

ORGANIZATION NAME: Great Falls Convention and Visitors

APPLICATION COMPLETED BY: Jennifer Heintz

PROJECT NAME: FY09 Opportunity
Seattle Adventures in Travel Expo

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

**Approved Audits/Apps committee
8/27/08**

Need for the project:

The Great Falls CVV would like to attend the Seattle Adventures in Travel Expo September 13-14, 2008 in Seattle, WA. We will be partnering with Russell Country and one other partner for this show. Booth space fees will be shared equally with the exhibit partners and travel expenses for one Great Falls CVB representative to attend the show would be paid by the Great Falls CVB. The exhibit partners will pay travel costs for their representatives to attend.

The Seattle-Tacoma area, with 4.5 million population, is a strong market for Great Falls. Washington is the #1 state for non resident visitation to Cascade County. We have good air service to the region and we are also an easy drive market for Seattle area residents. Travel show co-sponsors include The Seattle Times and National Geographic Adventure Magazine. Speakers at the show include Rick Steves, noted guidebook author, Arthur Frommer of Budget Travel, and Phillippe Costeau, adventure travel expert.

Objective in Marketing Plan that support this project:

- Increase the amount of lodging tax collections in FY09 by 6%.
- Participate in a minimum of two joint venture marketing opportunities with Travel Montana and other bed tax funded entities.

Portions of Marketing Plan supporting this project:

Goal #1 - Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low impact visitors.

Goal #2 - Stretch our marketing dollars by participating in joint ventures with other Montana tourism organizations and businesses.

This project supports the following Strategic Plan Goal(s):

Goal #1 - Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

Goal #1.3 - Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.

Goal #4.1 Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET:

FY 09 OPPORTUNITY MARKETING

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Trade Show Expenses			
Booth Space	\$992.00		\$992.00
Shipping	\$200.00		\$200.00
Air Transportation	\$500.00		\$500.00
Ground Transportation	\$25.00		\$25.00
Lodging	\$420.00		\$420.00
Per Diem	\$100.00		\$100.00
Miscellaneous	\$25.00		\$25.00
PROJECT TOTAL			\$2262.00