

## Welcome To New Orleans!



This year, AAPL is holding its conference in New Orleans! Known by a host of other names like The Crescent City, The City That Care Forgot, and The Big Easy, locals and tourists alike are passionate about their love for the town. Once you arrive, you'll surely see why—the centuries-old architecture, flavorful foods, and music floating through the bustling streets will draw you in. Many attractions are within walking distance, and October is a beautiful time of year to take advantage of being outside. Grab a seat at a sidewalk café, take a lunchtime stroll, or nab a table in a restaurant with a courtyard to really savor the authentic New Orleans experience. Come prepared to explore—the city always has some lagniappe (a little something extra) to give to its visitors.

Have you ever heard of Balbancha? This is the name the indigenous people who lived in the area called what is now New Orleans. They had identified the rich land between the Mississippi River and Lake Pontchartrain as something both special and useful, and the French colonizers who arrived in the 1700s were inclined to agree with their analysis. In 1718, Jean Baptiste Le Moyne de Bienville officially founded the city, which became the capital of France's Louisiana colony. The next several decades marked a busy time in the city's history, as it bounced from Spanish ownership in 1723 (this also marked a blossoming of some of the architectural details we know today, like the Colonial-style buildings, wrought-iron balconies and hidden courtyards), then back to French ownership in 1800. Napoleon then sold the Louisiana colony to the United States in the Louisiana Purchase in 1803.

This is already a pretty colorful history, but when you add in pirates, things get taken up a notch. New Orleans was a favorite haunt of Jean Lafitte, a pirate who helped Andrew Jackson trounce the British in the 1815 Battle of New Orleans. If you want to step foot into the history books yourself, try visiting Lafitte's Blacksmith Shop (941 Bourbon Street), which allegedly served as the base of operations for pirates. It dates to approximately 1770 and is likely the oldest structure containing a bar in the country. It's still a popular local watering hole to this day.

Mardi Gras also came to the United States early. The first noted instance was in 1699, when Bienville and Iberville noted the date as they sailed up the Mississippi River and landed at Point du Mardi Gras to have a small celebration. The tradition carried on, and over time morphed into the citywide celebration with krewes and king cakes that locals know and love today.

In the 1700s and 1800s, New Orleans would see incredible growth and change. The city's port grew even further in national importance, and plantations generated hundreds of millions of dollars on the backs of kidnapped and enslaved people. The city also grew, but a great deal of the wealth was concentrated in the hands of powerful land owners. Many of their gigantic mansions still stand just a short drive outside the city, but these houses only exist because of the horrors they inflicted upon their enslaved workers. The Whitney Plantation in Edgard, Louisiana (located less than an hour from New Orleans), is a former plantation site that focuses entirely upon the experience of slavery, as opposed to the tours of other plantations, which minimize or erase the history of the slaves that built their opulent halls. Racial issues continued to plague the city for many years after the Civil War had ended, but many modernizations were taking place at the same time, such as railroad construction, levee building, and preservation movements, which have allowed many of the historic buildings in the French Quarter to be saved and enjoyed by subsequent generations.

Music was also growing and changing in the city during this time. The variety of immigrants to the city meant that its musicians were receiving French, Spanish, Creole, Caribbean, African, Italian, Irish, and other influences. Over time, ragtime and blues began to blend, along with spirituals and African dance and drumming influences, and brass bands became popular. The mixture of these elements led to the development of jazz, which became a nationwide obsession for decades. It's still a beloved genre here, and one that has become synonymous with New Orleans. You can step down Frenchmen Street any day of the week to get your jazz fix at one (or more) of the small clubs there, like Blue Nile or Bamboula's.

New Orleans remains as much a mixture of influences as its signature music style. Its people are proud of its resilience in the face of difficulties like Hurricane Katrina, and they remain appreciative of the people who come to visit and fall in love with the city, too. We're glad you're with us in this special place, and we hope that you'll get to experience some parts of the city for yourself. *Laissez les bon temps rouler*—let the good times roll!

### **How to get around**

Downtown New Orleans is quite walkable, as are some parts of Uptown (think Magazine Street or St. Charles Avenue). There is also a streetcar line that will take you up St. Charles from Uptown into the French Quarter—you'll need \$1.25 cash to ride. There is a shorter street car that will take you most of the length of Canal Street. Taxis and Uber/Lyft are plentiful.

### **Iconic dishes**

Gumbo, boiled crawfish, jambalaya, red beans and rice, muffalettas, crawfish etouffee, BBQ shrimp, beignets, po-boys, king cakes, sno-balls, and pralines are just a few local favorites to look for when you're ready to eat in New Orleans.

### **Restaurant suggestions**

There are so many good restaurants in the city that any attempts at a list are almost laughable, but here are a few classic New Orleans spots, ranging from formal to casual.

*Commander's Palace*

*GW Fins*

*Antoine's*

*Broussard's*

*Brennan's*

*Tujague's*

*August*

*Domenica*

*Mother's*

*Dooky Chase*

*Mais Arepas*

*Peche*

*St. James Cheese Company*

*Parkway Bakery and Tavern*

*High Hat Cafe*

*Camellia Grill*

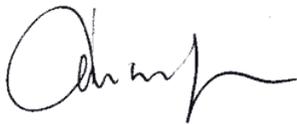
*Café du Monde*

**Useful websites for planning**

<https://www.neworleans.com/>

<https://www.louisianatravel.com/convention-visitor-bureaus/new-orleans-company>

We wish all attendees a warm welcome to the city, and we hope to see you again soon.



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