Missouri Division of Tourism

Partnership Opportunity Guide
The Missouri Division of Tourism (MDT) offers a variety of opportunities and services to members of the tourism industry. By working together, we can maximize resources and promote Missouri as a top-of-mind destination.
The Missouri Travel Guide is distributed at eight Official Missouri Welcome Centers and ten Affiliate Welcome Centers as well as Chambers and CVBs around the state. MDT also maintains an 800-number to fulfill customer requests received both via phone and online methods. Approximately 275,000 guides are printed annually.

Businesses eligible to appear in the guide may be listed at no cost. Paid opportunities for display advertising and enhanced listings exist through Madden Media, maddenmedia.com.

CONTACT
For Missouri Travel Guide questions, please contact Barb Brueggeman, barbara.brueggeman@ded.mo.gov.
Tourism-related businesses and events in Missouri are eligible to post information at no cost on VisitMO.com. VisitMO is powered by an industry portal management system that allows users from outside MDT to create listing pages for VisitMO. All entries are subject to approval by MDT.

Full details are available at Industry.VisitMo.com

MDT has a strong social media presence, primarily maintaining channels on Facebook, Instagram, Snapchat, Twitter, Pinterest and YouTube. MDT also manages the VisitMO Spotlight Blog. MDT strives to share messages about attractions and events from all areas of the state through its social media efforts.

For e-newsletter and social posts questions, please contact Elise Eimer, elise.eimer@ded.mo.gov.
The Promote Missouri Fund (PMF) program is distributed among two separate programs opportunities:

Marketing Matching Grant: 50/50 matching grant program for certified DMOs.

Marketing Platform Development: 50/50 matching grant program, one-time investment in platforms that provide for development, improvement or expansion of tourism marketing programs and products for emerging DMOs.

For additional information, please contact Megan Rogers, megan.rogers@ded.mo.gov

The requirements for participation in the PMF programs are provided in the PMF guidelines that can be found on our industry portal, industry.VisitMO.com.
SEM PARTNERSHIP

This pay-per-click search engine marketing (SEM) partnership is a unified, coordinated effort that drives traffic directly to your site and ensures you are not in competition with MDT or other Missouri participants.

CONTACT

For additional information, please contact the Madden Media Regional Account Manager for your area, maddenmedia.com.

Since this product is not part of the PMF program, qualifying organizations contract directly through Madden Media.

This plan is on a first-come, first-served basis and the applicant must meet the criteria for participation.
MDT is partnering with Brand USA, the national DMO, in a highly-subsidized multi-media campaign to drive international visitation to Missouri; major components include enhanced content on VisittheUSA.com, in-language video production and distribution, inclusion in the Discover America Inspiration Guide, and participation in multi-channel campaigns in Canada and other countries. Participation ranges from $3,000 to $29,000.

For information contact Lori Simms, lori.simms@ded.mo.gov or Debi Saldana, debi.saldana@milespartnership.com.
Area and regional marketing partnerships can have a significant positive impact on the communities involved. MDT strives to support these types of cooperative marketing efforts whenever possible.

Got a regional partnership idea? Contact Megan Rogers, megan.rogers@ded.mo.gov.
MDT offers speakers to community groups on a variety of subjects related to Missouri tourism. In order to schedule a speaker for your event, you will need to fill out a speaker request form providing information about the event and the presentation needs.

For additional information, please contact Amanda Long, amanda.long@ded.mo.gov.
MDT contracts with leading tourism research companies, developing custom studies and partnering with others to develop research that enhances MDT marketing efforts. The research team tracks trends, analyzes performance measurements and provides realistic performance results for the division and the industry. Current available research can be found at http://industry.visitmo.com/Research/ResearchandReports.aspx.

In addition, MDT provides assistance to organizations in the following areas:
- Information on statewide research studies with regional and community applications.
- Visa Vue International data partnership.
- Assist in the development of local, DMO research efforts.

For additional information on the research program, please contact Dee Ann McKinney, deeann.mckinney@ded.mo.gov.
MDT operates eight Official Welcome Centers and collaborates with ten Affiliate Welcome Centers, offering travelers a safe place to stop, stretch, take a break and research travel information. In FY16, more than half a million people visited MDT’s Official Welcome Centers. Available promotional opportunities include the following: FREE Literature Distribution - Missouri tourism-related businesses may distribute (upon receiving approval) travel-related brochures at all 18 Welcome Centers around the state or at specific Welcome Centers.

For literature distribution approval, please contact

Ashley Sneed, ashley.sneed@ded.mo.gov
MDT promotes Missouri as a travel destination and the Missouri Film Office complements this goal by striving to highlight Missouri locations for filming and other media projects.

The film office website, MoFilm.org, hosts an online database for crew and support service companies as well as a photo database of location sites available for filming across the state. Businesses and individuals eligible to list in these databases may do so at no cost.

The film office also sponsors the Missouri Stories Scriptwriting Fellowship competition which encourages writers to create film and television pilot scripts inspired by Missouri history, people, and places.