

## Association Meetings

### January

- 4-9 Kansas City MO Sports Show
- 7-9 Collinsville IL Sport show
- 12-16 Chicago Sport show
- 19<sup>th</sup> Lodging Meeting  
11-1pm Ryan's
- 20<sup>th</sup> Pulaski County Tourism Bureau Board Meeting
- 24<sup>th</sup> Legislative Day – Missouri Travel Council
- 24<sup>th</sup> Pulaski County Fair Board Meeting
- 26<sup>th</sup> Co-op Marketing Meeting  
9:30-11am Lower level of the Tourism Bureau

### February

- 4-6 Columbia MO Sports Show
- 4-9 American Bus Association Convention, Chicago, Ill.
- 10-12 Bank Travel Conference  
Mississippi Gulf Coast, Miss.
- 10-13<sup>th</sup> Springfield MO Boatshow  
Arising
- 16-20<sup>th</sup> Des Moines IA Sportshow
- 17<sup>th</sup> Pulaski County Tourism Bureau Board Meeting
- 22-27 51st Annual St. Louis MO Boat and Sports Show
- 28<sup>th</sup> Pulaski County Fair Board Meeting

### March

- 11-20<sup>th</sup> Milwaukee WI Sports show
- 17<sup>th</sup> Pulaski County Tourism Bureau Board Meeting
- 23<sup>rd</sup> Pulaski County Tourism Bureau Workshop
- 28-30 African-American Travel Conference, Louisville, Ky.
- 29-April 3 Minneapolis MN Sports show

## Highlights:

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Pulaski County Tourism Bureau 573-336-6355  
[www.VisitPulaskiCounty.org](http://www.VisitPulaskiCounty.org)

## Dates Set For 2005 Sales Workshop

The Tourism Bureau is hosting a workshop to assist businesses wanting to increase sales. Tourism affects all businesses within a community, from the obvious; hotels, attractions, restaurants and shops, to the not-so-obvious: Printers, service businesses, building supplies, farming and ranching. Increased tourism activity helps grow the community and creates an increase in employment, tax revenue and spending by visitors and residents.

How do I go about targeting tourism dollars? Mark your calendar for March 23<sup>rd</sup> and plan to attend the workshop. The agenda and registration for the workshop are located on the back of this newsletter. Or you may complete the online registration form by logging on to:  
[VisitPulaskiCounty.org/workshopreg.html](http://VisitPulaskiCounty.org/workshopreg.html).

## 2005 Tourism Board Members

The Pulaski County Tourism Bureau would like to welcome Dave Kessler of Cross Creek Realty. Dave will be filling the vacancy representing the Waynesville-St Robert Chamber of Commerce. The restaurant representative, Edijon Saxton of Sweetwater BBQ was re-elected. Twyla Cordry, Citizens Mortgage, was elected to represent the business at-large sector.

Retiring from the board is Gary Gaffner, Business Interest Representative. Gary served as President and Vice President during his tenure and was one of the founding Board members. The Tourism Bureau would like to thank Gary for all his support and contributions to the board, tourism and to the community.



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 The Tourism Bureau is looking for ambassadors to greet visitors stopping by the Visitors' Center. Flexible hours. Call 573-336-6355 for more information.

## Pulaski County Represented at Tradeshows

Pulaski County will be represented at various tradeshows throughout 5 states in 2005.

Sport shows: Kansas City, St. Louis, Springfield, and Columbia, Missouri  
 Rosemont, (Chicago area), Springfield, and Collinsville, Illinois and Milwaukee and Minneapolis, Minnesota, Des Moines, Iowa  
 We will also be attending the Bank Travel Conference in Mississippi, Market Place; targeting Tour Operators in Hannibal, MO, Meeting Planners Conference in Jefferson City, Veterans conference in Branson, MO, and the TEAMS Sports conference in Texas

Tradeshows are a great marketing tool to reach outside our area. We are able to target specific market groups; leisure travelers, tour operators and sports teams in order to show them the attractions and facilities we have to offer in Pulaski County.

## 2005 Co-Op Marketing Program

Funds Available for  
 Local Events and  
 Community Programs



City and Chamber representatives, as well as event organizers, are invited to the Co-Op Marketing Orientation to be held January 26, 2005 9:30-11am in the lower level of the Tourism Bureau. This orientation will be held to review the application process revisions for 2005. You will want to apply for your project as early as possible as there are numerous applications submitted and monies are limited. To register for the meeting call 573-336-6355.

# 2004 Year To Date Statistics

## On Going Programs

**PCTB Scout Crew:** Individuals to join an email list to assist the Tourism Bureau in scouting locations for filming and print articles for which we receive requests.

**Pulaski County Ambassadors:** Greet visitors to our county, assist in stocking brochures and fulfilling mail inquiries.

**Tourism Orientation:** Complimentary program to assist employees of local businesses in providing information of tourism attractions to visitors in our area.

**Guest Resource Books:** Reference books provided to lodging facilities which include flyers about tourism related businesses throughout the community.

**Pulaski County Directory:** Directory which includes lodging, restaurant, attractions events, churches, and transportation.

**Virtual Partner Program:** Exchange website links. VisitPulaskiCounty.org website receives 4,000+ hits a day.

**Co-op Marketing Program:** Reimbursement Funds available for county event advertising.

**Co-op Advertising Program:** Join others to share in advertising costs in major magazine and newspaper publications.

**To learn more about these and other programs contact the Pulaski County Tourism Bureau.**

### Inquiries for information on Pulaski County

16,120 (41% increase over 2003)

### Top 5 States making inquiries:

MO, IL, TX, IA, WI

### Top Advertising Lead Generators:

Missouri Spring & Fall Newspaper inserts  
US Holiday Guide  
Missouri Vacation Planner  
Southern Living Magazine

### Film Locations 8

### Tradeshows 7

### Co-Op Marketing Assistance 10

### Volunteer Hours 103

### Web Stats

**Web Hits** 1,744,796

**Average Hits per day:** 4,754

**Average Hits per Visitor:** 11.46

### Top web pages for

**www.visitpulaskicounty.org:**

Home page, lodging chart, Fort Leonard Wood, Map, St Robert, Fish/River information, Restaurants, Events

### Top Referring Websites:

Wood.army.mil, saintrobert.com, flw-guidon.com, pulaskicountyweb.com, missouritourism.org, visitmo.com

## Area Happenin's

### January

**Kickapoo Trace Muzzleloaders Blackpowder Tradeshaw** will be held the 15-16<sup>th</sup>, 9AM-4PM in the St. Robert Community Center

**Waynesville-St Robert Chamber of Commerce Marketing Seminar** will be held the 18<sup>th</sup> 7:30am in the lower level of the Tourism Bureau.

**YMCA Upscale Resale** will be held January 22 8-3pm at the St. Robert Community Center

### February

**Genesis: A Place of New Beginnings – Dinner and Silent Auction** will be held the 3<sup>rd</sup> at 6PM at the Audie Murphy Club, Fort Leonard Wood. For more information call 573-774-4040

**Wrestling** will be held the 5<sup>th</sup> at the St. Robert Community Center. For more information contact City Hall at 451-2000.

**Reptile Show** will be held the 13<sup>th</sup> 9-4pm at the St. Robert Community Center. For more information call 451-2000

**Kid's Fishing Derby** will be held the 26<sup>th</sup> 7-4pm at Stone Mill Creek Fort Leonard Wood.

**Lion's Club Spaghetti Supper** will be held the 26<sup>th</sup> 5:30-7:30 at the St. Robert Community Center.

For updated event information log onto VisitPulaskiCounty.org

## Pulaski County Tourism Bureau Workshop

**When:** Wednesday, March 23, 2005 10AM-3PM

**Where:** Hampton Inn, St. Robert

**Registration Fee:** \$10 per person

**RSVP No later than March 9, 2005** by mailing the Reservation Form and payment to:  
Pulaski County Tourism Bureau  
137 St Robert Blvd. St Robert MO 65584

### Workshop Registration Form

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Additional Attendees: \_\_\_\_\_

\$10 registration fee per person

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## 2005 Missouri Vacation Planners Available

The 2005 Missouri Vacation Planners are now available at the Tourism Bureau.

Stop by for your free copy.

Pulaski County has over 75 listings in the Vacation Planner. 49 of these listings pertain to things to do or see in Pulaski County. These listings are also submitted to the Missouri Department of Tourism Website, [www.VisitMo.com](http://www.VisitMo.com).

40 Pulaski County events are listed at the website.