

AWARDS CVB ACCOLADES

LOUEY AWARD FOR CVB OF THE YEAR • Louisiana Travel Promotion Association / January 2016

2015 NORTH AMERICAN MOST INNOVATIVE CAMPAIGN OF THE YEAR • Expedia Media Solutions / December 2015

AWARD OF EXCELLENCE • Corporate & Incentive Travel / December 2015

2015 HUMAN RIGHTS CAMPAIGN LOUISIANA COMMUNITY LEADER'S AWARD • Louisiana Human Rights Campaign

MORE DID YOU KNOW?

THE NOCVB'S CONVENTION SALES TEAM BOOKED 1,720,280 DEFINITE ROOM NIGHTS IN 2015.

THE NOCVB IS CONSISTENTLY RECOGNIZED AS ONE OF THE TOP FIVE CVBS IN THE COUNTRY.

THE NOCVB DRIVES MORE THAN \$7 BILLION IN TOURISM SPENDING EVERY YEAR.

THERE ARE MORE THAN 86,000 JOBS IN THE HOSPITALITY AND TOURISM INDUSTRY IN NEW ORLEANS.

NEW
ORLEANS
WILL
#TOURISM
IS HOW

TOURISM TIMES

spring 2016

TOURISTS COME AND GO, BUT THEIR DOLLARS STAY HERE.

We love our city. We love our way of life. And so does the world. Those visitors from all over the world are our city's single greatest resource. Investing in that resource means more money for jobs, roads, schools, safer streets and a better quality of life.

More Visitors = More Vibrancy

NEW ORLEANS WILL is a campaign created by the New Orleans Convention & Visitors Bureau to provide insight on how tourism positively affects the city, including its locals. Hospitality and tourism is one of the largest industries in New Orleans and offers job opportunities that can lead to fulfilling careers. From housekeeping to front desk, and food and beverage to management, there is always room to grow. See firsthand how the ripple effect works in New Orleans.

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NEW ORLEANS
CONVENTION & VISITORS BUREAU

Visit our website and sign up for our newsletter for up-to-date information on the New Orleans' tourism and hospitality industry. See what's happening around the city, get inside information from business and community leaders and so much more.

2020 St. Charles Avenue | New Orleans, LA 70130 | 504.566.5011 | neworleanswill.com |   



COMMUNITY

FLASH CAREER FAIR

Councilmember James Gray II, the New Orleans Convention and Visitors Bureau and New Orleans Tourism Marketing Corporation will host a hospitality and tourism career fair featuring a variety of job openings within the industry.

The Flash Career Fair is designed to connect job seekers with employers in a comfortable and approachable environment, facilitate networking and provide assistance in the hiring process. The Flash Career Fair includes opportunities to meet with a variety of hotel, restaurant and tourism employers one-on-one and learn more about the hiring process.

This is the first Flash Career Fair hosted in District E, and is part of a citywide hospitality and tourism career fair series. The last career fair was held at Kingsley House with 18 participating employers attending the event.

Staff at the New Orleans CVB participate in the monthly Flash Career Fair, held at various locations across the city.



FEATURE

NEW ORLEANS WINS CVB OF THE YEAR

The Louisiana Travel Promotion Association (LTPA) named The New Orleans Convention & Visitors Bureau as the winner of the Outstanding Convention and Bureau/Tourist Commission of the Year during its Annual Membership Meeting last week in Lake Charles, La. The event recognized the best of the Louisiana tourism industry.

The goal of LTPA is to promote and grow the Louisiana tourism industry by developing new and unique opportunities for visitors, strengthening communication networks and informing various channels about the available attractions and accommodations in Louisiana.

“We are excited to be a winner of the Outstanding Convention and Bureau/ Tourist Commission of the Year from the Louisiana Travel Promotion Association,” said Kristian Sonnier, Vice President of Communications & Public Relations of the New Orleans Convention & Visitors Bureau. “We look forward to continuing to showcase our great Louisiana culture to the rest of the world.”



**OUTSTANDING
CONVENTION AND
BUREAU/TOURIST
COMMISSION OF THE
YEAR**



SPOTLIGHT

MEET MALIK LANE

At just 19 years old, line cook Malik Lane has a bright future – and he knows it. “If there could be a Michael Jordan of the culinary field, that would be me,” he says when thinking about his career trajectory. Currently, Lane works for Palace Café, the Brennan-owned restaurant along Canal Street that’s a favorite for tourists and locals alike.

We spoke with Lane to learn more about his work as a cook and why the best part of the job is delivering that “ ‘Oh, my God’ moment” for customers tasting his incredible dishes. Lane sees a direct connection between New Orleans’ hospitality industry and his career as a chef – tourism is how. Learn more about Malik at neworleanswill.com

INDUSTRY

THE PATH OF A TOURISM DOLLAR: CAREER FAIR EDITION

Every single tourist dollar spent in New Orleans travels through the city like a ripple effect. But what does that path look like? We’ve created a sample pathway of a single tourism dollar, based on the recent successes of the Flash Career Fair.

Let’s say Howard attended the Flash Career Fair and landed a job at the Hilton Garden Inn. With his newfound job, he wants his sister, Jessica, to come visit. Jessica stays at – where else? – the Hilton Garden Inn, so she can see her brother in action at his new job. Jessica is so excited about her brother’s new position that she decides to buy him a cake to congratulate him.

Jessica heads to Sucre on Magazine Street in search of a beautiful cake for her brother. She spends money on a small cake plus some macaroons, but that’s not all. After Sucre, she stops in at other local stores like Fleurty Girl and Storyville for souvenirs to take back home. Jessica’s purchases have created revenue at Sucre, Fleurty Girl, and Storyville all in one simple shopping trip. But the path of a tourism dollar keeps going...

One of the bakers at Sucre where Jessica shopped just can’t eat another sweet. So, he takes the money he made off her purchase and heads to GG’s Dine-o-Rama nearby for a savory, comforting meal before catching a cab to the Frenchmen Street to hear some live music. He was in such a good mood he couldn’t wait to tip the musicians on Frenchmen. The musicians, pleased to have an extra few dollars in their tip jar, go to celebrate with a night-cap drink in the French Quarter, putting money back into the local economy once more. Jessica’s dollar travelled from her pocket to the baker at Sucre to the musician on Frenchmen Street to a cocktail bar in the French Quarter.

Across hospitality, retail, the food industry, live entertainment and more, the path of a tourism dollar is a chain reaction that bolsters the city’s local economy, and Howard couldn’t help think about this chain reaction as he enjoyed his slice of cake to celebrate his new job. Though Howard works directly within the hospitality and tourism industry – along with 86,000 fellow New Orleanians – it’s clear that even a single tourism dollar touches our entire economy. How does the tourism industry positively impact your life?

NEWORLEANSWILL

THE PATH OF A TOURISM DOLLAR

