

SOMETHING NEW TO DISCOVER.  
EVERYDAY.



**EXPLORE**  
NEW ORLEANS

**NEW  
ORLEANS  
& COMPANY**

# YOU'VE HEARD SO MANY THINGS ABOUT NEW ORLEANS...

...that you'll hear music everywhere you go, that the food is the best you'll ever have, that it feels like you're not even in the United States anymore. Surely, you think, these must be over exaggerations? Well, we're here to tell you that they aren't. Welcome to the Crescent City, 300 years young, the birthplace of jazz and the po' boy, where everywhere you turn you can experience endless entertainment, delicious food and living history. This guide will help you discover the culture and rhythms that make this city so unique.

## NINE WAYS

to experience New Orleans

*Where do you go when it is time to get away? What if you knew of a place where the scenery isn't all that changes? A place where centuries-old architecture is the backdrop for a culture so invigorating, it'll rouse your spirit. Welcome to the most fun and authentic city in America: New Orleans. We are a magical place with a unique culture and way of life. Explore our suggestions below to learn more about the city and experience the trip of a lifetime!*



### I. STEP BACK IN TIME

Rest assured that history isn't boring in New Orleans. Great fires, rapscaillon characters, culture clashes: the city's colorful past is found right in front of you in New Orleans—you just need to know where to look. That's where a tour comes in handy. Knowledgeable guides will reveal the stories you'd never suspect existed beyond the curves of a wrought-iron fence, a bubbling courtyard fountain or a hard-to-pronounce street name.

### 2. EAT YOUR HEART OUT.

New Orleanians will find a way to bring food into any activity—and tours are no exception. One of our culinary tours will have you indulging in fare from classic New Orleans restaurants while learning the history behind the cuisine. Looking to

actually get in the kitchen? Try a hands-on approach at one of the city's many cooking schools, where you will discover the secrets behind New Orleans' most famous dishes like BBQ shrimp, jambalaya, and gumbo. Hungry?

### 3. SIP AND STROLL.

New Orleans has a long lineage of libations, from the Sazerac to the French 75. Learn about the local cocktail culture and heritage on a walking tour, where you'll taste alcoholic creations from the French Quarter's best watering holes. (Simply ask your bartender for a "go cup" and saunter along to your next destination.) Or go right to the source with tours and tastings at one of the many local breweries and distilleries. Head down Tchoupitoulas to experience the craft beer scene with NOLA

# NINE WAYS

to experience New Orleans



Brewery, Port Orleans, Urban South, and Miel. Or if spirits are your thing, check out a distillery of every type; Lula, Seven Three and Celebration, just to name a few.



## 4. RIDE IN STYLE.

Ever wanted to ride with Aretha Franklin through one of America's greatest music cities? Now's your chance! Oh, did we mention Aretha Franklin is one of the beloved mules that draw the recognizable open-sided carriages throughout town? Still, you are bound to enjoy the clip-clopping of hooves while meandering down old cobblestone alleys as your driver narrates the sights of the French Quarter. Arrange for a pick-up at your hotel or head to the



Decatur Street side of Jackson Square, where the carriages gather, and hop in!

## 5. CHOOSE TO CRUISE.

Step aboard the regal Paddle-wheeler Creole Queen, Steamboat Natchez or the Riverboat City of New Orleans for an enchanting paddle-wheel ride up the mighty Mississippi River. Choose from a romantic dinner and jazz cruise, or experience riverfront history with the Chalmette cruise, which disembarks at the site of the 1815 Battle of New Orleans and tours the historical battle site.

## 6. SPOOK YOURSELF SILLY.

Get the chills with a nighttime adventure, where you'll hear legendary ghost stories and explore French Quarter locations known for their paranormal activity. Trying to find a genuine haunted house? Take a night time ghost tour.

## 7. WALK AMONG THE DEAD.

Take a guided tour through the historic cemeteries, where the city's unique aboveground tombs, stone sarcophagi and massive headstones mark burial sites for New Orleans' deceased. Visit their graves and learn about the supernatural craft of



Voodoo, including its West African origins, Catholic influences and modern-day practices.

## 8. LIFE ON NEW ORLEANS' ANTEBELLUM PLANTATIONS.

Learn about this important era in American history at several beautiful, 200+ -year-old mansions within a short drive of New Orleans. Once you've had a mint julep or two, spend some time with the guides. Learn about the impacts of slavery and cultural issues of the day. You'll come away with a better understanding of how complex life was during this time. The architectural beauty of these massive homes, set beneath canopies of centuries-old live oak trees adjacent to carefully manicured gardens, make for a contemplative experience.

## 9. SHOP TIL YOU DROP.

Whether you're looking for souvenirs, the latest fashions, beautiful antiques or something completely unique, we've got you covered. If you're a true antiques aficionado, spend an

afternoon strolling down Royal Street where history comes to life. Speaking of history, be sure to explore the French Market, the oldest market of its kind in the United States. Looking for something more modern? Canal Place has everything a luxury-seeker could want or check out the The Outlet Collection at Riverwalk, the first outlet shopping center in the heart of down-



town. Head to the Warehouse and Arts district to view the pieces displayed in the galleries. Be sure to wander uptown along Magazine Street, a six-mile stretch filled with local shops of all types, restaurants, bars, galleries and beautiful architecture. What more could you need?

# TASTE THESE

*New Orleans signature dishes*

*Familiarize yourself with the dishes below—and be prepared to savor forkfuls of the culture, tradition, flavor and recipe perfection that have earned New Orleans its reputation as a top culinary destination. Our dining landscape is more vibrant today than ever—with James Beard Award winning and nominated chefs and restaurants throughout the city, there's no shortage of places to taste all the flavors New Orleans has to offer.*



## BEIGNETS

Sometimes called a “French doughnut,” these decadent treats were brought to Louisiana by the Acadians. Traditionally a square piece of dough that is deep fried, forming a slightly crispy pillow that’s covered with powdered sugar, you can also find savory versions, with crawfish or shrimp filling.

## GUMBO

Treat yourself to a culinary carnival created by a mix of West European, African, Caribbean and Native American Indian influences. Classic gumbo recipes call for okra simmered for hours in a rich stock, starting with a roux and the “trinity”—onions, bell peppers and celery served over rice. Whether it’s with chicken and andouille, seafood, chicken and seafood, crabmeat or something else entirely, it’s a dish you can’t miss.

## SHRIMP CREOLE

As time-honored as shrimping is in Louisiana, this coveted culinary delight showcases fresh peeled shrimp, chopped onions, green pepper, green onions and chopped tomato and served over rice.

## CRAWFISH ETOUFFEE

A local favorite, this Cajun creation employs hot spices, including cayenne pepper, a mélange of onion, green pepper and a hint of garlic. With loads of fresh crawfish, this is enjoyed over rice.



## OYSTERS ROCKEFELLER

Oysters Rockefeller can be ordered all over the city, but the New Orleans institution Antoine’s holds the title of creator, serving the original dish since 1889. Though the exact recipe remains a secret, chefs describe the dish as a combination of oysters, capers, parsley and parmesan cheese.

## BANANAS FOSTER

This distinctive flaming dessert, made with bananas, ice cream, dark rum, sugar and spices, was famously invented at Brennan’s Restaurant and remains their most popular item, requiring 35,000 pounds of bananas per year!



## MUFFULETTA

This famous sandwich was born in New Orleans and is filled with classic Italian flavors such as salami, ham, provolone and the piquant olive spread that gives it a distinctive taste. Restaurants all over the city have their own version, but for a taste of the original, visit Central Grocery on Decatur Street, which invented the sandwich in 1903.



## JAMBALAYA

A meal in itself, this simple yet flavorful classic dish consists of sausage, vegetables and a variety of seafood. The final touch—adding raw long-grain rice to absorb flavors from the stock—is what sets this one-pot wonder apart.

## RED BEANS AND RICE

This Creole classic is a staple on menus across the city and many feature it as a Monday special—that’s because New Orleanians traditionally made the dish with leftover pork from Sunday dinner.

## PO-BOY

Created during the streetcar strike of 1929, the po-boy sandwich was originally dubbed “poor boys” after men who were striking. The sandwich usually consists of some form of meat or fried seafood on French bread and is typically topped (or “dressed” as locals call it) with lettuce, tomato, pickles and mayonnaise.



# MUSICAL STYLES

to hear in New Orleans

*Between the musicians on the street, the noise floating from the windows of venues and homes, and the myriad of festivals that occur year-round, music is everywhere in New Orleans.*

## BRASS BAND

A blend of classic, European-style military music infused with funky, African influence, brass can easily slip from traditional jazz standards to Michael Jackson in no time flat. You're likely to see locals break into a style of dance with bouncy, intricate footwork called "buck jumpin'." You can experience it at Maple Leaf Bar, where the Grammy-winning Rebirth Brass Band performs every Tuesday.



## CAJUN MUSIC

Cajun music, emblematic of Louisiana, is rooted in the ballads of the French-speaking Acadians of Canada. With a basic rhythm and staccato-style notes, this dance music often lends itself to waltzes and two-steps and is commonly heard at festivals and dance halls. Tipitina's, an Uptown venue that hosts performers from across the spectrum and well-known touring bands, has a Cajun Fais-Do-Do every other Sunday.

## RAG TIME

With its jingly piano and springy rhythm, this lively music may evoke mental images

of old-time saloons or Charlie Chaplin's comedic antics, but it's considered the first American musical genre. Played in venues across the city, the best way to see true ragtime is at the New Orleans Ragtime Festival.

## DIXIELAND

Considered the first form of jazz music, this genre combines ragtime and brass band marches with the free-spirited component of improvisation. A ride upon the Steamboat Natchez is a great way to explore the river to the sounds of Dixieland.

## ZYDECO

This American-roots, folksy-genre originated in southwest Louisiana in the early 19th century. It was born as a blend of Cajun music and two other "new" American music styles—blues and rhythm & blues. In rural areas, the lyrics are still sung in Louisiana Cajun French. Dance the night away at Rock'n'Bowl's zydeco night in Mid-City or at the Cajun-Zydeco Festival in Armstrong Park.



## GYPSY JAZZ

This fast-paced music has a lilt-ing feeling, which comes from a special form of rhythmic guitar strumming called "la pompe."

*Not sure where to start? Here are some venues and festivals you might want to explore to see more of what New Orleans has to offer.*

**Preservation Hall** was established in 1961 to honor one of America's truest art forms – Traditional New Orleans Jazz.



**Frenchmen Street** is crowded, buzzing and vibrant – and might just be the most consistently musical stretch of asphalt in New Orleans. Its venues offer an array of live performances ranging from traditional jazz to blues to reggae and rock and are, themselves, famous, attracting audiences worldwide.

**BUKU Music + Art Project**, taking its name from the French word, "beaucoup" – meaning "plenty," is an EDM and hip-hop music festival, that showcases local art, world-renowned food vendors, and even riverboat cruises along the Mississippi.

**French Quarter Festival** is a free festival every April that has the best of New Orleans music, food and festival fun. Nearly two dozen stages rock the French Quarter and surrounding areas throughout the four-day weekend, starting early in the day and going on through the night.

**The New Orleans Jazz & Heritage Festival**, more commonly referred to as Jazz Fest, is an annual festival celebrating the music, art, culture and heritage of New Orleans. Located at the Fair Grounds Race Course, you can see over 500 bands on a dozen stages over the course of two very full weekends.

**ESSENCE Festival®** is the premier showcase for contemporary African American music and culture, bringing together the best of R&B, hip-hop, jazz and more. Held over Fourth of July weekend at the Mercedes-Benz Superdome, this three-day party named for its founder and sponsoring magazine, combines high-octane music performances with inspirational speakers and provocative conversations about race, gender, culture, and art.



**Voodoo Music + Arts Experience** gathers thousands to worship the music every year over Halloween weekend, under the live oaks at City Park. Voodoo has drawn more than a million people, along with some of the top acts on the contemporary popular music scene as well as showcasing up-and-coming New Orleans musicians.

# ARCHITECTURE PRO

How to sound like one

*Say you're strolling through New Orleans, discussing the merits of beignets versus doughnuts with your companions, and to the left is a stunning example of traditional Southern building design. Rather than risk mistaking a classic American townhouse for a Creole townhouse, take a few notes from our architecture primer and demonstrate (or at least fake) your architectural expertise.*



## CREOLE COTTAGE

According to legend, pirate brothers Jean and Pierre Lafitte once hid out in the circa-1732 Bourbon Street tavern known as Lafitte's Blacksmith Shop. Another French Quarter Creole Cottage-turned-business is Creole restaurant Bayona. These and other Creole Cottages are easy to spot with their high, steep side gable roofs, brick chimneys and wooden storm shutters.



## CREOLE TOWNHOUSE

The Pontalba Apartments' residents in Jackson Square have witnessed countless weddings and Mardi Gras celebrations from their balconies. Creole Townhouses are notable for having two to four stories, hidden rear courtyards, iron balconies and brick or stucco exteriors. Visit the restaurants and shops on the Pontalba's ground floor, such as nearby restaurant Pere Antoine and gift shop Forever New Orleans.

## GREEK REVIVAL HOUSE

Oak Alley Plantation is among Louisiana's most-visited house museums. This immense Greek Revival home features full-height porches with round columns or blocked piers, a parapet (a short wall running the length of the roof) and the wide, flat trim around the out-



side windows and doors called a "Greek-key surround." Other Greek Revival beauties include Houmas House & Gardens and Nottoway Plantation.

## SHOTGUN HOUSE

Shotgun-style architecture is notable for its long, narrow layout that's one room wide (two rooms if it's a "double" shotgun), lack of a front yard, and a layout that features one room opening into the next, without hallways. Many feature charming Victorian embellishments beneath the large front eave.

## CENTER HALL COTTAGE

Some of New Orleans' most storied figures have lived at the 1820s-era Beuregard-Keyes House. Learn their



tales at this museum, a Center Hall Cottage whose architectural style is notable for having one-and-a-half stories with a front entrance, columns running the length of a wide front porch (with its door centered) and side-gabled roofs.

## DOUBLE GALLERY HOUSE

Two stories with three openings across the front, deep-set covered porches on the first and second floors, and a front door that's typically on the left or right side of the porch — that's what makes a



Double Gallery House. Degas House bed-and-breakfast and museum is a perfect example. Impressionist painter Edgar Degas created some of his best works there. You'll also be inspired by the sight of this and other Double Gallery Houses, which include African-American museum Le Musée de f.p.c., Fairchild House Bed and Breakfast and Terrell House Bed and Breakfast.

# NEIGHBORHOODS

to see in New Orleans



*You're pretty sure you have a good idea of where to go once you're here, but you're worried about missing out on something great. Fear not, because the city's relatively small geographic footprint means getting around is an easy feat. Read through our neighborhood guide to see what you can discover in different areas of New Orleans.*



## FRENCH QUARTER

As the cultural epicenter and oldest neighborhood in New Orleans, the French Quarter is home to historic landmarks, colorful architecture, bustling bars and live music venues. Stroll through this vibrant district and experience all the hallmarks of Louisiana culture, from soulful jazz performances to mouthwatering Creole cuisine. And as an added bonus, with New Orleans' open-container law, you can always take your drink along with you as you explore.

## GARDEN DISTRICT/UPTOWN

With its well-preserved collection of antebellum mansions, pristine gardens and Southern charm, the Garden District stands out as one of the country's loveliest residential areas, earning a place among Travel and Leisure's list of America's Most Beautiful Landmarks. Originally laid out in 1832, this became the neighborhood for nouveau riche Americans, who built homes on generous plots that allowed for the magnificent gardens for which the area is



named. Take a ride on the streetcar along St. Charles Avenue for a unique view of the neighborhood or walk down Magazine Street for some great shopping and dining options.

## FAUBOURG MARIGNY/BYWATER

Nestled just downriver from the French Quarter are two of New Orleans' most distinct and well-kept secrets: the Faubourg Marigny and Bywater neighborhoods, which combine old-time New Orleans culture with a hip, contemporary bohemianism. Experience music and art along Frenchmen Street, with the highest concentration of live music in the city.



## CONVENTION/WAREHOUSE/ARTS DISTRICT

This neighborhood's canyons of brick warehouses recall New Orleans' industrial heyday, while the galleries and restaurants that now inhabit them showcase the city's thriving arts and culinary scene. Explore the galleries on and around Julia Street before heading to the world-class museums nearby.



## CBD/DOWNTOWN

The Central Business District is home to historic buildings, soaring office towers, fine dining and hidden gems. Head here for some of the best rooftop bars in the city. Free concerts at Lafayette Square during the spring and fall and performances in small theaters and cabarets are available too.

## TREMÉ

Tremé celebrates its rich history and heritage with museums and landmarks dedicated to preserv-

# NEIGHBORHOODS

to see in New Orleans

# ANNUAL CALENDAR

of major Festivals and Events



ing one of the nation's oldest African American neighborhoods. Guided tours are recommended to fully appreciate the history of the neighborhood, which was the setting for the popular "Treme" HBO television series.



## MID-CITY

Once considered the "back of town", Mid-City is now the heart of New Orleans and home to one of the city's largest historic districts. With the Lafitte Greenway crossing Bayou St. John, which flows towards City Park, nature lovers will love strolling through the wealth of green

space. Jazz Fest, Voodoo Music + Arts Experience and Bayou Boogaloo are all centered in this thriving neighborhood.

## LAKEVIEW/LAKEFRONT

Named after its stunning views of Lake Pontchartrain, Lakeview is a destination for food lovers, City Park visitors and those seeking time on the water. Discover the variety of dining establishments along Harrison Avenue or stroll along the lake for some great seafood restaurants and a phenomenal sunset view.



## JANUARY

Allstate Sugar Bowl

## FEBRUARY & MARCH

Tennessee Williams/Literary Festival  
St. Patrick's Day Parades  
Buku Music + Art Project  
Mardi Gras  
Congo Square Rhythms Festival

## APRIL

French Quarter Festival  
Zurich Classic  
New Orleans Jazz & Heritage Festival  
New Orleans Wine & Food Experience

## MAY

New Orleans Jazz & Heritage Festival  
New Orleans Greek Festival  
Bayou Boogaloo

## JUNE

FestiGals  
French Market Creole Tomato Festival  
Louisiana Cajun-Zydeco Festival

## JULY

Go 4<sup>th</sup> on the River  
ESSENCE Festival®  
Tales of the Cocktail  
Running of the Bulls

## AUGUST

Satchmo Summerfest  
White Linen Night  
COOLinary Restaurant Month  
Southern Decadence

## SEPTEMBER

Restaurant Week New Orleans  
National Fried Chicken Festival

## OCTOBER

Crescent City Blues & BBQ Festival  
New Orleans Film Festival  
Art for Art's Sake  
Voodoo Art + Music Experience  
Halloween in New Orleans

## NOVEMBER

Bayou Classic  
Oak Street Po-Boy Festival

## DECEMBER

Christmas New Orleans Style  
LUNA Fete  
R+L Carriers New Orleans Bowl  
Celebration in the Oaks  
New Year's Eve

*Dates are subject to change. Please visit [NewOrleans.com](http://NewOrleans.com) for the most current information.*

# NEW ORLEANS NEIGHBORHOODS

Getting Oriented in the Crescent City



1. FRENCH QUARTER
2. GARDEN DISTRICT/UPTOWN
3. FAUBOURG MARGINY/BYWATER
4. CONVENTION/WAREHOUSE/ARTS DISTRICT
5. CBD/DOWNTOWN
6. TREME
7. MID-CITY
8. LAKEVIEW/LAKEFRONT\*

\*Neighborhood not depicted on map

**NEW  
ORLEANS  
& COMPANY**

# STAY CONNECTED

*with your friends in New Orleans*



## LET'S GET SOCIAL



## WHAT'S ONLINE

Check out our website for tons of information on the best New Orleans has to offer:

**NEWORLEANS.COM**

## GET OUR E-NEWSLETTER

Stay up to date with information about the latest festivals and events and get inspired with ideas of what to do around the city such as free attractions, cocktails to taste, and so much more!

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