

# TravelTalk

May-June 2016 Newsletter



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## "Be a Fan of Shreveport-Bossier" Encourages Locals to Visit Attractions, May 1-7

In celebration of National Travel and Tourism Week, May 1-7, the Shreveport-Bossier Convention and Tourist Bureau and KSLA are encouraging locals to visit Shreveport-Bossier's tourist attractions such as museums, festivals, art galleries and more, while taking advantage of exclusive admission discounts available only at [www.BeAFanOfSB.com](http://www.BeAFanOfSB.com).

Nearly 20 discounts are being offered on the website. Users must enter a valid e-mail address to receive the discounts, which may be redeemed at participating businesses during National Travel and Tourism Week. Users can register to receive the discounts at any time during the promotional period of May 7. Locals who make use of the discounts are asked to share their experiences on social media with the hashtag #BeAFanOfSB.

"Locals can be a community's best ambassadors," said Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau. "We designed the 'Be a Fan of Shreveport-Bossier' campaign in an



effort to encourage locals to get better acquainted with all of the great things to see and do right in their own back yard."

Examples of discounts being offered by the participating attractions include buy-one-get-one-free bowling at Holiday Lanes, 50 percent off flyboarding with iFlyh2o (formerly Ark-La-Tex FlyBoard), buy-one-get-one-free admission to Jubilee Zoo and more. Each participating tourist attraction, as well as visitor centers at 629 Spring Street and Shreveport Regional Airport, will also be distributing free, hand-held 'Be a Fan' hand-held fans promoting the discount program.

One person who registers for the discounts will be randomly selected to win a staycation prize package. The package includes: a one-night stay at the Hilton Garden Inn/Homewood Suites by Hilton Shreveport-Bossier; a Family 4-Pack for the 2016 season at Splash Kingdom Waterpark; a Family 4-Pack of tickets to Sci-Port Discovery Center; a \$50 gift certificate to Jan's River Restaurant; and six bowling passes to Holiday Lanes. A winner will be selected from among all qualifying entrants on Monday, May 9.

For more information, visit [www.BeAFanOfSB.com](http://www.BeAFanOfSB.com).

## Dates to Remember:

### 2016 P.R.I.D.E. Awards

5/5 6 p.m. Reception  
6:30 p.m. Awards  
Sam's Town Hotel & Casino

### SBAA Seminar "Telling Your Story"

5/16 9 a.m. - 2 p.m.  
Woman's Department Club

### Hospitality Breakfast

6/1 8 a.m.  
Harrah's Louisiana Downs

### Hotel and Lodging Association Meeting

5/12 12 p.m.  
Venue TBD  
6/9 12 p.m.  
Venue TBD

For more HLA info, contact Sherry Stuckey at [stuckgm@aol.com](mailto:stuckgm@aol.com).

## Get Social with Us!

Facebook: /LouisianasOtherSide  
Twitter: @sbctb  
Instagram: @seeshreveportbossier  
YouTube: /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

- 4/30-5/1** **Barksdale Air Force Base Airshow**  
*Barksdale Air Force Base*
- 5/5** **Alive After 5**  
*Red River District*
- 5/7** **Gusher Days Festival**  
*Earl G. Williamson Park*
- 5/7** **Shreveport Derby Day**  
*R. W. Norton Art Gallery*
- 5/9-14** **Poke Salad Festival**  
*Darby Avenue and Pinehill Road*
- 5/11** **Gregg Allman**  
*Shreveport Municipal Auditorium*
- 5/13** **The Official Blues Brothers Revue**  
*Strand Theatre*
- 5/14** **Eric Paslay**  
*Dare Dayclub, Ultra Pool at Horseshoe Casino & Hotel*
- 5/20** **Tracy Morgan: Picking Up the Pieces Tour**  
*Horseshoe Casino & Hotel Riverdome*
- 5/26-29** **Mudbug Madness Festival**  
*Festival Plaza*
- 6/4** **Rickey Smiley**  
*Shreveport Municipal Auditorium*
- 6/9-18** **Into the Woods**  
*Marjorie Lyons Playhouse*
- 6/11** **SHRA: High Powered Muscle Car Drag Racing**  
*Thunder Road Raceway Park*
- 6/17-19** **Let the Good Times Roll Festival**  
*Festival Plaza*
- 6/18** **Sunflower Travel and Festival**  
*Hwy. 3049, Gilliam*

## Farmers' Markets

- Saturdays April-Dec.** **Bossier City Farmers' Market**  
*Pierre Bossier Mall*
- Sundays May-July** **Benton Farmers' Market**  
*Simpson Street Park*
- Fridays May-July** **South Highlands Summer Market**  
*Mall St. Vincent*
- Tuesdays & Saturdays June-Aug.** **Shreveport Farmers' Market**  
*Festival Plaza*

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



**Jessica Busada**

The Shreveport-Bossier Sports Commission recently welcomed a new full-time staff member to the organization. **Jessica Busada** has taken on the position of strategic partnerships and sponsorships director. Busada is a graduate of Louisiana State University and earned a Masters of Liberal Arts with a focus in sports marketing and branding and a Bachelor of Science in sports administration with a minor in business.



**Stacy Brown**

**Stacy Brown**, president, attended the National Scenic Byway Foundation Board of Directors Planning Retreat in Las Vegas, NV, Feb. 22-24, where the board refined the vision and renewed commitment for education, training and support of byway leaders.



**Brandy Evans**

**Brandy Evans**, vice president of communications, attended the Southeast Tourism Society Spring Symposium in Baton Rouge, April 4-6. Some of the sessions focused on culinary tourism, stable funding sources for destination marketing organizations and content marketing.



**Erica Howard**

**Erica Howard**, tourism sales manager, in conjunction with the Louisiana Office of Tourism, attended a Canadian sales mission to Toronto, Ontario and Vancouver, British Columbia, April 25-28, for media and group tour operator sales calls.

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**Erica Howard**, tourism sales manager, in conjunction with the Louisiana Office of Tourism, attended a Canadian sales mission to Toronto, Ontario and Vancouver, British Columbia, April 25-28, for media and group tour operator sales calls.

**Howard**, in conjunction with the Louisiana Office of Tourism's Canadian sales representatives, hosted six Canadian tour operators and travel agents, March 3-4. Howard also attended the Travel South USA Domestic Showcase in Winston-Salem, NC, March 6-9, in conjunction with partners from Sunrise Hospitality and Monroe-West Monroe Convention and Visitors Bureau. They had 35 appointments with tour operators. Howard also attended Active America China in Ft. Worth, Texas, March 16-19, where she had 19 appointments with Chinese tour and receptive operators.



**Pat Gill**

**Pat Gill**, internet and systems manager, and **Charlotte Rice**, executive assistant, attended Simpleview Summit in Tucson, AZ, April 4-7, where they participated in hands-on training.



**Charlotte Rice**



**Chris Jay**

The Tourist Bureau's official Facebook page (LouisianasOtherSide) passed 30,000 "likes" on March 15. The page is used as a platform to spread the word about things to see and do in Shreveport-Bossier.

**Chris Jay**, social media and public relations manager, manages the Tourist Bureau's social media accounts.



**Kelly Wells**

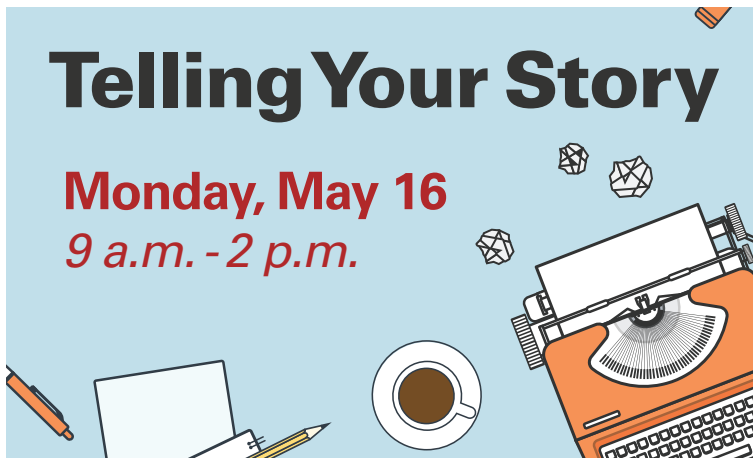
**Kelly Wells**, vice president of sports, and **Que'brellyn Hill**, sports sales and services coordinator, attended the National Association of Sports Commissions' Sports Event Symposium in Grand Rapids, MI, April 3-7, where they had 23 appointments.

# Seminar Aims to Help Attractions Be Storytellers

The Shreveport-Bossier Attractions Association and the Shreveport-Bossier Convention and Tourist Bureau will host its next quarterly seminar, entitled "Telling Your Story," 9 a.m. - 2 p.m., Monday, May 16 at the Woman's Department Club, 802 Margaret Place in Shreveport.

Attendees will learn how to write effective press releases, create beneficial relationships with local media and get an inside view of local resources that can aid in attracting visitors to experience everything to see and do in Shreveport-Bossier. The three-part workshop will be led by seasoned public relations and marketing professionals Joan Botts, Brandy Evans and Karen Wissing.

"The goal of this workshop is to help attractions learn how to



be their own storytellers and use local resources to get the word out about the wonderful things to see and do in Shreveport-Bossier," said Robin Williams, president of the Shreveport-Bossier Attractions Association.

The seminar is only for tourism-related attractions such as annual

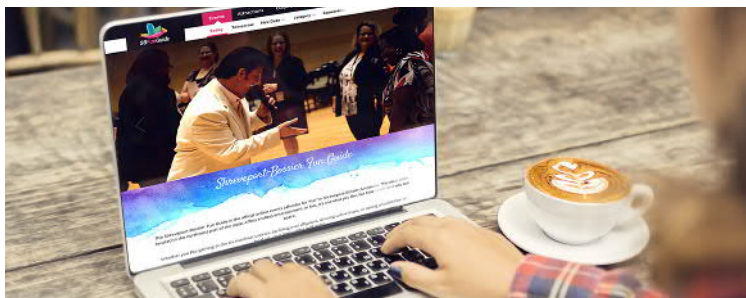
events, art galleries, festivals, museums, nature centers, outdoor recreation, performing arts and tour guides. Lunch will be provided. Shreveport-Bossier Attractions Association members can attend for free and non-members can attend by paying \$20 at the door. Advance

**“The goal of this workshop is to help attractions learn how to be their own storytellers and use local resources to get the word out about the wonderful things to see and do in Shreveport-Bossier”**

*- Robin Williams, SBAA president*

registration is required. To RSVP call (318) 222-9391 or email [msmall@sbctb.org](mailto:msmall@sbctb.org) by Tuesday, May 10. For more information on marketing programs offered by the Shreveport-Bossier Convention and Tourist Bureau, visit [www.Shreveport-Bossier.org/](http://www.Shreveport-Bossier.org/) Industry-Partners.

## Redesigned SBFunGuide.com Launched



After many months of planning and development, the Shreveport-Bossier Convention and Tourist Bureau has launched a new version of the official online arts, culture and entertainment calendar for Shreveport-Bossier, [www.SBFunGuide.com](http://www.SBFunGuide.com).

The site is mobile and tablet friendly and includes features such as saving favorites, adding events to electronic calendars and listings of attractions. The new design includes an updated form for event planners to submit their events for inclusion

on the site. Simpleview Extranet users can also submit events from within an Extranet account.

SBFunGuide.com is a project of the Tourist Bureau and the Shreveport Regional Arts Council. Events may be submitted online via [www.SBFunGuide.com/Submit](http://www.SBFunGuide.com/Submit) or by using a Simpleview Extranet account.

To add and view area events, visit [www.SBFunGuide.com](http://www.SBFunGuide.com). For trouble shooting information, contact Pat Gill, internet and systems manager, at [pgill@sbctb.org](mailto:pgill@sbctb.org).

## Tourism Summit Coming to Shreveport, Aug. 23-25

The Lt. Governor's Tourism Summit, a statewide gathering of Louisiana tourism and hospitality professionals organized annually by the Louisiana Travel Promotion Association (LTPA), will be in Shreveport-Bossier, Aug. 23-25.

Billed as the largest LTPA event of the year, Summit will include a keynote address by Lt. Governor Billy Nungesser as well as educational panels, break-out sessions and guest speakers addressing the latest tourism and hospitality industry trends. More than 300 delegates from throughout Louisiana attend Summit each year. The event has been hosted in Shreveport-Bossier twice in the last decade, in 2008 and 2012.

"The majority of Summit attendees are employed in the tourism and hospitality industry," said Stacy Brown, president of the Shreveport-

Bossier Convention and Tourist Bureau. "They represent businesses who advise travelers about where to go and what to do. When they come to our city, that's our opportunity to familiarize them with the very best that we have to offer."

To register for Summit, visit [www.ltpa.org](http://www.ltpa.org).

### Donate Today!

A silent auction is organized by the host city every year. All funds raised support the LTPA Governmental Action Committee and other LTPA programs and projects. Items can range from collectibles, merchandise, business bargains and getaways. All items will be prominently displayed in a room designated for auction items. To donate items, contact Lila Davis, visitor services manager, at 318-222-9391 or [ldavis@sbctb.org](mailto:ldavis@sbctb.org) by July 29.

# TravelTalk

## Newsletter



### Industry Briefs:



**Great Raft Brewing** filmed a TV project with the Louisiana Office of Tourism on March 21. The coverage will be included within a 10 minute portion of a 25 minute TV episode by *World Traveller* that will air in China on 31 channels.

**Geauxsicles** will showcase its gourmet ice pops at International Pow Wow (IPW) during the closing reception, entitled "Taste & Tunes of Louisiana" in New Orleans, June 22. IPW is the travel industry's premier international marketplace

with more than 5,000 attendees who are international travel buyers, domestic travel buyers and journalists representing more than 70 countries.

**Hilton Hotel Shreveport** promoted two leaders within the organization.

**Marianne McConathy-Nelson** has taken on the position of general manager and **Cate Jeane** has taken on the position of director of sales.

**Homewood Suites by Hilton Shreveport-Bossier** received three team member awards at a brand leadership conference in March. **Sandra Haynes** was recognized as Director of Sales of the Year. **Ray Ferland** received an Excellence in Operational Leadership Award and **Tiffany White** received a Social Media Award.

### 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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Shreveport-Bossier  
Convention & Tourist Bureau  
629 Spring St.  
Shreveport, LA 71101

