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

1.2 billion impressions

Organic and paid social media generated over 234MM impressions.

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

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
- 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 HealthNet Community Navigator dedicated solely to the Hospitality Industry.
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.

70% 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

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
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<tr>
<td>$774K</td>
<td>$1.7MM</td>
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64 New diverse business engagements in 2018

*Percent of total marketing spend

*Does not include media spend.