

# Big Easy bests Indy in all but promo costs and visitors

## QUICK HITS

New Orleans' vaunted tourism and convention business far exceeds activity in Indianapolis.

### Convention center space

Indianapolis: ..... 749,000 square feet  
New Orleans: ..... 1 million

### Hotel rooms, metro area

Indianapolis: ..... 33,793  
New Orleans: ..... 38,200

### Hotel rooms, downtown

Indianapolis: ..... 7,102  
New Orleans: ..... 21,000

### Room nights booked (2011)

Indianapolis: ..... 734,991  
New Orleans: ..... 1,256,441

### Annual budget

Indianapolis: \$14.6 million  
New Orleans: \$10.1 million

### Promotion staff

Indianapolis: ..... 60  
New Orleans: ..... 74

### Annual visitors

Indianapolis: ..... 20 million  
New Orleans: ..... 8.8 million

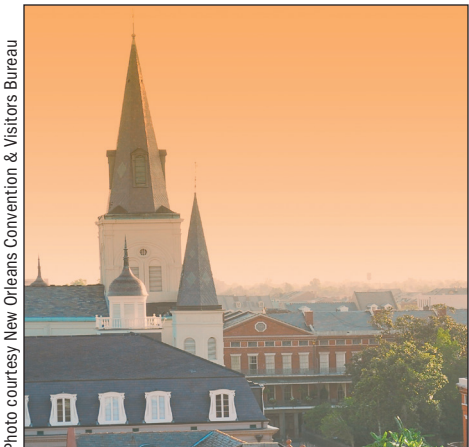
### Downtown restaurants

Indianapolis: 250  
New Orleans: 532

### Major conventions (2012)

**Indianapolis:** National FFA Convention, Gen Con Indy, Fire Department Instructors Conference, CEDIA Expo, Episcopal Church general convention, Dealer Expo, International Motorsports Industry Show, JamFest cheer Super Nationals

**New Orleans:** American Rental Association, Anheuser-Busch Inc., American Pharmacists Association, Association of Perioperative Registered Nurses, American College of Physicians, American Academy of Neurology, Oncology Nursing Society, CTIA-The Wireless Network



*New Orleans boasts nearly three times more downtown hotel rooms and lures visitors with such attractions as the French Quarter and its riverfront.*

### Major events (2012)

**Indianapolis:** Super Bowl XLVI, Indianapolis 500, Brickyard 400, Indiana State Fair, Big Ten Football Championship, One America 500 Festival Mini-Marathon and 5K Run, Indiana Black Expo Summer Celebration

**New Orleans:** Allstate Sugar Bowl, Bowl Championship Series Championship, Southern Conference Basketball Tournament, NCAA Men's Final Four, Mardi Gras, French Quarter Festival, Jazz Festival, Essence Festival, Satchmo Fest, Crescent City Classic Marathon

### Major attractions

**Indianapolis:** White River State Park (Indianapolis Zoo, Indiana State Museum, NCAA Hall of Champions, Eiteljorg Museum of American Indians and Western Art), Central Canal, Children's Museum of Indianapolis, Indianapolis Museum of Art, Conner Prairie

**New Orleans:** French Quarter, Garden District, Riverfront, Aquarium of the Americas, Audubon Zoo, Audubon Insectarium, Bourbon Street, Streetcars, plantation homes, Arts District, Mercedes-Benz Superdome, Harrah's Casino, Faubourg Marigny, Treme, Magazine Street shopping, Cafe Du Monde

### Downtown attractions

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Sources: Visit Indy, New Orleans Convention & Visitors Bureau