



# BUSINESS PLAN 2018



Shreveport-Bossier  
Convention And Tourist Bureau

[WWW.SHREVEPORT-BOSSIER.ORG](http://WWW.SHREVEPORT-BOSSIER.ORG)



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**Destination Management** is going beyond marketing to leading our partners in the constant rejuvenation of the destination for enhanced visitor experiences.



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

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.

## SHREVEPORT-BOSSIER CONVENTION AND TOURIST BUREAU

# GOALS FOR 2018

### 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.

## 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.



# COMMUNICATIONS DEPARTMENT GOALS



**1** 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.

## STRATEGY

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

## TACTICS

- 1** 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.
- 2** Increase national media coverage that reflects all the things there are to see and do in Shreveport-Bossier.
- 3** Complement regional campaigns with strong social media campaigns to promote a strong book now message.
- 4** Use the websites to create strong relationships with potential visitors and ultimately convert them to paid overnight guests by personalizing the website experience, building trust and delivering comprehensive and relevant information.

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

## STRATEGY

Measure brand awareness to enhance marketing initiatives.

## TACTICS

- 1** Grow 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.
- 2** 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.
- 3** Increase local SBFunGuide.com promotions and awareness to help locals discover and visit local attractions, festivals and events.

**3** 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.

## STRATEGY

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

## TACTICS

- 1** Assist with development, planning and execution of a new tourism master plan.
- 2** Utilize research to determine what visitors want to see and experience in Shreveport-Bossier that the destination currently does not offer.
- 3** Make current resources such as news release distribution, education, grants, and marketing assistance more accessible to new and existing tourism partners.

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

## STRATEGY

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

## TACTICS

- 1** Strengthen Shreveport-Bossier Attractions Association through regular networking, education and resource assistance.
- 2** Teach hotel partners best practices for responding to online reviews, Shreveport-Bossier Hotel and Lodging Association and/or Director of Sales meeting.
- 3** Increase awareness of the Boom or Bust Byway among the millennial and boomer generations.
- 4** Promote SBFunGuide.com as the primary entertainment calendar to support local businesses and events.





# CONVENTION & TOURISM SALES GOALS



**1** 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 48,880 room nights. Trends through September show the department will end the year at 47,000 definite and assist room nights.

## STRATEGY

Continue to focus on markets that have proven return on investment.

### TACTICS

- 1 Attend national and regional trade award shows to foster new relationships, while maintaining existing relationships with clients that currently book in the destination.
- 2 Continue to leverage the partnership with the Shreveport Convention Center, meeting venues, casinos, and hotels with meeting space to book conventions and groups that increase overnight room production.
- 3 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.
- 4 Generate leads through prospecting, direct mail, promotions, e-newsletters, advertising, familiarization tours, and sales missions that target primary and productive markets.
- 5 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.

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

## STRATEGY

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.

### TACTICS

- 1 Ensure all marketing collateral is current and represents the brand to keep a consistent message in the marketplace.
- 2 Research clients and customers to gauge their awareness, experiences in the destination and intent to book in the future.
- 3 Host familiarization tours and site visits to expose potential, new and existing customers to the destination.
- 4 Begin a social media campaign for meeting markets with new and inventive tools and content.



**3** Align resources to identify and drive product development in downtown Shreveport and downtown Bossier riverfronts to foster greater economic development that could spur a larger tourism base for the entire destination.

## STRATEGY

Continue to identify new tourism products that would enhance the downtown area, as well as support existing tourism-related business.

### TACTICS

- 1 Support downtown and destination-wide events by fostering an increase in motorcoach and group travel visitors to boost the November to December hotel occupancy.
- 2 Foster more group visitation and off-site meetings at downtown attractions to enhance groups' experiences and increase economic impact on attractions, hotels and restaurants.
- 3 Work with groups to ensure their awareness of event happenings while they are in town to boost visitation and exploration.

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

## STRATEGY

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

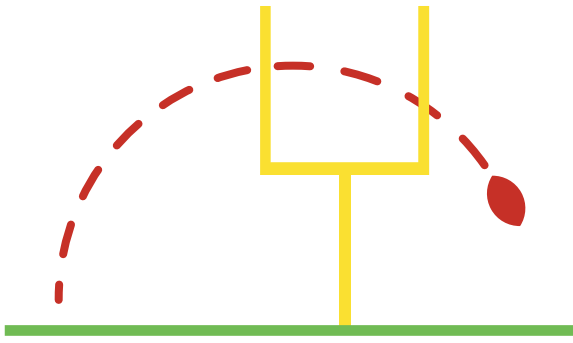
### TACTICS

- 1 Educate potential, new and existing clients about group experiences and regional events through email marketing, printed collateral, advertising, and follow-up communications.
- 2 Provide leads to local attractions and area businesses to book group experiences.
- 3 Provide excellent service such as customized itineraries, collateral material, and other assistance to help planners and tour operators optimize their experiences in the destination.
- 4 Host quarterly sales and training meetings.
- 5 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.





# GOALS



1

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.

The SBSC plans to facilitate 130 new and returning events in the Shreveport-Bossier area for 2018 compared to 117 events in 2017. In 2017, more than 50 percent of the sporting events were new or had not been in the area in 2016. Some of these events will take place again in 2018 because of the successful execution of the event in 2017.



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

## TACTICS

- 1 Work with local and regional colleges, as well as high schools to host events in Shreveport-Bossier.
- 2 Work with private and public venues in Shreveport-Bossier and Caddo and Bossier parishes to identify one or more key events for each venue to contract for 2018 and beyond. Potential sporting event leads will be generated by attending sports-related trade shows, and relationships with rights holders.
- 3 Provide superior service that differentiates Shreveport-Bossier from other destinations.
- 4 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.
- 5 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.
- 6 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.
- 7 Revamp website and add venue tour videos.
- 8 Hold funding application workshop to educate potential grant applicants.



2

Raise brand awareness of Shreveport-Bossier through the positive promotion of the destination through hosting sporting events that generate positive publicity, locally, regionally, nationally and internationally.



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

## TACTICS

- 1 Identify new events to bid on and work with local partners to secure.
- 2 Research the economic impact of sporting events to ensure the return on investment to the community.
- 3 Attend trade shows, arrange site visits for rights holder and host sports-related trade shows in Shreveport-Bossier.
- 4 Continue to be a part of the Team Louisiana Sports Association to grow the sports industry locally and statewide.
- 5 Bring in sporting events that are televised regionally or nationally.

3

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.

## TACTICS

- 1 Meet with local sports organizations to determine the needs of local venues.
- 2 Work with the cities and the organizations to determine if venue expansion or development is feasible.
- 3 Work with public and private organizations to determine the feasibility of expanding or renovating sports venues and attractions.



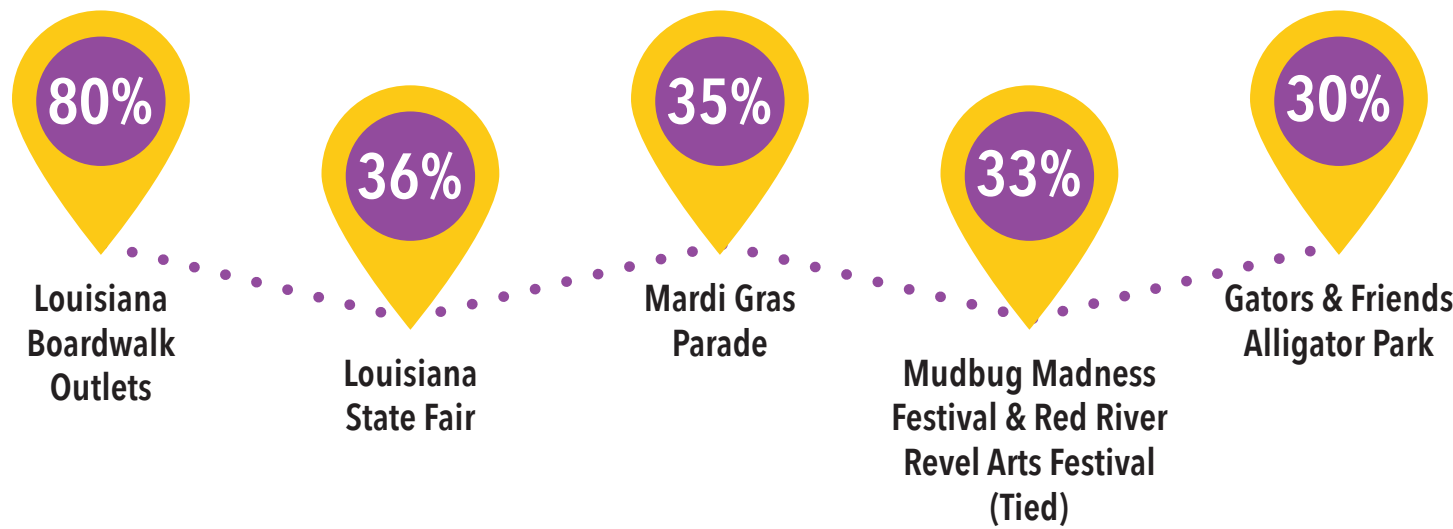


# SHREVEPORT-BOSSIER 2017 VISITOR RESEARCH

# GREATEST INFLUENCERS OF TRAVEL IN THE PAST YEAR

**65%** Said they visited three or more times in the past year. **This is up from 53% last year.**

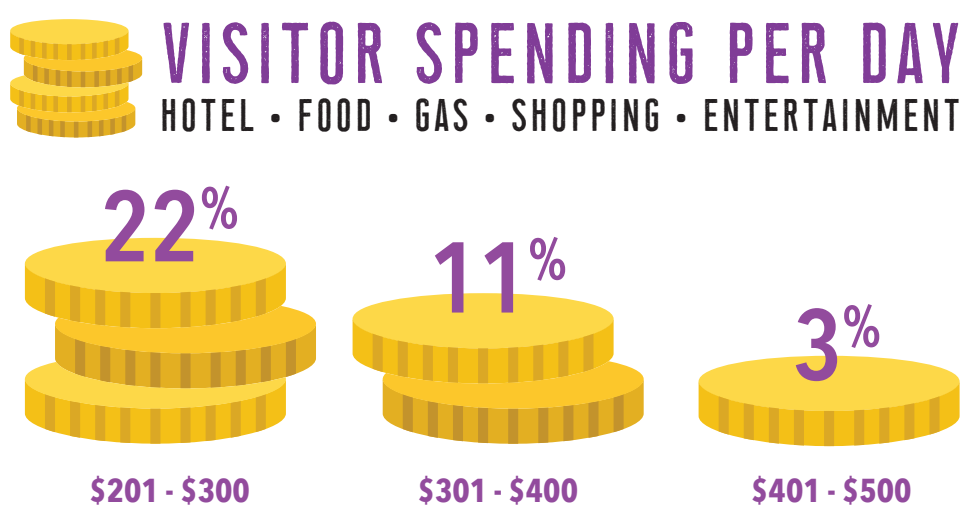
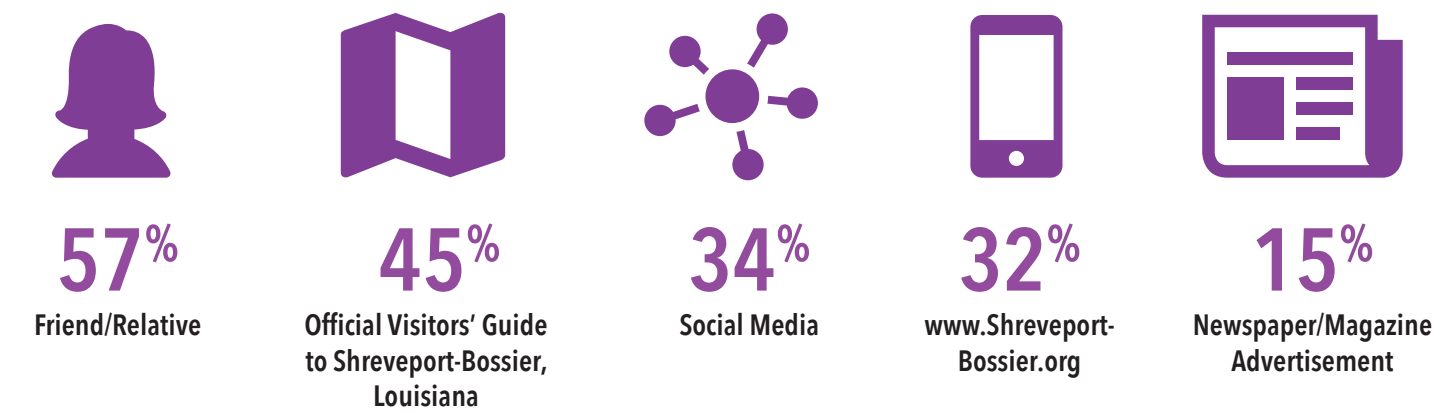
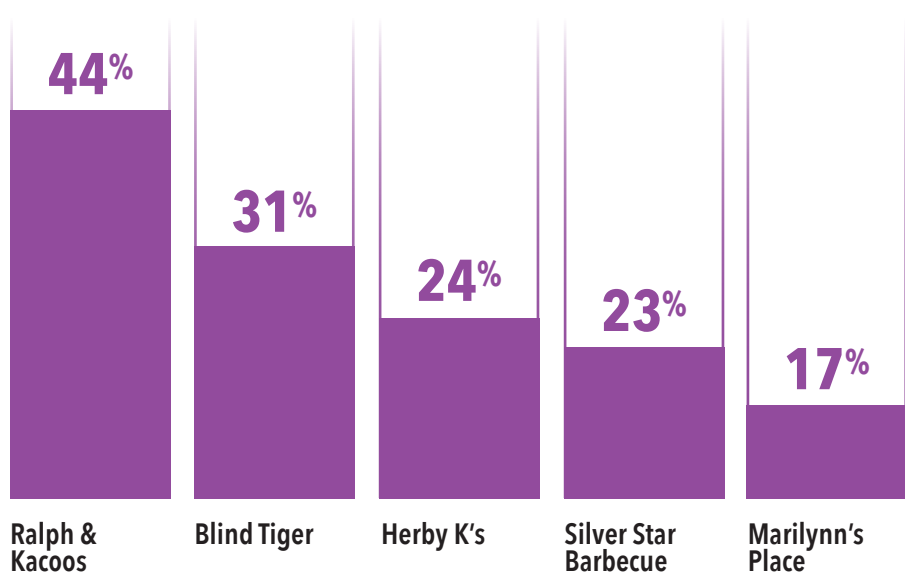
## TOP 5 PLACES THEY VISITED IN THE PAST YEAR



## FAVORITE THINGS IN SHREVEPORT-BOSSIER

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

## MOST VISITED RESTAURANTS IN THE PAST YEAR



Rating of "Louisiana's Other Side"	2017 7.7	2016 7.7
Rating of "See It. Bet It. Taste It."	2017 6.7	2016 3.6
Rating as a vacation getaway	2017 7.7	2016 7.7

**AVERAGE NUMBER OF OVERNIGHT STAYS**  
**62%** STAY 2 OR MORE NIGHTS

**VISITOR PROFILE**  
**64%** AGE 50+  
**18%** HOUSEHOLD INCOME OF \$100K





# LET'S MAKE 2018 GLORIOUS

## GET SOCIAL WITH US!



LouisianasOtherSide



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