**Industry Briefs**

The Shreveport-Bossier Convention and Tourist Bureau, along with its partners are hosting the first-ever Rendezvous South Conference, Dec. 2-4. This hosted-buyer event will draw planners who coordinate meetings throughout the South. ConventionSouth Magazine is the presenting sponsor.

The Shreveport-Bossier Holiday Hot Deals is a hotel and retail package program. The campaign, that includes an exclusive coupon book for hotel guests, will run Nov. 15-Jan.5, 2014 as a project of the Shreveport-Bossier Hotel and Lodging Association. Deals can be accessed at www.shreveport-bossier.org/hotdeals.

Alicia Jamroz has left Hilton Garden Inn and Homewood Suites where she was previously a sales manager. She and her husband have opened Bergeron’s Boudin and Cajun Meats located at 3833 Benton Road, Bossier City.

**SAVE THE DATE**

Savoie’s The Catering Place located at 2441 E. 70th Street, Shreveport recently finished renovations and is open as a catering and events venue, holding up to 300 people.

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

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**TRAVEL TALK**

Nov.-Dec. 2013

**NATJA Conference a Success**

The North American Travel Journalists Association (NATJA) hosted its annual conference in Shreveport-Bossier, Oct. 8-10.

NATJA is one of the premier professional associations of writers, photographers, editors and tourism professionals encouraging high quality professional journalism. Members have had articles published in international, national and regional publications.

“We were pleased to have the opportunity to host the NATJA Conference. This gave us an opportunity to showcase all the things visitors love about our area to media from across the country,” said Stacy Brown, president of the Tourist Bureau.

Travel journalists toured the sister cities and had the opportunity to enjoy local favorites such as Herby K’s, zip line at Gators and Friends Alligator Park and Exotic Zoo, attend the Red River Revel Arts Festival and more during coordinated tours and dine-arounds.

“When I first heard that the conference was going to be held in Shreveport, I asked myself ‘Why Shreveport?’ After the reception that we received from the bureau’s staff and seeing what Shreveport-Bossier has to offer, I now see why Shreveport was chosen. This conference has been wonderful and the host city has really shown out for us,” said Marion Aldridge, author and NATJA conference attendee.

**Dates to Remember:**

Shreveport-Bossier Attractions Association Seminar
Nov. 14 9 a.m. – 1 p.m., Hilton Garden Inn and Homewood Suites in Bossier City

Hospitality Breakfast
Nov. 6, Dec. 6 8 a.m., Clarion Hotel

Motorcoach Group Tours and Awards Luncheon
Dec. 2, 9 a.m. to 2 p.m., Bureau of Tourism and Convention

**TRAVEL TALK**

**Mardi Gras Bash Named One of American Bus Association’s 2014 Top 100 Events**

The American Bus Association (ABA) announced that Shreveport-Bossier’s Mardi Gras Bash, to be held Saturday, Feb. 22, 2014, has been designated as one of the Top 100 Events in North America for 2014 by an expert tourism industry selection committee.

“We are honored to have our Mardi Gras Bash be named as one of ABA’s Top 100 Events for 2014,” said Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau. “We strive to capitalize on Shreveport-Bossier’s cultural assets to attract more visitors to the area. We’ve had tour operators from across the country return to our Mardi Gras Bash year after year and its reputation attracts new groups each year.”

ABA’s 2014 Top 100 Events Selection Committee selected the Mardi Gras Bash from hundreds of event nominations submitted by ABA members. Judges considered the event’s broad appeal, its accessibility to motorcoaches, skill at handling large groups, and a variety of other relevant criteria.

“The Mardi Gras Bash has a don’t miss entertainment value that is only part of its selection this year,” said Peter J. Pantuso, CTIS, ABA’s president and CEO. “The real news here is that this Mardi Gras Bash has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Shreveport-Bossier an important boost in visibility among professional tour planners.”

According to studies completed by researchers at George Washington University and Dunham and Associates, one overnight visit by a motorcoach group can generate $5,000 to more than $11,000 in a local destination’s economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes.

**TRAVEL TALK**

**Motorcoach Group Tours and Awards Luncheon**

Dec. 6, 9 a.m. to 2 p.m., Bureau of Tourism and Convention

**Motorcoach Group Tours and Awards Luncheon**

Dec. 6, 9 a.m. to 2 p.m., Bureau of Tourism and Convention
Shreveport-Bossier Celebrates 99 Days until Christmas

On Tuesday, Sept. 17, the Shreveport-Bossier Convention and Tourism Bureau kicked off “99 Days ‘til Christmas” by visiting area media outlets with Santa Bob and Mrs. Claus. Santa Bob is a 2012 graduate of the International University of Santa Claus, a member of the Amalgamated Order of Reel-Bearded Santas, and is known locally as “The Bass Pro Shops Santa.” His real-life wife, Mrs. Beth Claus, was with Santa Bob and was costumed and in character.

“We wanted to begin generating excitement about upcoming holiday events, to generate awareness for the Holly Jolly Handbook—a local holiday entertainment guide—and to make audiences aware of www.holidaytrailoflights.com, a website featuring dozens of photos from events throughout the area,” said Chris Jay, Executive Director of the Shreveport-Bossier Convention and Tourism Bureau.

Join us for quarterly seminars to educate local attractions on latest industry and marketing trends.

**Seminar Features:**

- **9-10 a.m.**
  - Newsmakers
  - All Products

- **10:10-10:30 a.m.**
  - Building and Launching Facebook Ads Demonstration

- **11 a.m.-12 p.m.**
  - Media Relations and Techniques

- **12 p.m.-1 p.m.**
  - Lunch and Social Media Roundtable Discussion

- **1:15-1:30 p.m.**
  - Special Guest

This seminar is free. Lunch is provided. Seating is limited. To RSVP, please register at https://shaag.eventbrite.com.

**For a fun time... CLICK!**

Submit your events on the Fun Guide for FREE

Free Social Media Seminar Set for Nov. 18

The Shreveport-Bossier Attractions Association, in conjunction with the Shreveport-Bossier Convention and Visitor Bureau, announces the seminar, “New Tools and Techniques for Social Media,” 9 a.m. – 1 p.m., Monday, Nov. 18, at the Hilton Garden Inn and Houma Suites located at 105 Old Minden Road, Bossier City.

The social media landscape seems to change on a daily basis. From new marketing tools being introduced by Facebook and Twitter to social media “dashboards” like Buffer and SocialBro, there’s an ever-changing landscape of social media options for promoting your business. But which of these new tools and techniques are worth the investment of time and effort? Chris Jay, public relations and social media manager for the Tourist Bureau, will lead a three-hour workshop on new ways to harness the power of social media in promoting your tourist attraction or business.

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