

ORGANIZATION NAME: Russell Country

Approval Requested

APPLICATION COMPLETED BY: Gayle Fisher

Final

PROJECT NAME: FY11 Consumer Advertising Trade Shows

Preliminary

Need for the project:

Russell Country will continue to attend consumer trade shows in partnership with other tourism providers, both public and private. Personal contact with potential travelers has been highly effective to disseminate information about Russell Country's vacation product. Booth space fees and associated exhibit costs will be shared with our partners.

Shows attended during FY10 were the International Sportsmen's Expo in Denver, CO, International Sportsmen's Expo in Phoenix, AZ, Outdoor Adventure Travel Show in Calgary, Alberta and Rocky Mountain International in Great Falls, MT. Booth space at shows was co-located with other Montana tourism suppliers. The Great Falls International Airport assisted us financially on three of the shows.

Our consumer show attendance is evaluated by total attendance at the show and by the quantity of material we give out to interested travelers. Shows are selected based on our target markets, transportation corridors and demographics.

We are seeking final approval to attend the International Sportsmen's Expo-Phoenix, AZ February 24-27, 2011. We attended this show last year and had strong interest in our booth. Montana is a prime location, particularly summer and fall, for those seeking escape from overheated climate zones. Russell Country also has good air travel connections to this market with Allegiant Air, Delta and United Airlines. This show will reach sportsmen, outdoor enthusiasts and general leisure travelers. We have secured an exhibit partner who will share the booth fee and also send someone to help staff the show.

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.

Goal #6 – Continue our successful FAM trips and travel show attendance.

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:

FY11 CONSUMER ADVERTISING TRADE SHOWS – ISE SHOW, PHOENIX, AZ

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Trade Show Expenses

Booth space	\$ 650.00		\$ 650.00
Booth Accessories (chairs/table)	200.00		200.00
Materials handling/drayage fee	250.00		250.00
Shipping-booth and literature	500.00		500.00
Air Transportation	450.00		450.00
Ground Transportation	100.00		100.00
Lodging	600.00		600.00
Per Diem	180.00		180.00
Miscellaneous	25.00		25.00
(miscellaneous expenses would include items such as shipping charges and delivery charges)			

PROJECT TOTAL			\$2,955.00
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