

## Seven reasons why you should join Missouri Travel Council (MTC)

### 1 Networking

Develop partnerships and business relationships with 300+ members representing all areas of the hospitality industry. Many projects partner with other organizations such as Missouri Association of Convention and Visitors Bureaus, Missouri Hotel and Lodging Association, the Missouri Tourism Commission and Missouri Division of Tourism, to increase your networking base.

### 2 Increase your bottom line

Connect with potential clients at:

**Missouri Showcase** — Marketplace and FAM for group tour planners

**Missouri on the Move** — Out of state sales mission with sales calls and receptions for tour planners, group leaders, etc.

**Meeting Planners Trade Show** — Annual trade show for meeting planners held in Jefferson City, co-sponsored with MSAE and SGMP

### 3 Legislative access and input

MTC retains a Legislative Consultant and organizes a grass roots effort to promote and monitor tourism issues.

**Capitol Days for Tourism** — Legislative briefing and pancake breakfast for legislators

**Savor the Flavor** — Tourism festival for legislators; MTC assists MO Division of Tourism with event and has its own booth



### 4 Education

Seminars

Workshops

Scholarships assist college students preparing for tourism careers

### 5 Resources

Web site

E-Broadcast

Speakers Bureau Council

### 6 Receive business referrals

Active participation in MTC leads to increased awareness of your tourism product or service, new business opportunities, and development of new partnerships.

### 7 Gain credibility as part of the team

In existence since 1962, Missouri Travel Council is well respected as Missouri's oldest grass roots tourism organization. Work with dynamic leaders in all aspects of the tourism industry and become a vital asset to Missouri's tourism team.