



Approval Requested:	
XXX	Final
	Preliminary

ORGANIZATION NAME ..... Flathead CVB  
PROJECT NAME ..... SkyWest Magazine  
APPLICATION COMPLETED BY ..... Dori Muehlhof, Executive Director  
DATE SUBMITTED ..... February 16, 2010

**Project Overview**

The Flathead CVB would like to use Joint Venture Funds to participate in a co-op with Glacier Country on the following project:

**United Express - SkyWest Magazine**

SkyWest is the in-flight magazine for the United Express air routes originating from Denver and covering the northwest, including Montana. It is published every other month and the editorial mission is to cover more of America's "best" places, including information on travel, events, restaurants, business opportunities and more. Circulation: 2,000,000

July/August 2010

- Editorial feature on Flathead Lake
- Plus additional editorial on Budget Vacations
- July/August issue 1/2 page double truck ad
- 1/2 of the page would be for Glacier Country; 1/2 would be for co-op partners
- Each would receive a 1/6 page ad
- This publication does not have in-book reader service
- Price: \$ 878

**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 reaches our target 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.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**

SkyWest Magazine Co-op	\$878	(Joint Ventures)
<b>Total Budget</b>	<b>\$878</b>	