

Industry Briefs

The tourist bureau is launching its **spring campaign, See It, Bet It, Taste It**, May through July in East Texas and Dallas. The campaign includes a magazine insert in the Sunday circulation of select suburbs in Dallas and several East Texas publications. It also includes 24 billboards in Dallas, radio spots and online promotion. The purpose is to remind leisure visitors that Shreveport-Bossier is a great destination for weekend and summer getaways.

The **Northwest Louisiana Scenic Byway**, also known as the Boom or Bust Byway, now has handheld audio-visual GPS tour guide devices available for check out at the Shreveport-Bossier Convention and Tourist Bureau's downtown visitor center. The GPS devices will make traveling the Boom or Bust Byway a more interactive experience. If you would like to try out the GPS guide, pick one up at the downtown visitor center.

The **Shreveport Regional Arts Council (SRAC)** is accepting applications for the Louisiana Division of the Arts Decentralized Arts Funding Program, which funds art projects in 10 parishes providing jobs for artists and access to the arts. An application is available for download at www.shrevearts.org. The deadline for application submission is June 1, 2012. For more information contact Vickie Marshall, community development director at (318) 673-6500 or vickie@shrevearts.org.

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 & tourist bureau



May-June 2012

Let's support, celebrate tourism - May 8



Tourism may not always be top of mind for Shreveport-Bossier residents. After all, the very definition of a tourist is one traveling to and staying in places outside their usual environment. It's natural for the citizens of the sister cities to forget that Shreveport-Bossier is the second-most visited city in Louisiana. So each year during National Travel and Tourism Week, May 5-13, 2012, the Shreveport-Bossier Convention and Tourist Bureau reminds residents of tourism's economic impact.

This year, a National Travel and Tourism Rally Day – Lunch on the Lawn event will be held from 11 a.m.-1 p.m., on Tuesday, May 8 at the Caddo Parish Courthouse, located at 501 Texas Street in downtown Shreveport. A brief news conference will kick things off. Shreveport Mayor Cedric Glover and Bossier City Mayor Lorenz Walker will present a joint proclamation extolling the benefits of tourism. In 2010, tourism brought in \$900 million to Caddo and Bossier parishes and generated \$22 million in local tax revenue.

At the event, Airheart will groove the afternoon away and local street food vendors will be on hand. This event is free and open to the public. There will be free refreshments. Special thanks to the Downtown Development Authority for their partnership in the event.

P.R.I.D.E. Honors Industry Stars

The bureau will host the annual P.R.I.D.E. Awards Gala as part of National Travel and Tourism week activities, 6 p.m.-9 p.m., May 10, 2012 at DiamondJacks Casino and Resort. This event recognizes leaders and outstanding employees in Shreveport-Bossier's hospitality industry.

Tickets are \$35 per person or reserve a table of 8 for \$280. Register online at 2012prideawards.eventbrite.com. For more information contact Kathy Melancon at kmelancon@sbctb.org or (318) 429-0654.

Packaging and Partnerships pay off for attractions

The Shreveport-Bossier Convention and Tourist Bureau partners with the area's attractions to attract overnight visitors and increase attendance. Recently, the tourist bureau teamed up with Sci-port: Louisiana's Science Center, Barnwell Garden and Art Center, Multicultural Center and Artspace to create and market a package for student group tours.

"Our Downtown Shreveport Field Trip Package offers a great opportunity for teachers

and students to enjoy science, culture, art and horticulture for \$20 a student," said Karen Wissing, public relations and marketing manager for Sci-port.

This resulted in new inquiries and three booked overnight tour groups from central Louisiana and Mississippi. The group is now looking for new publications to advertise in surrounding markets.



INSIDE:

Film Prize brings Film-makers to Area
page 2

Benefits of FAM Tour
page 3

Spring Campaign Launched on back

Dates to Remember:

Shreveport-Bossier Hotel and Lodging Association
May 8, noon, Petroleum Club
June 12, noon, Petroleum Club

P.R.I.D.E. Awards Gala
May 10, 6 p.m., DiamondJacks Casino & Resort

Hospitality Breakfast
June 6, 8 a.m., Harrah's LA Downs

Louisiana Restaurant Association
May 14, 6 p.m., Savoie's Cajun Restaurant
June, TBD, Contact Kelly McLemore 318-388-0108

|| *Travel is a force that can drive our nation's economic recovery. It is one of the healthiest sectors of our economy in terms of job creation and hiring, employing one out of every nine Americans,* ||

- Roger Dow, president and CEO of the U.S. Travel Association



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www.shreveport-bossier.org

FUN GUIDE!

Calendar of Events

- May/June through 5/5** Work by New Orleans Artist Monica Zeringue. Becoming. Meadows Museum of Art at Centenary College.
- through 5/6** Born Yesterday. Shreveport Little Theatre.
- through 5/11** Marketing to the Masses: Historic Advertisements from Shreveport's Businesses. Spring Street Historical Museum.
- through 5/13** Chimpanzee Treats. Sci-Port: Louisiana's Science Center.
- through 5/19** Twin City Knockers 2012 Home Bout Schedule. Hot Wheels Bossier.
- through 5/21** Bodies Revealed. Sci-Port: Louisiana's Science Center.
- 5/5** Cinco De Mayo Fiesta. Festival Plaza.
- 5/5** Overtures & Ovations. Riverview Theatre.
- 5/5** Hawk Talk & Birds of Prey. Sci-Port: Louisiana's Science Center.
- 5/7-12** 38th Annual Poke Salad Festival. Blanchard.
- 5/12** Charley Pride. Horseshoe Casino & Hotel.
- 5/18-20** 3rd Annual Blue Goose Music Festival. Fairgrounds Field.
- 5/19** Holy Angels' 11th Annual David Rice Memorial Angel Run & Walk. Ellerbe Road.
- 5/19** 2012 Gusher Days. Oil City, LA.
- 5/19** The Pink Party. Shreveport Convention Center.
- 5/24-27** 29th Annual Mudbug Madness Festival. Festival Plaza.
- 5/25** Larry The Cable Guy. Horseshoe Casino & Hotel.
- through 6/13** Lucky 13. Sci-Port: Louisiana's Science Center.
- 6/1** Joan Rivers. DiamondJacks Casino & Resort.
- 6/1** Everything Must Go. Robinson Film Center.
- 6/2** Shreveport Farmers' Market. Festival Plaza.
- 6/2-7/28** Remember in Shreveport and Bossier When The Exhibit. Louisiana State Exhibit Museum.
- 6/2** Sunflower Trail & Festival. Gilliam.
- 6/2** Hummingbird Seminar. Louisiana Nursery.
- 6/5** The Avett Brothers. Strand Theatre.
- 6/7** Hot Jazz on the Red with Ms. Marcy & her Texas SugarDaddy's. Barnwell Garden & Art Center.
- 6/15-17** Let The Good Times Roll Festival. Festival Plaza.
- 6/15-17** 2012 City Amateur Gold Championship. Querbes Park and Recreations Center.
- 6/21** Unwind Downtown Pub & Culture Crawl. Artspace.

shreveportbossierfunguide.com

Submit your events on the Fun Guide for FREE

Your Bureau at Work

Kelly Wells, vice president of sports and tourism marketing, and **Sheila Norman**, sports and tourism administrator, traveled to Hartford, Conn. to attend the National Association of Sports Commissions Annual Meeting in April. They attended roundtable meetings on topics including funding of sports commissions and development of infrastructure. They met with sporting event rights holders to discuss upcoming opportunities. Kelly received his Certified Sports Event Executive professional designation along with 25 other professionals.



Kelly Wells
Vice President of Sports & Tourism

Kathy Melancon, product development manager, traveled to Austin, Texas in March to attend South by Southwest (SXSW) the nation's largest film, digital, interactive and music festival that spans a 10-day period. She went with representatives from the Louisiana Film Office to promote the Louisiana Film Prize, a new competition and film festival challenging filmmakers to shoot their short films in Shreveport-Bossier. The \$50,000 prize is one of the world's largest

cash prizes for a short film. **Suzanne Manfredi**, convention sales manager, and **Diana Douglas**, regional sales manager, went to Baton Rouge and Lafayette in April to make sales calls and attend the Louisiana Society of Association Executives and Meetings Professional International Lunch and Learn event. They returned with four leads for future business. They also attended the Louisiana Health Information Management Association Conference in Lafayette, and won the bid to host the annual conference in April 2013.

Tourist bureau staff and board members **Fredrick Henson**, **Luke Turner** and **Matthew Schupbach** traveled to Baton Rouge in April to represent Shreveport-Bossier at the Louisiana Bicentennial Celebration on the grounds of the State Capitol. They brought with them displays and items that represent the northwest region of the state, and they participated in festivities celebrating 200 years of statehood.



Luke Turner
Chairman, Board Members

Cameras roll for Louisiana Film Prize

The Louisiana Film Prize is the first of its kind for the region, and the prize itself is one of the world's largest cash prizes for a short film.

The concept is simple - shoot a short film in Shreveport-Bossier, and enter it for a chance to win \$50,000. Rough cuts are due on July 9, and from there 20 films will be chosen for the final viewing at the Louisiana Film Prize Festival Weekend, October 5-7 at the Robinson Film Center.

Since Gregory Kallenberg, "Haynesville" filmmaker and film prize executive director announced his new contest in January, filmmakers from the Shreveport-Bossier area, Dallas and New Orleans have started production on their entry projects.

Some community businesses are also getting involved. Cohabit, a local community workspace located in downtown Shreveport, has made available free office space for film prize registrants. See all the details of the Louisiana Film Prize at www.lafilmprize.com.



Louisiana Film Prize brings filmmakers to the area to compete for a chance to win largest cash prize.

"Ever since I returned to my hometown, I've wanted to find a way to help spur the ongoing evolution of our town into a creative mecca and give our city a national brand as a home to the creative class. As SXSW transformed Austin, the La. Film Prize will do the same for our region."

- Gregory Kallenberg,
filmmaker and film prize executive director



Tourist Bureau to launch new database

The bureau has chosen a new Customer Relationship Management (CRM) provider that will replace the current system, iDSS. The new system, Simpleview, was developed specifically for travel and tourism agencies and is based on the way these agencies work.

Simpleview will facilitate the bureau's sales, marketing and hospitality industry partnership activities by making it easier to communicate with stakeholders and making it easier for them to communicate with the bureau. Simple, built-in tools for communications, workflow and productivity enable shorter response times, higher productivity, enhanced partner and customer relations, lower operational costs and increased sales and visits.

Simpleview is a web-based system, which

means it can be accessed from any Internet-connected computer. Users can create traces and alerts for managing workflow, leads and referrals. Hotel partners using Delphi will appreciate Simpleview's seamless integration with that system.



Pat Gill, Internet and systems manager, is currently in the process of mapping and migrating data from iDSS to Simpleview. Once the migration has been thoroughly tested and finalized, the bureau staff will undergo extensive training in the new system. Shortly thereafter, they will conduct training for industry partners.

It is expected to launch in late May 2012. Because Simpleview's user interface is highly intuitive, the transition is expected to happen smoothly with few disruptions in daily sales and CRM activity. As always, tourist bureau staff will be ready to respond to any questions, as will the support staff at Simpleview.

If you have questions, contact Kim Brice, vice president of convention marketing, (318) 429-0629 at kbrice@sbctb.org or Pat Gill, Internet & systems manager at (318) 429-0630 or pgill@sbctb.org.

Gotta see it to sell it, benefits of FAM tours

What is a FAM tour, and why is it important? A familiarization or FAM tour is designated to acquaint tourism professionals, journalists and visitors with a destination. For the tourist bureau's communications staff, FAM tours are a way to show journalists what makes Shreveport-Bossier unique.

"During these tours, we tell the story of Shreveport-Bossier through the people and places we visit," says Chris Jay, public relations and social media manager for the tourist bureau. "Whether that means sampling King Cake with Don Tubbs in Bossier City as he tells the story of how Mardi Gras parades returned to our area, or sharing a "Muffy" with Agatha at Fertitta's Deli in Shreveport as she tells her fascinating family's story, these tours are an opportunity for us to let the community speak for itself."

The goal according to Jay: To get the best possible journalists here, and make sure they experience our area's most fascinating people and places. In May, the tourist bureau is hosting the "Mudbugs, Muffies, and More" Media FAM. The journalists write for *Group Tour Magazine*, *Creator's Syndicate*, *AAA Southern Traveler* and *Sing Tao Daily*.



Journalist of KALB-TV in Alexandria, Louisiana interview Teresa Micheels during a recent tour of the Municipal Auditorium.

CONVENTION CALENDAR

DATE	EVENT
May 1 - 4	Louisiana Clerks of Courts Association
May 12	Fit For Life
May 12 - 13	United States Fastpitch Association
May 17 - 21	United States Tennis Association
May 21 - 24	State Fair of Louisiana Livestock Show and Rodeo Managers Association
May 30 - June 3	Ark-La-Tex Oilmen's Gold Association
June 7 - 8	Children and Arthritis Inc.
June 10 - 15	The Bass Federation FLW Tour
June 28 - 30	Miss Teen/Junior Teen Princess Louisiana Pageant
June 29 - 30	Classic Arms Production

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