



The NEW Visit Baton Rouge “Visitor’s Coupon Book

The #1 question DMO including Visit Baton Rouge receive from Visitors is “Do you have a coupon book?”

We are now producing an official Visit Baton Rouge Coupon Book and are accepting coupon deals with discounts, promotions for submission from our Partners at NO cost to you! The coupon book will be generated once a year to include coupons for deals and discounts valid for one full calendar year.

Did you know the average visitor spends \$683.00 while they are visiting Baton Rouge?

Our joint mission is to give visitors what they have been asking for and encourage them to explore Baton Rouge. This mission has an economic impact! Our visitors should feel special and to share their outstanding experiences with others regarding Baton Rouge’s cuisine, libations, music, culture, shopping and lifestyle.

“Enjoy all of Baton Rouge has to offer. The city’s hotels, restaurants, shops and attractions come together to offer savings for everyone—namely our visitors. ~ Paul Arrigo, President & CEO of Visit Baton Rouge

The Visit Baton Rouge coupon book will be shared with:

- ✓ **Leisure and Business Travelers** that come to visit Baton Rouge
Example: Conference Attendees, Business Travelers, Sporting Event Participants, Festival-Goers, Riverboat Passengers, Project Managers, International Visitors, ...

These coupons will be distributed via:

- ✓ **Travel Counselors** at our various Welcome Centers: Baton Rouge Airport (BTR), the State Capitol, Our 3rd Street Welcome Center (offices), Welcome Center at Burden Gardens, mobile **“Infeaux on the Geaux”** cart
- ✓ **Meeting / Event / Tour & Travel Planners** to stuff in their swag bags or email to registrants with a **“Bienvenue”** (welcome) letter prior to their arrival in Baton Rouge, LA.
- ✓ **Online Digital Version** at <https://www.visitbatonrouge.com/tools-info/special-offers/> in PDF and available for download ... Mobile friendly too! The live digital version of the special offers can track how many “clicks/views” of your listing and promotions through the Visit Baton Rouge Extranet.
- ✓ This is one of your Partner benefits... **It is FREE! No Cost!**

To submit your coupon, please send the following to Fallon@VisitBatonRouge.com:

1. **Black and White Logo**
2. **Coupon Title** (< 25 characters or less):
3. **Coupon Description** including Fine Print/ Restrictions/ Redemption Instructions (< 225 characters or less)
4. **Name of Company:**
5. **Brief Company Description** (< 125 characters or less):

By submitting a coupon(s) for the 2018-2019 Visit Baton Rouge Coupon Book, as our Partner, you agree to the validity of this coupon for one calendar year from January 1, 2019 – December 31, 2019.

Attached you will find a mock up page of proposed example coupon deals. The final design is subject to change. Want to participate, but need ideas? Email us and we can give you additional examples and suggestions! Please email your 2019 Coupon to Fallon Gerald at Fallon@VisitBatonRouge.com



AN AUTHENTIC LOUISIANA EXPERIENCE