# New Orleans Ernest N. Morial Convention Center

# **2018 Profile and Economic Impact Analysis**

## Prepared for



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# **Acknowledgments**

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## **Executive Summary**

#### **Profile Attendees**

#### Attendance and Place of Residence

- Attendees who participated in activities at the New Orleans Ernest N. Morial Convention Center (NOMCC) during 2018 were mostly delegates or conventioneers (68.9%). Another 17.2% of attendees were exhibitors, while 5.1% were guests of delegates or exhibitors.
- As expected, over two-thirds (68.2%) of attendees to activities at the NOMCC came from outside the New Orleans MSA.
- Orleans Parish (42.0%) and Jefferson Parish (34.6%) were the top parishes of residence for New Orleans metropolitan area attendees.

#### Travel Characteristics

- Louisiana, outside the New Orleans metro area (11.0%), Texas (10.1%), California (6.9%), Florida (5.8%), Illinois (4.4%), and Ohio (4.3%) were the top states of residence for out-of-town visitors who attended events at the NOMCC.
- International visitors who participated in the survey were mostly from Canada and the United Kingdom. A total of 29 international visitors participated in the survey during 2018.
- Nearly all of the out-of-town visitors who attended events at the NOMCC stayed overnight in the New Orleans area (97.6%).
- About 46% of the overnight visitors spent between 5 and 6 *days* in the city, while 39% spent between 3 and 4 *days*. Visitors spent an average of 4.9 *days* in the New Orleans area.
- Overnight out-of-town visitors spent an average of 4.0 *nights* in the New Orleans area. Over half (57.3%) of the overnight visitors spent between 3 and 4 *nights* in the city.
- The vast majority (90.1%) of overnight out-of-town visitors stayed in hotels. Another 7.7% of visitors stayed in private home rentals.
- The most frequent hotels for overnight visitors include the Hilton New Orleans (19.3%), Marriott (14.6%), Hampton Inn (5.5%), Sheraton (4.2%), and Hilton Garden Inn (3.8%). Over 60 different hotels were reported by visitors.
- Out-of-town visitors staying in hotels paid an average nightly room rate of \$181. Two-thirds (66.8%) of hotel visitors paid between \$101 and \$200 per night.
- The average nightly rate paid by visitors staying in other paid accommodations was \$181. About half (47.5%) of the visitors paid a rate of \$150 or less per night.

- Over half (55.3%) of the out-of-town hotel visitors reported one person per room. The average number of people per hotel room was 1.6.
- Over one-third (37.5%) of the visitors staying in other paid accommodations reported either one or two people per lodging. The average number of people per paid accommodation was 4.6.
- Most (64.6%) of the hotel visitors did not share a room with other convention delegate.
- About three-quarters (72.7%) of the hotel visitor parties occupied one room each. Another 10.2% reported occupying two rooms. The average number of hotel rooms was 2.1.
- Around 74% of the out-of-town visitors flew to the New Orleans metro area. Another 25.5% of visitors drove their personal vehicle to the city.
- As expected, virtually all (99.7%) of the out-of-town visitors were in the city primarily to attend an event at the NOMCC.
- Most (84.5%) of the out-of-town attendees did not bring guests to the New Orleans area. The term guest refers to family or friends who did not attend the events at the NOMCC.
- Among out-of-town visitors who brought guests to New Orleans, about 70% brought one person. The average number of guests was 1.6.
- The majority (69.8%) of out-of-town visitors who brought guests to New Orleans did not bring children.
- Among out-of-town visitors who brought children to New Orleans, half (50.9%) had one child. Another 35.8% of attendees brought two children. The average number of children was 1.8.
- Half (51.6%) of the out-of-town visitors are more likely to return to New Orleans in the future based on their experience at the NOMCC. Another 44.1% of visitors are equally likely.

#### **Perceptions**

- Just under half (48.0%) of the respondents were first-time attendees to the NOMCC.
- About 29% of the attendees rated the NOMCC as *much more favorably* compared to other venues they have visited in the past. Another 40.0% of attendees rated it as *equally favorably*.

#### **Demographics**

- Close to half (49.1%) of the respondents had a household annual income of \$100,000 or more.
- The majority (71.5%) of respondents were identified as Caucasian, while another 20.5% were African American.

- Most of the intercepted respondents were females (58.4%).
- The most common age group among respondents were between the ages of 35 and 64 years old (64.1%).

#### **Profile Exhibiting Companies and Sponsoring Associations**

#### Attendance and Place of Business

- Near all (98.1%) of the companies or organizations that completed the survey were exhibiting companies.
- The vast majority (96.7%) of companies or organizations did not consider the New Orleans Metro Area as their regular place of business.

#### **Participation Characteristics**

- The companies or organizations that completed the survey were in New Orleans more frequently during June (27.3%), March (24.8%), and February (23.1%).
- During 2018, 71.5% of the companies/organizations spent one day to move in, while 70.0% spent one day moving out. 69.2% of the companies/organizations spent three days at the events. The average number of move-in days was 1.4, while the average number of move-out days was 0.9. The average number of days spent at the events was 3.0.
- The majority (80.1%) of companies/organizations did not have any representatives or guests who were not registered attendees.
- Companies/organizations had an average of 4.1 registered delegates, 5.5 registered exhibitors, 0.8 non-registered representatives or guests, and 1.0 other attendees.

#### **Satisfaction**

- Booth services offered by the NOMCC that ranked higher on average satisfaction include electrical (3.7) and audio-visual services (3.4). Booth services with the lowest average ratings include internet connectivity (3.0) and food services (2.8). The average rate for the overall booth services experience was 3.5.
- About 81% of companies/organizations considered that their questions and service inquires submitted *prior to* the event were addressed quickly.
- Another 83.5% of companies/organizations reported that staff were available *onsite* to answer their questions and service inquires.
- Nearly 86% of companies/organizations stated that staff were friendly.

#### **Economic Impact**

- The New Orleans Ernest N. Morial Convention Center (NOMCC) made a valuable contribution to the New Orleans metro area economy during 2018. In that year, the NOMCC held 139 conventions and trade shows, attracted almost 754,000 out-of-town visitors, and generated a total economic impact of \$2.4 billion. This impact comprises \$1.3 billion in direct expenditures and \$1.1 billion in secondary expenditures. The current NOMCC total economic impact represents an increase of 10% over that of 2017 (\$2.2 billion).
- During 2018, total direct and secondary employment accounted for 24,259 jobs, an increase of 11% over the 21,941 jobs estimated in 2017. Direct and secondary employment was also responsible for the creation of \$755 million in additional earnings for residents of the New Orleans area, an increase of 11% over 2017 estimates (\$679 million).
- The NOMCC visitor and organizational spending generated \$189 million in tax revenue for state and local governments, representing an 12% increase from 2017 estimates (\$169 million). Of the total, \$111 million is allocated to state revenue, while \$78 million is allocated to revenue of local governments in the New Orleans area.

#### **Other Indicators**

- The \$2.4 billion NOMCC economic impact estimated in 2018 represents about 3.0% of the New Orleans MSA GDP (\$79.3 billion). The same indicator was estimated at 2.9% during 2017.
- Total state taxes (\$111 million) generated by the NOMCC in 2018 represent 1.3% of the state's total general fund revenue (\$9 billion), a slight increase from 1.1% estimated in 2017.
- Local tax revenue (\$78 million) accounted for 11% of the City of New Orleans' total general fund revenue (\$703 million), a modest increase from 10% estimated for 2017.
- The NOMCC has attracted 3,108 conventions and trade shows between 1985 and 2018. During the 34-year period, the NOMCC has attracted an estimate of 18.0 million registered delegates, guests, and exhibitors and officials.
- The 34-year adjusted for inflation economic impact attributed to the NOMCC was estimated at \$90.1 billion. Visitors and organizations have generated \$39.4 billion in direct spending and \$50.7 billion in secondary spending.
- Spending has also resulted in the creation or support of full-and part-time jobs over the 34-year period. These jobs have created \$21.1 billion (adjusted for inflation) of new earnings for residents of the New Orleans area.
- A total of \$5.7 billion in tax revenue for state and local governments has been generated since the NOMCC opening. Of that total, \$3.3 billion corresponds to the state and \$2.4 billion to local governments. Both state and local tax revenues are also adjusted for inflation.

#### Introduction

The New Orleans Ernest N. Morial Convention Center (NOMCC) contracted with the Division of Business and Economic Research (DBER) at The University of New Orleans (UNO) to prepare a comprehensive study of the NOMCC. The purpose of this report is to provide a thorough profile and economic impact analysis of the NOMCC during 2018.

# Methodology

A survey, designed by the DBER with input from the NOMCC, was administered during 2018. Two types of surveys were designed to gather information from attendees (mostly delegates, exhibitors, and guests) and from exhibiting companies and sponsoring associations.

The 25-question attendee questionnaire was designed to determine origin, trip characteristics, preferences, and demographics of attendees to the NOMCC. A team of surveyors contracted by the DBER administered the attendee survey randomly at different conventions starting on February through December 2018. Representatives from the DBER and the NOMCC selected between 2 and 3 conventions to be surveyed each month. Surveyors collected between 50 and 125 responses per month (see Appendix). A total of 1,100 completed attendee surveys were obtained.

The 13-question electronic organizational questionnaire (exhibiting companies and sponsoring associations) was designed to determine participation characteristics, spending, and satisfaction of organizations. The NOMCC distributed the link of the survey to organizations at the end of each month. The survey was distributed to organizations that participated in activities at the NOMCC starting in February 2018. The survey was not actively distributed to organizations that participated in events after June 2018. Furthermore, the survey instrument was designed to gather information from both exhibiting companies and sponsoring associations. However, nearly all (473) of the responses were obtained from exhibiting companies only. A total of 484 completed organizational surveys were obtained. Among the 484 responses organizational survey, only 288 participants disclosed the name of the convention (see Appendix).

The completed attendee questionnaires were forwarded to the DBER for data entry and editing, while the completed organizational questionnaires were downloaded by the DBER from the host site Qualtrics.com. In an effort to correct for any biases contained in the attendee data set, the responses were weighted to reflect the proper mix of visitors and the fraction of out-of-town visitation. These weights were obtained from the out-of-town attendance data provided by the NOMCC representatives, and the fraction of exhibitors was obtained from estimates derived from the organizational survey. The DBER analyzed the data using statistical software and tabulated the results. In order to get more representative results, extreme spending outliers were

omitted from the analysis. Responses to open-ended questions were categorized by hand and then organized based upon the most frequent themes that emerged from respondents' comments.

The profile section is divided in two sections that provide tables and graphs containing the results from each question included in both surveys. The economic impact section contains an analysis of total spending, total income, total employment, and total state and local tax revenues generated by out-of-town attendees and organizations who would have otherwise not spent these funds in the New Orleans metro economy. In evaluating the true economic impact, the spending of residents and local organizations is not factored into the assessment of the economic impact attributable to the NOMCC, since these funds may have been spent within the local economy in the absence of the city's convention center.

When available, the results include comparisons among data collected during the same period in previous years. It is important to note that all historical spending figures presented throughout the report are not adjusted for inflation. In addition, totals in some tables may not add up due to rounding.

All data presented in this study is based on information collected through primary and secondary sources. Secondary data originates from the NOMCC and external information available to the DBER. In an effort to produce valid results, the DBER applied its best judgment at every step of the analysis. In some cases, due to constraints in data availability, the DBER used assumptions from prior studies or external reports. Furthermore, this economic impact analysis was estimated using a different methodology from that of studies prior to 2018. During 2018, the analysis was based on survey data results along with updated methods. In addition, indicators reported by the NOMCC for the calendar year 2017 were revised. Even though additional analysis was performed to ensure that figures remained comparable over the years, caution should be used when performing such comparisons.

#### **Profile Attendees**

#### **Attendance and Place of Residence**

Tables presented in this section (attendance and place of residence) contain questions asked to all attendees (mostly delegates, exhibitors, and guests), both local and out-of-town.

#### What type of attendee are you?

**Table 1: NOMCC Types of Attendees** 

Response	Percentage 2018
Delegate or conventioneer	68.9
Exhibitor	17.2
Guest of delegate/exhibitor	5.1
Presenter*	3.5
Official	3.0
Other	2.4
Total	100.0
Valid Cases	1,079

<sup>\*</sup>Category created from open-ended responses.

• Attendees who participated in activities at the New Orleans Ernest N. Morial Convention Center (NOMCC) during 2018 were mostly delegates or conventioneers (68.9%). Another 17.2% of attendees were exhibitors, while 5.1% were guests of delegates or exhibitors.

#### Do you live in the New Orleans Metro Area?

**Table 2: New Orleans Metro Area Resident** 

Response	Percentage 2018
Yes	31.8
No	68.2
Total	100.0
Valid Cases	1,100

• As expected, over two-thirds (68.2%) of attendees to activities at the NOMCC came from outside the New Orleans MSA.

If you live in the New Orleans Metro Area, what is your home Zip Code?

**Table 3: Parish of Residence for Local Attendees** 

Response	Percentage 2018
Orleans Parish	42.0
Jefferson Parish	34.6
St. Tammany Parish	16.0
St. Bernard Parish	3.7
St. John the Baptist Parish	2.5
Plaquemines Parish	1.2
St. Charles Parish	-
St. James Parish	-
Total	100.0
Valid Cases	333

• Orleans Parish (42.0%) and Jefferson Parish (34.6%) were the top parishes of residence for New Orleans metropolitan area attendees.

### **Travel Characteristics**

Tables included in this section (travel characteristics) contain questions asked only to out-of-town attendees.

#### What is your home Zip Code?

**Table 4: State of Residence for Out-of-Town Visitors** 

Response	Percentage 2018
Louisiana	11.0
Texas	10.1
California	6.9
Florida	5.8
Illinois	4.4
Ohio	4.3
Georgia	3.8
North Carolina	3.8
Alabama	3.0
Virginia	3.0
New Jersey	2.9
Pennsylvania	2.8
Massachusetts	2.8
New York	2.5
Colorado	2.2
Mississippi	2.1
Michigan	2.1
Maryland	2.1
Tennessee	2.0
Arizona	1.9
Washington	1.8
Oregon	1.6
Minnesota	1.4
Other*	15.8
Total	100.0
Valid Cases	718

<sup>\*</sup>See a complete list of states in Appendix

• Louisiana, outside the New Orleans metro area (11.0%), Texas (10.1%), California (6.9%), Florida (5.8%), Illinois (4.4%), and Ohio (4.3%) were the top states of residence for out-of-town visitors who attended events at the NOMCC.

#### If not from the U.S., what country do you live in?

**Table 5: Country of Residence for International Visitors** 

Response	Frequency 2018
Canada	11
United Kingdom	4
Japan	2
Other	12
Valid Cases*	29

<sup>\*</sup>Caution should be used when interpreting the results due to a small sample size.

- International visitors who participated in the survey were mostly from Canada and the United Kingdom. A total of 29 international visitors participated in the survey during 2018.
- Other countries or regions recorded during 2018 include China, France, Germany, South Korea, and Taiwan, among others.

#### Are you staying overnight in the New Orleans Metro Area?

**Table 6: Overnight in New Orleans** 

Response	Percentage 2018
Yes	97.6
No	2.4
Total	100.0
Valid Cases	751

• Nearly all of the out-of-town visitors who attended events at the NOMCC stayed overnight in the New Orleans area (97.6%).

If you are staying overnight in the New Orleans Metro Area, how many days and nights are you staying?

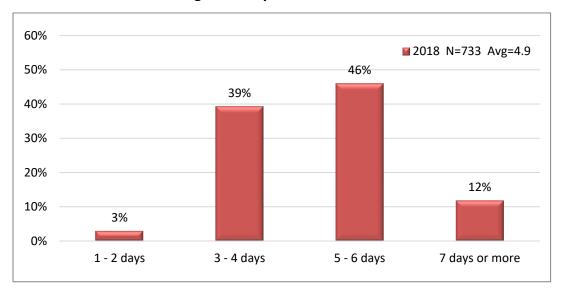


Figure 1: Days in New Orleans

• About 46% of the overnight visitors spent between 5 and 6 *days* in the city, while 39% spent between 3 and 4 *days*. Visitors spent an average of 4.9 *days* in the New Orleans area.

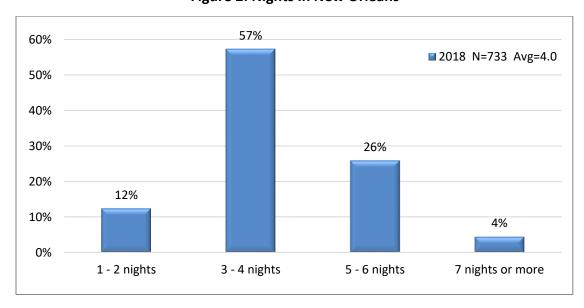


Figure 2: Nights in New Orleans

• Overnight out-of-town visitors spent an average of 4.0 *nights* in the New Orleans area. Over half (57.3%) of the overnight visitors spent between 3 and 4 *nights* in the city.

If you are staying overnight in the New Orleans Metro Area, in what type of accommodation are you staying?

**Table 7: Accommodations** 

Response	Percentage 2018
Hotel	90.1
Private home rental	7.7
Friends or relatives	1.1
Bed and Breakfast	0.4
Timeshare/Condo	0.2
Other	0.6
Total	100.0
Valid Cases	733

• The vast majority (90.1%) of overnight out-of-town visitors stayed in hotels. Another 7.7% of visitors stayed in private home rentals.

#### If you are staying in a hotel, in which hotel are you staying?

**Table 8: Hotel Name** 

Response	Percentage 2018
Hilton New Orleans*	19.3
Marriott*	14.6
Hampton Inn*	5.5
Sheraton*	4.2
Hilton Garden Inn*	3.8
Courtyard New Orleans*	3.4
Springhill Suites New Orleans	3.2
Embassy Suites New Orleans	3.1
Convention Center	3.1
Omni Hotel*	2.9
Hyatt*	2.9
Renaissance*	2.8
Doubletree Hotel*	2.5
Le Meridien New Orleans	2.4
Crowne Plaza*	2.0
InterContinental New Orleans	1.6
JW Marriott New Orleans	1.4
Wyndham*	1.4
Loews New Orleans	1.3
Westin New Orleans Canal Place	1.3
Holiday Inn*	1.2
The Mercantile Hotel	1.1
Residence Inn*	1.0
Cambria New Orleans	1.0
Other	16.2
Total	100.0
Valid Cases	662

<sup>\*</sup>Hotels that belong to brands that have multiple locations in New Orleans are reported in aggregated groups since in many instances, visitors were not aware of the hotel's exact location.

• The most frequent hotels for overnight visitors include the Hilton New Orleans (19.3%), Marriott (14.6%), Hampton Inn (5.5%), Sheraton (4.2%), and Hilton Garden Inn (3.8%). Over 60 different hotels were reported by visitors.

<sup>\*\*</sup>See a complete list of hotels in Appendix.

If you are staying in a paid accommodation, what is your nightly rate?

**Table 9: Nightly Room Rate - Hotel** 

Response	Percentage 2018
\$100 or less	5.7
\$101 - \$150	36.8
\$151 - \$200	30.0
\$201 - \$250	16.1
\$251 and above	11.4
Total	100.0
Average room rate	\$181
Valid Cases	649

• Out-of-town visitors staying in hotels paid an average nightly room rate of \$181. Two-thirds (66.8%) of hotel visitors paid between \$101 and \$200 per night.

**Table 10: Nightly Rate - Other Accommodations** 

Response	Percentage 2018
\$100 or less	27.2
\$101 - \$150	20.3
\$151 - \$200	24.4
\$201 - \$250	8.8
\$251 and above	19.4
Total	100.0
Average rate	\$181
Valid Cases*	61

<sup>\*</sup>Caution should be used when interpreting the results due to a small sample size.

- The average nightly rate paid by visitors staying in other paid accommodations was \$181. About half (47.5%) of the visitors paid a rate of \$150 or less per night.
- Other accommodations include lodging arrangements such as timeshares, condominiums, apartments, Bed and Breakfasts, hostels, private home rentals, RVs, campgrounds, cruise ships, and any other types of paid temporary housing.

If you are staying in a paid accommodation, how many people are staying with you, including yourself?

**Table 11: People per Hotel Room** 

Response	Percentage 2018
One person	55.3
Two people	32.3
Three people	5.8
Four people or more	6.6
Total	100.0
Average no. of people	1.6
Valid Cases	659

• Over half (55.3%) of the out-of-town hotel visitors reported one person per room. The average number of people per hotel room was 1.6.

**Table 12: People in Other Accommodations** 

Response	Percentage 2018
One person	14.6
Two people	22.9
Three people	9.2
Four people	13.8
Five people	7.4
Six people	7.4
Seven people or more	24.7
Total	100.0
Average no. of people	4.6
Valid Cases*	65

<sup>\*</sup>Caution should be used when interpreting the results due to a small sample size.

- Over one-third (37.5%) of the visitors staying in other paid accommodations reported either one or two people per lodging. The average number of people per paid accommodation was 4.6.
- Other accommodations include lodging arrangements such as timeshares, condominiums, apartments, Bed and Breakfasts, hostels, private home rentals, RVs, campgrounds, cruise ships, and any other types of paid temporary housing.

If you are staying in a hotel or Bed and Breakfast, are you sharing a room with other convention delegate(s)?

**Table 13: Share Room with Convention Delegate** 

Response	Percentage 2018
Yes	35.4
No	64.6
Total	100.0
Valid Cases	663

• Most (64.6%) of the hotel visitors did not share a room with other convention delegate.

If you are staying in a hotel, how many rooms is your party occupying?

**Table 14: Hotel Rooms** 

Response	Percentage 2018
One room	72.7
Two rooms	10.2
Three rooms	5.5
Four rooms	2.0
Five rooms or more	9.6
Total	100.0
Average no. of rooms	2.1
Valid Cases	635

• About three-quarters (72.7%) of the hotel visitor parties occupied one room each. Another 10.2% reported occupying two rooms. The average number of hotel rooms was 2.1.

#### What was your mode of transportation to the New Orleans Metro Area?

**Table 15: Mode of Transportation to New Orleans** 

Response	Percentage 2018
Airplane	74.2
Personal vehicle	25.5
Rental vehicle	-
Other	0.3
Total	100.0
Valid Cases	747

• Around 74% of the out-of-town visitors flew to the New Orleans metro area. Another 25.5% of visitors drove their personal vehicle to the city.

#### What is the primary purpose of your visit to the New Orleans Metro Area?

**Table 16: Primary Purpose of Visit** 

Response	Percentage 2018
Convention at the NOMCC	99.7
Vacation/Pleasure	0.2
Business	-
Other	0.2
Total	100.0
Valid Cases	747

• As expected, virtually all (99.7%) of the out-of-town visitors were in the city primarily to attend an event at the NOMCC.

Did you bring any guests to the N.O. Metro Area (family/friends who did not attend the conference)?

Table 17: Guests

Response	Percentage 2018
Yes	15.5
No	84.5
Total	100.0
Valid Cases	747

• Most (84.5%) of the out-of-town attendees did not bring guests to the New Orleans area. The term guest refers to family or friends who did not attend the events at the NOMCC.

If you brought guests to the N.O. Metro Area, how many did you bring?

**Table 18: Number of Guests** 

Response	Percentage 2018
One person	69.6
Two people	16.5
Three people	4.8
Four people	4.3
Five people or more	4.8
Total	100.0
Average no. of people	1.6
Valid Cases	111

• Among out-of-town visitors who brought guests to New Orleans, about 70% brought one person. The average number of guests was 1.6.

If you brought guests to the N.O. Metro Area, did your party bring children under the age of 18?

**Table 19: Children in Party** 

Response	Percentage 2018
Yes	30.2
No	69.8
Total	100.0
Valid Cases	110

• The majority (69.8%) of out-of-town visitors who brought guests to New Orleans did not bring children.

If your party brought children under the age of 18, how many did you bring?

**Table 20: Number of Children** 

Response	Percentage
Response	2018
One child	50.9
Two children	35.8
Three children	5.7
Four children or more	7.6
Total	100.0
Average no. of children	1.8
Valid Cases*	31

<sup>\*</sup>Caution should be used when interpreting the results due to a small sample size.

• Among out-of-town visitors who brought children to New Orleans, half (50.9%) had one child. Another 35.8% of attendees brought two children. The average number of children was 1.8.

Based on your experience at the NOMCC, rate how likely you are to visit New Orleans in the future

**Table 21: Likelihood to Return to New Orleans** 

Response	Percentage 2018
More likely	51.6
Equally likely	44.1
Less likely	4.3
Total	100.0
Valid Cases	748

• Half (51.6%) of the out-of-town visitors are more likely to return to New Orleans in the future based on their experience at the NOMCC. Another 44.1% of visitors are equally likely.

#### **Perceptions**

Tables presented in this section (perceptions) contain questions asked to all attendees, both local and out-of-town.

Is this your first time attending an event at the NOMCC?

Table 22: First Visit to the NOMCC

Response	Percentage 2018	
Yes	48.0	
No	52.0	
Total	100.0	
Valid Cases	1,080	

• Just under half (48.0%) of the respondents were first-time attendees to the NOMCC.

On a scale of 1 to 5, compared to other venues you have visited, rate how favorably the NOMCC compares to them

**Table 23: Rating NOMCC** 

Response	Percentage 2018
Much more favorably - 5	28.6
4	24.4
Equally favorably - 3	40.0
2	5.4
Much less favorably - 1	1.5
Total	100.0
Valid Cases	1,099

• About 29% of the attendees rated the NOMCC as *much more favorably* compared to other venues they have visited in the past. Another 40.0% of attendees rated it as *equally favorably*.

#### **Demographics**

Tables presented in this section (demographics) contain questions asked to all attendees, both local and out-of-town. Questions regarding race, gender, and age were answered by observation only.

Which category best describes your household annual income, before taxes?

**Table 24: Household Annual Income of Respondents** 

Response	Percentage	
	2018	
Under \$25,000	7.3	
\$25,000 - \$49,999	8.6	
\$50,000 - \$74,999	16.8	
\$75,000 - \$99,999	18.0	
\$100,000 - \$149,999	24.3	
\$150,000 - \$199,999	12.9	
\$200,000 or more	11.9	
Total	100.0	
Valid Cases	1,036	

• Close to half (49.1%) of the respondents had a household annual income of \$100,000 or more.

**Table 25: Race of Respondents** 

Response	Percentage 2018	
Caucasian	71.5	
African American	20.5	
Hispanic	3.3	
Asian	3.2	
Other	1.5	
Total	100.0	
Valid Cases	1,097	

• The majority (71.5%) of respondents were identified as Caucasian, while another 20.5% were African American.

**Table 26: Gender of Respondents** 

Response	Percentage 2018	
Male	41.6	
Female	58.4	
Total	100.0	
Valid Cases	1,093	

• Most of the intercepted respondents were females (58.4%).

**Table 27: Age of Respondents** 

Response	Percentage 2018	
18 - 24 years old	7.7	
25 - 34 years old	22.5	
35 - 49 years old	33.5	
50 - 64 years old	30.6	
65 years or older	5.7	
Total	100.0	
Valid Cases	1,094	

• The most common age group among respondents were between the ages of 35 and 64 years old (64.1%).

# **Profile Exhibiting Companies and Sponsoring Associations**

#### **Attendance and Place of Business**

Tables presented in this section (attendance and place of business) contain questions asked to exhibiting companies and sponsoring associations, both local and out-of-town.

#### Do you represent a(n)?

**Table 28: NOMCC Types of Companies/Organizations** 

Response	Percent of Cases 2018
Exhibiting company	00.1
Exhibiting company	98.1
Sponsoring association	1.2
Other	1.0
Total*	100.4
Number of Responses	486

<sup>\*</sup>Total equals more than 100% due to multiple responses.

 Near all (98.1%) of the companies or organizations that completed the survey were exhibiting companies.

Is your company/organization's regular place of business in the New Orleans Metro Area?

**Table 29: Place of Business** 

Response	Percentage 2018	
Yes	3.3	
No	96.7	
Total	100.0	
Valid Cases	484	

• The vast majority (96.7%) of companies or organizations did not consider the New Orleans Metro Area as their regular place of business.

#### **Participation Characteristics**

Tables presented in this section (participation characteristics) contain questions asked to exhibiting companies and sponsoring associations, both local and out-of-town.

When did your company/organization participate at a convention, tradeshow, or meeting held at the New Orleans Ernest N. Morial Convention Center (NOMCC)?

Table 30: Month of Convention, Tradeshow, or Meeting

Response	Percentage 2018	
January 2018	0.2	
February 2018	23.1	
March 2018	24.8	
April 2018	13.2	
May 2018	11.2	
June 2018	27.3	
July 2018	0.2	
Total	100.0	
Valid Cases	484	

- The companies or organizations that completed the survey were in New Orleans more frequently during June (27.3%), March (24.8%), and February (23.1%).
- It is important to note that the survey was distributed to companies/organizations that participated in activities at the NOMCC starting in February 2018. However, the survey was not actively distributed to companies/organizations that participated in events after June 2018.

Total

Valid Cases

Average no. of days

100.0

0.9

397

How many days, in total, did your company/organization participate at the 2018 convention/ tradeshow/meeting held at the New Orleans Ernest N. Morial Convention Center (NOMCC), including set-up/tear-down time?

Percentage 2018 Response Move-In Move-Out **Event Days Days** Days 2.4 0 days 23.4 1 day 71.5 1.9 70.0 2 days 19.8 5.5 14.0 3 days 2.9 69.2 0.5 2.2 4 days 13.7 5 days or more 1.2 1.2 0.6

**Table 31: Days Convention** 

During 2018, 71.5% of the companies/organizations spent one day to move in, while 70.0% spent one day moving out. 69.2% of the companies/organizations spent three days at the events. The average number of move-in days was 1.4, while the average number of move-out days was 0.9. The average number of days spent at the events was 3.0.

Did your company/organization bring any representatives or guests to the convention/ tradeshow/meeting held at the NOMCC who were not registered attendees?

100.0

1.4

414

100.0

3.0

422

**Table 32: Non-Registered Attendees** 

Response	Percentage 2018	
Yes	19.9	
No	80.1	
Total	100.0	
Valid Cases	428	

• The majority (80.1%) of companies/organizations did not have any representatives or guests who were not registered attendees.

How many attendees did your company/organization have at the convention/tradeshow /meeting held at the NOMCC?

**Table 33: Number of Attendees** 

Response	Average 2018	Valid Cases 2018
Registered delegates	4.1	197
Registered exhibitors	5.5	391
Non-registered representatives or guests	0.8	157
Other	1.0	87*

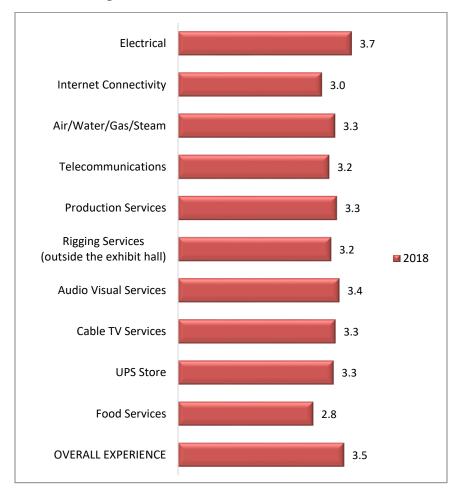
<sup>\*</sup>Caution should be used when interpreting the results due to a small sample size.

• Companies/organizations had an average of 4.1 registered delegates, 5.5 registered exhibitors, 0.8 non-registered representatives or guests, and 1.0 other attendees.

#### **Satisfaction**

Tables presented in this section (satisfaction) contain questions asked to exhibiting companies and sponsoring associations, both local and out-of-town.

Rate your satisfaction with the execution of your booth services:



**Figure 3: NOMCC Performance Indicators** 

- Companies/organizations were asked to rate their level of satisfaction regarding the
  execution of booth services provided by the NOMCC. The rating was done using a five-point
  scale, where 1 means "very dissatisfied" and 5 means "excellent". Averages were computed
  and compared among services.
- Booth services offered by the NOMCC that ranked higher on average satisfaction include electrical (3.7) and audio-visual services (3.4). Booth services with the lowest average ratings include internet connectivity (3.0) and food services (2.8). The average rate for the overall booth services experience was 3.5.

**Table 34: NOMCC Additional Services** 

Response	No	Somewhat	Yes	Total	Valid Cases
Were your questions and service inquiries responded to quickly PRE-EVENT?					
2018	2.4	16.8	80.8	100.0	291
Were staff available to answer your ONSITE questions and service inquires?					
2018	2.1	14.4	83.5	100.0	291
Were staff friendly?					
2018	1.3	12.8	85.9	100.0	297

- About 81% of companies/organizations considered that their questions and service inquires submitted *prior to* the event were addressed quickly.
- Another 83.5% of companies/organizations reported that staff were available *onsite* to answer their questions and service inquires.
- Nearly 86% of companies/organizations stated that staff were friendly.

# **Economic Impact**

#### Introduction

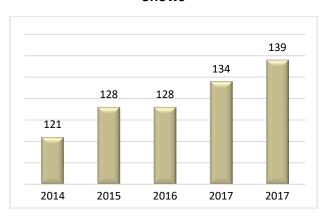
Visitor and organizational spending generated valuable economic benefits in the New Orleans area during 2018. The purpose of this section is to estimate the total economic impact of the activities generated by the NOMCC on the 8-parish New Orleans Metropolitan Statistical Area (NOMSA). This analysis estimates total spending, total income, total employment, and total state and local tax revenues created by the event.

Although the economic impact attributed to the NOMCC depends on a wide range of aspects, the factors that will ultimately determine its magnitude comprise:

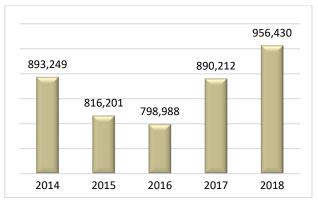
- Total attendance
- Number of exhibiting companies and sponsoring associations
- Individual expenditures of attendees
- Expenditures of exhibiting companies and sponsoring associations
- Operational and capital spending of the NOMCC
- Economic and tourism indicators

#### **Attendance**

Figure 4: Number of Conventions and Trade Shows



**Figure 5: Number of Conventioneers** 



The NOMCC provided estimates of the number of conventions and attendance for the calendar year 2018, along with revised estimates for the calendar year 2017. The attendance figures provided by the NOMCC correspond to unique people.

A total of 139 conventions and trade shows took place at the NOMCC during 2018, representing an increase of 4% compared to 134 conventions in 2017 and representing the largest indicator since 2012 (Figure 4). In the same year, the total number of conventioneers was 956,430,

representing an increase of 7% over 2017 estimates (890,212). Like 2017, the magnitude of the increase in attendance in relation to that of the number of conventions indicates that the NOMCC successfully attracted a greater fraction of larger conventions than in prior years. The attendance recorded in 2018 also represented the largest number of conventioneers since 2012 (Figure 5).

NOMCC representatives provided the total number of out-of-town conventioneers for 2018, along with revised figures for 2017.

In 2018, the number (652,528) of non-resident conventioneers who participated in activities at the NOMCC increased almost 1% compared to estimates in the prior year (647,676). The out-of-town visitation growth represented almost 20%, in 2017, 7% in 2016, and -5% in 2015. The number of out-of-town conventioneers reported in 2018 is comparable to estimates from 2017 and 2013 and represents the largest figure since 2012 (Figure 6).

The fraction of out-of-town attendees decreased compared to last year's and remained comparable to 2016 estimates (Table 35). The slight increase in non-resident attendance compared to the increase of total attendance indicates that during 2018, the NOMCC attracted a greater proportion of larger local conventions than in the previous year.

The total economic impact is based on the total out-of-town visitation estimated from the total NOMCC out-of-town attendance. In this analysis, local attendees are not included. Total out-of-town visitation is comprised by three types of visitors: registered delegates, exhibitors and officials, and spouses and guests of delegates or exhibitors. The proportion for each type of visitor was revised based on the results of the 2018 survey, along with methods derived from the 2000 convention study prepared by the DBER. The 2018 survey included questions to determine the types of attendees, the fraction of attendees who brought guests to the city, and the number of attendees representing exhibiting companies. The proportions among the three groups are assumed to be a valid representation of visitors associated to the NOMCC on any regular year (Figure 7).



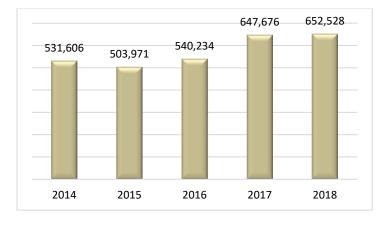


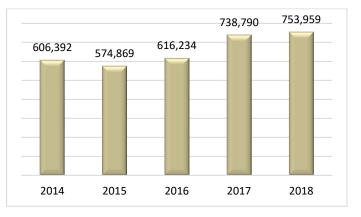
Table 35: Proportion of Out-of-Town
Conventioneers

Year	Percentage
2014	60%
2015	62%
2016	68%
2017	73%
2018	68%

Figure 7: Proportion of Out-of-Town Visitors



Figure 8: Total Number of Out-of-Town Visitors



The total NOMCC out-of-town attendance is assumed to consist of two of the three types of visitors, specifically registered delegates and exhibitors and officials. Therefore, total visitation can be estimated from the out-of-town attendance, along with the proportions of visitors included in the prior analysis (Figure 7).

The total number of out-of-town visitors in 2018 was estimated at almost 754,000 individuals (Figure 8). Based on the revised distribution among the three types of attendees derived from the 2018 survey, total visitation is comprised by 62% registered delegates, 13% spouses and guests, and 25% exhibitors and officials (Table 36).

During 2012 and 2013, total out-of-town visitation remained relatively stable at around 725,000, followed by a decrease of 16% the following year. Between 2014 and 2016, visitation decreased and fluctuated at around 600,000, while in 2017, visitation returned to levels of visitation reported 5 years ago. During 2018, visitation remained strong, increasing 2% compared to the prior year, and representing the largest figure since 2012. (Table 36).

**Table 36: Total Number of Out-of-Town Visitors** 

Visitor Types	2014	2015	2016	2017	2018
Registered Delegates	293,277	278,031	298,037	357,310	466,599
Spouses and Guests	74,786	70,898	76,000	91,114	101,431
<b>Exhibitors and Officials</b>	238,329	225,940	242,197	290,366	185,929
Total Number of Visitors	606,392	574,869	616,234	738,790	753,959

## **Direct and Secondary Spending**

The total economic impact is comprised by direct and secondary spending. In order to assess the total spending, only the expenditures that stimulate the local economic activity were considered. The analysis includes spending of out-of-town registered delegates, spouses and guests, and exhibitors and officials while in the city. The spending generated by the three types of visitors include expenses for items such as food and lodging. Other applicable spending includes money that exhibiting companies and sponsoring associations spent in the city to prepare for the convention or trade show. Furthermore, the spending includes expenses originated from the daily operations at the NOMCC. The analysis of direct and secondary spending was categorized into two mutually exclusive groups:

- Delegates, guests, and exhibitors and officials' spending
- Organizational spending

The two groups were analyzed individually to reflect differences in spending characteristics. The analysis of each group is presented in the following sections.

#### Delegates, Guests, and Exhibitors and Officials

Total direct spending for this group was estimated from average individual expenditures and outof-town visitation. Individual spending corresponds to the average trip expenditures per person by type of visitor. Spending estimates were derived from the 2018 survey and correspond to spending characteristics of out-of-town visitors. Other current assumptions are described below:

- Based on the 2018 survey results, about 88% of the delegates and exhibitors who spent at least one night in New Orleans stayed in hotels, while the remainder corresponds to visitors who stayed in other accommodations and visitors who were in New Orleans just for the day.
- Total spending for spouses and guests excludes lodging, since these visitors are assumed to have lodged with registered delegates or exhibitors and officials.

In the past, due to constraints in data availability, individual trip expenditures were estimated from information available to the DBER, along with assumptions used in studies prior to 2015. Methods applied to estimate the individual spending in prior years are described below:

- Registered delegates spending was derived from average expenditures of traditional conventioneers to the New Orleans area during the specific calendar year. Traditional conventioneers include all visitors who were in the metro area for a convention, regardless of their participation in activities at the NOMCC.
- Spending of non-delegates, referred to as spouses and guests, was based on average expenditures of traditional leisure visitors to the New Orleans area during the specific calendar year.

• Exhibitors and officials' expenditures were derived as a proportion of registered delegates spending. The proportion was based on previous years' studies, along with inflation indicators and other economic factors.

Table 37: Average Individual Visitor Trip Expenditures - By Type of Visitor

Spending	Registered Delegates	Spouses and Guests	Exhibitors and Officials
Restaurants/Meals	\$277	\$202	\$369
Bars/Nightclubs	\$80	\$39	\$119
Recreation/Entertainment	\$29	\$34	\$23
Shopping	\$82	\$133	\$78
Local Transportation	\$82	\$57	\$105
Gambling	\$19	\$17	\$33
Lodging	\$470	-	\$594
Total	\$1,039	\$482	\$1,323

During 2018, the total average trip spending per person for delegates increased 4%, while the spending of exhibitors and officials increased 2%. Conversely, total expenses of guests decreased almost 1%. It is important to note that the differences in sources of spending in 2018 compared to prior years reflect significant differences among individual spending categories. For instance, spending in recreation/entertainment and shopping is substantially lower, while spending in local transportation and bars/nightclubs is higher. Despite such differences, total spending estimates remain comparable to prior years (Table 37).

Despite the overall increases in spending for two of the three groups, the aggregate individual spending for the three groups decreased about 2% from (\$1,050) in 2017 to \$1,034 in 2018 (Table 38). Such decrease is driven by the difference in the proportion of visitation among the three groups (Figure 7). As expected, the spending category with the largest decrease includes recreation/ entertainment, while the largest increase corresponds to local transportation.

Table 38: Average Individual Visitor Trip Expenditures - Aggregate

Spending	2015	2016	2017	2018
Restaurants/Meals	\$272	\$295	\$275	\$290
Bars/Nightclubs	\$72	\$78	\$70	\$84
Recreation/Entertainment	\$95	\$97	\$79	\$28
Shopping	\$161	\$142	\$112	\$88
Local Transportation	\$48	\$67	\$61	\$84
Gambling	\$28	\$24	\$23	\$22
Lodging	\$469	\$443	\$430	\$437
Total	\$1,146	\$1,146	\$1,050	\$1,034

**Table 39: NOMCC Visitor Direct Spending** 

Spending	Total Delegates	Total Guests	Total Exhibitors and Officials	Direct Spending
Restaurants/Meals	\$129,250,324	\$20,525,054	\$68,682,888	\$218,458,266
Bars/Nightclubs	\$37,265,592	\$3,905,438	\$22,156,484	\$63,327,514
Recreation/Entertainment	\$13,738,888	\$3,413,387	\$4,302,300	\$21,454,575
Shopping	\$38,270,238	\$13,499,854	\$14,549,989	\$66,320,081
Local Transportation	\$38,039,479	\$5,817,439	\$19,576,546	\$63,433,463
Gambling	\$9,047,602	\$1,743,397	\$6,124,705	\$16,915,703
Lodging	\$219,188,695	-	\$110,515,611	\$329,704,306
Total	\$484,800,818	\$48,904,568	\$245,908,522	\$779,613,908

Based on the individual trip expenditures, estimates can be made of the total direct spending attributable to out-of-town visitors who came to New Orleans to participate in activities at the NOMCC. Total direct spending by type of visitor was determined for each expense category as the product of visitors' average trip expenditures and total number of out-of-town visitors.

During 2018, registered delegates made the largest contribution to direct spending at \$485 million (62%), followed by exhibitors and officials at \$246 million (32%). Similar to prior years, a small fraction (6%) of the direct spending was generated by spouses and guests at \$49 million. In total, direct visitor spending contributed by the three groups totaled \$780 million (Table 39).

For every new dollar of direct spending, additional dollars of secondary spending are generated in the economy. Secondary spending, or the ripple effect, is based on indirect and induced spending generated from direct spending. Indirect spending corresponds to changes in industry-to-industry spending, while induced spending corresponds to changes in household spending. Secondary spending was calculated as a proportion of direct spending using multipliers provided by the United States Department of Commerce, Bureau of Economic Analysis (BEA). The most recent (2016) BEA Regional Input-Output Modeling System (RIMS II) values for the New Orleans Metropolitan Statistical Area were used in this analysis. These multipliers are specific to each industry in a given area. The multipliers used in this report correspond to industries in the New Orleans metro area represented by each spending category.

Secondary Total Direct **Spending** Spending Spending Spending Restaurants/Meals \$218,458,266 \$179,419,774 \$397,878,039 Bars/Nightclubs \$63,327,514 \$52,010,888 \$115,338,402 Recreation/Entertainment \$21,454,575 \$16,170,313 \$37,624,888 Shopping \$66,320,081 \$51,928,623 \$118,248,705 **Local Transportation** \$63,433,463 \$71,730,560 \$135,164,024 \$16,915,703 \$29,665,069 Gambling \$12,749,366 Lodging \$329,704,306 \$232,936,092 \$562,640,398 Total \$779,613,908 \$616,945,616 \$1,396,559,524

**Table 40: NOMCC Total Visitor Spending** 

Total visitor impact attributed to out-of-town attendees to the NOMCC in 2018 was determined as the sum of direct and secondary spending. Visitors who came to the New Orleans area spent a total of \$780 million for direct or primary spending. Based on their primary spending, out-of-town visitors generated another \$617 million in secondary spending. Therefore, the total impact produced by visitors to the NOMCC in 2018 was \$1.4 billion (Table 40).

Proportionally, the largest spending category was lodging (40%), followed by restaurants/meals (28%), and local transportation (10%). The lowest spending category was gambling (2%) and recreation/entertainment (3%). The proportions for spending in shopping and bars/nightclubs were very similar at about 8%, each. As expected, compared to the prior year, total spending was proportionally lower for recreation/entertainment and shopping, but slightly higher for local transportation and restaurants/meals. The remainder categories were stable (Figure 9).

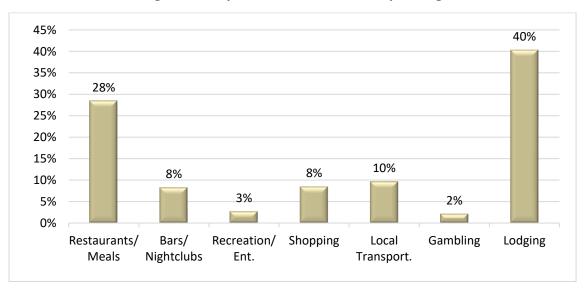


Figure 9: Proportion of Total Visitor Spending

#### **Organizations**

Spending at the organizational level includes expenses of exhibiting companies and sponsoring associations, along with operating and capital expenses at the NOMCC.

#### **Exhibiting Companies**

Spending that contributes to the total economic impact includes money that exhibitors spent in the city to prepare for a convention or trade show. The average spending per exhibiting company was derived from the 2018 survey results. Exhibiting companies provided spending figures for eleven categories. These categories include equipment rental, advertising, hospitality suites, items/services bought locally, among others (Table 41). Companies that completed the survey also provided average spending exhibition space and booth rental fees. This indicator is not included as part of the economic impact since it is paid to the association organizing the event and it is part of the spending associated to sponsoring associations (next section). In prior years, average spending was derived from historical figures along with inflation measured by the travel price index defined by the Consumer Price Index (CPI), U.S. Bureau of Labor Statistics (BLS).

**Table 41: Average Exhibiting Companies Event Expenditures** 

Response	2018
Food and beverage functions	\$1,218
Hospitality suites	\$1,342
Advertising in New Orleans	\$195
Additional exhibit hall or meeting rooms charges	\$498
Equipment rental (audio-visual, computers, etc.)	\$929
Services hired (translators, models, booth staff, etc.)	\$270
Vendor services (drayage, electrical, etc.)	\$2,539
Service contractors	\$1,845
Transportation Services	\$1,112
Staff members' expenses in N.O.	\$3,209
Other	\$1,240
Total	\$14,398
Exhibition space and booth rental fees	\$8,949

In 2018, the number of exhibiting companies was provided by the NOMCC, along with revised figures for the calendar year 2017. In years prior to 2017, the number of exhibiting companies was estimated as a proportion of total out-of-town visitation. In total, it was estimated that approximately 3.6% of the total visitation translates into exhibiting companies.

**Exhibiting Companies** 2015 2016 2017 2018 Total no. of conventions 128 128 134 139 Total no. of exhibiting cos. 20,802 22,299 22,614 23,681 170 Avg. no. per convention 163 174 169 Average spending per \$10,857 \$10,996 \$11,231 \$14,398 exhibiting company

**Table 42: Exhibiting Companies** 

A total of just under 23,700 exhibiting companies were estimated during 2018. This estimate represents an increase of 5% over the figure reported in 2017 (22,614). This total results in an average of 170 exhibiting companies per convention or trade show, a slight increase of 1% from estimates in the prior year (170). In addition, it was estimated that exhibiting companies spent an average of over \$14,000, an increase of 28% over the 2017 estimates (Table 42). The significant increase in average spending compared to the prior year is attributed to the implementation of an updated source of information during 2018 that accounts for spending changes beyond inflation. Individual spending, along with the number of exhibiting companies, determined the total direct expenditures attributed to this group (Table 44).

#### **Sponsoring Associations**

Similar to exhibiting companies, sponsoring associations spent money in the local economy as a result of a convention or trade show. The nature of these expenditures is very similar to that of exhibiting companies. During 2018, the survey instrument was designed to gather spending information from these associations. However, nearly all of the responses were obtained from exhibiting companies. As a result of data limitations, spending of sponsoring associations was estimated following similar methods to those in prior years.

Due to data availability limitations, direct spending in this group was analyzed as a whole rather than individually. That is, spending represents the total expenditures among all sponsoring associations per convention or trade show, and not the sponsoring association's individual spending. Spending for all associations was derived from total out-of-town visitation, along with previous years' reports and inflation measured by the travel price index.

Sponsoring Associations	2015	2016	2017	2018
Total no. of conventions	128	128	134	139
Total no. of sponsoring assoc.*	-	-	134	137
Average spending per convention	\$702,759	\$762,932	\$892,361	\$899,305

**Table 43: Sponsoring Associations** 

In 2018, sponsoring associations spent an average of over \$899,000 in total for a convention or trade show. This figure represents an increase of 1% over the indicator reported the previous year (Table 43). Total direct spending attributed to sponsoring associations was determined as the product of total spending among all associations per convention, along with the total number of conventions. Total direct spending for this group is presented in Table 44.

#### **NOMCC Operating and Capital Expenses**

Total spending also includes the economic activity generated directly by the NOMCC operations. This spending was categorized into two mutually exclusive categories: operating and capital expenses. Operating expenditures comprise spending on administrative, marketing, building operations, event services, food services, and other activities required for the NOMCC's daily operations. Depreciation and similar expenses were not included in the analysis since they are not considered money generators from an economic perspective. Capital expenses are derived from spending generated by capital assets, including depreciated and non-depreciated assets. Expenditures presented in this section were provided by the NOMCC representatives. Total direct spending from both categories is presented in Table 44.

Similar to visitor spending, organizational secondary spending was based on the indirect and induced spending generated from direct spending. For every new dollar of direct spending, additional dollars of secondary spending are generated in the economy. Secondary spending was calculated as a proportion of direct spending using the 2016 BEA Regional Input-Output Modeling System (RIMS II) values for the New Orleans metro area.

<sup>\*</sup>The number of sponsoring associations was not available prior to 2017.

Direct Secondary Total Spending Spending Spending Spending **Exhibiting Companies** \$340,947,478 \$299,800,832 \$640,748,310 \$231,928,379 **Sponsoring Associations** \$125,003,396 \$106,924,982 **NOMCC Operating Expenses** \$55,928,851 \$47,343,032 \$103,271,883 **NOMCC Capital Spending** \$16,527,148 \$13,742,324 \$30,269,472 Total \$538,406,874 \$467,811,170 \$1,006,218,043

**Table 44: NOMCC Total Organizational Spending** 

Total organizational impact during 2018 was determined as the sum of direct and secondary spending. Organizations spent a total of \$538 million for direct or primary spending. Based on their primary spending, organizations generated another \$468 million in secondary spending. Therefore, organizations associated to activities at the NOMCC during 2018 produced a total impact of \$1.0 billion (Table 44).

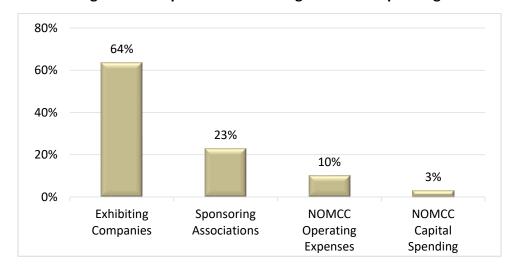


Figure 10: Proportion of Total Organizational Spending

Just like in prior years, exhibiting companies produced the largest fraction of spending at 64%, followed by sponsoring associations at 23%. Proportionally, exhibiting companies spending increased, while sponsoring associations decreased. The fraction of NOMCC operating expenses and capital expenditures remained stable (Figure 10).

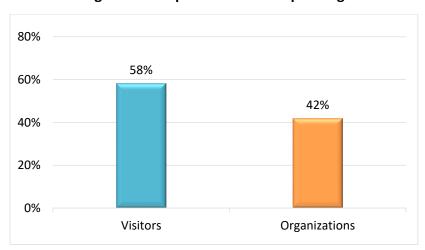
#### **Total Economic Impact**

Table 45 contains the total direct and secondary impact from both visitors and organizations. Total direct spending accounted for \$1.3 billion, resulting in \$1.1 billion in secondary spending. Therefore, the total economic impact attributed to the NOMCC during 2018 was estimated at \$2.4 billion. In total, visitors contributed over half (58%) to the total economic activity generated by the NOMCC (Figure 11).

Direct Secondary Total Spending **Spending Spending Spending** Visitors \$779,613,908 \$616,945,616 \$1,396,559,524 \$467,811,170 Organizations \$538,406,874 \$1,006,218,043 Total \$1,318,020,782 \$1,084,756,785 \$2,402,777,567

**Table 45: NOMCC Total Visitor and Organizational Spending** 





#### **Comparison of Economic Impacts**

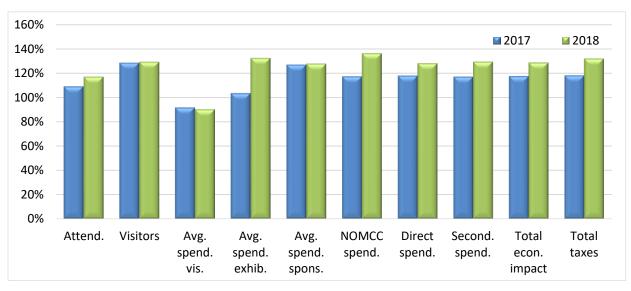
Table 46 provides a comparison of the NOMCC total spending over the last five years. In addition, Figure 12 includes a graphical representation of the growth rate of factors influencing the economic impact. This growth rate was estimated using 2015 as the base point.

The NOMCC total economic impact during 2018 was positively influenced by the increase in direct organizational spending, specifically exhibiting companies, which increased 34%. Furthermore, direct spending of sponsoring associations increased 5%, while the NOMCC operational and capital spending had a positive change of 12% and 33%, respectively. Conversely, total direct visitor spending remained virtually unchanged (0.5%). Thus, after factoring in such positive contributions, and despite the decrease in individual visitor trip spending (-2%), the total economic impact of the NOMCC in 2018 increased almost 10% over that of the prior year. The total economic impact during 2018 represented the largest estimate since 2014. Additionally, the 2018 estimate (\$2.4 billion) was comparable to the economic activity recorded during 2017 (\$2.2 billion), 2013 (\$2.1 billion) and 2012 (\$2.2 billion).

Spending (Millions) 2014 2015 2016 2017 2018 **Direct Spending** \$1,121 \$1,027 \$1,098 \$1,212 \$1,318 **Secondary Spending** \$720 \$837 \$873 \$980 \$1,085 **Total Spending** \$1,842 \$1,864 \$1,971 \$2,191 \$2,403

**Table 46: Historical Total Spending** 





#### **Earnings**

Direct spending also generates earnings or income in the economy. As visitor and organizational expenditures flow in the local economy, new jobs are generated, thus creating additional income for residents of the New Orleans area. These earnings are created across different employment industries, including non-tourism related sectors. The 2016 BEA RIMS II Multipliers were used to estimate the earnings created for each industry impacted by direct spending.

During 2018, spending from visitors and organizations generated \$755 million of new earnings for residents of the New Orleans metro area, representing an increase of 11% over the \$679 million estimated during 2017.

#### **Employment**

Employment figures include direct and secondary jobs. During 2018, the NOMCC employed an annual average of 557 full and part-time people, an increase of 9% over estimates in the prior year (509). These jobs were responsible of the daily operations at the NOMCC and are referred to as direct employment.

Direct spending generated by visitors and organizations is also responsible for the creation or support of full-and part-time jobs in the economy. These jobs are referred to as secondary employment. Similar to earnings, these jobs are part of different employment industries, including non-tourism related sectors. The respective 2016 BEA RIMS II Multipliers for employment were used to estimate the spin-off jobs that result from NOMCC visitor and organizational spending. This analysis was done for each industry impacted by direct spending.

In total, the NOMCC was responsible for the creation or support of 23,702 full-and part-time jobs in the New Orleans metro area economy. It is important to note that some of these were not new jobs necessarily, but rather existing jobs which are supported by the spending generated by visitors and organizations. Total direct and secondary employment generated by the NOMCC accounted for 24,259 jobs, an increase of 11% from 2017 estimates (21,941).

#### **State and Local Tax Revenues**

Although the NOMCC does not pay local or state taxes, activities generated by the Convention Center bring taxes into the economy. Tax revenues presented in this analysis include only those taxes originated from activities directly associated with the NOMCC during 2018. Taxes paid directly by businesses (i.e. income and property taxes) are not included in this analysis.

Spending and employment created in the New Orleans area by the NOMCC generate taxes for state and local governments. There are two types of tax revenues estimated in this report: direct and indirect taxes.

Direct revenue includes taxes that visitors and organizations pay to state and local governments directly. Examples include occupancy taxes paid on hotel rooms and sales taxes paid on retail purchases, including food and drinks. The direct tax revenue in this analysis was measured by current lodging, sales, and gambling taxes. Hotel and food/beverage occupancy taxes are also part of this analysis. The current direct taxes include the statutory assessment implemented in mid-2015, the French Quarter security tax implemented in early 2016, and the increase in state sales tax implemented in 2016, along with the decrease in sales tax rate implemented in half-year 2018. Furthermore, lodging taxes include taxes collected from both hotels and short-term rentals.

Indirect taxes are paid on the revenue or earnings generated by direct spending. The revenue created by direct spending results in jobs and salaries, and on those salaries, the recipients pay state income taxes. In addition, the recipients buy goods and services and pay taxes that correspond to those transactions. The retail sales tax applies to the purchase of most goods and services. However, other items are not taxable under the retail sales tax, but are taxable under various other taxes. Examples of these are taxes on gasoline, insurance premiums, and alcohol. These are referred to as excise taxes. The assumption used to estimate the revenue from these indirect taxes is that the recipient of newly created income is no different from the average Louisiana consumer. Therefore, the proportion of taxes paid on secondary income is equivalent to the average values of the state as a whole. The indirect taxes for state and local governments in this analysis were measured by current income, sales, excise, and business taxes.

Total tax revenues are also classified by type of tax and government level (local or state). Taxes derived from primary spending are categorized by the entity receiving the funds, while taxes from secondary spending are presented as total revenues. It is important to note that the amount of revenues assigned to each entity represents an estimate and could differ from actual revenues collected.

**Table 47: State and Local Direct Tax Revenue** 

Government and Tax	Sales Taxes	Lodging Taxes*	Occupancy Taxes*	Gambling Taxes	Total
State Taxes					
NOMCC	-	\$11,100,808	-	-	\$11,100,808
State General Fund	\$39,079,348	\$9,674,277	-	\$3,636,876	\$52,390,502
Superdome	-	\$14,801,077	-	-	\$14,801,077
<b>Total State Taxes</b>	\$39,079,348	\$35,576,163	-	\$3,636,876	\$78,292,387
Local Taxes					
City of N.O.	\$18,810,702	\$6,078,765	-	-	\$24,889,467
School Board	\$11,286,421	\$5,765,657	-	-	\$17,052,078
Regional Transit Auth.	\$7,524,281	\$3,843,771	-	-	\$11,368,052
City of N.O.**	\$1,881,070				\$1,881,070
NO&CO/NOTMC/FQ**	-	\$6,726,600	-	-	\$6,726,600
Other*	-	-	\$6,034,920	-	\$6,034,920
<b>Total Local Taxes</b>	\$39,502,473	\$22,414,794	\$6,034,920	-	\$67,952,188
Total Gov. Revenue	\$78,581,821	\$57,990,957	\$6,034,920	\$3,636,876	\$146,244,575

<sup>\*</sup>Short term rental taxes were added to the analysis in 2017. Half of the lodging taxes from hotels collected for the state's general fund goes back to the NO&CO. About three-quarters of the short-term rental taxes collected for the state's general fund go back to the city for code enforcement. Occupancy taxes of hotels are distributed to the NOMCC and NOTMC. Occupancy taxes of short-term rentals are allocated to the city's budget and to the Neighborhood Housing Improvement Fund.

In 2018, visitors and organizations contributed a total of \$146 million in direct state and local taxes. This indicator represents an increase of about 10% over 2017 estimates (\$133 million). The state collected \$78 million, while \$68 million was claimed by local governments in the New Orleans area. Furthermore, indirect taxes for state and local governments accounted for \$33 million and \$10 million, respectively (Table 47 and Table 48).

**Table 48: State and Local Indirect Tax Revenue** 

Government and Tax	State	Local
Income Taxes	\$10,934,637	-
Sales Taxes	\$12,155,941	\$9,908,004
Excise Taxes	\$8,263,734	-
Business Taxes	\$1,526,604	-
Total Governmental Revenue	\$32,880,916	\$9,908,004

<sup>\*\*</sup>Statutory tax assessment implemented in 2015 and French Quarter security tax implemented in 2016.

The economic activity associated with the NOMCC generated a total of \$111 million for the state of Louisiana, including direct and indirect taxes. In addition, \$78 million in tax revenue was created for local governments in the New Orleans area. Total tax revenue is the sum of state and local revenues. In summary, during 2018, NOMCC visitors and organizations generated a total of \$189 million in government tax revenue (Table 49).

**Table 49: State and Local Total Tax Revenue** 

Government and Tax	Total Revenue
State Taxes	
Sales Taxes	\$51,235,288
Lodging Taxes	\$35,576,163
Excise Taxes	\$8,263,734
Gambling Taxes	\$3,636,876
Income Taxes	\$10,934,637
Business Taxes	\$1,526,604
Total State Taxes	\$111,173,303
Local Taxes	
Sales Taxes	\$49,410,477
Lodging Taxes	\$22,414,794
Occupancy Taxes	\$6,034,920
Total Local Taxes	\$77,860,191
<b>Total Governmental Revenue</b>	\$189,033,494

### **Comparison of Tax Revenues**

Similar to total spending, total governmental revenue increased 12%, growing to \$189 million in 2018 from \$169 million reported in 2017. Tax revenue collections also represented the largest estimate since 2014 but remained lower than estimates in 2012 and 2013 (\$197 million each year). The growth in tax revenue was mainly driven by the increase in organizational spending (Table 50). The increase in indirect taxes, specifically local taxes was driven by changes in income and tax revenues collected during 2016 and 2017.

**Table 50: Historical Total Taxes** 

Government and Tax (Millions)	2014	2015	2016	2017	2018
Total State Tax Revenue	\$97	\$82	\$94	\$101	\$111
Total Local Tax Revenue	\$72	\$61	\$64	\$68	\$78
Total Governmental Revenue	\$169	\$143	\$158	\$169	\$189

#### Other Indicators

This section compares the economic activity generated by the NOMCC during 2018 to current economic indicators for the New Orleans area and the state of Louisiana.

#### **GDP**

The total economic impact, measured by direct and secondary spending, was estimated as a ratio of the total GDP in the New Orleans MSA. The most current (2017) GDP, adjusted to current dollars, measures the industry totals based on the 2007 North American Industry Classification System. It is important to note that GDP estimates are subject to yearly revisions.

• The \$2.4 billion NOMCC economic impact estimated in 2018 represents about 3.0% of the New Orleans MSA GDP (\$79.3 billion). The same indicator was estimated at 2.9% during 2017.

#### **Government Budget**

The NOMCC state and local tax revenues were compared to state and local budgets. The comparison was calculated as the ratio of the NOMCC tax revenues to current state and local budgets. The data used for the state analysis refers to the recommended *State General Fund Revenue* obtained from the *2018-2019 Governor's Executive Budget*. Similarly, data for the local analysis corresponds to the *General Fund Revenue* derived from the adopted *2018 Annual Operating Budget, City of New Orleans*. It is important to note that the taxes in this report are estimated for the calendar year, while government entities report revenues for fiscal years. Furthermore, tax revenues included in the state and city budgets are subject to revisions in subsequent years.

- Total state taxes (\$111 million) generated by the NOMCC in 2018 represent 1.3% of the state's total general fund revenue (\$9 billion), a slight increase from 1.1% estimated in 2017.
- Local tax revenue (\$78 million) accounted for 11% of the City of New Orleans' total general fund revenue (\$703 million), a modest increase from 10% estimated for 2017.

#### **Historical Data: Nominal**

This section includes an estimate of the total economic impact of the NOMCC since its opening year. Adding all comparable figures from 1985 through 2018 provides the 34-year economic activity. It is important to note that the sum of all economic activity through the end of the 30-year period was obtained from the 2014 report, which was prepared by other professionals. Furthermore, spending figures included in this analysis are not adjusted for inflation (Table 51).

- The NOMCC has attracted 3,108 conventions and trade shows between 1985 and 2018. During the 34-year period, the NOMCC has attracted an estimate of 18.0 million registered delegates, guests, and exhibitors and officials.
- Since its opening, the NOMCC has produced a total economic impact of \$60.3 billion. Total direct spending corresponds to \$27.2 billion, while secondary spending accounts for \$33.1 billion. During the same period, the NOMCC was responsible for generating \$14.7 billion of new earnings for residents of the New Orleans area.
- The NOMCC visitor and organizational spending also generated a total of \$4.0 billion in tax revenue for state and local governments over the 34 years of operations. The state of Louisiana and local governments have received \$2.3 billion and \$1.7 billion, respectively.

**Table 51: Historical Indicators - Nominal** 

Historical Indicators	34-Year Impact
Conventions and trade shows	3,108
Visitors	17,972,033
Direct Spending	\$27,155,177,309
Secondary Spending	\$33,144,488,365
Total Economic Impact	\$60,299,665,674
Earnings	\$14,668,726,175
State Taxes	\$2,276,238,196
Local Taxes	\$1,676,134,740
Total Taxes	\$3,952,372,936

#### **Historical Data: Real**

Table 52 includes the 34-year economic impact of the NOMCC adjusted for inflation. All spending figures in this analysis are chained (adjusted) to 2018 U.S. dollars. Due to additional constraints in data availability, the payments for the first 25 years were derived from a simulation. The parameters of the simulation include 5 years of actual data (2005-2009), aggregated figures available in the 2005 report, and average inflation rates derived from the BLS. The 25-year spending adjusted for inflation derived from the simulation is constrained to an error rate in the range of +-7%.

- The 34-year adjusted for inflation economic impact attributed to the NOMCC was estimated at \$90.1 billion. Visitors and organizations have generated \$39.4 billion in direct spending and \$50.7 billion in secondary spending.
- Spending has also resulted in the creation or support of full-and part-time jobs over the 34-year period. These jobs have created \$21.1 billion (adjusted for inflation) of new earnings for residents of the New Orleans area.
- A total of \$5.7 billion in tax revenue for state and local governments has been generated since the NOMCC opening. Of that total, \$3.3 billion corresponds to the state and \$2.4 billion to local governments. Both state and local tax revenues are also adjusted for inflation.

Table 52: Historical Indicators - Real (2018=100)

Historical Indicators	34-Year Impact
Conventions and trade shows	3,108
Visitors	17,972,033
Direct Spending	\$39,368,269,699
Secondary Spending	\$50,733,580,832
Total Economic Impact	\$90,101,850,531
Earnings	\$21,070,620,843
State Taxes	\$3,285,682,511
Local Taxes	\$2,440,576,221
Total Taxes	\$5,726,258,732

## **Conclusion**

The New Orleans Ernest N. Morial Convention Center (NOMCC) made a valuable contribution to the New Orleans metro area economy during 2018. In that year, the NOMCC held 139 conventions and trade shows, attracted almost 754,000 out-of-town visitors, and generated a total economic impact of \$2.4 billion. This impact comprises \$1.3 billion in direct expenditures and \$1.1 billion in secondary expenditures. The current NOMCC total economic impact represents an increase of 10% over that of 2017 (\$2.2 billion).

During 2018, total direct and secondary employment accounted for 24,259 jobs, an increase of 11% over the 21,941 jobs estimated in 2017. Direct and secondary employment was also responsible for the creation of \$755 million in additional earnings for residents of the New Orleans area, an increase of 11% over 2017 estimates (\$679 million).

The NOMCC visitor and organizational spending generated \$189 million in tax revenue for state and local governments, representing an 12% increase from 2017 estimates (\$169 million). Of the total, \$111 million is allocated to state revenue, while \$78 million is allocated to revenue of local governments in the New Orleans area.

# **Appendix**

# **State of Residence for Out-of-Town Visitors**

Response	Percentage 2018
Louisiana	11.0
Texas	10.1
California	6.9
Florida	5.8
Illinois	4.4
Ohio	4.3
Georgia	3.8
North Carolina	3.8
Alabama	3.0
Virginia	3.0
New Jersey	2.9
Pennsylvania	2.8
Massachusetts	2.8
New York	2.5
Colorado	2.2
Mississippi	2.1
Michigan	2.1
Maryland	2.1
Tennessee	2.0
Arizona	1.9
Washington	1.8
Oregon	1.6
Minnesota	1.4
Arkansas	1.3
South Carolina	1.3
Wisconsin	1.2
District of Columbia	1.1
Missouri	1.0
Kentucky	0.9
Kansas	0.9
Indiana	0.8
Nevada	0.8
New Mexico	0.8
Oklahoma	0.7
Utah	0.7
lowa	0.6

Connecticut	0.5
Vermont	0.4
West Virginia	0.4
New Hampshire	0.4
Nebraska	0.3
Delaware	0.2
Alaska	0.2
Hawaii	0.2
Montana	0.2
North Dakota	0.2
Rhode Island	0.2
South Dakota	0.2
Idaho	0.1
Maine	0.1
Total	100.0

# **Hotel Name**

Hilton New Orleans*  Marriott*  Hampton Inn*  S.5 Sheraton*  Hilton Garden Inn*  Courtyard New Orleans*  Springhill Suites New Orleans  Embassy Suites New Orleans  Convention Center  Omni Hotel*  Hyatt*  Renaissance*  Doubletree Hotel*  Le Meridien New Orleans  Crowne Plaza*  InterContinental New Orleans  JW Marriott New Orleans  Wyndham*  Loews New Orleans  Westin New Orleans Canal Place  Holiday Inn*  The Mercantile Hotel  Residence Inn*  Cambria New Orleans  Dold No. 77 Hotel & Chandlery  International House  Ritz-Carlton New Orleans  La Quinta Inns & Suites*  O.6 Staybridge Suites New Orleans  Homewood Suites New Orleans  Homewood Suites New Orleans  O.6 Homewood Suites New Orleans  O.6 Homewood Suites New Orleans  O.6 Hortel Modern  The Whitney Hotel  Best Western*  O.4 Windsor Court  O.4 Windsor Court	Response	Percentage 2018
Marriott* Hampton Inn* S.5 Sheraton* 4.2 Hilton Garden Inn* Courtyard New Orleans* Springhill Suites New Orleans Embassy Suites New Orleans Convention Center Omni Hotel* Hyatt* Renaissance* Doubletree Hotel* Le Meridien New Orleans Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans JW Morleans Holiday Inn* Loews New Orleans Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans La Quinta Inns & Suites* D.8 Ca C Hotel Horeans Casino Homewood Suites* O.6 Ca C Hotel Harrah's New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hole Modern The Whitney Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Dest Western* D.5 Best Western*		
Hampton Inn* Sheraton* 4.2 Hilton Garden Inn* Courtyard New Orleans* Springhill Suites New Orleans Embassy Suites New Orleans Convention Center Omni Hotel* Hyatt* Renaissance* Doubletree Hotel* Le Meridien New Orleans  Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans Holiday Inn* Loews New Orleans Cambria New Orleans Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  0.4	Hilton New Orleans*	19.2
Sheraton* Hilton Garden Inn* Courtyard New Orleans* Springhill Suites New Orleans Embassy Suites New Orleans Convention Center Omni Hotel* Hyatt* Renaissance* Doubletree Hotel* Le Meridien New Orleans  Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans Holiday Inn* Loews New Orleans Cambria New Orleans Holiday Inn* Loews New Orleans Cambria New Orleans La Quinta Inns & Suites* La Quinta Inns & Suites* Coek Coek Coek Coek Coek Coek Coek Coek	Marriott*	14.6
Hilton Garden Inn*  Courtyard New Orleans* Springhill Suites New Orleans Embassy Suites New Orleans Convention Center Omni Hotel* Hyatt* Renaissance* Doubletree Hotel* Le Meridien New Orleans  Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans Holiday Inn* Loews New Orleans Canal Place Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans La Quinta Inns & Suites* Doubletree Hotel Hore Staybridge Suites New Orleans La Quinta Inns & Suites* Ocho Cambria New Orleans Condens Con	Hampton Inn*	5.5
Courtyard New Orleans* Springhill Suites New Orleans Embassy Suites New Orleans Convention Center Omni Hotel* Hyatt* Renaissance* Doubletree Hotel* Le Meridien New Orleans  InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans Holiday Inn* Loews New Orleans Canal Place Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans La Quinta Inns & Suites* La Quinta Inns & Suites* Doubletree Hotel Drury Inn & Suites New Orleans D.5 Hotel Modern The Whitney Hotel Drury Inn & Suites New Orleans D.5 Hotel Modern The Whitney Hotel Double Designer of the property of the proper	Sheraton*	4.2
Springhill Suites New Orleans Embassy Suites New Orleans Convention Center Omni Hotel* Hyatt* 2.9 Renaissance* 2.8 Doubletree Hotel* Le Meridien New Orleans Crowne Plaza* Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans JW Marriott New Orleans JW Morriott New Orleans JW Marriott New Orleans JW Marriott New Orleans JW Marriott New Orleans Junct Continental New Orleans JW Marriott New Orleans Junct Continental New Orleans Junct Continental New Orleans Junct Continental New Orleans Junct Continental House Junct Co	Hilton Garden Inn*	3.7
Embassy Suites New Orleans Convention Center Omni Hotel* Hyatt* 2.9 Renaissance* Doubletree Hotel* Le Meridien New Orleans Crowne Plaza* Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans JW Morriott New Orleans JW Marriott New Orleans JW Marriott New Orleans JW Marriott New Orleans I.4 Wyndham* Loews New Orleans Holiday Inn* I.2 The Mercantile Hotel Residence Inn* Cambria New Orleans I.0 Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* O.6 Staybridge Suites New Orleans Homewood Suites* O.6 V & C Hotel Harrah's New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western* O.4	Courtyard New Orleans*	3.4
Convention Center  Omni Hotel* Hyatt* Renaissance* Doubletree Hotel* Le Meridien New Orleans Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans Wyndham* Loews New Orleans Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans I.0 Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Dole Monewood Suites* Q & C Hotel Harrah`s New Orleans Hotel Modern The Whitney Hotel Best Western*  2.9 Renaissance* 2.9 Renaissance* 2.8 2.0 International How Orleans 1.6 I.7 I.8 I.8 I.9	Springhill Suites New Orleans	3.2
Convention Center Omni Hotel* Hyatt* Renaissance* Doubletree Hotel* Le Meridien New Orleans Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans Wyndham* Loews New Orleans Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Old No. 70 Hotel Horeans Difference Inn* Difference Inn* Cable Chandlery Difference Inn* Diffe	Embassy Suites New Orleans	2.1
Hyatt* Renaissance* Doubletree Hotel* Le Meridien New Orleans Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans Wyndham* Loews New Orleans Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Cable Staybridge Suites New Orleans Description of the Montel Suites S	Convention Center	3.1
Renaissance* Doubletree Hotel* Le Meridien New Orleans Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans I.4 Wyndham* Loews New Orleans Westin New Orleans Canal Place Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* O.6 Staybridge Suites New Orleans Homewood Suites* O.6 C & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western* O.4	Omni Hotel*	2.9
Doubletree Hotel* Le Meridien New Orleans Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans I.4 Wyndham* Loews New Orleans Westin New Orleans Canal Place Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* O.6 Staybridge Suites New Orleans Homewood Suites* O.6 Wonteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western* O.4	Hyatt*	2.9
Le Meridien New Orleans Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans JW Marriott New Orleans I.4 Wyndham* Loews New Orleans Westin New Orleans Canal Place Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  2.4 2.0 2.6 3.7 3.8 3.9 3.9 3.9 3.9 3.9 3.9 3.9 3.9 3.9 3.9	Renaissance*	2.8
Crowne Plaza* InterContinental New Orleans JW Marriott New Orleans I.4 Wyndham* Loews New Orleans Westin New Orleans Canal Place Holiday Inn* I.2 The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah's New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  2.0 I.6 I.7 I.4 I.7 I.8 I.9	Doubletree Hotel*	2.5
InterContinental New Orleans JW Marriott New Orleans Wyndham* Loews New Orleans Westin New Orleans Canal Place Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  1.6  1.4  1.4  1.4  1.5  1.6  1.7  1.8  1.9  1.9  1.9  1.9  1.0  1.0  1.0  1.0	Le Meridien New Orleans	2.4
JW Marriott New Orleans Wyndham* Loews New Orleans Westin New Orleans Canal Place Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  1.4  1.4  1.4  1.4  1.5  1.6  1.7  1.8  1.9  1.9  1.9  1.9  1.9  1.9  1.9	Crowne Plaza*	2.0
Wyndham* Loews New Orleans  Westin New Orleans Canal Place Holiday Inn* 1.2 The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah's New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  1.4 1.4 1.5 1.3 1.3 1.4 1.4 1.5 1.6 1.6 1.7 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0	InterContinental New Orleans	1.6
Loews New Orleans Westin New Orleans Canal Place Holiday Inn* The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah's New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  1.3  1.3  1.3  1.4  1.5  1.6  1.7  1.0  1.0  1.0  1.0  1.0  1.0  1.0	JW Marriott New Orleans	1.4
Westin New Orleans Canal Place Holiday Inn* 1.2 The Mercantile Hotel Residence Inn* Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  1.2 1.3 1.2 1.4 1.5 1.6 1.6 1.7 1.0 1.9 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0	Wyndham*	1.4
Holiday Inn* The Mercantile Hotel Residence Inn* 1.0 Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.0 1.	Loews New Orleans	1.3
The Mercantile Hotel  Residence Inn*  Cambria New Orleans  Old No. 77 Hotel & Chandlery  International House  Ritz-Carlton New Orleans  La Quinta Inns & Suites*  Staybridge Suites New Orleans  Homewood Suites*  Q & C Hotel  Harrah`s New Orleans Casino  Monteleone Hotel  Drury Inn & Suites New Orleans  Hotel Modern  The Whitney Hotel  Best Western*  1.0  1.0  1.0  1.0  1.0  1.0  1.0  1.	Westin New Orleans Canal Place	1.3
Residence Inn*  Cambria New Orleans  Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites*  Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  1.0  1.0  1.0  1.0  1.0  1.0  1.0  1.	Holiday Inn*	1.2
Cambria New Orleans Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Caybridge Suites New Orleans Homewood Suites* O.6 Caybridge Suites New Orleans O.7 Caybridge Suites New Orleans	The Mercantile Hotel	1.1
Old No. 77 Hotel & Chandlery International House Ritz-Carlton New Orleans La Quinta Inns & Suites* Staybridge Suites New Orleans Homewood Suites* Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  0.8 0.6 0.6 0.6 0.6 0.6 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5	Residence Inn*	1.0
International House Ritz-Carlton New Orleans La Quinta Inns & Suites* O.6 Staybridge Suites New Orleans Homewood Suites* O.6 Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western* O.8 O.6 O.6 D.7	Cambria New Orleans	1.0
International House Ritz-Carlton New Orleans La Quinta Inns & Suites* O.6 Staybridge Suites New Orleans Homewood Suites* O.6 Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western* O.8 O.6 O.6 D.7	Old No. 77 Hotel & Chandlery	0.9
La Quinta Inns & Suites*  Staybridge Suites New Orleans  Homewood Suites*  Q & C Hotel  Harrah`s New Orleans Casino  Monteleone Hotel  Drury Inn & Suites New Orleans  Hotel Modern  The Whitney Hotel  Best Western*  0.6  0.6  0.6  0.6  0.7  0.8  0.9  0.9  0.9  0.9  0.9  0.9  0.9	International House	0.8
Staybridge Suites New Orleans Homewood Suites*  Q & C Hotel Harrah`s New Orleans Casino Monteleone Hotel Drury Inn & Suites New Orleans Hotel Modern The Whitney Hotel Best Western*  0.6  0.6  0.6  0.5  0.5  0.5  0.5  0.5	Ritz-Carlton New Orleans	0.8
Homewood Suites*  Q & C Hotel  Harrah`s New Orleans Casino  Monteleone Hotel  Drury Inn & Suites New Orleans  Hotel Modern  The Whitney Hotel  Best Western*  0.6  0.6  0.6  0.5  0.5  0.5  0.5  0.5	La Quinta Inns & Suites*	0.6
Homewood Suites*  Q & C Hotel  Harrah`s New Orleans Casino  Monteleone Hotel  Drury Inn & Suites New Orleans  Hotel Modern  The Whitney Hotel  Best Western*  0.6  0.6  0.6  0.5  0.5  0.5  0.5  0.5		0.6
Q & C Hotel  Harrah`s New Orleans Casino  Monteleone Hotel  Drury Inn & Suites New Orleans  Hotel Modern  The Whitney Hotel  Best Western*  0.6  0.5  0.5  0.5  0.5  0.5	, -	0.6
Harrah`s New Orleans Casino  Monteleone Hotel  Drury Inn & Suites New Orleans  Hotel Modern  The Whitney Hotel  Best Western*  0.6  0.5  0.5  0.5  0.5		
Monteleone Hotel 0.5 Drury Inn & Suites New Orleans 0.5 Hotel Modern 0.5 The Whitney Hotel 0.5 Best Western* 0.4	•	
Drury Inn & Suites New Orleans  Hotel Modern  The Whitney Hotel  Best Western*  0.5  0.5  0.4		
Hotel Modern 0.5 The Whitney Hotel 0.5 Best Western* 0.4		
The Whitney Hotel 0.5 Best Western* 0.4	·	
Best Western* 0.4		
	•	
NOPSI Hotel New Orleans 0.3		

Pelham Hotel	0.3
Don't know	0.3
Blake Hotel New Orleans	0.3
Days Inn*	0.3
Fairfield Inn*	0.3
Moxy	0.3
The Saint Hotel	0.3
Aloft New Orleans Downtown	0.2
Maison St Charles	0.2
Royal St. Charles Hotel	0.2
Super 8*	0.2
The Pontchartrain	0.2
The Troubadour Hotel	0.2
Waldorf Astoria The Roosevelt Hotel	0.2
AC Hotels	0.1
Ace Hotel New Orleans	0.1
Loft 523	0.1
Maison Dupuy Hotel	0.1
Quarter House	0.1
Ramada*	0.1
Royal Sonesta New Orleans	0.1
Other	3.9
Total	100.0

<sup>\*</sup>Hotels that belong to brands that have multiple locations in New Orleans are reported in aggregated groups since in many instances, visitors were not aware of the hotel's exact location.

# **Conventions, Tradeshows, or Meetings Surveyed - Attendee Survey**

Response	Month	Count
APTA Combined Sections Meeting	Feb.	100
Grand Nationals Cheerleading Event	Mar.	50
255th ACS National Meeting & Exposition	Mar.	50
APA National Planning Conference	Apr.	50
Interpore 10th Annual Meeting & Jubilee	May	25
Teacher Leader Summit State of the Coast Conference	May	125
NACE Conference & Expo	Jun.	50
IDDBA	Jun.	50
International Moose Convention	Jul.	48
Grand Boulé	Jul.	41
Omega Fraternity	Jul.	9
Other	Jul.	2
GSA Smartpay Training Forum	Aug.	50
140TH NGAUS General Conference & Exhibition	Aug.	50
R&F-Project 38	Sep.	75
Donovan Dealer Days	Sep.	25
64th Annual Employee Benefits Conference	Oct.	50
Tableau Conference	Oct.	50
NOLA Tattoo Arts Convention	Nov.	50
ACTFL Convention & Expo	Nov.	44
Other	Nov.	6
IAEE Expo! Expo!	Dec.	46
SACSCOC Annual Meeting	Dec.	54
Total	-	1,100

# Conventions, Tradeshows, or Meetings Surveyed - Organizational Survey

Response	Month	Count
APTA Combined Sections Meeting	Feb.	14
International Roofing Expo	Feb.	6
The Rental Show	Feb.	41
Underwater Intervention Expo	Feb.	5
255th ACS National Meeting & Exposition	Mar.	4
AAOS Annual Meeting	Mar.	46
AORN Global Surgical Conference & Expo	Mar.	13
Humana Rock 'N' Roll New Orleans Marathon	Mar.	1
Other	Mar.	3
AANS Annual Scientific Meeting	Apr.	10
ACP Internal Medicine Meeting	Apr.	9
APA National Planning Conference	Apr.	9
International Fundraising Conference	Apr.	2
Nonprofit Technology Conference	Apr.	1
NSC Southern Safety Conference & Expo	Apr.	2
Other	Apr.	5
Next Conference	May	1
AAPA Conference	May	6
Envestnet Advisor Summit	May	1
International Jewelry & Merchandise Show	May	2
Marijuana Business Conference & Expo	May	13
State of the Coast Conference	May	1
Other	May	3
American Library Association	Jun.	25
IDDBA	Jun.	31
Marketplace & Academy	Jun.	14
NATA Clinical Symposia & AT Expo	Jun.	1
National PTA Convention & Expo	Jun.	7
NSA Annual Conference	Jun.	8
Other	Jun.	3
Other	Jul.	1
Total*	-	288

<sup>\*</sup>Among the 484 responses of the organizational survey, only 288 participants disclosed the name of the convention.

#### **Definitions of Key Terms**

**Visitor**: Any person who lives outside the New Orleans Metropolitan Statistical Area (NOMSA). The NOMSA parishes include Jefferson, Plaquemines, Orleans, St. Bernard, St. Charles, St. James, St. John, and St. Tammany. The term traveler is used as synonym, while "tourist" is not used as readers might not be aware that business travelers or meeting attendees are also tourists.

**Domestic Visitor**: A resident of the U.S. who travels to places outside his/her usual environment.

**Foreign Visitor:** A resident of a foreign country who travels to the U.S.

Overnight Visitor: A visitor who spends at least one night in the New Orleans Metro Area.

**Daytripper**: A visitor who does not stay overnight in the New Orleans Metro Area.

**Short Term Visitor**: A visitor who stays in the New Orleans Metro Area for up to 15 days.

Long Term Visitor: A visitor who stays in the New Orleans Metro Area for 16 days or more.

**Association, Convention, Trade Show, and Corporate Meeting Visitor**: A visitor who indicates that the primary purpose of visit is to attend a gathering such as a convention, trade show, exposition, or corporate meeting.

**Business Visitor**: A visitor who indicates that the primary purpose of visit is to conduct business in the New Orleans Metro Area.

**Leisure Visitor**: A visitor who indicates that the primary purpose of visit is to vacation, visit friends and relatives, attend a special event, go to a sporting event, shop, dine out, gamble, or for entertainment. Visitors who pass through are also categorized as leisure visitors.

**Valid Cases:** Represent the number of responses of a particular question.

**Percentage:** Represents the number of times an event occurred in an experiment or study. It is estimated by dividing the number of responses in a particular category over the valid cases.

**Percent of Cases:** Indicate the percentage of *respondents* who select each category for a given question. It adds up to over 100% since each respondent can select more than one category.

**Mean**: The mean is a measure of central tendency that indicates the most representative score in a group. The arithmetic mean, often called average, is the sum of all scores divided by the number of scores. For example, if the scores are 1, 3, 4, 6, 9, the mean would be 4.6.

**Median**: The median is also a measure of central tendency that indicates the most representative score in a group. The median is helpful when the mean does not make sense (e.g., average party size of 3.1 or average number of kids of 2.5), or when the mean is affected by extreme scores or outliers. The median is the number that lies at the midpoint of a distribution. It divides the distribution of scores ranked from lowest to highest into two equal halves. For example, if the scores are 2, 3, 5, 7, 8, the median would be 5, with two scores above and two scores below.