



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

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Publications Detail What **TOURISM** Means to Missouri

Updated versions of two of the Division of Tourism's reference publications are now available. The division's Annual Report FY05 and Tourism Little Book 2006 provide information about

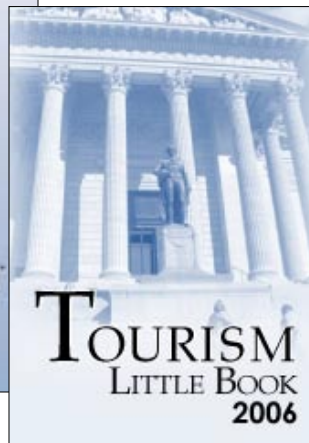
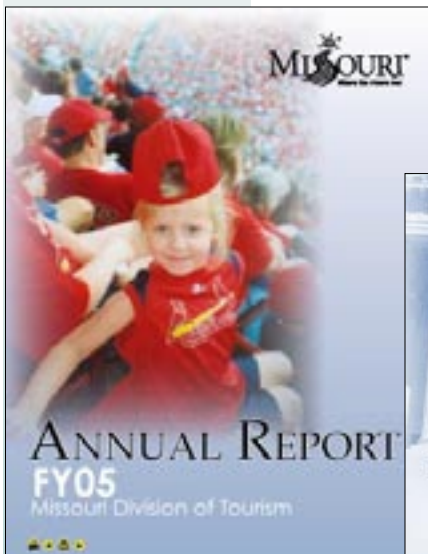
the economic impact of tourism, statistics about tourism employment and data about the division's budget and marketing expenditures for the past fiscal year.

Tourism's Little Book is a handy pocket-size guide that provides statistics on tourism's impact to Missouri. This year the beefed-up Little Book provides for the first time a county-by-county breakdown of the number of people employed in tourism. Also, for the first time it presents new data detailing how much property taxes lodging and entertainment venues contribute to the state's economy. The book contains information about various cooperative marketing programs

and spending and presents a brief history of the state's tourism program, along with the division's budget history.

The FY05 Annual Report takes on a new format this year as an online publication only. To save printing costs, MDT formatted the report to reside on the Web site www.VisitMO.com. The report offers a look at each of the division's marketing programs, results from advertising campaigns, employment, revenues from tourism, advertising responses and how the division invests its budget.

Copies of both publications are available online at www.VisitMO.com by clicking the Research link at the bottom of any page. Hard copies of the Little Book are available at the division's Jefferson City office by calling 573-751-3051.



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Missouri PR Team Takes on the Big Apple

Members of the public relations team from the Missouri Division of Tourism and its general market advertising agency, MMG Worldwide, along with MDT Director John Robinson, traveled to New York City in January to make in-person calls on editors of national media based there. During the media mission, the Missouri team was able to pitch tourism story ideas to editors at the following publications:

American Heritage
Bridal Guide
Budget Travel
Family Circle
Life Magazine

Outdoor Life
The New York Times
Town and Country Travel
Travel + Leisure Family
Travel + Leisure Golf

The public relations team is now following up the mission by compiling destination and attractions information based on feedback from the editors concerning their areas of interest.





The Lesson of Pickle Springs

by John Robinson

Driving home from a tour of the tragedy called Johnson's Shut Ins, I searched my mind for ideas to save tourism in Arcadia Valley. Along the way, a small brown sign pointed to Pickle Springs.

I took the bait.

There's a reason. The night before, at a contentious meeting with concerned citizens in Arcadia Valley – the land of Johnson's Shut Ins – a man asked if I had seen Pickle Springs.

He was on the right track. For hours that evening I'd spent my conciliatory capital, nearly preaching to the restless crowd about spinning their story positive. They were angry at persistent media reports that the Black River flood had shut down the whole area. "Your eggs are not in one basket," I urged, "so talk about your hidden charms."

Showcase Elephant Rocks. Describe the view from Taum Sauk Mountain. Relive the bizarre Battle of Pilot Knob.

But in my mental rolodex, Pickle Springs was a blank page.

I left the meeting, retreating to my hotel room. Flat on my bed, king of the remote control, I surfed through presentations of the 10 o'clock news. Indeed, reports left an impression that the Black River flood had shut down the whole area.

Next morning, along the road home, the sign sucked me in. At first, my plan was simple ... drive into Pickle Springs parking lot, circle and leave, satisfied to add Pickle Springs Natural Area to my

"Yeah, I've been there" list. But I knew that was dishonest. I parked next to the only other vehicle in the lot. Stepping out of the security of my car into smatterings of old snow, I walked a few yards toward the trail, following fresh footsteps, bending an ear toward the woods, listening for the owners of the pickup parked next to my car. In the February crisp, there was no sound.

At the head of the loop trail, their footprints turned left. I took the trail to the right, stopping after a few yards to peer into the wilderness. Realizing anew that winter always affords a better view of the forest, I kept walking. Within seconds, steep walls of a box canyon enveloped me. Sandstone boulders the age of the planet Pluto towered over my head, spring water seeped beneath. One foot followed the other down the path, powered by this unfolding carnival for the eye. With perfect theatrical timing, mother nature arranged her priceless sculptures before me.

Headwall Falls. Rockpile Canyon. Pickle Spring.

I wondered if John Muir or National Geographic ever visited this spot, with its collection of weather-beaten sandstone shapes, creations that Bryce Canyon would be proud to display.

Dome Rock. Owl's Den Bluff. Mossy Falls.

A part of me wants to keep these charms secret. They're rewards for observant Missourians and visitors

who've done their research. Another part of me shouts to the contrails that crisscross the heavens, punctuated by gleaming silver dots that carry passengers to LA and New York. "You don't know what you're missing."

"And the best is ahead of you!" The response startled me. Collecting myself, I greeted two backpackers as they approached. These were the guys from the pickup truck, parked in the lot. Father and son, by the looks of them. Never did I feel intimidated, despite the warnings of a few radical anti-trail folks who suggest that trails attract serial murderers.

Rational people know that murderers hate to hike. And the only serial this duo had in their sights involved other nearby geologic gems tucked into the St. Francois Mountains. Hawn State Park. Buford Mountain. Ketcherside Mountain. Royal Gorge Natural Area. Iron Mountain Lake. Millstream Gardens. Bismarck Conservation Area.

We marveled at the stunning beauty of this place. They foreshadowed what would unfold on the rest of my two-mile trek along the Pickle Springs trail.

Terrapin Rock. The Keyhole. Cauliflower Rocks.

I was amazed.

The discord of last evening's town hall meeting seemed a billion miles away. In reality, you can cover the distance from town hall to Pickle Springs in the time it takes to watch a sitcom. Fresh on my retina is the face of a TV reporter telling 250,000 visitors to Johnson's Shut Ins that the road is closed. Meantime, if they scratch a layer or two deeper into these oldest mountains on the continent, they'll find what I found.

Should I tell them? A part of me wants to keep these charms secret. The other part can't wait for the media to tell that story.

Missouri Travel Council Serves Up TOURISM at Capitol Days for Tourism February 22-23

Stop that flapjack! Missouri Tourism Commission member Rep. Maynard Wallace, Thornfield, perfects his pancake-flipping technique at the popular legislative breakfast.



Benny Shepack with the Quality Inn and Suites hotel in St. Charles prepares pancakes with Missouri Tourism Commission member Sen. Chuck Gross, St. Charles. Breakfast was served before the Joint Session of the House and Senate Committees on Tourism.



A Chris Cakes employee (center) watches as Missouri Tourism Commission member Sen. Maida Coleman (right), St. Louis, flips a pancake onto the plate of a hungry participant at the annual Serving Up Tourism pancake breakfast. The event highlights tourism's economic impact on the state's economy.



Important Cooperative Marketing Dates

March 1, 2006	FY07 Small-project marketing summer/fall applications due at MDT by 5 p.m.
April 15, 2006	FY07 Destination advertising applications due at MDT by 5 p.m.
May 31, 2006	Notification of FY07 awards Quarterly Project Update/Reimbursement Request deadline for FY06 projects
June 30, 2006	FY06 Program year ends
July 1, 2006	FY07 Program year begins FY07 Brochure application due at MDT between July 1, 2006, and April 15, 2007

Questions? Call 573-751-3246 OR 573-526-1551



New VisitMO Campaign Launches

This spring, the Missouri Division of Tourism launches its brand-new 2006 advertising "umbrella" campaign.

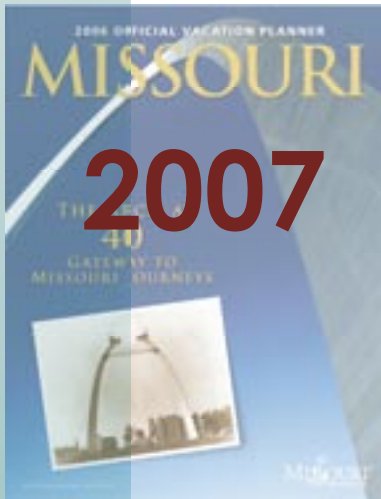
Created in response to advertising effectiveness studies and the increase in consumers researching travel options on the Web, the campaign has a singular message and a direct call-to-action – driving visitors to the Missouri Division of Tourism's Web site, www.VisitMO.com. Playing on the double meaning of VisitMO - Visit Missouri and VisitMO.com - the spots are different than typical tourism advertising because they focus on a Web site, rather than focusing solely on the state's attractions.

At VisitMO.com, consumers can obtain more extensive information about planning a trip to Missouri, including an opportunity to order the *Official Missouri Vacation Planner*. This advertising strategy allows the Division to effectively advertise in light of

recent budget cuts, which meant tightened production dollars and a reduced media budget.

The link below will lead you to the two new television spots (QuickTime files): www.VisitMO.com/adCampaigns.cfm?AdType=Television

For more information about the 2006 advertising campaign, contact Kim Lenox at 816-300-5148 or klenox@mmgworldwide.com.



Advertise in the 2007 Vacation Planner

For rate information on advertising in the 2007 *Missouri Vacation Planner*, please visit www.maddenpreprint.com/ratecards/mvp07/mvp_07_ratecard.pdf. For the 2007 publication, advertisers will have the opportunity to have their ad in the printed *Planner* and also linked in Missouri's first online *Vacation Planner*. Rich FX technology allows pages that turn and ads that are hot-linked back to the advertiser. For more information, please call 800-284-0584.

Add Your Business to the 2007 Missouri Vacation Planner

Between now and June 15, 2006, the Missouri Division of Tourism is accepting submissions from the industry for the 2007 *Official Missouri Vacation Planner*.

The annual publication carries more than 3,000 listings and chart items for attractions and accommodations around Missouri. Each year, a half million *Vacation Planners* spread the Missouri message to travelers throughout the United

States and abroad.

Industry members must use the Missouri Tourism Web site extranet (www.VisitMO.com/directory) to submit their listings for the 2007 *Planner*. Username and password information, extranet usage instructions and detailed descriptions of listings categories and criteria are available at the extranet web address. Industry members may contact Mike Murray, *Vacation Planner* editor, at 573-522-5501 if they run into difficulties submitting their listings.

No listings from the 2006 *Planner* will be automatically carried over to the 2007 edition. Industry members must update and re-authorize their listings online even when there has been no change in their business information.

The *Vacation Planner* carries listings and chart items in the following general categories: things to do, outdoors, equestrian, wineries and breweries, bed and breakfast, lodging, camping, golf and canoeing. Listings and chart items are published at no cost to business owners. Paid advertisements in the 2007 *Planner* are arranged through Madden Preprint Media, the publication's contract publisher. Call 800-284-0584.

Copies of the 2006 *Official Missouri Vacation Planner* may be ordered by calling 800-519-2100 or logging on to the Missouri Tourism Web site, www.VisitMO.com.



And the Nominees Are ...

The Missouri Division of Tourism is accepting nominations for the 2006 Tourism Awards. Presented at the Governor's Conference on Tourism each year, these awards are for you, Missouri's travel professionals. If you know of an individual or organization whose efforts to promote or develop tourism opportunities have enhanced tourism's role in Missouri's economy, please tell us about them. Winners will be recognized Sept. 20

during the awards banquet at the Missouri Governor's Conference on Tourism Sept. 18-20 at the Embassy Suites Hotel/St. Charles Convention Center. We must receive nominations before March 31, 2006. You will find the nomination form and criteria on our Web site at www.VisitMO.com. Click on Industry Info and then Governor's Conference to print the forms. For more information, call Mary Oberreither at 573-751-1908.



MDT Says Goodbye to Tourism Friend

Joplin Welcome Center's former supervisor and long-time tourism friend Wilma Webb passed away Feb. 3. Webb was the first Welcome Center supervisor and opened the Joplin center in July 1973. She retired in January 1982, but her love for Missouri continued and she enjoyed reading the annual *Vacation Planner* as well as the *Missouri Conservationist*. She will be missed by many members of the tourism industry.

Wilma Webb was the first Welcome Center supervisor and opened the Joplin center in July 1973.

Important Calendar Dates

March 9-10
Missouri Association of RV Parks and Campgrounds (MOARC) Annual Convention and Trade Show,
Columbia

March 27
Missouri Travel Council Educational Workshop,
Lake Ozark

April 17-19
TIA Travel Commerce Conference and Expo,
New York, N.Y.

May 6-10
International Pow Wow 2006,
Orlando, Fla.

May 13-21
See America Week / National Tourism Week

June 4-6
Missouri Association of Convention and Visitor Bureaus Annual Meeting,
Branson

July 18
Joint Meeting Planner's Tradeshow,
Jefferson City

August 19-22
ESTO,
St. Paul, Minn.

August 20-21
Missouri Showcase Marketplace,
Excelsior Springs

September 18-20
Missouri Governor's Conference on Tourism,
St. Charles