

TravelTalk

January-February 2017 **Newsletter**



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Mardi Gras Marketing Efforts Ramped Up



The Shreveport-Bossier Convention and Tourist Bureau is ramping up its efforts to drive overnight visitation during the Mardi Gras season. Advertising via radio, digital, print magazines, newspapers as well as social media and public relations efforts are part of a marketing campaign to raise awareness and sell hotel rooms.

For the first time, the Tourist Bureau is taking the Mardi Gras celebration to East Texas, Jan. 27, to host a free, Mardi Gras-themed party at Stanley's Famous Pit Bar-B-Q, one of Texas' Top 50 barbecue joints. Local krewe members and Tourist Bureau staff will invite the

public in Tyler, Texas to attend future parades in Shreveport-Bossier. Chris Jay, social media and public relations manager, will do television and radio interviews

For more on Mardi Gras:

To learn more about Shreveport-Bossier Mardi Gras events, go online to www.Shreveport-Bossier.org/MardiGras. Request a copy of the *Mardi Gras Gris Gris Guide*, which is distributed throughout Louisiana and East Texas, by calling 1-800-551-8682 or download it by visiting www.Shreveport-Bossier.org.

on that same day. This event is in partnership with the Tyler Convention and Visitors Bureau.

"We know that people love our family friendly Mardi Gras," said Stacy Brown, president at the Tourist Bureau. "This is a tremendous opportunity to raise the profile of our destination and sell more hotel rooms."

Annually, the Tourist Bureau hosts the Red River Mardi Gras Bash. In its 11th year, motorcoach groups will attend an exclusive party during the Krewe of Centaur Parade, Feb. 18. Some 300 people are expected to attend this American Bus Association Top 100 Event.

Dates to Remember:

Hospitality Breakfast

- 1/4 8 a.m.
Glenwood Village Tearoom
- 2/1 8 a.m.
Wyndham Garden Shreveport

Hotel and Lodging Association Meeting

- 1/12 Noon
Venue TBD
- 2/9 Noon
Venue TBD

For more HLA info, contact Sherry Stuckey at stuckgm@aol.com

Shreveport-Bossier Attractions Association Seminar

- 2/20 9 a.m. to 2 p.m.
Venue TBD

Get Social with Us!

- Facebook: [/LouisianasOtherSide](https://www.facebook.com/LouisianasOtherSide)
- Twitter: [@sbctb](https://twitter.com/sbctb)
- Instagram: [@seeshreveportbossier](https://www.instagram.com/seeshreveportbossier)
- YouTube: [/sbctb11](https://www.youtube.com/sbctb11)
- Blog: www.20x49.com
- Events: www.SBFunGuide.com

SEE IT. BET IT. TASTE IT.

www.Shreveport-Bossier.org



▶▶▶ Your Bureau at Work

- 1/6-15** **Bluegrass Breakdown!**
Shreveport Little Theatre
- 1/14** **Harlem Globetrotters**
CenturyLink Center
- 1/14** **John Anderson**
Margaritaville Resort Casino
- 1/14** **Krewe of Sobek Parade**
Fairground Fields parking lot
- 1/14** **The Music of Journey with the Shreveport Symphony**
Shreveport RiverView Theater
- 1/16** **Krewe of Harambee Martin Luther King, Jr. Day Mardi Gras Parade**
Milam Street and Texas Street, Shreveport
- 1/20-21** **Monster Nation**
CenturyLink Center
- 1/21** **Michael Carbonaro LIVE**
DiamondJacks Casino and Hotel
- 1/27** **Pippin**
Strand Theatre
- 1/27** **T.G. Sheppard Live**
Margaritaville Resort Casino
- 2/17** **Krewe of Centaur Float Loading Party**
Krewe of Centaur Den
- 2/18** **Krewe of Centaur Mardi Gras Parade XXVI**
Begins on Clyde Fant Parkway, Shreveport
- 2/18** **Red River Mardi Gras Bash**
Clyde Fant Parkway, Shreveport
- 2/18** **Vivian Black History Festival and Parade**
Vivian Town Square
- 2/19** **Krewe of Barkus and Meoux Pet Parade**
Events on the Red
- 2/24** **Krewe of Gemini Float Loading Party**
Krewe of Gemini Den
- 2/25** **Krewe of Gemini Mardi Gras Parade XXVIII**
Begins on Clyde Fant Parkway, Shreveport
- 2/26** **Krewe of Highland Parade**
Begins at the corner of Gilbert Drive and Gregg Avenue
- 2/28** **Children's Mardi Gras Parade**
Pierre-Bossier Mall
- 2/28** **Blessing of the Texas Street Bridge**
Texas Street Bridge

Submit your events to www.SBFunGuide.com today to be included in future promotional efforts.



Stacy Brown

Stacy Brown, president, attended the National Scenic Byway Foundation meeting in Washington, D.C., Dec. 6, in support of 25 years of the byways program.



Suzanne Card

Suzanne Card, convention sales manager, in conjunction with partners from the Garden Event Center, visited members of Louisiana State Association Executives in Baton Rouge, Nov. 15-18.

The Shreveport-Bossier Sports Commission recently welcomed a new full-time staff member to the organization. **John Cordaro** has taken on the position of strategic partnerships and sponsorships director. Cordaro most recently served as the sales account manager at Southland Printing in Shreveport. He served as the director of ticketing and business operations at the Independence Bowl Foundation from 2005 to 2015.



Dianna Douglas

Dianna Douglas, regional convention sales manager, won the bid to host the Combat Veterans Motorcycle Association in October 2017 and won the bid to host the Southern Monument Builders Association in June

2018. The association's convention was last held in Shreveport-Bossier in 2011.



Brandy Evans

Evans will be officially installed as a board member on Jan. 26, at the Annual Membership Luncheon Meeting in Natchitoches.

Brandy Evans, vice president of communications, has been nominated and approved to serve on the Louisiana Travel Promotion Association board of directors.



Kevin Flowers

Kevin Flowers, convention sales manager, won the bid to host the USS Hassayampa Veteran's Association 2017 Reunion.



Chris Jay

manages the Tourist Bureau's social media accounts.

On Sunday, Dec. 4, Brent Yard of St. Louis, MO became the 10,000th follower of the Tourist Bureau's **Twitter account, @SBCTB**. **Chris Jay**, social media and public relations manager,

The **Shreveport-Bossier Sports Commission** hosted the Amateur Softball Association/USA Softball 85th Annual Meeting, Nov. 12-19, for 300 members at the Shreveport Convention Center and various hotels.



Stacy Brown, National Scenic Byway Foundation board member and Boom or Bust Scenic Byway director greets William Sellers, president of the Journey Through Hallowed Ground Partnership, during the National Scenic Byway Foundation meeting, Dec. 6, in Washington, D.C.

Tourist Bureaus Wins Two Awards for New Website

The Shreveport-Bossier Convention and Tourist Bureau won two 2016 Davey Awards – Silver for Tourism Website and Silver for Home Page. The Tourist Bureau launched a redesigned and all-new Shreveport-Bossier.org in January 2016.

The Davey Awards are presented by the Academy of Interactive and Visual Arts. With nearly 4,000 entries from across the U.S. and around the world, the Davey Awards honors the finest creative work from the best small agencies, firms, and companies worldwide.

“On behalf of the Davey Awards and our Academy, we want to applaud this year’s entrants and winners for their dedication and commitment to their craft,” said Linda Day, executive director of



The Shreveport-Bossier Convention and Tourist Bureau launched a redesigned and all-new Shreveport-Bossier.org in January 2016. The website won a 2016 Davey Award – Silver for Tourism Website and Home Page.

the Davey Awards. “The winners in this year’s competition truly reflect the notion of small agencies executing big ideas.”

The Davey Awards is judged and overseen by the Academy of Interactive and Visual Arts (AIVA), a 700+ member organization

of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media. Current membership represents a “Who’s Who” of acclaimed media, advertising,

and marketing firms including: Code and Theory, Condé Nast, Disney, GE, Keller Crescent, Microsoft, Monster.com, MTV, Push., Publicis, Sesame Workshops, The Marketing Store, Worktank, Yahoo!, and many others.

CenturyLink Center Kicks Off 2017 with An Array of Artists

CenturyLink Center’s winter 2017 season kicks off in January with a variety of concerts, live performances and sporting events that will appeal to visitors and residents alike in Shreveport-Bossier.

“It is with great delight that we offer an exciting and unforgettable array of artists and stage shows from exhibition basketball and monster trucks to country music and children’s programming,” said Kourtney Washington, director of sales and marketing at CenturyLink Center.

“We have a full schedule of weekend events in January and February, and we invite you to come to our premier entertainment venue to enjoy these shows,” she said.

Tickets can be purchased online at www.ticketmaster.com, by

phone at 1-800-745-3000, or at CenturyLink Center’s Box Office Monday – Friday from 9:30 a.m. to 4:30 p.m.

January

- Saturday, Jan. 7: WWE Live
- Saturday, Jan. 14: Harlem Globetrotters
- Friday, Jan. 20 – Saturday, Jan. 21: Monster Nation

February

- Saturday, Feb 4: Eldorado Tuff Hedeman Championship Bull Riding
- Tuesday, Feb. 14 – Wednesday, Feb. 15: Sesame Street Live: Elmo Makes Music
- Friday, Feb. 17: Florida Georgia Line: Dig Your Roots Tour
- Saturday, Feb. 18: Festival of Laughs: Mike Epps, Sommore, Bruce Bruce, Arnez J

National Scenic Byways Celebrates 25th Anniversary

The National Scenic Byway Foundation and its supporters joined Congressional leaders to recognize and celebrate the 25th anniversary of the National Scenic Byways Program in Washington, D.C. at the U.S. Capitol Visitors Center, Dec. 6.

Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau, represented Louisiana’s Boom or Bust Byway. The byway follows L.A. Hwy. 2, and travelers can take a scenic drive through historic towns like Oil City and Plain Dealing in Bossier, Caddo, Claiborne and Webster parishes. Visitors can download the North Louisiana Scenic Byways app for free on Android and Apple devices.

“Byways create a sense of place, entice travelers, boost local businesses, and connect small



Depending on the season, the Boom or Bust Byway might be lined with golden coreopsis, cheerful sunflowers or crimson clover often against a background of dark green pine trees.

towns in rural America,” said Rob Draper, chair of the National Scenic Byway Foundation. “Byways are a critical component of the travel and tourism sector and integral to sustaining a diversified rural economy.”

For more information about the Boom or Bust Byway, visit www.boomorbustbyway.com.

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Industry Briefs:



Sci-Port Discovery Center now houses three distinct attractions under one roof – Louisiana’s Science and Space Center, Power of Play (POP) Children’s Museum and the IMAX® Dome Theater. POP opened on Nov. 21, and it is a new children’s museum designed for children 8 and under.

“POP is not just a playground; it’s a place for children to explore the adult world as problem solvers and innovators,” said Ann Fumarolo, president and CEO of Sci-Port. “POP allows us to expand the Sci-Port mission and grow with our visitors.”

POP is open 8 a.m. to 4 p.m., Monday – Friday; 9 a.m. to 5 p.m., Saturday; and noon to 5 p.m., Sunday.

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American Chamber of
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