



CenterPoint Energy Red River Balloon Rally

Presented by the Louisiana Office of Tourism

2021 SUMMARY

BROOKSHIRE GROCERY ARENA, BOSSIER CITY, LA

MEDIA



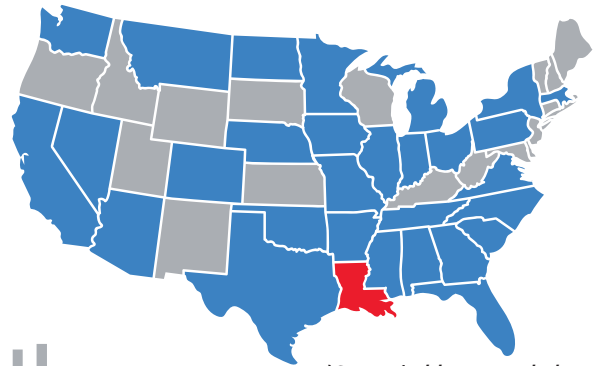
REACH: 5.2 MILLION

PUBLICITY VALUE \$235,825

WEBSITE



- 28,057** USERS
- 42,425** SESSIONS
- 93,660** PAGEVIEWS



ATTENDANCE

FRIDAY ATTENDANCE **5,795**

SATURDAY ATTENDANCE **9,534**

People attended from: Alabama, Arizona, Arkansas, California, Colorado, D.C., Florida, Georgia, Illinois, Indiana, Iowa, Louisiana, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, and Washington.

FACEBOOK



- 611%** PAGE LIKES
- 578%** FOLLOWERS
- 1250%** PAGEVIEWS
- 275%** POST REACH
- 1006%** POST ENGAGEMENT
- 744%** VIDEO VIEWS



ESTIMATED ECONOMIC IMPACT

\$942,911.88

Note: These social numbers are increases from the month before to month of the event.

The CenterPoint Energy Red River Balloon Rally Presented by the Louisiana Office of Tourism is owned and operated by the Shreveport-Bossier Sports Commission annually.

