

TOURISM MATH

Do YOU KNOW WHAT IT MEANS TO MISS NEW ORLEANS...TOURISM?

\$40 million

Covid19 Revenue Loss
from Tourism Shutdown

\$687.4 million

Total Orleans Parish 2020
Tax Revenue Collection

=

5.8%

Total Orleans
Parish Tourism
Economic Impact

Source: Times Picayune (nola.com) July 24, 2021 by Jeff Adelson

JUST CHANGES THE TIME AND PLACE:

All Saints games and Festivals do is just change the "time-and-place" people eat and drink. So for a Saints game, it's busy downtown and the French Quarter. But elsewhere in the city, things are very slow. Next, big events like Mardi Gras, you do have tourists come into New Orleans. However, many locals, wanting to get away from the crowds, traffic jams, or mayhem, plan their vacation to leave New Orleans at the same time.

3 MEALS-A-DAY

And with respect to the Covid19 shutdown, restaurants were closed downtown, but grocery stores were booming in sales as People still need to eat 3 meals a day.

SUMMARY

In summary, events like Saints games or Festivals (e.g., Mardi Gras, Jazz Fest, White Linen Night, Po-Boy Fest) are just another Lunch and Dinner event, (except at a different location), as people are going to eat 3 meals-a-day anyway.