Visit BATON ROUGE

AN AUTHENTIC LOUISIANA EXPERIENCE
HOSPITALITY TASK FORCE RECOVERY MARKETING PLAN
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
Current Marketing initiatives:

• Focus on local business openings
• Online or virtual options for retail, museums or attractions
• “We Will Meet Again” campaign

ADS/MESSAGING: MID/LATE APRIL

WE WILL CELEBRATE AGAIN

WE WILL CHEERS AGAIN
Current Marketing initiatives:

• Focus on local business openings
• Online or virtual options for retail, museums or attractions
• "We Will Meet Again" campaign

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.
Current Marketing initiatives:

• Focus on local business openings
• Online or virtual options for retail, museums or attractions
• "We Will Meet Again" campaign

RECOVERY PHASE I ADS/MESSAGING

RE UNITE WITH GOOD FOOD

It's the foundation for every good trip, and the culture of Baton Rouge was built on the best. Whether you're looking for a hole-in-the-wall or a longtime favorite, we've got 'em both, and they're bringing it all to the table.

Get a taste of what Baton Rouge has to offer your event at visitbatonrouge.com/meetings
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RECOVERY PHASE I ADS/MESSAGING

Visit BATON ROUGE
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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