

AN AUTHENTIC LOUISIANA EXPERIENCE

## HOSPITALITY TASK FORCE RECOVERY MARKETING PLAN





## AGENDA

Rannah Gray: Welcome Participants, Review Agenda

Paul Arrigo: Overview of VBR Priorities Moving Forward

Karron Alford: Present Highlights of COVID-19 Recovery

Marketing Plan

Discussion: Input from Task Force Participants

Paul Arrigo: Next Steps

### **PLAN**

- We have divided the Hospitality Task Force into three meetings.
  - May 7 at 1:00pm
  - May 7 at 3:00pm
  - May 8 at 1:00pm
- Each meeting will be recorded and on Monday, May 11 you all will receive a follow up email with the following:
  - Meeting Notes
  - Recordings of each Hospitality Task Force Meeting
  - List of all Hospitality Task Force participants
  - Recap of Next Steps



## HOSPITALITY TASK FORCE MISSION

The Mission of the Hospitality Recovery Task Force:

To assist by providing input, promoting and supporting Visit Baton Rouge's recovery marketing plans and efforts due to COVID-19. The Recovery Task Force will actively engage hospitality industry representatives, stakeholders and political leaders of the importance and significance of this industry to the economy and wellbeing of our community.



### GOALS & OBJECTIVES

- Review of Recovery Marketing Plan
- Provide input and thoughts on the plan offer any insight as to what on what your industry is working on
- Help to share Visit Baton Rouge's marketing efforts during the recovery process
- Reach those within the hospitality industry and share the message that we all in this together to make a difference



## OVERVIEW OF RECOVERY MARKETING PLAN

#### **TIMELINE**

Anticipated return to 2019 figures is 3-5 years

#### **AUDIENCE**

- Leisure
- Meeting Professionals/Planners
- Medical Tourism

#### **CATEGORY**

- Statewide
- Regional



## OVERVIEW OF RECOVERY MARKETING PLAN

#### ANTICIPATED RECOVERY PLANS BY CATEGORY

- Local
- Statewide
- Regional

#### MEDIA/PR

- PR Firm Collaboration
- Media Missions
- Travel Writers
- Influencers



### OVERVIEW OF RECOVERY MARKETING PLAN

#### **DATA & RESEARCH**

- Using information for messaging, audience and sentiment
- Relying on third party data

#### **MARKETING TOOLS**

- Importance of content creation
- Use of social media
- Making the most of distribution channels

#### HOSPITALITY INDUSTRY PARTNER RELATIONS

Connecting with local businesses and how to best promote

## ADS/MESSAGING: MID/LATE APRIL







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### ADS/MESSAGING: MID/LATE APRIL



And we look forward to hosting you when we do...

Our priority during these times is keeping travelers and our community safe. When the time is right, you can rest assured that Baton Rouge will be ready to greet you with open arms. As we prepare for the return to normalcy, please feel free to reach out to **Visit Baton Rouge** to discuss the hospitality and services we can help with in **planning your next meeting** in Louisiana's Capital City.

Visit Baton Rouge's **dedicated team** works with our local partners to get you the best rates available, and our **Destination Experiences team** offers **complimentary assistance**, including personalized incentives. From helping you pick the best **authentic Louisiana restaurants** to finding the **right hotels**, we help every step of the way to ensure you and your guests have an experience that exceeds expectations.

We look forward to meeting you and your group one day in the near future.

To learn more about hosting a meeting or convention in Baton Rouge,
explore visitbatonrouge.com/meetings or call us at 225-383-1825.

## RECOVERY PHASE I ADS/MESSAGING



## RECOVERY PHASE I ADS/MESSAGING



## ADS/MESSAGING BEYOND RECOVERY PHASE I

- Situation is ever evolving and unknown
- Staying ahead of the phases and being proactive
- Monitoring sentiment both from locals and visitors
- Monitoring social distancing measures
- Producing content to drive digital ads to
   Outdoor activities will continue to be a big focus
   Baton Rouge has more that we realize we can
   promote and we're seeing what's trending
- Looking at attractions and music



# QUESTIONS & INPUT





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