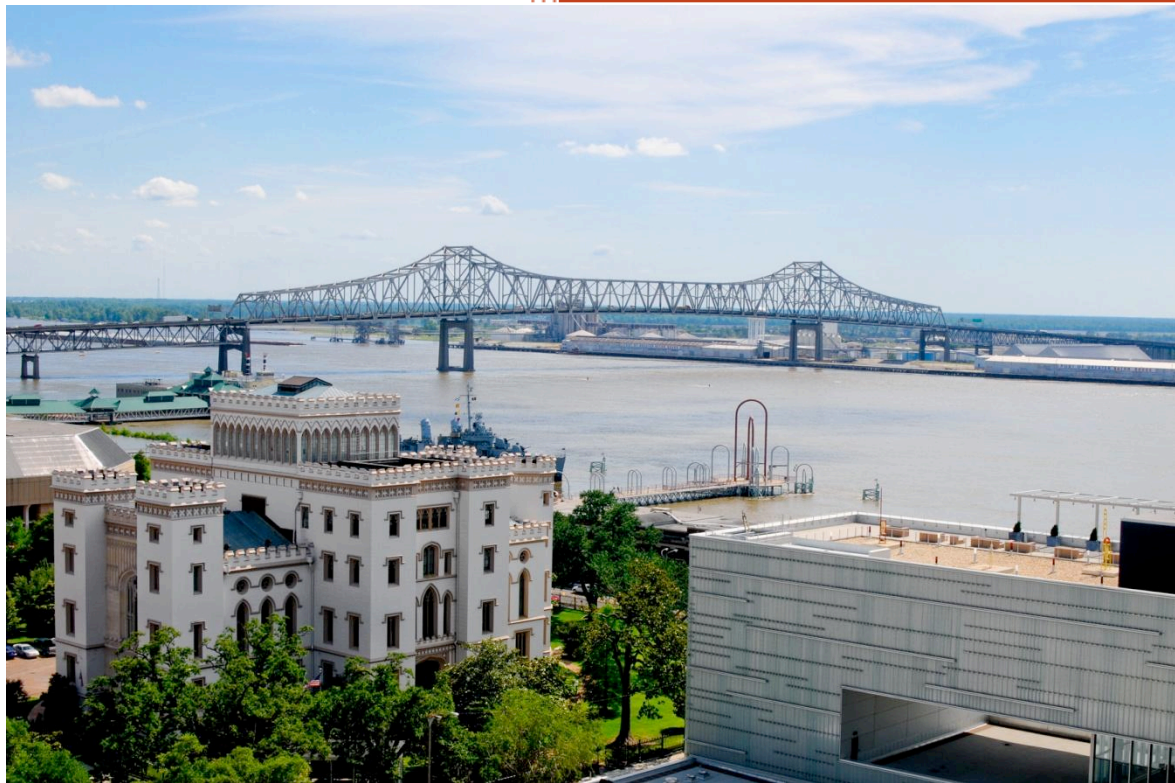


2010

Marketing Plan



## **About the Baton Rouge Area Convention & Visitors Bureau**

The Baton Rouge Area Convention and Visitors Bureau (BRACVB) is a political subdivision of the State of Louisiana. It is funded by a 3 percent hotel/motel occupancy tax and is governed by a ten member board of directors.

BRACVB is an economic driver for the area, working continuously to attract visitors for business and leisure purposes, contributing to the \$1 billion tourism industry of the capital region.

The Convention and Visitors Bureau is made up of five departments: Administration, Destination Sales, Destination Services, Communications & Marketing and Projects & Special Events. Each department plays a key role in our overall role of marketing the Baton Rouge area as a destination for visitors.

## **BRACVB Vision, Mission and Values**

### ***Vision***

The Baton Rouge Area will be a nationally recognized premier destination providing a superlative Louisiana experience to all visitors.

### ***Mission***

The mission of the Baton Rouge Area Convention and Visitors Bureau shall be to increase visitation to and awareness of the Baton Rouge Area thereby enhancing economic impact.

### ***Values***

The Baton Rouge Area Convention and Visitors Bureau shall conduct its business with integrity, Energy and pride through a motivated staff displaying a passion for and an appreciation of the travel and tourism industry.

## **BRACVB Goals & Objectives**

Increase visitation to the Baton Rouge Area by creating awareness of the city as a leisure travel, meeting, film, media and special events destination.

Increase public awareness and value of BRACVB and hospitality industry.

Establish BRACVB as the expert source of visitor information to all target publics.

## **BRACVB Key Audiences**

Leisure Travelers

Meeting Planners

Film Industry Executives and Producers

Travel Media

Community Stakeholders

## BRACVB Core Strategies

**Administration- Establish itself as a leader in developing the Baton Rouge Area as a travel and convention destination.**

- ❖ Continue to build partnerships with city, state and other organizations to ensure Baton Rouge as a host city for blockbuster and signature events.
- ❖ Maintain BRACVB's role as the official tourism marketing arm of Baton Rouge.
- ❖ Position BRACVB as the area leader in the travel and tourism industry.
- ❖ Continually research and implement trends and technology within our industry.

**Destination Sales – Identify and prequalify appropriate target groups for the Baton Rouge area and build relationships with meeting planners and tourism partners.**

❖ Participate in the following industry trade shows to reach the targeted meeting planner audiences:

- **Religious Planners:**
  - Religious Conference Managers Association (RCMA) Annual Tradeshow
  - Rejuvenate Marketplace
- **Association Planners:**
  - Louisiana Society of Association Executives (LSAE)
  - Professional Conference Managers Association (PCMA)
  - Association of Conference Operators and Managers (ACOM)
  - American Society of Association Executives (ASAE)
  - Council of Engineering and Science Society Executives (CESSE)
  - Destination Showcase
- **Reunion Planners:**
  - Reunion Network Shows
- **Other SMERF Planners:**
  - Connect Marketplace
  - National Coalition of Black Meeting Planners
- **University-based Planners:**
  - Professional Fraternity Executives Association
- **Group Travel Planners:**
  - American Bus Association
  - Bank Travel Network
  - Travel South
  - Travel Alliance Partnership
  - South Central Motorcoach Association
  - Student Youth Travel Association

❖ **Host specialty Familiarization tours and client events for the following markets:**

- Multi-cultural market
- Military Market
- Group Travel
- University Market

❖ **In cooperation with Communications Department, deploy targeted direct mail and email campaigns to initiate and continue conversations with planners.**

❖ **Continued capitalization on partnerships within the industry, state and other CVBs.**

- Create cooperative marketing opportunities
- Continue and expand the Seein' Red hospitality education program

**Destination Services – Ensure all Baton Rouge area travelers and convention delegates a positive and enriched visitor experience.**

- ❖ **Expand destination services to encourage return visitation.**
- ❖ **Empower front line visitor center and registration staff with resources and training to best inform our visitors.**
- ❖ **Participate on local boards and convention committees.**
- ❖ **Manage collateral and promotional inventories and distribution.**

**Communications and Marketing – Primary role is to create awareness and exposure for the Baton Rouge area, thereby increasing tourism. Responsible for internal and external communications of the bureau and managing and promoting the Visit Baton Rouge brand.**

- ❖ **Oversee advertising agency (Zehnder Communications) promotional and marketing efforts, including advertising campaigns, media planning and placement.**
  - Approval and launch of GoBR campaign locally and regionally.
  - Coordinate LTPA, LSU and Lamar outdoor media buys with regional placements contracted by Z-Comm.
- ❖ **Maintain a positive relationship with local, regional and national media outlets.**
  - Host regular local media events to engage the community in our mission.
  - Develop and distribute targeted story pitches.
  - Participate in and host travel writer groups when possible – Example: 2010 MTWA Spring Conference.
  - Promote BRACVB as the subject matter expert on travel and tourism in the capital region.
- ❖ **Promote Baton Rouge through online and social media efforts.**
  - Continue to build online social presence through Facebook, Twitter and RedStick Blog.
  - Engage local blogging community to create a Baton Rouge blogosphere.
  - Continue to speak to our publics through e-newsletter – utilizing surveys and intuitive methods to deliver custom messages.

***Projects – Implements special projects and promotions and takes a lead role in film and entertainment projects as they relate to BRACVB.***

- ❖ **Pursue and confirm signature events.**
- ❖ **Continue partnership with Baton Rouge Film Commission and area industry suppliers to promote and maintain film, television and video game trade relationships.**
  - Develop walking and driving tour of movie and television productions shot in and around the area.
  - Grow vendor discount program into a citywide branding opportunity.
  - Conduct site tours and film scouts with industry executive and producers.
  - Attend American Film Institute.
  - Advertise in film publications.
  - Work in cooperation with Louisiana Entertainment and other government entities to keep informed on legislative issues involving the industry.

# BRACVB | STAFF ROSTER

**Paul J. Arrigo, CDME**

President & CEO  
225/382-3583

**Renée Areng, CDME**

Executive Vice-President of Sales & Marketing  
225/382-3582

**Philipa Blair**

Director of Destination Services  
225/382-3586

**Geraldine Bordelon, CMP**

Director of Destination Sales  
225/382-3587

**Sid Jackson**

Controller  
225/382-3581

**Lauralyn Maranto**

Vice-President of Administration & Human Resources  
225/382-3580

**Theresa Overby**

Director of Communications  
225/382-3578

**Stacy B. Simon**

Director of Projects  
225/382-3575

Karron Alford, Sales Manager

Carla Bergeron, Information Specialist

Whitney Breaux, Communications Specialist Kristen Maurel, Projects & Design Specialist

Fatima Gautier, Executive Assistant

Katie Guasco, Senior Sales Manager, Tourism Development

Vincent Jean Pierre, Courier

Julie Koontz, Destination Services Manager Lori Lasseigne, Administrative Assistant

Ava Philson, Sales Manager

Regina A. Porter, Senior Sales Manager

Jenny Snider, Senior Sales Manager

Gary Traylor, Courier

**Support Staff**

Nathalee Accomando, Lead Visitor Information Counselor

Frances Bennett, Registration Hostess

Charles Bennett, Registration Host

Charles Blaylock, Visitor Information Counselor

Garrett Boni, Visitor Information Counselor

Ruth Gillen, Visitor Information Counselor

Janell Hernandez, Visitor Information Counselor  
Nick Lawless, Visitor Information Counselor  
MaryBeth Manriquez, Registration Hostess  
Bobbie Ned, Registration Host  
Donna Rolligio, Registration Hostess  
Beryl Smith, Registration Hostess  
Leslie Tassin, Visitor Information Counselor  
Andy Sceroler, Visitor Information Counselor  
Mary Sceroler, Visitor Information Counselor

**Partners**

Baton Rouge Area Sports Foundation  
Jerry Stovall, President & CEO  
Kristen Chighizola, Director of Events Management  
Eric Engemann, Coordinator of Indoor Sports/Sports Meetings

Baton Rouge Film Commission  
Amy Mitchell, Executive Director  
Katie Harvey, Project Manager

**BOARD ROSTER 2010**

**CLAUDE F. REYNAUD, JR., Chairman**

Represents: Downtown Development District

**OTIS WASHINGTON, Vice Chairman**

Represents: Mayor-President

**ANDY BLOUIN, Secretary/Treasurer**

Represents: Louisiana Restaurant Association - Baton Rouge Chapter

**LEONARD WYATT, Immediate Past Chairman**

Represents: Chamber of Commerce

**PETER COUHIG**

Represents: Arts Council

**JACK CHAPMAN**

Represents: Greater Baton Rouge Hotel/Motel Association

**CHERRI KIESCHNICK**

Represents: Greater Baton Rouge Hotel/Motel Association

**JEFF HOLEMAN**

Represents: Foundation for Historical Louisiana

**MAURY DRUMMOND**

Represents: Metro Council

**SCOTT WILSON**

Represents: Metro Council