

## 2013 City Council Tourism Report

### **2013 Events in Kirksville**

Wild Game Chili Cookoff

Miss Northeast Counties

Phi Mu Alpha Jazz Festival

Busy Women's Retreat

Kirksville Legacy Mural

July 4<sup>th</sup> Festival

Bacon Fest

Scottish Highland Games

Radio Park Ag Show

Hosted GSE from Brazil

Physical plant workers conference- provided 80 welcome bags

American rail Passenger Foundation meeting- provided 20 welcome bags

Kirksville Air Fest

St. Patrick's Day celebration

Poet Regional meeting

Tree Farm Conference - 50 welcome bags

MODot commission meeting

Greater Missouri Leadership Challenge

14 and under ball tournament

Rural School reunion –provided 20 promotional items

ARTober Fest

Truman Orientation- June 3,7,12,20,24,28

New Student Welcome

Disability Awareness Conference

NEMO Fair

NEMO Mule Show

Taste of the World

Weekend of Weaving

Paul Jackson watercolor exhibit

Young Farmer's Tractor Pull

NEMO Triathlon

Delta Harvest Fest

Round Barn Blues

Old School Ten Mile Run for FLATS

Hosted tri-state tourism meeting

Zombie Scholar's Academy

SPBGMA Bluegrass Festival

Hawthorn Bank Tour group

ATSU Dental School Grand opening

DisABILITY Conference – provided 225 welcome bags

Taste of Home Cooking School  
Deer season  
Travel Writer's tour of Kirksville  
Princess Emporium Tea and Vintage Fashion Show  
Welcome bags for Truman School of Business Accrediting team  
Missouri Livestock Symposium  
Christmas Parade

### **2013 Conferences, Tradeshow and Seminars**

Governor's Heritage Tradeshow – Jefferson City  
Kirksville Day at the Capitol- Jefferson City  
Fall in Love with Northeast Missouri – Jefferson City  
Group Leaders of America tradeshow- St. Louis  
Missouri Bank Travel Exchange – St. Louis  
MTC Marketing Seminar – Jefferson City  
MTC Board and Tourism Day at the Capitol – Jefferson City  
Tri-State Tourism meeting – Quincy IL  
State Fair MTC Tradeshow – Sedalia MO  
Lambert Air Port Day- St. Louis  
Governor's Conference on Tourism – Springfield MO  
Missouri Livestock Symposium

### **Number of Tourism Brochures and Information Mailed**

1750 Kirksville Visitors brochures sent to Missouri Welcome Centers  
1000 Hunting and Fishing brochures sent to Missouri welcome Centers  
283 mailed from AAA reader service.  
62 mailed from VisitMo Travel Guide, 342 click-throughs to visitkirksville.com  
78 itineraries mailed to group tour planners.

### **VisitKirksville.com Website Google Analytics**

20,933 visits, 16,952 unique visitors, 2.76 pages per visit, 2.15 minutes per visit.

### **Marketing**

Welcome to Kirksville sign on new highway 63 and Illinois street  
2013 coupon book – Passport to Fun  
Sent hotel manage though KLI class  
Flower pot project  
Bill Boards  
Ebrochure with MO Division of Tourism  
KLI for hotel manager  
Group Itineraries  
¼ page ad in Rotary district program  
Tri-state tourism brochure  
Show Me Missouri magazine ad

Truman Media radio ads  
Iowa Sportsman Ad  
NEMO Mule show (banner displayed)  
Trip Advisor Ad  
Schuyler County Times ad  
Young Farmer's Tractor Pull (banner displayed)  
USA Weekend magazine ad  
Splash radio ads  
Columbia Daily Tribune ad  
Columbia Missourian ad  
Kirksville Daily Express ad  
Midwest Traveler ads  
AAA Living –Iowa ads  
Quarterly Events calendar  
Missouri Travel Guide  
Hunting and Fishing Brochure  
Edits to content pages of website

### **Tourism Partnership**

DELTA Harvest Fest  
FLATS Half Marathon  
Kirksville Highland Games  
Miss Northeast Counties Pageant  
NEMO Mule Show  
NEMO Triathlon  
Phi Mu Alpha Jazz Festival  
Red Barn Arts Fair  
Round Barn Blues  
Weekend of Weaving  
Young Farmer's Tractor Pull  
Taste of Home Cooking School

### **Promotional Items**

Key chains  
Star magnets  
Welcome bags  
Pens  
Passport to Fun coupon book  
Kirksville tear-off maps  
Seasonal rack cards  
Hunting and Fishing brochures  
Visitor's Guide

## **Public Relations**

Serve on FLATS Committee  
Serve on Air Service Committee  
Serve on EDP Committee  
Serve on Healthy Women Advisory Board  
Spoke on KLTE radio  
Spoke on KIRX Area Scene  
Drafte KRTM Kirksville Minutes  
Wrote weekly blogs for Kirksville Daily Express  
Spoke at Chamber Banquet  
Hosted winners of tourism award  
Hosted Trip Advisor Lunch and Learn  
Facebook page updates  
Wrote Tourism Columns for news letter  
Update visitkirksville.com website  
Interviews on KTVO  
Interview on Truman TV channel 36  
Submit event to online and magazine calendars of events  
Stock Airport display  
Stock RR station  
Provide maps and brochures to hotels  
Gave tours to Truman faculty candidates  
Gave tours to TLC students  
Worked Visit Days at Truman  
BAH at Kirksville Airport  
Worked gate at NEMO Fair  
Bus tour operator for FAM tour  
Spoke in Professor Orel's art and museums class