



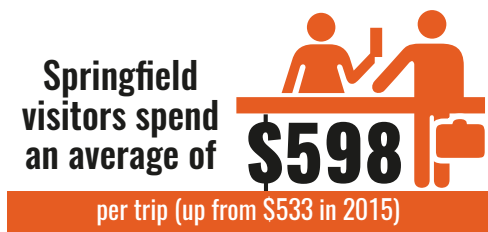
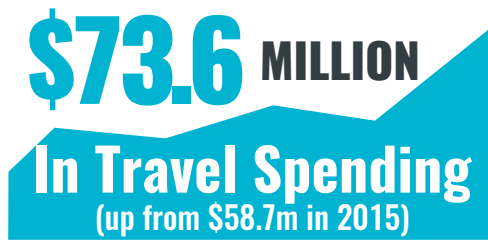
Convention & Visitors Bureau

# 2016 OVERVIEW

A quick recap of noteworthy advertising results, sales efforts and statistics for the Springfield Convention & Visitors Bureau.

## ADVERTISING EFFECTIVENESS

Advertising to the leisure market generated...

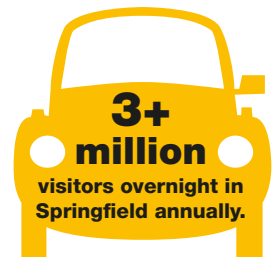


## TOURISM IMPACT

Visitors to the Springfield area and Missouri spent a record amount on tourism-related expenditures.



Visitors to Springfield and Greene County generated...



## CVB OUTREACH RESULTS

- 1.14m** Website Sessions (+12% over 2015)
- 52k** Visitors Guide Requests (+29% over 2015)
- 23.3k** Visitor Center Traffic (includes Route 66 and Airport Visitor Centers)
- 15.7m** Facebook Page Impressions (+138% over 2015)
- 60+m** LoveSpringfield Local Contributors

**BEST 4-17** OF MAGAZINE LoveSpringfield Voted Best Local Instagrams to Follow

## STRATEGIC PLAN OBJECTIVES

The CVB Board of Directors developed a new Strategic Plan to guide its efforts in 2017 and beyond.

- Goal 1: Enhance the awareness, appreciation and support of the CVB and the visitor economy.
- Goal 2: Advocate for enhanced meeting facilities and sports venues.
- Goal 3: Increase investment in destination development and marketing.

## GROUP SALES EFFORTS



**140** Leads Generated

**147** Groups Provided Event Services

**25** Site Visits (+39% over 2015)

**200+** Calls Made During Telemarketing Blitz

**17** Convention and Sporting Event Planner Trade Shows Attended

**2** Convention Planner Familiarization Tours

## MEDIA COVERAGE

The CVB's PR efforts generated...

**264** Online Articles  
**3.2m** Circulation (print articles)  
**230.5m** Unique Impressions (online articles)  
**\$775k+** PR Ad Value (+20% over 2015)  
**20** Media/Press Tours

## — One Jet Jaunts —

- Partnership with Springfield-Branson National Airport to target potential visitors in cities where we have non-stop flights.
- Hosted 5 social influencers who wrote 15 blog posts, provided 150+ photos and generated 2.5 million social media impressions.
- Generated 58 new media contacts



## DISCOVERSGF

Free video-based hospitality training program.

**453** individuals enrolled  
**44** businesses enrolled  
**10** videos available

## LOCAL CONVENTION COOP MARKETING CAMPAIGN

A multi-channel marketing campaign was developed through a partnership with Integrated Marketing Media and three local convention hotels in an effort to reach meeting and event planners who may not be familiar with Springfield.

**26,000** e-Postcards Sent to Meeting Planners

**2,500** Printed Newsletters Sent to Meeting Planners

**200** Springfield Video Players featuring a promotional video and three meeting planner testimonials were sent to planners.



Direct Mail Video Player