

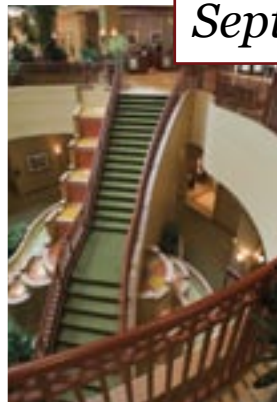


Leading Missouri in becoming one of America's most memorable tourist destinations.
 July 2006 Vol. 35, No. 7

Governor's Conference on Tourism Coming Soon



*Mark your calendar
 Sept. 18 - 20*



Mark your calendar for Sept. 18 - 20, as another great educational and networking opportunity is just around the corner. You won't want to miss the 38th Annual Governor's Conference on Tourism, which this year will be held in St. Charles. An exciting array of speakers and edu-



Share a Day at the Fair, Aug. 10-20

Once again, the Missouri Division of Tourism is offering to "Share the Fair" with Missouri communities, chambers of commerce and CVBs. The division will sponsor a booth in the air-conditioned Agriculture Building all 10 days of the Missouri State Fair in Sedalia, to distribute *Missouri Vacation Planners* and promote the Fall Getaway promotion.

MISSOURI STATE FAIR



AUG. 10-20, 2006 • SEDALIA, MO
WWW.MOSTATEFAIR.COM

Missouri communities are invited to share the booth, at no charge, for a day. Each participating community will be allowed a portion of the exhibit space to promote their own area and special events. As space and days are limited, we encourage you to reserve your day NOW!

For information or to reserve a day, call Jeff Wohlt at 573-526-8027 or e-mail him at jeff.wohlt@ded.mo.gov.

ational sessions await those who attend. Marketing strategies, public relations and methods to enhance cultural tourism opportunities are just a few of the topics from which to choose.

Registration materials for the 2006 Governor's Conference on Tourism are coming soon. This year's conference will be at the beautiful, newly constructed St. Charles Convention Center, with lodging at the adjoining Embassy Suites Hotel. Room reservations may be made by calling 636-946-5544. For information, contact Jeff Wohlt at 573-526-8027 or e-mail him at jeff.wohlt@ded.mo.gov

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Trainsition

by John Robinson

The carnation in the vase was real. It was the only living witness to our conversation.

He asked the waiter for a western omelette. She ordered wheat toast. When it came, she spread marmalade thickly across the buttered top and wiped the knife clean against the crust. The train rocked as it rolled. I spilled coffee onto the table cloth.

"Sailing in Missouri?" she sounded skeptical.

"Best sailing in the Midwest. Stockton Lake. One of the best in the country."

His eyes shifted from his omelette to serve me a look of humored disbelief. They were an elegant couple, on a leisurely trip. They struck me as people who had been a lot of places.

"Believe what you want," I said. "Sailors know."

"Next thing you'll tell us Missouri has great wines."

I pointed out the window

The train eased up to an old railroad depot. The building was smote by weather and time, but proud just the same. Surprisingly, in this remote area, a dozen people got off the train. Twenty others boarded. Soon the scene began to roll slowly across my picture window. I gazed out over the town, what town I could see. Imagine a fancy hotel here, I thought, one with a railroad theme. It would feature opulent sleeping rooms, with every modern comfort, and the finest furnishings. Throughout the hotel, beautiful wooden display cases would be set into the walls, showing pictures of roundhouses, and stories of Casey Jones and the City of New Orleans. Visitors would check in at a railroad ticket booth, and walk among model trains and switching equipment. As they swim indoors, guests would cue water to gush

"Sailing in Missouri?"

as the train raced through another small town. "See that main street? It's the model for Main Street at Disneyland and Disney World."

They looked at each other and smiled. "Thanks for the entertainment." They excused themselves and caromed back to their Pullman suite. I looked out the big picture window as the train began to slow. "La Plata." The conductor strode through the dining car. "Next stop, La Plata."

into the pool from a suspended boom, the way it poured into the old engine tenders. What if La Plata built a hotel like that?

They did.

The server brushed the wheat toast crumbs from the linen tablecloth. He provided fresh place settings opposite me, and seated the next couple. They looked elegant, leisurely, well-traveled.

"So what do you do?"

The train sped on, and so did I, onto something new.

Important Calendar Dates

July 18

Joint Meeting Planners' Tradeshow,
Jefferson City

July 29-August 3

International Motor Coach Group Conference,
New York

August 19-22

ESTO,
St. Paul, Minn.

August 20-21

Missouri Showcase Marketplace,
Excelsior Springs

August 22-25

Travel Media Showcase,
Fayetteville, N.C.

September 8-12

Student Youth Travel Association Conference,
Boston, Mass.

September 10-12

American Society of Travel Agents,
Orlando, Fla.

September 18-20

Missouri Governor's Conference on Tourism,
St. Charles

September 28-29

Censtates TTRA Marketing / Research Conference,
Boston, Mass.

October 10-11

National Conference for Attraction Professionals,
Boco Raton, Fla.

October 11-13

TIA Marketing Outlook Forum
Boco Raton, Fla.

November 3-9

National Tour Association Convention,
Salt Lake City, Utah



MDT Collecting Missouri B-Roll Footage

On behalf of the Missouri Division of Tourism, MMG Worldwide is asking the tourism industry for b-roll footage of your attraction or destination. Broadcast journalists often request b-roll footage when featuring travel destinations, and it would be useful to have these materials readily available to better promote Missouri tourism. Please send b-roll footage, preferably on Digital Beta or Beta SP, to Abbey Koch at:

MMG Worldwide
4601 Madison Ave.
Kansas City, MO 64112

Please feel free to contact Abbey Koch, akoch@mmgworldwide.com, or Jessica Taveau, jtaveau@mmgworldwide.com, with any questions.

Important Cooperative Marketing Dates

FY06 Program

Aug. 31, 2006	Deadline for Quarterly Project Update/Reimbursement Request.
July 18, 2006	Final FY06 Quarterly Project Update/Reimbursement Workshop with discussions on completing the FY06 Project Summary reports – Harry S Truman Bldg., Jefferson City.
Dec. 1, 2006	Deadline for Project Summary.

FY07 Program

Please take careful note of the information included in the contract packet mailed to participants late in June.

July 1, 2006	FY07 Program Year begins.
July 1, 2006 through April 15, 2007	FY07 Brochure application due at MDT.
Sept. 1, 2006	FY07 Small Project winter/spring marketing applications due at MDT by 5 p.m.
Nov. 30, 2006	1st Quarterly Project Update/Reimbursement Request due.

MARK YOUR CALENDARS and PLAN TO ATTEND:

FY07 Reimbursement Workshop Schedule - Informational and education workshops are scheduled for:

Sept. 7, 2006	St. Louis Convention and Visitors Commission
Sept. 12, 2006	Sikeston-Miner Convention and Visitors Bureau
Sept. 13, 2006	Springfield Convention and Visitors Bureau
Sept. 27, 2006	Truman Presidential Museum and Library, Independence
Oct. 3, 2006	Harry S Truman Bldg., Room 493, 301 W. High St. Jefferson City
Oct. 12, 2006	Harry S Truman Bldg., Room 493, 301 W. High St. Jefferson City

Workshops will be presented from 1:30 to 3:30 p.m. to assist participants with the reporting and reimbursement process.

FY08 Application Seminars - FY08 Program materials will be made available online Aug. 1, 2006. Informational and education seminars are scheduled for:

Sept. 7, 2006	St. Louis Convention and Visitors Commission
Sept. 12, 2006	Sikeston-Miner Convention and Visitors Bureau
Sept. 13, 2006	Springfield Convention and Visitors Bureau
Sept. 27, 2006	Truman Presidential Museum and Library, Independence
Oct. 3, 2006	Harry S Truman Bldg., Room 493, 301 W. High St. Jefferson City
Oct. 12, 2006	Harry S Truman Bldg., Room 493, 301 W. High St. Jefferson City

Seminars will be presented from 9 a.m. – noon to provide important information for program veterans as well as interested newcomers on program basics, what's new for the upcoming program year, the application process, program certification and outcome measurement.

REGISTER NOW!

On the Web: www.VisitMO.com, Click "Industry Info," click "Cooperative Marketing" "Workshop & Seminar Information."

Questions? Please contact Becky Heeren, (573) 751-3246, or Kathryn Capps, (573) 526-1551

Press Tours Shine Light on Caves, Wine Region



Fantastic Caverns



Crown Valley Winery

The Missouri Division of Tourism continues to host press tours as part of its public relations efforts. Three travel writers visited attractions above and below Missouri during the Caves Press Tour, June 5-9. The group visited eight diverse show caves, as well as above-ground attractions in Hannibal, St. Louis, Pulaski County, Lake of the Ozarks, Springfield and Branson.

The division also worked in partnership with the Missouri Wine and Grape Board to host the Uncork an Adventure Tour June 12-15. Five travel and wine writers and the host of a syndicated radio travel program participated in the tour, which exposed journalists to the southeast Missouri wine region. While learning about Missouri wines and wineries, the group also visited Trail of Tears State Park, Bollinger Mill State Historic Site, Ste. Genevieve's historic buildings and charming downtown Kimmswick.

Please note that FY07 press tours are currently being planned. If you have suggestions for next year's press tours, please contact Tracey Berry at 573-751-3438 or tracey.berry@ded.mo.gov.

Travel Industry Applauds Continued Bipartisan Senate Effort

The Travel Business Roundtable (TBR) and the Travel Industry Association (TIA) applauded Senate Commerce Committee Chairman Ted Stevens (R-Ark.) and Sen. Patrick Leahy (D-Vt.) for their continued efforts to implement a sensible and effective Western Hemisphere Travel Initiative (WHTI). The WHTI is a massive initiative that would require all Western Hemisphere travelers to carry a passport or other secure identification card beginning Jan. 1, 2008. The Stevens-Leahy amendment, passed in the Senate Appropriations Committee, extends the new travel document requirement deadline to June 1, 2009, and challenges the government to meet certain milestones before implementation.

"It is crucial that we have a reasonable and effective

policy for Western Hemisphere travel," said Jonathan M. Tisch, chairman of the Travel Business Roundtable and chairman and CEO of Loews Hotels. "We applaud Senators Stevens and Leahy for their continued leadership and for recognizing the importance of this issue for travel, tourism and the American economy."

"The Stevens-Leahy amendment is a good first step toward developing a reasonable and effective policy that does not hinder travel into the United States and threaten U.S. jobs and economic viability," said Roger Dow, president and CEO of the TIA.

TBR, TIA and other leading national travel organizations strongly support enhanced security measures to protect our nation. However, the groups remain concerned that the

current Jan. 1, 2008, deadline poses a serious threat to cross-border travel between the United States and its neighbors within the Western Hemisphere. The industry is particularly concerned about the impact of the proposed WHTI on Canadian travel to the United States. The two groups will continue working with the administration to find workable solutions that enhance border security while facilitating the entry of millions of legitimate international visitors.

TIA is the national, non-profit organization representing all components of the \$645 billion travel industry. TIA's mission is to represent the whole of the U.S. travel industry to promote and facilitate increased travel to and within the United States.

(Source: TIA)