

Issues & Info

July 2009

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



CVB Earns DMAP Accreditation

The CVB has earned accreditation from the Destination Marketing Accreditation Program.

The only other destination marketing organization in Missouri that has earned accreditation is the Kansas City Convention & Visitors Association. Internationally, about 90 DMOs are accredited.

DMAP is an international accreditation program developed by Destination Marketing Association International based in Washington, D.C.

In earning DMAP accreditation, destination marketing organizations communicate to their constituents and potential visitors that their organization has attained a significant measure of excellence.

“We are honored to receive DMAP accreditation and pleased to be recognized,” said CVB President Tracy Kimberlin. “We are committed to being good stewards of our funding sources and strive to serve Springfield and the surrounding area with the highest level of professionalism.”

The CVB serves as the primary marketing organization responsible for implementing programs that increase travel and tourism in the Springfield metropolitan area. The bureau is a nonprofit organization.



“By applying for and receiving DMAP accreditation, the Springfield Convention & Visitors Bureau has demonstrated a commitment to quality

programs and services,” said Christine Shimasaki, CDME, DMAP board chair. “We are proud to recognize these organizations for their achievement. These DMOs’ operations and business practices have conformed to 16 domains ranging from governance to sales to innovation. Their accreditation underscores their dedication to providing exceptional leadership and commitment to the professionalism of DMOs across the globe.”

DMAP accreditation standards cover a variety of topics, including governance, finance, management, human resources, technology, visitor services, group services, sales, communications, membership, brand management, destination development, research/market intelligence, innovation and stakeholder relationships. DMAP is an independent international accreditation body and a leader in defining quality and performance issues in destination marketing.

Learn more about DMAP at www.destinationmarketing.org.

Sign Up for Sales Blitz Planned for July 28-29

The CVB is organizing a Sales Call Blitz to gain new group business for Springfield.

Sales staff at area hotels are encouraged to participate.

Shifts are 9:30-11:30 a.m. or 1:30-3:30 p.m. July 28-29 in Room 216 of the Information Commons West at Ozarks Technical Community College.

The bureau will provide qualified leads to participants.

Fun prizes and snacks also will be provided.

For more information or to sign up, contact June Lammers at jlammers@springfieldmo.org or call 881-5300, Ext. 107.

Springfield Travel Statistics

	<u>May '09</u>	<u>YTD '09</u>	<u>YTD '08</u>	<u>% Change</u>
Info Centers Visits	5,504	18,573	19,751	-6.3%
Tourist Inquiries	15,601	36,495	32,945	10.8%
Web Visitor Sessions	136,456	503,609	569,666	-11.6%
Total Contacts	157,561	558,677	622,362	-10.2%
Airport Passengers	81,496	305,376	310,207	-1.6%

Springfield Hotel Statistics

	<u>Apr. '09</u>	<u>YTD '09</u>	<u>YTD '08</u>	<u>% Change</u>
Room Supply	182,940	732,089	740,786	-1.2%
Room Demand	91,117	350,130	376,965	-7.1%
Percent of Occupancy	49.8%	47.8%	50.9%	-6.1%
Avg. Daily Rate	\$67.20	\$66.65	\$65.31	2.1%
Revenue/Avail. Room	\$33.47	\$31.88	\$33.24	-4.1%
Room Sales	\$6,123,528	\$23,337,597	\$24,620,671	-5.2%

CVB Notes:

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

- Heard a report on the CVB’s marketing plan presented to the City Council for approval on June 15.
- Heard a report on plans for the bureau’s new tourist information center.
- Heard a report about the CVB earning accreditation from Destination Marketing Association International.

Joint Meeting Planners Trade Show—CVB Sales Manager Diane Gillespie will represent Springfield at the Joint Meeting Planners Trade Show July 14 in Jefferson City.

Marketing Plan—The CVB staff has completed its 2009-10 marketing plan. The plan was approved by the City Council on June 15. For information about the plan, call 881-5300.

Discover Springfield Class—The CVB’s “Discover Springfield!” program will be offered July 23 and Sept. 22. The goals of “Discover Springfield!,” a program for frontline hotel staff, are to build awareness of tourism as an economic engine for the city; improve customer service skills through increased knowledge of attractions, restaurants and shops; extend overnight stays; and encourage repeat visits to Springfield properties. For more information about this free program, contact Amy Michels at 881-5300, Ext. 120, or amichels@springfieldmo.org.

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>

Welcome Groups With Your Marquee

July		Attendance
08-11	Brown Swiss National Convention & Sale	150
11-18	International Association of Jim Beam Bottle & Specialty Clubs	300
12-15	MO Dept. of Elementary and Secondary Education Transition Institute	350
19-23	MO Assoc. for Career & Technical Education	3,000
August		Attendance
06-08	MO FFA Made for Excellence Conference	400
07-23	Bass Pro Shops Outdoor World Fall Hunting Classic	250,000
07-09	MO ASA Men’s Slow Pitch State Championship	200
17-21	MO County Clerks Assoc. Annual Conference	300
17-21	U.S. State Attorney’s Office—Western District of Missouri Law Enforcement Coordinating Committee	150
18-24	ASA Fast Pitch National Championship	400
27-30	ASA Slow Pitch West National Championship	650

Welcome to New Marketing Partners!

Welcome to new CVB Marketing Partners Outback Steak & Oyster Bar and Pub and the Titanic Museum 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.

April & May Bookings

Month/Year		Room Nights
04/09	Rooms 4 U	105
06/11	United Methodist Church—MO Conference	900*
06/12	United Methodist Church—MO Conference	900*
06/13	United Methodist Church—MO Conference	900*
06/14	United Methodist Church—MO Conference	900*

*This number does not include overflow rooms, an additional 1,200 room nights per year.

***A Big THANK YOU
to Volunteers Who Worked 1,337
Hours in May for the CVB!***



Meetings

July 15, 11:45 a.m., Hotel/Motel Association, DoubleTree Hotel

July 16, 8 a.m., CVB Board of Directors, CVB Offices

July 22, noon, Sports Commission Board of Directors, Chamber of Commerce

July 22, 3:30 p.m., Attractions Council, Courtyard by Marriott

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

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.



To receive Issues & Info, call 881-5300 or send your contact information to swade@springfieldmo.org. The newsletter is published monthly and is available at www.Springfieldmo.org/newsletters.