### 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>2017</td>
<td>78</td>
<td>13,866</td>
<td>30,518</td>
</tr>
<tr>
<td>2016</td>
<td>72</td>
<td>15,252</td>
<td>24,783</td>
</tr>
</tbody>
</table>

### ASSISTED CONVENTIONS/EVENTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>33</td>
<td>13,249</td>
<td>15,243</td>
</tr>
<tr>
<td>2016</td>
<td>74</td>
<td>10,473</td>
<td>24,482</td>
</tr>
</tbody>
</table>

### CONVENTION/EVENTS LEADS

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>110</td>
<td>96,955</td>
<td>87,042</td>
</tr>
<tr>
<td>2016</td>
<td>154</td>
<td>43,181</td>
<td>81,061</td>
</tr>
</tbody>
</table>

### TOURISM BOOKINGS AND SERVICE REQUESTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>19</td>
<td>935</td>
<td>1,228</td>
</tr>
<tr>
<td>2016</td>
<td>23</td>
<td>698</td>
<td>916</td>
</tr>
</tbody>
</table>

### GROUP TOUR LEADS ISSUED

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>21</td>
<td>1,098</td>
<td>1,430</td>
</tr>
<tr>
<td>2016</td>
<td>30</td>
<td>852</td>
<td>1,147</td>
</tr>
</tbody>
</table>

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**Note:** The number of groups requesting assistance decreased. The increase in room nights is as a result of a large government conference held in July.

**Note:** Leads have declined between 20 and 30 percent due to corporate and association shortfalls. The increase in room nights is due to a 15,000 person religious conference looking to host a conference in 2018.

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The Communications Department won two Ady Awards from the Shreveport-Bossier Advertising Federation for the Be a Fan of Shreveport-Bossier campaign and the Annual Festivals and Events Guide.

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The public relations value for tourism-related articles year-to-date is $11.6 million, which represents 3,885 media mentions in print, broadcast and online publications.

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The RED RIVER MARDI GRAS BASH draws 400 group tour participants to the event held every year on the Shreveport riverfront during the Krewe of Centaur parade.

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About 130 outdoor journalists attended the PROFESSIONAL OUTDOOR MEDIA ASSOCIATION annual convention, June 13-16.

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The ALPHA KAPPA ALPHA 85TH ANNUAL SOUTH CENTRAL REGIONAL CONFERENCE, March 15-19, attracted more than 3,800 delegates to the community.

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**Mardi Gras Marketing Results**

**108,558 Web Sessions**

**4,346 Hotel Rooms**

The Mardi Gras promotions netted the largest website visitation in the month of February with 108,558 sessions on www.Shreveport-Bossier.org. The campaign netted 4,346 direct hotel room nights sold and the Facebook page grew by 1,000 new followers.

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**2 ADDY Awards**

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**$11.6 Million**

The public relations value for tourism-related articles year-to-date is $11.6 million, which represents 3,885 media mentions in print, broadcast and online publications.
INCREASE DIRECT, TRACKABLE HOTEL ROOMS generated by the staff of the Shreveport-Bossier Convention and Tourist Bureau to 96,253, which represents a 3.3 percent increase over 2016 hotel rooms booked among leisure visitors, groups, conventions, and sports markets for current and future dates.

RAISE BRAND AWARENESS of Shreveport-Bossier by measuring the effectiveness of brand image, brand equity and brand value in local and regional drive markets with a continued focus on research, strategic marketing, and public relations.

In a survey administered to people who inquired for more tourist information about Shreveport-Bossier, the Shreveport-Bossier Convention and Tourist Bureau measured brand awareness. 300 people responded to the survey between June and July 2017.

One of the markets that we have seen grow is international visitation. Three years ago, the Shreveport-Bossier Convention and Tourist Bureau was one of the first destination marketing organizations to partner with the Louisiana Office of Tourism for international promotions through Brand USA. The tourist bureau created various in-language videos to attract international visitors. Currently there are videos in Spanish, French Canadian, German, Chinese, and Australian that promote Shreveport-Bossier.

The Visa Vue Travel report is a good indicator of international spending in Shreveport-Bossier. Year-to-date international visitors have spent approximately $938,016.

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