

2009 Annual REPORT

Shreveport-Bossier Convention & Tourist Bureau



More Visitors = More Revenue



Tourism saves each Caddo/Bossier parish household \$190 in taxes

More Visitors = More Revenue • Tourism saves each Caddo/Bossier

More Visitors = More Revenue

WHO WE ARE

The Shreveport-Bossier Convention and Tourist Bureau is a public quasi-government agency whose primary objective is to generate overnight visitors for Shreveport-Bossier, and Caddo and Bossier Parishes. This is accomplished through positive promotion of the area's assets as a fun, exciting and quality travel destination to the leisure, convention, and group tour markets. Methods used to do this include advertising, public relations, promotions, direct mail, internet marketing, direct sales, trade shows and familiarization tours.

Primary funding for the tourist bureau is through a three percent hotel/motel tax in Caddo and Bossier parishes. Other income is derived through state rebate (when available) and cooperative marketing programs.

A 17-member board of directors, appointed to a staggered three-year term by local organizations as legislated by the state, is responsible for oversight of the bureau's operation.

WHO WE BENEFIT

- **You**
 - Each Caddo/Bossier parish household saves \$190 in taxes because of tourism.
- **The 37,100 people employed in the hospitality industry.**
- **Hotels, restaurants, attractions, festivals, sporting events:**
 - In 2009, we spent \$250,000 in support of the Bassmaster Classic for facilities, advertising, public relations, special promotions, promotional items and an ambassador hospitality program.
 - In 2009, we gave marketing grants totaling \$168,000 to organizations such as Independence Bowl, Red River Revel Arts Festival, Mudbug Madness Festival, Sci-Port: Louisiana's Science Center, Highland's Jazz and Blues Festival, etc.
 - We budgeted marketing dollars for the Shreveport Regional Sports Authority, Shreveport Convention Center, CenturyTel Center, Louisiana North, Shreveport-Bossier Film Office, and Northwest Louisiana Scenic Byway.



Tourism is a silent economic engine. What we do is not sexy, it doesn't create catchy headlines, but it puts heads in beds on a daily basis. More over, in 2009 we sold nearly 2.5 million hotel room nights.

Visitors left behind some \$21.89 million in local taxes that went directly into the budgets of Shreveport, Bossier City, Caddo Parish and Bossier Parish.

Specifically, because of tourism, each local household saves \$190 in taxes annually. Every bit of tax savings is important in today's economy.

So it's imperative that the Shreveport-Bossier Convention and Tourist Bureau, the official destination marketing organization, continue its efforts to make Shreveport-Bossier top of mind to leisure, group, convention and sports travelers.

We've done that with great results. In 2009, we added 5.8 percent new hotel inventory to the market and still ended the year ahead of every other destination in Louisiana for hotel occupancy with 68.4 percent. The state's average was 57.4 percent; Baton Rouge, 58.5; Lafayette, 51; and New Orleans, 57.7.

I can't tell you how honored we were to be recognized by the Louisiana Travel Promotion Association in January of this year as the "CTB of the Year." What a high distinction to cap off an incredibly triumphant 2009.

However, this award was not just about the tourist bureau. But it was a positive reflection on the entire region of Shreveport-Bossier and northwest Louisiana.

The tourist bureau's success can be directly attributed to leveraged partnerships, fiscal responsibility, consistent branding and marketing, and positive sales efforts. It truly was the efforts of many partners – our hoteliers, attractions, restaurants, film office, government agencies, legislators and more. Of course, our board of directors has provided remarkable leadership and direction.

We've been able to do all of this in spite of last year's slumping economic conditions as hotel occupancy and visitation in Shreveport-Bossier outperformed all others. That is incredible.

Stacy Brown,
President

parish household \$190 in taxes

INTERESTING **Info** ABOUT Shreveport-Bossier Visitors



Tourism in Shreveport-Bossier employs 37,100 people and is one of the top industries in the region, according to data provided by the LSUS Center for Business and Economic Research.

Those who work in the gaming, hotel, food service and cultural industries count on the marketing efforts of the Shreveport-Bossier Convention and Tourist Bureau – the official destination marketing organization for the sister cities. So does the cities.

Tourism generates \$54.4 million in state and local tax revenue. We work hard to be part of the positive economic climate that creates an environment for new and emerging hotels, restaurants, attractions and other tourism-related businesses. Some 16 hotels are slated to open in the future.

No other destination in the state of Louisiana can boast that kind of success. Shreveport-Bossier was number one in hotel occupancy in 2009. The SBCTB staff utilized research, proven sales techniques, new marketing initiatives, web marketing and public relations to accomplish this.

Most importantly, we partnered with our community and local businesses, which allows maximization of our resources, time and efforts through the cooperation of the entire tourism industry.

The nation is now paying attention. Judy Randall of Randall Travel Marketing, a national research expert, was cited in the *Savannah Morning News* saying, "Shreveport-Bossier was a bright spot in the tourism industry because of its growth. Its success is based on its customers, mainly those in the east Texas oil business who haven't been as hard hit financially as others. Shreveport's attractions are varied as well: casinos, a film industry, sports and conventions."

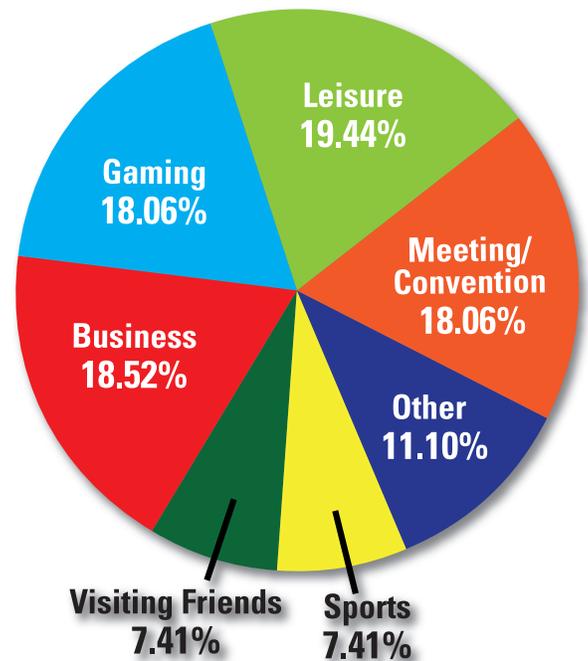
Research indicates that hotel occupancies in Shreveport-Bossier have consistently outperformed national averages since 2002. So it was especially significant when the Louisiana Travel Promotion Association named us the "Outstanding CTB of the Year".

Moving forward, we realize there are some challenges – increased competition from Oklahoma for the leisure gamer, decline in attendance at area attractions, and further diversification of the tourism product.

But all that is surmountable with our hundreds of partners and thousands of tourism employees that make visiting Shreveport-Bossier: Louisiana's Other Side a vacation, business and meeting getaway unlike any other.

John Hubbard,
2010 Chairman

Reason for Visit • Percentage



Top 5 Visitor States



Average Length of Stay is 2.31 nights

80 Percent Are Repeat Visitors

Source: Shreveport-Bossier 2009 Hotel & Lodging Study
by Randall Travel Marketing

TOURISM Annual REPORT

Hotel OCCUPANCY



Shreveport-Bossier

	Occupancy	Supply*	Demand**
2009	68.4	3,580,514	2,448,367
2008	67.9	3,385,451	2,297,397

*Supply = # room nights available
** Demand = # room nights sold

Louisiana

	Occupancy	Supply*	Demand**
2009	57.4	29,604,866	17,006,725
2008	64.7	28,268,728	18,282,071

Trade/Phone Leads	2009	579
	2008	799

Consumer Show Database Leads	2009	3,710
	2008	1,858

Visitor Center Walk-ins	2009	9,363
	2008	7,547

*January 20, 2010 Smith Travel Research report.

WOW Facts

- Developed *Here is Where the Local Eats Restaurant* guide.
- Developed and implemented the Tourism Challenge Passport Program to get the front desk hotel staff and other tourism partners familiar with area attractions.
- Partnered with LAMAR for seasonal digital billboard campaigns to promote area attractions and events listed in the ShreveportBossierFunGuide.com.
- Developed and launched the Shreveport-Bossier Film Trail self-driving tour that garnered positive publicity.
- Sold nearly 2.5 million hotel room nights.

Free Services FROM THE TOURIST BUREAU:

- Free news release distribution
- Free listing in visitor guide, special events guide, calendar of events brochure, travel planner guide and website for tourism businesses
- Free sales training for local hoteliers with a national sales expert
- Free request for proposals distributed to hotels, meeting facilities, etc.
- Free brochure distribution at local visitors centers, hotels, restaurants, throughout Louisiana and East Texas and many other services



“ I truly appreciate your attention to our group, especially with how busy the weekend was for you. The American Eagle HOG Group has been holding its Mardi Gras Up-River Run (as we call it) for five years now, and this year’s event was by far the best ever. That was no accident – and is 100 percent attributable to your involvement with us. Needless to say, everyone was impressed and we can’t wait to return next year. ”

Steven G. Foster, CMP, CTA
Managing Partner Circle R Ranch

CONVENTION Annual REPORT

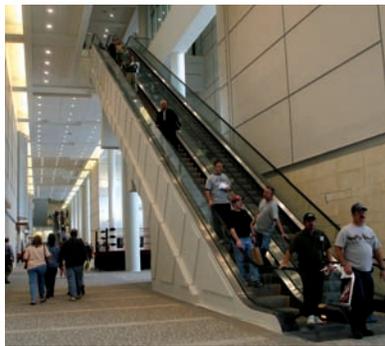
Number of Conventions

	Total	Room Nights	Delegates
2009	386	72,194	119,558
2008	329	53,415	75,650

Leads Issued by Convention Department

	Total	Convention Outlook
2009	368	Start of 2009 down 20 percent nationwide and expected to be down 20 percent in 2010 while picking up in 2011 and 2012.
2008	494	

Source: Bill Geist, Zeitgeist Consulting



WOW Facts

- Overall convention bookings were up in 2009 -17.4 percent over 2008.
- The number of delegates for convention bookings was up 58 percent in 2009 over 2008.
- SBCTB won the bid for the Alpha Kappa Alpha Sorority, Inc., 2010 South Central Regional Conference, which brought more than 2,700 sorors.
- SBCTB brought the July 2009 Louisiana Dare Officers Association Conferences, which had some 550 delegates.
- In 2009, the SBCTB serviced many events and provided 171,454 pieces of literature and/or promotional items to delegates of conventions, tradeshows, tours, tournaments, reunions, etc.
- The SBCTB started a new on-site concierge service called the Ambassadors/Welcome Krewe in 2009 with the Bassmaster Classic and Advocare 100 Independence Bowl.

“ My special thanks to you, your team and all involved for the wonderful experience on the recent FAM trip to Shreveport-Bossier. My client and I noticed and appreciated the attention to detail and relentless determination to acquire more business for the Shreveport area. We are delighted to include Shreveport as the host for the 2011 Gulf Coast Regional Conference. The extra time and effort you put in were certainly worthwhile. It will be a joy for me to work with such dedicated and talented people. ”

Deatrice Muckle
Director, Global Accounts

COMMUNICATION **Annual** REPORT

Public Relations Value

	Consumer	Brand Publicity	Total
2009	\$33,201,301	\$145,884	\$33,347,185
2008	\$28,748,968	\$82,327	\$28,831,295

Advertising Leads Generated

	Consumer	Group	Convention
2009	56,076	94	248
2008	31,884	68	421

Website Trends - www.shreveport-bossier.org

	Visitor Sessions	Pageviews	Blogviews
2009	227,412	1,045,231	6,004
2008	660,348	1,892,517	1,811

*2009: Change in reporting system.

Website Trends - www.shreveportbossierfunguide.com

	Pageviews	Funguide Referrals to Site
2009	691,101	3,317
2008	190,654	2,568

WOW Facts

- Media impressions of the total editorial coverage in 2009 were more than two million.
- Top media coverage areas include: New Orleans, Baton Rouge; Dallas-Fort Worth, Texas; Charleston-Huntington, WV; Denver, CO; Tulsa, Ok; and Atlanta, GA.
- Tourist bureau President Stacy Brown was quoted in *International Business Times* as saying, "Shreveport-Bossier's upbeat tourism market can be attributed to several factors including a new brand, strong leadership, fiscal responsibility, successful regional partnerships, strong marketing efforts and positive national and regional media attention."
- Advertising leads increased significantly in 2008 and 2009, which saw a 75.9 percent jump in inquiries.

/// *Crowd-pleasing attractions, great food, fun shopping and a plethora of entertainment options await groups in Northwest Louisiana. Groups can tour the concert hall where Elvis Presley got his start, stroll through a riverside outlet mall and try their luck at glitzy casino hotels. The new Shreveport-Bossier film trail spotlights scenes from recent Hollywood movies. ///*

*Feature in Leisure Group Travel,
"Shreveport-Bossier Attractions Draw
Groups to Louisiana's Other Side"*

/// *It's billed as "Louisiana's Other Side." And not just geographically. Start with warm Deep South hospitality. Add rippling lakes and miles of green spaces typical of East Texas. Mix in Vegas sizzle and Hollywood flair. Roses and robots. ///*

*Feature in Houston Chronicle
"Shreveport-Bossier City:
Louisiana's Other Side"*



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2010

great things on the horizon

THERE ARE SO MANY **great things** ON THE HORIZON

- The Shreveport-Bossier Convention and Tourist Bureau was named "Outstanding CTB of the Year" for budgets \$750,000 and above by the Louisiana Travel Promotion Association in 2010.
- In September, we will host the Small Market Meetings Conference. This conference will bring in some 100 meeting planners who arrange conferences in destinations like Shreveport-Bossier. In addition, suppliers will also attend this event that will be held at the Shreveport Convention Center.
- The tourist bureau and partners will host the Amateur Softball Association, the organization's first conference ever to be held in Louisiana. The ASA national conference will bring more than 1,000 decision makers to the Shreveport-Bossier area, and will have an economic impact of nearly \$2.2 million.
- For the first time, we are hosting the Society of American Travel Writers Canadian Chapter Meeting in June 2010. This will be a wonderful opportunity to tell our story and showcase all those things that make this a wonderful place to visit.
- The new and beautiful visitor center has opened and will make a positive first impression on our guests and be their portal to fun and excitement. The project, which has been in the works for more than two years, will be state-of-the-art. It will feature wireless internet for travelers, public restrooms, a coffee station, and computer kiosks. Other features of the center will include information panels that highlight the music heritage, walking tours of the downtown area, casinos, food, art and more. Flat screen tvs will showcase fun events and area videos. Display cases will feature artifacts and artwork of area museums, festivals and events.

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BOARD OF Directors

John Hubbard, Chairman
Bossier Chamber of Commerce*

Frederick Henson, Vice Chairman
African-American Chamber of Commerce*

Luke Turner, Treasurer
Bossier Parish Police Jury*

Betty Matthews, Secretary
Caddo Parish Commission*

Joyce Jeffrey, Bossier Mayor's Office*

Keisha Shields,
Shreveport-Bossier Hotel Lodging Assn.*

Kathy Jackson,
Caddo Rural Municipalities*

Ray Ferland,
Shreveport-Bossier Hotel Lodging Assn.*

Bob Gansfuss,
Shreveport-Bossier Hotel Lodging Assn.*

Debra Hamilton,
Bossier Office of Community Services*

Jim Johnson,
Bossier Rural Municipalities*

Sarah Parsons,
Shreveport-Bossier Hotel Lodging Assn.*

Jerry Kolniak,
Louisiana Restaurant Assn.*

Thaddeus Pugh,
Shreveport Mayor's Office*

Valarie Gunn,
Greater Shreveport Chamber of Commerce*

Rick Christian, Attractions Assn.*

Mary Dunn, Attractions Assn.*

*Appointing Organization



Visitor Centers

Airport Visitor Center

Shreveport Regional Airport
318-635-7933

Bossier Visitor Center

100 John Wesley Blvd., Bossier City
318-226-8884

Downtown Visitor Center

629 Spring Street, Shreveport
318-222-9391 • 1-800-551-8682

Mall St. Vincent

1133 St. Vincent, Shreveport
318-681-9508

Pierre Bossier Mall

2950 E. Texas St., Bossier City
318-747-5700

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