



Mid-Year Report 2020

Shreveport-Bossier Convention and Tourist Bureau

I 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 levels.

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.

Pictured: The Latin family at the Red River Balloon Rally, Shreveport; Photo Credit: Jennifer Robison



| EXECUTIVE STAFF



**STACY
BROWN**
President



**TAYLOR
GULLATT**
*Vice President
of Operations*



**BRANDY
EVANS**
*Vice President of
Communications*



KELLY WELLS
*Executive Director of
the Shreveport-Bossier
Sports Commission*



**DAVID
BRADLEY**
*Vice President of
Sales and Services*

| BOARD OF DIRECTORS

JASON MCKINNEY

President

ASHLEY DAVIS

Vice-Chairman

DICK BREMER

Treasurer

PAM GLORIOSO

Secretary

SHELLI MURPHY

BETH SMILEY

JASON ROBERTS

JOANNA FOLSE-ALEXANDER

EMMA HEBERT

WANDA BENNETT

TAYLOR JAMISON

MATTHEW SNYDER

SANDY CIMINO



OUR MISSION

The Shreveport-Bossier Convention and Tourist Bureau is the official destination marketing organization attracting sports, meeting, leisure, and gaming visitors that result in economic growth through visitor expenditures and an enhanced quality of life in Louisiana's Caddo and Bossier parishes.

Pictured: "A Call to Action" Mural by Ali Bahler, Downtown Shreveport; Photo Credit: Kyle Johnson

I PRIMARY 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.

*Pictured: Downtown Shreveport Riverfront;
Photo Credit: Shannon Palmer*





A Letter from the President

Long considered an omen of bad luck, Friday the 13th evokes fear among some people. This year on Friday, March 13, the worst-case scenario in recent American history happened when we were ordered to shelter in place by Gov. John Bel Edwards to combat the nasty, pervasive virus known as COVID-19 or coronavirus.

The casinos, hotels, restaurants and attractions shuttered their businesses in an attempt to flatten the curve. After two months, with many working from home, we were able to reopen with limited capacity to stimulate our local and state economy.

We recorded lost business of 121 meetings/events/sporting events. That represents \$27.6 million in direct economic impact to our community. My team has been working hard to recoup some of that business for future years, as the fate of our meeting and sports venues linger in limbo.

Yet, this does not mean that we are down and out. We have served as the conduit for new guidance and information to our partners by hosting webinars, emailing partners, talking to clients and marketing to visitors. We launched a new marketing campaign called "Press Play Shreveport-Bossier", that included a new pilot program to offer a package of discounts at partnering hotels, attractions and restaurants to regional visitors seeking travel deals.

Research indicates that there is a pent up demand for regional drive destinations like Shreveport-Bossier. A recent survey by the

Out of Home Advertising Association of America found that 62% of vacationers are planning a road trip, a 72% increase from last summer. 79% plan to travel more than 100 miles from home, while 54% will go more than 400 miles from home, and nearly half of all respondents said that vacations will be in groups of three or more.

On the sales side, we are talking to meeting planners, rescheduling displaced conferences, and bidding to host new groups for future years. Sports events have the most immediate potential, particularly those held in outside venues.

We are actively, diligently and responsibly looking at all opportunities to fill our hotels, restaurants, casinos and attractions.

As I said before, never have we faced so great a challenge, but we are resilient, strong and ready to take these challenges and turn them into future opportunities.

Sincerely,

A handwritten signature in black ink that reads "Stacy A. Brown". The signature is fluid and cursive, with a large initial 'S'.

STACY BROWN, *President*
Shreveport-Bossier Convention and Tourist Bureau

CONVENTION & TOURISM SALES DEPARTMENT

The Convention and Tourism Sales 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.

Pictured: Alpha Phi Alpha Fraternity 74th Annual Southwestern Regional Convention, February 2020, Shreveport Convention Center; Photo Credit: Kyle Johnson



Conventions/Tourism - Events Hosted January - June

GROUPS

2019	70
2020	34

ROOM NIGHTS

2019	15,579
2020	4,894

PEOPLE

2019	79,469
2020	18,407

Conventions/Tourism - Events Booked January - June

GROUPS

2019	155
2020	98

ROOM NIGHTS

2019	33,323
2020	21,069

PEOPLE

2019	142,686
2020	53,358

The convention and tourism sales team logged a record 5,395 client contacts as the team ramped up efforts to reach out to current and potential new customers for Shreveport-Bossier as lost business tolls for 2020 mounted as a result of COVID-19. The amount of client contact is a significant increase over 2019.

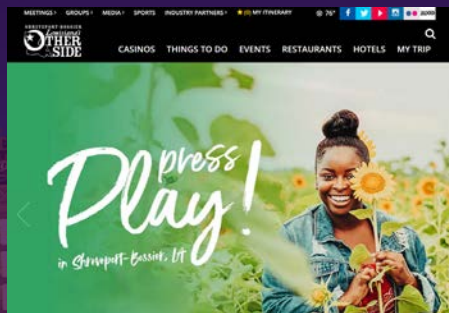
Pictured: Alpha Phi Alpha Fraternity 74th Annual Southwestern Regional Convention, February 2020, Shreveport Convention Center; Photo Credit: Kyle Johnson

A person with long dark hair, wearing a blue and green plaid shirt, is seen from behind with their arms raised in a celebratory gesture. They are standing in front of a wooden target range with several targets. The background shows a wooden structure and a blue sky. The image is used as a background for a text overlay.

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.

Pictured: Bayou Axe Throwing, East Bank District, Bossier City; Photo Credit: Kyle Johnson



Shreveport-Bossier.org Visitation January - June

WEBSITE SESSIONS
2019 434,653
2020 283,254

PAGEVIEWS
2019 756,078
2020 481,119



SBFunGuide.com Visitation January - June

WEBSITE SESSIONS
2019 247,846
2020 121,720

PAGEVIEWS
2019 435,723
2020 182,025

Social Media by the Numbers January - June

20X49 PAGEVIEWS
47,500

f FACEBOOK
POSTS **537**

t TWITTER
POSTS **578**

i INSTAGRAM
POSTS **90**

Visitor Center Walk-Ins January - June



2019
2020

6,767
2,543



Video: "Press Play" Recovery Campaign

Pictured: Margaritaville Resort Casino, Bossier City; Photo Credit: Kyle Johnson

SHREVEPORT-BOSSIER SPORTS COMMISSION

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

Pictured: ShoBox: The Next Generation, January 2020, George's Pond at Hirsch Coliseum, Shreveport; Photo Credit: Kyle Johnson



Sports - Events Hosted

January - June

GROUPS

2019 71
2020 18

ROOM NIGHTS

2019 20,254
2020 3,533

PEOPLE

2019 71,748
2020 32,554

Sports - Events Booked

January - June

GROUPS

2019 63
2020 37

ROOM NIGHTS

2019 19,693
2020 8,917

PEOPLE

2019 159,461
2020 85,228

Volunteer Report 2020

- 2020 High School State Wrestling Championship
- 2020 Mardi Gras Bash
- 2020 Region 14 NJCAA Basketball Tournament

Volunteer Service

- Number of individual volunteers: 143
- Number of service hours given: 1,440
- Volunteer shifts filled: 287

The sales team for the Shreveport-Bossier Sports Commission ramped up its efforts to reach out to current and potential clients. The sales team created **1,612** customer contacts, a significant increase over 2019.

Sponsorship and Sales Report

\$33,850 raised in total sponsorships from the LHSAA State Wrestling Championships, NJCAA Region 14 basketball tournament and Red River Balloon Rally Overflight.

Sports Public Relations



NEWS
RELEASES **6**



MEDIA
MENTIONS **119**



Website Visitation January - June

WEBSITE SESSIONS

10,137

WEBSITE USERS

787

Pictured: Red River Balloon Rally Overflight, June 2020; Photo Credit: Louisiana Office of Tourism



BOOM OR BUST BYWAY

The Boom or Bust Byway is the ultimate road trip for explorers, families, retirees and international visitors who are seeking an off-the-beaten-path adventure. This scenic, self-driving tour spans 136 miles across four parishes: Caddo, Bossier, Webster and Claiborne. It follows Louisiana Highway 2 and runs between the Louisiana/Texas border and Hwy. 3049 on the west and Lake Claiborne on the east.

*Pictured: Boom or Bust Byway Roadtripper;
Photo Credit: Chelsa King*



Website Visitation January - June

WEBSITE SESSIONS
8,153

PAGEVIEWS
12,353

BLOG PAGEVIEWS
3,439



NEWS
RELEASES **6**



MEDIA
MENTIONS **119**



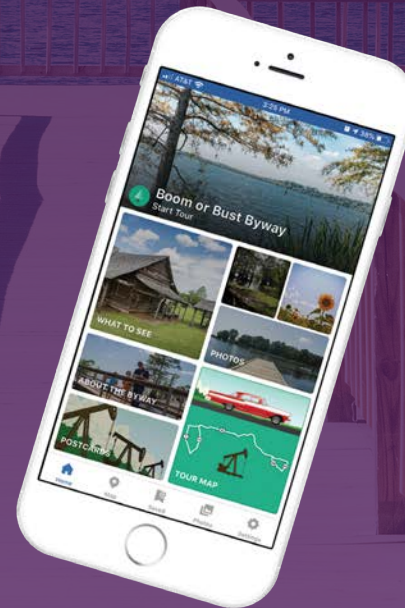
FACEBOOK
FOLLOWERS **1,388**



INSTAGRAM
FOLLOWERS **212**



APP DOWNLOADS
83



Pictured: Robert L. Nance Park, Boom or Bust Byway, Hosston; Photo Credit: Chelsa King

Visit

www.Shreveport-Bossier.org

