



Leading Missouri in becoming one of America's most memorable tourist destinations.
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2007 Vacation Planner

New Look, New Features



The 2007 Official Missouri Vacation Planners are on the shelves just in time for holiday fun and travel.

You'll notice this year a new and colorful format as well as features celebrating the pageantry of Missouri baseball, the surprising places where Missourians shaped global history, and the variety of amusement and water parks. You'll see regional stories that transport readers to favored small-town destinations, historic

churches and cemeteries and Missouri state parks. Day-trip adventures to caves, museums, Civil War sites and wineries are also in the mix.

Winning photographs from Missouri Tourism's photography contest are showcased in the 2007 Planner; many others submitted for the contest appear throughout the publication.

As always, free copies of the Official Missouri Vacation Planners will be available at chambers of commerce, convention and visitors bureaus and state Welcome Centers; by calling 800-519-4800; or by logging on to VisitMO.com.



Happy Holidays

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Clicking Coupons

A new visitor service, VisitMOCoupons, is coming online to promote Missouri's tourism industry and to save our visitors a little money along the way.

In partnership with the Missouri Division of Tourism, Welcome Center Services Inc. is developing, and will operate and market the new program, which is scheduled to launch Dec. 15.

The new Web site will link from VisitMO.com and feature discounts and special offers from participating Missouri businesses. The program was created to encourage travelers to visit

Missouri's wonderful destinations and attractions while enjoying cost savings determined by business proprietors.

For further information, please contact Chris Bartels, Welcome Center Services Inc., 314-503-0457 or at chris.bartels@visitmocupons.com.



Dear Tourism Partner:

Last Christmas, I received a GPS unit as a gift from my wife, Jackie. Little did I know then that I would, a year later, be using it to travel Missouri as the new Division of Tourism director.

The GPS has proven to be a remarkable navigation tool, and I am happy to have it. Yet I still turn to my trusted paper maps. I'm learning this combination of tradition and high-tech is also important to our visitors. Some folks prefer thumbing through our paper Vacation Planner. Others are more inclined to click through pages of VisitMO.com. Many appreciate the availability of both.

That's why MDT is dedicated to promoting Missouri travel in a variety of ways – print, broadcast and Internet among them. In the spirit of the season, we can think of this range of communication tools as the gifts we give our visitors to make their Missouri travel experience as easy and enjoyable as possible.

Five lucky visitors to VisitMO.com are sure to be merry when we present them with a \$500 holiday shopping spree from the online 'Tis the Season giveaway. For everyone else, we have a sleigh full of other deliveries, including the 2007 Official Missouri Vacation Planner, the 2007-2008 state highway maps and VisitMOCoupons.

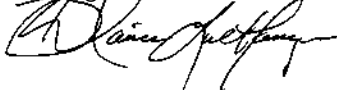
We will ring in the new year by putting together our five-year strategic plan. The first stage of this process began last month at a full-day planning session during which MDT staff discussed everything from mission statements to new international markets.

Since that time, we have continued to think of exciting ways of packaging and promoting Missouri tourism. For example, we are looking to put a greater tourism spin on September's "Tour of Missouri" pro cycling race. We are considering all the ways we might capitalize on interest generated by the upcoming Jesse James movie. We are planning press tours unlike any before. And we are exploring partnerships with other states, with other Missouri agencies and organizations, and with newly designated DREAM communities.

I encourage you, our partners in tourism, to think creatively and strategically along with us, as this plan will serve as a road map for the Missouri tourism industry. I look forward to hearing your ideas on how we can work together to guide more visitors to and through our state.

In the meantime, I wish you and yours a joyous holiday season. As you shop for friends and family, be sure to pick up a few Missouri travel-related gifts. Gift certificates for restaurants, resort packages and event tickets are great stocking stuffers. Of course, a shiny new GPS loaded for Missouri travel might also be perfect for someone on your list. But go ahead and wrap it in a map, just for good measure.

Best regards,



Blaine



Important Calendar Dates

December 1

Opening of new, temporary Welcome Center
Joplin, Missouri

December 8

Missouri Division of Tourism Commission meeting
Kansas City, Missouri

December 15

VisitMOCoupons.com launch

2007

January 9-14

Sport Show
Kansas City, Missouri

January 27- February 1

ABA Marketplace
Grapevine, Texas

February 6-11

Sport Show
St. Louis, Missouri

April 21-25

TIA International Pow Wow
Anaheim, California

April 26-28

NTA Tour Operator Spring Meet
Kelowna, British Columbia

April 26-28

International Destination Expo
Jeju, Korea

May 9-10

Missouri Travel Council Missouri Bank Travel Exchange
Jefferson City, Missouri

July 17

Missouri Travel Council Joint Meeting Planners Tradeshow
Jefferson City, Missouri

August 27-28

Missouri Travel Council Missouri Showcase Marketplace
St. Louis, Missouri

September 11-16

Tour of Missouri Pro Cycling Race

September 26-28

CenStates Chapter TTRA Annual Conference
Madison, Wisconsin

November 2-6

NTA Annual Convention
Kansas City, Missouri

The Bus Stops Here



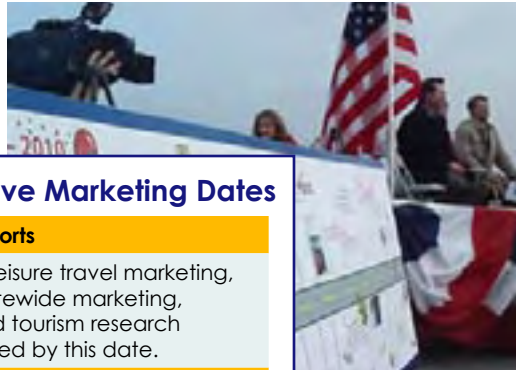
BransonFest, Ozark Mountain Christmas and the Kansas City Country Club Plaza Lighting Ceremony were named to the American Bus Association's (ABA) Top 100 Events in North America for 2007. Ozark Mountain Christmas also made the association's list of internationally known events.

The program highlights the best events for group travel in the United States and Canada. Each spring, ABA-member motorcoach and tour operators select 100 favored events. The

following September, winners are announced.

Missouri's winning events were selected from hundreds of celebrations, festivals, fairs and commemorative events submitted to ABA by state tourism offices and local and regional CVBs. The Missouri Division of Tourism sought entries from around the state and nominated six events for consideration, including the three winners.

Highway Upgrade



Last year, voters in Macon, Shelby, Monroe and Marion counties approved the formation of a Transportation Development District and implementation of a half-cent sales tax to partially fund the upgrade of 52 miles

of Route 36. The project began last month with a groundbreaking and a Celebration of Partnership.

The upgrade to four lanes will include the following sections:

- **Hannibal to Monroe City**
November 2006 - September 2008
11.5 miles of roadway
- **Monroe City to Shelbina**
November 2007 - December 2009
18.4 miles of roadway
- **Shelbina to Macon**
January 2008 - December 2010
22.5 miles of roadway

Traffic will be maintained on the existing Route 36 during construction; however, temporary side road closures will be required on occasion. MoDOT will make every effort to minimize inconvenience to drivers. For details on construction, visit www.modot.gov.



New MDT Staff Member

Missouri Division of Tourism welcomes Lynn Pickerel to the Communications staff – and back to the wonderful world of tourism. Before moving to Columbia, Missouri, Pickerel worked for Pennsylvania's tourism industry.

Pickerel's responsibilities at MDT will include editing listings for VisitMO.com and the *Official Missouri Vacation Planner*, and writing press releases and various communication materials, including this, the *Tourism Monitor*. She will also assist the division in exploring emerging communication methods such as podcasting.

Over the course of her 20-year career, Pickerel has been the owner of an advertising creative boutique; an instructor of continuing education courses in publications planning; the director of communications for Pennsylvania's Laurel Highlands Visitors Bureau; and a marketing director and writer at the University of Missouri-Columbia. She has also done a great deal of freelance writing.

She and her husband, Michael, together have six children and a grandson. Pickerel's interests include cooking, gardening, reading, kayaking and weekend adventures to parks and cities throughout – where else – Missouri.

Important Cooperative Marketing Dates

FY06 Project Summary Reports

Dec. 1, 2006 – Reports for leisure travel marketing, convention marketing, statewide marketing, destination advertising and tourism research projects must be postmarked by this date.

FY08 Draft Applications

Dec. 1, 2006 - Optional drafts of leisure travel marketing, convention marketing, statewide marketing and tourism research applications due.

FY07 Projects

Dec. 31, 2006 - Small project marketing summer/fall projects end.

Jan. 1, 2007 - Small project marketing winter/spring projects begin.

FY08 Final Applications Deadline

Jan. 31, 2007	Leisure Travel Marketing
	Statewide Marketing
March 1, 2007	Convention Marketing
	Tourism Research
April 15, 2007	Summer/Fall Small Project Marketing
July 1, 2006 – 5 p.m.	Destination Advertising
April 15, 2007	Brochure Program
Sept. 3, 2007	Winter/Spring Small Project Marketing

Questions? Please contact Becky Heeren (573) 751-3246.