

Approved Audits/Applications Committee 12/15/09

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY10 Opportunity Marketing - RMI

Approval Requested

Final

Preliminary

Need for the project:

Russell Country will support the efforts of the Great Falls CVB and Montana Office of Tourism to host Rocky Mountain International in the region and we will also attend the event as a supplier.

Rocky Mountain International rotates their marketplace annually between 4 states and Great Falls will be the host city in April 2010. Personal contact with the international tour operators and travel agents who attend RMI will showcase our tourism product to this market.

Several strengths that support Russell Country's efforts to promote to international visitors include: our close location to Calgary, Alberta, a gateway airport for many international flights, the Great Falls International Airport, our 24-hour port of entry in the region, and our western/cowboy/Indian product that has great appeal to European travelers.

We realize that the Great Falls CVB and MT Office of Tourism will have large costs to host RMI. Our financial support will help defray transportation costs between host hotels daily, transportation to evening venues, transportation to several outlying communities in Russell Country when the FAM trip is conducted, and other allowable costs needed to host the event.

Our participation in RMI will be evaluated by the number of tour operators/agents that we will meet with in the marketplace and by the number of follow-up queries we will have. Leads generated from our RMI attendance will be shared with our tourism product providers via email.

We are seeking final approval for this project.

Objective in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 4% per year until 2012.
- Build nonresident visitation by 10% in off-peak seasons by 2012.
- Increase Russell Country's presence at trade shows by attracting one additional exhibit partner to share costs for each show attended.
- Achieve a 3:1 ratio for using our travel planner CD at travel shows, i.e., for each 3 paper planners handed out, hand out one CD.

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 #3 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations and businesses.

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 Goal(s):

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

Goal #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

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

Goal #5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Goal #9.2 – Foster opportunities to pool public and private marketing dollars.

Goal #10.2 – Create public/private/tribal partnerships for cooperative project implementation.

Detail pages attached: Yes

PROJECT BUDGET:

FY10 OPPORTUNITY MARKETING – RMI

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
----------------------	----------------------------	--------------------	--------------

Rocky Mountain International Expenses

Event support	\$5,000.00	\$5,000.00	
---------------	------------	------------	--

Marketplace attendance	\$ 475.00	\$ 475.00	
------------------------	-----------	-----------	--

PROJECT TOTAL		\$5,475.00	
----------------------	--	-------------------	--

Note: since RMI is located in Great Falls there will be no travel costs associated with our marketplace attendance.