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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.
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.

FILM IN BATON ROUGE

MAJOR FILM PRODUCTIONS IN 2021

— Crâter (Walt Disney Pictures)
— We Have a Ghost (Netflix)
— Emancipation (Apple TV+)

THE FILM INDUSTRY BROUGHT

4,907 ROOM NIGHTS BOOKED

$51.7 MILLION ESTIMATED ECONOMIC IMPACT

Source: Baton Rouge Film Commission
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.
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:

- 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

2021 EVENTS

- 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.

SUNDAY MOST POPULAR DAY TO VISIT

$96.82 AVERAGE HOTEL DAILY RATE

73.9% AVERAGE WEEKEND OCCUPANCY

245 AVERAGE MILES TRAVELED TO VISIT BATON ROUGE

21 VIRTUAL TOURS OFFERED

TOP ORIGIN MARKETS

Sources: STR, Arrivalist
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

TOP ARTICLES

In addition to paid media, Baton Rouge made headlines across the web including features about the National African American History Trail and Southern’s Human Jukebox.

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<tr>
<th>Source</th>
<th>Number</th>
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<tbody>
<tr>
<td>YouTube Views</td>
<td>632,495</td>
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<tr>
<td>Facebook Likes</td>
<td>113,950</td>
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<tr>
<td>Facebook Mentions</td>
<td>6,000+</td>
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<td>TikTok Views since August</td>
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<td>Instagram Followers</td>
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<td>Partner Referrals</td>
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<td>Press Mentions</td>
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Sources: Cision, Google Analytics, Visit Baton Rouge
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

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

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

**A WARM WELCOME FOR VISITORS**

Source: Visit Baton Rouge

40,868 Twitter Followers
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

BOARD OF DIRECTORS

MICKEY FREIBERG
Louisiana Restaurant Association – Baton Rouge Chapter

COUNCILMAN ROWDY GAUDET
Metro Council

KIM GINN
Baton Rouge Area Chamber

ADRIENNE MOORE
Arts Council of Greater Baton Rouge

GARY PATUREAU
Mayor-President’s Office
## VBR STAFF

### ADMINISTRATION

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>PAUL ARRIGO, CDME</td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td>LAURALYN MARANTO</td>
<td>Vice President of Administration</td>
</tr>
<tr>
<td>DANIELLE BONFIGLIO</td>
<td>Director of Finance</td>
</tr>
<tr>
<td>FATIMA GAUTIER, CAA</td>
<td>Executive Assistant</td>
</tr>
<tr>
<td>LORI LASSEIGNE, CTS</td>
<td>Executive Assistant</td>
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### DESTINATION SALES & EXPERIENCE

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<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>GERALDINE BORDELO, CMP</td>
<td>Director of Destination Sales &amp; Experience</td>
</tr>
<tr>
<td>MICHAEL AGUIRRE</td>
<td>Convention Sales Manager</td>
</tr>
<tr>
<td>STEPHANIE CELESTINE</td>
<td>National Convention Sales Manager</td>
</tr>
<tr>
<td>ZACH EBARB</td>
<td>National Sports &amp; Convention Sales Manager</td>
</tr>
<tr>
<td>JOURDAN MACKEY</td>
<td>Tourism Sales Manager</td>
</tr>
<tr>
<td>ANNA GASPERECZ</td>
<td>Destination Experience Manager</td>
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EVENTS & PROJECTS

STACY SIMON
Director of Events & Projects

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