



Shreveport-Bossier Convention and Tourist Bureau
Conversion Study

December 2012

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Table of Contents

Executive Summary	3
Background and Methodology	4
Information Requested	5
Receipt of Information.....	5
Receipt of information time	5
Was the information helpful?	6
Planning a trip	6
Internet Use	7
Internet to gather information	7
Visit www.shreveport-bossier.org	7
Usefulness of website information.....	8
Visitation	9
Conversion.....	9
Purpose of trip.....	11
Mode of transportation.....	12
Overnight stay	12
Average stay.....	13
Activities	14
Festival(s) or event(s) attended.....	15
Average party size	15
Spending.....	16
Experience rating	17
Future visitation	17
Brand Awareness	18
Demographics.....	19
Marital Status	19
Household size	19
Education	20
Household Income	20
Age	21
Gender	21
Appendix.....	22

Executive Summary

- Slightly more than two-thirds percent (78%) of the respondents received the information requested.
- Respondents received the requested information in a timely manner with eighty percent (80%) receiving the information within 3 weeks.
- Ninety-seven percent (97%) said the information they received was either very useful or somewhat useful.
- Eighty-nine percent (89%) use the Internet to gather information. Of those, eighty-two percent (82%) visited www.shreveport-bossier.org.
- Of those who visited the website, ninety-eight percent (95%) said the website information was either extremely useful or somewhat useful.
- Fifty-eight percent (58%) of the respondents have visited the Shreveport Bossier City area since requesting information.
- Eighty-one percent (81%) of the respondents who visited the area stayed overnight.
- Shopping and Casinos were the top two entertainment activities for respondents while visiting the area.
- Overall, respondents were extremely pleased with their visit to the Shreveport-Bossier City area.
- Future visitation looks bright with approximately two-thirds of the respondents stating they would definitely visit the area again within the next 12 months.

Background and Methodology

An Internet survey was conducted among consumers who requested information from the Shreveport-Bossier Convention and Tourist Bureau. The survey instrument was specifically designed to measure:

- Receipt of requested materials
- Evaluation of materials received
- Conversion to the Shreveport Bossier City area
- Visitation expenditures
- Website usage and usefulness
- Brand awareness
- Demographics

A total of 302 interviews were conducted, allowing for a +/- 5.75% margin of error at the 95% confidence level.

The respondents were randomly selected from a list of inquiry records secured through the Shreveport-Bossier Convention and Tourist Bureau. Respondents were further screened to ensure that they had indeed requested an information packet.

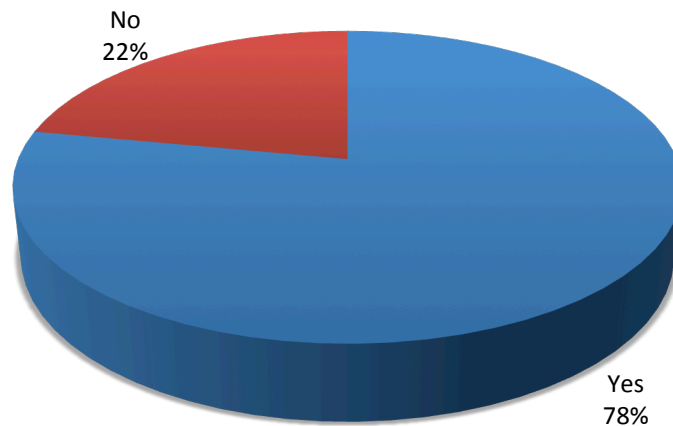
Destination Exploration developed the survey instrument, implemented the research, tabulated and analyzed the data. The study was administered in September and October 2012. The analysis was completed immediately thereafter.

Information Requested

Receipt of Information

Seventy-eight percent (78%) of the respondents received the information they request

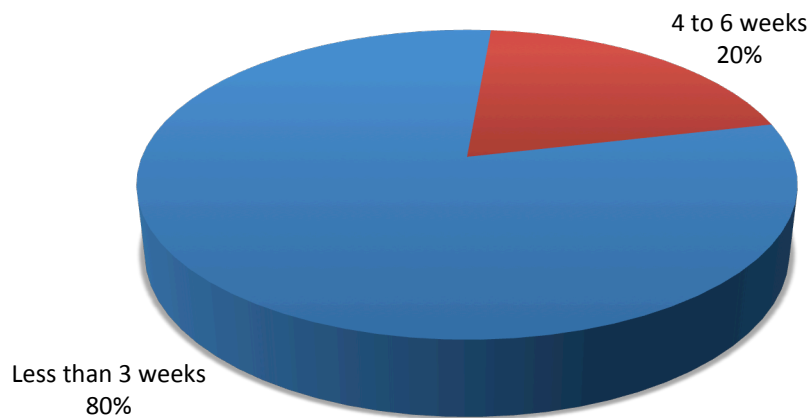
Did you receive the information you requested?



Receipt of information time

Eighty percent (80%) of the respondents received the requested information in less than 3 weeks and twenty percent (20%) received the information within 4 to 6 weeks.

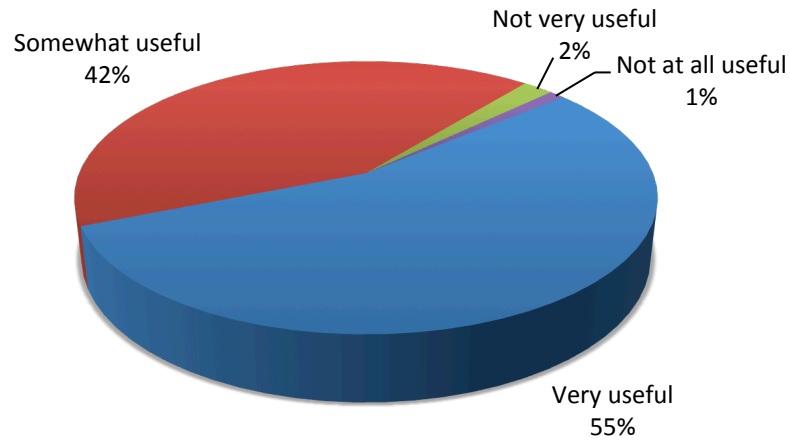
How long after making your request did you receive the information?



Was the information helpful?

Ninety-seven percent (97%) said the information they received was useful with fifty-five percent (55%) stating the information was very useful and forty-two percent (42%) somewhat useful.

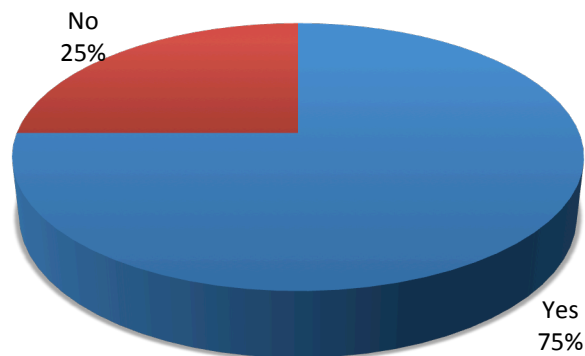
Overall, would you say the information was...



Planning a trip

Seventy-five percent (75%) of the respondents were planning a trip to the Shreveport-Bossier area before they requested information.

When you requested information were you already planning to visit the Shreveport-Bossier area?

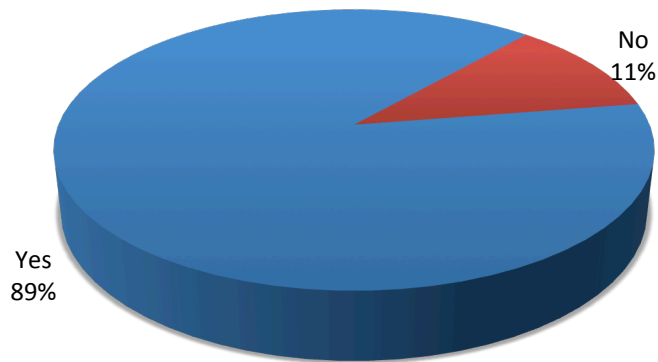


Internet Use

Internet to gather information

Eighty-nine percent (89%) of the respondents used the Internet to gather information about the Shreveport-Bossier City area.

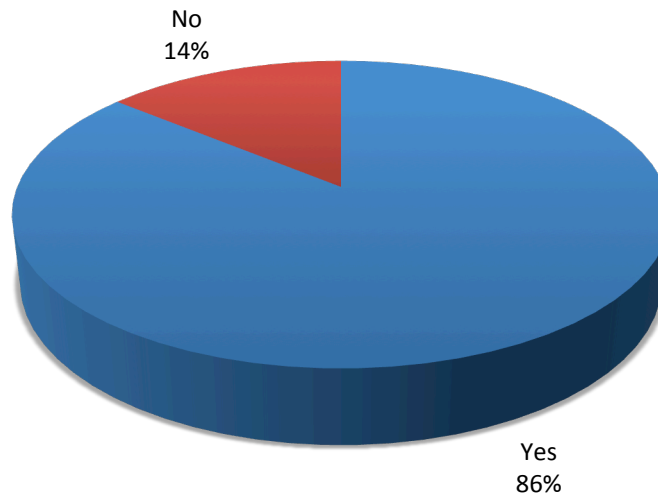
Did you use the internet to gather information about the Shreveport-Bossier City area?



Visit www.shreveport-bossier.org

Eighty-six percent (86%) of the respondents who used the internet to gather information on the area visited the Shreveport-Bossier Convention and Tourist Bureau website.

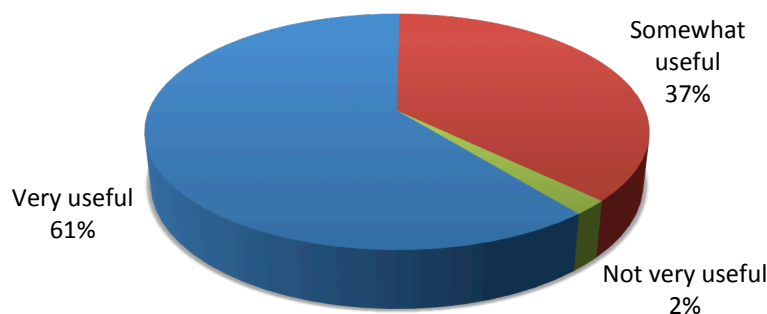
Did you visit www.shreveport-bossier.org?



Usefulness of website information

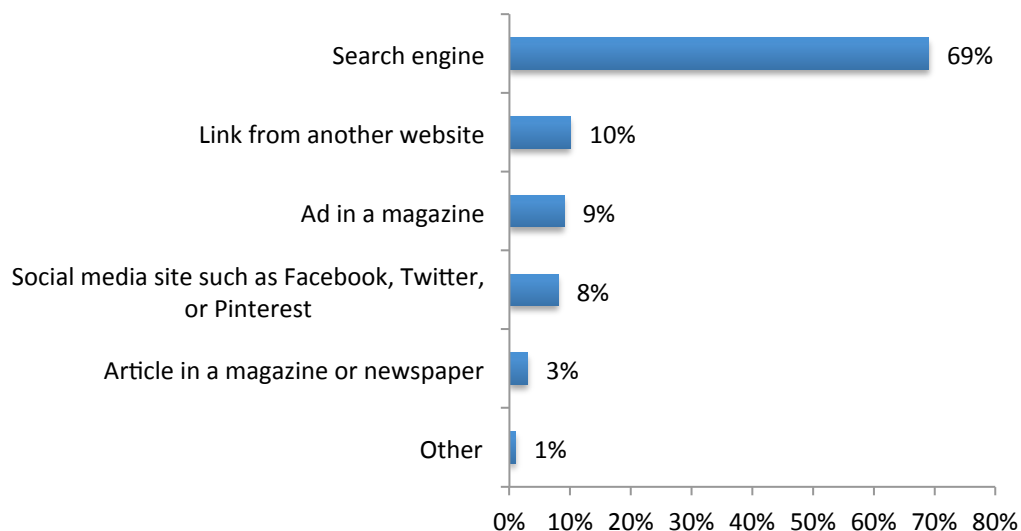
Ninety-eight percent (98%) of respondents who visited the website stated the information they obtained was useful in their decision making process. Sixty-one percent (61%) said the information obtained from the website was very useful and thirty-seven percent (37%) said the information was somewhat useful.

How useful was the information you obtained at the Shreveport-Bossier website?



Sixty-nine percent (69%) of the respondents who visited the Shreveport-Bossier website found out about the site via a search engine and ten percent (10%) via a link from another website.

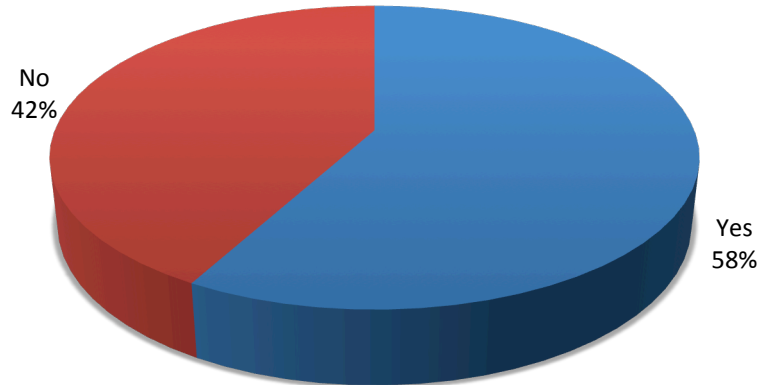
How did you find out about the Shreveport-Bossier website?



Visitation

Fifty-eight percent (58%) of the respondents had visited the Shreveport-Bossier City area before requesting the information.

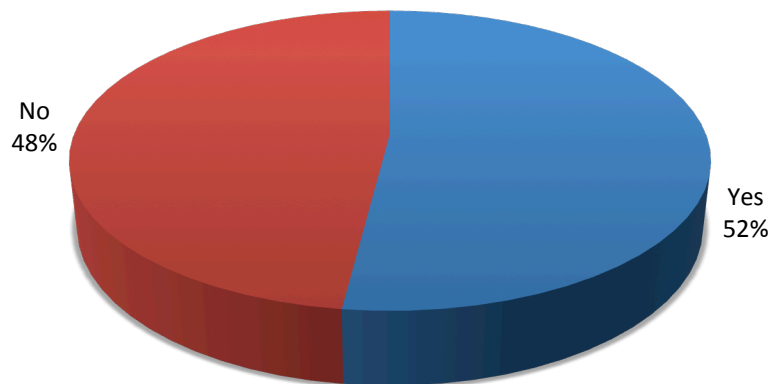
Have you ever visited the Shreveport-Bossier City area before requesting the information?



Conversion

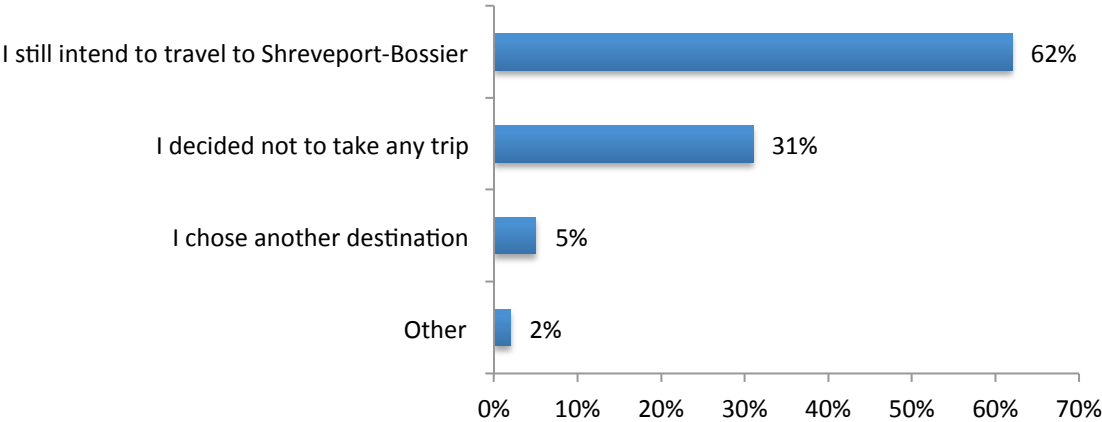
Fifty-two percent (52%) of the respondents stated they have visited the Shreveport Bossier City area since requesting the information.

Have you visited the Shreveport-Bossier City area since requesting the information?



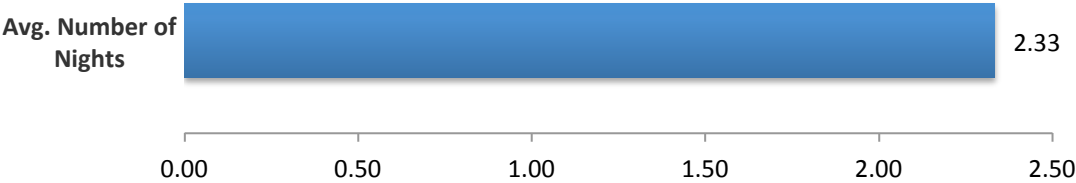
Of the forty-six percent (46%) of respondents who have not traveled to the Shreveport Bossier City area, fifty percent (50%) still intend to travel to the area. Twenty-one percent (21%) decided not to take a trip and fourteen percent (14%) chose another destination.

Why did you not visit the Shreveport-Bossier City area?



The average number of trips respondents have taken to the Shreveport-Bossier City area since January 2011 is 2.33.

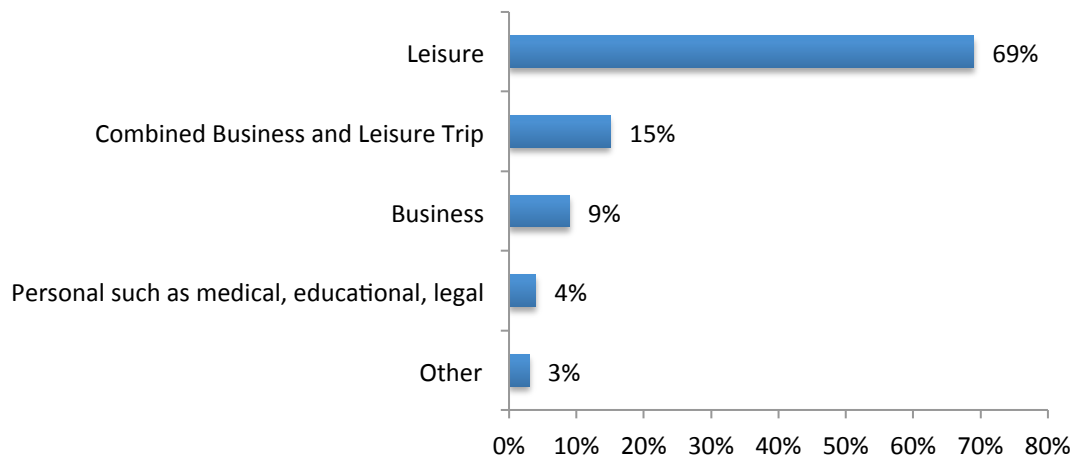
Average Number of trips to the area since January 2011



Purpose of trip

The primary purpose for sixty-nine percent (69%) of respondents visiting the Shreveport-Bossier City area was for leisure. Fifteen percent (15%) combined business and leisure and nine percent (9%) were strictly on business.

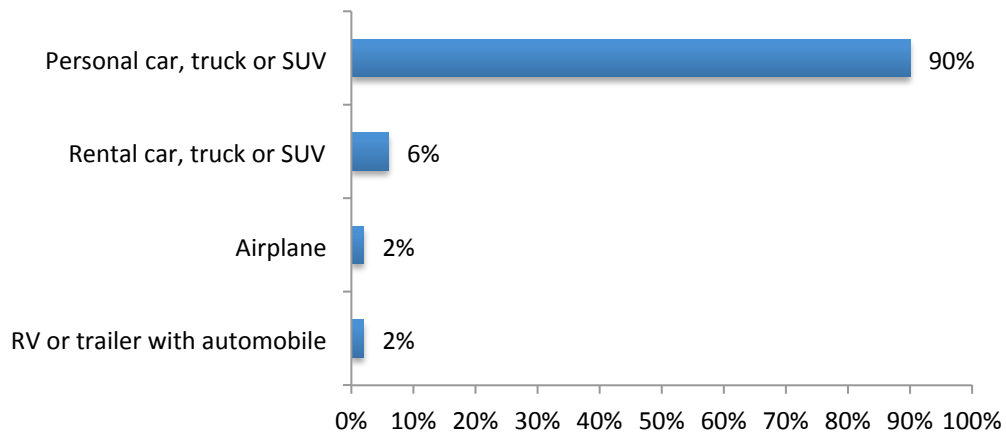
Which of the following best describes the main purpose of your most recent trip to the Shreveport-Bossier City area?



Mode of transportation

The main mode of transportation used by respondent to get to the Shreveport Bossier City area is my car, truck or SUV (90%).

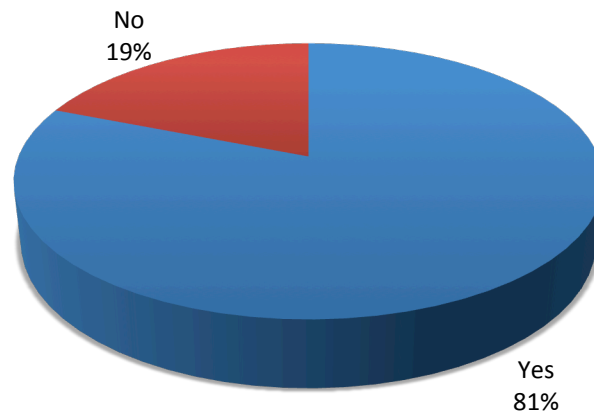
What mode of transportation did you use to reach the Shreveport-Bossier City area?



Overnight stay

Eighty-one percent (81%) of the respondents who visited the area stayed overnight.

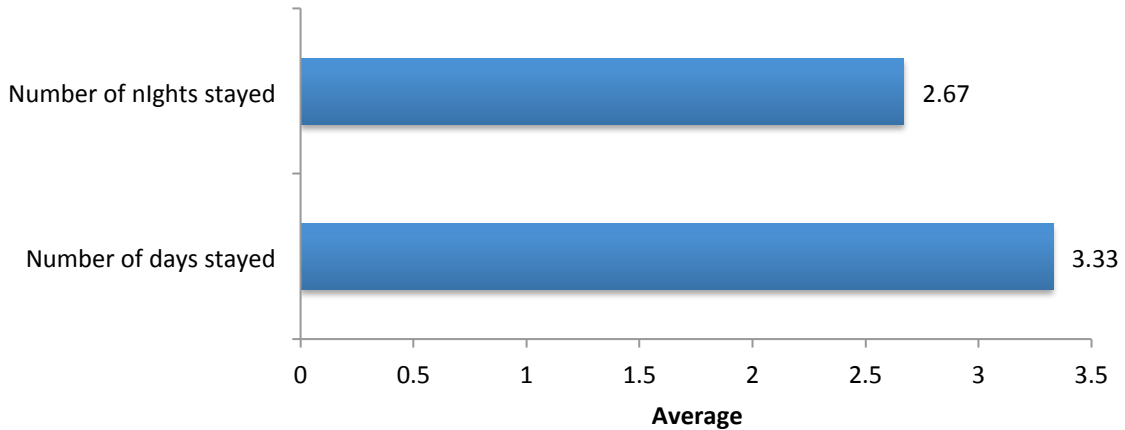
Did you stay overnight while visiting the Shreveport-Bossier City area?



Average stay

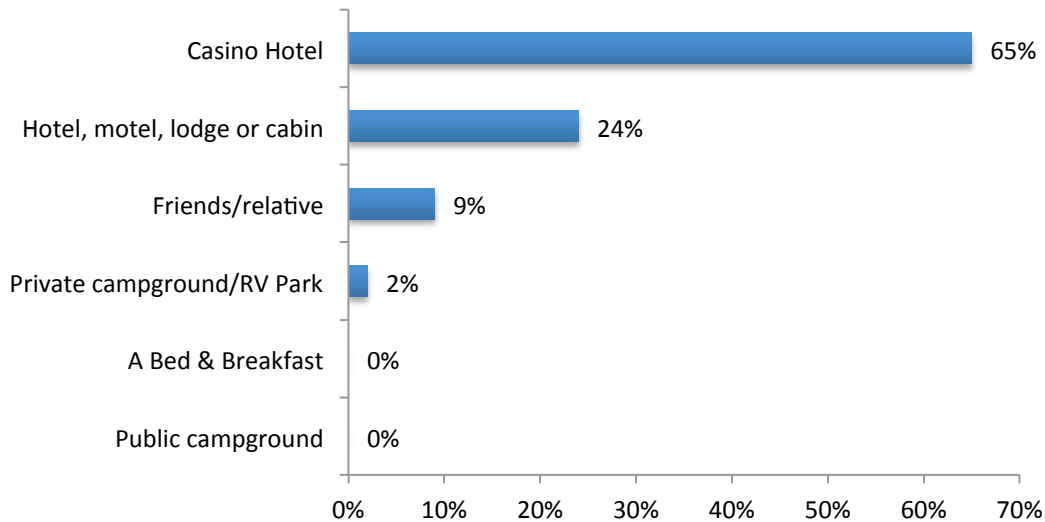
On average, the respondents who stayed overnight stayed 2.67 nights and 3.33 days

Length of stay in the Shreveport-Bossier City area



Eighty-nine percent (89%) of respondents who stayed overnight stayed in a hotel/motel. Sixty-five percent (65%) of those stayed in a casino hotel and twenty-four percent stayed in a non-casino hotel.

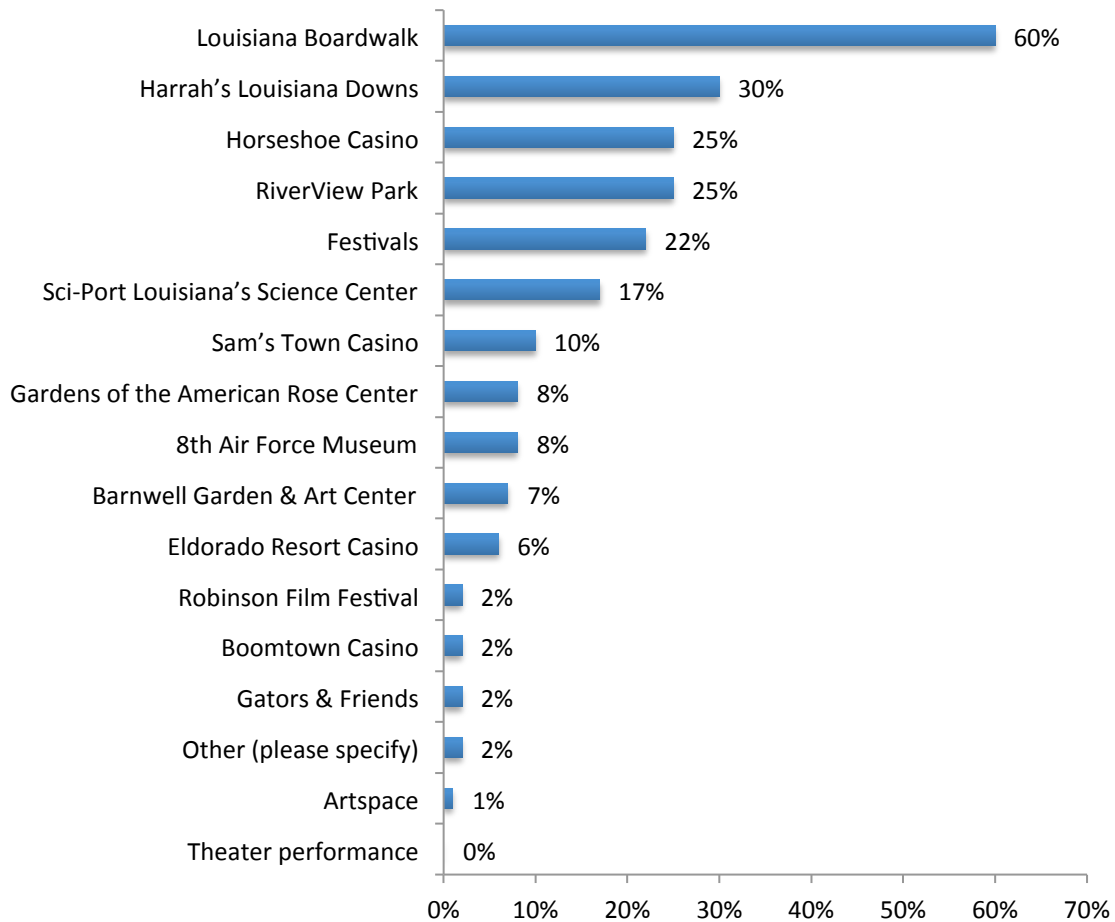
Accommodations while visiting the area



Activities

The most popular single attraction among those who have visited the Shreveport-Bossier City area since requesting information on the area is the Louisiana Boardwalk. Various casinos and Riverview Park were also popular attractions for visitors.

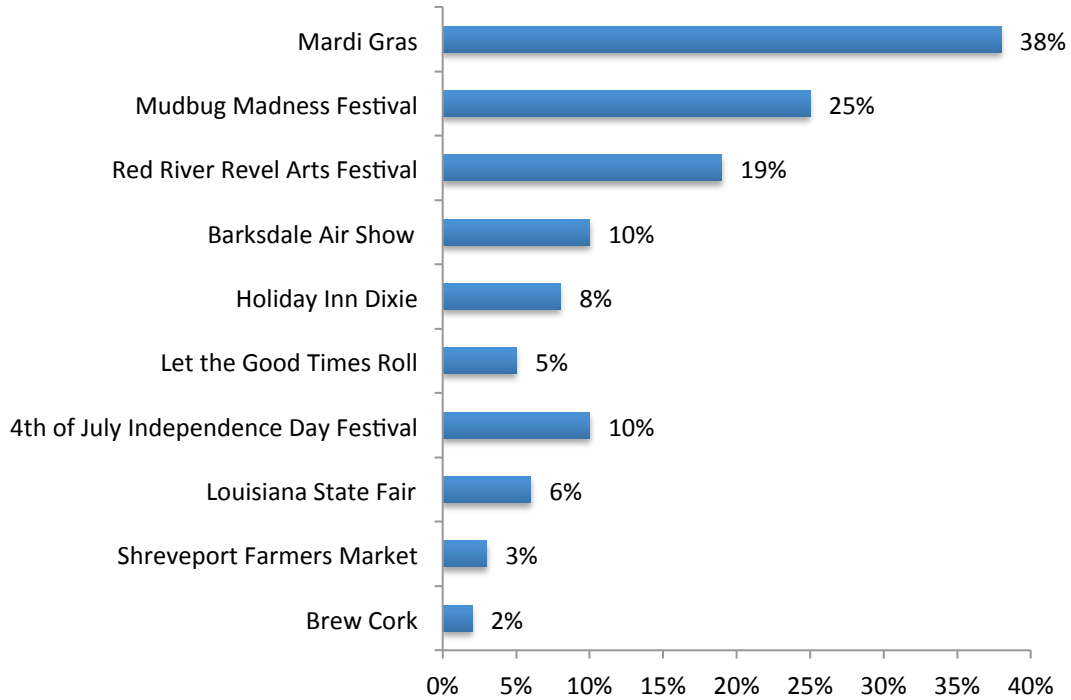
Which of the following places or activities did you visit or participate in while visiting the Shreveport-Bossier City area?



Festival(s) or event(s) attended

Slightly over one-third (38%) of the respondents who mentioned they attend a festival while visiting the area attended Mardi Gras. Mardi Gras was followed by the Mudbug Madness Festival (25%) and the Red River Revel Arts Festival (19%).

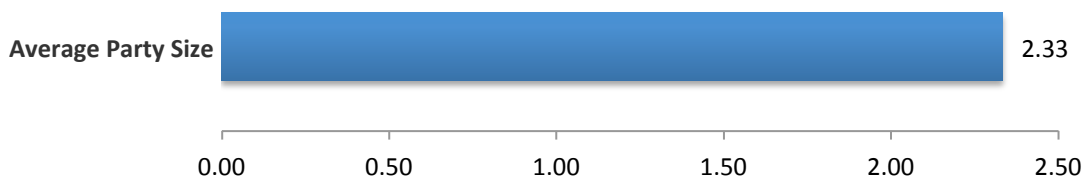
Which of the Shreveport festival(s) or event(s) did you attend?



Average party size

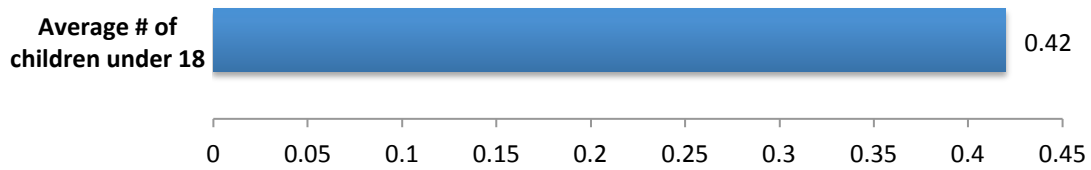
The average party size of respondents is 2.33.

Average Party Size



The average number of children under the age of 18 within each visiting party was 0.42.

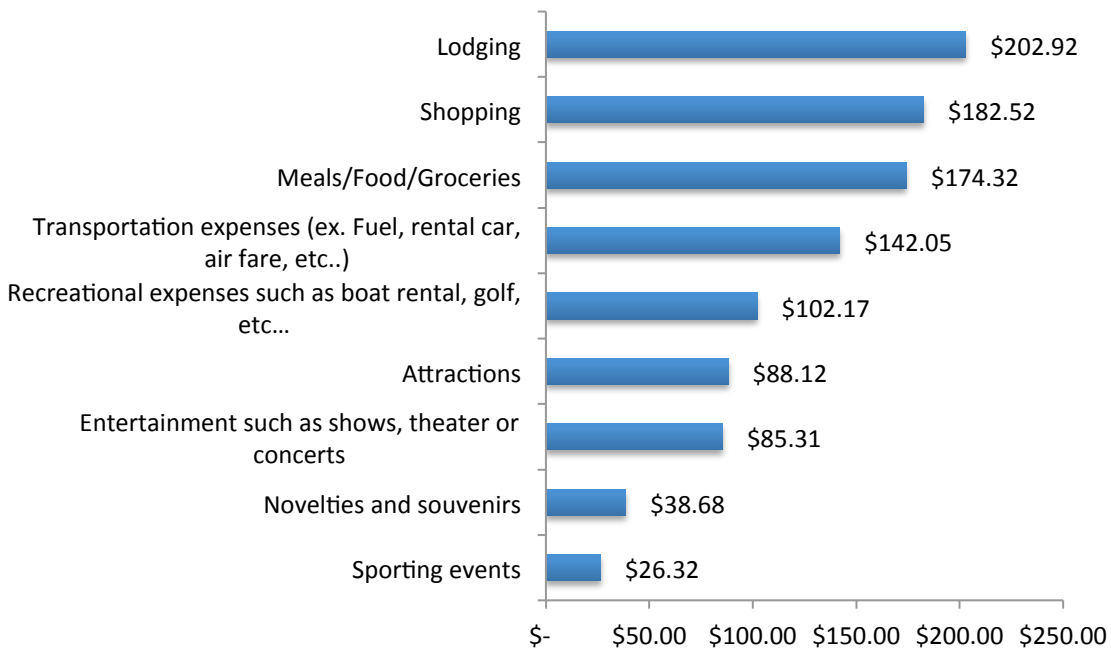
Average # of Children under 18



Spending

Lodging and shopping were the top expenditures among visitors to the Shreveport-Bossier City area. On average, the respondents spent \$202.92 on lodging and \$182.52 shopping. Meals/food/groceries was the third highest average expenditure at \$174.32.

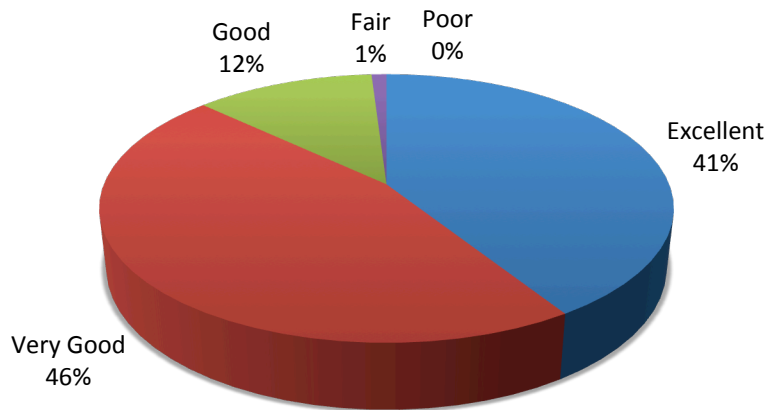
Average spending while visiting the Shreveport-Bossier City area



Experience rating

Overall, respondents who visited the Shreveport-Bossier City area were pleased with their experience. Forty-one percent (41%) rated their experience excellent and forty-six percent (46%) rated their experience very good.

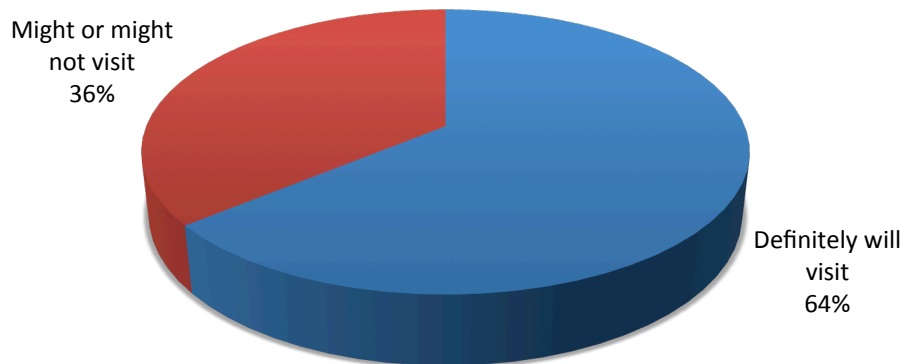
Overall, how would you rate the experience you had in the Shreveport-Bossier City area?



Future visitation

Future visitation to the Shreveport-Bossier City area looks bright with sixty-four percent (64%) of the respondents stating they definitely plan on visiting the area again within the next 12 months.

How likely are you to visit the Shreveport-Bossier City area in the next 12 months?



Brand Awareness

Respondents who had visited the areas since receiving their information were asked a series of questions regarding the strap-line for the Shreveport-Bossier Convention and Visitors Bureau “Louisiana’s Other Side.” These questions pertained to strap-line awareness, meaning and delivery.

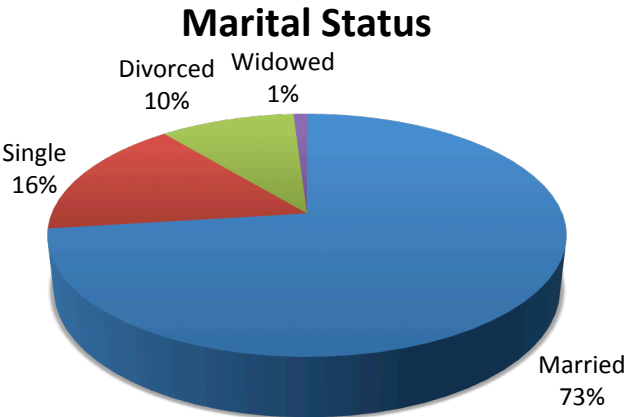
Respondents who were aware of the of the tagline “Louisiana’s Other Side” agree for the most part that the tag line refers to geographic location Shreveport-Bossier City, not being in southern Louisiana near New Orleans. Also, the tag line implies that the Shreveport-Bossier City area has different offerings and overall culture than southern Louisiana.

All of the respondents who visited the area stated Shreveport-Bossier City definitely delivered an experience consistent with the on brand promise of being “Louisiana’s Other Side.” The experience consistent with the brand promise is based on the different cultural offerings associated with the area as well as being so close to Texas and Arkansas. Southern Louisiana is consider mainly Cajun and French whereas the Shreveport-Bossier City area is considered to have the Cajun cultural influences as well as a Texas influence which creates “Louisiana’s Other Side.”

Demographics

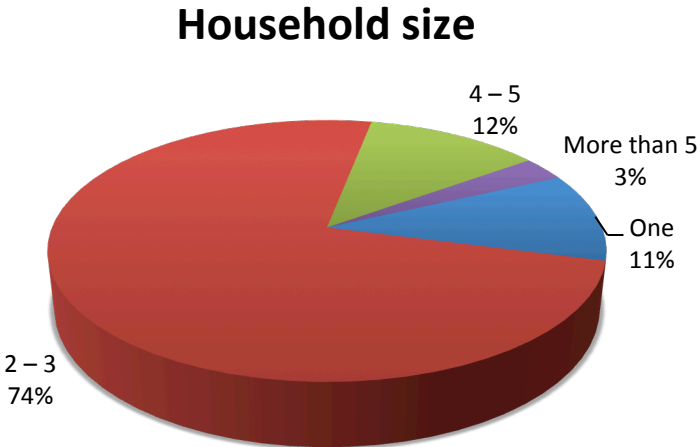
Marital Status

Seventy-three percent (73%) of the respondents were married and sixteen percent (16%) were single. Ten percent (10%) of the respondents were divorced and only one percent (1%) were widowed.



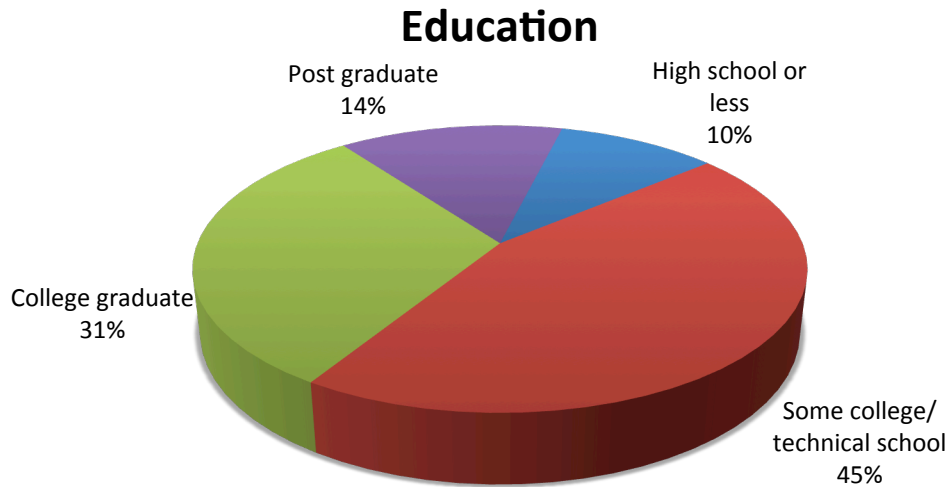
Household size

Approximately three-quarters (74%) of the respondents have 2-3 people currently living in their household. Eleven percent (11%) had only one person living in the household and fifteen percent (15%) had four or more people living in their household.



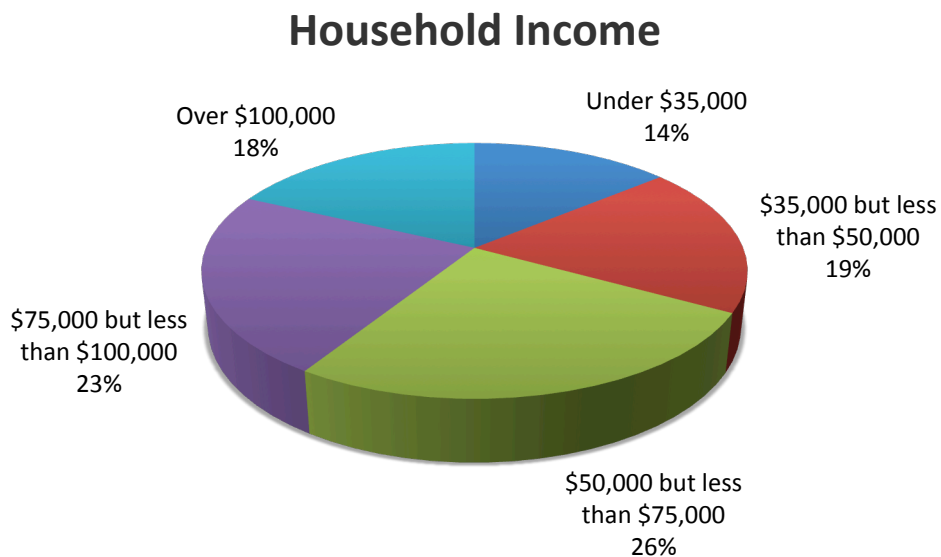
Education

Forty-five percent (45%) of the respondents have a college degree or post graduate degree. Forty-five percent (45%) have attended some college or technical school and ten percent (10%) have completed some high school or less.



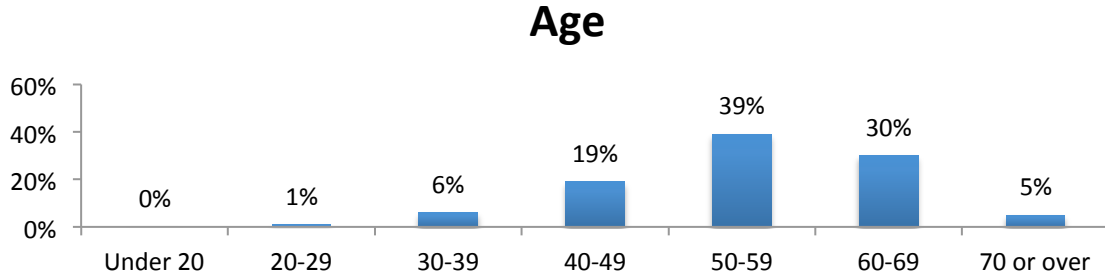
Household Income

Forty-nine percent (49%) of the respondents have household incomes between \$50,000 and \$100,000. Nineteen percent (19%) have household income of \$35,000-\$50,000 and eighteen percent (18%) over \$100,000.



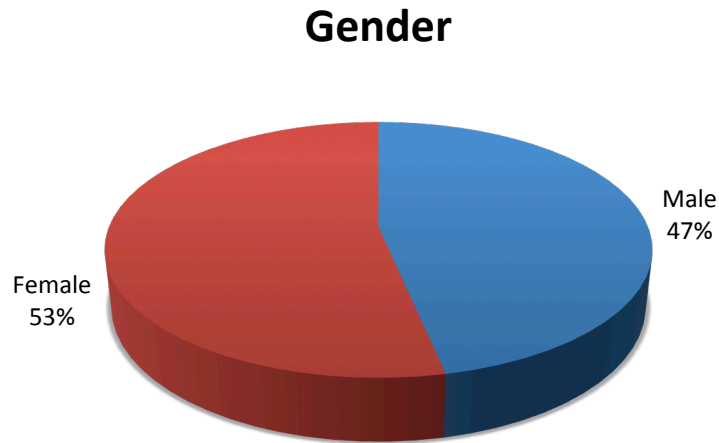
Age

The majority (58%) of respondents were between the ages of 40 and 60. Seven percent (7%) were under the age of 40 and thirty-five percent (35%) were over the age of 60.



Gender

Fifty-three percent (53%) of the respondents were female and forty-seven percent (47%) were male.



Appendix

Return on Investment Report Card

Shreveport-Bossier City Convention & Tourist Bureau ROI Report Card

Total Direct Expenditures generated by SBCTB	\$6,038,981.76
Direct Marketing expenditures by SBCTB	\$3,226,743.00
ROI Ratio	1.87 : 1

Leisure Inquires Converted

37,723 inquires¹ x 52% conversion² = 19,616 visits

19,616 visits x Avg. stay 2.67 nights¹ x \$76² = \$3,980,478.72

19,616 visits x Avg. Additional Trip Expenditures of \$104.94³ = \$2,058,503.04

Total leisure expenditures direct from SBCTB: \$6,038,981.76

Direct Marketing Experience

YTD Tourist Bureau Expenditures as of December 21, 2012⁴

Marketing Supplies	\$ 51,700
Promotional Events/Tours/Blitz	\$ 167,100
Brochure/Printing	\$ 97,100
Newsletters	\$ 13,200
Co-op Program	\$ 657,400
Brochure Distribution Program	\$ 8,750
Print/Advertising/Magazine	\$ 259,100
Co-op Advertising	\$ 137,852
Radio/Billboard/TV	\$ 197,000
Postage	\$ 47,700
Total	\$1,636,902
Operating Expenses/Salary Related Expenses	\$1,589,841
Total Marketing Expenditure	\$3,226,743

¹ Number of inquiries were provided by Shreveport-Bossier Convention and Tourist Bureau.

² Conversion Rate is calculated based on the actual conversion at the time of the interview during the Shreveport-Bossier ROI Conversion Study conducted by Destination Exploration.

³ Average Trip Expenditures are from the Shreveport-Bossier City ROI Conversion Study conducted by Destination Exploration.

⁴ YTD Tourist Bureau Expenditures as of December 31, 2012 are directly from the Shreveport-Bossier Convention and Tourist Bureau 2012 financial statements.