

# Issues & Info

August 2009

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



## 'Tis the Season for Press Tours

CVB Public Relations Manager Susan Wade extends multiple "thank yous" to the hotels and attractions that provide complimentary lodging and admission for travel media visiting Springfield.

Your support of the CVB's efforts to have Springfield featured as a travel destination via unpaid media placements is much appreciated.

Here are a few recent press visits to the city:

### From California & Back

Travel writer Carmel Mooney visited Springfield with her 10-year-old daughter, Faith, in July.

The mother-daughter duo visited Springfield during a multi-state, multi-week trip extending from their home in California to Florida and back home.

Mooney writes for "California Kids!" magazine and other publications and Web sites.

While Mooney writes about a variety of travel topics, she often focuses on things for kids to see and do while traveling.

### In the RV for the TV

RVTV filmed in Springfield in July for a segment along Route 66 in Missouri for its show that airs on Wednesday and Thursday on the Versus Network.

Thanks to Nation Ranch, the Missouri Division of Tourism's public relations agency, for their work in organizing the RVTV visit.

### She Loves the Ozarks

Writer Patsy Bell Hobson was in Springfield in July.

Hobson is a travel columnist for [www.Examiner.com](http://www.Examiner.com) and writes for other publications and Web sites. She has written multiple stories about Springfield and the region this year with a particular focus on Route 66.

Hobson, a frequent visitor to the city, will return for a story about the Ozark Empire Fair for "AAA Midwest Traveler" magazine.

### Extreme Makeover

The popular reality TV show "Extreme Makeover" built a home for an Ash Grove family in July.

Among the show's activities while in the area, a crew filmed at Fantastic Caverns for ideas for one of the children's bedrooms. The cave could be featured on the show when the episode airs this fall.

## Sales Director Earns CDME Certification

CVB Sales Director Dana Maugans completed the Certified Destination Management Executive program from Destination Marketing Association International.



Dana Maugans

President Tracy Kimberlin also has earned the certification and two other department heads are working on the program.

## Congrats Springfield Sports Venues!

Springfield stands to win up to \$100,000 to support community tennis programs if the city beats out nine other finalists during a Web-based vote for America's "Best Tennis Town." Voting ends at midnight July 26. Vote for Springfield at [www.besttennistown.com](http://www.besttennistown.com).

**Rivercut Golf Course** was named the "Best Muny" in Missouri by "Golf Digest Magazine" in its August 2009 issue.

The **Springfield Lasers** are the top seed in the Western Conference and will host the WTT Western Conference Championship July 24.

## Attractions Council Considering Formalization

Members of the Attractions Council are considering making the group more formal, with dues, elected officers, etc.

The group made up of people from Springfield attractions has been meeting regularly for about five years.

The next meeting is Aug. 26 at Incredible Pizza Company. Attraction representatives are encouraged to attend.

### Springfield Travel Statistics

	<u>June '09</u>	<u>YTD '09</u>	<u>YTD '08</u>	<u>% Change</u>
Info Centers Visits	5,943	24,516	26,655	-8.7%
Tourist Inquiries	10,586	47,081	40,203	17.1%
Web Visitor Sessions	149,780	653,389	677,292	-3.5%
Total Contacts	166,309	724,986	744,150	-2.6%
Airport Passengers	85,976	391,352	388,206	1.0%

### Springfield Hotel Statistics

	<u>May '09</u>	<u>YTD '09</u>	<u>YTD '08</u>	<u>% Change</u>
Room Supply	189,162	921,251	930,444	-1.0%
Room Demand	104,328	454,458	488,231	-6.9%
Percent of Occupancy	55.2%	49.3%	52.5%	-6.1%
Avg. Daily Rate	\$67.89	\$66.94	\$65.75	1.8%
Revenue/Avail. Room	\$37.44	\$33.02	\$34.50	-4.3%
Room Sales	\$7,082,563	\$30,420,160	\$32,098,795	-5.2%

# CVB Notes:

## July Board Meeting—The CVB board of directors in July:

- Heard a report from the Springfield Regional Arts Council.
- Heard a report on plans for the bureau's new tourist information center.
- Heard a report on the CVB's annual Marketing Plan and approved the plan for 2009/10.

**Phi Beta Psi**—CVB Sales Manager June Lammers is attending the Phi Beta Psi National Convention in Cincinnati, Ohio, in July to promote attendance at the convention when it is in Springfield in 2010.

**Discover Springfield Class**—The CVB's "Discover Springfield!" program will be offered 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](mailto:amichels@springfieldmo.org).

**Phone Sales Blitz**—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. For more information or to sign up, contact June Lammers at [jlammers@springfieldmo.org](mailto:jlammers@springfieldmo.org) or call 881-5300, Ext. 107.

## Welcome Groups With Your Marquee

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

## Groups Booked in June by the CVB

Month/Year		Room Nights
10/09	National Progressive Taekwondo Association	165
05/10	American Forage and Grassland Council	450
05/10	Joyce Meyer Ministries	245
06/11	United Methodist Church Overflow Rooms	1,427
06/12	United Methodist Church Overflow Rooms	1,427
06/13	United Methodist Church Overflow Rooms	1,427
06/14	United Methodist Church Overflow Rooms	1,427

***A Big THANK YOU  
to Volunteers Who  
Worked 1,245 Hours in  
June for the CVB!***

## Tell Visitors, Media About Your Events with Free Service

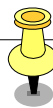
Are you entering events on the CVB's Web site? The Calendar of Events is one of the most popular pages on the site!

To enter an event, go here: [http://springfieldmo.org/calendar/calendar\\_submit1.asp](http://springfieldmo.org/calendar/calendar_submit1.asp).

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

Besides providing event information for visitors, the CVB sends calendar information to regional media and travel magazines on a regular basis.

Questions? Call 881-5300.



## Meetings

**Aug. 19, 11:45 a.m.**, Hotel/Motel Association, Clarion Hotel

**Aug. 20, 8 a.m.**, CVB Board of Directors, CVB Offices

**Aug. 26, noon**, Sports Commission Board of Directors, Chamber of Commerce

**Aug. 26, 3:30 p.m.**, Attractions Council, Incredible Pizza Company.

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.



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