

# TravelTalk

November - December 2019 Newsletter



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## "Company is Coming" Campaign Aims to Engage Shreveport-Bossier's Hospitality Industry in Litter Abatement Efforts



The next quarterly litter pick-up will be held on Monday, Nov. 4; hotels, attractions and restaurants can register at [www.ShreveportBossierClean.com](http://www.ShreveportBossierClean.com).

The Shreveport-Bossier Convention and Tourist Bureau, Shreveport Green, and Keep Bossier Beautiful are proud to announce the launch of Company is Coming, a new initiative aimed at increasing the hospitality and tourism industry's efforts to combat litter in Shreveport-Bossier. Hospitality industry businesses including hotels, casinos, restaurants, and attractions are encouraged to form a team and participate in quarterly litter cleanups on and near their properties. The next Company is

Coming cleanup will be held on Monday, Nov. 4.

"Company is Coming is a campaign specifically designed for the hospitality industry," said Stacy Brown, president of the Tourist Bureau. "The goal is to make sure that things are happening on a regular basis to keep Shreveport-Bossier clean, especially those areas where visitors are congregating."

There is no set time for the Company is Coming cleanup on Monday, Nov. 4. Participating

groups are asked to register in advance and conduct a cleanup of their properties or areas frequented by visitors at whatever time works best for their team. Cleanup participants must provide their own materials such as garbage bags, litter grabbers, and gloves. Cleanup teams can enter to win a pizza party by participating.

Louisiana spends more than \$10 million annually on litter cleanup efforts. Shreveport-Bossier alone spends approximately \$1.4 million each year on litter abatement. A major recent survey conducted by DestinationNEXT, released in February 2019, found that Shreveport-Bossier received below-average scores for cleanliness and safety. A large percentage of survey respondents commented that addressing litter should be a top priority for local stakeholders.

For more information and to register for Company is Coming, visit [www.ShreveportBossierClean.com](http://www.ShreveportBossierClean.com).

## Dates to Remember:

### Hospitality Breakfast

11/6 8 a.m.  
Homewood Suites/  
Hilton Garden Inn

### Christmas Open House

12/6 11 a.m. to 2 p.m.  
Downtown Visitor Center

### Hotel and Lodging Association Meeting

11/14 12 p.m.  
Louisiana State Fairgrounds

12/12 6:30 p.m.  
Robinson Film Center

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

## Get Social with Us!

f /LouisianasOtherSide

@sbctb

@seeshreveportbossier

/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)





- 10/24-11/10** 113th Annual State Fair of Louisiana  
*Louisiana State Fairgrounds*
- 11/1** Trace Adkins  
*Horseshoe Casino & Hotel Riverdome*
- 11/2-12/8** FriendsWithYou Rainbow City Festival  
*Shreveport Common Park*
- 11/16** Santa Parade and Opening of Santa's Wonderland  
*Louisiana Boardwalk Outlets*
- 11/16** The Color Purple  
*The Strand Theatre*
- 11/22-23** Les Boutiques de Noel  
*Shreveport Convention Center*
- 11/29-12/22** Le Marché de Noel  
*Shreveport Aquarium*
- 11/29-12/23** Christmas in Roseland  
*American Rose Center*
- 11/29-12/23** Red River Express Cruise to the North Pole  
*Shreveport Aquarium*
- 11/29-1/30** SnoPort  
*Sci-Port Discovery Center*
- 11/30** East Bank Golf Cart Parade  
*East Bank District and Plaza*
- 11/30** Rockets Over the Red Fireworks Festival  
*Riverview Park and Louisiana Boardwalk Outlets*
- 11/30** Small Business Saturday in Downtown Shreveport  
*Downtown Shreveport*
- 12/6** A Charlie Brown Christmas Live on Stage  
*Shreveport Municipal Auditorium*
- 12/7** Christmas on Caddo Fireworks Festival  
*Earl G. Williamson Park*
- 12/14-15** Shreveport Metropolitan Ballet's The Nutcracker  
*Riverview Theater*
- 12/19** Outdoor Christmas Concert with Goga  
*Riverview Park*
- 12/21** The James Burton International Guitar Festival  
*Margaritaville Resort Casino*
- 12/21** Holiday Pops  
*Shreveport Riverview Theater*
- 12/26** Walk-On's Independence Bowl  
*Independence Stadium*

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, Jessica Rodgers, convention sales manager, and Tracy Young, sales manager for Hilton Hotel Shreveport, attended Connect Marketplace in Louisville, Ky., Aug. 26-28. The annual convention brings together the most active planners, suppliers and experts across six meetings and events industry markets. The group met with convention planners in specialty, corporate and association meeting planner segments.



**Jessica Rodgers**



**Brandy Evans**

Brandy Evans, vice president of communications, attended TBEX Conference in Billings, Mont., Sept. 9-13. She had one-on-one appointments with more than 30 social media influencers. Evans also presented a workshop for attendees with co-speaker, local social media influencer, Jada Durden titled "CVBs and Bloggers: Road to a Marriage Made in Heaven."



**Kelly Wells**

Kelly Wells, executive director of the Shreveport-Bossier Sports Commission, attended the Sports Relationship Conference in Panama City Beach, Fla., Sept. 9-12. The conference is an exclusive event designed to bring together the nation's top sports events owners and rights holders with representatives from a select number of host destinations and industry suppliers.



**David Bradley**

David Bradley, vice president of sales and services, Paul Arrigo, president and CEO of Visit Baton Rouge, and Tracy Young attended IMEX America in Las Vegas, Nev., Sept. 10-12. The meeting planner's convention features a trade show, as well as educational and networking events. The group sought business and discussed future partnerships with multiple Louisiana destinations to promote conventions.



**Erica Telsee**

The Convention and Tourism Sales Department hosted the second annual Family Reunion Planning Workshop and Vendor Fair at Clarion Hotel on Oct. 5. The free event attracted more than 150 reunion planners and 20 local companies and attractions that provide services for reunions. Erica Telsee, group sales manager, coordinated the event and gained several leads.



**Pat Gill**

Pat Gill, internet and systems manager, attended eTourism Summit in San Francisco, Calif., Oct. 7-9. At eTourism Summit attendees get up-to-the-minute, real-life examples of the latest applications in digital marketing. Through case studies and interactive sessions, attendees find out what's working and what's not.



**Kevin Flowers**

Kevin Flowers, convention sales manager, and Gina dePingre, sales and services coordinator, hosted eight meeting planners during the military meeting planner's familiarization tour, Oct. 11-13. The group learned about Shreveport-Bossier's reunion assets and explored several local attractions including Barksdale Global Power Museum, Shreveport Municipal Auditorium, R. W. Norton Art Gallery, Shreveport Aquarium, Spirit of the Red River Cruise, and the Krewe of Gemini Mardi Gras Museum.



**Gina dePingre**

Evans attended the Louisiana Culinary Trails event in Atlanta, Ga., Oct. 22-24. This promotional event was organized by the Louisiana Travel Association, in partnership with the Atlanta Journal Constitution, to bring media and Louisiana tourism officials together to celebrate and promote Louisiana cuisine.

Wells will attend the U.S. Sports Congress in Columbia, S.C., Dec. 9-11. The symposium attracts senior level executives who represent sport rights holders and Olympic National Governing Bodies that are seeking destinations to host their events.



## Increase in Holiday Marketing Efforts to Drive Tourism in November and December

The Shreveport-Bossier Convention and Tourist Bureau is ramping up its efforts to drive overnight visitation during the 2019 Holiday season with a new campaign called "Holidays on the Red." Advertising via digital, print magazines, e-mails, rack cards, social media, as well as public relations efforts and a Holidays on the Red booth at the 2019 Red River Revel Arts Festival are part of a marketing campaign to raise awareness and sell hotel rooms.

"We know that people love our family-friendly Christmas festivals and attractions," said Stacy Brown, president of the Tourist Bureau.



The new regional campaign, titled "Holidays on the Red," will promote holiday attractions in Shreveport-Bossier.

"This is an opportunity to raise the profile of our destination and sell more hotel rooms."

In addition, the Tourist Bureau is a partner of the Louisiana

Holiday Trail of Lights, an eight-city marketing coalition throughout North and Central Louisiana that promotes holiday events and attractions to visitors.

Stops along the trail include Shreveport-Bossier, Alexandria-Pineville, Minden, Monroe-West Monroe, and Natchitoches. Aly Velasquez, marketing associate for the Tourist Bureau, currently serves as the 2019 chairman for the Louisiana Holiday Trail of Lights board. For more information, visit [www.holidaytrailoflights.com](http://www.holidaytrailoflights.com).

To learn more about Shreveport-Bossier Holiday events, visit [www.HolidaysOnTheRed.com](http://www.HolidaysOnTheRed.com), or request a 2019 *Holly Jolly Handbook to Shreveport-Bossier* by calling 1-800-551-8682.

## Tourist Bureau Wins ConventionSouth's Readers' Choice Award



The Tourist Bureau has received the ConventionSouth Readers' Choice Award five times.

ConventionSouth has awarded the Shreveport-Bossier Convention and Tourist Bureau a 2019 Readers' Choice Award. Since its creation in 2001, this is the fifth time that the Tourist Bureau has received the award from ConventionSouth. The publication is a national, multimedia resource for planning conventions in the South.

"It is an honor to receive ConventionSouth's Readers' Choice Award for the fifth 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 the elite list of convention and 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 Shreveport-Bossier Convention and Tourist Bureau will be featured as an award recipient in the December 2019 Awards Issue of ConventionSouth magazine. A complete list of winners can be found online at [www.conventionsouth.com](http://www.conventionsouth.com).

## New SnoPort Exhibit to be Showcased at Sci-Port Discovery Center, Nov. 30-Jan. 30



Sci-Port Discovery Center will unveil a new temporary exhibit called "SnoPort," which will be open from Nov. 30, 2019 through Jan. 30, 2020. The interactive, winter-themed exhibit will showcase the wonders and science of snow.

"Our goal is to offer SnoPort annually to increase the appeal of downtown Shreveport during the holiday season," said Dianne Clark, executive director of Sci-Port Discovery Center. "We have been working with the Tourist Bureau to develop our holiday product, and we plan to make our programming better every year."

The main attraction of the exhibit is the virtual reality sleigh ride called the Red River Rocket Sled. Guests will feel the excitement of take-off with the sensation of cool wind on their faces as they trek their way through a snow blizzard in downtown Shreveport and Bossier City. The hands-on exhibit will also include several interactive games and experiences such as a blizzard tunnel, virtual reality ice fishing, igloo-making lab, and more.

Admission to the special exhibit is priced separately from regular admission to Sci-Port Discovery Center. Tickets to SnoPort are \$12 for adults, \$5 for children 12 and under, and \$5 for Sci-Port Discovery Center Members. For more information about SnoPort, visit [www.sci-port.org](http://www.sci-port.org).



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## Newsletter



### Industry Briefs:

This year only, **Rainbow City** will be in downtown Shreveport, Nov. 2-Dec. 8. The outdoor experience features 35 whimsical, colorful, air-filled sculptures soaring 50 feet into the sky during a festival celebrating the opening of Shreveport Common Park in downtown Shreveport. Rainbow City is an art installation by FriendsWithYou, a collaborative art project of Los Angeles-based artists Samuel Borkson and Arturo Sandoval III. Rainbow City will also include six weekends of special events. To learn more, visit [www.friendswithyoushreveport.com](http://www.friendswithyoushreveport.com)

A new downtown holiday attraction, **Le Marché de Noel**, will be held on the banks of the Red River at Shreveport Aquarium,

Nov. 29-Dec. 22. Inspired by German Christkindlemarkets, the enchanting, open-air Christmas market offers a whimsical shopping experience for visitors. Groups can shop for handmade gifts, taste local food, sip on warm drinks, and enjoy entertainment. To learn more, visit [www.mudbugmadness.com/le-marche-de-noel](http://www.mudbugmadness.com/le-marche-de-noel).

The **Louisiana Office of Tourism** is seeking site nominations for the new **Louisiana Civil Rights Trail**. Submissions are not limited to sites, but can include events, persons, activities, stories, or experiences that had a significant impact on the Civil Rights Movement in Louisiana. Site nominations can be submitted online at [www.louisianacivilrightstrail.com](http://www.louisianacivilrightstrail.com).

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