

**Application for projects over \$500**

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Publicity –Press Trips (Riding the Rails)
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 eight months of FY 2010 is 247,000,000 media impressions and an ad value of over \$1,906,000 from regional, national and global media outlets.

**Press & Vertical Trips:**

The attached Riding the Rails Press Trip is a coop with Montana Office of Tourism, Russell County, Missouri River Country and private partners. This trip is hoping to increase awareness of Amtrak’s Empire Builder train route across the northern tier of Montana. It is a truly a unique and wonderful way to experience Montana so along with our state and regional partners we have put together this press trip. The itinerary is attached as is the budget which represents the budget associated with the 1<sup>st</sup> leg of the trip in Glacier Country.

**OBJECTIVES:**

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

- Media stories to increase by 3% over 2010as 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/packaged 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

## Riding The Rails Press Trip

Hosted by 3 Montana tourism regions: Glacier Country, Russell Country and Missouri River Country

### Tuesday, October 26

7:26 AM: Arrive in Whitefish

Spend day in Whitefish/Glacier National Park.

Overnight at Izaak Walton Inn, Essex.

### Wednesday, October 27

8:55 AM: Depart Essex for Havre.

1:12 PM: Arrive in Havre. Your 24 hours here will include touring the new Wildlife Museum in Chinook, the Blaine County Museum and Havre Beneath the Streets underground. The group will do an African-style sundowner at Sage Safaris north of Havre.

Overnight in Havre.

### Thursday, October 28

1:32 PM: Depart Havre for Malta.

3:47 PM: Learn about the amazing dinosaur discoveries in this area.

Overnight in Malta.

### Friday, October 29

Drive to Glasgow.

Tour Fort Peck dam and interpretive center. Learn about construction of this power-generating dam built in the 1930s. It is the largest hydrolic built dam in the world. Weather permitting, hike to the hill overlooking the Milk River observation where Lewis & Clark named this tributary.

Overnight at the historic Fort Peck Hotel.

### Saturday, October 30

Drive to Wolf Point

Learn about the future Montana Cowboy Hall of Fame.

Options for traveling home include riding the train to Minot and flying home; riding the train to your home; returning to Great Falls or Billings and flying home.

### Participants:

Esha Samajpati

*Gonomad.com*

Cheryl-Anne Millsap

*Spokesman-Review*

Tonya Johnson

*World Footprints*

(website, radio show, video)

Ian Fitzpatrick

*World Footprints*

(website, radio show, video)



PROJECT BUDGET  
Publicity - Press Trips (Ride the Rails)

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

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

<b>TRAVEL:</b>				
Meals	\$ 650.00	\$ -	=	\$ 650.00
Entrance/Guide Fees	\$ 150.00	\$ -	=	\$ 150.00
Transportation	\$ 600.00	\$ -	=	\$ 600.00
Misc.(Snacks, welcome packets, etc.)	\$ 400.00	\$ -	=	\$ 400.00
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ 1,800.00</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 1,800.00</b>

<b>OTHER:</b>				
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>=</b>	<b>\$ -</b>

<b>PROJECT TOTAL</b>	<b>\$ 1,800.00</b>	<b>\$ -</b>	<b>=</b>	<b>\$ 1,800.00</b>
----------------------	--------------------	-------------	----------	--------------------