

## Application for projects over \$500

Organization Name Gold West Country

Project Name Public Relations

Application Completed by Sarah Bannon

<b>Approval Requested</b>
<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.**

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

The PR plan includes building an editorial calendar with editorial opportunities from publications that we have targeted in past media plans as well as additional publications that focus on regional travel, family travel, mature travel, geo travel, history and activities, including camping, cycling, bird watching and fly fishing. These publications may include the following:

- *AAA publications, targeting regions in GWC's primary markets*
- *Latitude*
- *Horizons*
- *Travel 50 & Beyond*
- *AARP Magazine*
- *Good Housekeeping*
- *NW World Traveler*
- *Sunset*
- *Northwest Traveler*
- *Audobon*
- *History Magazine*
- *Seattle Magazine*
- *Washington Travel*
- *Camping Life*
- *Backpacker*
- *Car & Travel*
- *Family Travel Times*
- *Better Homes & Gardens*
- *FamilyFun*
- *Family Circle*
- *FamilyTravel.com*
- *Parents*
- *Parenting*
- *Western Places*
- *Arthur Frommer's Budget Travel*
- *Vacations*
- *Northwest Fly Flying*
- *Bicycling*
- *Adventure Cyclist*

It also includes creating story content to submit to these publications. Initial stories will include the following topics:

- *Virginia City and Nevada City*
- *Ennis*
- *Helena*
- *Philipsburg*
- *Pintlar Loop*
- *Anaconda*
- *Butte*
- *Travel stops between Yellowstone and Glacier National Parks*
- *Western historic sites*
- *Gold West Country museums*
- *Rock hounding*
- *Ghost towns*
- *Cycling*
- *Birding*
- *Backpacking/camping*

These story pitches will also be adapted for submission in targeted travel blogs, some of which may include:

- Away.com
- Daily Traveler
- Family Travel
- Familytravelogue.com
- Fodors.com
- Gadling
- Intelligent Travel
- Jaunted
- Onthegowithamy.blogspot.com
- Orbitz Travel Blog
- This Just In – Budget Travel
- TravelingMamas.com
- We Just Got Back
- WorldHum

Additional stories will be written throughout the year as needed and this project also includes agency time to assist journalists/editors with reactive requests.

### **Objectives:**

Gold West Country will strive to achieve the objectives listed below in FY11.

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. 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 Montana Office of Tourism, 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.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)

**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**

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>Publicity:</b>					
Public Relations	10,000	+	\$0	=	10,000
<b>TOTAL</b>	10,000		\$0		10,000
<b>REGION/CVB TOTAL</b>	\$10,000	+	<b>\$0</b>		\$10,000