

Travel Talk

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



July -
Aug.
2009

Local Tourism, Hospitality Industry Travel Outlook Conference's Key Focus

The popular and successful Travel Outlook Conference, presented by the Shreveport-Bossier Convention and Tourist Bureau, will return to the Bossier Civic Center on Tuesday, Aug. 4, from 8:30 a.m.-3 p.m.

"We look to expand on the success of last year's event," said Stacy Brown, tourist bureau president. "With another powerful line-up of expert guest speakers, we believe this year's conference will again assist our local hospitality industry in business planning for 2010."

Nearly 200 hospitality industry professionals throughout North Louisiana attended last year's event, which provided a forum to discuss both economic trends and the future of the travel industry in Shreveport-Bossier.

This year's Travel Outlook Conference will feature state officials and



Wade Duty, executive director of the Casino Association of Louisiana, is among experts slated to speak at the 2009 Travel Outlook Conference.

industry leaders, from a variety of sectors, who will present information about how their businesses impact local tourism and the impact of the nation's current economic climate.

The slate of speakers include Darienne Mobley, co-director of the Louisiana Travel Promotion Association; Don Schumacher, executive director of the National Association of Sports Commissions; Jim Hutchinson, assistant secretary of the Louisiana Office of Tourism; Judy Randall, president and CEO of Randall Travel Marketing; and Wade Duty, executive director of the Casino Association of Louisiana, among others.

The cost to attend is \$35 per person, prior to the event, and \$45 at the door. A continental breakfast and lunch is included. To register or for more information about the conference, contact Kathy Melancon at 429-0654.

Stay Wired, Join Us Online



Former state representative Billy Montgomery, President Stacy Brown and bureau board member Luke Turner at 2009 P.R.I.D.E. Awards.

Looking for great P.R.I.D.E. Award photos? Want to post your comments about must-see local spots or find updates on things to see and do in Shreveport-Bossier?

Make sure you stay wired: become a fan of Shreveport-Bossier ~ Louisiana's Other Side by visiting www.facebook.com, view our videos at www.YouTube.com/SBCTB11 and visit our Inside the Other

Side blog at www.Shreveport-Bossier.org.

Dates to Remember:

Hospitality Breakfast

7-1, 8 a.m., Hilton Hotel.

8-5, 8 a.m., Holiday Inn Bossier.

Travel Outlook Conference

8-4, 8:30 a.m.-3 p.m., Bossier Civic Center.

Louisiana Restaurant Assn.

8-3, 6 p.m., Ernest's Orleans Restaurant - Legislative Dinner & Silent Auction.

Attractions Association

7-8, 11 a.m., Ramada Inn, 4000

Industrial Dr., Bossier City. Cost for lunch is \$5.

Information: Gina Hobbs, 461-0625.

Shreveport-Bossier Hotel & Lodging Association

7-14; 8-11, 11 a.m., Location TBA.

Information: Bob Gansfuss, 629-4458.

Calendar of Events

July/August

- 7/3 Movies & Moonbeams: presents Space Cowboys. RiverView Park.
- 7/4 Independence Day Festival. Festival Plaza and the Louisiana Boardwalk.
- 7/4 25th annual Sportspectrum Firecracker 5K. Sears at Mall St. Vincent.
- Through 7/5 Sleeping Beauty. Marjorie Lyons Playhouse.
- 7/3-5 Independence Weekend Celebration. Water Town USA.
- 7/10 Bodyattack Launch. Broadmoor YMCA.
- 7/9-11 Jon "the Hemi Guy" Reep. Funny Bone Comedy Club.
- 7/10 Caddo/Bossier RSVP and NAIFA Golf Tournament. StoneBridge Golf Course, Bossier City.
- 7/17 Movies & Moonbeams: presents Jumanji. Betty Virginia Park.
- 7/17 Red River Songwriters' Association Workshop. Artspace.
- 7/17 SPAR's 13th Annual Ice Cream Social, "I Scream for Ice Cream!" Betty Virginia Park.
- 7/20-8/24 Get Two-Steppin', Country Style! Louisiana State University in Shreveport.
- 7/24-25 The Friday Night Freak-Out presents "Enter the Dragon." Robinson Film Center.
- 7/26 The Stars and Stripes: Fabric of the American Spirit. R. W. Norton Art Gallery.
- 7/31 Kansas. DiamondJacks Casino & Resort.
- 7/31 The Art Of Graffiti Opening Night. Artspace.
- 8/1-9/19 The Art Of Graffiti. Artspace.
- 8/11-9/20 Albino R. Hinojosa: An American Realist. R. W. Norton Art Gallery.
- 8/7 Movies & Moonbeams: On Golden Pond. RiverView Park
- 8/13 Babe, The Sheep Pig. Margaret Shaffer Dickson Theatre at Southfield School.
- 8/21-23 The Everything Green Expo. Shreveport Convention Center.
- 8/21-23 James Burton International Guitar Festival. Municipal Auditorium.
- Through 9/5 Shreveport Farmer's Market. Festival Plaza.
- Through 9/7 Animalopolis at the IMAX Theater. Sci-Port: Louisiana's Science Center.
- Through 9/7 Dinosaurs Alive IMAX. Sci-Port: Louisiana's Science Center.
- Through 10/24 Shreve Town Ghost Walk. Downtown Shreveport.



Be sure to submit your Shreveport-Bossier events regularly at www.ShreveportBossierFunGuide.com

Your Bureau at Work For You



Erica Howard
Tourism
Sales Manager

Tourism Sales Manager Erica Howard traveled to Rapid City, S.D., May 29-June 4, to attend the annual Travel Alliance Partners Conference.

The event is the signature marketplace for the organization,

which unites premier North American tour operators and tourism professionals from across the U.S. and Canada.

Public Relations/Social Media Manager Tarah Holland will travel to Dahlonega, Ga.



Tarah Holland
Public Relations/Social
Media Manager

to attend her second year of the Southeast Tourism Society's Marketing College, July 26-31, at North Georgia College and State University.

Product Development/Research Manager Kathy Melancon

traveled to New Orleans, June 10-11, to attend a conference of the Association of Professional Fundraisers – Greater New Orleans Chapter. Kathy will use what she learned to assist Shreveport-Bossier attractions.

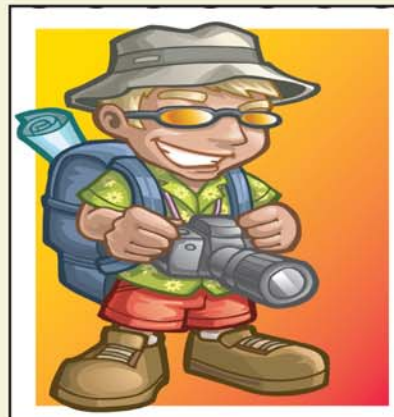
Tourism Challenge Offers Fun, Chance To Win Vacation Getaway

Grab your passport and a friend for the launch of Shreveport-Bossier's first-ever, Tourism Challenge kick off, July 1.

The Tourism Challenge is an initiative of the Shreveport-Bossier Convention and Tourist Bureau, the Shreveport-Bossier Attractions Association, the Shreveport-Bossier Hotel and Lodging Association and the Louisiana Restaurant Association to encourage a better informed local hospitality industry that is motivated and excited about sharing with visitors all there is to see and do here on Louisiana's Other Side.

With the recent success of the Bassmaster Classic, the booming film industry and such upcoming events as the Advocate 100 Independence Bowl just around the corner, Shreveport-Bossier will continue to find itself in the spotlight not only this year, but for years to come.

Approximately 60 industry partners, including Sci-Port: Louisiana's Science Center and the Louisiana Boardwalk, have designated special rates and/or free admission for the Tourism Challenge. Participants have been issued special pass-



Shreveport-Bossier's first-ever, Tourism Challenge will kick off on July 1 and run through early September. Prizes include a vacation getaway.

ports, which give them nine weeks to visit, along with a guest, as many attractions, restaurants and hotel properties as possible, and in return receive a stamp(s) for each visit for a chance to win prizes come September, when all passports are collected and stamps are counted.

Participants with 35 or more stamps will have a chance to win the grand prize of a trip for two to Las Vegas or a weekend cruise

to the Bahamas.

"One of the greatest benefits that our local tourism industry will receive from this promotion is, not only a more informed workforce, but also an extended group of industry experts that can speak to all of the great options that we offer in Shreveport-Bossier," said Stacy Brown, tourist bureau president.

"In addition, participants will spread the word throughout our community about their exciting, first-hand experiences."

For more information, contact Kathy Melancon at 429-0654 or kmelancon@sbctb.org.



Convention Calendar - July/August

Date	Event	Hotel
7/1-7/5	Southern Cruisers Riding Club – 2009 State Rally	Holiday Inn Shreveport West
7/5-7/9	Louisiana DARE Officers Association – 2009 Conference	DiamondJacks Casino and Resort
7/7-7/10	2009 Miss Teen Princess Louisiana Pageant	Hilton Hotel Shreveport
7/7-7/8	Department of Health and Hospitals	DiamondJacks Casino and Resort
7/11-7/14	Southeastern States Pupil Transportation Association – 2009 Annual Convention	Shreveport Convention Center, Hilton Hotel Shreveport
7/14-7/17	Louisiana Association of Plumbing, Heating & Cooling Contractors – 2009 Annual Convention	Hilton Hotel Shreveport
7/15-7/16	Louisiana Flood Plane Management Association Conference – Board Meeting	Holiday Inn Downtown
7/16	Louisiana Supreme Court – Seminar	Hilton Hotel Shreveport
7/21-7/23	All Believers Christian Assembly – 2009 Conference	Clarion Hotel Shreveport
8/19-8/20	Louisiana Medicaid Infrastructure Grant – August Meeting	Shreveport Convention Center, Hilton Hotel Shreveport
7/25-7/29	Louisiana Association of Substance Abuse Counselors – 2009 Annual Convention	Clarion Hotel Shreveport
8/8-8/11	2009 Louisiana Headstart Association Statewide Conference	Hilton Hotel Shreveport
8/18-8/20	Keep Louisiana Beautiful – 2009 Conference	Hilton Hotel Shreveport

Bureau, Robinson Roll Out Red Carpet; Sign Up For Latest News

In May, the tourist bureau asked visitors and residents to showcase their talents on screen or behind the camera in the **"Show Us Your Shreveport-Bossier"** video promotion.

Now the time has come for the public to vote for the best entry.

Once voting ends on July 17 and the public decides who has the best video, the top finalists will be recognized and one lucky person awarded a check for \$2,500 at a red carpet premiere event, at 7:30 p.m., Thursday, July 23, at the Robinson Film Center.

This event is free and open to the public.

"This contest is a great example of how film can help build and strengthen communities, and we're proud to be a part of it," said Chris Jay, director of marketing and programming at the film center. "One of our goals at The Robinson



Cast your votes daily for the best entry in the "Show Us Your Shreveport-Bossier video promotion at www.Shreveport-Bossier.org.

Film Center is to empower members of our community to tell their own stories through the medium of film, so this is a natural partnership."

To cast your votes, visit www.Shreveport-Bossier.org. ■

Do you have summer specials you'd like to share with visitors and area residents?

If so, you could earn a feature in upcoming issues of **Shreveport-Bossier Getaways** – a monthly e-newsletter that's received by thousands of Shreveport-Bossier visitors and area residents looking for great travel options.

For more information, contact Tarah Holland

at 429-0653 or tholland@sbctb.org.

Also, visit our website at www.Shreveport-Bossier.org to sign up to receive the e-newsletter. ■

Board of Directors

Industry Briefs

Tourist Bureau Hires New Convention Services Assistant

The tourist bureau welcomes Kimberly Cannon as the convention department's new convention services assistant. A Jefferson, Texas native, Kimberly assists with services, such as visitor guides, registration assistance and maps, for groups coming to Shreveport-Bossier for conventions, meetings or tours.

Grab A Drink, Join the Unwind Downtown Pub & Culture Crawl

Shreveport's Downtown Development Authority and ShreveportHappyHour.com have partnered to present Unwind Downtown – a pub and culture crawl, which takes place at downtown Shreveport bars on the third Thursday of each month. The event is open to patrons age 21 and up. More than 800 pub crawlers enjoyed past events and more are expected to attend. Registration is 5 p.m.-9 p.m. at Artspace, 710 Texas Street. Participants receive a free passport that directs them to participating locations.

Krewe of Highland Crowns Royalty, Announces Mardi Gras Dates

Kathy Melancon and Jeffrey Little were named to Krewe of Highland royalty at the organization's Blue Hawaii Coronation Party on June 27. Kathy was named queen and Jeffrey was named king. Bob Marak was named captain. The krewe's annual Mardi Gras ball will be Feb. 12, 2010, and parade on Feb. 14, 2010.

Marty Young,
Chairman
Attractions Assn.*

John Hubbard,
Vice Chairman
Bossier Chamber of
Commerce*

Frederick Henson,
Treasurer
African-American
Chamber of
Commerce*

Jim Johnson,
Secretary
Bossier Rural
Municipalities*

Joyce Jeffrey,
Bossier Mayor's
Office*

Keisha Shields,
Shreveport-Bossier
Hotel Lodging
Assn.*

Luke Turner,
Bossier Parish
Police Jury*

Kathy Jackson,
Caddo Rural
Municipalities*

Ray Ferland,
Shreveport-Bossier
Hotel Lodging
Assn.*

Bob Gansfuss,
Shreveport-Bossier
Hotel Lodging
Assn.*

Betty Matthews,
Caddo Parish
Commission*

Debra Hamilton,
Bossier Office of
Community Ser-
vices*

Sarah Parsons,
Shreveport-Bossier
Hotel Lodging
Assn.*

Jerry Kolniak,
Louisiana
Restaurant
Assn.*

Thaddeus Pugh,
Shreveport Mayor's
Office*

Valarie Gunn,
Greater Shreveport
Chamber of
Commerce*

*Appointing
Organization



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