

**ORGANIZATION NAME:** Russell Country

Approval Requested

**APPLICATION COMPLETED BY:** Gayle Fisher

Final

Preliminary

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

*Need for the project:*

Publicity achieved by Russell 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 Publicity-FAM Trip 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. As noted in our FY11 marketing plan, a few of our recent FAM trip publicity successes include:

| <b>Publication</b>                     | <b>Date</b>      | <b>Article</b>                         | <b>Size</b>       |
|--|------------------|--|-------------------|
| True West Magazine<br>photos           | Oct 2009         | Following Charlie Russell's Paintbrush | 4 2/3 pgs – color |
| Minneapolis Star Tribune.com<br>photos | Nov 2009         | Montana's Mixed Bag Bird Hunt          | 3 pages – color   |
| Pheasants Forever.com<br>photos        | Nov 2009         | Island Hopping for Pheasants           | 2 pages – color   |
| Outdoor Life.com<br>photo              | Nov 2009         | Shep's Vigil                           | 2 pages – color   |
| KFAN Radio                             | Nov 2009<br>show | Bird Hunting in Montana                | 2 hour live radio |
| The Bird Hunting Report                | Feb 2010         | Bird Bustin' Near the Breaks           | 1 2/3 pages       |

*Objectives 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.
- Coordinate a minimum of 3 group FAM trips with each participant generating at least one article in the 12 months following the trip.

*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.

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 #1.2.d – Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

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

Goal #7.4 – Increase use of passenger rail and transit services in Montana.

**Detail pages attached: Yes**

**PROJECT BUDGET:**

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

| <b>PROJECT COSTS</b>                        | <b>STATE TOURISM FUNDS</b> | <b>OTHER FUNDS</b> | <b>TOTAL</b>    |
|---|----------------------------|--------------------|-----------------|
| Meals                                       | \$ 450                     |                    | \$ 450          |
| Lodging                                     | 475                        |                    | \$ 475          |
| Car rental                                  | 205                        |                    | \$ 205          |
| Gas for gar                                 | 80                         |                    | \$ 80           |
| Activities<br>(game drive, sundowner)       | 60                         |                    | \$ 60           |
| Miscellaneous<br>(beverages, snacks, other) | 30                         |                    | <u>\$ 30</u>    |
| <b>TOTAL</b>                                |                            |                    | <b>\$ 1,300</b> |