

Travel Talk

March-April 2010

News from Louisiana's Other Side - Shreveport-Bossier Convention & Tourist Bureau



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*Appointing
Organization

Industry Briefs

The Greater Shreveport Chamber of Commerce Hires New Membership Development Manager

Crystal Allen Dallas joined the Greater Shreveport Chamber of Commerce staff in January as Membership Development Manager.

Mardi Gras Bash generates future convention business

Multiple group tour buses, media and meeting planners participated in the Mardi Gras Bash sponsored by the bureau for the weekends of Feb. 6 and 13. Special thanks to all of the partners that assisted in making this a positive experience that will undoubtedly generate future business. Special thanks to the assistance provided by the Caddo Council on Aging Retired Senior Volunteer Program.

"My client and I noticed and appreciated the attention to detail and relentless determination to acquire more business for the Shreveport area," said **Deatrice Muckle, Helms Brisco director of global accounts.** "We are delighted to include Shreveport as the host for the 2011 Gulf Coast Regional Conference. The extra time and effort you put in were certainly worthwhile. It will be a joy for me to work with such dedicated and talented people."



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

SBCTB "Outstanding CVB of the Year"

The Shreveport-Bossier Convention and Tourist Bureau was named "Outstanding CVB of the Year" for budgets \$750,000 and above. The organization was recognized by the Louisiana Travel Promotion Association during a luncheon, Jan. 28.

"We are humbled to receive the high honor of CVB of the Year and to be recognized by the state and our peers for our hard work and dedication to growing tourism in northwest Louisiana," said Stacy Brown, bureau president. "Our efforts have strengthened tourism overall and generated increased revenue in taxes for Caddo and Bossier

parishes, as well as the state of Louisiana."

Brown accepted the award at the annual tourism conference, which was held in Monroe during LTPA's Louey Awards Luncheon. Fairfield Place Bed and Breakfast also won Best B&B in the state.

The bureau's success can be attributed to leveraged partnerships, fiscal responsibility, consistent branding and marketing, and positive sales efforts. Shreveport-Bossier led the state every month in 2009 in hotel occupancy, ending the year with a 68.4 percent occupancy even while adding new hotels.



The Shreveport-Bossier Convention and Tourist Bureau was named Outstanding CVB of the Year. Accepting the award are SBCTB board members and president. Standing from left to right are treasurer of the board Luke Turner, board member Mary Dunn, president Stacy Brown, board member Kathy Jackson and vice chairman of the board Fredrick Henson.

SBCTB wins big

The Shreveport-Bossier Convention and Tourist Bureau won big at the 2010 Addy Awards hosted by the Shreveport-Bossier Ad Federation Club in February.

The bureau won five awards. Here is a breakdown of the honors:

- Gold Award - Folk Alliance Ledbelly Poster, Gorilla Design Studios
- Silver Award - Convention Follow-Up Postcard, Gorilla Design Studios
- Silver Award - Folk Alliance Ledbelly T-shirt, Gorilla Design Studios
- Bronze Award - Here is Where the Locals Eat Brochure, Gorilla Design Studios
- Silver Award - Festival Video, CRM Studios

Dates to Remember:

- **Hospitality Breakfast**
March 3, 8 a.m., Hilton Shreveport
- **Attractions Association**
March 10, 11 a.m., Courtyard by Marriott at the Louisiana Boardwalk
- **Shreveport-Bossier Hotel & Lodging Association**
March 9, 5 p.m., Courtyard by Marriott, Shreveport
- **Louisiana Restaurant Association**
TBA. Information: Gretchen Hamilton, 741-6543.
- **Information:** Ashley Roe-Davis, 752-1455.

Calendar of Events

March/April

- 3/4** Martini's With the Maestro. Artspace.
- 3/4** Opera Night. Ristorante Giuseppe.
- 3/4** Three Days Grace and Breaking Benjamin. CenturyTel Center.
- 3/5-14** The Dixie Swim Club. Woman's Department Club.
- 3/6** Cabaret. Strand Theatre.
- 3/6** First Saturday Tour: Great Artists Who Just Happen to Be Women. R.W. Norton Art Gallery
- 3/6** Harmony on the Red. LSUS Theatre.
- 3/7** Oscar Night at the Robinson Film Center. Robinson Film Center.
- 3/8** Preview of Shreveport Opera's La Boheme. Symphony House.
- 3/9** Horticulture Lecture-"How to Grow and Care for Orchids." Barnwell Garden & Art Center.
- 3/10-12** 2010 SWAC Basketball Championships. CenturyTel Center.
- 3/11** Casting Crowns. CenturyTel Center.
- 3/13** Brain Awareness Day: Dyslexia. Sci-Port: Louisiana's Science Center.
- 3/13** Harbingers of Spring Walk. Walter B. Jacobs Memorial Nature Park.
- 3/13** La Boheme. Riverview Theatre.
- 3/13** March Green Thumb Seminar-Lawns. Gardens of the American Rose Center.
- 3/18** TNT EXPRESS: A Trolley Tour that Explodes Art & Culture. Artspace.
- 3/20** Art Affaire in the Garden. Barnwell Garden & Art Center.
- 3/20** Mad Scientist Ball: It's Mad, Mad, Mad, Mad World. Sci-Port: Louisiana's Science Center.
- 3/24-28** The Rose Tattoo. Riverview Theatre.
- 3/26-27** The Louisiana Film Festival – Student Division. Robinson Film Center.
- 4/3** First Saturday Tour: The Spring Walking Tour. R.W. Norton Art Gallery.
- 4/8-10** CORK: A Red River Revel Wine Event. Festival Plaza.
- 4/9** Rowdy Friends 2010 with Hank Williams Jr., Janey Johnson and Eric Church. CenturyTel Center.
- 4/15** Simply Sinatra- Starring Steve Lippia. Strand Theatre.
- 4/15** TNT EXPRESS: A Trolley Tour that Explodes Art & Culture. Artspace.
- 4/17** Celebration of Caring. Barnwell Garden & Art Center.
- 4/18** The Wizard of Oz. Riverview Theatre.
- 4/24-25** Barksdale Airshow. Barksdale Air Force Base.
- 4/30** ArtBreak Talent Show. Shreveport Convention Center.
- 4/30-5/9** Don't Dress For Dinner. Women's Department Club.

Your Bureau at Work For You

Lisa Hayes, Senior Convention Sales Manager, attended the Louisiana Society of Association Executives in



Baton Rouge, Jan. 27-29. She was elected to serve another two-year term on the Board of Directors. Lisa also traveled to Las Vegas, Jan 20-22, and attended the Helms Briscoe Partner Fair.

Suzanne Manfredi, TMP, Convention Sales Manager, and Lisa attended the Louisiana Police Jury Association conference in Lake Charles, Feb. 25-27. During a reception, Suzanne - along with

president Stacy Brown and board members **Luke Turner** repre-

senting Bossier Parish Police Jury and **Betty Matthews** Caddo Parish Commission - gave a sneak preview

of what attendees could expect for the 2011 conference in Shreveport-Bossier. **Carolyn Dowden**, Services Coordinator, attended the Association for Convention Operation Management annual conference, Jan. 8-11 in Dallas.

Kevin Flowers, Convention Sales Coordinator, and Carolyn set up a booth at the Weddings With Style Signature Bridal Show at the Bossier Civic Center, Feb. 21.



Kevin Flowers
Convention Sales
Coordinator

SBCTB reflects on 2009 accomplishments

Shreveport-Bossier led the state in hotel occupancy every month in 2009 ending the year with a 68.4 percent occupancy, all the while adding new hotel inventory.

"This was a direct result of consistent marketing, branding, fiscal responsibility and partnerships," said Stacy Brown, bureau president.

Convention bookings were up 10.6 percent over 2008. Convention business is looking up. In early 2010, Small Market Meetings announced it would be hosting its annual conference in Shreveport-Bossier in September 2010 bringing some 100 meeting planners who organize conferences in destinations like this one.

Other upcoming conferences include the 2010 regional Alpha Kappa Alpha Sorority, Inc., Amateur Softball Association, and

2009 Hotel Occupancy

- Shreveport-Bossier, 68.4
- Baton Rouge, 58.5
- Lafayette, 51
- New Orleans, 57.7

Society of American Travel Writers.

Visitors to the area are loving what they experience with an 80 percent repeat visitation, according to the last Hotel and Lodging Study conducted by Randall Travel Marketing.

A recent Advertising Effectiveness Study conducted by Texas A&M University asked people their thoughts about the destination. Here is a comment:

"I had a lovely time in your area. Your motto of the 'Other Side' is quite apropos - the blend of food from Texas and Louisiana was very appetizing."



Convention Calendar

Date	Event	Hotel
March 4 -6	Youth Arts Council of America	Clarion Hotel Shreveport
March 4 -7	Top Ladies of Distinction - 2010 Area One Conference	Hilton Hotel Shreveport, Shreveport Convention Center
March 5-6	North Louisiana Storytellers & Authors of Romance - 2010 Writers Conference	Holiday Inn Shreveport West
March 7-12	Louisiana Conference on Water Supply, Sewerage and Industrial Wastes	DiamondJacks Casino and Resort
March 10-13	SWAC Conference	DiamondJacks Casino and Resort, Horseshoe Casino and Hotel
March 11-13	First Jurisdiction of Louisiana, Church of God in Christ 2010 Conference	Hilton Hotel Shreveport
April 8 - 12	Alpha Kappa Alpha Sorority, Inc. 2010 South Central Regional Conference	Citywide
April 10	McFadden Wedding	Eldorado Resort Casino Shreveport
April 14 -16	Louisiana Trust for Historic Preservation 2010 Louisiana Preservation Conference	Hilton Hotel Shreveport
April 15-17	Women of Faith	Hilton Hotel Shreveport/Citywide/Century Center
April 15-17	First United Methodist Church - Annual Christian Formation Conference	Homewood Suites
April 21	Professional Insurance Agents of Louisiana, Inc.	

For a complete list of upcoming conventions visit www.shreveport-bossier.org/meetings/calendar

New site offers interactive tools to engage visitors

Recently, the bureau launched a new and more interactive website. Some of the added features of the site include a search engine, a new booking engine and partnership with Book Direct, a music player that features local musicians, social media feeds such as Facebook, Twitter, and Shreveport-BossierFunGuide.com to name a few.

The bureau recently conducted a survey to find out just what the visitors think of the new site.

Some 81.48 percent of respondents say the site is very good to excellent; 85.19 percent say the website helps them to plan their visit; and 77.78 percent say it influences them to visit.

Visit www.shreveport-bossier.org today!

