The Shreveport-Bossier Convention and Tourist Bureau was represented at the U.S. Travel Association’s IPW at the Ernest N. Morial Convention Center in New Orleans. IPW is the travel industry’s premier international marketplace, with more than 5,000 attendees who are international travel buyers, domestic travel buyers and journalists representing more than 70 countries.

Landed the 2017 Alpha Kappa Alpha South Central Regional Conference. Nearly 4,000 delegates are expected to attend.

Won the bid to host the 366th Security Police Squadron K-9 Reunion in October 2016.

The Shreveport-Bossier Convention and Tourist Bureau hosted its 10th Annual Red River Mardi Gras Bash in downtown Shreveport during the Krewe of Centaur Parade. Red River Mardi Gras Bash is an exclusive party for out-of-town groups to enjoy one of the largest parades in Louisiana.

Sponsored the Dallas-Ft. Worth Meeting Planners International (MPI) Annual Awards Gala, in conjunction with the Shreveport Convention Center and Hilton Shreveport, which was attended by 100-plus meeting planners.

Attended the Active America Conference in Dallas to attract more leisure visitors from the Asian markets.

### BY THE NUMBERS

#### CONVENTION/EVENTS LEADS ISSUED

<table>
<thead>
<tr>
<th>Year</th>
<th>Leads Issued</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>141</td>
</tr>
<tr>
<td>2016</td>
<td>154</td>
</tr>
</tbody>
</table>

#### DEFINITE CONVENTIONS/EVENTS BOOKED

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>55</td>
<td>13,852</td>
<td>18,403</td>
</tr>
<tr>
<td>2016</td>
<td>72</td>
<td>15,252</td>
<td>24,783</td>
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</tbody>
</table>

#### TOURISM/GROUP TOUR BOOKINGS

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>12</td>
<td>783</td>
<td>650</td>
</tr>
<tr>
<td>2016</td>
<td>23</td>
<td>698</td>
<td>916</td>
</tr>
</tbody>
</table>

#### SHREVEPORT-BOSSIER HOTEL OCCUPANCY

<table>
<thead>
<tr>
<th>Year</th>
<th>Occupancy</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015 (year-to-date)</td>
<td>57.7%</td>
</tr>
<tr>
<td>2016 (year-to-date)</td>
<td>55.7%</td>
</tr>
</tbody>
</table>
Communications Department

LAUNCHED TWO NEW WEBSITES

**SHREVEPORT-BOSSIER.ORG**
The official destination website of Shreveport-Bossier: Louisiana’s Other Side.

**SBFUNGUIDE.COM**
The official online arts, culture and entertainment calendar of Shreveport-Bossier, Louisiana.

GETAWAYS E-NEWSLETTER
Subscribers have increased 47% over last year and it has an average open rate of 27% compared to the industry standard of 15.65%.

TRIPADVISOR
Sponsorship has over-delivered on geo-targeted impressions from regional drive destinations and is now one of the Top 20 web traffic referral sites to www.Shreveport-Bossier.org.

SOCIAL MEDIA GROWTH
Facebook fans have grown to 33,466 and Twitter to 9,563.

The most shared post on Facebook has been about the Red River Balloon Rally being shared more than 1,243 times (90% organic) and reached more than 100,000 viewers.

BE A FAN OF SHREVEPORT-BOSSIER

Started a new National Travel and Tourism Week campaign – Be a Fan of Shreveport-Bossier – to encourage locals to visit attractions, May 1-7. Campaign highlights included:

- 3,780 pageviews for the microsite, 823 contest entries
- 87% of survey respondents indicated they learned about an attraction they were not aware of
- 87% said they will visit at least one of the participating attractions in the future

NOTABLE MEDIA MENTIONS

The June 2016 *Louisiana Cookin’* magazine featured a 12-page travel section promoting Shreveport restaurants titled “Shreveport: Culinary Crossroads.”

Cooking Channel’s *Carnival Eats* dedicated an episode to the State Fair of Louisiana.

Zagat lists Shreveport-Bossier as one of “16 Under-the-Radar Southern Food Destinations.”

Houston Chronicle ran an incredible piece called “5 Reasons You Should Visit Shreveport in 2016.”

BY THE NUMBERS

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SHREVEPORT-BOSSIER.ORG WEBSITE SESSIONS</strong></td>
<td>262,699</td>
<td>222,155</td>
</tr>
<tr>
<td><strong>ONLINE VIDEO VIEWS</strong></td>
<td>16,959</td>
<td>52,959</td>
</tr>
<tr>
<td><strong>20X49.COM BLOG PAGEVIEWS</strong></td>
<td>154,553</td>
<td>113,482</td>
</tr>
</tbody>
</table>
**NOTABLE ACCOMPLISHMENTS**

The Shreveport-Bossier Sports Commission hosted **Sports Biz Connect** at Red River Brewing Company in Shreveport, May 19. There were 32 exhibitors, and 150 people from the business community attended.

Shreveport-Bossier won the bid to host the **2016 Louisiana Outdoor Writers Association**, Aug. 12-14.

The **2016 Louisiana High School Athletic Association (LHSAA) Wrestling State Tournament** was held at the CenturyLink Center in Bossier City, Feb. 11-12. This was the first time the area has hosted the tournament since 2011, and the wrestling state tournament will return again in 2017. More than 80 schools across the state were represented with nearly 1,000 wrestlers competing across three divisions. More than 13,000 fans were in attendance over the two days.

The Shreveport-Bossier Sports Commission was chosen for the second consecutive year as one of **SportsEvents Magazine’s 2016 Readers’ Choice Award** winners. Sports events professionals nominated destinations that they believe display exemplary creativity and professionalism toward the groups they host.

The Shreveport-Bossier Sports Commission won several new bids to host sporting events in 2016:

- **Archery in Louisiana Schools (ALAS) North Regional Archery Tournament**
  Feb. 5-6

- **Southern Bowling Congress**
  March 5-6, 12-13 and 18-20; April 2-3

- **Teen Masters Bowling**
  April 9-10

- **Red River Balloon Rally**
  July 14-20

- **Bassmaster Central Open**
  Sept. 29-Oct. 1

- **The Bass Federation Regional High School Championship**
  Oct. 16

**BY THE NUMBERS**

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</tr>
</thead>
<tbody>
<tr>
<td><strong>2015</strong></td>
<td>55</td>
<td>26,016</td>
<td>160,999</td>
</tr>
<tr>
<td><strong>2016</strong></td>
<td>72</td>
<td>42,299</td>
<td>131,380</td>
</tr>
</tbody>
</table>

**SPORTING EVENTS LEADS ISSUED**

- **Total Increase**: 31%

<table>
<thead>
<tr>
<th>Year</th>
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<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2015</strong></td>
<td>48</td>
<td>13,401</td>
<td>71,358</td>
</tr>
<tr>
<td><strong>2016</strong></td>
<td>58</td>
<td>11,444</td>
<td>78,597</td>
</tr>
</tbody>
</table>

**DEFINITE SPORTING EVENTS BOOKED**

- **Total Increase**: 21%
The Power of Tourism
2016 Six Month Report

DIRECT DOMESTIC VISITOR SPENDING

$906.41 MILLION in travel expenditures for Caddo/Bossier Parishes in 2014 versus $876.36 million in 2013.


3% Increase in travel expenditures
5% Increase in local tax receipts

Source: Economic Impact of Travel on Louisiana Parishes 2013, 2014 reports

Mainly coming from Texas, Arkansas and Louisiana, over 3 million people visit Shreveport-Bossier annually. Each visitor stays an average of 2.6 nights and has the following spending habits:

- LODGING: 23%
- GAMING: 23%
- SHOPPING: 22%
- DINING: 16%
- ENTERTAINMENT: 11%
- TRANSPORTATION: 5%

Average visitor spending in town: $838.02 PER TRIP

Volume of Visitors to Shreveport-Bossier

3,247,000

Source: 2014 Travels America Visitor Profile Report

IMPACT OF INTERNATIONAL TOURISM

Direct International Visitor Spending

$537,253

TOP FIVE INTERNATIONAL MARKETS

1. Canada
2. Mexico
3. Italy
4. Germany
5. Puerto Rico

Source: VisaVue Travel Report 1st Quarter 2016
TOP WEBSITE VISITORS

TOP CITIES FOR WEBSITE TRAFFIC
1. Shreveport-Bossier
2. Dallas, Texas
3. Houston, Texas
4. Fort Worth, Texas
5. Plano, Texas

Outside of Louisiana, other notable states for website visitation include California, Georgia, Iowa, Minnesota, Mississippi and Texas.

VISITOR PROFILE

The Shreveport-Bossier Convention and Tourist Bureau conducted a survey of people who have inquired for travel information about Shreveport-Bossier in the past year. Here is some of the preliminary data:

VISITED IN THE PAST YEAR:
- 53% said they visited 3 or more times
- 14% said they visited 2 times
- 18% said they visited 1 time
- 15% said they have not visited

Sex:
- 75% Female
- 25% Male

Household Income:
- 9% Under $25,000
- 34% Up to $50,000
- 28% Up to $75,000
- 15% Up to $100,000
- 14% Over $100,000

Age:
- 27% 60 or older
- 30% 50-59
- 19% 40-49
- 18% 30-39
- 6% 21-29
- <1% 18-20

TOP 5 PLACES VISITED IN THE PAST YEAR:
1. Louisiana Boardwalk Outlets 84%
2. Mardi Gras Parade 41%
3. Concert at CenturyLink Center 39%
4. Sci-Port Discovery Center 36%
5. Mudbug Madness Festival 33%

TOP 5 VISITED RESTAURANTS IN THE PAST YEAR:
1. Ralph & Kacoos 54%
2. Blind Tiger 35%
3. Herby K's 25%
4. Silver Star Smokehouse 21%
5. Abby Singer’s Bistro 13%

GREATEST TRAVEL INFLUENCES IN THE PAST YEAR:
- 61% Friend/Relative
- 41% Official Visitors’ Guide to Shreveport-Bossier
- 29% Social Media
- 18% Newspaper/Magazine Advertisement
- 15% www.Shreveport-Bossier.org