

Industry Briefs



Holiday Lanes, a locally owned business that has been owned and operated by the same family since 1960, celebrated 55 years in business at a public event on Sept. 24. The event included complimentary bowling, beer tastings by **Flying Heart Brewing** and a celebratory roll of a special emerald bowling ball.

The **Louisiana Travel Promotion Association** hosted a restaurant takeover in Austin, Texas, Oct. 12-14. The event, called the "Louisiana-Lone Star Restaurant Night," featured Shreveport-based Chef **Anthony Felan**, of **Wine Country Bistro & Bottle Shop**, cooking for food lovers, media outlets and more in downtown Austin.

Chimp Haven, the National Chimpanzee Sanctuary, is celebrating its 20th anniversary. It is a permanent retirement sanctuary for chimpanzees no longer used for biomedical research, entertainment or as pets. The sanctuary is open to the public during Chimpanzee Discovery Day events and the next one is November 21.

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news from shreveport-bossier convention & tourist bureau

T TALK

November-December 2015

Rockets Over the Red Returns, Nov. 28

Rockets Over the Red is back. The fireworks festival and event will take place Saturday, Nov. 28, at the Louisiana Boardwalk Outlets. This year's organizer is Cumulus Broadcasting and it's being sponsored by the Shreveport-Bossier Convention and Tourist Bureau, KTAL News Channel 6 and Louisiana Boardwalk Outlets.

"We are pleased to see this event come back," said Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau. "It's a great quality-of-life event for residents and an event that has mass appeal to our out-of-area visitors."

Festivities will kick off at 2 p.m. with live music, arts and crafts, and food vendors. The main event, a spectacular fireworks show, will light up the sky at 6:30 p.m. Durr's Pyromania promises a show that the community will remember.



Rockets Over the Red is back for the first time in eight years.

"This is a great opportunity for Shreveport and Bossier City to come together and watch an epic show," said Brandon Beard, market manager for Cumulus Broadcasting. "The viewing of this show will be best from the Louisiana Boardwalk area."

Visitors can browse and shop at booths filled with work by local artists while sampling food from various Boardwalk vendors.

"We will have plenty of activities for kids and families, too," said Ashley Davis, marketing manager for Louisiana Boardwalk Outlets. "There will be face painters and clowns, and Santa will be set up inside Bass Pro Shops for free photos."

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Dates to Remember:

Shreveport-Bossier Attractions Association Social Media Seminar

11/16 9 a.m. - 1 p.m., Holiday Inn Shreveport Airport West To RSVP, call 318-222-9391. Free for Members/\$20 Non-Members

Hospitality Breakfast

11/4 8 a.m., Hilton Garden Inn/Homewood Suites Bossier City

Christmas Open House

12/4 11 a.m. - 2 p.m., Downtown Visitor Center

Hotel and Lodging Association Meeting

11/5 11 a.m., State Fairgrounds
12/10 5:30 p.m. cocktails, 6 p.m. dinner
Venue TBD

For more HLA info, contact Sherry Stuckey at sherry.stuckey@dimdev.com.

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

Successful S.P.O.R.T.S. Conference Hosted in Shreveport-Bossier

S.P.O.R.T.S. - The Relationship Conference, was held in Shreveport-Bossier, Oct. 5-8. More than 220 attendees including event owners, event rights holders, venues and destinations attended the conference at the Shreveport Convention Center. The conference schedule included one-on-one appointments, educational sessions and networking opportunities in hopes that suppliers find destinations for their athletic events.

"We had 66 rights holders for events from destinations across the country in Shreveport-Bossier for two and a half days," said Talty



S.P.O.R.T.S. - The Relationship Conference, is one of the top sports conferences in the country.

O'Connor, publisher of *SportsEvents Media Group*. "Sports is the most dependable part of the travel industry and it's a people business. We have a waiting list of individuals who wanted to be here in Shreveport-Bossier."

Shreveport Mayor Ollie Tyler and Bossier Mayor Lo Walker welcomed attendees at the opening session. Shreveport native and FOX Sports

commentator Tim Brando also spoke at the convention.

"Without question this is one of the top sports conferences in the country," said Don Staley, director of Foley Sports.



Eddie's Restaurant was named by *Southern Living* magazine as one of their favorite spots for Southern cuisine, specifically stuffed shrimp, in an article, entitled 'The South's Best Soul Food.'

- Adrian Miller, journalist

CALENDAR OF EVENTS

DATE EVENT

Now-11/8	State Fair of Louisiana <i>Fairgrounds Field</i>
11/7	Red River State Fair Classic <i>Independence Stadium</i>
11/11	Husk, Hull and Rind <i>Great Raft Brewing</i>
11/12	Christmas Tree Lighting Ceremony <i>Louisiana Boardwalk Outlets</i>
11/12-14	Cirque du Soleil: TORUK – The First Flight <i>CenturyLink Center</i>
11/14	Bass Pro Shops Christmas Parade <i>Louisiana Boardwalk Outlets</i>
11/14-12/24	Santa's Wonderland <i>Bass Pro Shops</i>
11/19-21	Les Boutiques de Noel <i>Bossier Civic Center</i>
11/21	Moscow Ballet's Great Russian Nutcracker <i>Strand Theatre</i>
11/27-12/23	Christmas in Roseland <i>American Rose Center</i>
11/28	Rockets Over the Red Fireworks <i>Louisiana Boardwalk Outlets</i>
12/2-31	28th Annual Christmas Tree Greening <i>Louisiana State Exhibit Museum</i>
12/5	Breakfast with Santa and Mrs. Claus <i>Sci-Port: Louisiana's Science Center</i>
12/5	Country Christmas Festival <i>Vivian Town Square</i>
12/5	Christmas on Caddo Fireworks Festival <i>Earl G. Williamson Park</i>
12/11-19	Songs of the Season <i>Shreveport Community Church</i>
12/12	Benton Christmas on the Square Festival & Parade <i>Heritage Village Square</i>
12/12-13	Nutcracker – Shreveport Metropolitan Ballet <i>Shreveport RiverView Theater</i>
12/17	Christmas Around the World Celebration <i>Multicultural Center of the South</i>
12/19	Cowboy Christmas <i>Faith Farm & Arena</i>
12/19	Holiday Pop Stars on Stage <i>Shreveport RiverView Theatre</i>
12/20	Logan Mansion Christmas Tour <i>Logan Mansion</i>
12/26	Camping World Independence Bowl <i>Independence Stadium</i>
12/31	New Years at Noon <i>Sci-Port: Louisiana's Science Center</i>
12/31	Toast: A Night of Dynamic Duos <i>Sci-Port: Louisiana's Science Center</i>

Submit your events to www.sbfunguide.com today to be included in future promotional efforts.



Instagram

Follow the Shreveport-Bossier Convention and Tourist Bureau's new Instagram account

@SeeShreveportBossier.

Each month in 2015, the account features photos of Shreveport-Bossier by a different local photographer. The featured photographer in July was **Chris Rebouche** (@chris.ricochet), August was **Mike Greer** (@koollpics), September was **Rayna Mercer** (@raynarayoflight) and October was **Curt Youngblood** (@curtyoungblood).

Suzanne Card, convention sales manager, attended Connect Marketplace, in Pittsburgh, Aug. 27-30, where she had 40 appointments and received seven request for proposals to bid on future meetings.

Dianna Douglas, regional sales manager, attended Hospitality Sales and Marketing Association International's MEET National in Washington, Sept. 9-10, where she participated in a panel discussion about Shreveport-Bossier's unique event venues.

Carolyn Dowden, bureau service manager, is managing the Tourist Bureau's new service request program. The program assists meeting planners and tour operators by providing requested business information for needs such as printing, photography, catering, floral arrangements and more.

Red River Brewing Company Expanding

Red River Brewing Company (RRBC) will open a new taproom in historic downtown Shreveport in December 2015. The new location at 1200 Marshall Street will be both a brewery and an entertainment destination. With a footprint of over 23,000 square feet, RRBC will add a new four-vessel 20-barrel brewing system, a bottling line and a tasting room that will be open to the public. Future plans also include food truck pads, live entertainment and special events.

As part of the expansion, RRBC will continue to expand their standard beer offering while creating a few special releases. An India Pale Ale, Session 18, will be the first new introduction to be added to the year-round line up.

Zachary Ebarb, convention and tourism sales assistant, was selected to participate in the 2015 Louisiana Association of Nonprofit Organizations Community Leader Program.

Erica Howard, tourism sales manager, attended Student and Youth Travel Association Annual Conference, in Branson, Mo., Aug. 28-Sept 1, where she had 14 appointments.

Chris Jay, social media and public relations manager, hosted seven visiting journalists in September for food and drink-themed media tours of Shreveport-Bossier. These journalists represented regional and national media outlets including magazines, podcasts and websites.

Melissa Small, communications coordinator, hosted six visiting journalists, Oct. 1-4, for a media tour focused on Shreveport-Bossier's new group experiences. These journalists represented national magazines and websites specializing in group travel, meetings and conventions.

Candy Welch, visitor service specialist, was named one of six finalists for the inaugural Virginia K. Shehee Most Influential Women Award. The program recognized women in northwest Louisiana who have distinguished themselves through outstanding work in community, business, government or local nonprofits.

"Our customers have been great about allowing us to quietly develop our brewing style and to build on the success of our flagship beers Hay Ryed and River Monster. Session 18 is a natural progression for us," said Jared Beville, co-founder and managing partner of RRBC. "Session 18 is just one of many new beers that RRBC has designed specifically for our community."

"We've been blown away by the local community's support and commitment to our brand," said Beau Raines, co-founder of RRBC. "The entire community has been unbelievable in their willingness to support locally produced craft beer. With this expansion, we're excited to have the opportunity to reciprocate."



Airline to Offer Non-stop Flights to New Orleans

Getting to New Orleans from Shreveport will soon be much easier. Louisiana-based GLO, will offer non-stop flights between Shreveport Regional Airport and New Orleans International Airport beginning Nov. 15. GLO will operate the non-stop flight with 30-seat Saab-A340B aircrafts.

"For more than a decade, visitors, tour operators and group leaders have asked for direct flights from Shreveport to New Orleans," said Bill Cooksey, interim director of airports for Shreveport Airport Authority. "The team at GLO has invested more than four



GLO will offer non-stop flights between Shreveport Regional Airport and New Orleans International Airport beginning Nov. 15.

years of work, due diligence and financial resources to make this a reality."

Shreveport has a long history of having non-stop

service to New Orleans, most recently on U.S. Airways which ended in 2004. From New Orleans, GLO will also be flying to Bill and Hillary

Clinton National Airport in Little Rock and to Memphis International Airport.

"GLO's announcement is one of several air service initiatives the Airport Authority is working on to improve options for customers in the Ark-La-Tex region," said Dr. Mary Jackson, chairwoman for Shreveport Airport Authority. "The passage of the hotel-motel proposition could further accelerate the efforts to bring more air travel options to customers using Shreveport Regional Airport."

To purchase GLO tickets, visit www.flyglo.com.

Attractions Association Will Host Social Media Seminar

The Shreveport-Bossier Attractions Association and the Shreveport-Bossier Convention and Tourist Bureau will host the next quarterly seminar, entitled "Event-Based Social Media," 9 a.m. to 1 p.m., Nov. 16 at Holiday Inn Shreveport Airport West, 5555 Financial Plaza, in Shreveport.

The workshop will focus on helping organizers and promoters better understand how the smart use of social media and technology can result in well-attended, share-worthy events. Seminar attendees will learn about topics including Instagram best practices, the importance of hashtags for events, live streaming apps and the monitoring and moderating of social media channels during events.



The "Event-Based Social Media" seminar will teach attendees about Instagram best practices, event hashtags, live streaming apps, social media channel monitoring and more.

Chis Jay, public relations and social media manager for the Tourist Bureau, will be the featured speaker. The workshop will conclude with a lunch panel featuring guests who'll share their unique perspectives on incorporating social media into events.

"The goal of this workshop

is to help attractions that host events learn how to better use social platforms such as Facebook, Twitter and Instagram," said Julia Foley, president of the Shreveport-Bossier Attractions Association. "Everyone is using social media to promote general attendance, but there are more techniques

to learn how to increase the success of events."

The seminar is only for tourism-related attractions such as annual events, art galleries, festivals, museums, nature centers, outdoor recreation, performing arts and tour guides. Lunch will be provided. Shreveport-Bossier Attractions Association members can attend for free and non-members can attend by paying \$20 at the door.

RSVP

Advance registration is required for all attendees. To RSVP call (318) 222-9391 by Tuesday, Nov. 10.