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STATE SENATE PRESIDENT JOHN A. ALARIO, JR. RECEIVES NEW ORLEANS TOURISM'S LIFETIME ACHIEVEMENT AWARD

State Senate President John A. Alario, Jr. is the recipient of New Orleans & Company's (NO&CO) Lifetime Achievement Award. NO&CO honored President Alario at the organization's Tourism Leadership Luncheon on April 4, 2019 for his many contributions to New Orleans tourism.

"John Alario has for 47 years epitomized the pinnacle of excellence in public service," said Stephen Perry, President and CEO of NO&CO. "John has been the literal 'godfather' of New Orleans' largest industry, promoting and protecting our multi-billion-dollar industry and our 90,000 employees. The world stature of our Superdome, Convention Center, conventions and sports industries are forever tied to John's attention and commitment."



Perry said that President Alario's outstanding efforts to protect tourism allowed the city to flourish into what is now considered one of the world's best tourist destinations. In light of his dedication, NO&CO recognized President Alario with not only the organization's first Lifetime Achievement Award, but has also chosen to hereafter name the award in his honor.

"For the first time in seven decades, New Orleans & Company and the entire tourism industry have given a Lifetime Achievement Award to John Alario for the impact he has made in the success of New Orleans' largest industry. And the award will forever be known as the John Alario Lifetime Achievement Award. Our city and region can never repay John for his stewardship, leadership, and for a lifetime of service," added Perry.

Senator Alario is currently serving his second term as president of the Louisiana Senate. He previously served two terms as speaker in the Louisiana House of Representatives. The fifth in the nation to hold the top leadership post in both the House and the Senate, Senator Alario is the first Louisiana legislator to serve twice as Speaker of the House and twice as President of the Senate.

“It is truly an honor to receive this award,” President Alario said. “Tourism is an important industry not only because of what it brings to the table in terms of the economy, but also because it gives us the chance to showcase one of the most vibrant and interesting places in the world. I am proud to have played a part in supporting this effort and I look forward to continuing to work with New Orleans & Company as we continue to promote our beautiful city.”

New Orleans & Company, formerly known as the New Orleans Convention and Visitors Bureau, is a nationally accredited, 1,100-member destination marketing organization and the largest private economic development corporation in Louisiana.

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