

## Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau  
Project Name Consumer Marketing – Travel Show  
Application Completed by Diane Medler

<b>Approval Requested</b>	
<u>  X  </u>	Final
<u>      </u>	Preliminary

The KCVB will attend the Calgary Women’s Show, a travel show which attracts @ 10,000 attendees interested in health, beauty and travel. We will be partnering with Kalispell Regional Medical Center’s medial tourism coordinator to share a booth. KRMC attended the show last spring and had excellent results. This show fits Kalispell’s target markets criteria and allows us to educate potential visitors about our destination, distribute visitor guides and collect opt-in leads.

### Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Create a Kalispell opt-in subscriber base of 1,000 individuals from key markets
- Implement DiscoverKalispell.com and grow unique visitors month over month
- Generate publicity placement in target markets

Refer to the portions of your marketing plan, which support this project.

This project supports our goal and mission to increase awareness of Kalispell as a travel destination and to drive inquiries and increase visitations during shoulder seasons. Enables us to communicate our amenities and attractions and promote packages and events to a highly targeted audience. Provides the opportunity to seek marketing opportunities and partnerships with other tourism organizations.

How does this project support the Strategic Plan?

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.c Attend consumer travel shows targeting high value, low impact visitors
- 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

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

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.

Detail pages attached No  
Budget page attached Yes

**KCVB PROJECT BUDGET FY 12  
CONSUMER MARKETING  
TRAVEL SHOW**

	State Tourism Funds	Other Funds	Total
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**MARKETING/ADVERTISING:**

Booth rental	\$700	+		\$0	=	\$700
<b>TOTAL</b>	<b>\$700</b>			<b>\$0</b>		<b>\$700</b>

**TRAVEL:**

Transportation, meals, lodging	\$200	+		\$0	=	\$200
<b>TOTAL</b>	<b>\$200</b>			<b>\$0</b>		<b>\$200</b>

**OTHER:**

Misc, shipping	\$100	+		\$0	=	\$100
<b>TOTAL</b>	<b>\$100</b>			<b>\$0</b>		<b>\$100</b>

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<b>REGION/CVB</b>	<b>PROJECT TOTAL</b>	<b>\$1,000</b>	<b>+</b>		<b>\$0</b>	<b>=</b>	<b>\$1,000</b>
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