



Approved Audits/Applications Committee 8/24/09

ORGANIZATION NAME ..... Flathead CVB  
 PROJECT NAME ..... Calgary Outdoor Adventure & Travel Show  
 APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
 DATE SUBMITTED ..... May 1, 2009

Approval Requested:	
XXX	Final
	Preliminary

**Project Overview**

The FCVB would like to exhibit at the Calgary Outdoor Adventure & Travel Show March 27-28, 2010. The FCVB followed the lead of Glacier Country and omitted trade shows from our FY09 marketing. As a result of not attending any trade shows, our lead generation was down YTD. These types of leads are very valuable to our members and a measure of our success. So, we are once again using this marketing method and would like to attend this show which reaches our key target markets.

From the organizers of the Calgary Outdoor Adventure & Travel Show:

“Our show is devoted to outdoor adventure & travel enthusiasts who are serious about finding products and services to enhance and optimize their outdoor adventure and travel pursuits. We had an outstanding 2009 show with 14,350 consumers attending during the two days of the event, and 50% of the audience was in their late 20's, 30's, 40's & 50's with annual household income well over \$100K making them a very targeted and valuable buying demographic for our exhibitors.”

**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**

Trade Shows are a defined marketing method and this particular trade show reaches both our primary demographic and geographic target markets.

**Support the Travel Montana Strategic Plan - YES**

This project meets the following objectives:

- A.3.2: Promote Off-Peak Weekend Getaway Packages/Events to “Nearby” Markets
- A.3.3: Capture More Pass-Through Travelers with Mini-Packages
- 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
- A.6.1: Refine Montana's Niche and “Brand” in the Meeting/Convention Market; Determine Feasibility of Enhanced Meeting & Convention Facilities
- A.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings

**Method of Project Evaluation**

Quantifiable lead generation

**Budget**

Consumer Marketing	
Exhibit Fee (Booth, Accessory Pkg, GST).....	\$2,000
Lodging.....	\$500
Travel (Ground, Parking, Taxi) .....	\$400
Food .....	\$150
Misc.....	\$100

**Total Budget** **\$3,150**