



VISIT

Source: Compiled by DDD. Phone/email communication with attraction/events.

DOWNTOWN TOURISM & EVENTS

With over 1,000 annual events taking place in the downtown area on an annual basis, bringing more than 1.5 million visitors per year, downtown has become the premier place to host an event in the city. Events have been and continue to be a major economic driver of downtown development; a perfect synergistic relationship between businesses, attractions, and guests. Attraction attendance remains steady with many attractions seeing increased attendance.

1,000 annual events
FESTIVALS, RACES, PARADES & CONCERTS

1.5 million
ANNUAL TOURISTS

72 annual riverboat stops
ON THE MISSISSIPPI RIVERFRONT

TOP PUBLIC EVENT ATTENDANCE

Mardi Gras Parades - 280,000
Live After Five Concert Series (2 seasons) - 80,000 - 100,000
Baton Rouge 4th of July Fireworks Celebration - 75,000 - 100,000
Louisiana Earth Day - 10,000 (Top 5 Nationwide)
Sunday in the Park Concert Series (2 Seasons)- 30,000
Red Stick Revelry - 15,000
Fest-For-All - 10,000
Festival of Lights - 10,000
Baton Rouge Blues Festival - 25,000
Louisiana Marathon - 20,000 - 24,000

ATTRACTION ATTENDANCE

	2010	2011	2012	2013	2014
River Center	400,000	375,000	500,000	350,000	350,000
Louisiana Arts & Science Museum	173,999	169,865	172,929	168,966	167,165
USS KIDD	39,275	38,375	48,282	48,676	52,551
Old State Capitol	75,000	82,000	65,000	70,000	60,000
LSU Museum of Art	NA	17,522	19,468	17,338	17,323
Capitol Park Museum	55,425	46,180	53,720	77,865	78,708
State Capitol Building	137,693	118,506	124,726	117,638	121,167
Manship Theatre	24,695	28,231	26,256	25,755	27,522
Old Governor's Mansion	12,811	12,639	13,815	12,321	14,879

*All downtown attractions not included



DOWNTOWN OUTDOOR EVENT SPACES

TOP PUBLIC RIVERFRONT INVESTMENTS

Downtown Baton Rouge has worked to connect numerous civic and cultural institutions near the River Center and City Hall campuses through a unified system of greenspaces known collectively as the Central Green. Since their completion between 2012 and 2013, North Boulevard Town Square, Galvez Plaza, The Crest Stage, and Repentance Park have been host to over 250 annual events including the popular Live After Five Series as well as small informal gatherings on the lush greenspaces. For more information about the outdoor event spaces and/or to hold an event, please contact Casey Tate (ctate@brgov.com).

Featured projects only. Additional project information can be found within the Resources section.



TOWN SQUARE & THE CREST

North Boulevard Town Square is a spectacular greenspace development that has transformed the disjointed area between North Boulevard and River Road into a lively downtown center where the city's cultural and civic attractions come together for all to enjoy. Town Square has now become the city's premier social gathering place — featuring more than an acre of open green space and innovative water features that help cool the landscape and a multitude of high-tech amenities to entertain visitors. North Boulevard Town Square can be reserved for concerts, outdoor dinners, press conferences, and much more.



REPENTANCE PARK

Repentance Park features an arched walkway with fixed seating, fountain and splash-pad with 750 jets, undulating land forms, a great lawn, and tiered steps to sit and enjoy the views of the Mississippi River. The public has embraced Repentance Park since its renovation and has used the park for picnics, sun bathing, and playing ball. During Downtown's many festivals the space has found its use as a stage and seating area. With its open space and sloped character, Repentance Park is one of the more versatile options for hosting an event.



RIVERFRONT PLAZA & LEVEE GREEN

The riverfront is the western boundary of downtown along the Mississippi River and features a series of walking and biking paths, variable greenspaces ranging from lawns to hardscaped riverbanks and fountains, and historic plazas that are used daily for both active and passive recreation. The Riverfront was historically the front door to the city's incoming river traffic, and after a period of disuse, is on its way back to being one of Downtown's major attractions.



CITY HALL PLAZA

Coming 2016 - Currently under design with an anticipated construction start in the middle of 2016, plans call for the removal of underutilized and harsh existing hardscapes in the plaza, replacing them with a large green lawn and shade trees. The redesign will provide better circulation throughout the City Hall and River Center Campuses, and allow the Crest stage to be used from both sides. The City Hall building is also incorporated into the City Hall Master Plan by extending a floating "porch" into the greenspace and closer to the Crest stage.



STAY

DOWNTOWN HOTEL MARKET

Downtown opened three hotels and has recently broken ground on two more in the last five years, which will soon bring the total number of downtown hotels to seven. Downtown's share of the market is increasing as investors realize the destination potential of downtown that separates it from the rest of the Metropolitan Statistical Area (MSA.)

\$107 million
HOTEL INVESTMENT SINCE 2010

7 hotels
WITHIN WALKING DISTANCE TO
CONVENTION CENTER MEETING SPACES

DOWNTOWN AREA HOTELS

Hampton Inn & Suites
137 rooms

Hilton Baton Rouge Capitol Center
291 rooms

Holiday Inn Express
88 rooms

Belle of Baton Rouge Casino Hotel
288 rooms

Hotel Indigo Baton Rouge Downtown
93 rooms

Watermark Hotel, Autograph Collection Hotel
144 rooms, *under construction

Courtyard Marriot
147 rooms, *under construction

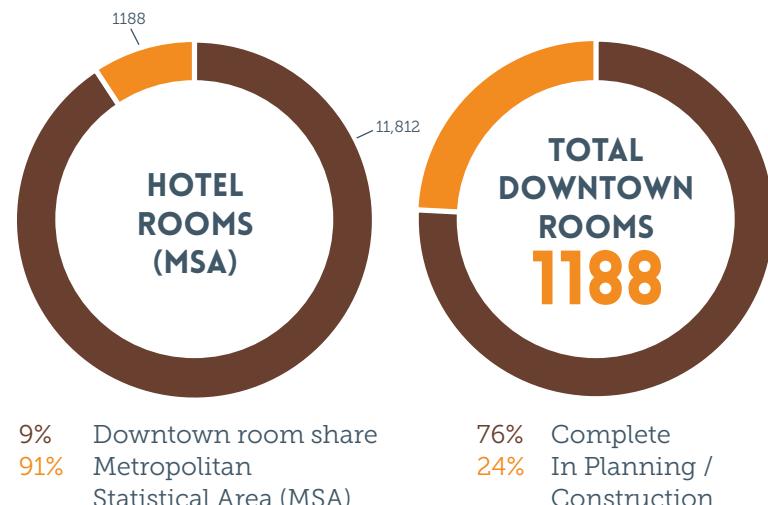
2015 AVERAGES FOR DOWNTOWN AREA HOTELS

62.0% occupancy rate
AVERAGE OCCUPANCY RATE

\$89.0 RevPAR
REVENUE PER AVAILABLE ROOM

\$144.8 ADR
AVERAGE DAILY RATE

Source: Compiled by DDD and downtown hotels sales departments.





CURRENT / RECENT HOSPITALITY PROJECTS

NEW HOTELS FUELING GROWTH AND EXCITEMENT

The longtime goal to bring 1,200-1,400 hotel rooms to downtown Baton Rouge has become a reality as the effects of a 20-plus year vision to breathe life back into the area continue to thrive. Tax increment financing, Historic Tax Credits, and Restoration Tax Abatement has helped many of these hotels offset the costs of construction, bringing new life to historic buildings and surface parking lots that once sat idle. Hotel investments are helping drive River Center convention business as downtown works to accommodate a demand for a walkable convention experience with easy access to services and entertainment.

Featured projects only. Additional project information can be found within the Resources section.

COURTYARD MARRIOTT

Windsor Aughtry Company, Inc. of Greenville, S.C., announced in the fall of 2014 that they will develop an approximately 85,000 square-foot, eight-story, 147-room Courtyard by Marriott Hotel at the epicenter of Downtown's Third Street Corridor, 260 Third Street. The Downtown Courtyard by Marriott's specific Third Street location pays homage to the Hotel Istrouma, Baton Rouge's first downtown hotel formerly at the same Third Street location. The development will begin construction in early 2016.



HAMPTON INN & SUITES

As their first investment in downtown, Windsor Aughtry Company, Inc. opened the 137 room Hampton Inn and Suites in 2013, joining IBM, Hotel Indigo, and the Hilton Hotel in the redevelopment of Lafayette Street. Many of the 137 spacious guest rooms offer breathtaking views of the Mississippi River. The 110,000 square foot hotel offers free hot breakfast daily, free internet, expanded fitness center and business center with meeting rooms.



WATERMARK HOTEL

One of Baton Rouge's first skyscrapers was built in 1926 and was originally the home of Louisiana National Bank. It was recently purchased by developer Mike Wampold in the spring of 2014. The 12-story and 92,000 square feet art deco building is located on the corner of Convention and Third Street. The building was most recently used to house state offices, but the state announced in 2013 their intention to sell the building. In the spring of 2015, renovation work began on the interior to convert the office building into a 148-room Marriott Autograph Hotel.



HOLIDAY INN EXPRESS

The renovation of the three-story Baton Rouge Savings and Loan Building (BRSLA) on the corner of North Boulevard and St. Ferdinand Street converted the original bank building to a boutique style Holiday Inn Express. The building, originally built in 1956, was purchased in December of 2013 by Pravin G. Patel, owner of Super Hospitality Owner LLC at the total cost at \$12 million. The building was included on the national historic register of historic places and utilized state and federal rehabilitation tax credits for its renovation which was completed in July 2015.

