



Lea Sinclair
 PR Director
 504/491-5330
lea@notmc.com

Grace Wilson
 PR Associate
 504/247-6362
grace@notmc.com

New Orleans' Recovery as of October 2006

New Orleans has always been and remains one of the world's most intriguing cities and special destinations. These are the latest facts on its recovery:

- **Population:** According to the City Council of New Orleans – the table below illustrates the current and projected populations for the City of New Orleans and the metropolitan area:

Parishes	Pre-Katrina	1-Jul-06	1-Jan-07
Orleans	484,674	235,000	255,000
Jefferson	455,466	450,000	500,000
Plaquemines	26,757	22,000	25,000
St. Bernard	67,229	19,000	20,000
St. Charles	48,072	55,000	60,000
St. John the Baptist	43,044	49,000	55,000
St. Tammany	191,268	235,000	240,000
Tangipahoa	100,588	112,000	115,000
Metro Area	1,417,098	1,177,000	1,270,000

- **Tourism Statistics:**

- The tourism industry is the largest employer in the metropolitan New Orleans area and the second largest industry in the state of Louisiana. It includes hotels, restaurants, retail, sporting arenas, music venues, museums, galleries and theaters, destination management companies and tour operators.
- As the economic engine of New Orleans, tourism accounts for 35% of the City of New Orleans' annual operating budget - \$210 million paying for jobs, safety, transit, etc.
- Without the money engineered by New Orleans tourism, the state would have to raise an additional \$3,000 on every family in Louisiana in taxes to cover the deficit.
- The Ernest N. Morial Convention Center is the single most important manufacturing plant in the state, producing an enhanced quality of life.
- Tourism generates \$5 billion in visitor spending and more than \$250-300 million in tax revenues.

- The hotel tax provides \$10.5 million to the Orleans Parish Public Schools operating budget and is the funding source of the bonds for the Superdome and the Convention Center.
 - Since Hurricane Katrina, Louisiana has lost more than \$1 billion. Every 3 months results in a net loss of a \$1.25 billion buying cycle in New Orleans.
 - An average convention delegate generates \$1,500 for the local economy during his or her stay. Convention visitors stay longer in hotels, entertain more in restaurants and spend more money in retail shops in the French Quarter and along the Magazine Street corridor.
 - 2004 was a record breaking year for New Orleans tourism with 10.1 million visitors. We were on pace to exceed those numbers in 2005. We will have a more accurate measure of 2006 visitors when research begins in the fall.
- **Restaurants:** The Louisiana Restaurant Association (LRA) says the current status of New Orleans restaurants is improving. LRA reports that there are 1,562 (out of 3,414) restaurants open in the metro area. The organization also reports that the local restaurant industry could immediately employ another 3,000 people if they were available. There have been 65 brand new restaurants opened in the city that were not established before Katrina, and they are thriving. Commander's Palace is slated to open Sunday, October 1.
 - **Hotels:** Currently there are 180 metro area hotels and motels in operation with 28,500 rooms in inventory. In Orleans Parish there are 21,000 rooms in inventory and pre-Katrina there were 27,000 rooms. Also prior to Katrina, there were 265 hotels with an inventory of 38,338. **Harrah's Hotel** and the **Avalon Hotel** in New Orleans East are now open. The **Ritz-Carlton** will re-open in December 2006 and the **Hyatt Regency** New Orleans will re-open in the Fall of 2007. **Hotel Monaco** is slated to open, as well by the end of the year and The Fairmont will re-open after major construction in the future. New Orleans Hotel and Lodging Association expects surpass 30,000 available rooms by the beginning of 2006.
 - **Flights:** Prior to Katrina, Louis Armstrong International Airport had 162 flights daily, servicing 42 cities with 20,676 seats. As of October 2006, the airport will service 108 daily flights and 12,795 seats to 32 cities. Operating airlines include: Air Canada, Air Tran, American West, American Airlines, Delta Airlines, Frontier Air, Jet Blue, Midwest, Northwest Air, Southwest Airlines, United Airlines and U.S. Airways.
 - **Public Transit:** Twenty-nine bus lines are running, providing 25,000 rides daily. While the St. Charles Avenue streetcar line was hardest hit, its cars are in operation on Canal Street downtown ready to treat visitors to that classic experience. The entire Riverfront line, Canal Street line and its Carrollton spur will be fully operational. The Riverfront line features a LIFT friendly car – painted blue. Portions of the St. Charles line, in particular, within the Central Business District downtown, looks to be operational again by early 2007. The entire line, extending up Carrollton Avenue from St. Charles Avenue, may be fully operational by the end of 2007. FEMA is no longer paying to keep the transportation free – fares are \$1.25 each way. Tokens purchased before Katrina will be accepted.
 - Two-thirds of the **Morial Convention Center** The soft opening of the Morial Convention Center in mid-February signaled its return as a host of national conventions and tradeshow. 75% of the renovated building opened in June with great reviews for the American Library Association. The Center's \$60 million renovation will be completed in November as it welcomes the city's largest 2006 convention, the 25,000 person National Association of Realtors.

Convention Center Events	Date	Attendees
USA Volleyball	May 2006	5,000
Air & Waste Mgmt Assn	Jun 2006	3,000
Natl. Assn of Collegiate Dir. of Athletics	Jun 2006	1,500
American Library Association	Jun 2006	18,000
Full Gospel Baptist Church Fellowship	Jul 2006	11,000
American Psychological Assn	Aug 2006	16,000
Society of Exploration Geophysicists	Oct 2006	8,000
Amer. Society for Human Genetics	Oct 2006	6,000
Amer. College of Emergency Physicians	Oct 2006	6,000
Amer. Society for Reproductive Medicine	Oct 2006	6,000
Clean Gulf Conference	Oct 2006	2,300
Home Remodeling Show	Oct 2006	TBA
Fed of Societies for Coatings Technology	Nov 2006	6,500
Continuing Medical Education	Nov 2006	3,000
Helen Brett Gift & Merch Show	Nov 2006	15,000
International Workboat Show	Nov 2006	4,000
National Association of Realtors	Nov 2006	25,000

- **The Port of New Orleans.** The Port has reached about 100% of its pre-Katrina cargo tonnage, even though some of its facilities have been lost or damaged due to Hurricane Katrina. The Port had four home-ported cruise ships before Hurricane Katrina and four home-ported cruise ships are slated to return starting in October 2006. The Norwegian Sun of Norwegian Cruise Lines and the Fantasy of Carnival Cruise Lines will return in October. On December 2, 2006 The Grandeur of The Seas of Royal Caribbean International Cruise Lines will return to service New Orleans. The Carnival Triumph will start calling New Orleans on a weekly basis starting in August 2007. The Erato Street Cruise Terminal, a \$37 million cruise terminal and parking garage, is now complete – date and times of the Ribbon Cutting Ceremony activities are forthcoming.
- **Superdome + Arena:** The state has fast-tracked efforts to restore the **Superdome** to pre-hurricane conditions in time to host a capacity crowd by September. The Superdome will add a significant number of improvements while under construction, giving the fans a newer, brighter facility. The New Orleans Saints will play the Atlanta Falcons on Sept. 25 in the first event scheduled for the Louisiana Superdome since Katrina. The saints will play all eight regular season games in the Dome this season.

The Saints have announced sell-out season ticket sales, a total of 70,003. The season opener happened on September 25 with the Saints beating the Atlanta Falcons The New Orleans Arena is fully functional and re-opened in March 2006.

- **The New Orleans Bowl**, the State Farm **Bayou Classic** (Southern Univ. vs. Grambling State), the LHSAA State Farm **Superdome Classic** (state high school football championships) and the Allstate **Sugar Bowl Football Classic** will all return this season.
 - At the end of the 2007 college football season, the Superdome will be the first stadium to host three major postseason games: the New Orleans Bowl, the Allstate Sugar Bowl Classic, and the BCS National Championship Game.

- **2008 NBA All-Star** events will be held in New Orleans, with the All-Star Game at the **New Orleans Arena**.
- **Local Businesses:** According to statistics from the Louisiana Department of Economic Development as reported by the *Times Picayune* on April 16, 2006, out of 81,000 local businesses in 10 parishes affected by Hurricanes Katrina and Rita, 62,300 have reopened. According to the LDED, 17,716 of Orleans Parish's businesses have reopened. The Louisiana Tax Free Shopping Refund Center is also open at the Riverwalk on Thursdays and Fridays from 10:30 a.m. to 3:30 p.m.
- **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
 - Boutiques, art galleries and shops are open throughout the city.
 - * Saks Fifth Avenue expected to open in November 2006.
- **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
 - Louisiana Philharmonic Orchestra
 - New Orleans Ballet
- **Hospitals:** As reported June 14 by the Louisiana Hospital Association, 11 of a pre-Katrina 17 acute care hospitals are reopened in Orleans and Jefferson parishes.
 - **Orleans Parish:**
 - Children's Hospital
 - Elmwood Hospital (replaces Charity)
 - Touro Infirmary
 - Tulane University
 - **Jefferson Parish:**
 - East Jefferson General
 - Kenner Regional
 - Lakeside Hospital
 - Meadowcrest Hospital
 - Oschner Clinic Foundation
 - Omega Hospital
 - West Jefferson Medical Center

- **Local Colleges.** University of New Orleans, Tulane University, Loyola, Dillard, Xavier, Delgado Community College, Southern University at New Orleans, Southeastern Louisiana University, Our Lady of Holy Cross College, Nunez Community College, and Louisiana Technical College are all open. Tulane officials say the reopening of just their campus has brought back 25,000 students.

- **October Events:**

Through Nov 4

City of Hope Exhibition at the Historic New Orleans Collection

Thru Nov. 4

City of Hope - New Orleans After Hurricane Katrina at Historic New Orleans Collection

Oct 1

Commander's Palace reopens –reservations available Oct 15

Oct 6

Ivan Neville's Dumpstaphunk at Tipitina's Uptown

Oct 7

Art for Art's Sake in the Warehouse Arts District

Art Fest at the Louisiana Children's Museum

An Evening with CeCe Winans and Donnie McClurkin at the New Orleans Arena

Oct 7-Dec 17

2005-06 Louisiana Biennial Exhibition at the Contemporary Arts Center

Oct 7 – Dec 30

William Dunlap: The Panorama of American Exhibition and Arnold Mesches: The Circus Exhibition at Ogden Museum of Southern Art

Oct 8

Saints play Tampa Bay at the Superdome

Sunset Sundays concert series in City Park

Oct 13 - Oct 14

Better than Ezra at the House of Blues

Oct 15

Saints play Philadelphia at the Superdome

Sunset Sundays concert series in City Park

12th Annual "Treasures of Bourbon Street" Home Tour

Super Science Saturday at the Louisiana Children's Museum

Oct 21

O What a Night! Ogden Muesum's Annual Gala

Oct 22

Sunset Sundays concert series in City Park
San Francisco Plantation's 150th Anniversary

Oct 27-28

New Orleans Ballet Association's performance of Houston Ballet
Boo at the Audubon Zoo

Oct 28

Mid City Art Market at City Park

Oct 28-29

Saints play Baltimore at the Superdome
Voo Doo Music Experience at City Park
Scarium at the Audubon Aquarium

Oct 31

"Halloween" Galactic at Tipitina's Uptown

The New Orleans Tourism Marketing Corporation promotes the city as a leisure tourism destination throughout the year and places special emphasis on developing visitation during the traditionally slow travel periods of summer and the weeks between Thanksgiving and New Year's Day. Annually, NOTMC's marketing campaigns include strategic print, broadcast, and Internet advertising and public relations. For more information, please call 504-524-4784, or visit our websites – www.NewOrleansOnline.com, www.NewOrleansMuseums.com and soon, www.HearNewOrleansMusic.com.

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