

# Industry Briefs

## Board of Directors

**Jerry Kolniak**,  
Chairman  
Louisiana  
Restaurant Assn.\*

**Mary Dunn**,  
Vice-Chairwoman  
Shreveport-Bossier  
Hotel & Lodging  
Assn.\*

**Sherry Stuckey**,  
Treasurer  
Attractions Assn.\*

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

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

**Matthew Schupbach**,  
Harrah's Louisiana  
Downs/  
Attraction Assn.\*

**Mark Garrett**,  
Greater Shreveport  
Chamber of  
Commerce\*

**Tommy Clark**,  
Bossier Chamber  
of Commerce.\*

**Ray Tromba**,  
Bossier City  
Mayor's Office\*

**Tari Bradford**  
Shreveport  
Mayor's Office\*

**Rob Brown**  
Shreveport-Bossier  
Hotel & Lodging  
Assn.\*

**Carlton Golden**  
Bossier Parish  
Police Jury\*

**Gary Hubbard**  
Bossier Rural  
Mayors\*

**Kellie Morris**  
Caddo Parish  
Commission\*

**Patricia Wooldridge**  
Caddo Rural  
Municipalities\*

**Joyce Jeffrey**  
Bossier Office  
of Community  
Services\*

\*Appointing Organization



news from shreveport-bossier convention & tourist bureau

# TRAVEL TALK

July - August 2014

## Shreveport-Bossier Casinos Celebrate Milestones

Margaritaville Resort Casino Bossier City celebrated its one-year anniversary on June 14. Since opening its doors, Margaritaville Resort Casino has attracted more than two million guests, generating more than \$31.6 million in gaming tax revenue for Louisiana. Margaritaville has

also contributed in excess of \$2 million in state and city sales/use tax, as well as \$740,000 in state and local hotel occupancy tax.

Horseshoe Casino and Hotel Bossier City celebrated the Grand Opening of the DARE Day Club Ultrapool, a \$3.5 million tropical swimming pool and day club. DARE offers a Las Vegas feel with cabanas.

Several Shreveport-Bossier casinos won big when *Southern Gaming and Destinations Magazine* announced their 2014 Readers' Choice Award winners. Winners included: Best Poker Room – Horseshoe Casino and Hotel Bossier City; Best Restaurant – The Vintage, Eldorado Resort Casino; Best Entertainment – Horseshoe Casino and Hotel Bossier City; Best Nightlife – Celebrity Lounge/Allure Ultra Lounge, Eldorado Resort Casino; Best Dealers and Slot Attendants – Sam's Town Hotel & Casino; Best Player's Club – Sam's Town Hotel & Casino.



DJ Pauly D, of MTV's "Jersey Shore," performed at the DARE Day Club, which opened on June 7.

## INSIDE:

**Thunder Road Raceway Park Opens in Gilliam** Page 2

**Media Tours Introduce Shreveport-Bossier** Page 3

**Industry Briefs** Page 4

## Dates to Remember:

### Hospitality Breakfast

**July 2** 8 a.m., Ernest's Orleans Restaurant

**August 6** 8 a.m., Market 104 and Grill at Hilton Shreveport

### Hotel and Lodging Association

**July 8** Noon, Venue TBD

**August 12** Noon, Venue TBD

For more HLA info, contact Cindy Lubbe at [cindy.lubbe@dimdev.com](mailto:cindy.lubbe@dimdev.com)

Log on to [www.shreveport-bossier.org/partners](http://www.shreveport-bossier.org/partners) for industry events and updates

## Mavericks vs. Pelicans Preseason Game

**NBA-sanctioned preseason game will be held on Thursday, Oct. 23; tickets on sale**

Officials with the Shreveport-Bossier Sports Commission, the City of Bossier City and CenturyLink Center are excited to announce a NBA-sanctioned preseason game between the New Orleans Pelicans and the Dallas Mavericks at the CenturyLink Center in Bossier City on Thursday, October 23, 2014 with tip-off at 7 p.m.

"We couldn't be happier to host these two teams in October in Bossier City at the CenturyLink Center. It not only provides a great event for our local citizens to attend, but will also bring thousands of sports enthusiasts from other parts of Louisiana, Texas and Arkansas," said Don "Bubba" Williams,



Bossier City Councilman and Shreveport-Bossier Sports Commissioner.

Tickets are on sale at the CenturyLink Box office and online at Ticketmaster.com, by phone at 800-745-3000, or any authorized Ticketmaster Outlet. Ticket prices start at just \$12.

"When we first met with the Pelicans about hosting the game we knew we wanted it, and so we fought hard to bring it here," said Kelly Wells, vice president of the Shreveport-Bossier Sports Commission. "Other cities were very interested in hosting this key preseason matchup."

The game at CenturyLink Center is the final preseason game for both teams. Group and military ticket packages are available. For game sponsorship opportunities, please contact Kelly Wells at [kwells@sbctb.org](mailto:kwells@sbctb.org) or (318) 429-0651.



Shreveport, LA 71101  
629 Spring Street  
Convention & Tourist Bureau



Memorial Day Weekend is a great time to visit Shreveport... whether you like them boiled, fried or in a gumbo, etouffee or bisque, you'll get your fill of crawfish during the annual Mudbug Madness Festival.

- The Oklahoman, Sunday, May 18

### July/August

- 7/3 David Allan Coe. Margaritaville Bossier City.
- 7/4 Firecracker 5K. Mall St. Vincent.
- 7/4 KTBS 3 Independence Day Festival. Festival Plaza.
- 7/6 Highland Open Studio Tours Sunday (HOST).
- 7/9, 23, 30 Bonkerk Comedy Club. Margaritaville Resort Casino.
- 7/12 Geaux Play 5K. Great Raft Brewing.
- 7/18 Movies & Moonbeams-Percy Jackson: Sea of Monsters. A.C. Steere Park.
- 7/25 Twiggy the Waterskiing Squirrel. Splash Kingdom Waterpark.
- 7/25 Tony Bennett. Horseshoe Casino & Hotel Riverdome.
- 7/26 51st Annual Ark-La-Tex Coin, Stamp and Card Expo. Bossier Civic Center.
- 7/26 Hot Pursuit 5K Run & Health Walk. Salvation Army Boys & Girls Club.
- Thru 8/2 I Took Off Work and Came All The Way Down Here: The Art of Wayne White. Artspace
- 8/2 Ascend Combat's "Chaos 3." Shreveport Municipal Auditorium.
- 8/3 River Cities Triathlon. Cypress Black Bayou Park & Recreation Area.
- 8/6 Shrek the Musical. Marjorie Lyons Playhouse.
- Thru 8/8 South Highlands Summer Market. Mall St. Vincent.
- 8/7-10 BAM on the Red with the SB Steppers. DiamondJacks Casino and Resort.
- 8/8 Bill Cosby. Horseshoe Casino & Hotel Riverdome.
- 8/9 Twin City Knockers Roller Derby. Bossier Civic Center.
- 8/9 Unscene! Shreveport featuring Art Battle. Downtown Shreveport.
- 8/13 Independence Bowl Kickoff Luncheon featuring Emmitt Smith. Shreveport Convention Center.
- 8/15 Maxwell. Shreveport Municipal Auditorium.
- 8/15 Movies & Moonbeams Outdoor Cinema presents "Epic." Hattie Perry Park.
- 8/16 Restless Heart. The Strand Theatre.
- 8/23 Jamie Lynn Spears. The Stage in Bossier City.
- 8/30 Mickey Gilley. Sam's Town Hotel & Casino Shreveport.

To have your event included, visit [www.sbfunguide.com](http://www.sbfunguide.com) and submit today for future promotional efforts.

[shreveportbossierfunguide.com](http://shreveportbossierfunguide.com)

for a fun time... CLICK!



**Brandy Evans**, vice-president of communications, attended the Public Relations Society of America Conference in Tampa, FL, June 8-11. Nearly 400 public relations and communications professionals from across the country came together at this annual conference to learn new trends and address current challenges. The tourist bureau bided on the 2016 conference.

**Erica Howard**, tourism sales manager, attended Travel Alliance Partners' annual TAP Dance conference in Reno, NV, May 31-June 5. At the conference, Howard met with 31 tour operators and received several leads. Shreveport-Bossier hosted TAP Dance in 2012.

**Dianna Douglas**, regional convention sales manager, attended the Collaborate Marketplace in Portland, OR, June 12-14. Douglas participated as an exhibitor in the event's tradeshow, which is attended by hundreds of corporate meeting professionals.

**Chris Jay**, public relations and social media manager, attended the International Food, Wine & Travel Writers' Annual Conference in Montgomery, AL, May 8-11. He met one-on-one with dozens of working travel media. Jay will also attend the upcoming Travel Media Showcase in Lake Charles, Aug. 5-8, where he has more than 40 appointments.



Chris Jay, public relations and social media manager

**Kevin Flowers**, convention sales coordinator, reports that several bids have been submitted in an effort to win new convention business, including bids to host the Louisiana State Medical Society's 2015 annual meeting, the Public Relations Society of America's 2016 annual meeting, the Louisiana Travel Promotion Association's 2015 board of directors strategic planning meeting, and more.

## Thunder Road Raceway Park Opens in Gilliam

Thunder Road Raceway Park™ held a grand opening and ribbon cutting celebration on June 4. Located in Gilliam, the raceway is now managed by champion drag racer Nelson Hoyos and his wife, Marla.



A drag racer competes at Thunder Road Raceway Park.

"The facility has a lot of capacity to put people in those grandstands," Nelson Hoyos told *The Times*. "And hopefully that will revert to have a lot of meals outside this facility, a lot of hotels outside this facility, a lot of things that can help the community grow."

Drag racing and associated events will be held at the park on a regular basis, including such premier events as the NHRA Summit Racing Series, NHRA Lucas Oil Racing Series, and NHRA Jr. Dragster Programs.

"This brings in a whole new segment of

visitors and benefits a whole new segment of businesses in Gilliam, Shreveport and Bossier," said Kelly Wells, vice president of sports and tourism marketing. "We are working on at least three to four major events in 2015 to bring here as early as January."

Thunder Road Raceway Park™ is a state-of-the-art motorsports facility featuring a riveting 1/4-mile Drag Strip, sanctioned by the National Hot Rod Association™ (NHRA) in Division 4. For more information on the park, visit [racetrp.com](http://racetrp.com).

## Sponsors Sought for Upcoming Conferences

Shreveport-Bossier will be hosting two conferences related to group tourism in August: The National Association of Motorcoach Operators (NAMO), August 14-17, and the 2nd Annual Joint Regional Meeting for South Central Motorcoach Association (SCMA), August 17-20. More than 400 tourism delegates will be in Shreveport-Bossier over the course of one week.

"These events present a great marketing opportunity for local businesses that cater to group tours," said Erica Howard, tourism sales

manager. "We hope that area businesses will take advantage of this unique opportunity to meet and network with the delegates."

Businesses interested in being a sponsor at these events or attending the 2nd Annual Joint Regional Meeting for SCMA/AMA/GMOA, please contact Erica Howard at (318) 429-0652 or [ehoward@sbctb.org](mailto:ehoward@sbctb.org).



Erica Howard, group sales manager



## Meeting Planners Study Released

The results of a new study conducted by Young Strategies, Inc. on behalf of the Shreveport-Bossier Convention and Tourist Bureau reveal how meeting planners view Shreveport-Bossier and what kinds of meetings and conventions they plan to host here in the future.

Of the 216 meeting planners who participated in the study, 53% reported being "very likely" to host a future meeting in Shreveport-Bossier. On a 5-point scale, planners rated Shreveport-Bossier a 3.97 in the area of "quality of meeting/event venues," a 3.90 in "lodging value compared to cost" and a 3.86 in "personal safety for attendees." Respondents indicated that they'd had positive experiences working with bureau staff.

"The results of this study will help our convention sales team to work



closer with meeting planners to customize their experiences and tell our story about our beautiful destination," said Dianna Douglas, regional sales manager. "We are adjusting our internal efforts in 2015 to focus less on tradeshow and more on hosting meeting planners in Shreveport-Bossier."

The study identified several areas for potential improvement that included negative perceptions of transportation to and around Shreveport-Bossier, with several respondents indicating concerns regarding airline connectivity, cost of airfares and the walkability of the city.

To request a copy of the complete study, contact the communications department by emailing Brandy Evans, vice president of communications at [bevans@sbctb.org](mailto:bevans@sbctb.org).

## Media Tours Introduce Visiting Journalists to Shreveport-Bossier



Media tour participants attend the 31st annual Mudbug Madness Festival.

The Shreveport-Bossier Convention and Tourist Bureau recently hosted a group of visiting culinary media to explore Shreveport-Bossier, May 22-25, during an annual food-themed media familiarization trip called "Mudbugs and More." The tour included visits to the 31st annual Mudbug Madness Festival as well as numerous local restaurants, farms and more. Participating media represented national print publications, radio, podcasts and websites.

"This was a unique trip because the tourist bureau wanted to take us places that they felt embodied the area," said Blair Loup, a trip participant and

co-author of BiteandBooze.com. "The tour gave us a real taste of Shreveport-Bossier in a way that spoke to the character of the community."

More media trips are planned for 2014, including an early October trip highlighting Shreveport-Bossier as a convention destination, as well as an annual late October trip focusing on haunted and historic attractions. In 2013, journalists attending tourist bureau-organized media trips generated approximately \$408,000 worth of public relations ad equivalency coverage in such media outlets as *The Dallas Morning News*, *Group Tour Magazine* and *The Oklahoman*.

# CONVENTION CALENDAR

DATE	EVENT
July 3-5	Small Family Reunion
July 3-6	Harris Family Reunion
July 14-18	Cyber Innovation Education Discovery Forum
July 19	Springhill High School Class of '74 Reunion
July 20-25	LA Missionary Baptist State Conference
August 2-8	United Supreme Council Biennial Session
August 14-17	National Association of Motorcoach Operators Conference
August 17-20	South Central Motorcoach Association Conference
August 29-31	Peppermint Family Reunion