

Issues & Info

June 2009

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



Add Your Business to Division of Tourism Web Site by June 15 to be in Print Travel Guide

Enter a FREE listing on the Missouri Division of Tourism Web site - www.industry.visitmo.com - by June 15 for possible inclusion in the 2010 Missouri Travel Guide. If you already have a listing on the Web site, be sure to update it by June 15 to be included in the Travel Guide publication.

Also, spread the word to Springfield area businesses and attractions about this FREE opportunity so the city and surrounding area are represented well on the state's official travel and tourism Web site and in the Travel Guide.

There are only 134 listings and seven events in the system under Springfield and about 75% have not been updated.

What Businesses and Events Should be Listed?

A variety of businesses are listed on the site: attractions, hotels, bed & breakfast inns, restaurants, coffee shops, retailers, entertainment venues, events, night clubs, outdoor activities, parks, gardens, museums, galleries, farmers' markets, chambers of commerce, golf courses, sports venues, spiritual centers, trails, outdoor activities, campgrounds, outfitters, guides, festivals, wineries, conservation areas, publications, etc.

Why Your Business Should Be Listed on the MDT Site

- Promoting your business on the state's Web site and possibly in the Travel Guide is FREE.
- Thousands of people use www.visitmo.com to plan trips.
- The Travel Guide goes to thousands who request information about Missouri.

IMPORTANT: Before You Get Started

- Be sure to read the Submission Instructions and Listing Criteria.
- Carefully follow the guidelines when entering your listing or event. Listings that are not completed properly will be rejected and miss the opportunity to be in the Travel Guide.
- Most listings that are rejected are because they did not follow the instructions.
- These areas cause the most rejections: vague or no information in the description; "hours of operation" cannot be "call," "see web site," "open all year," etc.—hours must conform to the instructions; must select one smoking policy in the general info list; must complete the "travelers with disabilities" list. All applicable lists must be completed.
- Set aside 30 to 45 minutes to enter your listing or event. The submission form is detailed and takes a while to complete.
- When you log on, even though your listings may say "approved," if the date shown is before October 2008, the listing and the Travel Guide section must be updated.

Need Help? Questions?

Contact MDT Web Site Editor Scott McCullough at scott.mccullough@ded.mo.gov or 573-522-9596 or Communications Director Sarah Luebbert at sarah.luebbert@ded.mo.gov or 573-522-5501.

Springfield Travel Statistics

	<u>Apr. '09</u>	<u>YTD '09</u>	<u>YTD '08</u>	<u>% Change</u>
Info Centers Visits	4,640	13,069	13,774	-5.4%
Tourist Inquiries	11,463	21,033	22,218	-5.3%
Web Visitor Sessions	104,561	367,153	434,833	-15.6%
Total Contacts	120,664	401,255	470,825	-14.8%
Airport Passengers	61,413	223,830	240,839	-7.0%

Springfield Hotel Statistics

	<u>Mar. '09</u>	<u>YTD '09</u>	<u>YTD '08</u>	<u>% Change</u>
Room Supply	189,162	549,149	557,276	-1.5%
Room Demand	105,130	259,012	277,027	-5.0%
Percent of Occupancy	55.6%	47.2%	49.7%	-7.6%
Avg. Daily Rate	\$69.19	\$66.46	\$65.13	2.0%
Revenue/Avail. Room	\$38.45	\$31.35	\$32.38	-3.2%
Room Sales	\$7,274,006	\$17,214,068	\$18,043,591	-4.6%

2010 Visitors Guide Ad Sales End July 1

Advertising sales are under way for the 2010 Official Springfield Visitors Guide.

The deadline for placing your advertisement or listing is July 1.

For more information about this and other marketing opportunities available from the Springfield CVB, contact Partner Development Manager Gina Tullos at 881-5300, Ext. 105, or gtullos@springfieldmo.org.

CVB Notes:

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

- Heard a report on presenting the CVB's annual contract to the City Council for approval.
- Heard a report on plans for the bureau's new tourist information center.
- Heard a report from the City of Springfield.
- Heard a report on the CVB's pending application for accreditation through the Destination Marketing Association International.

Missouri Association of CVBs—CVB staff members Tracy Kimberlin, Patty Becraft, Laura Whisler and Dana Maugans will attend the Missouri Association of Convention & Visitor Bureaus annual conference in June in Kansas City.

Assistant Director Hired For Sports Commission

Melissa Divincen has joined the Greater Springfield Area Sports Commission as assistant director.

Divincen will be responsible for membership sales and will serve as a member liaison, along with other duties.

She earned a bachelor's degree in business marketing and minor in global studies from Drury University in 2009.

To contact Divincen, call 881-5300, Ext. 116, or send e-mail to mdivincen@springfieldmo.org.



Melissa Divincen

Welcome to New Marketing Partners!

Welcome to new CVB Marketing Partners Ghost and Haunt Tours in Branson and White Knight Bus Co. in Strafford.

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.



Tell Visitors About Your Events

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://springfieldmo.org/calendar/calendar_submit1.asp.

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

Questions? Call 881-5300.

Welcome Groups With Your Marquee

June		Attendance
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

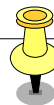
***A Big THANK YOU
to Volunteers Who
Worked 1,289 Hours in
April for the CVB!***

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.



Meetings

June 17, 11:45 a.m., Hotel/Motel Association, University Plaza Hotel

June 18, 8 a.m., CVB Board of Directors, CVB Offices

June 24, noon, Sports Commission Board of Directors, Chamber of Commerce

June 24, 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 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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To receive Issues & Info by e-mail, write to: swade@springfieldmo.org.