

Issues & Info

December 2008

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

Dec. 15 Deadline for Award Nominations

The Convention & Visitors Bureau is accepting nominations for its annual Travel & Tourism Awards.

Nominations are due Dec. 15 and should be submitted online at www.SpringfieldMo.org/Nominations.

The awards will be presented during the bureau's annual banquet on Feb. 19 at Doubletree Hotel.

Awards are presented in five categories:

- **Pinnacle Award** - for individuals who have been active in the travel industry for many years and have made substantial contributions to the betterment of the Springfield area's travel industry.
- **Hospitality Award** - presented to an attraction, lodging facility or restaurant which demonstrates outstanding hospitality to the traveling public and exhibits a team spirit in promoting growth of Springfield area travel and tourism.
- **Diplomat Award** - presented to a government official, organization or employee who has provided significant support to the Springfield area travel industry.
- **Spotlight Award** - presented to an individual, business or organization not usually considered part of the travel and tourism industry for noteworthy contributions in advancing travel and tourism in the Springfield area.
- **Ambassador Award** - presented to individuals or organizations who generated significant economic impact for the area by working to encourage tourism or secure a major convention or event in Springfield.



CVB President Tracy Kimberlin (left) presents the 2008 Pinnacle Award to David Leong, inventor of Springfield-Style cashew chicken.

View a list of past award recipients at www.springfieldmo.org/nominations/past_recipients.htm.

For more information, call 417-881-5300 or 800-678-8767.

CVB to Receive Another Adrian Award for Ad Campaign

The Hospitality Sales & Marketing Association International will present a Silver Adrian Award to the CVB for its 2008 leisure advertising campaign.

This marks the fourth Adrian Award the bureau has received.

The organization will present awards at its annual gala in January in New York City.

For more information, contact CVB Marketing Director Laura Whisler at 881-5300, Ext. 104, or lwhisler@springfieldmo.org.

Springfield Travel Statistics

	Oct. '08	YTD '08	YTD '07	% Change
Info Centers Visits	6,085	52,735	60,900	-13.4%
Tourist Inquiries	2,061	53,552	63,170	-15.2%
Web Visitor Sessions	83,658	1,097,053	1,220,321	-10.1%
Total Contacts	91,804	1,203,340	1,344,391	-10.5%
Airport Passengers	66,381	651,852	735,548	-11.0%

Springfield Hotel Statistics

	Sept. '08	YTD '08	YTD '07	% Change
Room Supply	183,600	1,676,097	1,638,844	2.3%
Room Demand	92,868	918,423	* 953,740	-3.7%
Percent of Occupancy	50.6%	54.8%	58.2%	-5.8%
Avg. Daily Rate	\$68.46	\$66.77	\$64.65	3.3%
Revenue/Avail. Room	\$34.63	\$36.59	\$37.62	-2.7%
Room Sales	\$6,357,490	\$61,322,529	\$61,661,270	-0.5%

* Includes about 44,600 rooms booked as a result of the 2007 ice storm.

CVB Notes:

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

- Heard a report on the new tourist information center project.
- Heard a report on Wonders of Wildlife renovation plans.
- Heard a report on city issues, including the police and fire pension fund.

Visitors Guide—The 2009 Visitors Guide is at the printer and should be available for distribution by Jan. 1.

DMAI—CVB Sales Director Dana Maugans will attend the DMAI convention sales workshop in conjunction with the Association Forum Holiday Showcase trade show Dec. 15-16 in Chicago.

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

Discover Springfield!—The CVB recently updated its Discover Springfield! program curriculum. The program is for frontline hotel staff and is designed to build awareness and value 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 information, call Amy Michels at 417-881-5300, Ext. 121, or send e-mail to amichels@springfieldmo.org.

Welcome New Marketing Partners

The CVB welcomes its new marketing partners:

- The Avon Store, Ozark
- Branson Airport, Branson
- Designers Overstock, Ozark
- Nathan Boone Homestead, Ash Grove
- Shell Knob Chamber of Commerce, Shell Knob
- Stage Stop RV Park, Ozark

The Marketing Partnership Program is for businesses outside Springfield city limits. For details about the program, contact Gina Tullos at 881-5300, Ext. 105, or gtullos@springfieldmo.org.



Welcome Groups With Your Marquee

December		Attendance
11-13	Missouri Cattlemen's Association	1,000
February		
12-16	Show-Me Clowns for Jesus	500
27-Mar. 15	Bass Pro Spring Fishing Classic	150,000
March		
07-08	Lake Country Soccer Greater Springfield Area Sports Commission Champions Challenge	4,000
09-13	National Association of State Boating Law Administrators	60
15-22	National Christian Homeschool Basketball Championship	10,000
17-20	Missouri Victims Assistance Network	150
20-22	Fraternal Order of Eagles	300
24-27	Missouri Association of Code Enforcement	35

Board Vacancies

The CVB Board of Directors currently has one vacancy and three more vacancies will occur by the end of the year when the terms of Steve Thompson, John Ford 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 the third Thursday of each month.

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

Join the CVB on a variety of social media sites.

Details here:

<http://springfield-missouri.blogspot.com/2008/11/calling-all-internet-junkies.html>

Meetings

Dec. 17, 11:45 a.m., Hotel/Motel Association, Location to be Announced

Dec. 18, 7:30 a.m., CVB Board of Directors, Location to be Announced

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

***A Big THANK YOU
to Volunteers Who
Worked 1,161 Hours for
the CVB in October***

Groups Booked in October by the CVB

Date		Room Nights
04/09	Delta Kappa Gamma Society	300
06/09	Central Regional Junior Angus Assoc.	750
08/09	MO Dept. of Social Services	1,110
06/10	MO Rural Letter Carriers Assoc.	218
09/11	US Submarine Veterans Assoc.	2,606

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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