industry, largest employer, and a critical force in rebuilding the areas of the city that still are in recovery.

The resurgence of the tourism industry began in early 2006 with a strong return of Mardi Gras and the New Orleans Jazz & Heritage Festival, as well as the opening of the Ernest N. Morial Convention Center after a multi-million-dollar renovation. The first citywide convention, the American Library Association, was a resounding success with much positive feedback from those attending. Progress continued in the fall with the return of cruise ships. The National Association of Realtors® held a very successful convention, and the reopening of the Louisiana Superdome and the return of the Saints culminated in one of the most memorable nights in NFL history.

In 2007, New Orleans has safely and successfully hosted more than one million visitors for ESSENCE Music Festival, Mardi Gras, the New Orleans Jazz & Heritage Festival, French Quarter Festival, major sporting events, cultural festivals, corporate meetings, large citywide conventions such as the American College of Cardiology, Risk & Insurance Management Society and more.

Signs of progress are continuing in 2007:

- Airlines are adding new flights to Louis Armstrong International Airport
- The city has one of the freshest hotel products in the country
- The French Quarter is cleaner than it has been in decades and we continue to receive extremely positive testimonials from visitors.
- Major corporations such as Carnival Cruise Lines, Southwest Airlines and others are investing in New Orleans' hospitality industry
- New restaurants are opening
- Monthly festivals are enjoying record-breaking attendance
- Armies of college students and volunteers are traveling to the city to participate in life-changing "voluntourism" projects.

The entire tourism industry is working collaboratively to bring back and increase the number of conventions, increase leisure tourism, and make the world aware that New Orleans is open for business and welcoming visitors.

Data

Tourism employment - Before Katrina, New Orleans employed 85,000 people in the hospitality industry. According to the US Bureau of Labor Statistics, in 2005 there were 47,980 employed. In 2006, there were 57,400 and as of April 2007 there were 62,800.

Overall visitor stats - According to a University of New Orleans study, in 2006 New Orleans had 3.7 million total visitors with overall spending of \$2.9 billion. January through June 2005, there was a total of 5.3 million visitors. 2004 was a record breaking year for New Orleans tourism with nearly 10.1 million visitors and \$4.92 billion in visitor spending. On a typical pre-Katrina year, we had approx 8 million visitors.

Restaurants

The Louisiana Restaurant Association (LRA) says the current status of New Orleans restaurants is improving. As of August 7, 2007 the Department of Health and Hospitals released the following data on restaurants open in the New Orleans Metro area:

	Pre-Katrina	August 2007	% Reopened
Orleans Parish	2,116	1,462	69%
Jefferson Parish	1,557	1,465	94%
St. Bernard Parish	219	86	39%

The vast majority of restaurants in the most popular tourist areas such as New Orleans' Downtown, Central Business District, Warehouse/Arts District, Garden District, Uptown, Marigny, Bywater and Mid-City are open, including many new restaurants – meaning most of the eateries in the tourist districts are open. Several new restaurants that have opened since Katrina are enjoying success.

According to Tom Fitzmorris in www.nomenu.com, there are 848 restaurants now open compared to 809 before August 2005.

For information on a specific restaurant, please visit the city's restaurant databases at:

<http://www.neworleansonline.com/neworleans/cuisine/restaurants.php>

<http://www.neworleanscvb.com/listings/index.cfm/catID/11/hit/1/sectionID/1/sectionID/1/subsectionID/531>

Hotels

Currently there are over 140 metro area hotels and motels in operation with over 31,000 rooms in inventory. In Orleans Parish there are 21,000 rooms in inventory and pre-Katrina there were 25,000 rooms. Also prior to Katrina, in the Greater New Orleans Area, there were 265 hotels with an inventory of 38,338. In August 2006, the Greater Hotel and Lodging Association reported 103 hotels open with 28,000 rooms back in service.

The Hyatt Regency New Orleans will re-open in 2009 after an extensive renovation. The fate of the Fairmont, formally the Roosevelt Hotel, a 114-year-old downtown hotel is uncertain, although, according to a recent Times-Picayune article, a revival is expected. The property is now for sale.

Hotel Directories:

<http://www.neworleansonline.com/book/rooms/lodging.php?lodgingType=1>

<http://www.neworleanscvb.com/listings/index.cfm/catID/9/hit/1/sectionID/1/sectionID/1/subsectionID/530>

Bed and Breakfast Directory

There are currently 62 Bed and Breakfast establishments open in New Orleans today.

<http://www.neworleansonline.com/book/rooms/lodging.php?lodgingType=2>

Flights

Air Transportation: Louis Armstrong International Airport, as of August 2007, reports 119 flights serving 38 cities (75 percent the number of daily departures and 88 percent the number of destinations; 14,276 seats or 68 percent of our Pre-Katrina level of seats per day). The New Orleans CVB is working with the airlines and airport officials with regard to convention scheduling to ensure adequate lift to meet demand. By November 2007, flights will increase to 133 and seats will increase to 15,489. Airlift is scheduled to be 90 percent of pre-Katrina levels by the end of 2008 and 100 percent by 2009.

Airlines operating out of the Louis Armstrong International Airport include: Air Tran, American Airlines, Continental, Delta Air Lines, ExpressJet, Jet Blue, Northwest, Southwest Airlines, United Airlines, U.S. Airways. Delta Air Lines recently added non-stop flights to Los Angeles to the delight of tourists and business travelers alike.

Express Jet began flying April 30, 2007 and offers non-stop service to Austin, San Antonio, Kansas City, Mo., Birmingham, Jacksonville, Fl., and Raleigh-Durham with 12 flights per day.

Changes as of June 2007 include:

- ExpressJet: one additional daily nonstop flight to Austin with 50 seats
- Express Jet: one additional daily nonstop flight to San Antonio with 50 seats
- Southwest: one additional daily nonstop flight to Dallas with 137 seats
- United: one additional daily nonstop flight to Washington Dulles with 70 seats
- United: one additional daily nonstop flight to Denver with 156 seats.

Changes as of July 2007 include:

- USAirways: one additional daily nonstop flight to Philadelphia with 134 seats
- AirTran Airways: one additional weekend only nonstop flight to Atlanta with 117 seats.

On June 27, 2007, Southwest Airlines announced the addition of eight daily nonstop roundtrip flights from New Orleans to five cities:

- Three new daily nonstop flights to Birmingham
- Two additional daily nonstop flights to Houston Hobby (for a total of 11 daily)
- One additional daily nonstop flight to Dallas Love Field (for a total of 6 daily)
- One additional daily nonstop flight to Las Vegas (for a total of 2 daily)
- One additional daily nonstop flight to Orlando (for a total of 4 daily)

The service begins November 4, 2007 with 1,000 added daily seats and represents a 30 percent capacity increase for Southwest Airlines in New Orleans.

In May 2007, the New Orleans Aviation Board voted to name Interim Director of Aviation Sean C. Hunter permanent in the position as Director of Aviation effective immediately. Hunter has been serving as Interim Director since May 2006, upon the departure of former Director of Aviation Roy Williams.

New Orleans Lakefront Airport is open 24 hours a day. Full service fuel, line service, flight training and aircraft rescue crews are available. As of July 30, 2007, the control tower at the Lakefront Airport is back in service, following a \$6 million renovation.

Public Transit

According to the Regional Transit Authority (RTA), 28 bus lines are running, providing an average of 23,000 rides daily, compared with over 120,000 riders daily before Katrina. The entire Riverfront line, Canal Street line to the cemeteries with its Carrollton spur to City Park and the New Orleans Museum of Art are operational. Portions of the St. Charles line, in particular, within the Central Business District downtown are operational to Lee Circle.

Taxis

Taxis are available on New Orleans streets and at major hotels, with the taxicab bureau reporting approximately 1,200 of their cabs back on the streets. Taxi rates are \$2.50 plus \$1.60 per mile (.20 per one-eighth mile) thereafter. There is also an additional charge of \$1.00 per passenger after the first passenger. During peak visitor times (including Mardi Gras and Jazz Fest) taxi rates are \$4 per person or the meter rate, whichever is higher. A fixed rate of \$28 (one to two people) is charged from the airport to most areas of New Orleans. For parties of more than two, the fare is \$12 per person.

Airport Shuttle, Inc., is the official ground transportation for Louis Armstrong International Airport, with service to and from New Orleans' hotels and other designated locations. Fare is \$13.00 each way. No reservations are required.

Train

Amtrak is operating in New Orleans. The City of New Orleans is running again to Memphis and Chicago, while the Crescent has resumed its regular route to Atlanta and New York.

The Port of New Orleans

Porthole Cruise Magazine, a Fort Lauderdale-based bi-monthly cruise publication, recently named New Orleans its 2007 recipient of the publication's "Editor-in-Chief Award for Best Comeback Port.

The Port of New Orleans is one of America's fastest growing cruise ports. Last month, Carnival Cruise Line committed to keep the Fantasy in New Orleans until at least 2008 and possibly 2010. Prior to Hurricane Katrina, passenger embarkations and disembarkations topped 750,000. The Port was poised to break the 1 million-passenger mark with four-home-ported cruise ships and numerous port calls utilizing its facilities. The cruise industry rebound is underway at the Port, with passenger embarkations and disembarkations projected to top 475,000 in 2007.

In October, the Port opened its \$37 million Erato Street Cruise Terminal and Parking Garage, a state-of-the-art facility featuring a 90,000 square-foot-terminal and 1,000-vehicle parking garage. It has also welcomed back three of its four home-ported cruise ships and numerous other cruise ships have made port calls, including the Queen Elizabeth 2 in November of 2006. In December, the Port logged its busiest cruise month in its history, hosting 23 cruise ship calls by seven cruise ships and bringing approximately 95,000 passengers through the Crescent City.

Currently, Carnival Cruise Line's Fantasy sails four- and five-day Western Caribbean itineraries from New Orleans and Norwegian Cruise Line's Norwegian Sun sails seven-day cruises to Western Caribbean destinations. The Port is positioning itself for future growth with the addition of a new cruise terminal at its Poland Avenue facility. The project is currently in the design and engineering phase. When completed, the Port will have the ability to host three of the industry's largest cruise ships simultaneously.

Superdome and Arena

The Louisiana Superdome, one of America's most recognizable landmarks, has a spectacular schedule of big-time football this fall. With national television cameras focusing on many events, the Superdome has helped deliver the message the New Orleans is back as one of the nation's greatest sports cities.

The Superdome will be the site of the BCS Championship Game—college football's national championship—on Monday, Jan. 7, 2008. That will make New Orleans the first city to host three major college post-season games after the same season. The R+L Carriers New Orleans Bowl will be in the Dome on Friday, Dec. 21, 2007, and the Allstate Sugar Bowl Football Classic will be played Tuesday, Jan. 1.

The New Orleans Saints have sold out the entire 2007 home schedule on a season-ticket basis after finishing the 2006 season by winning the NFC South Championship and coming within one game of the Super Bowl. The Saints will play their first 2007 pre-season home game hosting the Buffalo Bills, Friday, Aug. 10, at 7 p.m. CT. The Miami Dolphins will visit for a second preseason game in the Dome on Thursday, Aug. 30 at 7 p.m. CT.

The Saint's first regular season home game will be against the Tennessee Titans on Sept. 24 at 7:30 p.m. CT before a national television audience watching on ESPN's Monday Night Football. The next day—Sept. 25—will mark the 1st anniversary of the reopening of the Superdome, highlighted by a memorable game also seen on Monday Night Football. For a complete Saint schedule, please visit: www.superdome.com.

After triumphant returns last fall following a year elsewhere due to Hurricane Katrina, the State Farm Bayou Classic---the annual renewal of the rivalry between Grambling State and Southern Universities---will be in the Dome Nov, 24, and the excitement of high school state championship football, the State Farm Prep Classic, will offer five title game in two days on Dec. 7 and 8.

Work is in the final stages on Phase 2 of the biggest reconstruction project of a Stadium in America after Hurricane Katrina ravaged the Superdome in 2005. In addition to the rebuilding effort, the work has included several significant improvements, providing a brighter and even more functional Superdome. Upgrades have included the scoreboard & message board system, the sound system, Club Level seating, pedestrian concourses and concession stands. The Superdome's box suites and four large Club Rooms were completely stripped and remodeled.

Across the street at the New Orleans Arena, the New Orleans Hornets will return full-time for the 2007-2008 season, and the Arena will be the site of the NBA All-Star Game Sunday, Feb. 17, 2008. The New Orleans Arena sustained less damages from Katrina and reopened in March 2006.

Conventions and Meetings

Business travel and conventions in New Orleans in 2007 is at approximately 70 percent of pre-Katrina levels, for 2008 it is projected to be at approximately 90 percent.

With \$60 million in renovations completed, the Morial Convention Center is sporting a brand new look and level of comfort. Renovations include new flooring and furnishings on all three levels, hotel-like finishes, and a brighter, more engaging environment. The same great service and amenities that made the Center an industry leader are better than ever: high speed wi-fi, 4,000-seat Conference Auditorium, 12 separate/combinable exhibit halls, 140 meeting rooms and a team of seasoned industry professionals. The Center will do brisk business in 2007---hosting 94 major conventions, tradeshows and meetings. The Center currently has 250 full-time employees.

Since the resurgence of our convention business last summer, we have proven time and time again that New Orleans is a viable, safe, and remarkable place to bring meetings.

In June 2006, the American Library Association made a bold move in becoming the first citywide meeting to return to New Orleans with 17,000 delegates. ALA's due diligence and strategic partnership with the CVB paid off with one of the most memorable meetings in the association's history.

America's largest trade association - The National Association of Realtors® – reconfirmed New Orleans for its 2006 annual meeting. Registration numbers of 24,000 - including record-breaking exhibitor participation - marked a 17% increase in attendance since its last gathering here in 2002.

The American College of Cardiology met in New Orleans March 24-27 for its 56th Annual Scientific Session and i2Summit. With 26,250 attendees, the meeting was New Orleans' largest since 2005. The conference received rave reviews from ACC leadership and members alike.

Corporate America is discovering New Orleans as a meeting destination. Maritz Travel, Walt Disney Company, Whirlpool, Coca-Cola, Konica Minolta, Sherwin Williams, Anheuser Busch and many others have been drawn to New Orleans for the wealth of "voluntourism" community service opportunities available to expand philanthropic efforts and strengthen corporate brands.

January 20-23, 2007, Meeting Professionals International brought 2,600 of the world's most influential meeting professionals to New Orleans for the second largest MPI Professional Education Conference-North America ever. It was a prime opportunity to showcase the city as a destination for future meetings being planned by MPI members.

The Risk and Insurance Management Society met in New Orleans April 29-May 3 for its 45th Annual Conference & Exhibition, with more than 9,000 attendees. Highlights of the conference included a community service day where hundreds of RIMS volunteers spent an afternoon cleaning City Park.

The American Heart Association (AHA)/American Stroke Association (ASA) has re-confirmed New Orleans as the destination for two major conferences in 2008, bringing millions of dollars in economic impact to the city. The American Stroke Association, a division of AHA, will hold the International Stroke Conference February 20-22, 2008, with the State-of-the-Art Stroke Nursing Symposium being held one day prior to the event on February 19. Total attendance is expected to be 5,500. AHA's Annual Scientific Sessions is slated for New Orleans, November 9-12, 2008, with an approximate attendance of 27,500.

2006 meetings successfully held include:

USA Volleyball	May
Air & Waste Mgmt Assn	June
Natl Assn of Collegiate Directors of Athletics	June
American Library Association	June
Full Gospel Baptist Church Fellowship	July
Ancient Egyptian Arabic Order Nobles of the Mystic Shrine	August
American Psychological Assn	August
Society of Exploration Geophysicists	October
Amer Society for Human Genetics	October
Amer Society for Reproductive Medicine	October
Avaya	October
Fed of Societies for Coatings Technology	November
National Association of Realtors	November
International Work Boat Show	November

Future meetings (3,000 or more in attendance) in 2007 include:

- Disabled American Veterans/Aug. 8-14/4,000
- Helen Brett Enterprises/Aug. 16-23/15,000
- Cardiovascular Institute of the South/Sept. 5-7/3,000
- American College of Surgeons/Oct. 6-10 (city-wide)/16,000
- International Association of Chiefs of Police/Oct. 12-17 (city-wide)/10,000
- International Facility Management Association/Oct. 23-26 (city-wide)/10,000
- Helen Brett Enterprises/Oct. 25-Nov. 1/15,000
- Full Gospel Baptist Church Fellowship International/Oct. 30-Nov. 2/3,000
- American Society of Agronomy/Nov. 4-8/4,800
- American Academy of Ophthalmology/Nov. 9-12 (city-wide)/25,000
- National League of Cities/Nov. 13-17 (city-wide)/8,000
- Diversified Business Communications/Nov. 27-30 (city-wide)/11,000
- Southern Association of Colleges & Schools/Dec. 8-10/ 3,000
- Pennwell Corporation/Dec. 10-14 (city-wide)/17,000

Shopping

Major urban shopping destinations in the city include:

- The Shops at Canal Place
- The Riverwalk
- Jax Brewery
- Royal Street and other French Quarter antiques
- Miles of eclectic shops on Magazine street
- French Market flea-market is undergoing renovations, but is open
- Boutiques, art galleries and shops are open throughout the city

Cultural Institutions

All major museums have re-opened including:

- New Orleans Museum of Art
- Besthoff Sculpture Garden
- The Ogden Museum of Southern Art
- National World War II Museum
- Contemporary Arts Center
- Louisiana Children's Museum
- Audubon's Aquarium of Americas and Zoo
- LA State Museum's Cabildo, Presbytere, Madame John's Legacy, Hermann-Grima and Gallier Houses
- Old Ursuline Convent
- Louisiana Philharmonic Orchestra
- New Orleans Opera Association

Cultural Calendars

www.NolaFunGuide.com and www.24Nola.com are resources for events and information about tourist attractions and cultural events around New Orleans.

Current and Future Economic Opportunities and Projects

The Thelonious Monk Institute of Jazz Performance has relocated from Los Angeles' University of Southern California to Loyola University in New Orleans. The Thelonious Monk Institute of Jazz Performance is one of the jazz world's foremost institutions—an organization dedicated to developing first-rate musicians who are teachers as well as performers. This move is an effort to keep jazz alive and thriving in the city where it was born. The program will begin in late August 2007, to coincide with Loyola's fall semester.

The movie business has returned to New Orleans since 2006, with the city regaining its Hollywood South moniker. Over 30 movies released in 2006 were filmed in New Orleans and the surrounding areas, including: All the King's Men, Bug, Failure to Launch, Glory Road, Last Holiday and Déjà Vu—the first movie to be filmed in New Orleans post-Katrina. The Curious Case of Benjamin Button, starring Brad Pitt and Cate Blanchett, completed filming in the city in late winter 2007. With a budget of \$150 million, it was the most expensive film to ever shoot in New Orleans.

There are currently over 20 movies that are filming or will be filming in New Orleans with a planned 2007 release. According to Chris Stelly, executive director of film and TV for the Louisiana Department of Economic Development, an estimated \$550 million was spent in the state in 2006, down from \$750 million in 2005 but up from \$430 million in 2004. Because of tax incentives, Louisiana ranks third after New York and California as a location for filming.

A Georgia development company is working to assemble a vast swath of Mid-City, including the Lindy Boggs Medical Center, to create a nearly contiguous 20-acre site for 1.2 million square feet of retail space for national chains. The site being assembled by Victory Real Estate Investments LLC is huge, covering more than half a square mile from Jefferson Davis Parkway to Carrollton Avenue and from Toulouse to Bienville streets.

The World Trade Center will be redeveloped into 250 residences and a 130-room Renaissance Club Sport Hotel by Marriott. The \$160 million project will also involve development of an international cultural museum and the conversion of Spanish Plaza into a public entertainment area. The right to redevelop the building belongs to Full Spectrum NY LLC. Full Spectrum specializes in “green building,” or buildings that are energy efficient and made from sustainable materials.

Proposed Riverfront Development: The cooperative endeavor agreement between the city and the Port of New Orleans symbolizes the return of a four-mile stretch of Mississippi riverfront to citizens. It includes visions of riverside green space and the construction of RiverSphere — a museum and river research center — and a riverfront performing arts venue.

The board of the New Orleans Building Corp., including Mayor Ray Nagin and two City Council members, on December 21, 2006 ratified a selection committee’s recommendation that a contract be awarded to the team led by Chan Krieger Sieniewicz, a Cambridge, Mass., planning and urban design firm; Hargreaves Associates, a San Francisco and Cambridge landscape architecture firm; TEN Arquitectos, a New York and Mexico City architecture firm; and Eskew + Dumez + Ripple, a New Orleans architecture and urban design firm.

Unveiled in July 2007, the project would reconnect the city with the Mississippi River, creating a 4.5-mile stretch of bikeways, jogging trails, cruise ship terminals and hotels on city-owned riverfront property two blocks from the French Quarter, valued at \$1 billion. The plan also includes:

- A \$250 million private project to turn the World Trade Center into a hotel and entertainment venue.
- A \$250 million private deployment of a 900-room Peabody Hotel and cruise ship terminal.
- \$135 million in publicly-financed bike paths, greenways and promenades

Groundbreaking is scheduled for next year with a targeted completion date of 2018, in time for the city’s 300th birthday.

Lake Forest Plaza Redevelopment: Lake Forest Plaza, an eastern New Orleans shopping mall that has been empty since Hurricane Katrina, has been demolished to make way for a new Lowe's Home Improvement store plus another million square feet of adjoining retail space. The \$147 million redevelopment plans call for Lowe's to anchor an open-air, pedestrian-friendly shopping area including a 225,000-square-foot discount retailer and a 100,000-square-foot department store. The Lowe's store will be finished by the end of 2007 and will employ 175 permanent employees.

Trump Tower Condominium Development: Set to be completed in 2009, once constructed, the Trump Tower will become the tallest building in the city of New Orleans and the state of Louisiana, at sixty-seven stories. At a height of over 750 feet, it will also be the tallest building along the Gulf Coast outside of Houston. It will be a multi-use building with the ground floors allocated for retail shopping, the lower floors will be luxury condo-hotels and the upper floors will be luxury condominiums. The development will have an economic impact of \$100 million.

TOURISM INDUSTRY STORY IDEAS

How a city that survives by the business of tourism is working diligently to encourage visitors to come back and enjoy the authentic culture and New Orleans flavor they have loved for decades - - because it's all still here.

- 100+ year old restaurants :
 - Galatoire's - www.galatoires.com
 - Jyl Benson – (504) 913-4747
 - Antoine's - www.antoines.com
 - Colette Guste – (504) 605-3861
 - Tujague's – www.tujaguesrestaurant.com
 - Steve Latter – (504) 525-8676
- Generational-owned, family-owned, artist-owned businesses :
 - Bottom of the Cup Tea Room - www.bottomofthecup.com
 - Tommy Mullen – (504) 524-1997
 - Langenstein's Grocery - www.langensteins.com
 - Ashley Lanaux – (504) 343-1442
 - Commander's Palace - www.commanderspalace.com
 - Trevor Wisdom (504) 250-0822
 - Palace Café - www.palacecafe.com
 - Lee Anne Garner – (504) 521-8311 x455
 - Hotel Monteleone - www.hotelmonteleone.com
 - Andrea Thornton – (504) 681-4479
 - Ms. Loretta's Pralines – www.lorettaspralines.stores.yahoo.net
 - Loretta Harrison – (504) 944-7068

Why post-Katrina festivals and cultural events in New Orleans are enjoying record-breaking attendance

- Jazz Fest, VooDoo Music Experience and French Quarter Festival are all enjoying record-breaking attendance since the storm.
 - Jazz Fest : Matthew Goldman – matthew@nojazzfest.com
 - French Quarter Fest : Kathleen Alter – Kathleen@fqfi.org
 - VooDoo Music Exp : Matt Margulies – matt@rehage.com

How tourism - the lifeblood of New Orleans, our number one industry and our largest employer – is the economic engine that will help rebuild the areas that are still in need of help

- 35% of the City of New Orleans' annual budget comes from the tourism industry. \$210 million paying for jobs, safety, transit, etc.
 - Interview sources : Stephen Perry, President / CEO, New Orleans Convention and Visitor's Bureau - sperry@neworleanscvb.com (504) 566-5019 or Sandra Shilstone, President / CEO, New Orleans Tourism Marketing Corporation – sshilstone@notmc.com (504) 524-4784

Inspiring stories from chefs, artists, musicians, housekeepers, street performers and hospitality industry workers at every level that have returned to NO against all odds

- Award-winning chefs :
 - Paul Prudhomme – K-Paul's Restaurant - www.kpauls.com
 - Shawn McBride – (504) 731-3580
 - John Besh – Restaurant August - www.rest-august.com
 - Octavio Mantilla – (504) 299-9777
 - Donald Link – Couchon - www.cochonrestaurant.com
 - Liz Goliwas – (504) 897-1391
 - Scott Boswell – Stella! - www.restaurantstella.com
 - Cheryl Jivden - Cheryl.Jivden@fleishman.com
- Inspiring Musicians :
 - Irvin Mayfield / N.O. Jazz Orchestra - www.thenojo.com - (504) 274-9500
 - Fredy Omar – www.fredyomar.com - (504) 522-2940
 - Charmaine Neville - www.charmainenevilleband.com (504) 866-9212
 - Ellis Marsalis - www.ellismarsalis.com - (504) 865-7306
 - Ingrid Lucia - www.ingridlucia.com - (504) 482-0057
- Music Organizations :
 - Jazz and Heritage Foundation - www.jazzandheritage.org
 - Scott Aiges – (504) 558-6100
 - Tipitina's Foundation - www.tipitinasfoundation.org
 - Bill Taylor – (504) 491-9554
 - Sweet Home New Orleans - www.sweethomeneworleans.org
 - Jordan Hirsch – (504) 596-3924

Voluntourism – armies of college students and volunteers are traveling to the city to participate in life-changing community service projects

- Animal Rescue – www.animalrescueneworleans.org - (504) 571-1900
- Beacon of Hope – www.lakewoodbeacon.org - (504) 312-2748
- Catholic Charities – www.catholiccharities.org - (504) 218-6613
- City Park – www.neworleanscitypark.com/volunteer - (504) 483-9459
- City Year – www.cityyear.org/sites/louisiana - (504) 733-9843
- Common Ground – www.commomgroundrelief.org - (504) 218-6613
- Habitat for Humanity – www.habitat-nola.org - (504) 861-2077
- Hands On – www.handsonneworleans.org - (504) 899-5589
- IMPACT Ministries – www.citiimpact.org - (504) 507-6579
- Mardi Gras Service Corps – www.mgcorps.org - (504) 569-9070
- N.O. Recreation Department – www.cityofno.com - (504) 382-3663
- Parkway Partners – www.parkwaypartners.com - (504) 620-2224
- RHINO (Rebuilding Hope in New Orleans) – (504) 897-0101
- UMCOR – www.gbgm-umc.org - (800) 918-3100

Corporate America is discovering New Orleans as a meeting destination - This brings new short term meeting business to fill the Morial Convention Center, hotels, shops and restaurants, and an army of corporate volunteers seeking to help rebuild New Orleans neighborhoods. Delta Airlines, Whirlpool, Coca-Cola, Konica Minolta, Sherwin Williams and many others have been drawn to New Orleans in 2007 for the wealth of “voluntourism” community service opportunities available to expand corporate philanthropic efforts. The experience is life-changing for the participants and has generated powerful testimonials.

- Konica Minolta Business Solutions - James Norberto
(201) 934-4759 or jnorberto@kmbs.konicaminolta.us
- Maritz Travel Company - Beth Rusert
(636) 827-2949 or beth.rusert@maritz.com

###