



Application

55917 - FY18 Region/CVB Marketing Plan - Final Application

56123 - FY18 Great Falls Montana Tourism Marketing Plan
DOC Office of Tourism

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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?

Founded in 1883, the City of Great Falls has a population of nearly 60,000 residents and is the county seat of Cascade County. Great Falls is named for a series of five waterfalls on the Missouri River that was made famous by Lewis and Clark's portage of the falls – the longest the duo spent in any one location. The promise of hydroelectric power and rail access was instrumental in the founding of Great Falls. The first hydroelectric dam was built in 1890, attracting industry and visitors to the "electric city."

Downtown Great Falls and the new West Bank Landing development offer residents and visitors an array of shopping and dining options. There are many new restaurants, breweries, and coffee shops – some offering live music – along with established eateries, bars, and shops. The city has over a dozen art

galleries and three art museums, including the renowned C.M. Russell museum complex. This robust arts scene boasts the annual Western Art Week, an event that includes over 30 independent shows, live art events, and auctions at venues across downtown Great Falls.

Great Falls visitors can enjoy nearly every outdoor activity available in Montana: hiking, road and mountain biking, hunting, fishing, swimming, kayaking, canoeing, cross-country skiing, snowshoeing, and many opportunities for viewing local wildlife. The city offers an extensive hiking and biking trail system along the river, three golf courses, a disc golf course, a skate park, a water park, a 15-field soccer park, a minor-league baseball stadium, and a system of city parks. Nearby is Giant Springs State Park, the First Peoples Buffalo Jump, two ski resorts, and the Bob Marshall Wilderness. The most well-known natural attraction in the region is Glacier National Park. Great Falls also offers one of the more convenient starting points for travel to Canada's Waterton Lakes National Park.

Strengths

- History and museums – Great Falls' deep connection to Lewis and Clark's historic expedition and its hydroelectric heritage have spawned several museums and historic sites. This may draw a select group, but enriches the visitation experience for other tourists and meeting attendees.
- Art and galleries – The C.M. Russell museum has anchored the arts in Great Falls since the artist's death in 1930. Russell became the world renowned "Cowboy Artist" working and living in the city. Great Falls also has two more art museums and over a dozen art galleries.
- Outdoor activities, parks, and trails – Great Falls has a large network of hiking and biking trails, a significant collection of city parks, a water park, skate park, ball fields, and Giant Springs State Park. The River's Edge Trail offers 57 miles of multipurpose trails including great views of the city's largest waterfall, Rainbow Falls.
- Basecamp for outdoor excursions – Bob Marshall Wilderness Area and the Helena-Lewis and Clark National Forest are nearby, as is the First Peoples Buffalo Jump. The Eastern entrance to Glacier National Park is a two-and-a-half-hour drive. Great Falls offers the most convenient airport access for Canada's Waterton Lakes National Park. The Missouri River offers visitors fly fishing day trips and overnight stays in fishing cabins.
- Central location within the region for long-distance travelers – Situated on Interstate 15, Great Falls is roughly halfway between Salt Lake City, Utah, and Edmonton, Alberta (via Highway 2 in Alberta, Canada). Travelers by car travel up and down the I-15 corridor.
- Business community and long-term business travelers – Local businesses and Malmstrom Air Force Base bring a significant group of long-term contractors and business travelers to the city.
- Great Falls International Airport – This international airport is small and accessible. In 2016, the airport offered direct flights from Chicago, Denver, Las Vegas, Minneapolis, Phoenix, Salt Lake City, and Seattle.

Weaknesses

- Negative perception from Great Falls' past – Great Falls has had a reputation as a rusty industrial town made up of dive bars and casinos. While it is not surprising that other Montana communities have held on to this negative view, it is Great Falls natives that perpetuate this perception despite real change and growth in the community.
- The reality of the location – While the out-of-state perception of Montana is that the whole state is full of mountains, Great Falls is nearby, but not next to, some of Montana's mountain attractions and is a 2+ hour drive from the East entrance of Glacier National Park. This is a weakness when visitors' expectations and Great Falls' location are not aligned.
- Remote location – Many of Great Falls' strengths are like those of competing Montana cities. Potential visitors from population centers to the south must drive through these cities to get to Great Falls.
- Tourism marketing product in its infancy – Great Falls Montana Tourism is only a few years old and has not been able to establish a unified identity, marketing strategy, and other foundational elements to position the city as a tourism destination or to increase visitation.

Challenges

- Community skepticism about new direction and investments – Residents can undermine new positioning and investments for new visitors if they are not properly engaged. To a large extent, this is already true today.
- Weak Canadian dollar – Poor exchange rates for Canadian tourists suppress visitation and spending in Great Falls.
- Misaligned expectations for new visitors to the area – Great Falls Montana Tourism should avoid the temptation to position the city as the "gateway to Glacier" or anything that sets up a misaligned expectation about a mountain city. Great Falls' distant mountain views are only difficult to appreciate for people that expect close-up mountain access.

- Untargeted marketing benefits competitors – Montana as a whole should be avoided. Marketing that does not take into account the mode of transportation and geographic location risk attracting visitors to competing Montana cities. For the greatest impact, marketing should be targeted and emphasize Great Falls’ differentiators.

Opportunities

- Military presence – While military personnel have traditionally been siloed from life and culture in Great Falls, Malmstrom Air Force Base’s nearly 8,000 residents hail from all over the United States and, if properly engaged with the community’s assets, can become tourism ambassadors for Great Falls when returning home.
- Meeting planners – The impact of meeting planners should not be overlooked. The impact of effectively positioning the city for meeting planners that work with small groups should be considered.
- Montana road trips – Prominent publishers already write about capturing the Montana experience by car in articles like National Geographic’s “Montana Road Trip: Main Street Adventures” that feature Great Falls. Cooperative promotion opportunities should be evaluated, including collaborations with Helena, other Montana communities, the Central Montana region, and the Montana Office of Tourism.
- Long-distance drivers – Montana and other western mountain state/province residents are accustomed to driving long distances. Many potential visitors travel up and down the I-15 corridor, which runs right through Great Falls. Promotion of the city and events to these travelers could increase visitation and overnight stays.
- Bigger meeting facilities – To attract more group travel, the city should evaluate supporting and investing in the development of larger meeting facilities.
- Airport marketing – While direct flights to Great Falls are not a differentiator from other Montana cities, the presence of an international airport is a strong asset. The airport and its attractions should be promoted both in the airport itself and in the airports that have direct connections.

Brand

Great Falls Montana is fortunate to have all three of Montana’s Brand Pillars: Spectacular, unspoiled nature, vibrant community, breathtaking experience and relaxing hospitality.

An authentic Montana experience is highly valued by many residents inside the state and beyond. Over the past two decades as Montana cities have experienced significant growth, Great Falls has retained the true Montana character. Tourists can access this experience along with the modern amenities found in Great Falls today, and use the city as a jumping-off point for excursions into Central and Western Montana, and even the Southern Canadian Rockies.

Great Falls will be working from this position statement, within the Montana brand.

For independent, outdoor adventurers and planners of meetings looking for a true, authentic Montana experience, the City of Great Falls, located on the Missouri River in the heart of Montana provides a basecamp for a wide range of outdoor adventures and offers a haven of rich arts, culture, and history in a vibrant, modern community where an expansive, unspoiled, diverse landscape renews one’s spirit.

Optional: Include attachments here

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

Inspiration, Orientation, and Facilitation

The State of Montana has done a great job capturing the attention of the History Buff and Families by promoting Montana’s spectacular, unspoiled nature, it’s vibrant and charming small towns and breathtaking experience by day, and relaxing hospitality at night.

Inspire

Great Falls Montana Tourism will lead with creative that shows the juxtaposition of outdoor recreation in Great Falls' diverse landscapes in a haven of rich arts, culture, and history.

Orient

Once the prospective visitor has connected with Great Falls Montana, Great Falls Montana Tourism will assist them in planning how to get to their destination. The Visitor Guide and Great Falls Montana Tourism website will aid in this by showcasing the ease of accessing Great Falls' central location through:

- Direct Flight Routes into Great Falls International Airport
- Routes to and from Great Falls to Glacier and Yellowstone National Parks
- Drive routes into Great Falls from every direction

Facilitate

Now that the prospective visitor is connected to Great Falls emotionally and knows the best way for them to get here, we will begin highlighting all the opportunities for them to experience Great Falls Montana. Great Falls Montana Tourism will utilize many tools to share our family friendly small town atmosphere to include:

- Great Falls Montana App
- Social Channels
- Tourism Partners
- Website

Optional: Include attachments here.

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

Visitors spending a night in Great Falls predominately drive in, with 66% coming by Automobile and 18% coming by air. With direct flights into Great Falls from Seattle, Minneapolis, Salt Lake City, Denver, Phoenix, Chicago (seasonally), and Las Vegas.

The historic profile of the Great Falls visitor is between the ages of 35-74, with income of \$50,000-\$150,000, traveling as a couple. Additionally, we know where our visitors are coming from and what they are doing while they are here.

Top 5 Visitor Residency Locations

Year	Location	%	Location	%	Location	%	Location	%	Location	%
2016	Alberta	16	Washington	9	Colorado	6	Idaho	5	Utah	4
2015	Alberta	19	Washington	11	California	8	Idaho	6	Texas	5
2014	Alberta	17	Washington	14	Wyoming	6	Colorado	5	California	5
2013	Alberta	19	Washington	10	California	6	Wyoming	6	Texas	5
2012	Alberta	25	Washington	12	Idaho	6	Minnesota	5	Colorado	5

b. What are your emerging markets?

Great Falls, Montana is seeing emerging markets in Texas and Oregon geographically for the current demographics attracted to Great Falls. Additionally, we are focused on 25-35 year old markets and working on digital assets to educate them regarding the outdoor recreation amongst the diverse landscapes of Grea Falls all while nestled in a culture rich, vibrant community.

c. What research supports your target marketing?

In 2012, the Great Falls Branding Alliance engaged North Star Destination Strategies to develop a new brand platform for the city. The resulting Great Falls Montana brand focused on quintessential Montana and targeted “adventurers with conviction” using the tagline “Untame Your Spirit.” While the brand platform did not capitalize on the opportunity to unite residents and the business community around the new Great Falls brand, the research and many of the recommendations are strong and remain valuable today. Atlas referenced the community research and competitive analysis while developing this marketing strategy. Additionally, Great Falls Montana Tourism uses Institute of Tourism and Recreation Research to determine previous year’s visitors profile, engagement within the market and profile data to determine who arrived based on who was targeted to make adjustments.

Online Reputation Research

The research was conduction of Great Falls’ online reputation on trusted, crowd-sourced review websites. The research included independent traveler and meeting planner reviews of Great Falls’ tourism attractions, hotels, and conference venues on TripAdvisor, Yelp, Google Maps, and Facebook.

Great Falls does not have a large number of reviews, but the city does enjoy a positive online reputation with current visitors, meetings, and groups, as well as local residents. While Great Falls doesn’t have a national tourism brand, those that do visit enjoy their experience and have recommended the city and the region to others online. By and large, reviewers that left negative responses do not fit the profile of Great Falls’ target audience.

Unsurprisingly, national and state parks, wilderness areas, trails, and museums remain the biggest draw and highest rated attractions in Great Falls. Great Falls hotels with meeting and event amenities got high reviews, though some individual guests found customer service lacking as compared to group service. Two convention centers received strong reviews and accommodate conventions, trade shows, meetings, concerts, fundraisers, banquets, and wedding receptions. On top of purpose-built venues, Great Falls’ many museums offer guests a unique meeting setting, which is appreciated by online reviewers. *See Appendix for quotes from the online reputation research.*

Meeting Planner Research

A survey of professional meeting planners was conducted with professionals identified by Great Falls Montana Tourism and with national meeting planners identified by Atlas. Respondent data was collected through an online survey in January 2017. The survey evaluated meeting planner perceptions of Great Falls, their knowledge of the community’s assets, and where it ranks amongst competitors within the region. Respondents were also asked about their meeting planning needs, tools they use, and promising industry trends. *See Appendix for full results from the meeting planner survey.*

Perspective of the Industry

Meeting planners surveyed identified rising food and beverage costs as their biggest struggle. Good lodging accommodations, entertainment, attractions, shopping, and dining options ranked as the most appealing aspects of a community. A positive local perception of meetings and a destination marketing organization advocacy program were ranked the most appealing aspects of community support. Event subvention/incentive programs were the clear leader in emerging destination marketing organization practices and services. The survey identified that planners use a variety of sources for researching a potential

destination, from search engines and travel websites to trusted colleagues and their own previous experience. Digital advertising ranked just above site inspection tours as effective destination marketing engagement tactics.

Perception of Great Falls and Montana

Most respondents had not considered Great Falls for a meeting, but perceive it as a city surrounded by natural beauty. Planners identified the need to convey Great Falls' hospitality amenities, shopping, unique activities, restaurants, and meeting facilities, as well as airport access, central location within Montana, and affordability to people unfamiliar with the city. Top northern mountain state competitors identified include Sun Valley, Idaho; Jackson Hole, Wyoming; Kalispell, Montana; and Missoula, Montana. Meeting planners have little perception of any Montana cities as meeting destinations, but half said they would recommend Great Falls to a colleague. When asked what attributes fit Great Falls, they identified outdoor recreation, fly fishing, hiking, and Glacier National Park.

Great Falls Stakeholder and Visitor Surveys

Atlas surveyed Great Falls visitors and potential visitors, as well as stakeholders from within the community. The visitor survey was sent to over 400 visitors that have registered at the Great Falls Visitor Center, and potential visitors that met with Great Falls Montana Tourism staff at conventions and events around the country. The stakeholder survey was distributed to 86 community stakeholders including Convention and Visitors Bureau and Tourism Business Improvement District board members, CVB members, lodging property owner/management, and other prominent members of the community.

Great Falls stakeholders hold a range of perspectives on the city as a tourism destination. The key themes in their feedback include the opportunity to promote Great Falls as a basecamp for outdoor activities nearby and around the state; as a surprising center for art, culture, and museums; and a unique destination for riverfront attractions. Helena and Billings were identified as similar communities, though some see Great Falls as completely unique. Stakeholders identified the C.M. Russell Museum; the Lewis & Clark Interpretive Center; shopping; the proximity to parks, airport, and the highway; and family as the top reasons for tourist visitation. They identified the friendly atmosphere and outdoor activities as the top reasons visitors return. The tourism-oriented description of Great Falls used most includes a mention of fly fishing and outdoor activities, with museums, art, and the river and its falls and dams as a unique tourism assets.

The biggest challenges identified are a lack of a tourism identity, unified voice and message, and active marketing and promotion. Stakeholders recommend better messaging and promotion with a fresh perspective – especially of large events – to overcome these challenges. Increased visitation, hotel stays, tourism jobs, and revenue are the best ways to measure success, but success was defined in a variety of ways, including the development of a cohesive messaging / marketing plan, filling up hotels 90% of the time, protecting lodging tax dollars, and more tours or pre-organized activities. Airport renovations, land improvements, and the development of downtown and the riverfront are the biggest recent changes. Most cite continued investment in downtown and the riverfront to strengthen Great Falls as a tourism destination. Finally, some stakeholders suggest creating a large attraction or activity center, and recommend better leadership, cooperation, and positive attitudes in the CVB.

Out of the visitors and potential visitors to Great Falls, 61% of respondents had never been to Great Falls but were interested in visiting. Out of the people who had visited, most were there for vacation. The biggest draw is the classic Montana experience, followed closely by accessibility to the outdoors. Some of the visitors' favorite experiences include the Lewis & Clark Interpretive Center, C.M. Russell Museum, the falls, Glacier National Park, the Missouri River, and shopping. For most, the biggest drawback for visiting Great Falls is the location and the cost of flying.

Bozeman and Billings were cited as the most similar communities to Great Falls which people have visited or considered visiting; however, Glacier National Park stood out as being a unique offering of Great Falls. Many visitors did not know what makes Great Falls different from its competing communities.

Visitors confirmed their favorite types of vacations include exploring new places, enjoying outdoor adventures, and outdoor escapes for solitude. The top vacation destinations of this group included Glacier National Park, Yellowstone, and other mountain states.

The research obtained from Institute of Tourism and Recreation Research helps round out our research, showing visitors spending a night in Great Falls predominately drive in, with 66% coming by Automobile and 18% coming by air. With direct flights into Great Falls from Seattle, Minneapolis, Salt Lake City, Denver, Phoenix, Chicago (seasonally), and Las Vegas.

Top 5 Activities

Year	Activity	%	Activity	%	Activity	%	Activity	%	Activity	%
2016	Scenic Driving	59	Day Hiking	33	Nature Photography	33	Camping	29	Shopping	28
2015	Scenic Driving	60	Nature Photography	32	Shopping	31	Lewis & Clark Sites	31	Day Hiking	30
2014	Scenic Driving	61	Shopping	38	Nature Photography	29	Day Hiking	27	Camping	27
2013	Scenic Driving	69	Shopping	42	Historical Sites	32	Day Hiking	30	Wildlife Watching	29
2012	Scenic Driving	66	Nature Photography	35	Shopping	33	Lewis & Clark Sites	28	Historical Sites	27

Along with this, and the Destination Analysts research completed in October 2016 for the State of Montana, we see Great Falls' ability to capitalize on State strategies, and messaging, with our current market as well as our emerging market. Family and History Buffs fit in perfectly with Great Falls, Montana.

The Great Falls emerging market is younger, and could be lured to Great Falls for authentic experiences that contain a perfect mix of outdoor and cultural experiences, focusing on our strengths.

While the State of Montana will work to inspire and orient with their new marketing messaging, Great Falls Montana can focus on refinement of the orientation within Great Falls and facilitation of experiences through our strategies.

Optional: Include attachment here.

Overall Goals

While implementing the strategy and plan, Great Falls Montana will use key performance indicators to determine if marketing efforts are on track to meet strategic objectives.

- Increased RevPAR
- Increased number of meeting planner inquiries and bookings
- Increased overnight visitation from visitors
- Increased attendance at key events like the Montana State Fair, Western Art Week, and the PRCA Circuit Championships
- Increased traffic through Great Falls International Airport
- Identity barometer (adopters and target audience)
- Increased social media engagement across channels

Optional: Include attachments here.

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

Great Falls Montana Tourism will dedicate the preponderance of its resources to attract Leisure Travelers to Great Falls Montana. We will also look to partner with Montana Office of Tourism and Business Development on appropriate projects as they become available, with preference provided to familiarization tours and digital marketing opportunities. We will look to focus our media in:

- Content Marketing
- Video Banners
- Blogs
- Targeted Channels
- Influencers

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

Great Falls Montana Tourism will dedicate the preponderance of its resources to attract Leisure Travelers to Great Falls Montana. We will look to partner with Central Montana Tourism Region, Great Falls International Airport, and other Tourism Partners on appropriate projects as they become available, with preference provided to familiarization tours and digital marketing opportunities. We will look to focus our media in:

- Content Marketing
- Video Banners
- Blogs
- Targeted Channels
- Influencers

Optional: Include attachment here:

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

Great Falls Montana Tourism worked with Interfuse and Montana Department of Commerce Office of Tourism and Business Development for a Joint Venture for a content article living on our website that has banner ads driving traffic to the article. This venture was extremely successful for Great Falls, increasing time on page over 150% and getting us 3,000 visits to the site in under a month.

Optional: Include attachments here.

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
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Consumer	Opportunity Marketing	Yes	Great Falls is a community rich with creative residents. Additionally, Central Montana, the State of Montana, other CVBs and Regions are working throughout the year to do amazing things. Great Falls will also seek to invest in opportunities that present themselves that will have a strong return on investment for tourism in Great Falls.	Research and statistics will be used in evaluating each opportunity considered prior to making a decision.	Last year, Great Falls used opportunity funds to place media in Wing World, the Gold Wing Member magazine, to leverage the Wing Ding brought into Montana by Billings' effort. Great Falls had Gold Wing members stay and experience our community as a direct result of that opportunity. Great Falls Montana Tourism is focused on growing shoulder and off-peak visitation; celebrating, supporting & creating assets; and developing and growing the tourism pipeline. We want to make sure we have the ability to invest i opportunitye that further the mission of Great Falls Motnana Tourism.	Based on media used.		\$10,000.00	Yes	
Consumer	Travel Guide	Yes	The travel guide provides visitors with printed information about Great Falls. These visitor guides are distributed through Certified Folder brochure stands throughout Montana, provided to potential visitors during Trade Shows, and mailed at the request of	Historic actual data maintained by Great Falls Montana Tourism. In 2016 calendar year, just over 1,600 Visitor Guides were mailed at the request of potential visitors, over 500 were distributed through Trade Shows and over 20,000 were distributed through Certified Folder. Great Falls Montana Tourism began engaging inquiries with emails digitally with current digital assets, thus reducing drastically the number of mailed pieces	The demographic currently coming to Great Falls utilizes paper-based research methods. Great Falls will continue to provide our current guests with the materials they request, however, begin transitioning all materials to emerging market research based sources, such as online and apps.	Actual numbers of distributed Visitor Guides, bu mail, trade shows and certified folder, which is maintained by Great Falls Montana Tourism.		\$16,970.00	Yes	

			potential visitors. This budget will cover the cost of mailing and distribution of the Great Falls Montana Visitor Guide. The Great Falls Montana Tourism Visitor Guide is a 4x9 distribution piece that highlights key unique assets of Great Falls, then drives users to download the Great Falls Montana App and to view a larger, more expanded, online only version of the Visitor Guide with additional, more in-depth details.	required. These numbers continue to provide the basis for continuing to provide Visitor Guides as a marketing method, but not as a full guide, but as a distribution piece and moving to more digital based visitor guide assets.						
Consumer	Joint Ventures	Yes	Great Falls Montana Tourism will look to partner with Montana Office of Tourism and Business Development, and Central Montana Tourism Region on appropriate projects as they become available, with preference provided to familiarization tours, and digital marketing opportunities.	All supporting research will be used to keep the project within the scope of work and mission to Great Falls' tourism effort.	Joint Ventures, or partnering, leverages our resources to have a greater impact.	Based on media chosen.		\$10,000.00	No	
Consumer	Online/Digital Advertising	Yes	Great Falls Montana Tourism will create broader City of Great Falls tourism content for top-performing	Historic engagement of viewers of different media has been tracked, using landing pages attached to print placement and online placement. Impressions	Research through ITRR continues to show travelers engaged with online research to plan trips.	Success will be measured by impressions, website traffic, engagement with content and social sharing.		\$83,732.00	Yes	

planning and booking sites, including TripAdvisor and other travel websites about area attractions, shopping, restaurants, outdoor recreational destinations, and events. We will target audiences to show the unique Montana experience found in Great Falls alongside images of the city's assets: art, outdoor recreation, downtown and the riverfront, and access to nature.

We will use Facebook and Instagram to connect with visitors planning trips to Montana. Create evergreen content about the City of Great Falls that utilizes photography of the city, the river, and the surrounding landscape. Develop additional posts that feature local businesses, recreational amenities, and events like Western Art Week and the PRCA Circuit Finals. Strive to create content that will work for both residents and visitors.

Great Falls Montana Tourism is working with

and ultimate website traffic for digital placement continue to outperform print.

Digital and online marketing has produced historically better engagement than print for Great Falls.

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Opportunity Marketing	\$1,000.00	\$30,000.00
Consumer	Travel Guide	\$16,970.00	\$0.00
Consumer	Joint Ventures	\$19,000.00	\$0.00
Consumer	Online/Digital Advertising	\$83,732.00	\$13,516.00
Consumer	VIC Funding/Staffing/Signage	\$3,248.00	\$0.00
		\$123,950.00	\$43,516.00
Marketing Support	Administration	\$30,050.00	\$261,848.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
		\$31,050.00	\$261,848.00
		\$155,000.00	\$305,364.00

Miscellaneous Attachments

File Name	Description	File Size
FY 18 Budget Pie Charts.pdf (326 KB)	Total Budget Pie Chart, Accommodations Facility Use Tax Pie Chart & Tourism Business Improvement District Assesment Pie Chart.	326 KB
Great Falls Montana Tourism Marketing Plan.pdf (576 KB)	Full FY18 Marketing Strategy, Budge and Pie Charts.	576 KB

Reg/CVB Required Documents

File Name	Description	File Size
State Forms.pdf (742 KB)	Required forms signed	742 KB