

# Issues & Info

May 2009

Springfield, Missouri, Convention & Visitors Bureau  
[www.SpringfieldMO.org](http://www.SpringfieldMO.org)



## Travel Journalists Visit Springfield

April was a busy month for travel media press tours in Springfield.

Gareth Davis with the UK's "Travel Channel" was in Springfield April 21-22. While here, he visited several attractions, including Wilson's Creek National Battlefield, Fantastic Caverns and Founder's Park. Mr. Davis also writes for the travel section of the "Sunday Mirror" in the UK.

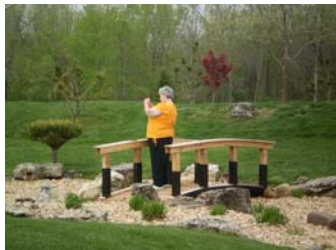
His press tour was followed by a visit on April 23 from Randy Mink and Dorlores Ridout with "Leisure Group Travel" magazine. Bass Pro and Fantastic Caverns were the highlights of their visit.



Randy Mink and Dorlores Ridout with "Leisure Group Travel" magazine were impressed by Bass Pro.

Thanks to the Missouri Division of Tourism for bringing Mr. Davis, Mr. Mink and Ms. Ridout to Springfield!

Freelance travel writer Patsy Bell Hobson, a regular columnist for [www.examiner.com](http://www.examiner.com), visited Springfield April 27-30. The city's public gardens, Grey/Campbell Farmstead, Casper's and area coffee shops topped the agenda. Watch for her stories at <http://budurl.com/byPBH>.



Along with travel writing, Patsy Bell Hobson is an avid gardener and writes a gardening blog called "Oh Grow Up!"

Another press tour is coming up in May with Elizabeth Pruett, a regular contributor to [www.Newsvine.com](http://www.Newsvine.com). You can view her column at <http://bigmomma.newsvine.com>.

## National Travel and Tourism Week is a Time to Learn How You Can Support the Local Travel Industry

While the travel industry nationwide works to increase awareness about the valuable impact of travel and tourism during National Travel and Tourism Week May 9-17, don't underestimate the impact you can have locally.

If you attend conventions, conferences, meetings or other group events in cities outside Springfield, you could bring those events home and help your city reap the benefits.

Those benefits include revenue for hotels, restaurants and retailers throughout the city and the jobs that go with them. It also means increases in sales tax and other taxes that support a variety of programs and infrastructure programs in the city.

Your role in getting those events to Springfield could be as simple as letting the CVB's sales staff know about events and conventions so the bureau can research and pursue those events.

You also can help by suggesting to event planners that Springfield would be a good location for the events they organize.

Springfield, indeed, is a great



location for conventions. The city has more than 6,000 hotel rooms and more than 465,000 square feet of meeting space at various venues.

The city's central location in the United States, improved air service and affordability also make Springfield attractive to meeting planners. Springfield, in fact, consistently ranks on the "Corporate Travel Index" as one of the least expensive cities in the nation for travelers.

So what are you waiting for!?

Call the CVB's sales staff today at 881-5300 or 800-678-8767 and help bring an event or convention to the city.

All CVB services are free.

## Meeting Planners Scheduled to Attend Familiarization Tour in Springfield May 7-8

The CVB's sales staff will showcase Springfield's assets to a dozen meeting and convention planners during a familiarization tour May 7-8.

The tour will include visits to the city's convention hotels, JQH Arena and attractions and a

Springfield Cardinals baseball game at Hammons Field.

For more information about the FAM tour, contact CVB Sales Director Dana Maugans at 881-5300, Ext. 111, or [dmaugans@springfieldmo.org](mailto:dmaugans@springfieldmo.org).

## CVB Notes:

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

- Heard a report about the upcoming 2009 Bass Pro Fitness Festival
- Heard the Springfield Regional Arts Council quarterly report.
- Approved the CVB's budget and action plans for FY 2009-10.
- Heard a report on plans for the bureau's new tourist information center.
- Heard a report from the City of Springfield.

### Springfield Travel Statistics

	Mar. '09	YTD '09	YTD '08	% Change
Info Centers Visits	3,931	8,429	8,981	-6.1%
Tourist Inquiries	6,591	9,570	7,983	19.9%
Web Visitor Sessions	102,298	262,592	301,068	-12.8%
Total Contacts	112,820	280,591	318,032	-11.8%
Airport Passengers	66,295	162,467	179,388	-9.0%

### Springfield Hotel Statistics

	Feb. '09	YTD '09	YTD '08	% Change
Room Supply	170,856	359,987	367,525	-2.1%
Room Demand	77,222	153,883	169,668	-9.3%
Percent of Occupancy	45.2%	42.7%	46.2%	-7.6%
Avg. Daily Rate	\$65.50	\$64.59	\$62.86	2.8%
Revenue/Avail. Room	\$29.61	\$27.61	\$29.02	-4.9%
Room Sales	\$5,058,296	\$9,940,062	\$10,664,820	-6.8%

### Welcome Groups With Your Marquee

Month	Attendance
<b>May</b>	
01-03 Gideons International	300
16-25 Bass Pro Go Outdoors Classic	75,000
19-22 Recorders Association of Missouri	120
21-24 Mid-America Street Rod Nationals	4,500
28-31 TOPS Club Inc. Convention	1,200
28-30 Special Olympics	1,600
<b>June</b>	
02-07 MO State High School Activities Association Baseball Championship	375
04-08 United Methodist Church Missouri Conference	1,600
06-15 MYSA State Cup Soccer Tournament	4,000
16-21 Central Regional Junior Angus Association	450
20-26 American Baptist Association	2,500
20-27 Vintage Car Rally Association	300

### Welcome New Marketing Partners!

Welcome to new CVB Marketing Partners The Mansion Theatre and The Oak Ridge Boys 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](mailto:gtullos@springfieldmo.org).



### March Bookings

Month/Year	Room Nights
04/09 MO Hotel & Lodging Association	35
04/09 MO Army Nat'l Guard Hero Yellow Ribbon	225
04/09 MO Army Nat'l Guard Family Volunteer Prog.	140
07/09 MO DESE Transition Institute	325
05/09 Special Olympics MO Summer Games	250
04/10 MO District United Pentecostal Church Ladies Retreat	1,354
06/12 Holstein USA National Convention	2,542

***A Big THANK YOU  
to Volunteers Who  
Worked 1,118 Hours in  
March for the CVB***

### Meetings

**May 20, 11:45 a.m.,** Hotel/Motel Association, Elliott Lodging, Lamplighter Inn South

**May 21, 8 a.m.,** CVB Board of Directors, CVB Offices

**May 27, noon,** Sports Commission Board of Directors, Chamber of Commerce

**May 27, 3:30 p.m.,** Attractions Council, CVB Offices

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

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.



Send address changes to:  
CVB Issues & Info  
815 E. St. Louis St., Suite 100  
Springfield, MO 65806  
Call: 881-5300  
Fax: 881-2231

To receive Issues & Info by e-mail, write to: [swade@springfieldmo.org](mailto:swade@springfieldmo.org).