

Media Contact

Shalisa Roland

Public Relations/Digital Content Manager

Shreveport-Bossier Convention and Tourist Bureau

[sroland@sbctb.org](mailto:sroland@sbctb.org) or 318-429-0639



April 28, 2020

Tourism Trifecta: Shreveport-Bossier Convention and Tourist Bureau Partners with United Way of Northwest Louisiana to Assist Tourism Industry as part of National Travel and Tourism Week, May 3-9

*The Tourist Bureau rolls out "Shreveport-Bossier Comeback" campaign in partnership with United Way of Northwest Louisiana to assist the local tourism industry during the 37th Annual National Travel and Tourism Week, May 3-9.*

SHREVEPORT-BOSSIER, LA – The Shreveport-Bossier Convention and Tourist Bureau is launching a weeklong promotion to showcase the community's resiliency with an all-new *Shreveport-Bossier Comeback* campaign, which will run in conjunction with the 37th Annual National Travel and Tourism Week (NTTW), May 3-9. This campaign includes a partnership with United Way of Northwest Louisiana in an effort to financially assist staff members in the tourism industry, including restaurants, attractions, casinos, hotels and more that are affected by COVID-19.

Tourism locally employs more than 10,000 hardworking men and women. The domestic and international tourism direct spending to Caddo and Bossier Parishes combined is about \$762 million, according to Tourism Spending in Louisiana Parishes 2018 report published for the Louisiana Office of Tourism. The Tourist Bureau and United Way aim to meet the overall needs of the tourism industry by celebrating the accomplishments and resilience of the local travel industry and by offering financial assistance in the face of the global pandemic.

This partnership includes a joint fundraising effort to support a large segment of the ALICE (Asset Limited Income Constrained Employed) population with a COVID Relief Fund. As the needs of these ALICE families evolve, the United for NWLA fund will also evolve to address ALICE's most urgent, unmet needs. ALICE is a new way of defining and understanding the struggles of households that earn above the Federal Poverty Level, but not enough to afford a bare-bones household budget. The most recent ALICE report shows that 53% of households in Northwest Louisiana struggle to make ends meet day-to-day. United Way is currently accepting [donations](#) and [applications](#) for the Shreveport-Bossier Hospitality Relief Fund. For more information, visit [www.unitedwaynwla.org](http://www.unitedwaynwla.org).

"A large segment of the ALICE population are often one car repair, health emergency or missed paycheck away from falling into financial crisis," said Dr. Bruce Willson, Jr., president and CEO

of United Way. "This partnership between United Way and Shreveport-Bossier Convention and Tourist Bureau will hopefully assist individuals and families from falling off a financial cliff."

Since in-person rallies and events that have been hallmarks of NTTW in years past are no longer an option, the Tourist Bureau is rolling out a virtual-specific marketing campaign, *Shreveport-Bossier Comeback*. This campaign was built to boost a durable community comeback that is strictly aligned with government mandates and the unwavering spirit of travel in an effort to support Shreveport-Bossier's economy. A few components of this campaign include interactive social media content, strategic marketing initiatives, thematic editorial pieces, and digital promotions that spark the interest of Shreveport-Bossier residents and visitors.

"Although we can't meet in person, we can stay connected, unified and supportive of one another from afar while rallying around the spirit of travel. We anticipate a robust comeback for our community," said Stacy Brown, president of The Tourist Bureau. "Shreveport-Bossier has a reputation of being a premier destination in the Ark-La-Tex region, so when travelers can safely visit, we will welcome them back."

For more information about National Travel and Tourism Week in Shreveport-Bossier, visit [www.Shreveport-Bossier.org/NTTW](http://www.Shreveport-Bossier.org/NTTW).

###

NOTE TO MEDIA: Find hi-res images and graphics for the Shreveport-Bossier Comeback campaign [here](#).