New Orleans By the Numbers

Greater New Orleans is experiencing a dramatic and positive economic turnaround. The region is now leading the nation in many areas of economic growth and is an extraordinary place to conduct a meeting or convention. From music to food to festivals, New Orleans is one of the richest cultural environments in the world. The people are friendly, the surroundings are beautiful and the downtown geographic footprint includes all of the convention assets and cultural attractions within a two mile radius.

### NEW ORLEANS METRO POPULATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>1,316,510</td>
</tr>
<tr>
<td>2010</td>
<td>1,167,764</td>
</tr>
</tbody>
</table>

### ANNUAL NEW ORLEANS EMPLOYMENT

<table>
<thead>
<tr>
<th>Year</th>
<th>Employment</th>
<th>Unemployment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>467,232</td>
<td>4.3%</td>
</tr>
<tr>
<td>2007</td>
<td>492,385</td>
<td>4.0%</td>
</tr>
<tr>
<td>2008</td>
<td>506,168</td>
<td>4.3%</td>
</tr>
<tr>
<td>2009</td>
<td>499,280</td>
<td>6.5%</td>
</tr>
<tr>
<td>2010</td>
<td>544,043</td>
<td>7.4%</td>
</tr>
</tbody>
</table>

“According to the Louisiana Workforce Commission, the New Orleans metropolitan area reported an increase of nearly 100,000 nonfarm jobs from October 2005 to June 2009. By 2016, the commission expects New Orleans area employment to grow 24 percent from 2006 levels, or to 98.8 percent of pre-Katrina levels” – NY Times

### TOURISM INDUSTRY STATISTICS

#### ECONOMIC IMPACT

- Taxes: $250-300 million in tax revenues. The most of any business sector.
- $5 billion economic impact
- Creates 75,000 jobs
- 263 hotels totaling 37,100 hotel rooms
- Restaurants: 1,200

#### VISITORS/VISITOR SPENDING

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors/Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>8.75 million visitors/$5.74 billion</td>
</tr>
<tr>
<td>2010</td>
<td>8.3 million visitors/$5.3 billion</td>
</tr>
<tr>
<td>2009</td>
<td>7.5 million visitors/$4.2 billion</td>
</tr>
<tr>
<td>2008</td>
<td>7.6 million/$5.1 billion</td>
</tr>
<tr>
<td>2007</td>
<td>7.1 million/$4.8 billion</td>
</tr>
<tr>
<td>2006</td>
<td>3.7 million/$2.8 billion</td>
</tr>
<tr>
<td>2005</td>
<td>July-December stats not available</td>
</tr>
<tr>
<td>2004</td>
<td>10.1 million/$4.9 billion</td>
</tr>
<tr>
<td>2003</td>
<td>8.5 million/$4.5 billion</td>
</tr>
</tbody>
</table>

#### AIRLIFT - SUMMARY

- 128 average daily departures
- 15,325 average daily seats
- 39 non-stop destinations

#### POPULATION WITHIN 500 MILE (7 HOUR DRIVE) RADIUS ~ 30 MILLION

- Houston
- Austin
- Birmingham
- Little Rock
- Baton Rouge
- Dallas
- Atlanta
- Memphis
- Jackson
The New Orleans hospitality community commissioned Boston Consulting Group to conduct research and create a master plan that would increase visitation to New Orleans from 7.6 to 13.7 million visitors by the city’s 300th Anniversary in 2018. The plan is supported by the Mayor of New Orleans, Mitch Landrieu with the major objectives focusing on increasing hospitality employment by 33,000 jobs in the next six years, creating a downtown hospitality zone to facilitate the aggressive focus on revitalization and maintenance of core assets in the downtown area, strengthening branding and marketing strategy and creating new content in both physical assets and events for locals and visitors.

New Orleans Capital Improvements 2011-2013

Louis Armstrong New Orleans International Airport
- $300 million expansion and improvements to existing terminal
- Concourse D doubled in size, including 6 new gates
- New rental car facility
- Complimentary Wi-fi
- Enhanced customer service offerings

Medical and Scientific BioDistrict
- $3 billion of capital is being invested in the medical community
- 22,000 jobs created in direct and indirect industry from the development of the district
- New facilities will include:
  - Veterans Administration Hospital
  - The Cancer Research Center
  - The University Medical Center
  - The BioInnovation Center

Ernest N. Morial Convention Center
- $50 million renovation to be completed in 2012
- Transformation of Hall A into The Great Hall, a 60,000 square foot ballroom
- Additional ballroom adjacent to The Great Hall
- Redesigned entrance
- 10-gigabyte internet backbone

Hotel Openings
- Hyatt Regency New Orleans, $275 million redevelopment

Current Hotel Renovations – expected completion by EOI 2013
- Astor Crowne Plaza
- Audubon Cottages
- Best Western St. Christopher
- Bourbon Orleans
- Brent House Hotel
- Chateau Bourbon
- DoubleTree by Hilton New Orleans Airport
- Embassy Suites
- Hilton New Orleans Riverside
- Hilton New Orleans Airport
- Hotel Le Marais
- Hotel Monteleone
- Hotel Provincial
- Holiday Inn Downtown Superdome
- Holiday Inn Express
- Hyatt Place
- InterContinental Hotel
- Loews New Orleans Hotel
- New Orleans Marriott
- Ramada Metairie
- The Ritz-Carlton New Orleans
- Royal Sonesta
- Sheraton New Orleans Hotel
- The Saint Louis Hotel
- W French Quarter
- Windsor Court

Port and Cruise Lines
- $12 million redevelopment of Port of New Orleans
- Increased ship capacity from New Orleans:
  - Royal Caribbean, Voyager
  - Norwegian Cruise Lines, Star
  - Carnival, Conquest and Elation

Streetcar
- $45 million development of new Loyola Avenue streetcar line
- 4.5 mile line connecting Loyola Ave. to the Amtrak station
- French Quarter Rail Expansion will extend service from the border of the French Quarter and tie into the Riverfront Line creating a loop of service around the cities most visited neighborhoods
- The French Quarter Rail Expansion will also include service to the Marigny and Bywater
### NOTABLE GROUP DATES PEAK ROOMS

<table>
<thead>
<tr>
<th>NOTABLE GROUP</th>
<th>DATES</th>
<th>PEAK ROOMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southeastern Conference Men's Basketball</td>
<td>March 2012</td>
<td>9,000</td>
</tr>
<tr>
<td>Association of Perioperative Registered Nurses</td>
<td>March 2012</td>
<td>5,400</td>
</tr>
<tr>
<td>National Collegiate Athletic Association</td>
<td>March 2012</td>
<td>25,600</td>
</tr>
<tr>
<td>CTIA – The Wireless Network</td>
<td>May 2012</td>
<td>11,500</td>
</tr>
<tr>
<td>Essence Music Festival</td>
<td>July 2012</td>
<td>22,000</td>
</tr>
<tr>
<td>Evangelical Lutheran Church in America</td>
<td>July 2012</td>
<td>14,000</td>
</tr>
<tr>
<td>Society for Neuroscience</td>
<td>October 2012</td>
<td>10,000</td>
</tr>
<tr>
<td>National Football League</td>
<td>February 2013</td>
<td>33,500</td>
</tr>
<tr>
<td>Healthcare Information &amp; Mgmt. Systems Soc.</td>
<td>February 2013</td>
<td>15,000</td>
</tr>
<tr>
<td>NCAA's Women's Final Four</td>
<td>April 2013</td>
<td>8,000</td>
</tr>
<tr>
<td>Produce Marketing Association</td>
<td>October 2013</td>
<td>6,000</td>
</tr>
<tr>
<td>American Dental Association</td>
<td>October 2013</td>
<td>11,300</td>
</tr>
<tr>
<td>American Academy of Ophthalmology</td>
<td>November 2013</td>
<td>14,000</td>
</tr>
<tr>
<td>American Society of Hematology</td>
<td>December 2013</td>
<td>13,500</td>
</tr>
</tbody>
</table>
New Orleans was ranked the Top City for Young Entrepreneurs 2011 [Under30CEO.com]
Greater New Orleans won 2011 Co-Major Market of the Year (tied with Charlotte) [Southern Business & Development]
New Orleans was ranked #1 on the list of “America’s Biggest Brain Magnets” for attracting people under 25 with college degrees [Forbes]
Louisiana was named 2011 State of the Year [Southern Business & Development]
Greater New Orleans was the #1 most improved metro on the 2011 “Best Cities for Business” list, moving up 44 spots from 2010 [Wall Street Journal MarketWatch]
Louisiana won the 2010 State Economic Competitiveness Award [Site Selection]
Greater New Orleans was named the #1 metro for IT Job Growth in the USA [Forbes]
New Orleans was named “America’s Best City for School Reform” [Thomas B. Fordham Institute]
Louisiana was named the #2 State for Economic Growth Potential [Business Facilities]
New Orleans MSA was named the #2 Best Big City for a Job [Forbes]
Louisiana was ranked #2 in the U.S. for Incentives and Economic Development Agency Performance [Pollina Corporate Real Estate]
Greater New Orleans was ranked #2 Employment Market in the Country [Manpower]
New Orleans MSA was ranked Top 5 in the USA for “Logistics/Distribution/Shipping Hubs” (highest ranking ever) [Business Facilities]
Louisiana placed 6th on the State Entrepreneurship Index [University of Nebraska]
Louisiana was ranked #6 on the list of Top States for Doing Business [Area Development]
New Orleans was included as a 2011 Top Editors’ Location Pick [Business Facilities]
Louisiana was ranked #7 on the 2011 Top States for Business Climate [Site Selection]
New Orleans was named 8th on the list of Top Cities for Relocation [Forbes]
New Orleans placed 10th on a “Next Cities” ranking of the Best Places to Live and Work for Young Professionals [Next Generation Consulting]
Source: GNO, Inc

2011 Destination Awards and Honors

The Wall Street Journal’s Marketwatch released its 2011 “Best Cities for Business” list, a survey analyzing 102 metro areas in the country. This year, Greater New Orleans was named the number one most improved market for business in the United States rising 44 positions, from 77 in 2010 to 33 in 2011, December 2011
Frequent travelers in the Travel + Leisure magazine 2011 America’s Favorite Cities survey voted New Orleans as the number one destination in several categories including: live music, concerts and bands, cocktail hour, fine-dining restaurants, friendliest people, cafes, antique stores, flea markets and people-watching. T+L also found that New Orleanians are most proud of their city compared to residents of the other 34 cities in the survey.
New Orleans was listed as a top food and wine destination in TripAdvisor Travelers’ Choice Awards, October 10, 2011
New Orleans received a bronze designation as a Bicycle Friendly Community from the League of American Bicyclists, September 2011
New Orleans was named a top five budget-friendly vacation destination by GayTravel.com, August 2011
New Orleans ranked number three on TripAdvisor’s® inaugural TripIndex, a cost comparison of 15 hotspots in the United States, making the city one of the top domestic deal destinations in the country, July 25, 2011
New Orleans ranked number six among cities in the United States and Canada according to the results of the Travel + Leisure World’s Best Awards readers’ survey. New Orleans moves up from its number seven ranking on last year’s list, July 2011
AAA South Magazine readers named New Orleans: Best large city for a weekend, Best Guys Getaway, Best Girls’ Getaway, Best Small Hotel--Columns Hotel, Best Museum of Art-New Orleans Museum of Art, Best Restored Hotel--Roosevelt Hotel, Best Fine Dining--Commander’s Palace, Best Arts and Crafts Fest--Jazz and Heritage Festival, June 2011
New Orleans ranked second on Priceline’s list of the top 50 destinations for July 4, 2011, June 2011
Shutterfly.com named New Orleans one of the “Ten Most Joyous Cities in the US,” June 2011
New Orleans was chosen as a “Best Day Trip” destination in FestivalSouth’s 2011 Best of the Pine Belt awards, June 2011
New Orleans ranked seventh in TripAdvisor’s Travelers’ Choice 2011 Best Destinations, May 2011
Travel + Leisure’s online report named New Orleans’ Garden District as one of America’s Most Beautiful Landmarks, April 2011
Travel + Leisure Magazine named City Park of New Orleans one of 12 of “America’s Coolest City Parks,” April 2011
New Orleans was named one of the 10 Best Cities to Hold a Business Meeting by Globe and Mail, January 2011
AOL Travel named New Orleans a top budget Destination for 2011, January 2011