January-June 2016 Notable Accomplishments

The Shreveport-Bossier Convention and Tourist Bureau’s executive leadership team, led by Stacy Brown, president, presented the 2016 six month report to the board of directors at the July board meeting. There were several notable accomplishments. For more information, visit www.Shreveport-Bossier.org/industry-partners/research.

Volume of Visitors to Shreveport-Bossier

3,247,000

Mainly coming from Texas, Arkansas and Louisiana, over 3 million people visit Shreveport-Bossier annually. Each visitor stays an average of 2.6 nights and has the following spending habits:

- Lodging: 23%
- Gaming: 23%
- Shopping: 22%
- Dining: 18%
- Entertainment: 11%
- Transportation: 5%

Average visitor spending in town

$838.02 per trip

On top of this, Shreveport-Bossier has a 70% repeat visitation rate.

Direct International Visitor Spending

$1,162,264

Top Six International Markets
1. Canada
2. United Kingdom
3. Puerto Rico
4. Mexico
5. Italy
6. China

Definite Conventions/Events Booked

<table>
<thead>
<tr>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>55</td>
<td>13,852</td>
</tr>
<tr>
<td>2016</td>
<td>72</td>
<td>15,252</td>
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</table>

31% Total Increase

For 2017, Shreveport-Bossier has landed the 2017 Alpha Kappa Alpha South Central Regional Conference. Nearly 4,000 delegates are expected to attend.

Definite Sporting Events Booked

<table>
<thead>
<tr>
<th>Total</th>
<th>Room Nights</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>48</td>
<td>13,401</td>
</tr>
<tr>
<td>2016</td>
<td>58</td>
<td>11,444</td>
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</table>

21% Total Increase

Be a Fan of Shreveport-Bossier Campaign

Started a new National Travel and Tourism Week campaign – Be a Fan of Shreveport-Bossier – to encourage locals to visit attractions, May 1-7. Campaign highlights included:

- 3,780 pageviews for the microsite, 823 contest entries
- 87% of survey respondents indicated they learned about an attraction they were not aware of
- 87% said they will visit at least one of the participating attractions in the future

Get Social with Us!

- @LouisianasOtherSide
- @sbcctb
- @seeshreveportbossier
- /sbcctb11

Blog: www.20x49.com
Events: www.SBFunGuide.com
Que’brelyn Hill, sports sales and services coordinator, and Suzanne Card, convention sales manager, in conjunction with partners from Hilton Hotel Shreveport and Shreveport Convention Center attended Connect Marketplace in Grapevine, Texas, Aug. 25-27. Together the Shreveport-Bossier representatives had nearly 100 appointments with the corporate, association, specialty and sports markets.

Dianna Douglas, regional convention sales manager, hosted a site visit for the Professional Outdoor Media Association, Aug. 10-12 and won the bid to host the convention for 400 delegates in June 2017.

Brandy Evans, vice president of communications, was reappointed to the Louisiana Tourism Development Commission 19-member board of directors. Appointees are from various parts of Louisiana and represent the interests of tourism in their respective communities.

Kevin Flowers, convention sales manager, attended the Your Military Reunion Connection Marketplace in New Orleans, July 12-16, where he had 23 appointments and received three requests for proposals.

Erica Telsee, tourism sales manager, attended the South Central Motorcoach Association (SCMA)/Georgia Motorcoach Association (GMA)/Alabama Motorcoach Association (AMA) joint regional meeting in Florence, Ala., July 16-20, where she had 19 appointments and received three leads. During the conference, she sat on a panel for destination marketing organizations and attractions about how to develop new group experiences. She also completed her two-year term on the board of directors of SCMA.


The Shreveport-Bossier Convention and Tourist Bureau successfully hosted the Lt. Governor’s Tourism Summit, a statewide gathering of Louisiana tourism and hospitality professionals organized annually by the Louisiana Travel Promotion Association (LTPA), in Shreveport-Bossier, Aug. 23-25.

The Lt. Governor’s Tourism Summit included a keynote address by Lt. Governor Billy Nungesser as well as educational panels, break-out sessions and guest speakers addressing the latest tourism and hospitality industry trends.

Submit your events to www.SBFunGuide.com today to be included in future promotional efforts.

Billed as the largest LTPA event of the year, the Lt. Governor’s Tourism Summit included a keynote address by Lt. Governor Billy Nungesser as well as educational panels, break-out sessions and guest speakers addressing the latest tourism and hospitality industry trends.
Luxury Riverboat Cruise to Stop in Shreveport, Louisiana

The French American Line, a premium river cruise tour company, will bring the multi-million dollar refurbished river cruise ship, Louisiane, to Shreveport five times over the next year beginning with a holiday-themed cruise during its inaugural season in December 2016.

The French American Line will focus on French culture and cuisine and set itself apart from other river cruise companies in the United States by offering unique itineraries such as voyages along the Red River, which have not been offered for years. With only 75 suites and staterooms, the Louisiane is small enough to cruise waterways that larger riverboats cannot.

“We encourage everyone to visit our great state and share in its beauty, and we welcome French America Line and their mission to help us tell Louisiana’s story,” said Gov. John Bel Edwards.

While in Shreveport, guests aboard the Louisiane will have the opportunity to take a city tour from a local expert, tour the American Rose Center, visit R.W. Norton Art Gallery, taste beer from Great Raft Brewing and shop at the Enchanted Garden.

Special Culinary Event to Feature Local Food Icons

Love local food? Join the Shreveport-Bossier Convention and Tourist Bureau for the second installment of “Eat Here: A Culinary Celebration of Shreveport-Bossier.” This night of food, culinary history and conversation will be held at Sainte Terre in Benton, 7 p.m., Friday, Sept. 23, and will explore the delicious stories behind popular local dishes including stuffed shrimp from Eddie’s Seafood & Soulfood Restaurant, ice box pies from Strawn’s Eat Shop, all-the-rage Hawaiian cuisine from the Ono’s Traditional Hawaiian Cuisine and more. These dishes will be served while special guests from each restaurant discuss the history behind each dish. Four courses will be served.

Two new short videos about food in Shreveport-Bossier will be premiered. Chef Holly Schreiber of Sainte Terre will create a special dish for this event that will imagine an iconic Shreveport-Bossier food of the future. In addition to the public, this event will be attended by eight visiting food writers representing publications ranging from AAA Southern Traveler to Zagat.com.

Tickets are $35 each and may be purchased online via Eventbrite. No tickets will be sold at the door.

We encourage everyone to visit our great state and share in its beauty, and we welcome French America Line and their mission to help us tell Louisiana’s story.”

- Gov. John Bel Edwards

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For more information, visit www.frenchamericaline.com.

Visitors' Guide Ad Reservations

Due by Sept. 30

The Shreveport-Bossier Convention and Tourist Bureau is taking space reservations for the 2017 Official Visitors’ Guide to Shreveport-Bossier, Louisiana. This publication is the primary fulfillment piece for visitor inquiries. A minimum of 90,000 guides are printed annually and distributed to visitors in hotels and visitor centers across the state of Louisiana, as well as distributed regionally and nationally.

For the first time, the Tourist Bureau will be offering paid ad placement on www.Shreveport-Bossier.org. Advertising will only be available for sale to businesses who purchase print ads in the 2017 Visitors’ Guide. Ad sales close on Friday, Sept. 30.

To receive a rate card and reserve ad space, contact Hollie Fritz, sales representative, at 318-470-6661 or holliefritz@hotmail.com.

Reserve Today!

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Industry Briefs:

Margaritaville Resort Casino’s newest addition to the property’s award-winning dining roster, Bamboo Asian Café, is now open. Bamboo Asian Café presents the culinary creations of Chef Frederick Ngo, head chef at Jimmy’s Seafood & Steak. A native of Vietnam, Chef Frederick proudly prepares traditional dishes from home, as well as a host of other delicious Asian selections.

The Shreveport-Bossier Sports Commission is hosting a NBA preseason game, 7 p.m., Saturday, Oct. 1 at the CenturyLink Center in Bossier City. Tickets for the Dallas Mavericks versus the New Orleans Pelicans are available at the CenturyLink Center Box Office or online through Ticketmaster.

The Southeast Tourism Society (STS) has named the Red River Revel Arts Festival (Oct. 1-8.) and State Fair of Louisiana (Tuesdays through Sundays, Oct. 27 – Nov. 13) as two of the STS Top 20 Events in the Southeast for Oct. 2016. The STS Top 20 Festival and Event Awards have highlighted programs around the Southeast since 1985. STS, founded in 1983 and headquartered in Atlanta, Ga., is a non-profit organization dedicated to promoting tourism to and within 12 states – Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and West Virginia.