

Research for Marketing Methods

"Conduct research to understand the market around you and how it is affected by tourism. Whether you operate directly in the tourism sector, such as by running a bed and breakfast, or indirectly by offering goods and services in which tourists may be interested, it's beneficial to understand how your business is affected by tourism. By conducting tourism research, you may be able to identify a new segment of your audience."
Importance of Tourism Research, Anam Ahmed

According to [Entrepreneur Magazine](#), market research is the process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face.

Research is vital to the creation of a solid marketing plan. Timely, relevant, factual data and research is to be included in support of each segment and method of the annual marketing plan in WebGrants.

Per the [Rules and Regulations](#):

5.4.1 Marketing Narrative Research & Supporting Data – What research supports your target marketing?

6.2 Strategy and Marketing Methods – Describe supporting research/statistics to the extent it's available. This applies to ALL marketing segments and methods. 14.1-14.6

7.1 Council Considerations in the Review Process – Does market research or previous experience support this type of method as viable?

Administration

This is an operational method employed by the organization in order to adhere to the governing rules and regulations.

The CVB has used Administration funds every year since becoming a CVB. While it may not be directly supported by specific research, past experience has demonstrated that the organization's operations and successful marketing relies on administrative funds. Often the Administration funds budget is added to or combined with other administrative funds provided by the joint operation of a CVB, Chamber of Commerce, TBID, or other. Without these funds it may not be economical or feasible to have permanent staff administering the CVB.

Billboards / Out of Home Advertising

Nielsen, Outdoor Advertising Association of America (OAAA) <https://www.lamar.com/howtoadvertise/Research/2019-Nielsen-Out-of-Home-Advertising-Study>

Nielsen conducted 999 online surveys March 27 - April 5, 2019, with a national sample of US residents age 16+. Respondents were screened for having traveled on foot, in a car, truck, or other private vehicle, ridden as a passenger on a public bus, taxi, commuter rail, or subway, in the past month.

The [Nielsen study](#), which offers a detailed look at America's travel habits and exposure to OOH ads, found roadside billboards are the most noticed OOH format. Eighty-one percent (81%) of adults surveyed have noticed a billboard in the past month, while 55 percent have noticed a digital billboard.

The study also found high levels of engagement with OOH in the past month, with 81 percent of adults noticing ad messages. Billboard advertising is the most engaging category; 85 percent who saw a billboard noticed the ad message.

"This study, which is the most in-depth analysis of OOH formats we've ever done, highlights the effectiveness of OOH as a highly engaging ad medium," said OAAA President & CEO Nancy Fletcher. "The research reveals consumers are interacting with OOH at record levels."

Additional report highlights include:

- 66% of smartphone users took some type of action on their device after seeing an OOH
- More than 40% searched for a brand online after seeing an OOH ad
- 20% of those who saw a directional OOH ad immediately visited the advertised business
- 74% who visited a business after seen a directional OOH ad made a purchase
- Adults ages 16 – 34 is the demographic most engaged with OOH advertising

"OOH drives consumer action in the real world," said Stephen Freitas, OAAA chief marketing officer. "Younger affluent consumers notice OOH the most, which is why the industry is seeing exceptional growth in sectors like technology and direct-to-consumer."

Cultural Tourism

Skift | <https://skift.com/2019/03/12/u-s-experiential-traveler-trends-2019-new-skift-research/>

Travelers are more motivated to travel by adventure than they were in the past. This year, there is also an increased preference for hyper-local, unique, and transformative travel experiences. Travelers are specifically looking for experiences that will change their world perspective. Travelers are also more thoughtful about the environment and their own personal wellbeing than they have been in the past years, and both of these things will have strong ramifications when it comes to their travel preferences and behaviors.

Earned Media

may also apply for

Familiarization Trips (FAM Trips) Press Promotions Press Trips Media Outreach

Outsell Inc. | outsellinc.com

The study [The Earned Media Opportunity](#), includes findings from Outsell's 2016 survey of over 1500 senior marketers, as well as interviews with CMOs. [Outsell](#), a research and advisory firm focused on media, information, technology, and the business of data looked to answer three key questions...

Audiences view earned media as the most authentic and trustworthy form of marketing; Earned media was rated as "More" or "As Effective" as paid media by 81% of small firm marketers vs. 73% at large firms; and B2B and B2C marketers agree that pull marketing methods such as social engagement and analyst evaluations are more effective than push marketing methods...

Ogilvy | <https://www.adweek.com/performance-marketing/study-earned-media-still-matters-a-lot/>

In fact, the survey reveals that earned media is still, by leaps and bounds, the most powerful resource for influencing purchasing decisions and business outcomes.

According to the study, traditional media outlets are still the most trusted sources of news, followed by influencer driven news. News generated by companies themselves, however, ranked as the least influential. Further, The majority of journalists surveyed (65%) agree that the more the (traditional) media covers a brand, the more credible the brand appears (within reason, of course; they also cautioned that too much coverage looks suspicious).

Some other key takeaways from the study include:

- 44% of respondents feel that today's campaigns require a combination of traditional, social and paid media.
- Almost half of respondents (47%) consider earned media the most influential medium of all when it comes to view earned media as most influential medium for driving purchasing decisions and business outcomes.

Electronic Messaging (Eblast, Email, Enewsletters) Digital Advertising

Destination Analysts | <https://www.destinationanalysts.com/insights-updates/>

66.4% of travelers rely on the opinions of in-person and/or through **direct contact (email, text, etc.)** for travel inspiration.

Google | <https://www.thinkwithgoogle.com/feature/travel-customer-journey-in-2020>

Phocuswright | <https://www.phocuswright.com/Free-Travel-Research>

“Brands can seize opportunities to personalize consumer experiences, even before they embark on a trip. With more travelers turning to digital for assistance, marketers can connect with customers when they first express intent through online inspiration or research. Travel companies can segment their audiences, combine first- and third-party data, and use machine learning to connect with customers. As traveler behavior continues to evolve, expectations will continue to rise. Navigating these changes can be challenging, but digital provides more opportunities than ever for marketers to meet traveler intent and expectations at every turn. And that's a trip worth taking.”

Partner Support

Rocky Mountain International | <https://rmimarketing.com/>

U.S. Travel Association | <https://www.ustravel.org/research/international-inbound-travel-market-profiles>

In 2019, U.S. Travel Exports (includes general travel spending, international passenger fares, as well as international traveler spending on medical, educational and cross- border/seasonal work-related activities) totaled \$255 billion. International Travel Imports totaled \$196 billion, creating a \$59 billion travel trade surplus.

International arrivals to the U.S. totaled 79 million in 2019, about half of whom came from overseas.

The United States' share of total international arrivals is 5.4% (down from 6.4% in 2015).

The United States' share of global long-haul travel is 11.3% (down from 13.7% in 2015).

International travel spending directly supported about 1.2 million U.S. jobs and \$33.6 billion in wages.

Each overseas traveler spends approximately \$4,200 when they visit the U.S. and stays on average 18 nights.

Overseas arrivals represent about half of all international arrivals, yet account for 84% of total international travel spending.

Top leisure travel activities for overseas visitors: (1) shopping; (2) sightseeing; (3) fine dining; (4) national parks/monuments; and (5) amusement/theme parks.

Printed Material Travel Guide

Travel and Tourism Research Association

https://ttra.com/wp-content/uploads/2018/04/Value_of_Print_White_Paper_Final_June_01_2017_Chris_Adams.pdf

53% of US travelers report using a printed resource in planning their travel in the previous 12 months; 896 million trips were taken in the last 12 months by this group of US travelers; 24% of US travelers indicated they used an official destination visitor guide in the past 12 months to plan a trip; 400 million leisure trips were taken by this group of US travelers in the past year – spending an estimated \$161 billion; 88% of readers who were undecided indicated that the official visitor guide influenced their decision to visit of visitors to make specific planning and booking. Official visitor guides are used by up 79% decisions on their trip. Visitors use the official visitor guides to make decisions on the following:

- 79% activities and attractions to enjoy
- 54% places to eat or enjoy ○ 21% places to stay

https://www.researchgate.net/publication/257881050_Is_An_Advertisement_Worth_The_Paper_It's_Printed_on_The_Impact_of_Premium_Print_Advertising_On_Consumer_Perceptions

Results show that tested advertisements employing premium-print technologies convey a greater sense of uniqueness and prestige than conventional advertising, boost consumer attitudes toward an advertisement as well as toward the brand and enjoy higher ratings on measures of willingness to buy, positive word of mouth, and consumer willingness to pay a price premium.

Print Advertising

Destination Analysts | <https://www.destinationanalysts.com/insights-updates/>

Print usage in travel planning has risen close to 50% of American leisure travelers and the use of DMO print visitor guides has risen to just over 20%. While this rise may not signal any longer term trend there is clearly no evidence of a long-term decline in print or DMO guide usage. According to the *State of the American Traveler*, an independent research report by Miles Partnership, **print has consistently shown strength and even slow growth in print usage over the last five years. 24.4% of travelers rely on offline media including TV, printed newspapers, magazines, etc. for travel inspiration.**

Miles Partnership | <https://www.milespartnership.com/state-american-traveler>

The State of the American Traveler, Destination Analysts

Despite 72%+ of Millennials using smartphones in trip planning (vs. only 26% of Baby Boomers) they are just as likely to use print overall, almost as likely as Baby Boomers to order an official print guide and more likely to visit a DMO website. Multimedia—indeed, “Masses of Media”—is critical for reaching and engaging with younger US travelers. *State of the American Traveler*, Miles Partnership

MPA The Association of Magazine Media | <https://www.magazine.org/>

<https://www.magazine.org/five-year-review?hkey=e862a7c7-e687-429e-84a4-9835f29b2ca8>

Promotional Products

Advertising Specialty Institute | <https://media.asicentral.com/resources/impressions-study-2016.pdf>

Social Media

Market Force | <https://www.marketforce.com/>

A recent industry survey conducted by Market Force - a worldwide leader in customer intelligence solutions reports in querying more than 12,000 consumers in the US and UK, they wanted to see how consumers engaged with varying industries - retail, restaurant, travel, entertainment and financial businesses to be specific, via the big dogs of social media: Facebook, Twitter, LinkedIn and Google+.

One finding which was not surprising was the fact that 81% of US respondents indicated posts from their friends directly influenced their purchase decision. This finding supports an early study done by the Chief Marketing Officer (CMO) Council and Lithium, a social media tech firm, which revealed 80% of respondents "tried new things based on friends' suggestions." 78% of respondents said the posts by companies they follow on social media impact their purchases decisions

TAC/Gov Con & Meetings

Suggested language for organization to customize:

This is an operational method employed by the organization in order to adhere to the governing rules and regulations.

While it may not be directly supported by specific research, past experience has demonstrated that the organization's operations and successful marketing relies on participation of the executive director at quarterly Tourism Advisory Council Meetings whereby pertinent information is shared and action is taken.

Past experience attending the Montana Governor's Conference on Tourism and Recreation has also shown to be beneficial as a networking, training and education event. The executive director, members of the board and staff have participated in meetings and conference every year the organizations has been a CVB.

Travel / Trade Show

Outsell Inc. | <https://www.outsellinc.com/product/digital-transformation-in-the-exhibition-industry/>

These key results show that 72% rate "Difficulty identifying and engaging with right prospects at the right time" as a problem and barrier toward achieving their marketing objectives.

The No. 1 ranked factor for allocating spending is "Maximizing pre-qualification of our prospects" (2013 through 2016).

Exhibition (trade shows) are the third highest form of lead generation with close to \$9billion spent in 2016. 1

Direct Mail

2 Email

3 Exhibition

4 Conferences

5 Print Magazine

6 Print Newspaper 7 Mobile

VIC Funding Staffing Signage

Destination Analysts | <https://www.destinationanalysts.com/insights-updates/>

66.4% of travelers rely on the opinions of **in-person** and/or through direct contact (email, text, etc.) for travel inspiration.

Video/Digital Advertising

Scholarworks | <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2238&context=ttra>

Hubspot | <https://blog.hubspot.com/> <https://blog.hubspot.com/marketing/state-of-video-marketing-new-data>
97% of marketers claim that videos help customers understand products.

Cisco | https://www.cisco.com/c/dam/m/en_us/solutions/service-provider/vni-forecasthighlights/pdf/Global_2021_Forecast_Highlights.pdf
<https://techblog.comsoc.org/2017/06/10/cisco-increased-use-of-web-video-to-be-82-of-all-internet-traffic-by-2021/>
Over 80% of all traffic will consist of video by 2021 Live video will account for 13 % of traffic by 2021

Social Media Today | <https://www.socialmediatoday.com/news/the-state-of-video-marketing-in-2018infographic/518339/>
90% of consumers claim a video will help them make a purchasing decision.

Wayfinding

Travel Wayfinding | <https://www.travelwayfinding.com/team/>

Dr Paul Symonds has a PhD in Wayfinding from Cardiff Metropolitan University in the UK. Paul works with the signage industry, airports and other locations providing wayfinding audits, consultancy and training.

Webpage Marketing

Search Engine Optimization (SEO) Search Engine Marketing (SEM)

McCarthy Group

<https://static1.squarespace.com/static/5c61c52811f78475c8a8a6c5/t/5c6c23f16e9a7f0b4e4ad353/1550590961706/mil-lenial+survey.pdf>

When done well, SEO can provide an important — and cost-effective — strategy for organic growth. In fact, the latest research from web analytics company Parse.ly shows Google Search accounted for around half of external referrals to the publishers in its network this past year. January 2019

The reality is that SEO still matters in 2020, though many of the practices and methods have changed. For example, Google's 2019 BERT update lit a fire under SEO professionals to focus more on optimizing content based on search intent rather than keywords. Many businesses still need SEO, but they'll need to adapt to the shifting landscape.

Brand Authority And Reach: According to the McCarthy Group 2014 survey, 84% of the millennial respondents said they don't like advertising (and many of them don't trust it). It seems that many of this generation of buyers are becoming more resistant to traditional tactics like cold calling, email spam and even paid ads.

But with SEO, businesses can reach this demographic where they are already looking for brands — search engines. SEO works as a form of inbound marketing that attracts customers to you rather than interrupting their natural scrolling with pushy sales tactics.

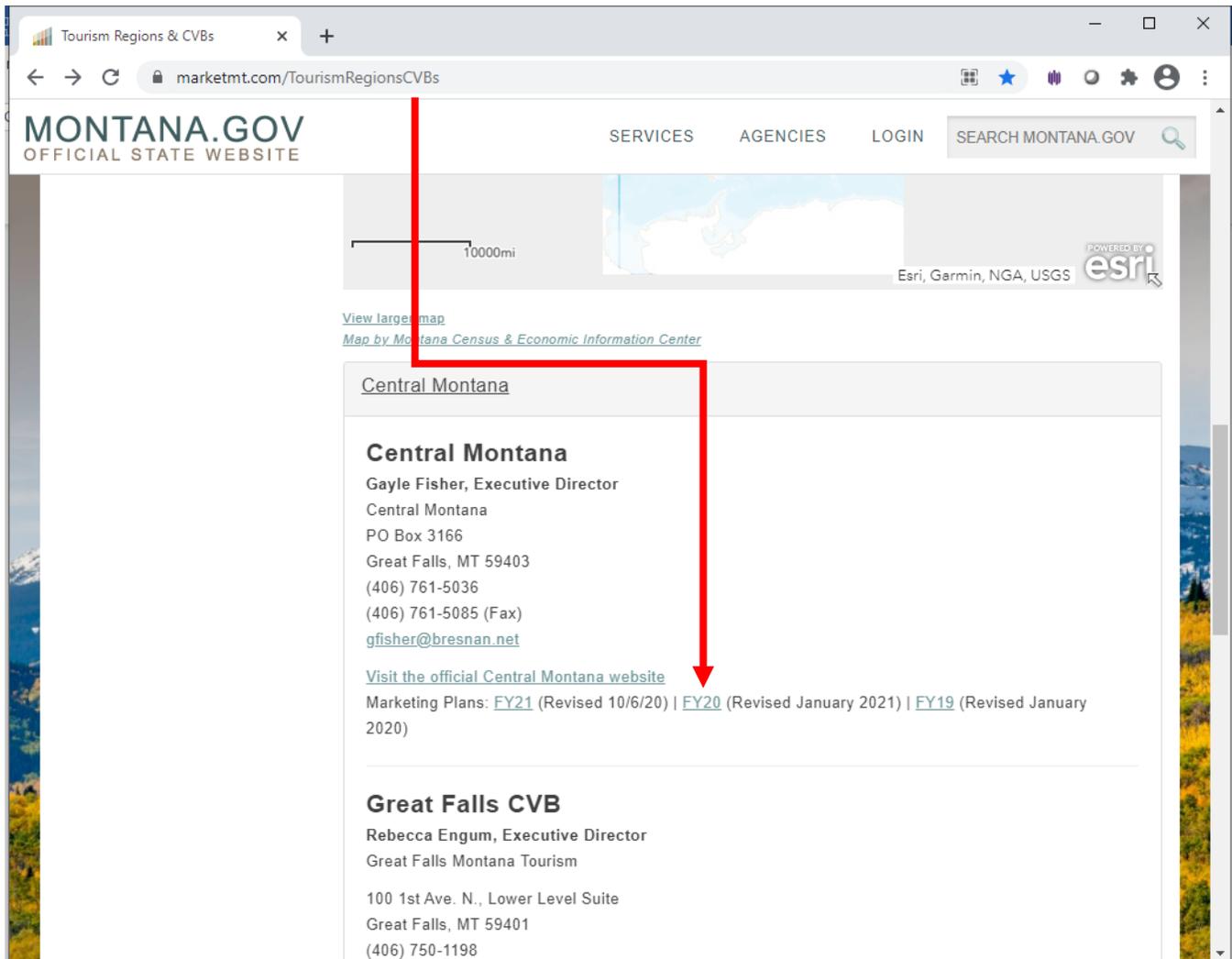
Search Engine Land | <https://searchengineland.com/search-engines-still-dominate-over-social-media-even-formillennials-308135>

Search Engine Traffic | <https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/>

In addition, the Regions and CVBs throughout the state provide excellent examples of marketing methods and the components that make up a marketing plan (research, statistics, measurements, evaluation, budget, descriptions, etc.).

Refer to their respective annual marketing plans that are accessible online to view and download. Visit the Regions/CVB page (scroll to bottom) <https://marketmt.com/TourismRegionsCVBs>

Contact Barb Sanem (bsanem@mt.gov) for further assistance accessing annual Marketing Plans.



The screenshot shows a web browser window with the URL marketmt.com/TourismRegionsCVBs. The page header includes the Montana.gov logo and navigation links for SERVICES, AGENCIES, and LOGIN. A search bar is also present. Below the header is a map of Montana with a 10000mi scale bar and an Esri logo. A red arrow points from the map area down to the 'Central Montana' section. The 'Central Montana' section lists Gayle Fisher as Executive Director, with contact information including PO Box 3166, Great Falls, MT 59403, phone numbers (406) 761-5036 and (406) 761-5085 (Fax), and email gfisher@bresnan.net. Below this is a link to the official Central Montana website and a list of marketing plans: FY21 (Revised 10/6/20), FY20 (Revised January 2021), and FY19 (Revised January 2020). The 'Great Falls CVB' section lists Rebecca Engum as Executive Director, with contact information including 100 1st Ave. N., Lower Level Suite, Great Falls, MT 59401, and phone number (406) 750-1198.