

2025



Impact Report





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Letter From Our President & CEO

The Visit Baton Rouge team is proud to reflect on a year full of major events, new destination branding, impactful research, and strategic partnerships that brought 9.4 million visitors to the Capital City.

Of course, the highlight of 2025 was hosting the United States Bowling Congress Open Championship, a 150-day tournament at the Raising Cane's River Center that brought 146,000 bowlers and guests to Baton Rouge. The event was a huge success both for USBC and the parish thanks to the dedication and buy-in from our local businesses, event facilities, attractions, and restaurants.

The USBC event created the perfect launching pad for Visit Baton Rouge's new brand, a refreshed identity inviting our refined target audiences to enjoy "everyday richness at a weekend pace." The brand rollout strengthened our ability to tell Baton Rouge's story through the pillars of culinary excellence, elevated experiences, family-focused activities, and vibrant recreation.

The timing was also ideal for the introduction of the Capital City Champions Academy, a hospitality training initiative designed to invest in the people who power our visitor economy. By equipping local partners and our community with customer service skills and hospitality resources, this free online training program creates an impact that extends beyond the work being done within Visit Baton Rouge's office.

With the tremendous successes of 2025 providing momentum, 2026 is already shaping up to be a memorable year. Visit Baton Rouge is supporting a new concert series in LSU's Tiger Stadium, leading a local ambassador program to connect local pride to visitation, and securing both returning and new business for our meetings, conventions, and sports events.

We look forward to another year of exciting tourism wins for Baton Rouge as we continue to bring important groups, opportunities, and investments to our city.


Jill Kidder
President & CEO
Visit Baton Rouge



Who We Are

◆ Mission

The mission of Visit Baton Rouge is to increase visitation to and awareness of the Baton Rouge Area, thereby enhancing economic impact for our community.

◆ Vision

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

Strategic Initiatives

- 01 Increase sales performance goals year-over-year.
- 02 Provide top-level travel industry services and experiences for our visitors and groups.
- 03 Amplify our Baton Rouge brand story to targeted audiences with unique advertising, promotions and activations.
- 04 Lead, advocate and initiate work in reshaping Baton Rouge as a top destination.
- 05 Continue to advance Visit Baton Rouge as a great place to work.

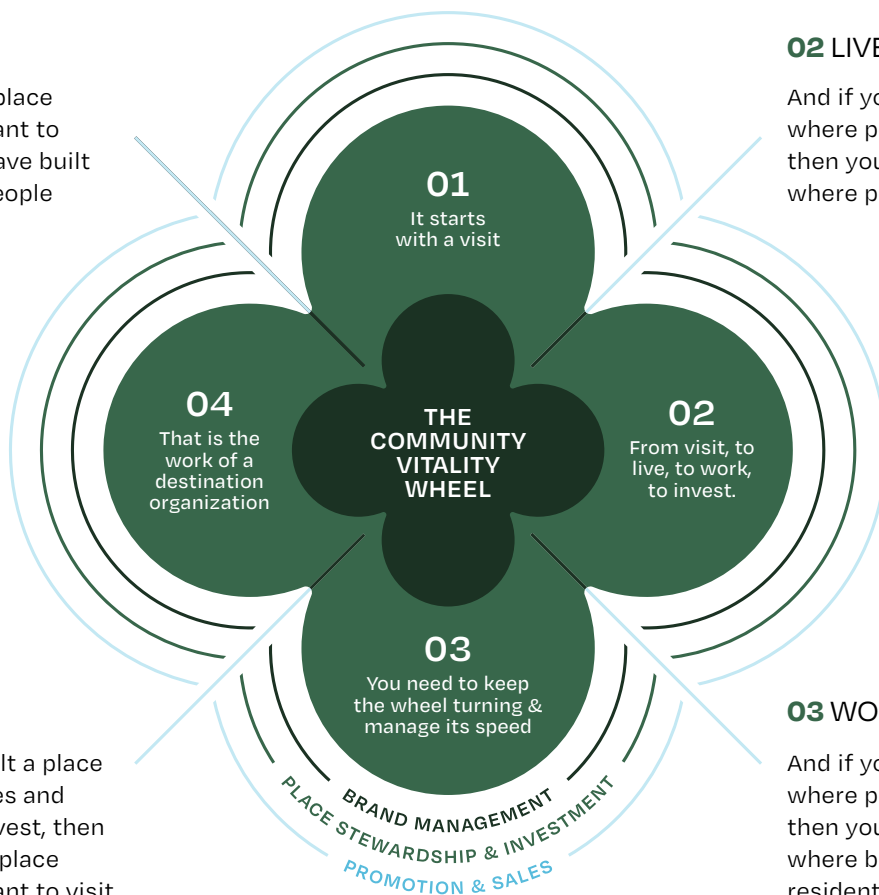
Tourism = Economic Development

01 VISIT

If you've built a place where people want to visit, then you have built a place where people want to live.

02 LIVE

And if you've built a place where people want to live, then you have built a place where people want to work.



04 INVEST

And if you've built a place where businesses and residents will invest, then you have built a place where people want to visit.

03 WORK

And if you've built a place where people want to work, then you have built a place where businesses and residents will invest.

Baton Rouge Underground Film Festival (BRUFF)

The inaugural Baton Rouge Underground Film Festival, presented by Visit Baton Rouge, took place in August 2025 at the Manship Theatre, spotlighting independent filmmakers. The four-day event drew in more than 1,800 attendees.

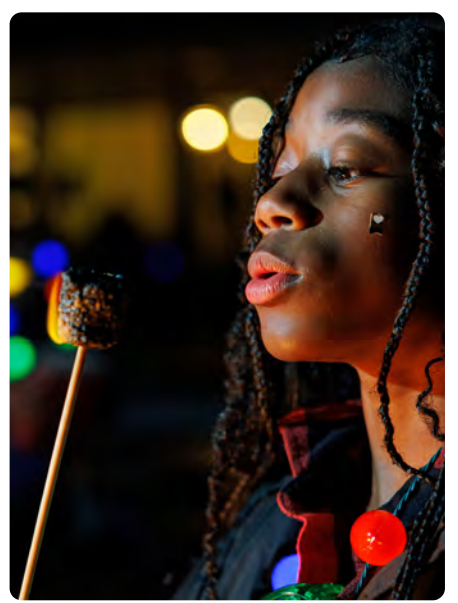


Party Animals vs. Texas Tailgaters

LSU's Alex Box Stadium hosted Banana Ball for the second year in a row, this time welcoming the Party Animals versus the Texas Tailgaters. The two-day series featured former LSU and Southern University star players and was sold out, welcoming over 10,000 spectators each night.



Key Events



Rose Parade

Visit Baton Rouge was proud to participate in the 135th Rose Parade in Pasadena, California, as part of the Louisiana Office of Tourism's float. The parade is broadcast live nationwide, bringing tourism awareness to both attendees and viewers.



Louisiana Lights

Back for its second holiday season, Louisiana Lights brought new light displays, exciting vendors, and big results at Burden Museum & Gardens. The 2025 event, presented by Visit Baton Rouge, had a direct economic impact of \$1,078,677 and over 41,000 attendees across 23 nights.

Launching a New Brand

In 2025, Visit Baton Rouge launched a comprehensive rebrand built on extensive research, stakeholder input, and visitor data. This work uncovered a powerful new brand positioning, *Everyday Richness at a Weekend Pace*, capturing the city's unique blend of depth, culture, and ease. Alongside this positioning, new audience personas and opportunity segments were developed to help us better understand and target future visitors with precision and intention.

A standout component of the rebrand is the introduction of a bold new visual identity centered on the quatrefoil. While iconic to Baton Rouge's history, most notably showcased throughout the Old State Capitol, the quatrefoil has remained surprisingly under-recognized by both locals and visitors. By embracing this authentic symbol and integrating it into our new logo mark, we are honoring Baton Rouge's past while shaping a future identity that is distinct, memorable, and truly our own.





Brand Inspiration



2025 at a Glance

9.4M Total visitors



42,200



Jobs supported by tourism

\$1.3B

Total visitor spend

\$220 Average visitor spend per trip

\$7.4M

In occupancy tax revenue collected locally

\$2.9M

Economic impact of film industry



34.8%

Of visitor spend was retail

Source: Tourism Economics & Bureau of Labor Statistics

Top Visitor Origin Markets



Baton Rouge welcomed visitors from **all 50 states**, with the highest visitation coming from these states.

29.2%

YOY increase in visitation from the Gulf Coast

- ◆ New Orleans, LA
- ◆ Houston, TX
- ◆ Lafayette, LA
- ◆ Slidell/Mandeville, LA
- ◆ Dallas, TX
- ◆ Pensacola, FL
- ◆ Houma, LA
- ◆ Gulfport/Biloxi, MS
- ◆ Atlanta, GA
- ◆ Mobile, AL

Lodging Overview

Data includes hotel and short-term rentals in East Baton Rouge Parish

53.6%

Average occupancy

\$119.34

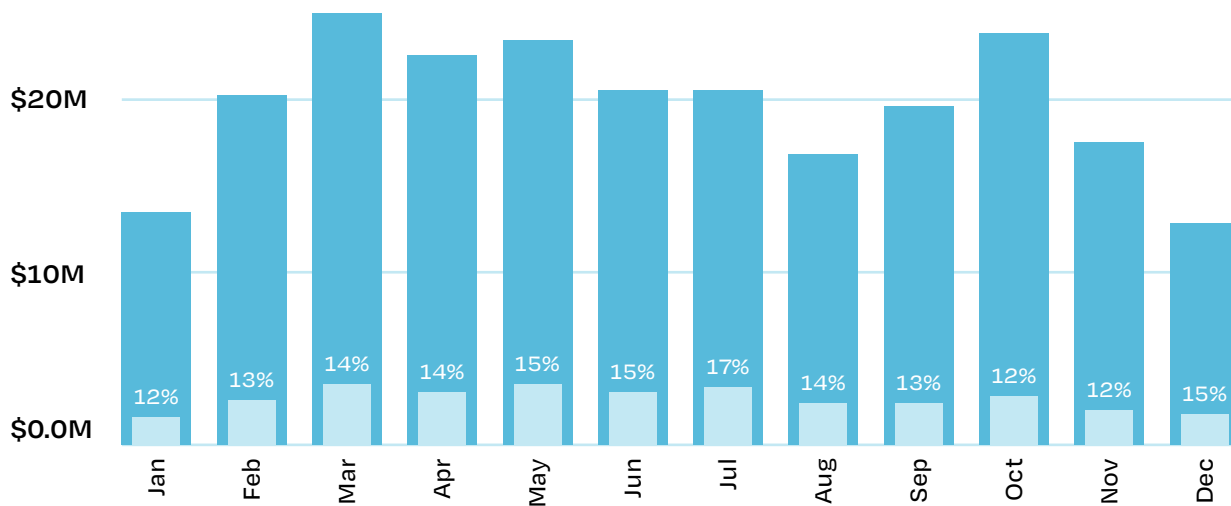
Average lodging daily rate

2.9%

YOY increase in demand

15.4%

YOY increase in short-term rental demand



Aggregate Revenue



Short Term Rental Share

Community Events & Activations

+ Community Paint By Numbers

Present at Hot Art Cool Nights, Night Market BTR, and Red Stick Farmers Market.

+ 3-D Logo Photo Op

Present at Night Market BTR, Banana Ball World Tour, and LSU Football.



Visit Baton Rouge was proud to be part of and produce numerous events, activations and programs in 2025, many of which were led by our Destination Experience and Marketing teams. These efforts supported the launch of our new brand, and drove locals to our new free, online hospitality training course, Capital City Champions Academy.

61 

Events sponsored by VBR's Festival & Cultural Events Support Program

+ Capital City Champions Academy

In its first year, over 400 participants enrolled to improve their tourism skills through this free course.

+ Digital Kiosk

Linked visitors at Raising Cane's River Center and Baton Rouge Metropolitan Airport to web itinerary building tools through new kiosk.

+ Lunch & Learns

Hosted events at Southern University and beyond to engage local community leaders for potential meetings business.



Awards & Recognition

Champions of Economic Impact

Visit Baton Rouge, *United States Bowling Congress 2025 Open Championships*
Sports Destination Management

Pelican of Distinction Award

Jill Kidder, *President & CEO*
Office of the Lieutenant Governor

Emerging Tourism Star

Tamaria Williams, *Digital Content Manager*
eTourism

LTA Louey Awards: Attraction of the Year

Louisiana's Old State Capitol
Louisiana Travel Association

LTA Louey Awards: Major Event of the Year

United States Bowling Congress 2025
Open Championships
Louisiana Travel Association

LTA Louey Awards: Bed & Breakfast of the Year

The Stockade Bed & Breakfast
Louisiana Travel Association

Twenty in Their 20s

Tamaria Williams, *Digital Content Manager*
225 Magazine

2025 Michelin Recommended Restaurants

MICHELIN Guide debuted its inaugural American South edition in 2025 featuring recommended restaurants in the Baton Rouge region, making it one of only two destinations in Louisiana featured.

 **Elsie's Plate & Pie**
3145 Government St., Baton Rouge, LA

 **St. Francisville Inn & Restaurant**
5720 Commerce St., St. Francisville, LA

Gold Addy: Find Your Pace - Integrated Advertising Campaigns

MESH on behalf of Visit Baton Rouge
AAF Baton Rouge

Gold Addy: Impact Report Video - Brand Content & Entertainment

MESH on behalf of Visit Baton Rouge
AAF Baton Rouge

The 10 Best College Football Towns in America

Baton Rouge
The Washington Post

Top 10 Culinary Town in the South

Baton Rouge
The Local Palette





Telly Award: Impact Report Public Relations

MESH on behalf of Visit Baton Rouge
The Telly Awards



MESH on behalf of Visit Baton Rouge
The Telly Awards

PRAL Award of Merit: 2023 Impact Report (Collateral)

Visit Baton Rouge
Public Relations Association of Louisiana Torche Awards



PRAL Award of Merit: POV: It's College Gameday at LSU (Instagram Reel)

Visit Baton Rouge
Public Relations Association of Louisiana Torche Awards



SPRF Award of Excellence: 2023 Impact Report (Collateral)

Visit Baton Rouge
Southern Public Relations Federation

2025 Travel South USA Champion DMO

Visit Baton Rouge
Travel South USA



Leadership Baton Rouge

Laura Cating, *Senior Vice President,
Marketing & Communications*
Greater Baton Rouge Economic Partnership

Chairman's Award

Jill Kidder, *President & CEO*
Southeast Tourism Society

Meetings, Conventions & Sporting Events

\$193.3M

Estimated economic impact



89K

Room nights
booked

244

Events hosted



315,457

Event attendees

97 Sporting events held



2025 USBC Open Championships

The United States Bowling Congress (USBC) Open Championships is the world's largest indoor participatory sporting event and selected Baton Rouge as its host city in 2025 for the third time in history. The impact on our city was incredible.

146K

Estimated total attendance

\$150M

Estimated total economic impact for the USBC Open Championships & associated events

11.6K

Teams of bowlers registered

58.4K

Total bowlers competed

150

*Day-long tournament
(March-July 2025)*

54

Custom bowling lanes built at the Raising Canes River Center

21

Hours a day of competition



Meetings, Conventions & Sporting Events

✚ 2025 Firefighter Challenge Southwest Region Classic

Louisiana Clean Fuels Summit

"Louisiana Clean Fuels collaborated closely with the hotel's conference team to plan and execute this large-scale event, while Visit Baton Rouge provided valuable incentives and resources for both in-state and out-of-state attendees. Their unique perspective and support contributed significantly to the overall success of the summit."

Elizabeth Lineham

*Louisiana Clean Fuels Sustainability
and Grant Coordinator*



Society for Industrial & Applied Mathematics

"Folks are still talking about how wonderful the SIAM conference was, thanks in great part to Visit Baton Rouge's generous contributions! It would not have been the same without their guidance and gifts! Everyone raved about how wonderful everything was...with the dance party at Rural Life taking the cake!"

Mary Bergeron
LSU Coastal Ecosystem Design Studio Manager

Louisiana Dyslexia & Reading Association School Assistance



Group & International Travel

In 2025, Visit Baton Rouge expanded its domestic and international reach through new group tour products, stronger sales materials, and targeted growth in key markets such as the UK/Ireland, France, Brazil, Canada, Australia/New Zealand, and emerging markets including Italy, Spain, and India. By spotlighting Baton Rouge's authentic college sports culture and tailgating traditions, we strengthened our global appeal and encouraged longer stays. These efforts were supported through trade shows, sales missions, familiarization tours, and partner education to boost overall tour and travel success.

Top International Markets

+ United Kingdom
 + France
 + Canada
 + Germany
 + Australia



What's New?



Bally's Casino & Hotel
103 France Street, Baton Rouge, LA 70802

Formerly the Belle of Baton Rouge property, Bally's Hotel & Casino has brought new life to the downtown. The newly constructed casino and hotel brings modern design, more guest rooms and five restaurants.



Baton Rouge Cruises
900 River Road South, Baton Rouge, LA 70802

Cruise on the mighty Mississippi River and enjoy the vast views of the Baton Rouge harbor on one of Baton Rouge Cruises' new riverboat tours. From cocktails and sightseeing to brunch and dinner, there are a variety of experiences to choose from.



Marucci Campus Tours
5819 McCann Drive, Baton Rouge, LA 70809

Visit the wood shop responsible for the bats in the hands of Major League players and players of all ages around the world. Marucci has opened its campus to tours of the working wood shop, paint booths & finishing rooms, as well as exhibits and an exclusive gift shop.



Court to Table
7477 Burbank Drive, Baton Rouge, LA 70820

Court to Table is the ultimate venue for team building and private events or leisurely outings. With 11 pickleball courts (indoor and outdoor), yard games, live music, and a full-service kitchen and bar, it's ideal for both athletes and relaxed foodies.



The Hampton Inn & Suites
462 Lafayette Street, Baton Rouge, LA 70801

Renovation at the Hampton Inn & Suites Baton Rouge Downtown includes all new guestrooms, revitalized public spaces, and expanded food and beverage offerings. A standout feature of the renovation is the introduction of self-serve beer and wine taps, providing an innovative amenity for both business and leisure travelers.



Baton Rouge Film Trail
Accessible through the SetLetters App

Together with the Baton Rouge Film Commission and Louisiana Office of Tourism, Visit Baton Rouge was proud to unveil the new Baton Rouge Film Trail at the Baton Rouge Underground Film Festival in August. Explore filming locations of iconic movies made in Baton Rouge by downloading the SetLetters app.

Advertising

Visit Baton Rouge

Sips & Storefronts

In Baton Rouge, you can experience authenticity at every turn—delicious from our bistros and shops, through our galleries, museums, through exhibits that “wow” and discover a city that’s equal parts sophisticated and cozy. This is a place that’s always been “on” and “off”—where every bite has a story, every gallery challenges your perspective, and every shop offers you an opportunity to find something that’s never been seen before.

To find your place, go to VisitBatonRouge.com

Visit Baton Rouge

Museums & Memory-Making

In Baton Rouge, every moment is a chance to connect, explore, and create those “memory-oh!” moments with the ones you love most. From interactive museums that spark kids’ imaginations to cultural experiences that bring generations together, we’re serving up memorable moments that show you what you can enjoy at whatever special works for your family. Find Your Place.

To find your place, go to VisitBatonRouge.com

Visit Baton Rouge

Fairways & Flavors

We don’t do predictable in Baton Rouge. Here, you can see the best by meeting our local chefs and artists, exploring our parks and gardens, and taking your adventures with a little craft cocktail by night. This is your chance to explore—the right knowledge, just what you need to make sure you’re not missing out on anything. Because who says there’s nothing fun and exciting about a country restaurant? It all starts from your first “Find Your Place.”

To find your place, go to VisitBatonRouge.com

Key Publications

LOUISIANA **COOKIN'** Authentic Cajun & Creole Cuisine

TexasMonthly

CARVERTISE

GARDEN@GUN

StyleBlueprint
FOR A LIFE OF STYLE + SUBSTANCE delivered daily

Expedia

ESPN **YouTube**

10.7M
Total Impressions

27.9K
Visitors in Market from Advertising

\$11.1M
Influenced Spend from Media/Advertising

Source: Tourism Economics

Top Markets Influenced by Media/Advertising

- ◆ New Orleans, LA
- ◆ Mobile, AL
- ◆ Pensacola, FL
- ◆ Jackson, MS
- ◆ Lafayette, LA
- ◆ Houston, TX
- ◆ Dallas, TX
- ◆ Atlanta, GA



Public Relations

Media Metrics

4.7B
Impressions



18 Media hosted
(Journalists & Influencers)

\$2.8M Ad value

53
Placements



yahoo!

THE LOCAL
palate
FOOD CULTURE OF THE SOUTH

HGTV

The New York Times

Forbes

Southern Living



Influencer Familiarization Visit

In the fall, Visit Baton Rouge hosted an influencer-specific familiarization tour with a goal of spreading awareness of Baton Rouge as a culinary destination full of history and culture in conjunction with our new brand launch earlier in 2025. VBR staff brought the group to many of our notable restaurants and attractions, with the highlight being tailgating before and attending the LSU versus South Carolina football game.

\$45,291

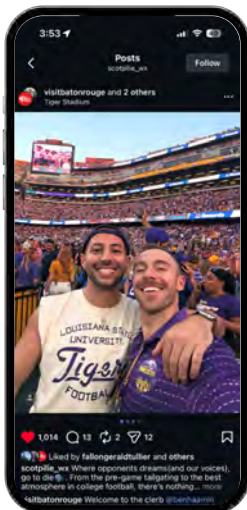
Total estimated media value

17

Total feed posts across Facebook, Instagram & TikTok

46

Total stories posted across Facebook & Instagram



Influencer Content Samples

Owned Media

Social Media

17M

Total reach



7.7M

Facebook reach

46.2%

Increase in Facebook post engagement YOY



5.1M

Instagram reach



2.8M

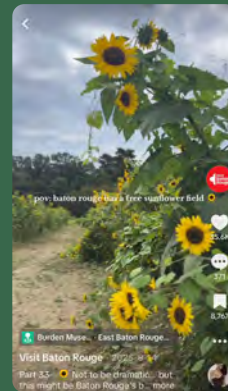
TikTok views

36%

Increase in Instagram followers



Top Performing Posts



TikTok

Sunflowers at Burden

499K views



kenyabfowler

Oh how pretty!! I see 🥰
roadtrip in my future

Reply



Facebook

Bayou Manchac

418K views



raebee

This looks beautiful!!!

Reply



Instagram

March Things To Do

403K views



kallielmao

Went to Spanish town today. Had an absolute blast. I go every year!! And what makes it better is we all wear my fav color. PINK. 🍷

Reply

Website & Email

2.3M

VisitBatonRouge.com
page views

142K

Online partner referrals

48.6%

Newsletter open rate



Experience Passports

We're sharing a taste of authentic Louisiana culture with our Baton Rouge Passports and Trails. Free and easy to access via phone, these passports encourage locals and visitors to discover the best of Baton Rouge businesses and attractions.

634

Total signups



Board & Staff

Board

Gary L. Jupiter, Jr.

Chair

Councilman Rowdy Gaudet

Vice Chair

Stephen Hightower

Secretary / Treasurer

Mary Stein

Immediate Past Chair

Kim Ginn/Jeremy Fontenot

Claude F. Reynaud, Jr.

Janice Delerno

Marty Engquist

Gary Patureau

Robyn Merrick





Administration

Jill Kidder

President & CEO

Lori Lasseigne, CTS

Executive Compliance Administrator

Joy Smith

Receptionist

Lisa Clary, PHR, SHRM-CP

Vice President of Administration

Katherine Lewis-Thompson

Receptionist

Danielle Prejean

Vice President of Finance

Lauralyn Maranto

Part Time Senior Advisor

Destination Sales

Geraldine Bordelon, CMP

Senior Vice President of Destination Sales

Sydney Harris

Destination Sales Manager

Triston Monte

Sports Development Manager

Alison Piatkiewicz

Destination Sales Manager

Marie Stagg, CTP

Global Sales Manager

Destination Experience

Stacy Simon

Senior Vice President of Destination Experience

Fatima Gautier, CAA

Executive Assistant

Sarah Noles

Destination Experience & Program Manager

Elise Tauzin

Destination Experience & Creative Manager

Gary Traylor

Courier

Marketing & Communications

Laura Cating

Senior Vice President of Marketing & Communications

Bridget Gaffney

Client Relationship Manager

Fallon Tullier

Research & Technology Manager

Emily Mastrantonio

Director of Marketing

Camryn McCarter

Communications Manager

Tamaria Williams

Digital Content Manager



A City to Share

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