

TravelTalk

September-October 2016 Newsletter



Inside:

Riverboat Cruise to Stop in Shreveport *page 3*

Visitors' Guide Ad Reservations Due by Sept. 30 *page 3*

Culinary Event to Feature Local Food Icons *page 3*

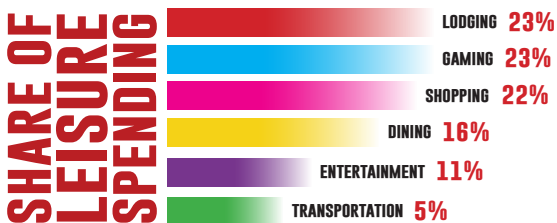
January-June 2016 Notable Accomplishments

The Shreveport-Bossier Convention and Tourist Bureau's executive leadership team, led by Stacy Brown, president, presented the 2016 six month report to the board of directors at the July board meeting. There were several notable accomplishments. For more information, visit www.Shreveport-Bossier.org/industry-partners/research.

Volume of Visitors to Shreveport-Bossier

3,247,000

Mainly coming from Texas, Arkansas and Louisiana, over **3 million people** visit Shreveport-Bossier annually. Each visitor stays an average of **2.6 nights** and has the following spending habits:



Average visitor spending in town

On top of this, Shreveport-Bossier has a **70% repeat visitation rate**. **\$838.02 PER TRIP**

Direct International Visitor Spending

\$1,162,264 **Top Six International Markets**



Definite Conventions/Events Booked

	Total	Room Nights	People
2015	55	13,852	18,403
2016	72	15,252	24,783

31% Total Increase

For 2017, Shreveport-Bossier has landed the **2017 Alpha Kappa Alpha South Central Regional Conference**. Nearly 4,000 delegates are expected to attend.

Definite Sporting Events Booked

	Total	Room Nights	People
2015	48	13,401	71,358
2016	58	11,444	78,597

21% Total Increase

Be a Fan of Shreveport-Bossier Campaign

Started a new National Travel and Tourism Week campaign – Be a Fan of Shreveport-Bossier – to encourage locals to visit attractions, May 1-7. Campaign highlights included:

- 3,780 pageviews for the microsite, 823 contest entries
- 87% of survey respondents indicated they learned about an attraction they were not aware of
- 87% said they will visit at least one of the participating attractions in the future



Dates to Remember:

Hospitality Breakfast

10/5 8 a.m.
State Fair of Louisiana

Hotel and Lodging Association Meeting

10/13 Noon
Venue TBD

For more HLA info, contact Sherry Stuckey at stuckgm@aol.com.

Eat Here: A Culinary Celebration of Shreveport-Bossier

9/23 7 p.m.
Sainte Terre

Get Social with Us!

Facebook: /LouisianasOtherSide
Twitter: @sbctb
Instagram: @seeshreveportbossier
YouTube: /sbctb11
Blog: www.20x49.com
Events: www.SBFunGuide.com

SEE IT. BET IT. TASTE IT.

www.Shreveport-Bossier.org



»»» Your Bureau at Work

- 9/3-11/5** **Kernel Kobb's Corn Maze**
Faith Farm and Arena
- 9/16-17** **Pioneer Heritage Festival**
9381 Greenwood Road
- 9/17** **Chimpanzee Discovery Day**
Chimp Haven
- 9/17** **Highland Jazz and Blues Festival**
Columbia Park
- 9/23** **3 Doors Down**
Shreveport Municipal Auditorium
- 9/23** **Cirque Du Lake Block Party**
the Agora Borealis
- 9/24** **Heritage and Harvest Tour**
Along LA Highway 3049 and U.S. Highway 71 North, Gilliam
- 9/30-10/2** **Louisiana Film Prize and Louisiana Music Prize**
Downtown Shreveport
- 10/1** **NBA Preseason Game, Dallas Mavericks vs. New Orleans Pelicans**
CenturyLink Center
- 10/1-8** **Red River Revel Arts Festival**
Shreveport Festival Plaza
- 10/5** **Downtown Shreveport Artwalk**
Downtoan Shreveport
- 10/14-15** **Brew: A Premier Beer Tasting**
Shreveport Festival Plaza
- 10/22** **ASEANA Autumn Festival**
Asian Gardens of Shreveport
- 10/23** **Fiesta on the Farm**
440 Mahaffey Rd.
- 10/25** **Bob Dylan and His Band**
Shreveport Municipal Auditorium
- 10/27-11/13** **State Fair of Louisiana**
State Fairgrounds
- 10/29** **Bugs, Bats & Bones**
Walter B. Jacobs Memorial Nature Park
- 10/29 & 31** **Haunted Tours**
Logan Mansion
- 10/31** **Boo! At the Boardwalk**
Louisiana Boardwalk Outlets

Submit your events to www.SBFunGuide.com today to be included in future promotional efforts.



Que'brelyn Hill

Que'brelyn Hill, sports sales and services coordinator, and **Suzanne Card**, convention sales manager, in conjunction with partners from **Hilton Hotel Shreveport** and **Shreveport Convention Center** attended Connect Marketplace in Grapevine, Texas, Aug. 25-27. Together the Shreveport-Bossier representatives had nearly 100 appointments with the corporate, association, specialty and sports markets.



Suzanne Card



Dianna Douglas

Dianna Douglas, regional convention sales manager, hosted a site visit for the Professional Outdoor Media Association, Aug. 10-12 and won the bid to host the convention for 400 delegates in June 2017.



Brandy Evans

Brandy Evans, vice president of communications, was reappointed to the Louisiana Tourism Development Commission 19-member board of directors. Appointees are from various parts of Louisiana and represent the interests of tourism in their respective communities.



Kevin Flowers

for proposals.



Erica Telsee

Kevin Flowers, convention sales manager, attended the Your Military Reunion Connection Marketplace in New Orleans, July 12-16, where he had 23 appointments and received three requests for proposals.

Erica Telsee, tourism sales manager, attended the South Central Motorcoach Association (SCMA)/ Georgia Motorcoach Association (GMA)/Alabama Motorcoach Association (AMA) joint regional meeting in Florence, Ala., July 16-20, where she had 19 appointments and received three leads. During the conference, she sat on a panel for destination marketing organizations and attractions about how to develop new group experiences. She also completed her two-year term on the board of directors of SCMA.

The Shreveport-Bossier Sports Commission successfully hosted the Red River Balloon Rally at Louisiana State University Shreveport, July 15, the U.S. Hot Air Balloon Championship in Shreveport-Bossier, July 14-20, and the American Junior Golf Association David Toms Foundation Shreveport Junior at Southern Trace Country Club, July 19-21.

The Shreveport-Bossier Convention and Tourist Bureau successfully hosted the Lt. Governor's Tourism Summit, a statewide gathering of Louisiana tourism and hospitality professionals organized annually by the Louisiana Travel Promotion Association (LTPA), in Shreveport-Bossier, Aug. 23-25.



Billed as the largest LTPA event of the year, the Lt. Governor's Tourism Summit included a keynote address by Lt. Governor Billy Nungesser as well as educational panels, break-out sessions and guest speakers addressing the latest tourism and hospitality industry trends.

Luxury Riverboat Cruise to Stop in Shreveport, Louisiana

The French American Line, a premium river cruise tour company, will bring the multi-million dollar refurbished river cruise ship, *Louisiane*, to Shreveport five times over the next year beginning with a holiday-themed cruise during its inaugural season in December 2016.

The French America Line will focus on French culture and cuisine and set itself apart from other river cruise companies in the United States by offering unique itineraries such as voyages along the Red River, which have not been offered for years. With only 75 suites and staterooms, the *Louisiane* is small enough to cruise waterways that larger riverboats cannot.

"We encourage everyone to visit our great state and share in its



While in Shreveport, guests aboard the *Louisiane* will have the opportunity to take a city tour from a local expert, tour the American Rose Center, visit R.W. Norton Art Gallery, taste beer from Great Raft Brewing and shop at the Enchanted Garden.

beauty, and we welcome French America Line and their mission to help us tell Louisiana's story," said Gov. John Bel Edwards.

The river cruise ship's inaugural season will include a cruise tour called The Deep South - Red River

Holidays. The *Louisiane* will travel round-trip from New Orleans for nine days beginning on Dec. 7 and will visit Shreveport-Bossier on Dec. 13. Other Louisiana ports of call on the itinerary include Baton Rouge, Alexandria and Natchitoches.

“ We encourage everyone to visit our great state and share in its beauty, and we welcome French America Line and their mission to help us tell Louisiana’s story.”

- Gov. John Bel Edwards

Guests aboard the *Louisiane* will have the opportunity to take a city tour from a local expert, tour the American Rose Center, visit R.W. Norton Art Gallery, taste beer from Great Raft Brewing and shop at the Enchanted Garden. For more information, visit www.frenchamericaline.com.

Visitors' Guide Ad Reservations Due by Sept. 30

The Shreveport-Bossier Convention and Tourist Bureau is taking space reservations for the 2017 *Official Visitors' Guide to Shreveport-Bossier, Louisiana*. This publication is the primary fulfillment piece for visitor inquiries. A minimum of 90,000 guides are printed annually and distributed to visitors in hotels and visitor centers across the state of Louisiana, as well as distributed regionally and nationally.

For the first time, the Tourist Bureau will be offering paid ad placement on www.Shreveport-Bossier.org. Advertising will only be available for sale to businesses who purchase print ads in the 2017 *Visitors' Guide*.

The visitor guide is second only to personal recommendations from friends and relatives in its influence on a visitor's trip, according to a



recent study of people who inquired about visiting Shreveport-Bossier in the last year.

Advertisers will also be included in the online guide. Ad sales close on Friday, Sept. 30.

Reserve Today!

To receive a rate card and reserve ad space, contact Hollie Fritz, sales representative, at 318-470-6661 or holliefritz@hotmail.com.

Special Culinary Event to Feature Local Food Icons

Love local food? Join the Shreveport-Bossier Convention and Tourist Bureau for the second installment of "Eat Here: A Culinary Celebration of Shreveport-Bossier." This night of food, culinary history and conversation will be held at Sainte Terre in Benton, 7 p.m., Friday, Sept. 23, and will explore the delicious stories behind popular local dishes including stuffed shrimp from Eddie's Seafood & Soulfood Restaurant, ice box pies from Strawn's Eat Shop, all-the-rage Hawaiian cuisine from the Ono's Traditional Hawaiian Cuisine and more. These dishes will be served while special guests from each restaurant discuss the history behind each dish. Four courses will be served.

Two new short videos about food in Shreveport-Bossier will be premiered. Chef Holly Schreiber of Sainte Terre will create a special dish for this



event that will imagine an iconic Shreveport-Bossier food of the future. In addition to the public, this event will be attended by eight visiting food writers representing publications ranging from *AAA Southern Traveler* to *Zagat.com*.

Tickets are \$35 each and may be purchased online via Eventbrite. No tickets will be sold at the door.

TravelTalk

Newsletter



Industry Briefs:

Margaritaville Resort Casino's newest addition to the property's award-winning dining roster, **Bamboo Asian Café**, is now open. Bamboo Asian Café presents the culinary creations of Chef Frederick Ngo, head chef at Jimmy's Seafood & Steak. A native of Vietnam, Chef Frederick proudly prepares traditional dishes from home, as well as a host of other delicious Asian selections.

The Shreveport-Bossier Sports Commission is hosting a **NBA preseason game**, 7 p.m., Saturday, Oct. 1 at the CenturyLink Center in Bossier City. Tickets for the Dallas Mavericks versus the New Orleans Pelicans are available at the CenturyLink Center Box Office or

online through Ticketmaster.

The Southeast Tourism Society (STS) has named the **Red River Revel Arts Festival** (Oct. 1-8.) and **State Fair of Louisiana** (Tuesdays through Sundays, Oct. 27 – Nov. 13) as two of the STS Top 20 Events in the Southeast for Oct. 2016. The STS Top 20 Festival and Event Awards have highlighted programs around the Southeast since 1985. STS, founded in 1983 and headquartered in Atlanta, Ga., is a non-profit organization dedicated to promoting tourism to and within 12 states – Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and West Virginia.

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Vice Chairman
Bossier Parish Police Jury*

Tanita Baker,
Treasurer
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*Appointing Organization

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