

Association Meetings

April

- 13 MHLA
- 14 Quarterly Lodging Meeting, Country Kitchen, St. Robert 7:30am
- 20 Missouri Day Statewide
- 21 Tourism Bureau Board Meeting 5:30pm

May

- 3-6 Travel Media Showcase
- 7-15 Missouri Tourism Week
- 19 Tourism Bureau Board Meeting 5:30pm
- 28-29 Reunion Network Marketplace, St. Louis

June

- 5-7 MACVB Conference, Lake Ozark
- 9 Missouri Tourism Commission meeting, Jefferson City
- 13-19 Homecoming USA Branson

Highlights:

Tourism Board	1
Quarterly Lodging Meeting	1
New Web Calendar	2
Welcome	2
Area Events	2
Year to Date Stats	2
PCTB Programs	2
Did You Know?.....	2

Pulaski County Tourism Bureau 573-336-6355
www.VisitPulaskiCounty.org

Don't Miss This Opportunity!

The National Softball Association will be holding several tournaments at FLW during 2005. Each event will bring in 40 ten person teams. This influx of over 400 people is a fantastic opportunity for you to increase your business. Display welcome banners or place a message on your marquee for the NSA, or participate in the Group Welcome Packet Program, where your business can furnish coupons for the participants. Events dates will be; April 16, May 21, June 4-5, July 2, July 16-17, and July 30-31.

Lodging Meeting Recap

The 1st Quarterly Lodging Meeting of 2005 was held in January at Ryan's Steakhouse in St. Robert.

Discussions included the importance of sharing occupancy information, visitor guide corrections and clarifying the in-room survey program.

The second quarterly lodging meeting will be held April 14th at 7:30am at the Country Kitchen in St. Robert. All lodging partners are encouraged to attend. This is your time to network with fellow lodging representatives. Please RSVP for the meeting by 5pm, April 12th. Call 336-6355.

Spring and Summer Hours

Spring hours for the Pulaski County Visitors' Center are Monday through Friday 8am – 5pm and Saturday 9am-3pm.

We will expand to our summer hours Memorial Day through Labor Day weekend to include Sunday's 9am – 3pm. Memorial Day, July 4th and Labor Day we are open 9am – 3pm.

Tourism Board Update

The Pulaski County Tourism Bureau would like to welcome our new board member, Dave Kessler from Cross Creek Realty. He is filling one of two positions representing the Waynesville-St Robert Chamber of Commerce.

In January, the Board elected the following: President, John Greenlee, Dixon Chamber, Vice President, Twyla Cordry, area business. Secretary, Bob Sutcliffe, Outfitters, Treasurer, Edijon Saxton, restaurants. Additional board members are: Ronnie Layman, Crocker Chamber of Commerce, Todd Bailey, Richland Chamber of Commerce, Dorothy Secret, Waynesville-St. Robert Chamber of Commerce and Steve Ehrhardt, lodging,

New Community Calendar Debuts

The Pulaski County Tourism Bureau is please to announce the debut of the new community calendar at www.VisitPulaskiCounty.org. This calendar is searchable by keywords, dates and event types. Listings include festivals, community meetings, various organizational meetings, parades and more.

WELCOME!

The Following Tour Groups

April 19th – Discover STL Tours
 April 20-21st - Caren's Charters
 May 19-20th – 815th Engr Reunion
 June 27th – St. Dominic's
 August 12th – Craig Strohbeck Tours
 Oct 14th – 26th Engr Battalion Reunion

On-Going Tourism 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.

Missouri Tourism Week May 7th-14th

This week highlights tourism in Missouri, which is one of the top revenue producing industries in the state. For every \$1 the state spends on marketing tourism \$60.04 is returned in tourism expenditures, (attractions, food, gas, lodging, souvenirs, personal products, clothing). Tourism related industries employ 243,668 Missourians – one of every 14 employed persons in the state. The more people employed increases spending within a community. In the central region which is made up of 8 counties; Pulaski County ranks third in total state tax revenues from tourism expenditures. The Visitors' Center will be offering complimentary soda and cookies to visitors to our area.

Intern Program Begins

The Bureau has been working closely with the Waynesville Vocational School Hospitality Program to initiate an Intern program to meet school curriculum. The first intern is Ashley Smith of Waynesville. The intern will learn many aspects of day to day business; interaction with visitors/customers, Marketing & Advertising, Financial Management, Personnel Issues and general business operations.

First Quarter Stats

Inquiries 3,570 (2204 in 2004)
Top Inquiry Source to Date: Chicago Newspaper Insert

Web Stats

Hits: 499,236

Visitors: 41,544

Top referring sites for the quarter:

Wood.army.mil, strobert.com, ft-woodguidon.com, pulaskicountyweb.com, visitmo.com, craftlister.com, Waynesville-strobertchamber.com, C21prestige.com

Film Locations 3

Tradeshows 7

Co-Op Marketing Assistance 10

Volunteer Hours 2

Intern Hours 10

Group Tours Inquiring: 9

Group Tours Booked: 8

Tourism Bootcamp Recap

The Pulaski County Tourism Bureau's Marketing Bootcamp was held March 23rd, at the Hampton Inn Conference Room. Attendees learned various marketing skills in which they could apply to their everyday business. Speakers came from around the state of Missouri as well as a special guest speaker from Arizona.

Attendees remarked, "We will be able to apply new ideas from the Bootcamp to our business", "Up-to-date and informative...", "Great speakers", "...Especially enjoyed the internet/web class".

Representatives from real estate offices, marketing firms, financial institutions, lodging, non-profit organizations, all found a fresh approach to marketing ideas.

County Ambassadors

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

Did You Know?

Onyx Mountain Caverns is no longer offering tours.

Area Happenin's

April

BMX Bicycle Races is held every Friday evening at Shady Dell Park in Richland. The final competition will be held at the Earth Day Celebration.

Freedom Ride will be held on Fort Leonard Wood April 16th 573-596-0434.

Earth Day Celebration will be held at Shady Dell Park in Richland on April 23rd. Art contests and tree plantings.

Chamber of Commerce Regional Job Fair will be held at the St. Robert Municipal Center. Employers from Pulaski County, Lake Ozark, Lebanon and Rolla will be on hand to discuss employment opportunities. 573-336-5121.

Daily Guide Home and Business Expo will be held April 29-30 at the St. Robert Community Center. 573-336-3171.

Demolition Derby will be held in Richland April 30th.

May

ATV Rodeo will be held May 7th at the Jeremiah Pulling Track in Richland. 573-765-5128.

Frog Fest will be held May 7 -8th at the Waynesville Park 573-774-6171.

Genesis Walk-a-thon will be held May 21st. For more info call 573-774-4040.

Cruise into Summer Car Show will be held on Fort Leonard Wood 573-596-0434.

Wrestling will be held at the St Robert Community Center on May 15th.

Taste of Pulaski County will be held May 21st. various restaurants from all over the county will be available for an "eatin'" good time! 573-336-5121.

Dixon Bluegrass Festival will be held in Dixon, May 26-29. Over 4000 people attend this annual event held for over 30 years! 573-759-7716.

Mid America Freedom Rally will be held at the Shrine Club in Laquey Memorial Weekend. 573-765-5034.