



## Application

### Instructions

**Print to PDF** will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback about the application to the applicant. The feedback text will appear at the bottom of the application and will be visible to anyone who has access to the application. **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

### Application Details

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### 27194 - FY16 Region/CVB Marketing Plan - Final Application

**29322 - FY16 SOUTHWEST MONTANA MARKETING PLAN**  
**DOC Office of Tourism**

<b>Status:</b>	Under Review	<b>Original Submitted Date:</b>	05/06/2015 11:23 AM
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### Applicant Information

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#### Organization Information

<b>Name:*</b>	Gold West Country of Montana		
<b>Organization Type:</b>	Non-Profit Organization		
<b>Organization Website:</b>	<a href="http://southwestmt.com">southwestmt.com</a>		
<b>Address:*</b>	1105 Main St		
<b>Phone:*</b>	Deer Lodge	Montana	59722
	City	State/Province	Postal Code/Zip
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### Community & Brand Support

1. Describe your destination.

*Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?*

Southwest Montana is centrally located between Glacier and Yellowstone national parks, making it the ideal travel route between the two destinations. The region is home to more ghost towns than the surrounding regions and offers the best blue ribbon fishing statewide.

Because of the type of attractions available and the affordability of lodging options in the region, Southwest Montana attracts an active mature/boomer audience with a focus on soft adventure. The region is also a big draw for heritage and culture enthusiasts. Geotourists can be found among both of these audiences — particularly the geotourist segment known as “geo-savvy”. Another target audience that is attracted to the region is families that travel by car and are looking for affordable family vacation activities and lodging options.

Based on 2014 ITRR data, Washington state residents make up 16% of the region's overall visitors followed by Idaho at 9%, Alberta, Canada at 7%, California at 6% and Wyoming with 5%. Outside of North American consumer travelers, the region also focuses some of its efforts on international visitors through Rocky Mountain International. Public relations efforts are used to reach both a national and international audience through contact with travel writers and providing assistance with FAM trips.

Consumer travelers are also increasingly moved by “moving pictures” and therefore the region also focuses secondary marketing efforts on the film community. Between 2006-2012 the total economic impact of film production in the region totaled over \$24 million according to a recent study conducted by the Northern Rocky Mountain Economic Development District.

The region's primary strengths hinge heavily on its historical opportunities including ghost towns, historic sites, Lewis & Clark sites and museums. The region also provides a number of cultural opportunities rich in 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. Southwest Montana boasts a number of natural resources that provide a wide variety of activities to its residents and visitors alike including soaking in its varied hot springs and visiting radon health mines, rockhounding for gems, fly-fishing or rafting blue ribbon rivers and streams, hiking and biking across many of the regions trails or partaking in winter activities that offer everything from downhill skiing to ski joring.

Similar to the region's strengths, opportunities within the region focus on continued development and improvements among the region's historical sites. Other opportunities include communities that continue to develop their individual tourism “products”. For example, Butte offers signature events such as the Montana Folk Festival and Evel Knievel Days. Helena creates vacation-making experiences with its continued success in geo-caching and its extensive trail system for biking. The region's biggest opportunity lies in cooperative efforts between individual businesses, the communities and the region to work together on projects that are beneficial to all parties.

However, coordinating these projects continues to be a challenge. Better lines of communication need to occur within communities and throughout the region in order to optimize existing resources. Other challenges to the region include transportation concerns, off-season closures of attractions, limited cell phone coverage, and poor economic factors. The region has also struggled with its identity and image, lack of wayfinding signage to assist with travel throughout the region and within individual communities. Also, the shortage of meetings & convention facilities limits the ability to draw on these groups for potential revenue throughout the year and particularly in the off-season.

#### **More spectacular unspoiled nature than anywhere else in the lower 48.**

From the Madison River Valley to the Pioneer Mountains Scenic Byway and from Gates of the Mountains to Lewis & Clark Caverns, Southwest Montana offers an abundance of unspoiled nature. In addition, visitors can view a variety of wildlife while visiting Red Rocks Lake National Wildlife Refuge or the Scapegoat Wilderness Area (to name just a few).

#### **Vibrant and charming small towns that serve as gateways to our natural wonders.**

Southwest Montana provides a direct route between Glacier and Yellowstone national parks and is chock full of 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.

Southwest Montana also supports the brand pillars and utilizes the Montana Office of Tourism's graphic standards in its marketing efforts.

**Optional:** [Include attachments here](#)

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

The Southwest Montana plan will address the three phases of the travel decision process as outlined below:

### **Inspiration**

Definition: The visitor is made aware of Montana and develops a desire to visit. MTOT, Regions and CVBs inspire visitors through marketing and promotion.

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

### **Orientation**

Definition: The visitor begins researching the details of their trip and planning their route — Montana's visitors often have multiple destinations within the state. 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 new regional tear-off map is available as well.

### **Facilitation**

Definition: The visitor fills in their itinerary with things to see and do at the destination(s) and along the way. Regions and CVBs, 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 new Southwest Montana tear-off map that is dispersed throughout the region and its surrounding neighbors.

**Optional:** [Include attachments here.](#)

## **3. Who is your market?**

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

**Primary**— Our markets are broken out but all sections are considered the Geo Tourist. Also, both primary and secondary target markets include repeat travelers to Montana.

**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 2014 data from the ITRR, 39% of visitors to the region were between the ages of 55-64. The same data reveals that 48% of visitors to the region were made up of "couples".

*Heritage/Cultural Enthusiasts* — This segment consists of individuals 35+ years of age, college educated, with a household annual income of \$60,000+ who enjoy learning more about western history and culture. They enjoy the experience of quaint communities and the opportunities within. They visit historic sites and landmarks and are interested in festivals and fairs about the West. Data collected in 2014 from the ITRR indicates that 20% of visitors to the region spent time at other state parks of which we have 11 in Southwest Montana. Also 19% visit hot springs and 16% visited Virginia/Nevada cities, and an additional 12% visited the areas ghost towns. The Big Hole Battlefield also attracted 8% of the visitors.

*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 in 2014 indicates that 37% 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 2014 reveals that 17% of travelers to Southwest Montana were traveling with "immediate family".

*Geotourist* — Geotourists make up 55.1 million American travelers. The Geotourist 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. 60% have a college degree while 33% have a graduate degree. 38% 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. The region's public relation efforts support continued targeting of this audience. In 2014, the region's efforts generated 27stories garnering 42 million impressions.

*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, through Rocky Mountain International, Southwest Montana is able to work with travel agents, tour operators and wholesalers to create regional itineraries for group travel and FITs.

*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. 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. As previously mentioned, consumer travelers are increasingly moved by "moving pictures" and therefore the region also focuses secondary marketing efforts on the film community. Between 2006-2012 the total economic impact of film production in the region totaled over \$24 million.

#### **Geographic Focus—**

Currently the region's top five target audiences (based on visitation to the region) reside in Washington, Alberta, Canada, California, Idaho and Wyoming.

#### **Psychographic Focus -**

We focus on history and cultural enthusiasts, outdoor recreationalists, scenic drivers, and experiential travelers.

#### ***b. What are your emerging markets?***

As the region continues to develop its outdoor recreation product (particularly its trail systems), there is potential in the future to place more marketing resources on the outdoor recreation enthusiast with a bit more focus. The region is beginning to partner more with the Butte and Helena CVB's and TBID's to promote the outdoors such as biking in the area. We hope to continue developing this type of partnership with them and other potential communities as well.

We had great success with introducing our area to neighboring frontline staff and people connected to the travel industry through a FAM tour. This is now an emerging market for us as we feel it will foster a great feed to the region.

Potential expansion geographically (that are close to being a primary target) include Utah and Oregon. Utah is a major airline hub for Montana and I-15 is a direct lead into Southwest Montana. If we look at inquiries received at the call center, future geographic markets could include a push into the Midwest. Of our top 10 markets, six states are located in the Midwest.

#### ***c. What research supports your target marketing?***

Much of our reseach came from the ITRR research and surveys. See letter "3a" above for supporting research for each target market segment.

**Optional: Include attachment here.**

#### **4. Overall Goals**

Southwest Montana Tourism Region strives to attract high-value, low-impact visitors with the potential to increase their length of stay and dollars spent per day 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.
- Continue to reorganize the content in the travel guide, to address "inspiration, orientation, and facilitation." We will be relooking at this piece and paring it down to make it easily functional while still keeping it as a great lure to the travelers to our region.
- Continue distributing the birding brochure to birding enthusiasts, thus assisting with "orientation" and "facilitation".
- Continue distributing the tear-off map available for "facilitation" among visitors on the ground.
- Educate Southwest Montana Tourism Region members about the benefits of membership and recruit new members. Create opportunities and partnerships with members/local

businesses to stretch the region's marketing budget.

Optional: Include attachments here.

## 5. Joint Venture Opportunities

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

Southwest Montana would consider future participation in MTOT's spring/summer co-ops in the form of online banner advertising and magazine print ads. If the radio, TV and out-of-home co-ops became more affordable, Southwest Montana would consider these as well. Also, if either a site and/or publication wanted to do a more multi-media campaign (similar to what *Backpacker* did in 2013), the region would consider this as well. However, some key metrics and reporting needs to be established and communicated to the potential MTOT Region/CVB partners.

We are continuing to work on a co-op that is being led by MTOT with the assistance from a National Park Service grant on a couple of regional Lewis & Clark brochures. The brochures provide additional day trips/tours along the Lewis & Clark corridor. The project includes most of the Regions/CVBs as well as surrounding states.

Southwest Montana has partnered with 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.

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.

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

Southwest Montana is open to new projects. We are considering a potential partner with the state parks on marketing a couple of our key state parks in the region.

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

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

Southwest Montana has participated in a number of co-ops with regional partners. A brief description of FY15's cooperative efforts are outlined below:

*Lost Trail Pass Visitor Center*— Southwest Montana partners with Glacier Country and Salmon, Idaho to help fund the Lost Trail Visitor Center by providing additional funds for staffing. This is a key area for informing travelers of the attractions in our region. It results in more hours of operation and thus benefits the region. In most instances the visitation has increased year over year.

*Montana Folk Festival*— The region has been a strong supporter of the Montana Folk Festival over the last many years, providing a free ad in the travel planner as well as a monetary commitment to the event as a sponsor. While this has been a beneficial relationship in the past, the board has recently recognized that with its limited funds and the need to focus on its own marketing, this relationship has seen a waning of funds in FY15.

*E-newsletter Marketing*— The region provides its members the opportunity to advertise in its monthly e-newsletter. A variety of pricing options/discounts are available based on the number of months a partner wants to participate in the program. While this program is the least expensive program for members to participate in, it doesn't always have full participation. However, results for the partners that do participate are good and the program is inexpensive to manage, so the program will continue.

*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. The page views have grown 418% since the inception of the program in 2011. While this program is more expensive than the e-news marketing co-op that Southwest Montana offers, the banner advertising continues to fill up each year.

*Travel Guide Advertising*— The region also provides the opportunity for tourism businesses to advertise in the travel guide with multiple sizing/pricing options. Many of the businesses have found that the guide is a great tool for educating the traveler about the great attractions they offer and enticing them to take the time to visit. This indicates that both the advertisers and the region find this co-op mutually beneficial.

Southwest Montana has participated in a number of co-ops with MTOT. A brief description of FY14's cooperative efforts are outlined below:

*HISTORY*— HISTORY has also been a staple on the media plan and in FY14, the region participated by purchasing a 1/3-page ad. After we had committed to the placement and the ad was in the magazine, we were informed that the format of the magazine had changed and was no longer affiliated with the TV Channel. The rebranded magazine was titled *Warrior* and we did not receive a single inquiry from the publication — we also did not pay for the ad.

*Adara Online*— While the initial cost per thousand was very affordable for this co-op, it was difficult receiving reporting and ultimately in FY15 Adara was dropped from the MTOT co-op options.

*Madden Media*— We participated in this co-op and had good success. So much so, that we increased our individual participation with Madden in FY15 by entering into a program with ad network directly for positioning and retargeting ads as well as a content amplification program.

*iExplore.com*— This co-op was moderately successful for us in FY14, generating an industry average click-through rate of .11%.

*Discover America*— This was a yearly co-op through MTOT's international marketing effort. We paid a flat fee and the information still exists on the Discover American site. However, the site is not able to provide us specific analytics.

Optional: Include attachments here.

Include pie chart here.

[SWMT-1242\\_FY15\\_PieChart.pdf](#)

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Attchmnts
Consumer	Online/Digital Advertising	Yes	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.	In FY15, the region advertised through MTOT co-ops on LIN Digital (with an average CTR of 0.12%, to date) and Orbitz (with an average CTR of 0.03%, to date). We also advertised on historynet.com, Trip Advisor and TrueWest.com. In addition, we worked with Madden Media, running prospecting and retargeting banner ads as well as content amplification. And we worked with yellowstonepark.com to run a social media contest offering a trip through the region. We created a custom landing page in FY15 to track the campaign.	MTOT offers online cooperative programs that have in the past provided the region an affordable option to reach certain demographic and geographic target audiences. However, the Orbitz campaign is not working very well and we will be reevaluating the co-ops carefully for next year. In addition, there are other websites outside of MTOT co-ops that we can target specific travel and lifestyle sites that match our demographic/geographic target audiences.	We plan to measure success through the CTR to our landing page and subsequent click through to the actual SWMT website. We are also tracking interaction on the landing page (sign-up for the e-newsletter, etc).		\$63,060.00	No	
Consumer	Print Advertising	Yes	Southwest Montana will continue advertising in key regional/national publications as well as explore niche publications that reach the region's target audience. The 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.	Our FY15 print media has just started running, so it is too early to present results. However, in FY14 we participated in the MTOT co-ops with <i>History</i> magazine. Unfortunately, the magazine changed format and its name after we'd purchased our ad and it didn't perform. We also ran print in <i>AAA Living</i> , <i>Better Homes &amp; Gardens</i> , <i>Living Bird</i> magazine and <i>Yellowstone Journal</i> . Overall print inquiries were down in FY14 and therefore, we not only decreased our print advertising in FY15, but also tried new publications we had not advertised in before.	MTOT offers magazine cooperative programs that have in the past focused on at least two of Southwest Montana's niche markets (usually birding and history). However in FY15, there were not as many cooperative opportunities that focused on these niche markets that were affordable for the region. Therefore, we decreased our overall print program.	We plan to measure success through the call center and the number of inquiries received. We also plan to review visitation to our website on our birding and historical pages.		\$24,433.00	No	
Consumer	Travel/Trade Shows	Yes	RMI provides Southwest Montana a unique, affordable opportunity to meet with tour operators interested in bringing international visitors to the region. In FY15 there were 40 operators at the Roundup. In FY16 the Roundup will be held in Cody, Wyoming. By participating on an annual basis we are creating a rapport with these international operators. We also do this through participation in FAM tours with this group.	The U.S. received 73.9 million international arrivals in 2014. Of those, approximately 34.4 million were from overseas market. Montana is usually about the third or fourth destination when they come to the U.S. <i>U.S. Travel Association</i>  Each overseas traveler spends approximately \$4,300 when they visit the U.S. and stay 17 nights on average. <i>U.S. Travel Association (2012)</i>	Southwest Montana doesn't have the funding to launch a comprehensive campaign to the international market. However, a partnership with RMI provides some exposure to this market.	We plan to measure success based on the number of operators we meet with in FY16 as well as any international requests we receive at the call center and/or through the website.		\$1,785.00	No	
Consumer	Social Media	Yes	Social media and peer reviews are increasingly becoming an integral part of the travel planning process. Southwest Montana currently manages a number of social media channels including Facebook, Twitter, Pinterest, YouTube and a blog. In order to maintain a fan base, we need to continue updating content on these social sites and interacting with our followers.	72% of all internet users are now active on social media. There are now over 1.15 billion Facebook users. Twitter now has over 236 million active monthly users. Pinterest has 20 million active monthly users and Instagram has 150 million active monthly users.  Who consults social media when travel planning in the United States? 28% of 35-49 year olds, 11% of 50-67 year olds, and 44% of 18 to 34 year olds. During a trip, 38% of US and 64% of international travelers use at least one social network. Additionally, 32% of US and 22% of international travelers blog on a regular basis about the experiences they have while traveling. In addition, 52% of Facebook users said their travel plans were affected after seeing	Based on the supporting research/statistics, social media as a travel-planning tool cannot be ignored. This form of "word-of-mouth" advertising is crucial to travelers as they rely on peer reviews from not only third-party websites (such as Trip Advisor) but directly from their social set on their individual networks.  What adds to the power of social media is even when online reviews are written by people an individual doesn't directly know, a full 70% of those surveyed still say that these reviews are second on their list of trusted advertising sources. Online activities are now translating directly	We plan to measure success through the increased number of fans and interactions on Facebook (and the quality of the interaction). We will also track the increased number of followers and interaction on Twitter (and the quality of the interaction), increased views and subscribers on YouTube and subscribers on Pinterest.		\$21,360.00	No	

				<p>pictures of friends' trips.</p> <p><a href="http://jeffbullas.com/2014/01/17/20-social-media-facts-and-statistics-you-should-know">jeffbullas.com/2014/01/17/20-social-media-facts-and-statistics-you-should-know</a>; <i>Travelers using social media for travel planning U.S. 2014/Statistic</i>;</p> <p><a href="http://thesocialmediamonthly.com/social-media;-travel-industry-stats-examples-strategic-tips/">thesocialmediamonthly.com/social-media;-travel-industry-stats-examples-strategic-tips/</a></p>	into offline action.					
Consumer	Photo/Video Library	Yes	<p>We will continue to update our video library in order to provide new content on our website, YouTube, Facebook, and more and also for footage in our advertising campaigns.</p>	<p>70% of the top search listings have video somewhere, on a front page or landing page.</p> <p>YouTube is one of the most popular search engines - second only to Google.</p> <p>1 billion people use YouTube, 4 billion video views on YouTube per day</p> <p>6 billion hours of video watched per month on YouTube</p> <p>New video is uploaded at 300 hours per minute</p> <p><i>Leveraging the power of video, Deny Staggs, Film Commissioner</i></p> <p><a href="http://expandedrablings.com/index.php/youtube-statistics">expandedrablings.com/index.php/youtube-statistics</a></p>	<p>We need video to educate and engage the traveler of our region. Also, we use video in our advertising and social media. We are wanting to keep the information fresh and build our archive for repurposing.</p>	<p>Our success is measured by obtaining new video and photos for multipurpose uses including website, Facebook, YouTube, Twitter, and for our travel guide and advertising.</p>		\$12,000.00	No	
Consumer	Printed Material	Yes	<p>Southwest Montana will continue the production of its travel guide but will pare the guide down. The travel guide is distributed to individuals interested in traveling to and within the region.</p> <p>We will continue to distribute our regional tear-off map and our birding brochures.</p> <p>We will continue to partner with MTOT to print a list of lodging throughout the state with cooperation from the other regions as well.</p>	<p>According to <i>Baby Boomers: travel planning methods U.S.2014/Statistic</i>, 22% of Baby Boomers respondents ordered a printed visitor guide from a DMO for travel planning. 17.2% also got information from a lifestyle or travel magazine. According to 2014 ITRR data, four of the top six resources used while visitors are traveling in our region include maps, visitor information centers, brochure information racks, and restaurant and gas station employees.</p> <p>The travel guide is the primary response piece for inquiries made from ads placed or publicity generated. It is also used as a fulfillment piece for our website and travel shows and is distributed through Certified Folder Display. According to ITRR, 28% of visitors to the region used a brochure information rack during their trip.</p> <p>ITRR data reports that only 23% of the region's visitors stay with family or friends. Therefore, MTOT has begun printing lodging listings and we will continue to support that effort.</p>	<p>This map is a quick reference and is a quick way for the travel advisor to provide directions to an inquiring traveler.</p> <p>As noted in supporting research/statistics, there is a real need for providing travelers printed material. While not all visitors use these materials, there still is a significant amount of travelers that appreciate the option. The birding brochure allows us to focus on a niche market that we've seen continued growth.</p> <p>While ITRR data indicates that 48% of the region's visitors used wireless technology to review lodging availability during their trip, there are a number of other resources including staff at visitor information centers that were also utilized. A printed list of lodging facilities would be well-received by this group based on the region's experience working with the visitor center staff.</p>	<p>By the increase in bed tax, by the distribution of our printed material and by the increase in visitation throughout the region.</p> <p>We will also continue to monitor data from the ITRR, overall requests from the call center and online website visits.</p>		\$68,417.00	Yes	
Consumer	Electronic Adv - Newsletter, E-blast	Yes	<p>Southwest Montana currently has an average number of 4283 subscribers on its e-newsletter list. We will continue to design and distribute a monthly e-newsletter to highlight attractions and activities through the region. 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 e-newsletter.</p>	<p>The average open rate for the region's e-newsletter is 19.5 % with a click-through rate of 8.1%.</p> <p>In addition, research from mid-2013 shows that acquiring customers via email has quadrupled in the last four years. The study showed that customers acquired through email are 11% more valuable than the average customer.</p>	<p>The e-newsletter continues to be a successful program due to the fact that it is affordable based on the open and click-through rates that are currently being generated. The region also sells advertising within the e-newsletter that helps offset the cost of the production.</p>	<p>We plan to measure success through the total number of subscribers on the list, the open rate of the e-newsletter, the click-through rate to the southwestmt.com website and the share rate among current subscribers.</p>		\$6,175.00	No	
Consumer	Website/Internet Development/Updates	Yes	<p>Southwest Montana must constantly update content on our website in order to stay relevant. We are in the process of getting a responsive website in place. We will continue to add website updates, enhancements and new content. We will</p>	<p>Currently 87% of travelers use the Internet to plan. Of those 87 percent that use the Internet to plan,</p> <ul style="list-style-type: none"> <li>• 45% sourced their initial trip idea online</li> <li>• 31% watched a travel video</li> <li>• 52% changed their travel plans after reading peer reviews</li> </ul>	<p>Based on the supporting research/statistics, it is vital to the region to keep the website up-to-date in order to help potential visitors with the orientation and facilitation portion of their travel planning.</p>	<p>We plan to measure the success of our website through increased traffic to the site, overall number of pages visited, how much time a visitor spends on the site and what are the most popular/least</p>		\$17,100.00	No	

			also continue with search engine optimization.	<ul style="list-style-type: none"> <li>• 85% use their smart phone while traveling</li> <li>• 30% used mobile apps to find hotel deals</li> </ul> <p>Also, smartphones have reached a penetration of 75% and tablet adoption is almost at 50%. Google Insights statistics show that the Internet is a source of inspiration to 69% of those planning trips.</p>		popular pages.				
Consumer	Billboards/Out-of-Home		Currently we are looking into airport advertising and will have at least one placement for FY16. We are placing a backlit board in the Missoula Airport. It features our spectacular scenery, charming towns and unspoiled nature to inspire travelers to visit the region.	According to national rating entity Nielsen/Arbitron, 61% of people admit to taking actions after seeing an out-of-home ad — including taking a photo of an ad, making a phone call, searching online, visiting a store, talking to friends and family, and/or reading and remembering the ad. Therefore we believe that a strategic, engaging out-of-home campaign will generate results.	The backlit sign is to help inspire people to travel to in and through Southwest Montana. It increases our brand recognition and we will have our guide in the airport as well to supply orientation and facilitation through our region.	We plan to measure success by the number of guides that are distributed at the airport and if there is an increase in bed tax dollars to Southwest Montana. I will verbally ask a few places if they have noticed an increase in traffic from Missoula.		\$2,000.00		
Consumer	Joint Ventures	Yes	Southwest Montana Tourism Region 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.	In FY15, the region advertised through MTOT co-ops on <i>LIN Digital</i> (with an average CTR of 0.12%, to date) and <i>Orbitz</i> (with an average CTR of 0.03%, to date) and <i>Nature Conservancy</i> .	MTOT's online cooperative programs in the past have provided the region an affordable option to reach certain demographic and geographic target audiences. However, this year's Orbitz campaign is not working very well and we will be reevaluating the co-ops carefully for next year.	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.		\$1,000.00		
Marketing Support	Fulfillment/Telemarketing	Yes	Southwest Montana uses Certified Folder to distribute our travel guides in brochure racks and in certain rest areas around the state as well as to Eastern Washington, Coeur d'Alene area, Idaho Falls, and Salt Lake City. They also do instate delivery of our birding brochures. We use MARS Stout to connect with travelers through the call center.	NA	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.	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.	NA	\$44,631.00	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	This is required and necessary to properly run the tourism region.	NA		\$1,500.00	No	
Marketing Support	Marketing Plan Development	No	The Marketing Plan defines the goals and objectives of Southwest Montana in the next fiscal year.	NA	A marketing plan allows an organization to take a strategic look at its marketing dollars and how best to distribute those funds over the course of the year. It helps to see where the organization is regarding strengths, weaknesses, opportunities and threats. It identifies the target audiences and can create partnership opportunities with other entities. It also helps the organization stay on time and on budget with its projects.	We plan to measure the individual projects we implement throughout the fiscal year and the success of those projects.		\$1,000.00	No	
Marketing Support	Administration	No	Administration includes personnel, rent, office supplies and basic needs to run an office.	NA	Someone needs to be responsible for the daily activities as well as the annual cycle of the	NA		\$72,848.00	No	

			The employee keeps communication among the membership, the board, Montana Office of Tourism, and the Tourism Advisory Council flowing. The necessary transactions, correspondence, and bookwork is done through this office.		business. This person is a necessary liason for all the components needed to operate the tourism entity.					
Marketing Support	Cooperative Marketing	No	Southwest Montana offers cooperative marketing to qualifying nonprofit organizations in the region. These funds are used to help stretch the marketing dollar of these entities which are usually strapped for funding.	NA	When our cities and attractions can market their businesses it helps to bring in tourists. This is a benefit to the whole state.	This will be done specifically to each project.		\$9,000.00	Yes	
Marketing Support	Opportunity Marketing	No	Southwest Montana puts funds in Opportunity Marketing for options that might become available at a later date.	NA	Not all options for marketing are available at our annual budgeting time. These funds will be used for any unforeseen projects or will be applied to an existing project if a need should arise.	Will be determined at the time of the projects.		\$4,000.00	No	
Marketing Support	Superhost	No	Superhost educates frontline staff as well as others in customer service.	NA	Our frontline people have the best opportunity to influence the traveler to see the attractions, visit restaurants, and stay longer. The better educated they are the more they are willing to do this.	By the number of people that attend these sessions offered in our region.		\$1,000.00	No	
Marketing Support	VIC Funding/Staffing /Signage	Yes	Visitor information centers, located throughout Montana, need additional funding to staff the facilities throughout the summer. Funding provided by a cooperative effort from Southwest Montana, Glacier Country and Sandpoint, ID allows the Lost Trail Visitor Center to stay open longer hours during the peak tourism season thus allowing visitors to receive additional information about the region and potentially extend their stay.	ITRR reports that 22% of travelers consulted visitor information center staff during their trip.  The data gathered at the Lost Trail Visitor Center in 2014 revealed that visitors to the center came from Idaho, Montana, Oregon, Washington, California, Arizona, Utah, Colorado, Minnesota, and Texas. The visitor center's visitation increased in 2014 to 12,231 which is 799 more visitors than the 2013 numbers of 11,432. This is a 7% increase.	This a partnership we do with Glacier Country and Salmon, Idaho. It allows us a chance to educate visitors on the attractions in the region at a pivotal point in their travels. Funding provided by Southwest Montana allows the Lost Trail Visitor Center to stay open longer hours during the peak tourism season.	We plan to measure success by the number of additional hours the Lost Trail Visitor Center is able to stay open and the number of visitors through the facility.		\$1,200.00	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 and journalists to write about the region. As well as respond to reactive requests through our press room website and MTOT. Southwest Montana plans to work with MTOT and others as requested for press trip assistance in our region.	Public Relations is an affordable way for the region to stretch its dollars. In 2014 our efforts generated 27 stories about the region with 42 million impressions. Stories about the region reinforce MTOT's strategic plan and the "inspiration" aspect of the plan. ITRR data shows other travel websites (where our articles are placed) and magazine/newspaper articles influence travel planning decisions (14%).	Earned media represents one of our best efforts to create "word of mouth" advertising. Editorial articles prepared by third parties hold more authentic representation of the region than straight advertising. These articles help supplement our minimal advertising budget.	We plan to measure success through the number of stories published, number of impressions and activity on our press room website (via reactive requests). And, by the number of travel advocates from the surrounding areas we take through the region.		\$16,500.00	No	
								\$369,009.00		

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Online/Digital Advertising	\$63,060.00	\$0.00
Consumer	Print Advertising	\$24,433.00	\$0.00
Consumer	Website/Internet Development/Updates	\$17,100.00	\$0.00
Consumer	Social Media	\$21,360.00	\$0.00
Consumer	Photo/Video Library	\$12,000.00	\$0.00



Consumer	Electronic Adv - Newsletter, E-blast	\$6,175.00	\$0.00
Consumer	Printed Material	\$68,417.00	\$0.00
Consumer	Travel/Trade Shows	\$1,785.00	\$0.00
Consumer	Joint Ventures	\$1,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$2,000.00	\$0.00
		<b>\$217,330.00</b>	<b>\$0.00</b>
Marketing Support	Fulfillment/Telemarketing	\$44,631.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$1,200.00	\$0.00
Marketing Support	Marketing Plan Development	\$1,000.00	\$0.00
Marketing Support	Administration	\$72,848.00	\$0.00
Marketing Support	Cooperative Marketing	\$9,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$4,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	Superhost	\$1,000.00	\$0.00
		<b>\$135,179.00</b>	<b>\$0.00</b>
Publicity	Press Promotions/Media Outreach	\$16,500.00	\$0.00
		<b>\$16,500.00</b>	<b>\$0.00</b>
		<b>\$369,009.00</b>	<b>\$0.00</b>

**Miscellaneous Attachments**

**Reg/CVB Required Documents**

File Name	Description	File Size
<a href="#">Required documents FY16 (3)signed.doc (57 KB)</a>	Signed Documents	57 KB

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