

YELLOWSTONE COUNTRY MONTANA

MARKETING PLAN

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MISSION

The purpose of Yellowstone Country Montana Inc. (YCMI), a state tourism region, is to market and develop the region as a preferred vacation destination for leisure visitors and groups.

1) PURPOSE

Yellowstone Country promotes the region as “America’s 1st Playground,” and “Montana’s Yellowstone Country,” a 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.

Annual marketing & promotion projects are implemented based on a multi-year marketing strategy outlined within the Yellowstone Country 5-year Strategic Plan; the goals and objectives outlined in the marketing plan are evaluated & revised annually to adhere to YCMI’s long-range marketing vision.

2) IDENTITY OF THE AREA

TARGET SEASONS

Yellowstone Country’s seasonal focus, in terms of priority, is the winter, shoulder, and warm season.

STRENGTHS

The diversity of activities, attractions and events found throughout the region allows for the opportunity to capture our target market segments (see demographics). Marketing and promotion efforts should focus on highlighting the strengths outlined in this section. The outlined strengths are perceived as the marketing opportunities.

- **Yellowstone National Park** — America’s 1st National Park is the primary attraction for visitors to the region. Three of the five entrances to YNP are

located in Yellowstone Country. The region benefits greatly from having the only year-round entrance at Gardiner, the most-accessed entrance at West Yellowstone and the Northeast entrance near Cooke City, which leads travelers over the famed Beartooth Highway. 2010 was a record visitation year for Yellowstone Park!

- **National Park Corridor** – Yellowstone Country is located at a unique crossroads. In addition to our three Yellowstone entrances, we are just a short drive from Grand Teton National Park and ideally situated on the corridor leading from these parks north to Glacier National Park.
- **Four Major Alpine Ski Resorts** — Big Sky, Moonlight Basin, Bridger Bowl & Red Lodge Mountain, are all located within close proximity to the Bozeman and Billings airports and the I-90 & I-15 highway corridors.
- **Two Major Snowmobile Areas** — Visitors have access to a multitude of groomed and Forest Service Trails, including the nationally recognized West Yellowstone and Cooke City areas.
- **Nordic Skiing Destinations & Events** – Yellowstone Country has the best Nordic skiing in America and the intent is to brand & market as such. Miles of local trails in community areas, on forest service land, and at specific Nordic ski destinations such as Bohart and Lone Mountain Ranches provide ample opportunity to participate in this popular “Quiet Side of Winter” experience. World class cross country ski events and festivals, such as November’s Yellowstone Ski Festival and the March Rendezvous Race and Youth Ski Festival draw skiers from across the nation.
- **Established Pre-Existing Tourism Historic Sites, Roads & Trails** — Art galleries, museums, and historic sites are found throughout the communities located along State Highways 78, 89, 191, 212 and the I-90 corridor; a perfect blend of cultural, historical, and sustainable interests for a Geo-traveler while preserving a destination’s geographic character. Hwy 212, also known as the Beartooth all American Highway, runs through Red Lodge as Broadway St, which received national recognition in 2010 by the American Planning Association as the best Main Street in Montana.
- **Local Geo-touristic Events** --- Promote the unique and diverse cultural, musical, and historical events and happenings in both the small and large communities of Yellowstone Country. This could include local art festivals & artist fairs, Music on Main or Music in the Parks, local theater, Farmers Markets, arts & craft shows, and other cultural events.
- **Established Annual Events** —Large annual events and festivals such as the Bridger Bowl Raptor Fest, Festival of the Nations, Sweet Pea Festival, Winter Snowmobile Expo and the Mountain Man Rendezvous entice visitors to extend their trip to the Yellowstone Country region to take in & participate in unique experiences found year-round.
- **Recreational Opportunities** — Yellowstone Country is ideally suited to meet the needs of geo-travelers looking to combine outstanding natural resource assets with adventure & outdoor recreation experiences; one will find a multitude of recreational experiences available for all levels of expertise: scenic driving, ATVing, hiking, climbing, mountain biking, horseback riding,

RVing, camping, golfing, fly-fishing, bird & wildlife watching, Nordic and alpine skiing, snowmobiling, hunting, whitewater rafting and other water sports.

- **Destination Lodging and Meeting Facilities** — the region boasts a wide variety of lodging and meeting properties that can meet the needs of small or large groups for either business or leisure travelers. This ranges from unique private retreats, vacation rental homes, guest ranches, historic hotels, and B & B's to full-service resorts and national chain properties.
- **Transportation** —The Bozeman and Billings airports provide air service from major airlines including Delta, United, Frontier, Horizon & Allegiant. Bozeman offers air service to Denver, Salt Lake City, Minneapolis, Seattle, Chicago, Las Vegas, Phoenix and Los Angeles with seasonal service to Atlanta, Detroit, and San Francisco. West Yellowstone (just two miles from Yellowstone Park) offers seasonal service from Salt Lake City on Skywest. Billings offers service to Denver, Salt Lake, Minneapolis, Seattle, Las Vegas, Phoenix & Los Angeles. Additionally, West Yellowstone, Livingston, Big Timber and other airports provide options for travelers arriving by charter and/or private flights. I-90 is the main east/west artery for automobile traffic, passing through the center of the region. Shuttle bus service is available from Bozeman to Big Sky and West Yellowstone, along with new direct bus service from the Salt Lake airport to West Yellowstone. Charter bus service is also an available option for visitors.
- **Access** — YNP, national forests, state parks and recreation areas in the region are easily accessible and within a short distance from major airports and highways.

MEDIA OPPORTUNITIES (CHALLENGES)

Yellowstone Country will use challenging events/issues that often garner abundant, negative media attention to instead positively promote, educate and inform the public of the full range of recreational and culture opportunities available throughout the YC region.

Common Examples:

Weather & Seasonal Conditions – Two primary seasonal experiences: cold season and warm season. We can have a classic crisp, beautiful fall day as well as all four seasons in the same day. With the focus on recreation - every type of weather has its own sport, and we have great museums, cultural and historical sites for when it's time to spend time indoors!

Blizzards – Lots of snow, ice and Montana mountains; that's why we love to ski, snowmobile and ice climb.

Floods – Streams and rivers flowing from the mountains – high water means great white water rafting and kayaking. Big run off is usually indicative of large snow packs which in turn means abundant streamflow all fishing season.

Earthquakes – Yellowstone is home to one of the most famous volcanoes on the planet – daily seismic activity is life in the park a huge caldera and home to incredible natural features and wildlife.

Fires – it's nature at work. We have 7 mountain ranges surrounding YNP in

Montana and the state has over 147,000 square miles - fire is a natural process that happens every summer. Heavy dead zones and deadfall due to the pine beetle infestation adds to the likelihood of fire hazards. However, in such a large state, we have the luxury of being able to always offer plenty of choices and options to enjoy smoke free recreation in other areas if the region is dealing with fire issues.

Access to Public Lands - Yellowstone Country has the most remote wilderness in the lower 48, yet we have a major airport and interstate access only 1.5 hrs from YNP. There is also plenty of Forest Service and state land access points in Yellowstone Country.

Economic Conditions - Camping is a great way to spend quality time with your family and friends and it's also a way to get the best value for your vacation dollar. Enjoy our spectacular scenic by-ways when you travel on MT highways.

3) GOALS

PROJECTS undertaken by Yellowstone Country support one/more of the following goals:

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. Identify & promote historic, cultural and natural resources, including Native American culture, by providing relevant information & focused marketing messages in targeted advertising venues.
6. Identify & implement multi-year projects that advertise the unique characteristics of the Yellowstone Country region while promoting protection & sustainability of natural resources.
7. Develop & implement consistent regional brands that focus on the diverse communities & attractions within the broader tourism region.
8. Maximize efficiency of dollars spent to promote tourism by implementing marketing campaigns that include specific ROI objectives.
9. Identify & implement private/public sector partnership opportunities.
10. Enhance Montana residents', business owners' and government officials' knowledge about tourism.

11. Increase efficiency and effectiveness of Yellowstone Country marketing by conducting an annual review & evaluation of current projects for use in developing ongoing and future marketing/promotion strategy.
12. Work with representatives from the Native American nations & reservations, and other tourism partners, to promote Indian tourism.

4) SUPPORT FOR STATE 5-YEAR STRATEGIC PLAN

In the FY 12 annual marketing plan, YCMI will implement projects that support the State of Montana's 2008-2012 tourism strategic plan; specifically the following Goals, Objectives & Actions identified for the Regions/CVBs in Appendix E:

- **Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.**

Actions 1.1.b, d, e, 1.2.d, 1.3.a, b, c, 1.4.a, c, are supported by the following YC projects: Opportunity & Joint Venture Marketing (identify opportunities to partner with MTOT, Regions & CVBs on advertising campaigns), Consumer Advertising (Winter & shoulder season campaigns, Internet Advertising, Print and Broadcast Media campaigns), YCMI Website, Publications (Travel Planner), Publicity (individual & group press trips, blogging, press releases, partnering with tourism businesses). YCMI will seek to expand public-private partnerships to help leverage marketing dollars and will continue efforts to identify new markets for specific seasonal and/or year-round promotion.

- **Goal 2: Attain Public Policy and Citizen Support for Sustainable Tourism & Recreation**

Actions 2.1, 2.2 are supported by YCMI, which will work with other industry partners to build awareness of tourism issues, benefits/impacts, allocation of accommodations tax funding for promotion in the public and private sectors through publicity efforts, dissemination of printed information, briefings, & presentations.

- **Goal 4: Enhance & Preserve Montana's Culture & History**

Actions 4.1.a, c, & e, 4.2.b are supported by the following YC projects: Consumer Advertising, Publications (Travel Planner), Joint Ventures, Publicity (Press Trips), Opportunity, Community Tourism Development.

▪ **Goal 5: Support Appropriate Tourism Business Growth**

Actions 5.1.b, c, 5.2.a. are supported by the following YC projects: Opportunity & Joint Venture Marketing (identify opportunities to partner with MTOT, Regions & CVBs on advertising campaigns), Consumer Advertising (seasonal & year-round campaigns, Internet advertising, Print and Broadcast Media campaigns) and the YCMI Website.

▪ **Goal 7: Improve Montana's Transportation System**

Action 7.1 YCMI continues to work with regional airports to help increase air service capacity. 7.2 requires continued support & implementation of MT's rest area strategy; YC is fully committed to this and has worked diligently with MDT to allow printed publications in state rest areas, and is currently planning a signage project for public access locations throughout the region.

▪ **Goal 8: Enhance the Curb Appeal of MT Communities**

Action 8.2 .b. addresses billboard proliferation; YC does not participate in or fund any billboard advertising in any marketing projects.

5) MEASURABLE OBJECTIVES

****Specific measurable objectives based on ROI for each project will be provided in each individual project application.**

STRATEGIC RECOMMENDATIONS

1. Reach target markets through a cost-effective marketing /advertising campaign which drives the consumer to the YCMI website. These actions include (but are not limited to) the following:
 - Print campaigns
 - TV campaigns
 - Travel Planner
 - Website / Internet Advertising
 - Direct Mail
 - Signage
 - Response Fulfillment
 - Social Media
 - Kiosks
 - E-Communications (e-newsletters, e-blasts)
 - Video

2. Utilize Publicity/PR techniques to increase awareness about Yellowstone Country.
 - Press trips for travel journalists
 - Press releases
 - Blogging
 - Provide information to local chambers and businesses
3. Encourage tourists to “do more” and “stay longer” in Yellowstone Country by providing information through:
 - Visitor Information Centers (VICs)/Kiosks
 - Coordinate sharing information between communities, regions and state
 - Travel Planner
 - Supply chambers with information and publications to promote tourism in the community, region and state
 - Website

6) TARGET GEOGRAPHIC MARKETS

Key Geographic Markets for Yellowstone Country: The major geographic markets for YCMI are those where the majority of the region’s visitors primarily come from, as supported by research statistics. Included in the geographic target mix are the surrounding states where potential visitors have the option of driving in or flying into the region in one day of travel time.

7) TARGET DEMOGRAPHICS

Key Demographic Markets for Yellowstone Country: The target markets for Yellowstone Country include, but are not limited to, the following segments: mature travelers (50 years and up), active adults in all age ranges, active families with children, couples, corporate travel conventions & meeting groups, and all visitors that pursue the many varied activities in Yellowstone Country: i.e. geo-tourism, heritage and cultural travelers, guided adventurers, outdoor enthusiasts for one or all seasons, etc.

8) MARKETING METHODS/ADVERTISING MEDIA TO BE USED

Yellowstone Country Montana will work to maintain the consistency and effectiveness of our message through the following means:

- **Travel Planner** — The Yellowstone Country Travel Planner is a comprehensive, full color, informational guide to our region. Specific areas of interest focus on activities, day trips and scenic loops. The planner is the primary fulfillment print piece for direct inquiries and is distributed at regional & statewide chambers, Visitor Information Centers (VICs), area attractions,

tourism-related businesses, state rest areas, the Bozeman & Billings airports and through out-of-state bulk distribution. The planner is available on the YC website for segmented electronic download & print.

- **Publicity & Public Awareness** — YC will continue publicity efforts through individual & group press trips, press releases, blogging, and information updates via the website.
- **Yellowstone Country Community Tourism Programs** — YCMI will continue the current VIC staffing program and will implement an information kiosk maintenance project and a signage project to help travelers identify public access locations.
- **Winter, Shoulder & Warm Season Campaigns** — Produce & implement media mix advertising to attract outdoor recreation enthusiasts to the region.
- **Internet/Print/Broadcast Advertising** — YC will continue to pursue media advertising opportunities that best meet our outdoor recreation marketing strategy. YC will consider Joint Ventures opportunities, as well as public/private sector partnerships.

ANNUAL BUDGET OVERVIEW

YELLOWSTONE COUNTRY MONTANA

FISCAL YEAR 2011/2012

| | | |
|--|----|------------|
| FY 11/12 Projected Revenue (95%) | \$ | 791,000.00 |
| Rollover Funds at Commerce | \$ | 72,000.00 |
| FY 11 Website Maintenance funds cancelled/carryover to new FY 12 Consumer Advertising projects | \$ | 50,000.00 |

TOTAL BUDGET \$ 913,000.00

| <u>PROJECT DESCRIPTION/CATEGORY</u> | <u>PROJECT BUDGET</u> | <u>TOTAL</u> |
|--|-----------------------|---------------------|
| MARKETING SUPPORT | | \$155,000.00 |
| Administration (up to 20%) | \$110,000 | |
| Opportunity (up to 10%) | \$ 45,000 | |
| PUBLICATIONS | | \$136,000.00 |
| Travel Planner | | |
| JOINT VENTURES | | \$21,000.00 |
| Tribal Tourism Promotion Project | | |
| Projects TBD | | |
| CONSUMER ADVERTISING | | \$441,000.00 |
| Internet Advertising/Social Media Management | | |
| Targeted Regional Co-op Campaigns/Branding | | |
| Nordic Ski Capital of North America Campaign | | |
| Promote Routing/specific destinations & communities/direct flights | | |
| Shoulder/off-season specific target campaigns | | |
| WEB DEVELOPMENT & MAINTENANCE | | \$43,000.00 |
| Mobile Application | | |
| Website development & maintenance | | |
| PUBLICITY & PUBLIC AWARENESS | | \$19,000.00 |
| Individual & Group Press Trips | | |
| Public Awareness | | |
| Blogging | | |
| COMMUNITY TOURISM DEVELOPMENT | | \$73,000.00 |
| VIC Staffing Program | | |
| Kiosk Maintenance | | |
| Public Access Signage | | |
| TELEMARKETING/FULFILLMENT | | \$25,000.00 |
| TOTAL FY 11/12 BUDGET REQUESTED | | \$913,000.00 |

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|--|
| Requested Approval <input type="checkbox"/> _Final <input checked="" type="checkbox"/> _X_Preliminary |
|--|

PUBLICATIONS — TRAVEL PLANNER

| | |
|--------------------------|--------------------------------------|
| ORGANIZATION NAME | YELLOWSTONE COUNTRY MONTANA |
| PROJECT NAME | PUBLICATIONS — TRAVEL PLANNER |
| APPLICATION COMPLETED BY | ROBIN HOOVER |

PROJECT NARRATIVE

The *Yellowstone Country Travel Planner* continues to be the primary printed promotional piece for our region. A full color, informational planner provides the visitor a full understanding of the variety of vacation experiences available year-round in the region. The 2012 planner will be produced with new creative, photo changes and updated copy. The trips and loop tours suggested, as well as pages for activities and calendar of events, will entice the vacation traveler as well as people from outlying areas to visit. The planners will be sent to tourism related businesses, Chambers, VICs, state rest areas, travel agencies, campgrounds, airports and other travel centers throughout the state for free distribution. The planner will be E-published as an interactive tool for the YC website, as well as being available on the site in a downloadable version. Bulk distribution will be in key out-of-state target market areas, which may include: Colorado, Washington, Minnesota, the Dakotas, Utah, and Wyoming.

OBJECTIVES (Include objectives from narrative portion of plan.)

- Place travel planner in the hands of travelers moving throughout our target market areas.
- Drive consumers to the website for more extensive information and trip-planning tools.

Refer to the portions of your marketing plan, which 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. Identify & promote historic, cultural and natural resources, including Native American culture, by providing relevant information & focused marketing messages in targeted advertising venues.

How does this project support the Strategic Plan?

- Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low- Impact Visitors.

The travel planner is designed as an all-season showcase of the year-round recreation found throughout the region. YC designs the piece as a marketing tool for travelers in the planning stages and as a destination guidebook after arrival to the region.

Detail pages attached **YES/No**

PRINTED MATERIALS

SPECS FOR YELLOWSTONE COUNTRY TRAVEL Planner 2012

| | | |
|-------------|--|------------------------------|
| Publication | 2012 Yellowstone Country Montana Travel Planner | |
| Quantity | 240,000 | |
| Color | Four-Color Process | |
| Paper Stock | Recycled Gloss Enamel Text | |
| Size | 8 3/8" x 10 7/8" | |
| # of Pages | 56 Pages | |
| Ad Sales | Yes | Percentage: 25% - 30% |

DISTRIBUTION PLAN

Area — Yellowstone Country area Chambers and VICs, state rest areas, brochure racks serviced by Certified Folder within Yellowstone Country, state rest areas, travel agencies, campgrounds, airports & other travel centers in and around the region. The planner is the primary fulfillment piece used for direct inquiries to the YC office, and is downloadable as a pdf on the website. ****Out-of-state distribution location details will be identified in application submitted for final approval.**

Method — Distributed by Certified Folder Display Service to targeted out-of-state locations and shipped/mailed in response to visitor requests via phone, email, and website.

BUDGET PAGE

PUBLICATIONS: TRAVEL PLANNER 2012

YELLOWSTONE COUNTRY MONTANA

| <u>PROFESSIONAL SERVICES</u> | <u>STATE TOURISM FUNDS</u> | <u>OTHER ORGANIZATION FUNDS</u> | <u>TOTAL</u> |
|--|--------------------------------|---|---------------------|
| CONCEPT | \$ | \$ | |
| LAYOUT/DESIGN/ ART PRODUCTION/ TYPESETTING | | | |
| COPYWRITING/ EDITING/PROOFING | | | |
| PHOTOGRAPHY/ PHOTO SELECTION | | | |
| ACCOUNT MANAGEMENT | | | |
| PRODUCTION MANAGEMENT & TRAFFIC | | | |
| PRINTING/PRINT PREP/ FREIGHT | | | |
| OTHER: FAX/PHONE/ | | | |
| SHIPPING/POSTAGE | | | |
| PROJECT TOTAL | \$136,000 | | \$136,000.00 |

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|--|
| Requested Approval <input type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary |
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CONSUMER ADVERTISING

| | |
|--------------------------|---------------------------------------|
| ORGANIZATION NAME | YELLOWSTONE COUNTRY MONTANA |
| PROJECT NAME | CONSUMER ADVERTISING CAMPAIGNS |
| APPLICATION COMPLETED BY | ROBIN HOOVER |

PROJECT NARRATIVE

A media mix will be identified & implemented for specific target geographic & demographic markets and may include any/all of the following: television, video, print, Internet, radio and display advertising.

The mission of Yellowstone Country Montana, Inc, (YC or YCMI) is to market and promote the region as a preferred vacation destination for visitors and residents. Yellowstone Country promotes the region as “America’s 1st Playground” and the “Nordic Ski Capital of North America,” a 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.

The various projects under Consumer Advertising promotes awareness of activities in Yellowstone Country and Yellowstone National Park. It focuses on both winter and warm season (emphasizing shoulder season) activities. These same activities, such as downhill skiing, snowmobiling, cross country skiing, Yellowstone Park touring, fishing, and biking, are also heavily promoted on the secondary pages of the Yellowstone Country website.

These campaigns will target traditional advertising media such as television, print and web options in niche publications with editorial and readership loyalty to Montana and historically proven returns (based on Yellowstone Country organizations and private businesses). These campaigns will also include new media opportunities such as social media promotion through active Facebook and Twitter accounts, as well as targeted psycho-demographic advertising on social media sites.

Engaged consumers will be driven to the Yellowstone Country website and a series of secondary website pages specific to the activity. These “feature” pages, will contain relevant information about the targeted activity, locations, and business links. In addition to a targeted multi-media winter season promotional campaign, the Consumer marketing campaign will include five

specific projects, each addressing a different visitor niche or market demographic.

*****Project details, budgets & objectives to be submitted for each of the following projects as they are developed:**

▪ **Internet Advertising/Social Media Management:**

We will continue with our proven internet advertising campaigns including successful social media advertising that allows us to highly segment activity-based markets, seasonal events or activities, across psycho-demographic characteristics.

▪ **Targeted Regional Co-op Campaigns:**

Yellowstone Country is home to a variety of unique and diverse cultural, musical, and historical events and happenings in both the small and large communities of Yellowstone Country. Some of these are large annual events and festivals such as the Bridger Bowl Raptor Fest, Festival of the Nations, Sweet Pea Festival, Winter Snowmobile Expo and the Mountain Man Rendezvous. Others are small community activities such as local art festivals & artist fairs, Music on Main or Music in the Parks, local theater, Farmers Markets, arts & craft shows, and other cultural events. This project will promote these offerings both on a regional basis and through local support programs.

▪ **Nordic Ski Capital of North America Campaign**

In 2010, the Yellowstone Country Board began discussions of a sub-branding process to identify our area as the “Nordic Ski Capital of North America.” We held preliminary discussions with possible stakeholders including Nordic ski organizations, locations, businesses, and coaches. The outcome of these discussions is both interest and commitment to move forward with this project. This project will begin the process to develop images and ideas, consolidate maps and information, and define initial promotional efforts. This sub-brand will become an integral part of our Five Year Strategic Plan.

▪ **Promote Routing/specific destinations & communities/direct flights**

This project will focus on Yellowstone Country destination visitors in the critical planning phase. We need to develop planning materials to encourage Yellowstone and Montana travelers to use southwestern Montana as their point of arrival. We also want to provide routes and suggested itineraries that easily guide travelers through Yellowstone Country emphasizes our unique cities and small, charming gateway communities, as well as options for activities, events, and scenic locations.

- **Shoulder/off-season specific target campaigns:**

Promoting key shoulder season activities and events is a key component of our Yellowstone Country marketing plan and Five Year Strategic Plan. We will be identifying specific actions to do this whether through larger regional advertising campaigns or specific community highlights and support.

OBJECTIVES

- Promote the outdoor recreation component of the Yellowstone Country region through the use of a media mix.

*****Specific ROI objectives will be included for each project application when submitted.***

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

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. Identify & promote historic, cultural and natural resources, including Native American culture, by providing relevant information & focused marketing messages in targeted advertising venues.
6. Identify & implement multi-year projects that advertise the unique characteristics of the Yellowstone Country region while promoting protection & sustainability of natural resources.
7. Develop & implement consistent regional brands that focus on the diverse communities & attractions within the broader tourism region
8. Maximize efficiency of dollars spent to promote tourism by implementing marketing campaigns that include specific ROI objectives.
9. Identify & implement private/public sector partnership opportunities.
10. Work with representatives from the Indian nations & reservations, and other tourism partners, to promote Indian tourism.

How does this project support the Strategic Plan?

- Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low- Impact Visitors.

YC implements partnerships with businesses/attractions, and places heavy emphasis on marketing the region as a superb winter destination.

- Goal 4: Enhance & Preserve Montana’s Culture & History

YC will be working with historic/cultural partners, including Native American, to promote Indian Country tourism, commemorative events such as the Beartooth All American Highway 75th Anniversary and promoting existing historic & cultural assets located in the region.

SPECS: To be submitted with project application if applicable

PRINTED MATERIALS: To be submitted with project application if applicable

DISTRIBUTION PLAN (Area & Method): TBD

AREA –METHOD –TBD

Detail pages attached **YES/No**

BUDGET PAGE

CONSUMER ADVERTISING 2012

YELLOWSTONE COUNTRY MONTANA

| PROFESSIONAL SERVICES | STATE TOURISM FUNDS | OTHER ORGANIZATION FUNDS | TOTAL |
|--|----------------------------|---------------------------------|---------------------|
| Internet Advertising/Social Media Management | | | |
| Targeted Regional Co-op Campaigns/Branding | | | |
| Nordic Ski Capital of North America Campaign | | | |
| Promote Routing/specific destinations & communities/direct flights | | | |
| Shoulder/off-season specific target campaigns | | | |
| PROJECT TOTAL | \$441,000 | | \$441,000.00 |

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| Approval Requested <u>Final</u> <u>X</u> Preliminary |
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WEBSITE DEVELOPMENT & MAINTENANCE

ORGANIZATION NAME **YELLOWSTONE COUNTRY MONTANA**

PROJECT NAME **WEBSITE DEVELOPMENT & MAINTENANCE 2012**

APPLICATION COMPLETED BY **ROBIN HOOVER**

PROJECT NARRATIVE

WEBSITE DEVELOPMENT

Continue site architecture, addition of new pages, graphic design enhancement, database development, project management, consulting, site analysis, new hardware, software or network enhancement purchases as required, photos, video, & text, testing & implementation, social media website development and integration with existing website.

ONGOING SITE MAINTENANCE

Email, Intranet newsletter production & distribution, electronic database creation and maintenance, regular content/photo/video updating, website performance tools & reports, development of media & content libraries, link review & changes, test & troubleshoot, training & technology assistance as needed, interface with MTOT and other tourism related organizations.

MOBILE APPLICATION

“Mobile” is quickly becoming a necessary component to any user-based communications strategy. With over 280 million Smart phone subscribers and 100 million mobile websites in the United States, having a mobile presence becomes very important to effective promotion and targeted message delivery to our destination traveler audience. Smart phones are more portable than computers and are being used as mobile based location finders on the ground by users. A mobile application, downloadable in advance of arrival, would enable visitors to find the information they need and then when reaching cell service make a lodging reservation, go to a restaurant, find the event or activity that they researched on the mobile applications.

As Phase One, we plan to investigate the options for a Yellowstone Country mobile application, developing the requirements and identifying the technology and cooperative partners that we would need to develop a quality mobile application.

OBJECTIVES

- Maintain a positive increase in the average number of page views with an increase of 10% over previous year.
- Conduct quarterly website performance reviews.
- Develop additional tools and technologies to enhance the website that could include (but not be limited to) electronic database creation, electronic newsletters, enhanced mapping and routing features, enhanced listings, additional videos, RSS, and social networking connectivity.
- Develop, maintain, and grow social media websites and tools including Facebook (both for Yellowstone Country and “greater-than” campaigns), Twitter, and others as appropriate. Increase to 5000 Facebook fans and 1500 Twitter followers.

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

Attract new tourism dollars into the region.

1. Increase tourism dollars by extending lengths of stay in the region.
2. Target adventure-based travelers in regional marketing efforts.
3. Continue to promote “America’s 1st Playground” as theme in marketing campaigns.
4. Identify & promote historic, cultural and natural resources, including Native American culture, by providing relevant information & focused marketing messages in targeted advertising venues.

How does this project support the Strategic Plan?

- Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low- Impact Visitors.

YC views the regional website as a vital component of our efforts to utilize technology to enhance visitor information and marketing efforts.

BUDGET PAGE

WEBSITE DEVELOPMENT & MAINTENANCE

YELLOWSTONE COUNTRY MONTANA FY 2011/12

| PROFESSIONAL SERVICES | STATE TOURISM FUNDS | OTHER ORGANIZATION FUNDS | TOTAL |
|----------------------------------|--------------------------------|---|--------------------|
| DEVELOPMENT & MAINTENANCE | \$ | \$ | |
| MOBILE APPLICATION | \$ | \$ | |
| PROJECT TOTAL | \$43,000 | | \$43,000.00 |

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|--|
| Approval Requested <u> </u> Final <u> X </u> Preliminary |
|--|

PUBLICITY & PUBLIC AWARENESS

ORGANIZATION NAME **YELLOWSTONE COUNTRY MONTANA**
PROJECT NAME **PUBLICITY & PUBLIC AWARENESS**
APPLICATION COMPLETED BY **ROBIN HOOVER**

PROJECT NARRATIVE

The Yellowstone Country Publicity & Public Awareness projects are coordinated to tell a story about the vast recreational, cultural and historical opportunities in Yellowstone Country. These efforts allow us the opportunity to take our consumer advertising projects a step further. Providing potential visitors with a credible, first-hand account of the actual experience through the words of a quality journalist gives the extra “bang for the buck,” showcasing charming, unique communities and outdoor recreation opportunities within the region.

OBJECTIVES

- Host individual and/or region press trips to reach a specific target market segment
- Partner with other tourism region(s) to co-sponsor/host individual or group press opportunities
- Generate 1-3 articles per journalist and/or photographer
- Pursue media with vertical market penetration (print, internet and broadcast television) that support YC’s nature-based recreation marketing strategy
- Develop partnerships with one or more regional travel journalists/photographers to assist YC in promotion efforts: may include blogging, print articles, photography & press releases

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

Attract new tourism dollars into the region.

1. Increase tourism dollars by extending lengths of stay in the region.
2. Target adventure-based travelers in regional marketing efforts.
3. Continue to promote “America’s 1st Playground” as theme in marketing campaigns.
4. Identify & promote historic, cultural and natural resources, including Native American culture, by providing relevant information & focused marketing messages in targeted advertising venues

How does this project support the Strategic Plan?

- Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low- Impact Visitors.

Focusing publicity & public awareness efforts to highlight key vertical markets, such as culture, community festivals & events, and outdoor recreation helps to achieve this goal, as YC will be seeking project partners who understand and practice the principle of preserving and enhancing the experience for all.

BUDGET PAGE

PUBLICITY & PUBLIC AWARENESS

YELLOWSTONE COUNTRY MONTANA 2011/12

| PROFESSIONAL SERVICES | STATE TOURISM FUNDS | OTHER ORGANIZATION FUNDS | TOTAL |
|--------------------------------|----------------------------|---------------------------------|--------------------|
| INDIVIDUAL & GROUP PRESS TRIPS | | | |
| | \$ | | \$ |
| PUBLIC AWARENESS | \$ | | \$ |
| BLOGGING | | | |
| PROJECT TOTAL | \$ 19,000 | | \$19,000.00 |

| |
|--|
| Approval Requested <input type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary |
|--|

COMMUNITY TOURISM DEVELOPMENT

| | |
|--------------------------|--------------------------------------|
| ORGANIZATION NAME | YELLOWSTONE COUNTRY MONTANA |
| PROJECT NAME | COMMUNITY TOURISM DEVELOPMENT |
| APPLICATION COMPLETED BY | ROBIN HOOVER |

PROJECT NARRATIVE

VISITOR INFORMATION CENTER FUNDING

The goal of this program is to provide funding to eligible Chambers and Visitor Information Centers (VICs) for additional staff to extend hours during the warm season.

The regional VICs are a vital component of YC's efforts to entice travelers to visit, stay longer and do more while in Montana. The number of travelers stopping at regional VICs is significant; many people are stopping at community VICs as they move through the state, not just at the main entry points. VIC travel counselors cite that visitors often indicate they find the first-hand information they receive at the centers to be the most valuable travel resource once they are in the area. This program allows chambers the opportunity to operate more hours, employ travel counselors who are trained & knowledgeable about the region, and to provide information assistance. This in turn encourages visitors to stay longer in Yellowstone Country. Yellowstone Country requires an annual completion report from each chamber so demographic information regarding potential market areas and travel trends can be assimilated and analyzed for use in future marketing efforts.

KIOSK MAINTENANCE

The Kiosk Maintenance program will provide routine maintenance necessary for continuing functionality and physical appearance of the eleven information kiosks owned by YCMI. These include periodically replacing the brochure & magazine boxes on the kiosks due to weather elements. The kiosks also require a new coat of protective sealant and varnish every 1-2 years.

SIGNAGE for PUBLIC ACCESS LOCATIONS

**Project details, budgets, & objectives to be determined.

OBJECTIVES

- Build awareness of Yellowstone Country region communities through partnerships with VICs, Chambers of Commerce and private businesses.
- Provide routine maintenance & upgrades for all 11 kiosks owned by Yellowstone Country.
- Work to implement signage at public access locations.

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

1. Attract new tourism dollars into the region.
2. Increase tourism dollars by extending lengths of stay in the region.

How does this project support the Strategic Plan?

- **Goals 7 Improve Montana's Transportation System**
YC will work to implement better public access signage.

BUDGET PAGE

COMMUNITY TOURISM DEVELOPMENT YELLOWSTONE COUNTRY MONTANA 2011/12

| <u>PROFESSIONAL SERVICES</u> | <u>STATE TOURISM FUNDS</u> | <u>OTHER ORGANIZATION FUNDS</u> | <u>TOTAL</u> |
|------------------------------|----------------------------|---------------------------------|--------------------|
| VISITOR INFORMATION CENTERS | \$ | \$ | |
| KIOSK MAINTENANCE | \$ | \$ | |
| SIGNAGE PROJECT | \$ | \$ | |
| PROJECT TOTAL | \$ 73,000 | | \$73,000.00 |

| |
|---|
| Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary |
|---|

TELEMARKETING/FULFILLMENT

| | |
|--------------------------|------------------------------------|
| ORGANIZATION NAME | YELLOWSTONE COUNTRY MONTANA |
| PROJECT NAME | TELEMARKETING/FULFILLMENT |
| APPLICATION COMPLETED BY | ROBIN HOOVER |

PROJECT NARRATIVE

This budget supports distribution of YC's printed materials to non-resident and resident visitors, toll-free phone service, shipping and postage. As the primary means of distribution to both regional outlets and identified out-of-state hubs, YC contracts with Certified Folder Services to distribute the travel planners throughout the drive/fly in markets of Washington, Minnesota, the Dakotas, Utah, Colorado and Wyoming. CFS stocks the planners in eligible MT state rest areas, and CFS brochure racks located along the Yellowstone route.

OBJECTIVES

- Build awareness of Yellowstone Country through the distribution of printed materials including 240,000 travel planners using contracted services targeting markets both in and out-of-state, direct mail from the YC office, VICs, Chambers of Commerce and private businesses regionally and across the state.
- Respond to all direct inquiries within 5 working days.

Refer to the portions of your marketing plan, which 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.

How does this project support the Strategic Plan?

- Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.

Distribution of the travel planner works toward this goal by building awareness of the multitude of recreation and cultural experiences available in Montana in identified key target markets.

BUDGET PAGE

TELEMARKETING/FULFILLMENT

YELLOWSTONE COUNTRY MONTANA 2011/12

| <u>PROFESSIONAL SERVICES</u> | <u>STATE TOURISM FUNDS</u> | <u>OTHER ORGANIZATION FUNDS</u> | <u>TOTAL</u> |
|---|--------------------------------|---|--------------------|
| TOLL FREE LINE | \$ 250 | | \$300 |
| POSTAGE | \$ 700 | | \$700 |
| SHIPPING/FREIGHT * | \$ 4,000 | | \$4,000 |
| FULFILLMENT BY CONTRACTOR (Certified Folder Distribution) | \$20,000 | | \$20,000 |
| ENVELOPES/LABELS/ SUPPLIES | \$50 | | \$50 |
| PROJECT TOTAL | \$25,000 | | \$25,000.00 |

* UPS, Fed Ex, etc.