

# TravelTalk

January - February 2020 Newsletter



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## New, GPS-Navigated App Encourages Locals and Visitors to Explore Rural Northwest Louisiana on the Boom or Bust Byway

The Boom or Bust Byway is a 136-mile route designated by the state of Louisiana for the Louisiana Byways Program that was established in 1991.

The Shreveport-Bossier Convention and Tourist Bureau has developed a free, GPS-navigated app that guides users to rural attractions, restaurants, museums, parks and more along the Boom or Bust Byway. The app serves as a tool for visitors to explore rural towns of northwest Louisiana to increase tourism and economic development.

"This app means so much to meeting our goals to spur tourism and economic development in our rural communities," said Brandy Evans, vice president of communications for the Shreveport-Bossier Convention and Tourist Bureau. "We hope that it encourages exploration of our many community jewels in Caddo and Bossier parishes."

The Boom or Bust Byway is a 136-mile route designated by the state of Louisiana for the Louisiana Byways Program that was established in 1991. The program exists to enhance the fundamental qualities of the primarily rural areas through which these byways travel.

The Boom or Bust Byway follows Highway 2 and is defined by the Louisiana and Texas border and Hwy. 3049 on the west and Lake Claiborne on the east. The full Boom or Bust Byway path travels through four parishes: Caddo, Bossier, Webster and Claiborne. This pathway is significant to northwest Louisiana's history of fluctuating industries in rural areas such as agriculture, gaming and oil and gas.

The Boom or Bust Byway app is now available to download on Google Play Store and Apple Store. For more information about things to do along the Boom or Bust Byway, visit [www.BoomOrBustByway.com](http://www.BoomOrBustByway.com).

## Dates to Remember:

### Hospitality Breakfast

- 1/8 8 a.m.  
Consortium Venue
- 2/5 8 a.m.  
Flying Heart Brewing & Pub

### Hotel and Lodging Association Meeting

For 2020 meeting dates and more Hotel and Lodging Association information, contact Heather Picou at [HPicou@Caesars.com](mailto:HPicou@Caesars.com).

## Get Social with Us!

- Facebook: /LouisianasOtherSide
- Twitter: @sbctb
- Instagram: @seeshreveportbossier
- YouTube: /ShreveportBossier
- Blog: [www.20x49.com](http://www.20x49.com)
- Events: [www.SBFunGuide.com](http://www.SBFunGuide.com)

# SEE IT. BET IT. TASTE IT.

[www.Shreveport-Bossier.org](http://www.Shreveport-Bossier.org)





- 11/30-1/30** **Sno-Port**  
*Sci-Port Discovery Center*
- 1/1** **New Year's at Bayou Bodcau Hike and Bike Camp**  
*Bayou Bodcau*
- 1/4** **12th Night Party**  
*Bossier Civic Center*
- 1/11** **The Music of Queen**  
*RiverView Theater*
- 1/18** **Krewe of Sobek Parade**  
*Parade Begins at the Fair Grounds Field Parking Lot in Shreveport*
- 1/19** **Krewe of Harambee Annual Pig Roast and Float-Loading Party**  
*1049 Grimmert Dr., Shreveport*
- 1/20** **Krewe of Harambee Martin Luther King, Jr. Day Mardi Gras Parade**  
*Parade Begins at Shreveport Municipal Auditorium*
- 1/24-25** **Monster Nation**  
*CenturyLink Center*
- 1/25** **Robert Burns Supper**  
*Hilton Garden Inn - Shreveport/Bossier City*
- 2/8** **Finding Neverland**  
*Strand Theatre*
- 2/9** **Krewe of Barkus and Meoux Pet Parade**  
*Events on the Red*
- 2/14** **Foreigner**  
*Shreveport Municipal Auditorium*
- 2/14** **Krewe of Centaur Float-Loading Party**  
*Krewe of Centaur Den*
- 2/15** **Krewe of Centaur Parade**  
*Parade Begins on Clyde Fant Parkway in Shreveport*
- 2/15** **90s Night Out with Gin Blossoms**  
*Horseshoe Casino & Hotel Riverdome*
- 2/21** **Krewe of Gemini Float-Loading Party**  
*Krewe of Gemini Den*
- 2/22** **Krewe of Gemini Mardi Gras Parade**  
*Parade Begins on Clyde Fant Parkway in Shreveport*
- 2/23** **Krewe of Highland Mardi Gras**  
*Parade begins at the intersection of Gregg Avenue at Gilbert Drive in Shreveport*
- 2/28** **Art in the Dark**  
*Bossier Arts Council*
- 2/29** **Shreveport Symphony Presents Beethoven's 7th Symphony**  
*RiverView Theater*

Submit your events to [www.SBFunGuide.com](http://www.SBFunGuide.com), an online community events calendar, for future promotions.

## »»» Your Bureau at Work



**Suzanne Card**

**Suzanne Card**, convention sales manager, attended Connect Faith Conference in Grand Rapids, Mich., Oct. 28-30. While there, she met with 36 religious meeting planners and received several leads for future business in Shreveport-Bossier.



**Kelly Wells**

**Kelly Wells**, executive director of the Shreveport-Bossier Sports Commission, had a successful Team Louisiana sales mission to Colorado Springs, Colo., Oct. 28-31. During which, Team Louisiana, a division of the Louisiana Office of Tourism, visited with multiple Team USA sports teams about hosting USA sporting events throughout Louisiana.

On Nov. 11, **Card** conducted a site visit for the Louisiana Missionary Baptist State Convention. The organization will be hosting its state convention in July 2020. The event has an estimated 500 attendees.

From Nov. 12-14, **Card** and Trishun Fuller, sales manager for the Hilton Garden Inn/Homewood Suites by Hilton Shreveport/Bossier City, made sales calls in Baton Rouge and New Orleans. The pair met with 20 association meeting planners.



**David Bradley**

**David Bradley**, vice president of sales and services, attended the National Coalition of Black Meeting Planners in New Orleans, Nov. 13-16. There were 62 meeting planners in attendance from across the country.



**Erica Telsee**

**Erica Telsee**, group sales manager, attended Travel South International in St. Louis, Mo., Dec. 1-5. She shared a booth with Houma Area Convention and Visitors Bureau and St. Francisville West Feliciana Tourist Commission. The theme of the booth was "Gardens, Gaming and Gators." The group met with 34 tour operators.

**Telsee** also attended the National Tour Association Travel Exchange in Ft. Worth, Texas, Dec. 8-12. During the conference, she met with 22 tour operators and participated in two sales pitches with the Louisiana Office of Tourism and other Louisiana delegates.



**Bradley and Jessica Rodgers**, convention sales manager, attended Connect DC in Washington D.C., Dec. 16-17.

The conference is an opportunity to network with industry leaders and meet with event planners focused on national association and corporate events. The team had appointments with 16 meeting planners and gained several leads.



**Brandy Evans**

**Brandy Evans**, vice president of communications, and **Joanna Folse-Alexander**, vice president of sales and marketing for Sunrise Hospitality and

Tourist Bureau board member, serve on the Louisiana Travel Association (LTA) board of directors. LTA hosted its bi-monthly meeting in Shreveport-Bossier, Dec. 10-11, at Shreveport Convention Center. Participants in LTA's Louisiana Tourism Leadership Academy also attended the meeting. This group of tourism professionals from across the state selected four businesses to create in-depth studies about marketing, product development, SWOT analysis and social media at LTA's board meeting. The Boom or Bust Byway was selected for the SWOT analysis. The findings identified some opportunities to improve the four-parish byway and create economic development opportunities for the businesses along the byway.



**Kevin Flowers**

**Kevin Flowers**, convention sales manager, will conduct a site visit for five members of the Society for the Preservation and Advancement of the Harmonica, Jan. 13-14. The organization is considering hosting their 2023 national convention in Shreveport-Bossier.

## Battle of the Gumbo Gladiators Wins STS Top 20 Award for March 2020

Southeast Tourism Society (STS) has named Battle of the Gumbo Gladiators one of the STS Top 20 Events in the Southeast for March 2020. The complete list is published on [www.southeasttourism.org](http://www.southeasttourism.org) and [www.travelmediapressroom.com](http://www.travelmediapressroom.com).

The 2020 Battle of the Gumbo Gladiators will be held on March 21 at Festival Plaza in downtown Shreveport. The all-day event offers gumbo fanatics the opportunity to sample dozens of gumbos in categories including seafood, non-seafood and "gumbo of the people." The festival proceeds benefit Volunteers for Youth Justice.

"For 35 years, STS has been spotlighting the best festivals and



*The 2020 Battle of the Gumbo Gladiators will be held on March 21 at Festival Plaza in downtown Shreveport.*

events in the Southeast with our Top 20 Festivals and Events program. Our goal is to highlight the efforts of devoted event organizers and provide additional media exposure and accolades for their events," said Monica Smith, president and CEO



of the Southeast Tourism Society. "The Southeast offers so many unique, year-round opportunities for tourists and festival-goers to create memories and support the tourism industry—a vital economic generator for communities."

STS, founded in 1983 and headquartered in Roswell, Georgia, is a non-profit organization dedicated to promoting travel and tourism within 12 states – Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia.

Events considered for the STS Top 20 recognition must be at least three years old and have an attendance of at least 1,000. The online nomination link and submission deadlines are available at [www.southeasttourism.org](http://www.southeasttourism.org) or by calling 770-542-1523.

## Shreveport-Bossier Announced as a Stop Along the "Stand Beside Her" Tour



*The 2020 USA Softball Women's National Team will play against Louisiana Tech and the University of Louisiana Monroe at Cargill Park.*

The USA Softball Women's National Team will play in Shreveport-Bossier during their "Stand Beside Her" Tour. The tournament will be held, 5:30 p.m., at Cargill Park on April 15.

"The City of Shreveport is excited to welcome the USA Softball team for their 'Stand Beside Her' Tour. This tour brings people from around the region

to Shreveport," said Shreveport Mayor Adrian Perkins. "It is a great opportunity for us to show our support for the Women's National Team, area universities and showcase our city and our newly renovated facilities at Cargill Park."

The "Stand Beside Her" Tour is a series of competitions and training opportunities for the USA Softball Women's National Team as they prepare for the 2020 Tokyo Olympic Games. After an eleven-year hiatus, softball will make a comeback to the 2020 Olympic Games. The team's stop in Shreveport-Bossier will include a doubleheader against Louisiana Tech's Lady Techsters and the University of Louisiana Monroe's Lady Warhawks.

For more information, visit [www.ShreveportBossierSports.org](http://www.ShreveportBossierSports.org).

## Police Jury Association of Louisiana Convention Returns for the Fourth Time, Feb. 12-14



*An estimated 1,100 attendees will attend the annual convention in Shreveport.*

The Police Jury Association of Louisiana will hold its annual convention in Shreveport at Shreveport Convention Center, Feb. 12-14. This is the fourth time the organization will hold its annual meeting in Shreveport-Bossier. There will be approximately 1,100 people attending the conference, utilizing about 815 overnight hotel rooms at Hilton Shreveport and Eldorado Resort Casino Shreveport, the host

hotels. The estimated economic impact for the community is \$745,000 and directly supports 340 jobs in Shreveport-Bossier.

Suzanne Card, convention sales manager for the Shreveport-Bossier Convention and Tourist Bureau, booked the conference. "We are honored that the Police Jury Association of Louisiana chose Shreveport-Bossier to host their annual convention for the fourth time," said Card. "We look forward to welcoming them to our community once again."

The Police Jury Association of Louisiana was created in 1924 to improve parish government in Louisiana. To learn more, visit [www.lpgov.org](http://www.lpgov.org).

For more information about hosting meetings and conventions in Shreveport-Bossier, visit [www.ShreveportBossier.org/Meetings](http://www.ShreveportBossier.org/Meetings).



# TravelTalk

## Newsletter



### Industry Briefs:

The **LSUS Foundation** is the new owner of **Spring Street Historical Museum**. The university will use the facility for new academic programs, including internships for history students and a digital arts class using the museum's collection.

Four new local restaurants opened in Shreveport in November 2019. **Sauvage** spotlights regional Southern cuisine and serves blue plate-style specials by Chef David Bridges and pastry chef Stephanie Bridges. **Glow Alchemy Kitchen** is a wellness café with healthy and vegan options by Chef Jessica Comegys. Formerly a food truck located inside of Red River Brewing Company, **Fat Calf Brasserie** has moved to a new location and expanded its menu to offer French-inspired Southern cuisine led by

Chef Anthony Felan. And **Zuzul Coastal Café** is a new restaurant that serves up Mexican coastal cuisine by Chef Gabriel Balderas, who is also owner and chef of El Cabo Verde.

**The Shreveport-Bossier Convention and Tourist Bureau, Shreveport Green and Keep Bossier Beautiful** launched **Company is Coming** in September 2019. The new initiative's goal is to increase the hospitality and tourism industry's efforts to combat litter in Shreveport-Bossier. **Copeland's Cheesecake Bistro** won the clean-up competition in the fourth quarter of 2019. The group of six picked up litter at Louisiana Boardwalk Outlets and filled two bags of trash. **The 2020 quarterly clean-ups will be held Feb. 3-7, May 11-15, Sept. 21-25 and Nov. 16-20.**

### 2019 Board of Directors:

**Rob Brown,**  
Chairman  
Shreveport-Bossier Hotel  
& Lodging Association\*

**Jason McKinney,**  
Vice Chairman  
Louisiana Restaurant  
Association\*

**Ashley Davis,**  
Treasurer  
Bossier City  
Mayor's Office\*

**Africa Price,**  
Secretary  
Shreveport  
Mayor's Office\*

**Dick Bremer,**  
Greater Shreveport  
Chamber of Commerce\*

**Sandy Cimino,**  
Bossier Chamber  
of Commerce\*

**Joanna Folse-Alexander,**  
Shreveport-Bossier Hotel  
& Lodging Association\*

**Pam Glorioso,**  
Bossier Office of  
Community Services\*

**G. Carlton Golden, Jr.,**  
Bossier Parish  
Police Jury\*

**Emma Hebert,**  
Shreveport-Bossier Hotel  
& Lodging Association\*

**Kellie Morris,**  
Caddo Parish  
Commission\*

**Tanita Gilbert-Baker,**  
Shreveport-Bossier  
African American  
Chamber of Commerce\*

**Shelli Murphy,**  
Shreveport-Bossier  
Attractions Association\*

**Jason Roberts,**  
Shreveport-Bossier Hotel  
& Lodging Association\*

**Beth Smiley,**  
Shreveport-Bossier  
Attractions Association\*

**Randy Slagle,**  
Caddo Parish  
Rural Mayors\*

\*Appointing Organization

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