

# TravelTalk

May-June 2017 Newsletter



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## "Be a Fan" Campaign Rewards Locals for Visiting Attractions, May 1-31

The "Be a Fan of Shreveport-Bossier" campaign, which was introduced in 2016 by the Shreveport-Bossier Convention and Tourist Bureau and its partners, Shreveport-Bossier Attractions Association and KSLA News 12, will expand in 2017 to include new events and giveaways, May 1-31. The campaign coincides with National Travel and Tourism Week, which will be celebrated, May 7-13, in destinations throughout the United States. The month-long celebration in Shreveport-Bossier aims to incentivize locals and visitors alike to explore local museums, restaurants and tourist attractions while taking advantage of money-saving offers. Complete details are available at [www.BeaFanOfSB.com](http://www.BeaFanOfSB.com).

Examples of discounts include 50% off tickets to Shreveport Symphony Orchestra, buy-one-get-one admissions to Chimpanzee Discovery Day at Chimp Haven, buy-one-get-one games of bowling at Holiday Lanes and more.

Visitors to the site can also enter to



win a staycation package giveaway. The prize package includes free passes to attractions like Gators and Friends Alligator Park and Exotic Zoo, Splash Kingdom Waterpark, Robinson Film Center, Red Herring Escape Rooms and more, as well as valuable gift certificates from local restaurants.

For the first time in 2017, the "Be a Fan of Shreveport-Bossier" campaign will partner with the Young Professional Initiative of Northwest Louisiana and its partners to co-host the Downtown Artwalk Scavenger Hunt, 5-8 p.m., Wednesday, May 3. The scavenger

hunt is free and open to all ages. To learn more, visit [www.BeaFanOfSB.com](http://www.BeaFanOfSB.com).

Also new this year is the Be a Fan Downtown City Tour, a guided shuttle tour of downtown Shreveport offered by iShuttle, LLC and the Tourist Bureau at 1 p.m. on Saturday, May 13. Tickets are now on sale for the tour, which will depart from the Shreveport Municipal Auditorium parking lot and will visit such stops as the Agora Borealis, Southern University Museum of Art, Shreveport Aquarium and Cloud 9 Café and Catering. Tickets are \$10 each and must be purchased in advance by visiting [www.BeaFanOfSB.com](http://www.BeaFanOfSB.com).

## Dates to Remember:

### Hospitality Breakfast

6/7 8 a.m.  
*Harrah's Louisiana Downs*

### Hotel and Lodging Association Meeting

May 5:30 p.m. - 7 p.m.  
*Dare Dayclub | Ultra Pool at Horseshoe Casino & Hotel*

6/8 Noon  
*Venue TBD*

For more HLA info, contact  
[Rob Brown at rbrowntun@caesars.com](mailto:Rob.Brown@rbrowntun@caesars.com)

### P.R.I.D.E. Awards

5/11 5:30 p.m. - Reception  
6 p.m. - Dinner and awards presentation  
*Horseshoe Casino & Hotel*

## Get Social with Us!

[f /LouisianasOtherSide](https://www.facebook.com/LouisianasOtherSide)

[@sbctb](https://twitter.com/sbctb)

[@seeshreveportbossier](https://www.instagram.com/seeshreveportbossier)

[/sbctb11](https://www.youtube.com/sbctb11)

Blog: [www.20x49.com](http://www.20x49.com)

Events: [www.SBFunGuide.com](http://www.SBFunGuide.com)

# SEE IT. BET IT. TASTE IT.

[www.Shreveport-Bossier.org](http://www.Shreveport-Bossier.org)



## »»» Your Bureau at Work

- 5/2** **Pints for Paws**  
*Great Raft Brewing*
- 5/3** **Downtown Artwalk Scavenger Hunt**  
*Remington Suite Hotel and Spa*
- 5/6** **Derby Day**  
*R.W. Norton Art Gallery*
- 5/6** **Gusher Days**  
*Earl G. Williamson Park*
- 5/6-7** **Barksdale Air Force Base Air Show**  
*Barksdale Air Force Base*
- 5/10** **Wine, Art & Music**  
*Boomtown Casino & Hotel*
- 5/8-13** **Poke Salad Festival**  
*Between Darby Avenue and Pinehill Road off Highway 1, Blanchard*
- 5/13** **Be a Fan Downtown City Tour**  
*Shreveport Municipal Auditorium*
- 5/20** **Wild Beast Feast**  
*Centenary College of Louisiana*
- 6/10** **Cross Lake Floatilla**  
*Cross Lake, Shreveport*
- 6/11** **Rodgers and Hammerstein's Cinderella**  
*Strand Theatre*
- 6/16-18** **Let the Good Times Roll Festival**  
*Festival Plaza*
- 6/17** **Sunflower Trail and Festival**  
*Gilliam Park, Gilliam*
- 6/17** **Ron White**  
*Horseshoe Casino & Hotel Riverdome*
- 6/22** **Peter and the Starcatcher**  
*Marjorie Lyons Playhouse*
- 6/26** **Bring It! Live**  
*Shreveport Municipal Auditorium*

### Farmers' Markets

- 4/1-11/25** **Bossier City Farmers' Market**  
*Pierre Bossier Mall*
- 5/21-7/23** **Benton Farmers' Market**  
*Simplon Street Park, Benton*
- 6/3-8/26** **Greenwood Farmers' Market**  
*9381 Greenwood Road*
- 6/3-8/26** **Shreveport Farmers' Market**  
*Festival Plaza*

Submit your events to [www.SBFunGuide.com](http://www.SBFunGuide.com) today to be included in future promotional efforts.



**Stacy Brown**

Stacy Brown, president, participated in the board meeting of the Southeast Tourism Society (STS) in Knoxville, Tenn., March 26, and then attended the STS Spring Symposium, March 27-29, where she participated in hands-on training.



**Brandy Evans**

Brandy Evans, vice president of communications, in conjunction with the Louisiana Office of Tourism, attended the U.S. Travel Association Destination Capitol Hill in Washington, D.C., March 28-29, where she had numerous appointments with state legislators. Evans also received the Chairman's Award during the Shreveport-Bossier African-American Chamber of Commerce's annual meeting and gala at Sam's Town Hotel & Casino, April 6.



**Pat Gill**

Pat Gill, internet and systems manager, attended the Simpleview Summit in Tucson, Ariz., April 3-6, where she participated in hands-on training.

Erica Telsee, tourism sales manager, in conjunction with partners from Monroe-West Monroe Convention and Visitors Bureau and Sunrise Hospitality, attended the Travel South USA Domestic Showcase in Branson, Mo., March 12-15, where they



**Erica Telsee and Joanna Folsie-Alexander of Sunrise Hospitality at Travel South, March 12-15.**



**Erica Telsee**

had 35 appointments. Telsee in conjunction with partners from Monroe-West Monroe Convention and Visitors Bureau also attended Active America China in Portland, Ore., April 24-26, where they met with Chinese tour and receptive operators.



**Kelly Wells**

Kelly Wells, vice president of sports, attended the National Association of Sports Commissions' Sports Event Symposium in Sacramento, Calif., March 27-30, where he had 29 appointments and received 12 leads.

The **Shreveport-Bossier Sports Commission** will host the U.S. National Hot Air Balloon Competition, July 10-16 and the Red River Balloon Rally (open to the public) at Louisiana State University-Shreveport, July 14-15.



Staff from the Shreveport-Bossier Convention and Tourist Bureau took a construction site tour, April 19, of the Shreveport Aquarium, which is set to open in August 2017. Admission tickets will be available for purchase soon at [www.ShreveportAquarium.com](http://www.ShreveportAquarium.com).

# Sign Up for the #OnlyLouisiana Ambassador Program

Lieutenant Governor Billy Nungesser and the Louisiana Office of Tourism announced the official launch of the #OnlyLouisiana Ambassador Program via @LouisianaTravel social media channels. Also known as “the Bayou Krewe,” this initiative seeks to showcase Louisiana to the world through crowdsourced social media and asks members to use the official Louisiana hashtag, #OnlyLouisiana, in a concerted effort to share compelling images of uniquely Louisiana places and experiences.

“I can’t wait to see your photos, videos, and love for our amazing state as an ambassador to Louisiana to get the word out about all the great things to



“The Bayou Krewe” initiative seeks to showcase Louisiana to the world through crowdsourced social media and asks members to use the official Louisiana hashtag, #OnlyLouisiana, as well as seasonal hashtags like #MardiGras2017.

see, taste and experience that you can find only in Louisiana,” said Lieutenant Governor Billy Nungesser.

The Bayou Krewe has been

holding monthly photography challenges about Mardi Gras with the hashtag #MardiGras2017 and outdoors with the hashtag #LouisianaOutdoors.

“I can’t wait to see your photos, videos, and love... to get the word out about all the great things to see, taste and experience that you can find only in Louisiana.”

- Lieutenant Governor Billy Nungesser

To sign-up to become a member and receive a free sticker, visit [www.louisianatravel.com/social-hub](http://www.louisianatravel.com/social-hub). To participate in the photo challenges, snap pictures of Shreveport-Bossier and tag and share them with the hashtags on social media.

## 2016 Tourism Annual Report



Locally and regionally the sharp decline in the oil industry affected many, and tourism was not left out of the fray.

Hotel occupancy, casino revenue, and attendance at events were all negatively affected by the economy in 2016. But there were some highlights. On the convention side of the tourism business, the overall number of conventions increased, while the number of room nights attached to those conventions decreased. Less people attended conventions.

On the sports side, sports events were up, as well as room nights and number of people attending those sporting events.

Looking ahead in 2017, there is an ongoing effort to raise awareness of the destination in regional drive markets, book more conventions and sporting events and support local partners through initiatives like 318 Restaurant Week and Be a Fan of Shreveport-Bossier.

The complete 2016 Annual Report can be viewed at [www.Shreveport-Bossier.org/research](http://www.Shreveport-Bossier.org/research).

## Shreveport-Bossier to Host 2018 Ray Scott Championship



The American Bass Anglers announced that the Shreveport-Bossier Sports Commission and the Red River Waterway Commission will host the 2018 Ray Scott Championship on the Red River, April 2-8, 2018. Launch and weigh-in for the championship will take place at Red River South Marina.

“The Shreveport-Bossier Sports Commission is very excited to have the American Bass Anglers back in our area,” said Kelly

Wells, vice president of the Sports Commission. “The anglers come from across the United States, and this gives us the opportunity to showcase the Red River and everything Shreveport-Bossier offers.”

American Bass Anglers is committed to providing low cost, close-to-home tournaments for the weekend angler and at the same time offer each competitor an upward path for individual angler progression.

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## Industry Briefs:

**Gavel Falls Cabin Rentals and RV Campground** is now open at 7781 Highway 1 North in Shreveport, Louisiana. The facility offers luxurious real log cabins for rent, and 30/50 amp RV pads. Both nightly and monthly rentals are available. The small but luxurious cabins feature fireplaces, Wi-Fi, air bath tubs, full kitchens with granite surfaces and lots of other amenities.

Claim your free business listing on [www.LouisianaTravel.com](http://www.LouisianaTravel.com) to reach qualified visitors interested in traveling to Louisiana. To submit the form, visit [data.louisianatravel.com/user/submitlisting](http://data.louisianatravel.com/user/submitlisting).

**Sci-Port Discovery Center** was named one of the top 25 science



Sci-Port Discovery Center

centers in the United States by Best of AmericanTowns, a property of AmericanTowns Media. Sci-Port ranked fifth among science centers throughout the country, including centers in Los Angeles, Chicago and Boston.

American Airlines is launching non-stop flights to Charlotte, N.C. from **Shreveport Regional Airport**. There will be two daily flights starting Aug. 22, 2017.

## Board of Directors:

**Carlton Golden,**  
Chairman  
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Police Jury\*

**Tanita Baker,**  
Vice Chairwoman  
Shreveport-Bossier African  
American Chamber of  
Commerce\*

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**Rob Brown,**  
Shreveport-Bossier Hotel  
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**Sandy Cimino,**  
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**Patricia Wooldridge,**  
Caddo Rural  
Municipalities\*

\*Appointing Organization



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