



**Grant Details**

**108656 - FY22 Region/CVB Marketing Plan**

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**113969 - Southwest MT FY22 Marketing Plan**

**DOC Office of Tourism**

**Grant Title:** Southwest MT FY22 Marketing Plan  
**Grant Number:** 22-51-008  
**Grant Status:** Underway  
**Comments:**  
**Applicant Organization:** Southwest Montana  
**Grantee Contact:** Sarah Bannon  
**Award Year:** FY22  
**Program Area:** DOC Office of Tourism

<b>Amounts:</b>				
<b>Contract Dates:</b>	Contract Sent		Contract Received	
<b>Project Dates:</b>	06/16/2021		07/01/2021	
	Proposal Date		Project Start	
				Contract Executed
			06/30/2022	
			Project End	
<b>Grant Administrator:</b>	Barb Sanem			
<b>Contract Number</b>	22-51-008			
<b>Award Year</b>	FY22			

**Contract Dates**

Contract Sent	Contract Received	Contract Executed	Contract Legal
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**Project Dates** 07/01/2021  
06/30/2022

Project Start Project End

**Comments**

**Amendment Comments**

**Community & Brand Support**

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*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?*

Southwest Montana, the cradle of Montana history, features copper barons, feisty outlaws, gold miners, Lewis and Clark explorers, hardworking cowboys, adventurous frontiersmen, and a Nez Perce Battlefield all set in the backdrop of wildlife -filled mountains, blue ribbon streams, 3.3 million acres of forest land, natural hot springs, a stalactite filled cavern, sapphire mines, 316 species of birds, and a dozen mining ghost towns and ghosts offering a lifetime of adventure.

Brand Vision: Enchant the visitor with adventures filled with scenic beauty, history, nature, excitement, indelible personalities and stimulate a desire to return.

Brand Statement: Ghost Towns, Road Trips, and Hiking Trails. The Rest is History.

Southwest Montana is centrally located between Glacier and Yellowstone National Parks, making it the ideal travel route between the two destinations. We are rich in history and culture, outdoor recreational opportunities, natural geological attractions, birding and wildlife watching. Southwest Montana offers the best blue-ribbon fishing statewide. Southwest Montana has 300 properties and 3828 rooms in the region. In addition, we have 158 campgrounds.

Southwest Montana attracts an active mature/boomer audience with a focus on soft adventure. The region is a big draw for heritage and culture enthusiasts. We have a large nationally recognized heritage corridor running from Butte to Anaconda. Our 2019 visitors were mostly repeat visitors with 78% of groups being repeat visitors to the state and 90% plan to return within two years. First time visitors made up 13% of our groups. **80% of our nonresident visitors travel alone are in a group of two.**

**Strengths** - historical opportunities including ghost towns, historic sites, location between the national parks, Lewis & Clark sites and museums; cultural opportunities - western heritage, live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, trolley tours, pow-wows, farmers' markets and more; natural resources - hot springs, radon health mines, rockhounding for gems, Lewis & Clark Caverns, fly-fishing, rafting, blue ribbon rivers and streams, hiking, biking, outdoor trails, downhill skiing, and ski joring.

**Opportunities** - Develop niche markets of history, ghost towns and "ghosts, outdoor activities, attract filming opportunities, and work with our outfitters and guides;" work with CVBs, cities and other organizations to gather photos and have them available as the need arises; continue education and collaboration on travel information, grants, and other options available to travel businesses in the area.

**Challenges** - Transportation concerns, off-season closures of attractions, limited cell phone coverage, and poor economic factors; potential environmental situations such as fires, smoke, flooding and viruses; a need for touring companies as many travelers prefer someone to take them to the attractions and take the guesswork out of their planning; lack of wayfinding signage throughout the region and within individual communities; shortage of meetings & convention facilities limits the ability to draw on these groups for potential revenue throughout the year and particularly in the off-season. Another challenge is expanding the education of opportunities and information to our constituents that are not connected to the regions and CVBs. Shortage of labor resources is taxing many small tourism businesses.

Southwest Montana, the cradle of Montana history, features copper barons, feisty outlaws, gold miners, Lewis and Clark explorers, hardworking cowboys, adventurous frontiersmen, and a Nez Perce Battlefield all set in the backdrop of wildlife -filled mountains, blue ribbon streams, 3.3 million acres of forest land, natural hot springs, a stalactite filled cavern, sapphire mines, 316 species of birds, and a dozen mining ghost towns and ghosts offering a lifetime of adventure.

Brand Vision: Enchant the visitor with adventures filled with scenic beauty, history, nature, excitement, indelible personalities and stimulate a desire to return.

Brand Statement: Various forms of "Ghost towns, road trips and hiking trails. The rest is history."

**More spectacular unspoiled nature than anywhere else in the lower 48.**

From the Madison River Valley to the Pioneer Mountains Scenic Byway and from Gates of the Mountains to Lewis & Clark Caverns, Southwest Montana offers an abundance of unspoiled nature. In addition, visitors can view a variety of wildlife while visiting Red Rocks Lake National Wildlife Refuge or the Scapegoat Wilderness Area (to name just a few).

**Vibrant and charming small towns that serve as gateways to our natural wonders.**

Southwest Montana provides a direct route between Glacier and Yellowstone National parks and has many vibrant and charming small towns. Visitors can explore the fishing mecca of Ennis (also known for its great art scene) or take a trip to the Sweet Palace located in Philipsburg (noted as being one of the "Prettiest Painted Places in America"). From the sophistication of the capital city, Helena, to historic Butte, America, the region offers visitors a variety of options when it comes to small town charm.

## **Breathtaking experiences by day and relaxing hospitality at night.**

Hiking, biking, skiing, fishing, rockhounding...from soft adventure activities such as scenic driving and wildlife viewing, to more extreme activities such as mountain biking and snow kiting, Southwest Montana offers a plethora of breathtaking experiences. And, with a wide range of lodging and dining options, the region also boasts a wealth of options when it comes to relaxing hospitality at night.

## **Describe your destination.**

**Inspiration** - Southwest Montana's advertising, our website, public relations and social media efforts will focus on building the inspiration aspect and the desire to visit.

**Orientation** - Our call center and Regions & CVBs provide tools to help the visitor plan a route and encourage a longer stay. The region's travel guide and website will play the strongest role in assisting visitors with "orientation" and the tools needed to assist with trip planning. If the visitor is already in the state, our regional tear-off map is available as well.

**Facilitation** - Regions and CVBs, our call center, communities, businesses and organizations all work together to make visitors aware of the full array of experiences available to them, encouraging them to stop and experience all that Montana has to offer. The region's website and travel guide will play an integral part for "on the ground" facilitation. In addition, we have a Southwest Montana regional map that is dispersed throughout the region and its surrounding neighbors.

## **Optional: Include attachments here**

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

**Primary**—Both our primary and secondary target markets include repeat travelers to Montana. Since Southwest Montana is 78% repeat visitors and only 13% new visitors, we consider advertising to the two National Parks a benefit to extend the traveler's stay in the state or to entice the traveler to the region on a repeat visit.

**Active Mature**—Consists of older married couples or singles (ages 55-64), college educated, usually without children. They lead an active lifestyle and enjoy visiting historic sites, landmarks and museums as well as partaking in general sightseeing and wildlife watching. According to 2018 data from the Institute for Tourism and Recreation Research (ITRR), 36% of visitors to the region were between the ages of 65-74 and 35% were between the ages of 55-64 years old. And, another 35% of our visitors were between 55-64. The same data reveals that 52% of visitors to the region were made up of "couples" and 28% were individual travelers.

**Heritage/Cultural Enthusiasts** — This segment consists of individuals 35+ years of age, college educated, who enjoy learning more about western history and culture. They enjoy the experience of quaint communities and the opportunities within. They visit historic sites and landmarks and are interested in festivals and fairs about the West. Data collected in 2019 from the ITRR indicates that 20% of visitors to

the region spent time at other state parks—of which we have 11 in Southwest Montana. Also, 23% visited hot springs, 13% visited Virginia/Nevada Cities, and an additional 9% visited the areas ghost towns. Lewis and Clark Caverns had 9% visitation, the Montana History Museum had 6% visitation, and The Big Hole Battlefield and Clark Canyon Reservoir attracted 5% of the visitors.

**Secondary**— Travel Influencer — We are still testing the waters with this market. The state has been bringing in travel writers that have a large social media following to entice more of the travelers that are using the social media channels. We are still assessing how this market works for us as it is expensive and hard to track the true effectiveness of it.

**Freelance or travel-publication specific writers** - with an assignment of preparing a vacation destination article for print, broadcast or Internet distribution.

**International Visitors** — In addition to Canadian visitors, particularly from Alberta, this secondary audience includes group and foreign independent travelers (FIT) predominately in markets serviced by RMI (UK, Germany, France, Italy, Norway, Sweden, Denmark, Finland and Australia) as well as Asia. The region considers international visitors as a secondary market because while there aren't enough funds to aggressively target these markets and we do not participate in RMI programs, Southwest Montana is able to create regional itineraries for group travel and FITs.

**Film Production/Still Photography** — Film production remains a secondary target market due to the budget that would be required to reach such a niche audience. We are creating a video / photo library for the State Film Office to have at their fingertips when scouting agents are looking for locations and attractions. When possible, the region works with the Montana Film Office to assist with production in the region. Consumer travelers are increasingly moved by "moving pictures" and therefore the region also focuses secondary marketing.

**Geographic Focus**— Currently the region's top target audiences based on 2019 ITRR data are: Washington State 13%, Idaho 9%, Alberta, Canada 8%, Colorado 8%, California 6%. According to the Arrivalist data, Washington, Idaho and Utah are our top nonresidential visitors. As of 2021 Texas is emerging as a potential in the top target marketing. It is yet to be seen if this is a Covid related change or a natural change.

**Psychographic Focus** - We focus on history and cultural enthusiasts, outdoor recreationalists, scenic drivers, and experiential travelers. These are all part of the high potential visitors. ITRR 2019

*b. What are your emerging markets?*

Emerging markets include outdoor recreation enthusiasts, "ghost enthusiasts," Calgary through a sport show, motorcycle adventurers, and agritourism.

**Optional: Include attachments here.**

*c. What research supports your target marketing?*

Much of our research came from the ITRR non-resident research and surveys and the Arrivalist information for Southwest Montana on the state Montana Office of Tourism and Business Development. Washington, Idaho, and Utah were identified as some of the state's strongest markets.

We also use our call center and website data to help us determine our target marketing.

Southwest Montana Tourism Region strives to attract high-value, low-impact visitors with the potential to increase their length of stay and dollars spent per day as well as to influence repeat visitation in the region. We can accomplish this through the following goals:

- Educate the traveler about the historical, cultural and recreational opportunities within the region throughout the year.
- Inform visitors traveling to and from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana.
- Work with the regions, CVBs, TBIDs and MOTBD to collaborate on funds and programs and projects as an option to increase the leverage of marketing dollars and exposure to our markets.
- Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational and historical opportunities this region has to offer.
- Market to regional and statewide areas.
- Continue to disseminate the travel guide, to address "inspiration, orientation, and facilitation."
- Continue distributing the birding brochure to birding enthusiasts.
- Continue distributing the regional map available for "facilitation" among visitors on the ground.
- Increase photography and have a means to access photos quickly and easily through a shared photo library system.

- Continue with our events section for our website.
- Inspire the Canadian traveler by attending the Calgary Adventure Travel Show along with other CVBs in the region.
- Expand on enticing our "ghost enthusiasts" to come to the region.
- Check out the motorcycle / social media tour potential in Southwest Montana.
- Continue to support our small communities and rural corridors through opportunities such as collaborative marketing projects or grant funding.
- Determine how to work with the outfitters and guides to market this segment of our assets.
- Educate Southwest Montana Tourism Region members about the benefits of membership. Look at creating opportunities and partnerships with members/local businesses to stretch the region's marketing budget.
- Work with the University of Montana and Rick Graetz on an affiliation that is content gathering including photos and stories of places in Southwest Montana.

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

Southwest Montana will consider participation in MOTBD's joint ventures depending on how they fit within our budget and target audience. Also, if either a site and/or publication wanted to do a more multi-media campaign we would be interested.

We would like to partner on the state's emerging history market as it has always been a strong market for us.

We would like to work with the state on promoting repeat visitors to our region.

We would like to work with the state on how to benefit the Outfitters in the state.

Ple chart Segments.docx

**Optional: Include attachment here.**

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

A potential to be part of the Glaciers to Geysers program.

A potential project would be to market history in Montana.

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

Southwest Montana has participated in several co-ops with regional partners.

Trip Advisor Advertising— Southwest Montana partnered with the state on Trip Advisor. With these pages, Southwest Montana provided regularly updated regional content. Overall performance showed a clickthrough rate of .35% for FY19. This is now too expensive for us to continue.

Sojern – In the past this collaboration with the state was successful and helped boost inspiration for Southwest Montana. The campaign’s overall performance included 1,851,430 impressions with a clickthrough rate of .10%.

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True West Magazine — We partnered with Southeast Montana and Missouri River Country on this promotion as it was geared toward history and we share a great deal of this among us all.

Crown of the Continent Map and the Greater Yellowstone Geotourism Maps — We had several partners on these projects.

Lewis and Clark Trail — We had many regions and CVBs be a part of this as well as it being a multi-state project.

Southwest Montana participated in one MTOT co-op in FY19 with the Sojern. It was not offered this past year.

We worked with several different partners on the Influencer / Fam tours.

Southwest Montana has partnered with the state parks, the Butte CVB and the Helena TBID to produce a tear-off map of the region. The map highlighted points of interest, state parks, and scenic routes for the traveler. We also had breakout maps of Butte and Helena on the opposite side along with their specific attractions.

The region also supports different community projects through cooperative funds. These projects are evaluated on a first come, first served basis by the board until the funds are depleted.

Optional: Include attachments here.

SWMT segments pie chart.docx

Optional: Include attachments here.

pie chart Methods.pdf

Optional: Include attachment here:

## 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	Travel/Trade Shows	By attending the Canadian Travel and Adventure Show we plan to entice the Canadian traveler to come to	In 2019, the Calgary Travel Show had 13,600 people attend. Most everyone who came to our booth picked up literature and almost all looked at our large map display. In 2019, Canadian Travelers represented the	Our goal is to give out 4 boxes of travel guides and 200 regional maps along with other literature.	\$3,500.00		

		<p>Southwest Montana. We will have a large display of the Southwest Montana regional map and we plan to give out travel guides, regional maps, birding brochures and other literature.</p> <p>We know from past experience the participants at the show are devoted to outdoor adventure and they are great travel enthusiasts. Many are interested in the Lewis and Clark Caverns, scenic drives, and traveling to Yellowstone Park. We have our Helena and Butte partners from Southwest Montana at the show and feel that we can make a great presence for the region. Our presence will add depth to those places as well as all of Southwest Montana and especially those along the I-15 border.</p>	<p>4<sup>th</sup> largest group to Southwest Montana at 7%. ITRR Interactive Report</p>				
Consumer	Printed Material	<p>We will continue to produce the travel guide. It is distributed to individuals interested in traveling to and within the region. We also distribute our regional maps and birding brochures and our residual motorcycle guides. We have so many towns, attractions, and outdoor activities which make the travel guide one of the best ways to educate travelers of all of these benefits in Southwest Montana. Birding is increasing every year and we find that our brochures are in great demand for the serious birder. If needed, we might reprint. Our regional maps are available as a layout or foldable option to meet the needs of our partners. They are gaining in popularity.</p>	<p>Brochures, maps and travel guides are the #1 in-market influence. (Bentley University)</p> <p>70% of tourist pick up brochures in-market. Bentley University)</p> <p>"Custom print magazines will make a resurgence as a premium content delivery channel due to decreased print competition and a desire by audiences to re-connect with tangible, high quality publications that offer deep content expertise that fills their needs, surprises and delights them." "All Business, Your Small Business Advantage" <a href="http://allbusiness.com">allbusiness.com</a> .</p> <p>85% of people decide on activities after they reach their destination. Aaron Nissen, Digital Marketing Strategist; Governor's Conference on Tourism and Recreation, Big Sky Resort 2018</p>	<p>We plan to give a travel guide to 100% of all requests. We will track the number of guides given out at the call center in response to our advertising. We plan to fill all requests for birding brochures and tear-off maps.</p> <ul style="list-style-type: none"> <li>Website Visitation: Increase FY22 unique visitors to the website by 5% from FY21 final total traffic.</li> <li>Call Center Requests: Increase travel guide requests by 5% compared to final</li> </ul>	\$65,679.00		

				<p>totals from FY22 final totals</p> <ul style="list-style-type: none"> <li>• Bed Tax Collections: Increase FY22 bed tax collections in the region by 3% compared to final collection for FY21.</li> </ul>			
Consumer	Joint Ventures	<p><b>Describe Your Method:</b> We will evaluate projects that we can partner with MTOT, other regions/ CVBs/ TBIDs and members to further stretch the region's marketing dollars on projects. We will consider partnering on the Greater Yellowstone and the Crown of the Continent Nat Geo Maps, National Park Lewis and Clark Brochure and website, Sojern, and the Accommodations Guide. If an opportunity presents itself to partner with Glacier and Yellowstone regional partners, we are interested in participating. Also, we are hoping to do a joint venture with the state niche market of history.</p>	<p>Our Sojern click through rates for FY 2020 were .14%. We did a joint venture on the Crown of the Continent Nat Geo Map that has a print of 100,000 maps. The requests for these have increased every year and since 2008 over one million have been given out. For the National Parks Lewis and Clark brochures and website project, our requests for Lewis and Clark information is now the third most requested information at our call center. The Greater Yellowstone Map is well distributed at our Lima Rest Stop.</p>	<p>Our goal is to partner in at least three joint ventures.</p>	\$20,000.00		
Consumer	Opportunity Marketing	<p>Southwest Montana puts funds in Opportunity Marketing for options that might become available at a later date. Not all options for marketing are available at our annual budgeting time. These funds will be used for any unforeseen projects or will be applied to an existing project if a need should arise. If funds are available, we will plan on partnering with a</p>	<p>The research that we have already done for other segments will apply toward this.</p>	<p>Will be determined at the time of the projects. We will look at increases to our website and click through rates where they apply.</p>	\$4,000.00		

		community or corridor to help them get a base for marketing projects.					
Consumer	Social Media	<p>Social proof has long been an integral part of the travel planning process. Visitors are more likely to engage with and plan trips to destinations if they have seen positive reviews from other travelers and the likelihood of visitation increases significantly if those recommendations come from a close friend or family member. Southwest Montana will continue to manage a presence on Facebook, Twitter, Instagram, YouTube and our internal blog. In order for this channel to be successful we need to continue providing up to date and relevant content while taking time to interact and engage with followers.</p>	<p>Social Toaster has published a list of 25 Travel and Tourism statistics for 2020. Here are some of the highlights:</p> <ul style="list-style-type: none"> <li>• In 2019, 1,000,000 travel-related hashtags are searched on a weekly basis.</li> <li>• 74% of travelers state they use social media while traveling.</li> <li>• 97% of millennials report that they share photos on social media while traveling.</li> <li>• It's estimated that 75% of travel followers will engage with their friend's travel posts.</li> <li>• 84% of millennials say that they are likely to plan their own vacation based on someone else's social posts.</li> </ul> <p>Review 42 found that in 2012 Americans spent 90 minutes on social media a day, this has increased to nearly 153 minutes in 2019 and has likely grown exponentially amidst the pandemic.</p>	<p>Our goal is to increase our following across social channels by 5% over the next year. Success will also be measured by the amount of traffic brought to SouthwestMT.com through our internal blog and the content produced for it.</p>	\$22,000.00		
Consumer	Website/Internet Development/Updates	<p>We plan to continue updating our website to offer visitors the most up-to-date information about activities and businesses in the Southwest Montana region. We have established an internal event system that allows us to easily update event information on the fly for any events that have unexpected changes (especially those affected by covid). All of our edits to the website will focus on the user experience of the website.</p> <p>In addition, we will be building out the history content on our website. In Southwest Montana, history continues to be a key interest of visitors. The additional content will feature historical</p>	<p>According to Statsia, As of January 2021 there were 4.66 billion active internet users worldwide - 59.5 percent of the global population. Of this total, 92.6 percent (4.32 billion) accessed the internet via mobile devices. First impressions are incredibly important when it comes to websites.</p> <ul style="list-style-type: none"> <li>• 57% of internet users say they won't recommend a business with a poorly designed website on mobile</li> <li>• 38% of people will stop engaging with a website if the content or layout are unattractive.</li> </ul>	<p>We plan to use Google Analytics to look at the success of our website and the tactics used to improve it. We would like a 5% increase in traffic. We will specifically look at the enhanced history section and note the amount of time users spend on page and how they interact with the site. The addition of this content should also increase organic traffic. In addition, we will use the number of travelers and kiosk engagement to measure the success of those displays and the interactive maps.</p>	\$54,500.00		

		<p>images, updated blog and page content and promoted through our social channels.</p> <p>In 2020, interactive kiosk displays were purchased for both the Helena and Butte Airports. We will take advantage of these displays by developing an interactive mapping component that will feature travel related businesses and attractions throughout the region. These may feature images, business information and video.</p>				
Consumer	Photo/Video Library	<p>We will continue to acquire video and photos in order to provide new and updated content on our website, YouTube, Facebook and more. The footage may also be used in our advertising campaigns for both warm and cold season ads. We are also acquiring additional footage and seasonally updating our HD monitors which are located in 12 areas around the region.</p> <p>In 2020, we adopted Crowdriff as our digital asset management platform. In addition, we have integrated Crowdriff galleries throughout SouthwestMT.com. These galleries feature a variety of our own photography as well as user generated content that serves as further social proof for visitors. We will further integrate these assets throughout the site in FY22.</p>	<ul style="list-style-type: none"> <li>• Visitors to hotel websites that include UGC galleries spend 90% more time on those sites, and luxury hotel brands that source more than half of their posts from user-generated content receive 2.6 times higher engagement than brands that don't. (Gartner L2, 2016)</li> <li>• 62% of Gen Z and Millennial consumers want visual search more than any other new technology</li> <li>• Images are returned for 27.9% of search queries on Google.</li> <li>• Video is 50x more likely to get organic ranking than plain text results</li> </ul>	<p>Our success is measured by obtaining new video and photos for multipurpose use including our website, kiosks, travel planner, and various video displays. We will develop a minimum of 3 new produced videos and emphasize the procurement of additional footage and photos that can be used for a variety of projects and advertising opportunities as they arise. The photos and videos will be used on the website, across social channels, in our travel guide, and for region advertising.</p> <p>We will measure the success of crowdriff with direct metrics of users interacting with our galleries and the number of user generated photos we are able to collect for use on our website and social channels.</p>	\$35,500.00	

Consumer	Electronic Adv - Newsletter, E-blast	<p>The Southwest Montana email list has 17,673 active subscribers. In 2020 our click through rate was 11.5% and had an open rate of 23.18% per campaign. Both the click through and open rates are well above the industry averages. Each newsletter features a welcome message, blog posts, a link to our travel planner, and a downloadable map. These newsletters are meant to highlight a variety of seasons and activities available in southwest Montana to inspire visitors as they plan their Montana vacations.</p>	<p>According to McKinsey researchers, you're 40 times more likely to get new customers from email marketing than from Facebook or Twitter. Your email list is also a safer bet than followers on social media because you own this audience.</p> <p>70% of individuals want to learn about products through content rather than through traditional advertising. "Small business trends, digital advertising Jan 23, 2017."</p>	<p>Success of our electronic advertising will be determined by the number of active subscribers for our email blasts as well as the open and click through rates. Our goal is to increase the number of subscribers by 5% over fy2021.</p>	\$11,500.00		
Consumer	Search Engine Marketing	<p>In order to drive traffic to SouthwestMT.com, we use a combination of paid and organic tactics. We will continue utilizing these avenues moving forward. Google and other search engines see an incredible volume of search traffic and we hope to capture a portion of this traffic. We will develop a number of paid campaigns that target those interested in Montana Travel, Montana History, and in the activities we are known for. In addition, we will continue to use Facebook advertising to further our reach on our social platforms and increase our opportunities for direct engagement with visitors.</p> <p>In the coming year we hope to place more focus on our organic search rankings by creating additional content and editing existing content across SouthwestMT.com. We have rolled out a new system that will allow us to edit any and all of the Office of Tourism</p>	<p>In 2021 (to date), Google accounted for just over 70% of all global desktop search traffic, followed by Baidu at 13%, Bing at 12%, and Yahoo at 2%.</p> <ul style="list-style-type: none"> <li>• Google's search algorithm uses more than 200 factors to rank websites.</li> </ul>	<p>With a heavy emphasis on our organic search results, we will largely rely on the acquisition report from Google Analytics to determine whether or not our organic traffic has improved (not only in total traffic but also bounce rate and time spent on page). We will also monitor our paid advertising in the Google Ads platform itself. We are wanting a 5% increase in our traffic.</p> <p>Optimizing HTML Title Tags and Meta Descriptions are just a small part of the planned SEO/SEM work for the upcoming year. Based on keyword research we plan to curate and optimize unique content throughout the website. This content will focus on key topics/attractions in</p>	\$22,000.00		

		<p>business listing data. This system will allow us to receive the updated data from the state AND provide the ability to add, delete and modify listings internally. We will also make adjustments to HTML Title Tags and meta descriptions to improve our search engine optimization.</p>		<p>the region as well as incorporate search relevant long-tail keywords. Targeting relevant interest areas will allow us to bring potential visitors to the website and by optimizing the content and experiences visitors are seeking, we hope to positively influence their decision to visit Southwest Montana.</p> <p>Other related goals include a mobile first approach as we move forward with a website redesign to ensure a better user experience on the devices most often used (58.71% over the last year). We plan to continue integrating structured data into the site to ensure it is optimized for Google and other search engines. Monitoring of these efforts will be done using search engine tools such as SEM Rush.</p>			
Consumer	Ad Agency Services	<p>We will continue to utilize the services and expertise of Windfall Inc., our current agency of record. We plan to collaborate with them on marketing strategy, print materials, media buys, and other projects they may recommend that are in line with our marketing goals. These funds will be set aside to pay for hourly agency services, which are billed separately from the hard costs of the physical projects such as print materials or media buys.</p>	<p>Online sources show that hiring a creative agency can save our organization time and money on things like payroll taxes, software tools and employee benefits. The average salary for a marketing manager, for example, can be upwards of \$120,000 a year (<a href="https://46mile.com/5-reasons-why-you-should-hire-an-advertising-agency/">https://46mile.com/5-reasons-why-you-should-hire-an-advertising-agency/</a>). Using a creative agency gives us access to specialized knowledge and resources, as well as up-to-date information on the latest advertising channels—something that is constantly changing and can be difficult to keep up with in-house (<a href="https://www.hortongroup.com/blog/benefits-hiring-advertising-agency">https://www.hortongroup.com/blog/benefits-hiring-advertising-agency</a>).</p>	<p>Success will also be measured by a 3% increase in regional bed tax collections over FY21, a 5% increase in website traffic, and 5% increase in call center inquiries from FY21 to FY22. We will monitor the success of projects the agency has completed for us through performance metrics provided in media plans, including impressions, click-through rates and print circulation.</p>	\$33,000.00		

Consumer	Multi-Media Marketing	<p>This segment will include funds for multimedia projects that have both a print and digital component, such as a print advertisement with an additional digital banner and/or leads. Examples of this will include an advertisement in both the print and online versions of Yellowstone Journal or True West. We may add additional projects as the opportunity arises and if additional funds become available.</p>	<p>Online research tells us that taking advantage of a multimedia advertisement opportunity can be more cost effective and allows us to reach out to different audience demographics. Younger generations can be reached on digital platforms, while some of our older target demographics might prefer a more traditional medium. Print advertising alone can range from \$500 to \$20,000, but we get more for our investment if a lower-cost digital component is also included. A digital component also allows us to more easily monitor and track campaign success. <a href="https://www.advertisemint.com/top-6-benefits-of-digital-advertising/">https://www.advertisemint.com/top-6-benefits-of-digital-advertising/</a>, <a href="https://smallbusiness.chron.com/advantages-disadvantages-advertising-internet-4029.html">https://smallbusiness.chron.com/advantages-disadvantages-advertising-internet-4029.html</a></p>	<p>We plan to track engagement such as impressions and CTR for digital components as well as circulation for the print portions of these opportunities. We will aim for a .55% click-through-rate for digital ad buys. We also hope to see an increase in traffic on website pages by 10% that are linked to these campaigns.</p>	\$28,000.00		
Consumer	Online/Digital Advertising	<p>We will continue an online advertising campaign on strategic travel and lifestyle websites that appeal to our prospective visitors. Our campaign will contain both prospecting and retargeting banner ads. Our ad agency will look at opportunities that will maximize our digital placement as they occur.</p>	<p>See research in attachments. The performance statistics of our FY20 warm season campaign also support this method, with more than 4 million total impressions and an average click-through rate of .55% across the campaign. These placements included joint venture buys with Sojern and Trip Advisor, as well as consumer placements with Yellowstone Journal, the Glacier Country warm season partnership, True West magazine and a paid social media campaign.</p>	<p>We plan to measure success by monitoring impressions, click-through rates, cost per click, and traffic to our website. We will strive to maintain our FY20 average of .55% CTR.</p>	\$5,000.00		
Consumer	Billboards/Out-of-Home	<p>Our OOH methods will include billboards and gas station ads on the route between Glacier and Yellowstone national parks. We will work with our agency of record Windfall, Inc. on a strategy to identify the most impactful billboard locations and gas stations along with engaging creative to maximize impressions and increase destination awareness. We will incorporate our new creative campaign "The Rest Is History" in our OOH advertising and highlight local businesses and attractions whenever possible.</p>	<p>Billboard advertising is effective for building brand awareness and broadcasting your business (or product or campaign) to as many people as possible. Because they're in such busy areas, billboards tend to have the highest number of views and impressions when compared to other marketing methods. (Source: HubSpot.com)</p> <p>According to a recent report, every dollar spent on OOH advertising returns an average of \$5.97 in product sales. [Source] That's an ROI of 497%. As the Out of Home Advertising Association of America (OAAA's) chief marketing officer Stephen Freitas stated in the report's 2017 press release, "Using OOH in any campaign makes it more effective. This new report tells us advertisers see their sales grow and brand awareness increase when OOH is used in the media mix." According to a 2018 IPA Databank study, OOH boosts the business effects of search by 54%, of social by 20%, and of radio and TV by 17%. (Source: blipbillboards.com)</p>	<p>Success will be determined by placing one video in 10 different gas stations between Yellowstone and Glacier by the end of August.</p> <p>We will also determine success by seeing a 5% increase in call center activity from FY21, namely inquiries received on some placements. We also hope to see a 5% increase in visitation to our website and a 10% social media engagement compared to FY21.</p>	\$15,000.00		

Consumer	Print Advertising	<p>We will continue advertising in key regional/national publications as well as explore niche publications that reach the region's target audience. In the past we advertised in Go! Ranger National Park, National Park Maps for both Yellowstone and Glacier, Truwest Magazine, Yellowstone Journal, Northwest Travel, and Destination Missoula Guide.</p> <p>Some of the investments in this category are now more appropriately moved to multi-media.</p>	<p>82% of internet users trust print advertising when making a purchasing decision (WebStrategies). In a study from PrintIsBig.com, researchers found that consumers feel print is 43% less annoying than the internet and 59% more engaging than online articles. In addition, the study found that 96% of news reading is still in print. The global print industry is worth \$765 billion more than the online advertising industry (WBF). Offline marketing results in 67% of all online searches in the US, with 39% of the searches result in sales (B2CPrint). Combining print with online and TV advertising delivers a 15% increase in brand awareness (OnTheBayMagazine). Magazines and newspapers have the highest ROI at 125% compared to other mediums (AMA). Over 55% of all consumers trust print marketing more than any other advertising method. About 70% of consumers find print advertising more personal. About 40% of consumers have made a purchase in the last 3 months due to a direct mail piece they received. Over 50% of Millennials pay attention to print ads. 56% of direct mail is read by recipients. ("Interesting Print Advertising Statistics" David Dobbs).</p>	<p>We will track the number of placements and the distribution of printed pieces. We plan to measure success through a 5% increase in call center activity from FY21, namely inquiries received on some placements. We also hope to see a 5% increase both in visitation to our website and a 10% social media engagement compared to FY21</p>	\$15,000.00		
Destination Management	Administration	<p>Southwest Montana will hold a workshop that will benefit all our partners. Our plan is to educate our partners on ways to benefit their own communities.</p>	<p>An <b>administrative support</b> provides business with an enhanced communication system so other departments can run smoothly. <b>admin 0 Administrative service, Blog 5 Reasons Why Your Business Needs Administrative Support</b></p>	<p>Our goal is to successfully provide education that our partners benefit from for their own businesses and communities. We intend to provide at least one workshop that will be determined by the board of directors.</p>	\$5,000.00		
Film	Photo/Video Library	<p>It is our intent to develop a library of photos and video that highlight Southwest Montana and the opportunities that may exist for the film industry. This footage will be made up of primarily aerial footage. Communities across Southwest Montana, as well as some scenic footage will be made available through this program.</p>	<p>When a movie or television show shoots on location, it brings jobs, revenue, and related infrastructure development, providing an immediate boost to the local economy. Our industry pays out \$49 billion per year to more than 280,000 businesses in cities and small towns across the country—and the industry itself is comprised of more than 93,000 businesses, 87 percent of which employ fewer than 10 people. As much as \$250,000 can be injected into local economies per day when a film shoots on location. In some cases, popular films and television shows can also boost tourism. <b>Driving Economic Growth   Motion Picture Association (motionpictures.org)</b></p>	<p>Success of this endeavor will be marked by the variety of footage we are able to obtain. This footage will provide a cross section of the region. It is our intent to spread out the filming across communities and different seasons to showcase the variety of locations and filming opportunities available in our region. Our goal is to complete 4</p>	\$15,000.00		

				community videos and have them available for the state film office. The ultimate goal is to increase the number of production companies that choose to film in Southwest Montana.			
Marketing Support	Administration	Administration includes personnel, rent, office supplies and basic needs to run an office.	<b>Administrative support</b> makes it easier for a company to run smoothly without any issues whatsoever and it is important to the development of the brand that it is attached with. An <b>administrative support</b> provides business with an enhanced communication system so other departments can run smoothly. <b>admin 0 Administrative service, Blog 5 Reasons Why Your Business Needs Administrative Support</b>	By staying within 20% of the budget per the rules and regulations.	\$91,066.00		
Marketing Support	Cooperative Marketing	Southwest Montana offers cooperative marketing to qualifying nonprofit organizations in the region. The funds are used to help stretch the marketing dollar of these entities. When our cities and attractions can market their businesses, it helps to bring in tourists. This is a benefit to the whole state.	Benefits of creating partnership brand marketing programs include: <ul style="list-style-type: none"> <li>• Broadens the reach of a company's target audience</li> <li>• Increases marketing exposure</li> <li>• Extends its marketing budget</li> <li>• Broadens the scope and purpose of marketing strategy, allowing a company to market in a variety of new ways</li> <li>• Saves money</li> <li>• Help in gaining new customers in new market segments</li> </ul> How Strategic Partnership Brand Marketing Can Boost Business Posted on July 15, 2011 by Leeanne Lowe	We will measure success by keeping under the 20% of funds in this category per the rules and regulations.  We will be working with the different communities and projects and the goal of each project will be to complete it as specified and by the increase in bed tax for that county.	\$12,000.00		
Marketing Support	Fulfillment/Telemarketing/Call Center	We use Certified Folder to distribute our travel guides in brochure racks and in certain rest areas around the state as well as to Eastern Washington, Coeur d'Alene area, Idaho Falls, and Salt Lake City. They also do instate delivery of our birding brochures. We use Corporate Cost Control to connect with travelers through the call center. They have also helped make up itineraries for travelers, send out guides for leads that we get, and	Over 50% of US Travelers consult printed materials while making decisions. "Your Printed Visitor Guide can be a Marketing Machine: by Camille Leonard, posted June 6, 2017. 74% of consumers identify word-of-mouth as a key influencer in their purchasing decision. [Ogilvy/Google/TNS] 56% of B2B purchasers look to offline word-of-mouth as a source of information and advice, and this number jumps to 88% when online word-of-mouth sources are included. [BaseOne  7% of travelers used regional travel guides when planning their trip to Soughwest Montana. While in Montana 8% of people used the Brouchure Information Rack and 6% used the Regional MT travel gudes. ITRR Nonresident Visitor Report 2020	We will measure our success by completing 100% of all requests and 100% reporting of calls, emails, reader service, and mail or faxed requests within three days of end of month. We will track the number of travel guides that are given out and the total interests in attractions and activities that are requested.	\$66,534.00		

		<p>from inquiries from our website.</p> <p>The traveler is not as familiar with our region and doesn't know what specifically to ask for. With our travel guides out and available as much as possible and the call center influencing travelers, we are able to make it easier for them to obtain this information as they travel in the region or to encourage them to come back to Montana.</p>					
Marketing Support	Marketing Plan Development	The Marketing Plan defines the goals and objectives of Southwest Montana in the next fiscal year. A marketing plan allows an organization to take a strategic look at its marketing dollars and how best to distribute those funds over the course of the year.	The Marketing Plan defines the goals and objectives of Southwest Montana in the next fiscal year. A marketing plan allows an organization to take a strategic look at its marketing dollars and how best to distribute those funds over the course of the year.	We plan to measure success by getting approval from the TAC for this plan and by implementing the plan.	\$2,400.00		
Marketing Support	TAC/Governor's Conference meetings	This money is used for attending TAC and Governor's Conference meetings and any marketing meetings we attend. Through experience and past engagement for the TAC; the meetings are used for training, professional development and for efficient transfers of information. The information is used to further our understanding of best marketing.	The meetings further our understanding of tourism trends, opportunities, and issues. We are able to obtain the opportunities and challenges that are affecting us and share ideas and experiences that can make us better ambassadors for tourism.	Attendance is required per the rules and procedures.	\$1,100.00		
Marketing Support	Marketing/Publicity Personnel	Southwest Montana may use funds outside of administration to apply toward marketing and or publicity. This is a placeholder in case the need arises for this position.	Top 5 Reasons Why You Need a Social Media Manager - Whether you're hiring an agency or letting an in-house staff take over, you definitely need a dedicate social media manager. Here's why Search Engine Journal, Victoria Shepherd, October 22, 2018	We plan to measure success by following the job description and turning in reports on time.	\$1.00		JobDescriptionPubliciyMarketingPersonnel(1).pdf

Publicity	Press Promotions/Media Outreach	<p>Southwest Montana plans to work with MTOT and others as requested for press trip assistance in our region. We also plan to do a fam tour to frontline workers to educate them about the attractions and opportunities in our region. This is intended to have them inspire travelers to visit our region.</p> <p>Voices of Tourism educates the public on the benefits of tourism to our region and to Montana.</p>	<p>Earned media represents one of our best efforts to create "word of mouth" advertising. Editorial articles prepared by third parties hold more authentic representation of the region than straight advertising. Frontline tours enable travel advocates to speak with confidence and excitement regarding our attractions.</p> <p><b>How to build lasting connections through meaningful communication</b> Developing successful relationships is critical to our success in both our personal and professional lives. <i>The Power of Understanding People</i> shows you how to establish and develop extremely effective relationships by providing you with techniques to better identify and understand the intrinsic needs of others. As a result, you will achieve better team dynamics, increased sales and client satisfaction, higher levels of employee engagement and performance, and even more satisfying marriages and friendships. <i>The Power of Understanding People: The Key to Strengthening Relationships, Increasing Sales, and Enhancing Organizational Performance</i> Dave Mitchell</p> <p>Voices of Montana Tourism serves as a united voice for stakeholders to educate the immense value a sustainably grown tourism industry provides for all Montanans.</p>	<p>Our goal is to participate in a least one press promotion.</p> <p>Our goal with Voices of Montana tourism is to have them talk to at least three communities in Southwest Montana.</p>	\$10,000.00	
					\$537,780.00	

## Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget
Consumer	Social Media	\$22,000.00
Consumer	Website/Internet Development/Updates	\$105,775.00
Consumer	Online/Digital Advertising	\$5,000.00
Consumer	Multi-Media Marketing	\$44,000.00
Consumer	Ad Agency Services	\$39,000.00
Consumer	Photo/Video Library	\$55,900.00
Consumer	Electronic Adv - Newsletter, E-blast	\$11,500.00
Consumer	Printed Material	\$82,679.00
Consumer	Travel/Trade Shows	\$3,500.00
Consumer	Joint Ventures	\$24,935.22
Consumer	Billboards/Out-of-Home	\$15,000.00
Consumer	Search Engine Marketing	\$34,000.00
Consumer	Opportunity Marketing	\$6,000.00

Consumer	Print Advertising	\$15,000.00
		\$464,289.22
Destination Management	Administration	\$5,000.00
		\$5,000.00
Film	Photo/Video Library	\$84,103.20
		\$84,103.20
Marketing Support	Fulfillment/Telemarketing/Call Center	\$66,534.00
Marketing Support	Marketing Plan Development	\$2,400.00
Marketing Support	Administration	\$134,066.00
Marketing Support	Cooperative Marketing	\$12,000.00
Marketing Support	Marketing/Publicity Personnel	\$1.00
Marketing Support	TAC/Governor's Conference meetings	\$1,100.00
		\$216,101.00
Publicity	Press Promotions/Media Outreach	\$12,000.00
		\$12,000.00
		\$781,493.42

### ***Miscellaneous Attachments***

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**Description**

**File Name**

**File Size**

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

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<b>Description</b>	<b>File Name</b>	<b>File Size</b>
Required Documents	Required documents FY22.doc	61 KB

