

LOCATION BENEFITS... CONTINUED FROM PAGE 47

TOPSTOPS

DEEP SOUTH | 2016

Based on concert and event grosses from 3/1/15 - 2/29/16, and as reported to *Venues Today*.

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
1. Smoothie King Center, New Orleans	18,000	\$5,627,405	120,598	18
2. UNO Lakefront Arena, New Orleans	10,000	\$4,130,453	144,270	47
3. Landers Center, Southaven, Miss.	10,000	\$2,949,287	64,925	20
4. Champions Square, New Orleans	8,000	\$2,600,859	69,665	15
5. CenturyLink Center, Bossier City, La.	14,000	\$2,456,288	75,627	25
6. BancorpSouth Arena, Tupelo, Miss.	10,000	\$1,839,909	92,906	26
7. BJCC Arena, Birmingham, Ala.	19,000	\$705,965	15,938	2
8. Cajundome, Lafayette, La.	13,800	\$668,805	8,401	4
9. BankPlus Amphitheater, Southaven, Miss.	11,000	\$604,189	9,835	1
10. The Amph. at the Wharf, Orange Beach, Ala.	10,000	\$600,751	10,021	1

Compiled by Monique Potter, HotTickets@venuestoday.com

TOPSTADIUM

DEEP SOUTH | 2016

Based on concert and event grosses from 3/1/15 - 2/29/16, and as reported to *Venues Today*.

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
Mercedes-Benz Superdome, New Orleans	73,000	\$7,715,158	119,697	4

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Interstate 10 halfway between Houston and Baton Rouge.

“Southwest Louisiana is experiencing an economic renaissance with over \$90 billion of expansion planned in the liquefied natural gas, chemical and petrochemical industries,” Pottorff said. “The impact of these industries will be adding an estimated 30,000 jobs and, with the booming casino business, manufacturing and shipping, the population will be looking for a variety of entertainment.”

Basically, any show in Louisiana is fair game for people to come to from anywhere else in the state.

“Our geographic region is about a 100-mile circumference,” said Greg Davis, the veteran director of top stop **CAJUNDOME** on the campus of the University of Louisiana at Lafayette. “It goes west to Baton Rouge, east to Lake Charles, north to Alexandria and south to Houma. When we are the only date in Louisiana, the market is the entire state, especially when you consider that Lafayette is the point where I-49 and I-10 meet. Travel to and from Lafayette is a breeze.”

Baton Rouge, of course, is the home to Louisiana State University, part of the football-rabid Southeastern Conference of which Mississippi and Alabama also play to great success in front of hundreds of thousands of fans on game days.

“Being from Seattle, I was immediately impressed by the people of Louisiana,” said Michael Day, SMG’s general manager of the **BATON ROUGE RIVER CENTER**. “They are proud of their football, their food, and their fun. The people of this region get out and play. Every weekend, especially in the spring and fall, there are food and music festivals all over town. It’s a growing market, and the mayor’s office has done an incredible job building up and developing downtown over the past 10 years. It’s just a fun place to be.”

Speaking of fun places to be, University of New Orleans’ **LAKEFRONT ARENA** General Manager Marco Perez has been at the facility since it opened in 1983. Not too many venues can say that many of their team members and management staff have been with them for 20 to 25 years. Perez and his team takes pride in creating not just experiences but memorable ones.

“Generations of New Orleanians have been coming to our venue and sharing their

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