Travel Talk

News from Louisiana’s Other Side - Shreveport-Bossier Convention & Tourist Bureau

March-April 2010

The Shreveport-Bossier Convention and Tourist Bureau was named “Outstanding CVB of the Year” for budgets $750,000 and above. The organization was recognized by the Louisiana Travel Promotion Association during a luncheon, Jan. 28.

“We are humbled to receive the high honor of CVB of the Year and to be recognized by the state and our peers for our hard work and dedication to growing tourism overall and generating increased revenue in taxes for Caddo and Bossier parishes, as well as the state of Louisiana.”

Brown accepted the award at the annual tourism conference, which was held in Monroe during LTPA’s Louey Awards Luncheon. Fairfield Place Bed and Breakfast also won Best B&B in the state.

The bureau’s success can be attributed to leveraged partnerships, fiscal responsibility, consistent branding and marketing, and positive sales efforts. Shreveport-Bossier led the state every month in 2009 in hotel occupancy, ending the year with a 68.4 percent occupancy even while adding new hotels.

SBCTB wins big

The Shreveport-Bossier Convention and Tourist Bureau won big at the 2010 Addy Awards hosted by the Shreveport-Bossier Ad Federation Club in February. The bureau won five awards. Here is a breakdown of the honors:

- Gold Award - Folk Alliance Ledbelly Poster, Gorilla Design Studios
- Silver Award - Convention Follow-Up Postcard, Gorilla Design Studios
- Silver Award - Folk Alliance Ledbelly T-shirt, Gorilla Design Studios
- Bronze Award - Here is Where the Locals Eat Brochure, Gorilla Design Studios
- Silver Award - Festival Video, CRM Studios

 Dates to Remember:

- Hospitality Breakfast: March 3, 8 a.m., Hilton Shreveport
- Country Club
- Shreveport-Bossier Hotel & Lodging Association: March 9, 9:30 a.m., Shreveport Country Club
- Convention & Tourist Bureau: April 7, 8 a.m., Shreveport Convention Center

Attractions Association
- March 10, 11 a.m., Courtyard by Marriott
- Shreveport, Information: Ashley Rose-Davis, 752-1456

Louisiana Restaurant Association
- TBA: Information: Gretchen Hamilton, 741-6543

Industry Briefs

The Greater Shreveport Chamber of Commerce Hires New Membership Development Manager

Crystal Allen Dallas joined the Greater Shreveport Chamber of Commerce staff in January as Membership Development Manager.

Mardi Gras Bash generates future convention business

Multiple group tour buses, media and meeting planners participated in the Mardi Gras Bash sponsored by the bureau for the weekends of Feb. 6 and 13. Special thanks to all of the partners that assisted in making this a positive experience that will undoubtedly generate future business. Special thanks to the assistance provided by the Caddo Council on Aging Retired Senior Volunteer Program.

“...We are delighted to include Shreveport as the host for the 2011 Gulf Coast Regional Conference. The extra time and effort you put in were certainly worthwhile. It will be a joy for me to work with such dedicated and talented people.”

Board of Directors

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<tr>
<th>Name</th>
<th>Title</th>
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<tr>
<td>John Hubbard</td>
<td>Chairman, Bossier Chamber of Commerce*</td>
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<td>Frederick Henson</td>
<td>Vice Chairman, African-American Chamber of Commerce*</td>
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<td>Luke Turner</td>
<td>Treasurer, Bossier Parish Police Jury*</td>
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<td>Betty Matthews</td>
<td>Secretary, Caddo Parish Commission*</td>
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<td>Joyce Jeffrey</td>
<td>Bossier Mayor’s Office*</td>
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<td>Keisha Shields</td>
<td>Shreveport-Bossier Hotel Lodging Assn.*</td>
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<td>Kathy Jackson</td>
<td>Caddo Parish Municipalities*</td>
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<td>Ray Forland</td>
<td>Shreveport-Bossier Hotel Lodging Assn.*</td>
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<td>Bob Gansoese</td>
<td>Shreveport-Bossier Hotel Lodging Assn.*</td>
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<td>Dapha Hamilton</td>
<td>Bossier Office of Community Services*</td>
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<td>Jim Johnson</td>
<td>Bossier Rural Municipalities*</td>
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<td>Sarah Parsons</td>
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<td>Jerry Kolinsiek</td>
<td>Louisiana Restaurant Assn.*</td>
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<td>Thaddeus Pagh</td>
<td>Shreveport Mayor’s Office*</td>
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<td>Valerie Gara</td>
<td>Greater Shreveport Chamber of Commerce*</td>
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<td>Rick Christian</td>
<td>Appointing Organization</td>
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Information: Bob Gansfuss, 629-4458

Information: Ashley Rose-Davis, 752-1456

Information: Gretchen Hamilton, 741-6543
Your Bureau at Work For You

Lisa Hayes, Senior Convention Manager, attended the Louisiana Society of Association Executives in Baton Rouge, Jan. 27-28. She was elected to another term on the board, and was also elected as a vice president for 2011-2012.

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The bureau conducted a survey for a new website to be unveiled in September 2010. The bureau launched a new website. The site offers interactive tools to engage visitors. The site is very good to excellent; 85.19 percent say the website helps them to plan their visit; and 77.78 percent say it influences their visit.

For a complete list of events, log on to www.shreveport-bossier.org/meetings/calendar today!