

# Montana Cross-Agency Data Dashboard January-March 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?) Q1 2015

**Overall**  
WHAT? For Q1 2015, nonresident visitation, national park visitation and state park visitation all saw increases in Q1 2015 vs. Q1 2014. Paid digital results are up and the conversion study results show that numbers are holding steady and may have increased.  
SO WHAT? These are all strong indicators that the quarter has been a success in increasing tourism despite a lackluster amount of snowfall.  
NOW WHAT? Nonresident expenditures and skier visitation numbers are not yet available but will also be evaluated to determine the overall success of the MTOT marketing campaign.

**MOBILE**  
WHAT? Through the use of partners such as Weather, PlaceIQ and others, Mobile helped drive much higher click-through and interaction rates relative to Q1 2014.  
SO WHAT? Leveraging Mobile helps reach our core target, along with the Snow Experience Seeker, in a more precise manner through combining 3rd party data, behavioral targeting data, and geo-targeting data.  
NOW WHAT? Because Mobile is helping to deliver ads to a relevant and engaged audience, MTOT can continue to run Mobile placements and expand into new Mobile opportunities as well.

**SEARCH**  
WHAT? With overall costs down relative to Q1 2014, performance improved through higher click-through rates and a lower cost per click.  
SO WHAT? Incorporating additional campaign extensions through the Google Display Network proved to be an efficient strategy.  
NOW WHAT? Continue to invest in top performing keywords and leverage the Google Display Network to serve ads on sites searched with contextual relevance.

**SOCIAL**  
WHAT? Across the board, influencer content, when posted on our channels, garnered high engagements due to a combination of well-done photography, increased reach and a highly-engaged following.  
SO WHAT? Having influencers tag MTOT's profile on their content drives audience growth and engagements on most of MTOT's social networks.  
NOW WHAT? Continue to create seasonally relevant posts and partner with influencers to provide engaging content to drive awareness and usage of the #MontanaMoment hashtag across all social channels.

**PR**  
WHAT? Historically, garnered earned media impressions in the warm season greatly outnumber those in the winter. Due to an emphasis on winter-focused press trips and media blitzes over the last two years, the scales finally tipped and winter storytelling in Q1 2015 eclipsed previous quarters.  
SO WHAT? Focus on both mainstream travel and winter sports endemic outlets through personalized communications and face-to-face meetings enables MTOT to reach a broader, more diverse audience.  
NOW WHAT? These targeted media relations tactics should be employed prior to warm season and again prior to winter, in order to maintain journalist relations and keep Montana story angles top of mind.

# Executive Summary

## Summary and Insights

Metric	Q1 2014	Q1 2015	% Change
Media Spend	\$1,181,116	\$791,668	▼33%
Paid Search (Keyword)-Average Cost Per Click	\$1.21	\$1.19	▼2%
Paid Search (Keyword)-Average Click-Through Rate	0.39%	0.94%	▲141%
Digital Display-Average Click-Through Rate	0.20%	0.70%	▲250%
Social Engagements	876,049	1,309,568	▲49%
Social Media Mentions	16,281	23,444	▲43%
PR-National Media Impressions	669,344,072	1,592,750,301	▲138%

-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.

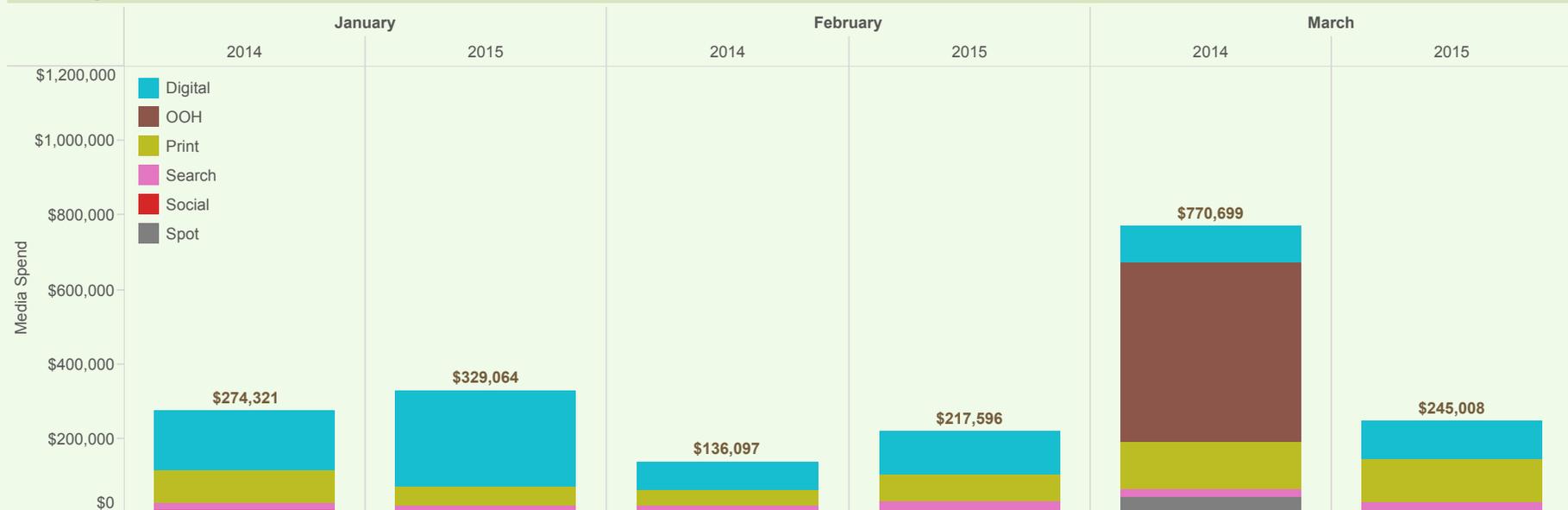
**Paid Media:** Overall, Paid Media was down over 30% from Q1 2014 due to a shift in OOH spending to Q2 2015. Q1 2015 saw the conclusion of the FY'15 Winter season effort with the continued support of creative that features the new "It's Time" tagline.

**Owned Media:** Total engagements increased across channels substantially during the first quarter with a 43% increase from Q1 2014 on Facebook, 33% on Twitter, 515% on Instagram and 333% on Tumblr, ensuring content was relevant and engaging to the new followers. A combination of influencer outreach and increased awareness of MTOT's Instagram account were the main differences from Q1 2014.

**Earned Media (Social):** Driven by an influencer outreach program and seasonal winter photos featuring the beautiful Montana landscape, Q1 2015 saw 23,444 total Social Media mentions surrounding "#MontanaMoment" and "Montana"(state). This represents an increase of 43% from Q1 2014.

**Earned Media (PR):** A targeted approach to facilitate winter story telling in both mainstream travel and endemic snow sports outlets enabled MTOT to tell on-brand winter stories to a large audience.

## Media Spend Breakout



Source: Spark, not inclusive of International

**\$791,668**  
January-March  
Media Spend

Source: Spark, not inclusive of International

## Paid Media Highlights

-OOH spend accounted for a large percentage of the Q1 2014 budget, particularly in late March, but was shifted to early Q2 in 2015.

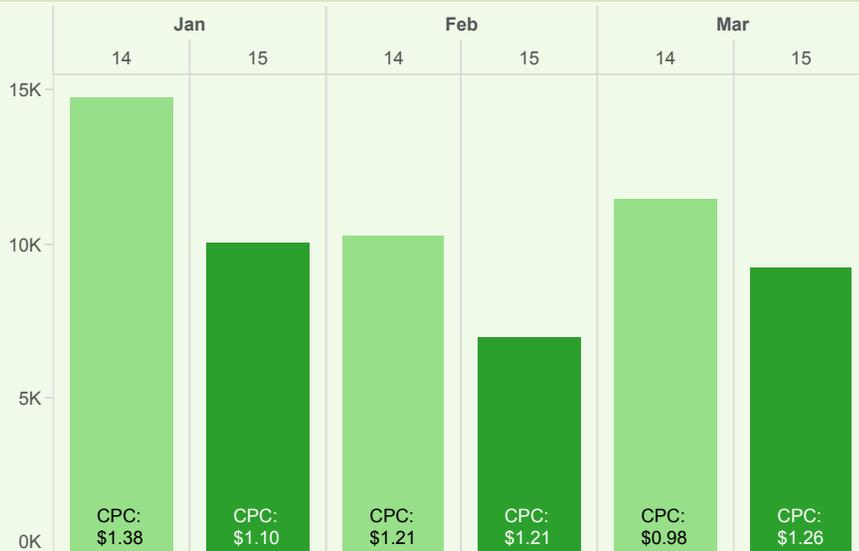
- All Q1'15 Print partners showcased the new "It's Time" creative. Throughout the Q1 2015, ads ran in Afar, National Geographic Traveler, Ski, Smithsonian and Runner's World magazines.

- Ran a FY15 joint venture ad in the February issue of Ski Magazine. Montana has seen continued success with no-ad ad sections for our joint venture Print program. This allows for Montana advertisements to look more like an advertorial than a straight-up advertisement, with the Montana creative flowing in with the content. The feedback from our partners has been very strong.

- Mobile units were the highlight of the Montana Winter campaign. Weather, PlacelQ, Brightroll, Conversant, Millennial Media, and Padsquad were our main Mobile partners. All partners utilized Mobile to reach our core target, along with the Snow Experience Seeker, using combinations of 3rd party data, behavioral targeting data, and geo-targeting.

- Pandora custom mixtapes were also very successful. Overall, there were 40,000 total station..

## Paid Search Clicks



## Paid Search Performance Q1 2014

	Clicks	Imps	CTR*	Avg. CTR	Cost	CPC*	Avg. CPC
Jan	14,776	3,971,662	0.37%	0.39%	\$20,372	\$1.38	\$1.21
Feb	10,264	3,149,771	0.33%	0.39%	\$12,391	\$1.21	\$1.21
Mar	11,483	2,329,875	0.49%	0.39%	\$11,296	\$0.98	\$1.21

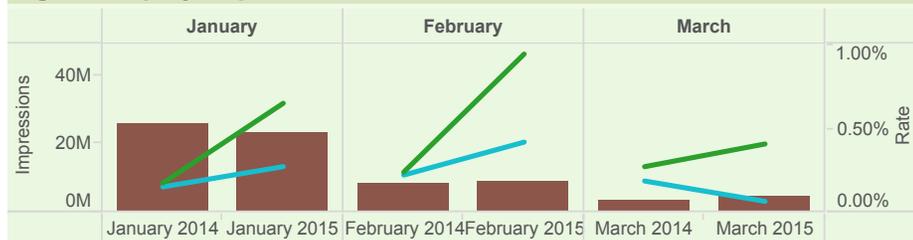
## Paid Search Performance Q1 2015

	Clicks	Imps	CTR*	Avg. CTR	Cost	CPC*	Avg. CPC
Jan	10,044	1,111,518	0.90%	0.94%	\$11,031	\$1.10	\$1.19
Feb	7,000	807,679	0.87%	0.94%	\$8,481	\$1.21	\$1.19
Mar	9,224	879,609	1.05%	0.94%	\$11,649	\$1.26	\$1.19

## January-March 2015 Top 10 Search Keywords

	Clicks	Imps	CTR*	Cost	CPC*
"montana"	3,832	625,389	0.61%	\$3,296	\$0.86
[montana]	1,614	148,457	1.09%	\$1,805	\$1.12
[yellowstone national park]	1,588	74,894	2.12%	\$2,362	\$1.49
[glacier national park]	1,319	35,264	3.74%	\$1,022	\$0.78
"yellowstone national park"	736	61,565	1.20%	\$1,165	\$1.58
[yellowstone park]	613	17,594	3.48%	\$647	\$1.06
glacier national park montana	486	36,451	1.33%	\$566	\$1.17
yellowstone national park montana	473	32,165	1.47%	\$625	\$1.32
montana hot springs resort	451	13,411	3.36%	\$589	\$1.31
"yellowstone park"	439	21,507	2.04%	\$500	\$1.14

## 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
Jan	25,824,336	23,404,172	45,121	152,778	0.17%	0.65%	0.15%	0.27%
Feb	8,229,107	8,869,729	19,767	84,063	0.24%	0.95%	0.22%	0.42%
Mar	3,556,285	4,274,803	9,704	17,479	0.27%	0.41%	0.19%	0.07%

Source: Spark

## Avg. CTR

	2014	2015
Jan	0.20%	0.70%
Feb	0.20%	0.70%
Mar	0.20%	0.70%

## Paid Media Highlights

### Search

- A test to serve ads on websites with content related to MTOT considerably reduced the average cost-per-click (CPC).
- Additional extensions were added to the search campaign, resulting in continued improvement in click-through rates (CTR).
- Because of campaign efficiencies, clicks increased while seeing spend decrease year over year.

### Digital Display

- Led by a strong showing in February, Q1 2015 performance saw a large increase compared to Q1 2014. MTOT continued to deliver over current digital tourism benchmarks.
- Continuing to place MTOT ads within contextually relevant content helped maximize results.
- 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.

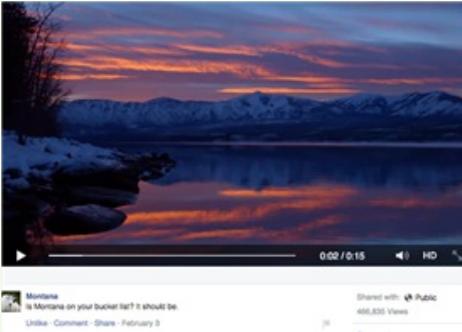
# Owned Media



## Top Performing Social Media Spots (January-March 2015)

\*See Appendix for larger copy

### Facebook



12,740 Likes 361 Comments 2,144 Shares

Source: Facebook Analytics

### Twitter



73 Retweets 117 Favorites

Source: Twitter Analytics

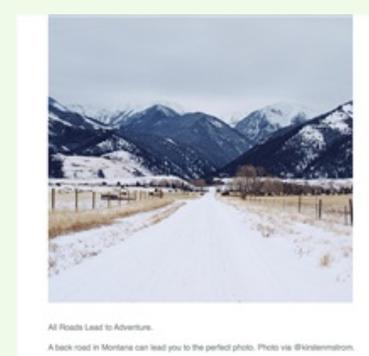
### Instagram



2,253 Likes 51 Comments

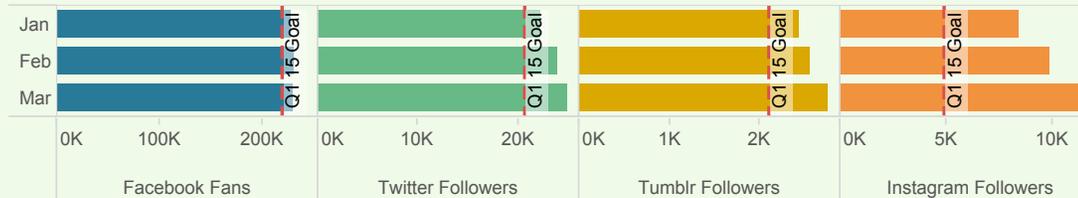
Source: Instagram

### Tumblr

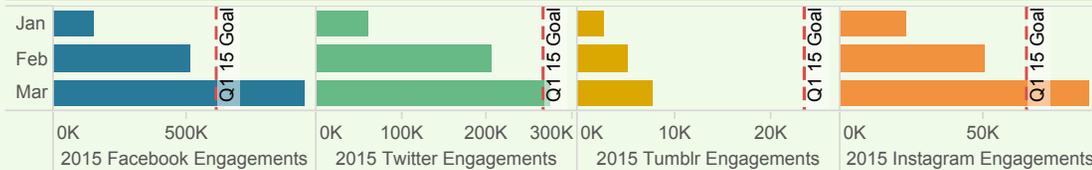


Source: Tumblr

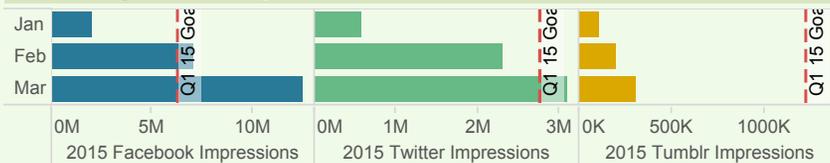
## Social Growth Q1 2015



## Social Engagement Q1 2015



## Social Impressions Q1 2015



## Owned Media Highlights

### Social Media

-During the first quarter, Instagram, Twitter and Tumblr all saw substantial audience growth due to a successful influencer partnership. The channels grew by 107%, 17% and 19% respectively. Moving forward, continue to leverage influencer marketing strategies to further stimulate channel growth.

-Videos on Facebook were generally top performers, due to its higher priority in the algorithm, while on-the-road perspective photos performed highly on Twitter and Instagram. Continue to post on-the-road photos and videos to appeal to prospective visitors who are considering summer road trips.

-Of note, a seasonal winter photo featuring beautiful landscape and bison was an all-time top performer on Instagram with 2,304 engagements. Content highlighting the unique wildlife and landscape in a seasonal context has always performed well, so continue to look for imagery which includes multiple aspects of Montana's beauty.

-Tumblr's Impression and Engagement Q1 2015 goals were overprojected due to a system change from Google Analytics to Tumblr's own analytics portal.

\*Social Growth data shown to reflect were MTOT profiles stand at the end of Q1 2015

\*Social Engagement and Impression data represents only new engagements and impressions from Q1 and the Q1 goals are reflected as a percentage of FY' 2015 goals.

Source: Crimson Hexagon via Big Fuel

# Owned Media

## WinterMT.com Performance Metrics

**294,244**

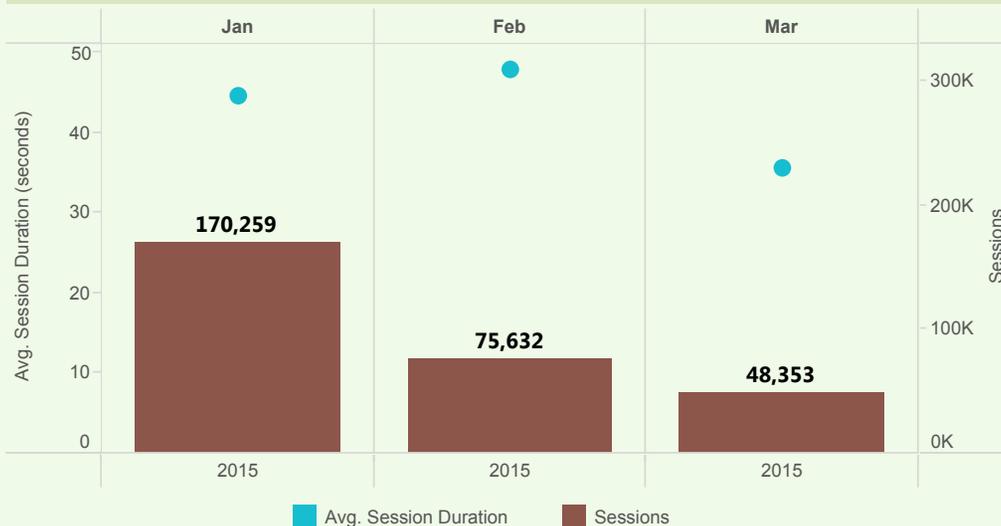
January-March Site Sessions

**43 seconds**

January-March Average Session Duration

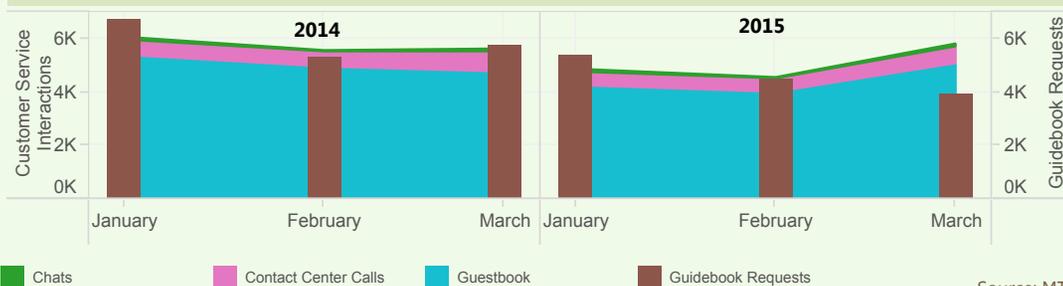
"Sessions" are not unique

### Sessions vs. Session Duration (2015)



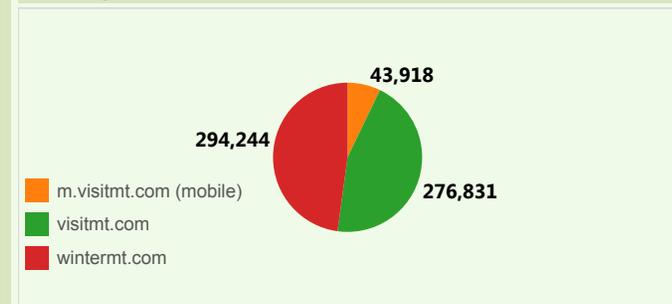
Compares same time period, previous year

### Customer Service Interactions



## All Montana Sites

### January-March 2015 Website Visitation



### January-March 2015 Time Spent on Websites by Month (seconds)

	January	February	March
m.visitmt.com (mobile)	2,067,915	1,900,590	410,342
visitmt.com	18,271,282	16,630,476	13,650,045
wintermt.com	7,591,810	3,620,307	1,721,320

## Owned Media Highlights

### Montana Website Performance

-Following the relaunch of VisitMT.com, some data cannot be compared year over year accurately, as the URL for many pages have changed with the launch.

### Customer Service Interactions

-Guestbooks and Contact Center Calls were down 13% and 19% respectively, but Chats were up 16% in Q1 2015 versus Q1 2014.

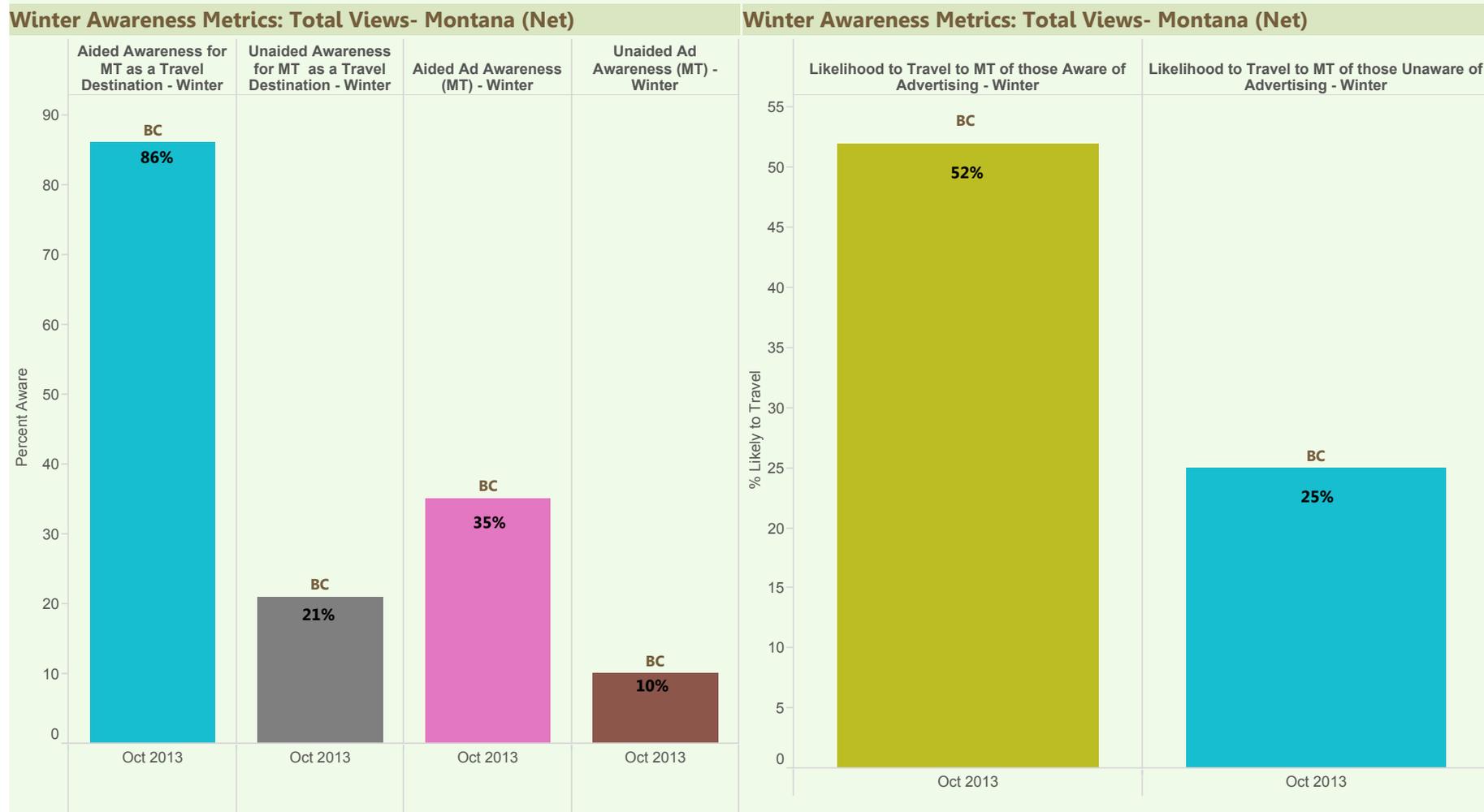
-There was a 29% decrease in individual Guidebook Requests from Q1 2015 versus Q1 2014.



# Awareness and Intent Study Results



## Before Campaign (BC)



Source for Winter metrics: Leisure Trends Group Brand Awareness Study Run 8 (Dec 2014)

\*All October 2014 data not available due to Leisure Trends Group sampling error

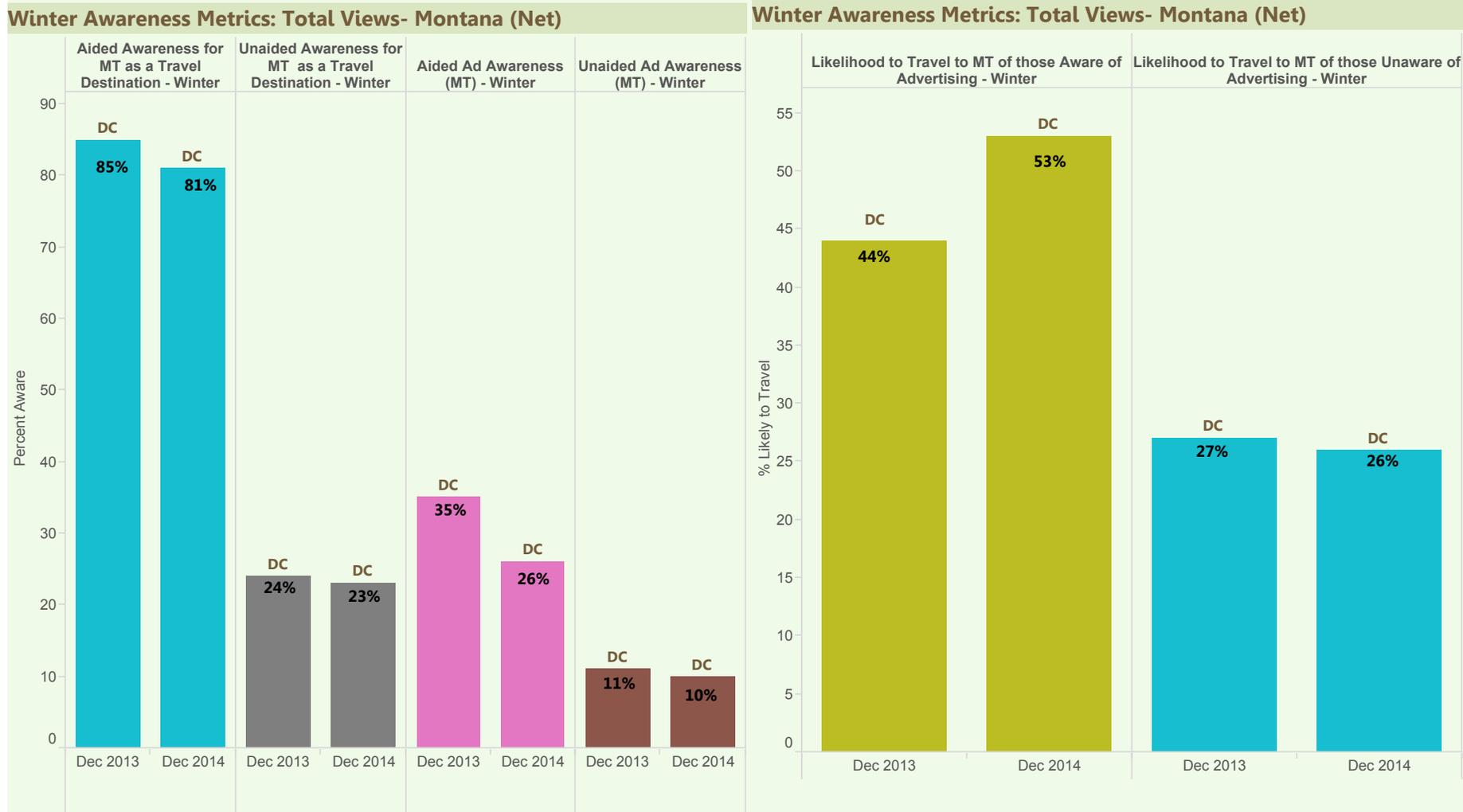
\*\*Intent metrics include those who have ever traveled to Montana for a winter vacation

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

# Awareness and Intent Study Results



## During Campaign (DC)



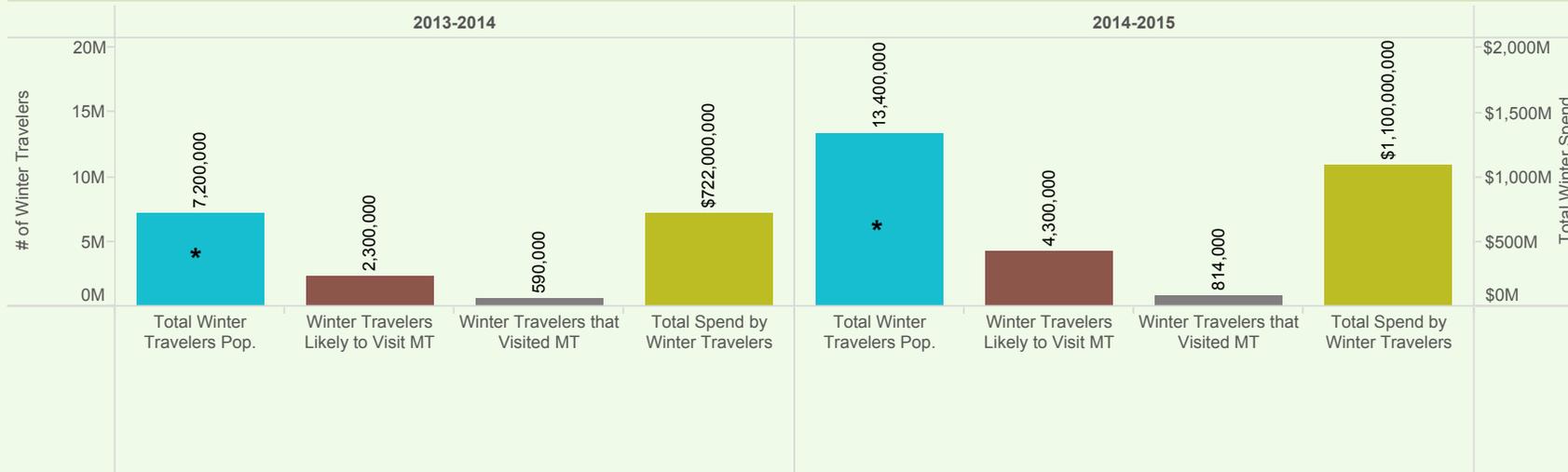
Source for Winter metrics: Leisure Trends Group Brand Awareness Study Run 8 (Dec 2014)

Key:  
 BC = Before Campaign      DC = During Campaign

# Conversion Study Results



## Winter Traveler Conversion Funnel



### Highlights

The most recent reports from Leisure Trends Group/NPD include the Winter Brand Awareness Study Run 8 and the Winter Conversion Study.

#### Key takeaways from the Run 8 study include:

-Some key campaign metrics (unaided brand awareness, unaided ad awareness, and intent to travel) are steady year-over-year, indicating that the Montana brand and advertising continues to resonate with the core consumer base.

-On a national level, likelihood to travel for non-winter vacation has increased versus FY14. Among those that claim to be aware of the advertising, likelihood to travel to Montana for winter/snow travel is significantly higher than those unaware of the ads (53% vs. 26%). This appears to indicate that when ad spending breaks at a level to translate to aided ad recognition, it positively impacts intent to travel.

-Friends and family (55%) remained the most dominant source of awareness for Montana as a Winter travel destination. TripAdvisor (45%) and Expedia (32%) were the most popular online information sources for gathering information about Winter travel destinations.

- Friends and family posting about Montana on Facebook (25%) was the most popular social media source for Winter travelers, while those seeing videos on YouTube (11%) was the second most popular source.

#### Key takeaways from the Winter Conversion study include:

-Among winter travelers who indicated they were likely to visit Montana in the next two winter seasons, 19% actually did visit the state.

-Those living in the Seattle market were most likely to have traveled to Montana in the past 12 months (26%), followed by Portland (17%) and Minneapolis (15%), with Chicago having the least amount of past 12 month visitors to Montana (7%).

-Among winter travelers who did not visit Montana within the past year, not having time (29%) was the top reason for not visiting.

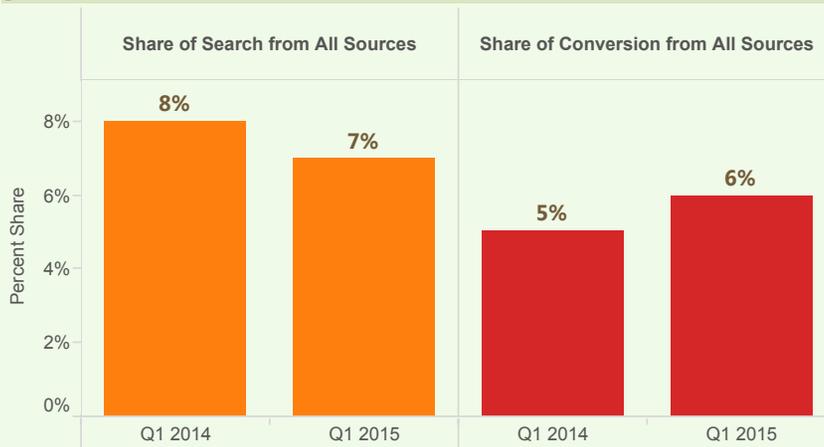
-57% of winter travelers plan to visit Montana within the next 2 years.

\*A US representative sample of males and females aged 18+ answered the winter traveler screening questions from the Winter Brand Awareness survey to define the percent of winter travelers with the U.S. Small variations of the number of people, when applied to the US population, result in large changes.

# nSight for Travel - All Sources

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

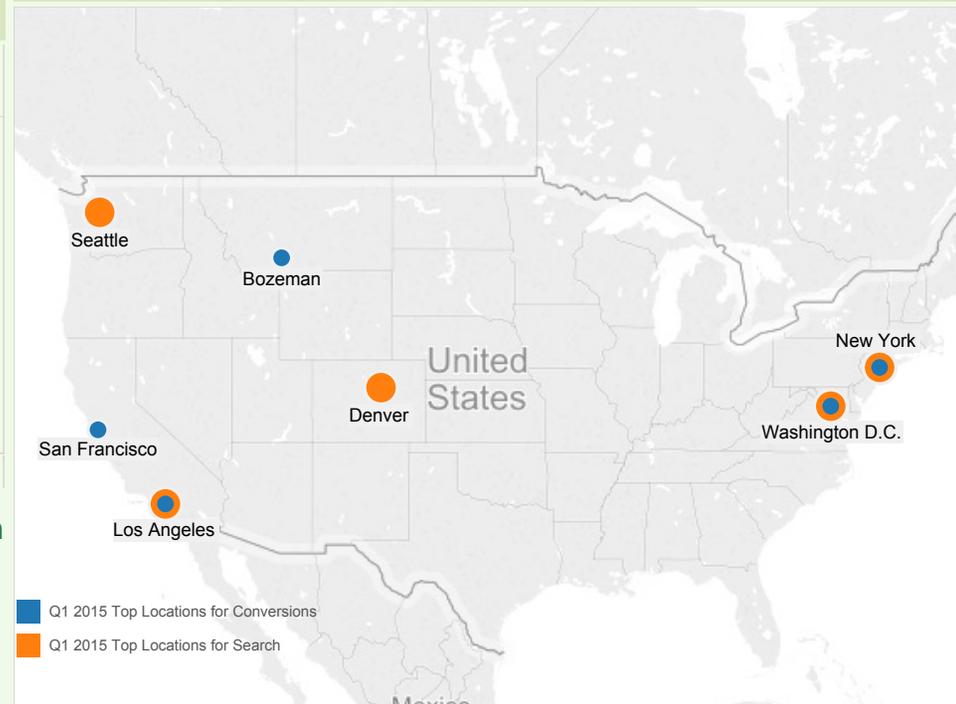
## Share of Search and Share of Conversion vs. Rocky Mountain Region



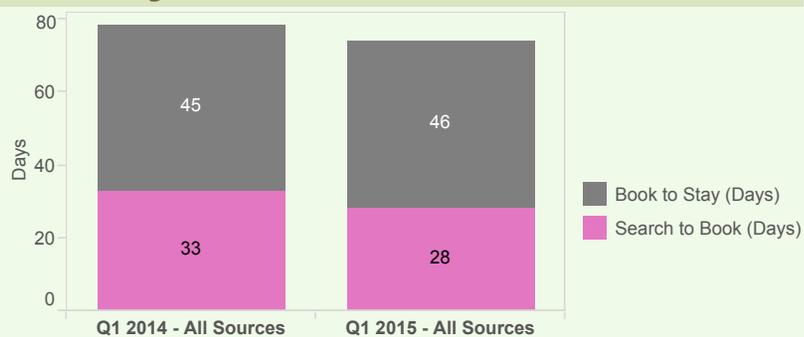
### Q1 2014 Top Conversion Personas:      Q1 2015 Top Conversion Personas:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>Adventure Seekers</li> <li>Bucket Listers</li> <li>Dream Trippers</li> <li>Experience Seekers</li> <li>Young Free Spirits</li> </ul> | <ul style="list-style-type: none"> <li>Adventure Seekers</li> <li>Bucket Listers</li> <li>Dream Trippers</li> <li>Experience Seekers</li> <li>Young Free Spirits</li> </ul> |
|---|---|

## Q1 2015 Top Source Locations for Montana Travelers



## Travel Planning Timeline from All Sources



## nSight for Travel Highlights

- Share of search and share of conversion remained almost identical between Q1 2015 and Q1 2014.
- Top conversion personas did not change between Q1 2015 and Q1 2014.
- Top conversion markets: New York, Los Angeles, San Francisco, Bozeman and Washington, D.C.
- Search-to-book decreased on average by 5 days in Q1 2015 vs. Q1 2014.
- Most popular weeks for staying in Montana during Q1 2015 mirrored the same weeks in Q1 2014: Week of Feb. 9 (President's Day Weekend), Week of March 2, Week of Feb. 2.

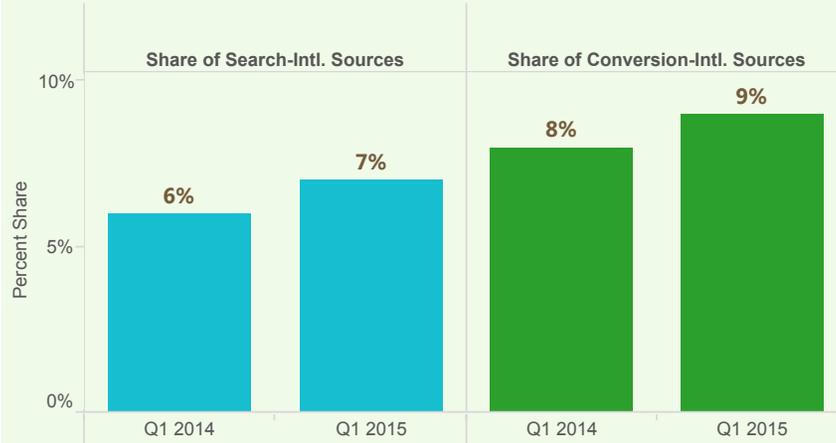
\*Complete list of top locations for Search and Conversions available on Page 19

# 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

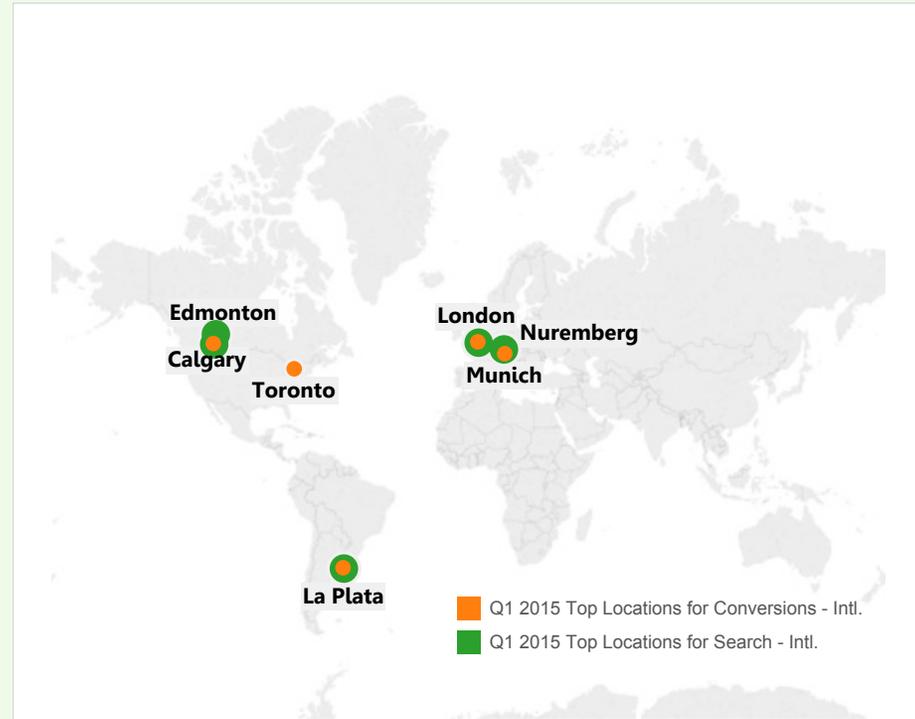


### Q1 2014 Top International Conversion Personas:      Q1 2015 Top International Conversion Personas:

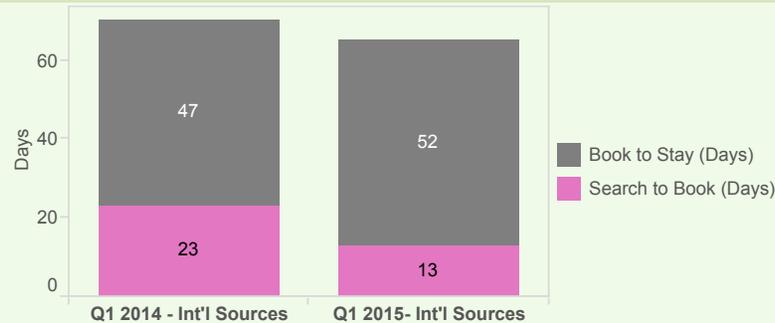
Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Dream Trippers

Adventure Seekers  
Frugal Boomers  
Young Free Spirits  
Bucket Listers  
Dream Trippers

## Q1 2015 Top Source Locations for International Montana Travelers



## Travel Planning Timeline from International Sources



## nSight for Travel Highlights

-Share of search and share of conversion remained almost identical versus Q1 2014 with both having a 1% increase in Q1 2015.

-Top conversion personas did not change between Q1 2015 and Q1 2014, although Frugal Boomers and Young Free Spirits ranked higher in conversions in Q1 2015 versus Q1 2014.

-Top conversion markets: Calgary, La Plata (Argentina), London, Munich and Toronto.

-Search-to-book decreased on average by 9 days in Q1 2015 vs. Q1 2014 and book-to-stay increased on average by 4 days.

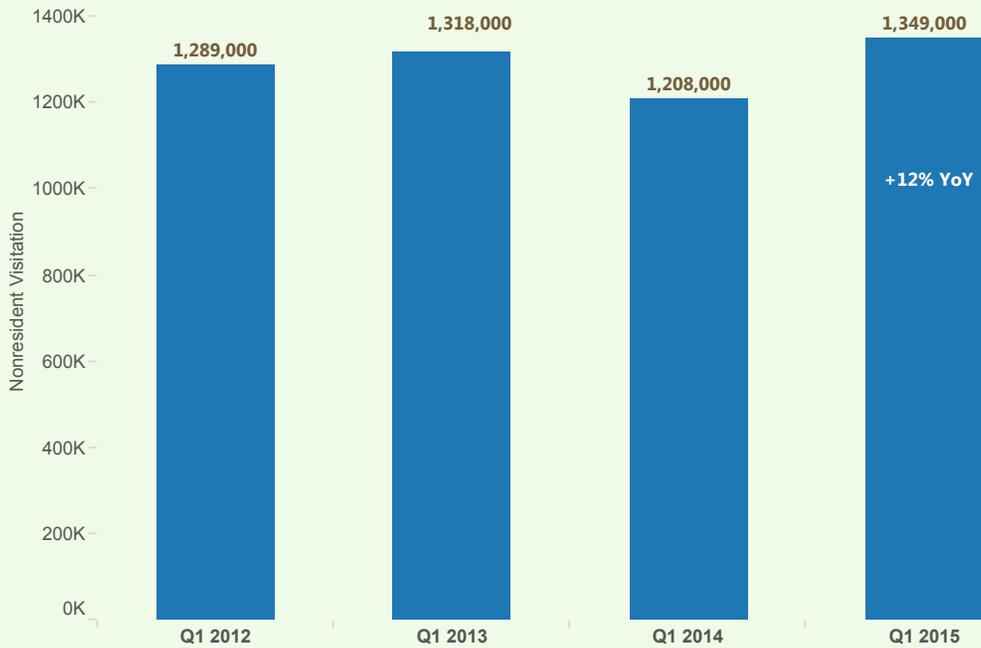
-Most popular weeks for staying in Montana during Q1 2015 mirrored the same weeks in Q1 2014: Week of Feb. 9 (President's Day Weekend), Week of March 2, Week of Jan. 26 and Week of Jan. 5.

\*Complete list of top locations for Search and Conversions available on Page 20

# Tourism Trends

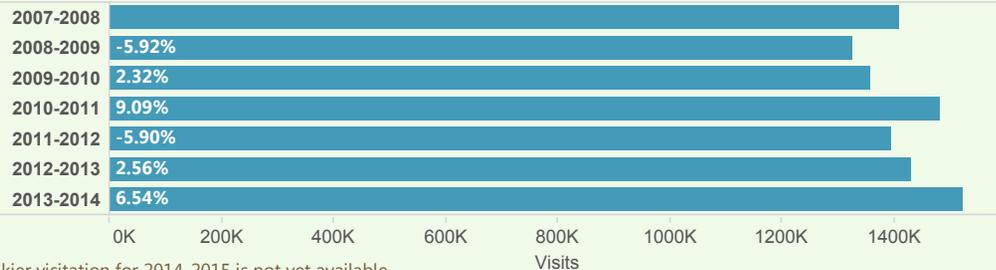
**1.3 Million**  
2015 Nonresident Visitors

## Nonresident Visitation (2012-2015)



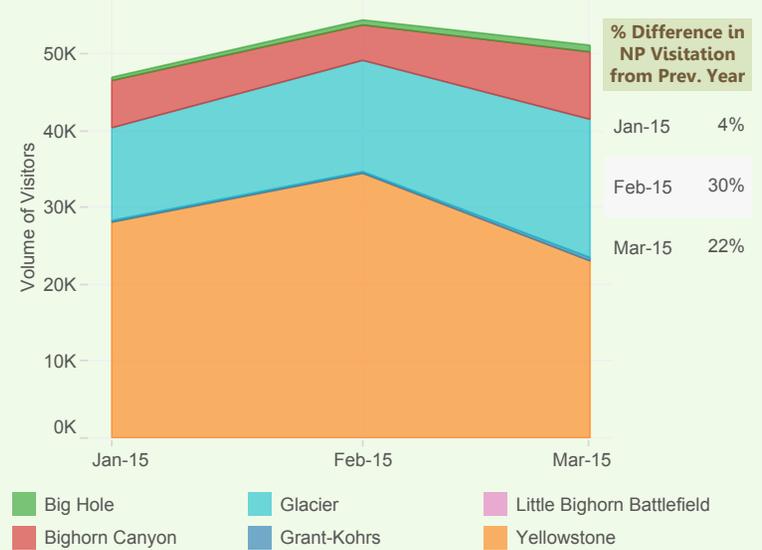
Source: ITRR

## Skier Visitation \*% is difference from previous winter



\*Skier visitation for 2014-2015 is not yet available  
Source: USDA Forest Service, Northern Region and individual ski areas

## National Park Visitation (January 2015-March 2015)

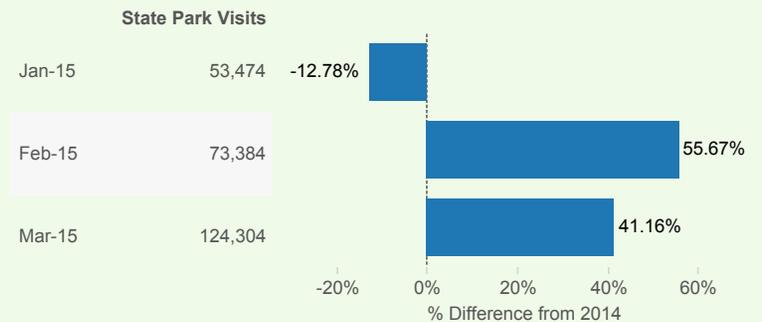


Source: National Park Service Public Use Statistics

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

\*Q1 2015 data unavailable for Little Bighorn Battlefield

## Overall State Park Visitation (2015)



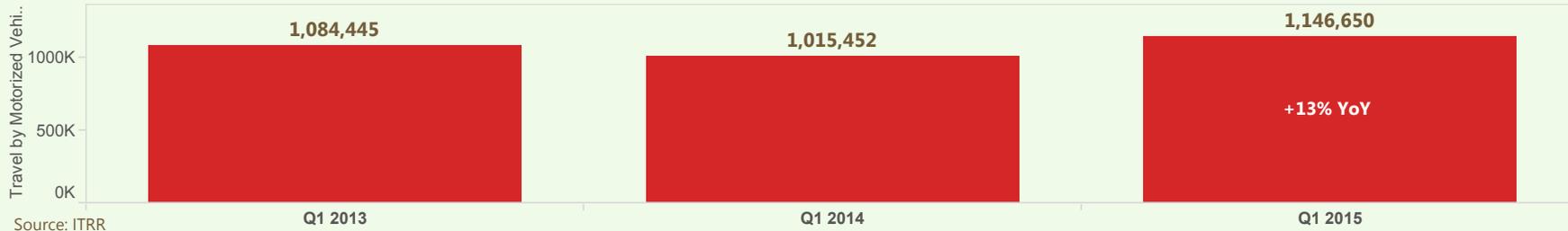
Source: Montana State Parks

# Tourism Trends

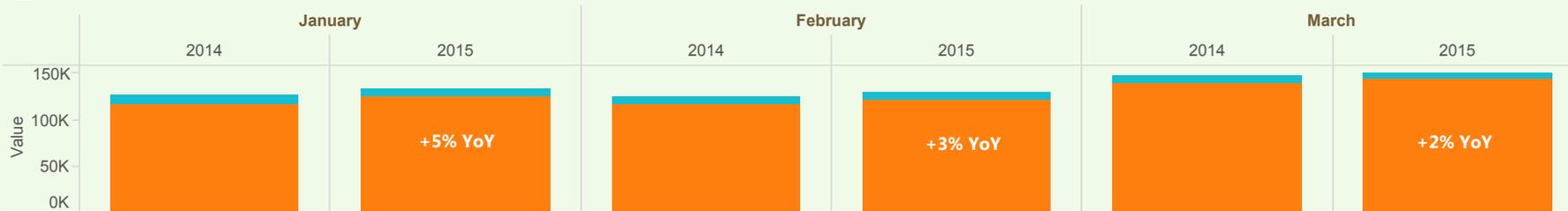
\*Please see Appendix for additional information

## Getting to Montana

### Getting To Montana: Motorized Vehicles (Q1 2013-2015)



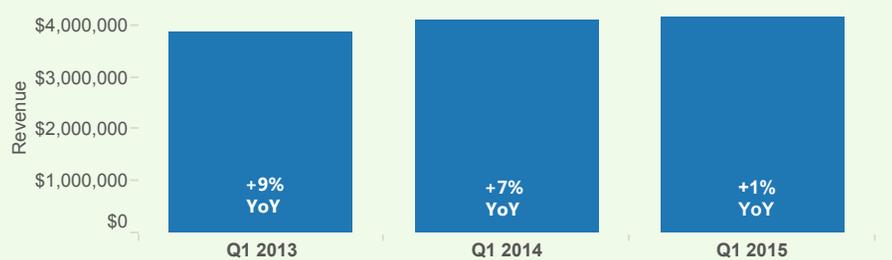
### Getting To Montana: Planes and Trains (Q1 2014-2015)



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

## Staying in Montana

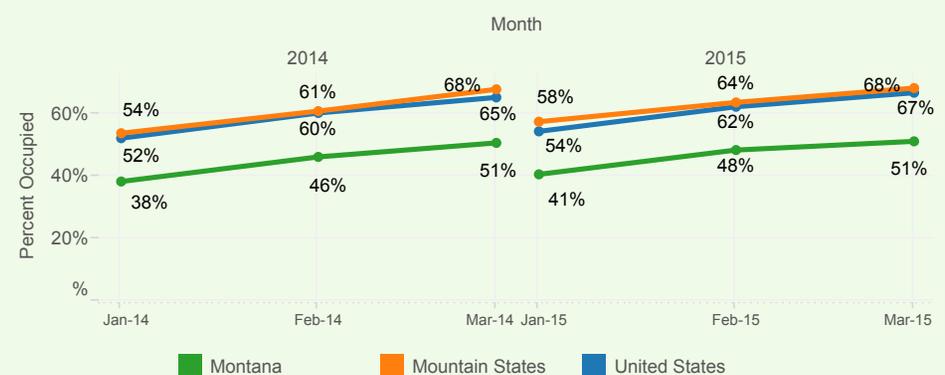
### Gross Lodging Tax Revenues (Q1 2012-2015)



**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

### Hotel Occupancy Percentage (Q1 2014-2015)



Source: Smith Travel Research

## Additional Comments and Definitions

### Tourism Trends Highlights

-Nonresident visitation is up 12% over Q1 2014.

-National park visitation is up for every national site in Q1 2015 vs. Q1 2014 (except stats are not available for Little Bighorn Battlefield). Big Hole National Battlefield, Glacier National Park and Grant-Kohrs Ranch and Yellowstone National Park saw their highest visitation levels in 4 years during the first quarter.

-State park visitation is up 27% over Q1 2014.

-Skier visitation is TBD.

-Travel by motorized vehicle and airport deboardings are both up over Q1 2014, however Amtrak ridership continues to be down.

### 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.

**Geotravelers:** 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.

# Appendix

## Social Media Copy



0:02 / 0:15

**Montana**  
Is Montana on your bucket list? It should be.  
Unlike · Comment · Share · February 3

Shared with: Public  
466,835 Views



**visitmontana** 2 months ago  
A real #MontanaMoment near Chief Mountain. Photo via @goldiehawn\_ #Montana #MontanaMoment #GlacierNationalPark #instalove #winter #GlacierMT

neadell, carolina\_d.fernandez, theoutdooraccount and 2,253 others like this.

jgunasso @vothy  
swaineth @lawhen92  
theflanders @allisonleigh317  
vothy @jgunasso #likeabirdonabuffalo  
justonefilm @melissadfrancis  
qecurry @erikm77  
allisonleigh317 Sick! @theflanders  
sherbygonewild

Leave a comment...

**visit MONTANA** @visitmontana  
Getting lost in Montana means taking a back road or two. #MontanaMoment



RETWEETS 73 FAVORITES 117

9:20 AM · 22 Mar 2015



All Roads Lead to Adventure.  
A back road in Montana can lead you to the perfect photo. Photo via @kirstenstrom.

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

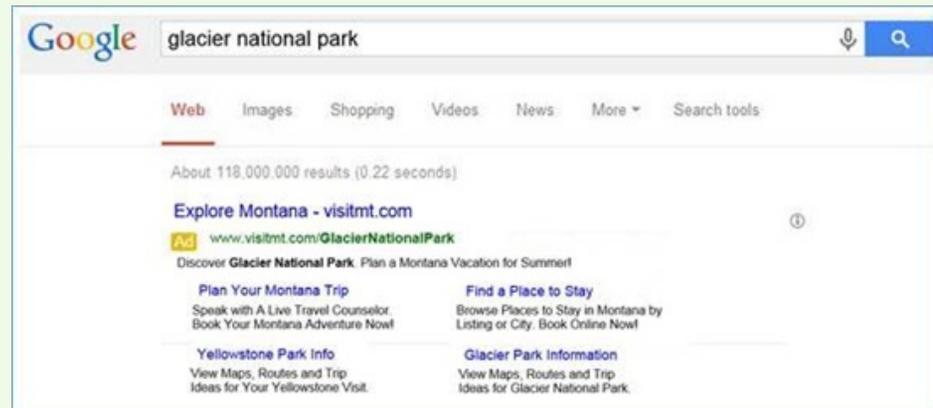
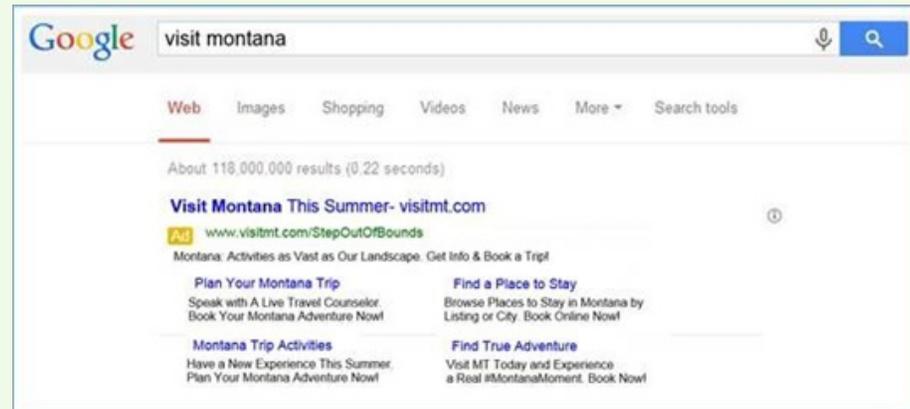
# Appendix

## 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

### Q1 2014 Top Locations/Personas for Search

#### Top Locations for Search - Montana

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

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

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

#### Top Personas for Search - Montana

Adventure Seekers  
Bucket Listers  
Young Free Spirits  
Frugal Boomers  
Dream Trippers

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

Adventure Seekers  
Young Free Spirits  
Bucket Listers  
Frugal Boomers  
Self Seekers

### Q1 2015 Top Locations/Personas for Search

#### Top Locations for Search - Montana

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

#### Top Locations for Search - RMR

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

#### Top Personas for Search - Montana

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Experience Seekers  
Young Free Spirits

#### Top Personas for Search - RMR

Adventure Seekers  
Bucket Listers  
Self Seekers  
Dream Trippers  
Young Free Spirits

### Q1 2014 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

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

#### Top Locations for Conversions - RMR

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

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Experience Seekers  
Young Free Spirits

#### Top Personas for Conversions - RMR

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

### Q1 2015 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

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

#### Top Locations for Conversions - RMR

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

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Experience Seekers  
Young Free Spirits

#### Top Personas for Conversions - RMR

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

# Appendix

## nSight for Travel Additional Information-International Sources

### Q1 2014 Top Locations/Personas for Search

#### Top Locations for Search - Montana

CALGARY, CANADA  
LONDON, GREAT BRITAIN  
NUREMBERG, GERMANY  
TORONTO, CANADA  
ROME, ITALY  
MILAN, ITALY  
EDMONTON, CANADA  
LUBECK, GERMANY  
MADRID, SPAIN  
SEOUL, KOREA  
LA PLATA, ARGENTINA  
MONTREAL, CANADA  
VANCOUVER, CANADA

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

NUREMBERG, GERMANY  
LONDON, GREAT BRITAIN  
LUBECK, GERMANY  
DUSSELDORF, GERMANY  
MILAN, ITALY  
ROME, ITALY  
MADRID, SPAIN  
MEXICO CITY, MEXICO  
COLOGNE, GERMANY  
MONTREAL, CANADA  
VIENNA, AUSTRIA  
LA PLATA, ARGENTINA

### Q1 2015 Top Locations/Personas for Search

#### Top Locations for Search - Montana

CALGARY, CANADA  
EDMONTON, CANADA  
NUREMBERG, GERMANY  
LA PLATA, ARGENTINA  
LONDON, GREAT BRITAIN  
TORONTO, CANADA  
VANCOUVER, CANADA  
MUNICH, GERMANY  
MADRID, SPAIN  
SASKATOON, CANADA  
VIENNA, AUSTRIA  
LUBECK, GERMANY  
MILAN, ITALY

#### Top Locations for Search - RMR

LONDON, GREAT BRITAIN  
LA PLATA, ARGENTINA  
TORONTO, CANADA  
MILAN, ITALY  
MEXICO CITY, MEXICO  
VANCOUVER, CANADA  
NUREMBERG, GERMANY  
LUBLIN, POLAND  
LUBECK, GERMANY  
CALGARY, CANADA  
VIENNA, AUSTRIA  
TAIPEI, TAIWAN  
MONTRAL, CANADA

#### Top Personas for Search - Montana

Adventure Seekers  
Frugal Boomers  
Bucket Listers  
Young Free Spirits  
Dream Trippers

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

Adventure Seekers  
Frugal Boomers  
Bucket Listers  
Young Free Spirits  
Self Seekers

#### Top Personas for Search - Montana

Adventure Seekers  
Frugal Boomers  
Bucket Listers  
Young Free Spirits  
Self Seekers

#### Top Personas for Search - RMR

Adventure Seekers  
Frugal Boomers  
Bucket Listers  
Young Free Spirits  
Self Seekers

### Q1 2014 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

LONDON, GREAT BRITAIN  
CALGARY, CANADA  
MILAN, ITALY  
NUREMBERG, GERMANY  
ROME, ITALY  
MADRID, SPAIN  
MUNICH, GERMANY  
LUBECK, GERMANY  
TORONTO, CANADA  
VANCOUVER, CANADA  
EDMONTON, CANADA  
LA PLATA, ARGENTINA  
SEOUL, KOREA

#### Top Locations for Conversions - RMR

LONDON, GREAT BRITAIN  
MEXICO CITY, MEXICO  
TORONTO, CANADA  
NUREMBERG, GERMANY  
ROME, ITALY  
MADRID, SPAIN  
MILAN, ITALY  
VANCOUVER, CANADA  
VIENNA, AUSTRIA  
MUNICH, GERMANY  
LUBECK, GERMANY  
ZURICH, SWITZERLAND  
SEOUL, KOREA

### Q1 2015 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

CALGARY, CANADA  
LA PLATA, ARGENTINA  
LONDON, GREAT BRITAIN  
MUNICH, GERMANY  
TORONTO, CANADA  
EDMONTON, CANADA  
VANCOUVER, CANADA  
LUBECK, GERMANY  
MILAN, ITALY  
NUREMBERG, GERMANY  
MADRID, SPAIN  
MONTREAL, CANADA  
ROME, ITALY

#### Top Locations for Conversions - RMR

LONDON, GREAT BRITAIN  
MEXICO CITY, MEXICO  
TORONTO, CANADA  
LA PLATA, ARGENTINA  
VANCOUVER, CANADA  
NUREMBERG, GERMANY  
MONTREAL, CANADA  
VIENNA, AUSTRIA  
MUNICH, GERMANY  
ZURICH, SWITZERLAND  
MILAN, ITALY  
LUBECK, GERMANY  
CALGARY, CANADA

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Dream Trippers

#### Top Personas for Conversions - RMR

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Dream Trippers

#### Top Personas for Conversions - Montana

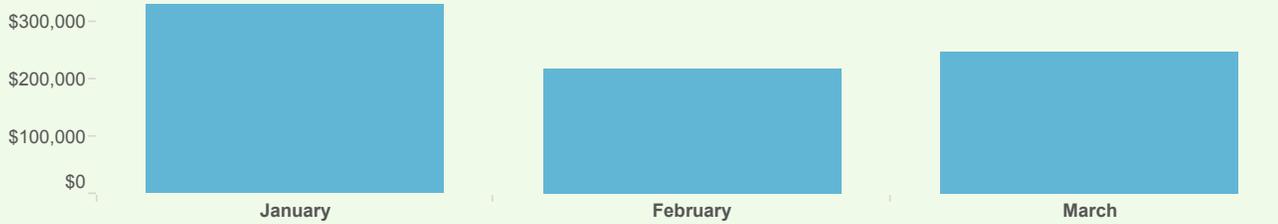
Adventure Seekers  
Frugal Boomers  
Young Free Spirits  
Bucket Listers  
Dream Trippers

#### Top Personas for Conversions - RMR

Adventure Seekers  
Frugal Boomers  
Young Free Spirits  
Bucket Listers  
Dream Trippers

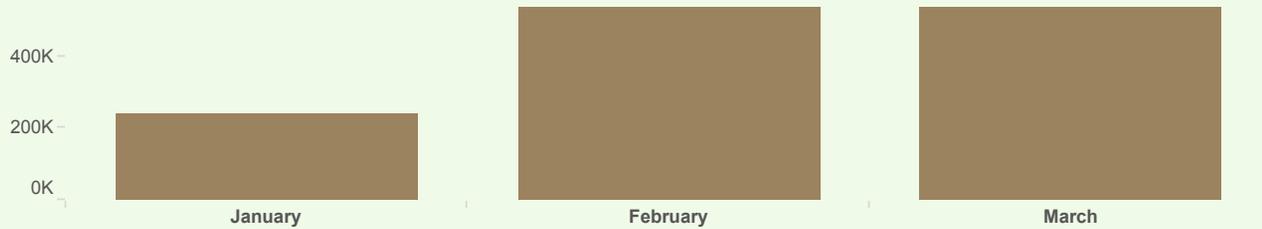
# Q1 2015 Monthly Performance

**\$791,668** -33%  
YoY  
January-March 2015  
Media Spend



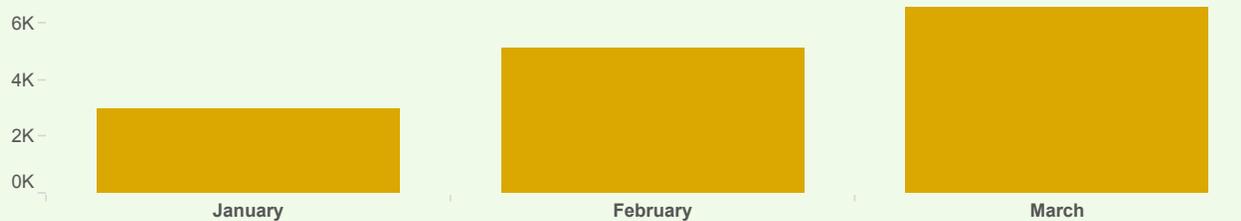
Source: Spark

**1,309,568** +49%  
YoY  
January-March 2015  
Social Engagements



Source: Facebook, Twitter, Instagram, Tumblr

**23,444** +43%  
YoY  
January-March 2015  
Total Social Media Mentions



Source: BrandWatch