

Industry Briefs

Congratulation goes out to WOW winners

Special congratulations goes out to the recent winners of the WOW training initiative of the tourist bureau: Margarita Royal from Bossier Hotel and Suites and Martha Ray from Days Inn Bossier City. Both won \$100 gift cards from the Louisiana Boardwalk. WOW Training is ongoing. If you are interested in hospitality training for your front line employees and a chance to take part in the incentive program, please contact Kathy Melancon for scheduling at kmelancon@sbctb.org.

Register today for Small Market Meetings Conference to be held here

Register, today for the Small Market Meetings Conference and Reverse Tradeshow, October 4-6 at the Shreveport Convention Center. This is the first time for this conference to be held in Shreveport-Bossier. Some 100 meeting planners that arrange meetings in destinations like Shreveport-Bossier will be here.

By registering for the conference as a vendor you may qualify to win a \$100 shopping spree courtesy of the Shreveport-Bossier Convention and Tourist Bureau. Register online for the conference at www.smallmarketmeetings.com. To learn more about this conference contact Diana Douglas at ddouglas@sbctb.org.



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

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Travel Talk

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



July-Aug. 2010

Consultant working to create a Master Destination Plan

The Shreveport-Bossier Convention and Tourist Bureau brought on the Destination Consultancy Group to create a Strategic Destination Plan for Shreveport-Bossier, Caddo and Bossier Parishes.

Founding partner Don Anderson, who has more than 30 years of extensive industry experience in hospitality operations and tourism management, met with various groups in June to discuss this plan and get valuable input.

These workshops were held with community leaders, government officials, hospitality partners, economic development, associations and others.

"We envision a strategic long-term plan that tactically meets the growing needs of tourism so that the community as a whole continues to reap the benefits of this major industry," said Stacy Brown, tourist bureau

president.

Some of the goals of the workshops were to know the main destination challenges facing Shreveport-Bossier; review the destination brand position and prepare an appropriate brand promise; and to identify new proposed strategic initiatives to meet the Shreveport-Bossier destination challenges and realize its vision.

Don led these discussions and is compiling the community's feedback. He will return in August to share those findings and conclusions with the community.

"The vision for tourism is meant to be inclusive of everyone," Brown said. "That is why it is extremely important to get as many people's input as we possibly can so that we can all work together to overcome the challenges and take advantage of the opportunities."



Don Anderson, founding partner of Destination Consultancy Group, leads a discussion here on a tourism master plan.

"ShreveBo" so much better than OK



The Shreveport-Bossier Convention and Tourist Bureau, along with its gaming partners – Boomtown Casino and Hotel, Eldorado Resort Casino Shreveport, Harrah's Louisiana Downs, Horseshoe Casino and Hotel and Sam's Town Hotel and Casino Shreveport – have formed a casino coop meant to attract more of the gamers from Dallas and surrounding areas.

Recently the coalition launched a multi-media campaign "ShreveBo" to promote this area's quality gaming experience. ShreveBo is an absolute treasure for those seeking excitement and relaxation. Visitors will quickly come to realize why ShreveBo is "So much better than OK". To learn more about ShreveBo visit www.shrevebo.com. Also join ShreveBo on Facebook and Twitter.

Dates to Remember:

Shreveport-Bossier Hotel and Lodging Association

July 13, noon, Petroleum Club

Aug. 10, noon, Petroleum Club

Hospitality Breakfast

July 7, 8 a.m., DiamondJacks Casino and Resort

Tourism on the Town:

July 8, 5-7 p.m., Copeland's Cheesecake Bistro

Aug. 12, 5-7 p.m., CMT Horseshoe Casino and Hotel

Travel Outlook Conference

Aug. 3, 8 a.m. Bossier Civic Center

Calendar of Events

July/August

- 7/1** Please Give. Robinson Film Center.
7/1-10 Pop! art from Bubble Wrap. Artspace.
7/1-18 Arts in Medicine: Colors of Courage. R.W. Norton Art Gallery.
7/1-29 Life Draw Sessions. Artspace.
7/1-31 Bistro Tunes for the Summer. Bistro Byronz.
7/2 Peter Pan Players Academy Summer Camp.
7/2 Oak Ridge Boys and Ronnie Millsap in Concert. Riverdome at Horseshoe Casino & Hotel.
7/3 First Saturday Tour: American History Tour. R.W. Norton Art Gallery.
7/4 KTBS-3 Independence Day Festival. Riverview Park, downtown Shreveport.
7/7-11 Memoir. Riverview Theatre.
7/8 Wednesday Night Game Group. Robinson Film Center.
7/9-10 80's Night presents Dirty Dancing. Robinson Film Center.
7/10 Saturday Speaker Series: Pioneering the Louisiana Frontier. R.W. Norton Art Gallery.
7/16 Movies and Moonbeams: Charlie and the Chocolate Factory. Betty Virginia Park.
7/17-18 You Betta Ask Somebody Stage Play. Louisiana State Exhibit Museum.
7/24 Fifth Annual Taste of Culture. Independence Stadium.
7/25 Under the Magnifying Glass: Fifty Miniatures by Wes and Rachele Siegrist. R.W. Norton Art Gallery.
through 8/1 Alex Dzigurski: Poet of Land and Sea. R.W. Norton Art Gallery.
8/3 Arthouse Icons: Breathless. Robinson Film Center.
through 8/4 Itty Bitty Scientists. Sci-Port: Louisiana's Science Center.
8/7 First Saturday Tour: Sunset Tour. R.W. Norton Art Gallery.
8/17 Ansel Adams: The Masterworks. R.W. Norton Art Gallery.
8/19 TNT Express. A Trolley Tour that Explodes Art & Culture. Artspace.
8/20 Movies and Moonbeams: Finding Nemo. Southern Hills Park and Community Center.
8/21 El Dorado Resort & Casino Tuff Hedeman Louisiana Shootout. CenturyTel Center.
8/21 Big Things Come in Small Packages. R.W. Norton Art Gallery.
8/23-9/1 The Star-Spangled Girl. BPCC Performing Arts Theatre.
8/27 2010 Collector's Choice Wine Tasting and Auction. Sam's Town Casino & Hotel.
through-8/28 Great Women in History. Karpeles Manuscript Library Museum.
through-9/4 Shreveport Farmers' Market. Festival Plaza.
through-9/6 \$2.50 Tuesdays at Holiday Lanes. Holiday Lanes.

Your Bureau at Work For You

Pat Gill, pr/social media manager, attended the North American Travel Journalists Association Conference in Reno, NV where she pitched story ideas to editors and freelance journalists. She also attended a Vocus, media database users conference in Washington, DC.

Brandy Evans, vice president of communications, attended the Tri-State Press Convention in Tunica, MS as a partnership with the Louisiana Association of Convention and Visitors Bureau. There were nearly 300 editors and journalists from Mississippi, Tennessee and Arkansas.

Suzanne Manfredi, convention sales manager, and **Debbie Hudson**, executive administrative assistant, welcomed the Kappa Kappa Iota Convention at their Oklahoma City event and encouraged them to come in June 2011 for their Shreveport-Bossier convention. **Lisa Hayes**, former senior convention sales manager at the



Suzanne Manfredi
Convention Sales Manager

tourist bureau, has joined the Hilton Shreveport team as group sales manager.

Erica Howard, group leisure sales manager, and **Dianna Douglas**, regional sales manager, attended TAPS conference in Branson, MO. Erica was there to meet with qualified group tour operators and Dianna was there to discuss bringing the conference to Shreveport-Bossier. **Kelly Wells**, vice president of tourism marketing and **JoDee Minter**, director of sales/catering, at Sam's Town Casino also contributed to that effort to lure that conference to the area, as well as promote Fly Branson, the new direct flight between Shreveport and Branson.



Kelly Wells
VP of Tourism marketing

Stacy Brown, president, has been re-elected to serve on the board of directors for the Louisiana Travel Promotion Association. Erica and **Lisa Cote**, sales manager, at Sam's Town Casino made sales calls in the Dallas/Ft. Worth area.

Travel Outlook Conference back to share trends

The popular and successful North Louisiana Travel Outlook Conference, presented by the Shreveport-Bossier Convention and Tourist Bureau, will be held at the Bossier Civic Center on Tuesday, Aug. 3, from 8 a.m.-3 p.m.

"It's always important to know how tourism locally stacks up to national trends and to learn about upcoming initiatives so that we can continue to grow tourism in this region," said Stacy Brown, tourist bureau president.

Nearly 200 hospitality professionals attended last year's event, which provided a forum to discuss both economic trends and the future of the travel industry.

Currently, tourism is doing extremely well and hotel occupancy rates remain high with 78 percent occupancy, year-to-date through April. This is mainly attributed to a healthy mix of leisure travelers, conventions, business travelers, film industry and Haynesville Shale. Last year's occupancy was 68.4 percent, the highest in the state.

"We don't know what the future holds, but we want to be sure as tourism leaders that we keep our

finger on the pulse of travel and tourism so that we can keep ahead of the curve," Brown said.

This year's conference will feature state officials and industry leaders, from a variety of sectors, who will present information about how their industry impacts local tourism.

The new Lt. Governor Scott Angelle will be the featured speaker among other industry experts. Also speaking will be Fred Kent, a leading authority on revitalizing city spaces and one of the foremost thinkers in livability, smart growth and the future of the city. As founder and president of Project for Public Spaces, he is known throughout the world as a dynamic speaker and prolific ideas man. Other topics will include transportation, film industry, and Haynesville Shale.

The cost to attend is \$35 per person, prior to the event, and \$45 at the door. A continental breakfast and lunch is included. To register or for more information about the conference, contact Kathy Melancon at 429-0653.



Convention Calendar

Date	Event	Hotel
July 12 - 13	Louisiana Travel Promotion Association	Homewood Suites Shreveport
July 12 - 14	Council of Petroleum Accountants Society	DiamondJacks Casino and Resort
July 14 - 17	Miss Teen/Junior Teen Princess Louisiana Pageant	Hilton Hotel Shreveport, Shreveport Convention Center
July 18 - 23	Louisiana Baptist State Convention	Best Western Richmond Suites/Holiday Inn West
July 24 - 31	National Beauty Culturists League	Clarion Hotel Shreveport
Aug. 4 - 6	U.S. District Court Support Seminar	Hilton Hotel Shreveport, Shreveport Convention Center
Aug. 11 - 13	Organization of Parish Administrative Officials	Eldorado Resort and Casino
Aug. 24	Professional Insurance Agents of Louisiana, Inc.	Homewood Suites Shreveport
Aug. 31 - September 2	Louisiana Forestry Association	DiamondJacks Casino and Resort

For a complete list of upcoming conventions visit www.shreveport-bossier.org/meetings/calendar

Travel Media Loving What They See

In the months of May and June the tourist bureau hosted some 30 journalists as individual tours or one of three familiarization tours. The largest of the tours was the Society of American Travel Writers Canadian Chapter meeting. This was the group's first time to have a meeting in Shreveport-Bossier.

DiamondJacks Casino and Resort hosted the group. Transportation was provided by A-1 Charter Service and Jan Pettiet of Yesterday's Lady organized the tours around the area.

Michael McCarthy, one of the SATW journalists, said, "I loved all the places we went to and now the big problem is trying to figure out which ones to write about - the Municipal Auditorium, Fertitas, the haunted house, Mardi Gras, river cruise, balloon ride; who knows?"

The Movies, Mudbugs and Movies Oh My! Tour offered an equally impressive line up of things for the journalists to see and do. That tour was during the Mudbug Madness Festival. Journalists represented publications such as *Southern Living*, *Chili Pepper Magazine*, *Basil Magazine*, *Windy City Times* and more.

The Louisiana North Farm to Table Tour showcased Shreveport-Bossier's culinary and cultural diversity. These regional journalists were treated to Shreveport Farmer's Market, the Mooringsport Coffee Plantation, Robinson Film Center and Artspace to name a few things.

"It was a great conference and I really appreciated the hospitality your city offered"

Maureen Littlejohn, writer/editor.



In May and June, journalists from around the country traveled around Shreveport-Bossier. The tours contained all-day activities for the writers to see and do and experience what North Louisiana has to offer.