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 Parishes are more than $786 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.”

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, 2016. 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.

Rewards Program Created to Attract Meetings

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

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

TARI BRADFORD
Shreveport Mayor’s Office

KELLIE MORRIS
Caddo Parish Commissioner

ROB BROWN
Shreveport-Bossier Hotel & Lodging Assn.

INKI SHAWER
Shreveport-Bossier Hotel & Lodging Assn.*

SANDY CIMINO
Bossier Chamber of Commerce*

RAY TROMBA
Bossier City Mayor’s Office*

PATRICIA WOOLDRIDGE
Caddo Rural Municipalities*

APPOINTING ORGANIZATION

MARY DUNN
Chairwoman Shreveport-Bossier Attractions Assn.*

Sherry Stuecky, 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*

Jason McKinney, Louisiana Restaurant Assn.*

State of Louisiana

Bossier Parish

Shreveport-Bossier Convention and Tourist Bureau

Board of Directors

Mayor’s Office

Secretary

Treasurer

Shreveport-Bossier

Shreveport-Bossier

April 13.

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Follow the Shreveport-Bossier Convention and Tourist Bureau’s new Instagram account: @SeeShreveportBossier. Each month in 2016, the account features photos of Shreveport-Bossier by a different local photographer. The featured photographer in March was Jennifer Robinson (@jrobison564) and April featured Jim Noetzel (@jnoetzel). Submit your events to www.sbfunguide.com.

Sports Commission Wins Three Bids

The Shreveport-Bossier Sports Commission won three bids, S.P.O.R.T.S – The Relationship Conference, Oct. 5-6, North American Flyboard Championship, May 20 – 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.

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.

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 or can be viewed, downloaded or shared online at www.shreveport-bossier.org/dining. Experience 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 Shift. In response, the report recognizes there has been in increase in marketing efforts from destination marketing organizations to create campaigns revolving specifically around their food and beverage experiences.

CONVENTION 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
June 20-25 Lower McFarlane Post No. 14
June 22-27 2015 American Baptist Association Annual Meeting
June 22- July 18 2015 Annual International Convention-The Automobile License Plate Collectors