

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Publicity –Press Trips (Missoula)
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.

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.

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 Missoula Press Trip. *See detailed itinerary for more information.*

Budget page must be attached for approval.

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 (Missoula)

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

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

TRAVEL:				
Meals	\$ 1,110.00	\$ -	=	\$ 1,110.00
Entrance/Guide Fees	\$ 780.00	\$ -	=	\$ 780.00
Transportation	\$ 2,150.00	\$ -	=	\$ 2,150.00
Lodging	\$ 1,600.00	\$ -	=	\$ 1,600.00
Misc.(Snacks, welcome packets, etc.)	\$ 360.00	\$ -	=	\$ 360.00
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
	\$ -	\$ -	=	\$ -
TOTAL	\$ 6,000.00	\$ -	=	\$ 6,000.00

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

PROJECT TOTAL	\$ 6,000.00	\$ -	=	\$ 6,000.00
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Missoula: One of the West's Best Kept Secrets

July 6 – July 10, 2011

Located in a lush valley and surrounded by the Rocky Mountains is Missoula—the cultural hub of Montana. The city is home to trout-filled rivers, funky boutiques and delectable dining, with the Clark Fork River running through the heart of downtown. Missoula is a phenomenal launching point for nearby recreational opportunities, including biking in the Rattlesnake Wilderness and kayaking or rafting on the Clark Fork River through the Alberton Gorge.

Wednesday, July 6

Arrive at Missoula International Airport.

Tour and wine tasting at Ten Spoon Winery.

Dinner at Red Bird Wine Bar.

Overnight in Missoula at DoubleTree Hotel.

Thursday, July 7

Breakfast at Finn & Porter.

Morning Option:

Hike the M Trail or bike in the Rattlesnake Wilderness.

Lunch at The Catalyst.

Afternoon tours of Smokejumper Visitor Center and Rocky Mountain Elk Foundation.

5 PM: Attend Downtown Tonight at Caras Park.

Sweet treat at Big Dipper.

Overnight in Missoula at DoubleTree Hotel.

Friday, July 8

Breakfast at The Shack.

Trail ride/fly-fishing with Dunrovin Ranch in Lolo.

Dinner at Lolo Creek Steak House or Blue Canyon.

Overnight at Staybridge Suites.

Saturday, July 9

Explore Missoula's markets – Farmers Market & People's Market.

11 AM: Brunch at The Silk Road.

Afternoon rafting trip through Alberton Gorge with 10,000 Waves.

Dinner at Scotty's Table.

Overnight at Staybridge Suites.

Sunday, July 10

Depart for home.

This itinerary is subject to change.

Journalist Contacts

Ginny Prior

Hills Newspapers (Montclarion, Piedmonter, Berkeley Voice, Alameda Journal, El Cerrito Journal, contracostatimes.com)

2016 Manzanite Drive

Oakland, CA 94611

ginnyprior@yahoo.com

510.325.1065

Kayleigh Kulp

Freelance writer (credits include *Miami Herald, Los Angeles Times, about.com*)

Kayleigh.kulp@gmail.com

www.kayleighkulp.com

Laura Binks

Women's Adventure Magazine

Laura.binks@gmail.com

Janice Nieder

www.examiner.com; www.vagablond.com

3639A Scott Street

San Francisco, CA 94123

jnredsie@aol.com

415.921.0989

Region Contact

Glacier Country Tourism

Tia Troy, Public Relations Manager

140 North Higgins, Suite 204

Missoula, MT 59802

gcpr@glaciermt.com – www.glaciermt.com

406.532.3213

Lodging/Transportation/Activity Hosts

Missoula International Airport
www.flymissoula.com

Ten Spoon Winery
www.tenspoon.com

Red Bird Wine Bar
www.redbirdrestaurant.com

DoubleTree Hotel
http://doubletree1.hilton.com/en_US/dt/hotel/RLMV-DT-DoubleTree-by-Hilton-Hotel-Missoula-Edgewater-Montana/index.do

The Catalyst
www.thecatalystcafe.com

Smokejumper Visitor Center
<http://www.fs.fed.us/fire/people/smokejumpers/missoula/>

Rocky Mountain Elk Foundation
www.rmef.org

Downtown Tonight
www.missouladowntown.com

Big Dipper
www.bigdippericecream.com

The Shack
www.theshackcafe.com

Dunrovin Ranch
www.dunrovinranchmontana.com

Lolo Creek Steak House
www.lolocreeksteakhouse.com

The Silk Road
www.silkroadcatering.com

10,000 Waves Rafting & Kayaking
www.10000-waves.com

Scotty's Table
www.scottystable.net