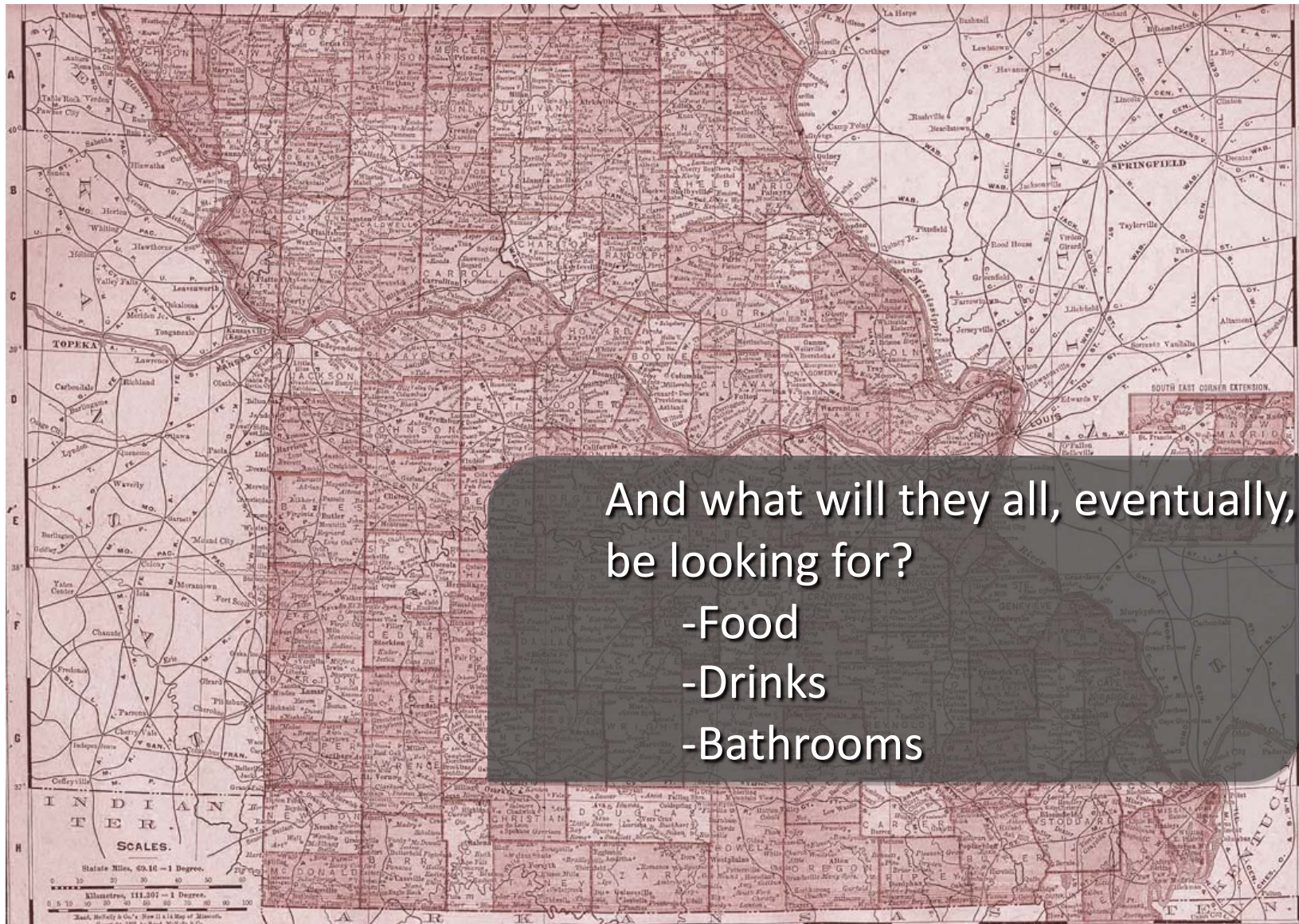


How many times this summer will families load up their cars and travel around Missouri on daytrips and vacations?



And what will they all, eventually,
be looking for?

- Food
- Drinks
- Bathrooms

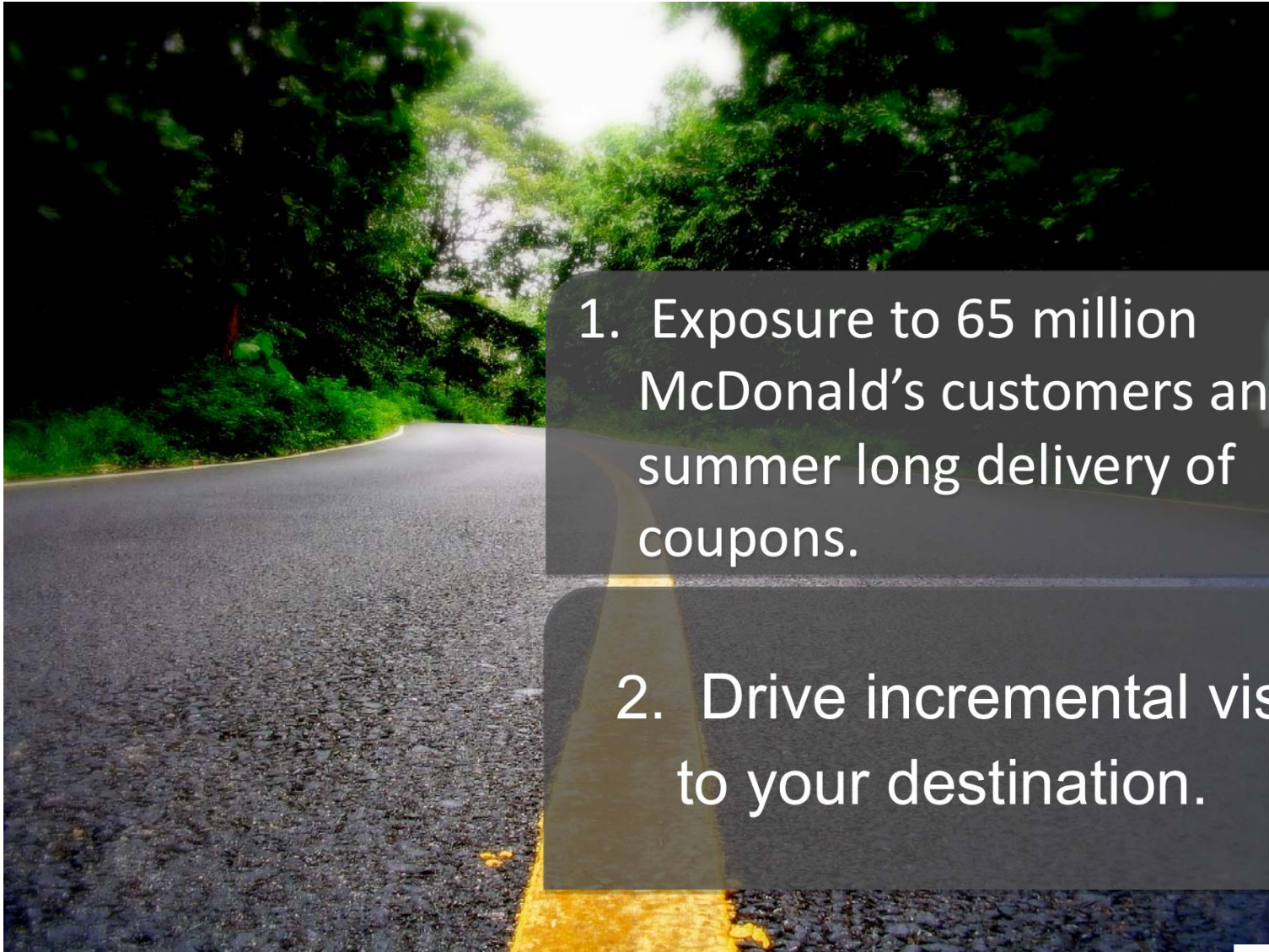


411 McDonald's across the state serving millions of travelers and potential travelers to Missouri all summer



Opportunity





1. Exposure to 65 million McDonald's customers and summer long delivery of coupons.

2. Drive incremental visits to your destination.



Planning a Missouri Road Trip?

Just drop by McDonald's first. And don't forget to keep your receipt. Because this summer, Missouri Tourism and McDonald's are teaming up to bring you Road Trip Rewards, the easiest way to get discounts on tons of great Missouri destinations.

With Road Trip Rewards, every receipt you keep from a participating McDonald's restaurant can be redeemed for big discounts at attractions all over the Show Me State. That means every time you drive-thru Micky D's, you'll also get some extra cash for your Missouri getaway.

So, what are you waiting for? Start packing. And Make sure to leave room for all those receipts.



Travelers see Billboard Advertising



**YOUR McDONALD'S RECEIPT
IS YOUR MISSOURI DISCOUNT.**

RoadTripRewards.com



Travelers see Billboard Advertising



**SAVE YOUR RECEIPT.
SAVE BIG ON MISSOURI FUN.**

RoadTripRewards.com

MISSOURI
VisitMO.com



Customers learn about it on a McDonald's tray liner



YOUR RECEIPT IS A KEEPER.

MCDONALD'S CAN SAVE YOU MONEY ON HUNDREDS OF EXCITING DESTINATIONS ALL AROUND MISSOURI. ALL YOU HAVE TO DO IS:

- 1 Hold on to your McDonald's receipt.
- 2 Find participating Missouri destinations at RoadTripRewards.com.
- 3 Show them your receipt for great discounts!

They find the coupon on the back of McDonald's receipts

GET BIG DISCOUNTS!



RoadTripRewards.com



McCafé
Makes
The Meal

©2010 McDonald's

3 Fresh Baked Cookies new
for \$1



Price and participation may vary. I'm lovin' it

GET BIG DISCOUNTS!



ROADTRIP REWARDS

RoadTripRewards.com

BUY ONE GET ONE FREE SNACK WRAP



Requires 1000 points. Free Snack Wrap is of equal or lesser value. Valid at participating St. Louis and Metro East area McDonald's.

Get a Happy Meal. Give a million bucks.

\$1,000,000 from all Happy Meal purchases will help build a new Ronald McDonald House in St. Louis.



RONALD MCDONALD HOUSE CHARITIES I'm lovin' it ©2010 McDonald's

GET BIG DISCOUNTS!



ROADTRIP REWARDS

RoadTripRewards.com

FREE small McCafé beverage

with any Breakfast Sandwich purchase.




Expires 1/31/2011. Valid at participating St. Louis and Metro East area McDonald's.

They log on to RoadtripRewards.com to find out where they can redeem the coupons.



They log on to RoadtripRewards.com to find out where they can redeem the coupons.



YOUR RECEIPT IS A KEEPER.

MCDONALD'S CAN SAVE YOU MONEY ON HUNDREDS OF EXCITING DESTINATIONS ALL AROUND MISSOURI. ALL YOU HAVE TO DO IS:

- 1 Hold on to your McDonald's receipt.
- 2 Find participating Missouri destinations from the list below.
- 3 Show them your receipt for great discounts!

▼ Sort by Listing: ▼ Sort by City:

America's Best Campground - Branson	Branson	Stay with us two nights, get the third night free. Subject to availability. Primitive and full RV-hookup campsites are included. Cannot be combined with any other offer.	October 31, 2011
Anchor Inn on the Lake Bed and Breakfast	Branson	Free hot breakfast and happy hour drinks Subject to availability. Standard queen or two double room. Maximum of four people per room. Cannot be combined with any other offer.	August 15, 2011
AmazINN and Suites - Branson	Branson	TWO FREE TICKETS TO SILVER DOLLAR CITY With full-price room rate. Subject to availability. SDC tickets are for park entrance only and do not include special events or additional paid attractions. Cannot be combined with any other offer.	October 1, 2011

Four simple steps

1. Go to McDonald's
2. Keep the receipt as your coupon
3. Go to RoadtripRewards.com to discover where to find great savings.
4. Bring your receipt to the destination, and enjoy the savings!



Statewide media placements

- 12 Missouri Markets
- 50-100 weekly GRPs of Radio targeting W25-54 (4 weeks per market)
- 27 statewide outdoor billboards
- Learfield MO Net statewide radio
- \$250,000 in media and advertising production.



Signage for your destinations



Driving additional customers to your destinations

Missouri Tourism

- \$250,000 Media expenditure (billboards and radio)
- Industry participation of a minimum of 250 discounts; roughly 50 in each of the five regions



- MDT to deliver Road Trip Rewards web site component for customers to locate discounts.

McDonald's

- Exposure to over 19 million customers over four weeks of promotion, and cost effective delivery of coupons to nearly 60 million over the summer.



Frequently Asked Questions

1. Will the specific discounts be printed on the McDonalds receipt/coupon?

No, the coupon on the receipts will have the RoadTripRewards.com address, where consumers can find the discounts.



Frequently Asked Questions

2. Should destinations/attractions collect the coupons/receipts?

Yes, participants are encouraged to track the number of visitors who redeem the promotion/discount. Coupons are not required to be sent anywhere, after redemption. Other tracking mechanisms, such as monitoring web site hits and collecting zip codes from customers, are also encouraged.



Frequently Asked Questions

3. Will other promotional items, aside from window clings, be available for the destinations/attractions to display?

No, the Missouri Division of Tourism will not produce additional promotional tools for destinations/attractions. However, all Road Trip Reward artwork will be made available for destinations to use in their own promotional materials, websites, etc.



Frequently Asked Questions

4. Should promotions/discounts carry an expiration date?

Yes. Promotions /discounts should have an expiration date of December 31, 2011. Discounts should not be honored past this date.



Frequently Asked Questions

5. Can destinations/attractions control their offer and the amount of time it is valid?

Yes, attractions have full control over the promotion/discount they wish to offer. Participants can add, edit or remove their promotion/discount at any time throughout the duration of Road Trip Rewards. Participants are encouraged to at least provide the promotion/discount for the first four weeks of Road Trip Rewards.



Frequently Asked Questions

6. Can destinations/attractions feature more than one discount?

Yes, participants can add up to five different promotions/discounts.



Frequently Asked Questions

7. Should a network of hotels list as a single entity or provide individual listings for each?

It will be up to each hotel property/chain to determine how they would like to feature their promotion/discount.



Frequently Asked Questions

8. Will the participant's RoadTripRewards.com listing have a link back to the participants website?

Yes, the listings will have a link to the destination/attraction's homepage or site of your choice.



Frequently Asked Questions

9. Can promotions/discounts be limited to specific days of the week, hours, etc? Example valid only Sunday – Thursday?

Yes.



Frequently Asked Questions

10. Will there be artwork (logos, photographs, etc.) with the destinations listing?

This has not yet been determined.



Frequently Asked Questions

10. Can a CVB/CVC have a link to RoadTripRewards.com from their own website?

Yes.



Frequently Asked Questions

11. Are there limitations to how many people can use one coupon?

This is up to the individual participants to determine. It is recommended that one coupon be redeemed per person.



Frequently Asked Questions

13. Can you track coupons so it is limited to only one person?

That is the destinations choice – employees can collect names or regulate however they wish.



Frequently Asked Questions

14. Is there a cost to participate in the promotion?

There is no cost to participate. We do ask participants to offer a valuable discount.



Frequently Asked Questions

15. When is the deadline to sign up?

There is no deadline to sign up - you can join the promotion at anytime throughout the summer. However, we need a soft commitment from at least 250 participants by February 11th.



Frequently Asked Questions

16. Will McDonald's store addresses be printed on the coupons?

No, however most receipts include the store location on the front.



Frequently Asked Questions

17. Will the listings on the website be regionalized?

Yes, you will be able to search by region and category.



Frequently Asked Questions

18. Will there be log in information to enter RoadTripRewards.com?

RoadTripRewards.com will be a public website, and consumers will not have to register to see the promotions/discounts. Participants will have to sign in to register their deal, and anytime they wish to edit or remove it.



Frequently Asked Questions

19. What is the timing of the promotion?

Coupons will print on receipts mid-May through August (tentatively.) Advertising media for the promotion will run primarily mid-May thru mid-June. Destinations/attractions can add, edit or remove their promotion/discount at anytime during this time period.



Frequently Asked Questions

20. If a destination is free of charge can they offer a gift as the discount?

Yes – as long as it is not an item that is currently offered to consumers for free (i.e. a brochure or travel guide).



Frequently Asked Questions

21. If a consumer gets a McDonald's receipt with more than one Road Trip Rewards coupon on the back, can the travel party use all coupons?

Yes.



Next steps for participating destinations

- Determine what offer or discount you want to promote
- Determine the timing of your offer
- Wait for notification that the RoadtripRewards.com site is up and ready for your posting.
- Post your offer
- Place your Roadtrip Rewards stickers in visible locations
- Notify your staff to honor the coupons
- Get ready to welcome more customers to your destination!

