



Application

27194 - FY16 Region/CVB Marketing Plan - Final Application

28500 - FY16 Big Sky CVB Marketing Plan
DOC Office of Tourism

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Applicant Information

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Comments:

Organization Information

Name:* Big Sky Convention of Visitors Bureau

Organization Type: Non-Profit Organization

Organization Website: www.visitbigskymt.com

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Community & Brand Support

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

Big Sky, Montana is located off of US Hwy. 191 just one hour south of the Bozeman Yellowstone International Airport and 45 minutes north of the West entrance to Yellowstone National Park. Big Sky is a premier destination resort community boasting spectacular nature and wildlife, breathtaking experiences during both summer and winter, all the while preserving the character of our vibrant and charming small community.

Visit Big Sky (VBS) is the community destination marketing organization that manages Resort Tax grants awarded during an annual competitive process. VBS combines these funds with state lodging taxes generated in the community and returned by the state as earmarked for Convention and Visitor Bureau promotions. These combined fund sources allow VBS to accomplish an important role for the community and execute a year-round marketing plan. This plan is created based on research data, input from community stakeholders and key business activity measurements to insure the best return on investment of public and private funds.

Additional Info: **Please reference attached document.**

Optional: Include attachments here Describe your destination continued.pdf

How will your marketing plan address the three phases of the travel decision process of inspiration, orientation and facilitation?

Inspiration - One of Big Sky's strategies is to develop a community identity by raising awareness and perception of our destination. Our marketing efforts use high impact and trusted media channels to build brand awareness and brand perception. During the last two winter campaigns Visit Big Sky used OOH advertisements to extend reach and target broad audiences early during the trip planning process. This medium complimented our print strategy and goal to align with content relevant environments and to tap into audience passions. Finally we used geo-targeted online advertisements to connect with audiences during the booking cycle. Our current summer marketing campaign is leading with geo-targeted digital as the foundation. The plan is based on media habits and consumption, along with targeting opportunities to key markets. Visit Big Sky is continuing to use strategic magazine placements to build brand awareness and align with those content relevant environments. We are also using traditional radio in an effort to extend general market awareness and increase message reach and frequency.

Orientation - The driving force of our marketing efforts are digital advertisements in the form of online display banners, tourism sponsorship pages, retargeted banners, e-newsletters, paid search and paid social. All of these efforts drive prospective visitors to our owned media. Our digital assets serve to orient consumers and provide them with a breadth of knowledge about our destinations product. Our multiple web products are utilized strategically and serve as landing pages for measurement of effective digital efforts. Visit Big Sky is in the process of producing internationally translated materials for our websites in addition to printed distribution for travel and trade shows. Our advertising creative serves to build awareness of Big Sky and the Visit Big Sky brand, but also seamlessly orients them with the proximity campaign. When allowable, our creative contains a locator map that illustrates Big Sky's vicinity to Yellowstone National Park and the creative copy describes our location.

Facilitation - Facilitation in tourism marketing is analyzing the needs and wants of prospective travelers, presenting destination options and ideas, and conveying messages to those travelers. Our national multi-channel marketing campaigns will continue to facilitate our consumers throughout the planning and buying process with a mix of paid, earned and owned media. This year Visit Big Sky was successful in contracting a professional PR firm who will further facilitate our consumers by pitching our destination to news hubs out of our scope of reach with our current budget.

Optional: Include attachments here.

a. Define your target markets (demographic, geographic and psycho-graphic)

Demographic

- Adults, 22-55
- HHI: 75K +
- Well Educated

Geographic

Winter geographic target markets include:

- Chicago, IL
- Minneapolis, MN
- Seattle, WA
- San Francisco, CA
- New York, NY

Summer geographic target markets include:

- State of Montana
- Seattle, WA
- Spokane, WA
- Boise, ID
- Idaho Falls, ID
- Casper, WY
- Minot, ND
- Sioux Falls, SD
- Rapid City, SD
- Minneapolis, MN
- Calgary/Alberta, Canada

The target audiences for our summer consumers are similar to the winter consumer; however our target geographies are different. During the winter months our ideal consumer is primarily flying to our destination and during the summer months they are primarily driving.

Psychographic - The Geo-traveler is concerned with preserving a destination's geographic character— the entire combination of natural and human attributes that make one place distinct from another. They are interested in both the cultural, environmental and their individual economies and lifestyles. These travelers can be described as: creative, curious, connected, engaged, and adventurous. By creating an emphasis on our abundant natural beauty and its proximity for activities at every level, we intend to develop the creative aspect of our marketing efforts to attract those who value Montana's values. We need to create an allure for those willing to commit their time and resources to less accessible locations and who tend to be high-value, low-impact visitors. These also tend to be environmentally aware consumers.

b. What are your emerging markets?

Emerging markets for Big Sky this year are Texas and international tourism. Last summer, Houston, TX included a direct flight to BZN from June to August and will be returning again this summer. Also, Dallas, TX has high potential of being introduced during the winter of 2015/16 and this opens up a wide range of marketing opportunities to capitalize on this market.

The US Department of Commerce expects international inbound travel to increase through 2018. All major markets are expected to contribute to this growth. The International market represents great growth potential for summer and winter in Big Sky. Tour operators are shifting away to traditional destinations. Their clients are looking for exclusivity experiences, cool events and creative ideas. The National Travel and Tourism Office estimates inbound travel from Canada and Australia will grow by 22% and 33% respectively between 2012 and 2018.

c. What research supports your target marketing?

Big Sky performs a comprehensive market analysis with our professional media buying service annually. We compare market research data from Longwoods International 2012 Travel USA Syndicated Study, ITRR, past website analytics, past campaign effectiveness and visitor information to determine our current target.

Optional: Include attachment here.

Overall Goals

1. Increase brand awareness and immediate visitation from national and regional markets during the summer and winter travel seasons, capitalizing on the high visitation and awareness of Yellowstone National Park.
2. Increase average length of stay/average spending in Big Sky from domestic visitors.
3. Enhance, develop, and market more effective digital assets, including website, mobile web, social media and email campaigns.
4. Inventory, develop and grow content database (photos, videos, editorial) and use to increase consumer interactions/engagement and exposure through PR outlets (social media, online, print and blogs).

Measurable Outcomes from Goals

Goal 1

- Increase lodging tax collections during the summer months by 2% and during the winter months by 4%.

Goal 2

- Increase Visitor Center visitors by 5%.

Goal 3

- Track conversions on website to direct ROI and economic impact with generally accepted digital measurement metrics.
- Track social media presence through likes, engagements, and virality metrics from Facebook, Instagram, Google+, Twitter, Pinterest etc.
- Track email statistics including open rates, CTR, etc.
- Improve website rankings with dynamic SEO.

Goal 4

- Evaluate PR placements (online and print) and their value.

Optional: Include attachments here.

a. In what types of Joint Ventures with MTOT would you like to participate?

MTOT co-op participation (what coops would you like to participate?) - The Big Sky CVB did not participate in any MTOT co-op advertising opportunities during the FY15 winter season. We did decide to participate in the Backpacker print co-op placement this summer, as it aligned well with our strategy. We will evaluate and select the MTOT co-ops on a method by method basis. We will consider the 2014-15 visitation and statewide travel trends, looking at our regional drive market, and using a portion of our funding to take advantage of MTOT opportunities for out-of-state exposure. Through public relations efforts, trade-shows and building our online presence, we also intend to reach more domestic markets our limited advertising funds cannot penetrate (i.e. Texas, Colorado, California, New York) and international markets when statewide sales opportunities are available.

b. In what other types of Joint Ventures would you like to participate? (Regions/CVBs, etc.)

The Big Sky CVB will consider any co-op opportunities with other tourism regions, regional chambers and CVBs, and tourism organizations. Visit Big Sky currently focuses on local partnerships with lodging and recreation businesses year round. These partnerships are essential in delivering actionable marketing messages as well as increase our overall marketing spend.

Optional: Include attachment here:

c. What types of Joint Ventures have you done in the past? Were they successful - why or why not?

Past MTOT co-op participation - The Big Sky CVB has participated in digital co-op opportunities and the campaigns were unsuccessful. The main reason the campaigns were unsuccessful were due to the owned media the consumers were directed to. At the time of our last co-op participation the Big Sky CVB was directing consumers to the old Big Sky Chamber website. These campaigns resulted in low CTR, Time on Site, pages per visit and high bounce rate.

Optional: Include attachments here.

Required charts.pdf

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Atchmnts
Consumer	Billboards/Out-of-Home	Yes	Visit Big Sky will use a mix of traditional print, radio, OOH and online advertising during FY16. We will strategically leverage the CVB funds to compliment all marketing efforts of Visit Big Sky while following all TAC rules and regulations. During FY16 Visit Big Sky will continue to execute a national and regional key market warm season campaign, utilize Biggest Skiing in America to execute national and regional winter marketing campaign, continue to participate in Montana Office of Tourism co-op opportunities and execute a marketing campaign/effort to source more visitors from YNP.	Big Sky used syndicated research to understand media consumption habits of the core target audience and, ultimately used this data to determine which channels would drive the most awareness and relate strongest to our audiences. Our ideal winter consumer was identified as a well-educated, high value adult aged 22-55 years old with an annual income over \$75k. Our winter target geographies are New York, Chicago, Minneapolis, Seattle and San Francisco. The campaign consists of OOH, print and online placements with percentage of funding allocation towards each medium at 14%, 25% and 60% respectively. The Big Sky summer consumer is similar to the winter consumer, but expects a more experiential vacation. This year the summer target geographies are Montana, the regional drive market and Calgary/Alberta Canada. The campaign consists of radio, OOH, print and online with percentage of funding allocation towards each medium at 3%, 14%, 27% and 56% respectively.	In FY15, the goal was to use a combination of traditional, non-traditional, online and social media using what was established during the planning and branding process. The bottom line goal of Visit Big Sky is to increase visitation to Big Sky by executing advertising campaigns in regional and national markets in the winter and warm seasons. Outdoor utilizes mass reach to lift awareness and branding for destinations. Digital billboards provide the option to alter messaging based on time of day, seasonality and economic relevancy.	Measurability for OOH advertising will be determined by cost per exposure.	\$16,980.00	Yes		
Consumer	Travel/Trade Shows	Yes	Big Sky will continue to build upon their investment in international travel trade sales by attending shows	IPW is produced by the U.S Travel Association, and is the travel industry's premier international marketplace and the largest generator of travel to the U.S. - During three days of intensive, prescheduled business appointments, U.S. travel executives representing more than 1,000 supplier organizations and destinations from every region of the U.S, and representing all industry category components, meet with over 1,200 international and domestic buyers from more than 70 countries. Last year IPW's business negotiations resulted in the generation of more than \$4.7 billion in future Visit USA travel. Source: IPW	These events serve the purpose of connecting DMOs to prospective travel	Measurement will be tracked by cost per lead, increases in lodging tax	\$7,800.00	Yes		

			<p>during FY 2016. Expenses will include registration fees and travel, meal and lodging expenses. Tradeshows the Big Sky CVB will consider attending are as follows:</p> <ul style="list-style-type: none"> International Pow Wow (IPW) Go West Summit 	<p>Go West's successful event formula and comprehensive, well-rounded program are designed to provide destinations with every available opportunity to negotiate business contracts, establish relationships, and gain a better understanding about a variety of topics relevant to the tourism industry. Suppliers representing destinations, properties and attractions from the American West and international tour operators participate in multi-day networking sessions, familiarization trips and Adventure Day activities with the goal of showcasing the destination for future tourism business. Their effective and easy to use, custom-designed computer software ensures a successful meeting experience. By matching tour operators from around the globe with Western U.S.-based suppliers in a one-on-one, business-friendly environment, Go West Summit is an event where exciting, profitable and lasting relationships are born.</p> <p>"Go West combines the conveniences of a large event with the intimacy of a smaller event, and we pride ourselves on our low supplier to tour operator ratio. We are confident that you will find great value in attending the show and invite you to take part in the premiere tourism event of the American West." Source: Go West Summit.</p>	<p>wholesalers and retailers, both FIT and group that would otherwise be generated only through an exhaustive number of around-the-world trips.</p>	<p>collections and increases Resort Tax collections.</p>				
Consumer	Print Advertising	Yes	<p>Visit Big Sky will use a mix of traditional print, radio, OOH and online advertising during FY16. We will strategically leverage the CVB funds to compliment all marketing efforts of Visit Big Sky while following all TAC rules and regulations. During FY16 Visit Big Sky will continue to execute a national and regional key market warm season campaign, utilize Biggest Skiing in America to execute national and regional winter campaign, continue to participate in Montana Office of Tourism co-op opportunities and execute a marketing campaign/effort to source more visitors from YNP.</p>	<p>Visit Big Sky used syndicated research to understand media consumption habits of the core target audience and, ultimately used this data to determine which channels would drive the most awareness and relate strongest to our audiences. Our ideal winter consumer was identified as a well-educated, high value adult aged 22-55 years old with an annual income over \$75k. Our winter target geographies are New York, Chicago, Minneapolis, Seattle and San Francisco. The campaign consists of OOH, print and online placements with percentage of funding allocation towards each medium at 14%, 25% and 60% respectively. The Big Sky summer consumer is similar to the winter consumer, but expects a more experiential vacation. This year the summer target geographies are Montana, the regional drive market and Calgary/Alberta Canada. The campaign consists of radio, OOH, print and online with percentage of funding allocation towards each medium at 3%, 14%, 27% and 56% respectively.</p>	<p>In FY15, the goal was to use a combination of traditional, non-traditional, online and social media using what was established during the planning and branding process. The bottom line goal of Visit Big Sky is to increase visitation to Big Sky by executing advertising campaigns in regional and national markets in the winter and warm seasons.</p> <p>Print advertising increases reach with national exposure and circulation. We can target varying segments of our target audience and maintain frequency by running placements consistently in relevant editorial environments.</p>	<p>Measurability for print advertising will be determined by cost per impression (CPI).</p>		\$23,700.00	Yes	
Consumer	Website/Internet Development/Updates	Yes	<p>Two years ago the CVB funds were used to develop and launch a new website. CVB funds will be used to focus on developing a media library of editorial content, photographs and videos to drive our consumer online marketing efforts. This content will be important to staying connected with our online audience, and for a consistent branding campaign for Big Sky. This content is also the backbone of our effective search engine optimization (SEO). Photos and promotional website posts highlighting Big Sky's business, events, natural beauty, and amenities will greatly add to this media library and will</p>	<p>Today's modern consumer is using new technology to dream about, plan, book, experience and share travel. DMOs aim to reach these consumers to inspire travel and encourage an increase in spending.</p> <ul style="list-style-type: none"> 65% of leisure travelers begin researching online before they've decided where or how to travel. The average traveler visits 22 travel related sites during the booking process 37% of leisure travelers say the internet prompted them to book <p>*Source: http://www.destinationmarketing.org/sites/destinationmarketing.org/files/DMAI_DigitalMobi_Toolkit_final.pdf</p> <p>The method of planning and booking is becoming heavily skewed toward digital. According to the 2012 Longwoods International Travel USA data, 42.5% of all Montana visitors planned and booked their trip online and 64.5% of all Montana visitors who visited a national park planned and booked online.</p>	<p>Big Sky is continuously updating and altering their website to ever changing consumer demands, keep the content fresh and improve traffic. Moreover, there is a priority on tracking all hard media dollars and using landing pages as part of a sophisticated tracking system. Content changes are frequently in the special event section, with our blogs, videos and photographs etc.</p>	<p>Measurability for digital updates is determined by increases in website visitor traffic, partner website pass through, increases in lodging tax collections, increases in Resort Tax collections and universally accepted analytical metrics (visits, unique visits, time on site, bounce rate, pages per visit, exit rate etc.). We also measure the websites ranking</p>		\$1,800.00	Yes	

			help us tell the story of Big Sky.			performance from a search engine standpoint.				
Consumer	Online/Digital Advertising	Yes	<p>Visit Big Sky will use a mix of traditional print, radio, OOH and online advertising during FY16. We will strategically leverage the CVB funds to compliment all marketing efforts of Visit Big Sky while following all TAC rules and regulations. During FY16 Visit Big Sky will continue to execute a national and regional key market warm season campaign, utilize Biggest Skiing in America to execute national and regional winter marketing campaign, continue to participate in Montana Office of Tourism co-op opportunities and execute a marketing campaign/effort to source more visitors from YNP.</p>	<p>Visit Big Sky used syndicated research to understand media consumption habits of the core target audience and, ultimately used this data to determine which channels would drive the most awareness and relate strongest to our audiences. Our ideal winter consumer was identified as a well-educated, high value adult aged 22-55 years old with an annual income over \$75k. Our winter target geographies are New York, Chicago, Minneapolis, Seattle and San Francisco. The campaign consists of OOH, print and online placements with percentage of funding allocation towards each medium at 14%, 25% and 60% respectively. The Big Sky summer consumer is similar to the winter consumer, but expects a more experiential vacation. This year the summer target geographies are Montana, the regional drive market and Calgary/Alberta Canada. The campaign consists of radio, OOH, print and online with percentage of funding allocation towards each medium at 3%, 14%, 27% and 56% respectively.</p> <p>*Source: DestiMetrics Assembly Executive Summary 2014</p>	<p>In FY15, the goal was to use a combination of traditional, non-traditional, online and social media using what was established during the planning and branding process. The bottom line goal of Visit Big Sky is to increase visitation to Big Sky by executing advertising campaigns in regional and national markets in the winter and warm seasons.</p> <p>Online advertising provides meaningful scale, cost-efficiency, frequency and has abilities to self-optimize. It also intercepts audiences within their core digital environments where consumers are actively looking for information. We can maximize impressions while leveraging targeting platforms to drive greater effectiveness and efficiency.</p>	<p>Measurability is determined by increases in website visitor traffic, partner website pass through, increases in lodging tax collections, increases in Resort Tax collections and universally accepted website analytical metrics (visits, unique visits, time on site, bounce rate, pages per visit, exit rate etc.).</p>		\$51,120.00	Yes	
Marketing Support	DMAI	No	<p>Destination Marketing Association International (DMAI) supports the profession of destination marketing, provides peer to peer idea exchange, access to research on visitor centers, training for meeting professionals and the travel trade. Big Sky is requesting funding for the membership fees and conference registration fees.</p>	<p>DMAI's members become connected to a community of over 600 official destination marketing organizations that collectively command more than US \$2 billion in annual budgets around the world. DMAI is the passionate advocate and definitive resource for official destination marketing organizations and professionals worldwide.</p> <p>*Source: DMAI</p>	<p>DMAI serves as a customer relationship management (CRM) system where the Big Sky CVB can, "connect and collaborate with like-minded peers, thereby protecting and advancing the success of the destination marketing industry locally and globally." – DMAI</p>	N/A		\$2,115.00	Yes	
Marketing Support	Marketing/Publicity Personnel	No	<p>The Marketing and Public Relations Coordinator position is designed to manage projects, ensure consistent progress, and to create strong public/private sector partnerships to expand our marketing resources. Coordination with</p>	N/A	<p>The Marketing and Public Relations Coordinator is responsible for closely monitoring and managing all marketing efforts of the Big Sky CVB. Tourism is the driving force</p>	<p>Measurement for the marketing specialist's effectiveness is determined upon completion of each marketing method. Measurement</p>		\$31,000.00	Yes	wg_Marketing and Public Relations Coordinator Job Description.pdf

			<p>other local and regional marketing funds, events, and projects is also essential. This position is responsible for publicity and media communications, development and distribution of online press and information releases; development of a media (print) database and distribution of information to these sources on a regular basis; development and maintenance of a social networking marketing strategy focused on web-based travel sites, social networking sites, personal information/blogs sites, and community outreach. This position will also be responsible for creating the yearly marketing plan.</p>		<p>of our local economy and destination marketing ensures a consistent brand message and encourages sustainable growth. Measurable statistics are found within each marketing method the Big Sky CVB completes.</p>	<p>will also be determined by increase in lodging tax collections and Resort Tax Collections.</p>				
Marketing Support	Administration	No	N/A	N/A	N/A	N/A		\$32,000.00	Yes	
Marketing Support	VIC Funding/Staffing/Signage	Yes	<p>The Big Sky Chamber and Visit Big Sky moved to a new location and building on the corner of Hwy 191 and Lone Mountain Trail during FY13. This new and expanded location requires additional, dedicated VIC staff and signage. CVB funds will support visitor center staffing for additional weekly, weekend, evening and holiday coverage during the peak summer and winter months.</p>	<p>Statistics from the Big Sky VIC during FY15 is as follows:</p> <ul style="list-style-type: none"> Total number of visitors: 16,006 Top 10 states visiting: MT, TX, MN, CA, IL, WA, FL, CO, NY, NC Total hours open: 2,632 hrs. Top five states requesting information: FL, AL, TX, CA, MN <p>The Institute for Tourism & Recreation Research (ITRR) research shows that visitors who use VIC staff as a source of information during their trip spend almost 55% more than that of all visitors and their length of stay is almost 31% longer.</p> <p>Source: ITRR</p>	<p>The Big Sky Visitor Information Center is a vital part of the Big Sky Community. Big Sky is uncommon in that it currently lacks a sense of arrival upon entering our community. This issue is compounded by a lack of cell service an hour in either direction of our community. Many visitors utilize the visitor information center not only to find accurate directions, but to ensure that they have arrived..</p> <p>The Big Sky VIC is not a self-service visitor center. Travel counselors spend an estimated 8 to 10 minutes per group assisting visitors with directions, accommodations, dining and activities. Travel counselors are committed to giving high quality personalized service on a year round basis to assist visitors during our robust summer park season and our ever growing</p>	<p>Measurability for the Big Sky VIC includes increases in visitors, increases in information inquiries, increases in lodging tax collections and increases in Resort Tax collections.</p>		\$17,500.00	Yes	

						winter ski season.					
Marketing Support	TAC/Governor's Conference meetings	No	The TAC and Governors conference expense is to ensure attendance at Tourism Advisory Council meetings, the annual Marketing Plan meeting with the Department and the annual Governors Conference on Tourism & Recreation. These expenses shall include transportation/mileage, meals and lodging.	N/A		N/A	N/A		\$1,500.00	No	
Marketing Support	Printed Material	No	Big Sky produced translated materials to assist in facilitating our international visitors. CVB funds will enhance current creative assets by producing printed collateral for usage in our VIC and for travel and trade shows.	According to the U.S. Department of Commerce, travel from China to the U.S. is projected to grow 39 percent from 1.8 million visitors in 2013 to 2.5 million visitors in 2018. *Source: MTOT During the 2014 VIC grant funding cycle the Big Sky VIC document a high-volume of international visitors seeking information. International visitors made up 28% those entering the visitor center. 12% of those international visitors were from Canada, and 16% were from over 37 different countries. *Source: Big Sky VIC		International visitation to Big Sky is continuing to grow. Therefore, Resort Tax funds developed and produced translated materials in FY15. Big Sky is currently working on producing a multi-page information piece, seasonal itineraries and a single fact sheet translated in Chinese, French, Spanish, Japanese and German.	Measurement will be tracked by increases in international visitation to Big Sky, increases in lodging tax collections and increases Resort Tax collections.		\$2,400.00	Yes	
Publicity	PressTrips	Yes	Big Sky will bring high-caliber journalists to our destination with a late summer press FAM tour.	Effective press relations campaigns allow destinations to multiply the effect of dollars invested in consumer advertising. Parallel to Brand USA's goal, Big Sky will look to increase inbound visitations by leveraging a "strategic mix of earned media relations, social media engagement, content creation, influencer engagement and industry events." Source: skift.com		In any successful marketing program, it is critical to integrate messages across multiple channels of content delivery. One cost effective way of accomplishing this is through a well-conceived and a well-connected press relations effort.	Measurability for press FAM trips will be determined by number of resulting media hits.		\$10,000.00	Yes	
									\$197,915.00		

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Online/Digital Advertising	\$51,120.00	\$300,580.00
Consumer	Travel/Trade Shows	\$7,800.00	\$5,000.00
Consumer	Billboards/Out-of-Home	\$16,980.00	\$100,920.00
Consumer	Website/Internet Development/Updates	\$1,800.00	\$13,000.00
Consumer	Print Advertising	\$23,700.00	\$155,400.00
		\$101,400.00	\$574,900.00
Marketing Support	DMAI	\$2,115.00	\$3,000.00

Marketing Support	Administration	\$32,000.00	\$59,500.00
Marketing Support	Marketing/Publicity Personnel	\$31,000.00	\$124,000.00
Marketing Support	VIC Funding/Staffing/Signage	\$17,500.00	\$333,123.00
Marketing Support	Printed Material	\$2,400.00	\$14,000.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
		\$86,515.00	\$533,623.00
Publicity	PressTrips	\$10,000.00	\$40,000.00
		\$10,000.00	\$40,000.00
		\$197,915.00	\$1,148,523.00

Miscellaneous Attachments

Reg/CVB Required Documents

File Name	Description	File Size
CVB Mktg Plan FY16 Required Documents.pdf (243 KB)	Big Sky CVB Marketing Plan FY16 Required Documents	243 KB
