

**1. Purpose:**

The mission of the Flathead Convention & Visitor Bureau is to strengthen the economy of Montana's Flathead Valley through cooperative tourism marketing efforts and to encourage continuing respect for our outstanding natural environment and quality of life.

The purpose of this marketing plan is to establish the goals, strategies and objectives to support the overall mission.

**2. Identity:**

Montana's Flathead Valley is located in northwestern Montana and includes the communities of Polson, Lakeside, Somers, Bigfork, Kalispell, Whitefish, Columbia Falls and the Glacier National Park region.

**a. Strengths:**

- I. Destination Lures (Why they come): Glacier National Park, Whitefish Mountain Resort & Flathead Lake
- II. Area Diversions (What keeps them here longer): Outdoor Recreation, Arts & Culture
- III. Access:
  - i. Glacier Park Int'l Airport
  - ii. Amtrak's Empire Builder
  - iii. Border State to Canada
  - iv. Major State Highway System

**b. Challenges:**

- I. Weakened Economy
- II. Transportation Costs
  - i. Air Service Availability & Pricing
  - ii. Gas Prices
- III. Issues of Global Warming
  - i. Glacier National Park: Emergency Road Repairs & Melting Glaciers
  - ii. Fires
  - iii. Lower Snow Levels Impacting Raft Season & Ski Season

**3. Goals:**

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

**4. How the Marketing Plan supports the 5 year statewide tourism strategic plan:**

The FCVB will strive to achieve these goals and objects that were assigned to CVBs as our budget and resources permit...

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

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.c Attend consumer travel shows targeting high value, low impact visitors
  - 1.1.d Continue marketing to international travelers
  - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.b Work with local sports groups to attract sport events in off-peak season
  - 1.2.d Target travel media to increase visibility of MT as leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
  - 1.3.b Implement the new Montana tourism brand
  - 1.3.c Conduct educational tourism workshops, presentations, and webinars
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
  - 1.4.a Create a database inventory of Visitor Information System elements statewide
  - 1.4.c Provide advanced training for all VICs, including regional familiarization tours

**Goal 2: Attain public policy and citizen support for sustainable tourism and recreation.**

- 2.1 Build awareness about new Montana Tourism Charter, geotourism, & tourism benefits
- 2.2 Give effective presentations to policy makers about Montana tourism issues/benefits

**Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.**

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands
- 3.2 Coordinate statewide tourism marketing efforts to ensure consistency with land management

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
  - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
  - 4.1.e Plan and promote commemorations of historic events in Montana

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
  - 5.1.a Create vacation packages/itineraries for off-peak season niche markets
  - 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
  - 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.2 Provide information about technical/financial assistance available to tourism businesses
  - 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

**Goal 6: Address tourism and recreation professional development, workforce availability, training, and affordable housing issues.**

- 6.1 Enhance professional development opportunities/requirements for tourism organizations
  - 6.1.a Encourage all MT CVBs to join DMAI or WACVB trade associations, adopt standards

**Goal 7: Improve Montana's transportation system for both residents and visitors.**

- 7.1 Increase air service capacity to and from Montana cities.

**Goal 9: Increase funding to maintain sustainable tourism and recreation.**

- 9.1 Seek increases in state funding for targeted tourism marketing/programs/facilities
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

**Goal 10: Build an effective "team" to implement the Strategic Plan, and report results.**

- 10.1 Recognize Travel Montana as 'team captain' to communicate/coordinate regularly with partners
- 10.2 Create public/private/tribal partnerships for cooperative project implementation
- 10.3 Implement Strategic Plan discussion/reporting to align activities with goals and actions
  - 10.3.a Conduct annual Strategic Plan implementation workshops in each region
  - 10.3.b Host annual Strategic Plan discussion at the February TAC meeting
  - 10.3.c Submit updates on Strategic Plan implementation for Annual Report to TAC, etc.
- 10.4 Streamline reporting process of marketing plans/expenditures to TAC/TM by regions & CVBs
- 10.5 Obtain strategic research to inform tourism marketing, development, and policy decisions
  - 10.5.a Continue to conduct research about resident/nonresident travelers in Montana
  - 10.5.c Continue regular monitoring of Montanans' opinions about tourism and recreation
  - 10.5.d Disseminate tourism research reports to partners statewide

**5. Measurable Objectives:**

- a. Increase inquiries to the call center by 1% over FY'09
- b. Increase use of the web site by 2% over FY'09
- c. Increase lodging occupancy, thus Bed Tax Collections within Kalispell by 1% over FY'09
- d. Increase lodging occupancy, thus Bed Tax Collections within Flathead County by 1% over FY'09
- e. Increase lodging occupancy, thus Bed Tax Collections within Lake County by 1% over FY'09

**6. Target Geographic Markets:**

- a. Consumer: WA, CA & AB
- b. Group: National

**7. Target Demographics:**

- a. **Consumer (50%):**
  - I. **Families:** Adults, ages 35-54, with an average of 2+ children and a household income of \$55,000+. Interested in outdoor and family experiences with their children.
  - II. **Empty Nesters:** Adults, age 50+ with household incomes of \$60,000+. Interested in outdoor activities as well as visiting national parks and taking advantage of cultural and historical opportunities.
  - III. **Outdoor Recreation Enthusiasts:** Active adults age 35+ with household incomes of \$60,000+. Interested in Golf, Hiking, Fishing, Skiing or Snowmobiling.
- b. **Group (50%):**
  - I. **Meetings & Convention (60%):** Association & Corporate groups of 500 people or less who travel to destination, resort communities for their meetings or retreats.
  - II. **Leisure Groups (40%):** Sporting Events, Destination Weddings, Family Reunions & Motorcoach Tours

**8. Marketing Methods**

- a. **Web Site:** The Flathead CVB will continue to host its own web site with private dollars. The site will provide comprehensive information about each of the communities in the Flathead Valley, including Glacier National Park. It will highlight the major attractions and activities, while providing detailed information frequently requested by visitors. Members of the Flathead CVB receive a free listing and web link from this site.
- b. **Internet Advertising:** The FCVB will increase advertising on various consumer travel & group travel web sites to increase exposure to the Montana's Flathead Valley.
- c. **Print Advertising:** The Flathead CVB will place print advertising in both Consumer and Group Travel segments. The objective will be to focus on highly targeted niche markets, and to support editorial features on the Flathead Valley. Ads will promote our Vacation Travel Guide by calling our 1-800# or visiting our web site. Cooperative opportunities will be encouraged with FCVB members, Whitefish CVB, Glacier Country and Travel Montana.
- d. **Publications:** The Flathead CVB will continue to produce an annual vacation travel guide to Montana's Flathead Valley with private dollars as the primary fulfillment piece. We will continue to produce specialty brochures to our niche markets, as well as a Flathead Valley Map.
- e. **Public Relations:** The Flathead CVB will continue to host individual press trips, both directly and in cooperation with Glacier Country and Travel Montana. The bureau will also contract services for writing & distributing press releases and will have photo library on-line for travel writers.
- f. **FAM Trips:** The Flathead CVB will continue to host individual and group FAM trips, both directly and in cooperation with Glacier Country and Travel Montana.
- g. **Trade Shows:** The Flathead CVB will re-visit attendance in key consumer and group related trade shows to create a sales effort and generate quantifiably leads that members can attain at no charge.
- h. **Montana Superhost Program:** The Flathead CVB will host an annual Superhost Session to take place during Montana Tourism Week.
- i. **E-Direct Mail:** The Flathead CVB will begin marketing to its lead database through e-direct mail, focusing on our target markets and demographics.

## Bed Tax Marketing Plan Budget FY'10

Preliminary Revenue Projection for FY'10 at 95%	\$66,064		
Rollover (funds distributed but not yet used)	\$37,021		
	<u>\$37,021</u>		
<b>Total FY10 Marketing Budget</b>	<b>\$103,085</b>		
<b><u>Program Description</u></b>	<b><u>Project</u></b>	<b><u>Total</u></b>	<b><u>% Budget</u></b>
<b>Marketing Support</b>		<b>\$36,397</b>	<b>35%</b>
Administration (up to 20%)	\$8,097		
Joint Ventures: Travel MT, Glacier Country, CVB's Opportunity (up to 10%)	\$2,000		
TAC/Gov. Conf/Partner Meetings	\$500		
Superhost	\$2,000		
Telemarketing	\$300		
Phone	\$500		
Postage	\$12,000		
Fulfillment	\$11,000		
<b>Kalispell Chamber VIC Staff Funding</b>	<b>\$10,308</b>	<b>\$10,308</b>	<b>10%</b>
<b>Consumer Marketing</b>		<b>\$20,700</b>	<b>20%</b>
Print Advertising: Placement	\$14,000		
Print Advertising: Design/Production	\$500		
Crown of the Continent Co-op	\$1,000		
Trade Show: Seattle Adventure Expo	\$4,700		
Glacier Country Leads	\$500		
<b>Group Marketing</b>		<b>\$19,200</b>	<b>19%</b>
Print Advertising: Placement	\$9,000		
Print Advertising: Design/Production	\$200		
Group Leader FAM	\$5,000		
Trade Show (TBD)	\$5,000		
<b>Publications (Printing &amp; Production)</b>		<b>\$7,180</b>	<b>7%</b>
Attractions Brochure	\$1,080		
Hiking Brochure	\$580		
Snowmobiling Brochure	\$580		
Cross Country Skiing Brochure	\$580		
Kids Attractions Brochure	\$580		
Fishing Brochure	\$580		
Flathead Valley Map	\$2,200		
Historical Downtown Kalispell Walking Tour Map	\$1,000		
<b>Public Relations</b>		<b>\$7,700</b>	<b>7%</b>
Press Trips	\$1,000		
PR Contract: Press Releases	\$3,500		
Cleanpix: Photo Library, Pressbriefs.com	\$3,200		
<b>Internet Advertising (Placement &amp; Production)</b>		<b>\$1,600</b>	<b>2%</b>
Gordonsguide.com	\$1,000		
Facebook	\$500		
TBD	\$100		
	<u>\$100</u>		
Total	\$103,085	<b>\$103,085</b>	<b>100%</b>

If the revenue DECREASES by 10%, the FCVB would reduce Print Advertising for both Consumer, Print and Internet Ad Placement





Approval Requested:	
XXX	Final
	Preliminary

**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Consumer Print Advertising  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... May 1, 2009

**Project Overview**

The Flathead CVB will target consumer travel and niche publications that meet the target geographic markets and demographics outlined in this marketing plan. Advertisements will be placed to support editorial focused on Montana &/or Montana's Flathead Valley. The Flathead CVB will also supplement efforts in this area by organizing co-op ads with its members, Whitefish CVB, Glacier Country and Travel Montana where available and financially feasible. All print advertising will promote our 1-800 number to request a vacation travel guide to Montana's Flathead Valley and our web site as a resource tool for vacation planning. The vacation travel guide will be sent to any reader service leads received from the publication.

Targeted publications include:

- United Express/SkyWest Magazine
- Alaska/Horizon Air Magazine
- Northwest Airlines, World Traveler Magazine
- United Airlines, United Hemisphere Magazine
- Amtrak, Empire Builder Magazine
- Travel Montana Vacation Planner
- Glacier Country Travel Guide
- Northwest Travel Magazine
- Whitefish CVB Travel Guide
- Madden Media Newspaper Inserts
- Sunset Magazine

**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**

- Publications reach target demographic & geographic markets

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

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 9.2 Foster opportunities to pool public and private marketing dollars

**Method of Project Evaluation**

- Quantifiable lead generation

**Budget - Consumer Marketing: Print Advertising**

Print Placement .....\$14,000  
 Print Production .....\$500  
**Total Budget.....\$14,500**

*Any additional funding needs will be supplemented with private funds, generated through FCVB membership.*



Approval Requested:

Final

XXX Preliminary

ORGANIZATION NAME ..... Flathead CVB  
PROJECT NAME ..... Crown of the Continent Co-op  
APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
DATE SUBMITTED ..... May 1, 2009

**Project Overview**

The Flathead CVB would like to use \$1,000 of our Consumer Marketing Budget to be a partner in the 2009 Crown of the Continent Joint Marketing Campaign. (The FCVB was a partner in the 2008 co-op with private funds.) The 2009 campaign would start modest at about a \$200,000 co-op budget. The creative, message and target audience would be developed by a representative from Alberta, BC and Montana. Travel Montana has committed \$75,000 to seed this co-op campaign, which would focus on the shoulder season of late summer/fall 2009.

CONCEPT AND JUSTIFICATION: Katy Peterson, Travel Montana's Consumer Marketing manager, recommends a local/regional campaign that promotes cross-visitation between AB, BC and MT. She thinks this approach will get us more for our money; the economic situation certainly lends itself to closer-to-home travel and our product provides an excellent real (and perceived) value. Peterson also believes this would be an excellent way to start building local/regional ambassadors for the COC region. Let's get the local/regional audience excited about and experienced in the depth the product has to offer and then the benefits snowball:

- Economic benefits from spreading the word that this is a great place to visit
- Social and environmental benefits from better understanding and wanting to protect/preserve these special places
- Political benefits--both from the development of a cross-border partnership AND the bringing together of various public and private partners in a promotion that serves multiple interests.

**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 program helps us reach one of our geographic target markets, as well as our demographic markets and helps to reach our marketing goals.

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

This project meets the following objectives:

- A.1.1: Build Citizen Awareness about the Benefits/Impacts of Tourism & Uses of Lodging Tax
- A.2.1: Coordinate Advertising to Maximize State, Regional & Private Return on Investment
- A.2.2: Encourage Cross-Promotion between Tourism Partners & Sectors
- 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.6.3: Use Local Historical/Cultural Attractions to Enhance Venue Offerings
- C.6.1: Encourage Strategic Partnerships for Cooperative Project Funding

**Method of Project Evaluation**

Quantifiable lead generation  
Web Link Traffic

**Budget**

Consumer Marketing  
Crown of the Continent Co-op ..... \$1,000

**Total Budget** ..... **\$1,000**



**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Seattle Adventure Expo  
**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 Seattle Adventure Expo on Dec 5-6, 2009. 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.

Seattle Adventure Expo Information

- In 2008, this show had over 5,000 consumer and 300 travel agents in attendance.
- The management of this show has partnered with The Seattle Times to promote the show, reaching 1.7 million people.

**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 .....	\$3,350
Lodging.....	\$500
Travel (Air, Ground Transportation, Taxi) .....	\$600
Food.....	\$150
Misc.....	\$100

**Total Budget** ..... **\$4,700**



Approval Requested:	
XXX	Final
	Preliminary

**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Glacier Country Leads  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... May 1, 2009

**Project Overview**

The Flathead CVB will purchase leads from Glacier Country Regional Tourism Commission. Leads will be obtained from those inquiries that specifically request information about Glacier National Park, Flathead Lake or one of the communities in the Flathead Valley. The vacation travel guide to Montana's Flathead Valley will be the fulfillment piece.

**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**

- Leads acquired are inquires for the communities & destination lures which define our identity

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

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

- Quantifiable lead generation

**Budget**

Consumer Marketing  
 Glacier Country Leads (3,000 @ \$.10 each) .....\$500

**Total Budget** \$500



Approval Requested:	
XXX	Final
	Preliminary

ORGANIZATION NAME ..... Flathead CVB  
 PROJECT NAME ..... Group Print Advertising  
 APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
 DATE SUBMITTED ..... May 1, 2009

**Project Overview**

The Flathead CVB will target meeting planner and leisure group travel publications that are distributed on a national level. Advertisements will be placed to support editorial focused on Montana, Montana's Flathead Valley, mountain meetings, resort meetings, golf meetings, affordable meetings, etc (areas which compliment the product we have to offer). The Flathead CVB will also supplement efforts in this area by organizing co-op ads with its members, Whitefish CVB, Glacier Country and Travel Montana where available and financially feasible. All print advertising will promote the services of the FCVB, our 1-800 number to request a vacation Travel Guide and/or Meeting Planner Guide (produced in-house) to Montana's Flathead Valley and our web site as a resource tool for vacation planning. The vacation travel guide and meeting planner guide will be sent to any reader service leads received from the publication.

Targeted publications include:

- Smart Meetings
- Group Leisure Travel
- Reunion Magazine
- Association News
- Meetings West
- Sports Destination Magazine
- Group Tour Magazine

**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**

Publications reach target demographic & geographic markets

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

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

- Quantifiable lead generation

**Budget:**

Group Marketing: Print Advertising  
 Print Placement ..... \$9,000  
 Print Production ..... \$200

**Total Budget..... \$9,200**

*Any additional funding needs will be supplemented with private funds, generated through FCVB membership.*



Approval Requested:	
	Final
XXX	Preliminary

ORGANIZATION NAME ..... Flathead CVB  
 PROJECT NAME ..... Group FAM Trips  
 APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
 DATE SUBMITTED ..... May 1, 2009

**Project Overview**

FAM Trips provide group leaders and meeting planners the opportunity to experience our products first hand and are a popular means of marketing to this segment. The Flathead CVB will actively solicit meeting planners and leisure group leaders on a national level to visit the Flathead Valley for vertical FAM trips. Efforts will also be made to co-op with FCVB members, Whitefish CVB, Glacier Country and Travel Montana were available and financially feasible.

**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**

Group FAM Trips are a defined marketing method and provide needed exposure to our area to our group target market (both meetings and leisure groups).

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

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

- Quantifiable lead generation

**Budget:**

Group Marketing: FAM Trips	
Meals.....	\$2,000
Lodging.....	\$2,000
Misc (Entrance Fees, Transportation, etc).....	\$1,000
.....	
<b>Total Budget .....</b>	<b>\$5,000</b>

*Any additional funding needs will be supplemented with private funds, generated through FCVB membership.*



Approval Requested:	
	Final
XXX	Preliminary

ORGANIZATION NAME ..... Flathead CVB  
 PROJECT NAME ..... Group Trade Shows  
 APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
 DATE SUBMITTED ..... May 1, 2009

**Project Overview**

The Flathead CVB will target one leisure group or meeting planner trade show that target a national audience. Efforts will also be made to co-op with members, Whitefish CVB, Glacier Country and Travel Montana where available and financially feasible. The vacation travel guide and meeting planner guide to Montana's Flathead Valley (produced in-house) will be the primary collateral distributed at the targeted trade shows.

Targeted Trade Shows....TBD

**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 will reach group target demographic & geographic markets

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

This project meets the following objectives:

- A.2.1: Coordinate Advertising to Maximize State, Regional & Private Return on Investment
- A.2.2: Encourage Cross-Promotion between Tourism Partners & Sectors
- A.3.2: Promote Off-Peak Weekend Getaway Packages/Events to "Nearby" Markets
- 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
- C.6.1: Encourage Strategic Partnerships for Cooperative Project Funding
- C.6.2: Identify Opportunities to Pool Public & Private Marketing Dollars

**Method of Project Evaluation**

- Quantifiable lead generation

**Budget:**

Group Marketing: Trade Shows	
Exhibit Fees .....	\$3,500
Lodging .....	\$500
Travel (Air, Ground, Taxi) .....	\$600
Meals .....	\$200
Misc .....	\$200
<b>Total Budget.....</b>	<b>\$5,000</b>

*Any additional funding needs will be supplemented with private funds, generated through FCVB membership.*



Approval Requested:	
XXX	Final
	Preliminary

**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Publications – Specialty Brochures  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... May 1, 2009

**Project Overview**

The FCVB has found a need for specialty brochures which provide detailed information to target markets.

**Specialty Brochures**

Many potential visitors are not aware of the wealth of recreational activities or attractions available in the Flathead Valley. While the vacation travel guide provides an excellent overview, members of the FCVB saw a need to create a simple cost-effective method to provide more information about some of the most popular activities and attractions. These brochures are each 8.5” x 14” in size and have no advertising sales included. These will be distributed at Area Chambers of Commerce, Area Visitor Information Centers and through FCVB Members. These will also be used as a fulfillment piece for all inquires on the web site and through the call center. A PDF format of this brochure will also be available on the FCVB web site. The brochures targeted for re-print in FY’10 are:

- Fishing Montana’s Flathead Valley... 1,500 copies
- Kids Activities in Montana’s Flathead Valley... 1,500 copies
- Snowmobiling in Montana’s Flathead Valley... 1,500 copies
- Cross country Skiing in Montana’s Flathead Valley... 1,500 copies
- Hiking Montana’s Flathead Valley... 1,500 copies
- Attractions in Montana’s Flathead Valley ... 3,000 copies

**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**

These specialty brochures deliver more detailed information to our potential vacation travelers. The additional information is provided to enhance and hopefully extend their stay.

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

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

- Quantifiable lead generation

**Budget**

Publications  
Attractions Brochure ( \$1,000 Printing + \$80 Production)..... \$1,080  
Hiking Brochure (\$500 Printing + \$80 Production)..... \$580  
Fishing Brochure (\$500 Printing + \$80 Production) ..... \$580  
Kids Activity Brochure (\$500 Printing + \$80 Production) ..... \$580  
Snowmobile Brochure (\$500 Printing + \$80 Production) ..... \$580  
Cross Country Ski Brochure (\$500 Printing + \$80 Production)..... \$580

**Total Budget..... \$3,980**



**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Flathead Area Map  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... May 1, 2009

Approval Requested:	
XXX	Final
	Preliminary

**Project Overview**

Re-print a regional full color map of the Flathead Valley. Map to include a key with area campgrounds, State Parks, fishing access, golf courses, ski resorts and disability access.

These is a very useful map and in high demand because of its small size and ability to write on it (for directions, etc). The map will also promote our 1-800 phone number and web site for additional vacation information.

These will be distributed through membership, area Chambers of Commerce and Visitor Information Centers. These will also be available for use at trade shows.

**Specifications:**

- Size: 8.5"x14"
- Ink: full color on one side
- Stock: 60# uncoated text
- Bindery: pad in 50's
- Qty: 15,000

**Measurable 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.*

**Marketing Plan Support:**

This project helps cross sell our destination lures and area attractions. It helps us reach our marketing goals of promoting this as a year round destination and hopefully extend the stay of our visitors.

**Does this project support the Strategic Plan? YES**

- A.3.2 Promote Off-Peak Weekend Getaway Packages/Events to "Nearby" Markets
- A.5.1 Refine Montana's Niche in the Destination Ski Market & Snowmobile Markets
- A.6.3 Use Local Historical/Cultural Attractions to Enhance Venue Offerings
- A.5.3 Expand "Alternative" Winter Activities

**Method of Project Evaluation**

- All maps are used within one-year and a demand for more becomes again prevalent.
- Increased inquires to call center and web site.

**Budget**

Publications  
 Graphic Design/Production..... \$200  
 Printing (Qty 15,000) ..... \$2,000

**Total Budget** ..... **\$2,200**



Approval Requested:	
XXX	Final
	Preliminary

**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Historical Downtown Kalispell Walking Tour  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... May 1, 2009

**Project Overview**

The Flathead CVB would like to be a co-op partner with the City of Kalispell, the Kalispell Downtown Association and the Kalispell Business Improvement District to re-design and produce an updated Historical Downtown Kalispell Walking Tour map. The project is being facilitated by the City of Kalispell. There will no ad sales. They will be printing 5,000 copies with the goal of a two-year shelf-life. These will be distributed at local Kalispell merchants, the Kalispell Chamber of Commerce, Kalispell City Hall, and the three Kalispell museums (Conrad Mansion, Hockaday Museum of Art & the Museum at Central School). Tabloid size (8.5" x 11" folded in half), one-color.

**Project Goals:**

- Provide information to out of area visitors which encourages them to experience the authenticity of Kalispell as a small western town where they are welcome to visit, shop and engage in the local community.
- Include a simple map of the historic properties to help tourists find points of interest and recognize Kalispell as a destination for heritage tourism.
- Make this free guide available at local merchants, the Kalispell Chamber of Commerce, City Hall, and the three Kalispell museums.

**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 project supports promoting our area attractions, which will increase awareness and hopefully increase the length of stay of our visitors.

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

This project meets the following objectives:

- Goal 1.1.a Expand partnerships with tourism business/attractions as co-op partners
- Goal 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- Goal 3.5 Identify actions and initiatives to reconnect families and youth with the outdoors, and identify ways to link outdoor programs with statewide science, math and language curriculum standards and initiatives;
- Goal 4.1 Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors;
- Goal 8.2 Implement improvements to make Montana communities more visitor-friendly;
- Goal 9.2 Foster opportunities to pool public and private marketing dollars.

**Method of Project Evaluation**

- Measure number of brochures distributed through the summer tourism season as indicator of interest;
- Survey downtown business owners at the end of the summer tourism season for their perceptions of quality of the product and value as a tourism draw.

**Budget**

Publication Design/Production..... \$1,000  
(Printing will be funded by other co-op partners)

**Total Budget** ..... **\$1,000**



Approval Requested:	
	Final
XXX	Preliminary

ORGANIZATION NAME ..... Flathead CVB  
 PROJECT NAME ..... Press Trips  
 APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
 DATE SUBMITTED ..... May 1, 2009

**Project Overview**

The Flathead CVB will identify and host writers/photographers on individual press trips developed to their editorial needs. Targeted publications include regional newspapers, magazines and electronic media, as well as niche publications that support the targeted demographics listed in our marketing plan. Efforts will also be made to co-op with FCVB members, Whitefish CVB, Glacier Country and Travel Montana were available and financially feasible.

**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**

Press Trips are in support of our Public Relations efforts. The goal of a press trip is to achieve editorial coverage, which is invaluable and the FCVB would not be able to afford such coverage in advertising alone. We will invite Travel Writers that are targeted based on their ability to reach our demographic and geographic markets.

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

This project meets the following objectives:

- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.d Target travel media to increase visibility of MT as leisure travel destination
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

Written editorial

**Budget**

Public Relations: Press Trips	
Meals.....	\$400
Lodging.....	\$400
Misc (Entrance Fees, Transportation, etc).....	\$200
.....	
<b>Total Budget .....</b>	<b>\$1,000</b>

*Any additional funding needs will be supplemented with private funds, generated through FCVB membership.*



Approval Requested:

XXX      Final  
  
            Preliminary

**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... PR Contract  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... May 1, 2009

**Project Overview**

The FCVB would contract with a Public Relations Specialist to write Press Releases based on subject matter provide by the FCVB. The goal is to create 1-2 press releases per month and submit story ideas based on editorial calendars.

**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**

Public Relations (PR) is a defined marketing method. PR provides invaluable exposure to the Flathead Valley, that the FCVB could not purchase in advertising alone. Press Releases will be targeted to our demographic markets.

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

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

Written Editorial Content

**Budget**

Public Relations  
PR Contract ..... \$3,500

**Total Budget** ..... \$3,500



Approval Requested:	
XXX	Final
	Preliminary

ORGANIZATION NAME ..... Flathead CVB  
 PROJECT NAME ..... CleanPix: Photo Library & Presssuite.com  
 APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
 DATE SUBMITTED ..... May 1, 2009

**Project Overview**

The Flathead CVB would like to renew its contract with CleanPix, which is an on-line media photo gallery that provides an immediate response to editorial requests and tracks who downloaded what and when. In FY'08 the FCVB had over 700 photos downloaded for editorial purposes. In addition, the FCVB would like to subscribe to another service that Cleanpix offers – Presssuite.com which distributes press releases to over 2,500 travel writers/publications electronically. [www.cleanpix.com](http://www.cleanpix.com)

**Photo Library**

The CleanPix service helps PR and Marketing Professionals organize, store and deliver all their marketing collateral or media assets, such as pictures, logos, videos and ad templates. It works immediately and easily. With CleanPix, all marketing assets can be easily catalogued and searched with keywords and thumbnail previews. Each asset with its caption information is delivered in multiple formats so that the right file, in the right format, is instantly available for internal and external use.

**Pressuite.com media marketplace**

This is a press-ready photo & story source dedicated to the media. Journalists, members of pressuite.com, can now search and find hundreds of press-ready photos linked to news briefs posted by CleanPix clients every day. Pressuite.com is a smart and simple website designed for media professionals to get their stories out with the pictures they need. To date, there are 2,500 travel writers/publications that subscribe.

**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**

- Provides photographic and editorial support, as well as a means of distribution to better promote the Flathead Valley and enhance our public relations efforts.

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

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.d Target travel media to increase visibility of MT as leisure travel destination
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

- Tracking of Downloads (who & when)
- Written Articles

**Budget - Public Relations**

Annual Contract Photo Library .....	\$2,700
Pressbriefs.com .....	\$500
<b>Total =</b>	<b>\$3,200</b>



Approval Requested:	
XXX	Final
	Preliminary

ORGANIZATION NAME ..... Flathead CVB  
 PROJECT NAME ..... Internet Advertising  
 APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
 DATE SUBMITTED ..... May 1, 2009

**Project Overview**

ITRR shows that the Internet is a primary source of travel vacation research. The FCVB would like to request preliminary approval to begin advertising on various consumer travel & group travel web sites to increase exposure to the Montana's Flathead Valley.

The Flathead CVB has identified at least two projects

1. Gordonsguide.com: Following the lead of Travel Montana, the FCVB would like to promote our Vacation Travel Guide on this site. They have discounted this year long opportunity from \$5k to just \$1k to garner more MT travel partners. We will receive daily requests for travel guides.
2. Facebook.com: The FCVB has created a Facebook account for the FCVB. The FCVB would like to create an ad campaign on Facebook.com to drive traffic to our website ([www.montanafatheadvalley.com](http://www.montanafatheadvalley.com)). This campaign can be targeted by age, gender, location, interests and more. The FCVB would like to purchase \$500 worth of impressions (CPM) during key periods to promote spring/fall/winter seasons.

**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**

Both Gordonsguide.com and Facebook.com are new marketing opportunities, but highly recommended. Both will achieve our goal to use the internet to reach our target markets.

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

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

- Quantifiable lead generation
- Measurable traffic to the FCVB Web Site from Ad Sources

**Budget**

Internet Advertising  
 Gordonsguide.com ..... \$1,000  
 Facebook.com ..... \$500  
 TBD ..... \$100 (project application will be submitted)

**Total Budget** ..... **\$1,600**



Approval Requested:	
XXX	Final
	Preliminary

**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME** ..... Telemarketing/Fulfillment  
**APPLICATION COMPLETED BY** ..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED** ..... May 1, 2009

**Project Overview**

The Flathead CVB continues to maintain an aggressive telemarketing fulfillment program. In spite of increased web use to plan vacations, studies show that the conversion rate is higher when a well-trained, knowledgeable travel counselor responds to inquiries. The FCVB continues its contract with M.A.R.S. Stout of Missoula for fulfillment services including:

- Responding to all toll-free inquiries with qualified travel counselors
- Data entry of all inquiries from the web site and call center
- Fulfillment of all inquiries by mailing the vacation travel guide
- Fulfillment of international inquiries via fax and email
- Monthly reports tracking inquiries according to interest and point of origin.

**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**

The travel councilors at MARS Stout help educate and inform our visitors on our destination lures and area attractions, which in turns enhances their stay and hopefully results in a longer stay and return visit in the seasons to come.

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

This project meets the following objectives:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

**Method of Project Evaluation**

Quantifiable lead generation

**Budget**

Telemarketing/Fulfillment	
Phone/Fax .....	\$500
Postage .....	\$12,000
Fulfillment by Contractor.....	\$11,000
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<b>Total Budget</b>	<b>\$23,500</b>