

2018 ANNUAL REPORT

*Shreveport-Bossier Convention
and Tourist Bureau*



SHREVEPORT-BOSSIER



The Shreveport-Bossier Convention and Tourist Bureau was named one of the best places to work in Shreveport-Bossier, Louisiana by *Biz. Magazine*.

Table of Contents

- 2** *Letter From the President: "A Year of Diversification"*
- 5** *Board of Directors*
- 6** *Who We Are/Primary Goals/Target Markets and Economic Impact of Travel and Tourism on Shreveport-Bossier MSA*
- 7** *Convention and Tourism Department*
- 9** *Shreveport-Bossier Sports Commission*
- 10** *Communications Department*
- 13** *Hotel and Gaming Numbers*





A Year of Diversification

What does the MISS USA® pageant have in common with a pro boxing match? Visitors to Shreveport-Bossier got to see them both, and so much more, in our community over the past 12 months. In 2018, we welcomed visitors as they discovered an underwater world at Shreveport Aquarium, soared in a hot air balloon at Red River Balloon Rally, and sank their teeth into local cuisine during Chef Hardette Harris's Us Up North Food Tours, just to name a few new and upgraded experiences. Casino gaming continues to be a large draw to our area, but today's visitors are experiencing an unprecedented diversity of things to see and do.

If there's one constant in destination management, it's change. Changes to Louisiana's laws regarding casino gaming came to fruition in 2018, clearing a path for Shreveport-Bossier's casinos to be rejuvenated through an influx of capital improvements. That process will improve our ability to compete with other regional gaming destinations.

In 2019, we anticipate continued growth in the area of conventions and meetings. The local cybersecurity industry, as well as regional fraternities and sororities, have provided the impetus for much of the growth in meetings that we saw in 2018. Our convention sales team continues to do a great job of capitalizing on growth in those areas.

This year, we'll also embark on a major study called DestinationNEXT. This study is the first step in developing a research-based, strategic plan for managing and marketing Shreveport-Bossier as a destination.

2018 was a year of diversification, and 2019 is certain to have more changes in store. At the Tourist Bureau, we see this time of change as an opportunity to reintroduce the world to Shreveport-Bossier!

Best wishes,

Stacy Brown, CDME

President | Shreveport-Bossier Convention and Tourist Bureau

ConventionSouth magazine named
Shreveport-Bossier one of the



TOP 10

Hottest Southern
Soundscapes in 2018.



ConventionSouth
magazine awarded
the Tourist Bureau
with a 2018 Reader's
Choice Award for
being a favorite
partner amongst
CTBs in the South.

Sponsorship and Events

income increased by

27.4%

over 2017, allowing the Sports
Commission to significantly
increase assistance for sporting
events.



The Shreveport-Bossier Convention and Tourist
Bureau was named Best Place to Work by

BIZ. Magazine

**Southeast Tourism
Society** named the Krewe
of Centaur Parade and
the Krewe of Highland
Parade two of the

STS TOP 20 EVENTS

in the Southeast for February 2019.



Getaways

e-newsletter had
an average
open rate of

29.5%.



Encore Louisiana Commission, a division of the Louisiana
Office of Tourism, named Shreveport-Bossier

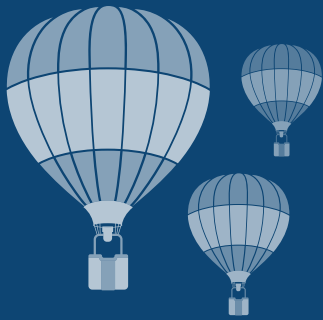
1 OF 8

CERTIFIED RETIREMENT
COMMUNITIES IN LOUISIANA.



House Method

named
Shreveport
the Most
Underrated Town
in Louisiana.



The annual **Red River Balloon Rally** had record attendance with more than

19,000

attendees from more than **20 states.**



132,837

people attended a meeting or conference in Shreveport-Bossier.

129

youth, amateur and professional sporting events were enjoyed by locals and visitors.



Shreveport-Bossier hosted the **MISS USA® AND MISS TEEN USA® PAGEANTS** for the **fifth time in 20 years.**



Media outlets mentioned Shreveport-Bossier 17,995 times which is equivalent to more than **\$43 MILLION** in advertisement value.

The **Boom or Bust Byway**, a 132-mile roadtrip through Caddo, Bossier, Webster and Claiborne Parishes, launched a new website attracting web users from DALLAS, HOUSTON, NEW ORLEANS and GERMANY.
www.BoomorBustByway.com



5

water sports events utilized various bodies of water – **ABA Ray Scott Nationals, FLW College Yeti Nationals, BFL All-American, Powerboat Nationals** and **Fishers of Men** regional tournament.



2018 Board of Directors

CHAIR OF THE BOARD

Tanita Gilbert-Baker,
Chairwoman, *Shreveport-Bossier African
American Chamber of Commerce**

BOARD OFFICERS

Rob Brown,
Vice Chairman, *Shreveport-Bossier
Hotel & Lodging Association**

Jason McKinney,
Treasurer, *Louisiana
Restaurant Association**

Patricia Wooldridge,
Secretary, *Caddo Rural
Municipalities**

BOARD OF DIRECTORS

Dick Bremer,
*Greater Shreveport Chamber
of Commerce**

Sandy Cimino,
*Bossier Chamber
of Commerce**

Joanna Folsie-Alexander,
*Shreveport-Bossier Hotel
& Lodging Association**

Ashley Davis,
*Bossier City
Mayor's Office**

Mary Dunn,
*Shreveport-Bossier
Attractions Association**

Pam Glorioso,
*Bossier Office of
Community Services**

G. Carlton Golden, Jr.,
*Bossier City
Police Jury**

Emma Hebert,
*Shreveport-Bossier Hotel
& Lodging Association**

Kellie Morris,
*Caddo Parish
Commission**

Shelli Murphy,
*Shreveport-Bossier
Attractions Association**

Africa Price,
*Shreveport
Mayor's Office**

Gary Theus
*Shreveport-Bossier Hotel
& Lodging Association**

Who We Are



The **Shreveport-Bossier Convention and Tourist Bureau** is the official destination marketing organization whose staff are experts, local business advocates and tourism industry leaders at the local, state and national level.

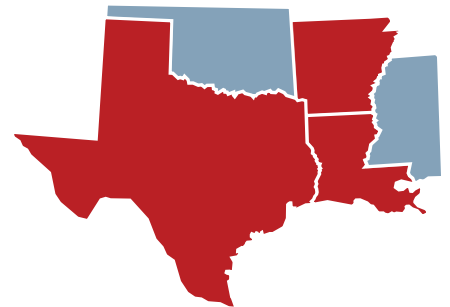
The Tourist Bureau services more than 800 partners in the Shreveport-Bossier area, oversees two visitor centers, and manages marketing partnerships such as the **Louisiana Holiday Trail of Lights, Boom or Bust Byway, Shreveport-Bossier Attractions Association, Retire Shreveport-Bossier** and many more.

GOALS

- » *Drive visitation in the leisure, group and sports markets.*
- » *Promote Shreveport-Bossier regionally, nationally and internationally.*
- » *Maximize resources and partnerships to support growth in tourism.*

KEY TARGET MARKETS

- » *Dallas, Texas*
- » *Houston, Texas*
- » *East Texas*
- » *South Arkansas*
- » *Louisiana cities*



THE ECONOMIC IMPACT OF TRAVEL AND TOURISM ON SHREVEPORT-BOSSIER MSA

\$987
MILLION
Direct travel
expenditures

13,900
Direct jobs

\$35
MILLION
Tax revenue generated
locally by travel spending
for local governments

Convention and Tourism Department

The **Convention and Tourism Department** promotes Shreveport-Bossier as a convention and tourism destination. Market segments include corporate, education, medical, government, oil and gas, religious and social organizations.

The team works diligently to book conventions at the Shreveport Convention Center, gaming conference centers and hotel meeting space.

In 2018, we hosted more than **350 meetings and conventions** that generated nearly **73,000 hotel rooms** and brought in more than **181,000 people** to our destination from all parts of the country and some international meeting delegates.

By the Numbers

Convention/Events Booked

	Total	Room Nights	People
2018	307	58,951	132,837
2017	179	33,429	59,855

Convention/Events Assisted

	Total	Room Nights	People
2018	58	13,993	48,475
2017	60	20,208	125,625

Convention/Events Leads Issued

	Total	Room Nights	People
2018	375	119,102	308,237
2017	239	135,198	214,397

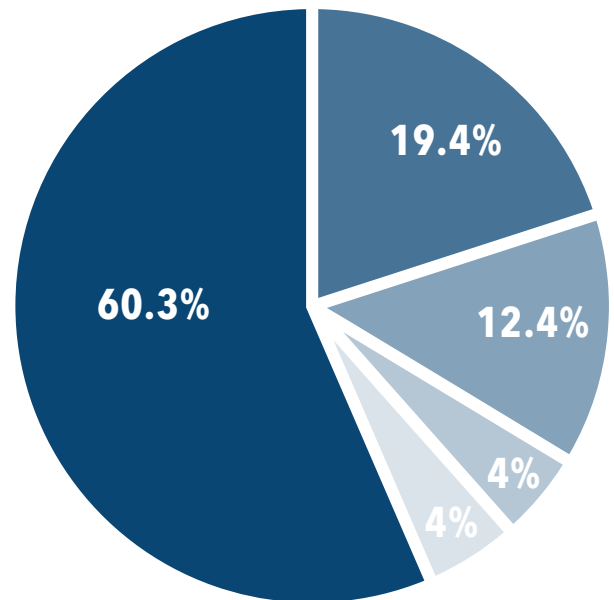
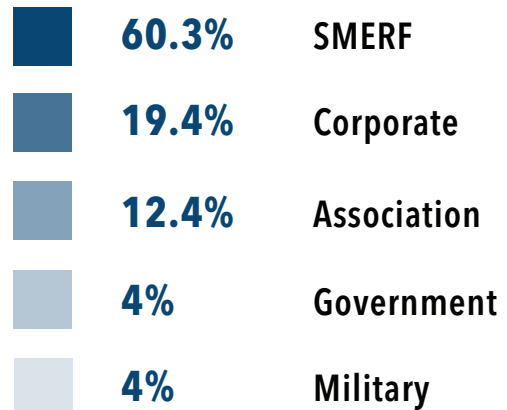
Tourism Bookings & Services

	Total	Room Nights	People
2018	37	4,371	4,342
2017	39	2,133	2,819

Tourism Leads Issued

	Total	Room Nights	People
2018	48	4,793	5,306
2017	42	2,304	3,061

PERCENT OF CONVENTIONS HELD IN SHREVEPORT-BOSSIER IN 2018



Shreveport-Bossier Sports Commission

The **Shreveport-Bossier Sports Commission** is charged with attracting youth sports, amateur and professional sporting events to Shreveport-Bossier.

Sports Events Booked

	Total	Room Nights	People
2018	129	31,885	220,633
2017	140	32,838	180,150

Sports Leads Issued

	Total	Room Nights	People
2018	144	40,804	205,876
2017	148	39,564	206,685

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In 2018, we hosted more than **100 sporting events** that generated more than **31,000 hotel rooms** and brought in more than **220,000 sports participants and local spectators.**

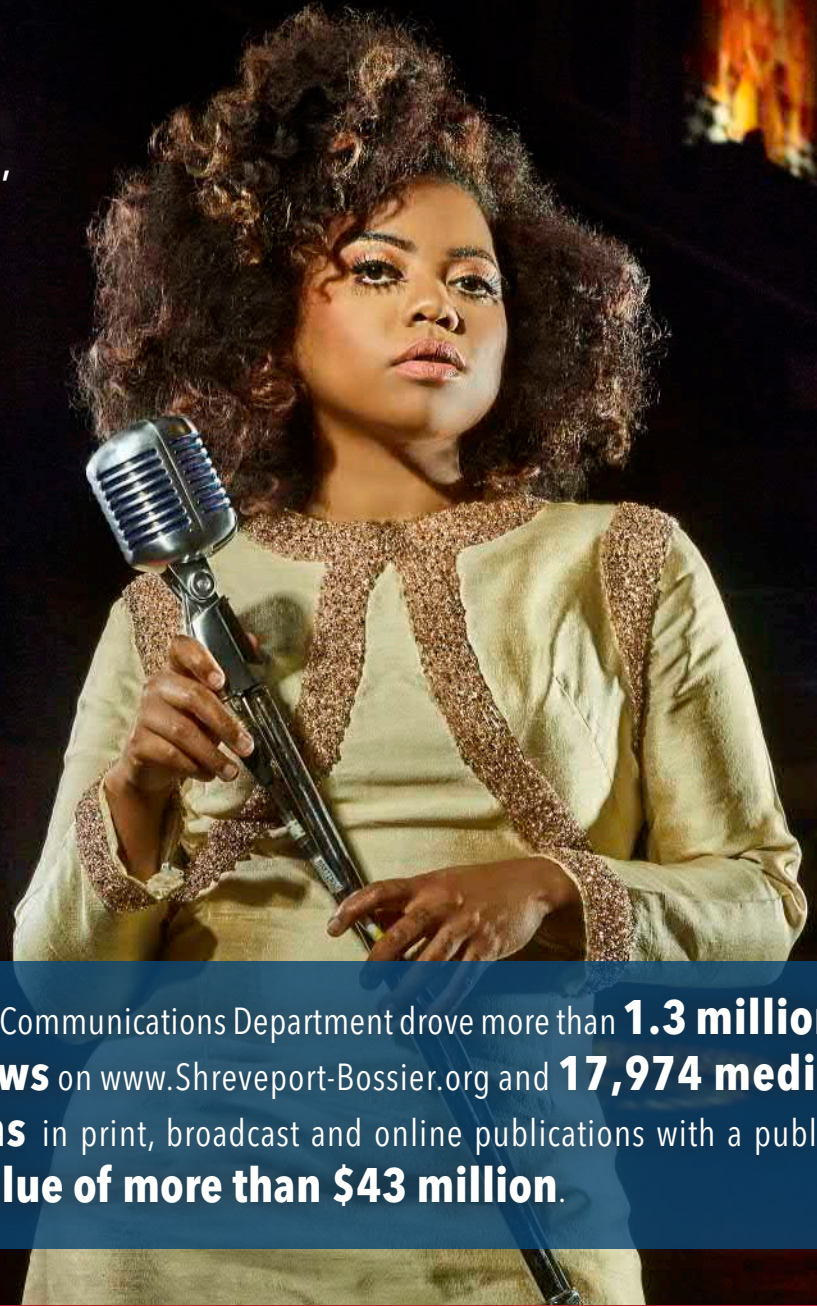
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Communications Department

The **Communications Department** is responsible for all internal and external communications. This includes the marketing and advertising of the destination in regional, national and international markets.

It also includes:

- *Design, print and distribution of collateral materials for leisure visitors and sales efforts*
- *Social media*
- *Public relations*
- *Development and maintenance of several websites*
- *Research and analytics*
- *Visitor Centers*
- *Inquiry fulfillment*



In 2018, the Communications Department drove more than **1.3 million pageviews** on www.Shreveport-Bossier.org and **17,974 media mentions** in print, broadcast and online publications with a public relations **value of more than \$43 million.**

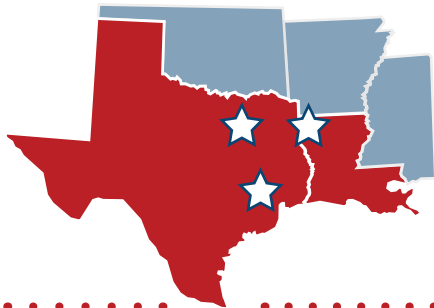
By the Numbers

DIGITAL MARKETING

Aggressive digital and social media regional promotions are largely responsible for the increases over 2017.

	Users	Sessions	Pageviews
2018	606,564	798,731	1,392,355
2017	496,105	649,628	1,229,437

DEMOGRAPHICS *Percentage of overall visitation to www.Shreveport-Bossier.org*

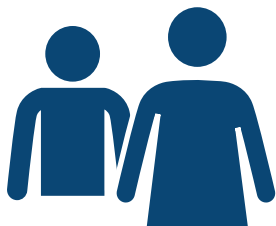


TOP CITIES

- 26%** Dallas/Ft. Worth, Texas
- 14%** Shreveport-Bossier, La.
- 6%** Houston, Texas

TOP COUNTRIES

- 96%** United States
- 0.48%** Canada
- 0.47%** Brazil



61% female
39% male



VISITOR AGE RANGE
25-64 years old



MOBILE USERS
58.36% iPhone
41.23% Android



VISITOR CENTER WALK-INS

2018 12,970

2017 12,451

SOCIAL MEDIA

+8%

 Facebook Fans

+3%

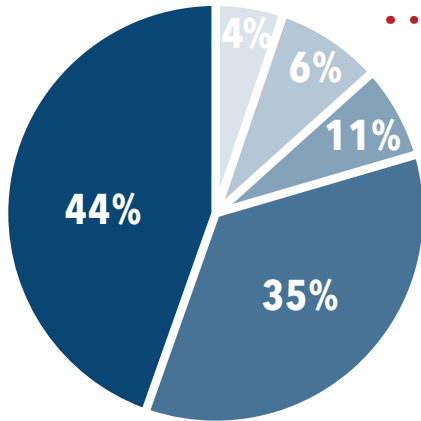
 Twitter Fans

+107%

 Video Views

+3%

~~20X49~~ Pageviews



WEBSITE TRAFFIC SOURCES *Percentage of overall traffic*



44% Organic Search



6% Email Marketing



35% Advertising



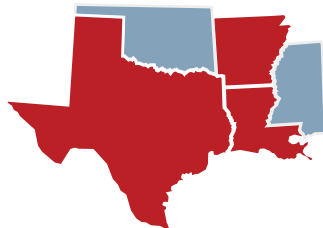
4% Referral from other sites



11% Direct

TOP STATES OF ORIGATION FOR VISITORS

- » *Texas*
- » *Louisiana*
- » *Arkansas*



TOP COUNTRIES OF ORIGATION FOR VISITORS *(Outside of the United States)*



Canada



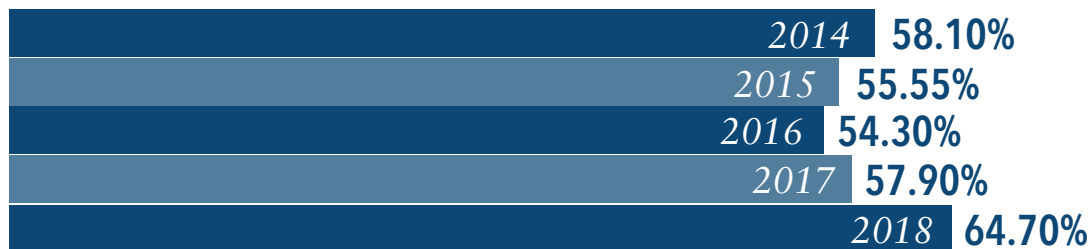
Germany



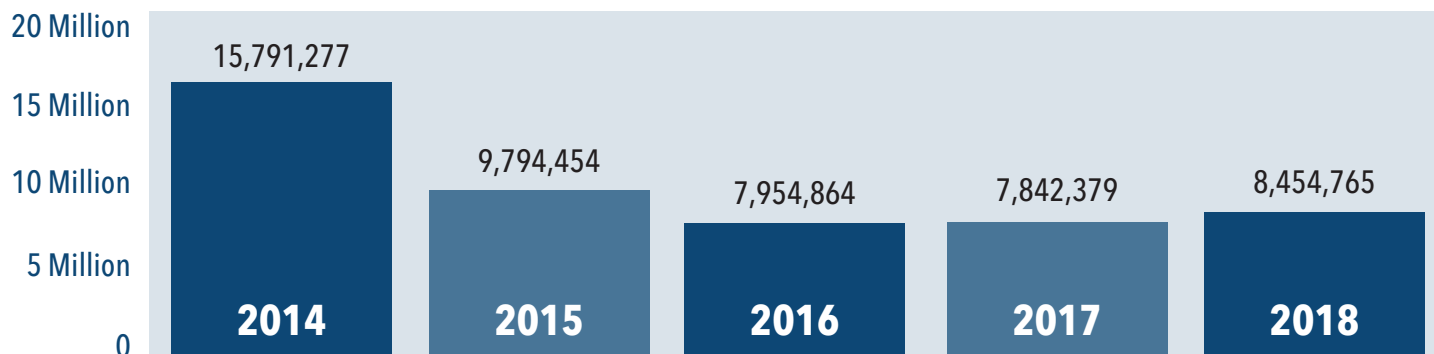
France

Hotel and Gaming Numbers

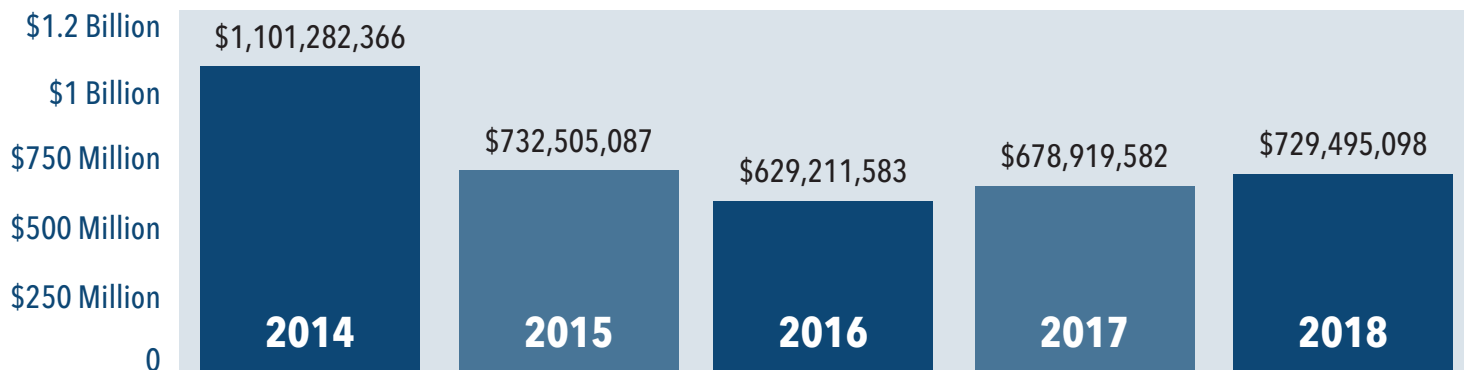
HOTEL OCCUPANCY



GAMING ADMISSIONS



GAMING REVENUE



Get Social With Us!

 /LouisianasOtherSide

 @sbctb

 @seeshreveportbossier

 /Shreveportbossier

WEBSITES

www.Shreveport-Bossier.org

www.SBFunGuide.com

www.20x49.com

www.RetireShreveportBossier.com

www.BoomorBustByway.com

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



www.Shreveport-Bossier.org