

Issues & Info

November 2009

Springfield, Missouri, Convention & Visitors Bureau

www.SpringfieldMO.org



CVB Launching Advertising Campaign to Boost Fall Travel

In an effort to boost fall and winter overnight travel to Springfield, the CVB is conducting a fall radio advertising campaign.

The CVB generally places advertising in the spring but because of declines in overnight travel in recent months, the bureau is taking the extra step of a fall campaign.

In Springfield, overnight stays are down about 7 percent this year. Nationwide, overnight travel is down about 15 percent.

The campaign that begins Nov. 2 will promote holiday shopping and include incentive offers. It will target women ages 25-54 and include radio ads in Kansas City, Joplin, Jefferson City/Columbia, Tulsa, Fort Smith, Fayetteville, Wichita and Topeka. The CVB also enhance the campaign with e-promotions and public relations.

The advertisements will direct potential visitors to a Web site for offer details.

The CVB has partnered with the Springfield Hotel-Motel Association and Downtown Springfield to create the promotion called "Springfield Sneakaway."

The first 500 visitors who stay at least two nights in a participating hotel can receive \$50 in Downtown Springfield Dollars redeemable at participating downtown businesses.

Participating Springfield hotels also will offer "Buy one night, get the second half price" and "Buy two nights, get the third free."

Springfield Travel Statistics

	<u>Sept. '09</u>	<u>YTD '09</u>	<u>YTD '08</u>
Info Centers Visits	5,568	43,327	46,650
Tourist Inquiries	1,589	59,632	51,491
Web Visitor Sessions	92,907	1,015,946	1,013,395
Total Contacts	100,064	1,118,905	1,111,536
Airport Passengers	63,342	614,272	585,471

Springfield Hotel Statistics

	<u>July '09</u>	<u>YTD '09</u>	<u>YTD '08</u>
Room Supply	189,100	1,482,393	1,492,497
Room Demand	97,338	764,267	825,555
Percent of Occupancy	51.5%	51.6%	55.3%
Avg. Daily Rate	\$65.04	\$67.06	\$66.58
Revenue/Avail. Room	\$33.48	\$34.57	\$36.83
Room Sales	\$6,330,948	\$51,248,580	\$54,965,039

Online Gift Shop Now Available



The CVB has created an online gift shop where a variety of items featuring a Springfield logo and Route 66 can be purchased.

Merchandise on the site includes pottery, sweatshirts, stuffed animals, books, wind chimes, etc.

The gift shop is available at <http://shop.reservespringfield.com>.

Tourist Information Center Plans Special Welcome for Veterans, Open House for the Public

Visiting veterans who stop at the Tourist Information Center at 3315 E. Battlefield Road Nov. 5-13 will get some special treats.

Veterans will receive discounts and special offers from Springfield hotels, attractions, dining and shopping and have chances to participate in drawings for prizes.

The information center also will have an open house Nov. 13 to showcase the gift shop selections. The gift shop features a wide vari-

ety of items, many with a Springfield logo, including a collectible Christmas ornament.

Tourist Information Center hours are 8 a.m.-5 p.m. Monday-Friday and 10 a.m.-4 p.m. Saturday.

Call 881-5300 or 799-0940 for more information.



CVB Notes:

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

- Heard and approved the Springfield Regional Arts Council's quarterly report.
- Heard a report on the fall radio advertising campaign.
- Approved a lease extension for the Tourist Information Center at 3315 E. Battlefield Road.

USSSA—CVB sports sales manager Bobbi Box will represent Springfield at the USSSA show Nov. 17-20 in Temecula, CA.



Trivia Contest

Win great prizes from area attractions!
Lots of chances to win!
Play today!

<http://budurl.com/SGFTrivia>.

Welcome Groups to Springfield With a Message on Your Marquee

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



Meetings

Nov 18, 11:45 a.m., Hotel/Motel Association, MSU Hospitality Department

Nov. 19, 8 a.m., CVB Board of Directors, CVB Offices

Nov. 25, noon, Sports Commission Board of Directors, Chamber of Commerce

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

Groups Booked in September

Month/Year		Room Nights
04/13	Fresh Grounded Faith	103
08/14	National Button Society	1,316

Welcome to New Marketing Partner!

Welcome to new CVB Marketing Partner Sight & Sound Theatre in Branson. The Marketing Partnership Program provides a variety of services for businesses outside Springfield city limits.



For more information about the program, contact Partner Development Manager Gina Tullos at 881-5300, Ext. 105, or gtullos@springfieldmo.org.

Promote Events on the CVB's Web Site

Are you entering events on the CVB's Web site? The Calendar of Events is one of the most popular pages on the site!

To enter an event, go here:

<http://budurl.com/SubmitEvent>.

The calendar is a free service for Springfield businesses and CVB Marketing Partners.

Besides providing event information for visitors, the CVB sends calendar information to regional media and travel magazines on a regular basis.

Questions? Call 881-5300.

***A Big THANK YOU
to Volunteers Who
Worked 975 Hours in
September 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.