

## 2010 Tourism Economic Indicator

Compiled by the Shreveport-Bossier Convention & Tourist Bureau

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### Tourism Report 2009-2010 Report Summary

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

<b>YEAR</b>	<b>Average Daily Rate</b>	<b>Average Occupancy</b>
2010		
2009	\$68.01	64.80%
2008	\$68.10	71.71%
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%

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

Data from Smith Travel Research

<b>January</b>	<b>2010</b>	<b>2009</b>	<b>2008</b>	<b>2007</b>	<b>2006</b>	<b>2005</b>	<b>2004</b>
Avg. Occupancy	70.70	61.00	61.20	63.20	70.50	63.30	56.40
Avg. Daily Rate	66.56	70.13	68.17	63.84	63.49	59.33	59.34
<b>February</b>							
Avg. Occupancy		72.20	73.50	69.20	74.70	67.70	66.80
Avg. Daily Rate		73.75	71.08	66.74	65.03	61.14	61.40
<b>March</b>							
Avg. Occupancy		69.90	71.00	74.60	80.40	68.40	69.90
Avg. Daily Rate		72.83	70.53	68.40	65.40	60.67	59.86
<b>April</b>							
Avg. Occupancy		64.80	67.70	66.80	65.20	68.50	67.00
Avg. Daily Rate		71.25	71.64	67.01	64.93	61.86	60.37
<b>May</b>							
Avg. Occupancy		66.30	69.10	70.50	64.90	66.30	63.20
Avg. Daily Rate		72.40	71.93	68.69	65.83	61.14	60.12
<b>June</b>							
Avg. Occupancy		69.40	71.60	72.20	71.70	72.10	71.40
Avg. Daily Rate		72.37	73.03	69.62	66.50	62.65	60.60
<b>July</b>							
Avg. Occupancy		73.60	70.07	70.10	75.90	72.60	75.2
Avg. Daily Rate		72.28	74.36	70.15	67.67	64.61	61.62
<b>August</b>							
Avg. Occupancy		68.70	69.80	66.30	70.10	70.40	64.30
Avg. Daily Rate		70.98	73.18	70.04	66.46	62.94	59.88
<b>September</b>							
Avg. Occupancy		70.20	72.10	68.30	65.20	90.10	64.90
Avg. Daily Rate		70.33	74.90	66.67	66.18	67.36	60.51
<b>October</b>							
Avg. Occupancy		70.30	69.90	67.20	67.80	90.10	64.20
Avg. Daily Rate		68.47	71.99	67.75	66.10	67.70	59.68
<b>November</b>							
Avg. Occupancy		69.50	62.20	65.30	62.80	81.60	61.40
Avg. Daily Rate		66.88	67.88	67.30	64.68	65.24	57.47
<b>December</b>							
Avg. Occupancy		64.80	59.20	56.20	61.80	73.70	57.20
Avg. Daily Rate		68.01	70.69	72.61	69.78	69.36	60.36

**Gaming 2005-2010 Report Summary  
Total Admissions**

<b>Vessel</b>	<b>2005 Admission s</b>	<b>2006 Admissions</b>	<b>2007 Admissions</b>	<b>2008 Admissions</b>	<b>2009 Admissions</b>	<b>2010 Admissions</b>
<b>BoomTown</b>	2,027,266	1,790,014	1,638,083	1,483,052	1,399,640	
<b>Horseshoe</b>	3,010,860	2,767,155	2,489,572	2,367,988	2,184,305	
<b>Diamond Jack's</b>	1,750,319	1,916,403	1,944,083	1,602,332	1,444,280	
<b>Sam's Town</b>	2,526,074	2,030,897	2,004,754	2,000,721	1,925,608	
<b>Eldorado</b>	2,896,411	3,217,036	3,259,983	3,353,818	3,311,846	
<b>Harrah's Louisiana Downs</b>	2,141,054	1,967,780	2,036,898	1,845,727	1,735,980	
<b>Total Riverboat Gaming</b>	<b>14,351,984</b>	<b>13,689,285</b>	<b>13,373,373</b>	<b>12,653,638</b>	<b>12,001,659</b>	

**Gaming 2005-2010 Report Summary  
Total AGR**

<b>Vessel</b>	<b>2005 AGR</b>	<b>2006 AGR</b>	<b>2007 AGR</b>	<b>2008 AGR</b>	<b>2009 AGR</b>	<b>2010 AGR</b>
<b>BoomTown</b>	\$101,090,929	\$100,063,415	\$56,611,529	\$92,919,814	\$93,756,971	
<b>Horseshoe</b>	\$256,389,207	\$274,790,397	\$168,897,408	\$283,473,649	\$235,541,123	
<b>Diamond Jack's</b>	\$101,027,431	\$102,918,495	\$58,899,201	\$95,293,979	\$87,336,780	
<b>Sam's Town</b>	\$137,862,738	\$128,480,387	\$77,194,088	\$128,027,013	\$125,902,562	
<b>Eldorado</b>	\$116,599,871	\$140,219,034	\$84,616,427	\$156,782,087	\$159,663,497	
<b>Harrah's Louisiana Downs</b>	\$101,258,862	\$100,937,247	\$57,366,203	\$91,109,803	\$77,451,632	
<b>Total Riverboat Gaming</b>	<b>\$814,229,037</b>	<b>\$847,408,975</b>	<b>\$503,584,856</b>	<b>\$847,606,345</b>	<b>\$779,652,565</b>	

**2010 Riverboat Gaming Report  
(Monthly)**

<b>Casino</b>	<b>Month</b>	<b>Total Admissions</b>	<b>Total AGR</b>
<b>Boomtown</b>			
	January	115,164	\$7,774,899
	February		
	March		
	April		
	May		
	June		
	July		
	August		
	September		
	October		
	November		
	December		
<b>Horseshoe</b>			
	January	171,413	\$17,874,088
	February		
	March		
	April		
	May		
	June		
	July		
	August		
	September		
	October		
	November		
	December		
<b>DiamondJack's</b>			
	January	106,670	\$7,053,573
	February		
	March		
	April		
	May		
	June		
	July		
	August		
	September		
	October		
	November		
	December		

<b>Sam's Town</b>			
	January	151,218	\$9,973,152
	February		
	March		
	April		
	May		
	June		
	July		
	August		
	September		
	October		
	November		
	December		
<b>Eldorado Resort</b>			
	January	275,087	\$12,675,739
	February		
	March		
	April		
	May		
	June		
	July		
	August		
	September		
	October		
	November		
	December		
<b>Harrah's LA Downs</b>			
	January	125,355	\$5,916,034
	February		
	March		
	April		
	May		
	June		
	July		
	August		
	September		
	October		
	November		
	December		

## Area Attractions Summary

<b>Paid Attractions &amp; Festivals</b>	<b>Attendance 2009</b>	<b>Attendance 2008</b>	<b>Attendance 2007</b>	<b>Attendance 2006</b>	<b>Attendance 2005</b>
Ark-La-Tex Antique/Classic Vehicle Museum			65,000		65,000
Cypress Black Bayou			12,000	127,122	100,460
Mudbug Madness		100,000		100,000	
Water Town USA				67,000	72,000
Gardens of the American Rose Center			20,000	11,945	3,511
Holiday-In-Dixie					n/a
Harrah's La. Downs Live Racing				300,000	2,141,054
Louisiana State Exhibit Museum		70,028	75,787		72,320
Independence Bowl		41,543	47,043	45,054	41,332
Red River Raceway					n/a
Red River Revel		180,000	180,000	180,000	280,000
Sci-Port Discovery Center		190,849	197,269	178,148	204,710
Bossier-Shreveport Mudbugs Hockey		125,170		5,600	5,483
Shreveport Opera		4,300	4,710	5,250	3,584
Shreveport Symphony		4,445		11,182	n/a
Spirit of the Red		n/a	5,100	3,380	3,245
State Fair of Louisiana		430,093	405,000	375,000	
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
Stage of Stars Museum					1,500
Multicultural Center of the South		4,000			n/a
Gator & Friends Alligator Park			35,000	n/a	n/a

<b>Non-Paid Attractions</b>	<b>Attendance 2009</b>	<b>Attendance 2008</b>	<b>Attendance 2007</b>	<b>Attendance 2006</b>	<b>Attendance 2005</b>
8 <sup>th</sup> Air Force Museum		45,779	80,000	110,000	100,000
Barnwell Art & Garden Center				7,400	6,500
LA Oil & Gas Museum		7,469		10,165	6,622
Meadows Museum of Art		8,000	11,000	10,005	8,500
R.W. Norton Art Gallery		15,612	17,066	16,000	15,224
Spring St. Historical Museum			3,391	1,785	1,800
Walter B. Jacobs Nature Park		18,500	17,443	18,829	20,800

## 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

*(Report not commissioned by Louisiana Office of Tourism 2004-2006)*

### **Visitors to Shreveport-Bossier City (2007)** ***\*Travelscope Profile of U.S. Travelers to Louisiana in 2007***

Shreveport-Bossier	
Resident	624,672
Non-resident	2,498,688

**Convention Report  
2007-2010**

Month	# Conventions, Reunions & Events			# of Delegates		
	2008	2009	2010	2008	2009	2010
January	28	21	11	2,993	4,821	1,015
February	43	18		12,197	5,020	
March	39	42		8,205	13,450	
April	30	42		3,863	5,183	
May	34	43		9,075	6,892	
June	54	59		12,018	18,548	
July	27	41		4,951	5,998	
August	24	19		4,282	4,900	
September	19	27		3,230	8,805	
October	21	21		16,809	2,235	
November	11	13		22,020	19,595	
December	17	11		3,283	4,821	
<b>YTD Totals*</b>	<b>347</b>	<b>317</b>	<b>11</b>	<b>102,926</b>	<b>100,268</b>	<b>1,015</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
2009	\$24,266,861.36

**Shreveport-Bossier Hotel Information**

BOSSIER ROOMS	4504
SHREVEPORT ROOMS	4855
OTHER ROOMS (Greenwood & Vivian)	252
Bed & Breakfast	35
<b>Current Overall Total</b>	<b>9646</b>

### BREAKDOWN OF NEW SHREVEPORT HOTELS

SHREVEPORT HOTEL OPENINGS DURING 1996-2008	OPENING DATES	NUMBER OF ROOMS
Fairfield Inn by Marriott	03/1996	105
Ramada & Suites Shreveport	03/1996	115
LaQuinta Inn and Suites-Shreveport	03/1997	117
Courtyard by Marriott	05/1999	90
Cajun Inn	08/1999	44
Comfort Inn I-49	04/2000	66
Motel California	02/2000	10
Eldorado (Hollywood Hotel and Casino)	06/1999	403
Sam's Town (Harrah's Hotel and Casino)	06/2001	514
Jameson Inn	06/2001	67
Residence Inn by Marriott-Shreveport	05/2001	78
Hampton Inn Airport-Shreveport	08/2003	79
Holiday Inn Express	04/2006	69
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	02/2008	85
Quality Inn	11/2008	100
Value Place (on Financial Plaza)	11/2008	124
Homewood Suites by Hilton Shreveport	02/2009	123
Hilton Garden Inn Shreveport	10/2008	142
<b>Total # of Hotels: 21</b>		<b>Total # of Rooms: 2814</b>

### BREAKDOWN OF NEW BOSSIER CITY HOTELS

BOSSIER CITY HOTEL OPENINGS DURING 1995-2008	OPENING DATES	NUMBER OF ROOMS
Hampton Inn Bossier City	11/1995	123
Comfort Inn Bossier City	02/1996	77
Crossland Economy Suites	09/1997	117
Horseshoe Hotel and Casino	11/1997	606
Boomtown (formerly Casino Magic)	06/1998	188
Diamond Jacks (formerly Isle of Capri)	09/1999 / Exp 01/2004	570
Quality Inn & Suites (formerly Baymont)	05/2000	102
Microtel Inn Suites	09/2001	101
SpringHill Suites by Marriott at LA Downs	06/2008	150
TownePlace Suites	04/2009	96
Value Place Inn	07/ 2009	124
<b>Total # of New Hotels : 11</b>		<b>Total # of Rooms: 2254</b>

## THE FUTURE

PROJECTED OPENINGS	OPENING DATES	NUMBER OF ROOMS
Courtyard at the Boardwalk (Bossier City)	Mar 2010	130
Cambria Suites (on Bert Kouns-Shreveport)	TBD	129
Holiday Inn (off Airline Dr. at I-20 Bossier City)	TBD	139
Hampton Inn (Shreveport in front of Tinseltown)	Feb 2010	121
Sleep Inn (off of Westport in Shreveport)	2010	80
Sleep Inn (Sanford & Kings Hwy–Shreveport)	2010	80
<b>Total # of Hotels: 6</b>		<b>Total # of Rooms: 679</b>