

Montana Grants and Loans

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Application

Instructions

Print to PDF will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback about the application to the applicant. The feedback text will appear at the bottom of the application and will be visible to anyone who has access to the application. **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

Application Details

[Map](#) | [Print to PDF](#) | [Negotiation](#) | [Annotations\(0\)](#) | [Versions](#) | [Feedback](#) | [Withdraw](#)

41744 - FY17 Region/CVB Marketing Plan - Final Application

42457 - FY17 Southwest Montana Marketing Plan
DOC Office of Tourism

Status: Under Review

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Applicant Information

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Comments:

Organization Information

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Organization Type: Non-Profit Organization
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Community & Brand Support

1. Describe your destination.

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?

Southwest Montana is centrally located between Glacier and Yellowstone national parks, making it the ideal travel route between the two destinations. The region is home to more ghost towns than the surrounding regions and offers the best blue ribbon fishing statewide. Southwest Montana has 128 properties and 4155 rooms in the region.

Southwest Montana attracts an active mature/boomer audience with a focus on soft adventure. The region is a big draw for heritage and culture enthusiasts. We have a large nationally recognized heritage corridor running from Butte to Anaconda. Another target audience is families that travel by car and are looking for affordable family vacation activities and lodging options. Our 2015 visitors were mostly repeat visitors with 74% of groups being repeat visitors to the state. First time visitors made up 17% of our groups.

Based on 2015 ITRR data, Washington State residents make up 13% of the region's overall visitors followed by California at 9%, Idaho at 7%, Alberta, Canada at 7%, Utah at 5% and Colorado and Oregon at 4%.

The region's primary strengths hinge heavily on its historical opportunities including ghost towns, historic sites, Lewis & Clark sites and museums. The region also offers cultural opportunities rich in western heritage that is expressed through live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, trolley tours, pow-wows, farmers' markets and more. Southwest Montana boasts a number of natural resources that provide a wide variety of activities to its residents and visitors alike including soaking in its varied hot springs and visiting radon health mines, rockhounding for gems, exploring Lewis & Clark Caverns, fly-fishing or rafting blue ribbon rivers and streams, hiking and biking across many of the regions trails or partaking in winter activities that offer everything from downhill skiing to ski joring.

Opportunities within the region include developing the niche markets of bicycling and hiking with all the trails available throughout the region. The region also has the opportunity to work with the cvb's and cities and other organizations to gather photos and have them available as the need arises. Another opportunity is continued education and collaboration on travel information, grants, and other options available to travel businesses in the area.

Challenges to the region include transportation concerns, off-season closures of attractions, limited cell phone coverage, and poor economic factors. There is a need for touring companies as many travelers would prefer for someone to take them to the attractions and take the guesswork out of their planning. The region also struggles with lack of wayfinding signage to assist with travel throughout the region and within individual communities. Also, the shortage of meetings & convention facilities limits the ability to draw on these groups for potential revenue throughout the year and particularly in the off-season.

More spectacular unspoiled nature than anywhere else in the lower 48.

From the Madison River Valley to the Pioneer Mountains Scenic Byway and from Gates of the Mountains to Lewis & Clark Caverns, Southwest Montana offers an abundance of unspoiled nature. In addition, visitors can view a variety of wildlife while visiting Red Rocks Lake National Wildlife Refuge or the Scapegoat Wilderness Area (to name just a few).

Vibrant and charming small towns that serve as gateways to our natural wonders.

Southwest Montana provides a direct route between Glacier and Yellowstone national parks and is chock full of vibrant and charming small towns. Visitors can explore the fishing mecca of Ennis (also known for its great art scene) or take a trip to the Sweet Palace located in Philipsburg (noted as being one of the "Prettiest Painted Places in America"). From the sophistication of the capital city, Helena, to historic Butte, America, the region offers visitors a variety of options when it comes to small town charm.

Breathtaking experiences by day and relaxing hospitality at night.

Hiking, biking, skiing, fishing, rockhounding...from soft adventure activities such as scenic driving and wildlife viewing, to more extreme activities such as mountain biking and snow kiting, Southwest Montana offers a plethora of breathtaking experiences. And, with a wide range of lodging and dining options, the region also boasts a wealth of options when it comes to relaxing hospitality at night.

Southwest Montana also supports the brand pillars and utilizes the Montana Office of Tourism's graphic standards in its marketing efforts.

[Optional: Include attachments here](#)

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

The Southwest Montana plan will address the three phases of the travel decision process as outlined below:

Inspiration - Southwest Montana's advertising, public relations and social media efforts will focus on building the inspiration aspect and the desire to visit.

Orientation - Montana's visitors often have multiple destinations within the state. Regions & CVBs provide tools to help the visitor plan a route and encourage a longer stay. The region's travel guide and website will play the strongest role in assisting visitors with "orientation" and the tools needed to assist with trip planning. If the visitor is already in the state, our regional tear-off map is available as well.

Facilitation - Regions and CVBs, communities, tribes, businesses and organizations all work together to make visitors aware of the full array of experiences available to them, encouraging them to stop and experience all that Montana has to offer. The region's website and travel guide will play an integral part for "on the ground" facilitation. In addition, we have a Southwest Montana tear-off map that is dispersed throughout the region and its surrounding neighbors.

Optional: Include attachments here.

3. Who is your market?

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

Primary— Our markets are broken out but all sections are considered the Geo Tourist. Also, both primary and secondary target markets include repeat travelers to Montana. Since Southwest Montana is 74% repeat visitors and only 17% new visitor; we consider advertising to the two National Parks a benefit to extend the traveler's stay in the state or to entice the traveller to the region on a repeat visit.

Active Mature — consists of older married couples or singles (ages 55-64), college educated, usually without children and household annual income of \$60,000+. They lead an active lifestyle and enjoy visiting historic sites, landmarks and museums as well as partaking in general sightseeing and wildlife watching. According to 2015 data from the ITRR, 41% of visitors to the region were between the ages of 55-64. The same data reveals that 46% of visitors to the region were made up of "couples".

Heritage/Cultural Enthusiasts — This segment consists of individuals 35+ years of age, college educated, with a household annual income of \$60,000+ who enjoy learning more about western history and culture. They enjoy the experience of quaint communities and the opportunities within. They visit historic sites and landmarks and are interested in festivals and fairs about the West. Data collected in 2015 from the ITRR indicates that 21% of visitors to the region spent time at other state parks of which we have 11 in Southwest Montana. Also 19% visited Virginia/Nevada Cities, 15% visited hot springs, and an additional 13% visited the areas ghost towns. The Big Hole Battlefield and the Montana Historical Museum attracted 5% of the visitors.

Families/Boomers — Married couples or singles 35-54 years of age, college educated, with children usually less than 18 years of age in the household and income of \$60,000+. (This may include grandparents with young grandchildren). Data collected by the ITRR in 2015 indicates that 33% of visitors to the region are between the ages of 35-54.

This segment seeks a memorable family experience that involves visiting state and national parks and historic sites; participating in festivals and fairs; learning about western history and Native American culture; and participating in a number of recreational opportunities such as hiking, backpacking, wildlife watching, rock hounding and usage of lakes and rivers. Data collected by the ITRR for 2015 reveals that 15% of travelers to Southwest Montana were traveling with "immediate family".

Geotourist — Geotourists make up 55.1 million American travelers. We are interested in the "Geo-savvy" segment. They are usually more middle-income and outdoorsy in nature. More than one quarter reside in the nearby Pacific region, and 10% live in the Mountain region. 28% are young adults under the age of 35. 60% have a college degree while 33% have a graduate degree. 38% have annual incomes over \$75,000 and another 17% of households earn \$100,000+.

Secondary—

Travel Influencer — This is an emerging market for us. We are following the state's lead on bringing in travel writers that have social media with a large following in to entice more of the travelers that are using the social media channels. Freelance or travel-publication specific writers with an assignment of preparing a vacation destination article for print, broadcast or Internet distribution.

International Visitors — Group and foreign independent travelers (FIT) predominately in markets serviced by RMI (UK, Germany, France, Italy, Norway, Sweden, Denmark, Finland and Australia) as well as Asia. The region considers international visitors as a secondary market because while there aren't enough funds to aggressively target these markets. Southwest Montana is able to create regional itineraries for group travel and FITs.

Film Production/Still Photography — Film production remains a secondary target market due to the budget that would be required to reach such a niche audience. However, when possible, the region works with the Montana Film Office to assist with production in the region. Consumer travelers are increasingly moved by "moving pictures" and therefore the region also focuses secondary marketing efforts on the film community. Between 2006-2012 the total economic impact of film production in the region totaled over \$24 million.

Geographic Focus— Currently the region's top five target audiences (based on visitation to the region) reside in Washington, California, Idaho, ,Alberta, Canada, and Utah.

Psychographic Focus - We focus on history and cultural enthusiasts. outdoor recreationalists, scenic drivers, and experiential travelers.

b. What are your emerging markets?

There is potential in the future to place more marketing resources on the outdoor recreation enthusiast with a bit more focus. The region is beginning to partner more with the Butte and Helena CVB's and TBID's to promote the outdoors such as biking in the area. We hope to develop more of this partnership with other potential communities as well.

We had great success introducing our area to neighboring frontline staff and people connected to the travel industry through a FAM tour. This is now an emerging market for us as we feel it will foster a great feed to the region.

We are finding that "ghosts" are becoming more of an attraction in the region and several ghost tours are offered throughout the region. Many tourists ask about ghosts as they tour historical attractions spread throughout the region. Many ghost and paranormal film groups have been in the area as well.

Potential expansion geographically (that are close to being a primary target) include Oregon and Wyoming. Both areas are neighbors to our current markets. If we look at inquiries received at the call center, future geographic markets could include a push into Colorado and Minnesota.

c. What research supports your target marketing?

Much of our reseach came from the ITRR research and surveys. See letter "3a" above for supporting research for each target market segment.

Optional: Include attachment here.

4. Overall Goals

Southwest Montana Tourism Region strives to attract high-value, low-impact visitors with the potential to increase their length of stay and dollars spent per day in the region. This task can be accomplished through the following goals:

- Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
- Build awareness and entice the geotourist to come and experience Southwest Montana.
- Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
- Create and maintain a consistent brand image of the region through all marketing efforts including advertising, publicity, collateral material, Internet development, social media

channels and cooperative marketing programs.

- Work with the regions, CVBs, TBIDs and MTOT to collaborate on funds and programs and projects as an option to increase the leverage of marketing dollars.
- Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational and historical opportunities this region has to offer.
- Increase marketing efforts to regional and statewide areas during off-peak season.
- Continue to disseminate the travel guide, to address "inspiration, orientation, and facilitation." We have pared the guide down a bit to make it more concise and more functional.
- Continue distributing the birding brochure to birding enthusiasts, thus assisting with "orientation" and "facilitation".
- Continue distributing the tear-off map available for "facilitation" among visitors on the ground.
- Increase photography and have a means to access photos quickly and easily through a shared photo library system of some sort.
- Educate Southwest Montana Tourism Region members about the benefits of membership and recruit new members. Create opportunities and partnerships with members/local businesses to stretch the region's marketing budget.

Optional: Include attachments here.

5. Joint Venture Opportunities

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

Southwest Montana would consider future participation in MTOT's spring/summer joint ventures in the form of online banner advertising and magazine print ads. Also, if either a site and/or publication wanted to do a more multi-media campaign (similar to what *Backpacker* did in 2013), the region would consider this as well. However, some key metrics and reporting needs to be established and communicated to the potential MTOT Region/CVB partners.

Southwest Montana has partnered with the Butte CVB and the Helena TBID to produce a tear-off map of the region. The map highlighted points of interest, state parks, and scenic routes for the traveler. We also had breakout maps of Butte and Helena on the opposite side along with their specific attractions.

We are also working with State Parks to bring a social media influencer into the region. That trip is happening in June 2016.

The region also supports different community projects through cooperative funds. These projects are evaluated on a first come, first served basis by the board until the funds are depleted.

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

Southwest Montana is open to new projects. We would like to work more with State Parks under its new initiative regarding Tier 1 parks. Half of the Tier 1 parks are in Southwest Montana (Bannack State Park and Lewis & Clark Caverns).

We are also interested in continuing to partner with Butte and Helena areas to get the most mileage out of our advertising funds.

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

Southwest Montana has participated in a number of co-ops with regional partners. A brief description of FY16's cooperative efforts are outlined below:

Trip Advisor Advertising— Southwest Montana sponsors nine communities on Trip Advisor. With these pages, Southwest Montana offers advertising to its members as well as providing regularly updated regional content. While this program is more expensive than the e-news marketing co-op that Southwest Montana offers, the banner advertising continues to fill up each year.

Travel Guide Advertising— The region also provides the opportunity for tourism businesses to advertise in the travel guide with multiple sizing/pricing options. Many of the businesses have found that the guide is a great tool for educating the traveler about the great attractions they offer and enticing them to take the time to visit. This indicates that both the advertisers and the region find this co-op mutually beneficial.

Southwest Montana participated in one MTOT co-op in FY16 with the *Nature Conservancy* magazine. It is too early to list any results.

Optional: Include attachments here.

Include pie chart here.

[Pie Chart of Segments PDF.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 Attchmnts
Consumer	Online/Digital Advertising	Yes	Southwest Montana Tourism Region will also continue an online banner advertising campaign on travel and lifestyle sites that reach the target geographic and demographic markets outlined in the narrative of the marketing plan. This campaign contains both prospecting and retargeting banner	In FY16, the region did not participate in any MTOT online co-ops. We currently have banner ads running on TrueWestMagazine.com and Trip Advisor. In addition, we worked with Madden Media, running prospecting and retargeting banner ads as well as content amplification. We purchased "native inclusion" blog and social package from <i>True West</i> magazine that includes e-newsletters and social	MTOT offers online cooperative programs that have in the past provided the region an affordable option to reach certain demographic and geographic target audiences. However last year's co-ops didn't work particularly well	We plan to measure success through the CTR to the SWMT landing page, website and content amplification pages. We are also tracking interaction on the landing page (sign-up for the e-newsletter, etc).		\$64,440.00	No	

			ads. The region will also continue its content amplification campaign.	media promotions through the publication's website and social media channels. And we worked with yellowstonepark.com to run a social media contest offering a trip through the region. We created a custom landing page in FY16 to track the campaign. In June we will be partnering with Bicycling.com on a project similar to the native inclusion packaged outlined above. We will have a website and instagram takeover as well as banner advertising.	for the region so we researched and purchased other options.					
Consumer	Print Advertising	Yes	Southwest Montana will continue advertising in key regional/national publications as well as explore niche publications that reach the region's target audience. The publications will be consumer travel-oriented with relevant editorial about traveling in the West. We will look for outlets featuring historic travel, national park travel and birding as well as specific information on Montana and/or Southwest Montana attractions.	Our FY16 print media has just started running, so it is too early to present results. However, in FY15 we participated in the MTOT co-ops with <i>Nature Conservancy</i> magazine. This publication is difficult to track because the format does not allow our 800# in it (only the website URL) and the publication doesn't offer any reader service. We also ran print in <i>American History</i> and <i>True West</i> magazines. Print inquiries via the call center continue to decrease as online travel searches increase.	MTOT offers magazine cooperative programs that have in the past focused on at least two of Southwest Montana's niche markets (usually birding and history). However in FY16, there were not as many cooperative opportunities that focused on these niche markets that were affordable for the region. Therefore, we only participated in <i>Nature Conservancy</i> .	We plan to measure success through the call center and the number of inquiries received. We also plan to review visitation to our website and landing page.		\$25,533.00	No	

Consumer	Travel/Trade Shows	No	We don't have a travel show that we want to participate in at this time but we are going to keep our options open on this.	N/A	We have participated in travel shows in the past and found that not much of our material actually went out the door compared to the cost of the show. We will keep our option open on this. Travel shows are not easy to track or prove how successful they are.	N/A	To be determined if we decide to participate.	\$100.00	No	
Consumer	Social Media	Yes	Social media and peer reviews are an integral part of the travel planning process. Southwest Montana manages Facebook, Twitter, Pinterest, Instagram YouTube and a blog. To maintain a fan base, we need to continue updating content on these social sites and interacting with our followers.	2.3 billion people have social media accounts. There are over 1.59 billion monthly Facebook users. Twitter has over 316 million active monthly users whole Pinterest has 100 million and Instagram has 400 million active monthly users. "25 Social Media Facts for the end of 2015," "61+ social media factsz and statistics you should know in 216" According to "The State of the American Traveler Destination Anlyst," "49.8% of American Travleers used social medai for travel planning.	Social media is a well-used travel-planning tool. Travelers rely on peer reviews from not only third-party websites (such as Trip Advisor) but directly from their social set on their individual networks.	We plan to measure success through the increased number of fans and interactions on Facebook, Twitter, and Instagram.	\$17,960.00	No		

Consumer	Photo/Video Library	Yes	We plan on creating a photo / video library. We need over 400 photos available to us at a moments notice for our soical media. This does not include our photography needs for advertising and the travel guide.	<p>Photos on Facebook generate 53% more likes than a text-based post. Huffpost Business "Why Visual Content is a Social Media Secret Weapon."</p> <p>Over 1.8 billion photos are uploaded and shared on social media every day. Over 6 billion hours of video are watched each month on YouTube. Over one billion items are pinned to Pinterest. "Visual Influnce Communicating In A Visual World"</p>	<p>People make decisions and take action quicker when prompted by images, rather than by reading a lot of text. As humans, it's in our nature to communicate visually. Images process quickly and people are drawn to them. "Social Media Examiner: Visual Social Media: How Images Improve Your Social Media Marketing"</p>	By the number of photos and video on the library.	\$13,000.00	No	
Consumer	Photo/Video Library	Yes	We will continue to acuire video in order to provide new content on our website, YouTube, Facebook, and more and also for footage in our advertising campaigns.	<p>74% of all internet traffic in 2017 will be video – suggesting video formats like Snapchat, Instagram, Vine and others will be must-view and must-produce content. (Source: Salesforce, 2015) 70% of the top search listings have video somewhere, on a front page or landing page. Over a billion people use YouTube, 4 billion video views on YouTube per day 6 billion hours of video watched per month on YouTube New video is uploaded at 400 hours per minute. <i>Statista</i></p> <p><i>Leveraging the power of video, Deny Staggs, Film Commissioner</i> expandedrablings.com/index.php/youtube-statistics</p>	We need video to educate and engage the traveler of our region. Also, we use video in our advertising and social media. We are wanting to keep the information fresh and build our archive for repurposing.	Our success is measured by obtaining new video and photos for multipurpose uses including website, Facebook, YouTube, Twitter, and for our travel guide and advertising.	\$12,000.00	No	

Consumer	Printed Material	Yes	<p>We will continue to produce the travel guide. It is distributed to individuals interested in traveling to and within the region. We also distribute our tear-off maps and birding brochures.</p>	<p>50.3% of American Travelers used print resources to to plan leisure travel. <i>The State of the American Traveler January 2016</i></p> <p>The travel guide is used as fulfillment for our advertising and website. It is distributed through Certified Folder Display. According to <i>2015 ITRR</i>, 28% of visitors to the region used a brochure information rack during their trip.</p> <p>According to <i>Baby Boomers: travel planning methods U.S.2014/Statistic</i>, 22% of Baby Boomers respondents ordered a printed visitor guide from a DMO for travel planning. 17.2% also got information from a lifestyle or travel magazine.</p>	<p>Southwest Montana has so many towns, attractions, and outdoor activities which make the travel guide one of the best ways to educate travelers of all of these benefits at the same time. Our partners in Philipsburg, who are up consistently every year in sales, use travel guides as their main source for advertising.</p>	<p>By the increase in bed tax, by the distribution of our printed material and by the increase in visitation throughout the region. We will also continue to monitor data from the ITRR, overall requests from the call center and online website visits.</p>	\$65,927.00	Yes	
Consumer	Electronic Adv - Newsletter, E-blast	Yes	<p>Southwest Montana currently has 9013 subscribers on its e-newsletter list. We will continue to design and distribute a monthly e-newsletter to highlight attractions and activities through the region.</p>	<p>The average open rate for the region's e-newsletter is 19.73 % with a click-through rate of 6.23%. Marketers consistently ranked email as the single-most-effective tactic for awareness, acquisition, conversion, and retention. - Gigaom Research "Workhorses and dark horses: digital tactics for customer acquisition" (2014) Email is almost 40x better at acquiring new customers than Facebook and Twitter - McKinsey & Company (2014)</p>	<p>The e-newsletter continues to be a successful program since it is affordable based on the open and click-through rates that are currently being generated. The region also sells advertising within the e-newsletter that helps offset the cost of the production.</p>	<p>We plan to measure success through the total number of subscribers on the list, the open rate of the e-newsletter, the click-through rate to the southwestmt.com website and the share rate among current subscribers.</p>	\$8,300.00	No	

Consumer	Website/Internet Development/Updates	Yes	We constantly update content on our website in order to stay relevant. We now have a responsive website in place. We will continue to add website updates, enhancements and new content. We will also continue with search engine optimization.	There are over 3.4 billion active internet users worldwide. <i>61+ social media fact and statistics you should know in 2016</i> Currently 78 % of leisure travelers use the Internet to plan. Of those that use the Internet to plan: 65% use the internet when thinking about taking a trip, 61% when choosing a destination <i>The 2014 Traveler's Road to Decision June 2014</i>	Based on the supporting research/statistics, it is vital to the region to keep the website up-to-date in order to help potential visitors with the orientation and facilitation portion of their travel planning.	We plan to measure the success of our website through increased traffic to the site, overall number of pages visited, how much time a visitor spends on the site and what are the most popular/least popular pages.		\$17,010.00	No	
Consumer	Billboards/Out-of-Home		We are keeping this option open for us in case an opportunity arises for us.	N/A	N/A	N/A		\$100.00		
Consumer	Joint Ventures	Yes	Southwest Montana Tourism Region will evaluate projects that we can partner with MTOT, other regions/ CVBs/ TBIDs and members to further stretch the region's marketing dollars on projects.	In FY15, the region advertised through MTOT co-ops on <i>LIN Digital</i> (with an average CTR of 0.12%, to date) and <i>Orbitz</i> (with an average CTR of 0.03%, to date) and <i>Nature Conservancy</i> .	MTOT's online cooperative programs in the past have provided the region an affordable option to reach certain demographic and geographic target audiences. However, this year's Orbitz campaign is not working very well and we will be reevaluating the co-ops carefully for next year.	We will measure online advertising through click-through rates and our print advertising through the call center and the number of inquiries received. We will also review visitation to our website and the increase in bed tax dollars to Southwest Montana.		\$2,500.00		

Consumer	Social Media	Yes	We will do Facebook Advertising and Google Adwords. This is to attract futher attention to both our Facebook and webstie.	There are over 1.59 billion monthly Facebook users. T "25 Social Media Facts for the end of 2015," There are over 3.4 billion active internet users worldwide. 61+ social media fact and statistics you should know in 2016 Currently 78 % of leisure travelers use the Internet to plan. "61+ social media factsz and statistics you should know in 2016"	Facebook is the number one social media site and we are hoping to stimulate more interest in Southwest Montana.	We plan to measure success through the increased number of fans and interactions on Facebook and our website.		\$5,400.00	No	
Marketing Support	Fulfillment/Telemarketing	Yes	Southwest Montana uses Certified Folder to distribute our travel guides in brochure racks and in certain rest areas around the state as well as to Eastern Washington, Coeur d'Alene area, Idaho Falls, and Salt Lake City. They also do instate delivery of our birding brochures. We use MARS Stout to connect with travelers through the call center.	According to 2015 ITRR 28% of people use the brochure information rack.	The traveler is not as familiar with our region and doesn't know what specifically to ask for. With our travel guides out and available as much as possible and the call center influencing travelers, we are able to make it easier for them to obtain this information as they travel in the region or to encourage them to come back to Montana.	We will measure our success by the number of travel guides that are given out and by the increase of bed tax collections to our region. We also do an unofficial discussion with people from around the area asking how well the guides moved out of the racks.	NA	\$48,119.00	No	
Marketing Support	TAC/Governor's Conference meetings	No	This money is used for attending TAC and Governor's Conference meetings and any marketing meetings we attend.	NA	This is required and necessary to properly run the tourism region.	NA		\$1,200.00	No	
Marketing Support	Marketing Plan Development	No	The Marketing Plan defines the goals and objectives of Southwest Montana in the next fiscal year.	NA	A marketing plan allows an organization to take a strategic look at its marketing dollars and how best to distribute those funds over the course of the year.	We plan to measure the individual projects we implement throughout the fiscal year and the success of those projects.		\$1,000.00	No	
Marketing Support	Administration	No	Administration includes personnel, rent, office supplies and basic needs to run an office.	NA	The director is responsible for the daily activities as well as the annual cycle of the	NA		\$73,000.00	No	

					business.					
Marketing Support	Cooperative Marketing	No	Southwest Montana offers cooperative marketing to qualifying nonprofit organizations in the region. The funds are used to help stretch the marketing dollar of these entities.	NA	When our cities and attractions can market their businesses it helps to bring in tourists. This is a benefit to the whole state.	This will be done specifically to each project.		\$10,000.00	Yes	
Marketing Support	Opportunity Marketing	No	Southwest Montana puts funds in Opportunity Marketing for options that might become available at a later date.	NA	Not all options for marketing are available at our annual budgeting time. These funds will be used for any unforeseen projects or will be applied to an existing project if a need should arise.	Will be determined at the time of the projects.		\$4,000.00	No	
Marketing Support	Superhost	No	This program has changed so we have dropped our funding but have kept \$1 in the budget in case something develops.	NA	N/A	N/A		\$1.00	No	
Marketing Support	outreach		Voices of Tourism educates the public on the benefits of tourism to our region and to Montana.	N/A	Voices of Tourism provides data and information to the public on Montana tourism. It would be difficult for each of us to do this individually with our time constraints.	By the amount of exposure Voices of Tourism is able to generate.		\$1,500.00	No	
Publicity	Press Promotions/Media Outreach	Yes	In addition to the PR efforts by the Montana Office of Tourism, Southwest Montana also solicits targeted editors, journalists and social media influencers to write about the region. We also respond to reactive press requests through our press room website,	Public Relations is an affordable way for the region to stretch its dollars. In 2015 there were 53 print stories and over 225 online stories/mentions about the region totaling over 1.26 million impressions. Stories about the region reinforce MTOT's strategic plan and the "inspiration" aspect of the plan. ITRR data shows other travel websites (where our	Earned media represents one of our best efforts to create "word of mouth" advertising. Editorial articles prepared by third parties hold more authentic representation of the region than straight	We plan to measure success through the number of stories published, number of impressions and activity on our press room website (via reactive requests). And, by the number of travel advocates from the		\$17,500.00	No	

			direct calls to our PR agency and through MTOT. Southwest Montana plans to work with MTOT and others as requested for press trip assistance in our region.	articles are placed) and magazine/newspaper articles influence travel planning decisions (17%).	advertising. These articles help supplement our minimal advertising budget.	surrounding areas we take through the region.			
									\$388,590.00

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Online/Digital Advertising	\$64,440.00	\$0.00
Consumer	Print Advertising	\$25,533.00	\$0.00
Consumer	Website/Internet Development/Updates	\$17,010.00	\$0.00
Consumer	Social Media	\$17,960.00	\$0.00
Consumer	Photo/Video Library	\$12,000.00	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$8,300.00	\$0.00
Consumer	Printed Material	\$65,927.00	\$0.00
Consumer	Travel/Trade Shows	\$100.00	\$0.00
Consumer	Joint Ventures	\$2,500.00	\$0.00
Consumer	Billboards/Out-of-Home	\$100.00	\$0.00
Consumer	Photo/Video Library	\$13,000.00	\$0.00
Consumer	Social Media	\$5,400.00	\$0.00
		\$232,270.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$48,119.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$0.00	\$0.00
Marketing Support	Marketing Plan Development	\$1,000.00	\$0.00
Marketing Support	Administration	\$73,000.00	\$0.00
Marketing Support	Cooperative Marketing	\$10,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$4,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,200.00	\$0.00
Marketing Support	Superhost	\$1.00	\$0.00
Marketing Support	outreach	\$1,500.00	\$0.00
		\$138,820.00	\$0.00
Publicity	Press Promotions/Media Outreach	\$17,500.00	\$0.00
		\$17,500.00	\$0.00
		\$388,590.00	\$0.00

Miscellaneous Attachments**Reg/CVB Required Documents**

File Name	Description	File Size
Required documents FY16 (3)signed.doc (57 KB)	Signed Documents	57 KB

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