

ORGANIZATION NAME: Bozeman Convention & Visitor Bureau

PROJECT NAME: Airlines Joint Venture Marketing FY12

APPLICATION COMPLETED BY: Jim Robbins (final)

<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 Bozeman CVB along with several partners including the Bozeman Chamber of Commerce, the Bozeman Tourism Business Improvement District, the Big Sky CVB/Chamber, the West Yellowstone CVB/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.

One of the areas where we have seen success is providing new airlines with an incentive marketing campaign. Recently, Gallatin Field Airport was the recipient of the Small Community Air Service Grant which will provide \$950,000 for New York air service 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. Currently the Bozeman CVB has uncommitted FY11 funds to roll into this project.

While the preliminary project report included a slightly different marketing function, the intended spirit of this project remains the same, and the opportunity is far greater. New York is the Gallatin Fields 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 east coast visitors. European travelers, often challenged by multi-connection flights, are likely to be a significant beneficiary of this air service.

GOAL:

- + To increase the air service from New York to southwest Montana.
- + Educate new potential passenger about accessibility from Gallatin Field to Bozeman and Big Sky as a gateway to Yellowstone National Park and southwest Montana.

OBJECTIVES:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- + Promote target destination and successfully fill new direct flights.
- + Increase year-round visitation to Bozeman by 2% as measured by FY11 bed tax collections
- + Increase total revenue brought into the Bozeman community by 4% over FY11 numbers

IDENTIFY THE PORTIONS OF YOUR MARKETING PLAN WHICH SUPPORT THIS PROJECT

- + Increase summer/winter revenue in the Gallatin Field service area, specifically in the Bozeman, Big Sky and West Yellowstone communities.
- + Build and maintain a consistent image of the Gallatin County area a premier destination in Montana.
- + Continue to expand our marketing effectiveness by joining our efforts with marketing partners.
- + Continue to target markets as accurately as possible to assure funding is used to reach an audience that asks for information, travels to Gallatin County area and spends significant dollars.

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	\$		
West Yellowstone CVB	\$		
TOTAL	\$30,000	1,609,750	\$1,638,750

OTHER:			
TOTAL	\$30,000		\$1,638,750

REGION/CVB PROJECT TOTAL	\$30,000		\$1,638,750
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