



Application

55917 - FY18 Region/CVB Marketing Plan - Final Application

58359 - FY18 Southwest Montana Marketing Plan
DOC Office of Tourism

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Applicant Information

Primary Contact:

Name:*	Ms.	Sarah		Bannon
	Salutation	First Name	Middle Name	Last Name

Title:

Email:* info@southwestmt.com

Alternate Email

Address:* 1105 Main St

*	Deer Lodge	Montana	59722
	City	State/Province	Postal Code/Zip

Phone:*	406-846-1943	
	Phone	Ext.
	###-###-####	

Alternate Phone

Fax: 406-846-1943

Comments:

Organization Information

Name:* Southwest Montana
Organization Type: Non-Profit Organization
Organization Website: southwestmt.com
Address:* 1105 Main St

***** Deer Lodge Montana 59722
City State/Province Postal Code/Zip

Phone:* 406-846-1943

Ext.

Alternate Phone

Fax:

Email address info@southwestmt.com

Alternate Email

Comments:

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?

Southwest Montana is centrally located between Glacier and Yellowstone National Parks, making it the ideal travel route between the two destinations. We are rich in history, outdoor recreational opportunities, natural geological attractions, birding and wildlife watching. Southwest Montana 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 2016 visitors were mostly repeat visitors with 79% of groups being repeat visitors to the state. First time visitors made up 13% of our groups.

Strengths - historical opportunities including ghost towns, historic sites, location between the national parks, Lewis & Clark sites and museums; cultural opportunities - western heritage, live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, trolley tours, pow-wows, farmers' markets and more; natural resources -hot springs, radon health mines, rockhounding for gems, Lewis & Clark Caverns, fly-fishing ,rafting, blue ribbon rivers and streams, hiking, biking, outdoor trails, downhill skiing, and ski joring.

Opportunities - develop niche markets of bicycling, motorcycling, hiking, and ghost towns and "ghosts;" work with cvb's and cities and other organizations to gather photos and have them available as the need arises; continue education and collaboration on travel information, grants, and other options available to travel businesses in the area.

Challenges -transportation concerns, off-season closures of attractions, limited cell phone coverage, and poor economic factors; a need for touring companies as many travelers prefer someone to take them to the attractions and take the guesswork out of their planning; lack of wayfinding signage throughout the region and within individual communities; 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 has many 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.

Optional: Include attachments here

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

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

Orientation - Our call center and 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, our call center, 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.

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

Primary—Both our primary and secondary target markets include repeat travelers to Montana. Since Southwest Montana is 79% repeat visitors and only 13% new visitors; we consider advertising to the two National Parks a benefit to extend the traveler's stay in the state or to entice the traveler 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 2016 data from the ITRR, 38% of visitors to the region were between the ages of 55-64. And, another 38% of our visitors were between 65-74/. The same data reveals that 57% 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 2016 from the ITRR indicates that 20% of visitors to the region spent time at other state parks of which we have 11 in Southwest Montana. Also, 15% visited hot springs, and an additional 13% visited the areas ghost towns 15% visited Virginia/Nevada Cities. The Big Hole Battlefield, Clark Canyon Reservoir, and the Montana Historical Museum attracted 8% of the visitors.

Families/Boomers — According to Destination Analysts, married couples or singles with an average age of 36, college educated, with children usually less than 18 years of age in the household and income of \$80,000+ are high potential visitors. (This may include grandparents with young grandchildren). Data collected by the ITRR in 2016 indicates that 28% of visitors to Southwest Montana 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. ITRR data for 2016 reveals that 17% of travelers to Southwest Montana were traveling with "immediate family".

Secondary—

Travel Influencer — We are still testing the waters with this market. The state has been 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. We are still assessing how this market works for us as it is expensive and hard to track the true effectiveness of it.

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 target audiences) based on 2016 ITRR data are: Washington State 13%, Idaho 11%, Alberta, Canada 8%, California 6%, Utah, Colorado, and Oregon at 4%.. **psychographic Focus** - We focus on history and cultural enthusiasts, outdoor recreationalists, scenic drivers, and experiential travelers. These are all part of the high potential visitors. Destination Analysts, Inc. Oct. 2016

b. What are your emerging markets?

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, Dillon, 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.

We are looking at participating in the Calgary Travel Show to target the Canadian Traveler who is now third on our list of travelers to our region.

We are finding that motorcyclists are a market we want to test. These riders are high value and low impact travelers. Motorcycle riders annually spend \$64,155,171,665. (Outdoor Industry Association, 2017)

c. What research supports your target marketing?

Much of our research came from the ITRR research and surveys and the Destination Analysts, Inc. Report, October 2016. Boise-Salt Lake City, ID/UT were identified as some of the state's strongest markets. Southwest Montana puts their travel guides in Salt Lake City and Idaho Falls which are both along the I-15 highway. They also identified history as a niche market which aligns right with our marketing plans.

Optional: Include attachment here.

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 as well as to influence repeat visitation 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.
- Inform visitors traveling to and from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana.
- Create and maintain a consistent brand image of the region through all marketing efforts.
- 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.
- Market to regional and statewide areas during off-peak season.
- Continue to disseminate the travel guide, to address "inspiration, orientation, and facilitation."
- Continue distributing the birding brochure to birding enthusiasts.
- Continue distributing the tear-off map available for "facilitation" among visitors on the ground. Set up a motorcycle trail and map.
- Increase photography and have a means to access photos quickly and easily through a shared photo library system.
- Improve on the events section in our travel guide and website.
- Inspire the Canadian traveler by attending the Calgary Adventure Travel Show along with other CVB's in the region.

- Expand on enticing our "ghost" enthusiasts to come to the region.
- Add a motorcycle / social media tour in Southwest Montana.
- Start a new program where we partner with a different small community each year in Southwest Montana and we help them with marketing either their community or corridor.
- 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.

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

Southwest Montana will consider participation in MTOT's spring/summer joint ventures depending on how they fit within our budget and target audience. Also, if either a site and/or publication wanted to do a more multi-media campaign we would be interested.

We would like to partner on the state's emerging history market as it has always been a strong market for us.

We would like to work with the state on promoting repeat visitors to our region.

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

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

We would like to continue working with our constituents on the Trip Advisor Program, tear-off map, the influencer programs and some FAM tours that we like to coordinate together.

We will work with our CVB's and other attractions on the motorcycling tour project and map.

We would like to create a more functional event section on our website and hope to coordinate with Central Montana and any other Region / CVB's that would be interested.

We are participatine in the Calgary Adventure and Travel Outdoor Show along with Butte and Helena.

Optional: Include attachment here:

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.

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. We are expanding the options this year that will have a greater visibility for the businesses in the region. We are also working with State Parks and Exploration Works on our Trip Advisor Program.

Travel Guide Advertising— The region also provides the opportunity for tourism businesses to advertise in the travel guide. 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.

We work with several different partners on the Influencer / Fam tours.

Southwest Montana has partnered with the state parks, 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 will partner with businesses and Helena and Butte on the Motorcycle touring project.

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.

Optional: Include attachments here. Southwest Montana Pie Charts.docx

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	We will continue an online banner advertising campaign on travel and lifestyle sites. Our campaign contains both prospecting and retargeting banner	Website visitors who are retargeted with ads are 70% more likely to convert to your website. Consumers interact with native ads 20% - 60% more than they do with	We do several different types of advertising and look for the best values to help cover our variety of attractions and niche markets. We work with	We plan to measure success through the CTR to the SWMT landing page and website. We wil also track bed tax dollars.		\$72,500.00	No	

			<p>ads. Continue our content amplification campaign. Continue partnering with several of the towns, state parks, and small businesses on Trip Advisor. We are expanding this to actively include even more of our attractions and small tourism businesses. We are in the process of hiring a new advertising agency and may have to adjust some of our plan based on new information.</p>	<p>standard banner ads. Native ads with rich media like images or videos drive up to 60% more conversions than those without. "Small Business Trends, Digital Advertising, January 22, 2017"</p> <p>Our FY16 campaign had 1,814,746 impressions, 21,303 clicks creating an amazing average click-through rate of .18%. Our prospecting display ads had a click-through rate of .15% and our retargeting display ads had click-through rate of .28%.</p>	<p>MOTBD when it works for us. Online digital marketing is cost effective and we are able to target to our audiences. We have found that the mix of banners, print, advertorial all play into the success of our campaigns. We work with our CVB's and other towns to showcase them on Trip Advisor.</p>				
Consumer	Print Advertising	Yes	<p>Southwest Montana will continue advertising in key regional/national publications as well as explore niche publications that reach the region's target audience. In FY17 we advertised in Go! Ranger National Park, National Park Maps for both Yellowstone and Glacier, Sunsent Magazine, Truewest Magazine and Yellowstone Journal. We will look at options to do joint marketing with MOTBD. We will continue with Yellowstone Journal. 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, ghost</p>	<p>In FY16 our print advertisements totaled a distribution of 2,384,600. Our readership was 7,933,920. We have found the variety of print and online exposure is what keeps Southwest Montana connecting with a wider audience.</p> <p>"70% of Americans prefer to read on paper and 67% prefer printed materials over digital" B2C Print "What Statistics Say About Printed Advertisements Effectiveness"</p> <p>Research has shown that adding print to the advertising media mix will increase the ROI of the overall campaign. "Why Print Media - Print Power"</p>	<p>Our audience is a mix of demographics. We find that our older more mature audience is more inclined to look at print media. The printed material directs people to our website and to our travel guides which is what we are aiming to do. We hope to reach targeted audiences through Yellowstone Journal, TrueWest, and other travel and niche magazines.</p>	<p>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.</p>		\$33,500.00	No

			towns, and birding as well as specific information on Montana and/or Southwest Montana attractions.	"What continues to make print ads valuable is the (nearly) undivided attention that readers give to magazine and newspaper content, rather than multitasking like they do when consuming digital content. Print is all about that consumer engagement, where people are physically holding the ad in their hands" "Padin, American Marketing Association, Why Print Matters" by Molly Soats						
Consumer	Travel/Trade Shows	Yes	In 2018 we are doing a an Outdoor Adventure and Travel Show in Calgary. The show is devoted to outdoor adventure an travel enthusasts. We will make a booth for Southwest Montana.	In 2017 the show had 13,200 consumers attend the event. 71% of the people who attend obtain info about new travel destination. 96% of visitors to the show say they will come back to the show next year. Many of our tourism businesses say many snow birders from Canada make their way down the I-15 corridor right through the Southwest Montana region.	Our tourism partners in Helena and Butte are participating in this show. Our presence will add depth to those places as well as all of Southwest Montana and especially those along the I-15 border.	By the number of people who attend the show and by the number or travel guides given out.		\$6,875.00	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.	75% of male internet users are on Facebook as well as 83% of female internet users. 68% of U.S adults are on Facebook. Instagram has 32% of users. 76% of Facebook users visited the site daily during 2016, with over 1.6 billion daily visits. of American internet users. Based on total population, (not just internet users) 68% of U.S. adults are on	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.		\$17,955.00	No	

				<p>Facebook. "The Word Stream Blog, 40 Essential Social Media Marketing Statistics for 2017"</p> <p>Around 1 in 3 minutes spent online is devoted to social networking and messaging. Internet users have average of 7 social accounts. "Social Media Statistics 2016"</p> <p>Streaming video will account for more than two-thirds of all consumer Internet traffic by 2017, according to Cisco (Cisco, 2015) 78% of people watch videos online every week (MWP, 2015) YouTube (and even YouTube on mobile alone) reaches more 18-34 and 18-49 year-olds than any cable network in the U.S (Youtube, 2015)</p> <p>52% of travellers use social media to plan a trip (Eye for Travel) "rezde.com"</p>						
Consumer	Photo/Video Library	Yes	<p>We will continue with our 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. We have now made th option for Butte and Helena CVB's to be a part of this Barberstock program.</p>	<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>	<p>By the number of photos and video on the library.</p>		\$4,425.00	No	
Consumer	Photo/Video Library	Yes	<p>We will continue to acquire video and photos in order to provide new content on our website, YouTube, Facebook, and more and also for footage in</p>	<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.</p>	<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</p>	<p>Our success is measureed by obtaining new video and photos for multipurpose uses including website, Facebook, YouTube,</p>		\$16,000.00	No	

			our advertising campaigns.	<p>(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>Streaming video will account for more than two-thirds of all consumer Internet traffic by 2017, according to Cisco (Cisco, 2015) 78% of people watch videos online every week (MWP, 2015) YouTube (and even YouTube on mobile alone) reaches more 18-34 and 18-49 year-olds than any cable network in the U.S (Youtube, 2015)</i></p>	the information fresh and build our archive for repurposing.	Twitter, and for our travel guide and advertising.				
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. We are redesigning our tear-off maps to be a legal size map and to have more of the back roads on it. We are adding a motorcycle route map this year. It will be inexpensive and will be hand delivered to motorcycle shops in Montana and Idaho.</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 2016 ITRR, 25% 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.2016/Statista</i>, 19.3% of Baby Boomers respondents used a DMO visitor guide for travel planning. Another 18.2% also got information from a lifestyle or travel magazine.</p> <p>"Bird watching is reported as being the fastest growing outdoor activity in America," nearly 20</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 Phillipsburg, who are up consistently every year in sales revenue, use travel guides as their main source for advertising.</p> <p>"Custom print magazines will make a resurgence as a premium content delivery channel due to decreased print competition and a desire by audiences to re-connect with tangible, high quality publications that offer deep content expertise that fills their needs, surprises and delights them." "All Business, Your Small Business</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>		\$73,750.00	Yes	

				<p>million people took birding trips away from home. On average they spent 14 days away from home observing birds.4 The USDA Forest Service's National Survey found that bird viewing and photography is "the most steadily growing [recreational] activity in the United States," "Responsible Travel.Org" Market Analysis of Bird-Based Tourism Birding is expected to grow 32.5% by the year 2030 ITRR Economic Snapshot of MONTanan's Travel Industry</p> <p>Motorcycle Riding generates more than 64 billion dollars annually. "The Outdoor Recreatio Economy, Outdoor Industry Association" 2017</p>	<p>Advantage" allbusiness.com</p> <p>Birding is increasing every year and we find that our brochures are in great demand for the serious birder. Our Tear-off Maps are partnered with state parks, Helena and Butte and we have run out. They are gaining popularity.</p>				
Consumer	Electronic Adv - Newsletter, E-blast	Yes	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>70 percent of individuals want to learn about products through content rather than through traditional advertising. "Small Business Trends, Digital Advertising Jan. 24, 2017" Email marketing is the king of the marketing kingdom with a 4400% ROI and \$44 for every \$1 spent. Transactional emails have 8x more opens and clicks than any other type of email and can generate 6x more revenue. – Experian You are 6x more likely to get a click-through from an email campaign than you are from a tweet.- Campaign Monitor 37) Email is 40 times more effective at acquiring new customers than Facebook or Twitter. – McKinsey 40) Email subscribers are 3 times more likely to share your content via social media than visitors from other sources. – QuickSprout 41) 72% people prefer to receive</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>	\$11,289.00	No	

				<p>promotional content through email, compared to 17% who prefer social media. – MarketingSherpa 43) Email marketing drives more conversions than any other marketing channel, including search and social. – Monetate</p> <p>70 Email Marketing Stats Every Marketer Should Know KIM COURVOISIER - JAN 6, 2016</p>						
Consumer	Website/Internet Development/Updates	Yes	<p>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. This year we are looking at redoing the way our events are handled. We are hoping to partner with Central Montana and maybe another CVB to help with the redesign of how the events work with the website.</p>	<p>There are over 3.4 billion active internet users worldwide. <i>61+ social media fact and statistics you should know in 2016</i></p> <p>Travellers want to visualise potential new experiences. How will it make them feel? What photos will they have to share with friends and family afterwards? To stand out in the tourism industry and inspire travellers to book you over competitors, place compelling visuals centre-stage throughout your marketing. <i>70 travel & tourism statistics to know about in 2016</i> [Trends Report] Posted by Lucy Fuggle on May 9, 2016</p> <p><i>In 2016 we had 107,244 users, 303,814 pageviews, 82.45 % new sessions.</i></p>	<p>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.</p>	<p>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.</p>		\$23,940.00	No	
Consumer	Joint Ventures	Yes	<p>Southwest Montana Tourism Region will evaluate projects that we can partner with MTOT, other regions/</p>	<p>In FY17, we did a joint venture on the Nature Conservancy. It has a 2,074,000</p>	<p>MTOT's online cooperative programs in the past have provided the region an</p>	<p>We will measure online advertising through click-through rates and our print</p>		\$3,000.00		

			<p>CVBs/ TBIDs and members to further stretch the region's marketing dollars on projects. We will partner on the Greater Yellowstone Nat Geo Map and the Accommodations Guide. Also, we are hoping to do a joint venture on the newly identified state niche market of history.</p>	<p>redership. The Greater Yellowstone Map distribution was complete so another printing is needed. This map is well distributed at our Lima Rest Stop.</p>	<p>affordable option to reach certain demographic and geographic target audiences.</p>	<p>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.</p>				
Consumer	Webpage Marketing/SEO/SEM	Yes	<p>We like to do online marketing with Google Adwords to drive traffic to our website. This is just another way to bring exposure to our website.</p>	<p>Consumers exposed to display ads are, on average, 155% more likely to search for brand- and segment-specific terms.</p> <p>98% of searchers choose a business that is on page 1 of the results they get. Main Street ROI, May 2016</p> <p>Businesses make an average of \$2 in revenue for every \$1 they spend on AdWords. (Google Economic Impact Report)</p>	<p>We like to get our Website exposed on the front page of searches. Google Adwords is a great way to help us get there for key word searches.</p>	<p>By the number of clicks on the Adwords and traffic to our website.</p>	\$5,200.00	No		
Marketing Support	Fulfillment/Telemarketing	Yes	<p>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 in-state delivery of our birding brochures. We use MARS Stout</p>	<p>According to 2016 ITRR 25% of people use the brochure information rack.</p> <p>74% of consumers identify word-of-mouth as a key influencer in their purchasing decision. [Ogilvy/Google/TNS]</p> <p>56% of B2B purchasers look to offline word-of-mouth as a source of information and advice, and this number jumps to 88% when online word-of-mouth sources are included. [BaseOne]</p>	<p>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</p>	<p>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.</p>	NA	\$48,000.00	No	

			to connect with travelers through the call center. They will also help make up itineraries for travelers, leads that we get, and for our website.		or to encourage them to come back to Montana.					
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 business.	NA		\$77,866.00	No	
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	Outreach		Voices of Tourism educates the public on	N/A	Voices of Tourism provides data and	By the amount of exposure Voices of		\$1,500.00	No	

			the benefits of tourism to our region and to Montana.		information to the public on Montana tourism. It would be difficult for each of us to do this individually with our time constraints.	Tourism is able to generate.				
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, 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.	Public Relations is an affordable way for the region to stretch its dollars. For our Family Blogger that we did last summer we had 6,313 total likes; 1,638 total shares, 409 comments. Word-of-mouth has been shown to improve marketing effectiveness by up to 54%. [MarketShare] We track many stories about our region but no longer total them up because of the cost involved. 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 2016 data shows other travel websites (where our articles are placed) and magazine/newspaper articles influence	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 advertising. These articles help supplement our minimal advertising budget.	We plan to measure success through the number of stories published, by the activity from our influencers and FAM tour articles printed. And, by the number of travel advocates from the surrounding areas we take through the region.		\$18,000.00	No	

				travel planning decisions (12%).					
								\$430,000.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Online/Digital Advertising	\$72,500.00	\$0.00
Consumer	Print Advertising	\$33,500.00	\$0.00
Consumer	Website/Internet Development/Updates	\$23,940.00	\$0.00
Consumer	Social Media	\$17,955.00	\$0.00
Consumer	Photo/Video Library	\$16,000.00	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$11,289.00	\$0.00
Consumer	Printed Material	\$73,750.00	\$0.00
Consumer	Travel/Trade Shows	\$6,875.00	\$0.00
Consumer	Joint Ventures	\$3,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$0.00	\$0.00
Consumer	Photo/Video Library	\$4,425.00	\$0.00
Consumer	Social Media	\$5,200.00	\$0.00
		\$268,434.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$48,000.00	\$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	\$77,866.00	\$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	\$0.00	\$0.00
Marketing Support	Outreach	\$1,500.00	\$0.00
		\$143,566.00	\$0.00
Publicity	Press Promotions/Media Outreach	\$18,000.00	\$0.00
		\$18,000.00	\$0.00
		\$430,000.00	\$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
