

# Industry Briefs

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news from shreveport-bossier convention & tourist bureau

# TRAVEL TALK

September - October 2014

## New Orleans Pelicans and Dallas Mavericks Face Off at CenturyLink Center

Officials with the Shreveport-Bossier Sports Commission, the City of Bossier City and CenturyLink Center are excited to host a NBA-sanctioned preseason game between the New Orleans Pelicans and the Dallas Mavericks at the CenturyLink Center in Bossier City on Thursday, Oct. 23 with tip-off at 7 p.m.



The NBA-sanctioned preseason game will be held on Thursday, October 23.

"We couldn't be happier to host these two teams in October in Bossier City at the CenturyLink Center. It not only provides a great event for our local

citizens to attend but will also bring thousands of sports enthusiasts from other parts of Louisiana, Texas and Arkansas," said Don "Bubba" Williams, Bossier City Councilman and Shreveport-Bossier Sports Commissioner.

Tickets are on sale at the CenturyLink Box office, online at Ticketmaster.com, by phone at 800-745-3000, or at any authorized Ticketmaster outlet. Group and military ticket packages are available. Ticket prices start at just \$12, ensuring that the event is affordable and accessible for the entire community. The game at CenturyLink Center is the final preseason game for both teams.

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## Dates to Remember:

### Hospitality Breakfast

Sept. 3 8 a.m., DiamondJacks Casino and Resort

Oct. 14 8 a.m., State Fair of Louisiana

### Hotel and Lodging Association

Sept. 16 Noon, Venue TBD

Oct. 16 Noon, Venue TBD

For more HLA info, contact Cindy Lubbe at cindy.lubbe@dimdev.com

Log on to [www.shreveport-bossier.org/partners](http://www.shreveport-bossier.org/partners) for industry events and updates

## Motorcoach Conferences Hosted in Shreveport-Bossier for the First Time

When the South Central Motorcoach Association (SCMA)'s annual regional meeting and marketplace concluded on Wed., Aug. 20 at Shreveport Convention Center, it marked the end of a week-long series of conferences and meetings that brought more than 300 bus tour operators to downtown Shreveport. Held in conjunction with the National Association of Motorcoach Operators (NAMO)' annual convention, which ran Aug. 13-17 and was also held at Shreveport Convention Center, the SCMA conference involved a tradeshow, meetings, tours of the Shreveport-Bossier area and dinners at local restaurants. This was the first time these conferences have ever been hosted in Shreveport-Bossier.

Lots of area businesses played a part in hosting these back-to-back conferences. On Sunday, Aug. 18, 300 conference attendees dined at Silver Star Smokehouse in Bossier City during a reception sponsored by the Shreveport-

Bossier Convention and Tourist Bureau and the Louisiana Office of Tourism. On the following day, more than 200 participated in local tours that visited sites like Great Raft Brewing, the Outlets at the Louisiana Boardwalk, Spirit of the Red River Cruise, Fertitta's Delicatessen and Sci-Port: Louisiana's Science Center.



Back-to-back motorcoach conferences impact local businesses.

Brenda Tidwell, owner of Leisure Time Charters and Tours of Emerson, Georgia, said that she'd been impressed by her tour of the Red River aboard the Spirit of the Red River Cruise. Tidwell, whose company transports more than 50,000 student travelers each year, said that she's more likely to bring group tours to Shreveport now that she's seen more of the area.

Erica Howard, tourism sales manager for the Tourist Bureau, was named Associate of the Year by South Central Motorcoach Association. The award is voted on by the organization's tour operators.

"At this conference, tour operators like myself got to meet with vendors, share ideas with other operators and connect with representatives of hotels and tourism attractions."

— Harold Lewis, Jr., of Lewis Coaches, a New Orleans-based transportation company specializing in group tours.



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Convention & Tourist Bureau

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## Calendar of Events

- 9/4 Drink 'n' Draw. Great Raft Brewing.
- 9/4 Homegrown: A Local Farmer's Market at Provenance. The Park at Provenance.
- 9/5-11 North Louisiana Gay & Lesbian Film Festival. Robinson Film Center.
- 9/6 Jazz In The Park. Chris Hayes Park.
- 9/6 Super Derby Festival of Racing. Harrah's Louisiana Downs.
- 9/11 Eric Church Outsiders World Tour. CenturyLink Center.
- 9/12-13 Battle on the Border High School Football Showcase. Independence Stadium.
- 9/12-13 Mooringsport Cypress Festival. Edwin Tuttle Currie Park.
- 9/12-10/31 Doctor Blood's Library Macabre. Artspace.
- 9/13 6th Annual Dragonboat Festival. Riverview Plaza.
- 9/13 All Y'all Live: "Under the Influence". Marjorie Lyons Playhouse.
- 9/16-18 DigiFest South. CenturyLink Center.
- 9/18 Ken Jordan of The Crystal Method. Red River District.
- 9/26 Peter Frampton Live. Shreveport Municipal Auditorium.
- 10/3 Chris Cagle. The Stage.
- 10/3-5 Red River Quilters Annual Quilt Show. RiverView Hall.
- 10/10 Merle Haggard. Horseshoe Bossier City.
- 10/17 Movies & Moonbeams – Frozen. RiverView Park.
- 10/18 Brew: A Premier Beer Tasting. Festival Plaza.
- 10/18 Twin City Knockers Roller Derby. Bossier Civic Center.
- 10/18 Disney Jr. Live On Tour! Pirates & Princess Adventure. CenturyLink Center.
- 10/19 Little Women. The Shreveport Little Theatre.
- 10/23 Dallas Mavericks vs. New Orleans Pelicans Preseason Game. CenturyLink Center.
- 10/23 - 11/9 State Fair of Louisiana. State Fair Ground.
- 10/24 Tricks & Treats Night - Weird Science. Sci-Port: Louisiana's Science Center.
- 10/26 Ray LaMontage. Shreveport Municipal Auditorium.

Submit your events to [www.sbfunguide.com](http://www.sbfunguide.com) today to be included in future promotional efforts.

[shreveportbossierfunguide.com](http://shreveportbossierfunguide.com)

for a **fun** time... **CLICK!**

The Shreveport-Bossier Convention and Tourist Bureau recently welcomed three full-time staff members to the organization. **Ruth Hunter** has taken on the position of finance director, and has been a life-long resident of Shreveport. Ruth is a proud mother of two college honors students and is an outdoor enthusiast who enjoys Shreveport-Bossier's outdoor activities such as biking. **Charlotte "Charlie" Rice** has taken on the position of executive assistant to the president. She recently returned home to Shreveport after living in Chicago, Ill. for 26 years. Charlie is very excited about the opportunity to work in the hospitality industry. **Melissa Small** has taken on the position of communications coordinator and recently relocated from Orlando, Fla. Melissa holds a Master of Science in Management and a Bachelor of Science in Public Relations from the University of Florida.

**Stacy Brown**, president, **Kelly Wells**, vice president of sports and tourism, and **Melissa Small**, communications coordinator, attended the Destination Marketing Association International Conference in Las Vegas, Nev., July 21-23.

**Dianna Douglas**, regional sales manager, traveled to Albuquerque, NM, Aug. 8-10. Dianna presented the conference bid to Delta Sigma Theta to host the sorority's regional conference in 2018.



Dianna Douglas, regional sales manager

**Kevin Flowers**, convention sales coordinator, attended Your Military Reunion Connection in Nashville, Tenn., July 27-30. At the conference, Kevin met with 27 reunion planners and received several great reunion leads.

**Chris Jay**, public relations and social media manager, attended the Travel Media Showcase in Lake Charles, Aug. 5-8, where he had more than 40 appointments with journalists.

**Suzanne Manfredi**, convention sales manager, attended the Connect Marketplace Conference in Orlando, Fla., Aug. 21-23. Suzanne met one-on-one with more than 20 meeting planners.



Suzanne Manfredi, convention sales manager

## Lt. Governor to Host Town Hall in Shreveport

The Office of the Lieutenant Governor, Department of Culture, Recreation and Tourism and Shreveport-Bossier Convention and Tourist Bureau are hosting a Tourism Town Hall on Tuesday, Sept. 16 from 2 – 4 p.m. at the Municipal Auditorium.



Community invited to share input to improve tourism in Northwest Louisiana.

The community is encouraged to bring their thoughts, ideas, input and vision for Shreveport-Bossier to discuss how the Office of the Lieutenant Governor and the Department of Culture,

Recreation and Tourism can provide a partnership for success. The Tourism Town Hall will explore opportunities for economic development and infrastructure improvement, and together create a vision and plan for tourism's economic impact throughout the entire northwest region of Louisiana.

If you are interested in attending and participating in the conversation, please R.S.V.P. by 4 p.m., Monday, Sept. 15, to 318-222-9391.

## Learn to Manage Your Own News with PR Seminar

The Shreveport-Bossier Attractions Association's quarterly seminar will be held Monday, Sept., 8, 9 a.m.-2 p.m., at the Gardens of the American Rose Center in Shreveport.

Seminar attendees will learn how to identify target audiences, write effective press releases and manage relationships with the media. The seminar is free to attend for attractions, festivals and tourism-related businesses, events or organizations.

Dr. Linda Webster, professor and chair of communications at Louisiana State University-

Shreveport, Jennifer Steadman, director of external relations at The Community Foundation of North Louisiana and Kristen Powers, director of development and outreach at Robinson's Rescue will be the featured speakers.

To help put their new public relations skills to work, attendees will receive an updated media list including contact information for local outlets and journalists.

Lunch will be provided. To register for the seminar, or for more information, call (318) 222-9391. Advance registration is required.



# Shreveport-Bossier Launches "Seize the Lagniappe" Promotion

The Shreveport-Bossier Convention and Tourist Bureau and its partners, the Shreveport Convention Center and Hilton Shreveport, have recently launched a new "Seize the Lagniappe" promotion to reward meeting planners personally or professionally for booking their conventions in Shreveport-Bossier.

The promotion provides lagniappe or a "little something extra" as incentive for meeting planners to book conventions. The lagniappe includes a free planning meeting for up to 20 people with complimentary Continental breakfast at the Shreveport Convention Center, up to three complimentary hotel rooms for two nights at the Hilton Shreveport, free Wi-Fi for convention delegates at both sites, and up to 100,000 Hilton HHonors bonus points will be awarded at contract signing.



Meeting planners can receive extras when they book conventions by the end of the year.

The contract must be signed by Dec. 31, 2014, but the conference can happen through December 2017. Planners who book at least 200 room nights can qualify for an additional 5X Hilton HHonors points.

"This promotion provides a lot of added value for meeting planners and rewards them professionally or personally for booking conventions with us," said Dianna Douglas, regional sales manager.

Meeting planners have also been exposed to the promotion through advertorials, advertisements and news stories in industry publications such as Convention South, Connect Meetings Intelligence and Exhibit City News.

Other restrictions may apply. For more information, visit [www.shreveport-bossier.org/meetings](http://www.shreveport-bossier.org/meetings) or contact Dianna Douglas at 1-800-551-8682 ext. 108 or [ddouglas@sbctb.org](mailto:ddouglas@sbctb.org).

## Shreveport-Bossier Adds New Events

Visitors to Shreveport-Bossier will be able to enjoy a couple of new holiday entertainment offerings in 2014. New events include: Cowboy Christmas at Cash Point in Elm Grove, Dec. 13; and Shreveport Historic Preservation Society Christmas Church Tours, a guided tour of several of Shreveport-Bossier's most beautiful and historical churches, Dec. 13.

More information on these new holiday entertainment offerings, along with dozens of popular annual events ranging from festive shopping extravaganzas to charming small-town festivals, can be found on the all-new website of the Louisiana Holiday Trail of Lights, [www.holidaytrailoflights.com](http://www.holidaytrailoflights.com).



# CONVENTION CALENDAR

## DATE EVENT

- 9/2 -8 HDW, Inc Fall Trade Show
- 9/4-7 United Daughters of the Confederacy, Louisiana Division
- 9/16-19 2014 Annual Conference Louisiana Housing Council
- 9/17-19 2014 National Waterways Conference
- 9/19-21 Byrd High School Class of '64 Reunion
- 9/24-27 Southeastern Association of School Business Officials
- 9/28 - 10/1 2014 Annual Conference North American Mature Publishers Association
- 9/29 - 10/5 Family Motor Coach Association - South Central Area Southwestern Chapter Electrical Apparatus Service Association Fall Meeting
- 10/5-8 2014 Annual Meeting Louisiana Airport Managers Association
- 10/6-9 Destroyer Leader Association
- 10/13-17 2014 Association of AF Missileers National
- 10/13-15 NIRSA Leaders In Collegiate Recreation - 2014 Region 4 Conference
- 10/17-18 Louisiana State Bar Association 2014 Fall Board of Governors Meeting
- 10/19-21 Louisiana DECA Competitive Excellence Conference
- 10/20-22 2014 Joint Conference Louisiana Math & Science Teachers Association