

Industry Briefs

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news from shreveport-bossier convention & tourist bureau

TRAVEL TALK

Mar.-Apr. 2014

Shreveport-Bossier Launches Golden Ticket Promotion

The Shreveport-Bossier Convention and Tourist Bureau launched a new Golden Ticket promotion to increase the number of medium-sized to large conventions held in Shreveport-Bossier. The campaign – aimed at government, corporate, education, religious, oil and gas, social and multicultural conventions – can be used by meeting planners looking to host conventions in 2014 and beyond. The centerpiece of the campaign

is a \$1,000 incentive that must be secured by June 30, 2014, but can be used for future conferences.

“The convention market has not rebounded as much as we had hoped, and we feel that by offering an incentive, we can help some meeting planners to meet their budgets and seal the deal to host a great conference in our destination,” said Dianna Douglas, regional sales manager at the Shreveport-Bossier Convention and Tourist Bureau.

The campaign has been featured on regional TV and in print publications and convention trade publications such as *Meetings Focus Magazine*, *Black Meetings and Tourism*, and *Successful Meetings* to name a few. The campaign also includes an innovative social media advertising component, which targets professional meeting planners on the popular social platforms Twitter and LinkedIn, where more than 300 users have clicked to learn more about the promotion.

“This promotion has really gotten the phones ringing,” Douglas said. “And the national exposure that it’s earned us has been phenomenal.”

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The Golden Ticket promotion, launched in January, aims to increase convention bookings for Shreveport-Bossier.

Tourist Bureau wins high honor from Bossier Chamber

The Shreveport-Bossier Convention and Tourist Bureau was named the 2013 Military Supporter of the Year by the Bossier Chamber of Commerce at its annual banquet, Jan. 28, at CenturyLink Center for its work on the military discount book and the Champions of Service Award to BAFB.

“We were surprised and delighted to win such an esteemed award,” said Stacy Brown, president of the tourist bureau. “The service of our military is extremely important to our community, and we feel privileged that they lend themselves to the support of the tourism



Mary Dunn, SBCTB board representative, accepted the 2013 Military Supporter of the Year award at the Bossier Chamber of Commerce's annual banquet.

industry.”

The chamber's theme was “Opening Doors to New Opportunities.” Organizers of the banquet said it was attended by approximately 600 people. Several hospitality partners also won prestigious awards.

Sherry Stuckey, director of sales at TownPlace Suites in Bossier City, won Diplomat of the Year. She currently volunteers as a member of the tourist bureau's board of directors. David Alvis, owner of Silver Star Barbecue and Texas Street Tavern, was named Business Person of the Year.

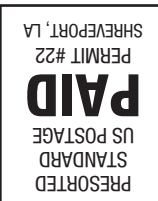
“You'll find another excellent alternative to the crowds of New Orleans in Shreveport-Bossier, which celebrates Mardi Gras with a slew of events including family-friendly parades, dazzling parties, and magnificent balls.”

– Austin American Statesman

Log on to www.shreveport-bossier.org/partners for industry events and updates



Shreveport, LA 71101
629 Spring Street
Convention & Tourist Bureau



March/April

- 3/1-21 Celebrating 75 Years - Development of Regional Artistic Tradition, Louisiana State Exhibit Museum
- 3/1 Krewe of Gemini Mardi Gras Parade XXV: "Throw Me a Memory, Mister", Riverfront
- 3/1 "The Presence of African-Americans at Centenary", Centenary College
- 3/2 Krewe of Highland Mardi Gras Parade XIX: "Cirque du Highland", Highland neighborhood
- 3/2 3rd Annual Marilynn's Place Mardi Gras Bash, Marilynn's Place
- 3/4, 11, 18, 25 Generationless: Skateboarders Are Artists, Too, Artspace
- 3/4 Krewe of Aesclepius Children's Parade, Pierre Bossier Mall
- 3/7 Winter Jam 2014, CenturyLink
- 3/8 Clint Black Live at the Paradise Theater, Margaritaville Resort Casino
- 3/8 Luke Bryan, CenturyLink Center
- 3/8 3-D Archery Shoot, Red River Bowmen Archery Club
- 3/13 Guy Lombardo's Royal Canadians with Al Pierson, Horseshoe Casino & Hotel
- 3/13-15 Roald Dahl's Willy Wonka, Emmett Hook Center
- 3/15 Louisiana Redbud Festival, Vivian
- 3/15 ARTini, Horseshoe Casino & Hotel
- 3/19-23 The Diary of Anne Frank, Shreveport Little Theatre and Academy
- 3/22 7th Annual ASEANA Spring Festival: China, corner of Milam Street and Texas Avenue
- Thru 3/21 Celebrating 75 Years-Development of Regional Artistic Tradition, Louisiana State Exhibit Museum
- 3/29 Battle of the Gumbo Gladiators, Festival Plaza
- 4/5 Cork-A Red River Revel Wine Event, Festival Plaza
- 4/10 West Side Story, Strand Theatre
- 4/11-20 Holiday In Dixie, Festival Plaza
- 4/12 Spring 2014 Texas Avenue Makers Fair, Common Street at Texas Avenue
- 4/13 Wine & Swine, Wine Country Bistro & Bottle Shop
- 4/26-27 Barksdale Air Show, BAFB
- 4/26 Festival of Books and Business Extravaganza, VFW Post 4588
- 4/26 Turandot, Shreveport Riverview Theater
- 4/26 Jan's Book Writing Services: Presents a Festival
- Thru 4/30 Emerging Artist Gallery Presents: Bonnie Ferguson, East Bank Gallery

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Christy Whitaker, executive administrative assistant, is a part of the 2014 class of Leadership Shreveport, a division of the Shreveport Chamber of Commerce. The chamber's goal is to identify and prepare future leaders for the community.



Dianna Douglas, regional convention sales manager

Dianna Douglas, regional convention sales manager, hosted three site visits and successfully won all three – Brain Industry Association Conference, March 2014; South Central Motorcoach Association Conference, August 2014; and National Association of Motorcoach Operators Convention, Aug. 24. She has a site visit in March with the executive director for Southern Association of School Business Officials. This group is considering Shreveport-Bossier for four different conferences between 2014 and 2016.

Suzanne Manfredi, convention sales manager, hosted Kiwanis International groups from Louisiana, Mississippi and Tennessee during a site visit for the organization's 2016 District Convention. Manfredi will host NIRSA in March for a site visit regarding the organization's 2014 Region 4 meeting. She will also be attending the Louisiana Society of Association Executives Annual Conference in Baton Rouge, Feb. 12-14.

Manfredi will be working with the Louisiana Missionary Baptist State Convention, July 20-24, in Shreveport-Bossier. That event will bring approximately 2,500 delegates to town.

Erica Howard, tourism sales manager, will be attending Travel South, Feb. 23-26, in Charleston, WV. Shreveport-Bossier will be hosting the closing dinner, Feb. 25. Travel South will be held in Shreveport-Bossier, March 22-25, 2015.



Kelly Wells, vice-president of sports and tourism.

Kelly Wells, vice president of sports and tourism, was awarded the prestigious Super Sport Award during the LHSAA 2014 Annual Convention, Jan. 30 in Baton Rouge. The award recognizes individuals that have "gone above and beyond for the betterment of high school sports in Louisiana."

The Shreveport-Bossier Convention and Tourist Bureau won a coveted 2014 Readers' Choice Award from *SportsEvents* Media Group, the leading industry publication focused exclusively on helping sports event planners produce excellent competitions in the United States and Canada.

Reunion Planning Workshop Attracts a Capacity Crowd

A capacity crowd of 60 reunion planners and 20 vendors attended a free workshop on the subject of planning a family, military or class reunion, which was presented by the Shreveport-Bossier Convention and Tourist Bureau at the Villaggio Lakehouse and Event Center in Bossier City on Saturday, Feb. 8.

During the event, attendees learned how to plan a reunion itinerary, how to select a host hotel, tips for scouting event sites and more. The workshop included a "How to Plan a Reunion" presentation and a meet-and-greet with hospitality industry partners and vendors. Attendees also learned how to increase reunion attendance using social media platforms such as Facebook.



"Social media isn't just something we do for fun in our spare time," said Chris Jay, social media and public relations manager. "We taught these reunion organizers how to use Facebook as businesses use it, to increase attendance and host a more successful event." Research shows that a family, military or class reunion with 75

attendees will have an estimated economic impact of \$70,500, including spending related to hotel accommodations, meals, shopping and transportation. If all of the reunion planners in attendance at Saturday's workshop follow through on hosting their events locally, the workshop could help to generate approximately \$4.2 million in economic impact. Due to popular demand, plans are in the works to offer a similar workshop in the near future.



Tourist Bureau Lands National Association of Motorcoach Operators Convention

The Shreveport-Bossier Convention and Tourist Bureau beat out stiff competition from Niagara Falls, NY to host the 2014 National Association of Motorcoach Operators (NAMO) Convention, Aug. 15-17, at the Shreveport Convention Center. NAMO is expected to bring in 100 new visitors to Shreveport-Bossier from across the nation.

The board members for NAMO ultimately selected Shreveport-Bossier because of its location and Southern hospitality.

"We look forward to what we hope will be one of our best meetings ever, as well as introducing the members of NAMO to all of the exciting things that Shreveport-Bossier has to offer their tour groups," said Frank Smith, convention chairman for NAMO.

NAMO is a national organization comprised of more than 60



Delegates arrive in style during a recent convention at the Shreveport Convention Center.

motorcoach companies offering custom charter bus options for a variety of events. Attendees for NAMO will include motorcoach owners only. The South Central Motorcoach Association will host their convention at the Shreveport Convention Center, Aug. 17-20. The South Central Motorcoach Association (SCMA) Convention is expected to draw 300 guests and is open to motorcoach owners, group leaders and operators.

"Hosting NAMO is a chance for Shreveport-Bossier to showcase itself and attract more group business to the area," said Kelly Wells, vice president of sports and tourism for the Shreveport-Bossier Convention and Tourist Bureau. "With the increase of new restaurants and businesses, Shreveport-Bossier has endless possibilities to offer visitors."

Are You Using the Simpleview Extranet?

In early 2013 the tourist bureau went live in a new database system, Simpleview. One of the features of the new system is that it allows hospitality partners access to the database through a proprietary extranet.

The Simpleview Extranet is a powerful tool for managing the information the tourist bureau maintains on your company. You can update your listing description, add and remove contact information, check for sales leads, list your amenities and so much more.

Although Simpleview is simple to use, you will need some training to learn how the tourist bureau utilizes each part of the system. This training is provided at the business office, 629 Spring Street, in downtown Shreveport. Training sessions last about an hour.

If you are not already using the Simpleview Extranet, please contact Pat Gill, pgill@sbctb.org, about being trained and getting a login and password.

Golden Ticket Continued from page 1

The Golden Ticket is good for conventions that utilize a minimum of 50 or more hotel rooms per night. Qualifying groups will receive up to \$1,000 to help offset the costs of meeting room rental, food, or transportation. This program is offered on a first-come, first-served

basis. Planners interested must fill out a request for proposal on the tourist bureau's website, www.shreveport-bossier.org/meetings/online-rfp.

This offer is not valid for catering-only events or planners who have hosted an event in Shreveport-Bossier within the last year.

CONVENTION CALENDAR

DATE	EVENT
Feb. 28-March 2 March 9-13	Top Ladies of Distinction Louisiana Conference on Water Supply, Sewerage and Industrial Waste Annual Conference
March 17-20	Louisiana Association of Student Assistance Programs
March 20-21	Brain Injury Association of LA 2014 Annual Conference
March 20-22	2014 Annual Convention Take Off Pounds Sensibly (TOPS)
March 21-22	2014 LHSCA All-Star Basketball Games Boys and Girls
March 21-22	2014 Louisiana Foreign Language Teachers Association
March 21-23	2014 Dual Berth Super NIT
March 27-29	2014 Transtar Industries Meeting
April 4-6	2014 Masters National Weightlifting Tournament
April 8-11	Louisiana District Attorneys Association
April 24-28	307th Bomber/Tanker Reunion
April 25-27	2014 State Conference Knights of Peter Claver State Conference
April 25-26	2014 State Convention – Kappa Kappa Iota