



Noteworthy



400 Participants

The **RED RIVER MARDI GRAS BASH** draws 400 group tour participants to the event held every year on the Shreveport riverfront during the Krewe of Centaur parade.

3,800

Delegates

The **ALPHA KAPPA ALPHA 85TH ANNUAL SOUTH CENTRAL REGIONAL CONFERENCE**, March 15-19, attracted more than 3,800 delegates to the community.

130

Attendees

About 130 outdoor journalists attended the **PROFESSIONAL OUTDOOR MEDIA ASSOCIATION** annual convention, June 13-16.

By The Numbers

DEFINITE CONVENTIONS/EVENTS BOOKED

	Total	Room Nights	People
2017	78	13,866	30,518
2016	72	15,252	24,783

ASSISTED CONVENTIONS/EVENTS

	Total	Room Nights	People
2017	33	13,249	15,243
2016	74	10,473	24,482

Note: The number of groups requesting assistance decreased. The increase in room nights is as a result of a large government conference held in July.

CONVENTION/EVENTS LEADS

	Total	Room Nights	People
2017	110	96,955	87,042
2016	154	43,181	81,061

Note: Leads have declined between 20 and 30 percent due to corporate and association shortfalls. The increase in room nights is due to a 15,000 person religious conference looking to host a conference in 2018.

TOURISM BOOKINGS AND SERVICE REQUESTS

	Total	Room Nights	People
2017	19	935	1,228
2016	23	698	916

GROUP TOUR LEADS ISSUED

	Total	Room Nights	People
2017	21	1,098	1,430
2016	30	852	1,147



Noteworthy



Mardi Gras Marketing Results

108,558 | **4,346**

Web Sessions

Hotel Rooms

The Mardi Gras promotions netted the largest website visitation in the month of February with 108,558 sessions on www.Shreveport-Bossier.org. The campaign netted 4,346 direct hotel room nights sold and the Facebook page grew by 1,000 new followers.

\$11.6 Million

The public relations value for tourism-related articles year-to-date is \$11.6 million, which represents 3,885 media mentions in print, broadcast and online publications.



3,885
Media Mentions



2 ADDY Awards

The Communications Department won two Addy Awards from the Shreveport-Bossier Advertising Federation for the Be a Fan of Shreveport-Bossier campaign and the Annual Festivals and Events Guide.

By The Numbers



18%
Increase

SHREVEPORT-BOSSIER.ORG WEBSITE SESSIONS

	Total
2017	262,699
2016	222,155



59%
Increase

YOUTUBE VIDEOS

	Total
2017	84,390
2016	52,959



7%
Increase

20X49.COM BLOG PAGEVIEWS

	Total
2017	60,429
2016	56,740

Shreveport-Bossier ★
LOUISIANA

SIX-MONTH REPORT
JANUARY - JUNE 2017



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





Noteworthy
LARGEST EVER

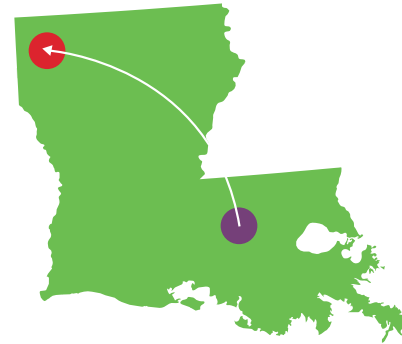


Hosted the **ALAS STATE ARCHERY TOURNAMENT** for the first time. This year was the largest archery tournament ever hosted in Louisiana and one of the largest archery tournaments in the country. It will be back in 2018.

FIRST IN 30 YEARS

First Convention Outside of Baton Rouge

Landed the **LOUISIANA HIGH SCHOOL COACHES ASSOCIATION** annual convention to be held here in June 2018 and 2020. There will be between 1,500 and 3,000 coaches in Shreveport-Bossier for three days. This is the first time the convention has been held outside of Baton Rouge in 30 years.



FEBRUARY
2018 & 2019

Landed the 2018 and 2019 **LOUISIANA HIGH SCHOOL ATHLETICS ASSOCIATION STATE WRESTLING CHAMPIONSHIPS**. To be held here in February 2018 and 2019.



By The Numbers

DEFINITE SPORTS EVENTS BOOKED

	Total	Room Nights	People
70% Room Increase	2017	68	19,440
17% Booking Increase	2016	58	11,444
			67,825

SPORTS EVENTS LEADS ISSUED

	Total	Room Nights	People
7% Leads Increase	2017	76	23,410
54% Room Decrease	2016	71	50,556
			73,073

INCREASE DIRECT, TRACKABLE HOTEL ROOMS generated by the staff of the Shreveport-Bossier Convention and Tourist Bureau to 96,253, which represents a 3.3 percent increase over 2016 hotel rooms booked among leisure visitors, groups, conventions, and sports markets for current and future dates.

INCREASE HOTEL STAYS

Increase Rooms to **96,253** | **3.3%**



SHREVEPORT DMA HOTEL OCCUPANCY
JANUARY TO JUNE

	Average Daily Rate	Average Occupancy
2017	\$76.48	56.40%
2016	\$74.55	54.3%

COMMUNICATIONS ANNUAL GOAL	20,900 Rooms	13,557 YTD
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CONVENTION/SALES ANNUAL GOAL	46,350 Rooms	27,115 YTD
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SHREVEPORT-BOSSIER SPORTS COMMISSION ANNUAL GOAL	29,003 Rooms	19,444 YTD
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INTERNATIONAL SPENDING
JANUARY TO JUNE



The Visa Vue Travel report is a good indicator of international spending in Shreveport-Bossier. Year-to-date international visitors have spent approximately \$938,016.

One of the markets that we have seen grow is international visitation. Three years ago, the Shreveport-Bossier Convention and Tourist Bureau was one of the first destination marketing organizations to partner with the Louisiana Office of Tourism for international promotions through Brand USA. The tourist bureau created various in-language videos to attract international visitors. Currently there are videos in Spanish, French Canadian, German, Chinese, and Australian that promote Shreveport-Bossier.

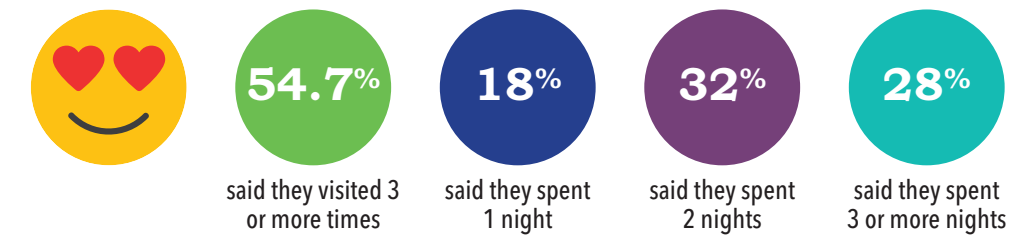


RAISE BRAND AWARENESS of Shreveport-Bossier by measuring the effectiveness of brand image, brand equity and brand value in local and regional drive markets with a continued focus on research, strategic marketing, and public relations.

And The Survey Says...

In a survey administered to people who inquired for more tourist information about Shreveport-Bossier, the Shreveport-Bossier Convention and Tourist Bureau measured brand awareness. 300 people responded to the survey between June and July 2017.

VISITED IN THE PAST YEAR:



TOP PLACES VISITED



TOP INFLUENCES ON VISITATION

- Friends/Relative
- Official Shreveport-Bossier Visitor Guide
- Social Media
- www.Shreveport-Bossier.org
- Television

"Shreveport-Bossier: Louisiana's Other Side"

Rated 8 on a Scale of 1 to 10

"See It! Bet It! Taste It!"

Rated 7 on a Scale of 1 to 10

"Shreveport-Bossier as a Vacation Getaway"

Rated 8 on a Scale of 1 to 10

TOP INTERNATIONAL COUNTRIES BY VISITATION

- Canada
- United Kingdom
- Mexico
- China
- India

