

Montana Grants and Loans

 [Menu](#) |  [Help](#) |  [Log Out](#)

 [Back](#) |  [Print](#) |  [Add](#) |  [Delete](#) |  [Edit](#) |  [Save](#)

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 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, 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 end 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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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

[Map](#) | [Print to PDF](#) | [Negotiation](#) | [Annotations\(0\)](#) | [Version](#)

41744 - FY17 Region/CVB Marketing Plan - Final Application

43205 - FY17 West Yellowstone CVB Marketing Plan
DOC Office of Tourism

Status: Under Review

Submitted Date: 05/05/2016 1:00 PM

Applicant Information

Primary Contact:

| | | | | |
|-----------------|--|----------------|-------------|-----------------|
| Name:* | Mr. | Wendy | | Swenson |
| | Salutation | First Name | Middle Name | Last Name |
| Title: | | | | |
| Email:* | marketing@destinationyellowstone.com | | | |
| Alternate Email | director@destinationyellowstone.com | | | |
| Address:* | 30 Yellowstone Avenue | | | |
| | PO Box 458 | | | |
| * | West Yellowstone | Montana | | 5758 |
| | City | State/Province | | Postal Code/Zip |

Phone:* 406-646-7701
Phone
###-###-#### Ext.

Alternate Phone 406-570-2417

Fax: 406-646-9691

Comments:

Authorized Official

Name:* Ms. Marysue Costello
Salutation First Name Middle Name Last Name

Title: Executive Director

Email:* director@destinationyellowstone.com

Alternate Email

Address:* PO Box 458

* West Yellowstone Montana 59758
City State/Province Postal Code/Zip

Phone:* 406-646-7701
Phone
###-###-#### Ext.

Alternate Phone

Fax:

Comments:

Organization Information

Name:* West Yellowstone Chamber of Commerce

Organization Type: Non-Profit Organization

Organization Website:

Address:* P.O. Box 458

* West Yellowstone Montana 59758
City State/Province Postal Code/Zip

Phone:* 406-646-7701

Ext.

Alternate Phone

Fax:

Email address

Alternate Email

Comments:

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 pillars?

As the closest entrance to Yellowstone National Park, West Yellowstone has identified itself as the perfect location for exploring the Park. Sharing a border with Yellowstone and surrounding Custer-Gallatin National Forest, the town has become the center for a plethora of activities. Clean air and water, abundant wildlife, scenic beauty and historical reference all have made West Yellowstone an international destination.

West Yellowstone offers visitors an amenities-rich, safe platform for breathtaking experiences. Visitors can fish blue ribbon trout streams, hike in pristine wilderness, experience real western whitewater rafting or mountain bike on hundreds of miles of single track and forest service roads. In the winter months there are over 50km of groomed ski trails for Nordic skiing and over 4 snowmobile trails for recreation, including snowshoeing and sled dog rides and races.

Those looking for fun, family activities can visit the Yellowstone Giant Screen Theater, presenting a six-story high screen with stereo surround sound or the Grizzly & Wolf Discovery Center offering an educational experience and viewing area for visitors to watch live grizzly bears, wolves, and raptors in their own natural habitat. Many nights during the summer season, visitors enjoy free concerts in the park, and authentic rodeos, featuring the —Calf Scramble, just for kids. The 4th of July Community Celebration and Annual Rod Run (the largest event of its kind in West Yellowstone) are events not to be missed.

The Yellowstone Historic Center, located in the original Union Pacific Depot, features the history of visitation and transportation to our nation's first national park. Open daily from the middle of October to the middle of June. Visitors can also experience early West Yellowstone through the free, self-guided historic walking tour. Nearby attractions include the 1959 Madison River Canyon Earthquake, the Virginia Cities, and the Nez Perce Trail.

Having the west entrance to Yellowstone National Park mere blocks from downtown funnels many visitors through West Yellowstone. Unfortunately, our challenge is enticing these travelers to experience the amenities our town has to offer, before moving on to other locations.

As a gateway to Yellowstone Park, West Yellowstone is subject to public policy and the economic ups and downs triggered by off-seasons that create a cascade of challenges including difficulty in maintaining a stable employment base and housing.

Strengths:

- West Entrance to Yellowstone National Park.
- We are seen by some visitors as synonymous with Yellowstone Park and can effectively market ourselves as —Yellowstone Plus!
- Close proximity to Teton National Park and situated on the primary corridor between Glacier and Grand Teton/Yellowstone National Park.
- Outstanding natural assets such as mountains, lakes.
- A nationally recognized, well-developed system of winter trails.

- International recognition among groups and individuals.
- Ideal family vacation spot -affordable, fun, educational, clean, safe with a variety of activities.
- Seasonal airport served by a regional carrier (now offering jet service).
- Home of the Yellowstone Historic District.
- A host of year-round events.
- Additional community marketing resources. Town of West Yellowstone Marketing &
- Promotions grant fund, West Yellowstone Tourism Business Improvement District, West Yellowstone Economic Development Council, West Yellowstone Foundation, etc.
- Potential tourism partners – Gallatin County, chambers, regions, Yellowstone Teton Territory (ID), and Visit Utah.

Challenges:

- The perception that West Yellowstone is only a gateway into the Park and not a destination.
- The considerable distance and lack of easy access from major population centers.
- Bridge repair and road construction in Yellowstone Park and around West Yellowstone.
- Consolidation of snowcoach/snowmobile providers.
- National and world events including terrorism, infectious diseases, and natural disasters that impact tourism.
- The negative press generated on issues such as the wildlife, climate and natural events.
- Perception of lack of restaurants, nightly entertainment & family friendly activities/events.
- Unknown future of events in the community.
- Resort tax collections do not reflect visitation numbers.
- Managing the increasing number of international visitors.
- Access to campgrounds, trails, and public lands in the national forests.
- Public policy decisions (budget cuts, work visas) demand immediate response and resources but ultimately we may not be able to affect them.
- Effective means of communicating with visitors passing through.

Competitor Analysis

The attached chart outlines both direct competitors and an emerging area of competition: routes that either totally by-pass the west entrance/West Yellowstone or routes that move one or more miles north and have been spent in West Yellowstone to another community or state.

Integration with Montana's Brand Platform

You could say that West Yellowstone IS the brand pillars:

With Yellowstone Park in our "backyard" and our "front yard" composed of three national forests, *we can offer* more spectacular unspoiled nature than anywhere else in the lower 48.

As the west entrance to Yellowstone National Park and geographically located adjacent to the National Forests, just two miles from Wyoming and 12 miles from Idaho, we are uniquely positioned as a charming small town that serves as a gateway to natural wonders.

We can differentiate our value proposition by featuring natural assets, destination events, and a wide range of activities in every season to offer breathtaking experiences by day, relaxing h

Optional: Include attachments here

[FY17_Competeritor Chart.pdf](#)

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

While all phases of the decision making process are key for West Yellowstone, we incorporate imaging of Yellowstone National Park and unique activities, both warm and winter seasons, c Phase. We often include images and messaging in our marketing, because the sights and sounds of Yellowstone are easily recognized by potential visitors to our area.

During the Orientation Phase we try to incorporate a destination message to distinguish West Yellowstone as a location outside of Yellowstone Park, yet an important gateway, with unique

experiences of its own. We use maps and directions regarding our location to transportation hubs and distance from major landmarks to accomplish this.

Our Visitor Information Center and Website are our greatest tools for Facilitation. They allow potential visitors to plan routes, lodging and activities, either online or with one-on-one assistance.

Optional: Include attachments here.

3. Who is your market?

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

In West Yellowstone, we have a challenge of targeting the best markets that will drive in sufficient volume to fill over 2,300 hotel and motel rooms, cabins, condos, and vacation rentals.

To meet this challenge, we have incorporated Montana's targeted consumer segment -the geo-traveler -along with other specific segments that include family-based groups, active aging travelers, and what we are labeling the geo-mobile traveler (Millennials and GenXs). With limited resources, we use our marketing funds to focus mainly on the first three, but through partner organizations in Utah and Idaho, we are able to create more international exposure.

Family-Based:

- Age: 30-55 with an average HHI of \$40-60K; with children ages 6-17.
- Could be a traditional (parents with children) or 3-generation family unit. Intergenerational travel focuses on the idea of families traveling together utilizing itineraries designed to appeal all ages, including children. This could be an extended family unit or grandparents and grandchildren. Visits mountain destinations in the winter and summer.
- More likely to travel during holiday, spring break or summer time periods.
- Seeks —soft adventure, but must be a memorable one.
- Enjoy outdoor activities, hands on experience and tend to visit national and state parks, historic trails, museums and nature areas.
- Looking for a 'value' in their experience not only economically, but also emotionally and spiritually. They like the natural aspect of Montana, the educational component, the fresh air, looking for moments; small interactions within the family that define their commitment and love for each other.

Active Aging Adventurers:

- Adults 55-64 with higher net worth enabling travel 5+ times per year. Spend more on travel and have more time to spend traveling; Take longer and more frequent vacations. Are able to shoulder seasons. Drawn to safe communities.
- Not hindered by children unless choose to bring along children or grandchildren.
- Participate primarily in sightseeing, photography, and wildlife viewing. Enjoy visiting historic sites and soft adventures.
- Often seek alternative lodging choices such as Bed & Breakfasts, lodges, and rentals.
- Most interested in revisiting personal travel experiences and memories, such as a visit to a National Park or participating in a small town event such as a 4th of July celebration.
- Programs such as *Elderhostel* are now incorporating intergenerational travel focus into their products. West Yellowstone is perfectly positioned to meet the needs of intergenerational

Geo-Travelers:

- Age: 25-45 with average HHI \$50K; Education – Bachelor's Degree.
- Travel is an important part of their life, taking 3+ air trips/year, however, this is primarily a warm season traveler for our community.
- The ability to customize their experiences and create personal connections while traveling.
- The use of technology to plan their travels and explore their destinations before they arrive.
- The Geo-traveler is concerned with preserving a destination's geographic character – the entire combination of natural and human attributes that make one place distinct from another both the cultural and environmental and their individual economies and lifestyles. These travelers can be described as: creative, curious, connected, engaged, and adventurous. The environmentally aware consumers—Sustainable Tourists or —Geo-tourists.
- By creating an emphasis on our abundant natural beauty and its proximity for activities at every level, we intend to develop the creative aspect of our marketing efforts to attract those

values. We need to create an allure for those willing to commit their time and resources to less accessible locations and who tend to be high-value, low-impact visitors.

International Travelers:

- Fastest growing segment for West Yellowstone.
- We recorded over 45 different countries of origin during the summer of 2015.
- The U.S. Department of Commerce (DOC) projects international travel to the United States will continue to grow through 2020, based on the National Travel and Tourism Office's 2016 should build on this growth and produce a 2.6 percent increase and a new volume record of 77.3 million visitors. According to the current forecast, the United States would see annual growth rates in visitor volume over the 2015-2020 timeframe. By 2020 this growth would produce 90.3 million visitors, a 20 percent increase, and more than 15 million additional visitors over 2014. Countries with the largest total growth percentages are China (129%), India (47%), Taiwan (39%), South Korea (36%), and Australia (27%). Four countries are expected to account for the projected growth from 2014 through 2020. These volume growth leaders are Mexico (27% of expected total growth of 15 million additional visitors), China (19%), Canada (5%), and the U.K. (5%). Canada and Mexico have the largest regional growth with an additional 801,000 and 4.1 million respectively. By 2020 arrivals from Europe are projected to be 16.9 million, or 127 percent of 2014 volume. The largest volume growth from Europe will come from the U.K. (+800,000), France (245,000), and Germany (+237,000). The Asia-Pacific region is expected to produce 15 million additional visitors by 2020, with high growth rates and large growth volumes are expected for China (17%), South Korea (19%), India (13%), and Taiwan (8%). China is expected to increase visitors, a 129 percent increase through 2020, and produce the second-largest number of additional visitors behind Mexico. South Korea should produce an additional 526,000 visitors, or 129 percent increase through 2020, and produce the second-largest number of additional visitors behind Mexico. South Korea should produce an additional 526,000 visitors, or 129 percent increase through 2020, and produce the second-largest number of additional visitors behind Mexico. Australia dominates the Oceania region and is projected to increase 346,000 visitors, or 27 percent between 2014 and 2020.

Geo-Mobile Travelers:

- Millennials (ages 18-36) and GenXers (37-53) who want unique, quality experiences, can be families or couples.
- Are technologically savvy and use smart devices for decision making.
- Strongly prefer learning by doing. They almost never read the directions; love to learn by doing, by interacting.
- Millennials comprise 24% of the US population (77 million individuals), on par with Boomers (1946-1964) and Gen Z (born 1995-present). Projected to overtake baby boomers in near future. Median income for younger Millennials is \$25k, while it's almost double that (\$48k) for older Millennials.
- Both markets are highly educated, and ethnically and racially diverse. They value life/work balance.

Target Geographic Markets

West Yellowstone's primary geographic target markets have historically included:

- *summer* visitors who come from Idaho, Utah, Colorado, Washington, California, and Oregon
- *winter* visitors who come primarily from Pennsylvania, Montana, Minnesota, Michigan, Wisconsin, Illinois, Utah, Idaho, Washington, Georgia, and Florida

b. What are your emerging markets?

West Yellowstone's emerging geographic target markets include:

- Our regional jet service with direct flights from Salt Lake City, UT and new direct flights into Yellowstone Bozeman International Airport make for easier access from southern states like the West Coast.
- Regional drive markets including ID, UT, WA, WY, ND, SD for specific destination events.
- Through public relation efforts, internet presence, and regional partnerships we also want to continue to reach more domestic and international markets including Germany, Australia, etc. (These campaigns tend to emphasize shoulder season travel.)

Another emerging demographic market we are watching closely is the Millennials. This is one of the fastest growing consumer segments and will play a major role in our online and mobile

c. What research supports your target marketing?

Using the customized report generator from ITRR, we are able to compile data sets specific to West Yellowstone -the complete *comparison chart is attached*. This data allows us to compare sets against each other and on an annual basis. The psycho-demographic characteristics measured by ITRR also correlate back to our target market segments:

- non-resident travelers who spent at least one night in West Yellowstone
- those who had just driven through West Yellowstone
- those who had driven through Yellowstone National Park

Comparing year-over-year data from ITRR and information collected at our Visitor Center, there were some interesting characteristics:

- Primary attraction was Yellowstone National Park, followed by mountains/forests and wildlife.
- The majority entered MT through West Yellowstone by motor vehicle.
- WY Visitor Center welcomed over 154,000 guests in 2014 (26% increase over 2014).
- 57% use internet for trip planning, and once here visitor center most highly used (45%).
- 65% are repeat visitors, 25% first-time and 79% plan to return within 2 years.
- Average age is 56. Average household income \$50,000-\$150,000.
- Average group size was 2.53 (couples and small families).
- Top five activities include scenic drives, wildlife, photography, day hiking, RV/camping.
- Average night stay is 6.47 nights in MT (spent at least one night in W. Yell).
- Top 5 States: California, Utah, Idaho, Washington and Minnesota.

Google Analytics from destinationyellowstone.com show us interesting statistics for our website traffic:

- 53.4% of our online visitors are male.
- Primary age group 55-64.
- Interests include: Outdoors, Movies, Travel, TV Lovers, News Junkies & Avid readers, Technophiles, Home Decor, Cooking, and Green Living

Optional: [Include attachment here.](#)

4. Overall Goals

1. **Attract visitors by communicating an image consistent with our long-term vision as a vacation destination and one that places high value on existing assets, amenities and the region.**

- Focus on the fact that we are THE closest gateway to Yellowstone, the most convenient for experiencing Yellowstone, especially targeting drive market population centers in a 5-10 h Wyoming, Washington, Oregon, North and South Dakota, as well as southern Canada) and for some limited and targeted campaigns, Montana.
- Focus on our traditional niche activities especially in winter and shoulder seasons. Increase focus on activities that match events such as biking (Old Faithful Cycle Tour), cross count Fest, Yellowstone Youth Ski Festival, Rendezvous Race), or fishing (North American Ice Fishing Circuit), and snowmobiling (media Snow Shoot and Annual Snowmobile EXPO & Po
- Retain our traditional markets while focusing on expanding markets including baby boomers, family destination travel, and inter-generational travel. Offer destination events such as t to these markets.
- Increase image as having historic and cultural sites by promoting the 1959 Madison Canyon Earthquake informational drive and site, the Nez Perce and Bannock trails; as well as ho with support of events/activities of the Yellowstone Historic Center, Historic Walking Tour and partnering with the Hebgen Lake District of the USFS to promote the Earthquake Lake c
- Increase visitation in shoulder seasons.
- Brand ourselves as a destination location in every season.

- Foster a positive picture of our community, in touch with environmental concerns.

2. Continue to expand our marketing effectiveness by joining our efforts with those of marketing partners. Incorporate the Montana brand pillars and initiatives whenever possible.

- As much as our limited budget allows we will continue to partner with Montana Office of Tourism and entities as we carry on toward fulfilling the goals of the existing and new MTOT strategies. We will also draw upon our private sector marketing partners, too. We understand the value of participating in cooperative activities that help stretch marketing dollars in new ways and reduce duplication.

3. Continue to target our market as accurately as possible, to assure funding is used to reach an audience that asks for information, travels to West Yellowstone, and spends money.

- We will use a variety of proven marketing efforts and track those efforts, while integrating new progressive marketing techniques. Across every season we will appeal to our identified target audience.

This plan supports Montana's 2013-2017 Tourism and Recreation Strategic Plan.

Measurable Objectives are attached.

Optional: Include attachments here.

[FY17_Measurable ObjectivesFinal.pdf](#)

5. Joint Venture Opportunities

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

We would like to continue participating in Joint Ventures with MTOT as our budget allows, and explore any other opportunities that pertain to our activities and amenities.

We find online to be more advantageous for West Yellowstone, because it can hit a much larger market and provide clear ROI tracking.

We do not have the budget to participate in large print campaigns with the repetition needed to be successful.

We are always open to new joint venture opportunities, with our own local businesses and marketing fund partners, and those that are emerging in surrounding states incorporating the Yellowstone region, Idaho, Wyoming and Utah.

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

We would love to participate in more Joint Ventures including Region/CVB, but due to our limited budget, options are sometimes limited.

Many Joint Ventures programs do not include activities and amenities that West Yellowstone offers. Because our region is so diverse, many joint venture opportunities focus on specific markets to attract.

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

In the past we have taken advantage of Joint Venture marketing programs including SledtheRockies.com and Madden Media. Both have been successful in incorporating the Montana Bra visitors to our specific area.

SledtheRockies has since been disbanded, but Madden Media allowed us to advertise on media outlets we wouldn't be able to afford on our limited budget. We were able to reach larger m and obtain leads for direct communications.

We have participated in these Joint Ventures more than once and consider them to be successful avenues of marketing.

Optional: Include attachments here.

Include pie chart here.

[West Yellowstone FY17 Budget Pie Charts.pdf](#)

Marketing Segment, Strategy & Budget

| Marketing Segment | Marketing Method | Does research support this method? | Describe your method. | Supporting research/statistics | Provide a brief rationale. | Plan to measure success? | Marketing Method Evaluation | Estimated budget for each method. | Ne be ta fun |
|-------------------|-------------------|------------------------------------|---|---|--|--|-----------------------------|-----------------------------------|--------------|
| Consumer | Print Advertising | Yes | <p>We plan to use traditional advertising media in combination with new digital and mobile options to gain the best ROI for our efforts. Additionally, many print publications are also available online, so it is becoming more of a two-for-one buy. We will continue to use print, but include an accompanying web component whenever possible.</p> <p>Print advertising components could include, but are not limited to:</p> <ul style="list-style-type: none"> • Newsprint and magazine ads are utilized in conjunction with online advertising editorial to promote West Yellowstone ad year-round, family-friendly destination while emphasizing our winter and shoulder season events including the Rendezvous Ski Race, Yellowstone Ski Festival, Annual World Snowmobile EXPO, Kids'N'Snow, Spam Cup races, Yellowstone Trail Run, Old Faithful Cycle Tour, NAIFC Ice Fishing Tournament, Sled Dog Race Series, Music in the Park, etc. <p>The majority of our print advertising is in our regional drive area including ID, MT, ND, SD, and UT, but we increase our target markets for our shoulder season campaigns, utilizing opportunities</p> | <p>While ROI from print advertising is hard to track, we feel that it is an important component of a strong multi-media campaign.</p> <p>For shoulder seasons, we used Yellowstone as a base, but emphasized the opportunities West of the Park as well.</p> <p>For our winter campaigns, we changed the format from event driven advertising to emphasize a destination message. Our winter segments saw the greatest benefit from print, as it is more specific to those niches. Many events saw increased numbers of participants. This element also allowed us to cross promote with other winter activities, adding to our destination theme. During several events including Nordic Ski Races, Annual Snowmobile Expo and Kids'N'Snow, we had participants and/or spectators tell us that they saw our ad in newspapers, etc.</p> | <p>One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing intergenerational niche. And, while it is critical to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments or enhance existing ones. West Yellowstone has recognized that our biggest area of growth are the shoulder seasons (Spring/Fall), therefore we are committed to expanding the marketing of these seasons, while also adding to and enhancing our existing winter marketing campaigns.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by communicating an image that is consistent with our | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June 2016). • 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July | | \$27,000.00 | Ye |

| | | | | | | | | | |
|----------|----------------------------|-----|--|---|---|---|--|-------------|----|
| | | | <p>in publications including National Parks Traveler, Horizon Travel Magazine Canada and Outdoors NW. Many times, we do joint buys with our local TBID for larger or extended ad buys.</p> <ul style="list-style-type: none"> • Out-of-home window or airport display. This could include continuation of our Window Wrap Program cross-promoting seasons and activities; joint ventures with our entities for airport or national displays. | | <p>long-term vision of West Yellowstone as a vacation destination.</p> <ul style="list-style-type: none"> • Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit. • Continuing to expand our marketing potential by participating in partnerships with other tourism partners. | <p>2015 - June 2016) as reported by West Yellowstone TBID collections.</p> <ul style="list-style-type: none"> • 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service. <p>Additional objectives for destination event marketing:</p> <ul style="list-style-type: none"> • Increase event participating by 2% over previous year for Winter Events • Increase visitation during the spring and fall shoulder seasons. | | | |
| Consumer | Online/Digital Advertising | Yes | <p>All of our marketing campaigns are multi-media and include some online/digital component. Some campaigns rely more heavily on digital assets and advertising, due to the fact that their fans are more active online (as in the case of snowmobile and sled dog).</p> <p>Online/digital advertising is especially effective in the shoulder seasons, when our campaigns can be</p> | <p>The last several years we have increased the amount of online advertising we incorporate into our overall advertising campaigns, including MTOT cooperative programs, with above average ROI.</p> <p>Our digital campaigns that ran throughout FY16 returned above</p> | <p>One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing intergenerational niche. And, while it is critical to market to our historical niche</p> | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • 10% increase (from July 2016- June 2017) over the prior | | \$32,500.00 | Ye |

weather dependent and need to be changed mid-campaign. Mobile campaigns are becoming increasingly important as 70% of visitors are utilizing their smartphones and devices.

All of our printed maps and calendars are provided in pdf format for potential visitors to download/print from DestinationYellowstone.com.

Potential Online Marketing includes, but is not limited to:

- Pay per click on Google, Yahoo, Bing, etc
- National and Regional publication websites in conjunction with print campaigns
- Banner and mobile ads in conjunction with other methods on sites like KSL.com, Salt Lake, Seattletimes.com, etc.
- Nordic Ski: skinnyski.com, fasterskier.com, nordicskiracer.com, skitraxx.com, skipost.com, crosscountryskiassociationofamerica.com
- NAIFC Ice Fishing Tournament: banner ads and links on specific ice fishing/winter fishing informational websites, ice fishing equipment sponsors, ice fishing/winter fishing forums/blogs, fishyspot.com, iceshanty.com, ice-fishing-central.com, www.bigfishtackle.com, icefishing247.com, icefishingchat.com
- Snowmobile: SnoWest.com, Montana Snowmobile Association, Utah Snowmobile Association, WA Snowmobile Association, ID Snowmobile Association
- Sled Dog: banner ads and links on specific sled dog racing informational websites

industry average results. Mobile always returned higher up to .32%, while online banners saw returns averaging .26%.

Our independent event websites including Ski West Yellowstone, Snowmobile Expo, and West Yellowstone Ice Fishing and West Yellowstone Sled Dog Races recorded increased traffic during campaigns as well.

Registrations through the KidsNSnow.org website were full weeks before the actual event weekend, sometimes within 24 hours of registration opening.

markets, it is just as important to develop new products that appeal to different market segments or enhance existing ones. We plan to continue to expand our shoulder season marketing campaigns, while also trying new avenues to enhance our existing winter marketing campaigns.

Online/Digital advertising is a cost effective way to reach out to new markets and reach those potential visitors quicker. We can monitor response to messages and images and change them accordingly during the campaigns.

Aligns with our goals of:

- Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.
- Continuing to expand our marketing potential by participating in partnerships with other tourism partners.

year (July 2015 - June 2016) for online campaign landing page as entry point.

- 2% increase in mobile traffic (from July 2016- June 2017) over the prior year (July 2015 - June 2016).
- 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June 2016).
- 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year

| | | | | | | | | | |
|----------|--------------|-----|--|--|--|--|------------|----|--|
| | | | | | | rolling average of west entrance visitation as reported by the National Park Service. | | | |
| | | | | | | Additional objectives for destination event marketing: <ul style="list-style-type: none"> • Increase event participation by 2% over previous year. • Increase shoulder season visitation. | | | |
| Consumer | Social Media | Yes | <p>We utilize Social Media marketing to expand our virtual community of West Yellowstone participants and businesses using a variety of social networking sites and linkages. We plan to continue to further develop the West Yellowstone Chamber Facebook, Twitter, and Pinterest accounts to distribute information and publicize events. We constantly work to enhance content, photo, and video on social media and other travel-related sites such as Trip Advisor and Google Maps, as well as web-based event calendars and publications. Working as a community, we can dramatically raise the visibility and content of West Yellowstone on the internet.</p> <p>Knowing the importance of user-generated content, we created a photo contest on Instagram in FY16. The contest gave an instant presence on a new platform, and garnered over 300 entries. We are currently using those images in marketing campaigns, on our website, social media and Vacation Planner. With remaining funds we are continuing the contest again this year. We also offer to train our members through workshops to better understand and utilize their social platforms, and encourage them to follow and share our content.</p> <p>Social Media Strategies</p> <ul style="list-style-type: none"> • Continue to expand and encourage a networked virtual community of West Yellowstone participants and businesses | <p>The FY16 objective was a 5% increase in social media followers over the previous year including Facebook and Twitter pages. Our records indicate that we will meet and exceed that objective, as well as demonstrate a consistent, year-over-year growth in our social media influence. By cross promoting on our multiple channels, we have a combined following on Facebook of over 60,000, with an extremely large reach and nearly 50% engagement on most posts.</p> <p>Below are our current social media statistics:</p> <ul style="list-style-type: none"> • "West Yellowstone Chamber" Facebook - 6,774 followers • "Visit West Yellowstone" Facebook – 49,818 followers • "West Yellowstone Montana Visitor Center" Pinterest – 753 followers • @destination_yellowstone Instagram: 83 followers • "West Yellowstone Snowmobiling" Facebook- 7,590 followers | <p>West Yellowstone has realized that the power of social media is so much more than traffic to our website. It is brand awareness, and information source during crisis management. It plays a huge factor in marketing our destination events, and in addition to our general followers, it is also a way to target specific niches with pay per click advertising.</p> <p>West Yellowstone will continue to enhance our content for our social media channels, utilizing a content calendar focusing on important dates like the opening and closing dates of Yellowstone Park, and promoting our destination events and information related to these events.</p> <p>Whenever possible, we include links back toDestinationYellowstone.com or event websites, which increased our ability to track our ROI. Facebook, Twitter and Pinterest accounts area already created and maintained for the WY</p> | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June 2016). • 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West | \$3,000.00 | Ye | |

- using a variety of social networking sites and linkages.
- Further develop the West Yellowstone Facebook, Twitter, Instagram and Pinterest accounts to promote our West Yellowstone website, distribute information and publicize events.
 - Use of new social media avenues as they become applicable to a business or tourism situation (e.g., Periscope, Snapchat, and others).
 - Enhance content and photo offerings on travel-related and events-information sites such as Trip Advisor, Google Maps, Google Places, and Yelp.

- **“2016 Snowmobile and Powersports EXPO”**
Facebook – 1,435 followers
- **“Yellowstone Ski Festival”**
Facebook – 1,467 followers
- **“Kids’N’Snow”**Facebook- 389 followers
- **West Yellowstone Ice Fishing Tournament**
Facebook - 596 followers
- **Rendezvous SkiTrails**
Facebook – 1,167 followers
- **West Yellowstone Sled Dog Races** Facebook – 753 followers
- **West Yellowstone Sled Dog Races** Twitter – 42 followers
- **@DestYellowstone**
Twitter- 5,193 followers
- **@KidsNSnow** Twitter- 42 followers

Chamber, Kids’N’Snow, Snowmobile Events and Ice Fishing. Rendezvous Ski Trails and events have created their own social media channels and we regularly share content from these sources.

Aligns with our goals of:

- Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.
- Continuing to expand our marketing potential by participating in partnerships with other tourism partners.

- Yellowstone TBID collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.
 - 10% increase (from July 2016- June 2017) over the prior year (July 2015 - June 2016) for online campaign landing page as entry point.
 - 2% increase in mobile traffic (from July 2016- June 2017) over the prior year (July 2015 - June 2016).
 - 6% increase in social media followers (from July 2016- June 2017) over the prior year (July 2015 - June 2016).

Additional

| | | | | | | | | |
|----------|--------------------------------------|-----|---|--|---|---|------------|----|
| | | | | | | objectives for destination event marketing: <ul style="list-style-type: none"> • Increase event participation by 2% over previous year. • Increase awareness of the West Yellowstone community and activities. | | |
| Consumer | Electronic Adv - Newsletter, E-blast | Yes | <p>West Yellowstone plans to continue to utilize our growing email database by sending out regular e-newsletters promoting our lodging and amenities, plus sending out timely e-blasts for specific events and news.</p> <p>In the past we have utilized our emails for our destination events including the Annual Snowmobile Expo, Kids'N'Snow and Cross Country Ski Races. We will continue to promote these events, and add e-blast communications for Ice Fishing and Sled Dog Races. These blasts can be targeted at either participants or spectators. The emails always have an opt-out option and contain direct links back to landing pages on DestinationYellowstone.com and event websites.</p> <p>Becoming a member of the Yellowstone Teton Territories organization in eastern Idaho (much like our regions). We have meetings with several of their members and have given presentations in the past. They would like to work with West Yellowstone more to promote our corridor. With our membership we are able to submit press releases and event information that will be emailed weekly to their contact list of more than 400,000 subscribers.</p> <p>In FY16, we created templates for some of the lists we maintain, as well as our weekly and monthly e-blasts to create a consistent look and feel across our communications. This year, we will continued to develop the remainder of templates.</p> <p>Our strategy includes, but is not limited to:</p> <ul style="list-style-type: none"> • Continuing to collect emails and collate them into an online database: This will be done in conjunction with our electronic newsletters. • Sending out electronic newsletters profiling upcoming events, specific specials and "hot deals". Currently we plan this as a quarterly | <p>We are able to track our ROI for e-newsletters and e-blasts with our subscription to Constant Contact. Our event specific emails have an average open rate of 30-35% (well above the industry average). Quarterly emails average an open rate of 25-30%.</p> <p>Every month, our subscriber base continues to grow, with the majority of subscribers being organic through our website. Our current active subscriber list is 12,432.</p> | <p>One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing inter generational niche. And, while it is critical to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments or enhance existing ones. West Yellowstone has recognized that our biggest area of growth are the shoulder seasons (Spring/Fall), therefore we are allocating funds to increase the marketing of these seasons, while also adding to and enhancing our existing winter marketing campaigns.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination. • Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • 10% increase (from July 2016- June 2017) over the prior year (July 2015 - June 2016) for online campaign landing page as entry point. • 2% increase in mobile traffic (from July 2016- June 2017) over the prior year (July 2015 - June 2016). • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June 2016). | \$7,000.00 | Ye |

| | | | | | | | | |
|----------|--------------------------------|-----|---|---|--|--|----------|----|
| | | | <p>offering in conjunction with our local TBID, and then will increase that for our shoulder seasons, funds permitting.</p> <ul style="list-style-type: none"> • Pushing out information to our local businesses and organizations so they are better prepared to exceed our visitor's expectations. | | <p>significant dollars during the visit.</p> <ul style="list-style-type: none"> • Continuing to expand our marketing potential by participating in partnerships with other tourism partners. | <ul style="list-style-type: none"> • 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections. • 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service. | | |
| Consumer | Radio & Television Advertising | Yes | <p>With a limited budget, we seldom use Accommodations Tax Funds for radio or TV, but if the opportunity arises that we can partner with other funding sources or organizations to promote West Yellowstone and destination events, we would like to be able to participate if funds allow.</p> <p>In the past we have funded radio and TV spots for Kids'N'Snow, Snowmobile EXPO and Ice Fishing events.</p> | <p>While TV and radio advertising is hard to track ROI, West Yellowstone still believes that it is an important component in our multi-media campaigns and with the knowledge that video and viral content is increasing in popularity in marketing, we will continue to incorporate it into our marketing as funds allow, and requests meet our preset criteria.</p> | <p>Video, in the technology age, has created an increase in viral marketing, and West Yellowstone recognizes that this is an important component to our multi-media campaigns.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination. • Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • Adding 2 videos to our photo and video library • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June | \$100.00 | Ye |

| | | | | | | | | | |
|----------|--------------------------------------|-----|---|---|--|---|---|-------------|---|
| | | | | | | <ul style="list-style-type: none"> 2016). 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections. 2% increase in mobile traffic (from July 2016- June 2017) over the prior year (July 2015 - June 2016). 6% increase in social media followers (from July 2016- June 2017) over the prior year (July 2015 - June 2016). | | | |
| Consumer | Website/Internet Development/Updates | Yes | <p>Because our website is one of our most important marketing tools, we feel this is one of our most important, if not the most important method to maintain our market share.</p> <p>Our website/internet development/updates method strategy is to use maintenance, content development and integration of mobile and web cam applications for our current website to stay competitive in the market.</p> <p>As technology and mobile access continues to increase, we feel that our website has to do so as well to meet the expectations of the users. Although our site is already mobile-friendly and responsive, in FY17, we are going to pursue a refresh of the site. We want to better integrate our social channels, along with video and possibly a</p> | <p>Comparing our metrics to date to the same time period in the prior fiscal year, we have increased our website session by 4% and 71% of our visitors are new. The number of users and page views is also tracking ahead of the previous time period.</p> <p>According to the Annual ITRR, of visitors who spent at least one night in West Yellowstone, online resources, including websites, apps, maps and trail reports remain high on the items used by visitors both planning their trip and while here.</p> | <p>requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.</p> <ul style="list-style-type: none"> Continuing to expand our marketing potential by participating in partnerships with other tourism partners. | <p>Potential visitors are planning their vacations online more than ever. Our website, www.DestinationYellowstone.com is our primary marketing tool for distributing information to prospective and on-site travelers. In order to stay competitive, we need to maintain, update and develop new content and technology integrated with our website, including responsive designs, web cams and other applications. We will do this through routine maintenance, development and integrating mobile and web cam applications.</p> | <p>Measurable objectives:</p> <ul style="list-style-type: none"> 10% increase (from July 2016- June 2017) over the prior year (July 2015 - June 2016) for online campaign landing page as entry point. 2% | \$68,300.00 | N |

blog.

In this method, we are also including the maintenance, updates and content development for some of our segment sites as well. Content creation and updates for these sites, creates consistency across our marketing campaigns and increases referral traffic to DestinationYellowstone.com.

Maintenance Tasks include, but are not limited to:

- Ensure that the website is up (on-line) and functioning.
- Check daily (refresh cache) and that the website is on-line
- Working navigation to key pages (eat, sleep, play, etc.).
- Verify search functions working for lodging and campgrounds.
- On a monthly basis, check that links to all pdf's (maps, information sheets, etc.) and embedded text links are functioning.
- Test contact form, pdf download and e-newsletter links (and auto responses) are working.
- Check on links to webcams.
- Check that snowmobile and cross country ski trail reports are loading (seasonal).
- Check Trip Planner is functioning and send a test email to check auto-response.
- Check all external linking from the website.
- Check all links to social media (Twitter, Pinterest, Facebook) and ensure that Tweets are loading and updating appropriately.
- Responsible for updating WYCC business listings and descriptions (Google Docs and website).
- Responsible for approving new/revised WYCC business listings and descriptions.
- Responsible for approving new/revised calendar of event submissions.
- Assist in approving new/revised specials/coupons.
- Responsible for web site content creation and upload.
- Update revised content (business listings).
- Add new member listings.
- Add new content as available (news, calendar ,new play categories, etc.) to existing sections.
- Review content for keyword density (within first 200 characters and no more than 5% density).
- Add new secondary pages for play section.
- Update content with new or revised keywords/keyword phrases.
- Add new attachments (maps, etc.).

Recent Google reports revealed:

- 80% of travelers use the internet to plan their trip. The internet is used as a primary method of trip planning and inspiration.
- More than 60% of travelers spend more time researching because they are interested in finding the best value.
- Overall, 1 in 4 travelers used their smartphones to make bookings. On both smartphones and tablets, websites were accessed more compared to apps.

International visitors are extremely reliant on internet and smart device access while traveling. In 2015, smart device access finally overtook desktop access. Therefore, making sure our website is fast loading and continually responsive is important.

All of our segment sites including westyellowstoneicefishing.com, snowmobileexpo.com, kidsnsnow.org skirunbikemt.com and wysleddograces.com are hosted independently, but are the highest ranking referral sites for DestinationYellowstone.com. We feel that, by incorporating updates and content creation for these sites into our overall campaigns, helps to enhance and all sites, contribute to our overall goals and create consistency across campaigns.

This aligns with our goals of:

- Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.

increase in mobile traffic (from July 2016-June 2017) over the prior year (July 2015 - June 2016).

- Work with TBID administrator as needed for website maintenance and enhancements.
- Work with WYCC snowmobile events committee for website content creation, schedule updates, maintenance and enhancements of www.snowmobileexpo.com.
- Responsible for photo, video, and imaging website updates.
- Change photo sequencing (monthly).
- Add new photos (seasonal) or to enhance existing listings (calendar, secondary pages, news stories).
- Alt tags should be loaded with all new images.
- Upload video clips.
- Training: work with WYCC members (existing and new inquiries) on how to complete forms (business listing and specials).
- Work with WYCC members and community on how to complete the event submission form.
- Train VIC staff on website (where & what information, links, attachments, etc.). Train staff on responding to the contact form (scripts for standard responses) and audit as needed. Train staff on updating snowmobile and cross country ski reports.
- Work with Marketing on Google Analytics (reports to run) and tracking.
- Work with Marketing on development of meta- and alt-tags (initial and then revisions).
- Work with Marketing on linking strategy (developing/correcting in-bound links, embedded website links, external links from the website).
- Run organic search checks on Google, Bing, and Yahoo for keywords/long-tail phrases and document standing.
- Website Analytics and Marketing Interface.

Development: Identify possible new applications and technology integrations and incorporate these into our new website. This could include:

- Design, develop and implement additional buttons and/or pages to our web site as promotions and opportunities arise.
- Development of podcasts and use of streaming video. This could also involve purchase of software and some training of our current staff to be able to produce and introduce podcasts. Website

Technology Enhancements:

- Update the pdf of our Destination Guidebook and other resources on our website, enable RSS feeds, upload

| | | | | | | | | |
|----------|---------------------|-----|---|---|---|--|------------|-----|
| | | | <p>podcasts, and additional YouTube/Vimeo videos</p> <ul style="list-style-type: none"> • Creating and enhancing more mobile-friendly resources on the website • Enabling social media buttons for easy sharing of our content <p>Web Cam: Our webcam (located at the trailhead for the Rendezvous Ski Trail) has a dedicated transmission connection. Our strategy includes monthly maintenance and hosting costs.</p> | | | | | |
| Consumer | Photo/Video Library | Yes | <p>It is important to represent our destination through vivid, eye-catching images. To do this, the West Yellowstone CVB plans to utilize the network of local photographers and partners who graciously allow us to use their photographs and videos at no or low cost for marketing purposes including print, online, website and social media.</p> <p>The West Yellowstone CVB would also like to have funds to hire a photographer for more specific photo opportunities including events, shopping, dining and outdoor activities. We are currently working on a plan to work in joint effort with our local TBID to bring in a video company to develop some warm season assets, similar to what they did during the winter season.</p> <p>Every so often, we have requests from niche shows that film in the area; many times it is only for assistance in locations and communications with members. Other times they request production funding, and in return, we request B roll footage and links to all airings to use for social media and visitor center screens.</p> | <p>Because people respond visually to content, simply adding a relevant photo to your print, online and social media campaigns can grab someone's attention. Brilliant images can increase engagement and traffic to the website.</p> <p>These images need to be current and relevant to the destination, therefore replacing and updating images on a regular basis is important to the marketing of a location like West Yellowstone.</p> <p>Research has shown that including images and video in marketing is important for some of the following reasons:</p> <ul style="list-style-type: none"> • Articles with images get 94% more total views including a photo and a video in a press release increases views by over 45% • 60% of consumers are more likely to consider or contact a business when an image shows up in local search results. • Engagement rate on Facebook for photos averages 0.37% where text only is 0.27% (<i>this translates to a 37% higher level of engagement for photos over text</i>) | <p>For West Yellowstone, it is important to set our destination apart from other parts of the state and even the country. We plan to have some photos and videos set up so that our mountains and other unique natural features are prominent in the images. Other images may pertain to activities and events that only happen in West Yellowstone.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination. • Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit. | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • Add a minimum of 20 new images and 2 videos to our content library. • 10% increase (from July 2016- June 2017) over the prior year (July 2015 - June 2016) for online campaign landing page as entry point. • 2% increase in mobile traffic (from July 2016- June 2017) over the prior year (July 2015 - June 2016). • 6% increase in social media followers (from July 2016- June 2017) over the prior year (July 2015 - June 2016). | \$2,500.00 | Yes |

| | | | | | | | | | |
|----------|----------------|-----|--|--|---|--|------------|----|--|
| | | | | | | 2016). | | | |
| Consumer | Joint Ventures | Yes | <p>We try to take advantage of joint venture marketing programs with the Office of Tourism when our budget allows. In the past these projects have included reprint of the Geo-Tourism Map, advertising buys, online campaigns and more.</p> <p>Other joint venture opportunities may come about as community projects and events, or with other marketing regions and organizations in neighboring states. West Yellowstone is allocating funds because we feel that being able to work with other private and public entities strengthens our community message and allows us to stretch our marketing funds to reach larger markets.</p> <p>In FY16 we partnered with Visit Utah to become a part of the Yellowstone Loop marketing group, that also includes other Park Gateway communities and those along the travel route between Salt Lake and Yellowstone. For a small investment, the partners are able to market to international and domestic markets online and in print. Representatives were sent to the two largest consumer shows in the world in Europe, and we participated and hosted FAM tours in October 2015 and May 2016 that included receptives and partners from the areas included in the marketing campaign, including Canada, New Zealand, UK, China and US. Digital campaigns are currently running in all markets. We would like to continue with this program and build on the return we are already seeing.</p> <p>In FY16 we continued the Winter Window Wrap Project, that displayed landscape, wildlife and activities during the fall/winter season to promote the warm season. Businesses that are traditionally closed during the winter season and historically have put boards over their windows or paper, now wrapped the interior and exterior windows with colorful scenes representing what is unique to West Yellowstone. This out-of-home approach to marketing created a buzz with visitors and on social media to entice winter visitors to comeback in another season.</p> | <p>West Yellowstone is in a good position, both physically and logistically to partner with many different entities to promote our community and state. Being located at the West Entrance to Yellowstone National Park is a great benefit that brings many opportunities our way. Yellowstone National Park is at the top of international travelers' lists, and many of those travelers come into the West Coast or Salt Lake City and travel through Idaho to reach the West Gate. These are the visitors we want to capture. With the ever-increasing number of international travelers (our fastest growing market), we need to figure out creative and cost efficient ways to market. That is where partnerships come in.</p> <p>We have found that by partnering with organizations like Yellowstone Teton Territories in Idaho, the benefits are exponential, including additional print and online presence. We are also represented at meetings and consumer shows in the region and beyond. Things we could not achieve with our smaller budget. Organizations like this that have an email base of 400,000 subscribers extends our reach.</p> <p>These larger groups have asked us to give presentations and provide information about our area and Yellowstone Park for meetings and publications, as well as websites. These partnerships will become increasingly important as our funding structure changes and demographics of our visitors change. Marketing to international markets is expensive and labor intensive. With multiple partners combining efforts, funds and materials the opportunities increase to reach these markets.</p> | <p>One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing intergenerational niche. And, while it is critical to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments or enhance existing ones.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination. • Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit. • Continuing to expand our marketing potentially participating in partnerships with other tourism partners. | <p>Measurable Objectives:</p> <ul style="list-style-type: none"> • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June 2016). • 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections. • 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service. • 10% increase (from July 2016- June | \$5,000.00 | Ye | |

| | | | | | | | | | | |
|-------------------|------------------------------------|-----|--|--|---|--|--|------------|-------------|---|
| | | | <p>Yellowstone Ski Festival, Annual World Snowmobile EXPO, Kids'N'Snow, Spam Cup races, Pine Needle Stampede, Old Faithful Cycle Tour, etc.). Three 24 X 36" posters with foam backing with fall and winter activity images printed on gloss.</p> <ul style="list-style-type: none"> • All Season Trail Map: The map includes ski, hiking, biking and snowmobile trails. It has been at least four years since our last printing of this map and many trails have been updated or expanded, and other added. 20,000 copies, 18.25 x 13 and folds to 3.69 x 6 on white 80# House Dull Text, recycled paper, four color, 2 sided. Distributed primarily through our private sector and our Visitors Center, per email, and some will also be distributed to area ski/bike shops and taken to consumer shows. We will also convert the map to an electronic .pdf and upload to websites and make available for download. • "West of Yellowstone Park" Map: This map features scenic driving routes outside of Yellowstone National Park near West Yellowstone where visitors can view various species of wildlife in the spring and fall. We expect to have enough copies to last FY16, but if necessary, we will update and print an 11 X 17" full color two side's tear-off map, along with an electronic (.pdf) version. • Postcards, Flyers, Mailers for contests like the Instagram Photo Contest, and other events that request marketing support. | | <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination. • Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit. • Continuing to expand our marketing potentially participating in partnerships with other tourism partners. | <p>2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections.</p> <ul style="list-style-type: none"> • 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service. | | | | |
| Marketing Support | Administration | | | | | | | | \$39,250.00 | N |
| Marketing Support | TAC/Governor's Conference meetings | | | | | | | | \$1,500.00 | N |
| Marketing Support | Fulfillment/Telemarketing | Yes | <p>This method encompasses the cost of distribution of the West Yellowstone Visitor Guide through shipping directly from our printer, drive distribution and mail from direct referrals.</p> <p>It is our plan to have the following Centers included in this distribution of our Vacation Planner. Others may be included as calls are received and supplies warrant.</p> <ul style="list-style-type: none"> • Idaho: Coeur d' Alene, Twin Falls, Malad City, Idaho Falls, Teton Valley, Ashton, Rexburg, St. Anthony, Pocatello • Montana: Big Timber, Big Horn Historic Center, Billings, Broadus, Culbertson, Dillon, Hardin, Red Lodge, Shelby, St. Regis, Wibaux • Wyoming: Buffalo, Cody, Jackson, Cheyenne, Sundance, Kaycee, Sheridan, Pinedale, Thermopolis | <p>Two major studies on the role and effectiveness of Official Visitor Guides released in 2014, are enlightening and insightful. One study, conducted by Temple University Laboratory for Tourism and eCommerce, and the other commissioned by the Western Association of CVB's and conducted by Destination Analysts Both studies included varying budget size DMO's from large to small.</p> <p>One finding consistent in both studies was that the OVG's increased the number of attractions and events people consumed during their trips. The WACVB study actually calculated that the</p> | <p>Demand for West Yellowstone's Guidebook by Visitors Centers around the area remains high. We consider providing information for these guests bound for West Yellowstone as an important part of our marketing efforts. We also increase our level of respect and cooperation because we build relationships with other Chambers and CVB's and we enhance their ability to help guests by providing the requested information.</p> <p>This helps us meet our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June 2016). • 1% increase in occupied | | \$4,000.00 | N | |

| | | | | | | | | | |
|-------------------|-------------------------------|-----|---|--|---|--|--|-------------|----|
| | | | <ul style="list-style-type: none"> • Utah: Salt Lake downtown, Bear Lake Visitor Center, Bear Lake State Park, Bear River Valley Chamber of Commerce, Salt Lake City airport, Tremonton, Cove Fort, Utah Office of Tourism | <p>OVG's helped cause visitors to increase their length of stay by an average of 1.9 days.</p> <p>The extra lodging and daily spend put OVG readers in the "high value" category. The WACVB study showed the mean household income of readers to be \$93,030, and the mean age to be 53.3 years. Both studies confirmed that the OVG reader tends to be Baby Boomers and older, but Millennials still comprised 20% of the total.</p> <p>The Temple University study showed that more than 50% of people requested their visitor guide more than 5 weeks prior to travel, and while both studies revealed that more than 70% of the readers had already planned to visit prior to ordering, the WACVB study showed that of the ones who were "undecided" prior to ordering the OVG, about 83% were influenced to choose the destination after reviewing the OVG. More than 50% of respondents used the OVG's prior to arrival, and nearly 40% used the OVG's prior to and during their visits.</p> | <p>communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.</p> <ul style="list-style-type: none"> • Continuing to expand our marketing potential by participating in partnerships with other tourism organizations. | <p>room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections.</p> <ul style="list-style-type: none"> • 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service. <p>Additional objectives:</p> <ul style="list-style-type: none"> • Distribute all 40,000 copies of the West Yellowstone Guidebook. | | | |
| Marketing Support | Opportunity Marketing | | | | | | | \$500.00 | N |
| Marketing Support | VIC Funding/Staffing /Signage | Yes | <p>In 2013, the Montana Office of Tourism re-structured their VIC model and eliminated funding support in 2015. Funding now depends on the Yellowstone Country Region and community resources.</p> <p>The Accommodations Tax Fund has always allocated a percentage of the budget to VIC support and will continue to do so. The WY Chamber/CVB is also seeking a number of additional funding sources including Yellowstone Country Regional Tourism, the West Yellowstone MAP (Marketing & Promotions Fund), and the West</p> | <p>The number of travelers stopping at the West Yellowstone Visitor Center is significant: the door count for this past fiscal year was over 154,000 visitors. If you include telephone calls and emails, the number serviced is actually over 175,000. We recorded visitors from over 45 countries and all 50 states.</p> <p>By having the interaction with visitors we, many times a day, increase the quality of guests'</p> | <p>The VIC staff is our most critical marketing product "on the ground" here in West Yellowstone. The annual ITRR report shows that the Visitor Center is utilized by the majority of visitors once they reach West Yellowstone. Our destination marketing efforts bring visitors to or through West Yellowstone via Yellowstone Park. However, our VIC staff has the ability to impact length of stay and quality of</p> | <p>Measurable objectives include:</p> <ul style="list-style-type: none"> • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the | | \$15,000.00 | Ye |

Yellowstone TBID. The West Yellowstone Chamber would provide the required high speed internet access, workers comp, the building and building maintenance. The Town of West Yellowstone supplies restroom maintenance and supplies, as well as lawn and parking lot maintenance.

We will work with our partners (state, region, and local) to continue to educate our VIC staff on the social and economic importance of the tourism industry in the local area, region, and state. We will also educate the staff about the multitude and vast variety of experiences available.

The staff will receive training on how to use our marketing tools (website, electronic resources and Travel Planner) to best leverage all avenues of communications and promotions.

experience (i.e., an activity they hadn't known of or planned), length of stay and the potential for a return visit to the West Yellowstone area and, as well, visits by their friends and family.

experience many times, each and every day.

This aligns with our goals of:

- Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a family-friendly vacation destination in all seasons.
- Expanding our marketing potential by participating in partnerships with private businesses and with other tourism organizations.
- Targeting our market as accurately as possible

previous year (July 2015 - June 2016).

- 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.

Web and social media influence measured by:

- 10% increase (from July 2016- June 2017) over the prior year (July 2015 - June 2016) for online campaign landing page as entry point.
- 2%

| | | | | | | | | | |
|-------------------|-------------------------------|-----|--|--|---|---|---|---|--|
| | | | | | | | increase in mobile traffic (from July 2016- June 2017) over the prior year (July 2015 - June 2016). | | |
| Marketing Support | Marketing/Publicity Personnel | Yes | <p>The West Yellowstone Chamber has had a marketing and public relations position for nearly ten years. We have found this position to be very efficient and cost effective. The value of the local knowledge of the community and of situations cannot be overstated.</p> <p>This position has critical marketing and public relations responsibilities including:</p> <ul style="list-style-type: none"> • Creation, administration, and execution of the annual marketing plan, projects and budgets for Accommodations funding. Work closely with other marketing organizations (local, regional, MTOT) for grants and additional funding options, as well as co-operative advertising opportunities. • Determine and sustain new markets that diversify shoulder seasons West of Yellowstone Park • Determine social media marketing strategies, management (including content creation and placement) for social media sites including Facebook, Twitter, Pinterest, FourSquare. Create social media marketing advertising campaigns. • Drive internet marketing programs including SEO and SEM, website optimization, and internet advertising campaigns. Content creation, content and imaging library management, for the website, social media, and other on-line programs. • Raise the level of marketing awareness and participation within our community through workshops and seminars, weekly marketing 'blasts,' monthly marketing reports at Chamber (CVB) meetings, and quarterly | <p>Because the Marketing/PR position is held by someone who lives and works in West Yellowstone, they have a deeper knowledge of the community and its needs. They can react quickly on short deadlines and when communications are needed immediately for crisis situations. They know the members of other community partners and funding organizations and feel comfortable working on projects with multiple groups.</p> <p>Other advantages to having in-house marketing/PR personnel:</p> <ul style="list-style-type: none"> • Increase and monitor value vs. cost • Implementation of a consistent marketing strategy • Maximization of the community's image • Enhanced quality control of the brand | <p>With our limited budget, West Yellowstone can best maximize dollars with local staff to manage our marketing and public relations projects. Often this position is required to communicate directly with our committees and boards to take advantage of marketing opportunities which arise with quick turnaround and deadlines. This person is also able to react quickly when crisis management is needed.</p> <p>The Marketing Director position was designed to spearhead projects so as to ensure consistent progress and message, create strong private and public sector partnerships to expand our marketing resources, explore potential niche markets. This position is ideally filled by someone who lives in our community, understands its dynamics and that of surrounding areas, and can act as a 'quick response unit' when needed for unanticipated marketing and publicity challenges requiring immediate and proactive action. Synergistic coordination with other local and regional marketing funds, events, and projects is also key. The position is encouraged to know the</p> | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June 2016). • 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections. • 0.5% increase in recreational | \$48,500.00 | N | |

| | | | | | | | | | |
|-------------------|-------------------|-----|---|--|--|---|--|----------|---|
| | | | <p>meetings of the Chamber Marketing Committee. Work to promote MTOT and West Yellowstone brand messaging.</p> <ul style="list-style-type: none"> • Coordination of publicity efforts including content creation and response as needed for news releases, PSA's, radio and television interviews, as well as on-line event calendars, blogs, and promotions. Organize resources and participation in media and familiarization tours. Create and implement crisis management plans with unified public relations and community wide updates to ensure accurate, timely, and continually updated information is sent to area businesses, residents, and visitors. • Works with and directs any required professional agencies for high quality production and development of projects that require unique skills, such as developing our internet and social media framework. • Work towards integration and all aspects of funding sources available for West Yellowstone marketing. <p><i>See chart of duties and responsibilities attached.</i></p> | | <p>community and seek out new opportunities, strategies and projects that have strong potential to increase visitation during the shoulder seasons.</p> <p>This position is also responsible for publicity and media communications, development and distribution of on-line press and information releases; development of a media (print) database and distribution of information to these sources on a regular basis; development, placement and maintenance of a social networking marketing strategy that focus on web-based travel sites, social networking sites, personal information/blogs sites, web-based event and calendar sites, and community workshops.</p> <p>This helps us reach our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination. • Continuing to target our market as accurately as possible, to assure funding is used to reach an audience that asks for information, travels to West and spends significant dollars. • Continuing to expand our marketing potential by participating in partnerships with other tourism organizations. | <p>visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.</p> <ul style="list-style-type: none"> • 10% increase (from July 2016- June 2017) over the prior year (July 2015 - June 2016) for online campaign landing page as entry point. • 2% increase in mobile traffic (from July 2016- June 2017) over the prior year (July 2015 - June 2016). • 6% increase in social media followers (from July 2016- June 2017) over the prior year (July 2015 - June 2016). | | | |
| Marketing Support | Crisis Management | Yes | <p>We are often confronted by unanticipated challenges including natural disasters that require crisis management. Events beyond our control including government closures, road construction and wildfires have caused us to create access releases and documents with alternative routes and</p> | <p>Time is something that is in very short supply when a crisis breaks. Being able to respond quickly with a well thought-out crisis communications plan gives West Yellowstone a chance to take</p> | <p>As a result of events including Park closures, access restrictions, delayed openings, sequestrations and budget cuts, West Yellowstone recognizes that we face challenges</p> | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • 0.5% increase in recreational | | \$100.00 | N |

activities for our front desk staff.

In the advent of any of these unexpected situations, we need to proactively implement a crisis management process that we have created and successfully used in the past. This could include additional unanticipated expenditures including increasing hours of marketing publication relations and other support staff during the crisis. We may also need to hire additional staff for the Visitor Information Center and distribute bulletins to local businesses.

Our crisis management plan would include these components:

- Coordination with all agencies to have effective input in all press releases.
- Update relevant website content, including highlighted stories in the "new sections" of the home page on our own website, Chamber Facebook and Twitter accounts, as well as updates in relevant trip blogs such as Trip Advisor. *Note: it is critical to have updates in place early in the morning and throughout the day as situations are updated or changed.*
- Issue news releases if needed.
- Website content and news releases could contain the following:
 - Overview related to visitors
 - Specific information on the incident (location, size, containment, closures, evacuations, air quality)
 - Information on major road closures, alternative routes, major roads that are still open
 - Areas, attractions, and activities that are still available
 - Phone numbers and websites for additional information
- Update Yellowstone fire-specific pages on Facebook and Twitter that have already been established. These are specific social media accounts setup just for fire or other incidents that can be accessed by travelers. If needed, we can begin using these immediately, send it to existing followers, promote on our existing web pages and other social media accounts, and use to alert media and local business partners.
- Coordination with Yellowstone Park, the USFS, Yellowstone concessionaires, and other partners to have an effective communication channel for all Yellowstone guests.
- Create and distribute notices to local and area businesses to better assist with their guests.
- Distribute appropriate information to key

advantage of a limited window of opportunity, increasing our possibility of retaining visitors and potential visitors when things happen that are out of our control including natural disasters like wildfires, or government inflicted budget cuts or shut downs.

convincing the traveling public that our destination is value-based and that we remain a top destination for travelers to Yellowstone Park and southwestern Montana.

We need to be able to react quickly when faced with the unexpected, e.g., earlier closing of Yellowstone Park to visitors.

This aligns with our goals of:

- Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a family-friendly vacation destination in all seasons.
- Expanding our marketing potential by participating in partnerships with private businesses and with other tourism organizations.
- Targeting our market as accurately as possible

visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.

| | | | | | | | | |
|-------------------|----------|-----|---|--|---|---|------------|---|
| | | | <p>tourism contacts including MTOT, Wyoming Travel, Idaho Tourism, Yellowstone Country, other appropriate countries, appropriate Chambers and CVB's including organizations in neighboring states of Idaho and Wyoming, and the Salt Lake Utah area.</p> <ul style="list-style-type: none"> • Coordination with media including radio and television, news services. Coordination of radio Public Service Announcements if needed (PSA's). | | | | | |
| Marketing Support | outreach | Yes | <p>As a small, rural community who relies on tourism as our number one industry, it is important to provide our businesses with current and relevant information regarding the travel industry to help them maximize their efforts and success.</p> <p>Until this year, the Office of Tourism has provided communities with front-line customer service training workshops. This has been one of the most highly attended workshops in West Yellowstone. Businesses find it necessary for their changing seasonal staff and those new to our community.</p> <p>The Chamber also offers Learning Workshops throughout the winter season including customer service, marketing and other tourism related topics.</p> <p>These are two examples of what this method may help to fund, but other opportunities may arise in which we would like to participate.</p> | <p>In past years, over 100 participants have come to the Superhost front-line training offered each spring. The Chamber's learning workshops have also had 20-30 participants. Customer service and front-line training are important to our local businesses. Our small business owners cannot afford to travel, and often the time of formal training workshops, therefore rely on the information we can provide them.</p> <p>Currently our Marketing Director sends out a weekly email with community information and current marketing trends and tips which has an open rate of over 30%. Along with TBID, we have provided a local information time in conjunction with the Superhost training, which employers find valuable for their summer staff.</p> | <p>As with our Visitor Information Center staff, our front-line employees are essentially guides for our visitors when they arrive. The more information these employees can provide to their guests about local services and activities, the more comfortable our guests will feel and the potential for a longer stay emerges. In turn, good customer service leads to good reviews and word-of-mouth marketing, which leads to more potential visitors and return visitors.</p> <p>This helps us meet our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination. • Continuing to expand our marketing potential by participating in partnerships with other tourism organizations. | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June 2016). • 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections. • 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance | \$1,000.00 | N |

| | | | | | | | | | |
|-----------|-----------|-----|--|---|---|---|------------|----|--|
| | | | | | | visitation as reported by the National Park Service. | | | |
| Publicity | Fam Trips | Yes | <p>Public relations are a key role in maintaining West Yellowstone's position as a top destination for travelers to Yellowstone Park and southwestern Montana. Public relations challenges for FY17 will derive from known factors and possibly unanticipated ones as well. We are allocating funds to help aid in our communications with potential visitors and those who already planning their trip to West Yellowstone should the need arise.</p> <p>We will incorporate press promotions/releases into our overall marketing plan to enhance and support traditional methods. This may include paid press release distribution to increase our market reach on a national and international scale.</p> <p>We consistently receive requests from tour companies/operators, media, independent film companies, and the Office of Tourism for support of Press/FAM Trips. Many of these are related to Yellowstone National Park and others are looking for unique and off the beaten path ideas for itineraries. We evaluate each request to see if there is a direct benefit for West Yellowstone and if they meet our criteria. Many times we do not have a budget to support these trips, but we would like to allocate some funds in case appropriate opportunities present themselves. Part of the partnership with Visit Utah will include a fam/press trip component, so we would like to have a budget to accommodate that, as it directly benefits West Yellowstone. The funds will also allow us to create accurate and complete press kits for participants.</p> <p>We may also consider hosting a Blog or Digital Influencer Tour. These events have proven very successful in other destinations and help to reach our market through credited experts.</p> | <p>In the past we have supported Office of Tourism, RMI and other trips. These operators and press have provided West Yellowstone with chances to put our best foot forward and make important networking connections. We know that these trips and tours can be very beneficial for West Yellowstone and Montana, although it is hard to track certain return.</p> <p>With the growth in international travel and even some regions in our area like Northern Utah, having professional and reliable representation by operators and media will be beneficial to our town and area.</p> <p>Digital FAM and press trips (like blog tours) are becoming popular and beneficial to DMO's and we may pursue this avenue in the near future.</p> <p>In the past we have supported Office of Tourism, RMI and other trips. These operators and press have provided West Yellowstone with chances to put our best foot forward and make important networking connections. We know that these trips and tours can be very beneficial for West Yellowstone and Montana, although it is hard to track certain return. With the growth in international travel and even some regions in our area like Northern Utah, having professional and reliable representation by operators and media will be beneficial to our town and area. Digital FAM and press trips (like blog tours) are becoming popular and beneficial to DMO's</p> | <p>One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing intergenerational niche. And, while it is critical to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments or enhance existing ones.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination. • Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit. • Continuing to expand our marketing potentially participating in partnerships with other tourism partners. | <p>Measurable objectives:</p> <ul style="list-style-type: none"> • 2% increase (from July 2016- June 2017) in West Yellowstone Resort Tax Collections over the previous year (July 2015 - June 2016). • 1% increase in occupied room nights (from July 2016- June 2017) over the previous year (July 2015 - June 2016) as reported by West Yellowstone TBID collections. • 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as | \$1,500.00 | Ye | |

| | | | | | | | | |
|--|--|--|--|---|--|---|--|--------------|
| | | | | and we may pursue this avenue in the near future. | | <ul style="list-style-type: none"> reported by the National Park Service. 10% increase (from July 2016- June 2017) over the prior year (July 2015 - June 2016) for online campaign landing page as entry point. 2% increase in mobile traffic (from July 2016- June 2017) over the prior year (July 2015 - June 2016). 6% increase in social media followers (from July 2016- June 2017) over the prior year (July 2015 - June 2016). | | |
| | | | | | | | | \$259,500.00 |

Marketing Method Budget

| Marketing Segment | Marketing Method | Bed tax funded budget | Non bed tax fur |
|-------------------|--------------------------------------|-----------------------|-----------------|
| Consumer | Print Advertising | \$27,000.00 | |
| Consumer | Online/Digital Advertising | \$32,500.00 | |
| Consumer | Social Media | \$3,000.00 | |
| Consumer | Electronic Adv - Newsletter, E-blast | \$7,000.00 | |
| Consumer | Radio & Television Advertising | \$100.00 | |
| Consumer | Photo/Video Library | \$2,500.00 | |

| | | |
|-------------------|--------------------------------------|---------------------|
| Consumer | Joint Ventures | \$5,000.00 |
| Consumer | Printed Material | \$2,750.00 |
| Consumer | Website/Internet Development/Updates | \$68,300.00 |
| | | \$148,150.00 |
| Marketing Support | outreach | \$1,000.00 |
| Marketing Support | Administration | \$39,250.00 |
| Marketing Support | TAC/Governor's Conference meetings | \$1,500.00 |
| Marketing Support | Marketing/Publicity Personnel | \$48,500.00 |
| Marketing Support | Fulfillment/Telemarketing | \$4,000.00 |
| Marketing Support | Opportunity Marketing | \$500.00 |
| Marketing Support | VIC Funding/Staffing/Signage | \$15,000.00 |
| Marketing Support | Crisis Managment | \$100.00 |
| | | \$109,850.00 |
| Publicity | Fam Trips | \$1,500.00 |
| | | \$1,500.00 |
| | | \$259,500.00 |

Miscellaneous Attachments

Reg/CVB Required Documents