BUSINESS PLAN 2018

Shreveport-Bossier Convention And Tourist Bureau

www.shreveport-bossier.org
The slow tourism growth of 2017 will likely continue in 2018. The oil and gas industry’s production isn’t expected to make a strong comeback next year, so the focus in tourism will remain on growing leisure, convention and sports tourism.

In spite of a sluggish economy, tourism in Shreveport-Bossier held steady in 2017 with a slight increase in hotel occupancy. Strategic leisure marketing initiatives now allow us to tie our marketing efforts directly back to hotel room nights booked, thanks to advanced tracking technology. For every $1 we invested, we were able to generate $8 in hotel revenue.

The convention department had a banner year hosting the Alpha Kappa Alpha Sorority with 4,000 registered delegates and an estimated economic impact of $2.5 million. Next year, we are hosting a different kind of AKA – the American Kitefliers Association, which will be the first time it’s been hosted in Louisiana.

The Shreveport-Bossier Sports Commission is bringing back the extremely popular Red River Balloon Rally in 2018. The Shreveport-Bossier Sports Commission has announced that it landed the Louisiana Athletics Association Coaches Conference in 2018. This will be the first time the group has met outside of Baton Rouge in 30 years.

But we want to look even further than 2018. Next year we will seek the community’s input on a tourism master plan that will involve product development, an audit of current tourism assets, and a vision for what we as a community want tourism to look like in the future.

**Mission Statement**
The Shreveport-Bossier Convention and Tourist Bureau is the official destination marketing organization attracting sports, meeting, leisure and gaming visitors resulting in economic growth through visitor expenditures and enhancing the quality of life in Louisiana’s Caddo and Bossier Parishes.

**GOALS FOR 2018**

**ONE**
Increase direct, trackable hotel rooms generated by the staff of the Shreveport-Bossier Convention and Tourist Bureau to 102,407 which represents a 6 percent increase over 2017 hotel room nights booked among leisure visitors, groups, conventions, and sports markets for current and future dates.

**TWO**
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.

**THREE**
Align resources to identify and drive product development in Shreveport and Bossier City to foster greater economic development by creating a tourism master plan.

**FOUR**
Add value to key partnerships to strengthen tourism in the hotel, restaurant, attraction, and retail segments and with civic and political leadership through resources, education, networking, and regular communication.
Increase direct, trackable booked hotel rooms by 3 percent which is equivalent to 21,527 through the Expedia portfolio as a result of leisure regional marketing over 2017 booked hotel rooms.

Raise brand awareness of Shreveport-Bossier in local and regional drive markets.

Position Shreveport-Bossier, Louisiana as a year-round destination that offers gaming, family-friendly attractions, vibrant local dining scene and fun festivals and events.

Measure brand awareness to enhance marketing initiatives.

Develop three regional marketing campaigns to drive overnight leisure visitation. Expand target markets based on current research to include: Texas cities - Dallas, Houston, Austin, Tyler, and Longview; Arkansas cities – Little Rock, Hot Springs, and Fayetteville; Oklahoma City, OK; and Charlotte, NC.

Increase national media coverage that reflects all the things there are to see and do in Shreveport-Bossier.

Complement regional campaigns with strong social media campaigns to promote a strong book now message.

Add value to key partnerships to strengthen tourism in the hotel, restaurant, attraction and retail segments through resources, education, networking, and regular communication.

Provide consultation, public relations, social media, advertising, and web marketing assistance to local hospitality partners enhance tourism products.

Provide consultation, public relations, social media, advertising, and web marketing assistance to local partners.

Assist in the development of the tourism master plan, which would align resources to identify and drive product development in Shreveport-Bossier City to foster economic development and expand tourism.

Utilize research to determine what visitors want to see and experience in Shreveport-Bossier that the destination currently does not offer.

Make current resources such as news release distribution, education, grants, and marketing assistance more accessible to new and existing tourism partners.

Assist with development, planning and execution of a new tourism master plan.

Increase awareness of the Boom or Bust Byway among the millennial and boomer generations.

Promote SBFunGuide.com as the primary entertainment calendar to support local businesses and events.

Add value to key partnerships to strengthen tourism in the hotel, restaurant, attraction and retail segments through resources, education, networking, and regular communication.

Increase overall tourism website visitation by 25 percent or 610,850 users to generate awareness, inspire travel and encourage hotel bookings. Grow SBFunGuide.com visitation by 25 percent to 296,440 users.

Use traditional advertising, social media and web marketing to increase email newsletter sign-ups, requests for visitor guides, brochure downloads and clicks on electronic brochures as measurements of intent to travel.

Increase local SBFunGuide.com promotions and awareness to help locals discover and visit local attractions, festivals and events.

Increase awareness of the Boom or Bust Byway among the millennial and boomer generations.

Promote SBFunGuide.com as the primary entertainment calendar to support local businesses and events.
Increase total hotel room nights generated by conventions and tourism by 4 percent over 2017 results. In 2018, the tourism and convention sales goal is to book 48,080 room nights. Trends through September show the department will end the year at 47,000 definite and assist room nights.

Raise brand awareness of Shreveport-Bossier through positive promotion of the destination through meetings, international receptive operators and group sales efforts.

Market Shreveport-Bossier as a premier convention and tourism destination at trade shows, in trade publications, new social media tactics, and through direct sales efforts.

FOCUS ON SOCIAL, MILITARY, EDUCATION, RELIGIOUS, FRATERNAL (SMERF), AND GROUP TOUR OPERATORS TO GENERATE POSITIVE HOTEL NIGHTS BY ATTENDING TRADE SHOWS, MAKING SALES CALLS AND ENHANCING OTHER SALES INITIATIVES.

Generate leads through prospecting, direct mail, promotions, e-newsletters, advertising, familiarization tours, and sales missions that target primary and productive markets.

Continue to increase efforts with the international market by identifying and working with receptive tour operators and industry partners to create packages to attract international visitors.

Ensure all marketing collateral is current and represents the brand to keep a consistent message in the marketplace.

Research clients and customers to gauge their awareness, experiences in the destination and intent to book in the future.

Support downtown and destination-wide events by fostering an increase in motorcoach and group travel visitors to boost the November to December hotel occupancy.

Foster more group visitation and off-site meetings at downtown attractions to enhance groups’ experiences and increase economic impact on attractions, hotels and restaurants.

Add value to key partnerships for elected and civic leaders, hotel, restaurant, attraction, and retail segments through resources, education, networking, and regular communication.

Host quarterly sales and training meetings.

Add value to hotel and meeting partners by providing database training, site visits with potential clients, bid presentations, and other assistance as needed to book business.

Conduct research on partners’ awareness and knowledge of local attractions and events.

Host familiarization tours and site visits to expose potential new and existing customers to the destination.

Begin a social media campaign for meeting markets with new and inventive tools and content.

Promote current events and activities through email marketing.

Provide leads to local attractions and area businesses to book group experiences.

Provide excellent service such as customized itineraries, collateral material, and other assistance to help planners and tour operators optimize their experiences in the destination.

Actively promote and sell the group experience programs, area attractions and events.

Conduct site visits with potential and existing clients to ensure they are aware of the destination.

Provide database training and site visits with potential clients to ensure they are aware of the destination.

Work with groups to ensure their awareness of event happenings while they are in town to boost visitation and exploration.

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Work with groups to ensure their awareness of event happenings while they are in town to boost visitation and exploration.
Increase total room nights by 10.5 percent over 2017 goal of 29,000. In 2018, the sports commission sales goal is to book 32,000 room nights. Total attendees for 2017 will surpass 155,322. In 2018, the goal is for 175,221 attendees.

**Goals**

**SHREVEPORT-BOSSIER SPORTS COMMISSION**

1. Continue to focus on events, sports organizations and venues that have proven return-on-investment and work collaboratively with the sports community.

2. Work with local and regional colleges, as well as high schools to host events in Shreveport-Bossier.

3. Facilitate volunteer coordination to assist sporting events reducing cost and providing incentive to sports events in Shreveport-Bossier. Obtain and implement an online volunteer event sign-up system. Goal for 2018 is to enroll an additional 150 new volunteers.

4. Work with rural areas to identify venues to place sporting events and/or identify the needs and wants of the rural communities to boost grassroots efforts in holding or attracting regional, state and national events.

5. Revamp website and add venue tour videos.

6. Hold funding application workshop to educate potential grant applicants.

7. Work with local, regional and national public and private partners to generate partnerships and sponsorship support that allow the destination to hold larger sporting events and conferences. Cash sponsorship goal of $350,000 and trade goal of $300,000.

8. Market Shreveport-Bossier as a premier sporting event destination at trade shows and through direct sales efforts and relationships.

9. Attend trade shows, arrange site visits for rights holder and host sports-related trade shows in Shreveport-Bossier.

10. Continue to be a part of the Team Louisiana Sports Association to grow the sports industry locally and statewide.

11. Bring in sporting events that are televised regionally or nationally.

12. Work to identify and partner with the cities and parishes, private and other public entities and/or sports organizations to drive venue improvement, expansion or development in the Shreveport-Bossier City area to foster greater opportunity to expand hosting sporting events and the size of current sporting events that would spur economic development and quality of life.

13. Meet with local sports organizations to determine the needs of local venues.

14. Work with the cities and the organizations to determine if venue expansion or development is feasible.

15. Work with public and private organizations to determine the feasibility of expanding or renovating sports venues and attractions.
65% said they visited three or more times in the past year. This is up from 53% last year.

**Top 5 Places They Visited in the Past Year**

- **80%** Louisiana Boardwalk Outlets
- **36%** Louisiana State Fair
- **35%** Mardi Gras Parade
- **33%** Mudbug Madness Festival & Red River Revel Arts Festival (Tied)
- **30%** Gators & Friends Alligator Park

**Favorite Things in Shreveport-Bossier**

1. Attractions | Things To Do
2. Local Restaurants
3. Festivals, Events & Casinos (Tied)
4. Hospitality
5. Hotel Accommodations

**Visitors Spending Per Day**

- **22%** $201 - $300
- **11%** $301 - $400
- **3%** $401 - $500

**Average Number of Overnight Stays**

- **62%** stay 2 or more nights

**Visitor Profile**

- **64%** age 50+
- **18%** household income of $100k

**Greatest Influencers of Travel in the Past Year**

- **57%** Friend/Relative
- **45%** Official Visitors’ Guide to Shreveport-Bossier, Louisiana
- **34%** Social Media
- **32%** www.Shreveport-Bossier.org
- **15%** Newspaper/Magazine Advertisement

**Visitors’ Spending Breakdown**

- Hotel: 2017 7.7, 2016 7.7
- Food & Gas: 2017 6.7, 2016 3.6
- Shopping: 2017 7.7, 2016 7.7
- Entertainment: 2017 7.7, 2016 7.7

**Favorite Restaurants in the Past Year**

- Ralph & Kacoos: 44%
- Blind Tiger: 31%
- Herby K’s: 24%
- Silver Star Barbecue: 23%
- Marilyn’s Place: 17%