



**2008 Tourism Economic Indicator**  
 Compiled by the Shreveport-Bossier Convention & Tourist Bureau

**Tourism Report**  
**2007-2008 Report Summary**

**Hotel/Motel Average Daily Rate for Caddo/Bossier Parishes**  
**(Smith Travel Research)**

<b>YEAR</b>	<b>Average Daily Rate (Smith)</b>	<b>Average Occupancy (Smith)</b>
2008	\$70.69	59.20%
2007	\$68.11	67.40%
2006	\$65.12	69.30%
2005	\$61.63	68.40%
2004	\$60.14	65.50%
2003	\$59.35	62.70%
2002	\$60.41	60.60%
2001	\$62.81	61.50%
2000	\$62.51	68.47%
1999	\$60.77	70.37%
1998	\$60.23	70.26%
1997	\$58.31	71.99%
1996	\$56.96	72.16%
1995	\$56.55	72.52%
1994	\$49.12	70.20%

**Comparative Hotel Survey  
Average Daily Rate and Occupancy Reports**

CTB=Convention & Tourist Bureau STR=Smith Travel Research

<b>January</b>		<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>
Avg. Occupancy	CTB			68.71	64.99	56.39	54.55
	STR	61.20	63.2	70.5	63.3	56.4	51.2
Avg. Daily Rate	CTB			63.20	68.28	58.31	55.77
	STR	68.17	63.84	63.49	59.33	59.34	58.48
<b>February</b>		<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>
Avg. Occupancy	CTB			73.69	65.23	66.54	65.92
	STR	73.50	69.20	74.70	67.70	66.80	63.10
Avg. Daily Rate	CTB			65.58	57.56	59.91	58.33
	STR	71.08	66.74	65.03	61.14	61.40	61.06
<b>March</b>							
Avg. Occupancy	CTB			79.72	65.39	66.43	64.21
	STR	71.00	74.6	80.40	68.40	69.90	64.80
Avg. Daily Rate	CTB			63.11	59.31	58.48	57.75
	STR	70.53	68.40	65.40	60.67	59.86	61.89
<b>April</b>							
Avg. Occupancy	CTB			60.17	68.41	66.57	57.70
	STR	67.70	66.80	65.20	68.50	67.00	57.60
Avg. Daily Rate	CTB			59.12	59.79	58.68	60.26
	STR	71.64	67.01	64.93	61.86	60.37	61.42
<b>May</b>							
Avg. Occupancy	CTB			59.14	67.22	66.63	64.78
	STR	69.10	70.50	64.90	66.30	63.2	65.8
Avg. Daily Rate	CTB			59.72	59.97	60.97	61.32
	STR	71.93	68.69	65.83	61.14	60.12	60.20
<b>June</b>							
Avg. Occupancy	CTB			83.76	72.18	69.55	67.34
	STR	71.60	72.20	71.70	72.10	71.40	66.60
Avg. Daily Rate	CTB			75.11	60.66	60.06	58.83
	STR	73.03	69.62	66.50	62.65	60.60	60.88

<b>July</b>							
Avg. Occupancy	CTB				81.71	74.03	71.85
	STR	70.07	70.10	75.90	72.60	75.2	71.9
Avg. Daily Rate	CTB				70.67	71.25	59.99
	STR	74.36	70.15	67.67	64.61	61.62	61.23
<b>August</b>		<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>	<b>2003</b>
Avg. Occupancy	CTB				70.00	64.30	61.80
	STR	69.80	66.30	70.10	70.40	64.30	67.20
Avg. Daily Rate	CTB				59.17	57.31	55.76
	STR	73.18	70.04	66.46	62.94	59.88	62.11
<b>September</b>							
Avg. Occupancy	CTB				82.93	66.47	59.53
	STR	72.10	68.30	65.20	90.10	64.90	59.10
Avg. Daily Rate	CTB				62.23	59.10	55.76
	STR	74.90	66.67	66.18	67.36	60.51	59.80
<b>October</b>							
Avg. Occupancy	CTB				62.52	62.52	68.08
	STR	69.90	67.20	67.80	90.10	64.20	66.30
Avg. Daily Rate	CTB				59.94	59.94	62.52
	STR	71.99	67.75	66.10	67.70	59.68	58.60
<b>November</b>							
Avg. Occupancy	CTB				56.63	56.63	58.47
	STR	62.20	65.30	62.80	81.60	61.40	58.40
Avg. Daily Rate	CTB				52.42	52.42	56.29
	STR	67.88	67.30	64.68	65.24	57.47	59.37
<b>December</b>							
Avg. Occupancy	CTB				59.63		53.65
	STR	59.20	56.20	61.80	73.70	57.20	53.50
Avg. Daily Rate	CTB				68.28		62.85
	STR	70.69	72.61	69.78	69.36	60.36	60.60

**Gaming 2004-2008 Report Summary - Total Admissions**

Vessel	Date of Commencement	Admissions 2004	Admissions 2005	Admissions 2006	Admissions 2007	Admissions 2008 (JAN-YTD)
<b>*BoomTown</b>	October 4, 1996	1,994,156	2,027,266	1,790,014	1,638,083	1,483,052
<b>Horseshoe Casino</b>	July 9, 1994	2,590,137	3,010,860	2,767,155	2,489,572	2,367,988
<b>*Diamond Jack's</b>	May 20, 1994	1,522,398	1,750,319	1,916,403	1,944,083	1,602,332
<b>*Sam's Town</b>	April 18, 1994	2,632,405	2,526,074	2,030,897	2,004,754	2,000,721
<b>*Eldorado</b>	December 20, 2000	315,915	2,896,411	3,217,036	3,259,983	3,353,818
<b>Harrah's Louisiana Downs</b>	May 23, 2003	1,793,869	2,141,054	1,967,780	2,036,898	1,845,727
<b>Total Riverboat Gaming</b>		<b>13,692,880</b>	<b>14,351,984</b>	<b>13,689,285</b>	<b>13,373,373</b>	<b>12,653,638</b>

\*Boomtown formerly Casino Magic, \* DiamondJack's formerly Isle of Capri, \*Sam's Town formerly Harrah's &

\*Eldorado formerly Hollywood Casino

**Gaming 2004-2008 Report Summary - Total AGR**

Vessel	2004	2005	2006	2007	2008 (JAN-YTD)
<b>BoomTown</b>	\$90,077,959	\$101,090,929	\$100,063,415	\$56,611,529	\$92,919,814
<b>Horseshoe</b>	\$211,336,849	\$256,389,207	\$274,790,397	\$168,897,408	\$283,473,649
<b>Diamond Jack's</b>	\$94,309,816	\$101,027,431	\$102,918,495	\$58,899,201	\$95,293,979
<b>Sam's Town</b>	\$124,099,057	\$137,862,738	\$128,480,387	\$77,194,088	\$128,027,013
<b>Eldorado</b>	\$112,420,941	\$116,599,871	\$140,219,034	\$84,616,427	\$156,782,087
<b>Harrah's Louisiana Downs</b>	\$69,188,651	\$101,258,862	\$100,937,247	\$57,366,203	\$91,109,803
<b>Total Riverboat Gaming</b>	<b>\$701,433,273</b>	<b>\$814,229,037</b>	<b>\$847,408,975</b>	<b>\$503,584,856</b>	<b>\$847,606,345</b>

## 2008 Riverboat Gaming Report

Casino	Month	Total Admissions	Total AGR
<b>BoomTown</b>	January	118,122	\$7,405,633
	February	140,054	\$9,087,455
	March	134,538	\$8,814,531
	April	123,103	\$7,451,516
	May	135,432	\$8,215,206
	June	123,712	\$7,250,190
	July	136,511	\$8,355,180
	August	133,535	\$8,005,667
	September	105,324	\$7,013,215
	October	109,708	\$7,214,367
	November	108,809	\$6,913,413
	December	114,204	\$7,193,441
<b>Horseshoe</b>	January	179,690	\$20,367,487
	February	185,791	\$24,466,004
	March	198,332	\$23,655,680
	April	184,062	\$24,696,352
	May	217,849	\$25,488,634
	June	200,876	\$22,332,647
	July	232,676	\$26,842,450
	August	224,455	\$27,335,607
	September	182,032	\$21,912,341
	October	192,273	\$20,512,574
	November	182,832	\$22,155,749
	December	187,120	\$23,708,124
<b>DiamondJack's</b>	January	132,650	\$7,267,207
	February	148,485	\$8,966,919
	March	150,907	\$8,412,149
	April	124,871	\$7,426,692
	May	134,578	\$8,359,493
	June	133,390	\$7,343,621
	July	149,899	\$8,818,337
	August	141,904	\$8,499,212
	September	111,794	\$6,599,020
	October	115,299	\$7,721,748
	November	125,250	\$7,622,929
	December	133,305	\$8,256,652
<b>Sam's Town</b>	January	167,933	\$9,823,249
	February	177,686	\$11,608,112
	March	189,157	\$11,157,826
	April	161,091	\$10,299,188
	May	177,943	\$11,799,797
	June	168,543	\$10,553,814
	July	187,581	\$11,740,457
	August	179,170	\$11,693,166

	September	136,148	\$8,330,437
	October	155,001	\$10,345,481
	November	154,027	\$10,560,424
	December	146,441	\$10,115,062
<b>Eldorado Resort</b>	January	271,354	\$11,591,595
	February	285,996	\$13,580,822
	March	307,755	\$13,061,309
	April	254,903	\$11,930,283
	May	284,653	\$14,195,342
	June	271,988	\$13,512,822
	July	310,047	\$15,446,097
	August	317,715	\$15,063,946
	September	249,938	\$11,384,073
	October	261,930	\$12,581,259
	November	269,624	\$11,445,811
	December	267,915	\$12,988,728
<b>Harrah's LA Downs</b>	January	129,610	\$7,107,719
	February	144,163	\$8,017,427
	March	156,881	\$8,060,315
	April	146,490	\$7,305,284
	May	174,752	\$8,198,206
	June	175,535	\$7,891,523
	July	179,891	\$8,246,344
	August	183,867	\$8,739,957
	September	146,613	\$6,502,487
	October	146,986	\$7,096,673
	November	132,463	\$7,146,024
	December	128,476	\$6,797,844

### Area Attractions Summary

<b>Paid Attractions &amp; Festivals</b>	<b>Attendance 2008</b>	<b>Attendance 2007</b>	<b>Attendance 2006</b>	<b>Attendance 2005</b>	<b>Attendance 2004</b>
Ark-La-Tex Antique/Classic Vehicle Museum		65,000		65,000	n/a
Cypress Black Bayou		12,000	127,122	100,460	15,977
Mudbug Madness	100,000		100,000		
Water Town USA			67,000	72,000	75,000
Gardens of the American Rose Center		20,000	11,945	3,511	n/a
Holiday-In-Dixie				n/a	n/a
Harrah's La. Downs Live Racing			300,000	2,141,054	n/a
Louisiana State Exhibit Museum	70,028	75,787		72,320	75,495
Independence Bowl	41,543	47,043	45,054	41,332	32,145
Red River Raceway				n/a	
Red River Revel	180,000	180,000	180,000	280,000	160,000
Sci-Port Discovery Center	190,849	197,269	178,148	204,710	n/a
Bossier-Shreveport Mudbugs Hockey	(Oct-Dec)		5,600	5,483	5400
Shreveport Opera		4,710	5,250	3,584	3500
Shreveport Symphony	4,445		11,182	n/a	n/a
Spirit of the Red	n/a	5,100	3,380	3,245	n/a
State Fair of Louisiana	430,093	405,000	375,000		275,000
Strand Theatre		33,000	33,024		
Touchstone Wildlife Museum	3,720	2,740	4,107		
Bass Pro Shop					n/a
Ark-La-Tex Mardi Gras Museum		4,897	1,570	n/a	
Chimp Haven	5,500			n/a	n/a
Stage of Stars Museum				1,500	1,200
Multicultural Center of the South	4,000			n/a	n/a
Gator & Friends Alligator Park		35,000	n/a	n/a	n/a

<b>Non-Paid Attractions</b>	<b>Attendance 2008</b>	<b>Attendance 2007</b>	<b>Attendance 2006</b>	<b>Attendance 2005</b>	<b>Attendance 2004</b>
8 <sup>th</sup> Air Force Museum	45,779	80,000	110,000	100,000	
Barnwell Art & Garden Center			7,400	6,500	8,000
LA Oil & Gas Museum	7,469		10,165	6,622	6,865
Meadows Museum of Art	8,000	11,000	10,005	8,500	20,000
R.W. Norton Art Gallery	15,612	17,066	16,000	15,224	20,782
Spring St. Historical Museum		3,391	1,785	1,800	
Walter B. Jacobs Nature Park	18,500	17,443	18,829	20,800	18,961

## VISITOR REPORT AT A GLANCE

### **Visitors to Shreveport-Bossier City (2000)** *Travelscope Profile of U.S. Travelers to Louisiana in 2000*

Shreveport-Bossier	
Resident	299,416
Non-resident	2,842,514

### **Visitors to Shreveport-Bossier City (2001)** *Travelscope Profile of U.S. Travelers to Louisiana in 2001*

Shreveport-Bossier	
Resident	300,000
Non-resident	2,454,000

### **Visitors to Shreveport-Bossier City (2002)** *Travelscope Profile of U.S. Travelers to Louisiana in 2002*

Shreveport-Bossier	
Resident	382,000
Non-resident	1,918,000

### **Visitors to Shreveport-Bossier City (2003)** *\*Travelscope Profile of U.S. Travelers to Louisiana in 2003*

Shreveport-Bossier	
Resident	501,000
Non-resident	2,413,000

- *No longer commissioned by state after 2004*

**Convention Report  
2006-2008**

Month	# Conventions, Reunions & Events			# of Delegates		
	2006	2007	2008	2006	2007	2008
January	23	26	28	30,525	11,287	2,993
February	20	45	43	30,489	11,783	12,197
March	27	43	39	18,081	19,150	8,205
April	36	17	30	15,961	4,633	3,863
May	40	40	34	21,058	45,590	9,075
June	49	37	54	33,758	9,918	12,018
July	31	30	27	5,966	30,675	4,951
August	24	29	24	19,055	9,635	4,282
September	22	35	19	6,545	12,075	3,230
October	27	20	21	13,062	4,983	16,809
November	35	11	11	35,784	7,594	22,020
December	35	37	17	8,717	25,523	3,283
<b>YTD Totals*</b>	<b>369</b>	<b>370</b>	<b>347</b>	<b>239,001</b>	<b>192,846</b>	<b>102,926</b>

The above report includes conventions, meetings, conferences, seminars, reunions, and events that the convention department assisted and/or booked and serviced. However, there are other conventions, reunions, and events that were held in the SB area during this time period that chose not to take advantage of the many services and assistance we offer. During 2004 the bureau fell victim to the national problem of attrition. This is brought on by members of groups booking outside of their hotel blocks through the internet. This makes it impossible for the bureau to gather accurate information when our hotel partners are unable to report group numbers.

**Estimated Economic Impact for Conventions**

2006	\$57,843,022.02
2007	\$46,672,588.92
2008	\$24,910,150.52

**Shreveport-Bossier Hotel Information**

BOSSIER ROOMS	4504
SHREVEPORT ROOMS	4855
OTHER ROOMS (Greenwood & Vivian)	252
Bed & Breakfast	35
<b>Current Overall Total</b>	<b>9611</b>

**BREAKDOWN OF NEW SHREVEPORT HOTELS**

<b>SHREVEPORT HOTEL OPENINGS DURING 1996-2008</b>	<b>OPENING DATES</b>	<b>NUMBER OF ROOMS</b>
Fairfield Inn by Marriott	03/1996	105
Holiday Inn Express Shreveport Airport	03/1996	115
LaQuinta Inn and Suites-Shreveport	03/1997	117
Courtyard by Marriott	06/1999	90
Howard Johnson Express	09/1999	44
Comfort Inn I-49	10/1999	66
Motel California	02/2/2000	10
(Eldorado) Hollywood Hotel and Casino	12/2000	400
(Sam's Town) Harrah's Hotel and Casino	01/2001	514
Jameson Inn	06/2001	67
Residence Inn by Marriott-Shreveport	06/2001	78
Hampton Inn Airport-Shreveport	06/2003	79
Holiday Inn Express	04/2006	66
Comfort Suites Shreveport Hotel	04/2007	77
Hilton Convention Center	06/2007	313
Candlewood Suites Shreveport	03/2008	93
Holiday Inn Express Hotel & Suites Shreveport West	04/2008	85
Quality Inn (Formerly back building of Regency. Not new build, but new property.)	06/2008	100
Value Place Inn (on Financial Plaza)	10/2008	121
Homewood Suites	02/2009	200
<b>Total # of Hotels: 20</b>		<b>Total # of Rooms: 2740</b>

**BREAKDOWN OF NEW BOSSIER CITY HOTELS**

<b>BOSSIER CITY HOTEL OPENINGS DURING 1995-2008</b>	<b>OPENING DATES</b>	<b>NUMBER OF ROOMS</b>
Hampton Inn Bossier City	10/1995	124
Comfort Inn Bossier City	03/1996	77
Crossland Economy Suites	09/1997	117
Horseshoe Hotel and Casino	11/1997	606
Casino Magic Hotel (BoomTown)	12/1998	188
Isle of Capri Hotel and Casino (Diamond Jacks)	06/1999 / Exp 01/2004	570
Baymont Inn Suites (Quality Inn)	09/2000	104
Microtel Inn Suites	08/2001	100
Springhill Suites by Marriott at LA Downs	2008	249
Towne Place Suites	Feb 2009	101
<b>Total # of New Hotels: 12</b>		<b>Total # of Rooms: 2236</b>

## THE FUTURE

<b>PROJECTED OPENINGS</b>	<b>OPENING DATES</b>	<b>NUMBER OF ROOMS</b>
Courtyard at the Boardwalk (Bossier City)	2009	130
Cambria Suites (on Bert Kouns-Shreveport)	Late 2008	129
Holiday Inn (off Airline Dr. at I-20 Bossier City)	Late 2009	139
Hampton Inn (Shreveport in front of Tinsletown)	05/2009	121
Value Place Inn Bossier	2009	124
<b>Total # of Hotels: 5</b>		<b>Total # of Rooms: 643</b>