



## Grant Details

### 108656 - FY22 Region/CVB Marketing Plan

113957 - Great Falls Montana Tourism 2022 Marketing Plan

DOC Office of Tourism

**Grant Title:** Great Falls Montana Tourism 2022 Marketing Plan  
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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?*

Great Falls, Montana is the 3rd largest city in the Nation's 4th largest state, by land mass, with 147,000 square miles. With 1 million residents in the State and just under 60,000 residents in the city, the open space appeals to residents and non-residents alike.

Great Falls Montana Tourism will leverage the Montana Brand pillars and use paid, owned, and earned media to orient overnight visitors to Great Falls' unique spectacular unspoiled nature and breathtaking experiences by using images and videos of fishing on the Missouri River, biking the River's Edge Trail, hiking in the Little Belt Mountains, bird watching at Giant Springs State Park, or other unique locations in Great Falls. Our videos and images will help the traveler picture themselves in Great Falls.

We will align with relaxing hospitality through our owned media by using images and videos of outdoor dining, welcoming shopping experiences, and artful displays of food.

To align with vibrant and charming small towns, we will develop itineraries around specific events and market them through our website and paid media. We will also have Great Falls, Montana residents as guests on Montana's #1 podcast, We're No Dam Experts, to highlight the people who are here, and who guests may interact with. Our videos and images will give the traveler a glimpse, and allow them to picture themselves in Great Falls.

Great Falls is Montana's Basecamp for Art and Adventure. Designed for independent, outdoor adventurers, Great Falls provides a true, authentic Montana experience. Our community sits on the banks of the Missouri River in the center of the State. Great Falls is a basecamp to the Rocky, Big Belt, Highwood, and Little Belt Mountain Ranges; each providing public access for a variety of outdoor recreation. It is also a basecamp to the Sun and Smith Rivers; Belt Creek, and Holter Lake; it is 2.5 hours south of the East entrance to Glacier National Park, and 3.5 hours north of the North Entrance to Yellowstone National Park. Great Falls' access to a variety of outdoor adventures is complimented by a haven of rich arts, culture, and history in a vibrant, modern community where you can renew your spirit.

Great Falls is Montana's Museum Capital. Famed cowboy artist and humanitarian, Charlie Russell made Great Falls, Montana his basecamp and the museum that bears his name has the largest collection of Russell's work, the complex has his studio and home, and The C.M. Russell Museum has been named Montana's Museum worth driving for. The Lewis & Clark Interpretive Center has North America's most extensive display of the Lewis & Clark expedition. First People's Buffalo Jump is North America's Largest and is a National Historic Landmark. The remaining museums in Great Falls celebrate our history, the life of Brother Van, modern artists, the railroad, the artwork of Sister Mary Trinitas Morin and Mother Raphael Schweda, the military missions at Malmstrom Air Force Base, and a hands-on Children's Museum.

Great Falls becomes the Western Art Capital of the World for one week in March, in celebration of Charlie Russell's birthday. This signature event brings in over 750 artists at 15+ shows for a variety of auctions, direct purchase, quick finishes, demonstrations, lectures, music and more.

Great Falls is home to Giant Springs State Park, and a basecamp to Tower Rock State Park, Sluice Boxes State Park and Smith River State Park. We have an airport that offers direct flights to Minneapolis MN, Denver CO, Seattle WA, Las Vegas NV, Mesa AZ, and Salt Lake City UT.

The Tourism Team is focused on the organization's mission to strengthen our economy by promoting the uniqueness of Great Falls, Montana to visitors that will generate an overnight stay in Great Falls. The look to attract Active Independent Adventure Couples, Culture and History Buffs, Event Experiencers, and Shop and Diners.

There are 466 incorporated places that have a population of between 50,000 to 99,999, Great Falls is 1 of them. 741 with 25,000 to 49,999. That is 1,206 options other than Great Falls that offer meeting and leisure travel opportunities. Our job is to get Great Falls known, and then, make people fall in love with our unique opportunities. That doesn't account for the 314 other places with a population of 100,000 or more, just in the United States.

To stand out in a saturated destination marketing environment, Great Falls, Montana requires a bold and innovative approach. Great Falls is marketed as Montana's greatest dam town that is a basecamp to unspoiled nature, breathtaking diverse landscapes, and friendly, relaxed hospitality. Our tone is conversational, punny (yes, pun-ny), simple, and confident. The use of the word dam is used in marketing headlines when images are of dams, and sparingly in other efforts. We use a double exposed image over a landscape in our promotion to juxtapose the outdoors and illustrate the art in Great Falls that differentiates us from other Montana communities and from the 1,520 other communities via for attention.

According to the Institute of Tourism and Recreation Research (ITRR), Great Falls hosted 44% fewer overnight visitors in 2020 than it did in 2019. Room demand was 29% lower in 2020 compared to 2019. Our 2020 lodging collections were 40% lower than 2019. (Attachment 3) The Canadian Border was closed to non-essential travel and the east entrances to Glacier National Park were closed. As we begin to move forward, 2019 will be held as our benchmark for recovery and 2020 will remain an oddity for data due to COVID-19.

ITRR data shows that Great Falls receives the propensity of its visitors from Washington, Idaho, Colorado, California, Minnesota, Florida, Illinois, Oregon, North Dakota, Utah, and Texas. Overnight visitors to Great Falls primarily enjoy scenic driving, day hiking, recreational shopping, wildlife watching, nature photography, and visiting museums/historical sites. Great Falls Montana Tourism has received 22,718 inquiries in fiscal year 2021, mostly coming from Texas, California, Florida, Ohio, Michigan, Illinois, Pennsylvania, Missouri. They predominately arrive by personal vehicle and are repeat visitors. Our visitors are couples, 55 years old and older, with an income range of \$75,000 to \$150,000.

## **STRENGTHS**

River | The Missouri River connects Great Falls' history to the Plains Indians, Corp of Discovery, mining and electricity. There are 5 dams in Great Falls and the River still provides access to outdoor recreation, bird viewing, a path for scenic drives, and a backdrop for stunning photography. The Sun River connects to the Missouri in Great Falls and flows from the Bob Marshall Wilderness Complex.

Basecamp | In about an hour or less from Great Falls, you can be in the Rocky Mountain Front and the greater Bob Marshall Wilderness Complex, Sluice Boxes State Park and the Little Belt Mountains, the Highwood Mountains, on Holter Lake, at Smith River, Sun River. And, just a little further is Glacier National Park.

Art | In the broadest sense of the term, Great Falls has art—from statutes and murals on the river's edge trail and downtown, to state parks and museums that capture our history and culture, to restaurants who source local food, to residents who create masterpieces on canvasses or using batik, and our entrepreneurs who create industry changing products. Great Falls is creative, innovative, and full of art.

Malmstrom | 3,300 personnel, along with their families, are stationed in Great Falls' air force base. The base itself draws national contractor business, and the personnel's extended family come to visit.

GTF | Our international airport is small and accessible, offering direct flights from Seattle, Denver, Las Vegas, Minneapolis, Phoenix, Salt Lake City, and seasonally to Chicago. It is set to expand if support secured from Small Community Air Service Development grant. Having an airport makes Great Falls marketable for conventions.

Capacity | There is very few times when lodging isn't available in Great Falls, making this a perfect stop or launch point for adventures into Glacier or Yellowstone, who can fill quickly.

## **WEAKNESS**

Venues| Tried and true, our facility infrastructure is stable but suffers from deferred maintenance and lack of capital investment for industry demanding improvements.

Impression| Immediate thoughts of Montana include mountains, roaming wildlife, and backpacking adventures, and Great Falls is a modern community on the Missouri River with an industrial history.

Detractors | 34% of Great Falls residents hold a low-self image of and are negative about the community being a great place to visit.

Camping | Great Falls has two RV Parks and fill quickly. The availability for more natural camping isn't readily available within the area and still capture spending.

## **OPPORTUNITIES**

Developments | Great Falls will see it's first distillery finally open in the market this summer and a new concert venue that will host 90 ticketed events each year.

I-15 Corridor | Great Falls is roughly halfway between Salt Lake City, Utah, and Edmonton, Alberta (via Highway 2 in Alberta, Canada). Through traffic provides a chance to convert travelers for experiences and events. 55% of travelers drive through Great Falls without spending a night.

Air Service | United, Delta, Alaska, and Allegiant are great partners, however, there are opportunities to add carriers and direct flights.

Events| Signature events give visitors a specific time to travel to Great Falls. We have room to add more.

## **THREATS**

COVID-19 | Cascade County currently has no capacity restrictions or mask mandate. Nationally, meeting planning and travelers are making decisions with the COVID-19 veil. Mini spikes in cases locally, and potential changes in the landscape still loom.

I-90/I-94 CORRIDOR | This Montana route has larger communities with larger population bases, sees higher traffic counts and has had

Growth | The success of peer and benchmark communities related to increased retail experiences and capital investments in infrastructure have increased their tourism budgets to attract more visitors, causing Great Falls to lag.

**Describe your destination.**

The open space and natural beauty of Montana continues to lure travelers to our rugged landscapes. Non-Resident visitation continues to grow in Montana overall; however, Great Falls Montana Tourism is challenged to get those independent adventurers to leave the National Park Regions. The Montana Office of Tourism and Business Development spends considerably more than Great Falls to promote the allure and mystique of Montana. Great Falls Montana Tourism will leverage that inspiration stage by emphasizing Great Falls is in Montana. Great Falls Montana Tourism will place paid media that will inspire travelers to consider Great Falls, Montana and drive traffic to purposefully crafted landing pages that will then orient the visitor to where in Montana Great Falls is. Sections of the website devoted to how to get here will be layered with crafted facilitation to include ideas of things to do through itineraries, and events.

Great Falls Montana Tourism will continue to field all inquiries by email and telephone and offer in-market services for our guests, providing facilitation for trip planning tips, information, and resources about Great Falls.

**Optional: Include attachments here**

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

Great Falls Montana Tourism will target the following markets:

Active Independent Adventure Couples 35-65 years old who live in

- Drive Markets – Spokane, Coeur d'Alene, Boise, Bismarck, Fargo, Rapid City, Alberta, Saskatchewan
- Direct Fly Markets – Denver, Seattle, Chicago
- Originating Flight Markets – Los Angeles, Texas (Dallas, San Antonio, Austin)

Culture and History Buffs aged 50-65 who live in

- Drive Markets – Spokane, Coeur d'Alene, Boise, Bismarck, Fargo, Rapid City, Alberta, Saskatchewan
- Direct Fly Markets – Denver, Seattle, Chicago
- Originating Flight Markets – Los Angeles, Texas (Dallas, San Antonio, Austin)

Shop & Diners aged 25-65 (Once the Border Opens)

- Drive Markets – Alberta, Saskatchewan

*b. What are your emerging markets?*

Great Falls Montana Tourism will target Active Independent Adventure Couples 35-65 years old and Culture and History Buffs aged 50-65 who live in Nashville, TN and Milwaukee, WI as our emerging market. Additionally, we will target Event Experiencers aged 25-45 in the following markets:

- Local Drive markets – Billings, Bozeman, Butte, Missoula, Kalispell
- Drive Markets – Spokane, Coeur d'Alene, Bismarck, Fargo, Rapid City, Alberta, Saskatchewan

**Optional: Include attachments here.**

*c. What research supports your target marketing?*

According to Institute of Tourism and Recreation Research, Great Falls hosted 569,535 overnight visitors in 2020 from:

- 18% Washington
- 11% Minnesota
- 10% North Dakota
- 9% Idaho
- 7% Oregon
- 6% Wyoming
- 6% California
- 6% Wisconsin
- 5% Alberta
- 3% Pennsylvania

In comparison, 2019, Great Falls hosted 1,009,959 overnight visitors from:

- 14% Alberta
- 7% Washington
- 7% Idaho
- 6% Colorado
- 6% California
- 5% Minnesota
- 4% Florida
- 4% Illinois
- 3% Oregon
- 3% North Dakota

Overnight visitors to Great Falls enjoy:

- Scenic Driving (Active Independent Adventure Couples)
- Day Hiking (Active Independent Adventure Couples)
- Recreational Shopping (Shop & Diners)
- Wildlife Watching (Active Independent Adventure Couples)
- Nature Photography (Active Independent Adventure Couples)
- Visiting other historical sites (Culture and History Buffs)
- Visiting Lewis & Clark sites (Culture and History Buffs)
- Visiting Museums (Culture and History Buffs)
- Visit local Brewery (Shop & Diners)

8% of overnight guests attended events in 2019, 6% went to sporting events, and 2% attended performing arts activities. These are our Event Experiencers.

Great Falls Montana Tourism fielded 26,081 inquiries from:

- 7% Texas
- 7% California
- 6% Florida
- 4% Ohio
- 4% Michigan
- 4% Illinois
- 3% Pennsylvania
- 3% Wisconsin
- 3% Minnesota
- 3% Missouri

In 2019, Expedia's Top 10 Origin Air Markets by Ticket Sales for Great Falls:

- 6.5% Los Angeles, CA
- 4% Seattle, WA
- 3% Dallas, TX
- 3% Denver CO
- 3% Phoenix, AZ
- 3% Las Vegas, NV
- 3% San Diego, CA
- 2.5% Portland, OR
- 2.5% Sacramento, CA
- 2% Kansas City, MO

The top 10 origin air markets with year over year ticket growth are:

- Salt Lake City, UT 123%
- Nashville, TN 37%
- Washington, DC 36%
- Austin, TX 33%
- Denver, CO 32%
- San Antonio, TX 21%
- Orlando, FL 19%
- Minneapolis, MN 19%
- Kansas City, MO 12%
- Detroit, MI 10%

The market results from our paid media have the following communities with the highest reach:

- California
- Texas
- Illinois
- Washington
- Idaho

We did see Wisconsin pop up in our paid media results without targeting them.

We saw Texas increase in visitation and inquiries when flights into Montana were first announced, and we are seeing the same trends in our data with Tennessee.

To make the most impact in the market segments for our marketing investment, we are targeting communities outside the targets of Great Falls International Airport, removing communities that have been in the top 10 for visitation that haven't had significant paid media support, and looking at emerging marketing that have links between two or more research sources.

Great Falls Montana Tourism has the following goals this year:

- Recover overnight visitation to 85% of 2019 levels
- Recover room demand to 85% of 2019 levels
- Grow Facebook Followers by 30%
- Grow Instagram Followers by 40%
- Retain 85% of current members
- Secure 55 new members

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

Great Falls Montana Tourism is interested in Joint Ventures that leverage content, video and retargeted audiences. This year, we are looking for media opportunities that leverage Glacier and Yellowstone National Park trip planners and visitors.

We would like Joint Ventures that leverage influencers and help Great Falls establish relationships with writers and offer familiarization tours in exchange for media coverage. If MOTBD subscribes to newswire services, joint ventures that allow us to leverage story ideas through that.

Now knowing the MOTBD marketing plan or owned media strategy, Great Falls would welcome Joint Venture opportunities with MOTBD on their owned media, if possible. Things like sharing Great Falls images on their Instagram feed or Great Falls takeovers, blog content through their Facebook page, events through Twitter are all opportunities we would participate in.

**Optional: Include attachment here.**

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

Great Falls Montana Tourism is looking for many Joint Ventures. With CVBs, we are looking to find ways to promote Great Falls through Great Falls Sporting Venues/Teams: Electric City Raceway, Great Falls Trap and Skeet Club, Centene Stadium, Montana ExpoPark, Great Falls Ice Plex, and McLaughlin Center. These venues/teams compete across the State in other communities, and we would like to collaborate around these areas to make it valuable for both communities.

We are looking for Joint Ventures with local product production partnerships: Pasta Montana, JJ Johnson, Mighty Mo, Mountain Wave Distilling, and others, that are distributed outside of Great Falls.

A new Joint Venture effort includes our members. We are offering our members the following Joint Ventures:

- Provide "Let Us Welcome You" retargeted offers/discount email and Visitor Magazine QR Code where members and lodging properties provide a discount to be delivered to travelers using a digital pass.
- Provide 12 "We Want You Here" retargeted email opportunities where the member buys-in for a 100% of voice sponsored content retargeted email served as part of an automated series to a list of people who engaged in an initial Adventure Awaits email. The content will be approved and placed by Great Falls Montana Tourism.
- Provide 21 "Friday Basecamp Sponsor" opportunities beginning on National Tourism Day (May 6, 2022) until the last Friday in September. Members will work with Tourism Staff to design a value-added sponsorship at 15 Overlook Drive on Fridays. Put your t-shirts on our team, provide samples of your food for guests, do a giveaway, provide a special coupon. It's only good for one day – so make the most of it.
- Provide 1 per week "Give us a Minute" sixty-second sponsored content spot on Montana's #1 Podcast, We're No Dam Experts. The scripted spot will be approved and produced by Great Falls Montana Tourism, in podcast style, and aired at the beginning of the weekly podcast episode as well as listed in the library as its own mini episode.

Lastly, we take advantage of Joint Ventures proposed by our partners through the year, that fit into our efforts. Joint Venture opportunities have come from Regions, Airports, Museums, Western Art Week Shows, and Great Falls Voyagers in the past. These Joint Ventures could be any paid media.

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

In FY20, Great Falls had intended to secure one of the Sojern Joint Ventures when they become available, however, were too late to get one. We used our joint venture funds to partner with Central Montana to secure Visa Vue research. This was successful as we received Great Falls specific data for a reduced investment. This research was valuable to determine spends on specific segments and when purchased over the years, paints a picture of consumer behavior that is helpful in determining messaging and geographic location for media placement. The data remains in our research files to review against previous and future data. A sample of the data received is attached and all files containing data are available in our research folder on the networking drive. Great Falls Montana Tourism was able to use the data to determine market and message for its marketing plan and messaging for owned media.

In FY19, Great Falls Montana Tourism partnered with C.M. Russell Museum for paid placement and content in the print publication, Yellowstone Journal. This was successful as we received 16,437 opt-in email inquiries. The placement provided both of us with a 1/2 page ad and one full page article about the Russell museum and other activities in Great Falls. The content is leveraged through the publication's newsletter, website, and Facebook channel. Great Falls is also

included as a stop on a road trip between Yellowstone and Glacier. Print is always tough to determine return on investment; however, this placement is supported by email inquiries. Great Falls Montana Tourism used the opt-in email inquiries to create lookalike audiences in Facebook. 250,000 printed pieces were distributed, and the three Facebook posts generated 8,343 impressions and 96 clicks.

We have also done Joint Ventures with

- Central Montana on Travel Shows, successful as it reduced costs and provided Great Falls message direct to attendees.
- Great Falls Development Authority for video development, successful as it reduced costs, developed needed assets that market Great Falls that we used for leisure marketing, and they used for workforce recruitment.
- Great Falls International Airport on Canadian Magazine placement, not successful as it generated limited web traffic.
- Western Art Week Shows on paid media placement to promote Western Art Week, successful as it reduced our costs and provided a Great Falls message.
- MOTBD on content media through Interfuse, successful as time-on-site engagement was over 6 minutes.
- MOTBD on content media through Roots Rated, not successful as the engagement was limited and writing wasn't as compelling.

Other Joint Ventures have been done in the past, but the above is a good representation of the types of placements and partners.

Optional: Include attachments here.

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### Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	Describe the quantifiable measurements for success including Regulations requirements.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Joint Ventures	Great Falls Montana Tourism will <ul style="list-style-type: none"> <li>• Participate in State of Montana Department of Tourism and Business Development opportunities that offer video or content placements.</li> <li>• Participate in strategically aligned opportunities provided by partners.</li> </ul>	Historic Joint Ventures have allowed Great Falls Montana Tourism to receive full benefit of an effort for 50% of the cost.	The evaluation for the Joint Venture will be based on the evaluation requirements listed in the Regulations and Procedures for Regional/CVB Tourism Organizations use of Lodging Facility Use Tax Revenue for the type of marketing used.	\$5,000.00		
Consumer	Travel Guide	Great Falls Montana Tourism will print it's newly designed Travel Guide for distribution through Certified Folder.	The partnership between Certified Folder and Great Falls Montana Tourism has historically required a minimum of 20,000 printed units to meet the distribution needs. According to Institute of Tourism and Recreation research, 12% of Great Falls' overnight guests used brochure information racks during their trip.	Great Falls Montana Tourism will retain one final product on file and submit a .pdf version with the marketing method evaluation. We will assess the results of this method and explain whether we will or will not continue using this marketing method and why.	\$4,500.00		
Consumer	Opportunity Marketing	Great Falls Montana Tourism will evaluate marketing opportunities as they become available or as projects develop throughout the year.	Opportunities present themselves all year long. Great Falls Montana Tourism will use industry and historical research, along with the annual marketing plan to determine what opportunities are worth taking advantage of.	The evaluation for the opportunity will be based on the evaluation requirements listed in the Regulations and Procedures for Regional/CVB	\$1,000.00		

				Tourism Organizations use of Lodging Facility Use Tax Revenue for the type of marketing used.			
Consumer	Ad Agency Services	<p>Great Falls Montana Tourism will utilize Banik to provide services that supplement and enhance the abilities of our staff. Banik will research media options, place approved media, provide media performance reports, develop creative assets for paid media, manage projects, create landing pages for paid media, and other services as needed.</p>	<p>In an article by Digital Doughnut.com, title Why an Advertising Agency is Important for Growth, 8 reasons are highlighted. The most important for Great Falls Montana Tourism is the In-House Expertise</p> <p>In-House Expertise</p> <p>An advertising agency has in-house expertise with people who are a specialist in different media. They are the experts who have devoted their career to the art of the industry. This group has a treasure of experience in tackling different types of clients and campaigns.</p> <p>Core Competence</p> <p>Advertising agencies are a power-packed team of professional experts who know what they're doing, by trusting them and their actions with our marketing campaigns, we can achieve higher growth rates.</p> <p><a href="https://www.digitaldoughnut.com/articles/2018/march/why-an-advertising-agency-is-important-for-growth">https://www.digitaldoughnut.com/articles/2018/march/why-an-advertising-agency-is-important-for-growth</a></p>	<p>Great Falls Montana Tourism will receive a detailed invoice for hours of services provided and will assess the results of the work performed and explain whether we will or will not continue using this marketing method and why.</p>	\$27,200.00		
Consumer	Online/Digital Advertising	<p>Great Falls Montana Tourism will develop a paid media plan that will utilize digital advertising to:</p> <ul style="list-style-type: none"> <li>Market Great Falls' outdoor recreation and cultural amenities through articles published on digital platforms.</li> <li>Take advantage of media opportunities that leverage video assets.</li> <li>Take advantage of media opportunities that retarget audiences engaging with a first Great Falls message.</li> <li>Take advantage of media opportunities that leverage Glacier and Yellowstone National Park trip planners and visitors.</li> </ul> <p>Specific historic placement includes:</p> <ul style="list-style-type: none"> <li>ConnectedTV</li> <li>Expedia</li> <li>Programatic Display</li> <li>Connect (formerly Interfuse)</li> <li>Chicago Tribune</li> <li>weather.com</li> </ul>	<p>According to Forbes, videos are shared 1,200% more than text and links combined. Trends over recent years have shown that well-crafted, compelling video content is among the most powerful online advertising tools. People remember videos for longer and share them more frequently than they do other media.</p> <p><a href="https://www.forbes.com/sites/forbesagencycouncil/2017/02/03/video-marketing-the-future-of-content-marketing/?sh=54d8c03a6b53">https://www.forbes.com/sites/forbesagencycouncil/2017/02/03/video-marketing-the-future-of-content-marketing/?sh=54d8c03a6b53</a></p> <p>According to an NYU survey, 59% of families said travel websites (TripAdvisor, Expedia, etc.) were resources they used for information or inspirations for where to go and what to do, 10% said Instagram, 74% said search engines, 51% said travel review websites, 30% said social media, 12% said travel agents, and 8% said blogs.</p> <p>According to Destination Analysts, 58.2% of travelers used any user-generated content to help plan their leisure travel, 32.5% used reviews from hotel, 29.6% used travel reviews of destinations, 30.8% used reviews of restaurants or activities, 13.5% used travel itinerary or blogs, 33.3% used Facebook and 26.3% used group discount websites.</p> <p><a href="https://blog.accessdevelopment.com/tourism-and-travel-statistics-the-ultimate-collection">https://blog.accessdevelopment.com/tourism-and-travel-statistics-the-ultimate-collection</a></p> <p>Our historic digital media placement results have been successful. In FY19, our 2 month non-video banner ad campaign generated 6 million impressions with a click through rate of 21%, however, our video banner ads generated 594,000 impressions and 3,482 for a click through rate of .59%.</p>	<p>Great Falls Montana Tourism will evaluate this method's success using click-through rates, number of delivered impressions, and if applicable, view through rate.</p>	\$20,150.00		
Consumer	Social Media	<p>Great Falls Montana Tourism will provide outdoor recreation,</p>	<p>More than one-third of total online time worldwide is spent on social media.</p> <p><a href="https://blog.hootsuite.com/simon-kemp-social-media/">https://blog.hootsuite.com/simon-kemp-social-media/</a></p>	<p>Great Falls Montana Tourism will evaluate this</p>	\$61,150.00		

		<p>cultural amenities, event, and itinerary messaging through paid ads on Facebook, Instagram, Snap Chat and YouTube.</p>	<p>YouTube mobile ads receive viewer attention 83% of the time. <a href="https://www.ipsos.com/en-us/news-polls/google-ipsos-advertising-attention-research">https://www.ipsos.com/en-us/news-polls/google-ipsos-advertising-attention-research</a></p> <p>3.48 billion people use social media, up 9% from last year. That means 45% of people on the planet now use social networks.</p> <p><a href="https://blog.hootsuite.com/simon-kemp-social-media/">https://blog.hootsuite.com/simon-kemp-social-media/</a></p> <p>More than 40% of digital consumers use social networks to research new brands or products.</p> <p><a href="https://www.globalwebindex.com/hubfs/Downloads/Social-H2-2018-report.pdf">https://www.globalwebindex.com/hubfs/Downloads/Social-H2-2018-report.pdf</a></p> <p>The average engagement rate for Facebook video posts is 6.01%.</p> <p><a href="https://wearesocial.com/blog/2018/07/internet-growth-accelerates-but-facebook-ad-engagement-tumbles">https://wearesocial.com/blog/2018/07/internet-growth-accelerates-but-facebook-ad-engagement-tumbles</a></p> <p>Great Falls Montana Tourism's historic social media placements have been successful. In FY19, combined Facebook, YouTube, and Snap Chat placements generated 6.4 million impressions with a click through rate of 1.08%, nearly double that of our digital placements.</p>	<p>method's success using click-through rates, number of delivered impressions, and if applicable, view through rate.</p>			
Consumer	Print Advertising	<p>Great Falls Montana Tourism will place ads in niche, strategically aligned, print publications. Historic print publications have included:</p> <ul style="list-style-type: none"> <li>Central Montana Travel Planner</li> <li>Yellowstone Journal</li> <li>Oh! Ranger Glacier National Park Guide</li> <li>Outdoors NW</li> </ul>	<p>Great Falls Montana Tourism will use industry and historical research, along with the annual marketing plan to determine what opportunities are worth taking advantage of.</p> <p>By combining print and digital ads, it will make online campaigns 400% more effective. <a href="https://topmediadvertising.co.uk/top-print-advertising-statistics/#:~:text=Most%20relevant%20print%20advertising%20statistics%201%20Newspapers%20and,campaigns%20400%20%25%20more%20effective%20More%20items...%20">https://topmediadvertising.co.uk/top-print-advertising-statistics/#:~:text=Most%20relevant%20print%20advertising%20statistics%201%20Newspapers%20and,campaigns%20400%20%25%20more%20effective%20More%20items...%20</a></p> <p>70% of Americans prefer to read on paper and 67% prefer printed materials over digital. <a href="https://b2cprint.com/what-statistics-say-about-printed-advertisements-effectiveness/">https://b2cprint.com/what-statistics-say-about-printed-advertisements-effectiveness/</a></p> <p>Our historic print placement with Yellowstone Journal leveraged their social channels, an e-newsletter and generated 16,000 inquiries about Great Falls.</p>	<p>Great Falls Montana Tourism will measure success of this placement by distribution and digital support of the print placement. We will deliver a copy of ad as part of the evaluation with a narrative on whether we will or will not continue using this marketing method and why.</p>	\$1,000.00		
Marketing Support	Administration	<p>Great Falls Montana Tourism will use staff to manage Lodging Facility Use Tax Funds and administer the paid media plan, coordinate projects with Banik, secure appropriate insurance coverages, review financials, develop quarterly financial reports, maintain budget, ensure adherence to policies, file 990 and annual report, participate in bi-monthly partner meetings, participate in annual audits, attend TAC meetings and governor's conference, develop marketing plan and marketing evaluation reports, pay invoices, and other efforts on behalf of the Convention and Visitors Bureau.</p>	<p>The Convention and Visitors Bureau operations was managed by a volunteer board previously. Under this structure, reports were delayed, meetings were missed, audits were a challenge, and policies not adhered to. Since having paid staff, deadlines are met, budgets managed, meetings attended, and policies followed.</p> <p>Research indicates that having a volunteer manage the daily operations could be seen as a violation of wage and hour laws. <a href="https://www.wagehourinsights.com/2015/02/is-your-volunteer-really-an-employee-the-answer-might-surprise-you-part-2/">https://www.wagehourinsights.com/2015/02/is-your-volunteer-really-an-employee-the-answer-might-surprise-you-part-2/</a></p>	<p>Great Falls Montana Tourism will measure the success by reporting being completed on time, attendance at required meetings, proper budget management without audit findings, and adhering to the 20% cap of administration.</p>	\$29,000.00		
Marketing Support	TAC/Governor's Conference meetings	<p>Great Falls Montana Tourism will have staff in attendance during all Tourism Advisory Council Meetings and the Governor's Conference on Tourism.</p>	<p>Great Falls Montana Tourism has historically attended Tourism Advisory Council Meetings and the Governor's Conference on Tourism and found them to provide guidance and relevant information to ensure Great Falls Montana Tourism is doing it's best to grow Tourism.</p>	<p>Success will be measured by attending 100% of the meetings as organizations are expected to have one paid staff or board member at each Council meeting. This representative is to be the individual who works most closely with the Department.</p>	\$1,000.00		
					\$150,000.00		

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget
Consumer	Joint Ventures	\$5,000.00
Consumer	Travel Guide	\$10,866.41
Consumer	Opportunity Marketing	\$1,000.00
Consumer	Ad Agency Services	\$27,200.00
Consumer	Online/Digital Advertising	\$20,150.00
Consumer	Social Media	\$61,150.00
Consumer	Print Advertising	\$1,000.00
		\$126,366.41
Marketing Support	Administration	\$29,000.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00
		\$30,000.00
		\$156,366.41

**Miscellaneous Attachments**

Description	File Name	File Size
Great Falls Montana Tourism's 2022 Marketing and Operations Plan with budget and research	Reduced Full Draft FY22 Marketing Plan Budget and Attachements.pdf	5.3 MB

## ***Reg/CVB Required Documents***

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<b>Description</b>	<b>File Name</b>	<b>File Size</b>
Budget Pie Chart by Segment	Budget Pie Chart by Segment.pdf	118 KB
Budget Pie Chart by Method	Budget Pie Chart.pdf	80 KB
Resolution approving 2022 Marketing Plan	DRAFT Great Falls Montana Tourism Board Meeting 4-15-2021 Minutes.pdf	151 KB
Applicant's Certificate of Compliance FY22, Please of Understand and Compliance, Application of Lodging Tax Revenue FY22	Required Documents.pdf	1.4 MB

