Industry Briefs

Tourist Bureau initiating destination plan for community.

The Shreveport-Bossier Convention and Tourist Bureau has been working with DCG Consulting to seek input from the hospitality and tourism industry, as well as the entire community for an all-inclusive destination plan. The plan’s intent is to provide an overall and focused direction for tourism in Shreveport-Bossier. The plan would use current and future resources to promote and foster growth in the tourism and convention markets. Focus groups have already provided some invaluable information about this area’s issues, challenges, and opportunities. A list of priority initiatives is being created to drive more visitors to Caddo and Bossier Parishes.

However, the community’s involvement is extremely important. Additional dialogues will occur in September and you can look for online surveys to share further insights into tourism and the community’s desires for the future.

It is anticipated that a draft strategic destination plan will be completed for review by mid-October. Please contact Debbie Hudson at dhudson@sbtcb.org for the next meeting dates and times.

Board of Directors


Tom Ludke, Shreveport-Bossier Hotel Lodging Assn.* Jerry Kuliniak, Louisiana Restaurant Assn.* Thaddeus Pugh, Shreveport Mayor’s Office* Valerie Guinn, Greater Shreveport Chamber of Commerce*

Travel Talk

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

Sept.- Oct. 2010

Partners Work Together to Increase Meetings

During these challenging economic times, meeting planners have been hit by rising costs and decreased attendance. Specifically, some of the challenges facing meeting planners include increasing fuel and transportation costs, shrinking lead times, and decreasing budgets.

“We recognize that if meeting planners can see, feel and taste what we have to offer in Shreveport-Bossier, then they will undoubtedly want to hold their meetings and conventions here”

The Shreveport Convention Center, Hilton Shreveport and Shreveport-Bossier Convention and Tourist Bureau have put together a dynamic offer to increase meetings here and offset costs for the planners. The offer includes a free board/planning meeting for up to 20 people. This package deal includes complimentary transportation (airfare or fuel), hotel stay, board room space and one meal.

The partners are reaching out to the planners through a targeted email blast and direct sales efforts. Specifically, new conventions that have tradeshows, exhibits, and general sessions are being sought, as well as meetings that generate hotel rooms, with a peak of 225 to 450 hotel room nights.

“We recognize that if meeting planners can see, feel and taste what we have to offer in Shreveport-Bossier, then they will undoubtedly want to hold their meetings and conventions here,” said Kim Brice, vice president of convention marketing.

As an added incentive for planners who submit a Request For Proposal before the end of 2010, they will be automatically entered for a monthly sweepstakes drawing for an iPad. This offer started Aug. 1 and ends Dec. 30, 2010. For more information visit, www.shreveportmeetings.com.

Dates to Remember:

- Shreveport-Bossier Hotel and Lodging Association
  - Nov. 9, noon, Petroleum Club
  - Dec. 14, noon, Petroleum Club

- Christmas Open House
  - Nov. 29 - Dec. 3, Downtown Visitor Center

- Tourism on the Town:
  - Nov. 11, 5-7 p.m., Holiday Inn Downtown
  - Dec. 9, 5-7 p.m., Boomtown Casino & Hotel

- Louisiana Restaurant Association
  - TBA, Information: Kelly McLemore, 377-0108

Louisiana’s Other Side

Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

With more than 350,000 square feet of meeting space, the multi-purpose, state-of-the-art Shreveport Convention Center is designed to accommodate any event.

New Wednesday Lunch Trolley Launches Downtown

Shreveport Mayor Cedric Glover and representatives of the Downtown Development Authority, Shreveport Bossier Convention and Tourist Bureau, Shreveport Regional Arts Council, and downtown Shreveport restaurants announced the Wednesday Downtown Lunch Trolley, Aug. 2.

The Lunch Trolley is a free service for downtown workers and visitors to catch a ride to participating restaurants. The trolley will run each Wednesday from 11 a.m.-2 p.m. Participating restaurants are Café at Artespace, River Rock Grill in the Hilton Hotel, and Texas Street Grill in McOp’s Bar. More restaurants will be added in the future. While on the trolley, riders can enjoy the sights of downtown Shreveport and pick up information on what the city has to offer.

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Your Bureau at Work For You

Erica Howard, tourism sales manager, and Kelly Wells, vice president of tourism, will make sales calls in Houston on Sept. 13-14.

The Convention Department has been working with Small Market Meetings over their first-ever conference to be held in Shreveport. Register today for the Small Market Meetings Conference and Reverse Trade-show, October 4–6 at the Shreveport Convention Center. Some 100 meeting planners will be here. Register online for the conference at www.smallmarketmeetings.com. To learn more about this conference or to become a sponsor contact Diana Douglas, regional sales manager, at 318-429-0846 or douglasd@ctcbt.org.

Brandy Evans, vice president of communications, attended the U.S. Travel Association’s ESTO (Educational Seminar for Tourism Organizations) Conference, Aug. 8-10, in Savannah, Ga. The conference spoke to the challenges of adapting and keeping pace with challenges and trends that shape tourism industry.

Carolyn Dowden, convention services coordinator, Suzann Manfredi, convention sales manager, and Kim Brice, vice president of convention marketing, will be doing a bid in South Bend, Ind., Sept. 18. The bid is for the 2014 convention of the American Truck Historical Society.

Jessica Harrington has 13 years experience in marketing, public relations and community relations. She has worked for Harrah’s Louisianas Downs and Horseshoe Casino, Harrah’s Shreveport Casino and Sam’s Town Casino. She will fill the marketing/community relations position for the Bureau.

Outlook Conference speaker sheds new outlook on downtown

The popular and successful North Louisiana Travel Outlook Conference, presented by the Shreveport-Bossier Convention and Tourist Bureau, was held at the Bossier Civic Center, Aug. 3. Approximately 100 people attended the conference.

The conference was held to share new information and trends with the regional tourism industry. Some of the topics discussed were:

• The completion of I-49 and its impact on tourism when more cars are flowing through the area.
• The booming film industry and what its rapid growth means for hoteliers and the area.
• The Haynesville Shale and how long it is expected to extend and what that means for hoteliers and the local economy.
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However, the featured speaker Fred Kent, a leading authority on revitalizing city spaces and one of the fore-