AdvoCare V100™ Independence Bowl kicked off at 1 p.m., Friday, December 28. It will be televised nationally on ESPN. "As the 2012 AdvoCare V100™ Independence Bowl date was announced, excitement for game day has grown even more," said AdvoCare President and CEO Richard Wright.

Chimp Haven’s staff welcomed a new baby. This news generated about 100 stories. It was featured in publications such as the Journal Gazette.

V100™ Independence Bowl date is announced, excitement for game day.

AdvoCare V100™ Independence Bowl kickoff is 1 p.m., Friday, December 28.

Quarterly Attraction Seminar set for Jan. 28, 2013 from 9 to 2 p.m. The seminar will help attractions develop unique, hands-on, transformational experiences under 40.

Melinda Coyer, SMG, CenturyLink Centers.

Melancon

Sherry Stuckey, Shreveport-Bossier Hotel & Lodging Assn.*

Kathy Jackson, Caddo Parish Municipalities*

Tom Lubbe, Shreveport-Bossier Hotel & Lodging Assn.*

Mark Garrett, Greater Shreveport Chamber of Commerce.*

Jen Dunn, Attraction Assn.*

Kim Brice, vice president of convention marketing, and Carolyn Dowden, convention service manager attended the AAFM (Association of Air Force Missiliers) annual meeting in Great Falls, Montana. The AAFM observed the 50th Anniversary of the Cuban Missile Crisis and the role the Air Force Missiliers had in the success of that mission.

Carolyn Dowden presented the bid to host the 2014 conference in Shreveport-Bossier. Dowden addressed the board of directors and the membership about the destination’s amenities and convention services the group would enjoy here. At the peak of the AAFM meeting, there were a total of 473 people in attendance.

"We were competing against New Mexico and Utah," Dowden said. "And we are excited to announce that the group chose Shreveport-Bossier. We were told that our attendance at this year’s event and the fact that Barksdale is home to the Global Strike Command were the deciding factors for them choosing our community."

Col. Charles Simpson, retired Air Force, and other board members will be here for the Global Strike Missiliers Conference.

"We were told that our attendance at this year’s event and the fact that Barksdale is home to the Global Strike Command were the deciding factors for them choosing our community."
Fun Guide! CA. The summit includes sessions designed to keep attendees updated on the latest developments with leading e-commerce providers, to help them assess the technology most relevant to the travel and tourism industry and to facilitate access to companies who can provide cutting-edge technological solutions.

Erica Howard, group tour sales manager, welcomed the Robert Mizzell Ireland Tour Group in October. This was Mizzell’s second visit to Shreveport-Bossier. Mizzell is top country singer in Ireland. He brought 48 of his fans, and they toured the Municipal Auditorium, shopped around the cities, visited the Red River District and performed at Fatty Arbuckles.

Robert Mizzell’s Ireland Tour Group brought 48 of his fans who toured the cities and experienced the historical/strawberry/entrepreneurial heritage.

Social Media 201 Attraction Seminar Set

Follow-up on the successful “Social Media 101” Workshop held in 2011 at the Barnwell Garden and Art Center, the Shreveport-Bossier Convention and Visitors Bureau will present a free professional development seminar entitled “Social Media 201: Beyond the Basics,” 9 a.m.-1 p.m., Monday, Nov. 12, at ColHabitat.

ColHabitat is located at 610 Commerce Street in downtown Shreveport. This workshop is intended to assist area tourism partners such as restaurants, hotels, non-profit organizations, festivals and others in strengthening their businesses through the use of social media components to increase their profile and the results they’ve seen from doing so. One qualified participant in this workshop will be chosen at random and awarded a $100 Facebook advertising campaign to assist in marketing their business or event in 2013.

This seminar is intended for those who have a good understanding of the basics of social media and who would like to take their use of tools like Facebook, Twitter and on-line review sites to the next level,” said Jay. “For tourism partners who need more introductory-level social media training, we’re available to help on a one-on-one basis.

RSVP: 318-222-9391 *seating is limited

Shreveport to Kick Off First Louisiana Soundtrack Experience

Designated by Lt. Governor Jay Dardenne and the Louisiana Department of Culture, Recreation and Tourism, 2013 will be the “Year of Music” in Louisiana. To further engage music tours the Louisiana Soundtrack Experience will be an enriching half-day event open and free to the public with an emphasis on history acts and emerging new talent from across the state that will have a deep cultural impact. Programming will provide both education and inspiration for all those loving Louisiana music – really the music responsible for the great appeal to a 35-65 age group. Programming will provide both education and inspiration for all those loving Louisiana music – really the music responsible for the great appeal to a 35-65 age group. Programming will provide both education and inspiration for all those loving Louisiana music – really the music responsible for the great appeal to a 35-65 age group. The events will include a look at the literature, music, film and food of the state, along with a deep cultural impact.

Booking Mardi Gras Bash Bus Tours Now

Annually, the Shreveport-Bossier Convention and Tourist Bureau hosts a Mardi Gras Bash for the group tour market. Next year’s event is slated for Feb. 2, 2013 in downtown Shreveport.

Erica Howard, group tour sales manager, has already booked four definite groups and seven tentative groups and expects to have between 200 and 300 attendees. Marketing for this effort started early, so Howard is expecting a banner event in 2013. These groups typically come from all across the country. Howard said, “We offer them great access to the parade, a comfortable environment, great food and southern-style hospitality.”

Attendees can let loose at the tent party, which offers an exclusive up-close-and-personal experience during the popular Krewe of Centaur Parade weekend. Inside the tent, groups can savour authentic Louisiana cuisine, groove to lively Cajun tunes and mingle with charming Mardi Gras personalities from various local krewe.

Howard will even help group leaders plan their entire Mardi Gras experience with a tailored itinerary to fit their needs. Some of the Mardi Gras tour stops include a float-feeding party, Mardi Gras Museum, Louisiana Boardwalk and other attraction stops.

Tickets to the Mardi Gras Bash are just $25 per person and include entry to the climate controlled tent party, food and T-shirts. To qualify, groups must have 10 or more attendees.

If you have a group of 10 or more, how would you like to book this event? Have them email her for more information at ehoward@sbctb.org or call 318-429-0852.

To check out a Mardi Gras video, visit www.youtube.com/user/SBCTB11 and search for Mardi Gras.