

Industry Briefs

Tourist Bureau initiating destination plan for community.

The Shreveport-Bossier Convention and Tourist Bureau has been working with DCG Consulting to seek input from the hospitality and tourism industry, as well as the entire community for an all inclusive destination plan.

The plan's intent is to provide an overall and focused direction for tourism in Shreveport-Bossier. The plan would use current and future resources to promote and foster growth in the tourism and convention markets. Focus groups have already provided some invaluable information about this area's issues, challenges, and opportunities. A list of priority initiatives is being created to drive more visitors to Caddo and Bossier Parishes.

However, the community's involvement is extremely important. Additional dialogues will occur in September and you can look for online surveys to share further insights into tourism and the community's desires for the future.

It is anticipated that a draft strategic destination plan will be completed for review by mid-October. Please contact Debbie Hudson at hdudson@sbctb.org for the next meeting dates and times.

Board of Directors

John Hubbard,
Chairman
Bossier Chamber of
Commerce*

Frederick Henson,
Vice Chairman
African-American
Chamber of
Commerce*

Luke Turner,
Treasurer
Bossier Parish
Police Jury*

Betty Matthews,
Secretary
Caddo Parish
Commission*

Joyce Jeffrey,
Bossier Mayor's
Office*

Mary Dunn,
Attractions Assn.*

Keisha Shields,
Shreveport-Bossier
Hotel Lodging
Assn.*

Kathy Jackson,
Caddo Rural
Municipalities*

Ray Ferland,
Shreveport-Bossier
Hotel Lodging
Assn.*

Bob Gansfuss,
Shreveport-Bossier
Hotel Lodging
Assn.*

Jim Johnson,
Bossier Rural
Municipalities*

Debra Hamilton,
Bossier Office of
Community Ser-
vices*

Tom Lubbe,
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

Travel Talk

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



Sept.-
Oct.
2010

Partners Work Together to Increase Meetings

During these challenging economic times, meeting planners have been hit by rising costs and decreased attendance. Specifically, some of the challenges facing meeting planners include increasing fuel and transportation costs, shrinking lead times, and decreasing budgets.

"We recognize that if meeting planners can see, feel and taste what we have to offer in Shreveport-Bossier, then they will undoubtedly want to hold their meetings and conventions here"

The Shreveport Convention Center, Hilton Shreveport and Shreveport-Bossier Convention and Tourist Bureau have put together a dynamic offer to increase meetings here and offset costs for the planners. The offer includes a free board/planning meeting for up to 20 people. This package deal includes complimentary transportation (airfare or fuel), hotel stay, board room space and one meal.

The partners are reaching out to the planners through a targeted email blast and direct sales efforts. Specifically, new conventions that have tradeshow, exhibits, and general sessions are being

sought, as well as meetings that generate hotel rooms, with a peak of 225 to 450 hotel room nights.

"We recognize that if meeting planners can see, feel and taste what we have to offer in Shreveport-Bossier, then they will undoubtedly want to hold their meetings and conventions here," said Kim Brice, vice president of convention marketing.

As an added incentive for planners who submit a Request For Proposal before the end of 2010, they will be automatically entered for a monthly sweepstakes drawing for an iPad. This offer started Aug. 1 and ends Dec. 30, 2010. For more information visit, www.shreveportmeetings.com.



With more than 350,000 square feet of meeting space, the multi-purpose, state-of-the-art Shreveport Convention Center is designed to accommodate any event.



Convention & Tourist Bureau
629 Spring Street
Shreveport, LA 71101

New Wednesday Lunch Trolley Launches Downtown

Shreveport Mayor Cedric Glover and representatives of the Downtown Development Authority, Shreveport Bossier Convention and Tourist Bureau, Shreveport Regional Arts Council, and downtown Shreveport restaurants announced the Wednesday Downtown Lunch Trolley, Aug. 2.

The Lunch Trolley is a free service for downtown workers and visitors to catch a ride to participating restaurants. The trolley will run each Wednesday from 11 a.m.-2 p.m. Participating restaurants are Café at Artspace, River Rock Grill in the Hilton Hotel, and Texas Street Grille in Mojo's Bar. More restaurants will be added in the future. While on the trolley, riders can enjoy the sights of downtown Shreveport and pick up information on what the city has to offer.

Dates to Remember:

Shreveport-Bossier Hotel and Lodging Association

Nov. 9, noon, Petroleum Club

Dec. 14, noon, Petroleum Club

Christmas Open House

Nov. 29 - Dec. 3, Downtown Visitor Center

Tourism on the Town:

Nov. 11, 5-7 p.m., Holiday Inn Downtown

Dec. 9, 5-7 p.m., Boomtown Casino & Hotel

Louisiana Restaurant Association

TBA, Information: Kelly McLemore, 377-0108.

Calendar of Events

- November/December through 11/7** State Fair of Louisiana. Fairgrounds Field.
- 11/3** An Evening with Jim Malcolm. Rodeway Inn, Bossier City.
- 11/5** Friday Night Lights. Holiday Lanes.
- 11/5** Lebanon. Robinson Film Center.
- 11/6** First Saturday Tour: Images of the Family. R.W. Norton Art Gallery.
- 11/11** Fiddler on the Roof. Strand Theater.
- 11/12-14** Zonta 63rd Annual Antique Show & Sale. Riverview Hall.
- 11/13** Highland Jazz & Blues Festival. Columbia Park.
- 11/13** Saturday Speaker Series: Barksdale in the Beginning. R.W. Norton Art Gallery.
- through 11/20** Louisiana Artist Annual Exhibition. Barnwell Garden & Art Center.
- 11/21** I Don't Want To Go To Heaven. Morning Star Bossier City Life Center.
- 11/26-28** Annual Mistletoe & More Show. Bossier Civic Center.
- 11/27-12/20** Christmas in Roseland. Gardens of the American Rose Center.
- 11/28** Robin with the Bluebirds. Jayne Marie on Cross Lake.
- 12/2 -5** Disney on Ice. CenturyTel Center.
- 12/4** First Saturday Tour: The Christmas Tour. R.W. Norton Art Gallery.
- 12/4** Christmas on Caddo Fireworks Festival. Caddo Lake Park, Oil City.
- 12/4-5** The Nutcracker. Riverview Theater.
- 12/5-23** Holiday Laser Light Show. Barnwell Garden & Art Center.
- 12/11** BEATLEMANIA Christmas in the Sky. Harrah's Louisiana Downs.
- 12/11** Benton Christmas on the Square Festival and Parade. Benton.
- 12/11** Art Affaire-an arts market in the gardens. Barnwell Garden & Art Center.
- 12/16** Shreveport Municipal Haunted Tours. Municipal Memorial Auditorium.
- 12/16** TNT EXPRESS: A trolley tour that expodes art and culture. Artspace.
- 12/16** Unwind Downtown Pub & Culture Crawl. Artspace.
- 12/18** WEAcO Fine Arts Market (FAM). Louisiana Boardwalk.
- 12/18** Shreveport Symphony "Holiday Pops". Riverview Theatre.
- 12/21** Deidre & Bob at Wine Country. Wine Country.
- 12/30** Latin Night in the Sundance Cantina. Boomtown Hotel & Casino.
- 12/31** Florence Nightingale. Karpeles Manuscript Library Museum.
- 12/31** Be The Dinosaur Traveling Exhibition. Sci-Port: Louisiana's Science Center.

Your Bureau at Work For You



Erica Howard
Tourism Sales
Manager

Erica Howard, tourism sales manager, and **Kelly Wells**, vice president of tourism, will make sales calls in Houston on Sept. 13-14.

The Convention Department has been working with Small Market Meetings on their first-ever conference to

be held in Shreveport. Register today for the Small Market Meetings Conference and Reverse Tradeshow, October 4-6 at the Shreveport Convention Center. Some 100 meeting planners will be here. Register online for the conference at www.smallmarketmeetings.com. To learn more about this conference or to become a sponsor contact **Diana Douglas**, regional sales manager, at 318-429-0646 or ddouglas@sbctb.org.

Brandy Evans, vice president of communications, attended the U.S. Travel Association's ESTO (Educational Seminar for Tourism Organizations) Conference, Aug. 8-10, in Savannah, Ga. The conference spoke to the challenges of

adapting and keeping pace with challenges and trends that shape the tourism industry.

Carolyn Dowden, convention services coordinator, **Suzanne Manfredi**, convention sales manager, and **Kim Brice**, vice president of convention marketing, will be doing a bid in South Bend, In., Sept. 18. The bid is for the 2014 convention of the American Truck Historical Society.

Jessica Herrington has 13 years experience in marketing, public relations and community relations. She has worked for Harrah's Louisiana Downs and Horseshoe Casino, Harrah's Shreveport Casino and Sam's Town Casino. She will fill the marketing/community relations position for the bureau.



Carolyn Dowden
Convention Services
Coordinator



Jessica Herrington
Marketing/Community
Relations Manager

Outlook Conference speaker sheds new outlook on downtown

The popular and successful North Louisiana Travel Outlook Conference, presented by the Shreveport-Bossier Convention and Tourist Bureau, was held at the Bossier Civic Center, Aug. 3. Approximately 100 people attended the conference.

The conference was held to share new trends and information with the regional tourism industry. Some of the topics discussed were included:

- The completion of I-49 and its impact on tourism when more cars are flowing through the area.
- The booming film industry and what its rapid growth means for hoteliers and the local economy.
- The Haynesville Shale and how long it is expected to be around, as well how many jobs it is predicted to provide over the next few years.

However, the featured speaker Fred Kent, a leading authority on revitalizing city spaces and one of the fore-

most thinkers in livability, smart growth and the future of the city, provided a different perspective on what could make the downtown areas of both cities thrive.

"You all are looking back and saying, 'Gee, look how far we've come,'" he said. "I'm looking forward and wanting to teach you how to step to the next level."

He presented images and research on communities that have been able to take their current assets and resources and create spaces that are inviting and that encourage people to gather and move about downtowns.



Fred Kent (pictured above), a leading authority on revitalizing city spaces was the featured speaker.



Convention Calendar

Date	Event	Delegates
Nov. 1 - 2	Executive Director's Association	
Nov. 3 - 5	Louisiana Assn of Collegiate Registrars & Admissions Officers	
Nov. 4 - 6	Red River Forensic Classic Debate	
Nov. 10	Professional Insurance Agents of Louisiana, INC.	
Nov. 12 - 13	Louisiana Rodeo Cowboy's Association	
Nov. 12 - 14	Querbes Tennis Center (Red River Shootout)	
Nov. 12 - 19	2010 Global Strike Challenge	
Dec. 2 - 3	Louisiana Society of Enrolled Agents	
Dec. 22 - 28	Advocare V100 Independence Bowl	
Dec. 23 - 28	Advocare V100 Independence Bowl 2010 Media Block	

For a complete list of upcoming conventions visit www.shreveport-bossier.org/meetings/calendar

Tourist Bureau President Earns CDME, Highest Achievement



Pictured from left to right: Cole Carley, CDME President & CEO, Fargo-Moorhead CVB and DMAI's Education Committee Chair; Stacy Brown, SBCTB president; Don Anderson, CDME, Director, Purdue University; and Doug Price, CAE, IOM, Senior VP of Professional Development, DMAI.

Stacy Brown, president of the Shreveport-Bossier Convention and Tourist Bureau, recently earned the Certified Destination Management Executive (CDME) designation from Destination Marketing Association International (DMAI). She is one of only 23 people in the world to earn the CDME this year.

Brown's certification exemplifies her dedication to improving and leading the Shreveport-Bossier community in conventions and tourism.

DMAI is the world's largest resource for official destination marketing organizations (DMOs) and is helping to improve the effectiveness of more than 2,800 professionals from

nearly 650 destination marketing organizations in more than 30 countries. DMAI provides its members - professionals, industry partners, students and educators - with the most cutting-edge educational resources, networking opportunities, and marketing benefits available worldwide.

CDME is an advanced educational program for veteran and career-minded DMO executives looking for senior-level professional development courses. It is recognized by the DMO industry as its highest educational achievement. The focus of the program is on vision, leadership, and productivity.