



The Higgins Hotel & Conference Center Media Fact Sheet

Name: The Higgins Hotel & Conference Center

Address: 1000 Magazine Street
New Orleans, Louisiana 70130

Website: HigginsHotelNOLA.com

Opening Date: November 2019

Architect: Nichols Brosch Wurst Wolfe & Associates

Interior Design: Kay Lang + Associates

Overview: The Higgins Hotel & Conference Center is the latest addition to [The National WWII Museum](#) and part of the institution's master plan to expand its campus in New Orleans. As Museum visitation continues to grow, the Hotel serves as a home base for guests, offering refined accommodations and event spaces. Managed by Hostmark Hospitality Group, the new Hotel features 1940s-inspired guest rooms, amenities and extensive conference spaces that tell the story of times past through deliberate design, thoughtful decor and well-appointed artifacts.

The property is named after Andrew Jackson Higgins, the founder of New Orleans-based Higgins Industries. Higgins oversaw the production of more than 20,000 "Higgins boats" used in every major amphibious battle of World War II, including the D-Day invasion of Normandy. The boats are largely credited with being instrumental in ensuring Allied victory in World War II.

Location: Located on the "river side" of New Orleans' famed Magazine Street, the property brings increased vitality to the city's Arts and Warehouse District, a continually growing destination in and of itself with award-winning dining, world-class museums and historic sites. The Hotel sits a short walk from countless tourist attractions beyond The National WWII Museum, including the Mercedes-Benz Superdome, historic French Quarter and the Garden District.

Design: Inspired by the war era, the Hotel features a striking 1940s Art Deco style. The property's architecture was designed by the internationally recognized architectural and planning firm Nichols Brosch Wurst Wolfe & Associates, with interior design by the award-winning Los Angeles firm Kay Lang + Associates. Interiors blend nostalgic décor with an array of modern



conveniences, and uniquely incorporate WWII artifacts and images throughout, such as General George S. Patton's personal piano and a portrait of Andrew Jackson Higgins commissioned in 1943.

Accommodations:

The Hotel's 230 guest rooms and suites serve as optimal spaces to unwind after a day of exploring The National WWII Museum's immersive exhibits and expansive collection, as well as the charming neighborhoods and historic sites throughout New Orleans. All rooms feature WWII-era touches, including a wide range of artwork and textiles, as well as state-of-the-art technology and the latest in connectivity. Guest rooms include Standard King and Standard Double Queen guest rooms; Junior and One-Bedroom Suites; two Presidential VIP Suites named and themed after WWII-era Presidents Truman and Eisenhower; and the Roosevelt Presidential Suite with luxurious amenities and sweeping views of the Museum campus and New Orleans skyline.

Restaurants & Bars:

Café Normandie:

Elegantly designed, Café Normandie is the signature restaurant of The Higgins Hotel & Conference Center and serves three meals daily. Executive Chef Virgile Brandel, a French native, brings his international culinary experience to develop a menu of rustic French cuisine influenced by New Orleans' rich culinary style and history. Menus change seasonally, while the restaurant's distinctly French private dining room, Sainte-Mère-Église, offers guests an intimate experience where they can enjoy exclusive service, customized menu options and audiovisual arrangements.

Rosie's on the Roof:

An homage to the women of World War II, including the iconic Rosie the Riveter, this rooftop bar and lounge touts images and design pieces creatively portraying women's wartime contributions on the American Home Front. Featuring panoramic views of the Museum and the New Orleans skyline, Rosie's on the Roof is open daily during evening hours. The bar offers casual dining, shared plates and craft cocktails.

Kilroy's:

Kilroy's is the Hotel's lobby bar serving drinks and light fare. The space also serves as a private event space for groups offering ample seating options. Open daily, WWII history enthusiasts can enjoy the tribute to the iconic American wartime cartoon character, Kilroy, who brought levity and joy to the war and is depicted in the bar's decor.

Provisions:

The Hotel's lobby marketplace, Provisions, serves grab-and-go fare, including fresh homemade baked goods and coffee. The space is ideal for a quick bite before heading out to explore New Orleans and The National



WWII Museum. Guests will find gifts and souvenirs reflective of a Museum visit at Provisions as well.

**Conference and
Event Spaces:**

A second-floor conference center features more than 18,000 square feet of meeting and event space, including a sophisticated boardroom and six luxury meeting spaces bearing names related to WWII history. The Hotel's conference center is available for a wide range of social and business events such as weddings, symposia and incentive travel events.

With expert guidance from the Hotel's professional planners, events are brought to life through customized services for menus, decor and the latest audiovisual technologies. As the official hotel of The National WWII Museum, The Higgins Hotel & Conference Center also provides meeting planners with seamless, coordinated access to the Museum's own venue spaces and programming. Many of the Hotel's bars and restaurants also double as one-of-a-kind event spaces for private functions.

**Museum Educational
Programs:**

The Hotel creates opportunities for The National WWII Museum to expand upon student, teacher and public programs to further its educational mission. Key programs include:

- The International Conference on World War II
- Student Leadership Academy
- Student Normandy Academy
- Living History Corps
- World War II in Memory Conference
- Happy Hour Lectures
- Historian Meet & Greets
- Symposia on Key Topics
- 1940s-Style Entertainment
- Adult and Corporate Leadership Conferences

Contributions:

Members of the public have the opportunity to commemorate the legacy of those who served their country by naming a specific guest room or suite. Underwriting opportunities range from \$30,000 to \$50,000 and include engraved plaques placed inside and outside a guest room to serve as a permanent memorial for a WWII veteran, Home Front worker, Holocaust victim or survivor, Blue/Gold Star Family or any other individual connected to World War II. The permanent and prominent tributes are seen by Hotel guests from across the world, with proceeds supporting the Museum's ongoing educational mission.

Artifacts:

The National WWII Museum is further expanding its educational reach by sharing an expansive collection of WWII-era artifacts throughout the Hotel.



Artifact highlights include General George S. Patton's piano, a 1943 portrait of Andrew Jackson Higgins and the Higgins Boat Trophy, which was presented to General Arthur Trudeau, a specialist in amphibious warfare.

Press Inquiries:

MMGY NJF

HigginsHotel@njfpr.com