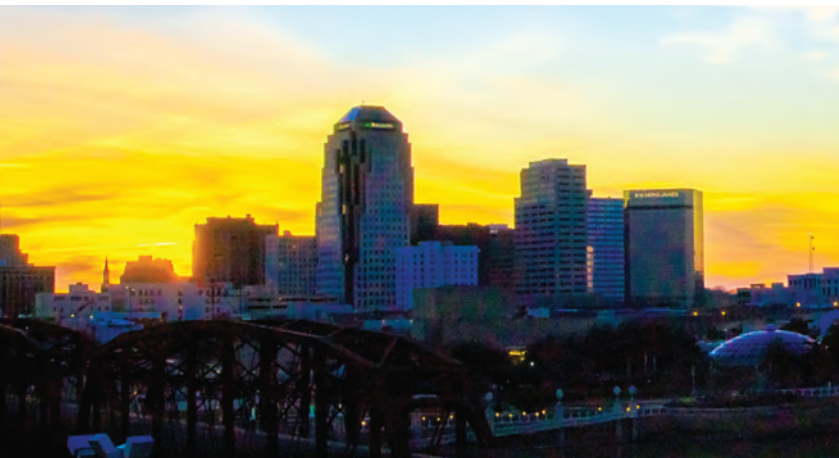


2017

ANNUAL REPORT



**SHREVEPORT-
BOSSIER**
CONVENTION AND
TOURIST BUREAU





TABLE OF CONTENTS

From the President 3

Communications Department 4

Convention & Tourism Sales Department 6

Shreveport-Bossier Sports Commission 8

Visitor Insights 10



FROM THE PRESIDENT



In 2017, growth in tourism, sports and meetings helped Shreveport-Bossier weather the continuing ebb and flow of the oil and gas industry. Our community pulled together to host one of the largest conferences ever held in Shreveport-Bossier, the Alpha Kappa Alpha South Central Regional Conference. The return of the U.S. Hot Air Balloon Nationals, with the addition of the Red River Balloon Rally, was another great win for Shreveport-Bossier.

There are many reasons for optimism as we look forward to 2018. We are seeing strong bookings on the meetings side and in sporting events. Hotel partners, event facilities and attractions throughout Shreveport-Bossier are collaborating to host the prestigious

Miss USA and Miss Teen USA competitions. The opening of Shreveport Aquarium, anticipated improvements at Sci-Port Discovery Center, and numerous new annual events represent opportunities to market Shreveport-Bossier regionally and nationally.

Our largest challenge is still the volatility of the oil and gas industry. As that industry continues to regain steady footing, Shreveport-Bossier's tourism and hospitality industry will benefit.

From a product development perspective, our community must continue to address issues that affect locals as well as tourists - infrastructure, cleanliness and safety being principal among those concerns. More than ever, I see our community really embracing tourism by tackling these issues head-on.

If 2017 was a year of recovery, I see 2018 as a year of regeneration. New and improved attractions, new events and new ideas are redefining what it means to visit Shreveport-Bossier.

Stacy A. Brown

Stacy Brown
President | Shreveport-Bossier Convention and Tourist Bureau



COMMUNICATIONS DEPARTMENT

This 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.



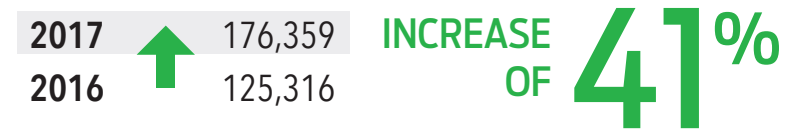
COMMUNICATIONS

BY THE NUMBERS

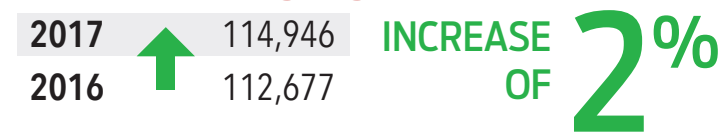
Shreveport-Bossier.org Website Sessions



YouTube Video Views



20x49.com Blog Pageviews



FAST FACTS

The website attracted 529,783 users.

11,801 media mentions were garnered that had an ad equivalency value of \$36 million.

The N20 Puff blog posted on www.20x49.com was the most shared content at 182 times, received 93 comments and reached 45,000 organic users. It was the most commented blog on the Tourist Bureau's Facebook page in 2017.

With a Right Relevance score of 98, Twitter account @sbctb is currently listed as the most influential Twitter account in Shreveport by the web analytics company Right Relevance. It has passed the influence of *The Times* (97) and *KTBS* (96).

NOTEWORTHY

The 2017 Mardi Gras regional marketing campaign netted the largest website visitation ever in the month of February with 108,558 sessions on www.Shreveport-Bossier.org. The campaign netted 4,346 hotel room nights sold and the Facebook page grew by 1,000 new followers.

The Communications Department hosted 23 travel writers. Twelve of those were from China. The media represented publications such as the *Austin Chronicle*, *Atlanta Journal Constitution*, *CraftBeer.com*, *Fort Worth Star Telegram*, and *The Oklahoman*.

The Communications Department won two Addy Awards from the Shreveport-Bossier Advertising Federation for the 2016 Be a Fan of Shreveport-Bossier campaign and the 2016 *Festivals and Annual Events Guide*.

CONVENTION AND TOURISM SALES DEPARTMENT

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, as well.



CONVENTIONS & EVENTS LEADS ROOM NIGHTS

50%



CONVENTION AND TOURISM SALES

BY THE NUMBERS

Definite Conventions / Events Booked

	Total	Room Nights	People
2017	179 ↑	33,429 ↑	59,850 ↑
2016	135	30,767	55,357

Increase of Conventions/Events Booked - 33%
Increase of Room Nights - 9%

Group Tour Leads Issued

	Total	Room Nights	People
2017	42 ↓	2,304 ↓	3,061 ↓
2016	59	4,489	3,211

Decrease of Group Tour Leads - 29%
Decrease of Room Nights - 49%*

* This market continues to decrease.

Assisted Conventions / Events

	Total	Room Nights	People
2017	60 ↓	20,323 ↓	59,850 ↓
2016	115	21,210	99,987

Decrease of Conventions/Events Booked - 48%*
Decrease of Room Nights - 4%

* Groups requesting assistance such as pens, ditty bags, and other materials have declined resulting in a financial savings. Those dollars are now being used in sales and marketing efforts.

Conventions / Events Leads

	Total	Room Nights	People
2017	239 ↓	135,353 ↑	215,662 ↑
2016	260	90,227	137,141

Decrease of Conventions/Events Booked - 8%
Increase of Room Nights - 50%*

* Though there is a decline in meetings, the number of attendees associated with each booked meeting increased.

Tourism Bookings and Service Requests

	Total	Room Nights	People
2017	39 =	2,133 ↓	2,819 ↑
2016	39	3,959	2,465

Bookings Increase - 0%
Decrease of Room Nights - 46%*

* The group market continues to shrink as travel behaviors change. An article in *Groups Today* said, "The industry is consolidating and groups are getting smaller, which doesn't fill motorcoaches."

NOTEWORTHY

The Alpha Kappa Alpha 85th annual South Central Regional Conference, March 15-19, attracted more than 3,800 delegates.

The Convention and Tourism Sales Department won the competitive bid to host the Combat Veterans Motorcycle Association, Southern Monument Builders Association, USS Hassayampa Veteran's Association Reunion, and the American Kitefliers Association, to name a few.

The Red River Mardi Gras Bash drew 400 group tour participants for the annual event held during the Krewe of Centaur Mardi Gras parade.

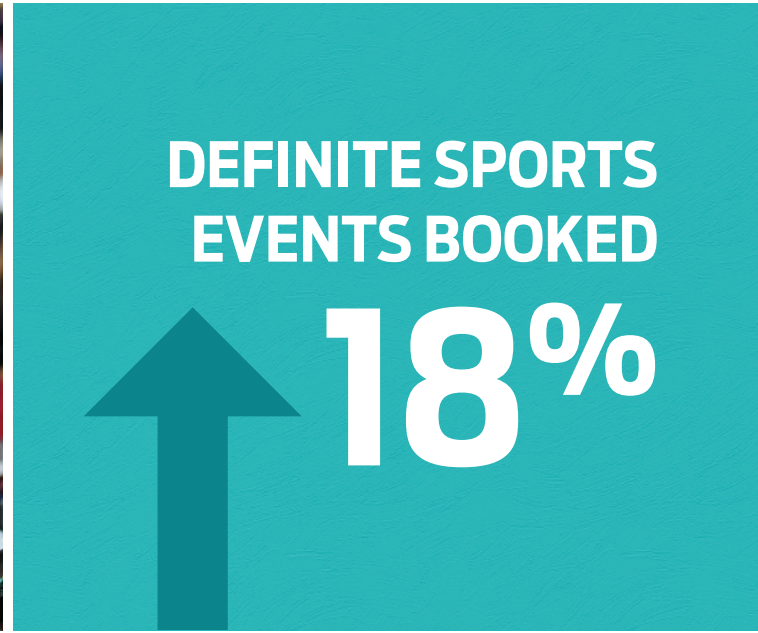
FAST FACTS

The Shreveport-Bossier market has 10,405 hotel rooms.

In 2017, the Tourist Bureau awarded grants to 12 festivals, attractions, art organizations, and others totaling more than \$74,000.

SHREVEPORT-BOSSIER SPORTS COMMISSION

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.



SPORTS COMMISSION

BY THE NUMBERS

Definite Sports Events Booked

	Total	Room Nights	People
2017	142	34,981	192,284
2016	120	33,827	275,196

Increase of Sports/Events Booked - 18%
Increase of Room Nights - 3%

Sports Events Leads Issued

	Total	Room Nights	People
2017	150	42,015	217,985
2016	145	86,953	401,414

Increase of Sports/Events Leads Issued - 3%
Decrease of Room Nights - 52%*

* More sports groups are interested in hosting events in Shreveport-Bossier, but have less delegates associated with them.

NOTEWORTHY

The Shreveport-Bossier Sports Commission hosted the ALAS State Archery Tournament for the first time. In 2017, it was the largest archery tournament ever hosted in Louisiana and one of the largest archery tournaments in the country. It will return in 2018.

The Shreveport-Bossier Sports Commission landed the Louisiana High School Coaches Association Annual Convention to be held in June 2018 and 2020. There will be between 1,500 and 3,000 coaches in Shreveport-Bossier for three days. This is the first time the convention has been held outside of Baton Rouge in 30 years.

The Shreveport-Bossier Sports Commission landed the 2018 and 2019 Louisiana High School Athletics Association State Wrestling Championships, Powerboat Nationals, and American Bass Anglers, to name a few.

Shreveport DMA Hotel Occupancy - January to December 2017

	Average Daily Rate
2017	\$76.01
2016	\$74.74

	Average Occupancy
2017	57.5%
2016	54.2%



FAST FACT

2017 gaming admissions were 8.5 million. This is an 8% increase over 2016.

VISITOR INSIGHTS

In an effort to understand the Shreveport-Bossier visitors, an online survey was conducted in 2017 to measure brand awareness, visitor spending, destination interests, reason for visit, and overall appeal. There were 423 responses from January to December 2017.



DAILY AVERAGE SPENDING OF MORE THAN 50% OF VISITORS: \$200

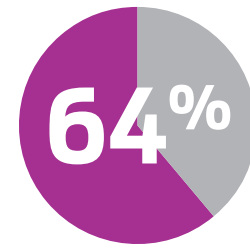
Survey Responses

“We were told about this area, so we stopped to see what it was about. We were just passing through. But to be honest, they told us there was nothing but casinos. We have decided to go back to explore the great things I have been reading about your city, not just your casinos.”

“Shreveport is my hometown. I love coming back to visit old friends and bring new friends with me to concerts and Mardi Gras.”



VISITOR INSIGHTS



of respondents visited Shreveport-Bossier three or more times in the past year.

On average, more than **50%** spend up to **\$200** per day on each visit.

- **20%** did not spend the night
- **15%** spent **1** night
- **34%** spent **2** nights
- **14%** spent **3** nights
- **4%** spent **4** nights
- **12%** spent **5+** nights.

Top Attractions Visited:

- Louisiana Boardwalk Outlets **80%**
- State Fair of Louisiana **35%**
- Mardi Gras Parade **34%**
- Centurylink Center Concert **34%**
- Mudbug Madness Festival **33%**

Top Restaurants Visited:

- Ralph & Kacoos **45%**
- Blind Tiger **33%**
- Herby K's **24%**
- Silver Star Barbecue **21%**
- Marilyn's Place **18%**

Top Influences on Visitation:

- Friend/relative **56%**
- *Official Visitors' Guide to Shreveport-Bossier* **46%**
- www.Shreveport-Bossier.org **33%**
- Social Media **33%**
- Radio **14%**

FAST FACT

The Tourist Bureau distributed more than 200,000 brochures in 2017.

- Shreveport-Bossier: Louisiana's Other Side
Rating: 8/10
- Slogan: "See It. Bet It. Taste It."
Rating: 8/10
- Shreveport-Bossier as a Vacation Getaway
Rating: 7/10
- Overall Appeal of the Destination
Rating: 8/10

International Spending January to December 2017

One of the tourism markets that has seen growth is international visitation. Three years ago, the Tourist Bureau was one of the first destination marketing organizations to partner with the Louisiana Office of Tourism for international promotions through Brand USA. The Tourist Bureau created various in-language videos to attract international visitors. Currently there are videos in Spanish, French-Canadian, German, Chinese, and Australian. The VisaVue Travel Report is a good indicator of international spending in Shreveport-Bossier. Year-to-date international visitors have spent approximately \$80,000.

Top International Countries by Visitation to the Greenwood Welcome Center:

- Canada • Mexico • France • Belgium
- Germany • Switzerland • Austria
- United Kingdom • Ireland





SHREVEPORT-BOSSIER



WWW.SHREVEPORT-BOSSIER.ORG