

# Industry Briefs

Everyone is invited to join **Chris Jay**, tourist bureau social media and public relations manager, and **Sara Hebert** of Williams Creative Group, both local experts, to learn more about social media. This session is sponsored by PRAL Northwest and is scheduled for 11:30 a.m., Thursday, July 7 at the Shreveport-Bossier Convention and Tourist Bureau. Plan to bring your own lunch and \$5 for the meeting fee. For more information contact Chris at 429-0658 or cjay@sbctb.org.

The Shreveport Regional Arts Council is revealing the vision of SHREVEPORT COMMON, a nine-block area of downtown Shreveport located at Common Street and Texas Avenue. For more information on what is happening in the arts and cultural community in Shreveport contact **Julia Foley** at 673-6500.

As the industry's leading event for destination marketing focused education, DMAI's annual convention remains a must-attend event for destination marketing professionals. Plan now to attend DMAI's 97th Annual Convention, July 20-22, at the Sheraton New Orleans Hotel in New Orleans, Louisiana. Register online at [www.destinationmarketing.org](http://www.destinationmarketing.org).

Log on to [www.shreveport-bossier.org/partners](http://www.shreveport-bossier.org/partners) for industry events and updates



Convention & Tourist Bureau  
629 Spring Street  
Shreveport, LA 71101

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news from shreveport-bossier convention and tourist bureau

# TRAVEL TALK

July-August 2011

## Bureau Assistance Helps Attractions

The Shreveport-Bossier Convention and Tourist Bureau has been meeting with area attractions to assess their needs and share its services. Ongoing appointments will be made to share bureau services such as marketing, public relations, social media, and grant opportunities.

This is a part of a larger goal to help area attractions grow their business. Recently, Judy Randall with Randall Travel Marketing presented her findings on area attractions. She also met with them to further discuss their needs moving forward.

"The bureau is providing its attractions with a great opportunity to learn about the post-recession changes in visitor behavior," Randall said. "The changes they are making in both product delivery and marketing will help ensure their continued success."

One of the insights from her report is attendance overall at area attractions is strong with only 18 percent of all respondents citing a decline in attendance. That is good news as many destinations have reported a much higher decline in attraction attendance.

It is important to note that tourism visitation to Shreveport-Bossier has increased even during the past few troubling economic years, and this is likely one of the reasons that visitation has remained this strong for local attractions. (To see the full report go to [www.shreveport-bossier.org/research](http://www.shreveport-bossier.org/research))



Available assistance includes the following: cooperative advertising, brochure assistance and distribution, news release distribution, digital billboards, and basic web design. The dollar value of the available assistance totals more than \$11,000. To set up an appointment contact Sarah McKinney, communication coordinator, at 429-0645 or [smckinney@sbctb.org](mailto:smckinney@sbctb.org).



Judy Randall, seated at the top, presents the findings of the Attraction Study to the group.

## INSIDE:

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**iDSS Training Available**  
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**SHREVEPORT COMMON Vision** on back

## Dates to Remember:

**Shreveport-Bossier Hotel and Lodging Association**  
July 12, noon, Petroleum Club  
August 9, noon, Petroleum Club

**Hospitality Breakfast**  
July 6, 8 a.m., Barnwell Garden & Art Center  
August 3, 8 a.m., (TBA)

**Tourism on the Town:**  
July 14, 5-7 p.m., DiamondJacks Casino & Resort  
August 11, 5-7 p.m., Eldorado Resort & Casino

**Louisiana Restaurant Association**  
July 19, 6 p.m., Bowling Tournament Holiday Lanes  
August 15, 6 p.m., Legislative Dinner at Ernest's Orleans

## State tourism office approves BP grant

Following the Deep Water Horizon Oil Spill in April 2010, British Petroleum responded by compensating Louisiana parishes with marketing funds to revive tourism in the state. The Louisiana Department of Culture, Recreation and Tourism has given the Shreveport-Bossier Convention and Tourist Bureau the go-ahead to move forward with its proposed use of the \$150,000 grant set aside to promote tourism in

Caddo and Bossier parishes.

The Caddo Parish Commission and Bossier Parish Police Jury voted to give the tourist bureau, the official destination marketing organization, the authority to manage the funds. Plans for the tourism dollars will be used to promote the Shreveport Regional Airport, scenic byways, and area events and attractions.

*"Known as the Hollywood of the South, Shreveport-Bossier has recently become the third biggest venue for movie-making in the U.S., after New York City and Los Angeles."*

Cassie Kreitner, Family Circle Magazine



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# FUN GUIDE!

Calendar of Events

- July/August**  
**through 7/1** Emerging Artist Show. East Bank Gallery.  
**through 7/2** New Works by Steve Soffer. Columbia Cafe.  
**through 7/8** Live at Five. Red River Entertainment District, Downtown Shreveport.  
**through 7/8** "Old Dog, New Tricks" Mixed Media Sculptures by Rick Brunner. Gallery Fine Art Center.  
**through 7/30** Realism: paintings by Laura Noland Harter, Phyllis Pease and Talbot Hopkins. Artspace.  
**through 7/31** "It's What You Make of It: Works by Bennett Sewell." Meadows Museum of Art at Centenary College.  
**7/1** SPAR Country & Western Dance. Southern Hills Park and Community Center.  
**7/2** First Saturday Tour: Depictions of Native Americans. R. W. Norton Art Gallery.  
**7/2-4** Fireworks Fun. Sci-Port: Louisiana's Science Center.  
**7/4** KTBS - 3 Independence Day Festival. Festival Plaza.  
**7/9** Junior Naturalist Workshop: Herpetology. Walter B. Jacobs Memorial Nature Park.  
**7/12** Special Exhibition: Blossom II - The Art of Flowers. R. W. Norton Art Gallery.  
**7/15-31** Crazy For You - The New Gershwin Musical. Emmett Hook Center.  
**7/19** 2011 Boys & Girls City Junior Amateur Golf Championships. Querbes Park and Recreation Center.  
**7/20** Master Gardeners World of Gardening Seminar. Barnwell Garden & Art Center.  
**7/22-24** Shreveport Outdoor & Hunters Expo. Shreveport Convention Center.  
**through 8/3** Itty Bitty Scientists. Sci-Port: Louisiana's Science Center.  
**through 8/13** Remembering Shreveport When. Louisiana State Exhibit Museum.  
**through 8/27** The Stereo-View Age. Karpeles Manuscript Library Museum.  
**through 8/27** Third Annual Greenwood Farmers Market. Greenwood, Louisiana.  
**through 8/31** Summer Day Glow Wednesdays. Holiday Lanes.  
**8/6** First Saturday Tour: Art in Bloom. R. W. Norton Art Gallery.  
**8/14** Stand-Up Comedian Martin Lawrence. CenturyTel Center.  
**8/20** Eldorado Tuff Hedeman Championship Bull Riding Louisiana Shootout. CenturyTel Center.

shreveportbossierfunguide.com

Submit your events on the Fun Guide for FREE

## Your Bureau at Work

**Pat Gill**, Internet/system manager and **Brandy Evans**, Vice President of Communications hosted four journalists during the Mudbug Madness Festival for the 'Come Out of Your Shell' Media Tour, May 26-30. Those who participated in the media tour included two journalists with the largest conglomerate of Chinese language publications in Texas, another from Dallas, and one from Naples, Florida.



Pat Gill  
Internet/systems  
Manager

**Kelly Wells** was recently named vice president of sports and tourism for the newly-formed Shreveport-Bossier Sports Commission. The sports commission is a division of the Shreveport-Bossier Convention and Tourist Bureau. **Sheila Norman** was hired as the Sports and Tourism Administrator to assist in this office. **Chris Jay** and **Sarah McKinney** recently attended a Vocus Users Conference in Baltimore, MD to train and learn ways to better use the public relations software. They brought back valuable information including how to turn bad

PR into a positive situation, how to reach more journalists and new trends in social media, public relations and marketing. The intensive one-on-one training will help them market Shreveport-Bossier more effectively to consumer, group and convention publications.

**Kim Brice**, vice president of convention marketing and her team traveled to Houston on a sales mission, June 13-17, to promote Shreveport-Bossier as a hotspot for meetings and conventions. They brought area partners along for joint sales effort.

**Glynn Price** is interning in the communication department. He is a Grambling State University marketing major. He is one of the blog contributors. Check out his weekly Monday blogs on attractions.



Glynn Price,  
communication  
department intern

**Mark Garrett** is a new board member. He was appointed by the Greater Shreveport Chamber of Commerce. He is a retired CPA. The bureau has three open board positions.

## TAP Dance 2012 coming to Shreveport-Bossier

Shreveport-Bossier will host - for the first time ever - the Travel Alliance Partners Conference or TAPS, as it's widely referred to, June 3-8, 2012 at Sam's Town Casino and Hotel. This is a partner-owned organization of 38 premier tour operators in the United States and Canada. Each tour operator is a regional expert with new and unique itineraries. This is a very exclusive organization and the potential business that can come here as a result of this conference is exponential.

To further garner support from the organization, last month, the SBCTB, along with other Louisiana partners hosted a private opening and closing dinner for TAP's premier tour operators. "By hosting the opening and closing dinners, it gave us an opportunity to network with these tour operators and promote our cities" said Kelly Wells, vice president of sports and tourism.

TAP partners have guaranteed the departures of 250 tours throughout the world. This conference is significant,

because these decision makers can bring significantly more group tours back to this market. In addition to the group tour leaders, suppliers in excess of 100 will be at the 2012 conference.

While here the group tour operators and their clients will enjoy the BET on TAP familiarization tour of the sister cities and take in attractions such as the Municipal Auditorium, Sci-Port: Louisiana's Science Center, Louisiana Boardwalk, and Gators and Friends Alligator Park to name a few.

Shreveport-Bossier beat out two first-tier cities to win this conference.

### Special Thanks

Alexandria/Pineville CVB, Baton Rouge Area CVB, Explore La North, Houma Area CVB, Lafayette CVB, Lake Charles/Southwest Louisiana CVB, Louisiana Office of Tourism, Louisiana Travel Services, Natchitoches Area CVB, Monroe-West Monroe CVB, New Orleans CVB.



## Non-stop flight to New Orleans draws Canadians to Shreveport-Bossier

Late last October when Air Canada announced it was adding a daily non-stop flight from Toronto to New Orleans, international tourists seemed to flood into the bayou region. The Shreveport-Bossier Convention and Tourist Bureau immediately recognized an opportunity to attract more Canadian tourists to this area.

Joanne Scalamogna, Canadian representative for the Louisiana Office of Tourism, began working with tour operators and meeting planners to promote the non-stop service and develop a Louisiana tour worthy of her Canadian companions' interests. This excursion, June 17-22 started with groups flying into New Orleans and then traveling up the I-49 corridor stopping to tour and stay in cities like Lafayette, Alexandria, Natchitoches and Shreveport-Bossier.

"We wanted tour operators to see how easy it is to travel and navigate their groups throughout the state," said Scalamogna. "And the nonstop flight from Toronto to New Orleans makes it so easy to get them here in the first place. We can't let them go back without seeing everything Louisiana has to offer."

So, what is it about Louisiana that has Canadian visitors talking? The answer is culture and shopping. Canadian natives have so much in com-

mon with Louisiana culture and shopping in a different country is more than just an added bonus.

"Canadians just love shopping in general, and the tax-free incentives are a huge draw," said Nancy Jeronimo, one of the tour operators representing Air Canada Vacations.

The top three favorite tourist hotspots in Shreveport-Bossier, according to Jeronimo, include the Louisiana Boardwalk, Municipal Auditorium and R.W. Norton Art Gallery.



Canadian group tour operators and meeting planners were treated to a chocolate demonstration at the Chocolate Crocodile at the Louisiana Boardwalk. This was their first time visiting Shreveport-Bossier.

## Tourist Bureau offers iDSS Training

The Shreveport-Bossier Convention and Tourist Bureau is constantly looking for ways to work with and help area partners succeed in the hospitality and tourism industry. One way the tourist bureau is accomplishing this is by training and encouraging partners to get involved in using and updating their information in the Internet Destination Sales System or iDSS.

This is a database system that is a web-based suite of products for convention and visitor bureaus.

The purpose of iDSS is to increase productivity for sales staff. The tourist bureau uses iDSS for a number of projects including maintaining contact information, generation and management of leads, email marketing, and reporting. The tourist bureau also uses iDSS as a content management system feeding data to its website. The system uses a partner interface, a tool that allows external partners to access and respond to leads, register for events, view responses to leads and submit updates to accounts.

The partner interface makes it easy for hospitality partners to receive and respond to leads from the bureau. When a lead is sent through the system, the partner contact receives an email notification that there is a new lead for them in iDSS, thus eliminating the need for faxes, emails and phone calls between the bureau and the partners. Partners also have the capability to submit updated information including changes in staff, phone numbers, web and email addresses.

There is some training that is required to be able to use iDSS effectively, so if you would like to learn more about how to use the system contact Pat Gill, Internet and systems manager at 318.429.0630 or pgill@sbctb.org

## CONVENTION CALENDAR

DATE	EVENT
July 6 - 10	Jehovahs Witness, LA Circuit No. 2
July 8 - 10	National Association of Sickle Cell Disease Northwest Chapter
July 14 - 16	Louisiana Pharmacists Association
July 21 - 23	Hunter's Expo
July 28 - 31	Louisiana State Troopers Association
July 29 - 30	National Wild Turkey Federation
August 4 - 6	Louisiana Municipal Association
August 8 - 13	Louisiana Head Start Association Statewide Conference
August 20	Sysco Food Service

For a complete list of upcoming conventions visit [www.shreveport-bossier.org/meetings/calendar](http://www.shreveport-bossier.org/meetings/calendar)