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TALES OF THE COCKTAIL ANNOUNCES
THE 9.7 MILLION ECONOMIC IMPACT
FOR THE CITY OF NEW ORLEANS IN 2009

October 1, 2009 (New Orleans, LA) – The total economic impact produced by the 7th annual event was \$9.7 million a \$2.1 million dollar increase from 2008. The results of a the recent Visitor Profile and Economic Impact Study for Tales of the Cocktail 2009 was conducted by the University of New Orleans Division of Business and Economic Research.

This year, Tales of the Cocktail brought out-of-town visitors into New Orleans accounting for 11, 349 visitor nights for the event. The event generated a total economic impact of \$9.7 million in visitor spending, which includes \$8.0 million in attendee spending and \$1.7 million in vendor spending.

State and local governments realized **\$676,653** in tax revenue as a result of the five-day festival. Tales of the Cocktail is recognized as the premier global cocktail event in the world with the majority of the visitors coming to Tales of the Cocktail came from New York (21.4%), California (15.4%), Texas (7.2%), and Florida (6.5%). International visitors to Tales of the Cocktail came from Canada (34.4%), the Netherlands (18.8%), the United Kingdom (18.8%) and Australia (6.3%).

An overwhelming 95.0% of visitors listed “Tales of the Cocktail Events” as the primary purpose of their visit to New Orleans. The largest proportion of visitor expenditures was from restaurants/meals and followed by lodging and bars/nightclubs. Visiting parties spent an average of \$1379.70 during their trip to the New Orleans area.

While most of Tales of the Cocktail visitors were repeat attendees (48%) the event is continuing to attract new visitors each year (52%).

"We couldn't be happier with the results of the economic impact study; Tales of the Cocktail 2009 will forever be a milestone in the history of the event. Our success is a testament to the place New Orleans holds in the history of the culinary and cocktail industries stated Paul G. Tuennerman, CEO of Tales of the Cocktail."

- An overwhelming majority (91.3%) of visitors stayed in hotels
- 71.6% of visitors occupied 1 hotel room during their stay in the New Orleans area; the average number of rooms occupied by a travel party was 1.7
- Over half (58.5%) of respondents attended Tales of the Cocktail for 4 to 5 days. The average party size of visitor's groups was 3.0

Summary of Additional Findings:

- The majority (73.7%) of respondents followed Tales of the Cocktail on Facebook, followed by Twitter (48.6%) and Blog site (31.7%)
- Of those respondents that indicated they followed Tales of the Cocktail on social media, 39.5% indicated they attended Tales of the Cocktail events based on information they received there
- The overwhelming majority (97.6%) of respondents used the Tales of the Cocktail website

About Tales of the Cocktail

Tales of the Cocktail is an internationally acclaimed festival of cocktails, cuisine and culture held annually in New Orleans, Louisiana. The event brings together the best and brightest of the cocktail community—award-winning mixologists, authors, bartenders, chefs and designers—for a five-day celebration of the history and artistry of making drinks. Each year offers a spirited series of dinners, demos, tastings, competitions, seminars, book signings, tours and parties all perfectly paired with some of the best cocktails ever made.

About the New Orleans Culinary and Cultural Preservation Society

The New Orleans Culinary and Cultural Preservation Society is a non-profit organization committed to preserving the unique culture of dining and drinking in New Orleans and the storied bars and restaurants that have contributed to the city's world-wide culinary acclaim. This organization supports members of the hospitality industry through education and the production of events like Tales of the Cocktail and, most recently, Trails of the Cocktail, a scholarship program for emerging talent in the New Orleans cocktail industry.