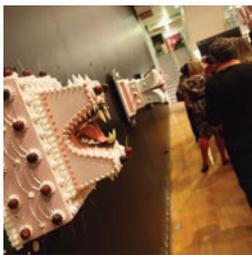




2 0 1 0 T O U R I S M A N N U A L

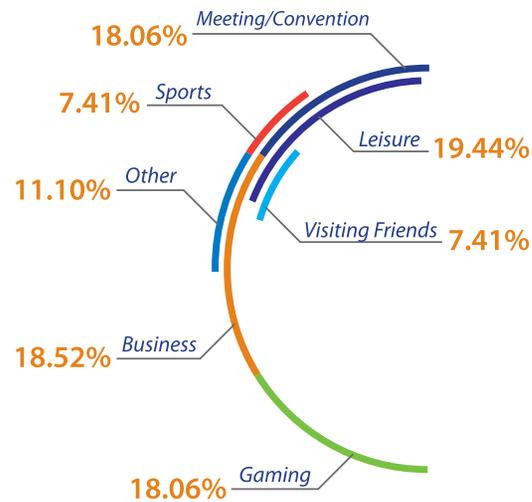
REPORT



S H R E V E P O R T - B O S S I E R C O N V E N T I O N & T O U R I S T B U R E A U

The Shreveport-Bossier Convention and Tourist Bureau is the official destination marketing organization attracting meeting, leisure and gaming visitors resulting in economic growth through visitor expenditures and enhancing the quality of life in Louisiana's Caddo and Bossier Parishes.

OUR MISSION



SHREVEPORT-BOSSIER VISITOR Reason for Visit

Source: 2009 Hotel & Lodging Study by Randall Travel Marketing



STACY BROWN

President - SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU



As the official destination marketing organization for Shreveport-Bossier, Caddo and Bossier Parish, we feel it is important to manage change, while charting new territories to expand and enhance tourism.

We have been very fortunate to have seen the growth in hotel occupancy for 2010. For the second year in a row, Shreveport-Bossier led all other Louisiana cities in that area.

Yet, November and December numbers saw a significant decrease compared to the same months in 2009. The oil and gas business was reflective of some of the annual increase, yet now is contributing to some of the current decline as business moves elsewhere to capitalize on new shales and discoveries.

The positive outlook is that tourism is so much more than the oil and gas business. It's really the people, the culture, the taste, and the sounds that make Shreveport-Bossier a preferred getaway for visitors, conventioners, business travelers, film industry, plus the many other groups that frequent the area. The success of tourism has and always will be a community success.

So, this is a time - with the support of the hospitality and tourism industry - to ramp up our sales efforts, create new marketing initiatives, and expand our partnerships. This includes a new partnership with the City of Shreveport, City of Bossier, Caddo Parish and Bossier Parish to form the new Shreveport-Bossier Sports Commission, a division of the tourist bureau. We realize that the success of tourism depends upon the collaboration of us all.

“ Old Southern towns just ain't what they used to be - they're so much better. Such is the case with Shreveport, Louisiana and its neighbor across the legendary Red River, Bossier. With its old timey architecture contrasting with its new-found urban sophistication, and riverboat casinos to boot, it's no wonder that Shreveport is a popular tourist and convention destination for people with widely varying tastes. ”

Raeanne Rubenstein • Dish Magazine, “Shreveport-Bossier: Louisiana's Fabulous Other Side”

2011 INITIATIVES

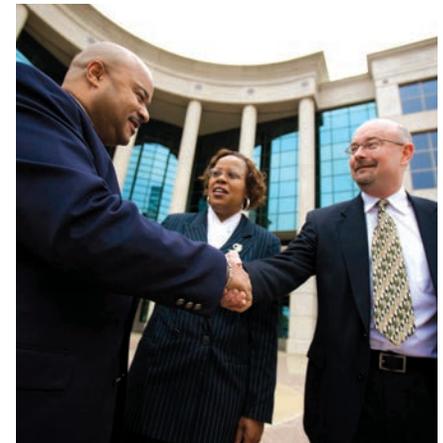
Here are a few initiatives that are being implemented in 2011 to keep tourism strong:

- **Attraction Assistance** – The tourist bureau has hired Randall Travel Marketing to conduct research on area attractions to find out the strengths, weaknesses, threats and opportunities. The goal is to boost attendance, gift shop sales and help attractions rethink how they market themselves. Attractions that participate in the research will be given the opportunity to draft a marketing plan and apply for grants with the expertise of Randall.
- **Rendezvous on the Red** – This isn't the downtown you think you know, but the one that is vibrant and full of activities. The tourist bureau in collaboration with several partners such as the City of Shreveport, City of Bossier, Downtown Development Authority and many others came up with this campaign that will run April 1-May 31. The goal is to help locals and residents discover many great events or rediscover some they have long since forgotten.
- **Airport Service Expansion** – The tourist bureau is working with the Shreveport Regional Airport to market the existing low cost carriers and to help support new and emerging carriers interested in Shreveport-Bossier.

Rendezvous
on the red

Recognizing the value of partnerships, the tourist bureau seeks to leverage its resources and expertise to serve the broadest scope of the hospitality industry.

- **Group/Convention Sales Initiatives** – The tourist bureau and hotel partners are ramping up sales efforts with quarterly visits to regional markets to increase groups and conventions in those markets. It's already paying off.
- **Casino Co-op** – The tourist bureau is partnering with area casinos to pool resources and maximize exposure to gamers in the Dallas market. This is an ongoing effort to remind gamers that Shreveport-Bossier is so much better than "OK".





FREDRICK HENSON

Board Chairman 2011- SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU

As the chairman of the tourist bureau, it's my job along with the other 16 board of directors to help the organization fulfill its purpose – to generate visitor spending by overnight tourists.

It's a job that this board takes very serious. The diversity of board members ensures that there is proper oversight and a diversity of ideas, feedback and input. Board members represent such organizations as the Restaurant Association, Attraction Association, Hotel and Lodging Association, Bossier Chamber of Commerce, Shreveport Chamber of Commerce and the African American Chamber of Commerce, not to leave out the rural municipalities that are represented.

This board has seen positive growth, while managing setbacks and challenges. However, we know our markets (**see chart on page two**) and have identified those that we can effectively and positively influence.

This board will continue to be fiscally responsible and serve as overseers of the tourist bureau and the dynamics of the tourism industry. We understand the importance of protecting and properly using every tax dollar left behind by out-of-town visitors. The full board is committed to doing just that.

We are totally committed to growing tourism in northwest Louisiana.

The new visitor center, located at 629 Spring Street in downtown Shreveport, has seen an incredible influx of new visitors doubling the walk-ins to the downtown center.

A secret shopper program by Ocean Marketing Group, LLC found the visitor information specialists to be professional and they were rated high in terms of knowledge of area events, hotels and restaurants, as well as the ability to provide directions to various points of interest. The friendly staff is there to assist locals and visitors make their trip planning easy.



NEW INFO CENTER



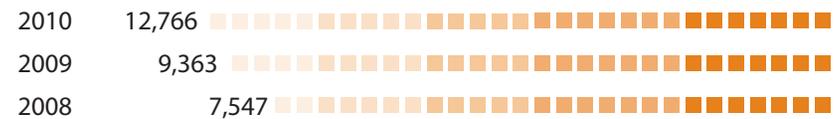
Top 5 Visitor States

- Average Length of Stay - 2.31 nights
- 80 Percent are Repeat Visitors



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

Visitor Center Walk-ins*



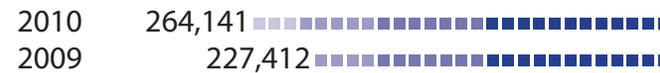
*The bureau maintains three visitor centers: downtown business office, Bossier Visitor Center and Airport Visitor Center.



More than 97% of the people who receive the monthly Getaways, consumer e-newsletter rate www.shreveport-bossier.org as good to excellent. Some 79.49% said the website enticed them to visit Shreveport-Bossier.

www.shreveport-bossier.org

Visitor Sessions



Pageviews/Impressions



WEBSITE HITS



www.shreveportbossierfunguide.com

Visitor Sessions



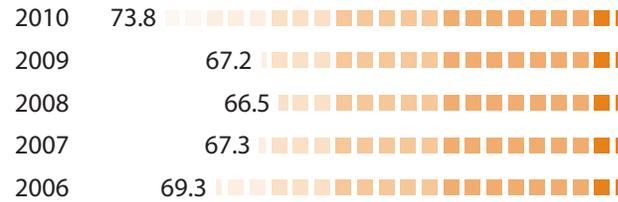
Pageviews/Impressions





In 2010, Shreveport-Bossier broke all hotel occupancy records, posting some of the largest numbers in the nation and leading all Louisiana cities for the second straight year.

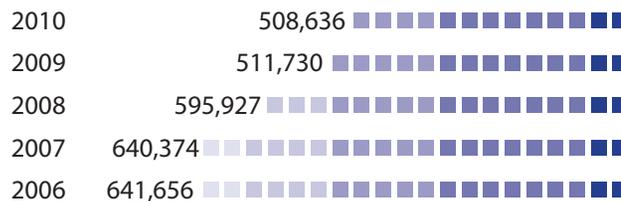
Hotel Occupancy



WHERE TO STAY

HOW TO GET HERE

Airport Passengers



The group tour business was down for many years. However, there was a renewed interest and subsequent increase in group tours for 2010.





Board of

DIRECTORS

Frederick Henson,
Chairman
African-American Chamber of Commerce*

Luke Turner,
Vice Chairman
Bossier Parish Police Jury*

Jerry Kolniak,
Treasurer
Louisiana Restaurant Association*

Betty Matthews,
Secretary
Caddo Parish Commission*

Joyce Jeffrey,
Bossier Mayor's Office*

Mary Dunn,
Attractions Association*

Keisha Shields,
Shreveport-Bossier Hotel & Lodging Association*

Kathy Jackson,
Caddo Rural Municipalities*

Ray Ferland,
Shreveport-Bossier Hotel & Lodging Association*

Bob Gansfuss,
Shreveport-Bossier Hotel & Lodging Association*

Jim Johnson,
Bossier Rural Municipalities*

Debra Hamilton,
Bossier Office of Community Services*

Tom Lubbe,
Shreveport-Bossier Hotel & Lodging Association*

Mark Garrett,
Greater Shreveport Chamber of Commerce*

John Hubbard,
Bossier Chamber of Commerce*

Open,
Shreveport Mayor's Office*

Open,
Louisiana Downs/Attraction Association*

*Appointing Organization

www.shreveport-bossier.org

