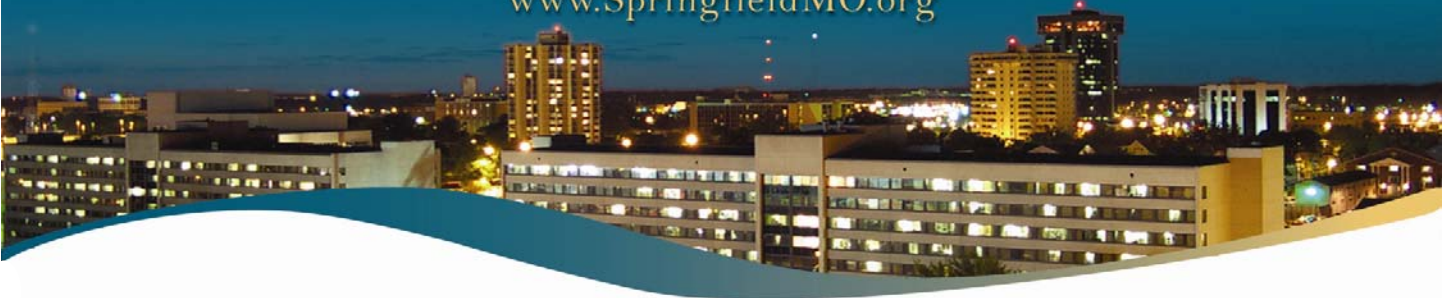


Issues & Info

November 2008

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



Local Travel Stats Aligning with National Trends

Smith Travel Research recently released revised forecasts for 2008 and 2009 and projections for the country's hotel industry performance in 2010.

- The revised forecast for 2008 includes a 3.0 percent drop in occupancy to 61.2 percent and a 0.5 percent decrease in demand.
- For 2009, STR predicts a 3.5 percent decline in occupancy and 1.0 percent decline in demand.
- In 2010, a 0.6 percent decline in occupancy and 0.6 percent increase in demand are projected.
- The research company also predicts increases in average daily rate, revenue per available room and supply each year.

The Local Scene

During past economic downturns, Springfield's travel industry has performed well and those historical trends were holding true this year.

Overnight travel in Springfield was strong compared to national statistics, but beginning in September, the city's travel numbers began aligning with national trends.

While statistics through August show occupancy down 6.0 percent and room demand down 3.7 percent compared to 2007, that doesn't take into account about 44,600 room nights

Meetings

Nov. 19, 11:45 a.m., Hotel/Motel Association, Missouri State HRA Department—Professional Building

Nov. 18, 8:30 a.m., Sales Awareness Committee, Holiday Inn Hotel & Suites

Nov. 20, 8 a.m., CVB Board of Directors, CVB Offices

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

Springfield Travel Statistics

	Sep. '08	YTD '08	YTD '07	% Change
Info Centers Visits	5,600	46,650	53,842	-13.4%
Tourist Inquiries	1,149	51,491	61,494	-16.3%
Web Visitor Sessions	83,630	1,013,395	1,125,944	-10.0%
Total Contacts	90,379	1,111,536	1,138,400	-2.4%
Airport Passengers	57,575	585,471	652,940	-10.3%

Springfield Hotel Statistics

	Aug. '08	YTD '08	YTD '07	% Change
Room Supply	189,286	1,492,497	1,458,454	2.3%
Room Demand	109,171	825,555	* 856,853	-3.7%
Percent of Occupancy	57.7%	55.3%	58.8%	-6.0%
Avg. Daily Rate	\$66.98	\$66.58	\$64.39	3.4%
Revenue/Avail. Room	\$38.63	\$36.83	\$37.83	-2.6%
Room Sales	\$7,312,273	\$54,965,039	\$55,174,968	-0.4%

* Includes about 44,600 rooms booked during the 2007 ice storm.

generated in early 2007 by the ice storm. When ice storm numbers are considered, room nights in 2008 actually are up and the city was seeing a 1.6 percent increase in demand.

Preliminary reports for September show the city's room demand was down about 5 percent compared to September 2007. October numbers appear to be down, too. (Due to reporting methods, hotel statistics in *Issues & Info* lag two months behind. Complete statistics for September will be in the December newsletter.)

Also down in Springfield are visits to the bureau's Tourist Information

Centers, inquiries, Web site visits and airport passengers.

Another local impact of the economic times is a delay in construction of a new hotel on the lot between the Expo Center and Jordan Valley Car Park.

Though Hammons Hotels did purchase the land and car park, the City Council, citing the current economy, amended the development agreement to delay hotel construction until April 2010. The original agreement called for construction to begin within 60 days of the purchase.

Open House Planned

The bureau will kick off Veteran's Week with an open house from 1-7 p.m. Nov. 7 at the Tourist Information Center, 3315 E. Battlefield Road.

The event will showcase new fall and winter merchandise available at the center.

Refreshments will be provided. The open house is free and open to the public.

For more information, contact Sharon Wittig, Tourist Information Center supervisor, at 799-0940.

Travel Promotion Act Up for Senate Vote

The U.S. House of Representatives recently passed HR 3232, "The Travel Promotion Act of 2008."

The bill to establish a non-profit corporation to promote international travel to the United States is awaiting approval by the Senate.

The legislation was introduced by U.S. Reps. Roy Blunt (R-MO) and William Delahunt (D-MA) and cosponsored by 243 other legislators.

For more information about the bill, go to <http://thomas.loc.gov/home/c110query.html> and search for HR 3232.

Board Vacancies

The CVB Board of Directors currently has one vacancy and two more vacancies will occur by the end of the year when the terms of Steve Thompson and Greg Walker expire.

Board members are appointed by the mayor to serve three-year terms and are eligible for reappointment for a second term. The volunteer board meets at 8 a.m. the third Thursday of each month.

For information about eligibility and applying for a position on the board, go to <http://www.springfieldmo.gov/egov/boards/detail.jsp?id=22#> or contact the City Clerk's Office at 864-1000.

CVB Notes:

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

- Heard a report from the Springfield Regional Arts Council.
- Heard a report on the development agreement between John Q. Hammons and the city to build a hotel in the lot between the Expo Center and Jordan Valley Car Park.
- Asked the Nominating Committee to come up with a list of names to fill a current vacancy and two upcoming vacancies on the board of directors.

ASA—CVB sales manager Bobbi Box and Sports Commission director John Citron will represent Springfield at the Amateur Softball Association Nov. 8 in Oklahoma City.

USSSA—CVB sales manager Bobbi Box and Sports Commission director John Citron will represent Springfield at the U.S. Specialty Sports Association Nov. 18-21 in Orlando.

DMAI—CVB sales director Dana Maugans will attend a Certified Destination Management Executive class Nov. 11-13 in Providence, RI.

Rejuvenate—CVB sales manager June Lammers will attend the Rejuvenate Marketplace Nov. 11-13 in Virginia Beach, VA.

Ad Sales—Advertising sales are nearly complete for the 2009 Visitors Guide and under way for the Passport to Family Fun, the 2009 Travel Guide, Web site, kiosks, transparencies, brochure insertions and hotel-motel coupons. For information, contact Gina Tullos at 881-5300, Ext. 105 or gtullos@springfieldmo.org.

USSC—CVB sales manager Bobbi Box will represent Springfield at the U.S. Sports Congress Dec. 11-14 in Savannah, GA.

*A Big THANK YOU to
Volunteers Who Worked 1,116
Hours for the CVB in September*

Welcome Groups With Your Marquee

November	Attendance
31-02 Bass Pro Shops Outdoor World Outdoor Fitness Festival	10,000
31-02 Miss MO & Miss MO Teen USA	150
31-01 MO Valley Conf. Cross Country	200
03-05 MO Society for Respiratory Care	150
14-16 Fresh Grounded Faith Seminar	2,200

Bureau Utilizing Multiple Web Tools for Sharing Info, Photos, Video

The CVB is utilizing a growing list of Web sites to communicate with constituents and potential visitors.

The most widely used online tool for the CVB is the bureau's Web site at www.Springfieldmo.org.

The site includes a calendar of events, hotel and attraction information and much more.

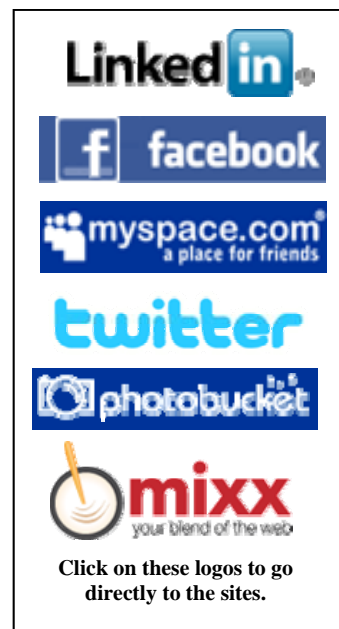
An entertaining feature of the site is the Wowget for videos, photos and radio ads. To open the Wowget, go to www.Springfieldmo.org, then click on "Springfield Photos and Video" in the left sidebar.

Be sure to view the "Springfield Fun Facts" video featuring CVB staff members and their children. CVB President/CEO Tracy Kimberlin is the nerdy teacher. The girl with all the answers—the star of the show—is CVB Senior Sales Manager Diane Gillespie's daughter, Sarah.

A feature updated monthly on the Web site is the e-promo found on the right sidebar of the homepage. Along with being posted on the site, the e-promo is e-mailed to nearly 3,000 subscribers each month.

The bureau also is using other Web tools:

- The bureau created a "Springfield, Missouri, Convention &



Visitors Bureau" group on LinkedIn for anyone interested in networking with CVB staff and others interested in local tourism promotion.

- For photos, videos and interesting tidbits about Springfield, become a CVB friend on Facebook and MySpace.
- Follow the CVB's Twitter messages by becoming a follower of "SpringfieldCVB."
- View hundreds of Springfield photos on Photobucket.
- You'll also find postings by the bureau on Mixx, Digg and other sites.

Groups Booked by the CVB in September

Date	Room Nights
11/08 Miss Missouri/Miss Teen USA	278
12/08 Missouri Department of Social Services	36
08/09 Missouri County Clerks Association	429
09/09 Missouri County Treasurers Association	220
03/09 National Association of State Boating Law Administrators	180

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.



Send address changes to:
CVB Issues & Info
815 E. St. Louis St., Suite 100
Springfield, MO 65806
Call: 881-5300
Fax: 881-2231

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