

Industry Briefs

20x49.com, the official destination blog of the Shreveport-Bossier Convention and Tourist Bureau, was named one of the most popular blogs in Louisiana by the Louisiana Office of Tourism and has been listed as a resource on their website at louisianatravel.com. 20x49.com, which features several new posts each week, received nearly a quarter million page views in 2014.

Enchanted Garden, located at 2429 Line Ave. in Shreveport, is celebrating 35 years of business. This enchanting cottage has been featured on several media tours, and offers gifts, home décor, jewelry, children’s toys, women’s accessories and collectibles.

Several attractions are now open for the 2015 season including **Ark-La-Tex Flyboard**, the zipline adventure at **Gators and Friends Alligator Park** and **Spirit of the Red River Cruise**. **Splash Kingdom Water Park in Shreveport** will open Memorial Day weekend.

The **Shreveport-Bossier Attractions Association** and the **Shreveport-Bossier Convention and Tourist Bureau** hosted its quarterly seminar, entitled “Hotels and Attractions – Let’s Package,” at Courtyard Marriott Louisiana Boardwalk, April 13. **Laine Garner**, membership director for the Louisiana Travel and Promotion Association, was the featured speaker.

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

Board of Directors

Mary Dunn,
Chairwoman
Shreveport-Bossier
Attractions Assn.*

Sherry Stuckey,
Vice-Chairwoman
Hotel & Lodging
Assn.*

Carlton Golden,
Treasurer
Bossier Parish
Police Jury*

Tom Lubbe,
Secretary
Hotel & Lodging
Assn.*

Tanita Baker,
Shreveport-Bossier
African American
Chamber of
Commerce*

Tari Bradford,
Shreveport
Mayor’s Office*

Rob Brown,
Shreveport-Bossier
Hotel & Lodging
Assn.*

Sandy Cimino,
Bossier Chamber
of Commerce*

Mark Garrett,
Greater Shreveport
Chamber of
Commerce*

Joyce Jeffrey,
Bossier Office
of Community Services*

Jason McKinney,
Louisiana
Restaurant Assn.*

Kellie Morris,
Caddo Parish
Commission*

Inki Shaver,
Shreveport-Bossier
Hotel & Lodging
Assn.*

Ray Tromba,
Bossier City
Mayor’s Office*

Patricia Wooldridge,
Caddo Rural
Municipalities*

*Appointing
Organization



news from shreveport-bossier convention & tourist bureau

TRAVEL TALK

May - June 2015

National Travel and Tourism Week Recognized, May 2-10

The Shreveport-Bossier Convention and Tourist Bureau partnered with the U.S. Travel Association for National Travel and Tourism Week, May 2-10, a nationwide celebration to champion the power of tourism. Tourism expenditures in Caddo and Bossier Parish are more than \$876 million annually, and tourism employs more than 40,000 people locally.

To mark this year’s celebration, Lt. Gov. Jay Dardenne will attend the 2015 P.R.I.D.E. Awards, an annual awards presentation honoring the most outstanding employees in Shreveport-Bossier’s hospitality and tourism industry on Thursday, May 7 at the DiamondJacks Casino and Resort in Bossier City. The acronym P.R.I.D.E. stands for “Proud Residents Involved in Developing our Economy.”



Robin Williams, LaKesha Mosely, Stacy Brown and Fred Moss pose after an interview on KTAL NBC-6 about tourism in Shreveport-Bossier.

“The P.R.I.D.E. Awards are about the Shreveport-Bossier Convention and Tourist Bureau and our many partners saying ‘thank you’ to our frontline staff for all they do to keep tourism healthy,” said Stacy Brown, Tourist Bureau president. “Visitors would not keep coming back to stay in our hotels, shop in our stores and eat in our restaurants if they were not being taken care of from the time they arrive until the time they leave.”

The Tourist Bureau will also run local digital billboard ads, print ads, TV commercials, and radio spots encouraging local residents to utilize online resources (www.shreveport-bossier.org; www.20x49.com; www.SBFunGuide.com) managed by the Tourist Bureau when looking for things to do in Shreveport-Bossier, as well as get out and attractions, casinos, festivals and restaurants.

INSIDE:

Sports Commission Wins Bids Page 2

Hospitality Industry Helps Cleanup Page 3

Food Tourism Initiatives Page 3

Dates to Remember:

2015 P.R.I.D.E. Awards

May 7 7 p.m., DiamondJacks Casino and Resort

Hospitality Breakfast

June 3 8 a.m., Harrah’s Louisiana Downs

July 1 8 a.m., Ernest’s Orleans Restaurant

Hotel and Lodging Association

May 14 Noon, Venue TBD

June 11 5 p.m., Dare Dayclub | Ultrapool at Horseshoe Casino & Hotel

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



The Rewards Program was created to incentivize new meetings in Shreveport-Bossier.

Rewards Program Created to Attract Meetings

The Shreveport-Bossier Convention and Tourist Bureau sales and services team has created a rewards program to bring new meetings and conventions to Shreveport-Bossier.

The rewards program began April 1, and new business clients can receive up to \$3,000 for hosting meetings in Shreveport-Bossier. To qualify as new business, the meeting or conference must not have been held in Shreveport-Bossier in the past two years. Registration forms must be approved prior to signing contracts with hotels.

“We are continuing to develop tools and strategies to

bring in and target new business for the area,” said David Bradley, vice president of sales and services at the Tourist Bureau. “By incentivizing new business, we are increasing our chances of winning bids to host meetings and conventions in Shreveport-Bossier.”

Hotel contracts must be signed before Dec. 31, 2015 and the meeting must be held prior to Dec. 31, 2018. The program requires a minimum of 50 hotel room nights. For more information on the rewards program, contact Kevin Flowers, convention sales manager, at kflowers@sbctb.org.



PAID
US POSTAGE
PSRT STD
PERMIT #22
SHREVEPORT, LA

“Visiting Shreveport, Louisiana, for the first time, what first captures your attention are the lights. Bright reds and yellows, ceruleans, fuchsias and tangerines—all the shades of a neon rainbow—spill out from the casinos lining the Red River and form fingerlike reflections on the water’s surface.”

- Stephanie Maxwell, journalist for Arkansas Life

FUNGUIDE! Your Bureau at Work

Calendar of Events

- Now-11/22** Spirit of the Red River Cruise. 820 Clyde Fant Pkwy.
- 4/30-5/2** PDRA Cajun Nationals – Pro Mod Event. Thunder Road Raceway Park.
- 5/1** Huey Lewis and the News. Margaritaville Resort and Casino.
- 5/2** Chicago. Horseshoe Casino & Hotel Riverdome.
- 5/2** Derby Day. R. W. Norton Art Gallery.
- 5/2** Gusher Days Festival. Earl Williamson Park, Oil City.
- 5/2** The Color Run-Shine Tour. State Fair of Louisiana.
- 5/2-3** Barksdale Air Force Base Air Show. Barksdale Air Force Base.
- 5/3** Primus and the Chocolate Factory. Strand Theatre.
- 5/8** Lady Antebellum. CenturyLink Center.
- 5/14-6/25** Provenance Farmers Markets. Greenleaf Park at Provenance.
- 5/16** Broadway by Jeri. Strand Theatre.
- 5/21-24** Mudbug Madness Festival. Festival Plaza.
- 5/23** US Up North Cooking Demo. Shreveport Little Theatre.
- 5/23** Dwight Yoakam. Horseshoe Casino & Hotel Riverdome.
- 5/30** Cross Lake Floatilla. Melvin's Landing at Cross Lake.
- 6/6** Ronnie Millsap. Horseshoe Casino & Hotel Riverdome.
- 6/7** Highland Open Studio Tour Sundays. 436 Topeka St.
- 6/18** Mamma Mia! Strand Theatre.
- 6/19-21** Let the Good Times Roll Festival. Festival Plaza.
- 6/20** Sunflower Trail & Festival. Hwy. 3049, Gilliam.
- 6/20** Mickey Gilley. Margaritaville Resort Casino Paradise Theater.
- 6/21** Shreveport House Concerts. Studio 1508.

Submit your events to www.sbfunguide.com today to be included in future promotional efforts.

shreveportbossierfunguide.com

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



Instagram

Follow the Shreveport-Bossier Convention and Tourist Bureau's new Instagram account

@SeeShreveportBossier.

Each month in 2015, the account features photos of Shreveport-Bossier by a different local photographer. The featured photographer in March was **Jennifer Robison (@jrobison564)** and April featured **Jim Noetzel (@noetzelj)**.



Danny Schlag, graphic design manager

The Shreveport-Bossier Convention and Tourist Bureau recently welcomed a new full-time staff member to the organization. **Danny Schlag** has taken on the position of graphic design manager. Schlag is a 2009 graduate of Arizona State University and earned a Bachelor of Fine Arts specializing in traditional media and digital art.

Stacy Brown, Brandy Evans, Ruth Hunter, Charlotte Rice and **Sandra Welch** volunteered at the Shreveport-Bossier Rescue Mission, March 13. The group painted a hallway as part of the United Way's Day of Caring program.



Stacy Brown, president

Stacy Brown, president, was elected president of the Louisiana North board of directors at the January meeting. With the loss of assistance from the Louisiana Office of Tourism because of budget cuts, Louisiana North is reinventing itself. This year the coalition will focus on generating group tour leads and hosting three media tours to raise awareness of North Louisiana.

Suzanne Card, convention sales manager, **David Bradley**, vice president of sales and services and **Trishun Fuller**, Hilton Garden Inn & Homewood Suites Shreveport/Bossier City sales manager attended the Louisiana Society of Association Executives Lunch and Learn in Baton Rouge, Jan. 27-29. They also made 13 sales calls with organizations to secure meetings for Shreveport-Bossier in 2016 and 2017.

Suzanne Card hosted three delegates for a site visit with Harley Davidson Owners Group – Officer Training group, March 4-5. Shreveport-Bossier will be hosting their conference, May 2-8, 2016.

Sports Commission Wins Three Bids

The Shreveport-Bossier Sports Commission won three bids, S.P.O.R.T.S – The Relationship Conference, Oct. 5-8, North American Flyboard Championship, May 30 – June 1, and Collegiate USA National Wakeboard Competition, June 4-6.

Shreveport-Bossier is the first Louisiana city to host S.P.O.R.T.S – The Relationship Conference. The conference is the third largest sports conference in the United States and will bring in more than 400 delegates including rights holders, sports owners and suppliers.

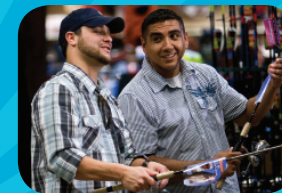
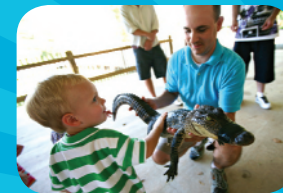
The three-day conference will focus on relationship building and one-on-one appointments with sports executives and buyers. Shreveport-Bossier will showcase its local cuisines, festivals and sport activities to encourage future events.

The Collegiate USA National Wakeboard Competition and the North American Flyboard Championship will be open to the public and will include music and special guests such as the French Flyboard creator, Franky Zapata and the master world champions for wakeboard and flyboard. Sponsorship opportunities are available. If you would like to promote your business, please contact Kelly Wells, vice president of sports at kwells@sbctb.org.



Photo courtesy of H2RO Magazine.

Pro FlyBoarder Jordan Wayment competes at the 2014 USA National Wakeboard Competition



Hospitality Industry Participated in Cleanup

Several local hospitality industry organizations came together to take part in the 2015 Great American Cleanup on Saturday, April 18. This group included representatives of the Shreveport-Bossier Hotel and Lodging Association, the Louisiana Restaurant Association, the Shreveport-Bossier Attractions Association and the Shreveport-Bossier Convention and Tourist Bureau.

Residents and businesses were invited to remove trash from neighborhood streets, parks, vacant lots and waterways. Teams

gathered trash, 8-11:30 a.m., and dropped it off at the Louisiana State Fairgrounds by noon.

The Great American Cleanup is the country's largest community improvement program that kicks off in more than 20,000 communities each spring. This national program engages two million volunteers who take action in their communities to create positive change and lasting impact.

The local initiative was sponsored by Shreveport Green and Keep Bossier Beautiful.



Team members assist in cleaning the Spring Street/I-20 area.

Tourist Bureau Focuses on Food Tourism



Hard copies of Eat Here may be picked up by visiting the Downtown Shreveport Visitor Center at 629 Spring Street.

The Louisiana Office of Tourism has designated 2015 a year-long celebration of unique Louisiana food and drink.

The Shreveport-Bossier Convention and Tourist Bureau is supporting the state's food-centric marketing campaign with several tactics including:

- The 2015 Official Visitors' Guide to Shreveport-Bossier theme is culinary celebrations and the cover features local Chef Panderina Soumas.
- Each month, the e-newsletter "Getaways" celebrates an outstanding local dish or drink by featuring a review from 20x49.com, the official destination blog of Shreveport-Bossier: Louisiana's Other Side.
- The Tourist Bureau created a new 20-page insider's guide to local food called *Eat Here: A Food Lover's Guide to Shreveport-Bossier*.
- Some print ads highlight local chefs, as well as new recipe cards.
- Planning is underway for a food celebration, Thursday, Sept. 24 at Robinson Film Center to present a local food documentary and give visitors and locals a chance to sample local cuisine.

The new "Eat Here" culinary guide celebrates local food and shares many of Shreveport-Bossier's most celebrated dining and drinking

experiences in a photo-filled guide for visitors. Through colorful photographs, interviews with locals and fun profiles of restaurants, farmers' markets, bars and more, the brochure aims to provide an insider's take on the fascinating food and drink scene in Shreveport-Bossier. "Eat Here" is available for pick-up by visiting the Downtown Shreveport Visitor Center at 629 Spring Street or can be viewed, downloaded or shared online at www.shreveport-bossier.org/dining.

Cuisine has always been an important part of most travel experiences, but the concept of traveling to a destination specifically for its food and beverage products is a relatively recent mainstream consumer trend, according to a special report titled "The Rise of Food Tourism" released by Ontario Culinary Tourism Alliance (OCTA) and Skift.

In response, the report recognizes there has been an increase in marketing efforts from destination marketing organizations to create campaigns revolving specifically around their food and beverage experiences.

CONVENTION CALENDAR

DATE	EVENT
June 1-5	2015 Louisiana State of FFA Convention
June 4	Patriot Tour 2015-Team Never Quit, LLC
June 4-6	2015 Annual Conference-American Legion Lowe-McFarlane Post No. 14
June 20-25	2015 American Baptist Association Annual Meeting
June 22-July 18	2015 Annual International Convention-The Automobile License Plate Collectors