

TravelTalk

March-April 2016 Newsletter



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Updated Websites Showcase Shreveport-Bossier

www.Shreveport-Bossier.org
**NEW WEBSITE
LAUNCH**

**SEE IT. BET IT.
TASTE IT.**

The Shreveport-Bossier Convention and Tourist Bureau launched a redesigned and all-new *Shreveport-Bossier.org*, its main tourism website. The Tourist Bureau also plans to soon unveil its newly updated online arts and culture calendar, *SBFunGuide.com*.

The Shreveport-Bossier Convention and Tourist Bureau launched a redesigned and all-new *Shreveport-Bossier.org*. The official online resource for traveler information on Caddo and Bossier Parishes, the website was visited 475,335 times in 2015 (a 17% traffic increase over 2014). Visitors to the site downloaded 30,118 visitor guides and other brochures in 2015.

The new site includes features such as multimedia-enhanced listings, TripAdvisor and Google

Maps integration, a responsive design for mobile and tablet users, advanced meeting facility search, a built-in trip planner, responsive geo-triggers for nearby listings and events, integrated social feeds from Instagram and Facebook, and more.

Shreveport-Bossier.org is the main tourism website, but it's not the only site maintained by the Tourist Bureau as a source of visitor information. *SBFunGuide.com*, the arts and culture calendar that is a joint project of the Tourist Bureau and the Shreveport Regional Arts

Council, is another popular online resource for discovering upcoming festivals, concerts and events. The "SBFunGuide" allows local event organizers and tourist attractions to submit their own events to be included on the website and in various publications and marketing efforts. The *SBFunGuide* was visited by 319,669 users in 2015 and new tourism partners learn how to use it every day. The *SBFunGuide* is also undergoing a huge update, and the new version of that site will launch soon with similar improvements.

Dates to Remember:

- Hospitality Breakfast**
- 3/2 8 a.m.
Holiday Inn
Shreveport Downtown
 - 4/6 8 a.m.
Wyndham Garden Hotel

- Hotel and Lodging Association Meeting**
- 3/10 12 p.m.
Courtyard Shreveport-Bossier City/Louisiana Boardwalk
 - 4/14 12 p.m.
Venue TBD

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

- 2016 P.R.I.D.E. Awards**
- 5/5 6 p.m. reception
6:30 p.m. awards
Sam's Town Hotel & Casino

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
- Events:** www.SBFunGuide.com

SEE IT. BET IT. TASTE IT.

www.Shreveport-Bossier.org



Your Bureau >>> at Work

- 3/2** **Blue Man Group**
Shreveport Municipal Auditorium
- 3/3** **Alive After 5**
Red River District
- 3/6** **Tyler Perry's Madea on the Run**
Shreveport Municipal Auditorium
- 3/11** **Joseph and the Amazing Technicolor Dreamcoat**
Strand Theatre
- 3/12** **Luke Bryan "Kill the Lights Tour"**
CenturyLink Center
- 3/19** **Battle of the Gumbo Gladiators**
Shreveport Festival Plaza
- 3/19** **Louisiana Redbud Festival**
Vivian Townsquare
- 3/19** **Spring Easter Egg Hunt and Ladybug Release**
American Rose Center
- 3/20** **Nick Cave As Is**
Shreveport Municipal Auditorium
- 3/24** **Cook the Book: Dumplings All Day Wong**
Sainte Terre
- 4/2** **ASEANA Spring Festival: Laotian Festival**
ASEANA Asian Gardens
- 4/2** **Cork - A Red River Revel Wine Event**
Shreveport Festival Plaza
- 4/2** **The Jacksons**
Horseshoe Casino & Hotel
- 4/9** **Ark-La-Tex Ambassadors BBQ Cook-Off**
Shreveport Festival Plaza
- 4/16** **Artini**
Harrah's Louisiana Downs
- 4/22** **Earth Day Celebration**
Marlene Yu Museum
- 4/22** **Carrie Underwood "The Storyteller Tour"**
CenturyLink Center
- 4/28** **Modest Mouse**
Shreveport Municipal Auditorium
- 4/29** **Molly Ringwalds**
Margaritaville Resort Casino
- 4/30-5/1** **Barksdale Air Force Base Airshow**
Barksdale Air Force Base

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



Instagram

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

Each month in 2016, the account will feature photos of Shreveport-Bossier by a different local photographer. The featured photographer in January was **Jennifer Farnhill** (@fernhill.foto) and February was **John Linden** (@JohnLindenPhotography).



Stacy Brown

Stacy Brown, president, and **Sherry Stuckey**, board chairwoman, attended Washington Mardi Gras, in Washington, D.C., Jan. 20-24, where they met and networked with state and federal officials.



Suzanne Card

Suzanne Card, convention sales manager, hosted representatives from Louisiana District Council Pentecostal Assemblies of the World for a site visit, Jan. 26-28. Card and **David Bradley**, vice president of convention and group tour sales and service, attended Religious Conference Management Association (RCMA)'s EMERGE Conference in San Diego, Calif., Feb. 7-9, in conjunction with partners from the Shreveport Convention Center and Hilton Hotel Shreveport. They had 13 appointments and received five requests for proposals.



Dianna Douglas

Dianna Douglas, regional convention sales manager, attended the Professional Conference Management Association (PCMA) Convening Leaders in Vancouver, British Columbia, Jan. 10-13, and sat on the faculty panel. Douglas also attended Diversity Marketplace in Atlanta, Ga., Jan. 17-19, where she had 35 appointments. Douglas and

Melissa Small, communications coordinator, hosted representatives from Women in Travel Summit for a site visit, Feb. 19-20. Shreveport-Bossier is one of the top four finalists competing to host the annual event in 2017.



Carolyn Dowden

Carolyn Dowden, bureau service manager, and **Teresa Micheels**, volunteer services coordinator, attended Event Service Professionals Association (ESPA)'s Annual Conference in Vancouver, British Columbia, Jan. 7-11, where they participated in continuing education seminars.



Kevin Flowers

Kevin Flowers, convention sales manager, won the bid to host the 366th Security Police Squadron K-9 Reunion in October 2016.



Erica Howard

Erica Howard, tourism sales manager, attended Select Traveler Conference in Little Rock, Ark., Feb. 7-9, where she had 28 appointments. **Chris Jay**, social media and public relations manager, partnered with Visit Webster Parish to host a post-conference media familiarization tour for members of the Society of American Travel Writers (SATW) Freelance Council, Feb. 10-13. Participating journalists took part in a movie industry-themed tour of Minden and Shreveport-Bossier, overnighing in both cities. Jay also attended Food Media South, the annual conference of the Southern Foodways Alliance, in Birmingham, Ala., Feb. 19-20. Jay had eight one-on-one appointments and networked with food editors from top publications including *Southern Living*, *Eater.com*, *Garden & Gun* and *Texas Monthly*.

The **Shreveport-Bossier Sports Commission** won the bid to host USA Boxing Junior Olympics and Southern Association Boxing Tournament, April 22-24.

Nominations Sought for 2016 P.R.I.D.E. Awards

The 2016 P.R.I.D.E. Awards, an annual awards presentation hosted by the Shreveport-Bossier Convention and Tourist Bureau, will be held Thursday, May 5, at Sam's Town Hotel & Casino in Shreveport. Reception will begin 6 p.m. with awards presentation following at 6:30 p.m. The evening will feature an awards program honoring the most outstanding individuals in Shreveport-Bossier's hospitality and tourism industry. Nominations are currently being sought for more than 20 award categories, ranging from Outstanding Attraction Professional to Outstanding Culinary Professional. All hospitality industry businesses like hotels, restaurants and attractions can nominate individuals.

The evening's final award, the P.R.I.D.E. Master Award, is the region's highest honor among tourism



The P.R.I.D.E. Awards honor the most outstanding individuals in Shreveport-Bossier's hospitality and tourism industry. The evening's events will begin at 6 p.m. Thursday, May 5, at Sam's Town Hotel & Casino in Shreveport.

professionals. The acronym P.R.I.D.E. stands for "Proud Residents Involved in Developing our Economy." The awards are held each year during the first full week in May, in conjunction with National Travel and Tourism Week, which will be observed May 1 - 7.

"The P.R.I.D.E. Awards are an excellent opportunity to honor

individuals who go above and beyond in their jobs every day," said Stacy Brown, president of the Tourist Bureau. "The new lieutenant governor, Billy Nungesser, will also be in attendance to honor and thank the nominees for working to make Louisiana a great place to visit."

There is no cost associated with nominating an individual for

awards consideration. Employers or others interested in nominating an individual for a P.R.I.D.E. Award may do so by visiting www.Shreveport-Bossier.org/Pride. Nominations close at midnight on April 12. For more information, contact Charlie Rice, executive assistant, at crice@sbctb.org.

NOMINATE TODAY!



Do you know an outstanding individual in Shreveport-Bossier's hospitality and tourism industry? If so, nominate today by visiting:

www.Shreveport-Bossier.org/Pride

Sports Commission Hosts Wrestling State Tournament

The 2016 Louisiana High School Athletic Association (LHSAA) Wrestling State Tournament was held at the CenturyLink Center in Bossier City, Feb. 11-12. This was the first time the area has hosted the tournament since 2011, and the wrestling state tournament will return again in 2017. More than 80 schools across the state were represented with nearly 1,000 wrestlers competing across three divisions. More than 13,000 fans were in attendance over the two days.

"This is one of our strongest events," said Kelly Wells, vice president of sports for the Shreveport-Bossier Sports Commission. "This event couldn't have happened without the help of volunteers and our hotel industry partners."

More than 80 percent of the

“The wrestling tournament is important business for north Louisiana, and it had a great economic impact on the local area.”

- Debbie Coleman, sales manager at the Wyndham Garden Shreveport

participants traveled from south Louisiana, stayed in hotels and ate in local restaurants.

"This was a fabulous event for Shreveport-Bossier to host because all the area hotel rooms were full," said Debbie Coleman, sales manager at the Wyndham Garden Shreveport. "The wrestling tournament is important business for north Louisiana, and it had a great economic impact on the local area."

Visitors' Guide Celebrates Locals

The Shreveport-Bossier Convention and Tourist Bureau released the 2016 edition of the *Official Visitors' Guide to Shreveport-Bossier*. The free, pocket-sized brochure is the primary fulfillment piece for visitor inquiries. A minimum of 100,000 guides are printed annually and distributed to visitors through hotels, brochure racks in hotels, restaurants and attractions in East Texas and Louisiana, and welcome centers across the state of Louisiana. The *Visitors' Guide* is also available in electronic format on www.Shreveport-Bossier.org.

David Doe, co-manager of Herby K's, is featured on the cover of the 2016 guide. The choice to feature a local restaurateur was made to reflect the Louisiana Office of Tourism's statewide culinary marketing theme for 2015 and 2016. Chefs John Besh, Emeril Lagasse and eight other chefs are featured on the cover of the 2016



Official Louisiana Inspiration Guide. Herby K's has been run by the same family since 1936.

"Herby K's has been a part of this great community for 80 years," said Doe. "We couldn't feel more honored to be chosen to represent Shreveport-Bossier on the cover of the *Visitors' Guide*."

Copies of the 2016 *Official Visitors' Guide to Shreveport-Bossier* can be picked up at the Downtown Shreveport Visitor Center at 629 Spring St., requested by mail, by visiting www.Shreveport-Bossier.org or by calling 1-800-551-8682.

TravelTalk

Newsletter



Industry Briefs:

The **Shreveport-Bossier Sports Commission** has been chosen for the second consecutive year as one of *SportsEvents Magazine's* 2016 Readers' Choice Award winners. Sports event professionals nominated destinations that they believe display exemplary creativity and professionalism toward the groups they host.

The **Louisiana Office of Tourism** awards grants to help fund marketing expenses associated with tourism events held throughout Louisiana through their Competitive Grant Program (CGP). The grant program is open to applicants who produce

tourism events held July 1, 2016 - June 30, 2017. Applications must be postmarked by March 18. To download an application, visit www.crt.state.la.us/tourism/industry-partners/grants. For more information, contact Jay Tusa, director of communications and research at Louisiana Office of Tourism, at 225-342-8142 or jtusa@crt.la.gov.

Wyndham Garden Shreveport completed a multi-million dollar renovation and opened an exclusive club level and executive concierge's lounge in February 2016. The hotel also hired Victoria Meyers to serve as the new general manager.

Board of Directors:

Sherry Stuckey,
Chairwoman
Shreveport-Bossier Hotel & Lodging Association*

Carlton Golden,
Vice Chairman
Bossier Parish Police Jury*

Tanita Baker,
Treasurer
Shreveport-Bossier African American Chamber of Commerce*

Ray Tromba,
Secretary
Bossier City Mayor's Office*

Tari Bradford,
Shreveport Mayor's Office*

Shelli Briery,
Harrah's Louisiana Downs*

Rob Brown,
Shreveport-Bossier Hotel & Lodging Association*

Sandy Cimino,
Bossier Chamber of Commerce*

Debbie Coleman,
Shreveport-Bossier Hotel & Lodging Association*

Mary Dunn,
Shreveport-Bossier Attractions Association*

Mark Garrett,
Greater Shreveport Chamber of Commerce*

Joyce Jeffrey,
Bossier Office of Community Services*

Jason McKinney,
Louisiana Restaurant Association*

Kellie Morris,
Caddo Parish Commission*

Luke Turner,
Bossier Rural Mayors*

Patricia Wooldridge,
Caddo Rural Municipalities*

*Appointing Organization



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