Industry Briefs

The Louisiana Travel Promotion Association hosted a restaurant takeover in Austin, Texas, Oct. 12-14. The event, called the “Louisiana-Lone Star Restaurant Night,” featured Shreveport-based Chef Anthony Felan, of Wine Country Bistro & Bottle Shop, cooking for food lovers, media outlets and more in downtown Austin.

Chimp Haven, the National Chimpanzee Sanctuary, is celebrating its 20th anniversary. It is a permanent retirement sanctuary for chimpanzees no longer used for biomedical research, entertainment or as pets. The sanctuary is open to the public during Chimpanzee Discovery Day events and the next one is November 21.

Successful S.P.O.R.T.S. Conference Hosted in Shreveport-Bossier

S.P.O.R.T.S. - The Relationship Conference, was held in Shreveport-Bossier, Oct. 5-8. More than 220 attendees including event owners, event rights holders, venues and destinations attended the conference at the Shreveport Convention Center. The conference schedule included one-on-one appointments, educational sessions and networking opportunities in hopes that suppliers find destinations for their athletic events.

“With a 96 hours rights for events from destinations across the country in Shreveport-Bossier for two and a half days,” said Talty

“Without question this is one of the top sports conferences in the country,” said Don Staley, director of Foley Sports.
Red River Brewing Company Expanding

Red River Brewing Company (RRBC) will open a new taproom in historic downtown Shreveport in December 2015. The new location at 1200 Marshall Street will be both a brewery and an entertainment destination. With a footprint of over 23,000 square feet, RRBC will add a new four-vessel 20-barrel brewing system, a bottling line and a tasting room that will be open to the public. Future plans also include food truck pads, live entertainment and special events.

As part of the expansion, RRBC will continue to support their existing community offerings while creating new special events.

“The customers have been great about allowing us to quietly develop our brewing style and build on the success of our flagship beers Hay Ryed and River Monster. Session 18 is a natural progression for us,” said Jared Bevill, co-founder and managing partner of RRBC. “Session 18 is just one of many new beers that RRBC has designed specifically for our community. We’ve been blown away by the local community’s support and commitment to our brand,” said Beau Raines, co-founder and managing partner of RRBC. “The entire community has been unbelievable in their willingness to support locally produced craft beer. With this expansion, we’re excited to have the opportunity to reciprocate.”

Airline to Offer Non-stop Flights to New Orleans

“Getting to New Orleans from Shreveport will soon be much easier. Louisiana-based GLO, will offer non-stop flights between Shreveport Regional Airport and New Orleans International Airport beginning Nov. 15. GLO will operate the non-stop flight with 30-seat Saab-A340B aircrafts.”

For more than a decade, visitors and group leaders have asked for direct flights from Shreveport to New Orleans,” said Bill Cooksey, interim director of airports for Shreveport Airport Authority. “The team at GLO has invested more than four years of work, due diligence and financial resources to make this a reality.”

Shreveport has a long history of having non-stop service to New Orleans, most recently on U.S. Airways which ended in 2004. From New Orleans, GLO will also be flying to Biloxi and Hattiesburg, Mississippi.

Your Bureau at Work

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 July was Chris Rebochek (@chrisc.ricchet). August was Mike Greer (@koolpips), September was Rayna Mercer (@raynaryaraffight) and October was Curt Youngblood (@curyoungblood).

Social Media Seminar

The Shreveport-Bossier Attractions Association and the Shreveport-Bossier Convention and Tourist Bureau will host the next quarterly seminar, entitled “Event-Based Social Media.”

The workshop will focus on helping organizers and promoters better understand how the smart use of social media and technology can result in well-attended, share-worthy events. Seminar attendees will learn about topics including Instagram best practices, the importance of hashtags for events, live streaming apps and the monitoring and moderating of social media channels during events.

The “Event-Based Social Media” seminar will teach attendees about Instagram best practices, event hashtags, live streaming apps, social media channel monitoring and more.

Attractions Association Will Host Social Media Seminar

The seminar is only for tourism-related businesses such as annual events, art galleries, festivals, museums, nature centers, outdoor recreation, performing arts and tour guides. Lunch will be provided. Shreveport-Bossier Attractions Association members can attend for free and non-members can attend by paying $20 at the door.