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## 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

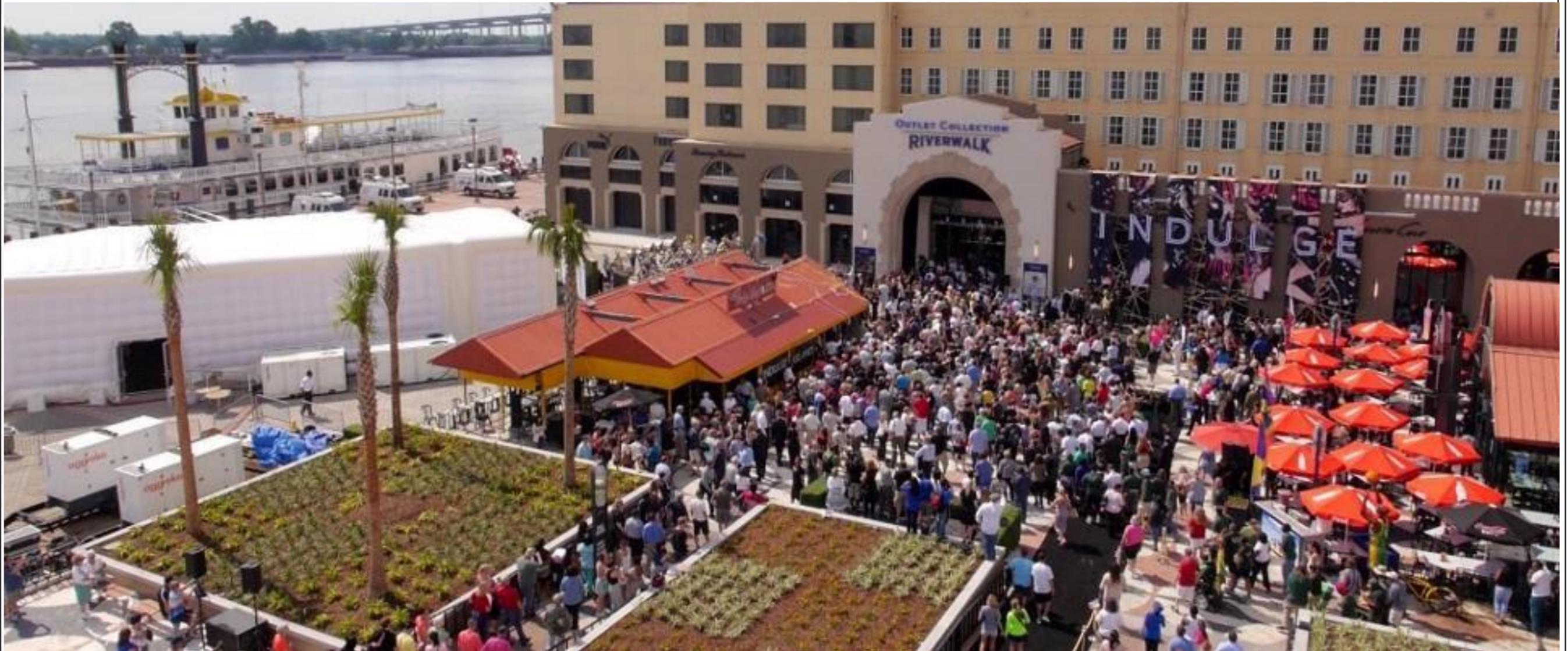
Rate in top 10 Business Climates

# 2

Rated #2 Best City in the US

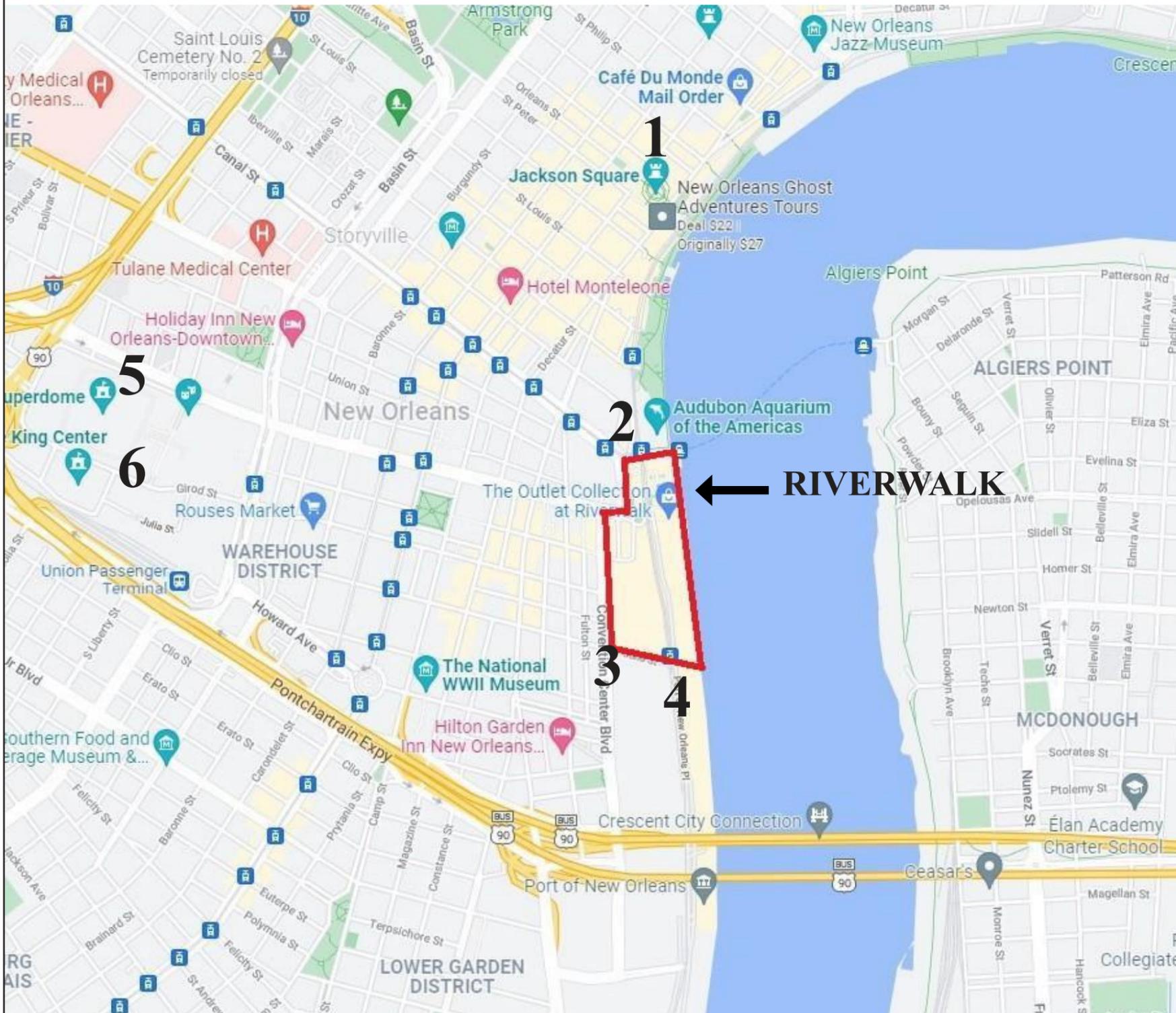
# 10

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:

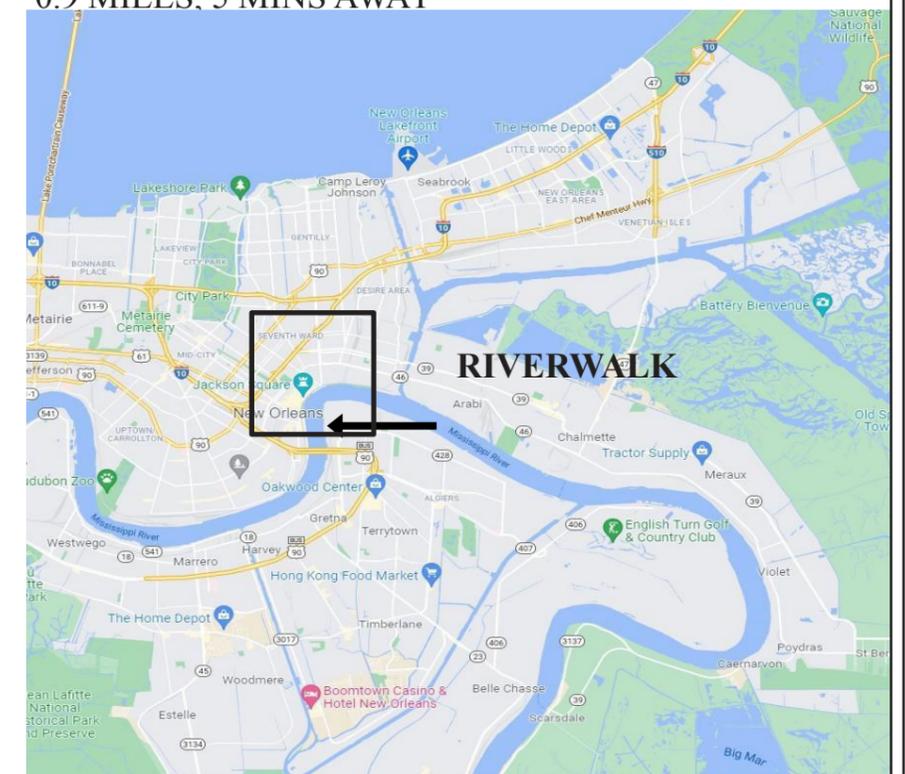
ENROLLMENT: 11,612  
6 MILES, 15 MINS AWAY

### UNIVERSITY OF NEW ORLEANS:

ENROLLMENT: 6,895  
4.4 MILES, 28 MINS AWAY

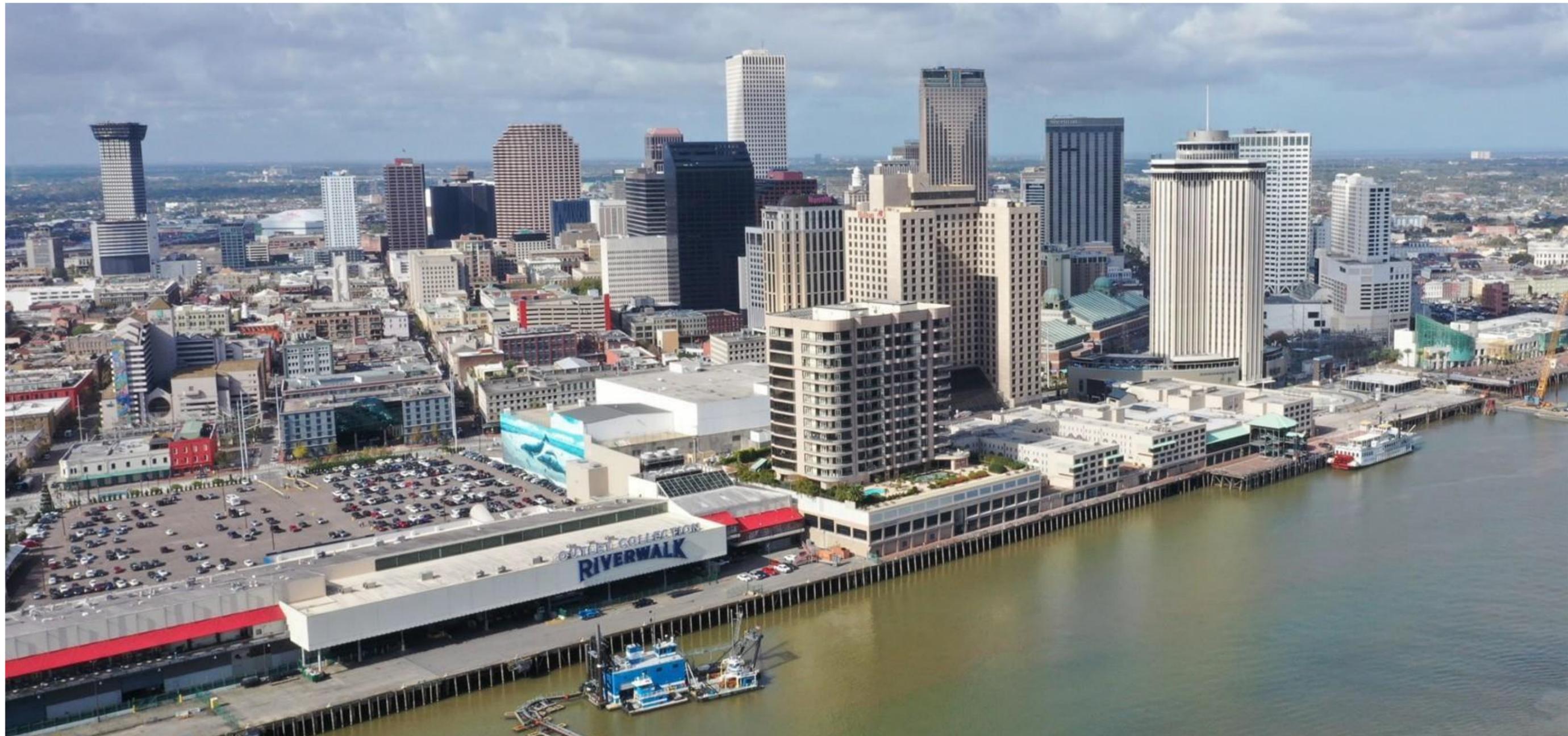
### WAREHOUSE ARTS DISTRICT

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



## Demographics

	1 Mile	3 Mile	5 Mile
<b>2021 Total Population</b>	<b>15,554</b>	<b>179,778</b>	<b>365,285</b>
2010 Total Population	11,346	154,247	329,068
<i>Growth 2010-2021</i>	<i>37.1%</i>	16.6%	11.0%
Number of Households	8,832	80,425	154,229
<i>Growth 2010-2021</i>	<i>46.8%</i>	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



## 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

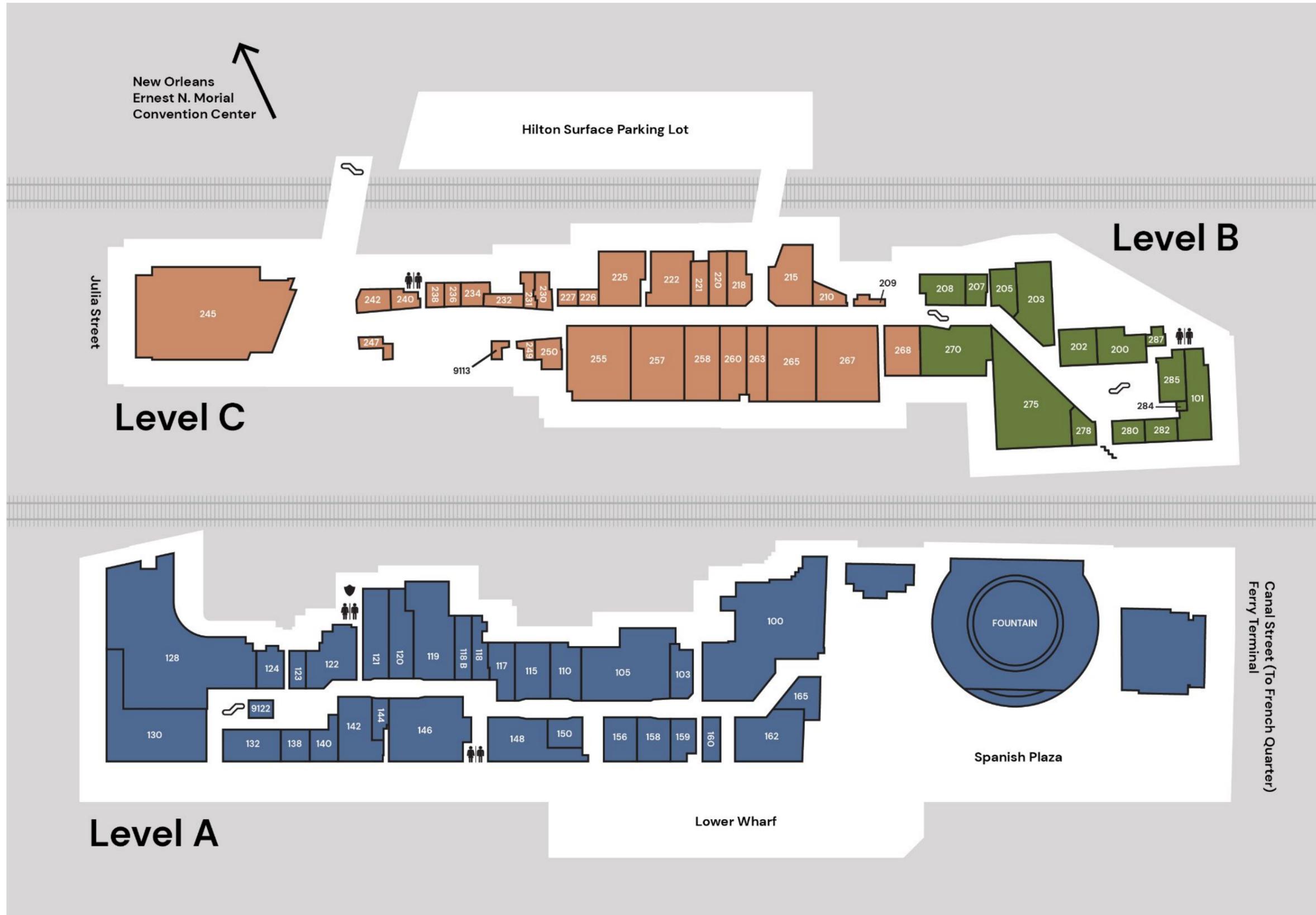
**\$525M**

Four Seasons Hotel Construction Costs



A TALE OF GROWTH  
AND DIVERSITY





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# RIVERWALK OUTLETS

**Kaci Summey**  
Director of Leasing  
ksummey@rockstep.com  
817.917.7988

