

# Industry Briefs

**Taylor Jamison**, has recently been hired by the Shreveport-Bossier Sports Commission as a part-time sports sales coordinator. Jamison received his Bachelor's degree in marketing from the University of Louisiana in Monroe and has previously worked as the marketing assistant at the North Louisiana Economic Partnership.

**Emma Hebert** is now the general manager for **Towne Place Suites by Marriot** in Bossier. Before coming to the hotel, she was general manager of Howard Johnson in Bossier.

The **Ramada Inn and Conference Center** in Bossier hosted a luncheon and tour of the facility to area partners, on July 9, to unveil recent remodels which include new paint, updated appliances and new carpets.

The **Louisiana State Exhibit Museum** announces the opening of an extraordinary exhibit of the Shreveport Art Club. The annual member show celebrating its 92nd year will run Aug. 18-Sept. 13. Criteria for inclusion in the show are that all works must be original in concept and completed since June 2012. The entry must not have won an award in Shreveport or Bossier shows, nor have been shown in a previous SAC show. Categories include acrylic, oil, watercolor, pastel, mixed media collage and photography.

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 & tourist bureau

# TRAVEL TALK

Sept.-Oct. 2013

## Rendezvous South to be held in Shreveport-Bossier

The Shreveport-Bossier Convention and Tourist Bureau, along with its partners the SMG/Shreveport Convention Center and Hilton Hotel Shreveport are pleased to announce a new conference Dec. 2-4, 2013, at the Shreveport Convention Center and host hotel Hilton Hotel Shreveport. *ConventionSouth* Magazine is the presenting sponsor of the event.

"Rendezvous South was the brainchild of the Shreveport-Bossier Convention and Tourist Bureau, Shreveport Convention Center and Hilton Hotel Shreveport," said Stacy Brown, tourist bureau president. "We wanted to create our own tradeshow tailored especially to meeting planners looking for a one-stop-shop booking experience with similar convention destinations. It also provides a unique opportunity for planners to exchange ideas with their peers in a Town Hall format."



(Left to right) Bossier City Mayor Lorenz Walker, Tourist Bureau President Stacy Brown, Shreveport Mayor's Chief Assistant Burnadine Anderson, SCC General Manager Sam Voison, *ConventionSouth* Publisher Talty O'Connor and Hilton General Manager Mike Green sign the ceremonial "Seal the Deal" agreement for the *Rendezvous South* tradeshow.

Unlike other convention tradeshows, 35 meeting planners will meet with all of the decision makers (e.g. venue managers, convention and visitors bureau sales managers and the host hotel sales managers) face-to-face during 15-minute appointments. Additional qualifications for the planners include that their

event must utilize a minimum of 200 hotel room nights and utilize a minimum of 45,000 square feet of event space. Participating destinations include: Shreveport-Bossier, Baton Rouge and Kenner, Louisiana; Irving, Texas; Savannah, Georgia; and Jackson, Mississippi.

"Rendezvous South will be a one-of-a-kind, Town Hall format and educational tradeshow for meeting planners who book destinations in the South," said Talty O'Connor, publisher of *ConventionSouth* Magazine. "Our organization is honored to team up with *Rendezvous South*, because we know that the Town Hall format enables planners to be in the driver's seat and suggest topics, ask questions and hear suggestions from their peers."

*Rendezvous South* has launched a new website [www.Rendezvous-South.com](http://www.Rendezvous-South.com) which features information and resources for meeting planners, including details about each of the participating cities' destination, meeting venue and host hotel. The site also includes a host-buyer qualification form, tradeshow information, and hot deals that meeting planners can take advantage of.

## The Shreveport-Bossier Attractions Association Presents "Adding up Advertising: How to Attract Visitors"

The Shreveport-Bossier Attractions Association will host a quarterly seminar, "Adding up Advertising: How to Attract Visitors," 9 a.m. – 2 p.m., Monday, Sept. 16 at Sci-Port: Louisiana's Science Center, located at 820 Clyde Fant Parkway, Shreveport.

The focus of the seminar will be advertising and marketing to attract more visitors. It will include a presentation about the Shreveport-Bossier Convention and Tourist Bureau's services, a panel discussion from for-profit and non-profit, small and large attractions that have worked

with the tourist bureau and a presentation about media buying strategies by Peggy Yervanian, director of training services at Paragon Media.

Peggy has spent more than 30 years planning and buying for clients such as Unilever, Scott Paper Company, U.S. Marines, Warner-Lambert, Reynolds Metals, U.S. Airways, Burger King, Ford Dealers Association, Levitz Furniture and many others.

Seating is limited. A free lunch will be provided. **To R.S.V.P., register online at [www.AddingUpAdvertising.eventbrite.com](http://www.AddingUpAdvertising.eventbrite.com).**

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## Dates to Remember:

**Shreveport-Bossier Attractions Association Seminar**  
Sept. 16, 9 a.m. - 2 p.m., Sci-Port: Louisiana's Science Center

**Hospitality Breakfast**  
Sept. 4, 8 a.m., Hilton Hotel Shreveport  
Oct. 2, 8 a.m., DiamondJacks Casino and Resort

**Hotel and Lodging Association Meeting**  
Sept. 12, 6 p.m., Horseshoe Casino and Hotel  
Oct. 8, Time and Place TBD

For more HLA info, contact Sherry Stuckey at [ssuckey@vistahost.net](mailto:ssuckey@vistahost.net)

|| Whether it's the rich history and musical heritage, or the year-round roster of festivals and celebrations, Shreveport-Bossier has an eclectic mix of southern charm, great food and lagniappe fun that will definitely have you coming back for more. ||

— Southern Gaming

- 9/7 River Cities Corvette Club Festival, Festival Plaza
- 9/7 Solar System Saturdays, Sci-Port: Louisiana's Science Center
- 9/13 Hank Williams Jr., Riverdome at Horseshoe Casino and Hotel
- 9/13 Battle on the Border, Independence Stadium
- 9/13 Music of the Night, East Ridge Country Club
- 9/14 Dragonboat Festival, Riverview Park
- 9/14 Ron White, Horseshoe Casino and Hotel
- 9/14 Rick Springfield, Margaritaville Casino and Resort
- 9/14 Festapalooza 2013, Festival Plaza
- 9/20 Movies and Moonbeams: The Lorax, A.B. Palmer Recreation Center
- 9/20 Digifest South 2013, Bossier Civic Center
- 9/21 Chimpanzee Discovery Day: African Peace Fest, Chimp Haven
- 9/27 Shrine Circus, CenturyLink Center
- 9/28 Shreveport Oktoberfest 2013, Zocolo
- 10/3-6 2nd Annual Louisiana Film Prize, Festival Central, Capri Theater, Central Artstation and Robinson Film Center
- 10/4 Movies and Moonbeams: Hotel Transylvania, RiverView Park
- 10/5 30th Anniversary Annual Quilt Show, RiverView Hall
- 10/5 Eddie Money, Margaritaville Casino and Resort
- 10/5-12 Red River Revel Arts Festival, Festival Plaza
- 10/18 Movies and Moonbeams: Frankenweenie, David Raines Community Center
- 10/19 Disney Live! Presents Three Classic Fairy Tales, CenturyLink Center
- 10/19 Chimpanzee Discovery Day: Second Annual Fall Harvest Festival, Chimp Haven
- 10/24-11/10 The State Fair of Louisiana, the Louisiana State Fair Grounds
- 10/25 Artscare, Artspace at the West Edge
- 10/26 Keith Urban: Light the Fuse Tour, Centurylink Center

shreveportbossierfunguide.com

for a **fun** time... **CLICK!**



Submit your events on the Fun Guide for FREE



Stacy Brown, President, Shreveport-Bossier Convention & Tourist Bureau

**Stacy Brown**, president, attended the Destination Marketing Association International (DMAI) 2013 Conference in Orlando, FL, July 15-19, where she met with worldwide marketing consultants. Stacy also attended the Lt. Governor's Fall Tourism Summit in Baton Rouge, Aug. 26-28. In June, Brown was elected to the Louisiana Travel Promotion Association's board of directors.

**Suzanne Manfredi**, convention sales manager, conducted sales calls with Lauren Rabb of the Hilton Shreveport and Karen Kelly of the Shreveport Convention Center in Baton Rouge, Aug. 12-14, at the Louisiana Department of Education and the Louisiana Association of Educators.

**Kelly Wells**, vice president of sports and tourism with the Shreveport-Bossier Sports Commission, and **Erica Howard**, tourism sales manager with the Shreveport-Bossier Convention

and Tourist Bureau, traveled to Birmingham, AL, Aug. 6-7, to meet with the South Central Motor Coach Association and won the bid to host the 2014 conference.

The **Shreveport-Bossier Sports Commission** just reeled in another bass event, the Skeeter Bass Champs Championship, that will take place Oct. 2-5. The event will attract 250-300 two-man teams from Texas that will fish the Red River in Shreveport-Bossier. For more information visit [www.basschamps.com](http://www.basschamps.com).

**Brandy Evans**, vice president of communications, has been reappointed to the Louisiana Tourism Development Commission as an at-large member. Her appointment was confirmed by the Senate. The 19-member board is charged with advisory oversight of the Louisiana Office of Tourism.

**Deann Jewell**, communications coordinator, hosted three convention writers from *Convention-South Magazine*, *Collinson Media* which includes *Collaborate Magazine*, *Rejuvenate Magazine* and *Connect Magazine* and *Meeting Planner's Guide*, July 16-19, providing tours of convention and meeting sites throughout Shreveport-Bossier.

## The Shreveport-Bossier Fun Guide has a New Look

The Shreveport-Bossier Convention and Tourist Bureau has redesigned the Shreveport-Bossier Fun Guide website. It can be found at [www.sbfunguide.com](http://www.sbfunguide.com).

The new features include Top Picks, social media news, movies and events. By putting events into the Fun Guide, partners may be eligible for digital billboards, print advertising, online banner ads, inclusion in quarterly calendar of events distributed at visitors centers and area hotels, news releases sent to consumer publications locally and regionally, and articles on the tourist bureau's blog, 20x49.com.

To submit an event on the Fun Guide, scroll down to the bottom of the homepage and click "Submit an Event."

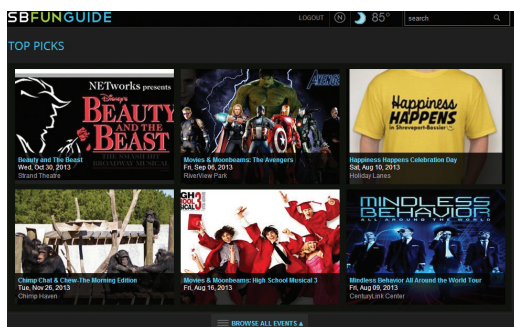
On the next page, click the gray "Events" tab at the top of the page. Enter your username and password. If you do not have a profile, click the blue "Register" or "Register to Submit an Event" under the user name and password fields. The following fields are required: user

name, password, first name, last name and email. The additional fields are optional; however, they are recommended should the tourist bureau need to contact you about

the event. Once you've entered your information, click the "Save" button. The browser will open to the Fun Guide logged into your account.

If you have a registered account, enter your user name and password into the fields on the "Events" page. To enter a new event, click "Create New" and provide the event name, information URL, admission prices, phone number, categories, venue, presenter, description, date and add an event image. Photos will display at 578 pixels x 358 pixels so please select an image that is rectangular. Facebook account and Twitter account information are optional.

If you have any questions, contact Pat Gill, Internet & Systems Manager, at 318-429-0630 or [pgill@sbctb.org](mailto:pgill@sbctb.org).



## Louisiana Tax Free Shopping Opens Refund Center at The Outlets at Louisiana Boardwalk

International visitors to Shreveport-Bossier will soon be able to enjoy the convenience of a tax free shopping refund center located on-site at The Outlets at Louisiana Boardwalk, one of the region's most popular shopping destinations. In coordination with Boardwalk, the Shreveport-Bossier Convention and Tourist Bureau, and the Office of the Lieutenant Governor and the Louisiana Tax Free Shopping Program for International Visitors (LTFS) hosted a press conference marking the opening of the center, Aug. 13, near the fountains at the Boardwalk.

The Shreveport-Bossier refund center, one of six in the state, was previously located at Shreveport's Capital One National Bank at 333 Travis Street. The refund center processes the paperwork for eligible shoppers to receive cash refunds for sales taxes under the LTFS. In addition to Shreveport-Bossier, refund centers exist in Metairie, New Orleans, Kenner, Lafayette, and Baton Rouge.

"Retail shopping is one of the top activities for international visitors coming to Louisiana," said LTFS Executive Director Denise Thevenot.



In 2012, international travelers spent more than \$2.5 million in Shreveport-Bossier.

"We're excited to partner with The Outlets at Louisiana Boardwalk, giving visitors another convenient way to enjoy the tax-free shopping program."

The *VisaVue* Report collects expenditure information from international Visa cardholders who travel to Louisiana. In 2012, international visitors spent more than \$2.5 million in Shreveport-Bossier. The top 5 visiting countries were Canada, Mexico, United Kingdom, Germany and Puerto Rico.

Their main activities were retail, restaurants and lodging. Aug. 16, the Shreveport-Bossier Sports Commission hosted the Youth Pan American Weightlifting Championships. Students came from Brazil, China, Canada and other countries. Normal operating hours for the Shreveport-Bossier refund center are 11 a.m.-6 p.m., seven days a week.

For more information, contact Denise Thevenot, LTFS executive director, at (504) 458-8258 or visit [www.louisianataxfree.com](http://www.louisianataxfree.com).

## Bureau Passes 10,000 "Likes" on Facebook

The Shreveport-Bossier: Louisiana's Other Side Facebook page grew to more than 10,000 "Likes" in July. The tourist bureau makes use of the page to promote local events, attractions, restaurants and more. Chris Jay, public relations and social media manager, also partners with area attractions, hotels, event organizers and others to help them harness the power of social media in a way that drives traffic and creates business. Recent social media promotions have assisted the Shreveport Farmers' Market, Let the Good Times Roll Festival and Mudbug Madness Festival. A Facebook campaign promoting the Shreveport Farmers' Market, which ended in July, effectively doubled the size of the organization's Facebook audience.



Other growing social media channels utilized by the tourist bureau include Twitter (@sbctb) and the 20x49.com blog, which reached more than 20,000 unique readers in the month of July and has grown each month since debuting in 2012.

A quarterly Shreveport-Bossier Attractions Association seminar scheduled for 9 a.m.-2 p.m., Monday, Nov. 11 will address social media marketing, with a special emphasis on creating cost-effective Facebook promotions. Attractions, hotels, restaurants and other tourism partners should make plans to attend this free, entertaining seminar. For more information, contact Chris Jay at (318) 429-0658.

## CONVENTION CALENDAR

DATE	EVENT
Sept. 6-8	HDW, Inc. 2013 Fall Trade Show
Sept. 11-14	Creating Keepsakes Scrapbook Convention
Sept. 18-19	North Louisiana Economic Partnership Seminar
Sept. 20-23	Louisiana Association of Nurse Practitioners Conference
Sept. 27	North Louisiana Small Business Summit
Sept. 28	Southwood Class of 2003 High School Reunion
Oct. 1	CareerMD Career Fair
Oct. 2-5	Skeeter Bass Champs Championship
Oct. 5	Louisiana Society of Health System Pharmacists
Oct. 5	Southwood Class of 1993 High School Reunion
Oct. 8-10	North American Travel Journalists Association 2013 Annual Conference
Oct. 9	Blue Cross Blue Shield of Louisiana Meeting
Oct. 12	Northwood High School Homecoming
Oct. 12	Northwood Class of 2003 High School Reunion
Oct. 26	2013 Minority Business Expo
Oct. 27-30	2013 Fall Regional Organized Crime Information Center (ROCIC) Conference