

# Issues & Info

September 2009

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



## Division of Tourism Hit with 35 Percent Budget Cut

The Missouri Division of Tourism's budget was cut \$7 million, a 35 percent decrease in the agency's funds.

The division promotes Missouri as a travel destination through a variety of marketing programs.

It operates under the umbrella of the Missouri Department of Economic Development, which was asked by Gov. Jay Nixon to reduce its budget by \$11 million due to the faltering economy and falling state revenues.

The tourism industry is asking for support from legislators in getting a portion of the tourism budget restored. The need for cuts is under-

stood but the Division of Tourism was hit with a disproportionate cut compared to other DED programs, some of which were cut 10 percent while others did not see any budget reductions.

We encourage you to take action on this important issue by contacting your legislators.

[Click here](#) for information distributed by Missouri Travel Council, a sample letter to send to legislators, legislators' addresses and details of DED's budget cuts.

If you have questions, call the CVB at 881-5300.

## CVB Board Postpones Tourist Information Center Project

The CVB Board of Directors voted in August to delay construction of a new Tourist Information Center at U.S. 65 and Chestnut Expressway.

The bureau originally planned to begin construction this fall but decided to postpone the project until economic conditions improve.

The board will revisit the issue by August 2010.

## New Blog Launched in August

The CVB has launched a new blog—[I Love Springfield, Missouri!](#)

The blog will include news from area attractions, businesses and hotels, along with a variety of other news of interest to travelers and locals. The blog is designed to be another arm of the bureau's [Web site](#) and social networking programs to encourage travel to Springfield.

News for the blog can be sent to [news@springfieldmo.org](mailto:news@springfieldmo.org). Not all news will be posted on the blog but

the CVB will post as many stories as possible. Priority will go to CVB advertisers and marketing partners. Please put "Blog News" in the subject field of your e-mail.

A feature of the blog is a link to a [guest map](#) where people can place markers showing where they live. Springfield area businesses and attractions are encouraged to place pins on the map showing their locations.

## MTC Accepting Travel Auction Donations

The Missouri Travel Council is accepting donations for its annual travel auction that helps support the council, including its scholarship and Web site development funds.

If you have items, admission tickets, gift certificates, etc. you would like to include in the packages, please contact Susan Wade by Sept. 10 at 881-5300, Ext. 101, or [swade@springfieldmo.org](mailto:swade@springfieldmo.org).

[Click here](#) for details if you prefer to donate on your own.

## Governor's Conference on Tourism Sept. 28-30

The annual Governor's Conference on Tourism is set for Sept. 28-30 at Chateau on the Lake.

[Click here](#) for program details and registration information.

### Springfield Travel Statistics

	July '09	YTD '09	YTD '08	% Change
Info Centers Visits	7,204	31,720	34,343	-8.3%
Tourist Inquiries	7,283	54,364	46,053	18.0%
Web Visitor Sessions	144,824	798,213	825,969	-3.4%
Total Contacts	159,311	884,297	906,365	-2.4%
Airport Passengers	84,079	475,431	462,904	3.0%

### Springfield Hotel Statistics

	June '09	YTD '09	YTD '08	% Change
Room Supply	182,880	1,104,131	1,113,894	-0.9%
Room Demand	106,661	561,199	599,980	-6.5%
Percent of Occupancy	58.3%	50.8%	53.9%	-5.8%
Avg. Daily Rate	\$69.67	\$67.46	\$66.63	1.2%
Revenue/Avail. Room	\$40.63	\$34.28	\$35.89	-4.5%
Room Sales	\$7,431,210	\$37,851,370	\$39,974,214	-5.3%

# CVB Notes:

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

- Voted to postpone building a new tourist information center due to the nationwide economic slump and financial considerations.

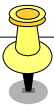
**TTRA**—Patty Becraft, CVB director of administration and operations, will attend the CenStates Chapter of the Travel and Tourism Research Association conference Sept. 16-18 in Louisville, KY. Becraft is vice president and conference chair of the group.

**MOC**—Susan Wade, CVB public relations manager, will represent Springfield at the Missouri Outdoor Communicators conference Sept. 11-13 in Branson.

**Connect Marketplace**—June Lammers, CVB sales manager, represented Springfield Aug. 27-30 in Las Vegas. This is a new marketplace targeting social and fraternal conventions.

**National Fireworks Association**—Sales Manager June Lammers will represent Springfield at the National Fireworks Association convention Sept. 10-13 in Fond Du Lac, WI, to promote attendance at the group's 2010 convention in Springfield.

***A Big THANK YOU  
to Volunteers Who Worked  
1,093 Hours in July for the CVB!***



## Meetings

**Sept. 16, 11:45 a.m.**, Hotel/Motel Association, Courtyard by Marriott

**Sept. 17, 8 a.m.**, CVB Board of Directors, CVB Offices

**Sept. 23, noon**, Sports Commission Board of Directors, Chamber of Commerce

**Sept. 23, 3:30 p.m.**, Attractions Council, Location TBA.

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

## Parking Fees Change at CVB Offices

The management company for the Jordan Valley Car Park where CVB offices are located will begin charges daily parking fees.

If you are attending a CVB meeting or event, be sure to tell the garage attendant and have us validate your parking ticket.

Subscribe to our blog at <http://blog.springfieldadventures.com> and follow us on Twitter at <http://twitter.com/SpringfieldCVB> and <http://twitter.com/ILoveSGFMO>

## Welcome Groups With Your Marquee

September		Attendance
03-06	Society of the Third Infantry Division	300
04-06	ASA Slow Pitch West National Championship	650
10-13	General Federation of Women's Clubs	125
14-16	Missouri Senior Golf Tournament	100
16-18	Missouri County Treasurers Association	110
20-22	Institute of Transportation Engineers	200

October		Attendance
02-04	National Progressive Taekwondo Assoc.	450
07-09	Missouri Trail Summit	100
09-11	Red Hat Society	150
14-17	American Society of Engineering Management	200

## Groups Booked in July

Month/Year		Room Nights
10/09	US Census Bureau	75
10/09	US Census Bureau	35
08/14	National Button Society	1,300

## It's a Boy!

Congratulations to Laura Whisler and her husband, Mark, on the birth of their son Aug. 28.

Carson Bradley Whisler was born at 5:02 a.m. Baby Carson weighed 7 pounds, 12 ounces and was 21.5 inches long.

Laura is marketing director for the CVB. She will return from maternity leave in mid October.

## Sales Blitz a Success

The CVB's recent sales blitz resulted in more than 370 phone calls. Those calls led to 40 prospects and seven leads.

Blitz participants included CVB sales staff and representatives from area hotels.

Thanks to all who gave their time, talent and energy to the blitz.

For information about CVB group sales, call Dana Maugans at 881-5300, Ext. 101, or send e-mail to [dmaugans@springfieldmo.org](mailto:dmaugans@springfieldmo.org).

## Downtown Scavenger Hunt Available

The CVB and Urban District's Alliance combined efforts to create a new "Discover Downtown Scavenger Hunt."

Information about the [scavenger hunt](#) is online, along with a printable brochure, or brochures can be picked up at the bureau's tourist information centers. Answers are available on the Web site.

The scavenger hunt offers geographic hints that lead to historic sites and current businesses. It should take hunters 1 to 1 1/2 hours to complete.

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).