



Destination
USA,
New Orleans

Simply Put... The Soul Of The South



Preservation Hall

For more than 300 years, New Orleans has been inspiring stories. The Spanish, French, African and Caribbean influences create a cultural gumbo of distinctive architecture, cool jazz and celebrated cuisine that only New Orleans knows how to dish out. From award-winning attractions to immersive experiences, this timeless city offers something amazing around every cobblestone corner.

As the birthplace of jazz, live music permeates and enriches everyday life in the city. All kinds of music, from traditional jazz to zydeco to rock and blues, can be found here...on street corners, in music venues and at many festivals throughout the year.

If you are looking to expand your knowledge of culture and history, New Orleans is the place for you! In addition to the city's old architecture and historic buildings, New Orleans has a wealth of museums centered around not only the city's past but regional and national history, as well. Stand beneath a sea of World War II fighter jets at the National WWII Museum or learn the history of African American communities at the Ashe Cultural Arts Center.

New Orleans is also a magnet for art and creative types. Browse art galleries, antique shops and unique stores all along Magazine and Royal Street or stop in at one of the incredible art museums.

Well known for cocktails and Creole cooking, New Orleans is home to hundreds of restaurants. From traditional dishes to globally inspired flavours and from white tablecloths to picnic blankets, New Orleans chefs create food for your taste buds and nourishment for your soul.

The city's invigorating spirit is sure to inspire, captivate and motivate you to jump in and see and do so much. Discover the spontaneous joy that is the Crescent City's calling card. Start creating your New Orleans story today!

Top 10 Things To Do:

1 - Swamp Tours:

If you're visiting Louisiana, there's no doubt you've heard about the region's mossy swamplands. Just a short drive outside of the heart of New Orleans, tour companies offer swamp/bayou tours on boats, where you can see (and even feed) gators and other wildlife. Many companies offer transportation to and from hotels, making it even easier to access these nearby swamps.

Cajun Encounters Tour Co. embark on tours of the renowned Honey Island Swamp. Glide through 'gator territory' aboard a small, flat-bottomed boat, while local expert captains share fascinating insights about the swamp and its natural inhabitants. For your comfort and convenience, they offer pickup services from numerous French Quarter hotels and visitor centres. Their tours are led by top experts in the field, many of whom have spent their lives on the water and hold specialised degrees, ensuring you an authentic and unforgettable experience.

Many of us, of a certain age, will remember Dennis Weaver travelling on an airboat through swampland in the late-60's TV show Gentle Ben. Well Airboat Tours by Arthur can give you that same experience...and then some!

Their tours go through swamp, over marshlands and between the moss-draped trees. There are over 33 species of bird in this region, so you are likely to see hawks, herons, egrets and, maybe even bald eagles. You're also likely to see alligators up close and personal, unless it's wintertime.

Family owned and operated since 1994, the tour starts just 25 minutes from New Orleans' airport. Your guides are US Coast Guard captains and are lifelong residents of the bayou - very knowledgeable and aware of the ecology of the region.

2 - Cemetery Tours:

New Orleans is a city surrounded by



Swamp Tour



water and built below sea level. This is why the 'dearly departed' spent eternity entombed above ground. In New Orleans, graves are family affairs, with the remains settling over time to make room for the next generations to move in.

Ornate and historic, funky and other worldly, New Orleans cemeteries are home to everyone from music hit makers to voodoo queens. Tour companies will show you who's who and explain the history and traditions.

Pay homage to fallen yellow fever victims at St. Louis Cemetery No.1, the oldest bone-yard in town, or visit some of the newer and just as elaborate places.

Visiting New Orleans, or NOLA as it is colloquially called, wouldn't be

complete without a trip to the beautiful and historic St. Louis Cemetery No.1 - the official tour immerses visitors in the legend and lore present within its marble tombs.

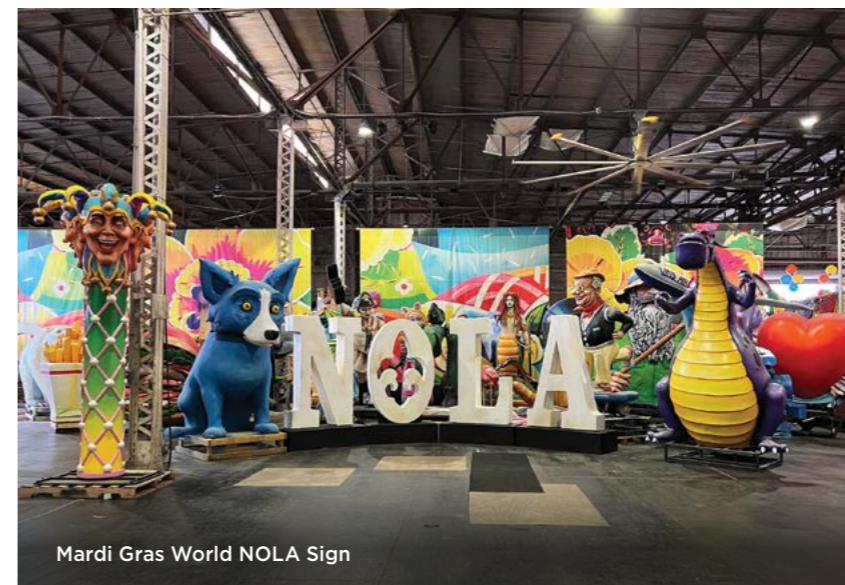
All guests must book online or in-person before arriving at your designated time slot. Due to its popularity if you don't do this you are unlikely to get in as spaces fill quickly and there is no guarantee of same-day availability.

3 - Mardi Gras World:

The early days of what has grown into Kern Studios started with Roy Kern, a local artist-turned-sign-painter who worked his way through the Depression by painting names and signs on the bows of freighters and barges.



Mardi Gras World



Mardi Gras World NOLA Sign



The National WWII Museum

Roy and his son Blaine built their first Mardi Gras float together, on the back of a mule-drawn wagon in 1932. Unable to pay his mother's medical bills, Blaine offered to paint a mural in the hospital, which caught the eye of a surgeon who was also the captain of a Mardi Gras Krewe (an organisation in charge of one of these massive floats). This captain invited Blaine to design and build floats for his Krewe, and Kern Studios was officially founded in its current form in 1947. One float led to another and before long Blaine became the city's leading parade designer and builder, working with Rex, Zulu and other legendary krewes.

Blaine Kern travelled throughout Europe to apprentice under the world's leading float and costume makers. During several trips to Italy, France and Spain, Blaine became inspired by the extravagant concepts and animation that marked the European style of float building.

He brought these ideas to New Orleans and developed the monumental scale and lavish ornamentation of today's spectacular Mardi Gras floats. Blaine Kern was instrumental in the formative years of some of New Orleans' biggest parades and Super Krewes and is still known as Mr. Mardi Gras.

After many requests for private tours of Kern Studios from people wanting a sneak-peak of Mardi Gras, the Kerns decided to open the working studio to the public. In 1984, Mardi Gras World was created as a tourist attraction to provide visitors a behind-the-scenes look at our work. Widely successful, the attraction draws hundreds of thousands of visitors from all over the world each year.

4 - WWII Museum:

The National WWII Museum tells the story of the American experience in the war that changed the world... why it was fought, how it was won and what it means today, so that all generations will understand the price of freedom and be inspired by what they learn.

America's National WWII Museum ensures it will:

- Inspire people, young and old, to embrace the lessons of this monumental global conflict from its stories of heroism, human tragedies, voices of liberation, and the fruits and responsibilities of victory
- Create and maintain a world-class museum campus of pavilions and exhibitions
- Engage worldwide audiences by providing access to collections, exhibits and oral histories through innovative outreach, distance learning, new media and creative museum experiences
- Interact with diverse communities to expand their understanding of the history and meaning of America's role in World War II and its relevance for today and for the future
- Become a place for people to understand and feel America's strengths and values
- Serve as a catalyst for cultural tourism to strengthen the economic and community development of New Orleans and Louisiana

5 - Preservation Hall:

The story of Preservation Hall dates back to the 1950s at Associated Artists, a small art gallery at 726 St. Peter Street in the French Quarter. Upon opening the gallery, the proprietor, Larry Borenstein, found that it curtailed his ability to attend the few remaining local jazz concerts, and he began to invite living legends of New Orleans jazz to perform 'rehearsal sessions'.

During this period, traditional jazz had taken a backseat in popularity to rock 'n roll and bebop, leaving many of the players to work odd jobs - venues that offered live New Orleans jazz were few and far between. Before long Borenstein's sessions took on a life of their own; enthusiasts of the music genre gravitated toward the gallery, including a young couple named Allan and Sandra Jaffe.

The jam sessions at 726 St. Peter became much more frequent, so much that Borenstein moved his gallery to the building next door. Performances were held nightly for donations and



Image courtesy of Chris Granger



Steamboat Natchez River Cruise



Vue Orleans



were organised by a short-lived not-for-profit organisation...The New Orleans Society for the Preservation of Traditional Jazz'. Shortly afterwards Preservation Hall was born.

6 - Frenchmen Street:

Once a hidden gem among locals, Frenchmen Street is now recognised as one of New Orleans's best spots for finding live music. The sounds of jazz, reggae and blues spill out of the clubs making for a buzzing and vibrant atmosphere. Audiences flock to Frenchmen Street from all over the globe, to get a taste of authentic New Orleans music.

Frenchmen Street is located away from the hustle and bustle of Bourbon Street and tucked between the French Quarter and Marigny neighbourhoods, running all the way to the residential area of Gentilly.

The street is supposedly named after a group of five French patriots (or seditionists - depending on your view) who were executed in 1769 near the river end of the street.

Visit during daylight hours and you'll see the historic side of Frenchmen Street, laden with architecture that distinguishes itself from the rest of the city.

7 - Walking Tours:

New Orleans is flat, so walking is the best way to see it up close and personal. Guided rambles, designed to peel back the city's history through an informed commentary, are powerfully supported by the sights and sounds you'll see along the way.

Explore Ghosts, Voodoo, Vampires, the occult and haunted history with Bloody Mary tours. Join small groups or private city cemetery haunted tours and go inside exclusive haunted houses for paranormal ghost hunting, Seance and psychic parties ! Bloody Mary's tours are authentic supernatural adventures designed for the more discerning traveller. Find exclusive locations, unique events, original research and a lifetime of experiences. Experience a behind the

scenes approach to the other side of her hometown!

Known for its mystique-laden history, New Orleans is a city where spooky stories lurk around every corner, and you can experience them yourself on a remarkable Ghosts and Legends Tour. Discover New Orleans' dark side on this two-hour haunted history ghost tour, filled with incredible storytelling about paranormal and haunted places.

Hear tales of famous hauntings from a local guide, and visit the French Quarter's most infamous and eerie locations...hotspots for paranormal investigators and historical videographers. By the end of your Ghosts & Legends Walking Tour, you'll see the Vieux Carré in a different (and profoundly more ominous) light.

Walk around the French Quarter, the oldest neighbourhood in New Orleans. Visit ghostly sites where ghastly spirits have been documented. You may even document some yourself, as 90% of participants have been able to do on tours!

8 - Vue Orleans:

Vue Orleans is a 360 degree taste of the city - offering breathtaking views atop one of the tallest buildings in New Orleans.

From the outdoor observation deck, at 34 stories high, you will be able to view the history-rich urban architecture, the surrounding wetlands and waterways all while enjoying a sunset cocktail.

9 - Riverboat Cruises:

When the New Orleans Steamboat Company launched the NATCHEZ in 1975, they revived more than a famous name. They created one of only two true steam-powered sternwheelers plying the Mississippi today. The NATCHEZ combines the best of contemporary construction, safety and comfort standards with all the authenticity and style of her classic steamboat gothic predecessors.

The NATCHEZ is the pride of the



French Quarter Festival

Image courtesy of Zack Smith



Mardi Gras

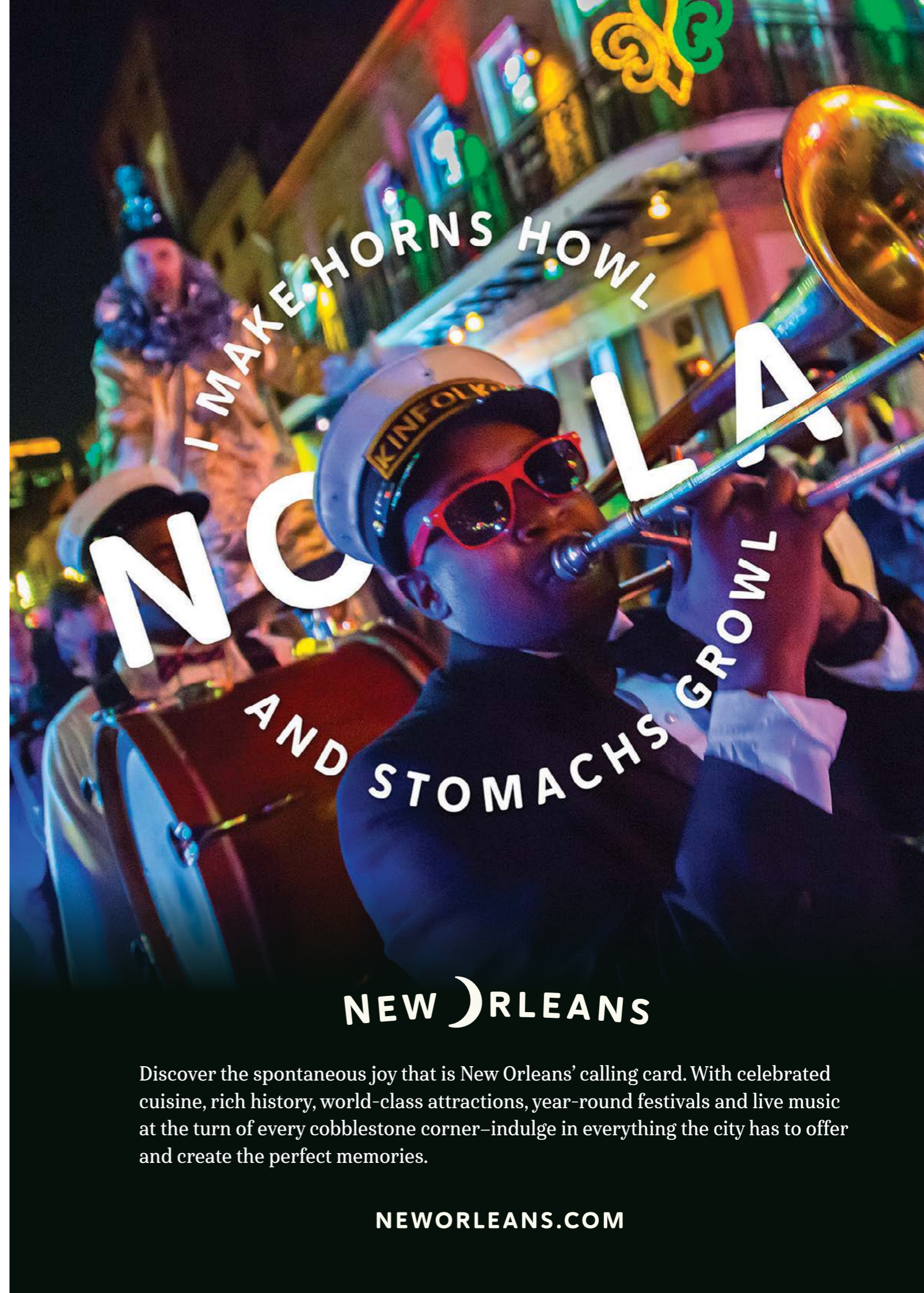
Image courtesy of Paul Broussard

Mississippi River and is as beautiful as any of her namesakes. Many of her crew have been with her since her maiden voyage. There is a whole new chapter in the history of the river, and you can be a part of it. Her daily two-hour jazz cruises depart from the Toulouse St. Wharf (behind JAX Brewery in the French Quarter) at 11:30am, 2:30pm and 7:00pm.

True to tradition in every detail, boarding the NATCHEZ makes you feel as if you have entered another era. The captain barks his orders through an old-time hand-held megaphone. The calliope trills a melody into the air while the great wheel, 25 tons of white oak, churns the heavy waters of the Mississippi. You soon find yourself slipping into a sense of the old, vast and timeless river.

As the NATCHEZ glides past the French Quarter and through one of the world's most active ports, you begin to understand the magic of the experience. For all its history and romance, the excitement of riding a steamboat is as real and rich and genuine now as it was a century ago.

The 880 passenger Paddlewheeler Creole Queen is New Orleans' most luxurious daily excursion riverboat on the Mississippi River. The Creole Queen is a traditional riverboat powered by a 24-ft diameter paddlewheel. She has three private dining rooms giving her the largest indoor capacity available on excursion vessels in New Orleans. Enjoy a Dinner Jazz Cruise, a Historical Cruise or even one of our Special Event Cruises.



NEW ORLEANS

Discover the spontaneous joy that is New Orleans' calling card. With celebrated cuisine, rich history, world-class attractions, year-round festivals and live music at the turn of every cobblestone corner—indulge in everything the city has to offer and create the perfect memories.

NEWORLEANS.COM

10 - Visit City Park:

Whether you're an artist, an athlete, a nature lover, a kid or just a kid at heart, there's a special place inside the Park for you! For over 170 years, New Orleans City Park has provided access to abundant natural and cultural resources, connecting Southeast Louisiana residents and visitors to the region's most-iconic park - with something for everyone.

The Park is home to the New Orleans Botanical Garden, Couturie Forest and Arboretum, the New Orleans Museum of Art, the Louisiana Children's Museum, and the largest grove of mature live oaks in the world, some of which are nearly 800 years old.

Events:

1 - French Quarter Festival:

The French Quarter Festival (April 16th - 19th) is a one-weekend annual celebration of all things New Orleans' and Louisiana's music and cuisine in it's most favourite neighbourhood...2025 is the 40th anniversary of this lesser known festival.

2 - Jazz Festival:

Jazz Fest (April 23rd - May 3rd) is an annual festival celebrating the music, art, culture and heritage of New Orleans. Over the years it has worked its way into the hearts of locals and visitors alike.

3 - Mardi Gras:

Mardi Gras is a one to three-month stretch of the year in which streets come alive with music, art and costumed revellers. Beginning on 12th night (Feb 9th, 2027) the best season is upon this fantastic city...king cake, bead-tossing and parades begin and only increase until the actual 'Mardi Gras Day'.

There's so much to celebrate during Carnival season, where locals and visitors alike join in on the fun. Spectators gasp at colossal Endymion floats and delight in the political satire of Krewe du Vieux. There's something to do every week



Commander's Palace

Image courtesy of Paul Broussard



Parkway Bakery & Tavern

Image courtesy of Zack Smith

during Mardi Gras season.

4 - Southern Decadence:

September 3rd - September 7th, 2026. Southern Decadence is a street festival/party that began back in 1972 as a going away party. The event started out very small and initially was just among a group of friends who called themselves 'Decadents.'

Since the group had so much fun over Labour Day in 1972, they decided to plan another event for the same weekend in 1973. Each year the event kept growing and blossomed into the event it is today. In simplest terms, modern-day Southern Decadence is a weekend-long festival taking place in and around the French Quarter, that includes drag shows, bar events,

pool parties, community events and much more.

5 - New Orleans Wine & Food Experience:

June 10th - June 14th. The New Orleans Wine & Food Experience is a premier event, showcasing what this city does best...eating and drinking. In its 33rd anniversary year, the festival has become one of the most celebrated culinary events in the US, attracting many well-known gourmands and connoisseurs.

Each year, hundreds of wineries and restaurants participate. Menus feature local flavours and innovative new creations inspired by diverse cuisines. Top chefs from around the city create culinary experiences like no other.



Carousel Bar

Image courtesy of Traveling Newlyweds



Emeril's

Image courtesy of Paul Broussard

Dining:

1 - Commander's Palace:

Since the Brennan family took the reins in 1974, Commander's Palace has been on a mission to revolutionise hospitality and create lasting dining memories. They believe every guest who walks through their doors should feel like family, thus Commander's has become the dining experience, and is known for its warm hospitality and superb service today.

Their pursuit to push the envelope of cuisine through innovative and award-winning new Haute Creole cuisine is a heartfelt tribute to the trailblazing matriarch, Ella Brennan.

With an all-star line-up of current and previous chefs Commander's Palace is committed to producing exceptional cuisine, excellent talent and New Orleans' best hospitality. Executive Chef, Meg Bickford, ensures modern New Orleans cooking meets Haute Creole in her kitchen.

Their "Paddock to Plate within 100 Miles" policy means that they strive to cook the distinctive Louisiana flavours they are renowned for today. The Commander's team knows its history but lives by the credo that..."all their best meals are ahead of us."

www.commanderspalace.com

2 - Emeril's:

Emeril's is the Lagasse's highly acclaimed flagship restaurant located in the Warehouse District in New Orleans. Chef Emeril has a long history in New Orleans gastronomy, and when he opened Emeril's in 1990, he introduced a fresh, creative approach to culinary traditions, which redefined Creole cuisine.

Today, the two star MICHELIN flagship is helmed by his son E.J. who carries on Emeril's rich culinary legacy. With a shared passion for seasonality and nature, E.J.'s culinary style is an elegant approach to Louisiana cooking, incorporating new and innovative techniques and modern adaptations of Chef Emeril's classics.

Chef E.J. and his team continue to draw inspiration from the bounty of Louisiana produce from the area's most dedicated farmers, fishermen and purveyors to craft an evolved menu that tells a story through food and nature.

3 - Dooky Chase's:

Dooky Chase's restaurant opened its doors for business in 1941. What was initially a sandwich shop and lottery ticket outlet in 1939 blossomed into a thriving bar and later a respected family restaurant in Treme.

Founded by Emily and Dooky Chase, Sr., Dooky Chase's soon became the meeting place for music and entertainment, civil rights and culture in New Orleans.

In 1946, Edgar Dooky Chase, Jr. married Leah Lange Chase. Through the vision of Leah Chase, the bar and sandwich shop grew into a sit-down restaurant wrapped within a cultural environment of African-American art and Creole cooking. Later known as the Queen of Creole Cuisine, Leah Chase would introduce one of the first African American fine dining restaurants to the Country.

In addition to her signature Creole Cuisine, Leah would begin to showcase African American Art throughout the walls of Dooky's. Dooky Chase's was the first art gallery for black artists in New Orleans.

Today Dooky Chase's remains family owned and operated. After Hurricane Katrina they did close for two years to rebuild, but with assistance of many, Dooky Chase's remains the premier restaurant for authentic Creole Cuisine.

4 - Parkway Bakery & Tavern:

Poor boy sandwiches (also known as po boy) can be found in fine dining establishments, mom-and-pop diners, corner stores and gas stations throughout Louisiana. They represent the bedrock of New Orleans and a proud working-class ethic.

The shotgun house of New Orleans cuisine, poor boys are the



New Orleans Band On Bourbon Street

Image courtesy of Richard Nowitz



Horse & Carriage

Image courtesy of Zack Smith

ambassadors of New Orleans culture, because the sandwich is as diverse as the city it symbolises. Crisp French loaves encase virtually limitless ingredients: roast beef, shrimp, oyster and catfish, soft-shell crabs, as well as french fries and ham and cheese.

When the New Orleans poor boy is 'dressed', the reference has nothing to do with clothes...'Dressed' means that lettuce, tomatoes, pickles and mayonnaise are added.

There are many names for a sandwich on a length of Italian or French bread split horizontally and filled with

cold cuts, cheese, vegetables and dressing...submarine, sub, grinder, hero, hoagie, spuckie, zeppelin, zep... the list goes on.

All are delicious, but an authentic poor boy is served on French bread and has distinctly Southern and working-class origins. Some may view the poor boy as a variation on a sub, which originated in Italian immigrant neighbourhoods in the northeast, but the poor boy has more in common with the oyster loaf that got its start in New Orleans and San Francisco.

www.parkwaypoorboys.com



Accommodation:

1 - The Pontchartrain Hotel:

Unwind in classically appointed suites and hotel rooms designed for modern comfort. Lacquered black and mint-green hues mimic the majestic Spanish moss-laden oaks and balmy palms of the garden district, with layered Moroccan rugs, creating a cozy multi-textured, homey feel. Like New Orleans, your room makes for a magically transportive space—for work or sleep.

From the ground floor to the rooftop, Pontchartrain offers award-winning restaurants and bars to explore and imbibe in The Big Easy. Be sure to book a reservation at the culinary crown of the hotel, Jack Rose, during your visit. The vibrant atmosphere encourages spontaneous celebration whether enjoying dinner in the Jack or Rose rooms, hosting an escapade in the Mile High Pie Club, snacking on small plates under the Lil Wayne Portrait in the Living Room, or sipping sparkling rosé in the Rose Garden Patio.



City Park

2 - Q&C Hotel and Bar New Orleans:

At the heart of storied and soulful New Orleans is Q&C. Tucked between the French Quarter and the Warehouse/Arts District, it's the perfect launching pad for your New Orleans escapades... no matter what you're seeking.

Q&C Hotel embodies the tradition and culture of New Orleans and each guestroom pays homage to the city. Designed for the urban explorer in mind, all of the guestrooms feature complimentary WiFi, 47 inch flat screen HDTVs, with wireless capability, workstations, Keurig Coffeemaker with K-cups, small refrigerator, safe and walk-in shower.

Located just steps from the legendary French Quarter there's no shortage of great food and drinks in the area. In fact, one of the best bars around is at the Q&C hotel. Named one of the Top 10 Happy Hours in NOLA by St. Charles Avenue Magazine, Q&C Bar features handcrafted cocktails and locally inspired bites.

3 - Kimpton Hotel Fontenot:

A Chic & Trendy Hotel in Downtown New Orleans! New Orleans has been built on a musical legacy equal parts traditional and improvisational, and now Kimpton Hotel Fontenot is taking a page from that songbook by riffing on the standard Crescent City hotel, creating something contemporary and new.

But it still embodies the NOLA spirit and honours the area's over-the-top style with a few surprises, including the magnificent Peacock Room, an ornate gathering spot filled with a menagerie of prints and patterns. Expect five-star service that's anything but stuffy, chic design mixed with playful touches, food and drink that satisfies the soul, and an atmosphere that has the chops to impress locals and visitors alike.

Make Hotel Fontenot your ideal Mardi Gras headquarters! Located directly on the official parade route, you'll have a prime viewing spot for major krewes and be just steps from the French Quarter. With secure, discounted



Pontchartrain Hotel



The Peacock Room, Kimpton Hotel Fontenot

parking and award-winning on-site dining options, they offer the perfect blend of excitement and comfort for your unforgettable Carnival experience.

4 - The Westin New Orleans:

The Westin New Orleans Canal Place is a luxurious 4-star hotel conveniently located only 3.1 miles (5kms) from the centre of New Orleans. Local places of interest include Aquarium of the Americas, Harrah's Casino and Audubon Insectarium. Other points of interest are Woldenberg Park, Riverwalk and Cigar Factory New Orleans and Museum.

There are 438 well-appointed, air-conditioned rooms at The Westin New Orleans Canal Place. Guests

of the hotel can make use of the following room facilities: voice mail, clock radio, climate control, coffee/tea maker, in-room safe and multi-line phone. Iron/ironing boards are provided in the rooms. Additional amenities in the rooms include desk and minibar

Rooms at The Westin New Orleans Canal Place feature premium bedding. Extra towels and bedding items can also be found in the rooms. Guests may request a crib/cot (infant beds).

The Westin New Orleans Canal Place features in-room facilities such as pay movies, premium television channel(s) and cable/satellite television channels.

www.neworleans.com