

TravelTalk

July - August 2018 Newsletter



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New Advertising Creative Promotes Summer Fun in Shreveport-Bossier

The Shreveport-Bossier Convention and Tourist Bureau is ramping up its efforts to drive overnight visitation during the summer season. New creative encourages visitors to, "Find Your Fun Side." Marketing efforts include targeted digital ads, print magazines, social media, and public relations efforts to drive visitor engagement.

Visitors can enter to win a Shreveport-Bossier Summer Vacation Getaway online at www.Shreveport-Bossier.org/Summer through July 31. The contest winner will receive a two-night stay at Hampton Inn Bossier City and gift cards to local businesses including Enchanted Garden, Strawn's Eat Shop, Real BBQ and More, and Louisiana Boardwalk Outlets. Additionally, visitors can receive additional entries to the contest by taking a selfie and using the hashtag "#SBFunSide" at the new selfie stations placed at local attractions. These spots include the Louisiana Boardwalk Outlets, Great Raft Brewing, the "Call to Action" mural located at the Downtown



Visitors can receive additional entries to the Summer Vacation Getaway by taking a selfie and using the hashtag #SBFunSide at selfie stations placed at local attractions.

Shreveport Visitors Center, and more. The selfie stations are marked by a vinyl sidewalk sticker applique.

New to this year's summer campaign is a pop-up event at Lakewood Brewing Company in Garland, Texas, 4-8 p.m., Saturday, July 21. The Shreveport-Bossier Roadshow will include door prizes, free food and drink for the first 50 guests to check-in after 4 p.m., and a live performance by 13-piece Louisiana afrobeat group, Ouro Boar. The Ouro Boar performance will begin at 6 p.m. Admission is

free. The purpose of the Shreveport-Bossier Roadshow is to say "thank you" to regional communities near Shreveport-Bossier for their continued support.

Find Your Fun Side!

To learn more about the Shreveport-Bossier summer promotion, go online to www.Shreveport-Bossier.org/Summer.

Dates to Remember:

Hospitality Breakfast

- 7/11 8 a.m.
Ernest's Orleans Restaurant
- 8/1 8 a.m.
Hilton Hotel Shreveport

Hotel and Lodging Association Meeting

- 7/12 Noon
Louisiana Boardwalk Outlets
- 8/9 Noon
Location TBD

For more Hotel and Lodging Association information, contact Joanna Folse Alexander at joannafolse@yahoo.com.

Get Social with Us!

- f /LouisianasOtherSide
- @sbctb
- @seeshreveportbossier
- /ShreveportBossier
- Blog: www.20x49.com
- Events: www.SBFunGuide.com

SEE IT. BET IT. TASTE IT.

www.Shreveport-Bossier.org

»»» Your Bureau at Work

- Thursdays-Sundays** **Pandas: An IMAX Original Film**
IMAX Dome Theater at Sci-Port Discovery Center
- Thursdays-Sundays** **Journey to the South Pacific: An IMAX Original Film**
IMAX Dome Theater at Sci-Port Discovery Center
- Sundays through 7/15** **Benton Farmers' Market**
495 Simpson Street, Benton
- Saturdays through 8/25** **Shreveport Farmers' Market**
Festival Plaza
- Saturdays through 11/24** **Bossier City Farmers' Market**
Pierre Bossier Mall
- 7/1-3** **Victory Belles: Armed Forces Appreciation**
Margaritaville Resort Casino
- 7/4** **KTBS KPXJ Independence Day Festival**
Festival Plaza
- 7/4** **Great Raft Brewing's Independents Day**
Great Raft Brewing
- 7/7** **The Donny & Marie Summer 2018 Tour**
Horseshoe Casino & Hotel Riverdome
- 7/12** **Glow Greenwood**
Boothill Speedway
- 7/14** **Darren Knight's Southern Momma and 'Em Comedy Tour**
Horseshoe Casino & Hotel Riverdome
- 7/14** **Arsenio Hall**
Sam's Town Hotel & Casino
- 7/14** **Eddie's Restaurant 40th Anniversary**
Eddie's Restaurant
- 7/20** **Cheap Trick**
Horseshoe Casino & Hotel Riverdome
- 7/21-22** **SBC Anime Festival**
Bossier Civic Center
- 7/28** **Shreveport Urban Film Festival**
Crystal Stairs Restaurant
- 8/10** **Shreveport Night Market**
Mall St. Vincent
- 8/10** **Hank Williams Jr.**
Horseshoe Casino & Hotel Riverdome
- 8/17-19** **Geek'd Con 2018**
Shreveport Convention Center
- 8/31** **Tracy Lawrence**
DiamondJacks Casino and Hotel

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



Erica Telsee

David Bradley, vice president of sales, and **Erica Telsee**, tourism sales manager, attended IPW in Denver, Colo., May 19-23. More than 6,000 attendees from 70 countries attended.

Bradley, who participated in the Louisiana Office of Tourism's booth, and Telsee, who participated in the National Scenic Byway's booth, had three-days of intensive appointments with tour operators, travel buyers and wholesale travel suppliers from around the world.



Chris Jay

Chris Jay, public relations and social media manager, reported that the Tourist Bureau's official destination blog, www.20x49.com, received its highest monthly readership since

2012. The blog was visited 19,982 times during the month of May 2018, a 170% increase over April's traffic.



Pat Gill

Pat Gill, internet and systems manager, attended the Simpleview Summit in Scottsdale, Ariz., May 7-9. Simpleview Summit is an in-depth travel technology users

conference that includes Simpleview product training, news about upcoming Simpleview products and service, networking opportunities for DMO professionals and education on industry trends and best practices.



Aly Velasquez

Aly Velasquez, marketing associate, attended the Southeast Tourism Society Marketing College, June 24-29 in Dahlonega, Ga. Students participated in a curriculum designed to teach marketing techniques about all facets of the tourism industry.



On June 6, the **Shreveport-Bossier Sports Commission** hosted the Louisiana High School Coaches

Association Convention at the Shreveport Convention Center. Attendees included Dr. Lou Holtz of ESPN, Notre Dame Fighting Irish Athletics, head coaches from LSU Football, and Louisiana Tech Athletics.

On June 8-9, the **Shreveport-Bossier Sports Commission** assisted with the Central Region Baton Twirling Championships at Northwood High School. More than 200 athletes competed for regional titles in group and individual events. Many of the athletes who competed are preparing for the 60th Anniversary U.S. National Baton Twirling Championships to be held, July 8-14, in Jacksonville, Fla.

The **Shreveport-Bossier Sports Commission**, Red River Waterway Commission and Horseshoe Casino and Hotel hosted the 2018 Bass Pro Shops Central Open #3 on the Red River, June 14-16.



Stories such as "Impossible Burger Lands in Shreveport" contributed to www.20x49.com's success in May 2018. The month saw the blog's highest monthly readership since 2012.

The Shreveport-Bossier Community Welcomed 2018 MISS USA® and 2018 MISS TEEN USA® Pageants

In May, Shreveport-Bossier welcomed the 2018 MISS USA® and 2018 MISS TEEN USA® pageants. This year's pageant marked the 20th anniversary of the competition's first appearance in the sister cities. Pageant contestants and their families arrived in Shreveport-Bossier on May 11, and remained until after the 2018 MISS USA® Competition Finals on May 21.

The Shreveport-Bossier Convention and Tourist Bureau, its board of directors and staff thank the community volunteers, restaurant sponsors, businesses, civic leaders, and others who made this event a huge success. The Tourist Bureau would like to extend a special thank you to the Diamond Crown Sponsors: City of Shreveport,



Shreveport-Bossier welcomed the 2018 MISS USA® and 2018 MISS TEEN USA® pageant contestants with a special Mardi Gras in May in downtown Shreveport. The parade included all 102 contestants, local dignitaries, local Mardi Gras krewes, and more.

Caddo Parish Commission, City of Bossier City, Bossier Parish Police Jury, and Louisiana Office of Tourism.

Shreveport-Bossier is known to its visitors as the epitome of Southern hospitality. Some of the

personal touches coordinated by the community included a welcome crew and baggage handlers at the Shreveport Regional Airport, welcome tables with goodie bags at the two host hotels, craft services for pageant crew daily at the main

venue, and police escorts for the contestants.

The sold out 2018 MISS USA® Competition Finals aired live on May 21 on FOX, from George's Pond at Hirsch Coliseum in Shreveport-Bossier.



New Group Requests Control of Sci-Port

Red River STEM, a new non-profit entity, hopes to operate a children's science center in the building known as Sci-Port Discover Center. The Community Foundation of North Louisiana will act as the fiscal agent of the Red River STEM, pending its federal tax-exempt status.

At the June 26 Shreveport City Council meeting, the Red River STEM requested that the City of Shreveport enter into a Cooperative Endeavor Agreement so that it may operate a children's science center in the city-owned Sci-Port Discover Center building. The request was approved by the city council.

Jay Pierson, an attorney who is counsel with Blanchard, Walker, O'Quin and Roberts, has agreed to serve as Chairman of the Board. According to Pierson, the new board will assemble quickly, with a priority placed on hiring an executive director.



Sci-Port's Power of Play Children's Museum and IMAX DOME Theater are open 9 a.m. to 5 p.m., Thursday-Saturday, and 12 p.m. to 5 p.m., Sunday.

Witt Caruthers, a former board member and one of the early supporters of Sci-Port, expressed his support for the new plan. "We are excited to see a children's science center operate under new leadership. The community has been very supportive of Sci-Port since its inception. We are elated that a new entity plans to operate the center and keep the valuable city building occupied with operations in a way that honors the original Sci-Port mission."

Sickle Cell Softball Tournament to be Held in July



The Shreveport-Bossier Sports Commission is sponsoring The 41st Sickle Cell Softball Tournament, July 13-15, at Cargill Park. The Sickle Cell Softball Tournament is a major fundraiser for the Northwest Louisiana chapter of the Sickle Cell Disease Association of America.

Director Lillian Bradford said this year's goal is to raise \$50,000. "These funds are used to help patients who are in need who are not on Medicaid or Medicare," said Bradford. "Many can get help, but not with all the things they need. Sickle Cell affects the whole family. We come in and try

to subsidize the family, whether it's for emergency medical needs, housing, transportation, or whatever else they need."

Historically, the tournament brings 150 to 200 softball teams from across the country to the Shreveport-Bossier area. Teams stay in local hotels, eat at area restaurants and entertain themselves and their families at attractions throughout their stay. The estimated economic impact of the Sickle Cell Softball Tournament is \$750,000.

For more information, visit www.ShreveportBossierSports.com.



Industry Briefs:

The Shreveport-Bossier Sports Commission is bringing back the **Raising Canes Red River Balloon Rally**, July 13-14, on the campus of Louisiana State University in Shreveport. The public event will follow the U.S. Hot Air Balloon Nationals Competition which will include hot air balloons flying over Shreveport-Bossier, July 8-15.

The **2018 Red River Margarita Pour Off** will be held in Festival Plaza, Sept. 1. This year's event will include a margarita and taco competition, three lucha libre wrestling shows, a bouncy house for children and more.

Emerie Gentry has been named the new Executive Director of the



Raising Canes
Red River
Balloon Rally

Highland Jazz and Blues Festival. This year's festival will take place, Sept. 15, in Columbia Park.

The **Shreveport-Bossier Hotel and Lodging Association** invited the **Shreveport-Bossier Attractions Association** to collaborate Thursday, July 12 at the organization's monthly meeting. The goal was to discuss future partnerships between hotels and attractions.

Board of Directors:

Tanita Baker,
Chairwoman
Shreveport-Bossier African
American Chamber of
Commerce*

Rob Brown,
Vice Chairman
Shreveport-Bossier Hotel
& Lodging Association*

Jason McKinney,
Treasurer
Louisiana Restaurant
Association*

Patricia Wooldridge,
Secretary
Caddo Rural Municipalities*

Dick Bremer,
Greater Shreveport
Chamber of Commerce*

Sandy Cimino,
Bossier Chamber
of Commerce*

Joanna Folsie-Alexander,
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& Lodging Association*

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Mary Dunn,
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Emma Hebert,
Shreveport-Bossier Hotel
& Lodging Association*

Kellie Morris,
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Shelli Murphy,
Shreveport-Bossier
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Africa Price,
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Gary Theus,
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