

<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

ORGANIZATION NAME: Big Sky Convention & Visitor Bureau
PROJECT NAME: Airlines Joint Venture Marketing FY12
APPLICATION COMPLETED BY: Marne Hayes

The Big Sky CVB along with several partners including the Bozeman Chamber of Commerce, the Bozeman Tourism Business Improvement District, the Bozeman CVB, the West Yellowstone Chamber, the West Yellowstone Tourism Business Improvement District, Big Sky Resort, the Yellowstone Club, Right Now Technologies and other private partners are working together to bring additional air service to Bozeman. We are working to do this through a combination of a federal aviation grant and privately matched dollars.

Recently, Gallatin Field Airport was the recipient of the Small Community Air Service Grant which will provide \$950,000 for direct air service from New York if the service area raises an additional \$688,750. The grant and community money will be used to guarantee that if a passenger load percentage is not met, the flights will remain profitable. It is anticipated that this revenue guarantee will support 2-5 flights a week from New York in the summer and winter seasons for a period of 2 years, beginning in the summer of 2012. Currently the Big Sky CVB has uncommitted FY11 funds to roll into this project.

The intended spirit of this project has been outlined by the Bozeman CVB, stating the significant opportunity that this brings to the Chamber/CVBs and Tourism Districts in the Gallatin Valley. New York is the Gallatin Field's largest origin and destination market without non-stop service making it the best choice for new direct service. This direct flight will not only drive tourism dollars to this region, but will also help open up the entire state of Montana to high value east coast visitors. European travelers, often challenged buy multi-connection flights, are also likely to be a significant beneficiary of this air service.

GOAL:

- + Execute projects that will focus on key markets and the target audience to ensure increased visitation, bed tax collections, and resort tax revenue

OBJECTIVES:

- + Increase year-round visitation to Big Sky

- + Consistently generate over \$1million in bed tax
- + Support new direct air service in conjunction with our regional tourism partners' goals and objectives

IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN WHICH SUPPORT THIS PROJECT

- + Seek partnerships with Bozeman and West Yellowstone to leverage visitation from those who pass through the Yellowstone National Park corridor
- + Continue to market summer as our largest potential growth area, under the premise of a newly identified summer marketing message
- + Focus messaging to address audiences for different seasons

DOES THIS PROJECT SUPPORT THE STRATEGIC PLAN? YES

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high-value, low impact visitors.

Action 1.1 Implement highly targeted consumer advertising and promotion campaigns based on strategic marketing plans and track/report results (p.49-50)

“Coordinate promotion efforts to maximize reach to specific target and niche markets, achieving lower costs, broader impact and high return on investment”

Action 1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts (p.52-53)

“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.”

Goal 7: Improve Montana’s transportation system for both residents and non-residents.

Action 7.1 Increase air service capacity to and from Montana’s cities. (P 68)

DETAIL PAGES ATTACHED? YES

BUDGET PAGE MUST BE ATTACHED FOR APPROVAL.

FY12 PROJECT: AIRLINES JOINT VENTURE BUDGET

	State Tourism Funds	Other Funds	Total

MARKETING/JOINT VENTURE:			
Bozeman CVB	\$30,000		
Big Sky CVB	\$4,000		
West Yellowstone CVB	\$		
TOTAL	\$34,000	\$1,604,750	\$1,638,750

OTHER:		\$1,604,750	\$1,638,750
TOTAL	\$34,000		\$1,638,750

REGION/CVB PROJECT TOTAL	\$34,000		\$1,638,750
-----------------------------	----------	--	-------------