

2013 Destination Plan

Shreveport-Bossier Convention and Tourist Bureau



Destination Management – going beyond marketing to leading our partners in the constant rejuvenation of the destination for enhanced visitor experiences. Shreveport-Bossier Convention & Tourist Bureau is the industry leader providing the community with the latest in trends and changes in traveler behavior.

Overall Goals:

1

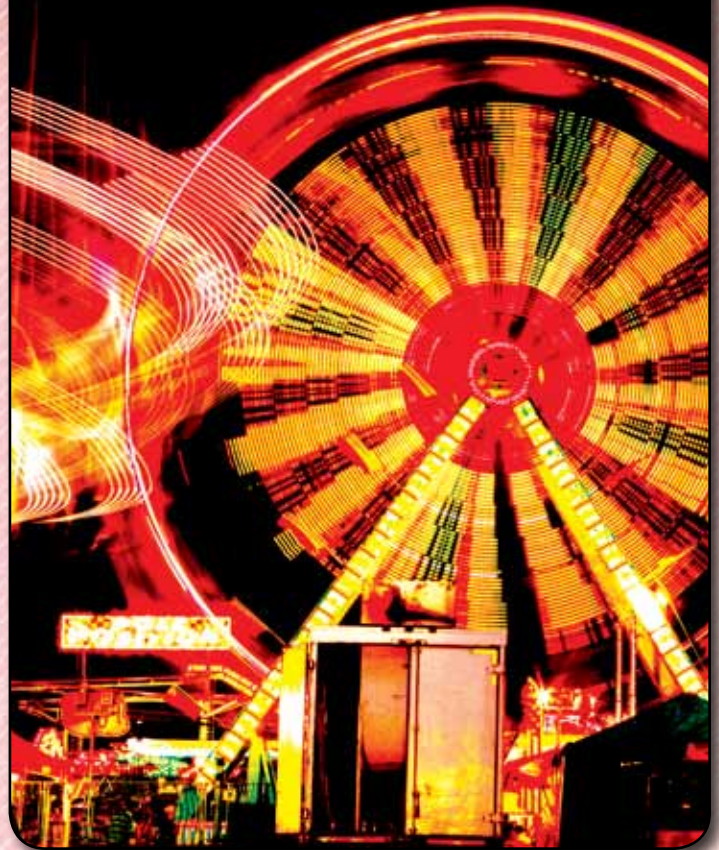
Bring more visitors (daytrip and overnight) – drive increased first time and repeat visitation among all segments (leisure, group, conventions, sports, etc.).

2

Drive increased visitor engagement with the destination (longer length of stay, increased spending per travel party, higher satisfaction level). Focusing on the visitor experiences through specialized hospitality training, providing better information services and encouraging improved front line service standards throughout the destination.

3

Deeper engagement within the community – closer partnerships within the travel industry, closer relationships with community leaders, communication with residents at large and encouraging their involvement with the local travel industry (restaurants, attractions, shopping, casinos, events, festivals and hotels, etc.).



Communication Overall Goal:

Use traditional and nontraditional marketing platforms to drive an increase in web engagement by 10 percent. Some specific measurements include:

- Time on website
- Videos viewed on web
- Pageviews per web visit
- Clicks on electronic visitor guide
- PDF and electronic brochure downloads
- Sign-ups for e-newsletter
- 20x49.com blog visitation

Strategy

1

Drive traffic from all traditional publications and social media platforms to shreveport-bossier.org and shreveportbossierfunguide.com.

Tactic 1 - Add new photos, video and written content to the website and blog. Syndicate that content for printed publications, news releases, partnerships with the Louisiana Office of Tourism and other media outlets with links back to the aforementioned websites.

Tactic 2 - Write content for local publications such as *Red River Moms*, *City Life*, *Bossier Press Tribune* that feature events and include a call to action to visit our websites.

Tactic 3 - Utilize print ads, digital ads, and social media platforms that ask people to take an action on the websites or encourage longer visitation and engagement on the websites.

Strategy

2

Conduct branding/research.

Tactic 1 - Create year-long visitor profile research to determine how visitors engage with our destination now to establish unique characteristics to expand and enlarge brand.



Strategy

3

Engage locals and staff as brand ambassadors.

Tactic 1 - Communicate what is unique, new, and what will entice our residents and visitors to enjoy the destination.

Tactic 2 - Engage community through traditional and nontraditional advertising and all social media platforms coupled with personal speaking engagements, visits to travel partners' businesses, quarterly seminars, monthly breakfasts and other outreach efforts.

Strategy

4

Raise the profile and awareness of Shreveport-Bossier as a travel destination by promoting enhanced visitor/attraction experiences for leisure, group and convention.

Tactic 1 - Determine traditional and nontraditional marketing/advertising to inform and engage potential visitors about gaming, leisure activities, group tour, sporting events and convention possibilities.

Strategy

5

Use public relations to increase web engagement.

Tactic 1 - Create interactive news releases that include video, photos, and links that push people to the website for more information and deeper engagement.



Tourism/Sports Overall Goal:

Increase new and repeat leisure groups and sporting events by 10 percent.

Strategy

1

Retain senior bus tour groups and attract new social groups of 10 or more people.

Tactic 1 - Promote senior and social group experiences through traditional and nontraditional media platforms.

Tactic 2 – Incentivize group leaders to bring senior and social groups to Shreveport-Bossier.

Tactic 3 – Provide excellent service that differentiates Shreveport-Bossier from other destinations that help grow new and existing senior and social groups.

Strategy

2

Create seven experiential tourism partners with local retail businesses, restaurants, casinos, and/or attractions.

Tactic 1 - Bring in a consultant to help program and develop transformational experiences for senior, social and sporting groups.

Tactic 2 – Identify seven new experiences, program and promote them to groups.

Strategy

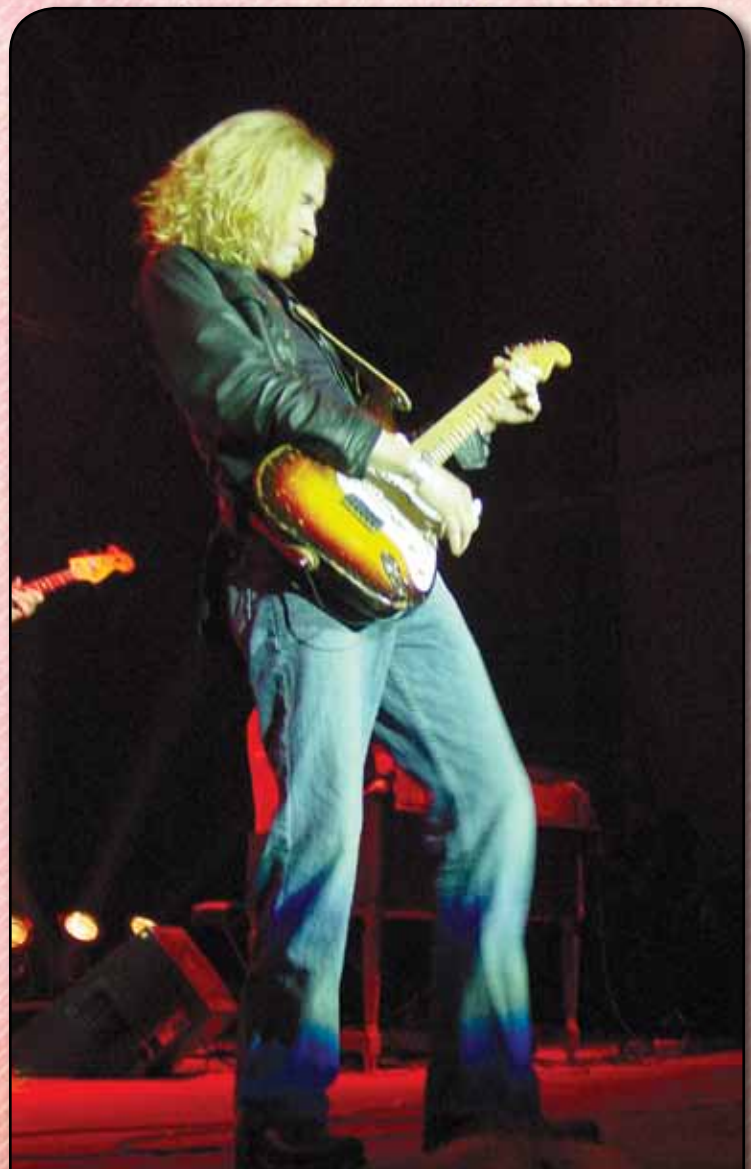
3

Obtain partners and sponsors for the Shreveport-Bossier Sports Commission and its allied sporting events.

Tactic 1 - Meet with local businesses to align their interests with our sporting events to promote the business and have a quality sporting event.

Tactic 2 – Strengthen local, regional, and national sporting organizations and events by determining their needs and providing resources and services currently offered by area businesses and/or Shreveport-Bossier Sports Commission.

Tactic 3 – Coordinate and market a quarterly communication through newsletters and networking events.



Strategy

4

Attract sporting groups during the months in which hotels and venues need business, specifically August and November to February.

Tactic 1 - Identify groups whose seasons or schedules coincide with the slow time periods and work with local sports organizations.

Tactic 2 – Increase the number of events by one for each of the slow months by attending trade shows and through direct sales to groups and right’s holders.

Tactic 3 – Provide excellent service that differentiates Shreveport-Bossier from other destinations that help grow new and existing sports groups.

Tactic 4 – Facilitate local events to bring in more out-of-town participants and spectators.

Strategy

5

Target regional and national sporting events that will utilize the area’s top sporting venues such as the Shreveport Convention Center, Hirsch Coliseum, Independence Stadium, Centurylink Center, Centenary Gold Dome, and Bossier Civic Center.

Tactic 1 - Research and attend conferences for leads.

Tactic 2 – Work with area hotels and sporting organizations to get accurate hotel room night usage and attendance figures to determine return on investment and economic impact to the community.

Tactic 3 – Request all group events provide accurate economic impact data such as average daily spend and hotels by adding a survey on the group’s registration process.





Convention Overall Goal:

Increase new and repeat conventions and reunions by 10 percent.

Strategy

1

Focus on four main markets which are medical, corporate, religious, and government.

Tactic 1 - Increase one-on-one sales calls and site visits to local and regional businesses, associations, chambers of commerce and other professional organizations.

Tactic 2 – Obtain and build relationships with meeting and event planners through the attendance and follow-up of tradeshows and prospecting of existing database for the development of the focus markets.

Tactic 3 – Utilize additional tools that will provide follow-up, as well as generate leads and definite bookings in those focus markets such as direct mail, advertising, e-newsletters, and other print and digital collateral.

Strategy

2

Develop and execute a new destination marketplace called Rendezvous South Marketplace to generate future convention business.

Tactic 1 – Oversee and work with the consultant on planning, execution and follow-up of Marketplace.

Tactic 2 – Evaluate the program to ensure proper return on investment.







629 Spring Street, Shreveport
318-222-9391 • 1-800-551-8682
www.shreveport-bossier.org



www.shreveport-bossier.org

