Industry Briefs

The tourist bureau is launching its spring campaign, See It, Bet It, Taste It, May through July in East Texas and Dallas. The campaign includes a magazine insert in the Sunday circulation of select suburbs in Dallas and several East Texas publications. It also includes 24 billboards in Dallas, radio spots and online promotion. The purpose is to remind leisure visitors that Shreveport-Bossier is a great destination for weekend and summer getaways.

The Northwest Louisiana Scenic Byway, also known as the Boom Route, now has handheld audio-visual GPS tour guide devices available for check out at the Shreveport-Bossier Convention and Tourist Bureau’s downtown visitor center. The GPS devices will make traveling the Boom or Bust Byway a more interactive experience. If you would like to try out the GPS guide, pick one up at the downtown visitor center.

The Shreveport Regional Arts Council (SRAC) is accepting applications for the Louisiana Division of the Arts Decentralized Arts Funding Program, which funds art projects in 10 parishes providing jobs for artists and access to the arts. An application is available for download at www.shrevearts.org. The deadline for application submission is June 1, 2012. For more information contact Vickie Marshall, community development director at (318) 873-6500 or vickie@shrevearts.org.

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Louisiana’s OTHER SIDE

SHREVEPORT-BOSIER Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

TRAVEL TALK

May-June 2012

Let’s support, celebrate tourism - May 8

Tourism may not always be top of mind for Shreveport-Bossier residents. After all, the very definition of a tourist is one traveling to and staying in places outside their usual environment. It’s natural for the citizens of the sister cities to forget that Shreveport-Bossier is the second-most visited city in Louisiana. So each year during National Travel and Tourism Week, May 5-13, 2012, the Shreveport-Bossier Convention and Tourist Bureau reminds residents of tourism’s economic impact.

This year, a National Travel and Tourism Rally Day — Lunch on the Lawn event will be held from 11 a.m.-1 p.m. on Tuesday, May 8 at the Caddo Parish Courthouse, located at 501 Texas Street in downtown Shreveport. A brief news conference will kick things off. Shreveport Mayor Cedric Glover and Bossier City Mayor Lorenz Walker will present a joint proclamation extolling the benefits of tourism. In 2010, tourism brought in $900 million to Caddo and Bossier parishes and generated $22 million in local tax revenue.

At the event, Airheart will groove the afternoon away and local street food vendors will be on hand. This event is free and open to the public. There will be free refreshments. Special thanks to the Downtown Development Authority for their partnership in the event.

P.R.I.D.E. Honors Industry Stars

The bureau will host the annual P.R.I.D.E. Awards Gala as part of National Travel and Tourism week activities, 6 p.m.-9 p.m., May 10, 2012 at DiamondJacks Casino and Resort. This event recognizes leaders and outstanding employees in Shreveport-Bossier’s hospitality industry.

Tickets are $35 per person or reserve a table of 8 for $280. Register online at 2012prideawards.eventbrite.com. For more information contact Kathy Melancon at kmelancon@cbctb.org or (318) 429-0654.

Packaging and Partnerships pay off for attractions

The Shreveport-Bossier Convention and Tourist Bureau partners with the area’s attractions to attract overnight visitors and increase attendance. Recently, the tourist bureau teamed up with Sci-port. Louisiana’s Science Center, Barnwell Garden and Art Center, Multicultural Center and Artspace to create and market a package for student group tours.

“Our Downtown Shreveport Field Trip Pack- age offers a great opportunity for teachers and students to enjoy science, culture, art and horticulture for $20 a student,” said Karen Wissing, public relations and marketing manager for Sci-port. This resulted in new inquiries and three booked overnight tour groups from central Louisiana and Mississippi. The group is now looking for new publications to advertise in surrounding markets.

Travel is a force that can drive our nation’s economic recovery. It is one of the healthiest sectors of our economy in terms of job creation and hiring, employing one out of every nine Americans.

-Roger Dow, president and CEO of the U.S. Travel Association

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

IN INSIDE:

Film Prize brings Film-makers to Area

Benefits of FAM Tour

Spring Campaign Launched on back
Tourist Bureau to launch new database

The bureau has chosen a new Customer Relationship Management (CRM) provider that will replace the current system, iGDS. The new system, Simpleview, was developed specifically for travel and tourism agencies and is based on the way these agencies work. Simpleview will facilitate the bureau’s sales, marketing and hospitality industry partnership activities by making it easier to communicate with stakeholders and making it easier for them to communicate with the bureau. Simple, built-in tools for communications, workflow and productivity enable shorter response times, higher productivity, enhanced partner and customer relations, lower operational costs and increased sales and visits.

Simpleview is a web-based system, which means it can be accessed from any Internet-connected computer. Users can create traces and alerts for managing workflow, leads and referrals. Hotel partners using Delphi will appreciate Simpleview’s seamless integration with that system.

Pat Gill, Internet and systems manager, is currently in the process of mapping and migrat-
ing data from iGDS to Simpleview. Once the mi-
gation has been thoroughly tested and finalized, the bureau staff will undergo extensive training in the new system. Shortly thereafter, they will conduct training for industry partners.

If you have questions, contact Kim Brice, vice president of convention marketing, at (318) 429-0623 at kb@sbctb.org or Pat Gill, Internet & systems manager at (318) 429-0630 or pgill@sbctb.org.