

Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Publicity – Glacier National Park Centennial Celebration Press FAM

Application Completed by: Racene Friede

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.

Glacier Country would like to apply for \$5080 from our Publicity Press Trip Hard Cost Budget to host a press trip entitled Glacier National Park Centennial Celebration June 23rd – 27th, 2009. A detailed itinerary, list of attendees and budget breakdown are attached. The focus of this trip is to highlight Glacier National Park and Centennial Celebration.

OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Media stories to increase by 3% over 2008 as a result of increased public relations efforts.

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

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 6, 7, 8 and 10, as well as other marketing elements number 4.

How does this project support the Strategic Plan?

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
 - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
 - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
 - 1.1.d Continue marketing to international travelers
 - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
 - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
 - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
 - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
 - 1.3.b Implement the new Montana tourism brand
 - 1.3.d Create cooperative marketing campaigns between agriculture and tourism

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
 - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
 - 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture
 - 4.1.d Enhance MTTA and its marketing efforts
 - 4.1.e Plan and promote commemorations of historic events in Montana

Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached: Yes No

Organization	First Name	Last Name
Hemispheres	Mike	Guy
Northwest Travel	Lee	Juillerat
National Parks	Scott	Kirkwood
Women's Adventure and Backpacker	Kristy	Holland
Horizon/Alaska Magazine	Jean	Arthur
Inland NW Home & Lifestyles Magazine	Sandra	Hosking
Westworld British Columbia	Anne	Rose
Passport Newsletter/Santa Barbara Independent	Barney	Brantingham
Association News	Ann	Shepphird
Westways	Eric	Lucas
The Shield (Canadian Newspaper)	John	Smith
Freelancer/Sierra Monthly	Hal	Smith

Host Affiliation	First Name	Last Name
Whitefish CVB	Lisa	Jones
Centennial Committee	Kassandra	Hardy
Glacier Country	TBD	TBD



Glacier National Park Centennial Press Trip June 23 - 27, 2009

Lodging Information:

Tuesday, June 23, 2009

The Lodge at Whitefish Lake - 406.863.4000 / www.lodgeatwhitefishlake.com

Wednesday, June 24, 2009

Lake McDonald Lodge – 406.892.2525 / www.GlacierParkInc.com

Thursday, June 25, 2009

Many Glacier Hotel – 406.892.2525 / www.GlacierParkInc.com

Friday, June 26, 2009

Whitefish CVB Inns (exact inns YTD) – www.explorewhitefish.com

What's included in the press trip:

- Air, ground transportation and driver.
- Lodging and meals (excluding gratuities and alcoholic beverages).
- Rental equipment, guides and activity/entrance fees.
- A personalized itinerary coordinating your editorial needs, interviews, etc.
- A good time.

What to bring:

- Credit card for hotel incidentals.
- Cash for gratuities for food servers and/or guides.
- Casual clothing (i.e.: jeans are fine for dinner).
- Outdoor wear including warm layers and waterproof layers. Note: the weather this time of year averages from nighttime lows in the 40s to daytime highs in the 70s. As always in the Rockies it can change at any moment.
- Sunglasses and/or hat.
- Sturdy shoes for hiking.
- A backpack for day excursions.
- Bug spray and sun screen.
- Bathing suit for the hotel hot tub/pool.
- A good attitude — we are going to have fun!

Tentative Itinerary Summary:

Tuesday, June 23, 2009

Arrivals into Glacier Park International Airport (box lunch provided at pickup) or by private car and check-in at The Lodge at Whitefish Lake. The afternoon is casual with optional activities including R&R at the lodge, sea kayaking on Whitefish Lake, or scenic chair ride to the summit of Whitefish Mountain Resort. The evening will offer a tour of downtown Whitefish and Farmers Market and dinner hosted by Tupelo Grille.

Wednesday, June 24, 2009

The morning will be spent recreating in Whitefish with optional bike tour of trails and downtown, resort activities, and sea kayaking on the lake. We'll leave for West Glacier for lunch at the Belton Chalet and afternoon activities around Lake McDonald Lodge in

Glacier National Park. The evening will include dinner at Russell's Fireside Dining Room in the lodge and a program with Centennial Coordinator Kass Hardy.

Thursday, June 25, 2009

Enjoy Glacier National Park with a scenic Red Bus tour over the Going-to-the-Sun Road to the Many Glacier Valley. In the afternoon explore the Many Glacier area with a guided hike with Glacier Guides or relax at the hotel and take in a NPS naturalist tour of the Many Glacier Hotel. Dinner will be at the Ptarmigan Dining Room at the Many Glacier Hotel followed by David Walburn's multi-media show "Cabin Song."

Friday, June 26, 2009

In the morning have your choice of a naturalist boat ride and hike or horseback trail ride. Head back to Whitefish in the afternoon via the Looking Glass highway to East Glacier and Highway 2 over Marias Pass along the southern boundary of the park. The evening in Whitefish includes a visit to the Centennial Art Display hosted by Glacier Centennial Green Business member Fischworks, followed by dinner at a selection of several downtown-dining options.

Saturday, June 27, 2009

After breakfast at your inn, depart from GPIA, or those with afternoon departures will be able to enjoy free time for last minute research, shopping or an extra activity.



PROJECT BUDGET

Publicity - Press Trips/Media Blitz Hard Costs

Glacier National Park Centennial Celebration Press Trip

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
Postage/Fax/Phone/Printing	\$100.00 +	\$0.00 =	\$100.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$100.00	\$0.00	\$100.00

MARKETING/ADVERTISING:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

TRAVEL:			
Lodging	\$1,000.00 +	\$0.00 =	\$1,000.00
Activities	\$500.00 +	\$0.00 =	\$500.00
Meals	\$525.00 +	\$0.00 =	\$525.00
Transporation	\$2,955.00 +	\$0.00 =	\$2,955.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$4,980.00	\$0.00	\$4,980.00

OTHER:			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
TOTAL	\$0.00	\$0.00	\$0.00

PROJECT TOTAL	\$5,080.00 +	\$0.00 =	\$5,080.00
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