

# 2020 TOURISM IMPACT REPORT



With the onset of the COVID-19 pandemic, the tourism landscape completely changed. Its impact has resulted in nearly 3 trillion dollars — an estimated 50% revenue — lost for leisure and internal tourism in the United States and brought the industry to a grinding halt. Since March of 2020, the hospitality industry as a whole has gone through pivot after pivot to remain relevant, nimble and in front of prospective travelers as we awaited the resurgence of tourism. The local impact of nationally-hesitant travelers was felt in every restaurant, bar, museum, shop and entertainment venue, and goals were shifted from “thrive” to “survive” as the world faced an uncertain future with COVID-19.



## HOTEL OCCUPANCY

### PRE-PANDEMIC

(January and February)

**54.1%**

AVERAGE OCCUPANCY

**5%**

INCREASE YEAR-OVER-YEAR

### PANDEMIC

(March through December)

**47%**

AVERAGE OCCUPANCY

**17%**

DECREASE YEAR-OVER-YEAR

## 2020 EVENTS

Additionally, COVID-19 forced the cancelation and/or restriction of many of Baton Rouge's biggest events, including:

- » WEARIN' OF THE GREEN PARADE
- » BATON ROUGE BLUES FEST
- » EBB & FLOW FESTIVAL
- » LIVE AFTER FIVE
- » LSU & SOUTHERN FOOTBALL SEASONS
- » CAJUN CLASSIC WHEELCHAIR TENNIS TOURNAMENT

## MEETINGS

### IN 2020 WE HELD...

**139**

MEETINGS

**59,547**

ROOM NIGHTS

**12**

RIVERBOAT DOCKINGS

### RESULTING IN

**\$17,561,708.81**

ESTIMATED ECONOMIC IMPACT

### AND WE LOST...

**157**

MEETINGS

**40,466**

NET ROOM NIGHTS

**131**

RIVERBOAT DOCKINGS

### RESULTING IN

**-\$27,663,589.53**

ESTIMATED ECONOMIC IMPACT

## LEISURE

Because of the pandemic, leisure travel ground to a halt in 2020. As a result, we shifted the focus from leisure travelers coming in, to our own local travelers who were spending more time at home. From rediscovering the things we'd missed as they began to reopen, to providing fun, bite-sized content that drove locals to explore their own city, this adjustment helped fill some of the void left in the wake of the pandemic.



## THE PIVOT

### STAYING RELEVANT & STAYING READY

With an anything but typical year, 2020 saw the need to pivot strategies in the way we marketed the city and “hosted” visitors. Moving into a digital-heavy approach, we catered to audiences’ fluctuating willingness to travel as family and health concerns were the main reason visitors were hesitant to travel.



**215,309** YOUTUBE VIEWS



**115,054** FACEBOOK LIKES



**41,200** TWITTER FOLLOWERS



**15,500** INSTAGRAM FOLLOWERS

### HOSTED

**22**

VIRTUAL MEETINGS & CONVENTIONS

### CREATED

**21**

360° TOURS, RESULTING IN

**40,830**

TOUR VIEWS.



The resonant impact of COVID-19 will be felt far beyond 2020. From restrictions and mandates, to a general hesitancy around traveling, the way we’ve thought about tourism for the last decade has completely changed. But, as we’ve continued to adapt and change the way we respond, we’ll continue to meet travelers and locals alike where they’re most comfortable and make Baton Rouge a safe, welcoming and friendly travel destination.

