



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72772 - FY19 Central Montana Marketing Plan

DOC Office of Tourism

Grant Title: FY19 Central Montana Marketing Plan
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Grant Status: Underway
Comments:
Applicant Organization: Central Montana
Grantee Contact: Gayle Fisher
Award Year: 2018
Program Area: DOC Office of Tourism

Amounts:				
Contract Dates:	Contract Sent		Contract Received	Contract Executed
Project Dates:	06/20/2018 Proposal Date	07/01/2018 Project Start	06/30/2019 Project End	

Grant Administrator: Barb Sanem
Contract Number 19-51-004
Award Year 2018

Contract Dates

Contract Sent	Contract Received	Contract Executed	Contract Legal
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Project Dates 07/01/2018

06/30/2019

Project Start Project End

Comments

Amendment Comments

Community & Brand Support

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

1. Purpose

This marketing plan is a guide for Central Montana Tourism Region's marketing strategy for FY19.

Our FY19 marketing efforts will continue to position Central Montana as a vacation destination. Our marketing will not only create awareness of the region but also reach prior visitors to keep our area top-of-mind for another visit. Our ultimate goal is to bring visitors to Central Montana and have them spend time and dollars in the region.

The plan has been developed based on Central Montana's past successes in promoting visitation to the region and also by closely aligning our strategies with those executed by the Montana Office of Tourism Business Development. Central Montana's marketing decisions are based on research available from VisaVue, the Institute for Tourism & Recreation Research, Destination Analysts, and input from our board of directors. Our FY19 plan will continue many of our successful projects completed in prior years and it will also incorporate new projects.

2. Identity of the Area

Thirteen Montana counties comprise the Central Montana tourism region. Our unique region offers a wide variety of landscapes, attractions, events and activities which appeal to Central Montana's potential visitor. We fit well with the Montana brand offering:

- More spectacular, unspoiled nature than anywhere else in the lower 48
 - Central Montana has thousands of acres of public land (short grass prairie, river breaks, mountains, lakes and forests), in addition to thousands of acres of farm and ranch land
- Vibrant and charming small towns that serve as gateways to natural wonders
 - Central Montana is comprised primarily of small charming towns located in close proximity to our unspoiled nature
- Breathtaking experiences by day, relaxing hospitality at night.
 - Central Montana's breathtaking experiences are many – from viewing spectacular art to seeing the locations where those scenes originated. Our hospitality is as varied as sleeping in a beautifully restored historic hotel, to a river guide pitching a tent along a wild and scenic river, or one of our new glamping experiences.

The Central Montana board defines their identity as follows: (this identity statement was created many years before Montana's latest brand strategy, however, it aligns well and it mirrors the brand pillars)

Central Montana offers visitors a remarkable experience of Montana's history, culture, clear skies and clean water, wildlife, outdoor recreation and adventure. From wide-open spaces to mountain ranges and the Missouri River and its tributaries, culturally rich towns and cities in Central Montana brush with the old west and ancient peoples. Visitors can see the landscapes and absorb the sense of place that inspired renowned western artist Charlie Russell, and walk in the footsteps of Lewis & Clark, all within reach of comfort and hospitality.

Strengths and Challenges of the Central Montana Tourism Region

The strengths that distinguish Central Montana include -

- Historical and cultural sites and interpretation - home of numerous Lewis & Clark and Native American attractions and memorials, Charlie Russell, old forts and fur trade history, and National Park Service's Bear Paw Battlefield
- Kings Hill Scenic Byway and Missouri Breaks Backcountry Byway

- Upper Missouri River Breaks National Monument and Wild & Scenic Missouri River
- Outdoor adventure and recreation such as camping, hiking, wildlife watching, boating, fishing, hunting, skiing and snowmobiling. Many activities offer a feeling of open spaces yet they are still close to our communities' amenities.
- Excellent variety of fish and wildlife
- Multiple access points to the Bob Marshall Wilderness Complex
- Several backcountry airstrips
- Waterfalls
- The iconic and sacred Sweetgrass Hills
- The Rocky Mountain Front – East slope of the Rockies
- Magnitude of birding opportunities detailed in a Central Montana birding brochure
- Spectacular geology and paleontology with 6 sites on the Montana Dinosaur Trail
- Grand and diverse scenery that typifies the “Big Sky”
- Authentic Montana lifestyle - farms and ranches, guest ranches, Native American cultures, main-street Montana, friendly people
- Unique and fun organized trails - Pie a la Road and a Barn Quilt Trail
- Easily accessible open spaces for scenic touring and wildlife viewing
- Vast public recreation lands
- Its central location in the Glacier-to-Yellowstone National Parks corridor
- Close proximity to Canada with a 24-hour port of entry at Sweetgrass/Coutts
- Many of our tourism products are viewed as budget-friendly, both regionally and nationally
- A variety of public golf courses
- Several new craft breweries and a new craft cocktail lounge in the region
- Central location for statewide meetings and conventions
- Unique attractions such as Havre Beneath the Streets and the Charlie Russell Chew Choo
- Unique events such as Montana Bale Trail (What the Hay), Red Ants Pants Music Festival, Montana Chokecherry Festival, Whoop Up Days, numerous art shows & auctions during the commemoration of Charlie Russell's birthday in March
- Two Amtrak stops in the northern part of the region (Havre and Shelby)
- A large, central retail hub and international airport in Great Falls
- Our strong partnerships with chambers, Tourism BIDs and other promotional groups in the region

Challenges and critical issues facing the tourism region -

- A need to develop more year-round visitor attractions and more activities in the shoulder seasons to enhance our vacation product
- Attractions and private businesses need longer business hours and longer seasons to accommodate visitors
- Lack of restaurants, lodging, attractions and gas stations in our small communities
- Shallow employee pool for businesses
- The need to continually educate front line personnel, not just those employed in lodging facilities, but in gas stations, grocery stores, retail businesses and restaurants
- While our vast public recreation lands are a strength, our public land managers do not have marketing and promotion budgets
- The lack of a winter destination resort and, in some years, the lack of winter
- The need to effectively promote in Canada to reach our closest large population center, despite a fluctuating exchange rate and passport requirements
- Transportation limitations such as no public bus service to some locations and the fluctuating cost of fuel
- Cost of airfare
- Small marketing budget combined with increasing media costs.
- The need to continue to strengthen our relationships and communications with the Native American tribes on our reservations and also our landless Little Shell tribe.

Describe your destination.

Central Montana will continue with the simplistic style of ads we have been using (with a mix of print and digital). We have used an uncluttered design (primarily a stunning

image), very little text and a strong call to action. Playing on our strengths, images are chosen to inspire the viewer and make them want to obtain more information to plan a trip to Central Montana.

Potential visitors who see our ads will need more information about the area depicted in the photo that inspired them – the location, how do you get there, what activities can be done there and what amenities are available. Some Central Montana ads will direct viewers to click to our website home page, some will direct them to a specific landing page and all will offer the opportunity to receive our print travel planner with detailed information about the region and to sign up for our e-newsletter. In all scenarios, potential visitors will be able to learn about our vacation opportunities.

To facilitate the travel decision, visitors need only read or click through to our information. Lodging, guides and outfitters, attraction information, dining, and scenic and historic routes are highlighted in our print travel planner and on our website (our travel planner may be downloaded or viewed as a flip book). We also have niche brochures that can be mailed, obtained at local visitor centers or viewed on our website (a detailed Central Montana birding brochure, 10 Great Rides motorcycle routes with maps, Bicycle Trails, C. M. Russell Auto Tour, Kings Hill Scenic Byway brochure and the partnership brochure for the Montana Dinosaur Trail). Once visitors are in Central Montana we urge them to seek out local tips offered by staff and volunteers at visitor centers, attractions and local businesses.

Optional: Include attachments here

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

We will define geographic markets as follows: using research results from participating in Montana Office of Tourism Business Development's joint venture campaign with VisaVue, from information generated through the Interactive Data link on the website for Institute for Tourism & Recreation Research, from research available by Montana Office of Tourism (Destination Analysts), and the inquiries Central Montana receives. Our primary geographic target markets include the following states and provinces: California, Washington, Idaho, Oregon, Colorado, Utah, Minnesota, North Dakota, Illinois, Wisconsin, Michigan, Florida, South Dakota, Arizona, Texas, Wyoming, Alberta and Saskatchewan.

We will target the following demographic markets: wildlife and bird watchers, anglers, adventure travelers, bicyclers, motorcycle travelers, scenic drivers, cultural & heritage travelers, hunters, geo/eco tourists, winter recreationists, RVers and campers, golfers, education travelers, group tours, guest ranch visitors, snowbirds, dinosaur enthusiasts and train/rail enthusiasts.

The psychographic characteristics of Central Montana's target market include those who value local businesses, enjoy our scenic landscapes and value access to public lands, waterways and open space.

To reach some of our niche markets we will continue our bird watching promotional efforts and also offer support to the Crown of the Continent initiative. We will continue promoting travel along the Montana Dinosaur Trail and our six locations along that trail. These niche markets have been promoted via joint ventures with Montana Office of Tourism Business Development, other tourism regions and CVBs. We will continue to expand niche market information on our website and in our printed travel planner. Our website blog addresses many of the niche markets. We will continue blogging and also posting on Facebook, Instagram and Twitter. Our Central Montana video and photo libraries will be expanded so we may reach and engage our potential visitors. We will also continue purchasing search terms.

b. What are your emerging markets?

Texas, Arizona and Illinois markets (arriving and spending money in the region) have grown based on recent research and data obtained from hotels in the region. Areas with direct flights are contributing to the emerging markets of Illinois (Chicago and some Wisconsin zip codes) and Arizona (Phoenix/Mesa zip codes). While Central Montana does not have direct air flights from Texas, several Montana cities have recently acquired those, and their marketing efforts seem to have sparked interest in the entire state. Central Montana has marketed consistently to the provinces of Alberta and Saskatchewan, Canada and we have seen interest grow from the nearby provinces of British Columbia and Manitoba. We feel there is great potential for visitors from international markets (Germany in particular registers high at several of our visitor information centers).

Optional: Include attachments here.

c. What research supports your target marketing?

This year Central Montana participated in the Montana Office Tourism Business Development's joint venture with VisaVue. Visa cardholders comprise 50.3% of the credit card market. VisaVue tracks purchases and cash advances made in specific contiguous zip codes. We selected 59401, 59404 and 59405 zips which are all in Great Falls. We shared the joint venture opportunity with Havre and offered to participate on the cost with them. We felt US Hwy 2 could have distinctly different traffic patterns although we were surprised to learn that they almost mirrored the zip codes generating Visa card charges in Great Falls. We also use the Interactive Data (report builder) option on the Institute for Tourism & Recreation Research along with several other reports to support our target marketing. Recent research done by Destination Analysts has valuable data for the region. Other reports used include: Canadian Travelers in Montana: Traveler Profiles by Purpose of Trip to the State, most current Nonresident Visitation and Expenditure Estimates, PDEW (Passenger Daily Each Way) Top 15, Airline Passenger Deboarding by Airport, Amtrak Passengers by Montana Station and Nonresident Traveler Satisfaction & Information Sources Used. More county and community data is extrapolated by using the Interactive Data function on ITRR's website although, in some cases, the sample size is quite small.

We have also encouraged our event planners in the region who apply for Central Montana's cooperative marketing funding to use ITRR's Survey in a Box. Montana Cowboy Poetry Gathering and the Montana Winter Fair in Lewistown have used this and the C. M. Russell Museum did this survey at their own expense this past spring.

We monitor other data from traffic count information by highway from Montana Dept. of Transportation and visitor logs from our staffed visitor centers in the region.

Central Montana's FY19 goals build on groundwork that has been laid out for the past several years. They are:

1. *Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.*

Central Montana's calendar year 2017 lodging tax revenues saw an overall increase of 1%. Collections for the first and fourth quarters were up but our second and third quarters were each flat. Our FY19 goal is to have an increase in lodging tax revenues of at least 3% in the 12 month period. We were down over 100 rooms in Cascade County for most of calendar 2017 and those rooms should be replaced by spring of 2019. Fergus County had sporadic room closures at hotels. Over 100 new rooms in Cascade County opened in April 2018. While an increase in room capacity does not insure higher collections or increased room rates, it can certainly help the area during peak times. We have capacity to increase revenues in all calendar quarters.

2. *Attract visitors by communicating an image that positions Central Montana as a vacation destination.*

Our positioning strategies are:

- illustrating our access to outdoor recreation, spectacular unspoiled nature and adventure
- leveraging our authentic Montana lifestyle in our vibrant and charming communities
- highlighting our historic and cultural sites, building on our Lewis & Clark and Nez Perce legacies

3. *Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.*

By pursuing joint ventures and other partnership opportunities, Central Montana will establish and maintain strong ties to Montana Office of Tourism Business Development's programs and direction, as well as other Montana tourism organizations. We will strive to build even more marketing partnerships with the Great Falls CVB, Havre's new CVB and the five Tourism BID's in Central Montana. We will also continue to explore new opportunities for partnerships in an effort to enhance our marketing budget.

4. *Grow the visitor experience and opportunities by building relationships with the ranching and agriculture industry, adding to and building on our guest ranch and agritourism presence.*

Many segments of our target market are looking for safe, family vacations that return them to an unhurried, more grounded experience. Highlighting rural events and lifestyles of our region's farms and ranches will increase visitor numbers and provide a supplemental income for agricultural and ranching operations. Central Montana will continue to

explore partnerships with agricultural organizations and work closely with rural community promotion groups to enhance our agritourism offerings. We will monitor response to our Crop InFARMAtion app and seek to add more of our counties to the program.

5. Central Montana will continue to target our market as precisely as possible, assuring that our funding is spent to reach an audience that is qualified by likelihood of coming to the region, and has the discretionary income to spend significant dollars during the visit.

Central Montana's consumer marketing plan will target those shown by research and/or past successes to have the propensity to travel to Montana, particularly to experience the kind of vacation the region offers.

6. Continue our successful FAM trips and travel show attendance.

Over the past few years our FAM trips have produced significant results in the form of print editorial, online editorial, television and radio editorial and inquiries (both domestic and international). We will also continue to have a presence at travel and sportsman shows and we will partner with both the public and private sector to stretch our budget for the shows we attend.

7. Seek ways to promote our Native American tourism potential.

We will work to identify opportunities to promote the cultures of our tribes and the tourism activities they offer. Past successes have included FAM trips to our Native American reservations and working with individual native entrepreneurs to showcase their talents to FAM trip participants. In FY19 we hope to secure more video footage to use in our marketing efforts.

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

We have seen successes with opportunities to participate in both print and digital joint ventures offered by the MT Office of Tourism Business Development. We would like to see opportunities offered to target potential visitors from Canada, specifically in the provinces of Alberta and Saskatchewan. Central Montana will also eagerly participate in public relations activities and film promotion activities in partnership with MTOTBD.

Optional: Include attachment here.

top 10 for 2016.png

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

Central Montana has participated in, and would like to continue to participate with, print and digital marketing projects and also consumer travel show joint venture marketing opportunities with the Great Falls CVB, Great Falls Tourism BID and Lewistown Tourism BID. We have five tourism business improvement districts in Central Montana and marketing opportunities are shared with them. Central Montana will also have a new bed-tax funded CVB in FY19 when Havre forms their entity. We look forward to working with them and their Tourism BID. We also plan to continue to participate in joint venture opportunities for the Crown of the Continent (Glacier Country, Southwest Montana and Canadian provinces) and the Montana Dinosaur Trail (Montana's Missouri River Country, Yellowstone Country, Southeast Montana) Although it is not a financial partnership, we will seek to coordinate attendance at travel shows with other bed tax entities and private sector businesses in Central Montana, to possibly co-locate our booths. Central Montana is eager to secure additional partnership marketing to maximize our budget.

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

In FY18 we participated in both print and digital joint venture campaigns with the Montana Office of Tourism Business Development.

Print included shared space with MTOT/BD in Travel USA (international publication reaching 21 countries) and a full page ad in a Montana insert polybagged with Family Fun magazine.

Our digital joint ventures included the following: NationalGeographic.com using video and display ads, Sojern travel Platform Programmatic ad serving technology, LiveIntent e-newsletters/display ads, and RootsRated content serving network.

We have initial results from the insert in Family Fun and response has been excellent to date. Sojern ad serving technology is also ranking strong.

These joint ventures are a solid investment where Central Montana can receive good exposure.

Optional: Include attachments here.

Optional: Include attachments here.

LiveIntent samples.docx

Optional: Include attachment here:

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Plan to measure success?	Provide a brief rationale.	Estimated budget for each method.	Marketing Method Evaluation	Are you using private funds to support this method? If so, please explain	Non bed tax funds?	Add'l Attchmnts
Consumer	Printed Material	Yes	Central Montana will produce and distribute our annual travel planner. This print piece is the primary response piece used for all inquiries received and it is also distributed on	The Institute for Tourism & Recreation Research (Traveler characteristics) shows that people enroute to Central Montana and those already in the region use the print travel planner. We do a comprehensive event listing and many	Our advertisers assist in measuring success of Central Montana's travel planner. If their ad generates business, then we assume has been successful for them.	We produce our travel planner each year and highlight our communities and their events. Large format photos are spread throughout the travel planner to keep the potential visitor inspired to come to the	\$54,000.00			Yes	

			<p>Certified Folder Display's brochure racks in Montana. We also hand it out at all consumer shows we attend. We sell ads in the travel planner and all revenue received is put back in the project to offset the production and printing costs. We are estimating approximately \$39,000 in ad revenue this year.</p> <p>The travel planner is available on our website CentralMontana.com as a flip-book and also as a downloadable piece.</p> <p>In the total bed tax funding for this project we have budgeted \$7,000 for distribution. Distribution costs include Certified Folder Display's cost for several in-state routes and FedEx shipping charges to get our literature to locations not covered by Certified Folder Display (primarily eastern Montana).</p>	<p>visitors are looking for a local event. There is also a two-page map in the travel planner to assist visitors in route planning.</p> <p>Visitors enroute to their destination can also view the planner on our website.</p> <p>Visitor information centers in Montana routinely request larger quantities to use when counseling visitors.</p> <p>Overall, the Central Montana board feels it is a critical piece to facilitate and orient our visitors and potential visitors.</p>	<p>The demand for the piece on a brochure rack is another measurement we use. We also receive some feedback when people receive our travel planner. Some will call back to request further niche information such as our C. M. Russell Auto Tour booklet or a birding trail brochure that are highlighted in the planner. While those aren't statistical measurements of success but we know the potential visitor received the travel planner, read it and was intrigued enough to dig deeper for something that truly inspired them.</p>	<p>region. Historic trails, scenic routes, birding information, a map and information about our Pie a la Road, and a 2-page Montana highway map all contribute to aiding potential visitors in planning their vacation.</p>				
Consumer	Photo/Video Library	Yes	<p>Simply put - our marketing needs photos to inspire the potential visitor. Whether it is for our digital advertising, print advertising, blog posts, Facebook posts, website, e-newsletters - we need photos.</p> <p>For this project we work with area photographers, some professional, some amateurs with a good camera, to</p>	<p>We don't have specific research as to why we should purchase photos but we do follow the Montana brand which calls for strong images in our advertising to inspire potential visitors.</p> <p>We also need photos to carry out other projects ranging from social media posts to our blog posts to fresh photos on our website. Success in those areas is supported by research and we need photos to achieve that success.</p>	<p>There is not a direct measurement of success for purchasing photos. The best measurement is if the method in which they are used is effective.</p>	<p>Photos are the primary inspiration to peak a potential visitor's attention. The photo could be in a print ad, a digital ad, an e-newsletter, on our website or in a social media post - but the rationale for all is to have an image that garners a second look and a desire to know more.</p>	\$3,400.00			No

			secure a variety of images in our thirteen counties. A committee reviews the submissions and we purchase unlimited, but not exclusive, use of each image.								
Consumer	Online/Digital Advertising	Yes	<p>Our FY19 digital advertising budget is \$72,000. This marketing method is multi-faceted and will include placing banner ads, purchasing search terms, sending HTML e-newsletters and placing native content on reader websites that fit our potential visitor.</p> <p>When we determine digital media placement we review results of previous placements. We analyze joint venture digital media options offered by the Montana Office of Tourism Business Development and they are included in this budget so we can have a complete overview of our digital plan. We will also seek recommendations for placement options from our ad agency. Marketing partners within the region will be contacted to potentially increase our presence.</p> <p>Digital marketing gives Central Montana a great opportunity to target our niche markets. Mobile device usage has increased along with digital use in general and Central Montana has dedicated the largest portion of our budget</p>	<p>Digital marketing campaign reports give the Central Montana board a plethora of statistics from how long a viewer spent with one of our videos, whether they clicked through to our website and much more. Our digital media is placed using a variety of research - Destination Analysts recent report for Montana Office of Tourism Business Development, ITRR research (particularly their trip planning research), airline statistics including the PDEW report (passengers daily each way), and also niche reports from ITRR. This year we will also use VisaVue statistics when determining our digital placement.</p>	<p>We track click-throughs on our banner ads and then determine the cost per click. We also track open rates and click-throughs on our HTML e-newsletters. With pixel codes embedded on our website we can track visitation on our website related directly to the ad, how long someone stayed on the site, how many pages they opened and what their last page viewed was before they left the site.</p> <p>On our YouTube channel we track number of viewings for each video.</p>	<p>Digital marketing allows us to reach potential visitors in a cost effective way. It is also timely - the lead time for a digital ad is much less than print so if something changes, a new event is planned, or recreation changes occur (forest fires, stream flow changes) we can react to serve our visitor an ad that is timely. Placement of digital advertising in Canada is another area where we can react to changes, such as monetary exchange rates. With print we could never respond so quickly.</p> <p>It is also easy to reach niche markets with our digital marketing.</p>	\$72,000.00			No	

			to this marketing segment.								
Consumer	Website/Internet Development/Updates	Yes	<p>Our website URL is used in almost all of our marketing materials and also in all of the media we purchase. The exception is the traffic we direct to our YouTube channel.</p> <p>Websites need fresh content and we will continue to produce that.</p> <p>We will continue to add and update niche pages to the site. Last year we developed a Family landing page on the site after hearing research results presented by Destination Analysts. We update our music page featuring concerts in our communities throughout the summer and then promote that on Pandora and in our social media.</p> <p>Posts on Central Montana's blog on the website will continue (we currently have over 750 blog posts). Blog posts are viewed as new content on the site and we strive to post a variety of content that covers all of our thirteen counties and the activities visitors can do.</p> <p>Photos on our home page are refreshed seasonally.</p> <p>We added a section titled "12 Top Things to Do in Central Montana" (we couldn't stop at just</p>	<p>Our website can be viewed as either inspiration, orientation or facilitation, depending on which phase of vacation planning our visitor is in. It can be a companion piece to an ad seen, or a planning tool.</p> <p>ITRR Research shows that most visitors have visited the website at different stages (sometimes multiple times) in planning their vacatio to Central Montana. MT Expressions 2016, Google research study and our website statistics all support the fact that the internet is the top source used for trip planning.</p>	<p>We track website statistics with Google Analytics. We can see how long they are on the website, the number of pages they view, also the bounce pages where they leave the site. We hope to see increased visitors to our website, increased length of visits and an increase in the number of pages viewed.</p>	<p>We place our media to inspire potential visitors but our website and print travel planner are the primary pieces to orient and facilitate planning a vacation to Central Montana. Those two things (website and print travel planner) work together and serve a variety of visitors in the method they prefer to receive their information.</p>	\$29,161.00			No	

			10!). Information about our birding trails, pie a la road and a seasonally appropriate video are also featured on the home page.								
Consumer	Print Advertising	Yes	Central Montana primarily targets leisure travelers with our print marketing campaign. When placement decisions are evaluated the Central Montana board of directors reviews joint venture print opportunities from Montana Office of Tourism Business Development, outcomes of our FY18 print campaign and recommendations from our ad agency. Partnership opportunities with other bed tax entities are also reviewed in an effort to stretch our limited marketing dollars and create a greater presence in the publication.	<p>We use the Interactive Data (report builder) option on the Institute for Tourism & Recreation Research along with several other reports to support our target marketing. Recent research done by Destination Analysts has valuable data for the region. Other reports used include: Montana Expression 2015 Bicycling, Canadian Travelers in Montana: Traveler Profiles by Purpose of Trip to the State, Nonresident Visitation and Expenditure Estimates , PDEW (Passenger Daily Each Way) Top 15, Airline Passenger Deboarding by Airport, Amtrak Passengers by Montana Station, Nonresident Traveler Satisfaction & Information Sources Used. More county and community data is extrapolated by using the Interactive Data function on ITRR's website although, in some cases, the sample size is quite small.</p> <p>We have also encouraged our event planners who apply for Central Montana's cooperative marketing funding to use ITRR's Survey In A Box. Two events in Lewistown have used the survey and the C. M. Russell Museum used it for the annual Russell Auction & Sale this past spring.</p>	Since the tourism region doesn't do bookings, we evaluate the success of our print ad campaign by the number of inquiries we receive from each publication where we have placed ads and also the ultimate cost per inquiry. While this doesn't mean the person inquiring came to Central Montana, it is our best measurement.	Our goal is to receive high quality inquiries from visitors who spend significant time and money in the region. Once our FY18 inquiries are evaluated we will give weight to those publications that performed well in generating leads for Central Montana. If print publication calendars show an intent to publish articles about our vacation product (history/heritage travel, western style vacations, paleontology, birding, outdoor recreation) we will also examine them for potential print ad placement.	\$30,000.00			No	

				We monitor other data from traffic count information by highway from Montana Dept. of Transportation and visitor logs from our staffed visitor centers in the region.							
Consumer	Travel/Trade Shows	Yes	<p>Consumer travel and sportsmen shows have been an excellent method for Central Montana to reach potential visitors. Our location is not as well known as other areas of Montana and by having personal contact with attendees at the shows we attend we can talk about our vacation amenities, answer questions and offer suggestions.</p> <p>Show markets are selected based on several factors - the ease with which they can travel to the tourism region (easy drive markets, convenient air connections, new direct air connections), lead states for nonresident hunting licenses, and top states and provinces for visitation.</p> <p>We typically have partners for all of the shows we attend and they share an equal cost of the booth fee and also pay their travel expenses. Our relatively small budget for consumer shows was stretched to enable us to attend four shows last year.</p>	<p>The travel and sportsman shows we attended in FY18 were in our top 11 markets based on VisaVue statistics purchased through MTOT/BD's Joint Venture program.</p> <p>Washington state is the lead state for Montana nonresident hunting licenses (statistics from MT Fish, Wildlife & Parks) so we worked a sportsman show near Seattle. Washington is in our top 10 from VisaVue.</p> <p>We attended a sportsman show in Colorado although it covers a wide variety of activities - fishing, some hunting, hiking and motorcycle riding, along with visiting friends and relatives. Colorado is ranked in our top 10 based on VisaVue statistics.</p> <p>Another market we worked was the Los Angeles Travel & Adventure Show. This is an upscale show in an area with high incomes and it ranked in our top 10 from VisaVue.</p> <p>The fourth market we worked was the Minneapolis Sportshow, number 11 in our VisaVue statistics.</p> <p>Before selecting markets for our FY19 budget (which is smaller than FY18) we will review statistics from FWP, VisaVue and ITRR.</p>	<p>Since the tourism region doesn't do bookings it is difficult to measure success. We can tell if we had good activity at our booth. We ask our outfitters (river, hiking and hunting outfitters) to inform us if their clients reference the shows we attended and if one of our vendors in the region offers a package vacation we can get statistics from those bookings.</p>	<p>Central Montana uses consumer/sportsman shows to reach a consumer market that may not be familiar with the tourism region. Many show attendees are considering visits to national parks located in Montana and are looking for route suggestions and things to see/do along the way. Our lesser known amenities can be pointed out and explained to show attendees.</p>	\$9,000.00			No	

Consumer	Ad Agency Services		<p>Our Ad Agency services are as follows:</p> <p>Print Creative - \$6,000</p> <p>Digital Creative - \$8,000</p> <p>We will need to have minor changes made to print ads, sometimes a photo is only purchased as a one-time use photo so that will need to either be renewed or a new image found. Ads need to be resized based on the size purchased and the publication specs.</p> <p>For our digital campaign we have a somewhat larger budget. Layout of e-newsletters, resizing banner ads and adding pixel codes for tracking all take time for our ad agency.</p> <p>We can save budget if there is an image from our photo library that can be used but in some cases there isn't one that fits the market we are reaching.</p> <p>We are incredibly frugal with our agency costs and our entire yearly budget for media through the agency is only \$14,000.</p>	There really aren't supporting research statistics for Ad Agency services.	The primary measurement of success is the response to the ad. Good creative design is one of several measurements of the success of an ad.	Our ads need to look professional, fit within the Montana brand and have strong appeal to our potential visitors. Our ad agency makes sure we meet this criteria.	\$14,000.00			No	
Consumer	Ad Agency Services						\$0.00				
Marketing Support	Administration	No	Central Montana has allocated 20% of our total annual budget for administrative	There are no research statistics for administrative budgets.	Administrative contracted services are evaluated annually and a	Central Montana's administrative expenses include contract fees for an	\$61,200.00			No	

			expenses. The tourism region's board of directors contracts with an independent contractor to carry out the administrative duties.		Request for Proposals for this contract is done every seven years, or sooner if deemed necessary. The remainder of the administration budget costs are necessary expenses to do business and are not measured.	executive director, telephone, internet access, travel not covered by a specific marketing project, insurance (directors & officers, commercial general liability for the board of directors) and some administrative postage.					
Marketing Support	Cooperative Marketing	Yes	<p>Central Montana uses cooperative marketing funds to partner with non-profits to carry out a marketing project. We can pay up to 50% of their marketing expenses although based on the size of our budget we typically cap each project at no more than \$2,500.</p> <p>At this time we don't know details for the projects that will be submitted although requirements state that they are to be used for tourism marketing.</p>	Various research will apply based on the type of project submitted and approved by the board. The application needs to specify what research has been done for the proposed project.	We require cooperative marketing applicants to give details on how they will evaluate the success of each project they submit. Without knowing what projects will be submitted we can't answer this question further.	Within our thirteen county tourism region we have many small communities with very limited marketing dollars to promote their community or an event in their area. This project has helped many of our communities expand attendance at an event and bring overnight visitors to their town.	\$9,000.00			No	
Marketing Support	Opportunity Marketing	Yes	Our Opportunity Marketing budget will be used for a marketing project that comes up during FY19 that we were not aware of at the time we wrote our marketing plan.	Supporting research/statistics will be studied once a project is identified.	We will determine how we will measure success of the project once the project is identified.	Rational for any Opportunity Marketing project will be developed once the opportunity is identified.	\$2,000.00			No	
Marketing Support	TAC/Governor's Conference meetings	No	This is a support project to enable Central Montana's executive director to attend the Tourism Advisory Council meetings and the Governor's Conference on Tourism.	This is a support project and no research is available.	This is a support project.	Central Montana's executive director is required to attend the Tourism Advisory Council meetings. Attendance at the Governor's Conference on Tourism is educational and will assist in carrying out the duties of the administrative contract.	\$2,000.00			No	

Marketing Support	Joint Ventures	Yes	Central Montana's joint ventures budget includes funding to participate with the Montana Office of Tourism Business Development in marketing projects. Based on the options provided, we will evaluate them to see if they fit with the vacation product offered in our tourism region.	Once we are notified of the joint ventures offered by the Montana Office of Tourism Business Development we will be able to determine the supporting research.	Once projects are identified by the Montana Office of Tourism Business Development we will determine how we will measure the success of those in which we participate.	Joint ventures offered by the Montana Office of Tourism Business Development typically increase our buying power. Ad rates are usually negotiated based on larger media buys and they can enable us to reach a market that we would not have been able to do on our own.	\$3,000.00			No	
Marketing Support	Fulfillment/Telemarketing	No	Individual line items in this project include postage to mail our travel literature, our toll-free phone line and envelope printing.	This is a support project.	This is a support project.	This project covers several phases of our interaction with our potential visitor. They may contact us on our toll-free phone line, we then need envelopes to mail our travel planner, and finally we need postage for mailing.	\$7,500.00			No	
Publicity	Fam Trips	No	We will work with media representatives to gain publicity/earned media for the region, our tourism activities and signature events. We will also participate in FAM trips organized by Montana Office of Tourism Business Development if they offer them.	We do not have specific research to cite for this project. We do track all earned media generated by this project and assess a value on it if possible.	We measure success by the amount of earned media generated from the FAM trip. The size of the article, circulation or reach of the media outlet, and usage of photos all contribute to the value earned.	Many journalists/media representatives/social media influencers are looking for ideas to submit to their media outlets. For FAM trips we can provide a variety of experiences, and the result is earned media for the region and the type of vacation we offer. Publicity generated by a third party can be very effective is spreading the word about Central Montana.	\$10,000.00			No	
							\$306,261.00				

Marketing Method Evaluation Attachments

Attachment 1

Attachment 2

- Attachment 3
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Online/Digital Advertising	\$110,000.00	\$0.00
Consumer	Printed Material	\$64,000.00	\$39,000.00
Consumer	Travel/Trade Shows	\$12,000.00	\$0.00
Consumer	Print Advertising	\$35,000.00	\$0.00
Consumer	Ad Agency Services	\$17,000.00	\$0.00
Consumer	Photo/Video Library	\$3,400.00	\$0.00
Consumer	Website/Internet Development/Updates	\$40,161.00	\$0.00
		\$281,561.00	\$39,000.00
Marketing Support	Joint Ventures	\$10,386.00	\$0.00
Marketing Support	Administration	\$61,668.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$7,500.00	\$0.00
Marketing Support	Cooperative Marketing	\$15,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$2,190.00	\$0.00
		\$98,744.00	\$0.00
Publicity	Fam Trips	\$10,000.00	\$0.00
		\$10,000.00	\$0.00
		\$390,305.00	\$39,000.00

Miscellaneous Attachments

Description	File Name	File Size
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Reg/CVB Required Documents

Description	File Name	File Size
FY19 Application for Lodging Tax Revenue	Application for Lodging Tax Revenue.pdf	316 KB
FY19 Certificate of Compliance	Certificate of Compliance.pdf	410 KB
FY19 Pledge of Understanding	Pledge of Understanding.pdf	347 KB

