

The logo features the word "Springfield" in a white, elegant script font. A light blue outline of the state of Missouri is positioned behind the text, with the word "Springfield" written across it.

Springfield

MARKETING SPRINGFIELD



When you
visit
Springfield...

ASK A LOCAL!



The background of the slide features a repeating pattern of the state of Missouri. Each outline of the state is light blue and contains a small white star in the center. These are arranged in a grid-like fashion across the entire background.

MARKETING INITIATIVES

SHOWCASE LOCAL CULTURE



THE BEST WATERING HOLES

WE'LL SHOW YOU AROUND SPRINGFIELD!

Whether it's enjoying a refreshing beverage at one of the many local craft breweries or cruising down a scenic water trail on a kayak, we love our city and know the best places to eat, drink and play. See you in Springfield, Missouri!

EXPLORE SPRINGFIELD AT
SPRINGFIELDMO.ORG



Print your smartphone camera at this QR code to find out more about things to do in Springfield.



A HAIR-RAISING GOOD TIME!

WE'LL SHOW YOU AROUND SPRINGFIELD!

Whether you're looking for hair-raising fun for the kids at the Discovery Center or drama that will bring the house down at the city's historic theaters, you'll find amazing entertainment options in Springfield. We love our city and know the best places to eat, drink and play. See you in Springfield, Missouri!

EXPLORE SPRINGFIELD AT
SPRINGFIELDMO.ORG



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A FOODIE'S PARADISE

WE'LL SHOW YOU AROUND SPRINGFIELD!

We know where to get a bite—whether it's fresh, farm-to-table foods served at locally-owned restaurants or a close encounter with a shark at Wonders of Wildlife National Museum & Aquarium. We love our city and know the best places to eat, drink and play. See you in Springfield, Missouri!

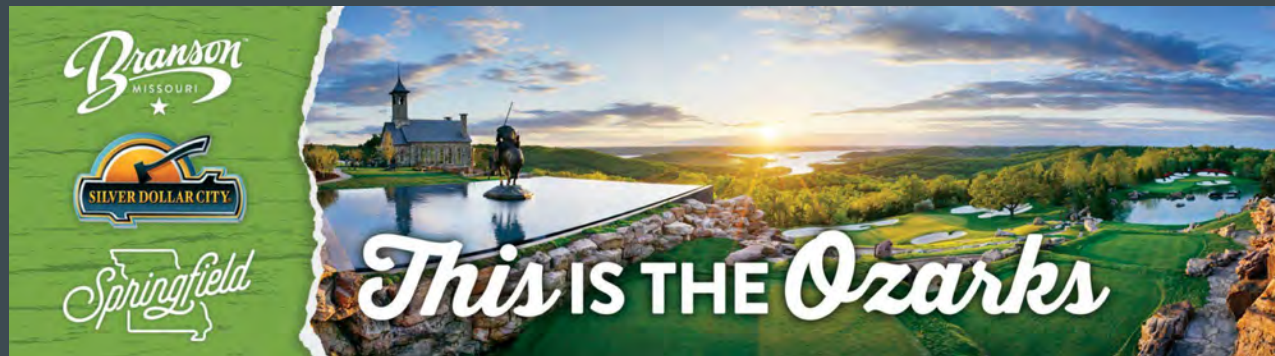
EXPLORE SPRINGFIELD AT
SPRINGFIELDMO.ORG



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HIGHLIGHT THE OZARKS REGION



INTERACTIVE MARKETING EXPERIENCES

**OZARKS
TAP AND POUR**
CRAFT BEVERAGE TOUR

Sign up for the tour and visit the best purveyors of handcrafted beverages in the Ozarks.

Complete the tour and get a free limited-edition Tap and Pour T-shirt!

Springfield

Sponsored By These Fine Establishments:

Great Escape Beer Works 4 By 4 Brewing Company Pretentious Brewing Show Me Brewing Tie & Timber Beer Co.	Mother's Brewing Company Springfield Brewing Company Lost Signal Brewing Company Hold Fast Brewing White River Brewing Company	7C's Winery Leaky Roof Meadery Soak Town Brewing Buck's Distillery Black Horse Brewing Company	Beer Creek Wine Company Copper Run Distillery Ozark Hills Winery Unlabeled Winery Missouri Ridge Distillery & Brewery
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Inquire here or visit
SPRINGFIELDMO.ORG/TAPANPOUR

Please drink responsibly. Never drink and drive!

Point your phone's camera to this QR code to go directly to the Tap and Pour sign up page.



**— OZARKS —
Coffee
TRAIL**

Hit the trail and explore some of the finest brews in the Ozarks.

Complete the tour and get a free limited-edition Ozarks Coffee Trail Mug!

Springfield

Sponsored By These Fine Establishments:

Mug Shots Coffee Dancing Mule Coffee Company Scooter's Coffee The Coffee Ethic Seattle Roast Coffee	Big Mama's Coffee & Espresso Bar Echelon Coffee Copper Canyon Coffee Roasters Country Circle Espresso Euxania Coffee Co.	Brick & Mortar Coffee Glasco Roast Coffee Co. Mudhouse Coffee Travellers House Coffee & Tea
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Inquire here or visit
SPRINGFIELDMO.ORG/OZARKS-COFFEE-TRAIL

Point your smartphone camera at this QR code to go directly to the Ozarks Coffee Trail sign up page.



GROUP & SPORTS TOURISM

SPRINGFIELD SPORTS TOURISM IMPACT

National Christian Homeschool Basketball Championships



26

GYM FLOORS USED



20
DIFFERENT
STATES
REPRESENTED



8,000

ESTIMATED
VISITORS



NEARLY **900**

GAMES PLAYED
OVER THE WEEK

\$318,222

STATE & LOCAL
SALES TAX
GENERATED

OUT OF
350



TEAMS—97% TRAVEL
FROM OUTSIDE OF
SPRINGFIELD AREA



AVERAGE
LENGTH
OF STAY

\$38,245

HOTEL TAX
GENERATED



\$100

SPENDING PER
PERSON PER DAY

\$4.2

MILLION



TOTAL
VISITOR
SPENDING



Convention & Visitors Bureau

SpringfieldMoSports.org





3 REASONS THIS SPRINGFIELD IS THE BEST SPRINGFIELD FOR YOUR NEXT MEETING

There are 34 Springfields across the United States (35 if you count the one where The Simpsons live), so how can you know for sure that this Springfield is the right place for you to hold your next meeting? You're in luck. Our team of...

[READ MORE >](#)



DID YOU KNOW...? 5 FUN FACTS ABOUT SPRINGFIELD, MO

Missouri's third largest city has plenty to offer, but did you know these five facts? In addition to providing some conversation starters during your next planning session, these fun facts reveal even more reasons to consider...

[READ MORE >](#)

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ADVERTISING STRATEGY

Who are we targeting?

01 Family-friendly traveler

02 Outdoor enthusiast

03 Empty nester

04 Young adult, no children



Where are we targeting?

01

Drive destinations

02

In-state markets: STL & KC

03

Out-of-state: AR, KS, OK, Dallas,
Chicago, Denver



Where do we send them?

- 1.1 Million Sessions/ 1.8 Million Pageviews
- MO, IL, TX, KS, CO, OK, AR
- 40% of visitors between the ages of 25-44
- Top Visited Pages:
 - Things to Do
 - Events
 - Plan
 - Things to do with kids



REQUEST A SPRINGFIELD AREA GUIDE

- Print & distribute 100,000 copies
- Features stories, listings & ads
- Partnering with 417 Magazine on the 2023 Springfield Area Guide with a fresh design, layout and stories



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RESEARCH TOOLS



VISITOR INTELLIGENCE PLATFORM: VOYAGE

- Where people are coming from
- Average length of stay
- Repeat visitation
- Where they're going in market

BRAND AWARENESS & VISITOR PROFILE

- What do people think of Springfield before and after they visit?
- Why don't they want to visit?
- What do they like to do here?



Avg LOS

2.0

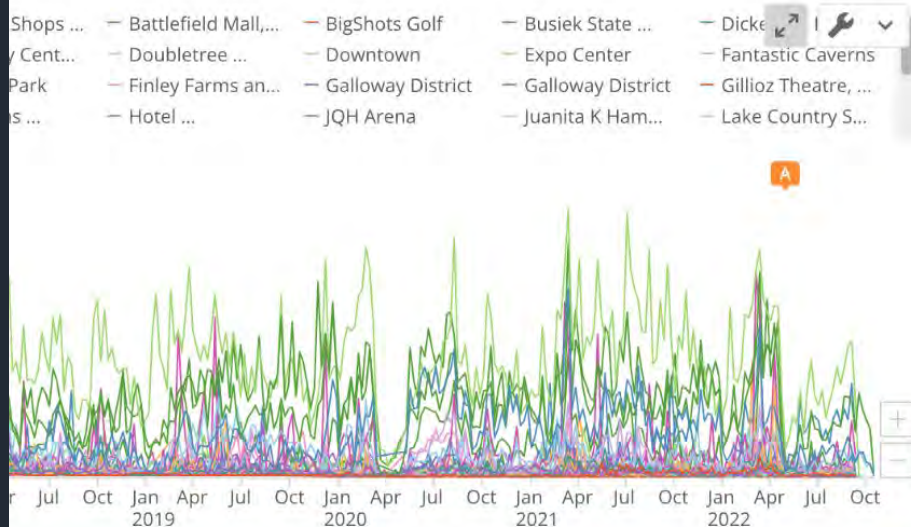
Avg # of Trips

1.3

Unique Devices

55,021

Visitation by Week



ear updates to geolocation tracking began April 30th, 2022. Please see footer for more details.

Unique Devices per POI



Avg LOS

3.1



Avg # of Trips

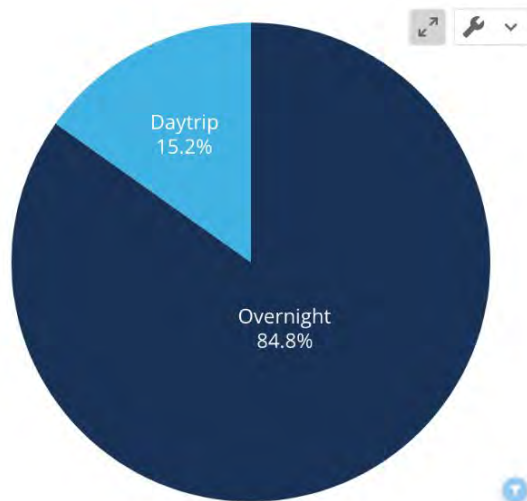
1.2



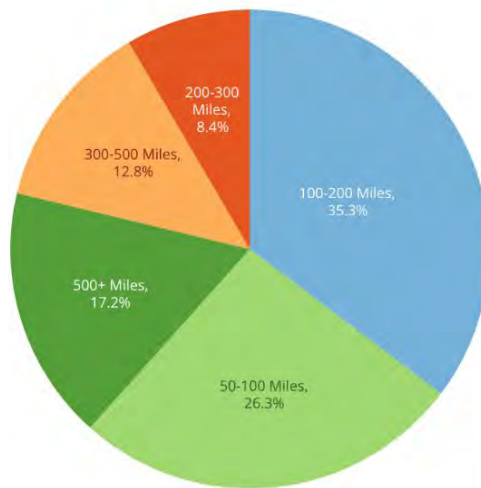
Unique Devices

3,370

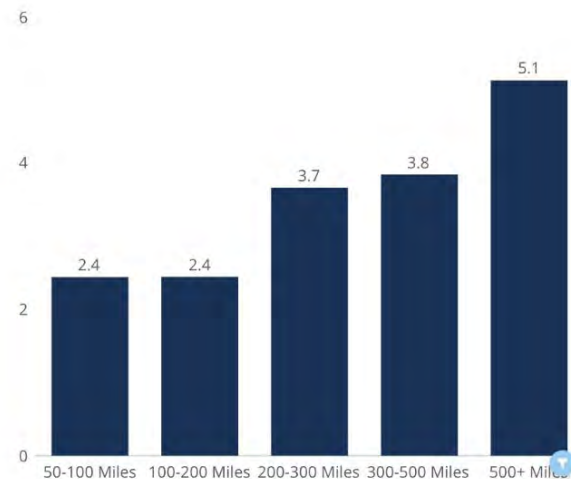
Daytrip vs Overnight



Device Visitation
by Distance Traveled



Average Length of Stay
by Distance Traveled



POI Visitation, by Top 20 Metros

Metro	Unique visitors	Avg LOS (Days)	# of trips
Kansas City, MO	473	2.28	4.10
Springfield, MO	440	2.16	8.69
St. Louis, MO	320	2.78	3.76
Joplin, MO-Pittsburg, KS	280	2.45	8.56
Ft. Smith-Fayetteville-Springdale-Rogers, AR	174	2.98	9.51
Columbia-Jefferson City, MO	162	2.37	4.40
Tulsa, OK	110	2.60	
Paducah, KY-Cape Girardeau, MO-Harrisburg, IL	94	2.90	
Oklahoma City, OK	87	3.67	
Dallas-Ft. Worth, TX	80	3.79	
Little Rock-Pine Bluff, AR	79	2.10	
Denver, CO	44	4.22	
Omaha, NE	43	3.78	
Chicago, IL	39	4.71	
Wichita-Hutchinson, KS Plus	36	3.24	
Houston, TX	35	5.16	
Topeka, KS	32	2.57	
Orlando-Daytona Beach-Melbourne, FL	28	6.27	
Des Moines-Ames, IA	28	3.52	
St. Joseph, MO	25	3.56	



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SUCCESS IN NUMBERS

Best year on record in 2021 and on pace for a record 2022!

Marketing **01.**
Campaign Award
from Missouri
Division of Tourism
in 2021

Zero Attrition Campaign **02.**
booked 17 groups, 9,300+
room nights and \$2.2 million
in economic impact

18% of visitation to **03.**
SpringfieldMO.org is from
social media...up 43% from
last year!

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ADDITIONAL CVB INITIATIVES

DIVERSITY, EQUITY & INCLUSION EFFORTS

- Ensure ALL are represented in our marketing materials.
- Partnering with MSU's Division for DEI
- Autism Certified Center



The background of the entire image is a repeating pattern of light blue outlines of the state of Missouri, each containing a small white star. This pattern is visible around the edges of a central white-bordered rectangle.

PUZZLE INSTRUCTIONS

THANK YOU.

Springfield

