

New Orleans Tourism Marketing Corporation

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www.NewOrleansOnline.com - The City of New Orleans' Official Tourism Web Site



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NEW ORLEANS FACTS PRE-KATRINA

New Orleans Population

- Population of the metropolitan area: 1,337,726.
- Population of within city limits: 484,674 Male: 46.85 percent
- Female: 53.15 percent
- Median age: 33.1 years

Housing

- Total housing units: 215,091
- Occupied housing units: 188,251
- Vacant housing units: 26,840
- For seasonal, recreational use: 2,406
- Homeowner vacancy rate: 2.2 percent
- Rental vacancy rate: 7.9 percent
- Average household size of owner occupied units: 2.6
- Average household size of renter occupied units: 2.37

Finance and Economics

- Cost of Living (100+ national average): 73
- Sales Tax Rate: 9 percent
- State Income Tax (based on \$50,000 income, Married, two children): \$1,164
- Unemployment rate (1998 most recent data): 4 percent

Real Estate

- Home purchase cost (average 2000 sq. ft. home): \$162,000
- Property Tax (average 2000 sq. ft. home): \$ 2,755
- Electricity cost (average 2000 sq. ft. home): \$ 53

Education

- High School graduation rate: 68 percent
- Bachelor's Degree rate (% of population): 22 percent
- The major universities include:
 - Tulane
 - Loyola
 - Xavier
 - Dillard
 - University of New Orleans
 - Southern University of New Orleans.

Quality of Life

- Air pollution (U.S.average+100): 77
- Population density (people per sq. mile): 2711
- Crime index (per 100,000 population): 11,042

Temperature averages (based on 2000 U.S. Census Data)

- January: 51
- July: 82
- Annual precipitation: 61 inches
- Annual number of clear days, no clouds: 109

Geography

New Orleans covers 4,190 square miles and sits 90 miles north from the mouth of the Mississippi River. New Orleans city proper, shaped like a crescent (thus the nickname the Crescent City), is surrounded by water: The Mississippi River at Canal Street has a width of 2200 feet, a bankside depth of 30-60 feet and a mid-stream depth of 100-180 feet. Lake Pontchartrain, connecting with the Gulf of Mexico, covers an area of 621 square miles. The Causeway connects the south shore to the north shore and spans almost 24 miles, making it the world's longest over-water highway bridge. The Causeway opened in 1956 with a total cost of \$51 million. A second bridge runs parallel to the first. The toll fee is \$3 paid only on the north shore of the bridge.

Much of New Orleans is below sea level. Depending on what part of town you are in, you can be from 5-10 feet below sea level. Generally speaking, the closer you are to the river, the higher the elevation. The Historic French Quarter was laid out in a grid pattern in 1721 and measures six blocks by 13 blocks. It is considered one of America's greatest clusters of authentic Spanish, colonial, and antebellum structures. Even today it is a vibrant neighborhood filled with residences and business establishments. New Orleans restaurants are considered some of the best in the world, and there should be no trouble finding one in any area of the city. There are 3,068 restaurants in the New Orleans Metropolitan area.

Hurricane protection - The Army Corps of Engineers verifies that the New Orleans area has 325 miles of Congressionally authorized hurricane protection including: Westbank (66 miles); New Orleans to Venice, La. (87 miles); LaRose, La to Golden Meadow, La. (40 miles); Grande Isle, La. (7 miles); Lake Pontchartrain and vicinity (125 miles). The Army Corps of Engineers for the area can be reached at (504) 862-2587.

The Louisiana Superdome

- Opened: August 3, 1975
- Size of facility: 52 acres
- World's largest steel-constructed room unobstructed by posts: 125 million cubic feet
- First privately-managed, publicly-owned arena
- More Super Bowls than any other facility: 6
- World record for an indoor concert: 87,500 (Rolling Stones, 1981)
- National record for basketball attendance: 68,112 (LSU vs. Notre Dame, 1990)

Ernest N. Morial Convention Center

- Opened: 1985
- Exhibit Space: 1.1 million square feet
- Conference auditorium: 4,032 seats
- Luxurious ballrooms: 2
- Meeting rooms: 140

Louis Armstrong New Orleans International Airport

- First commercial flight: 1946
- Total passengers in 2002: 9,251,773
- Cargo tonnage in 2002: 84,150 metric tons
- Landmass: 1800 acres
- Concourses: 4
- Gates: 43
- Airlines: 19
- Non-stop destinations: 40
- Daily departures: 168

The Port of New Orleans

- Founded by the French: 1718
- Nation's top port: imported coffee and imported natural rubber
- Port's top commodity: Steel, more than 5 million tons were imported in 2000
- World's busiest waterway: more than 6,000 vessels move through the port annually
- World's longest wharf: 2.01 miles, can accommodate 15 vessels simultaneously
- Cargo handling area: 22 million square feet
- Covered storage area: 6 million square feet
- Average vessels accommodated annually: 2,400

Major Newspapers

- Daily: The Times Picayune
- Weekly: Gambit
- African American: Louisiana Weekly and New Orleans Tribune
- GLBT: Ambush
- Catholic: The Clarion Herald

Major Magazines

- New Orleans Magazine
- Louisiana Life
- Offbeat Music Magazine

Major Television Stations

- WWL, Channel 4 (CBS)
- WDSU, Channel 6 (NBC)
- WVUE, Channel 8 (FOX)
- WGNO, Channel 26 (ABC)
- WYES, Channel 12 (PBS)
- WLAE, Channel 32 (PBS, Educational)

Major Radio Stations

- Jazz and New Orleans Sound: WWOZ 90.7 FM
- National Public Radio: WWNO 89.9 FM, KTLN 90.5 FM
- Easy Listening: WBYU 1450 AM, WADU 94.9 FM
- R & B/Oldies: WTIX 94.3 FM, KMEZ 102.9 FM
- Contemporary: WEZB 97.1 FM, WLMG 101.9 FM
- Country: WNOE 101.1 FM, KLEB 1600 AM
- Gospel: WYLD 98.5 FM/940 AM, WCKW 1010 AM
- Rock: WCKW 92.3 FM, WRNO 99.5 FM
- Spanish: WFNO 830 AM, KGLA 1540 AM
- Special Needs: WRBH 88.3 AM (radio reading service)
- Talk and News: WTIX 690 AM, WASO 730 AM, WWL 870 AM,
- WSMB 1350 AM (ESPN Radio) More

Alcohol Laws

The drinking age in New Orleans is 21. Alcohol can be purchased on Sunday and in local beverage stores and supermarkets. There are no closing laws on how late a bar can stay open. Alcohol may be consumed in the streets of the French Quarter.

Visitor Information

The Top 10 States of origin of all New Orleans Visitors include: California, Texas, Florida, Illinois, Louisiana, Georgia, New York, Connecticut, Pennsylvania, and Ohio

- Number of Hotel Rooms: 33,022
- Number of Limousines: 200
- Number of Taxis: 1,600
- Number of Rental Car Agencies: 12 (with a fleet of 9000)

Mardi Gras Information

- 2000 Mardi Gras Total Visitors: 6,135,890
- Tourists staying in hotels: 985,890
- Day Trippers/or staying with friends: 2,240,000
- Overall Spending: \$1,056,124,885

Future Mardi Gras Dates

- February 20, 2007
- February 5, 2008
- February 24, 2009
- February 16, 2010
- March 8, 2011
- February 21, 2012
- February 12, 2013

Upcoming New Orleans Jazz and Heritage Festival:

Jazz Fest is always held the last weekend in April and the first weekend in May.

The New Orleans Tourism Marketing Corporation promotes the city as a leisure tourism destination throughout the year. Annually, NOTMC's marketing campaigns include strategic print, broadcast, and Internet advertising and public relations. Web sites: www.NewOrleansOnline.com; www.NewOrleansMuseums.com; www.HearNewOrleansMusic.com.

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