

CONVENTION & VISITORS BUREAU

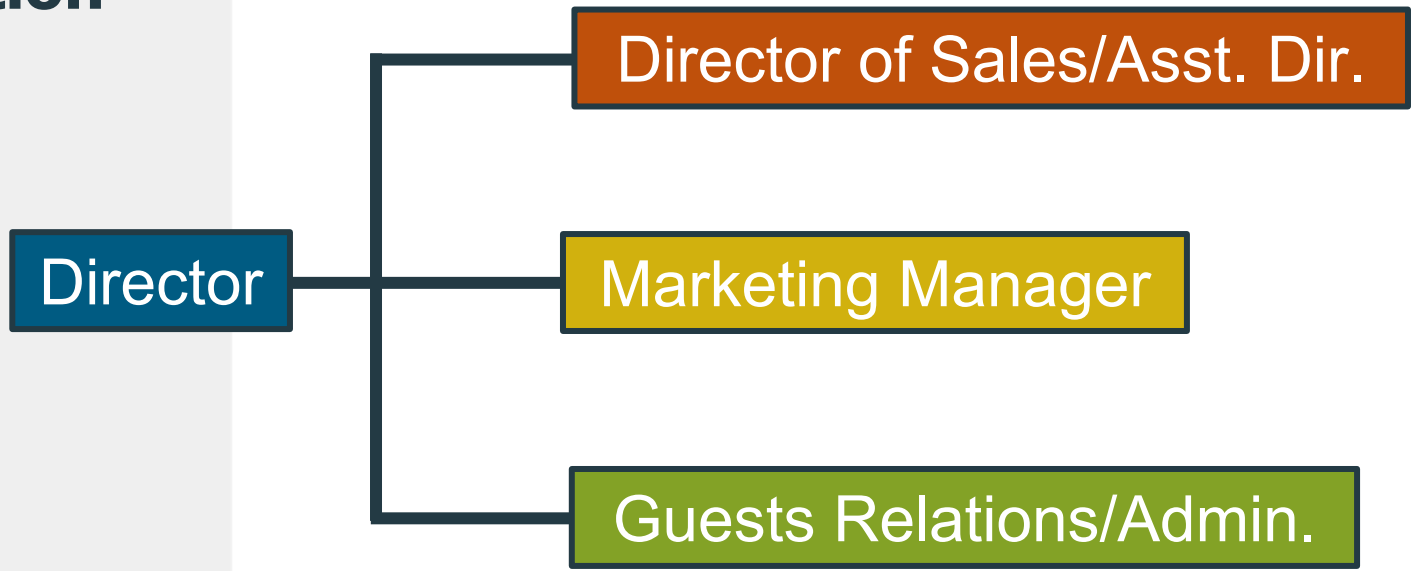
Visit Joplin

DEPARTMENT UPDATE

CVB Team | February 2, 2026

CVB DEPARTMENT UPDATE

Organization Chart



CVB DEPARTMENT UPDATE

Visit Joplin Team



Patrick Tuttle
Director

Donna Miller
Guests Services

Kerstin Landwer
Director of Sales

Terry Cunningham
Marketing Manager

CVB DEPARTMENT UPDATE

Who We Are

- The Joplin Convention & Visitors Bureau (CVB) is a department of the City of Joplin
- The CVB functions with a 4-person staff
- The department operates solely off a 4% lodging tax and receives no funding from the city's General Revenue fund
- 22 hotels are located within the Joplin tax base
- These properties account for an inventory of just over 1,907 rooms daily
- Annually accounting for some 686,520 available rooms in Joplin

We are a ***Tale of Two Counties*** - within the Joplin tax district, 85% of the restaurants are in Jasper County, while 90.6% of the hotels are in Newton County.



- The CVB focuses on selling Joplin to leisure and business travelers, group planners, convention/conference planners, and tour operators who travel more than 70 miles from Joplin.
- These efforts generate visits that will result in an overnight stay, a return visit, and more frequent returns.
- Through **destination marketing**, we position the VisitJoplinMO.com brand in digital, social media, and print-based platforms to energize interest in visiting Joplin.
- Through **destination sales**, we seek to attract large, multi-day conventions and group tours. The sales director works with planners and operators to pair their needs with available regional amenities through lead-generated sources and by attending tourism trade shows.

Destination Marketing

Advertising campaign with **Expedia** (5 rotating ads)
-- April 1 - September 15, 2025

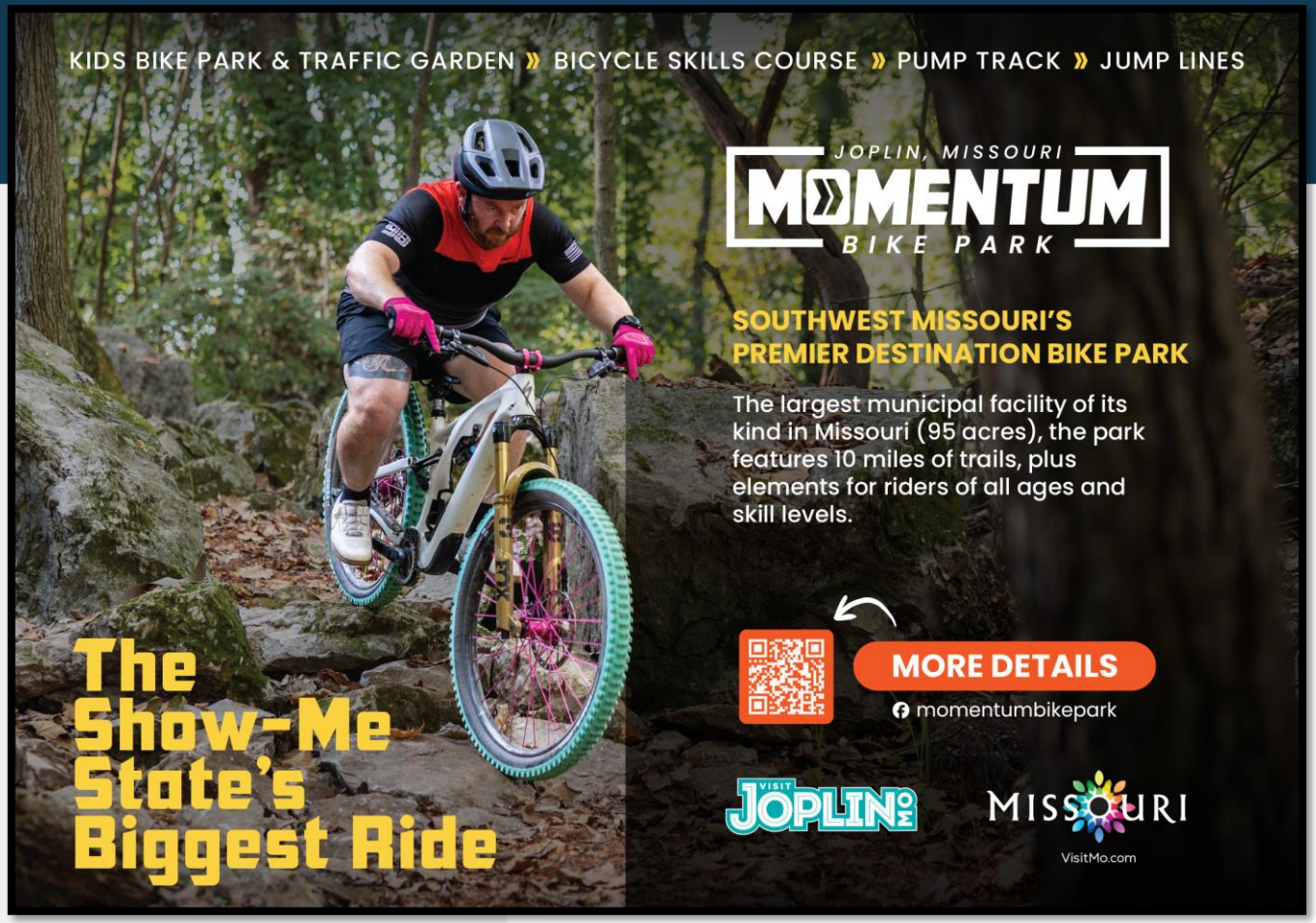
- The advertising directly drove 667 room nights
- The largest share of bookings came from the Expedia Plus, which includes Travelocity, Orbitz, and Cheaptickets ($53,000).
- Based on $155 room rate = $103,472 in gross
- bookings made for a 4.3:1 return on Ad Spend



Destination Marketing



Destination Marketing



Destination Sales

Provided support to:

Bus Tours: 39
Passengers: 1,115
Room Nights: 335

Conferences/Meetings: 4
Attendees: 370
Room Nights: 180

Road Tours: 3
Attendees: 150
Room Nights: 100





Destination Sales











Leisure Travel

Internationals







Leisure Travel

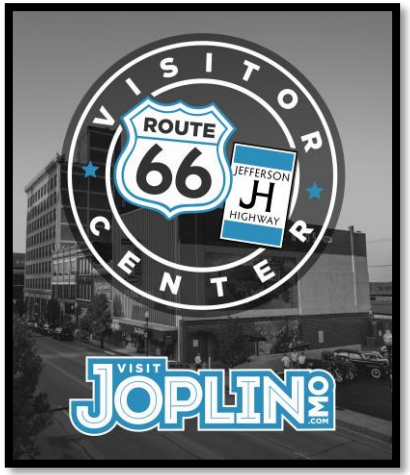
Route 66 Visitors Center

The number of entries recorded in the CVB guestbook in CY2025 (CY2024)

- 3,695 (1,785) total
  - 107 (99) from Missouri
  - 1,319 (618) from 47/49 States

    No RI or WY
- 2,269 (1,068) International
  - 46 (45) different countries





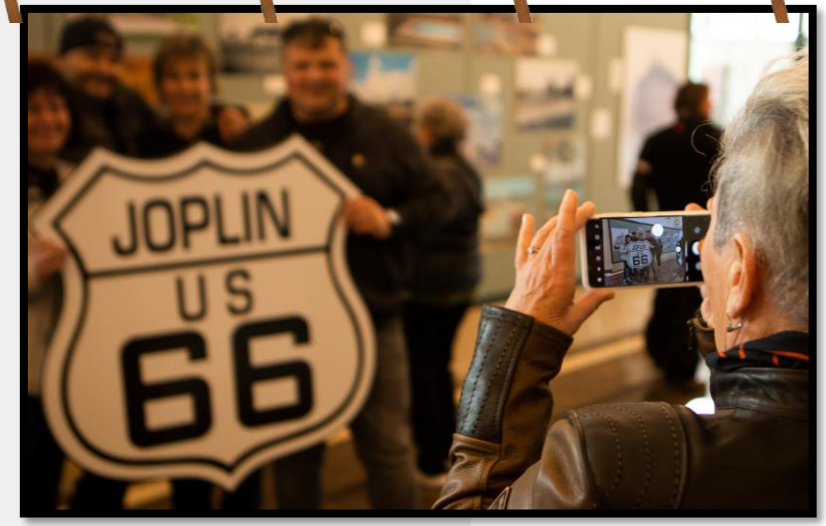
556 (482) online Visitor Guide requests

***Top 10* states: MO, FL, IL, TX, CA, AR, IN, IA, KS, OK**

Leisure Travel

Internationals







Leisure Travel

Destination Marketing

Destination Sales

According to the Smith Travel Report (STR), for CY 2025, **the Joplin market had 681,440 available rooms** (1,867 hotel rooms from 22 properties) of which 416,030 were used, representing 61.0% occupancy, **which generated $47,617,618 in revenue** and resulted in $1.695 million in lodging tax.

On a much larger economic scale, according to the 2024 VISA VUE report, which tracks credit card purchases with international origins within our two ZIP codes, **40,687 international visitors from 131 countries visited Joplin, spending a total of $5,810,066**.

Leisure Travel

Destination Marketing

Destination Sales

FAM TOURS (6)



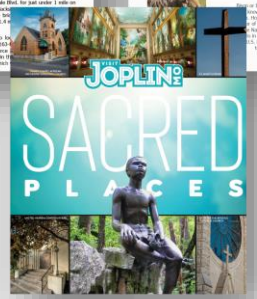


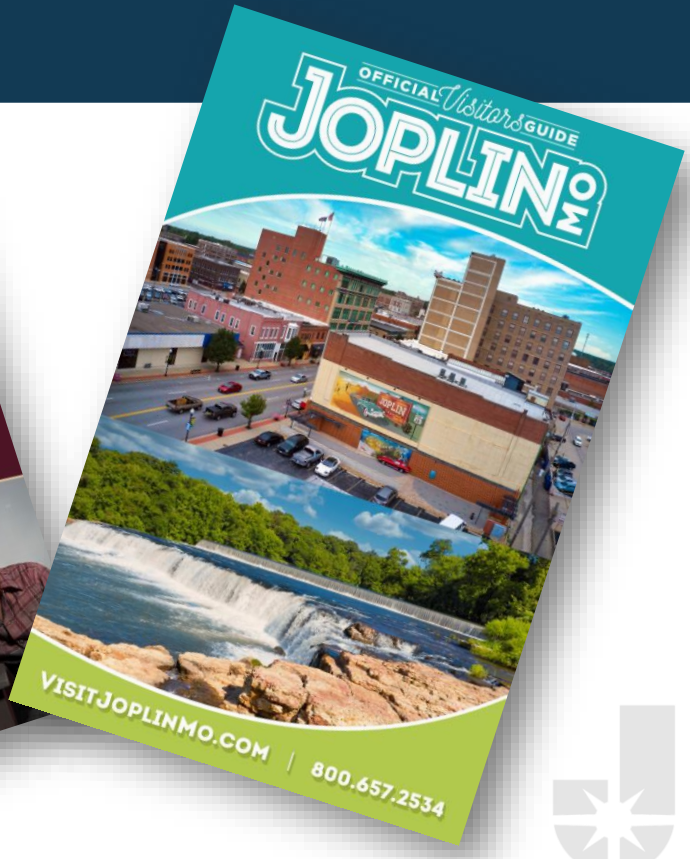
CVB DEPARTMENT UPDATE

Collateral Materials



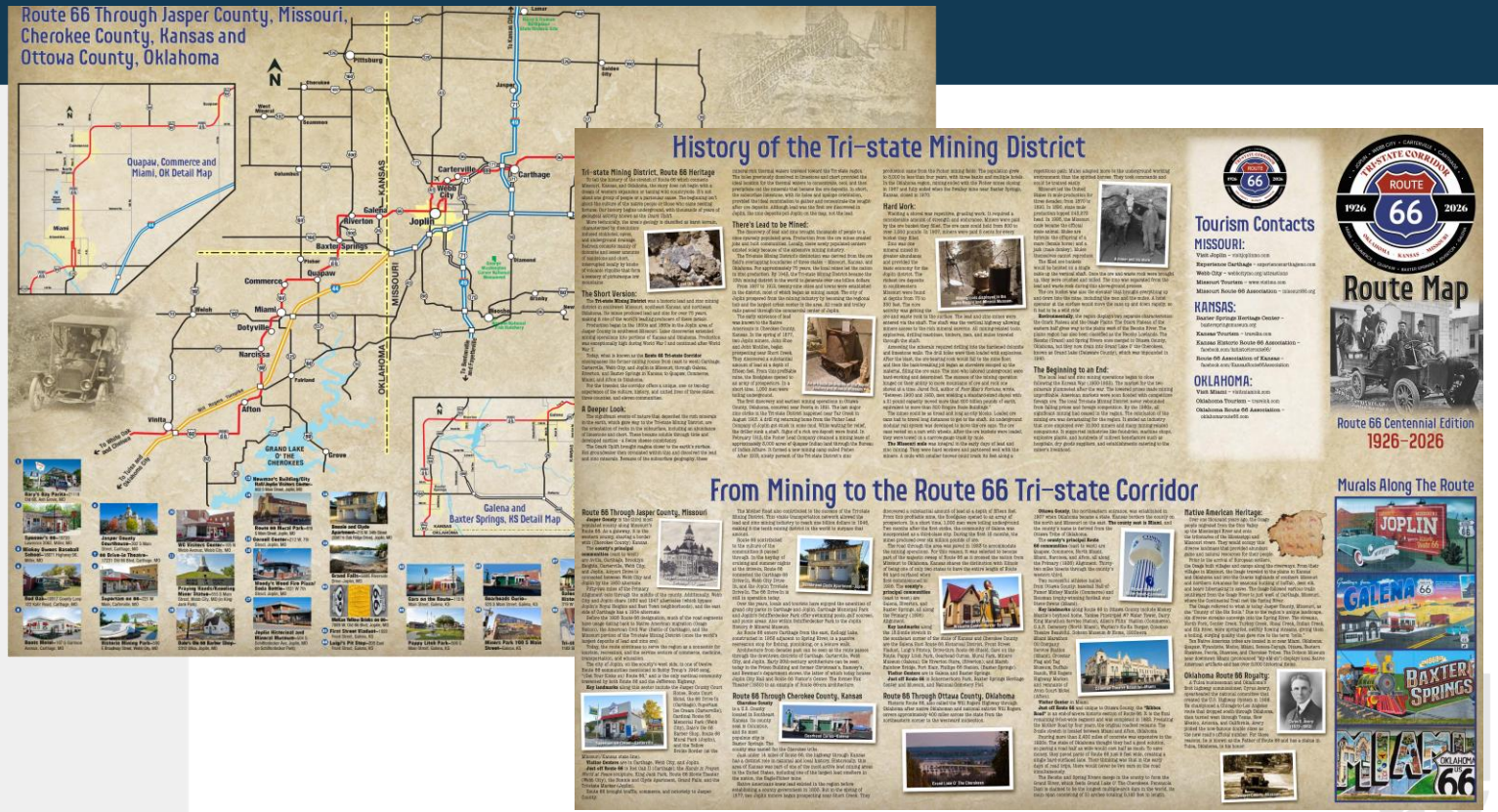






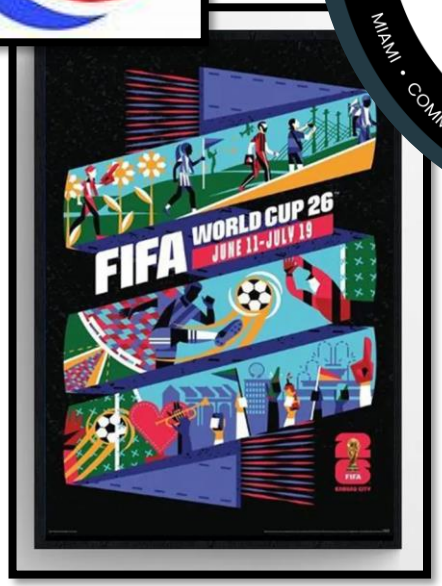
CVB DEPARTMENT UPDATE

Collateral Materials





AMERICA 250™



JOPLIN • WEBB CITY • CARTERVILLE • CARTHAGE •
TRI-STATE CORRIDOR
ROUTE
1926 66 2026
OKLAHOMA - KANSAS - MISSOURI
MIAMI • COMMERCE • QUAPAW • BAXTER SPRINGS • RIVERTON • GALENA


JOPLIN
US
66
WORLD
STREET
PAINTING
FESTIVAL
June 2-6, 2026
ROUTE
66


WE'VE GOT YOUR
KICKS
ROUTE
66
PRO RODEO
RT.66 FAIRGROUNDS
ROUTE
66
EST.
2025
EVENT CENTER
JOPLIN, MO
MAY 22-23, 2026
JOPLIN MO


SILVER SAGE RENAISSANCE FESTIVAL
May 30-31
& June 6-7


JOPLIN
JOMO
RT.66 FAIRGROUNDS
ROUTE
66
EST.
2025
BALLOON
FESTIVAL
EVENT CENTER
September 3-6

Conversation…