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## FESTIVAL CENTRAL

### *Music, Food, and Arts Festivals Are Natural to New Orleans*

**New Orleans, LA** — The New Orleans calendar is booked all year long with famous festivals that celebrate music, cuisine, visual and performing arts, literature, and more. The city's uncommon abundance of festivals stems directly from its unique character.

The broad themes which unify successful and popular festivals everywhere—music, cuisine, and the arts—have deep roots in the local culture. New Orleans' homegrown jazz and soul music, its famous culinary traditions, and its long-standing appreciation of the arts (dating back to the city's Creole heritage) easily lend themselves to public celebration.

In New Orleans' festivals, the different cultural elements always complement each other. For example, music festivals feature artists' booths and food stands with delicious local dishes. No matter what the festival's main focus, elements of music, food, and the arts are always present.

New Orleans' festivals would not be successful without the city's people who know how to relax and have a good time. For many, the ability to "let the good times roll" seems to come more naturally in New Orleans. While this trait might seem frivolous on the surface, fun is an elemental human need, and it's what draws countless visitors to New Orleans every year. Festival attendees in New Orleans are not passive spectators at all. They dance, sing along, dress in costume, engage with both artists and other festival-goers, and become a focus of the celebration themselves.

In addition, the setting of New Orleans enhances the festivals that take place here. The lovely and diverse architecture, the beauty of the sub-tropical plant life, and the balmy weather serve to foster the special, easy-going atmosphere that allows festival-goers to enjoy themselves. Furthermore, the city features many unique venues that give each festival its own unique character. Whether an event takes place in the French Quarter, Uptown, in Mid-City, or in any other neighborhood, the ambiance of any local festival is always completely New Orleans.

Festivals are not only fun, but a significant part of the city's economic development. Behind the scenes of the large-scale events that attract hundreds of thousands of festival-goers down to the smaller, neighborhood-focused affairs, every festival employs tireless organizers, promoters, investors and donors, service personnel, volunteers and many others. New Orleans festivals are abundant and successful because the city is full of experienced professionals who create them, run them, and nurture their growth.

The city's largest festivals such as the New Orleans Jazz & Heritage Festival and Mardi Gras are used as examples of success all over America. The ease with which New Orleans handles crowd control is also studied the world over. A festival event in the city is not produced just to celebrate and experience joy, it is serious business.

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