

Approved Audits/Applications Committee 5/25/09

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 Opportunity Marketing – Sunset Ad

Approval Requested

<input checked="" type="checkbox"/> Final

<input type="checkbox"/> Preliminary

Need for the project:

Russell Country is seeking final approval to place a print ad in Sunset Magazine, August 2009 issue, which will profile the epic Ken Burns documentary on America's National Parks. Our 4" x 4C ad will be in the travel directory area of a pull-out section on national parks. The ad will reach Sunset's full circulation of 1,200,000 and will have reader service and online reader service. All of our print ads carry our toll free number and our web address.

With our location in the corridor between Glacier National Park and Yellowstone National Park we feel this ad would be an excellent opportunity for our tourism region.

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Increase visitor sessions to our website by 15%.

Portions of Marketing Plan supporting this project:

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

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

This project supports the following Strategic Plan Goals:

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

Goal #4.1 – Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached: Yes

