

Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Joint Venture – Delta/Sky Magazine Coop with KCVB/MCVB/WCVB

Application Completed: 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 has negotiated a 2 page spread in the January issue of Delta Sky Magazine to support a 25 page special section in the January issue (details below). One page will feature Glacier Country and the 2nd page will be shared between 5 partners for a fabulous rate of \$3500/partner. (Partners are Kalispell CVB/Missoula CVB/Whitefish CVB and Glacier Park Inc.) This ad will have the basic look and feel of the Glacier Country’s current consumer campaign but will be adjusted accordingly for this publication. Glacier Country’s agency of record will design the overall ad thus bring the overall cost to the partners down to a more affordable rate. Glacier Country will be the primary sponsor of this project thus allowing the funded CVB’s partnering with us the ability to file their applications as a joint venture.

Overview:

The State of Montana will be featured in a 25-page special section in the January issue of Delta’s *SKY* magazine. This magazine is an excellent fit for prospective travelers to Montana and is an established media partner for the Montana Office of Tourism. This partnership between *SKY* and the Montana Department of Commerce seeks to create a dedicated feature section on Montana and the people, places and business opportunities that make it the best place to take a vacation, raise a family, start a business and build a community.

The 25-plus page profile will appear in the January 2011 issue of *SKY* and will be available on-board all of Delta Air Lines’ 13,000 daily flights, online at deltaskymag.com, and in select bookstores throughout the United States and Canada.

SKY magazine’s Montana feature will focus on the state’s economic development, tourism and quality of life. In addition, the feature will highlight key civic and business leaders and individuals making a difference in Montana.

About SKY:

Each month, *SKY* features buzz makers around the globe in the fast-paced worlds of music, fashion, sports, television, film, business, politics and popular culture. According to MRI 2009 Doublebase numbers, the unduplicated net audience of *SKY* and *NWA World Traveler* is 5.3 million readers per month.

Media:

While a January issue is early for most warm season travel planning and the overall objective of the piece is to review Montana’s economic climate, tourism will be featured in a portion of the editorial.

While Glacier Country could certainly place an ad within this section on its own, we believe there is also an opportunity our partners via a Glacier Country co-op. This placement has a very tight turn around for both space and materials.

Issue	Ad Size	Total Cost	Co-op Partners
January 2011	2 Full Page 4C	\$37,000	\$17,500 for partner page with GC covering the balance of \$19,500



Deadlines:

The deadline for space reservation is Friday, November 12th.

The deadline for materials is Friday, November 19th.

The publication did a similar section on North Dakota last month and we can expect the Montana section to be similar in look and feel.

<http://msp.imirus.com/Mpowered/imirus.jsp?volume=ds10&issue=10&page=116>

OBJECTIVES:

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

- Increase overall consumer response by 2% over 2010
- Increase electronic response by 3% over 2010
- Increase use of website by 5% over 2010
- Increase our database by 3% over 2010

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

- 1) Raise awareness of Glacier Country as a recognized tourism destination in identified markets and audiences.
- 2) Increase visitation among resident and non-resident, domestic, and international travelers. This includes:
 - a. Attracting new travelers
 - b. Encouraging current travelers to visit more often
 - c. Encouraging current travelers to stay longer
 - d. Positioning ourselves as a resource for information
- 3) Increase visitation year-round especially shoulder & winter seasons
- 4) Continue to identify inquiries to convert them to visitors by capturing names for database marketing
- 5) Adjust marketing efforts to highlight Glacier Country's amenities, cultural and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
- 6) Raise awareness and understanding of Glacier Country Regional Tourism Commission within the region, through positive publicity
- 7) Cooperate with other tourism organizations such as the Flathead, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, Glacier-Waterton Visitors Association, Montana Office of Tourism, the Film Office, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives
- 8) Continue targeted visitor appeals in Glacier Country's marketing strategy, specifically relating to the Montana Tourism Recreation Strategic Plan
- 9) Incorporate Montana Office of Tourism's branding initiative into our various marketing projects

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.c Attend consumer travel shows targeting high value, low impact visitors
- 1.1.d Continue marketing to international travelers
- 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.3.b Implement the new Montana tourism brand

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.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)

Goal 9: Increase funding to maintain sustainable tourism and recreation.

- 9.2 Foster opportunities to pool public and private marketing dollars



9.3 Enhance funding for region and CVB marketing efforts

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

Budget page must be attached for approval.



PROJECT BUDGET

Joint Venture - Delta/Sky Magazine Coop w/KCVB, MCVB, WCVB

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-		\$	-

MARKETING/ADVERTISING:					
Media Placement - Delta/Sky Magazine	\$	19,500.00	+	\$	17,500.00
(2 page 4C spread with GC on 1st page	\$	-	+	\$	-
partners on 2nd page)	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	19,500.00		\$	17,500.00

TRAVEL:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-		\$	-

OTHER:					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
TOTAL	\$	-		\$	-

PROJECT TOTAL	\$	19,500.00	+	\$	17,500.00	=	\$	37,000.00
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