

# GVB BRIEFING

A bi-monthly overview of events and activities impacting the local visitor industry • Prepared by the Convention and Visitors Bureau of Greater Kansas City for the Kansas City, Missouri City Council

## Kansas City Wins Big With The Big 12

Kansas City received smashing reviews from the Big 12 Conference for the recent Football Championship held December 2nd at Arrowhead Stadium. Despite the chilly temperatures, the event attracted a record crowd in excess of 79,000 - the most EVER in the five year history of the event. Football fans enjoyed an exciting game that was not decided until the 4th quarter, as #1 Oklahoma defeated #8 Kansas State.

Fans also enjoyed Kansas City, generating over \$25 million for the local economy. Reports from area retail districts, like the Country Club Plaza, reflect a record weekend for sales. Championship sponsor, Dr. Pepper, along with Donnie Duncan, Senior Associate Commissioner for the Big 12, proclaimed this championship the "best ever."

This spring the CVB, in cooperation with the Chiefs and the Sports Commission, will be pursuing the '02 and '03 events. The 2001 championship game is scheduled to be held in Dallas.

## KC Goes International

Joe Donnelly, Director of Tourism, represented the Bureau at the World Travel Market in London, England on November 10-18. The World Travel Market is an International Travel Trade Show in Europe with over 40,000 tour operators and travel agents attending.

Cellet Travel Services in London, a marketing representation firm, is contracted with the Missouri Division of Tourism. The firm has been very involved with the Bureau and the State of Missouri in increasing travel to both Kansas City and the state, and marketing Missouri to the UK traveler.

DECEMBER 2000



## Let's Talk New Dollars & Cents

For the months of October and November, 118 conventions and other groups met in Kansas City, leaving an estimated \$51 million new dollars in the community.

During the same period, the Bureau's Convention Sales department booked 84 future meetings with an estimated economic impact of approximately \$48 million. The most prominent of these new meetings are the bookings of the National Tour Association (NTA) with an estimated 3500 delegates, and the National Coalition of Black Meeting Planners (NCBMP) with 600 attendees.

The NTA has more than 600 tour operators and provides its members with unsurpassed business opportunities and information. The NCBMP is an organization dedicated to the training of African American meeting planners and is composed of members from numerous business, civil rights, church and fraternal organizations.

### For More Information:

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## 3rd District Luncheon Held

On November 17th the Bureau welcomed Councilwoman Mary Williams-Neal and Councilman Troy Nash to a Third District luncheon held at the Gem Theatre in the Historic 18th and Vine District.

Over 30 representatives from the Bureau's membership attended the event and were treated to a brief discussion on the global world economy and Kansas City's role in it presented by Councilman Nash. Councilwoman Williams-Neal spoke about Third District issues and concerns. Wayne Chappell, Bureau president, also addressed the group on the importance of tourism to the 18th & Vine district and the community as a whole.



Photo (L to R): Gayle Holliday, Bureau Community Affairs Committee Chair; Mary Williams-Neal, Councilwoman; Wayne Chappell, CVB; Troy Nash, Councilman; Gwen Grant, Urban League; Virgie Dillard, MO Office Systems; Marcellus Hughes, CVB.

Happy Holidays!