

New Orleans Convention & Visitors Bureau

2011 Overview

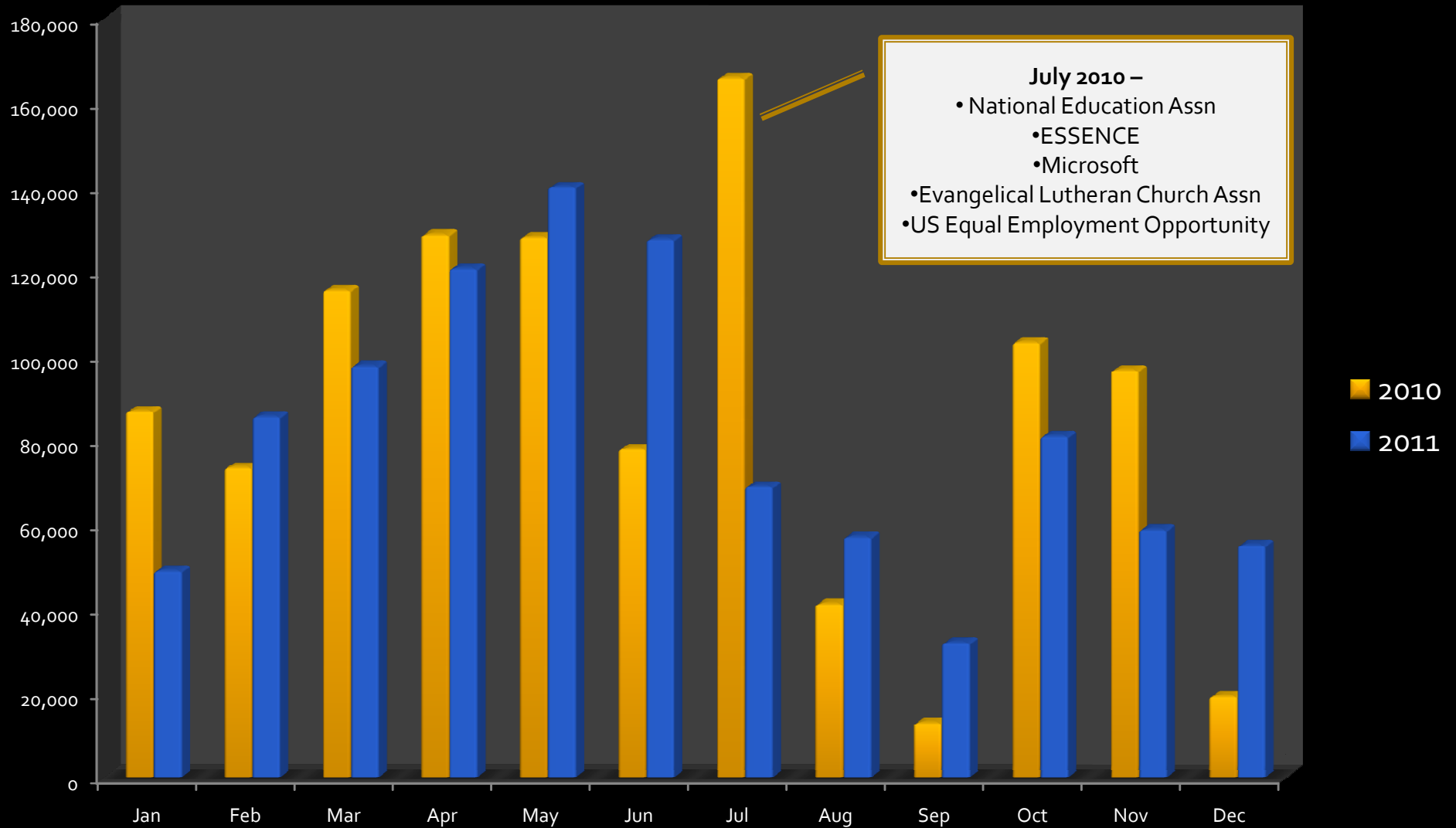


It's NEW
ORLEANS 

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2010 VS. 2011

CVB Booking Pace Comparison

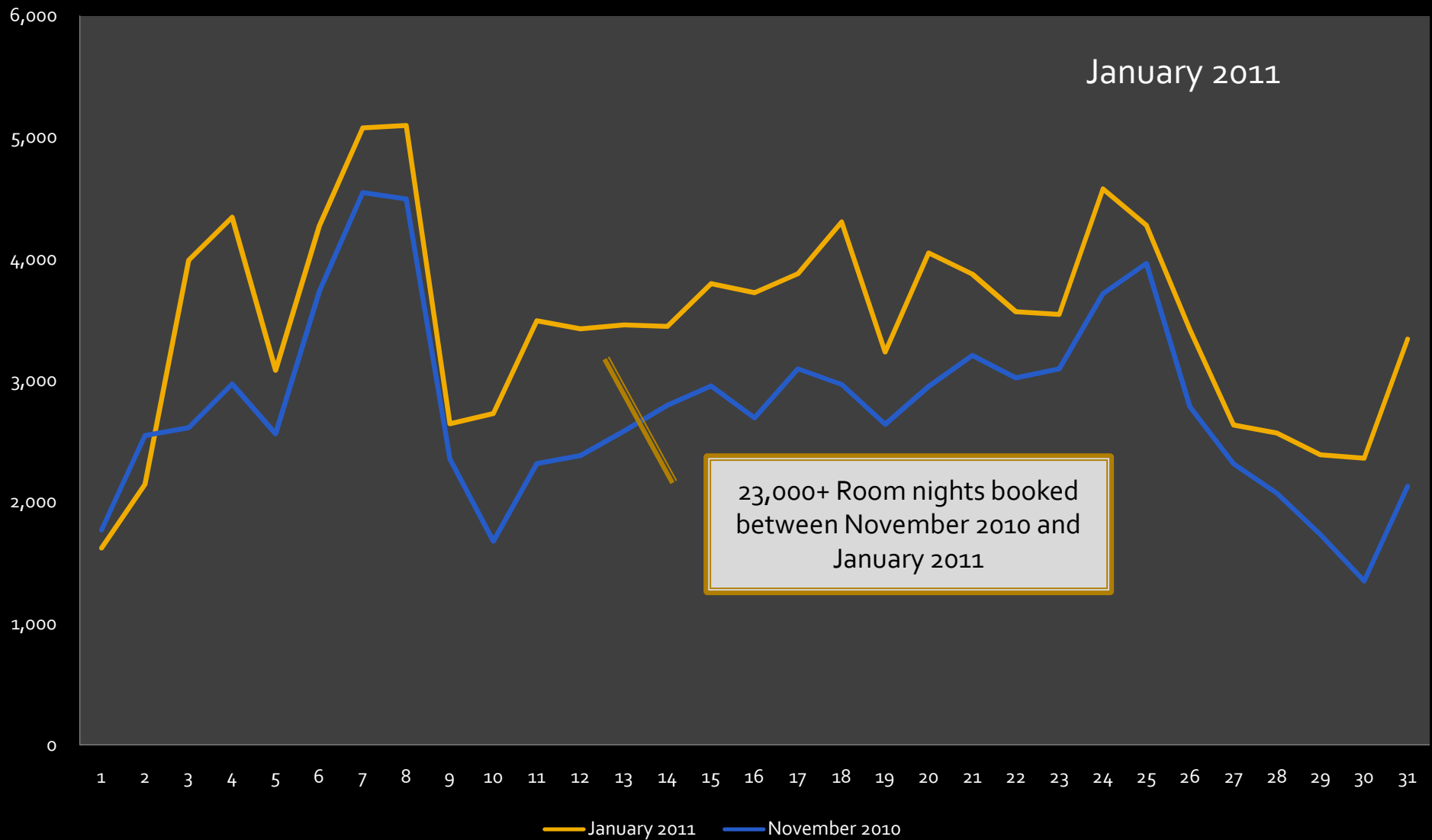


Positive Indicators

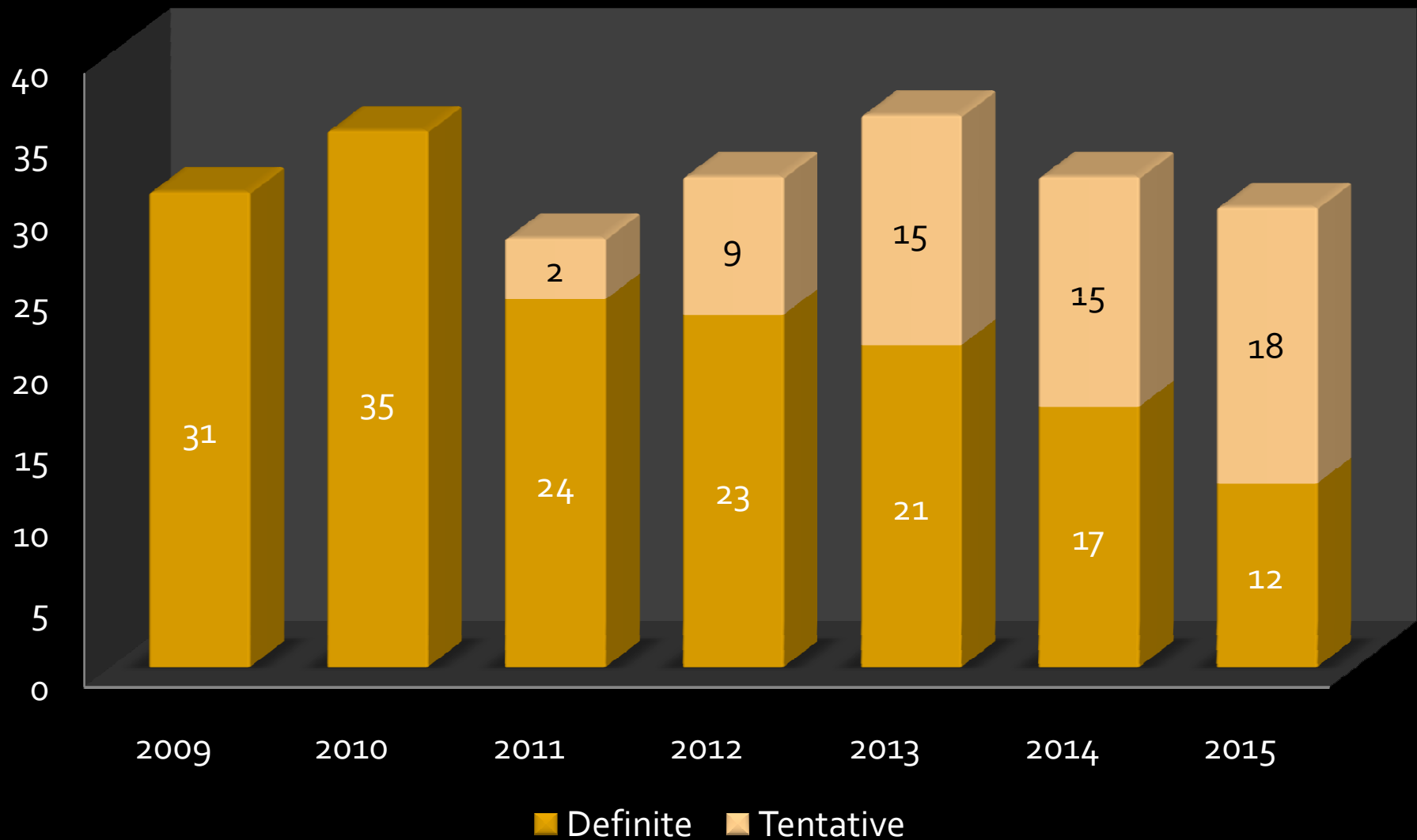


- Increased attendance levels at conventions
- Exhibit floors at trade shows are growing
- Leisure visitation increasing
- Continued short-term booking trend

Short Term Bookings



Short Term Decisions for Conventions 2000+ Peak

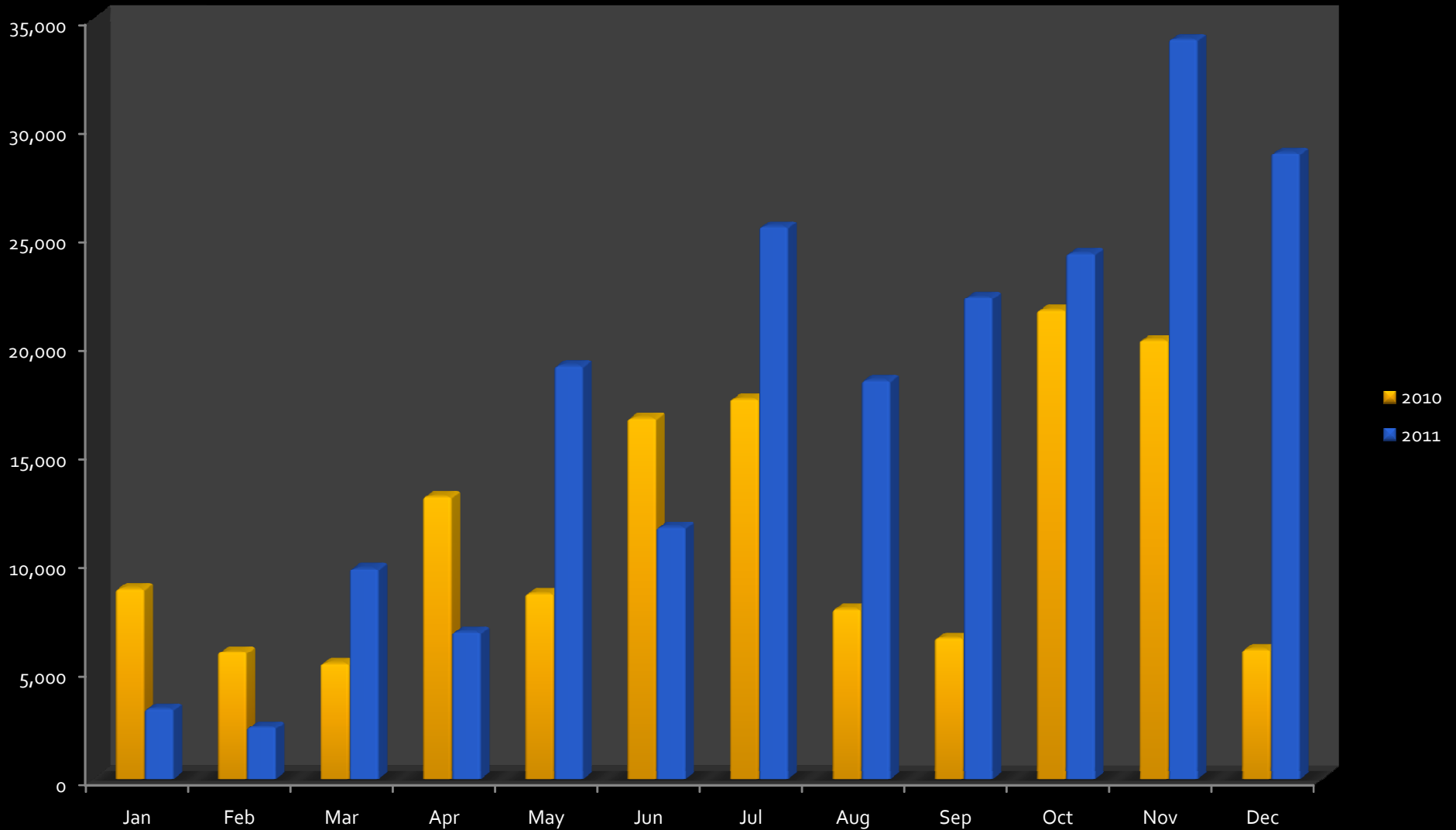


2010 VS. 2011

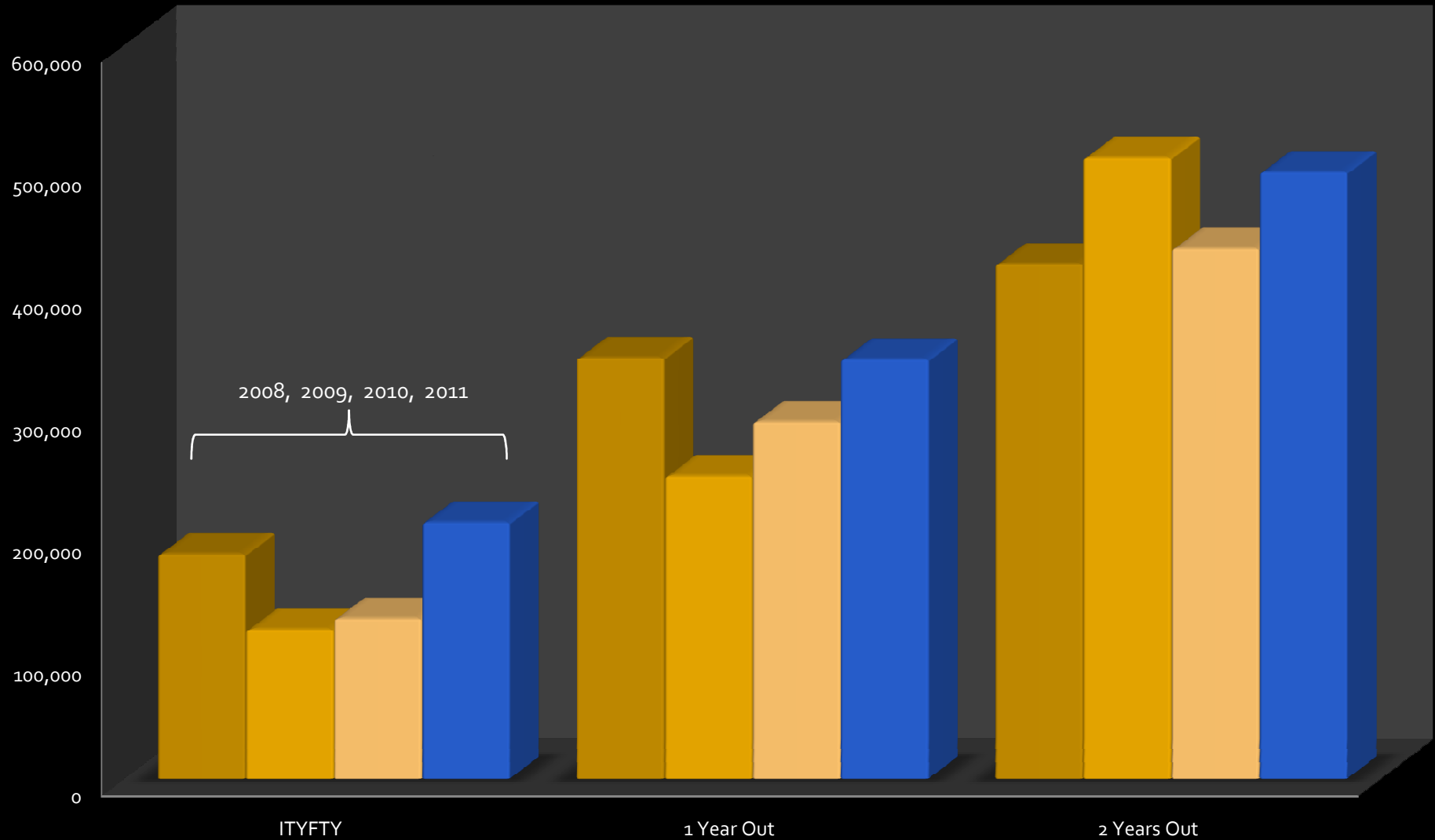


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Tentative Room Night Comparison



Lead Volume 2008 - 2011



Positive National Indicators



- PwC Forecasts 2011 Hotel Rate Spike of 5.1% After Flat 2010
 - Business and Leisure lodging demand up 3.2%
 - US Hotel supply up only 0.6% in 2011
 - US Occupancy projected up from 57.6 to 59%
 - RevPAR expected to increase 7.8%

Note: 2010 occupancy levels ended up 5.7% from 2009 levels

Positive National Data

Employment and Consumer Confidence



Source: Bureau of Labor Statistics, Conference Board

Prices: Change Relative to December 2009



Source: Bureau of Labor Statistics, U.S. Travel Association

Short-Term Sales



- Adding third sales manager to <400 peak night market
(twelve sales people handle 400+ peak markets)
- Offering special promotions for HelmsBriscoe and ConferenceDirect 2011 bookings
- Continuing promotions on CVENT, Starcite and DMAI's EmpowerMINT websites
- Enhanced reach of DC sales force to include North and South Carolina
- Enhanced reach of Chicago sales manager to include Indiana and Ohio corporate business

Events – Revisited and Revised



- Chicago and Washington, DC Mardi Gras client events for the first time in over five years
- Returning to HSMAI California trade show – San Jose for first time in three years
- Shifting away from Incentive Travel & Marketing Executive trade show
- Exploring new opportunities at IMEX and AIBTM
- Hosting two fam trips for Experient sourcing associates

2011 Positive Selling Points



- Return of Hyatt Regency to New Orleans hospitality community late 2011
- Saenger Theater reopening Fall 2011
- 100 year flood protection completion June 2011
- Streetcar line expansion
- BioInnovation Center development

Looking Forward

Current Pace

- 2011 is currently **7.27%** behind 2010 pace
- 2012 is currently **22.65%** ahead of 2011 pace
- 2013 is currently **10.49%** ahead of 2011 pace