

CASE STUDY: NEW ORLEANS

TAXI: YOUR CONVENTION CONNECTION

Testament to the resilience of the people of New Orleans in the era of Post-Katrina, this city is fast becoming the year round destination for people from the continental United States. 92% of Pre-Katrina conventions are BACK!

The Convention and Hospitality Industry is New Orleans' largest employer and business source. New Orleans is very geographically condensed with the French Quarter lying adjacent to the Convention Center Area. Taxis are the number one mode of transportation for Conventioners as their visit involves quick taxi rides. Taxis welcome Visitors at the Airport, deliver them to their Hotels and the Convention Center and serve as their drivers to and from Dinners and other After Hours events. Most importantly, Taxis are also able to penetrate the French Quarter which is almost completely zoned out to advertising opportunities by delivering an Exhibitor's message virtually 24-hours-per-day.



Integrated Program:

- Taxis
- Supercabs
- Buses
- Streetcars
- Receipts
- Tri-Vision Mobile Billboards

Things to consider:

- Nokia Sugar Bowl
- Mardi Gras
- Jazz Fest
- Essence Festival
- Bayou Classic
- Saints Home Games
- Semiconductor Conference