



2018 Year in Review

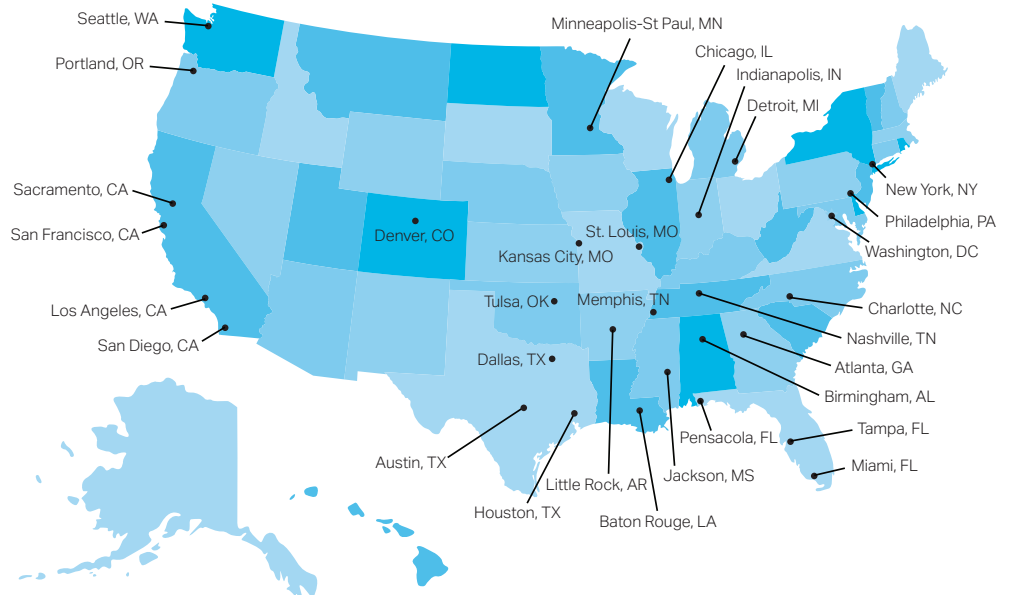
Advertising

*One
Time,
in New
Orleans*

Tricentennial campaign
drove home a message
welcoming potential visitors
to be a part of New Orleans'
300-year history

**1.2 billion
impressions**

Broadcast and streaming TV, Digital and Out-of-Home
media ran in key markets year-round



Organic and paid social
media generated over

**234MM
impressions**



**310MM
impressions**

generated from paid advertising &
organic search marketing program

We partnered with
11 influential storytellers



**8.2MM
impressions**

Local Support

NOTMC provided marketing funds to festivals and special events/activities in 2018, including



Essence Festival
New Orleans Jazz Heritage Festival
National Fried Chicken Festival
New Year's Eve (Dick Clark Productions)
Bayou Classic
Ashe Center's annual holiday events

Treme Festival
Entrepreneur Week
Satchmo Fest
Bayou Country Superfest
Hispanic Heritage Month
Jingle on the Boulevard



Began development of a **mobile-first website specifically to help hospitality industry workers and their families find affordable health care** at clinics specializing in their direct needs.
Currently in development, slated for launch in Q1 2019

Funded hiring of a **504 HealthNet Community Navigator** dedicated solely to the Hospitality Industry



2018 Year in Review

Diversity, Inclusion and Equity

The **Essence.com** homepage story, "23 Black-Owned Businesses to Support While Visiting New Orleans" garnered

24,000 views

in the weeks leading up to the 2018 festival

Over 22,000 people

downloaded the **Essence app** that featured a home screen section linking to Black-Owned Businesses in NOLA



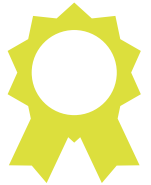
of diverse businesses in our directory reported "better" or "significantly better" business during Essence in 2018 over 2017

To promote **Hispanic Heritage Month**, NOTMC's editorial team created content on NewOrleans.com specifically aimed at Hispanic travelers, including a **business directory of Hispanic-owned businesses, a guide to Hispanic Heritage Month in New Orleans, and an itinerary specifically for Hispanic travelers** visiting any time of year.



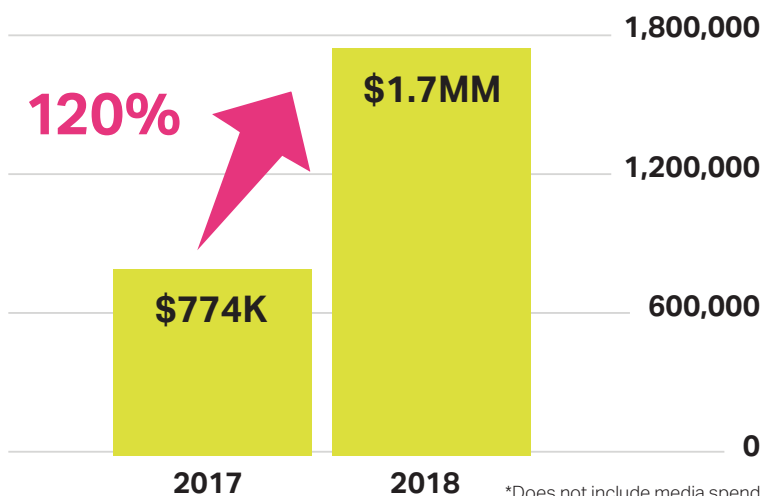
We have launched a **Welcoming Sticker Program** through **NOLHA** (New Orleans LGBT Hospitality Alliance) with **75 businesses** currently enrolled

New Orleans was named **2nd Most Welcoming City in the World**



by 2017 & 2018 GayCities Readers

NOTMC Diversity Spending



64 New **diverse business engagements** in 2018

