

# TravelTalk

November - December 2017 Newsletter



## Inside:

Brand USA to feature the Boom or Bust Byway *page 2*

Shreveport Aquarium Set to Open Nov. 1 *page 3*

Shreveport-Bossier's "One Big Welcome" *page 3*

## Tourist Bureau Lands 2018 American Kitefliers Association Convention

The American Kitefliers Association will hold its 41st annual convention in Shreveport, Oct. 15-20, 2018, with approximately 200 association members attending. Outdoor kite flying will take place on the soccer fields at Louisiana State University Shreveport while indoor flying will be done at Shreveport Convention Center. The public is invited to bring kites to fly at both locations. In addition, the Kitefliers Association is planning to perform demonstrations for children at local hospitals and schools.

Kevin Flowers, convention sales manager at the Shreveport-Bossier Convention and Tourist Bureau, worked with the local hospitality community and LSUS to win the bid. This will be the organization's first time to host a convention in Louisiana.

"We are thrilled to have the American Kitefliers Association coming to the community and providing another family-friendly



Unique inflatable kites were flown at the 2017 AKA Convention in Ocean City, Md. Photo courtesy of the American Kitefliers Association.

event for residents and visitors to enjoy," said Flowers. "This will not only create a positive economic impact but will also help with securing similar events for Shreveport-Bossier." The estimated economic impact of the event is \$197,500.

The American Kitefliers Association is a nonprofit organization dedicated to sharing kite flying with the world. The

association has thousands of members in 25 countries, making it the largest association of kitefliers and kite clubs in the world. Their purpose is to educate the public in the art, history, technology, and practice of building and flying kites - to advance the joys and values of kiting in all nations. To learn more about the Kitefliers Association, please visit [www.kite.org](http://www.kite.org).

## Dates to Remember:

### Hospitality Breakfast

**11/1** 8 a.m.  
Hilton Garden Inn & Homewood Suites by Hilton

### Hotel and Lodging Association Meeting

**11/2** Noon  
State Fairgrounds

For more HLA info, contact Rob Brown at [rbrowntun@caesars.com](mailto:rbrowntun@caesars.com)

### SBAA Seminar

**11/13** 9 a.m. to 1 p.m.  
Robinson Film Center

### Christmas Open House

**12/1** 11 a.m. to 3 p.m.  
Downtown Shreveport Visitor Center

## Get Social with Us!

[f /LouisianasOtherSide](https://www.facebook.com/LouisianasOtherSide)

[@sbctb](https://twitter.com/sbctb)

[@seeshreveportbossier](https://www.instagram.com/seeshreveportbossier)

[y /ShreveportBossier](https://www.youtube.com/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**

- 11/14-12/23** **Holidaze @ Artspace**  
*Artspace*
- 11/18** **Willie Nelson & Family**  
*Horseshoe Casino & Hotel Riverdome*
- 11/18** **2017 National Black Rodeo Finals**  
*CenturyLink Center*
- 11/24-12/17** **Christmas Jubilee at Jubilee Zoo**  
*Jubilee Zoo*
- 11/24-12/23** **Christmas in Roseland**  
*American Rose Center*
- 11/25** **Rockets Over the Red Fireworks Festival**  
*RiverView Park & Louisiana Boardwalk Outlets*
- 11/27** **Rudolph the Red-Nosed Reindeer: The Musical**  
*Shreveport Municipal Auditorium*
- 12/1** **KCS Holiday Express**  
*4500 North Lakeshore Dr., Gate 5, Shreveport*
- 12/1** **Tinsel**  
*Line Avenue Shopping District*
- 12/2** **Christmas on Caddo Fireworks Festival**  
*Earl G. Williamson Park*
- 12/2** **Country Christmas Festival**  
*Vivian Town Square*
- 12/2** **Shreveport Symphony Holiday Pops with Broadway Star Sutton Foster**  
*Shreveport Riverview Theater*
- 12/7** **A Glorious Christmas featuring Casting Crowns and for KING & COUNTRY**  
*CenturyLink Center*
- 12/7** **Russian Grand Ballet presents The Nutcracker**  
*Shreveport Municipal Auditorium*
- 12/8** **Shoji Tabuchi Christmas Show**  
*Strand Theatre*
- 12/9** **Benton Christmas on the Square Festival**  
*Heritage Village Square*
- 12/9-10** **40th Anniversary of Shreveport's Nutcracker**  
*Shreveport Riverview Theater*
- 12/9-10** **Highland Christmas Home Tour**  
*Various Highland neighborhood homes*
- 12/9-10** **Geek Fair presents Shreve Con**  
*Faith Farm and Arena*
- 12/27** **Walk On's Bistreaux & Bar Independence Bowl**  
*Independence Bowl Stadium*

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



**Kevin Flowers**

**Kevin Flowers**, convention sales manager, was inducted into Barksdale Air Force Base's Honorary Commander's Program and will serve the Family Support Services Squadron.



**Chris Jay**

**Chris Jay**, social media and public relations manager, and **Aly Velasquez**, marketing associate, hosted a group of seven journalists, Oct. 4-7, during a culinary-focused media familiarization tour. Journalists from outlets including *The Oklahoman*, *The Fort Worth Star-Telegram* and *CraftBeer.com* participated in the Louisiana Food Prize, dined at local restaurants, visited the Red River Revel Arts Festival, and more.



**Pat Gill**

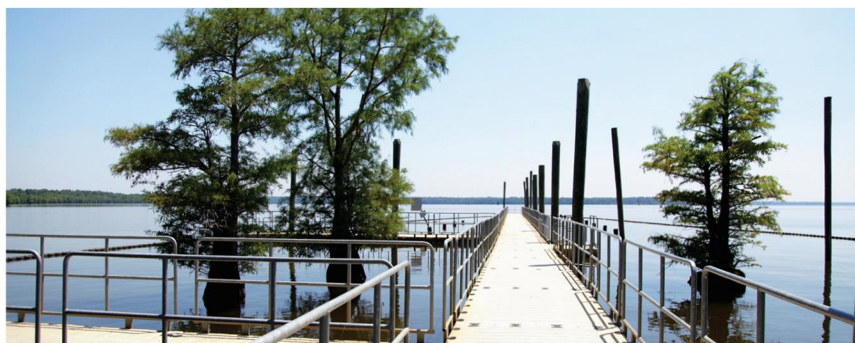
**Pat Gill**, internet and systems manager, attended Google AdWords, Google Analytics and Google Tag Manager seminars in Denver, Colo., the week of Sept. 18.

**Gina dePingre** joined the convention and tourism

sales team in September as the sales and service coordinator. Her duties include supporting the sales effort and coordinating all activities after a group books. She also works closely with other departments at the Tourist Bureau and the community to ensure that visitors enjoy a positive experience in Shreveport-Bossier.

The **convention and tourism sales team** and **Shreveport-Bossier Sports Commission**, along with representatives from Shreveport Hilton Hotel, attended Connect Marketplace in New Orleans. This show was attended by more than 4,000 people with more than 1,500 meeting planners and sports rights holders.

## **Brand USA to feature the Boom or Bust Byway in Louisiana Video Series**



Earl G. Williamson Park was one of the many filming spots for the Louisiana video series.

In October, Brand USA sent a film crew to shoot footage of attractions on the Boom or Bust Byway, which follows Hwy. 2. The footage will be featured in a video series about Louisiana's off-the-beaten-path adventures and will encourage visitors to explore the wonderful rural towns surrounding Shreveport-Bossier.

Brandy Evans, vice president of communications, and Aly Velasquez, marketing associate, spent the day escorting the video crew to attractions including Earl G. Williamson

Park, Vivian Railroad Station Museum and the Louisiana State Oil and Gas Museum. A drone camera was used to perfectly capture the beauty of Caddo Lake and the original post office and bank on display at the Louisiana State Oil and Gas Museum.

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend and market share to fuel the nation's economy and enhance the image of the USA worldwide.



## Shreveport Aquarium Set to Open Nov. 1

After much anticipation, Shreveport Aquarium is set to open Nov. 1. The Aquarium is a \$4.3 million project that is expected to attract more than 140,000 guests in its first year. It boasts an underwater world of wonder where visitors can get up close and personal with sharks, rays, jellyfish, and a host of other creatures in touch tanks. The Aquarium's mission is to teach visitors how underwater animals adapt and survive in their environment, as well as help visitors understand how each guest makes a difference in the environment.

"We are very excited to finally unveil this highly interactive aquarium experience and look forward to a long and rewarding relationship with the citizens of Shreveport and beyond," said Jon



The Shreveport Aquarium will house sharks, rays, jellyfish, and a host of other creatures in touch tanks.

Whitehead, director of business development at Planet Aqua Group.

The City of Shreveport sought the Entrepreneurial Accelerator Program's assistance in performing due diligence to ensure Planet Aqua Group's Shreveport project

was a viable recruit for downtown.

"This has been an exciting opportunity to work with the city and Planet Aqua Group to bring a unique startup to downtown Shreveport," said David Smith, executive director of EAP. "Jon and

**“We are very excited to finally unveil this highly interactive aquarium experience and look forward to a long and rewarding relationship with the citizens of Shreveport.”**

*- Jon Whitehead,  
director of business development  
at Planet Aqua Group.*

his team's passion for marine life, conservation, and education will have a lasting positive impact on our community."

Tickets to the aquarium are now available to the public at [www.shreveportaquarium.com](http://www.shreveportaquarium.com).

## Shreveport-Bossier's "One Big Welcome" Video Shown at ONE Travel Conference

Shop America Alliance and the U.S. Cultural & Heritage Tourism Marketing Council presented the annual ONE Travel Conference for Shopping, Dining and Cultural Tourism, Sept. 25-27, at the Tropicana Resort in Las Vegas, Nev. The conference's theme was "Thriving Through Transitions." More than 20 expert presenters and tourism leaders shared case studies and innovative ideas on how to maximize success in global tourism with a focus on addressing new opportunities for business development in the travel industry.

Lisa Simon, executive director of International Inbound Travel Association, used Shreveport-Bossier's "One Big Welcome" video featuring Angelique Feaster-Evans, executive director of Southern University Museum



The video was presented at the ONE Travel Conference by Lisa Simon, executive director of International Inbound Travel Association, and features Angelique Feaster-Evans, executive director of Southern University Museum of Art.

of Art, as a shining example of a convention and visitors bureau that is taking initiative to welcome international visitors in partnership with Brand USA.

"The head of the conference, Rosemary McCormick, CEO of

Shop America, asked me to present what Brand USA, DMOs and inbound operators are doing to share the welcome message, particularly once Brand USA presented the 'One Big Welcome' at IPW," said Simon. "The first

**Watch  
the Video!**



Watch the "One Big Welcome" video, featuring the Art and Soul of Shreveport group experience at Southern University Museum of Art, on the Tourist Bureau's YouTube channel:

[www.YouTube.com/ShreveportBossier](http://www.YouTube.com/ShreveportBossier).

thing I did was Google 'One Big Welcome' and Shreveport-Bossier's video was the first to come up. It's a wonderful video, so I had to include it." Watch the video on the Tourist Bureau's YouTube channel: [www.YouTube.com/ShreveportBossier](http://www.YouTube.com/ShreveportBossier).



Shreveport-Bossier Convention & Tourist Bureau

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## Industry Briefs:

Hotels are encouraged to add a **Mardi Gras package** to the Tourist Bureau website through the Simpleview Extranet by Oct. 31, 2017. To add, log in at Shreveport.Extranet.Simpleviewcrm.com. Enter the offer dates in the "Post From" and "Post To" fields, and enter the dates the visitor can actually redeem the offer in the "Redeem From" and "Redeem To" fields. Properties that do not have Extranet access can contact Pat Gill, internet and systems manager, at pgill@sbctb.org to set up an account.

A new local business has opened in the Line Avenue Shopping District. **Whisk Dessert Bar** offers gourmet desserts such as bread pudding, eclairs, cookies, s'mores and more.

Karen Kelly is retiring after 12 years of dedicated service as the sales manager at the **Shreveport Convention Center**.

Watch the Tourist Bureau's latest video, which promotes the **Art and Soul of Shreveport** group experience at Southern University Museum of Art. The video is available on the Tourist Bureau's YouTube channel: [www.YouTube.com/ShreveportBossier](http://www.YouTube.com/ShreveportBossier).

In October, Shreveport-Bossier received a visit from **NPR's StoryCorps Mobile Booth**. The booth was parked for weeks at the Broadmoor Library, and locals were able to stop by and tell a story that shaped their lives.

## Board of Directors:

**Carlton Golden,**  
Chairman  
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**Tanita Baker,**  
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Shreveport-Bossier African  
American Chamber of  
Commerce\*

**Jason McKinney,**  
Treasurer  
Louisiana Restaurant  
Association\*

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**Rob Brown,**  
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& Lodging Association\*

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**Gary Theus,**  
Shreveport-Bossier Hotel  
& Lodging Association\*

**Patricia Wooldridge,**  
Caddo Rural  
Municipalities\*

\*Appointing Organization



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