



Online Only Format in Future for *Issues & Info*

The CVB will stop producing and mailing hard copies of *Issues & Info* at the end of this fiscal year ending June 30.

The newsletter instead will be available only on the Internet at www.springfieldmo.org/newsletters.

The change will begin with the July issue.

People currently receiving *Issues & Info* via traditional mail who wish to receive a notice when the monthly newsletter is posted online should send their e-mail address and request to be a subscriber to Shelly at sgraberger@springfieldmo.org.

The change is being made to provide news in a more timely manner to CVB constituents and to reduce time and expenses involved in producing and mailing the newsletter.

An online newsletter also reduces the impact on the environment by creating less paper waste.

The bureau has produced *Issues & Info* since 1996 and the newsletter has been available online since 2001.

If you have questions or concerns about the change, contact Susan Wade, CVB public relations manager, at swade@springfieldmo.org or 881-5300, Ext. 101.

CVB Planning for FY 08-09

The CVB staff is preparing the bureau's budget and marketing plan for FY 2008-09.

The \$3.4 million budget will be used to market Springfield as a travel and convention destination. More than \$1 million goes for advertising alone.

The CVB's funds come from a variety of sources including advertising sales in bureau publications and Web site, the city's lodging tax, the Missouri Division of Tourism's matching cooperative marketing funds program and other fees from the Marketing Partnership Program, souvenir sales, etc.

The CVB's fiscal year runs July 1-June 30.

In its first year of operation in 1980-81, the CVB's budget was \$274,928.

Meetings

April 16, 11:45 a.m.
Springfield Hotel/
Motel Association
Comfort Suites—Medical
District

April 17, 8 a.m.
CVB Board of Directors
CVB Offices

April 23, 3:30 p.m.
Attractions Council
Wilson's Creek National
Battlefield

April 30, noon
Sports Commission Board
of Directors
Chamber of Commerce

For more information,
call the CVB at 881-5300

The Springfield Convention & Visitors Bureau invites you to...

Travel Connections

5-7 p.m.
Tuesday, April 22

Convention & Visitors Bureau Car Park Office,
downtown in the first floor of the Jordan Valley Car Park,
815 E. St. Louis St.

This is your opportunity for a networking forum
among your Travel & Tourism Industry peers

Hors D'oeuvres provided by Clary's

RSVP Please by April 17

Call 881-5300, Ext. 100, or
send e-mail to lwiesehan@springfieldmo.org

CVB Notes:

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

- Heard a report on plans for a new tourist information center and reviewed a Request for Qualifications for architect selection.
- Approved renewal of the Sports Commission management agreement.
- Approved revising the CVB's bylaws to allow for a City of Springfield representative on the board and changing titles of board officers and CVB staff.

Association Executives—Sales director Dana Maugans and Jani Bucy with University Plaza will represent Springfield at the Greater Washington Society of Association Executives Springtime Trade Show April 3-4 in Washington, DC.

Affordable Meetings—Sales manager June Lammers will represent Springfield April 9-10 at the Affordable Meetings Trade Show in Chicago.

Sports Commissions Symposium—CVB sales manager Bobbi Box and Sports Commission Executive Director John Citron will represent Springfield at the National Association of Sports Commissions Symposium April 22-25 in Omaha, NE.

Travel Journalists—Freelance travel writers Loretta Lynn Leda, Donald Pile and Ray Williams participated in press tours of the Springfield area in March.

Discover Springfield!—Classes to help frontline employees learn ways to promote Springfield amenities to visitors are available. For details, contact Amy Michels at 881-5300, Ext. 120, or amichels@springfieldmo.org.

Sales FAM—The CVB sales department will conduct a familiarization tour for meeting planners May 1-2. For more information, contact Sales Director Dana Maugans at 881-5300, Ext. 111, or dmaugans@springfieldmo.org

See America Week—National See America Week is May 10-18. Learn more about this special week at www.tia.org.

SATW—CVB public relations manager Susan Wade will represent Springfield May 14-18 at the Society of American Travel Writers Central States Chapter Annual Meeting in Rapid City, SD.

***A Big
THANK YOU
to Volunteers
Who Worked
665 Hours for
the CVB in
February***

Tell Visitors About Events

Add events to the CVB's online calendar at www.springfieldmo.org/calendar/calendar_submit1.asp and send news releases about events, to swade@springfieldmo.org.

Springfield Travel Statistics

	Feb. '08	YTD '08	YTD '07
Info Centers Visits	2,289	4,828	5,507
Tourist Inquiries	3,240	4,119	2,141
Web Visitor Sessions	89,839	182,967	199,729
Total Contacts	95,368	191,914	207,377
Airport Passengers	53,735	112,209	108,785

Springfield Hotel Statistics

	Jan. '08	YTD '08	YTD '07
Room Supply	189,813	189,813	186,248
Room Demand	80,987	80,987	111,667
Percent of Occupancy	42.7%	42.7%	60.0%
Avg. Daily Rate	\$61.19	\$61.19	\$61.17
Revenue/Avail. Room	\$26.11	\$26.11	\$36.67
Room Sales	\$4,955,585	\$4,955,585	\$6,830,354

Groups Booked by the CVB in February

Date	Room Nights
04/08 MO Math Association	80
04/08 Postal Customer Council	55
05/08 MSHSAA Boys Baseball Championships	450
03/09 MO Victims Assistance Network	233

Use Your Marquee to Welcome Groups

April	Attendance
01-03 MO Dept. of Transportation	150
03-05 American Massage Therapy Assoc.	100
05-06 Lake Country Soccer—Ozarks Coca-Cola LCS Friendship Cup	1,000
06-10 Intelligent Transportation System	325
11-12 Kickapoo Ladies Shoot Out	360
18-20 MO Jewelers & Watchmakers Assoc.	150
18-20 AAMA Convention	120
18-19 MO Math Association of America	300
22-28 Civil War Preservation Trust	400
25-28 SW MO Home Education Ministry	1,100
29-03 Nat'l Assoc. of State Aquaculture Coordinators	40
30-02 Postal Customer Council	100
May	
17-26 Bass Pro Shops Camping & Boating Classic	75,000
22-25 Nat'l Street Rod Assoc.	4,500
27-01 MSHSAA Boys State Baseball Championship	375
28-30 Special Olympics	1,300
29-02 PEO Sisterhood	700
29-01 Heart of the Ozarks USA/ASA Fast Pitch National Qualifier	550

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.



Send address changes to:
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Fax: 881-2231

To receive Issues & Info by e-mail, write to: swade@springfieldmo.org.