



Approval Requested:	
XXX	Final
	Preliminary

ORGANIZATION NAME Flathead CVB
 PROJECT NAME American Snowmobiler Magazine
 APPLICATION COMPLETED BY Dori Muehlhof, Executive Director
 DATE SUBMITTED August 31, 2009

Project Overview

Note: This is a new publication request, not included in my original project application.

The Flathead CVB would like to use funds from our Consumer Marketing – Print Placement budget to place a series of three 4-color 1/8 page ads in the American Snowmobiler Magazine Getaway Guide: Dec '09, Jan '10 and Feb '10.

- The Getaway Guide is a Pullout Format in the American Snowmobiler Magazine
- Includes Editorial on MT
- There are an additional 15k copies of the Getaway Guide send out to former subscribers
- The Getaway Guides are distributed at snowmobile trade shows across the country
- Reader Service is included

Project Objectives

1. Increase inquiries to the call center by 1% over FY'09
2. Increase use of the web site by 2% over FY'09
3. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'09
4. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 1% over FY'09
5. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'09

These objectives support the following marketing goals:

- Increase awareness of the Flathead Valley as a year-round destination; especially the shoulder & winter seasons
- Increase visitation & length of stay among resident and non-resident travelers.
- Incorporate Travel Montana's branding initiative into our marketing efforts.
- Incorporate the statewide tourism Strategic Plan into our marketing efforts.

Support of the FCVB Marketing Plan

This promotes the winter season to outdoor recreation enthusiasts.

Support the Travel Montana Strategic Plan - YES

This project meets the following objectives:

- A.5.1: Refine Montana's Niche in the Destination Ski Market & Snowmobile Markets
- A.5.2: Package Skiing & Snowmobiling with Other Activities
- A.5.3: Expand "Alternative" Winter Activities

Method of Project Evaluation

Quantifiable lead generation (The Flathead CVB will mail our vacation travel guide & our snowmobiling brochure to leads)
Web Link Traffic

Budget

Consumer Marketing – Print Placement
(3) 4-color 1/8 page Ads @ \$726 each..... \$2,178

Total Budget \$2,178