

SUCCESS STORY

SHREVEPORT-BOSSIER, LOUISIANA

From 2016 to 2018, the Shreveport-Bossier Sports Commission and the Shreveport-Bossier Convention and Tourist Bureau assisted the Balloon Federation of America with planning the U.S. Hot Air Balloon Championships in Shreveport-Bossier, Louisiana. Each year, 400 pilot and crew members visited the area for the eight-night competition.

The sports commission and tourist bureau's assistance included coordinating hotel room blocks, public relations, promotions, and community sponsorships. They also helped secure more than 400 local volunteers each year of the competition.

As a personal touch, the sports commission and tourist bureau created a festival to celebrate the competition entitled "Red River Balloon Rally." The festival featured balloon glows, live music, fireworks, tethered balloon rides, and more. The festival drew more than 11,000 people each year.

The Balloon Federation of American chooses a different location to host its national competition every three years. Because of the economic impact that the competition had on Shreveport-Bossier, the sports commission and tourist bureau are excited to welcome an annual regional hot air balloon competition and continue the Red River Balloon Rally in 2019. The town of Greenwood now partners and hosts Glow Greenwood the day before the Red River Balloon Rally to expand the economic benefits in north Louisiana.



IMPACT STATEMENT

- In 2017, the Red River Balloon Rally and U.S. Hot Air Balloon Championships generated an equivalency in public relations value of \$167,000.
- According to the 2016 Economic Impact Study of the 2016 Red River Balloon Rally, it is estimated that 11,867 people attended the event and that 27% of the attendees were visitors.
- In 2016, 400 pilot and crew members visited Shreveport-Bossier for eight nights and had an estimated economic impact of \$336,000.
- The total economic impact of the 2016 Red River Balloon Rally and U.S. Hot Air Balloon Championships is estimated to be \$1,062,482.