



NEWS RELEASE

ERNEST N. MORIAL CONVENTION CENTER
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FOR IMMEDIATE RELEASE

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New Look and Attitude for the New Orleans Ernest N. Morial Convention Center

Following a well-received response to a \$60 million dollar makeover in 2006, the New Orleans Ernest N. Morial Convention Center recently completed another round of upgrades to the revered facility. Over \$7 million in improvements include: extensive landscaping, new digital large-screen audio/video information systems and furniture pods in the pre-function areas.

More enhancements to the facility, totaling almost \$12 million, are planned for 2009. The next phase of improvements will focus on ballroom renovation, way-finding upgrades, a plush new executive lounge for a hotel-like feel, and technology (by establishing a 10 GIG internet backbone facility-wide).

In addition to physical enhancements the Center has also instituted an ambassador program dubbed "Fleur de Lis." Attired in unmistakable purple blazers, Fleur de Lis will greet convention goers at every entrance in traditional New Orleans style.

The Center is hosting a full 2009 line up, with 84 major conventions, tradeshow and events bringing nearly 667,000 attendees to the city. In the first quarter of 2009 the Center will welcome Professional Convention Management Association's (PCMA) Annual Convention - a testament to the confidence the meetings industry has in New Orleans.

The Center's proximity to hotels, restaurants and cultural activities has long made it a favorite among meeting professionals and attendees. In walkable New Orleans, there are approximately 3,000 hotel rooms located in the immediate vicinity of the Convention Center and 20,000 more within walking distance, which minimizes the need for shuttle. Choose from world-class accommodations, including elegantly appointed high-rises, boutique properties, bed-and-breakfasts and historic inns.

New Orleans has long been known for its culinary offerings and there have never been more abundant options, with now over 900 signature restaurants representing some of the most world-renowned chefs. The mention of a chain restaurant in New Orleans is rare, and in every restaurant is where you will find the locals.

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The newest addition to New Orleans' long list of popular attractions is Audubon Insectarium, a brand new, 23,000 square foot museum showcasing an exotic collection of the planet's smallest creatures.

Producing an event of any type at the New Orleans Ernest N. Morial Convention Center has never been easier, more efficient or more enjoyable for both planners and attendees.

About the New Orleans Ernest N. Morial Convention Center

With 1.1 million square feet of contiguous exhibit space, an award winning staff and first class amenities, the New Orleans Ernest N. Morial Convention Center (NOMCC) is the sixth largest convention center in the nation and a consistent Top 10 host of the largest number of conventions and tradeshow annually. A leading rainmaker of the city's hospitality industry, NOMCC event activity has produced \$39.12 billion in economic impact since its 1985 opening, including \$2.19 billion in new tax revenue.