

TravelTalk

January - February 2019 Newsletter

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Southeast Tourism Society Recognizes Two Shreveport-Bossier Mardi Gras Parades as 2019 STS Top 20 Events

Southeast Tourism Society (STS) has named two Shreveport-Bossier Mardi Gras parades as STS Top 20 Events in the Southeast for Winter 2019. The Krewe of Centaur Parade was selected as a top event in February 2019 and the Krewe of Highland Parade was selected as a top event in March 2019. The Krewe of Gemini Parade was previously recognized as a STS Top 20 Event in February 2017.

The Krewe of Centaur Parade XXVIII, one of the largest Mardi Gras parades in Louisiana, will roll on Saturday, Feb. 23. The Krewe of Gemini parade will take place on Saturday, March 2. The Krewe of Highland Parade XXIV will roll on Sunday, March 3, through the historic Highland neighborhood of Shreveport.

"It is an honor for two more of our Mardi Gras parades to be recognized as STS Top 20 Events," said Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau. "We are grateful for the opportunity to



The Krewe of Centaur Parade (left) was selected as a top event in February 2019 and the Krewe of Highland Parade (right) was selected as a top event in March 2019.



promote our Mardi Gras festivities on a national level."

STS, founded in 1983 and headquartered in Roswell, Ga., is a non-profit organization dedicated to promoting travel and tourism within 12 southeastern states. Travel industry experts select 20 events per month, and STS publicizes them throughout the United States. Events considered for the STS Top 20 recognition must be at least three years old

and have attendance of at least 1,000. The complete list of winners is available on www.southeasttourism.org.

"The Top 20 Festival and Event Program is celebrating 34 years of spotlighting the best festivals and events in the Southeast," said Monica Smith, president and CEO of the Southeast Tourism Society.

To learn more about Mardi Gras events in Shreveport-Bossier, visit www.ShreveportMardiGras.com.

Dates to Remember:

Hospitality Breakfast

- 1/9 8 a.m.
Consortium Venue
- 2/6 8 a.m.
Location TBD

Hotel and Lodging Association Meeting

- 1/10 Noon
Location TBD
- 2/14 Noon
Location TBD

For more Hotel and Lodging Association information, contact Joanna Folse-Alexander at joannafolse@yahoo.com.

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- Blog: www.20x49.com
- Events: www.SBFunGuide.com

SEE IT. BET IT. TASTE IT.

www.Shreveport-Bossier.org



»»» Your Bureau at Work

- 1/6-3/5** The Enchanting World of Fantasy Masks Exhibit
Louisiana State Exhibit Museum
- 1/12** The Music of David Bowie with Shreveport Symphony Orchestra
The Strand Theatre
- 1/18-20** Ark-La-Tex Antique Festival
Bossier Civic Center
- 1/18-19** Monster Nation
CenturyLink Center
- 1/19** Krewe of Sobek Parade
Parade Begins at the Fair Grounds Fields Parking Lot in Shreveport
- 1/19** Liverpool Legends – the Complete Beatles Experience
The Strand Theatre
- 1/19** A Taste of Blanchard
Northwood High School
- 1/20** The LA to L.A. Benefit Fashion Show
Bossier Arts Council
- 1/21** Krewe of Harambee Martin Luther King, Jr. Day Mardi Gras Parade
Parade Begins at Shreveport Municipal Auditorium
- 1/22** The Beach Boys
Shreveport Municipal Auditorium
- 1/25** Preservation Hall Jazz Band
The Strand Theatre
- 2/7** Brothers Osborne
Shreveport Municipal Auditorium
- 2/9** Bossier Night Market
Pierre Bossier Mall Parking Lot
- 2/9** JLSB King Cake Classic
Red River Brewing Co.
- 2/16** Vivian Black History Festival and Parade
Downtown Vivian
- 2/17** Cirque du Soleil Corteo
CenturyLink Center
- 2/23** Krewe of Centaur Parade XXVIII
Parade Begins On Clyde Fant Parkway in Shreveport
- 2/24** Krewe of Barkus and Meoux Pet Parade
Events on the Red

Submit your events to www.SBFunGuide.com, an online community events calendar, for future promotions.



Stacy Brown



Aly Velasquez

The Communications Department hosted a Holiday Trail of Lights news conference at Bass Pro Shops' Santa's Wonderland on Nov. 9. Stacy Brown, president, and all of the Holiday Trail of Lights partners promoted the holiday festivities in their destinations. In addition, Aly Velasquez, marketing associate, promoted Shreveport-Bossier's holiday attractions during three Holiday Trail of Lights news conferences held across the state in Alexandria, Monroe-West Monroe and Natchitoches, Nov. 5-17.

Brown, attended the Southeast Tourism Society board meeting in Atlanta, Ga., Dec. 3-4.



Brandy Evans



Charlotte Rice

Brown and Charlotte Rice, executive assistant, attended the Scenic Byway quarterly meeting in Plain Dealing, Dec. 13, which included a grant writing webinar. Velasquez promoted attractions and



event featured a marketplace of local arts and crafts vendors.



Erica Telsee



Que'brellyn Douglas

they will sponsor Showtime's *ShoBox: The New Generation*, which will be aired from StageWorks of Louisiana on Jan. 11.



Kevin Flowers



Dianna Douglas

Society's QuiltWeek for three years. The events will be held at Shreveport Convention Center on Feb. 11, 2020, Feb. 9, 2021 and Feb. 8, 2022.

Erica Telsee, group sales manager, and Que'brellyn Douglas, sports sales manager, attended the Georgia Sales Symposium in Buford, Ga., Dec. 5-6. Douglas attended seminars about sales for sporting events, and Telsee attended seminars about family reunion sales.

The Shreveport-Bossier Sports Commission announced on Dec. 12

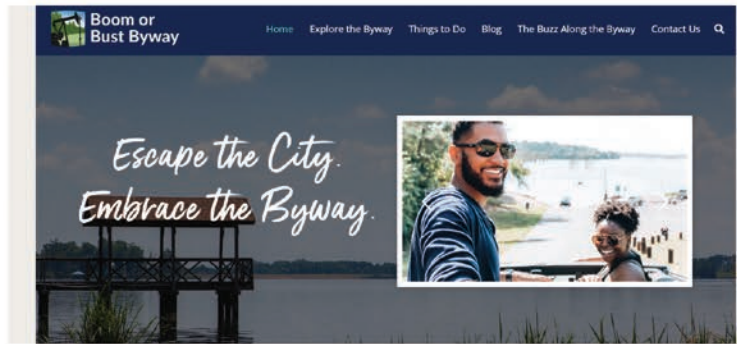
Kevin Flowers, convention sales manager, won the bid for Shreveport-Bossier to be the site of the 2SFS Bayou Warriors Reunion. The group of Air Force Veterans will hold their reunion Oct. 4-6, 2019.

Dianna Douglas, regional convention sales manager, won the bid for Shreveport-Bossier to host the American Quilters

One of the four state-wide Holiday Trail of Lights news conferences was held at Bass Pro Shops' Santa's Wonderland on Nov. 9. Stacy Brown, president, announced Shreveport-Bossier holiday attractions and festivals. Representatives from each of the eight partner cities along the trail promoted their destinations.

The Shreveport-Bossier Convention and Tourist Bureau Unveils an Innovative New Website for The Boom or Bust Byway

The Shreveport-Bossier Convention and Tourist Bureau recently launched its newly designed website promoting The Boom or Bust Byway: www.BoomOrBustByway.com. The byway is a nationally recognized trail that travels through the rural towns of Caddo, Bossier, Webster, and Claiborne parishes. It follows Highway 2 and is defined by the Louisiana/Texas border and Highway 3049 on the west and Lake Claiborne on the east. This route is the best way to learn about the long history of a fluctuating oil industry of North Louisiana while exploring the scenic countryside, attending



The website maps out the ultimate road trip and features historical attractions, annual events, things to do, backroad eateries, photo gallery, and more.

popular festivals, enjoying outdoor activities, and indulging in southern eateries.

The completely revamped website features a sleek, innovative design that captures the true essence of the Boom or Bust

Byway. The website is an organized hub of valuable history, fun experiences, places to eat, and a locally inspired Spotify playlist. Road trippers are encouraged to explore the website, sign up for the e-newsletter, and use the hashtag

#BoomOrBustByway on Instagram for a chance for their photo to appear on the website.

Visitors to the new website can stay informed about the latest Boom or Bust Byway news on the online blog, *The Byway, My Way*.

"The Boom or Bust Byway appeals to millennials and baby boomers, as well as international visitors," said Stacy Brown, president of the Tourist Bureau. "The new website does a great job of reflecting the various experiences that people can enjoy."

For more information about the Boom or Bust Byway and to view the new website, visit www.BoomOrBustByway.com.

Shreveport-Bossier Convention and Tourist Bureau Wins ConventionSouth's Annual Readers' Choice Award



The United States' top meeting planning professionals voted the Shreveport-Bossier Convention and Tourist Bureau as a favorite partner among tourist bureaus in the South.

ConventionSouth awarded the Shreveport-Bossier Convention and Tourist Bureau a 2018 Readers' Choice Award. Since creation in 2001, this is the fourth time that the Tourist Bureau has received the award from *ConventionSouth*, a national multimedia resource for planning conventions in the South.

"It is an honor to receive *ConventionSouth's* Readers' Choice Award for the fourth time,"

said Stacy Brown, president of the Tourist Bureau. "This award validates that our team continuously provides quality customer service and unparalleled hospitality to our visitors and meeting delegates."

The Shreveport-Bossier Convention and Tourist Bureau is among 320 tourist bureaus, meeting facilities and hotels located across the South to receive this year's Readers' Choice Award. The nominated sites were compiled into an online ballot where more than 7,000 meeting professionals voted for their preferred partners.

The Tourist Bureau was featured as an award recipient in the December 2018 Awards Issue of *ConventionSouth* magazine and a complete list of winners can be found online at www.conventionsouth.com.

Showtime's ShoBox: The New Generation to be Aired from StageWorks of Louisiana on Jan. 11

Top lightweight prospect Devin Haney will face fellow-undefeated Xolisani Ndongeni in the first *ShoBox: The New Generation* telecast on Jan. 11, 2019 live on SHOWTIME at 10 p.m. ET/PT from StageWorks of Louisiana in Shreveport. There also will be five local and regional matchups before the televised bouts, making this fight the largest boxing event to ever be held in Shreveport-Bossier.

"We're excited to sponsor this event and to welcome back SHOWTIME Boxing to our community," said Kelly Wells, executive director of the Shreveport-Bossier Sports Commission. "A similar event was last held at StageWorks of Louisiana in the mid-1990s."

Sponsors of the event include Louisiana Office of Tourism, Shreveport-Bossier Sports Commission, Shreveport-Bossier Convention and Tourist Bureau,



The program will headline Devin Haney (21-0) versus Xolisani Ndongeni (25-0) and will feature five local and regional matchups.

City of Shreveport, Caddo Parish Commission, Margaritaville Casino Resort, Hilton Shreveport, American Kombat Alliance, and more.

Tickets are \$30-\$200. The matchups will begin at 6:30 p.m. and the televised fights will begin at 10 p.m. ET/PT. To learn more, visit www.ShreveportBossierSports.com.



Industry Briefs:

The **2019 Official Visitor's Guide to Shreveport-Bossier** is now in circulation. The 2019 theme is "Find Your Soulful Side" and the cover features **AJ Haynes**, frontwoman of the Shreveport-based rock group **Seratoness**. The guide includes stories about Shreveport's music history, what's new in the destination, **Chef Harris's** favorite local restaurants to eat menu items from the Official Meal of North Louisiana, and more. Pick one up at the Downtown Shreveport Visitor Center, located at 629 Spring St., Shreveport, request one by calling 1-800-551-8682 or download a digital version at www.Shreveport-Bossier.org/Brochures.

On Oct. 9, **Shreveport-Bossier** was

featured on the ESPN SEC Network's fourth episode of their new series, **TrueSouth**. The series explores the intersection of food and culture in the region known as "SEC Country." The 30-minute episode centered around two beloved local eateries: **Herby-K's** and **Lucky Palace Chinese Restaurant**.

In November 2018, **Fatty Arbuckles Pub** was recognized as a "Great Bourbon Bar of America" by www.greatbourbon.com.

The Northwest Louisiana Walk of Stars inducted its 30th honoree, **Estelle Brown**, on Dec. 6. Brown was a member of the gospel singing group the Sweet Inspirations, the backup group that sang with Elvis Presley at every tour event from 1969 until Presley's death in 1977.

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