

Industry Briefs

Sandra Haynes, Hilton Garden Inn Shreveport/Bossier City director of sales, was recognized by Hilton Worldwide as the 2014 Director of Sales of the Year at the brand's annual conference held in Orlando, Fla.

The **Hilton Garden Inn & Homewood Suites Shreveport/Bossier City** was awarded the 2014 Full Service Hotel Accommodation of the Year by the Louisiana Travel Promotion Association.

The **Holiday Inn Shreveport Downtown** completed a \$4 million renovation as of December 2014. Updates include new guest room furniture, contemporary theme in restaurant, conference facilities and guest areas and sound reducing windows.

Jan Pettiet retired as a narrative step-on guide after 15 years of service. She was a standout performer, and her service will be greatly missed.

Thunder Road Raceway Park received the 2014 Most Improved Track from the National Hot Rod Association South Central Division 4.

The Clarion Hotel opened as the new **Wyndham Garden Shreveport** with the first phase of planned revitalizations complete as of January 2015. Updates include new guest room amenities and contemporary design in guest areas.

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news from shreveport-bossier convention & tourist bureau

TRAVEL TALK

March - April 2015

SportsEvents Magazine Awards Sports Commission Readers' Choice Award



The award honors the destination's commitment to providing great service to sports event planners and their competitions.

The Shreveport-Bossier Sports Commission has been chosen as one of *SportsEvents Magazine's* 2015 Readers' Choice Award winners.

Sports event professionals nominated destinations and sports venues that they believe display exemplary creativity and professionalism toward the groups they host. Nominations were received from readers of *SportsEvents* throughout the year, and the top picks were selected based on results from an online voting system.

"It is clear, based on our readers' experiences, that the award winners are willing to go above and beyond typical service levels to help sports event planners produce outstanding events that participants, their families and spectators will want to experience again and again," said Kristen McIntosh, *SportsEvents* editor. "It is our privilege to announce their selection by sports event planners as among the best in the United States."

SportsEvents is an industry publication focused exclusively on helping sports event planners produce excellent competitions in the United States.

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Dates to Remember:

Hospitality Breakfast

March 4 8 a.m., Margaritaville Resort and Casino

April 1 8 a.m., Splash Kingdom Water Park

Hotel and Lodging Association

March 12 Noon, Zocolo's

April 9 Noon, Municipal Auditorium

For more HLA info, contact Cindy Lubbe at cindy.lubbe@dimdev.com

Shreveport-Bossier Attractions Association

April 13 9 a.m.-2 p.m., Venue TBD
To RSVP call 318-222-9391.

2015 P.R.I.D.E. Awards

May 7 7 p.m., DiamondJacks Casino and Resort

****March 22-25: 33rd Annual Travel South Domestic Showcase in Shreveport-Bossier****

Tourist Bureau Hires New Vice President of Sales and Services

The Shreveport-Bossier Convention and Tourist Bureau recently hired David Bradley as the new vice president of sales and services.

Bradley will lead five staff members in selling conventions and group tours. Bradley and his team will attract new business and maintain client relationships through direct sales, customer and facility relationships, trade shows, and client events.

Born and raised in Boston, Mass., Bradley most recently served as the director of convention sales for the Valley Forge Convention and Visitors Bureau in Pennsylvania for 12 years, from 2002 until 2014. He was recently recognized by the National Coalition of Black Meeting Planners as the Charles E. Wright Supplier of the Year for his

dedication and commitment to fostering excellence and professionalism in the industry.

Bradley began his career as a hotel desk clerk and has had more than 20 years of experience within the hospitality and tourism industry serving in capacities from director of catering to general manager. His career has encompassed many major hotel brands including Hilton, Sheraton, Omni, Embassy Suites, Holiday Inn and Ramada Plaza in areas like Philadelphia, New England and Illinois. Bradley can be reached at 318-429-0629 or dbradley@sbctb.org.



David Bradley brings more than 20 years of experience in the hospitality and tourism industry to Shreveport-Bossier.



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101



It's definitely a fun getaway for those who love the weird and unusual, with plenty of great dining options to round out a stay. There are ghosts in the Municipal Auditorium, a taxidermy museum that couples stuffed animals with the danger of ignoring the coming rapture, and an over-the-top Victorian bed and breakfast that screams relaxation among the frills.

- Chere Dastugue Coen, journalist for Country Roads Magazine

FUNGUIDE! Your Bureau at Work

Calendar of Events



Instagram

Follow the Shreveport-Bossier Convention and Tourist Bureau's new Instagram account **@SeeShreveportBossier**.

Each month in 2015, the account features photos of Shreveport-Bossier by a different area photographer. The featured photographer in January was **Federico Villaseñor (@fedepphoto)** and February featured **Casey Habich (@chphotodesign)**.



Que'brellyn Hill, sports sales and services coordinator

The Shreveport-Bossier Sports Commission recently welcomed a new full-time staff member. **Que'brellyn Hill** has taken on the position of sports sales and services coordinator. She is a graduate of Grambling State University and majored in kinesiology with a concentration in sports management.

Stacy Brown, president, is returning to serve on the board of directors for the Louisiana Travel Promotion Association in 2015. LTPA is a trade association focused on leading and strengthening Louisiana's tourism industry through promotion, education and advocacy.

Stacy Brown, Mary Dunn, chairwoman, and **Kelly Wells**, vice president of sports, attended the 2015 Mardi Gras in Washington, D.C., Jan. 22-25. They met with business leaders and Louisiana senatorial and congressional delegations about tourism and economic development.

Erica Howard, tourism sales manager, attended the American Bus Association annual conference in St. Louis, Mo., Jan 10-12, the National Tour Association annual conference in New Orleans, Jan. 17-22 and Select Traveler Conference in Nashville, Tenn., Feb. 8-10.



Suzanne Manfredi, convention sales manager

Suzanne Manfredi, convention sales manager, attended the Louisiana Society Association of Executives Annual Conference in Lake Charles, Jan. 28-29. Suzanne and Stacy hosted a reception for the Police Jury Association of Louisiana Annual Conference in New Orleans, Jan. 30-31, where Shreveport-Bossier was announced as the host city for the March 2016 conference.

Airport Increased Number of Passengers by 8.4% in 2014

The Shreveport Regional Airport (SHV) reported an increased number of passengers traveling to and from Shreveport-Bossier with more than 600,000 people coming through SHV in 2014. These were the highest numbers of passengers since 2006 and an increase of 8.4 percent over 2013.



Shreveport Regional Airport has seen growth for several years well above most airports across the nation.

service with the Boeing 717 aircraft between Shreveport and Atlanta. In August, American Airlines also launched first class service between Shreveport and Dallas on their Bombardier CRJ700 aircraft. Both first class options are currently scheduled

to remain in the market in 2015. In addition, United Airlines' non-stop Denver service has continued to increase passenger volume since the daily flight began in August 2012.

"We are continuing to work diligently with our airline partners for additional flights, larger aircraft and new routes but we need the community's continued support to keep this momentum moving forward," said Bill Cooksey, interim director of airports.

"I'm delighted to see that passengers recognize the quality of service we have to offer and are willing to support it with their dollars," said Mayor Ollie Tyler. "I hope to see continued growth in the future."

The number of passengers flying in and out of SHV totaled 636,914 in 2014, an increase of 49,683 passengers compared to 2013 totals.

In July, Delta Air Lines launched first class



New Group Tours Available for Booking

Six new group experiences engineered with assistance from the Shreveport-Bossier Convention and Tourist Bureau and Joe Veneto, principal and founder of Opportunities Unlimited, are now available for booking. The fun and engaging experiences are geared towards groups of 10 or more people and last anywhere from one to two hours. Ranging from music history to riverfront entertainment, the new experiences offer exclusive and interactive ways to see Shreveport-Bossier.

Hotels and other partners looking for new itineraries for their clients should contact the following partners for more information about booking, pricing and availability.



All About the Roses

Carol Spiers; (318) 938-5402, ext. 223; carol@rose.org.

- Engage your senses and experience the world of roses at The American Rose Center.



Backstage Music Tour at the Municipal Auditorium

Teresa Micheels; (318) 429-0628; tmicheels@sbctb.org

- Take a backstage tour of Shreveport's most iconic performing arts venue.



Music History Tour of Shreveport

Johnny Wessler; (318) 393-3274; ShreveportMusicalLegendsTour@gmail.com

- Visit important music landmarks in Northwest Louisiana on this fun journey.



The Perfect Pair – Wine & Chocolate Tasting

Ashley Davis; (318) 752.1455; adavis@woodmont.com

- Tantalize your taste buds with a unique pairing of wines and fine chocolate in the middle of paradise.



Red River District and Sightseeing Cruise

Catherine Kennedy; (318) 673.5100; Catherine.Kennedy@shreveportla.gov

- Experience Shreveport-Bossier's history and city sights in this all-inclusive land and river tour that ends in the Red River District.



Science is Fun

Anne Lutz; (318) 424-8697; alutz@sciport.org

- Let Sci-Port: Louisiana's Science Center engage you in fun experiences that debunk the myth that science is scary and only for students.

Nominations Sought for CONVENTION CALENDAR 2015 P.R.I.D.E. Awards



The 2014 P.R.I.D.E. Master Award was received by Chris Giordano, president and general manager of the State Fair of Louisiana.

The 2015 P.R.I.D.E. Awards, an annual awards presentation of the Shreveport-Bossier Convention and Tourist Bureau, will be held at 7 p.m. on Thursday, May 7 at DiamondJacks Casino and Resort in Bossier City.

The evening will feature an awards program honoring the most outstanding employees in Shreveport-Bossier's hospitality and tourism industry.

Nominations are currently being sought for more than 20 award categories, ranging from Outstanding

Valet to Outstanding Hotel Executive. All hospitality industry businesses like hotels, restaurants and tourist attractions can nominate employees. The evening's final award, the P.R.I.D.E. Master Award, is the region's highest honor among tourism professionals.

The acronym P.R.I.D.E. stands for "Proud Residents Involved in Developing our Economy." The awards are held each year in early May, in conjunction with National Travel and Tourism Week, which is observed during the first full week in May.

There is no cost associated with nominating an employee for awards consideration. Employers or others interested in nominating an employee for a P.R.I.D.E. Award may do so by visiting www.shreveport-bossier.org/UserContent/pride/nominations.html. Nominations close at 8 a.m. on Tuesday, April 21.

DATE	EVENT
March 2-3	Louisiana Registrar of Voters Association Annual Conference
March 3-7	Louisiana Water Supply, Sewerage and Industrial Waste Annual Conference
March 5-6	Louisiana Municipal Clerks Association Spring Conference
March 5-7	Louisiana Dental Hygienists Association Meeting
March 5-7	North Louisiana Storytellers & Authors of Romance Writers Conference
March 6-7	Red Line Cheer Open Championship
March 10	Louisiana Industrial Development Executives Association Spring Meeting
March 10	Louisiana Poultry Federation Annual Conference
March 11-12	Goodwill Industries Learn and Lead Lab Event
March 17-21	Association of Desk & Derrick Clubs, Region III Annual Meeting
March 18-22	Take Off Pounds Sensibly (TOPS) Annual Conference
March 19-21	Louisiana Society, Daughters of the American Revolution Conference
March 19-25	CALLERLAB Annual Convention
March 23-25	Louisiana Pest Management Association Spring Meeting
March 25-27	Louisiana Library Association Meeting
March 26-28	Fleet Reserve Association/Ladies Auxiliary Convention
April 6-11	Good Sam Camping Organization RV Rally
April 10	Louisiana Baptist Convention
April 19-21	Better Business Bureau Southeast Regional Annual Meeting
April 22-24	Louisiana Society of Professional Surveyors Annual Meeting
April 27-30	Inland Rivers, Ports and Terminals Annual Conference
April 27-May 2	Navy Week

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

shreveportbossierfunguide.com

for a fun time...CLICK!

