

TravelTalk

July-August 2017 Newsletter



Inside:

LHSCA Coaches Convention
Heads to Shreveport *page 3*

2017 P.R.I.D.E. Award
Winners Recognized *page 3*

POMA Brought Outdoor
Media to Shreveport *page 3*

Red River Balloon Rally Returns, July 14-15



The Red River Balloon Rally returns, July 14-15, on the campus of Louisiana State University Shreveport. The public event features live music, tethered balloon rides, children's play area, food vendors, nightly balloon glows, fireworks and more.

The Shreveport-Bossier Sports Commission is bringing back the 2017 Red River Balloon Rally, July 14-15, on the campus of Louisiana State University Shreveport. The public event will follow the U.S. National Hot Air Balloon Championships which will include hot air balloons flying over Shreveport-Bossier, July 11-16.

The rally features live music, tethered balloon rides, children's

play area, food vendors, and colorful hot air balloons. There will be nightly balloon glows at 8:50 p.m. and nightly fireworks shows at 9:15 p.m. Headline musical performances include popular Christian music group For King & Country, Friday, July 14, and Rodney Atkins, Saturday, July 15.

"These are two incredible events for our community, and we are glad to host them for the second year in

a row," said Kelly Wells, executive director of the Sports Commission. "According to a study completed by Wysong Brand Solutions, the total economic impact of the 2016 events is estimated to be \$897,834."

The 2017 Red River Balloon Rally hours of operation are: 4 p.m. to 10:30 p.m., Friday, July 14; and 4 p.m. to 10 p.m., Saturday, July 15. For complete event details, visit www.redriverballoonrally.com.

Dates to Remember:

Hospitality Breakfast

- 7/12** 8 a.m.
Ernest's Orleans Restaurant
- 8/2** 8 a.m.
Hilton Hotel Shreveport

Hotel and Lodging Association Meeting

- 7/13** Noon
Venue TBD
- 8/10** Noon
Venue TBD

For more HLA info,
contact Rob Brown at
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>>> Your Bureau at Work

- 7/1** Perkins, Lewis and Cash
Horseshoe Casino & Hotel Riverdome
- 7/1** "Independents" Day
Great Raft Brewing
- 7/4** KTBS 3 KPXJ CW21
Independence Day Festival Festival Plaza
- 7/8** Charlie Pride
Horseshoe Casino & Hotel Riverdome
- 7/8** Eddie Money
DiamondJacks Casino and Hotel
- 7/9** Journey featuring ASIA
CenturyLink Center
- 7/14** Dancing with the Stars Live!
Hot Summer Nights Shreveport Municipal Auditorium
- 7/14-15** 2017 Red River Balloon Rally
LSUS Campus
- 7/15** Paul McCartney "One on One Tour"
CenturyLink Center
- 7/15** Riverbend Rotary Doughnut Dash 5K
Red River Brewing Co.
- 7/20-29** American Idiot
Marjorie Lyons Playhouse at Centenary College
- 7/22-28** Shark Week
Sci-Port Discovery Center
- 7/29** "American Icon: A Tribute to Johnny Cash"
Margaritaville Resort Casino - Paradise Theater
- 8/6** River Cities Triathlon
Cypress-Black Bayou Park & Recreation Area
- 8/18-20** Geek'd Con
Shreveport Convention Center
- Through 8/19** James Burton: Master of the Telecaster
Artspace
- 8/19** Tower of Power
Margaritaville Resort Casino - Paradise Theater
- 8/20** Jason Isbell & The 400 Unit
Shreveport Municipal Auditorium
- 8/25** 50 Summers of Love Tour
Horseshoe Casino & Hotel Riverdome
- 8/26** Poets in the District
Bon Temps Coffee Bar

Submit your events to www.SBFunGuide.com today to be included in future promotional efforts.



Suzanne Card

Suzanne Card, convention sales manager, attended the Christian Meeting & Conventions Association Conference in Louisville, Ky., May 9 - 12, where she had 15 appointments and received two leads.



Erica Telsee

Erica Telsee, tourism sales manager, attended North American Journey's Receptive Tour Operator Summit in New York City, N.Y., May 15-17, where she had 15 appointments.



Stacy Brown

Telsee and Stacy Brown, president, attended the U.S. Travel Association's IPW in Washington, D.C., June 3-7. Telsee partnered with the Louisiana Office of Tourism who had 138 appointments of which Telsee met with 80 buyers. Brown partnered with the National Scenic Byways Program and had 46 appointments. IPW is the travel industry's premier international marketplace, with more than 5,000 attendees who are international travel buyers, domestic travel buyers and journalists representing more than 70 countries.



Erica Telsee at the U.S. Travel Association's IPW in Washington D.C., June 3-7.

Brown also attended the Southeast Tourism Society's Congressional Summit on Tourism in Washington, D.C., June 20-22, where she met with senators, representatives, industry leaders, federal partners and congressional staff.



Melissa Small Nicolosi

Melissa Small Nicolosi, communications coordinator, attended the Southeast Tourism Society's Marketing College, in Dahlonega, Ga. May 14-17. She will receive a Travel Marketing Professional certification in the spring.

The Tourist Bureau staff participated in the United Way of Northwest Louisiana's Day of Caring at the Bossier Educational Service Center, May 12.

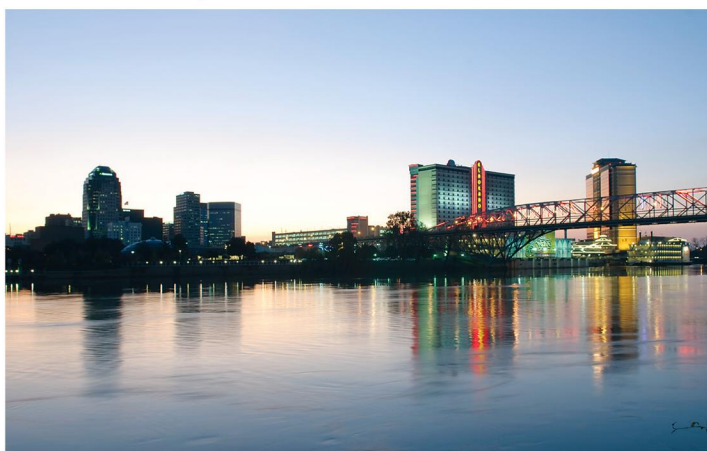


Staff from the Shreveport-Bossier Convention and Tourist Bureau and Shreveport-Bossier Sports Commission participated in the United Way of Northwest Louisiana's Day of Caring at the Bossier Educational Service Center, May 12.

LHSCA Coaches Convention Heads to Shreveport in 2018 and 2020

The Shreveport Bossier Sports Commission won the bid to host the Louisiana High School Coaches Association (LHSCA) Coaches Convention in Shreveport, June 4-6, 2018 and in June 2020. For the past 30 years Baton Rouge has hosted the annual convention, but the association decided to move the association's flagship event around the state starting in 2018.

The conference expects nearly 2,000 high school coaches, athletic directors and administrators to attend, as well as 80 exhibitors, sponsors and fans of high school athletics. More than 40 speakers lecture on topics such as health and safety issues for athletes, practice and program organization, character, career development and



The Louisiana High School Coaches Association (LHSCA) Coaches Convention will be held at the Shreveport Convention Center, June 4-6, 2018 and in June 2020.

more.

"The change in venue will allow the coaches, administrators and athletic directors to enjoy a larger venue and different scenery while

also giving North Louisiana a chance to showcase its unique charm," said Terence Williams, executive director of LHSCA. "We hope the change to a larger facility

“The change in venue will... [give] North Louisiana a chance to showcase its unique charm.”

- Terence Williams, executive director of LHSCA

to the Shreveport Convention Center will allow us to expand our focus of coach's education by adding additional speaker sessions."

The Shreveport Convention Center will host the convention's clinics and meetings and Hilton Hotel Shreveport and additional host hotels will provide accommodations for the conference.

2017 P.R.I.D.E. Award Winners Recognized

The Shreveport-Bossier Convention and Tourist Bureau hosted the 2017 P.R.I.D.E. Awards on Thursday, May 11, at Horseshoe Casino and Hotel in Bossier City. More than 350 tourism and hospitality industry employees were in attendance as 34 juried awards were presented.

The top award of the night, the annual P.R.I.D.E. Master Award, was awarded to John Cariere of Fairfield Place Bed & Breakfast Inn and Fairfield Manor Bed & Breakfast. The P.R.I.D.E. Master Award is the region's highest honor among tourism and hospitality professionals.

The P.R.I.D.E. Awards are held each year during National Travel and Tourism Week, which is observed during the first full week of May. Next year's National Travel and Tourism Week is May



Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau, presents John Cariere of Fairfield Place Bed & Breakfast Inn and Fairfield Manor Bed & Breakfast with the 2017 P.R.I.D.E. Master Award.

6 - 12, 2018, and the 2018 P.R.I.D.E. Awards will be held, Thursday, May 10, 2018. To see a list of the winners, visit www.Shreveport-Bossier.org/Pride.

POMA Brought Outdoor Media to Shreveport



The Shreveport-Bossier Convention and Tourist Bureau hosted the Professional Outdoor Media Association's 12th POMA Business Conference, June 13-16. The conference brought more than 130 outdoor media interested in the region.

"From the pine forests to the famous Louisiana wetlands and waterways, Shreveport-Bossier has a lot to offer the outdoorsman," said Kevin Orthman, executive director of POMA. "We were glad to bring the nation's leading outdoor journalists to Shreveport-Bossier for a taste of the bayou at next year's

business conference."

This group writes about outdoor sports such as trapping, hunting, fishing, hiking and travel, along with the related conservation organizations and companies that serve the outdoor market.

"As we embark on a year of celebrating the outdoors of Louisiana, I am excited for the entire Shreveport-Bossier area to have the opportunity to host outdoor media professionals from around the country," said Billy Nungesser, Lieutenant Governor of Louisiana, in a press release.

Shreveport-Bossier Convention & Tourist Bureau

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Industry Briefs:

Executive Chef Anthony Felan of Wine Country Bistro, won second place at the 10th Annual Louisiana Seafood Cook-Off in Lafayette, June 20. Felan was one of 12 chefs in the state selected to compete for the Louisiana Seafood crown.

Chef Hardette Harris of Minden, Louisiana was named one of nine nominees of *Country Roads Magazine's* 2017 Small Town Chefs Awards. The award honors chefs or culinary professionals working in rural regions and towns of fewer than 25,000 residents.

The **Highland Jazz and Blues Festival** will be at Columbia Park, September 16. This year's

entertainment line-up include: Marc Broussard, Chris Thomas King, Buddy Flett, Professor Porkchop and the Dirty Dishes, Maggie Koerner, The Kings of Pleasure, Tchai and Smoke City Band.

The **Lt. Governor's Tourism Summit** will be in New Orleans, Aug. 22-24. To register for the conference, visit www.ltpa.org.

Margaritaville Resort Casino was named Best Overall Property winner in the mid-south region for the third year in a row in *Southern Gaming & Destinations Magazine's* 2017 Readers' Choice Awards. They received a total of seven awards in the competition.

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