

Shreveport-Bossier Visitor Survey

Prepared for:

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PURPOSE

This study was done to measure visitor attitudes and behaviors toward Shreveport-Bossier.

METHODOLOGY

The Shreveport-Bossier Convention & Tourist Bureau created an online survey with oversight from this consultant. The survey was sent to individuals who had requested information from the Bureau either in-person or online within the last year. The survey was sent out on June 28 and closed on July 31, 2016. Individuals who completed the survey were entered into a drawing for a \$100 Visa gift card.

SURVEY RESULTS

274 individuals completed the survey (Those who indicated that they did not visit Shreveport-Bossier within the last year were excluded from the results.).

- Fifty percent (**50%**) of the individuals indicated that they had visited Shreveport-Bossier three or more times within the last year.
- The majority of individuals (**59.7%**) indicated that they spend **1-2 nights** in Shreveport-Bossier when they visit.
- Sixty-four percent (**64%**) indicated that they spend over **\$200 per person per day** while visiting Shreveport-Bossier. This is significantly higher than numerous economic impact studies performed by this consultant in this market (Overnighters average \$100 per person per day; Day Trippers average \$33 per person per day).
- The top three attractions (in order) were **The Louisiana Boardwalk, Mardi Gras Parades and CenturyLink Center Concerts**.
- The top three restaurants (in order) were **Ralph & Kacoo's, Blind Tiger** and **Herby K's**.
- The top three reasons why they visited Shreveport-Bossier (in order) were **Attractions/Things to Do, Casinos and Festivals/Local Restaurants**.
- The top three ways that they heard about Shreveport-Bossier (in order) were **Friend/Relative, Official Shreveport-Bossier Visitor Guide** and **Social Media** (Facebook, Twitter, Instagram).
- Individuals rated "Shreveport-Bossier: 'Louisiana's Other Side' a **7.67** (on a ten point scale) as the destination's brand.
- Individuals rated 'See It. Bet It. Taste It.' a **3.55** (on a ten point scale) as the destination's marketing tagline.
- Individuals rated Shreveport-Bossier as a vacation getaway as a **7.71** (on a ten point scale).

The survey respondents were older (**55.9% were over the age of 50**) and female (**77.1%**)

For graphs of the survey questions and the responses, please see the Appendix.

CONCLUSIONS & RECOMMENDATIONS

The individuals who completed the visitor survey like "Louisiana's Other Side" and believe that Shreveport-Bossier is a good vacation getaway. For some reason, the rating for "See it. Bet it. Taste it." was low. However, people indicated that they came to Shreveport-Bossier for the things to do (attractions), the casinos and the food/festivals. So, these are the exact reasons why they are visiting. Perhaps, because the demographic profile of these survey respondents was older and more female, the "See it. Bet it. Taste it." tagline just doesn't resonate with them. So, I recommend a follow-up

survey to explore with more qualitative questions why they rated 'See it. Bet it. Taste it.' relatively low, adjusting the tagline as necessary.

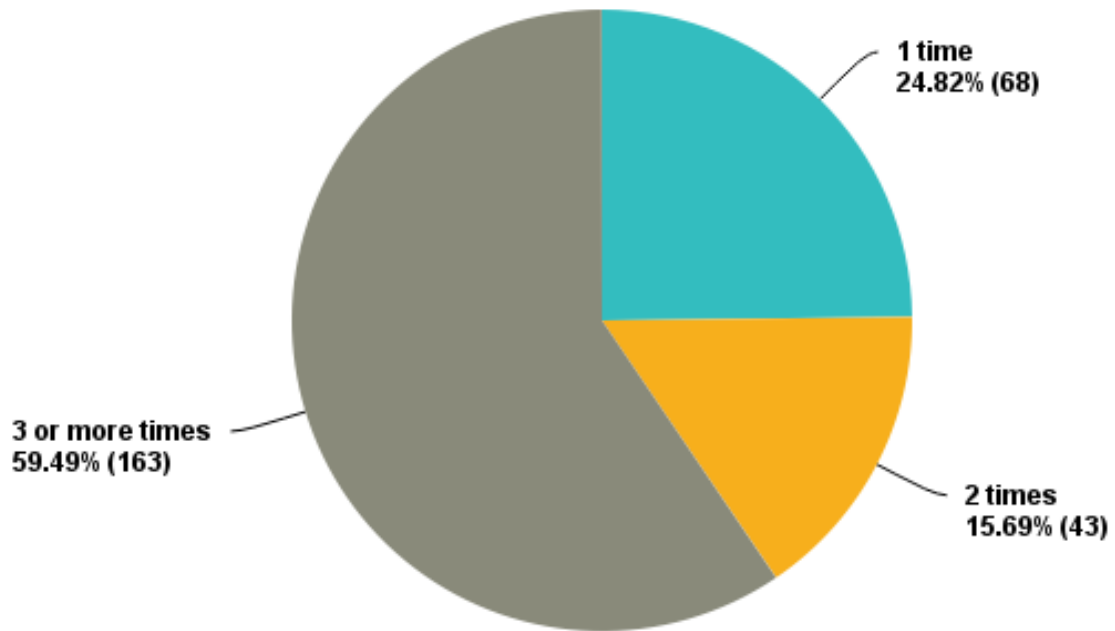
ABOUT THE CONSULTANT

Scott Wysong, Ph.D. is President of Wysong Brand Solutions, LLC and an Associate Professor of Marketing at the University of Dallas. Dr. Wysong holds a MBA and Ph.D. in Marketing from the University of Texas at Arlington and a BA in Economics from Vanderbilt University. He has published a number of research articles in academic outlets and conducted survey research for numerous firms including economic impact studies for the Duck Commander Independence Bowl, Taylor Swift '1989' Tour Concert at CenturyLink Center, Christmas on Caddo Fireworks Festival, Red River Revel Arts Festival, Red River Rally and U.S. Hot Air Balloon Championships, Garth Brooks Concerts at CenturyLink Center, Gusher Days Festival, Shreveport Mardi Gras Parades, National Hot Rod Association (NHRA) Region 4 Qualifying, Bass Champs Team Tournament Sponsored by Yamaha, Battle on the Border High School Football Showcase, Louisiana High School Athletic Association (LHSAA) State Wrestling Tournament, Cirque du Soleil's 'Toruk' at CenturyLink Center and the Red River State Fair Classic. He resides in Shreveport, Louisiana.

APPENDIX

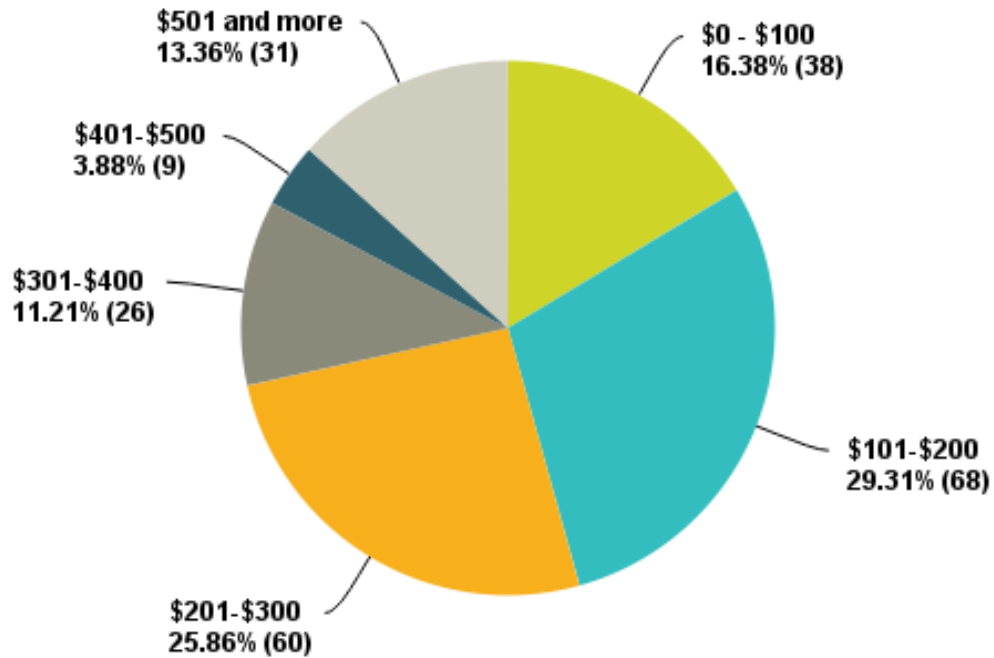
Q1 How many times have you visited Shreveport-Bossier, Louisiana in the past year?

Answered: 274 Skipped: 0



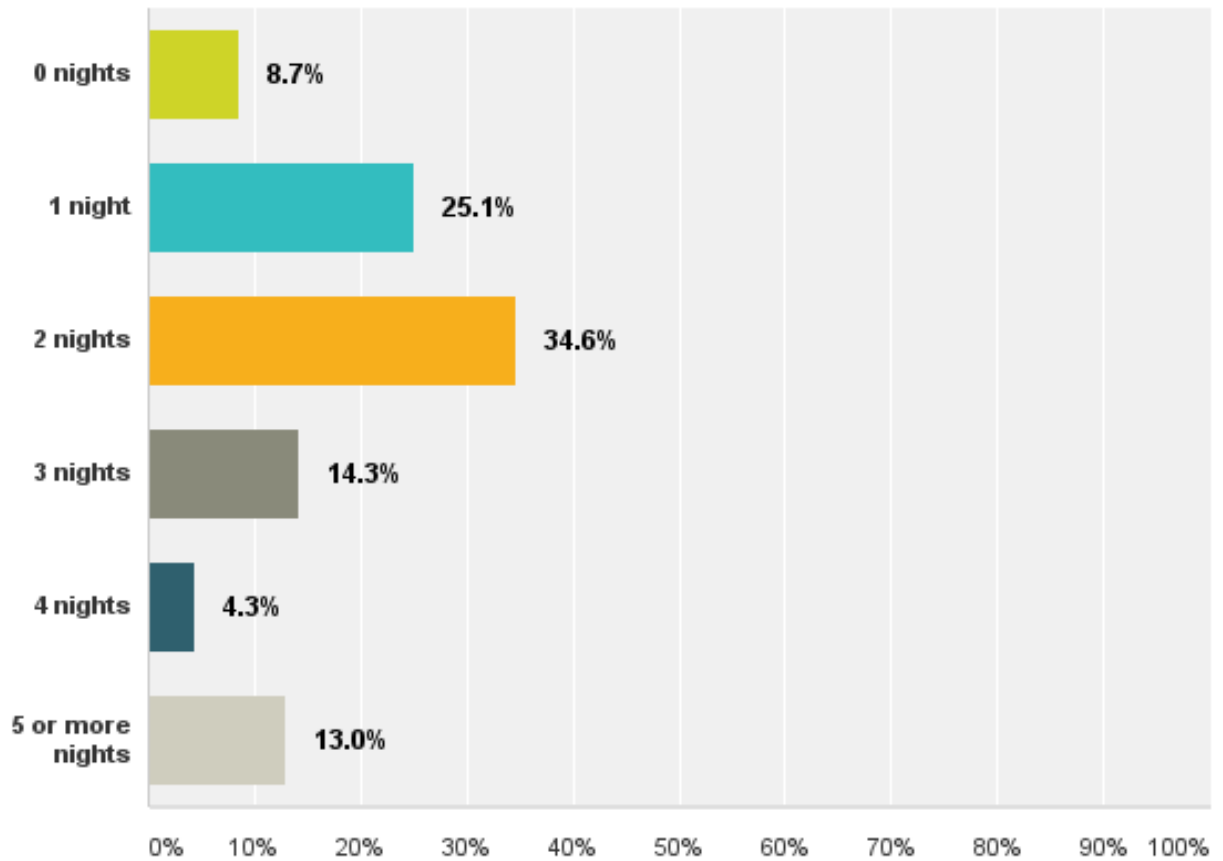
Q2 On average, how much money did you spend per day per person on your last trip to Shreveport-Bossier for hotel, food, gas, shopping and entertainment?

Answered: 232 Skipped: 42



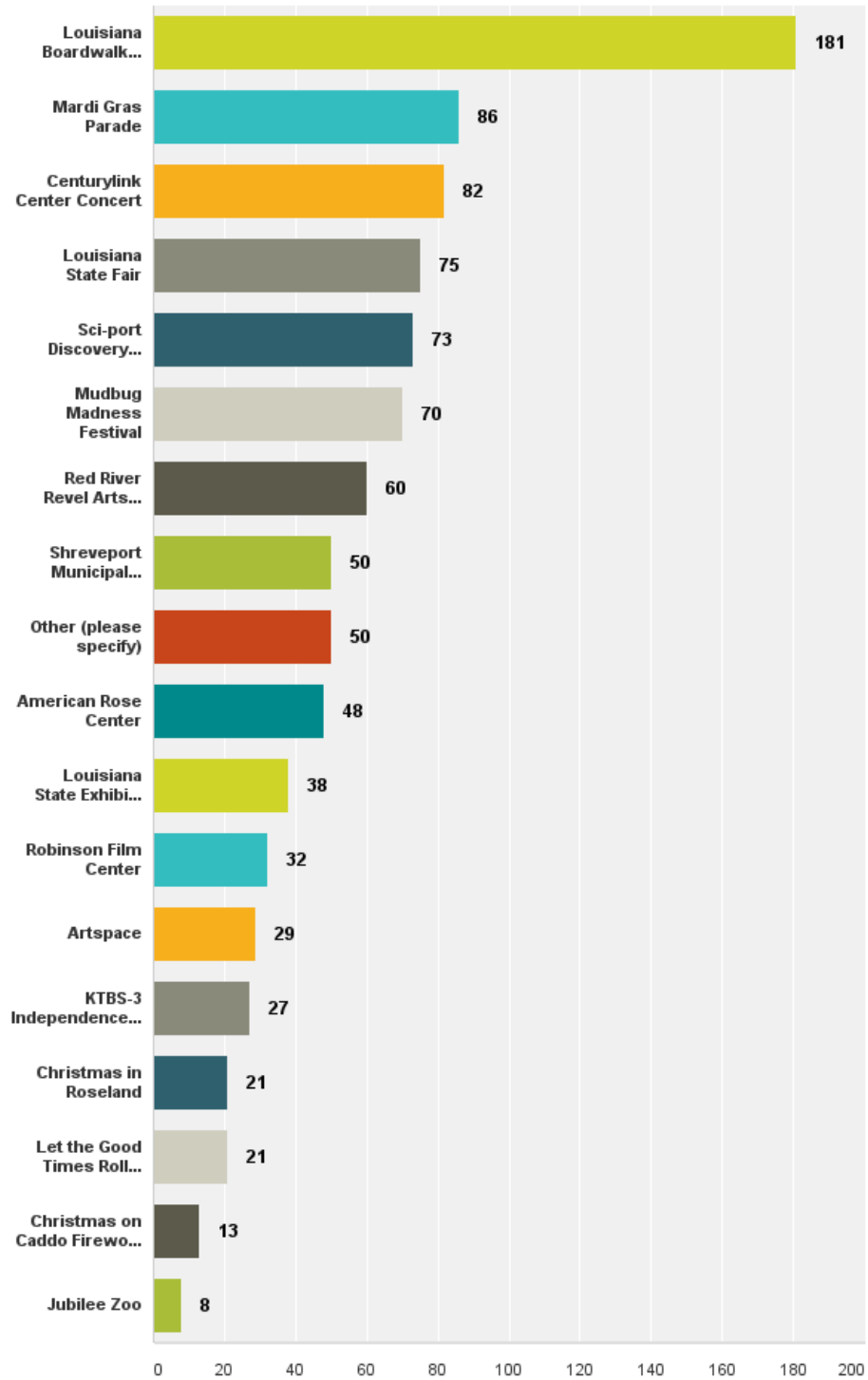
Q3 On average, how many nights do you spend when you visit Shreveport-Bossier?

Answered: 231 Skipped: 43



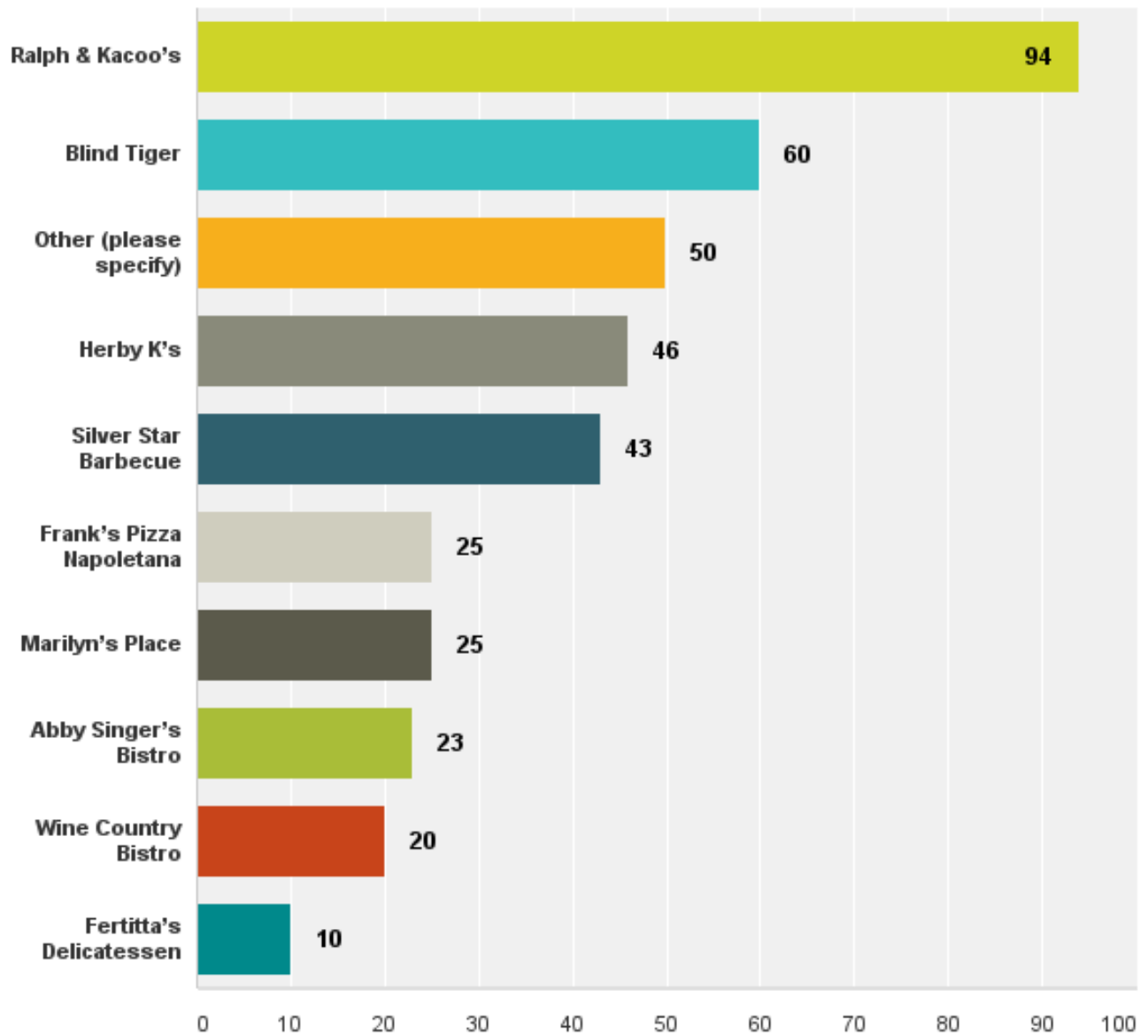
Q4 Have you visited any of the following attractions, festivals or concert venues in the past? (Check all that apply)

Answered: 217 Skipped: 57



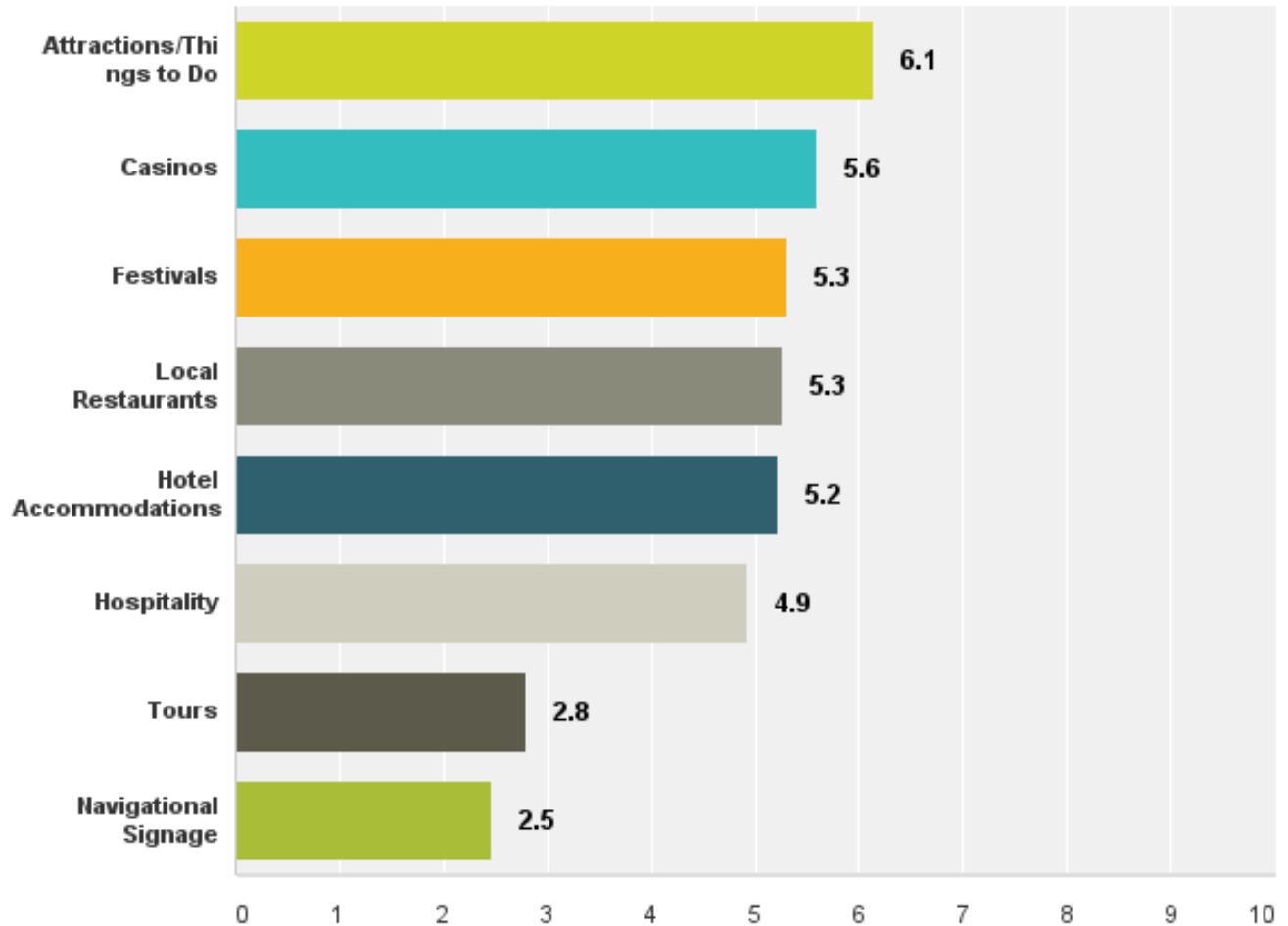
Q5 Have you visited any of the following local restaurants in the past? (Check all that apply)

Answered: 174 Skipped: 100



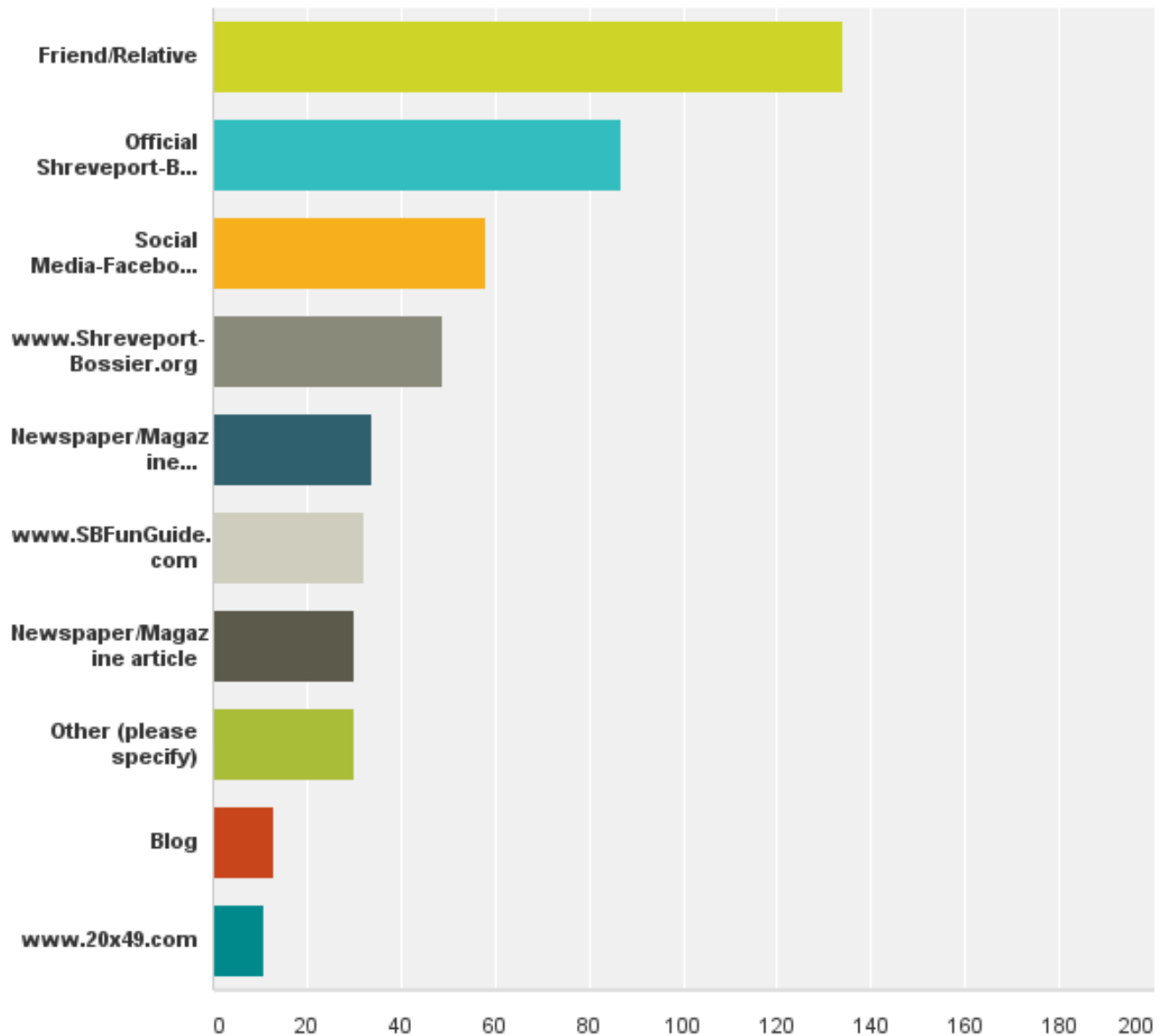
Q6 Rank the following in the order that you like about Shreveport-Bossier with 1 being your favorite? (Results are in reverse order. The higher numbers are the most preferred)

Answered: 227 Skipped: 47



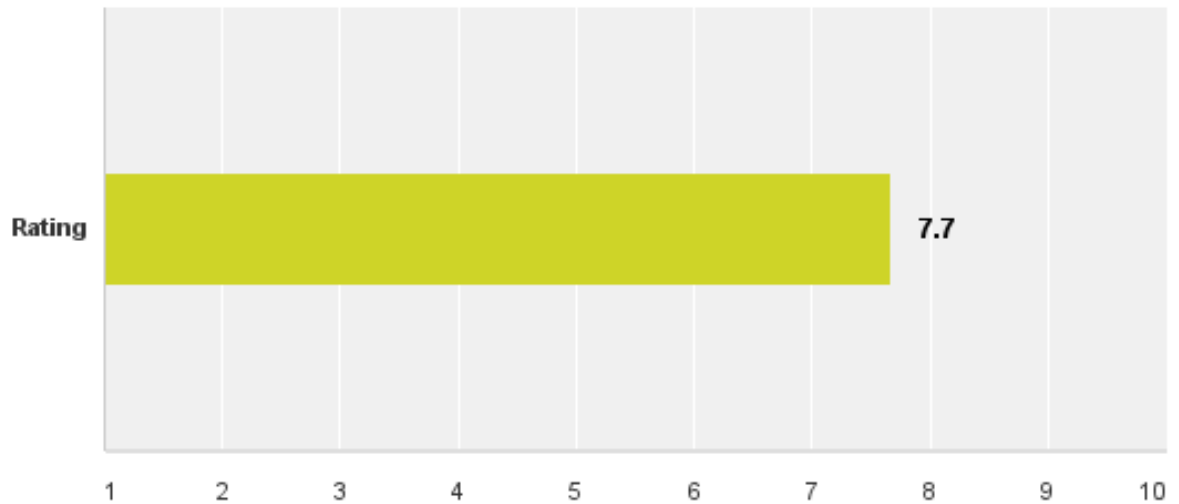
Q7 Did any of the following influence your visit to Shreveport-Bossier? (Check all that apply)

Answered: 215 Skipped: 59



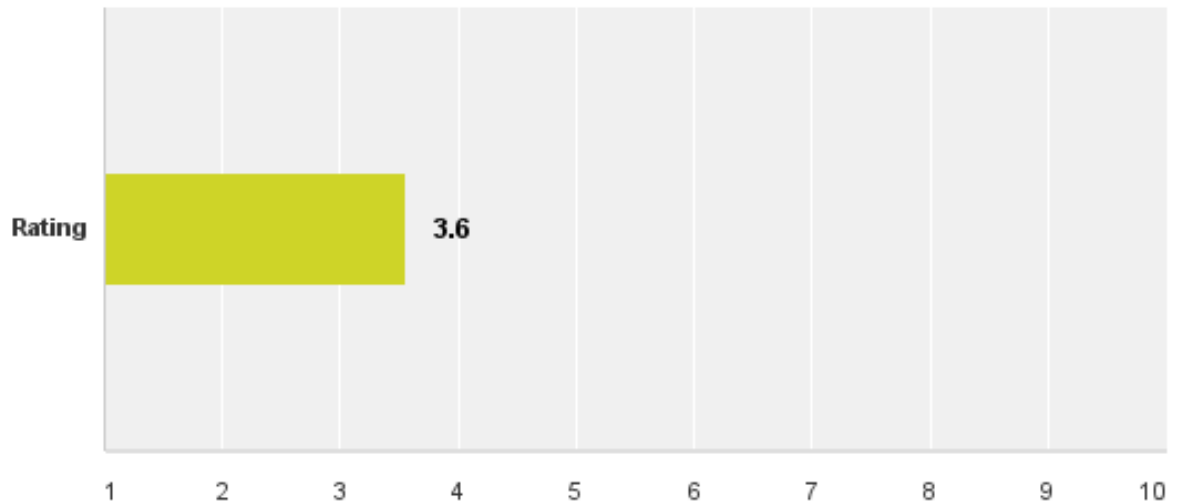
Q8 Shreveport-Bossier: 'Louisiana's Other Side' is the destination's brand. On a scale from 1 to 10 (with 1 being you don't like it and 10 being you love it) how would you rate the brand?

Answered: 227 Skipped: 47



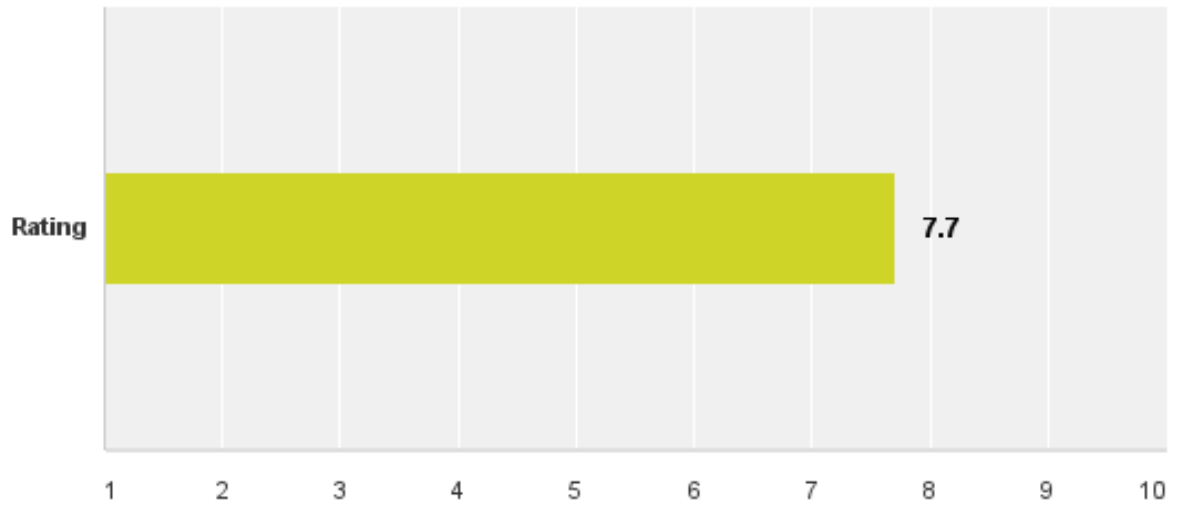
Q9 'See It. Bet It. Taste It.' is the destination's marketing tagline. On a scale of 1 to 10 (with 1 being you don't like it and 10 being you love it) how would you rate the marketing tagline?

Answered: 218 Skipped: 56



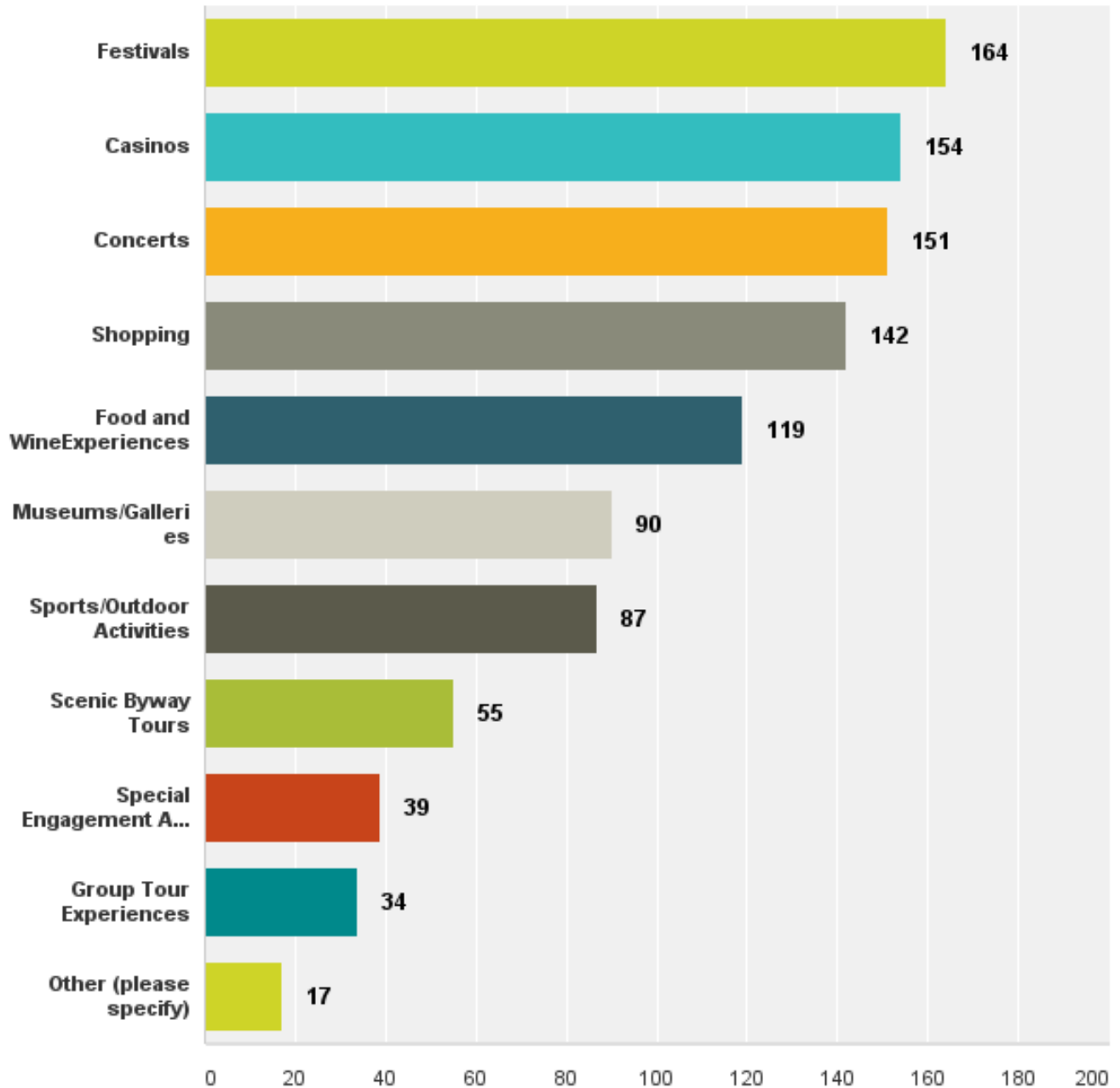
Q10 How would you rate Shreveport-Bossier as a vacation getaway on a scale from 1 to 10 (with 1 being you don't like it and 10 being you love it)?

Answered: 231 Skipped: 43



Q11 What kinds of things are you interested in? (Check all that apply)

Answered: 232 Skipped: 42



Visitor Survey Respondents by Zip Code

