

Approval Requested	
<input checked="" type="checkbox"/>	Final – eMint, Direct Visits, PR
<input checked="" type="checkbox"/>	Preliminary – FAM

Application for projects over \$500

Organization Name:	Glacier Country Regional Tourism Commission
Project Name:	Group Marketing
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 plans to re-establish a more rounded group travel marketing plan that includes additional group tour efforts and meetings and conventions.

MEETINGS AND CONVENTION:

The meetings and convention program will primarily be to support the efforts of the CVBs and TBIDs to market themselves for meetings and special events. We would also consider methods to support communities and businesses who are able to adequately host these events to also participate in these programs but largest emphasis will be to support CVBs and TBIDs.

Destination Marketing Association International (DMAI) eMINT

The changing demand in the meetings market requires new tools to meet the needs of customers and the way they do business. DMAI's empowerMINT program (eMINT) is a powerful online tool available only to DMAI DMO members and a program that almost all Glacier Country CVBs and TBIDs are planning to utilize in the next couple of years in their meeting and convention sales efforts. eMINT simplifies the research, distribution and selection of destinations, hotels and meeting venues. This program will allow CVBs and TBIDs to leverage existing assets to drive more RFPs to our area destinations, create a referral network and collectively improve the historical database for intelligent prospecting. eMINT is a DMO exclusive, providing access to a database with over 40,000 meetings from 20,000 organizations. DMOs can provide their sales teams with countless opportunities to search and query for more intelligent prospecting, which will ultimately translate to better customer relationships and more room nights.

The information contained in the eMINT database is strengthened each day by additional bookings and histories from over 150 dedicated convention and visitors bureaus. This is an "owner operated" system which requires commitment, but the rewards are abundant. Plus, 50% of the meetings in the database have less than 200 rooms on peak nights, making it a valuable resource for your DMO regardless of size.

Glacier Country would like to create a cooperative program only available to the CVBs and TBIDs in our region which would provide up to half of the yearly subscription cost associated with this service (\$5000/per). CVBs and TBIDs would have to provide proof of DMAI membership prior to distribution of the funds. They would also need to supply a yearly report of how they have used the system to include the number of bids they have received or submitted via eMINT and also any business booked as a result. We foresee this cooperative program eventually going away as the CVBs and TBID sales programs become more active and financially stable.

Direct Visits

In a continued effort to increase awareness of Western Montana as a meetings destination, the Glacier Country Executive Director or Tourism Marketing Manager will visit meeting planners in the Minneapolis and St. Louis area. Two of the top three meeting planning companies are headquartered in Minneapolis; Business Incentives (BI) and Carlson Marketing Group (CMG). The third top meeting planning company is located in St. Louis; Maritz. We will schedule informational presentations with these companies. While we have not visited CMG and BI in the last couple years, this will be our fourth year visiting with them and first in St. Louis. We believe that repeated exposure will help book business in Glacier Country. We will offer this program to our CVB's and TBIDs as a cooperative effort so we can attend together and have more of an impactful presentation.

A catered breakfast, lunch or break (depending on timing) will be used to encourage attendance by meeting and sales planners. Glacier Country will use this time to educate planners about all Western Montana has to offer to a meeting, convention, or incentive group. A small leave behind item will be given to each attendee to serve as a reminder of Glacier Country.



Meeting and Convention FAM

Glacier Country will host a meeting planner FAM trip focusing on meeting planners from one of the three meeting planning companies we meet and make presentations to in order to experience Western Montana as a meeting destination.

Proposed trip will be applied for with all details and names.

Marketing and Lead Generation:

Glacier Country will supply media placement and lead generation expertise and planning for public and private partners who wish to fund a print and/or digital media campaign. All media placement funds will be supplied by the partners thus placing all follow up responsibilities on the partners themselves. Glacier Country will strictly supply time and planning.

GROUP TOURS:

PR

Glacier Country has been attending group tour shows for many years and with the recent addition of a Tourism Marketing Manager to spend quality time with this marketing we are beginning to see really strong product development in our region. At the shows, there is often a public relations component that is available but is often done during the operator/supplier meetings. Glacier Country strongly believes in the strength in public relations and feels it would be to our benefit to take advantage of the PR programs at these shows by send our PR Manager to these shows to build awareness of Western Montana as destination. We would love to see support from the Montana Office of Tourism with this as well by possibly sending PR staff to assist. The one show we would like to spend concerted effort on this budget year is the USTA International Pow Wow.

OBJECTIVES:

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

- Increase use of primary and mobile website by 3% over 2011
- Increase our database by 3% over 2011
- Media stories to increase by 1% over 2011 as a result of increased public relations efforts
- 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. Encouraging awareness of packaging opportunities
 - c. Soliciting the meetings & conventions, and tour group markets
 - 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, tribal and historical aspects, natural resources, tourism attractions, and welcoming atmosphere
- 6) Cooperate with other tourism organizations such as the Kalispell, Missoula, and Whitefish Convention and Visitors Bureaus, Chambers of Commerce, TBIDs, Glacier-Waterton Visitors Association, Montana Office of Tourism, the Film Office, tribal, other tourism regions, other states, arts organizations, and any other organizations, or private businesses that share mutual goals and objectives
- 7) Provide supportive public education about Glacier National Park issues by cooperating with all tourism partners including, but not limited to, Glacier National Park, the Tourism Regions, Montana Office of Tourism, Convention and Visitors Bureaus, TBIDs and Chambers of Commerce, as well as local, regional, national and international media
- 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.a Expand partnerships with tourism businesses/attractions as co-op partners
- 1.1.d Continue marketing to international travelers

Budget page must be attached for approval.

- 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 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.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- Goal 9: Increase funding to maintain sustainable tourism and recreation.**
- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 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
Group Marketing

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
DMAI eMINT Support	\$ 15,000.00	+	\$ -	=	\$ 15,000.00
Pow Wow PR - PR Packets	\$ 250.00	+	\$ -	=	\$ 250.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 15,250.00	+	\$ -	=	\$ 15,250.00

MARKETING/ADVERTISING:					
M&C Media Placement	\$ -	+	\$ 15,000.00	=	\$ 15,000.00
Direct Visit Catering	\$ 750.00	+	\$ -	=	\$ 750.00
Direct Visit Promotional Items	\$ 2,000.00	+	\$ -	=	\$ 2,000.00
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 2,750.00	+	\$ 15,000.00	=	\$ 17,750.00

TRAVEL:					
FAM - Travel & Entrance Fee Expenses	\$ 8,000.00	+	\$ -	=	\$ 8,000.00
CMG & BI - Transportation	\$ 600.00	+	\$ -	=	\$ 600.00
CMG & BI - Lodging	\$ 500.00	+	\$ -	=	\$ 500.00
CMG & BI - Meals	\$ 250.00	+	\$ -	=	\$ 250.00
CMG & BI - Misc.	\$ 100.00	+	\$ -	=	\$ 100.00
Maritz - Transportation	\$ 600.00	+	\$ -	=	\$ 600.00
Maritz - Lodging	\$ 400.00	+	\$ -	=	\$ 400.00
Maritz - Meals	\$ 250.00	+	\$ -	=	\$ 250.00
Maritz - Misc.	\$ 100.00	+	\$ -	=	\$ 100.00
Pow Wow PR - Transportation	\$ 600.00	+	\$ -	=	\$ 600.00
Pow Wow PR - Lodging	\$ 1,000.00	+	\$ -	=	\$ 1,000.00
Pow Wow PR - Meals	\$ 500.00	+	\$ -	=	\$ 500.00
Pow Wow PR - Misc.	\$ 100.00	+	\$ -	=	\$ 100.00
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
	\$ -	+	\$ -	=	\$ -
TOTAL	\$ 13,000.00	+	\$ -	=	\$ 13,000.00

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

PROJECT TOTAL	\$ 31,000.00	+	\$ 15,000.00	=	\$ 46,000.00
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