

Benton County Tourism & Recreation Marketing Plan - 2022

Benton County Tourism and Recreation is a 501c3 non-profit organization whose mission is to increase visitation and awareness of the Benton County Area. Our goal is to harness the county's great tourism potential and transform it into an engine for growth and development that contributes to the goal of a prosperous economic future.

By utilizing the transient guest tax combined with corporate support for this continued economic growth, we will develop an Annual County Tourism Plan. The Plan will focus on highlighting our natural assets as well as our heritage in order to provide a rewarding and memorable experience to all visitors.

We are excited to support continuing efforts to bring tourism to Benton County and share our 2022 marketing efforts:

- Increased social media marketing through a professional social media management company, along with a monthly Facebook Ad spend
- Mailings to all Missouri Welcome Centers with Cole Camp, Warsaw and BCTR Brochures (March)
- Booth at the Missouri State Fair (August)
- BCTR is on the BCC (Base Community Council) to represent Warsaw/Benton County through partnerships with Whiteman AFB and their families to market our area; including sponsoring events and them volunteering for events.
- Print advertising in the following publications:
 - Missouri Travel Guide 2022 half-page listing thru the Missouri Division of Tourism with 350,000 printed guides and distributed to potential tourists
 - Missouri Life Magazine has 35,000 paid subscriptions and online version
 - Outdoor and Media Package – Quarter 1
 - May co-op marketing partnership with businesses
 - June issue
 - Rural Missouri Magazine had 540,000 free subscriptions
 - Spring and Fall issues
 - Show Me Missouri has 250,000 readers/3,000 group travel
 - Spring and Fall issues
 - Outdoor Guide Magazine has 1,000 paid subscriptions and includes newsstands
 - Spring and fall issues
 - Roadrunner Magazine – motorcycle tourism – 232,500 readers/issue
 - Spring and Fall issues
 - Terrain Trail Sports Magazine – 32,000 readership/issue
 - Spring and Fall issues
 - 417 Magazine – 135,000 readers/issue
 - Spring and Fall Issues
 - RV & Camping Guide (Mo Assn of RV Park & Campgrounds)
 - Full page ad

- Billboard advertising
 - Billboard on Hwy 65 to promote the Warsaw Downtown merchants (Warsaw partially funded)
 - Billboard in Clinton area to promote Benton County (Warsaw partially funded)
 - Billboard in Belton to promote Warsaw (Warsaw partially funded)
 - Digital billboard promoting county-wide events in Sedalia and Clinton
 - Merchant billboard on Hwy 7
- Digital marketing
 - 417 Magazine online content (Springfield/Arkansas demo)
 - St Louis Post Dispatch Online (St Louis/Illinois demo)
 - State Point Media Stories (3) (digital media placement in MO & surrounding states/2021 targeted ad reached 8.3 million readers)
 - Google AdWords Campaign with Madden Media
 - Website SEO to ensure keywords are readable by Google
- Radio advertising
 - 93.5 Rocks The Lake (Lake of the Ozarks)
 - Power 97 & KS95 (Lake of the Ozarks/Sedalia)
 - 95.3KDKD and Rock 104.9 (Clinton and Lowry City)
- BCTR sponsored events:
 - Pubs and Poker in Warsaw (March)
 - Benton County Art Walk (April)
 - Ozark Cigar Box Guitar Music Festival (August)
 - Smokin' on the Harbor KCBS Sanctioned BBQ Comp (August)
 - Taste of Benton County BBQ Festival (August)
 - Toyota Series Fishing Tournament (September)- partnership with Sedalia CVB
 - Benton County Boutique Crawl (November)
- Partnerships on projects
 - Benton County Barn Quilt Trail (county-wide)
 - Warsaw Historic Tour promotion
 - Cole Camp Historic Tour revitalization
 - Warsaw Unity in the Community Forums – including social media and customer service training
 - BCTR Local Promotional to advertise events for the three chambers – valued at over \$25,000 to include radio ads on 6 stations, a digital billboard in Sedalia and Clinton a minimum of a week prior to the events
- New and hip marketing video and photos by AB Studio & Designs
- Community Calendar for the website
- Photo Contest on the website
- Flyers for events/social media posts by AB Studio & Designs
- New and hip tourism brochure designed by AB Studio & Designs
- Marketing collateral to distribute at shows and other events (bags, koozies, etc)
- County-wide event rack cards

- Best of Benton County Dining and Shopping tri-fold brochures
- Brochure displays to distribute to businesses county-wide for them to display our amazing brochures we have created, event cards, etc.
- Memberships with the Missouri Assn of Convention and Visitor's Bureau, local chambers of commerce and Missouri Travel Council
- Promotion of events and destinations through multiple website partners, including www.visitmo.com, Rural Missouri Magazine, Missouri Life, Trip Advisor and others
- Monthly Newsletters to prospective tourists and monthly social media posts promoting events and other attractions/activities county-wide