

Approval Requested

 X Final

 Preliminary

Organization Name: YELLOWSTONE COUNTRY

**Project Name: FY 12 JOINT VENTURES—MTOT Winter Print Co-ops
National Geographic Traveler**

Application Completed by: Robin Hoover 9-1-11

YCFMI requests approval to spend **\$48,780.00** to participate in the MTOT winter **National Geographic Traveler Magazine** print co-op option. The placement will be in the Nov/Dec 2011 winter travel guide issue. The co-op options were for ½, 1/3, & ¼ page advertorials. However, due to Yellowstone Country's participation in the MT section in 2010, we have been able to negotiate a full-page, with matching space, for the same price as last year. We received 20,000 leads from last year's placement, which was designed to showcase all three of our big three winter activities: Alpine & Nordic skiing and snowmobiling. We will again market all three activities, but with a slightly different focus. The advertorial will focus primarily on alpine skiing, with sub-sections highlighting Nordic skiing & snowmobiling, as well as the Yellowstone National Park winter experience.

We feel it is important to continue our presence in the winter issues. Based on percentage of readership coverage, (not circulation), and the rating index, here is the data showing the readership interest in these activities:

- **X-Country skiing** indexed at 162, with a readership coverage of 5.5%
- **Snowmobiling** indexed at 151, with 5.1%
- **Alpine/downhill** indexed at 126, with a readership coverage percentage of 4.3%.

The mission of YCFMI is to market and promote the region as a preferred vacation destination for visitors and residents. Yellowstone Country promotes the an activity-oriented, nature- based vacation destination for active travelers and residents wishing to experience our natural scenic beauty and the recreational opportunities which abound in the greater Yellowstone National Park region.

Engaged consumers will be driven to the Yellowstone Country website and a series of landing pages specific to the activity. These landing pages, and additional "feature" pages, will contain relevant information about the targeted activity, locations, and business links. Advertorial copy will further support the Yellowstone Country brand proposition, "**America's 1st Playground,**" by promoting our specific winter experiences including Alpine & Nordic skiing and snowmobiling.

Objectives (must be measurable)

- Generate a new number of visitors to the micro-site (yellowstonecountry.net/winter) in order to benchmark performance for future improvement.
- Increase the number of Yellowstone Country winter visitors by 2% (specifically alpine skiing, nordic skiing and snowmobiling)

Refer to the portions of your marketing plan, which support this project.

The following goals within the marketing plan support this project

1. Attract new tourism dollars into the region.
2. Increase tourism dollars by extending lengths of stay in the region.
3. Target adventure-based travelers in regional marketing efforts.
4. Continue to promote “America’s 1st Playground” as theme in marketing campaigns.
5. Develop & implement consistent regional brands that focus on the diverse communities & attractions within the broader tourism region.
6. Maximize efficiency of dollars spent to promote tourism by implementing marketing campaigns that include specific ROI objectives.

How does this project support the Strategic Plan?

Yellowstone Country believes that this marketing program has the potential to support all aspects of the strategic plan, although it addresses these specific points:

- **Goal 1:** Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.
Goal 1.1: Implement highly targeted consumer advertising/promotion campaigns
Goal 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
- **Goal 5:** Support appropriate tourism business growth, including new tourism products and services for target customer markets

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

REQUIRED SPECS FOR PROJECTS

Full page, 4 color ad (Nov/Dec) issue

Full page advertorial

Web Marketplace exposure which includes photos, links, and 150 word write up

**YELLOWSTONE COUNTRY PROJECT BUDGET
FY 12 JOINT VENTURES-MTOT Winter Print NGT Co-op**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0				\$0
National Geographic Traveler	\$32,640	+	\$0	=	\$32,640
agency media commission	\$5,760				\$5,760
Photo selection	\$760	+	\$0	=	\$760
Photography	\$4,300	+	\$0	=	\$4,300
Copywriting/editing	\$380	+	\$0	=	\$380
Layout design	\$1,140	+	\$0	=	\$1,140
Account management	\$3,800				\$3,800
TOTAL	\$48,780		\$0		\$48,780

OTHER:					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
TOTAL					

REGION/CVB	PROJECT				
TOTAL		\$48,870.00	+	\$0	\$48,780.00