

Association Meetings

July

- 12 **Joint Meeting Planners Trade Show, JC, MO**
- 21 **Quarterly Lodging Meeting, 7:30am, Country Kitchen, St. Robert**
- 21 **Tourism Bureau Board Meeting, 5:30pm, St. Robert, MO**

August

- 11-21 **Missouri State Fair, Sedalia, MO**
- 18 **Tourism Bureau Board Meeting, 5:30pm, St. Robert**
- 21-22 **MO Showcase Marketplace, Hannibal, MO**

September

- 15 **Tourism Bureau Board Meeting, 5:30pm, St. Robert,**

October

- 10-13 **MO Governor's Conference on Tourism, Springfield, MO**
- 20 **Tourism Bureau**

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

Welcome Home

The Pulaski County Tourism Bureau joined Branson in welcoming home over 25,000 Vietnam Veterans in June during the Branson Welcome Home Celebration.

The Tourism Bureau displayed information about Pulaski County, met with visitors in the Vendor Village regarding things to see and do in our area, as well as discussed reunion programs with military reunion planners.

Events included; the Dignity Memorial and viewing of the Vietnam Wall, Awards Ceremony, Budweiser Clydesdales, fishing tournament, golf tournament, parade and 10-hour outdoor concert.

Did You Know?

Tourism related sales topped \$48 Million in FY 04

Lodging Meeting Recap

The 2nd Quarterly Lodging Meeting of 2005 was held in April at the Country Kitchen in St. Robert.

Discussions included input from lodging partners regarding the Orientation Program, information on co-op advertising opportunities for 2006.

The second quarterly lodging meeting will be held July 21st at 7:30am the Country Kitchen, 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 12pm, July 20th by calling 336-6355.

Summer Hours

Summer hours for the Pulaski County Visitors' Center are Monday through Friday 8am – 5pm. Saturday and Sunday 9am-3pm. Through Labor Day weekend.

2005 Photo Contest

You kicked up your heels, threw back your head and laughed harder than you had in a long time. The moment was fleeting, but because it was caught on film, you can enjoy that exuberant feeling time and time again.

The Missouri Division of Tourism wants to share those vacation moments with our annual photography contest. As you travel the Show-Me State this year making memories, take along your camera. Your photos could be featured in our 2006 Official Missouri Vacation Planner and you may qualify to win a cash prize. Photographs may be entered in one of two categories: Family Fun or Seasonal, Holiday and Special Events.

First- second- and third-place prizes will be awarded in each of the categories with \$500 paid to each first-place entry; \$250 awarded for second-place winners; and \$100 for each third-place image. A grand champion photograph also will be chosen with a prize of \$1,000.

Winning and non-winning photographs will be considered for inclusion in the 2006 Official Missouri Vacation Planner and other Missouri Division of Tourism publications. All photographs must be taken in Missouri.

To enter contact the Pulaski County Tourism Bureau at email@visitpulaskicounty.org for an application and rules. Entries must be received by July 25th.

WELCOME

The Following Groups to our area

- July 13-15th - DOD
- July 16-17th –National Softball Association
- July 22-24th – Chicago Hogs on Tour
- July 30-31st – National Softball Association
- August 12th – Brentwood Parks and Rec.
- September 9 – Young at Heart
- September 13-14th – Karin's Charters
- Oct 14th – 26th Engr Battalion Reunion

Did You Know Just 1 Group Tour....

Over Night stay = \$2500
 Lunch = \$280 Dinner = \$400
 Bus Fuel = \$300
 *Based on 40 passengers

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 Governor's Conference October 10-13th

Do you want to improve your business?
Develop fresh marketing strategies?
Stay abreast of industry trends and changes?
Network with travel industry colleagues?

This important annual educational conference hosts more than 300 hospitality professionals. Join chambers of commerce, convention and visitors bureaus, lodging establishments, restaurants, attractions, and retail outlets who want to step ahead of the competition. This year's conference will be held at the University Plaza Hotel in Springfield.

If your organization would like more information regarding this educational event please contact the Pulaski County Tourism Bureau.

Showcasing Pulaski County

Missouri Showcase, a program designed to showcase the state of Missouri to group tour operators will be touring Pulaski County on August 20th. The tour will consist of 50 group tour planners visiting attractions in the Pulaski County area. The information gleaned from the tour will be taken back to their individual tour operations to assist in planning new and exciting trips for their tour groups. Help us welcome Missouri Showcase to our area August 20th on your outdoor signs!

Second Quarter Stats

Inquiries 8987 (7703 in 2004)
YTD Inquiries up 30%
Top Inquiry Sources to Date:
Chicago Newspaper Insert and
Missouri Spring Insert, Southern Living
Magazine

Web Stats

Hits: 990272 up 12% over 2004
Visitors: 86666 up 10% over 2004
Top referring sites for the quarter:
Wood.army.mil, strobert.com, ft-woodguidon.com,
pulaskicountyweb.com, visitmo.com,
craftlister.com,

Film Locations 3

Tradeshows 9

Co-Op Marketing Assistance 13

Volunteer Hours 2

Intern Hours 62

Group Tours Inquiring: 9

Group Tours Booked: 8

Updating your business information

The Tourism Bureau is a non-member bureau and we rely on business listings from our area Chamber of Commerce's, local publications and by personally stopping in at local business. Since most of what we do is a free service to the businesses in Pulaski County, I would urge each of you to check the information we have on file for your business. Please log onto our website; <http://www.visitpulaskicounty.org>, mouse over Communities, click on the town you are located in and click on business listings. Email or call the Tourism Bureau with your updates. This information is also used in our publications and to assist us in referring visitors to your business.

If you know of a new business in your area, let them know we are here to promote their business.

Avoid Traveling Frustrations

The Missouri Department of Transportation website: <http://www.modot.state.mo.us/workzones> assists travelers in planning alternate routes around busy construction areas and possible traffic jams on Missouri highways. The site offers an interactive map that shows construction zones on Missouri roads and suggested routes to avoid

Did You Know?

Pulaski County Tourism Bureau's Visitors Center carries over 700 brochures!

Area Happenin's

July

Charlotte's Web – PFAA Live Theater will be presented the 8-9, 15-16 and 22-23, at the Theater on the Square in Waynesville. Adults: \$7 Children: 12 and under \$5.

Old Settler's Day will be held the 30th from 9am to 4pm at the Waynesville City Park. For more information contact Virgie Mahan 573-774-6808

August

National Truck and Tractor Pull will be held on the 12-13th at 6:30pm at the Shady Dell Park, Richland. Hosted by Richland Park Board 573-765-5128

Full Moon Float will be held 19 & 20th at 7:30pm. Evening float along the Big Piney River. For more information visit <http://www.layzday.com>. Hosted by Lay Z Day Canoe and Camping, St. Robert.

US Army Band Concert will be held the 27th from 6-8pm at the MANSEN Plaza, Fort Leonard Wood

September

Dixon Bluegrass Festival will be held Sept 1- 3 at the Carol Jones Memorial Park in Dixon. This three day event headlines bluegrass musicians from across the country.

Camp Barnabus Burn Benefit will be held the 4th at the Gasconade Hills Resort, Richland. BBQ, music, auction and fireworks. For more info: 573-759-2766
Miller Lite Concert will be held the 10th on Fort Leonard Wood. Headlining Jo Dee Messina

Dixon Cowdays, will be held the 17-18th in Dixon, For more info call 573-759-7776.

Paw Paw Daze and Swap Meet will be held the 24th in the Waynesville Park. For more info call: 573-774-2583.

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