

Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau

Project Name Publications – Kalispell map

Application Completed by Diane Medler

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Publication: KCVB tear-off map including Flathead Valley map on front and detailed Kalispell map and list of hotels on reverse. Maps also identify our public assembly venues and other attractions such as golf, skiing, lakes, retail centers, historic points of interest and state parks.

Quantity: 7,500

Size: 8.5" x 14"

Ad Sales: NO

Distribution Plan: Kalispell VIC, airport VIC, trade and travel shows, presentation materials

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
- Generate 100 qualified meeting planner leads
- Generate 6,700 room night bookings through groups, meetings and tournaments

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

This project supports our goals to increase awareness of Kalispell's historic, cultural and recreational attractions and activities, to drive inquiries and increasing visitations during shoulder seasons by the leisure and group segments.

Provides an effective means to promote packages, events and sample itineraries as well as Kalispell's proximity to Glacier National Park and the Canadian border.

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.b Continue winter marketing, promoting Montana as a superb winter destination
 - 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
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
 - 1.3.d Create cooperative marketing campaigns between agriculture and tourism
- 1.4 Improve Montana's Visitor Information System to extend visitor stays and spending
 - 1.4.d. Use technology to enhance Montana visitor information and 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
 - 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.

Detail pages attached No
Budget page attached Yes

**KCVB PROJECT BUDGET FY 12
PUBLICATIONS
KALISPELL MAP**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Creative	\$800.00	+	\$0	=	\$800.00
Printing	\$980.20	+	\$0	=	\$980.20
TOTAL	\$1780.20		\$0		\$1780.20

REGION/CVB	PROJECT TOTAL	\$1780.20		\$0	\$1780.20
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