



**Grant Details**

**95522 - FY21 Region/CVB Marketing Plan**

101292 - FY21 Gardiner CVB Marketing Plan

DOC Office of Tourism

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**Community & Brand Support**

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

The small hamlet of Gardiner, known as "Nature's Favorite Entrance to Yellowstone National Park", is located in southwest Montana at the North Entrance to Yellowstone National Park. Nestled between the Absaroka-Beartooth and the Gallatin Mountain ranges, Gardiner is surrounded by approximately 10 million acres of public lands. The community enjoys year-round access to the Yellowstone River--the longest free-flowing river in the lower 48 states. Since the early 1880's, Gardiner has served as the original entrance to Yellowstone National Park and is graced by the historic Roosevelt Arch, dedicated by President Theodore Roosevelt in 1903.

Our community's small-town Montana charm, natural splendor, and abundant wildlife make it a unique "home on the range" for our nearly 900 residents. Year-round access to Yellowstone's Northern Range truly differentiates Gardiner from other Yellowstone gateway communities. The community also enjoys a rich history as the original entrance to Yellowstone National Park, which has left a flavor of Old West heritage evidenced by historic buildings and the Roosevelt Arch.

In the mere months since the emergence of COVID-19 Gardiner has already experienced a significant economic impact. Gardiner is comprised of mainly small family owned and seasonally operated businesses – whose financial future is almost solely dependent on tourism revenue generated from May – September. Being that the Gardiner Chamber of Commerce & CVB rely on membership dues, resort tax collections, and the lodging tax to operate this economic impact is also being felt at our organization.

Since the implementation of Montana's stay at home order visitors to Gardiner have ceased. While this order has since been lifted, the phased reopening of our state has begun, and Montanans are encouraged to travel through-out the state – it is still not clear when the North Entrance to Yellowstone will open. Yellowstone's closure paired with the 14 day out of state traveler quarantine has been Gardiner's biggest challenge – as it makes clear communication with potential travelers and previously booked guests next to impossible.

In response to COVID-19 the Gardiner Chamber of Commerce & CVB has continuously evolved our marketing message making it clear to travelers that when the time is right Gardiner will be ready and we welcome your business. While phase 2 for Montana is set to go in place on June 1<sup>st</sup> and the Montana gates to Yellowstone are on track to also open on this date, June 1<sup>st</sup> is not definite for the reopening of the North gate, and presenting a transparent message will be crucial. With this in mind, moving forward our campaigns will still echo past successes – highlighting Gardiner's extensive local wildlife, small town charm, and historic past – and incorporate new messaging that underscores Gardiner's eagerness for the travelers return, heightened safety and cleaning practices, and ample open spaces perfect for social distancing. To ensure a successful recovery, from both an economic standpoint and for the safety of our residents, we recognize that above all else Gardiner's marketing message must be flexible – we are committed to doing just that.

**Strengths:** Our charming small town offers relaxing hospitality while providing full-service amenities. Many Gardiner restaurants offer local and sustainably grown produce and Montana raised beef. Visitors will find a diverse selection of accommodations including modern hotels and inns, rustic cabins, quaint cottages, relaxing B&B's, and vacation rentals. Our all-inclusive guest ranches offer our visitors horseback riding and fishing by day and cowboy cookouts and campfires by night.

Year-round access to Yellowstone National Park and easy access to Forest Service and BLM lands provide visitors with an array of recreation opportunities. These include whitewater rafting, ziplining, cross-country skiing and snowshoeing, photography, wildlife watching, hiking, fishing, and soaking in hot springs.

Gardiner is currently enjoying the successful completion of a \$24-million-dollar infrastructure improvement as part of the nationally recognized Gardiner Gateway Project. The project's completion now provides visitors with vital amenities such as walkways, safer traffic routes, a Gardiner Visitor Information Center with 24-hour public restrooms, and the Roosevelt Stage in Arch Park. The Institute for Tourism and Recreation Research (ITRR) released a report in 2018 showing that visitor perceptions of Gardiner have improved since the infrastructure development, especially in the areas of cleanliness, well-maintained storefronts, and community friendliness.

**Challenges:** Challenges include residential housing shortages, short-term rentals creating a lack of affordable housing, public/private wildlife controversies, and lack of year-round staffing. In the winter and shoulder seasons, the lack of year-round staffing and a much lower visitation rate make it difficult for businesses to remain open—resulting in a shortage of accessible visitor amenities. Gardiner's remote location also presents issues for visitor access and awareness. When all park roads are open, some visitors may choose to bypass Gardiner on their way to Yellowstone National Park. A newly anticipated challenge will be navigating the final phase of the Gardiner Gateway Project which includes adding an additional lane and kiosk to improve traffic flow and reduce lines into the park. This phase will not be completed until end of 2021 and will causes delays for travelers entering Yellowstone through the North Gate.

**Opportunities:** The largest opportunity for tourism growth in Gardiner is in the winter and shoulder seasons. According to National Park Service vehicle gate counts for 2019, October through May only contribute to approximately 20% of total North Entrance visitation. The primary goal of our long-term marketing efforts continues to be focused on attracting more visitors during that time through a comprehensive marketing plan.

**Brand Pillars:** Gardiner aligns perfectly with the state's brand pillars. Located at the heart of the Greater Yellowstone Ecosystem, Gardiner is surrounded by unspoiled nature with beautiful vistas and landscapes home to some of the most abundant and diverse wildlife in America. Gardiner prides itself as the historic gateway to Yellowstone's natural wonders. Our messaging focuses on the area's abundant wildlife, authentic and local hospitality, and year-round recreational activities as the only year-round entrance to Yellowstone National Park.

**Describe your destination.**

**Inspiration:** We will continue to inspire potential visitors through a multi-faceted marketing plan that includes print, digital, and video advertisements and engagement. We'll focus on the elements of Gardiner that make it unique and desirable—particularly the abundance of wildlife, small town charm, and historic ties to Yellowstone National Park.

**Orientation:** We'll continue to build out Gardiner-specific website content including blog posts, events, activities, lodging, and winter season opportunities to message Gardiner as a destination unto itself, in addition to a comfortable and authentic base camp to Yellowstone National Park.

**Facilitation:** Our Visitor Information Center and friendly, accommodating business owners will help facilitate visitors to Gardiner, Montana. Trip planning materials, recommendations, and complimentary wifi are available for visitors at the Gardiner Chamber of Commerce Visitor Information Center. Our mobile-friendly website as well as our brand new, comprehensive visitor guide serve as valuable resources for our visitors throughout all phases of the travel decision process.

**Optional: Include attachments here**

Gardiner MT\_Visitor Perceptions Image and Spending Before.pdf

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

The target market for increasing all visitation remains the geo-traveler. Efforts should target promoting the outdoors to the authentic experience seeker and wildlife enthusiast.

**Adventurous families:**

Couples and families, ages 45-54

College-educated

United States: especially from California, Texas, Washington

Affluent \$80,000+ per year

Interested in travel

Source: 2018 Profile of the Winter Enthusiast study: Destination Analysts. FY20 VisitGardinerMT.com Google analytics

**Mature Nature-Based Travelers**

Interested in visiting Yellowstone National Park and partaking in activities such as scenic driving, day hiking, wildlife watching and nature photography.

Most often from Washington, California, Idaho, Illinois, and Utah

Affluent \$75,000 + per year

Median age 60

Travel in couples

Source: Gardiner and Yellowstone Country Nonresident Visitors: ITRR interactive data report 2018. FY20 VisitGardinerMT.com Google analytics

*b. What are your emerging markets?*

International travelers Interested in Yellowstone National Park

Most often from Canada, India, United Kingdom, Australia, Germany, and France.

International travelers particularly from Canada, India, the United Kingdom, Australia, Germany, and France appear to be an emerging market for Gardiner, Montana. Data from 2019 Gardiner Visitor Information Center visitor surveys show that Chinese visitors have declined and visitors from Canada, the United Kingdom, and Australia are our most common countries of origin for international travelers.

VisitGardinerMT.com Google analytics data from FY20 supports this information; it shows that the majority of international website users were from the aforementioned countries – India with 4,119 users, Canada with 1,615 users, the United Kingdom with 1,031 users, France with 701 users, Germany with 598 users, and Australia with 521 users.

Although this market has been on our radar thanks to tracking information from the Gardiner Visitor Information Center, the more regular use of Google analytics by Gardiner CVB staff has helped bring these emerging markets to the forefront of our attention. In FY20 we will continue to test these emerging target markets through the use of targeted social media posts and continued visitor tracking at the Gardiner VIC.

Source: 2019 Gardiner Welcome Center survey data. FY20 VisitGardinerMT.com Google analytics

**Optional: Include attachments here.**

*c. What research supports your target marketing?*

2019 visitor survey data from the Gardiner Visitor Information Center shows our visitors are most often from Texas, California, and Washington, and spend their time primarily wildlife watching and enjoying Yellowstone National Park. Internationally, Canada continues to rank first followed by the United Kingdom, Australia, Germany, and France following for the top five. This is relatively consistent with years past, although visitors from China have shown a steady decline.

Drawing from information outlined in the Gardiner Visitor Information Center data, ITRR reports, results from our digital ad campaigns through our web agency TDG, and VisitGardinerMT social media/Google analytics, we believe our target markets can be divided into three categories: adventurous family travelers, mature geotravelers, and international visitors. In the attached document you will see detailed metrics supporting our target markets. Before reading it is important to note the countries the in the Google Analytics Demographics FY2020. You will see that India, Pakistan, Indonesia, and Bangladesh are among our top 10 international visitors to the VisitGardinerMT website and we have not identified them as a target market. After discussing the traffic with our web agency, TDG, it was found that while these were top visitors to the site the audience's the bounce rate was extremely high and amount of time spent on the site was extremely low. We concluded that these were most likely informational campaign bots and not a potential target market.

- Promote the Gardiner destination in a way that we can anticipate exceeding the forecasted bed tax collections.
- Increase visitor travel to the Gardiner area in the winter and shoulder seasons
- Increase visitation to the State particularly during the shoulder and winter seasons
- Increase our digital presence including social media reach/engagement by 25% and website traffic by 50%
- Increase our digital campaign results by 20%
- Maintain our metric reporting system that has comprehensively tracked marketing and campaign success in previous years.

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

We would like to continue to participate in Joint Ventures with MOTBD as our budget allows. As a smaller organization with limited funding, these opportunities to participate in larger campaigns and content creation are invaluable.

We have found great success in online advertising as a cost effective means of promoting our brand and would like to continue to seek out options for content creation and online advertising campaigns - especially to showcase our new seasonal promotional videos which were completed in FY19.

Optional: Include attachment here.

FY21 Gardiner Target Markets Supporting Data.pdf

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

We would love to participate in Joint Ventures with Yellowstone Country and our regional CVBs to bring influencers and/or travel writers to Gardiner in the winter months. We feel that Gardiner offers a highly desirable winter experience with our abundant wildlife and opportunities for cross-country skiing and snow tours in Yellowstone National Park. Due to budget constraints it would be valuable to us to partner with Yellowstone Country or other regional CVBs in order to make this happen in FY21.

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

**Yellowstone Country-TripAdvisor**

For several years now we have participated in the TripAdvisor Pages Joint Venture offered through Yellowstone Country. TripAdvisor is a key platform for destination marketing and we have found the ability to have a presence on this site and the ability to provide content to be moderately successful. We hope to see improvements in our banner ad and click through rates and impressions in the future and will continue to monitor the metrics of these ads to determine if we want to continue this program in FY21.

**MTOT RootsRated JV-**

In FY18 we took advantage of the match program with Rootsrated to create custom content for our webpage and online platforms. With limited staffing we are not able to create content as frequently as we would like and we have found that blog posts and articles are key drivers to our webpage. Unfortunately, we were disappointed in the partnership overall; we provided our own local writers and received very few original photo assets (most were public domain photos available on the Yellowstone NPS Flickr page). It has proven easier and more cost effective to hire local writers directly to produce blog content.

Optional: Include attachments here.

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**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
Consumer	Joint Ventures	In the coming year Gardiner plans to leverage partnerships with the State, Yellowstone Country, and regional partners.  <b>Yellowstone Country</b> We would like to continue to partner with Yellowstone Country on the TripAdvisor program as well	We have found that by partnering with organizations in our region, county, and state the benefits are exponential, including but not limited to an elevated print and online presence.  In FY20 we were able to partner with Yellowstone County on a print campaign that not only gained us exposure to potential visitors in Midwest Living and Sunset Magazines but from this joint venture we received over 200 valuable marketing leads that were used to specifically target travelers via mail and email. Our participation in programs like this have helped us to make the most of our small operating budget and limited staff time and promote awareness of Gardiner as a year-round destination.	Project #1 was winter season print coop we plan to measure success by leads generated and tracking impressions.  Project #2 was the Lee MT Newspaper Partnership we plan to measure impressions, clicks,	We have a small operating budget and partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.  In response to the COVID-19 pandemic we believe that allocating a large portion of our budget to Joint Ventures will help us remain flexible and open to opportunities that would increase Gardiner's awareness as a destination. We understand that people will be re-evaluating how they	\$10,000.00	The GCVB was able to participate in two joint ventures with Yellowstone Country.  <b>Yellowstone Country</b>  Winter Season print cooperative: This JV was successful. The GCVB was included on an ad feature in the following publications: Cross Country Skier Magazine (30,000 impressions est.), Powder Magazine (50,000 est. impressions), Distinctly Montana winter issue (20,000 est. impressions), and Ski Magazine (600,000 est. impressions). We were also included on a winter landing page with our logo, contact information, and link to our website that generated 823 traveler leads.  [See materials in attachment Gardiner FY21 YCMI JV Reports & Materials.pdf]  Lee MT Newspaper Network partnership with Yellowstone Country: This JV was successful. The GCVB	FY21 Gardiner YCMI JV Reports & Materials.pdf

		as have the ability to participate in fam tours, print, and digital marketing opportunities like we were able to do in FY20.			and click through rates.	make their travel decisions and that we may have to market the warm season in addition to the shoulder and winter seasons. We believe that partnerships with the State, Yellowstone Country, and regional partners will give us the most leverage to do so.		partnered with Yellowstone Country on a series of banner ads that were positioned through the Lee Montana Newspaper Network site. It garnered a total of 356,206 impressions, 627 clicks, with a click through rate of .18%. [See materials in attachment Gardiner FY21 YCMI JV Reports & Materials.pdf]  The GCVB will continue to utilize Joint Ventures with Yellowstone Country, MOTBD, and Regional Partners on projects as applicable to our marketing plan. With having a small budget and partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.	
Consumer	Photo/Video Library	We will create a desired list of shots on the images and/or videos we feel are missing in our collection (food/dining and annual community events/culture) and put out a request to local photographers for high resolution photos for which we will own exclusive rights. These photos will then be available for use on the website, print advertising campaigns, social media advertising campaigns, online advertising campaigns, and promotional products.	<p>Because people respond positively to visual 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. Research has shown that including images and video in marketing is important for some of the following reason:</p> <ul style="list-style-type: none"> <li>When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 65% of the information three days later. (Source)</li> <li>Using the word "video" in an email subject line boosts open rates by 19% and click through rates by 65% Eyetracking studies show internet readers pay close attention to information carrying images. In fact, when the images are relevant, readers spend more time looking at the images than they do reading text on the page.(Source)</li> <li>Facebook posts with images see 2.3X more engagement than those without images. (Source)</li> </ul>		Success of this method would be determined by the ownership of 5-10 high resolution photos and/or video for use in advertising campaigns and on social media for the next several years.	In FY20 we were able to significantly build out our photo library. However, we are requesting funding again this year to give us the ability to add images and/or video of future community events/culture, food/dining, and purchase a photo for our next Visitor Guide cover if need be.	\$1,000.00	<p>This method was successful. The GCVB was able to have the opening graphic of our four promo videos updated to say "Plan your trip to Gardiner &amp; Yellowstone today!" from the previous graphics that either stated "The four seasons of Gardiner" or "Gardiner Montana." Creating a call to action in the opening moments of our videos needed to be done for our digital campaigns as for the first time in the GCVB utilized Youtube Video advertising and having a call to action with in the first 5 seconds helps retain engagement. [See attachment FY21 Photo Video Library Graphic Call to Action Update.pdf]</p> <p>The GCVB will continue to use this method in the future to keep our photo/video library current with assets that support our marketing plan.</p>	FY21 Photo Video Library Graphic Call to Action Update.pdf
Consumer	Website/Internet Development/Updates	In FY21 we will continue to focus on better showcasing our promotional videos on our website, monitoring downloads of our new travel guide, and making routine updates as needed from our website agency provider to ensure a successful consumer facing site.	<p>The majority of travelers are now using the internet to plan, book, and research their vacations. Having a well-rounded web presence is essential to marketing a destination.</p> <p>The VisitGardinerMT website is up 35% compared to FY19. See attached Google analytics yearly report_FY20 .</p> <p><a href="https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1592&amp;context=ttra">https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1592&amp;context=ttra</a></p> <p><a href="http://www.adweek.com/socialtimes/online-travel-industry/467349">http://www.adweek.com/socialtimes/online-travel-industry/467349</a></p> <p><a href="https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/">https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/</a></p>		<p>Success will be measured by increased web clicks on our promotional videos, continue building to our email list with at least 200 more useable email addresses, and at least 200 or more travel guide downloads.</p> <p>We will also measure overall success of our website using Google analytics to see increased traffic to the website. Specifically, we would like to see an increase in our website visitors by 40% or 168,000 people.</p>	Our website is the most comprehensive information source for travelers looking to come to the Gardiner area. For many it is the first point of contact we have in sharing our destination and what experiences and amenities our area has to offer.	\$2,300.00	<p>This method was successful. While we did not meet our goal to increase overall web traffic by 40% or 168,000 people VisitGardinerMT.com received 139,353 users in FY21, a 24.77% increase from FY20.</p> <p>There was not an increase on clicks of the Gardiner Promotional videos but rather a minimal decrease of .85%, compared to FY20. The GCVB will continue to evaluate the landing page of our promotional videos and assess if there a better placement area. It must be noted that at the beginning of FY22 the Gardiner Four Seasons promo video was added as the header to VisitGardinerMT.com homepage, making it the first item a website visitor views.</p> <p>The GCVB had 1,259 travel guide downloads in FY21. This exceeded our success metric of at least 200 downloads and was also an increase of 126.85% in downloads compared to FY20.</p> <p>The GCVB was able to acquire 191 useable subscribers from our Quarterly Travel E newsletter signup form on VisitGardinerMT.com. While this is less than 200, these email addresses are a valuable way to be able to communicate with interested travelers to the area.</p> <p>The GCVB will continue to use this method in the future to make sure we are providing up to date online information for potential visitors as well as</p>	google analytics yearly report visitgardinermt_FY20.pdf

								appropriate imagery and text to foster trip planning inspiration. See attachment FY21 Google Analytics Yearly Report Visit Gardiner MT.pdf	
Consumer	Social Media	In FY18, Gardiner's Facebook following increased by over 200%, followed by a 30% growth in FY19 and a 25% growth in FY20. From FY19 to FY20 Gardiner's Instagram following increased 53%. To continue to increase our audience reach and brand exposure we will use targeted social media boosts and paid likes ads on a variety of social media content including beautiful photos, blog post links, videos, and community events that align with the Gardiner brand. In addition, we will work with local writers to create content for our VisitGardinerMT blog to assist visitors with travel planning, inspire future trips, and increase time spent on our website.	At the start of 2020 there were 3.8 billion social media users worldwide, 49% of the world's total population. Social media continues to grow as a tool for consumers to educate themselves about travel options, share information with other travelers, and purchase lodging and tours. Social media allows our organization to represent the story of our community and illustrate the experience visitors will have while simultaneously leveraging the power of recommendation – friends seeing other friend's posts and being persuaded to visit our area. (Source: <a href="https://datareportal.com/social-media-users">https://datareportal.com/social-media-users</a> )  <a href="https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/">https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/</a>  <a href="https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/">https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/</a>  Also see attached social media analytics from 2019-2020.	We will track the success of paid boosts, likes, and ads in terms of reach and engagement over the next year using Facebook and Instagram analytics. The metrics for likes, reach, engagement, demographics, etc. will be reported on quarterly followed by a plan to adjust our strategy in response to the outcome of these metrics.	We have found that this method of marketing allows us the ability to leverage our unique location and the experience of others have while visiting our community to tell the story to potential travelers. Recent findings have concluded that a barrier to Montana tourism includes a lack of awareness of the destination in general, and social media is a proven successful way to foster awareness of our Yellowstone gateway community and as a Montana tourism destination. In recent years, social media has become a pay-to-play environment for business pages, and we believe our presence on social media will increase dramatically if we're willing to play.  In response to the COVID-19 pandemic we believe that allocating a large portion of our budget to Social Media will greatly leverage the Gardiner brand awareness. As social media is a key player in how travelers plan their vacations dedicating such a large sum makes sense as one of the best ways to not only engage with them but keep them up to date on an ever evolving matter.	\$7,000.00	This method was successful as indicated by an over all increase of 13.43% in Facebook followers (43,952) and a 63.45% increase in Instagram followers (7,553). Though we did not reach our ultimate Q4 goals of 46,190 Facebook followers and 9,953 Instagram followers we still largely increased our following in the midst of constant algorithms changes on both platforms. [See attachments FY21 Social Media Yearly Report Visit Gardiner MT.pdf & FY21 Social Media Tracking.pdf]  Social media provides a tool to expand our reach to both targeted audiences through paid promotional posts and to broader audience through organic post reach and user generated content.  The GCVB will continue to use this method in the future to promote our brand awareness, engagement to our website, to encourage repeat visitors to Gardiner, and educate traveler and locals alike on responsible recreation and destination management practices.	social media yearly report visitgardinermt_2020.pdf	
Consumer	Printed Material	We plan to use traditional printed materials in combination with digital marketing to best reach our audience. We have found that printed materials are good for brand recognition and support for our other marketing campaigns, especially those for events. Printed materials could include but are not limited to rack cards, posters, flyers, stickers, postcards, mailers, and window clings.	Results show that tested advertisements employing premium-print technologies convey a greater sense of uniqueness and prestige than conventional advertising, boost consumer attitudes toward an advertisement as well as toward the brand and enjoy higher ratings on measures of willingness to buy, positive word of mouth, and consumer willingness to pay a price premium.  <a href="https://www.researchgate.net/publication/257881050_Is_An_Advertisement_Worth_The_Paper_It's_Printed_on_The_Impact_of_Premium_Print_Advertising_On_Consumer_Perception">https://www.researchgate.net/publication/257881050_Is_An_Advertisement_Worth_The_Paper_It's_Printed_on_The_Impact_of_Premium_Print_Advertising_On_Consumer_Perception</a>  Specifically, The GCVB had to do one reprint in FY20 of our Gardiner postcard that are handed out to visitors. Meaning that over 1,200 Gardiner postcards were distributed to visitors. Additionally, it is worth noting that while the Gardiner stickers did not require a reprint in FY20 their stock was incredibly low at the end of the fiscal year indicating that supply and demand were closely matched. This supports the effectiveness of this method.	We will monitor the number of printed materials, including but not limited to stickers, brochures, postcards, and flyers, that visitors and other visitor centers request from us. Our goal will be to distribute at least 75% of the printed materials throughout the fiscal year before we need to do a reprint.  The more stickers, postcards, etc. that are distributed the more awareness the public will have of Gardiner as a brand and destination.	Our primary goal is to promote Gardiner as a year-round destination. Summer visitors act as ambassadors for our community. We want to take advantage of educating summer visitors on experiences they could have if they return in the winter or shoulder seasons as well as have them leave with information to pass along to their network on traveling in the Gardiner area.  Gardiner enjoys strong partnerships with the network of Montana and Wyoming CVBs, by providing printed materials to our partners we can leverage these partnerships to spread the message of our brand.	\$500.00	This method was a successful as we met the objectives to distribute printed pieces to target audiences, walk in traffic and requests. The GCVB had to do two reprints our Gardiner postcard that are handed out to visitors. Meaning that over 1,000 Gardiner postcards were distributed to visitors, as there was low remaining stock from the previous fiscal year. Additionally, the GCVB had to do two reprints of our Gardiner Logo sticker meaning over 2,000 Gardiner Logo Stickers were distributed to visitors. [See attachment FY21 Printed Material Gardiner Logo Sticker & Gardiner Postcard.pdf]  The GCVB will continue to use this method in the future to provide a positive experience for visitors and promote Gardiner brand awareness.	FY21 Printed Material Gardiner Logo Sticker & Gardiner Postcard.pdf	
Consumer	Print Advertising	We want to combine traditional advertising materials with digital advertising to create a comprehensive marketing plan. We hope to continue advertising in magazines and newspapers that we gaged as successful in FY19 & FY20, such as Explore Yellowstone and	Destination Analysts   <a href="https://www.destinationanalysts.com/insights-updates/">https://www.destinationanalysts.com/insights-updates/</a> Print usage in travel planning has risen close to 50% of American leisure travelers and the use of DMO print visitor guides has risen to just over 20%. While this rise may not signal any longer term trend there is clearly no evidence of a long-term decline in print or DMO guide usage. According to the State of the American Traveler, an independent research report by Miles Partnership, print has consistently shown strength and even slow growth in print usage over the last five years. 24.4% of travelers rely on offline media including TV, printed newspapers, magazines, etc. for travel inspiration.	The success of this method will be measured by the completed design and placement of at least 2 print ads in a variety of regional and local publications	Our goal is to reach potential visitors with information on all fronts on how they can enjoy Gardiner in the shoulder and winter season. In FY21 we would like to earmark funds for	\$1,500.00	This method was successful. The GCVB placed two print ads in two different publications: Destination Yellowstone (West Yellowstone Visitor Guide) and the Livingston Enterprise Fall Hunting Guide. The West Yellowstone Visitor Guide had a distribution of 50,000 copies throughout Southwest Montana, surrounding states, and mailings at visitor requests. The Livingston Enterprise Fall Hunting Guide has a circulation of 15,000; is placed in The Livingston Enterprise, The Big Timber Pioneer, the Park	FY21 Print	

		<p>the West Yellowstone Visitor Guide. We will also be open to new print advertising opportunities that have a digital component to promote shoulder and winter seasons and special events in the area during shoulder and winter season.</p>	<p>Miles Partnership   <a href="https://www.milespartnership.com/state-american-traveler">https://www.milespartnership.com/state-american-traveler</a>                  The State of the American Traveler, Destination Analysts                  Despite 72%+ of Millennials using smartphones in trip planning (vs. only 26% of Baby Boomers) they are just as likely to use print overall, almost as likely as Baby Boomers to order an official print guide and more likely to visit a DMO website. Multimedia—indeed, “Masses of Media”—is critical for reaching and engaging with younger US travelers.                  State of the American Traveler, Miles Partnership</p>	<p>that focus on our target market. Success will also be measured by staying with in budget.</p>	<p>traditional marketing to be sure to reach all demographics.</p>	<p>County Super Shopper and on The Enterprise website and is distributed free at restaurants, motels, chambers of commerce and many retail outlets in Park, Gallatin and Sweet Grass counties. [See attachment FY21 Print Advertisements.pdf]</p> <p>Although the GCVB is more focused on digital advertising, we will continue to use this method in the future to ensure we reach a demographic that prefers a more traditional medium.</p>	<p>Advertisements.pdf</p>	
Consumer	Online/Digital Advertising	<p>With the help of our web agency TDG, in FY21 we will focus on brand awareness campaigns designed to reach likely travelers to the Yellowstone region in the winter and spring of 2020 and 2021. These campaigns will utilize the Google ads network to serve our target audience a series of responsive display ads that focus on Gardiner's abundant wildlife and year-round access to Yellowstone. Both campaigns will use a combination of advertising tactics including remarketing to individuals who are compelled to visit the VisitGardinerMT website.</p>	<p>1. In FY20 we ran three different digital ad campaigns – all of which yielded impressive results showing that online advertising is worth the funding (see attached FY20 TDG Digital Campaigns Results Compiled).                  2. As of March 2019, a study by the World Internet Users Statistics found that 56.3% of the world's population is online, an increase in 1,104% in the last 10 years. 89% of North America's population is online. <a href="https://www.internetworldstats.com/stats.htm">https://www.internetworldstats.com/stats.htm</a>                  3. In 2018, the #1 method nonresident visitors to Montana used to plan their trips was through an online search. (2018 ITRR Interactive Data Report). <a href="http://itr.unt.edu/">http://itr.unt.edu/</a>                  4. Over 70% of U.S. travelers agree that they “always” use their smartphones when traveling, up from 41% in 2015. Travelers most frequently use their mobile devices to research activities or attractions, to locate shopping areas and restaurants, or to look up directions. (Google Consumer Insights, 2018)</p>	<p>Success of these efforts will be measured by impressions served, clicks recorded, and an increase in VIC traffic and North Entrance gate traffic in the fall and winter. Specifically, using numbers from our Spring Digital Ad Campaign improving impressions served by 5% or 2,404,017 and clicks by 15% or 29,760.</p>	<p>With the majority of American consumers using the Internet and with the rise in mobile phone use, a strong digital campaign strategy has become a critical component of any well-rounded marketing campaign.</p> <p>In response to the COVID-19 pandemic we believe that allocating a large portion of our budget to Online Advertising will greatly leverage the Gardiner brand awareness. Based on the success of our digital campaigns in FY20 as travels start to plan their vacations post pandemic this and a key way to keep Gardiner top of mind as their destination no matter the season.</p>	<p>\$7,500.00</p>	<p>This method was successful. The GCVB ran a summer and spring digital ad campaign through our web agency TDG in FY21. The objective to increase visitor center traffic and North Entrance Gate counts was also met, as year over year numbers indicated an increase in traffic.</p> <p><b>Summer 2020 June 12 – July 24:</b>                  Impressions: 1,210,347                  Clicks: 18,256                  Click Through Rate: 1.51%                  It is important to note that Gardiner has not historically marketed the Summer season, however, due to the uncertainty of travel during the Covid-19 pandemic it was deemed necessary to market Gardiner as a safe and awaiting destination for travelers.</p> <p><b>Spring 2021 February 1 – March 14:</b>                  Impressions: 1,382,767                  Clicks: 6,842                  Click Through Rate: .49%                  Video View Rate: 27.30%                  Video Engagement Rate: 35.57%                  This was the first time that paid video ads on Youtube were used.</p> <p><b>June Camping Google Key Words Camping Campaign June 14 – June 30:</b>                  Impressions: 15,052                  Clicks: 587                  Click Through Rate: 3.90%                  This was the first time a Google Key Words campaign was used to target individuals that are in the Gardiner and Greater Yellowstone Ecosystem.</p> <p><b>For more details and metrics on above listed campaign performance, see attachment FY21 TDG Digital Campaigns Compiled Overview, &amp; FY21 TDG Digital Campaign Details.</b></p> <p>The GCVB also participated in two Tour of the Week features with Outside Bozeman, one in the winter and one in the spring. Both were successful.</p> <p><b>Outside Bozeman</b>                  Winter: Tour of the Week of 2/22/21, Mammoth Adventure Viewed 388 times                  Time spent on page 2:44                  Spring: Tour of the Week Biking 4/12/21, Far From the Maddening Crowds has been Viewed 329 times                  Time spent on page 2:44                  Banner clicked 154</p> <p><b>See attachment FY21 Outside Bozeman Online Campaigns</b></p> <p><b>Gardiner Visitor Center &amp; Yellowstone National Park Year over Year Data</b>                  When comparing visitation year over year from 2021, 2020, and 2019, as a whole both the Gardiner Visitor Center and the North Entrance Gate Counts for Yellowstone both saw significant increases. This indicates the</p>	<p>FY20 TDG Digital Campaigns Results Compiled.pdf</p>

								success of our online advertising campaigns.  <b>For details and metrics see attachment FY21 YOY Trends Gardiner VIC_YNP Gate Counts</b>  The GCVB will continue to use this method in the future and have budgeted for this method in FY22. This was our inaugural year using our promotional video assets in video advertising and using funds toward a google key word campaign both garnishing impressive results. With a small operating budget and as online trip planning continues to be the leading way travelers plan we believe that this medium of advertising is the best way; to educate travelers on our area (see June camping campaign results), to get Gardiner as a destination in front of the potential traveler (see Summer and Spring campaign results), as well as the best benefit fiscally.
Consumer	Electronic Adv - Newsletter, E-blast	Using leads generated in FY19 and FY20 and new leads from VisitGardinerMT, we will continue to send out a quarterly newsletter that will include original blog posts, trip planning advice, listicles, photos, and upcoming events. Our inaugural Quarterly Travel Newsletter had a 23.6% open rate and a 4.6% click rate. We have since extensively added to our audience and see this as a valuable communication tool to potential visitors. This will be sent from our marketing platform MailChimp - funds will primarily be used to cover our subscription service to this program.	<ol style="list-style-type: none"> <li>1. According to ExactTarget's "Mobile Behavior report" (2014), 91% of consumers check their email at least once per day on their smartphone, making it the most used functionality.</li> <li>2. For every \$1 spent, \$44.25 is the average return on email marketing investment. (Experian)</li> <li>3. "Most email marketing services today, like Constant Contact or MailChimp, base the cost of a subscription on the number of people you have in your contact list. While this price will vary for everyone, it is normally much cheaper than other forms of advertising." (AddisonClarkOnline.com)</li> <li>4. Our inaugural Quarterly Travel Newsletter had a 23.6% open rate and a 4.6% click rate.</li> <li>5. Destination Analysts   <a href="https://www.destinationanalysts.com/insights-updates/">https://www.destinationanalysts.com/insights-updates/</a> 66.4% of travelers rely on the opinions of in-person and/or through direct contact (email, text, etc.) for travel inspiration.</li> <li>6. Google   <a href="https://www.thinkwithgoogle.com/feature/travel-customer-journey-in-2020">https://www.thinkwithgoogle.com/feature/travel-customer-journey-in-2020</a></li> <li>7. Phocuswright   <a href="https://www.phocuswright.com/Free-Travel-Research">https://www.phocuswright.com/Free-Travel-Research</a> "Brands can seize opportunities to personalize consumer experiences, even before they embark on a trip. With more travelers turning to digital for assistance, marketers can connect with customers when they first express intent through online inspiration or research. Travel companies can segment their audiences, combine first- and third-party data, and use machine learning to connect with customers. As traveler behavior continues to evolve, expectations will continue to rise. Navigating these changes can be challenging, but digital provides more opportunities than ever for marketers to meet traveler intent and expectations at every turn. And that's a trip worth taking."</li> </ol>	Success will be measured by the size of our email subscribe list and maintaining open rates and click-through rates while staying within our budget parameters. Specifically, maintaining at least a 90% the subscriber base in our or email communications, a 35% open rate, and 6% click rate on our campaigns. As of FY20 we are at a 95% subscriber rate but as our audience grows we believe maintaining a 90% rate would still reflect success.	In FY18 - FY19 we spent time building our online audience and producing relevant online content to assist visitors with their trip planning process. In FY19 & FY20 we secured a collection of email leads from a digital advertisement through National Parks Media and a Joint Venture digital & print advertisement in Midwest Living Magazine. We would like to utilize this content and these leads to continue our quarterly travel newsletter for potential Gardiner visitors.	\$375.00	This method was successful. The GCVB was able to cover half of the operating costs of the email distribution platform MailChimp staying within the budget. In FY21 our subscribers generated through the VisitGardinerMT.com Quarterly Travel E Newsletter Sign up Landing page grew by 79% (from 108 to 191 subscribers). Metrics from our Quarterly Travel E Newsletter e blast show we improved our subscriber base to 98%, had a 31.9% open rate, and a 6.1% click through rate on our campaign.  The GCVB will continue to use this method in the future as a way to communicate with travelers via email as FY21 proved it is extremely successful.	
Consumer	Travel Guide	Visitors interested in visiting the Gardiner area can request, either online or on the phone, a comprehensive travel guide with a full business directory and information on traveling to the area at different times of the year. Easy access to a quality piece full of information will help the potential visitor make their destination decision as well as extending their stay.	According to national travel statistics 79% of requests are online or downloaded. Once the visitors guide is in their hands, 70% actually travel to the destination. Once they are on the ground 80% use is at a planning resource and 71% extend their stays as a result of the visitors guide.  <a href="https://independenttravelcats.com/travel-research-are-travel-guidebooks-still-useful-in-the-digital-age/">https://independenttravelcats.com/travel-research-are-travel-guidebooks-still-useful-in-the-digital-age/</a>  Travel and Tourism Research Association <a href="https://tra.com/wp-content/uploads/2018/04/Value_of_Print_White_Paper_Final_June_01_2017_Chris_Adams.pdf">https://tra.com/wp-content/uploads/2018/04/Value_of_Print_White_Paper_Final_June_01_2017_Chris_Adams.pdf</a> 53% of US travelers report using a printed resource in planning their travel in the previous 12 months; 896 million trips were taken in the last 12 months by this group of US travelers; 24% of US travelers indicated they used an official destination visitor guide in the past 12 months to plan a trip; 400 million leisure trips were taken by this group of US travelers in the past year - spending an estimated \$161 billion; 88% of readers who were undecided indicated that the official visitor guide influenced their decision to visit of visitors to make specific planning and booking. Official visitor guides are used by up 79% decisions on their trip. Visitors use the official visitor guides to make decisions on the following: o 79% activities and attractions to enjoy o 54% places to eat or enjoy o 21% places to stay	We will measure success by tracking increased requests for travel planners, reporting on the number of guides downloaded from VisitGardinerMT.com, and reporting the number of Visitor Guides distributed and requested from regional and various state airports and visitor centers, and local businesses.	Placing a comprehensive travel planner and experience guide in the hands of visitors both before and during their stay will increase awareness of Gardiner as a year-round destination.	\$1,000.00	Although we were successful in meeting our objective to create a travel guide and have it available for distribution through VICs and to mail out and download, no bed tax funds were used for the creation of the Travel Guide. Future use of the method will be considered and the future budget will be adjusted accordingly.	
		The Executive Director and Office Manager					This method was not utilized and no funds were required to be spent as all TAC meetings	

Marketing Support	TAC/Governor's Conference meetings	will attend the TAC meetings as well as the Governor's Conference (along with a CVB committee member when feasible) to present marketing plans and/or stay abreast of the current trends and updates.	Attendance of at least one individual is required at the TAC meetings and Governor's Conference according to MOTBD rules and regulations. With our small operating budget and staff, attending these conferences have provided us with valuable insights that has helped leverage the Gardiner brand.	Traveling expenses remain within budget.	It is necessary for us to have funds budgeted in this area so that the Director and Office Manager can attend the meetings required to fulfill the parameters of the funding.	\$1,300.00	were only offered virtually. The FY21 Montana Governor's Conference on Tourism and Recreation was cancelled/postponed, so no funds were spent attending that specific meeting. The GCVB will continue to utilize this method in the future to take advantage of the conferences' networking opportunities and to fulfill our requirements as a CVB.	
Marketing Support	Administration	We are a small but growing Chamber of Commerce/CVB with limited funding. Administrative Funding will support the salary of the Executive Director and Office Manager while they work on CVB related items. For FY21 we will continue to subscribe to Adobe InDesign and Adobe Acrobat to be able to create original content for both online and print advertising platforms. These funds will also be used to pay for items such as legal notices for RFPs, bank account and checking fees, and postage.	Administration costs are a necessary line item in the budget. We anticipate to put 20% of new revenue collected toward administration. The Gardiner CVB has used Administration funds every year since becoming a CVB. While it may not be directly supported by specific research, past experience has demonstrated that our organization's operations and successful marketing relies on administrative funds. Often the Administration funds budget is added to or combined with other administrative funds provided by the joint operation of our Gardiner Chamber of Commerce. Without these funds it may not be economical or feasible to have permanent staff administering the CVB.	Maintain costs within the budget.	This is an operational method employed by the organization in order to adhere to the state statute and governing rules and regulations.	\$4,926.00	The GCVB was successful in meeting our overall objective of staying within the allowable 20% for the administration budget. A total of 12.36% of the total payments of bed tax received to the GCVB. The GCVB will continue to use the marketing method to help maintain the operations of the GCVB.	
Marketing Support	Fulfillment/Telemarketing/Call Center	In FY19 we spent a significant portion of our budget and staff time on producing an industry-standard, comprehensive visitor guide to assist visitors in planning their trip to Gardiner. In FY20 we established a disbursement strategy that includes drop shipping guides to regional visitor centers and airports, various state visitor centers and airports, and dropping them off in-person at regional visitor centers and airports when convenient. In addition, funds in this category will be used to continue to stock our visitor center with partner materials that are relevant to our visitors.	To support this method in FY20 the GCVB was able to drop ship 12,480 comprehensive Gardiner travel guides to 57 different locations in the states of Montana, South Dakota, Utah, Wyoming, and North Dakota. We also experienced a consistent theme of out of state locations requesting more guides & daily requests to have planners mailed to prospective visitors. 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: <b>Usage &amp; Trip Behavior:</b> <ul style="list-style-type: none"> <li>Nearly 70% of potential visitors actually travel to the destination after receiving the DMO visitor guide</li> <li>The majority of visitor guide requestors initially learn about the DMO's visitor guide on the DMO's website or through search engine results &amp; ads, versus it being a habit to order visitor guides.</li> <li>These trips are largely vacations in which the visitor stays in a hotel</li> <li>70.4% of these visitors characterize their trip as a vacation and 68.8 stay in a hotel.</li> <li>One in five visitor guide users had not yet made their destination decision when they requested the guide.             <ul style="list-style-type: none"> <li>Of those that are subject to influence by the guide, nearly 90% ultimately decide to visit the destination because of the DMO's visitor guide.                 <ul style="list-style-type: none"> <li>27.8% of those that had already made the destination decision when they requested the DMO visitor guide said the guide ultimately influenced the number of days they spent in the destination. Of this group, 70.8% reported having increased their intended length of stay in the city by 1.9 days on average.                     <ul style="list-style-type: none"> <li>80.1% 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</li> <li>The guides are largely used to select attractions and restaurants in the destination, as well as review maps.</li> <li>21.1% use these guides to select a hotel.</li> </ul> </li> </ul> </li> </ul> </li> </ul>	Success will be measured by the placement of our travel guide in our target areas including: Montana visitor centers, Montana airports, Wyoming visitor centers, South Dakota visitor centers, Idaho visitor centers, and several outdoor recreation locations in Utah. This will be measured using a spreadsheet that will track number of copies distributed and to which locations.	At the Gardiner Visitor Center we carry a large amount of printed material from across the state and surrounding areas. We do not carry rack cards that specifically compete with our local businesses, rather rack cards that promote a place, tourism area, museum or activity that cannot be found here; along with state and city guidebooks. The feedback we receive from travelers is very positive and appreciative and these materials move quickly.	\$5,000.00	This method was successful with these funds the GCVB was able to drop ship 195 boxes (11,700 guides) of our comprehensive travel guide to 71 different locations in the states of Montana, South Dakota, Utah, Wyoming, and North Dakota. [See attachment FY21 Drop Shipping List.pdf] The GCVB will continue to use this method in the future to be able to drop ship our travel guide and to distribute travel information to potential visitors.	FY21 Drop Shipping List.pdf

Marketing Support	Cooperative Marketing	<p>We would like to continue to pursue our partnership with Cooke City to promote year round travel in the Yellowstone Northern Range. We would also like to continue our support of Voices of Montana Tourism. We are also pursuing options to partner with local nonprofits on different marketing campaigns for the shoulder and winter season.</p>	<p>We have seen success in our joint marketing efforts with the promotion of the Yellowstone Northern Range. The Yellowstone Northern Range video reached 79,000 people in its first posting to <a href="http://www.YellowstoneNorthernRange.com">www.YellowstoneNorthernRange.com</a>, has had 4.8K views on Facebook, and continues to be a marketing asset for both our communities. We have found that these cooperative marketing efforts allow us to reach a larger audience and tell a more complete story of what visitors to our area can expect to experience when they come to our communities.</p>	<p>Success will be measured by maintaining the Yellowstone Northern Range website, posting regularly on the Northern Range social media page, and by utilizing the majority of the budget towards the Northern Range cooperative</p>	<p>We have a small operating budget and partnering with other tourism agents allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us. Our collaboration with Cooke City gives us the ability to focus on year round promotion and a comprehensive visitor experience to our area. We have created a website, <a href="http://www.yellowstonenorthernrange.com">www.yellowstonenorthernrange.com</a>, a video, and are now operating social media pages. This cooperative allows us to upkeep our website as well as create print advertising for the region.</p> <p>The mission of Voices of Montana Tourism states "serves as a united voice for Montana's tourism stakeholders. Since its creation in 2011, Voices has led the effort with education and outreach to communicate the immense value a sustainably-grown tourism industry provides for all Montanans." We would like to continue to support this organization that reflects our purpose as a DMO.</p>	\$1,100.00	<p>This venture was successful. We collaborated with the Cooke City Chamber of Commerce once again on a winter Northern Range campaign with National Parks Trip Media (<a href="http://nationalparktrips.com">nationalparktrips.com</a>). The campaign included a full-page ad and 2-page advertorial on the Yellowstone Northern Range, which appeared in the Yellowstone Grand Teton Winter Trip Planner. The campaign also included leads who are specifically interested in visiting us in the winter. We were pleased with the results of this campaign, which resulted in 1,065 leads of travelers who specifically requested information about visiting Gardiner and the Northern Range in winter. (See attachment titled 2021_YNPTP Winter Magazine Collaborative_PG18.pdf).</p> <p>Due to limited staffing regular posting to the Yellowstone Northern Range social media was not maintained however our following still grew by 235.29% to 3,238 followers. The website <a href="http://YellowstoneNorthernRange.com">YellowstoneNorthernRange.com</a> was maintained and users to the site grew by 1.13% over FY20 to 6,725 total users for FY21.</p> <p>We felt this method was successful and we plan to budget for and participate in these ventures in the future to continue raising awareness about travel to our area in the winter months, when visitation is much lower than the warm season.</p>	2021_YNPTP Winter Magazine Collaborative_PG18.pdf
Marketing Support	Opportunity Marketing	<p>This year we would like to have money on reserve for emerging opportunities. In order for the Gardiner CVB to be competitive in today's market we need to be prepared for projects that can arise after the budgeting session has concluded. We would be open to print media, social media boosting, online digital advertising, SEO optimization, co-op or joint efforts.</p>	<p>Being prepared for future endeavors that we are not currently aware of is forward thinking and alleviates being stuck in a rut doing the same projects every year. Keeping marketing fresh has significant positive impacts on success.</p> <p>In FY20 we were able to purchase 2 door counters through opportunity marketing funds. These door counters have allowed us to track overnight visitation in our 24 hour informational and restroom vestibule as well as provided us with more accurate visitor numbers over our previous hand tally system.</p>	<p>Measurements of success will depend upon the opportunity we pursue and will be evaluated on an individual basis.</p>	<p>Previous years have indicated that when new opportunities arise we cannot participate because we have not budgeted for them. We would like to be able to take advantage of new methods and opportunities as they arise.</p>	\$100.00	<p>The GCVB did not use this marketing method as no opportunity arose in which we saw a justified way to use the funding. While it was not utilized the GCVB will continue to use and budget for this method in the future as we would like to be able to participate in potential opportunities.</p>	
				<p>COVID19 Stemming from the COVID19 pandemic we saw a dramatic increase in camping. Due to this increase we experienced an alarming amount of negligent camping behavior including but not limited to: improper disposal of human waste, camping in non-permitted areas, trespassing, and dispersed camping in dangerous high traffic areas/roadways. With this overall lack of knowledge for how to responsibly camp we believe educating visitors with signage explaining how to camp, where to camp, and why you</p>				

Marketing Support	Crisis Management	<p>In response to the COVID19 pandemic and a historic fire that occurred in Gardiner on July 14, 2020, we feel that there must be signage added in strategic locations to help mitigate the negative effects we have experienced from these crises.</p>	<p>Signs will provide continuous advertising for our message, working 24 hours a day, 7 days a week.</p> <p>Supporting research for Camping related signage                  *An experimental study conducted by Reigner and Lawson (2009) examining the effects of messaging (indirect management) on visitor behavior at Haleakala National Park in Hawaii revealed that the type of messaging provided in visitor education materials can positively influence visitor behavior (in this case, the decision of whether or not to explore pools) which may result in resource degradation. This study suggests that in some situations, indirect management practices may be effective in changing visitor behavior so as to minimize resource degradation." (Source)</p> <p>Supporting research for signage related to the fire</p> <ul style="list-style-type: none"> <li>• 38% OF LARGE COMPANIES WITH MULTIPLE LOCATIONS IDENTIFIED BRANDING/IMAGE AS THE MOST IMPORTANT PURPOSE OF EFFECTIVE SIGNAGE.</li> <li>• 75% OF AMERICANS HAVE TOLD SOMEONE ELSE ABOUT A BUSINESS AS A REACTION TO YOUR SIGNAGE.</li> <li>• 68% OF AMERICAN CONSUMERS HAVE MADE A PURCHASE BECAUSE A SIGN CAUGHT THEIR INTEREST.</li> <li>• ON AVERAGE, ONE ADDITIONAL ON PREMISE SIGN RESULTS IN AN INCREASE IN ANNUAL SALES REVENUE OF 4.75%.</li> </ul> <p>(Source)</p>	<p>should abide by these regulations will help sustain the areas receiving heightened abuse. We will work in tandem with the Forest Service on location placement and appropriate language for these signs.</p> <p>Fire July 14, 2020                  On July 14, 2020 the Gardiner Community suffered a historic fire that occurred on the corners of Park and Main St. This event destroyed five businesses and caused one business to relocate with limited services due to water damage caused by the fire. Despite the increase in North Entrance traffic in the months following the fire, there has been a decrease in commerce to the surviving properties on Park Street. Per the feedback of visitors in addition to property owners this decrease stems from the now unappealing aesthetic of these vacant corner lots (see attachment). In an effort to encourage traffic beyond the vacant lots signage educating travelers about the fire, in addition to, signs indicating that businesses are open is needed to mitigate the effects of this crisis. We will work in tandem with the property owners to execute sign placement, language, and design.</p>	<p>Success will be measured by the completion and placement of: at least two signs with camping education in appropriate areas, at least one sign explaining the historic fire on the fencing surrounding the corners, and at least one sign indicating that businesses are open on the fencing surrounding the corners.</p>	\$3,700.00	<p>This method was successful. The GCVB was able to place four educational "No Camping" signs in an area that saw a dramatic increase of negligent camping behavior. The GCVB was also able to place two informational sandwich board signs indicating that Park Street was open encouraging traffic past the gravel lots. The GCVB was not able to place an educational sign about the fire as it was deemed unnecessary since the future of the property is unknown. The GCVB may continue to use this method in the future if a crisis arises. [See attachment FY21 Crisis Management].</p>	<p>Park Street Fire Aftermath Photos_Reduced.pdf</p>
Publicity	Fam Trips	<p>We will seek out an individual(s) or organization that aligns with our brand story to visit Gardiner during the fall, winter, or spring. We will create a detailed and organized itinerary for the individual or organization and ask for deliverables including but not limited to original photography, social media posts, blog post, or print piece. We would welcome partnering with a local business, region, or CVB to help stretch our limited budget for this segment.</p>	<p>Ogilvy   <a href="https://www.adweek.com/performance-marketing/study-earned-media-still-matters-a-lot/">https://www.adweek.com/performance-marketing/study-earned-media-still-matters-a-lot/</a></p> <p>In fact, the survey reveals that earned media is still, by leaps and bounds, the most powerful resource for influencing purchasing decisions and business outcomes. According to the study, traditional media outlets are still the most trusted sources of news, followed by influencer-driven news. News generated by companies themselves, however, ranked as the least influential. Further, the majority of journalists surveyed (65%) agree that the more the (traditional) media covers a brand, the more credible the brand appears (within reason, of course; they also cautioned that too much coverage looks suspicious).</p> <p>Some other key takeaways from the study include:</p> <ul style="list-style-type: none"> <li>• 44% of respondents feel that today's campaigns require a combination of traditional, social and paid media.</li> <li>• Almost half of respondents (47%) consider earned media the most influential medium of all when it comes to view earned media as most influential medium for driving purchasing decisions and business outcomes.</li> </ul> <p>In FY20 Gardiner hosted the influencer travel influencer Travelin' Mel from which we received multiple methods of valuable media exposure including:</p> <p>Instagram: 2 posts and a highlight reel                  Post @ Bbar ranch Xsking: 275 likes; 2,431 reach                  Post @ Yellowstone National Park: 229 likes; 1,510 reach</p> <p>Blog posts: YellowstoneTrips.com X 2 &amp; TravelingMel.com X 2                  YellowstoneTrips.com                  Why Gardiner should Be Your Basecamp for Visiting Yellowstone in the Winter: 886 pageviews                  Best Places to Stay Near Yellowstone National Park: 4,868 pageviews                  TravelinMel.com                  Nordic Ski Trails in Montana: 915 pageviews                  Things to do in Montana: 8,663 page views</p>	<p>Success will be measured by participating in at least 1 Fam Trip. We will then measure the Fam Trip's success by evaluating whether or not deliverables were met, contract exceptions were fulfilled and whether or not each deliverable was successful in terms of reach, engagement, increase in photo library assets, etc.</p>	<p>We would like to continue to inspire visitors to travel to the Gardiner area in the winter and shoulder seasons and feel that bringing an outside entity with a large online audience will help us with this goal. When potential visitors are exposed to a hands-on experience reported on by a fam tour, they can visualize themselves having the experience themselves and therefore may be more inspired to choose Gardiner as their next destination.</p> <p>We would also like to have funds on hand to support Fam Trips sponsored by Yellowstone Country to our area such as meals, lodging, and activities</p>	\$1,500.00	<p>Due to the Covid-19 pandemic the Gardiner CVB made the decision to put Fam and/or Press trips on hold so this method was not successful in FY21. We will continue to budget for this method as it has proved valuable in previous marketing plans.</p>	
						\$48,801.00		

**Marketing Method Evaluation Attachments**

<b>Attachment 2</b>	FY21 Social Media Yearly Report Visit Gardiner MT.pdf
<b>Attachment 3</b>	FY21 Crisis Management.pdf
<b>Attachment 4</b>	FY21 TDG Digital Campaigns Compiled Overview_.pdf
<b>Attachment 5</b>	FY21 TDG Digital Campaign Details_.pdf
<b>Attachment 6</b>	FY21 Outside Bozeman_Online Campaigns.pdf
<b>Attachment 7</b>	FY21 YOY Trends Gardiner VIC_YNP Gate Counts.pdf
<b>Attachment 8</b>	FY21 Gardiner CVB Budget v. Actual_w_Pie Chart.pdf
<b>Attachment 9</b>	
<b>Attachment 10</b>	FY21 Google Analytics Yearly Report Visit Gardiner MT .pdf

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Website/Internet Development/Updates	\$4,300.00	\$0.00
Consumer	Social Media	\$11,500.00	\$0.00
Consumer	Photo/Video Library	\$1,000.00	\$0.00
Consumer	Joint Ventures	\$8,276.26	\$0.00
Consumer	Travel Guide	\$1,000.00	\$0.00
Consumer	Printed Material	\$6,500.00	\$0.00
Consumer	Print Advertising	\$3,628.50	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$2,175.00	\$0.00
Consumer	Online/Digital Advertising	\$22,000.00	\$0.00
		\$60,379.76	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$5,000.00	\$0.00
Marketing Support	Administration	\$10,198.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,300.00	\$0.00
Marketing Support	Opportunity Marketing	\$279.06	\$0.00
Marketing Support	Cooperative Marketing	\$2,600.00	\$0.00
Marketing Support	Crisis Management	\$3,700.00	\$0.00
		\$23,077.06	\$0.00
Publicity	Fam Trips	\$1,500.00	\$0.00
		\$1,500.00	\$0.00
		\$84,956.82	\$0.00

**Miscellaneous Attachments**

Description	File Name	File Size
This pie chart reflects a breakdown of the projected budget by marketing method.	FY21 Budget Marketing Method Breakdown Piechart.pdf	63 KB
This pie chart reflects a breakdown of the projected budget by marketing method.	FY21 Budget Marketing Method Breakdown Piechart.pdf	63 KB
This pie chart reflects a breakdown of the projected budget by marketing segment.	FY21 Budget Marketing Segment Breakdown Piechart.pdf	100 KB
This pie chart reflects a breakdown of the projected budget by marketing segment.	FY21 Budget Marketing Segment Breakdown Piechart.pdf	100 KB
Breakdown of Gardiner CVB FY21 Budget including forecasted decreased in response to COVID19 and funds allocated from FY20	FY21 Budget Projection Information w_Pie Chart.pdf	160 KB

**Reg/CVB Required Documents**

Description	File Name	File Size
Gardiner Chamber of Commerce & CVB Required Documents	FY21 Required Documents.pdf	136 KB

