

Your Adventure In

New Orleans

WELL-AGED
Established in 1718, the French Quarter is the city's oldest neighborhood.

Get There
Essential info for planning your trip

Fly Here Louis Armstrong New Orleans International Airport (MSY) flymsy.com **Get Around** Grab a cab or use the streetcars, which run on St. Charles Avenue, Canal Street, and along the riverfront. norta.com

PHOTOGRAPHY © CORBIS/MARTIN ADOLFSSON

BY AMANDA GLEASON

New Orleans' intoxicating charm can be credited to its incredible food, soulful music, and just the right amount of grit. Before setting you loose on this magical city, we'd like to get to know you better. *So, are you a...*



Foodie
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Shopaholic
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History Buff
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Urban Explorer
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Eat Here Now
The hottest new tables in town

Milkfish This beloved Filipino pop-up finally has a permanent home in the Mid-City neighborhood. [milkfishnola.com](#) **Oxalis** Order the cauliflower steak, and settle into conversation at a communal table inside this Bywater gastropub. [oxalisbywater.com](#) **District On Magazine Street**, coffee and donuts get the gourmet treatment. Try the maple Sriracha. [donutsand sliders.com](#)



GOOD STUFF
On the menu: ham and leek mezzalunas.

Learn Louisiana Cooking

In New Orleans, “the trinity” refers to onions, celery, and bell peppers, the three ingredients that kick off nearly every Creole and Cajun dish. Dig into the history of chicken gumbo, red beans and rice, and other area cuisine with a cooking class at Langlois Culinary Crossroads, a converted 1850s Italian grocery in the Marigny. Here, local chefs tap into the bayou’s abundant supply of shrimp, crawfish, and fresh produce to create traditional fare as well as modern takes on revered classics. [langloisnola.com](#)

Good Taste
Three hotels where you can sleep and eat well



Harrah’s New Orleans Besh Steak, one of eight outposts by local culinary legend John Besh, is the epitome of a modern steakhouse. [harrahneworleans.com](#)



W New Orleans – French Quarter SoBou has earned accolades for its cocktails, but don’t overlook the food. Exhibit A: yellowfin tuna cones with pineapple ceviche. [wfrenchquarter.com](#)



Loews New Orleans Hotel Modern Creole dishes, like a pressed crawfish po’boy, turn heads at Café Adelaide. [loewshotels.com](#)



LET THE GOOD TIMES ROLL

With world-renowned chefs, 600 new games, action-packed tables, entertainment that sizzles and a AAA Four Diamond Award-winning hotel, Harrah’s is the destination for play in New Orleans.

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COME OUT AND PLAY.



GAMBLING PROBLEM? CALL 1-800-522-4700.



LONG ROAD
Magazine
Street spans
6 miles.

Shop Magazine Street

This stretch of storefronts has long been known as NOLA’s hottest shopping district, but this is one neighborhood that hasn’t gone out of style: New boutiques continually root down, peddling stylish wares that range from midcentury modern furniture and British antiques to etched glassware. A few of our favorite newcomers: Friend, a purveyor of hip, casual menswear, and Magpie, where you can score dapper vintage dresses and estate jewelry. [magazinestreet.com](#)

Only in NOLA
Go home with
uncommon gear

Krewe du Optic Rising tastemaker Stirling Barrett designs chic sunglasses in his French Quarter shop, naming the frames after spots around the city. [kreweduoptic.com](#) **Loomed NOLA** The owners of this Lower Garden District shop team up with Turkish artisans to deliver handwoven towels and other linens. [loomednola.com](#) **NOLA Couture** Look closely at the attire found in this shop’s two locations—the prints contain tiny, city-centric objects. [nolacouture.com](#)

It’s in the Bag

Three more shops that hit the spot



Hattie Sparks Owner Hattie Collins Moll taps local designers for finds ranging from porcelain dishes to recycled-metal jewelry. [hattiesparks.blogspot.com](#)




Söpö The name is Finnish for cute, but that’s not all this Mid-City shop is known for. Among the wide variety of treasures: masculine candles and leather-bound journals. [soponola.com](#)



Exodus Goods Hip women’s apparel fills this new French Quarter gem, owned in part by sisters Lizzy and Darlene Okpo, the duo behind couture line William Okpo. [exodusgoods.us](#)


PHOTOGRAPHY COURTESY OF EXODUS GOODS

PHOTOGRAPHY BY RUSH JAGOE



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Looking
Back
Other
havens
of old New
Orleans



Historic Voodoo Museum Learn about Marie Laveau, the “Voodoo Queen of New Orleans,” and discover the religion’s ancient rituals here. voodoo-museum.com



Bourbon Orleans Hotel Countless ghost sightings have been reported at this historic hotel in the French Quarter. bourbonorleans.com



Steamboat Natchez Riverboats have navigated the Mississippi River since antebellum times. Board this cruiser for a dinner jazz excursion. steamboatnatchez.com



Mr. B's Bistro The Brennan family’s gastronomic dynasty began in New Orleans in the 1940s. This French Quarter gem, one of their endeavors, is known for Creole classics. mrbsbistro.com

Listen
Up
Stages
steeped in
history

Vaughan’s Lounge Trombonist Corey Henry and the Treme Funktet take the stage almost nightly at this no-frills watering hole, established in 1959. 504.947.5562
Preservation Hall Now in its 53rd year, the city’s most revered jazz hall has three shows each night. Get your tickets early. preservationhall.com
Maple Leaf Bar This small club has been hosting local music legends like the Rebirth Brass Band since 1974. mapleleafbar.com



BLAZE OF GLORY
Krewe of Boo’s Halloween parade is a fiery affair.

Discover Local Lore

In 1856, six New Orleans businessmen established a secret society to celebrate Mardi Gras, naming themselves The Mistick Krewe of Comus (Comus after Milton’s play *Comus*; “krewe” as a variation of the word “crew”). The next year, their floats rolled through the streets for the first time. Since then, more than 60 krewes have followed suit, but the fun isn’t limited to Carnival season. Krewe of Boo’s Halloween parade gets moving on October 30. Expect an enthusiastic brood with skeletons and ghouls galore. kreweofboo.com

PHOTOGRAPHY BY ALEX DEMYAN (STEAMBOAT), AND COURTESY OF KREWE OF BOO (FLOAT)

ENTER TO WIN

a VIP Halloween Experience in New Orleans!

PACKAGE INCLUDES:

- Two (2) round-trip tickets to New Orleans on **Southwest Airlines**®
- **Krewe of Boo** VIP Experience for two: includes riding in the 2014 Krewe of Boo parade, throw packages, two VIP tickets to Spook Fest, and two 3-day passes to the Voodoo Music + Arts Experience.
- 3-night stay at **Hotel New Orleans Downtown**.
- Sunday Jazz Brunch on the authentic **Steamboat Natchez** for two.
- Original Cocktail Walking Tour by **Gray Line New Orleans** for two.



- Breakfast at **Café Beignet** for two.
- Admission to the **Audubon Aquarium, Audubon Zoo, and Audubon Butterfly Garden and Insectarium** for two.

TO ENTER FOR A CHANCE TO WIN,

go to SOUTHWESTMAG.COM and register by September 30, 2014.

(ONLY ONE ENTRY PER PERSON.)

OFFICIAL RULES: Entries must be received no later than midnight, September 30, 2014. Entrants must be at least 21 years of age. Sweepstakes is open to all legal U.S. residents of the United States who are 21 years and older. Employees of Southwest Airlines Co., AirTran Airways, Inc., Pace Communications, Contest sponsors and their immediate families are not eligible. The winner will be selected in a random drawing by Pace Communications, 1301 Carolina Street, Greensboro, NC 27401, by October 15, 2014. Only one entry per person is allowed. Odds of winning are dependent upon number of entries received. A list of winners can be obtained by sending a self-addressed, stamped #10 envelope to SOUTHWEST AIRLINES: THE MAGAZINE SWEEPSTAKES/New Orleans Sept., Pace Communications, 1301 Carolina Street, Greensboro, NC 27401. This sweepstakes is subject to all applicable federal, state, and local laws and regulations. Winner will be notified (by email or telephone). If the winner does not agree with the rules of the contest, or does not meet the requirements to be eligible to enter this contest, winner will be excluded as a possible prize winner. By participating, entrants agree to these official rules and accept decisions of the Sponsor as final. Federal, state and local taxes are the responsibility of the winner. Void where prohibited by law. Promotional contest value \$4,365. Prizes are non-refundable, non-transferable, are not redeemable in cash, and may not be substituted. Selected blackout dates may apply. Restrictions may apply. This promotion is offered in the United States only and shall only be construed and evaluated according to United States law. Do not proceed in this site if you are not located in the United States. **Prizes are valid during Halloween 2014 only.** All prizes must be used around the Halloween Parade in New Orleans to participate in the Krewe of Boo Experience 2014.

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Get Out
Trek beyond the
well-traveled road

Algiers Point A short ferry ride reveals New Orleans' second-oldest neighborhood, chock-full of cozy cafés. algierspoint.org **Old New Orleans Rum** Local sugar cane is the backbone of the rum varieties made at this Marigny distillery, where tours are given daily. oldneworleansrum.com **Barataria Preserve** More than 7 miles of trails and elevated pathways wind through the bayous of Marrero, 8 miles south of New Orleans. nps.gov/jela



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auduboninstitute.org



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around town. prospectneworleans.org

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Lend a Helping Hand

Every day in New Orleans, volunteers from the St. Bernard Project are hard at work painting walls and fitting fixtures at construction sites across the city. Since launching in 2006, the nonprofit has rebuilt more than 550 homes, relying on hard workers who spend anywhere from a half day to a month leaving a lasting footprint on the Crescent City. Out-of-towners are an essential part of the team. Simply sign up via the website a week before your trip. stbernardproject.org

PHOTOGRAPHY COURTESY OF ST. BERNARD PROJECT