

— MONTANA'S —
GOLDWEST
— COUNTRY —

1105 Main Street, Deer Lodge, MT 59722 • Phone/Fax: (406) 846-1943
Internet: goldwest.visitmt.com • Email: goldwest@bresnan.net

Marketing Plan for Fiscal Year 2009 / 2010

PURPOSE:

The purpose of Gold West Country Montana, Inc. is to enhance the economic development of the region through the promotion of tourism. This region includes the counties of Beaverhead, Broadwater, Butte-Silver Bow, Deer Lodge, Granite, Jefferson, Lewis & Clark, Madison and Powell.

This marketing plan establishes a strategy that will coordinate Gold West Country's marketing efforts and allow the region to: a) Identify Gold West Country's target markets; b) Develop a unified message and theme to reach these markets; and c) Through this message entice potential visitors to increase both their length of stay and the dollar amount spent in the region.

IDENTITY:

Strengths:

Primary—

- **Historical Opportunities**—Gold West Country could be considered the “Beginning of Montana History” with its numerous historical opportunities throughout the region. Some of these attractions include:
 - *Ghost Towns*— Nevada City, Bannack State Park and Garnet Ghost Town. According to MARS Stout reports the number one inquiry from individuals contacting the call center regarding Gold West Country is regional history & ghost towns.
 - *Historic Sites*— Lewis & Clark Caverns, Grant-Kohrs Ranch, Big Hole National Battlefield, Virginia City, Elkhorn Mining Town and Old Montana Prison. Currently 34% of Montana visitors participate in a historic activity besides visiting a Lewis & Clark site, a Native American Site or a museum.*
 - *Lewis & Clark Sites*— Gates of the Mountains, Beaverhead Rock State Park and Camp Fortunate Overlook. Currently 19% of Montana vacationers visit a Lewis & Clark site.*
 - *Museums*— World Museum of Mining, Beaverhead County Museum, Montana Historical Society Museum, Piccadilly Museum of Transportation, Granite County Museum, Mineral Museum, Broadwater County Museum, Jefferson Valley Museum and Montana Auto Museum. Currently 23% of Montana vacationers visit a museum.*

*Source: *Niche News: Gold West Country Travel Region Visitor Characteristics*, ITRR 2005

- **Cultural Opportunities**—The region is also rich in genuine western heritage that is expressed through live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, authentic rail tours, pow-wows and more. According to the ITRR’s “Attraction Visitors in Gold West Country Tourism Region” (Niche News, 2005) 8% of Gold West Country’s visitors participate in a festival or event.
- **Natural Resources** – We have an abundance of natural hot springs throughout the region and also several radon health mines. Gold West also has many rock hounding opportunities available for crystals, sapphires, garnets, gold, and agates. In addition, many geological structures are located in several places in the region.
- **Proximity to Surrounding Destinations**—Gold West Country lies between Yellowstone and Glacier National Parks, two of Montana’s major visitor attractions. Currently 18% of summer visitors to Montana, visit both parks.* In addition, the majority of travelers come to Montana by vehicle. Two interstate highways, I-90 and I-15 bisect Gold West Country. Currently 65% of Gold West Country vacationers are also visiting a National Park.**
- **Affordable** – Gold West Country offers a good value, and according to TIA’s forecast for 2009 “consumers are likely to plan and purchase leisure trips differently with pursuit of a “good value” as the primary reason why. “76% of leisure tourists expect to book a packaged vacation to save money.”

*Source: *Niche News: Both Park Visits*, ITRR 2005

**Source: *Attraction Visitors in Gold West Country Tourism Region*, ITRR 2005

Secondary—

- **Recreational Activities**—Gold West Country offers an abundance of outdoor recreational activities including wildlife watching, photography, fishing, hunting, hiking, horseback riding, biking, golfing, boating, canoeing, rafting, kayaking, swimming, rock hounding, alpine & Nordic skiing, snowboarding, snowmobiling, ice fishing, ice skating and many more. Montana vacationers participate in a wide variety of outdoor activities. In fact, at least 26% of visitors to Gold West Country participated in either wildlife watching, day hiking, developed camping or picnicking.* In addition, sightseeing was considered by 35% of Gold West Country visitors to be the “primary” purpose of their trip to the region.**
- **Visitor Information Centers**—Gold West Country has three state supported visitor centers located in Helena, Butte, and Dillon. These visitor centers will contain brochures and literature from all over Gold West Country. In addition, they have travel advisors to help educate tourists on attractions and events.
- **Facilities**—The region contains a wide variety of accommodations through hotels, motels, bed & breakfasts, cabins, working cattle ranches and dude ranches as well as public and private campgrounds.

*Source: *Niche News: Gold West Country Travel Region Visitor Characteristics*, ITRR 2004

**Source: *Conversion Study*, Gold West Country 2004

Challenges:

- **Identity/Image**—The name “Gold West Country” is not tied-in to a specific destination within Montana. Therefore its identity as a vacation destination must be cultivated in other ways. A stronger image of the area and its significant attractions must be explored and promoted so that the name (and area) renders a definite picture in the minds of potential visitors.

- **Recession/High Unemployment Rates** — Tourists may reconsider their vacation plans due to the instability of the US economy. Not to mention high unemployment rates may cause some to stay at home all together. (According to ITRR 2009 Travel Sentiments 28% of leisure tourists will take at least one staycation.)
- **Transportation**—Access via airline into Gold West Country can be limiting. Currently 28% of visitors to the region arrive by air.* Upon arrival, intrastate transportation businesses (i.e. car rental, buses, taxis) do not always afford the flexibility needed to travel through the region and/or the state. This factor plays into why most visitors to the region travel by car (62%).*
- **Maintaining the Lodging Tax**—Efforts must continue to build awareness among elected officials and Montana residents about tourism’s impacts and its benefits if the tourism industry is to maintain the lodging tax. If Montana is to maintain its market share in tourism—and attract high-value, low impact visitors, especially during off-peak seasons—it must maximize the amount of it’s lodging tax dollars spent on promotion and leverage those dollars with other partners.
- **Closures**—During the “off-peak” season there are many closures throughout Gold West Country in terms of attractions and services.
- **Decline in Hunting Licenses**—The FWP continues to restrict the number of non-resident hunting licenses, and this limitation has negative impacts on several businesses in Gold West Country that rely on this type of traffic.

*Source: *Conversion Study*, Gold West Country 2004

GOALS:

Gold West Country strives to attract high-value low-impact visitors with the potential to increase their length of stay and dollars spent per day in the region. This task can be accomplished through the following goals:

- Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
- Build awareness and entice the “Geo-tourist” to come and experience Gold West Country.
- Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
- Create and maintain a consistent brand image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
- Educate Gold West members, work with regions, CVBs and Travel Montana to utilize cooperative marketing programs as an option to offset the lack of media dollars.
- Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational, and historical opportunities this region has to offer.
- Increase marketing efforts to regional and state-wide areas during off-peak season.

STRATEGIC PLAN:

This marketing plan supports the *Montana Tourism and Recreation Strategic Plan 2008-2012* through the implementation of the marketing strategies outlined throughout the State's plan. Specifically the Gold West Country marketing plan focuses on the following sections of the statewide strategic plan.

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**
"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)
- 1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience."**
"Identify new winter target markets with accompanying promotion efforts annually" (Page 49)
- 1.1.c. Attend consumer travel shows targeting high value, low impact markets**
"Disseminate targeted packages for show attendees, and disseminate leads to tourism/recreation partners." (Page 50)
- 1.1.d. Continue marketing to international travelers.**
"Increase product offers by international tour operators..." (Page 50)
- 1.2. Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.**
"Host at least one travel media group familiarization tour..." (Page 52)
- 1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**
- 1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.**
"Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts (Page 53)
- 1.4.e. Expand displays of Montana destinations and products....**
"Develop system with MDT to enhance traveler information available at rest areas." (Page 55)
- 2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**
"Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media." (Page 55)
- 9.3. Enhance funding for region and CVB marketing efforts.**
"Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation (Page 75)

OBJECTIVES:

In FY09 we set the following objectives:

- Increase overall bed tax collections by 3.5%.
- Increase bed tax collections in the shoulder seasons by 3%.

Bed tax collection reports from the Department of Revenue (based on a calendar year) indicated that Gold West Country's overall bed tax collection for 2008 was down 2%. Shoulder season collections (based on quarterly information) were up from 2% from Jan-March and down 5% from Oct-Dec. We attribute the decline in collections due to high-fuel prices and the state of the economy during FY09. As the state of Montana predicts a 2% decrease in bed tax collections, Gold West Country is aiming to maintain our current collections for the upcoming year.

We are going to continue with our FY10 objectives as follows:

- Maintain overall bed tax collections.
- Maintain bed tax collections in the shoulder seasons.
- Continue to edit our website to make it more interactive and expand the social marketing aspect of the site.
- Increase the number of monthly reader service, phone calls, and Internet responses we receive by 5%.
- To have each FAM trip generate at least one story about Gold West Country within a year of the trip.
- Continue to utilize the data gathered in the Guestbook at the Visitor Center to review travel patterns over the years as to the geographic origination of Gold West Country visitors and what the visitors travel plans are in the state.

TARGET GEOGRAPHIC MARKETS:

Target geographic markets have been defined using data available from Gold West Country inquiry tracking profiles; data available from the Lost Trail Visitor Center; research studies conducted by the Institute for Tourism and Recreation Research (ITRR); Gold West Country's 2005 Conversion Study; and information compiled at Travel Montana. These markets are identified for consumer advertising placement, publicity and collateral material distribution.

Primary Markets— California, Idaho, Illinois, Michigan, Minnesota, Montana, Missouri, Washington, Utah, Texas, Wisconsin, Wyoming and Ohio.

Secondary Markets— Colorado, Indiana, Kansas, Nevada, Oregon, Tennessee.

TARGET DEMOGRAPHICS:

Primary—

Active Mature— This segment consists of older married couples or singles (ages 55-64), college educated, usually without children, and household annual income of \$60,000+. Approximately 41% of Gold West Country visitors are between the ages of 55-64.* They lead an active

lifestyle and enjoy visiting historic sites, landmarks, and museums as well as partaking in general sightseeing and wildlife watching. Currently 60% of Gold West Country vacationers are traveling without children.**

*Heritage/Cultural
Enthusiasts—*

This segment consists of individuals 35+ years of age, college educated, with a household annual income of \$60,000+ who enjoy learning more about Western History and Culture. They enjoy the experience of quaint communities and the opportunities within. They visit historic sites and landmarks and are interested in festivals and fairs about the West.

ITTR data states that currently 61% of Gold West Country vacationers have incomes of \$60,000+.** This information closely mirrors data from the 2004 Conversion Study which shows 50% of Gold West Country vacationers have incomes of \$60,000+.*

Families/Boomers—

Married couples or singles 35-54 years of age, college educated, with children usually less than 18 years of age in the household. (This may include grandparents with young grandchildren). Approximately 49% of Gold West Country visitors are between the ages of 35-54.* Their household annual income is \$60,000+.

This segment seeks a memorable family experience that involves visiting state and national parks and historic sites; participating in festivals and fairs; learning about Western history and Native American culture; and participating in a number of recreational opportunities such as hiking, backpacking, wildlife watching, rock hounding and usage of lakes and rivers. Currently 31% of Gold West Country vacationers are families.**

Geotourist —

Geotourists make up 55.1 million American travelers. The Geotourism segment that appears to be most closely aligned with Montana's tourism values is the "Geo-savvy" segment. More than ¼ reside in the nearby Pacific region, and 10% live in the Mountain region. 28% are young adults under the age of 35, 8% are students. 60% have a college degree, 33% have a graduate degree, 32% hold professional/specialty positions. 38% have annual incomes over \$75,000, 17% of households earn \$100,000+

*Source: *Conversion Study*, Gold West Country 2004

**Source: *Gold West Country Tourism Traveler Characteristics*, ITRR 2005

Secondary—

Group Tours—

Groups of individuals traveling with a specific itinerary focusing on state and national parks; and historical/cultural sites and activities. This may include international tours as well.

Travel Writers—

Freelance or travel-publication specific writers with an assignment of preparing a vacation destination article for print, television or Internet distribution.

*Film Production/
Still Photography—*

Production companies seeking unique locations for film, commercial or television production as well as still photography for print advertising or product-selling collateral.

MARKETING STRATEGY:

Through the following marketing strategy Gold West Country will strive to meet the goals defined earlier within this plan.

Primary—

- Continue advertising in quality national and regional publications (magazines and newspapers) that reach Gold West Country's defined market segments. Expand this advertising to include Internet, and niche publications.
- Continue to print and distribute the Gold West Country Guide. Distribution of this guide will be through inquiry fulfillment from advertising efforts; Visitor Information Centers, Chambers of Commerce, sites and attractions, and targeted rack placement both within the state of Montana and surrounding areas (i.e. Spokane and Salt Lake City); as well as through consumer travel shows.
- Continue to expand, update and make modifications to the current Internet website to further enhance the image of Gold West Country created in the Travel Planner, the print advertising campaign and public relations. Continue to solicit participation in the linkage program established in FY00.
- Add television to the media mix targeting the Spokane area, and work with Gold West members to execute the campaign throughout the FY10 year.

Secondary—

- Support and participate in FAM tours with Travel Montana and other regions.
- Supply Gold West Country members and other regions with guides for distribution at additional travel shows.
- Continue support of the Superhost program.
- Continue support of the Lost Trail Visitors' Center in cooperation with other regions and local tourism providers.
- Continue support of local tourism providers through cooperative marketing dollars.
- Work with Travel Montana to attract film and commercial production to Montana and specifically to Gold West Country.
- Contract with M.A.R.S. Stout to answer all phone and e-mail inquiries received through the Gold West Country 800 number. By working with M.A.R.S. Stout, we are able to provide information to our potential visitors through customized software pertaining to our region.



FY2010 Annual Budget Overview

Project Description	Project Budget	Total Budget
Marketing Support		\$ 104,748.00
Administration (max 20%)	\$ 54,198.00	
Cooperative Marketing (max 20%)	\$ 100.00	
Lost Trail VIC	\$ 1,200.00	
Opportunity Marketing (max 10%)	\$ 2,000.00	
TAC Meetings	\$ 1,000.00	
Joint Ventures - RMI	\$ 1,000.00	
Joint Ventures - Superhost Program	\$ 1,650.00	
Joint Ventures - w/Travel Montana	\$ 15,000.00	
Joint Ventures - TV - Butte, Helena, Philipsburg, State Parks	\$ 28,600.00	
Consumer Advertising		\$ 35,000.00
Print	\$ 30,000.00	
Winter Season online campaign	\$ 5,000.00	
Consumer Travel Shows	\$ 100.00	\$ 100.00
Internet	\$ 25,000.00	\$ 25,000.00
Website Maintenance/Upgrades/New Material		
Birding Brochure		
Marketing Plan Development FY10	\$ 500.00	\$ 500.00
Publications		\$ 35,000.00
Travel Guide	\$ 75,000.00	
Private Funds	\$ (40,000.00)	
Publicity		\$ 4,500.00
Public Relations	\$ 500.00	
Identity Project	\$ 1,000.00	
Fam Tours	\$ 3,000.00	

Telemarketing/Fulfillment		\$ 48,274.00
Postage/UPS	\$ 13,523.00	
Instate Delivery Service	\$ 8,628.00	
Out-of-State Delivery Service (Spokane, Salt Lake)	\$ 7,973.00	
Fulfillment/Call Center Contractors	\$ 17,850.00	
Miscellaneous (mailing supplies, etc...)	\$ 300.00	
Butte - Silver Bow Reimbursement	\$ 29,355.27	\$ 29,355.27
TOTAL BUDGET REQUESTED	\$ 282,477.27	\$ 282,477.27
FY10 Projected Revenue	\$ 270,990.00	\$ 282,477.27
FY09 Rollover Funds and uncommitted Funds	\$ 11,487.27	

Projects that would be reduced if revenue is decreased would be: consumer advertising, administration, opportunity marketing, and website projects.

Application for projects over \$500

Organization Name Gold West Country

Project Name Television Advertising Joint Venture

Application Completed by Sarah Bannon

Approval Requested

Final –

Preliminary

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.

Gold West Country plans to partner with the Butte – Silver Bow Convention and Visitors Center to incorporate a television advertising campaign in the Spokane area. The highest number of visitors to Gold West Country come from the state of Washington, and Gold West/Butte Silver-Bow CVB see a great opportunity to expand on these numbers. The campaign will be targeting over 1.5 million households in the Spokane area, and we plan to track the success of this campaign by listing a unique URL address at the end of the TV spot and track web hits from the campaign. We will produce three 30-second spots that focus on Gold West Country and Butte-Silver Bow. The campaign is scheduled to run for a 12-month period.

With projections from the state of Montana as well as information received by the Travel Industry Association, travelers will be taking shorter trips closer to home. This market not only fits well with those projections, but it also coincides with our geographic and demographic target market outlined within this plan.

The TV advertising will be with KREM-TV. Coverage will be in Eastern Washington, Idaho and parts of Oregon, Montana, and Canada.

Objectives:

As this is a new venture for Gold West Country, we've set the following objectives.

1. Increase website hits with a special URL from the TV Advertising.

Identify the portions of your marketing plan that support this project.

The following Gold West Country goals from the marketing plan are met with this project.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Build awareness and entice the "Geo-tourist" to come and experience Gold West Country
3. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
4. Create and maintain a consistent brand image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Educate Gold West members, work with regions, CVBs and Travel Montana to utilize cooperative marketing programs as an option to offset the lack of media dollars.
6. Increase marketing efforts to regional and state-wide areas during off-peak season.

Does this project support the Strategic Plan? Yes

The Strategic Plan stresses the need for cohesive advertising campaigns. Gold West Country advertising accomplishes this by targeting our creative message and media placement to reach the consumers outlined in the narrative portion of the marketing plan.

- 1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience.”**
“Identify new winter target markets with accompanying promotion efforts annually” (Page 49)
- 1.2. Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.**
“Host at least one travel media group familiarization tour...” (Page 52)
- 1.3.b. Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**
“Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts (Page 53)
- 2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**
“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media.” (Page 55)
- 9.3. Enhance funding for region and CVB marketing efforts.**
“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation (Page 75)

Detail pages attached Yes

Television Advertising

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Production of Three (3) 30: Spots	10,000	+	0	=	10,000
Media Placement	3,600	+	0	=	3,600
TOTAL	\$13,600		\$0		\$13,600
Media Buy	15,000				15,000
TOTAL	\$15,000		\$0		\$15,000
REGION/CVB TOTAL	\$28,600	+	\$0		\$28,600

Application for projects over \$500

Organization Name Gold West Country

Project Name Consumer Advertising

Application Completed by Sarah Bannon

Approval Requested <input checked="" type="checkbox"/> Final – <input checked="" type="checkbox"/> Preliminary-Media Plan

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.

Print/Online

Gold West Country has had much success with print magazine placement. We will continue to place advertising in publications that address our demographic and geographic target markets as outlined in the marketing plan. These publications will be consumer travel-oriented publications with relevant editorial about traveling in the West. We will look for publications featuring historic travel and national park travel as well as specific information on Montana and/or Gold West Country. To stretch the marketing dollars efficiently and effectively, Gold West country will also execute an online advertising campaign to create more exposure on travel websites and/or travel publication websites that fit our target demographic. A complete media plan will be submitted to the Tourism Advisory Council for final approval.

Winter Season Online Campaign

According to ITRR data Montana ski resorts realized a 14.5% increase last year; which was stated this was due in part to residents taking advantage of the great snow year. Gold West offers uncrowded family fun at its local ski areas as well as snowmobiling, ice fishing, snowshoeing, cross country skiing etc..., and a winter season online marketing campaign will be developed to increase the shoulder season visitation in Gold West Country. In-state and regional websites that reach our target demographic will be the focus for the online campaign.

Objectives:

In FY09 we outlined the following objectives:

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3%.
2. Increase the number of Internet responses we receive.

Gold West Country's bed tax collections were down 3%. Our monthly inquiries at the call center were down 9.1% which included reader service and phone calls. We had a 13% decrease in website traffic, but the average length of time spent on the website was up by almost 3 minutes. Again, we attribute much of the decreases noted to the poor economy and high fuel prices, and people just weren't traveling or seeking information about traveling as much.

Therefore, Gold West Country will strive to achieve the objectives listed below within FY10.

1. Maintain bed tax collections
2. Increase the number of monthly reader service, phone calls, and Internet responses we receive by 5%.
3. Maintain bed tax collections in the shoulder seasons.

Identify the portions of your marketing plan that support this project.

The following Gold West Country goals from the marketing plan are met with this project.

Application for projects over \$500

Organization Name Gold West Country

Project Name Travel Show

Application Completed by Sarah Bannon

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

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.

We would like to keep our options open to exhibit at a travel show. We have only budgeted \$100 but would increase this if we find a travel show that we would like to participate in.

Specific shows are chosen based on our target demographic & geographic markets outlined in the marketing plan. We may want to attend these shows in cooperation with Russell County or Custer County if possible, in order to minimize our cost and maximize our exposure to these markets.

- FY10 Gold West will consider attending a travel show or two.

Objectives:

In FY09 we outlined the following objectives:

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3.5%.
2. Participate in a show which suits Gold West and allows us to educate the traveler by giving out at least two boxes of travel guides as well as other literature

In FY10 our objectives are:

1. Maintain visitation within Gold West Country as measured by bed tax collections.
2. Attend a travel show; which suits Gold West's target market and allows us to educate the traveler by giving out at least two boxes of travel guides as well as other literature.

Identify the portions of your marketing plan that support this project.

Attendance at these consumer shows helps us achieve a number of our goals.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Create and maintain a consistent brand image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Educate Gold West members, work with regions, CVBs and Travel Montana to utilize cooperative marketing programs as an option to offset the lack of media dollars.

Does this project support the Strategic Plan? Yes

Attendance at these consumer shows helps us achieve a number of our goals.

- 1.1.c. Attend consumer travel shows targeting high value, low impact markets**
“Disseminate targeted packages for show attendees, and disseminate leads to tourism/recreation partners.”
(Page 50)
- 1.1.d. Continue marketing to international travelers.**
“Increase product offers by international tour operators...” (Page 50)
- 1.2. Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**

Detail pages attached Yes

Budget page must be attached for approval.

Travel Shows Development

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
Travel Shows Plan:					
Travel Show	100	+	0	=	100
TOTAL	100		0		100
REGION/CVB TOTAL	\$100	+	\$0		\$100

Application for projects over \$500

Organization Name Gold West Country

Project Name Lost Trail Visitor Center

Application Completed by Sarah Bannon

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

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.

This visitor information center, located on the Montana/Idaho border needs additional funding to staff the facility throughout the summer. Partnering with the state of Idaho and Glacier Country, funding provided by Gold West Country allows the facility to stay open longer hours during the peak tourism season. Traditionally the visitor center is open from 8 a.m. to 6 p.m., seven days a week, from Memorial Day to Labor Day. Gold West Country is requesting funding for staffing hours up to \$1,200.

While this visitor center is actually in Glacier Country, not every visitor entering the region continues further into Glacier Country. Many of the visitors venture into Gold West Country. The location of the center allows Gold West Country to provide information about the region and influence the visitors at a point of entry into the state.

The total number of visitors from Memorial Day to Labor Day are listed below. The total number of visitors from 2007 to 2008 was down significantly, and once again we attribute this decline to gas prices as well as smoke from the fires that occurred in that area. However, we still view this as a viable and important project to support.

- Summer 2008: 6,960 (Four travel counselors and 950 staffing hours)
- Summer 2007: 9,893 (Three travel counselors and 980 staffing hours).
- Summer 2006: 12,497 (Three travel counselors and 990 staffing hours).
- Summer 2005: 11,083 (Three travel counselors and 980 staffing hours).
- Summer 2004: 10,458 (Three travel counselors and 990 staffing hours).
- Summer 2003: 6,768 (Three travel counselors and 460 staffing hours).
- Summer 2002: (Facility was not open due to the construction of a new structure).
- Summer 2001: 4,173 (Five travel counselors and 598 staffing hours— closed early due to fire season).
- Summer 2000: 7,768 (Four travel counselors and 970 staffing hours).

Currently the information center tracks its visitors through a guestbook. The data gathered at the visitor center in 2008 revealed that visitors to the center came from Montana, Idaho, Washington, Oregon, Utah, California, Nevada, Arizona and Minnesota.

This information is utilized to analyze our geographic target markets as listed in the narrative of this marketing plan. We will continue to use this data to compare travel patterns to see what trends develop.

Objectives:

In FY09 we outlined the following objectives:

1. Increase visitation at the Visitors Center by 1%.
2. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3%.
3. Continue to utilize the data gathered in the Guestbook at the Visitor Center to review travel patterns over the years as to the geographic origination of Gold West Country visitors and what the visitors'

travel plans are in the state.

As a whole, Gold West experienced a 3% decrease in bed tax collection FY08, however gas prices and fires in specific areas is what we attribute the decline to. That being said, Gold West Country will strive to achieve the objectives listed below within FY10.

1. Increase visitation at the Visitors Center by 1%.
2. Maintain visitation within Gold West Country as measured bed tax collections.
3. Continue to utilize the data gathered in the Guestbook at the Visitor Center to review travel patterns over the years as to the geographic origination of Gold West Country visitors and what the visitors travel plans are in the state.

Identify the portions of your marketing plan that support this project.

The following Gold West Country goals from the marketing plan are met with this project.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Educate Gold West members, work with regions, CVBs and Travel Montana to utilize cooperative marketing programs as an option to offset the lack of media dollars.
4. Encourage intrastate travel by information residents of Montana about the abundance of cultural, recreational, and historic opportunities this region has to offer.

Does this project support the Strategic Plan? Yes

Through this partnership, the information center is better able to service Montana guests and Gold West Country is more affordably able to gather information about the region's visitors. The strategic plan specifically addresses tracking and VICs through the following:

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...

"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

1.4.e. Expand displays of Montana destinations and products....

"Develop system with MDT to enhance traveler information available at rest areas." (Page 55)

2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

"Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media." (Page 55)

9.3. Enhance funding for region and CVB marketing efforts.

"Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation (Page 75)

Detail pages attached Yes

Budget page must be attached for approval.

Infrastructure

**REGION/CVB PROJECT BUDGET
 PROJECT NAME**

	State Tourism Funds		Other Funds		Total
Infrastructure:					
Lost Trail Visitor Center	1,200	+	\$0	=	1,200
TOTAL	1,200		\$0		1,200
REGION/CVB TOTAL	\$1200	+	\$0		\$1200

Application for projects over \$500

Organization Name Gold West Country

Project Name Website

Application Completed by Sarah Bannon

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

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.

Usage of the Internet for travel planning continues to increase. The Travel Industry Association of America reports that 74% of on-line frequent travelers use the Internet for travel planning*. Statistics presented during the 2006 Governor's Conference on Tourism & Recreation report that 94% of people with Internet access use it to plan vacations.** The money designated for this project includes but is not limited to the following:

Maintenance & Search Engine Optimization - Ongoing maintenance and development of the XML data services and systems which interact with Travel Montana and the Tempest infrastructure. Monthly search engine optimization targeting keywords and topics relevant to southwest Montana tourism. Quarterly ranking reports will be completed to monitor ranking of key terms and phrases.

Creation of New Web Site Content - A variety of new content will be created/obtained for the Gold West web site. Topics may include winter recreation opportunities, family/kid friendly information, southwest Montana photos and imagery, and wildlife. In addition the campground finder will be expanded with new photos and the Southwest Montana birding brochure content will be transitioned to the web site.

Creation of Web Videos - Two to three new web videos will be developed for the web site. Topics may include Gold West wildlife, southwest Montana birding opportunities, aerial views of the Bob Marshall Wilderness and other Gold West Country destinations.

Social Media & Trip Planner Development - It is anticipated that Phase two of the Gold West Country Trip Planner will be completed. This second phase will add additional "social elements" to the system giving people the opportunity to easily share their trips with other people. In addition a variety of social media elements will be integrated into the Gold West Country web site. These may include but not be limited to reviews, blogs, a share your experience feature, and other social networking features. In addition, a presence for Gold West Country will be created on popular social sites such as Facebook and others.

*Source: *Travelers' Use of the Internet*, TIA 2004.

**Source: *7 More Immutable Rules of Successful Tourism*, Destination Development 2006.

Objectives:

In FY09 we outlined the following objectives:

1. Increase the number of user sessions on the website by 30%.
2. Increase the number of potential consumers who have signed the guestbook and requested further information about Gold West Country by 15%.
3. Increase the average length per session to seven minutes.

Our average visits per day for 2008 were 2,316,544 and for 2007 they were 2,660,797. This is a 13% decrease over 2007 which is about average in the tourism standard. The average length of stay for 2008 was a whopping 10:53 as compared to 7:55 minutes in 2007. This is an increase of almost 3 minutes! Travel Montana is working on a new program to track the web statistics and hopefully, we will have it in place for next year.

Gold West Country will strive to achieve the objectives listed below within FY10.

1. Increase the number of user sessions on the website by 5%.
2. Add social media to the website.
3. Add more video to the website.

Identify the portions of your marketing plan that support this project.

Ongoing maintenance and improvements to the website provides potential visitors relevant information for travel planning. This helps Gold West Country reach many of its goals within the marketing plan.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Cooperate with Travel Montana, the other tourism regions and CVBs, Federal and State agencies and local tourism providers to enhance the entire "Montana Experience".
5. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? Yes

By continued maintenance and upgrades to the current website, a number of elements from the Strategic Plan will be implemented including providing information to travelers (both resident and nonresident) about the numerous recreational opportunities and cultural events/attractions throughout the region. The packaging element and link exchange program of the website will allow local tourism providers an opportunity to "buy into" the program, generating more money for Gold West Country marketing.

The website maintenance/upgrades specifically address the Strategic Plan as outlined below.

1.4d Use technology to enhance visitor information and marketing efforts.

5.1a Create vacation packages/itineraries for off-peak season niche markets

Detail pages attached Yes

Budget page must be attached for approval.

Website

**REGION/CVB PROJECT BUDGET
 PROJECT NAME**

	State Tourism Funds		Other Funds		Total
Website:					
Website Maintenance./Search Engine Opt	4000	+	\$0	=	4800
Development of New Content	4000				4000
Creation of Web Videos	4500				3600
Social Media and Trip Planner Dev.	11000				3200
Account Management	1500				1000

TOTAL	25000		\$0		25000
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REGION/CVB TOTAL	PROJECT		\$25000	+	\$0	=	\$25000
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Application for projects over \$500

Organization Name Gold West Country

Project Name Marketing Plan Development

Application Completed by Sarah Bannon

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

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.

The Marketing Plan defines the goals and objectives of Gold West Country in the next fiscal year.

1. Analyzing the previous year (overall plan review and project evaluation as well as a demographic and geographic analysis).
2. Set up board retreat if deemed necessary in addition to our meeting to help decide on goals.
3. Preparing the written plan, project proposals and the final budget for submission to the Tourism Advisory Council.

Objectives:

In FY09 we outlined the following objectives:

1. Build consistent, long-term marketing strategies and programs in the marketing plan.
2. Complete all of the marketing projects in the marketing plan.
3. Continue marketing Gold West as “Where Montana Begins.”

All three objectives were accomplished.

FY10 we will strive to complete the following objectives:

1. Build consistent, long-term marketing strategies and programs in the marketing plan.
2. Complete all of the marketing projects in the marketing plan.
3. Continue marketing Gold West as “Where Montana Begins.”

Identify the portions of your marketing plan that support this project.

All areas of the marketing plan are supported by this project.

Does this project support the Strategic Plan? Yes

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...
“...Leverage public and private marketing investments to expand Montana’s reach...” (Page 49)

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience.”
“Identify new winter target markets with accompanying promotion efforts annually” (Page 49)

1.1.c. Attend consumer travel shows targeting high value, low impact markets
“Disseminate targeted packages for show attendees, and disseminate leads to tourism/recreation partners.”
(Page 50)

- 1.1.d. **Continue marketing to international travelers.**
“Increase product offers by international tour operators...” (Page 50)
- 1.2. **Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.2.d. **Target travel media to increase the visibility of Montana as a leisure travel destination.**
“Host at least one travel media group familiarization tour...” (Page 52)
- 1.2.e. **Continue to target tour operators to bring group tours and packaged vacations to Montana.**
- 1.3.b. **Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**
“Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts (Page 53)
- 1.4.e. **Expand displays of Montana destinations and products....**
“Develop system with MDT to enhance traveler information available at rest areas.” (Page 55)
- 2.1.a. **Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**
“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media.” (Page 55)
- 9.3. **Enhance funding for region and CVB marketing efforts.**
“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation (Page 75)

Detail pages attached Yes

Budget page must be attached for approval.

Marketing Plan Development

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
Marketing Plan:					
Marketing Plan Development	500	+	0	=	500
TOTAL	\$500		\$0		\$500
REGION/CVB TOTAL	\$500	+	\$0		\$500

Application for projects over \$500

Organization Name Gold West Country

Project Name Travel Guide

Application Completed by Sarah Bannon

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

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.

The travel guide is distributed to individuals interested in traveling within Gold West Country. It contains information about area attractions, loop tours, maps, pictures, schedule of events, recreational opportunities, cultural attractions, lodging, dining and shopping. This travel guide is the primary response piece for inquiries made as a result of ads placed or publicity generated. It is also used as a fulfillment piece for our website and at consumer travel shows. We currently have Certified Folder Display distribute the Travel Guide in racks throughout the state year-round, and have also added distribution outside of the state in two markets; Spokane, WA and Salt Lake City, UT. Certified Folder delivers our guides in-state on the Glacier route, Missoula/5 Valleys route and the Yellowstone route.

Objectives:

In FY09 we outlined the following objectives:

1. Increase visitation within Gold West Country as measured by an increase in bed tax collections.
2. Increase the amount of revenue through ad sales, and lodging listings by at least \$2,000.

Due to the state's prediction of realizing a 2% decline in the upcoming year we've outlined the following objectives:

1. Continue visitation within Gold West Country as measured by maintaining the current level of bed tax collections.
2. Increase the amount of revenue through ad sales and lodging listings by \$2,000.
3. Increase distribution of the guides in regional markets such as Spokane, WA and Salt Lake City, UT.

Identify the portions of your marketing plan that support this project.

The production of the travel planner helps reach a number of our goals.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
2. Build awareness and entice the "Geo-tourist" to come and experience Gold West Country
3. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
4. Create and maintain a consistent brand image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
5. Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational, and historical opportunities this region has to offer.

Does this project support the Strategic Plan? Yes

The Gold West Country Travel Planner serves as an informational piece that assists potential visitors in the planning stages of determining a vacation destination as well as assisting visitors (both residents and nonresidents) how to navigate through the region and what attractions/events are available throughout the region. The strategic plan addresses the need for collateral materials as follows:

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**
“...Leverage public and private marketing investments to expand Montana’s reach...” (Page 49)
- 1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience.”**
“Identify new winter target markets with accompanying promotion efforts annually” (Page 49)
- 1.1.c. Attend consumer travel shows targeting high value, low impact markets**
“Disseminate targeted packages for show attendees, and disseminate leads to tourism/recreation partners.” (Page 50)
- 1.1.d. Continue marketing to international travelers.**
“Increase product offers by international tour operators...” (Page 50)
- 1.2. Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.**
“Host at least one travel media group familiarization tour...” (Page 52)
- 1.3.b. Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**
“Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts (Page 53)
- 2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**
“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media.” (Page 55)
- 9.3. Enhance funding for region and CVB marketing efforts.**
“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation (Page 75)

Detail pages attached Yes

Budget page must be attached for approval.

PRINTED MATERIALS

Publication: Travel Guide Quantity: 150,000

Color: 4-Color Paper Stock: Cover=70#; Interior=60#

Of Pages or Folds: 56 pages + 4 page cover Size: 8.375" x 10.75"

Ad Sales (Yes or No): Yes Percentage: 29%

Distribution Plan (areas & method): Shipping to Missoula: Bulk cartons on skids. We will use the travel guides as fulfillment for all of our inquiries. M.A.R.S. Stout and the business office in Deer Lodge will mail the guides. Certified Folder Display and Gold West Country members will also distribute them throughout the state and Canada. We will also distribute the travel guides at travel shows if applicable. Guides will be distributed in Spokane, WA and Salt Lake City, UT through Certified Folder Display.

Budget page must be attached for approval.

Gold West Country Travel Guide

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Copywriting	1,500	+	0	=	1,500
Art Direction	1,500	+	0	=	1,500
Photography	5,000	+	0	=	5,000
Design/Layout/Prepress	1,400	+	0	=	1,400
Proofs/shipping	500	+	0	=	500
Project Management	3,200	+	0	=	3,200
TOTAL	\$13,100		\$0		\$13,100
Printing:	61,900				61,900
Total Project cost	\$75,000				\$75,000
Private funds	(40,000)				(40,000)
TOTAL	\$35,000		\$0		\$35,000

REGION/CVB TOTAL	\$35,000	+	\$0		\$35,000
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Application for projects over \$500

Organization Name Gold West Country

Project Name Public Relations

Application Completed by Sarah Bannon

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

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.

Gold West Country is interested increasing publicity efforts. The purpose of this public relations is to increase awareness of Gold West Country amongst tourists and travel writers/editors throughout the United States and internationally.

We would work with G&G Advertising to come up with articles regarding happenings or tourism opportunities going on in Gold West Country.

We put this in as a line item so that if we get more funding we would like to:

1. Send out news releases with opportunities that would interest travelers.
2. Give out story ideas to writers/editors for potential publication.
3. Publicity value report will be presented to Gold West Country board members regarding the dollar value associated with each related written piece about Gold West Country.

Identity Project

In an effort to raise consumer awareness regarding the geographical boundaries of Gold West Country a campaign will be developed in the Spring/Summer and Fall/Winter seasons. This will be something like window clings or a poster series to help educate people about Gold West Country.

Objectives:

Gold West Country will strive to achieve the objectives listed below in FY10

1. Have at least four printings regarding information in Gold West Country.
2. Have at least one writer publish a story on Gold West Country.
3. Maintain visitation within Gold West Country as measured by bed tax collections.
4. A progress and publicity value reports presented to the Gold West Country Board.

Identify the portions of your marketing plan that support this project.

Many of Gold West Country's goals in the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Cooperate with Travel Montana, the other tourism regions and CVBs, Federal and State agencies and

- local tourism providers to enhance the entire “Montana Experience”.
5. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? Yes

FAM trips and publicity enhance Gold West Country’s ability to promote a variety of attractions and events as well as provide the opportunity to increase year-round visitation. The strategic plan encourages FAM trips and continued public relations efforts as mentioned below.

- 1.1.a. **Expand public-private marketing partnerships with tourism businesses and attractions...**
“...Leverage public and private marketing investments to expand Montana’s reach...” (Page 49)
- 1.1.b. **Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience.”**
“Identify new winter target markets with accompanying promotion efforts annually” (Page 49)
- 1.1.c. **Attend consumer travel shows targeting high value, low impact markets**
“Disseminate targeted packages for show attendees, and disseminate leads to tourism/recreation partners.” (Page 50)
- 1.1.d. **Continue marketing to international travelers.**
“Increase product offers by international tour operators...” (Page 50)
- 1.2. **Promote Montana to targeted groups and events, emphasizing off-peak season.**
- 1.2.d. **Target travel media to increase the visibility of Montana as a leisure travel destination.**
“Host at least one travel media group familiarization tour...” (Page 52)
- 1.2.e. **Continue to target tour operators to bring group tours and packaged vacations to Montana.**
- 2.1.a. **Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**
“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media.” (Page 55)
- 9.3. **Enhance funding for region and CVB marketing efforts.**
“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation (Page 75)

Detail pages attached Yes

Budget page must be attached for approval.

Public Relations

**REGION/CVB PROJECT BUDGET
 PROJECT NAME**

	State Tourism Funds		Other Funds		Total
Publicity:					
Public Relations	500	+	0	=	500
Identity Project	1000				1000
TOTAL	1500	+	0	=	1500

REGION/CVB TOTAL	PROJECT		\$1500	+		\$0	=	\$1500
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Application for projects over \$500

Organization Name Gold West Country

Project Name Fam Tours

Application Completed by Sarah Bannon

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

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.

Each year Gold West Country assists with familiarization tours. This includes providing funding to help with transportation, lodging, meals or area attraction entry fees. The region also assists by acting as a liaison between the tours and the area businesses.

We plan to do these tours in conjunction with Travel Montana. We will submit additional details once these FAM trips have been determined with the assistance of Travel Montana.

Below is a list of travel writers from 2000-2009 (categorized by FAM trip) that have produced articles about Gold West Country. The date the articles appeared in print (if available) are noted.

1. Yang and Meng of Taiwan

Liberty Times Butte in Montana – 07/14/08

Livertimes.com Butte in Montana – 07/14/08

Apple Daily News Virginia City/Nevada City, Deer Lodge 07/23/08

1-apple.com.tw Virginia City/Nevada City, Deer Lodge – 07/23/08

2. A rousing weekend of foot-stomping good times in Montana – Northwest Travel Magazine March/April 2009

Folk Festival in Butte

3. Michelle Newman “A Pretty Painted Place” blog – 07/31/08

4. Michelle Newman “Hello, Helena!” blog - 07/21/08

5. Michelle Newman “Meet me in Montana” blog – 07/16/08

6. Wild in Style...Montana – Golf & Turismo Magazine June 2008

6-pg article dedicated to Montana golf courses. Result of Sciacqua & Benazzi press trip in Sept. 07

7. The Allure of the West- Northwest Traveler Magazine – 6/01/07

Story was on North American Indian Alliance Powow in Butte.

8. How to Save Strokes- Gold Magazine – 7/01/07

Old Works golf course in Anaconda.

9. Breathing Space-O, the Oprah Magazine 7/01/07

Beautiful photo spread of Dillon hillsides.

10. Mining vs. Ranching – True West Magazine – 7/01/07

Gold West Country in historic round-up including Deer Lodge, Butte, etc...

11. In Pursuit of the Outdoors – Stratos – 10/01/07

Camerons' Sun West Ranch included.

12. Travel Industry Gets Enlightened by Yoga Vacations - 10/01/07 – Internet

Feathered Pipe Ranch included.

13. Mason-Bethel Oxford County Citizen- 10/04/07

Whitehall included in road trip article.

14. Rockhounding Fam Tour – August 22 – 28, 2006

Ken Rohn who always does a fantastic job for us came through with the following articles:

May 2007 - *Treasure State Adventures* (4 part series)

Part III - *Ruby Reservoir Garnets*

Part IV - *Collecting at Fabulous Crystal Park*

15. Ghost Town FAM Tour – October 27-31, 2005

Immediately following this FAM tour, an e-article appeared on the website gonomad.com by Kent E. St. John, Senior Travel Editor. We also received two articles in print from Jack McNeel, *Bonner County Daily Bee*, Sandpoint, ID.

A. "Montana Can Be Ghostly At Times" (November 13, 2005)

B. "Travel to Montana's 2nd Oldest Town" (December 11, 2005)

16. Lewis and Clark – August 5-9, 2004

We also received two stories from this FAM, "Lewis & Clark in Montana" by Alan Wilkinson in *American Cowboy* (July 2005) and "Lewis & Clark Expedition" by Paul Franzmann in *The Entertainer* (September 2005).

17. Sled Dogs and Snowkites – Winter 2003

We have received two stories in the *Spokesman Review* (Lifestyle Section) by Brian Schott including "Snowkiting Takes Advantage of Winter Winds" and "Rodeo Gives Professionals Chance to Compete and Beginners an Opportunity to Learn New Sport". In addition, "Fresh Tracks, Furry Fun and Frozen Lakes: Wild Winter Sports of Central Montana" by Matt Kettermann ran in the *Santa Barbara Independent*.

18. Heart of Gold – July 18-22, 2003

We received three stories in *Rock and Gem Magazine*, "Montana Gemstones", "Dinosaurs" and "Hospitality Part I, II and III". We also received an on-line article at familytravelfiles.com called "Montana Snow Angels" by Nancy Nelson-Duac.

19. Lewis & Clark Tour – June 23 - 30, 2002

•William S. Connery
The World & I
August 2002
Washington D.C.

•Eileen Lockwood
Destinations
November 2002

•John Krist
Ventura County Star
July 28, 2002

•Jack McNeel
The Press-North Idaho News Network
November 17, 2002

20. Hot Springs Tour – October 9 - 13, 2001

•Pittsburg Post Gazette
January 6, 2002
July 27, 2002
Jackson, WY

•Dana Mishev
The Washington Times
January 2002

•Stefanie L. Griesi
Northwest Travel Mag

•Larry Bleigberg

The Tennessean—January 13, 2002

Ogden Utah Standard – Examiner—February 3, 2002

The San Diego Union Tribune—March 3, 2002

21. All Trails Lead to Montana – January 24-29, 2001

•Karen Hamlin
The Sun Experience
East Longmeadow, MA

•Sue Wasserman
Mountain Living
Atlanta, GA

•Sophia Dembling
Sky Magazine
Dallas, TX

•Rob Daly
Edmonton Sun Times, Special Sections
Edmonton, AB, CANADA

22. Ghostly Good Time Media Tour – July 13-19, 2000

•Elizabeth Gehrman
Boston Herald
Boston, MA

•Joyce Dalton
Travel Weekly
Cliffside Park, NJ

•Beverly Hogg
Houston Tribune
Houston, TX

•Nancy Baren Miller
Travel America/Medina Ohio Gazette
Akron, OH

Objectives:

In FY09 we outlined the following objectives:

1. To have each FAM trip generate at least one story about Gold West Country within a year of the trip.
2. Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3%.

Therefore, based on the above information, Gold West Country will strive to achieve the objectives listed below within FY10.

1. To have each FAM trip generate at least one story about Gold West Country within a year of the trip.
2. Maintain visitation within Gold West Country as measured bed tax collections.

Identify the portions of your marketing plan that support this project.

Many of Gold West Country’s goals in the marketing plan are met with this project.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Cooperate with Travel Montana, the other tourism regions and CVBs, Federal and State agencies and local tourism providers to enhance the entire “Montana Experience”.
5. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? Yes

FAM trips enhance Gold West Country’s ability to promote a variety of attractions and events as well as provide the opportunity to increase year-round visitation. The strategic plan encourages FAM trips as mentioned below.

2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.

“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media.” (Page 55)

Detail pages attached Yes

Budget page must be attached for approval.

Fam Tours

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
Publicity					
Fam Tours	3,000	+	0	=	3,000
TOTAL	\$3,000		\$0		\$3,000
REGION/CVB TOTAL	\$3,000	+	\$0		\$3,000

Application for projects over \$500

Organization Name Gold West Country

Project Name Telemarketing

Application Completed by Sarah Bannon

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

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.

- Postage/UPS: Cost to respond to consumer inquiries and other travel/tourism related requests. This includes UPS shipping required for sending materials to/from consumer travel shows.
- Instate Delivery Service: This expense is for contracted services with Certified Folder Display. They will distribute our travel guide year-round through the Glacier route, Missoula/5 Valleys route, Billings Route and the Yellowstone route.
- Out-of-State Delivery Service: This expense is for contracted services with Certified Folder Display. They will distribute our travel guide year-round in the areas of Spokane, WA and Salt Lake City, UT.
- Fulfillment/Call Center Contractor: This expense is for the services of M.A.R.S. Stout to facilitate the handling of our incoming calls, reader service and e-mail as well as to fulfill our leads by sending out our travel guide. Specific duties include:
 1. Customized travel counseling through the Gold West Country 800 number.
 2. Design and maintenance of customized software that captures and reports essential data including name, address, e-mail address, phone, interests, and travel dates.
 3. Monthly written reports of travel guide distribution, inquiry by geographic region and inquiry by preference. These reports also include call pattern activity.
 4. Data entry of all telephone, mail, e-mail and faxed inquiries.
 5. Inquiry management and servicing of Internet inquiries and information.
 6. Extended hours of operation from 7 a.m. to 6 p.m. Mountain Standard Time, Monday through Friday.
- Mailing Supplies: This cost is to supply M.A.R.S. Stout with the necessary materials to distribute the Gold West Country Travel Planner. These supplies include envelopes, labels and other miscellaneous items.

Objectives:

In FY09 we outlined the following objectives:

1. Identify the top five demographic target markets each month.
2. Identify the top five "interest" markets each month (skiing, hiking snowmobiling etc.).
3. Have all calls answered between the hours of 7 a.m. and 6 p.m. Monday through Friday.
4. Analyze the data gathered to determine target markets for the FY10 Marketing Plan.
5. Utilize the data gathered to better reach our target markets by supplying the consumer with the necessary (i.e. requested) information in order to plan a trip to the region.

In 2009, Gold West Country reviewed reports monthly to determine the top five demographic target markets and areas of interest. It was discovered that throughout the year this information varied little. The top five geomographic markets (based on the number of requests) were:

- | | |
|---------------|-------------|
| 1. Washington | 4. Texas |
| 2. California | 5. Illinois |
| 3. Georgia | |

The top areas of interest included:

- | | |
|------------------------|----------------------|
| 1. History/Ghost Towns | 4. Lewis & Clark |
| 2. Wildlife Viewing | 5. Family Activities |
| 3. Rock Hounding | |

The above information is used when preparing this marketing plan. It is also used when reviewing where our consumer interests lie and how to better incorporate those interests into our public relations, travel guide, advertising and website efforts.

The call center was not able to fulfill all email and calls within two days. This is due to mailing guides at bulk rates (which can take up to three weeks). However, the call center completed 99.5% of its calls. Therefore, Gold West Country will strive to achieve the objectives listed below within FY10.

1. Identify the top five demographic target markets each month.
2. Identify the top five “interest” markets each month (skiing, hiking snowmobiling etc.).
3. Have all calls answered between the hours of 7 a.m. and 6 p.m. Monday through Friday.
4. Analyze the data gathered to determine target markets for the FY09 Marketing Plan.
5. Utilize the data gathered to better reach our target markets by supplying the consumer with the necessary (i.e. requested) information in order to plan a trip to the region.

Identify the portions of your marketing plan that support this project.

This project addresses the following goals.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.
4. Encourage intrastate travel by informing residents of the historical significance this region has had on who Montanans are today.

Does this project support the Strategic Plan? No

The Call Center alone does not support the strategic plan, however the information gathered by the call center (demographics, interests, etc.) will help support the plan.

Detail pages attached Yes

Budget page must be attached for approval.

Gold West Country Telemarketing

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

Telemarketing/Fulfillment:	State Tourism Funds		Other Funds		Total
Postage/UPS	13,523	+	0	=	13,523
Instate Delivery	8,628	+	0	=	8,628
Out-of-State Delivery	7,973	+	0	=	7,973
Fulfillment/Call Center Contractors	17,850	+	0	=	17,850
Misc. (mailing supplies, etc...)	300	+	0	=	300
TOTAL	\$48,274		\$0		\$48,274
REGION/CVB TOTAL	\$48,274	+	\$0		\$48,274