Industry Briefs

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Board of Directors

| Marty Young | Chairman |
| John Hubbard | Vice Chairman |
| Frederick Henson | Treasurer |
| Jim Johnson | Secretary |
| Joyce Jeffrey | Bossier Mayor’s Office |
| Keisha Shields | Shreveport-Bossier Hotel Lodging Assoc. |
| Luke Turner | Bossier Parish Police Jury |
| Kathy Jackson | Caddo Rural Municipalities* |
| Ray Ferland | Shreveport-Bossier Hotel Lodging Assoc.* |
| Bob Matthews | Caddo Parish Commission* |
| Debra Hamilton | Bossier Office of Community Services* |
| Sarah Parsons | Shreveport-Bossier Hotel Lodging Assoc.* |
| Jerry Kolniak | Louisiana Restaurant Assn.* |
| Thaddeus Pugh | Shreveport Mayor’s Office* |
| Valerie Gann | Greater Shreveport Chamber of Commerce* |

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“Both weekends were successful as we broke all-time attendance records,” said Tourism Sales Manager Erica Howard. “However, the event wouldn’t have been possible without the support of our industry partners and volunteers. Tour operators are already booking group tours for 2010.”

2009 Bureau Board Seated
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3-31, 11 a.m., SBCTB Board Room.

**4-28, 11 a.m., SBCTB Board Room**

**Shreveport-Bossier Hotel & Lodging Association**

**TBA** Information: Scott Douglas, 752-1112.

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TBA, Information: Gretchen Bohle, 425-4548.

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4-1, 8 a.m., Sonic at Bass Pro Shops.
**Retire Bossier Hosts Forum; Louisiana North Recognized**

The tourist bureau and the City of Bossier will host a Retire Bossier Informational Community Forum at 4 p.m., March 11, in the Barksdale Room at the Bossier Civic Center.

The forum, which is free and open to the public, will provide information about Bossier City’s designation as one of 11 certified retirement communities in Louisiana.

The Louisiana North Coalition received the Tourism Campaign of the Year Award at the Louisiana Travel Promotion Association’s annual industry summit, Jan. 20-22, in Marksville.

“The unified voice of north and central Louisiana makes it much more exciting to all aspects of the travel industry,” Lt. Governor Mitch Landrieu said recently of the organization.

Louisiana North is a marketing coalition that’s made up of the state’s 29 uppermost parishes, including more than 80 cities. The organization’s mission is to promote the unique cultural and historical heritage of the entire region while promoting economic development as it relates to tourism.

“North Louisiana has a rich base of assets and resources to make the entire region a great destination,” said Louisiana North President Kelly Wells. “The area’s wealth is also seen through its cultural and historical communities in Louisiana.

The Louisiana North Coalition was named Tourism Campaign of the Year Award at the annual LTPA Summit, Jan. 20-22, in Marksville.

**Convention Calendar - March/April**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Hotel</th>
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<td>3/08- 3/07</td>
<td>Red Line Cheer - Open National Championship</td>
<td>Hilton Hotel</td>
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<td>3/17- 3/19</td>
<td>Louisiana Association of School Business</td>
<td>DiamondJacks Casino</td>
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<td>Officials - Spring Conference</td>
<td>Resort</td>
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<td>3/25- 3/28</td>
<td>Harley Owners Group State Rally - HOG Rally</td>
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<td>3/27- 3/02</td>
<td>Women of Faith - Event</td>
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<td>4/02- 4/03</td>
<td>Louisiana Association of Women's Association - Spring Conference</td>
<td>Hilton Hotel</td>
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<td>4/03- 4/05</td>
<td>Regional Career Fair</td>
<td>Shreveport West</td>
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<td>4/06- 4/11</td>
<td>Omega Psi Phi District 9 Conference</td>
<td>Shreveport West</td>
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<td>4/13- 4/14</td>
<td>Mustangs Across America - 45 Year Anniversary</td>
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**Your Bureau at Work For You**

**Guests Give Hotels Internet Reviews**

What are your guests saying after they leave your lodging property? You may think you hear every complaint, but you probably don’t. That doesn’t mean that guests who were dissatisfied are not registering their complaints—they’re just using the Internet to broadcast it to the rest of the world instead of coming straight to you.

Forrester Research reports that of the American travelers who research their trips online, about a third read reviews written by fellow travelers. Among travelers who book hotels online, those reviews have prompted a third to change their travel plans. So you can see why it’s important for you to know what’s being said about your business.

The good news is that you often have access to their online comments, and this gives you a chance to respond and make amends. The worst thing you can do is to ignore the bad reviews of your property. Imagine that a guest had the kind of experience that inspired him to leave this review:

“Hated this hotel! - I agree with the bad reviews on this site. The hotel staff was incompetent. Room charges were incorrect. Had to move to two different rooms due to the rooms falling apart.

Most online travel review sites allow you to respond. If the complaint is legitimate, admit it and tell the reviewer how you would like to make it up to them. Even if you’ve investigated the complaint and found that the review is an extreme exaggeration, explain that most of your guests find your services satisfactory, and express your regrets that they had a negative experience. In any case, invite them back and ask them to give you another chance.

Remember—a review not speaking only to the reviewer. Everyone who reads the review is also watching to see how you manage unhappy customers. Chances are, if they believe that you’re committed to your customers’ satisfaction, they’ll give you a chance.

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- Forrester Research
Your Bureau at Work For You

Calendar of Events

MARCH/APRIL
3/6 Bossier-Shreveport Mudbugs vs. Wichita Thunder. CenturyTel Center.
3/7 Bossier-Shreveport Mudbugs vs. Mississippi RiverKings. CenturyTel Center.
3/9 Pulp Fiction/Samuel L. Jackson Day. Robinson Film Center.
3/10 New Kids On The Block. CenturyTel Center.
3/10-11 Wines Tasting 101. ILSUS.
3/20 Bossier-Shreveport Mudbugs vs. Mississippi RiverKings. CenturyTel Center.
3/20 Star Party! See the Vanishing Rings of Saturn. Sci-Port: Louisiana’s Science Center.
3/21 Bossier-Shreveport Mudbugs vs. Corpus Christi Ice Rays. CenturyTel Center.
3/27 For Colored Girls Who Have Considered Suicide When the Rainbow is Enuf. Louisiana State Exhibit Museum.
3/1-4 Movies & Moonbeams presents Fried Green Tomatoes. RiverView Park.
4/12 Nickelback with Smokey and Susan Abell. CenturyTel Center.
4/16 Birds of Louisiana with Mac Hardy. Louisiana State Exhibit Museum.
4/17-22 Holiday in Dixie Festival. Festival Plaza.
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News from Louisiana’s Other Side - Shreveport-Bossier Convention & Tourist Bureau

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