

## Association Meetings

April

20th Tourism Bureau Board Meeting, St Robert, MO  
 20th MHLA

25th MDT Marketing Advisory Committee

May

18 Tourism Bureau Board Meeting, St Robert

24th Lodging Meeting, St. Robert

June

4-6th MACVB

13th Tourism Commission meeting, Lake of the Ozarks

11th-16th Operation Homecoming, Branson, MO

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

## Lodging Partners Meeting

The next Lodging Partners Meeting will be held at the Country Kitchen in St. Robert on May 24, 2006 at 7:30am. If you would like to add an item to the agenda please call our office no later than May 15<sup>th</sup>.

Please respond with your RSVP, no later than May 22nd at 4pm by calling 573-336-6355.

## Board Position Filled

The Pulaski County Tourism Bureau Board of Directors recently selected Ryan's Steakhouse as the new restaurant representative to the Pulaski County Tourism Bureau Board of Directors. That seat was recently vacated by Edijon Sexton of Sweetwater BBQ. The new appointee is Rebecca Bech, General Manager of Ryan's Steakhouse. She has been with this restaurant since its opening in 2003.

The Pulaski County Tourism Bureau Board of Directors would like to thank Sweetwater BBQ and Edijon Sexton for the many years of service and contributions to the Pulaski County Tourism Bureau.

## New Super 8 Motel Opening

Super 8 Motel will be opening their new 76 room facility this summer. The Motel offers an indoor pool, hot tub, and meeting space for up to 50 people.

## Sweetwater Expanding

Sweetwater BBQ has just completed their expansion. They are now able to accommodate up to 50 people, including groups.

## New Owners

Please welcome the new owners, Khan Pervez and Zia Mallick of the Fort Wood Inn, located in Wavnesville.

## What Tourism Can Do For You

How can your business reach over 30,000 prospective visitors to Pulaski County? By advertising in the 2007 Pulaski County Visitors Guide. This guide is mailed to people that have specifically requested information on our area through our advertising efforts. The guide is also distributed to Visitors Centers and Missouri State Welcome Centers throughout the state.

In May we will be contacting area businesses to update their complimentary listings in the guide as well as offering you the opportunity to advertise in the new guide.

### Additional Marketing Programs

**Display Advertising** – Reach thousands of people that stop at the Visitors Center each year.

**Web Site Advertising** – Reach over 200,000 visitors by purchasing a 30 word write up, website links and banner ad opportunities to compliment your free one line listing.

### Complimentary Marketing Programs

Listing on our website, [VisitPulaskiCounty.org](http://VisitPulaskiCounty.org). This site received over 2 million hits in 2005. Display of your tri-fold brochure or take out menus in our Center, Word of mouth referrals from the Center staff, and inclusion of your business flyer in the Guest Resource Book which is supplied to area lodging partners.

**Learn more about these and other programs at our website**  
[VisitPulaskiCounty.org](http://VisitPulaskiCounty.org)

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## Please Welcome the Following Groups!

May 12<sup>th</sup> – First State Bank of West Plains, MO

## Spring/Summer Center Hours

Spring hours for the Pulaski County Visitors' Center are  
 Monday through Friday 8am – 5pm.  
**Starting April 22<sup>nd</sup>** - Saturdays 9am-3pm  
**Summer hours Memorial-Labor Day**  
 Monday – Friday 8am-5pm  
 Saturdays – Sundays 9am-3pm

## Marketing Tips

A website is wonderful tool in order to showcase your business, but are you using it to its maximum ability?

All websites offer web statistics for you to track who is visiting your site, where they found your site, how many pages they visited, traffic times, they will even tell you how many downloads have occurred if you have brochures or photo tours on the site to download.

Most sites, limit the statistical information, but for under \$50 there are programs available to download logs and analyze detailed data and at the click of a button. If you have an outside source maintaining your website, ask your webmaster about statistical reports for your website.

How is this information helpful? You know where your web leads are coming from. Was it a search engine? Local business? Membership organization? In tracking, you may notice you aren't receiving hits (visitors to your site) from certain search engines, and this tells you it's time to resubmit your site to the search engines.

If you have purchased a banner ad on another site that links to yours, you can track how many visitors come from that banner ad to your website. What better way to measure how the banner ad is working?

Linking websites with others is a great way to make your website visible. Link with area restaurants, lodging facilities, museums etc. Some companies will link for free with a reciprocal link, or will link for a minimal fee.

## Tradeshow Report

The Tourism Bureau has participated in various tradeshows in the last several months. We participated in outdoor recreation shows in the cities of Kansas City, Missouri, Rosemont, Illinois, Des Moines Iowa, Springfield, Illinois, Columbia, Missouri, Wichita, Kansas and St. Louis, Missouri. The Bureau is also represents Pulaski County at a number of group tour planner meetings, sporting event planner conferences and reunion groups conferences.

The outdoor recreation shows are generally held January through March. At these shows we market Pulaski County attractions: outdoor activities and museums to entice visitors to Pulaski County. We have a 10ft x 8ft professionally designed display in which photos are attached highlighting; area rivers, museums and Route 66.

Group tours, reunion and sporting conferences are geared toward bank travel groups, tour operators and reunion groups. In this show setting Bureau staff meets with interest parties where we speak one on one, as well as network throughout the dates of the show.

Just one group staying in Pulaski County for a daytrip will spend \$1500 in food, souvenirs, and transportation needs. Just one over night group stay can produce over \$3500 in revenue.

Tourism related businesses are eligible to be represented at these tradeshows through our Brochure Distribution program. For more information contact the Bureau at 573-336-6355.

## Area Happenin's

### April

**22<sup>nd</sup> Wheels of Freedom Car Show and Mustang Round-up**, 10am-4pm

MANSEN Parking Lot, Fort Leonard Wood. Free Admission, Fee to enter Freedom Ride which starts at 10am. For more information call 573-596-0243.

**29<sup>th</sup> Earth day Celebration**, 8am-4pm. Shady Dell Park, Richland. Outside craft and food vendors, arts display. Great family fun. For more information: 573-765-

### May

**6<sup>th</sup> & 7<sup>th</sup> Frog Fest** 9am-6pm, Sunday 9am-4pm. Free admission, various frog contests, games, music, crafts, and food. For more information: 573-774-6171.

**6<sup>th</sup> Spring Poker Run/Motorcycle Awareness Ride**. 11am-6pm at Skyline Honda, Buckhorn Exit 153. For more information email: [Mike.moeller@us.army.mil](mailto:Mike.moeller@us.army.mil)

**12<sup>th</sup> and 13<sup>th</sup> Moonlight Float** on the Big Piney River. 8pm-Midnight. For more information: 573-336-8639

**13<sup>th</sup> World Fest**, Fort Leonard Wood, Open to Public, free admission. For information 573-596-0117

### June

**15<sup>th</sup>-17<sup>th</sup> Pulaski County Regional Fair**. Admission varies. For more information contact James Rinck at 573-528-3586

For more listings visit <http://www.visitpulaskicounty.org/calendar>

## 2006 1<sup>st</sup> Quarter Stats

**Inquiries** 1,285

**Top Inquiry Sources to Date:**  
Missouri Vacation Planner, Fort Leonard Wood information, Bank Travel

### Web Stats

**Hits:** 752,822

**Visitors:** 56,371

**Top referring sites:**

Wood.army.mil, strobert.com, visitmo.com, ft-woodguidon.com, , Waynesville/St Robert Chamber,

**Top Pages:** Lodging, Map, Fort Leonard Wood, Calendar of Events, Restaurants, Canoeing

**Brochure Downloads:** 491

**Film Locations** 5

**Tradeshows** 11

**Co-Op Marketing Assistance** 8

**Intern Hours** 207 hours

**Group Tours Inquiring:** 2

**Group Tours Booked:** 1

**Sporting Events:** 1

## Items for Museum Needed!

The City of St. Robert is in the process of adding a museum on the history of the City of St. Robert. If you have any items to donate for the museum please contact Marge Scott at 573-774-5368 or e-mail: [mescott1108@cablemo.net](mailto:mescott1108@cablemo.net) She is looking for newspaper articles, post cards, artifacts, or photo's from the past.

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## Did you know?

The Pulaski County Courthouse and the Old Stagecoach Stop Museum's 2006 season begins April 1<sup>st</sup> and continues through September 30<sup>th</sup>, Saturdays 10am-2pm. Over the winter the Courthouse Museum completed the George Lane Room and have added an Art room. It was also the 3<sup>rd</sup> museum in the United States to receive a piece of the World Trade Center for display. These organizations are also looking for volunteers to help at the museums. For more information contact: Marge Scott 573-774-5368