

B A T O N
R O U G E
A R E A

CONVENTION & VISITORS BUREAU

MARKETING PLAN

2009

Visit Baton Rouge

BATON ROUGE AREA CONVENTION & VISITORS BUREAU

INTRODUCTION

Dear Stakeholder,

2008 was another remarkable year for the Baton Rouge Area Convention and Visitors Bureau. We were again honored to receive multiple recognitions for outstanding service and achievements. We welcomed a number of new hotel properties into our community, tax collections came in at an all time record high and we hosted a number of prominent events.

The outstanding efforts of our staff and hospitality partners were recognized once again this year with the 2008 Pinnacle Award from Successful Meetings Magazine and the 2008 Gold Service Award from Meeting and Conventions Magazine. Our bureau was also recognized by the Louisiana Travel Promotion Association with the Outstanding CVB of the Year Award among bureaus with a budget of \$750,000 or greater.

We are looking forward to 2009 with cautious optimism. We have shifted our print marketing efforts in to include a more regional drive market. As technologies change we will continue to evolve our marketing strategies to maintain our relevancy in all markets. This year, we will continue traditional marketing efforts with sales calls and tradeshow travel, print advertising and public relations. We will increase our web marketing efforts and delve into a number of social marketing mediums.

In January, 2009, our marketing team rolled out our new “visit like a local” ad campaign touting the 225 Reasons to Stick Around Baton Rouge! This campaign is the result of a successful collaboration with 225 Magazine in which they surveyed readers to come up with the top 225 Baton Rouge experiences from a local’s perspective. This campaign will be prominently featured online and in our consumer and trade print campaigns.

We are also pleased with the successful December launch our redesigned website at www.visitbatonrouge.com. We have instituted a rolling plan that will provide for ongoing optimization of the site to provide greater organic search results. This SEO plan will be complimented with “pay per click” web advertising geared to market our festivals and events. Our newest strategy this year is social marketing. We have developed a plan to create a loyal following of fans through social sites such as Facebook and Twitter. Early results are promising.

As Baton Rouge continues to grow and evolve, the Baton Rouge Area Convention and Visitors Bureau is proud to be a partner. We encourage you to join our efforts in marketing the Capital City and invite your family and friends to Visit Baton Rouge and experience all of the great reasons to Stick Around!

Sincerely,



Paul J. Arrigo
President & CEO



VISION, MISSION, AND VALUES

BRACVB Vision

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

BRACVB 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.

BRACVB Values

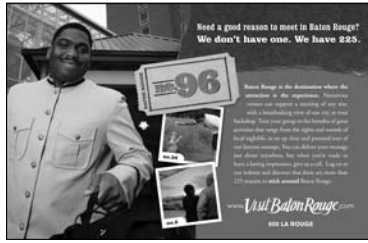
The Baton Rouge Area Convention and Visitors Bureau shall conduct its business with integrity, energy, and pride through a motivated staff displaying a passion for and an appreciation of the travel and tourism industry.

BRACVB Brand



BRACVB Campaigns

Meetings & Conventions



Consumer



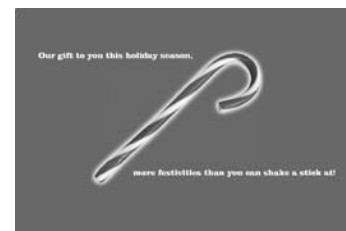
Locals



Outdoor



E-mail Blast



BRACVB Target Publics

- Leisure Tourists
- Professional Planners
- Film Industry Executives and Producers
- Travel Media
- Community Stakeholders

GOAL & OBJECTIVE NUMBER ONE

Increase visitation to the Baton Rouge Area by creating awareness of the city as a visitor, meeting, film and media destination

Key Strategies

- Continually develop target markets
- Increase awareness of www.visitbatonrouge.com as the ideal source of information
- Strengthen perception of Baton Rouge as an ideal vacation and meeting destination
- Enhance Baton Rouge as a destination through partnerships, memberships and associations
- Increase interactive media presence
- Create interactive

Tactics and Actions

Destination Marketing

- Conduct e-mail blasts and direct mail campaigns to entice planners
- Conduct sales calls in conjunction with industry trade shows
- Host familiarization tours for meeting and professional travel planners
- Participate in industry trade shows (see attached)
- Capitalize on partnerships with industry, state and other CVB's
- Encourage stakeholders to create special offers available on visitbatonrouge.com
- Host specialty lunches, client events and related activities to promote Baton Rouge as a group destination
- Expand destination services to encourage return visitation

BRACVB GOAL | NUMBER ONE

Communications

- Conduct regional and national public relations campaign
- Disseminate email blasts to target audiences
- Develop media plan and place advertising in consumer and trade publications
- Implement a regional media plan
- Deliver Baton Rouge video through social media and travel websites
- Include visitbatonrouge.com in all advertising and media interviews
- Attend industry related conferences and tradeshow
- Secure qualified travel media writers to visit Baton Rouge on a regular basis
- Generate more than \$2,000,000 in editorial coverage
- Market and promote Baton Rouge events

Projects

- Pursue and confirm signature event(s)
- Serve as the CVB liaison for special events
- Continue partnership with the Baton Rouge Film Commission
- Produce specialty meeting and client events
- Attend industry related conferences and tradeshow

Leadership

- Partner with state and city to provide improved transportation within and around the city
- Continue to build partnerships with city, state and other organizations
- to ensure Baton Rouge as a host city for blockbuster, signature events

GOAL & OBJECTIVE NUMBER TWO

Increase public awareness and value of BRACVVB and hospitality industry

Key Strategies

- Conduct regular communication with stakeholders and local media
- Increase awareness among stakeholders and community
- Encourage responsible destination development

Tactics and Actions

Destination Marketing

- Host local client events and specialty meetings
- Maintain membership and leadership in industry organizations
- Create cooperative marketing endeavors among industry partners

Communications

- Continually inform local and regional media of events, activities accomplishments
- Conduct public awareness campaigns to educate community on special events/projects throughout Baton Rouge
- Disseminate monthly newsletter, "The Current"

BRACVB GOAL | NUMBER TWO

Projects

- Promote successes of signature events to the stakeholders and the public
- Implement and organize stakeholder meetings

Leadership

- Maintain the BRACVB's role as the official marketing arm of Baton Rouge
- Continue direct contact with community and industry leaders
- Continue and increase industry representation on appropriate boards and commissions
- Cultivate community leaders as potential/future board members as positions become available

GOAL & OBJECTIVE NUMBER THREE

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

Key Strategies

- Maintain a state of the art section within the website for professional trade and consumers
- Create and develop informative, user friendly collateral material representative of Baton Rouge area products
- Exceed industry standards in technology, staff and all endeavors

Tactics and Actions

Destination Marketing

- Maintain updated information for consumer and trade on VisitBatonRouge.com, Infeaux on the Geaux, Visitor Information Centers, kiosks and in printed collateral
- Continually update technology to facilitate client and visitor needs and expectations
- Staff will pursue continuing education and certification opportunities
- Continue to implement and expand on "Seein Red" hospitality education program

BRACVB GOAL NUMBER THREE

Communications

- Promote BRACVB as the subject matter expert on tourism to travel writers, freelance writers, photographers, reporters and editors
- Maintain a state-of-the art media section within visitbatonrouge.com
- Establish marketing partnerships and efforts with community groups and leaders to drive traffic to visitbatonrouge.com

Projects

- Partner with Baton Rouge Film Commission to promote and maintain film, television and video game trade relationships
- Develop and update the Film section of the professional planner guide

Leadership

- Position BRACVB as the area leader in the travel and tourism industry
- Continually research and implement trends and technology within the tourism industry

DEPARTMENT DESCRIPTIONS

Administrative

The major responsibility of the Baton Rouge Area Convention and Visitors Bureau's Administrative Department is to direct, guide, and support the Bureau and its departments to ensure that the overall mission is achieved. This department is composed of the President and CEO, Vice President of Administration and Human Resources, Controller, Administrative Assistant, and an Information Specialist. This department oversees all aspects of the Bureau relating to budget and finance, human resources, employee benefits, policies and procedures, and adherence to public laws. In addition, the Administrative Department serves as liaison to the board of directors to ensure compliance to policies and procedures as set forth for public entities.

Destination Sales

The mission and purpose of the Destination Sales Department is to market and promote Baton Rouge as a destination for leisure, group, individual and family travelers, convention and meetings delegates, and professional planners. This department serves as a liaison between professional planners, hotels, other key contacts. The sales force positions Baton Rouge as a future group destination to hundreds of potential local, regional, national and international customers. The Sales Department is staffed by the Executive Vice President of Sales & Marketing, Director of Destination Sales, Three Sales Managers, Two Senior Sales Managers and the Assistant to the Executive Vice President of Sales & Marketing.

Destination Services

The mission and purpose of the Destination Services Department is to provide superlative services to all groups to encourage future visitation. This department provides pre-registration services, housing, itinerary planning and fulfillment of special requests, including brochures, nametags and welcome bags. In addition, the Destination Services Department coordinates the first face of Baton Rouge to the traveling public by coordinating the staffing at all visitor centers, departures, and registration areas. The Destination Services Department consists of the Director of Destination Services, the Destination Services Manager and 15 Visitor Information Counselors and Registration Hosts.

Communications and Marketing

The Communications Department of the BRACVB consists of the Director of Communications and the Communications Specialist. The mission of the Communications Department is to create awareness and exposure for the Baton Rouge area thereby increasing visitation. The department's primary role is to develop and implement ongoing public relations programs locally, regionally and nationally and to implement all advertising campaigns. The department is also responsible for all items related to graphics, branding, imaging, consumer research, Internet concepts and functions and collateral development for the BRACVB.

Projects and Special Events

The Projects Department of the BRACVB consists of the Director of Projects and Projects and Design Specialist. Its primary role is the implementation of special marketing projects and/or events including special activity promotions, industry event promotions, film and video industry related projects and merchandising as they relate to the Bureau's mission. The projects/events produced may relate to clients and stakeholders only or may be on a larger community and/or regional scale. The Projects Department works with each department within the Bureau and is also available to work with the City and State as needed on their projects that increase awareness and/or visitation to the Baton Rouge area.

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

BRACVB | STAFF ROSTER

Karron Alford, Sales Manager
Carla Bergeron, Information Specialist
Fatima Gautier, Assistant to the Executive Vice-President of Sales & Marketing
Katie Guasco, Destination Services Manager
Lori Lasseigne, Administrative Assistant
Molly Malloy, Communications Specialist
Kristen Maurel, Projects and Design Specialist
Kasey Perry, Senior Sales Manager, Tourism Development
Ava Philson, Sales Manager
Regina A. Porter, Sales Manager
Jenny Snider, Senior Sales Manager

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
Heath Aucoin, Director of Events Management

Baton Rouge Film Commission

Amy Mitchell, Executive Director

	January	February	March	April
Destination Sales	<p>8-11 Assn of Conv Operations Mgrs. NO, LA</p> <p>11-14 Professional Conf. Mgrs. Assn., New Orleans, LA</p> <p>27-30 RCMA, Grand Rapids, MI</p>	<p>7-11 Mtg Prof Intl, Atlanta</p> <p>19-21 Bank Trvl, Little Rock, AR</p> <p>23-26, Reunion Network, Buena Park, CA 25-27</p> <p>Destination Showcase, Wash, DC</p>	<p>27-30 Reunion Network, Branson, MO</p>	<p>21-23 African Amer Tvl Conf, Milwaukee, WI</p>
Sales Calls			<p>Sales Call</p>	<p>LSU Sales Call</p> <p>SU Sales Call</p>
Industry Meetings & Educational Seminars	<p>Assn. of Convention Operations Mgrs., New Orleans, LA</p>	<p>Sales Academy, DC</p>		
Fam Trips & Special Promotions	<p>PCMA Ragin' Cajun</p> <p>PCMA Fam Tour</p> <p>PCMA Fam Tour Promo Mailer</p>	<p>Mardi Gras Fam</p>		<p>LSU/SU Event</p> <p>Military Fam</p> <p>Religious Client Event</p> <p>27-29 Sport Tradeshow, Denver</p> <p>E-Mail Blitz</p> <p>NCBMP Promo Mailer</p>

	May	June	July	August
Destination Sales	<p>12-17 Natl Coalition of Black Mtg. Prof</p> <p>13-16 SGMP, Louisville, KY</p>		<p>8 -11 FEA New Orleans, LA</p> <p>21-24 Cncl. Of Eng. & Sci. Soc. Execs, Orlando, FL</p>	<p>TBD IAEE SE Classic 13-16 Reunion Network, Nashville, TN</p> <p>27-30 Connect Marketplace, Las Vegas, NV</p>
Sales Calls				
Industry Meetings & Educational Seminars	National Tourism Awareness Week	TBD ACOM Mid Year	DMAI Annual Mtg	
Fam Trips & Special Promotions		SU Golf Tournament	FEA Fam	

	September	October	November	December
Destination Sales	<i>10-13 Professional Fraternity Assn, Tampa Bay, FL</i>	<i>27-30 Rejuvenate, Birmingham, AL</i> <i>TBD LA. Society of Assn Exec Fall Leadership Conf</i>	<i>TBD National Coalition of Black Meeting Professionals, TBD</i> <i>12-15, Reunion Network, Jacksonville, FL</i>	<i>TBD Intl Assn of Hispanic Mtg, TBD</i>
Sales Calls		<i>Sales Calls</i>		
Industry Meetings & Educational Seminars			<i>TBD - SU Sales Calls/LSU Sales Calls</i>	
Fam Trips & Special Promotions		<i>TBD National Coalition of Black Meeting Professionals</i> <i>Promo. Mailer</i> <i>Sports Client Event, NO</i> <i>13-17 Sport Tradeshow, NO,LA</i>	<i>Fall Fam TBD</i> <i>19-21 Sport Tradeshow, Temecula, CA</i>	

	January	February	March	April
Destination Sales	<p>20-22 Louisiana Travel & Promotion Association Annual Travel & Tourism Summit, Marksville, LA</p> <p>7-9 Amer Bus Assn, Charlotte, NC</p>			3-8 Travel South, Kissimmee, FL
Sales Calls				
Industry Meetings & Educational Seminars				
Fam Trips & Special Promotions				

	May	June	July	August
Destination Sales	30-6/4 TAP Dance, Rapid City, SD		25-31 STS Marketing College, Dahlonega, GA	28-9/1 Student Youth Travel Assn, Norfolk, VA
Sales Calls				
Industry Meetings & Educational Seminars	Tourism Awareness Week			
Fam Trips & Special Promotions				

	September	October	November	December
Destination Sales			<i>14-18 Natl Tour Assn, Reno, NV</i>	
Sales Calls				
Industry Meetings & Educational Seminars				
Fam Trips & Special Promotions				