

**JAN**

- 5<sup>th</sup>-7<sup>th</sup> Let's Go Fishing,  
Collinsville, IL
  - 11<sup>th</sup> MHLA Meeting,  
Jefferson City
  - 9-14<sup>th</sup> NMMA Sportshow,  
Kansas City, MO
  - 17-21 NMMA Sportshow,  
McCormick, IL
  - 24<sup>th</sup> Lodging Partner  
Meeting, Peppers  
Restaurant, St. Robert
  - 25<sup>th</sup> Event Planner's Co-op  
Marketing Meeting,  
Visitors' Center, lower  
level, St Robert
  - 25<sup>th</sup> Tourism Bureau Board  
Meeting, St Robert, MO
  - 27<sup>th</sup>-Feb 1<sup>st</sup> American Bus  
Association,  
Grapevine, TX
- FEB**
- 21<sup>st</sup>-22<sup>nd</sup> Capitol Days,  
Jefferson City
  - 22<sup>nd</sup> Tourism Bureau  
Board Meeting, St  
Robert
  - 6-11<sup>th</sup> NMMA Sportshow, St  
Louis, MO
  - 14-18<sup>th</sup> Bank Travel,  
Jacksonville, FL
  - 15-18<sup>th</sup> Sportshow, Wichita,  
KS

**MAR**

- 15<sup>th</sup> Tourism Bureau  
Board Meeting, St  
Robert

**Highlights:**

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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 Pepper's Restaurant, St. Robert on January 24<sup>th</sup> from 4:30-6:30pm. If you would like to add an item to the agenda please call our office no later than January 18<sup>th</sup>.

Please respond with your RSVP, no later than January 23, 2007 at 4pm by calling 573-336-6355.

## 2007 Tourism Board of Directors

The Pulaski County Tourism Bureau Board of Directors for the 2007 year are:

Twyla Cordry	Todd Bailey
Bob Sutcliffe	Dorothy Secret
Ronnie Layman	Roger Graves
Dave Kessler	Steve Erhardt

The Bureau would like to welcome Roger Graves as the Dixon Chamber Representative. He is replacing John Greenlee who has served on the board for 6 years. We appreciate all that John has done for tourism in Pulaski County and wish him the best of luck in future endeavors.

## 2007 VISITORS GUIDE

The 2007 Pulaski County Tourism Bureau Visitors Guide is hot off the press! Copies are available at the Visitors Center. If you business would like to hand guides out, please contact the Tourism Bureau.

Guides are distributed to people that have seen our ad in the various magazines the Bureau advertises in, at Missouri State Welcome Centers, Chamber of Commerce offices and Visitors Centers like ours throughout the state as well as displayed in local businesses, and distributed at tradeshows.

People planning vacations, coming to the area for graduations, relocating or are new to the area, as well as local residents who want information on things to do, where to eat, where guests can stay all use the guide.

## Why Join Associations?

There are associations for every field of business...hotel/motel, insurance, restaurant, medical. Why join? These associations offer educational opportunities in which you and your employees can learn more about your specific business, it also keeps your business in touch with legislation that affects your business. It is hard to take time away from the day to day business to attend these functions but you or your employee will learn things that can be applied to enhance your business. You are able to meet and visit with other people in your industry and you can share experiences and gain insight on how others handle specific situations. So if you belong to an association, don't just pay the dues, get involved; attend their meetings, take advantage of their educational opportunities and learn to network.

## What Tourism Can Do and Does For You

Go to the Pulaski County Tourism Bureau web page:  
[VisitPulaskiCounty.org/partners.html](http://VisitPulaskiCounty.org/partners.html) to learn about display advertising, web advertising, brochure distribution programs and more!

## Co-op Marketing.. Free Money!

The Tourism Bureau offers a program to assist non-profit events with matching funds grants. The annual meeting will be held January 25<sup>th</sup>, 2007 at 10am in the lower level of the Visitors' Center. This meeting explains the program.

For those interested in applying, please contact the Bureau to attend the meeting. You will also receive the required forms to apply for the grant and have the opportunity to ask questions of the Director. Applicants are encouraged to submit EARLY as there are many events in the area and there is a

Winter hours for the Pulaski  
 County  
 Visitors' Center are  
 Monday through Friday  
 8am – 5pm.

## Marketing Tips.... Coupons....not just a discount

Have you considered coupons for your business? You can use coupons for the usual, buy one get one.... A percentage off the sale or you can also use them to give away a small freebie. "Redeem this coupon for a postcard of your establishment, a free coffee cup, calendar....

Use the coupons to track where your customer saw your advertising. Include on coupons a source code so you know where it came from:

Example: Code 10 = Newspaper Ad

Code 20 – Coupon off your Website

Code 30 – Coupon from the Pulaski County Tourism Bureau Visitors Center

Code 31 – Coupon from the Pulaski County Tourism Bureau website

Find out how your advertising dollars are being spent. Are you receiving feed back? Also remember to train your employees while interacting with customers to ask how they heard about the business and keep a simple log, which notes what advertisement was mentioned

**NEEDED Sports Commissioners for ShowMe Sport Games to be held April 27-29, 2007 Call:**

### Tradeshaw Report

The Tourism Bureau will be participating in various tradeshaws over the next several months. We will be participating in outdoor recreation shows in the cities of Kansas City, Missouri, McCormick, Illinois, (Chicago area), Wichita, Kansas and St. Louis, Missouri. The Bureau also represents Pulaski County at a number of group tour planner marketplaces, 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 and reunion conferences are geared toward bank travel groups, tour operators and reunion groups. In this show setting Bureau staff meets with interested 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 \$1,500 in food, souvenirs, and transportation needs. Just one over night group stay can produce over \$3500 in revenue.

Tourism related businesses (hotels, restaurants, outfitters, attractions and shopping) are all listed in the Pulaski County Tourism Bureau Visitors Guide (free of charge), which is distributed at all shows and tourism related businesses are eligible to be represented at these tradeshaws through our Brochure Distribution program. For more information contact the Bureau at 573-336-6355.

## Area Happenin's

**Black Powder Show, Valentine's Day Party, Community Forums, Red Hat Society Meetings, Rotary Meetings, Cruise in's, Book Clubs, Earth Day Celebration, Motorcycle Rides, Community Meetings, view all these and more on our website**

**<http://www.visitpulaskicounty.org/calendar>**

**If you have an event to list: call 573.336.6355 or fill out the event information form at [www.visitpulaskicounty.org/eventform.html](http://www.visitpulaskicounty.org/eventform.html) Submit your vendor or participate applications for download from our website. See others at [www.visitpulaskicounty.org/events.html](http://www.visitpulaskicounty.org/events.html)**

## 2007 ReCap

**Inquiries** 13,232

7% increase in leads generated from print media resources

**Top Inquiry Sources:** Missouri Spring Insert, Missouri Holiday Guide, Missouri Vacation Planner, Ft Leonard Wood Sources, Visitmo.com Southern Living, Bank Travel

### Web Stats

**Visitors:** 199,097

**Unique IPs:** 93,459

**Top referring sites:**

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

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

**Brochure Downloads:** Driving Tour Guide, Visitors Guide, Waynesville Brochure, Hotel Rack Card, Sports Guide, Richland City Guide, Crocker City Guide, Ft Leonard Wood Museum, Stagecoach Stop

**Film Locations** 5

**Tradeshaws** 14

**Co-Op Marketing Assistance** 10

**Intern Hours** 212 hours

**Group Tours Inquiring:** 12

**Group Tours Booked:** 7

**Sporting Events:** 1

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### Did you know?

That Historic Route 66 was recognized as a scenic byway by the State of Missouri in May of 2006? This opens up funding for the historic road through federal grant money. For information regarding the funding of projects along Historic Route 66 contact:

You will see growth on the route, due to this certification, the release of the movie "Cars" and the mobility of the Baby boomers. The Tourism Bureau also offers a driving tour of Route 66. Pick up your copy at the Visitors Center or download it off our website [www.visitpulaskicounty.org](http://www.visitpulaskicounty.org).