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**New Orleans Named Second Best City in America by *Travel + Leisure* Readers**

*Second consecutive year the city has ranked No.2. among cities in the U.S. and Canada*

**NEW ORLEANS** – (July 8, 2015) – New Orleans continues to charm visitors and garner international acclaim, most recently by being named today as the No. 2 city in the U.S. and Canada, according to *Travel + Leisure's World's Best Awards 2015* readers' survey. New Orleans ranked second to Charleston but above Savannah, San Francisco, Chicago and New York.

In its 20<sup>th</sup> year, *Travel + Leisure's World's Best Awards* is an annual readers' survey that rates destinations, hotels, airports, cruise lines and more. For the second consecutive year, New Orleans was chosen as the number two destination in America. In an interview about the awards, *Travel + Leisure* Senior Travel Editor Jacqueline Gifford attributes New Orleans' placement on the list to recent developments in the city, including the up-and-coming Bywater and Marigny neighborhoods as well as new restaurants, hotels and shops.

"After a decade of unparalleled development, New Orleans is well into its renaissance. The historic and new restaurants, classic cocktails, jazz in the streets and French and Spanish architecture that we all love are still the soul of the city, but New Orleans is also blossoming with boutique hotels, world-class craft cocktail bars, new cuisine from new James Beard award-winning chefs and so much more," said Stephen Perry, President and CEO, New Orleans Convention and Visitors Bureau. "Being recognized for the second consecutive year by the readers of such a renowned and respected travel publication only reaffirms our passion for the travel experience and the hospitality that we relish sharing with everyone who chooses New Orleans."

"From diverse neighborhoods to easy walkability, New Orleans offers visitors a truly authentic experience and the opportunity to discover the city as locals do. Our [Follow Your NOLA](#) campaign encourages all visitors to explore New Orleans own their own terms and take advantage the city's unique cultural assets," said Mark Romig, President and CEO, New Orleans Tourism Marketing Corporation.

The designation as a "World's Best City" is New Orleans' most recent accomplishment in a string of accolades including one of *The New York Times'* "52 Places to Go in 2015," the number one "U.S. City for Business Travelers" by *Condé Nast Traveler*, one of the "Friendliest Cities in America" by *Travel + Leisure* and more.

More information on *Travel + Leisure's World's Best Cities* and a complete list of winners can be found at [www.travelandleisure.com/worlds-best](http://www.travelandleisure.com/worlds-best).

**The New Orleans Convention & Visitors Bureau** is a nationally accredited, 1,100-member destination marketing organization and the largest and most successful private economic development corporation in Louisiana. The CVB and its members influence thousands of decision-makers and millions of visitors to choose New Orleans through direct sales, marketing, public relations, branding and visitor services at our New Orleans headquarters and offices in Chicago, Louisville, KY, Washington, D.C. and six foreign countries. Consistently recognized as one of the top five CVBs in the country, the New Orleans CVB celebrates its 55th anniversary in 2015. For more information, please visit [www.neworleanscvb.com](http://www.neworleanscvb.com); [www.facebook.com/neworleans](https://www.facebook.com/neworleans); [www.twitter.com/neworleanscvb](https://www.twitter.com/neworleanscvb).

**The New Orleans Tourism Marketing Corporation** is the City of New Orleans' official leisure travel promotion agency created to foster jobs and economic growth by developing the tourism industry in New Orleans. NOTMC is publicly funded and provides year-round online marketing, advertising, public relations and special event programming in order to support the growth of leisure travel to New Orleans.