

**WHEN
THEY
STAY,
IT PAYS.**



WHEN VISITORS COME TO BATON ROUGE to experience our unique flavor and flair, the revenue that's generated improves our city. It supports the rise of small businesses, creates thousands of jobs and attracts new events and entertainment for families across our communities to enjoy.

The truth behind the numbers? **When we bring visitors into our city, it helps build a stronger Baton Rouge:**



12,000+ JOBS

supported by visitor revenue
in Baton Rouge alone



\$875 MILLION

spent yearly by visitors
to Baton Rouge



1 IN 14

Louisiana jobs supported
by visitor spending

A TAX VISITORS PAY

EVERYTHING YOU NEED TO KNOW ABOUT
THE PROPOSED HOTEL OCCUPANCY TAX

Similar to the hotel tax you pay when staying overnight in other cities, the Hotel Occupancy Tax was implemented to expand tourism's impact and generate more revenue for the Greater Baton Rouge Area – with dedicated revenue going toward Visit Baton Rouge and the Raising Cane's River Center. This November 18th, Baton Rouge will vote on a 2% increase in our Hotel Occupancy Tax. It's a minimal cost to our guests that has a far reaching impact on our community.

1. SUPPORTS AND CREATES NEW JOBS
2. HELPS SMALL BUSINESSES SURVIVE
3. BENEFITS OUR CITIZENS WITHOUT COSTING THEM
4. ATTRACTS NEW BUSINESS EVENTS AND CONFERENCES
5. SUPPORTS RENOVATIONS TO THE RAISING CANE'S RIVER CENTER ALLOWING FOR MORE ENTERTAINMENT OPPORTUNITIES

THIS NOVEMBER 18TH ELECTION, LOOK FOR
THE 2% HOTEL OCCUPANCY TAX

Visit Baton Rouge

www.visitbatonrouge.com