



Visit **BATON
ROUGE**

AN AUTHENTIC LOUISIANA EXPERIENCE

2022
MARKETING PLAN



MISSION:

The mission of Visit Baton Rouge is to increase visitation to and awareness of the Baton Rouge area thereby enhancing economic impact.

VISION:

The Baton Rouge Area will be a nationally-recognized premier destination providing a superlative Louisiana experience to all visitors. Residents of Baton Rouge will value the contributions that visitors make to the economy and quality of life.

VALUES:

Visit Baton Rouge promotes a culture of diversity, equity and inclusion through its marketing efforts, hiring practices, vendor opportunities and visitor experiences while displaying a passion for and an appreciation of the travel and tourism industry offering an authentic Louisiana experience.



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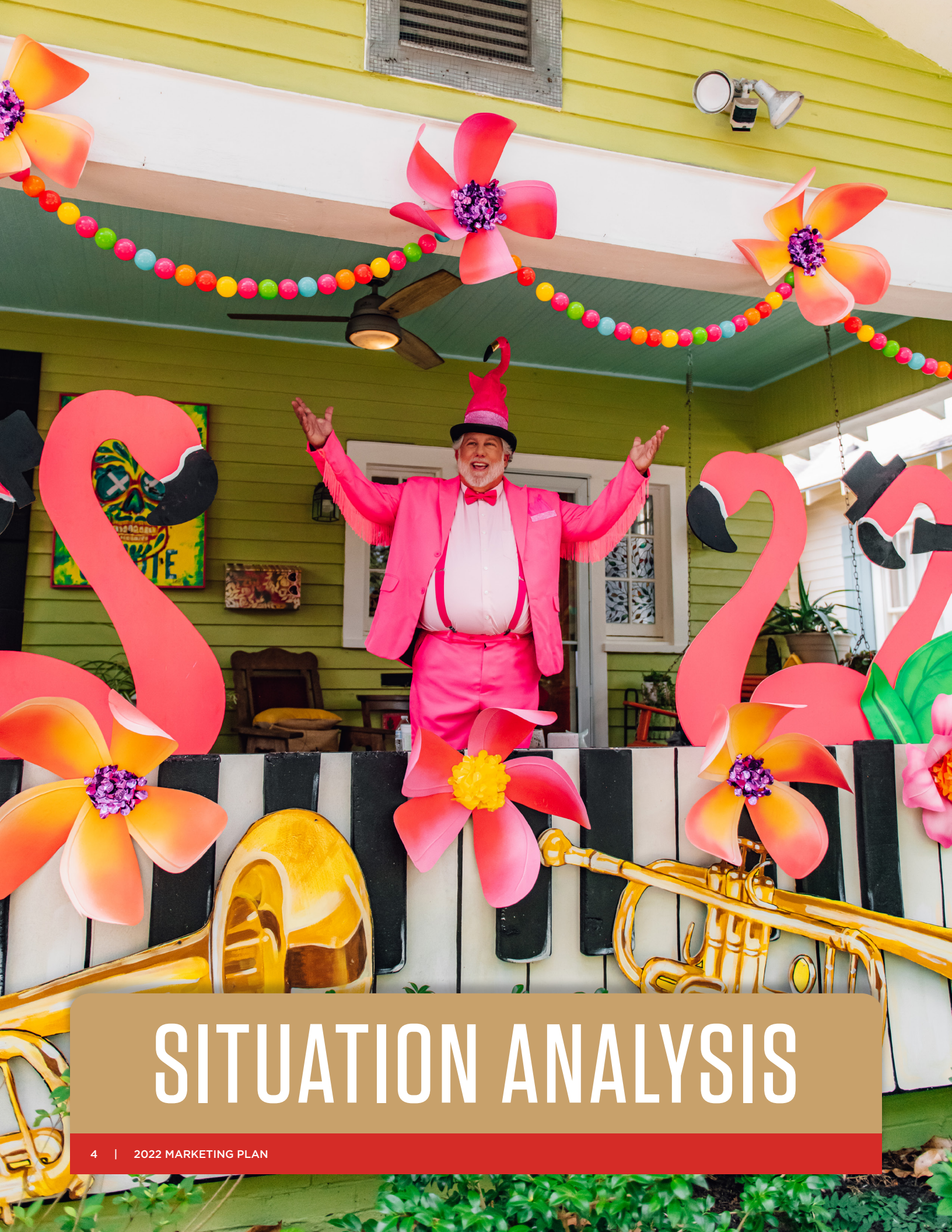
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SITUATION ANALYSIS



SITUATION ANALYSIS SUMMARY

INTRODUCTION

In 2021, Baton Rouge saw a significant increase in hotel occupancy with weekend occupancy exceeding pre-pandemic numbers. According to STR, Baton Rouge showed a measurable 4% increase over pre-COVID numbers during the spring/early summer (STR). Subsequently, the combination of being an evacuation destination from Gulf Coast storms and the holiday and friends marketing efforts in the latter half of the year ended with a cumulative 15% increase.

TRAVEL

The COVID-19 pandemic caused travelers to re-prioritize travel plans (CompareCamp 2021/2022 Travel Trends).

- Travel abroad turned into domestic trips
- Trips had to be cancelled altogether
- Travel was low across the board

Discretionary time became very important, and individuals used this time to seek unique experiences while getting mentally and physically healthier. These days, travelers are making trip decisions through local resources, not just travel sites. Their destination selection process is shorter with 40% of Americans noting that they would plan a week-long trip in under two months (Destination Analyst).

The automobile is the most likely chosen vehicle to use for travel. With escalating fuel prices affecting all travel, individuals have migrated toward shorter road trips to destinations that offer unique culture, cuisine, and are more conscious of sustainability and the environment. In a survey conducted by the U.S. Department of Transportation on road trips, Louisiana was ranked the 2nd highest state where residents were most likely to take road trips with over 62% of the population ready to hit the highway. New Orleans/Metairie, LA had the highest percentage of any major metropolitan area in the country to take a road trip with 94% likelihood, furthermore illustrating opportunities for in-state travel to Baton Rouge (U.S. Bureau of Transportation Statistics Trips by Distance).

It is anticipated that business travel will only make a partial recovery in 2022. Businesses will continue to conduct hybrid and virtual meetings not due to the pandemic, but the cost reductions gained through virtual meetings. However, despite those savings, it is anticipated the pent-up demand for in-person meetings will start driving some smaller meetings.



BATON ROUGE MARKET CONDITIONS

In 2021, tourism in Baton Rouge was well on its way to rebounding from the standstill brought about by the COVID-19 pandemic. With big things in store, Baton Rouge is entering 2022 with a healthy forecast for hotel occupancy and a positive outlook on prospective meeting, convention and sports bookings. Complemented by large-scale events like Garth Brooks’ sure-to-be legendary performance in Tiger Stadium, we’re anticipating a resurgence of travelers spending their time in the Red Stick.

With the way COVID-19 changed travel norms, car travel and secondary cities remain opportunities for travelers to visit destinations amidst the uncertainty of the pandemic (Destinations International). Already being a popular road trip destination, we expect Baton Rouge to do well in adapting to these new travel standards. Additionally, as a mid-sized destination coupled with its rich history, hospitality and hidden gems, Baton Rouge is poised to serve travelers looking for this type of experience.

The impending construction of Interstate 10 is also noteworthy as it presents a major factor in terms of traffic throughout the entire Baton Rouge market. The timeline for significant traffic impact is imminent, and both government and local businesses have begun to take steps in prolonging remote working opportunities in an attempt to minimize resident traffic flow.



MEDIA

Understanding the media that speaks to our audience is important. With the defined audiences of millennials and Generation Z, our media efforts continue to shift toward an increased digital presence; and media tactics like digital display, search engine marketing (SEM) and streaming video/OTT have been incorporated to reach these targets. Video messaging in social media and digital placements have produced more effective results in driving visitors to the Visit Baton Rouge website.

To maintain our presence locally in Baton Rouge, we integrated out-of-home, print, radio and sports television packages.

Overall visitbatonrouge.com users increased 30% in 2021. Visit Baton Rouge continues to monitor and update how and where we spend our media dollars.





2021 CAMPAIGN CREATIVE

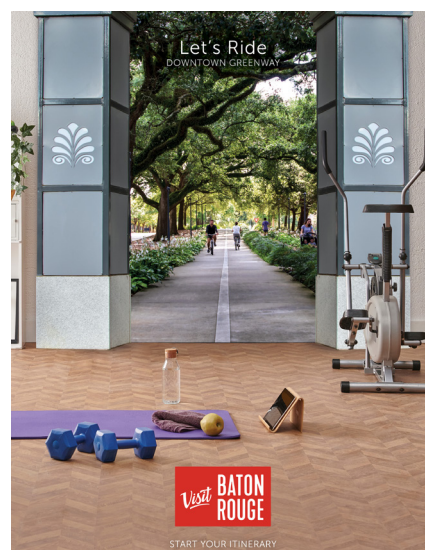
“OUR DOOR IS OPEN”

The 2021 marketing campaign theme sought to reengage with travelers who were ready to travel safely again by communicating an authentic experience, exploring a unique Baton Rouge and enjoying Louisiana culture in a safe environment. We introduced campaigns to focus internally in the Baton Rouge market and immediate surrounding areas, as well as outside the market within a 600-mile radius. The creative strategy aligned with the travel industry’s research defining “unique experiences” as a primary travel motivation along with visiting family and friends.

- Visit Baton Rouge began working more closely with local partners to present local stories and experiences for our residents and travelers, which in turn expanded local and visitor opportunities to #ExploreBatonRouge. Our partners received 88,589 referrals, a 60% increase from 2020.

The local market messaging communicated the benefits of tourism in the Baton Rouge marketplace. Baton Rouge visitors bring revenue that creates jobs and increases tax revenues to support our local economy. The local market messaging reflected the benefits of tourism dollars.

We invited locals and travelers to the re-emergence of Baton Rouge, a city yet to be fully explored, communicating the unique experiences, flavors and history of our city.





MEETINGS & CONVENTIONS

Our meetings and convention marketing efforts continue to focus on featuring the amenities Baton Rouge offers groups coming into the unique cultural atmosphere of Baton Rouge. A virtual tour featuring these various amenities (hotels, event spaces, attractions) generated over 43,000 views. Our group meetings totaled 202, 59% of our 2019 pre-pandemic bookings.

The group meetings successes for the year came from both our film industry partnership, creating a \$51.7 million impact on the market and our sports marketing efforts, yielding 94 sporting events booked in 2021. The successful hosting of these events is driving incremental bookings in future years.

Visit Baton Rouge initiated an Account Based Marketing (ABM) platform for the B2B side of the business in December 2021. ABM is a marketing strategy that concentrates resources on a set of target accounts within a market. ABM targets are based on a list of target accounts provided by the sales team. We have added intent marketing to the mix as well, meaning accounts that look like our current account list and show intent signals of looking for a meeting or convention venue are targeted.

The hotel industry nationally has identified a growing trend with the willingness of their business travelers to blend business travel with leisure travel (bleisure) allowing for extended stays from meetings and conventions that come into the market.

The Destination Sales and Experience team continues to attend trade shows for the travel industry as well as key association groups, and our familiarization tours continue as we host bloggers and travel representatives on tours of the city.



TARGET AUDIENCES

LEISURE

Millennials and **Gen Z** travelers are poised to lead the charge in terms of returning to travel. Seventy-one percent of Gen Zers and 71 percent of millennials report they are making plans to travel more, or the same amount, in 2022 than they did in the pre-COVID-19 era, making them opportune target audiences for leisure marketing efforts (Travel Pulse).

With the increased cost of gasoline and relaxed COVID restrictions, there are opportunities with other demographics. **Baby boomers** are beginning to travel again due to higher disposable income to spend on leisure activities. Later surveys indicate that 82% of baby boomers are looking to travel again, further validating the potential importance of this audience (Travel Pulse).

In-state markets continue to drive traffic into the city with Louisiana residents accounting for 70.4% of our visitors. New Orleans proves to be our biggest market accounting for 40% of our trips (Arrivalist).

Analysis of session data from paid and organic traffic have shown that the most favorable results also came from close to home with 42% of site traffic concentrated in Louisiana. Of this Louisiana audience, top segments to the website include the Baton Rouge metro area (42%) and New Orleans (10%).

Following Louisiana, **Texas** and **Mississippi** are top markets for current visitor traffic into Baton Rouge. **Florida**, **Georgia** and **Alabama** are other notable markets as they comprise the remaining notable visitor traffic to the Visit Baton Rouge website (Visit Baton Rouge).

MEETINGS AND CONVENTIONS

Meetings and events have continued to make a comeback increasing from 28 in 2020 to 202 in 2021. Sporting events, in particular, continue to grow as a target segment accounting for 94 of the 202 total meetings in 2021.

Associations are also a growing business category as they complement the size of the Baton Rouge market. Travel planners and tour operators continue to remain focal target audiences for group, meetings and conventions travel.



MESSAGING & COMMUNICATION TOOLS

MESSAGING

Our target audiences continue to be defined by interests and behaviors. Key points include local, Cajun food and lifestyles, Southern culture, shopping, history, music, sporting events and university interests.

Baton Rouge's Cajun/Southern profile, rich history and crossroads geography make it a prime location for bringing leisure travelers to the market. For meetings and conventions, amenities coupled with enhancements and hospitality afforded by the Destination Sales and Experience team are also key differentiators.

Messaging continues to focus on showcasing the **authentic Louisiana experience** that Baton Rouge offers both leisure and meetings and conventions visitors alike.

COMMUNICATION TOOLS

Destination websites across the country have continued to be a valuable resource for visitors as consumers who want to go directly to the source for bookings. In the fall of 2021, Visit Baton Rouge initiated the plans to upgrade our website, keeping pace with travel trends and aiming to make researching Baton Rouge a seamless and exciting experience. Being the primary measure of our advertising effectiveness, Visit Baton Rouge identified the need to improve visitbatonrouge.com by simplifying its navigation and allowing us to better capture information on how users traverse the site. The new site is set to be complete in fall 2022.

Social media remains a primary channel for engaging with current and potential travelers, and Visit Baton Rouge's social media activity and engagement continue to trend upward. We introduced TikTok into the channel mix with great success in August 2021. Visit Baton Rouge continues with Twitter, YouTube, Facebook, LinkedIn, Pinterest and Instagram.

*REFERENCES:

- STR
- Destinations International
- Google Analytics
- Oxford Economics
- Travel Pulse
- Arrivalist
- Compare Camp
- Destination Analyst



SWOT

STRENGTHS:

- Unique multicultural food and lifestyle environment
- Authentic culture – not too “touristy”
- Ability to quickly adjust media targeting
- Geographic location serves as a crossroads between other destination cities
- Continued increase in Visit Baton Rouge website visitors
- LSU and Southern University popularity
- 300 years of history
- State capital of Louisiana
- Cars are the preferred way to travel
- Ample sports facilities to host more sports-related events

OPPORTUNITIES:

- Millennials, Gen X and baby boomers are all looking forward to traveling more
- Digital media's impact for re-targeting while in the purchase funnel “the right message at the right time” to educate and entice
- Video in paid and non-paid media presents great opportunities to illustrate the Baton Rouge experience
- Business-leisure (bleisure) travel blended opportunities for hosting meetings
- Travelers are seeking more direct resources when looking for travel information
- Louisiana has the second highest potential in the United States for individuals taking road trips
- Local market opportunities for in-state travel are high
- COVID restrictions lifted
- New website launch in 2022
- Travel has increased across the board

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WEAKNESSES:

- Variety of unique geographic regions within the Baton Rouge DMO
- Baton Rouge crime statistics rated D
- Limited public transportation for visitors and locals

THREATS:

- I-10 construction issues
- In-market perception that Baton Rouge is not a tourist town
- High crime rate perception
- Gasoline price increases for road trip travelers
- Inflation/disposable income reduction
- Proximity to top competing cities



GOALS AND OBJECTIVES



MARKETING GOALS & OBJECTIVES

GOAL:

Re-establish Baton Rouge as a relaxing destination thriving with unique Southern culture, environment, food and activities to stimulate the senses.

OBJECTIVES:

- Increase the number of website sessions to Visit Baton Rouge measured against 2021 levels.
- Increase hotel occupancy rate as measured against 2021 levels.





LEISURE VISITORS

The Marketing team pursues new opportunities and communication channels to draw in- and out-of-state visitors to Baton Rouge – enticing new visitors and converting day-trippers into overnight stays – in addition to implementing consistent initiatives that aim to raise awareness for both the area and the Visit Baton Rouge organization.

STRATEGIES & TACTICS

- 1 Build brand awareness of Baton Rouge in the ever-changing visitor experience.**
 - A** Utilize traditional, digital and social media to connect with new and repeat visitors
 - B** Continue with the success of using video messaging in digital and traditional media avenues
 - C** Construct a communications funnel for messaging to build a more effective media communications plan
 - D** Continue to grow content marketing as a means of delivering our messages
 - E** Continue to enact ongoing SEO with the launch of the new website
 - F** Utilize unique landing pages to house relevant content for varying visitor interests
- 2 Partner with Louisiana Office of Tourism, Louisiana Travel Association and other Destination Marketing Organizations to further leverage the Visit Baton Rouge brand.**
- 3 Coordinate with our local partners.**
 - A** Develop an annual calendar to identify specific partner meetings and discuss how Visit Baton Rouge can work with local organizations/partnerships to simplify their marketing efforts from a tourism perspective
 - B** Proactively share partner content on visitbatonrouge.com via blog and events as well as on social media channels through curated content and direct page shares
 - C** Continue to develop programs for cross promotion and marketing support
 - D** Partner with local stakeholders (businesses, government and neighborhood associations) to develop an action plan to combat the negative crime ratings and homelessness in the market
- 4 Focus on “attractors” and market events to inspire visitation.**

A Museums	D Topgolf	G Electric Depot
B University sites	E Louisiana State Capitol	H Mall of Louisiana
C BREC’s Baton Rouge Zoo	F LSU AgCenter Botanic Gardens	I BREC parks
- 5 Develop and promote outdoor activities.**
 - A** Promote rental activities
 - B** Continue the Louisiana Marathon promotion
 - C** Promote walking trails and paths for visitor interactions
 - D** Parades and outdoor celebrations
 - Firework displays
 - Mardi Gras, St. Patrick’s Day, Halloween, Christmas parades



- 6 Highlight unique local dining and entertainment activities in Baton Rouge.**
- 7 Create a welcoming atmosphere for riverboat travelers.**
 - A** Update day trip and two-day trip itinerary information
 - B** Continue to coordinate greeting arrivals with our visitor desk
- 8 Provide communication and leadership during the I-10 construction project.**
 - A** Utilize the Visit Baton Rouge website to provide resources and referral links for sharing information related to traffic conditions and detours
 - B** Promote local neighborhood businesses and events as an opportunity for visitors to stay in the area and celebrate Baton Rouge
- 9 Promote diversity, equity and inclusion through all marketing efforts and visitor experiences.**
 - A** Use images and language that communicate the inclusion of the unique culture in Baton Rouge
 - B** Develop videos that share the specific diversity and equity success stories in the market
- 10 Piggyback on New Orleans and large state events to drive day trips to Baton Rouge.**
 - A** Capitalize on road trip interest in the Metairie/New Orleans market
 - B** Utilize one-day and two-day trips to drive traffic and potential overnight stays
- 11 Educate and engage new college students coming to Louisiana on the activities and events in Baton Rouge.**
 - A** Communicate to family and friends of new students about the opportunities to enjoy Baton Rouge
 - B** Geo-target specific messaging around the college campuses
 - C** Launch a microsite with resources for local college students and their families
- 12 Flight media around key events and seasonal activities.**
 - A** Use traditional media for broad brand awareness in the targeted geographies
 - B** Use digital media to create frequency of messaging to the target audience in the destination shopping phase
 - C** Retarget audiences clicking for more information on Baton Rouge
 - D** Align media selections with the target audiences’ demographic and lifestyle factors
 - Use traditional media for brand awareness and to reach new potential visitors
 - Use digital media to deliver specific targeted messages to those interested in Baton Rouge (e.g., shopping, history, unique Southern travel activities, attractions, family-friendly opportunities, hidden gems, etc.)
 - E** Create three-day weekend opportunities surrounding sporting events, concerts, traveling shows and other events for visitors to stay the weekend in Baton Rouge
 - Showcase new hotels
 - Garner hotel participation
 - Create weekend itineraries to promote other activities surrounding big events, including:
 - 1** Dining
 - 2** Late night activities
 - 3** Bleisure itineraries
 - 4** Market attractions
 - 5** Shopping



MEETINGS & CONVENTIONS

The Destination Sales & Experience team, along with the Marketing team, work to competitively market the city of Baton Rouge as a host city for meetings and conventions within a variety of industries. These types of business events bring in overnight guests, many of which rely on hotels to accommodate their lodging, and/or events themselves, in addition to supporting other local industries as attendees explore the city in their free time.

STRATEGIES & TACTICS

- Promote success stories about Baton Rouge meetings, conventions and events.***
 - Concerts
 - Sports
 - Film industry
 - Association meetings
- Create brand awareness of Baton Rouge meetings capabilities to specific target groups.***
 - Attend trade shows with target groups
 - Continue familiarization tours for travel bloggers and international tour groups
 - Utilize the Account Based Marketing platform
- Position Baton Rouge as a vibrant, emerging city with new and exciting offerings for a variety of groups and industries.***
 - Update amenities and experiential opportunities for groups as they are offered
 - Expand upon the success and impact of the current sales video with sales collateral materials
 - Enhance presence at trade shows
 - Develop a digital facilities guide for sales teams
 - Continue to work with sales teams for FAM trips
- As COVID restrictions wane, identify opportunities.***
 - For larger meetings and conventions
 - To support the film industry partnership and provide needed resources to facilitate incremental productions coming to Baton Rouge
 - To continue cooperative marketing opportunities with LOT, LTA, Brand USA, Creative Capital of the South and Southeast Louisiana Gumbo
- Create a media flowchart for 2022 and schedule marketing activities to work around future bookings.***
 - Coordinate timing with trade shows Visit Baton Rouge will be visiting
 - Continue to use and refine ABM marketing techniques to improve the efficiency of advertising dollars



DESTINATION SALES

The Destination Sales & Experience team works closely with meeting planners and association leaders to plan and coordinate events, meetings and conferences in Baton Rouge. Through the team's effective sales of the city and its various unique offerings, Destination Sales & Experience increases tourism and hotel occupancy.

STRATEGIES & TACTICS

- Focus on key decision-making factors in order to position Baton Rouge as an ideal business destination.***
- Increase awareness of Baton Rouge as a business-oriented destination through partnerships, memberships and associations.***
- Identify groups that enhance the diversity and equity of Baton Rouge visitors.***
- Participate in industry trade shows to reach targeted meeting professionals for group and international travel.***
 - Utilize data-driven video to sell Baton Rouge
 - Develop case studies
 - Participate in sales missions, both domestic and international
- Continue to pursue unique partnership opportunities with industry, state and DMO partners.***
- Host familiarization (FAM) tours for meeting planners and relevant clients to incentivize them to bring their events to Baton Rouge.***
- Identify and pre-qualify appropriate target groups for the Baton Rouge area.***
 - Use the ABM model to help identify “like” target groups
 - Develop a unique landing page on the new website for sales and meetings





DESTINATION EXPERIENCE

The Destination Sales & Experience team ensures that all Baton Rouge area travelers and convention delegates have a positive and enriched visitor experience. These efforts are crucial to spreading positive word-of-mouth, generating influential social media conversations and converting first-time visitors into advocates of Baton Rouge.

The department will leverage visitor touch points to highlight key Baton Rouge offerings, enhance visitors’ experiences and convey Baton Rouge’s hospitable environment in organic and unexpected ways.

STRATEGIES & TACTICS

- 1 *Develop an ambassador program for visitor services which has a unique “Baton Rouge” welcome template for all guests.***
 - A** Identify what an ambassador should know to be a friendly resource for info on Baton Rouge
 - B** Create contact points for more information/knowledge of Baton Rouge (Visit Baton Rouge website)
 - C** Create a program or game to make it fun and rewarding to learn more about Baton Rouge
 - D** Involve hospitality employees and visitor center staff in a game environment to learn more about Baton Rouge
- 2 *Identify entry points and exit points to welcome and invite back all visitors to Baton Rouge.***
 - A** Visitor Center locations
 - B** Riverboat dockings
 - C** Airport
 - D** Rental car locations
 - E** Potential out-of-home advertising
- 3 *Bring visitor center collateral material into alignment with Visit Baton Rouge 2022 campaign creative to emphasize the unique, authentic experience message.***
- 4 *Develop Baton Rouge-themed swag:***
 - A** Mardi Gras
 - B** Old State Capitol
 - C** Louisiana State Capitol
 - D** Red Stick
 - E** Mississippi River
- 5 *Continue to participate in professional conferences that foster learning and growth and allow for key takeaways that enlighten the team and offer new ideas on how to better sell the city for return visits.***
- 6 *Leverage authentic Baton Rouge experiences to curate unique gathering opportunities for prospective groups.***
 - A** Feature neighborhood or geographic-specific things to do in proximity to key meeting or event locations through web, social and content marketing



EVENTS & PROJECTS

The Events & Projects team pursues and confirms new opportunities for special projects and large-scale events that ultimately increase hotel occupancy throughout the year. These types of large-scale events are often the reason that first-time visitors come to Baton Rouge and can act as a great gateway to promoting further exploration of the city.

STRATEGIES & TACTICS

- 1 *Identify key opportunities post-pandemic to welcome new visitors to Baton Rouge.***
 - A** Concerts
 - B** Sporting events
 - C** Festivals and fairs
 - D** Coastal restoration research and modeling
 - E** African American history
- 2 *Tell the economic impact story of historical events in Baton Rouge that drive city tax revenues and create jobs.***
 - A** Build case studies featuring previous events to showcase capacity, incentives, experience, amenities and economic impact
 - B** Refine local business sponsorship opportunities to create new events
 - C** Develop packages for local businesses to maximize the impact of events in their surrounding area
- 3 *Attend trade shows and conferences to form new relationships and increase visibility for Baton Rouge.***





ADVERTISING COMMUNICATIONS

What, where and when we communicate are all part of the dialogue of preparing and welcoming current and future visitors. Visit Baton Rouge’s advertising communications plan should be a conversation that draws visitors to our city. The evolving media market provides numerous opportunities to convey our stories in many ways – via our website, partner websites, blogs, sponsored content, social media, traditional media, digital media, paid and non-paid organic media. Each medium will deliver the Visit Baton Rouge message through the lens of the actual platform, addressing the target audience in an authentic and enticing manner. An effective media plan reaches out to each group and is designed to build anticipation of the Baton Rouge experience.

STRATEGIES & TACTICS

- 1 Create excitement and promote Visit Baton Rouge’s 50th anniversary in promoting business in Baton Rouge.**
 - A** Use paid media to tell our 50th anniversary story and get residents excited about tourism in Baton Rouge
 - B** Host local partners and businesses at a social celebration
 - C** Use social media to expand the good news story of the historical impact of groups visiting Baton Rouge
- 2 Provide dynamic digital visitor information services for individuals, groups and event visitors to drive increased spending in-market.**
 - A** Develop unique landing pages for large events/conventions
 - B** Continue the use of itineraries for visitors
 - C** Develop a new website that directs visitors and provides more in depth knowledge of why to visit Baton Rouge
 - Restructure the website to be more in alignment with destination websites
 - 1** Create unique points of interest that establish the destination as a unique experience through images, video and virtual tours
 - 2** Communicate and speak directly to the target audience
 - 3** Provide the tools and information to coordinate the visitor’s or visitors’ travel plans for both leisure travel, meetings, and conventions and group sales
 - 4** Assure website is in alignment with Visit Baton Rouge brand standards
 - Tell the Baton Rouge visitor story with economic impact data
 - Communicate events and activities in the market
 - Employ SEO best practices and ensure that Visit Baton Rouge is associated with generating content for users online (both travelers and locals alike) looking for information about Baton Rouge
 - Create strategic landing pages that coincide with creative to increase online engagement



- 3 Communicate what Visit Baton Rouge does to create a positive economic impact.**
 - A** In a resident’s neighborhood
 - B** In Baton Rouge
 - C** For the state of Louisiana
 - D** Identify Visit Baton Rouge as a resource for what’s happening in Baton Rouge
 - Weekly podcasts/radio sponsorships
 - Cross promote with relevant partner organizations to share what is going on in Baton Rouge
 - E** Garner user-generated content to showcase events and the city in an authentic manner for improved messaging
- 4 Communicate Baton Rouge as a unique travel destination with authentic flare, enriching experiences and an exciting variety of offerings.**

A Outdoor activities	C Safe	E Enriching arts culture
B Healthy	D Historical and educational	F Events and festivals
- 5 Promote staycation itineraries for locals and visitors that promote all Baton Rouge has to offer.**
 - A** Promote itineraries for local families/individuals to become tour guides for family and friends in the Baton Rouge market
 - B** Promote unique neighborhood and partner businesses to the locals
 - C** Categorize itineraries for specific pursuit
 - Trails and outdoor activities
 - Shopping and dining
 - Museums and the arts
 - Live music
 - College campus tours
- 6 Promote jobs and opportunities in the hospitality industry sector.**
 - A** Promote that tourism creates jobs/positive economic impact
 - B** Work with local universities, hotels, restaurants and tourism departments on job fairs
- 7 Provide communication and leadership during I-10 construction for residents.**
 - A** Keep locals and visitors abreast of traffic pattern changes in the market
 - B** Work with local leaders to implement consistent city-wide messaging as it relates to the I-10 construction project and develop support for events that may be impacted
- 8 Promote diversity, equity and inclusion through all marketing efforts and visitor experiences.**
 - A** Depict the variety of lifestyles and racial backgrounds that enjoy Baton Rouge as a community
 - B** Represent the friendly and hospitable atmosphere that Baton Rouge offers to the diversity of cultures that helped create it
- 9 Maintain and update all media lists for content marketing and press releases.**
- 10 Set up staff interviews and pitch stories on the positive stories and events going on in Baton Rouge.**



11 Continue to invite and welcome travel bloggers, photographers and journalists to experience Baton Rouge and document and share their stays.

- A** Develop criteria for the selection of print, electronic, and digital publishers

12 Increase the share of voice to the defined target audience.

- A** Redefine the target audience post COVID
- B** Redefine the geographic target audience to capitalize on those who are most likely to travel to Baton Rouge as travel opens up
- C** Reevaluate the media flow chart for the newly defined audience and geography and modify as required
 - Utilize traditional and digital media for strengthening the sharing of the Visit Baton Rouge story

1 TV	3 Print	5 Social
2 Radio	4 Digital	6 Out of Home
 - Use video in digital, content and social media to better communicate the Baton Rouge story
- D** In all media, communicate a call-to-action for ease of bringing the target audience to the Visit Baton Rouge website, visitor centers and in market activities
- E** Promote the hashtag #ExploreBatonRouge equity to further brand footprint and track relevant conversations
- F** Use QR codes to track activity and measure response
- G** Align content categories with seasonal activities and event calendar to ensure relevancy to viewers
 - Listicles
 - Itineraries for day trips and weekend trips
 - General information/news
 - Creating landing pages for relevant content
- H** Create promotional materials for distribution throughout the year to visitors to promote Baton Rouge
 - T-shirts
 - Fans
 - Coasters
 - Stickers
- I** Partnership development
 - Work with hotels and large conventions to promote Baton Rouge during their events by providing promotional materials
 - Enhance relationships with civic organizations and chambers to increase prospective resident knowledge of Baton Rouge
 - Leverage a team of Baton Rouge brand ambassadors as advocates for Visit Baton Rouge

1 Business leaders
2 Hospitality leaders
3 Economy and Employment leaders
4 Education Leaders



CREATIVE STRATEGY 2022

Coming out of a global pandemic and re-inviting people to our beloved city was no easy task. People had lain dormant for nearly 24 months and were anxious – maybe even a little afraid – to start traveling again.

Visit Baton Rouge knew that it had to create a campaign that was both reassuring and informative to travelers, communicating that the Capital City was ready to re-open its doors with the same hospitable nature it has always been known for. We wanted to create a confidence around the city that the people of Baton Rouge were primed and ready to welcome back those looking to have an authentic Louisiana experience.

The solution...

“WE’RE ALWAYS PREPARED FOR COMPANY”

And that’s not something that every city can say. You see, it’s about more than turning down the sheets or sweeping off the porch. Being truly prepared for company comes from a genuine care and hospitable nature that’s ingrained in our culture. Maybe there’s something in the water, but it runs in our blood around here. Simply put, the people of Baton Rouge love this place — and they love sharing what makes it special with everyone who stops in for a visit. That dedication to the place we call home translates into a warm and welcoming nature that’s tangible in everything we do. From the food we share to the sounds we serenade with, Baton Rouge makes a lasting impression because we’re always ready to share our home with the world.

The creative strategy “Prepared For Company” encapsulated the idea that the city of Baton Rouge stayed in a state of preparedness, anticipating the return of its beloved guests. It went beyond transactional hospitality, implying a deep love for a city and an eagerness to want to share it with the world. No matter what the experience may be — from food to football, music to museums, or boutiques to boils — Baton Rouge is always prepared for company.





EVALUATION



RECOMMENDED EVALUATION

LEISURE

- Measure lead generation and provide year-over-year comparison to observe upward or downward trends. Consider the following:
 - Website leads
 - E-newsletter subscriptions
 - RSS feed subscriptions
- Analyze social insights through year-over-year comparison. Consider the following:
 - Overall page audience
 - Mobile usage
 - Shares by users
 - Engagement
 - Click-through rates
 - Web traffic to the Visit Baton Rouge website
- Measure social conversions and efficiency and compare year-over-year. Consider the following:
 - Cost-per-click
 - Cost-per-engagement
 - Cost-per-like
 - Cost-per-lead
 - Cost-per-thousand
- Measure user conversions from social platforms. Consider the following:
 - Facebook
 - Instagram
 - LinkedIn
 - YouTube
 - TikTok
 - Pinterest
- Track social hashtags (#ExploreBatonRouge, #VisitBatonRouge) for qualitative analysis of conversations surrounding Visit Baton Rouge and/or Baton Rouge in the social sphere.

MEETINGS, SALES, SERVICES AND SPECIAL PROJECTS

- Send qualitative surveys to meetings and events attendees to gauge these types of visitors' overall Baton Rouge and Visit Baton Rouge experience.
- Measure lead generation for meetings and special projects and provide year-over-year comparison to observe upward or downward trends. This includes analysis of the following:
 - Website RFP forms on the Visit Baton Rouge site
 - Leads captured at trade shows/events
 - Direct inquiries overall
 - Quantify earned media impressions and compare year-over-year
 - Review hotel occupancy versus pre-pandemic levels to analyze upward or downward trends
 - Track qualitative data from partner meetings to reference year-over-year to account for changes that have been implemented and how those relationships evolve
 - Number of FAM tours
 - LinkedIn conversations
 - Blogger inquiries for Baton Rouge visits

