

# Shreveport-Bossier Convention & Tourist Bureau

## 2011 Attractions Study

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 May, 2011

**Table of Contents**

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<b><u>Section</u></b>	<b><u>Subject</u></b>	<b><u>Tab</u></b>	<b><u>Pages</u></b>
1.	Study Objectives, Methodology	1	1.1
2.	Attractions Reconnaissance and Mystery Shopping	2	2.1 - 2.32
3.	Survey of Attractions Managers	3	3.1 – 3.8

## 2011 Study Objectives & Methodology

### **Study Objectives and Methodology**

#### **Project Overview**

The Shreveport-Bossier Convention and Tourist Bureau (SBCTB) retained Randall Travel Marketing, Inc. (RTM) to conduct an assessment of local attractions. Attractions were visited by a professional reconnaissance and mystery shopping team, and coaching provided on marketing improvements for those attractions who were interested.

#### **Project Methodology – Reconnaissance and Mystery Shopping**

A professional reconnaissance and mystery shopping team visited the Shreveport-Bossier area February 21 through 26, 2011. The area was seen in good conditions as the weather was sunny and pleasant most of this time period. A full listing of attractions was provided by SBCTB to RTM. Attractions were visited and rated on evaluation criteria established in advance and approved by SBCTB. A written report, including the evaluation for each site visited has been completed. Each attraction who participates in this project receives a report on their attraction.

#### **Project Methodology – Attractions Survey**

A written survey was developed by RTM, approved by SBCTB, and sent to all attractions in the Shreveport-Bossier market. The survey requested data such as attendance figures, customer mix, and marketing budget information. A total of twenty-seven (27) attractions responded. The data from these completed survey as well as an analysis is part of this project.

#### **Project Methodology – Marketing Workshop and Coaching**

The SBCTB conducted a workshop and coaching for its attractions over the May 16 through 19, 2011 time period. Each attraction was invited to participate in the workshop. The following agenda was observed:

##### **Monday, May 16**

**10:00AM – 3:00PM**

##### **Attractions Marketing Workshop – Part 1**

- Overview of Attractions Study
- Top Trends in Attractions (Visitation, Consumer Behavior, Etc.)
- Attractions Survey Results
- Individual Ratings of Attractions From Reconnaissance and Mystery Shopping Exercise
- Q & A related to Evaluations
- Overall Marketing Recommendations for Attractions – Based on Site Visits

##### **Tuesday, May 17 & Wednesday, May 18**

**8:30AM – 5:00PM**

**\*One-on-one appointments (45-minutes)**

\*Scheduled by SBCTB

##### **Thursday, May 19**

**8:30AM – 12:00Noon\*One-on-one appointments (45-minutes)**

**2:00PM – 4:00PM**

##### **Attractions Marketing Workshop – Part 2**

- Attractions share how they will incorporate results of this project in their overall marketing efforts
- Input from attractions to SBCTB on priorities for tourism marketing efforts

## 2011 Attractions Reconnaissance Report

### **Summary of Attractions Reconnaissance and Mystery Shopping:**

- **An excellent variety and diversity of attractions exist in Shreveport-Bossier:** From top-rated casinos, to one-of-a-kind attractions, to Louisiana's famous alligators, to internationally-recognized historic sites, Shreveport-Bossier offers excellent diversity of attractions to visitors.
- **Location and convenience:** Shreveport-Bossier is a "hub" for the region. The attractions are all fairly easy to locate and relatively easy to find.
- **Many attractions need "polishing off":** In our mystery shopping we found great content, but many attractions needed just a little "polishing off" to be more appealing. This primarily included better curb appeal and better "orientation and facilitation" for visitors.
- **First, think about the entryway, "sense of place" and "welcoming":** A number of the attractions need to pay more attention to curb appeal, the "sense of place" that is portrayed to those passing by, as well as the general entryway and the sense of "welcoming" that is depicted at their site. All attractions need to be sure that it is clear to the visitor that they are welcomed, and where to enter the facility/site. Also, once they actually enter, there should be something immediately that says "welcome – here's what to do first."
- **Orientation and Facilitation:** Too many attractions in Shreveport-Bossier fail the "orientation and facilitation" test. This means that when a visitor enters they feel welcomed and are immediately given an overview and instructed on how to enjoy the facility or their experience. This insures satisfaction with the experience.
- **Inconsistent hours of operation:** Our team encountered too many places where attractions were closed when various print materials indicated they would be open. This is highly frustrating for visitors. Reliable hours of operation are a must.
- **Deliver on the promise and don't oversell:** Some attractions do not live up to their promise. All attractions should review what is written about them in the local and state visitor guide specifically, and insure that a visitor's experience will match what is found in these materials. Everyone wants to "put their best foot forward" in these materials, but the visitor can quickly become disenchanted when the experience does not meet the expectation.
- **Perhaps a better name – perhaps a tag line to help define:** A number of attractions would benefit from either changing the name, or perhaps including a tag line that helps potential visitors understand the unique distinctions offered at the site.
  - **Karpeles Manuscript Museum**
  - **J. Bennett Johnson Waterway Visitor Center**
  - **Meadows Museum of Art**
  - **Mooringsport Mini Museum**
  - **Louisiana State Museum**
- **The "Must Sees":** In RTM's analysis the specific attractions that we consider "must sees" in the Shreveport-Bossier area include:
  - **J. Bennett Johnson Waterway Visitor Center**
  - **Karpeles Manuscript Museum**
  - **Municipal Auditorium**
  - **Louisiana State Museum**
  - **Louisiana Oil & Gas Museum**
  - **Clyde Fant Parkway – Red River – Red River Cruise**
  - **Gators & Friends**
  - **Louisiana Boardwalk**

RTM identifies these attractions as being very unique, providing a strong understanding of the history and heritage of Shreveport-Bossier, and being of prime interest to all visitors.

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: Ark-La-Tex Antique &amp; Classic Car Museum</b>				
<b>Address: 601 Spring Street</b>				
<b>Phone:</b>		<b>Date: February 22, 2011</b>		<b>Time: 9:30AM</b>
<b>Price:</b>	Same per person	Age-priced	Free	Free parking
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>Note: This is not in the 2011 SBCTB visitor guide – but it was on the attraction list they gave to RTM</b>			
SBCTB Visitor Guide - map	<b>1 = not on SBCTB map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not listed in state visitor guide</b>			
Billboard noted	<b>1 = no billboards or non-site signage noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = Spring Street is fairly easy to find due to its prominence in downtown Shreveport. Parking for this site is a problem and no signage tells one where to park.</b>			
Signage	<b>2 = vertical sign on building exterior says “Car Museum”</b>			
Curb appeal	<b>2 = looks like one might expect a car museum to look</b>			
Easy to know course/path at site	<b>n/a = closed</b>			
Greeting upon entry	<b>n/a = closed</b>			
Orientation	<b>n/a = closed</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation</b> <b>n/a = closed</b>			
Interpretation: electronic type	<b>n/a = closed</b>			
Experience/quality	<b>n/a = closed</b>			
Price/Value	<b>n/a = closed</b>			
Gift shop	<b>n/a = closed</b>			
Restrooms	<b>n/a = closed</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending</b> <b>Unknown = closed</b>			
Overall Comments: This was on the list SBCTB provided to RTM but is obviously closed now. Appears abandoned.				
Recommendations: None				

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: Ark-La-Tex Mardi Gras Museum</b>				
<b>Address: 2101 E. Texas Street</b>				
<b>Phone:</b>		<b>Date: February 22, 2011</b>		<b>Time: 4:30PM</b>
<b>Price: \$5 per person</b>	Same per person X	Age-priced	Free	Free parking
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>1 = not in SBCTB visitor guide – but this was on the list SBCTB provided to RTM</b>			
SBCTB Visitor Guide - map	<b>1 = not on SBCTB visitor guide map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not in state visitor guide</b>			
Billboard noted	<b>1 = no billboards or non-site signage noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = fairly easy to find as it is located on E. Texas Street which is prominent</b>			
Signage	<b>2 = good signage on building exterior at site. Signs indicated hours are Saturday 10:00-2:00 and Sunday 1:00-4:00.</b>			
Curb appeal	<b>2 = looks clean &amp; well-maintained with plentiful parking</b>			
Easy to know course/path at site	<b>2 = peeking in front door we noted a small museum and a back storage area</b>			
Greeting upon entry	<b>n/a = closed when we visited</b>			
Orientation	<b>n/a = closed when we visited</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation</b>			
Interpretation: electronic type	<b>n/a = closed when we visited</b>			
Experience/quality	<b>n/a = closed when we visited</b>			
Price/Value	<b>n/a = closed when we visited</b>			
Gift shop	<b>n/a = closed when we visited</b>			
Restrooms	<b>n/a = closed when we visited</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending</b>			
<b>Unknown = closed when we visited</b>				
<p>Overall Comments: Sign indicated \$5/per person admission. We peeked through the front door and noted displays of costumes and previous year floats, etc. A large multi-bay garage in the rear housed floats obviously being readied for the upcoming Mardi Gras Parade. Museum supported specifically by Krewe of Gemini. Our visit took place only a few days before the Krewe of Gemini Parade.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Need accurate description of site in SBCTB visitor guide and state visitor guide.</li> <li>2. Maintain consistent hours of operation.</li> </ol>				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Ark-La-Tex Sports Museum</b>				
<b>Address: 400 Caddo Street</b>				
<b>Phone:</b>		<b>Date: February 22, 2011</b>		<b>Time: 12:30PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>1 = in SBCTB this sounds large (110 athletes). This is overselling the experience which is actually just a collection of sports memorabilia in glass displays in the convention center pre-function space. In the SBCTB visitor guide it does appropriately indicate this is located in the convention center.</b>			
SBCTB Visitor Guide - map	<b>1 = not listed on map – but convention center is</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = this is listed in state visitor guide – probably should not be since it is such a limited experience</b>			
Billboard noted	<b>1 = no billboards or non-site signage noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>1 = poor – if one isn't looking specifically for convention center – wayfinding can be problematic</b>			
Signage	<b>1 = poor – no signage on exterior of convention center</b>			
Curb appeal	<b>n/a as this is located inside the convention center</b>			
Easy to know course/path at site	<b>n/a as this is an exhibit located behind glass in the convention center</b>			
Greeting upon entry	<b>n/a – no staff at this site</b>			
Orientation	<b>n/a – no staff at this site</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation D= static interpretation only 1 = static only</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>2 = primarily walk-by interest</b>			
Price/Value	<b>n/a – no cost</b>			
Gift shop	<b>1 = none</b>			
Restrooms	<b>** in facility, but not associated with this site</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending ** in facility, but not associated with this site</b>			
Overall Comments: This is simply a display inside the convention center. It is overselling to refer to this as a "museum".				
Recommendations: 1. Discontinue calling this a museum.				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Artspace</b>				
<b>Address: 710 Texas Street</b>				
<b>Phone:</b>		<b>Date: February 25, 2011</b>		<b>Time: 12:30PM</b>
<b>Price: FREE</b>	Same per person	Age-priced	Free	Free parking – metered parking or pay lot
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>2 = SBCTB visitor guide stated: "An unexpected arts experience for everyone. Museum features artists of all disciplines". However, we found a single art exhibit that took up the downstairs, along with a gift shop. Upstairs houses a café that is open for lunch.</b>			
SBCTB Visitor Guide - map	<b>1 = not on map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>2 = description in state visitor guide perhaps oversells this experience</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>3 = fairly easy to locate as it is on a prominent street in downtown Shreveport</b>			
Signage	<b>2 = good at point-of-entry</b>			
Curb appeal	<b>3 = attractive and well maintained</b>			
Easy to know course/path at site	<b>3 = easy to follow – 2 floors</b>			
Greeting upon entry	<b>2 = someone was there who answered our questions, but was not proactive in greeting.</b>			
Orientation	<b>2 = yes included when we asked questions</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation 2 = varies based on art exhibited</b>			
Interpretation: electronic type	<b>1 = none noted</b>			
Experience/quality	<b>2 = varies as to time visited and art exhibited</b>			
Price/Value	<b>N/A</b>			
Gift shop	<b>3 = yes</b>			
Restrooms	<b>3 = yes</b>			
Available food & beverage	<b>(A)- restaurant B- snack bar C- cart/retail store D- vending</b>			
Overall Comments: Attended art show on bottom floor and enjoyed lunch in the upstairs café. Delightful experience, overall. Had to wait until end of week for art show to open – a rotating art show-case during the year.				
Recommendations: 1. Provide accurate description in SBCTB visitor guide and state visitor guide.				



## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Barnwell Garden &amp; Art Center</b>				
<b>Address: 601 Clyde Pant Parkway</b>				
<b>Phone:</b>		<b>Date: February 22, 2011</b>		<b>Time: 11:30AM</b>
<b>Price:</b>	Same per person	Age-priced	Free X	Free parking
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>3 = sounds nice: garden, crafts, art</b>			
SBCTB Visitor Guide - map	<b>2 = Barnwell is not on the SBCTB visitor guide map, but Clyde Fant Parkway is</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>2 = listed in state visitor guide – again sounds appealing</b>			
Billboard noted	<b>1 = no paid billboards or non-site signage noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = relatively easy to find street as it is located in SBCTB visitor guide. Also, there is city wayfinding signage nearby that lists this site.</b>			
Signage	<b>2 = signage found on building exterior</b>			
Curb appeal	<b>3 = looks slightly dated but lovely with a garden/park setting along the river</b>			
Easy to know course/path at site	<b>1 = parking is confusing. Once inside, there is no orientation offered.</b>			
Greeting upon entry	<b>1 = no</b>			
Orientation	<b>1 = none offered</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation 1 = static interpretation of exhibits and local art</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>1 = lack luster – there was a Mardi Gras exhibit and local art</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>1 = there was a gift shop but it was locked, closed and dark</b>			
Restrooms	<b>3 = yes</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 = none</b>			
<p>Overall Comments: City wayfinding signs do not indicate where to park. This appears to be more of an event venue than anything else.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Decide what this attraction is: Garden, art, event venue – make it clear &amp; deliver on the promise. RTM recommends (1) garden, (2) gift shop, (3) Thursday night events, and (4) venue.</li> <li>2. Great location. Choose your future &amp; master it.</li> <li>3. If they really want to be seen as a garden, they need better interpretation of garden – especially indoors.</li> </ol>				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Bossier Parish Library Historical Center</b>				
<b>Address: 2206 Beckett Street</b>				
<b>Phone:</b>		<b>Date: February 22, 2011</b>		<b>Time: 4:00PM</b>
<b>Price:</b>	Same per person	Age-priced	Free X	Free parking
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>2 = sounds like historic interpretation of Bossier City</b>			
SBCTB Visitor Guide - map	<b>1 = not on SBCTB visitor guide map – nor is Beckett Street</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not listed</b>			
Billboard noted	<b>1 = no signage, billboards or non-site signage noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>1 = no wayfinding signage or directions in SBCTB visitor guide</b>			
Signage	<b>2 = signage at site on exterior of building (blue vertical sign)</b>			
Curb appeal	<b>2 = clean – looks like typical city library</b>			
Easy to know course/path at site	<b>3 = typical for a library</b>			
Greeting upon entry	<b>1 = no – we had to walk around and find someone to help us</b>			
Orientation	<b>1 = no – none offered</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation D = static interpretation of some artifacts</b>			
Interpretation: electronic type	<b>None</b>			
Experience/quality	<b>1 = this is not really an attraction and should not be listed as such</b>			
Price/Value	<b>free</b>			
Gift shop	<b>1 = none</b>			
Restrooms	<b>3 = yes – typical for a library</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1= none</b>			
<p>Overall Comments: Only approximately 10% of the 1,000 total annual guests are out-of-town visitors – and most of those are visiting this site primarily for genealogical information. This is not really an attraction as such, but it is a very good source of genealogical information. It should be described and marketed as such.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Change to accurate description – sell genealogy.</li> </ol>				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Gardens of the American Rose Center</b>				
<b>Address: 8877 Jefferson Paige Road</b>				
<b>Phone:</b>		<b>Date: February 23, 2011</b>		<b>Time: 4:00PM</b>
<b>Price:</b>	Same per person	Age-priced - X	Free	Free parking - ample
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	1 = listed in SBCTB visitor guide – but, it does not say that it is only open April 1 – October			
SBCTB Visitor Guide - map	2 = not on SBCTB map – but Jefferson Paige Road is			
Independent adv. noted	1 = none noted			
State visitor guide listing	1 = yes, but it does not say it is only open April 1 – October. Also name is wrong.			
Billboard noted	1 = none noted			
<b>Characteristics</b>				
Wayfinding	4 = green DOT signage on Hwy. 80 & secondary roads, PLUS “reassurance” signage on Jefferson Paige Rd.			
Signage	4 = excellent signage			
Curb appeal	Unknown - closed			
Easy to know course/path at site	Unknown - closed			
Greeting upon entry	Unknown - closed			
Orientation	Unknown - closed			
Interpretation	A- guided tour B-self-guided C- interactive exhibits D- static interpretation Unknown - closed			
Interpretation: electronic type	Unknown - closed			
Experience/quality	Unknown - closed			
Price/Value	Unknown - closed			
Gift shop	Unknown - closed			
Restrooms	Unknown - closed			
Available food & beverage	A- restaurant B- snack bar C- cart/retail store D- vending Unknown = closed			
Overall Comments: Great signage on Hwy. 80 and on secondary road. Also reassurance sign and return signage to I-20.				
Recommendations:				
<ol style="list-style-type: none"> <li>1. Make sure state visitor guide &amp; SBCTB visitor guide both accurately indicate this site only open April – October</li> <li>2. Brochure is accurate – no changes recommended - but could be more dynamic</li> <li>3. Gift shop has <u>big</u> potential</li> <li>4. Accurate hours of operation are required</li> </ol>				

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: Gators and Friends Alligator Park and Exotic Zoo</b>				
<b>Address: 11441 Highway 80</b>				
<b>Phone:</b>		<b>Date: February 23, 2011</b>		<b>Time: 4:45PM</b>
<b>Price: \$7.95/adult \$5.95/kids, Free/2 yrs. &amp; under</b>	Same per person	Age-priced - X	Free	Free parking - ample
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>3 = Alligators have HUGE appeal!</b>			
SBCTB Visitor Guide - map	<b>1 = not on SBCTB visitor guide map – nor is Greenwood. Hwy. 80 is on map.</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>2 = good &amp; accurate listing in state visitor guide</b>			
Billboard noted	<b>1 = none</b>			
<b>Characteristics</b>				
Wayfinding	<b>3 = pretty easy to find as Hwy. 80 is prominent on most maps</b>			
Signage	<b>2 = good signage at site – could use “reassurance” sign</b>			
Curb appeal	<b>3 = looks new, clean &amp; well maintained</b>			
Easy to know course/path at site	<b>4 = excellent orientation</b>			
Greeting upon entry	<b>4 = yes</b>			
Orientation	<b>4 = excellent – told how to go through animal park – suggested \$2/pet food purchase</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits with animals D- static interpretation 3 = interactive</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>4 = excellent – enjoyable for adults &amp; families</b>			
Price/Value	<b>4 = reasonable price</b>			
Gift shop	<b>3 = good variety &amp; prices</b>			
Restrooms	<b>4 = yes and very clean</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 3 = snack bar</b>			
Overall Comments: Excellent experience – everyone visiting Louisiana wants to see an alligator! Petting zoo & animal feeding is a perfect add-on to alligator viewing. Noted party rooms for birthdays & events.				
Recommendations:				
1. This a “must see” attraction in Shreveport-Bossier				
2. SBCTB visitor guide should indicate this is 15 miles of Shreveport-Bossier on Hwy. 80				
3. State visitor guide should also indicate proximity & access via Hwy. 80				
4. Excellent brochure				
5. Add “reassurance” signage at appropriate point(s)				
6. Description in SBCTB is good				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Heritage Village</b>				
<b>Address: 414 Sibley St., Benton, LA</b>				
<b>Phone:</b>		<b>Date: February 25, 2011</b>		<b>Time: 11:30AM</b>
<b>Price:</b>	Same per person	Age-priced	Free	Free parking
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>3 = sounds interesting, especially for history enthusiasts</b>			
SBCTB Visitor Guide - map	<b>1 = neither site nor Benton on SBCTB visitor guide map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not listed in state visitor guide</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = wayfinding sign noted to indicate turn</b>			
Signage	<b>2 = sign(s) noted at site with acknowledgment of founders &amp; funders</b>			
Curb appeal	<b>4 = excellent – place looks really nice and well maintained. No hours posted.</b>			
Easy to know course/path at site	<b>Unknown – closed</b>			
Greeting upon entry	<b>Unknown - closed</b>			
Orientation	<b>Unknown - closed</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation Unknown - closed</b>			
Interpretation: electronic type	<b>Unknown – closed</b>			
Experience/quality	<b>Unknown – closed</b>			
Price/Value	<b>Unknown – closed</b>			
Gift shop	<b>Unknown – closed</b>			
Restrooms	<b>Unknown - closed</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending Unknown = closed</b>			
<p>Overall Comments: No signs at site indicating hours of operation. We went to nearby school superintendent's office and were told that the village is operated by two different organizations. One room school house is operated by School Office. All other buildings are operated by Heritage Village Foundation. School office can provide access to one room school only. All other buildings are only open on 3<sup>rd</sup> Saturday each month in spring of the year.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Provide accurate description and hours of operation in SBCTB visitor guide and state visitor guide.</li> <li>2. Our team has toured this site previously – and this can be a significant attraction for the area – but it is unlikely in the near future given lack of funding and current economic conditions.</li> </ol>				

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: J. Bennett Johnson Waterway Visitor Center</b>				
<b>Address: 701 Clyde Pant Parkway</b>				
<b>Phone:</b>		<b>Date: February 22, 2011</b>		<b>Time 1:00PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - plentiful
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>3 = sounds like it interprets Red River history and heritage</b>			
SBCTB Visitor Guide - map	<b>2 = no – but Clyde Fant Parkway is on the map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not listed in state visitor guide and should be</b>			
Billboard noted	<b>1 = no non-site signage or billboards noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = City wayfinding signage noted</b>			
Signage	<b>2 = Name on building exterior is difficult to see – this site deserves more visible and dynamic signage</b>			
Curb appeal	<b>2 = clean, well-maintained, interesting looking exterior</b>			
Easy to know course/path at site	<b>4 = yes</b>			
Greeting upon entry	<b>4 = yes, enthusiastically</b>			
Orientation	<b>4 = yes, orientation film, and staff person met us immediately at end of film and told us how to best enjoy the museum and what not to miss!</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation C &amp; D = some interactive &amp; some static interpretation</b>			
Interpretation: electronic type	<b>None</b>			
Experience/quality	<b>4 = excellent – we were very impressed with the staff person we encountered</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>1 = No</b>			
Restrooms	<b>4 = yes and very clean</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 = none</b>			
Overall Comments: This facility provides outstanding orientation to the history and heritage of the Red River and its role in the growth and development of Louisiana.				
Recommendations:				
<ol style="list-style-type: none"> <li>1. This is a “must see” as it provides outstanding quality interpretation of Red River and its role in the history &amp; heritage of Northwest Louisiana – build up the description in the SBCTB visitor guide &amp; state visitor guide</li> <li>2. Improve brochure             <ol style="list-style-type: none"> <li>a. Better “selling” points</li> <li>b. More accurate description of overall product &amp; experience</li> </ol> </li> <li>3. Need more dynamic and clear signage and name on outside of building</li> <li>4. Improve entranceway</li> </ol>				

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: Karpeles Manuscript Museum</b>				
<b>Address: 3201 Centenary Blvd.</b>				
<b>Phone:</b>		<b>Date: February 23, 2011</b>		<b>Time: 1:30PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>2 = SBCTB visitor guide says "every 4 months a new world-class exhibition" but doesn't say what kind of exhibition</b>			
SBCTB Visitor Guide - map	<b>2 = not in SBCTB visitor guide – but Centenary Blvd. is on map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not listed</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = relatively easy to find using street address since street is on SBCTB map</b>			
Signage	<b>3 = good signage at site</b>			
Curb appeal	<b>3 = building is impressive and appealing. Clean &amp; well maintained.</b>			
Easy to know course/path at site	<b>4 = front door entry</b>			
Greeting upon entry	<b>4 = greeted by charming woman who provided overview</b>			
Orientation	<b>3 = good orientation</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits (D)- static interpretation 1 = static interpretation</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>4 = awesome! Rare opportunity to see amazing collection</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>1 = no</b>			
Restrooms	<b>2 = yes</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 = none</b>			
Overall Comments: This is a "must see" attraction! Hours need to be strictly observed to prevent frustrations. Exhibit change 3 times/year and worthy of repeat visits!				
Recommendations:				
<ol style="list-style-type: none"> <li>Needs either a better name – or add a tag line that defines the experience – this is a remarkable experience and the name does not do the experience justice</li> <li>Needs better word-smithing/description in SBCTB visitor guide &amp; website</li> <li>Needs to be listed in state visitor guide</li> <li>SBCTB needs to help them create brochure</li> </ol>				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Logan Mansion</b>				
<b>Address: 725 Austin St.</b>				
<b>Phone:</b>		<b>Date: February 25, 2011</b>		<b>Time: 12:40PM</b>
<b>Price: Unknown</b>	Same per person	Age-priced	Free	Free parking
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>3 = promises "magnificent 1897 Queen Anne Victorian House" tour complete with ghost stories</b>			
SBCTB Visitor Guide - map	<b>1 = not on map, nor is Austin Street</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>3 = yes again promises "magnificent 1897 Home tour complete with ghost stories</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>1 = challenging without GPS</b>			
Signage	<b>2 = small sign at site plus historic site sign</b>			
Curb appeal	<b>3 = looks impressive</b>			
Easy to know course/path at site	<b>Unknown - closed</b>			
Greeting upon entry	<b>1 = no one there at 1:00PM for a 1:00PM tour</b>			
Orientation	<b>Unknown - closed</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation Unknown - closed</b>			
Interpretation: electronic type	<b>Unknown - closed</b>			
Experience/quality	<b>Unknown - closed</b>			
Price/Value	<b>Unknown - closed</b>			
Gift shop	<b>Unknown - closed</b>			
Restrooms	<b>Unknown - closed</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending Unknown - closed</b>			
<p>Overall Comments: Sign on front door said tour at 1:00PM. We arrived at 12:40PM and found a couple from Texas waiting on front porch for tour to begin. We all left when no one showed to conduct the promised tour. How frustrating!</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Maintain consistent hours of operation</li> <li>2. Add wayfinding directions in SBCTB visitor guide and state visitor guide</li> </ol>				



## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Louisiana Boardwalk</b>				
<b>Address: 540 Boardwalk Boulevard, Bossier City</b>				
<b>Phone:</b>		<b>Date: February 22-26, 2011</b>		<b>Time: multiple day &amp; evening visits</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - ample
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>3 = mentioned in shopping section, plus full page add with mention of anchor tenants &amp; restaurants (sample)</b>			
SBCTB Visitor Guide - map	<b>1 = not on map</b>			
Independent adv. noted	<b>3 = yes</b>			
State visitor guide listing	<b>4 = noted in SBCTB visitor guide</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>3 = easy wayfinding due to location adjacent to Red River</b>			
Signage	<b>4 = good signage</b>			
Curb appeal	<b>4 = well planned and maintained – very clean</b>			
Easy to know course/path at site	<b>3 = village style streets provide path guidance</b>			
Greeting upon entry	<b>N/A</b>			
Orientation	<b>N/A</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation</b>			
Interpretation: electronic type	<b>N/A</b>			
Experience/quality	<b>4 = excellent</b>			
Price/Value	<b>N/A</b>			
Gift shop	<b>N/A</b>			
Restrooms	<b>3 = yes</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending</b>			
<p>Overall Comments: Over 70 restaurants, shops, and entertainment venues clustered in an attractive outdoor village style complex on the banks of the Red River with easy (walking) access to casinos and hotels. Foot traffic was light in week lead-up to local Mardi Gras celebrations.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. This is a “must see” as most visitors enjoy a village-style shopping/dining/entertainment complex.</li> <li>2. Consider weekday evening promotions to help build traffic.</li> </ol>				

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: LSU-S Pioneer Village</b>				
<b>Address: One University Place</b>				
<b>Phone:</b>		<b>Date: February 23, 2011</b>		<b>Time: 10:00AM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - ample
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>1 = over-selling – one can drive by only, access by appointment or advanced booking</b>			
SBCTB Visitor Guide - map	<b>1 = no, nor is LSU campus</b>			
Independent adv. noted	<b>1 = no</b>			
State visitor guide listing	<b>3 = listed – says call for tour info</b>			
Billboard noted	<b>1 = no</b>			
<b>Characteristics</b>				
Wayfinding	<b>1 = no signs, even on campus. We found by driving around campus.</b>			
Signage	<b>2 = sign at site says “call for tour” and gives a little interpretation</b>			
Curb appeal	<b>2 = looks clean and well maintained – fenced off</b>			
Easy to know course/path at site	<b>2 = sign says call for tours - fairly easy path to determine</b>			
Greeting upon entry	<b>Unknown = closed</b>			
Orientation	<b>Unknown = closed</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation Unknown = closed</b>			
Interpretation: electronic type	<b>Unknown = closed</b>			
Experience/quality	<b>Unknown = closed</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>Unknown = closed</b>			
Restrooms	<b>Unknown = closed – appears to be in nearby university buildings</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending – None Unknown = closed</b>			
Overall Comments: State visitor guide has the most appropriate info – it says call before visit. This should be listed in SBCTB visitor guide under “By Appointment Only” category.				
Recommendations:				
1. Insure accurate description and hours of operation are included in visitor guides.				
2. We understand funding may be an issue for this site. RTM recommends operating as a venue for weddings and reunions to help boost operating income.				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Louisiana State Exhibit Museum</b>				
<b>Address: 3015 Greenwood Rd.</b>				
<b>Phone:</b>		<b>Date: February 23, 2011</b>		<b>Time: 3:00PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - ample
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>2 = name sounds "official" in guide and thus somewhat interesting</b>			
SBCTB Visitor Guide - map	<b>1 = not on SBCTB visitor guide map – nor is Greenwood Road</b>			
Independent adv. noted	<b>1 = no</b>			
State visitor guide listing	<b>3 = yes, sounds interesting</b>			
Billboard noted	<b>1 = none</b>			
<b>Characteristics</b>				
Wayfinding	<b>4 = brown state historic site signs noted on I-20 and major roads</b>			
Signage	<b>2 = name on building at site</b>			
Curb appeal	<b>3 = building very impressive, clean &amp; well maintained</b>			
Easy to know course/path at site	<b>3 = yes, easy to park, find door, clear path</b>			
Greeting upon entry	<b>4 = excellent - we were welcome and asked to sign guest book</b>			
Orientation	<b>3 = yes, we were instructed where to walk, what to see, etc.</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits (D- static interpretation 1 = static interpretation</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>4 = seeing building exterior/interior alone is worth the trip</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>1 = no</b>			
Restrooms	<b>1 = yes and great architecture – even in the restrooms!</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 = none</b>			
<p>Overall Comments: This is a "must see". The building is gorgeous – 1920's art deco &amp; fine art craftsmanship style with marble, iron, wood, tile = simply beautiful. State brown historic site signage noted on I-20 and on major roads near site. The building contains dioramas, artifacts, and displays that do a good job interpreting the history &amp; heritage of Louisiana.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Description in SBCTB visitor guide and state visitor guide should reference the impressive exterior architecture.</li> <li>2. Visitors should be provided a time-line simple brochure that depicts the general timeline for development in Louisiana.</li> </ol>				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Louisiana Oil and Gas Museum</b>				
<b>Address: 200 S. Land Street, Oil City</b>				
<b>Phone:</b>		<b>Date: February 24, 2011</b>		<b>Time: 10:00AM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free C	Free parking ample
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>3 = promises interpretation of Caddo Parish and historic buildings</b>			
SBCTB Visitor Guide - map	<b>1 = site is not on SBCTB visitor guide map – nor is Oil City</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>3 = site is listed in state visitor guide – promises interpretation of the area</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>4 = easy to find with brown DOT signs and City wayfinding signs</b>			
Signage	<b>4 = easy to determine location – virtually impossible to miss if you get close</b>			
Curb appeal	<b>3 = looks interesting, clean and well-maintained. One immediately sees several historic buildings, oil apparatus, etc.</b>			
Easy to know course/path at site	<b>4 = easy to find your way around</b>			
Greeting upon entry	<b>4 = enthusiastically greeted and engaged</b>			
Orientation	<b>4 = orientation film provides great overview and staff gave excellent guidance</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation</b>			
Interpretation: electronic type	<b>3 = self-guided with some electronic and hands-on displays</b>			
Experience/quality	<b>2 = some/limited</b>			
Price/Value	<b>3 = good focus on quality of experience</b>			
Gift shop	<b>Free</b>			
Restrooms	<b>2 = small gift shop inside</b>			
Available food & beverage	<b>3 = yes, very clean</b>			
Overall Comments:	<b>A- restaurant B- snack bar C- cart/retail store D- vending</b>			
Recommendations:	<b>1 = vending</b>			
<p>Provides very good interpretation of how oil and gas affected the development of North Louisiana. Excellent interpretation of early indigenous peoples.</p> <p>1. Be sure brochure gets distributed in as many places as possible.</p>				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Meadows Museum of Art</b>				
<b>Address: 2011 Centenary Boulevard</b>				
<b>Phone:</b>		<b>Date: February 23, 2011</b>		<b>Time 1:00PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - adequate
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>3 = sounds like typical art museum – no hours listed. SBCTB guide says it is at Centenary College</b>			
SBCTB Visitor Guide - map	<b>1 = no, however Centennial Boulevard is on SBCTB map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>2 = sounded like typical art museum – no hours listed</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = SBCTB guide says it is on Centennial campus – no city wayfinding sign noted</b>			
Signage	<b>2 = name is on building – visible from road</b>			
Curb appeal	<b>3 = looks appealing, clean and well maintained</b>			
Easy to know course/path at site	<b>2 = hard to tell if it is a museum, very small</b>			
Greeting upon entry	<b>3 = yes staff person greeted us</b>			
Orientation	<b>1 = minimal required of a small museum</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>1 = really just a small exhibition of Jack London's books, memorabilia and artifacts</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>1 = no</b>			
Restrooms	<b>3 = yes and very clean</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 = none</b>			
Overall Comments: This is a small museum on Centennial College campus. Appears to be a very small space currently exhibiting a Jack London books & memorabilia collection.				
Recommendations: 1. Provide accurate description of experience in SBCTB visitor guide and state visitor guide.				

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: Mooringsport Mini Museum</b>				
<b>Address: 124 W. Croom Street</b>				
<b>Phone:</b>		<b>Date: February 25, 2011</b>		<b>Time: 10:00AM</b>
<b>Price:</b>	Same per person	Age-priced	Free	Free parking - sufficient
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>3 = one of the few places that promise interpretation of Caddo Indian heritage</b>			
SBCTB Visitor Guide - map	<b>1 = not on SBCTB map – nor is Mooringsport</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not listed in state vg</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>1 = Mooringsport is an interesting village, sprawled along 2 state roads (no real square) with no signage, and made for challenging wayfinding</b>			
Signage	<b>2 = good signage on building</b>			
Curb appeal	<b>2 = looked like a medium-sized, non-descript house</b>			
Easy to know course/path at site	<b>Unknown - closed</b>			
Greeting upon entry	<b>Unknown - closed</b>			
Orientation	<b>Unknown - closed</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation</b>			
Interpretation: electronic type	<b>Unknown - closed</b>			
Experience/quality	<b>Unknown - closed</b>			
Price/Value	<b>Unknown - closed</b>			
Gift shop	<b>Unknown - closed</b>			
Restrooms	<b>Unknown - closed</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending Unknown - closed</b>			
Overall Comments: Sign found on door said, open Saturdays & Sundays 10:00AM – 4:00PM, or call for appointment. SBCTB visitor guide does not indicate hours of operation.				
Recommendations:				
1. Provide accurate description and hours of operation in SBCTB visitor guide and state visitor guide				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Multi-Cultural Center of the South</b>				
<b>Address: 520 Spring Street</b>				
<b>Phone:</b>		<b>Date: February 22, 2011</b>		<b>Time: 10:30AM</b>
<b>Price: \$2 per person</b>	Same per person	Age-priced	Free	Free parking on-street parking – challenging
<b>Marketing</b>				
<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>				
SBCTB Visitor Guide - appeal	<b>3 = sound interesting and promised to interpret the heritage of the 26 cultures that shaped Louisiana</b>			
SBCTB Visitor Guide - map	<b>1 = not located on SBCTB visitor guide map – nor is Spring Street – but is relatively easy to find since Spring Street is so prominent</b>			
Independent adv. noted	<b>2 = found an ad in the SBCTB visitor guide</b>			
State visitor guide listing	<b>2 = yes, but no hours listed. Again, sounds interesting and promised to interpret the heritage of 26 cultures in Louisiana</b>			
Billboard noted	<b>1 = no non-site billboards or signage noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = located at prominent corner in downtown Shreveport and has great sign on exterior of building that is very noticeable while driving at this corner</b>			
Signage	<b>2 = good sign on exterior of building</b>			
Curb appeal	<b>2 = looks clean – but front door needs more “welcoming”</b>			
Easy to know course/path at site	<b>No = very confusing</b>			
Greeting upon entry	<b>3 = yes, and quickly told it was \$2 per person for tour</b>			
Orientation	<b>1 = none offered other than the staff person from the Philippines who was very considerate and helpful – the only problem was he had limited command of English and it was somewhat challenging</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation only 2 = guided and static</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>2 = if you take time to read all the static displays, it is OK</b>			
Price/Value	<b>2 = OK</b>			
Gift shop	<b>1 = no</b>			
Restrooms	<b>2 = yes – but they are in another part of building</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 = none</b>			
<p><b>Overall Comments:</b> This is a very confusing experience. One walks in the door, is told it is \$2 per person for a tour – and then left alone in a room full of elaborate furniture. Walking around there appear to be a number of rooms, each decorated with furnishings and memorabilia from the country represented by that area – but very little indication of how each of these cultures shaped Louisiana. Plus, the second floor is accessed by going outside and then up the stairs and in through another entrance. Without the help of our guide from the Philippines we would have been lost. He was very kind, but it was hard to learn anything from him in his broken English. He did inspire us to go to the Philippines!</p> <p>It appears they mostly provide group tours. If one is an individual tourist and takes the time to “dig out” the few truly interpretive items in each “country” section it can be worthwhile. For instance, in one area we found a note about the woman who first sold coffee on the streets of New Orleans and a man who automated refining sugar thus relieving this from slave labor.</p>				
<b>Recommendations:</b>				
1. The museum definitely needs more orientation and much better “connection to Louisiana” interpretation.				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Municipal Auditorium/Elvis Presley Statue/Stage of Stars &amp; Legends Museum</b>				
<b>Address: 705 Elvis Presley Ave.</b>				
<b>Phone:</b>		<b>Date: February 24, 2011</b>		<b>Time: 2:30PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - ample
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>2 = sounds fascinating—accurately says tours available only 11:00-4:00 Saturdays</b>			
SBCTB Visitor Guide - map	<b>1 = site not on map, nor is Elvis Presley Boulevard</b>			
Independent adv. noted	<b>3 = yes, billboard noted – why do they have a billboard?</b>			
State visitor guide listing	<b>2 = listed in state visitor guide – but, no hours listed</b>			
Billboard noted	<b>3 = yes, buy why? Billboard primarily features name</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = challenging to locate using SBCTB visitor guide and map. However, there is city wayfinding signage</b>			
Signage	<b>4 = city wayfinding signage and excellent signage at site</b>			
Curb appeal	<b>4 = Building is gorgeous and architecturally significant</b>			
Easy to know course/path at site	<b>Unknown - closed</b>			
Greeting upon entry	<b>Unknown - closed</b>			
Orientation	<b>Unknown - closed</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation Unknown - closed</b>			
Interpretation: electronic type	<b>Unknown - closed</b>			
Experience/quality	<b>Unknown - closed</b>			
Price/Value	<b>Unknown - closed</b>			
Gift shop	<b>Unknown - closed</b>			
Restrooms	<b>Unknown - closed</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending Unknown - closed</b>			
Overall Comments: This is definitely a “must see” if only to see the building exterior & external interpretive signs. Does a nice job of interpreting the role of music in Shreveport History.				
Recommendations:				
1. Provide accurate description in SBCTB visitor guide and state visitor guide.				
2. Worth driving by if only to see the Elvis statue, the building exterior, and read the interpretive signs.				
3. If this could be open on a regular basis for visitation and provide appropriate interpretation it would be an awesome boost for the music heritage of Shreveport-Bossier.				



## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Museum of American Fencing</b>				
<b>Address: 1413 Fairfield Avenue</b>				
<b>Phone:</b>		<b>Date: February 24, 2011</b>		<b>Time: 2:00PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - adequate
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>2 = listed, but needs to say "sport of fencing" so people know what it is</b>			
SBCTB Visitor Guide - map	<b>1 = site is not on SBCTB visitor guide map, nor is Fairfield Avenue</b>			
Independent adv. noted	<b>1 = none listed</b>			
State visitor guide listing	<b>1 = not listed in state visitor guide</b>			
Billboard noted	<b>1 = none listed</b>			
<b>Characteristics</b>				
Wayfinding	<b>1 = challenging as Fairfield is not on map</b>			
Signage	<b>2 = good signage on exterior of building</b>			
Curb appeal	<b>2 = looks nice, needs "open" sign as door is typically locked</b>			
Easy to know course/path at site	<b>4 = yes, guided tour</b>			
Greeting upon entry	<b>4 = enthusiastic owner of museum typically greets visitors</b>			
Orientation	<b>4 = enthusiastic owner personally guided tour</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation 4 = personally guided tour</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>5 = excellent</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>1 = no</b>			
Restrooms	<b>2 = yes</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 = none</b>			
<p>Overall Comments: Andy Shaw (owner) greeted us and provided very interesting tour &amp; history of fencing in the US, Olympics, etc. Many original fencing trophies and artifacts on display. Note: Only fencing museum in the US and one of only 3 in world.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Add "sport of fencing" to description so people understand what it is.</li> <li>2. While this may not appeal to all visitors, it is a one-of-a-kind museum and an awesome experience for those who are interested in knowing more about fencing and the history of the sport of fencing in America.</li> </ol>				

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: R.W. Norton Art Gallery</b>				
<b>Address: 4747 Creswell Avenue</b>				
<b>Phone:</b>		<b>Date: February 23, 2011</b>		<b>Time: 2:00PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - ample
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>2 = sounds like typical art museum</b>			
SBCTB Visitor Guide - map	<b>1 = not on SBCTB map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>2 = sounds like typical art museum. No hours listed in state guide.</b>			
Billboard noted	<b>1 = none</b>			
<b>Characteristics</b>				
Wayfinding	<b>1 = poor, not on map in SBCTB visitor guide. No wayfinding signage noted.</b>			
Signage	<b>2 = name is on front of building</b>			
Curb appeal	<b>3 = nice, looks like good size art museum. Very clean &amp; well maintained.</b>			
Easy to know course/path at site	<b>3 = yes, staff provided good orientation and suggested path</b>			
Greeting upon entry	<b>4 = excellent</b>			
Orientation	<b>4 = excellent</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation 2 = some interactive and some static</b>			
Interpretation: electronic type	<b>1 = None</b>			
Experience/quality	<b>4 = excellent and impressive experience</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>1 = none, but there is on-line book sales</b>			
Restrooms	<b>4 = yes and very clean</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 = none</b>			
<p>Overall Comments: This museum is particularly challenging to find. Wayfinding signage would be very helpful as would driving directions in the SBCTYB visitor guide and website. It is an excellent museum. The distinctions need to be more aggressively promoted.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Put ad in SBCTB visitor guide – it would help visitors understand the excellence of this facility</li> <li>2. Improve description in SBCTB visitor guide – the current language is a bit too standard.</li> <li>3. Add driving/wayfinding directions to brochure and SBCTB visitor guide listing and map</li> <li>4. Sell Remington Collection more emphatically. Why should someone who has an art museum at home come to see the Norton?</li> </ol>				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Robinson Film Center</b>				
<b>Address: 617 Texas Street</b>				
<b>Phone:</b>		<b>Date: February 24, 2011</b>		<b>Time: 6:00PM</b>
<b>Price:</b>	Same per person	Age-priced	Free	Free parking – metered parking and pay lots
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>3 = sounds very appealing: “Exhibiting international, independent, and classic film. Serves as resource for filmmaking and film education. (contains) Abby Singers’ Bistro”. Also a quarter panel ad in SBCTB visitor guide.</b>			
SBCTB Visitor Guide - map	<b>1 = not on map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>4 = sounds very appealing: “Two-screen cinema playing classic, art, &amp; foreign films plus restaurant with lunch and dinner specials”</b>			
Billboard noted	<b>4 = downtown</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = fairly easy to find with street address in downtown Shreveport</b>			
Signage	<b>2 = signage at site</b>			
Curb appeal	<b>3 = well maintained</b>			
Easy to know course/path at site	<b>1 = hours of operation varied and not posted</b>			
Greeting upon entry	<b>1 = none</b>			
Orientation	<b>1 = none</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation N/A</b>			
Interpretation: electronic type	<b>N/A</b>			
Experience/quality	<b>3 = very good</b>			
Price/Value	<b>N/A</b>			
Gift shop	<b>1 = none</b>			
Restrooms	<b>3 = very clean</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 4 = restaurant</b>			
Overall Comments: Interviewed part/time worker who described restaurant-and-a-movie venue (alternative first-run movie plus food) in addition to classrooms, studio space, and meeting space for film/video instruction and student promotion.				
Recommendations:				
1. Because this is a unique concept, it requires a very clear and accurate description in the SBCTB visitor guide and website. RTM fears that typical visitors may not understand how to enjoy this facility.				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Sci-port</b>			
<b>Address: 820 Clyde Fant Parkway</b>			
<b>Phone:</b>		<b>Date: February 22, 2011</b>	<b>Time: 2:00PM</b>
<b>Price: \$13=adult \$11=senior</b>	Same per person	Age-priced X	Free Free parking - plentiful
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>3 = appealing. Adults may go to see IMAX film. Families would likely go unless they have a science museum at home. Even then, it is a good bad weather (indoor) activity</b>		
SBCTB Visitor Guide - map	<b>2 = not on SBCTB map, but Clyde Fant Parkway is easy to find on map</b>		
Independent adv. noted	<b>3 = yes in SBCTB visitor guide</b>		
State visitor guide listing	<b>3 = yes</b>		
Billboard noted	<b>1 = no billboards or non-site signage noted other than City wayfinding system</b>		
<b>Characteristics</b>			
Wayfinding	<b>3 = good notation on City way-finding signage</b>		
Signage	<b>3 = good city signage – very visible driving by</b>		
Curb appeal	<b>3 = good – would look more fun if it had outdoor displays</b>		
Easy to know course/path at site	<b>2 = nothing except little map provided when you purchase a ticket</b>		
Greeting upon entry	<b>1 = no sign indicating “welcome” nor any employee greeting</b>		
Orientation	<b>1 = staffer at ticket counter gave us zero information. When we returned to ask about an IMAX film she just gave us only the name of the film and times – no encouragement or enticement</b>		
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation 3 = a good bit of interactive and some static interpretation</b>		
Interpretation: electronic type	<b>1 = none</b>		
Experience/quality	<b>3 = exhibits are typically engaging as is typical of a science museum. However, our experience was that staff does <u>not</u> engage visitors</b>		
Price/Value	<b>2 = OK</b>		
Gift shop	<b>3 = yes</b>		
Restrooms	<b>3 = yes</b>		
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 3 = snack bar</b>		
<p>Overall Comments: The only time staff interacted with us was when we were paying money – once at ticket counter and once at snack bar. No other (of the many) employees we encountered spoke to us or acknowledged us in any way. Overall the exhibits were good. We felt the staff should have noted that there were two adults touring at 2:00PM on a weekday and either wanted to know what we were interested in – or know to encourage us to go to one of the IMAX films. They definitely “left money on the table” by not encouraging us to see an IMAX film.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Consider having more “fun” exhibits outside to engage visitors.</li> <li>2. Initial visitor greeting needed.</li> <li>3. Orientation and facilitation processes need improvement.</li> <li>4. Staff should be encouraged to engage visitors consistently – regardless of age.</li> </ol>			

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Shreveport Water Works Museum</b>				
<b>Address: 142 N. Commons Street</b>				
<b>Phone:</b>		<b>Date: February 22, 2011</b>		<b>Time: 3:15PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking – ample
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>3 = sounds historic – water is a major component of civilization and the development of urban areas – so it is fairly interesting</b>			
SBCTB Visitor Guide - map	<b>1 = not located on SBCTB visitor guide map – nor is N. Commons</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>3 = sounds historic and fairly interesting</b>			
Billboard noted	<b>1 = no billboards or non-site signage noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>1 = hard to find without accurate map of Shreveport-Bossier or GPS</b>			
Signage	<b>4 = great signage at site</b>			
Curb appeal	<b>2 = nearby area not very appealing – but it looks authentic to a water works facility</b>			
Easy to know course/path at site	<b>4 = obvious sign indicated “enter here” – another obvious sign indicates restrooms</b>			
Greeting upon entry	<b>3 = person in adjacent office came as soon as we got out of our car and entered museum</b>			
Orientation	<b>4 = yes – guided tour provided after initial orientation</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation</b> <b>4 = guided tour</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>4 = Awesome! Great interpretation of how a city’s water system works</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>2 = a few limited items available for sale</b>			
Restrooms	<b>3 = yes</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D = Vending</b> <b>2 = vending at gift counter</b>			
<p>Overall Comments: This is a state owned facility with noteworthy designation by the Smithsonian Institute as the last remaining steam-powered municipal water pump. Anyone interested in water use or mechanics would find this time well spent. Most men would also really enjoy this tour.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Better descriptive wording in the SBCTB visitor guide and state visitor guide.</li> <li>2. Accurate GPS information is needed – or clear directions to help with wayfinding.</li> </ol>				

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: Spring Street Historical Museum</b>				
<b>Address: 525 Spring Street</b>				
<b>Phone:</b>		<b>Date: February 22, 2011</b>		<b>Time: 10:00AM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking – street side challenges
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>3 = good historic interest – it mentions that this is Shreveport’s oldest building</b>			
SBCTB Visitor Guide - map	<b>1 = poor – this site is not on SBCTB map and neither is Spring Street although it is easy to find Spring Street since it is so prominent</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>2 = listed in visitor guide – but no hours indicated</b>			
Billboard noted	<b>1 = no billboard or non-site signage noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = Spring Street is relatively easy to find</b>			
Signage	<b>3 = good external signage</b>			
Curb appeal	<b>2 = looks historic – decorative wrought iron has appeal</b>			
Easy to know course/path at site	<b>Unknown - they were changing exhibits and we didn’t experience typical visit</b>			
Greeting upon entry	<b>Unknown - we arrived while they were in the process of changing exhibits and were met outside by a staff person who was working outside</b>			
Orientation	<b>Unknown</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation</b> <b>1 = static interpretation</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>Unknown</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>1 - no</b>			
Restrooms	<b>2 = yes</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending</b> <b>1 = none noted</b>			
<p>Overall Comments: We arrived as they were changing exhibits. Gentleman greeted us outside where he was working and invited us in to look around while they were working on the exhibits – which was very considerate. The exterior has great historic visual appeal – and we learned the interior was originally a bank – the interior architecture is elaborate as is the old vault that still remains. Definitely worth a visit – if only to see the architecture!</p> <p>Recommendations:            1. Insure that experience matches the description in the SBTCB visitor guide and state visitor guide.</p>				

**2011 Attractions Reconnaissance Report**

<b>Attraction Name: Stephens African American Museum</b>				
<b>Address: 2810 Lindholm</b>				
<b>Phone:</b>		<b>Date: February 23, 2011</b>		<b>Time: 3:30PM</b>
<b>Price: \$1/child, \$2/adult (source SBCTB visitor guide)</b>	Same per person	Age-priced	Free	Free parking - ample
<b>Marketing</b>	<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>			
SBCTB Visitor Guide - appeal	<b>3 = good appeal for those interested in African American heritage</b>			
SBCTB Visitor Guide - map	<b>1 = not on SBCTB map, nor is Lindholm Street</b>			
Independent adv. noted	<b>1 = none</b>			
State visitor guide listing	<b>1 = not in state visitor guide</b>			
Billboard noted	<b>1 = none</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = Green DOT sign found on adjoining street, but overall challenging to find</b>			
Signage	<b>3 = signage clear at site</b>			
Curb appeal	<b>2 = clean and well maintained - needs landscaping</b>			
Easy to know course/path at site	<b>Unknown - closed</b>			
Greeting upon entry	<b>Unknown - closed</b>			
Orientation	<b>Unknown - closed</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation</b>			
Interpretation: electronic type	<b>Unknown - closed</b>			
Experience/quality	<b>Unknown - closed</b>			
Price/Value	<b>Unknown - closed</b>			
Gift shop	<b>Unknown - closed</b>			
Restrooms	<b>Unknown - closed</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending Unknown - closed</b>			
<p>Overall Comments: Website indicated museum was open Wednesdays – Fridays 1:00-4:00PM. We found it closed Wednesday at 3:30PM on February 23. No sign on door or any indication as to why it was closed. Green DOT sign noted on side street.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>Needs brochure distributed around Shreveport-Bossier area</li> <li>Hours of operation need to be accurately included in SBCTB visitor guide – and maintained at the site</li> <li>This museum needs a “hook”, something unique to drive visitation since it is off the major paths of visitors and somewhat hard to find.</li> </ol>				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Touchtone Wildlife Museum</b>				
<b>Address: 3386 Highway 80 East, Haughton</b>				
<b>Phone:</b>		<b>Date: February 24, 2011</b>		<b>Time: 1:00PM</b>
<b>Price: \$2.50/adult</b>	Same per person	Age-priced X	Free	Free parking - ample
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>2 = description sounds appealing and is accurate</b>			
SBCTB Visitor Guide - map	<b>2 = not on SBCTB visitor guide map, nor is Haughton. But, Highway 80 is on map.</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>2 = good, accurate description in state visitor guide</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = fairly easy using street address and map showing Hwy. 80</b>			
Signage	<b>4 = stuffed animals outdoors at site are very impressive</b>			
Curb appeal	<b>3 = big animals outside immediately draws you in</b>			
Easy to know course/path at site	<b>3 = staff greeted and provided instructions</b>			
Greeting upon entry	<b>2 = staff greeted and took admission</b>			
Orientation	<b>2 = brief orientation of two floors</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation 1 = primarily static</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>2 = some taxidermy was very interesting, some fairly old &amp; tired in appearance</b>			
Price/Value	<b>2 = needed to be more engaging</b>			
Gift shop	<b>2 = small glass counter</b>			
Restrooms	<b>3 = yes, very clean</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 = none</b>			
Overall Comments: The story of the Touchstone Family was interesting. Animal exhibits need to be more engaging.				
Recommendations:				
1. Maintain accurate description in SBCTB visitor guide and state visitor guide.				
2. Improve interpretation with more engaging animal exhibits.				
3. Remove the animals that are in dis-repair.				



**2011 Attractions Reconnaissance Report**

<b>Attraction Name: Vivian Railroad Museum</b>				
<b>Address: 180 North Front Street, Vivian</b>				
<b>Phone:</b>		<b>Date: February 25, 2011</b>		<b>Time: 10:40AM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>3 = sounds interesting, especially for railroad enthusiasts</b>			
SBCTB Visitor Guide - map	<b>1 = site is not on map, neither is Vivian, however, LA Hwy. 1 is on the map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not listed in state visitor guide</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>2 = some wayfinding signage noted</b>			
Signage	<b>2 = fairly easy to find, once you find Vivian</b>			
Curb appeal	<b>3 = looks really nice, clean, well-maintained exterior with beautiful terracotta roof</b>			
Easy to know course/path at site	<b>Unknown - closed</b>			
Greeting upon entry	<b>Unknown - closed</b>			
Orientation	<b>Unknown - closed</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation Unknown - closed</b>			
Interpretation: electronic type	<b>Unknown - closed</b>			
Experience/quality	<b>Unknown - closed</b>			
Price/Value	<b>Unknown - closed</b>			
Gift shop	<b>Unknown - closed</b>			
Restrooms	<b>Unknown - closed</b>			
Available food & beverage	<b>Unknown - closed</b>			
Overall Comments: SBCTB visitor guide says it is open 10:00AM – 2:00PM, Monday – Friday, but we found it closed at 10:40AM on a Friday. Small temporary sign on door indicated “call for an appointment” followed by a local number. No one answered our call. No hours were posted.				
Recommendations:				
1. Provide accurate description and reliable hours of operation in SBCTB visitor guide and state visitor guide.				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: Walter B. Jacobs Memorial Nature Park</b>				
<b>Address: 8012 Blanchard Furrh Road</b>				
<b>Phone:</b>		<b>Date: February 24, 2011</b>		<b>Time: 11:30AM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - ample
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>2 = sounds like a nice nature park – primarily outdoor recreation</b>			
SBCTB Visitor Guide - map	<b>1 = not on map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not listed in state visitor guide</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>3 = noted brown DOT signs</b>			
Signage	<b>2 = sign at site obvious</b>			
Curb appeal	<b>3 = clean grounds and building - well maintained and appealing</b>			
Easy to know course/path at site	<b>3 = parking and obvious entry point</b>			
Greeting upon entry	<b>4 = yes, enthusiastically</b>			
Orientation	<b>4 = yes, staffer gave good orientation</b>			
Interpretation	<b>A- guided tour B-self-guided C - interactive exhibits D- static interpretation 3 = interactive and a few hands-on exhibits</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>3 = very good – nice nature experience – focus on flora and fauna of the area</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>1 = none</b>			
Restrooms	<b>4 = very clean</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 2 = vending</b>			
Overall Comments: This is a good nature experience and could become a “must see” if it were to focus more on the distinctions that make this region different from all others.				
Recommendations:				
1. Consider focus on plants and animals that are distinct to North Louisiana as a way to distinguish this facility for visitors.				

## 2011 Attractions Reconnaissance Report

<b>Attraction Name: 8<sup>th</sup> Air Force Museum</b>				
<b>Address: 88 Shreveport Road, Barksdale AFB, Bossier City</b>				
<b>Phone:</b>		<b>Date: February 23, 2011</b>		<b>Time: 6:00PM</b>
<b>Price: Free</b>	Same per person	Age-priced	Free X	Free parking - ample
<b>Marketing</b>		<b>Comments &amp; Ratings (excellent, good, fair, poor)</b>		
SBCTB Visitor Guide - appeal	<b>3 = appeals to those interested in military aircraft, artifacts, etc.</b>			
SBCTB Visitor Guide - map	<b>1 = not on SBCTB map</b>			
Independent adv. noted	<b>1 = none noted</b>			
State visitor guide listing	<b>1 = not listed in state visitor guide</b>			
Billboard noted	<b>1 = none noted</b>			
<b>Characteristics</b>				
Wayfinding	<b>3 = easily located with existing signage</b>			
Signage	<b>4 = excellent signage</b>			
Curb appeal	<b>3 = appropriate for a military museum</b>			
Easy to know course/path at site	<b>3 = well organized, as is typical of military museums</b>			
Greeting upon entry	<b>Unknown – we visited as part of a meeting</b>			
Orientation	<b>Unknown – we visited as part of a meeting</b>			
Interpretation	<b>A- guided tour B-self-guided C- interactive exhibits D- static interpretation 1 = static interpretation</b>			
Interpretation: electronic type	<b>1 = none</b>			
Experience/quality	<b>3 = good experience</b>			
Price/Value	<b>Free</b>			
Gift shop	<b>2 - yes</b>			
Restrooms	<b>3 – yes, very clean</b>			
Available food & beverage	<b>A- restaurant B- snack bar C- cart/retail store D- vending 1 – not at museum</b>			
<p>Overall Comments: Barksdale Air Force Base and the 8<sup>th</sup> Air Force are internationally known. This museum does a good job of capturing some of the history and importance of this impressive military unit. There is a great story to be told here.</p> <p>Recommendations:</p> <ol style="list-style-type: none"> <li>1. Provide accurate description and hours of operation in the SBCTB visitor guide and state visitor guide.</li> <li>2. RTM would love to see this museum expanded when funds are available. This is one of the most important stories of the U.S. military history.</li> </ol>				

## **2011 Attraction Manager Survey**

### **Attraction Survey**

The Shreveport-Bossier Convention and Tourist Bureau (SBCTB) retained Randall Travel Marketing, Inc. (RTM) to conduct an attraction manager survey with the Shreveport-Bossier area attractions as part of an overall tourism research project for 2011. This report documents a summary of the results of this survey.

### **Study Methodology**

A survey instrument was sent to a full listing of attractions and festivals/events in Shreveport-Bossier. The survey received twenty-seven (27) respondents including:

- (22) Museums/attractions
- (5) Festival/events

The survey was conducted during the months of February through April 2011.

This survey instrument was a questionnaire written by RTM and approved by the SBTC.

### **Summary of Attraction Manager Survey Findings**

- Shreveport-Bossier has a wide range of attractions as might be expected of a “hub” regional destination.
- The trend line in visitation to Shreveport-Bossier attractions and festivals has remained strong over the past 5 years, in spite of the global economic downturn. The steadiness of attendance is due in part to the fact that Shreveport-Bossier has remained a strong economy. In fact, tourism has grown here in contrast to many other destinations.
- Local/regional residents comprise 43.60% of all attraction visitors. Out-of-town visitors are 16.92%. School groups are 17.80%. Other small groups combined equal 22.18%.
- Generally, summer and spring was reported as the busiest season, with winter and fall being the slowest.
- The top feeder markets include: Dallas, Tyler, Longview, Bossier and Marshall.
- Most of the attractions and festivals/events do not charge an admission fee.
- Staffing ranges varied widely, as might be expected with such a diverse population of attractions and festivals/events. However, only two organizations are staffed solely by volunteers. Most attractions reported having 1-4 full-time staff as well as a small number of part-time staff.
- Budgets also ranged widely, again as might be expected. Respondents reported the following rank order of income sources: 1) Admission 2) City/Parish/State Funding 3) Gift Shop 4) Fundraising 5) Rentals 6) Grants.
- SBCTB services were also rank ordered in terms of importance, with the most important being: 1) Free visitor guide and website listings 2) Free brochure distribution.

**2011 Attraction Manager Survey**

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**Year Attraction Opened to the Public**

It is important to understand the age of local attractions as well as their relevance and appeal to the current traveling public. Of those that responded to the survey the age of their facilities ranged from four (4) to more than seventy (70) years or older. It is important to note that product life cycle issues must be monitored. For instance, visitors love history, but only when it is presented in an engaging, interactive and up-to-date technological manner. Falling visitation is a reliable method of monitoring satisfaction with existing facilities and interpretation.

The majority of respondents in this study indicated their site was opened within the past ten years, while some were more historic in nature and thus opened much earlier. Overall, the majority can be considered modern. Older sites may want to consider reviewing exhibits and interpretation to determine which can be updated to more engaging formats.

Date Opened	Number of Attractions
Prior to 1949	1
1950 – 1969	2
1970 – 1979	4
1980 - 1989	2
1990 - 1999	5
2000 - 2009	11
Unknown	2

## 2011 Attraction Manager Survey

### **Growth and Decline in Annual Attendance**

RTM requested attendance figures from the Shreveport-Bossier area attractions. Twenty-two attraction respondents provided at least three years of attendance statistics.

While the total attendance statistics varied considerably, the trend line from year to year has remained strong with only 18% of all respondents reporting a decline in attendance. That is good news as many destinations have reported a much higher decline in attraction attendance. It is important to note that tourism visitation to Shreveport has increased even during the past few troubling economic years, and this is likely one of the reasons that visitation has remained this strong for Shreveport-Bossier attractions.

Other than the relatively steady visitation patterns, RTM detected the following:

- Shopping areas definitely had higher attendance than any attraction, as might be expected.
- The majority of events reported a 20,000-30,000 attendance range
- Museums varied the most in attendance, with visitation ranging as follows:
  - (1) Under 1,000 visitors annually
  - (8) 1,000 – 5,000
  - (3) 5,000 – 12,000
  - (0) 12,001 - 19,999
  - (4) 20,000 - 30,000
  - (2) Over 50,000
  - (1) Over 160,000

**2011 Attraction Manager Survey**

**Overall Visitor/Guest Mix and Rank Order of Visitor Segments**

RTM asked managers at local attractions to make their best estimate of the percentage that each of the following nine (9) visitor segments had for their total 2010 visitation. Below is the form RTM provided to these respondents as well as the total of their responses.

<b>ATTRACTION SURVEY</b>	<b>2010</b>
<b>Individual Visitors (regular daily admissions)</b>	
Local/regional residents	<b>43.60%</b>
Out of town visitors	<b>16.92%</b>
<b>Groups:</b>	
Group Tour/ motorcoach	<b>3.98%</b>
School/education groups	<b>17.80%</b>
Wedding/reunions/family events	<b>5.46%</b>
Social Clubs	<b>3.40%</b>
Corporate events & meetings	<b>1.40%</b>
Military	<b>3.46%</b>
Other: other (no category)	<b>4.48%</b>
<b>TOTAL (percentages must total 100%)</b>	<b>100%</b>

RTM 2011 Attraction Survey (2010 data)

The responses we see here are typical of most destinations and show that the majority of attraction visitors are local/regional residents; the next highest percentage tends to be school/educational groups, followed by out-of-town visitors, and then the rental and small group segments.

Local/regional residents	<b>43.60%</b>
Out of town visitors	<b>16.92%</b>
School/education groups	<b>17.80%</b>
Other	<b>22.18%</b>

Thus, we see that the SBCTB can anticipate impacting approximately one-fifth of the visitation for attractions (the out-of-town visitors), while the attractions themselves must investigate how to increase the majority of their business through their local and regional efforts, as well as their direct sales to groups and rentals.

## 2011 Attraction Manager Survey

### **Busiest and Slowest Time Periods**

RTM asked the attractions to report their busiest and slowest months and to rank the four seasons in terms of visitation and attendance to gain insight into the busy and slow times of year.

Twenty- one (21) respondents provided answers for both busiest and slowest months. Generally, summer and spring was reported as the busiest season, with winter and fall being the slowest. Individual responses are indicated below:

<b>Month</b>	<b>Busiest</b>	<b>Slowest</b>
<b>January</b>	1	9
<b>February</b>	1	2
<b>March</b>	~	~
<b>April</b>	2	~
<b>May</b>	4	1
<b>June</b>	6	1
<b>July</b>	2	~
<b>August</b>	~	3
<b>September</b>	~	2
<b>October</b>	5	1
<b>November</b>	~	1
<b>December</b>	1	2

### **Length of Time Visitors Spend at Attractions**

RTM asked attractions to estimate the amount of time typical visitors spend at their attraction. Ten (10) respondents reported visitors spent one to two hours, eight (8) reported 30-60 minutes and nine (9) reported “other”. Of the nine that reported “other” the majority were festivals/events.



## **2011 Attraction Manager Survey**

### **Top Point of Origin and Feeder Markets**

Attractions were asked to report what they considered to be their top feeder markets. The following is the rank order of points of origin reported:

- Dallas
- Tyler
- Longview
- Bossier
- Marshall

This is very helpful information for museums/attractions and festivals/events to track as this can help everyone better target future marketing efforts.

It is important to realize that even museums/attractions with limited budgets and staff can also accomplish this point-of-origin tracking easily. RTM has frequently seen museums and attractions learn this data by having a simple wall map and push pins and asking visitors to mark where they live. When the map is taken down, the pattern of pin holes will reveal the top rank order of points of origin for visitors. The map should be changed annually, or even monthly or seasonally to allow for analysis.

### **Attraction Admission Fees**

Most of the respondents do not charge an admission fee. For those that do charge an admission fee, RTM feels the fees reported are reasonable for the type of attraction/facility.

The American consumer is accustomed to paying admission, with movies now over \$7 per ticket and many amusement parks charging in excess of \$50. Several national research studies have shown free attractions or museums are perceived as being of poor quality by the potential visitor and, thus, not worth the visit. An admission fee implies that the experience must be "worth it."

## 2011 Attraction Manager Survey

### Staff and Budget

RTM asked Shreveport-Bossier attractions to report staff size and the amount of money allocated annually to purchase advertising. Respondents reported as follows:

- **Staff:** Attractions reported a wide range from zero to thirty-five staff members. Two organizations are staffed solely by volunteers. The majority reported having one to four full-time staff positions, and most reporting a smaller number of part-time staff. A few had six to ten staff positions, and two had over thirty. All but ten attractions utilized volunteers to enhance their staff.
- **Budget:** A total of ten (10) attractions reported budget and advertising information. Budgets ranged from \$1,000 to \$4,000,000. However, six of the ten respondents had budgets less than \$50,000.
- **Advertising Budgets:** Marketing budgets for museums and general attractions ranged from a low of \$150 to a high of \$50,000, with the significant majority falling into the \$1,000-\$3,000 range. Events reported larger marketing budgets than traditional museums and attractions.
- **Earned Income:**

Of the twenty-seven (27) total respondents to this study, approximately half or fifteen (15) reported an earned income amount in at least one category. And while the annual income ranges varied considerably, there were some patterns that emerged in the overall funding analysis. The income categories are indicated below in relative rank order.

  - **Admission:** This was the largest category of income reported by festivals/events. Conversely it was not the largest reported by the majority of museums/attractions.
  - **City/Parish/State Government:** Eight (8) of the fifteen (15) respondents reported receiving government income. Only two (2) of the museums/attractions respondents did not report this as their largest source of income.
  - **Gift Shop:** Only five (5) of the fifteen (15) respondents reported earned income from a gift shop. However, for those that did, this was one of the largest income categories.
  - **Fundraising:** This income category was more consistently reported than any other, indicating that both festivals/events and museums/attractions actively engage in fundraising. However, only a few of the respondents reported it as one of their highest sources of income.
  - **Rentals:** Rental income plays a significant revenue role for both festivals/events and museums/attractions in Shreveport-Bossier.
  - **Grants:** Ten (10) of the fifteen (15) respondents indicated earned income from grant funding. However, this was consistently one of the lowest categories of income reported.

**2011 Attraction Manager Survey**

**Shreveport-Bossier Convention and Tourist Bureau Services**

Respondents were asked to rate various programs and serves SBCTB provides to its local museums, attractions and festivals/events by their importance on a scale of 1-5 where 1 equals low and 5 equals high. The following indicates the rating of importance of these services provide by SBCTB as well as the rank order identified by these respondents.

<b>Rating 1=low / 5=high</b>	<b>Rank Order of Services Provided by SBCTB</b>
4.70	1) Free visitor guide & website listing
4.67	2) Free brochure distribution
4.14	3) <u>Ranked the same:</u> Free digital billboards News release distribution Co-op brochure design & printing
4.00	4) Co-op advertising
3.74	5) Social media assistance, training & implementation
3.48	6) Maps
3.13	7) <u>Ranked the same:</u> Basic website design & support WOW customer service training
2.89	8) Seasonal promotional
2.78	9) Weekend tourism updates
1.93	10) Sales training
1.88	11) Daily occupancy report
1.47	12) Quarterly sales mission