Industry Briefs

Everyone is invited to join Chris Jay, tourist bureau social media and public relations manager, and Sara Hebert of Williams Creative Group, both local experts, to learn more about social media. This session is sponsored by PRLA Northwest and is scheduled for 11:30 a.m., Thursday, July 7 at the Shreveport-Bossier Convention and Tourist Bureau. Plan to bring your own lunch and $5 for the meeting fee. For more information contact Chris at 429-0658 or cjay@sbctb.org.

The Shreveport Regional Arts Council is revealing the vision of SHREVEPORT COMMON, a nine-block area of downtown Shreveport located at Common Street and Texas Avenue. For more information on what is happening in the arts and cultural community in Shreveport contact Julia Foley at 673-6500.

As the industry’s leading event for destination marketing focused education, DMAI’s annual convention remains a must-attend event for destination marketing professionals. Plan now to attend DMAI's 97th Annual Convention, July 20–22, at the Sheraton New Orleans Hotel in New Orleans, Louisiana. Register online at www.destinationmarketing.org.

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log on to www.shreveport-bossier.org/partners for industry events and updates

Tourist Bureau Achieves Destination Marketing Accreditation

The Shreveport-Bossier Convention and Tourist Bureau has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Washington, DC-based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, DMOs such as the Shreveport-Bossier Convention and Tourist Bureau communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.

“The Shreveport-Bossier Convention and Tourist Bureau is honored to receive accreditation from DMAP,” said Stacy Brown, bureau president. “We’re pleased to be recognized in the destination marketing community for providing outstanding services in accordance with international standards and benchmarks in this field.”

The SBCTB provided evidence of compliance with 58 mandatory and 30 voluntary standards developed by DMAP. These accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing.

“Known as the Hollywood of the South, Shreveport-Bossier has recently become the third biggest venue for movie-making in the U.S. after New York City and Los Angeles.”  
Cassie Kreitner, Family Circle Magazine

Dates to Remember:

Shreveport-Bossier Hotel and Lodging Association  
Sept. 10, noon, Petroleum Club  
Oct. 11, noon, Petroleum Club

Hospitability Breakfast  
Sept. 27, 8 a.m., Sonic at Boss Pro Sho
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Oct. 12, 8 a.m., Skybox at the State Fairgrounds of Louisiana

Tourism on the Town:  
Sept. 14-15, 7 p.m., Multicultural Center of the South

Oct. 13, 5-7 p.m., Allure Ultra Lounge at Eldorado Casino & Resort

Louisiana Restaurant Association  
Sept. 28, 10 a.m., Robinson Film Center

Oct. 14, 6 p.m., Chant’s

2011 Travel Outlook Highlights area’s Diverse Economy

The 2011 Travel Outlook Conference was held, August 11 at the Lakehouse at the Village in Bossier City. Various movers and shakers had promising things to say about the future of tourism in the area. Lieutenant Governor Jay Dardenne opened the conference with a Boudreaux and Thibodeaux joke, and he followed by emphasizing Shreveport-Bossier’s importance to the state’s economy. From gaming and shopping to the film industry and new fuel technology, he expressed his pride in north Louisiana’s economic achievements.

Attendees heard from professionals in each major economic arena. Wade Duty, executive director of the Louisiana Casino Association characterized Shreveport-Bossier as the “biggest dog in Louisiana,” employing 35 percent of the casino workforce in the state. Arlena Acree with the Shreveport-Bossier Film Office reported 11 productions, with combined budgets of $45 million and 4,500 room nights so far this year.

Shreveport Regional Airport Director, Bill Cottsey was optimistic about the future of air travel in Shreveport-Bossier as he recounted double digit passenger growth last year.

Lieutenant General Russel Honoré, who has singlehandedly taken on the task of raising funds for Louisiana’s Bicentennial celebration, was the keynote speaker for the conference luncheon. Tourist Bureau President, Stacy Brown and chairman, Fredrick Henson presented a check of $2000 to the LT. General to kick start fundraising for the Bicentennial. Following the initial donation, matching donations were made by the Louisiana Casino Association characterized Shreveport-Bossier as the “biggest dog in Louisiana,” employing 35 percent of the casino workforce in the state. Arlena Acree with the Shreveport-Bossier Film Office reported 11 productions, with combined budgets of $45 million and 4,500 room nights so far this year.

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Your Bureau at Work

Shreveport-Bossier rolls out the red carpet for LMA

The Louisiana Municipal Association, made up of elected officials from around the state, held its biennial conference at the Shreveport Convention Center. The Shreveport-Bossier Convention and Tourist Bureau partnered with the City of Shreveport and Bossier City to make the conference a reality. Because of the magnitude of this conference, the event was city-wide with delegates staying in at least seven other hotels besides the Hilton Shreveport.

To accommodate the group, the tourist bureau provided Welcome Crews at host hotels that provided maps, visitor guides and other information that made their stay enjoyable.

"This was a significant event for our community," said Stacy Brown, tourist bureau president. "By partnering with our local government, we were able to bring this group and we rolled out the red carpet for them to make them feel special and welcomed in our community."

The economic impact of the convention to the sister cities was estimated at $805,926 and $2,507,825 for the sister cities was estimated at $805,926 and $2,507,825 for the Louisiana Municipal Association, respectively. We were able to bring this group and we rolled out the red carpet for them to make them feel special and welcomed in our community."

One-on-one training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive one-on-one training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications. The intensive training will help them market Shreveport-Bossier more effectively to consumers, group and convention publications.