



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86694 - FY 20 Glacier Country Marketing Plan

DOC Office of Tourism

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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?

Please reference attached PDF of the Glacier Country Marketing Plan Narrative for a detailed version of all the Community and Brand Support questions.

WHO WE ARE AND WHO WE ATTRACT

ABOUT WESTERN MONTANA'S GLACIER COUNTRY

As our name implies, Glacier Country is home to the Crown of the Continent—Glacier National Park. Within the park, visitors can explore rolling foothills, celestial summits, wildflower-filled meadows and stunning 400-foot waterfalls as well as an extensive trail system. Anchoring the park is the Going-to-the-Sun Road. An engineering marvel and National Historic Landmark, the Going-to-the-Sun Road is one of the most scenic drives in the nation.

As the westernmost region of Montana, Glacier Country encompasses 75+ communities within the eight counties of Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli and Sanders.

- Geographic size: 22,000 square miles
- Population: 335,000
- Largest communities: Missoula, Kalispell, Whitefish and Hamilton
- Average February temperatures: High of 39 degrees Fahrenheit and low of 31 degrees Fahrenheit
- Average July temperatures: High of 86 degrees Fahrenheit and low of 51 degrees Fahrenheit
- American Indian Tribes: Blackfeet, Kootenai, Pend d'Oreille, Bitterroot Salish
- Rural Corridors: Tour 200, I-90 Corridor, Bitterroot Valley, Flathead Corridor, Northeast Corridor, Seeley-Swan Corridor, Blackfoot Corridor, East Glacier Corridor, Glacier National Park Surrounding Area

Glacier Country Tourism's brand is firmly integrated with the Montana brand. Our offerings—specifically nature, communities and welcoming residents—blend together to provide services and experiences that help share our marketing messages, while effortlessly aligning with our three brand pillars.

- More spectacular unspoiled nature than anywhere else in the lower 48 states.
- Vibrant and charming small towns that serve as gateways to the state's natural wonders.
- Breathtaking experiences by day and relaxing hospitality at night.

More importantly, it is the many Montanans who deliver genuine and authentic experiences that help turn our first-time visitors into return visitors.

- We are simple, but not unsophisticated.

- We are confident, not arrogant.
- We are genuine, not old-fashioned.
- We are grounded, but not stuck in our ways.

Glacier Country is host to millions of visitors each year who have a variety of interests and characteristics.

- Leisure traveler
- Geo-tourist
- Active mature
- Families
- Repeat visitors to Montana
- Business
- Meetings and conventions
- Reunions and weddings
- Higher education
- Health care
- Winter enthusiasts

Average length of trip:

- 6.53 nights (5.76 nights prior year)
- 70% of nights spent in Glacier Country (71% prior year)
- 10% of nights spent in Yellowstone Country (13% prior year)

PRIMARY REASON FOR TRIP

1. Vacation/recreation/pleasure 67% (55% prior year)
2. Visit friends/relatives/family event 18% (21% prior year)
3. Business/convention/meeting 7% (6% prior year)
4. Just passing through 6% (15% prior year)
5. Other 2% (2% prior year)
6. Shopping 1% (1% prior year)

Activities While on Trip

1. 60% Scenic driving (63% prior year)
2. 57% Day hiking (52% prior year)
3. 41% Wildlife watching (43% prior year)
4. 41% Nature photography (40% prior year)
5. 36% Car/RV camping (37% prior year)
6. 29% Recreational shopping (27% prior year)
7. 23% Visiting other historical sites (22% prior year)
8. 20% Visiting local breweries (20% prior year)
9. 16% Visiting museums (14% prior year)
10. 14% Visiting Lewis and Clark sites (17% prior year)
11. 12% Visiting farmers market (9% prior year)
12. 12% Visiting Indian reservations (8% prior year)

Top Sites Visited on Trip

1. 77% Glacier National Park (72% prior year)
2. 39% Yellowstone National Park (41% prior year)
3. 26% Flathead Lake state parks (18% prior year)
4. 14% Other Montana state parks (17% prior year)

Group Characteristics

- 15% of groups with all first-time visitors (15% prior year)
- 7% own a second property in Montana (5% prior year)
- 72% of groups with all repeat visitors (72% prior year)
- 6% hired an outfitter (5% prior year)
- 13% of groups with first-time and repeat visitors (13% prior year)
- 77% plan to return within two years (78% prior year)
- 23% flew on a portion of their trip (17% prior year)

Source: *The University of Montana, Institute for Tourism and Recreation Research (ITRR), based on 2018 data.*

WHY THEY COME

Within the boundaries of Glacier Country exists an endless array of activities, from thriving arts and cultural offerings to exhilarating adventures and authentic western experiences surrounded by stunning cultural landscapes.

More spectacular unspoiled nature than anywhere in the lower 48 states.

- Glacier National Park
- Rocky Mountains, with several smaller mountain ranges
- Geological features (Glacial Lake Missoula)
- Wildlife
- National Bison Range
- Montana state parks
- Bitterroot National Forest
- Bob Marshall Wilderness Complex (Great Bear, Bob Marshall and Scapegoat wildernesses)
- Cabinet Mountains Wilderness
- Kootenai National Forest
- Lolo National Forest
- Selway-Bitterroot Wilderness
- Lakes and rivers
- International Dark Sky Park designation, stargazing, northern lights

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

- Art galleries
- Artisan tours and events
- Explorer trails: Lewis and Clark, David Thompson, John Mullan
- Historic "red buses" of GNP
- Historic sites
- Historic St. Mary's Mission
- Main-street businesses
- Museums
- Railroad history
- Shared border with Canada
- Theaters
- Two American Indian reservations/native culture and history

Breathtaking experiences by day and relaxing hospitality at night

- American Indian reservations
- ATViNg
- Biking and cycling
- Bird-watching
- Boating
- Camping and RVing
- Dog sledding
- Downhill skiing
- Festivals/music
- Fishing
- Golfing
- Hiking
- Historic sites
- Horseback riding
- Kayaking and canoeing
- Montana state parks
- Motorcycle touring
- Mountain biking
- Nordic skiing
- Pow wows
- Rafting
- River surfing
- Rodeos
- Running events and competitions
- Scenic flights
- Skijoring
- Sleigh rides
- Snowmobiling
- Sportsman adventures
- Stand-up paddleboarding

Hospitality

- Blackfeet Community College
- Breweries
- Cideries
- Dining
- Distilleries
- Farm-to-table restaurants
- Farmers markets
- Flathead Valley Community College
- Meeting and convention space
- Missoula College
- Salish Kootenai College
- Special event venues (entertainment)
- University of Montana
- Visitor information centers
- Wedding venues
- Wineries

Abundant lodging and camping (independent, brand and boutique)

- Bed-and-breakfasts
- Bicycle accommodations
- Boutique accommodations
- Cabins
- Camping/RV
- Chalets
- Condominiums
- Glamping
- Hostels
- Hot springs
- Hotels and motels
- Lodges
- Ranches
- Resorts
- Tiny homes

- Tipis and yurts
- Treehouses
- University residence halls
- Vacation homes and short-term rentals

STRENGTHS

As a travel destination, Glacier Country enjoys many distinct strengths. Building upon the ones previously mentioned, some additional major assets include:

Brand pillars (previously detailed)

- Spectacular unspoiled nature
- Charming small towns and communities that serve as gateways to natural wonders
- Breathtaking experiences by day and relaxing hospitality at night

Well-preserved cultural and heritage offerings

- Museum of the Plains Indian (Browning)
- Conrad Mansion Museum (Kalispell)
- Going-to-the-Sun Road (Glacier National Park)
- Libby Dam (Libby)
- Daly Mansion (Hamilton)
- Savenac Historic Tree Nursery (Haugan)
- St. Ignatius Mission (St. Ignatius)
- Sanders County Historical Museum (Thompson Falls)
- Historical Museum of Fort Missoula (Missoula)

Partnerships

Glacier Country Tourism benefits from a culture of collaboration among its many partners who work together to build awareness of Western Montana as an authentic destination, while adding value to the travel experience. These public and private partners include—but are not limited to—our historical heritage sites, arts and culture organizations, agritourism entities, businesses that locally source and produce products and services, transportation entities, destination marketing organizations, tribal nations, U.S. Forest Service, U.S. Fish & Wildlife Service, Bureau of Land Management, Montana State Parks, Glacier National Park and conservation associations.

Seasonality

The eight counties of our region see fluctuations in traveler numbers depending on the season and location.

Overall, our region's high season is June through September. However, there is some variance among our eight-county region, and there are opportunities for growth throughout the 75+ communities in Glacier Country.

Annual Glacier Country signature events

- The Event at Rebecca Farm (Kalispell)
- Huckleberry Festival (Trout Creek)
- Cabin Fever Days (Martin City)
- Skijoring World Championship (Whitefish)
- North American Indian Days (Browning)
- McIntosh Apple Day Festival (Hamilton)
- Missoula Marathon (Missoula)
- Rendezvous Days (Eureka)
- In the Footsteps of Norman Maclean Festival (Seeley Lake)
- Flathead Cherry Festival (Polson)
- Montana Spartan Race (Bigfork)
- Great Northwest Oktoberfest (Whitefish)
- 4th of July Celebration (Bigfork)
- Arlee 4th of July Celebration and Pow Wow (Arlee)
- River City Roots Festival (Missoula)
- Big Sky Documentary Film Festival (Missoula)

Rural Corridor Marketing Plan

Glacier Country Tourism has a strategic marketing plan specific to its rural corridors. We identify nine corridors covering our smaller communities. Our marketing plan implemented in FY 2019 consists of development of a marketing opportunity packet to be used to educate our communities on Glacier Country Tourism, our benefits to communities and our benefits for partners.

The Glacier Country Tourism team will schedule at least one focused trip per year to each corridor that will include social coverage and a meeting with community members. We will also have an annual training and education event that will focus on our smaller communities and rural corridor promotion.

In addition to our education, outreach and training, Glacier Country Tourism reports quarterly on our marketing efforts for each corridor and launched a rural grant match program in 2019.

Western Montana rural corridors:

- **Tour 200:** Dixon, Paradise, Plains, Thompson Falls, Trout Creek, Noxon, Heron, Hot Springs
- **I-90 Corridor:** Frenchtown, Huson, Alberton, Superior, St. Regis, De Borgia, Haugan, Saltese
- **Bitterroot Valley:** Lolo, Florence, Stevensville, Victor, Corvallis, Hamilton, Darby, Conner, Sula
- **Flathead Corridor:** Arlee, Ravalli, St. Ignatius, Moiese, Charlo, Ronan, Pablo, Polson, Big Arm, Elmo, Dayton, Proctor, Rollins, Lakeside, Somers
- **Northwest Corridor:** Marion, Kila, Libby, Troy, Yaak, Rexford, Eureka, Fortine, Trego, Stryker, Olney
- **Seeley-Swan Corridor:** Bigfork, Ferndale, Swan Lake, Condon, Seeley Lake
- **Blackfoot Corridor:** Bonner, Clinton, Greenough, Ovando
- **East Glacier Corridor:** Browning, Cut Bank, East Glacier Park
- **Glacier National Park Surrounding Area:** Babb, Columbia Falls, Coram, East Glacier Park, Essex, Hungry Horse, Martin City, Polebridge, St. Mary, West Glacier

CHALLENGES

Glacier Country Tourism takes a broad-based approach to addressing the challenges encountered in our region. It's important to note that not all of these challenges can be changed by Glacier Country Tourism. Instead, we take an informational approach and stay informed on the latest issues and engage available resources when possible and appropriate. These resources include accuracy in our marketing messages and imagery used; staying abreast of new marketing trends and opportunities; maintaining a positive tone and message in our publicity and social media efforts; working with our partners to understand the concerns and impacts our industry has at a local, statewide and national level; and assisting financially when possible, while knowing that our ultimate mission is to create demand for the tourism product our businesses and communities supply.

Identified Challenges

1. Airline challenges
2. Changing landscape
3. Crisis outreach and traveler education
4. Economy
5. Emerging markets
6. Glacier National Park and public lands infrastructure and maintenance issues
7. International issues
8. Market competition
9. Over-capacity visitation of Glacier National Park in peak season (visitor expectations, infrastructure, change in approach to marketing visitation during those times, messaging around capacity limits for visitors and road/trail closures.)
10. Perception of Glacier National Park being closed when the Going-to-the-Sun Road isn't open in its entirety
11. Perception of remote location
12. Public transportation
13. Shared economy accommodations
14. Smoke and wildfire
15. Technology – algorithms for social media and search engines
16. Federal government closures
17. Destination marketing funding
18. Weather

See detailed description of these challenges in the attached PDF of the Glacier Country Marketing Plan Narrative.

GLACIER COUNTRY TOURISM FULLY INTEGRATES THE MONTANA BRAND

As outlined in our STRENGTHS, Glacier Country Tourism fully embraces the Montana brand pillars of spectacular beauty, exhilarating adventures by day and relaxing hospitality at night. We highlight unique adventures and local flavors that appeal to the visitor looking for an authentic Montana experience paired with truly local hospitality.

In our outreach efforts, we follow Montana's guidelines of big, expansive photography that tells the Montana story. We support the spectacular landscape with subsets of charming towns, approachable activities and distinctive things to see and do.

Describe your destination.

According to the Preliminary 2018 Biennial Edition of The Economic Review of the Travel Industry in Montana (developed by ITRR—the Institute for Tourism & Recreation Research), more than 12.2 million travelers spending an estimated \$3.70 billion chose Montana as their travel destination.

Their primary reasons for visiting Montana were mountains and forests, Yellowstone and Glacier national parks, open space and uncrowded areas. They also enjoyed day hiking, wildlife watching and nature photography.

Glacier Country Tourism's process of inspiration, orientation and facilitation is based upon our beautiful landscapes and ample amenities found throughout Western Montana. The key to inspiration lies within our stunning imagery that we include in all creative content, from print ads to digital placements and social media outreach to our travel guide. We start by making an emotional connection with the potential visitor and then provide them with the tools they need to take that first step toward action, i.e., planning a trip to Western Montana's Glacier Country.

Inspiration

- Consumer and business-to-business advertising – print/digital
- Consumer and business-to-business – social media – facebook, pinterest, twitter, instagram, linkedin, snapchat, blog
- Travel shows
- Trade shows
- Publicity
- FAM tours

Glacier Country Tourism provides several ways to learn more about the region, making orientation intuitive by reaching people in the way they want to interact. We make it easy to fulfill their quest for knowledge through ordering a travel guide from a print ad offer, clicking a banner ad to take them to a landing page on the website specific to their interests or engaging in a social media conversation that appeals to their sense of community.

Orientation

- Iconic/expansive imagery
- Creative messaging
- Alignment with the Montana brand
- Call to action
- Contact information

We want facilitation to be easy and enjoyable. We have several hands-on ways for our visitors to plan their trips. The Glacier Country Travel Guide and website offer information on a wide variety of things to do, places to stay and ways to get here. Visitors can then narrow down with partner deals and contact information to plan their experiences one-on-one with experts on the ground here in Montana. For more comprehensive step-by-step guidance, Glacier Country Tourism has a call center staffed with trained professionals who are available via live chat, email or phone for visitor assistance.

Facilitation

- Website(s)
- Call center
- Visitor information center support
- Travel guide
- Partner travel deals
- Social media
- Digital and content strategies

Optional: Include attachments here

GC Marketing Plan_digital_FY20_Single.pdf

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

GEOGRAPHIC TARGETS

- California (Los Angeles and San Francisco)
- Washington (Seattle)
- Illinois (Chicago)
- Oregon (Portland)
- Minnesota (Minneapolis)
- Texas (Houston and Dallas)
- International

REGIONAL DRIVE TARGET MARKETS (all geographic areas within 600 miles of Glacier Country)

- Spokane/Coeur d'Alene
- Alberta
- In-state (Billings, Bozeman, Great Falls)

OTHER TARGET MARKETS

- Additional areas as opportunities arise or markets emerge according to marketing analytics including international FIT (foreign independent travel). We will look deeply at all existing or new direct-flight markets.

Individuals – Mid-30s+, HHI \$50,000, active and affluent, take at least two vacations per year, may be traveling in groups of two or more

Mature geo-traveler couples – 55+, HHI \$70,000, active and affluent, high-value low-impact couples, may be traveling as groups with other friends and/or extended family

Families – Multigenerational travelers, 1+ children, HHI \$75,000, active and affluent

Note: Build upon the national program "Every Kid in the Park" to engage youth in Glacier National Park. Specifically, fourth graders will have free access to America's National Park System during the 2019 - 2020 school year.

PSYCHOGRAPHIC TARGETS

- Authentic experiences – shopping, local cuisine, breweries, distilleries, relaxing spa getaways, western offerings
- Outdoor recreation – hiking, biking, camping, skiing, snowmobiling, water sports, golfing, fishing, wildlife viewing, RVing, motorcycling, road tripping
- Culture – history, galleries, museums, theaters, festivals, music, photography
- Adventure – experiential, independent, low-impact

OTHER TARGETS

- Repeat visitors to Montana
- Health care
- Higher education
- Destination weddings
- Reunions
- Meetings and conventions
- FIT and group tours

b. What are your emerging markets?

- Ohio
- New York City
- Pennsylvania
- Direct-flight markets to and from our region

Optional: Include attachments here.

c. What research supports your target marketing?

- Montana Office of Tourism and Business Development research
- Website analysis
- Call center activity
- Consumer marketing market analysis
- nSight
- Institute for Tourism & Recreation Research
- Trade show feedback
- Meeting and convention follow-up
- Professional association research
- Meltwater and Klear
- American Bus Association
- Destination Marketing Association International
- National Tour Association
- Rocky Mountain International
- U.S. Travel Association
- Adventure Travel Trade Association
- Family Travel Association
- Destination Analyst
- Arrivalist
- VisaVue
- Smith Travel Reports (STR)
- Bed tax revenue

- Destination Think!
- Skift

Glacier Country tries to align our markets, when appropriate, with the key markets for the Montana Office of Tourism and Business Development, as well as key markets for our convention and visitor bureaus and other public and private partners. We also reference the data collected from our call center and webpage. We have seen continued digital visitation and inquiry growth from California and Texas, as well as visitor demographics as supported by ITRR's quarterly visitor surveys.

GOALS

Glacier Country's primary marketing goals are:

1. Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
2. Increase visitation among resident, nonresident, domestic and international travelers. This includes:
 1. Attracting new travelers
 2. Encouraging current travelers to visit more often
 3. Encouraging current travelers to stay longer
 4. Encouraging awareness of packaging opportunities
 5. Soliciting meetings and conventions
 6. Soliciting packaged travel markets (group tours and FIT)
 7. Positioning ourselves as a resource for information
 8. Working with the Montana Film Office to solicit film industry productions
3. Increase visitation year-round (especially shoulder and winter seasons).
4. Continue emphasis on cultural attractions found throughout Glacier Country, including our Indian nations, historic sites, museums, etc.
5. Continue to identify inquiries to convert them to visitors by capturing names for database marketing.
6. Continue marketing efforts that highlight Glacier Country's charming small towns/communities and amenities, cultural offerings, tribal history, historical aspects, natural resources, tourism attractions and our welcoming atmosphere.
7. Raise awareness and understanding of Glacier Country Regional Tourism Commission within the region through positive publicity and community outreach.
8. Cooperate with other tourism organizations such as Discover Kalispell, Destination Missoula and Explore Whitefish, chambers of commerce, TBIDs, arts organizations, Glacier National Park, Crown of the Continent Geotourism Council, Montana Office of Tourism and Business Development, Montana Film Office, tribal partners, other tourism regions and neighboring states and provinces, as well as other organizations and private businesses that share mutual goals and objectives.
9. Provide supportive public education about Glacier National Park issues by cooperating with all tourism partners including Glacier National Park, Montana tourism regions, Montana Office of Tourism and Business Development, convention and visitor bureaus, TBIDs and chambers of commerce, as well as local, regional, national and international media.
10. Continue targeted visitor appeals in Glacier Country Tourism's marketing strategy, specifically relating to the Montana Tourism Recreation Strategic Plan.
11. Incorporate Montana Office of Tourism and Business Development's branding initiative into our various marketing projects.
12. Encourage visitors to share their experience through emerging technologies and tools, such as social media.
13. Increase focus on and implementation of the rural marketing initiative.

OVERALL OBJECTIVES

INCREASE OVERALL CONSUMER RESPONSE BY 2% OVER FY 19

- 2% increase will require our consumer response reach goal at 1,707,000 or by an additional 33,500

INCREASE ELECTRONIC RESPONSE BY 2% OVER FY 19

- 2% increase will require our electronic response reach goal at 1,609,000 or by an additional 32,000

MAINTAIN SOCIAL MEDIA REACH FROM FY 19

- Maintenance of our social media reach goal would set our goal at 14,600,000

INCREASE SOCIAL MEDIA AUDIENCE BY 2.5% OVER FY 19

- 2.5% increase will require our social media audience reach goal at 369,000 or by an additional 9,000

INCREASE USE OF RESPONSIVE WEBSITE BY 2% OVER FY 19

- 2% increase will require our webpage use reach goal at 1,470,000 or by an additional 29,000

INCREASE OUR CONSUMER LEAD DATABASE BY 2% OVER FY 19

- 2% increase will require our consumer database reach goal at 788,650 or by an additional 15,500

INCREASE OUR TRADE SHOW DATABASE BY 4% OVER FY 19

- 4% increase will require our trade show database reach goal at 1,550 or by an additional 45

MEDIA STORIES TO INCREASE BY 2% OVER FY 19

- 1% increase will require our direct earned media reach goal at \$1.4? million or by an additional \$41,000

FUND CHAMBER/VISITOR INFORMATION CENTERS AT UP TO \$4,000 PER PROJECT FROM MEMORIAL DAY TO LABOR DAY 2019 TO BETTER INFORM AND ENCOURAGE VISITORS TO STAY LONGER IN WESTERN MONTANA'S GLACIER COUNTRY

INCREASE CONSUMER AND GROUP SUGGESTED ITINERARIES BY TWO

REVENUE INDICATORS FOR PERFORMANCE

INCREASE BED TAX REVENUE BY 3% - 3% increase will require our total collected bed tax reach goal at \$9,200,000 or by an additional \$260,000

INCREASE REVPAR BY 1.5% (STR) - Data monitoring within the Glacier Country region began July 1, 2018

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

We are open to joint venture efforts for leisure advertising, publicity, film, group tour, meetings and conventions and international FIT. We are currently working with MOTBD on several projects and look forward to seeing what we can accomplish together

in the coming year. We find the most effective joint ventures with Montana Office of Tourism and Business Development are through publicity, international, group tours and meetings and conventions. In FY 2019, Glacier Country committed \$50,000 to projects with bed tax funded organizations but spent a total of \$128,200.

Optional: Include attachment here.

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

We are actively planning and participating in future cooperative and joint venture tourism sales, publicity, research and advertising projects with regions and CVBs to explore multiple ways to partner.

Glacier Country joined with Yellowstone Country on a couple joint ventures specific to Western Montana. The Glaciers to Geysers campaigns have been incredibly successful and partners within our regions are thrilled with the results. Glaciers to Geysers is a niche market website supported with paid advertising that blurs the lines between the two regions, catering to visitors who do not understand the geographic boundaries of our state. Snowmobiling and motorcycle tours were the first segments covered and we have planned for two or three more in FY 2020.

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

Glacier Country has participated heavily with our partners in cooperative ventures over the last several years.

- FY 2016 = \$92,000 (actual)
- FY 2017 = \$50,000 (actual)
- FY 2018 = \$75,000 (actual)
- FY 2019 - \$128,000 (actual)

The Glacier Country Tourism Cooperative Marketing Program (GCCMP) was launched in 2019 with a budget of \$40,000. It was designed to provide matching expense reimbursement funding for projects to promote an area or event on a cooperative basis with a nonprofit tourism-related organization. The intent of this program is to encourage the development of new or expanded marketing projects, thereby increasing the tourism appeal of the city or region to nonresident visitors.

These amounts vary year to year based on what opportunities arise. For the most part, we feel the joint ventures we've had in the past have been successful. We believe mixed media advertising is the key to a successful plan, and we weigh each placement based on goals and expectations. In this day of rapidly changing marketing methods—especially in the digital era—we must do our best to make solid decisions and track accordingly. We measure effectiveness based on:

- Return on investment
- Brand support
- Community/partner outreach and support

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
		We plan to target our primary and secondary markets using a mixed media approach with most consumer advertising dedicated to digital advertising in geographic, demographic and psychographic markets as outlined in our narrative, including social media advertising. Online digital advertising is a highly focused and efficient method to drive website traffic, inquiries and visitation. Each year we develop creative that is	<p>Glacier Country Tourism seeks out valuable research to help stay abreast of marketing and industry trends that support our ongoing promotion efforts. Some of these resources are proprietary to the source while others are samples of reports we use for reference in determining short and long-term strategy. In an effort to share this information with our Montana DMO partners without breaking the terms of our service agreements, we have created a password protected DropBox for MOTBD and TAC representatives to have read only access with this password protected folder. Link + PW: GlacierFY20.</p> <p>These resources include:</p> <ul style="list-style-type: none"> • Montana Office of Tourism and Business Development research • Website analysis • Call center activity • Consumer marketing market analysis • nSight • Institute for Tourism & Recreation Research • Trade show feedback • Meeting and convention follow-up • Professional association research • Meltwater and Klear • American Bus Association • Destination Marketing Association International • National Tour Association • Rocky Mountain International 	<p>We use a combination of analytics tools to provide us real time reporting on the host of campaigns across the web and react quickly to under-performing campaigns. We have continually delivered results above .4% CTR target where most national campaigns of similar creative, budget and focus fall below a .09% CTR.</p> <p>As an example of our marketing method eveluation, here is how we tracked our FY 2018 efforts.</p> <ul style="list-style-type: none"> • In FY 2018, our print media plan had a circulation of 1,418,189 at a cost of \$29,824 (CPM = \$21.03). This particular budget line item was for a print/digital lead generation program with Yellowstone Journal. 	<p>We strive to stay ahead of the paid media curve in our print and digital media including targeting and retargeting. Multi-media marketing methods generally have strong measurement and acquisition tools to ensure we are getting the most return on investment for our media budget.</p>			

Consumer	Multi-Media Marketing	<p>consistent yet appropriate for the audience we are concentrating on. Our approach includes bringing additional focus to emerging markets through the use of blogs and niche travel content websites.</p> <p>Glacier Country Tourism fully supports the efforts of MTOTBD by promoting Montana as a travel destination. We follow the Montana brand by using iconic imagery to tell our authentic story, as it relates specifically to Glacier Country and in partnership our DMOs and industry stakeholders.</p>	<ul style="list-style-type: none"> • U.S. Travel Association • Adventure Travel Trade Association • Family Travel Association • Destination Analyst • Arrivalist • VisaVue • Smith Travel Reports (STR) • Bed tax revenue • Destination Think! • Skift <p>"Children impact the type of accommodations and activities that are preferred by their caregivers. Affluent Travelers with kids ...</p> <ul style="list-style-type: none"> • ... are more likely to prefer using technology to help them plan trips • ... are more interested in new and unique vacation destinations • ... are more likely to book on third-party websites, rather than directly • ... are more likely to have used a travel agent and do so for different reasons • ... stay in more expensive hotels and alternative accommodations more • ... like adventurous experiences, but still prioritize safety and comfort" <p>- U.S. Affluent Traveler Trends 2019: Annual Survey on Travel Behavior Skift Research</p>	<p>Total leads generated was 26,217 at a cost of \$11,645 for a cost per inquiry (CPI) of \$0.44.</p> <ul style="list-style-type: none"> • Overall, our consumer digital campaigns (annual, winter and warm) delivered 25,017,033 impressions, 146,953 click thru to our webpage which resulted in .69% CTR which is over 7 times the national average. The cost per thousand (CPM) was \$11.22. • The targeted Dallas campaign launched to support the new direct flight from Dallas to Missoula delivered 2,523,318 impressions, 5,894 click thru to our webpage which resulted in .23% CTR which is twice the national average. 	<p>While print is more difficult to track than digital, almost all print placement includes added value digital and social elements which increase their effectiveness.</p> <p>Examples of our placed media in FY 2018, as provide in our completion reports for that year, can be found in a DropBox folder along with the performance report for all of our placed media that year.</p>	\$280,000.00		
Consumer	Electronic Adv - Newsletter, E-blast	<p>Glacier Country Tourism will continue to send seasonal and niche newsletters with content that features activities, events and attractions throughout Glacier Country. Our design will include color photos and links to websites and social media sites for additional information as well as special promotions and package offers. Our agency of record will work with the staff to solicit area information and determine content to be featured in each. We will continue to optimize our email strategy for mobile and tablet devices and across a multitude of platforms and browsers.</p>	<p>In an effort to share this information with our Montana DMO partners without breaking the terms of our service agreements, we have created a password protected DropBox for MOTBD and TAC representatives to have read only access with this password protected folder. Link + PW: GlacierFY20.</p> <p>Travelers are willing to give companies information to provide personalized service. 45% U.S. travelers, 38% French travelers, 31% German travelers and 40% U.K travelers who Agree to "I do not mind companies collecting general information about me to provide better service." Source: Phocuswright's <i>U.S. Traveler Technology Survey Seventh Edition</i>; Phocuswright's <i>European Traveler Technology Survey 2017</i> (forthcoming July 2017)</p>	<p>We will measure the effectiveness of this marketing segment by monitoring open rates, click-thru rates and time spent on website from traffic driven from the messaging.</p>	<p>We have had tremendous success over the years maintaining a relationship with those who have requested travel information and assistance. We have experienced open rates between 8% and 27% during the marketing year. Our lower open rates are typically associated with large list blasts but on average they generate over 18,000 opens in a typical blast of 226,000. In the past 11 years we have increased the clean recipient list from 140,000 to over 750,000. Each person who signs up for our newsletters provides us with information that allows us to only send them information that is of interest to them. Every year, we continue to enhance our ability to provide each person customized content for planning a trip to Western Montana.</p> <p>In our last complete budget year - FY 2018 - our consumer newsletters and eblasts have an 8.26% open rate compared to an industry average of 13% for 907,000 sends. Our B2B newsletters have a 19.84% open rate to 2,273 sends for group/FIT operators. Our niche emails had 16.52% open rate for 19,022 sends. We continue to evaluate the design and content of our mailings to increase the open and click thru averages.</p>	\$35,000.00		
Consumer	Travel/Trade Shows	<p>Glacier Country Tourism prioritizes travel shows that match our geographic and demographic targets. Whenever possible, we partner with other regions and CVBs to maximize our budget efficiencies and increase the Montana presence. We display highly visual, four-color banners and travel booth panels that are on-brand - Glacier Country fully integrates the Montana brand. We negotiate for added-value whenever possible, including literature distribution, presence in show promotion, etc. At past shows, we have had a significant</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p>	<p>Travel show success is measured in a number of ways. We calculate the number of attendees that are exposed to our booth and the Glacier Country Montana message. We tally the number of travel guides distributed and giveaway entries collected. We also monitor unique website visits, phone call inquiries and general interest in our destination should electronic tracking be available with value added benefits associated with the show.</p>	<p>There are numerous travel options for visitors both domestically and internationally. Having a Montana presence can be effective to showcase all our state has to offer, moving it to the forefront of the decision making process when determining a destination. Travel shows offer a unique one-on-one engagement with a potential visitor, building trust and brand loyalty.</p>	\$1,000.00		

		increase in lead generation by offering a strong call-to-action in the form of a significant giveaway. In the FY 2020 year, this budget line item will serve more as a placeholder should an unique opportunity arise.						
Consumer	Sweepstakes	<p>In FY 2019, we continued our level of giveaways by providing cash cards, America the Beautiful National Park Passes and experience prizes as our call-to-action for the campaigns. When needed, we generally have significant support from our partners that include in-kind and/or deeply discounted rates for services such as accommodations, tickets and rentals. Two out of four of our largest lead generators in FY 2018 had CTA giveaways attached and resulted in over 51,000 leads. Visit our complete list of our inquiries by source for that year. The call-to-action for the campaign giveaway is promoted via all our marketing mediums including social media, online and print.</p> <p>We plan to continue this strategy for FY 2020.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>Yahoo Small Business says call-to-actions (CTAs) are critical for achieving any results online, because traffic, subscribers and followers don't do you any good until they become leads and eventually customers. That's why calls-to-action can be used in more places than just your website. They should also be employed in your blog, social media, email blasts, guest articles, sponsored content editorial and anywhere else you publish or market online.</p>	<p>We will track ad statistics and giveaway entries for each campaign and per our contest rules, for each campaign giveaway, we track and post the winners on our contest page online.</p>	<p>Over the past several years we have experimented with various types of call-to-action (CTA) incentives in our promotions. The type and value of the giveaway incentives varies each year. Depending on the marketing channel, the response varies. Online, all tend to perform well as compared to no call-to-action. At travel shows, larger, more extravagant giveaways work far better than smaller ones.</p>	\$15,000.00		
Consumer	Webpage Marketing/SEO/SEM	<p>We continue to complement the design of our primary and mobile websites promoting Glacier Country online with marketing strategies that include search engine optimization, search engine marketing submission and copywriting that encourages site visitors to take action and integrates keywords used for SEO, SEM, website design strategies, online promotions, reciprocal linking, email marketing and social media.</p> <p>The use of search engines to drive traffic to tourism destination websites has only grown more important over the years. We focus a good deal on organic and paid search engine marketing to improve our position among hundreds of keywords prospective travelers are using while they consider vacations destinations.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>95.8% of American leisure travelers own or regularly use a mobile phone, and 68% actively use this device to plan their trips. <i>The State of the American Traveler Fall 2017 Volume 26</i></p> <p>Marketers say they produce content because it helps them build credibility with customers and demonstrate their expertise. Source: <i>www2.prophet.com/the-2016-state-of-digital-content</i></p> <p>Search engines are among the most popular online planning sources for travelers, particularly among leisure travelers. <i>The 2014 Traveler's Road to Decision</i>, Google</p> <p>Glacier Country Tourism concentrates on providing creative and unique content. This is in the form writing the editorial of our site with key word combinations in mind as well integrating other tools such as social media and blogs.</p> <p>Search algorithms reward original content such as blog posts. Blogs give corporate websites 434 percent more indexed pages, 97 percent more inbound links and 55 percent more visitors, according to ContentPlus14, a U.K.-based content marketing consultancy. <i>Content Marketing Trends in the Travel Industry</i>, Skift.com</p>	<p>Webpage marketing is more than buying keywords or studying hot search trends but also careful organic testing and researching of how best to layout the content within the website for the organization to best serve the needs of customers and help customers find that great content quickly while searching.</p> <p>We analyze our webpage and traveler data and look to find strategic content that places our webpage high on search result pages organically and leads to a high conversion of searches to website visitors for glaciermt.com. We are constantly challenging our team to research new internet marketing strategies in the hopes of driving more traffic to our websites and social media channels. We currently track and will continue to track all of this via our webpage and social media tracking report, total webpage visitor report, blog (consumer and B2B) reports and total inquiry source report.</p>	<p>Webpage marketing consists of search engine optimization (SEO) and search engine marketing (SEM). SEO is increasing the amount of website visitors by getting the site to appear high on results returned by a search engine. SEM is considered internet marketing that increases a site's visibility through organic search engines results and advertising. SEM includes SEO as well as other search marketing tactics.</p> <p>Webpage marketing helps the content within the website best serve the needs of customers and help customers find great content quickly while searching. Every page of glaciermt.com is written with keyword search strings. When we buy keywords, we are then able to boost the organic search with paid search. In FY 2018, we launched a new glaciermt.com using forward thinking SEO strategy. After only one week, we were already getting higher organic search engine rankings than we were able to do using both organic and paid previously. Add in the power of paid keywords and we are now able to widen the scope to build lesser known pages, specifically community and activity-based landing pages. In FY 2019, we broadened our SEO and SEM to focus on building awareness of our 75 rural communities and lesser traveled corridors.</p>	\$100,000.00		
		<p>Glacier Country Tourism has created a program that offers more assistance for our charming small towns to help them not only understand what tourism can do for them but to work with them through education workshops (three workshops currently exist), essential marketing training, best practices, etc. and help connect them to other people/organizations/agencies that have programs that could help them. We hope to develop this program in coming years to strengthen Glacier Country's position as a premier</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p>	<p>The grant programs are all subject to the rules and regulations and thus will be required to present methods of</p>	<p>Visitors to Glacier Country are looking for experiences throughout the region—no matter how far off the beaten path. They are especially interested in taking advantage of the region's abundant outdoor recreational activities, natural and cultural landscapes, and authentic</p>			

Consumer	Cooperative Marketing	<p>destination while also stimulating our rural economies, protecting and enhancing local resources and fostering community pride.</p> <p>Building upon the workshop series we already offer, we have created a marketing assistance grant program that can be used for specific marketing campaign development and implementation (cannot be used for material development without a distribution campaign included) by a community (chamber, CVB, main street organization, development organization).</p>	<p>https://destinationthink.com/destinations-shifting-to-digital-first-marketing-improve-word-of-mouth-promotion</p>	<p>tracking performance that meet the standards all funded DMO's are subject to. Individual grant reports will be required by all recipients.</p>	<p>Montana experiences.</p> <p>Our board is made of up representatives from across all eight counties and realize the importance of our organization reaching out to offer assistance to our communities who would like it to either develop or expand their tourism economy.</p>	\$40,000.00		
Consumer	Ad Agency Services	<p>Glacier Country Tourism's agency of record works closely with us on many facets of our marketing plan from strategy and implementation to tracking and analysis. Their staff works thoroughly with our staff, board of directors, partner organizations and other agencies to analyze current problems and opportunities as well as our past and current effectiveness. In FY 2019, we added strategy development and implementation of our social media program to our agency of record's duties.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>The professional services provided by our contract agency not only assist us with gathering relevant and supporting research, they work with our team to analyze this information to create a marketing plan targeting markets using effective and efficient methods - providing strong return on investment not only in the performance of the campaign but bringing new revenue into our communities from nonresident visitors.</p> <p>https://esto.ustravel.org/sites/default/files/CN_Myths.pdf</p> <p>https://destinationthink.com/3-content-marketing-trends-dmo-2019</p>	<p>Success on our campaigns and marketing efforts translates to successful planning support. The way we measure the success of the work our agency does is directly reported in our overall goals and objectives. We would never be able to achieve the quality and quantity of work without the services of our advertising agency. They assist us directly and indirectly in every single marketing method we implement and they help us in the planning phase, the reporting and evaluation phases. Our tracking will include consumer response, electronic response, social media response, website stats, consumer/B2B database leads, media stories and consumer/B2B itineraries. To support this data we will provide a copy of all weekly agendas outlining everything the Glacier Country Tourism marketing team (staff and agency) is doing.</p>	<p>Good marketing support from professionals who live and breathe various components of marketing, development, implementation and evaluation helps us design an effective marketing plan and develop a creative and effective message ensuring maximum efficiency in the project planning and evaluation.</p>	\$380,000.00		
Consumer	Opportunity Marketing	<p>These methods are determined as the opportunities become available or as projects are necessary throughout the year. All efforts done will comply with the rules and regulations.</p>	<p>No specific research is available for this line item at this time.</p>	<p>These funds are to be used for allowable opportunities we are unaware of when we prepare our marketing plan each year. As these projects are done, we will follow the measurement and reporting requirements in the rules and regulations for the allowable methods for each.</p>	<p>Every project we do ultimately results in the overall success of our program. While do not know what these projects are in the beginning of the year, we certainly appreciate the ability to use the line item as a funding source. Each will be an allowable project and will follow the measurement and reporting requirements in the rules and regulations.</p>	\$40,000.00		
Consumer	Joint Ventures	<p>These joint venture methods are determined as the opportunities become available or as projects with our follow regions, CVBs and MOTBD are necessary throughout the year. All efforts done will comply with the rules and regulations.</p>	<p>https://destinationthink.com/destinations-shifting-to-digital-first-marketing-improve-word-of-mouth-promotion</p>	<p>These funds are to be used for allowable joint venture opportunities we are unaware of when we prepare our marketing plan each year. As these projects are done, we will follow the measurement and reporting requirements in the rules and regulations for the methods implemented. Our tracking will be monitored by project that will ultimately impact the results of our consumer response, electronic response, social media response, website stats, consumer/B2B database leads, media stories and consumer/B2B itineraries.</p>	<p>Every project we do ultimately results in the overall success of our program. While do not know what these projects are in the beginning of the year, we certainly appreciate the ability to use the line item as a funding source. Each will be an allowable project and will follow the measurement and reporting requirements in the rules and regulations.</p>	\$90,000.00		
		<p>Leveraging the power of social media to complement our various marketing strategies is one of our key program areas. The use of social media by destination marketing organizations to</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>Travelers are willing to receive personalized offers. 57% U.S. travelers, 50% French travelers, 32% German travelers and 44% U.K travelers who agree to "Receiving personalized offers through text, email or social media apps such as Facebook, Instagram or Snapchat." Source: Phocuswright's <i>U.S. Traveler Technology Survey Seventh Edition</i>; <i>Phocuswright's European Traveler Technology Survey 2017</i> (forthcoming July 2017)</p> <p>"Social demands a new content approach. One of the biggest reasons content marketing has become dominant is the</p>	<p>Social media is incredibly easy to track - we have consistent handles and hashtags across all of our channels (@GlacierMT & #GlacierMT) and use unique hashtags to credit and track engagement overall or by campaign. We also use third party tools such as Meltwater to monitor and track impressions, engagement and audience - which are all used in our overall assessment for measuring</p>	<p>Our social media channels are used to reach new audiences and to support our other programs. Glacier Country's social media channels are a source of inspiration, orientation and fulfillment. It's a community gathering place where prospective visitors can garner up-to-date information about our region, as well as become more familiar with what we offer the visitor.</p>			

Consumer	Social Media	<p>build brand support, create genuine conversations and inspire audiences to visit continues to be extremely effective. 14% of all our leads is sourced from our social media channels. Even with the great number of challenges social media channels are presenting, we still see steady traffic each year through organic, sponsored and paid social media efforts.</p> <p>To date, our social media channels include facebook, instagram, twitter, pinterest, linkedin and snapchat.</p>	<p>relentless pace of social media publishing. But rather than thinking about social media like other media channels, where the goal is to run a "campaign" with clear start and end dates, think of social more like a never-ending conversation with your audience. That has key implications for how content is created and published." <i>The State of Content Marketing in Travel 2017</i></p> <p>https://destinationthink.com/3-content-marketing-trends-dmo-2019</p> <p>Social media is a great litmus test for how lifestyle brands have come to dominate the cultural conversation. Take for instance a recent survey by Marketing Sherpa investigating why consumers "Liked" various brands in social media. Although reasons like getting promotions or wanting to buy their products were top responses, other more interesting answers emphasized that the chosen brands produced "useful" or "entertaining" content (mentioned by 38% and 31% of respondents) or that the brand "reflects my lifestyle," which was mentioned by another 24% of respondents. <i>The Rise of Lifestyle Branding in Travel, Jeremy Kressman</i></p>	<p>success.</p> <p>We spend a good amount of time monitoring changes the social platforms present - including algorithms and third party hashtag tracking. We must continue to adjust our strategy to counter the programming changes with organic posts and supplement the higher performing posts with paid boosts and ads.</p> <p>We plan to continue to maintain a strong social media strategy in our future marketing efforts.</p> <p>To view all reports and collateral for our social efforts in FY 2018, please visit this DropBox folder.</p>	<p>The content we share on our social media channels varies. As a region, we feel it's necessary to provide useful, pertinent and up-to-date information, as well as points of interest. Our social media plays a role in inspiration by including jaw-dropping images: some are icons, while others are off-the-beaten path gems. As our region is diverse and includes various communities, we also utilize our channels to highlight various locations and destinations from throughout the region, ranging from local gems to events. Typically, our facebook posts include a photo or video to supply visually pleasing and engaging content to our users.</p>	\$30,000.00		
Consumer	Digital Asset Management/Aquisition	<p>Glacier Country continues to use professional photographers to capture seasonal images allowing us to promote our area visually. The images represent Glacier Country through stunning photography with an emphasis on "people in place." Over the years, we have acquired a great deal of professional video footage via value added opportunities with video/film projects we have assisted with.</p> <p>Our photo acquisition strategy is to either contract for custom images via photo shoot(s) with a professional photographer/videographers where Glacier Country Tourism owns the rights to the images or to acquire rights-managed images already obtained by these professionals. When possible we will obtain permanent or long-term unlimited usage rights for images. The photos in our attached marketing plan showcases images we have acquired and house in our digital library.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p>	<p>Most of our success hinges on the imagery we present in all of our projects and programs. Strong performance has a great deal to do with having a strong library of still and video assets.</p> <p>We will measure the success of this method by monitoring the total number of images (still + video) from photographers/videographers and by the number of new digital assets we add each year to the system.</p>	<p>New imagery allows us to present a fresh look for the region resulting in long-term cost savings. It is also important for us to continue our effort to be on brand with Montana's overall branding effort using not just good photography but "great" photography to tell our story.</p>	\$35,000.00		
Film	Opportunity Marketing	<p>Film-induced tourism can effect travel decisions made when potential tourists plan their upcoming holiday or visit to a destination.</p> <p>Films, documentaries, TV-productions and commercials inspire people to experience the locations seen in the content screened, to explore new destinations. Film tourism is an excellent vehicle for destination marketing and also creates opportunities for product and community entrepreneur development such as location tours or film heritage museums to name but a few.</p> <p>Glacier Country Tourism will use this method to explore opportunities where we can work directly with the Montana Film Office and other leading film production businesses and organizations develop projects and programs leverage the MEDIA Act - helping communities who desire to learn more about how to work with the industry. We will also serve as film ambassadors for the communities within our region for the Montana Film Office when they have production companies who need more local support and information.</p>	<p>Film tourism can be defined as a branch of cultural tourism (Zimmermann, 2003, p.76) and refers to the growing interest and demand for locations which became popular due to their appearance in films and television series. Zimmermann describes film tourism as all forms of travelling to destinations, which in general enable a connection with the world of film (Zimmermann, 2003, p.76). Tomala K., Faber F. (2011) Film tourism. In: Papathanassis A. (eds) The Long Tail of Tourism. Gabler</p>	<p>These funds are to be used for allowable opportunities we are unaware of when at the time we apply for funding approval each year. As these projects are done, we will follow the measurement and reporting requirements in the rules and regulations for the allowable methods for each and talk about the overall success of each and whether we would do it again.</p> <p>For example: We will provide event information and track attendance at workshops and film festivals. We will tracking advertising response, website stats, database leads and media stories for paid and earned media projects.</p>	<p>Film-induced tourism and destination branding are one of the fastest growing sectors in tourism currently. With the recent passing of the MEDIA Act which provides for a 20% production expenditure tax credit, with additional components that can increase the transferable credit to a maximum of 35% of total base film production investment, Montana is set to see a significant growth in film productions.</p> <p>Glacier Country Tourism understands there are some key issues that need to be considered before promoting a location for film productions and tourism. Knowing this, we also understand we can play an important role in promoting our region as a film destination applying responsible tourism practices, creating a film-friendly environment in advance, through community participation and awareness campaigns, safety and security, service excellence and understanding the impact of destination branding to name but a few, especially in our region where film tourism is still a fairly unexplored concept.</p> <p>Film tourism provides an abundance of community and product development opportunities if approached responsibly and applied correctly. It is a fast-paced industry, driven by creative passion, positive energy and tremendous enthusiasm, which we believe can be cross-pollinated into the tourism and services sector.</p>	\$6,000.00		
				<p>We measure success in this area by monitoring the number of appointments and additional interest we have at our trade shows as well as gauging the overall interest with the operators we</p>	<p>Glacier Country Tourism has, for several years, been developing a collaborative and broad-based approach to group</p>			

Group Marketing	Group Marketing Personnel	<p>Glacier Country Tourism has a Tourism Sales Manager who develops, manages and monitors group and International FIT sales and marketing programs. We see improvement in group sales with several operators spending more time in Glacier Country and using the numerous sample itineraries developed by our Tourism Sales Manager. We plan to continue our current efforts as outlined while also setting aside some resources allowing us to be flexible and responsive. Groups refers to meetings and conventions, incentive travel, weddings, reunions, foreign independent travel (FIT), group tours, loyalty programs, etc. <i>See attached job description.</i></p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>ABA estimates that one motor coach staying overnight generates roughly \$12,000 in economic impact to that community in lodging, restaurants, retail and attractions. Most tours stay an average of two to three nights in the Glacier Country region when touring Montana.</p> <p>Travel to US states/to Montana States (ITRR stats):</p> <ul style="list-style-type: none"> 68% of first time travelers to Montana come for GNP and Yellowstone 80% of return travelers are coming back to see the less traveled parts of MT <p><i>Detailed statistical modeling over 18 years and 14 industries indicates that for every dollar invested in business travel, U.S. companies have experienced a \$9.50 return in terms of revenue.</i></p> <p>12.2% of travelers rely on travel agencies and tour operators for inspiration and booking assistance. <i>The State of the American Traveler, Destination Analysts</i></p>	<p>work with. While we do not have direct access to the booking data from these markets, it is very exciting when we hear from our properties they have signed new or have renewed service contracts, operators have picked up an itinerary and added it to their product catalog or the operators are working directly with us on custom itineraries. Montana Office of Tourism and Business Development, Glacier Country Tourism and our ever growing group of partners continue to encourage us to continue our efforts and thus we are excited to help broaden our visitor base and extend our visitation to our shoulder seasons.</p> <p>We are moving into our 5th year in a statewide DMO partnership with MOTBD, CVBs and TBIDs with a booth at IMEX. We have moved from a single booth to a triple booth because of the increasing number of DMOs wanting to partner with us at the largest meeting market show in the U.S.. This year, we are expanding to allow private partners to schedule and conduct their speed networking meetings.</p>	<p>travel; group tours, foreign independent travel (FIT), incentive travel, sports, meeting and conventions. We feel we have a strong FIT/group tour program but find other areas can be challenging from a regional perspective.</p> <p>Group marketing is often more complex and requires a personal relationship to be built and maintained with industry representatives. Building that relationship with planners and tour operators takes time (domestic is 2-3 years/international is 3-5 years). Our current Tourism Sales Manager has been with us for over five years now and the time she spends assisting operators and planners with their itineraries is growing steadily. Montana Office of Tourism and Business Development and Glacier Country Tourism have had consistent attendance and strong relations with these markets for many years. We continue to see additional interest and engagement from other Montana public and private partners and are thrilled to have a growing delegation when many other areas/states are decreasing.</p>	\$74,000.00		Tourism Sales Manager - July 2018.pdf
Group Marketing	Travel/Trade Shows	<p>Glacier Country Tourism has attended and participated in a number of targeted travel and trade shows over the years: consumer, group tour, international foreign independent travel (FIT), meeting and conventions, incentive travel and loyalty travel. We will continue to attend shows we have found successful and evaluate new shows to see if they fit our target markets. We strive to collaborate with CVB's, tourism regions and private partners as much as possible.</p> <p>Of the group tour, incentive travel, meeting and convention and FIT trade shows, we are currently planning to attend National Tour Association (NTA), American Bus Association (ABA), U.S. Travel Association's IPW and GoWest Summit, Rocky Mountain International (RMI) Roundup, Smart Meetings West and IMEX. We have a PR aspect at IPW doing speed networking with media at the media marketplace. At these shows, travel guides, market specific collateral, itineraries, maps as well as our Glacier Country Travel Guide and/or show specific one-sheets will be distributed digitally or in print if appropriate.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>ABA estimates that one motor coach staying overnight generates roughly \$12,000 in economic impact to that community in lodging, restaurants, retail and attractions. Most tours stay an average of two to three nights in the Glacier Country region when touring Montana.</p> <p>The Chinese Market: The U.S. Department of Commerce projects travel from China to the United States to increase 274 percent through 2016. The China National Tourism Administration reported that over 80 million Chinese citizens traveled overseas in 2012. The United States has always been the #1 dream destination for the Chinese travelers.</p>	<p>We measure success in this area by monitoring the number of appointments and additional interest we have at our trade shows as well as gauging the overall interest with the operators and planners we work with. While we do not have direct access to the booking data from these markets, it is very exciting when we hear from our properties they have signed new or have renewed service contracts, operators have picked up an itinerary and added it to their product catalog or the operators are working directly with us on custom itineraries. We measure success by tracking our leads and noting the key takeaways from each meeting or conversation. We also produce a show report that summarizes the trade show. All of this data is tracked in Simpleview. <i>See attached report as an example.</i></p> <p>Montana Office of Tourism and Business Development, Glacier Country Tourism and our ever growing group of partners continue to encourage us to continue our efforts and thus we are excited to help broaden our visitor base and extend our visitation to our shoulder seasons through our B2B programs.</p>	<p>With so many travel options in and out of the United States, a strong delegation of travel experts from a state, region and community at travel trade shows makes a huge difference. It takes a delegation to put the state of Montana in the mind of the tour operators and planners. The more appointments a tour operator has with a specific state or region, the more likely they will get the answers to the questions they have about what that area can offer to their clients. It takes the expertise of (regions/CVB's/TBIDs/hotels/attractions) to showcase what the clients can experience in their communities. The strongest delegations are noticed at travel trade shows and have the most exposure. We are building participation for these markets with more delegates committing to not only attending the shows but partnering on booths and other efforts.</p>	\$50,000.00		Sample of SV Reporting for B2B Trade Shows.pdf
		<p>Glacier Country Tourism plans to participate in hosting/co-hosting familiarization tours for one or more of our identified group markets and trade media. For many years, we have been developing a collaborative and broad-based approach to group travel; group tours, foreign independent travel (FIT), incentive travel, meeting and conventions and bank loyalty.</p> <p>Each year, in an effort to provide trade media and visiting operators/planners with a firsthand experience of Western Montana, Glacier Country Tourism assists and/or hosts various professionals along the way. We will continue this effort by using a portion of our budget to coordinate and/host trade professional(s) in regards to</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>According to Adventure Travel and Trade Association, food tourism represents vast opportunity; over one third of global tourism expenditure is on food and beverage products, and tourists are increasingly identifying local food and food experiences as their primary and secondary motivations for</p>	<p>We plan to follow the measurements as required by the rules and regulations. While we do not have direct access to the booking data from these markets, we continue to stress to our partners how important it is we hear when they have signed new or have renewed service contracts. It is also important to know when operators have picked up an</p>	<p>The assistance of an in-region partner group - formed to develop a strategy to meet the needs of all while balancing the mission and resources of our organization and others - has been of great assistance in FAM trip coordination</p>			

Group Marketing	Fam Trips	<p>their upcoming visit to our region. Oftentimes, we assist them with developing an itinerary and arranging their visit. This program follows the same requirements we use for regular press or group familiarization trips tracking names, affiliated business or publication and any received media or planned itineraries developed and/or booked if provided by business.</p> <p>In May 2015, Glacier Country developed a meeting and convention FAM trip including Missoula, Kalispell and Whitefish and meetings properties and communities in between. The CVB's, TBIDs and private sector partners were outstanding partners in this effort. This FAM was so successful, we are now hosting one every year with up to five different vetted planners each year.</p>	<p>choosing specific destinations. ATIA's recent research shows that many adventure operators are already innovating in this industry with their product. Key Findings from this study include:</p> <p>71 percent of adventure itineraries have an experiential food focus of some kind.</p> <p>For operators offering "high food focus" itineraries, the average reported price per day for such trips was \$472 USO</p>	<p>itinerary we have pitched and added it to their product catalog or the operators are working directly with any of us on custom itineraries. Montana Office of Tourism and Business Development, Glacier Country and our ever growing group of partners continue to encourage us to continue our efforts and thus we are excited to help broaden our visitor base and extend our visitation to our shoulder seasons.</p>	<p>and facilitation. These tours for group and FIT travel are part of the joint strategy and rationale we all share. Pooling our expertise, time and resources has done nothing but developed a stronger coalition of partners dedicated to this market segment and reaping the diverse and long-term benefits of it.</p>	\$30,000.00		
Group Marketing	Multi-Media Marketing	<p>We have for several years implemented a business to business (B2B) strategy. Most of these efforts consists of social media but we are committed to a mixed media approach using various forms of promotion in conjunction with other tourism partners. We plan to continue to build upon these successful efforts to find an effective and efficient plan to promote our group opportunities.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>"Like all media, travel media is constantly reinventing itself to adapt to new technologies and changing consumer behaviors. We talk to leaders in the field and look at external threats and opportunities as represented by Facebook, mobile and advertising." <i>Todd Wasserman, Skift</i></p> <p>"More Than 90 Percent of U.S. Households Have Three or More Devices Pinging the Internet," <i>Recode</i>, November 2014</p> <p>There is a renewed focus on brands that consumers think understand their values and customize their messages specifically for them. This extends not only to the products that travelers choose to buy, but increasingly to the ads and content they are served by brands as well. "Consumers of all ages want brands to feel personalized and meaningful to them," said Y&R BAV president Michael Sussman, speaking in a 2015 interview with <i>Adweek</i>.</p>	<p>Online promotion is one of the most trackable mediums available today. We are able to gather valuable statistics on how each ad performed. We use all available data for considering our immediate and long-term approach to online marketing we will continue to measure impressions, clicks, click-thru rate, likes, followers, shares and overall engagement to determine the effectiveness of our online advertising efforts.</p>	<p>We feel it is a good idea to support our current efforts with a mixed media promotion plan. We re-launched our group tour and meetings and convention microsites using the same infrastructure as our primary website. We anticipate working with RMI and BrandUSA on paid media programs and compliment with our digital content efforts - social media and blog.</p>	\$75,000.00		
Group Marketing	Partner Support	<p>Rocky Mountain International specializes in international tourism marketing and business development for the Rocky Mountain region.</p> <p>The company was founded in 1990 specifically to meet the needs of Rocky Mountain state tourism departments for international tourism marketing in top inbound visitation markets; primarily the United Kingdom (England, Scotland, Wales, Ireland), Germany (Germany, Switzerland, Austria), Benelux (Belgium, Luxembourg, and Netherlands), Australia (Australia and New Zealand), France, Italy and Nordic (Denmark, Sweden, Norway, Finland & Iceland).</p> <p>The five states of Montana, Idaho, North Dakota, South Dakota and Wyoming are united in a regional consortium through RMI branded as the Great American West. Glacier Country Tourism is the only Montana DMO outside of the Montana Office of Tourism and Business Development that is a full marketing partner. The program is a comprehensive cooperative marketing plan including full-service international marketing and public relations services. The international marketing program is designed to promote and develop individual and group travel, pre-packaged tours, convention and incentive tours, and for promotion and publicity across seven (7) international markets.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p>	<p>With so many travel options in and out of the United States, a strong delegation of travel experts from a state, region and community at travel trade shows makes a huge difference. It takes a delegation to put the state of Montana in the mind of the tour operators and planners. The more appointments a receptive operator has with a specific state or region, the more likely they will get the answers to the questions they have about what that area can offer to their clients. It takes the expertise of (regions/CVB's/TBIDs/hotels/attractions) to showcase what the clients can experience in their communities.</p> <p>We are able to measure the success of this partnership via number of appointments at the RMI Roundup and through the reporting they provide for earned media and how many operators offered product in our region.</p>	<p>RMI is built on the idea that states with related tourism products can greatly benefit from cooperatively marketing internationally. It's more time-efficient and cost-effective to band together and cross-promote tourism products, especially when targeting international visitors who want the western experience and visit multiple states over multi-week itineraries.</p>	\$13,000.00		

Marketing Support	Partner Support	<p>This budget provides for an online DMO system called Simpleview and an online grant system called Submittable.</p> <p>Simpleview is a customer relationship management (CRM) system specifically designed for destination marketing organizations (DMO) combining relationship management tracking, contact records, reporting, communications, financial tracking, etc. with group tour, meetings and convention and FIT sales, public relations, marketing, reporting and more. This industry-specific and DMO tested CRM is created for all areas of business we serve - not just external but internal as well - basically all parties related to the activity.</p> <p>Combining meeting sales, industry partner management, consumer marketing, business analysis, reporting and more, Simpleview CRM is the most widely used tool in destination marketing and we are excited to integrate this into our overall program.</p> <p>Submittable is a grant management software for organizations like Glacier Country Tourism. It allows us to maximize the impact of our grant programs with its online software.</p> <p>Submittable manages grants applications for grantmakers helping us streamline and simplify our grants process. It is a cloud-based grants management system allowing us to virtually accept and review any digital content—all in one submission solution platform - assessible from anywhere with internet access. Applicants can submit and track the process of the grant as we review and track it. All communications and reports are submitted online allowing our staff and board to save hundreds of hours administration and travel.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>Built specifically for DMOs, Simpleview has been adopted as a highly productive tool. https://www.simpleviewinc.com/our-world/customers/</p>	<p>We will measure success by continuing to use this tool in the ways it serves us now and into the future - relationship management tracking, contact records, reporting, communications, financial tracking, etc. for all of our program areas. In FY 2019, we are able to continue to expand our uses of Simpleview. We have added several new tracking mechanisms to this program including group leads, FAM trips, media contacts and earned media. Here is a DROPBOX folder that includes some of these reports.</p> <p>We will measure Submittable in the same way, through our ability to effectively and efficiently process our grants and the reporting we are able to present for every program or project awarded. We successfully implemented this application system in FY 2018 for our VIC grant program. We were able to reduce administration time from over 140 hours to under 40 hours. The applicants also appreciate the program and it simplicity.</p>	<p>A constant struggle we have is keeping the information we need to strategize, implement, manage and report our overall efforts current. Over the past ten years, our organization has become increasingly diversified and complex which has led to multiple sources of data we have tried to maintain.</p>	\$22,000.00		
Marketing Support	Administration	<p>Glacier Country Tourism allocates the entire 20% allowed by statute. We use this to pay all wages, benefits and taxes for three positions: Executive Director, Office Manager and a temporary part-time employee who assists with projects as needed. We also use this to pay benefits for our three marketing positions: Public Relations and Earned Media Manager, Tourism Sales Manager and Sales and Marketing Assistant. <i>See Marketing Support, Group Marketing and Publicity - Marketing Personnel line items.</i></p> <p>Administrative funds are also used to pay for all office overhead such as rent, telephone, office equipment, supplies, insurance, professional services like accounting, etc.. All travel expenses not directly related to a marketing project are also paid for from this budget.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>https://esto.ustravel.org/sites/default/files/CN_Myths.pdf</p> <p>https://destinationthink.com/six-things-tourism-businesses-know-dmo</p>	<p>We measure success of our administrative funds in a simple way. These funds cover the costs of operation for our office, administrative staff, board of directors and nonmarketing related expenses. If we are able to keep the administrative operations of the organization healthy, effective and efficient, we are successful. All of the office overhead, reporting, accounting, financials, insurance, oversight and management of all programs are paid out of this line item. We will measure the effectiveness of this line item in the over goals and objectives we achieve at the end of the year. This tracking includes goals and results for consumer response, electronic response, social media response, website stats, consumer/B2B database leads, media stories and consumer/B2B itineraries.</p>	<p>Per the TAC Rules and Regulations, we are allowed up to, but not exceeding, 20% of the organization's new annual revenue to cover administrative expenses, which are identified in detail in the actual document. The intent of the administrative budget is to cover costs incurred in the implementation of approved marketing methods/funded by the lodging facility use tax.</p>	\$428,000.00		
		<p>This line item allows each organization</p>		<p>This line item will be measured by how many of the required meetings we were</p>	<p>Destination marketing organizations (DMOs) funded by the lodging tax are required to attend all TAC meetings and</p>			

Marketing Support	TAC/Governor's Conference meetings	to have a dedicated pool of funding to cover the travel related expenses for the executive director or designated responsible party for these meetings.	Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.	able to attend as required. These include three or four TAC meetings and the Governor's Conference on Tourism and Recreation each year.	the Governor's Conference of Tourism and Recreation. This requirement is stated in the TAC rules and regulations which are part of the administrative rules of Montana.	\$3,000.00		
Marketing Support	Professional Development	Professional development is extremely important for several reasons. First and foremost, it adds to an individual's personal fulfillment, sense of value to the organization, job satisfaction and keeps employee turnover to a minimum. Secondly, but certainly an equally important factor, ongoing professional development keeps individuals and organizations abreast of cutting edge trends to keep us competitive and to increase the effectiveness of our efforts. When we can, we try to make sure all employees participate in at least one training pertinent to the industry and/or position. Glacier Country Tourism currently has five individuals who would utilize this budget for professional development. Last year, two staff members attended U.S. Travel Associations Educational Seminars for Tourism Organizations (ESTO) and one attended the Simpleview Summit. This year each employee will research training that they feel meets their educational needs.	Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.	Success on our marketing efforts, positive work environment, low employee turn-over and sense of industry pride translates to successful professional development. We will measure success for this method by having each member of our staff able to attend an event that educates, builds skill and inspires them. Each opportunity will be listed by who attended the event and what that event was.	Not for profit organizations are not where someone works for personal financial reward but it is for professionals who desire an interesting industry and are keener on experience, cultural exchanges, diversity and learning. If a small investment in professional training can add to a person's job satisfaction then it is well worth the cost.	\$15,000.00		
Marketing Support	DMO Program Participation	Glacier Country Tourism is a dues partner of Destination International (formerly DMAI) and has been working towards becoming an accredited Destination Marketing Organization (DMO). We hope to complete the last few steps to having our executive director become CDME certified, provide opportunities for professional development - keeping us abreast of cutting edge tourism marketing trends to keep us competitive - and to increase the effectiveness of the our marketing and organizational management efforts.	Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.	We plan to measure success in two ways: complete the CDME program and attend one or more of the other DMO training/conferences available to us. The other way to measure success is if other DMOs in Montana join and participate in the programs/trainings.	Destinations International is a partnership organization serving destination marketing and management professionals - helping them exchange bold ideas, connect innovative people and elevate tourism to its highest potential. As a member of the global trade association for destination organizations, convention bureaus and tourism boards, Glacier Country Tourism benefits from being a part of this global community of over 5,000 professionals from 600 destinations around the world. It gives us access to a wide network of people, ideas, products and services, and resources. Specifically, this organization provides programs designed to better prepare senior DMO executives and managers for increasing change and competition and to become more effective organizational and community leaders. These programs focus on vision, leadership, productivity and strengthening business expertise. Since beginning this training, Glacier Country Tourism has implemented much of what has been learned and we feel our organization is in a much better position to help elevate the industry and its standards in the state of Montana.	\$10,000.00		
Marketing Support	VIC Funding/Staffing/Signage	Glacier Country Tourism started its Visitor Information Center (VIC) Assistance Program in FY 1994. The program was designed to aid smaller chambers or organizations that are not directly funded by the Montana Accommodations Tax and need financial support in order to staff their visitor center properly. The program runs from Memorial Day to Labor Day. Our FY 2020 funding program will provide staffing assistance up to \$5,000/VIC for staffing for qualifying	Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.	We will evaluate this program by the overall use of the program by our communities and the year end reports submitted by each grant recipient. Each funded VIC evaluates the year and compares with the two previous years in their completion report due in our office in October. Our VIC committee awards and evaluates the applications and reports.	The VIC grant program is very much an outreach program supporting our rural tourism community partners. We continue to see enthusiastic appreciation for the funds. The numbers of overall visitors using these personal travel assistance services is strong which does nothing but strengthen our intent to continue this program.	\$45,000.00		

		organizations.						
Marketing Support	Marketing Support/Customer Service Training	<p>Glacier Country Tourism believes strongly in customer experience training. Friendly hospitality is vital to providing a good overall customer experience and training is not only helpful, but critical. We contract with Flathead Valley Community College to develop a program that can be held in communities and open to all ages. We feel there is a strong demand for this broad-based community training.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>https://destinationthink.com/collaboration-community</p> <p>https://destinationthink.com/dmo-visitor-centres-blockbuster</p>	<p>Our overall plan to measure success is the continual growth and success of this program and the number communities who host it and people participate. In FY 2019, we created a promotion plan to increase awareness and attendance at the trainings.</p>	<p>Customer service training provides valuable tools and skills helping provide positive experiences. In FY 2019, we sent the grant application to 21 organizations, awarded funding to nine VICs and hope to provide training in up ten communities. In FY 2020, we plan to increase the number of trainings to over twelve.</p>	\$15,000.00		
Marketing Support	Fulfillment/Telemarketing/Call Center	<p>A strong promotion plan must be supported by a well-rounded and professional telemarketing and fulfillment strategy. Our advertising and promotion efforts are meant to inspire/orient and our telemarketing fulfillment strategy is meant to orient and facilitate a visitor's vacation. It must be readily available, accurate, friendly, timely, authentic, visually appealing and valuable to those we assist. Our strategy consists of a web-enabled call center manned by travel counsel experts who live in Western Montana, an easy to find and navigation friendly website and a print travel guide with an online tablet friendly version as well. The print guide is used to fulfill inquiries and is distributed across Montana and Alberta via a contract service. We work very hard to tie all our efforts together in a cohesive manner. <i>Our travel guide and webpage are not produced with lodging tax dollars.</i></p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>Print usage in travel planning has risen close to 50% of American leisure travelers and the use of DMO print visitor guides has risen to just over 20%. While this rise may not signal any longer term trend there is clearly no evidence of a long-term decline in print or DMO guide usage. According to the <i>State of the American Traveler</i>, an independent research report by Miles Partnership, print has consistently shown strength and even slow growth in print usage over the last five years.</p> <p>24.4% of travelers rely on offline media including TV, printed newspapers, magazines, etc. for travel inspiration. <i>The State of the American Traveler, Destination Analysts</i></p> <p>Despite 72%+ of Millennials using smartphones in trip planning (vs. only 26% of Baby Boomers) they are just as likely to use print overall, almost as likely as Baby Boomers to order an official print guide and more likely to visit a DMO website. Multimedia—indeed, “Masses of Media”—is critical for reaching and engaging with younger US travelers. <i>State of the American Traveler, Miles Partnership</i></p> <p>The importance of live travel counseling continues to be relevant. All generational targets are still using DMO live assistance at a healthy pace.</p> <ul style="list-style-type: none"> http://www.destinationmarketing.org/blog/new-research-reveals-official-visitor-guides-valuable-also-deliver-high-value-visitors http://www.destinationanalysts.com/wp-content/uploads/2019/03/SATS-Winter-2019small.pdf 	<p>We measure success by closely tracking inquiries, webpage traffic and travel guide distribution. These are the tools are what our visitors use when they begin to make plans and reservations for their Western Montana vacation.</p> <p>In FY 2018, our call center managed just shy of 192,000 telephone, mail, reader service, email, instant message chat and digital inquiries (up 16% over the previous year). Our webpages had over 1.5 million unique visitors (up 4%). We distributed 150,000 print travel guides and had over 73,000 interactive guide visits.</p>	<p>The call center handles all inquiries including trade show leads, electronic inquiries, print reader service (yes, this still exists), regular mail, email and instant messaging. The web-enabled call center also provides various electronic fulfillment pieces to supplement the travel guide for our internet based customers. The database is used to eliminate duplicate orders and provide a comprehensive, targeted database to power direct mail, email and relationship marketing. The call center and our contract guide distribution service work together to ensure maximum efficiency and effectiveness of distribution. They dispense consumer travel guides in a timely manner and maintains inventory control of the guides.</p>	\$145,000.00		
Marketing Support	Research	<p>We plan to use several sources of research to aid us to plan and strategize our promotion efforts. We measure and analyze data from our past and current efforts (internal analytics and SurveyMonkey) as well as look to professional individuals and organizations such as Montana Institute for Tourism and Recreation Research, Destination Marketing Association International, American Marketing Association, Skift, DestinationThink!, nSight, Google and others.</p> <p>To support the often tenuous task of researching and qualifying our travel media and digital influencers, we use Meltwater and Klear. Meltwater and other similar services such as Cision are media databases that helps us find the right journalist or outlet and their preferred contact method all in one search thus providing us information to target travel and tourism influencers. This valuable service is a “who’s who” of today’s top influencers and allows enables us to align our pitch with a media outlet’s editorial calendar.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <ul style="list-style-type: none"> Montana Brand Research Findings, presented by Destination Analysts http://www.destinationanalysts.com/record-travel-optimism Montana Brand Research Findings, presented by Destination Analysts http://www.wttc.org/research 	<p>Our accomplishment depends on the success of the tourism industry in Montana as a whole and solid research, statistics and reports methods help us stay on track. Research provides supportive data which will be measured in the tracking of our overall goals for consumer response, electronic response, social media response, website stats, consumer/B2B database leads, media stories and consumer/B2B itineraries.</p>	<p>Research always plays a major role in what we do whether it assures our planning efforts are on target or if it is in analyzing how our efforts are performing. Making sure we have the right data, statistics, personnel/consultants and tools is key to Glacier Country Tourism’s overall success.</p>	\$46,000.00		
		Glacier Country Tourism produces	Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.					

Marketing Support	Printed Material	<p>various print collateral materials to support our projects and programs. These pieces are produced as necessary. Print material is useful in many ways; it is physical, it hangs around, it adds legitimacy, it is a great conversation starter, it reaches those who aren't internet savvy (or even connected in any meaningful way) and it drives business.</p>	<p>Our inspiration/orientation/facilitation model lends credence to the importance of trust and relationship building in converting travel interest to bookings. Providing beautifully produced printed collateral helps maintain a professional presence and position Glacier Country as the premier Montana destination.</p> <ul style="list-style-type: none"> http://monitor.iccf.com/2013/10/integrating-print-collateral-with-online-marketing 	<p>We measure the success of these projects by the number of copies printed throughout the year and overall effectiveness of the campaign, project or event it was created to support.</p>	<p>As part of our inspiration and orientation to increase consumer, group, international FIT and meetings and conventions, we produce print collateral to support these efforts. Producing a low cost yet effective piece that compliments other efforts is extremely effective.</p>	\$5,000.00		GC17_Connect Marketplace One Sheet.pdf
Marketing Support	Partner Support	<p>As a continuation of cooperation and collaboration with our industry partners, we plan to participate and offer assistance via partner programs - specifically Voices of Montana Tourism. Continuing to foster strong partnerships and find new ways to collaborate on efforts is not only outlined in the Montana Strategic Plan for Tourism and Recreation but is part of Glacier Country Tourism's vision and mission statement.</p> <p>Voices of Montana Tourism serves as a united voice for Montana's tourism stakeholders. Since its creation in 2011, Voices has led the effort with education and outreach to communicate the immense value a sustainably-grown tourism industry provides for all Montanans.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p>	<p>We will measure success by being able to maintain and build a positive perception about tourism and what it adds to our economy and lifestyle. To do this, we need to maintain our ability to promote our tourism product. We can only do that if we maintain promotion funding.</p>	<p>Lodging tax dollars allow Montana to have a presence amongst travelers who have many options when it comes to selecting a vacation destination. Despite its proven return, tourism promotion continues to be underestimated and misunderstood by the general public and some of our state and local leaders. That's why it's up to us to communicate tourism's value in order to elevate its recognition, respect and support in Montana. We must be champions of this industry to ensure tourism continues to thrive.</p>	\$5,000.00		
Marketing Support	Promotional Items	<p>Glacier Country Tourism plans to purchase custom promotional items we can present in our sweepstakes winner boxes and hand out to travel media, trade operators and press at group and FIT shows as well as some leisure shows. All items will be appropriate for the audience and be something useful that will be kept and used.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p>	<p>Outside of monitoring how many items we distribute, where "true" success comes into play is having someone mention how much they like it and seeing someone still using it or wearing it. For the FY 2020 plan, we are creating a tracking and distribution plan in Simpleview that will allow us to better track exact distribution of our promotional items not only by segment but by other marketing method projects and programs. At the end of any budget year, we can run a simple report that will provide a method of evaluation.</p>	<p>Promotional items, if done properly, can be extremely effective in building brand awareness and building relationships. Items that are creative and unique can make a product, service, destination or experience memorable. We put a great deal of thought into the items we select. Is it useful? Is it on brand? Is it audience appropriate? Is the price appropriate? Is it a quality item?</p>	\$10,000.00		
Marketing Support	Digital Asset Management/Aquisition	<p>Glacier Country Tourism uses an online digital asset management system that is highly functional, caters specifically to DMOs and is very affordable. This online system allows us to catalogue and search with keywords and thumbnail previews. Each asset with its caption information can be delivered in multiple formats ensuring the right file in the right format and is instantly available for internal and external use. To date, we have approximately 5,000 accessible assets with several hundred more to be uploaded and categorized. In FY 2018, we upgraded to a top tier service that provides us with unlimited storage/hosting and clips our video assets into usable bits for sharing and production.</p> <p>As we move forward building a robust digital asset library and management system, having all our video formally and professionally catalogued allows us to access our video making it easier for us to create interactive media to help visitors become inspired and orient themselves to Western Montana's Glacier Country. Technology and marketing continues to advance</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <ul style="list-style-type: none"> Social Media Customer Service Strategies for Travel Brands 2015 http://www.emeraldinsight.com/journals.htm?articleid=1937277 	<p>We will measure the success of this method by monitoring the total number of images (still + video) and by the number of new digital assets we add each year to the system.</p>	<p>As the number of digital assets and services we employ continue to grow and diversify, our need to have a flexible and multifaceted tool to store, manage photo and video rights and organize these images increasingly becomes more challenging. We require a service that helps our public relations and marketing efforts to organize, store and deliver all our marketing collateral or media assets, such as pictures, logos and videos. It needs to be easy to use, immediately accessible, effective, flexible and affordable.</p>	\$12,000.00		

		and staying current with a system such as Barberstock allows us to be nimble and accountable in all that we do with our imagery.						
Marketing Support	Marketing/Publicity Personnel	Glacier Country Tourism has a Sales and Marketing Assistant whose time is dedicated to supporting all marketing, earned media and tourism sales activities in order to promote the overall mission of Glacier Country Tourism. This position is responsible for supporting development, implementation and tracking of our marketing projects and programs and maintaining strong relationships with organization, region and industry partners. <i>See attached job description.</i>	Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.	We measure success in this area by monitoring overall workload for all departments. Monthly reporting outlining time spend on marketing efforts for consumer, social media, publicity and tourism sales will be submitted.	Having marketing support personnel allows us to be productive effectively and efficiently productive and meet project and program deadlines. Creating a solid support system with qualified and passionate team members allows us to maximize our efforts being more effective and efficient.	\$50,000.00		Sales & Marketing Assistant July 2018.pdf
Marketing Support	Outreach	As a part of our rural marketing program, we are combining this budget line item with others to build a formal program around how to help our charming small towns through our efforts. We want to help them learn to identify and build tourism product, educate them on how to do it and how they can partner with Glacier Country Tourism and other entities to promote that product. We currently have the following outreach and training programs available: <ul style="list-style-type: none"> • DMO 101: Understanding destination marketing organizations • Stand Out From the Crowd: Developing your brand • Public Relations Training: How to tell your story • Your Virtual Community: Introduction to social media channels and advanced social media strategies for all • The Key to Working with Groups: Group sales, international travelers, tour operators, meetings and conventions • Reach Your Audience: Consumer marketing through paid media and content development • Customer Service Training: Providing quality customer service all visitors - who, what, when, why and how • Joining Forces: Glacier Country Tourism as a resource and partner 	Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.	Helping businesses succeed and increasing the sense of industry pride and support translates to successful outreach. If a small investment in education and outreach efforts assists businesses and the industry at large, it is well worth the time and cost. We will measure the effectiveness of this method by the number of educational events we hold and host and the number people who attend.	Education and outreach is extremely important for several reasons. First and foremost, it adds to a business's ability to succeed by staying current with industry trends, challenges, marketing opportunities and knowledge of economic importance to Montana. It is also equally important to provide ongoing programs for individuals and organizations to affordably stay abreast of cutting edge trends to keep them competitive and to increase the effectiveness of their efforts. When we can, we try to provide and support relevant, useful and cost effective workshops and outreach support.	\$5,000.00		
		Glacier Country Tourism has created a Community Relations and Outreach Plan. The creation of this plan is not only a good idea but is absolutely necessary. As a regional tourism bureau covering an area the size of many states, brand marketing and partnership development has been the primary focus. Individual community involvement in these efforts has not always been strong, leaving much of the product identification up to the marketing team, organizational leadership, engaged partners and board of directors. As awareness of the tourism industry grows, positive and negative perceptions of it also grows. Montana's destination organizations, including GCT, have mostly operated behind the scenes without telling our own story – sharing what we do, how we do it, why we do it and how well we have done. A thoughtful community relations and outreach plan will provide a strategy to reach a much broader audience to ensure the answers to these questions and many more are inclusive, thoughtful, accurate, trusted and empowering.			As one of Montana's leading destination organizations, GCT must be proactive in how we address the two of the three transformational opportunities outlined in the Destinations International 2019 Futures Study to help destination leaders formulate strategic decisions heading into the future. <ol style="list-style-type: none"> 1. Destination Stewardship: Balancing economic development, sustainable tourism and quality of life. 2. Community Alignment: Building public support around a shared vision for the destination. As a lodging tax funded Montana destination organization, GCT is required to follow the Montana			

Marketing Support	Outreach	<p>The DestinationNEXT Assessment GCT conducted in 2018 identified several objectives as opportunities for community support and engagement.</p> <ol style="list-style-type: none"> 1. Attract and retain a high quality workforce. 2. Stabilize and promote a positive labor relations environment. 3. Build public support for tourism and GCT. 4. Ensure local governments and leadership organizations rely on GCT as a resource to help destinations identify opportunities for development. <p>The creation of this outreach plan aligns with the strategic goals, objectives and values set by the Glacier Country Tourism board of directors and leadership set at the time of the DestinationNext assessment. Four key goals were identified along with numerous objectives and performance targets. Specific to this marketing method, there are five objectives related to community and partner engagement.</p> <ol style="list-style-type: none"> 1. Develop a community outreach program to rural areas. 2. Increase public support for tourism in Glacier Country. 3. Improve the engagement of partners across the region (i.e. expand workshops, webinars, public service announcements). 4. Engage in effort to develop an effective workforce strategy for the hospitality sector. 5. Expand hospitality training program. <p>All but two of these have ongoing programs to support and implement them. This budget will help with the remaining two - increase public support for tourism in Glacier Country and engage in effort to develop an effective workforce strategy for the hospitality sector.</p>	<p>Outreach is increasingly critical for destination organizations (DOs) as local, state, federal and global environments change. Historically, the focus of outreach efforts was on community stakeholders and elected officials but now includes the community at-large. This shift also requires DOs to be more proactive about telling their own story, being genuine, inclusive, transparent and sharing their passion for the destination. Destinations International (DI) briefing paper, <i>Finding Our Cornerstone</i>, recommends we ask ourselves a series of questions including:</p> <ul style="list-style-type: none"> - What are the community needs? - Who are DOs helping? - Who is the customer? - Why do DOs do what they do? <p>Seth Godin, author of the book <i>This Is Marketing</i>, suggests the answer to these questions is that destination promotion is for the benefit and well-being of every person in a community. Destination promotion is a vital investment to develop opportunities and build quality of life to benefit the people of a destination. According to <i>Made in America: Travel's Essential Contribution to Economic Development</i>, by U.S. Travel Association, "Residents can be champions of a destination or detractors if they do not see the value in increasing visitor demand. As tourism demand continues to increase, destination marketing organizations have the added responsibility of engaging with and creating advocates with local residents as well."</p>	<p>We will measure success using the following performance targets:</p> <ol style="list-style-type: none"> 1. Develop and implement a pro-tourism outreach program that will result in an ongoing effort to help support the tourism industry for future years. 3. Increase partnership growth year over year. GCT has recently approved a new partnership program that allows all businesses and organizations who provide products and services - directly and indirectly - to the visitor to partner with GCT. 4. Participate in events by where GCT leadership has the opportunity to present pro-tourism messaging to targeted audiences. 5. Implement a workforce survey by the end of 2020. 	<p>Tourism and Recreation Strategic Plan and up until the end of 2017, the state plan served as GCT's strategic plan. Board and executive leadership recognized that while this plan served the needs of the state, it did not address the particular and unique needs of our organization and region. GCT needed a plan that was useful for guiding day-to-day decisions and also for evaluating progress and changing methodologies. In order to make the most of strategic planning, we needed to give careful thought to the goals and objectives and then back them up with realistic, thoroughly researched, quantifiable benchmarks for evaluating results.</p> <p>In 2018, Glacier Country Tourism participated in a DestinationNext assessment. As a regional DO in Montana, we invited stakeholders from not only the eight counties and 75 communities within our region but across the state as well. The assessment results presented were for the region and for each of the eight counties within our boundaries. Of the 432 respondents, we were happy to see strong input from government leaders, media and members. We ranked high in the Explorer quadrant with slightly below industry average destination strength and community support and engagement. Because the geographic size and diversity of communities, product and economies vary, the need to assess our performance by county was important. We now have a baseline at the community, region and state level which allows us to better build upon our successes and address our challenges.</p>	\$10,000.00		
Publicity	Travel/Trade Shows	<p>Glacier Country Tourism has attended and participated in a number of targeted trade shows with media exchanges over the years, specifically international foreign independent travel.</p> <p>Our earned media manager has attended the IPW (formerly International Pow Wow) media exchange for many years and found this to be a highly effective marketing method.</p> <p>Two years ago, we started attending International Media Marketplace (IMM). IMM is now established as the industry's leading event for the media to meet travel and tourism brands. Exhibitors enjoy a dedicated branded table where they can meet top travel journalists, editors and broadcasters to discuss their news, events and developments. As a single-day networking and relationship-building opportunity for journalists and travel & tourism brands, IMM is unrivalled.</p> <p>This fall, the Billings CVB is hosting TBEX. TBEX is the largest conference and networking event for travel bloggers, online travel journalists, new media content creators, travel brands and industry professionals. Each year, TBEX partners with fantastic host destinations in North America, Europe and Asia Pacific to bring the travel industry's most creative minds together to learn, network and do business. Glacier Country Tourism is partnering with Explore Whitefish and Destination Missoula in a shared sponsorship. As part of this partnership, each DMO gets their own speed networking table were they will</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p>	<p>We measure success in this area by producing a show report, tracking the contacts made and summarizing key takeaway information. Any earned media will be tracked via Simpleview - tracking earned media reports for each article and post.</p>	<p>With so much competition in and out of the United States, standing out from the crowd from other destinations can be a challenge especially when it comes to earned media. Digital influencers have added to that: is that person paid or not, are they on brand, do they produce and do they have a strong audience? Using resources such as Meltwater, Klear and Cision help but nothing beats one on one meetings. Just as travel trade has been doing for many years, earned media is increasingly using speed networking as a method to create opportunities to develop new media relationships and strengthen existing ones. Timed one on one appointments are a great way to pitch stories and destinations.</p>	\$15,000.00		Glacier Country Tourism - Media Contribution Report Sample.pdf

		<p>have set appointments with travel bloggers at the conference.</p> <p>This year, we plan to participate in all three opportunities.</p>						
Publicity	Marketing/Publicity Personnel	<p>Glacier Country Tourism has a PR and Earned Media Manager who develops, manages and monitors our publicity projects and programs. Every year, our publicity efforts result in strong performance with both travel writers, travel bloggers and digital influencers. We plan to continue our current efforts with a support budget for trade media shows, media events, press trips and familiarization funding to be flexible and responsive for those we host and those we promote. <i>See attached job description.</i></p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>"The power of visual user-generated content (UGC), or earned content, as an indispensable marketing tool is growing by the day—and the travel industry, which now generates a whopping 10% of the world's GDP, has arguably more to gain from the visual earned content revolution than perhaps any other industry." <i>How Earned Content Is Transforming the Travel Industry - Olapic + Skift - Mar 17, 2016</i></p>	<p>Ultimately a successful publicity program comes down to earned media, circulation and impressions within that media, consistency and quality of voice and tone of messaging and building an maintaining strong relationships with media. We will measure this position by not only the monthly reports outlining the activities of this person but also the earned media for the year.</p> <p>In FY 2018, we spent \$57,000 in wage and earned \$1,486,000 in earned ad value. See our earned media report for detailed results we were able to track during this budget year. All media we report are efforts our organization had direct contact with.</p>	<p>Travel content is meant to inform and inspire, providing people the tools they need to finally book a trip they've been meaning to take, whether it's a weekend getaway or a bucket list adventure. Problem is that brochures, travel agents and websites do not appeal to all consumers these days.</p> <p>Travel media relations efforts are focused on sharing information about regional stakeholders in promoting key messages and experiences to the traveling public with travel writers, TV show producers, documentary film crews, social media content creators and others. In some cases this is done by collaborating with partners to bring these people to our region and in other cases we gather and send assets like editorial, images and video content or links to various travel media outlets. Earned media refers to media exposure earned through these relationships with key media outlets who feature our story or tourism experience as a result of hosting a media trip or pitching a story.</p>	\$70,000.00		Public Relations and Earned Media Manager Description - June 2018.pdf
Publicity	Press Trips	<p>Glacier Country will continue to work with travel media and digital influencers to tell the many stories of Western Montana. This will be done through proactive and reactive press visits to our region to provide these storytellers with a first-hand experience of what Montana has to offer. We will host group visits, as well as individual media visits. In addition to consumer focused media outlets, we also work with book authors and trade publications. We find having a strong publicity program strengthens our marketing effort and brings exceptional value and return on investment for our overall promotion program.</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>Two thirds of American travelers (66.4%) say they rely on the in-person opinions of friends and relatives, while nearly 40 percent get this information from social media. The Internet is also a major player, with 61.9 percent saying they get their destination inspiration from one of the three primary digital resources tracked (online media, social media or online video.) <i>The State of the American Traveler, Destination Analysts</i></p> <p>https://destinationthink.com/third-party-content</p> <p>Help guide your DMO into the future: Advice from international destination marketing experts</p>	<p>We will measure the success of this method by tracking all earned media articles and posts and presenting this information in an earned media report which will track the travel writer/digital influencer, each publication and post along with the earned ad value is.</p> <p>In FY 2018, we hosted 14 travel writers/digital influencers that had some outlay of money. There were many more that required time and not financial assistance or that we were able to secure in-kind services for by our partners. Visit our DropBox folder to see our earned media report for detailed results we were able to track during this budget year. We will continue to track our earned media using the same system as well as a new method using Simpleview.</p>	<p>A strong earned media program is supported with a budget covers costs associated with travel expenses when media comes to Glacier Country to write about the destination. Depending on the nature of the assignment of the person on assignment, we can assist with accommodations, suggested itineraries, passes to attractions and more.</p>	\$80,000.00		
Publicity	Press Promotions/Media Outreach	<p>We will host media outreach trips that will allow us to bring Montana to various target markets and ensure members of the media in those markets are armed with accurate information on Western Montana.</p> <p>In the FY 2018 budget year, we are collaborated working with Destination Missoula and the Missoula International Airport on a media event in Dallas to help build awareness of the new American Airlines year-round flight to Missoula. Tourism sales managers from each organization helped promote Western Montana as a destination for B2B travel along with consumer focused media and digital influencers.</p> <p>In FY 2019, we also coordinated two media events in key markets - Chicago, IL and San Francisco, CA. You can view media lists and pitch sheets (Glacier</p>	<p>Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20.</p> <p>According to Adventure Travel and Trade Association, food tourism represents vast opportunity; over one third of global tourism expenditure is on food and beverage products, and tourists are increasingly identifying local food and food experiences as their primary and secondary motivations for choosing specific destinations. ATIA's recent research shows that many adventure operators are already innovating in this industry with their product. Key Findings from this study include:</p> <p>71 percent of adventure itineraries have an experiential food focus of some kind.</p> <p>For operators offering "high food focus" itineraries, the average reported price per day for such trips was \$472 USD</p> <p>Cooking classes and visits to wineries, breweries and distilleries were ranked as the top requested activities as reported by tour operators and travel agents.</p>	<p>Ultimately a successful publicity program comes down to earned media, consistency and quality of voice and tone, strong messaging and strong relationships with media. We will measure our success by tracking our efforts via our earned media report that tracks all editorial exposure by month, event/activity it was attributed to, the earned ad value and circulation/impressions delivered.</p>	<p>Media relationships are an important part of telling our Montana story. Through media events and press outreach, we are able to have face-to-face meetings with many members of the media in specific markets. This allows us to have an enjoyable way to meet and talk about Glacier Country Montana. We have founds this method is highly effective and efficient.</p>	\$25,000.00		

		Country, Whitefish, Kalispell, Missoula) from each event. We were very happy with each event's attendance and still to this day continue to receive solid inquiries about potential stories and digital influencer exposure from them.						
Publicity	Crisis Management	For the past several years, Glacier Country has had a crisis management in place to ensure we are ready to share a clear, concise and accurate message with our visitors. This plan includes our efforts working directly with media as well as sharing a communication tips sheet with our businesses so they can better understand the dos and don'ts when talking with visitors. We will continue to have an updated crisis plan that can be implemented if and when necessary. New this year will be dos and don'ts around social media posts and messaging. We plan to evaluate it by monitoring if we were able to effectively implement it and minimize negative effects from the crisis that triggered it.	Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20. "Good crisis communication planning may be one of the best investments you ever make. No other activity in the initial hours, days and weeks of a crisis has the potential to mitigate its effects so significantly. It helps limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner." <i>DESTINATION MANAGEMENT DURING A CRISIS, Jim McCaul</i> <ul style="list-style-type: none"> • Destination Management During a Crisis _ DMAI • http://www.mmipublicrelations.com/white/paper/crisis-management-a-white-paper/ • https://destinationthink.com/crisis-communication-plan/ 	If having an actionable strategy can help mitigate the negative overall travel experience of a visitor then we have been successful. How we measure this will depend on the nature of the crisis. As an example, in 2018, after the wildfire started in Glacier National Park, Glacier Country Tourism created an online survey to determine the impacts of the media exposure from that fire. With those results we were able to develop a campaign that would in the weeks and months following the event minimize the year end decrease in business. We used the survey to assess if our communications plan was used and if it helped our communities save bookings and work with visitors already here to ensure they had a positive travel experience in spite of the fires.	Being prepared for harmful situations is imperative. It is important to map out potential negative scenarios and have a PR plan for each one helping to minimize the negative effects of the situation or event.	\$1,000.00		
Publicity	Fam Trips	Glacier Country Tourism plans to use familiarization tours as one of our overall efforts to support our identified consumer markets, B2B programs and social media. For many years, this has allowed us to develop a collaborative and broad-based approach to discovering and developing content, experiences and itineraries for consumer and group travel. We will continue this effort by using a portion of our budget to identify product so we can better capture, pitch/refer and host travel and trade professional(s).	Glacier Country Tourism market and industry support research for FY 2020: Link + PW: GlacierFY20. According to Adventure Travel and Trade Association, food tourism represents vast opportunity; over one third of global tourism expenditure is on food and beverage products, and tourists are increasingly identifying local food and food experiences as their primary and secondary motivations for choosing specific destinations. ATIA's recent research shows that many adventure operators are already innovating in this industry with their product. Key Findings from this study include: 71 percent of adventure itineraries have an experiential food focus of some kind. For operators offering "high food focus" itineraries, the average reported price per day for such trips was \$472 USO Cooking classes and visits to wineries, breweries and distilleries were ranked as the top requested activities as reported by tour operators and travel agents.	We will measure success by tracking earned media as well as tracking stats associated with internal content gathered and produced - maximizing our efforts across all content platforms.	Familiarization tours are an effective way to identify and share tourism product throughout the region. Armed with this information and firsthand knowledge of the experiences, we are able to strategize how that product can be promoted through various programs and plan logistics for itineraries and host on-the-ground consumer and B2B press trips and tours throughout all nine corridors of our eight county region.	\$30,000.00		
						\$2,341,000.00		

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)
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Consumer	Electronic Adv - Newsletter, E-blast	\$35,000.00	\$0.00
Consumer	Travel/Trade Shows	\$1,000.00	\$0.00
Consumer	Webpage Marketing/SEO/SEM	\$100,000.00	\$70,000.00
Consumer	Sweepstakes	\$15,000.00	\$1,000.00
Consumer	Ad Agency Services	\$380,000.00	\$20,000.00
Consumer	Joint Ventures	\$90,000.00	\$0.00
Consumer	Social Media	\$30,000.00	\$0.00
Consumer	Multi-Media Marketing	\$280,000.00	\$0.00
Consumer	Opportunity Marketing	\$40,000.00	\$0.00
Consumer	Cooperative Marketing	\$40,000.00	\$0.00
Consumer	Digital Asset Management/Aquisition	\$35,000.00	\$0.00
		\$1,046,000.00	\$91,000.00
Film	Opportunity Marketing	\$6,000.00	\$0.00
		\$6,000.00	\$0.00
Group Marketing	Group Marketing Personnel	\$74,000.00	\$0.00
Group Marketing	Travel/Trade Shows	\$50,000.00	\$500.00
Group Marketing	Fam Trips	\$30,000.00	\$2,000.00
Group Marketing	Partner Support	\$13,000.00	\$0.00
Group Marketing	Multi-Media Marketing	\$75,000.00	\$0.00
		\$242,000.00	\$2,500.00
Marketing Support	Partner Support	\$22,000.00	\$0.00
Marketing Support	Administration	\$428,000.00	\$30,000.00
Marketing Support	TAC/Governor's Conference meetings	\$3,000.00	\$100.00
Marketing Support	DMO Program Participation	\$10,000.00	\$200.00
Marketing Support	VIC Funding/Staffing/Signage	\$45,000.00	\$0.00
Marketing Support	Marketing Support/Customer Service Training	\$15,000.00	\$0.00
Marketing Support	Outreach	\$5,000.00	\$500.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$145,000.00	\$118,000.00
Marketing Support	Research	\$46,000.00	\$0.00
Marketing Support	Printed Material	\$5,000.00	\$0.00
Marketing Support	Outreach	\$5,000.00	\$0.00
Marketing Support	Digital Asset Management/Aquisition	\$12,000.00	\$0.00
Marketing Support	Promotional Items	\$10,000.00	\$0.00
Marketing Support	Marketing/Publicity Personnel	\$50,000.00	\$0.00
Marketing Support	Outreach	\$10,000.00	\$0.00
Marketing Support	Professional Development	\$15,000.00	\$200.00
		\$826,000.00	\$149,000.00
Publicity	Marketing/Publicity Personnel	\$70,000.00	\$0.00
Publicity	Press Trips	\$80,000.00	\$1,000.00
Publicity	Press Promotions/Media Outreach	\$25,000.00	\$0.00
Publicity	Crisis Management	\$1,000.00	\$0.00
Publicity	Fam Trips	\$30,000.00	\$1,000.00
Publicity	Travel/Trade Shows	\$15,000.00	\$0.00
		\$221,000.00	\$2,000.00
		\$2,341,000.00	\$244,500.00

Miscellaneous Attachments

Description	File Name	File Size
GC FY 2020 Marketing Plan Narrative + Budget	GC Marketing Plan_digital_FY20_Single.pdf	23.9 MB
ITRR 2018 Visitor Nonresident Report	ITRR 2018 Nonresident Visitor Report.pdf	48 KB
Y2Y Market Research for Glacier Country Region FY 20	ITRR Reports for FY 2020 Marketing Plan Research.pdf	65 KB
Montana Brand Exploration Research	Montana Brand Exploration Research - Final Report of Findings V2 - Novme... (004).pdf	3.0 MB

Reg/CVB Required Documents

Description	File Name	File Size
FY 2020 Board of Directors Minutes - GCT	2019 March Board Minutes.pdf	67 KB
FY 2020 Budget Pie Charts	GC Marketing Plan_FY20_Pie_Charts.pdf	678 KB
FY 2020 Required Documents - GCT	RequireddocumentsFY20GC.pdf	66 KB

Reg/CVB Required Documents

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