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?

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 Clean air and water, abundant wildlife, scenic beauty, geothermal wonders and historical reference all have made West Yellowstone a national and international destination.

West Yellowstone offers visitors an amenities-rich, safe platform for breathtaking experiences. Visitors can fish blue ribbon trout streams, hike in pristine wilderness, experience real western horseback riding, go whitewater rafting or mountain bike on hundreds of miles of single track and forest service roads. In the winter months there are over 50km of groomed ski trails for Nordic skiing and over 400 miles of groomed snowmobile trails for recreation, including snowshoeing and sled dog rides and races.

Those looking for fun, family activities can visit the Yellowstone Giant Screen Theater, presenting a six-story high screen with stereo surround sound or the Grizzly & Wolf Discovery Center, open 365 days a year, offering an educational experience and viewing area for visitors to watch live grizzly bears, wolves, and raptors in their own natural habitat. Many nights during the summer season, visitors can enjoy live theater, free concerts in the park, and authentic rodeos. The 4th of July Community Celebration, Annual Rod Run (the largest event of its kind West of the Mississippi), and regional Cowboy Mounted Shooting Competition are events that enhance any visitor’s experience.

The Yellowstone Historic Center, located in the original Union Pacific Depot, features the history of visitation and the contribution of various individuals and companies in the development of West Yellowstone. Open daily from the middle of May through the middle of October. Visitors can also experience early West Yellowstone through the free, self-guided historic walking tour. Nearby attractions include the 1959 Madison River Canyon Earthquake Area & Visitor Center, Nevada and Virginia Cities, and the Nez Perce Trail.

Having the west entrance to Yellowstone National Park mere blocks from downtown funnels many visitors through West Yellowstone. Unfortunately, our challenge is enticing these travelers to stop and enjoy the amenities our town has to offer, before moving on to other locations. As a gateway to Yellowstone Park, West Yellowstone is subject to public policy and the economic ups and downs triggered by off-seasons that create a cascade of challenges including cash flow problems and difficulty in maintaining a stable employment base and housing.

Strengths:
- West Entrance to Yellowstone National Park.
- We are seen by some visitors as synonymous with Yellowstone Park and can effectively market ourselves as — Yellowstone Plus!
- Close proximity to Teton National Park and situated on the primary corridor between Glacier and Grand Teton/Yellowstone National Park.
- Outstanding natural assets such as mountains, lakes, and National Forest access.
- A nationally recognized, well-developed system of winter trails.
- International recognition among groups and individuals (i.e. Nordic Ski)
- Ideal family vacation spot -affordable, fun, educational, clean, safe with a variety of activities.
- Seasonal airport served by a regional carrier (now offering jet service).
- Home of the Yellowstone Historic District.
- A host of year-round events.
- Additional community marketing resources. Town of West Yellowstone Marketing & Promotions grant fund, West Yellowstone Tourism Business Improvement District, West Yellowstone Economic Development Council, West Yellowstone Foundation, etc.
• Potential tourism partners – Gallatin County, chambers, regions, Yellowstone Teton Territory (ID), and Visit Utah.
• New lodging properties and rooms coming online in the next two years.

Challenges:
• The perception that West Yellowstone is only a gateway into the Park and not a destination.
• The considerable distance and lack of easy access from major population centers.
• National and world events including terrorism, infectious diseases, and natural disasters that impact tourism.
• The negative press generated on issues such as the wildlife, climate, natural events and Park access.
• Perception of lack of restaurants, nightly entertainment & family friendly activities/events.
• Unknown future of events in the community.
• Managing the increasing number of international visitors.
• Access to campgrounds, trails, and public lands in the national forests.
• Public policy decisions (budget cuts, work visas) demand immediate response and resources but ultimately we may not be able to affect them.
• Effective means of communicating with visitors passing through.
• Staffing for current and future lodging properties and businesses.

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

Integration with Montana’s Brand Platform
You could say that West Yellowstone IS the brand pillars:
With Yellowstone Park in our “backyard” and our “front yard” composed of three national forests, we can offer more spectacular unspoiled nature than anywhere else in the lower 48. As the west entrance to Yellowstone National Park and geographically located adjacent to the National Forests, just two miles from Wyoming and 12 miles from Idaho, we are uniquely positioned to be a vibrant and charming small town that serves as gateways to natural wonders.

Our messaging is similar to the guidelines laid out by Destination Analysts: honest and genuine, focusing on adventure and activity-based niches, unique experiences and access to unspoiled nature with modern comforts.

We differentiate our value proposition by featuring direct access to the First National Park and a wide range of activities in every season to offer breathtaking experiences by day, relaxing hospitality at night.

Describe your destination.

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

During the Orientation Phase we try to incorporate a destination message to distinguish West Yellowstone as a location outside of Yellowstone Park, yet an important gateway, with unique amenities and experiences of its own. We use maps and directions regarding our location to transportation hubs and distance from major landmarks to accomplish this.

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

Optional: Include attachments here
FY19_Competitor Chart.pdf

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

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

As a result of the Destination Analysts Study, we learned that the Geo-Traveler spans multiple generations and characteristics, and has now morphed into a general profile of the high potential visitor, with high-value niches emerging including Family Travelers, History Buffs, Winter Enthusiasts and Retirees/Active Mature. West Yellowstone markets fit perfectly into that profile and niches, with the exception that we see more retirees/active mature travelers and international visitors than other areas of Montana.

With limited resources, we use our marketing funds to focus mainly on the family travelers and winter enthusiasts, incorporating messaging for active mature travelers into our shoulder season campaigns. With our public/private partnerships, we are also able to penetrate some international markets.

Family Traveler:
• Age: 30-55 with an average HHI of $40-75K; with children ages 6-17.
• Could be a traditional (parents with children) or 3-generation family unit. Intergenerational travel focuses on the idea of families traveling together utilizing itineraries designed to appeal to family members of all ages, including children. This could be an extended family unit or grandparents and grandchildren. Visits mountain destinations in the winter and summer.
• More likely to travel during holiday, spring break or summer time periods.
• Seeks --soft adventure, but must be a memorable one.
• Enjoy outdoor activities, hands on experience and tend to visit national and state parks, historic trails, museums and nature areas.
• Looking for a value in their experience not only economically, but also emotionally and spiritually. They like the natural aspect of Montana, the educational component, the fresh air, but most of all they’re looking for moments; small interactions within the family that define their commitment and love for each other.

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

International Travelers:
Fastest growing segment for West Yellowstone with Yellowstone being the main draw.
Reports from the US Travel Association show continued growth through 2021, with China, Mexico, UK, India, Argentina and Taiwan showing the most growth.

Target Geographic Markets
West Yellowstone’s primary geographic target markets have historically included:
- summer visitors who come from Idaho, Utah, Colorado, Washington, California, and Oregon
- winter visitors who come primarily from Pennsylvania, Montana, Minnesota, Michigan, Wisconsin, Illinois, Utah, Idaho, Washington, Georgia, and Florida

b. What are your emerging markets?
West Yellowstone’s emerging geographic target markets include:
- Our regional jet service with direct flights from Salt Lake City, UT and new direct flights into Yellowstone Bozeman International Airport like Jet Blue, make for easier access from southern states like Texas, Midwest, California and East Coast. We will look for future MOTBD and Yellowstone County Region joint venture options in more heavily populated markets like Los Angeles, New York, Chicago and Denver where our budget won’t reach on our own.
- Regional drive markets including ID, UT, WA, WY, SD, for specific destination events.
- Through public relation efforts, internet presence, and regional partnerships we also want to continue to reach more domestic and international markets including Germany, Australia, Canada and China. (These campaigns tend to emphasize shoulder season travel.)

Optional: Include attachments here.

c. What research supports your target marketing?
Using reports from ITRR and now Destination Analysts, we have been able to track visitors who travel to and through our area. We were excited to see that the findings by Destination Analysts reinforced our niche markets and activity based groups. We also fully recognize the importance of the high potential visitor. We also see a higher volume of international and retirees than other areas of Montana, so we also try to take those markets into consideration when evaluating potential campaigns.

ITRR statistics provide us this info regarding visitors who stayed at least 1 night in West Yellowstone:
- Top 5 Attractions: Yellowstone National Park, Mountains/Forests, Open Space/Uncrowded areas, Glacier National Park and Family/Friends
- Top Niche Activities: Snowmobiling, Fishing, Wildlife Watching, History & Culture
- The majority entered MT through West Yellowstone by motor vehicle.
- WY Visitor Center welcomed over 181,000 guests in 2017 (3% increase over 2016).
- VIC = 53% use internet for trip planning, 5% use social media, 5% mobile apps, and once here 30% used Visitor Information Center
- Visitor Breakout = 68% are repeat visitors, 15% first-time and 72% plan to return within 2 years
- Average age is 57. Average household income $75,000-$100,000.
- Average group size was 2.54 (couples and families).
- Top five activities include scenic drives, wildlife, photography, day hiking, RV/camping
- Average night stay 5.31 nights in MT (spent at least one night in W. Yell).
- Top 5 States: Washington, Idaho, Colorado, California, Utah

Google Analytics from destinationyellowstone.com show us interesting statistics for our website traffic:
- 51% of our online visitors are male.
- Primary age group 55-64, with 35-44 just behind.
- Interests include: Travel, Outdoor Enthusiasts, News/Weather, Food & Dining, Real Estate, Home & Garde

1. Attract visitors by communicating an image consistent with our long-term vision as a vacation destination and one that places high value on existing assets, amenities and natural resources of the region.
- Focus on the fact that we are THE closest gateway to Old Faithful, the most convenient for experiencing Yellowstone, especially targeting drive market population centers in a 5-10 hour radius (Utah, Idaho, Wyoming, Washington, Oregon, North and South Dakota, as well as southern Canada) and for some limited and targeted campaigns, Montana.
- Focus on our traditional niche activities especially in winter and shoulder seasons. Increase focus on activities that match events such as biking (Old Faithful Cycle Tour), cross country skiing (Yellowstone Ski Festival and Rendezvous Race), fishing (North American Ice Fishing Circuit), and snowmobiling (media Snow Shoot and Annual Snowmobile EXPO, Power Sports & Races).
- Retain our traditional markets while focusing on expanding markets that apply to us including those identified through Destination Analysts research. Offer destination events such as Kids’N’Snow that appeal to these markets.
- Increase our image as having historic and cultural sites by promoting the 1959 Madison Canyon Earthquake informational drive and site, the Nez Pence and Bannock trails; as well as honoring our historic past with support of events/activities of the Yellowstone Historic Center, Historic Walking Tour and partnering with the Hebgen Lake District of the USFS to promote these sites.
- Increase visitation in shoulder and winter seasons.
- Brand ourselves as a destination year-round, emphasizing our numerous out adventure niches.
- Foster a positive picture of our community, in touch with environmental concerns.

2. Continue to expand our marketing effectiveness by joining our efforts with those of marketing partners. Incorporate the Montana brand pillars and initiatives whenever possible.
As much as our defined budget allows we will continue to partner with MOTBD and entities as we carry on toward fulfilling the goals of the existing and new MOTBD strategic plans. We will also draw upon our private sector marketing partners. We understand the value of participating in cooperative activities that help stretch marketing dollars in new ways and reduce duplication where possible.
3. Continue to target our market as accurately as possible, to assure funding is used to reach an audience that asks for information, travels to West Yellowstone, and spends significant dollars.

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

This plan supports Montana’s Tourism and Recreation Strategic Plan.

Measurable Objectives are attached.

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

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

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

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

We are always open to new joint venture opportunities, incorporating public/private partnerships with MOTBD, our tourism regions and other state organizations with like-minded goals.

Optional: Include attachment here.

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

We would love to participate in more Joint Ventures including Region/CVB, as budgets allow.

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

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

In the recent past we have taken advantage of Joint Venture marketing programs MOTBD including Visa Vue, Roots Rated, Livelintent and Family Fun. We felt success was mixed with these buys. While research and online targeted campaigns were very beneficial and performed well, successful in incorporating the Montana Brand to drive potential visitors to our specific area.

The content pieces for Roots Rated and Family Fun fell short of expectations and were labor intensive on our end.

We also participated in Joint Ventures programs with Yellowstone Country including TripAdvisor Pages, combined winter print co-op, and spring programmatic digital campaign. These have all done well, and are over-performing and producing qualified leads.

Our other Joint Venture program of which we are pleased to be a partner in, was the Yellowstone Loop Partnership with Visit Utah promoting a route from Salt Lake through Grand Teton and Yellowstone Parks highlighting gateways communities and locations off the beaten path.

We consider these Joint Ventures to be successful avenues of marketing and will continue to participate as our budget allows.

Optional: Include attachment here.

Optional: Include attachments here. FY19_Measurable ObjectivesFinal.pdf

Optional: Include attachments here. FY19 Pie Charts.pdf

Optional: Include attachment here:

### Marketing Segment, Strategy & Budget

<table>
<thead>
<tr>
<th>Marketing Segment</th>
<th>Marketing Method</th>
<th>Does research support this method?</th>
<th>Describe your method.</th>
<th>Supporting research/statistics</th>
<th>How do yo plan to measure success?</th>
<th>Provide a brief rationale</th>
<th>Estimated budget for method.</th>
<th>Marketing Method Evaluation</th>
<th>Are you using private funds to support this method? (Yes/No)</th>
<th>Non bed tax funds used? (Yes/No)</th>
<th>Add'l Attachments</th>
</tr>
</thead>
</table>
| Consumer         | Travel/Trade Shows | Yes | In the past, the West Yellowstone Chamber worked with WY TBID, members, Yellowstone National Park, USFS, and West Yellowstone organizations to most effectively promote our community and area assets and unique destination qualities at Travel and Niche shows like the UT Travel Expo, Morris Murdock Travel Show in UT, recreation, snowmobile and ski shows. Partners:  
- Distributed literature for lodging properties at Yellowstone National Park and the Gallatin National Forest emphasizing the wide array of tourist destinations.  
- Distributed literature for lodging properties at the West Yellowstone Chamber of Commerce.  
- Distributed the West Yellowstone Guidebook.  
- Distributed information provided by Yellowstone National Park and the Gallatin National Forest emphasizing the wide array of tourist destinations.  
- Feedback from marketing partners and committees who attended shows in 2017 was that there was a consistent increase in attendance. We have also learned from our new recreation and travel shows that partners have attended that we feel is a good fit for West Yellowstone, including Denim and Ponies. |
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|                  |                 |                                  |                       |                             | Measures objectives:  
- 3% increase (from July 2018 - June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year.  
- 1% increase in occupied room nights (from July 2018 - June 2019) over the previous fiscal year.  
- As reported by West Yellowstone TBID collections. |
|                  |                 |                                  |                       |                             | West Yellowstone has recognized that our biggest area of growth is the winter and shoulder seasons (Spring/Fall), therefore we are committed to enhancing and expanding the marketing of these seasons, while also adding to and enhancing our existing marketing campaigns.  
- A presence at consumer travel shows allows us exclusive access to potential markets and one-on-one interaction, increasing their likelihood to travel to our area. |
|                  |                 |                                  |                       |                             | $17,900.00 |
|                  |                 |                                  |                       |                             | Yes, we met our objectives for this method, and will continue to attend shows that show above average potential for return.  
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|                  |                 |                                  |                       |                             | Yes, West Yellowstone TBID produced materials for all show booths, in addition to covering half of the booth cost and providing Visit Utah event. |
of activities available to destination travelers based in West Yellowstone.

- Distributed the "Comeback to West Yellowstone" calendar print piece with winter activities and events.
- Played existing video profiling West Yellowstone as a family friendly, soft adventure destination in all seasons.

One of the highlights of winter activities and events that we gain by attending regional and national shows and advanced direct marketing is invaluable. One we could not afford with our limited budget.

The exposure that we gain by attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.

Continuing to expand our marketing potential by participating in partnerships with other tourism organizations.

Increasing email subscribers by 5%
- Local emails (B2B): Increasing open rates to 35%, CTR to 20% and subscribers by 5%
- General/niche emails (B2C): Increasing open rates to 30%, CTR to 20%
- The exposure that we gain by attending regional and national shows and advanced direct marketing is invaluable. One we could not afford with our limited budget.

Attending the show aligns with our goals of:
- Attracting visitors to West Yellowstone
- Communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination
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The exposure that we gain by attending regional and national shows and advanced direct marketing is invaluable. One we could not afford with our limited budget.

Attending the show aligns with our goals of:
- Attracting visitors to West Yellowstone
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- Continuing to expand our marketing potential by participating in partnerships with other tourism organizations.

Increasing open rates to 30%, CTR to 20%.

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Increasing open rates to 30%, CTR to 20%.
Consumer

Print Advertising

Yes

We plan to use traditional advertising media in combination with new digital and mobile options to gain the best ROI for our efforts. Additionally, many print publications are also available online, so it is becoming more of a one-to-one buy. We often gain editorial content as part of our buy, making them even more valuable. We will continue to use print to reinforce top of mind awareness, but include an accompanying web component wherever possible.

Print advertising components could include, but are not limited to:

- Newspaper and magazine ads are utilized in conjunction with online advertising to promote West Yellowstone as a year-round, family-friendly destination while emphasizing our winter and shoulder season events including the Rendezvous Ski Race, Yellowstone Ski Festival, Annual Snowmobile EXPO, Kids’ N Snow, Span Cup races, Yellowstone Trail Run, Old Faithful Cycle Tour, NADF Ice Fishing Tournament, Music in the Park, etc.

Print advertising in our regional drive area includes ID, MT, ND, SD, and UT. However, we are increasing our target markets for our shoulder season campaigns, utilizing opportunities in publications including National Parks Traveler, Horizon Travel Magazine Canada and Outdoors NW. Many times, we do joint buys with our local TBID or Yellowstone Country region for larger or extended national ad buys including Better Homes & Gardens, Midwest Living, Texas Monthly and several dozen magazines.

Out-of-home window or airport display.

This could include continuation of our Window Wrap Program, cross-promoting seasons and activities; joint ventures with our entities for airport or national displays.

While ROI from print advertising is hard to track, we feel that it is an important component of a strong multi-media campaign. For shoulder seasons, we used Yellowstone as a base, but emphasized the opportunities West of the Park as well. For our winter campaigns, we changed the format from event driven advertising to include a destination message. This element also allowed us to cross promote with other winter activities, adding to our destination theme. During several events including Nordic Ski Races, Annual Snowmobile Expo and Kids’ N Snow, we have followed-up with press releases telling the media that our ad in newspapers, etc.

Measurable objectives:

- 3% increase (from July 2018 - June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights (from July 2018 - June 2019) over the previous fiscal year, as reported by West Yellowstone TIDB.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.
- 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point.
- 2% increase in mobile traffic (from July 2018 - June 2019) over the previous fiscal year.
- 8% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year.

One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing intergenerational niche. And, while it is critical to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments or enhance existing opportunities. West Yellowstone has recognized that our biggest area of growth are the shoulder seasons (Spring/Fall), therefore we are committed to expanding our marketing efforts during these seasons, while also adding to and enhancing our existing winter marketing campaigns.

Aligns with our goals of:
- Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a destination.
- Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that only requests travel information, but also arrives in West Yellowstone and spends

$50,947.00

Yes, we met and/or exceeded our goals:

- 3% increase (from July 2018 - June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year. At time of report: 2.83% increase
- 1% increase in occupied room nights (from July 2018 - June 2019) over the previous fiscal year, as reported by West Yellowstone TIDB. at time of report: Approx. 2% increase
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.
- 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point. At time of report: 22%
- 2% increase in mobile traffic (from July 2018 - June 2019) over the previous fiscal year. At time of report: 11% increase
- 8% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year. At time of report: 9%
- Increase event participating by 3% over previous year for Winter Events. Our recreational Nordic ski trail pass collections decreased slightly for the overall season.
E-news goals:
- Increase subscribers by 5%
- Significant dollars during the visit.
- Continuing to expand our marketing potential by participating in partnerships with other tourism partners.

but specific events registered increased participants, and snowmobile trail counts increased nearly 10%. Many of our KidsNSnow events were full with waiting lists.
- Increase visitation during the spring and fall shoulder seasons.
- Yellowstone recreational visits, lodging collections and resort tax collections all increased in the 2nd and 4th quarters (our shoulder seasons), indicating visitation continues to spread into the early spring and later fall.

The print campaigns that were run in the spring and fall were targeted to get potential visitors to think about coming in shoulder seasons. Our goal was to grow fall and spring visitation.

Our resort tax collections showed an increase during both the times campaigns published.

Some new print opportunities that we participated in were Destination Guides for snowmobilers in both SnoWest and American Snowmobiler magazines. Utah Media Group also had several unique publications. In one instance they were wrapping the Deseret News and we placed our winter calendar of KidsNSnow events – the result was a call from a Utah resident the morning of delivery asking about the KidsNSnow event and if the photos were real!

We did several national print buys in conjunction with the West Yellowstone TBID, and also a Joint Venture buy with Yellowstone Country, which increased our email leads by more than 6,000. Sharing costs allows us to take advantage of opportunities that we would not be able to do individually. Many of these buys also included online and editorial components for added value.

The majority of our print campaigns are for specific winter niches. Early winter ads were placed in regional publications that included images of winter activities and events, along with our winter event calendar. Throughout the season, ads are placed in niche and regional publications to support destination events and activities including Nordic ski, ice fishing, snowmobile EXPO and the KidsNSnow series.

We have had great success by cross-promoting seasons and activities in our print ads. We often incorporate a calendar of events in the larger ads. We have found that this increases people’s interest and allows for great visual creative combinations.

While tracking print is always difficult, we do see results with participants from our target markets. We were also proud of our programs that increased awareness, participation and even see growth in some segments during slower seasons or times when Mother Nature throws us a curveball.

We continue to incorporate print advertising for our niche segments and as part of our overall multi-media marketing campaigns.

The following collateral/samples are presented to the Department for permanent filing and review by the public (ads created for each campaign were used in multiple media outlets):

- NASCAR
- Outdoor Adventure Magazine
- Midwest Living – YCM 31
- Outdoors Weekly – IF Guide
- Dillon Tribune
- Madisonian
- Teton Valley News
- Post Register/Farm & Ranch
- Idaho Standard Journal
- Cross Country Skier
- TUNA/Yah Stis
- Master Skier
- Sierra Program
Potential Online Marketing includes, but is not limited to:

- Pay per click, SEM & SEO campaigns on Google, Yahoo, Bing, etc.
- National and Regional publication websites in conjunction with print campaigns
- Banner and mobile ads in conjunction with other methods on sites like KSL.com, Salt Lake, SeattleTimes.com, NW Outdoors network and re-targeting campaigns
- Nordic Ski: skimyoki.com, lastenracer.com, nudisicarier.com, elkoax.com, skirost.com, crosscountryassociationofamerica.com
- NAIFC Ice Fishing Tournament: banner and link on specific ice fishing/snow fishing informational websites, ice fishing equipment sponsors, ice fishing websites, etc.
- Snowmobile: SnoWest.com, Montana Snowmobile Association, WA Snowmobile Association, ID Snowmobile Association

Online/digital advertising is especially effective in the shoulder seasons, when our campaigns can be weather dependent and need to be changed mid-campaign. Mobile campaigns are becoming increasingly important as 70% of visitors are utilizing their smartphones and devices.

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

Online/Digital Advertising
Yes

All of our marketing campaigns are multi-media and include some online/digital component. Some campaigns rely more heavily on digital assets and advertising, due to the fact that their fans are more active online (as in the case of snowmobile and ice fishing).

Online/digital advertising is especially effective in the shoulder seasons, when our campaigns can be weather dependent and need to be changed mid-campaign. Mobile campaigns are becoming increasingly important as 70% of visitors are utilizing their smartphones and devices.

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

The last several years we have increased the amount of online advertising we incorporate into our overall advertising campaigns, including MUSTB and Yellowstone Country joint venture programs, with above average ROI. Our digital campaigns that ran throughout FY19 returned above industry average results. Mobile and online banners saw CTR up to 4.4%

Our independent event websites including SkifundAT.com, Snowmobile Expo, and West Yellowstone ice fishing recorded increased traffic during campaigns as well. Registrations through the KidsNSnow.org website were full weeks before the actual event weekend, sometimes within 24 hours of registration opening.

Advantages of using digital marketing:

- With the use of programmatic digital campaigns we have been able to target our geographic and demographic markets, reaching those potential visitors who are most likely to convert.
- We can repurpose digital content across multiple platforms.
- Digital marketing can have greater reach, higher engagement and lower cost per impression.

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- We can repurpose digital content across multiple platforms.
- Digital marketing can have greater reach, higher engagement and lower cost per impression.

Measurable objectives:

- 3% increase (from July 2018- June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights (from July 2018- June 2019) over the previous fiscal year, as reported by West Yellowstone TID collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.
- 10% increase (from July 2018- June 2019) over the previous fiscal year for online campaign landing pages as entry point.
- 2% increase in mobile traffic (from July 2018- June 2019) over the previous fiscal year.
- 8% increase in social media followers (from July 2018- June 2019) over the previous fiscal year.
- E-mail:
  - Increase subscribers by 5%
  - Local emails (B2B):
    - Increasing open rates to 35%, CTR to 20% and subscribers by 5%
  - General/niche emails (B2C):
    - Increasing open rates to 30%, CTR to 20%

One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing intergenerational niche. And, while it is critical to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments or enhance existing ones. We plan to continue to expand our shoulder season marketing campaigns, while also laying new avenues to enhance our existing winter marketing campaigns.

Online/Digital advertising is a cost effective way to reach out to new markets and reach those potential visitors earlier. We can advertise anywhere, any time while promoting our events and images and change them accordingly during the campaigns.

Aligns with our goals of:

- Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continuing to target our market as precisely as possible, ensuring that our limited funding is spent to reach as many potential visitors as possible.
- West Yellowstone is a major participant in the KidsNSnow events and accesses the event landing page as entry point.
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<th>Open rates</th>
<th>CTR</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local</td>
<td>35%</td>
<td>20%</td>
<td>5%</td>
</tr>
<tr>
<td>General</td>
<td>30%</td>
<td>20%</td>
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Yes, we met and/or exceeded our goals.

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<th>Hotel Room Night</th>
<th>Resort Tax Collections</th>
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Yes, we utilized TID, Town of West Yellowstone, and Foundation Grant funds for events and extended campaigns. These funds lend to cover creative and production costs, in addition to placements.

Yes Online Adv Samples.pdf
The FY18 objective was a 6% increase in social media followers over the previous year including Facebook and Twitter pages. Our results indicate that we will meet and exceed that objective, as well as demonstrate a consistent, year-over-year growth in our social media influence. By cross-promoting on our multiple channels, we have a 26% increase in followers, and nearly 50% engagement on many posts. Our overall increase for social media followers is currently at 13.9%. Breaking down as:
- Twitter = 6% increase
- Facebook = 10% increase
- Instagram = 36% increase
- Pinterest = 2% increase
Below are our current social media stats:

**West Yellowstone Chamber** Facebook – 9,171 followers

**Measureable Objectives:**
- 3% increase in occupied room nights (from July 2018- June 2019) over the previous fiscal year as reported by West Yellowstone TID collections.
- 5.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance violation as reported by the National Park Service.
- 10% increase (from July 2018- June 2019) over the previous fiscal year for online campaign landing page as entry point.

West Yellowstone has realized that the power of social media is so much more than traffic to our website. It is brand awareness, and information source during crisis management. It plays a huge factor in marketing our destination events, and in addition to our general followers, it’s also a way to target specific niches with pay per click advertising. West Yellowstone will continue to enhance our content for our social media channels, utilizing a content calendar focusing on important dates like the opening and closing dates of Yellowstone Park, and promoting our destination events and information related to these events. Whenever possible, we include links back to DestinationYellowstone.com or event websites, which increased our ability to track our ROI. Facebook, Twitter and Pinterest accounts are already created and maintained for the WY Chamber, KidsNSnow, Snowmobile Events and Ice Fishing, Rendezvous Ski Trails.

**Results:**
- Winter Results: 842,069 impressions, .24% CTR
- Spring Results: 393,410 impressions, 1.52% clicks, .39% CTR
- Ramped high in Google – showed up in alerts

**Recreate in Utah (New):**
- Winter Results: 42,000 post clicks.
- Spring Results: 28,000 post clicks.

**LiveIntent – digital winter JV w/MOTIO & TIDB:**
- Results: 1,387,399 impressions, .74% CTR (increase over FY18)

**TripAdvisor JV with YC & TIDB: – est. 283,000 impressions:**
- Results: 316,739 impressions, .32% CTR (increase over FY18)

All of our reported digital campaign results can be found in the digital tracker attachment.

Those campaigns that had low, to no results will be weeded out in future marketing campaigns for more proven media.

**Sea Attachment Advertising Samples**

**Consumer Social Media**

Yes

**Statistics:**

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<th>FY18 Objective</th>
<th>Results</th>
</tr>
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<tr>
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<td>10% increase</td>
<td>6% incease</td>
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<tr>
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**FY18 Objective:**

- 6% increase in social media followers over the previous year including Facebook and Twitter pages.
- Increase in occupied room nights from July 2018- June 2019 over the previous fiscal year.
- 5.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance violation as reported by the National Park Service.
- 10% increase (from July 2018- June 2019) over the previous fiscal year for online campaign landing page as entry point.

Yes, we met our objectives for this method.

**Measurable Objectives:**

- 3% increase in occupied room nights from July 2018- June 2019 over the previous fiscal year.
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**Sea Attachment Advertising Samples**
Social Media Strategies

- Continue to expand and encourage a networked virtual community of West Yellowstone participants and businesses using a variety of social networking sites and linkages.

- Further develop the West Yellowstone Facebook, Twitter, Instagram and Pinterest accounts to promote our West Yellowstone website, distribute information and publicize events.

- Use of new social media avenues as they become applicable to a business or tourism situation.

- Enhance content and photo offerings on travel-related and events-information sites such as TripAdvisor, Google Maps, Google Places, and Yelp.

- "Visit West Yellowstone" TBID Facebook - 58,439 followers
- "West Yellowstone Montana Visitor Center" Pinterest – 833 followers
- @destinationyellowstone Instagram - 290 followers
- @DestYellowstone Twitter - 5,771 followers
- "West Yellowstone Snowmobiling" Facebook - 8,743 followers
- Snowmobile Expo Facebook - 2,401 followers
- @Snowmobiling Facebook - 435 followers
- Rendezvous SkiTrails Facebook - 2,731 followers

- %2 increase in mobile traffic (from July 2018 to June 2019) over the previous fiscal year.

- %8 increase in social media followers (from July 2018 to June 2019) over the previous fiscal year.

- E-news goals:
  - Increase subscribers by 5%
  - Local emails (212) increasing open rates to 35%, CTR to 20% and subscribers by 5%
  - General emails (620) increasing open rates to 30%, CTR to 20%

- Employees have created their own social media channels and we regularly share content from these sources.

We have been researching and working with community partners to develop a WeChat strategy and presence for our Pacific Rim and other eventually other countries like India, Europe and Africa who utilize this platform as their main form of online communication service. We hope to build out a WeChat page and content during FY19.

In 2017 our board of directors recognized a need to communicate more effectively with our community and visitors. It had become one of our goals is to create an electronic text push service. This service works off of an opt-in subscriber base much like emails and will utilize an established cloud software subscription that allows us to set up predefined numbers and keywords that visitors and incoming travelers text a request for information that will put content from our website, social media pages and blog directly to their cell phones as they know current weather and road information, lodging and restaurants that are open, etc. We can also push out information like road delays or advisories to subscribers. As we researched and tested some services, AI (artificial intelligence) began to emerge and the use of Chatbots in conjunction with the testing service has come to fruition. If funds allow, we feel that implementing the two components together would be most beneficial and best use of our funds to stay at the forefront of communications. Part of this method will also be funded from electronic advertising and website line items as it will incorporate all facets.

Aligns with our goals of:

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

Measurable objectives:

- %3 increase (from July 2018 to June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year.

- %1 increase in occupied room nights (from July 2018 to June 2019) over the previous fiscal year, as reported by West Yellowstone TBID collections.

- %0.5 increase in recreational visitors using the west entrance.

One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing inter generational audience. And, while it is critical to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments or enhance existing ones. West Yellowstone has recognized that our biggest area of growth are the shoulder seasons (Spring/Fall), therefore we are allocating funds to increase the marketing of these seasons, while also adding to West Yellowstone plans to continue to utilize our growing email database by sending out regular e-newsletters promoting our lodging and amenities, plus sending out timely e-blasts for specific events and news. In the past we have utilized our emails for our destination events including the Annual Snowmobile Expo, Kids’N’Snow and Cross Country Ski Races. These blasts can be targeted at either participants or spectators. We utilize Mail Chimp to manage and create our email database. The emails already have an opt-out option, and adhere to current legal requirements for security. They also contain direct links back to landing pages on DestinationYellowstone.com and event websites.

We have created an update template for each list we maintain, as well as our weekly and monthly e-blasts to create a consistent tool and feel across our communications.

Consumer E-blasts and newsletters:

- E-blasts are used to track our ROI for e-blasts and e-newsletters with our recreation partners. We are able to track our ROI for e-newsletters and e-blasts with our tourism partners. We utilize Mail Chimp to manage and create our email database. The emails already have an opt-out option, and adhere to current legal requirements for security. They also contain direct links back to landing pages on DestinationYellowstone.com and event websites.

We have created an update template for each list we maintain, as well as our weekly and monthly e-blasts to create a consistent tool and feel across our communications.

- %2 increase in mobile traffic (from July 2018 to June 2019) over the previous fiscal year.

- %8 increase in social media followers (from July 2018 to June 2019) over the previous fiscal year.

- E-news goals:
  - Increase subscribers by 5%
  - Local emails (212) increasing open rates to 35%, CTR to 20% and subscribers by 5%
  - General emails (620) increasing open rates to 30%, CTR to 20%

And events have created their own social media channels and we regularly share content from these sources.

Social Media:

- %8 increase in social media followers (from July 2018 to June 2019) over the previous fiscal year.

- Facebook - 3% increase

- Twitter – 4% increase

- Pinterest – 4% increase

- Instagram – 37% increase

All of our social media channels showed consistent growth in FY19. We continued with video and blog content. We also manage sub-pages for Facebook, Instagram, Google Places and Yelp. These niche pages are associated with local businesses and organizations, while having less followers, show a very high organic reach and engagement rate.

Our strategy is to have organic, quality reach and engagement versus a greater number of followers and paid engagement. These followers are more likely to convert to visitors and are share our brand.

We have also had several media buys where social media was a component, usually as an added value. This earned media through influencers and industry experts and trusted brands, enhanced our exposure and helped us to reach new markets.

We will continue to utilize social media platforms for an overall multi-media mix in campaign, event promotion and community awareness. We will increase our budget in the next fiscal year for paid promotions.

Samples are attached.
In 2017 our board of directors recognized a need to communicate more effectively with our community and visitors. It had become one of our goals to create an electronic list push service. This service works off of an opt-in subscriber base much like emails and will utilize an established cloud software subscription that allows us to set up predefined numbers and keywords that visitors and incoming travelers list a request for information. That information will pull content from our website and push it back out to the travelers so they know about the latest area events, revenue-producing activities (i.e., lodges, restaurants that are open, etc.). We can also push out information like road delays or wildfire information to subscribers. As we researched and tested some services, artificial intelligence began to emerge and the use of Chatbots in conjunction with the listing service has come to fruition. If funds allow, we feel that implementing the two components together would be most beneficial and best use of our funds to stay at the forefront of communications. Part of this method will also be funded from social media and website line items as it will incorporate all facets.

As content creation, distribution and management has become more time-consuming, we have recognized the possible need to add personnel to assist with website, social media and e-news content management. If funds allow, we may add a part-time staffer to assist in these components. Giving our marketing director the necessary time to plan and execute campaigns will allow us to better serve our needs in the best possible way. The position would also be funded from social media and website line items as it will incorporate all facets.

Our strategy includes, but is not limited to:

- Continuing to collect emails and collate them into an online database. This will be done in conjunction with our electronic newsletter.
- Sending out electronic newsletters profiling upcoming events, specific special events and "Hit deals." We share this list with TBID and coordinate regularly scheduled e-blasts to our general leads as well as event/campaign specific lists.
- Pushing out information to our local businesses and organizations that are members of TBID in an effort to exceed our visitor's expectations.
- Providing current and pertinent information to travelers while enroute and once they arrive.
- Email receives 30 times return on investment on average.
- In many sectors that is usually in the top 3 most effective channels driving website visits leads and
- Email marketing delivers far higher volumes than PPC (9%) or display (8%)
- Entrance to Yellowstone Park over a 5-year rolling average of visit entrance validation as reported by the National Park Service.
- 10% increase (from July 2018-June 2019) over the previous fiscal year for online campaign landing page as entry point.
- 2% increase in mobile traffic (from July 2016-June 2017) over the previous fiscal year.
- 4% increase in social media followers (from July 2015-June 2016) over the previous fiscal year.
- E-news goals: increase subscribers by 5%, local emails (B2B) increasing open rates to 35%, CTR to 20%, and subscribers by 5%.
- Increasing open rates to 70%, CTR to 20%.
- Email marketing is still a very affordable tool.
- Yes, we will continue to use this method.

Measurable objectives:

- 3% increase (from July 2018-June 2019) in West Yellowstone Record Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights (from July 2018-June 2019) over the previous fiscal year, as reported by West Yellowstone TBID collections.
- 0.5% increase in revenue from lodging using the west entrance to Yellowstone Park over a 5-year rolling average of visit.
- West Yellowstone recognizes that used for the right circumstances and regional interest that radio and TV can be an important component to our multi-media campaigns.
- Affecting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continuing to target our market as precisely as possible, ensuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.
- Continuing to expand our marketing potential by participating in partnerships with other tourism partners.

Align with our goals of:

- Affecting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continuing to target our market as precisely as possible, ensuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.
- Aligning with our goals of:
- Increasing subscribers by 5%. At time of report: 14% increase.
- Local emails (B2B) increasing open rates to 35%, CTR to 20% and subscribers by 5%.
- At time of report: 31% Open, 13% CTR.
- General/local emails (B2C) increasing open rates to 30%, CTR to 25%. At time of report: 16% Open, 7% CTR.

In addition to monthly emails that TBID covers the production costs for, we used re-newsletters sponsorship packages to promote our winter and shoulder season segments.

- Winter email campaigns were more targeted to niche segments, resulting in over 200,000 impressions, up to 14.2% open rate and 12.4% CTR. Placements were made through Outdoors NW, NY Travel, Out There CO and National Park Traveler.
- Fall email campaigns were more targeted to niche segments, resulting in over 60,000 impressions, 15% open rate and 2.3% CTR. Placements were made through Outdoors NW, NY Travel, Out There CO and National Park Traveler.

We also send e-blasts to our subscriber base of over 27,000 for events. In addition, we send weekly e-mails to our members regarding marketing, local events, meetings and sponsorship opportunities.

- These emails have an average open rate of 31% and CTR of 13%.

Yes, we will continue to use this method. Email marketing is still a very affordable and effective way to reach niche markets and if our campaign is properly targeted, it drives additional traffic to the website and enhances other media advertising efforts.

Copies of the emails are included in the Advertising Samples attachment.

**Consumer Radio & Television Advertising**

**Yes**

With a limited budget, we seldom use broadcast radio or television for marketing purposes, but if the opportunity arises that we can partner with other funding sources or organizations to promote West Yellowstone and destination events, we would like to be also to participate if funds allow.

In the past we have funded radio and TV spots for Kids'N'Snow, Snowmobile EXPO and Ice Fishing events.

While TV and radio advertising is hard to track ROI, West Yellowstone still believes that it is an important component in our multi-media campaigns. With the knowledge that radio and social media is increasing in popularity in marketing, we will continue to incorporate it into our marketing as funds allow, and requests meet our preset criteria.

**Objectives:**

- 3% increase (from July 2018-June 2019) in West Yellowstone Record Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights (from July 2018-June 2019) over the previous fiscal year, as reported by West Yellowstone TBID collections.
- 0.5% increase in revenue from lodging using the west entrance to Yellowstone Park over a 5-year rolling average of visit.

West Yellowstone recognizes that used for the right circumstances and regional interest that radio and TV can be an important component to our multi-media campaigns.

- Affecting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
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  - Affecting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
  - Continuing to target our market as precisely as possible, ensuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.
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In addition to monthly emails that TBID covers the production costs for, we used re-newsletters sponsorship packages to promote our winter and shoulder season segments.

- Winter email campaigns targeted surrounding states and the NW region which resulted in more than 60,000 impressions, 15% open rate and 2.3% CTR. Placements were made through Outdoors NW, NY Travel, Out There CO and National Park Traveler.
- Fall email campaigns were more targeted to niche segments, resulting in over 200,000 impressions, up to 14.2% open rate and 12.4% CTR. Placements were made through Outdoors NW, NY Travel, Out There CO and National Park Traveler.

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Copies of the emails are included in the Advertising Samples attachment.
Our website is one of our most important marketing tools, as we feel this is one of our most important, if not the most important method to maintain our market share.

As technology and mobile access continues to increase, we feel that our website has to do so as well to meet the expectations of the users. In FY17, we refreshed the look and navigation of the site integrating our social channels, along with videos and a blog. In FY18, we participated in MOTBD joint initiatives, including website, social media, and mobile web cam applications for our current contract to stay competitive in the market. According to the Annual ITRR report, of visitors who spent at least one night in West Yellowstone, we hosted independently, but are the highest ranking referral sites for DestinationYellowstone.com. We feel that, by incorporating updates and content creation for these sites into our overall campaigns, helps to enhance and all sites, contribute to our overall goals and create consistency across campaigns. This aligns with our goals of:

- Attracting visitors to West Yellowstone by promoting an image that is consistent with our marketing potential to maintain the visit and spend to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.
- Continuing to expand our marketing potential by participating in partnerships with other tourism partners.

We continued our buy with Roots Rated and we have guest bloggers and talented local writers that posts and promote those posts through other platforms. We are lucky enough to have guest bloggers and talented local writers who contribute.

We continued our buy with Roots Rated to create new blog content, unfortunately, it fell short of our expectations and became too labor intensive for the return and we discontinued.

Demographics:
- 97% of visitors are new
- Website visitors are evenly split by sex and the top age ranges are 45-64, changing slightly per season.
- Desktop vs mobile traffic has changed to show 65% mobile over 37% desktop, staying more consistent throughout the year.

Data points:
- Top viewed pages:
  - Home, Rendezvous Ski Trail Webmap, Sleep, Trail Reports/Steel樽obile, Eat, Calendar, Top Waterfall, Blog, Plan, Play, Yellowstone Map (West Yellowstone)

Top visiting countries:
- US, Canada, UK, Ireland (up from #9 in FY18), France, Germany, Australia, Netherlands, Italy, and Spain

Top visiting states:
- Minnesota, New York, California, Missouri (up), other States

Top viewed pages:
- DestinationYellowstone.com. We hosted independently, but are the highest ranking referral sites for DestinationYellowstone.com. We feel that, by incorporating updates and content creation for these sites into our overall campaigns, helps to enhance and all sites, contribute to our overall goals and create consistency across campaigns.

Comparing our metrics to data to the same time period in the prior fiscal year, we have increased our website sessions, time on site and traffic to landing pages, while decreasing bounce rate. Our mobile traffic is also tracking ahead of this time last year. According to the Annual ITRR report, of visitors who spent at least one night in West Yellowstone, we hosted independently, but are the highest ranking referral sites for DestinationYellowstone.com. We feel that, by incorporating updates and content creation for these sites into our overall campaigns, helps to enhance and all sites, contribute to our overall goals and create consistency across campaigns. This aligns with our goals of:

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Top visiting countries:
- US, Canada, UK, Ireland (up from #9 in FY18), France, Germany, Australia, Netherlands, Italy, and Spain

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

Development: Identify possible new applications and technology integrations and incorporate these into our website. This could include:
- Design, develop and implement additional buttons and/or pages to our web site as promotions and opportunities arise.

Web Cam: Our webcam has a dedicated transmission connection. Our strategy includes monthly maintenance and hosting costs.

Traffic to the website came from a variety of sources with search engines (organic search) as the prime driver. The top five referring sources to our website were (in order): facebook, yellowstoneairport.org, snowmobileexpo.com, and google ads network.

While State Accommodations funds are used for the lodging and activity portion of the website, Chamber membership funds are used to maintain the membership directory that includes services, dining, and attraction listings.

Search Engine Optimization:
- In FY19 we continued with a Meta-Tag submission program critical to organic search engine optimization, and supported this with paid SEM and retargeting campaigns. We work with our web agency of record, Wendt, to do seasonal SEO reports with keywords and traffic. We update the content on our website monthly and run keyword and long-tail activity pages weekly accordingly. Images are updated seasonally for a fresh look.

Secondary Sites:
- We will continue to use this marketing method because these secondary sites provide direct referrals to our main website DestinationYellowstone.com, and allow us to market directly to niche audiences with a way to track campaign-specific ROI.

The website URL is www.kidsnsnow.org.

This website went through a refresh after several years, paid for by a third party grant to the program. The new refreshed website was a great addition for KidsNSnow. It even included a countdown calendar to when registrations opened each month, and the ability for participants to register online and e-sign waivers.

We find that we have a wide geographic range that accesses the website to register and learn about the KidsNSnow events, many families are actually from outside the region. However, the registration opens each month. We also continue to get visitors to the website to read the pages about last year’s programs and planning a family winter vacation to West Yellowstone.

For the 2018-19 Event Series we recorded the following analytics:

- 5,411 sessions (8% increase over previous year)
- 9,720 pageviews
- 1.80 pages per session
- 1.48 minutes avg. on site (11% increase over previous year)
- 60% of visitors are new users (2% increase over previous year)

Geographies: United States, China, Russia, Germany, UK, France, India, Canada, Brazil & Norway

The Google analytics reports also provided insight into the direct referrals coming from other websites including our advertisers. There were direct clicks to the KidsNSnow website from web banners placed in the regional markets. Our online campaigns resulted in CTRs up to .43% (well above industry average).

The corresponding KidsNSnow Facebook pages also sent direct referrals to the website (#3). Also important to note is that the visitors from advertising
It is important to represent our destination through vivid, eye-catching images. It is also very important to have current images for niche activities like all-snowmobile and fishing where clothing and products continue to change and become outdated after 2-3 years. This requires continuity adding new images so we are always rotating new images in for old ones. To do this, the West Yellowstone CVB plans to utilize the network of local photographers and partners who graciously allow us to use their photographs and videos at no or low cost for marketing purposes including print, online, website and social media.

The West Yellowstone CVB would also like to have funds to hire a photographer for more specific photo opportunities including 360 video, seasonal and niche activity/event footage.

Because people respond visually to content, simply adding a relevant photo to your print, online and social media campaigns can grab someone’s attention. Brilliant images can increase engagement and traffic to the website. Videos have an even higher rate of engagement.

These images need to be current and relevant to the destination, therefore replacing and updating images on a regular basis is important to the marketing of a location like West Yellowstone.

Research has shown that including images and videos in marketing is important for some of the following reasons:

- When people hear information, they’re likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retain 65% of the information three days later.
- Using the word “video” in an email subject line boosts open rates by 16% and click-through rates by 65%.
- Eye-tracking studies show internet readers pay close attention to information-carrying images. In fact, when the images are relevant, readers spend more time looking at the images than they do reading text on the page.
- Tweets with images receive 150% more retweets than those without.

Measurable objectives:

- 3% increase (from July 2018 - June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights (from July 2018 - June 2019) over the previous fiscal year, as reported by West Yellowstone TBD collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park.
- 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point.
- 2% increase in mobile traffic (from July 2018 - June 2019) over the previous fiscal year.
- 8% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year.

For West Yellowstone, it is important to set our destination apart from other parts of the state and even the country. We plan to have some photos and videos set to go so that our mountains and other unique natural features are prominent in the images. Other images may pertain to activities and events that only happen in West Yellowstone. Aligns with our goals of:

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

The estimated budget for ad recall is $25,000.00. Yes, we met our objectives for this method.

General:

- 3% increase (from July 2018 - June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year. At time of report: 2.83% increase.
- 1% increase in occupied room nights (from July 2018 - June 2019) over the previous fiscal year, as reported by West Yellowstone TBD collections. At time of report: Approx. 2% increase.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service. At time of report: Flat.

Website:

- 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point. At time of report: 32%.
- 2% increase in mobile traffic (from July 2018 - June 2019) over the previous fiscal year. At time of report: 11% increase.

Social Media:

- 8% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year. At time of report: 9% increase.

The website URL is snowmobileexpo.com
From November 2018 (beginning of advertising) through March 2019, the website generated 14,043 sessions (12% increase over 2017-18) and 23,303 page views. Over 88% of those sessions were from new visitors.

32% of visitors came to the website through organic search, followed by 30% direct (typing in the website name), ads and social media, and 24% from social media. The most popular page was the homepage, followed by the schedule page, exhibitors, photos/videos, news and registration.

The top states of origination for website visitors were (in order of frequency) Montana, Utah, Idaho, Minnesota, North Dakota, California, Illinois, "Nebraska," Washington and Michigan. (*Indicates new top 10 traffic from prior year)

- Online banner ads saw great CTR of 3.3% (goal)
- The SnoWest eblast had a 12% open rate and 0.1% CTR
- The American Snowmobiler eblast had a 24% open rate, with 20% CTR (above industry average)
- Social media Facebook campaign results:
  - Reach: 138,265
  - Impressions: 329,936
  - Estimated Ad Recall Lift Rate: 7.45%
  - Estimated Ad Recall Lift (people): 10,301
  - Clicks: 433
  - Link Clicks: 363
  - 100% Video Views: 1,215

Screenshots of the homepage are included in the Website Screenshots attachment.
investments without images. In an analysis of over 1 million articles, BuzzSumo found that articles with an image once every 75-100 words received double the social media shares as articles with fewer images.

- You get 27% higher engagement on Facebook if you use a visual.
- Organic Facebook engagement is highest on posts with videos (13.9%) and photos (13.3%).
- Posts with images get more than 94% more views than their visual-light counterparts.
- As more people would rather watch a video review of a product than read a review.

Marketers benefit from increased visibility, engagement, clicks, and conversions with visual content. We are currently running in all markets. We would like to continue with this program and build on the return we are already seeing.

Other joint venture opportunities may come about as we are already seeing.

### West Yellowstone

West Yellowstone is in a good position, both physically and logistically to partner with many different entities to promote our community and state. Being located at the West Entrance to Yellowstone National Park is a great benefit that brings many opportunities our way.

- Yellowstone National Park is at the top of international travelers’ lists, and many of these travelers come from Canada, Germany, UK, China and US. Digital campaigns are currently running in all markets. We would like to continue with this program and build on the return we are already seeing.

- Other joint venture opportunities may come about as communities and events, or with other marketing regions and organizations in neighboring states. West Yellowstone is allocating funds because we feel that being able to work with other private and public entities strengthens our community message and allows us to stretch our marketing funds to reach larger markets.

#### Measurable objectives:

- 3 increase (from July 2018-June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year.
- 3% increase in entrance fee from right (from July 2019-June 2020) over the previous fiscal year, as reported by West Yellowstone TBJD collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.
- 10% increase (from July 2019-June 2020) over the previous fiscal year.
- 2% increase in mobile traffic (from July 2018-June 2019) over the previous fiscal year.
- 0% increase in social media followers (from July 2015-June 2019) over the previous fiscal year.

**E-week goals:**

- Increase subscribers by 5%.
- Local emails (B2B): Increasing open rates to 35%, CTR to 15%.
- Visitors to our landing page as entry point.

**One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing intergenerational niche.** And, if that is not enough to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments and points of entrance existing ones.

**Aligns with our goals:**

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

**30,000.00**

Yes, we met and/or exceeded our goals.

- 3% increase (from July 2018-June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year. At time of report: 2.83% increase.
- 1% increase in occupied room nights (from July 2018-June 2019) over the previous fiscal year, as reported by West Yellowstone TBJD collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.

**Website:**

- 10% increase in room nights (from July 2018-June 2019) over the previous fiscal year.
- 2% increase in mobile traffic (from July 2018-June 2019) over the previous fiscal year.

**At time of report: Flat**

**Social Media:**

- 8% increase in social media followers (from July 2018-June 2019) over the previous fiscal year.
- At time of report: 3% increase.
- Facebook: 9%
- Twitter: -4% (platform did a sweep of both)
- Instagram: 37%

**Yellowstone Country Region JVs:**

- Trip Advisor: West Yellowstone was offered the opportunity to own our page on Trip Advisor. The sponsorship of the landing page includes content, photo library, events, guide download, direct links, and fixed banner ads.

In addition, we were able to take advantage of geo-targeted and
interest/content targeted banners for warm or winter seasons. The targeted areas included Denver, NYC, LA, San Diego, Boise, Salt Lake City, Cheyenne, Casper, Philadelphia, Pittsburgh, Seattle, Portland, Alberta, Saskatchewan, British Columbia, Minneapolis, Madison WI, and Fargo ND.

We were very pleased with the results of this joint venture. The campaign actually over-performed with more impressions and page views than estimated:

Results: 316,739 imp, .32% CTR

The cost of the landing page would be unattainable with our individual budgets, making this joint venture essential.

We will continue to participate in this Joint Venture as it has allowed us to stretch our marketing budget.

YC Combined Winter Co-op (space in combined spread placed in national snowmobile and ski magazines, landing page on YC website, content feature in TX Monthly with over 1 million circ.)

Results: Midwest Living - 182 Email Leads;
TX Monthly – 93 email leads; YC Guest book – 982 email leads

YC Better Homes & Gardens April: landing page on YC website, quarter page in combined spread – 914,000 circulation with reader service.

Advanced Audience Targeting Spring Digital – Programmatic banner campaign including mobile and desktop standard banner units. Geo-targeting, predictive, contextual, private travel marketplace, behavioral targeting. Optimized weekly for clicks and lead conversions. Markets included Bozeman DMA, Billings DMA, North Dakota, Saskatchewan, and Minnesota. We chose to run March-April. This was our lowest performing campaign, and if we choose to participate again, we will tweak markets and messaging.

Results: 1,669,741 impressions, .14% CTR, $1.07 CPC

West Yellowstone TBID shared the cost of these buys.

We will participate in most of these joint ventures again if offered.

MOTBD JVs:

Livintent – geo-targeted digital ads during the month of our choosing. We used this opportunity to run an early winter campaign from Oct-Nov, with impressive results. The campaign over-performed with impressions and one of our higher CTRs.

Results: 1,367,399 imp, .74% CTR (increase over FY18).

Visa Var – nonresident & international spending reports. We are using these reports in conjunction with other reporting to help us better understand our visitor trends, while helping to flush out markets with higher ROI. We hope it will also help us identify new markets. This is a multi-year commitment.

West Yellowstone TBID shared the cost of these buys.

Utah/Yellowstone Loop

West Yellowstone continued to participate in this advertising campaign that incorporated a multi-media advertising approach, as well as FAM Tours of operators, media and influencers to promote the Yellowstone Loop (similar to Grand Loop to southern UT). The program is also represented at major International Travel/Trade Shows and IPW. In July 2019, we were asked to host and be part of the Brand USA 50 Journalists in the US. West Yellowstone was the only location in Montana to participate.
We plan to use traditional printed materials in conjunction with new digital and mobile options to gain the best ROI for our efforts. We find that printed materials are good for brand recognition and support for our over marketing campaigns, especially those for events. These materials are used daily by our Visitor Center staff as resources for visitors. The Visitor Center is the main source of distribution for these materials as well. Additionally, all printed maps and materials are made available electronically on our website DestinationYellowstone.com and via e-mail to our network.

Printed materials could include, but are not limited to:
- Winter & Warm Season Calendars: Up to 2,500 Calendar of events fold-over flyer or rack card format, glossy stock as well as 11"x17" single sided posters for winter. Up to 150 11"x17" single sided posters for spring/summer events. Online versions will be available on our website and partner sites as well.
- Posters and Flyers: 8 ½"X 11" and 11"X17" single sided color flyers displayed in bathroom stalls/headers featuring activities and events throughout upcoming (or alternate) seasons (e.g., Rendezvous Race, Yellowstone Ski Festival, Annual Snowmobile DOPO, Kids'N'Snow, Yellowstone Rendezvous Race, Old Faithful Cycle Tour, etc.). 4"X 3" posters with foam backing with fall and winter activity images printed on gloss as needed.
- Trail Maps: Including OM/A/TV. All season ski/snowmobile/bike/disc golf and Snowmobile. Sizes vary slightly, but fold down into approx. 9.5"X9.5". Distributed primarily through our private sector and our Visitors Center, per email, and some will be available at local snowmobile/bike/disc golf shops and taken to consumer shows. We will upload and print these maps to an electronic .pdf and upload to websites and make available for download.
- "West of Yellowstone Park" Map: This map features scenic driving routes outside of Yellowstone National Park near West Yellowstone where visitors can view various species of wildlife in the spring and fall. We will update and print an 11"X 17" full color two sided tear-off map, along with an

While ROI from print is hard to track, we feel that it is an important component of a strong multi-media campaign. Many of our visitors ask for materials once they land, and we receive requests from those planning their trips daily. For shoulder seasons, we use Yellowstone as a base, but emphasize the opportunities "West of the Park" as well. For our winter campaigns, we incorporate event driven advertising with a destination message. Many of our local businesses take our printed materials to consumer shows that they attend throughout the year, emphasizing West Yellowstone as a year-round destination with a multitude of amenities, activities and events.

Measurable objectives:
- 3% increase (from July 2018-June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights (from July 2018-June 2019) over the previous fiscal year, as reported by West Yellowstone TBID collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over 4-year rolling average of west entrance visitation as reported by the National Park Service.
- 10% increase from (July 2018-June 2019) over the previous fiscal year for online campaign landing page as entry point.
- 2% increase in mobile traffic (from July 2018-June 2019) over the previous fiscal year.
- 8% increase in social media followers (from July 2018-June 2019) over the previous fiscal year.

One of our primary marketing strategies is to promote West Yellowstone as a family-friendly destination in every season, for both traditional families and an ever increasing intergenerational niche. And, while it is critical to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments and enhance existing ones.

- West Yellowstone's biggest area of growth all remains the shoulder seasons (Spring/Fall) and Winter, therefore we try to continue to expand the marketing of these seasons, while also adding to and enhancing our existing marketing campaigns. Aligns with our goals of:
  - Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
  - Continuing to target our market as precisely as possible, assuring that our limited funding is spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during their visit.
  - Continuing to expand our marketing potentially participating in partnerships with other tourism partners.

Our printed materials were items used for west and cross season promotion. Calendars and handouts were taken to fall & winter consumer shows for snowmobile, ice and ice fishing by our partners, as well as travel shows in Utah, attended by staff. The winter calendar was also distributed throughout the summer to visitors and displayed at participating businesses in town to encourage return visitors.

Our printed materials were items used for west and cross season promotion. Calendars and handouts were taken to fall & winter consumer shows for snowmobile, ice and ice fishing by our partners, as well as travel shows in Utah, attended by staff. The winter calendar was also distributed throughout the summer to visitors and displayed at participating businesses in town to encourage return visitors. These materials are also available online at DestinationYellowstone.com in a downloadable .pdf format. When used in conjunction with other media, it increases awareness of the events and other seasons we are open. We will continue to produce these materials for distribution and as a resource for our members to cross promote our year-round destination.

The following collateral/samples are presented to the Department for permanent filing and review by the public (included in Printed Material's Samples Attachment):
- Winter Comeback Calendar
  - Posters 11X17: 50 copies
  - Rack Cards – 4x9, 1500 copies
- Winter & Warm Season Calendars:
  - 8.5"X11": 1,500 copies
  - 11"X17": 500 copies
- Marketing Samples
  - Rack Card Formats: glossy stock as well as 2,500 Calendar of events fold-over flyer or rack card format, glossy stock as well as 8.5"X11" and 11"X17" single sided posters for winter. Up to 150 11"X17" single sided posters for spring/summer events. Online versions will be available on our website and partner sites as well.
- Posters and Flyers: 8 ½"X 11" and 11"X17" single sided color flyers displayed in bathroom stalls/headers featuring activities and events throughout upcoming (or alternate) seasons (e.g., Rendezvous Race, Yellowstone Ski Festival, Annual Snowmobile DOPO, Kids'N'Snow, Yellowstone Rendezvous Race, Old Faithful Cycle Tour, etc.). 4"X 3" posters with foam backing with fall and winter activity images printed on gloss as needed.
- Trail Maps: Including OM/A/TV. All season ski/snowmobile/bike/disc golf and Snowmobile. Sizes vary slightly, but fold down into approx. 9.5"X9.5". Distributed primarily through our private sector and our Visitors Center, per email, and some will be available at local snowmobile/bike/disc golf shops and taken to consumer shows. We will upload and print these maps to an electronic .pdf and upload to websites and make available for download.
- "West of Yellowstone Park" Map: This map features scenic driving routes outside of Yellowstone National Park near West Yellowstone where visitors can view various species of wildlife in the spring and fall. We will update and print an 11"X 17" full color two sided tear-off map, along with an

The Yellowstone Loop was created to promote the northern part of Utah, featuring Yellowstone Park as the main attraction, especially in the shoulder seasons. It grew so much more when private and public partners from Montana and Idaho joined. The Loop now featured not only Yellowstone Park, but several gateway communities like West Yellowstone and other locations along the driving route the encouraged visitors to stop and see local attractions.

This partnership was especially beneficial for West Yellowstone because Utah cannot afford most of the advertising and administration of the program. For a minimal investment we were able to penetrate international markets including Germany, UK, Australia, China, and Canada. An effort shared with our TBD partners enabled us to host FAM tours and journalists as a result of this Joint Venture.

- Highlights:
  - Article in UK's Best Magazine, WeChat Posts & video
  - Only MT destination to be part of the Brand USA 50 Journalist program
  - 2 German Tour Operators added new product for loop

We will continue to participate in this Joint Venture as it has allowed us to adjust our marketing budget and create invaluable partnerships with our surrounding state marketing entities. West Yellowstone TBD shared the cost of the buy, as well as partial costs of hosting the FAM Tours and influencers. Marketing samples are provided in the Joint Venture attachment.
Consumer Opportunity Marketing

Yes

Marketing opportunities that might not be recognized at the time of submitting our FY19 Marketing Plan may become available or may be necessary due to unforeseen circumstances like natural disasters or government policies out of our control. This line item allows us to allocate funds that can be available as these opportunities present themselves.

In the past, we have utilized opportunity funds for consumer opportunities funds for consumer shows with partners including TBD, to assist with travel and production expenses for celebrities and press to cover local niche events, promote new events like the National Ice Fishing Tournament, and create out-of-home multi-media campaigns.

Many of these campaigns and events proved successful and even continue to this day as part of our annual plan.

In the past, we have utilized opportunity funds for consumer shows with partners including TBD, to assist with travel and production expenses for celebrities and press to cover local niche events, promote new events like the National Ice Fishing Tournament, and create out-of-home multi-media campaigns.

Measurable objectives:

- 3% increase (from July 2018 - June 2019) in West Yellowstone Visitations Tax Collected over the previous fiscal year.
- 1% increase in occupied room nights (from July 2018 - June 2019) over the previous fiscal year as reported by West Yellowstone TBD collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.
- 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point.
- 2% increase in mobile traffic (from July 2018 - June 2019) over the previous fiscal year.
- 8% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year.

Aligns with our goals of:

- Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continuing to target our limited funding as spent to reach an audience that not only requests travel information, but also arrives in West Yellowstone and spends significant dollars during the visit.
- Continuing to expand our marketing potential by participating in partnerships with other tourism partners.
- Increasing open rates to 20%
- Increasing CTR to 20%

A $15,000.00 Yes, we met our objectives for this method.

- 3% increase (from July 2018 - June 2019) in West Yellowstone Resort Tax Collected over the previous fiscal year.
- 1% increase in occupied room nights (from July 2018 - June 2019) over the previous fiscal year as reported by West Yellowstone TBD collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.
- 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point.
- 2% increase in mobile traffic (from July 2018 - June 2019) over the previous fiscal year.
- 8% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year.

NO

- 14% increase
- 13% CTR
- 16% Open, 7% CTR

$9,354,830+ online conversations from around the world from January 1, 2017 – December 31, 2017

This analysis applies a custom, text- and image-based algorithm focused on conversations about West Yellowstone and its connected tourism region. To provide further context for the results, the comparative destinations (as defined) were included in the analysis:

- Cody
- Red Lodge
- Bar Harbor
- Coeur d’Alene
- Banff

More than 500,000 different sources were included in the analysis, including local newspapers and blogs, trip-reviews, social media networks (Twitter, Facebook, Instagram, Tumblr, YouTube and TripAdvisor).

The report gave us a baseline, plus identified key areas that were performing well, and those that we could develop even more through niche marketing efforts. It also helped us to identify what visitors were lacking to experience and how they experience things in our area.
## Marketing Support

### Administration

**Yes**

Administrative funds are utilized to cover costs attributable to the implementation of the individual marketing methods/segments within our plan, strategic planning and dissemination of information to our partners. All uses align with the TAC Rules & Regulations. These may include and are not limited to:

- Equipment, registration fees for development/harvest, office supplies and rent, travel expenses, utilities, bank and accounting fees, reference materials, appropriate wages and other costs that aid in the implementation and completion of methods.

<table>
<thead>
<tr>
<th>Measurable objectives:</th>
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<tbody>
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Aligns with our goals:

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

**$56,400.00**

We will continue to use this method and include in our budget for the foreseeable future.

### General

- 3% increase (from July 2018 - June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year. **At time of report: 2.83% increase.**
- 1% increase in occupied room nights (from July 2018 - June 2019) over the previous fiscal year, as reported by West Yellowstone TID collections. **At time of report: 0.61% increase.**
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service. **At time of report: Approx. 0.5% increase.**
- 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point. **At time of report: 9.9% increase.**
- 2% increase in mobile traffic (from July 2018 - June 2019) over the previous fiscal year. **At time of report: 22% increase.**
- 8% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year. **At time of report: 11% increase.**

### Website:

- 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point. **At time of report: 5% increase.**

### Social Media:

- 8% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year. **At time of report: 15% increase.**

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## Fiscal Year Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Measurement</th>
<th>Time Period</th>
<th>Goal</th>
<th>Achieved</th>
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Marketing opportunities that encompass larger and unique buys like transit system signs and new electronic billboards in key markets, airport displays and others would fall into this method. At this time, we do not have specific buys or markets developed, but this line item allows us to allocate funds that can be available as these opportunities present themselves.

In the past, we have utilized out-of-home multi-media campaigns in key markets like Utah in their transit systems. These campaigns have been successful and we would like to incorporate them again, possibly in conjunction with other community partners, region or CVBs.

Aligns with our goals:

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

**$25,000.00**

We did not spend any lodging facilities tax funds in this line item this fiscal year, but will continue look for opportunities in the future.
new products that appeal to different market segments or enhance existing ones. West Yellowstone has recognized that our biggest area of growth are the shoulder seasons (Spring/Fall), therefore we are committed to expanding the marketing of these seasons, while also adding to and enhancing our existing winter marketing campaigns.

Aligns with our goals of:

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- Continuing to expand our marketing potential by participating in partnerships with other tourism partners.

Additional objectives:

- Attend all of the Council meetings, unless excused pre-meeting, for acceptable work or weather reasons. Result: all meetings attended by Marysue Costello and/or Wendy Swenson. Where both attended, any additional expenses for Marysue were covered with private funds.
- Attend partner meetings or trainings when offered. Result: all meetings were attended by Marysue Costello and/or Wendy Swenson. Where both attended, any additional expenses for Marysue were covered with private funds.
- Governor’s Conference on Tourism: Butte, Montana, April 14-16, 2019. Result: Wendy Swenson attended as did Marysue Costello (private funding). Networked with colleagues, industry experts and tourism partners. Gained knowledge on trends implementing Montana brand pillars and creative solutions to challenges and opportunities. Marysue was also a presenter at one of the workshops.

Marketing Support: TAC/Governor’s Conference meetings: Yes

Approved organizations are required to have one paid staff or board member at each Tourism Advisory Council meeting, preferably the representative who works most closely with the Department.

Attendance ensures that participating organizations are aware of current events, changes to rules and regulations, new funding opportunities and yearly approval of the Marketing Plan.

Measureable objectives:

- 3% increase (from July 2018 - June 2019) in West Yellowstone Resort Tax Collections

While this element of the plan is required, because of the learnings and networking these occasions provide, it is highly beneficial. $4,500.00 was approved. This method is successful, and because it is a required part of our annual Marketing Plan and budget, we will continue to use it.

Year: At time of report: 12.5% increase
- Facebook – 9%
- Twitter – 0% (platform did a sweep of bots)
- Pinterest – 4%
- Instagram – 37%

Electronic Advertising (E-Mails):

- Increase subscribers by 5%. At time of report: 14% increase
- Local emails (B2B): Increasing open rates to 35%, CTR to 20%, and subscribers by 5%. At time of report: 31% Open, 13% CTR
- General/niche emails (B2C): Increasing open rates to 30%, CTR to 20%. At time of report: 16% Open, 7% CTR

Email marketing stats: Industry Avg – Travel:

- Open rate – 23-25%
- Click to Open – 13-15%
- Unsubscribe rate – .21%

Texting/Chat Program:

- 95% of our local lodging partners displaying and utilizing program materials provided.

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In Yellowstone Country, our region and CVB representatives also try to have seasonal meetings where we address regional issues and opportunities to work more cohesively. During meetings, we also have opportunity to network with other organizations. We can explore unique ideas, challenges, and brainstorm new ideas.

These are also opportunities to educate each other and our Tourism Advisory Council members about our regions and destinations. Additionally, we are afforded opportunities to learn more about trends, ongoing research, and potential partnerships outside of the more traditional tourism realms.

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The Annual ITMR report shows the West Yellowstone visitor guide was used high in the number of visitors, and even higher once visitors arrive. The ITMR report released a report from a study done in conjunction with Destination Analysts regarding DMO Visitor Guides that support this information as well. Some of the highlights follow:

**Reasons for Ordering Guides:**
- To help plan their vacation (53.4%)
- To review information about the destination (47.8%)
- To have a guide to take on their trip (44.6%)
- Just under 10% ordered the guide specifically for trip research

**Usage & Trip Behavior:**
- Nearly 70% of potential visitors actually travel to the destination after receiving the DMO visitor guide.
- The majority of visitor guide requestors initially learn about the DMO’s visitor guide on the DMO’s website or through search engine results and ads, versus it being a habit to order visitor guides.
- These trips are largely vacations in which the visitor stays in a hotel.
- Nearly all listed attractions characterize their trip as a vacation and 68.8% stay in a hotel.
- One in five visitor guide users had not yet made their destination decision when they requested the guide.
- Of those that are subject to influence by the guide, nearly 90% ultimately decide to visit the destination because of the DMO’s visitor guide.
- 27.8% of those that had already made the destination decision when they requested the DMO visitor guide said the guide ultimately influenced the number of days they spent in the destination.

**Measureable objectives:**
- 3% increase (from July 2018 - June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights (from July 2019 - June 2020) over the previous fiscal year, as reported by West Yellowstone TBRD collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service. Additional objectives:
- Distribute of 45,000 copies of the West Yellowstone Visitor Guidebook.
- Demand for West Yellowstone’s Visitor Planner by Visitors.
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The number of travelers stopping at the West Yellowstone Visitor Center is significant. The door count for FY19 was 181,866 visitors (7% increase over previous year), and current FY to date the Visitor Center has served nearly 130,000 visitors. Visitors were recorded from over 45 countries and all 50 states. The VIC staff also answers phone calls and email requests for information.

By having the interaction with visitors, many times a day, increase the quality of guests’ experience (i.e., an activity they hadn’t known of or planned), length of stay and the potential for a return visit not to the West Yellowstone area and, as well, visits by their friends and family.

<table>
<thead>
<tr>
<th>Content Consumed:</th>
<th>Yes</th>
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<tbody>
<tr>
<td>- attractions (72.7%)</td>
<td></td>
</tr>
<tr>
<td>- maps (65.4%)</td>
<td></td>
</tr>
<tr>
<td>- travel tips (55.3%)</td>
<td></td>
</tr>
<tr>
<td>- events (53.5%)</td>
<td></td>
</tr>
<tr>
<td>- dining (52.2%)</td>
<td></td>
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<tr>
<td>- articles and features (50.3%)</td>
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The VIC staff is our most critical marketing product “on the ground” here in West Yellowstone. The annual TRR report shows that the Visitor Center is utilized by the majority of visitors once they reach West Yellowstone. Our destination marketing efforts bring visitors to or through West Yellowstone via Yellowstone Park. However, our VIC staff has the ability to impact length of stay and quality of experience many times, each and every day.

This aligns with our goals of:

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

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<td>- 1% increase in mobile traffic (from July 2018-June 2019) over the previous fiscal year for online campaign landing pages as entry point.</td>
<td></td>
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<tr>
<td>- 2% increase in social media followers (from July 2018-June 2019) over the previous fiscal year.</td>
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<tr>
<td>- 8% increase in social media followers (from July 2018-June 2019) over the previous fiscal year.</td>
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<tr>
<td>- 10% increase in occupied room nights (from July 2018-June 2019) over the previous fiscal year, as reported by West Yellowstone TRID collections</td>
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</tbody>
</table>

### Content Consumed:

- Attractions (72.7%)
- Maps (65.4%)
- Travel tips (55.3%)
- Events (53.5%)
- Dining (52.2%)
- Articles and features (50.3%)
The West Yellowstone Chamber has had a marketing and public relations position for over ten years. We have found this position to be very efficient and cost effective. The value of the local knowledge of the community and of situations cannot be overstated. This position has critical marketing and public relations responsibilities including:

- Creation, administration, and execution of the annual marketing plan, projects and budgets for Accommodations funding. Work closely with other marketing organizations (local, regional) for grants and additional funding options, as well as co-operative advertising opportunities.
- Determine and sustain new markets that diversify shoulder seasons west of Yellowstone Park
- Determine social media marketing strategies, management (including creation and placement) for social media platforms. Create social media marketing advertising campaigns.
- Drive internet marketing programs including SEO and SEM, website optimization, and online advertising campaigns. Content creation, content and emerging library development and management, working closely with media, social media, and other on-line programs.
- Raise the level of marketing awareness and participation within our community through workshops and seminars, weekly marketing briefs, monthly marketing reports at Chamber (CVB) meetings, and quarterly meetings of the Chamber Marketing Committee. Work to promote MOTBD, Yellowstone Country and West Yellowstone brand messaging.
- Coordination of publicity efforts including content creation and response as needed for news releases, PSAs, radio and television interviews, as well as on-line event calendars, blogs, and promotions.
- Organize resources and participate in media and familiarization tours. Create and implement crisis management plans with unified public relations and community wide updates to ensure accurate, timely, and consistent progress and communication.

Because the Marketing/PR position is held by someone who lives and works in West Yellowstone, they have a deeper knowledge of the community and its needs. They can react quickly on short deadlines and when communications are needed between businesses and the administration.

The Marketing/PR position is required to communicate directly with our marketing and public relations partners to help develop marketing opportunities which arise with quick turnaround and deadlines. This person is also able to react quickly when crisis management is needed.

The Marketing Director position was designed to spearhead projects so as to ensure consistent progress and message, create strong private and public sector partnerships to expand our marketing resources, explore potential niche markets. This position is ideally filled by someone who lives in our community, understands its dynamics and that of surrounding areas, and can act as a 1st, 2nd, or 3rd line of support to help underpin marketing and publicity challenges requiring immediate and proactive action.

We will include a summary of hours worked in the year, samples of the marketing report given to the Board of Directors as well as of the “Monday Marketing Brief” intended to inform and encourage the private sector with the overall strategy to create greater marketing synergy.

Wendy Swenson began with us in July of 2013. Wendy’s extensive background and experience in marketing, along with her flexibility, her complete ability to be self-directed and her self-confidence make her ideal for this position. West Yellowstone is exceptionally fortunate to have been able to acquire and retain her services.

Currently we see the activities of our marketing position fall into five basic categories and within each of those a variety of activities are expected and deliver. We would also note that it is nearly impossible to list each category since each affects the other. The following blend almost equally. It is, after all, the whole that counts.

Strategy and Planning:

- Nearly 32 percent of Wendy’s time was spent in this area. This is quite fluid since the same activity may affect several areas. This bucket also contained Marketing Committee meetings where overall strategies were established and methods to obtain the goals of those strategies were discussed which Wendy then implemented.
- Wendy continued to build on her excellent relations with other organizations and private businesses for marketing synergies and partnerships—an expansion of this position. The time for these efforts, meetings and conversations was included in this bucket as well.

### Measurable objectives:

- 3% increase (from July 2019 - June 2019) in West Yellowstone visitors over the previous fiscal year.
- 1% increase in occupied room nights (July 2019 - June 2020) over the previous fiscal year, also reported by West Yellowstone TBID collections.
- 0.5% increase in recreational visits using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.
- 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point.
- 5% increase in mobile traffic (from July 2018 - June 2019) over the previous fiscal year.
- 8% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year.
- E-news goals:
  - Increase subscribers by 5%.
  - Local email blasts:
    - Increasing open rates to 50% of our local lodging partners providing and utilizing program materials provided.
- Website:
  - 10% increase (from July 2018 - June 2019) over the previous fiscal year for online campaign landing page as entry point. At time of report: 22%
  - 2% increase in mobile traffic: (from July 2018 - June 2019) over the previous fiscal year. At time of report: 11%
- Social Media:
  - 5% increase in social media followers (from July 2018 - June 2019) over the previous fiscal year. At time of report: 12.5% increase.
- Facebook – 5%
- Twitter – 0% (platform did a sweep of both)
- Pinterest – 4%
- Instagram – 39%
- Electronic Advertising (E-Blasts):
  - Increase subscribers by 5%.
  - Local emails (B2B): Increasing open rates to 30%, CTR to 20% and subscribers by 5%.
  - At time of report: 31% Open, 13% CTR, 25% Sub.
  - Instagram: Increasing open rates to 30%, CTR to 20%. At time of report: 18% Open, 7% CTR.
- Texting/Chat Program:
  - 65% of our local lodging partners displaying and utilizing program materials provided.

And, yes, we will continue to use this method. As we feel the evaluation has indicated, it is effective.
continually updated information is sent to area businesses, residents, and visitors. This helps us reach our goals of:

- Attracting visitors to Yellowstone by communicating an image that is consistent with our long-term vision of Yellowstone as a vacation destination.
- Continuing to target our market as accurately as possible, to assure funding is used to reach the right audiences.
- Using social media to provide information, travels to West and spends significant dollars.
- Continuing to expand our marketing potential by participating in partnerships with other tourism organizations.

Activities to achieve these goals often included information for businesses to share with their customers. This time, too, was included in this category.

Social Media:

Time devoted to this area was just over 2%, considerably lower than last year. This was due primarily to the fact that we were able to hire a part-time assistant, Trent Redfield, whose entire focus was social media. Trent has quickly looped the Chamber into local social media networks. He planned and lead social media “meet ups” that encouraged our visitors and members to participate and expand their interests and capabilities.

West Yellowstone continues to be very active on Facebook (with several of its own pages), Twitter, Instagram, YouTube and regularly researching and exploring other social media means.

YouTube and Web:

This area consumed just over 9% of Wendy’s time. Again, the entrance of a part-time assistant devoted to social media and the web made the difference.

In this year, too, Wendy continued to devote time and energy to developing stronger blog content and relationships with bloggers.

We always are looking toward page enhancements, working with specials, directing the updating of the Kids ‘N’ Snow website and responding to emails to the DestinationYellowstone.com site.

As well, time is devoted to research to ascertain best use of marketing dollars on the web for various campaigns.

Method Implementation:

This section covers hours that can be directly attributed to the actual delivering of the marketing methods and segments established within our marketing plan and the subsequent reporting. Within each method there is an overlap into web/internet and social media that cannot necessarily be assigned to a particular method.

Wendy devoted just over 30% of her time specifically to the accomplishment of methods that would have ranged from design to placement and implementation.

Reporting and Evaluations:

Nearly 8.5% of Wendy’s hours were spent in this area on which so many of our decisions are based.

The following are the evaluation mechanism used and the results.

General:

- 3% increase (from July 2018-June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year. At time of report: 2.83% increase
- 1% increase in occupied room nights (from July 2018-June 2019) over the previous fiscal year, as reported by West Yellowstone TBSD. At time of report: Approx. 2% increase
- 0.5% increase in recreational visitors
A crisis management plan is needed to address unexpected natural disasters or government actions. In the event of an emergency, we need to be able to react quickly and effectively. A crisis management plan would include:

- Our crisis management plan would include these local businesses.
- Visitor Information Center to distribute bulletins to relations and other support staff during the crisis.
- Including increasing hours of marketing publication.
- Include additional unanticipated expenditures successfully used in the past. This could be used in the future.
- We need to proactively implement a crisis management plan to be able to react quickly when faced with the unexpected natural disasters or earlier closing of Yellowstone Park to visitors.

The chance to take advantage of a limited window of opportunity. Increasing our possibility of retaining visitors and potential visitors when things happen that are out of our control by participating in partnerships with private businesses and with other tourism organizations. Targeting our market as organizations.

As evidenced with the Yellowstone River Closure in 2016 and wildfires in Greater Country in 2017, we need to be able to react quickly when faced with the unexpected natural disasters or earlier closing of Yellowstone Park to visitors.

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Time is something that is in very short supply when a crisis breaks. As a result of events including Park closures, access restrictions, delayed openings, sequestrations and budget cuts, West Yellowstone recognizes that we face challenges communicating the traveling public that our destination is value-based and consistent with our long-term vision of West Yellowstone.

Measurable objectives:
- 3% increase from July 2018-June 2019 in West Yellowstone Resort Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights (from July 2018-June 2019) over the previous fiscal year, as reported by West Yellowstone TBID collections.
- 0.5% increase in recreational visitors using the west entrance to Yellowstone Park over a 5-year rolling average of west entrance visitation as reported by the National Park Service.
- 10% increase (from July 2018-June 2019) over the previous fiscal year for online campaign landing page as entry point.
- 2% increase in mobile traffic (from July 2018-June 2019) over the previous fiscal year.
- 5% increase in social media followers (from July 2018-June 2019) over the previous year. At time of report: 15% increase.
- 8% increase in social media followers (from July 2018-June 2019) over the previous year.
- At time of report: 12.5% increase.
- At time of report: 14% increase.
- At time of report: 31% Open, 18% CTR.
- At time of report: 16% Open, 7% CTR.
- 50% of our local lodging partners displaying and utilizing program materials provided.
Marketing Support

Outreach: Yes

As a small, rural community who relies on tourism as our number one industry, it is important to provide our businesses with current and relevant information regarding the travel industry to help them maximize their efforts and success, as well as the community as a whole.

Previously, MOTBD provided communities with front-line customer service training workshops, which the Chamber previously enhanced. Since a change in the program, the VJC, Chamber and TBD staff have offered a half day Frontline Training seminar in conjunction with the Host Week program West Yellowstone shares with Big Sky. This has been one of the most highly attended workshops in West Yellowstone. Businesses find it necessary for their changing seasonal staff and those new to our community.

The Chamber also offers Learning Workshops throughout the winter season including customer service, marketing and other tourism related topics. These are two examples of what this method may help fund, but other opportunities may arise in which we would like to participate.

In past years, over 100 participants have come to the Local Superhost training held each spring. The Chamber’s learning workshops have also had 20-30 participants. Customer service and front-line training are important to businesses. Often, businesses are forced to train their own staff and often on their own time. By offering structured training workshops, the Chamber can help support their efforts.

Currently, our Marketing Director sends out a weekly email with community information and current marketing trends and tips which has an open rate of over 35%. Along with TBD, we have provided a local information time in conjunction with the Superhost training, which employers find valuable for their summer staff.

Over the previous fiscal year:

- **Electronic Advertising (E-blasts):**
  - Increase subscribers by 5%
  - Local emails (IDB) Increasing open rates to 35%, CTR to 20% and subscribers by 5%.
  - General/niche email (ISC) increasing open rates to 30%, CTR to 20%

**Testing/Chat Program:**
- 50% of our local lodging websites utilizing chat/web chat
- Creating and distributing program materials

As with our Visitor Information Center staff, our front-line employees are essentially guides for our visitors when they arrive. The more information these employees can provide to their guests about local services and attractions, the more comfortable our guests will feel and the potential for a longer stay emerges. In turn, good customer service leads to good reviews and word-of-mouth marketing, which leads to more potential visitors and return visitors. This helps us meet our goals of:

- Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Continuing to expand our visibility by participating in partnerships with other tourism organizations.

**$5,000.00**
Yes, we met our objectives for this method.

- 3% increase from July 2019 – June 2020 in West Yellowstone Resort Tax Collections over the previous fiscal year. At time of report: Approx. 3% increase.
- 1% increase in occupied room nights (from July 2019 – June 2020) over the previous fiscal year, as reported by West Yellowstone TBD collections. At time of report: Flat.

Some of the expenses were from the Marc Wilson seminar from FY18, which was reported with FY18 completion reports.

The remaining expenses were for our annual Frontline Training workshop held each year at the beginning of our summer season. During this half-day workshop, we invite our local businesses to send front desk and other staff who interact daily with visitors to attend free of charge. The workshop focuses on local information including maps, general information and Yellowstone Park FAQ.

This year, we brought Pam Gosink, in conjunction with Flathead Community College, in to provide customer service training as well.

We had over 50 attendees. We used a registration sheet and head count. Pam also provided forms for feedback, which we were given copies of for future planning purposes.

We consider this to be a successful method of enhancing our community education and partnerships. We will continue to use this method as the occasion or opportunities arise, including Frontline training and other possible mentors or speakers.

The following collateral/samples are presented to the Department for permanent filing and review by the public:

- Postcards – 4x6
### Fam Trips

Public relations challenges for FY19 will derive from known factors and possibly unanticipated ones as well. We are allocating funds to help aid in our communications with potential visitors and those who already planning their trip to West Yellowstone should the need arise.

We will incorporate press promotions/releases into our overall marketing plan to enhance and support our tourism partners, and we may pursue this avenue in the near future.

Public relations opportunities related to Yellowstone National Park and others are very beneficial for West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever-increasing intergenerational niche. And, while it is critical to market to our historical niche markets, it is just as important to develop new products that appeal to different market segments or enhance existing ones.

Aligned with our goals of:

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

We supported FAMS/Influencers from FY19. All of these were vetted and hosted by our partners, and we assisted while participants were on location in West Yellowstone.

We also assisted with two independent trips: Publisher/photographer from the Dallas Telegraph with a unique Russian American audience, and Linda Aksomitis of the Dallas Morning News. We also assisted with two independent trips: Publisher/photographer from the Dallas Telegraph with a unique Russian American audience, and Linda Aksomitis of the Dallas Morning News.

In the past we have supported MOTBD, Yellowstone Country Region, and other trips. These operators and press have provided West Yellowstone with champions to put our best foot forward and make important networking connections. Digital FAM and influencer trips can be very beneficial for West Yellowstone and Montana. Digital and social media has made it easier to track ROI. With the growth in international travel and even some regions in our area like Northern Utah, having professional and reliable representation by operators and media will be beneficial to our town and area. Digital FAM and influencer trips are becoming popular and beneficial to DMO’s and we may pursue this avenue in the near future.

### Publicity

<table>
<thead>
<tr>
<th>Publicity</th>
<th>Fam Trips</th>
<th>Measurable objectives:</th>
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</table>

For the current fiscal year, we will prioritize the following objectives:

- **3% increase (from July 2018- June 2019) in West Yellowstone Resort Tax Collections over the previous fiscal year. At time of report: 2.03% increase**
- **1% increase in occupied room nights (from July 2018- June 2019) over the previous fiscal year, as reported by West Yellowstone TBD collections.**
- **6% increase in recreational visitors over the previous fiscal year, as reported by West Yellowstone TBD collections.**
- **4% increase in average entrance visitation as reported by the National Park Service.**
- **0.5% increase in recreational visitors over the previous fiscal year, as reported by West Yellowstone TBD collections.**
- **2% increase in mobile traffic; (from July 2018- June 2019) over the previous fiscal year. At time of report: 2% increase.**

### Fiscal Year Objective

- **8% increase in social media followers (from July 2018- June 2019) over the previous fiscal year. At time of report: 3% increase.**
- **Facebook – 3%**
- **Twitter – 4% (platform did a sweep of bots)**
- **Pinterest – 4%**
- **Instagram – 27%**

We supported FAMS/Influencers from our Yellowstone Country partners and MOTBD in FY19. All of these were vetted and hosted by our partners, and we assisted while participants were on location in West Yellowstone.

We also assisted with two independent trips: Publisher/photographer from the Dallas Telegraph with a unique Russian American audience, and Linda Aksomitis who has a travel blog and writes for Gadzooks.ca from Canada. Both of these paid for the majority of their travels and planned their own itineraries. Our lodging and activity partners provided accommodations and we hosted them for meals and information.

We were very happy with the coverage from social media and published pieces from these tours. We also heard positive feedback and follow-up questions from some of the participants.

We will continue to host vetted FAMS, journalists and influencers in conjunction with our partnerships with other tourism partners including UT, regional, and MOTBD. We will continue to use and update the application and list of criteria we created to help us vet the many requests we receive to make sure West Yellowstone and Montana is correctly represented and we see ROI.

The itineraries, including lists of participants is attached, as well as social and publication links.

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*Disclaimer: The data and figures mentioned are for illustrative purposes and may not reflect the actual numbers.*

<table>
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<th>Website:</th>
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<tbody>
<tr>
<td><strong>10% increase (from July 2018- June 2019) over the previous fiscal year, as reported by West Yellowstone TBD collections. At time of report: 11% increase.</strong></td>
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## Miscellaneous Attachments

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