

Visit Baton Rouge.com
OFFICIAL TRAVEL RESOURCE

2015

Annual
Report



Table of Contents

Letter from the President.	1
2015 Highlights.	2
Who We Are.	4
2015 Awards & Recognitions.	5
Destination Sales Department.	7
Destination Services Department.	13
Marketing & Communications Department.	17
Projects Department.	25
Administration Department.	27
Board of Directors & Staff Details.	29



OFFICIAL TRAVEL RESOURCE

A Letter from the President

Dear Partners & Stakeholders,

After coming off of a historic year in 2014, the 2015 year can be summed up as a year of change, for the better. We continue saw a turnout of more than 125,000 music fans gathered in Baton Rouge to hear the nation's top country music artists and celebrate the sixth annual Bayou Country Superfest. Shortly after they departed, we welcomed 51 Miss USA Pageant contestants and their families and friends the week of July 4th, for the 2015 Miss USA Pageant. Contestants were filmed visiting numerous area attractions and restaurants, while taking in numerous experiences at our area parks and Bennett's Ski School.



In 2015, conventions and meetings to the Baton Rouge area continues to top over 100,000, finishing the year out with 102,901 actual hotel room nights booked by Visit Baton Rouge. Over 281 conventions and groups hosted, and 188,052 registered attendees. Baton Rouge also secured over \$177 million in direct spend resulting from film and television productions including blockbusters such as *Underground* and *Magnificent Seven*. These events, along with several large conventions and blockbuster film productions, became a reality thanks to frontline and behind-the-scenes partnerships throughout the city.

To capture the momentum of such an outstanding year, we continued with a local awareness campaign. This local effort led to thousands of social media posts from locals and visitors alike. Visit Baton Rouge also swept the local American Advertising Federation awards numerous Addy's for work done on our behalf through our full service advertising agency.

We are proud of what we have accomplished, but know that there is much work to do to meet the goals we have set for our team. Tourism is a key industry driving economic growth and job creation. As the city's nationally accredited official travel resource, Visit Baton Rouge will continue to work diligently with citywide public and private sector partners to attract conventions, films, and major events to the area. A preview of 2016 will include work that was completed in 2015 such as the launch of a new responsive website and a new partnership with a new full service advertising agency.

I want to thank our numerous partners, especially the Louisiana Office of Tourism, the City of Baton Rouge and our in-house partners, the Baton Rouge Film Commission and Baton Rouge Area Sports Foundation. And I want to particularly thank our residents for welcoming visitors and inviting friends and family to experience Baton Rouge.

Sincerely,

A handwritten signature in black ink that reads "Paul J. Arrigo". The signature is written in a cursive, flowing style.

Paul J. Arrigo
President & CEO

2015 Highlights

by the numbers

Group Sales & Performance

2015 VBR Actual Room Nights: 102,901
281 Conventions and Groups Hosted
647 Organizations Serviced
188,052 Registered Attendees
773 Leads Distributed
Occupancy increased 1.6% compared to 2014
Average Daily Rate is up 1.5% compared to 2014

Leisure Visitation

- 118,371 walk-in visitors to one of four information centers
 - State Capitol
 - Riverboats
 - Airport Baggage Claim Information Booth
 - 359 Third Street
- 18,759 Visitor Inquiries

Leads Distributed



Marketing and Communications

- 484,947 Web Sessions
- 180,477 Mobile Site sessions
- Editorial Value: \$45,448,395
- Editorial Impressions: 5,015,876,003

Sports Marketing

- In 2015, Baton Rouge hosted 50 events with 121,745 attendees and total economic impact of \$34,196,036
- Major Events include Louisiana Marathon, Mardi Gras Mambo 10k/15K, United Cup Soccer Tournament, USSSA Beast Baseball Battle, USSSA Tiger Town Showdown VII, USSSA Halo Classic Baseball, LHSAA Outdoor Track & Field

Championships, Capital City Cane's Invitational,
USSSA State South Tournament, USTA 18+
League Championships

Film and Television Production

- 34 Productions
- \$177 Million Direct Spend
- 24,000 Room Nights
- 157,800 Room Nights & \$877 Million Direct Spend since Inception (2007)

Who we are

Visit Baton Rouge Vision

The Baton Rouge area will be a nationally recognized premier destination providing a superlative Louisiana experience to all visitors.

Visit Baton Rouge Mission

The mission of Visit Baton Rouge shall be to increase visitation to and awareness of the Baton Rouge area thereby enhancing economic impact.



Awards & Recognitions

AAA Southern Traveler Magazine - Best of the South 2013 - L'Auberge properties in Louisiana

AAA Southern Traveler Magazine - Best of the South: Best SEC Stadium 2013 - Tiger Stadium

American Advertising Federation - 2014 ADDY Awards

Best of Show - Overall

- Visit Baton Rouge - "Mo Does Baton Rouge" video campaign

Best of Show - Broadcast

- Visit Baton Rouge - "Whoa Mo" web video

Gold ADDYS

- Visit Baton Rouge - "Mo Gets Jazzy" web video
- Visit Baton Rouge - "Mo Goes IPO" web video
- Visit Baton Rouge - "Go Mo, Go BR" Teaser Campaign
- Visit Baton Rouge - "Whoa Mo" web video
- Visit Baton Rouge - "Mo Gets Away" web video
- Visit Baton Rouge - "Mo and Arrow" web video
- Visit Baton Rouge - "Mo Does Baton Rouge" web video campaign
- Visit Baton Rouge - "Go BR" Campaign

Silver ADDYS

- Visit Baton Rouge - "Mo Dishes Out" web video
- Visit Baton Rouge - "Mo Gets On A Roll" web video
- Visit Baton Rouge - "Mo Goes Glitz" web video

Baton Rouge Social Media Association - 2012 SoMe's - Helping Hand Award (VBR Twitter)

Baton Rouge Social Media Association - 2014 SoMe's - Advertising Gets Social Award (#GoBR)

2014 People's Choice Award

ConventionSouth - "Best of" honors chosen by Meeting planners & Facebook fans:

Most Affordable City 2014 - Baton Rouge

ConventionSouth - 2014 Editors' Picks list of "The South's Best Destination Apps and Mobile Sites"

ConventionSouth - 2013 Southern Hospitality City

ConventionSouth - Reader's Choice - 2012 & 2013

ConventionSouth - The South's Best Foodie City for Groups - 2013 & 2014

Corporate & Incentive Travel Magazine - 2015 Award of Excellence

Global Trade Magazine - America's Best City for Global Trade 2015

Harvard & Vancouver School Study - 5 Happiest Cities in America 2014 - Baton Rouge

Horizon Travel & Lifestyle - 10 American Cities to Visit in 2015 - Baton Rouge

Meetings Focus - Best of the South 2013 - Hilton Capitol Center

MovieMaker Magazine - Best Places to Live and Work as a Moviemaker 2015 - Top Five Small Cities

Southeast Tourism Society Top 20 Events

- The Louisiana Marathon 2015
- Mardi Gras Season 2015
- Wearin' of the Green Parade 2015
- Forum 35's Art Melt 2015
- Fete Rouge 2015
- Live After Five Concert Series 2015
- Downtown Festival of Lights 2014
- Mardi Gras Season 2014
- Mardi Gras Season 2013

Talent Tribune - Top 10 Cities for Job Growth in Construction 2014

USA Today - Best College Gameday Ambiance 2013 - Baton Rouge: Louisiana State University

ConventionSouth Magazine: Readers' Choice 2015 Award

Center for Digital Government: Baton Rouge Named Top 10 Digital City in America

Destination Sales Department

The purpose of the Destination Sales Department is to serve as Baton Rouge's primary sales agent for conventions, sporting events, trade shows and group travel of all types and sizes. This department serves as a liaison between meeting professionals, hotels, convention center, attractions, city officials and other local ambassadors. The sales team positions Baton Rouge as a future meeting and convention destination to hundreds of potential local, regional, national and international clients. The Destination Sales Department consists of the Director of Destination Sales, Senior Sales Managers and Sales Managers.



Group Sales & Performance

- 2015 VBR Actual Room Nights: 102,901
- 281 Conventions and Groups Hosted
- 647 Organizations Serviced
- 188,052 Registered Attendees

Sales Market Segments Targeted

Academic

Agricultural

Domestic Tour & Travel

(Adults, Seniors and Students)

Family Reunions

International Tour & Travel

(Group, FIT, Fly/Drive)

Military

Multicultural

Non-Profit

Professional and Collegiate

Fraternities and Sororities

Religious

Scientific and Engineering Societies

Sports

State Government

Trade Associations

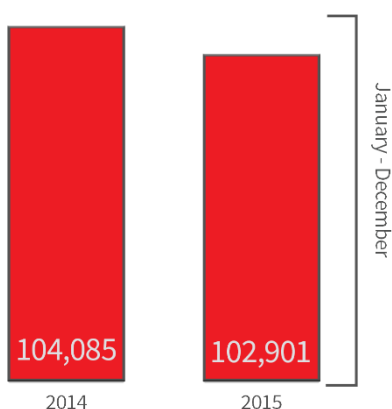
Sales Highlights and Accomplishments

US Youth Soccer, Region III Championships, July – the event was so successful in 2010, Baton Rouge was asked to host the event once again in 2014. Players, coaches and spectators from Alabama, Arkansas, Florida, Georgia, Mississippi, N. Carolina, Texas, Oklahoma, S. Carolina and Tennessee attended this competition that brought in and generated an economic impact of roughly \$20 million.

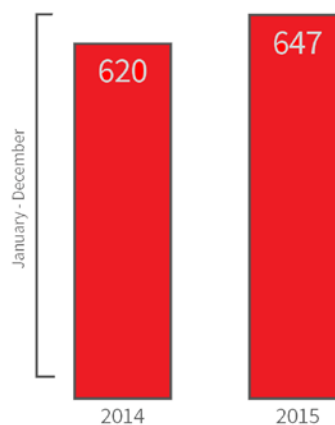
National Baptist Association, September – The Destination Sales Department played an important role in bringing all the downtown hotels, the city and facilities together to make this national event a success.

The Destination Sales Department also successfully bid to host Professional Fraternity Association and Southeast Tourism Society for future meetings.

Total Room Nights



Organizations serviced



Tour & Travel Highlights

National Tour Association – New Orleans was the host of NTA in January 2015. Visit Baton Rouge Tour & Travel participated with New Orleans, and other CVBs around the state of Louisiana to present one of the best and well attended NTA tradeshows. Leading up to the tradeshow, Visit Baton Rouge attended monthly status meetings in New Orleans, and after the show Visit Baton Rouge sponsored a Post Familiarization Tour for Domestic Tour Operators and Media.

Continuing in an upward trend for International Tourism, Visit Baton Rouge was present, along with the Louisiana Office of Tourism, NOCVB, NOPC, Lafayette CVC, several New Orleans Hotels and a local New Orleans Receptive at ITB Berlin in Germany. Throughout the year, we were present at numerous other International tradeshows, including IPW, the largest Tourism tradeshow in the United States, where Visit Baton Rouge hosted our own booth outside of the Louisiana Office of Tourism's booth. We also attended the Vancouver, Canada Louisiana Office of Tourism Sales Mission and hosted International Familiarization Tours for Air Canada, Air France and Meier's Weltering of Germany.

Visit Baton Rouge has considerably grown its partner relationship with Southeast Louisiana GUMBO, the DMO consisting of parishes in the Baton Rouge area and surrounding New Orleans. We attended monthly meetings, sales missions and make solid consistent plans to grow visitation to the GUMBO and Baton Rouge area.

A Glimpse of the International, National and Regional Groups Hosted in 2015 include:

- Rotary International Regional Meeting Zones
- HauntCon
- Southern Region Association of Physical Plant Administrators
- Southeast Horn Workshop & Annual Meeting
- Society of American Foresters
- Chi Eta Phi Sorority, Inc.
- Association of Airport Internal Auditors
- Miss USA Pageant
- International French Studies
- International Wheelchair Tennis – Cajun Classic Tournament
- Regional Deep South Bayou Duals – Wrestling Tournament
- Louisiana Marathon & Finish Festival
- Bayou Country Superfest

Tradeshows Attended

The Sales Department participated in the following industry tradeshows to reach the targeted meeting planner audiences:

- Religious

 - Religious Conference Managers Association (RCMA) Annual Tradeshow Rejuvenate Marketplace

- Association

 - Louisiana Society of Association Executives (LSAE) Professional Conference Managers Association (PCMA) American Society of Association Executives (ASAE)
 - Destination Marketing Association International – Destination Showcase

- Reunion

 - Reunion Network Shows

- Specific Target Markets Connect

 - Marketplace
 - Professional Fraternity Executives Association (University based)

- Group Travel

 - American Bus Association (ABA)
 - Chicago Sales Mission
 - International Pow Wow (IPW)
 - ITB Berlin
 - NAJ RTO Summit East
 - National Tour Association (NTA)
 - Travel South Domestic Showcase
 - Travel South International Showcase Travel Alliance Partnership (TAP)
 - SE LA Gumbo Sales Mission
 - Student Youth Travel Association (SYTA)
 - Vancouver Sales Mission

Destination Sales Professional Affiliations:

- Board Member for the Sales and Marketing Executives – Baton Rouge Chapter
- Mid-South Women in Tourism (MSWIT) – Membership Committee
- Louisiana Travel Promotion Advocacy Task Team



Destination Services Department

The mission of the Destination Services Department is to provide exceptional service to all groups to encourage future visitation. This department provides pre-registrations services, itinerary planning and fulfillment in special requests, including brochures, nametags and welcome bags. In addition, they coordinate the staffing at all visitor centers, departures and registration areas. The Destination Services Department consists of the Director of Destination Services, the Destination Services Manager and 15 Visitor Information Counselors and Registration Hosts.

Service Highlights and Accomplishments

The Destination Services Department welcomed 118,371 visitors to the area at the Visitor Information kiosk located at the Louisiana State Capitol, Baton Rouge Metropolitan Airport as well as the Baton Rouge dock along the Mississippi River. The Destination Services Department is an integral partner in the arrival of river boats to the downtown area. The department successfully worked with the City of Baton Rouge to coordinate an estimated 60 dockings of the Queen of the Mississippi and American Queen river boats as well as welcome over 9,000 guests off of these two vessels into our city. This high level of customer service has led to satisfactory reviews of Baton Rouge and an exponential growth in dockings to the area.

Visit Baton Rouge is committed to extending quality service and visitor experience throughout the community. The Servicing Department provided hospitality trainings through the GoBR Program for industry partners' front line staff. Training resources and videos have been updated for use in 2015 and beyond.



Familiarization (FAM) Tours Hosted

National Coalition of Black Meeting Planners

2015 2nd Quarter Board Meeting/FAM - May 28 - 30, 2015

18 attendees - Hilton Baton Rouge Capitol Center

FAM trip consisted of transportation, private tour of Tony's Seafood, private event on 4th floor of SHAW Center with entertainment by Shawn Ward and dinner by Heirloom Cuisine.

Southern Christian Leadership Conference

57th Annual Conference - July 22-27, 2015

300 attendees - Hilton Baton Rouge Capitol Center

Hosted Pastor meeting lunch for 20 people at Visit Baton Rouge office, catered by Tony's Seafood.

Coordinated press conference for July 20 announcement of Conference. Worked with group and Dr. Lue Russel to coordinate Southern Christian Leadership Conference to walk to the State Capitol Saturday, July 25th 7:00am-1:00pm. CATS trolleys were available privately (thanks to the BRPD) for the group to take from The Hilton to the new Governor's Mansion to join the Divine Protection March.

Rotary International Zone 30-31

2015 Rotary Red Stick Rendezvous - September 24 - 27, 2015

800 attendees - Crowne Plaza

Assisted with band and payment for the International Cajun FanFest in the Crowne Plaza parking lot Thursday, September 24. Event consisted of cooking teams with different Louisiana foods entertainment by The Bandit. Also connected group with optional event at Houma's House plantation for Friday, September 25.

Southern Association of Collegiate Registrars and Admissions Conference (SRAPPA)

SRAPPA 64th Annual Conference: Red, Hot & Rouge - October 10-13, 2015

300 attendees - Belle of Baton Rouge & River Center

Coordinated Pre-Con FAM tours. One transportation and day trip to New Orleans and one-day trip to Houmas House and Cajun Pride Swamp tour. Assisted with "Get Your Game On" Opening night tailgate BBQ reception at Belle of Baton Rouge atrium. Helped coordinate conference service project at St. Vincent de Paul's Bags of Hope program. Assisted with Mayor Welcome at conference, Board/VIP gifts and registration assistance.

Destination Services Professional Affiliations:

- Baton Rouge Botanic Garden Foundation, Board Member
- Downtown Business Association, Marketing Committee
- Event Service Professional Association, Marketing/Communications Committee 2014
- Event Service Professional Association, Annual Conference Committee 2014
- Forum 35

Number of Scheduled River Boat Dockings

Boat Dockings



Destination Services Go Pass

Guest: _____


Affiliation: _____

Issued: _____


Expires: _____


Signed: _____


Title: _____




Visit Baton Rouge.com
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- | | | |
|--|---|--|
| <input type="checkbox"/> Baton Rouge Zoo
225.775.3877
brzoo.org |  | <input type="checkbox"/> LSU Museum of Art
225.389.7200
lsuoa.com |
| <input type="checkbox"/> Bluebonnet Swamp
225.757.8905
brec.org |  | <input type="checkbox"/> LSU Rural Life Museum
225.756.2437
rurallife.lsu.edu |
| <input type="checkbox"/> BR Food Tours
800.838.3006
batonrougefoodtours.com
50% off - use code GOBR2014 |  | <input type="checkbox"/> Magnolia Mound Plantation
225.343.4955
magnoliamound.org |
| <input type="checkbox"/> Capitol Park Museum
225.342.5428
crt.state.la.us/museum |  | <input type="checkbox"/> Main Street Market
225.267.5060
breada.org |
| <input type="checkbox"/> Capitol Park Welcome Center
225.219.1200
louisianatravel.com |  | <input type="checkbox"/> Nottoway Plantation
225.545.2730
nottoway.com |
| <input type="checkbox"/> Enchanted Mansion: Doll Museum
225.769.0005
enchantedmansion.org |  | <input type="checkbox"/> Oak Alley Plantation
225.265.2151
oakalleyplantation.com |
| <input type="checkbox"/> Houmas House Plantation
225.473.9380
houmashouse.com |  | <input type="checkbox"/> Old Governor's Mansion
225.387.2464
fhf.org |
| <input type="checkbox"/> Laura Plantation
225.265.7690
lauraplantation.com | | <input type="checkbox"/> Southern University Museum of Art
225.771.4513
sus.edu |
| <input type="checkbox"/> Louisiana Art & Science Museum
225.344.5272
lasn.org | | <input type="checkbox"/> Tin Roof Brewery
225.377.7022
tinroofbeer.com |
| <input type="checkbox"/> Louisiana's Old State Capitol
225.342.0500
louisianaoldstatecapitol.org | | <input type="checkbox"/> USS Kidd
225.342.1942
usskidd.com |
| <input type="checkbox"/> Louisiana State Capitol
225.342.7317 | | <input type="checkbox"/> West Baton Rouge Museum
225.336.2422
westbatonrougemuseum.com |

The Seen' Red program has been rebranded to be named GoBR and consists of a "Go Pass" for visitors to be able to go out and experience our great city.

The Go Pass features various attractions that each pass holder will receive free or discounted admission.

Marketing & Communications Department

The Marketing & Communications Department consists of the Director of Marketing & Communications, Communications Coordinator, Destination Content Manager and the Communications Intern. Their primary role is to develop and implement ongoing public relations programs, lead all social media efforts and implement a variety of targeted advertising campaigns into an integrated marketing plan. The department is responsible for branding, content marketing and collateral development Visit Baton Rouge renewed their contract with Zehnder Communications. The company provided creative, interactive, media, public relations, and account services for Visit Baton Rouge in 2015.

In September of 2015, Visit Baton Rouge merged the Marketing & Communications Department with the Technology Department.



Key Priorities in 2015:

- Website enhancements to increase usefulness of site and content creation that attracts travelers.
- Development of the next round of video vignettes providing fresh, unique and viral content.
- Strategic video vignette marketing plan for maximum promotion and virality.
- Expansion of local efforts fostering GO BR as a movement within the community.
- Ongoing public relations strategy to provide exposure and editorial coverage.

Visit Baton Rouge has continued to provide fresh and engaging content to audiences over the course of 2015. This past year encompassed the production and release of the final round of video vignettes hosted by Mo Isom. The award winning series provided Visit Baton Rouge rich content for its social channels by showcasing places and activities that surprise and engage viewers.

In 2015, Visit Baton Rouge continues with the enhanced public relations plan that encompassed an ongoing effort to secure earned media coverage and develop new and existing media relationships to support Visit Baton Rouge's overall marketing efforts. The approach combined traditional and digital PR strategies, including media and blogger relations that augmented owned, paid and social media strategies to capitalize on cross-promotional opportunities. Through consistent press outreach, Visit Baton Rouge was able to facilitate ongoing conversations with state, regional, national and international reporters.

Each year since 2012, Visit Baton Rouge has targeted area locals with a special campaign aimed at increasing community awareness and involvement in the mission and purpose of the GoBR movement. In 2014 the team expanded this even further and continued this in 2015. Using the popular hashtag GoBR, VBR introduced the #GoBR commemorative keychain and encouraged people to include their keychain and the hashtag via images on Instagram, Twitter and Facebook to show their pride, show their colors, and, in turn, show the world what makes Baton Rouge unique. Use of #GoBR skyrocketed during the course of the campaign, reaching 69 tweets per day. Fueling the success was an outpouring of audience-generated content, which acted as a catalyst for increased visitation to the website and video views of attractions. GoBR has now become a movement and residents and visitors alike continue to embrace #GoBR to celebrate the lifestyle or to comment on a particular image, event or point of view.

In regard to printed items, the team reprinted the city flat map, reprinted visitors bags, assisted in the production of the Welcome Guide, and the Projects and Design Specialist created new visitor postcards and a series of four brochure rack cards highlighting historical attractions, family friendly activities, shopping and culinary options.

Integrated Marketing Approach

Now more than ever, visitors and planners want to see trip planning information in various ways. Disruption in the media world has reached every aspect of marketing and communications, visitors are publishing their travel influences like never before. It poses a challenge in terms of consumption but also provides an opportunity. It is up to the organization to provide the consistent call to action. The goal is to increase awareness and visitation to Baton Rouge. Our push is to get visitors to the website through various forms of media.

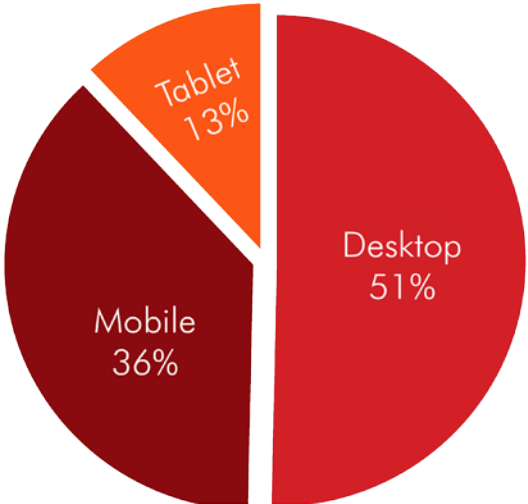
Official Website

Visit Baton Rouge continued to enhance VisitBatonRouge.com since it is the hub for all activity surrounding the brand. The purpose is to position Visit Baton Rouge as the official travel resource for leisure, business, convention, sports and group travel by providing site visitors with an exceptional online experience.

The team reviews analytics, heatmap tracking and traffic spikes to adjust content throughout the year. Overall health of the website is moderately healthy – visitors consume an average of 4 pages during visits with a 75% new visitor rate. The biggest spikes in traffic dealt with big events happening in the city. As with last year, the St. Patrick’s Day Parade saw huge increase in visitation on the days leading up to the parade.

Other events and holidays that had large volumes of traffic were New Year’s Eve the 2015 Miss USA Pageant.

Visitor Behavior - Device Usage



Total web visitors for 2015 - 484,947

2015 Creative

Traditional print media is still necessary for visitors that prefer this method of communication. Here are various treatments but the website is always listed to drive them back to the site. Zehnder Communications is responsible for creating, planning, and trafficking a good majority of the print and digital media. The last quarter of 2014 was dedicated to planning and concepting a new print/digital campaign for consumer and meetings publications.

FRENCH, SPANISH, CREOLE & CAJUN
WE'VE BEEN SEASONED MORE OFTEN THAN SETTLED

Founded 300 years ago along the Mississippi, ours is a rich and vibrant culinary history. With a table influenced by diverse cultures, Baton Rouge has a unique inheritance - a delicious legacy that has been passed and passed to a new generation of inspired chefs and culinary visionaries. Come sit at our table, come be a part of the history, but come get hungry and #GDR.

Live! Baton Rouge
800 LA ROUGE

HIGH HEELS & HIGH ROLLERS
WE'VE HOSTED THEM ALL

When it comes to conventions, our venues are as diverse as our visitors. From the site of the 2014 MISS USA® Competition to the glory of the United States Bowling Congress Tournaments, we're redefining Southern hospitality with a little pizzazz that's uniquely Baton Rouge. Plan your event, get together and #GDR.

Live! Baton Rouge
800 LA ROUGE

SOMEWHERE BETWEEN ALLIGATORS & ÉTOUFFÉE
LIES A DESTINATION UNLIKE ANY OTHER

We aren't always a Mississippi destination, and maybe that's what makes us so special. By preserving our unique history and embracing our future, we're becoming more than a standard-issue swamp area. From splash pads and parks to interactive exhibits, there's a little something for everyone. So pack the car, get away and #GDR.

Live! Baton Rouge
800 LA ROUGE

POLITICS & SWAMP POP
BOTH FLAMBOYANT DISRUPTIONS OF THE LEFT-RIGHT SHUFFLE

Discover a vibrant, multi-layered culture shaped by colorful politics and the social influence of our French, Spanish and native ancestors. This unique perspective is in everything we do, how we eat, how we dance and who we are. Check out the tallest capitol in the U.S. or spend an eclectic evening dancing a fais do-do, but whatever you do, get out and #GDR.

Live! Baton Rouge
800 LA ROUGE

THE ONLY DIFFERENCE BETWEEN SATURDAY & SUNDAY IS THE SIZE OF THE CONGREGATION

Nothing else quite compares to the pageantry of a game at Death Valley, but there's more to Baton Rouge than just football. From enchanted River Road plantations to rustic vistas of the Rural Life Museum, explore the history and traditions that shape our unique culture. Come this weekend, make some memories, but most of all, get to a game and #GDR.

Live! Baton Rouge
800 LA ROUGE

Advertising Placement

Visit Baton Rouge placed more than \$1 million in television, print and online ads in 2014. Coupled with editorial value, Baton Rouge had more than \$45 million worth of print and online exposure; 10 times Visit Baton Rouge’s total budget. Here is a sample of publications that were included in the 2015 media plan.



Outdoor Advertising

In 2015, Visit Baton Rouge continued outdoor advertising with vinyl and digital billboards on feeder interstates approaching Baton Rouge. Artwork included branded ads and event messages. In 2015, Visit Baton Rouge utilized grant funds from the Gulf Tourism and Seafood Promotional Fund to promote Baton Rouge as a destination for festivals and events. A 5-year agreement for a new digital billboard with Lamar was signed and programming started in November, 2013.



Social Media

Visit Baton Rouge continued successful social media conversations with significant growth. 2015 success was measured by likes, followers and views:

% of increase from 2014 - 2015

- Facebook: 111,778 likes
- Twitter: 30,763 followers
- YouTube.com: 183,332 plays
- Instagram: 6,765 followers
- Pinterest: 1,367 followers
- RedStick Blog: 143,306 views

Social Media ROI

Visit Baton Rouge's Facebook and Twitter followers are generally engaged with posts and tweets. 95.9% of Facebook followers reported that they "always" (47.6%) or "occasionally" (48.3%) read the content posted by Visit Baton Rouge on Facebook. Similarly, 91.8% of Twitter followers "always" (35.7%) or "occasionally" (56.1%) read Visit Baton Rouge's tweets.

Information on discounts and special offers is the most popular type of content Visit Baton Rouge Facebook (64.1%) and Twitter (55.6%) followers would like to see. Content on restaurants (54.6% of Facebook followers; 49.5% of Twitter followers), Baton Rouge events (51.6% of Facebook followers; 46.8% of Twitter followers), and culinary and beer or wine events (45.4% of Facebook followers; 51.1% of Twitter followers) are also of interest to Visit Baton Rouge's Facebook and Twitter audiences.

Visit Baton Rouge Facebook and Twitter followers are most likely to engage with content containing photos. Over three-fourths of Facebook followers agree that they are more likely to click on a link posted by Visit Baton Rouge if it contained a picture (78.2%) and approximately half is more likely to share a post if it contained a picture (47.1%). Meanwhile, two-thirds of Visit Baton Rouge Twitter followers said that they are more likely to click on a link posted by Visit Baton Rouge if it contained a picture (66.2%) and one-third report being more likely to share a post containing a picture (33.8%).



Visit Baton Rouge Staycation

Visit Baton Rouge launched a Family Staycation campaign in May 2015 in conjunction Fourth of July festivities in downtown Baton Rouge. The campaign was meant to use targeted ads with a variety of niche-based interests to increase audience reach and drive consumers to enter the sweepstakes. The ad click through rate for the entire contest was 3.73%, more than three times higher than the industry average of .81%. An additional 795 new page Likes were added to the Facebook page during the campaign and 33 Followers were added to the Twitter page.

The prize for the lucky family chosen at random, was a 2 night stay at the Hilton Baton Rouge Capitol Center for a family of 4, gift cards to downtown restaurants, complimentary breakfast at the hotel, a Go Pass for free admission to most local attractions, USS KIDD Freedom Festival passes, Liberty Lagoon passes and gift card to a restaurant near Liberty Lagoon.



Star Spangled Sweepstakes

Baton Rouge residents can experience their city like never before by winning a staycation for four over the 4th of July weekend including everything from food to fireworks!
<http://woobox.com/ggb8s2>

3.7K ENTRIES	79 LIKES	1.6K SHARES
17.3K VISITS		

Visit Baton Rouge LSU Campaign

Visit Baton Rouge launched a 17-day LSU Campaign in October 2015 in conjunction with the LSU Football season. The campaign was developed within a customized Facebook application and messaging that was designed to optimize targeting opportunities relating to the experience at the LSU vs. Arkansas home game. and a two-night stay at Hotel Indigo, two gift cards for meals, a Go Pass for free entry to area attractions.

GO BR Enter now to win a weekend in Baton Rouge and FREE tickets to watch the LSU Tigers take on the Arkansas Razorbacks!



Win FREE LSU Tigers Tickets & a Weekend in Baton Rouge!



Win FREE LSU Tigers Tickets Baton Rouge!

APPS >



Win FREE LSU Tigers Tickets



Tweet us! #GoBR



Follow us! #GoBR

2015 Public Relations

Visit Baton Rouge used public relations as a key driver of tourism and economic development and used that to grow and emphasize this city on a state, regional, national and international level.

Throughout the year, we worked to writing journalists and travel writers to the city to experience the area and capitalize on earned media. We worked to identify and pursue recurring features and articles throughout the year and continue to supply media outlets with story ideas.

In October 2015, Visit Baton Rouge hosted a Haunted Familiarization Tour centered around the haunted locations in Baton Rouge and surrounding parishes. In total, there are 7 bloggers covering the area with live social media posts as well as post-Fam tour articles one their respective blogs and publications.

Efforts to grow the local pride continued with the success of the GoBR campaign.

Marketing & Communications Professional Affiliations

- Women in Media, Baton Rouge Chapter, Past President
- Forum 35, Committee Chair
- Baton Rouge Social Media Association
- Louisiana Culinary Institute Advisory Council
- Baton Rouge Symphony Media Advisory Council
- Louisiana Marathon, Organizing Committee

Members of the Marketing & Communications Department attended Destination Marketing Association International's Annual Convention, Public Relations Society of America's Southwest District Conference Social Media Tourism Symposium, the Lt. Governor's Summit on Tourism and Travel and Tourism Research Association's Marketing Outlook Forum. Communications Coordinator, Christy Chachere received a Travel Marketing Professional (TMP) designation in spring, 2015.





Projects Department

The Projects Department consists of the Director of Projects and the Project and Design Specialist. The primary role of the department is to be responsible for the development and implementation of events, promotions, and film productions as they relate to the overall mission of Visit Baton Rouge to increase visitation and awareness thereby enhancing economic development.

Projects and Promotional Events Highlights

- Bayou Country Superfest – Celebrating its sixth year, Bayou Country Superfest continued to a three-day event featuring Taylor Swift and her “1989 World Tour” that opened the festival Friday evening (May 22). This year’s event produced economic impacts estimated in the millions of dollars with 125,000 people in attendance.
- Miss USA – Airing live for the second year from our capital city, July 4, the pageant generated national and international attention. Besides the immeasurable exposure the event produced an impressive economic impact.
- Red Stick Revelry – celebrating its third year, the event saw expanded hours and entertainment. In addition to the New Year’s Eve revelry, downtown hotels hosted a Champagne Stroll in November showing off each property while promoting the event and securing New Year’s Eve reservations.

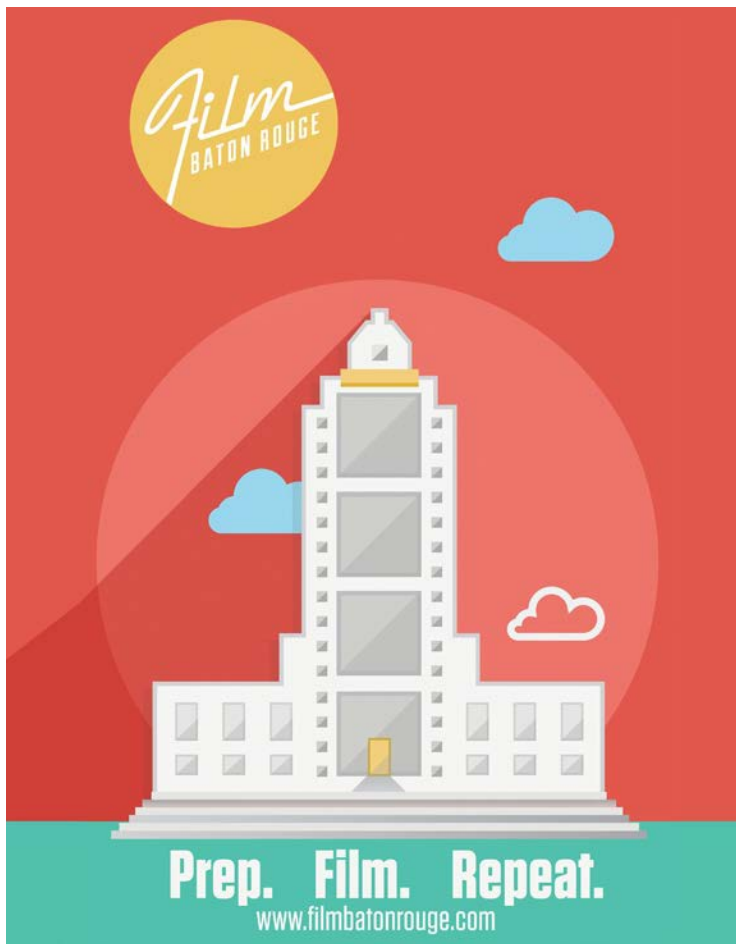


Projects Professional Affiliations

- Baton Rouge Film Commission, Vice Chair
- Baton Rouge Events Association, Founding President & Board Member
- American Advertising Federation
- Forum 35, Committee Member
- Habitat for Humanity
- Junior League of Baton Rouge
- Team Baton Rouge
- EBR 4H Leadership Council

Film and Television

- \$177 million direct spend (quantified by LED state registered projects)
- 34 productions hosted
- 24,000 hotel room nights occupied
- Notable films/productions include Underground and The Magnificent Seven
- Local engagement at an all-time high
 - Facebook & Twitter followers have more than doubled



Administration Department

The Administration Department leads and supports all Visit Baton Rouge departments toward achieving the organization's stated mission. Administration oversees human resources functions, employee benefits, compliance of policies and procedures, facilities management and internal infrastructure, budget and fiscal management, adherence to public laws, consumer relations by means of visitor inquiries, etc. Administration serves as liaison to the board of directors to ensure compliance to guidelines set forth for public entities. This department consists of the President & CEO, Vice President of Administration, Controller, Executive Administrative Assistants, Travel Counselors and Couriers.

In 2015, the Administration Department:

- Collected \$4,465,528 tax revenue through December 2015
- Produced a balanced budget and clean audit for 2014 while amending the budget to best utilize available resources.
- Coordinated and supervised completion of mandated training on the Louisiana Code of Governmental Ethics to ensure compliance for employees and board of directors.
- Executed various successful initiatives to update and streamline Visit Baton Rouge's business operations and practices.
- Oversaw the negotiation and execution of numerous cooperative endeavors and contracts.
- Revised the organization's governing by-laws
- Restructured Visit Baton Rouge's staff and merged the Technology and Marketing Departments
- Visit Baton Rouge continued to maintain its Destination Marketing Accreditation Program (DMAP) certification. This decision to re-accredit indicates that Visit Baton Rouge continues to meet the rigorous standards set forth by the professional destination marketing community.

Technology

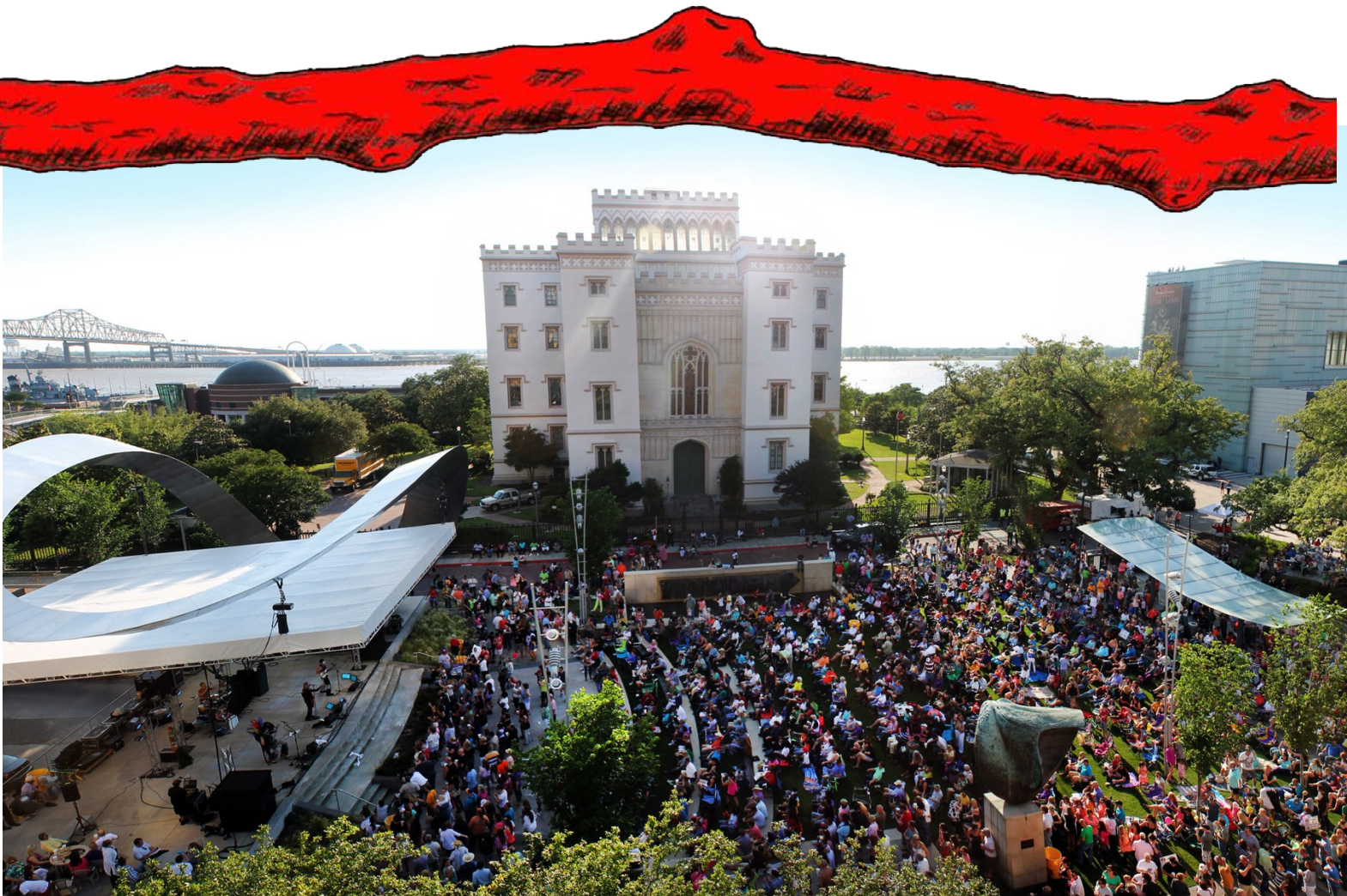
Technology changes and strategy continue to be a focus for moving Visit Baton Rouge forward as we grow more into the digital age. Progress began in 2014 and tools were implemented in 2015 to help Visit Baton Rouge employees work better, faster and smarter.

Visit Baton Rouge launched a new Customer Relationship Management (CRM) platform. The new CRM and Visit Baton Rouge Extranet were launched late July followed by a series of trainings both internally and for industry partners.

In September 2015, the Technology and Marketing Departments merged with and in October 2015 Visit Baton Rouge completed a Request for Proposal to hire a new Advertising Agency and began work on the new Visit Baton Rouge website, set to launch in early 2016.

Administration Department Professional Affiliations:

- Louisiana Association of Convention & Visitor Bureaus, Vice President
- American Society of Association Executives
- Destination Marketing Association International
- Old State Capitol Advisory Board
- Professional Convention Managers Association
- Louisiana Travel Promotion Association
- Louisiana Restaurant Association, Baton Rouge Chapter, Board Member
- Louisiana State University Alumni Association
- Louisiana Society of Association Executives
- City Club of Baton Rouge, Board Member
- Rotary Club
- Society for Human Resource Management
- Greater Baton Rouge Society for Human Resource Management
- Downtown Business Association, Vice President
- Keep Baton Rouge Beautiful



Visit Baton Rouge

2015 Visit Baton Rouge Board of Directors (as of 12/31/15)

Mark Drennen, Chairman

Represents: Arts Council of Greater Baton Rouge

Flynn Foster

Represents: Baton Rouge Area Chamber

Councilwoman C. Denise Marcelle, Vice Chair

Represents: Metropolitan Council

Scott Michelet

Represents: Baton Rouge Lodging Association

Carolyn McKnight, Secretary/Treasurer

Represents: Metropolitan Council

Ralph Ney

Represents: Baton Rouge Lodging Association

Andy Blouin, Immediate Past Chairman

Represents: Louisiana Restaurant Association –
Baton Rouge Chapter

Mickey Parenton

Represents: Foundation for Historical Louisiana

Norman Chenevert

Represents: Downtown Development District

Pastor Lee Wesley

Represents: Mayor-President

Local Partnerships

Arts Council of Greater Baton Rouge

Baton Rouge Area Chamber

Baton Rouge Area Sports Foundation

Baton Rouge Film Commission

Baton Rouge Lodging Association

Baton Rouge Social Media Association

City-Parish of East Baton Rouge

Downtown Business Association

Downtown Development District

Keep Baton Rouge Beautiful

Louisiana Office of Culture, Recreation & Tourism, Office of the Lt. Governor

Louisiana Restaurant Association-Baton Rouge Chapter

Louisiana State University

Louisiana Travel Promotion Association

SMG (Baton Rouge RiverCenter Management)

Southeast Louisiana Gumbo

Southern University

Team Baton Rouge

2015 Community/Industry Memberships and Board Positions (B)

American Advertising Federation-Baton Rouge
American Bus Association
American Society of Association Executives
Arts Council of Greater Baton Rouge Bank
Travel
Baton Rouge Area Chamber Regional
Baton Rouge Capital City Rotary Club
Baton Rouge Center for World Affairs
Baton Rouge Events Association (B)
Baton Rouge Film Commission (B)
Baton Rouge Lodging Association (B)
Baton Rouge Social Media Association
Destination Marketing Association International
Downtown Business Association (B)
Economic Outlook Forum
Event Services Professionals Association
Forum 35
Greater Washington Society of Association Executives
Junior League of Baton Rouge
Keep Baton Rouge Beautiful (B)

Louisiana Association of Convention and Visitors Bureaus (B)
Louisiana Culinary Institute Marketing Advisory Council (B)
Louisiana Old State Capitol (B)
Louisiana Restaurant Association – Baton Rouge (B)
Louisiana Society of Association Executives (B)
Louisiana State University Alumni Association
Louisiana Travel Promotion Association
Meeting Professionals International
NAACP
National Coalition of Black Meeting Planners
National Tour Association
New Orleans CVB
Professional Convention Managers Association
Professional Fraternity Association
Public Relations Society of America
Receptive Services of America
Religious Conference Managers Association
Reunion Friendly Network
Rotary Club International
Sales and Marketing Executives of Greater Baton Rouge
Society of Government Meeting Planners
Society of Human Resources Management
South Central Motorcoach Association
Southeast Tourism Society
Student Youth Travel Association
Travel Alliance Partners
The Louisiana Marathon (B)
The Reunion Network
US Travel Association
Women In Media Baton Rouge (B)

Visit Baton Rouge Staff (as of 12/31/15)

Paul J. Arrigo, CDME
President & CEO

Lauralyn Maranto
Vice-President of Administration

Karron Alford
Director of Information Technology

Philipa Blair
Director of Destination Services

Geraldine Bordelon, CMP
Director of Destination Sales

Barney Doyle
Controller

Katie Guasco, TMP
Director of Marketing & Communications

Stacy Simon
Director of Projects

Carla Bergeron, Travel Counselor

Maggie Bowles, Projects & Design Specialist

Christy Chachere, Communications Coordinator

Tiffany Ellis, Destination Sales Manager

Tracy Francis, CTIS, CSTP, Destination Sales Manager,
Tourism

Fatima Gautier, CAA, Sales Coordinator

Courtney Hunt, Destination Services Manager

Cathy Juarez, Destination Content Manager

Lori Lasseigne, Administrative Assistant

Regina Porter, Senior Sales Manager

Support Staff

Nathalee Accomando, Senior Travel Counselor

Frances Bennett, Registration Hostess

Charles Bennett, Registration Host

Sue Brasher, Registration Hostess

Linda Dudley, Registration Hostess

Ruth Gillen, Visitor Information Counselor Janell

Hernandez, Visitor Information Counselor Vincent

Jeanpierre, Courier

Nick Lawless, Visitor Information Counselor Mary L.

Lieux, Visitor Information Counselor MaryBeth

Manriquez, Registration Hostess Bobbie Ned,

Registration Hostess

Dave Powell, Visitor Information Counselor Florence

Rabalais, Visitor Information Counselor Earline

Sceroler, Registration Hostess

Gary Traylor, Courier

Julie Thomas, Communications Intern

Erinn Sala, Communications Intern

Partners

Baton Rouge Area Sports Foundation Jerry

Stovall, President & CEO

Eric Engemann, Vice President

Baton Rouge Film Commission Liza

Kelso, Executive Director

Alison Wisecarver, Production Coordinator



Visit Baton Rouge | 359 Third Street | Baton Rouge, Louisiana 70801 | 800-LA-ROUGE