



Shreveport-Bossier LOUISIANA



2016 ANNUAL REPORT

SHREVEPORT-BOSSIER CONVENTION AND TOURIST BUREAU

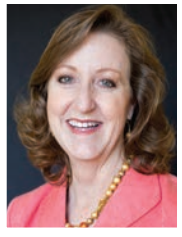
Shreveport-Bossier, LA

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SHREVEPORT-BOSSIER CONVENTION AND TOURIST BUREAU



When you live in an economy that rises and falls with oil and gas prices, the volatility of it all can make you feel like you are on a scary, perhaps never-ending, roller coaster. Locally and regionally the sharp decline in the oil industry affected many, and tourism was not left out of the fray.

In 2015 and 2016, average hotel occupancy fell. In 2016, there was a 2 percent decline in hotel rooms sold. However, the lowest hotel occupancy period of the year - November and December - saw an uptick thanks to the leadership and collaboration of both cities, local arts organizations, attractions and business support, for creating a series of holiday events in December as well as the very successful Rockets Over the Red in November. As a result of these new events, December's hotel occupancy rose 3 percent year-over-year. The casino industry felt the twists, too. 2016 admissions were down 11.5 percent and revenue nearly 6 percent compared to the previous year.

Here is how we are going to get through 2017. The sales department and Shreveport-Bossier Sports Commission have been charged with finding more leads, booking more conferences and sporting events, and assisting more groups. The communications department has been tasked with generating more interest and awareness with leisure visitors in regional drive markets.

We are committed to four overarching goals this year:

1. Increasing direct, trackable hotel rooms generated by our staff by 3 percent or 96,253 room nights
2. Raising brand awareness in local and regional drive markets with a continued focus on research, strategic marketing and public relations
3. Aligning resources to identify and drive product development in downtown Shreveport and Bossier City downtown riverfronts
4. Adding value to key partnerships to strengthen tourism in the hotel, restaurant, attraction and retail segments, as well as with civic and political leadership

We believe we can achieve these things, because there is light at the end of the proverbial tunnel. Recently, the *Greater Baton Rouge Business Report* trade publication ran an article entitled "What's in store for Louisiana's Oil Industry in 2017." In it, the writer asserts that experts are cautiously optimistic as oil prices slowly creep back up. *The Advocate* reported that oil and gas drilling activity "is set to stage a comeback this year in North America, which will include Louisiana and the Gulf of Mexico."

This tumultuous ride will end. With a solid plan, can-do attitude of our staff and partners, as well as support of our local leadership; tourism is going to make a slow and steady comeback.

Sincerely,

Stacy Brown, President, Shreveport-Bossier Convention and Tourist Bureau

Communications



AT A *GLANCE*



The **COMMUNICATIONS DEPARTMENT** is responsible for all internal and external communications. This includes the design and printing of all publications; the coordination of all advertisements, brochures, newsletters, direct mail, promotions, public relations and social media; and the development and maintenance of the tourist bureau's website and all Internet marketing. This department is also responsible for research, visitor centers, visitor inquiry fulfillment, and brochure distribution.

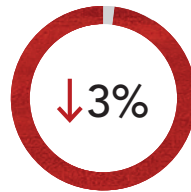
BY THE NUMBERS

Here is how the **Communications Department** stacked up in visitor engagement, web engagement and social engagement in 2016 compared to 2015.

VISITOR ENGAGEMENT

VISITOR CENTER WALK-INS

2015 13,677
2016 → 13,211



- **Top 3 States Requesting Visitor Guides:**
Texas, Arkansas and Oklahoma
- **Top 3 International Markets:**
Canada, France and Australia
- Distributed **24,000 Free Things to Do** rack cards; distributed **61,700 Visitor Guides** at Downtown Shreveport Visitor Center, Greenwood State Welcome Center, certified distribution folders, and visitor inquiry mail-out packets

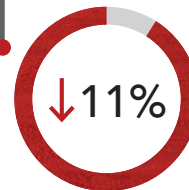
WEB ENGAGEMENT

SHREVEPORT-BOSSIER.ORG VISITS

2015 475,720
2016 → 425,617

VIDEO VIEWS

2015 35,102
2016 → 125,316



- On average most website users looked at **2.2 pages** and spent **1:58 minutes** on the website

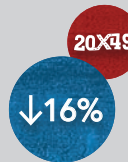
FACEBOOK AND TWITTER

2015 38,629
2016 → 45,218



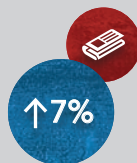
20x49.COM BLOG PAGE VIEWS

2015 269,175
2016 → 225,360



NEWS PLACEMENTS

2015 14,325
2016 → 15,402



NEWS RELEASES DISTRIBUTED

2015 81
2016 → 101



MEDIA ENGAGEMENT

Communications

WHAT JOURNALISTS HAD TO SAY

“ During my food FAM trip to Shreveport, myself and other food bloggers/writers ate through the city to the tune of 7-8 times per day. My favorite thing that I sank my teeth into was the Strawberry Icebox Pie from Strawn's Eat Shop. The pie was creamy and luscious, but not overly sweet. I can see why it is so popular. Strawn's also serves breakfast, with mounds of butter piled a good foot high on the plate. The butter even has its own Instagram account! Writer Wallace Levy of *Food Republic* also mentioned Strawn's in 'Louisiana's Best-Loved Back-Road Eateries.' ”

- **Melanie Pitman, *Wherever I May Roam Blog***

“ Groups looking to add additional Mardi Gras experiences to their itineraries can attend the free Krewe of Centaur Float Loading Party on Friday, Feb. 17, 2017, 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 and parade essentials 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. ”

- **Group Tour Media**

“ Many in Shreveport claim to have written the original recipe for stuffed shrimp, but it's Mavice Hughes Thigpen who makes the best case. Her father, Eddie Hughes, was the man known for inventing stuffed shrimp; he's also the one for whom her restaurant is named. The dish is made by filling a butterflied shrimp with a Creole spice-seasoned mixture of crabmeat, mirepoix, and breadcrumbs. ”

- **Adrian Miller, *Southern Living Magazine***

“ This region straddles both sides of the Red River, and is a major health care and energy industry hub for the entire state. For the many medical-related meetings and others that come here, there are three major festivals that groups can piggyback on. The first is Mudbug Madness, which occurs the week before Memorial Day. Haled seven blocks from Shreveport Convention Center in Festival Plaza, this four-day event is all about crawfish and live music in a very relaxed atmosphere, says Melissa Small, communications director for Shreveport-Bossier Convention and Tourist Bureau. Attendees can eat crawfish by the pound while listening to everything from Cajun and zydeco to blues and jazz on the stages throughout the open-air plaza. ”

- **Smart Meetings**



Convention & Tourism Sales

AT A *GLANCE*



The **CONVENTION AND TOURISM SALES DEPARTMENT** promotes Shreveport-Bossier as a meeting, convention and group tour destination to members of state, regional and national associations, corporations and organizations. This department is responsible for coordinating all tourism sales and marketing promotional efforts.

BY THE NUMBERS

Here is how the **Convention and Tourism Sales Department** stacked up in total bookings, convention bookings and group tour bookings in 2016 compared to 2015.

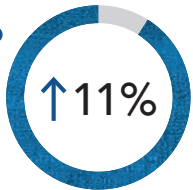
TOTAL BOOKINGS

TOTAL BOOKINGS

2015 262
2016 → 290

TOTAL LEADS

2015 321
2016 → 320



CONVENTION/EVENT BOOKINGS

CONVENTION/EVENTS BOOKINGS

	Total	Room Nights	People
2015	106	33,112	52,781
2016	→ 136	→ 28,897	→ 55,457

ASSISTED CONVENTION/EVENTS BOOKINGS

	Total	Room Nights	People
2015	116	23,409	60,146
2016	→ 115	→ 21,210	→ 92,987

CONVENTION/EVENTS LEADS

	Total	Room Nights	People
2015	273	86,304	133,840
2016	→ 261	→ 90,297	→ 137,306

GROUP TOUR BOOKINGS

GROUP TOUR BOOKINGS

	Total	Room Nights	People
2015	40	1,945	1,960
2016	→ 39	→ 3,959	→ 2,465

GROUP TOUR LEADS

	Total	Room Nights	People
2015	48	2,261	2,305
2016	→ 59	→ 4,489	→ 3,211

AT A GLANCE



The **SHREVEPORT-BOSSIER SPORTS COMMISSION** is a division of the tourist bureau and has the vested responsibility to promote Shreveport, Bossier City and the parishes of Caddo and Bossier as a sports tourism destination. This department pairs sports rights holders with local venues for the enjoyment of professional and amateur sporting events, as well as the promotion, sponsorship, and underwriting of such events, coupled with assisting other governmental entities in attracting amateur and professional sporting events.



BY THE NUMBERS

Here is how the **Shreveport-Bossier Sports Commission** stacked up in booked room nights, sports events bookings and volunteer engagement in 2016 compared to 2015.



VOLUNTEER ENGAGEMENT

IN 2016,

- More than 2,000 volunteers assisted with 35 events.
- Conventions, sporting events and festivals **saved more than \$120,000 in labor costs** because of the Shreveport-Bossier Sports Commission and its partners.

SPORTS EVENT BOOKINGS

SPORTS EVENTS BOOKINGS BY STAFF

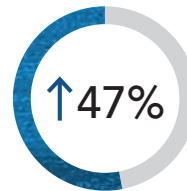
	Total	Room Nights	People
2015	81	26,261	196,354
2016	→ 121	→ 33,834	→ 284,971

ASSISTED SPORTS EVENTS BOOKINGS

	Total	Room Nights	People
2015	2	100	640
2016	→ 1	→ 0	→ 40

SPORTS EVENTS LEADS

	Total	Room Nights	People
2015	88	39,444	299,381
2016	→ 147	→ 88,490	→ 412,799



SPORTS EVENTS TOTAL BOOKINGS

2015	83
2016	→ 122

- Almost half the events were new events that were not held here before thanks to a close partnership with area sporting groups and venues.
- Generated nearly 34,000 hotel room nights and 250,000 visitors and locals to sporting events.

NOTEWORTHY IN 2016

- The Shreveport-Bossier Sports Commission assisted **more than 122 sporting events**.
- In total, those sporting events had an estimated **economic impact of more than \$54 million dollars**.
- The Shreveport-Bossier Sports Commission started several new sporting events such as the **Shreveport-Bossier Holiday Classic**, which consisted of six regional men's basketball teams. This event is coming back in 2017, along with:
 - **MetroPCS Battle on the Hardwood** (33 men's and women's basketball teams from three states)
 - **Red River Balloon Rally** and **US Hot Air Balloon Championships** (more than 14,000 attendees) and coming back in 2017 and 2018
 - **Powerboat Nationals** (more than 10,000 attended Labor Day weekend) and coming back in 2017 and 2018
- Generated **more than \$500,000 in trade, ticket and cash sponsorships** which added to the **\$525,000 in tax dollars**, thus affording the Shreveport-Bossier Sports Commission to bring in more events and extend the marketing.
- Involved with at least one sporting event for **46 out of the 52 weeks** in 2016.



MAJOR 2016 SPORTING EVENTS

- **US Hot Air Balloon Championships**, July 14 - 20, 2016
- **Powerboat Nationals**, September 3 - 5, 2016

SHREVEPORT-BOSSIER
SPORTS COMMISSION



Contact Us

YOUR BUREAU AT WORK



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SHREVEPORT-BOSSIER
CONVENTION AND TOURIST BUREAU




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Blog: www.20x49.com

Events: www.SBFunGuide.com

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www.Shreveport-Bossier.org