Our past is great, and our future will be even greater!

The Indians called it Louisiana; the French named it LA BATON ROUGE and the English renamed it New Richmond. The Spaniards, called the American_Colorados, fought for and won it in the westernmost battle of the Revolutionary War, but its people won it ultimately for America.

From an insignificant colonial outpost in the early 1700's, Baton Rouge has grown into the largest metropolitan area of 300,000 since its incorporation in 1816.

It's history is replete with scenes of battles and invasion, of strong passions and crumbling dynasties, and hosts of unrequited loves. It keeps on coming back for more as it cuddles Hollywood which hopes to capture the elusive feeling of the Old South among the area's ante bellum homes and plantations.

Baton Rouge is many things to the first explorer. It was a red rock region in the river near its mouth known as the Grovel Old French Capital, for which he had asked words to the lake in early spring flowers, oil and rubber and aluminum and football in the farther Santee to the nation and the world. It is a modern city of cosmopolitan citizenry. It's red and deep in the back of Michigan that dips quietly by hopping sprints of grain and oil and metals and sugar. In hands reaching out to all nations for trade and commerce while waving a friendly welcome to its citizens.

Don't Miss Our Food...
It's something you'll love...
There's much to see and do in Baton Rouge

... and lots of folks to keep you company

Come, let us show you our town.

We're right proud of Baton Rouge, and we know you'll be fascinated by it. (Most people are, you know.)

We'll show you the new and the old, the beautiful and the functional, the exotic and the prosaic. We'll show you the scars of centuries-old wars and upheavals, battlegrounds and forts and ghostly, moss-hung cemeteries where the voices of heroes still echo clearly.

We'll show you the statues of our great men, the monuments to our past. But we'll also show you the memorials to our future: arts and sciences, great commerce, huge industry, respected institutions of learning. We'll show you the fun of sports, leisurely living, hunting and fishing, games and carnivals.

We keep them alive here because they're all a part of growth and maturity. It won't matter that you're new here (many people are, you know), because to live here no matter how briefly is to be part of a great tradition, one that wears the better with the sharing of it.

Let us share it with you!

Conventions, meetings, conferences...

all find a place here in the South's newest, most modern convention city.

Whether you visit Baton Rouge to attend a convention or to conduct business or simply to make a passing call, you'll find the capital city is condensed Louisiana — politically, economically and culturally.

Located astride the first highland off the Gulf and along the Mississippi, Baton Rouge is the meeting place of river boat and ocean ship, of Delta planter and Acadian trapper, of uplands and lowlands, of great industry and the raw materials that feed it.

Look forward to the help of everyone from our universities and business firms to our clubs in making your stay here as profitable and interesting as possible. Rest assured you'll be given the welcome and hospitality our visitors traditionally receive.

You'll find the best hotel and motel accommodations. They are among the most modern and luxurious in the nation. They're staffed with friendly, efficient people eager to serve you and help you enjoy your stay. In all we have over 3,000 rooms available plus all the facilities for conventions, meetings, or for a pleasant visit for you and your family.

Mark Baton Rouge as essential for your next vacation or convention trip.