

## Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Opportunity Marketing – Adventures in Travel Expo (Dallas, TX)

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 attended and participated in a number of targeted trade shows over the years – consumer; tour and travel; international and meetings and conventions. A unique opportunity has been presented to Glacier Country in the form of a free booth at one of the top consumer travel shows in the US – Adventures in Travel Expo in Dallas, TX on October 23 & 24, 2010. While this is the show's first year in Dallas, they have very successful shows running in the New York metro area, California (Santa Clara and Los Angeles), Chicago and Washington D.C. The *Dallas Morning News* is a committed sponsor for the show in Dallas, along with *Budget Travel* magazine. Arthur Frommer and his daughter have been confirmed for in-person presentations.

They have an area of 10 x 10 booths that will be available on a complimentary basis, and we been offered one of them via our partners the Glacier Park Fund. We have to cover travel costs and shipping for booth materials.

At this show, travel guides, maps, and partner information will be distributed.

Texas is not an area we have actively marketed to recently but over the past couple years we have continued to see them in our top 10 demographic areas accessing/requesting information. This unique opportunity will allow us to not only actively market Western Montana but gauge consumer's knowledge and interest in our area by talking with them one on one.

## 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
- Increase Travel Show Response/Leads 2% per show

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. 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) 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

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

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

5.2.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



PROJECT BUDGET

Opportunity Marketing - Adventures in Travel Expo (Dallas, TX)

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	\$	-		\$	-

<b>MARKETING/ADVERTISING:</b>					
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	\$	-		\$	-

<b>TRAVEL:</b>					
Transportation x 2	\$	1,000.00	+	\$	1,000.00
Lodging x 2	\$	900.00	+	\$	900.00
Meals x 2	\$	400.00	+	\$	400.00
	\$	-	+	\$	-
<b>TOTAL</b>	\$	<b>2,300.00</b>		\$	<b>2,300.00</b>

<b>OTHER:</b>					
Booth Materials	\$	500.00	+	\$	500.00
Shipping & Handling	\$	400.00	+	\$	400.00
	\$	-	+	\$	-
	\$	-	+	\$	-
<b>TOTAL</b>	\$	<b>900.00</b>		\$	<b>900.00</b>

<b>PROJECT TOTAL</b>	\$	<b>3,200.00</b>	+	\$	<b>3,200.00</b>
----------------------	----	-----------------	---	----	-----------------