



This is the Final Print Version of *Issues & Info!*

The CVB will stop mailing *Issues & Info* beginning in July. The newsletter instead will be available at www.springfieldmo.org/newsletters.

People currently receiving *Issues & Info* via mail who wish to receive an e-mail notice when the newsletter is posted online should send their e-mail address to Shelly Grauberger at sgrauberger@springfieldmo.org.

Meetings

June 18, 11:45 a.m.
Springfield Hotel/
Motel Association
Sleep Inn

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

June 25, noon
Sports Commission
Board of Directors
Chamber of Commerce

June 25, 3:30 p.m.
Attractions Council
Discovery Center

For more information,
call the CVB at 881-5300

Tourism Commission Meets in Springfield June 13

The Missouri Tourism Commission will meet at 9 a.m. June 13 at the Doubletree Hotel in Springfield.

Local tourism-related businesses are encouraged to attend the meeting.

The Tourism Commission is the governing body for the Missouri Division of Tourism.

Commission members are:

- Lt. Gov. Peter Kinder, Cape Girardeau, Chairman

- Jim Divincen, Osage Beach, Vice Chairman
- Sen. Maida Coleman, St. Louis
- Rep. Maynard Wallace, Thornfield
- Rep. Gina Walsh, St. Louis
- Kelly Swanson, Kimberling City
- Lee Clear, St. Louis
- Sharon Garrett, Purdy
- Marci Bennett, St. Joseph
- Sen. Kevin Engler, Farmington

Rand McNally, America Online, Chicago Tribune...

The 2009 issue of "The Road Atlas" published annually by Rand McNally features a trip from central to southwest Missouri in the publication's "Best of the Road" series.

The story titled "Exploring the Ozarks" also is on the Rand McNally Web site at www.randmcnally.com/pdf/BOTR_2009_Missouri.pdf.

The feature highlights attractions along the route from Jefferson City to Branson, including Hammons Field, Jordan Valley Park, Wonders of Wildlife Museum & Aquarium and Founders Park in Springfield; Runge Conservation Nature Center near Jefferson City; Bridal Cave at Camdenton; Lambert's Café in Ozark and others.

The 2009 atlas is on sale now.

Other recent publicity for Springfield includes:

- The May 2008 issue of "US Airways Magazine" showcases Hammons Field in a story about baseball stadiums and list of "Best Minor League Parks." View the story at www.usairwaysmag.com/2008_04/fans.php.

- Fantastic Caverns was included on a list of "Amazing Natural Wonders" that appears in a travel section published by America Online during National Tourism Week May 10-18. To view the section, go to <http://information.travel.aol.com/tourism-week>. Fantastic Caverns is No. 12 on the natural wonders list.
- "AAA Midwest Traveler" featured Askinosie Chocolates in its March/April online issue. View that story at www.aaamissouri.com/traveler/mid/2008/03/wraising.html.
- The "Chicago Tribune" published a travel feature on May 24, available online at www.chicagotribune.com/travel/chi-springfield-mo_r_pmmay25_0,2050340.story. These are just a few examples of stories about Springfield that have appeared recently in a variety of travel media.

For information about the CVB's media relations efforts, contact Susan Wade, CVB public relations manager, at 881-5300, Ext. 101, or send e-mail to swade@springfieldmo.org.

CVB Notes:

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

- Heard the quarterly report from the Springfield Regional Arts Council.
- Approved changes to the CVB's bylaws.
- Heard a report on the new Tourist Information Center project.

Writers Conference—Public Relations Manager Susan Wade will represent Springfield at the North American Travel Journalists Association conference June 23-27 in Oklahoma City.

Ad Sales—Ad sales are under way for the 2009 Official Springfield Visitors Guide. For information about this and other CVB advertising opportunities that reach thousands of visitors, contact Gina Tullos at 881-5300, Ext. 105, or gtullos@springfieldmo.org.

Destination Showcase—CVB Sales Director Dana Maugans will represent Springfield June 25 at Destination Showcase in Chicago.

Journalist to Visit—Freelance writer Jeff Saunders will visit the Springfield area June 2-9. Saunders writes for "AARP Magazine," "Florida Outdoor Adventures" and other publications.

Deadline Nears for Missouri Vacation Planner

June 15 is the deadline to list tourism-related businesses in the 2009 Missouri Vacation Planner produced by the Missouri Division of Tourism.

Submit listings via the Missouri Tourism Extranet at www.VisitMO.com/directory.

If you are a previous Extranet user, do not create a new user profile. Log into the Extranet using your established Username and Password. Newcomers click on "CLICK HERE" to establish a user profile and submit listings.

Bass Pro, CVB Advertisements Receive Communicator Awards

A CVB advertising campaign produced by the Video & Film Production team at Bass Pro and other Bass Pro ads have received international Communicator Awards.

The CVB ad titled "Memories You'll Treasure Forever" and three Bass Pro ads received Awards of Excellence, the top award presented.

Awards of Distinction were presented for six other Bass Pro advertisements.

Congratulations to everyone involved!

*A Big
THANK
YOU to
Volunteer
s Who
Worked
1,112
Hours for
the CVB
in April*

Use Your Marquee to Welcome Groups

June	Attendance
03-09 United Methodist Church Missouri Conference	1,600
06-07 ASA Men's Fast Pitch	150
07-08 ASA Commissioners Cup Series	275
08-09 Hot Rod Power Tour	2,500
09-15 American Contract Bridge League	500
10-15 National Association of Watch & Clock Collectors	800
14-15 National Daughters of Union Veterans Of the Civil War	50
17-17 Missouri Coalition Against Domestic And Sexual Violence	150
24-28 Salers Breed Cattle Junior Nationals	300
27-29 MO ASA Girls Fast Pitch	550
27-28 Midwest Chevelle Regional	300
July	
08-13 Falcon Club of America	550
20-24 Missouri Association for Career & Technical Education	3,000
24-28 Central States Synod—Women of the Evangelical Lutheran Church	250
24-28 Assemblies of God Chaplain's Conf.	200
26-02 General Association of General Baptists	1,000
27-03 ASA Girls National Championships	800
29-03 Quail Unlimited	500
31-02 Missouri FFA Made for Excellence Conference	400

Springfield Travel Statistics

	Apr. '08	YTD '08	YTD '07
Info Centers Visits	4,793	13,774	15,534
Tourist Inquiries	14,235	22,218	25,905
Web Visitor Sessions	133,765	434,833	444,731
Total Contacts	152,793	470,825	486,170
Airport Passengers	61,451	240,839	486,170

Springfield Hotel Statistics

	Mar. '08	YTD '08	YTD '07
Room Supply	189,751	557,276	540,453
Room Demand	107,359	277,027	322,457
Percent of Occupancy	56.6%	49.7%	59.7%
Avg. Daily Rate	\$68.73	\$65.13	\$61.73
Revenue/Avail. Room	\$38.89	\$32.38	\$36.83
Room Sales	\$7,378,771	\$18,043,591	\$19,904,056

Groups Booked by the CVB in March

Date	Room Nights
09/08 MO Department of Higher Education	20
07/11 MO Association for Career & Technical Education	4,755
07/12 MO Association for Career & Technical Education	4,755
07/13 MO Association for Career & Technical Education	4,755

Sleep Inn Earns Expedia Distinction

Congratulations to Sleep Inn—Medical District for earning the distinction of being placed on the Expedia Insider Select list!

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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