

## LAKE OF THE OZARKS BUSINESS JOURNAL-March Issue

**What's the difference between the Lake of the Ozarks Convention & Visitors Bureau (CVB) and the Tri-County Lodging Association (TCLA)?** This is a question that both the CVB and the TCLA staff hear on a regular basis.

The CVB is a membership-based organization supported by over 550 Lake Area businesses and organizations with a mission to promote the Lake of the Ozarks. The 14-member staff is responsible for producing and distributing three vacation related magazines which include the Lake of the Ozarks Official Vacation & Service Guide, the Lake Life magazine and the Restaurant Guide.

In addition, the staff maintains the award-winning website Funlake.com as well as producing and updating content for the CVB social media platforms such as YouTube, Instagram, Twitter, Pinterest and FaceBook. The creative teams also produce video, digital and print advertising & artwork in house, which is then used on the Funlake website, in magazines, newspapers, brochures and other media outlets.

During the early part of each year the CVB staff attends various sport and travel shows in St. Louis, Kansas City, Chicago, Des Moines and other primary tourist feeder markets promoting the Lake of the Ozarks.

Finally, the CVB is responsible for answering, tracking and mailing promotion materials to all vacation information inquiries and requests. Approximately 20,000 Vacation Guides will be mailed to potential vacationers this year and another 120,000 Guides will be handed out at Sport & Travel shows, placed in local racks and distributed to visitor centers and other outlets throughout the state.

The Tri-County Lodging Association was formed in 1993 as a result of a vote of the people in Camden, Miller and Morgan counties and currently represents more than 300 accommodation facility owners. Accommodation owners located within in a five-mile radius of the Lake of the Ozarks are required to collect a 3% to 5% county lodging tax (depending on the county) from their overnight guests. This tax is then remitted each month to the county collectors. The tax collections are then given to TCLA to help promote the Lake of the Ozarks. Last year's collections were just over \$1.7 million dollars, the largest amount collected in the last 18 years.

The TCLA board of directors is made up of accommodation owners or managers who are elected as advisory board members from each of the counties representing the small, medium and large business districts within Camden, Miller and Morgan counties. Each board member serves a staggered three-year term and they are tasked with utilizing the lodging tax to advertise and promote the Lake of the Ozarks throughout the mid-west and the Lake's primary feeder markets of St. Louis and Kansas City.

In addition to the aforementioned advertising TCLA also employs a public relations firm, helps fund various special events, festivals and fishing tournaments as well as promoting the Lake to groups, conventions and family reunions. The advertising budget also includes digital online components (search engine marketing, content stories to create interest to visit, and retargeting ads for those who have visited the funlake.com website), magazines, newspapers, television, radio, digital billboards and other online advertising outlets in both national and regional markets.

We hope this information has provided a better understanding of how the two organizations work together to promote our beautiful Lake of the Ozarks.