

# Shreveport-Bossier 2017 Visitor Survey

Prepared for:

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## PURPOSE

This study was done to measure visitor attitudes, behaviors and demographics and to determine if any of the survey results changed in 2017 compared to 2016.

## METHODOLOGY

The Shreveport-Bossier Convention & Tourist Bureau created an online survey with oversight from this consultant. The survey was sent to individuals who had requested information from the Bureau either in-person or online within the last year. The surveys were administered in June/July of 2016 and 2017. Those individuals who had not visited Shreveport-Bossier within the last year were excluded from this analysis.

## SURVEY RESULTS

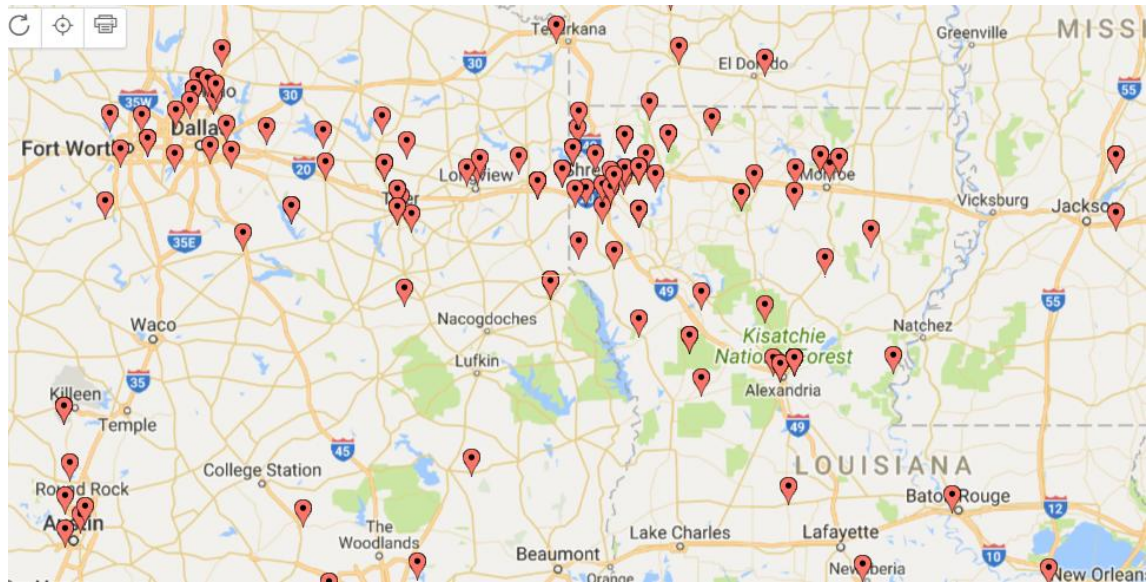
In 2016, **274** individuals took the survey. In 2017, **291** individuals took the survey. In both years, the number of people answering each question varied as some respondents “drop out” of the survey after a few questions, while others skip around and only answer a few questions.

For the data for each year, please see the table on the next page.

	<b>2017</b>	<b>2016</b>
Number of Responses	291	274
Percent Who Visited S-B 3+ Times in the Last Year	65%	50%
Percent Who Spend \$200+ (per person per day)	41%	64%
Percent Who Stayed 1-2 nights in S-B	53%	60%
Top 3 Attractions Visited	1. Louisiana Boardwalk 2. Louisiana State Fair 3. Mardi Gras Parades	1. Louisiana Boardwalk 2. Mardi Gras Parades 3. CenturyLink Center Concerts
Top 3 Restaurants Visited	1. Ralph & Kacoo's 2. Blind Tiger 3. Herby K's	1. Ralph & Kacoo's 2. Blind Tiger 3. Herby K's
Top 3 Things to Like About S-B	1. Attractions/Things to Do 2. Local Restaurants 3. Festivals	1. Attractions/Things to Do 2. Casinos 3. Festivals and Local Restaurants (tied)
Top 3 Visit Influencers	1. Friend/Relative 2. Official Shreveport-Bossier Travel Guide 3. Social Media	1. Friend/Relative 2. Official Shreveport-Bossier Travel Guide 3. Social Media
Rating of 'Louisiana's Other Side' (10 pt. scale)	7.7	7.7
Rating of 'See it. Bet it. Taste it.' (10 pt. scale)	6.8	3.6
Rating of S-B as a vacation getaway (10 pt. scale)	7.7	7.7
Percent Age 50+	63%	56%
Percent Female	72%	77%
% of Household Income \$100k+	18%	16%

For the actual survey questions and graphs of the responses, please see the Appendix.

Below is a map indicating where the 2017 survey respondents live.



## CONCLUSIONS & RECOMMENDATIONS

As illustrated in the table above, many of the results in 2017 were similar to those in 2016. One notable difference was in the ratings of 'See it. Bet it. Taste it.' In 2016, this tagline was rated relatively low (3.6 on a 10 point scale). In 2017, the rating rose to 6.8. In 2016, this tagline was relatively new. Over time, individuals have grown to recognize and appreciate the tagline. Moreover, the survey results across both years indicate that individuals visit Shreveport-Bossier to see attractions/festivals, visit the casinos and eat at the local restaurants.

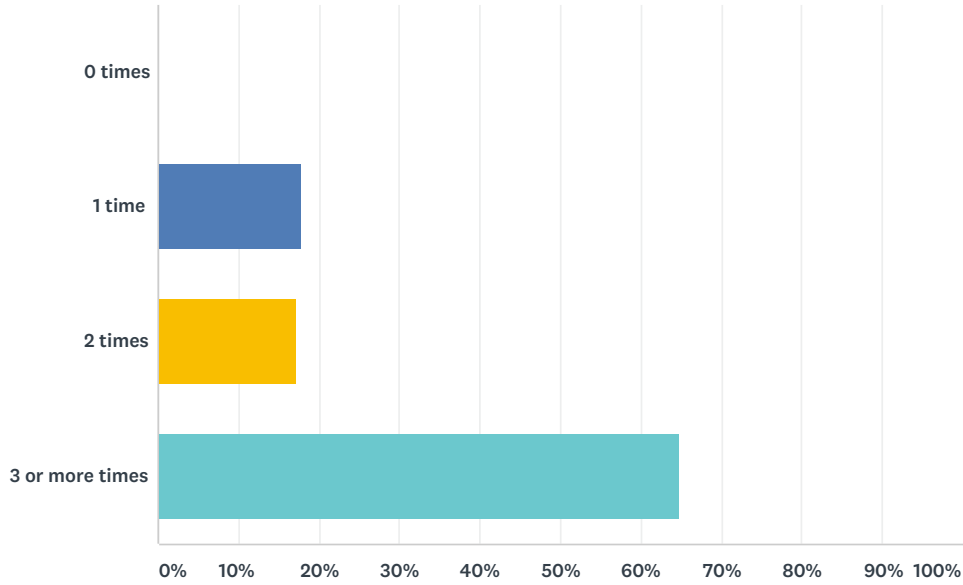
Overall, the Shreveport-Bossier Convention and Tourist Bureau should continue to administer this survey annually in an effort to benchmark the results across years.

## ABOUT THE CONSULTANT

Scott Wysong, Ph.D. is President of Wysong Brand Solutions, LLC and an Associate Professor of Marketing in the Satish & Yasmin Gupta College of Business at the University of Dallas. Dr. Wysong holds a MBA and Ph.D. in Marketing from the University of Texas at Arlington and a BA in Economics from Vanderbilt University. He has published a number of research articles in academic outlets and conducted survey research for numerous firms including economic impact studies for the Duck Commander Independence Bowl, Taylor Swift '1989' Tour Concert at CenturyLink Center, Christmas on Caddo Fireworks Festival, Red River Revel Arts Festival, Red River Rally and U.S. Hot Air Balloon Championships, Garth Brooks Concerts at CenturyLink Center, Gusher Days Festival, Shreveport Mardi Gras Parades, National Hot Rod Association (NHRA) Region 4 Qualifying, Bass Champs Team Tournament Sponsored by Yamaha, Battle on the Border High School Football Showcase, Louisiana High School Athletic Association (LHSAA) State Wrestling Tournament, Cirque du Soleil's 'Toruk' at CenturyLink Center and the Red River State Fair Classic. He resides in Shreveport, Louisiana.

### Q1 How many times have you visited Shreveport-Bossier, Louisiana in the past year?

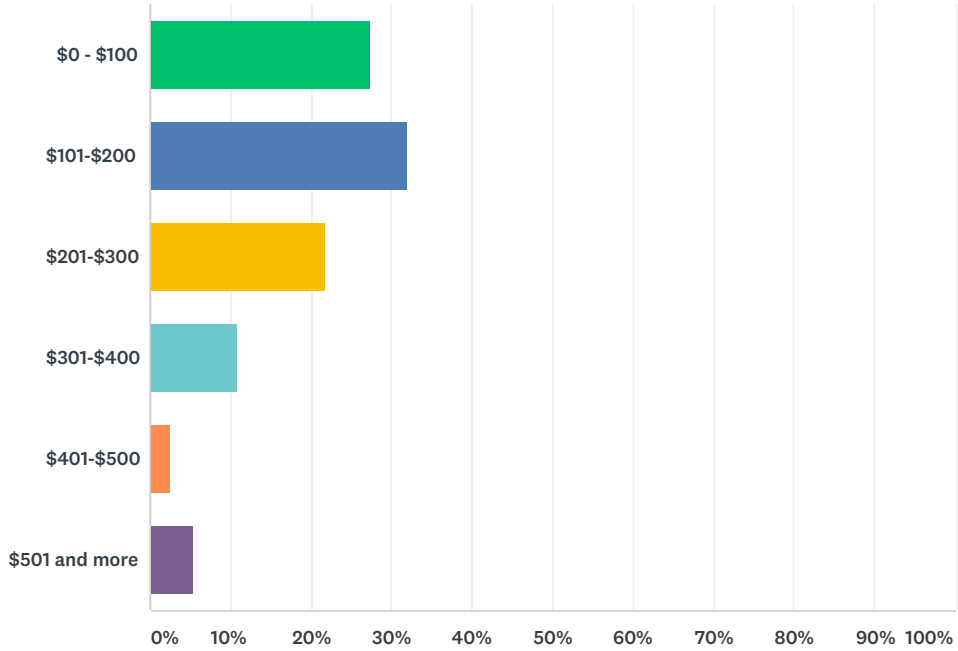
Answered: 291 Skipped: 0



ANSWER CHOICES	RESPONSES	
0 times	0.00%	0
1 time	17.87%	52
2 times	17.18%	50
3 or more times	64.95%	189
<b>TOTAL</b>		<b>291</b>

Q2 On average, how much money did you spend per day per person on your last trip to Shreveport-Bossier for hotel, food, gas, shopping and entertainment?

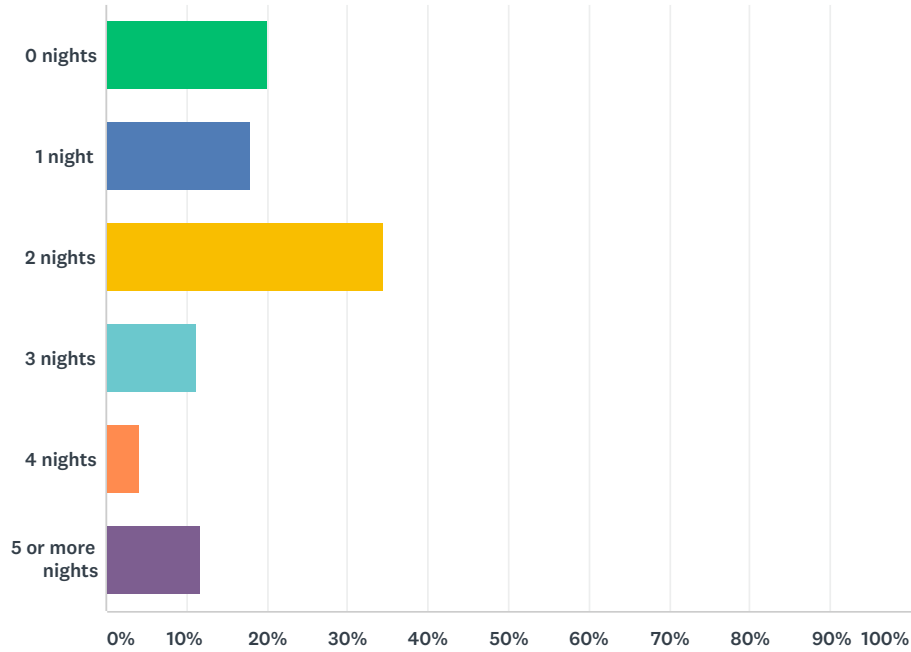
Answered: 238 Skipped: 53



ANSWER CHOICES	RESPONSES	
\$0 - \$100	27.31%	65
\$101-\$200	31.93%	76
\$201-\$300	21.85%	52
\$301-\$400	10.92%	26
\$401-\$500	2.52%	6
\$501 and more	5.46%	13
<b>TOTAL</b>		<b>238</b>

### Q3 On average, how many nights do you spend when you visit Shreveport-Bossier?

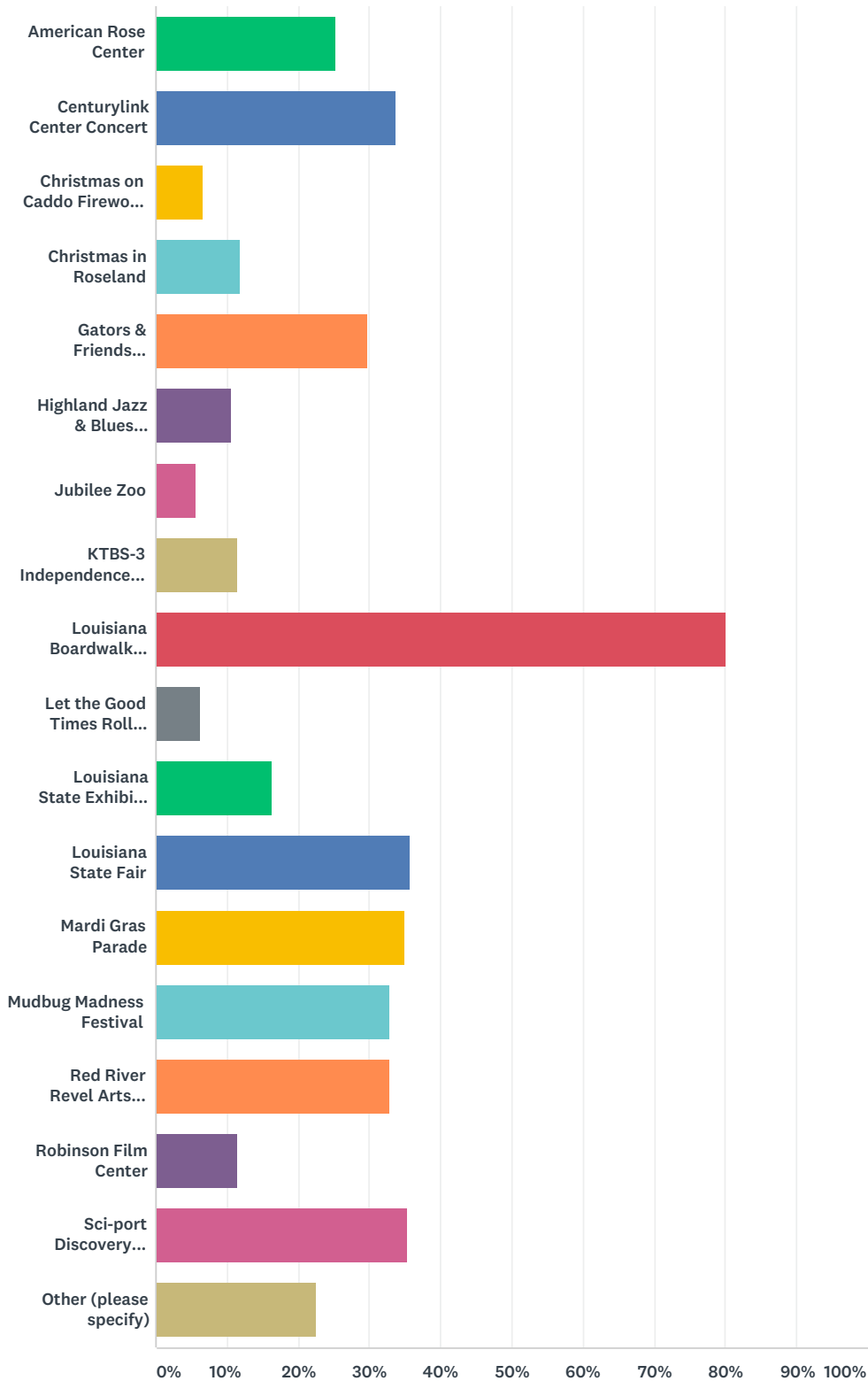
Answered: 238 Skipped: 53



ANSWER CHOICES	RESPONSES	
0 nights	20.17%	48
1 night	18.07%	43
2 nights	34.45%	82
3 nights	11.34%	27
4 nights	4.20%	10
5 or more nights	11.76%	28
TOTAL		238

### Q4 Have you visited any of the following attractions, festivals or concert venues in the past? (Check all that apply)

Answered: 226 Skipped: 65



ANSWER CHOICES

RESPONSES

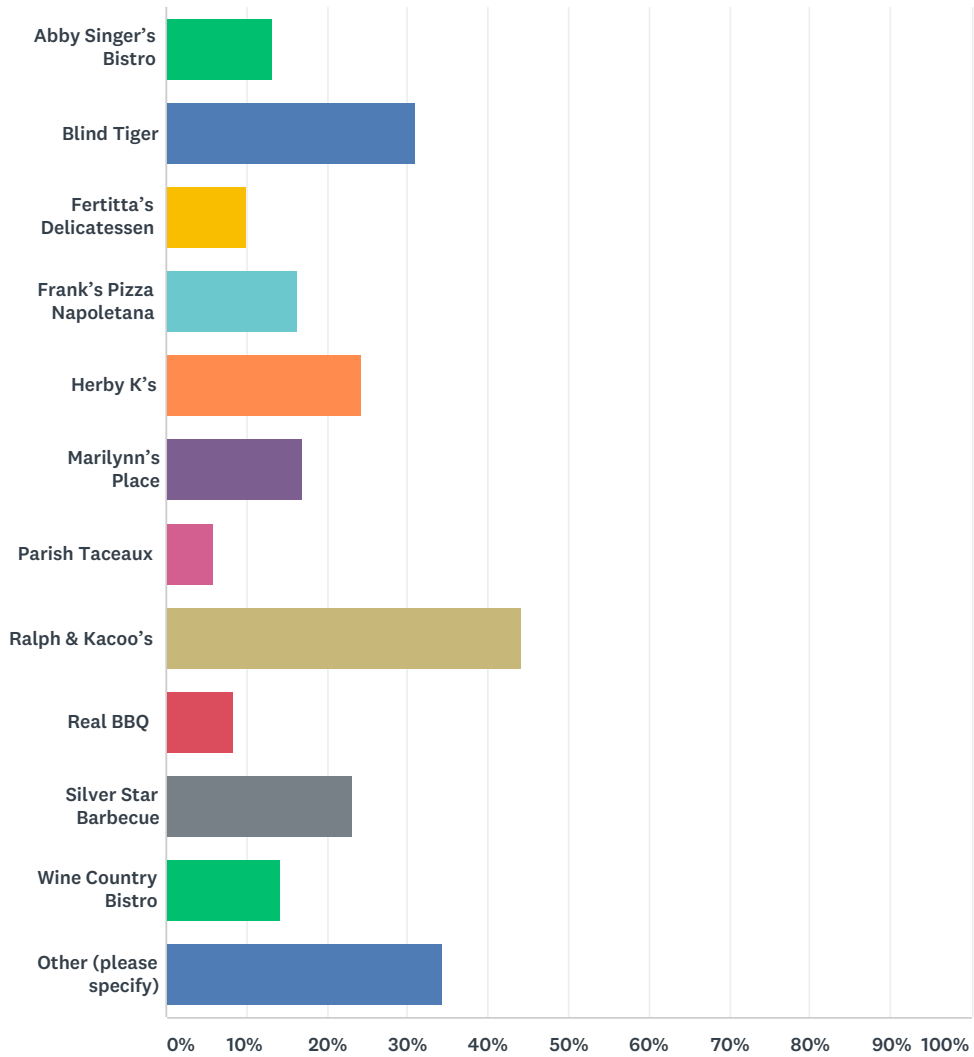


## Shreveport-Bossier, Louisiana Visitor Survey

American Rose Center	25.22%	57
Centurylink Center Concert	33.63%	76
Christmas on Caddo Fireworks Festival	6.64%	15
Christmas in Roseland	11.95%	27
Gators & Friends Alligator Park and Exotic Zoo	29.65%	67
Highland Jazz & Blues Festival	10.62%	24
Jubilee Zoo	5.75%	13
KTBS-3 Independence Day Festival	11.50%	26
Louisiana Boardwalk Outlets	80.09%	181
Let the Good Times Roll Festival	6.19%	14
Louisiana State Exhibit Museum	16.37%	37
Louisiana State Fair	35.84%	81
Mardi Gras Parade	34.96%	79
Mudbug Madness Festival	32.74%	74
Red River Revel Arts Festival	32.74%	74
Robinson Film Center	11.50%	26
Sci-port Discovery Center	35.40%	80
Other (please specify)	22.57%	51
Total Respondents: 226		

### Q5 Have you visited any of the following local restaurants in the past? (Check all that apply)

Answered: 190 Skipped: 101



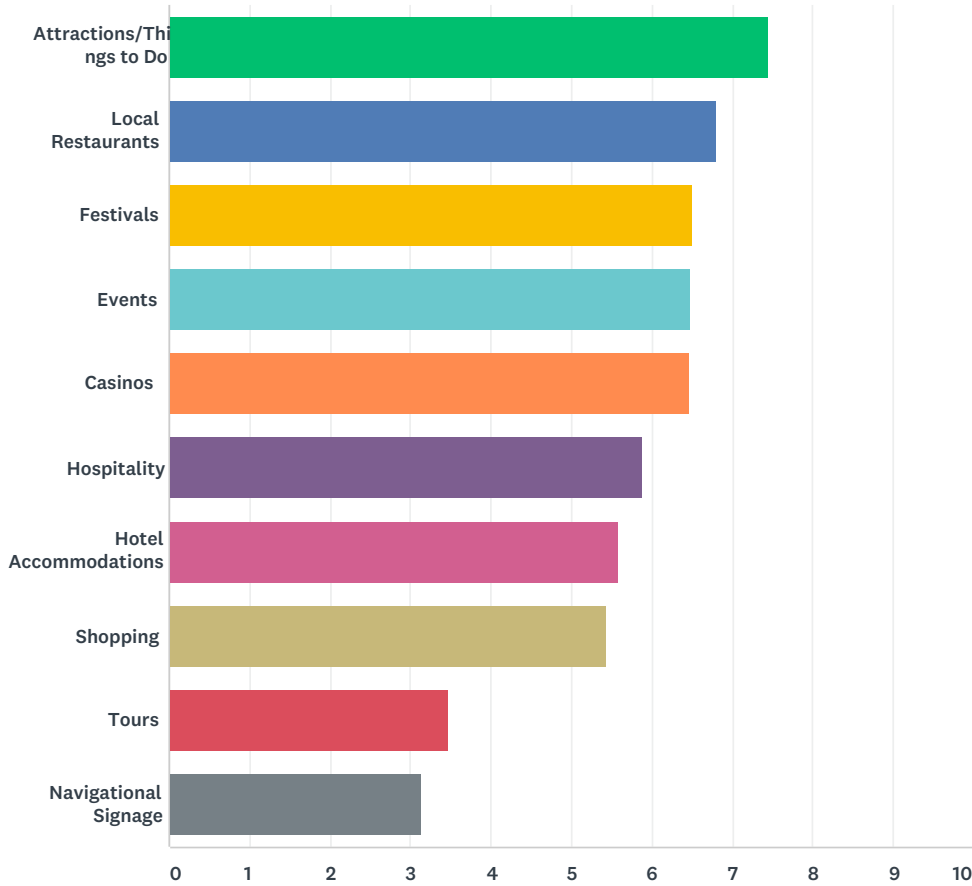
ANSWER CHOICES	RESPONSES	
Abby Singer's Bistro	13.16%	25
Blind Tiger	31.05%	59
Fertitta's Delicatessen	10.00%	19
Frank's Pizza Napoletana	16.32%	31
Herby K's	24.21%	46
Marilynn's Place	16.84%	32
Parish Taceaux	5.79%	11
Ralph & Kacoo's	44.21%	84
Real BBQ	8.42%	16
Silver Star Barbecue	23.16%	44

## Shreveport-Bossier, Louisiana Visitor Survey

Wine Country Bistro	14.21%	27
Other (please specify)	34.21%	65
Total Respondents: 190		

### Q6 Rank the following in the order that you like about Shreveport-Bossier with 1 being your favorite?

Answered: 237 Skipped: 54



	1	2	3	4	5	6	7	8	9	10	TOTAL	SCC
Attractions/Things to Do	25.67% 48	15.51% 29	12.83% 24	13.37% 25	11.23% 21	11.23% 21	3.21% 6	3.74% 7	1.60% 3	1.60% 3	187	1
Local Restaurants	12.50% 25	11.50% 23	20.50% 41	15.50% 31	13.00% 26	9.00% 18	9.50% 19	3.00% 6	3.50% 7	2.00% 4	200	6
Festivals	14.29% 27	13.76% 26	13.23% 25	12.17% 23	13.23% 25	10.05% 19	5.29% 10	7.41% 14	9.52% 18	1.06% 2	189	6
Events	7.85% 15	16.23% 31	17.80% 34	15.18% 29	10.99% 21	9.42% 18	5.76% 11	9.42% 18	4.19% 8	3.14% 6	191	6
Casinos	27.78% 55	16.16% 32	8.59% 17	3.54% 7	6.57% 13	6.06% 12	5.56% 11	3.03% 6	7.07% 14	15.66% 31	198	6
Hospitality	8.29% 15	8.29% 15	11.05% 20	13.26% 24	12.15% 22	13.81% 25	16.02% 29	10.50% 19	5.52% 10	1.10% 2	181	5
Hotel Accommodations	3.72% 7	15.43% 29	10.11% 19	9.57% 18	11.70% 22	11.17% 21	14.36% 27	10.64% 20	5.85% 11	7.45% 14	188	5
Shopping	9.41% 19	8.91% 18	7.43% 15	11.39% 23	11.39% 23	8.42% 17	13.37% 27	12.38% 25	12.38% 25	4.95% 10	202	5
Tours	2.82% 5	1.69% 3	5.08% 9	6.21% 11	3.39% 6	9.04% 16	10.17% 18	14.69% 26	22.03% 39	24.86% 44	177	5

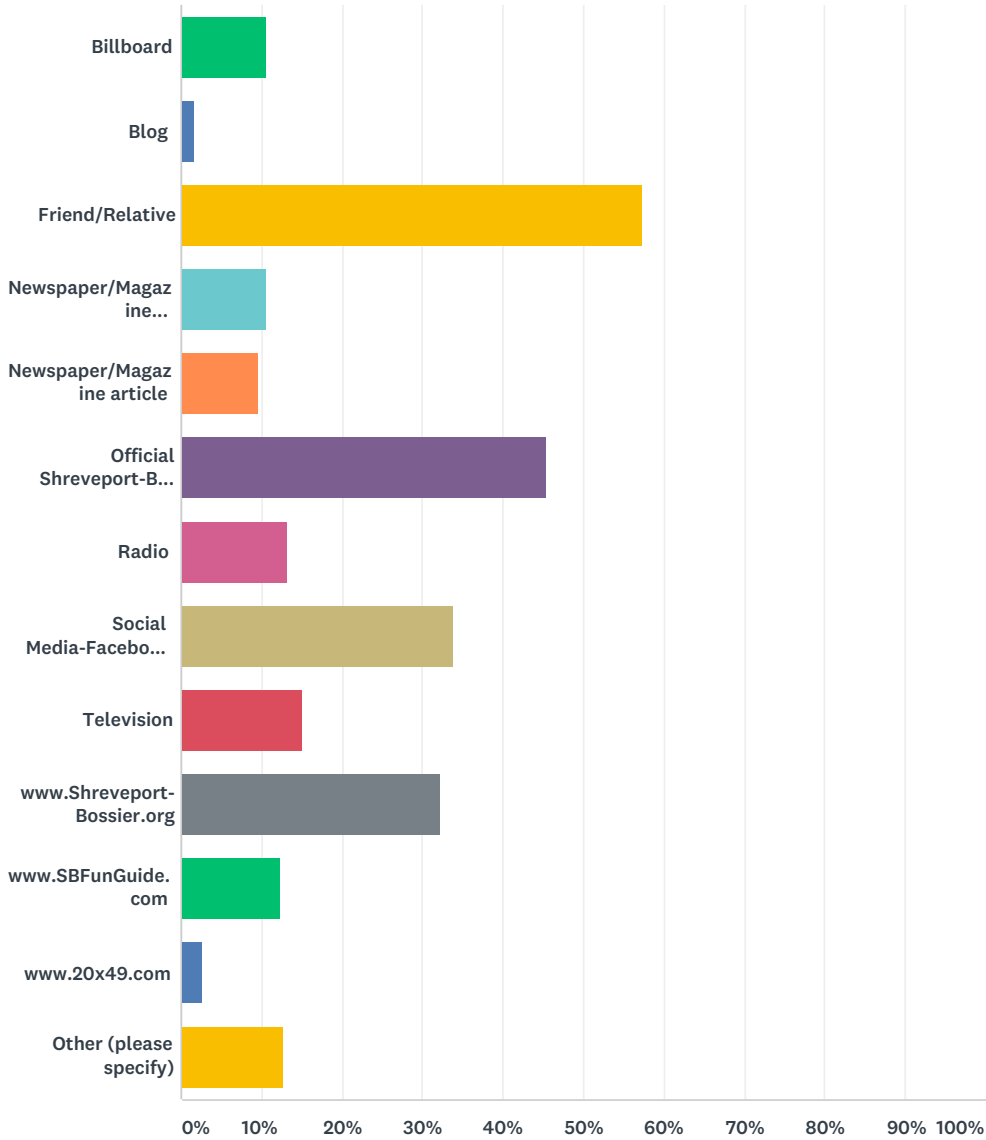
## Shreveport-Bossier, Louisiana Visitor Survey

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Navigational Signage	2.31%	2.89%	1.73%	1.16%	6.94%	6.94%	10.40%	19.65%	17.92%	30.06%	173	:
	4	5	3	2	12	12	18	34	31	52		

### Q7 Did any of the following influence your visit to Shreveport-Bossier? (Check all that apply)

Answered: 227 Skipped: 64



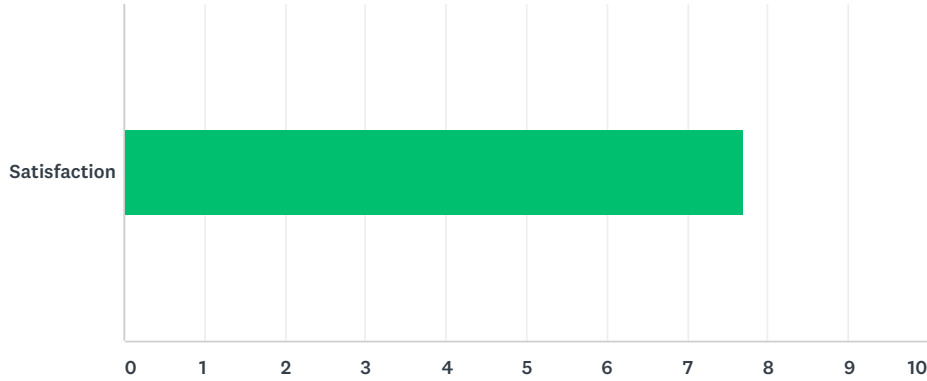
ANSWER CHOICES	RESPONSES
Billboard	10.57% 24
Blog	1.76% 4
Friend/Relative	57.27% 130
Newspaper/Magazine advertisement	10.57% 24
Newspaper/Magazine article	9.69% 22
Official Shreveport-Bossier Visitor Guide	45.37% 103
Radio	13.22% 30

## Shreveport-Bossier, Louisiana Visitor Survey

Social Media-Facebook, Twitter, Instagram	33.92%	77
Television	14.98%	34
www.Shreveport-Bossier.org	32.16%	73
www.SBFunGuide.com	12.33%	28
www.20x49.com	2.64%	6
Other (please specify)	12.78%	29
Total Respondents: 227		

Q8 Shreveport-Bossier: 'Louisiana's Other Side' is the destination's brand. On a scale from 1 to 10 (with 1 being you don't like it and 10 being you love it) how would you rate the brand?

Answered: 235 Skipped: 56

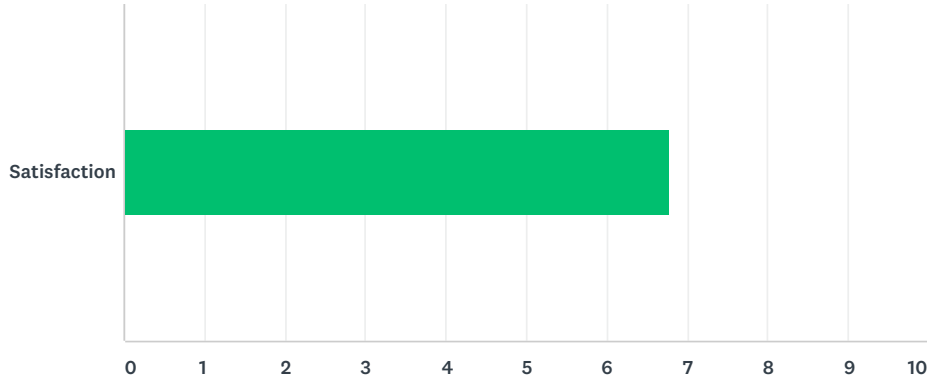


	1 = I DON'T LIKE IT.	2	3	4	5	6	7	8	9	10 = I LOVE IT.	TOTAL	WEIGHTED AVERAGE
Satisfaction	2.13% 5	0.85% 2	1.28% 3	4.68% 11	14.04% 33	5.96% 14	8.09% 19	18.30% 43	13.19% 31	31.49% 74	235	7.69



Q9 'See It. Bet It. Taste It.' is the destination's marketing tagline. On a scale of 1 to 10 (with 1 being you don't like it and 10 being you love it) how would you rate the marketing tagline?

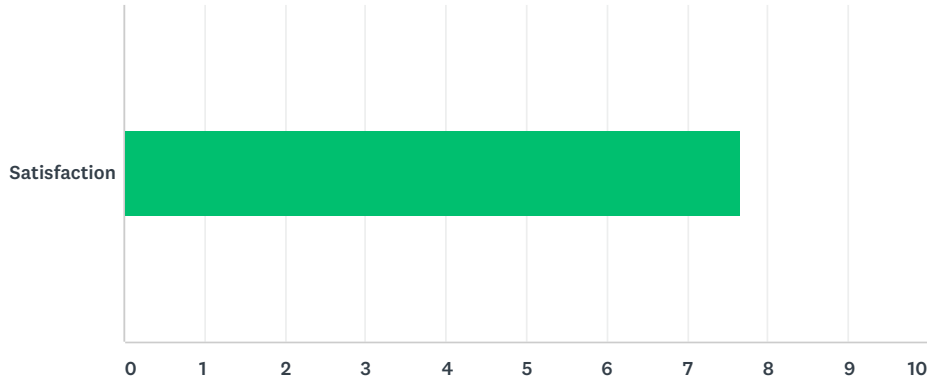
Answered: 234 Skipped: 57



	1 = I DON'T LIKE IT.	2	3	4	5	6	7	8	9	10 = I LOVE IT.	TOTAL	WEIGHTED AVERAGE
Satisfaction	5.13% 12	3.42% 8	5.98% 14	6.41% 15	16.67% 39	5.13% 12	8.12% 19	13.68% 32	13.68% 32	21.79% 51	234	6.77

Q10 How would you rate Shreveport-Bossier as a vacation getaway on a scale from 1 to 10 (with 1 being you don't like it and 10 being you love it)?

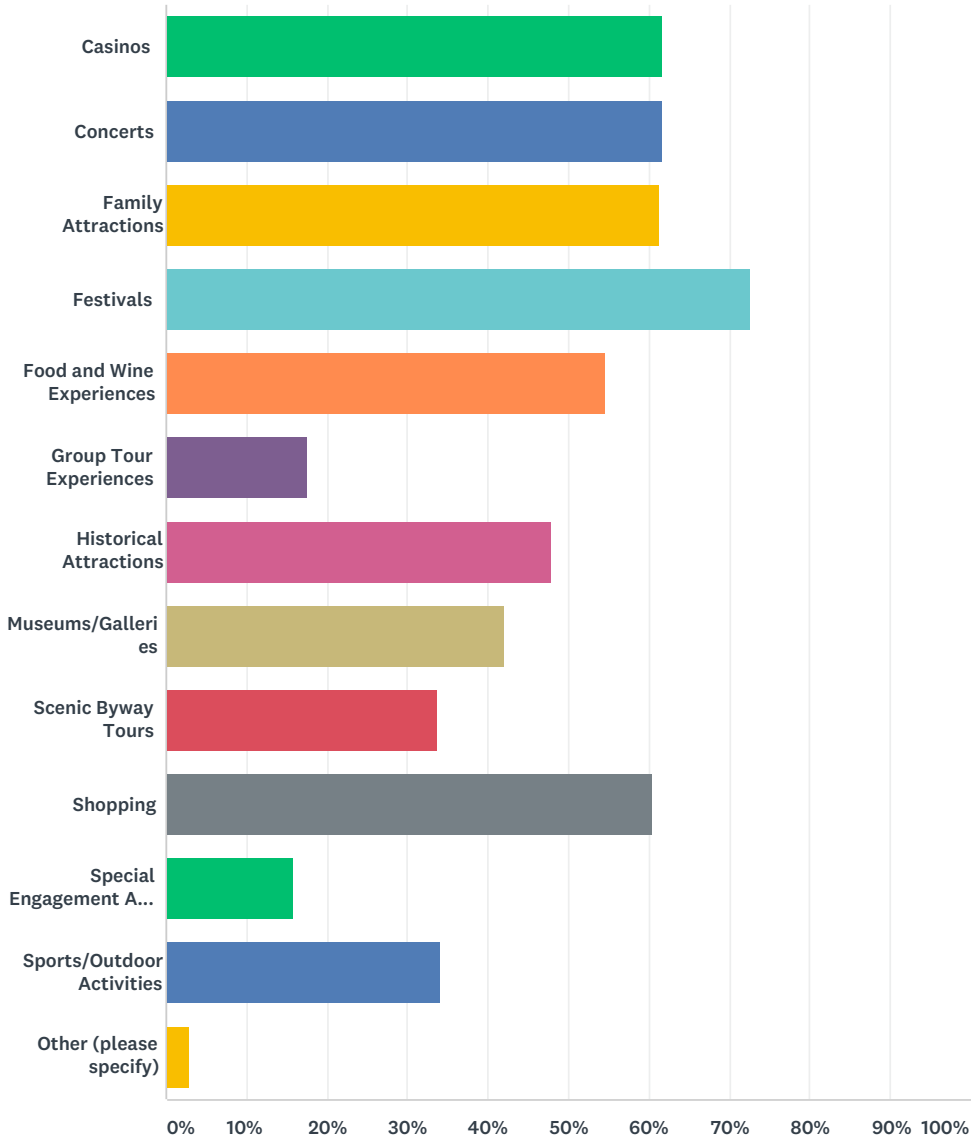
Answered: 236 Skipped: 55



	1 = I DON'T LIKE IT.	2	3	4	5	6	7	8	9	10 = I LOVE IT.	TOTAL	WEIGHTED AVERAGE
Satisfaction	1.27% 3	2.54% 6	2.54% 6	5.08% 12	9.75% 23	4.24% 10	9.75% 23	22.88% 54	13.98% 33	27.97% 66	236	7.65

### Q11 What kinds of things are you interested in? (Check all that apply)

Answered: 238 Skipped: 53



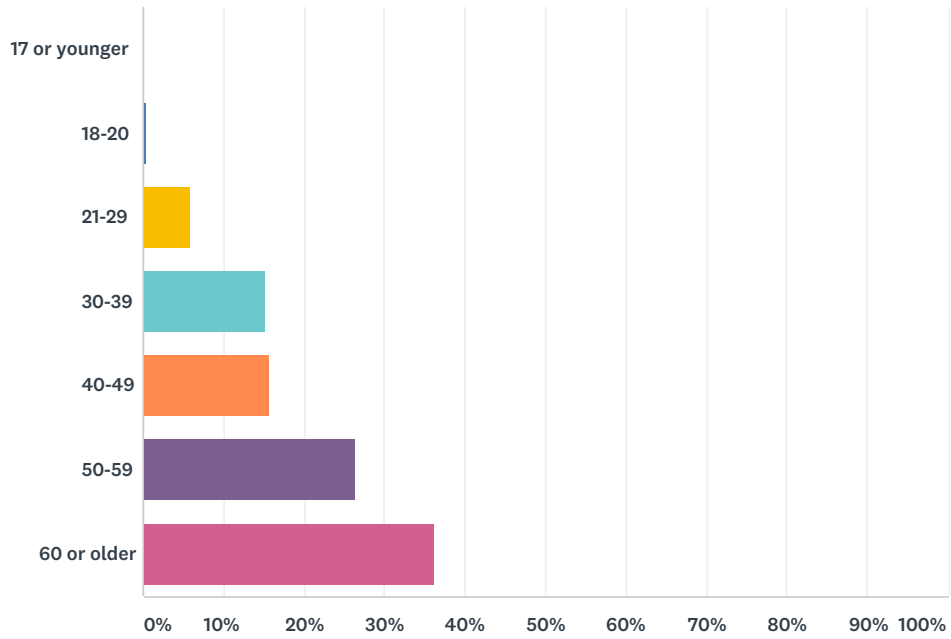
ANSWER CHOICES	RESPONSES
Casinos	61.76% 147
Concerts	61.76% 147
Family Attractions	61.34% 146
Festivals	72.69% 173
Food and Wine Experiences	54.62% 130
Group Tour Experiences	17.65% 42
Historical Attractions	47.90% 114
Museums/Galleries	42.02% 100
Scenic Byway Tours	33.61% 80

## Shreveport-Bossier, Louisiana Visitor Survey

Shopping	60.50%	144
Special Engagement Art Exhibitions	15.97%	38
Sports/Outdoor Activities	34.03%	81
Other (please specify)	2.94%	7
Total Respondents: 238		

## Q12 What is your age?

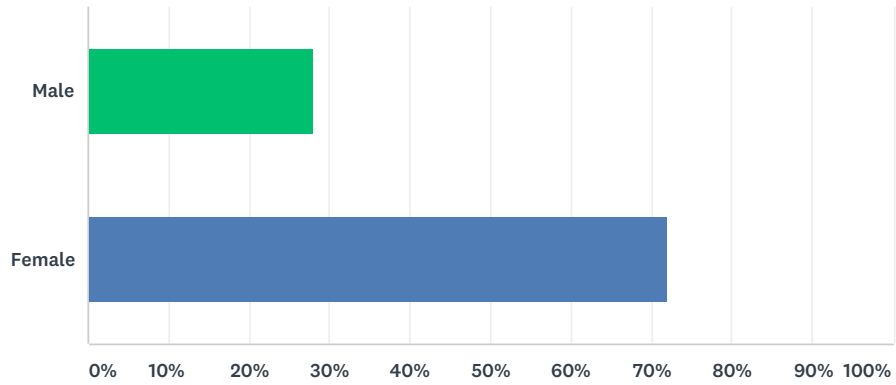
Answered: 235 Skipped: 56



ANSWER CHOICES	RESPONSES	
17 or younger	0.00%	0
18-20	0.43%	1
21-29	5.96%	14
30-39	15.32%	36
40-49	15.74%	37
50-59	26.38%	62
60 or older	36.17%	85
<b>TOTAL</b>		<b>235</b>

### Q13 Are you male or female?

Answered: 236 Skipped: 55



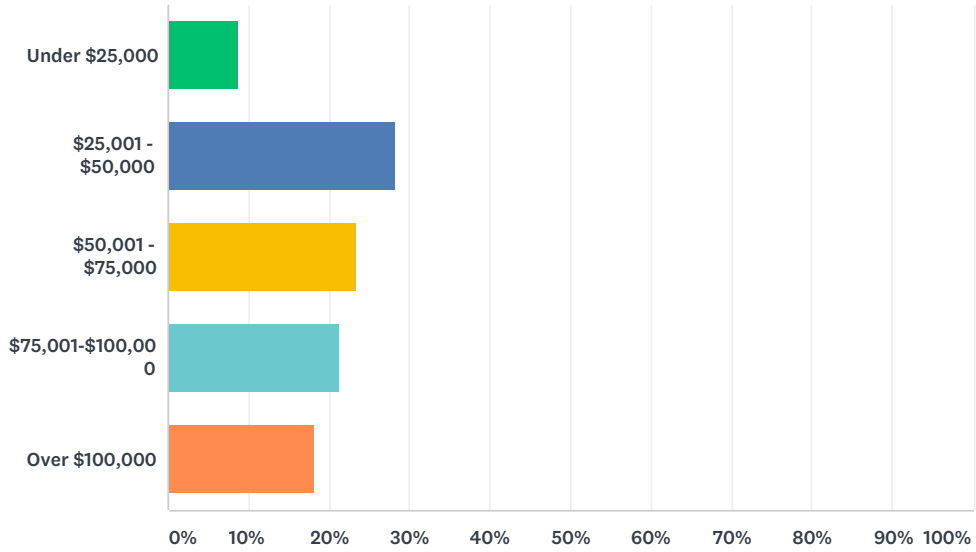
ANSWER CHOICES	RESPONSES	
Male	27.97%	66
Female	72.03%	170
TOTAL		236

## Q14 What is your zip code?

Answered: 234 Skipped: 57

### Q15 What is your approximate household income?

Answered: 226 Skipped: 65



ANSWER CHOICES	RESPONSES	
Under \$25,000	8.85%	20
\$25,001 - \$50,000	28.32%	64
\$50,001 - \$75,000	23.45%	53
\$75,001-\$100,000	21.24%	48
Over \$100,000	18.14%	41
<b>TOTAL</b>		<b>226</b>



Q16 If you would like to be considered for our \$50 Visa gift card drawing, please provide your email address. You will be contacted only if you are a winner. Your email address will not be used for any other purpose.

Answered: 230 Skipped: 61