

# Industry Briefs

Everyone is invited to join **Chris Jay**, tourist bureau social media and public relations manager, and **Sara Hebert** of Williams Creative Group, both local experts, to learn more about social media. This session is sponsored by PRAL Northwest and is scheduled for 11:30 a.m., Thursday, July 7 at the Shreveport-Bossier Convention and Tourist Bureau. Plan to bring your own lunch and \$5 for the meeting fee. For more information contact Chris at 429-0658 or cjay@sbctb.org.

The Shreveport Regional Arts Council is revealing the vision of SHREVEPORT COMMON, a nine-block area of downtown Shreveport located at Common Street and Texas Avenue. For more information on what is happening in the arts and cultural community in Shreveport contact **Julia Foley** at 673-6500.

As the industry's leading event for destination marketing focused education, DMAI's annual convention remains a must-attend event for destination marketing professionals. Plan now to attend DMAI's 97th Annual Convention, July 20-22, at the Sheraton New Orleans Hotel in New Orleans, Louisiana. Register online at [www.destinationmarketing.org](http://www.destinationmarketing.org).

Log on to [www.shreveport-bossier.org/partners](http://www.shreveport-bossier.org/partners) for industry events and updates



Convention & Tourist Bureau  
629 Spring Street  
Shreveport, LA 71101

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news from shreveport-bossier convention and tourist bureau

# TRAVEL TALK

Sept.-Oct. 2011

## 2011 Travel Outlook Highlights area's Diverse Economy

The 2011 Travel Outlook Conference was held, August 11 at the Lakehouse at the Villagio in Bossier City. Various movers and shakers had promising things to say about the future of tourism in the area. Lieutenant Governor Jay Dardenne opened the conference with a Boudreaux and Thibodeaux joke, and he followed by emphasizing Shreveport-Bossier's importance to the state's economy. From gaming and shopping to the film industry and new fuel technology, he expressed his pride in north Louisiana economic achievements.

Attendees heard from professionals in each major economic arena. Wade Duty, executive director of the Louisiana Casino Association characterized Shreveport-Bossier as the "biggest dog in Louisiana," employing 65 percent of the casino workforce in the state. Arlena Acree with the Shreveport-Bossier Film Office reported 11 productions, with combined budgets of \$45 million and 4,500 room nights so far this year. Shreveport Regional Airport Director, Bill Cooksey was optimistic about the future of air travel in Shreveport-Bossier as he recounted double digit passenger growth last year.

Lieutenant General Russel Honoré, who has singlehandedly taken on the task of raising funds for Louisiana's Bicentennial celebration, was the keynote speaker for the conference luncheon. Tourist Bureau President, Stacy Brown and chairman, Fredrick Henson presented a check of \$2000 to the Lt. General to kick start fundraising for the Bicentennial. Following the initial donation, matching donations were made by the Louisiana Casino Association and Chesapeake. These dollars will be regranted to Shreveport-Bossier attractions to specifically tie in to the 2012 Bicentennial Celebrations.



Judy Randall, seated at the top, presents the findings of the Attraction Study to the group.

## Tourist Bureau Achieves Destination Marketing

The Shreveport-Bossier Convention and Tourist Bureau has been awarded accreditation from the Destination Marketing Accreditation Program (DMAP). DMAP is an international accreditation program developed by the Washington, DC-based Destination Marketing Association International (DMAI). In earning the DMAP accreditation, DMOs such as the Shreveport-Bossier Convention and Tourist Bureau communicate to their community, buyers and potential visitors that their DMO has attained a significant measure of excellence.

"The Shreveport-Bossier Convention and Tourist Bureau is honored to receive accreditation from DMAP," said Stacy Brown, bureau president. "We're pleased to be recognized in the destination marketing commu-

nity for providing outstanding services in accordance with international standards and benchmarks in this field."

The SBCTB provided evidence of compliance with 58 mandatory and 30 voluntary standards developed by DMAP. These accreditation standards cover a wide variety of topics including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing.

*"Known as the Hollywood of the South, Shreveport-Bossier has recently become the third biggest venue for movie-making in the U.S., after New York City and Los Angeles."*

Cassie Kreitner, Family Circle Magazine

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## Dates to Remember:

### Shreveport-Bossier Hotel and Lodging Association

Sept. 13, noon, Petroleum Club  
October 11, noon, Petroleum Club

### Hospitality Breakfast

Sept. 7, 8 a.m., Sonic at Bass Pro Sho  
October 5, 8 a.m., Skybox at the State Fairgrounds of Louisiana

### Tourism on the Town:

Sept. 8, 5-7 p.m., Multicultural Center of the South  
October 13, 5-7 p.m., Allure Ultra Lounge at Eldorado Casino & Resort

### Louisiana Restaurant Association

Sept. 20, 6 p.m., Robinson Film Center  
October 10, Golf Tournament at East Ridge Country Club  
October 18, 6 p.m., Chianti's



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[www.shreveport-bossier.org](http://www.shreveport-bossier.org)

# FUN GUIDE!

Calendar of Events

- September/October**  
**through 9/20** Electrolytes: Replenishing Sisterhood 3. Pamoja Art Society/Cultural Center.  
**9/2** 2011 Port City Classic Step Show and Battle of the Bands. Hirsch Memorial Coliseum.  
**9/3** 2011 Port City Classic. Independence Stadium.  
**9/3** First Saturday Tour: Greco-Roman Tour. R.W. Norton Art Gallery.  
**9/4** Sci-Five Sunday. Sci-Port: Louisiana's Science Center.  
**9/10** Krewe de les Femmes Mystique Coronation. DiamondJacks Casino & Resort.  
**9/17** Saturday Speaker Series: Cool Plants for the Cool Season. R.W. Norton Art Gallery.  
**9/20** Taylor Swift Speak Now World Tour 2011. CenturyLink Center.  
**9/23-24** 3rd Annual BPPC 100 Mini NASCAR Race presented by Encana Oil & Gas Inc. Bossier Parish Community College.  
**9/24** Harvest and Heritage Tour. Hwy. 3049 Gilliam.  
**9/24** Fantastic Mr. Fox. Artspace  
**9/25** Corn Maze at Country Fun Farms. Country Fun Farms.  
**9/30** Tornado Alley IMAX. Sci-Port: Louisiana's Science Center.  
**through 10/16** Special Exhibition: Blossom II - The Art of Flowers. R.W. Norton Art Gallery.  
**through 10/2** Red River Quilter's. Riverview Hall.  
**10/1** First Saturday Tour: Halloween Tour. R.W. Norton Art Gallery.  
**10/1-8** Red River Revel Arts Festival. Festival Plaza.  
**10/29** 2011 Shreveport Classic. Independence Stadium.  
**10/7** Krewe of Highland Coronation Bal Masque. Louisiana State Exhibit Museum.  
**10/8** Maze featuring Frankie Beverly. Municipal Memorial Auditorium of Shreveport.  
**10/8-9** Shop Til You Drop Arts Craft & Gift Show. Bossier Civic Center.  
**10/14** Hotel California "A Salute to the Eagles. Strand Theatre.  
**10/15** House Concert - The Jeff & Vida Band. Fairfield Studios.  
**10/15** Brew. Festival Plaza.  
**10/19** Candlelight Halloween Tour. Logan Mansion.  
**10/20** Young Frankenstein. Strand Theatre.  
**10/21** Movies & Moonbeams: Gnomeo and Juliet. Betty Virginia Park.  
**10/22** "Velo Dendro" - a bicycle tour of Shreveport's Trees. Columbia Cafe.  
**10/27** The State Fair of Louisiana - 2011. Louisiana State Fairgrounds.  
**10/29** Shreveport Opera presents "The Merry Widow." Riverview Theatre.

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Submit your events on the Fun Guide for FREE

## Your Bureau at Work

**Pat Gill**, Internet/system manager and **Chris Jay**, public relations and social media manager hosted four journalists during the Mudbug Madness Festival for the 'Come Out of Your Shell' Media Tour, May 26-30. Those who participated in the media tour included two journalists with the largest conglomerate of Chinese language publications in Texas, another from Dallas, and one from Naples, Florida.



Pat Gill  
Internet/systems  
Manager

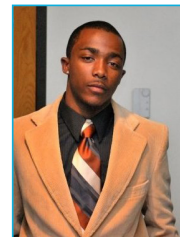
**Kelly Wells** was recently named vice president of sports and tourism for the newly-formed Shreveport-Bossier Sports Commission. The sports commission is a division of the Shreveport-Bossier Convention and Tourist Bureau.

**Shiela Norman** was hired as the Sports and Tourism Administrator to assist in this office. **Chris Jay** and **Sarah McKinney** recently attended a Vocus Users Conference in Baltimore, MD to train and learn ways to better use the public relations software. They brought back valuable information including how to turn bad

PR into a positive situation, how to reach more journalists and new trends in social media, public relations and marketing. The intensive one-on-one training will help them market Shreveport-Bossier more effectively to consumer, group and convention publications.

**Kim Brice**, vice president of convention marketing and her team traveled to Houston on a sales mission, June 13-17, to promote Shreveport-Bossier as a hotspot for meetings and conventions. They brought area partners along for a joint sales efforts.

**Glynn Price** is interning in the communication department. He is a Grambling State University marketing major. He is one of the blog contributors. Check out his weekly Monday blogs on attractions.



Glynn Price,  
communication  
department intern

**Mark Garrett** is a new board member. He was appointed by the Greater Shreveport Chamber of Commerce. He is a retired CPA. The bureau has three open board positions.

## Shreveport-Bossier rolls out the red carpet for LMA

The Louisiana Municipal Association, made up of elected officials from around the state, took place in Shreveport-Bossier, August 4-6 at the Shreveport Convention Center. The Shreveport-Bossier Convention and Tourist Bureau partnered with the City of Shreveport and Bossier City to make the conference a reality. Because of the magnitude of this conference, the event was city-wide with delegates staying in at least seven other hotels besides the Hilton Shreveport.

To accommodate the group, the tourist bureau provided Welcome Krewes at host hotels that provided maps, visitor guides and other information that made their stay an enjoyable one.

"This was a significant event for our community," said Stacy Brown, tourist bureau president. "By partnering with our local governments, we were able to bring this group and we rolled out the red carpet for them to make them feel special and welcomed in our community."

The economic impact of the convention to the sister cities was estimated at \$805,926 and

brought in about 1,655 delegates and spouses. The last time the LMA conference was held here was in 2005. Since then the area has added more hotel rooms, attractions such as the Louisiana Boardwalk, and the Shreveport Convention Center and Hilton Hotel, where the event was hosted.

### Special Thanks

Alexandria/Pineville CVB, Baton Rouge Area CVB, Explore La North, Houma Area CVB, Lafayette CVB, Lake Charles/Southwest Louisiana CVB, Louisiana Office of Tourism, Louisiana Travel Services, Natchitoches Area CVB, Monroe-West Monroe CVB, New Orleans CVB.



## 2011 Holiday Trail of Lights reinvents itself and holiday experience

The Holiday Trail of Lights and its partners are gearing up for the holiday season early this year due to exciting new changes.

This year the Holiday Trail of Lights, eight cities in five regions, is a completely new holiday experience with all Louisiana cities, a fresh look, revised logo, new creative and progressive marketing and social media efforts. One of the major differences is a new website set to launch September 1. The new site, [www.HolidayTrailOfLights.com](http://www.HolidayTrailOfLights.com) will include event calendars for each city, details about accommodations and attractions, and a new interactive itinerary builder. Website visitors will be able to scope out major events in each city, plan their tour to the regions, and even book a room.

The Holiday Trail of Lights hosts a media tour every year attracting journalists from drive markets in Texas, Arkansas, Missis-

sippi and south Louisiana to generate print, broadcast and web publicity. Each year, these journalists tour the cities and regions to get a taste of what each has to offer.

This new trail across I-20 and down I-49 incorporating the cities of Shreveport-Bossier, Minden, Monroe-West Monroe, Natchitoches and Alexandria-Pineville. The cities along the trail are all within driving distance of one another, making the tour a convenient hour-long trip from any one city to its neighboring city. The Holiday Trail of Lights has been delivering incredible holiday experiences for more than two decades, and it draws tourists during the otherwise slow months of November and December.



If your property or attraction would like to participate in this year's media tour, please contact Sarah McKinney, at (318) 429-0645

## BP Grant Aids Tourism Promotion in Caddo and Bossier Parishes

Following the Deepwater Horizon oil spill off the coast of Louisiana in 2010, BP awarded \$30 million to be split between 64 parishes specifically for tourism marketing. The money was awarded based upon population and is mandated to be used outside of the state for the sole purpose of attracting visitors to Louisiana.



The Red River Revel

Shreveport-Bossier collectively received \$150,000. Caddo and Bossier parish governing bodies enlisted the tourism marketing expertise of the Shreveport-Bossier Convention and Tourist Bureau. The groups agreed to spend the dollars on increasing air passengers' utilization of the Shreveport Regional Airport, as well as to generate positive brand awareness. Other projects that will be funded by those dollars include the fall Rendezvous on the Red campaign, 2012 Bicentennial Celebration of Louisiana, Scenic Byways (Boom or Bust-LA 2), and attraction and event marketing.

These dollars cannot be regranted. The plan received final approval by the Louisiana Office and Tourism and BP. The funds will be expended in 2011 and 2012.

## CONVENTION CALENDAR

DATE	EVENT
Sept. 2 - 3	Port City Classic
Sept 9 - 10	Louisiana Rodeo Cowboy's Association
Sept. 10	Shreveport Rotary Club Dragon Boat Race
Sept. 22	Louisiana Workforce Commission
Sept. 25 - 27	Louisiana Veterinary Medical Association
October 1 - 2	Louisiana Branch International Dyslexia Association
October 5 - 7	Louisiana Conference on Homeless
October 6 - 8	Louisiana Architects Association
October 14 - 15	Red River Rounders
October 21 - 22	Run with the Nuns
October 26 - 28	Caddo Parish Juvenile Detention Center

For a complete list of upcoming conventions visit [www.shreveport-bossier.org/meetings/calendar](http://www.shreveport-bossier.org/meetings/calendar)