



SHOPPING | DINING | ENTERTAINMENT



RockStep
CAPITAL

The New Orleans Experience

Deemed one of the most historic and prominent entertainment destinations in the United States, New Orleans and the French Quarter have long flourished with historic establishments and world-renowned hotels, restaurants, and nightlife venues. As a result, the Riverfront in the French Quarter and greater metro area are experiencing exciting growth, fueled by public and private investments. New Orleans is a city unlike any other with widely-recognized customs and celebrations and a long-standing history dating back to the early 1700's, which help fuel the 20 million visitors the city hosts every year.



At-A-Glance

10

Rate in top 10 Business Climates

2

Rated #2 Best City in the US

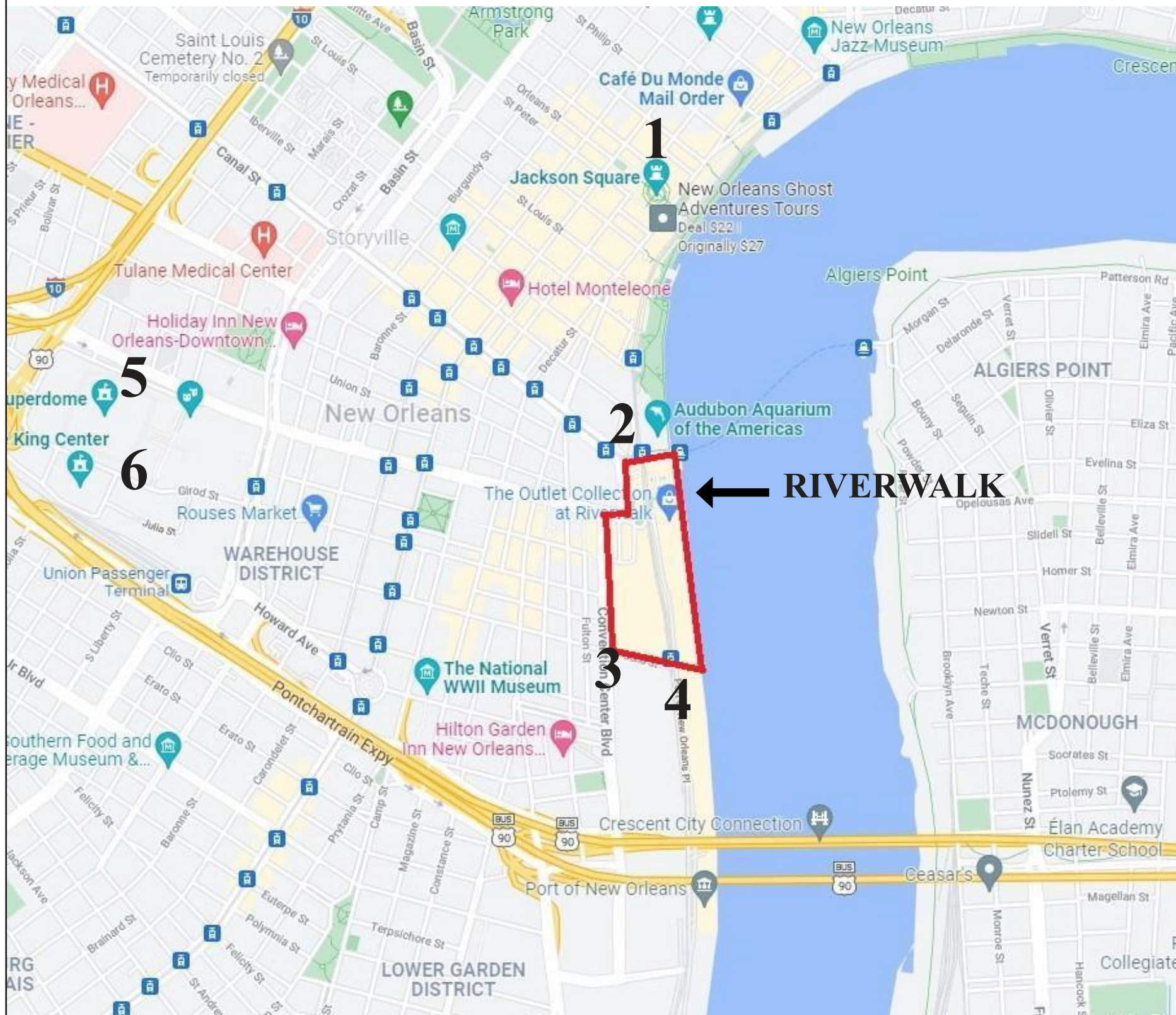
10

Top 10 Most Visited Cities in the US



THE NEIGHBORHOOD: Timeless address in the heart of New Orleans bordering Canal Street and Poydras Street. Home to the city's historic French Quarter, CBD, and Warehouse District that make up New Orleans' unique culture.

Major Landmarks



KEY

- | | | |
|-----------------------|-----------------------|-------------------------|
| 1. THE FRENCH QUARTER | 2. FOUR SEASONS HOTEL | 3. HYATT PLACE |
| 4. CONVENTION CENTER | 5. CAESARS SUPERDOME | 6. SMOOTHIE KING CENTER |

OTHER LANDMARKS

DOWNTOWN:

30,000 HOTEL ROOMS
1 MILE, 7 MINS AWAY

TULANE:

ENROLLMENT: 7,980
6 MILES, 15 MINS
AWAY

LOYOLA:

ENROLLMENT: 11,612
6 MILES, 15 MINS AWAY

UNIVERSITY OF NEW ORLEANS:

ENROLLMENT: 6,895
4.4 MILES, 28 MINS AWAY

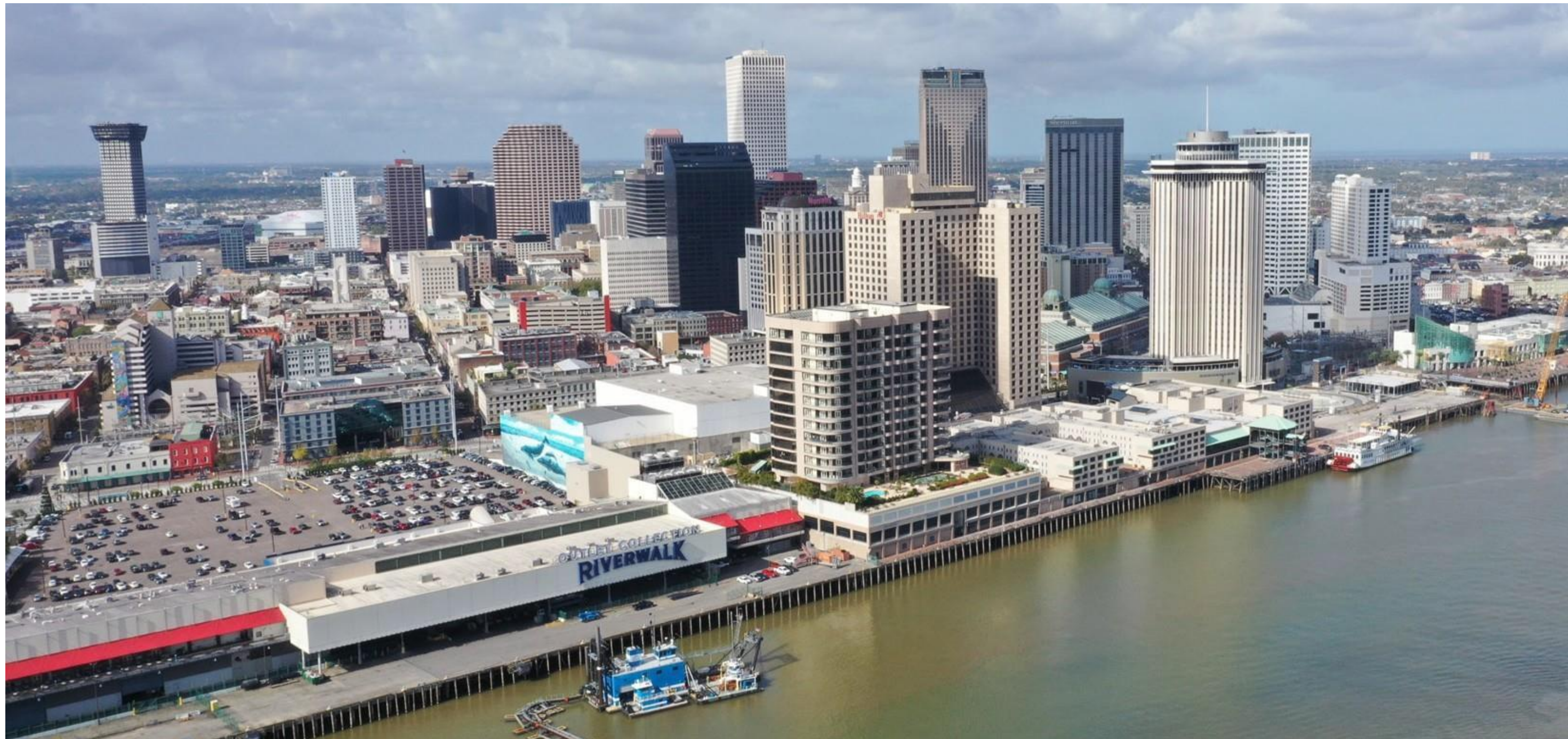
WAREHOUSE ARTS DISTRICT

HOLDS OVER 130 FESTIVALS EACH
YEAR
0.9 MILES, 5 MINS AWAY



Demographics

	1 Mile	3 Mile	5 Mile
2021 Total Population	15,554	179,778	365,285
2010 Total Population	11,346	154,247	329,068
Growth 2010-2021	37.1%	16.6%	11.0%
Number of Households	8,832	80,425	154,229
Growth 2010-2021	46.8%	17.3%	11.2%
Average Household Income	\$102,706	\$69,572	\$73,962



This improved Moonwalk is a key phase of the soon to be 3.2 miles of contiguous space from Spanish Plaza to Crescent Park in the French Quarter and onto Jackson Square



Tourism – Cruise Ships

Riverwalk serves as a destination for the newly expanded cruise ship terminal that serves Carnival, Norwegian, Royal Caribbean, Disney and American cruise lines. Viking River Cruises (headquartered in Switzerland) will commence in August 2022 with the Viking Mississippi. New Orleans will be the first homeport for their ships in the nation.



37

Total ships that docked at RiverWalk (2019)

1.2M

Cruise Ship Passengers (2019)

6th

Largest Cruise Port in the Nation



A SENSE OF BELONGING.
A TOP US TOURIST DESTINATION
AWAITS.

19.75 MILLION
TOURISTS

In 2019, A 6.7 percent increase in visitors
compared to the previous year.

10.5 BILLION
SPENT

In 2019, A 10.3 percent
increase over 2018.

AVERAGE OF \$188
PER PERSON

Spent by visitors who came
to New Orleans for the day.

AVERAGE OF \$238
PER PERSON

Spent by visitors per day who
stayed an average 4.2 nights.

76.7% OF
VISITORS

were in New Orleans for vacation
while 13.1% were in town for
conventions or corporate
meetings.

Tourism – Major Events (Attendance)

1.5M

Mardi Gras

900K

Convention Center

800K

French Quarter Festival

600K

New Orleans
Saints Football

500K

Jazz Fest



JAZZFEST



FOOD FESTIVAL



MARDI GRAS



SAINTS

RiverWalk Demand Generators – Recent Expenditures

\$507M

Moonwalk Reconstruction Costs

\$1.3B

New Louis Armstrong International Airport
(35 Gates Added)

\$557M

Convention Center Construction Costs

\$43.5M

RTA Terminal Construction Costs

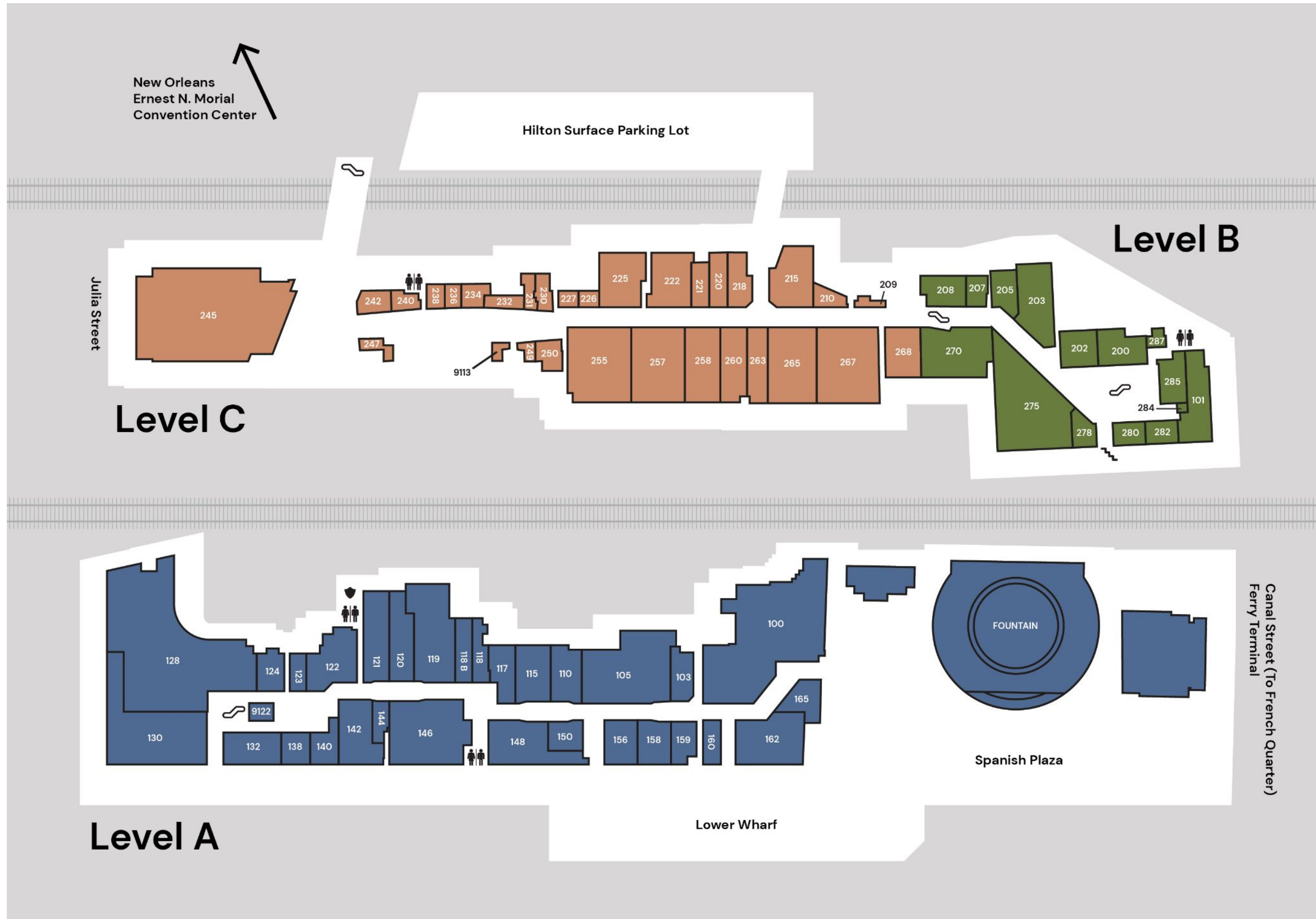
\$525M

Four Seasons Hotel Construction Costs



A TALE OF GROWTH
AND DIVERSITY





BLENDING THE PERFECT MIX OF
BEST-IN-CLASS NATIONAL, REGIONAL,
AND LOCAL BRANDS.

You're in
GOOD
COMPANY

RockStep
CAPITAL

NORDSTROM
rack

COACH

POLO  RALPH LAUREN

kate spade
NEW YORK

KARL LAGERFELD


PUMA

TOMMY  HILFIGER

FOREVER 21

 **LE CREUSET**

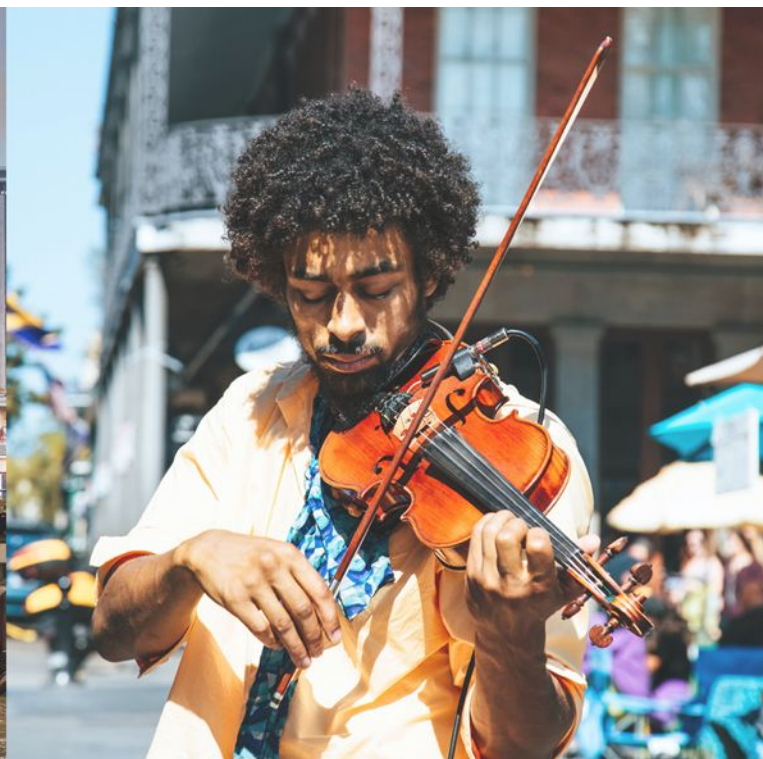
GAP


crocs[™]

Levi's

RIVERWALK OUTLETS

Kaci Summey
Director of Leasing
ksummey@rockstep.com
817.917.7988



RockStep
CAPITAL