

The background image is a scenic view of a bridge over a canal. A small gondola with a person inside is on the water. Several flags are flying on poles along the bridge. The scene is framed by lush greenery and white flowers in the foreground.

MISSOURI  
Division of  
Tourism

# ANNUAL REPORT

FY11

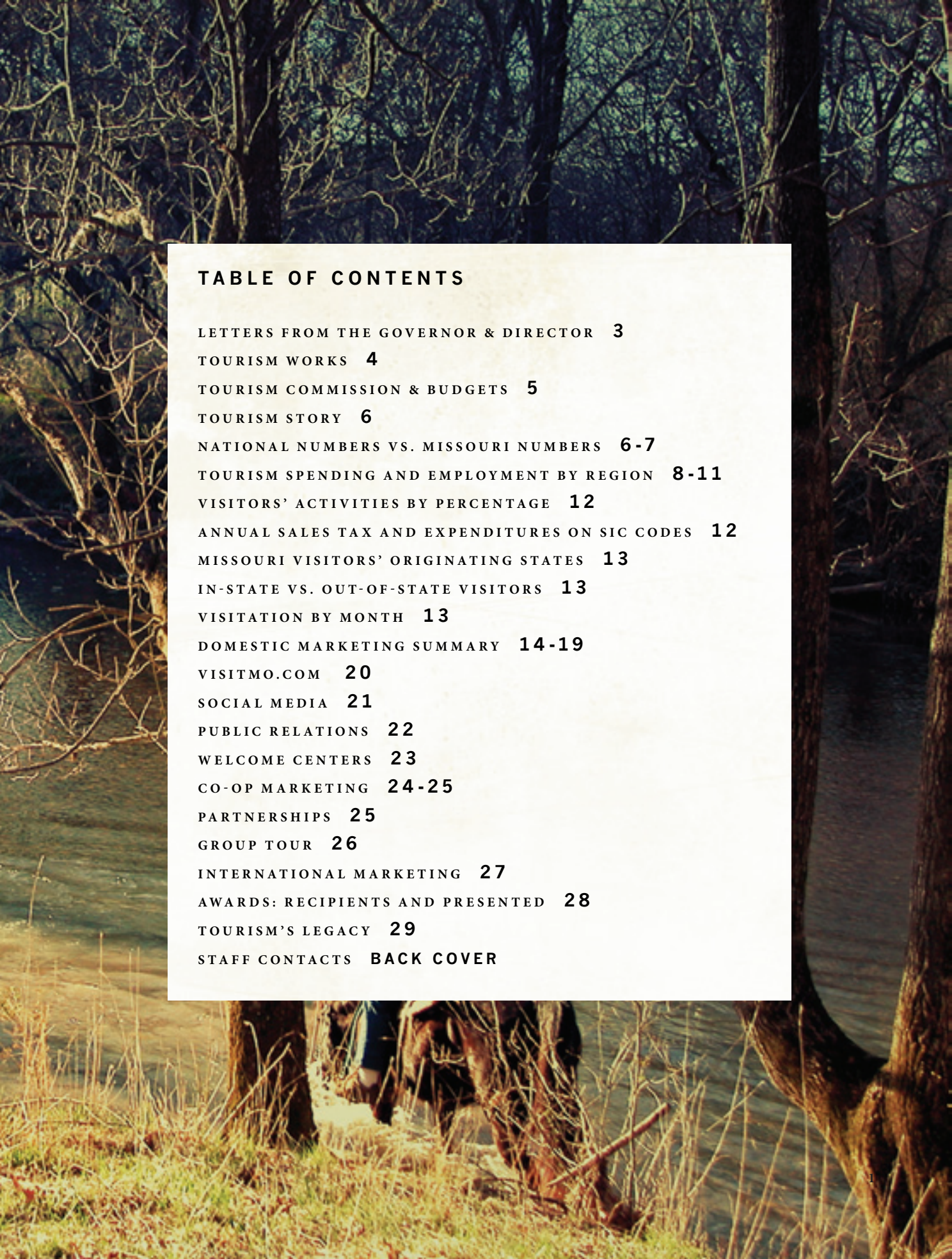
MISSOURI®  
VisitMO.com











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# \$11

# BILLION

*and more than*

# 275,000 JOBS



## Letters from the Governor & Director

FROM LEWIS & CLARK, to the Pony Express, Missouri has long been known as the Gateway to the American West. Today, we're building on that legacy by becoming the Gateway to America's Future.

With our beautiful state parks, our thriving metropolitan centers, and our many family friendly attractions, there really is something for everyone in the Show-Me State. And by investing in tourism, we're creating jobs, bringing families to Missouri and helping to generate the resources needed to keep our state moving forward.



Enclosed in this annual report is information about the positive impact the tourism industry continues to have on Missouri. This past year, the tourism industry generated more than \$11 billion in business for our state and supported more than a quarter million jobs for hardworking Missourians.

That's why, on behalf of the people of Missouri, I want to express my appreciation to everyone who has helped to market, advertise and promote our state this year. Working with our Missouri Division of Tourism, the hospitality industry continues to enhance and strengthen a successful public-private partnership to ensure Missouri remains the destination for travelers, tourists and families.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jay Nixon".

—JEREMIAH W. (JAY) NIXON  
GOVERNOR

GIVEN THE CHALLENGES OF TODAY, the noteworthy accomplishments in the



annual report not only add needed and necessary revenue, but also reflect well on our professional staff, consultants and vendors, and our industry partners. Under the bipartisan leadership of the Missouri Tourism Commission, we will continue to aggressively pursue opportunities to showcase Missouri and foster successful partnerships as we enter a new travel season.

A handwritten signature in dark ink, appearing to read "Katie Steele Danner".

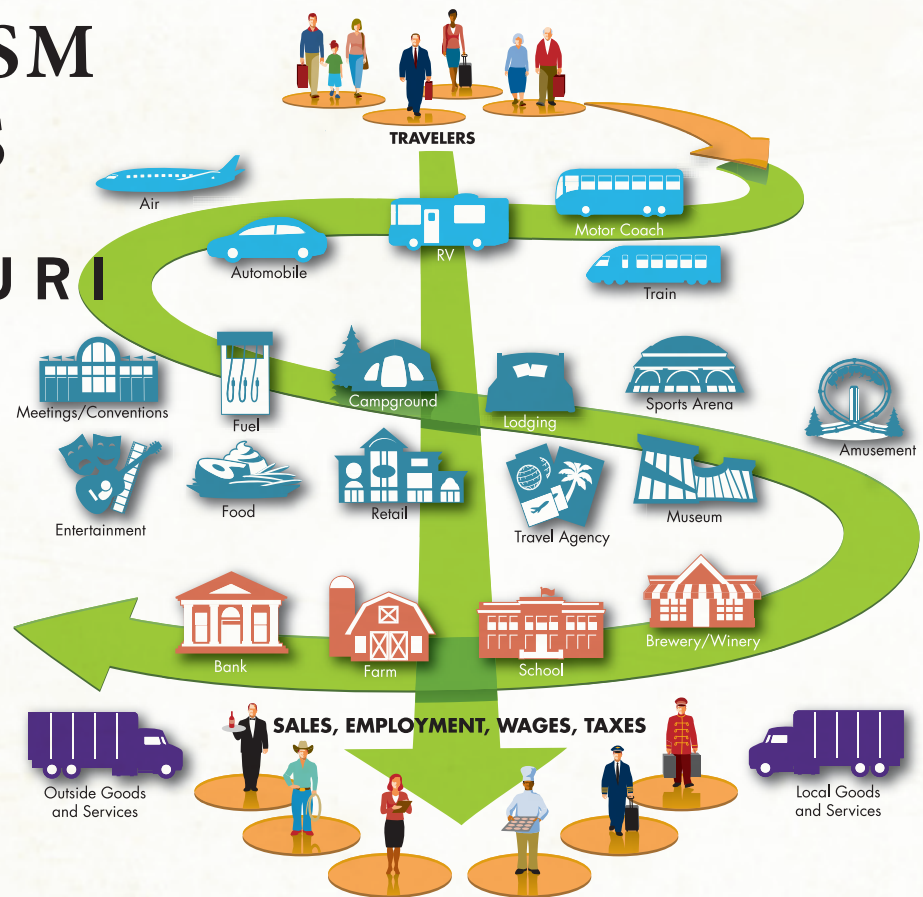
—KATIE STEELE DANNER  
DIRECTOR



TOURISM IS ONE OF THE MOST IMPORTANT “export-oriented” industries in Missouri. Spending by visitors generates sales in lodging, food services, recreation, attractions, transportation and retail businesses – the “travel industry.” These sales support jobs for Missouri residents and contribute tax revenue to local and state governments. Travel is especially important in the non-metropolitan areas of the state, where manufacturing and traded services are less prevalent.

The multi-billion dollar travel industry in Missouri is a vital part of state and local economies. The industry is represented primarily by retail and service firms, including lodging establishments, restaurants, retail stores, outfitters, gasoline/service stations, and other types of businesses that sell their products and services to travelers. The money visitors spend on various goods and services while in Missouri produces business receipts at these firms, which in turn employ Missouri residents and pay their wages and salaries.

# TOURISM WORKS *for* MISSOURI



State and local government units benefit from travel as well. The state government collects taxes on the gross receipts of businesses operating in the state, plus sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

*Original Graphic Source: US Travel Association*

## Tourism Commission

THE TOURISM COMMISSION CONSISTS OF 10 MEMBERS: the Lieutenant Governor (statutory); two senators of different political parties, appointed by the President Pro Tem, and two representatives of different political parties, appointed by the Speaker of the House (selected or re-selected at the beginning of each legislative session); and five members at large, appointed by the governor, who serve staggered, four-year terms.

### Commission Members *(at time of printing)*

**Marcia L. Bennett**, Chairwoman, St. Joseph  
**Scott W. Hovis**, Vice Chairman, Jefferson City  
**Lt. Governor Peter Kinder**, Cape Girardeau  
**Senator Jack Goodman**, Mt. Vernon  
**Senator Ryan McKenna**, Crystal City

**Rep. Joseph Fallert Jr.**, Ste. Genevieve  
**Rep. Shane Schoeller**, Willard  
**John Joslyn**, Branson  
**Eric Rhone**, Frontenac  
**Brenda Tinnen**, Plattsburg

### MARKETING BUDGET BY PROGRAM

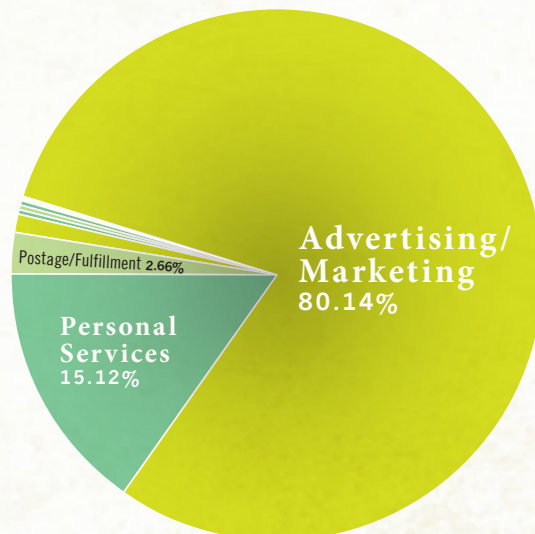
PROGRAM	TOTAL EXPENDITURES	PERCENT OF TOTAL
General Domestic Marketing	\$4,861,456	44.15%
Cooperative Marketing	\$3,582,856	32.54%
Welcome Centers	\$887,176	8.06%
Website	\$409,832	3.72%
Research	\$366,496	3.33%
Fulfillment	\$340,659	3.09%
Public Relations	\$293,906	2.67%
Tour and Travel	\$143,854	1.31%
International	\$124,959	1.13%

Source: Missouri Division of Tourism FY11 Expenditure Figures and MDT Agency Expenditure Report Master Budget FY11

### PERCENTAGES OF BUDGET EXPENDITURES

CATEGORY	FY 2011 PERCENTAGE
Advertising/Marketing	80.14%
Personal Services	15.12%
Postage/Fulfillment	2.66%
Facilities	0.99%
Prof/Tech Services	0.43%
Travel	0.24%
Utilities	0.21%
Equipment	0.08%
Operating Supplies	0.11%
Other Charges	0.03%

Source: Missouri Division of Tourism FY11 Expenditure Figures



# THE MISSOURI TOURISM STORY

THE MISSOURI TOURISM COMMISSION CHAMPIONS the sound development of Missouri's travel and tourism industry by overseeing the Missouri Division of Tourism (MDT). Created in 1967 by the 74th General Assembly, MDT is the administrative arm of the Tourism Commission.

Among other duties, the Commission:

- Recommends programs to promote the state as a top-of-mind travel and tourism destination.
- Employs a director qualified by education, experience in public administration and in the use of news and advertising mediums.
- Promotes the exchange of travel and tourism ideas and information between state and local agencies, Chambers of Commerce, Convention and Visitors Bureaus, tourism entities, travel-related organizations and individuals.

The Division of Tourism's budget is computed following 1993 legislation, commonly referred to as H.B. 188. The premise of the bill is simple: the tourism industry is one of our state's top industries; as such, the tourism industry generates significant sales tax revenues. The Division of Tourism's budget is determined by comparing growth of these sales-tax-generating revenues, produced by the industry (from the 17 SIC Codes shown on page 7), with the general revenue fund of the State of Missouri. If the industry grows, the Division's budget is increased; if it does not grow, the budget is not increased.

This nationally-recognized funding formula was established to provide reliable funding for MDT, allowing the Division to be competitive with other states in promoting tourism. It takes MDT out of the fight for general revenue funds; it DOES NOT increase taxes.

## NATIONAL NUMBERS VS. MISSOURI NUMBERS

NATIONWIDE*	MISSOURI FY11**
\$758.7 billion spent by domestic and international travelers in the U.S. in CY2010	\$7.44 billion spent by travelers in Missouri in FY11
7.4 million people employed in U.S. travel industry in CY2010	279,599 Missourians employed in tourism industry in FY11
1.95 billion domestic person trips in U.S. in CY2010	Missouri hosted more than 36.08 million visitors in FY11
\$117.6 billion of tax revenues from tourism were paid into U.S. federal, state and local governments	Tourism generated more than \$627 million in Missouri state tax revenues for FY11
59.7 million international visitors traveled to the U.S. in CY2010	Approximately 250,000 international visitors traveled to Missouri in 2008***

\* Source: US Travel Association \*\* Source: TNS Travels America and Kaylen Economics \*\*\* Estimates based upon aggregate Visa card data from VisaVue Travel. Due to budget restrictions, updated data is unavailable.



## MORE MISSOURI TOP TOURISM NUMBERS

1. Travel is an \$11.2 billion industry for the Show-Me State.  
*(Source: Kaylen Economics and TNS Travels America)*
2. The state of Missouri receives \$3.22 in state tax revenues for every dollar invested in the Division of Tourism's budget. *(Source: SMARI and Kaylen Economics)*
3. For every \$1 Missouri invests in marketing tourism, \$57.76 is returned in visitor expenditures. *(Source: SMARI)*
4. Travelers spent \$171.70 per person per trip during FY11.  
*(Source: TNS Travels America and Kaylen Economics)*
5. Missouri Welcome Centers generated approximately \$12.8 million annually in additional (incremental) visitor spending.  
*(Source: H2R Market Research 2008 Welcome Center Evaluation Survey)*
6. Each motor coach is estimated to bring \$22,000 in visitor spending to Missouri.  
*(Source: David Peterson 2008 report "The Impact and Future of Motorcoach Travel in Missouri")*

## 17 TOURISM-RELATED SIC CODES

(STANDARD INDUSTRY CLASSIFICATION)

	SIC CODE	CODE TITLE
1	5811	Eating Places Only
2	5812	Eating and Drinking Places
3	5813	Drinking Places – Alcohol Beverage Only
4	7010	Hotel, Motel, and Tourist Courts
5	7020	Rooming and Boarding Houses
6	7030	Camps and Trailer Parks
7	7033	Trailer Parks and Camp Sites
8	7041	Organization Hotel and Lodging Houses
9	7920	Producers, Orchestras, Entertainers
10	7940	Commercial Sports
11	7990	Misc. Amusement and Recreational
12	7991	Boat and Canoe Rentals
13	7992	Public Golf Courses and Swimming Pools
14	7996	Amusement Parks
15	7998	Tourist Attractions
16	7999	Amusement NEC (not elsewhere classified)
17	8420	Botanical and Zoological Gardens



### NORTHWEST REGION

COUNTY NAME	FY11 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY11 TOURISM-RELATED EMPLOYMENT*
ANDREW COUNTY	\$17,204,124	252
ATCHISON COUNTY	\$11,339,378	256
BUCHANAN COUNTY	\$151,423,011	4,250
CALDWELL COUNTY	\$1,227,832	50
CARROLL COUNTY	\$5,205,166	166
CASS COUNTY	\$98,226,232	2,668
CHARITON COUNTY	\$2,997,484	74
CLAY COUNTY	\$344,995,711	11,003
CLINTON COUNTY	\$9,305,464	382
DAVIESS COUNTY	\$4,045,264	103
DEKALB COUNTY	\$14,700,319	257
GENTRY COUNTY	\$1,825,753	99
GRUNDY COUNTY	\$8,427,893	236
HARRISON COUNTY	\$12,492,149	302
HOLT COUNTY	\$7,646,956	124
HOWARD COUNTY	\$4,300,260	238
JACKSON COUNTY	\$1,535,192,221	36,552
LAFAYETTE COUNTY	\$25,738,408	1,043
LINN COUNTY	\$7,685,576	356
LIVINGSTON COUNTY	\$16,987,452	418
MERCER COUNTY	\$1,037,867	38
NODAWAY COUNTY	\$23,784,250	776
PLATTE COUNTY	\$258,490,138	5,848
PUTNAM COUNTY	\$1,086,308	31
RAY COUNTY	\$10,794,929	409
SALINE COUNTY	\$17,931,059	667
SULLIVAN COUNTY	\$1,490,143	16
WORTH COUNTY	\$444,487	22
<b>TOTAL NORTHWEST REGION</b>	<b>\$2,596,025,834</b>	<b>66,636</b>



### NORTHEAST REGION

COUNTY NAME	FY11 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY11 TOURISM-RELATED EMPLOYMENT*
ADAIR COUNTY	\$33,912,674	1,390
AUDRAIN COUNTY	\$16,995,704	507
CLARK COUNTY	\$3,457,983	119
FRANKLIN COUNTY	\$111,648,271	3,539
GASCONADE COUNTY	\$15,588,315	576
JEFFERSON COUNTY	\$193,516,561	5,883
KNOX COUNTY	\$755,189	58
LEWIS COUNTY	\$3,247,240	175
LINCOLN COUNTY	\$32,745,823	1,059
MACON COUNTY	\$18,241,576	507
MARION COUNTY	\$44,025,430	1,523
MONROE COUNTY	\$3,615,612	115
MONTGOMERY COUNTY	\$7,421,561	219
PIKE COUNTY	\$11,822,589	442
RALLS COUNTY	\$5,896,023	144
RANDOLPH COUNTY	\$22,244,165	736
SCHUYLER COUNTY	\$1,639,264	22
SCOTLAND COUNTY	\$2,149,591	83
SHELBY COUNTY	\$1,773,801	117
ST CHARLES COUNTY	\$563,717,482	17,415
ST LOUIS CITY	\$1,098,338,427	25,068
ST LOUIS COUNTY	\$2,115,616,143	58,584
WARREN COUNTY	\$24,323,625	730
<b>TOTAL NORTHEAST REGION</b>	<b>\$4,332,693,049</b>	<b>119,011</b>



### CENTRAL REGION

COUNTY NAME	FY11 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY11 TOURISM-RELATED EMPLOYMENT*
BENTON COUNTY	\$13,998,457	377
BOONE COUNTY	\$321,946,425	9,796
CALLAWAY COUNTY	\$34,499,912	1,363
CAMDEN COUNTY	\$142,668,401	3,755
COLE COUNTY	\$125,024,223	3,654
COOPER COUNTY	\$15,513,282	932
DALLAS COUNTY	\$10,688,089	381
HENRY COUNTY	\$27,895,989	767
HICKORY COUNTY	\$4,501,947	182
JOHNSON COUNTY	\$51,594,379	1,765
LACLEDE COUNTY	\$44,702,395	1,151
MARIES COUNTY	\$2,990,956	68
MILLER COUNTY	\$27,376,423	714
MONITEAU COUNTY	\$7,715,540	328
MORGAN COUNTY	\$18,314,899	457
OSAGE COUNTY	\$4,754,331	221
PETTIS COUNTY	\$60,269,107	1,796
PULASKI COUNTY	\$68,200,518	2,844
ST CLAIR COUNTY	\$3,563,732	57
<b>TOTAL CENTRAL REGION</b>	<b>\$986,219,005</b>	<b>30,608</b>

### SOUTHWEST REGION

COUNTY NAME	FY11 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY11 TOURISM-RELATED EMPLOYMENT*
BARRY COUNTY	\$36,721,738	919
BARTON COUNTY	\$9,671,271	444
BATES COUNTY	\$19,217,581	334
CEDAR COUNTY	\$9,404,792	324
CHRISTIAN COUNTY	\$60,991,181	1,866
DADE COUNTY	\$2,182,703	62
DOUGLAS COUNTY	\$6,760,482	197
GREENE COUNTY	\$551,371,150	16,353
JASPER COUNTY	\$170,882,582	4,844
LAWRENCE COUNTY	\$20,669,479	758
MCDONALD COUNTY	\$9,783,687	265
NEWTON COUNTY	\$85,246,580	2,105
OZARK COUNTY	\$8,627,604	185
POLK COUNTY	\$21,296,981	531
STONE COUNTY	\$140,364,477	858
TANEY COUNTY	\$435,603,464	12,415
VERNON COUNTY	\$14,973,491	494
WEBSTER COUNTY	\$22,017,506	494
WRIGHT COUNTY	\$10,512,788	344
<b>TOTAL SOUTHWEST REGION</b>	<b>\$1,636,299,537</b>	<b>43,792</b>

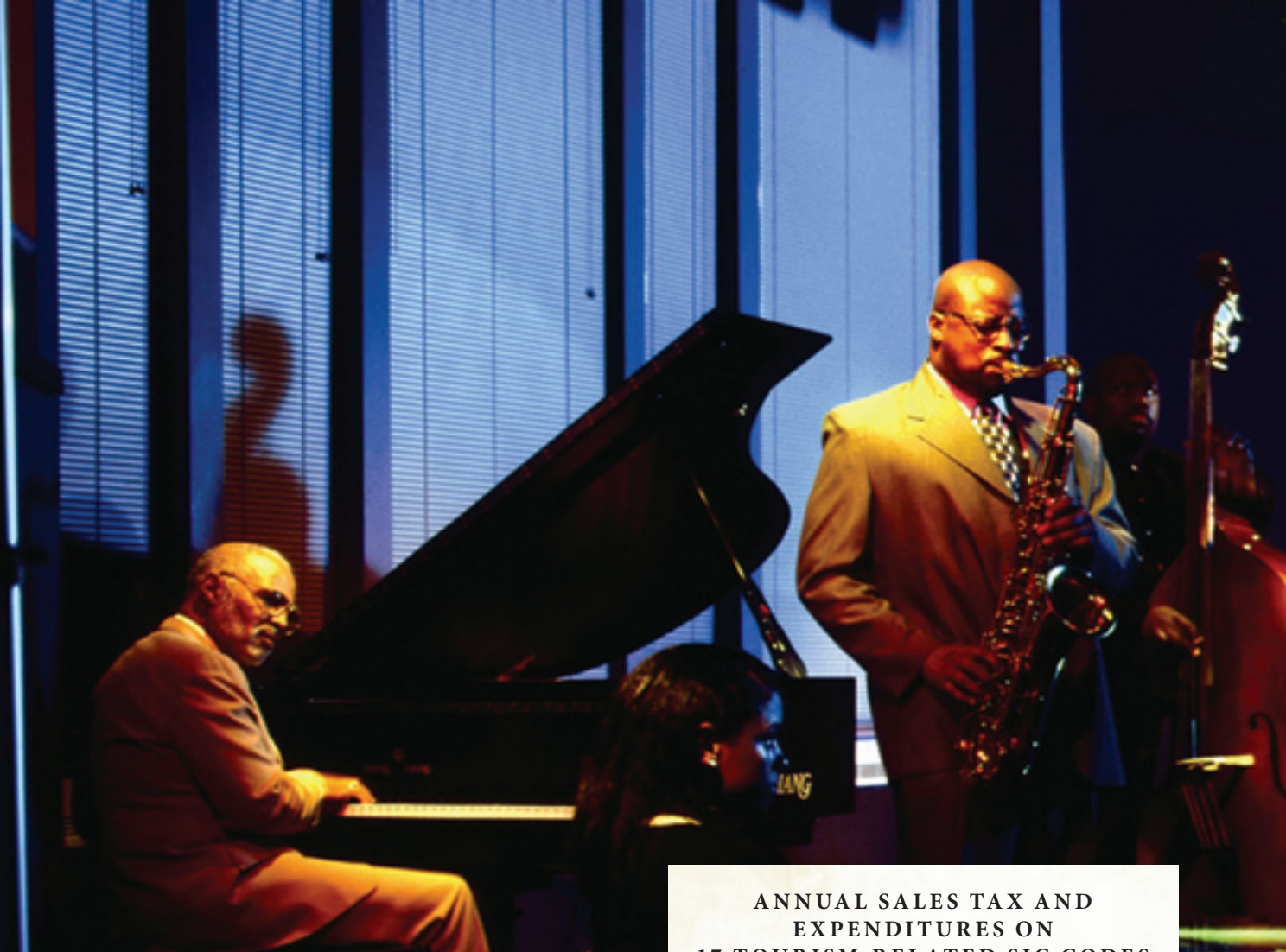


### SOUTHEAST REGION

COUNTY NAME	FY11 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY11 TOURISM-RELATED EMPLOYMENT*
BOLLINGER COUNTY	\$3,970,670	114
BUTLER COUNTY	\$66,669,706	1,717
CAPE GIRARDEAU COUNTY	\$150,725,331	4,115
CARTER COUNTY	\$6,905,876	246
CRAWFORD COUNTY	\$26,723,093	647
DENT COUNTY	\$12,606,122	361
DUNKLIN COUNTY	\$26,959,581	663
HOWELL COUNTY	\$48,013,278	1,366
IRON COUNTY	\$5,023,813	194
MADISON COUNTY	\$7,457,888	241
MISSISSIPPI COUNTY	\$9,463,970	236
NEW MADRID COUNTY	\$22,893,667	427
OREGON COUNTY	\$5,235,446	165
PEMISCOT COUNTY	\$12,494,836	294
PERRY COUNTY	\$16,950,597	607
PHELPS COUNTY	\$71,265,575	2,286
REYNOLDS COUNTY	\$3,820,196	111
RIPLEY COUNTY	\$7,604,612	238
SCOTT COUNTY	\$45,514,648	1,230
SHANNON COUNTY	\$4,173,766	146
ST FRANCOIS COUNTY	\$80,058,329	2,210
STE GENEVIEVE COUNTY	\$10,700,354	452
STODDARD COUNTY	\$26,206,551	637
TEXAS COUNTY	\$12,495,915	360
WASHINGTON COUNTY	\$9,986,381	263
WAYNE COUNTY	\$6,407,568	226
<b>TOTAL SOUTHEAST REGION</b>	<b>\$700,327,769</b>	<b>19,552</b>

MISSOURI	FY11 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY11 TOURISM-RELATED EMPLOYMENT*
<b>GRAND TOTAL</b>	<b>\$10,251,565,194</b>	<b>279,599</b>

*\*Source: Missouri Departments of Revenue and Labor and Industrial Relations*



**PERCENTAGE OF DOMESTIC VISITORS TO MISSOURI, BY REPORTED ACTIVITIES**



**ANNUAL SALES TAX AND EXPENDITURES ON 17 TOURISM-RELATED SIC CODES**

YEAR	SALES TAX ON THE 17 SIC CODE SALES	TOTAL SALES/EXPENDITURES ON THE 17 SIC CODES
2000	\$316,216,376	\$7,484,411,263
2001	\$317,020,546	\$7,503,444,879
2002	\$323,658,919	\$7,660,566,136
2003	\$327,971,491	\$7,762,638,843
2004	\$346,083,562	\$8,191,326,903
2005	\$362,368,106	\$8,576,759,915
2006	\$384,172,163	\$9,092,832,259
2007	\$405,672,398	\$9,601,713,554
2008	\$430,119,528	\$10,180,343,850
2009	\$427,442,598	\$10,116,984,559
2010	\$421,325,726	\$9,972,206,539
2011*	\$433,128,629	\$10,251,565,194

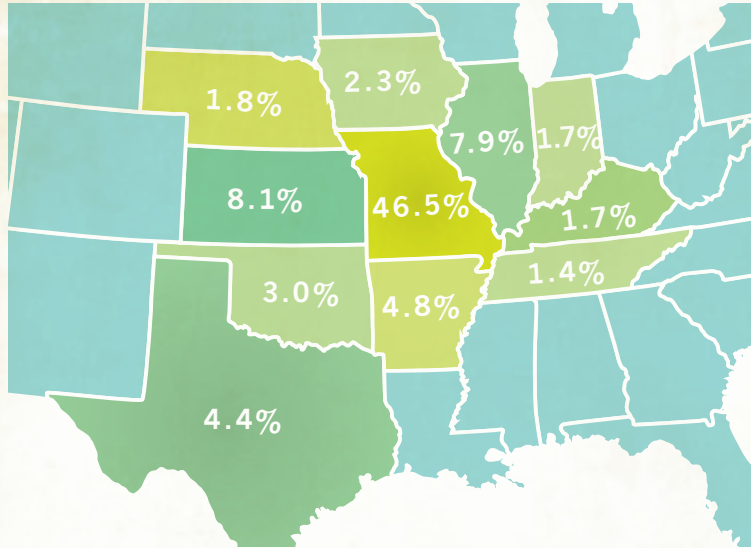
\*Sales tax rate = 4.225% \*\*2011 figures are a preliminary run.  
The Department of Revenue will not have the final figures until September 1, 2012.

Source: Kaylen Economics and TNS Travels America

Source: Missouri Department of Revenue

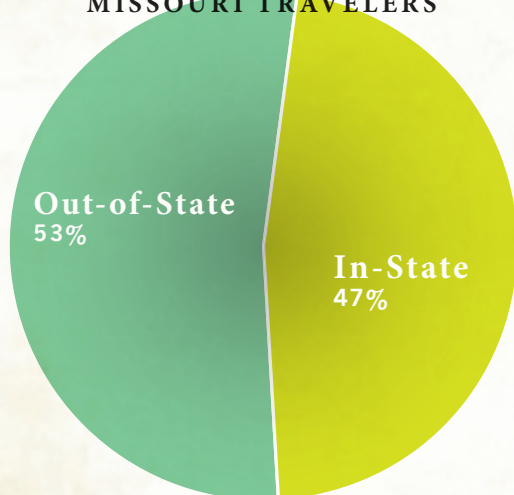


### MISSOURI VISITORS' ORIGINATING STATES



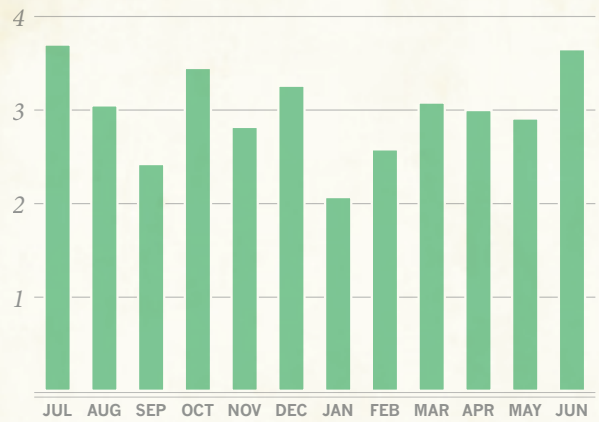
Source: Kaylen Economics and TNS Travels America

### RESIDENCE STATUS OF MISSOURI TRAVELERS



Source: Kaylen Economics and TNS Travels America

### NUMBER OF DOMESTIC VISITORS BY MONTH, FY11 (in Millions)



TOTAL VISITORS: 36,088,080

Source: Kaylen Economics and TNS Travels America

# DOMESTIC MARKETING

## Media

MDT’S DOMESTIC MARKETING CAMPAIGNS for FY11 were designed and managed by the Hoffman|Lewis Advertising Agency (H|L). The advertising plan was designed to keep Missouri top-of-mind as a destination in priority markets and to drive the target audience to VisitMO.com. The goals were to maintain a top three “share-of-voice” position in MDT’s target markets, while achieving overall awareness levels higher than 60 percent. (Share-of-voice means a media analysis is performed in each market to ensure MDT maintains the proper presence without oversaturating the market.)

Advertising budgets held steady from FY10 to FY11, which allowed MDT to maintain advertising support in priority markets. A blend of 15- and 30-second television ads, along with negotiated added-value elements, allowed Missouri to maximize every dollar and increase overall impression levels.

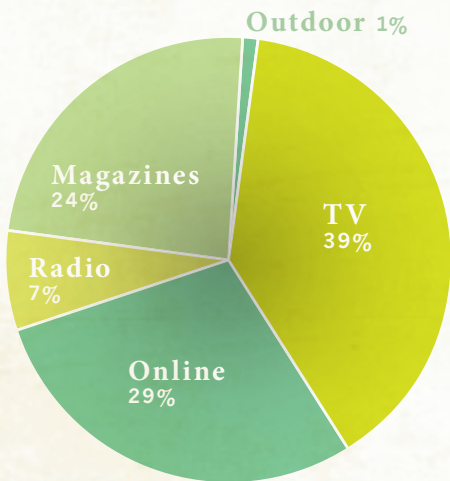
The following media were utilized to promote Missouri tourism:

- TELEVISION
- RADIO
- MAGAZINES
- ONLINE BANNER ADS
- SEARCH ENGINE MARKETING
- OUTDOOR MEDIA

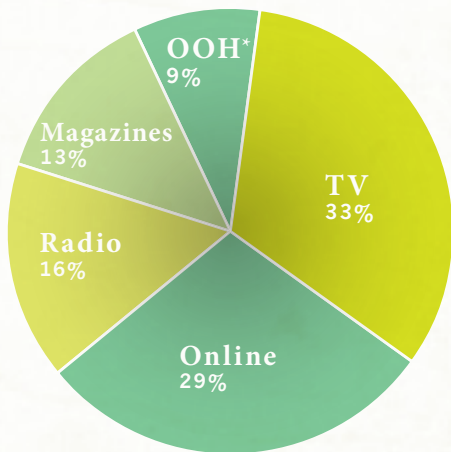
**TARGET AUDIENCES**

- Female travel decision-makers
- African Americans
- Civil War Enthusiasts

DOMESTIC MARKETING INVESTMENT BY MEDIUM



FY11 IMPRESSIONS BY MEDIUM



\*Out Of Home Media

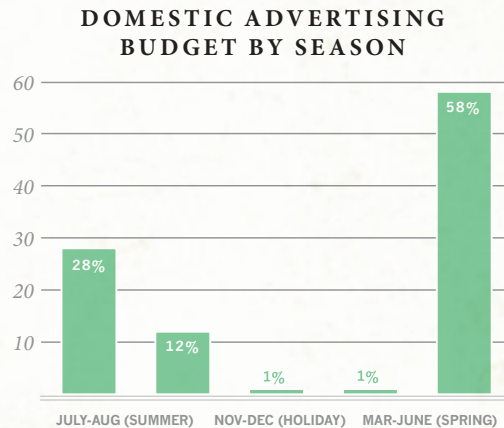




**ESTABLISHED MARKETS INCLUDE**  
 Cedar Rapids-Waterloo & Dubuque; Champaign & Springfield-Decatur; Des Moines-Ames; Ft. Smith-Fayetteville-Springdale-Rogers; Jonesboro; Little Rock-Pine Bluff; Lincoln & Hastings-Kearney; Oklahoma City; Omaha; Paducah-Cape Girardeau-Harrisburg-Mt. Vernon; Peoria-Bloomington; Quad Cities (Davenport-Rock Island-Moline-Bettendorf); Rochester-Mason City-Austin; Sioux City; Terre Haute; Topeka; Tulsa and Wichita

ALSO, FOUR “OPPORTUNITY MARKETS” RECEIVED ADVERTISING SUPPORT:  
 Chicago, Evansville, Louisville and Memphis

The majority of the advertising ran in the spring and summer.



## Lead Generation

IN ADDITION TO MASS MEDIA, A PAID LEAD-GENERATION CAMPAIGN was implemented to increase MDT’s direct marketing email database. This program delivered a total of 15,333 leads in FY11. Registrants were able to provide a list of their vacation interests, which allowed MDT to deliver highly customized information, discounts and promotions.

## Cooperative Media Exchange

THE MEDIA EXCHANGE PROGRAM, developed in FY10, continued to be a successful way to expand Missouri’s marketing reach. Therefore, MDT’s co-op team continued the program, in close partnership with Destination Marketing Organizations (DMOs) throughout the state.

After participating partners shared their media plans with MDT, the H|L team compiled the media activity and formulated a flowchart showcasing the efforts of all partners. The information was shared anonymously with the partners. Looking at the big picture allowed an awareness of the efforts being made by all partners, thus avoiding oversaturation in any market and causing less direct competition amongst DMOs. When opportunities for enhancement were found, existing plans were revised.

Compiling this information facilitates greater negotiating power on behalf of the state of Missouri and its partners. In the print medium, H|L used the combined volume and frequency of participating partners to develop state rates so all partners could take advantage of highly discounted advertising rates.

## General Market Ad Campaign

IN FY11, THE DIVISION CONTINUED UTILIZING “VACATION FOR LESS” TV, PRINT AND ONLINE ADVERTISEMENTS in order to build equity in “affordable destination” messaging. The humorous campaign features the tagline: “Don’t Take Less of a Vacation, Take a Vacation for Less, in Missouri.”

The advertising encouraged visitors to travel close to home and offered realistic vacation options which could be planned without breaking household budgets. The continued success of that campaign, and its unique execution, earned the Missouri Division of Tourism a coveted Platinum Adrian Award

from the Hospitality Sales & Marketing Association International’s (HSMIAI)

competition. In ad-effectiveness testing, the campaign was shown to have a positive impact in terms of spurring people to learn more about travel to and within Missouri. Those who saw the campaign were much more likely to visit the official website, VisitMO.com. The most encouraging outcome: people who saw the campaign indicated they were much more likely to visit Missouri.



Several other creative and promotional opportunities provided a platform for the Division to reach consumers with timely and relevant messages about visiting the Show-Me State.

## Road Trip Rewards

IN FY11, MDT DEVELOPED A STATEWIDE PROMOTION to spur increased visits to and within the state. MDT and McDonald’s teamed up to launch Road Trip Rewards. The “big idea” drove consumers to McDonald’s restaurants where they received coupons, printed on the back of their receipts, and instructions to visit RoadTripRewards.com. That website listed hundreds of travel deals and discounts provided by destinations and attractions throughout Missouri.





Advertising for the promotion kicked off in May and ran through June. Outdoor billboards and radio spots delivered the message, which also was supported through public relations and social media channels. McDonald's brought value to the partnership through participation by more than 390 restaurants within the state. McDonald's cups, bags, tray liners, Red Box screens, window clings and receipts delivered the message to consumers throughout the summer, garnering more than 39 million impressions.

The campaign resulted in a 21 percent increase in site traffic to VisitMO.com and produced a 9 percent increase in the number of new users during this time. Traffic by mobile device increased 228 percent compared to the same period in CY10. The total value of the promotional components McDonald's provided was estimated at \$753,859. This symbiotic partnership proved to be a successful launch point for future public/private partnerships that can extend the state's investment in tourism.



## PictureMissouri.com

ORIGINALLY LAUNCHED IN THE SPRING OF 2010, PictureMissouri.com continued to provide H|L and MDT with a wide range of quality photographs from across the state. From the launch of the website, thru FY11, there were nearly 19,000 visits to the site. More than 2,700 photos have been uploaded by registered users.

Hoffman|Lewis estimates the approximate value of images received on PictureMissouri.com to be \$810,000.



## Tourism Matters Video

IN THE FALL OF 2010, MDT developed an industry-focused campaign called “Tourism Matters,” touting the importance of tourism to the Missouri economy.



A video was developed featuring prominent Missouri business people discussing the impact of tourism on the state’s economy—specifically how it impacted their respective business and industry. It was important to utilize industry members to spread the tourism message to their local tourism boards, committees and directors.

Interviews were conducted with Clyde Lear (Learfield Communications), Greg Stubblefield (Enterprise Rent-A-Car), Roshann Parris (Parris Communications), Maxine Clark (Build-A-Bear), Barry Hart (Association of Missouri Electric Co-ops) and Kevin Williams (Willco Technologies). These Missouri leaders discussed the role tourism plays in creating and sustaining jobs in Missouri, attracting new businesses and improving the vitality of communities.

## Email Marketing

IN CONJUNCTION WITH THE OVERALL ADVERTISING CAMPAIGN, MDT continued the effective Customer Relationship Program delivered through targeted bi-weekly email messaging.

The main objective of the email marketing campaign is to establish communications with potential travelers and maintain ongoing relationships with consumers interested in traveling to and within Missouri. Additionally, other marketing objectives for the email campaign were as follows:

- Deliver relevant email messages and provide tailored content and trip-planning resources to potential and current travelers, according to their areas of interest.
- Influence consumers’ behavior and travel activities while promoting Missouri as a vacation destination.
- Drive traffic to VisitMO.com.





Each email targeted a specific audience, based upon their geographic location, travel activity and travel interests, as indicated when they registered for the program. In January 2011, a new email blast design was introduced to freshen up the creative aspects and increase view rates. The email blasts, titled “Discover MO: Missouri’s Official Travel Newsletter,” were themed, written and designed according to travel interests. A year-long calendar was developed to outline the appropriate emails to be sent at the most relevant times of the year.

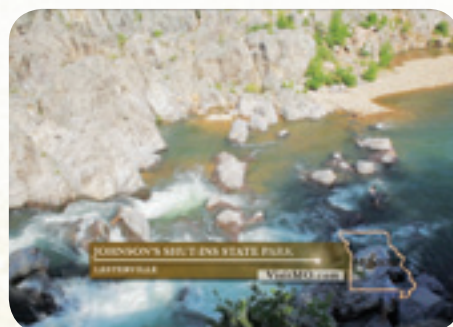
Email marketing served as a communication platform to remind and inform people, both in-state and out-of-state, of all there is to discover in Missouri. The emails provided a range of activities that fit lifestyles, budgets and interests, and served as a reminder of upcoming events and activities in Missouri.

Twenty-three email blasts were circulated during FY11, delivering more than 1.2 million impressions. Of those folks receiving the emails, an average of 15.73 percent viewed the email, which ranks above the industry average of 14.6 percent. These rates were higher than 2010, possibly as a result of the refreshed email design. Also, click-thru rates to links within the newsletter were strong: of those opening an email, 5.2 percent clicked-through. In comparison, the tourism and travel industry click-thru average is about 2.8 percent.

Results from the 2011 Advertising Effectiveness Study by Strategic Marketing and Research, Inc. (SMARI) showed 25 percent of MDT’s target audience was aware of the online efforts (including email marketing); that is an increase of approximately 4 percentage points from 2010.

## Missouri Moments

IN PARTNERSHIP WITH FOX SPORTS MIDWEST, MDT continued the “Missouri Moments” program, through which TV vignettes, featuring more than 40 Missouri destinations, aired during broadcasts of St. Louis Cardinals and Kansas City Royals baseball games. These engaging spots included footage that rolled while the game announcers gave live commentary about each destination. The vignettes were positioned more as “endorsements” rather than regular TV spots.



## VisitMO.com

IN FY10, MDT LAUNCHED A REFRESH of VisitMO.com that made the site more appealing and user friendly. Continuing on the path of increasing the usability of the site, MDT streamlined several interactive processes on VisitMO (our public site) and Industry.VisitMO (our industry portal), including the Travel Guide submission procedure, and other submission forms.

During FY11, VisitMO.com was optimized for search engines, in order to increase the visibility of the site. Enhancements were made to allow more user interaction on VisitMO, by offering visitors the chance to share information by emailing a link to a friend, and by “liking” listings on their personal Facebook pages; also, they can add listings to their “favorite” list, for easy retrieval on return visits.

VisitMO.com was honored with an Award of Excellence from the Business Marketing Association’s (BMA) 2011 B2 Award, which recognizes and honors the results and the designs of projects.

Another strategic FY11 online addition was the complete redesign of News.VisitMO.com, MDT’s online news bureau site. The new site is now completely searchable; it incorporates all of the Division’s social media elements, provides media story ideas and options for media familiarization tours.

A new image library was integrated into News.VisitMO.com, using Flickr, a photography-sharing site. This addition allows MDT to provide requested high-quality photos to news organizations and travel writers. The MDT Flickr site houses nearly 5,000 Missouri travel-related photos.





## Official Missouri Travel Guide

THE 2012 OFFICIAL MISSOURI TRAVEL GUIDE provides visitors with 154 pages of informative feature articles, Missouri travel information and photos related to attractions, Missouri State Parks and Historic Sites, lodging options, outdoor destinations, canoeing outfitters, wineries and golf courses. The cover of the 2012 Travel Guide features Kansas City's new Kauffman Center for the Performing Arts, a state-of-the-art performance venue and an incredible addition to Missouri's vast lineup of tourism assets. The free Travel Guide is available online, through an 800 number, as an iPhone app, at all Welcome Centers, at various CVBs, Chambers of Commerce and from other industry outlets.



## Social Media

MDT RAN A ROBUST PLATFORM OF SOCIAL MEDIA CHANNELS throughout FY11, utilizing Twitter, Facebook, Flickr and YouTube. The initial objectives for the social media channels were to increase awareness of Missouri and to provide a platform to engage in conversation with travel consumers. By the end of FY11, the social media strategy evolved to include more specific objectives:

- Create consumer-facing and industry-facing channels and enable greater customer service.
- Provide a news outlet on Twitter to disseminate press releases as well as information posted on News.VisitMO.com.
- Track social media results to create a benchmark for engagement.

To achieve these objectives, a new "VisitMO" Facebook page and Twitter feed were created to extend the "VisitMO" brand to social media channels. The "VisitMO" social media channels communicated travel ideas, marketing messages, events, discounts, contests and other information to travel consumers. The "Missouri Division of Tourism" Facebook page was utilized as a communications tool to keep in touch with members of Missouri's tourism industry.

Additionally, Twitter communications were amplified by using "hashtags" and more frequent conversation amongst MDT staffers. Twitter was a valuable platform for MDT, as nine staff members contributed from the following accounts: @Katie'sTrail, @MOTravelMama, @MOTravelGuy, @SeeMOMan, @MOTravelGirl, @NtheMO, @VisitMOFish, @MO2Do, and @MissMOItAll, as well as a Division account @VisitMO.

The VisitMO Facebook page and Twitter account, as well as the MDT staff Twitter accounts, put a human face to the Missouri brand. The goal is to increase conversation and engagement about Missouri over the next year.

As part of the redesign of News.VisitMO.com, MDT created a special Twitter account: @NewsVisitMO. This Twitter channel serves as a tool to connect with media by promoting press releases and delivering timely information to newspapers, magazines and other news outlets.

At the time of this writing, the VisitMO Facebook page had 12,292 fans and the @VisitMO Twitter account had 1,602 followers; this does not include the number of followers for each of the individual staff accounts mentioned above.

# PUBLIC RELATIONS

## Press Trips

THE MDT COMMUNICATIONS STAFF HOSTED SIX INDEPENDENT PRESS TOURS throughout Missouri during FY11; handled 140 media requests and pitches; and distributed 54 media releases.

In February 2011, the Division of Tourism, joined by staff from the Kansas City Convention and Visitors Association and the St. Louis Convention and Visitors Commission, completed a media mission trip to New York. The trip resulted in pitches to *MORE Magazine*; *Arts and Leisure News Service*; and *Family Circle Magazine*.



Bloggers take a tour of St. Louis in September 2011.  
Photo courtesy of James Hills of mantripping.com.

In June 2011, MDT partnered with the Missouri Wine & Grape Board to host four food and wine writers on a three-day food and wine familiarization tour in St. Louis, Ste. Genevieve and Kimmswick.

### VISITMOBISTRO.COM BLOG STATS

MONTH	FY11 VIEWS	FY10 VIEWS
July	826	78
August	405	177
September	1,582	91
October	2,440	73
November	1,684	91
December	1,450	86
January	1,568	388
February	1,369	187
March	2,481	441
April	2,454	566
May	3,585	387
June	4,630	675

## Communications Partnerships

### Tom Uhlenbrock

MDT AND THE MISSOURI DEPARTMENT OF NATURAL RESOURCES collaborate with Tom Uhlenbrock, a well-known travel writer (formerly of the *St. Louis Post Dispatch*), to amplify our Missouri message. Articles and photos submitted by Uhlenbrock help populate blog entries and various MDT sites, and they contribute to travel writer pitches, and news releases.

### Scott Pauley

SCOTT PAULEY, PROFESSIONAL FISHERMAN, represents MDT in promoting outdoor recreation and education throughout the Midwest. Pauley competes in professional fishing tournaments and never misses an opportunity to promote Missouri in media interviews, educational appearances and through branded equipment.



## COMMUNICATION NUMBERS:

### AD EQUIVALENCY BY QUARTER

1st	\$1,811,523.67
2nd	\$671,205.22
3rd	\$650,154.85
4th	\$1,653,027.49
<b>TOTAL</b>	<b>\$4,785,911.23</b>

In FY11, Pauley began a Twitter account, @FishInMo, and amplified his presence on Facebook where he dispenses advice about where to fish and which equipment to use; in addition to answering questions and providing advice about Missouri's outdoor opportunities.

## Video

A NEW 'SIZZLE' VIDEO WAS CREATED in FY11 to assist MDT's promotional efforts. It can be viewed on the YouTube channel: MoTourismNewsBureau. Also, the video was used as a promotional piece during the Missouri State Fair.



# MISSOURI WELCOME CENTERS

THE MOST CURRENT RESEARCH\* SHOWS travelers who visited one of our seven Official Missouri Welcome Centers spent more time and money in Missouri than originally planned.

- Each traveler who stopped at a Welcome Center spent \$11 more, per day.
- Each party/family spent \$146 more per trip, after visiting a Welcome Center.
- Nearly half of the Welcome Center customers visited at least one additional city or town while in Missouri.
- In FY11, Missouri's Official Welcome Centers hosted 530,431 visitors.

MDT drove additional traffic to the Welcome Centers through the Road Trip Rewards promotion; visitors could redeem their RTR coupon for a free umbrella at the centers.

MDT is exploring the feasibility of having each Welcome Center create a specific Facebook profile/page. The first two (Missouri Welcome Center, Joplin; and Missouri Welcome Center, Rock Port) were up and running as of November 2011. Based on the results of those two, the others may follow in early 2012. These pages offer information about attractions, activities, current events, and road conditions in their respective regions.

# COOPERATIVE MARKETING PROGRAM

BY MEANS OF THE COOPERATIVE MARKETING PROGRAM, a significant portion of the Division of Tourism's annual marketing budget is invested in the advertising and promotional efforts of Missouri destinations. Through this program, the Division has partnered with Missouri destination marketing organizations (DMOs) since 1995, providing up to a 50 percent reimbursement for high-quality, performance-based projects that meet the Division's goal of increasing domestic tourism expenditures.

## FY11 Co-op Reaches 1.1 Billion Potential Travelers

The outcome-reporting phase on slightly more than \$3 million paid to Missouri DMOs for FY11 advertising and marketing projects was completed Dec. 1, 2011. These outcomes are compiled and analyzed in the Program Summary Report, which may be viewed on the co-op section of [Industry.VisitMO.com](http://Industry.VisitMO.com).

### FY11 PROGRAM STATISTICS

State Investment	\$3,031,756	Newspaper Ads Placed	168
Local Matching Funds	\$3,240,011	Magazine Ads Placed	373
Total Project Cost	\$6,271,767	Internet Ads Placed	43
Exposure	1,266,749,793	Billboards Leased	16
Responses to Inquiries	990,286	Brochures Distributed	288,500
% to Out-of-state Audience	81%	Tradeshows Attended	42
Total Spots Run -TV	30,675	Other Marketing	42
Total Spots Run -Radio	30,499	Number of Contracts	41

## Advertising Totals for FY11 Program Near \$6.3 Million

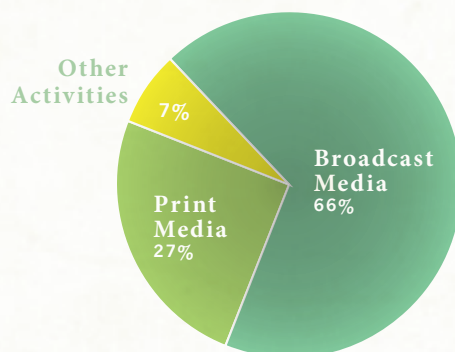
MEDIA ADVERTISING COMPRISED a healthy 93 percent of the total co-op reimbursements paid, as illustrated in the "Expenditures by Type" chart. Media advertising

includes ads placed on TV, cable, radio, online, in magazines and in newspapers.

## Online Advertising Encouraged

THE MARKETING OPPORTUNITIES offered through the co-op program continue to reflect the Division's increased online presence. FY11 online advertising expenditures totaled nearly 5 percent of overall media expenditures.

### EXPENDITURES BY TYPE





TOTAL APPLICATIONS, representing more than \$3.2 million, were received, processed and evaluated during the fiscal year. DMOs with approved projects were notified on the last business day in May. The list of FY12 approved projects and funds awarded is posted on the co-op section of [Industry.VisitMO.com](http://Industry.VisitMO.com).



# GROUP TOUR

IN FY11, THE MISSOURI DIVISION OF TOURISM (MDT) WAS REPRESENTED at conventions and conferences which targeted tour operators, group leaders, group-tour media, and other professional travel organizations.

**BankTravel:** the national leader in bank-loyalty programs. MDT generated 24 bank-club appointments representing more than 50,800 members.



**Missouri Bank Travel Exchange:** brings together regional bankers and regional tourism suppliers. At the annual gathering, held in Kansas City, 26 banking organizations attended for two days of one-on-one appointments, as well as familiarization tours. MDT had private meetings with 14 regional bankers representing 48,635 members.

**NTA (National Tour Association):** the leading association for professionals serving travelers to, from and within North America. The convention was attended by MDT to gain access to the domestic travel trade; it resulted in 25 tour-operator leads from 18 states.

**ABA (American Bus Association):** a trade association for motorcoach operators and tour companies in the United States and Canada; considered the largest motorcoach organization in North America. During the ABA Convention, MDT met with 30 tour operators from 20 states.

**TAP (Travel Alliance Partners):** a partner-owned organization of tour operators from the U.S. and Canada. At the TAP Conference, regional travel suppliers were grouped together to meet individually with tour operators in 20-minute sessions, allowing time for itinerary development. Through meetings with TAP tour operators, MDT generated 23 leads. TAP offers “Guaranteed Departures” and “Custom Group Itineraries.” Missouri is featured in 10 of these itineraries, including: Lewis & Clark; Route 66; Branson Beyond the Ordinary; and the Great River Road. TAP partners represent a multi-million dollar economic impact in Missouri.

MDT coordinated group-specific advertising for placement in publications such as *Leisure Group Travel Magazine* and *Group Travel Leader Magazine*; and specific editorial features were provided to travel publications upon request. MDT partnered with Missouri’s travel industry to host familiarization tours and site visits for the writers from *Leisure Group Travel Magazine* and *Group Travel Leader Magazine*.

MDT worked with **Grand Central USA**, a regional marketing organization, to expose the media and travel-trade organizations to the diversity of Missouri’s tourism opportunities. Grand Central USA hosted informational booths at Missouri Bank Travel Exchange, Travel Alliance Partners Conference, Red Carpet Travel Show, and Heritage Clubs International. In addition, Grand Central partnered with *Group Travel Leader Magazine* to create a special destination insert, circulated to 25,000 travel professionals. Grand Central’s website contains theme-specific itineraries covering regions of interest.

To further assist group travel planners, the Group Itineraries page on MDT’s Industry Portal ([Industry.VisitMO.com](http://Industry.VisitMO.com)) was expanded during FY11, adding theme-specific tour itineraries.



# INTERNATIONAL MARKETING

TO REACH THE INTERNATIONAL MARKET, MDT relies upon convention attendance, familiarization tours, and site visits for trade, media and public relations.

## **United Kingdom**

The U.K. has been a consistently high arrival market over the decade; more than two times that of any other European arrival market.

Missouri Division of Tourism's contract with Cellet Travel Services, for representation in the U.K., expired at the end of FY10; because of budget issues it was not renewed. In FY11, Cellet became a subcontractor of Legacy Dimensions.

## **Canada**

Although MDT's Canadian budget was cut 50 percent in FY11, Canada continued to be Missouri's No. 1 international market. In CY10, arrivals only dropped by 100 persons, yet per-visit spending rose from \$290.61 to \$315.71 (Canadian). However, the decreased budget impact will not be completely felt until FY13. Co-op/sponsorship and/or other creative funding are being pursued in order to maintain our share in this market.

## **U.S. Travel Association's International Pow Wow**

Pow Wow is the travel industry's main international marketplace; the largest generator of Visit USA Travel results. Pow Wow attracts media from around the world. More than 1,000 U.S. travel organizations, and close to 1,500 international and domestic buyers from more than 70 countries, conducted business negotiations resulting in the generation of more than \$3.8 billion in future Visit USA Travel. Missouri garnered 28 travel, trade and media leads.

## **Ontario Motor Coach Association (OMCA) Annual Convention**

OMCA brings Canadian tour operators, primarily from Ontario and the northeast United States, together with North American tourism suppliers for one-on-one, pre-scheduled appointments for networking and information. Missouri representative Donna Gray, of Legacy Dimensions, scheduled 22 appointments. During the convention, Missouri co-hosted a Tour Operator Reception that allowed presentation time and networking for 79 buyers.

## **Public Relations**

Because of budget constraints, organized group press trips were eliminated in favor of more targeted, individual media visits. Unfortunately, severely decreased budgets were felt in international public relations, with media values down almost 55 percent from FY10. A major success for Missouri was the filming of Billy Connolly's "Route 66" documentary. Billy Connolly—an icon in the U.K.—is an actor, comedian and musician, often described as the U.K.'s Jay Leno or Jerry Seinfeld. The four-part documentary, which covered the entire Route 66, included features in Missouri and was produced for ITV1. ITV1 is a major television station in the U.K., larger than the BBC. (The series aired in the fall of 2011; results will be included in the FY12 Annual Report.)

# AWARDS: RECIPIENTS AND PRESENTED

## HSMIA Adrian Awards for Advertising

The Hospitality Sales and Marketing Association International (HSMIA) is the largest and most prestigious global travel marketing competition. In January of 2011, MDT was awarded HSMIA's highest honor - a Platinum Adrian Award. The award was presented for the complete "Vacation for Less" campaign created by Hoffman|Lewis.

- Additional Adrian Awards were presented for other MDT creative work, including two Gold awards for the fishing print ad and the skiing print ad.
- Four Silver awards were presented for the State Parks campaign, hot tub print ad, zipline print ad, and the PictureMissouri.com promotion.
- Two Bronze awards were presented for the "Vacation for Less" print campaign and the Southwest print ad.

Google's Wisdom of the Crowd Award Nomination – MDT was a finalist for this award that was selected from the field of the 2010 Gold HSMIA Adrian Award winners. The winner of this award received the top honors based on the collective wisdom of the traveling public and industry peers.

### 2011 Missouri Tourism Awards

(Presented at the annual Governor's Conference on Tourism)

**Missouri Tourism Hall of Fame:** Recognizes individuals whose long-term contributions have had a positive effect on the tourism industry as demonstrated by their commitment beyond personal gain.

**Recipient:** Pat Jones – philanthropist, Williamsburg, MO

**Ambassador Award:** Honors those who supported the promotional efforts of Missouri's attractions through involvement with MDT projects, providing publicity that helps travelers better enjoy their Missouri experience. NOTE: Two winners were named.

**Recipient:** Megan Rapp – Assistant Director and Group Sales Manager, Hannibal CVB

**Recipient:** Renee Eichelberger – Director of Leisure Travel Sales, St. Louis CVC

#### **Senator Emory Melton Legislative Award:**

Given to a legislator or tourism industry member who worked closely with the legislative process to promote the value of tourism in Missouri and to ensure the industry continues to flourish.

**Recipient:** Tracy Kimberlin – President/CEO, Springfield CVB

**Spotlight Award:** Spotlights an individual, business or organization not usually considered part of the tourism industry for noteworthy contributions "spotlighting" Missouri as a destination.

**Recipient:** Jo Mueller – Director, Spiva Center for the Arts, Joplin

**Marketing Campaign Award:** This award recognizes achievement in integrated marketing campaigns which led to increased visitation.

**Recipient:** "The Meeting Guru," St. Louis Convention & Visitors Commission

**Pathfinder Award:** Presented to trailblazing marketers who successfully promote and build niche markets.

**Recipient:** Old Trails Regional Tourism Partnership – West Central Missouri

**Innovator Award:** Pays tribute to a small tourism entity that achieved great results with a small budget.

**Recipient:** The Bagnell Dam Strip Association – Lake Ozark

**Navigator Media Award:** Honors a media entity for outstanding support and promotion of Missouri tourism through stories and images.

**Recipient:** 573 Magazine – Farmington



# TOURISM'S LEGACY

## 1993

House Bill 188 passed. It created a funding mechanism, becoming a national model, for a dependable revenue source for the Division of Tourism. This legislation set aside a percentage of tourism-generated tax revenue for further tourism promotion, while requiring no tax increases.

Received an Odyssey Award for support of the passage of HB 188 – presented by the Travel Industry Association of America for tourism awareness.

## 1995

MDT began the performance-based cooperative marketing program, affording the Division the opportunity to partner with certified, not-for-profit destination marketing organizations (DMOs), on a dollar-for-dollar basis, for qualified tourism marketing projects.

## 1998

Legislation passed to extend the MDT's supplemental funding source through 2004 and the percentage used by the Department of Revenue when computing each year's budget.

## 1999

Received a Creativity Award for Marketing and Promotion in a Niche Market, from the National Council of State Tourism Directors (NCSTD). Chris Jennings, MDT's Director, was elected Chairman of the NCSTD. Chris Jennings named NCSTD State Tourism Director of the Year.

## 2000

Received a Mercury Award for creativity in television advertising from the NCSTD.

Lt. Governor Roger Wilson was inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Joel Pottinger, Director of the Lake of the Ozarks CVB.

Chris Jennings re-elected Chairman, NCSTD.

## 2001

FY94 base appropriation was paid back. A provision in HB 188 stipulated the original FY94 base appropriation was to be paid back to the state by 2004. MDT paid it off three years early.

Gov. Mel Carnahan was inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Kirk Hansen, PR Director, Fantastic Caverns.

## 2002

Odyssey Award, from the Travel Industry Association of America, was presented to MDT for its international advertising campaign.

Don Morrison, TWA, inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Senator Sidney Johnson.

## 2003

HB 1620 extended the sunset clause of HB 188 through the year 2010.

Sam Allen, former Tourism Director of the Lebanon Convention and Visitor Center, inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Rep. Ken Fiebelman.

## 2004

Received a Mercury Award for technical marketing from NCSTD.

Received an Odyssey Award from the Travel Industry Association of America for MDT's cultural advertising campaign.

Senator Doyle Childers inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Senator John Russell.

## 2005

Joel Pottinger, Director, Lake of the Ozarks CVB, inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Lt. Governor Joe Maxwell.

## 2006

Received a Mercury Award for creativity in radio advertising from NCSTD.

Marci Bennett, Executive Director, St. Joseph CVB and MACVB, inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Dale Amick, Legislative Consultant, Missouri Travel Council.

## 2007

HB 205/SB 376 extended the sunset clause of HB 188 to the year 2015.

Former State Representative Herb Fallert inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Chip Mason, Director of Government Relations, Herschend Family Entertainment.

## 2008

Pat Amick, Executive Director, Missouri Travel Council, inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Gary Figgins, Publisher, *Show-Me Missouri Magazine*.

MDT introduced the Missouri Jewels Program, designed to assist emerging tourism destinations in developing an effective, robust marketing program.

## 2009

Received a Gold Adrian Award for the "Stay Close" advertising campaign. Presented by the Hospitality Sales and Marketing Association International (HSMIAI).

Received a Ranly Award for the Best Entire Issue for the 2009 *Official Missouri Vacation Planner*. Presented by the Missouri Association of Publications.

Gene and Eleanor Maggard, owners of Akers Ferry Canoe Rental and Campgrounds, inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Senator John Griesheimer.

Welcome Center Marketing Research Study completed.

J. Desmond Slattery International Professional Marketing Research Award presented to MDT by the Travel and Tourism Research Association (TTRA) for the Missouri Welcome Center Marketing Research Study.

Sarah Luebbert, MDT's Communications Director, was elected to Mid-MO Public Relations Society of America (PRSA) Board of Directors.

Dee Ann McKinney, MDT's Strategic Planning and Research Director, was elected President-TTRA.

## 2010

Received three Gold Adrian Awards from HSMIAI: for the VisitMO.com/ideas website; the overall "Stay Close" advertising campaign; and Synched Web banners.

Awarded two Ranly Awards from the Missouri Association of Publications: for Best Website Homepage, for VisitMO.com; and Best Entire Issue-Government and Public Services, for the 2010 *Missouri Travel Guide*.

Kirk Hansen, PR Director, Fantastic Caverns, inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Representative Maynard Wallace.

Dee Ann McKinney, MDT's Strategic Planning and Research Director, was elected Chairman of the Board-TTRA.

## 2011

Received a Platinum Adrian Award for the "Don't Take Less of a Vacation, Take a Vacation for Less in Missouri" advertising campaign, presented by HSMIAI.

Received Gold Adrian Awards from HSMIAI for MDT's fishing and skiing television commercials.

VisitMO.com received a B2 Award of Excellence from the Business Marketing Association (BMA) for results and design.

Pat Jones, philanthropist, inducted into the Missouri Tourism Hall of Fame.

Senator Emory Melton Legislative Award presented to Tracy Kimberlin, President/CEO, Springfield CVB.

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