


[Menu](#) | [Help](#) | [Log Out](#)
[Back](#) | [Print](#) | [Add](#) | [Delete](#) | [Edit](#) | [Save](#)
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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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](#)
27194 - FY16 Region/CVB Marketing Plan - Final Application

29095 - FY'16 Kalispell CVB Marketing Plan
DOC Office of Tourism

Status:	Under Review	Original Submitted Date:	05/07/2015 9:46 AM
		Last Submitted Date:	05/13/2015 4:30 PM

Applicant Information**Primary Contact:**

Name:*	Ms.	Diane		Medler
	Salutation	First Name	Middle Name	Last Name

Title:**Email:*** diane@discoverkalispell.com**Alternate Email** dianem@kalispellchamber.com**Address:*** 15 Depot Park

*	Kalispell	Montana	59901
	City	State/Province	Postal Code/Zip

Phone:*	406-758-2800	
	Phone	Ext.
	###-###-####	

Alternate Phone 406-758-2808**Fax:** 406-758-2805**Comments:****Organization Information****Name:*** Kalispell Area Chamber of Commerce**Organization Type:** Non-Profit Organization**Organization Website:** www.discoverkalispell.com**Address:*** 15 Depot Park

*	Kalispell	Montana	59901
	City	State/Province	Postal Code/Zip

Phone:* 406-758-2800**Ext.****Alternate Phone****Fax:**

[Email address](#)[Alternate Email](#)[Comments:](#)**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?

Describe your destination. How does your destination align with Montana's brand pillars?

You know that point in the center of a compass? 360 degrees radiate outward from this hub, forming a perfect 'compass rose'. That center point could also be called "Kalispell".

If Northwest Montana were a sovereign territory, Kalispell would be its capital. Not just the population capital, although with 20,000-plus residents it is the largest community in the area; and not just the geographical capital, even though it pretty much center-punches the region. Kalispell is the nexus of Montana's northwest because, like the center of a compass, nothing in this spectacular natural playground is farther than a short, straight line away.

North: alpine excitement

East: Crown of the Continent - Glacier National Park

South: a jewel of a lake – Flathead Lake

West: quiet discoveries within national forest lands, mountain lakes, biking trails

As you might expect, tracing these radial lines back to their center leads to a bustling hub of activities. Kalispell is a vibrant and engaged community, and visitors need not look far for evidence of its charms. Woodland Park, the oldest and largest of the city's 30 parks, features shaded walking trails, a playground, a skateboarding park and a full water park complete with slides. Every week, Kalispell's streets shut down for ThursdayFest!, an outdoor block party that runs from the end of June through the end of August, where locals and visitors enjoy food vendors, music, a craft fair and beer garden. As the seasons change so do the vacation-making events. Equestrians will circle the last week of July on their calendars as Kalispell plays host to the world-famous Event at Rebecca Farms, extravaganza of English-style horse riding highlighted by a heart-pounding cross-country competition. In the early fall dragons (dragon boats that is) are spotted on Flathead Lake as 70 teams ply the waters at the Montana Dragon Boat Festival. Spring is kicked into gear when thousands of runners endure rugged terrain and obstacles at the Montana Spartan Race. The beauty and magic of winter is celebrated on a natural lake with 60 plus team from across North America at the Montana Pond Hockey Classic.

Of course, these are only four directions, and the center from which they spring. Every point on this compass leads to some kind of Montana adventure, every one of them unforgettable. All you need to do is get to its center — Kalispell — and chart your own course from there.

FY2016 Opportunities

The National Park Centennial during 2016 provides a great opportunity for the KCVB to capitalize on our close location to Glacier National Park. We will leverage the NPS focus on engaging youth and GNP's focus on the Peace Park with Waterton/Canada.

Heritage tourism is experiencing the places and artifacts that authentically represent the areas' past and present. Kalispell is the location to learn about the history of northwest Montana and Glacier National Park. Our historic downtown Main Street and east side homes are popular with visitors. During FY'16 the KCVB will identify opportunities to showcase our heritage and enhance learning opportunities through social media, guided tours and public relations.

The farm to table trend is not new but it's a movement that's gaining speed as it relates to travel planning. Some travelers choose a destination based on availability of culinary activities while others seek out those activities once a destination is decided upon. Flathead Valley has multiple opportunities to promote, such as restaurants that serve locally raised Yak and Bison, locally grown hops used by our local brewers, and Flathead Lake cherries incorporated in whiskeys and other spirits.

Challenges

Seasonality: The Flathead Valley is a seasonal destination. Although the area's tourism industry is making strides in smoothing out the hotel occupancy levels between the height of summer and quiet of November and April, seasonality continues to be a challenge. Seasonality of workers and businesses add to that challenge as well as unstable weather trends precipitated by climate change during shoulder months.

Canadian Economy: Alberta has been the number one residency for visitations into northwest Montana over the past several years. Canadian travelers are a key component of our drive market visitations during shoulder and winter seasons. With the current state of the Canadian economy and fluctuation of the dollar, Flathead County is already seeing a decrease in visitations from our neighboring provinces. How long it will last and the overall impact it will have is yet to be determined.

Lack of infrastructure and cost of transportation: Costs and availability of air travel continue to be a barrier for Kalispell to effectively increase visitations from some geographic and psychographic markets. There is a local effort in place to capture more direct flights (Glacier AERO). New markets actualized to date include seasonal flights to Chicago, Portland, Los Angeles, San Francisco Bay Area. Amtrak passenger rail transportation has been negatively affected due to increasing oil freight on the line causing significant delays and cancellations. The Flathead Valley has minimal local transportation options and no options to go from Kalispell to Glacier Park.

Public Assembly venues: Kalispell CVB will continue to work with community leaders and public officials to find opportunities to improve our public assembly venues which are limited due to size and condition.

Glacier National Park: KCVB will continue to increase awareness of year-round activities in Glacier Park to decrease the impact on the local economy due to the opening and closing of the Going To The Sun Road. As the major road reconstruction winds down, the Kalispell CVB will work with Xanterra, the National Park Service and other community leaders to push for an extended season at the park.

Optional: [Include attachments here](#)

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

How will your marketing plan address the three-phase travel decision process of Inspiration, Orientation and Facilitation?

The **Inspiration phase** is one in which the traveler is made aware of the general product and develops a desire to visit the destination. Kalispell's marketing plan and initiatives leverage the Montana brand awareness achieved by MTOT then connects with our target markets to provide inspiration about our destination through compelling imagery, engaging text and strong incentives to travel. Potential visitors connect with Kalispell's iconic natural resources (Glacier National Park and Flathead Lake) while gaining a sense of the welcoming small town and lifestyle. It's important to connect with those that already love you and talk about you, which includes the locals, as they can be your best spokespersons. That's where social media plays an important role. The media primarily used during this stage is DiscoverKalispell.com, print and online advertising, video, social media, emarketing, collateral, travel shows, signature events and publicity.

In the **Orientation phase** travelers begin to figure out the details of the trip. This phase focuses on the route the traveler will take, stops to make along the way, and what activities and attractions best fit their lifestyle and travel group. Media used to help orient the visitors to the offerings of our destination include DiscoverKalispell.com, Trip Advisor, social media, online advertising that points to associated landing pages, collateral, PR, and emarketing targeted to specific interests and other demographic factors. At this stage we offer suggested day trips and tours, consumer reviews, niche brochures such as Brews, Wines and Spirits, story pitches and lodging packages.

In the **Facilitation phase** travelers drill down and select specific activities and make reservations for transportation, lodging and activities. This would include looking at day trips and tours outside of the primary trip purpose (i.e. Glacier Park vacation: what are other activities for days outside of the park). The resources Kalispell provides to the visitor at this phase of the planning cycle is DiscoverKalispell.com – including superior mobile compatibility, visitor information center, wayfinding signage, maps, lodging packages, Trip Advisor for dining and activity suggestions.

Optional: Include attachments here.

3. Who is your market?

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

Primary Market

Geographic: Drive markets: Alberta and Southeastern British Columbia, Washington, Oregon, Montana

Direct Flight Markets: Seattle, Portland, Minneapolis, Chicago, Denver, Los Angeles area, San Francisco area

Demographics: 35-64 years old; couples and younger families; business travelers

Trip Type: Shoulder and winter seasons - business, groups, leisure short getaway/extended weekend

Summer - base camp and/or pre-post stay for Glacier National Park week-long summer/early fall vacations.

The first time visitor is primarily here for Glacier National Park, and specifically to experience the Going To The Sun Road. Travelers will choose Kalispell as the base camp for their trip because we offer a central location to a number of activities and provide affordable vacation options, particularly for families. The repeat visitor is less dependent on availability of all areas of Glacier Park and branches out to the other attractions such as Jewel Basin, Lone Pine State Park, and partakes in local culture such as the historic walking tour of downtown Kalispell. Kalispell also supports a strong business and group repeat market.

The Canadian market predominantly visits for shopping, particularly around Canadian holiday weekends. They also participate in sports such as skiing and golf as the prices are lower than similar venues in Canada and are regular participants in our signature events.

Kalispell supports and leverages the brand awareness that the Montana Office of Tourism has achieved in the key markets of Seattle, Chicago and Minneapolis through participation in co-op campaigns and social media campaigns. The KCVB directs consumer marketing funds to the Provinces of Alberta and southeastern British Columbia and Kalispell's drive, direct flight and Amtrak markets.

b. What are your emerging markets?

Emerging Markets

Geographic: Markets identified through our signature event participants; new direct flight markets

Demographic: 30-45 years old; business travelers, couples, girls weekends, man-cations, multi-generational groups

Trip Type: Extended weekend, 5-7 days centered around events and meetings (shoulder and winter)

Business Travelers: The line between business and leisure is blurred. These travelers want the productivity and opportunity expected with a business trip but also seek new experiences and enjoyment. KCVB has an opportunity to engage with business and meeting/convention travelers on the ground stimulating them to talk about their experience in Kalispell on social media.

Multi-Generational Travel: According to a summer 2014 AAA poll, 36% of American families planned to take a multi-generational trip by mid-2015, up 4% from the year before. Baby boomers have money and a love for meaningful experiences and they are more able-bodied than their predecessors. "In the last couple of years we've seen almost 90% of multigenerational trips have an emphasis on, 'I'm going to be the global guide for my grandchild.'" Melissa Biggs Bradley, Indagare.

Volunteerism: Not a new trend but one that is supported by our target market, geotravelers. Why just go on a vacation when you can create a deeper connection to the world and give back – and learn something in the process. Northwest Montana has ample opportunities to engage both leisure and group travel in volunteerism. DMO Outlook calls it Conscious Travel, those interested in environmental sustainability and cultural rejuvenation.

c. What research supports your target marketing?

Research that supports marketing initiatives

According to ITRR Nonresident Traveler Expenditure report for Flathead County visitors spend an average of \$518 million annually. The largest expenditure sector is retail sales followed by restaurant/bar, gasoline, grocery/snacks, hotel/motel.

Institute for Tourism and Recreation Research non-resident survey on travelers spending at least one night in Flathead County during Q1-Q4 2014:

28% of groups have all first time visitors

55% of groups with all repeat visitors

21% flew on a portion of their trip

71% used auto/truck as travel mode to enter MT

43% stayed in hotel/motel

Average group size: 2.24

Average age: 56

Top 5 residency of origin: WA, Alberta, OR, CA, ID, MN, British Columbia

64% gave Vacation/recreation/pleasure as primary reason for visiting the area

Top activities include: scenic driving (77%), day hiking (54%), nature photography (50%), recreational shopping (42%), wildlife watching (40%) and visiting other historical sites (29%).

Business Travel: U.S. business travel is projected to top \$310 billion this year, a record 6.2% increase on top of a record-breaking 2014. A record number of business travelers are taking a record number of trips and spending record amounts on sales calls, training meetings and corporate events, said Joe Bates, vice president of research at the Global Business Travel Association Foundation. (Travel Market Report) Business travelers are spending more time engaging with a travel destination, using business travel as an excuse to explore something new and expand their horizons. Six out of ten respondents are more likely to mix business and pleasure on trips than they were five years ago. They want to positively impact not only their careers but also their lives. (Skift)

Impact of Mobile and Social Media: Travel in 2015 will be planned and executed online and on mobile devices. How to join the existing conversation in a manageable way? A brand that connects to travelers' ideals of themselves and the world will be more successful in building long-term meaningful relationships with customers. (Skift)

As a DMO we need to focus on building quality engagement versus working to build numbers of followers (reach). Two methods to achieve that are by using quality lifestyle posts that accurately portray our destination and identify and build influencer relationships – who is talking about us and using the voice we want.

Although content is king, visuals reign (Skift). Our destination and all of the surrounding beautiful scenery lends itself well for Instagram, Facebook and video on our You Tube channel.

The following trends for social media give direction on where to focus efforts during FY'16:

- Twitter and Facebook will be used as a real time concierge in answering visitors' queries, or promoting specific events and attractions.
- 3 out of every 4 people post photos to social networking sites from a trip.
- 92% of consumers say they trust word of mouth and recommendations from friends and family above all other forms of advertising.
- 52% of Facebook users said their friends' photos inspired their holiday choice and travel plans.

(Social Media Today, Skift and Four Pillars)

Meetings-Groups: 67% of professional meeting planners are searching online before they contact a destination (Tom Martin). Next generation attendees crave collaboration and experiences to deliver more meaning and context. They are looking for productivity, opportunity and new experiences. Meeting planners are interested in unique venues and experiences to increase the appeal and productivity of their events. As travel costs and headaches related to travel continue to rise, more planners will be looking closer to home. Also the growing concerns for sustainability will increase the importance of going local in both location of meetings and food options.

According to DMO Outlooks, Associations are diminishing in size due to generational shifts but the total number of Associations is increasing. This leads to more meetings with fewer attendees which is a good fit for Kalispell. Meeting planning companies such as CVent are seeing a 33% increase from non-professional planners (Executive Assistants, Brides planning their own weddings etc.) versus professional planners (Conference Direct, Helms Briscoe). 2013-2014 RFP's submitted = 35.5 % (non-professional) 62% (professional). 2014-2015 RFP's submitted = 50% (non-professional) 50% (professional). (CVent)

DMO's interested in growing the M&C market need to expand their reach to non-professional meeting planners and be creative to grow business. To take full advantage of the meeting audience, DMO's should use technology to extend the lifecycle of the meeting by soliciting engagement through social channels and apps before and after the meeting.

Economy Services: Companies like Airbnb, HomeAway, VRBO, Luxury Retreats and other upcoming startups are driving the market. The industry defines this segment as Shared Economy, assets that are either rented or bartered (e.g., Airbnb and Uber) outside of traditional commercial arrangements. Traditional lodging properties (hotels and motels) need to use technology to speak to the economy and experiential traveler. KCVB needs to find ways to acknowledge that trend while continuing to highlight the affordable variety of lodging found in Kalispell.

Optional: Include attachment here.

4. Overall Goals

Goals

1. Connect with potential and repeat visitors as demonstrated through increased usage of our key platforms (website, social media, and newsletter subscriptions).
2. Grow winter season visitations
3. Work cooperatively with other local organizations to promote local events calendar
4. Increase earned media placement for Kalispell in travel media
5. Expand and improve resources at the Visitor Information Center
6. Provide sponsorships to identified events and sports tournaments that have long term growth potential during shoulder and winter seasons.
7. Connect with active meeting planners in drive market
8. Play an active role as a voice for tourism in the state and the community through positive publicity and outreach.

Objectives

Consumer Travel

- a. Increase total unique visitors to website by 8% over FY'15
- b. Increase unique visits to website from mobile devices by 10%
- c. Increase occupancy at TBID hotels between November and February by 2%
- d. Generate 6 media stories in target markets through public relations efforts
- e. Expand VIC hours to 7 days a week between June 1 and Sept 1
- f. Identify method to coordinate event calendars with members and relevant local organizations

Events and Sports Tournaments

- a. Successfully produce established signature events: on budget and increased economic impact to community.
- b. Establish sponsorship for two other events or sports tournaments that have long term growth potential during off-season.

Meetings & Conventions

- a. Establish Customer Relationship Management program and Lead Generation Service to improve communication with identified meeting planners in drive market.
- b. Create marketing program for local and out of market use to promote Kalispell as meetings/convention destination.
- c. Create a comprehensive database and recruitment program of all active regional planners.
- d. Update and enhance promotional materials including photos

Optional: Include attachments here.

5. Joint Venture Opportunities

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

In what types of co-ops with MTOT would you like to participate?

KCVB will consider participating in online co-ops for winter and would consider regional print publications such as Northwest Travel.

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

In what other types of co-ops would you like to participate?

KCVB will continue to look for opportunities to work with region/CVB partners to best leverage our promotional funds and maximize our exposure.

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

What types of co-ops have you done in the past?

The KCVB has participated WCVB, Glacier Country and Destination Missoula in media events, group and meeting planner events, travel shows and press trips. We have participated with MTOT for press trips and sharing of video footage. We feel that co-ops are successful and a good way to boost our region and state.

Optional: Include attachments here.

Include pie chart here.

[FY16 KCVB Funding Allocations.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	Social Media	Yes	Update and manage social media sites that foster consumer engagement and enhance cross-platform consistency. Regular posts include strong imagery, relevant content to reach our followers and new target markets through Facebook, Twitter, Instagram, and YouTube. Also includes Trip Advisor Kalispell page subscription and advertising and Facebook and You Tube advertising.	2014 ITRR Quarterly Non-Resident Survey for Flathead County shows 12% surveyed reference consumer reviews during trip planning. 3 out of 4 people post photos to social networking sites from a trip. 52% of Facebook users said their friends' photos inspired their holiday choice and travel plans (social media today).	Majority of adults and travelers use a social networking site to connect with their sphere and share images and information about travel experiences. The importance of consumer reviews continues to grow.	Increased level of engagement and followers on our channels.		\$8,000.00	Yes	
Consumer	Online/Digital Advertising	Yes	Creative service and media buy for banner ads and video ads on targeted websites, social channels and through MTOT co-ops. Campaigns serve to, 1) promote winter travel, 2) promote warm season travel for spring and early fall and 3) solicit engagement with social channels, enews subscriptions and website visits.	Digital advertising has measurable ROI, enhances the effectiveness of non-digital marketing, is effective across the entire traveler journey, drives WOM, drives engagement and is essential to reach today's travelers. (marketingland.com)	It is an economical way to reach large numbers of consumers interested in travel to a recreation destination and who have previously engaged with Montana. Internet marketing can easily connect viewers to your website and the results are trackable.	Number of impressions, engagement, clicks and click-through-rate		\$14,000.00	Yes	
Consumer	Print Advertising	Yes	KCVB will select publications that have proven record of reaching our target market. Examples include Go Ranger Glacier National Park Guide, Northwest Travel Magazine. Project includes creative services and media buy.	Print ads serve to solidify a brand identity and reach niche audiences that may be more difficult to reach online. INMA ROI study (Feb. 2014) shows a targeted approach with magazine advertising provided strong ROI through the ability to choose editorial subjects to deliver highly targeted content. Also serves to reinforce and compliment digital advertising.	Lifestyle magazines that speak to a specific geographic or psychographic market are effective in building brand awareness.	The method supports the overall brand awareness strategy to a target market.		\$10,000.00	Yes	
Consumer	Travel/Trade Shows	Yes	Kalispell will attend at least two consumer travel shows during FY'16: Calgary Women's Show and	Travel shows allow us to connect directly with an existing visitor base to	It is an economical way to connect	Number of brochures distributed, opt-in		\$1,500.00	Yes	

			Calgary Outdoor, Travel and Adventure Show.	achieve higher yields and grow off-peak visitations.	directly with consumers interested in travel. During the current downturn of the Canadian economy and variance in exchange rate it is important to maintain strong relationship with the Calgary market. One-on-one conversations at shows allow us to create a strong inspiration to connect with our destination and move into the orientation phase of trip planning.	subscribers collected.				
Consumer	Photo/Video Library	Yes	Develop new photography/videography that supports our PR, social media and advertising methods.	Images can complement and enhance your content, catch interest of new viewers and improve SEO. When presented with images or text, readers' eyes are naturally drawn to images. Blogs with images receive 94% more views than blogs without. (Forbes)	Image plays an important role for destination marketers to differentiate their destination in this highly competitive market. Ensure quality and diverse imagery that supports the brand and the campaigns. Photos and videos are the primary tool used to connect with potential visitors during all phases of trip planning.	Imagery is primarily a branding tool. We will measure the effectiveness of images and video through social media and PR engagement levels.		\$3,676.00	Yes	
Consumer	Printed Material	Yes	This method includes the production of the annual Kalispell locator map and niche brochures (ex. Breweries, Wineries, Distilleries Map, birding brochure, hiking/biking trails).	Niche brochures, along with the annual visitor guide give travelers ideas and connects with specific interests to incentivize the decision to travel.	Niche brochures such as the Brewery/Winery /Distillery brochure play a similar role as the annual visitor guide and reinforce suggested itineraries that are available on the website. During their trip travelers pick up these brochures at the VIC and other outlets. They serve to enhance their visit by providing activity recommendations.	It is used in conjunction with our website for brand awareness. We will measure the requests of the guide through website and VIC .		\$2,000.00	Yes	
Events	Press Promotions/Media Outreach	Yes	Operation and promotion of Kalispell CVB signature events: Montana Dragon Boat Festival, Montana Spartan Race, Montana Pond Hockey Classic, and Montana High School Rodeo Finals. Funds are also directed at sporting tournaments such as Western B Basketball finals and sponsorships of local events which are awarded through an RFP process. TBID funds are used for event operations and promotion, Bed Tax	2014 Dragon Boat Festival had 1900 participants with 47% from out of market; Spartan Race generated 5,500 racers with 80% OOM, Pond Hockey had 63 teams, 90% OOM. Media is engaged because of the uniqueness and newness of the events and is interested in running stories	The signature events serve to generate visitations during the fall, winter and spring. The events enable the KCVB to reach a broad geographical and targeted psychographic audience that we could not afford to reach through typical consumer marketing.	Number of hotel rooms generated for the Kalispell hotels, the overall economic impact created, satisfaction surveys and producing the event within budget.		\$3,000.00	No	

			funds are used for promotion of events only. Promotion includes event promotional collateral, PR, advertising, enews, radio/tv and social media.	about their home town team traveling to Montana to participate in the event.					
Events	Print Advertising	Yes	Operation and promotion of Kalispell CVB signature events: Montana Dragon Boat Festival, Montana Spartan Race, Montana Pond Hockey Classic, and Montana High School Rodeo Finals. Funds are also directed at sporting tournaments such as Western B Basketball finals and sponsorships of local events which are awarded through an RFP process. TBID funds are used for event operations and promotion, Bed Tax funds are used for promotion of events only. Promotion includes event promotional collateral, PR, advertising, enews, radio/tv and social media. Publications TBD based on event and the target market.	2014 Dragon Boat Festival had 1900 participants with 47% from out of market; Spartan Race generated 5,500 racers with 80% OOM, Pond Hockey had 63 teams, 90% OOM. Media is engaged because of the uniqueness and newness of the events and is interested in running stories about their home town team traveling to Montana to participate in the event.	The signature events serve to generate visitations during the fall, winter and spring. The events enable the KCVB to reach a broad geographical and targeted psychographic audience that we could not afford to reach through typical consumer marketing.	Number of hotel rooms generated for the Kalispell hotels, the overall economic impact created, satisfaction surveys and producing the event within budget.		\$3,000.00	No
Events	Radio & Television Advertising	Yes	Operation and promotion of Kalispell CVB signature events: Montana Dragon Boat Festival, Montana Spartan Race, Montana Pond Hockey Classic, and Montana High School Rodeo Finals. Funds are also directed at sporting tournaments such as Western B Basketball finals and sponsorships of local events which are awarded through an RFP process. TBID funds are used for event operations and promotion, Bed Tax funds are used for promotion of events only. Promotion includes event promotional collateral, PR, advertising, enews, radio/tv and social media.	2014 Dragon Boat Festival had 1900 participants with 47% from out of market; Spartan Race generated 5,500 racers with 80% OOM, Pond Hockey had 63 teams, 90% OOM. Media is engaged because of the uniqueness and newness of the events and is interested in running stories about their home town team traveling to Montana to participate in the event.	The signature events serve to generate visitations during the fall, winter and spring. The events enable the KCVB to reach a broad geographical and targeted psychographic audience that we could not afford to reach through typical consumer marketing.	Number of hotel rooms generated for the Kalispell hotels, the overall economic impact created, satisfaction surveys and producing the event within budget.		\$3,000.00	No
Events	Social Media		Operation and promotion of Kalispell CVB signature events: Montana Dragon Boat Festival, Montana Spartan Race, Montana Pond Hockey Classic, and Montana High School Rodeo Finals. Funds are also directed at sporting tournaments such as Western B Basketball finals and sponsorships of local events which are awarded through an RFP process. TBID funds are used for event operations and promotion, Bed Tax funds are used for promotion of events only. Promotion includes event promotional collateral, PR, advertising, enews, radio/tv and social media.	2014 Dragon Boat Festival had 1900 participants with 47% from out of market; Spartan Race generated 5,500 racers with 80% OOM, Pond Hockey had 63 teams, 90% OOM. Media is engaged because of the uniqueness and newness of the events and is interested in running stories about their home town team traveling to Montana to participate in the event.	The signature events serve to generate visitations during the fall, winter and spring. The events enable the KCVB to reach a broad geographical and targeted psychographic audience that we could not afford to reach through typical consumer marketing.	Number of hotel rooms generated for the Kalispell hotels, the overall economic impact created, satisfaction surveys and producing the event within budget.		\$3,000.00	No

Events	Electronic Adv - Newsletter, E-blast	Yes	Operation and promotion of Kalispell CVB signature events: Montana Dragon Boat Festival, Montana Spartan Race, Montana Pond Hockey Classic, and Montana High School Rodeo Finals. Funds are also directed at sporting tournaments such as Western B Basketball finals and sponsorships of local events which are awarded through an RFP process. TBID funds are used for event operations and promotion, Bed Tax funds are used for promotion of events only. Promotion includes event promotional collateral, PR, advertising, enews, radio/tv and social media.	2014 Dragon Boat Festival had 1900 participants with 47% from out of market; Spartan Race generated 5,500 racers with 80% OOM, Pond Hockey had 63 teams, 90% OOM. Media is engaged because of the uniqueness and newness of the events and is interested in running stories about their home town team traveling to Montana to participate in the event.	The signature events serve to generate visitations during the fall, winter and spring. The events enable the KCVB to reach a broad geographical and targeted psychographic audience that we could not afford to reach through typical consumer marketing.	Number of hotel rooms generated for the Kalispell hotels, the overall economic impact created, satisfaction surveys and producing the event within budget.	\$3,000.00	No	
Group Marketing	Online/Digital Advertising	Yes	CVent is a meeting planner supplier network used by leading planners across the U.S. Destination profile on the widely used supplier network, direct quote (RFP) button and banner ads. This promotion works in conjunction with the other methods in our group marketing segment to position Kalispell in the meeting planner network. Maximize all of resources and opportunities of our subscription to Cvent. Continue to build our database, allow easy distribution of leads and use their reporting mechanisms. Obtain research from industry leading sources to assist in segmenting and building of our databases.	Since merging with Elite Meetings Cvent has seen a 33% increase from non-professional planners in our region. 67% of professional meeting planners search online before they contact a destination and look for one-step professional RFP submission platforms.	CVent offers a button on our website for planners to enter RFP information directly. Cvent was willing to change the Metro Area to Missoula/Glacier Park Region, in the past planners would have to find our destination under Missoula. Glacier Country subsidizes the subscription cost.	Success will be measured by the growth and quality of RFP's over last year.	\$5,000.00	Yes	
Group Marketing	Group Marketing Personnel	Yes	KCVB utilizes part-time services of the KCVB sales manager to administer bed tax funded group marketing projects which include but not limited to: development and maintenance of Cvent subscription, responding and managing group and event RFP's and facilitating event press promotions and media outreach and printed material.	Group and meeting & convention marketing serves to create visitations during targeted months. Connecting with the target audience requires dedicated personnel to effectively communicate and create innovative solutions.	Group and meeting & convention marketing is a key goal and strategy for the KCVB.	Growth in the database of active meeting planners in drive market and acquisition of RFP's and other group events.	\$10,000.00	No	
Marketing Support	Fulfillment/Telemarketing	Yes	Phone, postage and supplies to fulfill visitor information requests through the Kalispell VIC. Fulfillment piece is the Kalispell Visitor and Guide and other niche brochures as requested	In 2014 1,791 fulfillment packets were sent, an 11% increase over 2013. The VIC saw a 12% increase in overall inquiries. 2014 ITRR Quarterly Non-Resident survey for Flathead County shows that 7% surveyed use a guide book for trip planning and 37% use VIC staff during a trip.	A visitor information center is the first point of contact for many consumers. It is important to have the process and staffing in place to answer questions and send the proper information to keep the potential traveler engaged with our destination.	Increased total number of inquiries to VIC and fulfillment packets requested. Expand VIC hours between June 20 and September 13 to 7 days a week.	\$2,450.00	No	
Marketing Support	Administration	No	Admin funds include required expenses for operation of the KCVB such as rent, supplies, postage, bookkeeping, equipment, tech support, janitorial and miscellaneous.		Operational and staffing costs are essential to operate a business.	Maintain operational costs within established budget.	\$22,700.00	No	

Marketing Support	TAC/Governor's Conference meetings	Yes	The KCVB Director will attend TAC meetings and the annual Governor's Conference.	Funding and marketing plan are approved by TAC, attendance at TAC meetings is required.	Attendance at TAC meetings is a requirement as part of the use of the bed tax funds. Governor's Conference provides insights and education for destination marketers.	Completion of travel within budget.		\$1,000.00	No		
Marketing Support	Opportunity Marketing	Yes	KCVB plans to coop with Glacier Country to produce media events in target markets. Other opportunities as they become available during FY'16.	Previous fiscal years have shown that there are opportunities that come available during the year.	Opportunity funds are in place to allow the KCVB to participate in co-op or other marketing and/or publicity opportunities that become available during the year.	That will be determined based on the individual projects.		\$5,000.00	No		
Marketing Support	VIC Funding/Staffing /Signage	Yes	KCVB supports a full time year-round travel counselor and additional seasonal coverage at the VIC. VIC staff maintains superior information resources, responds to inquiries submitted by phone, email, and walk-ins, compiles and inputs VIC data, completes fulfillment requests, solicits and trains volunteers and analyzes visitor satisfaction levels.	In 2014 the VIC had over 10,000 total inquires, a 12% increase over 2013.	The VIC staff is often the face of Kalispell and the Kalispell Chamber/CVB to a first time visitor. It is imperative that adequate staffing be maintained to provide superior services and keep visitors engaged with our destination.	Increased total number of inquiries to VIC and fulfillment packets requested. Expand VIC hours between June 20 and September 13 to 7 days a week.		\$30,000.00	No		
								\$130,326.00			

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Social Media	\$8,000.00	\$8,000.00
Consumer	Online/Digital Advertising	\$14,000.00	\$28,000.00
Consumer	Print Advertising	\$10,000.00	\$17,000.00
Consumer	Travel/Trade Shows	\$1,500.00	\$2,500.00
Consumer	Photo/Video Library	\$3,676.00	\$5,000.00
Consumer	Printed Material	\$2,000.00	\$0.00
		\$39,176.00	\$60,500.00
Events	Press Promotions/Media Outreach	\$3,000.00	\$0.00
Events	Electronic Adv - Newsletter, E-blast	\$3,000.00	\$0.00
Events	Print Advertising	\$3,000.00	\$0.00
Events	Radio & Television Advertising	\$3,000.00	\$0.00
Events	Social Media	\$3,000.00	\$0.00
		\$15,000.00	\$0.00
Group Marketing	Online/Digital Advertising	\$5,000.00	\$0.00
Group Marketing	Group Marketing Personnel	\$10,000.00	\$0.00
		\$15,000.00	\$0.00
Marketing Support	Administration	\$22,700.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$2,450.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$30,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$5,000.00	\$0.00
		\$61,150.00	\$0.00
		\$130,326.00	\$60,500.00

Miscellaneous Attachments

File Name	Description	File Size
KCVB FY'16 Marketing Plan_Bed Tax Final.pdf (1.1 MB)	KCVB FY16 Marketing Plan	1.1 MB

Reg/CVB Required Documents

File Name	Description	File Size
KCVB FY16 Marketing Plan - Application for Lodging Tax Revenue.pdf (251 KB)	Application for Lodging Tax FY16	251 KB
KCVB FY16 Marketing Plan - Certificate of Compliance.pdf (595 KB)	Certificate of Compliance FY16	595 KB
KCVB FY16 Marketing Plan - Pledge of Understanding & Compliance.pdf (256 KB)	Pledge of Understanding	256 KB

[Return to Top](#)



[Contact Us](#)

Dulles Technology Partners Inc.
© 2001-2012 *Dulles Technology Partners Inc.*
WebGrants 3.1 - All Rights Reserved.