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SHREVEPORT-TEXARKANA DMA RISES IN TOP 100 CONCERT MARKETS FOR 2026

Bossier City, LA – The Shreveport-Bossier region once again ranked among Pollstar’s 2026 Top 100 U.S. Concert Markets. The market made its debut in the rankings in 2025 where it was ranked #99. For 2026, the Shreveport-Texarkana DMA rose right spots to #91 on the rankings. The growth of eight places makes Shreveport-Texarkana one of the 20 fastest growing concert markets in the US.

This recognition is based on box office performance at live events in each city. The Brookshire Grocery Arena accounted for 74% of concert attendees and 82% of gross ticket sales in the Shreveport-Texarkana DMA. The chart below shows where attendees traveled from:

State	Attendees by %
Louisiana	43%
Texas	21%
Arkansas	9%

The remainder of concert attendees traveled from states including Mississippi, Oklahoma, Florida, Alabama, Tennessee, Georgia, and Missouri.

“We are proud that the Shreveport-Texarkana market continues to rank among the top U.S. concert markets,” said Tyler Slanovec, General Manager at the Brookshire Grocery Arena. “2025 was been an incredible year as we celebrated our 25th Anniversary with sold-out shows and record-breaking ticket sales. These accomplishments reflect the unwavering support of our community for the Arena and other local venues. We look forward to building on this momentum and celebrating even more successes in the coming years.

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About Brookshire Grocery Arena

Since opening its doors in the late fall of 2000, Brookshire Grocery Arena has been on the map as one of the top entertainment destinations in the South. Located on the banks of the Red River in Bossier City, LA, Brookshire Grocery Arena is a 270,000 square foot facility capable of hosting up to 14,000 guests. The venue features world-class concerts, family shows, ice-skating shows, motor sports, rodeos, conventions, religious and community events, as well as other special events.

About Legends Global

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