

# 2018 YEAR IN REVIEW

## WHO WE ARE & WHAT WE DO

Visit Baton Rouge is the local expert and information source for all things Baton Rouge, from hotels and facilities to attractions, restaurants and more. Each year, our departments work together to support three foundational goals: **increase visitation, cultivate local pride and strengthen local businesses and organizations through collaborative partnerships.** These efforts have a far-reaching impact on our communities, and in 2018 the Greater Baton Rouge Area saw many of these initiatives come to life.

## 2018 HIGHLIGHTS



When we tell the authentic story of Baton Rouge, **we change how people think of our city.** The more we show our pride and share our experiences, the more businesses will push to set up shop, the more locals will feel engaged and ultimately, the stronger our city will grow, inside and out.

# 11.3

MILLION VISITORS

# \$958

MILLION SPENT  
BY VISITORS

# 20+

NATIONAL  
RECOGNITIONS  
FOR BATON ROUGE

*INCLUDING BEST SMALL  
CITY IN US*

# FIVE

2018 AMERICAN  
ADVERTISING AWARDS

*FOR MARKETING CAMPAIGNS*



## OUR PARTNERS

Working with partners like hotels, retailers, restaurants, venues, attractions and other visitor services, Visit Baton Rouge **helps amplify marketing efforts to reach our 11 million leisure/business travelers** every year. Not only do our partners benefit from connecting with these larger audiences, but also to other local businesses and markets within the state and surrounding area.

## OUR VISITORS



**42% of travelers to Baton Rouge are coming to visit friends and family.**

With an adaptive and comprehensive marketing strategy, we're able to target our communications to specific visitors, learn their preferences and behaviors and connect them to the perfect Baton Rouge experiences. Learning more about our visitors, whether they're traveling for leisure, business or both, means more money into our economy and more businesses reaping the rewards.

### WHO OUR VISITORS TRAVEL WITH

**51%** Spouse/Partner

**33%** Child(ren)

**23%** Friend(s)

## HOW WE CONNECTED IN 2018

**Refreshed the brand** to position Baton Rouge as a nationally-recognized destination providing an unmatched Louisiana experience

**Continued with a robust blog strategy** that keeps content fresh and users engaged

**Garnered 4 billion editorial impressions** through public relation efforts, including features from publications such as Thrillist, National Geographic Travel and USA Today

# \$85.70

AVERAGE DAILY SPENDING

# 29%

OF VISITORS LOOKED AT TRAVEL PHOTOS/VIDEOS ONLINE WHEN PLANNING

# TEXAS

2ND ONLY TO LOUISIANA IN NUMBER OF VISITORS TO BATON ROUGE

Visit **BATON ROUGE**