



### Grant Details

#### 68892 - FY19 Region/CVB Marketing Plan

---

72767 - FY19 Southwest Montana Marketing Plan

DOC Office of Tourism

**Grant Title:** FY19 Southwest Montana Marketing Plan  
**Grant Number:** 19-51-008  
**Grant Status:** Underway  
**Comments:**  
**Applicant Organization:** Southwest Montana  
**Grantee Contact:** Sarah Bannon  
**Award Year:** 2018  
**Program Area:** DOC Office of Tourism  
**Amounts:**  
**Contract Dates:** Contract Sent Contract Received Contract Executed  
**Project Dates:** 06/20/2018 07/01/2018 06/30/2019  
Proposal Date Project Start Project End  
**Grant Administrator:** Barb Sanem  
**Contract Number:** 19-51-008  
**Award Year:** 2018  
**Contract Dates**

Contract Sent    Contract Received    Contract Executed    Contract Legal

**Project Dates** 07/01/2018

06/30/2019

Project Start    Project End

#### Comments

Amendment 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 and culture, outdoor recreational opportunities, natural geological attractions, birding and wildlife watching. Southwest Montana offers the best blue ribbon fishing statewide. Southwest Montana has 300 properties and 3828 rooms in the region. In addition we have 158 campgrounds.

**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 2017 visitors were mostly repeat visitors with 82% of groups being repeat visitors to the state and 84% plan to return within two years. First time visitors made up 7% 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, ghost towns and "ghosts, attract filming opportunities, and work with our outfitters and guides;" 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; potential environmental situations such as fires, smoke, and flooding; 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. Another challenge is expanding the education of opportunities and information to our constituents that are not connected to the regions and cvb's.

**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.

**Describe your destination.**

**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 regional map that is dispersed throughout the region and its surrounding neighbors.

**Optional: Include attachments here**

*a. Define your target markets (demographic, geographic and psychographic).*

**Primary**—Both our primary and secondary target markets include repeat travelers to Montana. Since Southwest Montana is 83% repeat visitors and only 7% 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. 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 2017 data from the ITRR, 40% of visitors to the region were between the ages of 55-64. And, another 39% of our visitors were between 65-74. The same data reveals that 45% of visitors to the region were made up of "couples" and 22% were individual travelers.

**Heritage/Cultural Enthusiasts** — This segment consists of individuals 35+ years of age, college educated, 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 2017 from the ITRR indicates that 19% of visitors to the region spent time at other state parks of which we have 11 in Southwest Montana. Also, 11% visited hot springs, and an additional 15% visited the areas ghost towns 16% visited Virginia/Nevada Cities. The Big Hole Battlefield had 8% visitation while Clark Canyon Reservoir and the Montana Historical Museum attracted 7% of the visitors.

**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.

**Video Gamers**- with the release of Far Cry 5 this market is new territory for us.

**Geographic Focus**— Currently the region's top target audiences) based on 2017 ITRR data are: Washington State 14%, Idaho 9%, Alberta, Canada 6%, , California, Colorado, and Oregon 5%; and Utah and Minnesota 4%. **Geographic Focus** - We focus on history and cultural enthusiasts, outdoor recreationalists, scenic drivers, and experiential travelers. These are all part of the high potential visitors. ITRR 2017, Destination Analysts, Inc. Oct. 2016

b. What are your emerging markets?

Emerging markets include outdoor recreation enthusiasts, "ghosts", video gamers, wedding destinations, Calgary through a sport show, motorcyclers and agritourism.

Optional: Include attachments here.

c. What research supports your target marketing?

Much of our research came from the latest ITRR non-resident research and surveys and the last 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.

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 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 and exposure to our markets.**
- **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 regional 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.**
- **Continue designing our events section for our 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.**
- **Continue with a new program where we partner with different small communities each year in Southwest Montana and we help them with marketing either their community or corridor.**
- **Determine how to work with the outfitters and guides to market this segment of our assets.**
- **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.**

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

**Southwest Montana will consider participation in MTOT's 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.**

**Optional: Include attachment here.**

*b. In what other types of co-ops 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, the regional 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 participating in the Calgary Adventure and Travel Outdoor Show along with Butte and Helena.**

**We will consider doing the International Roundup show this year in some kind of capacity, potentially with the Montana Outfitters and Guides Association.**

*c. What types of co-ops 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. Overall clickthrough rates were .35%.

**True West Magazine**— We partnered with Southeast on this promotion as it was geared toward history and we share a great deal of this and we are also both on I-90.

**Disaster Grants** - we worked with the state and Glacier Country on marketing Lincoln, Ovando, and Seeley Lake on "Sled the Burn," a snowmobiling campaign after the smoke and fires affected these areas.

**Crown of the Continent Map and the Greater Yellowstone GeoTourism Maps** - We had several partners on these projects.

**Lewis and Clark Trail** - we had many regions and cvb's be a part of this as well as it being a multi-state project.

**Far Cry 5 Hope County** - we partnered with the state on creating a website and field guide on this.

Southwest Montana participated in one MTOT co-op in FY18 with the *Sojern*.

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.

Optional: Include attachments here. [budget fy 18 19 Final pie charts2.xlsx](#)

Optional: Include attachment here:

### Marketing Segment, Strategy & Budget

| Marketing Segment | Marketing Method | Does research support this method? | Describe your method.   | Supporting research/statistics  | Plan to measure success? | Provide a brief rationale.   | Estimated budget for each method. | Marketing Method Evaluation | Are you using private funds to support this method? If so, please explain | Non bed tax funds? | Add'l Atchmnts | Meets Regs | Eval Comments |
|-------------------|------------------|------------------------------------|---|---|--------------------------|--|-----------------------------------|-----------------------------|---|--------------------|----------------|------------|---------------|
|                   |                  |                                    | We will continue an online advertising campaign on various travel and lifestyle sites. Our campaign contains both prospecting and | See research in attachments<br>Our FY17 campaign had 6,595,426 digital impressions, | We plan to               | 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 MOTBD when it works for us. |                                   |                             |   |                    |                |            |               |

|          |                            |     |   |  |   |   |             |  |  |    |                              |  |
|----------|----------------------------|-----|---|--|---|---|-------------|--|--|----|------------------------------|--|
| Consumer | Online/Digital Advertising | Yes | <p>retargeting banner ads. Continue partnering with several of the towns, state parks, and small businesses. We are expanding this to actively include even more of our attractions and small tourism businesses.</p>   | <p>25,748 clicks creating an amazing average click-through rate of .39% Our prospecting display ads had a click-through rate of .29% and our retargeting display ads had click-through rate of .21%.</p>   | <p>measure success through the click-through-rates and traffic to our website. We will also track bed tax dollars.</p>  | <p>Online digital marketing is cost affective 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>            | \$72,500.00 |  |  | No | Online Digital Research.docx |  |
| Consumer | Print Advertising          | Yes | <p>We will continue advertising in key regional/national publications as well as explore niche publications that reach the region's target audience. In the past we advertised in <i>Go! Ranger National Park, National Park Maps for both Yellowstone and Glacier, Sunset Magazine, Outdoor Adventure, Truewest Magazine, Yellowstone Journal, Northwest Travel, Backpacker, Road Runner, and Destination Missoula Guide</i>. We will look at optoins to do joint marketing with MOTBD. We will look for outlets featuring historic travel, national park travel, ghost towns, ghosts, camping, and birding as well as specific information on Montana and/or Southwest Montana attractions. In FY17 our print advertisements totaled a distribution</p> | <p>Over 55% of all consumers trust print marketing more that any other advertising method. About 70% of consumers find print advertising more personal. About 40% of consumers have made a purchase in the last 3 months due to a direct mail piece they received. Over 50% of Millennials pay attention to print ads. 56% of direct mail is read by recipients. "Interesting Print Advertising Statistics" David Dobbs<br/><br/>More research is in the attachment.</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 the increase in bed tax dollars.</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. We hope to reach targeted audiences through travel and niche magazines.</p> | \$33,500.00 |  |  | No | Consumer Print Research.docx |  |

|          |                     |     |   |  |  |  |             |  |  |    |                            |  |  |
|----------|---------------------|-----|---|--|--|--|-------------|--|--|----|----------------------------|--|--|
|          |                     |     | of 1,014,000. Readership was 2,364,000.   |  |  |  |             |  |  |    |                            |  |  |
| Consumer | Travel/Trade Shows  | Yes | <p>In 2018 we did the Outdoor Adventure and Travel Show in Calgary. The show is devoted to outdoor adventure and travel enthusiasts. We have several partners from Southwest Montana at the show and feel that we can make a great presence for the region.</p> <p>We will look at partnering with Southeast Montana on a history type travel show.</p> | <p>In 2018 the show had 13,900 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.</p> <p>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.</p> | <p>By the number of people who attend the show and by the number or travel guides given out.</p>                             | <p>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.</p>  | \$5,975.00  |  |  | No |                            |  |  |
| Consumer | Social Media        | Yes | <p>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.</p>  | <p>People spend an average of 2 hours and 15 minutes per day on social media networks. Facebook shows the most powerful social media ecommerce statistics, sending a massive 60% of all ecommerce referrals for last year. 100+ Internet Stats and Facts for 2018</p> <p>See additional research in the attachment.</p>  | <p>We plan to measure success through the increased number of fans and interactions on Facebook, Twitter, and Instagram.</p> | <p>Social media is a well-used travel-planning tool. Travelers rely on peer reviews from not only third-party websites (such as TripAdvisor) but directly from their social set on their individual networks.</p>  | \$23,940.00 |  |  | No | Social Media Research.docx |  |  |
| Consumer | Photo/Video Library | Yes | <p>We will continue with our photo / video library. We need over 400 photos available to us at a moment's notice for our social media. This does not include our photography needs for advertising and the travel guide. We have</p>  | <p>When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later. "42 Visual Content Marketing</p>  | <p>By the number of photos and video on the library.</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</p> | \$4,425.00  |  |  | No | Photo Video Research.docx  |  |  |

|          |                     |     |   |   |   |   |             |  |  |    |  |  |  |  |
|----------|---------------------|-----|---|---|---|---|-------------|--|--|----|--|--|--|--|
|          |                     |     | now made th option for Butte and Helena CVB's to be a part of this Barberstock program.   | Statistics You Should Know in 2017 "Written by Jesse Mawhinney See more research in the attachment.   |   | Social Media: How Images Improve Your Social Media Marketing"   |             |  |  |    |  |  |  |  |
| Consumer | Photo/Video Library | Yes | 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 our advertising campaigns. We are also acquiring and doing seasonal updating of video for our HD Monitors we have in 12 areas around the region. | 100 million hours of video is viewed daily on Facebook. Almost 60% of US internet users selected Facebook to watch videos online in Dec. 2017 "61 Social Media Statistics to Bookmark for 2018" by Alex York on February 19, 2018. There are 1.5 billion logged-in Youtube monthly active users visiting the website at least once a month. More Than half of YouTube views come from mobile devices and the average mobile viewing session lasts more than 40 minutes. "21 Social Media Marketing Statistice You Need to Know in 2018" | Our success is measureed by obtaining new video and photos for multipurpose uses including website, Facebook, YouTube, Twitter, and for our travel guide and advertising. | We need video to educate and engage the traveler of our region. Also, we use video in our advertising and social media. We are wanting to keep the information fresh and build our archive for repurposing.   | \$25,000.00 |  |  | No |  |  |  |  |
|          |                     |     | We will continue to produce the travel guide. It is distributed to individuals interested in traveling to and within the region. We   |   |   | We have 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. Our Philipsburg partners,who are up consistently in sales revenue, use travel guides as their main source for advertising.<br><br>"Custom print magazines will |             |  |  |    |  |  |  |  |



|          |                                      |     |  |   |   |  |             |  |  |     |                                |  |  |
|----------|--------------------------------------|-----|--|---|---|--|-------------|--|--|-----|--------------------------------|--|--|
| Consumer | Printed Material                     | Yes | <p>also distribute our regional maps and birding brochures. 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. We will look at a potential camping print piece as it was strongly requested from the two travel shows we attended. Camping is also moving way up on the list of requested information from our call center.</p> | <p>85% of people decide on activities after they reach their destination. Aaron Nissen, Digital Marketing Strategist; Governor's Conference on Tourism and Recreation, Big Sky Resort 2018</p> <p>See additional research in the attachment.</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> | <p>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 Advantage" allbusiness.com Birding is increasing every year and we find that our brochures are in great demand for the serious birder. Our regional maps are partnered with Helena and Butte and we have made them foldable for our next print. They are gaining popularity.</p> | \$61,000.00 |  |  | Yes | Printed Material Research.docx |  |  |
| Consumer | Electronic Adv - Newsletter, E-blast | Yes | <p>Southwest Montana currently has 14,753 subscribers on its e-newsletter list. We will continue to design and distribute a monthly e-newsletter to highlight attractions and activities</p>   | <p>70% of individuals want to learn about products through content rather than through traditional advertising. "Small Business Trends, Digital Advertising Jan. 24, 2017"</p> <p>Communication via email constantly grows. In 2017, the total number of emails sent and received amounted over 225.3 billion and it is expected to grow to 257.7 billion by the end of 2020.</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</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</p>   | \$11,493.00 |  |  | No  |                                |  |  |

|          |                                      |     |  |  |  |   |             |  |  |    |                                |  |  |
|----------|--------------------------------------|-----|--|--|--|---|-------------|--|--|----|--------------------------------|--|--|
|          |                                      |     | through the region.  | There are 3.7 billion email users; personalization and refreshing your client database is vital if you want to reach your customers effectively. Sales Manago Editor, January 8, 2018  | current subscribers.   | helps offset the cost of the production.  |             |  |  |    |                                |  |  |
| Consumer | Website/Internet Development/Updates | Yes | We constantly update content on our website in order to stay relevant. We will continue to add website updates, enhancements and new content. We will also continue with search engine optimization. We are currently partnering with Central Montana on an event program that will better showcase our events in the region.                        | As of January 1, 2018, there were 3,812,564,450 internet users spanning the globe. Please see more research in the attachment.   | 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.  | 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. | \$29,125.00 |  |  | No | Website Internet Research.docx |  |  |
| Consumer | Joint Ventures                       | Yes | We will evaluate projects that we can partner with MTOT, other regions/ CVBs/ TBIDs and members to further stretch the region's marketing dollars on projects. 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. | In FY17, we did a joint venture on the Crown of the Continent Nat Geo Map. It has a 2,074,000 readership. The Greater Yellowstone Map distribution was complete so another printing is needed. This map is well distributed at our Lima Rest Stop. | We will measure online advertising through click-through rates and our print advertising through the call center and the number of inquiries received. We will also review visitation to our website and the increase in bed tax dollars to Southwest Montana. | MTOT's online cooperative programs in the past have provided the region an affordable option to reach certain demographic and geographic target audiences.  | \$10,000.00 |  |  |    |                                |  |  |
| Consumer | Webpage Marketing/SEO/SEM            | Yes | 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.   | In 2017, Google accounted for over 79% of all global desktop search traffic "15 SEO Statistics for 2018" See additional research in attachment.  | By the number of clicks on the Adwords and traffic tgo our website.  | 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.   | \$9,950.00  |  |  | No | SEO Research.docx              |  |  |

|                   |                                    |     |   |   |   |   |             |  |  |    |  |  |  |
|-------------------|------------------------------------|-----|---|---|---|---|-------------|--|--|----|--|--|--|
| Consumer          | Opportunity Marketing              | No  | Southwest Montana puts funds in Opportunity Marketing for options that might become available at a later date.  | NA  | Will be determined at the time of the projects.   | 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. We are also planning on using \$8000 to partner with a community or corridor to help them get a base for marketing projects.                       | \$12,000.00 |  |  | No |  |  |  |
| Consumer          | Billboards/Out-of-Home             |     | We would like to keep this marketing segment open as we have discussed it in the past and see that it might be a viable option.   | This will be determined when the project is considered.   | By the increase in traffic.   | We have found that billboards are the main source of turning traffic to several of our attractions including Tizer Gardens, Grant Kohrs Ranch, and an Antique Store.  | \$1.00      |  |  |    |  |  |  |
| Marketing Support | Fulfillment/Telemarketing          | Yes | We use Certified Folder to distribute our travel guides in brochure racks and in certain rest areas around the state as well as to Eastern Washington, Coeur d'Alene area, Idaho Falls, and Salt Lake City. They also do instate delivery of our birding brochures. We use MARS Stout to connect with travelers through the call center. They will also help make up itineraries for travelers, leads that we get, and for our website. | According to 2016 ITRR 25% of people use the brochure information rack. 74% of consumers identify word-of-mouth as a key influencer in their purchasing decision. [Ogilvy/Google/TNS] 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] | 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. | The traveler is not as familiar with our region and doesn't know what specifically to ask for. With our travel guides out and available as much as possible and the call center influencing travelers, we are able to make it easier for them to obtain this information as they travel in the region or to encourage them to come back to Montana. | \$51,400.00 |  |  | No |  |  |  |
| Marketing Support | TAC/Governor's Conference meetings | No  | This money is used for attending TAC and Governor's Conference meetings and any marketing meetings we attend.   | NA  | NA  | This is required and necessary to properly run the tourism region.  | \$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  | We plan to measure the individual projects we implement throughout the fiscal year and the success of those projects.   | 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.  | \$1,000.00  |  |  | No  |                                |  |  |
| Marketing Support | Administration                  | No  | Administration includes personnel, rent, office supplies and basic needs to run an office.  | NA  | NA  | The director is responsible for the daily activities as well as the annual cycle of the business.  | \$85,013.00 |  |  | 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  | This will be done specifically to each project.   | When our cities and attractions can market their businesses it helps to bring in tourists. This is a benefit to the whole state.   | \$10,000.00 |  |  | Yes |                                |  |  |
| Marketing Support | Outreach                        |     | Voices of Tourism educates the public on the benefits of tourism to our region and to Montana.  | N/A   | By the amount of exposure Voices of Tourism is able to generate.  | Voices of Tourism provides data and information to the public on Montana tourism. It would be difficult for each of us to do this individually with our time constraints.  | \$1,500.00  |  |  | No  |                                |  |  |
| Publicity         | Press Promotions/Media Outreach | Yes | In addition to the PR efforts by the Montana Office of Tourism, Southwest Montana also solicits targeted editors, journalists and social media influencers to write about the region. We also respond to reactive press requests through our press room website, 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. | Word-of-mouth has been shown to improve marketing effectiveness by up to 54%. [MarketShare] Over 90% of marketers who employ an influencer marketing strategy in social media believe it is successful. " 2018 Cyber Security Stats & Facts"<br>See additional research and statistics in the attachment. | 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. | 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. | \$18,000.00 |  |  | No  | Public Relations Research.docx |  |  |



|                   |                                    |              |        |
|-------------------|------------------------------------|--------------|--------|
| Marketing Support | Marketing Plan Development         | \$1,000.00   | \$0.00 |
| Marketing Support | Administration                     | \$85,013.00  | \$0.00 |
| Marketing Support | Cooperative Marketing              | \$10,000.00  | \$0.00 |
| Marketing Support | Opportunity Marketing              | \$0.00       | \$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 |
|                   |                                    | \$150,113.00 | \$0.00 |
| Publicity         | Press Promotions/Media Outreach    | \$18,000.00  | \$0.00 |
|                   |                                    | \$18,000.00  | \$0.00 |
|                   |                                    | \$467,022.00 | \$0.00 |

***Miscellaneous Attachments***

---

| Description | File Name | File Size |
|-------------|-----------|-----------|
|-------------|-----------|-----------|

***Reg/CVB Required Documents***

---

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

