

WELCOME

MISSOURI
TOURISM



MISSOURI DIVISION OF TOURISM



DIRECTOR

STEPHEN FOUTES



MISSOURI DIVISION OF TOURISM



Aaron



Andrea



Ashley



Dee Ann



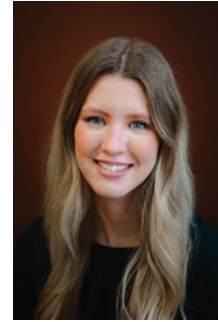
Elise



Jadrien



Kara



Katie



Lori



Lorinda



Lynn



Megan



Peggy



MISSOURI DIVISION OF TOURISM

WHAT?

The Missouri Division of Tourism is a skilled team of marketers, communicators, public-relations leaders, researchers, film-industry specialists and front-line staff, backed by a highly qualified financial team, supported by a marketing agency of record and guided by a 10-member commission, striving to promote Missouri as one of America's leading travel destinations.



MISSOURI DIVISION OF TOURISM

WHY?

The travel industry in Missouri generates billions of dollars in taxable sales each year, employs hundreds of thousands of Missourians and creates a substantial economic impact.



FY21 STATEWIDE INDUSTRY PERFORMANCE



\$13.5 BILLION

Total economic impact



33 MILLION

Total number of visitors



\$12.8 BILLION

Taxable sales



257,057

Missourians employed
in tourism



MISSOURI DIVISION OF TOURISM

HOW?

Marketing

Paid, Earned, Shared and Owned Media

Cooperative Marketing Program

Matching Grants for Marketing and SEM



MISSOURI DIVISION OF TOURISM



MISSOURI FILM OFFICE

Housed in MDT and works to develop, coordinate, and market the film industry and film-related activities in Missouri.

Point of contact for all state-wide inquiries concerning film, TV shows/segments, documentaries and commercials.



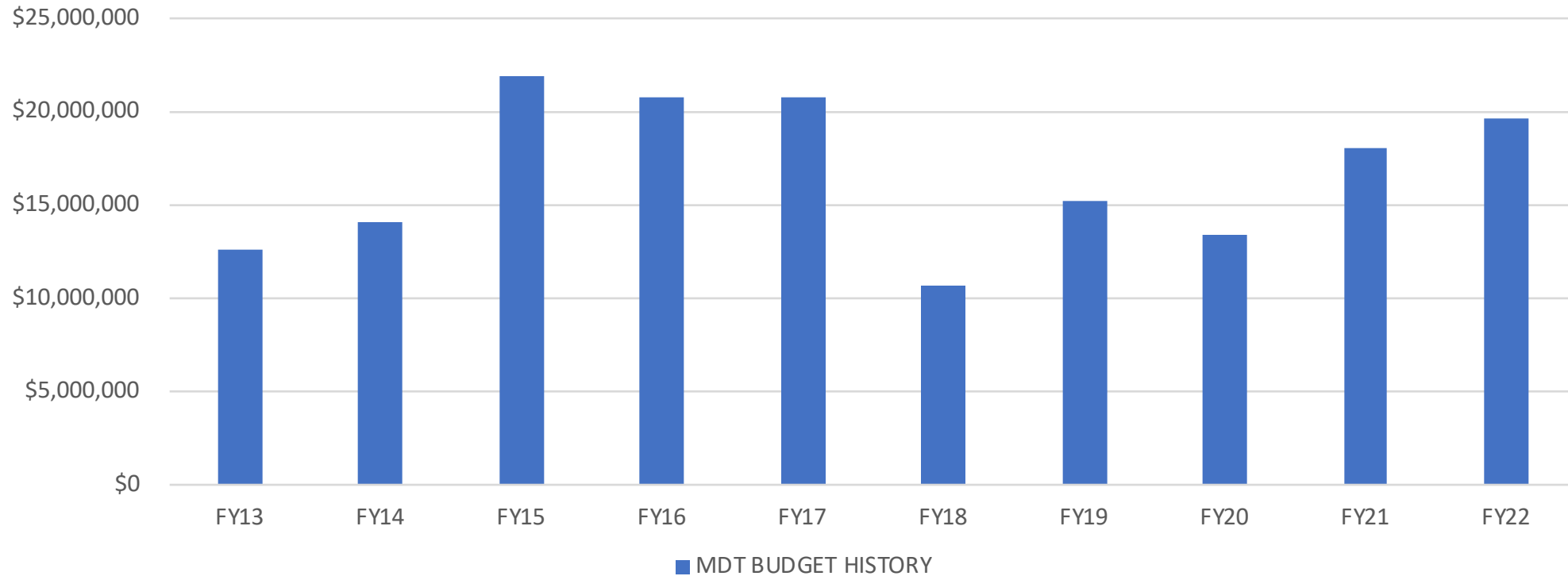
MDT LEGISLATIVE / BUDGET UPDATE



ACCOUNTANT
KARA KLEINDIENST



MDT BUDGET HISTORY



**Governor's Recommendation*



STATE BUDGET CYCLE

Department Request - October

Governor's Recommendation - Mid-January

House Budget - Before Spring Break

Senate Budget - After Spring Break

Conference - Late April or Early May

Budget Final - May 6



FY22 RECAP

\$19,676,852 Cash in the Tourism Fund

- \$10,135,473 General Marketing Campaign
- \$4,082,680 Cooperative Marketing
- \$2,525,115 Various Line Items (Few Examples Below)
 - \$1,000,000 Event Sponsorships
 - \$350,000 MO Bicentennial Celebration
 - \$300,000 Juneteenth Celebrations

\$500,000 Meet in Missouri Fund



FY23 GOVERNOR'S BUDGET RECOMMENDATION

\$19,865,862 - Governor's Recommended Budget

February 8 - Tourism Budget Presented to House Budget

February 16 - Tourism's Budget Presented to Senate Appropriations

Currently Awaiting House Budget Changes



MDT RESEARCH



RESEARCH DIRECTOR

DEE ANN MCKINNEY



MDT RESEARCH



Why we do what we do?

How are we doing?

Did we do it well?



DEMOGRAPHICS & CHARACTERISTICS

- Average Age
- Household Income
- Education Level
- Marital Status
- Who They Travel With
- Party Size
- Ethnicity
- Purpose of Trip
- What Other States
- When They Came
- How Did They Get Here
- What Did They Do
- When They Travel
- If a Repeat Visitor
- Social Media Preference
- How They Plan Trips
- When They Plan
- TV vs Online
- Source Markets
- What They Think of Missouri



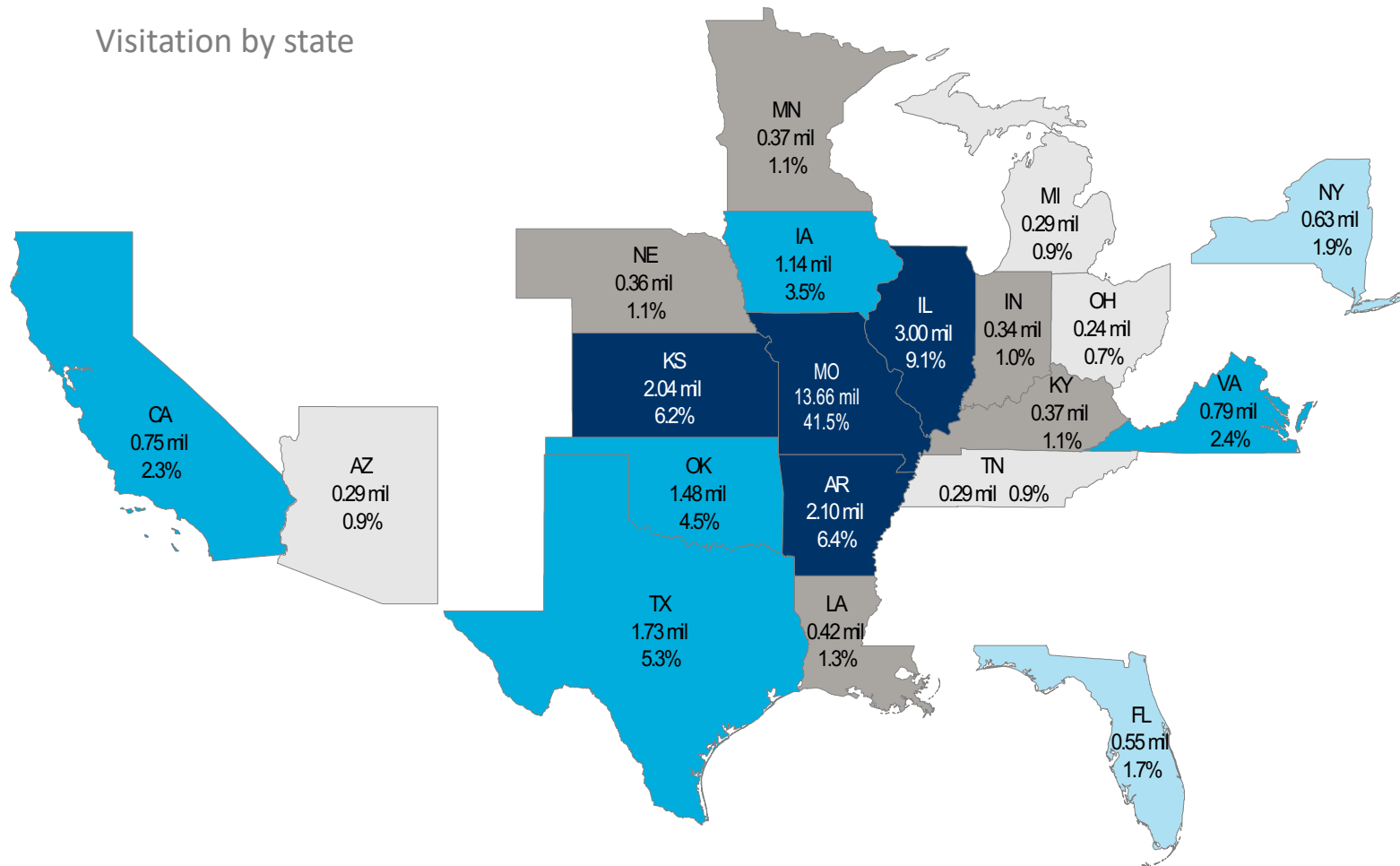
TOP 10 ACTIVITIES

2021 Activities	Participate	Motivate	2021 Net
Family event or activity	25%	67%	17%
Shopping	42%	33%	14%
Attending entertainment or live shows	19%	56%	11%
Visiting a city or city attractions	28%	37%	10%
Dining at unique, local restaurants	41%	24%	10%
Family attractions such as zoos, water parks, etc.	18%	49%	9%
Visiting a theme park	14%	57%	8%
Visiting quaint attractions and small towns	17%	42%	7%
Fishing, boating or other water activities	12%	50%	6%
Museums/cultural events	16%	38%	6%

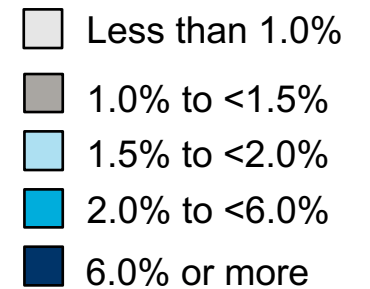


TOP SOURCE MARKETS BY STATE

Visitation by state



Missouri Source
Markets by Shares



HOW ARE WE DOING?



- STR Lodging Reports
- NAICS Code Reporting
- Advertising Responses
- Monitor Website Visits, Travel Guide Requests, Welcome Center Visits and Major Airport Deplanements Monthly



HOW DID THE TOURISM INDUSTRY DO?

Economic Impact Report Reporting

(Tourism Economics – TE)

Economic Impact County by County Report

(Tourism Economics – TE)

Domestic Visitor Data Collection Survey

(OmniTrak)



HOW DID MDT DO?



FROM OUR TARGET MARKETS

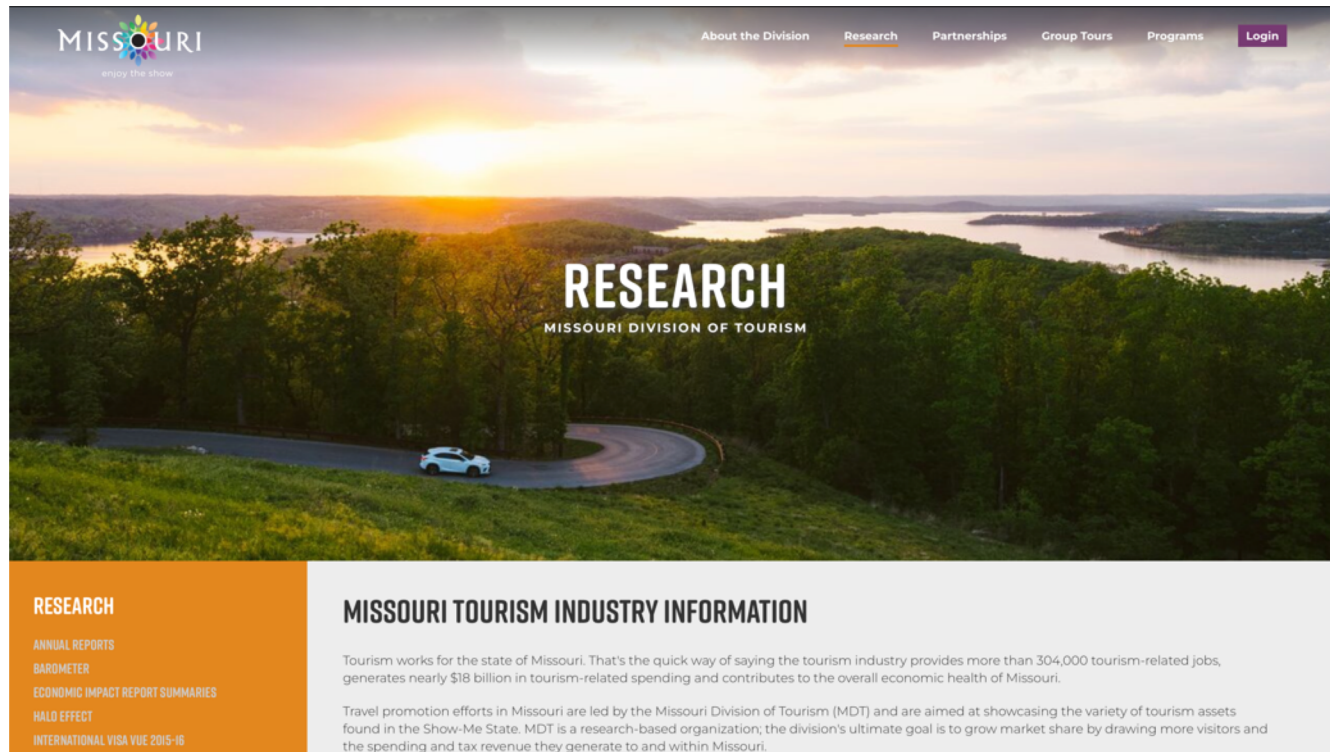
- Who came?
- How many came?
- What they did?
- Where did they go?
- How much did they spend?

CREATIVE EVALUATION

- Did they see the ads?
- What action did they take?



HOW CAN WE HELP YOU?



- Our Stats Are Your Stats
- Research Reports & Workshops
- Contacts With Other States & Major Cities
- Individual DMO Consulting
- Education Speaker
- Industry.VisitMo.com



MDT MARKETING



DEPUTY DIRECTOR OF TOURISM
LORI SIMMS

COMMUNICATIONS MANAGER
PEGGY SMITH

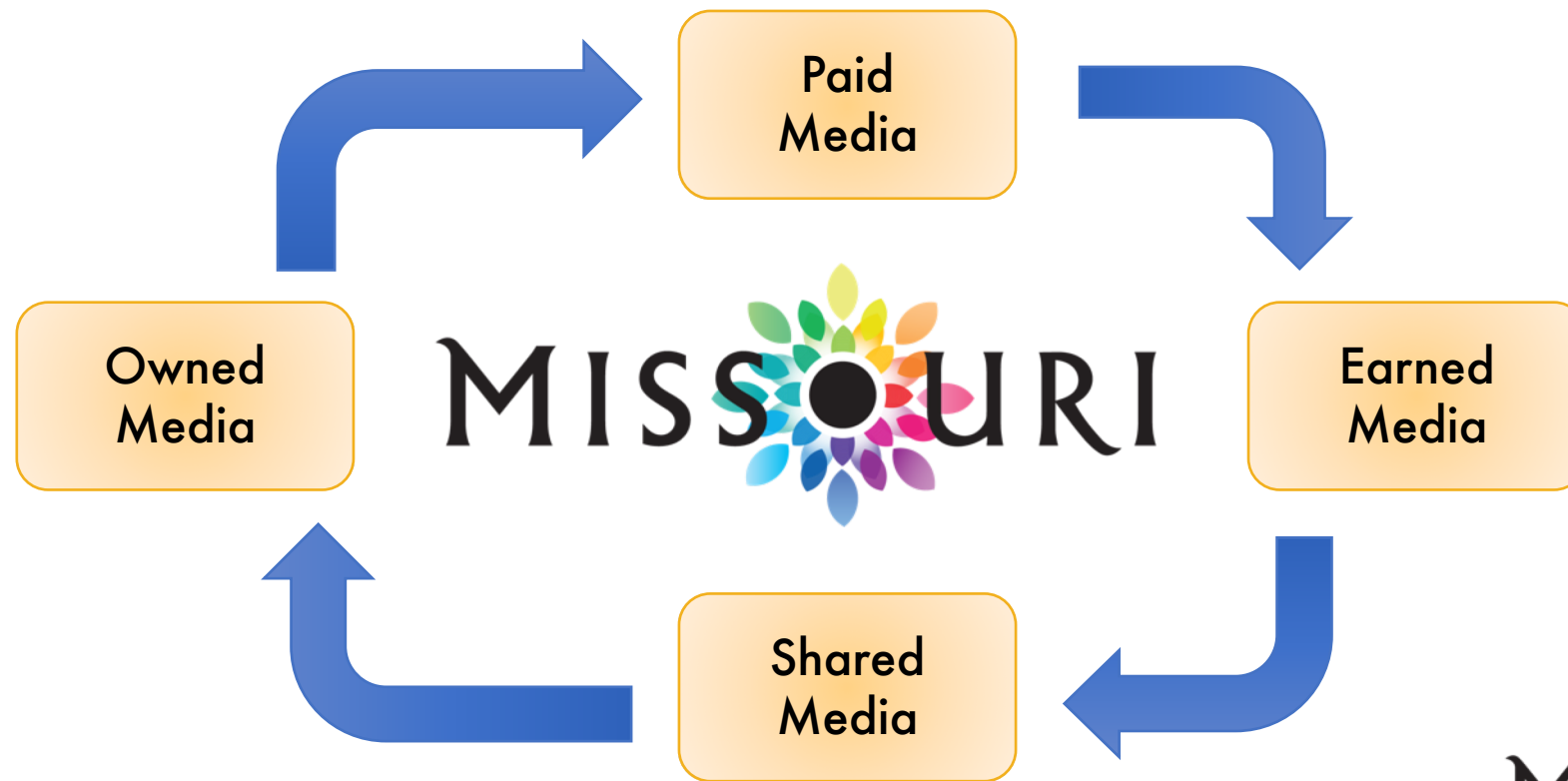
MARKETING MANAGER
ASHLEY SNEED



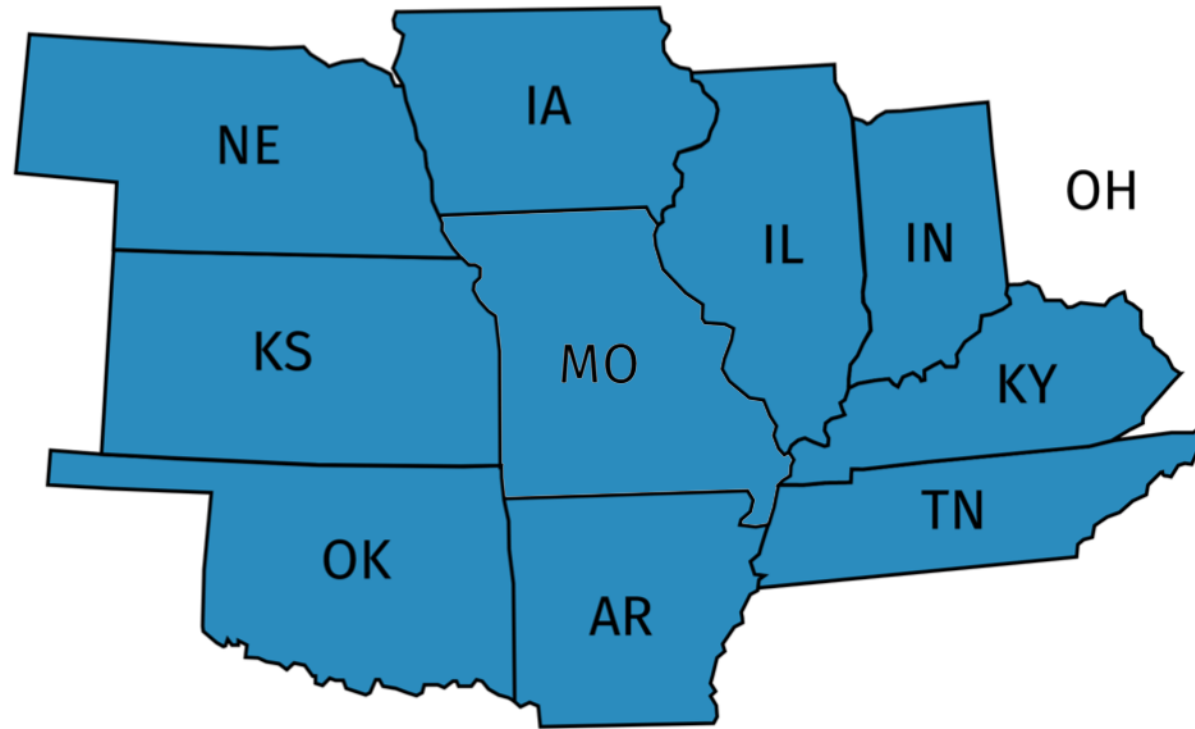
MDT MARKETING



MDT MARKETING



MDT MARKETING



WHAT'S YOUR M-O?



THE BIG IDEA

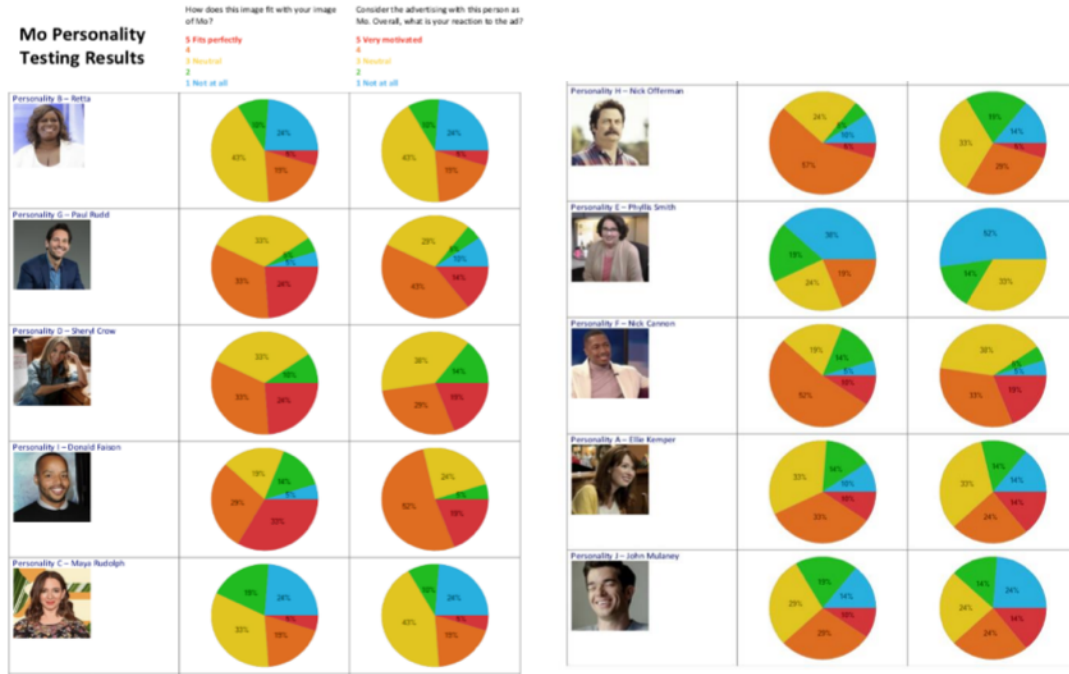
Meet Mo

A genial, welcoming guide who personifies the state of Missouri and can pair any visitor with their perfect M-O.



There's a Mo for every M-O!

PERSONALITY TRAIT TESTING



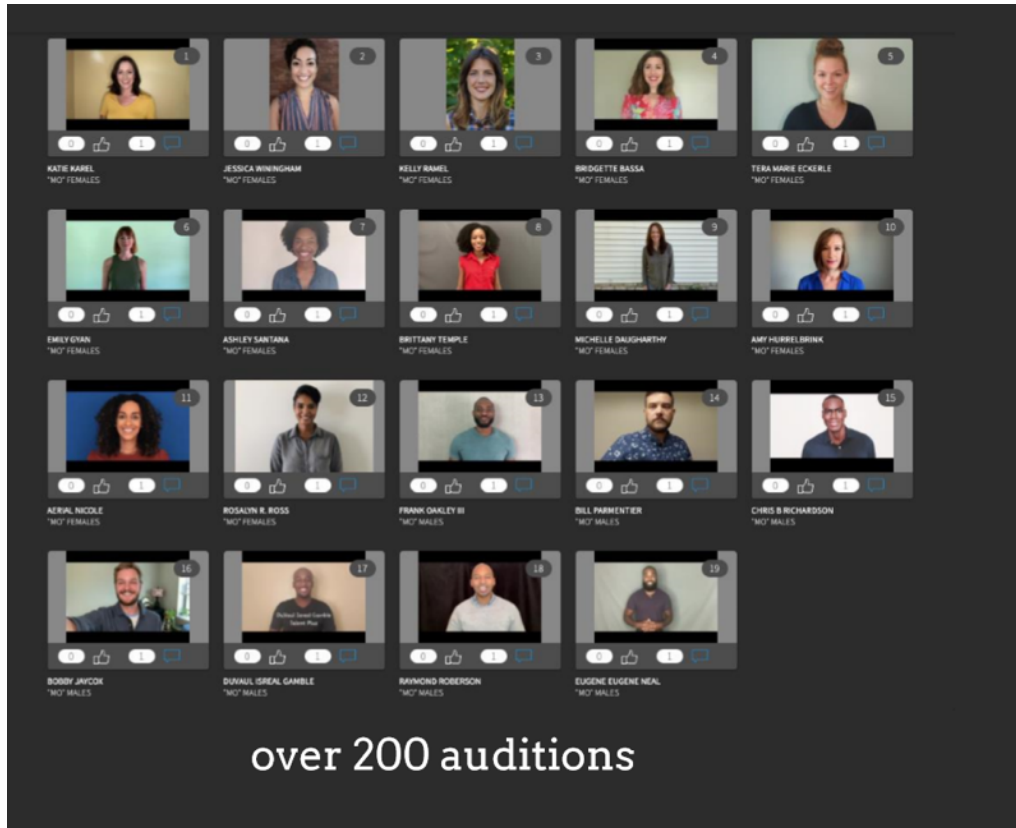
We followed concept testing with personality testing to hone in on the right type of person to portray Missouri.

We learned that Mo should be:

- Funny and engaging
- Accessible and inviting
- Outgoing and fun-loving

CASTING CALL

Actors representing all ages, diverse ethnicities and genders respond.



Number	Name	Role
1	KATIE KAREL	WO FEMALES
2	JESSICA WINNINGHAM	WO FEMALES
3	KELLY BAMEL	WO FEMALES
4	BRIDGETTE BASSA	WO FEMALES
5	TERA MARIE ECKERLE	WO FEMALES
6	EMELY GYAN	WO FEMALES
7	ASHLEY SANTANA	WO FEMALES
8	BRITTANY TEMPLE	WO FEMALES
9	MICHELLE DAUGHARTHY	WO FEMALES
10	AMY HURRELBRINK	WO FEMALES
11	AERIAL NICOLE	WO FEMALES
12	ROSANNA B. ROSS	WO FEMALES
13	FRANK DAILEY III	WO MALES
14	BILL PARMENTER	WO MALES
15	CHRIS B. RICHARDSON	WO MALES
16	BOBBY JAYCOX	WO MALES
17	DANAIL USREAL GAMBLE	WO MALES
18	RAYMOND ROBERSON	WO MALES
19	EUGENE EUGENE NEAL	WO MALES

over 200 auditions



Missouri native
Ashley Santana

PAID MEDIA



HOLIDAY MAGIC. THAT'S MY M-O.

Memory-making moments are near. I can help you find that perfect M-O to fit your holiday spirit at [VisitMo.com](https://www.visitmo.com)

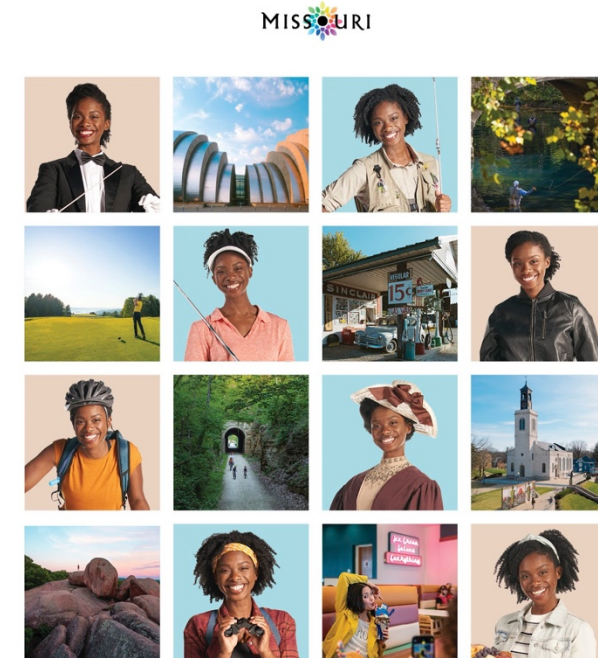


**PASTURES.
PISTONS.
PLAYS.**

THAT'S MY M-O.

The name's Missouri, but you can call me Mo. And no matter how you operate, I have the perfect mix of destinations, activities, sights and experiences to build a staycation just for you.

Find your M-O at [VisitMo.com](https://www.visitmo.com)




**100 WAYS TO WOW YOU.
THAT'S MY M-O.**

Your ultimate Missouri adventure awaits. Ready to get going? Find your M-O at [VisitMo.com](https://www.visitmo.com)





PAID MEDIA


MISSOURI MISSOURI MISSOURI





ADVENTURES.


















APPETIZERS.


There's a Mo for every M-O.
Find yours.

What's your M-O?


There's a Mo for every M-O.
Find yours.

What's your M-O?







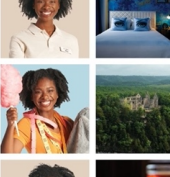
There's a Mo for every M-O.
Find yours.




Promoted Stories



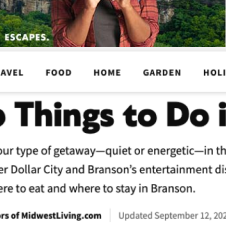
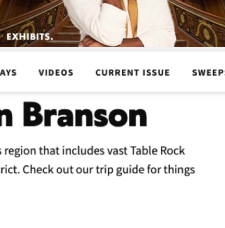






There's a Mo for every M-O.
Hi, the name's Missouri but you can call me Mo. Take my quiz to find your perfect Missouri vacation.

Sponsored | Visible

There's a Mo
for every M-O.

Find yours.

MISSOURI

EXPLORE
TRAVEL
FOOD
HOME
GARDEN
HOLIDAYS
VIDEOS
CURRENT ISSUE
SWEEPSTAKES


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Top Things to Do in Branson

Choose your type of getaway—quiet or energetic—in this region that includes vast Table Rock Lake, Silver Dollar City and Branson's entertainment district. Check out our trip guide for things to do, where to eat and where to stay in Branson.

By The editors of [MidwestLiving.com](#) | Updated September 12, 2021

Pin
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More





Chapel of the Ozarks at Top of the Rock

Pandemic-related closures and restrictions may be in place. Please check destinations' websites before making travel plans.

Do

The Branson Coaster The double-track Alpine coaster opened recently on Branson's Strip, letting riders race or glide down the curving track. [thebransoncoaster.com](#)

Branson Landing The upscale outdoor shopping center at Lake Taneycomo is known for its Bellagio-style hourly fountain shows with fire, lights and music. [bransonlandingshow.com](#)

There's a Mo
for every M-O.

Find yours.



PAID MEDIA

**SCENIC VIEWS.
THAT'S MY M-O.**

MISSOURI



**FABULOUS FINDS.
THAT'S MY M-O.**

MISSOURI



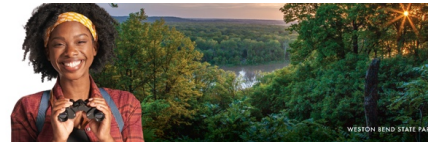
**ULTIMATE BBQ.
THAT'S MY M-O.**

MISSOURI



**THE GREAT OUTDOORS.
THAT'S MY M-O.**

MISSOURI



**AMAZING CAVES.
THAT'S MY M-O.**

MISSOURI



**LAKE LIFE.
THAT'S MY M-O.**

MISSOURI



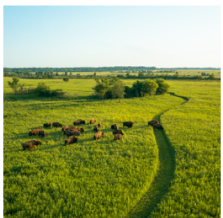
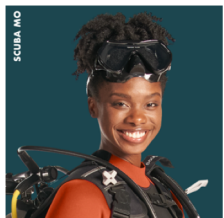
**PRO-LEVEL TOURS.
THAT'S MY M-O.**

MISSOURI



**PERFECT SIPS.
THAT'S MY M-O.**

MISSOURI



**There's a Mo
for every M-O.**

Find yours.





PARTNERSHIPS



MDT MARKETING



- Earned
- Shared
- Owned



MDT MARKETING



EARNED MEDIA

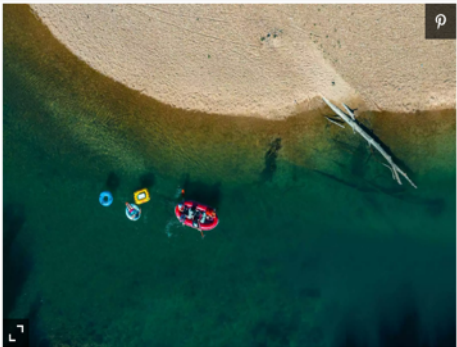
EXPLORE TRAVEL+LEISURE

Home + Trip Ideas + Nature Travel

10 Best Float Trips in Missouri for Beautiful Views and Serene Waters

These scenic float trips in Missouri are perfect for a serene day trip or days-long excursion.

By Elizabeth Rhodes | August 29, 2020




CREDIT: COURTESY OF VISITMO.COM

Editor's Note: Travel might be complicated right now, but use our inspirational trip ideas to plan ahead for your next bucket list adventure.

When it comes to choosing an outdoor adventure in their home state, Missourians are especially lucky. The Show-me State has caverns, lakes, rivers, and waterfalls, so nature enthusiasts always have something to do. If you're looking for a relaxing way to enjoy the state's natural beauty while exploring one of the many rivers, opt for a float trip. With plenty of rivers and creeks across the

News Weather Sports Ozarks Sports Zone On Your Side The Place beLocal/Marketplace Vacation Local Job O

Missouri Division of Tourism: Take these six drives for a fabulous autumn experience



(WLLC)
Published: Oct. 3, 2020 at 1:00 PM GMT-5

SPRINGFIELD, Mo. (KY3) - The Missouri Division of Tourism recommends six drives for those looking to fulfill their taste of autumn and discover the shades of the season.

"With an abundance of hardwood forests filled with oaks, hickories, maples and more, the Show-me State is an ideal place to find fall color," said the Missouri Division of Tourism.

Leaf peeping-season usually peaks from mid to late October, creating several opportunities to check out red, orange, and yellow leaves in Missouri.

FOX2 now NEWS WEATHER WATCH TRAFFIC AM SHOW SPORTS CONTESTS STUDIO STL

NEWS

Missouri Division of Tourism's latest campaign features St. Louis-based actress

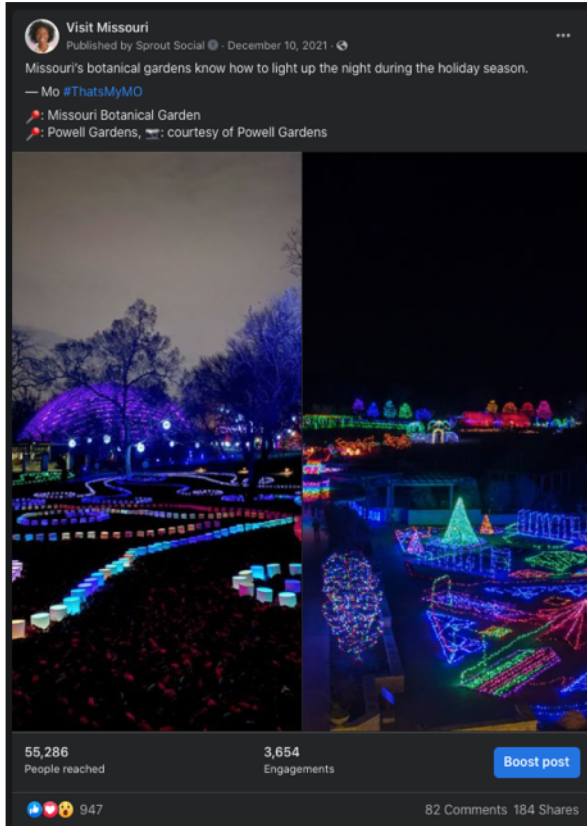
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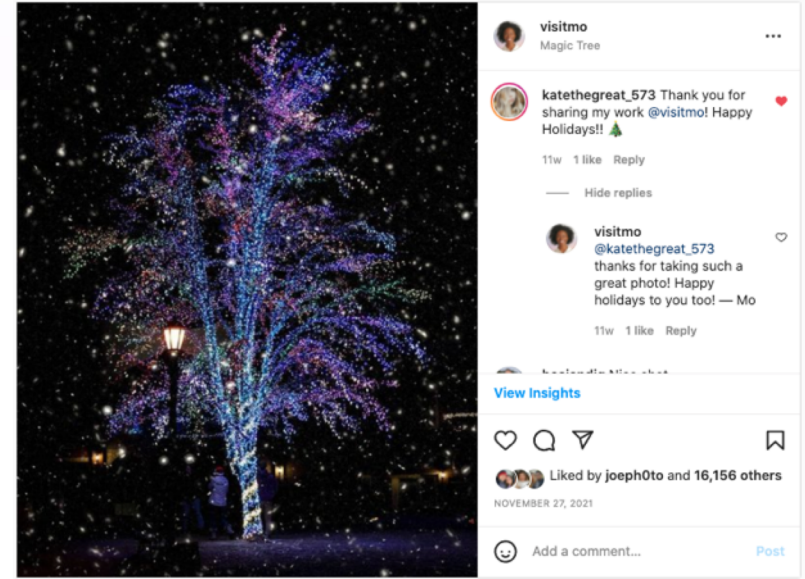
NEW FACE OF MISSOURI'S TOURISM CAMPAIGN
PHOTO COURTESY: ST. LOUIS POST-DISPATCH / YOUTUBE



SHARED MEDIA



Impressions: 57,953
Engagements: 3,652
Engagement Rate: 6.3%



Impressions: 21,621
Engagements: 1,468
Engagement Rate: 6.8%



VISITMO.COM



OFFICIAL MISSOURI TRAVEL GUIDE



COOPERATIVE MARKETING PROGRAM



COOPERATIVE MARKETING MANAGER
MEGAN ROGERS



COOPERATIVE MARKETING PROGRAM

**Marketing Matching Grant
(MMG)**

**Marketing Platform Development
(MPD)**

**Search Engine Marketing
(SEM)**

Supporting DMO Grant



DESTINATION MARKETING ORGANIZATION



- Definition of DMO
- Certified DMO
- Timelines



COOPERATIVE MARKETING PROGRAM

Fiscal Year	MDT Budget	Coop Awards
2018	\$10,619,990	\$1,683,749
2019	\$15,252,233	\$2,542,592
2020	\$13,419,116	\$2,861,186
2021	\$18,007,276	\$4,357,635
2022	\$19,676,852	\$4,068,864



MISSOURI FILM OFFICE



MISSOURI FILM DIRECTOR
ANDREA SPORCIC KLUND



MISSOURI FILM OFFICE

ASSISTED WITH 106 PROJECTS IN FY21



NETFLIX



MISSOURI MEET-UP EVENTS



MISSOURI FILM OFFICE





THANK YOU