



# Shreveport-Bossier Convention & Tourist Bureau

## 2011 Lodging Report

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 Mooresville, North Carolina  
 March, 2012

### **Lodging Inventory**

According to Smith Travel Research, Shreveport-Bossier, Louisiana currently has approximately 9,807 lodging rooms and it must be noted that lodging inventory is fluid (changes daily) as rooms are taken out of service and new rooms are developed among the 75 lodging properties currently open in the market. Since February 2008, 13 new properties have opened with a total of 1,416 rooms (17.3% of current lodging inventory). According to Smith Travel Research, there are two properties currently under development including Holiday Inn Express & Suites – Bossier City (85 rooms) and Hampton Inn & Suites Shreveport Bossier City North (71 rooms), which together will increase inventory by an additional 156 rooms.

### **Lodging Inventory – Age, Style, Location**

Lodging Statistics:

- According to Smith Travel Research, lodging built prior to 1990 accounts for 44% of room inventory. 2,554 rooms were built in the 1990s, accounting for 26.1% of room inventory.
- Lodging built since 2000 accounts for 29.7%; with the growth starting in early 2008 which has increased the lodging inventory by 1,416 rooms.
- Currently there are two lodging properties under construction, which will add 156 rooms to the lodging inventory.
- Shreveport lodging properties account for 54.7% of total lodging room inventory, while the Bossier lodging properties account for 41.3%, Greenwood lodging properties account for 2.7% and Vivian lodging properties account for the remaining 1.3%.
- The largest single category of travel in Shreveport-Bossier is corporate and business travelers and account for 38.37% of the total lodging occupancy in Shreveport-Bossier.
- Leisure travelers represent 31.63% of those overnighing in Shreveport-Bossier.
- Convention and meeting attendees comprise 17% of total lodging in Shreveport-Bossier.
- Group travel accounts for 5.98% of total lodging occupancy in Shreveport-Bossier.
- Transient travelers represent 4.98% of total lodging in Shreveport-Bossier.
- Military-related travel represents 2.02% of total lodging in Shreveport-Bossier.
- December and January are the slowest months. Sunday and Monday are the slowest nights.
- Walk-in lodging without prior reservation was reported at 23.79%, which is higher than RTM typically finds for similar destinations. Typically we see a range of 5-10% of walk-in lodging without prior reservation.
- 83% of all travel parties are adults traveling without children, while 17% include children.
- Top leisure feeder markets as reported by respondents: Houston and Dallas, followed to a lesser degree by New Orleans and Baton Rouge, and then by Dallas/Fort Worth and Little Rock.
- Occupancy in Shreveport-Bossier lodging has continued to outperformed national averages since 2002, and has significantly outperformed the national average since the beginning of the “Great Recession” that started in 2008.
- For 2010, the Average Daily Rate (ADR) was \$71.45 and Revenue Per Available Room (RevPAR) was \$52.34, which is very good compared to similar destinations.

**2011 Lodging Report****Shreveport-Bossier Lodging Inventory by Location & Age (STR Data)**

<b>Open Date Unknown = 6.4% of room inventory</b>		<b>Open Date</b>	<b>631 Rooms</b>
Airport Motel	Shreveport	n/a	23
Beacon Motel	Bossier	n/a	37
Country Inn Motel	Greenwood	n/a	128
Country Inn Motel	Vivian	n/a	44
David Motel	Bossier	n/a	31
Economy Inn Motel	Bossier	n/a	44
Levingston Motel	Shreveport	n/a	42
Mid Continent Inn	Greenwood	n/a	80
Palomar Hotel	Shreveport	n/a	33
Plantation Inn	Shreveport	n/a	134
Relax Inn	Bossier	n/a	35
<b>Prior to 1970 = 6.1% of room inventory</b>			<b>593 Rooms</b>
Siesta Motel	Bossier	Jun-55	52
Town & Country Motel	Bossier	Jun-57	100
Royal Inn	Shreveport	Feb-60	134
Travelodge	Shreveport	Jun-60	97
Americas Best Value Inn	Shreveport	Jun-64	92
Best Western Richmond Suites Hotel	Shreveport	May-66	118
<b>1970 - 1979 = 15.2% of room inventory</b>			<b>1,494 Rooms</b>
Americas Best Value Inn	Bossier	Jun-73	243
Red Carpet Inn	Bossier	Jun-73	42
Regency Continental	Shreveport	Jun-73	155
Best Western Chateau Suite Hotel	Shreveport	Jun-74	101
Ramada Bossier City Conference Center	Bossier	Jun-75	200
Rodeway Inn & Suites	Bossier	Jun-76	238
Days Inn Bossier	Shreveport	Jun-78	177
Days Inn Shreveport	Bossier	Jun-78	148
Holiday Inn Downtown/Riverfront	Shreveport	Jun-79	190
<b>1980 - 1989 = 16.5 % of room inventory</b>			<b>1,621 Rooms</b>
Country Hearth Inn	Bossier	Jun '81	120
Holiday Inn Shreveport Financial	Shreveport	Sep-82	226
La Quinta Inn & Suites Bossier City	Bossier	Nov-82	130
Motel 6	Bossier	May-84	93
Clarion Hotel A Roberts Hotel	Shreveport	Jun-84	267
Econo Lodge Inn & Suites	Bossier	Jun-84	165
Mainstay Suites	Bossier	Aug '84	72
Super 8	Bossier	Jun-85	105
America's Best Value Inn	Bossier	July '85	115
Remington Suite Hotel	Shreveport	Jun-86	22
Merryton Inn	Shreveport	Nov '86	143
Motel 6 Shreveport	Shreveport	Feb-87	103
Super 8	Shreveport	Jan-88	60

**2011 Lodging Report**

<b>1990 - 1999 = 26.1% of room inventory</b>		<b>Open Date</b>	<b>2,554 Rooms</b>
Hampton Inn	Bossier	Nov-95	123
Comfort Inn	Bossier	Feb-96	77
Ramada & Suites	Shreveport	Mar-96	115
Fairfield Inn	Shreveport	Mar-96	105
LaQuinta Inn & Suites	Shreveport	Mar-97	117
Crossland Suites	Bossier	Sep-97	117
Horseshoe Casino Hotel	Bossier	Nov-97	606
Boomtown Casino & Resort	Bossier	Jun-98	187
Courtyard Shreveport Airport	Shreveport	May-99	90
Eldorado Resort Casino	Shreveport	Jun-99	403
Cajun Inn	Shreveport	Aug-99	44
DiamondJack's Casino & Resort	Bossier	Sep-99	570
<b>2000 - Present = 29.7% of room inventory</b>			<b>2,914 Rooms</b>
Comfort Inn Shreveport	Shreveport	Apr-00	66
Quality Inn & Suites	Bossier	May-00	102
Residence Inn Shreveport Airport	Shreveport	May-01	78
Jameson Inn	Shreveport	Jun-01	67
Sam's Town Hotel & Casino	Shreveport	Jun-01	514
Microtel Inn & Suites	Bossier	Sep-01	101
Red River Inn	Bossier	Jan-02	32
Hampton Inn	Shreveport	Aug-03	79
Holiday Inn Express & Suites	Shreveport	Apr-06	69
Comfort Suites	Shreveport	Apr-07	77
Hilton Shreveport	Shreveport	Jun-07	313
Holiday Inn Express & Suites Shreveport West	Shreveport	Feb-08	85
Candlewood Suites	Shreveport	Mar-08	93
Springhill Suites @ Louisiana Downs-Bossier	Bossier	June-08	150
Hilton Garden Inn	Shreveport	Oct-08	142
Quality Inn	Shreveport	Nov-08	100
Value Place	Shreveport	Nov-08	124
TownPlace Suites Shreveport	Bossier	April -09	101
Homewood Suites	Shreveport	Feb-09	123
Value Place - Bossier	Bossier	Aug-09	124
Courtyard by Marriott – Louisiana Boardwalk	Bossier	March -10	128
Hampton Inn & Suites	Shreveport	April-10	84
Sleep Inn & Suites I-20	Shreveport	April -10	80
Sleep Inn & Suites Medical Center-Shreveport	Shreveport	Aug-10	82
<b>Total STR Room Count (75 properties)</b>			<b>9,807</b>

\*Blue highlighted listings are casino properties.

**2011 Lodging Report**

**Shreveport-Bossier Lodging Survey**

Randall Travel Marketing (RTM) completed a survey of the Shreveport-Bossier lodging properties in 2011 (2010 calendar year data). The purpose of the survey was to determine the percentage of total occupancy driven by specific market segments. The table below reveals the overall market segmentation as reported by the participating lodging properties.

Smith Travel Research reports a current lodging inventory in the Shreveport-Bossier area of eighty-three (83) lodging properties totaling 9,963 rooms which include two properties currently under construction. The Shreveport-Bossier Convention & Tourist Bureau (SBCTB) provided RTM with a database of the SBCTB lodging membership. RTM conducted a survey of all sixty-one (61) SBCTB member lodging properties (9,095 rooms) and received a response from twenty-one (21) lodging properties. The responding lodging properties accounted for 2,895 of the 9,095 lodging rooms surveyed for a 31.8% response rate. The data on the following pages outlines the lodging survey findings.

**2011 (2010 Data) Overall Lodging Market Mix**

2007 data	2010 data	
<b>61.8%</b>	<b>31.83%</b>	<b>Response Rate of Rooms</b>
<b>21.4%</b>	<b>38.37%</b>	<b>Corporate/Business</b>
	18.39%	Oil/Gas business travelers (NOTE: First time testing this category)
21.4%	17.95%	General business travelers
	2.03%	Film Industry (NOTE: First year for testing this category)
<b>42.5%</b>	<b>31.63%</b>	<b>Leisure</b>
17.7%	21.39%	Tourists visiting the area (local attractions/events, casino/horseracing, shopping, etc.)
21.6%	6.71%	Casino contracted rooms (*NOTE: fewer casino properties reported in 2011 than in 2008)
3.2%	3.53%	Visiting local friends & relatives
<b>19.5%</b>	<b>17.00%</b>	<b>Convention/Meeting</b>
6.2%	5.57%	Corporate
3.9%	3.87%	Weddings/reunions/family events/social events
2.9%	3.80%	SMERF
3.2%	2.87%	Government
3.3%	0.89%	Association
<b>9.1%</b>	<b>5.98%</b>	<b>Group</b>
6.7%	4.98%	Team sports & tournaments
2.4%	1.00%	Group Tour/motorcoach
<b>7.5%</b>	<b>4.98%</b>	<b>Transient/Other</b>
6.1%	4.98%	Transient: Passing through as part of a longer trip
1.4%	0.00%	Other (specify): _____
	<b>2.02%</b>	<b>Military</b>
	2.02%	Military (NOTE: First year for testing this category)

According to the 2010 RTM Survey, corporate and business traveler’s account for 38.37% of the lodging occupancy in Shreveport-Bossier, which includes oil and gas (18.39%), general (17.95%) and those in the film industry (2.03%) business. This reflects the STR data of the stronger higher weekday occupancy: Tuesday (73%) and Wednesday (72.8%).

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Leisure travelers represent 31.63% of those overnighting in Shreveport-Bossier; tourists visiting the area (21.39%), casino contracted rooms (6.71%), and those visiting friends and relatives (3.53%). This confirms the STR data that weekends prove to have the higher occupancy for Shreveport-Bossier: Friday, 73.9% and Saturday, 77.3%.

According to the RTM survey the Convention and Meeting attendees make up 17% of the lodging occupancy in Shreveport Bossier; corporate (5.57%), weddings, reunions, family & social events (3.87%), SMERF (3.80%), government (2.87%) and association (0.89%).

Group travel accounts for 5.98% which includes team sports & tournaments (4.98% and group tour and motorcoach (1.00%).

Transient travel represents 4.98% of those overnighting in Shreveport -Bossier lodging, this includes those passing through as part of a longer trip.

Accounting for 2.02% of those overnighting in Shreveport-Bossier is military related travel.

### 2008 Lodging Report

A previous (2008) lodging study conducted by RTM for SBCTB revealed the following customer mix. Note that in 2011 the customer segment categories were changed to track more precisely.

#### Casino Only Overall Lodging Market Mix

2010 Data Casinos Only	2007 Data Casinos Only	2007 Data - All reporting properties	Category
<b>6.08%</b>	<b>21.7%</b>	<b>61.8%</b>	<b><i>Response Rate of rooms in Shreveport-Bossier</i></b>
20.34%	49.8%	21.6%	Casino Contracted Rooms
0.81%			Oil/Gas business travelers (NOTE: First time testing this category)
2.90%	3.3%	21.4%	Individual Business Travelers
0.27%			Film Industry (NOTE: First year for testing this category)
69.32%	26.2%	17.7%	Leisure (visiting regional attractions & activities for pleasure)
0.27%	0.3%	6.7%	Sports
3.19%	6.5%	6.2%	Convention/Meeting - Corporate
0.54%	2.7%	6.1%	Transient - Overnight as Part of Longer Trip
0.27%	1.9%	3.9%	Weddings, Reunions, Family Events
0.00%	3.0%	3.3%	Convention/Meeting - Association
0.54%	1.6%	3.2%	Convention/Meeting - Government
0.81%	2.3%	3.2%	Visiting Friends and Relatives
0.00%	1.3%	2.9%	Convention/Meeting - SMERF
0.73%	1.1%	2.4%	Group Tour
0.00%	0.0%	1.4%	Other

**Walk-In Lodging**

RTM asked the lodging properties to report the percentage of their overall occupancy that walks in the door without a prior reservation. Twenty (20) lodging properties reported an average walk-in percentage of 23.79%. This is higher than RTM typically sees in other research studies. RTM recommends watching this percentage over the next few years to determine trends.

**Travel Parties with Children**

The lodging survey asked for the percentage of total lodging guests that include children. The ratio of adults traveling alone (83%) to those traveling with children (17%) is typical of the American traveling public. Nationally, the Travel Industry Association of America (TIA) reports that one in five (22%) trips in the United States include children under the age of 18. Thus, we see that Shreveport-Bossier has average visitation from families with children.

**Top Feeder Markets for Leisure Visitation**

The RTM lodging survey asked each responding property to identify their top four target leisure feeder markets for leisure visitation. All twenty-one of the lodging properties responses are included in the following table.

**Top Leisure Feeder Markets**

<b>Feeder Market</b>	<b>Responses</b>
Houston	10
Dallas	10
New Orleans	5
Baton Rouge	5
Dallas/Fort Worth	2
Little Rock	2

**Smith Travel Research Data**

RTM obtained data from Smith Travel Research (STR) in the form of a five-year trend report for hotel/motel lodging properties in Shreveport-Bossier, LA. The data reflects primarily chain affiliated hotel/motels in the Shreveport-Bossier area. The STR data has a 61% monthly response rate from the 9,807 (including non-participating casino properties) rooms in the STR database. Casino resorts, which typically do not participate with STR, represent 23% (2,280 rooms) in Shreveport-Bossier, LA.

**Annual Occupancy Data**

A comparison of Shreveport-Bossier, Louisiana annual occupancy as reported by STR, to the STR national average reveals that Shreveport-Bossier has outpaced the nation every year since 2006, and has significantly outperformed the national average since the beginning of the “Great Recession” that started in 2008.

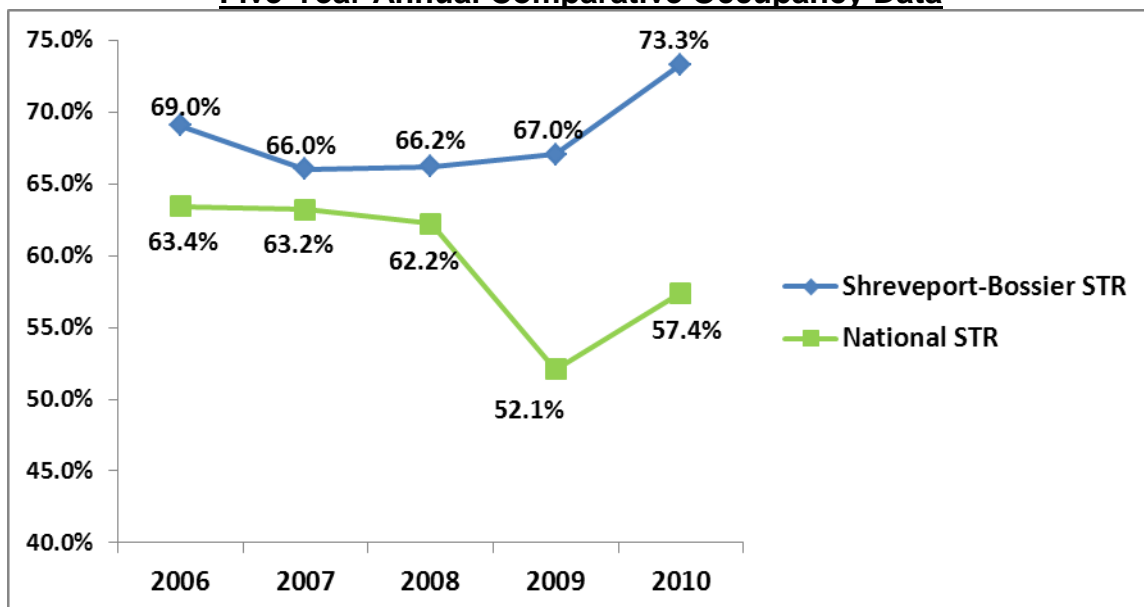
**Five-Year Annual Occupancy Data**

Year	Shreveport-Bossier STR	+/- % of Change	National STR	+/- % of Change
2006	69.0%	-6.1%	63.4%	0.4%
2007	66.0%	-4.4%	63.2%	-0.1%
2008	66.2%	0.3%	62.2%	-3.2%
2009	67.0%	1.3%	52.1%	-10.1%
2010	73.3%	9.3%	57.4%	5.3%

Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

The chart below provides graphic illustration of the data in the above table.

**Five-Year Annual Comparative Occupancy Data**

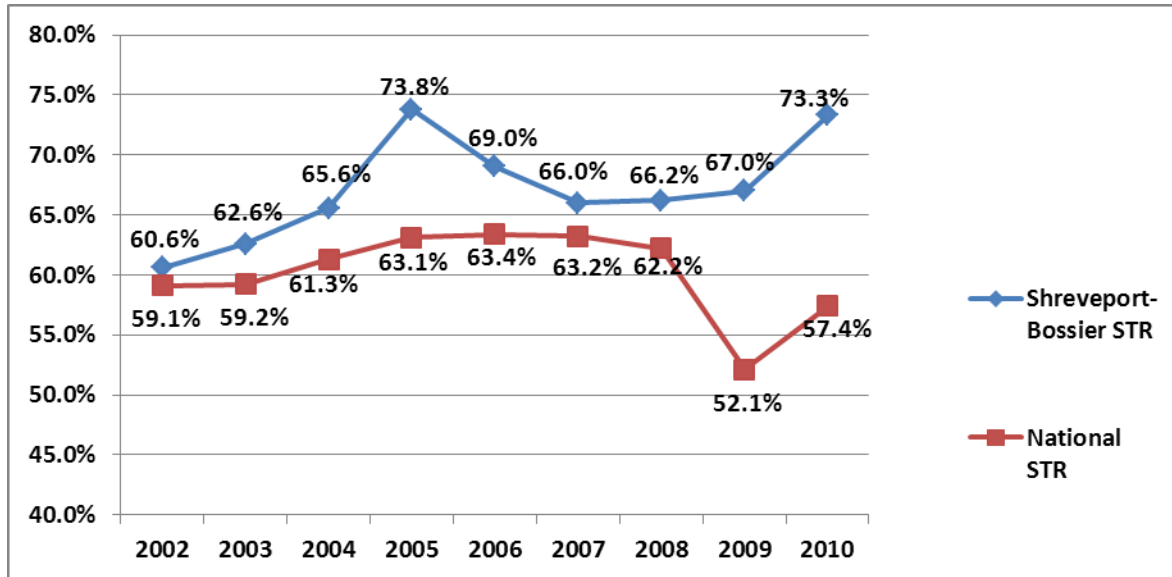


Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA



**2002 -2010 Shreveport Bossier Occupancy Trend**

Year	Shreveport-Bossier STR	+/- % of Change	National STR	+/- % of Change
2002	60.6%	~	59.1%	~
2003	62.6%	3.3%	59.2%	0.1%
2004	65.6%	4.8%	61.3%	3.5%
2005	73.8%	12.4%	63.1%	2.9%
2006	69.0%	-6.1%	63.4%	0.4%
2007	66.0%	-4.4%	63.2%	-0.1%
2008	66.2%	0.3%	62.2%	-3.2%
2009	67.0%	1.3%	52.1%	-10.1%
2010	73.3%	9.3%	57.4%	5.3%



**Monthly Lodging Occupancy**

The table below and chart on the following page reveal the annual and monthly average occupancy rates for the Shreveport-Bossier area hotel/motel lodging market. The red numbers indicate the lowest occupancy each year and the blue numbers indicate the highest occupancy each year.

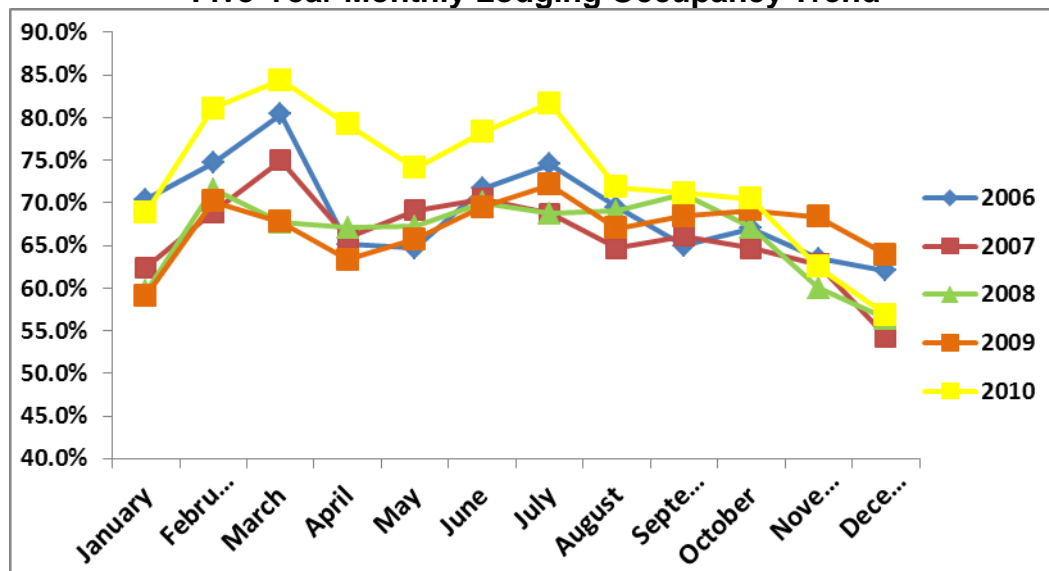
**Monthly Lodging Occupancy Percentages**

	2006	2007	2008	2009	2010
<i>January</i>	70.4%	62.4%	59.6%	<b>59.1%</b>	68.9%
<i>February</i>	74.7%	68.9%	<b>71.6%</b>	70.2%	81.1%
<i>March</i>	<b>80.4%</b>	<b>75.0%</b>	67.7%	67.7%	<b>84.4%</b>
<i>April</i>	65.2%	65.9%	67.1%	63.3%	79.2%
<i>May</i>	64.7%	69.1%	67.2%	65.7%	74.1%
<i>June</i>	71.7%	70.5%	70.0%	69.5%	78.3%
<i>July</i>	74.5%	68.7%	68.7%	<b>72.2%</b>	81.7%
<i>August</i>	69.5%	64.7%	69.0%	67.0%	71.8%
<i>September</i>	65.0%	66.1%	71.0%	68.5%	71.2%
<i>October</i>	67.0%	64.7%	67.1%	69.1%	70.5%
<i>November</i>	63.5%	62.8%	60.0%	68.4%	62.5%
<i>December</i>	<b>62.0%</b>	<b>54.3%</b>	<b>56.4%</b>	63.9%	<b>56.8%</b>

Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

December and January are typically the slowest months of the year with March and July providing high monthly occupancies each year for the Shreveport-Bossier area lodging. Closely following are the months of February and June. The range from lowest month to highest month is typically as much as 30 percentage points. The following chart provides a graphic illustration of the data in this table.

**Five-Year Monthly Lodging Occupancy Trend**



Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

## 2011 Lodging Report

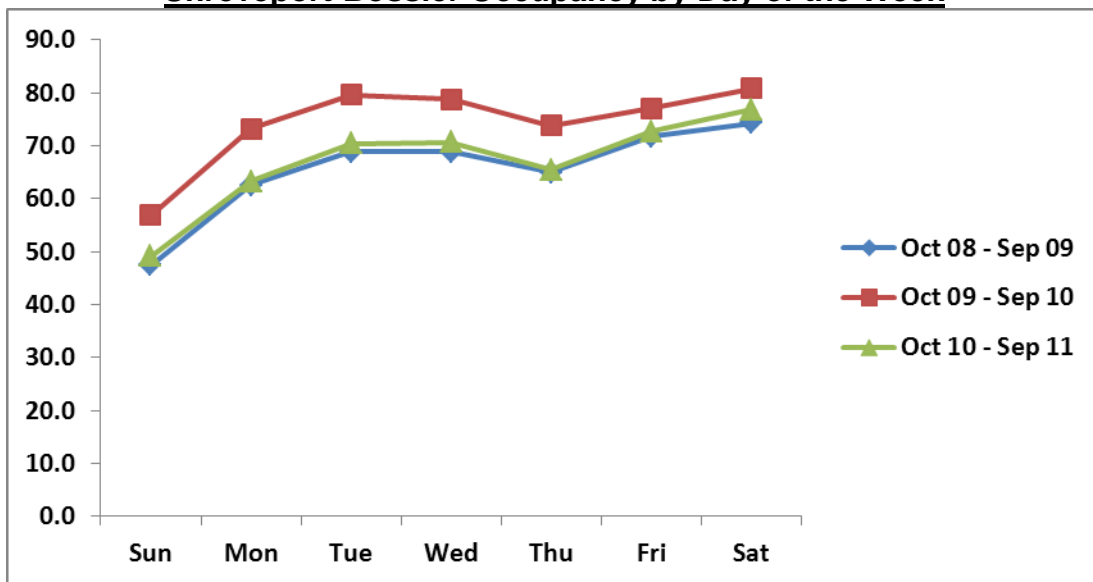
### Occupancy by Day of the Week

Smith Travel Research (STR) records the average occupancy by day of the week from the Shreveport-Bossier properties that report to STR.

Three Year Occupancy (%)	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 08 - Sep 09	47.5	62.6	68.9	68.8	64.9	71.8	74.3
Oct 09 - Sep 10	56.9	73.2	79.6	78.7	73.8	77.1	80.8
Oct 10 - Sep 11	49.2	63.3	70.4	70.7	65.5	72.7	76.8
<b>Total 3 Year</b>	<b>51.2</b>	<b>66.4</b>	<b>73.0</b>	<b>72.8</b>	<b>68.2</b>	<b>73.9</b>	<b>77.3</b>

The chart below graphically illustrates that for the overall three year period of 2008 through 2011, Sunday night is the slowest night of the week in Shreveport-Bossier lodging properties followed by Monday and Thursday nights. Tuesday, Wednesday, Friday and Saturday nights are the busiest. This data again confirms that the SBCTB has an opportunity to benefit Shreveport-Bossier lodging and the overall travel industry by selling the nights of the week with the lowest occupancy.

**Shreveport-Bossier Occupancy by Day of the Week**



Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

## 2011 Lodging Report

### Lodging Supply and Demand

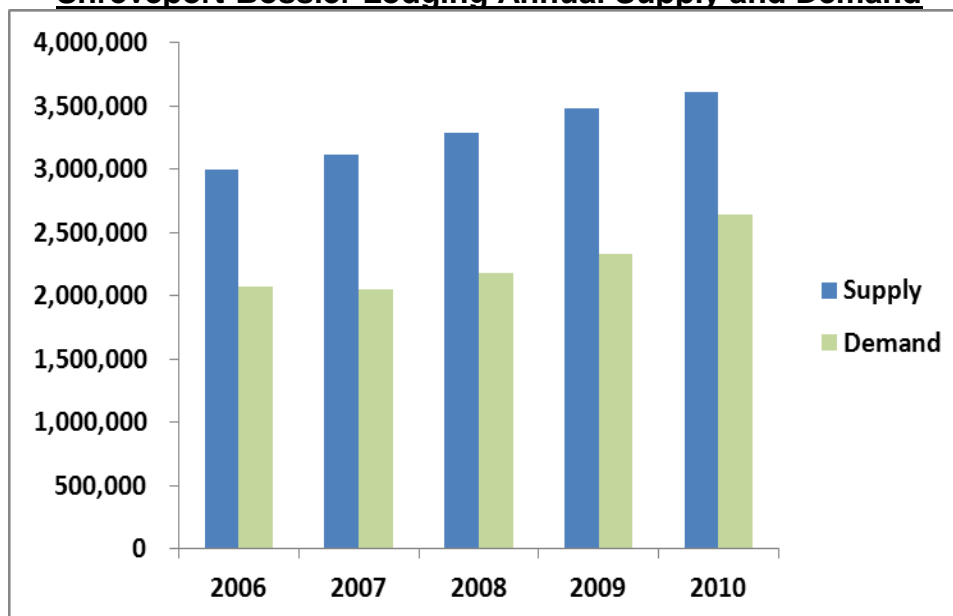
Shreveport-Bossier has outpaced the nation in occupancy since 2006. The following chart illustrates the relatively steady supply of rooms in the market over the last five years. The growth in demand to fill those rooms had a slight decline in 2007 but a steady increase began in 2008 and has continued to increase.

#### Five-Year Hotel/Motel Annual Supply & Demand Trend

Year	Supply	+/- % of Change	Demand	+/- % of Change
2006	2,999,898	-0.7%	2,071,322	-6.8%
2007	3,112,659	3.8%	2,054,772	-0.8%
2008	3,289,821	5.7%	2,177,878	6.0%
2009	3,484,667	5.9%	2,335,982	7.3%
2010	3,613,864	3.7%	2,647,206	13.3%

Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

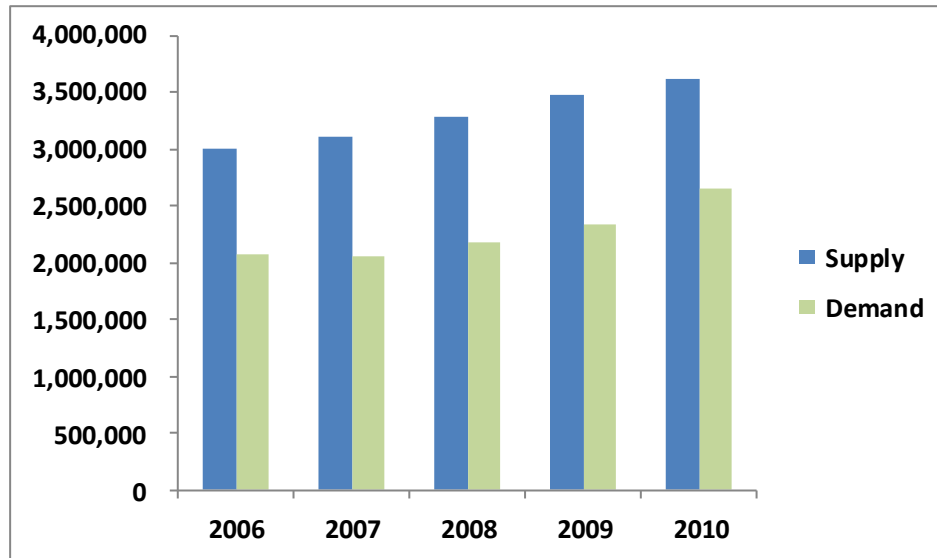
#### Shreveport-Bossier Lodging Annual Supply and Demand



Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

Hotel room supply increased by 613,966 rooms, over the five-year time period of 2006 through 2010, likewise hotel room demand increased by 575,884 rooms.

**2010 Shreveport-Bossier Hotel/Motel Monthly Supply and Demand**



Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

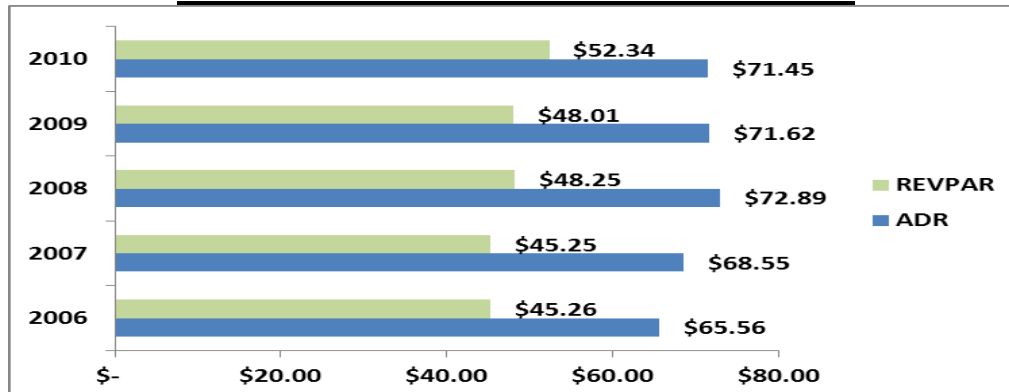
**Average Daily Rate (ADR) and RevPAR**

ADR (Average Daily Rate) gradually increased starting in 2007 and 2008, with a slight decrease starting in 2009 through 2010. RevPAR (Revenue Per Available Room) has remained relatively the same for 2006 and 2007, a slight increase was seen in 2008, and decline in 2009. An increase was seen in 2010. The lodging industry tracks RevPAR as a key indicator of lodging success and profitability.

**2010 Shreveport-Bossier ADR and REVPAR Trend**

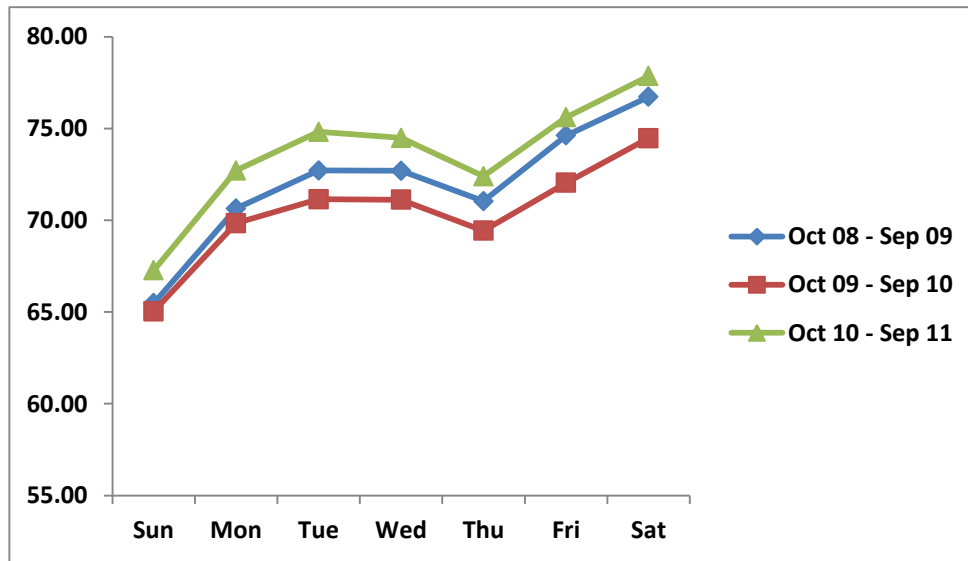
Year	ADR	+/- % of Change	REVPAR	+/- % of Change
2006	\$65.56	2.5%	\$45.26	-3.7%
2007	\$68.55	4.6%	\$45.25	0.0%
2008	\$72.89	6.3%	\$48.25	6.6%
2009	\$71.62	-1.7%	\$48.01	-0.5%
2010	\$71.45	-0.2%	\$52.34	9.0%

**Five -Year Hotel/Motel ADR & RevPAR Trend**



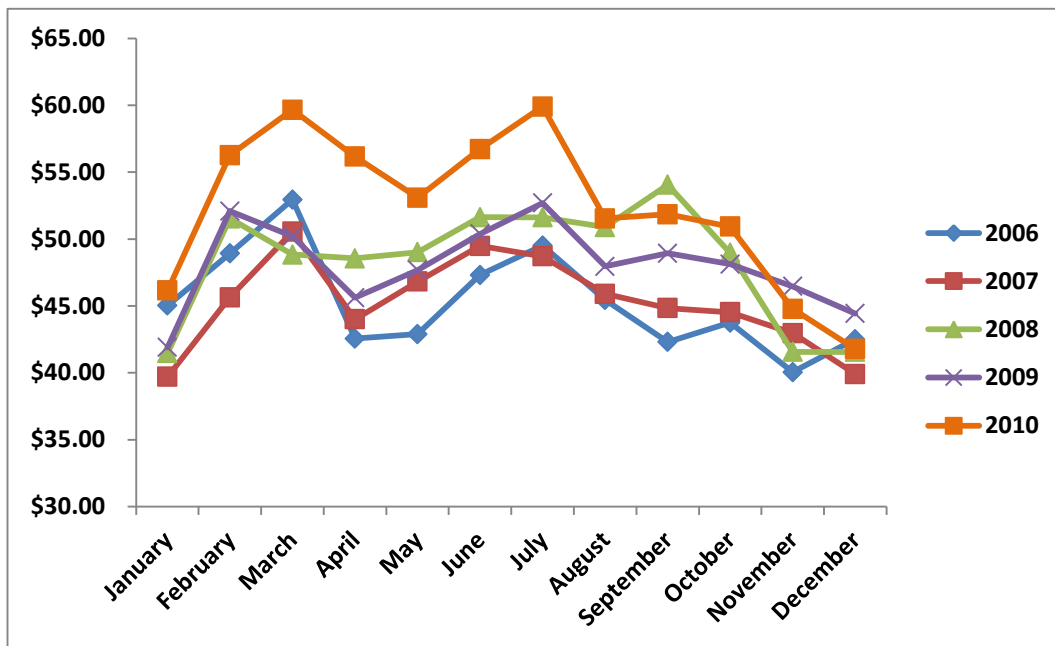
Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

**RevPAR by Day of the Week**



Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

**Shreveport-Bossier RevPAR by Month**



Source: Smith Travel Research Five-Year Trend Report for Shreveport-Bossier, LA

**Lodging Revenue**

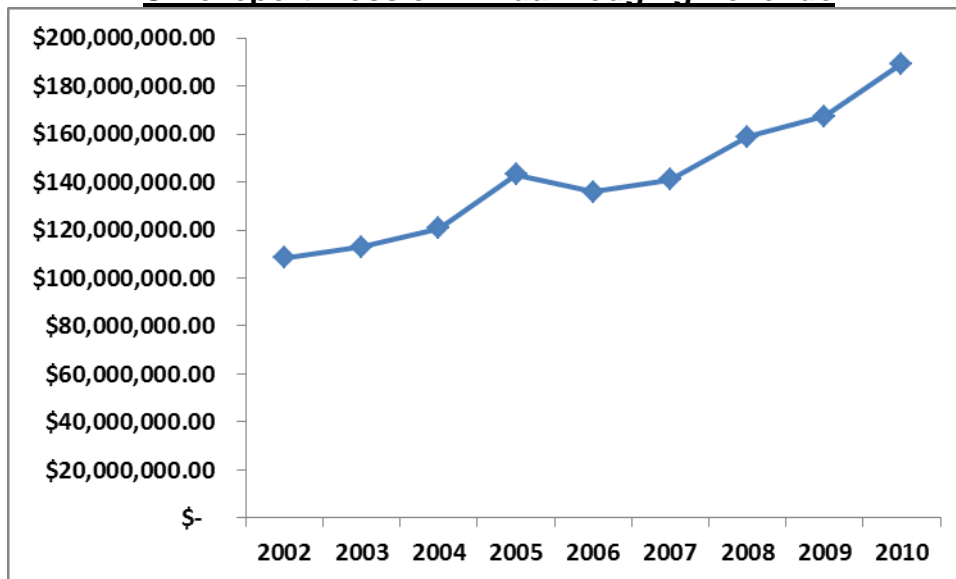
Smith Travel Research (STR) reports the total annual lodging revenue for Shreveport-Bossier, LA lodging since 2002 as follows in the table below.

**Shreveport-Bossier Annual Lodging Revenue**

Year	Lodging Revenue
2002	\$108,359,965.00
2003	\$113,003,352.00
2004	\$120,540,206.00
2005	\$143,078,163.00
2006	\$135,788,102.00
2007	\$140,845,501.00
2008	\$158,743,777.00
2009	\$167,294,769.00
2010	\$189,155,069.00

The table below graphically illustrates the consistent increase in overall lodging revenues since 2002, which slows steady growth, with only a slight decline in 2006, then continued growth. Compared to other destinations throughout the U.S. since the beginning of the “Great Recession” in 2008, this shows significant economic vitality.

**Shreveport-Bossier Annual Lodging Revenue**



Source: Smith Travel Research Trend Report for Shreveport-Bossier, LA & Prior RTM Study