

# Issues & Info

Jan.-Feb. 2009

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



## Awards Ceremony, Banquet Set for Feb. 19

Tickets are on sale for the 2009 Salute to Travel & Tourism awards banquet set for 6 p.m. Feb. 19 at the Doubletree Hotel.

The CVB will present its annual travel and tourism awards during the event.

Award recipients are:

- **Pinnacle Award - the late Si Siman**, a founder of the Ozark Jubilee TV show that aired from Springfield from 1954-1960. The award is 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 - Doubletree Hotel**. This award is 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.
- **Spotlight Award - First Friday Art Walk**. This award is 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.

- **Diplomat Award - former Greene County Sheriff Jack Merritt**. This award is presented to a government official, organization or employee who has provided significant support to the Springfield area travel industry.



- **Ambassador Award - Springfield Public Schools**. This award is 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.

Tickets for the Salute to Travel & Tourism banquet are \$50 per person or \$475 per table of 10. Tickets are on sale through Feb. 6.

Call 881-5300, Ext. 100, to reserve tickets or purchase online at [www.Springfieldmo.org/banquet](http://www.Springfieldmo.org/banquet).

Please join us in thanking sponsors of the 2009 Salute to Travel & Tourism

### **Diamond Sponsor**

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Doubletree Hotel

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### Springfield Travel Statistics

	Dec. '08	YTD '08	YTD '07	% Change
Info Centers Visits	3,323	60,621	69,516	-12.8%
Tourist Inquiries	915	55,775	64,676	-13.8%
Web Visitor Sessions	70,060	1,242,245	1,373,386	-9.5%
Total Contacts	74,298	1,358,641	1,507,578	-9.9%
Airport Passengers	66,224	779,995	882,904	-12.0%

### Springfield Hotel Statistics

	Nov. '08	YTD '08	YTD '07	% Change
Room Supply	183,330	2,048,806	2,003,929	2.2%
Room Demand	83,202	1,108,792	* 1,146,430	-3.3%
Percent of Occupancy	45.4%	54.1%	57.2%	-5.4%
Avg. Daily Rate	\$66.18	\$66.78	\$64.59	3.4%
Revenue/Avail. Room	\$30.03	\$36.14	\$36.95	-2.2%
Room Sales	\$5,506,066	\$74,045,721	\$74,044,308	0.0%

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

## CVB Notes:

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

- Introduced new board members Eric Fjeseth, mall manager at Battlefield Mall; Tim O'Reilly, owner of the Doubletree Hotel; Kevin Mackey, manager of Springfield Brewing Company; and Randall Blackwood, executive director of athletic and entertainment facilities at Missouri State University. Also new to the board as the Chamber of Commerce chairman-elect is Tim Rosenbury, owner of Butler, Rosenbury & Partners.
- Recognized retiring board members Andy Lear, Steve Thompson, Eric Volmer and Greg Walker.

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

- Heard a report on recent City Council actions and current city issues.
- Announced board committee appointments for 2009.
- Approved a resolution in support of full funding for the Missouri Division of Tourism's budget.

**Ad Campaign**—The 2009 spring ad campaign promoting Springfield as a leisure destination launches March 1 and runs through June 30. The campaign will have print, TV, radio and online components. The campaign theme continues to be "Springfield Memories."

**Salute to Missouri Legislators**—Four staff members—Tracy Kimberlin, president/CEO; Laura Whisler, marketing director; Diane Gillespie, senior sales manager; and Susan Wade, public relations manager—will represent the CVB at the Salute to Missouri Legislators Jan. 28 in Jefferson City.

**RCMA**—CVB sales manager June Lammers and a representative from University Plaza Hotel will represent Springfield at the Religious Conference Managers Association conference Jan. 27-30 in Grand Rapids, MI.

**2009 Visitors Guide**—The 2009 Visitors Guide is now available. If you need copies, call 881-5300.

## CVB Board Committees Selected for 2009

CVB Board Chair Sally Hargis announced committee appointments for 2009. They are:

### Budget & Finance Committee

Paula Frazier, chair; Brad Gebhard; Evelyn Honea; Kevin Mackey; Tim Rosenbury and Scott Tarwater

### Marketing Committee

John Ford, chair; Randall Blackwood; Matt Gifford; Erik Fjeseth; Paula Frazier and Tim O'Reilly

### Nominating Committee

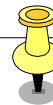
Rob Rector, chair; Jim Anderson; John Ford; and Darren Harralson

### Destination Springfield

Rob Rector, president; Matt Gifford, vice president; Brad Gebhard, treasurer; John Ford; Sally Hargis; Steve Thompson (advisory) and Greg Walker (advisory)

## Welcome Groups With Your Marquee

February		Attendance
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



## Meetings

**Feb. 18, 11:45 a.m.**, Hotel/Motel Association, Location to be Announced

**Feb. 19, 8 a.m.**, CVB Board of Directors, CVB Offices

**Feb. 25, noon**, Sports Commission Board of Directors, Chamber of Commerce

**Feb. 25, 3:30 p.m.**, Attractions Council, CVB Offices

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

***A Big THANK YOU to  
Volunteers Who Worked  
950 Hours in November and  
570 Hours in December.  
Total hours donated to the  
CVB in 2008: 12,383!***

**Join the CVB on a variety  
of social media sites.  
Get details here: <http://budurl/CVBNetwork>**

## November-December Bookings

Month/Year		Room Nights
06/09	MO Youth Soccer State Cup	3,350
06/09	Vintage Car Rally	895
06/09	MSHAA State Baseball Tournament	310
03/10	Barbershop Harmony Society	333
03/10	National Federation of the Blind of MO	102
06/10	MSHAA State Baseball Tournament	310
06/10	MO Motor Carriers Association	652
03/11	MO Art Educators Association	472
06/11	MSHAA State Baseball Tournament	310
04/12	MO National Guard Association	548
04/13	MO National Guard Association	548

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](mailto:swade@springfieldmo.org).