



Shreveport-Bossier Convention & Tourist Bureau

TravelTalk

November - December 2018 Newsletter

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Shreveport-Bossier Convention and Tourist Bureau Hosts Inaugural Family Reunion Workshop and Vendor Fair

The Shreveport-Bossier Convention and Tourist Bureau hosted the inaugural Family Reunion Planning Workshop and Vendor Fair on Saturday, Oct. 27 at Valencia Park Community Center in Shreveport. Shreveport Public Assembly and Recreation partnered with the Tourist Bureau to host the event.

The free event attracted 83 reunion planners from 12 cities including Little Rock, Ark.; Arlington, Texas; Collinsville, Texas; Dallas, Texas; Shreveport; Bossier City; and Monroe. Attendees won door prizes, browsed a fair of local vendors, and attended two seminars led by reunion planning experts during the workshop. The workshop included the topics "How to Use Social Media to Build Reunion Attendance" and "How to Access the Free Family Reunion Planning Services of the Tourist Bureau."

A total of 22 companies were showcased at the event including Sam's Town Casino, Boomtown Casino, Southern University Museum of Art, Holiday Lanes, Robinson Film Center, Shreveport Limousine, SOBO



The Family Reunion Workshop and Vendor Fair drew 83 attendees from 12 cities and 22 companies that provide reunion planning services.

Promotional Products, Hilton Garden Inn and Homewood Suites, and more.

The Tourist Bureau provides free assistance with planning family reunions including securing hotel accommodations for groups and recommending caterers, venues and things to do.

"Shreveport-Bossier is an ideal location for family reunions for several reasons including affordability, wide range of local event venues, and variety of free and family-friendly attractions," said Erica Telsee, tourism sales manager at the Tourist Bureau

and lead organizer of the event.

"Reunions are great for the host community because they provide business during periods when business travel slows down," said David Bradley, vice president of sales and services at the Tourist Bureau. "Local host families, like those we got to know at this workshop, are very important to us."

The Tourist Bureau will host the Family Reunion Workshop and Vendor Fair annually. For more information, visit www.ShreveportReunions.com.

Dates to Remember:

Hospitality Breakfast

- 11/7** 8 a.m.
Homewood Suites by Hilton
Shreveport-Bossier
- 12/7** 11 a.m. to 2 p.m.
Christmas Open House,
Downtown Shreveport
Visitor Center

Hotel and Lodging Association Meeting

- 11/8** Noon
Louisiana State Fairgrounds

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

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SEE IT. BET IT. TASTE IT.
www.Shreveport-Bossier.org

10/24-11/16 Pinball: An American Game Experience
Louisiana State Exhibit Museum

10/25-11/11 The State Fair of Louisiana
Louisiana State Fairgrounds

11/1-3 LRCA Finals Rodeo
George's Pond at Hirsch Coliseum

11/7 WAM: Wine, Art and Music
1800° Prime Steakhouse

11/10 Louisiana Boardwalk Bass
Pro Shop Santa Parade
Louisiana Boardwalk Outlets

11/10 Moscow Ballet's Great Russian Nutcracker
The Strand Theatre

11/15-18 Les Boutiques de Noel
Bossier Civic Center

11/16 Patti LaBelle
Horseshoe Casino & Hotel Riverdome

11/17 RCA National Black Rodeo Finals
CenturyLink Center

11/23-12/23 Christmas in Roseland
American Rose Center

11/23 Willie Nelson and Family
Horseshoe Casino & Hotel Riverdome

11/24 Rockets Over the Red Fireworks Festival
Riverview Park and Louisiana Boardwalk
Outlets

12/1 Christmas on Caddo Fireworks Festival
Earl G. Williamson Park

12/1 Country Christmas Festival
Vivian Town Square

12/3 KCS Holiday Express
Shreveport KCS Yard, Gate 5

12/8 James Burton Christmas Concert:
Memories of Elvis
Margaritaville Paradise Theater

12/15 Shreveport-Bossier Holiday Classic
Centenary Gold Dome

12/16 Harry Connick Jr.
Shreveport Municipal Auditorium

12/20 A Charlie Brown Christmas
The Strand Theatre

12/27 Walk On's Independence Bowl
Independence Stadium

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

>>> Your Bureau at Work



Dianna Douglas

Dianna Douglas, regional convention sales manager, booked the Signature Equip Vision Conference for two dates in 2019.

The conferences will be held at Shreveport Convention Center, Feb. 28-March 3 and June 13-16. An estimated 1,054 people will be attending each event, and each conference will have an estimated economic impact of \$2.2 million.

The Communications Department and the Shreveport-Bossier Attractions Association (SBAA) hosted a SBAA seminar at Bossier Arts Council on Sept. 20. The topic was "Local Fundraising Tactics." It was led by local fundraising professionals Emily Smith, director of external relations at The Community Foundation of North Louisiana; Meghan Hochstetler, executive director of Robinson Film Center; and Sara Kleinecke, director of development at Salvation Army of Northwest Louisiana.



Stacy Brown

Stacy Brown, president, attended the Society of American Travel Writers (SATW) annual convention in Barbados, Sept. 23-27. SATW is a professional association comprised of 1,100 writers, photographers, editors, broadcast producers, bloggers, public relations experts, and hospitality industry representatives from the United States and Canada. The society's members represent some of the most influential content producers in the travel industry with work that can be seen throughout all print, digital and broadcast platforms.



Charlotte Rice

Brown and Charlotte Rice, executive assistant, attended the Scenic Byway quarterly meeting in Sarepta on Oct. 3.

Aly Velasquez, marketing associate, spoke about the promotional support that the Tourist Bureau provides to its partners at Shreveport Regional Arts Council's art



Aly Velasquez

administrator meeting on Oct. 3.

Chris Jay, social media and public relations manager, attended the 2018 Southern Foodways Symposium in Oxford, Miss., Oct. 11-13. He networked with

journalists from outlets including the *Atlanta Journal-Constitution*, *Garden & Gun*, and *The Oxford American*, as well as numerous freelancers and independent media producers.



Chris Jay

Jay also hosted an adventure-themed media tour of Shreveport-Bossier, Oct. 18-21, with seven participating media journalists, from outlets including *Texas Lifestyles Magazine*, *Country Roads Magazine*, *The Oklahoman*, and *The Texarkana Gazette* took part in activities such as a visit to Chimp Haven, zip-lining at Gators and Friends Adventure Park and dining in local restaurants.

The Convention and Tourism Sales Department assisted with American Kitefliers Association's annual convention, Oct. 15-20. Flying competitions took place at Shreveport Convention Center and Louisiana State University Shreveport. Cumulus Media partnered to host the Saturday flying competitions at LSUS.

The Shreveport-Bossier Sports Commission will host Battle on the Hardwood at Bossier High School and Rusheon Middle School, Nov. 15-17. The annual tournament showcases the region's top high school women's basketball teams.



The Convention and Tourism Sales Department assisted with American Kitefliers Association's annual convention, Oct. 15-20.

Shreveport-Bossier Ranked a Top 10 "Hottest Southern Soundscape" by *ConventionSouth*

Shreveport-Bossier has been recognized as one of the 10 "Hottest Southern Soundscapes" in 2018 by *ConventionSouth*. The list of the 10 winning cities are featured in the November 2018 issue of *ConventionSouth*.

ConventionSouth magazine is a national multimedia resource for planning events in the South and is circulated to more than 18,000 national meeting professionals.

"We are honored to receive this recognition. This title is an opportunity to promote Shreveport-Bossier's rich music history to convention planners," said David Bradley, vice president of sales and services at the Tourist Bureau.



ConventionSouth readers voted Shreveport-Bossier as a top southern destination with a vibrant music scene.

This September, *ConventionSouth* magazine asked readers and fans to vote on destinations where groups can best experience unique music while holding a meeting or event. The Facebook ballot provided a list of 35 music destinations across the South.

Shreveport-Bossier was ranked among other renowned Southern music destinations including Little Rock, Arkansas; Louisville, Kentucky; Nashville, Tennessee; Richmond, Virginia; Natchitoches; and more.

Along with Shreveport-Bossier's

vibrant nightlife and music scene, Shreveport Municipal Auditorium attracts music lovers and Elvis Presley fans from all over the world. During the Backstage Music Tour at Shreveport Municipal Auditorium, visitors and locals can learn how the Louisiana Hayride helped launch the careers of stars like Hank Williams, Johnny Cash and Elvis Presley. November and December Backstage Music Tours are scheduled to take place Nov. 11, Nov. 29, Dec. 2, and Dec. 9.

For more information about upcoming Backstage Music Tours and concerts in Shreveport-Bossier, visit www.SBFunGuide.com.

The Louisiana Office of Tourism Showcases North and Central Louisiana to Group Tour Operators



attractions. The group explored Shreveport-Bossier, Monroe-West Monroe, Ferriday, Alexandria, and Natchitoches.

Erica Telsee, tourism sales manager at the Tourist Bureau, assisted with the tour while the group visited Shreveport-Bossier. "Partnering with the Louisiana Office of Tourism allows us to tap into a larger market of tour operators who could potentially plan a group tour in Shreveport-Bossier," said Telsee.

The tour operators visited several Shreveport-Bossier attractions and festivals including the Red River Revel Arts Festival, American Rose Center, Southern University Museum of Art, Shreveport Municipal Auditorium, R. W. Norton Art Gallery, Us Up North Dining Experience, and more.

To learn more about group tours in Shreveport-Bossier, visit www.Shreveport-Bossier.org/Groups.

Eight domestic tour operators explored north and central Louisiana's festivals and attractions.

The Louisiana Office of Tourism hosted eight domestic tour operators on a familiarization tour, Oct. 1-5. The tour operators represented four states in the southeastern United States' drive-markets including Texas, Arkansas, Alabama, and Georgia. The tour's goal was to showcase north and central Louisiana's fall festivals, restaurants, museums, and historic

Third Annual Shreveport-Bossier Holiday Classic Returns, Dec. 15

The Shreveport-Bossier Sports Commission will host the third annual Southland Printing Shreveport-Bossier Holiday Classic, on Dec. 15, at Centenary College's Gold Dome. This event is the area's collegiate kick-off basketball event and will feature four exciting college match ups.

"Collegiate basketball events like this are a great asset to the community because they provide a family-friendly, holiday activity for sports fans," said Kelly Wells, executive director of the Shreveport-Bossier Sports Commission.

The tournament schedule includes Centenary College's women's and men's teams, LeTourneau University's women's and men's teams, East Texas Baptist University, Northwestern State



The Shreveport-Bossier Sports Commission will host the region's collegiate basketball season kick-off event.

University, and Southern University Shreveport. Three teams that will be playing at the tournament are ranked in NCAA Division III Southern Conference including LeTourneau University men's team, which ranks third; East Texas Baptist University women's team, which ranks fourth; and East Texas Baptist University men's team, which ranks fifth.

For a complete tournament schedule and to learn more, visit www.ShreveportBossierSports.com.

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Industry Briefs:

The groundbreaking for **The Common Park** was held on Oct. 16 at Central Artstation. The park will transform 2.4 acres of concrete into a programmable greenspace. The park is located in the heart of Shreveport Common, bound by the 800 block of Texas Avenue and Cotton Street, and is within one block of Shreveport Municipal Auditorium. The park is scheduled to be completed by the summer of 2019.

"Pinball: An American Game Experience" will be on display at Louisiana State Exhibit Museum, Oct. 24-Nov. 16. The exhibit will include pinball machines from the 1930s to the 1990s, memorabilia,

and interactive displays that illustrate the mechanics behind pinball. Visitors to the exhibit will be able to play the pinball machines on display for free.

Sci-Port Discovery Center re-opened the Exploration Gallery and Space Dome Planetarium on Oct. 18. These exhibits are now open alongside the Power of Play (POP) Children's Museum, which re-opened March 2, and IMAX Dome Theater, which re-opened April 7.

Tubbs Hardware & Cajun Gifts, a popular shopping destination during Carnival season, recently unveiled their new Mardi Gras mural featuring the store's mascot, Tubby.

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