The 2012 Travel Outlook Conference will be held from 8 a.m. - 2 p.m., Tuesday, Aug. 7 at the Eldorado Resort Hotel. To learn more about the conference or to RSVP contact Kathy Melancon, Product Development and Film Manager at (318) 425-0654 or kmelancon@sbctb.org.

The tourist bureau is currently transitioning from iDSS, a Customer Relationship Management (CRM) provider and database to Simpleview. This facilitates the bureau’s sales, marketing and hospitality industry partnership activities by making it easier to communicate and perform sales tasks. The expected launch date is fall 2012. The tourist bureau will host industry training days for hoteliers, attraction representatives and industry partners. To learn more about training opportunities contact Kim Brice, vice president of convention marketing, at kbrice@sbctb.org or Pat Gill, Internet and Systems Manager, at pgill@sbctb.org.

Shreveport-Bossier will remain a competitive and attractive destination for large-scale events like the Bassmaster Classic, thanks to a new law. Senate Bill 751, signed into law as Act No. 855. The new act makes it easier for large-scale events to spend their dollars. Judy Randall of Randall Travel Marketing will present the latest tourism trends at the next quarterly attraction seminar, Monday, Sept. 10. The free seminar, hosted by the tourist bureau, is open to attraction representatives, hoteliers and industry partners.

Randall last visited Shreveport-Bossier in 2011 when she performed a reconnaissance study of area attractions. She presented her findings to a group of attraction representatives, and she met with them one-on-one to discuss ways to improve attractions’ curb appeal and visitors’ experiences.

To facilitate visitors’ explorations of the Boom or Bust Byway, the Shreveport-Bossier Convention and Tourist Bureau, through a matching grant provided by the Federal Highway Transportation Enhancement Grant through the Louisiana Office of Tourism, has produced a self-guided video tour of the route. Travelers can check out a handheld device called a GPS Ranger® to experience the video tour. The GPS Ranger® shows travelers their position on a map while revealing the history and culture of communities along the Boom or Bust Byway. The GPS Ranger® devices can be checked out from and returned to the tourist bureau, located at 629 Spring Street in Shreveport.

To learn more about training opportunities contact Kim Brice, vice president of convention marketing, at kbrice@sbctb.org or Pat Gill, Internet and Systems Manager, at pgill@sbctb.org.

Tal TALK

Boom or Bust Byway and GPS Ranger® ready for tourists

Travelers exploring the Boom or Bust Byway - a 130-mile route along LA 2, featuring new signage and interpretive kiosks in Vivian, Plain Dealing, Sarepta and Homer - will learn about the region’s agricultural past, oil and gas “boomtowns,” recreation options made possible by the lakes and bayous along the route. Byway travelers will also pass through historic towns such as Mooringport, Dil City, Belcher, Gilliam, Shongaloo and Lisbon.

To facilitate visitors’ explorations of the Boom or Bust Byway, the Shreveport-Bossier Convention and Tourist Bureau, through a matching grant provided by the Federal Highway Transportation Enhancement Grant through the Louisiana Office of Tourism, has produced a self-guided video tour of the route.

Travelers can check out a handheld device called a GPS Ranger® to experience the video tour. The GPS Ranger® shows travelers their position on a map while revealing the history and culture of communities along the Boom or Bust Byway. The GPS Ranger® devices can be checked out from and returned to the tourist bureau, located at 629 Spring Street in Shreveport.
Shreveport-Bossier: A sporting destination

Hosting sporting events like the USA National University Weightlifting Championships and the 2009 and 2012 Bassmaster Classics puts Shreveport-Bossier on the national sports map. Building and maintaining that status is what keeps the Shreveport-Bossier Sports Commission hard at work, and it seems the elbow grease is paying off in the form of repeat events and new, exciting match-ups. Two recent bid wins include the USAA Boys’ and Girls’ State Golf Tournament for 2013 and 2014 and the USA Wakeboard Regional Qualifier 2012. By hosting the wakeboard qualifying event, sports commission representatives hope to bring the national event to Shreveport-Bossier in 2013.

Fishing is another one of the area’s strong suits, and 2012 is full of gastronomy action.

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

For help planning a sporting event contact:
Kelly Wells, (318) 429-0632 or kwells@sbctb.org, www.shreveportbossierconventions.org

Shreveport-Bossier: A sporting destination

David Hoekman, Managing Editor of Group Tour Magazine, was one of five journalists who visited Shreveport-Bossier, May 24-27, to take part in a food-themed tour spanning both cities. Hoekman took to the popular social media platform Twitter to share a first-time culinary experience: eating boiled crawfish in Louisiana.

Participants experienced a whirlwind tour comprising 22 local eateries, ranging from fine dining to down-home, “mom and pop” dives. Tour participant Demetra Pappas, travel writer for New York City’s Resident Magazine, was particularly impressed by the beguils at Marilyn’s Place in Shreveport and the spicy boiled crawfish at Kim’s Seafood in Bossier City. Other popular stops on the tour included Ferrita’s Delicatessen, C&C Café, and a moving farm-to-table experience courtesy of Valencia Urban Garden and Wine Country Bistro.

The Shreveport-Bossier Convention and Tourist Bureau hosts up to six themed media tours each year. Upcoming tours include the “Boos & Brows” Tour in October and the Holiday Trail of Lights Tour in November.

Food-themed media tour a success

David Hoekman, Managing Editor of Group Tour Magazine, was one of five journalists who visited Shreveport-Bossier, May 24-27, to take part in a food-themed tour spanning both cities. Hoekman took to the popular social media platform Twitter to share a first-time culinary experience: eating boiled crawfish in Louisiana.

Participants experienced a whirlwind tour comprising 22 local eateries, ranging from fine dining to down-home, “mom and pop” dives. Tour participant Demetra Pappas, travel writer for New York City’s Resident Magazine, was particularly impressed by the beguils at Marilyn’s Place in Shreveport and the spicy boiled crawfish at Kim’s Seafood in Bossier City. Other popular stops on the tour included Ferrita’s Delicatessen, C&C Café, and a moving farm-to-table experience courtesy of Valencia Urban Garden and Wine Country Bistro.

The Shreveport-Bossier Convention and Tourist Bureau hosts up to six themed media tours each year. Upcoming tours include the “Boos & Brows” Tour in October and the Holiday Trail of Lights Tour in November.

Food-themed media tour a success

David Hoekman, Managing Editor of Group Tour Magazine, was one of five journalists who visited Shreveport-Bossier, May 24-27, to take part in a food-themed tour spanning both cities. Hoekman took to the popular social media platform Twitter to share a first-time culinary experience: eating boiled crawfish in Louisiana.

Participants experienced a whirlwind tour comprising 22 local eateries, ranging from fine dining to down-home, “mom and pop” dives. Tour participant Demetra Pappas, travel writer for New York City’s Resident Magazine, was particularly impressed by the beguils at Marilyn’s Place in Shreveport and the spicy boiled crawfish at Kim’s Seafood in Bossier City. Other popular stops on the tour included Ferrita’s Delicatessen, C&C Café, and a moving farm-to-table experience courtesy of Valencia Urban Garden and Wine Country Bistro.

The Shreveport-Bossier Convention and Tourist Bureau hosts up to six themed media tours each year. Upcoming tours include the “Boos & Brows” Tour in October and the Holiday Trail of Lights Tour in November.