



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86698 - FY20 Bozeman CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY20 Bozeman CVB Marketing Plan
Grant Number: 20-51-010
Grant Status: Underway
Comments:
Applicant Organization: Bozeman Area Chamber of Commerce
Grantee Contact: Daryl Schliem
Award Year: 2019
Program Area: DOC Office of Tourism
Amounts:
Contract Dates: Contract Sent: 06/13/2019, Contract Received: 07/01/2019, Contract Executed: 06/30/2020
Project Dates: Proposal Date: 06/13/2019, Project Start: 07/01/2019, Project End: 06/30/2020
Grant Administrator: Barb Sanem
Contract Number: 20-51-010
Award Year: 2019

Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2019
06/30/2020

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?

Bozeman, Montana, is one of the state's most unique cities. What began as an agricultural, college and mountaineering town, has turned into a sought after vacation spot with visitors coming to experience the area's natural beauty. Situated between two world-class ski areas, four major rivers, including the Yellowstone and Missouri Rivers, and with Yellowstone National Park as a neighbor, there are opportunities for any age and ability to enjoy nature.

Scenic drives, photography, wildlife watching and hiking are some of the more popular activities, but winter activities such as skiing, snowboarding, nordic skiing and winter excursions to Yellowstone continue to gain in popularity. Winter activities present a huge opportunity for Bozeman to compete with more well-known, albeit, crowded winter vacation destinations.

History buffs use Bozeman as a base camp to make day trips to areas such as Virginia and Nevada Cities, Lewis and Clark Caverns, Big Hole Battlefield and numerous state parks.

The popularity of the area extends beyond tourism, the U.S. Census Bureau ranks Bozeman the fastest growing Micropolitan area in the nation and the population is expected to double by the year 2040.

STRENGTHS

Yellowstone National Park

Bozeman is the largest city bordering Yellowstone National Park, sitting between the North and West entrances. In 2018, 67% of the visitors to Bozeman visited the park. In total, Yellowstone received 4,115,000 visitors last year, and that number is expected to continue to grow in 2019. (ITRR, Nonresident Visitation, 2018.)

Access

Bozeman Yellowstone International Airport is the busiest in Montana with 17 non-stop flights to major cities across the United States. Currently, Bozeman is served by all but one of the major airlines with new flights continuously being added. In 2018, 29% of our visitors arrived by air, amounting to 1.34 million passengers. (ITRR, Nonresident Visitation, 2018.) This was the 9th consecutive year of record growth. We are currently in promising talks with Southwest Airlines, which would be a tremendous asset to the area as a whole. The reasonable fares are a draw from other cities and rural areas, which in turn brings overnight stays in Bozeman on either end of the trip.

Our central location makes Bozeman an easy destination for like-minded outdoor enthusiasts located in the west. Located just off of I-90, it's an easy drive for people coming from Spokane, the Dakotas, Idaho and Wyoming. Snowseekers can make weekend ski trips, and during the summer months, it's an easy jaunt to some of the state's best fishing, hiking and camping.

Outdoor Recreation

The outdoor experiences surrounding Bozeman are vast and varied. Situated between two world-class ski areas, Bridger Bowl and Big Sky Resort, miles of trout fishing, hiking, horseback riding and Nordic skiing, the area is brimming with activity.

A Thriving College Town

Bozeman is a vibrant college town full of culture, art and music. Montana State University, the largest in the state, brings renown lecturers, workshops and events which are open to the general public. The Museum of the Rockies, a Smithsonian affiliate, has one of the largest collections of dinosaur fossils in the world. The food scene rivals that of urban areas as chefs from around the country come for the Bozeman lifestyle, bringing their culinary skills with them. Downtown is home to two renovated historic theaters, which bring live music, theater and film to town year round.

State Parks

Two of Montana's State Parks, Madison Buffalo Jump and Missouri Headwaters, are located within a half hour drive from Bozeman. Both parks have interpretive displays of the area's cultural and natural history. Lewis and Clark Caverns, another family favorite is just an hour away. Here you'll find one of the largest known limestone caverns in the United States.

Scenic Drives

Bozeman is the ideal place to stay while taking day trips to places such as Paradise Valley, Big Sky and West Yellowstone. Photographers are drawn to the area for the vast beauty and endless photo opportunities!

Hot Springs

Hot springs are one of the area's top attractions and Bozeman sits in between four of the finest ; Bozeman Hot Springs, Norris Hot Springs, Chico Hot Springs and Yellowstone Hot Springs. We continue to promote our evergreen blog post "Ranking the 14 Best Hot Spots in Montana," and the engagement stays consistently high, with over 107,000 pageviews.

Breweries

Bozeman is home to ten breweries with two more on the way. Last year, 30% of visitors frequented our local breweries. This presents a niche opportunity and can be promoted through both blog content and advertising messages.

OPPORTUNITIES

Increasing our winter and shoulder season traffic.

Bozeman sees a high number of couples and single travelers, 49% and 32% respectively, with 68% between the ages of 55-74. These travelers are most likely empty-nesters with the ability to travel during non-peak season times of the year. Targeting this segment, along with young professionals, is key to increasing our spring, fall and winter visitation. In addition, from July-September, 11% of our visitors hired an outfitter for things such as fishing, horseback riding, or hunting— a segment we can target specifically to push toward the shoulder season months.

Increasing visitation from drive markets.

We are seeing significant traffic to our website, social media channels, and from Arrivalist data coming from drive markets such as Spokane, the Dakotas, Idaho, Wyoming and Utah. These travelers are more apt to make spontaneous decisions based on factors such as deep snowfall.

Increasing cross-season communication with visitors.

In 2018, we had 74% repeat visitors, with 85% of visitors planning to return within 2 years. This gives us a tremendous opportunity to cross-promote our different seasons through our email list and digital retargeting.

Promotion of direct flights and ease of access.

The Air Transportation Committee, public/private partnership between Yellowstone Country, Bozeman CVB, Big Sky CVB, Big Sky Resort, Yellowstone Club and the Gallatin Yellowstone International Airport, works to bring new and increased air service to the area through collaborative marketing efforts. In addition, we promote our direct flights through blog content, paid advertising and social media. In FY19, according to Arrivalist, 14 of top the 20 arrival origination markets were direct flight markets, indicating our marketing strategy is working.

The BZN airport provided the following 2018 data (January 09, 2019):

Bozeman Yellowstone International Airport (BZN) handled 1,342,290 passengers during 2018. This is an increase of 142,753 passengers (11.9%) compared to 2017 and is the ninth consecutive year of record-breaking passenger traffic. Annual passenger traffic has nearly doubled over the past 10 years and accounts for 30% of all airline passengers traveling to and from Montana.

Passenger totals in and out by airline brand in 2018 were:

- United Airlines – 482,631
- Delta Air Lines – 474,525
- Alaska Airlines – 175,541
- American Airlines – 112,593
- Allegiant Air – 64,665
- Frontier Airlines – 26,803
- JetBlue – 1,025
- Chartered Airline Flights – 4,507

Increase collaboration with tourism partners.

Our MTOBD cooperatives, as well as joint ventures with Yellowstone Country and Glacier Country are a successful means of maximizing our budget. Our long-standing partnership with Bridger Bowl provides added value for both of us when targeting the winter enthusiast.

POTENTIAL CHALLENGES

Overcoming the perception that it's difficult to get here.

The 2016 Montana Brand Exploration Research conducted by Destination Analysts found that many people feel it takes a significant amount of time to vacation in Montana. This is echoed by travel writers and journalists unfamiliar with the area. Promoting our direct flights is key to help overcome this misperception.

Balancing hotel inventory.

During the peak summer season, hotel occupancy rates are extremely high, but fall off during the winter and shoulder seasons. With a number of new hotels either recently or soon to be built, the competition is increasing.

Overcrowding in Yellowstone National Park, perceived or real.

Visitation to Yellowstone continues to grow causing congestion during the summer months. We are putting a strong emphasis on influencing travelers to visit during fall, winter and spring through specific messaging.

Gas prices.

In 2018, 60% of visitors arrived by auto or truck. Fluctuations in gas prices could affect this number either positively or negatively.

Economic concerns.

The current political climate could raise concerns about discretionary spending.

Managing growth.

With increased growth in both tourism and residents, the challenge is to manage infrastructure while maintaining the charming appeal of Bozeman.

Significant weather events.

Outdoor recreation is the main draw to Bozeman, making weather an important factor in our visitation. Heavy wildfires can have a dramatic effect on the number of travelers to the area, and conversely, heavy snowfall is an asset for snow chasers.

Describe your destination.

Over the past two years, our content strategy has proven successful in increasing our overall website traffic, and most importantly, our organic traffic which grew by 71% in FY18. Our blog saw a 348% increase in traffic and our social media traffic is up by 113% year over year. In FY19 we broke our marketing into 3 separate campaigns to reach people at the three different stages of the sales funnel: awareness, consideration and decision. We tailored the messaging of each of our campaigns to resonate with potential visitors based on where they were in the planning process. Arrivalist data gave us a better understanding of the relationship between our marketing, messaging and where visitors are in the decision making process. It also gave us a better feel for how engaged/aware different markets are with Bozeman. For example, through our tracking, we've developed a report that breaks down which stage is creating the most physical arrivals for each of our direct flight markets. We know that people in Las Vegas and Dallas respond more to aspirational messaging about visiting Montana while people in Los Angeles, Minneapolis, and New York are more engaged with messaging about choosing an adventure/activity for their visit to Bozeman. In the past 3 years, we've invested more in nurturing those markets so people who are engaged in those areas are more excited to plan what they are going to do while they are in Montana, as opposed to Dallas and Las Vegas where people are more excited about Montana as an aspirational destination and might not be as aware of all they can do while they are here.

INSPIRATION>Awareness

Our first campaign creates awareness using the message, "Experience Montana." This campaign leverages display ads and videos to inspire people to learn more about visiting Montana, and Bozeman specifically. We promote evergreen blog posts about Yellowstone National Park to help build awareness around the proximity of Bozeman to Yellowstone, and to convey the message that it's easy to travel through Bozeman to get to the park.

ORIENTATION>Consideration

Using the data from Arrivalist, our website traffic, social media following, and advertising results, we are able to identify our target markets and be agile with our campaigns as we move throughout the year. As we see trends, we modify the message toward interests, geography and messaging.

Destination Analysts' Profile study of Winter Enthusiasts, January, 2018, found the market extremely competitive with 72.5% of respondents naming Colorado as the first state to come to mind for winter recreation. Montana ranked 8th at 19.4%.

However, the Montana Brand Exploration Research conducted by Destination Analysts in October of 2016, states, "Based on the findings from the qualitative components of this research, Montana is well positioned to capitalize on Colorado's ever increasing weaknesses—crowdedness, losing authenticity, high costs and over development."

This presents a tremendous opportunity for Bozeman. By promoting our incredible snow, lack of lift lines and the authentic personalities in the area, we can effectively bring people to consider Bozeman over other outdoor vacation destinations.

As such, during this stage of the campaign we target competitive markets such as Jackson Hole, Summit County Colorado, Utah, and the Tahoe area with the consideration message, "Better in Bozeman." We utilize travel sites such as Trip Advisor, Expedia, Orbitz, and Booking.com to encourage people to choose Bozeman over other destinations.

FACILITATION>Decision

In the decision making phase, we use the message, "Choose Your Adventure." This campaign heavily leverages retargeting to bring interested visitors back to the website and encourage them to start planning their trip. We want potential visitors to start picturing themselves here in Bozeman doing various activities or enjoying different experiences. We also utilize content focusing on detailed information relevant to their interests.

Once people sign up for the newsletter, we have the ability to engage with them through relevant information based on their stated interests. A series of targeted emails keeps the area top of mind.

Data compiled from our website traffic, e-newsletter signups and the success of the airlines align with our media placements, indicating that our marketing efforts are

effective. As a result, we are able to utilize this data to inform our decisions about our marketing placements and messaging going forward in FY20.

Optional: Include attachments here

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

Direct Flight Markets:

Seattle, WA
Portland, OR
San Francisco, CA
Los Angeles, CA
Las Vegas, NV
Phoenix, AZ
Salt Lake City, UT
Denver, CO
Dallas, TX
Houston, TX
Minneapolis, MN
Chicago, IL
New York, NY
Atlanta, GA

Drive Markets:

Idaho
Wyoming
North Dakota
South Dakota
Spokane/CDA

Target Interests for Digital Advertising:

Western Ski Areas
Western National Parks

Target Interests for Social Media:

Adventure Travel
National Parks
Skiing
Hiking
Camping
Mountain Biking
Frequent Travelers
Family Travel

Top Activities while visiting Bozeman (ITRR non resident visitors to Montana, 2018)

59% Scenic driving
41% Day hiking
33% Nature photography
30% Visiting a local brewery
30% Wildlife watching
29% Recreational shopping
21% Visiting museums
19% Car / RV Camping
19% Visiting other historical sites
12% Visiting farmers' markets
11% Skiing/Snowboards

OTHER TARGETS

Film

Bozeman is a prime location for film makers; the vast beauty has been a setting for movies such as "A River Runs Through It," and "The Horse Whisperer." The Montana Film Office has incentives in place to encourage film to our area and are currently working with the legislature to expand those offerings. Bozeman CVB collaborates on these endeavors whenever possible.

Meetings

Bozeman is a popular spot for destination meetings. However, our event space is somewhat limited, bringing us to focus on meetings of 500 participants or less. Targeted industries include technology, agriculture, education and other professional and trade associations.

Sports Tournaments and Events

Running events in Bozeman continue to gain popularity. Run to the Pub has been Voted the #2 Best-in-the-U.S. half marathon by Runner's World. The Bozeman Marathon is a Boston Marathon Qualifier, and the Bridger Ridge Run is known as one of the most technical trail runs in the United States.

We also collaborate closely with the Bozeman TBID's sports tournament committee, which focuses on statewide and regional tournaments both inside and outside of the Montana High School Association.

b. *What are your emerging markets?*

Geographic

We are seeing increased organic website traffic, social media traffic and visitor inquiries from the following geographic areas. We will be allocating paid advertising in these areas to test engagement. As interest increases, we will adjust the budget to keep that momentum going. If engagement doesn't increase, we will shift funds to the markets that are performing well.

- Florida (Orlando, Miami, Tampa)
- Boston, MA
- Washington DC
- Detroit, MI
- Charlotte, NC

Demographic/Psychographic

1) Guided experiences for empty nesters and young professionals.

As part of our goal to increase winter and shoulder season traffic, we are going to target couples without children (empty nesters and young professionals) who can travel during non-peak seasons. ITRR Nonresident Visitor Study, 2018, shows that 40% of our visitors are couples, and 49% of visitors are made up of 2 travelers. This research also shows that 10% of visitors hired an outfitter which is a segment we can promote through our creative and messaging.

2) Repeat visitors. Bozeman is also seeing a high percentage of return visitors and people who plan to return. ITRR Nonresident Visitor Study, 2018, shows that 74% of our visitors are repeat visitors. This gives us a great opportunity to utilize retargeting and remarketing to cross promote seasonal activities and encourage visitors to return during a different time of year.

Optional: Include attachments here.

c. *What research supports your target marketing?*

Our FY20 targets are informed by a combination of research and metrics from the following sources. Information is cited in the above narrative.

- ITRR Nonresident Visitor Study, 2018
- Profile Study of the Winter Enthusiast, Destination Analysts, January 2018
- Montana Brand Exploration Research, Destination Analysts, 2016
- Bozeman Yellowstone International Airport Data
- Website Traffic Trends
- Organic traffic is a good indicator of interest as visitors are searching us out.
- Bozeman CVB Email List: Subscribers are required to choose interests which helps us identify the activities that are most relevant to potential travelers.
- Social Media Metrics: Post engagement is a great way to see what content is most appealing to potential travelers.

In FY20, our primary goals are to:

Increase winter visitation.

Our campaigns focus on our vast winter recreation: alpine and nordic skiing, snowmobiling, snowshoeing, dog sledding and ice skating. We also highlight the rich culture, entertainment, and non-outdoor activities that make a winter trip interesting for more than just outdoor enthusiasts.

Increase visitation during shoulder seasons.

To increase visitation throughout the year, we can specifically target demographics such as empty nesters and young professionals who can travel during times of the year other than peak season. Our messages will highlight activities such as wildlife watching in Yellowstone, spring fishing, hiking, and cultural activities such as visiting museums and festivals. Guided experiences are a great niche for the spring and fall months.

Continuously communicate with those who have shown an interest in, or who have already visited Bozeman.

We will continue to build and nurture our email list through inbound content marketing including blog posts, follow up emails, newsletters and social media. This strategy keeps Bozeman top of mind and engages these self-selected, potential visitors throughout their trip planning process.

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

We are interested in Joint Ventures that leverage travel sites; they are good testing areas for us to expand our marketing. This year we utilized Expedia Group and we feel this could be a good potential Joint Venture for the MTOT to explore.

Optional: Include attachment here.

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

The Bozeman CVB and TBID collaborate with shared goals, one marketing plan and one website. This structure provides collaboration with both boards and allows us to pool our funds to leverage our common goals.

We are always open to exploring partnerships with local businesses and regional groups like Yellowstone Country. We feel there is an opportunity to build more awareness around larger events that draw people to Bozeman. If there are opportunities to help promote some of these events we'd be open to exploring these possibilities.

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

The Air Transportation Committee, a public/private partnership between Yellowstone Country, Bozeman CVB, Big Sky CVB, Big Sky Resort, Yellowstone Club and the Gallatin Yellowstone International Airport, has been very instrumental in increasing air service to Bozeman. Our efforts have helped bring in new, direct flights and our marketing has helped increase awareness in these areas. Due to demand, the airlines have continued to increase the number of flights. This partnership will continue in FY20.

We've had great success with Bridger Bowl and Yellowstone Country co-ops and will continue to pursue partnerships with both of these organizations as long as they make sense for all parties.

Optional: Include attachments here.

Optional: Include attachments here.

Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Opportunity Marketing	In past years we have leveraged our opportunity budget for timely or discounted digital and print media buys. These funds have been especially helpful in extending media buys after we have spent months optimizing and learning from the results. We are allocating \$5000 for unknown opportunities that may arise from local, regional or statewide partnerships. Opportunities will be evaluated based on alignment with our overall strategy and how the project ties to our target markets.	Each year unforeseen cooperative and individual opportunities arise from vendors and other tourism partners. If the opportunity fits within our goals, as well as the research stated in our online/digital, print and webpage marketing segments, we are able to utilize the funds. Past years indicate these opportunities generally arise and have been valuable additions to our plans.	Success will be measured based on the ROI between allocated funds and metrics such as website referrals, increased social media followers and new leads.	Opportunities are often presented throughout the year and this budget gives us the flexibility to take advantage of partnerships and media opportunities as they arise.	\$5,000.00		

Consumer	Online/Digital Advertising	<p>Our digital advertising campaign is a mix of display ads and video targeted to our direct flight markets, regional drive markets and emerging markets. Utilizing Trip Advisor, Exepdia's network of websites and Sojern's network of travel partners, we put the majority of our emphasis on empty nesters and young professionals, as well as people interested in western ski areas and western national parks.</p> <p>We are utilizing 30 and 15 second video clips through paid social and pre-roll to engage potential visitors and familiarize people with Bozeman. We are also using these clips to target markets with less awareness of Montana and Bozeman.</p> <p>We've identified these markets through data and results from Arrivalist, a data analysis platform that tracks people who have viewed our digital advertisements or visited our website and physically show up in our market. It allows us to measure the impact of our marketing efforts based on whether the ads result in visitations. This data also gives us the ability to track which campaigns and messages are resonating with different groups and in different geographic locations.</p> <p>The first phase of our campaign, "Experience Montana" creates</p>	<p>5 Digital Marketing Trends to Watch for in 2019 https://www.forbes.com/sites/forbesagencycouncil/2019/02/14/five-digital-marketing-trends-for-2019/#2b9198062a80</p> <p>8 Digital Marketing Trends to Watch for in 2019 https://digitalmarketinginstitute.com/en-us/blog/8-digital-marketing-trends-to-watch-out-for-in-2019</p> <p>7 Digital Marketing Trends That Will Own 2019 https://www.socialreport.com/insights/article/360000663006-7-Digital-Marketing-Trends-That-Will-Own-2019</p>	<p>Our success will be measured by increased website referrals from our digital campaign as well as visitor data from Arrivalist, documenting the number of visitors who were served our ad and also visited the area. Additionally, as we modify our campaigns based on results, we are looking for the level of engagement to increase from our targeted areas.</p> <p>GOALS 35% - Growth</p>	<p>Digital advertising is necessary to reach a broad base of people in a cost effective way. Through the use of targeting, we can deliver relevant ads, increase engagement, and ultimately get visitors to sign up for our newsletter where we can communicate directly with them about their personal</p>	\$36,750.00		
----------	----------------------------	---	---	---	---	-------------	--	--

		<p>awareness by introducing Montana, and Bozeman specifically. The ads invite people to learn more by downloading the travel and relocation guide. During this phase, we test different messages on different audiences to determine what people are reacting to the most. The second phase of the campaign, "Better in Bozeman," is modified based on the results. We compile data from Arrivalist, website traffic, social media audiences and digital advertising. From here, we can modify our targets (both by interest and geography) as well as the message based on real time data. The final stage is to move them through the decision making process. The message "Choose Your Adventure," utilizes retargeting, bringing the visitor back to the website where they can sign up for our newsletter. From here, we utilize remarketing, to communicate with the visitor through a series of emails tailored to their stated interests.</p>		<p>in overall traffic 50% - Growth in organic traffic Reach 1000 new contacts captured through the website within a month.</p>	<p>interests.</p>			
		<p>Our inbound content marketing strategy puts a strong emphasis on fresh, relevant content. Our weekly blog posts are pushed out via social media driving them to the website where they are invited to sign up for our newsletter or download our travel guide. Once a visitor has engaged with us and</p>						

Consumer	Webpage Marketing/SEO/SEM	<p>signed up for our mailing list, they receive blog posts giving them insight, travel tips, itineraries and profiles of local people and places. Subscribers are also placed into our HubSpot system and emailed a series of evergreen content relevant to their specified interests. These emails are strategically served at specific intervals to keep moving them through the decision making process.</p> <p>This strategy goes hand in hand with our SEO efforts as search engines place a significant emphasis on fresh content.</p> <p>Pay per click advertising (PPC), is becoming more and more competitive, requiring smart automation for bidding, ad testing and serving, and query mining. Our strategic partner, Metric PPC has utilized these systems for the past two years and we continue to see consistent growth in traffic. This method has produced higher quality visitors to our website with the lowest bounce rate, one of the highest average pages per visit, and one of the highest visit-to-conversion ratios. Through consistent optimization we have been able to dial in our campaign organization, keyword targeting, and ad verbiage to reach the right audience.</p> <p>To stay abreast of voice search, all of our website pages include meta descriptions</p>	<p>2019 Content Marketing Strategy: Here Are 5 Content Marketing Trends That You Can't Ignore This Year https://www.forbes.com/sites/lilachbullock/2019/01/30/2019-content-marketing-strategy-here-are-5-content-marketing-trends-that-you-cant-ignore-this-year/#4c5aa3865618</p> <p>10 Most Important PPC Trends You Need to Know in 2019 https://www.searchenginejournal.com/ppc-trends-in-2019/275425/#close</p> <p>85+ Expert Predictions for Content Marketing in 2019 https://contentmarketinginstitute.com/2018/12/marketing-predictions-2019/</p>	<p>Our success will be measured by increased website visits, increased new contacts, increased organic traffic and increased referrals from social media.</p> <p>GOALS 50% increase in organic traffic 50% increase in contacts from organic traffic 10% increase in PPC traffic 10% increase in contacts from PPC</p>	<p>FY19 numbers show an increase in web traffic from all types of referrals. Our marketing mix is proving to be balanced between paid and organic, with the majority of our traffic coming from social and organic referrals, the most cost effective means of marketing.</p>	<p>\$25,000.00</p>	
----------	---------------------------	---	---	---	---	--------------------	--

		<p>optimized for speech so they read more as someone would speak versus type in a search inquiry.</p>						
Consumer	Joint Ventures	<p>Joint ventures are one of the cornerstones of our marketing mix. Our primary focus is to work with Bozeman Yellowstone International Airport to increase air service to Bozeman. As part of the Air Transportation Committee, we work to promote both inbound and outbound flights for new and increased services. Currently, we have 17 non-stop flights from major cities across the United States and are served by the majority of the primary U.S. airlines. Flights numbers have exceeded airline expectations and subsequently, additional flights have added throughout the year. We are currently in discussions with Southwest Airlines which would be a tremendous boost given their ability to draw people from outlying areas due to their affordable fares. This bump would benefit local hotels by rounding out their occupancy rates throughout the year. Currently, summer inventory sells out quickly, and hotels are looking for ways to increase occupancy during non-peak times of the year.</p> <p>We have also had success maximizing our marketing dollars through Joint Ventures with MTOTB, Yellowstone Country and Bridger Bowl.</p>	<p>Bozeman Yellowstone International Airport (BZN) handled 1,342,290 passengers during 2018. This is an increase of 142,753 passengers (11.9%) compared to 2017 and is the ninth consecutive year of record-breaking passenger traffic. Annual passenger traffic has nearly doubled over the past 10 years and accounts for 30% of all airline passengers traveling to and from Montana.</p> <p>According to our data from Arrivalist, vendors such as Sojern and Trip Advisor boast some of the highest Arrival per Impression (APM) of all our media buys. These are great opportunities for us make our dollars go further and bring more people to Bozeman.</p> <p>Plan to Measure Success Success will be measured by a continued increase in airline service and hotel occupancy rates.</p> <p>Additional joint ventures with tourism partners will be measured by website referrals and Arrivalist data. Now that we have been utilizing Arrivalist for over a year, we will be able to compare results from the previous year.</p>	<p>GOALS Increase in arrivals from Joint Venture vendors.</p>	<p>Public and private partnerships give us the opportunity to maximize our marketing dollars as we have refined the outlets and programs that provide the best ROI.</p>	\$83,000.00		

		<p>We have seen strong numbers from placements on video seat backs on United Airlines flights and digital programmatic placements with Yellowstone Country. We typically load our winter season with Joint Ventures to make our marketing dollars go further to capitalize on the winter travel opportunity.</p>						
Consumer	Social Media	<p>Our social media strategy utilizes both paid and organic posts. Social is our primary means of pushing out our blog posts and to utilize user generated content to build our Instagram following. We continue to gain traction using the hashtag #onlyinbozeman and share the top photos on both Instagram and Facebook which receive great engagement. In FY19, we saw 239,000 website referrals FYTD from social media, a 149% increase over FY18 during the same period.</p> <p>Paid posts are targeted toward those interested in adventure travel, national parks, skiing, hiking, camping, mountain biking, frequent travelers and family travelers. Our geographic targets mirror our digital advertising targets.</p> <p>In FY19 started using short video Instagram stories which have had great engagement, we plan to continue in FY20.</p>	<p>Bozeman CVB Website Stats: FYTD, FY19, social media referrals account for 46% of our overall website traffic and has increased 158% compared to the same period last year.</p> <p>7 Social Media Trends to Watch in 2019 https://sproutsocial.com/insights/social-media-trends/</p> <p>17 Instagram Stats Marketers Need To Know for 2019 https://sproutsocial.com/insights/instagram-stats/</p> <p>15 Facebook Stats Every Marketer Should Know for 2019 https://sproutsocial.com/insights/facebook-stats-for-marketers/</p> <p>5 Content Marketing Trends to Watch in 2019 https://business.twitter.com/en/blog/5-content-marketing-trends-to-watch-in-2019.html</p>	<p>Our success will be measured by increased website referrals from social media, strong engagement with our content, and downloads of our Travel Guide from social media.</p> <p>GOALS 25% increase in social media traffic 25% increase in new contacts from social media</p>	<p>Social media is a vital part of any marketing mix, and is also one of the most cost effective means of engaging with our followers. Bozeman has a strong brand and enthusiastic following. We continue to see significant increases in website referrals from social media which accounts for 46% of our overall traffic. This is a 158% increase over the same period last year. We also see continued growth in followers which is another indicator that our strategy is effective.</p>	\$25,200.00		
		<p>Print advertising is still an important part of our marketing mix. A study by MarketingSherpa in 2016 found</p>		<p>Print advertising is difficult to measure, however we</p>				

Consumer	Print Advertising	<p>that 82% of respondents said print (newspapers, magazines) is the advertising medium they trust most when making purchasing decisions. Utilizing very niche publications such as Big Sky Journal, Sunset Magazine, and Powder Magazine, we are able to tell our story in a traditional, trusted form.</p> <p>Our creative is influenced by our best social media posts, giving us insight as to what content, visuals and headlines get the most engagement. Depending on the publication, we utilize a call to action to order our travel guide, or book a ski and stay package.</p>	<p>Marketing Chart: Which advertising channels consumers trust most and least when making purchases. https://marketingsherpa.com/article/chart/channels-customers-trust-most-when-purchasing?_ga=2.262506508.1860415969.1556661093-299506216.1556661093</p> <p>14 Ways Print Advertising Can Provide New Audience Potential For Your Company https://www.forbes.com/sites/forbesagencycouncil/2018/10/19/14-ways-print-advertising-can-provide-new-audience-potential-for-your-company/#4ad0d67d3990</p> <p>What Happened to Print Advertising? https://www.forbes.com/sites/matzucker/2019/01/04/what-happened-to-print/#318314ba1f98</p>	<p>feel our print advertising campaign is successful by continuing to build our brand and support our digital efforts. If we can echo our messaging in printed version after someone has seen our banner ads or social posts, it brings legitimacy to the brand. Therefore, we want to be represented in the publications our target audience reads. Our measurement is in the quality and consistency of our placements along with the reach of the publication.</p>	<p>Print is an effective way for us to showcase our inspirational landscapes and vast recreation to niche audiences. Magazine advertising gives us a platform to reinforce our brand.</p>	\$10,000.00		
Marketing Support	Fulfillment/Telemarketing/Call Center	<p>Fulfillment costs for mailing Visitor and Relocation Guides. Allocation includes postage and wages.</p>	<p>Our current distribution shows a strong interest in printed materials.</p> <p>Last year we distributed 55,000 guides via mail and distribution to regional CVB's in MT, WY SD, ND, and ID. In addition, we distribute to:</p> <ul style="list-style-type: none"> • 30 hotels in Bozeman • VIC at Airport • MT State Rest Area on 19th Ave • Bozeman Chamber VIC • Downtown Bozeman VIC <p>Our electronic downloads totalled 16,490 with 3,447 requests for mailed copies.</p> <p>In FY20, we plan to increase that total to 60,000 copies based on increased requests from travelers and other tourism partners.</p>	<p>Based on past year's distribution, we can project the number of guides to be mailed out. While we promote electronic downloads of the guide, many people still prefer the printed publication. Our success is measured by accurately estimating the number of guides we need to print, not being left with too many, or running short before the next print date.</p>	<p>Visitors are accustomed to requesting printed versions of visitors guides, this budget is needed to pay for postage and labor.</p>	\$12,614.00		
Marketing	Digital Asset	<p>Yearly subscription and fees for HubSpot and Mail Chimp which are used to schedule and track our email list, blog content, and social media channels. This</p>	<p>Having a scheduling and tracking system that aggregates our data creates efficiencies in our workflow and provides us accurate data to inform our marketing decisions. We have utilized this system for the past two years, and now have a complete baseline to work</p>	<p>Increase in website visits, social media engagement and visits to blog based on the ability to</p>	<p>The HubSpot and MailChimp platforms allow us to aggregate our marketing efforts, providing thorough results. This approach allows us to quickly track</p>	\$18,000.00		

Support	Management/Aquisition	software aggregates all of the information allowing us to make decisions more efficiently and effectively.	from.	curate our messages based on aggregated data.	and measure our ROI. We can adjust our targets and messages in real time, maximizing the use of our marketing dollars.			
Marketing Support	Website/Internet Development/Updates	Website hosting fees.	<p>Why website hosting is important.</p> <p>https://www.hostgator.com/blog/why-web-hosting-is-important/</p> <p>6 Reasons Why Good Web Hosting is Important</p> <p>https://www.sem-consultants.co.uk/good-web-hosting-is-important</p>	Success is measured if the site functions consistently, is secure, and is up to date on any upgrades.	Website hosting is necessary for all websites. This ensures the files are available at all times, and includes things like server maintenance, and keeping the software and hardware up to date. It also increases security and provides website support.	\$250.00		
Marketing Support	TAC/Governor's Conference meetings	Budget allocation for hotels, good and mileage to the FY20 TAC meetings and Governor's Conference.	<p>The Tourism Advisory Council is responsible for approval of our marketing plans and funding. Attendance is important to keep abreast of our overall marketing goals as a state, and is also required.</p> <p>Each year, the Governor's Conference has provided valuable ideas and insight to continuously improve our marketing efforts.</p>	Our goal is to bring back new ideas and trends to implement into our marketing plans.	Knowledge comes from both industry experts and tourism partners. Learning national trends, local success stories, and best practices is key to keeping our marketing fresh and effective.	\$1,000.00		
Marketing Support	Marketing Plan Development	Budget allocation for agency services in developing the FY21 Marketing Plan.	<p>A good marketing plan is a roadmap to effectively allocate our budget. Having consistency in creating this plan from year to year allows us to build on what has worked well and modify what has not worked well.</p> <p>Why Do I Need a Marketing Plan?</p> <p>https://www.business.gov.au/planning/marketing-plans/why-do-i-need-a-marketing-plan</p>	Marketing plan approved by TAC and successfully executed in FY21.	Our marketing and advertising is contracted to an outside agency and freelance contractors. Without a paid staff member to oversee the creation of the marketing plan, we invest in outside services to ensure a consistent and cohesive plan.	\$5,000.00		
					The Bozeman Convention and Visitors Bureau administration budget is used for planning and			

Marketing Support	Administration	Our administration budget includes wages, office use, equipment purchases and the overall cost of doing business.	The Bozeman CVB manages several VIC's. In past years, we have kept our allocation of our CVB administrative fees at or below 20% of the total CVB budget.	Administration costs are effectively used and stay within the allocated budget.	organizing partnerships to carry out our message, leading the tourism conversation controlling the message we want to communicate. In order to carry out these functions, staffing is a major expense in any organization.	\$57,453.00		
Publicity	Fam Trips	<p>In FY20 we plan to continue our partnerships with local tourism stakeholders such as Yellowstone Country and Bridger Bowl to host social media influencers and journalists. This, combined with traditional earned media are important ways of reinforcing the credibility of our brand. Micro-influencers already have an established and engaged audience giving us a great platform to get our message across through blog posts, Instagram stories and Facebook posts.</p> <p>Each year, we collaborate with the state and regional tourism partners to attend the International Pow Wow. This continues to be a great means to reach tour operators. Generally, it takes a couple of years for these tours to book and in the interim we send them updates on our area at least twice per year.</p>	<p>Micro-Influencers: The Marketing Force of the Future? https://www.forbes.com/sites/barrettwissman/2018/03/02/micro-influencers-the-marketing-force-of-the-future/#578a48c46707</p>	<p>Earned media, social media engagement and increased followers are all measures of successful FAM trips. Each year, we receive bookings from tour operators as a result of our meetings at IPW.</p>	<p>By bringing journalists and social media influencers to our area, we provide them the opportunity to experience our area first-hand and tell our story through their various traditional and social media channels. Typically, these influencers and journalists have a loyal following which bodes well for getting our message out to new audiences.</p>	\$8,000.00		
						\$287,267.00		

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 (optional)
Consumer	Opportunity Marketing	\$5,000.00	\$0.00
Consumer	Online/Digital Advertising	\$36,750.00	\$0.00
Consumer	Social Media	\$25,200.00	\$0.00
Consumer	Webpage Marketing/SEO/SEM	\$25,000.00	\$0.00
Consumer	Print Advertising	\$10,000.00	\$0.00
Consumer	Joint Ventures	\$83,000.00	\$0.00
		\$184,950.00	\$0.00
Marketing Support	Digital Asset Management/Aquisition	\$18,000.00	\$0.00
Marketing Support	Administration	\$57,453.00	\$0.00
Marketing Support	Marketing Plan Development	\$5,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	Website/Internet Development/Updates	\$250.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$12,614.00	\$0.00
		\$94,317.00	\$0.00
Publicity	Fam Trips	\$8,000.00	\$0.00
		\$8,000.00	\$0.00
		\$287,267.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
Bozeman CVB_Pie Charts	FY20_Budget Breakout_Pie Charts.xlsx	26 KB

Reg/CVB Required Documents

Description	File Name	File Size
Bozeman CVB_Required Documents	BozemanCVB_Required Documents.pdf	2.7 MB

