

TravelTalk

July-August 2016 Newsletter



Inside:

Shreveport One of the Least Expensive Travel Cities *page 3*

Country Roads Awards Sainte Terre Chef *page 3*

2016 P.R.I.D.E. Awards Winners Recognized *page 3*

Shreveport-Bossier Represented at Premier International Trade Show



Erica Telsee, leisure sales manager, and David Bradley, vice president of convention and tourism sales, of the Shreveport-Bossier Convention and Tourist Bureau and Menda Davis, SMERF sales manager at the Hilton Garden Inn/Homewood Suites in Bossier City met with domestic and international travel buyers at IPW in New Orleans, June 18-22.

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, June 18-22. 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. The tradeshow has been held in Louisiana three previous times since its inception including 2002, 1993 and 1979.

Erica Telsee, tourism sales manager, met with delegates. She also hosted 19 domestic and international buyers for a post-conference familiarization tour in Shreveport-Bossier, June 25. Chris Jay, social media and public relations manager, met with

journalists and hosted 16 for a post-conference media familiarization tour in Shreveport-Bossier, June 25. Brandy Evans, vice president of communications, represented the National Scenic Byways and promoted travel to rural Louisiana through the Boom or Bust Byway.

Shreveport's Geauxsicles served more than 1,500 ice pops to attendees from their food truck at IPW's closing event, June 23.

Dates to Remember:

Hospitality Breakfast

- 7/6 8 a.m.
Ernest's Orleans Restaurant
- 8/3 8 a.m.
Hilton Hotel Shreveport

Hotel and Lodging Association Meeting

- 7/14 Noon
Venue TBD
- 8/11 Noon
Venue TBD

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

SBAA Seminar "Funding Your Story"

- 8/15 9 a.m. - 2 p.m.
Bossier Arts Council

Lt. Governor's Tourism Summit

- 8/23-25 Shreveport Convention Center
For more, visit www.ltpa.org.

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www.Shreveport-Bossier.org



Ongoing Events

Tuesdays, Now-Aug. 9 Moonbot Summer Storytime & Activity
Artspace

Wednesdays - Saturdays, Now-Sept. 24 2016 Thoroughbred Racing Season
Harrah's Louisiana Downs

Fridays, Now-Oct. 7 Norton at Night: Twilight Talkies
R.W. Norton Art Gallery

Fridays, Now-Oct. 21 Movies and Moonbeams Outdoor Cinema
Various Shreveport parks

One-Time Events

7/2 Trace Adkins
Horseshoe Casino & Hotel Riverdome

7/4 KTBS 3 / KPXJ / CW 21 Independence Day Festival
Shreveport Festival Plaza

7/15 Chris Tucker
Shreveport Municipal Auditorium

7/15 Free Fridays Concert Series featuring Trepid & Sixty Cycle
Red River District

7/16 All Y'all Live: "I Fought the Law"
Hurley School of Music

7/16 Xtreme Force Live Action Show featuring The Turtles
RiverView Theatre

7/23 Brian Wilson
Horseshoe Casino & Hotel Riverdome

7/23 Discovery Channel Outlaws Come to Northern Louisiana
Thunder Road Raceway Park

8/5 Maks & Val Live Tour: Our Way
Shreveport Municipal Auditorium

8/11 WAM: Wine, Art & Music featuring Kit Gilbert
1800 Prime Steakhouse at Boomtown Casino & Hotel

8/12 An Evening with Blue Oyster Cult
Shreveport Municipal Auditorium

8/20 Slide the City
600 Fannin St., Shreveport

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

>>> Your Bureau at Work



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 who attended.



David Bradley

David Bradley, vice president of convention and tourism sales, attended the American Society of Association Executives Springtime Expo in Washington, D.C., April 27-28, in conjunction with partners from Visit Baton Rouge and Visit Jefferson Parish.



Kevin Flowers

Bradley and Kevin Flowers, convention sales manager, participated in sales calls and attended the HelmsBriscoe South Central meeting with 50 event planners in Dallas, Texas, May 18. Flowers won the bid to host the 366th Security Police Squadron K-9 (Da Nang AB, Vietnam) Reunion in Shreveport-Bossier, Oct. 13-15.



Brandy Evans

Brandy Evans, vice president of communications, attended the Travel and Tourism Research Association Annual International Conference in Vail Valley, Colo., June 14-16.



Camping World Independence Bowl was one of many sports exhibitors to take advantage of Sports Biz Connect's networking opportunities.



Suzanne Card

Suzanne Card, convention sales manager, attended the Alpha Kappa Alpha Sorority's South Central Regional Conference in Little Rock, Ark., April 28 - May 1 to promote the 2017 conference in Shreveport-Bossier, March 15-19, 2017.



Dianna Douglas

Dianna Douglas, regional convention sales manager, participated in sales calls in conjunction with partners from Hilton Hotel Shreveport and Shreveport Convention Center, May 2-5, and in conjunction with partners from Horseshoe Casino & Hotel, May 20 and May 26-27, in Dallas, Texas and surrounding markets.



Que'brelyn Hill

Que'brelyn Hill, sports sales and services coordinator, won the bid to host the Louisiana Outdoor Writers Association Annual Conference in Shreveport-Bossier, Aug. 11-13.



Shreveport-Bossier, commonly referred to as Sportsman's Paradise, will host the 2016 Louisiana Outdoor Writers Association Annual Conference in August. The group aims to promote and enhance media coverage of nature-based outdoor activities in Louisiana.

Shreveport One of the Least Expensive Business Travel Cities

Shreveport, Louisiana has been named the third least expensive destination for business travel in the United States, according to *Business Travel News*' 32nd annual Corporate Travel Index, ranking the least and most expensive cities for corporate travelers. The Shreveport per-diem cost for corporate travelers is 21 percent lower than the national average and 55 percent lower than the most expensive city in the United States.

The average cost for the northwest Louisiana city was \$251.31 per day, which includes a hotel (\$115.94), rental car (\$43.88) and three meals (\$91.49). The national average for the cost of a hotel, transportation and food was \$318.80 per day and the average cost for the most



In addition to the low cost of business travel and its premier meeting venues, Shreveport-Bossier has so much to offer. Visitors enjoy the gaming, local restaurants, family-oriented attractions, festivals and events, Southern hospitality and more.

expensive destination in the United States was San Francisco, Calif., coming in at \$547.34 per day.

"The low cost of business travel in Shreveport-Bossier is just one of the many reasons why

clients enjoy bringing meetings and conventions to northwest Louisiana," said David Bradley, vice president of convention and tourism sales at the Shreveport-Bossier Convention and Tourist Bureau. "The costs

“ The low cost of business travel in Shreveport-Bossier is just one of the many reasons why clients enjoy bringing meetings and conventions to northwest Louisiana.”

- David Bradley, vice president of convention and group tour sales and service at the Shreveport-Bossier Convention and Tourist Bureau

calculated by *Business Travel News* prove that Shreveport-Bossier offers affordable hotel rates in addition to our cities' other assets including premier meeting venues and Southern hospitality."

Sainte Terre Chef Received Award from *Country Roads*

Chef and co-owner Holly Moore Schreiber of Sainte Terre in Benton, Louisiana was recently named one of four award recipients of *Country Roads Magazine's* 2016 Small Town Chefs Awards.

The third annual Small Town Chefs Awards are presented in conjunction with *Country Roads*, a cultural publication focusing on the communities of the Great River Road region between Natchez, Mississippi, and New Orleans, Louisiana, and the Louisiana Culinary Institute. The award honors chefs or culinary professionals working in rural regions and towns of fewer than 25,000 residents.

Chef Schreiber is a graduate of the French Culinary Institute, who has since returned home to Benton, in northwest Louisiana, to share

her talents through Sainte Terre, a wedding and event venue that opened in Nov. 2014.

The food that Chef Schreiber serves is a modern spin on Louisiana cuisine. She utilizes locally-produced ingredients whenever possible. Menu items such as pork belly Wellingtons with ginger sweet potato puree and yaupon-smoked lamb tacos with cucumber watermelon relish and Mayhaw molasses have recently stolen the show at Sainte Terre events.

Chef Schreiber and the other 2016 Small Town Chef honorees were recognized and served a multi-course dinner paired with beers at the Tin Roof Brewery in Baton Rouge, Louisiana on Sunday, June 26.



Holly Moore Schreiber

2016 P.R.I.D.E. Awards Winners Recognized

The Shreveport-Bossier Convention and Tourist Bureau hosted the 2016 P.R.I.D.E. Awards on Thursday, May 5 at Sam's Town Hotel and Casino in Shreveport. More than 300 tourism and hospitality industry employees were in attendance as 39 juried awards were presented.

"It's important for the hospitality industry, from the waiters in restaurants to the front desk clerks at hotels, to realize that they are our state's greatest ambassadors," Lt. Gov. Nungesser said. "Even though we have great history, music and food in Louisiana, our greatest asset is our people."

The top award of the night, the annual P.R.I.D.E. Master Award, was awarded to Hollie Fritz, co-owner of *Travelhost of Northwest Louisiana*. The P.R.I.D.E. Master Award is the region's highest honor among tourism and hospitality professionals.



Lt. Governor Billy Nungesser presented the evening's opening remarks.

The P.R.I.D.E. Awards are held each year during National Travel and Tourism Week, which is observed during the first full week of May. The acronym P.R.I.D.E. stands for "Proud Residents Involved in Developing our Economy." Next year's National Travel and Tourism Week is May 7-13, 2017, and the 2017 P.R.I.D.E. Awards will be held, Thursday, May 11, 2017, at Horseshoe Casino & Hotel.

TravelTalk

Newsletter



Industry Briefs:

Margaritaville Resort Casino was named Best Overall Property winner in the mid-south region for the second year in a row in *Southern Gaming & Destination Magazine's* Readers' Choice Awards. They were also awarded six first-place awards in the mid-south region including four second year wins for Best Overall Property, Best Casino Floor, Best Theme and Best Customer Service. Other first-place awards include Best Rooms and Best Advertising. Margaritaville Resort Casino also placed in four additional categories, including second place in Best Suites, Best Restaurant – Jimmy's Seafood & Steak, Best Nightlife and Best Casino Personnel.

The **Seratones** just released their new album "Get Gone." AJ Haynes, the lead vocalist, and band members represented Shreveport-Bossier at the 2016 ESSENCE Festival. They performed on Sunday, July 3 at the New Orleans Ernest M. Morial Convention Center, where an estimated 100,000 people a day visited for concerts, symposiums, product testing and more. This endeavor is in partnership with the Louisiana Office of Tourism to showcase the state's diverse musical talent.

The **Shreveport Regional Airport's** ultra low-cost carrier, Allegiant, has launched non-stop service to Orlando Sanford International Airport. Allegiant offers non-stop flights on Mondays and Fridays between Shreveport Regional Airport and Orlando Sanford International Airport through Monday, Aug. 15.

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