

## Application for projects over \$500

Organization Name Kalispell Convention & Visitor Bureau

Project Name Publicity/Public Relations – Publicity

Application Completed by Diane Medler

### Approval Requested

Final

Preliminary

The KCVB will develop a drive market publicity campaign to generate interest in Kalispell as a travel destination when considering a trip to Glacier Park and the Flathead Valley. Evaluation of this project will be achieved by tracking editorial produced within our target markets. This campaign may include but is not limited to:

- Development and submission of releases/story pitches for targeted publications and blogs directed at promoting our attractions and events in the shoulder and winter seasons
- Generate an earned media report to present to KCVB stakeholders
- Work with MTOT and Glacier Country when applicable to maximize press opportunities

KCVB will submit to the following publications and blogs. Not limited to list below, other submissions will be generated as opportunities present themselves.

Spokesman Review	Source Weekly, Bend
Montana Magazine	Idaho Statesman
Treasure Valley Family, Boise	Prime Magazine
The Daily Courier, Kelowna, B.C.	Spokane Coeur d' Alene Living
The Calgary Sun	John Gottberg's blog
Outdoor blog	Rocky Barker's blog
C&I blog	Family Travel blog
Frugal Traveler blog	Senior Travel blog

### 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 generate awareness of the Kalispell Brand and increase visitations to Kalispell's historic, cultural and recreational attractions and activities particularly during the shoulder and winter seasons by generating publicity in our target markets. Publicity will serve to inform visitors of Kalispell's proximity to Glacier National Park and Kalispell's mix of proximity, city comfort, affordability and discovery.

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
  - 1.2.d Target travel media to increase visibility of MT as leisure travel destination
- 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.

Goal 9: Increase funding to maintain sustainable tourism and recreation.

- 9.2 Foster opportunities to pool public and private marketing dollars

**Detail pages attached** No

**KCVB PROJECT BUDGET FY 12  
PUBLICITY/PUBLIC  
RELATIONS  
PUBLICITY**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Publicity	\$4,800	+	\$5,000	=	\$9,800
<b>REGION/CVB</b>					
<b>PROJECT TOTAL</b>	<b>\$4,800</b>	<b>+</b>	<b>\$5,000</b>		<b>\$9,800</b>