

# TravelTalk

May - June 2019 Newsletter



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## "Be A Fan Of Shreveport-Bossier" Campaign Returns With Discounts, Special Offers And Experiences, May 1-31

Be a Fan of Shreveport-Bossier, a month-long promotional campaign organized by the Shreveport-Bossier Convention and Tourist Bureau and the Shreveport-Bossier Attractions Association, will return with exclusive discounts, special events, giveaways, and more, May 1-31.

Be a Fan of Shreveport-Bossier was designed to complement National Travel and Tourism Week, May 5-11, by incentivizing locals and visitors alike to explore attractions such as museums, art galleries, farmers' markets, parks and concert venues. Complete details of the Be a Fan of Shreveport-Bossier campaign – including exclusive discounts, special events, and a staycation giveaway – may be found at [www.BeaFanOfSB.com](http://www.BeaFanOfSB.com). Sponsors of the promotion include KTAL NBC 6 and Paragon Press.

Examples of discounts being offered by participating attractions include: \$4 off adult tickets to Shreveport Aquarium, May 1-15; \$6 off admission to Splash Kingdom Waterpark Shreveport; buy-one-get-



Shreveport-Bossier Convention and Tourist Bureau, Shreveport-Bossier Attractions Association partner to spotlight local attractions during annual promotion.

one-half-off tickets to the Spirit of the Red River Cruise; and more.

Be a Fan of Shreveport-Bossier will also include several ticketed tours and events. These include: "Be a Fan of Shreveport-Bossier at Kegs and Corks Festival Walking Tour," May 4 at East Bank District in Bossier City; "All About the Roses," May 11 at the Gardens of the American Rose Center; "The Great Create," May 18 at The Agora Borealis; "The Backstage Music Tour," May 19 at Shreveport Municipal Auditorium; and the "Us Up North Culinary Experience," May 25 at Us Up North.

In addition, the tourist bureau and its partners will host two Be a Fan of Shreveport-Bossier Ambassador

Tours to complement National Travel and Tourism Week. The program is designed to create super fans of the area and showcase the importance of tourism and customer service excellence to a thriving Shreveport-Bossier economy. The first tour, which was held on April 29, was designed for medical students of Louisiana State University Health Shreveport. A second ambassador tour highlighting art will be held on May 14. For more information about ambassador tours and to sign up, visit [www.Shreveport-Bossier.org/Industry-Partners](http://www.Shreveport-Bossier.org/Industry-Partners).

To learn more about Be A Fan of Shreveport-Bossier, visit [www.BeaFanOfSB.com](http://www.BeaFanOfSB.com).

## Dates to Remember:

### P.R.I.D.E. Awards

5/9 6 p.m.  
Horseshoe Casino and Hotel

### Hospitality Breakfast

6/5 8 a.m.  
Harrah's Louisiana Downs

### Hotel and Lodging Association Meeting

5/9 11:30 a.m.  
Shreveport Aquarium

6/13 5:30 p.m.  
Horseshoe Casino and Hotel

For more Hotel and Lodging Association information, contact Joanna Folse-Alexander at [joannafolse@yahoo.com](mailto:joannafolse@yahoo.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)

## >>> Your Bureau at Work

- 5/2** **Jam on the Red Concert Series**  
*Shreveport Aquarium*
- 5/3** **Taco Wars II**  
*Louisiana State University Shreveport*
- 5/4** **Be a Fan of Shreveport-Bossier at Kegs and Corks Festival Walking Tour**  
*East Bank District, Bossier City*
- 5/4** **Kegs and Corks Craft Beer and Wine Festival**  
*Flying Heart Brewing and Pub*
- 5/4** **Gusher Days Festival**  
*Earl G. Williamson Park*
- 5/4** **Shreveport Derby Day**  
*R. W. Norton Art Gallery*
- 5/11** **Be A Fan of Shreveport-Bossier All About the Roses Tour**  
*American Rose Center*
- 5/11** **Shreveport Stuffed Shrimp Festival**  
*Louisiana State Fairgrounds*
- 5/18** **Be A Fan of Shreveport-Bossier Great Create Workshop**  
*The Agora Borealis*
- 5/18-19** **Defenders of Liberty Airshow**  
*Barksdale Air Force Base*
- 5/19** **Be A Fan of Shreveport-Bossier Backstage Music Tour**  
*Shreveport Municipal Auditorium*
- 5/24** **Dustin Lynch**  
*The Riverdome at Horseshoe Casino and Hotel*
- 5/24-26** **Mudbug Madness 36**  
*Festival Plaza*
- 5/25** **Be A Fan of Shreveport-Bossier Us Up North Dining Experience**  
*300 N. Allen St., Shreveport*
- 5/31** **REO Speedwagon**  
*The Riverdome at Horseshoe Casino and Hotel*
- 5/31** **The 2019 Fashion Project**  
*Dare Ultra Pool and Day Club at Horseshoe Casino and Hotel*
- 6/15** **The Cross Lake Floatilla**  
*Cross Lake*
- 6/15** **Sunflower Trail and Festival**  
*Hwy. 3049, Gilliam*
- 6/21** **Lady Antebellum**  
*The Riverdome at Horseshoe Casino and Hotel*

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



**Brandy Evans**

vice president of communications, was invited to speak with local blogger and influencer Jada Durden of Loving This Life Jada at the TBEX North American Conference in Billings, Mont., Sept. 11-13. TBEX is the largest conference and networking event for travel bloggers, online travel journalists, new media content creators, travel brands and industry professionals.



**Kevin Flowers**

convention sales manager, attended a YMRC Military Reunion Marketplace in Baton Rouge, March 3-5. Flowers secured three requests for proposals from planners interested in bringing their reunions to Shreveport-Bossier.



**Stacy Brown**

president, attended the Southeast Tourism Society board meeting in Daytona Beach, Fla. on March 18. **Brown** also attended the National Scenic Byway board retreat in Denver, Colo., March 21-23.



**David Bradley**

vice president of convention and tourism sales, attended Connect Diversity in Birmingham, Ala., March 18-20. The event focuses on multicultural and LGBTQ business in the meetings, sports and events industry. During the conference, **Bradley** met with 27 meeting planners and received three request for proposals.



**Chris Jay**

**Chris Jay**, social media and public relations manager, hosted a one-on-one media familiarization tour with writer Cynthia Drake, a travel contributor to the *Austin American-Statesman*, March 27-29.

Drake visited attractions including Gators & Friends Adventure Park, R.W. Norton Art Gallery, East Bank District and Plaza, and more. **Jay** also arranged a visit for the editors of RVMiles.com, a popular RV travel website and podcast, who visited Sci-Port Discovery Center and the ASEANA Spring Festival, among other attractions, March 27-April 2.



**Aly Velasquez**



**Gina dePingre'**



**Candy Welch**



**Erica Telsee**

**The Communications Department** and the Shreveport-Bossier Attractions Association (SBAA) hosted a SBAA Seminar at Shreveport Aquarium on April 2. The seminar featured a marketing plan presentation by Sarah McKinney, senior account executive at Romph and Pou Agency, and a presentation about content marketing by Danielle Richard, owner and graphic designer at Richard Creative. Information was also presented about how to participate in Be A Fan of Shreveport-Bossier 2019.

**Aly Velasquez**, marketing associate, **Gina dePingre'**, bureau service manager, and **Candy Welch**, visitor services specialist, set up a Shreveport-Bossier information booth at Tickets and Travel Showcase at Barksdale Air Force Base on March 29. The annual event is a resource for base personnel and their families to learn about things to do in Shreveport-Bossier.

**Erica Telsee**, tourism sales manager, promoted Shreveport-Bossier during the Louisiana Office of Tourism Canadian sales mission, April 1-5. The seven-person group traveled to Toronto and Montreal for the sales and marketing mission, meeting with tour operators and travel agents.

# Inaugural Shreveport Stuffed Shrimp Festival To Be Held May 11

The Eddie E. Hughes Foundation and Budweiser will present the Inaugural Shreveport Stuffed Shrimp Festival at the Louisiana State Fairgrounds, 11 a.m.-11 p.m., Saturday, May 11. The festival will include live music, cooking demonstrations, historical presentations, food trucks, arts and crafts vendors and a kid-friendly play area with bounce houses and more. Admission to the festival is free.

The purpose of establishing the Shreveport Stuffed Shrimp Festival is to foster understanding and appreciation of the unique style of stuffed shrimp that were created and popularized in Shreveport. While celebrating the



*The free festival will celebrate the unique style of stuffed shrimp created in Shreveport, as well as the cultural and historical significance of the beloved regional specialty.*

rich history of stuffed shrimp in Shreveport, the festival will offer the very best in family fun and entertainment in a casual and wholesome setting.

The Inaugural Shreveport

Stuffed Shrimp Festival will feature celebrity host Darrin Henson, an award-winning actor and choreographer best known for his work with such popular artists as Britney Spears, Backstreet Boys

and Spice Girls. Musical guests scheduled to perform include DJ Love, Windstorm, Tipsey, Blaze Band featuring Mark Scroggins, Gabriel "Saxman" Johnson, WildjBrown, Cheryl Boggs, Big Fella Zil, The LaRoux's, Muzikology the Band, Mademoiselle, Cuzn Jed and Poppa Locc, Poppa Hussein, Shreveport Second Line Brass Band and Bailee Gabriel. In addition to live music, the festival will include a golf tournament at 9 a.m., a domino tournament at 12 p.m., and a cornhole tournament at 2 p.m.

For more information on the Shreveport Stuffed Shrimp Festival, visit [www.stuffedshrimpfestival.com](http://www.stuffedshrimpfestival.com).

## Shreveport-Bossier Convention and Tourist Bureau Hosts International Sales Training Seminar



*International visitors frequent Louisiana Boardwalk Outlets, American Rose Center, Shreveport Municipal Auditorium and more.*

The Convention and Tourism Sales Department for the Shreveport-Bossier Convention and Tourist Bureau hosted an International Sales Training Seminar at Shreveport Aquarium on March 28. More than 20 hoteliers and representatives from local attractions attended the event.

"The goal of the seminar was to educate our partners on how to capitalize on international visitation and develop relationships with the lucrative international market," said David Bradley, vice president of convention and tourism sales for the tourist bureau. "International visitors stop in Shreveport-Bossier as they drive

to destinations such as New Orleans, Dallas or Nashville. Our destination is attractive to them because of our music history, Chimp Haven, American Rose Center, Louisiana Tax Free Shopping at the Louisiana Boardwalk Outlets and and more."

The seminar was led by Tico Soto, founder of Tourism Tactics by Tico, who gave an overview of international tourism for the state of Louisiana and facilitated a panel discussion. The panel discussion included information about how to work with international clients, online travel agents, receptive operators and bed banks. The panel participants included Laura Fanguy, contract manager at Hotelbeds, a receptive tour operator and Mark Rolison, account manager at Booking.com.

To learn more about the economic impact of tourism in Shreveport-Bossier, visit [www.Shreveport-Bossier.org/Industry-Partners/Research](http://www.Shreveport-Bossier.org/Industry-Partners/Research).

## Shreveport-Bossier To Host The 2020 Women's Volleyball Olympic Qualifier, August 2-4

The 2019 FIVB Women's Volleyball Intercontinental Olympic Qualification Tournament will be held at CenturyLink Center, August 2-4. This tournament will be hosted by the United States Women's National Volleyball Team, which will compete against the national women's volleyball teams of Argentina, Bulgaria and Kazakhstan in round-robin play. The winner will advance to the 2020 Tokyo Olympic Games, July 24-August 9, 2020.

Several partners worked together to bring this international competition to Shreveport-Bossier including Lt. Governor Billy Nungesser with the Louisiana Office of Tourism, Bossier City Mayor Lorenz Walker, Shreveport Mayor Adrian Perkins, Shreveport-Bossier Sports Commission, Caddo Parish Commission and Bossier Parish Police Jury.

"Louisiana is known worldwide for its food, music, culture and passion



*Kelly Wells and Karch Kiraly, coach of the U.S. Women's National Team, speak at the news conference announcing the tournament at CenturyLink Center on April 25.*

for hosting major sporting events," said Kelly Wells, executive director of the Shreveport-Bossier Sports Commission. "Shreveport-Bossier is excited to host the U.S. Women's National Volleyball Team, as well as the teams, friends and families from Kazakhstan, Bulgaria and Argentina to compete for a spot in the 2020 Tokyo Olympic Games."

To learn more, visit [www.shreveportbossiersports.com](http://www.shreveportbossiersports.com).

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## Newsletter



### Industry Briefs:

From April 22 to May 22, **Lieutenant Governor Billy Nungesser** will host a series of nine meetings in cities across Louisiana to help identify locations for the new Louisiana Civil Rights Trail. A meeting will be held in Shreveport, 3-5 p.m., Tuesday, May 21 at Valencia Recreation Center. Citizens who would like to help organizers identify and interpret historic events, physical structures, and locations that helped shape Civil Rights history in their communities are invited to attend the meetings. Admission is free. To RSVP, call the Shreveport-Bossier Convention and Tourist Bureau at 318-222-9391.

**Allegiant Air** will begin non-stop service to Destin-Fort Walton Beach Airport in Florida from Shreveport Regional Airport on May 17 with fares

starting at \$55 one way. In addition, Allegiant Air is now offering a third weekly flight to Orlando Sanford International Airport from Shreveport Regional Airport beginning on May 17 with fares starting at \$65 one way.

**Ono's Hawaiian Grill** opened in March 2019 at 4015 Fern Avenue in Shreveport. The new local restaurant, which was originally a food truck, serves authentic Hawaiian cuisine, cocktails and more.

Two indoor axe throwing attractions opened in Bossier City in March 2019. **Bayou Axe Throwing Co.** is located at 509 Barksdale Boulevard in Bossier City's East Bank District. **SBC Axe Throwing**, an extension of **Escape Bossier**, is located at 2708 Plantation Drive in Bossier City.

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