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NEW ORLEANS OFFICIAL TOURISM WEB SITE

www.NewOrleansOnline.com

New Orleans, LA – Totally user-friendly, wwwNewOrleansOnline.com helps visitors customize their travel plans and book their own trips to New Orleans. As the official tourism website of New Orleans, the site evokes the city’s unequalled charms, as well as featuring fun, interesting and helpful travel-related facts and articles on all aspects of visiting the city. Color photographs bring every story to life.

The website currently receives more than 7,800 unique site visits each day and nearly 3 million each year. Special sections highlight the music, arts, history, attractions, sports and outdoor activities, architecture, and tours that make the city America’s cultural gem.

“Our website is designed to be the most definitive New Orleans online leisure travel resource available to our visitors,” said Sandra S. Shilstone, President & CEO of NOTMC. “NewOrleansOnline.com is easy to navigate, very informative, and enjoyable to browse. Its colorful images and helpful suggestions on what to do and see make it the most indispensable New Orleans travel planning tool on the Internet.”

The site presents interesting and unique elements of the city’s culture and heritage available for visitors to experience and enjoy firsthand in New Orleans. It also includes events listings, information about the city’s many music festivals and clubs, and restaurant listings. Of particular note is the comprehensive information about the city’s world-class attractions, both historic and contemporary.

Visitors are also privy to insider tips on shopping, transportation, the city’s countless historic hotels and more. Interested travelers also can order the *New Orleans Official Guide to the City*, featuring in-depth information into the city’s points of interest, hotels, and \$2,400 in money saving coupons for shopping, dining, and visits to attractions. Downloadable, online coupons are also available.

Also featured are the current NOTMC commercials, which air on regional and national television, and HearNewOrleansMusic.com, which features New Orleans music via the NOTMC Internet radio station.

Edited, produced and maintained by local journalists and a team of industry professionals, it is continually updated with the freshest, most interesting information about the city’s cultural events in a user friendly format.

The New Orleans Tourism Marketing Corporation promotes the city as a leisure tourism destination throughout the year with special emphasis on developing visitation during traditionally slow travel periods. Annually, NOTMC’s marketing campaigns include strategic print, broadcast, and Internet advertising and public relations.

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