

Issues & Info

October 2008

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

Ad Campaign Receives Awards

The CVB recently learned its 2008 advertising campaign earned a Silver Magellan Award from the newspaper "Travel Weekly."

The campaign, titled "Memories You'll Treasure ... Forever!" also has received a bronze Telly Award and a Gold Communicator Award.

The bureau spends about \$1 million annually to place advertising featuring Springfield as a leisure travel destination.

Part of the funding is from the Missouri Division of Tourism's cooperative marketing campaign and from a local co-op that includes Bass Pro, Wonders of Wildlife and Fantastic Caverns.

For more information about the bureau's advertising and marketing programs, contact Marketing Director Laura Whisler at 881-5300, Ext. 104, or send e-mail to or lwhisler@springfieldmo.org.



Magellan Award



Telly Award



Communicator Award

To view the award-winning television ad:

1. Go to www.springfieldmo.org.

2. Click on "Springfield Photos & Video" to open the Wowget.

3. On the Wowget, click on "Come See Springfield, Missouri!"

Log On... Link In... Join Us Online

Join the "Springfield, Missouri, Convention & Visitors Bureau" group on LinkedIn.

The online networking group is for staff, board members, volunteers, advertisers, partners, media and others affiliated with or interested in the CVB and tourism promotion in Southwest Missouri.

Joining the group is a way for you to connect with



other businesses and individuals who share the same business and tourism interests.

The CVB also invites you to join us on Facebook and MySpace for photos, videos and interesting tidbits about Springfield.



Springfield Travel Statistics

	Aug. '08	YTD '08	YTD '07
Info Centers Visits	6,707	41,050	47,384
Tourist Inquiries	4,289	50,342	60,567
Web Visitor Sessions	103,796	929,765	1,030,449
Total Contacts	114,792	1,021,157	1,138,400
Airport Passengers	64,992	527,896	578,070

Springfield Hotel Statistics

	July '08	YTD '08	YTD '07
Room Supply	189,317	1,303,211	1,272,454
Room Demand	116,404	716,384	747,190
Percent of Occupancy	61.5%	55.0%	58.7%
Avg. Daily Rate	\$65.96	\$66.52	\$64.33
Revenue/Avail. Room	\$40.56	\$36.57	\$37.77
Room Sales	\$7,678,52	\$47,652,312	\$48,064,312

CVB Notes:

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

- Heard a report on the new tourist information center project and conducted a brainstorming session following the board meeting.
- Heard a report on the development agreement between John Q. Hammons and the City of Springfield to build a hotel in the lot between the Expo Center and Jordan Valley Car Park.
- Heard a report the hiring of a city manager. Greg Burriss began his new job on Sept. 15.

New Merchandise—Orders are being placed for fall and winter merchandise to be sold at the Tourist Information Center on East Battlefield Road. A Fall Open House is planned to showcase the center and promote Springfield merchandise for the winter holidays. The date of the open house will be announced soon.

Funfest—Sales Manager Diane Gillespie and representatives from several hotels participated in the Missouri Society of Association Executives Funfest golf tournament Sept. 15 in Jefferson City.

PRSA International—CVB public relations manager Susan Wade will attend the Public Relations Society of America International Conference Oct. 25-28 in Detroit, MI.

CenStates TTRA—CVB Director of Administration and Operations Patty Becraft will attend the CenStates Tour & Travel Research Association conference Sept. 24-26 in Evansville, IN. Becraft is vice-president of the organization and serves as chair of the conference planning committee.

Tourism Conference—CVB staff members will attend the Missouri Governor's Conference on Tourism Sept. 30-Oct. 3 in Kansas City.

Seminar—Public relations manager Susan Wade will attend "PR: Making Connections," a seminar offered by the local Public Relations Society of America Chapter on Oct. 7.

Continuing Ed for Volunteers—Sharon Wittig, tourist information center supervisor, has developed a program to help CVB volunteers stay updated on what to see and do in Springfield so they can better assist visitors who have questions.

Press Tour—Travel writer Carmel Mooney of Yuba City, CA, visited the Springfield area in September. Mooney visited several attractions, including Dickerson Park Zoo, Fantastic Caverns, Askinosie Chocolate, Bass Pro, Discovery Center, and Laura Ingalls Wilder Home & Museum in Mansfield.

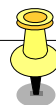
***A Big
THANK YOU
to Volunteers Who
Worked 1,219 Hours
for the CVB in August***

Use Your Marquee to Welcome Groups

October	Attendance
03-05 MSU Family Day Weekend	850
05-10 Association of Conservation Engineers	100
10-12 Red Hat Society	300
10-12 Burlington Northern Santa Fe Veterans Association	100
15-19 MO Society of Professional Surveyors	350
18-19 Lake Country soccer ThompsonSales.com Fall Classic	3,600
21-25 MO Local Government Employees Retirement System	400
29-01 MO Society for Respiratory Care	50
29-30 MO Department of Natural Resources—Air Pollution Control	90
31-02 Bass Pro Shops Outdoor World Outdoor Fitness Festival	10,000
31-02 Miss MO USA & Miss MO Teen USA	150
31-01 MO Valley Conference Cross Country Championship	200
November	
14-16 Fresh Grounded Faith Seminar	2,200
December	
11-13 MO Cattlemen's Association	1,000

Groups Booked by the CVB in August

Date	Room Nights
10/08 Missouri State University Family Day Weekend	800
07/09 International Jim Beam Bottle & Specialty Club Collectors	625
10/10 MO State High School Activities Association Girls Softball Championships	300
10/11 MO State High School Activities Association Girls Softball Championships	300



Meetings

Oct. 15, 11:45 a.m., Hotel/Motel Association, Clarion Hotel

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

Oct. 22, noon, Sports Commission, Board of Directors, Chamber of Commerce

Oct. 22, 3:30 p.m., Attractions Council, CVB Offices

For more information, call the CVB at 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.



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