

ORGANIZATION NAMEKalispell Chamber/CVB
PROJECT NAMEConsumer/Leisure Mktg: Trade Show
APPLICATION COMPLETED BY.....Joe Unterreiner
DATE SUBMITTED.....October 7, 2010



Project Overview

The Kalispell Chamber/CVB is attending a consumer lifestyle trade show in Calgary targeted at baby boomers and seniors titled The 50 Plus Living Show. The Kalispell TBID members are invited to attend, exhibit partners will pay their own travel costs. All opt-in leads generated at the show will be made available to all Kalispell lodging facilities.

Calgary is consistently a strong feeder market to our hotels, and this age group corresponds with the state and local data for leisure traveler visitor target. Goal is to increase awareness of Kalispell as a lodging destination when visiting the Flathead Valley.

Project Objectives

- Increase lodging occupancy in Kalispell by 2%
 - Measured by the STR Global “Destination Reports”.
 - Generate 100 qualified motorcoach group leads
 - Create a promotional database of 2,000+ leisure travelers

Support of the Kalispell Chamber/CVB 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 MTOT 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
- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 9.2 Foster opportunities to pool public and private marketing dollars
- 9.3 Enhance funding for region and CVB marketing efforts

Method of Project Evaluation

Quantifiable lead generation

Budget

Trade Show (Exhibit Fee).....	\$800
Lodging.....	\$275
Per Diem.....	\$125
Parking pass.....	\$25
Booth enhancements.....	\$50
Miscellaneous.....	\$25

Total Budget **\$1,300**