



# Saint Louis Attractions Association

## April/May 2011 Newsletter



## President's Corner

Laurie Howard

Spring has Sprung!

Every season in St. Louis has something special to offer. Tourism starts to pick up in the spring as there are plenty of ways to get out and enjoy the sunshine and rising temperatures. If our weather changes the next day, St. Louis still offers plenty of indoor activities to enjoy our region.

Spring is a time of renewal; the snow has melted away, flowers are in bloom and the entire region seems new again.

Spring is also the start of a *new* season for the Saint Louis Attractions Association.

We would like to thank you, our members, for renewing your membership. The Saint Louis Attractions Association was formed in 1987 to exchange ideas and information pertaining to all aspects of the tourism industry. It is because of your continued support and active membership that we are able to continue to provide networking opportunities and growth.

At our May meeting, we will install a *new* Board of Directors for the 2011-2012 Season. **Tara Creamer** of Gateway Arch at the Core of Discovery/Metro will be our new president. I am confident that Tara and the rest of the Board will do an *exceptional* job and will always have the best interests of SLAA in mind.

I would like to thank and acknowledge the **2010-2011 Board of Directors** for all their hard work, dedication and support this past season. It is through their leadership that we were able to accomplish incredible events and have a successful season. I truly appreciate their commitment, passion and enthusiasm.

At this time, I would also like recognize **Michele Miller**, who will be ending her term on the board this year. Thank you Michele for all you have done for SLAA throughout the years. Your experience and years of service are truly appreciated.

Although this is the last column I will write as president of the Saint Louis Attractions Association, it does not end my commitment and involvement to SLAA. It has been a privilege and honor to serve as the president of the Saint Louis Attractions Association this past season. Thank you all for your support, trust, and friendship.

I look forward to seeing you at the May Membership Meeting at Gateway Grizzlies GCS Ballpark.

Happy Spring. All the Best!

Laurie K. Howard  
[Laurie@GiftsStLouis.com](mailto:Laurie@GiftsStLouis.com)

## DID YOU KNOW?

The State of Missouri receives \$2.54 in state tax revenues from every dollar invested in the Division of Tourism's budget.

*Source - SMARI and the University of Missouri*

# 2010-2011 Board of Directors

## President

**Laurie Howard**

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## President-Elect

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# The Wide World of Sports - May 18, 2011 Lunch Meeting

Bases loaded - batter's up! Now that Spring is officially here and baseball season is upon us, please join us **Wednesday, May 18th** at the **Gateway Grizzlies GCS Ballpark** in Sauget, IL as we hear from **Marc Schreiber**, Vice President of Marketing and Development for the St. Louis Sports Commission. Marc will talk about what's coming up in the world of sports for the St. Louis and Metro-East region and how attractions, hotels, and your business can get involved.



## Schedule:

11:00 a.m. Registration & Networking

11:30 a.m. Luncheon & Program

1:00 p.m. SLAA Announcements & Conclusion

## Pricing:

\$25.00 Members

\$35.00 Non-Members

## Location:

Gateway Grizzlies GCS Ballpark

2301 Grizzlie Bear Blvd.

Sauget, IL 62206

**[Click here to register or visit  
www.stlatractions.org.](http://www.stlatractions.org)**

Hosted by:



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# Scholarship Applications Available Online For 2011 School Year

Scholarship applications are now available online at [www.stlattractions.org](http://www.stlattractions.org) for the 2011 Saint Louis Attractions Association Carole Moody Scholarship. The scholarship is open to any undergraduate college student or high school senior entering college majoring in a field that could contribute to the tourism/hospitality industry and maintain a 3.0 or B grade point average. In addition, the student must have accomplished one of the following:

1. Work in the industry for a SLAA member
2. Completed an internship with a SLAA member
3. Be a current member of SLAA (student memberships are available)
4. Be a family member of a SLAA member
5. Belong to a hospitality organization

Each July at the SLAA luncheon meeting, one or more students are awarded a scholarship in the amount of at least \$1,000. One or more students may be awarded an Honorable Mention Award in the amount of \$500.

A scholarship has been awarded to deserving students interested in the tourism/hospitality industry for the past 14 years. Applications will be sent to more than 90 area high schools and colleges. **Please note that the deadline to apply for the scholarship is June 1, 2011.**

For additional information, visit [www.stlattractions.org](http://www.stlattractions.org) or contact the Scholarship Committee Chairman, Jennifer Hollenkamp, at [jhollenkamp@explorestlouis.com](mailto:jhollenkamp@explorestlouis.com) or (314) 992-0642.

## March Congrats!

Congratulations to our raffle winners at the March meeting. Bill Iseminger with Cahokia Mounds won \$45 in the 50/50 drawing. The winner of our Fun in the Sun in KC trip was Kathy Steffen with the St. Louis Convention and Visitors Commission.

# Members, We Need Your Help...

Some exciting plans are in the works to freshen up our website, and we need your help! If you are a current member and appreciate the many benefits of belonging to the Saint Louis Attractions Association, we want to hear from you! We understand that there are many organizations out there, each having their own focus, benefits and mission. We truly appreciate your support and would like to share your feedback with other members, as well as potential new members. Your testimonial regarding your association with SLAA and how our organization benefits you would be greatly appreciated!

Also, if you have any great photos of your attraction that you would like to share with us, send us a jpeg or pdf. We will include on our site so we can continue promoting your attraction! Please forward your brief **testimonial** and/or **pictures** to: [info@stlattractions.org](mailto:info@stlattractions.org).

## Exciting May Trip Raffle



If you're looking for a great "staycation", then bring your \$5 bills to the May meeting. The May trip raffle includes a one night stay at the Renaissance Grand Hotel in downtown St. Louis, two tickets to see the St. Louis Cardinals take on the Kansas

City Royals on Saturday, June 18 (tickets are located in the 1st base field box in section 135, row 17, seats 11-12), two tickets aboard the Downtown Trolley, a \$100 Downtown St. Louis gift card valid at more than 130 participating downtown merchants, two field box seats to the Gateway Grizzlies home opener on Friday, May 20 and Gateway Grizzlies gear.

# Public Affairs Report

Hopefully you had a chance to hear all of the exciting news that Katie Steele Danner, Director of the Missouri Division of Tourism, and Kitty Ratcliffe, President of the St. Louis Convention and Visitor's Center, had to share at the March SLAA meeting. Both Katie and Kitty shared some intriguing new programs being launched this spring. Here are a few highlights:

## ***Missouri Division of Tourism:***

The Missouri Division of Tourism and McDonald's are teaming up to find new ways to draw visitors to the Show-Me State through a program called Road Trip Rewards. Every McDonald's receipt will be redeemable for big discounts at attractions all over the state. If your attraction hasn't signed up to participate in the program, visit [www.roadtriprewards.com](http://www.roadtriprewards.com) and get involved. The program is free to all attraction participants.

Katie also shared some travel statistics from the 2010 Annual Report. Among them:

- Travel is an \$11.4 billion industry for the state of Missouri.\*
- Missouri hosted more than 35.8 million visitors in FY10.\*
- \$7.42 billion in direct spending was spent by travelers to Missouri in FY10.\*
- In FY10, Tourism generated \$638 million in Missouri state tax revenues.\*
- 281,255 Missourians were employed in tourism in FY10. \*
- Total Sales/Expenditures in FY10 on the 17 SIC codes closely related to tourism was almost \$10 billion.\*\*
- 56% of Missouri's travelers are residents of other states

*\*Source: TNS Travels America/Kaylen Economics- Economic Impact Report*

*\*\*Source: Preliminary Run from the Missouri Department of Revenue*

The following statistics help put the importance of the tourism industry in perspective:

- The Missouri tourism industry supports 280,000 jobs. By contrast, Express Scripts, Monsanto, Emerson and Ameren COMBINED support = 179,950 jobs.
- The Missouri tourism industry produces \$11.4 billion industry-wide economic impact. By contrast, Express Scripts produces \$22.1 billion global revenue and Monsanto produces \$11.6 billion global revenue.

If you are interested in additional Missouri tourism research or the full Missouri Division of Tourism Annual Report, please visit [www.visitmo.com](http://www.visitmo.com) and click on industry research on the lower left side of the home page. If you would like a printed copy of the MDT Annual Report, please email your request to Lorinda Cruikshank at [Lorinda.Cruikshank@ded.mo.gov](mailto:Lorinda.Cruikshank@ded.mo.gov) or call (573) 751-1032.

## ***St. Louis Convention & Visitors Commission:***

Just in time for the start of baseball season, the St. Louis CVC will be launching the Salute to Visitors program. At every Saturday home Cardinals game, the CVC will have a booth in Ford Plaza where visitors can make a poster showcasing their hometown. During the middle of the 4th inning, the Cardinal's announcers will ask everyone to hold up their signs. One local attraction will be allowed to work with the CVC at the booth!

St. Louis has been selected to host the ASAE: The Center for Association Leadership Annual Meeting in August. This is a fantastic opportunity to show meeting planners and association executives all of the great reasons to bring their groups to St. Louis. There will be three group-wide events taking place during the meeting including the opening night celebration on the Arch Grounds, the Food & Wine Classic at Missouri Botanical Garden and the closing night celebration which will be a block party on Washington Avenue.

# Featured Attraction

## Gateway Helicopter Tours, Inc.

Gateway Helicopter Tours, Inc. provides aerial tours of the St. Louis area seven days a week. Enjoy a bird's-eye view of some of the metro area's local landmarks with one of four tour packages. Prices range from \$35 to \$150.

The \$35 Arch Tour is a spectacular ride showcasing the iconic Gateway Arch. The \$60 Anheuser-Busch Tour soars passengers along the Mississippi River for an unforgettable view of the St. Louis skyline and downtown.

The \$100 Missouri Botanical Garden tour offers the unique opportunity to cruise above the world-renown Garden, then over the top of downtown St. Louis for an amazing view of Busch Stadium, the Old Courthouse and the Gateway Arch. The top-of-the-line \$150 Deluxe Tour features a chance to see it all!



After flying over the Anheuser-Busch Brewery and the Missouri Botanical Garden, it's on to Forest Park and its numerous landmarks, including the Muny, Saint Louis Art Museum, Missouri History Museum and the Saint Louis Zoo. See the City Museum, Chain of Rocks lock and dam, and many more breathtaking views!

Helicopter tours are offered seven days a week from 11 a.m. to sunset. Reservations aren't required, but you can contact Gateway Helicopter Tours in advance online at [www.gatewayhelicoptertours.com](http://www.gatewayhelicoptertours.com) or by phone at (314) 496-4494.

Gateway Helicopter Tours is located at 50 N. Lenore K. Sullivan Blvd., directly in front of the Gateway Arch on the St. Louis riverfront.

## SLAA Internship Program

The 2010-2011 Saint Louis Attractions Association internship participation form is now available at [www.stlattractions.org](http://www.stlattractions.org). This program has been a successful way to promote your company's internship opportunities to qualified students. The booklet is forwarded via e-mail in early May to colleges within a 50-mile radius. Paid and unpaid internships for Summer '11, Fall '11 and Winter '12 may be promoted. Please e-mail or fax completed forms to Jen Hollenkamp by Friday, April 15th at [jhollenkamp@explorestlouis.com](mailto:jhollenkamp@explorestlouis.com) or (314) 621-3470. If you have any questions, please call Jen at (314) 992-0642.

## Welcome New Members!

One new member has joined since our last newsletter. Our current membership total is now 81 (58 Attractions/23 Allied). Please welcome:

**Attraction:** Gateway Helicopter Tours, Inc.  
**Contact:** Brian Landgraf  
*Helicopter sightseeings tours of St. Louis.*

## March Meeting Thanks

Thank you to The Palladium for hosting our March 16th meeting along with Butler's Pantry for a delicious lunch. We would also like to thank our sponsor, CTM Media Group, as well as our speakers, Katie Steele Danner and Kitty Ratcliffe who discussed "What is Ahead in 2011" as it pertains to the state of tourism in St. Louis and tourism in Missouri. A special thank you to The Aries Company for all of their technical support.

# St. Louis Update

*Compiled by Jennifer Hollenkamp, [jbollenkamp@explorestlouis.com](mailto:jbollenkamp@explorestlouis.com)*

National Tourism Week is May 7-15, 2011 and the CVC has two great events to celebrate:

## **Be a Tourist in Your Own Town Tradeshow & Tourism Rally**

The CVC's annual "**Be a Tourist in Your Own Town**" promotion continues to be a big hit with St. Louis area residents and participating CVC members. "**Be a Tourist in Your Own Town**" 2011 is set for **Thursday, May 5th**, from **10 a.m. until 2 p.m.** at Kiener Plaza in downtown St. Louis. That same day a St. Louis Cardinals' 12:45 p.m. game is scheduled which means a large crowd should stop by the tables. The cost for participating is only \$100. For more information, contact Donna Andrews via email at [dandrews@explorestlouis.com](mailto:dandrews@explorestlouis.com).

In addition to the wonderful tradeshow, there will also be a Tourism Rally that day from 11 to 11:30 a.m. to emphasize the importance of tourism for St. Louis. Please encourage your staff to attend!

## **National Tourism Week Luncheon**

The annual luncheon held to celebrate tourism is being held on **Wednesday, May 11th**, from **11:30 a.m. to 1:30 p.m.** at America's Center. For sponsorship information, contact Paulette Koons at (314) 992-0682 or [pkoons@explorestlouis.com](mailto:pkoons@explorestlouis.com). To make reservations, contact Michele Brenner at (314) 992-0679 or [mbrenner@explorestlouis.com](mailto:mbrenner@explorestlouis.com).

# St. Charles Update

*Compiled by Pamela Schulz, [gscvcb@historicstcharles.com](mailto:gscvcb@historicstcharles.com)*

The **Saint Charles Convention Center** exceeds budget for 6th consecutive year, while large conventions also result in increased hotel room nights for St. Charles. Shura Garnett, Global Spectrum's General Manager and Regional Vice President at the facility said, "We are excited to have been able to surpass our budget expectations for yet another consecutive year. We are fortunate to have an experienced, dedicated, and hard working staff, as well as great partners in the City of St. Charles and the Convention and Visitors Bureau. This continued success would not be possible without them and the loyal support of our community."

The City of St. Charles is proud to announce that we have once again been selected to be the host city for the **Missouri Municipal League Conference** scheduled to return in 2014.

The **2011 St. Charles Visitors Guide** will be hitting the streets the first of April.

"Art is in the Air" during **Augusta's Plein Air Art Event** April 20-30 where you can observe artists painting outside throughout the scenic Missouri Wine Country in St. Charles County. Then in Downtown St. Charles experience the Spring ArtWalk starting April 29 through May 1 with working artists inside the businesses along Historic Main Street.

History Comes Alive during the month of May for the **Lewis & Clark Heritage Days** May 21-22. Also the Lewis & Clark Fife and Drum Corps perform at various times throughout the year along Main Street.

# Illinois Update

*Compiled by Dan Krankeola, [dkrankeola@thetourismbureau.org](mailto:dkrankeola@thetourismbureau.org)*

Looking for that “Perfect” piece of artwork and just haven’t found it? Then plan on attending the 10th annual **Art on the Square**, May 13-15. The #1 Art Show in the Nation for 3 of the last 4 years takes place around the gorgeous fountain in beautiful downtown Belleville, Illinois. A premier event in the metro-east, the show offers visitors the chance to meet exhibiting artists, enjoy family entertainment & children’s workshops, taste fine cuisines and take a walk through Belleville’s historic neighborhoods.

With over 100 artists showcasing their creativity and design in various mediums, you’ll be sure to find the piece that compliments your home! Local and nationally known artists and fine craftsmen display and sell their artwork during the three day event.

Metrolink’s Belleville Station is just a few blocks from the fair. Two trolleys provided by the St. Clair County Transit District and trolley tours by the Belleville Heritage Society, will bring you directly to the fair’s entrance.

For more information, visit: [www.artonthesquare.com](http://www.artonthesquare.com).

*Area updates are compiled by liaisons to the SLAA Board. If you have information to include, please contact your representative directly via e-mail.*