



MONTANA

# Montana Cross-Agency Data Dashboard April-June 2015

## Overview

-The purpose of the Montana Cross-Agency Data Dashboard is to provide a complete snapshot of what is happening within the Montana Office of Tourism, what are the key travel indicators and how consumer-facing marketing initiatives are impacting those numbers.

-This report is intended for key stakeholders as well as agency partners-offering both a look back and a look forward and providing ongoing insights to guide future marketing initiatives.

## So What (Why is this important?) and Now What (What actionable steps are there?) Q2 2015

### OVERALL

WHAT? For Q2 2015, nonresident visitation, national park visitation and state park visitation all increased over Q2 2014. Following an increase in Paid Media, advertising awareness improved during the campaign both nationally and in key markets.

SO WHAT? These are all strong indicators that the quarter has seen increases in tourism and that the integrated marketing campaign, led by paid media, is creating awareness of Montana as a summer destination.

NOW WHAT? Conversion results are not yet available but will also be evaluated to determine the overall success of the MTOT marketing campaign.

### DISPLAY

WHAT? High impact and custom units continued to deliver strong results against key Montana targets, as evidenced by higher interaction rates compared to the same time last year.

SO WHAT? Strong results from Q2 show how engaging content, that uses third-party data to target on-the-go consumers, helps MTOT create experiences within relevant environments that lend credibility and visibility for the brand.

NOW WHAT? Moving forward, MTOT can continue to take advantage of first and third-party data to behaviorally target the right audience with the attention grabbing content that leads to higher engagement.

### SEARCH

WHAT? Q2 2015 was another efficient quarter as performance improved through higher click-through rates and a lower cost per click compared to the previous year.

SO WHAT? Efficiencies made to the buy led to one of the top performing quarters since Montana has been live with search ads.

NOW WHAT? Continue to run the Google Display Network campaign, pause under-performing keywords, and implement any new ad extensions that are offered in order to continue to see growth.

### SOCIAL

WHAT? Overall, seasonally relevant content featuring a unique perspective of Montana's landscape performed well on social in Q2, especially Instagram, but total engagements were down from the same time last year.

SO WHAT? Featuring content that not only shows what there is to see in Montana, but also what there is to do, generates excitement and positive sentiment from fans, especially during the warm season when residents and visitors are ready to go outside and explore.

NOW WHAT? Continue to share content that speaks to the season and showcases how visitors can be active in the beautiful landscape Montana has to offer while leveraging tactics that can help meet 2015 engagement goals for Twitter and Tumblr.

### PR

WHAT? Coming off the heels of an in-market media blitz and key market activation, Q2 boasted more impressions than the previous three quarters.

SO WHAT? By precluding winter and warm season campaigns with media blitzes, the PR team solidified relationships with key market influencers and outlets, securing summer media visits that resulted in feature-length and roundup stories highlighting Big Sky Country.

NOW WHAT? In order to keep Montana story angles top of mind, we should continue to connect with top-tier journalists throughout the year. We can do this via media events, media blitzes, personalized communications and outreach. By being consistently proactive, we can help facilitate editorial content.



# Executive Summary

## Summary and Insights

Metric	Q2 2014	Q2 2015	% Change
Media Spend	\$2,498,382	\$2,791,966	▲12%
Paid Search (Keyword)-Average Cost Per Click	\$0.86	\$0.81	▼6%
Paid Search (Keyword)-Average Click-Through Rate	0.88%	1.43%	▲62%
Digital Display-Average Click-Through Rate	0.22%	0.44%	▲100%
Social Engagements	903,727	857,024	▼5%*
Social Impressions	9,204,847	12,794,263	▲39%
PR-National Media Impressions	1,335,951,437	1,916,070,983	▲43%

-The following metrics for paid, owned, and earned media are a few of the key performance indicators and will continue to be evaluated each quarter.

**Media Spend:** Overall, Paid Media was up 12% from Q2 2014 due to a shift in OOH spending to April 2015. Print spend was also up over the same time last year, as the "It's Time" creative continued to be showcased in order to promote Montana as a summertime destination.

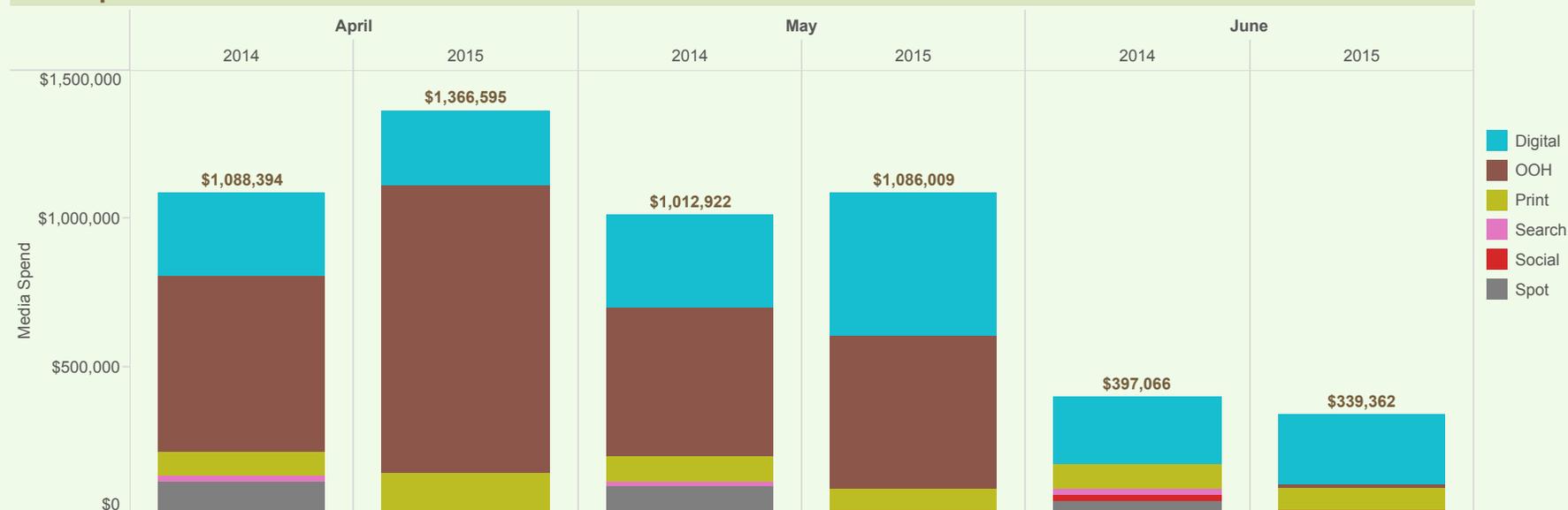
**Paid Media (Search and Digital):** The ability to target a relevant audience and extend the reach of Montana keywords with the Google Display Network led to strong increases in click-through-rates while providing spend efficiencies compared to the same time last year.

**Owned Media:** Total engagements decreased from 2014 due to drops in Facebook (-8%) and Twitter (-62%). On the other hand, Tumblr saw a 61% increase, while Instagram's engagements have improved drastically with a 917% increase from the same time last year. On top of the increased awareness of MTOT's Instagram account versus the same time last year, there was also paid media support on Instagram in May.

**Earned Media (PR):** With over 30% of the Q2 2015 PR stories being showcased in the Top Tier list of Geotravel publications, the number of total impressions for Montana increased 43% from Q2 2014.

\*Paid social media support started later in Q2 than normal, which contributed to engagements being down year over year.

## Media Spend Breakout



Source: Spark, not inclusive of International

**\$2,791,966**  
**April-June**  
**Media Spend**

## Paid Media Highlights

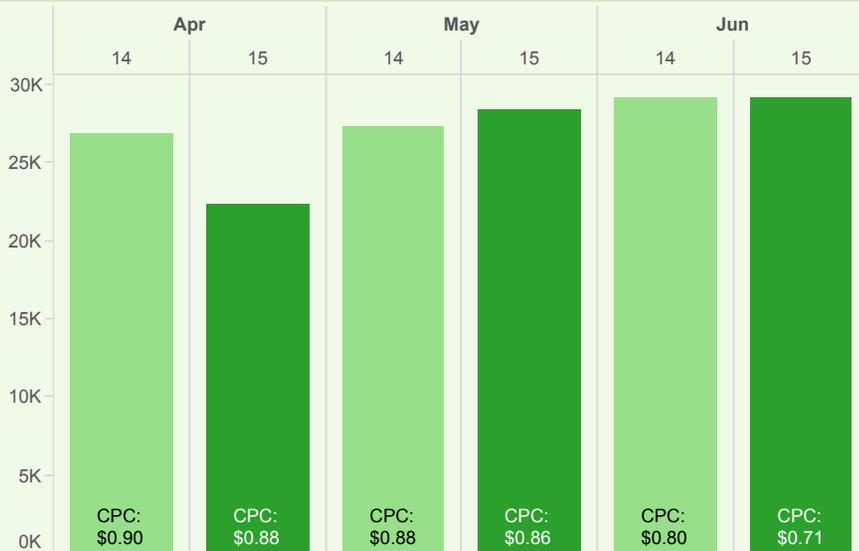
- OOH budget shifted from Q1 to early Q2 2015 and the placements generated a lot of "buzz"/press in Key Markets (Chicago, Seattle, and Minneapolis). The "Do It Outdoors" snapshot leveraged the #IdRatherBeinMT hashtag and garnered 753k impressions and 1,558 total mentions over the month of May.
- The "It's Time" creative continued to be showcased in Q2 2015 Print placements. Publications such as, Afar, National Geographic Traveler, Smithsonian and Runner's World continued to be leveraged, while Outside and Sunset were added to promote Montana as a summertime destination.
- Joint venture ads ran in the April issues of Nature Conservancy and Outside, as well as the May issue of National Geographic Traveler. This allowed for Montana placements to look more like an advertorial than a straight-up advertisement, with the Montana creative flowing in with the content.
- Mobile units continue to highlight Montana campaigns. PlaceIQ, Padsquad, and Opera were the main Mobile partners. Padsquad's high-impact, unique Mobile units integrated Montana into premiere, contextually relevant Mobile environments, boosting consideration and user interaction through their interactive features.

Source: Spark, not inclusive of International



# Paid Media

## Paid Search Clicks



## Paid Search Performance Q2 2014

	Clicks	Imps	CTR*	Avg. CTR	Cost	CPC*	Avg. CPC
<b>Apr</b>	26,870	4,668,489	0.58%	0.88%	\$24,144	\$0.90	\$0.86
<b>May</b>	27,236	2,540,689	1.07%	0.88%	\$24,086	\$0.88	\$0.86
<b>Jun</b>	29,172	2,238,040	1.30%	0.88%	\$23,395	\$0.80	\$0.86

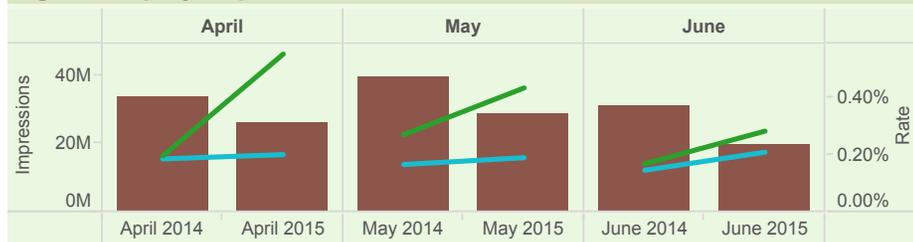
## Paid Search Performance Q2 2015

	Clicks	Imps	CTR*	Avg. CTR	Cost	CPC*	Avg. CPC
<b>Apr</b>	22,363	2,093,787	1.07%	1.43%	\$19,604	\$0.88	\$0.81
<b>May</b>	28,376	2,023,554	1.40%	1.43%	\$24,345	\$0.86	\$0.81
<b>Jun</b>	29,174	1,467,009	1.99%	1.43%	\$20,765	\$0.71	\$0.81

## April-June 2015 Top 10 Search Keywords

	Clicks	Imps	CTR*	Cost	CPC*
[glacier national park]	7,778	230,523	3.37%	\$5,653	\$0.73
[montana]	3,980	183,143	2.17%	\$3,065	\$0.77
[yellowstone national park]	2,631	79,346	3.32%	\$1,990	\$0.76
[yellowstone park]	1,384	35,422	3.91%	\$1,157	\$0.84
"yellowstone park"	464	19,102	2.43%	\$437	\$0.94
glacier national park montana	274	8,777	3.12%	\$195	\$0.71
"yellowstone national park"	74	8,790	0.84%	\$56	\$0.76
yellowstone national park montana	55	1,083	5.08%	\$47	\$0.86
"montana"	18	2,051	0.88%	\$14	\$0.80
montana hot springs resort	1	61	1.64%	\$1	\$0.97

## Digital Display Impressions vs. CTR (2014 vs. 2015)



Source: Spark

- CTR\*
- Impressions
- Interaction Rate

## Overall Digital Display Performance (2014 vs. 2015)

	Impressions		Total Clicks		CTR*		Interaction Rate	
	2014	2015	2014	2015	2014	2015	2014	2015
<b>Apr</b>	33,326,140	26,118,212	65,852	144,877	0.20%	0.55%	0.19%	0.20%
<b>May</b>	39,324,801	28,784,912	106,924	125,481	0.27%	0.44%	0.17%	0.19%
<b>Jun</b>	30,940,446	19,545,473	52,524	55,570	0.17%	0.28%	0.15%	0.21%

Source: Spark

## Paid Media Highlights

### Search

- Despite spending 6% less, Montana saw a 7% year over year increase in site visits from search.

-The implementation of the Google Display Network campaign created large spend efficiencies, contributing to the decrease in cost per clicks for each month compared to the same time in 2014.

- By eliminating irrelevant keywords, implementing negative terms, and launching callout extensions, Montana experienced a 50% improvement in click-through rates compared to Q2 2014.

### Digital Display

- Led by a strong showing in April, Q2 2015 performance saw a large increase compared to Q2 2014. MTOT continued to deliver over current digital tourism benchmarks.

- Contextually relevant content helped maximize results, as evidenced by the Adara Native ad unit, which drove a \$114k in hotel revenue over past 3 months.

-Through leveraging Geo Traveler targeting tactics, mobile placements were the strongest performers in terms of CTR and Video Completion Rates.

\*Key:

CTR: Click-through-rate (=Clicks/Impressions)

CPC: Cost per click (=Cost/Clicks)

[ ]: Exact match, which means an ad would only serve if the term montana was directly searched for.

" ": Phrase match, which means that an ad would be served if a search containing montana + something else was searched for.

# Owned Media



## Top Performing Social Media Spots (April-June 2015)

\*See Appendix for larger copy

### Facebook



\*94,418 Likes 1,356 Comments 7,217 Shares

Source: Facebook Analytics

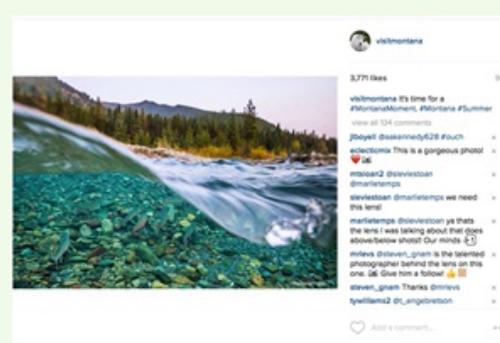
### Twitter



\*1,006 Retweets 3,069 Favorites

Source: Twitter Analytics

### Instagram



3,771 Likes 134 Comments

Source: Instagram

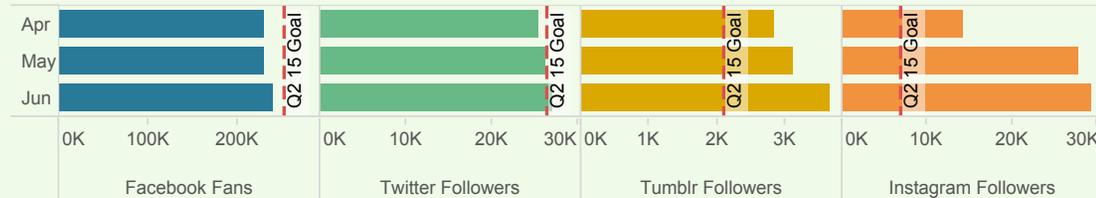
### Tumblr



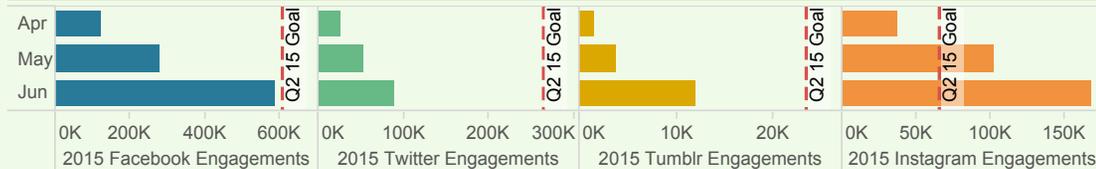
\*1,294 Likes 1,323 Reblogs

Source: Tumblr

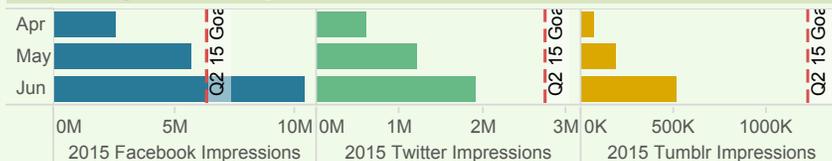
## Social Growth Q2 2015



## Social Engagement Q2 2015



## Social Impressions Q2 2015



## Owned Media Highlights

### Social Media

-Paid media support in May and June helped Instagram significantly surpass its follower benchmark with 150% growth in Q2 2015. Facebook, Twitter, and Tumblr grew slightly in the first two months of the quarter and more substantially in June, when paid media began on the accounts in the second half of the month. Overall, the accounts grew 5%, 10% and 33% respectively in Q2.

-Photos featuring Montana's landscape from a unique perspective helped Instagram far exceed its engagement goal. On the other hand, similar photos did not resonate as well on Twitter, as the account was well behind its Q2 2015 impression and engagement goals.

-The top performing content for each platform this quarter featured an underwater river photo for a #MontanaMoment, which received more than 100,000 engagements on Facebook alone. This photo speaks well to Montana's warm season and generated excitement from users interested in fishing and other warm weather activities found around the state.

-Tumblr's Impression and Engagement Q2 2015 goals were overprojected due to a system change from Google Analytics to Tumblr's own analytics portal.

\*Top performing posts on Facebook, Twitter and Tumblr all received paid media support

\*\*Social Growth data shown to reflect where MTOT profiles stand at the end of Q2 2015

\*\*\*Social Engagement and Impression data represents only new engagements and impressions from Q2 and the Q2 goals are reflected as a percentage of FY' 2015 goals.

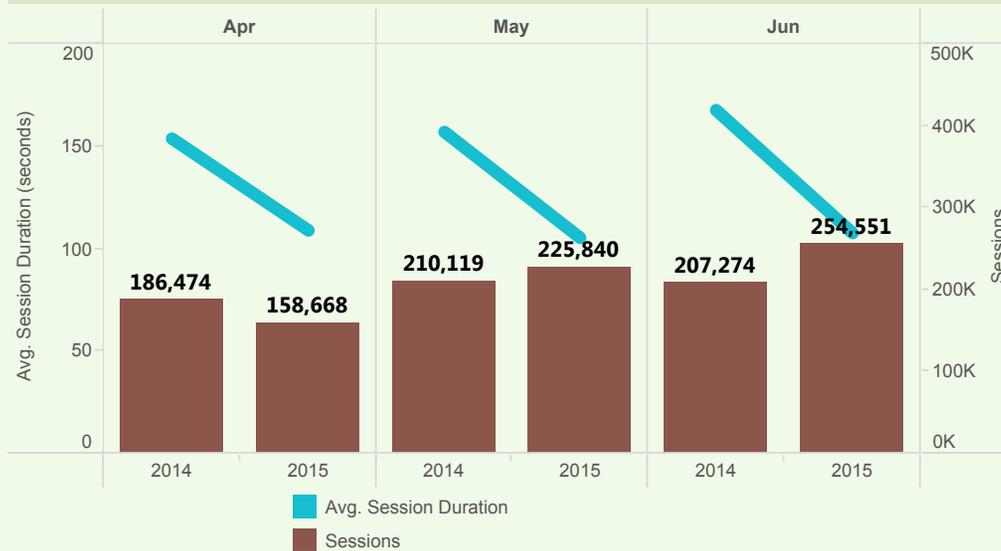
# Owned Media

## Visitmt.com Performance Metrics

**639,059** (+6% YoY)  
 April-June Site Sessions  
**107 seconds** (-33% YoY)  
 April-June Average Session Duration

"Sessions" are not unique

### Sessions vs. Session Duration (2015)



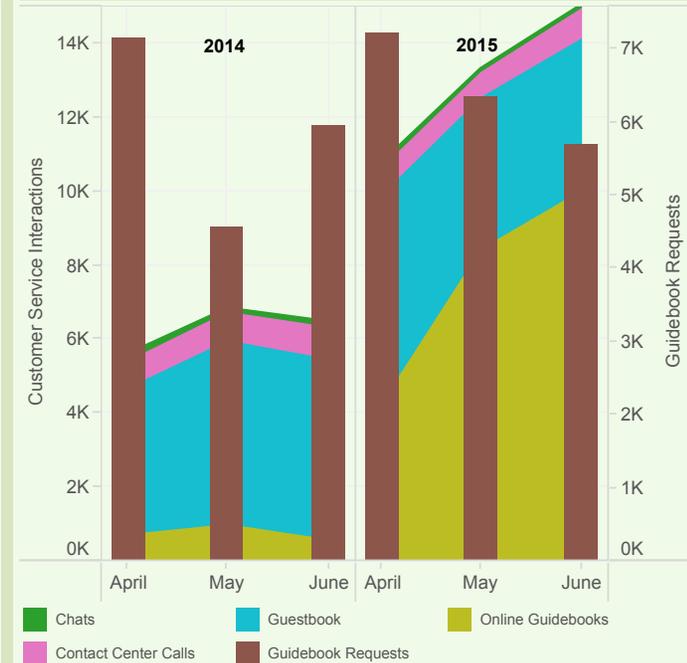
\*Compares same time period, previous year  
 \*2015 VisitMT.com data includes m.VisitMT.com

### April-June 2015 Time Spent on Websites by Month (seconds)

	April		May		June	
	2014	2015	2014	2015	2014	2015
visitmt.com	28,669,345	17,287,705	32,992,873	23,795,936	34,755,703	27,399,246

Source for All Website Metrics: Google Analytics

## Customer Service Interactions



## Owned Media Highlights

### Montana Website Performance

- As expected, sessions were up 6% due to the merge of m.visitmt.com traffic into visitmt.com. June saw an average increase of about 30% new sessions, as search engines re-indexed the new site structure.

- Average session duration was down 33% and pages per session were down 66%, which both can be attributed to the new organization of the site.

- Whether this is a positive or negative trend requires more analysis which will be completed shortly.

**POSITIVE:** If users are finding what they desire faster due to the new site architecture and search.

**NEGATIVE:** If users are leaving in frustration.

### Customer Service Interactions

-Chats and Contact Center Calls were down 2% and 8% respectively, while Guestbooks were up less than a percent in Q2 2015 versus Q2 2014.

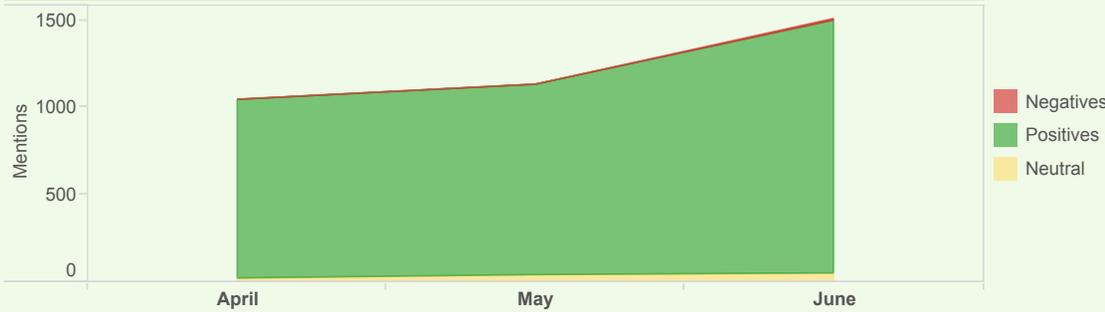
-There was an 8% increase in individual Guidebook Requests from Q2 2015 versus Q2 2014.

Source: MTOT



# MONTANA

## #MontanaMoment Mentions Q2 2015

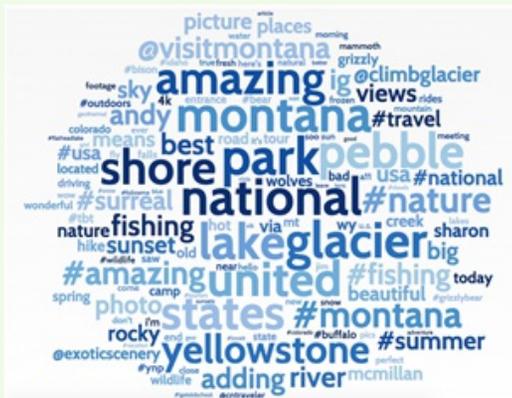


## Montana (State) Mentions Q2 2015



Source: Crimson Hexagon via Sparkloft

## April-June 2015 Top Trending Mentions



Source: Crimson Hexagon via Sparkloft

## PR and Earned Media Exposure (2014 vs. 2015)



Source: MercuryCSC

# Earned Media

## Earned Media Highlights

### Montana Mentions

- With Sparkloft coming aboard to the account, keyword changes were made to #MontanaMoment and Montana (State) and therefore results can not be compared to Q2 2014. If information from the previous queries becomes available, mention data will be adjusted accordingly in order to more accurately compare historical data.

- #MontanaMoments was added to the query, as there was a significant amount of content included with users adding an "s" to the end of the hashtag. Conversation peaked in June, with the majority of it being positive.

- Montana state mentions were mostly positive and neutral with conversation peaking in April.

- Positive discussion was highlighted in the Word Cloud with terms like "amazing" and "beautiful" being used to describe Montana's parks, rivers and sunsets.

### PR and Earned Media Exposure

- Q2 2015's total impressions were 43% higher than Q2 2014's, reaching a potential audience of 1.9 billion.

-In Q2, MTOT's PR Team hosted 14 journalists through individual and group press trips. They covered a variety of story angles such as Montana's food scene, fly fishing, outdoor adventure and family vacations.

-Qualitatively, 32% of all the Q2 2015 stories were published in our Top Tier list of Geotravel and key market publications.

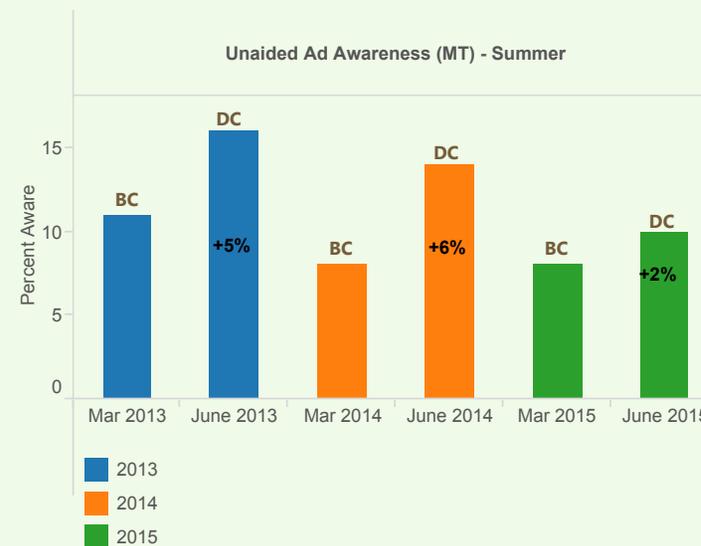
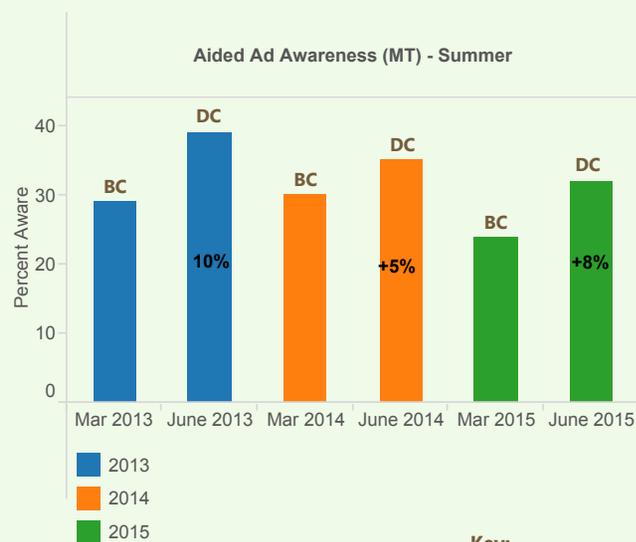
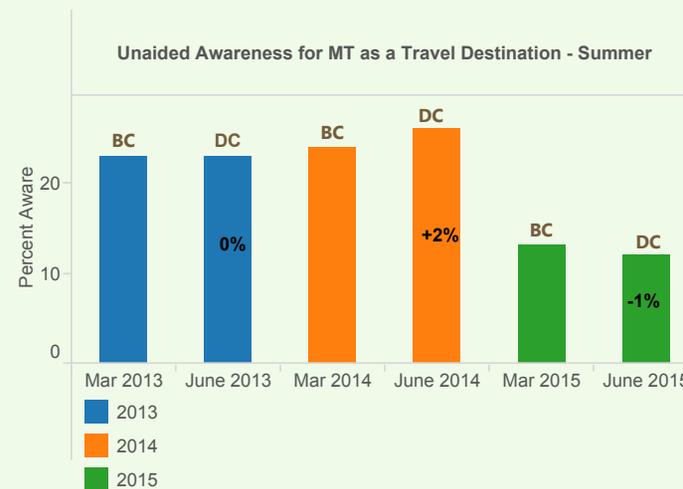
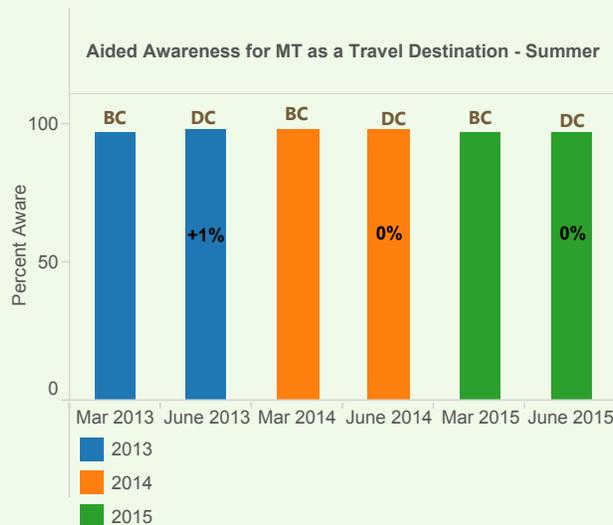
-29% of Q2 2015's stories were feature stories. The majority of the remaining 71% of stories were roundups like "10 Affordable Family Vacations" or "National Parks to Visit This Summer." However, an increase in roundup story types usually means an increase in inbound inquiries - journalists reach out with questions about the state. We are then able to pitch stories that include Montana key messaging. Consequently, 81% of all the stories published in Q2 2015 included a Montana key message. This was considerably higher than any other quarter.

-In Q2 2015, we also saw a jump in our Twitter handle engagements, directly resulting from the Small Towns + Big Eats press trip in June. By engaging with attending journalists and their audiences, coverage of these stories had a greater reach.

-All six tourism regions were represented in Q2's coverage.

# Awareness and Intent Study Results

## Summer Awareness Metrics



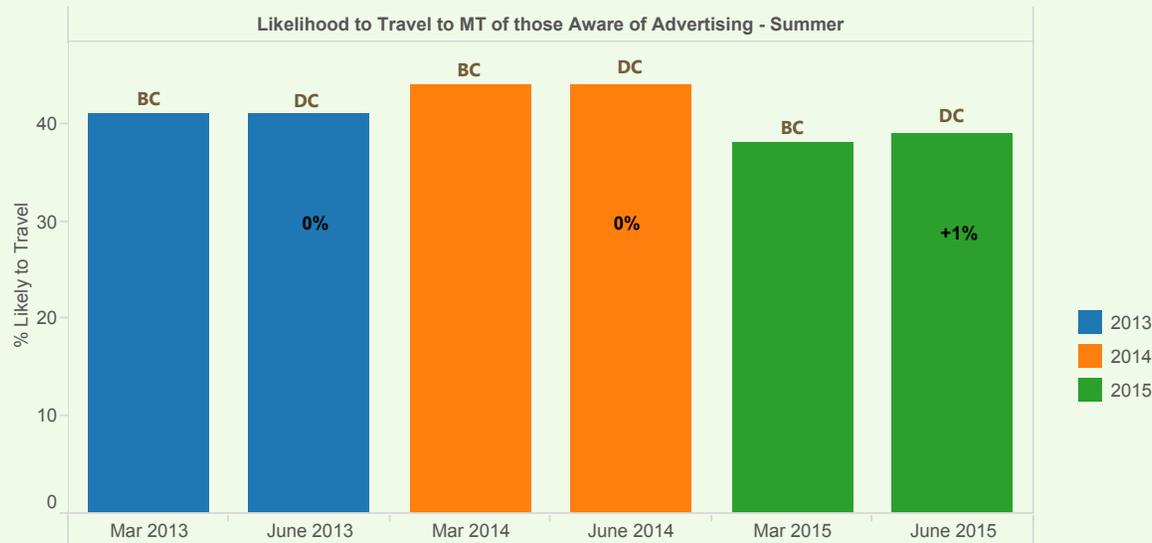
**Key:**  
**BC = Before Campaign**      **DC = During Campaign**

Source for Summer metrics: Leisure Trends Group Brand Awareness Study Wave 12 (May/June 2014)

\*Summer Awareness metrics all refer to Montana (Net)

# Awareness and Intent Study Results

## Summer Intent Metrics



**Key:**  
**BC = Before Campaign**      **DC = During Campaign**

\*Summer Awareness metrics all refer to Montana (Net)

Source for Summer metrics: Leisure Trends Group Brand Awareness Study Wave 12 (May/June 2014)

## Highlights

- Changes to the Geotraveler screening survey questions indicate lower year-over-year results, as we removed some of the more enthusiast criteria such as national park visitation and wildlife viewing. Therefore the most accurate assessment of the 2015 warm season campaign can be evaluated by concentrating on the percentage increases between the "before campaign" and "during campaign" data (as opposed to the year-over-year data).

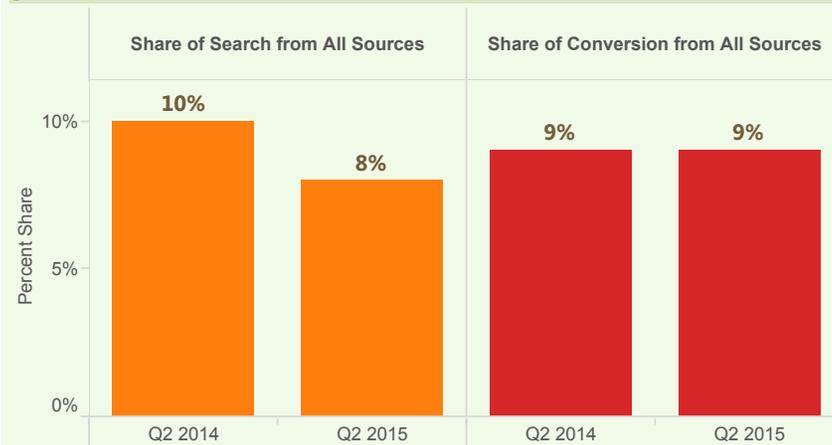
- There were positive increases in advertising awareness, which was a key goal of FY16, both nationally and within key markets. Aided ad awareness as a whole rose more than any other metric during the 2015 warm season campaign. In addition, Leisure Trends Group data shows that past travel to Montana in the last 12-18 months among Geotravelers has increased, and the likelihood to travel to Montana among those that are aware of the advertising also saw a small increase of 1%.

- When looking at the key markets, Chicago saw a significant increase in aided ad awareness and showed increases in every metric with the exception of intent to travel. Seattle saw an increase in ad awareness, significantly for unaided ad awareness. Minneapolis saw up and down results but no statistically significant shifts. That market may require more significant media investment, a closer evaluation of the effectiveness in the current tactics and/or a possibility of overall out-of-home fatigue in Minneapolis.

# nSight for Travel - All Sources

\*Please see Appendix for a more detailed breakout of Personas and Sources

## Share of Search and Share of Conversion vs. Rocky Mountain Region



### Q2 2014 Top Conversion Personas:

- Bucket Listers
- Adventure Seekers
- Dream Trippers
- Experience Seekers
- Self Seekers

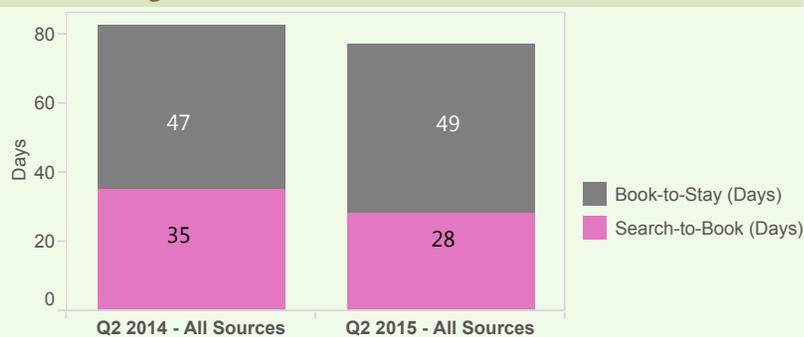
### Q2 2015 Top Conversion Personas:

- Bucket Listers
- Adventure Seekers
- Dream Trippers
- Experience Seekers
- Go For It Families

## Q1 2015 Top Source Locations for Montana Travelers



## Travel Planning Timeline from All Sources



## nSight for Travel Highlights

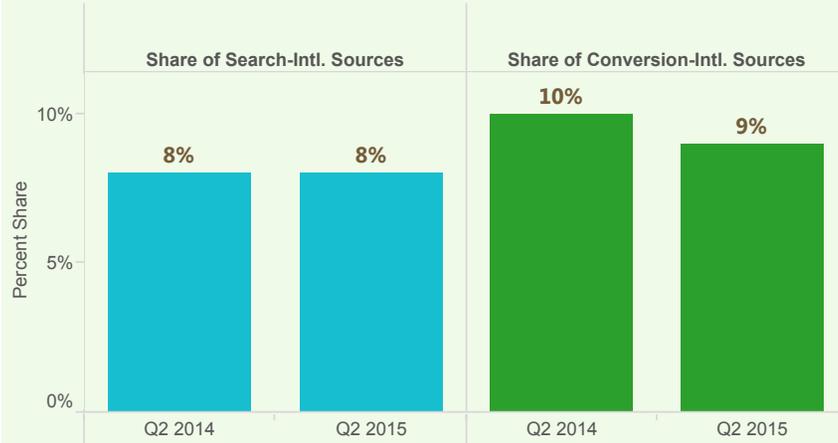
- Share of search went down to 8% but share of conversion remained identical between Q2 2015 and Q2 2014.
- The top four conversion personas did not change between Q2 2015 and Q2 2014 while the Go For It Families were a new group to appear in 2015.
- The top search markets were the same ones that drove the most conversions: New York, Los Angeles, San Francisco, Seattle and Denver.
- Search-to-book decreased on average by 7 days in Q2 2015 versus Q2 2014.
- Most popular weeks for staying in Montana were similar to Q2 2014 (June 8th and June 15th), while May 18th was the third most popular week.

\*Complete list of top locations for Search and Conversions available on Page 18

# nSight for Travel - International Sources

\*Please see Appendix for a more detailed breakout of Personas and Sources

## Share of Search and Share of Conversion vs. Rocky Mountain Region



### Q2 2014 Top International Conversion Personas:      Q2 2015 Top International Conversion Personas:

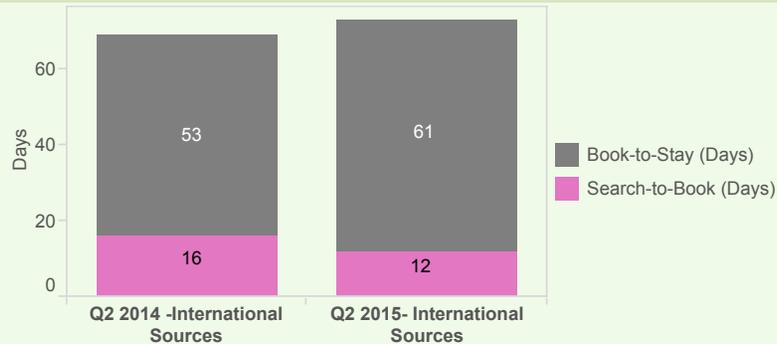
Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Experience Seekers

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Experience Seekers

## Q2 2015 Top Source Locations for International Montana Travelers



## Travel Planning Timeline from International Sources



## nSight for Travel Highlights

-Share of search was identical to Q2 2014 while share of conversion went down 1% compared to the same time last year.

-Top conversion personas did not change between Q2 2015 and Q2 2014.

-Top conversion markets: Calgary, Buenos Aires, Madrid, Vancouver and London.

-Search-to-book decreased on average by 4 days in Q2 2015 vs. Q2 2014 and book-to-stay increased on average by 8 days.

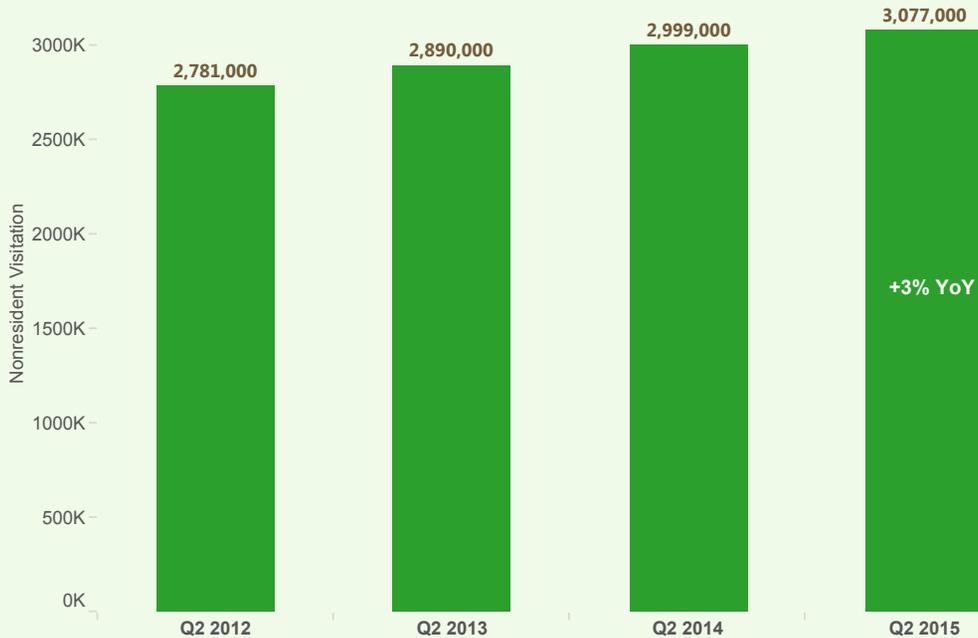
-Similar to domestic travel, June 8th and June 15th were two of the most popular weeks for international travelers to visit Montana in Q2 2015.

\*Complete list of top locations for Search and Conversions available on Page 19

# Tourism Trends

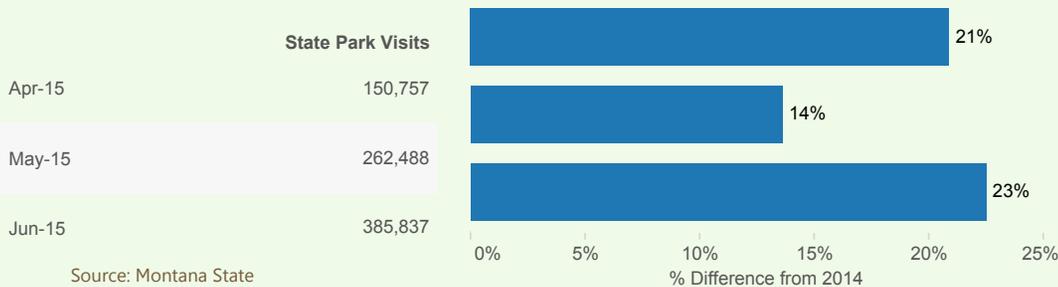
## 3.07 Million Q2 2015 Nonresident Visitors

### Nonresident Visitation (2012-2015)



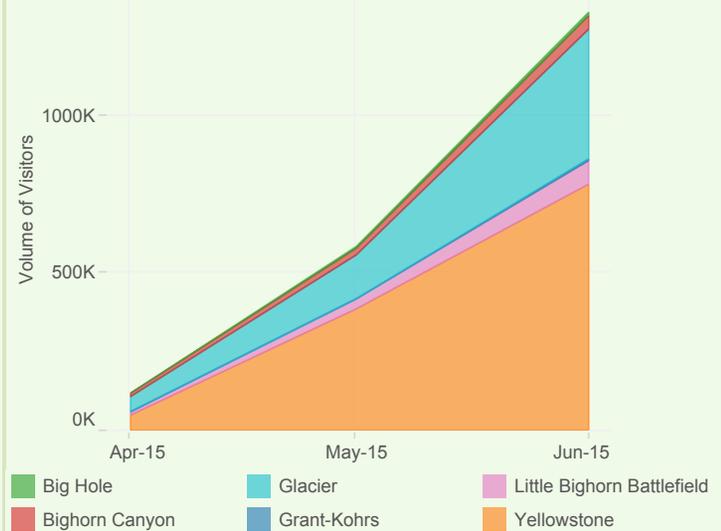
Source: ITRR

### Overall State Park Visitation (2015)



Source: Montana State Parks

### National Park Visitation (April 2015-June 2015)



### % Difference in NP Visitation from Prev. Year

Apr-15	46%
May-15	22%
Jun-15	20%

Source: National Park Service Public Use Statistics

\*Shows volume of visitors to national parks from 2015. Each color represents the share of visitors that particular National Park held over time.

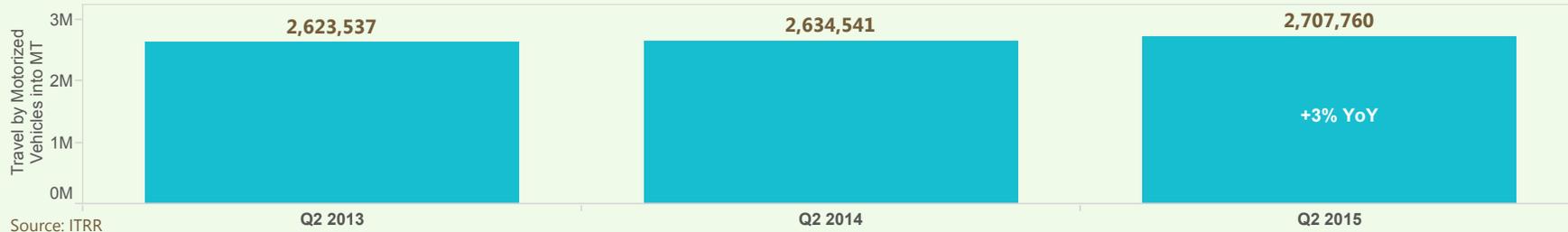
# Tourism Trends

\*Please see Appendix for additional information



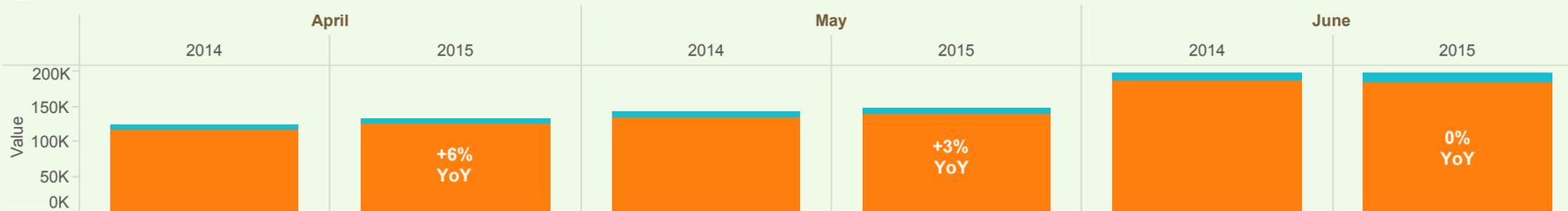
## Getting to Montana

### Getting To Montana: Motorized Vehicles (Q2 2013-2015)



Source: ITRR

### Getting To Montana: Planes and Trains (Q2 2014-2015)

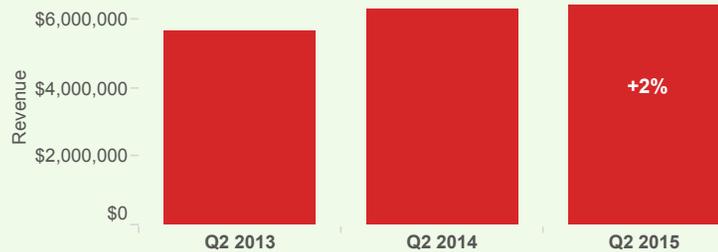


Sources: Department of Transportation, Montana Aeronautics Division and Amtrak

\*Data for Amtrak Riders and Airport Deboardings current through June 2015.

## Staying in Montana

### Gross Lodging Tax Revenues (Q2 2013-2015)

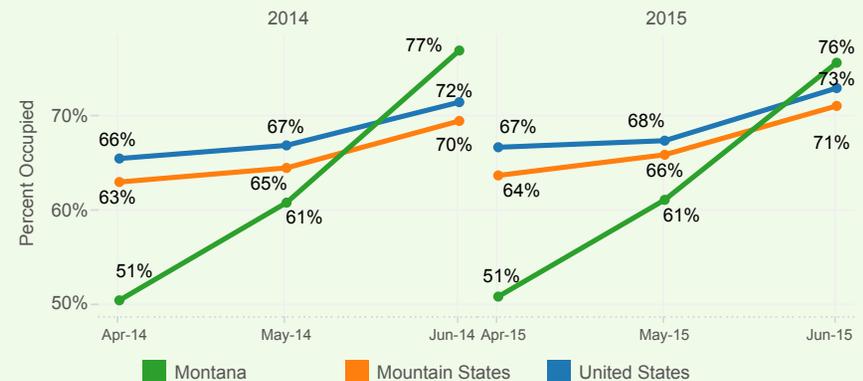


**Please Note:** Revenue collected is 4% of lodging price. The year-over-year change in revenues are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers.

Source: MT Department of Commerce, Office of Tourism

\*% is year-over-year difference for each quarter

### Hotel Occupancy Percentage (Q2 2014-2015)



Source: Smith Travel Research



Spark™

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# Appendix

## Additional Comments and Definitions

### Tourism Trends Highlights

-Nonresident visitation was up 3% over Q2 2014.

-National park visitation was up for every national site in Q2 2015 vs. Q2 2014. Big Hole National Battlefield, Glacier National Park and Grant-Kohrs Ranch and Yellowstone National Park saw their highest Q2 visitation levels in four years.

-State park visitation was up 27% over Q2 2014.

-Travel by motorized vehicle, airport deboardings and Amtrak ridership were all up compared to the same time last year.

### Definitions

**Social Engagements:** An action taken to interact with a social page (Facebook, Twitter, Instagram, or Tumblr). For example, Likes, Comments, or Shares on Facebook are considered Social Engagements.

**Consideration Mentions:** A number representative of the people considering making a trip to Montana across the social web through a social listening tool, Crimson Hexagon. This query captures prospects specifically in the consideration phase of the marketing funnel, using terms such as "want to visit" or "could book a trip."

**Impressions:** Number of times a particular piece of content is viewed.

**CTR:** Click-through-rate;  $(\text{Clicks}/\text{Impressions} * 100\%)$

**CPC:** Cost per Click;  $(\text{Cost}/\text{Clicks})$

**Website Visitation:** The gross number of website sessions.

**Bounce Rate:** The proportion of site visits that only go one-page deep into the site.

**Geotourists:** Place a premium on nature, wildlife, being comfortable, great experiences and a sense of exhilaration. Active in outdoors with both rigorous and/or leisurely activity.

**Geotargeting:** the practice of delivering different content to a website user based on his or her geographic location.

**Behavioral Targeting:** a technique used by online website publishers and advertisers aimed at increasing the effectiveness of advertising using web-browsing information.

**Third-Party Data:** data acquired from data sales houses or other large site and system operators. It is not typically from a single site, rather a consolidation of user data across a set of sites across the web and licensed to third parties for use in data and ad targeting.



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# MONTANA

# Appendix

## Social Media Copy

**Montana**  
June 23 · 🌐

It's time for a #MontanaMoment.



Like Comment Share

94,421 people like this. Most Relevant -

7,215 shares

**visitmontana**

3,771 likes 9w

visitmontana It's time for a #MontanaMoment. #Montana #Summer

View all 134 comments

jiboyell @aakennedy628 #ouch x

eclecticmix This is a gorgeous photo! x

❤️👍

mtsloan2 @sleviestoan x

@marlietemps

sleviestoan @marlietemps we need this lens! x

marlietemps @sleviestoan ya thats the lens I was talking about that does above/below shots! Our minds -(-1) x

mrlevs @steven\_gnam is the talented photographer behind the lens on this one. 📷 Give him a follow! 🙌 x

steven\_gnam Thanks @mrlevs x

tywilliams2 @Lengebretson x

❤️ Add a comment... ⋮

**visit MONTANA**  
@visitmontana Follow

It's time for a #MontanaMoment.



RETWEETS 1,008 FAVORITES 3,071

11:00 AM - 22 Jun 2015



Drive slow.  
Bison crossing.

Clockwise from top left: Facebook, Instagram, Tumblr, Twitter



Spark™

MONTANA

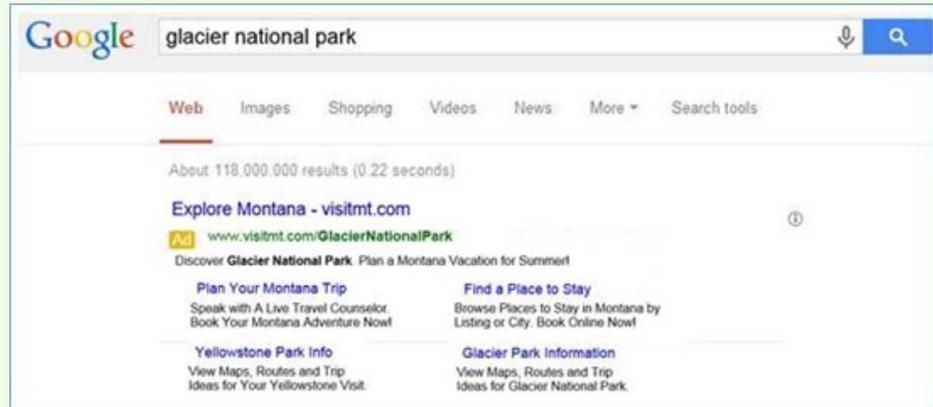
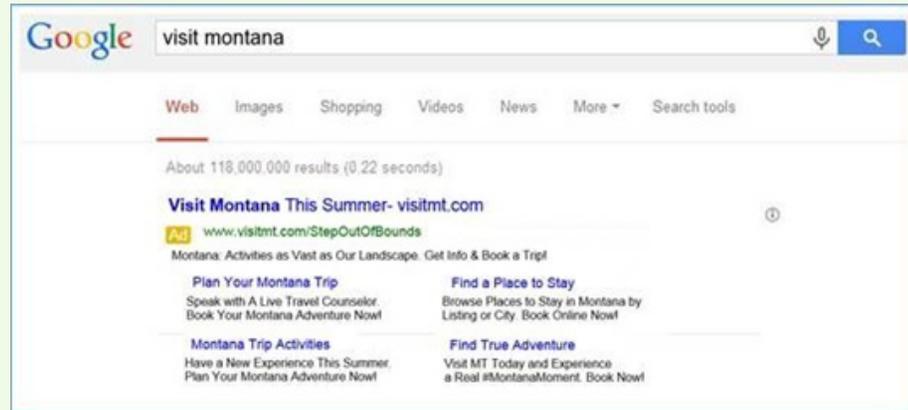
# Appendix

## Digital Ad Copy Samples

### Display



### Search





# Appendix

## nSight for Travel Personas

**Young Free Spirit:**

- 18-24 years old; the "Millenials"
- College, Graduate School, recent grads
- Extremely connected and engaged online and on social media
- Frequent moves, frequent travel, impulsive
- 4+ trips a year, low budget
- Looks for deals, travels off season, wide range of booking windows
- Desired experience: culture and adventure; escape

**Self Seeker:**

- 25-35 years old
- Multiple jobs over several years
- 4+ trips a year
- HHI @ \$75K+
- Very active on social media
- More budget minded traveler - do more with less
- Likely to travel with other friends
- Desired experience: Leisure and culture; inspiration

**Adventure Seeker:**

- 25-35 years old
- Moving up in their career
- No family or very young family
- HHI @ \$100K+
- 6+ trips per year, 2-3 trips around authentic experiences
- Frequently travels with other individual travelers
- Active on social media, spends time and money on interests
- Desired experience: Culture and adventure; motivation

**Experience Seeker:**

- 35-50 years old
- Professionals, established in career
- Double income, no kids
- HHI @ \$200K+, high disposable income
- 6+ trips per year
- Immersive travel experiences
- Looks at reviews, recommendations from experts and friends
- Desired experience: Leisure and culture; Me time

**Couponing Family:**

- 36-50 years old
- HHI @ \$125K+
- Typically multiple kids; kids tend to be younger
- Mom makes decisions, loves deals
- 6+ trips per year, 2 big vacations and 4 getaways; Fun break
- Lots of travel centered on kid's activities
- Looks for packages, "kids stay free" offers
- Desired experience: Leisure and culture; family bonding

**Visiting Family Retiree:**

- 51-65 years old
- HHI @ \$80K+
- Deal will get them to travel, otherwise may stay home
- 4+ trips per year, travel centers on extended family
- Lots of travel centered on family activities
- Frequently travels with other individual travelers
- Travel during shoulder and off-peak periods
- Desired Experience: Leisure; relaxation

**Go For It Family:**

- 36-50 years old
- HHI @ \$200K+
- Kids are older and can engage at the parents' level
- Mom makes decisions
- 7+ trips per year, 2 big vacations and 5 getaways
- Lots of travel centered on activities
- Unique experiences, higher end activities, creating memories matters most

**Dream Tripper:**

- 61-65 years old
- HHI @ \$150K+
- Couples traveling together; sometimes with friends
- Lots of planning, includes tours and package options
- 8+ trips per year, 2 big vacations and 6 getaways including visiting family
- Not highly engaged in social media, loyal to associations
- Desired Experience: Leisure and culture; story telling

**Frugal Boomer:**

- 66+ years old
- HHI @ \$75K+, mostly fixed
- Need good deals to travel - look for best bang for the buck
- 4+ trips a year, at least 2 of which center on family
- Lower internet travel usage
- Long lengths of stay, shorter distances to destination
- Desired Experience: Leisure; change in scenery

**Bucket Lister:**

- 66+ years old
- HHI @ \$100K+
- High percentage of income is fixed, tied to investments
- 5+ trips per year with longer stay periods
- Longer lead times, lots of research
- 2+ trips per year tied to visiting family
- Engaged in hobbies and interests
- Desired Experience: Culture; breath-taking



# Appendix

## nSight for Travel Additional Information-All Sources

### Q2 2014 Top Locations/Personas for Search

### Q2 2015 Top Locations/Personas for Search

**Top Locations for Search - Montana**

NEW YORK  
LOS ANGELES  
DENVER  
SEATTLE  
WASHINGTON, D.C.  
SAN FRANCISCO  
CHICAGO  
DALLAS  
BILLINGS  
PORTLAND  
HELENA  
ATLANTA  
PHOENIX

**Top Locations for Search - Rocky Mountain Region**

NEW YORK  
DENVER  
LOS ANGELES  
SALT LAKE CITY, UT  
DALLAS  
WASHINGTON, D.C.  
CHICAGO  
SEATTLE  
SAN FRANCISCO  
ATLANTA  
PHOENIX  
HOUSTON  
BOSTON

**Top Locations for Search - Montana**

NEW YORK  
LOS ANGELES  
SAN FRANCISCO  
SEATTLE  
DENVER  
WASHINGTON, D.C.  
BOZEMAN  
CHICAGO  
MISSOULA  
BILLINGS  
BOSTON  
SAN JOSE  
ATLANTA

**Top Locations for Search - RMR**

DENVER  
NEW YORK  
LOS ANGELES  
SAN JOSE  
ATLANTA  
WASHINGTON, D.C.  
CHICAGO  
SAN FRANCISCO  
DALLAS  
SALT LAKE CITY, UT  
SEATTLE  
BOSTON  
PHOENIX

**Top Personas for Search - Montana**

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Self Seekers  
Young Free Spirits

**Top Personas for Search - Rocky Mountain Region**

Adventure Seekers  
Self Seekers  
Bucket Listers  
Young Free Spirits  
Dream Trippers

**Top Personas for Search - Montana**

Adventure Seekers  
Bucket Listers  
Self Seekers  
Young Free Spirits  
Dream Trippers

**Top Personas for Search - RMR**

Self Seekers  
Adventure Seekers  
Bucket Listers  
Young Free Spirits  
Dream Trippers

### Q2 2014 Top Locations/Personas for Conversions

### Q2 2015 Top Locations/Personas for Conversions

**Top Locations for Conversions - Montana**

NEW YORK  
LOS ANGELES  
SAN FRANCISCO  
BOZEMAN  
SEATTLE  
WASHINGTON, D.C.  
MISSOULA  
DENVER  
BILLINGS  
CHICAGO  
BOSTON  
SAN JOSE  
KALISPELL

**Top Locations for Conversions - RMR**

NEW YORK  
DENVER  
LOS ANGELES  
SAN FRANCISCO  
WASHINGTON, D.C.  
SALT LAKE CITY, UT  
CHICAGO  
BOSTON  
DALLAS  
SEATTLE  
COLORADO SPRINGS  
PHILADELPHIA  
PHOENIX

**Top Locations for Conversions - Montana**

NEW YORK  
LOS ANGELES  
SAN FRANCISCO  
SEATTLE  
DENVER  
WASHINGTON, D.C.  
BOZEMAN  
CHICAGO  
MISSOULA  
BILLINGS  
BOSTON  
SAN JOSE  
ATLANTA

**Top Locations for Conversions - RMR**

DENVER  
NEW YORK  
LOS ANGELES  
SAN JOSE  
ATLANTA  
WASHINGTON, D.C.  
CHICAGO  
SAN FRANCISCO  
DALLAS  
SALT LAKE CITY, UT  
SEATTLE  
BOSTON  
PHOENIX

**Top Personas for Conversions - Montana**

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Self Seekers

**Top Personas for Conversions - RMR**

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families

**Top Personas for Conversions - Montana**

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families

**Top Personas for Conversions - RMR**

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families



# Appendix

## nSight for Travel Additional Information-International Sources

### Q2 2014 Top Locations/Personas for Search

### Q2 2015 Top Locations/Personas for Search

**Top Locations for Search - Montana**

CALGARY, CANADA  
LONDON, GREAT BRITAIN  
HAMBURG, GERMANY  
MILAN, ITALY  
NUREMBERG, GERMANY  
MADRID, SPAIN  
SLOUGH, GREAT BRITAIN  
TORONTO, CANADA  
VANCOUVER, CANADA  
EDMONTON, CANADA  
ROME, ITALY  
LIBSON, PORTUGAL  
VIENNA, AUSTRIA

**Top Locations for Search - Rocky Mountain Region**

LONDON, GREAT BRITAIN  
HAMBURG, GERMANY  
NUREMBERG, GERMANY  
MILAN, ITALY  
MADRID, SPAIN  
TORONTO, CANADA  
ROME, ITALY  
LIBSON, PORTUGAL  
VIENNA, AUSTRIA  
COLOGNE, GERMANY  
STUTTGART, GERMANY  
MUNICH, GERMANY  
BUENOS AIRES, ARGENTINA

**Top Locations for Search - Montana**

CALGARY, CANADA  
LUBIN, POLAND  
VANCOUVER, CANADA  
EDMONTON, CANADA  
VIENNA, AUSTRIA  
LONDON, GREAT BRITAIN  
BUENOS AIRES, ARGENTINA  
NUREMBERG, GERMANY  
MUNICH, GERMANY  
PARIS, FRANCE  
MADRID, SPAIN  
HAMBURG, GERMANY

**Top Locations for Search - RMR**

LUBIN, POLAND  
SAN PEDRO SULA, HONDURAS  
HAMBURG, GERMANY  
LONDON, GREAT BRITAIN  
CALGARY, CANADA  
TORONTO, CANADA  
SLOUGH, GREAT BRITAIN  
MILAN, ITALY  
BUENOS AIRES, ARGENTINA  
VANCOUVER, CANADA  
NUREMBERG, GERMANY  
BIELEFELD, GERMANY  
MEXICO CITY, MEXICO

**Top Personas for Search - Montana**

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Experience Seekers

**Top Personas for Search - Rocky Mountain Region**

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Experience Seekers

**Top Personas for Search - Montana**

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Self Seekers

**Top Personas for Search - RMR**

Adventure Seekers  
Bucket Listers  
Young Free Spirits  
Self Seekers  
Frugal Boomers

### Q2 2014 Top Locations/Personas for Conversions

### Q2 2015 Top Locations/Personas for Conversions

**Top Locations for Conversions - Montana**

HAMBURG, GERMANY  
CALGARY, CANADA  
LONDON, GREAT BRITAIN  
NUREMBERG, GERMANY  
MADRID, SPAIN  
MILAN, ITALY  
TORONTO, CANADA  
VANCOUVER, CANADA  
FRANKFURT, GERMANY  
MUNICH, GERMANY  
ROME, ITALY  
VIENNA, AUSTRIA  
ANTWERP, BELGIUM

**Top Locations for Conversions - RMR**

LONDON, GREAT BRITAIN  
HAMBURG, GERMANY  
TORONTO, CANADA  
NUREMBERG, GERMANY  
MADRID, SPAIN  
MEXICO CITY, MEXICO  
VIENNA, AUSTRIA  
MILAN, ITALY  
VANCOUVER, CANADA  
MUNICH, GERMANY  
MUNICH, GERMANY  
ROME, ITALY  
COLOGNE, GERMANY  
PARIS, FRANCE

**Top Locations for Conversions - Montana**

CALGARY, CANADA  
BUENOS AIRES, ARGENTINA  
MADRID, SPAIN  
VANCOUVER, CANADA  
LONDON, GREAT BRITAIN  
TORONTO, CANADA  
EDMONTON, CANADA  
MUNICH, GERMANY  
NUREMBERG, GERMANY  
LUBIN, POLAND  
MILAN, ITALY  
STUTTGART, GERMANY

**Top Locations for Conversions - RMR**

TORONTO, CANADA  
LONDON, GREAT BRITAIN  
BUENOS AIRES, ARGENTINA  
MEXICO CITY, MEXICO  
HAMBURG, GERMANY  
VANCOUVER, CANADA  
MADRID, SPAIN  
VIENNA, AUSTRIA  
BERLIN, GERMANY  
MUNICH, GERMANY  
NUREMBERG, GERMANY  
PARIS, FRANCE  
ZURICH, SWITZERLAND

**Top Personas for Conversions - Montana**

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Experience Seekers

**Top Personas for Conversions - RMR**

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Experience Seekers

**Top Personas for Conversions - Montana**

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Bucket Listers  
Frugal Boomers  
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Experience Seekers

**Top Personas for Conversions - RMR**

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Experience Seekers