

Jul

19th Pulaski County Tourism Bureau Board Meeting, 5:30pm St Robert

Aug

1st Lodging Partners Meeting, St. Robert MO
 1-4th Brumley Sing, Lebanon MO
 15-17th TRN Nashville, TN
 23rd Pulaski County Tourism Bureau Board Meeting, 5:30pm St Robert
 27-28th MTC Missouri Showcase Marketplace, St. Louis

Sept

11-16th Tour of Missouri, In Lebanon on the 14th
 20th Pulaski County Tourism Bureau Board Meeting, 5:30pm St Robert

Oct

2-5th MTC Missouri Governor's Conference, Osage Beach
 25th Branson Receptive Reception, Branson, MO
 28-30 ShowMe Games Hooah! Sports Challenge, Fort Leonard Wood, MO

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

Lodging Partners Meeting

The next Lodging Partners Meeting will be held at Pepper's Restaurant in St. Robert on August 1st from 5pm-7pm. If you would like to add an item to the agenda please call our office no later than July 20th .

Please respond with your RSVP, no later than July 30th at 4pm by calling 573-336-6355.

Route 66 18th Annual Tour



The Route 66 Association of Missouri 18th Annual Motor Tour, "Take Me Out To Our Highway" , will take place September 7th, 8th and 9th, 2008. They will be touring from Miami, Oklahoma to Sullivan, Missouri with an overnight stop in Springfield, Missouri.

This event is open to everyone, any type of vehicle, dash plaques and window decals will be supplied for all registered vehicles and event T-shirts are available for purchase. Show your community pride by welcoming these Route 66'er's on your outdoor signs!

For more information visit www.missouri66.org.

Visitors Statistics

Surveys are conducted with visitors to our area. Here are some interesting results: 40% of visitors have an annual income of \$50-\$99K, 26% \$25-\$49K

87% Stay in hotels, 8% camp

31% Spend between \$501-\$1,000, 31% Spend between \$1000-\$2000

Reason for visiting Pulaski County?
 2% Business, 9% Visit Family
 24% Vacation, 63% Fort Leonard Wood related

Visitors stay an average of 4 nights and eat out an average of 6 times during their visit to Pulaski County

SHOW-ME STATE GAMES PRESENTS THE HOOAH! SPORTS CHALLENGE AT FORT LEONARD WOOD

St. Robert, MO - The Show-Me STATE GAME the Pulaski County Tourism Bureau are pleased to announce the Show-Me STATE GAMES will feature the HOOAH! Sports Challenge at Fort Leonard Wood, September 28-30, 2007. The three-day event will provide registrants a chance to participate in a variety of events at the unique facilities of Fort Leonard Wood. Basketball, Trap & Skeet, 3D Archery, Bowling, Golf, and a 5k run event are being offered to participants of all ages.

"Hooah", is an expression of high morale, strength and confidence used by all branches of the U.S. Military, although the Marines pronounce it as "OohRah." When powered by an overwhelmingly proud, and usually loud, tone of voice, hooah seems to stomp out any possibility of being bound by the written word. It applies not only to the letter of what was said, but to the spirit of what was said. A term that reflects the spirit of the Show-Me STATE GAMES.

This event will draw hundreds of people from outside of our area and is a great opportunity for local businesses to expose their business to new customers. Several opportunities exist to participate. Contact Andy at the Tourism Bureau for information regarding how your business can participate.

VisitMO Coupon Program

Learn about the Missouri Division of Tourism's Coupon program by visiting their website at: <http://www.visitmocupons.com/docs/programoutline.pdf>

Summer Hours are Memorial Day Weekend through Labor Day Weekend
 Mon-Fri 8am-5pm
 Sat-Sun 9am-3pm

Comments or suggestions regarding "Tourism Tips"? Contact Beth Wiles at bethw@visitpulaskicounty.org

Marketing Tips.... Following Up On Customers

What is one of the biggest mistakes made in marketing?

When a company spends much time, energy, and money on an ad or an inquiry-generation program and they don't follow up. Measure your advertising success by asking your customers how they heard about you. Was it through your print advertising, and which one? Was it a radio ad? TV Ad? Billboard ad?

When your company receives a lead with contact information is staff following up with a brochure or flyer? Is a second contact made to follow-up, by phone, mail or email?

Once the lead is several months old survey the lead; find out if the materials you are sending them meet their expectations. Have they visited your establishment? If not, are they still planning to visit? If they have, what is was their experience regarding; service and product.

This information can assist you in determining future advertising campaigns as well as provide you with a list or database of contact information to send out future campaigns for specials that you may offer. You will also discover areas that your company excels in, regarding customer expectations, and also allows you to determine if there are areas that need attention.



TOUR OF MISSOURI PATTERNED AFTER THE FAMOUS TOUR DE FRANCE

September 11-16 Missouri will host thousands of cyclists during the Tour of Missouri. Participants will cycle across Missouri from Kansas City to St. Louis, stopping in Springfield, Branson, Lebanon, Columbia, Jefferson City and St. Charles. Tour of Missouri will be in Lebanon September 14th. To learn more about the event visit www.touofmissouri.com

Area Happenin's

July

28th Old Settler's Day – Waynesville
7th Monthly Flea Market and City Wide Yard Sale, Crocker
28th Freedom Ride and Fort Woodstock Music Festival, FLW

August

3rd Relay For Life all night walk-a-thon, Richland
5th FORR Memorial Ride, Laquey
8th Masonic Lodge Golf Tourney, Richland
10-11th National Truck Pull, Richland
30-Sept 3 – Bluegrass Pickin' Time, Dixon
31st – Sept 3 FORR Homecoming, Laquey

September

1st Railroad Days, Crocker
2nd Lynard Skynard, FLW
2nd Camp Barnabus Auction & Fireworks, Richland
28-30th ShowMe Games Hooah! Sports Challenge, Fort Leonard Wood

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

for more information

If you have an event to list: call 573.336.6355 or fill out the event information form at www.visitpulaskicounty.org/eventform.html

Submit your vendor or participate applications for download from our website. See others at www.visitpulaskicounty.org/events.html

2007 Mid Year Report

Top Publications we receive leads from:

Missouri Spring Insert
Southern Living
Missouri Vacation Planner
Midwest Living

Web Stats

Page Views: 158,598

Unique IPs: 38,653

Top referring sites: wood.army.mil, Strobert.com, visitmo.com, buy-sellftwoodarearealestate.com (Eagle Real Estate), flw-guidon, waynesville-strobertchamber.com, relocated-america.com

Top Domain Names we use to track advertising:

Flwldging.org, ToursinPulaski.org
ReunionsatFtWood.org, pcmo.info

Top Pages: Lodging, Fort Leonard Wood, map, calendar, restaurants, Shopping, Waynesville, St. Robert
Brochure Downloads: Historic Driving Tours, 2007 Visitors Guide, Hotel Rack Card Waynesville City, Sports Guide, Richland City, Crocker City, and Stagecoach Stop

Co-Op Marketing Assistance

(Funding for advertising community events and projects.) 12

Learn more about what the
Tourism Bureau does by visiting
www.visitpulaskicounty.org/Industry/partners.html

ASSOCIATIONS

MACVB - www.macvb.com
Missouri Association of Convention and Visitors Bureaus
MDT www.visitmo.com
Missouri Department of Tourism
MTC www.missouritravel.org
Missouri Travel Council
ABA www.buses.org
American Bus Association
MRA – www.morerestaurants.org
Missouri Restaurant Association
NRA – www.restaurant.org
National Restaurant Association
MHLA – www.lodgingmissouri.com
Missouri Hotel & Lodging Association
NTA – www.ntaonline.com
National Tour Association
TIA - www.tia.org
Travel Industry Association
TRN – www.reunionfriendly.com
The Reunion Network