



**Mudbug
Madness
Festival**

Residence Inn Shreveport-Bossier City/Downtown opened Nov. 19. The hotel features four floors with 131 suites offering complimentary wireless Internet access. Also on site are a 700-square-foot meeting room, state-of-the-art fitness center, outdoor pool and spacious lobby, where guests can enjoy a free breakfast buffet and gather for evening socials on select nights.

Great Raft Brewing has become the first Louisiana business to be designated "Bike Friendly" by the League of American Bicyclists.

The Southeast Tourism Society has named **Mudbug Madness Festival** one of the STS Top 20 Events in the Southeast for May 2016. This year's Mudbug Madness is May 26-29. The STS Top 20 Festival and Event Awards have highlighted programs around the southeast since 1985.

Sherry Stuckey,
Chairwoman
Shreveport-Bossier Hotel
& Lodging Association*

Carlton Golden,
Vice Chairman
Bossier Parish
Police Jury*

Tanita Baker,
Treasurer
Shreveport-Bossier
African American Chamber
of Commerce*

Ray Tromba,
Secretary
Bossier City
Mayor's Office*

Tari Bradford,
Shreveport
Mayor's Office*

Shelli Briery,
Harrah's
Louisiana Downs*

Rob Brown,
Shreveport-Bossier
Hotel & Lodging
Association*

Sandy Cimino,
Bossier Chamber
of Commerce*

Debbie Coleman,
Shreveport-Bossier
Hotel & Lodging
Association*

Mark Garrett,
Greater Shreveport
Chamber of
Commerce*

Joyce Jeffrey,
Bossier Office
of Community
Services*

Jason McKinney,
Louisiana
Restaurant
Association*

Kellie Morris,
Caddo Parish
Commission*

Luke Turner,
Bossier Rural
Mayors*

Patricia Wooldridge,
Caddo Rural
Municipalities*

*Appointing Organization



news from shreveport-bossier convention & tourist bureau

TRAVEL

TALK

January-February 2016

Red River Mardi Gras Bash Celebrates 10th Anniversary



The 10th Annual Red River Mardi Gras Bash will feature a live band, Creole/Cajun food, face painting and other hands-on experiences.

The Shreveport-Bossier Convention and Tourist Bureau will host the 10th Annual Red River Mardi Gras Bash in downtown Shreveport during the Krewe of Centaur Parade, Jan. 30. Red River Mardi Gras Bash is an exclusive party for out-of-town groups to enjoy one of the largest parades in Louisiana. The climate-controlled party tent is located along the riverfront and tickets to the bash include reserved front-row parade viewing, live entertainment, savory Cajun/Creole food, king cake, a commemorative Mardi Gras bead and t-shirt, and several hands-on experiences.

"My group loves attending the Red River Mardi Gras Bash year-

after-year, because it's a great way to experience Mardi Gras in a family-friendly style," said Mary Ann Galvan, director of Legend Bank Travel Club in Linn, Mississippi. "We always enjoy visiting Shreveport-Bossier during carnival season, and we can't wait to come back again for the 10th anniversary celebration."

Groups looking to add additional Mardi Gras experiences to their itineraries can take a behind-the-scenes tour at Julie Anne's Bakery to see how an authentic king cake is made, shop for Mardi Gras souvenirs at Tubb's Cajun Gifts, Mardi Gras Supply and King Cakes, tour the Krewe of Gemini Mardi Gras Museum or visit one of the six riverboat casinos.

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Dates to Remember:

Hospitality Breakfast

2/3 8 a.m.
Lewis Gifts & Biscotti's

Hotel and Lodging Association Meeting

1/14 Noon
Wyndham Garden Hotel

2/4 Noon
Venue TBD

For more HLA info, contact Sherry Stuckey at stuckgm@aol.com.

Louisiana Tourism Promotion Association Annual Membership Meeting

1/28 11 a.m.
L'Auberge Casino Resort,
Lake Charles

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

Attractions Association Elects New Officers for 2016

The Shreveport-Bossier Attractions Association elected new officers and board of directors to serve the organization January through December 2016. The board is responsible for providing guidance and support for quarterly seminars, grants and other efforts that support the sustainable growth and attendance for Caddo and Bossier Parish attractions through exposure, education, resources and representation.

Please congratulate and thank these members for their willingness to serve and support Caddo and Bossier Parish attractions.



- **President:** Robin Williams, Holiday Lanes
- **Vice-President:** Christy Wood, Margaritaville Resort Casino
- **Secretary:** Sara Kleinecke, Splash Kingdom Water Park
- **Past President:** Julia Foley, Apex Events and Communications
- **Board of Directors:** Shelli Briery, Marissa Carbine, Ashley Davis, Mary Dunn, Claire Floyd, Hardette Harris, Kathy Jackson, Robin Jones, Christy Long, Maggie Malone, Kelly Rich, Beth Smiley, Candy Wilkins
- **Tourist Bureau Staff:** Stacy Brown, Brandy Evans, Melissa Small
- **Ex-Officio Members:** Joan Botts, Jim Willett, Karen Wissing



Shreveport-Bossier, Louisiana, and the Holiday Trail of Lights were named by AAA Southern Traveler as one of their favorite holiday light trails in the November 2015 issue.

DATE EVENT

- 1/7-10 **Souvenir**
Shreveport Little Theatre
- 1/10 **Lewis Black – The Emperor’s New Clothes: The Naked Truth Tour**
Shreveport Municipal Auditorium
- 1/16 **Krewe of Sobek Mardi Gras Parade**
Fairgrounds Field
- 1/16 **Three Dog Night**
Margaritaville Resort Casino
- 1/17 **The Producers**
Strand Theatre
- 1/18 **Krewe of Harambee Mardi Gras / Martin Luther King, Jr. Day Parade**
705 Elvis Presley Ave., Shreveport
- 1/28 **Shape of Shreveport Documentary Series Premier: Episodes 5-8**
Strand Theatre
- 1/29 **Kenny Rogers**
Horseshoe Casino & Hotel Riverdome
- 1/29 **Krewe of Centaur Float Loading Party**
351 Aero Dr., Shreveport
- 1/29 **Starship featuring Mickey Thomas**
Margaritaville Resort Casino
- 1/30 **Krewe of Centaur Mardi Gras Parade**
Clyde Fant Pkwy., Shreveport
- 1/31 **Krewe of Barkus and Meoux Pet Parade**
Reeves Marine Center
- 2/5 **Krewe of Gemini Float Loading Party**
2101 E. Texas St., Bossier City
- 2/6 **Krewe of Gemini Mardi Gras Parade**
Clyde Fant Parkway, Shreveport
- 2/7 **Krewe of Highland Mardi Gras Parade**
Highland Neighborhood, Shreveport
- 2/9 **Blessing of the Texas Street Bridge**
Texas Street Bridge
- 2/10 **Def Leppard / Styx / TESLA in Concert**
CenturyLink Center
- 2/13 **Willie Nelson in Concert**
Horseshoe Casino & Hotel Riverdome
- 2/18 **Annie**
Strand Theatre
- 2/18 **Cole Swindell in Concert**
Shreveport Municipal Auditorium
- 2/20 **HMS Pinafore**
Shreveport RiverView Theater
- 2/20 **Vivian Black History Festival and Parade**
Downtown Vivian

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

Your Bureau at Work



@SeeShreveportBossier

Instagram
January 2016
Photographer

Jenn Farnell
@fernhill.foto

Each month in 2016, @SeeShreveportBossier will feature photos of Shreveport-Bossier by a different local photographer. The featured photographer for January is Jenn Farnell.



Follow the Shreveport-Bossier Convention and Tourist Bureau’s Instagram account **@SeeShreveportBossier**. Each month in 2016, the account will feature photos of Shreveport-Bossier by a different local photographer. The featured photographer in November was **M.C. Rollo (@m.c.rollo)** and December was **Steven Rodrigues (@shotsbystevn)**.



David Bradley



Dianna Douglas

David Bradley, vice president of convention and tourism sales, and **Dianna Douglas**, regional convention sales manager, attended National Coalition of Black Meeting Planners Coalition, in Newport Beach, Calif., Nov. 18-21. Bradley also attended International Association of Exhibitions and Events Annual Meeting and Exhibition in Baltimore, Dec. 1-3, in conjunction with partners from the Shreveport Convention Center.

Douglas attended XSITE in Birmingham, Ala., Nov. 10-12, where she had 15 appointments. She also attended Connect Texas in Frisco, Texas,

Nov. 16-18. Douglas won a bid to host the convention Deep South Network for Cancer in June 2016, which will bring in more than 600 hotel room nights.



Suzanne Card

convention sales manager, attended Rejuvenate Marketplace, in Dallas, Nov. 2-5, where she had 26 appointments. Card also hosted a holiday sales blitz and visited members of Louisiana State Association Executives in Baton Rouge, Dec. 8-10, in conjunction with eight hotel partners and the Shreveport Convention Center.



Zachary Ebarb



Erica Howard

communications coordinator, were members of the program’s inaugural class and graduated in December 2015.

Suzanne Card, convention sales manager, attended Rejuvenate Marketplace, in Dallas, Nov. 2-5, where she had 26 appointments. Card also hosted a holiday sales blitz and visited members of Louisiana State Association Executives in Baton Rouge, Dec. 8-10, in conjunction with eight hotel partners and the Shreveport Convention Center.

Zachary Ebarb, convention and tourism sales assistant, and **Erica Howard**, tourism sales manager, were accepted into the Louisiana Tourism Leadership Academy, a one-year program that builds tourism leaders. It is organized by the Louisiana Tourism Promotion Association.

Pat Gill, internet and systems manager, and **Melissa Small**, communications coordinator, were members of the program’s inaugural class and graduated in December 2015.



Sports Commission Wins Several Bids for Shreveport-Bossier

The Shreveport-Bossier Sports Commission recently won several new bids to host sporting events in Shreveport-Bossier in 2016.

Archery in Louisiana Schools (ALAS) North Regional Archery Tournament, Feb. 5-6

- Southern Bowling Congress, March 5-6, 12-13, 18-20; April 2-3
- Teen Masters Bowling, April 9-10
- Bassmaster Central Open, Sept. 29-October 1
- The Bass Federation Regional High School Championship, Oct. 16

The Sports Commission was also instrumental in bringing



several other first-time sporting events to northwest Louisiana. The National Hot Rod Association (NHRA) South Central Division 4 Awards Banquet will be held at Sam’s Town Hotel & Casino, Jan. 23. Additionally, Nitro Circus will

start their North American summer tour in Shreveport at Independence Stadium, April 15. Nitro Circus is an action sports touring entertainment company featuring dirt bikes, base jumping and stunt work.

“The Sports Commission works hard year-round to bid on and bring new and reoccurring sports events to Shreveport-Bossier,” said Kelly Wells, vice president of sports. “2015 was a great year for our community and partners with events like S.P.O.R.T.S. - The Relationship Conference in October and the announcement of the U.S. National Hot Air Balloon Championships are coming to Shreveport-Bossier in July 2016.”

For more information about upcoming sporting events in Shreveport-Bossier, contact Kelly Wells, vice president of sports, at 1-800-551-8682 ext. 103 or kwells@sbctb.org.

Shreveport-Bossier Participates in International Sales Efforts

The Shreveport-Bossier Convention and Tourist Bureau is working alongside the Louisiana Office of Tourism to increase sales and marketing efforts to attract international travelers to Shreveport-Bossier through conferences, on-site tours and advertising.

Erica Howard, tourism sales manager, hosted a familiarization tour for 18 German travel agents organized by the Louisiana Office of Tourism in Shreveport-Bossier, Nov. 18. Attendees visited attractions like Pure Louisiana Soul Food Tours and Tastings, R.W. Norton Art Gallery, Shreveport Municipal Auditorium and Southern University Museum of Art.

Howard also attended Travel South USA International Showcase in Charlotte, N.C.,



A group of German travel agents visited Shreveport-Bossier on a familiarization tour, Nov. 18. They experienced a variety of local attractions, including the Shreveport Municipal Auditorium.

Nov. 30 – Dec. 3 in conjunction with Webster Parish Convention and Visitors Bureau and Monroe-West Monroe Convention and Visitors Bureau. They had 35 appointments.

Stacy Brown, president, attended World Travel Market in London, Nov. 2-5. World Travel Market London is a global

event for the travel industry to meet industry professionals and conduct business deals. The four-day exhibition creates personal and business opportunities, providing destinations with quality contacts, content and communities.

“International tourism has steadily grown in the past few

years to become a significant segment of the U.S. travel industry,” said Brown. “It’s important that we continue our sales and marketing efforts to attract international travelers to Shreveport-Bossier, because research shows that these visitors travel by rental cars and RVs to visit several cities near their hub destinations like Dallas and New Orleans.”

The Tourist Bureau is also working with Brand USA in a variety of advertising mediums, targeting travelers in Australia, United Kingdom and Canada during the winter of 2015 through the summer of 2016. Brand USA’s mission is to increase incremental international visitation, spend and market share to fuel the nation’s economy and enhance the image of the U.S. worldwide.