

Industry Briefs

On February 9 the bureau staff hosted a **Director of Sales** meeting at the Holiday Inn Downtown to introduce hoteliers to bureau staff and explain how each department of the tourist bureau works for the hotels in the area. For more information on ways the tourist bureau can assist your property, attraction or event contact Brandy Evans, vice president of communications at bevans@sbctb.org or (318) 429-0638.

City officials, property developers and Jimmy Buffett himself held an official groundbreaking ceremony for the **Margaritaville Resort Casino** on Wednesday, Feb. 29. Construction has already begun on the almost \$200 million project, and the resort casino is expected to open in June 2013.

Shreveport-Bossier's own Bill Joyce and Brandon Oldenburg, co-founders of Moonbot Studios, recently won an **Oscar for Best Animated Short Film** for "The Fantastic Flying Books of Mr. Morris Lessmore". The Shreveport-Bossier Convention & Tourist Bureau would like to congratulate the Moonbot team on their Oscar win.

The **Best Western Richmond Suites** may look a little different in recent days. The property is now the **Baymont Inn and Suites**. The Sleep Inn and Suites Medical Center has a new general manager. Mr. Ven Srinivasan, CHA can be reached at gm.la227@choicehotels.com.

Log on to www.shreveport-bossier.org/partners for industry events and updates



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

Board of Directors

Luke Turner,
Chairman
Bossier Parish Police Jury*

Betty Matthews,
Vice Chairman
Caddo Parish Commission*

Jerry Kolniak,
Treasurer
Louisiana Restaurant Assn.*

Mary Dunn,
Secretary
Attractions Assn.*

Frederick Henson,
African-American Chamber of Commerce*

Tommy Clark,
Bossier Chamber of Commerce.*

Jim Johnson,
Bossier Rural Municipalities*

Ray Tromba,
Bossier City Mayor's Office*

Sherry Stuckey,
Shreveport-Bossier Hotel & Lodging Assn.*

Kathy Jackson,
Caddo Rural Municipalities*

Matthew Schupbach,
Louisiana Downs/Attraction Assn.*

Inki Shaver,
Shreveport-Bossier Hotel & Lodging Assn.*

Ray Ferland,
Shreveport-Bossier Hotel & Lodging Assn.*

Debra Hamilton,
Bossier Office of Community Services*

Tom Lubbe,
Shreveport-Bossier Hotel & Lodging Assn.*

Mark Garrett,
Greater Shreveport Chamber of Commerce*

Tari Bradford
Shreveport Mayor's Office*

*Appointing Organization



news from shreveport-bossier convention & tourist bureau

TRAVEL TALK

March-April 2012

Bassmaster Classic 2012: Another Successful Event for Area

The 2012 Bassmaster Classic was, by all accounts, a huge success with just under 94,000 people attending events like the weigh-ins and outdoor expo. This year's Classic was the second most attended on record in the history of the organized sport with the best here in 2009.

"We had to turn people away at the launches each morning for safety reasons," said Chris Jay, public relations and social media manager for the Shreveport-Bossier Convention & Tourist Bureau. "Every event, every day of the Bassmaster Classic was incredibly well attended."

This was the second year Shreveport-Bossier hosted the event, billed "the Super Bowl of bass fishing." In 2009, the sister cities proved that they could compete with larger markets when the area broke the record for Classic attendance estimating more than 137,000 attendees.

At the final weigh-in on Sunday, Feb. 26, four-time Classic champion and B.A.S.S. Angler of the Year, Kevin Van Dam, told the nearly at-capacity crowd, "This is the best Classic ever and I guarantee we will be in Shreveport-Bossier again."

Another indication of the successful weekend comes from hoteliers. Thursday through Sunday, area hotels nearly sold out with only a hand full of properties reporting less than 100 percent capacity. It's been reported that many restaurants had an hour to two hour wait time. Outdoor Expo vendors said this was one of their best years with some selling out of their wares.

The Shreveport-Bossier Sports Commission, along with the Shreveport-Bossier Convention & Tourist Bureau, would like to thank industry partners and community leaders for their support and cooperation in planning the 2012 Bassmaster Classic.



Bureau Board of Directors Appoints New Officers

The board of directors of the Shreveport-Bossier Convention & Tourist Bureau has announced the appointment of its officers for 2012. These four officers are appointed to a leadership role by their fellow board members. For 2012, these officers are Luke Turner, chairman; Betty Matthews, vice chairman; Jerry Kolniak, treasurer; and Mary Dunn, secretary. Each officer serves a one-year term.

The board of directors has also announced the appointment of two new members: Ray Tromba, appointed by the Office of the Mayor of Bossier City, and Tommy Clark, appointed by the Bossier Chamber of Commerce. The board of directors of the Shreveport-Bossier Convention & Tourist Bureau consists of 17 volunteer members. Board members are appointed by various groups including the City of Shreveport, the City of Bossier City, Caddo and Bossier parishes, the three regional chambers of commerce, Hotel and Lodging Association (HLA), Louisiana Restaurant Association (LRA), and others.



Luke Turner, chairman

"I had a great time in Shreveport-Bossier City this past weekend for the Bassmaster Classic. I never knew fans were as passionate about their favorite pro fishermen as NASCAR fans are about their favorite race car drivers. We enjoyed our stay at the Eldorado Casino where the accommodations were outstanding. The size of the competition, the number of sponsors, and the prize money (500K) were eye openers."

- Tom Blight, Waco, Texas resident and Bassmaster radio promotion winner



join us on facebook and twitter:
www.shreveport-bossier.org

INSIDE:

P.R.I.D.E. Awards 2012
page 2

Meeting/Convention business off to Great Start page 3

Local Animation Studio wins Oscar for Less-more Short on back

Dates to Remember:

Shreveport-Bossier Hotel and Lodging Association

March 13, noon, Petroleum Club
April 10, noon, Petroleum Club

Hospitality Breakfast

March 7, 8 a.m., Ralph and Kacoo's
April 4, 8 a.m., Hilton Shreveport

Louisiana Restaurant Association

March 22, 5:30 p.m., Lake Street Dance Hall
April 17, 6 p.m., Silverstar Smokehouse

Hotel Training with Janie Wiltshire

April 25-26, TBD
for more information contact:
Kim Brice, kbrice@sbctb.org

FUN GUIDE!

Calendar of Events

March/April

- 3/1 Jeff Dunham: Controlled Chaos. CenturyLink Center.
- 3/1-11 Over the Tavern. Shreveport Little Theatre.
- 3/2 SPAR Country & Western Dance. Southern Hills Park and Community Center.
- 3/3 Junior Naturalist Workshop: Mammalogy. Walter B. Jacobs Memorial Nature Park.
- 3/4 Great Gardens of the United States. Barnwell Garden & Art Center.
- 3/6 Spamalot. Strand Theatre.
- 3/7 1st Annual Cora M. Allen Day. Municipal Memorial Auditorium of Shreveport.
- 3/9-10 The Freak Out! Robinson Film Center.
- 3/10 Chimpanzee Treats. Sci-Port: Louisiana's Science Center.
- 3/10 Walk MS Shreveport-Bossier City. Louisiana Boardwalk.
- 3/13 One Woman Show: Rachel Stuart-Haas. Artspace.
- 3/15 TNT Express: Free Trolley Tour. Artspace.
- 3/17 Luck O' the Irish. Riverview Theatre.
- 3/24 ARTini Party. Boomtown Hotel & Casino.
- 3/31 Madama Butterfly. Riverview Theatre.
- 4/1 Garden Show & Tell. Barnwell Garden & Art Center.
- through 4/13 Louisiana Treasures of the Czars. Louisiana State Exhibit Museum.
- through 4/25 Charles Darwin. Karpeles Manuscript Library Museum.
- 4/12-15 2012 National University Weightlifting Championships. Louisiana State University - Shreveport
- 4/13-14 39th Annual Hot Rod Reunion. Boomtown Hotel & Casino.
- 4/14 Texas Avenue Makers Fair. Across Street at Asian Gardens.
- 4/14 Back Lot. Robinson Film Center.
- 4/15 Cinderella. Riverview Theatre.
- 4/19 Staind and Godsmack with Halestorm. CenturyLink Center.
- 4/19 Hot Jazz on the Red. Barnwell Garden & Art Center.
- 4/13-22 Once on This Island. East Bank Theatre.
- 4/20 Unwind Downtown Pub & Culture Crawl. Artspace.
- 4/21 Eldorado Tuff Hedeman Shootout. CenturyLink Center.
- 4/21-22 Barksdale Defenders of Liberty Air Show 2012. Barksdale Air Force Base.
- 4/26 Born Yesterday. Shreveport Little Theatre.
- 4/27-29 ArtBreak. Shreveport Convention Center.
- 4/28 Season Finale: Poling's Farewell. Riverview Theatre.

shreveportbossierfunguide.com

Submit your events on the Fun Guide for FREE

Your Bureau at Work

Suzanne Manfredi, convention sales manager, attended the annual Louisiana Society of Association Executives (LSAE) Conference in New Orleans. While networking and attending educational sessions, she met with Shannon Robertson, executive director of LSAE to discuss the possibility of hosting the annual conference in Shreveport-Bossier in 2013. The conference would bring 150-200 people into Shreveport-Bossier over a two-day period.

Kelly Wells, vice president of sports and tourism marketing, **Kathy Melancon**, product development manager and **Erica Howard**, tourism sales manager traveled to Memphis, Tenn. to attend the Bank Travel Conference, along with representatives from area hotels, attractions and the Shreveport Regional Airport. The tourist bureau along with Louisiana North, sponsored the transportation which allowed the sales team to pitch Shreveport-Bossier to eight bus-loads of bank club professionals. Howard met with a total of 30 professionals by appointment and returned with nine solid leads for clients planning to bring



Kelly Wells
VP Sports and Tourism Marketing

group tours to Shreveport-Bossier in 2012 and 2013.

Chris Jay, public relations and social media manager, and **Pat Gill**, Internet and systems manager, hosted eight journalists for a Mardi Gras themed familiarization tour of Shreveport-Bossier, February 17-20. To experience a true Mardi Gras in the sister cities the journalists, representing *AAA*, *The Examiner.com* and *Chicago Magazine*, among others, were treated to three days of doing things like the float-loading party, a neo-burlesque show, and dinner catered by Gulf Pig Underground Dinner Club Chef Michael O'Boyle.

Chris Copellar, graphic designer recently received a Silver ADDY Award from the Shreveport-Bossier American Advertising Federation for a design concept he produced for Grambling State University Orchestra Dance Company held at the Stand Theater. The ADDY Awards honor excellence in advertising and cultivates the highest creative standards in the industry. Chris has designed a number of award-winning ads, logos and other creative concepts for area attractions, events and tourist bureau campaigns.



Chris Jay
PR/Social Media Manager

Nominate for 2012 P.R.I.D.E Awards

May, National Tourism Awareness Month, is just around the corner, and that means it's time again to celebrate tourism and hospitality industry employees/individuals in Shreveport-Bossier. Every year the Shreveport-Bossier Convention and Tourist Bureau hosts the P.R.I.D.E. (Proud Residents Involved in Developing the Economy) Awards Gala to recognize outstanding frontline and managerial staff, who are the backbone of tourism. This year's event, themed "These Cities are Our City," will be held from 6-9 p.m., on Thursday, May 10, at DiamondJacks Casino & Resort.

"Our tourism employees are so very integral to the success of the hospitality and tourism industry," said Stacy Brown, president of the tourist bureau. "We want them to know that tourism isn't just about the visitor, but it's about them too."

To produce the annual awards gala, the tourist bureau asks industry partners such as hotels, restaurants, attractions, festivals and events to submit nomination forms with the names of individuals they wish to recognize for their superior skills and job dedication. The nomination forms are available at [\[bossier.org/partners/bureau-events/\]\(http://bossier.org/partners/bureau-events/\). Gala ticket prices are \\$25 each or \\$250 for a table of 10. Attendees can pay online at the same link. The deadline to submit nominations is April 20.](http://www.shreveport-</p>
</div>
<div data-bbox=)

This year, several categories have been added to the awards including Outstanding Bartender, Outstanding Southern Hospitality Ambassador, and "Other" Outstanding Employee. Other staple categories include Outstanding Chef, Outstanding Table Games Professional, Outstanding Event of the Year and many more.

For additional information, please contact Kathy Melancon, product development manager, at kmelancon@sbctb.org.



P.R.I.D.E Awards 2012 will be held at DiamondJacks Casino & Resort on May 10. The theme for this year's event is "These Cities are Our City."



Delegates Flocked to 2012 Louisiana Tourism Industry Summit

The 2012 Louisiana Tourism Industry Summit, an annual conference organized by the Louisiana Travel Promotion Association (LTPA), took place Jan. 24-26 at the Shreveport Convention Center. More than 400 tourism professionals from throughout Louisiana attended. Lt. Governor Jay Dardenne spoke at the annual "Breakfast with the Lieutenant Governor" session. Throughout the conference delegates networked with fellow tourism industry professionals, attended educational break-out sessions, and learned about emerging travel industry trends.

During the conference, delegates participated in familiarization tours of Shreveport-Bossier. Four themed tours organized by the Shreveport-Bossier Convention & Tourist Bureau gave delegates an up close look at Shreveport-Bossier's thriving film industry, unique local eateries, haunted places, and popular shopping destinations.

"It was a great conference with a total of 415 attendees," said Cindy Tullier, executive assistant for the Louisiana Travel Promotion Association. "The event seemed to go flawlessly. The BODIES Exhibition at Sci-Port

was an exciting experience and the restaurant tasting was superb for the opening event!"

In addition to the Lt. Governor's presentation, highlights of the conference program included an opening reception at Sci-Port: Louisiana's Science Center, a travel industry update from the Louisiana Office of Tourism, and the annual Louisiana Travel Fair Breakfast.

The Shreveport-Bossier Convention & Tourist Bureau would like to thank industry partners, volunteers and vendors for working diligently to make the 2012 Louisiana Tourism Industry Summit a success.

Convention Business Off to Great Start

Meetings and convention business is off to a great start with events to start 2012 off such as the Louisiana Tourism Industry Summit, Northwest Louisiana Small Business Summit and the 2012 Bassmaster Classic Outdoor Expo.

The line-up this year of conventions and conferences that are being assisted by the Shreveport-Bossier Convention and Tourist Bureau looks promising with major organizations like the National Baptist Convention, Global Strike Command and first-time events such as the American Advertising Federation and Travel Alliance Partners.

So far this year, there are 51 definite convention bookings and another 21 tentative bookings. The tentative bookings have already chosen Shreveport-Bossier as their host destination. They have not chosen their host hotel. This represents 24,048 requested hotel rooms. Also, some 62 leads for conventions have been issued and for the first quarter of 2012.

"This does not reflect all of the conventions and sporting groups that are coming to Shreveport-Bossier," said Kim Brice, tourist bureau vice president of convention marketing. "These represent the conventions and meetings that we have either issued a lead for and/or provided services for through the tourist bureau."

Most booked business is the result of trade shows, local references, direct sales and positive repeat business. In 2012, the sales staff of the tourist bureau will focus on more direct sales and face-to-face meetings with potential and existing clients.

"We have seen more results from our one-on-one sales calls and so there will be a renewed focus on that" Brice said. "We are also placing a heavier emphasis on the military, religious, oil and gas, and medical markets."

CONVENTION CALENDAR

DATE	EVENT
March 12 - 15	Louisiana Conference on Water Supply, Sewerage and Industrial Wastes
March 19 - 20	Harrison Company - Spring Tradeshow
March 19 - 21	FBI National Academy - Louisiana Chapter
March 24 - 25	United States Speciality Sports Association
March 26 - 30	Global Strike Command
April 6 - 7	Sport Outdoor and Fitness Expo
April 11 - 14	American Advertising Federation
April 13 - 15	USA Weightlifting
April 21 - 22	Military Affairs Council

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