

Industry Briefs

The Shreveport-Bossier Convention and Tourist Bureau will host a **Travel Research Trends Seminar**, featuring guest speaker and research guru Judy Randall of Randall Travel Marketing on Monday, Sept. 10. The free seminar includes lunch and it is open to attraction representatives and hoteliers. Contact Sarah Williams for more details at (318) 429-0645 or swilliams@sbctb.org. To register for the seminar online go to travelresearchtrends.eventbrite.com.

Labor Day football starts on Thursday, Aug. 30 when **Louisiana Tech Bulldogs take on the Texas A&M Aggies** at 6:30 p.m. The action continues Saturday, Sept. 1, when the Grambling State University Tigers take on the Alcorn State University Braves in the **2012 Port City Classic**. Saturday, Sept. 8, **Battle on the Border-High School Football Showcase** kicks off at 3 p.m. All tickets can be purchased at the Independence Bowl Office and State Fair of Louisiana.

Sci-Port: Louisiana's Science Center will host *Titanic: The Artifact Exhibition* from Sept. 29 through Jan. 20, 2013. The exhibition will include 200 authentic artifacts and extensive room re-creations. Visitors will become explorers of the wreck through hands-on programming and demonstrations. Call (318) 424-3466 or visit www.sciport.org/Titanic for more information.

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



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101



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news from shreveport-bossier convention & tourist bureau

TRAVEL TALK

Sept.-Oct. 2012

Forrest Wood Cup Coming to Shreveport-Bossier in 2013

Event organizers recently announced that the Forrest Wood Cup will be held on the Red River in Shreveport-Bossier, Aug. 15-18, 2013. The Forrest L. Wood, Outdoor's prestigious bass fishing tournament of the year, will feature the top 35 pro anglers from the Walmart FLW Tour competing for as much as \$500,000, while co-anglers compete for as much as \$50,000.

Red River South Marina will be the launch site and CenturyLink Center will serve as the weigh-in site. The Forrest Wood Cup Expo will feature more than 150 vendors at the Shreveport Convention Center.

The Shreveport-Bossier Sports Commission, with the support of the City of Shreveport, Bossier City, Caddo Parish Commission and Bossier Parish Police Jury, is the official host organization for the 2013 event. Shreveport-Bossier was selected as a result of the Sports Commission's efforts beginning with meetings at the National Association of Sports Commissions (NASC) Sports Event Symposium, held in Hartford, Conn. in April 2012.

"The FLW always enjoys coming to the Shreveport-Bossier area. Building on that relationship, we were able to secure their biggest annual event," said Kelly Wells, vice president of sports and tourism marketing. "The entire FLW staff is top-notch to work with and they care about our community and how their event impacts the area. We knew going into negotiations that the event needed to be a fit for both sides, and we feel we were able to achieve that. The sports commission is excited to bring another high-quality event that the entire community can enjoy and rally behind."



Stacy Brown, tourist bureau president, and sports commission partners announce at 2012 FLW Tournament that the event will be coming to Shreveport-Bossier in August 2013.

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Dates to Remember:

Shreveport-Bossier Hotel and Lodging Association

Sept. 11, noon, TBA
Oct. 9, noon, TBA

Hospitality Breakfast

Sept. 5, 8 a.m., Sam's Town Hotel & Casino
Oct. 3, 8 a.m., State Fairgrounds Skybox

Louisiana Restaurant Association

Sept. 17, 6 p.m., Monsour's
Oct. 22, 6 p.m., Petroleum Club

Randall Travel Research Trends Seminar

Sept. 10, 8:30 a.m.-2:30 p.m.,
University of Phoenix at Louisiana Boardwalk
Contact: Sarah Williams (318) 429-0645
travelresearchtrends.eventbrite.com

Sales Mission a Win-Win for Group Tours

Erica Howard, tourism sales manager for the Shreveport-Bossier Convention and Tourist Bureau, and Kimberly Brown, sales and business executive for Horseshoe Casino & Hotel and Harrah's Louisiana Downs recently traveled to Houston to make sales calls. They promoted the Holiday Trail of Lights, 2013 Mardi Gras Bash and special casino programs. They met with nine group tour operators and bus companies resulting in five leads for future business.

"Sales missions like this have been a huge success for the local group

tour market," said Howard. The industry partner is able to pitch and sell their product, whether it is hotel accommodations, time at one of our local casinos, or one of our attractions. Then I step in and fill in all the missing pieces. We leave the meeting with a booking and the client has a product they can begin selling immediately. It's a win-win for everyone."

Howard and Brown also partnered on an Arkansas sales mission in July. They returned with three booked tours and three leads for future business.

"The Shreveport-Bossier Convention and Tourist Bureau raised the bar for future host communities," said Stefanie Gorder. "I want to personally thank [tourist bureau staff] for their role in ensuring that TAP Dance 2012 was a success. And special thanks goes to Sam's Town Hotel and Casino's JoDee Minter as well. || - Mac Lacy, The Group Travel Leader July/August 2012



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FUN GUIDE!

Calendar of Events

September/October

- 9/1 Natalie Cole. Sam's Town Hotel & Casino.
- 9/1 2012 Port City Classic. Independence Stadium.
- 9/1-3 2012 Louisiana Cup - Rumble on the Red. Fair Grounds Field.
- 9/2 Meat Loaf. Horseshoe Casino & Hotel.
- 9/6 Ed Asner as FDR. Strand Theatre.
- 9/7-13 4th Annual North Louisiana Gay and Lesbian Film Festival. Robinson Film Center.
- 9/8 Margaret Cho. Municipal Memorial Auditorium of Shreveport.
- 9/8 The Temptations. Horseshoe Casino & Hotel.
- 9/9 Bossier Digital Arts Festival and Career Fair. Bossier Civic Center.
- 9/15 Bill Engvall. Horseshoe Casino & Hotel.
- 9/15 4th Annual Shreveport Dragon Boat Festival. Riverview Park.
- through 9/16 Along the Way - Artwork of Blair Thrall. Artspace.
- 9/22 Sylvia Browne. Horseshoe Casino & Hotel.
- through 9/28 Honoring the Greatest Generation: World War II Military and Home Front. Spring Street Historical Museum.
- through 9/28 Chambers. Reans, Slaughter. Gallery Fine Art Center.
- through 9/31 The Louisiana Bicentennial Celebration 2012. Karpeles Manuscript Library Museum.
- 10/1 The Alice Coleman Memorial 2012 BOMA Golf Tournament. Shreveport Country Club.
- 10/5-7 Louisiana Film Prize Festival. Robinson Film Center.
- 10/6 Al Green. Horseshoe Casino & Hotel.
- 10/6 Titanic the Musical. Strand Theatre.
- 10/6-13 Red River Arts Festival. Festival Plaza.
- 10/12 Brad Paisley with The Band Perry and Scotty McCreery. CenturyLink Center.
- 10/13 Martina McBride in Concert. Horseshoe Casino & Hotel.
- through 10/15 Lynn Laird - Follow the Octopus. East Bank Gallery.
- 10/19 Shreveport Symphony plays Movie Masterpieces. Riverview Theatre.
- 10/20 4th Annual BREW Festival. Festival Plaza.
- through 10/20 Chimpanzee Discovery Days. Chimp Haven.
- 10/25-11/11 2012 State Fair of Louisiana. State Fairgrounds.
- 10/27 5th Annual Shreveport Zombie Walk. Downtown Shreveport.
- 10/27 2012 Shreveport Classic. Independence Stadium.
- through 10/31 Corn Maze and Pumpkin Patch. Dixie-Maze Farms.

shreveportbossierfunguide.com

Submit your events on the Fun Guide for FREE

Your Bureau at Work

Suzanne Manfredi, convention sales manager and **Suzy Sanchez**, sports intern, traveled to New Orleans for the Connect Marketplace in August. Sanchez had appointments with two sports events rights' holders-the Intercollegiate Tennis Association and the National Congress of State Games; a multi-sport events organization.

Brandy Evans, vice president of communications, was recently nominated for an ATHENA Award by the Business Development Connection of the Greater Shreveport Chamber of Commerce and the Bossier Chamber of Commerce. This award recognizes seven outstanding women who are leaders in the business sector and community.

Sarah Williams, communications coordinator, has been named to serve on the Louisiana Travel Promotion Association Marketing Task Force. The group will meet in September to discuss marketing initiatives that affect the entire state.

Stacy Brown, tourist bureau president, is attending the annual Society of American Travel Writers Conference in Indianapolis in September. She has appointments with several journalists who write for biker publications, AAA and

AARP publications, online travel publications and others. She will be pitching them on the new Boom or Bust Byway, local culinary scene, fall festivals and other story ideas.

Shreveport-Bossier has been named host city for the 2013 North American Travel Journalists Association Conference. **Dianna Douglas**, regional sales manager, in partnership with **Brandy Evans**, vice president of communications, and **Chris Jay**, social media/pr manager, collaborated to win this bid.

Chris Jay also attended Travel Media Showcase in August where he was awarded the "Journalist's Choice Award," for the second year in a row. The award is presented to one convention and visitor's bureau each year for being "most prepared and most professional." Jay attended the show to promote food, festivals and film. Jay also recently received the "Communicator of the Year Award" from the Public Relations Association of Louisiana's Northwest Chapter. Nominated by his peers, Jay earned the title for his work in the community and involvement with the organization. PRAL provides educational and networking opportunities to local public relations professionals.



Brandy Evans
Vice President of Communications



Chris Jay
Social Media/PR Manager

Selling Shreveport-Bossier

Convention business in Shreveport-Bossier represents 18.06 percent of the visitor market. Sports and convention meetings are important to the overall tourism mix. In 2012, the area has hosted 299 conventions, overnight groups and sporting events with another 75 slated through the end of the year. Sporting events are picking up and showing no signs of slowing down with new events to the region like wakeboarding and the USSSA Black American World Tournament.

In July, Shreveport-Bossier, Lake Charles and Hammond were selected as the host cities for the 2013 Louisiana High School Athletic Association (LHSAA) boys' and girls' regional basketball tournaments. In Shreveport-Bossier, the CenturyLink Center will be the host venue for the northern regional semi-finals set for March 1-2, 2013.

In August, the North American Travel Journalists Association awarded its 2013 conference to Shreveport-Bossier. This will be the group's first time to meet in the area. Past

conferences have been held in Las Vegas, Nev.; Cleveland, Ohio; and Anaheim, Calif.

Year-to-date, the convention sales team has sent out 172 leads in 2012 compared to 137 in 2011 to area hotels. Those leads represent 58,145 potential delegates to the community.

Other conferences the sales staff are working on include the Louisiana Dental Association and Louisiana Urological Society.

"Increased convention and sporting business is economic development that creates a ripple effect that benefits hotels, restaurants, attractions, retail, gaming and other sectors of the Shreveport-Bossier economy," said Kim Brice, vice president of convention marketing.

Successful Meetings recognized the Shreveport-Bossier Convention and Tourist Bureau as a 2012 Pinnacle Award Winner. This award is given to organizations that have done an outstanding job servicing meetings, incentive travel programs, trade shows and conventions during the previous year.



Holiday Trail of Lights Announces 2012 Events

Details of holiday events planned for five regions of northern Louisiana – Alexandria-Pineville, Minden, Monroe-West Monroe, Natchitoches and Shreveport-Bossier – were announced at a news conference in July at the Barnwell Garden and Art Center. The 2012 Holiday Trail of Lights will offer a growing roster of events including popular festivals, holiday markets, live music events and more in each of the five regions.

New this year, each of the eight cities will display an 18-foot LED sign welcoming visitors and promoting awareness of the Holiday Trail of Lights. The signs feature the trail's logo. Shreveport-Bossier's signs will be located at the Greenwood Welcome Center and Louisiana Boardwalk.

The group also announced a new event "Turn on the Holidays: A Bicentennial Celebration," Nov. 17, in downtown

Natchitoches featuring live entertainment by Grammy®-nominated and Louisiana native Tab Benoit, accompanied by bands and special performances representing each of the five regions.

In addition to live entertainment, there will be a marketplace featuring artisans from each of the regions, as well as kid-friendly activities throughout the day.

Shreveport-Bossier's holiday celebrations kick-off with the lighting of a 40-foot Christmas tree at the Louisiana Boardwalk 6 p.m. on Thursday, Nov. 15. Christmas in Roseland, featuring more than one million lights adorning the Gardens of the American Rose Center, will run Fridays, Saturdays and Sundays, Nov. 23-Dec. 23. New this year, local tour guide Jan Pettiet will host Candlelight Christmas Tours, Dec. 6-7 and Dec. 13-14. For a full list of

holiday events visit www.holidaytrailoflights.com.



SBCTB Chairman, Luke Turner and Natchitoches Mayor, Lee Posey celebrate the holiday season early at the Holiday Trail of Lights Media Event at the Barnwell Garden and Art Center.

Fall Festival Season Comes Alive in Shreveport-Bossier

Fall season means cooler weather, football and festivals galore for most residents and visitors. For the bureau staff it means it's time to gear up for media tours as journalists from across the country descend upon the sister cities to experience art, culture and unique cuisine found only in Shreveport-Bossier.

For two consecutive weekends in October, Chris Jay, public relations and social media manager, will host up to eight journalists. These tours have been customized to incorporate Shreveport-Bossier City's premier beer-tasting event, BREW, on Oct. 20 and the 5th Annual Shreveport Zombie Walk on Oct. 27.

Other fall festivals include the 4th Annual North Louisiana Gay & Lesbian Film Festival, Sept. 7-13, at the Robinson Film Center; the 36th Annual Red River Revel Arts Festival, Oct. 6-13, in Festival Plaza; the State Fair of Louisiana, Oct. 25-Nov. 11, at the State Fairgrounds; and the Texas Avenue Makers Fair, Nov. 10, at the corner of Texas Avenue and Common Street.

For a full list of festivals and events visit www.shreveportbossierfunguide.com.



Family fun featuring games and thrills at the Annual State Fair of Louisiana, Oct. 25 - Nov. 11 at Fairgrounds Field.

CONVENTION CALENDAR

DATE	EVENT
Sept. 1 - 3	Red River Adult Baseball League
Sept. 13 - 16	Real Estate Investment Seminar
Sept. 14 - 16	United States Speciality Sports Association
Sept. 15	Shreveport Rotary Club Dragon Boat Race
Sept. 19 - 21	Louisiana Realtors Association
Sept. 21 - 23	UKC World Championships
October 4 - 8	Bossier Tennis Center
October 19 - 21	Red Rlver Rounders
October 25 - 28	American Orchid Society
October 27 - 28	Swamp Sports

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