

# Issues & Info

April 2009

Springfield, Missouri, Convention & Visitors Bureau  
www.SpringfieldMO.org



## RSVP Today for Travel Connections Mixer

The next CVB Travel Connections mixer is 5-7 p.m. April 23 at the CVB Offices, 815 E. St. Louis St.

Food will be provided by Mille's Turn of the Century Café and beverages by Springfield Brewing Company and OOVVDA Winery.

To RSVP, please call 881-5300, Ext. 100, or send e-mail to [lwiesehan@springfieldmo.org](mailto:lwiesehan@springfieldmo.org).

## Springfield's Famous Cashew Chicken Gets National News Attention

John T. Edge, a food historian and columnist for the "New York Times" was in the city recently for a story about Springfield-style cashew chicken.

The story that included a look at how the dish was started and interviews with inventor David Leong, appeared in the newspaper on March 10 and was one of the most e-mailed stories of the day.

Read the story "Missouri Chinese: Two Cultures Claim This Chicken" at <http://budurl.com/NYTSGE>.

## CVB Speakers Bureau Available

Call the CVB next time you need a speaker for a meeting or event.

CVB staff are available to speak about a variety of topics, including technology, tourism marketing, how to bid for a convention or event, research, what a CVB does, working with media, Internet networking, how to write a news release, things to see and do in Springfield and many other topics.

To schedule a speaker today, call 881-5300.

## Largest Ad Campaign Ever Under Way

The CVB recently launched its spring 2009 advertising campaign targeting leisure travelers.

The \$1,040,000 campaign is the largest in the bureau's history thanks to an additional \$240,000 available this year from the Missouri Division of Tourism's Cooperative Marketing Program.

The CVB received \$520,000 for the campaign from the Division of Tourism and matched the funds from local sources, including CVB funds and a partnership with Bass Pro Shops, Fantastic Caverns and Wonders of Wildlife.

"The extra funding couldn't have come at a better time," said CVB Marketing Director Laura Whisler. "With the slow economy and downturns in travel, it's more important than ever to beef up our marketing efforts."

The "Memories You'll Treasure ... Forever!" campaign includes TV, radio, print and online components. The ads encourage people to visit Springfield and go to [www.VacationSpringfield.com](http://www.VacationSpringfield.com) to request a "Passport to Family Fun,"

a coupon book with more than \$250 in discounts to area attractions, restaurants and retailers.

Ads are running in St. Louis, Kansas City, Tulsa, Oklahoma City, Wichita, Topeka, Fayetteville and Des Moines through June 30.

This is the second year for the "Memories You'll Treasure ... Forever!" campaign, which received several awards in 2008.

To see the television ads, visit <http://www.youtube.com/watch?v=82K9mFZhos> and <http://www.youtube.com/watch?v=ixYK7nnCAps>. The radio ad is at <http://www.youtube.com/watch?v=o8wvs3XSacE>.

The nonprofit CVB serves as the primary marketing organization responsible for implementing programs that increase travel and tourism in the Springfield metropolitan area. The bureau is the official destination marketing organization for Greene, Christian and Polk counties.

For more information, call Whisler at 881-5300 or send e-mail to [lwhisler@springfieldmo.org](mailto:lwhisler@springfieldmo.org).

### Springfield Travel Statistics

	Feb. '09	YTD '09	YTD '08	% Change
Info Centers Visits	2,251	4,498	4,828	-06.8%
Tourist Inquiries	1,646	2,979	4,119	-27.7%
Web Visitor Sessions	82,372	160,294	182,967	-12.4%
Total Contacts	86,269	167,771	191,914	-12.6%
Airport Passengers	45,797	96,172	112,209	-14.0%

### Springfield Hotel Statistics

	Jan. '09	YTD '09	YTD '08	% Change
Room Supply	189,131	189,131	189,813	-0.4%
Room Demand	76,611	76,611	80,987	-5.4%
Percent of Occupancy	40.5%	40.5%	42.7%	-5.2%
Avg. Daily Rate	\$63.68	\$63.68	\$61.19	4.1%
Revenue/Avail. Room	\$25.81	\$25.81	\$26.11	-1.1%
Room Sales	\$4,881,776	\$4,881,776	\$4,955,585	-1.5%

## CVB Notes:

**February Board Meeting**—The CVB board of directors in February:

- Heard a report on progress of construction of the new Midfield Terminal at Springfield-Branson National Airport.
- Approved renewal of the management contract with the Greater Springfield Area Sports Commission..

**Association Executives Trade Show**—Sales Director Dana Maugans will represent Springfield April 16 at the Greater Washington Society of Association Executives Springtime trade show in Washington DC.

**Society of Association Executives Trade Show**—CVB Sales Manager June Lammers will represent Springfield April 1-2 at the Affordable Meetings trade show in Chicago.

**FAM Tour**—The CVB's sales department is coordinating a familiarization tour for convention and event planners May 7-8. For more information, contact sales director Dana Maugans at 881-5300, Ext. 111, or [dmaugans@springfieldmo.org](mailto:dmaugans@springfieldmo.org).

**Sports Commissions Symposium**—CVB Sales Manager and Sports Commission Executive Director Bobbi Box will attend the National Association of Sports Commissions Symposium April 26-29 in Denver.

**Springfield Sports Scene**—If you would like to subscribe to "The Springfield Sports Scene," a monthly online newsletter from the Greater Springfield Area Sports Commission, send an e-mail request to [sgrauberg@springfieldmo.org](mailto:sgrauberg@springfieldmo.org). View the most recent newsletter at <http://budurl.com/GSASCNews0309>.

**I Heart My City**—"National Geographic Traveler" has a questionnaire you can fill out and submit for its "I Heart My City" feature. Some submissions will be used on the magazine's blog: "Intelligent Travel." For details, visit <http://springfield-missouri.blogspot.com/2009/03/what-do-you-love-about-your-city.html>. Also check out the Peeps in Public Places Photo Contest at <http://blogs.nationalgeographic.com/blogs/intelligenttravel/2009/03/where-my-peeps-at.html>.

## CVB Using Google Reader to Share Info

The CVB is using Google Reader to share information from a variety of sources about things to see and do in the city.

View our shared items at <http://www.google.com/reader/shared/00742652866074878521>.

If you're a Google Reader user, request to be friends with [news@springfieldmo.org](mailto:news@springfieldmo.org).

If you're not a user, but want to see our shared items with your RSS reader or add them to your Web site or blog's RSS feed, copy and paste this URL: <http://www.google.com/reader/public/atom/user%2F00742652866074878521%2Fstate%2Fcom.google%2Fbroadcast>.

Questions? Contact Susan Wade, CVB public relations manager, at 881-5300, Ext. 101, or [swade@springfieldmo.org](mailto:swade@springfieldmo.org).

## Welcome Groups With Your Marquee

April		Attendance
04-05	Lake Country Soccer Ozarks Coca-Cola/ Dr Pepper Cup	2,500
10-12	Delta Kappa Gamma Society International	300
15-17	State Historical Society of Missouri	100
16-18	MO Army National Guard	300
17-18	Kickapoo Soccer Booster Club Ladies Shoot Out	120
21-24	MO Chapter of American Public Works Assoc.	120
23-26	Barbershop Harmony Society	400
26-01	MO Hotel & Lodging Association	50

## February Bookings

Month/Year	Room Nights
03/09 MO Dept. of Transportation	382
04/09 Kickapoo Ladies Shoot-Out	70
03/10 MO Dept. of Transportation	382

***A Big THANK YOU to  
Volunteers Who Worked 520  
Hours in February for the CVB***



## Meetings

**April 15, 11:45 a.m.**, Hotel/Motel Association, Ramada Oasis Convention Center.

**April 16, 8 a.m.**, CVB Board of Directors, CVB Offices

**April 22, noon**, Sports Commission Board of Directors, Chamber of Commerce

**April 22, 3:30 p.m.**, Attractions Council, CVB Offices

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

## Two Hotels Earn Awards

Congratulations to Comfort Suites Medical District and Days Inn Battlefield!

Comfort Suites received the 2008-09 Platinum Hospitality Award from Choice Hotels International, and Days Inn was named the #1 Days Inn in America for Customer Satisfaction."

Subscribe to our blog at [www.springfield-missouri.blogspot.com](http://www.springfield-missouri.blogspot.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.



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