

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 4th 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 manager through 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