

MISSOURI DIVISION OF TOURISM PARTNERSHIP OPPORTUNITIES

VisitMO.com Website: Tourism-related businesses and events in Missouri are eligible to post information **for free** on VisitMO.com. VisitMO is powered by an industry portal management system that allows users from outside the Missouri Division of Tourism (MDT) to create listing pages for VisitMO. All entries are subject to approval by MDT. **Full details are available at Industry.VisitMO.com.**

Missouri Travel Guide: MDT's largest print marketing effort, the Official Missouri Travel Guide is distributed at nine Official Missouri Welcome Centers, Chambers and CVBs around the state. MDT also maintains an 800-call center to fulfill customer requests received both via phone and online methods. Approximately 375,000 guides are printed annually. Businesses eligible to appear in the guide may be listed **for free**. Paid opportunities for display advertising and enhanced listings exist through Madden Media., maddenmedia.com. **For VisitMO website and Missouri Travel Guide questions, please contact Barb Brueggeman, barbara.brueggeman@ded.mo.gov**

E-newsletters: MDT deploys two themed e-newsletters each month (50,000 to 75,000 each) to specific audience sets from within a customer-relationship database. E-newsletter pages link to stories housed on VisitMO.com and feature businesses and events already listed on the website. There is **no cost** to be mentioned in an e-newsletter story; businesses and events are selected (in-house) based on the theme/themes of each newsletter. In addition, there are paid opportunities within each newsletter, with general ad space and a featured destination position available. **For information on paid advertising, please contact Madden Media (maddenmedia.com).**

Social posts: MDT has a strong social media presence, primarily maintaining channels on Facebook (two), Twitter (multiple), Pinterest and YouTube. MDT also manages the VisitMO Spotlight Blog. MDT strives to share messages about businesses and events from all areas of the state through its social media efforts. Additionally, the Spotlight Blog features a lineup of guest bloggers whose posts typically focus on their respective communities, allowing them to share messages with an audience they otherwise might not reach. **For e-newsletter and social posts questions, please contact Stephen Foutes, stephen.foutes@ded.mo.gov**

Research: 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:

- VisaVue International data partnership
- Information on statewide research studies with regional and community applications
- Consultation on development of DMO survey and marketing research programs

For additional information on the research program, please contact Dee Ann McKinney, deeann.mckinney@ded.mo.gov

Trade Shows:

TEAMS (Travel, Events & Management in Sports) is the world's leading conference and expo for the sports-event industry. To participate with MDT and other industry partners at the TEAMS 2015 Conference and Expo next fall, **please contact Lindsay Bernard, lbernard@stjomo.com.**

Travel South International Showcase is an opportunity to reach more than 100 qualified International tour operators from more than 15 countries around the globe and more than 160 Southern travel suppliers as we partner with 11 southern states to grow international visitation to the southern U.S.

Travel South Domestic Showcase is a regional, appointment-style marketplace focused on increasing travel to and within the southern states. Domestic Showcase offers the most targeted opportunity for tour operators/wholesalers and travel service providers to meet face-to-face with travel suppliers.

IPW (formerly International Pow Wow) is the travel industry's premier international marketplace and the largest generator of travel to the U.S. More than 1,300 international and domestic buyers from 70+ countries meet with suppliers, resulting in the generation of more than \$4.7 billion annually in future travel to the USA.

For additional information on Travel South International Showcase, Travel South Domestic Showcase, and IPW, please contact Lori Simms, lori.simms@ded.mo.gov. To receive leads from MDT-attended trade shows, please contact Cyndi Morris-Sapp, cyndia.morris-sapp@ded.mo.gov.

Missouri Film Office: MDT promotes Missouri as a travel destination and the Missouri Film Office compliments this goal by striving to highlight Missouri locations for filming. Participate with the Missouri Film Office at the Association of Film Commissioners International's Locations Trade Show in Los Angeles, March 5-7, 2015, www.afci.org. Studio executives, producers, directors, cinematographers and location scouts from all segments of the entertainment industry will attend this 3 day trade-show.

For additional MFO information, please contact Andrea Sporcic, andrea.sporcic@ded.mo.gov

Tourism Industry Education: Participate in eLearning University online marketing webinars presented by leading experts in digital tourism marketing. MDT has underwritten this opportunity for **you or any member of your tourism community** to reap the benefits of this exceptional educational program **free of charge**. In order to access the interactive tourism marketing webinar you are interested in, first go to **eLearningU.com**, but *don't login*. If you are interested in the next *live* webinar (offered every Thursday from 1 pm - 2 pm CST), click on the *Upcoming Webinars* bar, find the webinar and click on *Keep Reading*, then click on *Register Now*, then input **VisitMO** in the Coupon Code box. You are now registered. For 24/7 access to any of the 70+ webinars that are *recorded*, click on the *Recorded Webinars* bar, find the webinar you are interested in, then click on *Expand*, then click on *Register Now*, then input **VisitMO** in the Coupon Code box. You can now take the class.

For additional information, please contact Dan Lennon, dan.lennon@ded.mo.gov

Speaker Opportunities: MDT offers speakers to community groups on a variety of subjects related to Missouri tourism. In order to attain a speaker for your event, you will need to fill out a speaker request form providing information about the event and the presentation needs. **To obtain the form please contact the MDT Director's Office at (573) 526-5900 or tracy.johnson@ded.mo.gov**

Welcome Center Opportunities: MDT operates nine Official Welcome Centers and eight Affiliate Welcome Centers, offering travelers a safe place to stop, stretch, take a nature break and research travel information. In FY13, 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 17 Welcome Centers around the state or at specific Welcome Centers.

For literature distribution approval, please contact Cyndi Morris-Sapp, cynthia.morris-sapp@ded.mo.gov.

Brand USA International Marketing: 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 DiscoverAmerica.com, in-language video production and distribution, inclusion in the Discover America Inspiration Guide, and participation in a 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.

SEM Partnership: Participate in MDT's pay-per-click search engine marketing (SEM) partnership. This unified, coordinated effort drives traffic directly to your site and ensures that you are not in competition with MDT or other Missouri participants. This is not a co-op, so qualifying organizations skip the paperwork but pay only half the cost (Madden Media bills MDT for the other half). This plan is on a first-come, first-serve basis and the applicant must meet the criteria for participation. **For additional information, please contact the Madden Media Regional Account Manager for your area, maddenmedia.com.**

Promote Missouri Fund Program: Participate in the Promote Missouri Fund program. The Promote Missouri Fund program funds are distributed among three separate program opportunities that are designed to maximize the resources of both MDT and its partners:

- Marketing Matching Grant – 50/50 matching grant program for certified DMOs
- Collective Marketing Initiative – Print/digital menu for all DMOs + industry
- Marketing Platform Development – 50/50 matching grant program, one-time investment in website development, visitor profile study, creative strategy, and social media strategy

The requirements for participation in the Promote Missouri Fund programs are provided in the Promote Missouri Fund guidelines that can be found on our industry portal under *FY2016 Program Information* on industry.VisitMO.com.

For additional information, please contact Kelly Gettinger, kelly.gettinger@ded.mo.gov or Brittney Mormann, brittney.mormann@ded.mo.gov.

Regional Partnerships: MDT strives to support area-wide cooperative marketing whenever possible. Got a regional partnership idea? **Contact Dan Lennon, dan.lennon@ded.mo.gov to discuss.**