



# PROGRESSIVE

# 2008

Annual Report



# GENUINE





# MISSION

## Statement

**SBCTB** is the official destination marketing organization attracting meeting, leisure and gaming visitors resulting in economic **growth** through visitor expenditure, thereby enhancing the **quality** of life in Louisiana's Caddo and Bossier Parishes.



In a time of economic crisis and panic for many industries, **the tourism industry in Shreveport-Bossier showed tremendous strength in 2008.** We were fortunate to have ended the year with growth instead of decline.

# MESSAGE

from Stacy Brown,  
President of the Shreveport-Bossier  
Convention & Tourist Bureau

It was not by luck or chance, but by hard work and great resolve that we were able to see a 12.60% increase in hotel revenue over 2007. A recent lodging study of Shreveport-Bossier hotels indicated that the hotel occupancy in this area has outperformed the national averages since 2002. This is attributed to the staff of the tourist bureau that worked tirelessly in conjunction with our partners to market and to promote **our great destination.**

One of the biggest achievements of 2008 was launching our community's brand, **Shreveport-Bossier: Louisiana's Other Side.** This brand helps distinguish our geographic position in the state, as well as our attitude about all the great offerings we afford our visitors. This research-driven brand helped us to wrap our arms around the things that make us so special.

The brand is meant to say we embrace being **unique** and we offer another Louisiana experience to enhance all of the others a visitor can have in our remarkable state.

Since the launching of the brand, we have seen our advertisement inquiries increase some 69 percent over the previous year. Our Internet

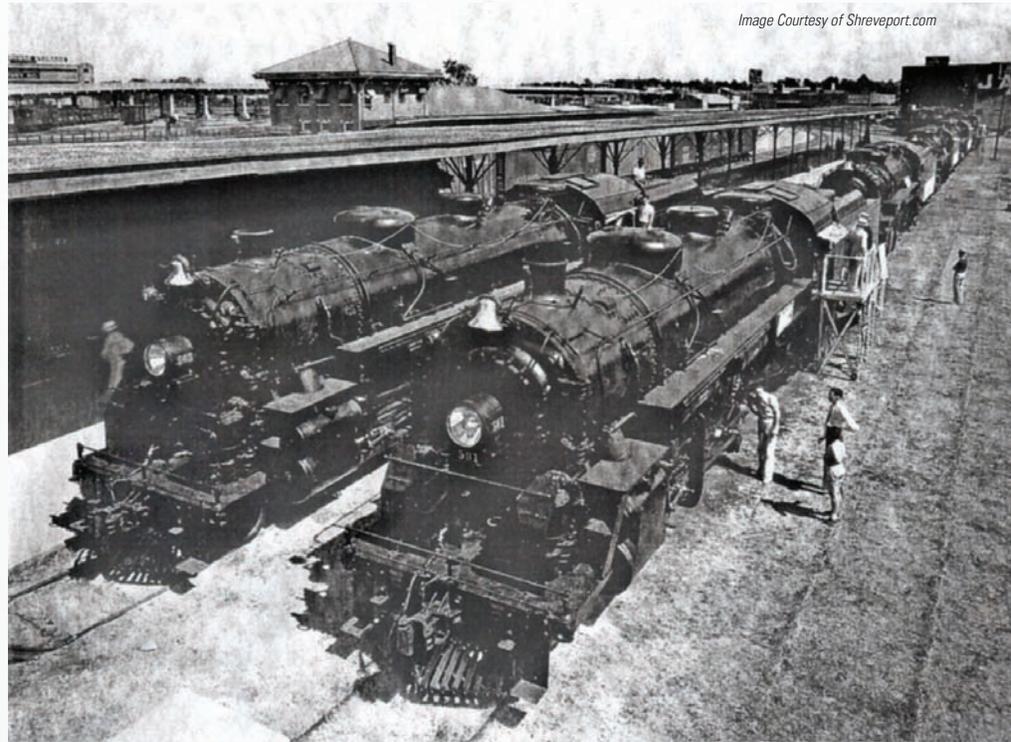
information requests more than doubled and the visitors to our website rose 70 percent.

If you have not had a chance to see our new website, please check us out. The site is incredible and has so much information. Because of a **partnership** with the Shreveport Regional Arts Council, we were able to integrate the Shreveport-Bossier Fun Guide into our site, which provides visitors with calendar of events information to make trip planning fun.

We were also successful in securing several major events including the 2009 Bassmaster Classic. This event promised to be one of the largest ever held in Shreveport-Bossier with anticipated crowds of 60,000 people at the daily consumer show at the Shreveport Convention Center and the daily weigh-ins at the CenturyTel Center. It lived up to that.

In addition to the Classic, we also won the bid to host the Amateur Softball Association (ASA) in 2010. This event has never been held in Louisiana and will bring more than 1,000 attendees for this national conference. We competed against and beat much larger cities such as Orlando, Florida and Colorado Springs, Colorado. This event will be held at the Shreveport Convention Center with Hilton Shreveport serving as the host hotel.

We won this convention because we have so much to offer. We have an **ideal location in the south.** Our destination is reasonably priced. The culture, restaurants, attractions, entertainment, and gaming options make Shreveport-Bossier great for conventions, group tours, business travelers and leisure consumers.



**Looking ahead,** we plan to continue our foray into social media – podcasts, blogs, and open forums. We will continue to pound the pavement with sales calls to regional and national meeting planners. The sports market continues to be lucrative so our focus will continue to be on those events that have not been here, but are a good fit for us during slower months.

This summer, we will have an open house to invite you and the public to see our new visitor center, filled with interpretive displays, and renovations to our downtown office.

It has been a pleasure serving as the leader of tourism. This industry is marked by so many great partners and people with so much to offer. **It's no wonder our visitors keep coming again and again.**

*Stacy A. Brown*

# TRAILBLAZING



RAILROAD  
CROSSING

STOP



# COMMUNICATIONS

## Department

The Communications Department is **responsible** for all internal and external communications. This includes the design and printing of all publications for the bureau; the coordination of all advertisements, brochures, newsletters, direct mail, promotions, public relations; and the **development** and maintenance of the bureau's website and all Internet marketing. This department is also responsible for all research conducted by the bureau, oversees visitor centers, visitor inquiry fulfillment, and brochure distribution, and branding.

## Visitor Report

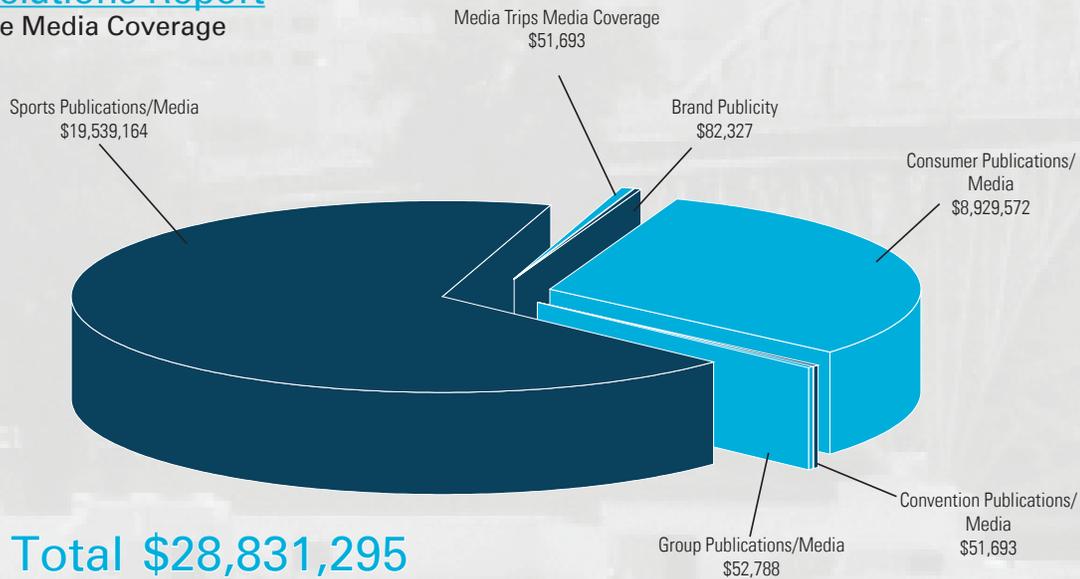


Walk-in visitors to the Shreveport and Bossier Visitor Centers

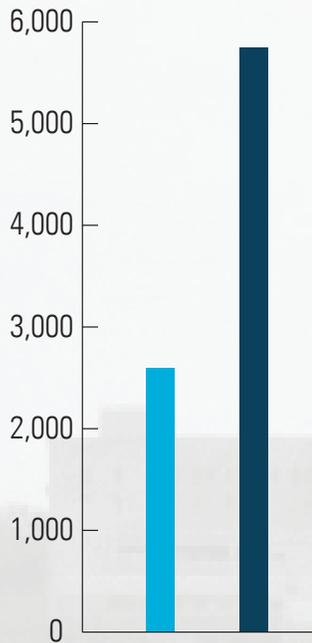


## Public Relations Report

### Year-to-Date Media Coverage

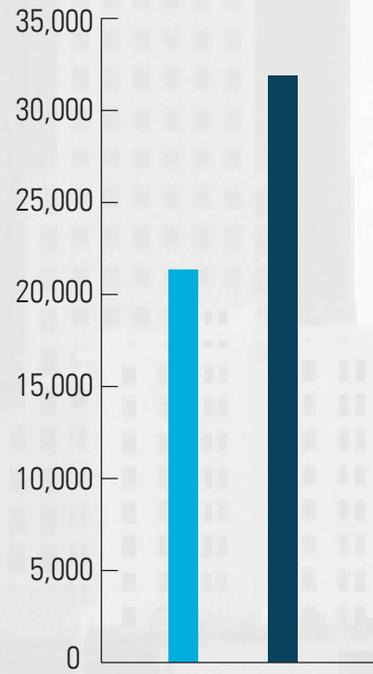


**Grand Total \$28,831,295**



### Internet Report

Year-to-Date Internet Info Requests



### Advertising Report

Year-to-Date Ad Inquiries



COMPETITIVE

LOUISIANA  
BOARDWALK



# TOURISM

Department

The Tourism Department is responsible for coordinating all tourism sales/marketing promotional efforts within the bureau. This department **cultivates increased travel** by domestic and international groups and individuals through familiarization tours, consumer and trade shows. It also focuses on sports tourism and product development.

## Did You Know?

- o Shreveport-Bossier is reported to be the second most visited area in the state with 3.1 million visitors in 2007.\*
- o Our area ranked second in the state, generating \$934.6 million from domestic travelers in expenditures to the community. \*\*
- o The tourism industry employs almost 11,000 people in our area, generating \$217 million in wages and salaries to our local residents. \*\*
- o Domestic visitors left \$21.89 million in local taxes to Caddo and Bossier Parishes. More visitors equal a better community. \*\*
- o Shreveport-Bossier hotel occupancy has outperformed national averages since 2002\*\*\*
- o The customer mix is comprised of 42 percent leisure travelers, 21 percent business, 16 percent meeting/convention and 21 percent groups and transient travelers.\*\*\*
- o Some 80 percent of travel parties are adults without children.\*\*\*
- o There are approximately 9,016 lodging rooms and 66 lodging properties in 2008.\*\*\*

\* Source: Louisiana TravelsAmerica Visitor Profile Report 2008.

\*\* Economic Impact of Travel to Louisiana Parishes.

\*\*\* Shreveport-Bossier Lodging Report 2008 by Randall Travel Marketing.

### Trade Phone/Show Leads

2007	1,067
2008	799

### Consumer Show Database

2007	1,388
2008	1,858

### Turned Definite Bookings

2007	104
2008	146

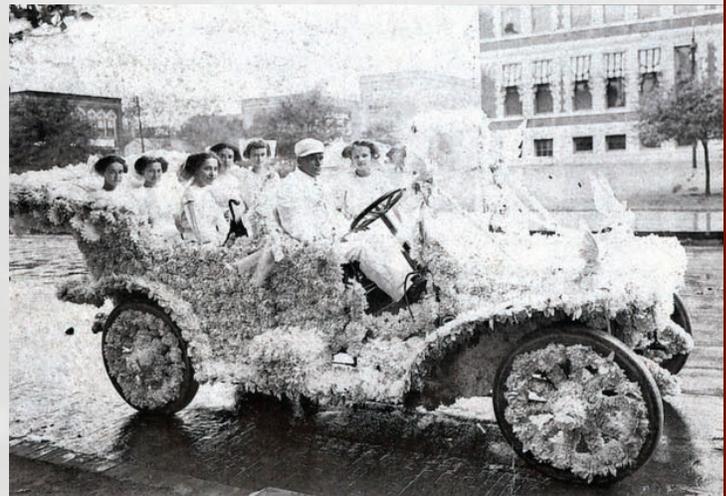


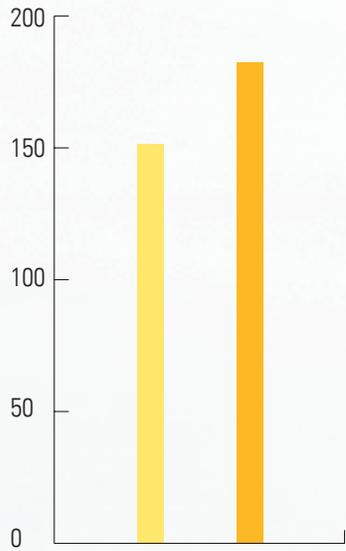
Image Courtesy of Shreveport.com



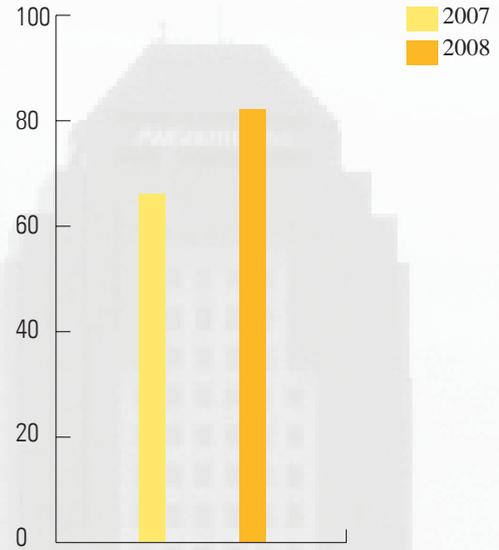
# CONVENTION

## Department

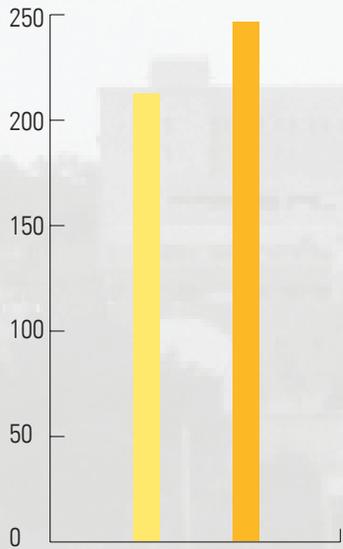
The Convention Department promotes Shreveport-Bossier as a meeting and convention **destination** to members of state, regional, and national associations, corporations, and organizations. Market segments include corporate, education, medical, government, religious, **multicultural**, and social/club. Methods used include telemarketing, e-marketing, bid presentations, and trade shows. This department also assists in attracting, booking, coordinating and servicing meetings, conventions, trade shows, and events to our cities.



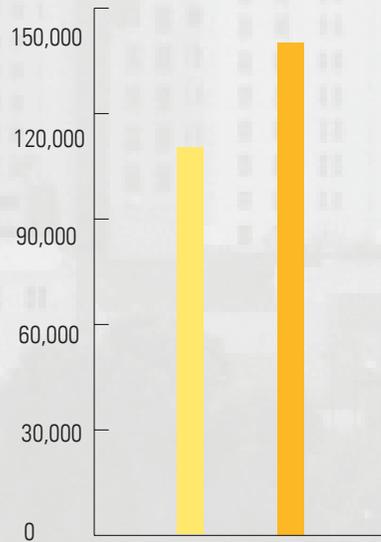
Definite Conventions/Events Booked by the Bureau for Shreveport/Bossier



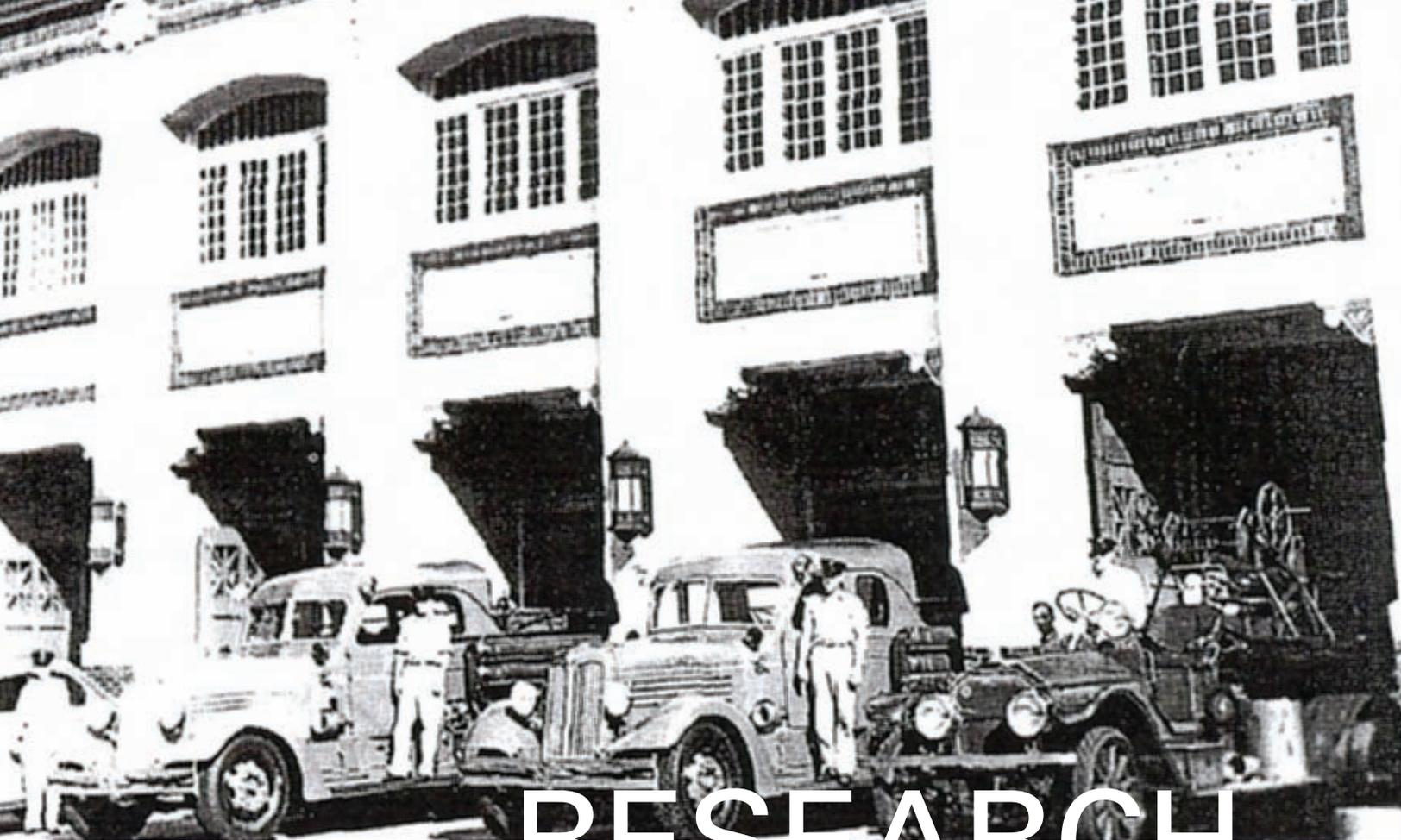
Tentative Conventions/Events Worked by the Sales Staff for Shreveport/Bossier



Number of Definite Leads Issued by the Bureau



Number of Delegates from Definite Leads Issued by the Bureau



*Image Courtesy of Shreveport.com*

# RESEARCH

## Information

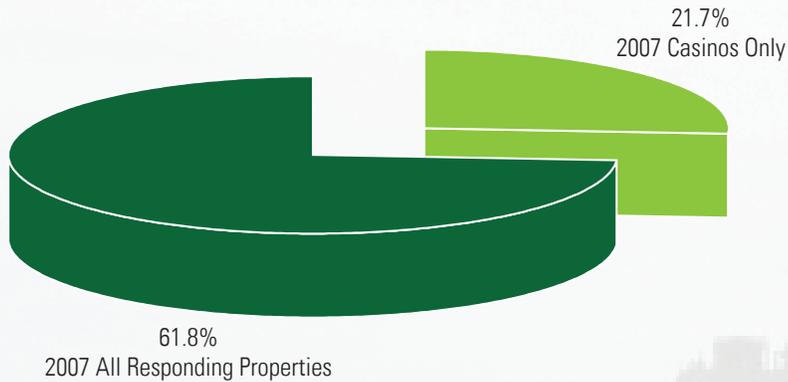
The objective of the Shreveport-Bossier Lodging Report was to conduct lodging research and visitor intercept interviews for Shreveport-Bossier, Louisiana as a **travel and tourism destination of choice**. The Shreveport-Bossier Convention and Tourist Bureau retained Randall Travel Marketing, Inc. (RTM) of Mooresville, North Carolina to conduct this study from January to April 2008.

## Shreveport-Bossier Lodging Report Summary

- Lodging built prior to 1990 accounts for 51% of room inventory. Some of these properties have undergone continuous updating and renovation to remain competitive. Beginning in 1995 another 4,053 rooms were developed, accounting for 45% of room inventory. The remaining 4% of the Shreveport-Bossier lodging inventory is currently under construction with three properties accounting for a total of 328 additional rooms.
- The market has steadily absorbed the increase in room supply.
- Lodging built in the 1990s accounts for 28.3% of room inventory.
- Lodging built since 2000, including three properties currently under construction accounts for 20.3% of room inventory.
- The Shreveport-Bossier market has five properties in the Riverfront/Casino area which account for 22.4% of room inventory with a total of (2,021 rooms).
- One large convention/meeting hotel was developed in 2007 (Hilton Shreveport, 313 rooms).
- Occupancy in Shreveport-Bossier lodging has outperformed national averages since 2002.
- The catastrophic effects of Hurricane Katrina which occurred in August, 2005 caused a spike in the Shreveport-Bossier lodging industry statistics in late 2005 through early 2006, which can be seen in the tables and charts in this document (page 18).
- RevPAR peaked at \$47.30 in 2005 following Hurricane Katrina and remained steady at \$46.10 in 2007.
- December and January are the slowest months. Sunday and Monday are the slowest nights.



## Response Rate of Rooms in Shreveport-Bossier



*Image Courtesy of Shreveport.com*

2007 Casinos Only	2007 All Responding Properties	Category
49.8%	21.6%	Casino Contracted Rooms
3.3%	21.4%	Individual Business Travelers
26.2%	17.7%	Leisure (visiting regional attractions & activities for pleasure)
0.3%	6.7%	Sports
6.5%	6.2%	Convention/Meeting - Corporate
2.7%	6.1%	Transient - Overnight as Part of Longer Trip
1.9%	3.9%	Weddings, Reunions, Family Events
3%	3.3%	Convention/Meeting - Association
1.6%	3.2%	Convention/Meeting - Government
2.3%	3.2%	Visiting Friends and Relatives
1.3%	2.9%	Convention/Meeting - SMERF
1.1%	2.4%	Group Tour
0%	1.4%	Other

## Convention/Meeting Segments as a percentage of Total Lodging

**2007**

6.2%	Corporate
3.3%	Associations
3.2%	Government
2.9%	SMERF (Social, Military, Educational, Religious, Fraternal)

**15.6%**

## **Total Convention, Meeting, Group Segment**

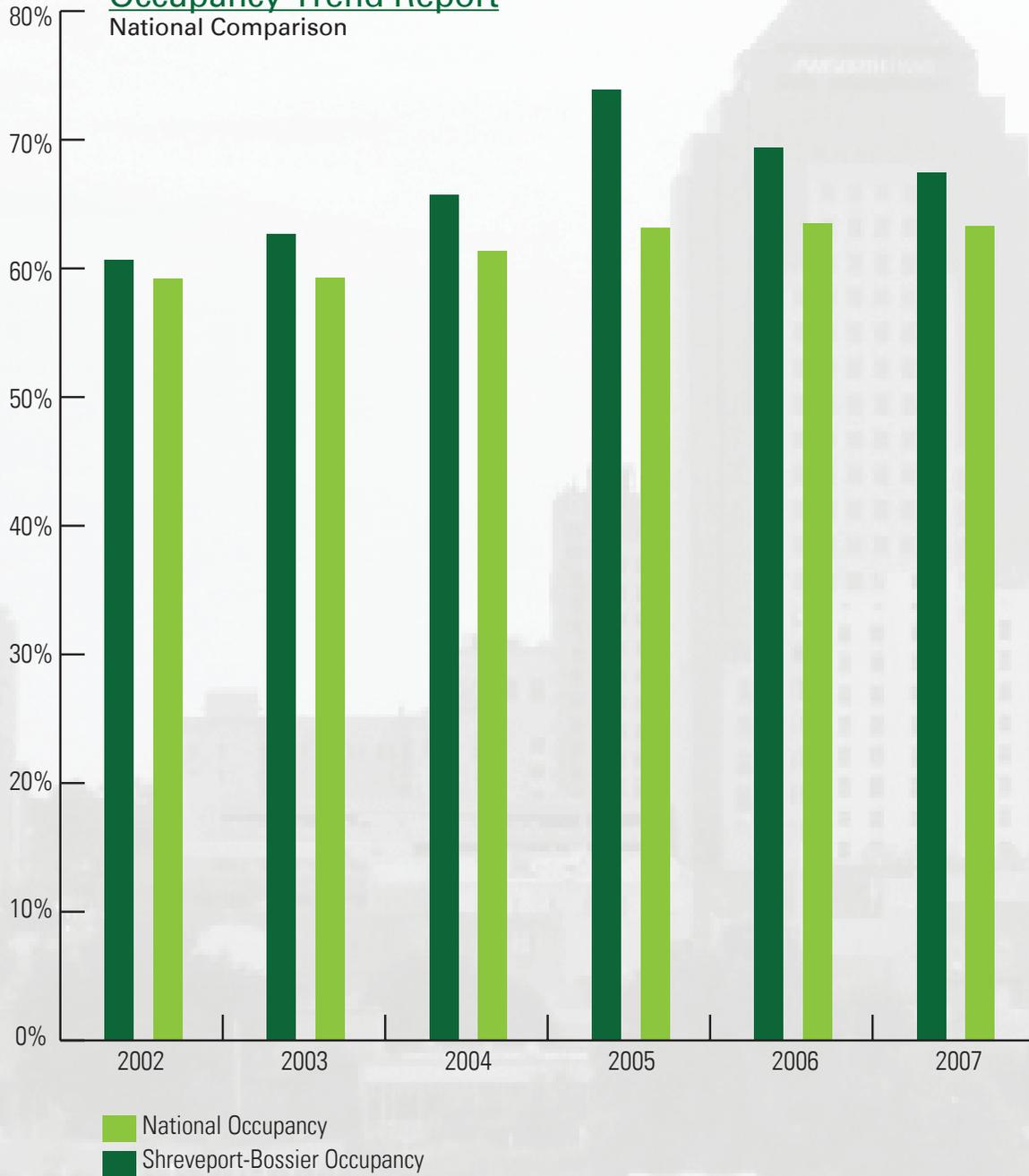


## Visitor Feeder Market

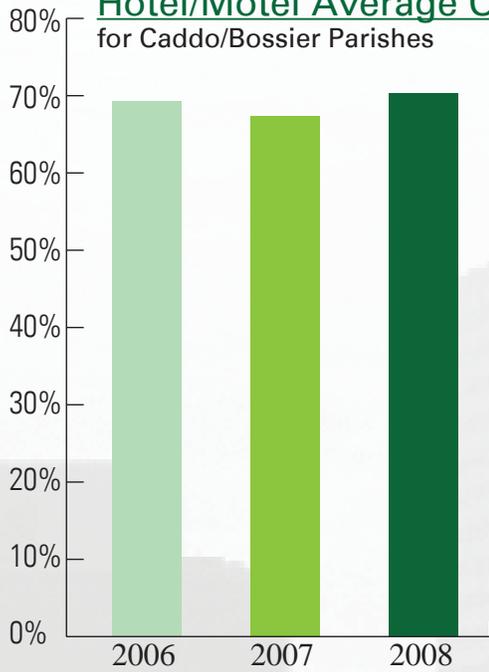
Dallas, Texas	Longview, Texas
Little Rock, Arkansas	Alexandria, Louisiana
Houston, Texas	Fort Worth, Texas
Baton Rouge, Louisiana	Tyler/Marshall, Texas
Monroe, Louisiana	

## Occupancy Trend Report

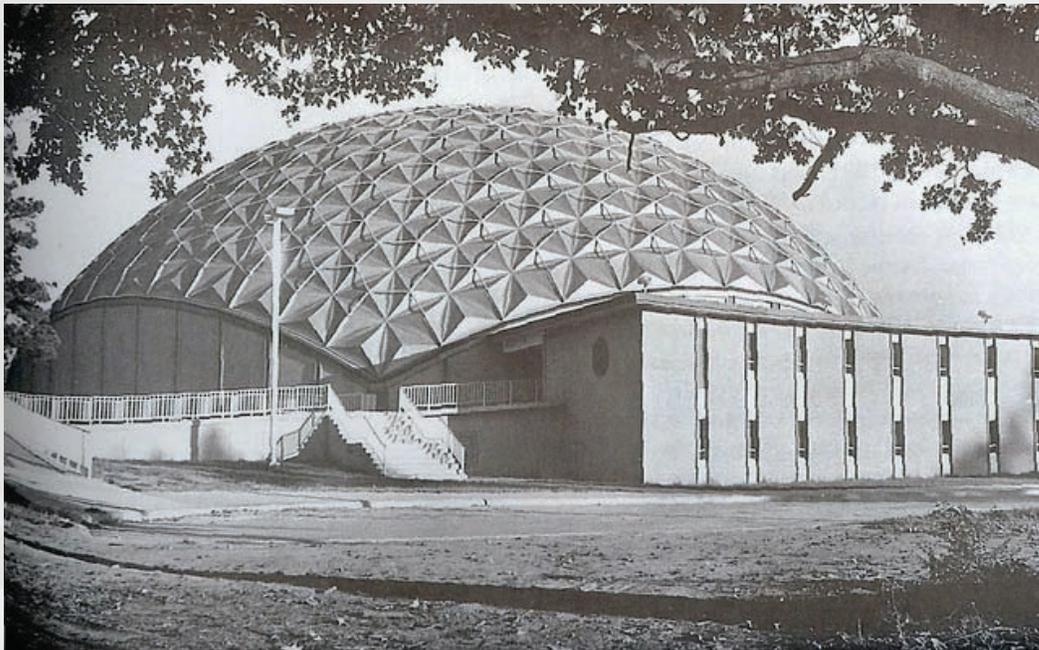
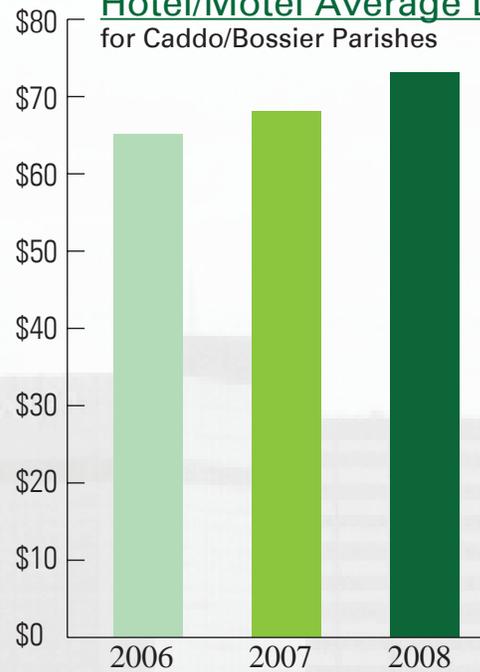
National Comparison



Hotel/Motel Average Occupancy  
for Caddo/Bossier Parishes



Hotel/Motel Average Daily Rate  
for Caddo/Bossier Parishes

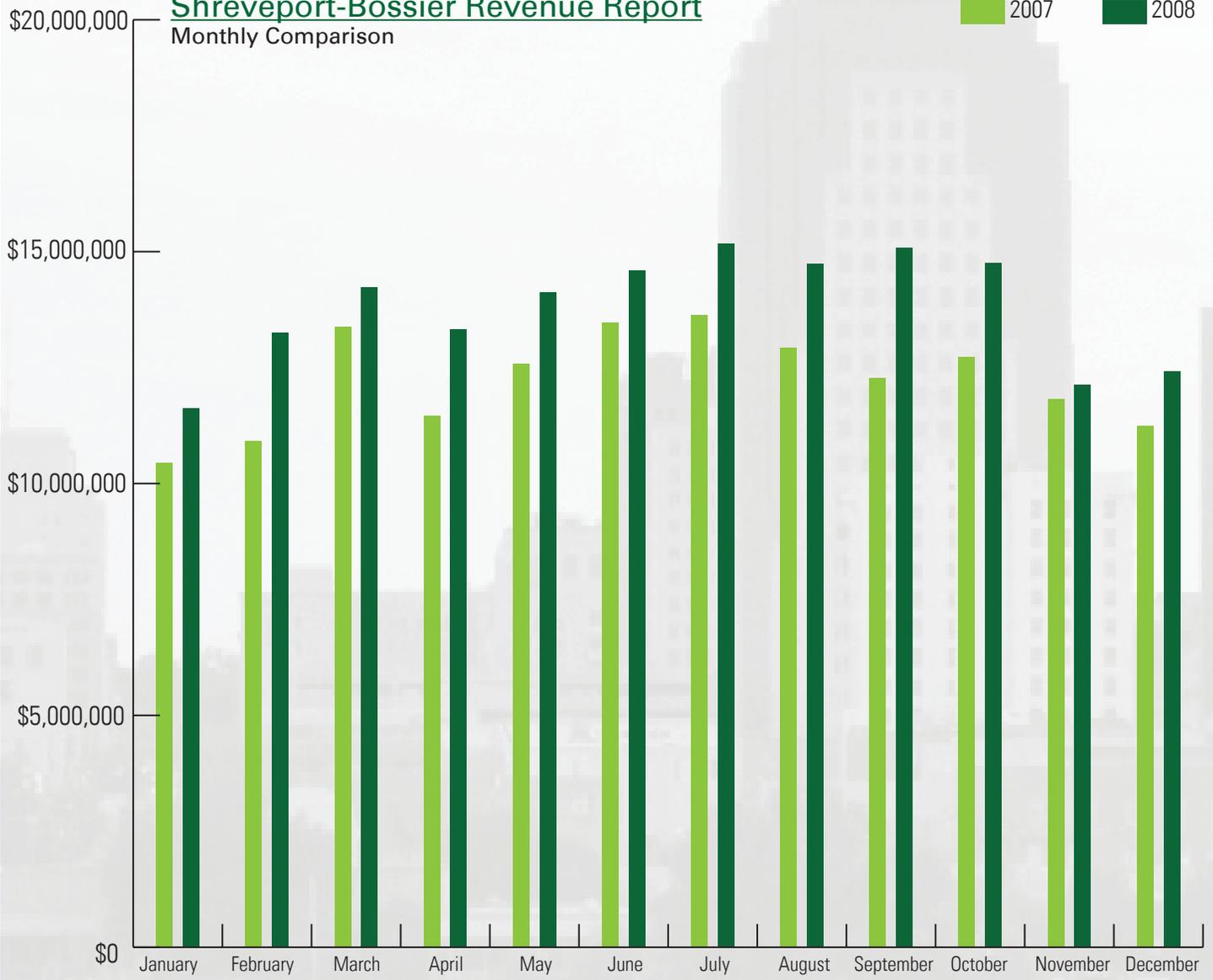


*Image Courtesy of Shreveport.com*

# Shreveport-Bossier Revenue Report

Monthly Comparison

2007 2008



UNFORGETTABLE





Image Courtesy of Shreveport.com

*Louisiana's*  
**OTHER SIDE**  
SHREVEPORT-BOSSIER.ORG

