Connecting to Customers: How to Plug Your Business into the $7 Billion Tourism Economy

City of New Orleans Economic Development
Q2 Business Information Sessions
Greater New Orleans’ independent business alliance
10+ Million visitors

$7 Billion visitor spending

Source: 2016 UNO Hospitality Research Visitor Survey
New Orleans Welcomes You

New Orleans is one of the world’s most fascinating cities – it’s home to a truly unique melting pot of culture, food and music. Come down and experience New Orleans, one of America’s most culturally and historically-rich destinations. As the official New Orleans tourism guide, NewOrleansOnline.com is loaded with information on things to do, where to eat, great places to stay and more.

Bayou Country Superfest

NEWSLETTER SIGNUP
Your monthly guide to NOLA's foods, drinks, music and more

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**Why you should go digital**

- It connects you directly to consumers
- It’s responsive
- It updates frequently
- It’s interactive
- It’s fun
Can you fill out a form?

Add/Change NewOrleansOnline.com Listing

Instructions for Adding a New Listing

If you are not currently listed on NewOrleansOnline.com, you will need to complete the entire first two pages excluding your business ID which you will receive once you have been added. You will also need to complete the section specific to your business (i.e., Restaurant, Hotel/Bed and Breakfast, Nightclub/Bar, Shop/Gallery, Attraction, Tour Company, Company Offering Transportation Services, Company Offering Business Services, Church/Chapel). Hotels that have restaurants, bars, and shops included in the hotel should fill out a form for each business separately. Please be sure to select ONLY from the options allowed. If you do not see an option listed, please contact us and we will consider additional options on a case by case basis. Completed forms should be faxed back to Hartley at 504-524-4780.

Instructions for Changing an Existing Listing

If you want to make changes to an existing listing, please first lookup your listing on NewOrleansOnline.com. Once you find your business listing, click on the business name to bring up a detail page for your business. In the URL, you will see a number after the locationID. This is your business ID and you will need to include it in the form (i.e., On the detail page for the Harrah’s Hotel located at http://www.neworleansonline.com/directory/location.php?locationID=1074, the business ID is 1074. You only will need to fill out the fields you would like changed. Please be sure to select ONLY from the options allowed. If you do not see an option listed, please contact us and we will consider additional options on a case by case basis. Completed forms should be faxed back to Hartley at 504-524-4780.
In New Orleans there's something new to discover around every turn. Start exploring the possibilities and get ready to Follow Your NOLA.
Happy Tuesday - midweek tourism marketing

TUESDAY. JUST. GOT. HAPPIER.

We're on a mission to change the internet's opinion of the lowest ranked day of the week. One Tuesday at a time.

#HAPPYTUESDAY IN NOLA

FIND TUESDAY EVENTS

MAY 2017

5/30/2017 | 9:00am – 10:00pm
Crescent City Farmer's Market
Come enjoy festivities and local food at the weekly market! Rain or shine, the market will be filled with local chefs, school groups, and affordable produce.

5/30/2017 | 11:00am – 11:00pm
The Old Portage Pop Up at NOLA Tap Room
A collection of small plates that celebrate The Port of New Orleans pops up at the NOLA Brewing Tap Room, featuring venues like Bayona and Ralph's on the Park.

5/30/2017 | 4:00pm – 6:30pm
New Orleans Swinging Gypsies at The Maison
Catch the New Orleans Swinging Gypsies for their early jazz show at the famous Frenchmen street venue.
Submit a Happy Tuesday Offer

Do you wish Mondays and Tuesdays were as busy as weekends for your business? Would you like to drive more customers through your doors on your slowest days?

New Orleans Tourism Marketing Corporation can help. This spring we’re relaunching “Happy Tuesday” – a national advertising and public relations campaign that will promote New Orleans as an ideal destination for midweek travel, and we’re inviting you to be a part of it.

You can join the dozens of local hotels, restaurants, bars, attractions, and shops who participated...
Social Media and Tourism

Visit New Orleans

GoNOLA504
Social Media and Tourism

Best Practices:

- Use #followyournola
- Tag @visitneworleans and @gonola504
- Share our content and we’ll share yours!
- Engage with your followers
- Listen to your audience
How becoming a member of the New Orleans CVB can create additional opportunities for businesses - even if your business isn’t directly tourism-related.
New Orleans Tourism Resources

- Stay Local: [http://staylocal.org/](http://staylocal.org/)

- Social channels:
  - [facebook.com/NewOrleans](http://facebook.com/NewOrleans)
  - [VisitNewOrleans](http://VisitNewOrleans)