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

*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**.

**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**.

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

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 Folse-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*

*Appointing Organization
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

Source: 2017 University of New Orleans Hospitality Research Center Report
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

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>307</td>
<td>58,951</td>
<td>132,837</td>
</tr>
<tr>
<td>2017</td>
<td>179</td>
<td>33,429</td>
<td>59,855</td>
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</table>

### Convention/Events Assisted

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>58</td>
<td>13,993</td>
<td>48,475</td>
</tr>
<tr>
<td>2017</td>
<td>60</td>
<td>20,208</td>
<td>125,625</td>
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</table>

### Convention/Events Leads Issued

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>375</td>
<td>119,102</td>
<td>308,237</td>
</tr>
<tr>
<td>2017</td>
<td>239</td>
<td>135,198</td>
<td>214,397</td>
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### Tourism Bookings & Services

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>37</td>
<td>4,371</td>
<td>4,342</td>
</tr>
<tr>
<td>2017</td>
<td>39</td>
<td>2,133</td>
<td>2,819</td>
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</table>

### Tourism Leads Issued

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>48</td>
<td>4,793</td>
<td>5,306</td>
</tr>
<tr>
<td>2017</td>
<td>42</td>
<td>2,304</td>
<td>3,061</td>
</tr>
</tbody>
</table>

### Percent of Conventions Held in Shreveport-Bossier in 2018

- **60.3%** SMERF
- **19.4%** Corporate
- **12.4%** Association
- **4%** Government
- **4%** Military

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www.Shreveport-Bossier.org | 8
The Shreveport-Bossier Sports Commission is charged with attracting youth sports, amateur and professional sporting events to Shreveport-Bossier.

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.

**Sports Events Booked**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>129</td>
<td>31,885</td>
<td>220,633</td>
</tr>
<tr>
<td>2017</td>
<td>140</td>
<td>32,838</td>
<td>180,150</td>
</tr>
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</table>

**Sports Leads Issued**

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>144</td>
<td>40,804</td>
<td>205,876</td>
</tr>
<tr>
<td>2017</td>
<td>148</td>
<td>39,564</td>
<td>206,685</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>Sessions</th>
<th>Pageviews</th>
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</thead>
<tbody>
<tr>
<td>2018</td>
<td>606,564</td>
<td>798,731</td>
<td>1,392,355</td>
</tr>
<tr>
<td>2017</td>
<td>496,105</td>
<td>649,628</td>
<td>1,229,437</td>
</tr>
</tbody>
</table>

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

**TOP STATES OF ORIGINATION FOR VISITORS**

» Texas  
» Louisiana  
» Arkansas

**WEBSITE TRAFFIC SOURCES** Percentage of overall traffic

- 44% Organic Search
- 35% Advertising
- 11% Direct
- 6% Email Marketing
- 4% Referral from other sites

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

- Canada
- Germany
- France

**SOCIAL MEDIA**

- +8% Facebook Fans
- +107% Video Views
- +3% Twitter Fans
- +3% Pageviews
Hotel and Gaming Numbers

HOTEL OCCUPANCY

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>58.10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>55.55%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>54.30%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>57.90%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>64.70%</td>
<td></td>
</tr>
</tbody>
</table>

GAMING ADMISSIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>15,791,277</th>
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<tbody>
<tr>
<td>2015</td>
<td>9,794,454</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>7,954,864</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>7,842,379</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>8,454,765</td>
<td></td>
</tr>
</tbody>
</table>

GAMING REVENUE

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>$1,101,282,366</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>$732,505,087</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>$629,211,583</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>$678,919,582</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>$729,495,098</td>
<td></td>
</tr>
</tbody>
</table>
Get Social With Us!

Facebook: /LouisianasOtherSide
Twitter: @sbctb
Instagram: @seeshreveportbossier
YouTube: /Shreveportbossier

WEBSITES
www.Shreveport-Bossier.org
www.SBFunGuide.com
www.20x49.com
www.RetireShreveportBossier.com
www.BoomorBustByway.com