

**JOPLIN CITY COUNCIL  
INFORMAL MEETING AGENDA  
MONDAY, MAY 20, 2019  
5<sup>TH</sup> FLOOR INFORMAL COUNCIL ROOM  
602 S. MAIN ST.  
5:15 PM**

1. Tourism Update presented by CVB Director, Patrick Tuttle
2. Boards/Commissions Reappointments & Appointments
3. Any other business

**Notice posted at 12:00 pm. on this 16<sup>th</sup> day of May 2019. (RSMo 610.020)**

## Tourism Update

### CVB STRUCTURE AND MARKET

- The Joplin Convention & Visitors Bureau (CVB) is a department of the City of Joplin.
- The CVB operates off a 4% lodging tax and receives no funding from the City's General Revenue fund.
- The CVB maintains a 4-person staff.
- The CVB focuses on selling Joplin to leisure and business travelers, group planners, convention/conference planners and tour operators who come from a distance greater than 70-miles from Joplin. These efforts are to generate visits that will result in an overnight stay, a return visit, and more frequent returns.
- Through **destination marketing**, the CVB positions the *VisitJoplinMO* brand in digital, social media, and print-based platforms to energize an interest in visiting Joplin.
- A **destination sales** effort seeks to attract large, multi-day conventions and group tours to Joplin. Through lead generated sources and by attending tourism trade shows, the sales director works with convention planners and tour operators to pair their needs with available regional amenities.
- 23 Hotels are located within the Joplin tax-base.
- These properties account for an inventory of 1,925 rooms daily.
- Annually these account for some 702,625 available rooms in Joplin.
- In 2018, \$1.4M was collected in lodging tax. It took \$36,426,774 in sales to generate this result, or 424,156 of the available rooms inventory sold. Resulting in an annual Occupancy Rate of 60.9% from an annual Average Daily Rate (ADR) of \$85.60.
- Changing the mindset - though much weight is put on "*Putting Heads in Beds*" the focus of filling hotel rooms and replenishing tourism revenues is better placed on Creating Demand (need for our hotels) and Producing Yield (revenue), across the market. The target should be an annual Occupancy Rate at 70% or greater and an annual ADR above \$105.

*The **Mission of the Joplin Convention & Visitors Bureau** is to position the collective elements of the travel and tourism infrastructure within the Joplin region as a premier destination and have an influential role in creating a regional economic impact for industry partners, increasing visitation while enhancing the visitor experience.*

## LOCATION MATTERS

Geographically, Joplin is located at the *Crossroads of Many Journeys*. Three major highways connect Joplin in every direction. Interstate 44 reaches from Saint Louis to Oklahoma City, on into Texas; Interstate 49 crosses from New Orleans north to Kansas City, while historic Route 66 brings the Great Lakes and the Pacific Ocean to our doorstep -- *Joplin is one of only 4 Missouri cities who benefit from being at the intersection of two Interstate Highways – St Louis, Kansas City and Sikeston are the others.*

Taking into account the Interstate 44 traffic exiting off Exit 8, which feeds on to Range Line Road and directly into the Joplin hotel district, the ADT (Average Daily Traffic) off both ramps averages 12,733 cars. This equates to an AADT (Average Annual Daily Traffic) of 4.6 million cars. If just once percent of these cars exited into Joplin for nothing other than gas, lodging or food, that would account for 46,475 guests hitting various taxing revenue streams. The percentage is certainly higher.

A tale of 2 counties:

Within the Joplin tax-district, 90% of the restaurants are in Jasper County while 83% of the hotels are in Newton County.

## REGIONAL CASINOS

- In essence Joplin is Missouri's largest casino market. The Joplin Tourism Region (JTR) is impacted by 12 casinos within a three-county reach of Joplin. 11 of these are Oklahoma Tribal-owned casinos and 1 is a State-licensed casino in Kansas.
- The largest five (5) of these casinos offer gaming, dining entertainment and lodging. They account for 931 rooms (808 in OK and 123 in KS).
- As a contrast, in all of Missouri there are 13 casinos with an estimated 2,367 rooms or 2.3% of Missouri's 104,010 available rooms.
- Adding the 931 casino rooms with the JTR to Joplin's 1,925, along with the 1,204 rooms available in Miami, Carthage and Pittsburg the daily available lodging in the region totals 4,040 rooms. This means the regional casino market account for 23.4% of available rooms in the market.
- In some cases, the region casinos are an asset for the Joplin hotel market but with the amenities they can offer, it cannot be ignored that these 931 lodging opportunities do pull business away.
- Additionally, they compete with staffing needs of our hotels.
- Joplin receives no lodging tax from any of these casino properties.

The Downstream RV Park and C-Store, east of Downstream Casino are in the Joplin City limits for sales tax.

### NICHE MARKETS

Without significant space for large scale meetings, conferences or trade show attention is given to Group and Leisure Traveler that fall under “Niche Markets”. The primary Niche Markets worked by the CVB are:

- Group Travel Tours
  - Motorcycle
  - Vintage Cars
  - RV Caravans
  - Bicycle Tours
  - Motorcoach
- Leisure Travel
- Business Travel

### GROUP TOURS

- The Joplin CVB had a direct impact with 35 group tours in 2018. These included bus, RV and motorcycle groups.
- These visits included over 1,030 guests to Joplin with 434 room nights.

### FROM THE CVB GUESTBOOK

- 138 visits were recorded in 2018 the CVB Guestbook.
- These parties averaged 2+ people per visit.
- Entries show guests came from 27 different states and 16 international locations to include France, Canada, Australia, Netherlands, Germany, England, Scotland, Ireland, and Italy.

### COLLATERAL MATERIALS

- The two (2) main collateral pieces used by the CVB to attract guests are the Visitors Guide and the Historical Guide.
- Over 10,594 visitor guides were distributed to Joplin hotels, tourism partners/attractions and regional visitor centers.
- An additional 28,765 Visitor Guides (and other information) were directly mailed from inquiries for Joplin information. These leads came from social media and web-based requests, direct phone calls, magazine leads, and other marketing placements.
- Guides and other Joplin promotional materials (post cards, magnets, note pads) were provide in support of 155 conferences, promotions, and events.