



FISCAL YEAR

2011

St. Louis Convention & Visitors Commission

annual report

president's report

Fiscal Year 2011 saw slow, but consistent recovery in hotel occupancy, rate and revpar with increases of 4.7%, 1.7% and 6.4% respectively in the second half of FY 2011 compared to the year prior.

According to the D.K. Shifflet/Global Insight City Tourism Impact Study, St. Louis welcomed 21.46 million travelers of all types accounting for \$4.33 billion in total spending in calendar year 2010, a compound annual increase of 1.6% since 2008. While business travel activity has improved, the leisure segment has returned to levels last seen before the great recession and accounted for 63% of visitor spending in 2010, up three share points from 2008, according to the same study. It was a challenging year for meetings and conventions as many organizations delayed long-term decisions as the marketplace continued its transition to a short-term orientation. Our sales team responded opportunistically with several short-term bookings such as The Powder Coating Institute (October 2011 & 2012), The Rock 'n' Roll Marathon (October 2011 & 2012) and The Government Energy Workshop & Tradeshow (August 2012).

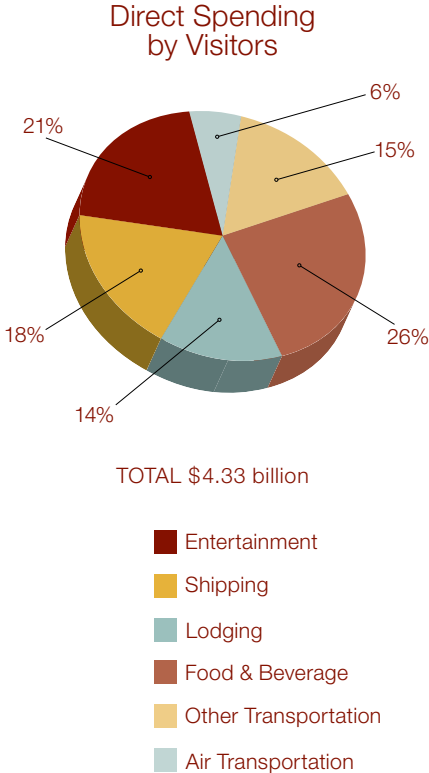
Hosting a premier meeting industry event provides St. Louis an unprecedented opportunity to showcase the transformation that has taken place in our community. We have been preparing for the arrival of the American Society of Association Executives since 2005 when Mayor Slay and the CVC team traveled to their Washington, D.C. headquarters to win the business. To guide our efforts, we assembled a local organizing committee that drew from our strong regional association community led by co-Chair Linda Raynes, President & CEO of the Electrical Apparatus Service Association. The host committee members worked tirelessly throughout the year to plan three special events, delegate transportation, marketing and public relations initiatives and volunteer recruitment.

Meanwhile, exciting new development continues to take place throughout our community enhancing visitor appeal. After an amazing recovery following the Good Friday tornado, the Airport Experience project promises a great first impression with a \$72 million facelift at Lambert-St. Louis International Airport. The first phase of the Mercantile Exchange is scheduled to open in October 2011 adding 212 new hotel rooms adjacent to America's Center with retail, entertainment and residential components. The Peabody Opera House will come to life once again with performances beginning this October providing yet another stunning cultural attraction to our region. A new amphitheater opened in Chesterfield in July, and the region began its Civil War sesquicentennial commemoration at Jefferson Barracks, The Missouri History Museum and other regional historic sites. The America's Center Convention Complex has completed its first phase of renovations including new carpeting and wall covering, a state-of-the-art kitchen facility, new escalators and elevators among many other enhancements.

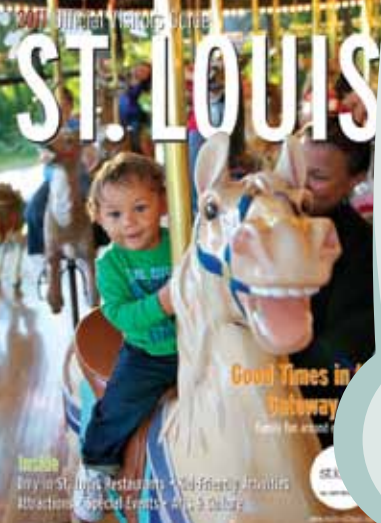
These indicators point to sustained growth in the St. Louis tourism, meeting and convention industry creating more opportunities for residents and tourists alike.

Sincerely,

Kathleen M. Ratcliffe, President



Source: D.K. Shifflet / Global Insight City Tourism Impact Study, 2011.



60
DOLLARS

ROI GENERATED
FOR EVERY \$1
INVESTED IN LEISURE
COMMUNICATIONS

leisure marketing

The leisure market has continued to show great resilience during the challenging economic conditions of the past several years. St. Louis is well positioned to respond to the leisure segment by providing an abundance of free world-class attractions and affordable accommodations.

Seasonal Marketing Campaigns

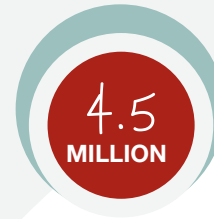
During the year, the CVC conducted advertising campaigns during the fall, winter and spring utilizing tv, radio, magazine, online and outdoor. During the fall and winter months, 13 markets within 200 miles of St. Louis were targeted based on geo-demographic characteristics. Advertising during this time focused on the host of activities taking place throughout the community. The Winter Magic campaign was supported by member offers on explorestlouis.com to drive traffic during this time period. During the spring/summer months, the reach was extended to include markets such as Chicago, Memphis, Quad Cities and Des Moines. Also during the spring, advertising on the Cardinals Radio Network helped to extend our message to over 100 additional markets.



To further leverage the seasonal campaigns, the CVC conducted several promotions in key markets. Starting in January, we teamed up with the Cardinals on their Cardinals Caravan tour and visited four cities. Fans in each city were registered to win a weekend getaway in St. Louis, spun the “Wheel O’ Fun” for great St. Louis prizes and received an Official St. Louis Visitor Guide. In May, we held promotions at the Springfield Cardinals and Memphis Redbirds baseball games. Also in Memphis, the CVC set up a booth at the Memphis in May Sunset Symphony event. We concluded the street marketing activities with the Blues Fest in Chicago in early June. In Springfield, Memphis and Chicago, visitors to the St. Louis booth were given Official Visitor Guides, kid’s activity books, St. Lou is...Cool koozies and registered to win a weekend getaway.

Based on an advertising impact and effectiveness study conducted by an independent market research organization, the seasonal campaigns achieved the following results:

- The campaigns reached awareness levels of more than 50 percent in each of the markets targeted
- On average, 40 percent of those who were aware of the campaign took some action including visiting the explorestlouis.com website
- The CVC generated \$60 of direct tourism expenditures for every \$1 invested in marketing communications totaling an estimated \$50 million in economic impact
- explorestlouis.com visits totaled 4.5 million with nearly 3 million unique visits



WEBSITE USER
SESSIONS
RECORDED
IN FY11

St. Lou is...Culture

New in FY11, the CVC joined with the Midwest Marketing Initiative members of the cultural community to produce seasonal mailers sent to consumers who have attended or expressed interest in attending a cultural activity of some type. The direct mail campaign has been an overwhelming success and mailers are now sent each year in the fall, winter and spring. Participating institutions include information about upcoming events and may offer some type of discount. Thirty thousand pieces are sent out for each mailing and a research study is done after each to track the results, which have been very positive.

St. Lou is...4 Kids

Due to its popularity with guests, the kid’s activity book was produced again in conjunction with area attractions. The 16-page book features many of the exciting kid-friendly activities available in St. Louis. Participating attractions include coupons so families can enjoy even more value when visiting. The activity books are given away free to families when they check-in to area hotels, are available at the six CVC Visitor Centers and are distributed during all street marketing activities.

meetings & conventions

The Sales team booked 387,980 roomnights for future dates, 72% of goal as meeting and convention planners deferred longer-term commitments in favor of short-term bookings. Our sales team responded opportunistically with a host of short-term bookings.

These short-term group bookings will help fill an already strong convention calendar over the next 18 months (July 1, 2011 – December 31, 2012) including:

- **Rock ‘n’ Roll Marathon**
October 2011 14,600 room nights
- **The Powder Coating Institute**
October 2011 5,080 room nights
- **Association for Supervision & Curriculum Development**
June 2012 4,094 room nights
- **TransWorld Exhibits, Inc.**
March 2012 8,195 room nights

Our sales team consists of 12 sales professionals deployed between four offices (St. Louis, Chicago, Denver & Washington, D.C.) targeting a wide variety of prospects. Following are highlights of our segmentation strategy for the past fiscal year.

Association

The opportunity to host some 2,800 association executives in August of 2011 represents the largest destination familiarization our community has seen. The Sales staff promoted attendance in St. Louis while attending ASAE 2010 in Los Angeles hosting more than 800 association executives at our tradeshow booth prepared in partnership with Build-a-Bear Workshop. As was the case the year prior in Toronto, the booth was a hit as delegates flocked to it as soon as the exhibit hall doors opened providing our Sales executives a chance to qualify prospects as they eagerly waited in line to build their St. Louis bear.

Corporate

In July of 2012, St. Louis will play host to Meeting Professionals International (MPI) World Education Congress, an opportunity to showcase St. Louis to approximately 1,200 corporate meeting professionals. The Sales team pre-promoted attendance at the event throughout the year including planning an appearance by St. Louis’ own comedy celebrity, Kathleen Madigan, at the MPI WEC in Orlando in July, 2011.

A number of key corporate bookings were realized during the year including the extension of our relationship with TransWorld Expo for the Haunt Expo & Halloween Costume and Party Show for 2012 and 2013, as well as the extension of our relationship with State Beauty Supply for their 2013-15 April events. Additional events booked include Pfizer (April 2011), Dot Foods (January 2012 & June 2011) and BBI International's 2011 Biomass Conference & Expo and their 2013 International Fuel Ethanol Workshop & Expo.

Sports

Sports Sales extended the St. Louis relationship with Lids Midwest Volleyball Qualifier (15,000 attendees) an additional two years for March of 2013 and 2014. In addition, the team added a new event for St. Louis, the Rock 'n' Roll Marathon Series and Health/Fitness Expo, which will begin this October and has contracted for 2012 as well. The event is expected to draw over 15,000 runners for the weekend series this year and is expected to become an annual event beyond 2012.

Religious and Multicultural

The Joyce Meyer Ministries Women's Conference has become a staple event for St. Louis each September. This year, JMM extended their commitment to St. Louis through 2016, securing an additional three year agreement attended by 15,000-18,000 annually. The Southern Baptist Convention chose St. Louis for their June 2016 National Convention. This event represents over 18,000 attendees for this five day convention, producing over 19,000 room nights for St. Louis.

APPROXIMATE
NUMBER OF ROOM
NIGHTS BOOKED
DURING FY11

387
THOUSAND



convention operations



Improvements at America's Center

After more than a year and \$29 million invested in major America's Center® convention complex improvements, work on the project's first and largest phase has been completed. This tremendous effort concluded on schedule and in time for St. Louis to host the Annual Meeting & Exposition of the American Society of Association Executives. The phase included significant investment in the building's infrastructure, as well as needed cosmetic improvements. The project successfully enhances America's Center amenities and positions the facility well to compete into the future.

The driving force behind improvements is the need to enhance the visitor experience. Now upon entering the convention complex, visitors can enjoy a refreshed facility appearance with newly decorated lobbies, vivid destination artwork, upgraded restrooms and meeting rooms, new elevators and escalators, plus improved signage and exhibit halls.

Catering services at America's Center are even more efficient with redesigned kitchens and expanded cooking and food prep areas to support the production of more than 13,000 meals per day, up from 7,000 meals per day before the renovation.

A key goal of our upgrade was offering the latest technology for event hosts and attendees. America's Center expanded wireless coverage to all meeting rooms, quadrupled broadband capacity and implemented a Management Information System throughout the building.

public relations

Fiscal 2011 was a year of many successes for the CVC's Public Relations department. The PR team landed positive coverage worth more than \$80 million in earned media circulation and hosted 33 journalists to explore – and then write about – all that St. Louis has to offer visitors. Media press trips and proactive story pitches generated an assortment of favorable coverage in a host of local and national media outlets including:

<i>Delta Sky Magazine</i>	<i>Meetings & Conventions</i>
<i>TravelingMom.com</i>	<i>USA Today</i>
<i>ThemeparkMom.com</i>	<i>Roadtripsforfamilies.com</i>
<i>AAA Midwest Traveler</i>	<i>Leisure Group Travel</i>
<i>AAA Home & Away</i>	<i>Chicago Tribune</i>
<i>Chicago Sun-Times</i>	<i>Washington Post</i>
<i>Forbes</i>	<i>St. Louis Post Dispatch</i>
<i>Woman's Day</i>	<i>St. Louis Business Journal</i>
<i>Parents Magazine</i>	<i>KMOX</i>
<i>Midwest Living</i>	<i>KMOV</i>
<i>The Striped Pot</i>	<i>KSDK</i>
<i>Minneapolis St. Paul Magazine</i>	<i>Fox 2</i>
<i>Smart Meetings</i>	<i>KPLR</i>

Group press trips were organized around the following content themes in order to facilitate stories that support the CVC's brand positioning goals:

- French Heritage
- Winter Magic
- Family Fun
- AAA Editors: What's New in St. Louis



NUMBER OF
JOURNALISTS
HOSTED
IN FY11

In May, the CVC once again joined communities and organizations across the nation in celebrating National Travel and Tourism Week, an annual recognition of the importance of travel to our society and economy. The CVC team staged a “Be a Tourist in Your Own Town” consumer awareness campaign which shared with area residents how to experience St. Louis as a visitor. The program included an outdoor community celebration with more than 75 CVC members, an expanded High School culinary competition, a monthly travel segment on STL-TV and a travel column in the Saint Louis American newspaper. For the High School culinary competition, the CVC successfully partnered with Levy Restaurants, Forest Park Community College and L'ecole Culinaire to present an expanded cooking competition which welcomed a new participating school to the fold. This annual learning event continues to serve as a successful opportunity for the CVC to show appreciation and support of St. Louis' future hospitality workforce.

convention services



NUMBER OF
VISITORS SERVED

The Convention Services department works with booked conventions, meetings and tradeshows to ensure their St. Louis experience is positive and to encourage them to re-book for future years.

The Services team hosted 48 planning visits and assisted with 8 additional site visits during the year. We attended six pre-promotes and provided services to 1,161 groups of all sizes – 26 of which were city wide groups. The Housing Division was responsible for 5 housing bookings for a total of 4,710 room reservations and 12,091 room nights.

Key groups serviced last year include: Alpha Kappa Alpha, American Veterinary Medical Association, ASAE, Church of God in Christ, FIRST, Joyce Meyer Ministries, National Sheriffs Association, National Society of Black Engineers, Reliv, Stifel Nicolaus, United Rentals, and YTB.

visitor services

While traffic at CVC's six area Visitor Centers leveled off following a 21% increase in FY10, our front line staff and volunteers served almost 130,000 visitors to the St. Louis area.

In addition, the CVC volunteer team assisted 30 groups at America's Center, Lambert-St.Louis International Airport, Metro stations and area hotels. We expanded our volunteer presence for groups such as Church of God in Christ and FIRST Robotics, reaching out into the community to promote their gatherings and attract new volunteers.

We offered extensive volunteer training to improve our front line customer service skills, increase our knowledge of the St. Louis tourism product and to prepare for specific conventions like COGIC and FIRST. In FY11, we focused on St. Louis County with tours to West County and Chesterfield, Maryland Heights and Maplewood. In the city, we toured developments in Grand Center and Midtown and new volunteers participated in a biannual St. Louis highlights tour.



90
PERCENT

MEMBERSHIP
RETENTION
IN FY11



membership

We thank our members for their continued outstanding support during yet another challenging year. Their dedication has contributed to a strong and vital membership program and a stronger St. Louis hospitality package.

At September 2010's Annual Meeting, we recognized those individuals and organizations that partnered with the CVC to bring convention business or who worked to enhance the visitor experience in the region. Honored as St. Louis All-Stars were Cepia LLC for the Zhu Zhu Pets/MPI Promotion; Nestle Purina PetCare Company for the Pet Friendly City Initiative; Doug King and Susie Mathieu for FIRST Robotics; and Forest Park Forever, Grand Center, Inc., Laclede's Landing, Missouri Department of Transportation, Pinnacle Entertainment, St. Louis City and St. Louis County for the St. Louis Regional Wayfinding Program. Topping off a great meeting, 12 Super Heroes and 77 Hospitality Heroes were honored as the Hospitality Heroes Recognition Program continued to thrive.

Networking and education continue to be a key element to success and top of mind for members, as evidenced by the attendance at a number of member events. Educational seminars included looks at social media, the group tour market and optimizing website presence. Membership Connections at Bellefontaine Cemetery and The Malt House Cellar provided opportunities for idea sharing, partnership and good ol' networking. Membership Orientations and "Coffee with the CVC" round out the year in member events.

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THE ST. LOUIS CONVENTION & VISITORS COMMISSION IS THE OFFICIAL DESTINATION MARKETING ORGANIZATION FOR ST. LOUIS CITY AND ST. LOUIS COUNTY FOR VISITORS OF ALL TYPES. THE CVC ALSO OPERATES THE AMERICA'S CENTER® CONVENTION COMPLEX AND THE EDWARD JONES DOME.

St. Louis Convention & Visitors Commission

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