

Purpose

Tourism for the City of O'Fallon is intended to strengthen and grow the local economy by attracting visitors to the city who are interested in experiencing a small town, peaceful atmosphere that also offers the convenience of being near major attractions in the St. Louis Metropolitan Area. Efforts are made to encourage the success and growth of existing hotels and motels. The Tourism budget is funded through a 3% Hotel/Motel tax.

Accomplishments FY 05

- Contracted with Veritas Advertising, an ad agency who developed an advertising strategy to better target potential visitors, and at the same time, to effectively and efficiently allocate tourism dollars
- Participated in Numerous Promotional Campaigns:
 - Radio Spots that ran in Southern Illinois
 - Newspaper ads that ran in Southern Illinois
 - Billboard near Warrenton, MO
 - Scott Air Force Base Guide and Map
 - State of Illinois Adventure Guide
 - Southwestern Illinois Visitor's Guide
 - Salute to Scott Day
 - Women's State Bowling Tournament
 - Riverbend Television Ads
 - "Where" St. Louis Family Magazine
 - High School Boys and Girls Basketball Tournament Programs
 - Prairie State Games
 - Various other special event ads that ran in local newspapers

Goals and Objectives

- Continue to enhance the targeted marketing program that efficiently and effectively communicates the advantages of visiting O'Fallon
- Continue to work closely with the Chamber
- Continue to work with regional tourism groups to collectively market the region
- Continue to enhance working relationships with county, regional and state officials

Programs and Highlights

- Identify, enhance and develop tourism destinations in O'Fallon