

FOR IMMEDIATE RELEASE

Emma Boone

Visit Shreveport-Bossier

Public Relations/Digital Content Manager

eboone@visitshrevestportbossier.org

318-429-0630 ext. 119



November 13, 2023

National Tour Association Travel Exchange '23 in Shreveport-Bossier

Shreveport-Bossier, LA – More than 700 registered participants will be in Shreveport-Bossier for the National Tour Association Travel Exchange '23 and International Tour Management Institute Symposium from November 12-15. Tour operators and travel advisors are teaming up with destination representatives and suppliers to revitalize tour itineraries, and they're doing so right here in Northwest Louisiana.

“We are elated that Shreveport-Bossier has been selected as the host city for the National Tour Association Travel Exchange '23 and Symposium,” said Stacy Brown, Visit Shreveport-Bossier President, and CEO. “This conference will allow us to showcase who we are as a truly unique travel destination and give tour operators and travel industry professionals worldwide a chance to see that we have enough flavor, style, and soul for two cities!”

The economic impact of the conference is estimated to be **1.7 million dollars** but could be more once tour operators start bringing travelers to the Shreveport-Bossier area. Visit Shreveport-Bossier will take tour operators and suppliers through the city during various sightseeing tours and evening events at many historical landmarks and local hot spots.

“On behalf of our entire community, I am excited to offer a warm welcome to all the National Tour Association Travel Exchange '23 and Symposium members,” says Mayor Thomas Chandler of Bossier City. “I am so grateful you chose our city for your conference this year. We are sure that you will enjoy your trip and your stay. John Steinbeck said, “People don't take trips... trips take people.” As you visit Bossier City this weekend, I hope that you are “taken” by our friendliness, our food, our culture, and most of all by the excitement of our city. Thank you for choosing Bossier City, and please accept my welcome and invitation for you to return.”

“Shreveport welcomes the National Tour Association Travel Exchange '23 and Symposium with open arms and Southern hospitality. As Mayor, I am honored to extend a warm invitation to all attendees, inviting you to discover the rich culture, vibrant history, and unique charm that our city has to offer. Shreveport is thrilled to be the backdrop for the National Tour Association Travel Exchange '23 and Symposium, and we look forward to showcasing the best of our city to visitors from across the nation,” says Mayor Tom Arceneaux of Shreveport.

“Members are excited about Shreveport-Bossier and can't wait for National Tour Association Travel Exchange '23 to get started,” said the National Tour Association's President Catherine Prather.

“Registration is up 30% over last year's event, which proves that our packaged-travel professionals are eager to explore new business with each other and a city with a vibrant culture, rich history, and fantastic food.”

These industry experts will visit our city to explore, engage, and discover all Shreveport-Bossier has to offer as a destination. National Tour Association Travel Exchange '23 is an opportunity for the Shreveport-Bossier community to shine on the national stage and showcase the unique charm and attractions that make us a premier destination in Northwest Louisiana.

“Bringing the National Tour Association's Annual TREX conference to our community creates an opportunity to showcase the region's attractions, history, food, and hospitality to hundreds of the top tour operators and industry leaders,” said David Bradley, Vice President of Business Development at Visit Shreveport-Bossier.

###

The National Tour Association (NTA) has a global membership of tourism professionals involved in the growth and development of the packaged travel industry. Its membership includes tour operator companies - group, independent, inbound, and outbound - and the destinations and suppliers that partner with them. The association is committed to providing business results and information to its members while offering a collaborative, caring environment to build relationships.

Visit Shreveport-Bossier, a metropolitan area of about 350,000 people. It is situated in northwest Louisiana, about 15 minutes from the Texas border on the west and 30 minutes from the Arkansas border on the north. The Shreveport-Bossier Convention and Tourist Bureau works to increase visitation to the area, creating a positive economic impact. For more information, visit www.Shreveport-Bossier.org. For a complete list of events, visit www.SBFunGuide.com.