

January 2009 Report

Group Marketing

- 7,629 rooms booked in January 2009
- 9,180 room nights booked by all sources
- 61 leads were issued in January
- 19 conventions held in January with 11,690 attendees

Leisure Marketing

- 6,264 Walk-in Visitors in January
- 48,656 Unique Visits to www.VisitBatonRouge.com in January
- 8.44 average page views in January and 10:28 minutes average visitor stay

Communications

- January advertisements placed in *AAA Southern Traveler*, *AAA Tour Book*, *Louisiana Cookin'*, *2009 Louisiana Tour Guide*, *Tiger Rag*, *Ya'll Magazine*, *Cooking with Paula Deen*, *Louisianatravel.com*, *Orbitz World Wide Banner*, *Travel and Vacation Show Recipe Book*, *Louisiana Culinary Trails Guide 2009*, *ABA Destinations Magazine*, *Convene*, *Group Travel Planet*, *Meetings & Conventions Magazine*, *DiscoverAmerica.com*, *The Reunion Network*, *Group Tour Magazine*, *Meetings South*, *SEM*, and *Travel Ad Network*.
- Received \$131,600 in January worth of editorial coverage including articles in/on: *Louisiana Lustre*, *USA Today*, *Animation World Network*, *Meeting News*, *antiMusic.com*, *Meetings & Convention Magazine*, *225 Magazine*, *Central City News*, *Country Roads*, *Gonzales Weekly Citizen*, *InRegister*, *The AAA the South Traveler*, *The Advocate*, *The City Social Magazine*, *The Daily Report AM/PM*, *The Livingston Parish News*, *The News-Examiner*, *The Weekly Press*, and *PCMA Convene*.
- 7,269 downloads of Baton Rouge video on VideoGlobetrotter.com



In 1699, Pierre Le Moyné, Sieur d'Iberville, led an expedition along the Mississippi River. These explorers came upon a pole, stained with blood of fish and animals that served as the dividing line between the Bayougoula and Houmas Indians. It is from this "red stick" that Iberville christened our city "le Baton Rouge."