

# Industry Briefs

The 2012 **Travel Outlook Conference** will be held from 8 a.m.-2 p.m., Tuesday, Aug. 7 at the Eldorado Resort Hotel. To learn more about the conference or to RSVP contact Kathy Melancon, Product Development and Film Manager at (318) 429-0654 or kmelancon@sbctb.org.

The tourist bureau is currently transitioning from iDSS, a Customer Relationship Management (CRM) provider and database to **Simpleview**. This facilitate the bureau's sales, marketing and hospitality industry partnership activities by making it easier to communicate and perform sales tasks. The expected launch date is fall 2012. The tourist bureau will host industry training days for hoteliers, attraction representatives and industry partners. To learn more about training opportunities contact Kim Brice, vice president of convention marketing, at kbrice@sbctb.org or Pat Gill, Internet and Systems Manager, at pgill@sbctb.org.

Shreveport-Bossier will remain a competitive and attractive destination for large-scale events like the Bassmaster Classic, thanks to a new law. **Senate Bill 751**, nicknamed the Bassmaster Bill, was recently passed and signed into law as Act No. 855. The new act makes it easier for large events that have a tradeshow component with out-of-state recreational product vendors to do business in Louisiana.

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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\*Appointing Organization



news from shreveport-bossier convention & tourist bureau

# TRAVEL TALK

July-Aug. 2012

## Boom or Bust Byway and GPS Ranger® ready for tourists

Travelers exploring the Boom or Bust Byway - a 130-mile route along LA 2, featuring new signage and interpretive kiosks in Vivian, Plain Dealing, Sarepta and Homer - will learn about the region's agricultural past, oil and gas "boomtowns," recreation options made possible by the lakes and bayous along the route. Byway travelers will also pass through historic towns such as Mooringsport, Oil City, Belcher, Gillingham, Shongaloo and Lisbon.



Lt. Gov. Jay Dardenne and Tourist Bureau President Stacy Brown unveil the new byway signage.

To facilitate visitors' explorations of the Boom or Bust Byway, the Shreveport-Bossier Convention and Tourist Bureau, through a matching grant provided by the Federal Highway Transportation Enhancement Grant through the Louisiana Office of Tourism, has produced a self-guided video tour of the route.

Travelers can check out a handheld device called a GPS Ranger® to experience the video tour. The GPS Ranger® shows travelers their position on a map



while revealing the history and culture of communities along the Boom or Bust Byway. The GPS Ranger® devices can be checked out from and returned to the tourist bureau, located at 629 Spring Street in Shreveport.

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**Senate Bill 751** on back

## Dates to Remember:

**Shreveport-Bossier Hotel and Lodging Association**  
July 10, noon, TBA  
August 14, noon, TBA

**Travel Outlook Conference**  
August 7, 8 a.m., Eldorado Resort & Casino

**Hospitality Breakfast**  
July 11, 8 a.m., Biscotti's Bistro at Lewis' Gifts

**Louisiana Restaurant Association**  
August 4, 9 a.m., Los Paloma, Benton  
3rd Annual Clay Choot  
August 20, 6:30 p.m., Holiday Lanes Bowling Tournament

## Randall returns to talk tourism trends

Tourism trends are ever changing, and in an unstable economy it's important to know where tourists are planning to spend their dollars. Judy Randall of Randall Travel Marketing will present the latest tourism trends at the next quarterly attraction seminar, Monday, Sept. 10. The free seminar, hosted by the tourist bureau, is open to attraction representatives, hoteliers and industry partners.

Randall last visited Shreveport-Bossier in 2011 when she performed a reconnaissance study of area attractions. She

presented her findings to a group of attraction representatives, and she met with them one-on-one to discuss ways to improve attractions' curb appeal and visitors' experiences. Randall has an extensive history in the tourism and travel industry focusing on research-based marketing.

If you are interested in the upcoming seminar, contact Sarah Williams, communications coordinator, at swilliams@sbctb.org or (318) 425-0645. To see the 2011 report visit [www.shreveport-bossier.org/research](http://www.shreveport-bossier.org/research).



|| I ate my first crawfish Friday night at #MudbugMadness in Shreveport, La. Three pounds of fiery goodness. ||

- @sbctb - David Hoekman (@DavidGroupTour),  
Managing Editor - Group Tour Magazine



join us on facebook and twitter:  
[www.shreveport-bossier.org](http://www.shreveport-bossier.org)

# FUN GUIDE!

Calendar of Events

- July/August**  
**through 7/1** Disney's Winnie the Pooh Kids. Marjorie Lyons Playhouse.  
**through 7/1** Classic Arms Productions Gun & Knife Show. Riverview Hall.  
**through 7/9** Artists-at-Work. Meadows Museum of Art at Centenary College.  
**through 8/1** Itty Bitty Scientists. Sci-Port: Louisiana's Science Center.  
**through 11/17** Shreveport Farmers' Market. Festival Plaza.  
**7/4** KTBS 3 Independence Day Festival. Riverview Park.  
**7/5** Regional Filmmakers Spotlight: Creature from Black Lake. Meadows Museum of Art & Robinson Film Center.  
**7/6** Aaron Lewis. Horseshoe Casino & Hotel.  
**7/14** Pat Green. Sam's Town Hotel & Casino.  
**7-14** Bill Cosby. Horseshoe Casino & Hotel.  
**7/14-15** Shop Til You Drop Arts, Crafts, and Gift Show. Bossier Civic Center.  
**7/21** Summer Bash 2012. CenturyLink Center.  
**7/21** Twin City Knockers presents Regional Mash Up. Hot Wheels Bossier.  
**7/27-29** Back to the Future. Robinson Film Center.  
**7/28** Wynonna and The Big Noise. Horseshoe Casino & Hotel.  
**7/31-8/1** Blue Man Group. Strand Theatre.  
**through 8/1** Ronnie Maum Wildlife Photography Exhibit. Magale Library at Centenary College.  
**through 8/4** Juxt A Putt-Putt. Artspace.  
**through 8/8** Kids Bowl Free this Summer. Holiday Lanes.  
**through 8/19** American Ruins. R.W. Norton Art Gallery.  
**through 8/28** Detectives. Karpeles Manuscript Library Museum.  
**8/3** Philadelphia Center Auction Against AIDS. Horseshoe Casino & Hotel.  
**8/4** Creedence Clearwater Revisited. Horseshoe Casino & Hotel.  
**8/4** Ascend Combat Chaos 2. Municipal Memorial Auditorium of Shreveport.  
**8/4-5** Iron Fish and River Cities Triathlon. Cypress Black Bayou.  
**8/17-19** Sportsman's Expo. CenturyLink Center.  
**8/30** Louisiana Tech vs. Texas A&M.

shreveportbossierfunguide.com

Submit your events on the Fun Guide for FREE

## Your Bureau at Work

**Kathy Melancon**, product development and film manager, recently traveled to Los Angeles, Calif., where she attended the Association of Film Commissioners International (AFCI) Locations tradeshow, along with Shreveport Mayor Cedric Glover and local film executives. The group met with more than 500 filmmakers, producers and decision-makers about projects for Shreveport-Bossier. Kathy participated in a networking reception for 85 filmmakers including executives from Warner Brothers, Disney, ABC, and 20th Century Fox.



Kathy Melancon  
Product Development  
/Film Manager

**Diana Douglas**, regional sales manager, attended the Critical Care Expo hosted by the American Association of Critical Care Nurses in Orlando, FL in May. She met with 256 medical professionals and generated two leads for future business from Codman & Shurtleff Inc. and the U.S. Military Entrance Processing Command (MEPCOM) Medical Conference.

**Stacy Brown**, tourist bureau president, attended the Society of American Travel Writers –Southeast Chapter meeting in Key West, FL in

May. There she met with travel writers to promote Shreveport-Bossier for travel destination stories to print, broadcast and web journalists.

**Chris Jay**, public relations and social media manager and **Sarah Williams**, communications coordinator, attended the Vocu Users Conference in June. Vocu is a media database software system that the tourist bureau uses to market and promote events to national and regional media outlets. The two worked with technicians to make news monitoring more accurate in the system, and they attended conferences to learn about future trends in public relations and marketing.



Chris Jay  
Public Relations  
& Social Media  
Manager

The tourist bureau staff would like to thank all industry partners who volunteered their time and expertise to assist with the **Travel Alliance Partners' Annual Conference** in June. Erica Howard, tourism sales manager, has already received 12 leads including a group of more than 200 planning to attend the James Burton International Guitar Festival in November.

## DigiFest South to showcase fast-growing industry

Shreveport-Bossier is known for its music, arts and food, but unbeknownst to some, the area also became known as a hotbed for something else – digital media jobs. Last year, *Forbes Magazine* named Shreveport-Bossier No. 3 among the top cities for information jobs in the country, beating out locales like San Jose-Sunnyvale-Santa Clara, Calif., Grand Rapids-Wyoming, Mich. and Madison, Wis.

Information jobs include everything from media and data processing to Internet-related businesses and the Bossier Arts Council is hoping to bring more awareness to this fast-growing industry with its upcoming DigiFest South 2012. The three-day event, set for Sept. 7-9 at the Bossier Civic Center, will feature several parts, including a digital arts exhibition, a series of TEDx Red River presentations and a technology career fair with recruiters from area, regional and statewide tech-based companies.

For organizer Clint McCommon, the idea was a no-brainer. "From entertainment to the movie industry, to companies like (Academy Award-winning Moonbot Studios) and Twin Engine Labs, there's a lot of tech-based infrastructure

here. It's like a hidden gem," McCommon said.

Other participants will include the Cyber Innovation Center, Cohabitat, Blade Studios, Fairfield Studios, Millennium Studios, Worldwide FX and more. DigiFest South will both exhibit and provide opportunities for those with skill sets that range from 3D design and animation, digital sculpture and robotics, graphic design and motion graphics to digital photography, digital video and film, CG animation, mechanical and architectural design and digital sound and music.

The deadline for artists, vendors and career fair participants to submit applications is July 31. Visit [www.bossierarts.org/component/k2/item/153](http://www.bossierarts.org/component/k2/item/153) to find the application to enter.

To learn more about DigiFest South contact:

**Clint McCommon**  
(318) 780-5924 or [clint@fairfieldstudios.com](mailto:clint@fairfieldstudios.com)



## Shreveport-Bossier: A sporting destination

Hosting sporting events like the USA National University Weightlifting Championships and the 2009 and 2012 Bassmaster Classics puts Shreveport-Bossier on the national sports map. Building and maintaining that status is what keeps the Shreveport-Bossier Sports Commission hard at work, and it seems the elbow grease is paying off in the form of repeat events and new, exciting match ups.

Two recent bid wins include the LHSAA Boys' and Girls' State Golf Tournament for 2013 and 2014 and the USA Wakeboard Regional Qualifier 2012. By hosting the wakeboard qualifying event, sports commission representatives hope to bring the national event to Shreveport-Bossier in 2013.

Fall football is another one of the area's

strong suits, and 2012 is full of gridiron activity. A new matchup between Texas A&M University and Louisiana Tech is slated for Aug. 30, and it's expected to draw big crowds to Shreveport-Bossier. The Port City Classic, Sept. 1, featuring Grambling State University and Alcorn State and the Landers Dodge Battle on the Border featuring high school powerhouse teams, Sept. 8, return to kick things off early in September. Then Prairie View A&M University and Southern University meet up again, Oct. 27, in the Shreveport Classic.

New tournaments, spectator sports and indoor competitions are all included on a long list of events that the sports commission is working on to bring to the area.

"Sport planners are attracted to Shreveport-

Bossier because of our ideal location, affordability, expansive facilities and the services we offer them," said Kelly Wells, vice president of sports and tourism marketing. "We pride ourselves on being a one-stop shop for all of their planning needs."

For help planning a sporting event contact:

**Kelly Wells**,  
(318) 429-0632 or [kwells@sbctb.org](mailto:kwells@sbctb.org).  
[www.shreveportbossiersports.org](http://www.shreveportbossiersports.org)

## Food-themed media tour a success

David Hoekman, Managing Editor of *Group Tour Magazine*, was one of five journalists who visited Shreveport-Bossier, May 24-27, to take part in a food-themed tour spanning both cities. Hoekman took to the popular social media platform Twitter to share a first-time culinary experience: eating boiled crawfish in Louisiana.

Participants experienced a whirlwind tour comprising 22 local eateries, ranging from fine dining to down-home, "mom and pop" diners.

Tour participant Demetra Pappas, travel writer for New York City's *Resident Magazine*, was particularly impressed by the beignets at Marilynn's Place in Shreveport and the spicy boiled crawfish at Kim's Seafood in Bossier City. Other popular stops on the tour included Fertitta's Delicatessen, C&C Café, and a moving farm-to-table experience courtesy of Valencia Urban Garden and Wine Country Bistro.

The Shreveport-Bossier Convention and Tourist Bureau hosts up to six themed media tours each year. Upcoming tours include the "Boos & Brews" Tour in October and the Holiday Trail of Lights Tour in November.



Visiting food writers listened as Duc Duong, owner of Kim's Seafood in Bossier City, shared the story of his restaurant.

## CONVENTION CALENDAR

DATE	EVENT
July 7 - 14	USTA United States Tennis Association
July 17 - 20	Louisiana Association of Chiefs of Police
July 20 - 22	Hunter's Expo
July 22 - 26	American Junior Golf Association
July 27 - 28	National Wild Turkey Federation
August 7 - 11	Louisiana State Firemens Association
August 8 - 9	Choice Hotels
August 24 - 26	United States Speciality Sports Association
August 24 - 26	Ark-La-Tex Gun Collector's Show
August 30	Louisiana Tech vs. Texas A&M

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