



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86688 - FY20 West Yellowstone Montana Chamber/CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY20 West Yellowstone Montana Chamber/CVB Marketing Plan
Grant Number: 20-51-023
Grant Status: Underway
Comments:
Applicant Organization: West Yellowstone Chamber of Commerce
Grantee Contact: Wendy Swenson
Award Year: 2019
Program Area: DOC Office of Tourism
Amounts:
Contract Dates: Contract Sent
Project Dates: 06/13/2019 07/01/2019 Contract Received
 Proposal Date Project Start 06/30/2020 Contract Executed
Grant Administrator:
Contract Number: Barb Sanem
Award Year: 20-51-023
 2019

Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

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

Project Start Project End

Comments
Amendment Comments

Community & Brand Support

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

As the closest entrance to Old Faithful and other popular Yellowstone National Park attractions, West Yellowstone has identified itself as the central 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 Clean air and water, abundant wildlife, scenic beauty, geothermal wonders and historical reference all have made West Yellowstone a national and international destination.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 (love this!!) 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, 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, new in 2019 the riparian exhibit with river otters and other native wetland species 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 transportation to our nation's first national park. 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 over two million 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.
- Internationally and nationally recognized, well-developed systems of winter trails.
- Ideal family vacation spot -affordable, fun, educational, clean, safe with a variety of activities.
- Seasonal airport served by a regional carrier offering daily jet service mid-May through mid-October (extended in 2019).
- Home of the Yellowstone Historic District.

- A host of year-round events.
- Central location to area downhill ski resorts.
- 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.

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.
- 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.
- Managing the increasing number of visitors and traffic flow.
- 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.
- Increased price in lodging
- Fewer RV space and services
- Non-resident ownership and partnership that limits community involvement.
- Lack of public transportation regionally and through the Park
- Limited food options and availability (fast food and convenience)
- Developing competitors in neighboring communities like Island Park

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 a 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

FY20_Competitor Chart.pdf

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

In West Yellowstone, we strive to target the best markets that will drive 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, and others we have recently received specific to West Yellowstone, 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.

Further research has shown us that our demographics are relatively split between male and female, skewing slightly depending on the season, average ages of 35-64. While our overarching group descriptors are Family Travelers, International and Active Mature, we are able to break these down even further to Bucket Listers, Experience Seekers, Dream Trippers, Adventure Seekers and Go For It Families (source: NSight)

We use our marketing funds to focus mainly on the family travelers and winter enthusiasts, incorporating niche messaging into our shoulder season campaigns. With our public/private partnerships, we are also able to penetrate some international markets including China, UK, Germany, Europe and India.

ADVENTURE SEEKER

- 25-35 years old
- Moving up in their career
- No family or very young family
- HHI @ 100K+
- 6+ trips per year, 2-3 trips around authentic experiences
- Frequently travels with other individual travelers

- Active on social media, spends time and money on interests
- Desired experience: Culture and adventure; Motivation

EXPERIENCE SEEKER

- 36-50 years old
- Professionals, established in career
- Double income, no kids
- HHI \$200K+, high disposable income
- 6+ trips per year
- Immersive travel experiences
- Looks at reviews, recommendations from experts and friends
- Desired experience: Leisure and culture; MeTime

DREAM TRIPPER

- 51-65 years old
- HHI @ \$150K+
- Couples traveling together; sometimes with friends
- Lots of planning, includes tours and package options
- 8+ trips per year, 2 big vacations and 6 getaways including visiting family
- Not highly engaged in social media, loyal to associations
- Desired Experience: Leisure and culture; story telling

BUCKET LISTER

- 66+ years old
- HHI @ \$100K+
- High percentage of income is fixed, tied to investments
- 5+ trips per year with longer stay periods
- Longer lead times, lots of research
- 2+ trips per year tied to visiting family
- Engaged in hobbies and interests
- Desired Experience: Culture; breath-taking

GO FOR IT FAMILY

- 36-50 years old
- HHI @ \$200K+
- Kids are older and can engage at the parents' level
- Mom makes decisions
- 7+ trips per year, 2 big vacations and 5 getaways
- Lots of travel centered on activities
- Unique experiences, higher end activities, creating memories matters most
- Desired experience: Leisure, culture, and adventure; excitement

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

top countries: Canada, UK, France, Germany, Australia, India, Netherlands, China and Italy

b. What are your emerging markets?

West Yellowstone's emerging geographic target markets include:

- Feeder markets to our local airports: Regional jet service with direct flights from Salt Lake City, UT to West Yellowstone May-June, and new direct flights into Yellowstone Bozeman International Airport, make for easier access from southern states like Texas, the Midwest, California and the East Coast.
- Domestically, we are seeing more East Coast markets climbing in our website traffic and visitation including Pennsylvania, Boston and New York. These tend to be repeat, niche markets for snowmobiling, Nordic ski and fly fishing. Internationally, Mexico and Spain are also increasing online traffic and visitation.
- Regional drive markets including ID, UT, WA, OR, CA, and WY for 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, Canada, India and China. (These campaigns tend to emphasize shoulder season travel.)

Optional: Include attachments here.

c. What research supports your target marketing?

We have increased our research and reporting to verify our markets. These include Visa Vue, NSight, Destination Think Sentiment Report, ITRR and reports in conjunction with MOTBD including Destination Analysts and Arrivalist. We have been able to track visitors who travel to and through our area, and also see how much they are spending and what they are spending it on. We were excited to see that the findings by Destination Analysts, NSight and Destination Think reinforced our niche markets and activity based groups. The experiences they are having are positive. We also fully recognize the importance of the high potential visitor. We 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/Glacier National Park, Mountains/Forests, Snowmobile, Fishing
- Top Niche Activities: Snowmobiling, Fishing, Wildlife Watching, History & Culture
- The majority entered MT through West Yellowstone by motor vehicle.
- WY Visitor Center welcomed over ? guests in 2018 (?% increase over 2017).
- VIC = 61% use internet for trip planning, 28% recommendations from previous visitors, 16% mobile apps, and once here 32% used Visitor Information Center staff
- Visitor Breakout = 60% are repeat visitors, 25% first-time, 15% mixed; and 70% plan to return within 2 years
- Average age is 57. Average household income \$75,000-\$100,000.
- Average group size was 2.66 (couples and families).
- Top five activities include scenic drives, wildlife, photography, day hiking, RV/camping
- Average night stay 5.95 nights in MT (spent at least one night in W. Yell).
- Top 5 States: CA, WA, UT, TX, ID
- Top 5 Countries: Germany, Great Britain, Canada, Australia, Spain

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 & Garden

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 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 Perce 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 year-round destination, emphasizing our numerous outdoor adventure niches, and central location to Park and area attractions.
- 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, Yellowstone Country, and other entities as we carry on toward fulfilling the goals of the MOTBD strategic plans. We will also draw upon our private sector marketing partners. We understand the value of participating in joint ventures 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 MTOT 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, yet targeted audience, and provides clear ROI tracking.

We do not have the budget to participate in large print campaigns with the repetition needed to be successful, but if package promotions including print, digital, social, etc were presented, we would be interested.

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 and LiveIntent. We felt these were both beneficial for us. Research and online targeted campaigns were very beneficial and performed well, and were successful in incorporating the Montana Brand to drive potential visitors to our specific area.

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.

The other Joint Venture program of which we are pleased to be a partner in, has been 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. Through this partnership, we were asked to host one of the 50 International Journalists in 50 US locations through Brand USA, and were the only Montana location included in the program.

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

Optional: Include attachments here.

FY20_Measurable ObjectivesFinal.pdf

Optional: Include attachments here.

Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Atchmnt
		In the past, the West Yellowstone Chamber		Measurable objectives: <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 	West Yellowstone has recognized that our biggest area of growth		<p>Yes, we met our objectives for this method, and will continue to attend shows that have the potential for above average potential for return.</p> <p>We met or exceeded all of our overall goals for FY20, with the exception of the our lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> Final collections were down 8.41% from FY19 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> Final collections were down 7.42% from FY19 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> 3.67% Increase in Arrivals 14.6% Increase in Outgoing Travelers 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> 5.72% increase in Landing Page entry points 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> 16% increase in Mobile Traffic 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> 15% Increase in Followers 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> 61% Increase in Engagements Increase subscribers by 10%. <ul style="list-style-type: none"> 36% Increase in subscribers (42,316 Subscribers) 	

<p>Consumer</p>	<p>Travel/Trade Shows</p>	<p>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 Duluth MN Ice Fishing & Winter Recreation Show, Morris Murdock Travel Show in UT, recreation, snowmobile and ski shows. Partners:</p> <ul style="list-style-type: none"> Distributed literature for lodging properties Distributed the West Yellowstone Guidebook Distributed information provided by Yellowstone National Park and the Gallatin National Forest emphasizing the wide array 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's profiling West Yellowstone as a family friendly, soft adventure destination in all seasons. <p>If the opportunity presents itself again and if funding allows, we would again like to attend shows in FY20.</p> <p>Costs included in attending consumer/trade shows can include, but is not limited to: printed materials, banners, supplies, travel, booth rental, and shipping/postage.</p>	<p>Feedback from marketing partners and committees who attended shows in 2018 was that they saw consistent attendance. We have also learned of some new recreation and travel shows that partners have attended that we feel may be a good fit for West Yellowstone, including Denver and Portland. Utah remains a great market for us with high ROI, but we are also considering a larger demographic in our growing markets like San Diego or Philadelphia.</p> <p>Shows also give us an opportunity to gather qualified leads for our email communications. From recent shows we have garnered over 2000 new leads. Through materials handed out including specials with codes specific to the shows, we are also able to track the spikes in website traffic.</p>	<ul style="list-style-type: none"> 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. 8% increase over the previous fiscal year for online campaign landing page as entry point. 10% increase in mobile traffic over the previous fiscal year. 8% increase in social media followers over the previous fiscal year. 2% increase in social engagements over the previous fiscal year. Increase subscribers by 10%. Local emails (B2B): Increasing open rates to 35%, CTR to 20%. General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. 	<p>are 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.</p> <p>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.</p> <p>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.</p> <p>Attending the show aligns with our goals of:</p> <ul style="list-style-type: none"> 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. 	<p>\$10,000.00</p>	<ul style="list-style-type: none"> Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> 32% Open Rate - 13% Click Thru Rate General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. <ul style="list-style-type: none"> 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> Industry Avg. 16.62% Open Rate and 2.14% CTR <p>We attended TBEX in Billings, MT in September of 2019 and the LA Travel & Adventure Show in February 2020. Both of these shows with in conjunction with our local TBID partner.</p> <p>TBEX Approx. 600 attendees</p> <p>We held more than 20 one-on-one sessions with writers – we exchanged information packets and have their contact info and bios on file.</p> <p>Our information packet included our vacation planner, seasonal flyers with activities and events, our business cards and USB drives with suggested press topics for future reference. We handed out approx. 50 of these packets to our scheduled appointments, walk-ups and those that requested it between sessions.</p> <p>We hosted 4 Post Fam attendees (details under FAM report)</p> <p>For more details on attendees, sponsors and media promotions: https://tbexcon.com/2019-north-america/about-tbex-north-america-2019/#past</p> <p>Our strategy was to gain direct access to vetted influencers in the travel industry and put our destination top of mind. We feel that attending this show met those objectives and added to our over-arching goals set forth in our marketing plan.</p> <p>While we might not attend this specific show because it was an opportunity close to home, we will continue to use this marketing method.</p> <p>LA Travel & Adventure Show:</p> <p>Attendees: over 30,000 (see prospectus attached for breakdown)</p> <p>We had an entry for a winter vacation package that garnered 341 entries.</p> <p>We handed out over 500 information packets that included:</p> <ul style="list-style-type: none"> Vacation Planner Postcard Lodging Specials Flyer Lodging List Restaurant List Activities List <p>Staff was impressed with the level of interest. We interacted with not only consumers planning trips (many changing plans due to the international travel restrictions starting due to covid-19), but also with travel agents looking for new inventory, media and influencers.</p> <p>The main thing we learned is that California is not only a fly market, but also a drive market. Many travelers planned to make a road trip out of a vacation to our area and stop at several Parks along their route.</p> <p>Our strategy was to tap a market with new direct flights, and maintain top of mind awareness for our destination. We feel that attending this show met those objectives and added to our over-arching goals set forth in our marketing plan.</p> <p>West Yellowstone TBID produced materials for all show booths, in addition to covering half of the booth cost and providing staff for the Utah event.</p> <p>When the time is right and funding is available, we would attend this show or another in this series, so we will continue to use this marketing method.</p>	<p>Photo and Report.pdf</p>
		<p>We plan to use traditional advertising media in combination with digital and mobile options to gain the best ROI for our efforts. Additionally, many print publications are also available online.</p>		<p>Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort 	<p>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</p>		<p>We met or exceeded all of our overall goals for FY20, with the exception of lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> Final collections were down 8.41% from FY19 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> Final collections were down 7.42% from FY19 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> 3.67% Increase in Arrivals 14.6% Increase in Outgoing Travelers 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> 5.72% increase in Landing Page entry points 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> 16% increase in Mobile Traffic 	

Consumer	Print Advertising	<p>so it is becoming more of a two-for-one buy. We seek to gain editorial content as part of our buys, making them even more valuable. We will continue to use print to reinforce top of mind awareness, but include an accompanying web component whenever possible.</p> <p>Print advertising components could include, but are not limited to:</p> <ul style="list-style-type: none"> • Newsprint and magazine ads are utilized in conjunction with online advertising editorial 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, Spam Cup races, Old Faithful Cycle Tour, NAIFC Ice Fishing Tournament, Music in the Park, etc. Print advertising in our regional drive area includes ID, MT, ND, SD, and UT, but we increase our target markets for our shoulder season campaigns, utilizing opportunities in publications including National Parks Traveler, NW Travel & Leisure 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 niche publications. • 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. 	<p>While ROI from print advertising is hard to track, we feel that print remains an integral component of a strong multi-media campaign. For shoulder seasons, we use Yellowstone as a base, but emphasize 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 had participants and/or spectators tell us that they saw our ad in newspapers, etc. We ran one ad in January 2019 as a wrap on a UT newspaper featuring all of our winter events, and the morning it ran, a father called to inquire about our Kids'N'Snow events.</p>	<p>Tax Collections over the previous fiscal year.</p> <ul style="list-style-type: none"> • 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. • 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. • 8% increase over the previous fiscal year for online campaign landing page as entry point. • 10% increase in mobile traffic over the previous fiscal year. • 8% increase in social media followers over the previous fiscal year. • 2% increase in social engagements over the previous fiscal year. • Increase email subscribers by 10%. • General/niche emails (B2C). Increasing open rates to 20%, CTR to 7.5%. 	<p>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. 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.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • 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. • Continuing to expand our marketing potential by participating in partnerships with other tourism partners. 	\$48,000.00	<ul style="list-style-type: none"> • 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> ◦ 15% Increase in Followers • 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> ◦ 61% Increase in Engagements ◦ Increase subscribers by 10%. <ul style="list-style-type: none"> ▪ 36% Increase in subscribers (42,316 Subscribers) • Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> ◦ 32% Open Rate - 13% Click Thru Rate • General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. <ul style="list-style-type: none"> ◦ 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> ▪ (Industry Avg. 16.62% Open Rate and 2.14% CTR) <p>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 continue to grow shoulder season visitation.</p> <p>Our resort tax collections showed an increase during the fall of 2019, but not in the spring of 2020 due to the covid-19 shutdown.</p> <p>We did several national print buys in conjunction with the West Yellowstone TBID, and joint ventures with Yellowstone Country, which increased our email leads by more than 12,000. 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.</p> <p>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, and the Kids'N'Snow series.</p> <p>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.</p> <p>While tracking print is always difficult, we do see results with event participants from our target markets. We were also proud of fact that we are able maintain participation and even see growth in some segments during slower seasons or times when Mother Nature throws us a curveball.</p> <p>All paid campaigns that were not already in progress were put on hold in the spring of 2020. These were to be used when the time was appropriate later in the year.</p> <p>This is a successful method, and we will continue to incorporate print advertising for our niche segments and as part of our overall multi-media marketing campaigns.</p> <p>Print Advertisement samples are attached for the Department for permanent filing and review by the public (Ads created for each campaign were used in multiple media outlets):</p> <p>Some of the niche events were awarded grant funding and used some of their own funds to enhance and add to our campaigns. These funds were often used to cover creative costs, while Lodging Tax funds were used for placements. Their additional funding was not administered by the Chamber/CVB.</p>	Print Ad Samples.pdf
Consumer	Online/Digital Advertising	<p>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).</p> <p>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.</p> <p>All of our printed maps, calendars and vacation planners are provided in pdf format for potential visitors to download/print from DestinationYellowstone.com. Our snowmobile, OHV and ski maps are available on mobile apps that can be used offline as well.</p> <p>Potential Online Marketing includes, but is not limited to:</p> <ul style="list-style-type: none"> • Pay per click, SEM & SEO campaigns on Google, Yahoo, Bing, etc • National and Regional publication websites in conjunction with print 	<p>The last several years we have increased the amount of online advertising we incorporate into our overall advertising campaigns, including MOTBD 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 4.8%. Our independent event websites, including SkiRunBikeMT.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.</p> <p>Advantages of using digital</p>	<p>Measurable objectives:</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. • 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. • 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. • 8% increase over the previous fiscal year for online campaign landing page as entry point. • 10% increase in 	<p>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 trying new avenues to enhance our existing winter marketing campaigns.</p> <p>Online/Digital advertising is a cost effective way to reach out to new markets and reach those potential visitors quicker. We can monitor response to messages and images and change them accordingly during the campaigns.</p> <p>Aligns with our goals of:</p>	\$58,000.00	<p>We met or exceeded our overall goals for FY20, with the exception of the lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> ◦ Final collections were down 8.41% from FY19 ◦ 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> ▪ Final collections were down 7.42% from FY19 ▪ 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> ▪ 3.67% Increase in Arrivals ▪ 14.6% Increase in Outgoing Travelers ▪ 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> ▪ 5.72% increase in Landing Page entry points • 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> ◦ 16% increase in Mobile Traffic • 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> ◦ 15% Increase in Followers • 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> ◦ 61% Increase in Engagement <p>Online/Digital advertising has become the biggest segment of our marketing budget. We always try to incorporate a digital component with all of our campaigns to produce highly effective, cohesive multi-media campaigns across</p> 	Online Tracker and Samples.pdf

		<p>campaigns</p> <ul style="list-style-type: none"> Banner and mobile ads in conjunction with other methods on sites like KSL.com, Salt Lake, Seattletimes.com, NW Travel & Leisure, NW Outdoors network, TripAdvisor, Out there Colorado, visitusaparks.com, Rec in Utah, and retargeting campaigns Nordic Ski: skinnyski.com, fasterskier.com, nordicskiracer.com, skitrax.com, skipost.com, crosscountryskiassociationofamerica.com NAIFC Ice Fishing Tournament: banner ads and links on specific ice fishing/winter fishing informational websites, ice fishing equipment sponsors, ice fishing/winter fishing forums/blogs, iceshanty.com, ice-fishing-central.com, www.bigfishtackle.com, icefishing247.com,icefishingchat.com Snowmobile: SnoWest.com, SnowGoer, American Snowmobiler and regional association websites. 	<p>marketing:</p> <ul style="list-style-type: none"> 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 <p>Digital marketing can have greater reach, higher engagement and lower cost per impression.</p>	<p>mobile traffic over the previous fiscal year.</p> <ul style="list-style-type: none"> 8% increase in social media followers over the previous fiscal year. 2% increase in social engagements over the previous fiscal year. Increase email subscribers by 10%. Local emails (B2B): Increasing open rates to 35%, CTR to 20%. General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. 	<ul style="list-style-type: none"> 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. Continuing to expand our marketing potential by participating in partnerships with other tourism partners. 		<p>multiple platforms. We are seeing a high return from our digital campaigns and will continue to utilize this method, increasing our budget in the coming fiscal years.</p> <p>With the advancement of geo-targeting and remarketing, digital advertising is allowing us to focus on our key markets and those we know produce favorable results, as well as giving us the opportunity to A/B test in new and potential markets. It also allows us to test messaging and images to find out gets the highest engagements.</p> <p>All online ads drive back to specific landing pages on our website DestinationYellowstone.com so we are able to measure traffic.</p> <p>Some our campaigns are digital only and those media are able to make results readily available, but some of the more traditional media outlets like newspapers that incorporate digital with print campaigns are still lagging behind in reporting measures. Other niches who are predominately the main sources for those enthusiasts, are not always tech savvy, and therefore cannot always provide reliable tracking of online banners, so we can only go by what traffic we see to our website. Referral traffic to the website, does show that when our digital campaigns are running, the traffic from those sites rank in our top ten to the corresponding landing pages.</p> <p>All of the reported digital campaign results can be found in the digital tracker attachment.</p> <p>Those campaigns that had low, to no reports will be weeded out in future marketing campaigns for more proven media.</p> <p>See Attachment Advertising Samples</p>	
Consumer	Social Media	<p>We utilize Social Media marketing to expand our virtual community of West Yellowstone participants and businesses using a variety of social networking sites and linkages. We plan to continue to further develop the West Yellowstone Chamber Facebook, Twitter, Pinterest and Instagram accounts to distribute information and publicize events. We constantly work to enhance content, photo, and video on social media and other travel-related sites such as Trip Advisor and Google, as well as web-based event calendars and publications. Working as a community, we can dramatically raise the visibility and content of West Yellowstone on the internet.</p> <p>The past three years we have held photo contests for visitors to enter to win swag so we could accumulate user generated content. We are continuing to work on a strategy to create selfie stations so that visitors can take advantage of our activities and scenery to create their own memories, while also promoting West Yellowstone through photos and video.</p> <p>We also offer to train our members through workshops to better understand and utilize their social platforms, and encourage them to follow and share our content.</p> <p>As content creation, distribution and management has become more time consuming, we have recognized the need to add personnel to assist with website, social media and e-news content management. We have added a part-time staffer to assist in these components, giving our Marketing Director the necessary time to focus on placements and new media that will serve our needs in the best possible way. This position may also be funded from administration, social media and website line items as it will incorporate all</p>	<p>The FY19 objective was a 8% increase in social media followers over the previous year including Facebook and Twitter pages. Our records 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 combined following on Facebook of over 90,000, with an extremely large reach and nearly 50% engagement on many posts. While organic reach on some platforms has decreased, ours remains high, confirming that we are posting relevant content that our followers wanted to receive and with which they interacted. It also continues to remain one of the top referral sources for our website.</p> <p>Our overall increase for social media followers is currently at 12.5%. Breaking down as:</p> <ul style="list-style-type: none"> Twitter = 0% increase (Platform did a sweep of bots - beneficial) Facebook = 9% increase Instagram = 37% increase Pinterest – 4% increase <p>Below are our current social media statistics:</p> <ul style="list-style-type: none"> West Yellowstone 	<p>Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. 8% increase over the previous fiscal year for online campaign landing page as entry point. 10% increase in mobile traffic over the previous fiscal year. 8% increase in social 	<p>West Yellowstone has realized that the power of social media is so much more than traffic to our website. It is brand awareness, an information source during crisis management and builds economic vitality. It plays a huge factor in marketing our destination events, and in addition to our general followers, it is 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 increases our ability to track our ROI. Facebook, Twitter and Pinterest accounts are already created and maintained for the WY Chamber, Kids'N'Snow, Snowmobile Events and Ice Fishing, Rendezvous Ski Trails and events have created their own social media channels and we regularly share content from these sources.</p> <p>We have been researching and working with community partners to develop a WeChat strategy and presence for our Pacific Rim and eventually other countries like India, Europe and Africa who utilize this platform as their main form of online communications and information service. We will continue to pursue this option in FY20.</p> <p>In 2017 our board of directors recognized a need to communicate more effectively with our community and our on-site visitors. It became one of our goals to create an electronic text push service and we have been diligent in pursuing this concept. This service works off of an opt-in subscriber base much like emails and utilizes an established cloud software subscription that allows us to set up predefined numbers and keywords whereby visitors and incoming travelers may text a request for information. Those</p>	\$10,000.00	<p>We met or exceeded our overall goals for FY20, with the exception of the lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> Final collections were down 8.41% from FY19 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> Final collections were down 7.42% from FY19 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. 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Social is still a relatively inexpensive marketing component and can be changed quickly to adjust messaging and reach the right audience.</p> 	Social Tracker and Samples.pdf

		<p>facets.</p> <p>Social Media Strategies</p> <ul style="list-style-type: none"> 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 Trip Advisor, Google Maps, Google Places, and Yelp. Continue to seek training in and implementation of cutting-edge social media 	<p>Chamber" Facebook – 10,631 followers</p> <ul style="list-style-type: none"> "Visit West Yellowstone" TBID Facebook – 59,439 followers "West Yellowstone Montana Visitor Center" Pinterest – 886 followers @destination.yellowstone Instagram: 739 followers @DestYellowstone Twitter- 5,938 followers "West Yellowstone Snowmobiling" Facebook – 9,592 followers "Snowmobile EXPO" Facebook – 2,529 followers "Kids'N'Snow"Facebook- 599 followers Rendezvous SkiTrails Facebook – 3,062 followers 	<p>media followers over the previous fiscal year.</p> <ul style="list-style-type: none"> 2% increase in social engagements over the previous fiscal year. Increase email subscribers by 10%. Have texting program launched and being utilized by our businesses. Set a baseline for tracking. 	<p>keywords will pull content from our website and push it back out to the travelers so they know current weather and road information, lodging and restaurants that are open, and a host of other material/We can also push out information like road delays or wildfire information to subscribers. We soft launched the pilot program in December of 2018, and were pleased with initial acceptance and implementation by our local businesses. We are editing and expanding this program in 2019, with full implementation for our summer season. Part of this method could also be funded from electronic advertising and website line items as it will incorporate all facets.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> 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. Continuing to expand our marketing potential by participating in partnerships with other tourism partners. 		<p>All of our social media channels showed consistent growth in FY20. We share some of our channels with our TBID partner for added exposure and content, both with organic and paid posts. We continue to add video and blog content, as this shows high engagement and increased time on site. We also manage sub-pages for ski, snowmobile and events like Kids'N'Snow. These niche pages, while having less followers, show a very high organic reach and engagement rate, while driving traffic to the DestinationYellowstone.com website.</p> <p>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.</p> <p>We 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 content as well.</p> <p>It is a successful method, and we will continue to utilize social media platforms for an overall multi-media mix in campaigns, event promotion and community awareness.</p>	
Consumer	Electronic Adv - Newsletter, E-blast	<p>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 Constant Contact to manage and create our email database. The emails always 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 and update templates for each list we maintain, as well as our weekly and monthly e-blasts to create a consistent look and feel across our communications.</p> <p>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 information will pull content from our website and push it back out to the travelers so they know current weather and road information, lodging and restaurants that are open, etc. We can also push out information like road delays or wildfire information to subscribers. We soft launched the pilot program in December of 2018, and were pleased with initial acceptance and implementation by our local businesses. We are editing and expanding this program in 2019, with full implementation for our summer season. Part of this method will also be funded from social media and website line items as it will incorporate all facets.</p>	<p>We are able to track our ROI for e-newsletters and e-blasts with our subscription to Constant Contact. Our emails have a combined open rate over 30% and high CTR.</p> <p>Every month, our subscriber base continues to grow, with the majority of subscribers being organic through our website and visitor center registrations. Our current active subscriber list is over 27,000.</p> <p>Hubspot.com recently released email marketing stats for 2019, showing the importance of incorporating this method into multi-media campaigns. Highlights of list include:</p> <ul style="list-style-type: none"> Email generates \$38 for every \$1 spent, which is an astounding 3,800% ROI 73 percent of millennials prefer communications from businesses to come via email. More than 50 percent of U.S. respondents check their personal email account more than 10 times a day, and it is by far their preferred way to receive updates from brands. 	<p>Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. 8% increase over the previous fiscal year for online campaign landing page as entry point. 10% increase in mobile traffic over the previous fiscal year. 8% increase in social 	<p>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 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. 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 and enhancing our existing winter marketing campaigns.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> Attracting visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination. 	\$12,000.00	<p>We met or exceeded our overall goals for FY20, with the exception of the lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> Final collections were down 8.41% from FY19 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> Final collections were down 7.42% from FY19 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> 3.67% Increase in Arrivals 14.6% Increase in Outgoing Travelers 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> 5.72% increase in Landing Page entry points 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> 16% increase in Mobile Traffic 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> 15% Increase in Followers 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> 61% Increase in Engagements <p>Electronic/Email specific goals:</p> <ul style="list-style-type: none"> Increase subscribers by 10%. <ul style="list-style-type: none"> 36% Increase in subscribers (42,316 Subscribers) Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> 32% Open Rate - 13% Click Thru Rate General/niche emails (B2C): Increasing open rates to 20%, CTR to 	Enews Report and Samples.pdf

		<p>As content creation, distribution and management has become more time consuming, we have recognized the need to add personnel to assist with website, social media and e-news content management. We have added a part-time staffer to assist in these components, giving our Marketing Director the necessary time to focus on placements and new media that will serve our needs in the best possible way. This position could also be funded from administration, social media and website line items as it will incorporate all facets.</p> <p>Our strategy includes, but is not limited to:</p> <ul style="list-style-type: none"> Continuing to collect emails and collate them into an online database. This will be done in conjunction with our electronic newsletters. Sending out electronic newsletters profiling upcoming events, specific specials and "hot 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 so they are better prepared to exceed our visitor's expectations. Providing current and pertinent information to travelers while en-route and once they arrive. 	<ul style="list-style-type: none"> 59% of respondents say marketing emails influence their purchase decisions. The most opened emails relate to hobbies, with an open rate of 27.35 percent. Email subscribers are 3x more likely to share content on social media than leads who came through another channel, according to QuickSprout. When a prospect or customer who opens an email on a mobile device opens that same email again on another device, they are 65% more likely to click-through to your site/offering. 	<p>media followers over the previous fiscal year.</p> <ul style="list-style-type: none"> 2% increase in social engagements over the previous fiscal year. Increase subscribers by 10%. Local emails (B2B): Increasing open rates to 35%, CTR to 20%. General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. 	<ul style="list-style-type: none"> 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. Continuing to expand our marketing potential by participating in partnerships with other tourism partners. 	<p>7.5%.</p> <ul style="list-style-type: none"> 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> Industry Avg. 16.62% Open Rate and 2.14% CTR <p>In addition to monthly emails that TBID covers the production costs for, we used e-newsletters sponsorship packages to promote our winter and shoulder season segments. Email marketing is a cost-effective way to integrate with our multi-media campaigns. This method continues to see some of the highest engagement and return during our campaigns.</p> <p><i>Results for these campaigns are in the Electronic Reports document attached.</i></p> <p>We also send e-blasts to our subscriber base of over 36,000 for events. In addition, we send weekly e-news to our members regarding marketing, local events, meetings and sponsorship opportunities.</p> <ul style="list-style-type: none"> Results were listed above. <p><i>Copies of the emails are included in the Electronic Reports document attached.</i></p> <p>Yes, we will continue to use this method. Email marketing is still a very affordable and effective way to reach niche markets and general interest in a timely manner. It drives additional traffic to our website and awareness of other media advertisements.</p> <p>TBID covers the production costs for the monthly emails they send, which we do not administer.</p>	
Consumer	Radio & Television Advertising	<p>With a limited budget, we seldom use Lodging Facilities Use Tax Funds for radio or TV, 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 able to participate if funds allow.</p> <p>In the past we have funded radio and TV spots for Kids'N'Snow, Snowmobile EXPO and Ice Fishing events. Other options may include regional radio or TV stations who offer spots as part of a larger package with digital and social components.</p> <p>Expenses could include, but are not limited to content development, production, activity fees, and other ancillary costs related directly to completing the segment.</p>	<p>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 video and viral content is increasing in popularity in marketing, we will continue to incorporate it into our marketing as funds allow, and requests meet our preset criteria. Consideration for participation and placements would include geographic demographics, audience, and coverage area.</p>	<p>Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. 8% increase over the previous fiscal year for online campaign landing page as entry point. 10% increase in mobile traffic over the previous fiscal year. 	<p>West Yellowstone recognizes that used for the right circumstances and regional context that radio and TV can be an important component to our multi-media campaigns. Many regional radio or TV stations offer spots as part of a larger package with digital and social components.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> 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 	<p>We were presented with the opportunity to be one of the highlighted road trip destinations on</p> <p>KUTV's #1 Morning News (Salt Lake City) Road Trippin' Series.</p> <p>The package included:</p> <p>Five (5) unique, pre-taped, as-live segments that aired during the KUTV and KJZZ News program. Each segment was approximately 60-90 seconds reaching an average of 196,000 viewers daily.</p> <ul style="list-style-type: none"> KUTV Morning News approx. 5:45am (90 seconds) KUTV Morning News approx. 6:15-6:45am (60 seconds) KUTV Morning News approx. 6:56am (60 seconds) KJZZ Morning News approx. 7:15am (90 seconds) KJZZ Morning News approx. 7:45am (90 seconds) KUTV at Noon (repeat of x1 KJZZ segment) <p>Fresh Living segment (3-4 minutes) to air on the same day (averages over 25,000 viewers daily)</p> <ul style="list-style-type: none"> Segment will be pre-taped, and will air on all three television stations (KUTV, KMYU and KJZZ) <p>There were also digital elements to this package:</p> <p>Facebook Live posted on KUTV 2News AM page AND Caitlin Hansen's Facebook page the day prior to your destinations feature on-air to encourage viewers to tune in and watch the next morning</p> <ul style="list-style-type: none"> Homepage takeover on KUTV.com featuring your destination on the day of your feature Averages 15K-20K page views per day Facebook post on KUTV 2News AM page boosted to your target audience (\$100 boost value) Facebook post on Fresh Living page boosted to your target audience (\$100 boost value) 100,000 banner ads delivered on travel and tourism network sites <p>Delivered over the month of your on-air destination feature</p> <ul style="list-style-type: none"> Inclusion in the on-air travel map on KUTV/KJZZ morning news <p>\$3,500.00</p> <p>We met or exceeded all of our overall goals for FY20, with the exception of the our lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> Final collections were down 8.41% from FY19 	

- 8% increase in social media followers over the previous fiscal year.
- 2% increase in social engagements over the previous fiscal year.
- Increase email subscribers by 10%.

Yellowstone and spends significant dollars during the visit.

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

- 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections.
 - Final collections were down 7.42% from FY19
 - 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe.
 - 3.67% Increase in Arrivals
 - 14.6% Increase in Outgoing Travelers
 - 8% increase over the previous fiscal year for online campaign landing page as entry point.
 - 5.72% increase in Landing Page entry points
- 10% increase in mobile traffic over the previous fiscal year.
 - 16% increase in Mobile Traffic
- 8% increase in social media followers over the previous fiscal year.
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- Increase subscribers by 10%.
 - 36% Increase in subscribers (42,316 Subscribers)
- Local emails (B2B): Increasing open rates to 35%, CTR to 20%
 - 32% Open Rate - 13% Click Thru Rate
- General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%.
 - 16% Open Rate - 5% Click Thru Rate
 - (Industry Avg. 16.62% Open Rate and 2.14% CTR)

We split the cost of this project with our partners at the TBID.

We were happy with the segments produced and the digital CTR of .25% (above industry avg). We tracked a bump in our website traffic during and shortly after the campaign and segments.

Yes, this method met our goals and we will continue to include this method in our future plans and budgets.

Link to segments: <https://kutv.com/features/road-trippin/road-trippin-west-yellowstone-07-18-2019>

Because our website is one of our most important marketing tools, we feel this is one of our most important, if not the most important method, to maintain our market share.

West Yellowstone is adopting a new strategy for our website to be more flexible with the ever-changing ways in which visitors interact online. While our strategy will continue to use maintenance, content development and integration of mobile and web cam applications to stay competitive in the market, we are moving forward with a Growth Driven Design (GDD) concept.

Basically, the what/when/where of websites and doing overhauls every few years is obsolete. DMO websites need to be about the moments and facilitating the dream and inspiration into a potential traveler's planning phase. In a mobile-first world, DMO websites need to be quick, responsive and useful.

GDD focuses on prioritized planning with development sprints (blocks of projects), instead of major overhauls. GDD allows us to spread out our budget instead of huge up-front investments. We can make on-going, adaptive, changes to better respond to current trends and demands. This process could also include regular usability studies with third parties to maintain currency of content and resources on our website.

GDD will require a new RFP process and format which will integrate with the MOTBD RFP requirements. We plan to go out with a new RFP in FY20 to implement the GDD concept. Our action plan will include, but is not limited to existing strategies, and GDD will allow us the flexibility to respond to emerging trends, update/create more interactive landing pages for campaigns, integrate maps with our database, and increase usability.

We will be able to better measure our visitors' behavior and customize our content to what they want. It allows for better integration with our marketing campaigns. Our decisions will be based more on data, allowing for quicker results with less risk.

In this method, we have also included the

Potential visitors are planning their vacations online more than ever. Our website, www.DestinationYellowstone.com is our primary marketing tool for distributing information to

We met or exceeded our overall goals for FY20, with the exception of the lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.

FY20 Measurable objectives:

- 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year.
 - Final collections were down 8.41% from FY19
- 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections.
 - Final collections were down 7.42% from FY19
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 - 3.67% Increase in Arrivals
 - 14.6% Increase in Outgoing Travelers
 - 8% increase over the previous fiscal year for online campaign landing page as entry point.
 - 5.72% increase in Landing Page entry points
- 10% increase in mobile traffic over the previous fiscal year.
 - 16% increase in Mobile Traffic
- 8% increase in social media followers over the previous fiscal year.

	<p>Consumer</p> <p>Website/Internet Development/Updates</p>	<p>maintenance, updates and content development for some of our segment sites including Kids'N'Snow and Snowmobile Expo. Content creation and updates for these sites, creates consistency across our marketing campaigns and increases referral traffic to DestinationYellowstone.com.</p> <p>As content creation, distribution and management has become more time consuming, we have added a part-time staffer to assist with website, social media and e-news content management. This has given our Marketing Director the necessary time to focus on placements and new media that will serve our needs in the best possible way. This position could also be funded from admin, social media and electronic advertising line items as it will incorporate all facets.</p> <p>Maintenance Tasks</p> <ul style="list-style-type: none"> • Ensure that the website is on-line and functioning. • Daily - refresh cache and check that the website is on-line • Working navigation to key pages (eat, sleep, play, etc.). • Verify search functions working for lodging and campgrounds. • Monthly - check that links to all pdf's (maps, information sheets, etc.) and embedded text links are functioning. • Test contact form, pdf download, e-newsletter links and auto responses are working. • Check on links to webcams. • Check that snowmobile and cross country ski trail reports are loading (seasonal). • Check Trip Planner is functioning and send a test email to check auto-response. • Check all external linking from the website. • Check all links to social media platforms and ensure that Tweets are loading and updating appropriately. • Responsible to assure that WYCC business listings and descriptions are kept updated(Google Docs and website). • Responsible for approving new/revised WYCC business listings and descriptions. • Responsible for approving new/revised calendar of event submissions. • Assist in approving new/revised specials/coupons. • Responsible for web site content creation and upload. • Add new content as available (news, calendar ,new play categories, etc.) to existing sections. • Review content for keyword density (within first 200 characters and no more than 5% density). • Add new secondary pages for play section as needed. • Update content with new or revised keywords/keyword phrases. • Add new attachments (maps, etc.). • Work with TBID administrator as needed for website maintenance and enhancements. • Work with WYCC 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 (monthly). • Add new photos (seasonal) or to enhance existing listings (calendar, secondary pages, news stories). • Alt tags should be loaded with all new images. • Upload video clips. • Training: work with WYCC members (existing and new inquiries) on how to complete forms (business listing and specials). • Work with WYCC members and community on how to complete the event submission form. • Train VIC staff on website (where & what 	<p>Comparing our metrics to date 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.</p> <p>According to the Annual ITRR report of visitors who spent at least one night in West Yellowstone, online resources, including websites, apps, maps and trail reports remain high on the items used by visitors both planning their trip and while here.</p> <p>According to a recent DMA West report DMO websites remain an ever important resource throughout travelers' journeys - from the inspiration to take a trip to the essential details of their itineraries. In fact, in January 2017, well over one-third of American leisure travelers reported having used a DMO website in the past year to research and/or plan travel—a figure that is up nearly 10 percent from July 2009. <i>The report also showed that these sites are amongst the most trusted and valued resources after travelers' direct contact with their own friends and family.</i></p> <p>International visitors are extremely reliant on internet and smart device access while traveling. In 2015, smart device access finally overtook desktop access. Therefore, making sure our website is fast loading and continually responsive is important.</p>	<ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. • 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. • 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. • 8% increase over the previous fiscal year for online campaign landing page as entry point. • 10% increase in mobile traffic over the previous fiscal year. • 8% increase in social media followers over the previous fiscal year. • 2% increase in social engagements over the previous fiscal year. • Increase social subscribers by 10%. (change in all locations?) • Local emails (B2B): Increasing open rates to 35%, CTR to 20%. • General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. • Establish a base-line of texting service use. 	<p>prospective and on-site travelers. In order to stay competitive, we need to maintain, update and develop new content and technology integrated with our website, including responsive designs, web cams and other applications. We will do this through routine maintenance, development and integrating mobile and web cam applications.</p> <p>All of our segment sites including westyellowstonemicefishing.com, snowmobileexpo.com, kidsnsnow.org and skirunbiket.com are hosted independently, but are the highest ranking referral sites for DestinationYellowstone.com. We feel, by incorporating updates and content creation for these sites into our overall campaigns, helps to enhance all sites, contribute to our overall goals and create consistency across campaigns.</p> <p>We have been researching and working with community partners to develop a WeChat strategy and presence for our Pacific Rim and eventually other countries like India, Europe and Africa who utilize this platform as their main form of online communications and information service. We will continue to research this and possibly create an account for this in FY20.</p> <p>In 2017 our board of directors recognized a need to communicate more effectively with our community and visitors. One of our goals became the creation of an electronic text push service. This service works off 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 may text a request for information. That information will pull content from our website and push it back out to the travelers so they know current weather and road information, lodging and restaurants that are open, etc. We can also push out information like road delays or wildfire information to subscribers. We soft launched the pilot program in December of 2018, and were pleased with initial acceptance and implementation by our local businesses. We are editing and expanding this program in 2019, with full implementation for our summer season. Part of this method will also be funded from social media and website line items as it will incorporate all facets.</p> <p>This method aligns with our goals of:</p> <ul style="list-style-type: none"> • 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 	<p>\$40,000.00</p>	<ul style="list-style-type: none"> • 15% Increase in Followers • 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> • 61% Increase in Engagements • Increase subscribers by 10%. <ul style="list-style-type: none"> • 36% Increase in subscribers (42,316 Subscribers) • Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> • 32% Open Rate - 13% Click Thru Rate • General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. <ul style="list-style-type: none"> • 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> • (Industry Avg. 16.62% Open Rate and 2.14% CTR) <p>The website URL is www.DestinationYellowstone.com. Additionally, there is a forwarding url directly into the website from www.westyellowstonechamber.com. We continue to maintain the domains purchased for India and China that redirect as well. We continue to develop ways to link with our local businesses, partners, guest bloggers, etc., which help with Google rankings.</p> <p>Most travelers are utilizing online resources for their trip planning and even more so once they are on location. Our responsive site design lends itself to those using their smartphones and tablets to access information. We continually add pertinent information including weather and road updates and links, as well as activities and event listings that can be downloaded.</p> <p>We continue to see the website traffic increase significantly year over year. We know this is due in large part to the blog section. We continually work to add new posts and promote those posts through other platforms. We are lucky enough to have guest bloggers and talented local writers who contribute.</p> <p>Demographics:</p> <ul style="list-style-type: none"> • 87% of visitors are new • Website visitors are evenly split between women and men, and the top age ranges are 45-64, changing slightly per season. • Mobile traffic continues to be the main way visitor access our website. 62% mobile over 38% desktop. <p>Data points:</p> <p>Top viewed pages:</p> <ul style="list-style-type: none"> • Home, Rendezvous Ski Trail Webcam, Sleep, Trail Reports/Snowmobile, Eat, Calendar, Top 7 Waterfalls (blog), Family Adventure (blog), Yellowstone Airport (West Yellowstone) <p>Top visiting countries:</p> <ul style="list-style-type: none"> • US, Canada, Mexico, UK, India, Germany, Australia, Netherlands, Italy, and France <p>Top visiting states:</p> <ul style="list-style-type: none"> • UT, CA, MT, TX, WA, ID, MN, CO, FL, IL <p>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, westyellowstonewebcams.com, yellowstoneairport.org, westyellowstonenet.com, and google ads network.</p> <p>While Lodging Facility Use 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.</p> <p>Search Engine Optimization:</p> <p>In FY20 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 homepage, in our blog, weather and activities pages weekly accordingly. Images are updated seasonally for a fresh look.</p> <p>Secondary Sites:</p> <p>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.</p> <p>The website URL is www.kidsnsnow.org.</p> <p>This website underwent 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.</p> <p>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 emailing and calling to find out when the registration opens for 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.</p> <p>For the 2019-20 Event Series we recorded the following analytics:</p>	<p>Screenshots_web.pdf</p>
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		<p>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.</p> <ul style="list-style-type: none"> • 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, embedded website links, external 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. <p>Development: Identify possible new applications and technology integrations and incorporate these into our website. This could include:</p> <ul style="list-style-type: none"> • Design, develop and implement additional buttons and/or pages to our web site as promotions and opportunities arise. • Maps • Itineraries <p>Technology Enhancements:</p> <ul style="list-style-type: none"> • Update the pdf of our Destination Guidebook and other resources on our website, enable RSS feeds, upload podcasts, and additional YouTube videos • Creating and enhancing more mobile-friendly resources on the website • Incorporating the SMS Text Messaging Service <p>Web Cam: Our webcam (located at the trailhead for the Rendezvous Ski Trail) has a dedicated transmission connection. Our strategy includes monthly maintenance and hosting costs. We are also exploring partnerships with local businesses for further webcam development and placements.</p>			<p>arrives in West Yellowstone and spends significant dollars during the visit.</p>	<ul style="list-style-type: none"> • 7,734 sessions (43% increase over previous year) • 15,033 pageviews (55% increase over previous year) • 1.94 pages per session (8% increase over previous year) • 2:22 minutes avg. on site (31% increase over previous year) • 85% of sessions are new users • Top countries: United States, Canada, UK, Spain, Germany, India, Italy, Australia, Brazil & France • Top states: Montana, Idaho, Utah, California, Missouri, Washington, DC, TX, Virginia <p>The Google analytics reports also provided insight into the direct referrals coming from other websites including our advertisers. There were direct clicks to the Kids'N'Snow website from web banners placed in the regional markets. Our online campaigns resulted in CTRs up to .43% (well above industry average).</p> <p>The corresponding Kids'N'Snow FaceBook page also sent direct referrals to the website (#1). Also important to note is that the visitors from advertising and other local websites spent longer on the Kids'N'Snow website and looked at more pages than those coming from a general organic search</p> <p><i>Screenshots of the homepages are included in the Website Screenshots attachment.</i></p>	
Consumer	Photo/Video Library	<p>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 ski, snowmobile and fishing where clothing and products continue to change and become outdated after 2-3 years. This requires continuously adding new images so we are always rotating new images in for old ones. To do this, the West Yellowstone Chamber/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.</p> <p>The West Yellowstone Chamber/CVB would also like to have funds to hire a photographer/videographer for more specific photo opportunities including 360 video, seasonal and niche activity/event footage.</p> <p>Every so often, we have requests from niche shows that film in the area; many times it is only for assistance in locations and communications with members. Other times they request production funding, and in return, we request B roll footage and links to all airings to use for social media and visitor center screens.</p>	<p>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.</p> <p>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.</p> <p>Research has shown that including images and video in marketing is important for some of the following reasons:</p> <ul style="list-style-type: none"> • Web content containing visuals like images or videos perform better — on average, receiving up to 94 percent more views. • Email marketing campaigns that include images have a higher click-through rate than campaigns without. • Infographics can increase website traffic by 12 percent. • Tweets with images or videos get, on average, a 35 percent or 28 percent increase in retweets, respectively. • Images on Facebook receive 20% more engagement than videos and 352% more 	<p>Measurable objectives:</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. • 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. • 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. • 8% increase over the previous fiscal year for online campaign landing page as entry point. • 10% increase in mobile traffic over the previous fiscal year. • 8% increase in social media followers over the previous fiscal year. • 2% increase in social engagements over the previous fiscal year. 	<p>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 up 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.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • 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 	<p>Yes, We met or exceeded all of our overall goals for FY20, with the exception of the our lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> ◦ Final collections were down 8.41% from FY19 ◦ 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> ▪ Final collections were down 7.42% from FY19 ▪ 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> ▪ 3.67% Increase in Arrivals ▪ 14.6% Increase in Outgoing Travelers ▪ 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> ▪ 5.72% increase in Landing Page entry points • 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> ◦ 16% increase in Mobile Traffic • 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> ◦ 15% Increase in Followers • 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> ◦ 61% Increase in Engagements ◦ Increase subscribers by 10%. <ul style="list-style-type: none"> ▪ 36% Increase in subscribers (42,316 Subscribers) • Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> ◦ 32% Open Rate - 13% Click Thru Rate • General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. <ul style="list-style-type: none"> ◦ 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> ▪ (Industry Avg. 16.62% Open Rate and 2.14% CTR) <p>Method specific goals: Add 50 new still images and 2 new videos to our library. We succeeded in adding over 100 new images from various photographers and 4 new videos. Our videos can be viewed on our YouTube page:</p>	

			<p>engagement than links.</p> <ul style="list-style-type: none"> • Reading just words is insufficient; content with visuals (i.e., photos) are easier to remember and are remembered more often. • Visuals create connections. • Visuals generate more organic visibility. • Visuals help capture short attention spans. <p>(Source: searchenginejournal.com, www.mdgadvertising.com)</p>	<ul style="list-style-type: none"> • Increase email subscribers by 10%. • Local emails (B2B): Increasing open rates to 35%, CTR to 20%. • General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. 	<p>significant dollars during the visit.</p>	<p>https://www.youtube.com/channel/UC9vJLpH4MYgIUyQT6SnSQQ?view_as=subscriber</p> <p>Images and video continue to increase in importance in all media and marketing segments. While we are lucky to have many talented and generous local photographers who let us use their images for little to no cost, we also find the need to purchase images and host video shoots for specific campaigns or media and add unique, high quality stock photos to our library.</p> <p>In FY20 we did both, and will continue to purchase images and pay for production of shoots in future years.</p> <p>We share these costs and staff time without partners at the TBID.</p> <p>This is a successful method and we plan to continue to include it in our future plans and budgets.</p>	
Consumer	Joint Ventures	<p>As much as our budget allows, we try to take advantage of joint venture marketing programs with MOTBD, Yellowstone Country and community partners as much as our budget allows. In the past, these projects have included print and online advertising buys and research.</p> <p>Starting in FY16, we partnered with Visit Utah to become a part of the Yellowstone Loop marketing group, that also includes other Park Gateway communities and those along the travel route between Salt Lake and Yellowstone. For a small investment, the partners are able to market to international and domestic markets online and in print. Representatives were sent to the two largest consumer shows in the world in Europe as well as IPW, and we participated and hosted FAM tours that included receptives and partners from the areas included in the marketing campaign, including Canada, Germany, UK, China and US. Digital campaigns are currently running in all markets. At this time we would like to continue with this program and build on the return we are already seeing. We also heard from contacts,</p>	<p>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 those travelers come into the West Coast or Salt Lake City and travel through Idaho to reach the West Gate. These are the visitors we want to capture. With the ever-increasing number of international travelers, we need to figure out creative and cost efficient ways to market to these areas. That is where partnerships come in.</p> <p>We have found that by partnering with organizations like Utah, Yellowstone Country and MOTBD, the benefits are exponential, including additional print and online presence. We are also represented at meetings and consumer shows in the region and beyond. Things we would be unable to achieve with our smaller budget.</p> <p>Recent research projects with MOTBD and Yellowstone Country, including Visa Vue and NSight, help</p>	<p>Measurable objectives:</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. • 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. • 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. • 8% increase over the previous fiscal year for online campaign landing page as entry point. • 10% increase in mobile traffic over the previous fiscal year. 	<p>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.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • 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 	<p>In FY20 we participated in the following Joint Ventures with MOTBD, Yellowstone Country and Utah:</p> <ul style="list-style-type: none"> • Visa Vue JV with MOTBD • TripAdvisor JV with YC • Winter Season JV with YC • Warm Season JV with YC • NSight JV with YC • Yell Loop JV with State of Utah <p>Samples of these placements are available here: https://www.dropbox.com/sh/3qxcxfaysxw223/AAArj1wu4JS3zCKZ3_qv13Na?dl=0</p> <p>We met or exceeded our overall goals for FY20, with the exception of the lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> ◦ Final collections were down 8.41% from FY19 ◦ 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> ▪ Final collections were down 7.42% from FY19 ▪ 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. 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Under the original contract the sponsorship of the landing page includes content, photo library, events, guide download, direct links, and fixed banner ads.</p> <p>In addition, we were able to take advantage of geo-targeted and interest/content targeted banners for</p> <p>warm or winter seasons. The targeted areas included Denver, NYC, LA, San Diego, Boise,</p> <p>Salt Lake City, Cheyenne, Casper, Philadelphia, Pittsburg, Seattle, Portland, Alberta, Saskatchewan,</p> <p>British Columbia, Minneapolis, Madison WI, and Fargo ND.</p> <p>Unfortunately, TripAdvisor changed their platform and we no longer had control of the content of our local page or the banner ads. The campaign was severely underperforming and we ended the contract early.</p> <p>We will not take advantage of this particular JV again if offered.</p> <p>YC Winter Season Print Co-op (space in combined spread placed in national</p> 	<p>\$20,000.00</p>

<p>partners and lodging facilities that bookings were made from these FAMs.</p> <p>Other joint venture opportunities may come about as community projects 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.</p>	<p>us confirm our niche markets, geographic and demographic markets. Working with Yellowstone Country to own our TripAdvisor Page has proven invaluable in providing potential visitors with current and correct information about our destination, and also serving up ads to those people. Campaign reports show high reach and impressions, while achieving our goals of engagements and clicks to our website landing pages.</p> <p>These partnerships will become increasingly important as our funding structure could alter - and demographics of our visitors change. Marketing to international markets is expensive and labor intensive. With multiple partners combining efforts, funds and materials, the opportunities increase to reach these markets.</p>	<p>8% increase in social media followers over the previous fiscal year.</p> <ul style="list-style-type: none"> 2% increase in social engagements over the previous fiscal year. Increase subscribers by 10%. Local emails (B2B):- Raise open rates to 35%, CTR to 20% from our current 15%. General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. 	<p>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.</p> <ul style="list-style-type: none"> Continuing to expand our marketing potentially participating in partnerships with other tourism partners. 		<p>ski magazines, landing page on YC website, content feature in TX Monthly with over 1 million circ.</p> <p>YC Warm Season Print Co-op (space in combined spread placed in Midwest Living and Sunset Magazine)</p> <p>NSight Reports: NSight reports provide bi-monthly information of lodging search and booking trends, as well as top markets both domestically and internationally, and interests of those groups. We found this report to be very beneficial in helping to choose target markets and demographics of campaigns throughout the year. We are able to create itineraries and personas for our marketing and website with this information. We referenced the report findings in our FY20 and FY21 marketing plans narratives.</p> <p>West Yellowstone TBID shared the cost of these buys.</p> <p>We will participate in most of these joint ventures again if offered and budget allows.</p> <p>MOTBD JVs:</p> <p>Visa Vue – 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. It helps us identify which markets are performing well and what markets we may consider for future campaigns. This is the final year of a multi-year commitment.</p> <p>West Yellowstone TBID shared the cost of this buy.</p> <p>Utah/Yellowstone Loop</p> <p>West Yellowstone continued to participate in this partnership 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.</p> <p>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 into 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.</p> <p>This partnership was especially beneficial for West Yellowstone because Utah carried most of the advertising cost 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 TBID partners enabled us to host FAM tours and journalists as a result of this Joint Venture.</p> <ul style="list-style-type: none"> Highlights and links are included in the update in the above link. <p>Due to covid-19, our spring and warm season campaigns were halted or changed and our scheduled spring FAM was canceled.</p> <p>We will continue to participate in this Joint Venture as it has allowed us to stretch our marketing budget and create invaluable partnerships with our surrounding state marketing entities.</p> <p>West Yellowstone TBID shared the cost of this buy, as well as partial costs of hosting the FAM Tours and influencers.</p> <p>Overall, this method is very successful for West Yellowstone, allowing us to stretch our marketing budgets and reach markets we wouldn't be able to otherwise. We will continue to participate in Joint Ventures in the future.</p>
<p>We plan to use traditional printed materials in combination 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 overall 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 email to our network. Any pieces that may be sent to businesses, etc. will include postage and shipping.</p> <p>Printed materials, many of which are printed by other public and private partners, could include, but are not limited to:</p> <ul style="list-style-type: none"> Winter & Warm Season Calendars: Up to 2,500 Calendar of events fold-over flyer or rack card (4"x9") formats, 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 		<p>Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 1% increase in occupied room nights 	<p>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</p>		<p>In FY20 we did not have any large reprints of maps or related materials. We printed seasonal event posters and promotional materials for travel/trade shows.</p> <p>We met or exceeded all of our overall goals for FY20, with the exception of the our lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> Final collections were down 8.41% from FY19 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> Final collections were down 7.42% from FY19 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> 3.67% increase in Arrivals

	Consumer	Printed Material	<p>on our website and partner sites as well.</p> <ul style="list-style-type: none"> Posters and flyers: 8 1/2" X 11" and 11"X17" single sided color flyers displayed in bathroom stall holders featuring activities and events throughout upcoming (or alternate) seasons (e.g., Rendezvous Race, Yellowstone Ski Festival, Annual Snowmobile EXPO, Kids N' Snow, Yellowstone Rendezvous Race, Old Faithful Cycle Tour, etc.). 24" X 36" posters with foam backing with fall and winter activity images printed on gloss as needed. Trail Maps: Including OHV/ATV, All season ski/snowshoe/hike/bike, disc golf and Snowmobile. Sizes vary slightly, but fold down into approx. 5.5"x8.5". Distributed primarily through our private sector and our Visitors Center, per email, and some will also be distributed to area snowmobile/ski/bike shops and taken to consumer shows. We will also convert the 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 side's tear-off map, along with an electronic (.pdf) version. We try to print enough to last two years. Postcards, Flyers, Mailers for contests and lead follow-up. These are standard sizes 6"x4" and 8.5"x11". Flyers, Posters, Table Tents, Cards for our texting program. These materials will be of standard size – 8.5x11, 11x17, 3.5x2, 4.25x5.5. Quantities will vary depending on business requests, but will average 150 posters, 250 table tents and 1000 cards for front counters. Files will be made available to businesses to reproduce as needed. 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. In the past, this has covered production costs, and partners have paid for installation. 	<p>While ROI from print is hard to track, we feel that it is an important component of a strong multi-media campaign. We keep a monthly count of materials handed out, giving us average use over the fiscal year. 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.</p>	<p>over the previous fiscal year, as reported by West Yellowstone TBID collections.</p> <ul style="list-style-type: none"> 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. 8% increase over the previous fiscal year for online campaign landing page as entry point. 10% increase in mobile traffic over the previous fiscal year. 8% increase in social media followers over the previous fiscal year. 2% increase in social engagements over the previous fiscal year. Increase subscribers by 10%. Local emails (B2B): Increasing open rates to 35%, CTR to 20%. General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. 	<p>products that appeal to different market segments and enhance existing ones.</p> <p>West Yellowstone's biggest area of growth still 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.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> 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. Continuing to expand our marketing potentially participating in partnerships with other tourism partners. 	<p>\$4,500.00</p>	<ul style="list-style-type: none"> 14.6% Increase in Outgoing Travelers 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> 5.72% increase in Landing Page entry points 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> 16% increase in Mobile Traffic 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> 15% Increase in Followers 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> 61% Increase in Engagements Increase subscribers by 10%. <ul style="list-style-type: none"> 36% Increase in subscribers (42,316 Subscribers) Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> 32% Open Rate - 13% Click Thru Rate General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. <ul style="list-style-type: none"> 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> (Industry Avg. 16.62% Open Rate and 2.14% CTR) <p>Have texting program launched and being utilized by our businesses and boards. Set a baseline for tracking. This program was underutilized by visitors – only 100 users per month.</p> <p>Our printed materials were items used for event and cross seasonal promotion. Calendars and handouts were taken to fall & winter consumer shows for snowmobile, ski and ice fishing by our partners, as well as travel shows attended by staff.</p> <p>We provide digital copies for all influencers, FAM and press for reference.</p> <p>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.</p> <p>This is a successful method when used in conjunction with other media. We will continue to produce these materials for distribution and as a resource for our members to cross promote our year-round destination.</p> <p><i>The attached pdf contains samples of the texting promotional materials, winter event calendar and rack card, and promotional materials used at travel/trade shows.</i></p>	<p>Print Materials Samples.pdf</p>
	Consumer	Opportunity Marketing	<p>Marketing opportunities that might not be recognized at the time of submitting our FY20 Marketing Plan, may become available or may be necessary due to unforeseen circumstances like natural disasters or government policies out of our control.</p> <p>This line item allows us to allocate funds that can be available as these opportunities present themselves.</p>	<p>In the past, we have utilized opportunity funds for consumer shows with partners including TBID, to assist with travel and production expenses for celebrities and press to cover local niche events, promote new events, and create out-of-home multi-media campaigns.</p> <p>Many of these campaigns and events proved successful and even continue to this day as part of our annual plan.</p>	<p>Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. 8% increase over the previous fiscal year for online campaign landing page as entry point. 10% increase in mobile traffic over the previous fiscal year. 8% increase in social media followers over the previous fiscal year. 2% increase in social engagements over the previous fiscal year. 	<p>Aligns with our goals of:</p> <ul style="list-style-type: none"> 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. Continuing to expand our marketing potential by participating in partnerships with other 	<p>\$500.00</p>	<p>No projects presented themselves during the FY20 timeframe, so no LFUT funds were spent.</p> <p>We will continue to include this line item in our budget, so we have funding in the future.</p>	

				<ul style="list-style-type: none"> • Increase email subscribers by 10%. • Local emails (B2B): Increasing open rates to 35%, CTR to 20%. • General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. • Have texting program launched and being utilized by our businesses. Set a baseline for tracking. 	<p>tourism partners.</p>			
<p>Marketing Support</p>	<p>Research</p>	<p>We plan to use several sources of research to aid us to plan and strategize our promotion efforts. We measure and analyze data from our past and current efforts as well as look to professional individuals and organizations such as Montana Institute for Tourism and Recreation Research, Destination Marketing Association West, Destination Think, NSight, Visa Vue, Google and others.</p>	<p>According to careertrend.com, marketing research allows tourism organizations and businesses to gather and consolidate information reflecting customer satisfaction, wants and needs. In addition it can also provide statistics on customer's number of visits, profiles and characteristics. The research can also measure which facilities and activities are very popular among the tourists and which areas of offered services need improvement. DMOs are also able to know how effective advertising strategies are in attracting visitors.</p>	<p>Measurable objectives:</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. • 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. • 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. • 8% increase over the previous fiscal year for online campaign landing page as entry point. • 10% increase in mobile traffic over the previous fiscal year. • 8% increase in social media followers over the previous fiscal year. • 2% increase in social engagements over the previous fiscal year. • Increase subscribers by 10%. • Local emails (B2B): Increasing open rates to 35%, CTR to 20%. • General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. 	<p>Research plays a major role in confirming that our planning efforts are on target and analyzing how our campaigns are performing. It can also show new areas to explore. Making sure we have the right data, statistics, and tools is important to West Yellowstone's continued success.</p> <p>Our accomplishment depends on the success of the tourism industry in Montana as a whole and solid research, statistics and reports help us stay on track.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> • The information we glean is integral to future strategies and methods. • 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. • Continuing to expand our marketing potential by participating in partnerships with other tourism partners. 	<p>\$5,000.00</p>	<p>We met or exceeded our overall goals for FY20, with the exception of the lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> ◦ Final collections were down 8.41% from FY19 ◦ 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> ▪ Final collections were down 7.42% from FY19 ▪ 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> ▪ 3.67% Increase in Arrivals ▪ 14.6% Increase in Outgoing Travelers ▪ 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> ▪ 5.72% increase in Landing Page entry points • 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> ◦ 16% increase in Mobile Traffic • 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> ◦ 15% Increase in Followers • 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> ◦ 61% Increase in Engagements ◦ Increase subscribers by 10%. <ul style="list-style-type: none"> ▪ 36% Increase in subscribers (42,316 Subscribers) • Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> ◦ 32% Open Rate - 13% Click Thru Rate • General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. <ul style="list-style-type: none"> ◦ 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> ▪ (Industry Avg. 16.62% Open Rate and 2.14% CTR) <p>The report scanned, monitored and analyzed:</p> <p>12 925 810+ online conversations from around the world from January 1, 2018 – December 31, 2018</p> <p>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, five comparative destinations (we defined) were included in the analysis:</p> <ul style="list-style-type: none"> • Cody • Revelstoke • Bar Harbor • Estes Park • Banff <p>More than 500,000 different sources were included in the analysis, including online media sites, forums, reviews and social media networks (Twitter, Facebook, Instagram, Tumblr, YouTube and TripAdvisor).</p> <p>The report identified key assets 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 looking to experience and how they experience things in our area.</p> <p>Over the time period January 1 to December 31, 2018, West Yellowstone saw a +6 point increase in their overall Tourism Sentiment score. This illustrates the continued growth in positive perceptions of West Yellowstone's tourism experience and offering.</p> <p>Of all conversations online being driven by West Yellowstone's tourism experience or products, 44 percent of those conversations have been identified as destination promoters.</p> <p>That equates to 294 000+ online conversations actively promoting West Yellowstone each year.</p> <p>We consider this to be a successful method of research. It gives us more in-depth analysis in our niche markets and visitor expectations. We will continue to</p>	<p>West_Yellowstone_TSI.pdf</p>

						use this method as part of our on-going research and data gathering efforts, in which we use to further define our yearly marketing plans and campaigns. The report is attached for reference.	
Marketing Support	Administration	<p>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. 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.</p> <p>Aligns with our goals of:</p> <ul style="list-style-type: none"> 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. Continuing to expand our marketing potential by participating in partnerships with other tourism partners. 	Supporting research and statistics are provided in the individual methods/segments. Administrative costs support/enhance all of the methods per the Rules and Regulations.	<p>Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. 8% increase over the previous fiscal year for online campaign landing page as entry point. 10% increase in mobile traffic over the previous fiscal year. 8% increase in social media followers over the previous fiscal year. 2% increase in social engagements over the previous fiscal year. Increase subscribers by 10%. Local emails (B2B): Increasing open rates to 35%, CTR to 20%. General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. Have texting program launched and being utilized by our businesses. Set a baseline for tracking. 	<p>Administrative funds are utilized to cover costs incurred in the implementation of the individual marketing methods/segments within our plan, as outlined by the Rules and Regulations. These can include, but are not limited to:</p> <ul style="list-style-type: none"> Equipment Registration fees for development/trainings Office supplies and rent Travel expenses Utilities Bank and accounting fees Reference materials Postage and shipping Other costs that aid in the completion of methods Training Hourly wages and taxes for personnel to assist in implementation of the plan. 	\$57,750.60	<p>Yes, we met or exceeded our overall goals (see below), making this a successful method. We will continue to use this method and include it in our budget for the foreseeable future. We spent 97% of our 20% allowable = \$56,575.78</p> <p>Eligible Expenses paid for through this segment include:</p> <ul style="list-style-type: none"> Accounting Fees Utilities Office supplies Office Rent Salaries & Benefits Equipment maintenance Equipment Postage Storage <p>We met or exceeded all of our overall goals for FY20, with the exception of the lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> Final collections were down 8.41% from FY19 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> Final collections were down 7.42% from FY19 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> 3.67% Increase in Arrivals 14.6% Increase in Outgoing Travelers 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> 5.72% increase in Landing Page entry points 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> 16% increase in Mobile Traffic 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> 15% Increase in Followers 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> 61% Increase in Engagements Increase subscribers by 10%. <ul style="list-style-type: none"> 36% Increase in subscribers (42,316 Subscribers) Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> 32% Open Rate - 13% Click Thru Rate General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. <ul style="list-style-type: none"> 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> (Industry Avg. 16.62% Open Rate and 2.14% CTR) Have texting program launched and being utilized by our businesses and boards. Set a baseline for tracking. This program was underutilized by visitors – only 100 users per month.
		Attendance at TAC is a requirement. Governor's Conference and Partner Meetings help to foster excellence in our marketing efforts. Aligns with	Attendance ensures that participating organizations are aware of current events, changes to rules and regulations, new funding	<ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. 8% increase over the previous fiscal year for online campaign landing page as entry point. 10% increase in 	Approved organizations are required to have one paid staff or	<p>Yes, this method is successful, and because it is a required part of our annual Marketing Plan and budget, we will continue to use it.</p> <p>We met or exceeded all of our overall goals for FY20, with the exception of the our lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> Final collections were down 8.41% from FY19 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. <ul style="list-style-type: none"> Final collections were down 7.42% from FY19 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> 3.67% Increase in Arrivals 14.6% Increase in Outgoing Travelers 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> 5.72% increase in Landing Page entry points 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> 16% increase in Mobile Traffic 	

<p>Marketing Support</p>	<p>TAC/Governor's Conference meetings</p>	<p>our goals of:</p> <ul style="list-style-type: none"> 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. Continuing to expand our marketing potential by participating in partnerships with other tourism partners. 	<p>opportunities and yearly approval of required Marketing Plans and budget.</p> <p>During meetings, we also have the opportunity to network with other organizations. We can compare success stories and challenges, and brainstorm new ideas. At the Yellowstone Country level we can remain apprised of directions and opportunities to piggy-back on their methods.</p> <p>It is also an opportunity to educate each other and our Tourism Advisory Council members about our regions and destinations.</p>	<p>mobile traffic over the previous fiscal year.</p> <ul style="list-style-type: none"> 8% increase in social media followers over the previous fiscal year. 2% increase in social engagements over the previous fiscal year. Increase email subscribers by 10%. Local emails (B2B): Increasing open rates to 35%, CTR to 20%. General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. Have texting program launched and being utilized by our businesses. Set a baseline for tracking. <p>Additional objectives:</p> <ul style="list-style-type: none"> Attend all of the Council meetings, unless excused pre-meeting, for acceptable work or weather reasons. Attend partner meetings or trainings when offered. 	<p>board member at each Tourism Advisory Council meeting, preferably the representative who works most closely with the Department.</p> <p>Within Yellowstone Country, our region and CVB representatives also try to have seasonal meetings where we address regional issues and opportunities to work more cohesively. As well, we attend Yellowstone Country meetings as frequently as resources allow.</p>	<p>\$3,000.00</p>	<ul style="list-style-type: none"> 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> 15% Increase in Followers 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> 61% Increase in Engagements Increase subscribers by 10%. <ul style="list-style-type: none"> 36% Increase in subscribers (42,316 Subscribers) Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> 32% Open Rate - 13% Click Thru Rate General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. <ul style="list-style-type: none"> 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> (Industry Avg. 16.62% Open Rate and 2.14% CTR) <p>Have texting program launched and being utilized by our businesses and boards. Set a baseline for tracking. This program was underutilized by visitors – only 100 users per month.</p> <p>Additional objectives:</p> <ul style="list-style-type: none"> Attend all of the Council meetings, unless excused pre-meeting, for acceptable work or weather reasons. Result: All meetings were attended in-person (Oct & Feb) or virtually (June) by Marysue Costello, Katrina Wiese and/or Wendy Swenson. Where President and Marketing Director both attended, any additional expenses for the President were covered with private funds. Attend partner meetings or trainings when offered. Result: all meetings were attended by Marysue Costello, Katrina Wiese and/or Wendy Swenson. Where President and Marketing Director both attended, any additional expenses for the President were covered with private funds. Governor's Conference on Tourism. Result: The event was cancelled due to covid-19 	
<p>Marketing Support</p>	<p>Fulfillment/Telemarketing/Call Center</p>	<p>This method encompasses the cost of distribution of the West Yellowstone Vacation Planner through shipping directly from our printer, Fed Ex, drive distribution and mail from direct referrals.</p> <p>It is our plan to have the following Centers included in this distribution of our Vacation Planner. Others may be included as calls are received and supplies warrant.</p> <ul style="list-style-type: none"> Montana: Anaconda, Dillon, Big Fork, Hardin, Miles City, Big Sky, Billings, Hamilton, Boulder, Bozeman, Butte, Chinook, Cooke City, Culbertson, Ennis, Fort Benton, Gardiner, Great Falls, Havre, Hardin, Helena, Kalispell, Lewistown, Libby, Livingston, Lolo, Miles City, Missoula, Philipsburg, Red Lodge, Shelby, Columbus, Three Forks, Whitefish, Virginia & Nevada Cities, Belgrade & Wibaux Idaho: Coeur d' Alene, Twin Falls, Malad City, Idaho Falls, Teton Valley, Ashton, Rexburg, St. Anthony, Pocatello, Bonners Fairy, Lava Hot Springs, Stanley, Driggs, Twin Falls & MHAFB 	<p>The Annual ITRR reports show Visitor Guide use still ranks high in the pre-trip planning process and even higher once visitors arrive. DMA West 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:</p> <p>Reasons for Ordering Guides:</p> <ul style="list-style-type: none"> 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 30% ordered the guide specifically for trip inspiration. <p>Usage & Trip Behavior:</p> <ul style="list-style-type: none"> 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 70% of these visitors 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 	<p>Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. 8% increase over the previous fiscal year for online campaign landing page as entry point. 10% increase in mobile traffic over the previous fiscal year. 	<p>Demand for West Yellowstone's Vacation Planner by Visitors Centers around the area remains high. In 2018, we printed 40,000 copies and had very few left. Several out of state distribution points ran out and requested more as well. We consider providing information for these guests bound for West Yellowstone as an important part of our marketing efforts. We also increase our level of respect and cooperation because we build relationships with other Chambers and CVB's and we enhance their ability to help guests by providing the requested information.</p> <p>This helps us meet our goals of:</p> <ul style="list-style-type: none"> Attracting visitors to West Yellowstone by communicating an image that is consistent with our 	<p>\$5,000.00</p>	<p>West Yellowstone had determined to use the following as the measurable objectives for Distribution of our Vacation Planners as a Marketing Method:</p> <p>3% increase (from July 2019 -June 2020) in West Yellowstone Resort Tax Collections over the previous year (July 2018 -June 2019). At the time of this report: Final collections were down 8.41% from FY19.</p> <p>1% increase in occupied room nights (from July 2019 -June 2020) over the previous (July 2018 -June 2019) as reported by West Yellowstone TBID collections. At time of this report: Final collections were down 7.42% from FY19.</p> <p>2% increase in airline arrivals to the West Yellowstone Airport from May 25 – Sept 30. Create baseline for extended timeframe. 3.67% increase in arrivals & 14.6% increase in outgoing travelers.</p> <p>8% increase (from July 2019- June 2020) over the previous fiscal year for online campaign landing page as entry point. At time of report: 5.72% increase in landing page entry points.</p> <p>10% increase in mobile traffic (from July 2019- June 2020) over the previous fiscal year. At time of report: 16% increase in mobile traffic</p> <p>8% increase in social media followers (from July 2019- June 2020) over the previous fiscal year. At time of report: 15% increase in followers</p> <p>2% increase in social medial engagements (from July 2019 – June 2020) over the previous fiscal year. At time of report: 61% increase in engagements</p> <p>Increase subscribers by 10%. At time of report: 36% increase in subscribers (42,316 subscribers)</p> <p>It was also our goal to distribute all 45,000 copies printed and we actually distributed all but 1,230 by the end of October of 2020, which we will use until we receive next our Travel Planner in March 2021.</p> <p>As the narrative within our marketing plan indicated, West Yellowstone believes</p>	<p>Fulfillment Docs FY20,pdf</p>

		<ul style="list-style-type: none"> • Wyoming: Buffalo, Cody, Jackson, Dubois, Kaycee, Sheridan, Pinedale, Thermopolis • Utah: Salt Lake (multiple locations), Bear Lake Visitor Center, Bear Lake State Park, Cache Valley Visitors Bureau, Forest Service - Logan • Colorado: Grand Junction • South Dakota: Keystone 	<p>DMO's visitor guide.</p> <ul style="list-style-type: none"> • 28% 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. Of this group, 70.8 percent reported having increased their intended length of stay in the city by 1.9 days on average. • 80% said they used the visitor guide as a trip planning resource before arriving in the destination and said 74.9% they used it in-market • The guides are largely used to select attractions and restaurants in the destination, as well as review maps. • 21% use these guides to select a hotel. <p>Content Consumed:</p> <ul style="list-style-type: none"> • attractions (72.7%) • maps (66.4%) • travel tips (55.3%) • events (53.5%) • dining (52.2%) • articles and features (50.2%) 	<ul style="list-style-type: none"> • 8% increase in social media followers over the previous fiscal year. • 2% increase in social engagements over the previous fiscal year. • Increase email subscribers by 10%. 	<p>long-term vision of West Yellowstone as a vacation destination.</p> <ul style="list-style-type: none"> • Continuing to expand our marketing potential by participating in partnerships with other tourism organizations. 	<p>that this segment continues to be an important and effective part of our overall strategy. Our goal is to have the Vacation Planners get into the hands of as many visitors and potential visitors as possible to be able to affect their travel decisions. We believe we have been and continue to be very successful with the design and distribution of our travel planner.</p> <p>Our distribution was assisted with help from our publisher who used both UPS and personal, direct deliveries to dispense 42% of the total copies. We also distributed 31 cases (1,612 travel planners) of travel planners through USPS direct from the Visitor Center to many visitor centers throughout the country.</p> <p>Fulfillment as a marketing method remains high among our options and we will continue it in the future.</p> <p>Attached: Planner Distribution List and case receipts</p>	
Marketing Support	VIC Funding/Staffing/Signage	<p>The Lodging Facilities Use Tax Fund has, for a number of years, allocated a percentage of the budget to VIC support and will continue to do so. The WY Chamber/CVB also receives funding from Yellowstone Country Regional Tourism, The Town of West Yellowstone and the West Yellowstone Tourism Improvement District (TBID). The West Yellowstone Chamber/CVB provides the required high speed internet access, workers comp, the building and building maintenance. The Town of West Yellowstone supplies restroom maintenance and supplies, lawn and parking lot maintenance, as well as the noted support of staffing.</p> <p>We will work with our partners (state, region, and local) to continue to educate our VIC staff on the social and economic importance of the tourism industry in the local area, region, and state. We will also educate the staff about the multitude and vast variety of experiences available.</p> <p>The staff will receive training on how to use our marketing tools (website, electronic resources, Vacation Planner, and new texting program) to best leverage all avenues of communications and promotions.</p>	<p>The number of travelers stopping at the West Yellowstone Visitor Center is significant: the door count for FY18 was 185,417 visitors (2.0% increase over previous year); and current FY to date the Visitor Center has serviced just over 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.</p> <p>By having the interaction with visitors we, 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 to the West Yellowstone area and, as well, visits by their friends and family.</p>	<p>Measurable objectives:</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. • 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. • 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. • 8% increase over the previous fiscal year for online campaign landing page as entry point. • 10% increase in mobile traffic over the previous fiscal year. • 8% increase in social media followers over the previous fiscal year. • 2% increase in social engagements over the previous fiscal year. • Increase email subscribers by 10%. • Local emails (B2B): Increasing open rates 	<p>The VIC staff is our most critical marketing product "on the ground" here in West Yellowstone. The annual ITRR 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. The Visitors Center also acquires email addresses from many of those who sign in enabling future communications about the area and upcoming events.</p> <p>This aligns with our goals of:</p> <ul style="list-style-type: none"> • 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 	<p>Support for the West Yellowstone Visitor Information Center from several sources is essential to providing quality experiences to our visitors both in real time and those potential visitors who inquire. The Visitor Information Center is supervised and coordinated by the West Yellowstone Chamber of Commerce.</p> <p>Funding is provided by the West Yellowstone Lodging Facilities Use Tax combined with that of Yellowstone Country Montana, the West Yellowstone Tourism Improvement District, the Town of West Yellowstone through Resort Tax dollars, and the West Yellowstone Chamber of Commerce. These funds make it possible for us to continue to provide our excellent service and expand to include every winter weekend, thus making the Visitor Center open every day of the year with the exception of four holidays.</p> <p>Hours of service each day vary from a low of nine to a high of twelve depending on the month of the year. In total we serviced 3,571 hours during July 2019 – June 2020. During the winter and shoulder seasons we operate with a minimum of one staff person per hour, while during the summer season we operate with up to four staff per hour.</p> <p>During FY20 we had over 140,181 visitors into the Visitor Center. Our visitation numbers were significantly impacted by the COVID shutdown and restrictions. While this number is a decrease from the prior year, we still continue to be the leading Visitor Center in the state with yearly visitor numbers.</p> <p>The West Yellowstone Visitors Center is a joint agency center. We have the West Yellowstone Staff, Interpretive Rangers from Yellowstone National Park and, on some days, staff from the United States Forest Service join us. As a joint agency center, we make a complete one-stop package for our visitors.</p> <p>While we have no way of exactly identifying states of visitor origination, we do a voluntary sign in, and have a 38% sign-in rate. Based on that we feel we have a strong indication of our top ten states. These remain fairly constant year over year and include: California, Utah, Texas, Washington, Idaho, Florida, Arizona, Oregon, Pennsylvania and Ohio.</p> <p>Our measurements of success and results were as follows:</p> <p>General:</p> <ul style="list-style-type: none"> • 3% increase (from July 2019- June 2020) in West Yellowstone Resort Tax Collections over the previous fiscal year. Final collections were down 8.41% from FY19. • 1% increase in occupied room nights (from July 2019- June 2020) over the previous fiscal year, as reported by West Yellowstone TBID collections. Final collections were down 7.42% from FY19. • 2% increase in airline arrivals to the West Yellowstone Airport from May 25 – Sept 30. Create baseline for extended timeframe. 3.67% increase in arrivals & 14.6% increase in outgoing travelers. <p>Website:</p> <ul style="list-style-type: none"> • 8% increase (from July 2019- June 2020) over the previous fiscal year for online campaign landing page as entry point. At time of report: 5.72% increase in landing page entry points. • 10% increase in mobile traffic (from July 2019- June 2020) over the previous fiscal year. At time of report: 16% increase in mobile traffic <p>Social Media:</p>	Dist List & Receipts.pdf

				<p>to 35%, CTR to 20%.</p> <ul style="list-style-type: none"> General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. Have texting program launched and being utilized by our businesses. Set a baseline for tracking. 	<p>with other tourism organizations.</p> <ul style="list-style-type: none"> Targeting our market as accurately as possible 		<ul style="list-style-type: none"> 8% increase in social media followers (from July 2019- June 2020) over the previous fiscal year. At time of report: 15% increase in followers 2% increase in social medial engagements (from July 2019 – June 2020) over the previous fiscal year. At time of report: 61% increase in engagements <p>Electronic Advertising (E-blasts):</p> <ul style="list-style-type: none"> Increase subscribers by 10%. At time of report: 36% increase in subscribers (42,316 subscribers) Local emails (B2B): Increasing open rates to 35%, CTR to 20%. At time of report: 32% Open, 13% CTR General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5% At time of report: 16% Open Rate, 5% CTR (Industry average 16.62% Open Rate & 2.14% CTR) <p>Texting Program:</p> <ul style="list-style-type: none"> Have texting program launched and being utilized by our businesses and boards. Set a baseline for tracking. This program was underutilized by visitors, only 100 users per month. <p>And, yes, we will continue to use this method. As we feel the evaluation has indicated, it is effective.</p>	
<p>Marketing Support</p>	<p>Marketing/Publicity Personnel</p>	<p>The West Yellowstone Chamber/CVB has had a marketing and public relations position for nearly 15 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, but not limited to:</p> <ul style="list-style-type: none"> Creation, administration, and execution of the annual marketing plan, projects and budgets for Lodging Facilities Use Tax (Bed Tax) funding. Work closely with other marketing organizations (local, regional, MOTBD) for grants and additional funding options, as well as co-operative advertising opportunities. Determine and sustain new markets that diversify shoulder seasons -. Determine social media marketing strategies, management (including content creation and placement) for social media platforms. Create, execute and oversee social media marketing advertising campaigns. Drive internet marketing programs including SEO and SEM, website optimization, and online advertising campaigns. Content creation, content and imaging library management, for the website, social media, and other on-line programs. Raise the level of marketing awareness and participation within our community through workshops and seminars, weekly marketing 'blasts,' bi-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. 	<p>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 immediately for crisis situations. They know the members of other community partners and funding organizations and feel comfortable working on projects with multiple groups and no further intermediary is needed.</p> <p>Other advantages to having in-house marketing/PR personnel:</p> <ul style="list-style-type: none"> Increase and monitor value 	<p>Measurable objectives:</p> <ul style="list-style-type: none"> 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. 8% increase in social media followers (from July 2018- June 2019) over the previous fiscal year. E-news goals: <ul style="list-style-type: none"> Increase subscribers by 5% Local emails (B2B): Increasing open rates to 35%, CTR to 	<p>With our budget, West Yellowstone can best maximize dollars with local staff to manage our marketing and public relations projects. Often this position is required to communicate directly with our committees and boards to take advantage of marketing opportunities which arise with quick turnaround and deadlines. This person is also able to react quickly when crisis management is needed.</p> <p>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 'quick response unit' when needed for unanticipated marketing and publicity challenges requiring immediate and proactive action. Synergistic coordination with other local and regional marketing funds, events, and projects is also key. The position is encouraged to know the community and seek out new opportunities, strategies and projects that have strong potential to increase visitation.</p> <p>This position is also responsible for publicity and media communications, development and distribution of on-line press and information releases; development of a media (print) database and distribution of information to these sources on a regular basis; development, placement and maintenance of a</p>	<p>\$63,262.00</p>	<p>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 Blast" intended to inform and encourage the private sector with the overall strategy to create greater marketing synergy.</p> <p>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 <i>exceptionally</i> fortunate to have been able to acquire and retain her services.</p> <p>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 delivered. We would also note that it is very difficult to isolate actions to just one category since each affects the other. Many, indeed, blend across several. It is, after all, the whole that counts.</p> <p>Strategy and Planning:</p> <p>A majority of Wendy's time is 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.</p> <p>Wendy continued to build on her excellent relations with other organizations and private businesses for marketing synergies and partnerships—an expectation of this position. The time for these efforts, meetings and conversations was included in this bucket as well.</p> <p>As well, all the public meeting input, hearings and preparation of the FY 21 Marketing Plan fell into this category. The monthly reports to the Chamber Board of Directors (and thus to all members) is reflected in this category.</p> <p>Wendy continued the Monday Marketing Blast intended to encourage and lead our private sector into active participation on their own websites and social media strategies to enhance the overall volume generated from and about West Yellowstone. The Blast also often included information for businesses to share with their customers. This time, too, was included in this category.</p> <p>Social Media:</p> <p>Wendy's social media time this year was lower due to the part-time assistant, Trent Redfield, whose entire focus is social media. Wendy's approximated 9 hours per week for social media. Trent continues to grow the Chamber's social media presence and influence.</p> <p>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.</p> <p>Internet and Web:</p> <p>This area consumed approximately 3-10 hour per week of Wendy's time. Again, the entrance of a part-time assistant devoted to social media and the web made the difference.</p> <p>In this year, too, Wendy continued to devote time and energy to developing stronger blog content and relationships with bloggers.</p> <p>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.</p> <p>Method Implementation:</p> <p>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. Time spent on these efforts would specifically be to the</p>	<p>MktgPersonnel_SupportingDocsFY20.pdf</p>

- Coordination of publicity efforts including content creation and response as needed for news releases, PSA's, radio and television interviews, as well as on-line event calendars, blogs, and promotions. Organize resources and participation in media and familiarization tours.
- Create and implement crisis management plans with unified public relations and community wide updates to ensure accurate, timely, and continually updated information is sent to area businesses, residents, and visitors.
- Works with and directs any required professional agencies for high quality production and development of projects that require unique skills, such as developing our internet and social media framework.
- Work towards integration and all aspects of funding sources available for West Yellowstone marketing.
- Continued education on the newest and upcoming trends, tools, resources and information to keep Montana and West Yellowstone at the forefront of potential travelers' minds.

See Job Description with duties and responsibilities attached.

- vs. cost
- Implementation of a consistent marketing strategy
- Maximization of the community's image
- Enhanced quality control of the brand

- **Electronic Advertising (E-blasts):**
 - 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%
- **Texting/Chat Program:**
 - 50% of our local lodging partners displaying and utilizing program materials provided.

20% and subscribers by 5%.

- General/niche emails (B2C): Increasing open rates to 30%, CTR to 20%

We also expect this person to continue education and training to develop on-going knowledge, skills and networks to do the job efficiently and relay and demonstrate new resources, tools and opportunities to our constituents.

This helps us reach 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 accurately as possible, to assure funding is used to reach an audience that asks for information, travels to West and spends significant dollars.
- Continuing to expand our marketing potential by participating in partnerships with other tourism organizations.

accomplishment of methods that would have ranged from design to placement and implementation.

Reporting and Evaluations:

Approximately 15-125 of Wendy's hours were spent on completion reports.

The following are the evaluation mechanism used and the results.

General:

- 3% increase (from July 2019- June 2020) in West Yellowstone Resort Tax Collections over the previous fiscal year. **Final collections were down 8.41% from FY19.**
- 1% increase in occupied room nights (from July 2019- June 2020) over the previous fiscal year, as reported by West Yellowstone TBID collections. **Final collections were down 7.42% from FY19.**
- 2% increase in airline arrivals to the West Yellowstone Airport from May 25 – Sept 30. Create baseline for extended timeframe. **3.67% increase in arrivals & 14.6% increase in outgoing travelers.**

Website:

- 8% increase (from July 2019- June 2020) over the previous fiscal year for online campaign landing page as entry point. **At time of report: 5.72% increase in landing page entry points.**
- 10% increase in mobile traffic (from July 2019- June 2020) over the previous fiscal year. **At time of report: 16% increase in mobile traffic**

Social Media:

- 8% increase in social media followers (from July 2019- June 2020) over the previous fiscal year. **At time of report: 15% increase in followers**
- 2% increase in social medial engagements (from July 2019 – June 2020) over the previous fiscal year. **At time of report: 61% increase in engagements**

Electronic Advertising (E-blasts):

- Increase subscribers by 10%. **At time of report: 36% increase in subscribers (42,316 subscribers)**
- Local emails (B2B): Increasing open rates to 35%, CTR to 20%. **At time of report: 32% Open, 13% CTR**
- General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5% **At time of report: 16% Open Rate, 5% CTR (Industry average 16.62% Open Rate & 2.14% CTR)**

Texting Program:

- Have texting program launched and being utilized by our businesses and boards. Set a baseline for tracking. **This program was underutilized by visitors, only 100 users per month.**

We are extremely happy with this method and enthusiastically support its continued role in our Marketing Plans.

We, like every community, can be - confronted by unanticipated challenges including natural disasters that require crisis management. Events beyond our control including government - shut downs, road construction and wildfires have caused us to create and distribute accurate information through press releases, documents with alternative routes and activities for our front desk staff. We also make every effort to spread the word throughout our region and the state.

In the advent of any of these unexpected situations, we need to proactively implement a crisis management process that we have created and successfully used in the past. This could include additional unanticipated expenditures including increasing hours of marketing publication relations and other support staff during the crisis. We may also need to hire additional staff for the Visitor Information Center to distribute bulletins to local businesses.

Our crisis management plan includes, but is not limited to these components:

- Coordination with all agencies to have effective input in all press releases.
- Update relevant website content, including highlighted stories in the "new sections" of the home page on our own website, Chamber Facebook and Twitter accounts, as well as updates in relevant trip blogs such as Trip Advisor. *Note: it is critical to have updates in place early in the morning and throughout the day as situations are updated or changed.*

As evidenced with the Yellowstone River Closure in 2016 and wildfires in Glacier Country in 2017, and even the winter road closures due to storms, we need to be able to react quickly when faced with the

Measurable objectives:

- 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year.
- 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections.
- 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe.
- 8% increase over the

Time is something that is in very short supply when a crisis breaks. As a result of unexpected and unanticipated events, both natural and man-made West Yellowstone recognizes that we may quickly face challenges in convincing the traveling public that our destination continues to be value-based and that we remain a top destination for travelers to Yellowstone Park and southwestern Montana.

The costs for our email and social media management are already covered by other methods/line items, therefore, did not incur any additional costs for this method out of this line item.

Marketing Support	Crisis Management	<ul style="list-style-type: none"> Issue news releases if needed. Website content and news releases could contain the following: <ul style="list-style-type: none"> Overview related to visitors Specific information on the incident (location, size, containment, closures, evacuations, air quality) Information on major road closures, alternative routes, major roads that are still open Areas, attractions, and activities that are still available Phone numbers and websites for additional information Coordination with Yellowstone Park, the USFS, Yellowstone concessionaires, and other partners to have an effective communication channel for all Yellowstone guests. Aid with organizing and conducting public meetings. Create and distribute notices to local and area businesses to better assist with their guests. Distribute appropriate information to key tourism contacts including MOTBD, Wyoming Travel, Idaho Tourism, Yellowstone Country, other appropriate countries, appropriate Chambers and CVB's including organizations in neighboring states of Idaho and Wyoming, and the Salt Lake Utah area. Coordination with media including radio and television, news services. Coordination of radio Public Service Announcements if needed (PSA's). Door-to-door distribution of informational materials to frontline staff at local businesses. 	unexpected The chance to take advantage of a limited window of opportunity, increasing our possibility of retaining visitors and potential visitors when things happens that are out of our control including natural disasters like wildfires, or government inflicted budget cuts or shut downs.	<p>previous fiscal year for online campaign landing page as entry point.</p> <ul style="list-style-type: none"> 10% increase in mobile traffic over the previous fiscal year. 8% increase in social media followers over the previous fiscal year. 2% increase in social engagements over the previous fiscal year. Increase email subscribers by 10%. Local emails (B2B): Increasing open rates to 35%, CTR to 20%. General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. 	<p>This aligns with our goals of:</p> <ul style="list-style-type: none"> 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 	\$100.00	<p>The spring of FY20 was unique to say the least. We utilized our email subscriber list to send out communications to our local businesses and potential visitors about restrictions, requirements and the shutdown. We also shared information through our social media pages.</p> <p>This is a successful method. We will continue to include this line item in our budget, so we are prepared in case of need in the future.</p>	
Marketing Support	Outreach	<p>As a small, rural community who relies on tourism as our number one, and nearly only, 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 which then strongly contributes to the health and well being of the community as a whole.</p> <p>Previously, MOTBD provided communities with front-line customer service training workshops, which the Chamber previously enhanced. Since a change in the program, the VIC, Chamber and TBID 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.</p> <p>The Chamber also offers Learning Workshops throughout the winter season including customer service, marketing and other tourism related topics. In 2018, we partnered with a private business and the Yellowstone Historic Center to bring in a nationally recognized business consultant and speaker for our businesses, who also did one-on-one meetings. This was well attended, with full appointments. Many attendees implemented learnings right away, others asked about future workshops.</p> <p>For the 2019 Frontline training, we partnered with Flathead Community College to bring in the Customer Service Training similar to the previous Superhost program.</p> <p>These are just a few examples of what this method may help fund, and other opportunities may arise in which we would-desire to participate.</p>	<p>In past years, over 100 participants have come to the Local Front-line training offered each spring. The Chamber's learning workshops have also had 20-30 participants. Customer service and front-line training are important to our local businesses. Our small business owners cannot afford to travel, and often the time of formal training workshops, therefore rely on the information we can provide them.</p> <p>Currently our Marketing Director assures that a weekly email with community information and/or current marketing trends and tips is sent out. These experience an open rate of over 30%. Along with TBID, we have provided a time for local information in conjunction with the Frontline training, which employers find valuable for their summer staff.</p>	<p>Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. 2% increase in airline arrivals to the - Yellowstone Airport from May 25-Sept. 30. Create baseline for the new extended timeframe of service to our airport.. Local emails (B2B): Increasing open rates to 35%, CTR to 20%. 	<p>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 activities, 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.</p> <p>This helps us meet our goals of:</p> <ul style="list-style-type: none"> 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. 	\$2,000.00	<p>Traditionally this segment/method covers our Spring Frontline Training, but this was cancelled due the covid-19 shutdown that lasted until June 1, and then restricted the number of group sizes for meetings.</p> <p>The future of these trainings and meetings may be virtual or smaller groups at individual businesses.</p> <p>This is a successful method of enhancing our community education and partnerships. We will continue to use this method as the occasion or opportunities arrive, including Frontline training and other possible mentors or speakers.</p>	
							<p>We met or exceeded our overall goals for FY20, with the exception of the lodging collections which were on track to exceed goals until the shutdown due to covid-19 in the spring.</p> <p>FY20 Measurable objectives:</p> <ul style="list-style-type: none"> 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. <ul style="list-style-type: none"> Final collections were down 8.41% from FY19 1% increase in occupied room nights over the previous fiscal 	

Publicity	Fam Trips	<p>Public relations are a key role in maintaining West Yellowstone's position as a top destination for travelers to Yellowstone Park and southwestern Montana. Public relations challenges for FY20 will derive from known factors and possibly unanticipated ones as well. We are allocating funds to help aid in our communications with these potential visitors and those who already planning their trip to West Yellowstone should the need arise.</p> <p>We will incorporate press promotions/releases into our overall marketing plan to enhance and support traditional methods. This may include paid press release distribution to increase our market reach on a national and international scale.</p> <p>We consistently receive requests from tour companies/operators, media, independent film companies, Yellowstone Country, and MOTBD for support of Press/FAM Trips. Many of these are related to Yellowstone National Park and others are looking for unique and off the beaten path ideas for itineraries. We evaluate each request to -discover if there is a direct benefit for West Yellowstone and if the requester meets our criteria. We would like to allocate some funds for when appropriate opportunities present themselves. Part of the partnership with Visit Utah includes a FAM/press trip component, so we would like to have a budget to accommodate that, as it directly benefits West Yellowstone. We are also fortunate to be included in post-FAMs for TBEX.</p> <p>We created an application potential media and influencers must fill out to meet pre-determined criteria. This also gives us insights into the writer's reach and strong platforms. It helps to weed out those with committed assignments from those who just want a free trip to Yellowstone. We ask that all media and FAM participants utilize our social platforms with hashtags and tagging our pages. As articles and blogs are published, they are required to provide samples, links and stats to help us determine ROI.</p> <p>Funds will also allow us to create accurate and complete press kits for participants.</p>	<p>In the past we have supported MOTBD, Yellowstone Country Region and other trips. These operators and press have provided West Yellowstone with opportunities to put our best foot forward and make important networking connections. We know that these trips and tours 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 have become popular and beneficial to DMO's, so we may pursue this avenue in the near future.</p> <p>Benefits of influencers and bloggers include:</p> <ul style="list-style-type: none"> • These established writers already have opt-in audiences • Their audiences find them as trustworthy references and value their reviews, tips and insights • Allows for niche marketing • Boosts SEO through credible back links and increased traffic • Generates relevant leads • Aids in content strategy with a flow of fresh content 	<p>Measurable objectives:</p> <ul style="list-style-type: none"> • 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year. • 1% increase in occupied room nights over the previous fiscal year, as reported by West Yellowstone TBID collections. • 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. • 8% increase over the previous fiscal year for online campaign landing page as entry point. • 10% increase in mobile traffic over the previous fiscal year. • 8% increase in social media followers over the previous fiscal year. • 2% increase in social engagements over the previous fiscal year. • Increase email subscribers by 10%. 	<p>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.</p> <p>Aligns with our goals:</p> <ul style="list-style-type: none"> • 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. • Continuing to expand our marketing potentially participating in partnerships with other tourism partners. 	\$7,500.00	<p>year, as reported by West Yellowstone TBID collections.</p> <ul style="list-style-type: none"> • Final collections were down 7.42% from FY19 • 2% increase in airline arrivals to the West Yellowstone Airport from May 25-Sept. 30. Create baseline for extended timeframe. <ul style="list-style-type: none"> • 3.67% Increase in Arrivals • 14.6% Increase in Outgoing Travelers • 8% increase over the previous fiscal year for online campaign landing page as entry point. <ul style="list-style-type: none"> • 5.72% increase in Landing Page entry points • 10% increase in mobile traffic over the previous fiscal year. <ul style="list-style-type: none"> • 16% increase in Mobile Traffic • 8% increase in social media followers over the previous fiscal year. <ul style="list-style-type: none"> • 15% Increase in Followers • 2% increase in social engagements over the previous fiscal year. <ul style="list-style-type: none"> • 61% Increase in Engagements <ul style="list-style-type: none"> • Increase subscribers by 10%. <ul style="list-style-type: none"> • 36% Increase in subscribers (42,316 Subscribers) • Local emails (B2B): Increasing open rates to 35%, CTR to 20% <ul style="list-style-type: none"> • 32% Open Rate - 13% Click Thru Rate • General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%. <ul style="list-style-type: none"> • 16% Open Rate - 5% Click Thru Rate <ul style="list-style-type: none"> • (Industry Avg. 16.62% Open Rate and 2.14% CTR) <p>Due to covid-19 some of our partner FAMs and potential influencer trips were canceled or postponed. In September, we did host four influencers for a post-TBEX trip. Through the TBEX team, we were able to vet influencers prior to the conference and meet with them in person. We were happy with the final choices and received great coverage on social media while they were on site. Three of them produced blog posts and articles after the trip. Some are still repurposing content for other contracts.</p> <p>Yellowstone Country also included West Yellowstone in one of their post-TBEX Fams, which provided added coverage for us with no additional costs to our CVB.</p> <p>We hosted an independent blogger, Valerie Rogers, in January of 2020. This was her first trip to Montana in the winter, so it was fun to see her reaction. She combined West Yellowstone with Bozeman, so we only had to cover a part of her expenses. She planned her own itinerary. Our lodging and activity partners provided accommodations and we hosted meals and sent information. She posted on her social media channels during her time on the ground, and produced a blog post for her site and our DestinationYellowstone.com blog.</p> <p>We were very happy with the coverage from social media and published pieces from these trips. We also heard positive feedback and follow up questions from some of the participants.</p> <p>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.</p> <p><i>The itineraries, including lists of participants is attached, as well as social and publication links.</i></p>	FAM Report.pdf
							\$388,496.60	

Marketing Method Evaluation Attachments

- Attachment 1 FY20 Pie Charts % of Total Budget.pdf
- Attachment 2 FY20 Budget to Actual Comparison Report.xlsx
- Attachment 3 FY20 BUDGET VS ACTUAL YEAR END.xlsx
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Print Advertising	\$50,000.00	\$10,000.00
Consumer	Online/Digital Advertising	\$60,000.00	\$10,000.00
Consumer	Social Media	\$10,000.00	\$2,500.00
Consumer	Electronic Adv - Newsletter, E-blast	\$12,000.00	\$5,000.00
Consumer	Radio & Television Advertising	\$2,500.00	\$1,000.00
Consumer	Photo/Video Library	\$15,000.00	\$10,000.00
Consumer	Joint Ventures	\$20,000.00	\$10,000.00
Consumer	Printed Material	\$4,500.00	\$3,000.00
Consumer	Website/Internet Development/Updates	\$40,000.00	\$2,500.00
Consumer	Travel/Trade Shows	\$12,500.00	\$5,000.00
Consumer	Opportunity Marketing	\$4,462.29	\$0.00
		\$230,962.29	\$59,000.00
Marketing Support	Outreach	\$2,000.00	\$0.00
Marketing Support	Administration	\$51,577.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,500.00	\$0.00
Marketing Support	Marketing/Publicity Personnel	\$63,262.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$4,500.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$25,000.00	\$40,000.00
Marketing Support	Crisis Management	\$100.00	\$0.00
Marketing Support	Research	\$13,776.17	\$2,500.00
		\$162,715.17	\$42,500.00
Publicity	Fam Trips	\$7,500.00	\$5,000.00
		\$7,500.00	\$5,000.00
		\$401,177.46	\$106,500.00

Miscellaneous Attachments

Description	File Name	File Size
FY20 Budget Pie Charts	FY20 Pie Charts.pdf	458 KB
Marketing Assistant Responsibilities	FY20_Marketing Assistant Roles and Responsibilities.pdf	362 KB

Reg/CVB Required Documents

Description	File Name	File Size
FY20 Required Documents	RequiredDocumentsFY20Signed.pdf	888 KB

