

# State of the Pace



**Greater New Orleans  
Hotel & Lodging  
Association**



**July 31, 2014**

NEW ORLEANS

FOLLOW YOUR



# 2014 Objectives

1

## **Boost Enplanements**

- Update Arrival Analysis with UNO and MSY Data
- Plan TV and Flight Earlier

2

## **Address Mid-Week & Seasonality**

- Tweak approach to target / message more mid-week travelers

3

## **Awareness – Build the Spotlight on NOLA**

- Creating rich editorial content nationally targeted to Experiential Discoverers – More year-round presence

4

## **Grow Our Base & Target Families**

- Premium media partners, with engaging editorial content

5

## **Expand to Major Metros**

- San Francisco, Chicago, Washington, DC



# Our communications model

**TV / Digital**  
Spark Interest

**Encourage Action**  
Book a Trip & Visit NOLA

**Social Storytelling**  
Build Advocates

**PAID**



**OWNED**

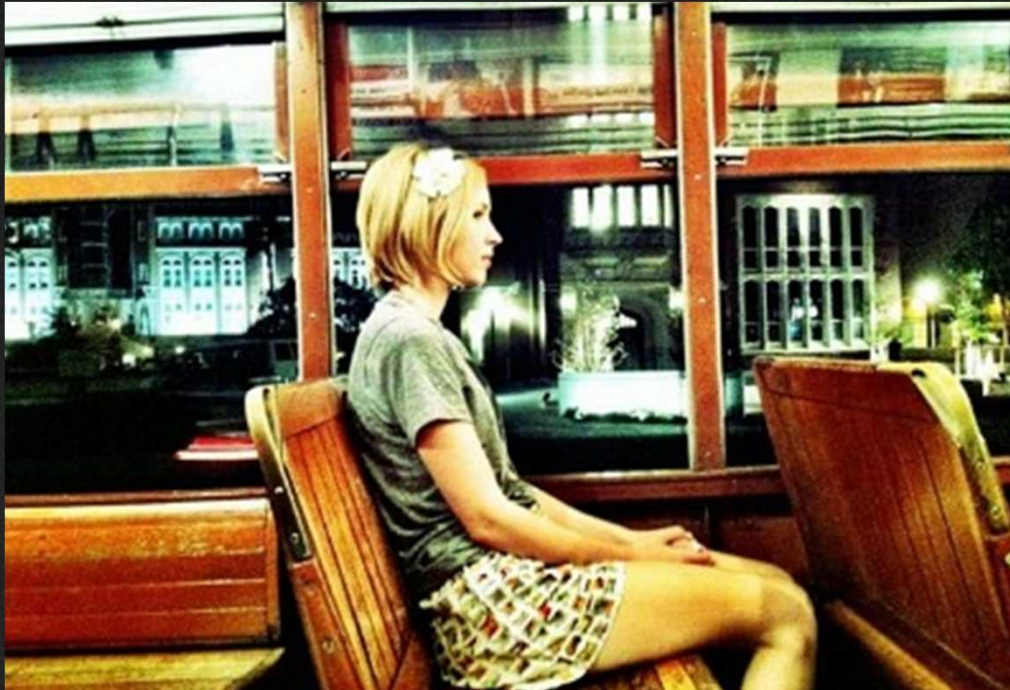


**EARNED**





# Our target: the “experiential discoverer”



1) Have taken 1+ domestic trips in the past 12 months

AND

2) Agree with 4 of the 7 value statements:

- I like a lot of variety in my life
- I like to learn about art, history and culture
- I often crave excitement
- I like trying new things
- I like a lot of excitement in my life
- I like doing things that are new and different
- I am always looking for a new thrill



# TV – Most Watched Dayparts, and High-Profile Shows

We've tailored TV schedules in Fly Markets – based on our target's viewing habits in each market. By securing popular dayparts such as morning news and late-night, combined with high-profile shows, we generate top of mind awareness for the campaign.



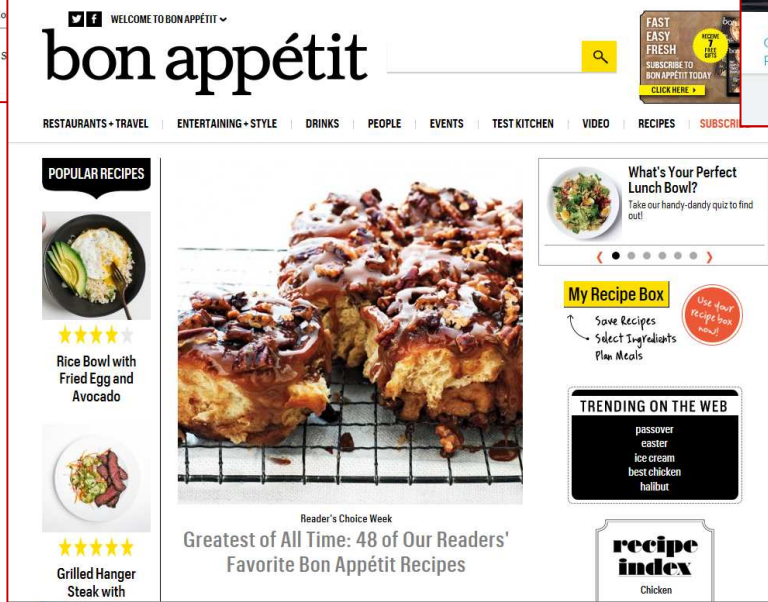
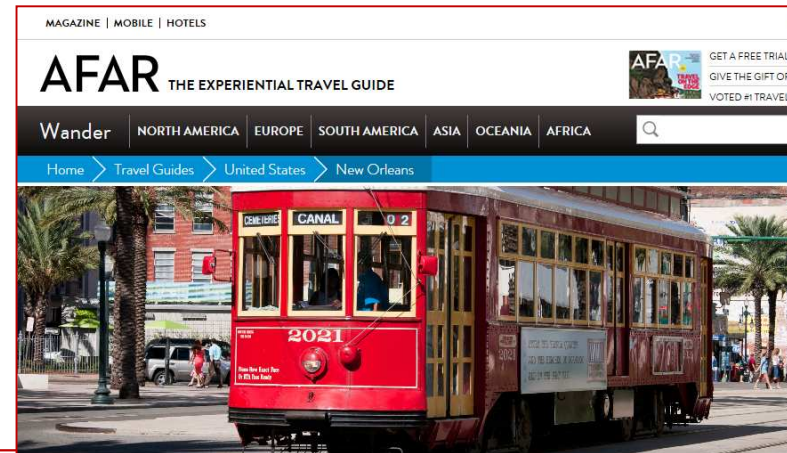


# New for 2014 – National Cable Coverage in 210 Markets

This year, we'll use national cable TV spots to message to important niche and multicultural target audiences.

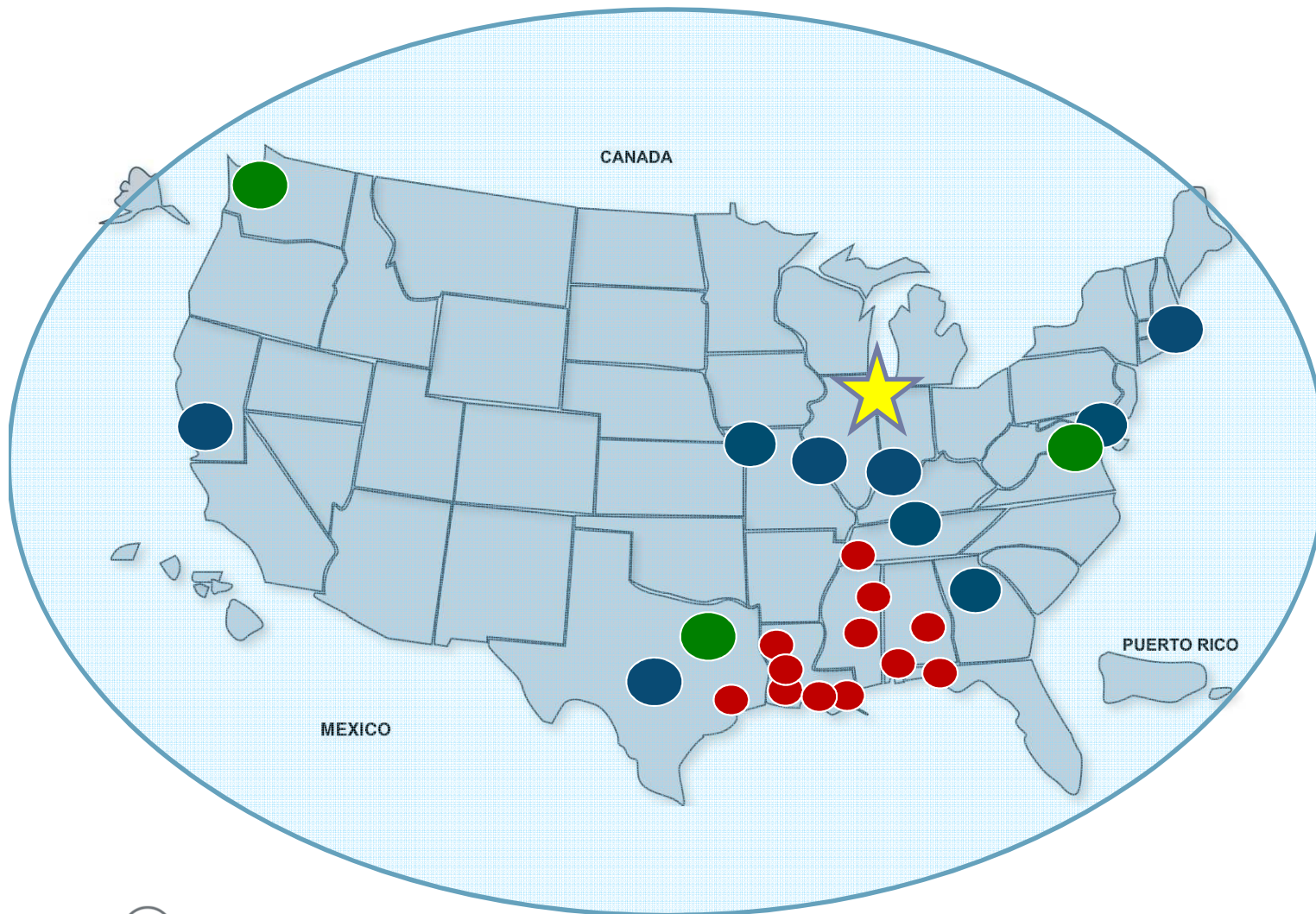


# Digital – National Content Partnerships





# 2014 Coverage – Bigger and Better







## Fly Markets

Atlanta	Cincinnati
Austin	Kansas City
Baltimore	Nashville
Boston	San Francisco
Chicago	St. Louis

## Drive Markets

Baton Rouge	Lafayette
Columbus-	Memphis
Tupelo	Mobile-
Houston	Pensacola
Jackson	Montgomery
Lake Charles	Monroe
	Shreveport

-  National Digital
-  Fly Markets TV
-  Drive Markets Digital
-  Boost Cable / Digital

# Disney partnership





# Online advertising





# Social media promotions

Disney



Disney

Yesterday

Visit the city where dreams come true. Enter to win a trip to New Orleans: <http://di.sn/paq>

Unlike · Comment · Share



You, Scott Daly, Mark Romig and 7,391 others like this.



284 shares



View previous comments

6 of 80



**Joanna Rivera** Marissa Hernandez

5 hrs · Like



**Erica J** >> I live there. ❤️ thanks though!

5 hrs · Like



**Melanie Spangenberg** Oh my, my brother would love to see that .. He lo

4 hrs · Like



**Baylee Wilson** I live just two hours away, I could just drive.. o.o

4 hrs · Like



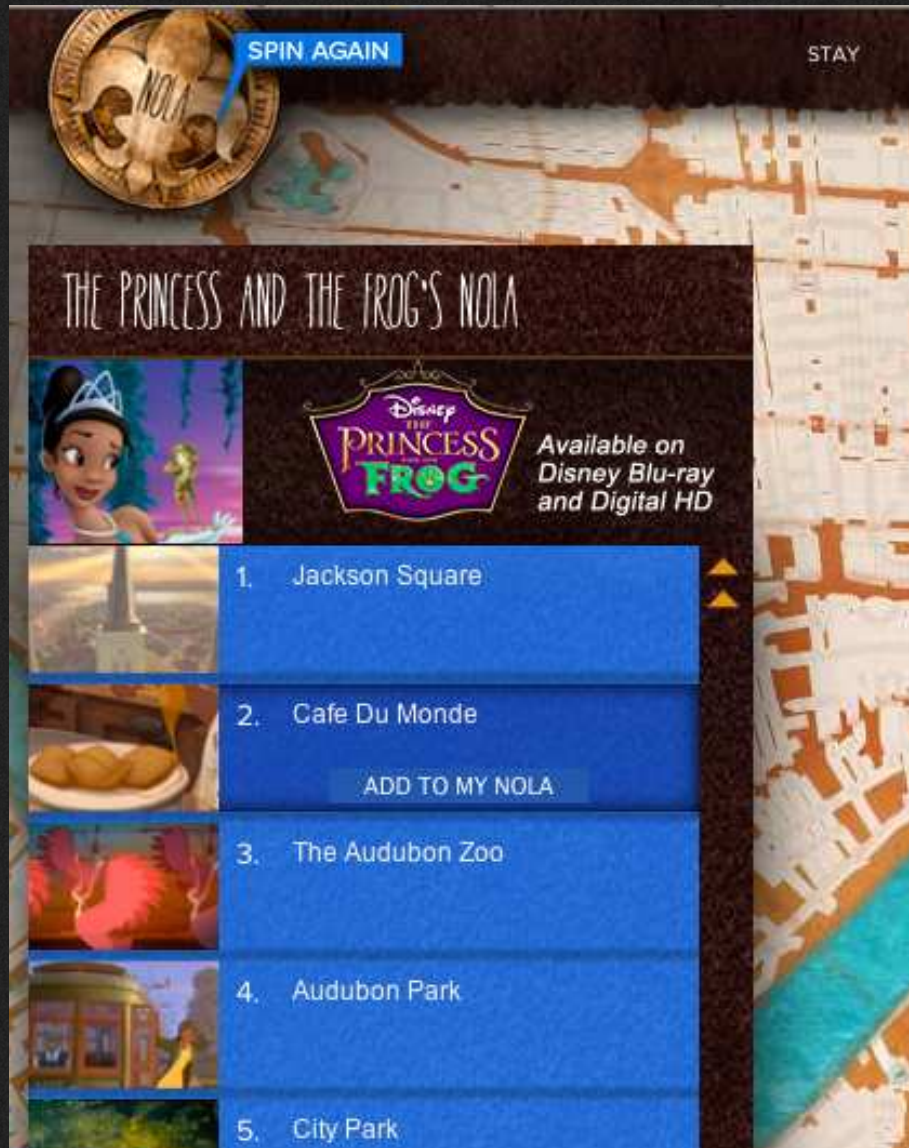
**Hannah Kloefkorn** Kelly Lowe

4 hrs · Like



Write a comment...

# Disney results



Launched: June 12<sup>th</sup>

Entries to July 22nd: 119,017

Highest Entry Date: Monday,  
July 7<sup>th</sup> Following Facebook  
Posts from Princess Tiana &  
Disney



# Buzzfeed

**BuzzFeed**

LOL win

NEWS ENTERTAINMENT LIFE VIDEOS MORE

## 23 Truly Unbelievable Dishes Found Only In NOLA

These reinvented classics are indulgent wonders to bite and behold! If you're heading to the country's latest foodie capital, you best be hungry for all its signature flair and flavor. Follow your munchies when you [Follow Your NOLA](#)!

posted on June 26, 2014, at 5:04 p.m.

 New Orleans. Follow Your NOLA.  
Brand Publisher



### 1. Alligator Dog & Crawfish Étouffé Fries – [Dat Dog \(Uptown\)](#)



Rebecca Ratliff / Via [FollowYourNOLA](#)



## 11 Secrets Of New Orleans' Most Signature Swizzles

Shaken, stirred, and sipped all over town. Seek out these totally essential drinks from the spots they originally came from, others that are keeping them famous, and those making fresh additions to the crop of classics when you [Follow Your NOLA](#).



PROMOTED BY

New Orleans. Follow Your NOLA.

2!  
In

**BuzzFeed**

LOL win omg cute trashy

NEWS ENTERTAINMENT LIFE VIDEOS MORE

## 35 Shades Of The Rainbow In One Pretty City

When you walk the streets of New Orleans, you might as well be walking on sunshine. Take this virtual tour past the fancy facades of treasured neighborhoods like the [Bywater](#) and the [Garden District](#), then [Follow Your NOLA](#) to bop amongst these bright beauties for yourself!

posted on June 9, 2014, at 3:47 p.m.



New Orleans. Follow Your NOLA.  
Brand Publisher



1.



 visitneworleans

@preservationhall is a 'm music lovers! This iconic features t...

Find us on Facebook

 Visit New Orleans  
Like You like

 Visit New Orleans  
2 hrs



# Bon Appetit

bon appétit RESTAURANTS + TRAVEL ENTERTAINING + STYLE DRINKS PEOPLE EVENTS TEST KITCHEN VIDEO RECIPES [SUBSCRIBE](#)



BON APPÉTIT / RESTAURANTS + TRAVEL

8:00 AM / JUNE 23, 2014



CREDIT: NEW ORLEANS  
TOURISM

## New Orleans is for Food Lovers

[f](#) [t](#) [p](#) [g+](#) [x](#) [+](#) 72 [Comment](#)

SPONSORED BY NEW ORLEANS. FOLLOW YOUR NOLA.

[PRINT](#)



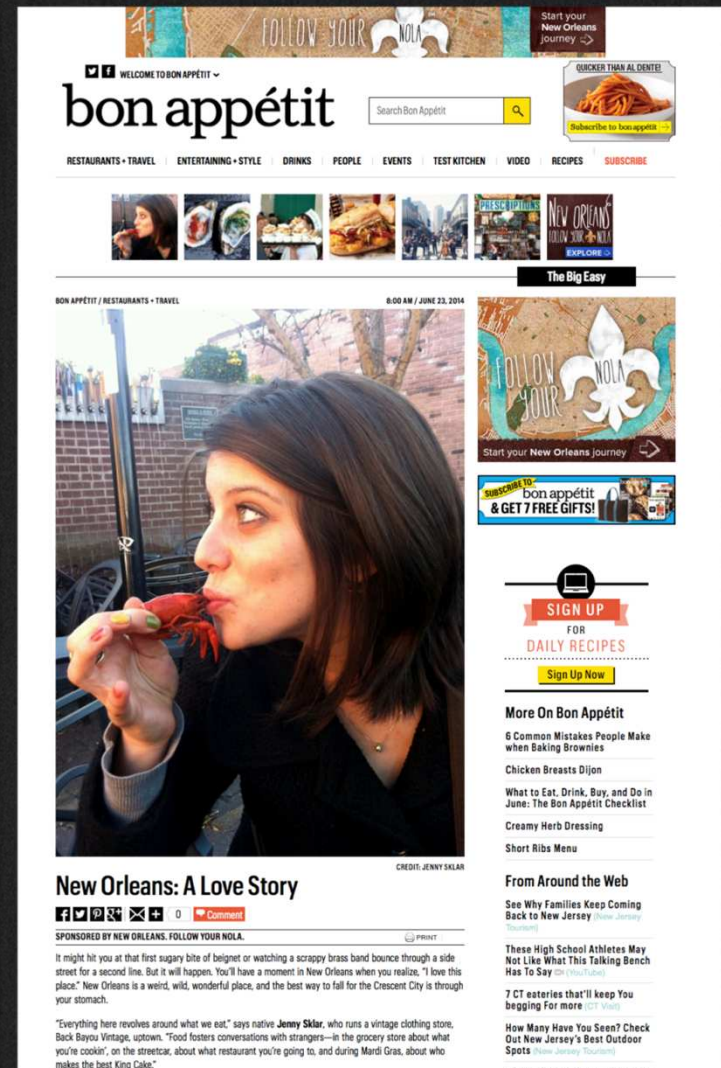
# Bon Appetit results

Launched: July 7<sup>th</sup>

Article Views: 1,236,130

Picture Frame Engagement:  
6.22%

Influencer Amplifying with  
Instagram





# The Huffington Post

PRESENTED BY NEW ORLEANS

## The Ultimate Guide To Getting Out Of The French Quarter

Posted: 07/02/2014 12:34 pm EDT | Updated: 07/21/2014 4:59 pm EDT

3.8k	984	59	0	73	10
Like	Share	Tweet	Pin it	Email	Comment



ADVERTISEMENT



Known for delicious beignets, soulful tunes and lavish parades, New Orleans certainly lives up to its reputation. With bars open from morning till noon, the party literally never

stops.

But don't forget, there is so much more to this incredible city than just the French Quarter. The Big Easy is a cultural goldmine, filled with fantastic restaurants, hip neighborhoods and irresistible finds. Read on to find the best non-touristy destinations in NOLA to suit your every mood, brought to you in partnership with [New Orleans](#).

### BOY, I'M HUNGRY





# Garden&Gun



COLONIAL WILLIAMSBURG'S  
2ND ANNUAL FOOD & SPIRITS WEEKEND  
AUGUST 29-31, 2014  
→ [CLICK HERE TO MAKE YOUR RESERVATIONS](#)



COLONIAL WILLIAMSBURG'S  
2ND ANNUAL FOOD & SPIRITS WEEKEND  
AUGUST 29-31, 2014  
→ [CLICK HERE TO MAKE YOUR RESERVATIONS](#)



## GARDEN&GUN

SUBSCRIBE NOW  
[GET A SUBSCRIPTION](#)  
[GIVE A GIFT](#) • [RENEW](#)  
[DIGITAL EDITION](#)



Home Food Music Home & Garden Sporting Life Arts & Culture Travel In The Magazine Search

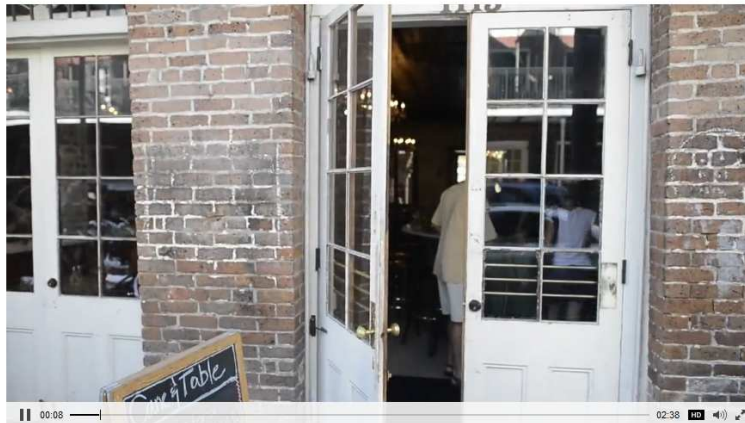
more [G&G Blog](#) • [Store](#) • [G&G Promotions](#) [2014 Made in the South Awards](#) [Videos](#) [Party Pics](#)

[Like](#) 219k [Facebook](#) [Twitter](#) [Pinterest](#) [RSS](#)

Send by email

### Behind the Bar: Shanghai Cocktail

Journey to New Orleans' French Quarter and learn to make this vintage cocktail at Cane & Table



COLONIAL WILLIAMSBURG'S  
2ND ANNUAL FOOD & SPIRITS WEEKEND  
AUGUST 29-31, 2014  
→ [CLICK HERE TO MAKE YOUR RESERVATIONS](#)

#### Daily Shot

THE GARDEN & GUN BLOG



**GOOD EATS**  
A Meeting of the Barbecue  
Minds »  
By Jed Portman



**GOOD EATS**  
Bastille Day Southern-Style »  
By Lindsey Reynolds



**BELLE DECOR**  
A New Day for Duck Head »  
By M.K. Quinlan

**GOOD EATS**  
A Meeting of the Barbecue  
Minds »  
By Jed Portman

**GOOD EATS**  
Bastille Day Southern-Style »  
By Lindsey Reynolds

**BELLE DECOR**  
A New Day for Duck Head »

## GARDEN&GUN

Home Food Music Home & Garden Sporting Life Arts & Culture Travel

more [G&G Blog](#) • [Store](#) • [G&G Promotions](#) [2014 Made in the South Awards](#)

Send by email

### Behind the Bar: Sidecar

Head to New Orleans and learn how to make this classic cocktail



# NOLA Storytellers



ABOUT FILM WE BELIEVE ONCE UPON A TIME → SHOP

## NEW ORLEANS! (PART II)

JULY 25TH 2014





























# AFAR

## AFAR

[DESTINATIONS](#)[INTERESTS](#)[HOTELS](#)[MAGAZINE](#)[Log in/Join Afar](#)[PLAN YOUR TRIP](#)[HOME](#)[TRAVEL GUIDES](#)[UNITED STATES](#)[New Orleans](#)

# THE AFAR GUIDE TO NEW ORLEANS

St. Louis Cathedral  
Photo by vxla/Flickr

Sponsored by

NEW ORLEANS  
FOLLOW YOUR  NOLA

[OVERVIEW](#)[KNOW BEFORE YOU GO](#)[STAY](#)[EAT](#)[DRINK](#)[DO](#)[SHOP](#)[ALL LISTS](#)[ALL HIGHLIGHTS](#)



**2012:**

**207MM**

**2013:**

**611MM**

**2014 Projection:  
750MM  
Impressions.**



CELEBRATING OUR 30TH ANNIVERSARY

**Photo Contest  
Winners**

OUR 25TH ANNUAL  
COMPETITION

 **NATIONAL  
GEOGRAPHIC**

# TRAVELER

NOBODY KNOWS THIS WORLD BETTER December 2013 / January 2014

## BEST OF THE WORLD 20

**MUST-SEE PLACES  
FOR 2014**

**CALIFORNIA  
DRIVING**

DAYS OF WINE  
AND OLIVES

**ALOHA,  
HONOLULU**

AN AMERICAN  
ORIGINAL

**LAKE OF DREAMS**

PARADISE FOUND  
IN EAST AFRICA

**PLUS**

THE NEW INDIANA JONES  
NIGHTS WITH THE NORTHERN LIGHTS  
THE PERFECT PARIS CROISSANT

ALSO AVAILABLE ON THE IPAD, NOOK, KINDLE, AND ONLINE





TOP 25 DESTINATIONS — UNITED STATES

Millions of reviews.  
Nothing but the best.

United States | World | More ▾

[See all winners](#)

**5** New Orleans, Louisiana



Laissez les bons temps rouler! In New Orleans the good times are perpetually... [more](#)

**Don't miss**

- New Orleans City Park
- Frenchmen Street
- The National WWII Museum

[All 648 things to do](#)

**New Orleans moved up TripAdvisor's rankings five spots from last year to claim the No. 5 spot.**

# TRAVEL+ LEISURE

## WORLD'S BEST AWARDS

THE READER  
FAVORITES  
HOTELS  
RESORTS  
CITIES  
ISLANDS  
CRUISES  
AIRLINES  
AND  
MORE

### UNITED STATES AND CANADA

RANK  
2014

RANK  
2013

NAME

1

1

Charleston, South Carolina 🏠

2






6

New Orleans






OUR TOP  
95 TRAVEL APPS  
AND WEBSITES



## Top 10 Markets: 2013 International Visitation

Rank		Country	2013 Arrivals
1		Canada (+3%)	23.39 million
2		Mexico (+1%)	14.34 million
3		United Kingdom (+2%)	3.84 million
4		Japan (+1%)	3.73 million
5		Brazil (+15%)	2.06 million

## Top 10 Markets: 2013 International Visitation

<b>6</b>		Germany (+2%) 1.92 million
<b>7</b>		China (+23%) 1.81 million
<b>8</b>		France (+3%) 1.50 million
<b>9</b>		South Korea (+9%) 1.36 million
<b>10</b>		Australia (+7%) 1.21 million



## 2012 International Visitors to Louisiana by Origin

Canada	164,752
United Kingdom	82,786
France	50,842
Germany	46,852
Mexico	32,166
Honduras	29,792
Australia	29,242
Japan	29,047
Netherlands	21,426
Brazil	18,125
Total International Visitors	694,517

# International Representation Offices

- Canada
- United Kingdom
- France
- Germany
- Mexico, Japan: part-time
- Brazil – October, 2014
- Australia – October, 2014
- China – February, 2015

In partnership with the Louisiana Office of Tourism



# Chinese Print Ad

where  
下一站

NEW ORLEANS  
新奥尔良

10  
大特色令您期待  
玩转新奥尔良

1  
低成本  
新奥尔良是性价比最高的城市之一。只需1.25美元即可环游全城。

2  
音乐节  
这座城市每年都会举办众多音乐节。其中最大的两个是每年四月举行的爵士音乐节和狂欢节。

3  
历史建筑  
杜鲁门 (Museum) 为纪念杜鲁门总统而建。它位于老广场的对面，是城市历史的见证。

4  
狂欢节  
狂欢节是城市最大的节日。从三月开始，人们会穿上各种服装，在街上跳舞。二月是狂欢节的准备期。

5 | 法国区  
当新奥尔良于1721年最初规划的时候，法国区（也称为老广场）就代表了这座城市的所有13个街区。现在该区已被列为国家历史古迹。

6  
永不枯竭的海岸  
新奥尔良是一个海滨城市。它拥有美丽的海滩和丰富的水上活动。这里是水上运动的天堂。

7 狂欢节的传说 7.17-7.21.13  
www.thefestival.com

爵士风行

从本森 (Bourbon Street) 到法国街 (Frenchmen Street)，爵士乐是新奥尔良的灵魂。这里诞生了许多爵士乐大师，如路易斯·阿姆斯特朗 (Louis Armstrong) 和查理·帕克 (Charlie Parker)。

9  
十九世纪的建筑  
新奥尔良拥有许多美丽的建筑。从宏伟的宫殿到精致的住宅，每一座建筑都充满了历史的韵味。

10 | 购物天堂  
新奥尔良是一个购物天堂。从高档的奢侈品到便宜的纪念品，这里应有尽有。著名的皇家街 (Royal Street) 是购物的绝佳去处。

新奥尔良是您的最佳选择。请访问  
www.visitneworleans.com

# Japanese Print Ad

## ニューオーリンズ

仮面をつけてもつけなくても一楽しみはついてくる!

毎日がマルディグラのニューオーリンズ。それはこの地がジャズとカクテルの発祥の地だからかもしれません。石畳のどの曲がり角にも皆様を魅了し、喜ばせるものが何かしらあるのです。中でも免税のショッピングは魅力的と言えるでしょう。詳しい情報は[www.neworleansinfo.com](http://www.neworleansinfo.com) をご覧ください。

NEW ORLEANS  
CONVENTION & VISITOR'S BUREAU

USA  
DiscoverAmerica.jp



# Frankfurt, Germany Train Station Ad

**AMERICA**  
unlimited

USA & Kanada Reisen

**Louisiana & New Orleans**

13 Tage Flug, Hotels & Auto ab EUR 1.499,-  
Mit Reisegewinnspiel auf:  
[america-unlimited.de](http://america-unlimited.de)

**LOUISIANA**  
*Pick your Passion!*  
LouisianaTravel.de

**USA**  
DiscoverAmerica.com

The advertisement is a colorful brochure for a travel package. It features a collage of images: a street scene in New Orleans with colorful buildings, a plate of Louisiana-style food (shrimp, bread, and a bowl), and a large tree in front of a building. A QR code is located on the left side of the brochure. The background of the brochure is a vibrant, stylized illustration of a Louisiana street scene.

# London Bus Ad





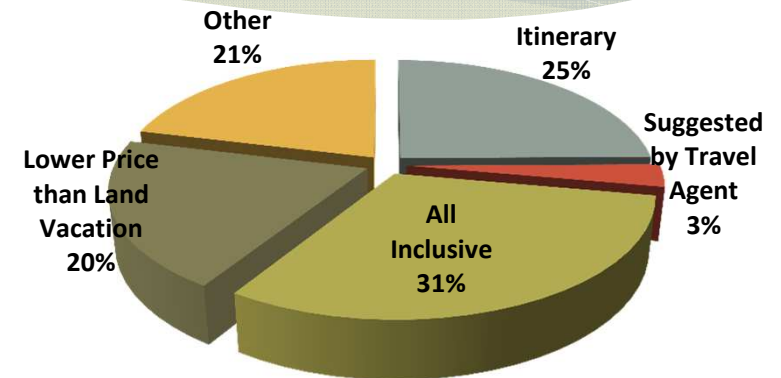
# 2012 Cruise Highlights

- **66% of cruise passengers reported making a purchase in New Orleans.**
  - \* 85% of these stayed overnight in New Orleans either prior to or after their cruise.
  - \* The remaining 15% arrived on the day of their cruise and visited venues prior to embarking on their cruise.
- **Cruise parties with an overnight stay spent an average of \$556 during their two-night stay, or \$265 per passenger, a 27% increase over 2011.**
  - \* The typical cruise party (2.1 passengers) with an overnight stay spent two nights in New Orleans prior to or after their cruise. The average stay was 1.9 nights.
- **Passengers who had an overnight stay prior to and/or after their cruise spent \$51.3 million.**
  - \* Lodging (\$27.5 million) and food and beverages (\$8.3 million) accounted for 70% of their total expenditures.

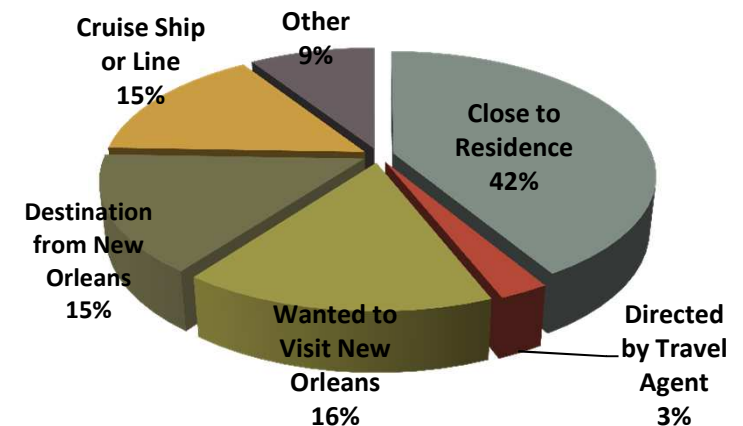
# Cruise Passenger Attributes

- \* The typical cruise party sailing from New Orleans consisted of two passengers.
  - \* The average was 2.1 passengers.
- \* Cruise passengers embarking in New Orleans are experienced cruisers.
  - \* 68% of New Orleans passengers cruised previously.
  - \* On average, this was their 4<sup>th</sup> cruise.
- \* The most popular reasons for taking a cruise were:
  - \* 1. All inclusive nature of a cruise (31% of responses).
  - \* 2. The itinerary or destinations (25% of responses).
- \* The most popular reasons for cruising from New Orleans were:
  - \* 1. Proximity to residence (42% of responses).
  - \* 2. Wanted to visit New Orleans (16%).
  - \* 3. Destinations and ships offered from New Orleans (15%).
- \* Travel agents appeared to play a minor role in the cruise decisions.

Reason for Taking a Cruise



Reason for Cruising from New Orleans

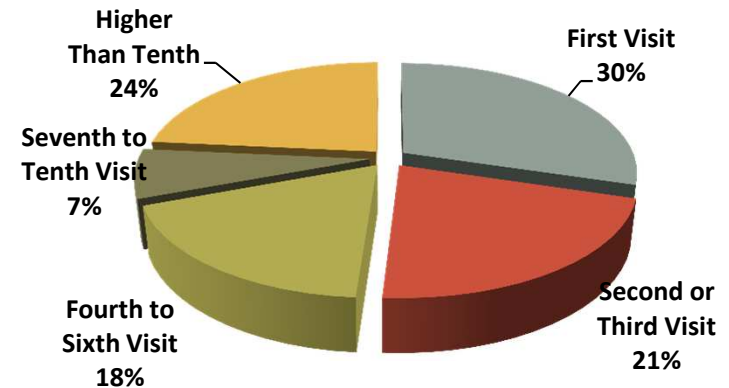




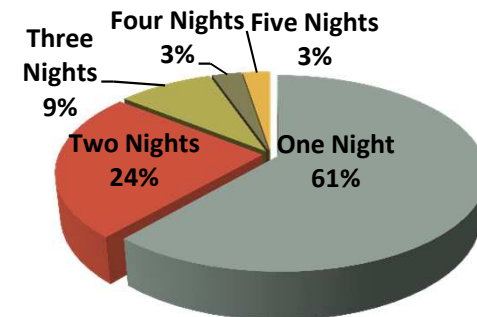
# Attributes of Cruise Passenger Visits

- \* Cruise passengers are frequent visitors to New Orleans.
  - \* Only 30% of embarking cruise parties reported that this was their first visit to New Orleans.
  - \* 24% of the respondents reported that this was their eleventh or higher visit to New Orleans.
- \* On average, a cruise passenger with prior visits had visited New Orleans on five previous occasions.
- \* Nearly 60% of cruise parties spent one or more nights in New Orleans either prior to and/or after their cruise.
  - \* 77% of these cruise parties spent an average of 1.5 nights in New Orleans prior to their cruise.
  - \* 6% of the parties planned to stay an average of 1.9 nights in New Orleans after the cruise.
  - \* 17% of the passengers planned both a pre- and post-cruise stay of 3.4 nights in total.

**Number of Visits to New Orleans**



**Length of Overnight Stay Prior to or After Cruise**



# Cruising From New Orleans

Currently four ships cruising from New Orleans

Three to seven day open water cruises

Ports of call in Caribbean, Mexico and lower Central America

Two Mississippi River cruise companies visit New Orleans with more planned for 2015 and beyond.





# Cruising From New Orleans

## EVERY CRUISE YOU TAKE SHOULD START WITH **NEW ORLEANS**

### AMERICAN CRUISE LINES

#### QUEEN OF THE MISSISSIPPI

Mississippi River Voyages  
150 Passengers

[americancruiselines.com](http://americancruiselines.com) • 800-814-6880

### AMERICAN QUEEN STEAMBOAT CO.

#### AMERICAN QUEEN

Mississippi River Voyages  
436 Passengers

[americanqueensteamboatcompany.com](http://americanqueensteamboatcompany.com) • 888-749-5280

### NORWEGIAN CRUISE LINE

#### NORWEGIAN DAWN

7 Nights - Departing Every Sunday  
November 23, 2014 - April 12, 2015  
November 13, 2015 - April 17, 2016  
2,224 Passengers

[ncl.com](http://ncl.com) • 866-234-7350

### CARNIVAL CRUISE LINES

#### CARNIVAL ELATION

4 and 5 Nights  
Year Round  
2,628 Passengers

#### CARNIVAL DREAM

7 Nights - Departing Every Sunday  
Year Round  
3,646 Passengers

[carnival.com](http://carnival.com) • 800-227-6482

### ROYAL CARIBBEAN INTERNATIONAL

#### SERENADE OF THE SEAS

7 Nights - Departing Every Saturday  
November 22, 2014 - April 4, 2015  
2,501 Passengers

[rccl.com](http://rccl.com) • 866-562-7625

*For Passenger Cruise Coupons and Commissionable Pre- and Post-Cruise Packages, or to become a New Orleans Agent and receive New Orleans FAM opportunities, please visit us at our website:  
[www.neworleans4agents.com](http://www.neworleans4agents.com)*

Contact **Leslie Straughan** at the NOCVB for more information: [lstraughan@neworleanscvb.com](mailto:lstraughan@neworleanscvb.com) or 800-748-8695 x.5018

## Domestic Leisure Visitor Trends

- Wedding Related Groups
- Family Reunions
- Cruise – Pre and Post Stays
- Tour Series
- Student & Youth Groups
- Church & Social Groups
- Voluntourism Groups



# COOLinary New Orleans

August 1-31

\$20 two-three  
course  
lunches

\$35 three  
course  
dinners



[www.COOLinaryNewOrleans.com](http://www.COOLinaryNewOrleans.com)



# Be A Tourist in Your Own Hometown



August 1 through September 30<sup>th</sup>

[www.TouristAtHome.com](http://www.TouristAtHome.com)

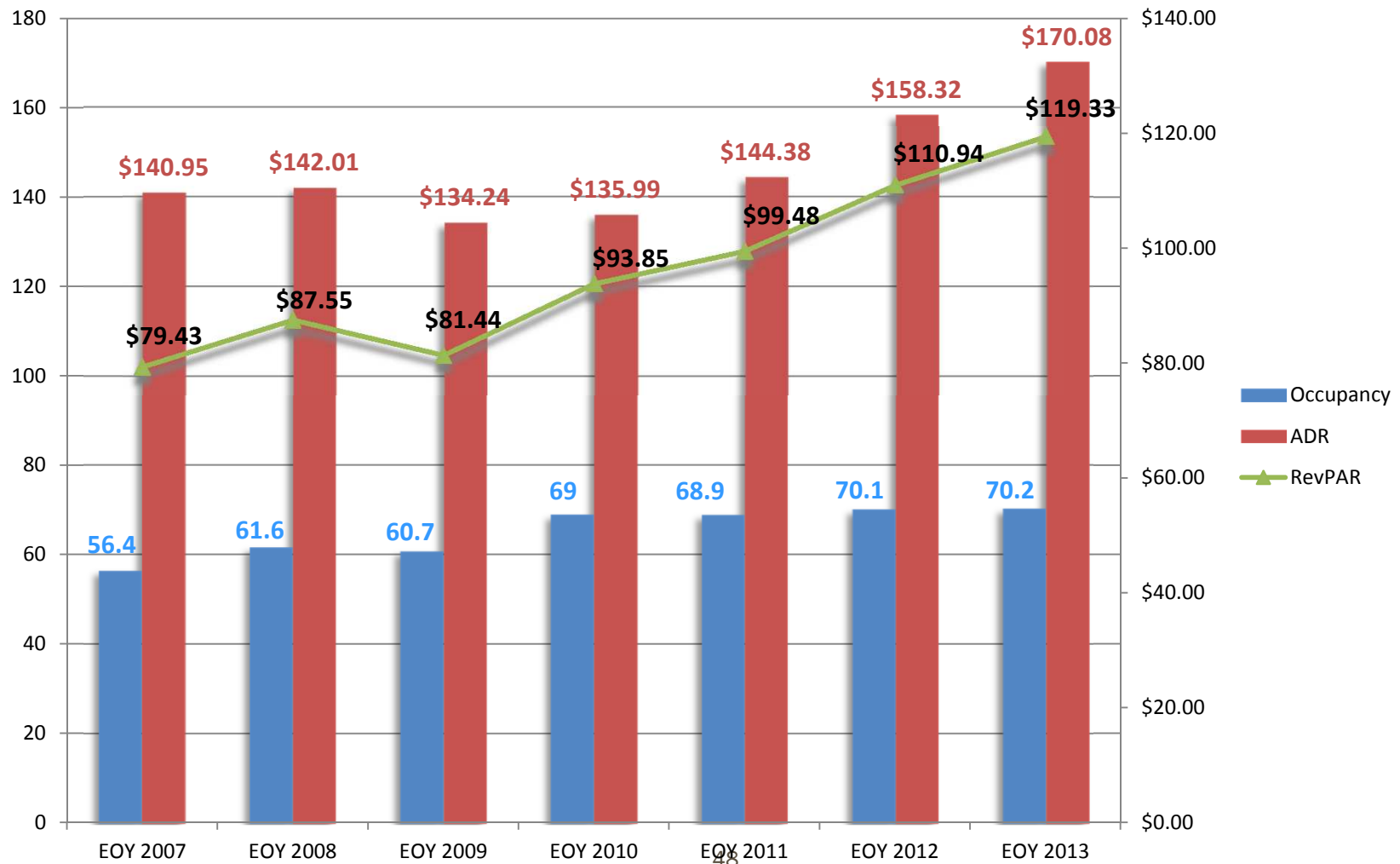


## Top 25 Cities Comparison – Full Year 2013

City	Occ	Rank	ADR	Rank	RevPAR	Rank
New York	84.6	1	\$258.57	1	\$218.65	1
Oahu	83.7	2	\$209.01	2	\$174.89	2
San Francisco	83.0	3	\$187.79	3	\$155.83	3
Miami	77.9	4	\$176.66	4	\$137.60	4
Los Angeles	76.8	5	\$136.55	8	\$104.84	6
Anaheim	74.9	6	\$127.40	11	\$ 95.43	10
Boston	73.2	7	\$164.34	5	\$120.26	5
Seattle	72.9	8	\$126.73	12	\$ 92.42	11
San Diego	71.6	9	\$135.84	9	\$ 97.29	7
Orlando	71.0	10	\$101.53	17	\$ 72.04	15
Denver	70.8	11	\$103.18	16	\$ 73.08	14
Houston	69.0	12	\$101.40	18	\$ 69.97	17
Nashville	68.8	13	\$103.98	15	\$ 71.54	16
Chicago	67.4	14	\$129.39	10	\$ 87.22	12
<b>New Orleans</b>	<b>66.9</b>	<b>15</b>	<b>\$142.92</b>	<b>7</b>	<b>\$ 95.67</b>	<b>8</b>
Minneapolis	66.8	16	\$101.21	19	\$ 67.58	18
Washington, DC	66.0	17	\$144.58	6	\$ 95.46	9
Philadelphia	65.3	18	\$121.15	13	\$ 79.07	13
Tampa	64.6	19	\$100.47	20	\$ 64.89	20
Dallas	64.2	20	\$ 90.64	21	\$ 58.23	21
Atlanta	63.2	21	\$ 87.77	24	\$ 55.48	23
Detroit	62.4	22	\$ 84.20	25	\$ 52.24	24
St Louis	61.9	23	\$ 90.49	22	\$ 56.01	22
Phoenix	59.7	24	\$109.01	14	\$ 65.07	19
Norfolk	53.3	25	\$ 88.59	23	\$ 47.25	25

STR Metro New Orleans YTD

# Orleans Parish Annual Occupancy, ADR and RevPAR





# 2013 vs. 2012 – Year Over Year Change

City	OCC	ADR	RevPAR
Anaheim	2.6	5.8	8.5
Atlanta	3.9	2.1	6.1
Boston	2.1	3.4	5.6
Chicago	1.0	3.3	4.4
Dallas	5.4	5.1	10.8
Denver	5.7	2.7	8.6
Detroit	1.2	5.8	7.0
Houston	5.5	7.9	13.8
Los Angeles	1.9	4.8	6.8
Miami	1.8	8.1	10.1
Minneapolis	4.2	2.9	7.2
Nashville	5.4	7.5	13.4
New Orleans	(1.1)	7.8	6.6
New York	1.1	3.0	4.1
Norfolk	(3.2)	2.7	(0.6)
Oahu	(1.2)	13.9	12.5
Orlando	3.2	4.4	7.8
Philadelphia	(2.4)	1.6	(0.9)
Phoenix	3.5	2.8	6.3
San Diego	1.5	2.7	4.2
San Francisco	3.3	9.3	12.9
Seattle	2.4	5.4	7.9
St Louis	1.9	5.2	7.3
Tampa	2.7	0.4	3.1
Washington, DC	(2.2)	0.5	(1.7)
<b>Top 25 Markets</b>	<b>2.1</b>	<b>4.4</b>	<b>6.6</b>

# Downtown DOW Segmentation Year-Over-Year Comparison

	2013 vs 2012											
	Transient			Group			Contract			Total		
	This Year	Last Year	% Change	This Year	Last Year	% Change	This Year	Last Year	% Change	This Year	Last Year	% Change
<b>Occupancy (%)</b>												
Weekday	33.5	33.5	<b>-0.2</b>	30.2	31.4	<b>-3.8</b>	0.7	0.8	<b>-13.6</b>	64.3	65.7	<b>-2.1</b>
Weekend	49.8	49.5	<b>0.6</b>	34.7	32.8	<b>5.8</b>	3.3	3.5	<b>-3.7</b>	87.9	85.8	<b>2.4</b>
Total	38.1	38.1	<b>0.1</b>	31.5	31.8	<b>-0.9</b>	1.5	1.6	<b>-7.2</b>	71.0	71.4	<b>-0.5</b>
<b>ADR</b>												
Weekday	165.47	159.66	<b>3.6</b>	183.86	166.51	<b>10.4</b>	90.37	90.86	<b>-0.5</b>	173.27	162.08	<b>6.9</b>
Weekend	190.66	183.69	<b>3.8</b>	197.27	171.24	<b>15.2</b>	94.46	94.75	<b>-0.3</b>	189.62	175.34	<b>8.1</b>
Total	174.85	168.54	<b>3.7</b>	188.08	167.90	<b>12.0</b>	93.04	93.30	<b>-0.3</b>	179.03	166.60	<b>7.5</b>
<b>RevPAR</b>												
Weekday	55.38	53.56	<b>3.4</b>	55.47	52.20	<b>6.2</b>	0.64	0.74	<b>-14.1</b>	111.49	106.50	<b>4.7</b>
Weekend	94.94	90.95	<b>4.4</b>	68.54	56.21	<b>21.9</b>	3.15	3.28	<b>-4.0</b>	166.62	150.45	<b>10.8</b>
Total	66.65	64.18	<b>3.8</b>	59.19	53.34	<b>11.0</b>	1.35	1.46	<b>-7.5</b>	127.20	118.99	<b>6.9</b>



# YTD Downtown (65 hotels) Occupancy, ADR and RevPAR

	Year to Date June 2014											
	Transient			Group			Contract			Total		
	This Year	Last Year	% Change	This Year	Last Year	% Change	This Year	Last Year	% Change	This Year	Last Year	% Change
<b>Occupancy (%)</b>												
Weekday	35.7	34.6	<b>3.0</b>	33.7	34.4	<b>-1.9</b>	1.0	0.7	<b>35.9</b>	70.3	69.7	<b>0.9</b>
Weekend	50.0	50.8	<b>-1.6</b>	36.5	34.2	<b>6.9</b>	3.5	3.4	<b>2.0</b>	90.0	88.4	<b>1.8</b>
Total	39.8	39.3	<b>1.3</b>	34.5	34.3	<b>0.6</b>	1.7	1.5	<b>13.5</b>	76.0	75.1	<b>1.2</b>
<b>ADR</b>												
Weekday	183.47	176.20	<b>4.1</b>	187.56	191.70	<b>-2.2</b>	85.94	95.35	<b>-9.9</b>	184.10	183.02	<b>0.6</b>
Weekend	227.20	200.93	<b>13.1</b>	199.74	209.89	<b>-4.8</b>	98.04	97.49	<b>0.6</b>	211.05	200.40	<b>5.3</b>
Total	199.25	185.39	<b>7.5</b>	191.26	196.90	<b>-2.9</b>	93.13	96.76	<b>-3.8</b>	193.27	188.90	<b>2.3</b>
<b>RevPAR</b>												
Weekday	65.42	61.01	<b>7.2</b>	63.24	65.90	<b>-4.0</b>	0.82	0.67	<b>22.5</b>	129.49	127.59	<b>1.5</b>
Weekend	113.52	102.05	<b>11.2</b>	73.00	71.76	<b>1.7</b>	3.42	3.33	<b>2.6</b>	189.93	177.14	<b>7.2</b>
Total	79.24	72.80	<b>8.8</b>	66.04	67.59	<b>-2.3</b>	1.57	1.44	<b>9.2</b>	146.86	141.82	<b>3.5</b>

STR Downtown Segmentation

## Q1 2014 vs. 2015 Groups of 2,000 Peak

Month	Client Name	Meeting name	Attd	Peak Room	TRN
Jan	Mary Kay Inc.	Annual Leadership Conference	11,000	2,055	14,302
	National Automobile Dealers Association (NADA)	Annual Convention & Expo	23,000	9,500	39,910
	Competitor Group Inc	Rock N Roll Mardi Gras Marathon	20,000	2,500	6,075
Feb	National Basketball Association	NBA All-Star Game	10,000	5,910	29,035
Mar	American Academy Of Orthopaedic Surgeons	AAOS Annual Meeting	30,000	15,000	72,600
Total					161,922

Month	Client Name	Meeting name	Attd	Peak Room	TRN
Jan	Society for Simulation in Healthcare	Annual Meeting	3,000	2,400	9,822
	Competitor Group Inc	Rock N Roll Mardi Gras Marathon	20,000	2,200	5,080
	VMware, Inc.	Global Sales Kickoff	6,000	5,901	21,017
Feb	American Rental Association	The Rental Show	9,000	4,000	17,210
	International Roofing Expo	International Roofing Expo	10,000	2,025	8,163
Mar	Worldwide Spirit Association (WSA)	WSA National Competition	20,000	2,000	4,400
	Pittsburgh Conference on Analytical Chemistry & Applied Spectroscopy	Pittcon	23,000	8,000	40,960
	NASPA - Student Affairs Administrators in Higher Education (Exp)	Annual Convention	5,000	2,000	9,300
Total					115,592



## Q2 2014 vs. 2015 Groups of 2,000 Peak

Month	Client Name	Meeting name	Attd	Peak Room	TRN
Apr	World Wrestling Entertainment, Inc. (WWE)	Wrestle Mania	30,000	3,700	12,600
	National School Boards Association (NSBA)	Annual March/April National Convention	13,183	5,500	24,936
	National Council Of Teachers Of Mathematics	Annual Meeting	9,970	5,200	19,366
	New Orleans Jazz & Heritage Festival	New Orleans Jazz & Heritage Festival	80,000	3,091	24,015
	American Association Of Orthodontists (AAO)	Annual Session	12,000	5,312	25,439
May	International Reading Association	Annual North American Convention	14,000	4,800	18,816
Jun	Christian Congregation of Jehovah's Witnesses, Inc.	Jehovah's Witnesses Conference	40,000	9,400	36,400
	Institute Of Food Technologists	Annual Meeting & Food Expo	18,000	7,000	27,160
Total					188,732

Month	Client Name	Meeting name	Attd	Peak Room	TRN
Apr	Ellucian Live	Ellucian Live Summit	9,000	6,500	29,530
	Latin Expo Group	World Tire & Retread Expo	5,000	3,000	12,400
	New Orleans Jazz & Heritage Festival	New Orleans Jazz & Heritage Festival	80,000	3,091	24,015
	Risk and Insurance Management Society	RIMS Annual Conference & Exhibition	10,000	6,735	34,438
May	American Urological Association	Annual National Scientific Meeting	16,000	10,205	57,047
	American Society For Microbiology	Annual Spring National General Meeting	9,500	4,995	21,355
Jun	American Association Of Nurse Practitioners	Annual National Conference	6,500	4,000	20,177
	USA Volleyball Association	Girls Junior National Championship	40,000	6,400	54,016
Total					252,978

## Q3 2014 vs. 2015 Groups of 2,000 Peak

Month	Client Name	Meeting name	Attd	Peak Room	TRN
Jul	Essence Festivals, LLC	Essence Music Festival	25,000	8,000	28,941
	National Association of Counties	ANNUAL MTG	3,500	2,100	9,975
	Benevolent & Protective Order of Elks	Annual Grand Lodge Convention	10,000	4,000	21,780
Aug	APCO International	Annual Conference & Expo	5,330	2,610	11,017
	New York Life Insurance Company	Executive Council Meeting	3,800	2,104	9,708
Sep	National Baptist Convention USA Inc.	ANNUAL SESSION	18,000	2,500	9,850
	Infor Global Solutions	Inforum	7,000	4,000	15,383
	International Facility Management Association	IFMA'S WORLD WORKPLACE (ANNUAL FALL NATL CONV)	4,500	2,050	9,950
	Water Environment Federation	Weftec	18,000	8,000	33,920
Total					150,524

Month	Client Name	Meeting name	Attd	Peak Room	TRN
Jul	Essence Festivals, LLC	Essence Music Festival	25,000	6,500	25,000
	International Premium Cigar and Pipe Retailers Association (IPCPR)	Annual North American Convention & Trade Show	5,300	2,400	11,525
	Sage Software - EXP	Insights/Summit Combined Conference	4,700	2,100	11,410
Aug	American Association of Diabetes Educators	Annual Meeting & Exhibition	10,000	4,300	20,751
	Orgill Incorporated	Confidential Corporate Spring Meeting	5,000	4,480	17,076
Sep	Congress of Neurological Surgeons	Annual September/October North American Convention	3,500	2,050	9,832
Total					95,594



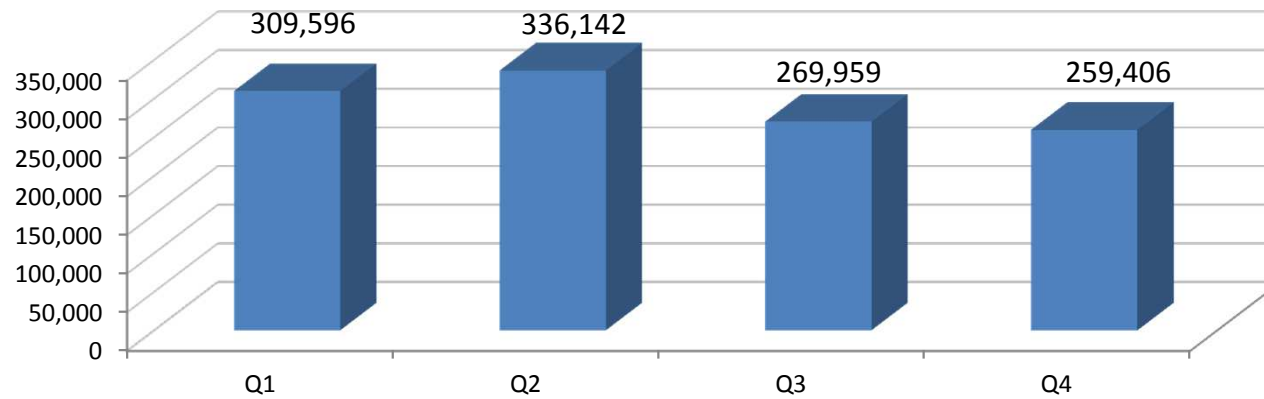
## Q4 2015 vs. 2014 Groups of 2,000 Peak

Month	Client Name	Meeting name	Attd	Peak Room	TRN
Oct	American Society of Anesthesiologists	Annual Convention	15,000	5,900	26,019
	US Green Building Council	International Conference & Expo	22,000	5,150	19,380
Nov	National Association Of Realtors	Realtors Conference & Expo	24,000	8,000	39,078
	Institute of Electrical and Electronics Engineers (IEEE)	Annual ACM/IEEE SuperComputing Conference	11,000	5,000	28,593
	American Public Health Association	ANNUAL MTG & EXPO	11,500	4,500	20,385
Dec	Diversified Business Communications	International Workboat Show	14,000	2,100	7,320
Total					140,775

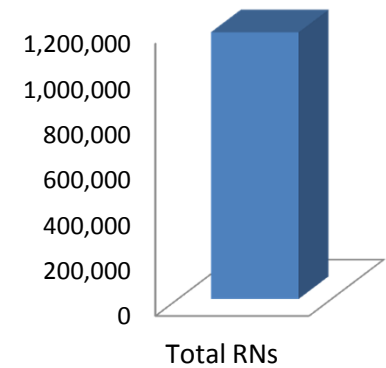
Month	Client Name	Meeting name	Attd	Peak Room	TRN
Oct	Society Of Cable Telecommunications Engineers Inc	Cable-Tec Expo	8,200	3,500	13,755
	Society of Exploration Geophysicists - Exp	International Exposition & Annual Meeting	8,000	3,300	13,790
Nov	Association for Career & Technical Education	Vision Conference	3,000	2,000	6,210
Dec	Diversified Business Communications	International Workboat Show	14,000	2,500	8,685
	American Society of Health-System Pharmacists	Annual Midyear Clinical Meeting	18,000	9,295	41,089
Total					83,529

# 2014 Compared to 3 Year Average

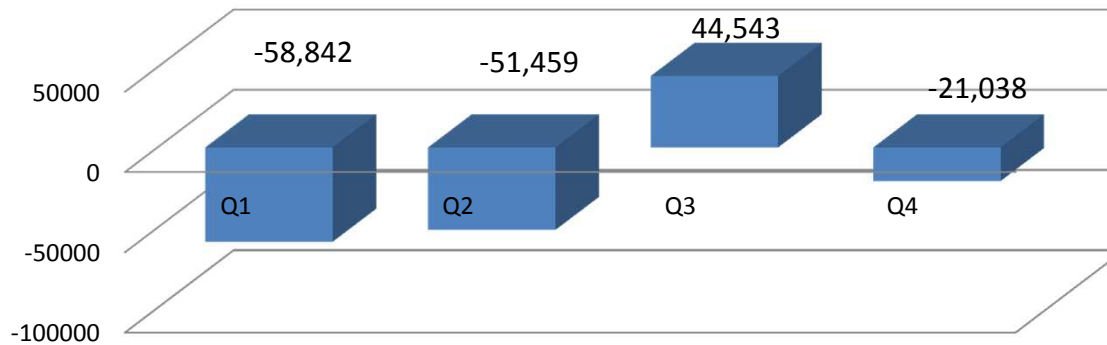
## 2014 Convention Room Nights by Quarter



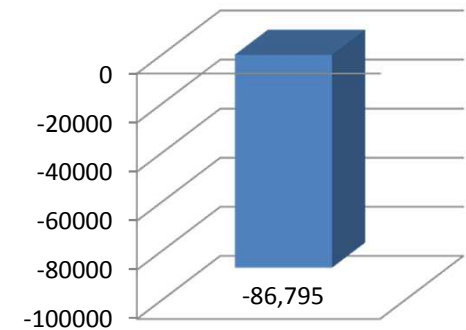
1,175,103



## Variance from 3 Year Average

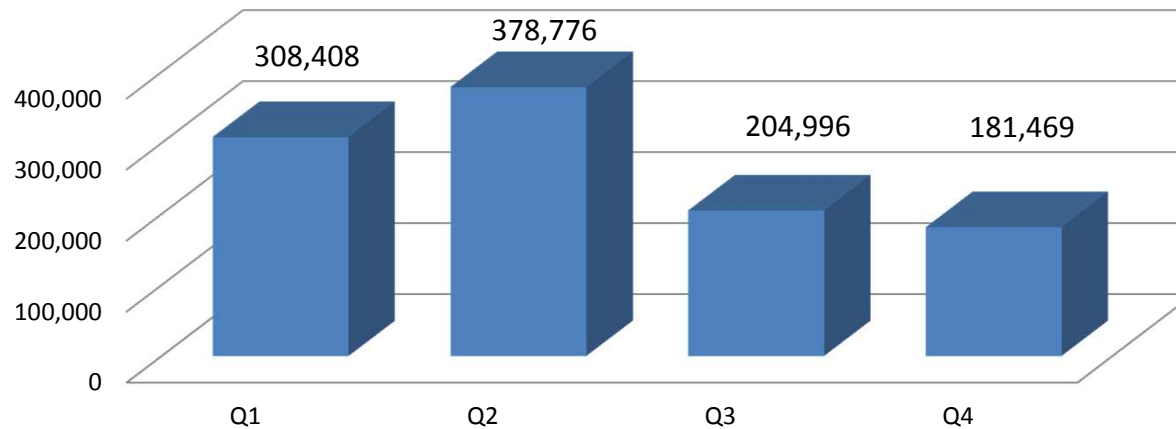


## Total Room Nights

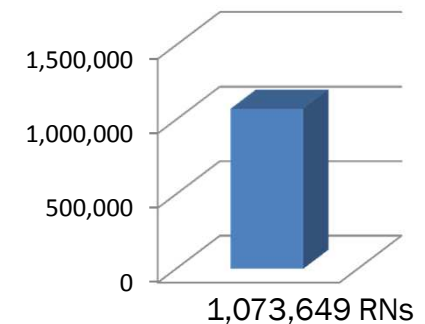


# 2015 Compared to 3 Year Average

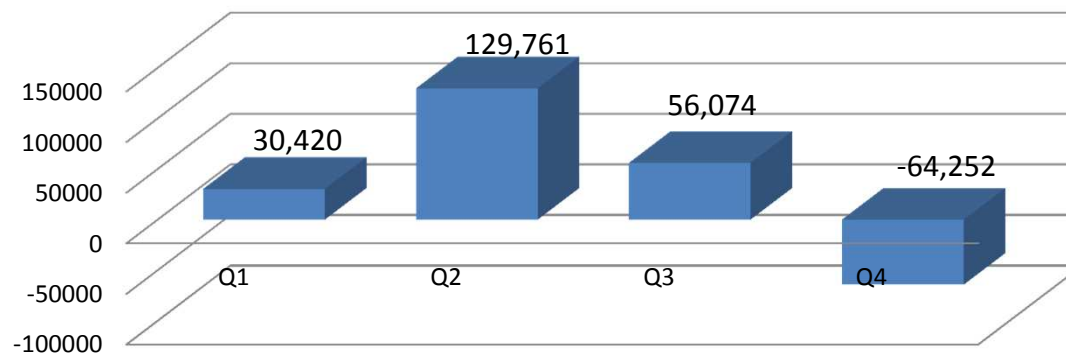
## 2015 Convention Room Nights by Quarter



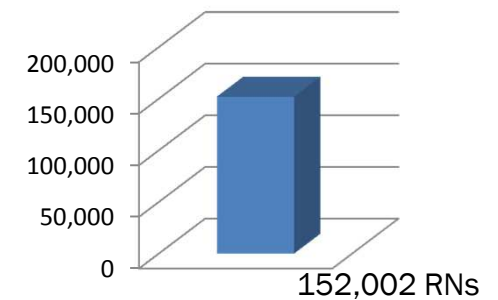
## Total Room Nights



## Variance from 3 Year Average



## Total Room Nights


















## CVB Future Pace by Group Size

Peak Rooms	2013	2014	2015	2016	2017	2018
10,001+	5	1	1	1	3	1
5,001 - 10,000	6	12	7	6	3	3
2,501 - 5,000	14	8	9	11	6	16
1,501 - 2,500	3	12	20	14	14	4
1,001 - 1,500	18	15	17	17	13	7
501 - 1,000	64	57	67	42	25	16
101 - 500	304	324	196	66	17	7
1 - 100	481	461	91	9	2	2
Grand Total	895	890	408	166	83	56

## CVB Future Pace – Definite Rooms

Peak Rooms	2013	2014	2015	2016	2017	2018
10,001+	384,374	72,600	57,047	50,436	161,900	68,250
5,001 - 10,000	192,736	349,584	246,050	248,390	84,695	109,790
2,501 - 5,000	211,426	152,589	160,529	161,543	77,950	256,114
1,501 - 2,500	22,961	100,575	160,900	115,229	134,797	34,289
1,001 - 1,500	83,441	58,228	84,637	87,759	69,054	33,541
501 - 1,000	170,993	144,828	176,654	118,119	70,639	47,431
101 - 500	256,281	265,203	180,513	84,636	25,275	10,321
1 - 100	68,311	64,025	15,738	1,812	197	502
Grand Total	1,390,523	1,207,632	1,082,068	867,924	624,507	560,238














# TAP Peer Set Report Data 2014

Pace	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
New Orleans Pace vs Competitive Set													
Morial Convention Center Occ.	69.9%	72.6%	79.8%	44.7%	37.6%	48.3%	38.2%	35.5%	83.3%	69.1%	63.3%	15.1%	54.6%

Peer Set: Atlanta, Chicago, Orlando, San Diego, New Orleans (July 2014)



# TAP Peer Set Report Data 2015

Pace	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
New Orleans Pace vs. Competitive Set													
Morial Convention Center Occ.	48.1%	78.0%	63.7%	38.6%	42.5%	51.4%	41.9%	59.7%	28.1%	49.5%	33.6%	26.6%	46.7%

Peer Set: Atlanta, Chicago, Orlando, San Diego, New Orleans (July 2014)

# Strategies for 2015

1. Increase Capture of Short Term Lead Trend for Growth of In the Year for the Year and near term business.
2. Diversify segmentation efforts to grow destination market share against competitive set.
3. Build support for Strategic Account Return on Investment
4. Grow partnerships with major 3rd parties and Association Management Firms. Revisit use of Strategic Partnerships with Industry Organizations.
5. Continuous Advance Pace and Need Analysis Integration