

# NEW ORLEANS COMPANY

**POSITION TITLE:** MARKET RESEARCH MANAGER

**DEPARTMENT:** CONVENTION SALES

**ACCOUNTABLE TO:** SENIOR VICE PRESIDENT, CONVENTION SALES AND STRATEGIES

**STATUS:** FULL-TIME, EXEMPT

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## **Primary Objective of the Position:**

Conducts analysis, gathers, and interprets industry and internal data from multiple sources required by the organization to assist in reaching its goals, and fulfilling its mission. Research and extract industry trends, data and benchmarks creating a centralized informatic. Designs reports, graphs and charts from convention sales data, research data and external sources. Assists with the compilation and presentation of data to various internal departments, industry related audiences, business, and community leaders. Uncovers local market trends, identifies challenges and opportunities. Develops tools and resources that effectively increase public and internal understanding of key tourism and convention marketing trends, opportunities, and challenges.

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## **Major Areas of Accountability:**

1. Research, extract and analyze statistical information on the various functions of **New Orleans & Company**, such as:
  - New Orleans and Company Dashboard
  - Pace reporting
  - Visitor profile
  - Meeting attendance
  - Daily/monthly/annual occupancy
  - Passenger traffic and other airport related data
  - Economic impact
  - City economics
  - FuturePace
  - AirDNA
  - Arrivalist
  - Hotel Pipeline Report
  - Tourism Economics
  - Smith Travel Research

2. Modernize existing report formats, identify new ways to express current data and develop new reports.
3. Develop and implement new initiatives to position New Orleans & Company as the primary source for data within the hospitality industry.
4. Prepare statistical analytics for use within the organization and presentation to outside entities.
5. Build visualizations, charts, graphs, and illustrations from analyzation of convention sales on the books, tentative conversion ratios and projected future bookings.
6. Respond to various requests for statistical data regarding New Orleans demographics and the tourism industry; qualify and review all such request with the President/CEO and/or the appropriate departmental VP.
7. Pull and integrate data from multiple sources (such as US Department of Commerce, Smith Travel Report, Destinations International, USTA, VCPORA, etc.).
8. Continually Manage STR downtown set by monitoring and adding new hotels as they enter the market.
9. Participate in convention sales business meetings, understand booking trends, tentative conversion opportunities, and create forecasts for current and future years convention sales booking pace. Manage all data relationships with the approval of the Senior Vice President of Convention Sales and Strategies
10. Meet regularly with hotel Director of Revenues and Marketing in conjunction with the Senior Vice President of Convention Sales and Strategies.
11. Understand the hotel revenue management function as it relates to the sales process.
12. Collect, review, and analyze data on New Orleans and the metropolitan area to keep current with recent travel trends and patterns.
13. Collaborate with management and internal teams to implement and evaluate departmental research and analytics.
14. Support the Public Affairs and Communications & Public Relations teams with both internal and external communication pieces and relations.
15. Develop, implement, and maintain processes for data cleaning, data import/export and analysis.
16. Generate economic impact reports for customers, as requested.

17. All other duties as assigned by the Senior Vice President of Convention Sales and Strategies.

**Education and/or Experience:**

Bachelor's degree with a minimum five years of analytics and statistical forecasting related experience, preferably in the tourism and travel sector; prior experience serving in hotel revenue management, hotel budgeting and forecasting and/or equivalent combination of education and analytics experience. Ability to read, analyze and interpret general business periodicals and reports, professional journals, and governmental documents to extract actionable insights. Possess strong proficiency and proven success leading efforts to clearly and concisely articulate ideas, concepts, and graphical images.

**Computer Skills:**

Must be proficient in Microsoft or similar. Strong knowledge of spreadsheets and database programs required.

**Language Skills:**

Possess excellent verbal and written communication. Ability to read and interpret documents and to draft routine reports and correspondence. Ability to speak effectively before groups of customers or employees of the organization.

**Physical, Mental & Environmental Demands:**

While performing the duties of this job, the employee is regularly required to sit; and use hands to finger; reach with hands and arms; and talk or hear. The employee is required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and depth perception. Must be able to travel by airplane and operate a vehicle.

The working environment is typical for an office and does not require exposure to difficult or hazardous conditions. This position may require weeknight and weekend assignments, often on location. Ability to travel including overnight stays. Must work well in a team environment.

**Disclaimer Statement:**

The above is intended to describe the general content of and requirements for performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.

**Responsibility for Work of Others: None**

*New Orleans & Company provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or status as a covered veteran in accordance with applicable federal, state, and local laws. New Orleans & Company complies with applicable state and local laws governing non-discrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.*