



1105 Main Street, Deer Lodge, MT 59722 • Phone/Fax: (406) 846-1943
Internet: southwestmt.com • Email: info@southwestmt.com

MARKETING PLAN FISCAL YEAR 2014

PURPOSE:

The purpose of Southwest Montana Tourism Region is to enhance the economic development of the region through the promotion of tourism. This region includes the counties of Beaverhead, Broadwater, Butte-Silver Bow, Deer Lodge, Granite, Jefferson, Lewis & Clark, Madison and Powell.

This marketing plan establishes a strategy that will coordinate Southwest Montana's marketing efforts and allow the region to a) Identify Southwest Montana's target markets; b) Develop a unified message and theme to reach these markets; and c) Through this message entice potential visitors to increase both their length of stay and the dollar amount spent in the region.

IDENTITY:

Strengths:

Primary—

- **Historical Opportunities—** Southwest Montana dominates the state with its numerous historical opportunities found throughout the region. Some of these attractions include:
 - *Ghost Towns—* Nevada City, Bannack State Park and Garnet Ghost Town. According to Institute for Tourism and Recreation Research (ITRR), 14% of visitors that spent a night in Southwest Montana in 2012 visited a ghost town.
 - *Historic Sites—* Lewis & Clark Caverns, Grant-Kohrs Ranch, Big Hole National Battlefield, Virginia City, Elkhorn Mining Town and Old Montana Prison. Currently 29% of Montana leisure travelers visited a historic attraction other than a Lewis & Clark site or a Native American site.* This is up 4% from 2011.
 - *Lewis & Clark Sites—* Gates of the Mountains, Beaverhead Rock State Park and Camp Fortunate Overlook. Currently 18% of Montana vacationers visit a Lewis & Clark site.*
 - *Museums—* World Museum of Mining, Beaverhead County Museum, Montana Historical Society Museum, Piccadilly Museum of Transportation, Granite County Museum, Mineral Museum, Broadwater County Museum, Jefferson Valley Museum, Exploration Works and Montana Auto Museum. Currently 18% of Montana vacationers visit a museum.*

- **Cultural Opportunities**— The region is also rich in genuine western heritage that is expressed through live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, authentic rail tours, pow-wows, farmers’ markets and more. The latest quarterly research from the ITRR states that 20% of visitors to the region attended a festival/special event and/or visited a farmer’s market.* In FY13, Southwest Montana supported the Montana Folk Festival and the Montana Shakespeare Company with cooperative funds.
- **Natural Resources**— We have an abundance of natural hot springs throughout the region and several radon health mines. Southwest Montana also has many rock hounding opportunities available for crystals, sapphires, garnets, gold and agates. In addition, many geological structures are located in several places in the region. Thirteen percent of visitors to the region visited a hot springs and 6% went rockhounding.*
- **Proximity to Surrounding Destinations**— Southwest Montana Tourism Region lies between Yellowstone and Glacier National Parks, two of Montana’s major visitor attractions. ITRR research for 2012 indicated that 10% of visitors to Montana visited both parks. This is up slightly over 2011. In addition, the majority of travelers come to Montana by vehicle. Two interstate highways, I-90 and I-15 bisect Southwest Montana Tourism Region. Recent data reflects that 86% of vacationers that spent at least one night in Southwest Montana visited either Glacier or Yellowstone National Park.*
- **Affordable**— While the economy is still in flux and air travel to Montana is also a difficult hurdle to overcome, Southwest Montana is an affordable destination for travelers to visit — from attractions to lodging — a variety of options exist to fit anyone’s budget.

*Source: *ITRR Custom Report: 2012 First through Fourth Quarter Nonresident Visitor Characteristics.*

Secondary—

- **Recreational Activities**— Southwest Montana offers an abundance of outdoor recreational activities including wildlife watching/birding, photography, fishing, hunting, hiking, horseback riding, biking, golfing, boating, canoeing, rafting, kayaking, swimming, rock hounding, alpine & Nordic skiing, snowboarding, snowmobiling, ice fishing, ice skating and much more. Montana vacationers participate in a wide variety of outdoor activities. According to ITRR data, in 2012 the region saw an increase in participation of the following activities from visitors that spent at least one night in Southwest Montana.*

Scenic Driving – 70%
Wildlife Watching – 40%
Nature Photography – 38%

Day Hiking – 36%
Birding – 11%

- **Visitor Information Centers**— Southwest Montana has visitor centers located throughout the region. These visitor centers contain brochures and literature from all over Southwest Montana. In addition, they have travel advisors to help educate tourists on attractions and events.

- **Facilities**— The region contains a wide variety of accommodations through hotels, motels, bed & breakfasts, cabins, working cattle ranches and dude ranches as well as public and private campgrounds.

*Source: *ITRR Custom Report: 2012 First through Fourth Quarter Nonresident Visitor Characteristics.*

Challenges:

- **Identity/Image**— The name “Gold West Country” is not tied-in to a specific destination within Montana. Therefore in 2012, the board decided to change its name to “Southwest Montana” or “Southwest Montana Tourism Region” (depending on applicable usage). This decision was based in part on the fact that visitors can actually pinpoint “southwest Montana” on a map and conduct search engine searches without having to know the name “Gold West Country”.

Now the challenge is to rebrand the region through bold imagery of the area and its significant attractions so that the area renders a definite picture in the minds of potential visitors. Aligning with the Montana Office of Tourism (MTOT) and the Montana brand standards helps reinforce Southwest Montana Tourism Region as a vacation destination.

- **Economic Conditions**— Bed tax collections for Southwest Montana Tourism region were up 7% in 2012 over 2011.* However, the latest consumer confidence report states that consumer confidence is down from March 2012.** The good news is that while gas prices are expected to rise in 2013, the overall cost of gas is down over 2012.***
- **Transportation**— Access via airline into Southwest Montana can be limiting. However, in 2012 the region saw an increase in air travel from 10% in 2011 to 14% in 2012.**** Upon arrival, intrastate transportation businesses (i.e. car rental, buses, taxis) do not always afford the flexibility needed to travel through the region and/or the state. This factor plays into why most visitors to Montana travel by auto/truck (67%) or RV/trailer (14%).****
- **Maintaining the Lodging Tax**— Voices of Montana Tourism was launched in 2011 to increase awareness among elected officials and Montana residents about tourism’s impacts and its benefits. This effort is vital if the tourism industry is to maintain the lodging tax and seems thus far to be effective — there were no bills passed regarding the reallocation of funds of the accommodations tax in the 2013 legislative session.

If Montana is to maintain its market share in tourism — and attract high-value, low-impact visitors, especially during off-peak seasons — it must maximize the amount of its lodging tax dollars spent on promotion and leverage those dollars with other partners.

- **Closures**— During the “off-peak” season there are many closures throughout Southwest Montana in terms of attractions and services.
- **Lack of Meetings & Convention Facilities**— The region could balance its “off-peak” season with potential meetings & convention business, but Southwest Montana Tourism Region faces the challenge that there are not many facilities in the region outside of Helena and Butte to accommodate larger groups.

- **Natural Resource Management** – Fish Wildlife and Parks continues to restrict the number of non-resident hunting licenses, and this limitation has negative impacts on several businesses in Southwest Montana that rely on this type of traffic. In recent years there have been licensing restrictions for Outfitters and Guides that has negatively affected these entities' abilities to provide their services to visitors.
- **Lack of Wayfinding Signage**— Many communities throughout the state have begun to review signage in their communities and the ease of which visitors can readily find directions to key attractions in the area. These projects take an incredible amount of coordination community-wide to put a plan into place and fund it. Currently Southwest Montana Tourism Region does not have the resources to help communities in the region undertake this monumental task.

*Source: *MTOT Bed Tax Collections Report 2013*

**Source: *The Conference Board: Consumer Confidence Index, March 26, 2013.*

***Source: *U.S. Department of Energy, February 2013.*

****Source: *ITRR Custom Report: 2012 First through Fourth Quarter Nonresident Visitor Characteristics.*

GOALS:

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

- Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
- Build awareness and entice the geotourist to come and experience Southwest Montana.
- Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
- Create and maintain a consistent brand image of the region through all marketing efforts including advertising, publicity, collateral material, Internet development, social media channels and cooperative marketing programs.
- Work with the regions, CVBs, TBIDs and MTOT to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
- Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational and historical opportunities this region has to offer.
- Increase marketing efforts to regional and statewide areas during off-peak season.
- Include content in our travel guide, on our website and through our social media networks that will educate the traveler about Southwest Montana's Native American culture. Make this content available to Southwest Montana Tourism Region members, Visitor Centers and the Call Center.

- 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.

STRATEGIC PLAN:

Southwest Montana supports the 2013-2017 strategic plan.

OBJECTIVES:

Bed tax collection reports from the Department of Revenue (based on a calendar year) indicated that Southwest Montana Tourism Region's overall bed tax collections for 2012 were up 7%. Shoulder season collections (based on quarterly information) were up 3% from Jan-March and remained flat from October-November.

Our FY14 objectives are as follows:

- Increase overall bed tax collections by 3%.
- Increase first and fourth quarter bed tax collections (shoulder seasons) by 1%.
- Continue to edit our website to make it more interactive and responsive to mobile devices/tablets. Expand our usage of social media networks.
- Add more video and podcasts to our website.
- Increase social media fans/followers by 12%.
- Increase social media interactions by 5%.
- Continue to utilize the data gathered in the guest books at the visitor centers to review travel patterns over the years as to the geographic origination of Southwest Montana visitors and what the visitors travel plans are in the state.
- Increase call center requests (calls, emails, internet guide requests, reader service) by 10%.
- Increase the number of user sessions on the consumer website by 5%.
- Increase the number of user sessions to the pressroom website by 2%.
- Continue distribution of the guides and birding brochure through the call center; throughout Montana via our members and Certified Folder Display; and into Spokane, WA and Salt Lake City, UT via Certified Folder Display.
- Have at least four publicity mentions about Southwest Montana.
- Have each FAM trip conducted in Southwest Montana generate at least one story about the region

within one year of the trip.

- Continue to distribute a publicity value report to the Southwest Montana Tourism Region board.
- Complete all of the marketing projects in the marketing plan.
- Build consistent, long-term marketing strategies and programs in the marketing plan.

TARGET GEOGRAPHIC MARKETS:

Target geographic markets have been defined using data available from Southwest Montana Tourism Region's inquiry tracking profiles, research studies conducted by the ITRR, inquiries from our advertising efforts and information compiled at MTOT. These markets are identified for consumer advertising placement, publicity and collateral material distribution.

Primary Markets— Idaho, Iowa, Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Washington, Wisconsin and Wyoming

Secondary Markets— Alberta, California, Colorado, Florida, Illinois, New York, Ohio, Oregon, Pennsylvania, Texas and Utah

TARGET DEMOGRAPHICS:

Primary—

Active Mature— This segment 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 2012 data from the ITRR, 40% of visitors to the region were between the ages of 55-64. The same data reveals that 50% 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.

Families/Boomers— Married couples or singles 35-54 years of age, college educated, with children usually less than 18 years of age in the household and income of \$60,000+. (This may include grandparents with young grandchildren). Data collected by the ITRR for 2012 indicates that 40% of visitors to the region are between the ages of 35-54.

This segment seeks a memorable family experience that involves visiting state and national parks and historic sites; participating in festivals and fairs; learning about western history and Native American culture; and participating in a number of recreational opportunities such as hiking, backpacking, wildlife watching, rock hounding and usage of lakes and rivers. Data collected by the ITRR for 2012 reveals that 16% of travelers to Southwest Montana were traveling with “immediate family”.

Geotourist — Geotourists make up 55.1 million American travelers. The Geotourism segment that appears to be most closely aligned with Montana’s tourism values is the “Geo-savvy” segment. This target demographic is usually more middle-income and outdoorsy in nature. More than one quarter reside in the nearby Pacific region, and 10% live in the Mountain region. Twenty eight percent are young adults under the age of 35. Sixty percent have a college degree while 33% have a graduate degree. Thirty eight percent have annual incomes over \$75,000 and another 17% of households earn \$100,000+.

Secondary—

Travel Writers— 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.

*Film Production/
Still Photography*—

Production companies seeking unique locations for film, commercial or television production as well as still photography for print advertising or collateral.

MARKETING STRATEGY:

Through the following marketing strategy Southwest Montana Tourism Region will strive to meet the goals defined earlier within this plan.

Primary—

- Continue advertising in quality national and regional publications (magazines) that reach Southwest Montana’s defined market segments as well as niche publications when appropriate (such as *Audubon*). Continue Internet advertising on key travel planning and lifestyle websites.
- Continue to print and distribute the Southwest Montana Travel Planner. Distribution of this guide will be through inquiry fulfillment from advertising efforts; Visitor Information Centers, Chambers of Commerce, sites and attractions, and targeted rack placement both within the state of Montana and surrounding areas (i.e. Spokane and Salt Lake City); as well as through consumer travel shows.

- Continue to expand, update and make modifications to the current website to further enhance the image of Southwest Montana created in the travel guide, the print advertising campaign and public relations.
- Continue to make updates/modifications to the mobile website.
- Continue development of our direct e-newsletter list and the distribution of monthly e-blasts to this audience.
- Continue to develop content for social media channels to further enhance the image of Southwest Montana created in the travel guide, the advertising campaign, the website and public relations.
- Continue public relations efforts through actively pitching travel editors and writers different story ideas based on editorial calendars and blog content.
- Continue to update the pressroom created in FY13. This pressroom serves as a resource for interested journalists, providing them with story ideas, photography, a calendar of events and contact information.
- Create new brand identity materials to incorporate the region's new name and to further align the region's marketing materials with MTOT.

Secondary—

- Support and participate in FAM tours with MTOT and other regions.
- Supply Southwest Montana Tourism Region members and other regions with guides for distribution at additional travel shows.
- Continue support of the Superhost program.
- Continue support of the visitor information centers in cooperation with other regions and local tourism providers.
- Continue support of local tourism providers through cooperative marketing dollars.
- Work with Montana Film Office to attract film and commercial production to Montana and specifically to Southwest Montana.
- Contract with a reputable call center to answer all phone and e-mail inquiries received through the Southwest Montana 800 number. By working with this company we are able to provide information to our potential visitors through customized software pertaining to our region.
- Continue our DMO sponsorship program with Trip Advisor representing nine communities in Southwest Montana including Anaconda, Butte, Deer Lodge, Dillon, Ennis, Helena, Philipsburg, Nevada City and Virginia City.
- Continue to support our members through our quarterly e-newsletter along with the continued creation of programs that allow members to reach potential visitors.

FY14 BUDGET:

Project Description	Project Budget	Total Budget
Marketing Support		\$88,306
Administration (max 20%)	\$71,721	
Cooperative Marketing (max 20%)	\$5,000	
VIC's	\$5,300	
Opportunity Marketing (max 10%)	\$2,000	
TAC/Gov Conf/Partners Mktg	\$1,500	
Joint Ventures - RMI	\$1,785	
Joint Ventures - Superhost Program	\$1,000	
Consumer Advertising		\$85,493
Print & Internet	\$83,493	
Joint Ventures - w/ Montana Office of Tourism	\$2,000	
Internet		\$51,400
Website Maintenance/Upgrades	\$4,000	
SEM, SEO & Facebook Promotion	\$6,000	
Social Media Campaign	\$11,000	
Mobile Website/App Development & Enhancements	\$8,000	
Video Footage Acquisition & Production	\$12,000	
New Content Features & Enhancements	\$4,600	
Monthly Email Newsletter	\$4,200	
Administration & Project Management	\$1,600	
Strategic Planning		\$5,500
Marketing Plan Development FY15	\$2,000	
Brand Identity Materials	\$3,500	
Publications		\$64,015
Travel Guide	\$63,915	
Birding Brochure	\$100	
Publicity		\$15,000
Public Relations	\$12,000	
Fam Tours	\$3,000	
Telemarketing/Fulfillment		\$49,890
Postage/UPS	\$13,400	
Instate Delivery Service	\$18,340	
Fulfillment/Call Center Contractors	\$17,850	
Miscellaneous (mailing supplies, etc...)	\$300	
TOTAL BUDGET REQUESTED		\$359,604
Projected Revenue	\$359,604	
Rollover Funds and Uncommitted Funds	\$0	

Projects that would be reduced if revenue decreased would be administration, website projects, opportunity marketing, advertising, and telemarketing.

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Marketing Support – VICs
Application Completed by Sarah Bannon

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input checked="" type="checkbox"/>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Visitor information centers, located throughout Montana, need additional funding to staff the facilities throughout the summer. Funding provided by Southwest Montana Tourism Region allows the facilities to stay open longer hours during the peak tourism season. Southwest Montana Tourism Region is requesting final approval of funding for two visitor centers and preliminary funding for three visitor centers.

Final Funding Request:

Lost Trail Visitor Center:

Southwest Montana Tourism Region shares the expenses of funding the Lost Trail Visitor Center through a joint cooperative effort with Glacier Country and Sandpoint, Idaho. The staff at this visitor center sends many visitors down to Dillon and over to the Wisdom area as well as directing traffic to Anaconda. This staff does a great job of giving out our information and educating travelers about Southwest Montana.

Currently the information center tracks its visitors through a guestbook. The data gathered at the Lost Trail Visitor Center in 2012 revealed that visitors to the center came from Idaho, Washington, Montana, California, Florida, Arizona, Wisconsin, Oregon, Texas and Minnesota. The visitor center's visitation increased in 2012 by 19% (total visitors were 7,209). The center was open 749 hours in 2012. The center received 6,057 visitors in 2011 and was open 900 hours.

Anaconda Visitor Center:

Southwest Montana Tourism Region would also like to support the Anaconda Visitor Center by providing funds to extend the hours of operation. In 2012 the center was open 779 hours and hosted 3,800 visitors. This was a visitor increase of 5% from 2011 when the facility was open 815 hours and saw 3,619 visitors.

The data gathered at the Anaconda Visitor Center revealed that visitors came from Florida, Washington, California, Oregon, Utah, Wyoming, Texas, Wisconsin, Idaho and Arizona.

Preliminary Funding Request:

The Ennis Visitor Center received grant funding from the Montana Office of Tourism and therefore may not need to accept the full amount of \$2,000 Southwest Montana Tourism Region has allocated in FY14. In addition, the region has been speaking with representatives from the Dillon and Lima visitor centers. Both communities are hopeful that they will have operating visitor centers in FY14. Therefore,

we may reallocate the funds for Ennis to either (or both) of the other centers. The region will submit additional information for final approval.

Ennis Visitor Center:

In 2012 the center was open 490 hours and hosted 2,058 visitors. This was a visitor decrease of 2% over 2011 when the facility was open 696 hours and saw 2,106 visitors.

The data gathered at the Ennis Visitor Center revealed that visitors came from California, Pennsylvania, Idaho, Washington, Arizona, Florida, Colorado, Ohio and Texas.

Objectives

Southwest Montana Tourism Region will strive to achieve the objectives listed below within FY14.

1. Increase visitation at all visitor centers by 2%.
2. Continue to utilize the data gathered in the guestbooks at each center to review travel patterns over the years as to the geographic origination of Southwest Montana visitors and what the visitors travel plans are in the state.

Identify the portions of your marketing plan that support this project.

The following Southwest Montana Tourism Region goals from the marketing plan are met with this project.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
3. Build awareness and entice the geotourist to come and experience Southwest Montana.
4. Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational, and historic opportunities this region has to offer.
5. Include content in our travel guide, on our website and through our social media networks that will educate the traveler about Southwest Montana's Native American culture. Make this content available to Southwest Montana Tourism Region members, Visitor Centers and the Call Center.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Marketing Support - VICs

	State Tourism Funds		Other Funds		Total
Infrastructure:					
Lost Trail Visitor Center	\$1,200	+	\$0	=	\$1,200
Anaconda	\$2,000	+	\$0	=	\$2,000
Ennis/Lima/Dillon	\$2,100	+	\$0	=	\$2,100
TOTAL	\$5,300		\$0		\$5,300
PROJECT TOTAL	\$5,300	+	\$0		\$5,300

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Marketing Support – RMI
Application Completed by Sarah Bannon

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Southwest Montana Tourism Region has been participating in RMI for seven years and would like to continue to support this venture. RMI provides Southwest Montana a unique, affordable opportunity to meet with tour operators interested in bringing international visitors to the region. In FY13 there were 44 operators at the Roundup. While it is difficult to track results for this program, we hear from our members that international travel continues to be a key component regarding overall visitation and is very important to our guest/working ranch members.

Objectives.

Southwest Montana Tourism Region will strive to achieve the objectives listed below within FY14.

1. Continue to meet with at least 30 tour operators at the Roundup and encourage these operators to create trips that will bring visitors to the region.

Identify the portions of your marketing plan that support this project.

The following Southwest Montana Tourism Region goals from the marketing plan are met with this project.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
3. Build awareness and entice the geotourist to come and experience Southwest Montana.
4. Work with the regions, CVBs, TBIDs and MTOT to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
5. Include content in our travel guide, on our website and through our social media networks that will educate the traveler about Southwest Montana's Native American culture. Make this content available to Southwest Montana Tourism Region members, Visitor Centers and the Call Center.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: RMI

	State Tourism Funds		Other Funds		Total
MARKETING/ADVERTISING:					
Logo Inclusion	\$35	+	\$0	=	\$35
Participation Cost	\$550	+	\$0	=	\$550
		+		=	\$0
TOTAL	\$585		\$0		\$585
TRAVEL:					
Personal Car	\$575	+	\$0	=	\$575
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$100	+	\$0	=	\$100
Lodging	\$500	+	\$0	=	\$500
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$1,175		\$0		\$1,175
OTHER:					
Misc. (Fliers, etc.)	\$25	+	\$0	=	\$25
		+		=	
TOTAL	\$25		\$0		\$25
PROJECT TOTAL	\$1,785	+	\$0		\$1,785

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Consumer Advertising
Application Completed by Sarah Bannon

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input checked="" type="checkbox"/>	Preliminary (media plan)

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Southwest Montana Tourism Region will continue advertising in key regional/national publications as well as explore niche publications that reach the region’s target audience. These publications will be consumer travel-oriented publications with relevant editorial about traveling in the West. We will look for publications featuring historic travel, national park travel and birding as well as specific information on Montana and/or Southwest Montana attractions. Southwest Montana Tourism Region will also continue an online banner advertising campaign on travel and lifestyle sites that reach the target geographic and demographic markets outlined in the narrative of the marketing plan.

When possible Southwest Montana Tourism Region will partner with MTOT, other regions/ CVBs/ TBIDs and members to further stretch the region’s marketing dollars. Publications and websites that Southwest Montana Tourism Region would consider advertising with include (but are not limited to) the following:

- AAA Publications
- Airport Advertising
- American Heritage
- Audubon
- Away Network
- Backpacker
- Better Homes & Gardens
- Budget Travel
- BudgetTravel.com
- The Collective (network of internet sites)
- Discovery Digital
- Delta Sky
- Facebook
- Flickr
- Good Housekeeping
- Google.com
- Grooveshark.com
- Glacier Country Guide
- History
- iExpore.com
- Madden Media
- Matador
- MSN.com
- National Geographic
- NationalGeographic.com
- National Geographic Traveler
- New Yorker
- Northwest Travel Magazine
- Northwest WorldTraveler
- Oh, Ranger! (American Park Network)
- OhRanger.com
- Outside
- Outside: Go
- Outside.com
- Pandora
- Pandora.com
- Preservation
- Rdio
- Reader’s Digest
- Salon.com
- Shazam
- Smithsonian
- Smithsonian.com
- StarTribune
- StarTribune.com
- Sunset

- Sunset: Northwest
- Sunset.com
- Travel and Leisure
- Travelandleisure.com
- Travelmindset.com
- Tripadvisor.com
- TubeMogul (network of Internet sites)
- Twitter
- USA Today
- Yahoo.com
- Yahoo Network
- Yellowstone Country Guide
- Yellowstonepark.com

A complete media plan will be submitted to the Tourism Advisory Council for final approval.

Objectives.

Southwest Montana Tourism Region's bed tax collections were up 7% in 2012. In FY13 we saw our call center inquiries increase 48% over FY12. And our banner advertising campaign continues to perform at or above national averages (0.11%) and website visits have increased 11%. As we head into the FY14 advertising cycle, we hope to see continued growth in our overall inquiry numbers.

Therefore, Southwest Montana Tourism Region will strive to achieve the objectives listed below within FY14.

1. Increase bed tax collections by 4%.
2. Increase call center requests (calls, emails, internet guide requests, reader service) by 10%.
3. Increase the number of user sessions on the website by 5%.
4. Increase first quarter and fourth quarter bed tax collections (shoulder seasons) by 1%.

Identify the portions of your marketing plan that support this project.

The following Southwest Montana Tourism Region's goals from the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Southwest Montana.
3. Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
4. Create and maintain a consistent brand image of the region through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Work with the regions, CVBs, TBIDs and MTOT to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
6. Increase marketing efforts to regional and statewide areas during off-peak season.
7. 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.
8. Include content in our travel guide, on our website and through our social media networks that will educate the traveler about Southwest Montana's Native American culture. Make this content available to Southwest Montana Tourism Region members, Visitor Centers and the Call Center.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Consumer Advertising

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Concept Development	\$2,500	+	\$0	=	\$2,500
Copywriting	\$750	+	\$0	=	\$750
Art Direction	\$1,500	+	\$0	=	\$1,500
Design/Layout/Prepress	\$4,500	+	\$0	=	\$4,500
Photography	\$1,000	+	\$0	=	\$1,000
Project Management	\$2,500	+	\$0	=	\$2,500
		+	\$0	=	
TOTAL	\$12,750		\$0		\$12,750
MEDIA:	\$70,743	+	\$0		\$70,743
The actual media plan will be submitted to Audits & Apps for final approval.					
TOTAL	\$70,743		\$0		\$70,743
PROJECT TOTAL	\$83,493	+	\$0		\$83,493

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Internet
Application Completed by Sarah Bannon

Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
--

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

A recent infographic created by Funsherpa contains a number of facts that influence the region's online planning tools. Currently 87% of travelers use the Internet to plan. Social media and increased access to mobile devices continues to play a vital role in this planning process. Of those 87% that use the Internet to plan,

- 45% sourced their initial trip idea online
- 31% watched a travel video
- 52% changed their travel plans after reading peer reviews
- 85% use their smart phone while traveling
- 30% used mobile apps to find hotel deals

As a result, we are building our website to accommodate increased usage and advancements made in technology along with continuing to strengthen our mobile site and social networks.

Monthly Website Maintenance & Development:

Keeping the Southwest Montana website current and up-to-date is extremely important in order to encourage repeat visitation to the site and travel to the region. These updates include home page and design enhancements, refreshing images on a seasonal basis, ongoing requests, updates and bug fixes throughout the year, trip planner and campground finder updates, maintenance of web services & back-end components as well as periodic updates to the website committee regarding website and social media statistics.

Search Engine Marketing, SEO Work & Facebook Promotion:

During the year we will continue to focus attention on search engine optimization of the website and mobile site. Key target areas will be focused on in order to improve rankings and build traffic to the site. In addition, we've designated \$200/month (\$2,400 total) for promoting key Facebook posts/ Facebook advertising and conducting some very small Google Adwords buys targeted toward key landing pages as recommended by the website committee.

Social Media Management:

We've increase the social media campaign budget slightly for FY14 in order to cover additional time associated with the creation and maintenance of a Pinterest presence for Southwest Montana. We will continue to grow and expand Southwest Montana's Facebook, Twitter and YouTube presence with frequent updates and additional features throughout the year.

Other regions are spending tens of thousands of dollars running promotions and contests associated with their Facebook and other social media channels. While we have not included contest/promotions in the budget, this would be something we would like to consider if additional funding becomes available during the year.

Mobile Website/App Developments & Enhancements:

As the number of mobile users and devices continues to increase it is clear we need to put more emphasis on our mobile channels. Optimizing the site/content for tablet devices will be addressed during FY14. We will also continue to expand map-based/location features available for our mobile users and increase content included on the mobile site. Priorities for the mobile site (and possibly app deployment) will be established by the Southwest Montana website committee.

Video Footage Acquisition & Production:

Our goal is to film and create a minimum of five new videos during FY14. The website committee has established an initial list of topics and we will continue to update that with their input throughout the year. This line item includes the cost of shooting new footage, color correcting selected footage, creating 20-30 still images (from video frame captures for each topic), and producing each video presentation.

New Content Features & Enhancements:

Prior to the start of FY14 we will meet with the website committee to establish a priority list of new content to be created for the Southwest Montana website and mobile site. Key areas that have already been identified include the expansion of the bike trail section, addition of hiking trails, creation of more day trips/itineraries and expanded hot springs information.

Monthly E-mail Newsletter:

We will continue to design and distribute the Southwest Montana Tourism Region monthly newsletter to highlight attractions and activities through the region. This newsletter will be produced and disseminated on a monthly basis. Careful attention will be paid to ensure that all areas of region are represented over the course of the year. Southwest Montana communities will be encouraged to submit events and story ideas to be featured in the monthly newsletter.

Administration & Project Management:

A small amount of money has been included in the budget to cover project management and administrative time as well as a portion of travel expenses.

Objectives.

Southwest Montana Tourism Region will strive to achieve the objectives listed below within FY14.

1. Increase the number of user sessions on the website by 5%.
2. Increase the number of fans on Facebook by 10%.
3. Increase interaction on the Facebook page by 8%.
4. Increase the number of followers on Twitter by 15%.
5. Begin tracking interaction on the Twitter page to form baseline data.

6. Increase the number of views on the YouTube Channel by 3%.
7. Increase the number of direct e-mail newsletter participants by 5%.
8. Create baseline data for Pinterest.

Identify the portions of your marketing plan that support this project.

Ongoing maintenance and improvements to the website provides potential visitors relevant information for travel planning. This helps Southwest Montana Tourism Region reach many of its goals within the marketing plan.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Southwest Montana.
3. Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
4. Create and maintain a consistent brand image of the region through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Work with the regions, CVBs, TBIDs and MTOT to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
6. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.
7. Include content in our travel guide, on our website and through our social media networks that will educate the traveler about Southwest Montana's Native American culture. Make this content available to Southwest Montana Tourism Region members, Visitor Centers and the Call Center.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Internet

	State Tourism Funds		Other Funds		Total
Website:					
Monthly Website Maintenance/Upgrades	\$4,000	+	\$0	=	\$4,000
SEM, SEO & Facebook Promotion	\$6,000	+	\$0	=	\$6,000
Social Media Management	\$11,000	+	\$0	=	\$11,000
Mobile Website/App					
Development & Enhancements	\$8,000	+	\$0	=	\$8,000
Video Footage Acquisition & Production	\$12,000	+	\$0	=	\$12,000
New Content Features & Enhancements	\$4,600	+	\$0	=	\$4,600
Monthly Email Newsletter	\$4,200	+	\$0	=	\$4,200
Administration & Project Management	\$1,600	+	\$0	=	\$1,600
PROJECT TOTAL	\$51,400	+	\$0	=	\$51,400

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Marketing Plan Development
Application Completed by Sarah Bannon

<p style="text-align: center;">Approval Requested</p> <p style="text-align: center;"><input checked="" type="checkbox"/> Final</p> <p style="text-align: center;"><input type="checkbox"/> Preliminary</p>

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Marketing Plan defines the goals and objectives of Southwest Montana Tourism Region in the next fiscal year. And the FY15 plan will include a major overall from previous years as the Tourism Advisory Council redefines the criteria for the marketing plan for the regions/CVBs. We employ our marketing agency to:

1. Analyzing the previous year (overall plan review and project evaluation as well as a demographic and geographic analysis).
2. Set up board retreat if deemed necessary in addition to our annual meeting to help decide on goals.
3. Preparing the written plan, project proposals and the final budget for submission to the Tourism Advisory Council.

Objectives.

1. Build consistent, long-term marketing strategies and programs.
2. Complete all of the marketing projects in the marketing plan.
3. Increase visitation to Southwest Montana.

Identify the portions of your marketing plan that support this project.

All areas of the marketing plan are supported by this project.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Marketing Plan

	State Tourism Funds		Other Funds		Total
Marketing Plan:					
Marketing Plan Development	\$2,000	+	\$0	=	\$2,000
TOTAL	\$2,000		\$0		\$2,000
PROJECT TOTAL	\$2,000	+	\$0		\$2,000

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Brand Identity Materials
Application Completed by Sarah Bannon

Approval Requested	
<input checked="" type="checkbox"/> Final	
<input type="checkbox"/> Preliminary	

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The name change from Gold West Country to Southwest Montana occurred midway through FY13. Therefore in FY14, we'd like to create a new logo that reflects the new name along with a graphic standards manual that will be shared with our marketing partners and members. The design of these materials will reflect the Montana Office of Tourism's brand in order to strengthen the identity of the region with MTOT's efforts.

Objectives.

1. Build a consistent look/feel for all Southwest Montana marketing materials.
2. Share this information with our marketing partners and members so that they too may use the materials in their marketing efforts to further align with the region.

Identify the portions of your marketing plan that support this project.

All areas of the marketing plan are supported by this project.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Brand Identity Materials

	State Tourism Funds	Other Funds	Total
Brand Identity:			
Logo Creation and Graphic Standard Manual	\$3,500	+	\$0 = \$3,500
TOTAL	\$3,500		\$0 = \$3,500
PROJECT TOTAL	\$3,500	+	\$0 = \$3,500

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Travel Guide
Application Completed by Sarah Bannon

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The travel guide is distributed to individuals interested in traveling within Southwest Montana. It contains information about area attractions, loop tours, maps, pictures, schedule of events, recreational opportunities, cultural attractions and lodging. In FY14 we plan to review the entire contents of the guide and the layout of the content.

The travel guide is the primary response piece for inquiries made as a result of ads placed or publicity generated. It is also used as a fulfillment piece for our website and at consumer travel shows. We currently contract with Certified Folder Display to distribute the travel guide in racks throughout the state year-round, and have also added distribution outside of the state in two markets: Spokane, WA and Salt Lake City, UT. Certified Folder delivers our guides in-state on the Glacier route, Missoula/5 Valleys route and the Yellowstone route.

Objectives.

1. Through guide distribution, encourage visitation to and within Southwest Montana as measured by increasing the current level of bed tax collections by 3%.
2. Continue distribution of the guides in the regional markets Spokane, WA and Salt Lake City, UT.

Identify the portions of your marketing plan that support this project.

The production of the travel planner helps reach a number of our goals.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Build awareness and entice the geotourist to come and experience Southwest Montana.
3. Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
4. Create and maintain a consistent brand image of the region through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational, and historical opportunities this region has to offer.
6. Increase marketing efforts to regional and statewide areas during off-peak season.

7. Include content in our travel guide, on our website and through our social media networks that will educate the traveler about Southwest Montana’s Native American culture. Make this content available to Southwest Montana Tourism Region members, Visitor Centers and the Call Center.
8. 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.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

PRINTED MATERIALS

Publication: Travel Guide Quantity: 165,000
 Color: 4-Color Paper Stock: Recycled 60# text
 # Of Pages or Folds: 64 page self cover Size: 8 ¼ " x 10 ¾ "
 Ad Sales (Yes or No): Yes Percentage: 19%
 Distribution Plan (areas & method): Shipping to Missoula: Bulk cartons on skids. We will use the travel guides as fulfillment for all of our inquiries. The call center and the business office in Deer Lodge will mail the guides. Certified Folder Display and Southwest Montana Tourism Region members will also distribute them throughout the state and Canada. We will distribute travel guides at travel shows if applicable. Guides will be distributed in Spokane, WA and Salt Lake City, UT through Certified Folder Display.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Travel Guide

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Copywriting	\$1,100	+	\$0	=	\$1,100
Art Direction	\$1,200	+	\$0	=	\$1,200
Photography	\$4,000	+	\$0	=	\$4,000
Proofing	\$1,000	+	\$0	=	\$1,000
Design/Layout/Prepress	\$10,000	+	\$0	=	\$10,000
Proofs/shipping	\$800	+	\$0	=	\$800
Project Management	\$4,225	+	\$0	=	\$4,225
TOTAL	\$22,325		\$0		\$22,325
Printing:	\$41,590	+	\$20,000	=	\$61,590
PROJECT TOTAL	\$63,915	+	\$20,000		\$83,915

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Birding Brochure
Application Completed by Sarah Bannon

Approval Requested
<input type="checkbox"/> Final
<input checked="" type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Southwest Montana Tourism Region has in recent years produced a birding brochure. We recognize that we do not have the funding right now to redesign this piece, but are hopeful that additional funds will become available later in the fiscal year. Therefore, we are submitting an application as a placeholder until additional funds can be secured.

Objectives.

1. Create a birding fulfillment piece and use FY14 as the baseline year to determine the measurement tools that will be used to review its success.

Identify the portions of your marketing plan that support this project.

The production of this birding project helps reach a number of our goals.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Build awareness and entice the geotourist to come and experience Southwest Montana.
3. Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
4. Create and maintain a consistent brand image of the region through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational and historical opportunities this region has to offer.
6. Increase marketing efforts to regional and statewide areas during off-peak season.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

PRINTED MATERIALS

Publication: Birding Brochure Quantity: 15,000
Color: 4-Color Paper Stock: Recycled 80# text
Of Pages or Folds: 12-panel Size: 24"x18" (folds to 4" x 9")
Ad Sales (Yes or No): Yes Percentage: 8%
Distribution Plan (areas & method): Shipping to Missoula: Bulk cartons on skids. We will use the birding brochure as fulfillment for all of our inquiries. The call center and the business office in Deer Lodge will mail the brochures. Certified Folder Display and Southwest Montana Tourism Region members will also distribute them throughout the state and Canada. We will distribute the birding brochure at travel shows if applicable.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Birding Brochure

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Copywriting	\$0	+	\$0	=	\$0
Art Direction	\$0	+	\$0	=	\$0
Photography	\$0	+	\$0	=	\$0
Proofing	\$0	+	\$0	=	\$0
Design/Layout/Prepress	\$0	+	\$0	=	\$0
Proofs/shipping	\$0	+	\$0	=	\$0
Project Management	\$100	+	\$0	=	\$100
TOTAL	\$100		\$0		\$100
PROJECT TOTAL	\$100	+	\$0		\$100

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Public Relations
Application Completed by Sarah Bannon

Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
--

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In addition to the PR efforts by the Montana Office of Tourism, Southwest Montana Tourism Region also solicits targeted editors and journalists to write about the region. To date in FY13, we've submitted pitches to the following:

Publications:

- *AAA Living Michigan*
- *AAA Living Wisconsin*
- *Alaska Airlines*
- *American Angler*
- *American Cowboy*
- *American Hiker*
- *American History*
- *American Road*
- *American Snowmobiler*
- *American Spirit*
- *American Sport Fishing*
- *Audubon*
- *Backcountry*
- *Backpacker*
- *Bicycling*
- *Bird Watcher's Digest*
- *Fur-Fish-Game*
- *Gateway*
- *Gold Prospector*
- *Gray's Sporting Journal*
- *Group Tour*
- *Hemispheres*
- *History Magazine*
- *History News*
- *In-Fisherman*
- *Journal of the West*
- *Kids Discover*
- *Looking Back*
- *Mountain*
- *Mountain Gazette*
- *Mountain Light*
- *Chronicle of the Old West*
- *Cobblestone: Discover American History*
- *Columbia: The Magazine Of Northwest History*
- *Courier*
- *Cross Country Skier*
- *Elevation Outdoors Magazine*
- *Family Fun*
- *Field & Stream*
- *Fishing Facts*
- *Fly Fish America*
- *Fly Fisherman Magazine*
- *Fly Rod & Reel*
- *Flyfisher*
- *Flyfishing & Tying Journal*
- *Freeskier Magazine*
- *Mountain Living*
- *Muse*
- *National Geographic Extreme Explorer*
- *National Geographic Kids*
- *National Geographic Traveler*
- *Nineteenth Century*
- *Northwest Fly Fishing*
- *Northwest Travel Magazine*
- *Oregon Country*
- *Outdoor Life*
- *Outdoor Sports Guide*
- *Outdoors NW*
- *Outside*
- *Parenting*
- *Parents*

- *Powder*
- *Preservation*
- *Real Fishing*
- *Rocky Mountain Game & Fish*
- *RV Life*
- *SKI Magazine*
- *Seattle Magazine*
- *Sierra*
- *Signature Montana*
- *Ski Canada*
- *Ski Press/Ski Presse*
- *SkiTrax*
- *Skier News*
- *Skiing Magazine*
- *Sky*
- *SledHeads*
- *Smithsonian*
- *SnoWest*
- *Snow Goer*
- *Snowboarder*
- *Spokesman-Review Travel Guide*
- *Sunset Magazine*
- *Supertrax International*
- *Telemark Skier*
- *The Atlantic*
- *The Flyfish Journal*
- *The Historian*
- *The History Channel Magazine*
- *The New Yorker*
- *The Ski Journal*
- *Transworld*
- *Snowboarding*
- *Travel 50 & Beyond*
- *TravelSmart*
- *Trout*
- *Trout Talk*
- *True West*
- *VIA*
- *VIA Mountain West*
- *Vacations*
- *Western Art and Architecture*
- *Western Folklore*
- *Western Historical Quarterly*
- *Western Outdoor News*
- *Western Places*
- *Wild on the Fly*
- *Wild West*
- *Women's Adventure Magazine*
- *Woods & Waters USA*

Websites/blogs/online magazine sites:

- *ABCNews.com*
- *About.com*
- *AOL Travel*
- *Away.com*
- *Backpacker.com*
- *Beyond the Beyond*
- *Canoe & Kayak Magazine*
- *Chronicle Outdoors*
- *Cowboys & Indians*
- *Cross Current Fishing*
- *Elevation Outdoors*
- *Examiner.com*
- *Expedition News*
- *FamilyTravelFiles.com*
- *Family Travel Forum*
- *Family Travel Fun*
- *Family Travel Guides*
- *Family Travel Network*
- *Field & Stream*
- *Field-N-Water*
- *Fishing Fury*
- *Fishing on the Job*
- *Fishrapnews.com*
- *Fly Fisherman*
- *Fly Talk*
- *Frugal Traveler*
- *Gadling*
- *Go Explore Nature*
- *Go Green Travel Green*
- *Gone Fishin'*
- *GORP.com*
- *Green Globetrotter*
- *History*
- *In-Fisherman.com*
- *Making Light*
- *Millard Fillmore's Bathtub*
- *Montana Sporting Journal Blog*
- *National Geographic Adventure*
- *Nerd's Eye View*
- *Newsday.com*
- *Northwest US Travel*
- *Of Dry Flies & Fat Tires*
- *OldWestNewWest.com Travel & History Magazine*

- *Online Travel Review*
- *Orbitz Travel Blog*
- *Outdoor Canada*
- *Outdoor Life*
- *Outdoors Blog*
- *Outdoors Guy*
- *Outdoors Weekly*
- *Outside*
- *Outside Blog*
- *Perceptive Travel Blog*
- *Read Up on It*
- *Reel Time Northwest*
- *Scrawl of the Wild*
- *Senior Travel Blog*
- *Singlebarbed*
- *Sipping Emergers*
- *SlimyTrout.com*
- *Smart News*
- *Sport Fishing*
- *Sports Guide*
- *Suite101.com*
- *Talking Trout*
- *The Honest Angler*
- *The Mad Trout*
- *The New Fly Fisher*
- *The Outdoor News Hound*
- *The Sportsman's Guide*
- *The Travel Ekspert*
- *ThriftyTraveling.com*
- *Travel Babel*
- *Traveling Mamas*
- *Trout*
- *VIA*
- *View From the Wing*
- *Where To Go Next!*
- *Wild West*
- *Yahoo*

Radio/TV Shows:

- A Moment in Time
- Writer's Almanac
- History
- American Experience
- History Television

In calendar year 2012 these specific efforts garnered 13,459,418 impressions and generated 17 articles.

We'd like to continue this project in FY14 and build momentum by:

1. Sending out news releases/pitches with opportunities that would interest travelers to qualified publications/blogs/broadcast outlets.
2. Continuing to generate an earned media report to present to Southwest Montana Tourism Region's board members regarding the impressions associated with each related piece written about the region.
3. Continuing to update the online pressroom that serves as a resource for interested journalists, providing them with story ideas, photography, a calendar of events and contact information.

Objectives.

In 2012 MTOT reported that Southwest Montana had garnered over 82 million impressions in earned media. Earned impressions increased 14% through Southwest Montana Tourism Region's efforts with 17 additional story placements. The region will strive to achieve the objectives listed below in FY14.

1. Increase the audience reached by 10%.
2. Have at least four stories pitched by Southwest Montana Tourism Region efforts (outside of MTOT) be included in publications or online.
3. Present an earned media report to the Southwest Montana Tourism Region Board.

Identify the portions of your marketing plan that support this project.

Many of Southwest Montana Tourism Region’s goals in the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Southwest Montana.
3. Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
4. Create and maintain a consistent brand image of the region through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Work with the regions, CVBs, TBIDs and Montana Office of Tourism to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
6. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.
7. Include content in our travel guide, on our website and through our social media networks that will educate the traveler about Southwest Montana’s Native American culture. Make this content available to Southwest Montana Tourism Region members, Visitor Centers and the Call Center.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Public Relations

	State Tourism Funds	+	Other Funds	=	Total
PROFESSIONAL SERVICES:					
Public Relations	\$12,000	+	\$0	=	\$12,000
PROJECT TOTAL	\$12,000	+	\$0	=	\$12,000

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name FAM Trips
Application Completed by Sarah Bannon

Approval Requested
<u> </u> Final
<u> X </u> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In the past Southwest Montana Tourism Region has assisted the Montana Office of Tourism with group familiarization tours. This has included providing funding to help with transportation, lodging, meals or area attraction entry fees. The region also assists by acting as a liaison between the tours and the area businesses as necessary.

However, recently MTOT has reduced its efforts regarding the coordination of group FAM tours. If MTOT does see an opportunity to promote the region through an individual writer/editor on assignment, we've set aside funds to assist the effort. We will submit additional details once these opportunities materialize with MTOT.

In addition, we will be exploring the opportunity to bring in an individual on assignment and cater a trip to his/her needs. We will submit for final approval once the trip details and budget are finalized.

Below is a list of travel writers from 2006-2012 that have produced articles about the region directly related to a FAM tour. The dates the articles appeared in print and/or online are noted (if available).

2012

- *Sunset* – “Made for Summer” by Miranda Jones (August)

2011

- *Reese* – “Nesten some for i Ville Vesten” by Tore Saether (December)
- *L'Hebdo* – “Le Far West Fait Toujours Recette” by Isabelle Falconnier (October)
- *Golf & Gusto* – “La sfida dell ‘Orso d’oro Old Works” by Alberto Benazzi (September)
- *Netherlands Travel Publication* – “Goudkoorts in het Wilde Westen” by Eric Govers & Liesbeth van der Wal (September)
- *Golf & Gusto* – “In Montana le terme dei cercatori d’oro” by Alberto Benazzi (March/April)
- *About.com* – “Top 10 Montana Attractions” by Angela Brown (June)
- *Pursuit Channel, Tuff TV, Outside TV, Wild TV, Sportsman Channel and Untamed Sports TV* – “Hooked on the Fly” (fly fishing show)

2010

- *TravelAge West* — “Heavenly Helena” by Dawna Robertson (August 9)
- *Watchboom.com* — “Heavenly Helena” by Dawna Robertson (July)
- *Travellingadventurer.com* — “Heavenly Helena” by Paul Mink (June 26)
- *Travellingadventurer.com* — “Tons of Fish and Fun Await in Helena” by Emilia Beth Mink (June 26)

2009

- *Horizon Air* — “Experience the Past: Nevada City” (July)
- *Northwest World Traveler* — “National Folk Festival Comes to West” (April 2) and “Soaking Up Serenity: Jackson Hot Springs” (April 1)
- *Sunset* — “Capital of Creativity: Helena – 48 Hours in Helena” (March)
- *Men’s World (Miesten)* — “Bannack State Park” (February)

2008

- *Apple Daily News* and *1-apple.com.tv* — “Virginia City/Nevada City, Deer Lodge” (July 23)
- Michelle Newman Travel Blog — “Meet Me in Montana” (July 16), “Hello, Helena!” (July 21), “A Pretty Painted Place” (July 31)
- *Lively Times* and *LivelyTimes.com* — “Butte, Montana” (July 14)
- *Golf & Tourism* magazine — “Wild in Style...Montana” (June)

2007

- *Stratos* — “In Pursuit of the Outdoors: Cameron’s Sun West Ranch” (October 1)
- *Mason-Bethel Oxford County Citizen* — Whitehall included in road trip article (October 4)
- *Golf* magazine — “How to Save Strokes: Old Works Golf Course” (July 1)
- *O (Oprah magazine)* — “Breathing Space: Dillon Hillsides” (July 1)
- *True West* — “Mining vs. Ranching: Includes stories on Deer Lodge, Butte” (July 1)
- *Northwest World Traveler* — “The Allure of the West: North American Indian Alliane Pow-Wow in Butte” (June)

2006

- Ken Rohn Articles — wrote a four part series called “Treasure State Adventures (May)

Objectives.

Southwest Montana Tourism Region will strive to achieve the objectives listed below within FY14.

1. To have each FAM trip generate at least two stories about Southwest Montana within a year of the trip.
2. Increase visitation within Southwest Montana as measured by bed tax collections.

Identify the portions of your marketing plan that support this project.

Many of Southwest Montana Tourism Region’s goals in the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Southwest Montana.
3. Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
4. Create and maintain a consistent brand image of the region through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Work with the regions, CVBs, TBIDs and MTOT to utilize cooperative marketing programs as an option to offset the lack of marketing dollars.
6. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.
7. Include content in our travel guide, on our website and through our social media networks that will educate the traveler about Southwest Montana’s Native American culture. Make this content available to Southwest Montana Tourism Region members, Visitor Centers and the Call Center.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: FAM Tours

PUBLIC RELATIONS:	State Tourism Funds	+	Other Funds	=	Total
FAM Tours	\$3,000	+	\$0	=	\$3,000
PROJECT TOTAL	\$3,000	+	\$0	=	\$3,000

Application for projects over \$500

Organization Name Southwest Montana Tourism Region
Project Name Telemarketing/Fulfillment
Application Completed by Sarah Bannon

Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
--

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

- **Postage/UPS:** Cost to respond to consumer inquiries and other travel/tourism related requests. This includes UPS shipping required for sending materials to/from consumer travel shows.
- **Instate Delivery Service:** This expense is for contracted services with Certified Folder Display. They will distribute our travel guide and birding brochure year-round through the Glacier route, Missoula/5 Valleys route and the Yellowstone route.
- **Out-of-State Delivery Service:** This expense is for contracted services with Certified Folder Display. They will distribute our travel guide year-round in the areas of Spokane, WA and Salt Lake City, UT.
- **Fulfillment/Call Center Contractor:** This expense is for the services of a call center to facilitate the handling of our incoming calls, reader service and e-mail as well as to fulfill our leads by sending out our travel guide. Specific duties include:
 1. Customized travel counseling through the Southwest Montana 800 number.
 2. Design and maintenance of customized software that captures and reports essential data including name, address, e-mail address, phone, interests, and travel dates.
 3. Monthly written reports of travel guide distribution, inquiry by geographic region and inquiry by preference. These reports also include call pattern activity.
 4. Data entry of all telephone, mail, e-mail and faxed inquiries.
 5. Inquiry management and servicing of Internet inquiries and information.
 6. Extended hours of operation from 7 a.m. to 6 p.m. Mountain Standard Time, Monday through Friday.
- **Mailing Supplies:** This cost is to supply the call center with the necessary materials to distribute the Southwest Montana Travel Planner. These supplies include envelopes, labels and other miscellaneous items.

Objectives.

Southwest Montana Tourism Region will strive to achieve the objectives listed below within FY14.

1. Identify the top five demographic target markets each month.
2. Identify the top five "interest" markets each month (skiing, hiking snowmobiling etc.).
3. Have all calls answered between the hours of 7 a.m. and 6 p.m. Monday through Friday.

4. Analyze the data gathered to determine target markets for the FY14 Marketing Plan.
5. Utilize the data gathered to better reach our target markets by supplying the consumer with the necessary (i.e. requested) information in order to plan a trip to the region.

Identify the portions of your marketing plan that support this project.

This project addresses the following goals.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Build awareness and entice the geotourist to come and experience Southwest Montana.
3. Inform visitors traveling from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana when they exit the park(s) and travel to their next destination.
4. Create and maintain a consistent brand image of the region through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational and historical opportunities this region has to offer.

Does this project support the Strategic Plan?

Yes. Southwest Montana supports the 2013-2017 strategic plan.

Detail pages attached Yes

Budget page must be attached for approval.

REGION/CVB PROJECT BUDGET

PROJECT NAME: Telemarketing/Fulfillment

TELEMARKETING/FULFILLMENT:

	State Tourism Funds		Other Funds		Total
Postage/UPs	\$13,400	+	\$0	=	\$13,400
Instate/Out-of-State Delivery	\$18,340	+	\$0	=	\$18,340
Fulfillment/Call Center Contractors	\$17,850	+	\$0	=	\$17,850
Misc. (mailing supplies, etc...)	\$300	+	\$0	=	\$300
PROJECT TOTAL	\$49,890	+	\$0	=	\$49,890