



CO
MO
COLUMBIA, MO
WHAT YOU UNEXPECT

2016 Annual Report

From the Director...

It is difficult to believe how quickly 2016 flew by here at the Convention and Visitors Bureau! As always, it was a year of change and growth that will lead the CVB and Columbia tourism as a whole into a stronger future.

This growth was evident in a number of areas important to our destination. We saw our digital audiences grow, especially on Instagram and reached a record Return on Investment for our leisure marketing. Columbia's occupancy, hotel tax revenues and tourism-related spending all increased over Fiscal Year 2015, all metrics that make us very proud.

We also grew and restructured our staff to better serve our tourism partners and Columbia as a destination. Julie Ausmus, Beth Mead and Megan McConachie were each promoted to new positions, and Andrea Jira and Terra Crane also shifted internally.

The CVB welcomed a new team member, Taylor Dalton, this summer. Taylor is our Sports Sales Manager, and he has jumped right into his new position with the goal of bringing more amateur sporting events to our city. I'm so excited to see him succeed as part of our team.

Each of the projects the CVB worked on this year and the changes made among staff were all undertaken with our mission and vision in mind.

Mission: To generate economic growth and promote Columbia as a tourism destination that creates memorable experiences.

Vision: Columbia is the top destination in the Midwest

As we move into the new year, we're excited for new and even bigger things. As you read through this report, you'll learn more about our successes over the past year and how we plan to build on them in 2017. The CVB looks forward to continuing to be a driver of economic growth for our community and also to working with our partners in the tourism industry along the way. As always, it will be What You Unexpect!

Sincerely,

Amy Schneider, CTA



CVB Overview



The Columbia Convention and Visitors Bureau (CVB) is a department of the City of Columbia and serves as the official Destination Marketing Organization (DMO) for Boone County.

The CVB is solely funded by the lodging tax collected on hotel and motel rooms in the city of Columbia. This 5% tax is divided in the following way:

- 1% - Operations and Staff
- 1% - Tourism Development Program
- 2% - Destination Marketing, Sales, Services, etc.
- 1% - New Terminal Project at the Columbia Regional Airport (COU)

The CVB promotes Columbia as an entire tourism product. This includes dining, outdoor recreation, festivals and events, sports, shopping, arts and culture, history, and anything else that might persuade a visitor to travel to Columbia.

Once a visitor chooses Columbia, we depend on our tourism industry partners to give them an exceptional experience. This is vital in creating new and repeat visitorship.

During their time in Columbia, visitors spend money staying in hotels, eating in our restaurants, shopping in our stores, using our airport, fueling at our gas stations and more.

The CVB uses the small portion of that spending to continue our destination marketing and sales to bring in more visitors. The rest of the spending goes to support local businesses, jobs and quality of life.

Your CVB Team



Amy Schneider, CTA
Director



Megan McConachie, CTA
*Strategic Communications
Manager*



Beth Meads, CTA, CHSP
*Tourism Sales
Supervisor*



Julie Ausmus, CTA
*Tourism Administrative
Supervisor*



Terra Crane, CTA
*Convention Sales
Manager*



Taylor Dalton, CTA
Sports Sales Manager



Andrea Jira, CTA
*Industry Relations
Specialist*



Rachel Grant, CTA
*Community Relations
Specialist*



Nicole Johnston, CTA
*Senior Administrative
Assistant*

Year End Measures



TDP Funds Breakdown

- 7 Signature Series = \$75,000
- 1 Festivals & Events = \$10,000
- 2 Sports Development = \$19,000
- 20 Community Event Sponsorships = \$56,240

Funds

	FY15	FY16
TDP Applications Received	24	31
TDP Funds Awarded	\$144,200	\$160,240
Promote Missouri Funds Awarded	\$82,265	\$113,679
Visitor Guides Printed	80,000	80,000
Staff Training Hours	665.5	855

Hotel Stats

	FY15	FY16
Hotel Tax Revenues	\$2,486,333	\$2,563,551
Occupancy	56.30%	58.50%
Average Daily Rate (ADR)	\$86.73	\$87.56
Revenue per Available Room (RevPAR)	\$48.84	\$51.39
Tourism Related Spending - Boone County	\$395,907,381	\$412,739,156
Tourism Related Employment - Boone County	11,404	11,871

Website Stats

	FY15	FY16
Visits/Sessions	243,085	242,066
Users	191,973	184,295
Page Views	687,918	726,941
Time on Site	1:58	2:06
Top Pages	Events, Home, Request Visitor Guide, What to Do, Where to Stay	Events, Home, What to Do, Where to Eat, Request Visitor Guide

Social Media Stats

	FY15	FY16
Facebook Fans	5,483	6,159
Facebook Reach	845,044	696,548
Twitter Followers	6,554	7,278
Instagram Followers	1,660	4,473

Advertising Effectiveness Study

	FY15	FY16
Awareness	26%	34%
Campaign ROI (includes PR)	\$76	\$81
Households Reached	1,700,000	2,400,000
Incremental Trips	39,800	39,800
Incremental Spending	\$18.4 million	\$21.3 million
Incremental Room Nights	105,000	118,000
Average Party Spend	\$463	\$537

Convention Sales and Services

	FY15	FY16
Leads Sent	61	68
Attendees	41,168	131,398
Room Nights	21,367	21,456
Economic Impact	\$3,828,880	\$8,292,489
Meetings Serviced	265	325
Repeat Meetings Serviced	171	219

Meeting Planner Conversion Study

	FY15	FY16
Sales Staff Attendee Generation	N/A	75,000
Incremental Travel Revenue	N/A	\$21 million
Convention Marketing Attendee Generation	N/A	21,700
Convention Marketing ROI	N/A	\$94

Visitor Profile

	FY15	FY16
Columbia Activities	Dining, Shopping, Nightlife, Sporting, Events, Historical Sites	Dining, Shopping, Parks & Trails, Historic Sites, Nightlife
Overnight Visitors	88%	84%
Stayed in a Hotel	73%	73%
Average Nights Stayed	2.4 nights	2.3 nights
Overall Satisfaction	4.1/5	4.08/5
Feel Safe in Columbia	3.96/5	4.00/5
Columbia is Welcoming	4.04/5	4.03/5
Average HH Age	35	30
Average HH Income	\$70,300	\$67,000

Columbia Tourism Ambassadors

	FY15	FY16
Certified in the Year	153	178
Active CTAs	258	327

What We've Been Up To



New Sports Campaign

As the destination marketing organization for Columbia, the CVB focuses on keeping all of its marketing content fresh and updated. This year, new creative was launched for Columbia's sports market, with a target audience of amateur sports event planners. The 'Columbia. Built for Sports.' creative focuses on the wide variety of sporting events that Columbia is able to host along with the assistance these events can receive from the CVB. The design plays off of the CoMo logo and stands out from other sports marketing promoting other destinations.

**Columbia.
Built for sports.**

Disc golf, pro golf, kickboxing, kickball, softball, football, pickleball. If it can be considered a sport, Columbia can host it. Centrally located and easy to navigate, here you'll find professional, collegiate, traditional and nontraditional sports venues without the hassle and chaos of a huge city. Plus, the Columbia CVB will help you secure your location, your date and even your hotel blocks. Call or go to VisitColumbiaMO.com and let us know how we can help you plan your next sporting event.

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WHAT YOU UNEXPECT

800-652-0987 | VisitColumbiaMO.com

CTA

An effort vital to the success of the CVB, the Columbia Tourism Ambassadors (CTA) program certified over 175 new CTAs in 2016. The goal of CTA is to certify ambassadors who will create positive, memorable experiences for visitors to Columbia. In addition to being welcoming, it's also important that CTAs have a broad base of knowledge about our area. While the class to become certified covers an array of local attractions and events, networking events really bring these experiences to life for CTAs. Networking events in 2016 included visits to Harold's Doughnuts, the 'Blind' Boone Home and the Boone County Historical Society.



Simpleview

In 2016, the CVB replaced its aging customer relationship management (CRM) program with Simpleview. This new system is used across the tourism industry to track a multitude of data relevant to the organization. Not only does the sales and service staff use Simpleview to send convention business leads to hotel partners, but everyone on staff uses Simpleview to track activities important to achieving the CVB's mission. In addition to tracking sales and service activities, Simpleview can also log media interactions, visitor guide requests and many other measures. This new system allows for increased productivity and a more streamlined approach to convention sales and overall CVB operations.

Press Trips

The Columbia CVB hosted over 15 travel, film and music writers throughout the year in 2016. The largest scale press trips took place during the True/False Film Fest and the Roots 'n Blues 'n BBQ Festival. These writers were published in a wide variety of traditional and online publications, generating a great deal of earned media for our destination. Writers representing outlets including Vulture, Criticwire, Variety, AV Club, Slant, Chicago Tribune, RollingStone.com, and American Blues Scene Magazine were all in Columbia during 2016 as guests of the Columbia CVB.

Star Night



The Columbia Convention and Visitors Bureau in partnership with the Columbia Hospitality Association presented Columbia's 12th Annual Hospitality Star Night at The Broadway – A Doubletree by Hilton on March 23rd. Star Night serves to recognize members of our local lodging community who go above and beyond and truly define the word "hospitality" in their work.

- **Rising Stars of the Year:**

- *Travis Studley, Hampton Inn & Suites*
- *Trey Buckland, Holiday Inn Executive Center*

- **Salesperson of the Year:**

- *Kelly Bivens, Holiday Inn Executive Center*

- **General Manager of the Year:**

- *Barth Burgin, Hampton Inn*

- **Hospitality Star of the year:**

- *Teri Weise, Holiday Inn Executive Center*

- **Hospitality Employee of the Year:**

- *Austin Evans, The Broadway - A Doubletree by Hilton*



2017 Tradeshows

- **Meeting Planners Tradeshow • Missouri Bank Travel •**
- **Christian Meeting Planners Association •**
- **Connect • Locations • Travel South •**
- **National Associations of Sports Commissions •**



Coming Up in 2017

Solar Eclipse

On August 21, 2017, Columbia will be in the path of totality for a total solar eclipse. The eclipse will bring people from all over the country to communities in the path of totality, including Columbia. To prepare, the CVB is working with Parks & Recreation and Off Track Events to host a weekend of exciting events leading up to two viewing events on the day of the eclipse. The CVB also will work with tourism partners across mid-Missouri to ensure that visitors here for the eclipse have an exceptionally memorable experience.

Medical Tourism

In 2016, the Mayor and City Council established a Medical Tourism Task Force and charged them with a variety of items on which to recommend action. The first task force meeting convened in the fall and was attended by representatives from Columbia's large health care community, the hospitality industry and CVB staff. Subsequent task force meetings along with sub-committee meetings throughout the end of 2016 will result in a recommendation report from the task force. The CVB is looking forward to working with tourism and health care partners across Columbia to make our city a more attractive medical destination.

Industry Relations Specialist

The CVB staff underwent restructuring in the fall of 2016, with the creation of a new position, the Industry Relations Specialist. Former Convention Sales Manager Andrea Jira has filled that role and this additional position will allow the CVB to better work with its tourism partners. Jira will work closely with our Columbia Tourism Ambassador program, annual partner focused events and other projects that help create memorable experiences for our visitors convention sales and overall CVB operations.

