



News & Notes - May 16, 2006

MTC GOES ON THE ROAD -- More than 80 people attended the MTC Road Show last week in Branson and walked away with a better understanding of Missouri Travel Council's leadership role in Missouri's tourism industry. Attendees were updated about recent and future organization activities and participated in a question-and-answer session following activity reports.

As the only association that represents the entire cross-section of Missouri's travel industry, Missouri Travel Council's membership makes it the largest tourism association in the state. MTC oversees legislative activity that affects the tourism industry and serves as an industry liaison with the Missouri Division of Tourism. In addition, MTC conducts targeted educational workshops throughout the year, and sponsors marketing opportunities such as Missouri Showcase and Missouri's on the Move. A big thanks to Golden Coral for providing our meeting space and to Chip Mason and Silver Dollar City for lunch.

MTC plans to hold one or two "Road Shows" each year in various areas of the state. Watch for more information – we may be coming soon to YOUR area!

MTC MEMBERSHIP DIRECTORIES -- MTC Membership Directories are being mailed in the very near future. Should you need an additional copy for your office, please contact MTC.

MEETING PLANNERS TRADESHOW -- The Joint Meeting Planners Tradeshow is scheduled for Tuesday, July 18, 2006 at Capitol Plaza Hotel in Jefferson City. The theme this year is "The Wide World of Sports – Let the Games Begin!" If your market is the meeting planner industry, this event is for you! Cosponsored by MTC, the Society of Government Meeting Professionals and the Missouri Society of Association Executives, typically 110-125 planners representing associations and government offices are in attendance. Registration information is included on the MTC website (www.missouritravel.com) or call Pat Amick at the MTC office – 573-636-2814. The first booth is \$325 and additional booths are \$300. This event sells out, so ACT NOW!

A few sponsorships are still available for MPT – Continental Breakfast - \$1,000; Morning Break - \$600, and Reception prior to lunch – based on actual approximately \$500. Call Sandra Boeckman with MSAE if interested – 573-659-8898.

2007 MISSOURI BANKERS TRAVEL FORUM – RFP'S SOUGHT BY 6/14/2006 – Missouri Travel Council is requesting proposals from MTC members to assist with the conceptualization, development and implementation of a new, annual tourism forum for Missouri bank travel planners. Bids will be evaluated on basis of the proposal's creativity, comprehensiveness, viability and affordability. Other considerations include the vendor's experience in the group travel industry, familiarity with the state, experience in conference or event planning, working knowledge of hotel and convention center contracts and an understanding of the bank loyalty programs.

The RFP can be accessed at http://www.missouritravel.com/pdf/bankers_travel_forum_rfp.pdf
Proposals that include general format suggestions for the Bankers Travel Forum are due by 5 p.m. on Wednesday, June 14, 2006. If you have questions or need additional information, contact Pat Amick, MTC Executive Director – 573-636-2814 or pat-amick@socket.net.

MISSOURI SHOWCASE DEADLINE APPROACHING – Marketplace dates for 2006 event are August 22-21, 2006 -- location is The Elms in Excelsior Springs with the Kansas City CVA as our hosts. Registration information has been mailed and is posted on the MTC website. **The Deadline for Supplier Registration is MAY 24 – so don't delay!!!** You must have 2006 MTC dues paid to participate. Tour Planner Registrations are coming in nicely but if you want to encourage a special planner to attend, they can download the Planner Registration off our website too! We hope you will plan to participate – it's truly a cost efficient marketing opportunity for group tour business!

By the way – there are sponsorship opportunities available for the Marketplace – call the MTC office to discuss possibilities! Give your company that extra edge that it deserves with tour planners!

REQUEST FOR BROCHURES – The following entities are setting up displays and are requesting brochures from the tourism industry. We would suggest that you make contact with them before shipping to verify quantity, etc.

- 1) Sugar Creek Betterment Assn. – Attn: Lela Elk, P. O. Box 681, Pineville, MO 64856, 417-223-7257 – retired@olemac.net
- 2) Missouri Park Campground – Attn: Daisy Archer, 2325 Missouri Park Dr., Mountain Grove, MO 65711, 417-926-4104 or 417-926-6237.
- 3) Trailside Center – Attn: Charles Loomis, 1148 E. Queens Place, Kansas City, MO 64131, 816-942-5033.

Events Calendar

JOINT MEETING PLANNERS TRADESHOW – July 18, 2006 – Capitol Plaza Hotel, Jefferson City

2006 MISSOURI SHOWCASE MARKETPLACE – August 20-21, 2006 – The Elms, Excelsior Springs

This online **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.

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"We are what we repeatedly do. Excellence, then, is not an act, but a habit." - Aristotle