



2018 Baton Rouge Executive Summary

Travel USA®



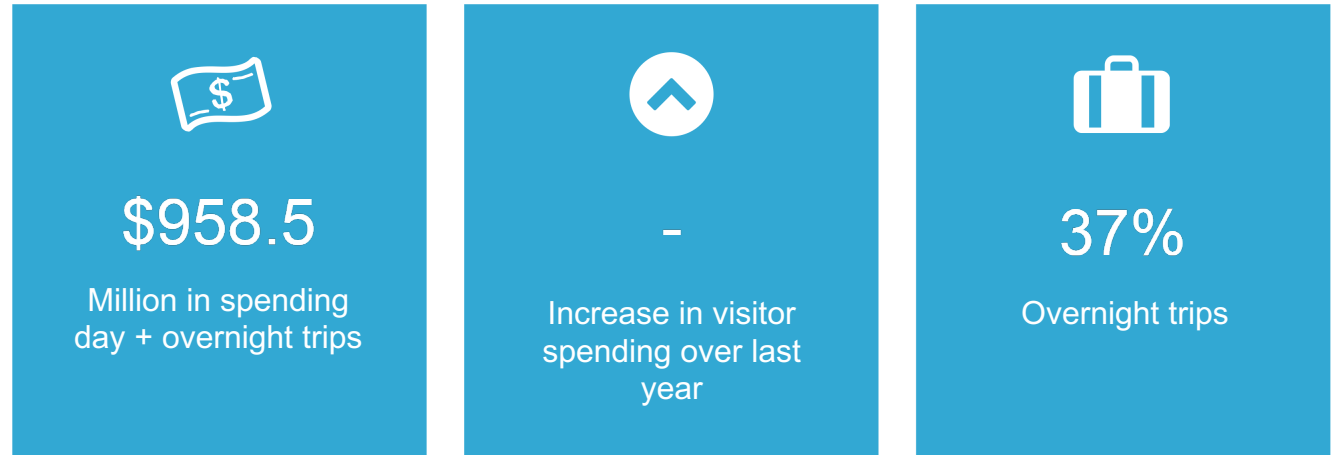
Prepared for
West Baton Rouge CVB & Visit Baton Rouge
July 2019



Visitor Spending in Baton Rouge in 2018:

Baton Rouge 2018 Visitor Research Executive Summary

Overview of the Baton Rouge tourism industry



\$127

average spent per person on
overnight trips



\$60

average spent per person on day
trips



Of respondents were very satisfied with their overall trip experience in Baton Rouge



46% of overnight travelers planned their trips

2 months

or less in advance

Top sources for trip planning information:



17%

Online travel agencies



16%

Advice from relatives or friends



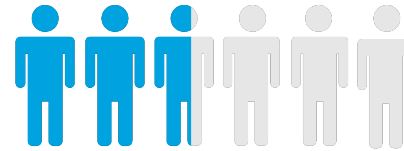
14%

A hotel or resort



2.1 nights

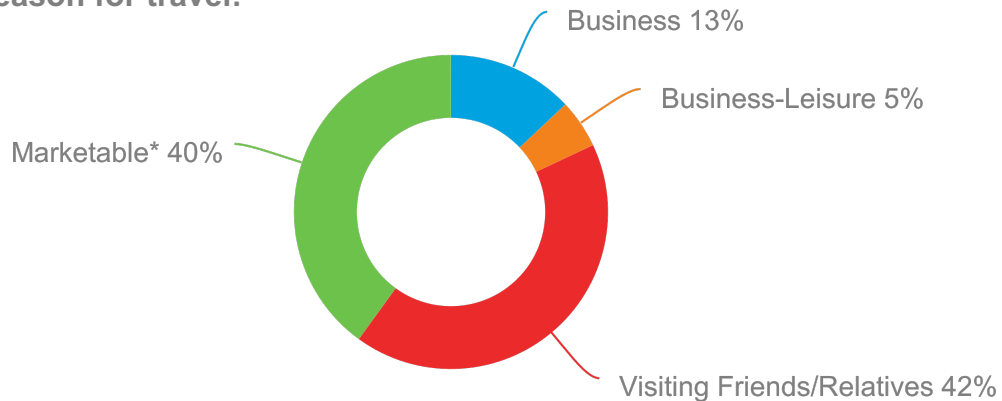
Average length of stay



Average party size was

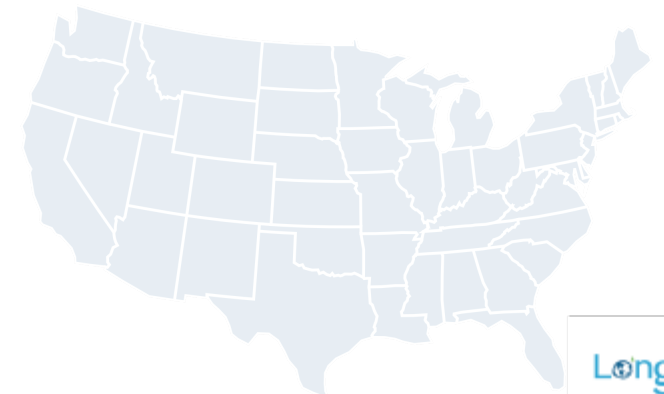
2.7 people

Reason for travel:



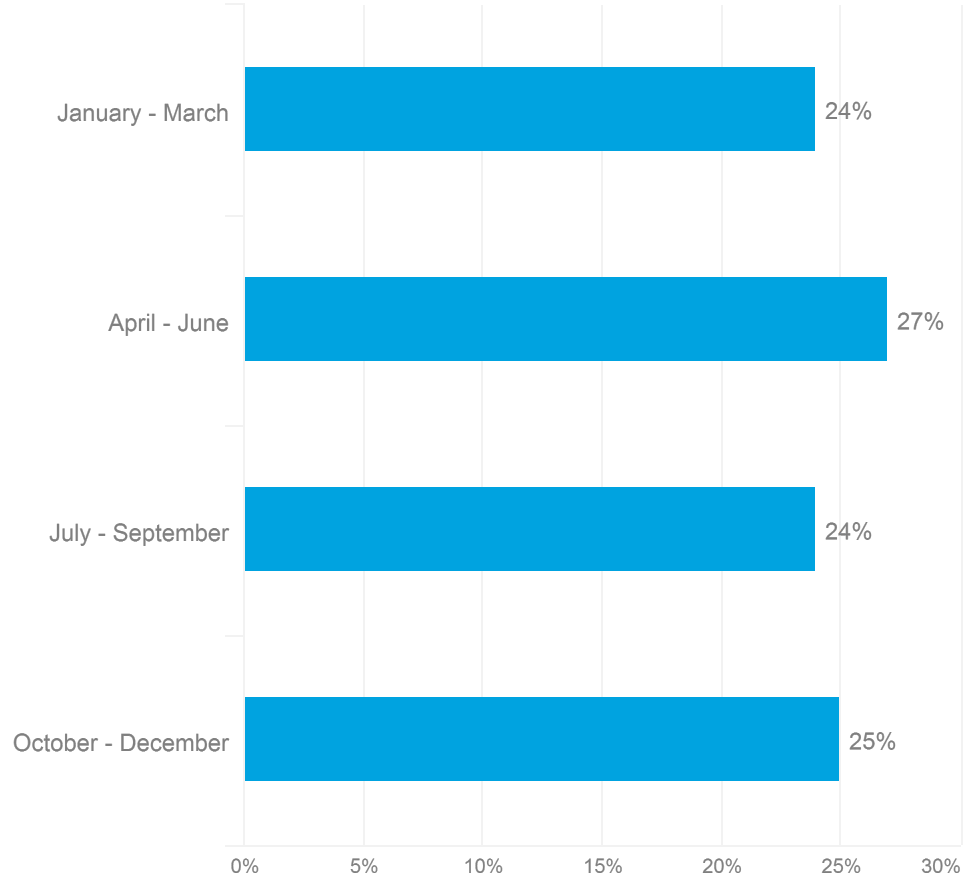
Top feeder states for visitors:

- 1 Louisiana
- 2 Texas
- 3 Mississippi
- 4 Florida
- 5 Georgia

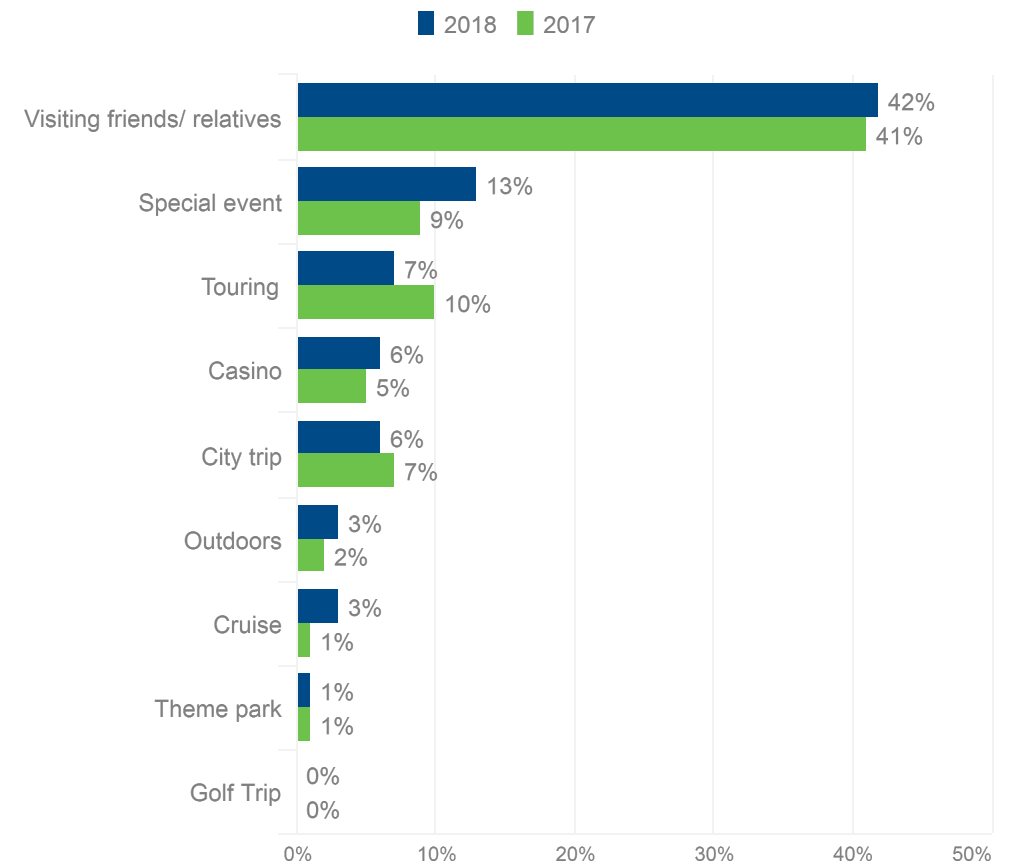


*Marketable trips are those influenced by marketing efforts.

Season of Trip



Primary Purpose of Leisure Trip



Popular activities for overnight trips to Baton Rouge:



Shopping

39%



Bar/nightclub

21%



Casino

16%



Landmark/historic site

12%



Swimming

12%

The logo features the word "Longwoods" in a blue sans-serif font, with a small globe icon integrated into the letter "o". Below it, the word "INTERNATIONAL" is written in a smaller, green, all-caps sans-serif font. A thin green horizontal line is positioned between "INTERNATIONAL" and the phrase "40 YEARS TOGETHER", which is also in a green, all-caps sans-serif font. The background consists of a white area on the left and bottom, and a blue area on the top and right with a pattern of white dots and geometric shapes.

Longwoods
INTERNATIONAL
40 YEARS TOGETHER