

TravelTalk

March - April 2020 Newsletter



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318 Restaurant Week Returns to Shreveport-Bossier, March 16-21



The fifth installment of the community-wide culinary celebration will include specials at 52 restaurants, seven one-night-only events and a sold-out city tour.

318 Restaurant Week, a community-wide celebration of Shreveport-Bossier's restaurant scene, will return for the promotion's fifth edition, March 16-21, 2020. 318 Restaurant Week will include \$10 lunch and \$20 dinner specials from 52 participating restaurants as well as seven one-night-only events and a sold-out city tour. 318 Restaurant Week is organized by the Shreveport-Bossier Convention and Tourist Bureau and its partners. Sponsors of this edition of 318 Restaurant Week are ANECA Federal



Credit Union, LSU Health Shreveport, Sam's Town Hotel and Casino, KSLA 12, Cumulus Media, Colossal Cove, and Glow Alchemy Kitchen.

One-night-only dining experiences for 318 Restaurant Week 2020 will include: a beer pairing dinner with Chef Brad Jones and Chef Allison Gras of The Revenir at Great Raft Brewing, Monday, March 16, with host Mallori Sanders; Us Up North Kitchen presents "Made Up North," Tuesday, March 17, with host Chris Jay; "Upscale Southern" at Sauvage, Wednesday, March 18,

with host Angie White; the inaugural Louisiana Strut benefiting Highland Jazz and Blues Festival on Thursday, March 19; "Spring Equinox/Ostara Celebration" at Glow Alchemy Kitchen, with host Bevin Hicks, Friday, March 20; the 318 Crawfish Crawl hosted by Jada Durden, Saturday, March 21; and "A Taste of Lion Mountain: An African Dining Experience" with Chef Niematulai Longstratt, Saturday, March 21, with host LaShina Mitchell.

Visitors to www.318RestaurantWeek.com may also enter to win the promotion's largest-ever giveaway of \$565 worth of gift certificates to 13 local restaurants by signing up for the official e-newsletter. Entries may be submitted online now through March 21.

For complete details of 318 Restaurant Week, including a list of participating restaurants and their daily lunch and dinner specials and to purchase tickets to dining experiences, visit www.318RestaurantWeek.com.

Dates to Remember:

Hospitality Breakfast

3/4 8 a.m.
Shreveport Aquarium

4/1 8 a.m.
Sam's Town Hotel & Casino

Hotel and Lodging Association Meeting

3/12 12 p.m.
Sci-Port Discovery Center

4/9 12 p.m.
Shreveport Convention Center

For more HLA info, contact Joanna Folsie at joannafolsie@yahoo.com.

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Blog: www.20x49.com
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www.Shreveport-Bossier.org



- 3/6** **An American in Paris**
The Strand Theatre
- 3/6** **Dancing with the Stars – Live Tour 2020**
Shreveport Municipal Auditorium
- 3/7** **Exile**
Margaritaville Resort Casino
- 3/7** **Lauren Daigle World Tour**
CenturyLink Center
- 3/10** **Cher Here We Go Again Tour**
CenturyLink Center
- 3/12** **Beer-N-Brushes**
Red River Brewing Co.
- 3/20-21** **Crawfest**
Betty Virginia Park
- 3/21** **Battle of the Gumbo Gladiators**
Festival Plaza
- 3/21** **Lynyrd Skynyrd**
CenturyLink Center
- 3/27** **Beautiful - The Carole King Musical**
Strand Theatre
- 3/27** **Chicks with Hits Concert**
Horseshoe Casino & Hotel Riverdome
- 3/28** **Bloom Festival**
R.W. Norton Art Gallery
- 3/28-11/14** **Bossier City Farmers' Market**
- 4/4** **Spring Egg Hunt and Ladybug Release**
American Rose Center
- 4/4** **Cork XV: A Red River Revel Wine Event**
Festival Plaza
- 4/4** **You're a Good Man Charlie Brown Musical**
The Strand Theatre
- 4/10** **Shreveport Blues Festival**
Shreveport Municipal Auditorium
- 4/11** **The Victorian Easter Tea Party**
Logan Mansion
- 4/18** **ASEANA Spring Festival**
Asian Gardens of Shreveport
- 4/19** **Gabriel "Fluffy" Iglesias: Beyond Fluffy World Tour**
CenturyLink Center

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

»»» Your Bureau at Work



Stacy Brown

Stacy Brown, president, was installed as treasurer of the Louisiana Association of Convention & Visitors Bureaus (LACVB) Board of Directors during the association's January meeting in Alexandria.



Brandy Evans

Brandy Evans, vice president of communications, was elected to serve a second term on the Louisiana Travel Association (LTA) board of directors. Joanna Folse-Alexander, with Sunrise Hospitality, also represents Shreveport-Bossier on the board.



Taylor Gullatt

Taylor Gullatt was recently hired as the vice president of operations for the Shreveport-Bossier Convention and Tourist Bureau on Jan. 30. Gullatt was previously a senior program manager at Elevate Credit, an online lending company based in Fort Worth, Texas.



Sara Aymond

Sara Aymond joined the Shreveport-Bossier Sports Commission team as sales manager on Jan. 1. With a background of marketing and sales at the Shreveport Convention Center, Aymond brings a fresh perspective to the sporting events industry.



Jessica Rodgers

Jessica Rodgers, convention sales manager, hosted Angela Weathersby with AWE Global Meetings for a site visit, Jan. 20-21. Angela represents several groups. She is currently looking for a host city for the Mississippi Podiatric Medical Association's 2021 MsPMA Winter Scientific Seminar.

The Communications Department hosted the Shreveport-Bossier Mardi Gras

Pop-Up Party at event1013 in downtown Plano, Texas on Jan. 23. The promotional event included free gumbo and stuffed shrimp from Orlandeaux's Café, king cake, Mardi Gras beads, and door prizes for attendees, as well as travel planning information. The event was well attended and attracted approximately 800 people.

Evans received an Award for Top Women Mentors in Travel from Women in Travel and Tourism International (Witti). The Witti Awards are the first awards to honor women in the travel and tourism industry. The Top Women Mentors in Travel and Tourism Award recognizes executives who actively promote the advancement of women in the tourism industry. She was honored during the Top Women in Travel Awards Dinner at Connect Travel Marketplace in Kissimmee, Fla. on Feb. 20.

Evans and **Jada Durden**, blogger and social media influencer, have been invited to speak at the Travel Bloggers Exchange (TBEX) Conference in Catania, Italy, March 9-12. The speaking engagement is titled "Show Me the Money: How Tourism Boards and Content Creators Can Monetize a Partnership and Leverage Resources." Domestic and international travel writers will attend this four-day conference.

Erica Telsee, group sales manager, and **Shalisa Roland**, public relations and digital content manager, will attend Travel South Domestic Showcase in Baton Rouge, March 7-10. During the conference, Telsee will meet with tour operators and Roland will meet with journalists. The Shreveport-Bossier Convention and Tourist Bureau, Monroe-West Monroe Convention and Visitors Bureau, and Ruston-Lincoln Convention and Visitors Bureau will partner together to host the opening breakfast.



Eria Telsee



Shalisa Roland

Tourist Bureau Re-Brands Annual Awards Gala To "Excellence in Hospitality" Awards

For many years, the Shreveport-Bossier Convention and Tourist Bureau recognized excellence in the area's tourism and hospitality industry at the annual P.R.I.D.E. (Proud Residents Involved in Developing the Economy) Awards. As the new decade begins, the Tourist Bureau is reimagining the way it recognizes its industry partners. Beginning in 2020, the awards will be known as "Excellence in Hospitality" Awards.

"The number one goal of our Excellence in Hospitality Awards is to celebrate the men and women in our hospitality industry who provide that great service that



Excellence in Hospitality Awards

Shreveport-Bossier, Louisiana

May 7, 2020 at LeBossier Event Center

The 2020 Excellence in Hospitality Awards will be held on Thursday, May 7 at LeBossier Hotel Event Center.

keep our visitors coming back again and again," said Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau.

The annual award gala is

traditionally held during National Travel and Tourism Week, May 3-9, 2020. The 2020 Excellence in Hospitality Awards will be held on Thursday, May 7 at LeBossier Hotel

Event Center. Ticket sales will be open from March 27 through April 30.

Nominations for the Excellence in Hospitality Awards open on March 27 and close on April 26. There is no charge associated with nominating an individual for awards consideration. The Tourist Bureau encourages the person submitting the nomination to purchase the nominee's ticket to the banquet. To submit a nomination, visit www.Shreveport-Bossier.org/Awards.

For more information, contact Charlie Rice, executive assistant at the Tourist Bureau, at crice@sbctb.org or visit www.Shreveport-Bossier.org/Awards.

Shreveport-Bossier Sports Commission Receives 2019 Chamber Partner Of The Year



The Sports Commission was presented the award during the Bossier Chamber of Commerce's 72nd Annual Gala on Jan. 21.

The Shreveport-Bossier Sports Commission received the "2019 Chamber Partner of the Year" Award from the Bossier Chamber of Commerce during their 72nd Annual Gala on Jan. 21.

"We are very honored to receive this award," said Kelly Wells, executive director of the Shreveport-Bossier Sports Commission. "The Sports Commission hosts, co-hosts or sponsors sporting events year round, but we could never see these events through if it were

not for our partners, sponsors and volunteers."

The Bossier Chamber of Commerce honored top business and community leaders during the event. Attendees were invited to "Illuminate" their business with the Bossier Chamber as they celebrated the region's growth. The Chamber took time to celebrate the successes of not only the previous year, but the decade of excellence they have achieved. They also shared plans for the year ahead. During the gala, Beau Hays of BeauJax Crafthouse, a popular restaurant among visitors, was named Bossier Chamber's 2019 Business Person of the Year for his work in igniting growth in the East Bank District.

To learn more about the Shreveport-Bossier Sports Commission, visit www.ShreveportBossierSports.com.

Red River Mardi Gras Bash Boosts Group Tourism



The 2020 event had an estimated economic impact of more than \$175,000 and had over 450 attendees.

The Shreveport-Bossier Convention and Tourist Bureau hosted the 14th Annual Red River Mardi Gras Bash during the Krewe of Centaur Parade XXIX in downtown Shreveport on Saturday, Feb. 15, 2020. The party, an American Bus Association Top 100 Event, has been designed for group tours visiting for Mardi Gras. The 2020 Red River Mardi Gras Bash

had an estimated economic impact of more than \$175,000 and more than 450 attendees.

"Mardi Gras attracts motorcoach groups to our community from around the country," said Erica Telsee, group sales manager at the Shreveport-Bossier Convention and Tourist Bureau. "The Red River Mardi Gras Bash takes all of the challenges out of attending a Mardi Gras parade with a large group."

Red River Mardi Gras Bash attendees enjoy an exclusive party and front row experience to the Krewe of Centaur Parade. Tickets to the bash include access to a climate-controlled party tent, live entertainment, savory Cajun and Creole food, king cake, a commemorative Mardi Gras bead and t-shirt, and several hands-on experiences.

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



Industry Briefs:



Bittercreek BBQ is a mobile food vendor that offers central Texas-style barbecue. It opened in January 2020. Bittercreek BBQ is the brainchild of husband-and-wife duo Jodie and Christi Rhodes. The menu offers smoky brisket, whole hog-style pulled pork, heavily seasoned ribs, and fried smoked bologna.

Ralph's Place, a new breakfast and



lunch eatery, opened on Jan. 6 in the historic Highland neighborhood. The restaurant is owned by Robert "Bozz" Baucum, the head chef and owner of Marilyn's Place. Ralph's Place is named after Baucum's father, the late Dr. Ralph Baucum. The menu features traditional American breakfast and lunch sandwiches and entrees, as well as a few Cajun-inspired options.

2020 Board of Directors:

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Ashley Davis,
Vice Chairman
*Bossier City Mayor's Office**

Dick Bremer,
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*Greater Shreveport Chamber of Commerce**

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**Appointing Organization*



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