

Application for projects over \$500

Organization Name: Glacier Country Regional Tourism Commission

Project Name: Publicity –Press Trips (MT Manventure)

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.

Public Relations play a key role in Glacier Country’s marketing efforts. In 2006, the region launched an aggressive publicity effort that included delineating compelling story angles, aggressively pitching press trips and building critical media relationships. The successful results of this campaign in just nine months of FY 2011 is 81 million media impressions and an ad value of over \$3.9 million from regional, national and global media outlets.

During the past year, we continued to increase our partnerships with the three CVBs in Glacier Country (Kalispell, Missoula & Whitefish), Glacier National Park and Montana Office of Tourism. These efforts included sharing story leads, strategizing best practices for targeting major news outlets and partnering on press and vertical trips. The cooperative relationships allow us all to maximize efforts and budgets.

Glacier National Park continues to be the top destination for travelers to Glacier Country and Glacier Park visitors are shown to stay longer in the state. It is no surprise that our toughest PR challenges for 2010-2011 will evolve around the economic downturn and communicating to the public what a value we are. The public’s ongoing perception of the Park will continue to challenge us as well. There is a need for public education on the non-closure of the Going-To-The-Sun Road which will begin its third round of re-construction this summer. We may also see potential negative publicity around the “melting glaciers” in Glacier National Park as a sign of Global Warming that could give travelers the perception that there is no longer a major attraction to see in the Park. A final point of concern will be publicity around the restoration work of the many historic lodges in the Park. As a result, whenever possible, Glacier National Park will be included and/or referenced in press releases or made part of press trips. We will pursue story angles in 2010/2011 which focus on the many trails and activities in Glacier National Park to draw attention off of the Going-To-The-Sun Road as a main attraction and we’ll also pitch stories which emphasize the point that Glacier Park received its name because it was in fact carved by glaciers thousands of years ago, and not from the existing glaciers in the Park today. As a positive, Glacier’s Centennial Celebration will give a much needed boost to visitation and publicity is a key component to all the activities surrounding GNP’s 100th.

Glacier Country has an abundance of scenery, culture and activities to offer visitors. Often, the challenge is narrowing down what to do and see within an area that has so much to offer. In the same way, deciding what to focus on for public relations efforts can be equally challenging. For this reason, we are taking a strategic approach to public relations, focusing on the unique experiences and activities that make Glacier Country a desirable destination for a diverse audience of travelers. Outdoor recreation will continue to be an overlying theme of all Glacier Country media coverage. Our target markets continue to be mature couples and individuals, nature/wildlife seekers, and adventure/recreation enthusiasts and families. We will continue our commitment to growing awareness of Glacier County’s meetings and conventions capabilities. Our strategic approach will have the following elements: press trips, proactive and reactive trips with our partners, national, regional, and local media relations management, editorial calendar management, proactive story pitches and crisis public relations management.

Press & Vertical Trips:

Glacier Country will co-host group press trips and vertical press trips with our partners. Our next trip is a Montana Manventure Press Trip. *See detailed itinerary for more information.*

OBJECTIVES:

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

- Media stories to increase by 3% over 2010 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 3 and 5.

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.b Implement the new Montana tourism brand

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
- 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management

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.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.
 - 5.1.d Identify new opportunities for guided visitor services on public/private lands
- 5.2 Provide information about technical/financial assistance available to tourism businesses
 - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, 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



PROJECT BUDGET
Publicity - Press Trips (MT Manventure)

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

MARKETING/ADVERTISING:				
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
TOTAL	\$ -	\$ -	=	\$ -

TRAVEL:				
Meals	\$ 1,600.00	\$ -	=	\$ 1,600.00
Entrance/Guide Fees	\$ 1,500.00	\$ -	=	\$ 1,500.00
Transportation	\$ 1,100.00	\$ -	=	\$ 1,100.00
Lodging	\$ 1,200.00	\$ -	=	\$ 1,200.00
Misc.(Snacks, welcome packets, etc.)	\$ 400.00	\$ -	=	\$ 400.00
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
TOTAL	\$ 5,800.00	\$ -	=	\$ 5,800.00

OTHER:				
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
TOTAL	\$ -	\$ -	=	\$ -

PROJECT TOTAL	\$ 5,800.00	\$ -	=	\$ 5,800.00
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Montana Manventure

June 14 – June 19, 2011

A trip that lets you get away with your buds, reconnect and bond. Our manventure under Montana's big blue sky will have you exploring and experiencing a few of the various realms of adventure we have to offer, from the east side of Glacier National Park to Western Montana's resort community of Whitefish.

The trip may include golfing on the edge of Glacier National Park, fishing on the Flathead River, sampling local brews and hitting up cowboy western nightlife.

Tuesday, June 14

Arrive at Glacier Park International Airport.

Travel to East Glacier.

Welcome, drinks and dinner at Glacier Park Lodge.

Overnight at Glacier Park Lodge.

Wednesday, June 15

Breakfast at Glacier Park Lodge.

9 AM – 11 AM: Golf 9 or 18 holes at Glacier Park Lodge Golf Course. (two hours – four hours)

Lunch in East Glacier.

Red bus tour to Two Medicine. Rent kayaks and/or hike.

Dinner at Serrano's.

Overnight at Glacier Park Lodge.

Thursday, June 16

Breakfast at Village Café.

Meet Mark + extra guide for breakfast.

10 AM – 2 PM: Wade fishing on the South Fork of the Two Medicine.
(Marias Pass/Flathead National Forest – about 10/15 minutes from East)

Travel to West Glacier.

Overnight at Great Northern Resort.

Friday, June 17

Morning hike in Glacier National Park with Glacier Guides.

Lunch in West Glacier.

2 PM: Whitewater dinner trip with Great Northern Resort.

Possible visit to Glacier Distilling Company.

Visit to Glacier Distilling Company.

This craft distillery produces an array of whiskeys made from local Montana grains.

Travel to Whitefish.

Drinks at Great Northern.

Overnight at The Lodge at Whitefish Lake.

Saturday, June 18

Breakfast at Rising Sun Bistro.

11 AM – 2 PM: 6 Zip Tour at Whitefish Mountain Resort.

2 PM – 6 PM: Afternoon options

Bike at WMR, Bike The Whitefish Trail, Walk in the Treetops, water activities on Whitefish Lake.

Dinner at McGarry's Roadhouse.

Overnight at The Lodge at Whitefish Lake.

Sunday, June 19

Depart for home.

This itinerary is subject to change.

Journalist Contacts

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Wend Magazine

Working on confirmation

www.wendmag.com

Maxim

Working on confirmation

www.maxim.com

Region Contact

Glacier Country Tourism

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Lodging/Transportation/Activity Hosts

Glacier Park International Airport

www.iflyglacier.com

Glacier Park Lodge

www.glacierparkinc.com

Glacier Park Boat Company

www.glacierparkboats.com

Serrano's

www.serranosmexican.com

Glacier Outdoor Center

www.glacierraftco.com

Great Northern Resort

www.greatnorthernresort.com

Glacier Guides

www.glacierguides.com

Glacier Distilling Company

www.glacierdistilling.com

The Lodge at Whitefish Lake

www.lodgeatwhitefishlake.com

Rising Sun Bistro

www.risingsunbistro.com

Whitefish Mountain Resort

www.skiwhitefish.com

McGarry's Roadhouse

www.mcgarrysroadhouse.com