

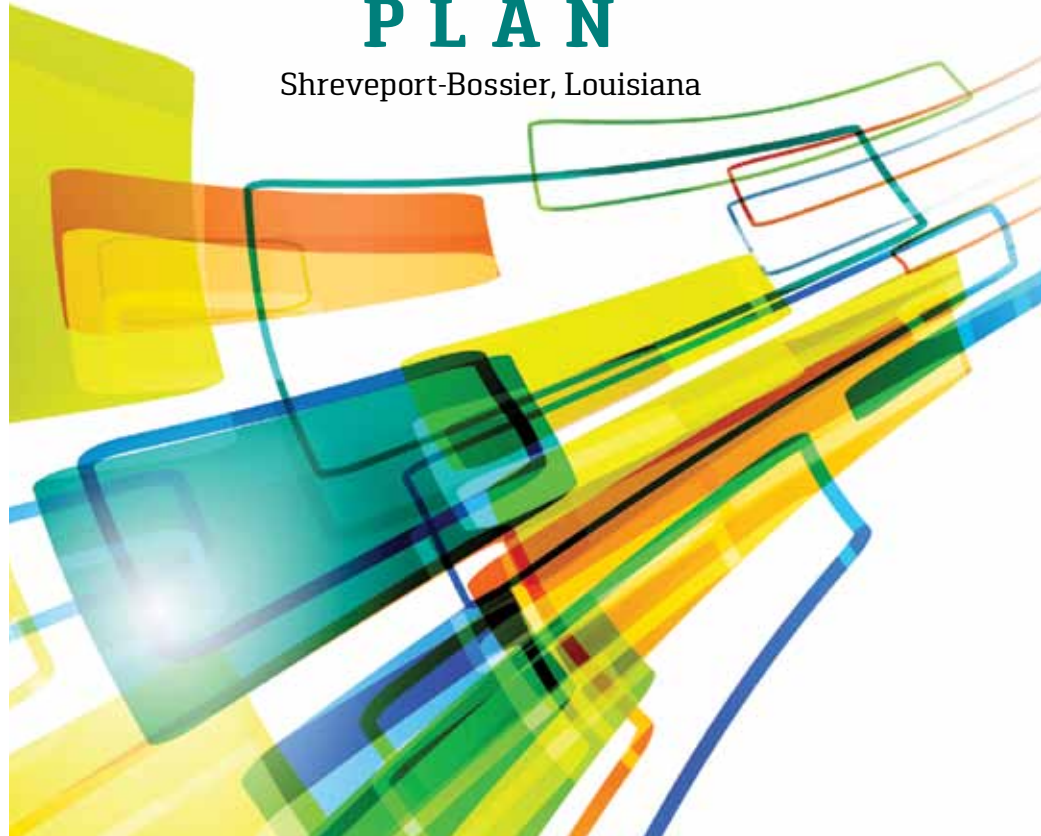
Shreveport-Bossier Convention and Tourist Bureau

2015

Destination

PLAN

Shreveport-Bossier, Louisiana



Destination Management:

Going beyond marketing to leading our partners in the constant rejuvenation of the destination for enhanced visitor experiences.

www.Shreveport-Bossier.org

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Overall Goals

1



Increase hotel room nights sold and number of delegates by 10 percent among all segments (group, convention, and sports markets).

2



Elevate visitor engagement by driving more new and returning visitors to Shreveport-Bossier.org and measure economic impact of visitation by satisfaction levels, length of stay, and spending per travel party.

3



Add value to partnerships by providing adequate networking opportunities, meeting with community and government officials on a regular basis, informing the community about tourism through civic and business organizations, and providing training to attraction, hotel, transportation and restaurant partners.

Mission Statement:

The Shreveport-Bossier Convention and Tourist Bureau is the official destination marketing organization attracting meeting, leisure and gaming visitors resulting in economic growth through visitor expenditures and enhancing the quality of life in Louisiana's Caddo and Bossier Parishes.





Communications Goals:

Increase traffic from all traditional marketing, public relations efforts, and social media platforms to Shreveport-Bossier.org and increase web visitation by 25% or 416,767 web visitations.

Strategy 1

Drive an increase in web engagement as a gauge to measure intent to travel on the new experiential-based site.

Tactic 1

Use traditional advertising to push potential visitors to a unique web address, which will measure advertisement effectiveness and grow online visitation.

Tactic 2

Use traditional advertising, social media and web marketing to increase email newsletter sign-ups, requests for visitor guides, brochure downloads, and clicks on electronic visitor guide.

Tactic 3

Develop a new experiential website that caters to visitors' interests such as culinary, family, gaming, soft adventure, and history/cultural tours. Employ simple survey on the site to gauge interest and intent to travel.

Tactic 4

Expand web marketing through rich media banner ads, search engine optimization and advertising on third party travel sites such as TripAdvisor.com, LouisianaTravel.com, and Orbitz.com.

Strategy 2

Raise awareness of the destination through compelling public relations, social media and advertising efforts in research-based primary drive markets (See Page 7) and regional states that currently generate a significant portion of out-of-state visitation.

Tactic 1

Distribute consumer news releases in primary drive markets such as Dallas, Tyler, Houston, Texas; Monroe-West Monroe, Alexandria-Pineville, New Orleans, Louisiana; and El Dorado, Texarkana, Little Rock, Arkansas. (See page 7).

Tactic 2

Provide content for local and regional publications such as *Red River Moms*, *City Life*, *Bossier Press Tribune*, *Bossier Business Monthly*, *The Times of Shreveport*, *Louisiana Kitchen*, *Culture Magazine* and others.

Tactic 3

Create more compelling destination videos, images, blogs for 20x49.com and promote across all platforms, e-newsletters, news releases, YouTube, and other printed and online publications.

Tactic 4

Expand web advertising through paid search, search engine optimization, social media advertising, and online display advertising. All print advertising will complement these efforts.

Tactic 5

Host individual and group media familiarization tours.

Strategy 3

Raise the profile of and increase the business leads for the convention and group tour markets in Shreveport-Bossier through effective advertising, promotions, social media and public relations.

Tactic 1

Place traditional advertising in niche convention and group tour publications to raise awareness and drive web traffic back to targeted meeting and group websites.

Tactic 2

Distribute convention and group tour news releases about industry news, special promotions and destination news.

Tactic 3

Host a convention and group tour media familiarization tour.

Tactic 4

Use social media to generate interest in promotions, employ public relations to target convention meeting planners and convention and group tour journalists and group tour organizers.

Strategy 4

Provide an excellent visitor experience at all welcome centers.

Tactic 1

Provide timely and relevant marketing materials such as maps for hotels and partners, summer attraction map, annual events guide, free things to do and other brochures to help visitors get out, enjoy the community and spend money.



Sports Goals:

Facilitate 50 new and returning sporting events for 2015.



Complement annual year-round events by bolstering sports groups during the fourth quarter, which research shows is a slower time period for hotels. Will also work cooperatively with sporting venues to generate business during their slow periods.

Tactic 1

Work with regional colleges to host events in Shreveport-Bossier.

Tactic 2

Work with major sports venues in the Shreveport-Bossier area and identify one key event for each venue to contract for 2015 and beyond. Potential sporting event leads will be generated by attending sports-related trade shows and through direct sales to groups and rightsholders.

Tactic 3

Provide superior service that differentiates Shreveport-Bossier from other destinations and help grow new and existing sports events.

Tactic 4

Provide volunteers to assist sporting events with hosting their event, thereby reducing their cost and providing incentive to continue holding their events in Shreveport-Bossier.

Tactic 5

Work with local partners to generate leads and partnerships that allow the destination to host larger conferences.

1

Strategy

Bid on regional and national sporting events in 2015 for future years.

Tactic 1

Identify new events to bid on and work with local partners to secure.

Tactic 2

Research the economic impact of sporting events to ensure the return on investment to the community.

Tactic 3

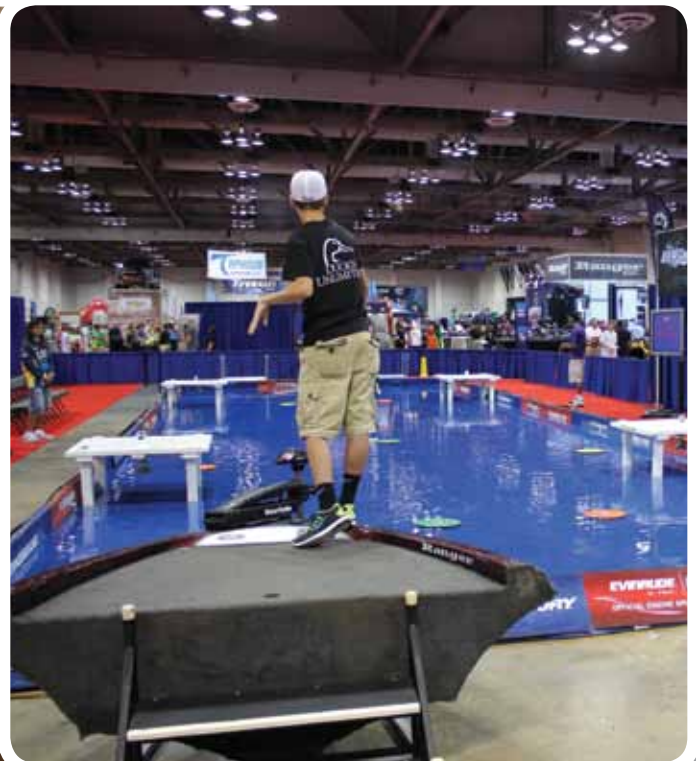
Attend trade shows, arrange site visits for rightsholders and host sports-related trade shows in Shreveport-Bossier.

Tactic 4

Start a Louisiana Sports Association.

2

Strategy





Sales Goals:

Increase new and repeat conventions, meetings, and reunions by 10 percent to 128, which represent about 28,938 room nights, as well as grow group tours by 10 percent to 66 total bus groups or 2,911 room nights.

Focus on four main markets which are corporate, medical, government and religious.

Strategy

1

Tactic 1

Increase in-market sales calls with hotel sales managers to local businesses, associations, chambers of commerce and other professional organizations to generate convention leads.

Tactic 2

Attend trade shows such as Connect, Small Market Meetings, and other similar niche shows that support the focus markets.

Tactic 3

Partner with Shreveport Convention Center and Hilton Shreveport on sales calls, convention trade shows and promotions to increase citywide conventions that push business to other area hotels.

Tactic 4

Generate leads that focus on the primary markets through direct mail, promotions, e-newsletters, advertising and media familiarization tours.

Tactic 5

Provide qualified meeting planner leads in those four focused markets to Rendezvous South. Participate in the conference and provide support so that Shreveport-Bossier can host it again in the future.

Strategy

2

Retain and generate student, adult and senior groups by selling five new group tour experiences, Mardi Gras Bash, and regional itineraries.

Tactic 1

Incentivize five new group tour experiences through special promotions, trade shows and direct sales.

Tactic 2

Provide excellent service such as customized itineraries, meet and greet, goodie bags and other services to help make planning and executing a group tour an easy and seamless process.

Tactic 3

Generate more exposure to group tour operators by hosting trade conferences such as Travel South in 2015.

Tactic 4

Increase international group tours by working with tour mappers and helping hotel partners to create packages and work with international visitors.

Strategy

3

Work with hotels and attractions on partnerships that drive leads, room nights, attraction visitation and restaurant sales.

Tactic 1

Each sales manager will work closely with a different partner each month and assist attractions and hotels to achieve their sales revenue goals.

Tactic 2

Add value and success to the overall partnership by providing database training, site visits with potential clients, bid presentations, and other assistance as needed to book business.



Map of Primary Drive Markets



The cities on this map produce the most overnight visitation in a three to four hour drive.

Shreveport-Bossier Lodging Analysis and Visitor Profile Study

Source: Hotel surveys and Smith Travel Research

Useful Websites

- www.Shreveport-Bossier.org
- www.SBFunGuide.com
- www.20x49.com
- www.ShreveportBossierSports.com
- www.BoomOrBustByway.com
- www.HolidayTrailOfLights.com
- www.RetireShreveportBossier.com







Research

The Shreveport-Bossier Convention and Tourist Bureau endeavors to make accurate business decisions based upon sound tourism research. In partnership with Young Strategies, Inc., the tourist bureau completed a Visitor Profile Study, Shreveport-Bossier Lodging Analysis and Meeting Planner Survey in 2014.



Visitor Survey Data Summary

Source: Weblinks posted in Getaways e-newsletter, hotel guests, Facebook and local attractions.

- The demographic profile of visitors is primarily adults only, middle income couples. Female head of household is most often the primary travel planner.
- Respondents came primarily from Texas, Louisiana and Arizona.
- Repeat visitors – 70% or more.
- Last minute planning – more than 81% of travel is planned within one month of travel.
- Respondents report top trip planning resources as previous knowledge, Shreveport-Bossier.org, and Shreveport-Bossier Official Travel Guide.
- The average trip expenditures per travel party are highest among racing/gaming travelers (\$877.59), business (\$815.50), leisure overnight (\$711.46) and daytrippers (\$440.60).
- Louisiana Boardwalk Outlets has the most appeal as an attraction across the various segments. This was followed by several casinos (Horseshoe and Sam’s Town) and Sci-port: Louisiana’s Science Center.
- Leisure daytrip travel parties were most likely to include children (32.4%).
- Satisfaction on a scale of 1 to 5 with 5 being the most satisfied, racing/gaming visitors rated their overall visit satisfaction the highest (4.46), followed by leisure overnight (4.38), leisure daytrip (4.14) and business/conference meeting (3.97).





Meeting Planner Survey

Source: Online email survey to meeting planners. 216 meeting planners responded from the 654 that were successfully delivered at 33% response rate.

- The majority of meeting planner respondents were from Louisiana (66%).
- The majority of planners that responded represented the following meeting/convention segments: nonprofit (41%), education (32%) and corporate (18%).
- Responders indicated their meetings are most often held – annually (44%), semi-annually (23%) or monthly (18%).
- Site selection for the responders' largest meeting/event was most often reported as 12-23 months in advance (40%) or 7-12 months in advance (35%). Third highest response was 24 months or more (20%) indicating a fairly significant lead time for planning purposes.
- Perception of Shreveport-Bossier as a meeting destination – Shreveport-Bossier earns lower than desired ratings on a five-point scale where typically anything below a 4.0 is considered something that requires attention. The highest rated perceptions: Shreveport-Bossier has a quality of meeting/event venues (3.97), lodging value compared to cost (3.90) and personal safety for attendees (3.86).
- Likelihood of planning a future meeting in Shreveport-Bossier – very likely (53%) and likely (32%). Only 3% said they will not return.
- Advertisements do not influence decision making for the majority (72%) of respondents.
- 49% of respondents prefer email as the method of receiving destination-specific information. This was followed by website and custom meeting/event guides. Newsletters and comprehensive guides were rated high as an occasional method of delivery. Trade shows rated lowest and were most often cited in the "never" category.
- New Orleans (52%), Baton Rouge (48%) and other Louisiana cities (27%) were reported most often as meeting destinations by the respondents. Next highest reported was Dallas, Lake Charles and Little Rock.



Louisiana's
OTHER SIDE
SHREVEPORT-BOSSIER

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