

Organization Name: **Billings Chamber of Commerce / CVB**
Project Name: **Advertising: Trip Advisor, ConferenceDirect Meetings Mentor, AMERICA Journal, American Cowboy Traveler and Smart Meetings Magazine**

Project Date: **Fiscal Year 2011 -2012**

Application Completed by: **Joan E. Kronebusch**

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

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Billings Chamber CVB has identified our regional travel audience as being our number one target to increase visitation. The Campaigns listed below, will have components that include, but are not limited to print, radio, online, television, e-news, social media and billboards.

Trip Advisor Advertising: Trip Advisor is a prominent travel website with user generated content and a huge and proven audience. With millions of pageviews daily, this placement is perfect for increasing tourism in our area. What's more, the Billings CVB made this placement last year and found it to be very successful. Therefore we wish to continue with the program and would like to do so utilizing money from reserves.

ConferenceDirect Meetings Mentor: ConferenceDirect is a third party meeting planner company and *Meetings Mentor* is their publication with a circulation of 14,000 targeted readers. The publication is valuable because third part intermediaries account for 50% of national group business and ConferenceDirect alone booked over 2,500,000 room nights nationally in 2010. In order to increase Billings bookings, we wish to increase our exposure in lucrative planner markets like this one. What's more, our work with ConferenceDirect in the past has proven successful and thus continuing our relationship with them is desirable. We would like to fund this project with money from reserves.

AMERICA Journal is a German publication with an average print run of 37,500 copies. Readers are frequent travelers, 90% of whom visit North America once a year, 21% visit twice or more annually. The average reader stays for 22 days, is well off and influential and most indicate that they use they AMERICA Journal for trip planning. As German arrivals are up, this is an excellent placement to target our international market and for the Billings CVB to further our recruitment efforts internationally. We would like to fund this project with money from reserves.

American Cowboy Traveler is a special, commemorative edition of American Cowboy Magazine with a print run of 70,000 copies Editorial focuses on dude ranches, the historic west, and celebrates Native Americans, among other interesting topics. Past advertisements with this publication have been very successful for the Billings CVB, and placement in this particular edition promises even better results. Additionally, placement in this issue promises all advertisers six months of lead generation reports and a complimentary one-month placement on AmericanCowboy.com; both of which are excellent value added bonuses. We would like to fund this project with money from reserves.

Smart Meetings Magazine is a meetings publication that reaches 40,000 of the most active and influential national meeting professionals in each of its 12 issues released annually. As the Billings CVB works to increase our exposure on the national meetings circuit, this publication is a perfect placement to target influential planners. We would like to fund this project with money from reserves.

Develop Objectives

1. Increase room demand by 3% over FY 10/11.
2. Increase unique visitors by 5% per over FY 10/11 to the visitbillings.com website.

Identify the portions of your marketing plan, which support this project.

Regional Leisure Recruitment is to increase visitation and expenditures of the regional drive market and this will be achieved by encouraging multiple repeat visits. Depending upon the time of year the convention delegate is in Billings, we will reach convention and event delegates also through this program.

*Does this project support the Strategic Plan? **Yes** If so, describe how.*

Goal 1; Action 1.1 - Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans and track/report results.

Goal 3; Action 3.1 – educate visitors, suppliers, residents about ethics and responsibilities on public/private lands.

 Action 3.5 – identify means to reconnect youth with the outdoors.

Goal 9; Action 9.2 – Foster opportunities to pool public and private marketing dollars.

*Detail pages attached: **Yes***

Billings CVB Budget

Trip Advisor

	State Tourism Funds		Other Funds		Total
Trip Advisor	8,500	+		=	8,500
Production	1,500				1,500
Conference Direct Meetings Mentor	5,000				5,000
Production	1,500				1,500
AMERICA Journal	3,520				3,520
Production	1,500				1,500
American Cowboy Traveler	4,000				4,000
Production	1,000				1,000
Smart Meetings Magazine	5,500				5,500
Production	1,000				1,000
TOTAL	33,020				33,020

Trip Advisor

Billings CVB will maintain a Billings, MT overview page on TripAdvisor.com with a targeted media audience.

Publication Webpage
Issue Annual Placement
Size of Ad Fixed 300x250, 160x600
Color Full

Details: Includes direct link to visitbillings.com, photos, videos, direct links, travel brochure download, visitor's center on map, promo text links and an events calendar.

ConferenceDirect *Meetings Mentor*

Billings CVB will place a full page ad the Spring Edition to coincide with our attendance at their tradeshow.

Publication Meetings Mentor
Issue Spring Edition
Size of Ad half page
Color Full

AMERICA Journal

Billings CVB will place a half page ad in the May/June issue to coincide with MTOT's planned placement in the same publication, thus increasing Montana exposure.

Publication AMERICA Journal
Issue May/June 2012
Size of Ad Half Page
Color Full

American Cowboy Traveler

Billings CVB will place a full page ad in this special commemorative issue.

Publication American Cowboy Traveler
Issue Special Issue – on sale December 6, 2011
Size of Ad Full Page
Color Full

Smart Meetings Magazine

Billings CVB will place a half page ad in a winter issue to support shoulder season recruitment.

Publication Smart Meetings Magazine
Issue January
Size of Ad Half Page
Color Full