



# 2019

## Annual Report

Shreveport-Bossier  
Convention and Tourist Bureau







### Play Welcome Video

Use your phone's camera and hover over the QR Code to view the Shreveport-Bossier Convention and Tourist Bureau's welcome video.



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## FROM THE PRESIDENT



### "A Year of Focus"

If asked to summarize 2019 in a word, I'd say that word is, "focus." This year, we commissioned NEXTFactor to utilize the DestinationNEXT global research platform diagnostic tool to identify Shreveport-Bossier's priorities and increase our effectiveness as a bureau and a destination. This study is a springboard in creating steps to build a strategic destination master plan.

One of the key challenges identified that we were able to focus on immediately is litter. Within weeks, the Shreveport-Bossier Convention and Tourist Bureau, Shreveport Green and Keep Bossier Beautiful launched the Company is Coming hospitality industry clean-up campaign to combat litter in areas frequented by visitors.

We've applied that same focus and determination to product development. In the high-stakes world of sports, Shreveport-Bossier made a name for itself by successfully hosting the FIVB Volleyball Intercontinental Olympic Qualifier. The success of that event put our community on the radar of a new tier of collegiate and Olympic sporting events.

We redoubled our efforts to encourage new and expanded holiday offerings in Shreveport-Bossier. In addition, we assisted attractions like Sno-Port at Sci-Port Discovery Center, Christmas in Candyville at CenturyLink Center, Shreveport Aquarium holiday offerings and Rainbow City in the new Caddo Common Park. We focused our PR and marketing efforts through data-driven campaigns, including a very successful partnership with Expedia. We introduced new audiences to the Boom or Bust Byway, which will begin the journey towards being recognized as a National Scenic Byway in 2020. We made waves in the world of conventions, increasing hotel room nights by 17 percent over a three-year period while winning *ConventionSouth* Magazine's Readers' Choice Award for an incredible fifth time.

In 2019 our focus paid off. Now it's time to roll up our sleeves and focus on the year ahead.

Best wishes,

*Stacy A. Brown*

Stacy Brown, CDME  
President, Shreveport-Bossier  
Convention and Tourist Bureau



## 2019 BOARD MEMBERS

|   |                                |
|---|--------------------------------|
| <b>Rob Brown</b><br><i>Chairman</i>           | <b>Jason Roberts</b>           |
| <b>Jason McKinney</b><br><i>Vice Chairman</i> | <b>Joanna Folsie-Alexander</b> |
| <b>Ashley Davis</b><br><i>Treasurer</i>       | <b>Kellie Morris</b>           |
| <b>Africa Price</b><br><i>Secretary</i>       | <b>Pam Glorioso</b>            |
| <b>Beth Smiley</b>                            | <b>Randy Slagle</b>            |
| <b>Emma Hebert</b>                            | <b>Richard Bremer</b>          |
| <b>G. Carlton Golden, Jr.</b>                 | <b>Sandy Cimino</b>            |
|   | <b>Shelli Briery Murphy</b>    |
|   | <b>Tanita Gilbert-Baker</b>    |

## STAFF MEMBERS

|  |  |
|--|--|
| <b>ADMINISTRATION</b><br><b>Stacy Brown, CDME</b><br><i>President</i>                              | <b>CONVENTION &amp; TOURISM SALES</b><br><b>David Bradley</b><br><i>Vice President of Sales and Services</i> |
| <b>Charlotte Rice</b><br><i>Executive Assistant</i>  | <b>Suzanne Card</b><br><i>Convention Sales Manager</i>   |
| <b>Ruth Hunter</b><br><i>Finance Director</i>  | <b>Jessica Rodgers</b><br><i>Convention Sales Manager</i>  |
| <b>COMMUNICATIONS</b><br><b>Brandy Evans, CDME</b><br><i>Vice President of Communications, TMP</i> | <b>Erica Telsee</b><br><i>Tourism Sales Manager</i>  |
| <b>Pat Gill</b><br><i>Internet &amp; Systems Manager</i>   | <b>Kevin Flowers</b><br><i>Convention Sales Manager</i>  |
| <b>Chris Jay</b><br><i>Content Marketing Manager</i>   | <b>Gina dePingre'</b><br><i>Sales and Service Coordinator</i>  |
| <b>Liz Crews</b><br><i>Graphic Designer</i>  | <b>SHREVEPORT-BOSSIER SPORTS COMMISSION</b><br><b>Kelly Wells, CDME</b><br><i>Executive Director</i>         |
| <b>Aly Velasquez</b><br><i>Marketing Associate</i>   | <b>Sheila Norman</b><br><i>Director of Operations &amp; Event Management</i>                                 |
| <b>Shalisa Roland</b><br><i>Public Relations/Digital Content Manager</i>                           | <b>Sara Aymond</b><br><i>Sales Manager</i>   |
| <b>Lila Davis</b><br><i>Visitor Center Manager</i>   | <b>Teresa Micheels</b><br><i>Volunteer/Project Manager</i>   |
| <b>Betty Walpool</b><br><i>Visitor Services Specialist</i>   | <b>Nick Kopka</b><br><i>Logistics Manager</i>  |
| <b>Sandra Welch</b><br><i>Visitor Services Specialist</i>  | <b>Matt Hammock</b><br><i>Partner/Sponsor Manager</i>  |
| <b>Faye Taylor</b><br><i>Visitor Services Specialist</i>   |  |



JOIN OUR  
CHEERLEADING SQUAD



Brandy Evans  
Vice President of Communications

The communications team at the Shreveport-Bossier Convention and Tourist Bureau is proud to be a cheerleader for our community. We excel at painting a picture of friendly people, warm hospitality and a sun up to sun down itinerary of things to see, do and taste.

We promote everything from a tango with Lady Luck at the six area casinos and racetrack to encouraging people to try our “celebrated bites” at local restaurants, as well as behind-the-scenes music tours. We boast about our more than 55 festivals and annual events, cultural attractions and nightlife.

Our team’s expertise allows us to take an integrated approach to regional marketing initiatives. We leverage the robust tools of Expedia Inc. to sell hotel rooms, 20x49 Live to create video content, 20x49.com to blog about what’s new, targeted digital campaigns to talk to the right audiences at the right time, traditional print and broadcast advertising, and constant storytelling with media and content creators.

Though, it appears some of our key performance indicators are down. We have spent more efforts building our Google Knowledge Panel, Trip Advisor and other websites to help people find out information about Shreveport-Bossier wherever they are in their trip planning process. Our efforts and messaging are resonating.

Consider these numbers:

- 50,006 hotel rooms booked as a result of three regional marketing campaigns
- 64 distributed news releases and 15,916 media mentions
- 13,698 visitors assisted at Downtown Shreveport Visitor Center and Shreveport Regional Airport Visitor Center

We invite everyone to join our cheerleading squad. Shreveport-Bossier is a great community, and we want to shout that to everyone who will listen.

COMMUNICATIONS  
DEPARTMENT

BY THE NUMBERS

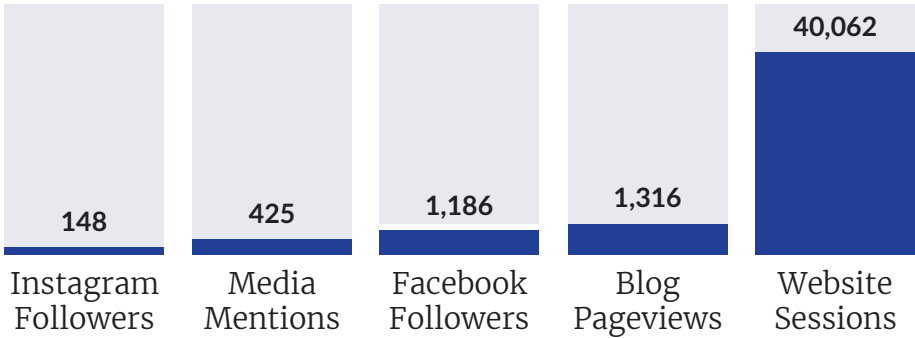
Shreveport-Bossier.org Website Sessions



SBFunGuide.com Website Sessions



Boom or Bust Byway



Play Communications  
Department Video

Use your phone’s camera and hover over the QR Code to view the department’s video.



Social Media

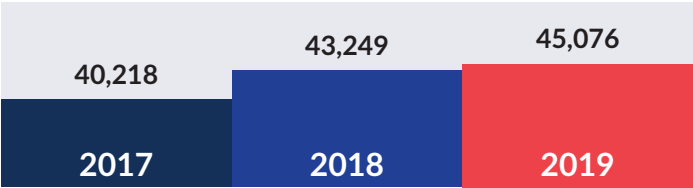
20x49 Blog Views



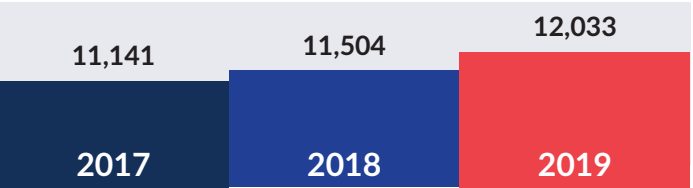
Video Views



f Followers



t Followers



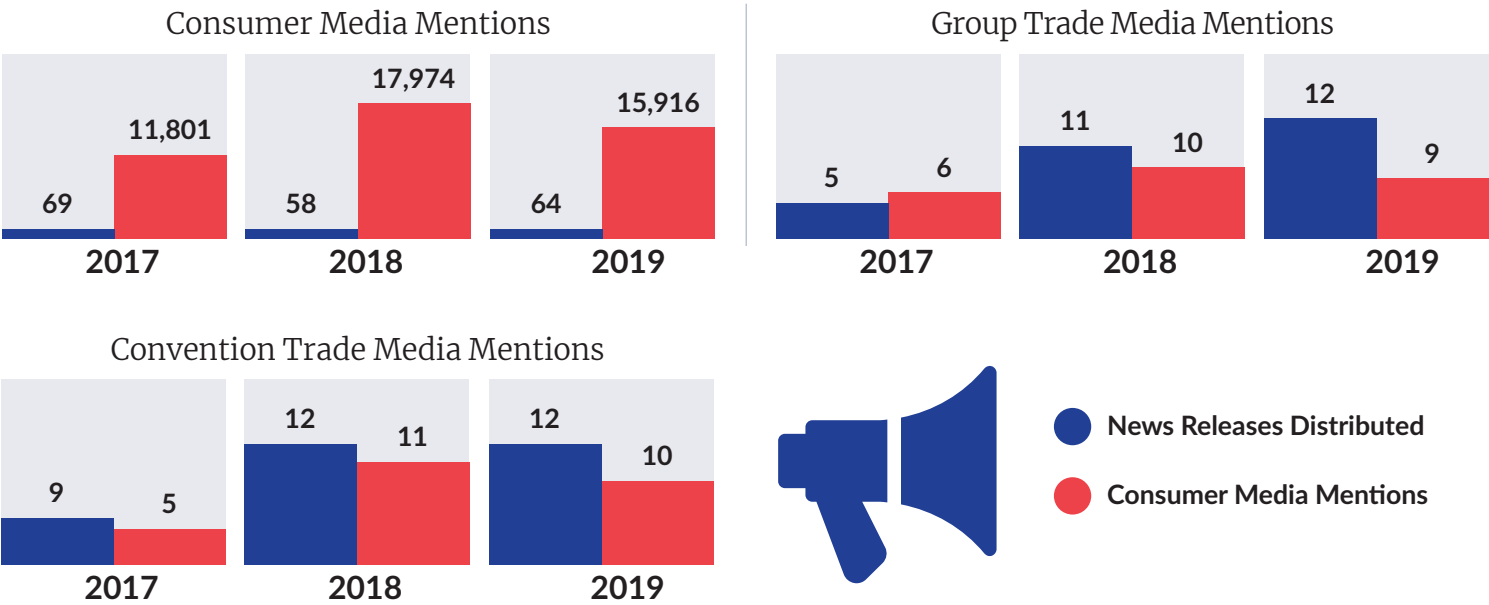
Visitor Centers Traffic



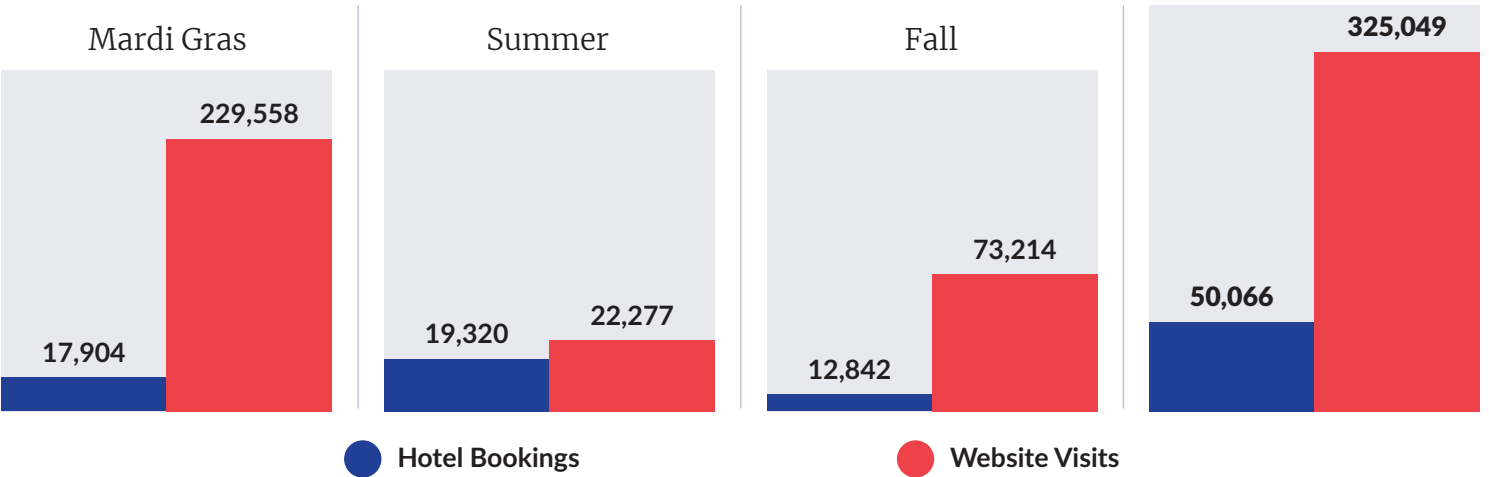




### Public Relations



### Regional Marketing Campaigns 2019



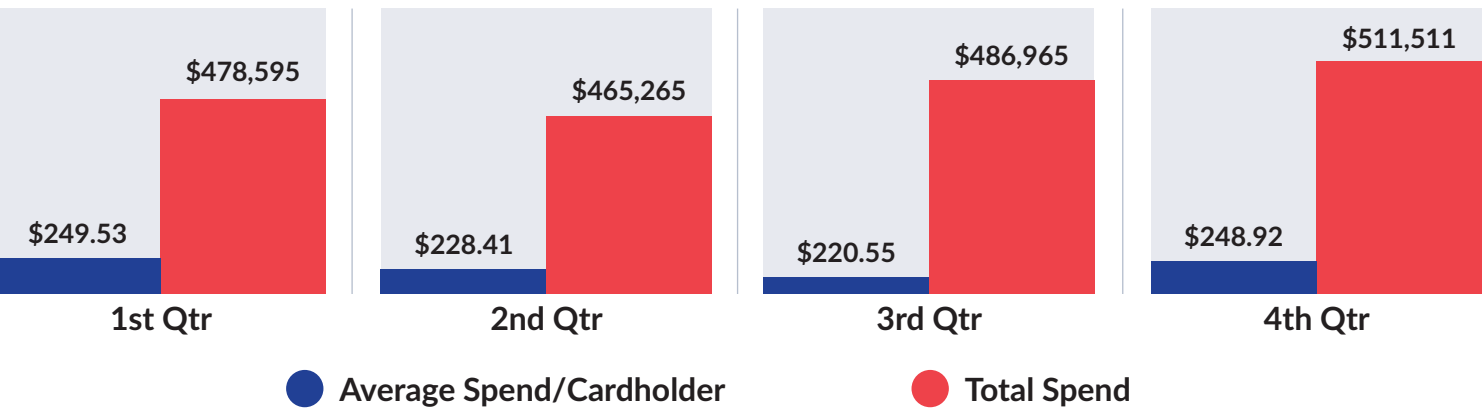
## RESEARCH

### BY THE NUMBERS

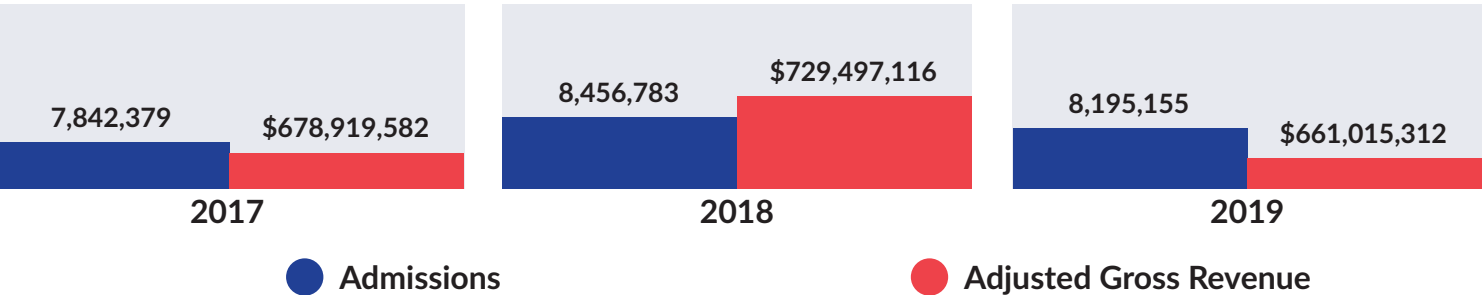
#### AirDNA - Shreveport-Bossier Short-Term Vacation Rental Data



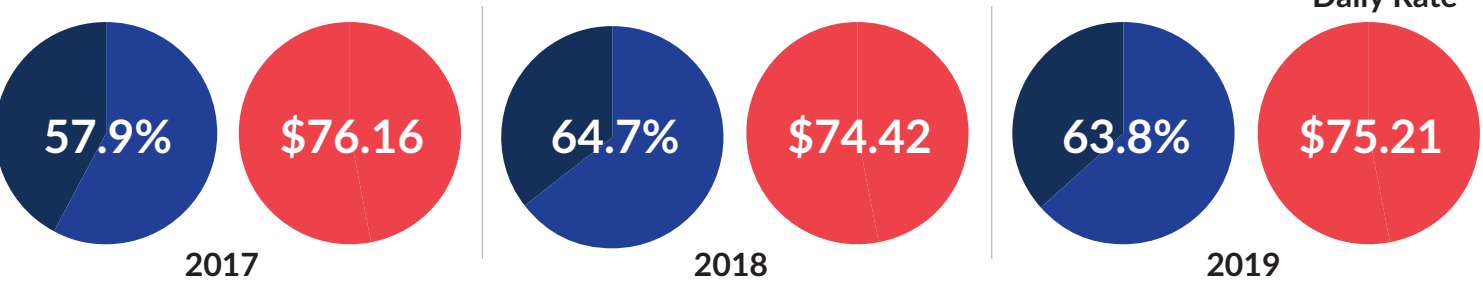
#### VisaVue Travel - International Tourism in Shreveport-Bossier 2019



#### Shreveport-Bossier Gaming Report



#### Smith Travel Research Accommodations Report





# INTERNATIONAL VISITORS, FAMILY REUNIONS SHOW GROWTH OPPORTUNITIES



**David Bradley**  
Vice President of Sales and Tourism

As we reflect on the past five years and review hotel occupancy, we see occupancy holding steady at 63.8 percent for 2019, on par with 2018 year-end results of 64.7 percent.

The convention and tourism sales team continues to bring opportunities to the market concentrating on international travel, citywide conferences and individual property clientele, utilizing multiple hotels and venues throughout the region though we were short-staffed in 2019.

The reunion market has grown for both family and military segments, showing value for limited-service hotels. These efforts have been cultivated through the well-received Shreveport-Bossier Reunion Workshop and Vendor Fair and military familiarization trip in 2019. We will continue to utilize these opportunities to seek and secure business.

The tourism manager has worked diligently to boost international visitation and shore up the group tour market. In 2019, 14 hotel properties partnered with us to secure our share of the frequent individual travelers. That is one of our growth markets in tourism.

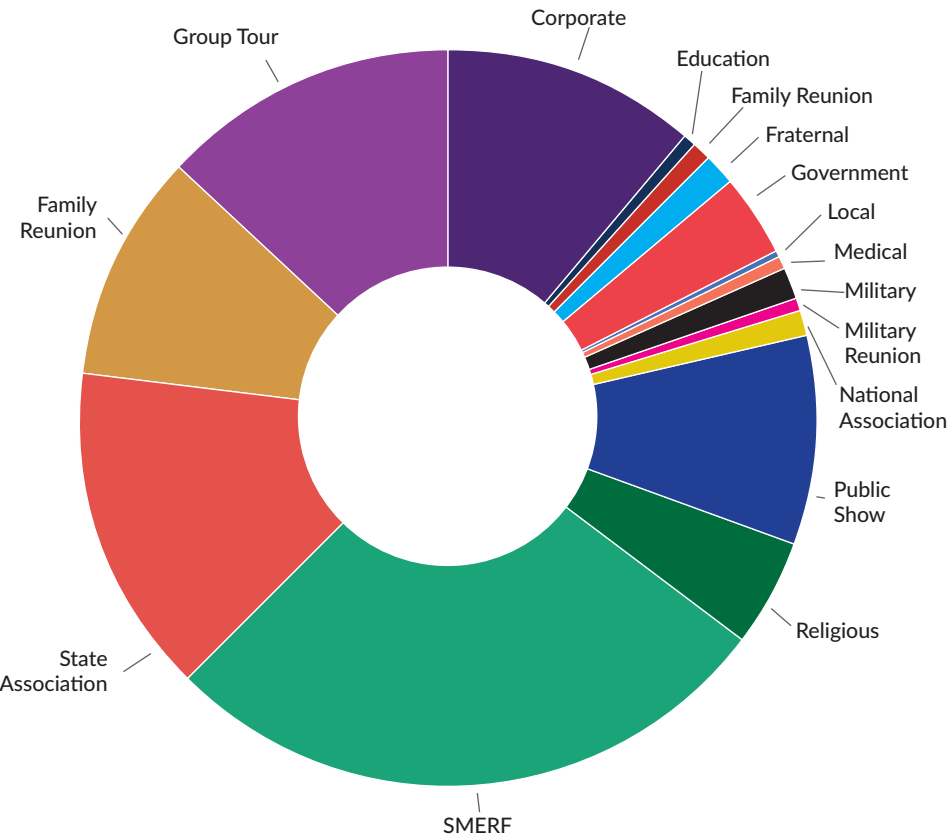
The communications team has been instrumental in crafting stories and securing well-placed advertisements to keep Shreveport-Bossier at the forefront of the minds of meeting planners, tourism receptive wholesalers and tour operators.

With a strong team in place, we are poised to grow the reunion, military, and international markets, while filling our convention center, casino meeting venues, hotels, and attractions with meetings.

# SALES & TOURISM DEPARTMENT

## BY THE NUMBERS

### Events Hosted



| MARKET SEGMENT       | EVENTS     | ROOM NIGHTS   | PEOPLE         |
|----------------------|------------|---------------|----------------|
| Corporate            | 38         | 14,240        | 24,613         |
| Education            | 2          | 308           | 458            |
| Family Reunion       | 2          | 120           | 400            |
| Fraternal            | 5          | 1,420         | 1,770          |
| Government           | 12         | 3,154         | 2,561          |
| Local                | 1          | 120           | 120            |
| Medical              | 2          | 4,215         | 350            |
| Military             | 5          | 909           | 525            |
| Military Reunion     | 2          | 170           | 120            |
| National Association | 3          | 722           | 822            |
| Public Show          | 31         | 3,881         | 126,455        |
| Religious            | 16         | 9,830         | 17,005         |
| SMERF                | 91         | 9,988         | 41,504         |
| State Association    | 49         | 6,333         | 9,010          |
| Family Reunion       | 34         | 2,121         | 3,171          |
| Group Tour           | 43         | 2,938         | 3,033          |
| <b>Total</b>         | <b>336</b> | <b>60,469</b> | <b>231,917</b> |

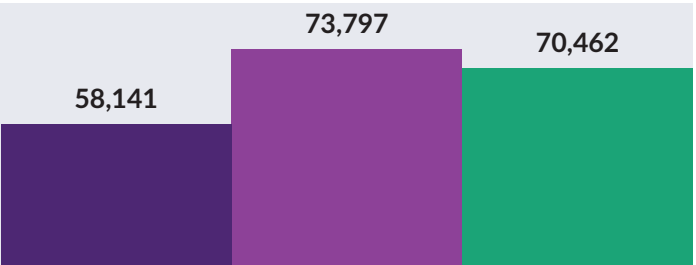
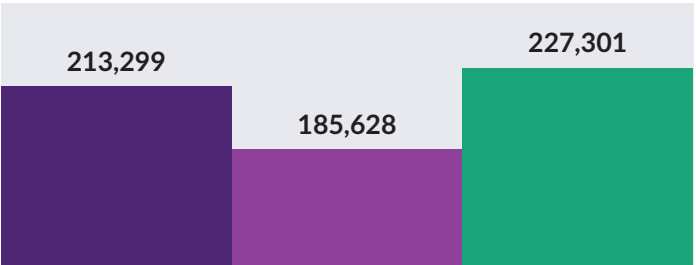
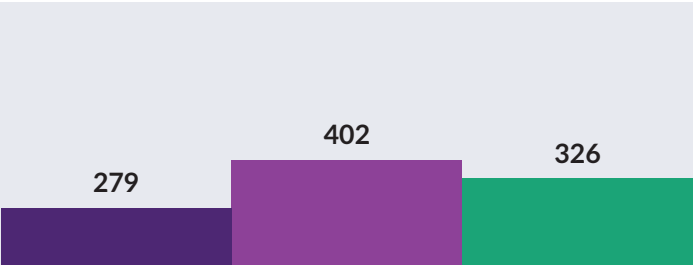
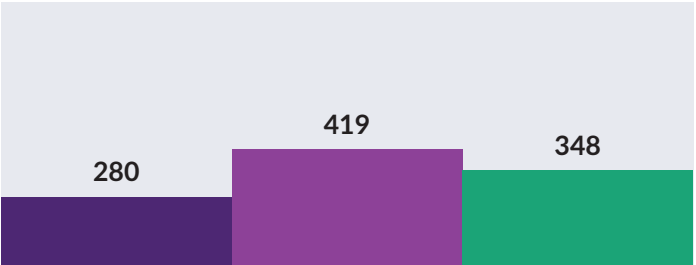


### Play Sales & Tourism Department Video

Use your phone's camera and hover over the QR Code to view the department's video.



### Events Booked



2017 2018 2019





**Kelly Wells**  
Executive Director of Shreveport-Bossier Sports Commission

The Shreveport-Bossier Sports Commission is spurring economic growth with sporting events. Championing our way through 2019 with local, regional and national sporting events, we drove 261,126 people to Shreveport-Bossier. As a result, 37,040 hotel room nights were booked, which is a 20 percent increase over the previous year.

Standing firm in our motto, the Sports Commission continues to strengthen our community partnerships by co-hosting, sponsoring and funding sporting events on both sides of the Red River. Reflecting on our major events in 2019, we teamed up with Bossier City's CenturyLink Center for the FIVB Volleyball Intercontinental Olympic Qualifier, which amassed approximately \$2.1 million in economic impact. Our annual collaboration with Louisiana State University Shreveport welcomes the CenterPoint Energy Red River Balloon Rally every summer, which drives an attendance of nearly 20,000 people.

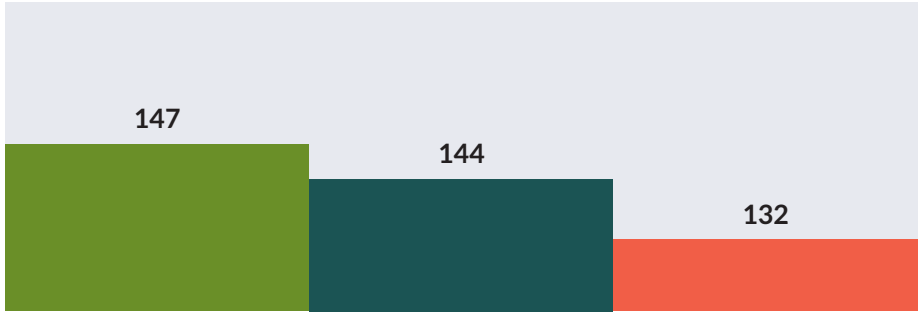
In an effort to bring more prolific sporting events to our community, we recently initiated a feasibility study to determine the practicality and viability of launching a multipurpose indoor sports complex in Shreveport-Bossier, which could house everything from basketball and volleyball tournaments to cheer and dance competitions, and much more. The research will be finalized in late February.

More changes are coming this year. With two new team members, Sara Aymond, sales manager, and Shalisa Roland, public relations and digital content manager, our team is ready to tackle 2020 with fresh perspectives and skills.

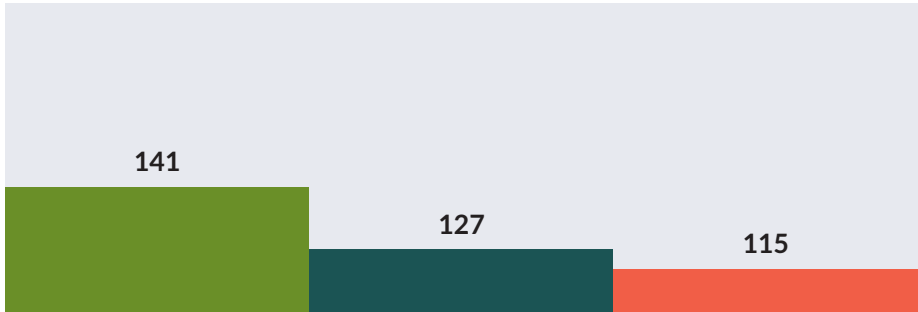
# SHREVEPORT-BOSSIER SPORTS COMMISSION

## BY THE NUMBERS

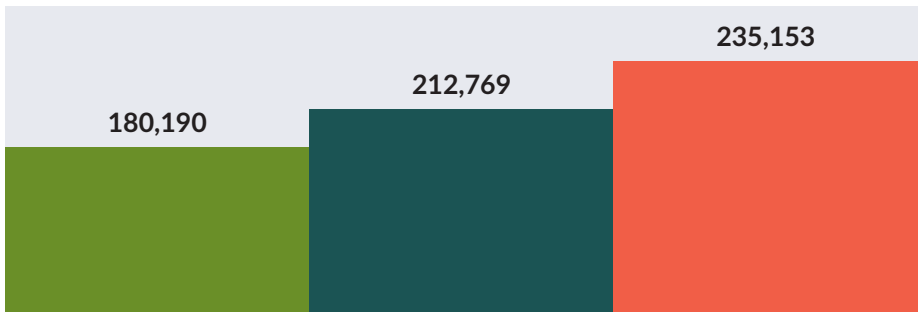
### Events Booked



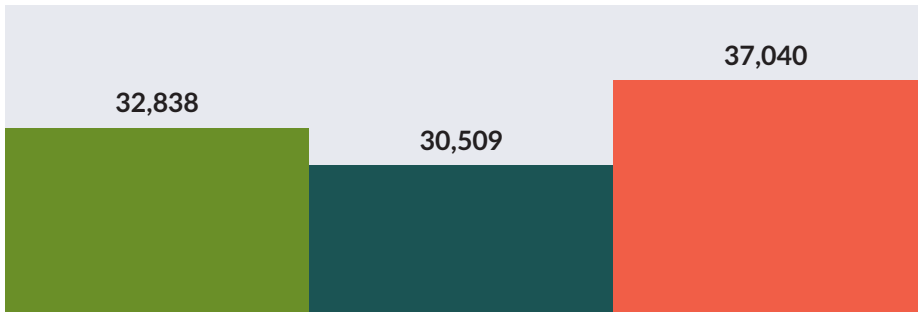
### Leads



### Booked/Assisted



### People



### Room Nights

● 2017    ● 2018    ● 2019



**Play Sports Commission Video**

Use your phone's camera and hover over the QR Code to view the commission's video.





[www.Shreveport-Bossier.org](http://www.Shreveport-Bossier.org)