

## **Pulaski County Tourism Bureau Facts**

### **Questions? What is the Pulaski County Tourism Bureau? Own a Businesses In Pulaski?**

**Q: What is the Pulaski County Tourism Bureau?** The Pulaski County Tourism Bureau (DMO – Destination Marketing Organization) is a not for profit organization that serves as the certified destination marketer. The DMO markets tourism attributes, offers complimentary group travel services which include arranging site tours, checking hotel and meeting space availability, operates a Visitors Center and connects you to local attractions.

**Q: Why is the Pulaski County Tourism Bureau valuable to a visitor, business traveler, or meeting planner?** The Pulaski County Tourism Bureau is your destination expert. No matter the size of your group the DMO acts as a neutral resource, assisting as a liaison when planning for a meeting, conference, group, media, business or leisure travel. We are happy to assist group planners with providing conference materials (such as name badges, lanyards, welcome bags) and suggest conference activities to allow individuals to take advantage activities and attractions. We also develop online and print informational programs to help visitors decide on Pulaski County as a vacation spot and enhance their stay while in the area.

**Q: If the Pulaski County Tourism Bureau doesn't charge for their services, how do they make money?** We operate and manage funds collected through the Pulaski County Transient Guest Tax. Lodging properties collect a 3% tax from visitors that book accommodations in Pulaski County. The Guest Transient Tax is legislated for use to market the County as a tourist destination and operate a Visitors Center.

**Q: Why are meetings and tourism important to DMOs?** Travel and tourism enhances the quality of life for a local community by providing jobs, bringing in tax dollars for improvement of services and infrastructure, and attracting facilities like restaurants, shops, festivals, and cultural and sporting venues that cater to both visitors and locals.

**Q. My family is planning a vacation. Will you book our rooms?** All our lodging partners are listed on the website. We do not have a reservation system so you will need to call or visit their website. We do advise contacting them directly. Often times you can find a better rate and you will not be paying a booking fee. Be sure to visit [PulaskiCountyUSA.com](http://PulaskiCountyUSA.com) for listing information which includes lodging, restaurants, attractions, shopping, recreational and transportation needs.

**Q. Does the DMO put on events?** No, we do not. We market events that occur in Pulaski County. There are times that we book "events" to be held here but they are planned by an outside planner. These events are a marketing opportunity (I.E. Fireball Run), or bring in a large number of participants; I.E. National Speleological Conference, BigBAM, Military Vehicle Convoy.

**Q. Where is the Visitors Center?** It is located at 137 St. Robert Blvd., St. Robert, MO. The upper floor is the Visitors Center and Tourism Bureau Administrative offices. The lower level is Tourism Bureau meeting room and storage.

The Tourism Bureau leases space to the Waynesville-St Robert Chamber of Commerce and the Pulaski County Growth Alliance. These offices are accessible from a parking area and entrance on the north side of the building. They are separate entities operating under different missions, boards, budget, etc. Think of it this way, just like a strip mall with a clothing store, restaurant and beauty salon. All separate businesses, under one roof, with separate entries.

**Q. Are all DMO's (Destination Marketing Organizations), the same?** No. The majority are funded through a Guest Transient Tax. All market their destination due to the statute concerning the Guest Tax. Some may be a department of the city, county or another organization. Some receive funding from other sources; city, county, restaurant, transportation and/or attraction tickets. Some operate a Visitors Center, most do not.

The Pulaski County Tourism Bureau is funded solely by the Guest Transient Tax. This tax is used to market to the destination, service the visitors and operate a Visitors Center. We are a 501C6, stand alone entity, which reports to an 11 member board and to the County.

### **Pulaski County Businesses**

**Q: I own a business in Pulaski County. Do I need to pay to participate?** Our services, assistance, referrals are part of the service we provide to our visitors. There are numerous programs you may participate in free of charge. There are 4 advertising programs you may choose to participate in.

**Q. How do I participate?** Notify the Pulaski County Tourism Bureau about your business and keep information (Services, hours, brochures), up-to-date. This can be done through the Partner Extranet, email, phone call or stopping by the Visitors Center. The more information we know about you, the better we are able to serve the visitors to Pulaski. See the Partner Marketing Menu for details.

**Q. I own a business in Pulaski County will you advertise for me?** Only through programs available within our Partner Marketing Menu. We are a destination marketer not an advertising agency. If you are looking for assistance in radio, billboards, posting to your social media, graphic design, etc., this type of advertising needs to be done and paid for by your business. There are business in Pulaski County that offer these services. Please call for referral information.

**Q. I own a business or am planning an event outside of Pulaski County, can you help me?** Regarding the marketing and special visitors programs that we have developed, participants must be in Pulaski County or the event must occur in Pulaski County.

Regarding the Visitors Center; We have a reciprocal brochure program. If you are an attraction or community, in the state of Missouri, we have space available for your rack card or brochure. All we ask is that you display our Visitors Guide at your location.