STS Member Spotlight

Name: Tracy Francis

Occupation (Title and Company): National Tourism Sales Manager, Visit Baton Rouge

City/State: Baton Rouge, Louisiana

How many years have you been with the Visit Baton Rouge and what’s a typical day for you?

I’ve been with Visit Baton Rouge for seven glorious years. A typical day for me would include responding to emails (within 24 hours), reading informative emails and magazine articles which help to keep me updated on industry people, places and trends, working in SimpleView, in office and out of office meetings with our team here at Visit Baton Rouge, with our local partners and with organizations in which I’m a member. The best part of any day for me is talking to Tour Operators about their group tour needs and then planning the perfect itinerary for them.

When we visit Baton Rouge, what would we be most surprised to discover?

You’ll be surprised to see that Baton Rouge is a truly urban city with that cool Capital City/University City vibe thing going on.

Baton Rouge provides the opportunity for various adventures. What’s a favorite that you have done and would try again?

I love both history and politics. Baton Rouge, as Louisiana’s capital, has a ton of really interesting history. Huey Long, one of our previous Governors, did some exciting things for the state, which are preserved and available for touring at our two state capitols, our two Governor’s mansions, the Capitol Park Museum and a couple of other surprising places around town. We have a tour company, Red Stick Adventures, who really do city tours so well, that I learn something new every time that I’m one of their tours.
Outside of the CVB, what other roles or hobbies do you have that keep you busy?

I’m the President of Mid-South Women in Tourism- Baton Rouge (MSWIT-BR), an organization which serves to promote networking and education for women working in all aspects of Tourism. I serve on the Mayor’s International Relations Commission as chair for the Sister City Committee. Also, I’ve very active with my church.

Outside of Baton Rouge, what is your favorite vacation spot within the Southeast? New Orleans is a winner for me because it’s close to home and there’s always something going on.

What are some must-eats & treats in Baton Rouge?

Carl’s Tomato Pie from Elsie’s Plate and Pie (Savory)

Beignet fingers from Coffee Call (Sweet)

What is a fun fact that you would like to share about yourself?

I’m a military “kid” and an only child to parents who loved to travel. In my lifetime, I’ve traveled to over 20 countries and I am functionally fluent in Spanish.