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January 23, 2025

## SHREVEPORT-BOSSIER: THE RISING STAR FOR FILM & ENTERTAINMENT IN 2025

**Shreveport-Bossier, LA** – The Shreveport-Bossier region ranked among [Pollstar's top 100 U.S. concert markets in 2024](#). Recognized as part of the Shreveport-Texarkana DMA (Designated Market Area), this accomplishment was largely impacted by the success of the Brookshire Grocery Arena and emphasizes how **2025 will be a promising year in the entertainment industry for Shreveport-Bossier**.

This recognition, based on box office success at live events in each city. The [Brookshire Grocery Arena](#) accounted for 79% of concert attendees and 81% of ticket sales in the [Shreveport-Texarkana DMA](#). The chart below breaks down where attendees traveled from:

State	Attendees by %
Texas	37%
Louisiana	35%
Arkansas	9%

*The remainder of concert attendees traveled from states including: Mississippi, Oklahoma, Florida, Alabama, Tennessee, Georgia, and Missouri.*

“We are thrilled that the Shreveport-Texarkana market made its debut in the 2024 top concert market rankings,” said Tyler Slanovec, General Manager at the Brookshire Grocery Arena. “It was a profitable year with sold-out shows from Cody Johnson, Creed, Jelly Roll, Hank Williams Jr., and the return of Trans-Siberian Orchestra for the first time in 12 years. Overall, these accomplishments reflect the incredible community support for our Arena and other local venues. We are extremely excited to build upon these successes as we celebrate our 25th Anniversary in 2025.”

Shreveport-Bossier’s rich entertainment legacy is rooted in historic venues like the Shreveport Municipal Auditorium—home of the Louisiana Hayride, where legends like Elvis Presley and Johnny Cash got their start—and the Strand Theatre, Louisiana’s Official State

Theatre, which first opened in 1925. The Louisiana Grandstand, a 1925 historic landmark, is one of Shreveport-Bossier's newest music venues.

The Shreveport-Bossier Film & Entertainment Commission is elevating the region's reputation as a hub for film and entertainment. Through promoting our unique assets, bringing film productions, and developing future attractions like music museums and cultural tours, the Commission is revitalizing Shreveport-Bossier's entertainment scene.

"We are excited about the incredible momentum in Shreveport-Bossier's film and entertainment industry," said Wade Marshall, Film & Entertainment Commissioner with Visit Shreveport-Bossier. "Every effort is geared towards enhancing our community and showcasing how Shreveport-Bossier is a dynamic destination, alive with music, art, film, food, festivals, and history."

Additionally, Curtis "50 Cent" Jackson's G-Unit Inc. continues to invest in the community. The success of events like Humor & Harmony Weekend in August 2024, which brought many large entertainers including comedians Dave Chappelle and Matt Rife to the Shreveport Municipal Auditorium, highlights the potential for large-scale festivals in the area.

Building on its thriving entertainment scene, Shreveport-Bossier will welcome two new attractions: **LIVE! Casino & Hotel Louisiana**, opening February 13th with luxury accommodations, gaming, dining, and live entertainment, and **Chasing Aces**, debuting in Spring/Summer 2025 with cutting-edge range bays, mini putting, a golf shop, and social dining.

The future is bright for the film and entertainment industry in Shreveport-Bossier. This industry growth will not only create more jobs but also foster community pride among residents and drive positive economic impact, supporting infrastructure improvements, community amenities, and public services—ensuring long-term prosperity for Shreveport-Bossier.

For live events, festivals, and concerts happening every weekend in Shreveport-Bossier, Louisiana, explore the [SB Fun Guide](#), the Visit Shreveport-Bossier events calendar at [www.VisitShreveportBossier.org](http://www.VisitShreveportBossier.org).

Upcoming concerts and events in Shreveport-Bossier:

- Kix Brooks & Friends, Louisiana Grandstand, January 31
- Harlem Globetrotters, Brookshire Grocery Arena, February 6
- Juvenile + 400 Degrees Band, Municipal Auditorium, February 14
- Sara Evans, Louisiana Grandstand, February 15
- Jo Koy: Just Being Koy Tour, The Strand Theatre, March 9
- Eli Young Band, Louisiana Grandstand, March 28

- State Ballet Theatre of Ukraine: Swan Lake, Municipal Auditorium, March 28
- Fred Armisen, Louisiana Grandstand, March 30
- Martin Lawrence at Brookshire Grocery Arena, April 4
- Golden Girls: The Laughs Continue, The Strand, April 16
- Parker McCollum: What Kinda Man Tour 2025, Brookshire Grocery Arena, July 24

**Photo Assets of Brookshire Grocery Arena and Historic Venues in Shreveport-Bossier located [HERE](#).**

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*To learn more about developments from Visit Shreveport-Bossier as they continue to help shape the future of our community, go to [www.VisitShreveportBossier.org](http://www.VisitShreveportBossier.org).*