



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72768 - FY19 Great Falls Montana Tourism Marketing Plan

DOC Office of Tourism

Grant Title: FY19 Great Falls Montana Tourism Marketing Plan
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Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates
 07/01/2018
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Project Start Project End

Comments
Amendment Comments

Community & Brand Support

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

Founded in 1883, the City of Great Falls has a population of nearly 60,000 residents and is the county seat of Cascade County. Great Falls is named for a series of five waterfalls on the Missouri River that was made famous by Lewis and Clark's 31-day portage of the falls – the longest the duo spent in any one location.

Great Falls visitors can enjoy nearly every outdoor activity available in Montana: hiking, road, trail and mountain biking, hunting, fishing, swimming, kayaking, canoeing, cross-country skiing, snowshoeing, and many opportunities for viewing local wildlife. The city offers an extensive hiking and biking trail system along the river, three golf courses, a disc golf course, a skate park, a water park, a 15-field soccer park, a

minor-league baseball stadium, and a system of city parks. Nearby is Giant Springs State Park, the First Peoples Buffalo Jump, two ski resorts, and the Bob Marshall Wilderness. The most well-known natural attraction in the region is Glacier National Park. Great Falls also offers one of the more convenient starting points for travel to Canada's Waterton Lakes National Park.

Great Falls is home to Malmstrom Air Force Base and the 341st Missile Wing. It has a significant history and geographic presence in the city. The base attracts contractors traveling for business, but most of its service members stay siloed from the community.

Tourism is a critical driver of the Great Falls economy, accounting for 8% of the GDP. According to the Institute for Tourism and Recreational Research, non-residents spend on average \$250 million in Cascade County. Businesses that make up the Tourism Industry account for 3,080 jobs and over \$72 million in payroll. Tourism Industry businesses account for over \$33 million in property taxes.

Great Falls Montana Tourism is focused on one vision, to strengthen the Great Falls Montana economy by being the preferred choice for a genuine Montana experience. We work to bring that vision to reality every day by promoting Great Falls Montana as a preferred destination for travelers to visit, stay, and return. The strategies that govern the implementation are:

- Share Great Falls' unique adventures and amazing art
- Focus on diverse landscapes and uncrowded spaces
- Showcase the "too much to do"
- Develop Champions of Great Falls
- Grow Meetings Segment
- Engage More Voices
- Lure Next Generation of Travelers
- Support, Celebrate and Create Assets

Great Falls is at a critical crossroad. In the past 8 years, Great Falls has seen a 28% growth in visitation; however, the last years have been stagnant. The message of Great Falls | Montana's Basecamp for Art & Adventure resonates with our target market; however, our budgets fail in comparison to our peer Montana cities, regional destinations, and National attractions. Lower budgets can be combated effectively with proud, Great Falls Montana Champions. We know that consumers are 85% more likely to act based on a recommendation of a friend, or a friend of a friend than any paid media.

In FY18, Great Falls Montana Tourism identified strategic outcomes for its marketing. These are outcomes that are focused on a three-year strategy. We have established a cohesive tourism brand that positions Great Falls as a premier destination for targeted groups by using our Montana's Basecamp for Art & Adventure message. We have made significant progress towards getting buy-in and promote the use of Great Falls' tourism identity by Great Falls Montana Tourism members, its strategic partners, and the entire Great Falls community. Our local economic development organization, Great Falls Development Authority has adopted messaging, colors and images that support the Basecamp message. Our Downtown Great Falls Business Improvement District adopted imaging for the Downtown Banners that reflect the Basecamp message. We still have work to do, but early adopters are helping to build the identity.

Challenges still exist for Great Falls Montana Tourism to achieve the outcomes. The open space and natural beauty of Montana continues to lure travelers to our rugged landscapes. Non-Resident visitation continues to grow in Montana overall; however, Great Falls Montana Tourism is challenged to get those independent adventurers to leave the National Park Regions to experience a true, authentic Montana experience on the Missouri River in the heart of MONTANA. Great Falls provides a BASECAMP for a wide range of outdoor adventures and offers a haven of rich arts, culture, and history in a vibrant, modern community where the expansive, unspoiled, diverse landscape renews one's spirit. However, with 84% of Great Falls' overnight guests traveling by car, visitors to Great Falls must drive for several hours to access Glacier National Park, and its popular western entrance is even farther away. By car, visitors from the west, south, and southeast must pass through several cities that most directly compete with Great Falls, including Missoula, Butte, Bozeman, and Billings. Tenacious, determined, and focused on the future, Great Falls Montana Tourism is dedicated to growing tourism.

Great Falls Montana Tourism must position the city as the premier destination for the experiences the city offers and target audiences seek. Finally, Great Falls Montana Tourism must engage these groups using effective tools and measurable campaigns that build awareness and drive visitation.

In Great Falls, the Business Traveler segment has been stagnant, however, hasn't had substantial investment until recently.

The constant profile of the Great Falls leisure traveler is between the ages of 55-64, with income of \$75,000-\$150,000 annually, traveling as a couple by personal vehicle.

The Great Falls, Montana tourism economy is driven by the Alberta traveler. This traveler comes to Great Falls, Montana to shop, receive medical care, and to travel from GTF to warmer climates, predominately Las Vegas, followed by Phoenix. The high concentration of Alberta in our customer mix is nothing new making the Alberta economy a key factor in our local industry.

Great Falls, Montana receives visitors both domestically and internationally, however, the home base for our top travelers remains consistent.

Year	Location	%	Location	%	Location	%	Location	%	Location	%
2017	Alberta	16	Washington	14	Idaho	6	North Dakota	6	Colorado	5

The only outlier in 2017 comes from North Dakota, accounting for 6% of our guests, up from 3% in 2015 and not registering in 2016.

In 2017, Great Falls Montana hosted 892,958 people overnight, a 19% decrease over 2016. 78% of those visitors have been here before. 84% of the Great Falls non-resident traveler market drove in, by RV, Motorcycle or Automobile. 15% arrived by plane, 5% through Billings air service and 10% through Great Falls air service.

This summer, the United Chicago seasonal flight will be daily, Allegiant is increasing the seating capacity for Las Vegas and Phoenix, and Alaska is adding a flight to Seattle. This increased capacity provides air travelers more opportunity to come to Great Falls, Montana.

Strengths

- ART | Great Falls' deep connection to Lewis and Clark's historic expedition and its hydroelectric heritage have spawned several museums and historic sites. This may draw a select group, but enriches the visitation experience for other tourists and meeting attendees. The C.M. Russell Museum has anchored the arts in Great Falls since the artist's death in 1930. Russell became the world-renowned "Cowboy Artist" working and living in the city. Great Falls also has two more art museums and over a dozen art galleries.
- GROWTH | Downtown and riverfront neighborhoods have new restaurants, coffee shops, and breweries, and many offer live music and events. These new options have changed the experience that had been dominated by older bars and casinos, energizing the dining and nightlife experience for visitors and locals alike.
- BASECAMP | Great Falls has a large network of hiking and biking trails, a significant collection of city parks, a water park, skate park, ball fields, and Giant Springs State Park. The River's Edge Trail offers 53 miles of multipurpose trails including great views of the city's largest waterfall, Rainbow Falls. Bob Marshall Wilderness Area and the Helena-Lewis and Clark National Forest are nearby, as is the First Peoples Buffalo Jump. The Eastern entrance to Glacier National Park is a two-and-a-half-hour drive. Great Falls offers the most convenient airport access for Canada's Waterton Lakes National Park. The Missouri River offers visitors fly fishing day trips and overnight stays in fishing cabins.
- CENTRAL | location within the State and region for long-distance travelers – Situated on Interstate 15, Great Falls is roughly halfway between Salt Lake City, Utah, and Edmonton, Alberta (via Highway 2 in Alberta, Canada). Travelers by car travel up and down the I-15 corridor.
- MAFB | Local businesses and Malmstrom Air Force Base bring a significant group of long-term contractors and business travelers to the city.
- GTF | This international airport is small and accessible. The airport offers direct flights from Seattle, Denver, Las Vegas, Minneapolis, Phoenix, Salt Lake City, and Chicago, seasonally.

Weakness

- PERCEPTION | Great Falls has had a reputation as a rusty industrial town made up of dive bars and casinos. While it is not surprising that other Montana communities have held on to this negative view, it is Great Falls natives that perpetuate this perception despite real change and growth in the community.
- NEW | Great Falls Montana Tourism is relatively only a few years old. With substantial organizational and operational successes to date, the established identity, marketing strategy, and other foundational elements need time to work and be refined, to position the city as a tourism destination or to increase visitation.
- IMPRESSION | Immediate thoughts of Montana include Mountains, and Great Falls, on the Missouri River, is surrounded by four mountain ranges, but not in any of them. Main thoroughfares have noticeable casinos and industrial infrastructure. These elements of the community are not attractive to many tourists and meeting planners.

Opportunities

- REPUTATION | Online reviews of Great Falls are positive. People that already visit Great Falls enjoy it and are likely to return. This group should be studied and targeted. The positive experience current visitors have should be shared on a larger scale.
- MILITARY | While military personnel have traditionally been siloed from life and culture in Great Falls, Malmstrom Air Force Base's nearly 3,500 residents hail from all over the United States and, if properly engaged with the community's assets, can become tourism ambassadors for Great Falls when returning home.
- TRUE MONTANA | Even as Great Falls grows and changes, the city continues to offer a classic Montana experience that many residents feel has been lost by other cities in the state. This authentic experience is a significant draw for former Great Falls residents, for other Montanans, and anyone with nostalgic connections to the state.
- I-15 | Montana and other western mountain state/province residents are accustomed to driving long distances. Many potential visitors travel up and down the I-15 corridor, which runs right through Great Falls. Roughly 2 million visitors drove through Great Falls last year, however, only 44% spend a night. Promotion of the city and events to these travelers could increase visitation and overnight stays.
- COMMUNITY | Government, the business community, and residents alike need to internalize and reflect a new optimistic spirit about the city. A cohesive and authentic identity based on Great Falls' real and growing assets can inspire community pride that is shared with visitors and even competing cities.
- AIRPORT | While direct flights to Great Falls are not a differentiator from other Montana cities, the presence of an international airport is a strong asset. The airport and its attractions should be promoted both in the airport itself and in the airports that have direct connections.

Threats

- SKEPTICISMS | Residents can undermine new positioning and investments for new visitors if they are not properly engaged. To a large extent, this is already true today.
- CANADIAN DOLLAR | Poor exchange rates for Canadian tourists suppress visitation and spending in Great Falls.
- MISALIGNMENT | Great Falls Montana Tourism should avoid the temptation to position the city as the "gateway to Glacier" or anything that sets up a misaligned expectation about a mountain city. Great Falls' distant mountain views are only difficult to appreciate for people that expect close-up mountain access.

An authentic Montana experience is highly valued by many residents inside the state and beyond. Over the past two decades as all Montana cities have experienced significant growth, Great Falls has retained the true Montana character. Tourists can access this experience along with the modern amenities found in Great Falls today and use the city as a jumping-off point for excursions into Central and Western Montana, and even the Southern Canadian Rockies.

Great Falls, Montana is truly designed for independent, outdoor adventurers and planners of meetings looking for a true, authentic Montana experience. Great Falls is located on the Missouri River in the heart of Montana and provides a basecamp for a wide range of outdoor adventures and offers a haven of rich arts, culture, and history in a vibrant, modern community where an expansive, unspoiled, diverse landscape renews one's spirit.

Great Falls, Montana is a basecamp to the Bob Marshall Wilderness, a day hike paradise, as well as the Big Belt Mountains, Highwood Mountains, and Little Belt Mountains. These are cornerstones to the Montana Brand Pillar | spectacular unspoiled nature. Great Falls Montana Tourism launched Great Falls Montana Restaurant Week in February to showcase the variety, quality and localness of our food scene. Our community is roughly 2.5 hours to Glacier National Park's East Entrance and home to the Lewis & Clark Interpretive Center, which has North America's Most Extensive display of the entire Lewis & Clark Expedition. These help us reinforce Montana Brand Pillar | Vibrant and Charming Small Town. Central Montana Tourism Region has developed 10 wonderful motorcycle rides and has provided the

content of six of those rides to Great Falls, Montana to use to promote not just motorcycle rides, but all scenic drives that explore our small towns and use Great Falls, Montana as a basecamp. First Peoples Buffalo Jump State Park and National Historic Landmark, provides genuine insight to our first people's independent spirit, and is minutes from Great Falls. Giant Springs State Park, in Great Falls, is the State's most visited State Park and is home to the world's largest natural spring, flowing at 156 million gallons of water per day into the Missouri River, which runs through Great Falls, providing quick and easy access for kayaking, canoeing, boating, and fishing. This is the beginning of what Great Falls, Montana offers. This is what is part of Montana Brand Pillar | Breathtaking Experience by Day and Relaxing Hospitality at Night.

To experience Great Falls, is to experience Montana and our marketing focuses on what visitors to Montana want to do and what visitors to Great Falls have consistently done.

Describe your destination.

Anytime a purchase occurs, it requires dissatisfaction, in its broadest form. For travel decisions, the dissatisfaction is either too much work and the need for a break, an experience that hasn't been had, or peers having an experience you want to be able to be included in. Once the potential visitor has determined they are going to travel, they begin researching where to go, what to do, and what experiences to have. This is where our efforts to inspire and orient begin and where peer influencers can be helpful, by also sharing inspiration. Studies show consumers are 85% more likely to act based on a recommendation of a peer, or a friend of a peer than any paid media.

During the evaluation stage, consumers are working to find one option over another. This is when we begin to orient them on how to get to Great Falls, where they can stay, and facilitate the experience they can have to have. Done correctly, the purchase phase occurs and the visit to Great Falls occurs. After the visit to Great Falls, an evaluation of the purchase occurs – and Great Falls consistently delivers on the expectations it sets, and the consumer is satisfied and makes a second trip to Great Falls, as research shows 78% of people coming to Great Falls have been here before.

Knowing what activities visitors like to experience, how they make decisions, and how to help influence the decisions at each stage is cornerstone to Great Falls Montana Tourism's Marketing Strategies, both for the Leisure and Business market segments.

Timing of message is critical. Through the State of Montana Department of Commerce's Office of Tourism and Business Development Arrivalist data, we know that our leisure drive market [within 600 miles] arrive within 35 days of connecting with a marketing message. This provides a smaller lead time to deliver a message to produce results with our leisure traveler strategy. The business segment is planning now for conventions and meetings in 2020 and beyond, with decisions occurring year-round, based on the industry segment.

Optional: Include attachments here

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

The constant profile of the Great Falls leisure traveler is between the ages of 55-64, with income of \$75,000-\$150,000 annually, traveling as a couple by personal vehicle.

The Great Falls, Montana tourism economy is driven by the Alberta traveler. This traveler comes to Great Falls, Montana to shop, receive medical care, and to travel from GTF to warmer climates, predominately Las Vegas, followed by Phoenix. The high concentration of Alberta in our customer mix is nothing new making the Alberta economy a key factor in our local industry. Other geographic targets for Great Falls include:

- Washington
- Idaho
- Colorado
- California
- Utah
- Minnesota
- Wyoming
- Texas

The types of people could be classified into Psychographic targets of Family, History Buffs and Double Income No Kids who engage in the activities of:

- Scenic Driving
- Day Hiking
- Fishing
- Nature Photography
- Lewis & Clark Sites
- Shopping

- Wildlife Watching
- Historical Sites

b. What are your emerging markets?

The Great Falls emerging market is 34-year-old and younger, a segment that is trending nationally, and that we saw 19% of last year. Great Falls Montana Tourism continues to build assets that are designed to attract them to Great Falls for authentic experiences that contain a unique mix of outdoor and cultural experiences, focusing on our strengths.

Optional: Include attachments here.

c. What research supports your target marketing?

Institute of Tourism and Recreation Research Non-Resident Traveler Research

IBIS World CVB Industry Profile

In-Market Visitor Feedback

Smith Travel Research Reports

Great Falls Montana Tourism's core objectives through our marketing efforts are driven by Great Falls Montana Tourism's Vision to strengthen the Great Falls Montana economy by being the preferred choice for a genuine Montana experience.

Objective 1 | Increase awareness of Great Falls, Montana as a tourism destination for leisure travelers to visit by personal vehicle, using Montana's Basecamp for Art & Adventure message.

Objective 2 | Promote established and new signature events to leisure travelers in drive markets from 150 – 600 miles from Great Falls, Montana. Use established and new signature events as leisure travel opportunities with meeting planners.

Objective 3 | Increase awareness of Great Falls, Montana as a tourism destination for leisure travelers to visit by air, using Montana's Basecamp for Art & Adventure message.

Objective 4 | Increase awareness of Great Falls, Montana with meeting planners as a destination for 300-900 room night meetings looking for the affordable and convenient genuine Montana experience: hiking, biking, fly fishing, outdoor excursions at parks, and natural attractions, dining, breweries, historic attractions and museums.

Objective 5 | Support local entrepreneurs who look to create more tourist-centric activities and attractions, based on strategic needs, that strengthen Great Falls' marketability as a destination.

Objective 6 | Increase October-May travel through meeting planners and leisure travelers.

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

Great Falls Montana Tourism has greatly appreciated previous joint ventures with the Office of Tourism and Business Development. These joint ventures strategically leverage our limited budget and will continue to be staples in our leisure traveler strategy. Great Falls Montana Tourism will take advantage of joint ventures that fit with our market, strategy and message focus. Specific Joint Ventures will be evaluated on Great Falls' ability to focus on content, and the ability to showcase videos of Great Falls.

Optional: Include attachment here.

56159 Convention Visitor Bureaus in the US Industry Report.pdf

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

Great Falls Montana Tourism has greatly appreciated previous joint ventures with Central Montana, Glacier Country led Region/CVB Meeting Events, and Great Falls International Airport. These joint ventures strategically leverage our limited budget and will continue to be staples in our leisure traveler strategy. Great Falls Montana Tourism will take advantage of joint ventures that fit with our market, strategy and message focus.

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

We partnered on content pieces with the State of Montana through Interfuse and Roots Rated as well as digital placement with Sojern and National Geographic. We have partnered with Central Montana on Trade Shows in Denver and Minneapolis and scenic drive content. We have partnered with CM Russell Museum on a content article in Yellowstone Journal.

Each was relatively successful. Our placement with Interfuse was the most successful of all our endeavors, driving nearly 4,000 people to our website in less than 2 months and increasing our time on site an average of 6 minutes. The success was followed by the scenic drive content partnership with Central Montana were our placement in WingWorld drove traffic to the content on our website.

Optional: Include attachments here.

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Optional: Include attachment here:

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	How do you plan to measure success?	Provide a brief rationale.	Estimated budget for method.	Marketing Method Evaluation	Are you using private funds to support this method? (optional)	Non bed tax funds used? Yes/No (optional)	Add'l Attchmnts
Consumer	Electronic Adv - Newsletter, E-blast	Yes	With content cornerstone to our strategy, Great Falls Montana Tourism will deliver Adventure Awaits Emails to our email database of inquiries approximately 6 times a year, with each email delivered no less than 35 days prior to season changes, signature events and start of desired activities.	Historic open rates, between 16%-22%.	Open Rates and growth of email distribution list.	With Great Falls Montana Tourism's limited, and declining budget, the content we develop is leveraged on multiple platforms, to encourage engagement. Visitors look for information to plan trips, and our Adventure Awaits email highlights what can be done in Great Falls, and drives traffic to the website to conduct more research.	\$0.00	No bed tax dollars were used for this method. TBID dollars funded this project. Yes. This strategy and method were successful in meeting our objective. Great Falls Montana Tourism delivered 4 Adventure Awaits emails. Due to some staff transition this past year, we missed a winter and pre summer newsletter. The July newsletter had a 19% open rate from 54,896 people. We resent the newsletter to non-openers to help boost the total number of opens. The content was leveraged as a social post on Facebook, reaching an additional 1,129 people.		Yes	Adventure Awaits Emails.pdf

								<p>September had a 23% open rate from 56,940 people. We also resent the newsletter to non-openers to help boost the total number of opens and leveraged as a social post on Facebook, reaching an additional 904 people.</p> <p>The July and September newsletters had extensive content and the top clicks were on the top feature stories. We shifted strategies just a bit in the new year to monitor behavior with the content.</p> <p>By April, we had grown our newsletter audience by 13%, and the newsletter received an 18% open rate from 62,077 people. This was not resent to non-openers or shared as a social post on Facebook. We saw greater engagement throughout the newsletter content.</p> <p>In June, we used the same delivery and content strategy as in April, with a 17% open rate from 64,775 people. Moving forward, we will be focusing on streamlined content for easy digestion, leveraging social posts and resending to non-openers.</p> <p>Great Falls Montana Tourism will continue this method in the future.</p>			
Consumer	Joint Ventures	Yes	Great Falls Montana Tourism has greatly appreciated previous joint ventures with the Office of Tourism and Business Development, Central Montana, and Great Falls International Airport. These joint ventures strategically leverage our limited budget and will continue to be staples in our leisure traveler strategy. Great Falls Montana Tourism will take advantage of joint ventures that fit with our market, strategy and message focus.	Historic Return on Investment for the results of the media placed.	Distribution and inquiries from reader service	With Great Falls Montana Tourism's limited, and declining budget, the opportunity to leverage partners and larger buying power benefits our efforts locally without having to make as large of a spend.	\$5,000.00	<p>Yes. This strategy and method were successful in meeting our objective.</p> <p>Great Falls Montana Tourism partnered with C.M. Russell Museum for paid placement and content in the print publication, Yellowstone Journal. The placement provided both of us with a 1/2 page ad and one full page article about the Russell museum and other activities in Great Falls. The content is leveraged through the publication's newsletter, website, and Facebook channel. Great Falls is also included as a stop on a road trip between Yellowstone and Glacier. Print is always tough to determine return on investment; however, this placement is supported by email inquiries. Great Falls Montana Tourism received 16,437 opt-in email inquiries through this placement that we use to create lookalike audiences in Facebook. 250,000 printed pieces were distributed, and the three Facebook posts generated 8,343 impressions and 96 clicks.</p> <p>Great Falls Montana Tourism will continue this method in the future.</p>	No	Great Falls Two Page Spread.png	
Consumer	Online/Digital	Yes	Great Falls Montana	Historic performance of	Impressions, clicks,	People are	\$156,468.00	Yes. This strategy and method	No	Digital banners.pdf	

<p>Advertising</p>	<p>Tourism is strategically focused on continually increasing the investment in paid media placement. The landscape for paid media placement is extremely competitive and increasingly saturated with competitor messages. With a limited budget, compared to our competitors, Great Falls will continue to place higher value on digital placement than print; and higher value on digital placement that drives traffic to focused content. Our strategic approach to leveraging partner placements to further the Basecamp message will continue, looking at the media placed by our partners and either placing additional media or allowing their placement to stand alone so our investment can be placed elsewhere.</p>	<p>digital placement to drive traffic to website. Historic mobile access of website. ITRR data shows search engines sited as 27% useful for planning which drives traffic to digital placements.</p>	<p>and engagement time.</p>	<p>increasingly more digital, and this media platform is cost-effective in delivering content engagement results</p>	<p>were successful in meeting our objective.</p> <p>Great Falls Montana Tourism's digital strategies resulted in a total of 17,848,697 impressions, 51,342 clicks, and 990,134 video views. We used a variety of display, Facebook, Connect, Instagram, YouTube, Audio, and one social influencer conference. In addition, we leveraged a digital buy with Adventure Outdoors and Outdoors NW and received their print and Facebook channels for marketing.</p> <p>The audio includes an audio spot and banner ad. This placement ran for 2 months between March and May for 405,541 impressions and 169 clicks. We didn't expect many clicks with this placement, however, the impressions were valuable, and this method would be continued.</p> <p>The Display ads generated 12,159,569 impressions and 29,113 clicks, running from November to June. This was effective and generated a lot of interest in Great Falls, Montana. We will continue with display banners.</p> <p>The Facebook and Instagram ads generated 3,688,740 impressions, 17,417 clicks from February to June.</p> <p>We used video display banners this year as part of digital placement, running for 3 months between March and June for 991,044 impressions, 3,867 clicks, and 830,585 completed views. This was very effective and we will be doing more video based display banners.</p> <p>The YouTube Placement generated 603,803 impressions, 776 clicks and 159,549 completed views.</p> <p>The OutdoorsNW placement included content in their printed publication. The editor came to Great Falls and did a 3 day 3 experiences piece on Great Falls which we used to leverage a banner ad on the website for 4 months for 12,701 impressions and 32 clicks and a banner ad in the OutdoorsNW March newsletter with 9,670 distributed, 1,061 opens, and 4 clicks. The story itself had 34 clicks. This was not a strong placement, however, filled a specific target of Oregon and Washington bicyclists. We will consider this in the future, however, will need it supported by compelling content and low price for entry.</p> <p>The 2019 Beer Now conference was Great Falls Montana</p>			
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							<p>Tourism's first-time landing and servicing a national conference. We learned quite a bit with this conference that will enable us to do better with the next conference we land and service. This conference brought 70 media personnel to Great Falls during Craft Beer Week to develop content on the community, our local beer, and the business side of how beer works. This conference generated 266 social posts and to date, 33 blogs and 1 industry article. The content that was generated was valuable, however, not all of it was about Great Falls. We would consider this kind of investment again, however, will be more diligent on determining the agenda of the event, pre and post trips, and the process for capturing and leveraging the content developed.</p> <p>Great Falls Montana Tourism worked with Connect to do another content activation piece, focused on winter. This is an article written by a third-party, with our input, and loaded to our website, with display banners driving traffic to the content. The article, Top Things to Do in Winter in Great Falls Montana, was pushed by banners for 1 month in December. The campaign generated 1,361,200 impressions, 4,324 clicks, and average time on site of 4:07. This content was leveraged with owned media for total pageviews of 20,351. This placement continues to perform extremely well and will continue to be considered.</p> <p>At this time we still haven't received our results from the Adventure Outdoors Campaign. It ended in October and we have been waiting for information from the media company.</p> <p>Great Falls Montana Tourism will continue this method in the future.</p>			
Consumer	Opportunity Marketing	Yes	Unique opportunities arise throughout the year. We plan to take advantage of those opportunities by allocating some funding towards them.	Historic performance of opportunities.	Distribution Numbers	Great Falls Montana Tourism will be responsive when a unique opportunity to promote Great Falls arises, that will produce strong return on investment. Historically, Great Falls Montana Tourism was able to leverage Central Montana 2-wheel rides content and Visit Billings' recruitment of Wing Ding 38 to submit content for the membership magazine and place	\$1,000.00	<p>Yes. This strategy and method were successful in meeting our objective.</p> <p>We partnered with the Great Falls International Airport to do a 50% cost share on a half page ad with a half page article in the September 2018 issue of Horizon Travel Magazine. 100,000 issues of this publication was inserted into the Toronto Star and The National Post. It also included 120 spots on a Horizon screen in Time Square and 10,800 spots on a subway screen display.</p> <p>Great Falls Montana Tourism will continue this method in the future.</p>	No	Great Falls Montana Tourism_V1_SeptTA18.pdf

						full page ads to support attendees traveling to Great Falls before or after the Billings event.				
Consumer	Print Advertising	Yes	While most of media placement is digital, strategically placed print is beneficial. One publication, in particular, Yellowstone National Park Journal, provides the opportunity for leveraged content and leads. Great Falls Montana Tourism will invest in print advertising when it supports our message and marketing strategies.	Yellowstone National Park Journal provides inquiries to our office year round, with 90% of inquiries coming from this one publication.	Inquiry request and publication distribution numbers, as available, specific landing page numbers.	Historically, C.M. Russell Museum makes a placement in Yellowstone Journal, which enables Great Falls Montana Tourism to increase the amount of content placed within the publication. The cooperation and leveraging in print that provides large content will continue to be the rationale for placing in print.	\$8,850.00	Yes. This strategy and method were successful in meeting our objective. Great Falls Montana Tourism was able to leverage a lucrative price for a full-page ad in the Oh! Ranger Glacier Guide. 125,000 printed guides are distributed through the Rocky Mountain West. We used a specific landing page for this placement that received 7 page views. Because of this, we did Yellowstone National Park Journal as a Joint Venture. We also continued to do a full-page ad in the Central Montana Travel Planner. This publication had a print run of 80,000 and had 512 downloads from the Central Montana website. The custom landing page for this placement received 76 page views. Great Falls Montana Tourism will continue this method in the future.	No	print.pdf
Events	Press Promotions/Media Outreach	Yes	Great Falls Montana Tourism will continue to support the Greatest of Great Falls with an annual awards reception for local businesses who have the Greatest food/drink/experience/art in Great Falls. In addition, Great Falls Montana Tourism launched Great Falls Montana Restaurant Week and will continue that effort.	The Event page of our website is always one of the top 5 pages visited.	Increase in social media mentions and increase in room demand during the days of the specific event.	Events provide a reason for people to travel, especially during the off-peak season.	\$0.00	No bed tax dollars were used for this method. TBID dollars funded this project. Yes. This strategy and method were successful in meeting our objective. The VisitGreatFallsMontana.org/events page 16,552 page views with an average time on site of 2 minutes, 21 seconds and was the second most visited page on our website. Specific events also ranked high, Western Art Week had 12,092 page views and was the third most visited page. Restaurant Week saw 5,953 pageviews, making in the sixth most visited page. Room demand increased 5% during Western Art Week, however, Restaurant Week saw a decrease – February was a historic low for temperatures and a high for snow fall. Great Falls Montana Tourism will continue this method in the future.	Yes	
Marketing Support	TAC/Governor's Conference meetings	No	Great Falls Montana Tourism will have a team member attending all Tourism Advisory Council Meetings and the 2019 Governor's Conference on Tourism in Butte.	The Rules and Regulations require attendance at these meetings.	Number of meetings attended	The meetings help to provide guidance and relevant information to ensure Great Falls Montana Tourism is doing the best possible to grow Tourism locally.	\$1,000.00	Yes. This strategy and method were successful in meeting our objective. Great Falls Montana Tourism ensured a staff person was at every Tourism Advisory Council meeting and the Governor's Conference. During the Governor's Conference, was able	No	

								to learn about the mundane experiences that travelers appreciate and during the TAC meetings was able to connect with partners and discuss opportunities for future projects and resources. Great Falls Montana Tourism will continue this method in the future.			
Marketing Support	Website/Internet Development/Updates	Yes	The historic large format content pieces Great Falls Montana Tourism has developed have been successful. This content has increased traffic to our website and engaged readers for over 5 minutes. These impressive results, along with the continued decline in requests for visitor guides, and ever increasing mobile website usage, Great Falls Montana Tourism is going to develop a content rich online magazine that will have stories about day hikes, scenic drives, historic sites, and other topics that we know, based on previous visitor's activities, our visitors are interested in. This easy read, content-heavy magazine will serve to inspire and facilitate visitors and provide support to other marketing strategies.	Historic performance of content-rich marketing	Downloads from website, and number of specifically printed sections delivered upon request.	Great Falls Montana Tourism has been without a large format, comprehensive visitor guide for a year. This Visitor Magazine will provide a strategic call to action for our website visitors, will support digital media placement, and provide additional strategically located stories of how to enjoy Montana's Basecamp for Art & Adventure.	\$0.00	No bed tax dollars were used for this method. TBID dollars funded this project. No. This strategy and method were not successful in meeting our objective. Great Falls Montana Tourism had secured a partner through a Professional Services for Creative Development, Print/Digital Media and Marketing Services; Website Development; and Visitor Guide Development RFP in 2016. In September 2018, the partner informed us that they are no longer doing media placement and had been delayed in communication and delivering on graphic work. Because of our partner, we were unable to fulfil this plan. We however were able to secure a new media partner through RFP in January of 2019 and this is one of the items we are still looking to do. Great Falls Montana Tourism will continue this method in the future.		Yes	
Marketing Support	Administration	No	Great Falls Montana Tourism will continue to employ staff.	Human Resources are necessary to complete the administrative tasks as required by Rules and Regulations	Timely report filing and paying of bills	Human Resources to manage and produce results for our tourism effort in Great Falls are essential. We will continue to invest in paid staff, insurance, preparing and filing 990s and annual reports.	\$29,305.00	Yes. This strategy and method were successful in meeting our objective. The Executive Director filed annual reports, ensured the filing of a 990, ensured adequate insurance coverages and payment of such, delivered quarterly reports, provided resources for annual audit, submitted a marketing evaluation report, delivered a marketing plan and budget, and managed the marketing and payment of such throughout the year. Great Falls Montana Tourism will continue this method in the future.		Yes	
							\$201,623.00				

Marketing Method Evaluation Attachments

Attachment 1	2018.2019 CVB Accomodations Tax.xlsx
Attachment 2	Beer Now Results.pdf
Attachment 3	Connect Content.pdf
Attachment 4	
Attachment 5	
Attachment 6	
Attachment 7	
Attachment 8	
Attachment 9	
Attachment 10	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Electronic Adv - Newsletter, E-blast	\$0.00	\$3,900.00
Consumer	Joint Ventures	\$5,000.00	\$0.00
Consumer	Online/Digital Advertising	\$156,468.00	\$0.00
Consumer	Opportunity Marketing	\$1,000.00	\$0.00
		\$162,468.00	\$3,900.00
Events	Press Promotions/Media Outreach	\$0.00	\$7,500.00
		\$0.00	\$7,500.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	Administration	\$29,305.00	\$280,144.00
Marketing Support	Website/Internet Development/Updates	\$0.00	\$26,250.00
		\$30,305.00	\$306,394.00
		\$192,773.00	\$317,794.00

Miscellaneous Attachments

Description	File Name	File Size
Complete FY19 Marketing Strategy, Budget Summary and Pie Charts	FY 19 Marketing Strategy and Budget Summary.pdf	2.0 MB
FY19 Great Falls Montana Tourism Marketing Plan	FY19 Marketing Plan.pdf	1.9 MB
FY19 Budget Summary and Pie Charts	TAC FY19 Budget.pdf	171 KB

Reg/CVB Required Documents

Description	File Name	File Size
Applicant's Certificate of Compliance	Applicant's Certificate of Compliance.pdf	316 KB
Application for Lodging Tax Revenue	Application for Lodging Tax Revenue.pdf	249 KB
Resolution of governing body approving marketing plan	DRAFT Great Falls Montana Tourism Board Meeting 4-19-2018 Minutes.pdf	39 KB
Please of Understanding and Compliance	Pledge of Understand and Compliance.pdf	228 KB

