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DESTINATION 318: JOIN THE SHREVEPORT-BOSSIER 100K TOURISM CHALLENGE

Shreveport-Bossier, LA – Visit Shreveport-Bossier, in collaboration with the Entrepreneurial Accelerator Program (EAP) a division of BRF, the City of Shreveport, and the City of Bossier City, is proud to announce **Destination 318**, an innovative \$100,000 competition aimed at driving economic growth, diversifying tourism offerings, and expanding business development for Shreveport, Bossier, Caddo and Bossier Parishes.

“Destination 318 was designed to encourage creative ideas to not only enhance the visitor experience but also the quality of life for residents,” says Stacy Brown, President & CEO of Visit Shreveport-Bossier. “From revitalizing urban areas to promoting outdoor recreational development, this tourism business competition focuses on making Shreveport-Bossier’s “hidden gems” more accessible to the average visitor, and ensures they have a one-of-a-kind experience in our destination.”

1st Place	\$50,000
2nd Place	\$25,000
3rd Place	\$10,000
4th Place	\$7,500
5th Place	\$5,000
6th Place	\$2,500
People’s Choice	\$2,000

This groundbreaking program, **totaling \$100,000 in award money**, targets expanding businesses across the hospitality and entertainment sectors, to create new visitor experiences that drive significant economic growth for Shreveport-Bossier.

“Shreveport, a hub of innovation, creativity, and culture, is proud to partake in Destination 318,” said Tom Arceneaux, Mayor of the City of Shreveport. “I applaud Visit Shreveport-Bossier for launching this initiative, which will help drive economic growth and showcase what makes our community special.”

Destination 318 invites submissions from individuals with tourism-related startups or existing businesses looking to expand or grow their product or service offerings in Caddo and Bossier Parishes. **Applications will be open from Saturday, February 1 to Friday, February 28, 2025.** Business concepts should focus on areas such as outdoor recreation and sports, hospitality, arts, culture, or entertainment.

The businesses need to align with the Destination Masterplan, which serves as a strategic roadmap for Shreveport-Bossier's long-term tourism and economic development. By ensuring that new tourism-related businesses and experiences fulfill an unmet need in our region, **Destination 318** can help create a more cohesive and sustainable visitor economy.

“Bossier City is proud to support Destination 318, a program that fosters business growth and enhances our regional tourism landscape,” says Tommy Chandler, the Mayor of the City of Bossier City. “By investing in new and expanding businesses, we’re ensuring that visitors and residents alike experience the very best of what Bossier-Shreveport has to offer.”

Participants must attend three mandatory educational workshops, hosted by EAP, to qualify for the competition. Topics of the workshops will focus on developing sustainable business models, marketing strategies, and scaling for long-term success.

Additionally, winners will have access to services such as legal and accounting advice, provided by outside companies to help ensure their long-term success. Businesses interested in offering their services to the winners of the competition are encouraged to reach out. For more information, please contact Karen M. Barnes, VP of Destination Development, at Destination318@visitshreveportbossier.org.

“At EAP, we are dedicated to empowering entrepreneurs with the tools and resources they need to succeed,” says Dave Smith, with BRF’s EAP. “Through Destination 318’s workshops, we’ll help participants refine their business models, develop strong marketing strategies, and scale their ideas for long-term success.”

Destination 318 will be transformative for Shreveport-Bossier, and by supporting local entrepreneurs, this program will not only aid in tourism development but also create a destination where visitors feel inspired, and locals feel invested.

For more information, eligibility and qualifications, and the full Destination Masterplan, visit www.VisitShreveportBossier.org/destination-318.

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[For additional Media Assets & full video of the press conference, visit here.](#)

To learn more about how Visit Shreveport-Bossier is continuing to help shape the future of the Shreveport-Bossier community, go to www.VisitShreveportBossier.org.

Explore the full [Destination Masterplan](#), and [why it was developed](#), to discover how Visit Shreveport-Bossier is redefining tourism and community development in the region.