



News & Notes – September 18, 2009

TOURISM AUCTION -- Have you sent in your item for the upcoming Tourism Auction? You still have time but please ACT NOW! We have extended the deadline to Friday, September 18 for your item to be included in the auction listing. We're looking for admission tickets, hotel overnights, baskets of goodies, and much, much more! Proceeds benefit the MTC Scholarship Fund and the Website Development Fund. We will have the Silent Auction during the Governor's Conference AND an On-Line Big Ticket Auction for larger items that will run from September 30 until 12 noon on October 14, 2009.

Visit the MTC website – click on Important Dates/Events – under September 28-30, 2009 Governor's Conference on Tourism there is a link for the donation form. Complete and fax to 573-636-5783 as soon as possible! If you have questions call the MTC office (573-636-2814.)

And don't forget to "shop" at the auction during the Governor's Conference and then later during the Big Ticket Auction – this year more than ever before, you will be amazed at the items that are available. From exotic getaways to stupendous baskets that include overnights and all sorts of goodies ... from "celebrity" memorabilia to advertising And much, much more! You can be guaranteed there will be something just for you!

SPECIAL BREAKFAST SESSION AT GOVERNOR'S CONFERENCE

– Missouri Travel Council will be coordinating the kick-off Breakfast Session at the Governor's Conference on Tourism – 8-9:45 a.m. – Tuesday, September 29. President Mishell Hoover is issuing a personal invitation to all MTC members to make a special effort to attend this breakfast! We're organizing a very special session focusing on "Tourism Teamwork". Plans are to include self introductions – come early and get to know your fellow hospitality partners. We'll also update on MTC activities, give an opportunity for discussion of hot topics in a Cracker Barrel Discussion, talk about Tourism Mentoring and much, much more. And then there's the door prizes – everyone who is in attendance will have a chance for some fabulous door prizes. Make plans now to attend! Not registered for the conference but want to attend the breakfast – no problem. The fee is \$25 and you must contact Mary Oberreither by 9/24 – 573-751-1908 to make your reservation and arrange for payment. If you plan on attending the entire conference but haven't registered yet, it's too late to take advantage of the Early Bird Reduced Rate Registration, but you still have time to register – Visit <http://industry.visitmo.com/governors-conference.aspx>.

MISSOURI SHOWCASE – RAVE REVIEWS!! -- At the end of the week-long FAM, the tour planners were tired but extremely excited about the sites they had seen and the contacts they had made around our wonderful state. Our hospitality impressed them. Our teamwork impressed them. Our cities, attractions, hotels, and people impressed them. MISSOURI HAS IT ALL was a resounding comment. Special thanks and appreciation to all who participated in the FAM and Marketplace. Thanks to the Missouri Division of Tourism for partnering and to Cynthia Morris-Sapp of the Division for participating in the FAM. To our wonderful committee and its chair, Keith Winge (Elms

Resort at Excelsior Springs), it couldn't have been done without you! To Beth Mead at the Columbia CVB and her fabulous partners who really know how to roll out the red carpet as our Marketplace Hosts – well done! To each and every one of you who helped in any way – you're the best!

If you did not participate, we're afraid you missed out. Participation in this event is affordable – the results are quantifiable – if you are working with groups and want to increase your group business, it only makes sense to participate! Plans for next year's event are incomplete at this time but you will be hearing more about this event in the near future as we continue to research possible format changes that will make this event even better!



2009 MO Showcase Tour Planners at Experimental Mine - Rolla



2009 MO Showcase Marketplace - Columbia

GROUP TOUR LEADS – Did you know that Missouri Division of Tourism staff attend tradeshow and conventions and bring back leads? Did you know that you can get these leads sent to you electronically? If you are not receiving these leads, please contact Cynthia Morris-Sapp at the MO Division of Tourism – 573-751-1910 or cynthia.morris-sapp@ded.mo.gov and Cyndi will make sure you receive the next group of leads!

CAPITOL DAYS FOR TOURISM – DATE SET – Mark your calendar – The dates for the Annual Capitol Days for Tourism are March 3-4, 2010 in Jefferson City. More details will be forthcoming but we wanted to make sure that you save this date for this important event at our State's Capitol!

LOST AND FOUND – Did you attend last year's Capitol Days for Tourism event? If so, did you lose a "hook" from your pull up banner display? If you did, we have kept it for you – just contact the MTC office.

WELCOME CENTER INFO – The MO Department of Transportation finished work earlier this Spring on the new Welcome Centers at Conway, MO – Mile Marker 111 on I-44 (East and West bound). These centers will be staffed by volunteers from the local communities. We need your assistance in providing brochures for the volunteers to display so that they can better sell the entire state. Please ship 300 of your brochures to: Conway Welcome Center, - Eastside, 110620 Interstate 44, Conway, MO 65632 (417-589-0063) and to Conway Welcome Center – Westside – 110619 Interstate 44, Conway, MO 65632 (417-589-0023). The MO Division of Tourism requests that you add these addresses to your database so that they can keep up on new brochures and events that are happening. Your efforts are appreciated in helping to promote destinations and attractions in Missouri. If you have any questions, please contact Cynthia (Cyndi) Morris-Sapp at the Missouri Division of Tourism office – cynthia.morris-sapp@ded.mo.gov or 573-751-1910.

DATE SET FOR JOINT MEETING PLANNERS TRADESHOW IN 2010

– Mark your calendar for July 20, 2010 – Capitol Plaza Hotel in Jefferson City. The theme will be announced soon! The Exhibitor rates will remain the same as in 2009: \$350 for the first booth and \$325 for additional booths.

+The 2009 Tradeshow was a great success with 80 suppliers exhibiting and 175 meeting planners attending! The tradeshow also included a Speakers Showcase educational component which is always a “hit”, especially for the meeting planners. In this economy a sell-out tradeshow is truly a tribute to the quality of the show. Special thanks to all who attended and help sponsor the event!



Event Calendar

2009 GOVERNOR'S CONFERENCE ON TOURISM – September 28-30, 2009 –
Chateau on the Lake, Branson

2009 MTC BREAKFAST SESSION AT GOVERNOR'S CONFERENCE – September 29, 2009 – 8 am – Chateau on the Lake, Branson

2010 MTC ANNUAL MEETING BRUNCH – March 3, 2010 – Capitol Plaza Hotel, Jefferson City

2010 CAPITOL DAYS FOR TOURISM – March 3-4, 2010 – Capitol Plaza Hotel & State Capitol Building, Jefferson City

2010 MISSOURI BANK TRAVEL EXCHANGE – April 27-28, 2010 – Harrah's Casino Hotel, St. Louis

2010 JOINT MEETING PLANNERS TRADESHOW – July 20, 2010 – Capitol Plaza Hotel, Jefferson City

This email NEWS IN BRIEF is being sent to you to keep you informed. If you have additional individuals in your company who would also like to receive this information, please let us know.

Pat Amick, CMP- Executive Director
Missouri Travel Council
204 E. High St.
Jefferson City, MO 65101-3287
573-636-2814 – FAX 573-636-5783
pat-amick@socket.net
www.missouritravel.com