

# Industry Briefs

**Chris Jay, public relations & social media manager**, will be hosting "Social Media 101: A Beginner's Workshop" at the Barnwell Garden and Art Center, Monday, Nov. 14, from 9 a.m.-noon. This will be an introductory-level seminar that will cover everything from the most basic topics to more intermediate. This seminar is free and includes lunch. Please RSVP by calling (318) 222-9391 or [ldavis@sbctb.org](mailto:ldavis@sbctb.org).

The **Eldorado Resort Casino** recently received the prestigious Four Diamond Rating from AAA, making it the only AAA Four Diamond property in Shreveport-Bossier. "We are truly honored to receive the award," said Rich Lamperti, director of hotel operations. According to AAA the Four Diamond rating entails a high degree of hospitality, service and attention to detail.

The tourist bureau will host its annual **Holiday Open House** on Friday, Dec. 2 from 11 a.m.-3 p.m., at the downtown office. All are welcome to stop by for a come-and-go lunch reception and a tour of the tourist bureau offices.

**Small Business Summit** will be held, Feb. 17, 2012 from 8:30 a.m. to 2 p.m. at the Shreveport Convention Center. For more information visit [www.lagovconference.com](http://www.lagovconference.com)

Log on to [www.shreveport-bossier.org/partners](http://www.shreveport-bossier.org/partners) for industry events and updates



Convention & Tourist Bureau  
629 Spring Street  
Shreveport, LA 71101



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news from shreveport-bossier convention and tourist bureau

# TRAVEL TALK

Nov.-Dec. 2011

## Tourist Bureau, SRAC to offer attraction seminars in 2012

The Shreveport-Bossier Convention and Tourist Bureau hosted "Media Buying on a Shoestring Budget" in October at the University of Phoenix located at the Louisiana Boardwalk. National media buying expert Peggy Yervanian shared practical advice on how to purchase various types of print, online and broadcast media with limited marketing dollars. The seminar also included a panel of local experts in social media, newspaper, radio and advertising agency.

"The seminar was excellent," said Mary Dunn, Attractions Association representative on the tourist bureau's board of directors. "I think we have finally found a way to get the attractions together and several told me they liked what we were doing."

In 2012, the tourist bureau is partnering with the Shreveport Regional Arts Council to host quarterly seminars that help area attractions and arts organizations build attendance, extend their marketing dollars and improve the visitor's experience. The seminars, beginning in January, will cover grant writing, customer service, tourism trends and social media.

"The tourist bureau's main goal is to help the attractions to thrive in a downward economy," said Stacy Brown, tourist bureau president. "We want to give them tools that they can use to extend their dollars, find new resources and enhance the visitors experience so they will come again and again to our destination."

If you would like to be included in mailings and receive additional information about the 2012 seminars, contact Sarah McKinney-Williams, communications coordinator, at (318) 222-9391 or [swilliams@sbctb.org](mailto:swilliams@sbctb.org).



Area attractions, festivals, and events like the Aseana Spring Festival (pictured above) can benefit from quarterly seminars.

## 2011 Indy Bowl airs on ESPN2 uncontested

In its 36th year, the Advocare V100 Independence Bowl is ramping up for a great match up between the ACC and Mountain West conferences set to face off at 4 p.m., Monday, Dec. 26, at Independence Stadium. While the teams won't be revealed until December 4, I-Bowl organizers are busy setting the stage for an exciting and successful game day.

The game will be televised nationally on ESPN2 without competition. There are no other college football bowl games the day after Christmas. "We believe this late afternoon

uncontested time slot will appeal to both local fans and those traveling to support their teams," said 2011 Bowl Chairman Fred Sexton, Jr.

New this year, expect sweet deals on group packages like the Johnny's Catfish and Seafood Family Fun Pack, Touchdown Club, Patriot Pack and Bowl Backer, and the Kid's Corner Youth Ticket. Visit [www.independencebowl.org](http://www.independencebowl.org) for more information about this year's game and specials.



The 2011 matchup will be announced Dec. 4.

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## Dates to Remember:

### Shreveport-Bossier Hotel and Lodging Association

Nov. 8, noon, Petroleum Club  
Dec. 15, Holiday Party Dinner at Sam's Town Hotel and Casino

### Hospitality Breakfast

Nov. 2, 8 a.m., Skybox at Independence Stadium

### Christmas Open House

Dec. 2, 11 a.m. - 3 p.m., 629 Spring Street

### Louisiana Restaurant Association

Nov. 15, 6 p.m., East Ridge Country Club  
\*no meeting in December

"Ralph Turney, owner of Red Arrow, a diversified planning company, liked much about the inaugural Small Market Meetings Conference last fall in Shreveport, La. He especially enjoyed an evening spent at the Red River Revel, Shreveport's major arts and music festival. It was really neat to build the conference around the festival,"  
-Small Market Meetings, September 2011



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[www.shreveport-bossier.org](http://www.shreveport-bossier.org)

# FUN GUIDE!

Calendar of Events

- November/December through 11/1** The Spirit of the Red River Cruise. Downtown Riverfront.
- through 11/6** Bethany Krull: Selected Ceramic Works. Meadows Museum of Art at Centenary College.
- through 11/13** The State Fair of Louisiana - 2011. Louisiana State Fairgrounds.
- through 11/23** Tragedy in Shreveport: The Yellow Fever Epidemic of 1873. Spring Street Historical Museum.
- through 11/27** Fantastic Mr. Fox. Artspace.
- through 11/30** Friday Night Lights. Holiday Lanes.
- 11/3-13** Dividing The Estate. Shreveport Little Theatre.
- 11/4-5** Blue Goose Music Festival. Festival Plaza.
- 11/5** Wine & Beer Tasting with a Bite. Barnwell Garden & Art Center.
- 11/5** First Saturday Tour: Immigrants Tour. R.W. Norton Art Gallery.
- 11/11** Blast! Strand Theatre.
- 11/11** Bauble Lulu Trunk Show. The Enchanted Garden.
- 11/12** A Taste of Shreveport. Fox Creek Farms.
- 11/12** Highland Jazz and Blues Festival. Columbia Park.
- 11/12-13** Cirque de la Symphonie. Riverview Theatre.
- 11/16** Les Boutiques de Noel. Bossier Civic Center.
- 11/17** December on the Red Christmas Tree Lighting Event. Louisiana Boardwalk.
- 11/18** Wizard of Oz. Strand Theatre.
- 11/25-27** Annual Mistletoe & More Show. Bossier Civic Center.
- 11/25-Dec. 18** 28th Annual Christmas in Roseland. Gardens of the American Rose Center.
- 12/1** 24th Annual Greening of the Museum. Louisiana State Exhibit Museum.
- 12/1** In The Heights. Strand Theatre.
- 12/2-23** Holiday Laser Light Show. Barnwell Garden & Art Center.
- 12/3** Christmas on Caddo Fireworks Festival. Earl G. Williamson Park, Oil City.
- 12/3** First Saturday Tour: Christmas Tour. R.W. Norton Art Gallery.
- 12/3** Country Christmas Festival. Vivan.
- 12/3-4** The Nutcracker. Riverview Theatre.
- 12/6** Special Exhibition: American Legacy - Our National Parks. R.W. Norton Art Gallery.
- 12/10** Benton Christmas on the Square Festival and Parade. Heritage Village, Benton.
- 12/10** Holiday On Broadway. Strand Theatre.
- 12/26** Advocare V100 Independence Bowl. Fairgrounds Field.

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Submit your events on the Fun Guide for FREE

## Your Bureau at Work

**Suzanne Manfredi**, convention sales manager and **Dianna Douglas**, regional sales manager, attended the Small Market Meeting Conference in Little Rock, Ark. in September. Both brought back requests for proposals to host future convention meetings. The two also traveled to south Louisiana in October to make sales calls in Lafayette, Baton Rouge and New Orleans.

**Stacy Brown**, tourist bureau president, and **Chris Jay**, public relations/social media manager, traveled to Oklahoma City, Okla. with Shreveport Mayor Cedric B. Glover on an "inter-city visit," as part of an initiative to explore opportunities to enhance the quality of life for citizens of Shreveport. The group included approximately 50 elected officials who met with key leaders to discuss topics from downtown revitalization to economic development.

**Chris Jay** attended Travel Media Showcase in September to promote food, festivals and film in Shreveport-Bossier to travel writers. While there, he was awarded the "Journalist's

Choice Award," an award presented to one convention and visitor's bureau each year for being "most prepared and most professional." There were about 80 destination marketing organizations in attendance.

**Kathy Melancon**, product development and research manager, traveled to Los Angeles, Calif., with the Shreveport-Bossier Film Office and Mayor Glover in October on a sales mission. They met with a number of film studios, production companies and independent film makers in the hopes of bringing future movie projects to Shreveport-Bossier. Kathy also traveled to London in early November to attend the World Travel Market. She met with tour operators from all over the world to bring potential group tours to Shreveport-Bossier.

**Chris Copellar**, graphic designer for the tourist bureau, was awarded a Silver 2011 Davey Award by The International Academy of Visual Arts for a concept he designed for the Orchesis Dance Company event held at the Strand Theatre.



Chris Jay  
PR/Social Media  
Manager



Stacy Brown  
President

## Convention, group tour business held steady in 2011

This year was defined as a "hurry and catch up" kind of year for the meeting and convention industry in Shreveport-Bossier, according to Kim Brice, vice president of convention marketing. This was a somewhat good challenge compared to 2010's flat business and sales.

"We didn't have any definite bookings going into 2011," Brice said. "Meeting planners were just tentative about booking business even six months in advance. So for us, this year everything was booked during the year, which meant there was a quick turn around and planning on our end."

Through October 2011, there have been 252 definite bookings with another 77 tentative. Tentative bookings are those that have selected Shreveport-Bossier as a destination, but are waiting to select their host hotel. These numbers are down compared to 2010. However, the number of convention leads issued is up almost 10 percent in 2011 compared to the same period last year.

Also, the group tour market saw a number

of successes in 2011, including ten booked tours from Globus, a group tour company from the United Kingdom that had not traveled to Louisiana since Hurricane Katrina in 2005. Shreveport-Bossier hosted approximately 50 group tours in 2011 with an economic impact of more than \$500,000. This is on par with 2010 when 51 groups came through the area.



One coup in the group tour market is that the Travel Alliance Partners selected Shreveport-Bossier over two other destinations to host their conference in 2012.

This will be the group's first time in this part of Louisiana. It will bring 38 of the nation

and Canada's premier group tour operators, as well as 275 delegates. But the residual, future group tours will have an economic impact that will be far reaching into the future.

In 2012, the convention and group tour sales staff will be more targeted in the markets they go after, conduct more face-to-face sales missions and partner as much as possible to stretch resources and improve the sales process.



## 2012 shaping up to be a banner year

Though the national economic pressures are squeezing tourism locally, 2012 has a number of significant events that will have a positive economic impact. The Louisiana Travel Promotion Association will host its annual tourism summit in Shreveport-Bossier, Jan. 24-26 at the Shreveport Convention Center.

Bassmaster Classic, the superbowl of bass fishing, will be back. After hosting one of the organization's most successful events ever in 2009, the excitement and magic of bass fishing will take place again on the Red River, Feb. 24-26. The expo will be held at the Shreveport Convention Center, weigh-ins at CenturyLink Center and daily take off at Red River Marina South.

Other promising events for the first half of 2012 include: American Advertising Federation, April 11-14; USA Weightlifting, April 13-15; Louisiana High School Athletic Association, April 23-24; and the Travel Alliance Partners Conference, June 3-8.

"The board and I are delighted to bring 38 tour operators and owners, and 275 delegates to Shreveport-Bossier all for the sake of building travel business in North America," said Stephanie Gorder, TAP executive director. Challenging times are ahead in tourism as hotel occupancy softens,"

said Stacy Brown, tourism president. "But we will continue to work with our clients, provide excellent customer service and demonstrate the value of hosting conferences and group tours in this market."

Recognizing that leisure tourism makes up more than 50 percent of all visitors to Shreveport-Bossier, the tourist bureau will continue to work on positive public relations, social media strategies, Internet marketing and advertising. Previous research reports indicate the destination has an 80 percent repeat visitation. "We know if we get them on the hook once, they will keep coming and exploring our destination," Brown said.

For a complete convention calendar, visit [www.shreveport-bossier.org/meetings/calendar](http://www.shreveport-bossier.org/meetings/calendar)



Shreveport-Bossier welcomes back Bassmaster Classic 2012, Feb. 24-26.

## Turn on the holidays in Shreveport-Bossier

It's time to spread holiday cheer and hang some holly as the sister cities bring in the Christmas season with the official December on the Red Christmas Tree Lighting Event at the Louisiana Boardwalk. The event will be held at the main entrance beginning at 6 p.m., Thursday, Nov. 17. This year's event is shaping up to be a frosty, fun event everyone can enjoy.

The first 500 kids will receive a free Christmas gift. Entertainment will include glee club performances by area schools and the official tree lighting of the 40-foot Christmas tree by Mayors Lorenz Walker and Cedric Glover. Cumulus Media is hosting the "Tacky Christmas Sweater" contest that night too. Of course, Santa and Mrs. Clause and his elf friend will be on hand for photos.

Boardwalk officials, promise it will snow that night. This kick-off will usher in parades, special holiday exhibits, shopping and fireworks. Visit the newly-designed, [www.holidaytrailoflights.com](http://www.holidaytrailoflights.com) to plan your Christmas activities in Shreveport-Bossier and other participating Holiday Trail of Lights partners: Minden, Monroe-West Monroe, Natchitoches and Alexandria-Pineville.



Christmas Tree Lighting Event (pictured above) located on the Louisiana Boardwalk.

## CONVENTION CALENDAR

DATE	EVENT
Nov. 11-13	American Pharmacists Association
Nov. 11 - 12	New Cardiovascular Horizons
Nov. 12	Associated Professional Educator of Louisiana
Nov. 12	North American Coal Sabine Mine
Nov. 12-14	USTA United States Tennis Association
Nov. 13-16	American Jail Association
Dec. 1-2	Louisiana Society of Enrolled Agents
Dec. 15-17	Booker T. Washington Class Reunion
Jan. 7-8, 2012	Bass University

For a complete list of upcoming conventions visit [www.shreveport-bossier.org/meetings/calendar](http://www.shreveport-bossier.org/meetings/calendar)