

**ORGANIZATION NAME:** Russell Country

Approval Requested

**APPLICATION COMPLETED BY:** Gayle Fisher

Final

Preliminary

**PROJECT NAME:** FY12 Consumer Advertising Travel Shows

*Need for the project:*

Russell Country will continue to attend consumer travel shows, seeking exhibit partners with other tourism providers, both public and private. Personal contact with potential travelers, travel agents and tour operators 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.

Our retractable banners used at travel shows were redesigned in FY11. The only show attended during FY11 was the International Sportsmen's Expo in Phoenix, AZ.

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 Denver International Sportsman's Expo (CO), Washington Sportsman's Show (WA), Adventure in Travel Expo (San Francisco, CA) and the Salt Lake City Sportsman's Expo (UT). We have secured the following exhibit and/or financial partners to attend these shows: Great Falls CVB, Great Falls International Airport and Great Falls Tourism BID.

*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:**

**FY12 CONSUMER ADVERTISING TRAVEL SHOWS**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Travel Show Expenses</b>			
<b><u>Denver Intl Sportsmans Expo</u></b>			
Booth space, carpet, electricity	\$ 450.00		\$ 450.00
Transportation-Air & Ground	\$ 460.00		\$ 460.00
Lodging, Per Diem	\$ 900.00		\$ 900.00
Shipping	\$ 400.00		\$ 400.00
Misc. Expenses	\$ 25.00		\$ 25.00
<b><u>WA Sportsman Show</u></b>			
Booth space, carpet, electricity	\$ 367.00		\$ 367.00
Transportation-Air & Ground	\$ 700.00		\$ 700.00
Lodging, Per Diem	\$ 950.00		\$ 950.00
Shipping	\$ 400.00		\$ 400.00
Misc. Expenses	\$ 25.00		\$ 25.00
<b><u>Adv Travel Expo-SanFran, CA</u></b>			
Booth space, carpet, electricity	\$1,159.00		\$1,159.00
Transportation-Air & Ground	\$ 530.00		\$ 530.00
Lodging, Per Diem	\$ 860.00		\$ 860.00
Shipping	\$ 500.00		\$ 500.00
Misc. Expenses	\$ 25.00		\$ 25.00
<b><u>Salt Lake City Intl Sportsmans Expo</u></b>			
Booth Space, carpet, electricity (TBID exp)	\$ 0		\$ 0
Transportation-Air & Ground	\$ 460.00		\$ 460.00
Lodging, Per Diem	\$ 800.00		\$ 800.00
Shipping	\$ 400.00		\$ 400.00
Misc. Expenses	\$ 25.00		\$ 25.00
<b>PROJECT TOTAL</b>			<b>\$9,436.00</b>