



OK Joint Venture with MOT  
8/21/09

Approval Requested:	
XXX	Final
	Preliminary

**ORGANIZATION NAME** ..... Flathead CVB  
**PROJECT NAME**..... Group FAM Trips: Friends Int'l Tours  
**APPLICATION COMPLETED BY**..... Dori Muehlhof, Executive Director  
**DATE SUBMITTED**..... May 1, 2009

**Project Overview**

The Flathead CVB is doing a co-operative Group Leader FAM trip with Glacier Country and Travel Montana.

Here's more info on the group:

- Friends International Tours
- 25 group leaders from OK, AR, TX + Step on Guide (Gail Metcalf, Flathead Travel)
- Group Leader – Glenda Carr (She has a successful Canadian Rockies Tour and hopes to now promote a GNP, MT, WY tour as well)

Attached: Rooming List & Flathead Valley Itinerary

**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 (See full budget worksheet attached)

Lodging.....\$4,000  
 Misc: Baggage Handling..... \$500  
 Misc: GNP Entrance Fee.....\$200  
 Misc: Museum Entrance Fees .....\$300

**Total Budget ..... \$5,000**

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

**Flathead Convention & Visitor Bureau**  
 15 Depot Park, Kalispell, MT 59901  
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[fcbv@fcbv.org](mailto:fcbv@fcbv.org) [www.montanafatheadvalley.com](http://www.montanafatheadvalley.com)

## Friends International Tours – Group Leader FAM

Leader: Glenda Carr

24 ppl + Driver + Guide (Gail Metcalf, Flathead Travel)

Wednesday - Sept 16<sup>th</sup>, 2009

- Arrival by air FCA
- Lodging Red Lion Hotel, Kalispell
- Meals on own

Thursday – Sept 17<sup>th</sup>, 2009 – Glacier National Park Day

- Breakfast on own
- 11am Motorcoach to Apgar Visitor Center – Ranger Welcome
- 11:30am Drive to Lake McDonald
- 12noon Glacier Park Boat Trip
  - Box Lunch provided by GPI
- 2pm Red Bus Tour (LMD>LP>LMD)
- 7pm Group Dinner Blue Canyon/Hilton
- Overnight Hilton Garden Inn, Kalispell

Friday – Sept 18<sup>th</sup>, 2009 – Arts & Culture Day

- Breakfast on own
- 9am Tour Hampton Inn
- 10am Tour Kalispell Grand Hotel
- 11am Tour Conrad Mansion
- 12n Catered Lunch at Conrad Mansion by Fabulous Food
- 2pm Tour Hockaday Museum of Art
- 3pm Tour Museum at Central School
- 7pm Dinner Grouse Mountain Lodge
- Overnight Grouse Mountain Lodge, Whitefish

Saturday – Sept 19<sup>th</sup> – Whitefish Day

- Breakfast on own
- 9am Tour Best Western Rocky Mtn Lodge:
- 10am Tour Pine Lodge
- 11am Gondola Ride/Lunch Whitefish Mountain Resort
- 5pm Dinner Café Kandahar
- Overnight Kintla Lodge, Whitefish Mtn Resort

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### Participants:

- |                   |                         |
|-------------------|-------------------------|
| 1 Ellen Chitwood  | 14 Mary Rust            |
| 2 Ann Maxwell     | 15 Ron Nagle            |
| 3 Donald Hill     | 16 Joyce Nagle          |
| 4 Polly Hill      | 17 Jack Sout            |
| 5 Bettie Jo Jones | 18 Jody Stout           |
| 6 Nancy Brown     | 19 Edward Roseborough   |
| 7 Eva McGinnis    | 20 Betty Roseborough    |
| 8 Kay Linhart     | 21 Olan Todd            |
| 9 Fran Milner     | 22 Helen Todd           |
| 10 Carroll Milner | 23 Don Summers - DRIVER |
| 11 Glenda Carr    | 24 Betty Warren         |
| 12 Don Carr       | 25 Waldo Warren         |
| 13 Joy Price      |                         |

### Flathead Convention & Visitor Bureau

15 Depot Park, Kalispell, MT 59901

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