

**AGENDA**  
**Ste. Genevieve Tourism Advisory Council**  
**Tourism Tax Commission**  
**Tuesday, June 20, 2023 5:30 pm**

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**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**APPROVAL OF AGENDA**

**APPROVAL OF MINUTES OF PREVIOUS MEETINGS – May 16, 2023**

**FINANCIAL REPORT**

**PUBLIC COMMENTS**

**OLD BUSINESS**

**Past Events** – French Heritage Festival, Spring for Down's

**Upcoming Events** – Honey Festival, STG Cty Fair, Eclipse 2024 (booth at Cape event)

**NEW BUSINESS**

New Market Research: attached article

VisitWidget Reference: Lake of the Ozark reference interview/notes

Review/Recommendation/Approval: VisitWidget Plus; implementation Sept/Oct; pricing grid

DMO Field Visit: key findings with Andy Waterman, Dir of Comm - Discover Illinois

Group Tours Co-Marketing: 3 Day/2 nights – STG + Perryville: October Missouri Group Tour Guide:

<https://issuu.com/premier/docs/2023mgtg>: 2-page insert, writers create, submit photos/itineraries by Aug 1<sup>st</sup>; \$2,495

MDT Grants: submitted 5-31; applied for \$25,000 (50% matching funds)

Applied: one time 'Operational Assistance' of \$10,000 funding to recoup costs for the website

Email Marketing: MailChimp – templates, landing pages, signups, automated welcome series

Social Media: Communicating to tourism partners the new parameters based on branding strategy, calendar and in-take processes. We will follow similar protocols for the website.

## **OTHER BUSINESS**

Website Maintenance: pending BOA approval; starting to re-write content, sourcing new, updated images, acquire tourism camera (-\$800) I can help smaller businesses get represented on website, mobile app

Welcome Center: Trim, weeding, landscaping, \$2,000; public works mulched, pulled bushes

Discussion: Event Support Applications;

## **ADJOURN**

Join meeting by Zoom at:

<https://us02web.zoom.us/j/83453290262?pwd=RXU1SEZJNDVITYWlabHMvRmJVbGdKZz09> Meeting ID:

834 5329 0262 Passcode: 832479

By Phone: 1-312-626-6799 Meeting ID: 834 5329 0262 Passcode: 832479

Posted 6/13/2023

David Woods

**MINUTES OF THE STE. GENEVIEVE  
TOURISM TAX COMMISSION AND  
TOURISM ADVISORY COUNCIL  
REGULAR MEETING  
STE. GENEVIEVE CITY HALL  
Tuesday, May 16, 2023  
5:30pm**

**CALL TO ORDER:** 5:30 p.m.

**ROLL CALL:**

Present: Geoff Giglierano, Patrick Fahey, Mike Fallert, Laura Oliver, and Nichole French (via Zoom)

Absent: Dena Kreitler, Donna Rausch, Kandye Mahurin, Joe Steiger

Also in attendance: Happy Welch, Tanalyn Dollar, David Woods, and Karen Stuppy

**APPROVAL OF AGENDA:** 1<sup>ST</sup> Laura Oliver, 2<sup>nd</sup> Mike Fallert, All Ayes.

**APPROVAL OF MINUTES – April 18, 2023:** 1<sup>st</sup> Patrick Fahey, 2<sup>nd</sup> Laura Oliver, All Ayes.

**FINANCIAL REPORT:** Happy Welch went over the lodging tax receipts and income report. 1<sup>st</sup> Mike Fallert, 2<sup>nd</sup> Laura Oliver, All Ayes.

**PUBLIC COMMENTS:**

Jim Ferguson (Co-owner of Audubon's at 9 N Main Street) said that during the Ste Genevieve Gravel Classic that they allowed the use of their parking lot and electricity. They allowed porta-potties to be placed on their property and the Ste. Gemme dumpster was also used by the riders improperly. That will be corrected. They allowed food vendors on their property (even though they are direct competition to their restaurant). He then read text messages between himself and Corinne from Trailnet. Chairperson Giglierano thanked him for his input and mentioned that the meeting is on a tight schedule (due to a 6:00 p.m. scheduled live demonstration on VisitWidget) but said they would work to have better communication going forward.

**OLD BUSINESS – Past Events**

Tanalyn Dollar said the feedback from the riders of the Gravel Classic was that we are on par with other venues, but the communication could have been better. Attendance was down due to the weather and another bike race on the same weekend. It was also mentioned that the race could be moved back to Saturday if Taste of Ste Genevieve were moved to Friday (preserving the two-day event). Dollar said the riders plan to be back next year. Patrick Fahey said the event needs a local contact who knows the streets and vendors to help with coordination.

Goef Giglierano mentioned that Kandye Mahurin did a great job with Pioneer Days. There were 1,000 people on Saturday and 200 to 300 on Sunday. Mahurin had a stagecoach and a golf cart but getting that many people from St Marys Road to downtown was a challenge.

## **NEW BUSINESS**

**VisitWidget – 6:00 pm Live Demo:** The board connected livestream with Eric from VisitWidget. Eric explained this platform was created nine years ago specifically for the tourism industry. They are in Austin TX and currently have 230 customers. He then went on to show the program's capabilities. The system is dynamic in that the sync engine updates every two hours. There is a trip planner app for a plan itinerary that has travel times between attractions and adjusts for each starting point. Audio files can be attached so tourists don't have to read information from their phone. The system uses geo codes to track trends and interests. Advertising can be incorporated in the listings and tracked. There are analytics to track usage and organized by categories. The system can expand if there are events in surrounding areas through Ticketmaster or Facebook. The system can incorporate Reward-Based Tours where tourists check in at certain places to get rewards and the system can track if purchases were made by giving codes at each venue, QR code scanning or location based (for outdoor events).

Nichole French asked Eric who is responsible for updating the information. The DMO (Destination Marketing Organization) or the attraction? Eric responded that either one can.

Goeff Giglierano asked who responds well to this and Eric responded they track demographics based on age and that after 60 usage peels off.

Goeff Giglierano asked how long until implementation after the green light. Eight to twelve weeks is common.

Patrick Fahey asked for a reference for a town of similar size and Eric agreed to provide it.

**Discussion & Approval – JRudny Website Maintenance Agreement (attachment):** Marketing Director Tanalyn Dollar mentioned that this gives our website mapping capabilities and can track customers' activities. This will not be a new website but a rebuild of our current website [www.visitstegen.com](http://www.visitstegen.com). This company specializes in tourism and will integrate with VisitWidget should we include that later. The cost is \$19,300 with an allocation of tech support hours that will roll over into the next year if not used. Patrick Fahey mentioned that having a first class website is critical and made a motion to approve the JRudny Website Maintenance Agreement. Mike Fallert seconded the motion. All eyes on a voice vote. Motion carried.

## **OTHER BUSINESS**

**New Visitor Guide – Tybee Island pocket style:** Geoff Giglierano tabled this until next meeting.

Jean Rissover was recognized - She stated that a barricade for the Gravel Classic bike race was on Jefferson Street (blocking the 100 block of Main St) and that it sends a message there is nothing to see beyond this point. There was a consensus that next year the barricade should be moved to Washington Street. Rissover then asked who she can contact to get access to add information to our website. Tanalyn Dollar responded that she could enter the information, or she can train individuals to use the site.

Geoff Giglierano then requested that the board designate guidelines setting certain criteria for who qualifies for marketing assistance, and he will work with Nichole French to establish those criteria for approval.

**Adjourn** at 7:02 p.m. 1<sup>st</sup> Patrick Fahey, 2<sup>nd</sup> Mike Fallert, All Ayes.

Next scheduled meeting is June 20<sup>th</sup> at 5:30 p.m.

LODGING TAX RECEIPTS BY MONTH

|                           | FY 2013             | FY 2014             | FY 2015             | FY 2016             | FY 2017             | FY 2018             | FY 2019             | FY 2020             | FY2021              | FY2022              | FY 2023             |
|---------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| October                   | \$ 2,372.77         | \$ 2,125.99         | \$ 2,057.33         | \$ 689.00           | \$ 1,034.99         | \$ 2,423.27         | \$ 2,158.29         | \$ 2,785.96         | \$ 1,862.12         | \$ 4,747.71         | \$ 6,929.01         |
| November                  | \$ 2,551.80         | \$ 2,204.65         | \$ 1,548.70         | \$ 5,113.68         | \$ 945.93           | \$ 2,379.23         | \$ 2,524.44         | \$ 2,090.55         | \$ 2,140.76         | \$ 2,799.08         | \$ 1,091.71         |
| December                  | \$ 1,517.13         | \$ 1,445.33         | \$ 2,059.75         | \$ 2,224.05         | \$ 564.27           | \$ 1,675.41         | \$ 1,699.10         | \$ 2,077.18         | \$ 1,538.46         | \$ 2,033.27         | \$ 1,291.15         |
| January                   | \$ 1,056.05         | \$ 1,449.06         | \$ 1,756.64         | \$ 1,705.06         | \$ 438.33           | \$ 1,417.20         | \$ 1,340.52         | \$ 1,407.61         | \$ 1,159.49         | \$ 2,277.87         | \$ 3,141.45         |
| February                  | \$ 2,230.07         | \$ 1,304.54         | \$ 330.89           | \$ 337.75           | \$ 345.19           | \$ 2,400.34         | \$ 1,108.02         | \$ 1,713.77         | \$ 1,339.33         | \$ 3,657.15         | \$ 2,814.85         |
| March                     | \$ 1,279.08         | \$ 977.38           | \$ 1,999.71         | \$ 2,875.40         | \$ 348.89           | \$ 1,243.29         | \$ 1,485.84         | \$ 1,330.49         | \$ 3,657.15         | \$ 1,511.31         | \$ 1,446.22         |
| April                     | \$ 1,516.22         | \$ 1,727.51         | \$ 2,017.29         | \$ 752.44           | \$ 504.74           | \$ 1,819.83         | \$ 1,544.37         | \$ 1,070.92         | \$ 2,666.13         | \$ 2,764.35         | \$ 4,881.89         |
| May                       | \$ 1,703.61         | \$ 228.95           | \$ 2,069.24         | \$ 524.52           | \$ 806.46           | \$ 1,610.10         | \$ 2,776.71         | \$ 807.85           | \$ 1,855.98         | \$ 3,503.81         | \$ 2,154.68         |
| June                      | \$ 1,885.21         | \$ 1,597.45         | \$ 2,034.73         | \$ 503.26           | \$ 586.25           | \$ 2,180.00         | \$ 1,779.86         | \$ 866.91           | \$ 1,881.27         | \$ 612.72           |                     |
| July                      | \$ 1,960.51         | \$ 4,307.14         | \$ 1,024.43         | \$ 899.69           | \$ 22,521.03        | \$ 2,198.94         | \$ 2,662.64         | \$ 2,439.37         | \$ 2,605.61         | \$ 3,729.48         |                     |
| August                    | \$ 2,554.82         | \$ 2,024.51         | \$ 3,936.05         | \$ 805.96           | \$ 1,602.54         | \$ 2,077.43         | \$ 2,566.61         | \$ 1,691.48         | \$ 3,551.20         | \$ 3,712.96         |                     |
| September                 | \$ 2,016.83         | \$ 1,853.47         | \$ 2,328.26         | \$ 813.89           | \$ 2,136.50         | \$ 1,899.96         | \$ 1,893.13         | \$ 1,312.00         | \$ 454.47           | \$ 696.93           |                     |
| <b>Fiscal Year Totals</b> | <b>\$ 22,644.10</b> | <b>\$ 21,245.98</b> | <b>\$ 23,163.02</b> | <b>\$ 17,244.70</b> | <b>\$ 31,835.12</b> | <b>\$ 23,325.00</b> | <b>\$ 23,539.53</b> | <b>\$ 19,594.09</b> | <b>\$ 24,711.97</b> | <b>\$ 31,204.34</b> | <b>\$ 22,362.23</b> |

|         |              |
|---------|--------------|
| FY 2007 | \$ 23,819.24 |
| FY 2008 | \$ 22,493.00 |
| FY 2009 | \$ 23,679.44 |
| FY 2010 | \$ 24,591.73 |
| FY 2011 | \$ 22,828.79 |
| FY 2012 | \$ 36,715.99 |

| Date      | Description of transaction | Credit      | Debit  | Amount       |
|-----------|----------------------------|-------------|--------|--------------|
| 2/9/2023  | Lodging Tax                | \$ 3.13     |        | \$ 71,063.44 |
| 2/13/2023 | Lodging Tax                | \$ 985.89   |        | \$ 72,049.33 |
| 2/23/2023 | Lodging Tax                | \$ 230.03   |        | \$ 72,279.36 |
| 2/27/2023 | Lodging Tax                | \$ 227.17   |        | \$ 72,506.53 |
| 2/28/2023 | Interest                   | \$ 28.81    |        | \$ 72,535.34 |
| 3/7/2023  | Lodging Tax                | \$ 132.58   |        | \$ 72,667.92 |
| 3/10/2023 | Lodging Tax                | \$ 21.73    |        | \$ 72,689.65 |
| 3/15/2023 | Card Services              |             | 584.65 | \$ 72,105.00 |
| 3/17/2023 | Lodging Tax                | \$ 18.19    |        | \$ 72,123.19 |
| 3/20/2023 | Lodging Tax                | \$ 932.42   |        | \$ 73,055.61 |
| 3/28/2023 | Lodging Tax                | \$ 218.28   |        | \$ 73,273.89 |
| 3/30/2023 | Lodging Tax                | \$ 69.40    |        | \$ 73,343.29 |
| 3/31/2023 | Interest                   | \$ 32.65    |        | \$ 73,375.94 |
| 3/31/2023 | Lodging Tax                | \$ 33.52    |        | \$ 73,409.46 |
| 4/3/2023  | Lodging Tax                | \$ 32.34    |        | \$ 73,441.80 |
| 4/4/2023  | Lodging Tax                | \$ 6.52     |        | \$ 73,448.32 |
| 4/12/2023 | Lodging Tax                | \$ 76.25    |        | \$ 73,524.57 |
| 4/17/2023 | Lodging Tax                | \$ 1,919.05 |        | \$ 75,443.62 |
| 4/18/2023 | Lodging Tax                | \$ 23.74    |        | \$ 75,467.36 |
| 4/19/2023 | Lodging Tax                | \$ 211.93   |        | \$ 75,679.29 |
| 4/24/2023 | Lodging Tax                | \$ 743.36   |        | \$ 76,422.65 |
| 4/26/2023 | Lodging Tax                | \$ 1,558.32 |        | \$ 77,980.97 |
| 4/27/2023 | Lodging Tax                | \$ 310.38   |        | \$ 78,291.35 |
| 4/30/2023 | Interest                   | \$ 33.94    |        | \$ 78,325.29 |
| 5/1/2023  | Lodging Tax                | \$ 135.41   |        | \$ 78,460.70 |
| 5/4/2023  | Lodging Tax                | \$ 10.16    |        | \$ 78,470.86 |
| 5/5/2023  | Lodging Tax                | \$ 28.60    |        | \$ 78,499.46 |
| 5/8/2023  | Lodging Tax                | \$ 367.14   |        | \$ 78,866.60 |
| 5/15/2023 | Lodging Tax                | \$ 157.51   |        | \$ 79,024.11 |
| 5/16/2023 | Lodging Tax                | \$ 18.82    |        | \$ 79,042.93 |
| 5/24/2023 | Lodging Tax                | \$ 90.86    |        | \$ 79,133.79 |
| 5/25/2023 | Lodging Tax                | \$ 1,298.04 |        | \$ 80,431.83 |
| 5/31/2023 | Lodging Tax                | \$ 48.14    |        | \$ 80,479.97 |
| 5/31/2023 | Interest                   | \$ 36.43    |        | \$ 80,516.40 |
| 6/1/2023  | Lodging Tax                | \$ 311.05   |        | \$ 80,827.45 |
|           |                            |             |        | \$ 80,827.45 |

**please read**

## Research Reveals Why **1 in 4** Travelers Wish They Chose Different Vacation Destinations and 90 Percent Avoid Visiting New Places

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NEWS PROVIDED BY  
GuideGeek  
24 May, 2023, 08:10  
ET

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SAN FRANCISCO, May 24, 2023 /PRNewswire/ -- Planning is underway for what is expected to be one of the busiest U.S. travel seasons in recent years, and new consumer research fielded by Southpaw Insights on behalf of [GuideGeek](#), indicates that **63% have had poor experiences planning a past vacation**, including **1 in 4 who ultimately wished they chose a different vacation** destination altogether.

The biggest barrier to ideal vacation time, **planning difficulties**, was cited by 1 in 3 (30%) travelers, including 35% of parents, who find research and planning for vacations too **time-consuming**. As a result, 28% have been unhappy with their activities and experiences while on holiday, 25% report they wasted valuable vacation time trying to find or plan activities, and 23% wish a destination was a **better fit for everyone in their traveling group**.

### **Consumers Avoid New Places:**

- Past poor experiences**
- Planning difficulties**
- Time consuming research**
- Fear of unknown**
- Finding a fit for group**

**HOW CAN WE MAKE IT EASY TO PLAN FOR THE GROUP?**

**HOW CAN STG TOURISM HELP TRAVELERS FEEL CONFIDENT?**

**QUICKLY AND EASILY PLAN WHERE TO STAY, WHAT TO DO, TIME IT AND THEN BE ABLE TO CHANGE IT ON THE FLY?**

The research also revealed that **90% of Americans are discouraged from traveling to new places** based on a variety of reasons aside from cost, including safety and security concerns (40%), not being able to take time off work (26%), **lack of knowledge about the location** (22%), fear of the unknown (22%), and **difficulty deciding** on a destination (22%).

"Once consumers gain more experience with AI, they will find their travel planning and vacations will dramatically and instantly improve," said GuideGeek creator Ross Borden. "Whether they are inquiring about a single aspect of their trip, a full itinerary, or last-second change in plans while at their destination, their travel will be customized and easy to plan, rather than random and limited to what they can find sifting through search engines."

**With VisitWidget they can create a customized itinerary AND adjust their travel plans while in STG.**

Some examples of traveler queries to GuideGeek include "What are the best hiking trails in Virginia," "Please provide a 48-hour budget itinerary in Cincinnati," "What are the best day trips from Dublin, Ireland, for someone with physical disabilities" and "Where can I find small sake producers in Tokyo."

Built on ChatGPT technology from OpenAI, GuideGeek is a free service that provides travel recommendations customized to the user's specific needs and interests. GuideGeek provides answers for those searching for hotels, Airbnbs, restaurants, safety information, train schedules and even must-know local customs, as users message back and forth with the AI.

GuideGeek uniquely pulls in additional travel integrations beyond ChatGPT's baseline, including live flight data from 1,000 OTAs and airline websites, as well as the best vacation rentals in major cities around the world. Currently, travelers can message GuideGeek for free anywhere in the world on WhatsApp in over 40 languages. Instagram and other messenger integrations are slated to launch in the coming days.

359583@email4pr.com  
860-526-1555



## May 24, 2023 | Eric Homan-Lake of Ozarks p: 660-281-8045

Eric Homan maintains the [www.funlake.com](http://www.funlake.com) website.

### Conversation Notes

- **Background:**  
Lake has 500 members. We were searching for a website feature to add itinerary planning to the website. Custom builds are pricey to build yourself. We found VisitWidget during an RFP.
- **How it fits our needs:**  
Customers want to plan their trip and usually start on the desktop from their home. Finding a place to stay is their first task, ex: Four Seasons. Then when they get to the hotel, condo or lodging, they download the mobile app to decide what to do, where to eat.
- **Locals vs Visitors use/analytics:**  
Our data gets skewed because when visitors log on using WiFi it shows them as local. We know people are coming from KC, St Louis, Omaha, Chicago, but the WiFi skews it. All content is presented to customers based on their location.
- **Geo location:**  
We haven't really used this feature because the lake is so big.
- **Guided tours feature:**  
We haven't used the 'tour' feature and that's our fault. For example, we could create a historical tour with landmarks and video/pictures that drive them from point A > B > C and show them how long it will take to drive. We've never put that feature together. But this year we're going to use that feature and turn it into hiking tours because we have 14 state hiking trails. It's something we know visitors want.
- **Kiosk:**  
We don't use the kiosk feature although it's available to us with our plan. It would make sense if we had a welcome center.
- **Events:**  
Events is our most visited page on the website. We select which events are best for visitors (we don't do pancake flips, etc).
- **Implementation:**  
We installed VisitWidget in June/July 2021 after a site rebuild. It was around our busiest

season. We will have 2 full years of data and insight. Our website rebuild took 1 full year.

- How visitors use it:  
Visitwidget doesn't take away from our web traffic because of the way people use it. The first thing people want to do is figure out where to stay and from there what to do, what to eat. That's why the app is about 60-70% dining and events.
- Administrative:  
We made the decision to do all the content administration for our members. We did this to have a paper trail and because there is high turnover with employees, they lose their password, and businesses here change hands frequently. We send them a form with the criteria.
- Ads:  
We've been testing ads for a year now that we have 1 full year of traffic. In Jan we will start billing members who want to put up ads. We have a game plan and are leaning toward 5 rotating ads (some from lodging, attractions, dining). for them. It's hard trying to set the price.
- VisitWidget among Missouri DMOs:  
I think most DMOs just aren't aware of the tool. I don't see a rep coming to state events and it may be they're just so busy in other states/countries. I work through Eric, the co-founder and other team members. Never have an issue.
- Mobile app downloads:  
We promoted it heavily in 2021 with around 5,100 downloads with iOS taking the majority on the operating system. Six months into 2022 we had 5,500 downloads. We've pulled back promoting the app for now because we're putting money into other areas.

#### Action items

- TBD

# EXPLORE

## Ste Genevieve

### TRIP PLANNER

[visitstegen.com](http://visitstegen.com) >

## Introducing the new Ste Genevieve Trip Planner!

Planning the perfect experience in Ste Genevieve just got easier! We're excited to unveil the Explore Ste Gen trip Planner, an interactive way to map out everything you don't want to miss in Ste Genevieve County. Our tool functions both through our site and on the integrated apps for both Apple and Android. Explore popular restaurants, activities, shopping, experiences, hotels and more. With the ability to filter down to your interests, you can customize the perfect trip!



**Explore** all of the exciting sites and activities to see and what to do in Ste Genevieve County!

**Select** Filter by interest and select points of interest to build your travel plans.

**Map It** Organize your plans, view your tour on the interactive map and make edits where needed!

**Save It** Save your plan and access it on both your computer and your phone. Share your plan with friends and family!

- Museums • Wineries • Hiking • Shopping • Historic Homes
  - Breweries • Camping • Restaurants • Bed & Breakfasts • Water Park
  - Museum • Hotels • Biking • Hands-On Activities • Ice Cream Parlors •
- And more! All at the tip of your fingers!



**Download the app today!**

**DRAFT**

## LEISURE GROUP TOURS: CO-MARKETING STE GENEVIEVE & PERRYVILLE

Unique Title: (TBD)

### Itinerary Summary:

From world class wines to memorials known worldwide. From National Parks to National Shrines along with delicious dishes and drinks all served up with downhome hospitality and a Midwest smile. Experience America's first French settlement west of the Mississippi River in Ste. Genevieve with its unique French architecture and explore the German heritage found only in Perryville with its rich faith that has spanned the globe. Three days, two cities, one amazing experience!

### Perryville's Portion of the Tour:

**American Tractor Museum:** Opened in 2020, this museum celebrates the iconic machine and backbone of America. Tour this amazing collection walking you through the evolution of the machine that plowed, planted, and harvested the American dream for centuries. See one of the most unique and largest collections of its kind featuring rare manufacturers such as Rumely, Waterloo Boy, Case, Illinois, Indiana, Huber, Plymouth, Avery and many more. Guided tours available. Gift shop on site. Group tour rates.

**Missouri's National Veterans Memorial:** If you have never had the opportunity to visit the Vietnam Wall in Washington, D.C., here is your chance. This awe-inspiring EXACT full-scale sister wall to the Vietnam Wall in Washington, D.C. offers veterans, civilians, those currently serving a place in the Midwest to reflect on the sacrifices of all service men and women. A museum and gift shop are on site. Guided tours available.

**National Shrine of Our Lady of the Miraculous Medal & Rosary Walk:** Nationally recognized, the Shrine and church have welcomed visitors since 1818. It's designed as a 1/3-scale replica of the motherhouse in Cistrio Rome that serves as the historic seat of the American Vincentians. The Shrine is decorated with beautiful paintings and intricate design work on the walls and ceiling to make it a masterpiece. Don't miss the candle room of thousands of lighted candles in prayer. Rosary Walk is a 35-minute walk optional for visitors. Easy stroll, flower gardens, natural areas, WWI outdoor grotto, plenty of benches, shade and breathtaking marble and bronze statues from Italy. Gift shop on site.

**Lutheran Heritage Center & Museum:** Who professionally interpret the largest organized immigration of German settlers of 1839 to the United States. Guided tour of the museum and gallery. Gift shop on site.

**Saxon Lutheran Memorial:** You can stroll through the village of 13 log cabins, barn, granary and more. The Saxon Lutheran Memorial commemorates the German-Lutheran migration of 1838-1839. National Register of Historic Places.

**Die Klein Schule:** German for the “Little School” frozen in time step back into history as you visit this one-room German school who raised the community and taught English as a second language.

Perryville offers four group friendly chain hotels with continental breakfasts, quick and easy access to keep off the bus and on time.

Unique and locally operated restaurants and shopping opportunities.

- Brass + Bone with artisan cocktails and fine dining in our historic downtown square
- Mary Jane Burger & Brew is a destination restaurant with feature burgers, salmon and craft beers located in our historic downtown square.
- Say Grace- Will take you on a time travel of German cuisine of local recipes and deliciousness.
- Rozier’s Mercantile- Opened in 1903 and is the longest continually operated store in Perryville. It has home décor, gifts, women’s clothing, shoes, fabric department, jewelry, and candy.
- Buchheit Store – Is a farm/country family store. You can find everything from toys, clothing, western jewelry, shoes, fishing, garden center, live chicks, ducks, and rabbits (during season) they have a pig that lives there and is the store mascot that you can walk around the store, canning, stock supplies, building supplies, and much more.
- Stonie’s Sausage Shop- Where they have been crafting and selling deliciously smoked and cured meats for sixty years.

Photos: Attached.

Youtube Link:

Keyword:

Logo: Attached

**Contact Information:**

Trish Erzfeld

508 N. Main Street

Perryville, MO 63775

[trish@perryvillemo.com](mailto:trish@perryvillemo.com)

573-517-2069

Visitperrycounty.com

**Board Members:**

**Recommendation for tourism partners to create a full day itinerary.**

**Group tours +25 people: Targeting visitors 50 - 80 yrs of age.**

**Historic homes, museum, shops, restaurants, option to end the day at winery before going to hotel in Perryville.**