

Association Meetings

January

- 6-8 Let's Go Fishing,
Collinsville, IL
- 3-8 Kansas City Sport and
Boat Show, Kansas City, MO
- 11 Co-Op Marketing
Meeting, lower level of
Visitors' Center, St Robert
- 11-15 Chicago Boat, RV and
Outdoors Show
- 26 Tourism Bureau Board
Meeting, St Robert, MO

February

- 8 Lodging Partner
Meeting, Country
Kitchen, St. Robert MO.
7:30am
- 11 Recreation Travel Expo,
Audie Murphy Club -Fort
Leonard Wood
- 15-18 Des Moines Sport
show, Des Moines, IA
- 16 Tourism Bureau Board
Meeting, St Robert
- 22-23 Capitol Days,
Jefferson City, MO

March

- 5-7 Bank Travel
Conference, Mobile, AL
- 16 Tourism Bureau Board
Meeting, St Robert
- 17-18 GLAMER, St Louis,
MO
- 23-24 TRN, Branson, MO

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

Lodging Partners Meeting

The next Lodging Partners Meeting will be held at the Country Kitchen in St. Robert on February 8th at 7:30am. Items to be discussed will be the Lodging Success Program, Per Diem, Advertising programs and the new tax payment form. Please respond with your RSVP, no later than February 6th at 4pm by calling 573-336-6355.

Attention 2006 Event Organizers

The Pulaski County Tourism Bureau will hold the annual Co-op Marketing meeting January 11th at 8:30am in the lower level of the Visitors Center located at 137 St Robert Blvd, St Robert.

Cities, Chambers and event coordinators are all invited to attend this meeting which will explain how to apply for monetary assistance for advertising cost for events or projects in Pulaski County. Workshop will include the forms for pre-approval and the final reimbursement form. This is a great forum to ask your questions.

2006-2008 Tourism Board Appointments

The Pulaski County Tourism Bureau Board appointed 3 board members at the December board meeting, to serve the 2006-2008 term.

Dorothy Secrest, Secrest Heating and Cooling – representing the Waynesville-St Robert Chamber of Commerce, Steve Ehrhardt, Ehrhardt Properties – Lodging Representative, and Bob Sutcliffe, Gasconade Hills Resort – Outfitters Representative.

Find the frog..

Find the frog hidden in the newsletter. If you find him email Beth at bethw@visitpulaskicounty.org and be entered into a drawing for a Shirt, hat and box of candy. Drawing to be held January 31, 2006



Show Your Groups That You Care About Their Patronage

Offer them an Appreciation Certificate from the Pulaski County Tourism Bureau. The Tourism Bureau offers a Group Tour Certificate Program that is designed as an opportunity for businesses to say thanks to tour bus operators stopping at area restaurants and hotels and an opportunity for the Tourism Bureau to learn about the group and how to enhance their next visit to our area, at no cost to you. Call 573-336-6355 for more information.

Marketing Tips

How do you measure your marketing efforts?

One cost effective way is to train your front line staff to ask questions while interacting with customers in person or on the phone. Simply have your staff ask, "Where did you hear about us " Have them track the responses in your database or a notebook. You may be surprised how people learn about your services. Was it through your various print marketing, your radio spot, word of mouth, flyers or billboard? It is important to measure the success of the advertising dollars that you spend.

If you operate a business that uses coupons you can easily track where your customers are learning about your business if you use a slight variation of the coupon. Although you may use coupons, you don't necessarily want to gage your advertising success on the coupons returned. How many times have you clipped that 25% off coupon and left the house without it, or failed to present it when paying the bill?

Our best way to track advertising and customer service is through good old traditional one-on-one conversation.

Winter Hours

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

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What Tourism Can Do For You

Pulaski County is unique to other tourism locations, as we have several thousand visitors to the area each week due to the various training on Fort Leonard Wood as well as visitors that vacation along our rivers or visitors traveling the I-44 corridor. Take advantage of our advertising opportunities. Your business will reach over 30,000 prospective visitors through our Visitors Guide which is mailed to people that request it through our marketing efforts as well as distributed and displayed at Visitors Centers and attractions throughout the state.

The Tourism Bureau offers several complimentary programs to county tourism businesses such as a listing on our website, VisitPulaskiCounty.org. This site received over 2 million hits in 2005. Other programs include; complimentary display of your tri-fold brochure or take out menus, 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.

New in 2006 - The Pulaski County Tourism Bureau will be offering 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.

Coupon Passport – Advertising of discounts on a handy wallet size coupon card



Learn more about these and other programs at our website
VisitPulaskiCounty.org

2006 Vacation Planner's Are In!

For your free copy of the 2006 Missouri Vacation Planner, stop by the Pulaski County Visitors' Center

Start making travel plans for next year with the 2006 *Official Missouri Vacation Planner*. The Missouri Division of Tourism is pleased to announce the release of its new *Vacation Planner* – designed to help visitors plan and create lasting memories while vacationing in the Show Me State.

The *Vacation Planner* showcases Missouri's numerous attractions and activities, from aquariums to zoos, and destinations along the way. Special sections celebrate the 40th anniversary of the Gateway Arch, pinpoint the best museums and national sites, cover the locations of Missouri's fascinating Civil War history and direct visitors down the state's many musical paths.

Area Happenin's

Every Friday Gospel, Bluegrass Music, Old Waynesville Station 7pm-10pm

BINGO

Every Thursday, 6pm - Crocker VFW,

Every Sunday, 12:45pm - DAV, Crocker

Every Saturday at 7pm - American Legion, St. Robert

Every Sunday, 2pm – American Legion, St. Robert

Every Monday, 6:30pm – Laquey VFW

Every Saturday, 6:30pm – Laquey VFW

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

2005 Stats

Inquiries 17,048 (16,426 in 2004)

YTD Inquiries up 4%

Top Inquiry Sources to Date:

Chicago Insert, MO Spring Insert, MO Holiday Guide and Southern Living Magazine

Web Stats

Hits: 2,379,536

Visitors: 79,388

Top referring sites for the year:

Wood.army.mil, strobert.com, visitmo.com, ft-woodguidon.com, pulaskicountyweb.com, Waynesville/St Robert Chamber, C-21 Real Estate, Daily Guide, Fortleonardwoodrealestate.com, Dixonpilot.com, midamericabanking.com

Film Locations 5 updated

Tradeshows 12 updated

Co-Op Marketing Assistance 15

Volunteer Hours 2 updated

Intern Hours 173 updated

Group Tours Inquiring: 14 updated

Group Tours Booked: 10 updated

Online Booking on the Rise

While the number of Americans using the internet appears to have reached a plateau, those who plan and book trips or vacations online continues to climb rapidly according to the Travelers' Use of the Internet, 2005 Edition, released in November by the Travel Industry Association of America,

The annual report, this year issued jointly with TIA co-sponsor and contributor USDm.net, shows that the Internet continues to grow as a dominant channel for both reaching and transacting with today's travel consumers.

Survey results indicate 78 percent of online travelers turned to the Internet for travel or destination information in 2005 – higher than the 65 percent of online travelers in 2004. The funding also indicate that 82 percent of travelers who plan their trips online now also book reservations online – up from 70 percent in 2004

For information or to purchase the full result of the Travelers' Use of the Internet, 2005 Edition, visit www.tia.org

Recreational Travel Expo

February 11, 2006 MWR Information, Ticketing and Registration will be hosting their 2nd Annual Recreational Travel Expo from 10am until 2pm at the Audie Murphy Club on Fort Leonard Wood. For more information regarding the event or information on participating as a vendor contact Rhonda or Tonya at ITR - 573-329-8587



Missouri Division of Tourism 2006 Photography Contest

Show off your photography skills and perhaps win a cash prize!

The Missouri Division of Tourism wants to see the best snapshots of your vacation experience in our state. If your picture is chosen as our grand champion shot, you'll win \$1,000.

Send us your photos of:



Wilderness, landscapes and wildlife.



People enjoying festivals, parades and special events.



Vacation fun.



Small-town life and big-city adventure.



Spring, summer, fall and winter adventures.

In addition to the \$1,000 grand prize, \$500 will be awarded to the first runner-up, \$250 to the second runner-up and \$100 to the third runner-up.

All photographs submitted, whether cash-prize winners or not, are eligible to appear in the 2007 *Official Missouri Vacation Planner* and other Missouri Tourism publications. All photos become the property of the Missouri Division of Tourism.

To enter, print a copy of the entry form and submit it along with your photograph and necessary releases to the address on the form. All entries must be postmarked by Aug. 4, 2006. You can find the form and releases, and check all contest rules at www.VisitMO.com.

