

Shreveport- Bossier LOUISIANA

2016 SIX MONTH REPORT



**SEE IT. BET IT.
TASTE IT.**



www.Shreveport-Bossier.org



NOTABLE ACCOMPLISHMENTS

The Shreveport-Bossier Convention and Tourist Bureau was represented at the **U.S. Travel Association's IPW** at the Ernest N. Morial Convention Center in New Orleans. IPW is the travel industry's premier international marketplace, with more than 5,000 attendees who are international travel buyers, domestic travel buyers and journalists representing more than 70 countries.

Landed the **2017 Alpha Kappa Alpha South Central Regional Conference**. Nearly 4,000 delegates are expected to attend.

Won the bid to host the **366th Security Police Squadron K-9 Reunion** in October 2016.

The Shreveport-Bossier Convention and Tourist Bureau hosted its **10th Annual Red River Mardi Gras Bash** in downtown Shreveport during the Krewe of Centaur Parade. Red River Mardi Gras Bash is an exclusive party for out-of-town groups to enjoy one of the largest parades in Louisiana.

Sponsored the **Dallas-Ft. Worth Meeting Planners International (MPI) Annual Awards Gala**, in conjunction with the Shreveport Convention Center and Hilton Shreveport, which was attended by 100-plus meeting planners.

Attended the **Active America Conference** in Dallas to attract more leisure visitors from the Asian markets.

BY THE NUMBERS



CONVENTION/EVENTS LEADS ISSUED

2015 141
2016 → **154**



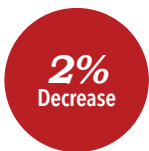
DEFINITE CONVENTIONS/EVENTS BOOKED

	Total	Room Nights	People
2015	55	13,852	18,403
2016	→ 72	→ 15,252	→ 24,783



TOURISM/GROUP TOUR BOOKINGS

	Total	Room Nights	People
2015	12	783	650
2016	→ 23	→ 698	→ 916



SHREVEPORT-BOSSIER HOTEL OCCUPANCY

2015 (year-to-date) 57.7%
2016 (year-to-date) → **55.7%**

LAUNCHED TWO NEW WEBSITES

SHREVEPORT-BOSSIER.ORG

The official destination website of Shreveport-Bossier: Louisiana's Other Side.

SBFUNGUIDE.COM

The official online arts, culture and entertainment calendar of Shreveport-Bossier, Louisiana.



GETAWAYS E-NEWSLETTER

Subscribers have **increased 47%** over last year and it has an average **open rate of 27%** compared to the industry standard of 15.65%.

TRIPADVISOR

Sponsorship has over-delivered on geo-targeted impressions from regional drive destinations and is now one of the **Top 20 web traffic referral sites** to www.Shreveport-Bossier.org.



SOCIAL MEDIA GROWTH

Facebook fans have grown to **33,466** and Twitter to **9,563**. The most shared post on Facebook has been about the Red River Balloon Rally being shared more than **1,243 times (90% organic)** and **reached more than 100,000 viewers**.



BE A FAN OF SHREVEPORT-BOSSIER

Started a new National Travel and Tourism Week campaign – Be a Fan of Shreveport-Bossier – to encourage locals to visit attractions, May 1-7. Campaign highlights included:

- **3,780 pageviews** for the microsite, **823 contest entries**
- **87%** of survey respondents indicated they learned about an attraction they were not aware of
- **87%** said they will visit at least one of the participating attractions in the future



NOTABLE MEDIA MENTIONS



The June 2016 *Louisiana Cookin'* magazine featured a 12-page travel section promoting Shreveport restaurants titled "Shreveport: Culinary Crossroads."



Cooking Channel's *Carnival Eats* dedicated an episode to the State Fair of Louisiana.



Zagat lists Shreveport-Bossier as one of "16 Under-the-Radar Southern Food Destinations."



Houston Chronicle ran an incredible piece called "5 Reasons You Should Visit Shreveport in 2016."

BY THE NUMBERS



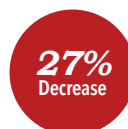
SHREVEPORT-BOSSIER.ORG WEBSITE SESSIONS

2015 262,699
2016 → **222,155**



ONLINE VIDEO VIEWS

2015 16,959
2016 → **52,959**



20X49.COM BLOG PAGEVIEWS

2015 154,553
2016 → **113,482**



NOTABLE ACCOMPLISHMENTS

The Shreveport-Bossier Sports Commission hosted **Sports Biz Connect** at Red River Brewing Company in Shreveport, May 19. There were 32 exhibitors, and 150 people from the business community attended.

Shreveport-Bossier won the bid to host the **2016 Louisiana Outdoor Writers Association**, Aug. 12-14.

The **2016 Louisiana High School Athletic Association (LHSAA) Wrestling State Tournament** was held at the CenturyLink Center in Bossier City, Feb. 11-12. This was the first time the area has hosted the tournament since 2011, and the wrestling state tournament will return again in 2017. More than 80 schools across the state were represented with nearly 1,000 wrestlers competing across three divisions. More than 13,000 fans were in attendance over the two days.

The Shreveport-Bossier Sports Commission was chosen for the second consecutive year as one of **SportsEvents Magazine's 2016 Readers' Choice Award** winners. Sports events professionals nominated destinations that they believe display exemplary creativity and professionalism toward the groups they host.

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

- **Archery in Louisiana Schools (ALAS) North Regional Archery Tournament**
Feb. 5-6
- **Red River Balloon Rally**
July 14-20
- **Southern Bowling Congress**
March 5-6, 12-13 and 18-20; April 2-3
- **Bassmaster Central Open**
Sept. 29-Oct. 1
- **Teen Masters Bowling**
April 9-10
- **The Bass Federation Regional High School Championship**
Oct. 16

BY THE NUMBERS

31%
Total
Increase

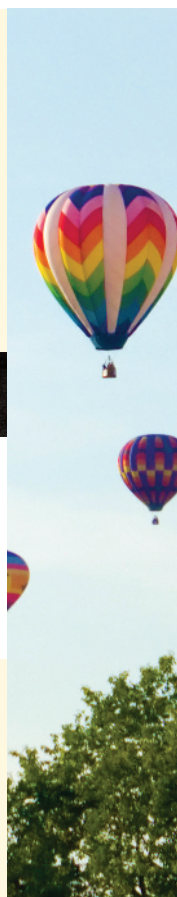
SPORTING EVENTS LEADS ISSUED

	Total	Room Nights	People
2015	55	26,016	160,999
2016	72	42,299	131,380

21%
Total
Increase

DEFINITE SPORTING EVENTS BOOKED

	Total	Room Nights	People
2015	48	13,401	71,358
2016	58	11,444	78,597



DIRECT DOMESTIC VISITOR SPENDING

\$906.41 MILLION 

in travel expenditures for Caddo/Bossier Parishes in 2014 versus **\$876.36 million** in 2013.



\$21.92 MILLION

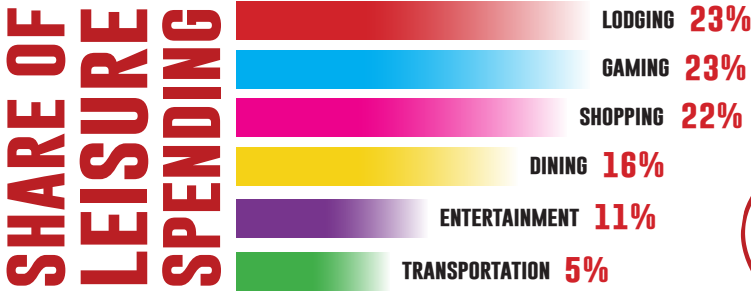
in local tax receipts in 2014 versus **\$20.95 million** in 2013.

3% Increase in travel expenditures

5% Increase in local tax receipts

Source: Economic Impact of Travel on Louisiana Parishes 2013, 2014 reports

Mainly coming from Texas, Arkansas and Louisiana, over **3 million people visit** Shreveport-Bossier annually. Each visitor stays an average of **2.6 nights** and has the following spending habits:



Source: Visitor Profile Study by Young Strategies

\$838.02
PER TRIP

Average visitor spending in town

Volume of Visitors to Shreveport-Bossier

 **3,247,000**

Source: 2014 Travels America Visitor Profile Report

On top of this, Shreveport-Bossier has a **70% repeat visitation rate.**



IMPACT OF INTERNATIONAL TOURISM

Direct International Visitor Spending

 **\$537,253**

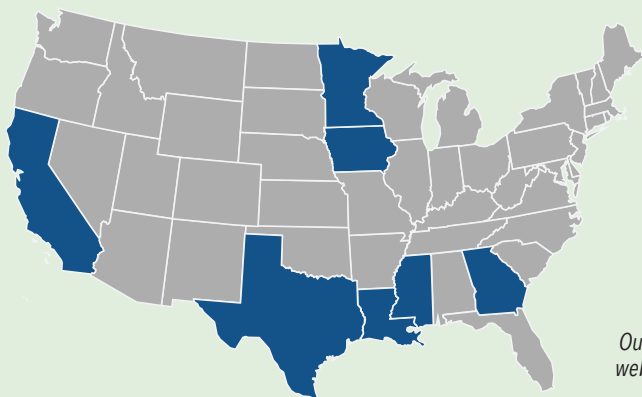
TOP FIVE INTERNATIONAL MARKETS

1. Canada
2. Mexico
3. Italy
4. Germany
5. Puerto Rico

Source: VisaVue Travel Report
1st Quarter 2016



TOP WEBSITE VISITORS



TOP CITIES FOR WEBSITE TRAFFIC

1. Shreveport-Bossier
2. Dallas, Texas
3. Houston, Texas
4. Fort Worth, Texas
5. Plano, Texas

Outside of Louisiana, other notable states for website visitation include California, Georgia, Iowa, Minnesota, Mississippi and Texas.

VISITOR PROFILE

The Shreveport-Bossier Convention and Tourist Bureau conducted a survey of people who have inquired for travel information about Shreveport-Bossier in the past year. Here is some of the preliminary data:



VISITED IN THE PAST YEAR:

- 53%** said they visited 3 or more times
- 14%** said they visited 2 times
- 18%** said they visited 1 time
- 15%** said they have not visited



Sex:

75%
Female

25%
Male



Household Income:

9%
Under \$25,000

34%
Up to \$50,000

28%
Up to \$75,000

15%
Up to \$100,000

14%
Over \$100,000



Age:

27%
60 or older

30%
50-59

19%
40-49

18%
30-39

6%
21-29

<1%
18-20

TOP 5 PLACES VISITED IN THE PAST YEAR:

- | | | | |
|----------------------------------|------------|------------------------------|------------|
| 1. Louisiana Boardwalk Outlets | 84% | 4. Sci-Port Discovery Center | 36% |
| 2. Mardi Gras Parade | 41% | 5. Mudbug Madness Festival | 33% |
| 3. Concert at CenturyLink Center | 39% | | |

TOP 5 VISITED RESTAURANTS IN THE PAST YEAR:

- | | | | |
|-------------------|------------|---------------------------|------------|
| 1. Ralph & Kacoos | 54% | 4. Silver Star Smokehouse | 21% |
| 2. Blind Tiger | 35% | 5. Abby Singer's Bistro | 13% |
| 3. Herby K's | 25% | | |

GREATEST TRAVEL INFLUENCES IN THE PAST YEAR:

- | | |
|---|---|
| 61% Friend/Relative | 18% Newspaper/Magazine Advertisement |
| 41% Official Visitors' Guide to Shreveport-Bossier | 15% www.Shreveport-Bossier.org |
| 29% Social Media | |