

Association Meetings

- October**
 12-14 MHLA
 20 Missouri Day
 Statewide
 20-23 Team 2004 Sports
 Show, Houston TX
- November**
 3-6 Travel Media
 Showcase
- December**
 9 Missouri Tourism
 Commission
 meeting, Jefferson
 City

Highlights:

Welcome	1
September Meeting	1
Survey Results	2
Business over Breakfast	2
Area Events	2
Year to Date Stats	2
PCTB Scouts	2

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

Pulaski County Tourism Represented At Governor's Conference

Tourism Representatives just returned from the 2004 Governor's Conference. The Governor's Conference, sponsored by the Missouri Travel Council, offers various courses related to tourism. Representatives attended seminars regarding email and internet marketing skills, agritourism information, trends and statistics, and promoting sporting events. Attending the Welcome Reception was Gov. Bob Holden and Lt. Gov. Joe Maxwell. Those representing Pulaski County were: Andy Thiem director, Bob Sutcliffe, Todd Bailey; board members and Beth Wiles, business manager.

Lodging Meeting Recap

The Quarterly Lodging Meeting was held September 8th at Country Kitchen in St. Robert.

The newly developed Orientation program was discussed. Bureau representatives will present an orientation class to tourism related businesses. This will benefit all frontline personnel in assisting visitors in the county. Orientation will provide information regarding the amenities of the Visitors' Center, attraction information and how to answer visitor's questions.

Co-op advertising opportunities were also discussed. The deadline for joining in the co-op advertising for the Missouri Vacation Planner was September, but future opportunities will be available for other magazines such as Southern Living, and the Missouri Spring Insert among others. The program enables tourism related businesses such as lodging facilities, restaurants, and attractions the ability to advertise in publications that they otherwise would be unable to afford.

County Ambassadors

The Tourism Bureau is looking for ambassadors to greet visitors stopping by the Visitors' Center. Flexible hours. Call 573-336-6355 for more information.

Calling All Flyers

If you did not take advantage of advertising your tourism related business in the spring update of the Guest Resource Guide, now is the time to gather your flyers to have them inserted in the fall update. Flyers should be on 8x11 paper, they may be a full sheet or they may be in the form of a tri-fold. Be sure to list your business name, services offered, hours of operation, address, phone number and map to your location. These Guest Books are dispersed to area lodging facilities as well as campgrounds. We will need 60 flyers by November 15th for your business to be included.

This is a complimentary service to both the businesses and guests by the Tourism Bureau.

WELCOME!

How many of you have gone to a town for a special event and saw various signs welcoming groups, "Welcome Race Fans", "Welcome Classic Car Club" etc? Why do they do this? It grabs the attention of the attendees. Who do you think they will patronize first? When attending a special event would you stop in the gas station or restaurant welcoming you? Or one that doesn't appear to realize anything special is going on in town? With that in mind, mark your calendars and welcome the following groups:

- Oct 6th 97th Infantry Reunion
- Oct 12-15 Chemical Conference
- Oct 20th and 27th Central Bank
- Oct 22nd Sue Patton Tours
- Oct 22-23rd Special Olympics
- Oct 29th Select Tours and Travel
- Nov 4th St. Elizabeth Tours

And the Survey Says...

The Tourism Bureau Visitors Survey program is now in place. This is an ongoing program to collect statistical information from visitors to our area. Surveys are collected by lodging facilities and the Visitor's Center. Surveys have been received from Comfort Inn, Microtel Inn, Star Motel, Fairfield, and Best Western.

Some interesting facts are:

Visitors choose to visit Pulaski County for a variety of reasons.

41% Military Graduation
16% Business
16% Traveling through the area
14% Visiting family
13% Planned vacation

When staying in Pulaski County visitors did the following activities:

23% Toured the museums of Ft Leonard Wood
16% Attended a special event
11% Shopped
8% Stopped at frog rock
7% Took in a movie
6% Enjoyed our scenic rivers
6% Took a walk along the Roubidoux river
4% Toured the Courthouse Museum

Area Happenin's

October

Buckhorn Halloween Bash is held the weekend of Halloween at the Shrine Club, Laquey. For more information call: Freedom Road Riders at 573-759-5034
Richland Haunted House, is held near Halloween in the Richland Community Center. For more information call: 573-765-5128.

November

Waynesville St Robert Study Club Bazaar is held the 1st Saturday at the St. Robert Community Center, St. Robert. For more information call: 573-774-2464.
Veterans Day Parade held Veterans Day at 11 am. For more information call: 573-336-5121.
Richland Christmas Bazaar, held the second weekend from 9am-4pm at the Richland City Gym. For more information call: 573-765-5128.

December

Crocker Downtown Christmas is held the first weekend in downtown Crocker. For more information call: 573-736-5327.
Laquey Lions Craft Show and Parade is held the 1st Saturday at the Laquey School, Laquey. For more information call: 573-765-7867.
Holiday in the Park is held the 1st Sunday at the St. Robert Community Center. This event follows the Lions Club Parade held at 1pm from West Waynesville into the town square. For more information call: 573-451-2000.
Christmas on the Square is held the 1st Thursday at 6:30pm on the Square in Waynesville. For more information call: Susan Neuman at 573-774-6000.
Richland Christmas Parade, held the second Saturday at 11am in Richland. For more information call: 573-759-5128.
Christmas on the Boulevard is held the first part of December on St. Robert Blvd, St. Robert. For more information contact: Comfort Inn 573-336-3553.

Top 5 restaurants visitors dined at:

Ruby Tuesday's 30%
Cracker Barrel 18%
Aussie Jack's 16%
Ryan's 8%
Pizza Hut 6%

While visiting Pulaski County, visitor's also visited the following destinations:

St. Louis 29%
Springfield 20%
Rolla 23%
Lebanon 14%
Lake Ozarks 14%

Join the PCTB Scout Crew

The Tourism Bureau is seeking individuals to assist in scouting for information regarding Pulaski County. We often receive requests from film and media sources for a variety of locations, for filming movies, TV specials, and print articles. When we receive an inquiry for a specific type of location or subject we email our scouts to advise us of possible ideas.

Film productions can bring thousands of dollars to a community. Articles written about our county will also peak the interest of travelers. Media production benefits lodging facilities, restaurants, service providers, construction, lumber and hardware stores. To join the PCTB Scout Crew email us at email@VisitPulaskiCounty.org

Year-To-Date Stats

Inquiries 12,981
Film Locations 7
Tradeshows 7
Co-Op Marketing Assistance 10
Volunteer Hours 96

Recent Group Tours

Faust Tours
Caren's Charters
American Legion

Tourism Sponsoring October Business Over Breakfast

The Pulaski County Tourism Bureau is sponsoring the October 28th Waynesville/St. Robert Chamber of Commerce Business over Breakfast. The breakfast will be held at the Ramada Inn, St. Robert at 7:30am. We invite you to learn what tourism can do for you, your business and our communities! We will discuss local attractions; display our marketing materials and more.

To RSVP please call the Waynesville/St. Robert Chamber of Commerce at 573-336-5121, by October 26th. Breakfast is \$8.00 per person.

2005 Events

The Pulaski County Tourism Bureau is gearing up for the 2005 Co-op Marketing Program, which provides financial assistance for events occurring in Pulaski County. Monies are used to market events through print and broadcast advertising. For 2005 Co-op Marketing program information, requirements and forms contact the Tourism Bureau at 573-336-6355 or by emailing us at : email@VisitPulaskiCounty.org

Events receiving Co-Op Marketing Funds for 2004 were:

Tri-County Fair
National Truck Pulls
Pulaski County Regional Fair
Dixon Cowdays
Southern Gospel Reunion
Railroad Days
Paw Paw Daze and Swap Meet
"Toughest on Dirt" Rodeo
Richland Golf Tournament
Waynesville/St Robert Chamber Basket Auction

The Tourism Bureau is also working on the 2005 Calendar of Events. Event information is listed in our directory, on our website and lobby board, released to local media and regional magazine publications, listed with various websites and linked with surrounding communities. To be included simply call 573-336-6355 or you may go to www.VisitPulaskiCounty.org/events.html and complete our Event Form.