

Issues & Info

October 2009

Springfield, Missouri, Convention & Visitors Bureau

www.SpringfieldMO.org



RSVP Today for Travel Connections

The CVB's Travel Connections mixer is set for 5-7 p.m. Oct. 15 at the bureau's offices, 815 E. St. Louis St. in the Jordan Valley Car Park.

The mixer is an opportunity to network with people from the CVB, attractions and other tourism-related businesses in the Springfield area.

Catering for the mixer is provided by Mille's Turn of the Century Café and Honey Heaven & The Vineyard Tearoom.

Beverages are provided by 7C's Winery, Springfield Brewing Company and Coca-Cola/Dr Pepper Bottling Co.

Sample local wines and micro-brewed beer while you nibble on delicious hors d'ouvres and mini Promised Land Cakes.



This is one of the CVB's two main networking events a year designed to let you gain vital connections in an informal atmosphere.

The spring mixer is usually in April, and now we get to enjoy the fall weather while exploring new opportunities right here in

our community.

If you are planning to attend, please RSVP by Oct. 12. Call 881-5300 or send your RSVP by e-mail to lwiesehan@springfieldmo.org.



A Note About Parking

Be sure to bring your parking ticket inside for validation.



Springfield's Great Freebies Online Trivia Contest Under Way

Keep an eye on our blog and social media sites for chances to win free tickets to area attractions.

The blog is at <http://blog.SpringfieldAdventures.com>.

Details also will be posted on Twitter at www.twitter.com/

SpringfieldCVB and on the CVB's Facebook fan page at www.facebook.com/home.php#/pages/Springfield-MO/I-Love-Springfield-MO/45672216652?ref=ts.

Participating attractions are:

- Dickerson Park Zoo
- Discovery Center
- Fantastic Caverns
- Missouri Sports Hall of Fame
- Wild Animal Safari
- Springfield-Greene County Parks
- Thanks also to Urban Districts Alliance for providing cook-books and food tickets for Taste of Springfield.



Attractions and businesses that wish to provide prizes for the SGF Trivia Contest should contact CVB public relations manager Susan Wade at 881-5300, Ext. 101, or swade@springfieldmo.org.

Springfield Travel Statistics

	Aug '09	YTD '09	YTD '08
Info Centers Visits	2,267	37,759	41,050
Tourist Inquiries	3,679	58,043	46,053
Web Visitor Sessions	114,262	923,039	929,765
Total Contacts	123,980	1,018,841	1,021,157
Airport Passengers	73,499	548,930	527,896

Springfield Hotel Statistics

	July '09	YTD '09	YTD '08
Room Supply	189,162	1,293,293	1,303,211
Room Demand	105,810	666,929	716,384
Percent of Occupancy	55.9%	51.6%	55.0%
Avg. Daily Rate	\$66.78	\$67.35	\$66.52
Revenue/Avail. Room	\$37.36	\$34.73	\$36.57

CVB Notes:

September Board Meeting—The CVB board of directors in September:

- Heard a report on the \$7 million cut to the Missouri Division of Tourism’s budget.
- Heard a report on lease negotiations for the Tourist Information Center at 3315 E. Battlefield Road.
- Discussed potential budget revisions for FY 09-10.

Tourism Conference—CVB president Tracy Kimberlin, marketing director Laura Whisler, public relations manager Susan Wade and marketing coordinator Amy Michels attended the Governor’s Conference on Tourism Sept. 28-Oct. 1 in Branson.

Rejuvenate—CVB sales manager June Lammers will represent Springfield at Rejuvenate, a religious meeting planner marketplace, in Birmingham in October.

S.P.O.R.T.S. Trade Show—CVB sports sales manager Bobbi Box will represent Springfield at the S.P.O.R.T.S. Trade Show in October in New Orleans.

Convention Services—CVB convention services coordinator Carrie Chavez provided convention services for seven groups totaling more than 1,500 delegates in September.

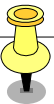
PRSA—Public relations manager Susan Wade will attend the Southwest Missouri Chapter of Public Relations Society of America Professional Development Conference: Mastering the Changing Media Oct. 8 in Springfield. Wade is on the conference planning committee.

Welcome Groups to Springfield With a Message on Your Marquee

October	Attendance
02-04 National Progressive Taekwondo Assoc.	450
07-09 Missouri Trail Summit	100
09-11 Red Hat Society	150
14-17 American Society for Engineering Management	200
17-18 Lake Country Soccer	3,600
Incredible Pizza Fall Classic	
21-23 American Planning Association	200
23-25 Missouri PTA	600
24-01 Bass Pro Shops Outdoor World	4,600
The Outdoor Fitness Festival	
26-31 Missouri Local Government Employees Retirement System	400
29-30 Missouri Department of Natural Resources Air Pollution Control Commission	75
November	Attendance
04-08 American High School Athletic Championships Fall Sports Festival	1,900
12-14 MSU 2009 Cross Country Midwest Region Championship	425
13-15 Fresh Grounded Faith Conference	2,000
December	Attendance
09-13 Missouri Cattlemen’s Association	1,000

Groups Booked in August

Month/Year	Room Nights
04/10 Missouri Assoc. of Realtors	325
06/11 International Assoc. of Administrative Professionals	175
09/11 Central Assoc. of Physical Plan Administrators	461



Meetings

Oct. 15, 8 a.m., CVB Board of Directors, CVB Offices

Oct. 15, 11:45 a.m., Hotel/Motel Association, OTC (Note, this meeting is on Thursday rather than the normally scheduled Wednesday.)

Oct. 20—8:30 a.m., Sales Awareness Committee, CVB Offices

Oct. 28, noon, Sports Commission Board of Directors, Chamber of Commerce

Oct. 28, 2 p.m., CVB PR Advisory Committee, CVB Offices

Oct. 28, 3:30 p.m., Attractions Council, CVB Offices.

For more information, call the CVB at 417-881-5300.

Send Your News to the CVB for Our Blog and Online Calendar

Springfield attractions, hotels, restaurants, retailers, etc. are encouraged to send news releases to news@springfieldmo.org for possible inclusion on the bureau’s blog and online calendar.

The CVB makes every effort to post as many items as possible but due to the high number of submissions received, not all news and events can be posted. To insure events are posted on the calendar, use the online submission form at www.SpringfieldMo.org.

You can read the blog at <http://blog.SpringfieldAdventures.com>.

Questions? Call Susan Wade, CVB public relations manager, at 881-5300, Ext. 101.

***A Big THANK YOU
to Volunteers Who
Worked 1,037 Hours in
August for the CVB!***

Subscribe to our blog at <http://blog.springfieldadventures.com> and follow us on Twitter at <http://twitter.com/SpringfieldCVB> and <http://twitter.com/ILoveSGFMO>

The Convention and Visitors Bureau serves as the primary marketing organization responsible for implementing programs that increase travel and tourism in the Springfield metropolitan area. The CVB is a nonprofit organization.



To receive Issues & Info, call 881-5300 or send your contact information to swade@springfieldmo.org. The newsletter is published monthly and is available at www.Springfieldmo.org/newsletters.