



Shreveport-Bossier Convention and Tourist Bureau
Conversion Study

August 2010

Destination Exploration
416 Landon Drive
Nashville, Tennessee 37220
(615) 469-7429
www.destinationexploration.com

Table of Contents

Executive Summary	3
Background and Methodology	4
Information Requested	5
Receipt of Information.....	5
Receipt of information time	5
Was the information helpful?.....	6
Planning a trip	6
Internet Use.....	7
Internet to gather information	7
Visit www.shreveport-bossier.org	7
Usefulness of website information	8
Visitation	9
Conversion.....	9
Purpose of trip	11
Months visited	12
Mode of transportation.....	13
Overnight stay	13
Average stay.....	14
Activities	15
Festival(s) or event(s) attended.....	16
Average party size	16
Spending.....	17
Experience rating.....	18
Future visitation	18
Demographics.....	19
Marital Status	19
Household size	19
Education	20
Household Income	20
Age	21
Gender	21
Appendix.....	22

Executive Summary

- Eighty-two percent (82%) of the respondents received the information requested.
- The information requested was received by respondents in a timely manner with seventy-nine percent (79%) receiving the information within three weeks.
- Fifty-seven percent (57%) said the information they received was very helpful.
- Seventy-two percent (72%) use the internet to gather information. Of those, seventy-two percent visited www.shreveport-bossier.org.
- Of those who visited the website, ninety-five percent (95%) said the website information was useful.
- Sixty-three percent (63%) found the website via a search engine.
- Fifty-four percent (54%) of the respondents have visited the Shreveport Bossier City area since requesting information.
- Eighty-two percent (82%) of the respondents who visited the area stayed overnight.
- The top two activities respondents participated in while visiting the area were casinos (73%) and shopping (65%).

Background and Methodology

A internet survey was conducted among consumers who requested information from the Shreveport-Bossier Convention and Tourist Bureau. The survey instrument was specifically designed to measure:

- Receipt of requested materials
- Evaluation of materials received
- Conversion to the Shreveport Bossier City area
- Visitation expenditures
- Website usage and usefulness
- Demographics

A total of 330 interviews were conducted, allowing for a +/- 5.05% margin of error at the 95% confidence level.

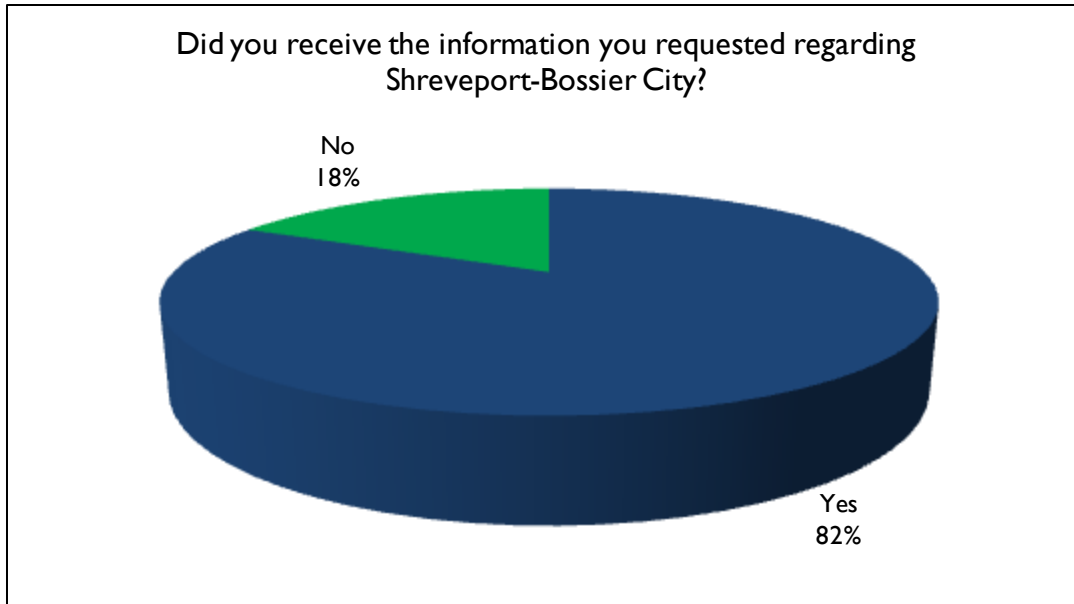
The respondents were randomly selected from a list of inquiry records secured through the Shreveport-Bossier Convention and Tourist Bureau. Respondents were furthered screened to ensure that they had indeed requested an information packet.

Destination Exploration developed the survey instrument, implemented the research, tabulated and analyzed the data. The study was administered in June and July 2010. The analysis was completed immediately thereafter.

Information Requested

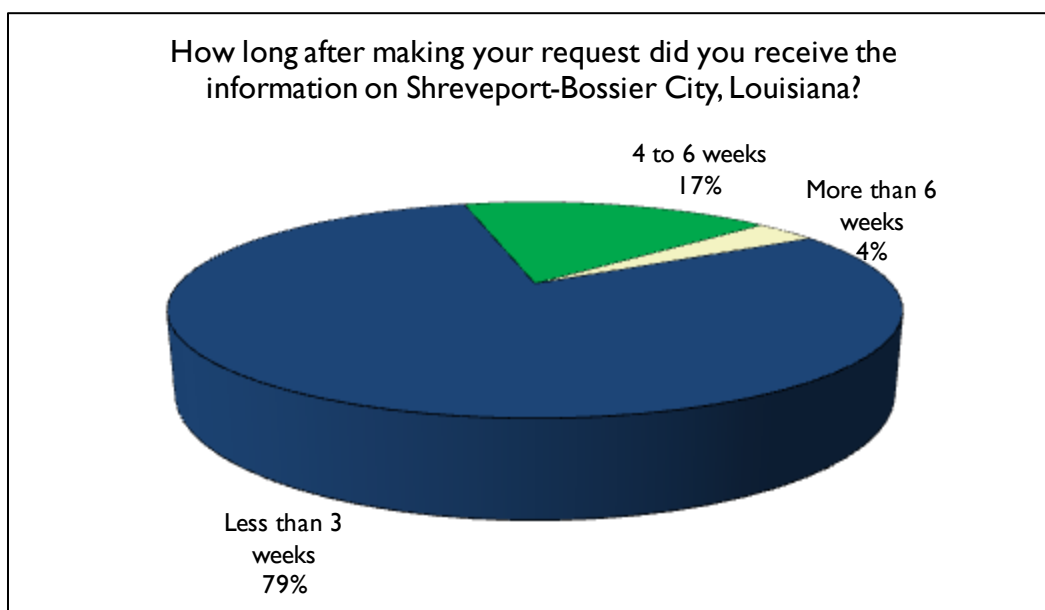
Receipt of Information

Eighty-two percent (82%) of the respondents received the information they request



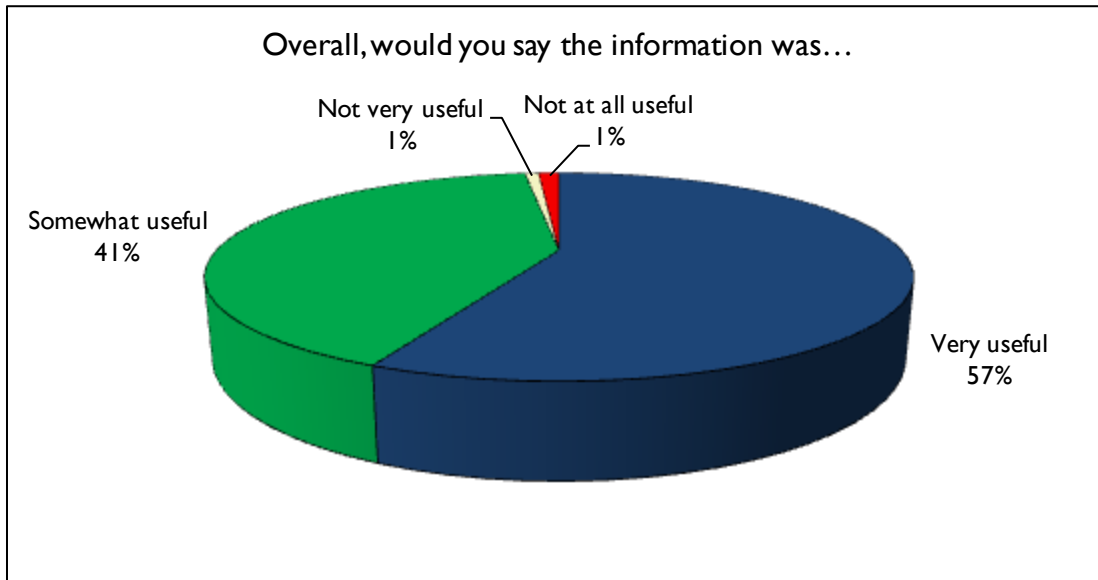
Receipt of information time

Seventy-nine percent (79%) of the respondents received the requested information in less than 3 weeks. Seventeen percent (17%) received the information within 4 to 6 weeks and only four percent (4%) received the information more than 6 weeks after requesting the information.



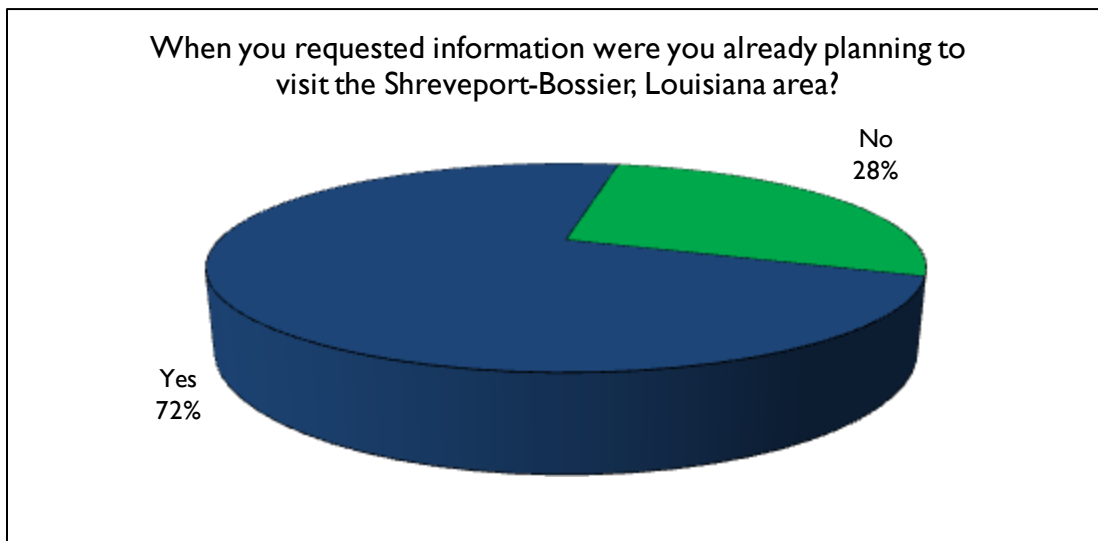
Was the information helpful?

Ninety-eight percent said the information they received was useful with fifty-seven percent (57%) stating the information was very useful and forty-one percent (41%) somewhat useful.



Planning a trip

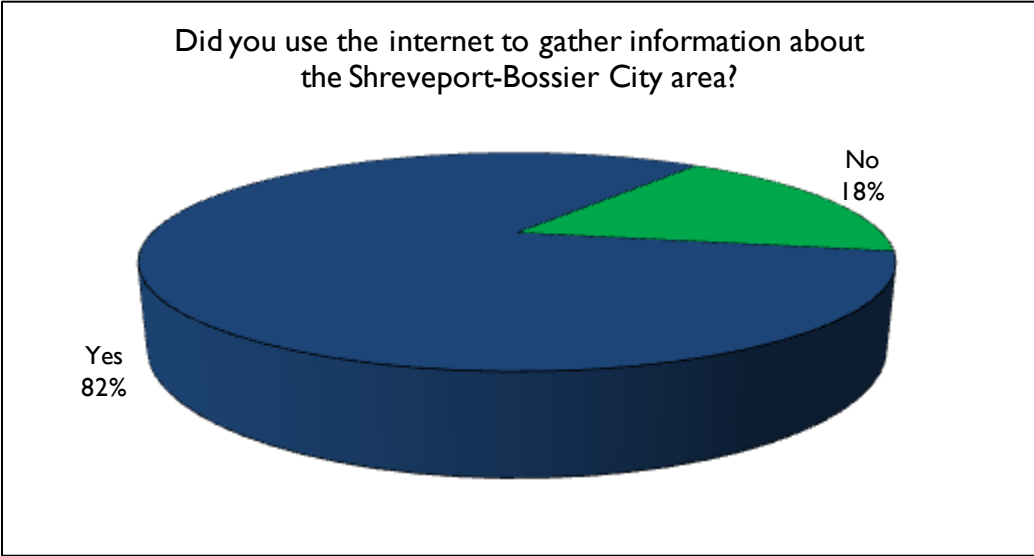
Seventy-two percent (72%) of the respondents were planning a trip to the Shreveport-Bossier area before they requested information.



Internet Use

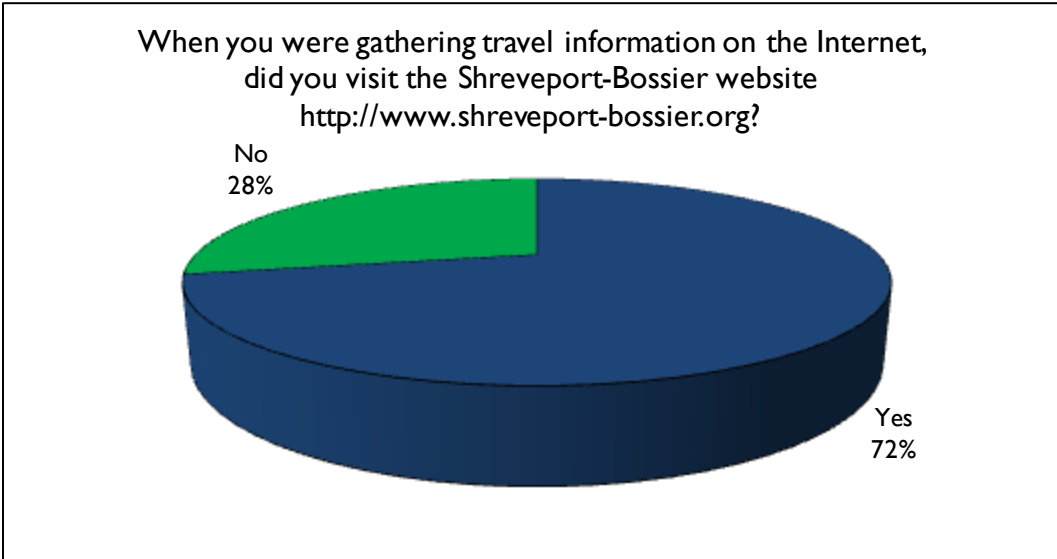
Internet to gather information

Eighty-two percent (82%) of the respondents used the internet to gather information about the Shreveport-Bossier City area.



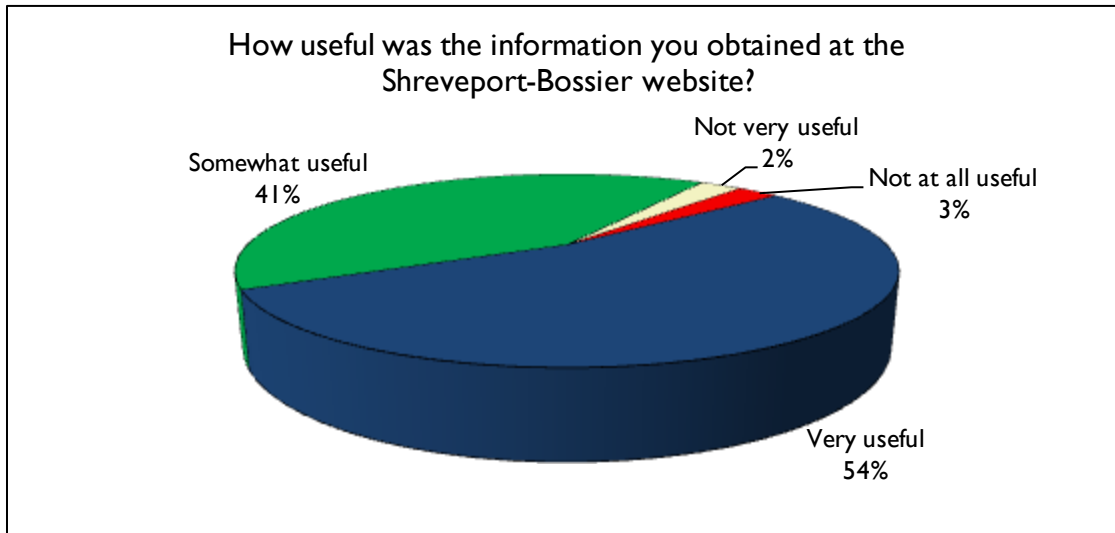
Visit www.shreveport-bossier.org

Seventy-two percent (72%) of the respondents who used the internet to gather information on the area visited the Shreveport-Bossier Convention and Tourist Bureau website.

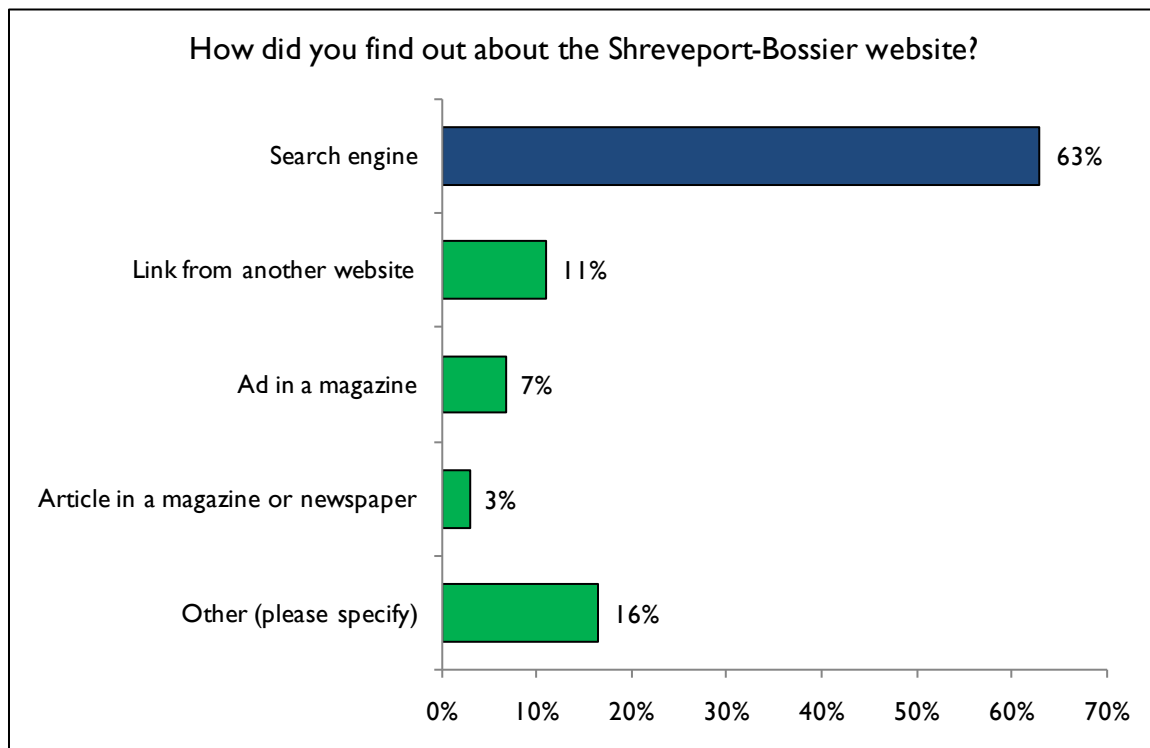


Usefulness of website information

Ninety-five percent (95%) of respondents who visited the website stated the information they received was useful. Fifty-four percent (54%) said the information was very useful and forty-one percent (41%) said somewhat useful.

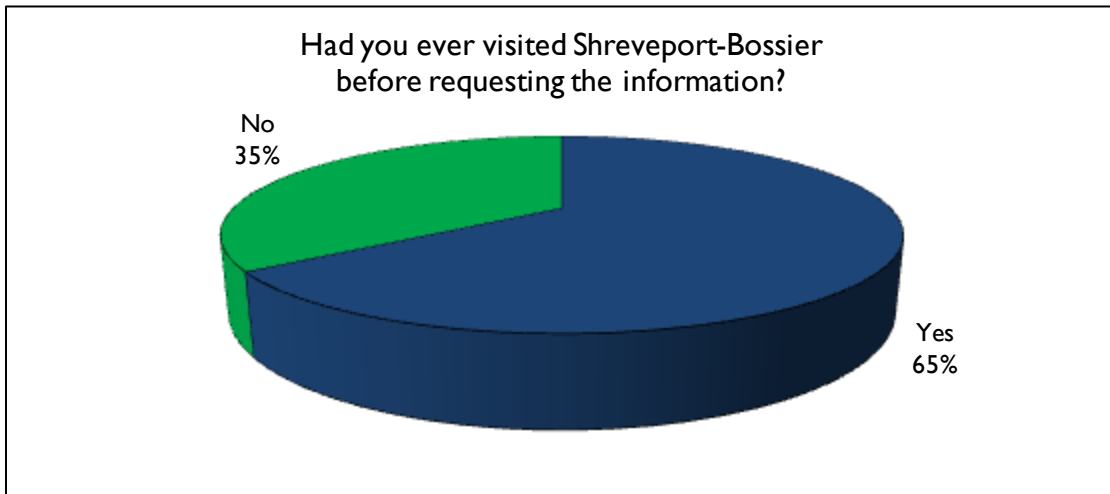


Sixty-three percent (63%) of the respondents who visited the website found out about the site via a search engine and eleven percent (11%) via a link from another website.



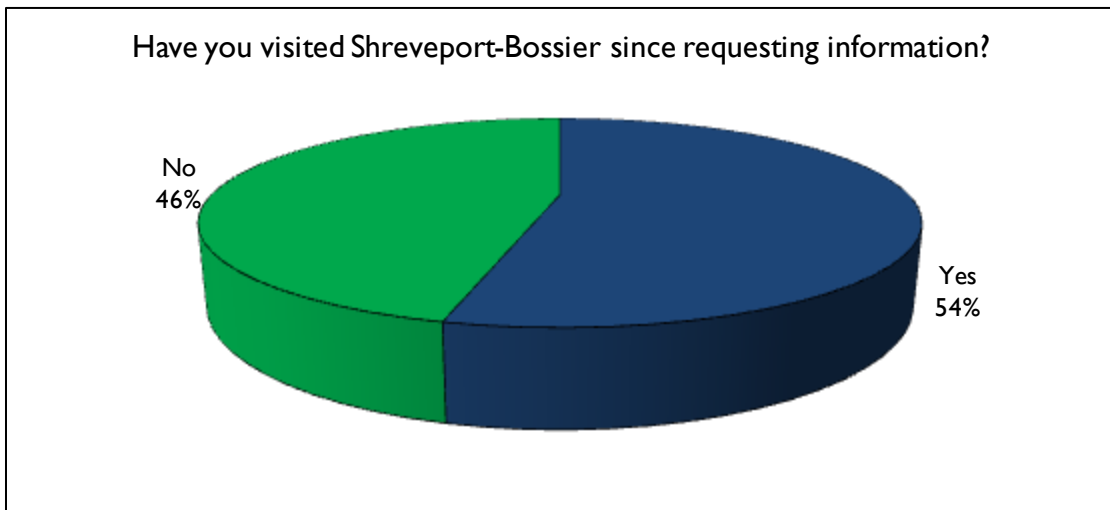
Visitation

Sixty-five percent (65%) of the respondents had visited the Shreveport Bossier City area before requesting the information.

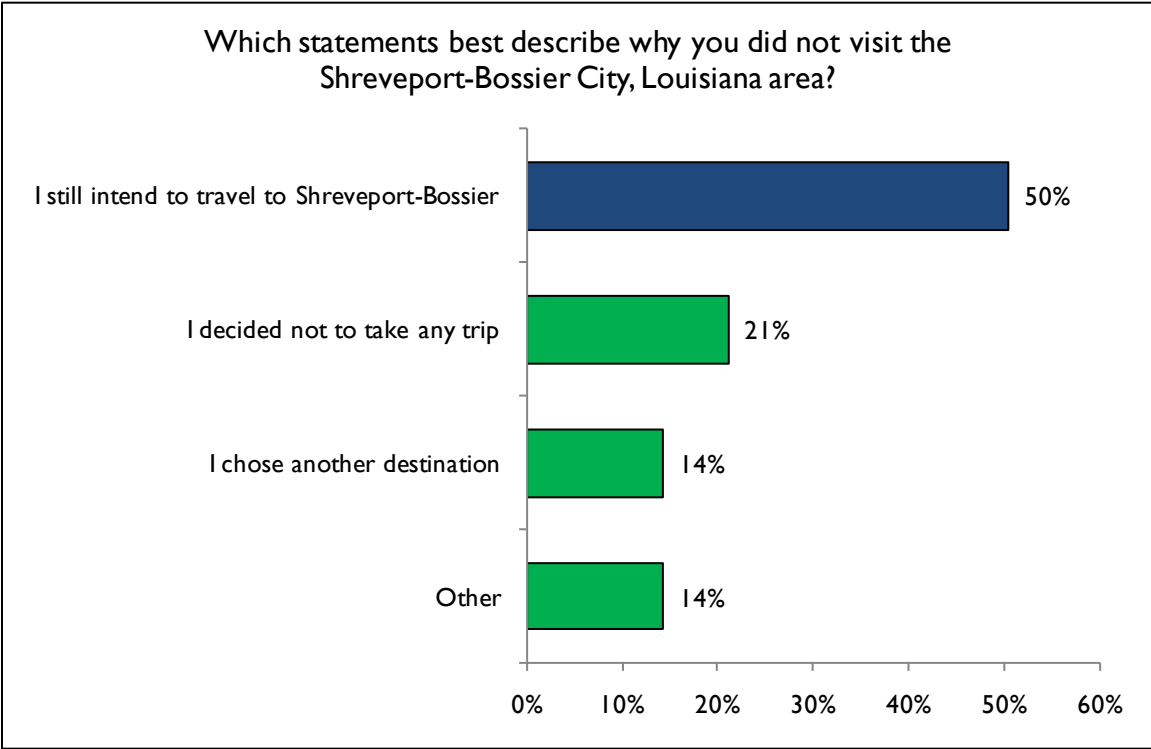


Conversion

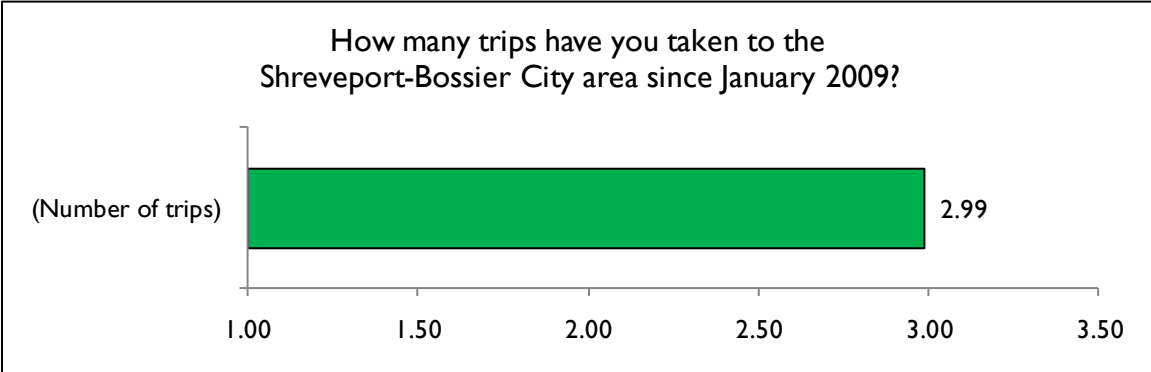
Fifty-four percent (54%) of the respondents have visited the Shreveport Bossier City area since requesting the information.



Of the forty-six percent (46%) of respondents who have not traveled to the Shreveport Bossier City area, fifty percent (50%) still intend to travel to the area. Twenty-one percent (21%) decided not to take a trip and fourteen percent (14%) chose another destination.

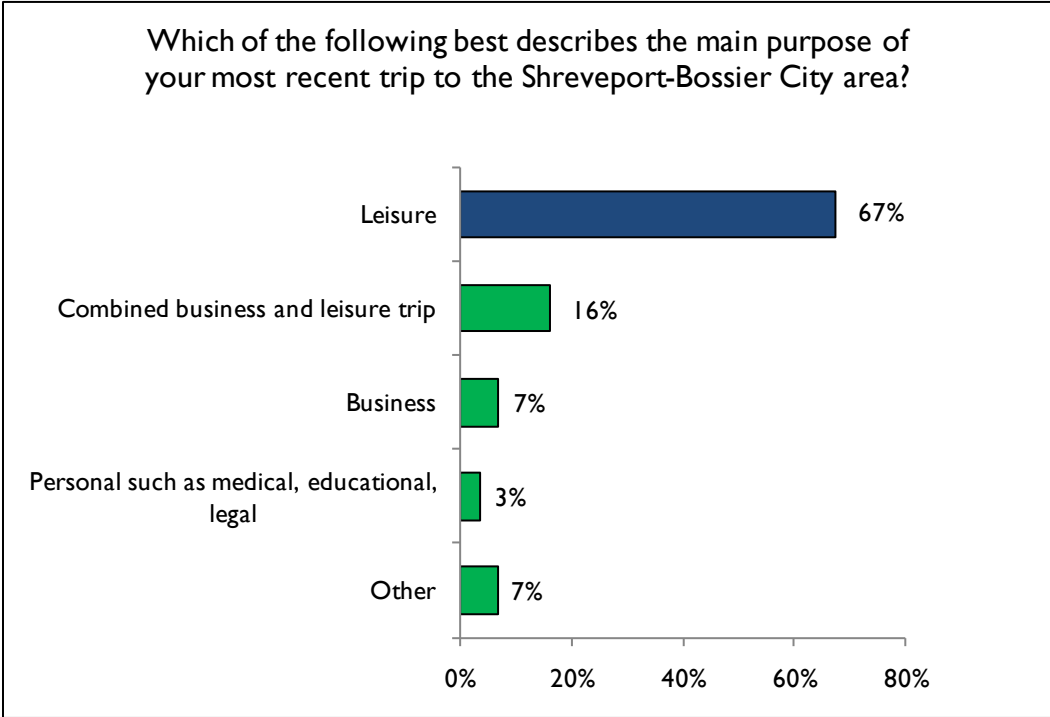


On average, respondents have taken 2.99 trips to the Shreveport Bossier City area.



Purpose of trip

Sixty-seven percent (67%) of the respondents described the main purpose of their trip to the area was leisure. Sixteen percent (16%) combined business and leisure and seven percent (7%) were strictly on business.



Months visited

Overall, March and April seem to have the highest visitation among respondents. It's important to remember that respondents could have visited in more than one month from January 2009 till June 2010.

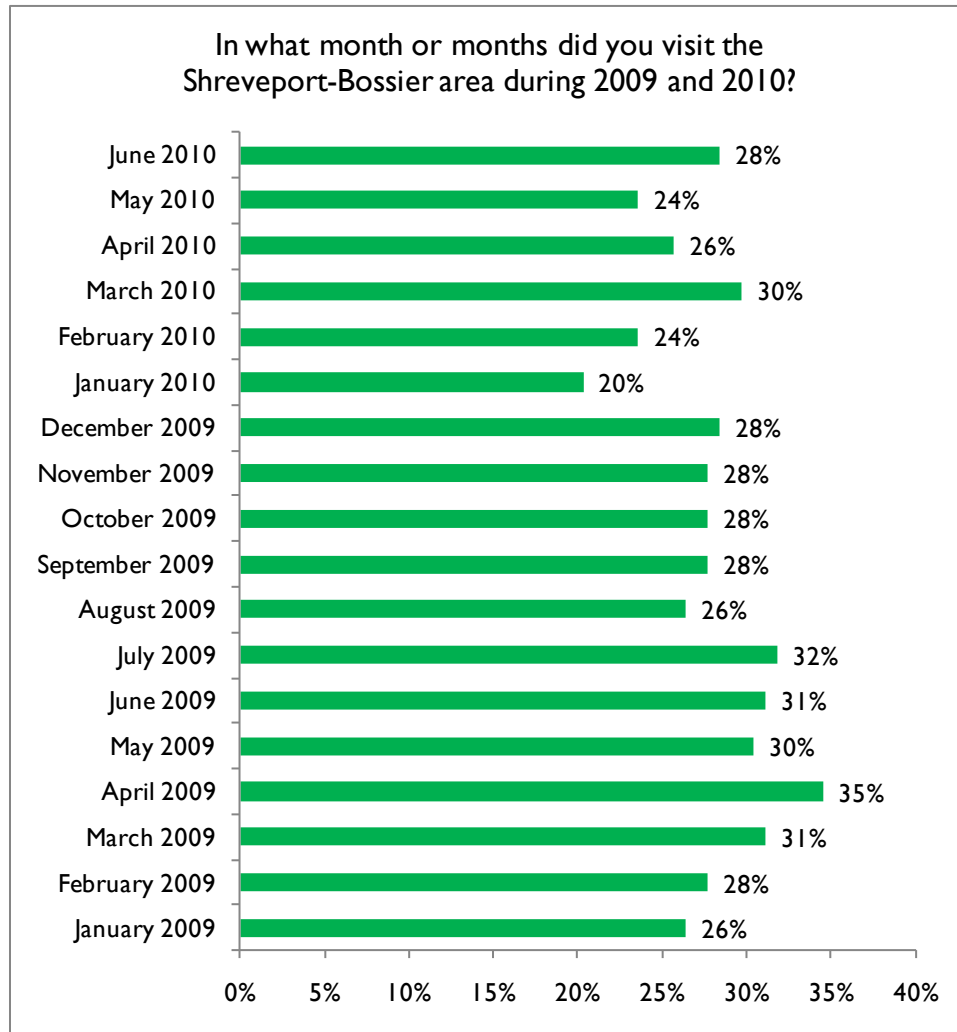
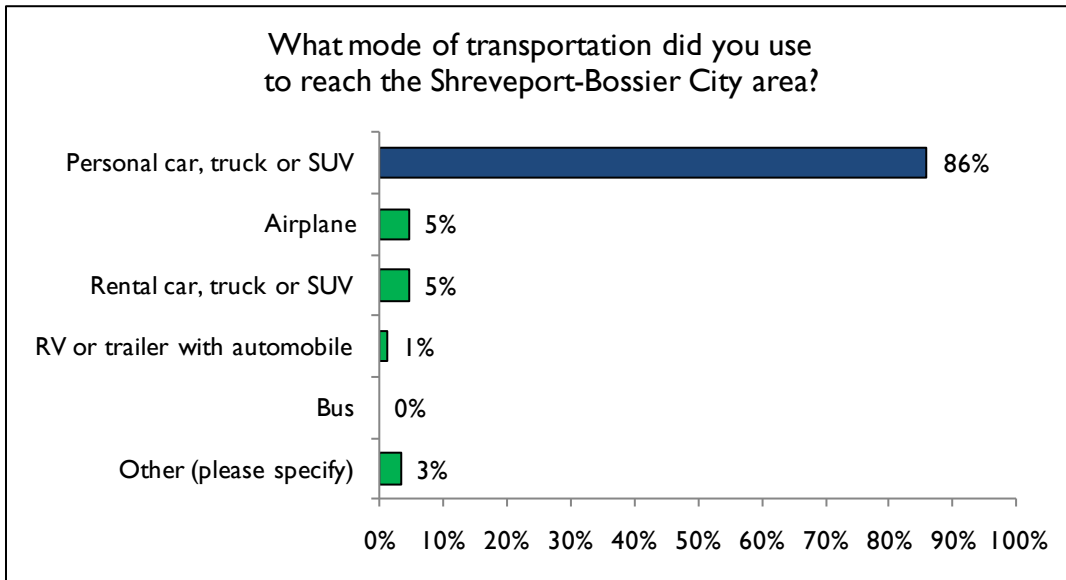


Chart greater than 100 due to multiple responses

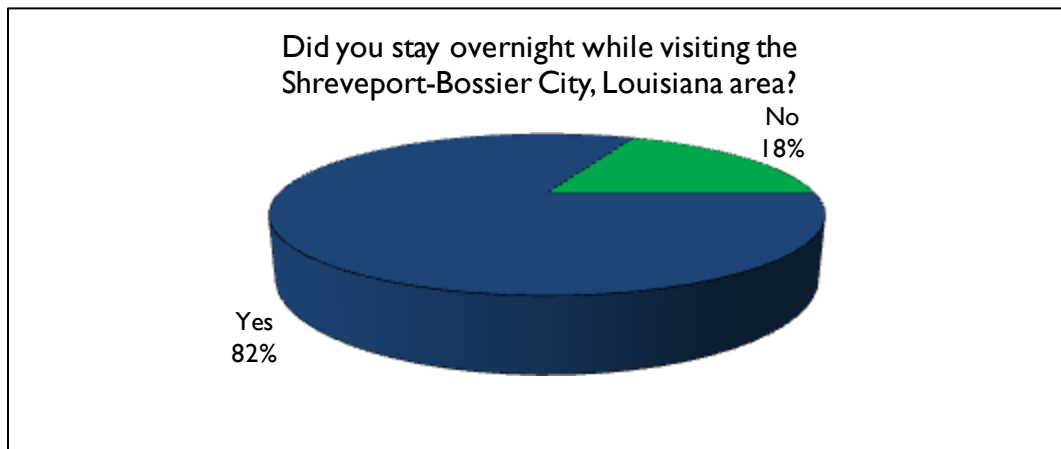
Mode of transportation

The main mode of transportation used for respondent to get to the Shreveport Bossier City area is my car, truck or SUV (86%).



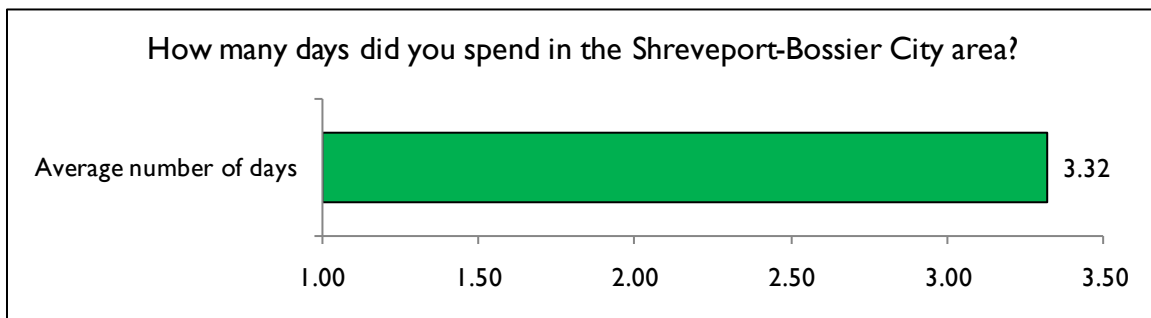
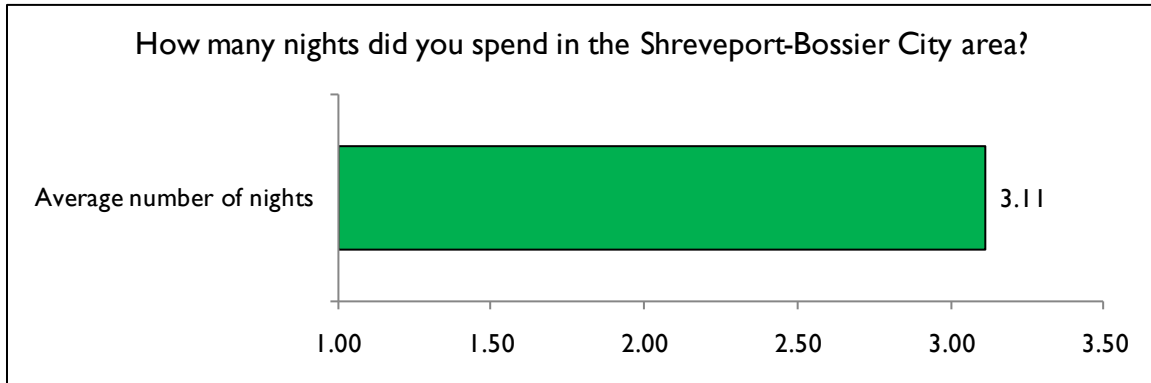
Overnight stay

Eighty-two percent (82%) of the respondents who visited the area stayed overnight.

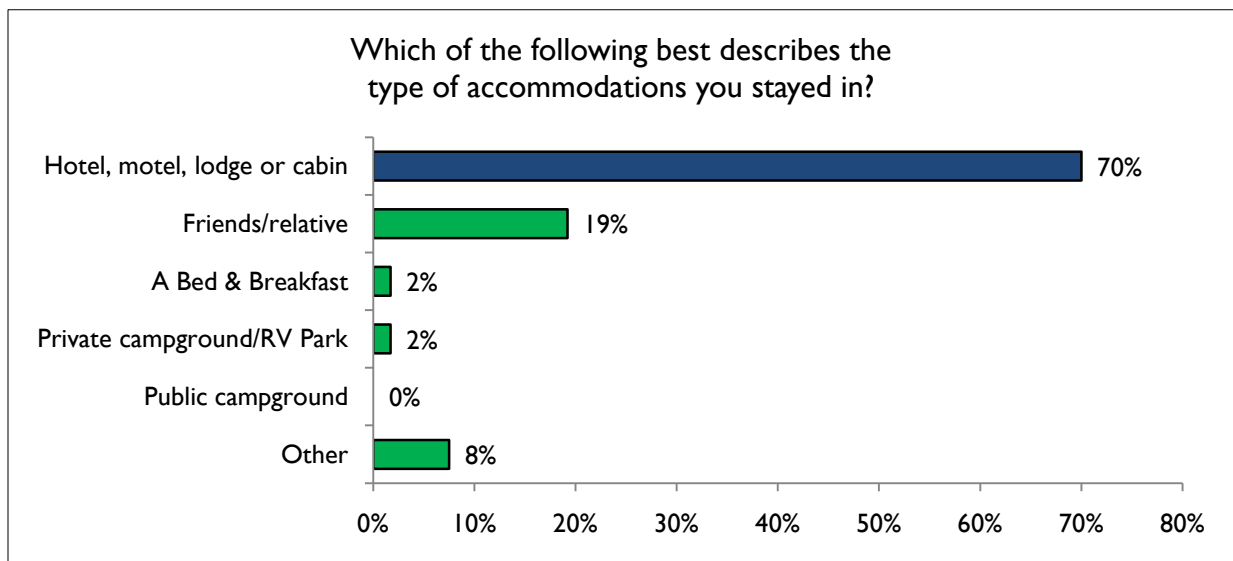


Average stay

On average, the respondents who stayed overnight stayed 3.11 nights and 3.32 days

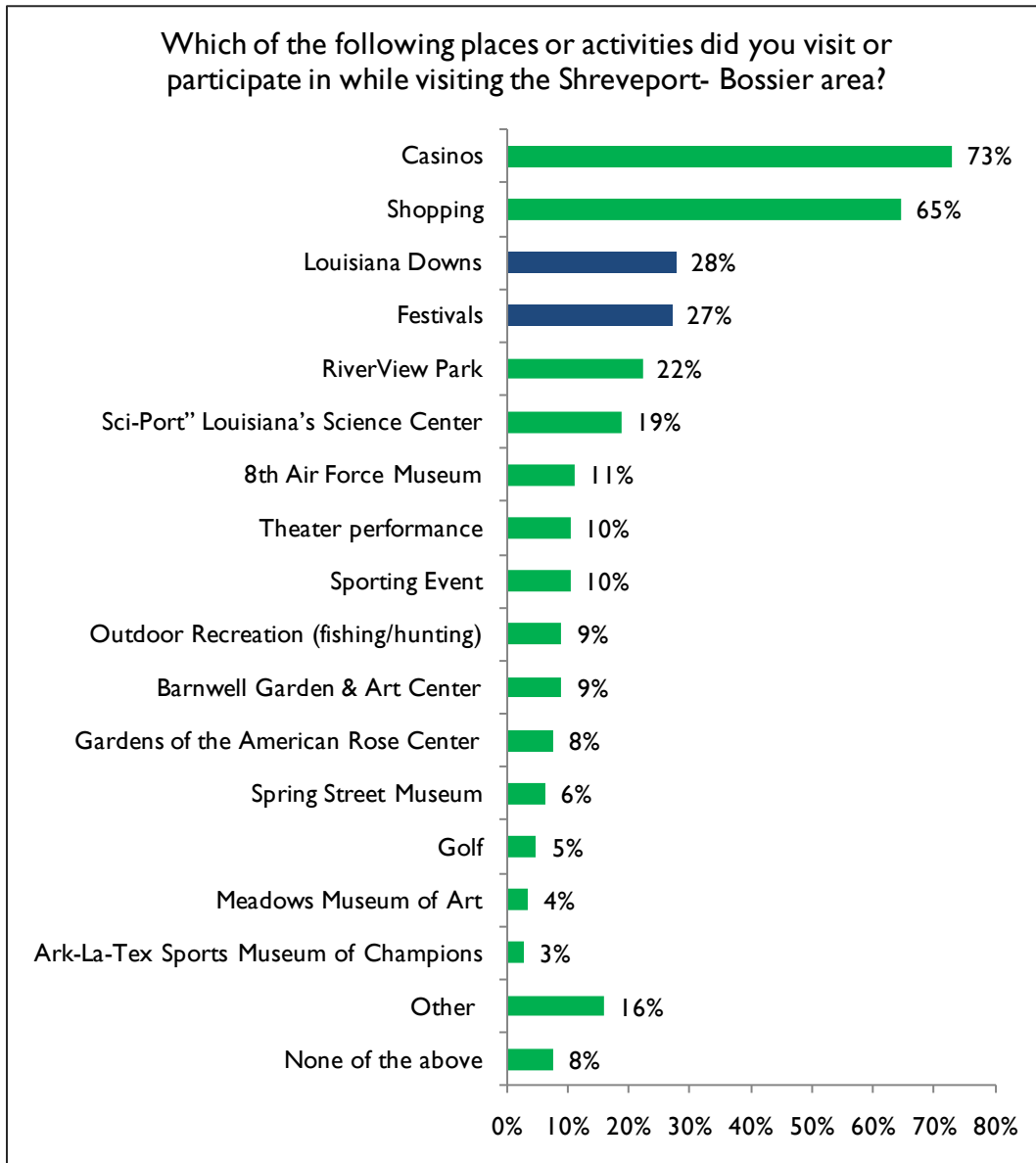


Seventy percent (70%) of the respondents who stayed overnight, stayed in a hotel or motel. Nineteen percent (19%) stayed with a friend or relative.



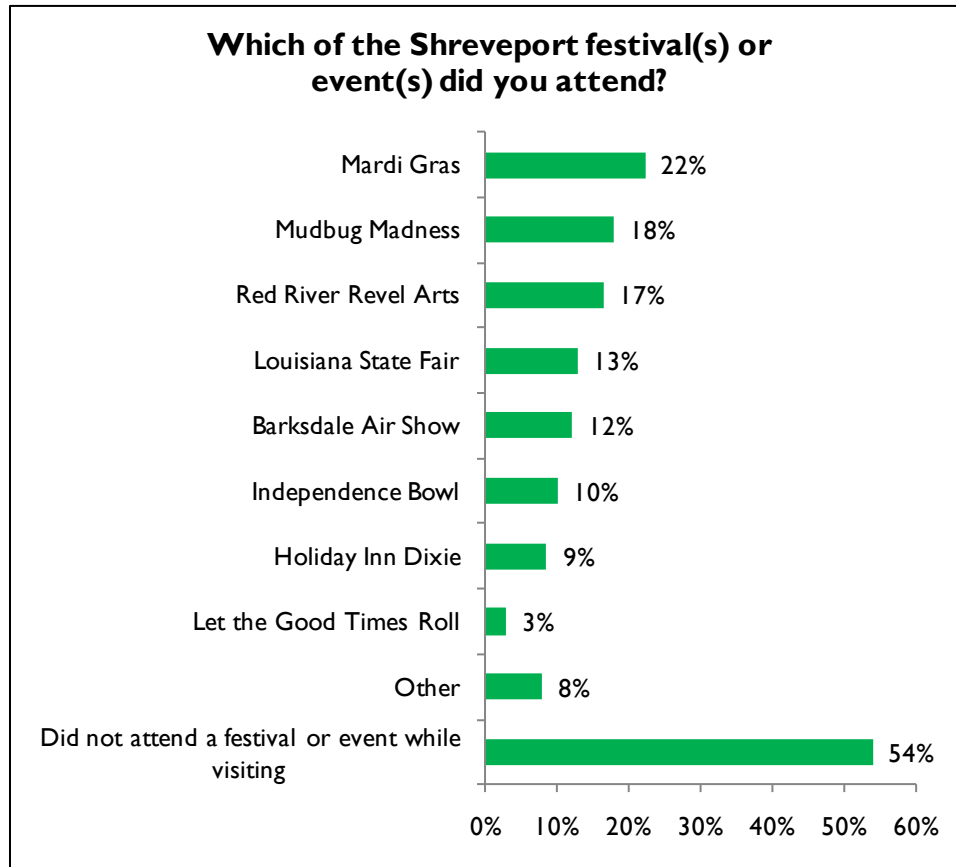
Activities

Almost three-fourths (73%) of the respondents who visited the area visited a casino. Sixty-five percent (65%) went shopping.



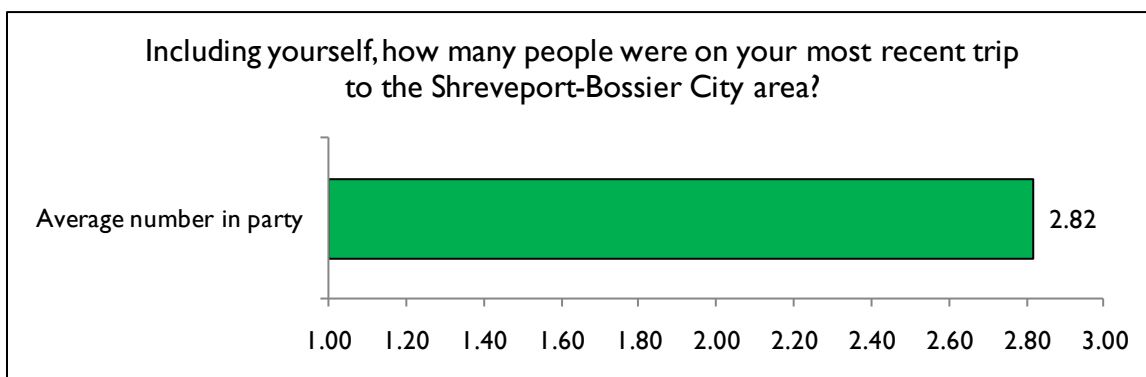
Festival(s) or event(s) attended

The majority (54%) of the respondents who visited the area did not attend a festival or event. Of those who did attend a festival or event, Mardi Gras (22%) was the most attended followed by Mudbug Madness (18%) and the Red River Revel (17%).

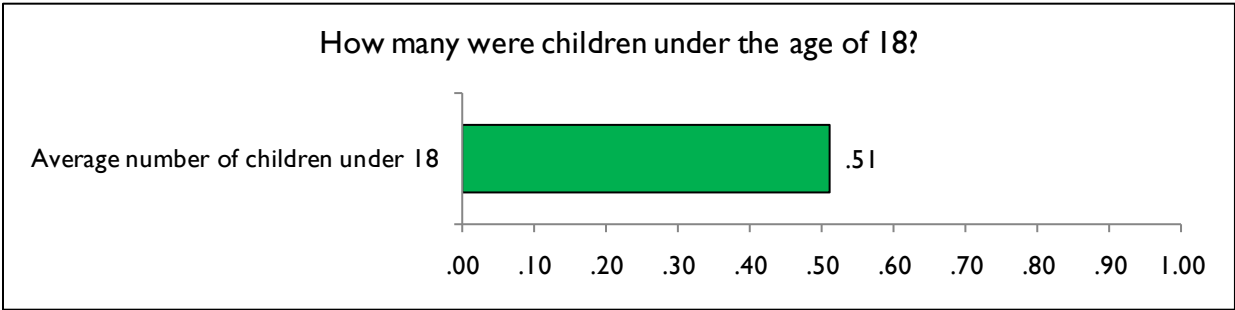


Average party size

The average party size of respondents is 2.82.

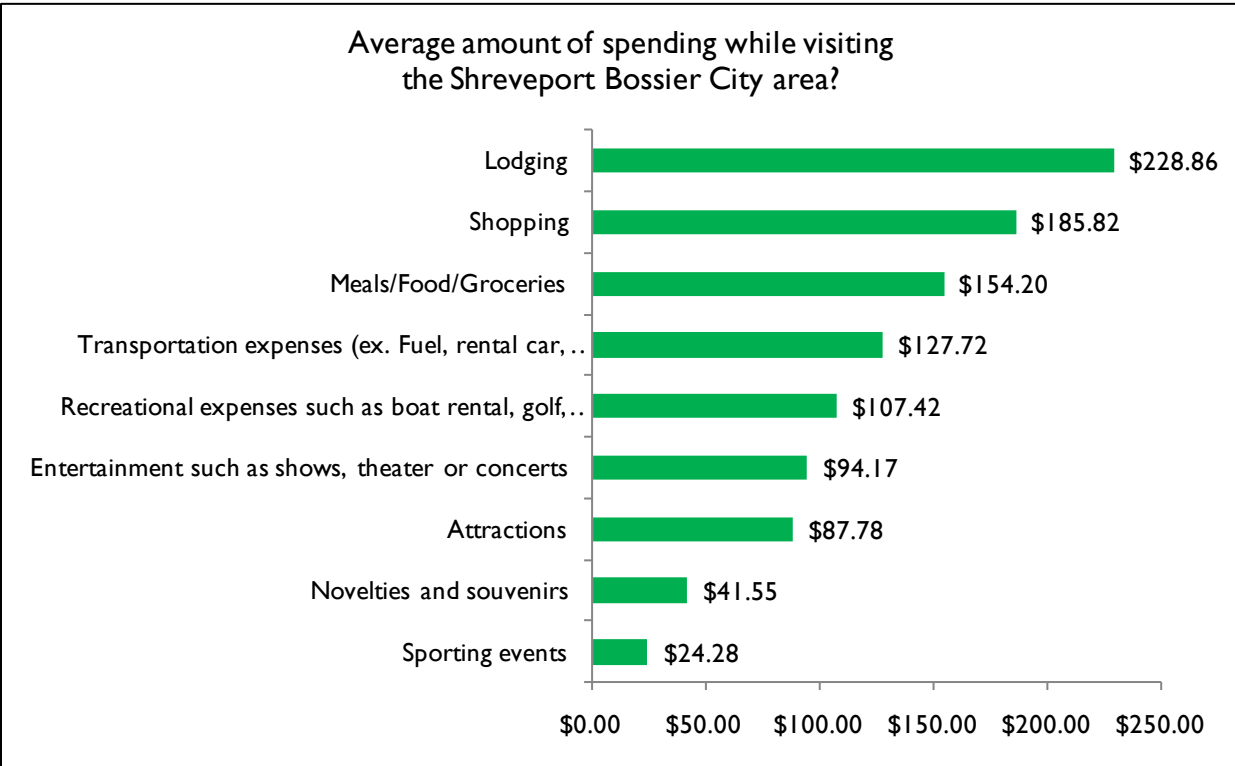


The average number of children under the age of 18 within each visiting party was .51.



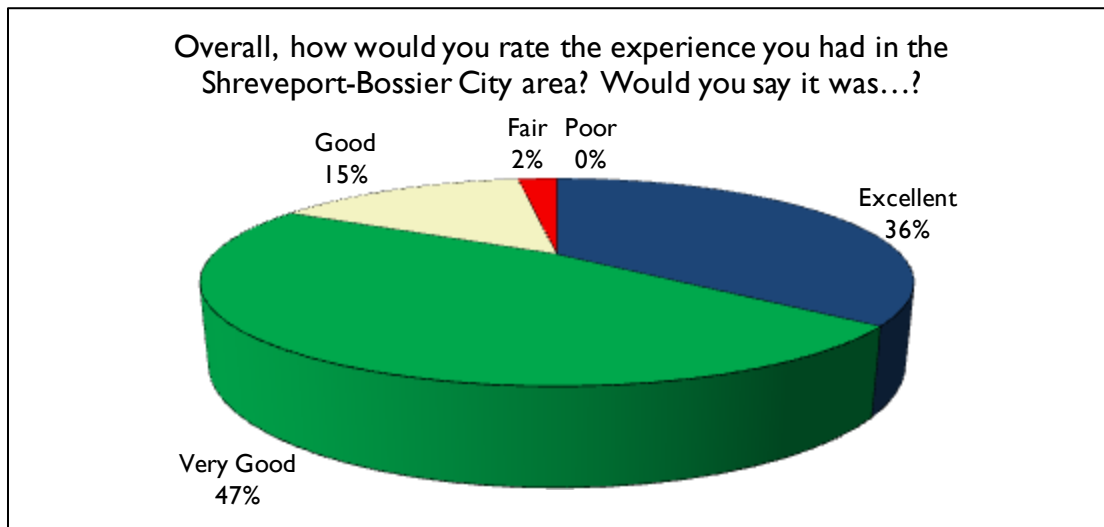
Spending

As expected, lodging and shopping were the top expenditures among visitors to the Shreveport Bossier City area. On average, the respondents spent \$228.86 on lodging and \$185.82 shopping. Meals/food/groceries was the third highest average expenditure at \$154.20.



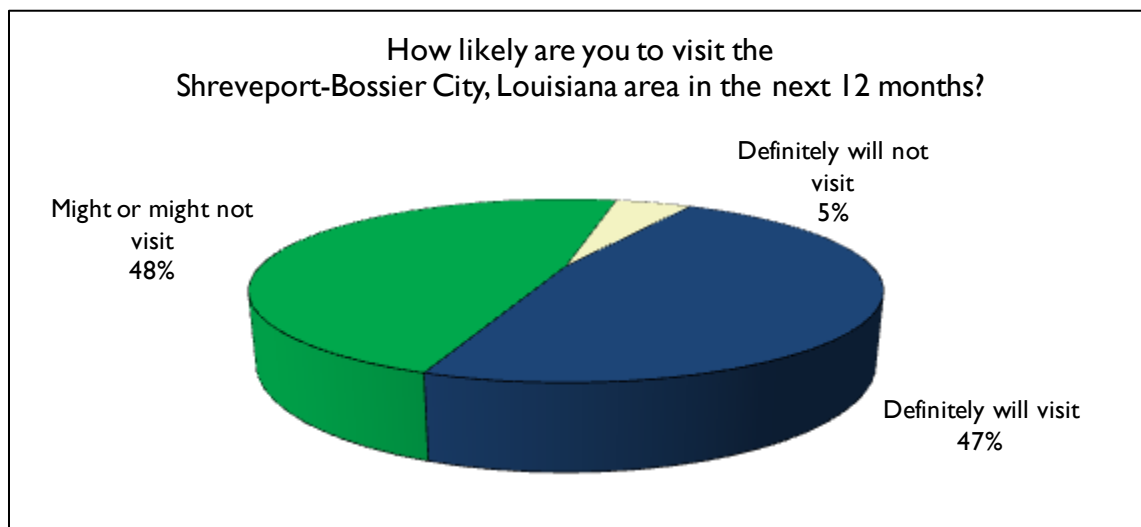
Experience rating

Thirty-six percent (36%) of the respondents said their experience in the Shreveport-Bossier area was excellent and forty-seven percent (47%) said it was very good.



Future visitation

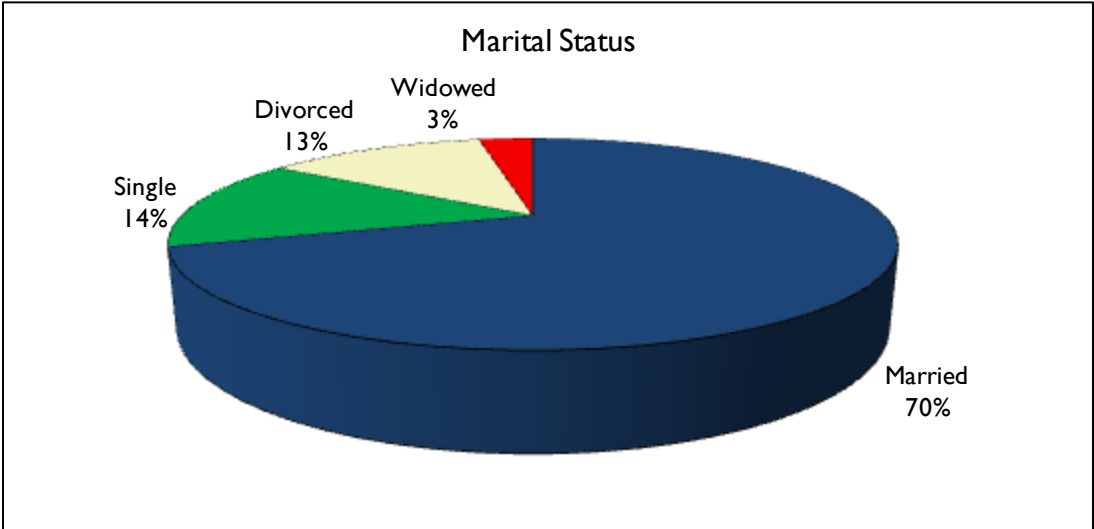
Forty-seven percent (47%) of the respondents stated that they definitely will visit the area again in the next 12 months. Forty-eight percent (48%) said they might or might not visit. Only five percent (5%) said they definitely will not visit in the next 12 months.



Demographics

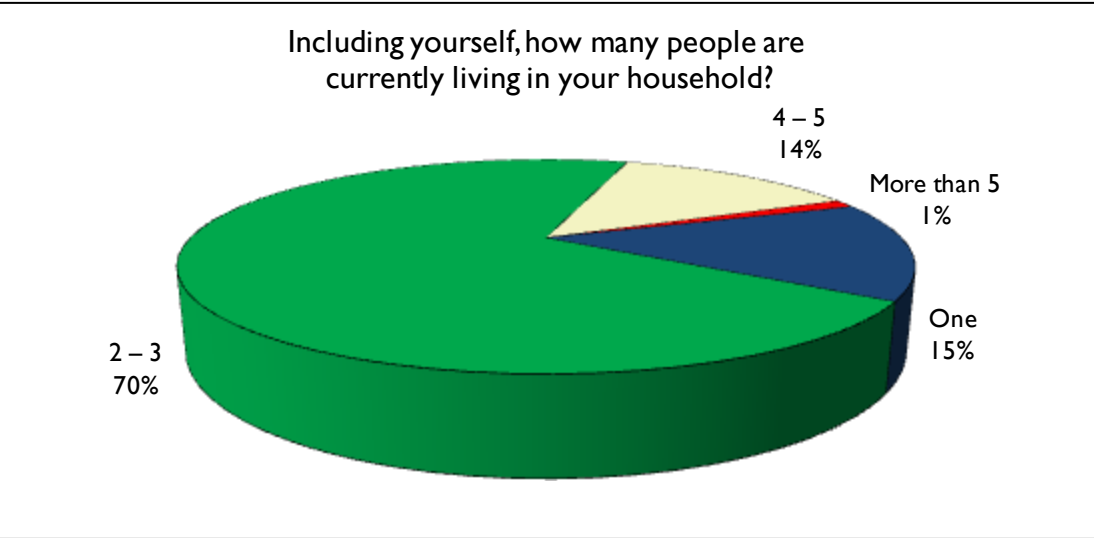
Marital Status

Seventy-percent (70%) of the respondents were married and fourteen percent (14%) were single. Thirteen percent (13%) of the respondents were divorced and three percent (3%) were widowed.



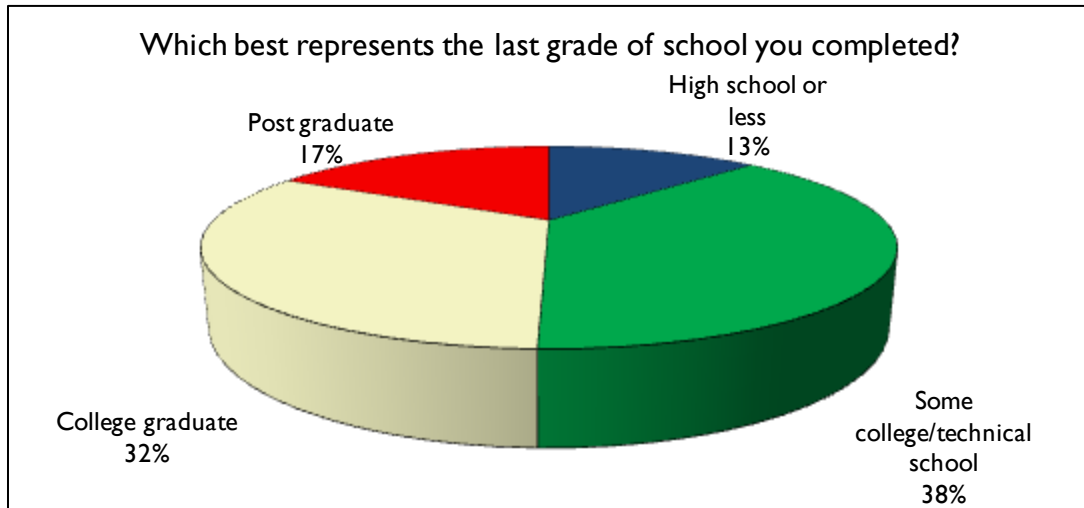
Household size

Almost three-quarters (70%) of the respondents have 2-3 people currently living in their household. Fifteen percent (15%) had only one person living in the household and fifteen percent had four or more people living in their household.



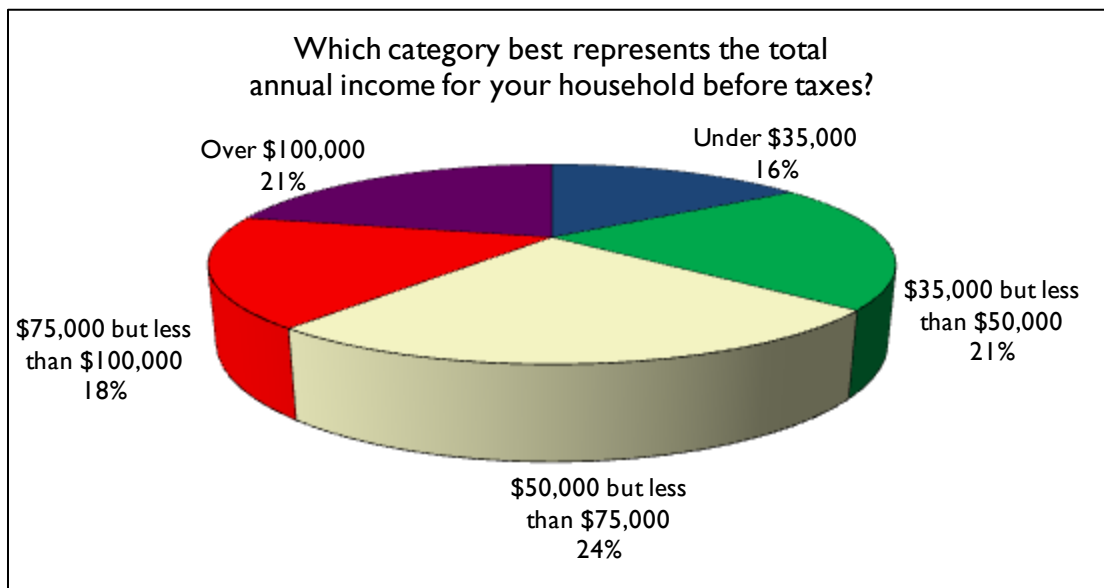
Education

Over one-third (38%) of the respondents have had some college/technical school. Thirty-two percent are college graduates and seventeen percent have had some post graduate education.



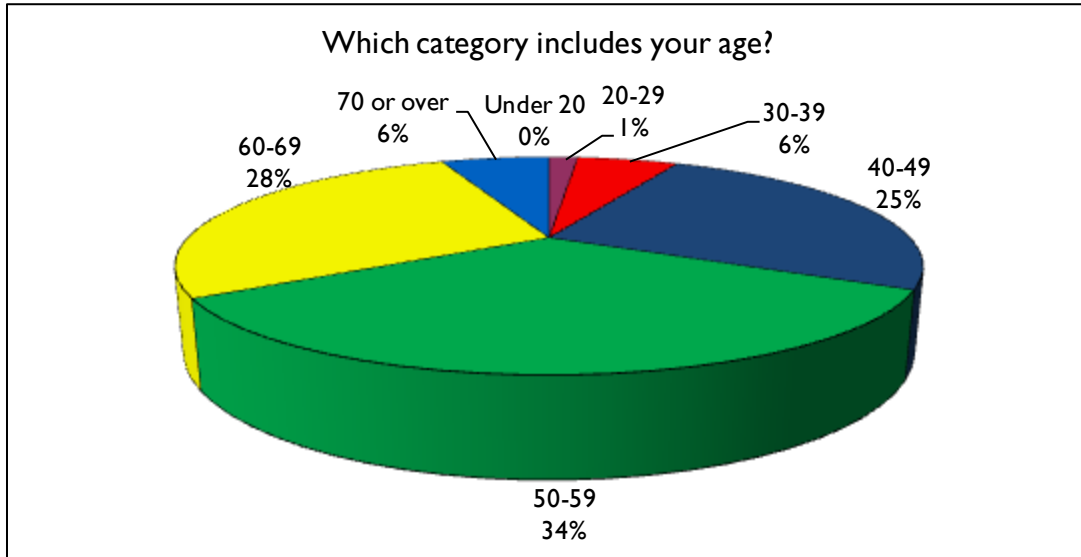
Household Income

Forty-two percent (42%) of the respondents have household incomes between \$50,000 and \$100,000. Twenty-one percent have household income of \$35,000-\$50,000.



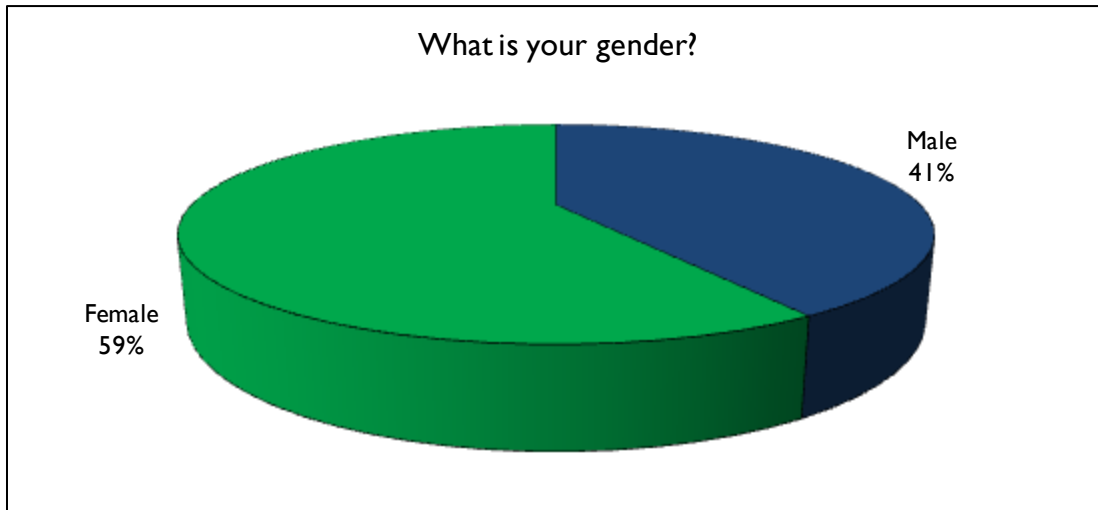
Age

The majority (59%) of respondents were between the ages of 40 and 60. Seven percent (7%) were under the age of 40 and thirty-four percent (34%) were over the age of 60.



Gender

Fifty-nine percent (59%) of the respondents were female and forty-one percent (41%) were male.



Appendix

Survey Instrument

Open-ended responses

Shreveport-Bossier Convention and Visitors Bureau
2010 Conversion Questionnaire
May 2010

1. First of all, our records indicate that you or someone in your household requested travel information about Shreveport-Bossier City Louisiana. Did you receive the information you requested?
 - 1 – Yes
 - 2 – No

2. When you requested information were you already planning to visit the Shreveport-Bossier, Louisiana area?
 - 1- Yes
 - 2- No

3. How long after making your request did you receive the information on Shreveport-Bossier City, Louisiana?
 - 1- Less than 3 weeks
 - 2- 4 to 6 weeks
 - 3- More than 6 weeks

SHREVEPORT-BOSSIER INFORMATION

4. Overall, would you say the information was...
 - 1- Very useful
 - 2- Somewhat useful
 - 3- Not very useful
 - 4- Not at all useful

- 4a. Did you use the internet to gather information about the Shreveport-Bossier City area?
 - 1- Yes
 - 2- No

- 4b. When you were gathering travel information on the Internet, did you visit the Shreveport-Bossier website <http://www.shreveport-bossier.org>?
 - 1- Yes
 - 2- No

- 4c. How useful was the information you obtained at the Shreveport-Bossier website?
 - 1- Very useful
 - 2- Somewhat useful
 - 3- Not very useful
 - 4- Not at all useful

- 4d. How did you find out about the Shreveport-Bossier website?
- 1- Search engine
 - 2- Link from another website
 - 3- Ad in a magazine
 - 4- Article in a magazine or newspaper
 - 5- Other (Specify) _____
5. Had you ever visited Shreveport-Bossier before requesting the information?
- 1- Yes
 - 2- No
6. Have you visited Shreveport-Bossier since January 2009?
- 1- Yes (SKIP to Q8)
 - 2- No
7. Which statements best describe why you did not visit the Shreveport-Bossier City, Louisiana area?
- 1- I chose another destination (SKIP TO Q23)
 - 2- I decided not to take any trip (SKIP TO Q23)
 - 3- I still intend to travel to Shreveport-Bossier (SKIP TO Q23)
 - 4- Other (Specify) _____ (SKIP TO Q23)
8. How many trips have you taken to the Shreveport-Bossier City area since January 2009?
 _____ (Enter number of trips)
9. In what month or months did you visit the Shreveport-Bossier City area during 2009 and 2010? (Mark all that apply)
- 1- January 2009
 - 2- February 2009
 - 3- March 2009
 - 4- April 2009
 - 5- May 2009
 - 6- June 2009
 - 7- July 2009
 - 8- August 2009
 - 9- September 2009
 - 10- October 2009
 - 11- November 2009
 - 12- December 2009
 - 13- January 2010
 - 14- February 2010
 - 15- March 2010
 - 16- April 2010
 - 17- May 2010

10. Which of the following best describes the main purpose of your most recent trip to the Shreveport-Bossier City area?
- 1- Business
 - 2- Leisure
 - 3- Combined Business and Leisure Trip
 - 4- Personal such as medical, educational, legal
 - 5- Other (Specify) _____
11. What mode of transportation did you use to reach the Shreveport-Bossier City area?
- 1- Personal car, truck or SUV
 - 2- Rental car, truck or SUV
 - 3- RV or trailer with automobile
 - 4- Airplane
 - 5- Bus
 - 6- Other (Specify) _____
12. Did you stay overnight while visiting the Shreveport-Bossier City, Louisiana area?
- 1- Yes
 - 2- No
13. How many nights did you spend in the Shreveport-Bossier City area?
_____ (Enter exact number of nights)
14. How many days did you spend in the Shreveport-Bossier City area?
_____ (Enter exact number of days)
15. Which of the following best describes the type of accommodations you stayed in?
(Mark all that apply)
- 1- Hotel, motel, lodge or cabin
 - 2- Private campground/RV Park
 - 3- Public campground
 - 4- A Bed & Breakfast
 - 5- Friends/relative
 - 6- Other (Specify) _____

16. Which of the following places or activities did you visit or participate in while visiting the Shreveport-Bossier City area? (Mark all that apply) ROTATE LIST

- 1- 8th Air Force Museum
- 2- Shopping
- 3- Sci-Port” Louisiana’s Science Center
- 4- Spring Street Museum
- 5- Festivals
- 6- RiverView Park
- 7- Barnwell Garden & Art Center
- 8- Gardens of the American Rose Center
- 9- Meadows Museum of Art
- 10- Ark-La-Tex Sports Museum of Champions
- 11- Louisiana Downs
- 12- Casinos
- 13- Outdoor Recreation (fishing/hunting)
- 14- Sporting Event
- 15- Golf
- 16- Theater performance
- 17- None of the above
- 18- Other (Please specify) _____

17. Which of the Shreveport festival(s) or event(s) did you attend? (Multiple responses accepted)

- 1- Holiday Inn Dixie
- 2- Mudbug Madness
- 3- Let the Good Times Roll
- 4- Red River Revel Arts
- 5- Barksdale Air Show
- 6- Louisiana State Fair
- 7- Mardi Gras
- 8- Independence Bowl
- 9- Did not attend a festival or event while visiting
- 10- Other (Please specify) _____

18. Including yourself, how many people were on your most recent trip to the Shreveport-Bossier City area?

_____ (Please enter an exact number)

19. How many were children under the age of 18?

_____ (Please enter an exact number)

20. To better understand the economic impact of tourism, we are interested in finding out the approximate amount of money you and other members of your travel party spent on your most recent trip to the Shreveport-Bossier City, Louisiana area?

Please estimate how much you spent in total on...?

- Lodging _____
- Meals/Food/Groceries _____
- Attractions _____
- Recreational expenses such as boat rental, golf, etc... _____
- Sporting events _____
- Novelties and souvenirs _____
- Shopping _____
- Entertainment such as shows, theater or concerts _____
- Transportation expenses (ex. Fuel, rental car, air fare, etc..) _____
- Other expenses _____

21. Overall how would you rate the experience you had in the Shreveport-Bossier City area? Would you say it was...?

- 1- Excellent
- 2- Very Good
- 3- Good
- 4- Fair
- 5- Poor

22. Why do you feel that your experience to the Shreveport-Bossier City, area was fair or poor?

23. How likely are you to visit the Shreveport-Bossier City, Louisiana area in the next 12 months?

- 1- Definitely will visit
- 2- Might or might not visit
- 3- Definitely will not visit

DEMOGRAPHICS

D.1 Are you...?

- 1- Married
- 2- Single
- 3- Divorced
- 4- Widowed

D.2 Including yourself, how many people are currently living in your household?

- 1- One
- 2- 2 – 3
- 3- 4 – 5
- 4- More than 5

D.3 How many living in your household are children under the age of 18? _____

D. 4 Which best represents the last grade of school you completed?

- 1- High school or less
- 2- Some college/technical school
- 3- College graduate
- 4- Post graduate

D.5 Which category best represents the total annual income for your household before taxes?

- 1- Under \$35,000
- 2- \$35,000 but less than \$50,000
- 3- \$50,000 but less than \$75,000
- 4- \$75,000 but less than \$100,000
- 5- Over \$100,000

D.6 Which category includes your age?

- 1- Under 20
- 2- 20-29
- 3- 30-39
- 4- 40-49
- 5- 50-59
- 6- 60-69
- 7- 70 or over

D.7 What is your gender?

- 1- Male
- 2- Female

What is your home zip code? _____

How did you find out about the Shreveport-Bossier website? (Other responses)

- another person
- Do not recall
- Do not remember
- email
- e-mail from city
- e-mail from your website
- friend
- friend that has been to the site before...
- friend told me about it
- friends and relatives who live there
- from a staff member
- From an email from my cousin in Center, Teas.
- From working with the city.
- Have never used Shreveport-Bossier website
- I didn't go to the website- see prior answer
- I had visited before
- I never looked at the website
- I was born and raised in the Ark-La-Tex.
- Independence Bowl
- it has been so long ago I don't remember much about your town
- live in local area. knew about site from work situation
- Lived in Monroe
- Louisiana State travel brochure
- museum/visitors center
- My son lives there. You didn't send me info. until I came home.
- Notified by God
- Partnership
- PAT GILL
- previous employee
- Shreveport.com website
- Sr. Travel Coun.@ Visitor Center Beaumont, TX 77705
- subscribe to newsletter
- survey at state fair
- through chamber of commerce
- traveled there for horse racing
- Used to live there years ago
- Was told about it.

Which statements best describe why you did not visit the Shreveport-Bossier City, Louisiana area? (Other responses)

- am an travel agent and I was getting the info for Shreveport-Bossier City for office use
- am not able to go on vacation after all due to manpower shortage at work
- deployed
- funds
- I have been shocked concerning the lack of Cajun Music and Dancing available in the area (This is expected by Texans visiting Louisiana)
- I haven't seen something I wanted to do at a time when I was free to travel. Also need more pet friendly venues.
- I hope to include Shreveport-Bossier in a cross country trip.
- I live here, so to visit, I'll have to move, which I can't afford and if I do move I won't want to visit Shreveport.
- I visited July 2010
- I'm still unsure of where I'll go and when I'll go
- lack of \$
- Lake Charles is a shorter drive from where I live
- postponed current business trip for another time
- visited twice for Independence Bowl--team was not in that bowl since my two visits
- Was interested as son may have relocated there.
- We are planning future vacations.
- we were on our way to Florida
- We were very disappointed in the resolution with a problem at the Eldorado. They damaged our car in valet parking and we got no resolution, so we have moved our monthly gambling trips elsewhere

Which of the following best describes the main purpose of your most recent trip to the Shreveport-Bossier City area? (Other responses)

- casino
- Friends and family
- I plan events for guests coming to town.
- medical & leisure
- visit family
- visit family and attend football games
- visiting relatives

What mode of transportation did you use to reach the Shreveport-Bossier City area?

- airplane to little rock and rental car to SHV
- motorcycle
- My guests drove in.
- Own vehicle
- train/ van

Which of the following places or activities did you visit or participate in while visiting the Shreveport-Bossier City area? (Other responses)

- Bars, restaurants
- Boardwalk
- Boardwalk
- boardwalk
- Checked on Gas Property in Desoto Parish.
- Church
- downtown entertainment district
- family
- gator park
- genealogy research-cemeteries etc.
- James Burton festival
- James Burton International Guitar Festival
- Libby Glass Co
- Live in Benton...
- Mardi Gras Parade
- Mardi Gras Parades
- Norton Art Gallery and Gardens
- Norton Art Gallery and Louisiana Boardwalk (movie)
- Opera, Symphony, social events
- R.W. Norton art museum
- Restaurants
- sight seeing
- Water Park, Amusement Park, Chuck E Cheese

Which of the Shreveport festival(s) or event(s) did you attend? (Other responses)

- can't remember the name, sorry
- casinos
- Did not know of any festivals.
- Family
- family reunion
- James Burton festival
- James Burton International Guitar Festival
- Red River Rumble
- Unsure.
- Water Park
- Wine and Beer Festivals