

Industry Briefs

In December, the **Shreveport-Bossier Convention and Tourist Bureau** held a seminar at the Barnwell Garden and Art Center for the hoteliers focusing on team building and creating a strong start for 2012. Stacy Brown, president of the tourist bureau spoke to attendees about responding to convention and group tour leads and the importance of constant communication between the tourist bureau and area hotels. To learn how the tourist bureau can assist with convention and group tour leads, please contact Kim Brice, vice president of convention marketing, at kbrice@sbctb.org or 318-222-9391.

The **Bossier Chamber of Commerce** was recognized by the National Veteran-Owned Business Association (NaVOBA) in November 2011 as one of 20 "military-friendly" chambers in the United States. The chamber is involved in several initiatives and events and was specifically chosen because of its military-advocacy programs.

Chris Copellar, graphic design intern recently received a Gold MarCom Award from the Association of Marketing and Communication Professionals for a design concept he produced for the Orchesis Dance Company from Grambling State University. The MarCom Award is an international competition for the creative works of marketing and communication professionals.

Log on to 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

Jan.-Feb. 2012

The Super Bowl of Bass Fishing returns to Shreveport-Bossier

Get ready for the 2012 Bassmaster Classic right here in Shreveport-Bossier. The event, billed as the "Super Bowl of Bass Fishing," will take place on the Red River, February 24-26. After hosting one of the organization's most successful events ever in 2009 with more than 137,000 fans in attendance, expectations are high, and all hands are on deck at the Shreveport-Bossier Convention and Tourist Bureau.

"In 2009 we were able to develop a marketing plan, gather volunteers and assist with crowd transportation within the city on very short notice," said Stacy Brown, tourist bureau president. "In 2012, we feel much more prepared to work with Classic executives to plan a smooth, successful event."

The three-day event – complete with a theatrical presentation of weigh-ins at the CenturyLink Center and a massive 150-plus vendor expo at the Shreveport Convention Center – is expected to take over the sister cities following two major weekends of Mardi Gras festivities.

"We're expecting to have three sold out weekends during February for area hotels. This will be a positive economic boost to the tourism industry to start 2012," Brown said.

This is fantastic news for local business owners and hoteliers who welcome an extra boost in sales. Many hotels in Shreveport-Bossier are already booking rooms for fans, the anglers themselves and expo vendors. For more information on the Bassmaster Classic visit the website at www.bassmasterclassic2012.com.



2012 Bassmaster Classic returns to Shreveport-Bossier, Feb. 24-26.

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Bossier Chamber of Commerce receives honor on back

Dates to Remember:

Shreveport-Bossier Hotel and Lodging Association

Jan. 10, noon, Petroleum Club
Feb. 14, noon, Petroleum Club

Hospitality Breakfast

Jan. 4, 8 a.m., Best Western Chateau Suite Hotel
Feb. 1, 8 a.m., DiamondJacks Casino Resort

LTPA Summit

Jan. 24-26, Shreveport Convention Center

Louisiana Restaurant Association

Jan. 23, 6 p.m., Eldorado Casino & Resort
Feb. 13, 6 p.m., Ernest's Orleans Restaurant



Shhh...the word is getting out!

During the slow months of November, December and January, the Shreveport-Bossier Convention and Tourist Bureau launched a winter advertising campaign to help boost hotel sales and attraction foot traffic. This year the winter ad campaign incorporates new ad creative to market inexpensive room rates starting at \$69, and to sweeten the deal those interested can enter to win one of two prize packages valued at \$1,500. The package includes hotel accommodations, dinner for two, a Visa gift card and other incredible experiences only found in Shreveport-Bossier. The print, online, radio, tv campaign is running in East Texas and throughout Louisiana.

"The months of November through January can be extremely slow leisure travel months," said Brandy Evans, vice president of communication for the tourist bureau. "It is so important to remind visitors that the winter months are a great time to visit Shreveport-Bossier."

To learn more about the winter advertising campaign visit www.shreveport-bossier.org/holiday.

|| Shreveport is full of wonderful things to see and unique places to enjoy, but not all of them are as obvious as the big sights. A mixture of spicy Louisiana attitude and wide-open Texas spirit, Shreveport-Bossier is a destination that is known for its variety. [It] serves as a playground for kids of all ages. ||

- Lisa Leblanc-Berry, *Our Louisiana Magazine*



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www.shreveport-bossier.org

FUN GUIDE!

Calendar of Events

- January/February through 1/14** Inside the Toy Box: Antique Toys and Dolls. Spring Street Historical Museum.
- through 1/16** Born to be Wild IMAX. Sci-Port: Louisiana's Science Center.
- 1/4-4/15** Charles Darwin. Karpeles Manuscript Library Museum.
- 1/5-15** Some Enchanted Evening - The songs of Rodgers & Hammerstein. Shreveport Little Theatre.
- 1/6-7** "Oliver." Riverview Theatre.
- 1/7** Twelfth Night Party Celebration. Bossier Civic Center.
- 1/12** Krewe of Elders Ball. American Legion Hall - Shreveport.
- 1/14** Wine and Beer Tasting with a Bite. Barnwell Garden & Art Center.
- 1/16** Krewe of Harambee Mardi Gras Parade.
- 1/20** Krewe of Sobek Grand Ball. Riverview Hall.
- 1/21** Krewe of Sobek Mardi Gras Parade.
- 1/21** The Beauty of Brahms. Riverview Theatre.
- 1/28** 17th Annual Robert Burns Banquet and Ball. Pierremont Oaks Tennis Club.
- 1/28** Owl Night Open House. Walter B. Jacobs Memorial Nature Park.
- 1/28** Bodies Revealed. Sci-Port: Louisiana's Science Center.
- through 2/12** The History and Collections of the Mesur Museum of Art. Meadows Museum of Art at Centenary College.
- 2/2-4** The Freak-Out! Robinson Film Center.
- 2/4** La Tragedie de Carmen. Riverview Theatre.
- 2/4** World Wetlands Day Celebration. Walter B. Jacobs Memorial Nature Park.
- 2/10** Damn Yankees. Strand Theatre.
- 2/10** Krewe of Centaur Loading Party. Krewes den - corner of Aero Drive and North Market.
- 2/11** Krewe of Centaur Mardi Gras Parade.
- 2/11** Valentines for Wildlife. Walter B. Jacobs Memorial Nature Park.
- 2/13** Lucky 13. Sci-Port: Louisiana's Science Center.
- 2/17** Krewe of Highland Grand Ball. Randle T Moore Center.
- 2/17** Krewe of Gemini Float Loading Party. Krewe of Gemini Mardi Gras Museum.
- 2/18** Krewe of Gemini Mardi Gras Parade.
- 2/23** An Evening with the World Famous Glenn Miller Orchestra. Horseshoe Casino & Hotel Riverdome.
- 2/24** African-American History Festival & Parade.
- 2/24-26** Bassmaster Classic Outdoor Expo. Shreveport Convention Center.
- 2/24-26** Bassmaster Classic 2012. CenturyLink Center.
- 2/24-26** 2012 Bassmaster Classic in Shreveport-Bossier. Shreveport Convention Center

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Submit your events on the Fun Guide for FREE

Your Bureau at Work

Stacy Brown, tourist bureau president, attended the Society of American Travel Writers annual conference in New Zealand in November. During the conference, she met with publications such as *USA Today* and well-known freelance writers to discuss potential stories to highlight Shreveport-Bossier. She was able to pitch story ideas like the Louisiana Bicentennial and Mardi Gras, as well as the upcoming Bassmaster Classic. In addition to networking with professional writers, Stacy attended professional development sessions focused on future publishing and editorial trends, sustainability and public relations roundtable discussions.



Stacy Brown
President

Suzanne Manfredi, convention sales manager, attended Rejuvenate-a religious appointment-based conference in San Jose, CA, in November. She met with more than a half dozen religious meeting planners to bring future business to Shreveport-Bossier. Some of the organizations represented included the National United Church Ushers Association of America,

Inc., Women of Faith, Inc., and The Association of Church Sports and Recreation Ministries.

Pat Gill, Internet and Systems Manager, attended the E-Tourism Summit in San Francisco, CA, in September. The two-day event offered educational sessions on technology-related topics like search engine marketing, website analytics, email marketing and other new tech marketing trends. While at the summit, she visited the Google headquarters in Mountain View. Information learned at the summit will assist the tourist bureau with smarter and more effective new media marketing in the future.



Pat Gill
Internet/Systems
Manager

Sarah Williams, communications coordinator, and **Chris Jay**, public relations and social media manager, hosted six journalists for the 2011 Holiday Trail of Lights Media Tour in November. The four-day tour allowed the writers to see holiday events in Shreveport-Bossier, Minden, Monroe-West Monroe, Alexandria-Pineville and Natchitoches.

6th Annual Mardi Gras Bash returns for one great party

It's time again to start planning Mardi Gras parties and celebrations in Shreveport-Bossier. One of the best ways to take advantage of Mardi Gras in the sister cities is to attend the ultimate celebration, the 6th Annual Mardi Gras Bash on Saturday, Feb. 11 from 5:30 p.m.- 9:30 p.m., hosted by the Shreveport-Bossier Convention and Tourist Bureau.

The Bash, which takes place inside a climate controlled tent, is put on for group tours of 10 or more individuals, but industry partners are welcome to get involved. Volunteers are needed to assist with the groups that will be enjoying a bigger and better than ever Mardi Gras Bash. This year, instead of hosting a Bash on both parade weekends, the tourist bureau consolidated the events to create one larger-than-life party with delicious Cajun fare, rockin' live entertainment and an exciting Mardi Gras experience.

New in 2012, the parade route has been reversed for the Krewe of Centaur Parade, February 11, beginning at Preston Street along East Kings Highway and ending at Clyde Fant Parkway in downtown Shreveport. The change in the parade route means a later start time for the Bash making way for groups to enjoy other Mardi Gras festivities while awaiting the

procession of exquisite floats.

Group tour operators chose Shreveport-Bossier as their Mardi Gras destination because of convenience, safety, amenities and assistance provided by Tourism Sales Manager Erica Howard.

"Groups that come into Shreveport-Bossier for Mardi Gras Bash are given the red carpet treatment," said Howard. "We can help with hotel bookings, itineraries and other amenities like Mardi Gras Bash to make things easier on the tour operator and more convenient and enjoyable for groups overall."

For a complete list of parades visit, www.shreveport-bossier.org

To learn more about volunteer opportunities for the 2012 Mardi Gras Bash contact Erica Howard at ehoward@sbctb.org or call (800) 551-8682 ext. 104.



Celebrating 200 Years of Louisiana at the 2012 Louisiana Travel Industry Summit

Each year individuals and organizations in the tourism and hospitality industry gather for the Louisiana Travel Industry Summit, the largest tourism educational opportunity available in the state. Through a history of partnerships with the Louisiana Travel Promotion Association (LTPA), Louisiana Office of Tourism (LOT), host cities and local convention and visitors bureaus, this event has become a 'must do' in the travel and hospitality industry in Louisiana. The 2012 Summit will be held in Shreveport-Bossier, January 24-26, at the Shreveport Convention Center.

The event is known for exceptional breakout sessions, informative presentations and valuable networking opportunities. While these elements are important, it also allows industry

professionals to let loose and become tourist themselves. This year, the Shreveport-Bossier Convention and Tourist Bureau will host themed familiarization tours and an opening reception at Sci-Port: Louisiana's Science Center where guests will be the firsts to experience their newest exhibit BODIES REVEALED.

While Summit provides unparalleled educational opportunities it also presents great ways to showcase businesses through a silent auction. Those interested in donating an item or service can contact Lila Davis, visitor center manager, at ldavis@sbctb.org or call (318) 222-9391.

Registration is \$395 for the three-day event, and one-day rates are available for \$195. To see a full schedule of events and to download a registration form visit www.ltpa.org/educate/summit.



The Louisiana Travel Promotion Association (LTPA) will host Summit, Jan. 24-26, in Shreveport-Bossier.

Free seminar, free lunch, free money

In 2012, the Shreveport-Bossier Convention and Tourist Bureau is partnering with the Shreveport Regional Arts Council (SRAC) to host the first of four quarterly seminars to help area attractions. Overall, the goal in 2012 is to work with area attractions, events and arts organizations to build attendance, extend their marketing dollars and improve the visitor's experience.

The first seminar will be a beginner's guide to grant writing held on Monday, Feb. 6, at Artspace in downtown Shreveport. Special guest speaker Kelly Pepper, director of organization services and community development with the Louisiana Office of Tourism (LOT), will speak about grant opportunities at the state level. Representatives from SRAC, The Community Foundation, The Beard Foundation, tourist bureau, and other local granting organizations will be on hand to discuss available grants.

To learn more about the benefits of grant writing, bureau assistance and other upcoming attraction seminars contact Sarah Williams, at swilliams@sbctb.org. The seminar is free.



Free lunch will be provided. RSVP: 318-222-9391

*Space limited to the first 75.

CONVENTION CALENDAR

DATE	EVENT
Jan. 6 - 7	2012 Cheerleading Championships
Jan. 7 - 8	BASS University 2012
Jan. 12 - 14	Red River Street Rod Association
Jan. 14 - 15	Great Southern Gun & Knife Show
Jan. 20	Krewe of Ambassadeurs
Jan. 24 - 26	Louisiana Travel Industry Summit
Feb. 17	Northwest Louisiana Small Business Summit
Feb. 22 - 24	Red River Valley Association
Feb. 24 - 26	Bassmaster Classic 2012

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