

Industry Briefs

Tourist Bureau initiating destination plan for community.

The Shreveport-Bossier Convention and Tourist Bureau has been working with DCG Consulting to seek input from the hospitality and tourism industry, as well as the entire community for an all inclusive destination plan.

The plan's intent is to provide an overall and focused direction for tourism in Shreveport-Bossier. The plan would use current and future resources to promote and foster growth in the tourism and convention markets. Focus groups have already provided some invaluable information about this area's issues, challenges, and opportunities. A list of priority initiatives is being created to drive more visitors to Caddo and Bossier Parishes.

However, the community's involvement is extremely important. Additional dialogues will occur in September and you can look for online surveys to share further insights into tourism and the community's desires for the future.

It is anticipated that a draft strategic destination plan will be completed for review by mid-October. Please contact Debbie Hudson at dhudson@sbctb.org for the next meeting dates and times.

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Travel Talk

News from Louisiana's Other Side - Shreveport-Bossier Convention & Tourist Bureau



Sept.-
Oct.
2010

Partners Work Together to Increase Meetings

During these challenging economic times, meeting planners have been hit by rising costs and decreased attendance. Specifically, some of the challenges facing meeting planners include increasing fuel and transportation costs, shrinking lead times, and decreasing budgets.

"We recognize that if meeting planners can see, feel and taste what we have to offer in Shreveport-Bossier, then they will undoubtedly want to hold their meetings and conventions here"

The Shreveport Convention Center, Hilton Shreveport and Shreveport-Bossier Convention and Tourist Bureau have put together a dynamic offer to increase meetings here and offset costs for the planners. The offer includes a free board/planning meeting for up to 20 people. This package deal includes complimentary transportation (airfare or fuel), hotel stay, board room space and one meal.

The partners are reaching out to the planners through a targeted email blast and direct sales efforts. Specifically, new conventions that have tradeshow, exhibits, and general sessions are being

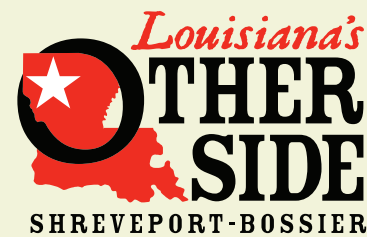
sought, as well as meetings that generate hotel rooms, with a peak of 225 to 450 hotel room nights.

"We recognize that if meeting planners can see, feel and taste what we have to offer in Shreveport-Bossier, then they will undoubtedly want to hold their meetings and conventions here," said Kim Brice, vice president of convention marketing.

As an added incentive for planners who submit a Request For Proposal before the end of 2010, they will be automatically entered for a monthly sweepstakes drawing for an iPad. This offer started Aug. 1 and ends Dec. 30, 2010. For more information visit, www.shreveportmeetings.com.



With more than 350,000 square feet of meeting space, the multi-purpose, state-of-the-art Shreveport Convention Center is designed to accommodate any event.



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

New Wednesday Lunch Trolley Launches Downtown

Shreveport Mayor Cedric Glover and representatives of the Downtown Development Authority, Shreveport Bossier Convention and Tourist Bureau, Shreveport Regional Arts Council, and downtown Shreveport restaurants announced the Wednesday Downtown Lunch Trolley, Aug. 2.

The Lunch Trolley is a free service for downtown workers and visitors to catch a ride to participating restaurants. The trolley will run each Wednesday from 11 a.m.-2 p.m. Participating restaurants are Café at Artspace, River Rock Grill in the Hilton Hotel, and Texas Street Grille in Mojo's Bar. More restaurants will be added in the future. While on the trolley, riders can enjoy the sights of downtown Shreveport and pick up information on what the city has to offer.

Dates to Remember:

Shreveport-Bossier Hotel and Lodging Association

Sept. 14, noon, Petroleum Club

Oct. 12, noon, Petroleum Club

Hospitality Breakfast

Sept. 1, 8 a.m., Bossier Hotel & Suites

Oct. 6, 8 a.m., Louisiana State Fair

Tourism on the Town:

Sept. 9, 5-7 p.m., Ristorante Guiseppe

Oct. 14, 5-7 p.m., Artspace

Louisiana Restaurant Association

Sept. 21, 6 p.m., Shoguns

Oct. TBA, Robinson Film Center

Calendar of Events

September/October

- 9/3** Movies & Moonbeams: Bedtime Stories. Riverview Park, downtown Shreveport.
- Through 9/6** \$2.50 Tuesdays at Holiday Lanes. Holiday Lanes.
- 9/9-19** Neil Simon's Last of the Red Hot Lovers. Shreveport Little Theatre.
- 9/10** Smokey Robinson in Concert. Riverdome at Horseshoe Casino & Hotel.
- 9/11** 2nd Annual Greenwood Farmers Market. William Peters Town Park.
- 9/11** Red River Dragon Boat Festival. Riverview Park, downtown Shreveport.
- 9/16** Unwind Downtown Pub & Culture Crawl. Artspace.
- 9/17** Movies & Moonbeams: Wall-E. David Raines Community Center.
- 9/17-18** Pioneer Heritage Festival. Greenwood.
- 9/18** Saturday Speaker Series: The Conservator Says. R.W. Norton Art Gallery.
- 9/19-25** 2nd Biannual Southern Black Theatre Festival. Holiday Inn -Downtown/Downtown Shreveport.
- 9/25** Willis-Knighton Master Series. Shreveport Symphony Orchestra.
- 9/25** Harvest and Heritage Tour. Hwy 3049 Gilliam.
- 9/28** Got Heart for the Homeless Benefit. Municipal Memorial Auditorium.
- through 10/30** Mike McSwain: paintings, sketches, sculpture. Gallery Fine Art Center.
- 10/1** Madness: Ultimate Cage Fighting. Municipal Memorial Auditorium of Shreveport.
- 10/1** Movies & Moonbeams: Hannah Montana The Movie. RiverView Park downtown Shreveport.
- 10/2** First Saturday Tour: The Halloween Tour. R.W. Norton Art Gallery.
- 10/2-9** Red River Revel Arts Festival. Festival Plaza.
- 10/5** \$3 Terrific Tuesday. Sci-Port: Louisiana's Science Center.
- 10/9** Shreve Town Ghost Walk. Oakland Cemetery.
- 10/14** Bengal Belle Luncheon. Fox Creek Farms.
- 10/14** Comedy Central Live: Gabriel Iglesias - The Fluffy Shop Tour. Municipal Auditorium.
- 10/15** Yesterday and Today, The Interactive Beatles Experience. Strand Theatre.
- 10/16** Shreveport-Bossier Astronomical Society Star Party. Ralph A. Worley Observatory.
- 10/16** Brew...A Premier Beer Tasting. Festival Plaza.
- 10/21** Unwind Downtown Pub & Cultural Crawl. Artspace.
- 10/22** Fourth Friday Astronomy. Sci-Port: Louisiana's Science Center.
- 10/21-11/7** State Fair of Louisiana. Fairgrounds field.

Your Bureau at Work For You



Erica Howard
Tourism Sales
Manager

Erica Howard, tourism sales manager, and **Kelly Wells**, vice president of tourism, will make sales calls in Houston on Sept. 13-14.

The Convention Department has been working with Small Market Meetings on their first-ever conference to

be held in Shreveport. Register today for the Small Market Meetings Conference and Reverse Tradeshow, October 4-6 at the Shreveport Convention Center. Some 100 meeting planners will be here. Register online for the conference at www.smallmarketmeetings.com. To learn more about this conference or to become a sponsor contact **Diana Douglas**, regional sales manager, at 318-429-0646 or ddouglas@sbctb.org.

Brandy Evans, vice president of communications, attended the U.S. Travel Association's ESTO (Educational Seminar for Tourism Organizations) Conference, Aug. 8-10, in Savannah, Ga. The conference spoke to the challenges of

adapting and keeping pace with challenges and trends that shape the tourism industry.

Carolyn Dowden, convention services coordinator, **Suzanne Manfredi**, convention sales manager, and **Kim Brice**, vice president of convention marketing, will be doing a bid in South Bend, In., Sept. 18. The bid is for the 2014 convention of the American Truck Historical Society.

Jessica Herrington has 13 years experience in marketing, public relations and community relations. She has worked for Harrah's Louisiana Downs and Horseshoe Casino, Harrah's Shreveport Casino and Sam's Town Casino. She will fill the marketing/community relations position for the bureau.



Carolyn Dowden
Convention Services
Coordinator

Outlook Conference speaker sheds new outlook on downtown

The popular and successful North Louisiana Travel Outlook Conference, presented by the Shreveport-Bossier Convention and Tourist Bureau, was held at the Bossier Civic Center, Aug. 3. Approximately 100 people attended the conference.

The conference was held to share new trends and information with the regional tourism industry. Some of the topics discussed were included:

- The completion of I-49 and its impact on tourism when more cars are flowing through the area.
- The booming film industry and what its rapid growth means for hoteliers and the local economy.
- The Haynesville Shale and how long it is expected to be around, as well how many jobs it is predicted to provide over the next few years.

However, the featured speaker Fred Kent, a leading authority on revitalizing city spaces and one of the fore-

most thinkers in livability, smart growth and the future of the city, provided a different perspective on what could make the downtown areas of both cities thrive.

"You all are looking back and saying, 'Gee, look how far we've come,'" he said. "I'm looking forward and wanting to teach you how to step to the next level."

He presented images and research on communities that have been able to take their current assets and resources and create spaces that are inviting and that encourage people to gather and move about downtowns.



Fred Kent (pictured above), a leading authority on revitalizing city spaces was the featured speaker.



Convention Calendar

Date	Event	Hotel
Sept. 2 - 6	Port City Classic	Hilton Hotel Shreveport
Sept. 10 - 11	Twin City Bomber Bash	Rodeway Inn & Suites
Sept. 10 - 11	Lions Clubs International, District 8	Rodeway Inn & Suites
Sept. 23 - 26	Southern Black Theatre Festival	Holiday Inn Downtown/Riverfront
Sept. 24 - 25	Council for a Better Louisiana	Hilton Hotel Shreveport, Shreveport Convention Center
Sept. 30 - Oct. 3	Southwest Protective League	Holiday Inn Downtown/Riverfront
Oct. 3 - 5	Louisiana DECA	Holiday Inn Downtown/Riverfront
Oct. 4 - 6	Small Market Meetings Conference	Hilton Hotel Shreveport, Shreveport Convention Center
Oct. 7 - 9	Louisiana Association of Nurse Practitioners	Hilton Hotel Shreveport, Shreveport Convention Center
Oct. 15 - 16	Red River Rounders	Quality Inn & Suites
Oct. 20 - 23	Riordan Hand Society	Horseshoe Casino & Hotel

For a complete list of upcoming conventions visit www.shreveport-bossier.org/meetings/calendar

Tourist Bureau President Earns CDME, Highest Achievement



Pictured from left to right: Cole Carley, CDME President & CEO, Fargo-Moorhead CVB and DMAI's Education Committee Chair; Stacy Brown, SBCTB president; Don Anderson, CDME, Director, Purdue University; and Doug Price, CAE, IOM, Senior VP of Professional Development, DMAI.

Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau, recently earned the Certified Destination Management Executive (CDME) designation from Destination Marketing Association International (DMAI). She is one of only 23 people in the world to earn the CDME this year.

Brown's certification exemplifies her dedication to improving and leading the Shreveport-Bossier community in conventions and tourism.

DMAI is the world's largest resource for official destination marketing organizations (DMOs) and is helping to improve the effectiveness of more than 2,800 professionals from

nearly 650 destination marketing organizations in more than 30 countries. DMAI provides its members - professionals, industry partners, students and educators - with the most cutting-edge educational resources, networking opportunities, and marketing benefits available worldwide.

CDME is an advanced educational program for veteran and career-minded DMO executives looking for senior-level professional development courses. It is recognized by the DMO industry as its highest educational achievement. The focus of the program is on vision, leadership, and productivity.