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

Industry Briefs

The 2015 Official Visitor Guide of Shreveport-Bossier is being updated by the Shreveport Convention and Tourist Bureau. This publication is the primary fulfillment piece for visitor inquiries. A minimum of 100,000 guides are printed yearly and distributed to visitors in hotels and visitor centers across the state of Louisiana, as well as distributed regionally and nationally. The guide is also available in electronic format on the tourist bureau’s website. Please contact the sales representatives to reserve ad space by Sept. 30. Materials are due Oct. 31. Hollie Fritz: 318-470-6661, Iris Harper: 318-471-1167.

The 3rd annual DigiFest South will be held Sept. 16 - 18 to celebrate how digital technology combined with artistic creativity shapes modern society. DigiFest South brings digital arts to life through interactive displays, a post-secondary educational fair, panel discussions, workshops, a pitch session and organized meet-and-greets. DigiMusic will present a free concert under the Texas Street Bridge featuring Ken Jordan of The Crystal Method on Sept. 18 starting at 7 p.m.

The Louisiana Film Prize revealed the names of the Top 20 films that will be shown at this year’s Louisiana Film Prize Festival Weekend Oct.16-12. The Film Prize is a competition in which filmmakers must create a 5 to 15-minute film in Northwest Louisiana. This year, the competition netted 155 registrations, up from 80 in 2013 with 65 percent of the entries being from out of town. The winner will take home one of the largest cash prizes in the country for a short film competition – $50,000.

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. "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.

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. 15-17 and was also held at Shreveport Convention Center, the SCMA conference involved a tradeshow, meetings, tours of the Bossier-Booster 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, Ferritta’s Delicatessen and Sci-Port: Louisiana’s Science Center.

Brenda Tidwell, owner of Leisure Time Charters and Tours of Emerson, Georgia, said 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.

Back-to-back motorcoach conferences impact local businesses.

“Seize the Lagniappe” Promotion Launched

“Seize the Lagniappe” Promotion Launched

Hospitability 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 PLA info, contact Cindy Lubbe at cindy.lubbe@dimdev.com

Dates to Remember:

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Lt. Governor to host Town Hall Page 2

In this issue, 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.
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 points bonus will be awarded at contract signing.

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 $5 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 advertisements, editorials, 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 or contact Dianna Douglas at 1-800-551-8682 ext. 108 or ddouglas@sbctb.org.

Learn to Manage Your Own News with PR Seminar

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

Attendees will learn how to identify targeted 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 reserve for the seminar, or for more information, call (318) 222-9391. Advance registration is required.

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, featuring a live nativity scene, dancing and entertainment, 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 new website of the Louisiana Holiday Trail of Lights, www.holidaytrailoflights.com.