

*Louisiana*

A LOOK BACK

SHREVEPORT - BOSSIER

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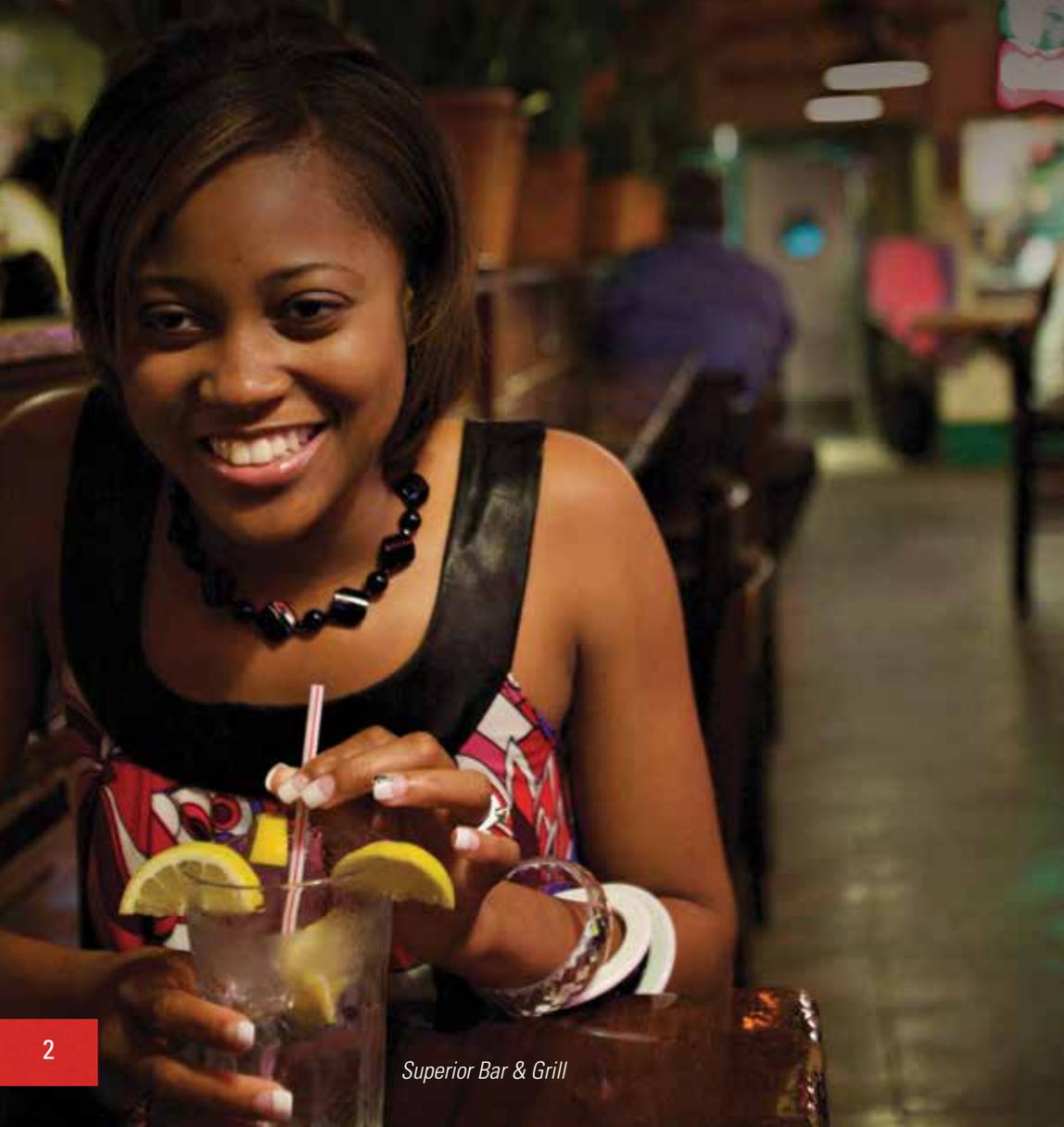


Shreveport-Bossier Convention & Tourist Bureau

ANNUAL REPORT 2013

# MISSION

The Shreveport-Bossier Convention and Tourist Bureau is the official destination marketing organization attracting meeting, leisure and gaming visitors resulting in economic growth through visitor expenditures and enhancing the quality of life in Louisiana's Caddo and Bossier Parishes.



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“ In 2012, broadcast, print and online media about Shreveport-Bossier as a travel, sporting, and convention destination accounted for more than \$18 million in public relations coverage. ”

Stacy Brown - President



# Stacy Brown

PRESIDENT



Looking back over 2012, it was a year of ups and downs, peaks and valleys. We know that moving forward, we will have to navigate challenging economic times to keep tourism's momentum positive.

In February 2012, the community rallied again to host the Bassmaster Classic, affectionately known to avid fishermen as the "Superbowl of Bass Fishing". The estimated economic impact of that event was \$20.7 million and drew some 93,609 people to the event making this the second most-attended Classic to Shreveport-Bossier's number one spot garnered in 2009. The impact was felt at local attractions, restaurants and businesses. Sci-port: Louisiana's Science Center reported having one of its best attendance weekends ever during the Classic and a meeting planner, who saw the televised event reached out to bring a meeting to Shreveport-Bossier.

The Classic was one of the first hallmark sporting events hosted by the Shreveport-Bossier Sports Commission. All year long the SBSC worked hard to add new tournaments, spectator sports and indoor competitions to the already extensive list of sports events. In total, the SBSC assisted 55 groups including new events like the USSSA Black American World Tournament and Super National Invitational Tournament, USA Wakeboard Regional Qualifier, LHSAA Boys' and Girls' State Golf Tournament and nontraditional sporting events like the 2012 UKC Coonhound Championships event.

Also, the SBSC supported five football games – Texas A&M vs. Louisiana Tech, the Port City Classic, Battle on the Border, the Shreveport Classic, and Advocare V100. The allure of the Red River still makes Shreveport-Bossier a sportsman's paradise for fisherman in particular. The SBSC announced in August that the 2013 Forrest Wood Cup bass fishing event would be held in the sister cities.

That was not the only big event that we reeled in for 2013. Shreveport-Bossier won the bid to host the North American Travel Journalists Association annual conference in October 2013. More than 150 travel journalists are expected to see, taste and experience our great cities. This generates national and international publicity for our destination.

In 2012, broadcast, print and online media about Shreveport-Bossier as a travel, sporting, convention destination accounted for more than \$18 million in public relations efforts.

Travel journalist Lisa Leblanc Berry of *Our Louisiana Magazine* summed our destination up, "Shreveport is full of wonderful things to see and unique places to enjoy, but not all of them are as obvious as the big sights. A mixture of spicy Louisiana attitude and wide-open Texas spirit, Shreveport-Bossier is a destination that is known for its variety. [It] serves as a playground for kids of all ages."

Another important project launched in 2012 was the Boom or Bust Byway with kiosks, wayfinding signage and promotional videos that encourage travel along our area's scenic highways in rural Caddo and Bossier parishes.



“ The Shreveport-Bossier Attractions Association has accepted the challenge to improve our visitors’ experiences by partnering with each other, hotels and other partners to immerse our guests in the things that make us special and memorable. ”

Betty Matthews - Chairman of the Board

# Betty Matthews

2013 CHAIRMAN OF THE BOARD



For all the victory's that we celebrated in 2012, we also experienced some challenges. The oil and gas business that filled many hotels throughout Shreveport-Bossier began to recede last year when gas prices hit an all-time low.

The loss of oil and gas business and the addition of new hotel rooms was reflected in a slow, steady decline in hotel occupancy. The gaming industry also saw a 20 percent decline in admissions and 13 percent decline in revenue with Indian gaming in nearby Oklahoma and a soft economy being the main culprits. The opening of Margaritaville Resort and Casino makes some in the gaming industry skittish. But we're hopeful that the new casino will reinvigorate the Dallas gamer and draw them back from the convenient play in Oklahoma.

The film industry, too, seems to have waned and with it the hotel rooms that film and television projects generated. However there are several new projects slated for 2013.

Riding the tidal wave known as social media, we are constantly adapting our marketing, communications and public relations to find new potential visitors. Our presence on Facebook, Twitter and other platforms catapults us into a new realm of direct customer marketing. They talk, we listen to learn what they like, how they want to receive information from us, and what things interest them. In 2013, we plan to respond with more information, more events, and better experiences. The Shreveport-Bossier Attractions Association has accepted the challenge to improve our visitors' experiences by partnering with each other, hotels and other partners to immerse our guests in the things that make us special and memorable.

We launched 20x49.com and last year was its first full year everything from pop culture, entertainment, arts and food. posted each Tuesday have become extremely popular with read-step further. We gave our readers a real taste of local food, with we take our blog followers to local restaurants for one-of-a-kind Those have been so successful for the local restaurateurs and ers that we are doing them again this year.

However, the board of directors and staff of the Shreveport-Bossier Convention and Tourist Bureau see the obstacles more as opportunities. Convention business is starting to pick up, sporting events are up, and prospects to increase leisure and group business are plentiful.

with daily blogs about Restaurant reviews ers. So we took it one the Dine-outs, where yummy experiences. our foodie follow-



# Communications Department

The Communications Department is responsible for advertising, branding, website, printed collateral and marketing materials, public relations, social media, visitor centers, and research. Here is the department's year in review:

## Shreveport-Bossier.org



Louisiana State Fair

# Top Domestic Web Visitation

1. Shreveport, LA

2. Dallas, TX

3. Bossier City, LA

4. Windermere, OK

5. Houston, TX

6. Towson, OK

7. San Antonio, TX



## TOP INTERNATIONAL WEB VISITATION:



Canada



United Kingdom



India



Germany



Australia

## GENERATED VALUE IN PRINT, BROADCAST, AND WEB PUBLIC RELATIONS COVERAGE:



**\$18,186,826**

Generated Value 2012



**\$5,510,570**

Generated Value 2011

Story highlights include Bassmaster Classic 2012, the opening of the dual branded Hilton/Homewood Suites, Advocare V100, Chimp Haven, and Shreveport-Bossier as a getaway.

Feature articles appeared in publications like *AAA Southern Traveler*, *Bank Travel*, *Courier Magazine*, *Black Meetings & Tourism*, and *Group Travel Leader*.

# Communications Department

## ShreveportBossierFunGuide.com

### VISITS



▲  
14.02%

### UNIQUE VISITORS

▲  
12.38%



### PAGE VIEWS

▲  
9.48%



### PAGES PER VISIT

▼  
3.98%



### VISIT DURATION

▼  
4.67%



### NEW VISITS

▼  
2.63%





## PRINT AD LEADS

2012

33,570 Advertisement Leads

2011

37,723 Advertisement Leads

Destination Exploration conducted an independent study of the Tourist Bureau's 2011 advertisement leads. The tourist bureau markets Shreveport-Bossier annually through consumer, group and convention print advertising, as part of its overall marketing strategy. People who inquire after seeing or hearing an advertisement are sent an official visitor guide. This study followed up with those individuals. Here are some of the results:

- ★ 58% of the respondents who received a visitor guide visited Shreveport-Bossier after requesting the guide
- ★ 81% of the respondents stayed overnight
- ★ Shopping and casinos were the top two entertainment activities
- ★ Overall, respondents were extremely pleased with their visit to the Shreveport-Bossier area
- ★ Two-thirds of the respondents stated they would visit the area again within the next 12 months
- ★ Most respondents stayed 2.67 nights

★ The tourist bureau generates \$6 million in direct economic impact as a result of its advertisement program

# Communications Department

## PRINT AD RESPONDENTS MAIN PURPOSES FOR VISITING



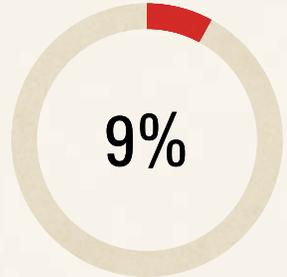
69%

**Leisure**



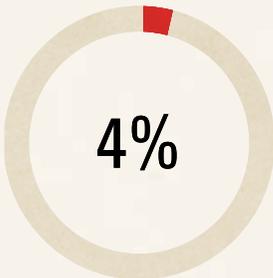
15%

**Business/Leisure**



9%

**Business**



4%

**Personal**

Medical, legal, educational

Source: Ad Conversion Study conducted by Destination Exploration December 2012 on the graph for main purpose of visit.



3%

**Other**





Louisiana Boardwalk

# Convention Department



The Convention Department is responsible for generating and servicing conventions for Shreveport-Bossier. The department's areas of focus include: medical, religious, corporate, and government/defense conventions. Here is the department's year in review:

▲ **6.2%**

In 2012, the number of Corporate Meetings & Convention Bookings increased 6.2% over that in 2011

▲ **32%**

The number of hotel rooms requested by Corporate Meetings & Conventions also increased 32% over that in 2011

▲ **112%**

The number of Corporate Meeting & Conventions increased attendees 112% over 2011

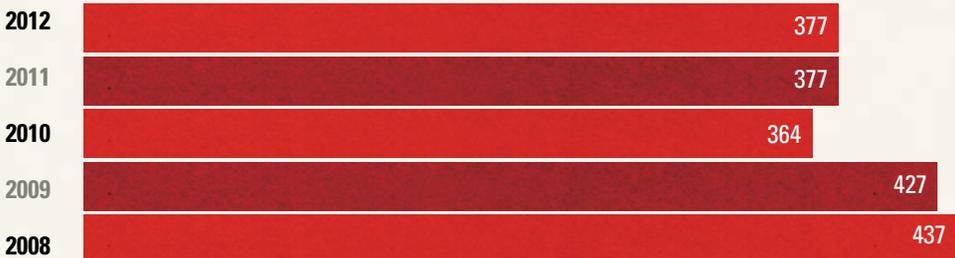
▲ **98%**

In 2012, the number of Medical Meetings & Convention Bookings increased 98% over 2011

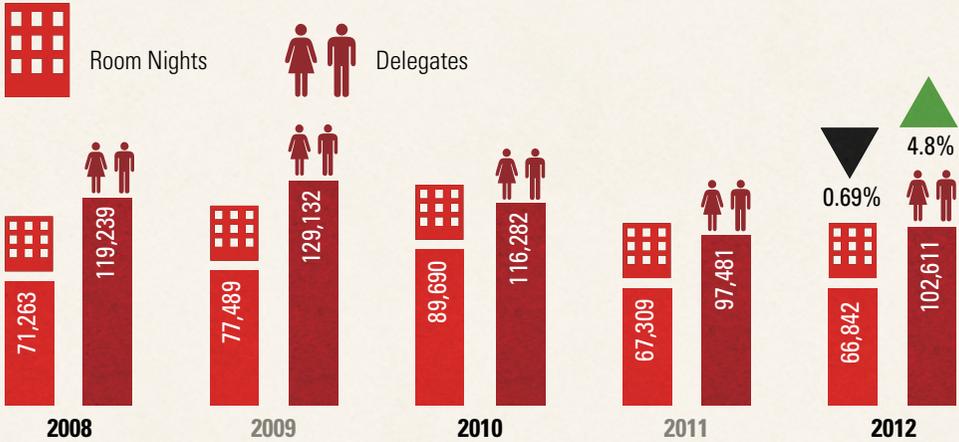
▲ **113%**

The number of hotel rooms requested by Medical Meetings & Conventions increased 113% over that in 2011

## NUMBER OF BOOKED CONVENTIONS



## NUMBER OF CONVENTION-RELATED HOTEL ROOM NIGHTS, CONVENTION DELEGATES



The economic woes that hit the nation in 2010 when Shreveport-Bossier was booming from oil and gas, has now dealt us a major blow. Hotels were running high occupancy in 2010, so many passed on meeting and convention leads for future business that would have been held in 2011 and beyond. The result is a sharp decline in convention-related hotel rooms and delegates. Locally, we are seeing that meetings, conventions and even some family reunions are reducing. The meeting market is being changed by scale backs, cancellations, and advancing technology for webinars. We now have to book more meetings that have fewer people and hotel room nights associated with them.

However, the convention department is launching a 2013 campaign called "Shreveport-Bossier Proud". The goal is to encourage local people who belong to associations and various groups to bring their conference, trade show, regional meeting or reunion home. Local and regional sales efforts have been increased to generate more leads with the hopes of booking more business.

## Top 10 National Meeting Trends for 2013

\*Report by Benchmark Hotels and Resorts

- ★ Meeting demand is improving
- ★ Rates are on the rise
- ★ Groups expect to get a "customized meeting package" tailored to their unique meeting needs and budget
- ★ Booking pace is encouraging for 2013 and 2014
- ★ Wireless is everything. Some conference facilities are responding with charging stations and meetings are increasingly active with texting and tweeting exchanges with meeting-related content
- ★ Meeting attendees are demanding healthy, gluten-free, sustainable cuisine and refreshment break selections
- ★ Demand for smaller and more intimate attendee interface is increasing after a lengthy period of deferred meetings
- ★ Teambuilding continues to trend upward
- ★ 21st century meeting planning professionals are busier with increased multitasking responsibilities than ever before
- ★ Education (particularly engineering and technology), medical, bio tech, high tech, new media, association, not-for-profits, financial services and the incentive business segments are heating up in 2013

# Tourism/Sports Department



The Tourism/Sports Department is responsible for securing motorcoach and group tour business, as well as spectator and participatory sports-related events for Shreveport-Bossier. This is done through targeted sales efforts, unique partnerships, and a high level of service such as volunteers, ditty bags, logistics and set up, marketing, and public relations on behalf of groups and sporting events.

In 2012, the Shreveport-Bossier sports commission hosted and/or assisted with approximately 55 events. It is estimated that these events created an economic impact in excess of \$30 million, led by the internationally known Bassmaster Classic. That event alone had an impact of nearly \$21 million on the local economy.

In 2013, the sports commission is already on track to exceed the 55 events it assisted in 2012. One of the premier events for this year is the Forrest Wood Cup, an internationally recognized bass fishing event.

## IN 2013, THE SPORTS COMMISSION WILL HOST THE FOLLOWING MAJOR EVENTS:



**2013 FLW Forrest Wood Cup**

**2013 Pan American Youth Weightlifting Championships**

**2013 USA Wakeboard Alt Games Collegiate Nationals**

**2013 Bass Pro Shops Bassmaster Open**

**2013 LHSAA State Basketball Northern Regional Semi-finals**

### ESTIMATED ATTENDEE FIGURES



**75,000 Estimated Attendees**

**400 attendees/200 Athletes**

**1,500 attendees/75 Riders**

**800 attendees/200-400 Anglers**

**400 attendees/200 Athletes**

**11,600/400 Athletes**

### ESTIMATED ECONOMIC IMPACT



**\$17,000,000**

**\$720,000**

**\$750,000**

**\$250,000**

**\$720,000**

**\$340,000**

# GAMING ADMISSION & REVENUE



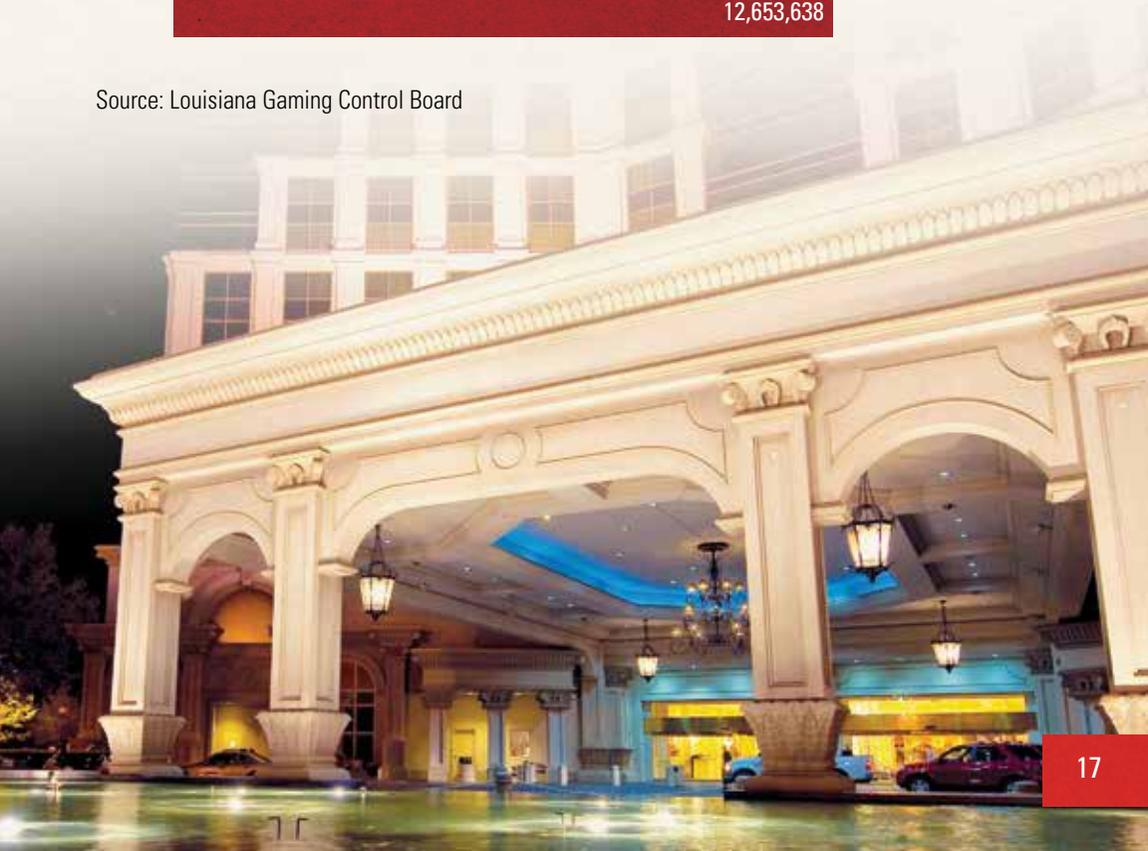
Admission



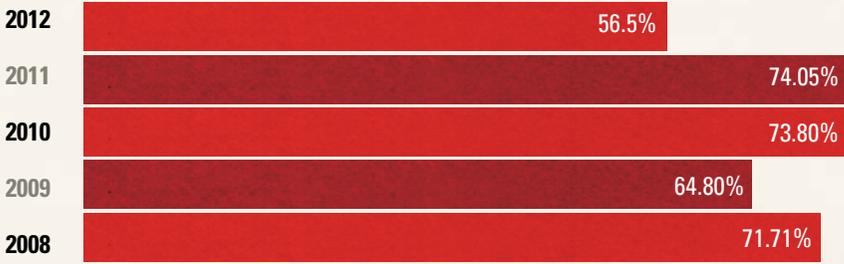
Adjusted Gross Revenue



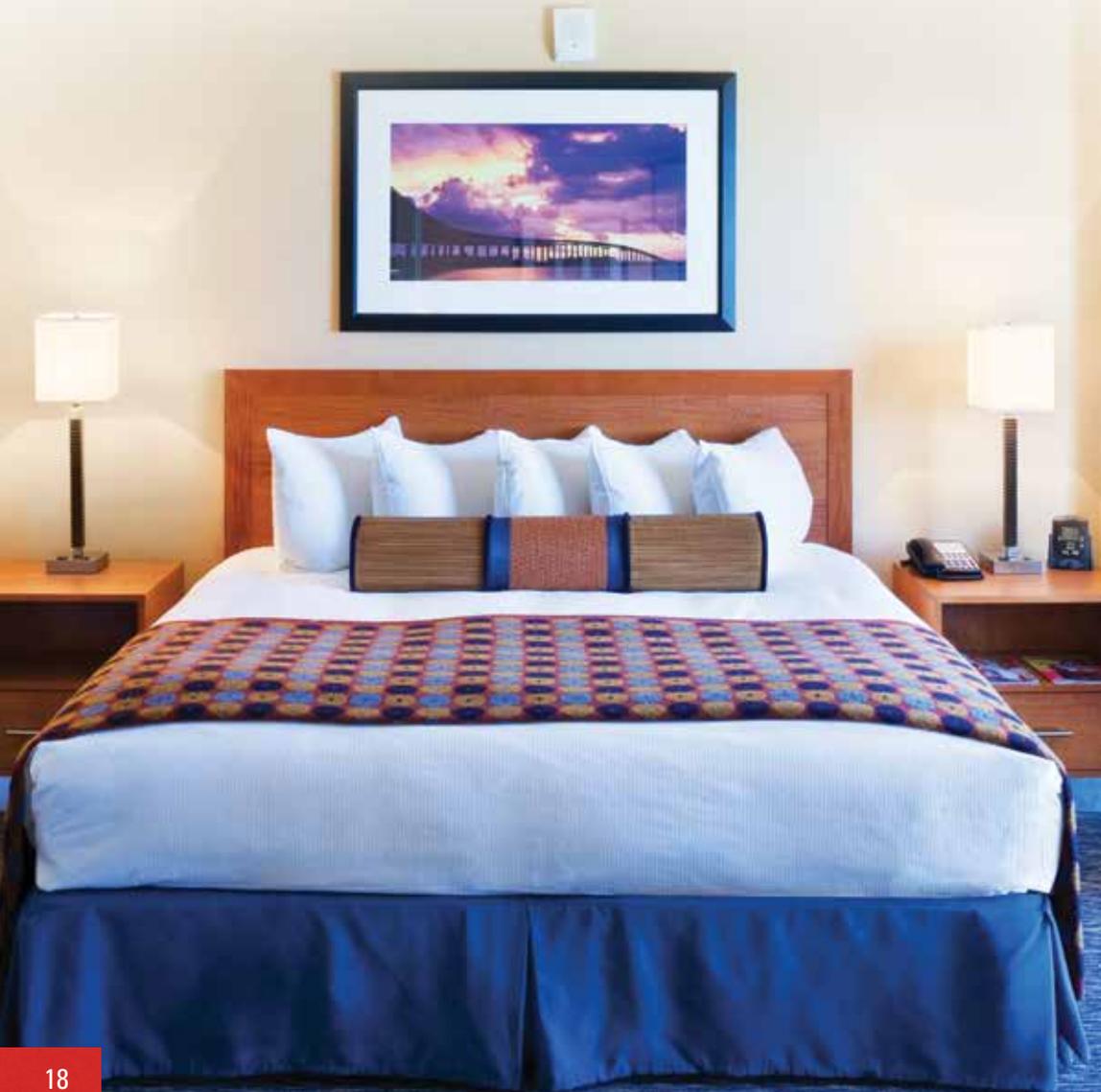
Source: Louisiana Gaming Control Board



# SHREVEPORT-BOSSIER HOTEL OCCUPANCY



Source: Smith Travel Research



# Board of Directors

**Betty Matthews**

*Chairman*

Caddo Parish Commission\*

**Jerry Kolniak**

*Vice-Chairman*

Louisiana Restaurant Assn.\*

**Mary Dunn**

*Treasurer*

Attractions Assn.\*

**Sherry Stuckey**

*Secretary*

Shreveport-Bossier Hotel & Lodging Assn.\*

**Luke Turner**

*Immediate Past Chairman*

Bossier Parish Police Jury\*

**Ray Ferland**

Shreveport-Bossier Hotel & Lodging Assn.\*

**Inki Shaver**

Shreveport-Bossier

Hotel & Lodging Assn.\*

**Tom Lubbe**

Shreveport-Bossier Hotel &

Lodging Assn.\*

**Matthew Schupbach**

Louisiana Downs/Attraction

Assn.\*

**Mark Garrett**

Greater Shreveport Chamber of

Commerce\*

**Debra Hamilton**

Bossier Office of Community

Services\*

**Tommy Clark**

Bossier Chamber of Commerce.\*

**Chloe' Duplessis**

African-American Chamber of

Commerce\*

**Ray Tromba**

Bossier City Mayor's Office\*

**Jim Johnson**

Bossier Rural Municipalities\*

**Kathy Jackson**

Caddo Rural Municipalities\*

**Tari Bradford**

Shreveport Mayor's Office\*

**Patricia Wooldridge**

Caddo Rural Municipalities\*

\*Appointing Organization



*Cinco de Mayo*

