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CONTACT:
Tamaria Williams
Communications Manager
(225) 382-3577
tamaria@visitbatonrouge.com

Visit Baton Rouge welcomes Sarah Noles, Elise Tauzin to destination experience team

BATON ROUGE, La. – Visit Baton Rouge, the destination marketing organization (DMO) for East Baton Rouge Parish, has added two new members to its destination experience team. Sarah Noles and Elise Tauzin join the Visit Baton Rouge staff as destination experience managers.

In their roles as destination experience managers, Noles and Tauzin will play a pivotal role in ensuring exceptional services for clients and enhancing the overall visitor experience in Baton Rouge. This includes managing visitor materials and collateral, conducting site visits, overseeing promotional items and crafting engaging itineraries. Both Noles and Tauzin officially joined the Visit Baton Rouge team in August of 2023.

Sarah Noles

A native of Gonzales in Ascension parish, Noles brings a wealth of experience to her new role. Having graduated in Business Administration from Louisiana State University (LSU) in 2015, Noles has accumulated more than 10 years of experience spanning retail management with a focus on business operations, process development, continuing education and staff training, marketing and human resources.

“I’m thankful for the opportunity to join an organization whose vision and mission align so closely with my own,” said Noles. “Through curating memorable experiences as part of the destination experience team, I hope to advance Baton Rouge into not only a top destination for visitors – but a place where locals proudly call it ‘home.’”

Elise Tauzin

Born and raised in Lafayette, LA, Tauzin graduated from the University of Louisiana at Lafayette with a Bachelor of Arts in public relations, concentrating in marketing. She brings a decade of experience in various industries, including healthcare, automotive and traditional media. With a background in graphic design, she is excited to contribute her in-depth knowledge to further elevate the visitor experience in Baton Rouge.



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"I am excited to be part of Visit Baton Rouge and contribute to creating memorable experiences for visitors," said Tauzin. "Baton Rouge has so much to offer, and I look forward to showcasing its unique charm."

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About Visit Baton Rouge

Visit Baton Rouge is the designated Destination Marketing Organization (DMO) for East Baton Rouge Parish, responsible for promoting and showcasing the region. Our primary mission is to increase visitation to and awareness of the Baton Rouge Area thereby enhancing economic impact. Stay up to date with the latest press releases and Baton Rouge tourism news at visitbatonrouge.com/media/press-releases. Join our social media community and follow us @visitbatonrouge for more updates.

Link to Download: [Sarah Noles Headshot](#)

Link to Download: [Elise Tauzin Headshot](#)



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