

ORGANIZATION NAME: Missouri River Country

Approval Requested

APPLICATION COMPLETED BY: Carla Hunsley

Final

Preliminary

PROJECT NAME: FY11 Publicity - FAM Trip Participation – **Riding the Rails AMTRAK FAM**

Need for the project:

Publicity achieved by Missouri River Country as a result of successful familiarization (FAM) trips continues to increase. This project is a joint venture between Russell, Glacier and Missouri River Countries and Montana Office of Tourism. Inbound transportation will be paid for by MTOT, AMTRAK will provide train tickets and each tourism region will cover costs in their respective areas. The budget for this project will come from our FY11 FAM Budget project which has preliminary approval.

We will provide media representatives with information and experiences for travel articles. Evaluation of this FAM trip will be done by tracking the value of earned media. A few of our recent FAM trip publicity successes include *New West Travel & Outdoors*, with Bill Schnieder and *Via with Chris Wolstad*.

Objectives in Marketing Plan that support this project:

- Increase the amount of Bed Tax collections in FY11 by 5% over FY10
- Achieve at least \$15,000 in Publicity Values from our planned FAM tours
- Distribute at least ten press kits to qualified media leads

Portions of Marketing Plan supporting this project:

- 1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.
- 2) Promote and support Missouri River Country's newer attractions, including the Fort Peck Interpretive Center & Museum, the Great Plains Dinosaur Museum, the Dinosaur Trail and the Northeast Montana Birding Trail.
- 3) Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.
- 7) Gain feature stories in regional and national consumer publications about events and attractions that expose our region's unique attractions (particularly our expanding Dinosaur attractions).

This project supports the following Strategic Plan Goal(s):

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 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.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

PROJECT BUDGET:

FY11 PUBLICITY - FAM TRIP PARTICIPATION – Riding the Rails AMTRAK FAM

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Meals	\$ 500		\$ 500
Lodging	560		\$ 560
Car rental	400		\$ 400
Transportation	100		\$ 100
Gas	100		\$ 100
Fees	50		\$ 50
Miscellaneous (beverages, snacks, other)	40		<u>\$ 40</u>
TOTAL			\$ 1,750