

New Orleans Hospitality & Tourism

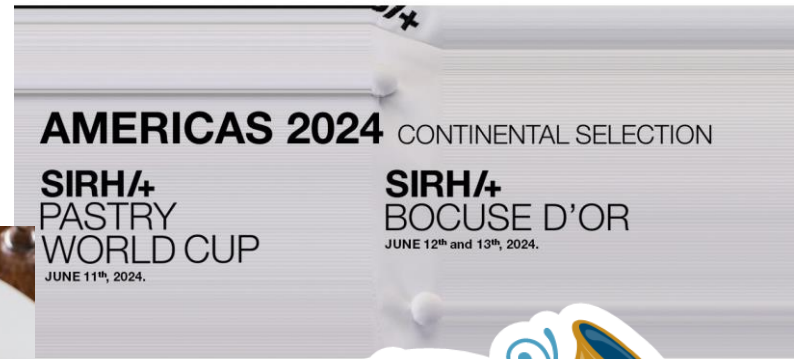
- Alice Glenn, New Orleans & Company
- Tom Leonhard, HRI Hospitality
- Octavio Mantilla, BRG Hospitality
- Beau Box, Beau Box Real Estate
- Moderator: Dr. Yvette Green, UNO Lester E. Kabacoff School of Hotel, Restaurant & Tourism Administration

THE UNIVERSITY of
NEW ORLEANS

HENRY BERNSTEIN COLLEGE
OF BUSINESS ADMINISTRATION

NEW ORLEANS COMPANY

- Super Bowl LIX Preparations
- Bocuse d'Or and Pastry World Cup
- 30th Birthday of Essence Festival of Culture
- 20th Anniversary of COOLinary
- Prospect.6
- Major Concerts: Taylor Swift, Rolling Stones, Etc.



More than 130 Major Annual Events and Festivals

**Economic Impact:
GNOSF estimates 2025 Super Bowl will generate \$21m direct tax; \$480m total**

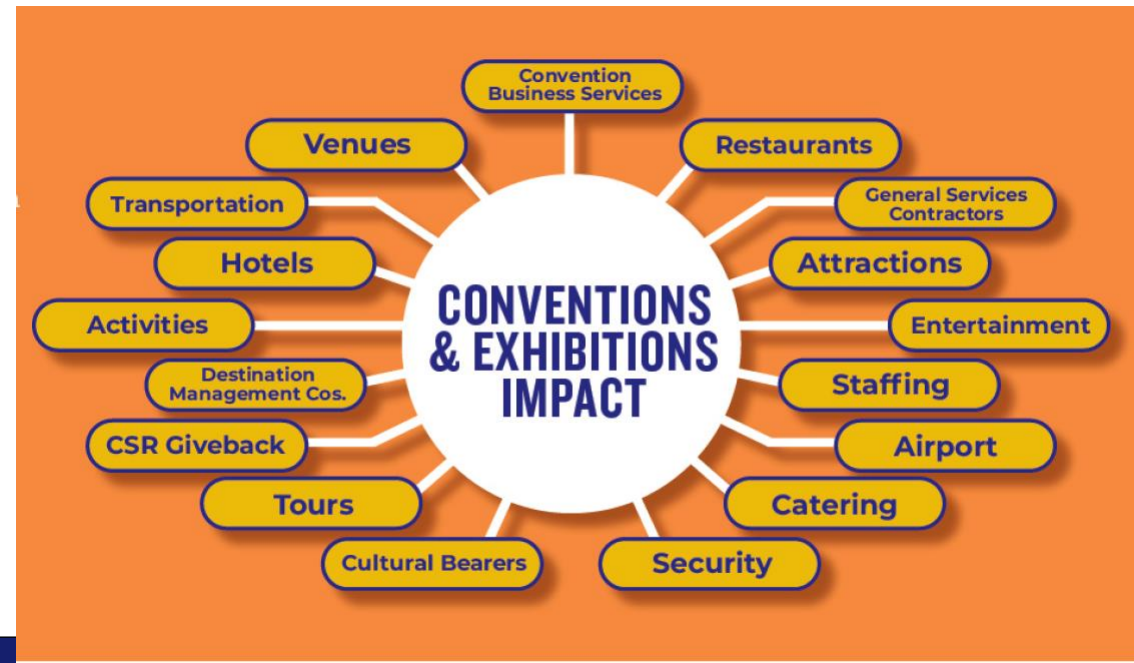
New Orleans Visitation (70% Leisure / 30% Meetings + Conventions)

- 2019 = 19.75 Million Visitors
- 2021= 15.72 Million Visitors
- 2022 = 17.53 Million Visitors

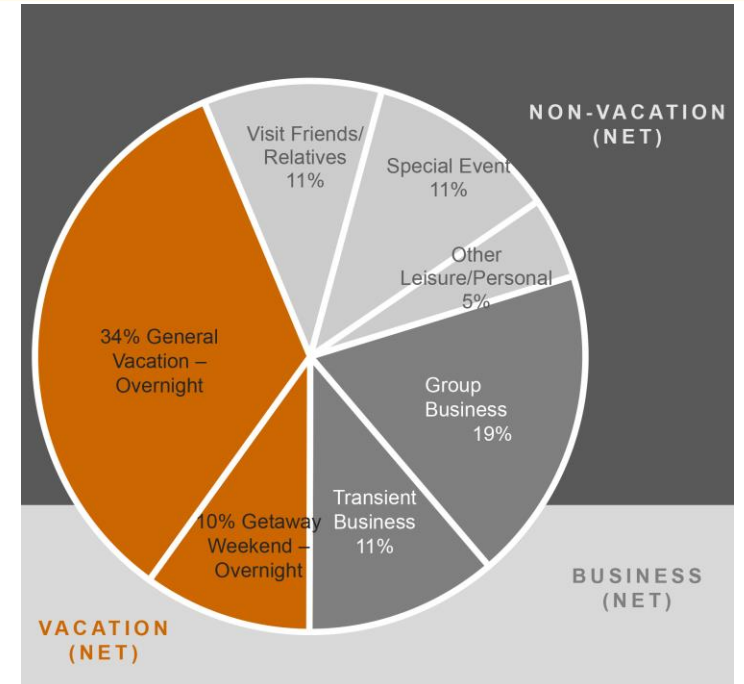




Meetings and Conventions Definite Room Nights 2024+



Year	Definite Room Nights	17-19 Avg	% Chg to 17-19 Avg
2024 - ITYFTY	1,237,168	1,371,847	-9.82%
2025 - 1 Year Out	994,756	1,011,218	-1.63%
2026 - 2 Years Out	856,242	743,457	15.17%
2027 - 3 Years Out	640,308	572,444	11.86%
2028 - 4 Years Out	499,369	409,664	21.90%
2029 - 5 Years Out	431,335	323,854	33.19%
2030 - 6 Years Out	382,104	229,520	66.48%



Source: New Orleans & Company February Dashboard

Headwinds for Hospitality Recovery in New Orleans

- Spike in crime post-pandemic received national attention
- Regional leisure business (i.e., Houma, Baton Rouge, Mississippi, Alabama) has not fully returned due to fear of crime
- Many locals are afraid to visit Canal Street and French Quarter
- Fear of crime by locals and regional tourists adversely impacts small and large group demand and city-wide conventions
- Focus on improving basic infrastructure in tourist areas should be high public priority
- Encampments and street homelessness seem to be more prevalent post-pandemic in the city
- Understaffed NOPD is widely publicized

Hospitality Urban Market Comparison

New Orleans vs. Nashville – Upper Priced Hotels

April 2024

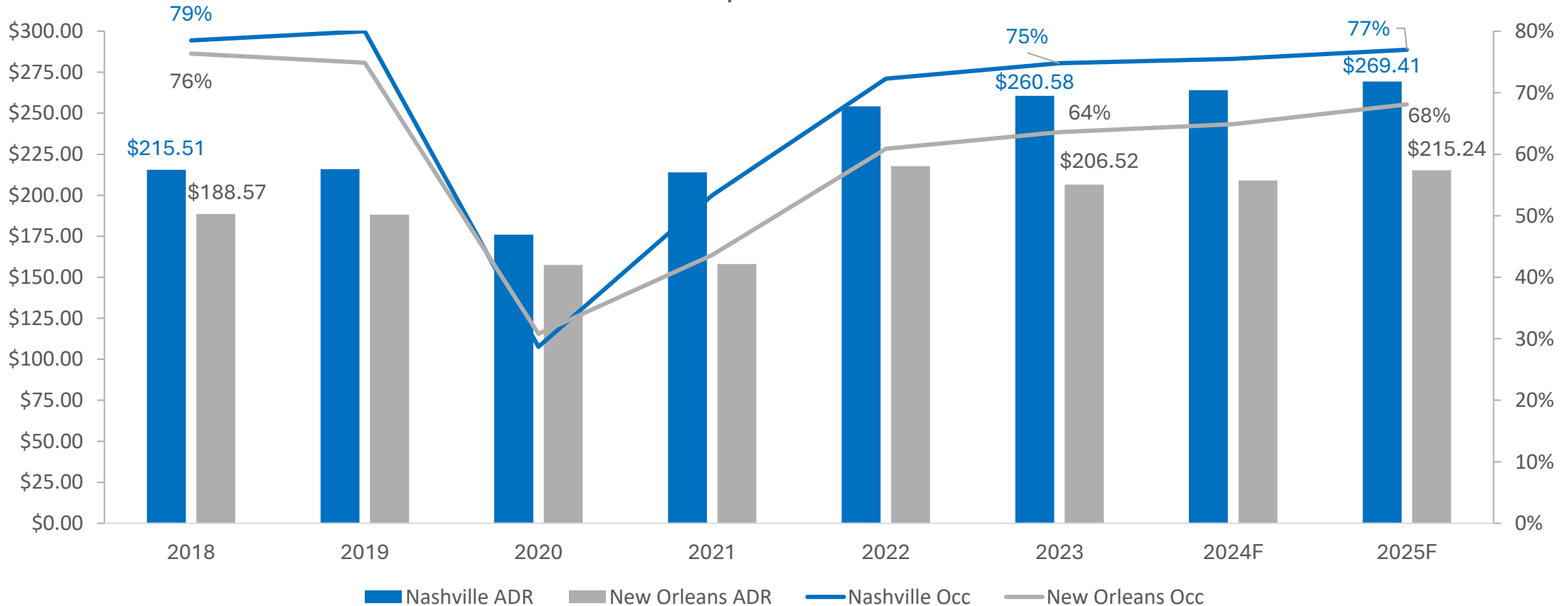


Chart Source: Historical and forecasted data per CBRE Q4 2024 Hotel Horizons Publications

New Orleans has **121 upscale urban hotels (23,764 keys)** and Nashville has **46 upscale urban hotels (10,541 keys)** as of 12/31/2023 per CoStar.
 New Orleans has **3 upscale urban hotels (338 keys)** and Nashville has **5 upscale urban hotels (723 keys)** under construction as of 12/31/2023 per CoStar.

Tailwinds for Hospitality Recovery in New Orleans

- Preparations for February 2025 Super Bowl
- Three nights of Taylor Swift concerts in October 2024
- Vibrant music, restaurant and festival culture is unique
- Top-10 convention center in the U.S.
- Major sporting and entertainment options
- Walkable city for major conventions and events
- Unique history and architecture
- Welcoming and friendly local population
- Meaningful crime reduction in 2024 with stabilizing NOPD force
- Louisiana State Troopers for French Quarter (Troop NOLA)

LOUISIANA

RESTAURANT INDUSTRY AT A GLANCE

Restaurants are a driving force in Louisiana's economy. The foodservice industry creates thousands of jobs, supports career growth, and plays a vital role in every community across the state.

10,634

2021 EATING AND DRINKING PLACE
LOCATIONS IN LOUISIANA

\$12.2 Billion

2021 ESTIMATED EATING AND
DRINKING PLACE SALES IN LOUISIANA

197,400

RESTAURANT AND FOODSERVICE JOBS IN LOUISIANA IN
2021 = 11% OF EMPLOYMENT IN THE STATE

BY 2030, THAT NUMBER IS PROJECTED TO GROW BY
16.1% = 31,800 ADDITIONAL JOBS,
FOR A TOTAL OF **229,200**

A thriving restaurant industry benefits the entire Louisiana economy.

- EVERY ADDITIONAL DOLLAR SPENT IN LOUISIANA'S RESTAURANTS CONTRIBUTES **\$1.85** TO THE STATE ECONOMY.
- EVERY ADDITIONAL \$1 MILLION SPENT IN LOUISIANA'S RESTAURANTS GENERATES **21.5** JOBS IN THE STATE ECONOMY.



For more information: Restaurant.org | www.lra.org

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President
and CEO



Rising Insurance rates have effect on rent



Most restaurant and retail leases are “Triple Net” – NNN



Rental rates have decreased slightly due to higher insurance “pass through expenses”



The post COVID labor issues appear to be improving

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Office Market Occupancy Rates

- NOLA CBD occupancy rates 83%
- San Francisco occupancy rates 65%
- Los Angeles occupancy rates 74%
- Houston occupancy rates 76%
- Dallas occupancy rate is 74%

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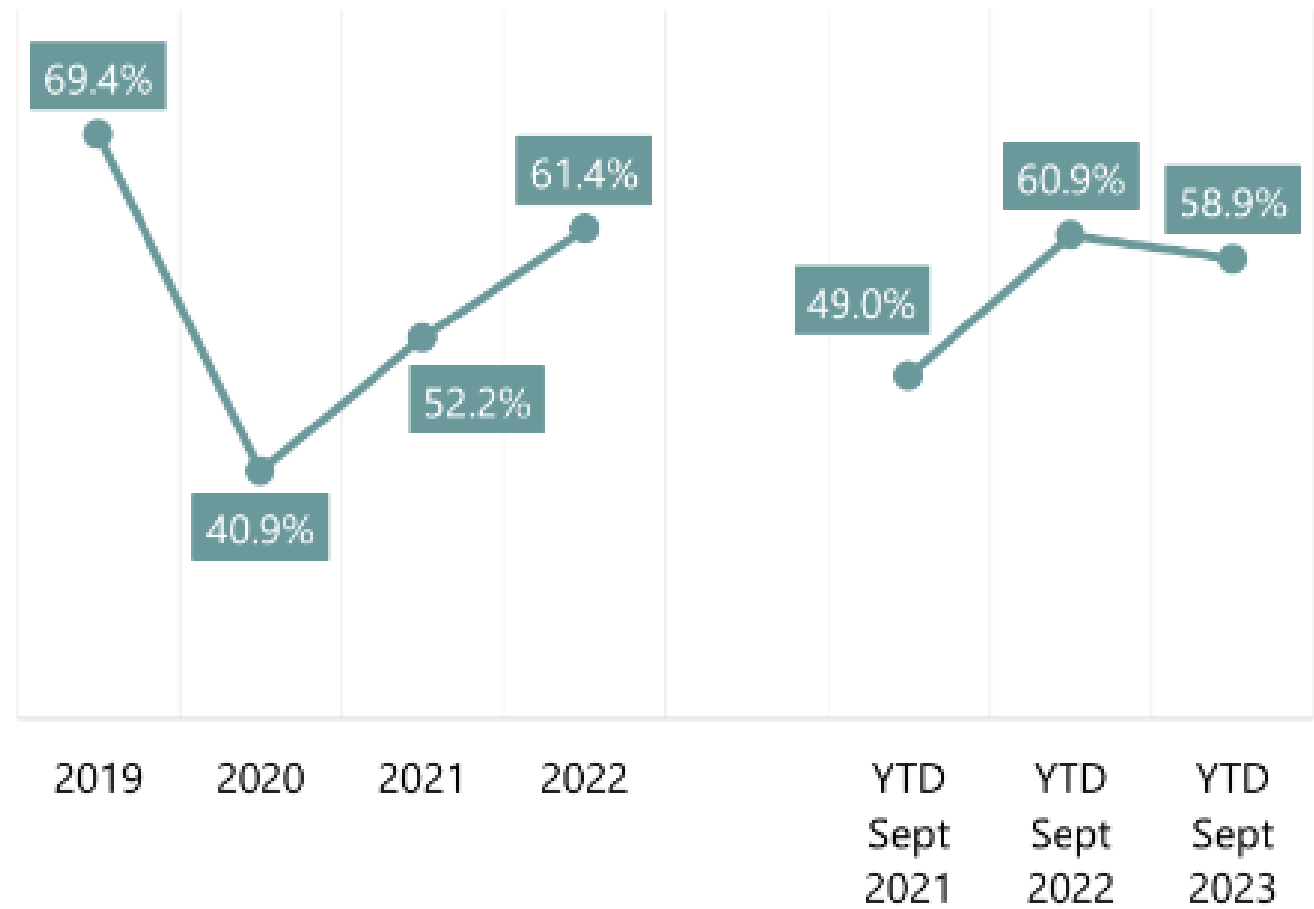
Major conventions & meeting events in NOLA
over 10,000 rooms

- Evangelical Lutheran Church in America
- American Society of Health System Pharmacists
- Taylor Swift
- National Automobile Dealers Association
- Super Bowl
- American Diabetes Association

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New Orleans Historical Occupancy

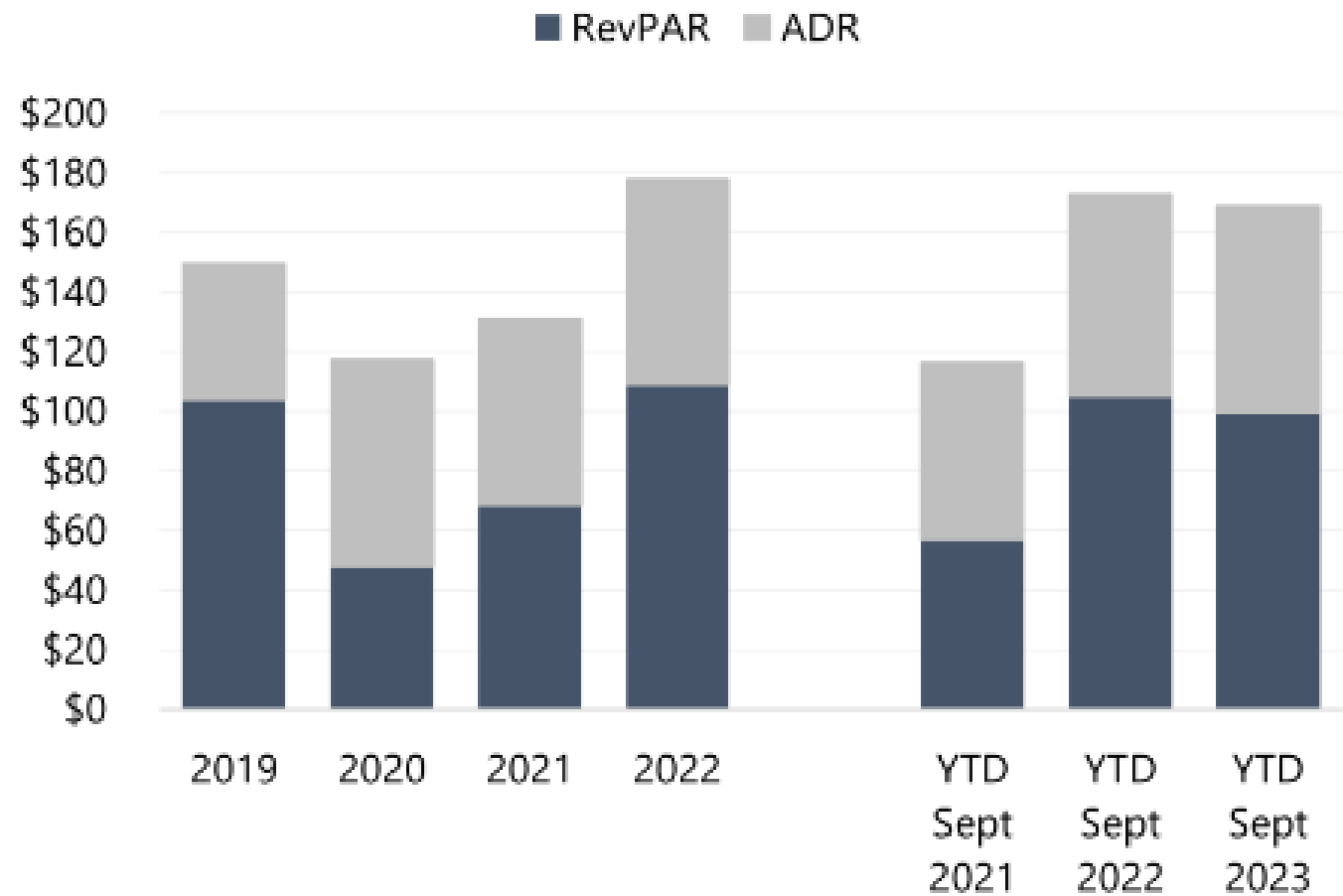


Source: **STR** Global, *STR Monthly Hotel Review*

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New Orleans Historical ADR and RevPAR

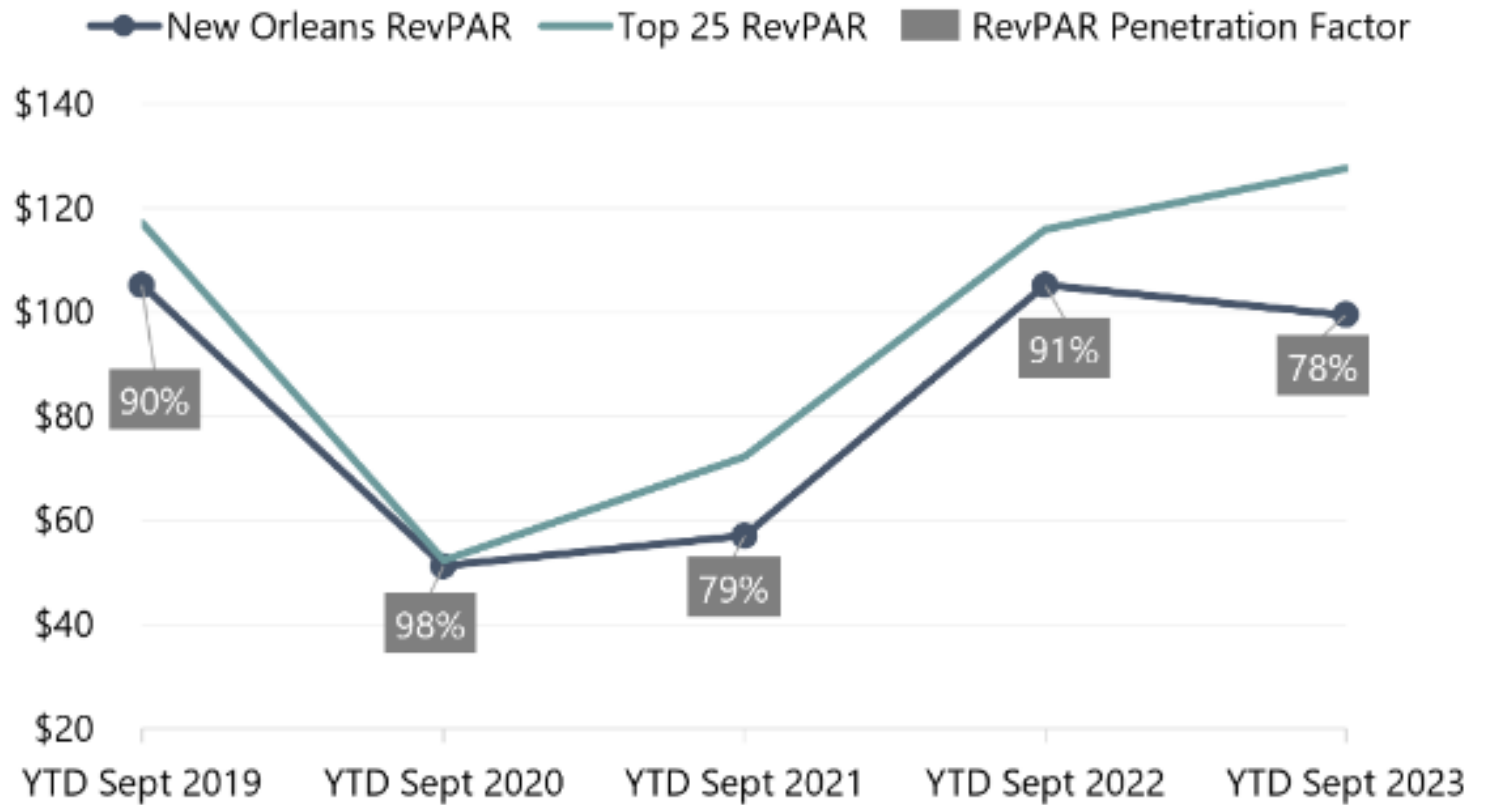


Source: STR Global, STR Monthly Hotel Review

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New Orleans Hotel RevPAR vs. Top 25 Markets



Source: STR Global, STR Monthly Hotel Review