

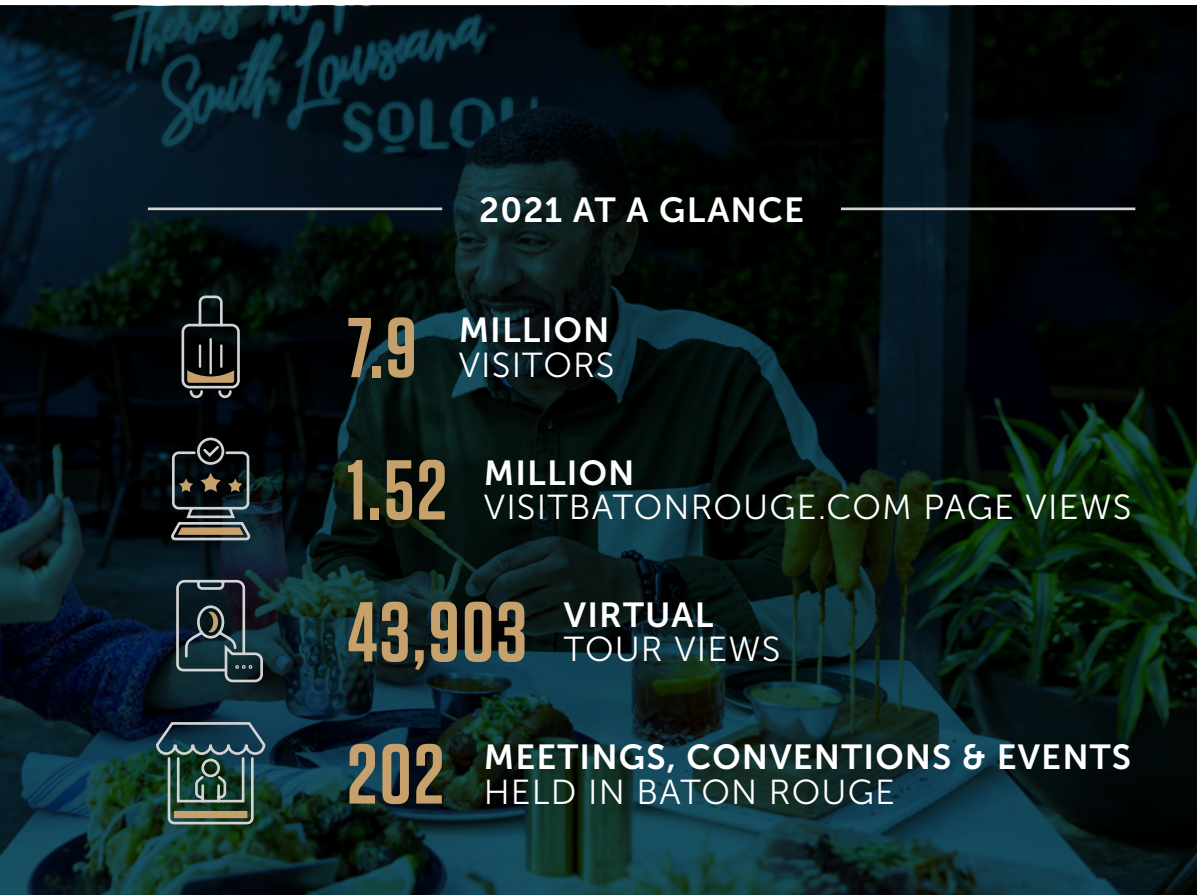


VISIT BATON ROUGE
2021 IMPACT REPORT

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YEAR IN REVIEW

VISIT BATON ROUGE IN 2021

With the world finding its footing and returning to a new sense of normalcy, Visit Baton Rouge continued to navigate uncertainties with the future of COVID-19 and tourism. As the local expert and information resource for all things Baton Rouge, we strive to share an authentic Louisiana experience and change the way people think of our city by sharing our strong sense of culture. In 2021, the greater Baton Rouge area saw hybrid initiatives come to life through continued growth of entertainment for both locals and visitors to enjoy.

OBJECTIVES

- Increase Visitation
- Cultivate Local Pride
- Strengthen Local Business & Organizations

OUR PARTNERS

Visit Baton Rouge successfully promotes East Baton Rouge Parish alongside our partners from across Louisiana. Combining resources with local industry and hospitality businesses, we can better leverage our expertise to identify opportunities for growth, develop compelling bids for new business and provide support for existing business. In 2021, collaborative efforts between Baton Rouge Film Commission and Visit Baton Rouge integrated the local creative community within a national industry, further helping us achieve our goal of promoting our city and uplifting our community.

AFFILIATIONS

- Southeast Louisiana Gumbo Group
- Southeast Tourism Society
- Brand USA



ACCREDITATION

In recognition of our commitment for industry excellence, Visit Baton Rouge is accredited as a Destination Marketing Organization by Destinations International. Visit Baton Rouge has been accredited since 2009.



FILM IN BATON ROUGE

For Baton Rouge, and the industry as a whole, 2021 marked a resurgence in TV & Film. With the COVID-19 pandemic challenging the industry in many ways, productions ground to a halt in 2020. In 2021, Baton Rouge saw a handful of major film productions come to town as the industry picked back up. These productions brought tangible economic impact that played a major role in supporting our local economy.



MEETINGS & CONVENTIONS

HOSTING WITH VISIT BATON ROUGE

In 2021, Louisiana's Capital City hosted 202 meetings and conventions, and our collaboration with SportsBR garnered attendance at athletic events that produced an economic impact of more than \$17.9 million. As one of the first types of events to resume in the wake of the pandemic, athletic events were massive for Baton Rouge in 2021, and instrumental in our recovery from the economic impact of COVID-19. Our Destination Sales & Experience Department played a major role in curating successful events through customized marketing, proactive health and safety attendance planning, and virtual and broadcast promotion. With a comprehensive network of quality referrals, Visit Baton Rouge supports local businesses and partners, while providing a one-of-a-kind experience for event attendees long before planners arrive in Baton Rouge.



\$27.7 MILLION
ESTIMATED ECONOMIC IMPACT



43,493 EVENT
ATTENDEES



42,016 ROOM NIGHTS
BOOKED



701 PARTNER
REFERRALS



130 GROUPS
SERVICED



94 SPORTING
EVENTS HELD

2021 MEETINGS

- American Honey Producers Association/ Louisiana Beekeepers Association Joint Conference
- Coca-Cola Collectors Club Annual Convention
- KOA Annual Convention and Expo
- Louisiana Municipal Association Annual Convention
- Marucci World Series
- Most Worshipful John G. Jones Lodge Annual Grand Session



2021 EVENTS

- Fireworks on the Mississippi
- Live After Five
- Louisiana Marathon
- Soul Food Festival
- Third Street Songwriters Festival
- White Light Night
- Zapp's International Beer Festival

LEISURE TRAVEL

MAKING A COMEBACK

With leisure travel picking back up in 2021, we focused on providing sanitary, socially-distant activities for both visitors and locals alike. From outdoor experiences to new bites and brews, our city continued to grow, and we were able to offer visitors from neighboring states and cities a safe way to explore the authentic Louisiana experience and culture they sought. While here, our visitors' favorite activities included:



Shopping



Sightseeing



Biking



Day-Trip
Experiences



Outdoor
Adventures

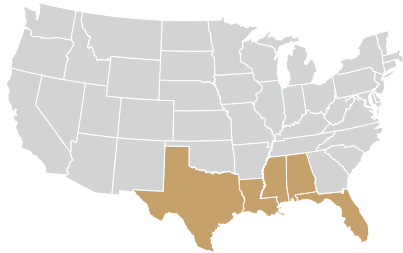


Riverboat
Cruises

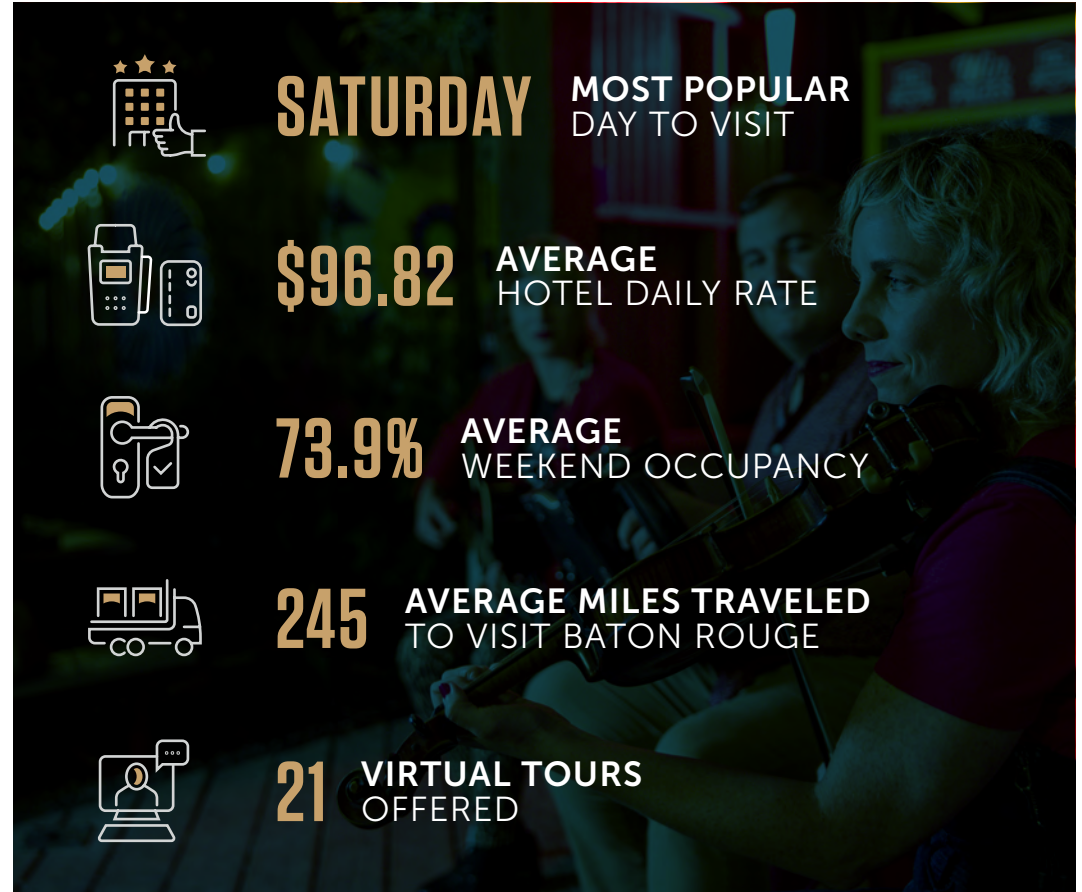
PROMOTING THE CAPITAL CITY

OUR VISITORS

2021 was a year of rebuilding experiences for locals and visitors alike. Our involvement in local, national and international initiatives, as well as hybrid tourism initiatives, expanded our reach and helped us strengthen relationships to benefit our city. Despite uncertainties with the resurgence of events and entertainment, Baton Rouge saw 7.9 million trips in 2021 coming from all over the region.



**TOP ORIGIN
MARKETS**

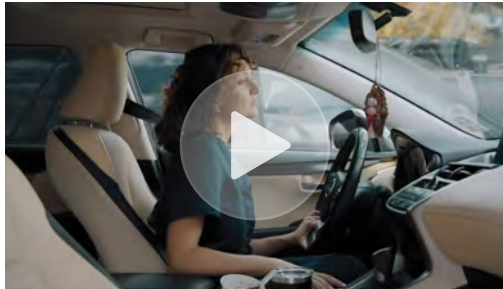




PROMOTING THE CAPITAL CITY

OUR DOOR IS OPEN

With the reopening of many restaurants and bars, attractions, festivals and more, 2021 was a year to show visitors their dreams of traveling again could come true in Baton Rouge. We worked with MESH and Morgan & Company — two of our longstanding advertising and media partners — to develop a campaign that positioned Baton Rouge as a travel destination while remaining sensitive to uncertain pandemic conditions. The 2021 marketing campaign sought to bring travelers' dreams to life after a year at home by showcasing our vibrant city in a new, authentic way that allows the experience to speak for itself.



VISIT BATON ROUGE'S IMPACT

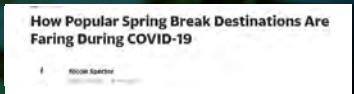
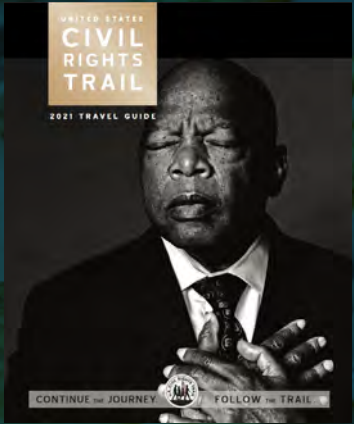
CONTINUED GROWTH

Serving as a guide to all things Baton Rouge, VisitBatonRouge.com and social media channels saw an increase in engagement from 2020, and we continued to grow as a content hub for both locals and travelers. In 2021, we utilized blog posts, email marketing, new social media tactics and video content creation that offered people easy access to finding more events, things to do and places to stay in Baton Rouge.

OVER THE YEAR, WE SAW...

- **25.5%** More Page Views
- **60%** More Partner Referrals
- **30.3%** More Website Users
- **34%** More Youtube Views





40,868
Twitter Followers

It wasn't until May that welcome centers were able to fully reopen and give travelers the warm welcome that Baton Rouge is known for. Despite being closed for nearly half of 2021, the impact made by our welcome centers across the city was felt by every traveler who stopped in for a visit.

Total Visitors Welcomed:
15,607



BTR Welcome Center:
7,361



State Capital Welcome Center:
6,875



Visit Baton Rouge Office:
1,371



A WARM WELCOME FOR VISITORS

In true Louisiana fashion, we also welcomed thousands of visitors via the mighty Mississippi with a season of riverboat dockings.

- **Riverboats Hosted:** 7
- **Riverboat Dockings:** 105
- **Riverboat Visitors:** 12,300



NEW TO BATON ROUGE

A GROWING CITY

When Baton Rouge attracts visitors, everything in the Capital City, from local businesses to public services and residents, benefits. In 2021, we continued to prosper as new businesses settled into our community.

- 30+ New Restaurants
- Blue Zoo Baton Rouge
- BRASS by Circa 1857
- Crumbl Cookies
- Pedal Pub
- The Executive Center
- The Yard Milkshake Bar
- TRU By Hilton Baton Rouge I-10 East





**SCOTT MICHELET,
CHAIRMAN**
Baton Rouge Lodging Association

**CLAUDE F. REYNAUD, JR.,
VICE CHAIRMAN**
Preserve Louisiana

**MARY STEIN,
SECRETARY/TREASURER**
Metro Council

**NORMAN CHENEVERT,
IMMEDIATE PAST
CHAIRMAN**
Downtown Development District

BEN BLACKWELL
Baton Rouge Lodging Association

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Louisiana Restaurant Association –
Baton Rouge Chapter

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KIM GINN
Baton Rouge Area Chamber

ADRIENNE MOORE
Arts Council of Greater Baton Rouge

GARY PATUREAU
Mayor-President's Office

VBR STAFF

ADMINISTRATION



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President & CEO



LAURALYN MARANTO
Vice President of Administration



DANIELLE BONFIGLIO
Director of Finance



FATIMA GAUTIER, CAA
Executive Assistant



LORI LASSEIGNE, CTS
Executive Assistant

DESTINATION SALES & EXPERIENCE



GERALDINE BORDELON, CMP
Director of Destination Sales & Experience



MICHAEL AGUIRRE
Convention Sales Manager



STEPHANIE CELESTINE
National Convention Sales Manager



ZACH EBARB
National Sports & Convention Sales Manager



JOURDAN MACKEY
Tourism Sales Manager



ANNA GASPERECZ
Destination Experience Manager

MARKETING & TECHNOLOGY



KARRON ALFORD
Director of Marketing & Technology



PAULINA TAVERA
CRM Marketing Manager



FALLON GERALD
Research Specialist



GINA STEPHENS
Content Marketing Specialist



TAMARIA WILLIAMS
Communications Specialist

EVENTS & PROJECTS



STACY SIMON
Director of Events & Projects





AN AUTHENTIC LOUISIANA EXPERIENCE

WWW.VISITBATONROUGE.COM