

# YELLOWSTONE COUNTRY MONTANA

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## MARKETING PLAN

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### 1) PURPOSE

The purpose of Yellowstone Country Montana Inc. (YCMI) is to develop & market Montana's south-central region as a preferred outdoor recreation destination for active travelers.

YCMI promotes the region as "America's 1<sup>st</sup> Playground," and "MONTANA's Yellowstone Country," a year-round, 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 an activity-focused strategic vision using current information available from tourism research resources such as ITRR & Smith Travel, and our own internal tracking & evaluation of past & current projects. YCMI supports the lead of Montana Office of Tourism in its tiered branding platform approach, and structures our marketing goals & objectives around the defined role of the regions.

The goals & objectives designated for the tourism regions within Montana's 2008-2012 Five-Year Strategic Plan are implemented whenever feasible. YCMI supports and follows the guiding principles of Montana's Geo-tourism Charter.

### 2) IDENTITY OF THE AREA

#### TARGET SEASONS

Yellowstone Country's seasonal focus, in terms of advertising & promotion priority is:

- 1.) Winter
- 2.) Warm
- 3.) Shoulder

#### STRENGTHS

**The multitude of diverse recreational activities, attractions and events found throughout this scenic region allows us the opportunity to show first-time & repeat visitors the endless possibilities for creating their own incredible experiences in one of Montana's most beautiful areas!**

- **Yellowstone National Park** — The National Park Service recently released a report showing that 3.64 million visitors to Yellowstone in 2010 spent over \$334 million in communities surrounding YNP, and supported 4,900 jobs in the

local areas. ITRR cites America's 1<sup>st</sup> National Park as the primary attraction & the most highly visited site for visitors to the state. Three of the five entrances to YNP are located in Yellowstone Country and 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 scenic Beartooth Highway. ITRR research shows that in 2011, 83% of visitors to Montana visited YNP.

- **National Park Corridor** – Yellowstone Country is very strategically located at a unique crossroads. In addition to our three YNP entrances, we are just a few hours from both Grand Teton National Park and Glacier National Park. Visitors interviewed by travel counselors at the VIC's often report they choose a “base camp” location in the region and then develop an itinerary of one day and/or overnight trips to the national parks or other attractions such as Montana State parks, historical sites/communities, etc.
- **Four Major Alpine Ski Resorts** — Big Sky, Moonlight Basin, Bridger Bowl & Red Lodge Mountain are all located within close proximity to the Bozeman & Billings airports and the major highway corridors.
- **Two Major Snowmobile Areas** — Visitors have access to a multitude of groomed and Forest Service Trails, including the West Yellowstone and Cooke City areas, which are nationally known as snowmobile meccas.
- **Nordic Skiing Destinations & Events** – Yellowstone Country has the best Nordic skiing in America and is marketed 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. The annual Rendezvous & Equinox race events bring large numbers of visitors to the area.
- **Culture & History** — Festivals, arts & crafts, music, galleries, museums, local events and historical sites are abundant throughout our unique, charming communities; a perfect opportunity to stimulate the intellectual palette after an exhilarating day spent engaging in outdoor recreation!
- **The Beartooth All-American Road** — Identified by Charles Kuralt as, “one of the most beautiful highways in America”, this must-see scenic drive winds its way over the panoramic vistas of the Beartooth Mountains from Red Lodge to Cooke City and the northeast entrance to Yellowstone National Park.
- **Annual Events** — Annual events & 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 experience unique experiences popular with both local residents and visitors.
- **Recreational Opportunities** — This region is ideal for anyone seeking outstanding outdoor recreation adventure for all fitness levels: scenic driving, ATVing, hiking, climbing, mountain biking, horseback riding, RVing, camping, golfing, fly-fishing, bird & wildlife watching, ice climbing, Nordic and alpine skiing, snowmobiling, hunting, whitewater rafting and other water sports.
- **Destination Lodging and Meeting Facilities** — Meeting & group planners will find a range of properties available from small, intimate settings to large

convention-style facilities, including unique private retreats, vacation rental homes, guest ranches, historic hotels, B & B's, and full-service resorts & hotels.

- **Airline Transportation** —Between Bozeman's Yellowstone International Airport & Billings Logan Airport, there is air service from carriers Delta, United, Frontier, Alaska & Allegiant, offering year-round **or** seasonal service to Denver, Salt Lake City, Minneapolis, Atlanta, Seattle, Chicago, Las Vegas, Phoenix, Portland, Oakland, New York, San Francisco, and Los Angeles. West Yellowstone (just two miles from Yellowstone Park) offers seasonal service from Salt Lake City on Skywest. Additionally, West Yellowstone, Livingston, Big Timber and other regional airports provide options for travelers arriving by charter and/or private flights.
- **Access** —
  - Residents & visitors to the region enjoy easily accessible wilderness areas, national forests, BLM-managed lands, state parks and recreation areas within a short distance from any community in the area.
  - 2 major airports at Bozeman & Billings and the I-90 east/west highway corridor winding through the heart of Yellowstone Country make it easy & convenient to travel to the region. YC is very accessible by both air and highway travel.

## CHALLENGES

- **Shoulder Seasons** – difficult to promote due to unpredictable weather conditions, fewer events, reduced/closed hours of operation for attractions & businesses, and higher cost of media/limited advertising budget.
- **Inclement Weather Conditions/Natural Hazards** – difficult to counteract the negative impacts of blizzards, flooding, earthquakes & fires, etc., both from an information/public awareness perspective and the effect the crises can have on access/operations.
- **Transportation Issues** – although there is some shuttle/charter bus service available through providers such as Linx Transportation & Karst Stage, public transportation options are limited in the majority of the region. Additionally, the cost of airline travel to the area is a concern, especially as fuel prices rise.
- **Economic Climate** – higher gas prices, unemployment, and higher costs for goods & services are all economic factors that have negative effect on visitation and discretionary income spending.
- **Co-op Partnerships & Packages** – businesses seem reluctant to participate in cooperative marketing partnerships to leverage advertising dollars and in creating vacation/destination packages to entice visitors.

### 3) GOALS

**PROJECTS undertaken by Yellowstone Country support one/more of the following marketing goals and those goals will be met by implementing the underlying strategic actions:**

1. Increasing brand awareness of Yellowstone Country region as a **year-round** outdoor recreation mecca is a major marketing priority. ITRR's 2011 Non-resident study data shows 33% of visitors to the state were here primarily for vacation/recreation/pleasure, 19% were here visiting friends/family & 12% were here for business. With the length of stay range for these visitor groups (5.8 days for vacationers, 6.2 days for VFR & 8.0 days for business travelers), we can reasonably assume a significant percentage of those people participated in one/more outdoor activities such as: wildlife watching, day hiking, camping, fishing, skiing/snowboarding, road/tour biking, backpacking, snowmobiling, cross-country skiing, snowshoeing, mountain biking, and canoeing/kayaking.
  - a) Continue to emphasize current successful winter recreational messaging themes like **"America's 1<sup>st</sup> Playground," "Nordic Ski Capital of North America" & "The Road to Freedom is Paved with Snow."**
  - b) Develop & brand "Spring in Yellowstone Country" concept to help increase shoulder season visitation.
    - Wildlife viewing
    - Multi-recreational
2. Continue Social Media, Publicity & Public Awareness efforts to increase awareness of places to go and things to do in the region by promoting local festivals, events & attractions as a means for enhancing the visitor experience; thereby increasing length of time & money spent in the region.
  - a) Foster partnerships with regional historical, cultural and natural resources entities to identify & implement effective publicity messaging. These potential partners include, but are not limited to, Native American cultures, museums, galleries, historic preservation & historical societies, state parks, BLM & Forest Service, and coordinators for community events & festivals. According to 2011 ITRR non-resident characteristics research, 29% of visitors to Montana visited other historical sites, 25% visited museums, 9% viewed art exhibits, 8% attended festivals/events and 8% visited Native American reservations.
3. Seek marketing opportunities with public/private partners to continue promoting the direct flight markets to/from the region.
  - a) In-flight publications

- b) Trade magazines
- 4. Continue to build & update an extensive inventory of regional images & videos for all seasons; utilized for photo & video libraries on the YCMI website, in our print publications and in advertising media creative.
  - a) Summer/fall images
- 5. Continue involvement in and support of tourism industry-related education & information efforts such as Tourism Matters to Montana & Montana's Voices of Tourism Initiative.
- 6. Continue working with communities to staff regional Visitor Information Centers during the warm season months.
- 7. Implement a means of determining conversion rates through statistical analysis tools.
  - a) Conversion Studies
  - b) Surveys

#### **4) SUPPORT FOR STATE 5-YEAR STRATEGIC 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:

- YCMI continues to promote this region of MT as a superb winter destination.
- All marketing campaigns will include measurable objectives that provide accurate tracking/evaluation of ROI.
- We will continue to target travel media to enhance our advertising efforts to increase visibility of the region as a travel destination.
- YCMI continues to incorporate the MT brand pillars in our marketing campaigns.

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

Actions 4.1.a, e:

- YCMI continues to hold meetings & conferences at these sites whenever feasible and works with our partners to help

plan & promote commemorative events throughout the region.

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

Action 7.1

- YCMI continues to partner with communities vested in increasing air service by providing marketing funds to help promote current and new flights to the area and advertising in airline publications.

▪ **Goal 9: Increase Funding to Maintain Sustainable Tourism & Recreation**

Action 9.1

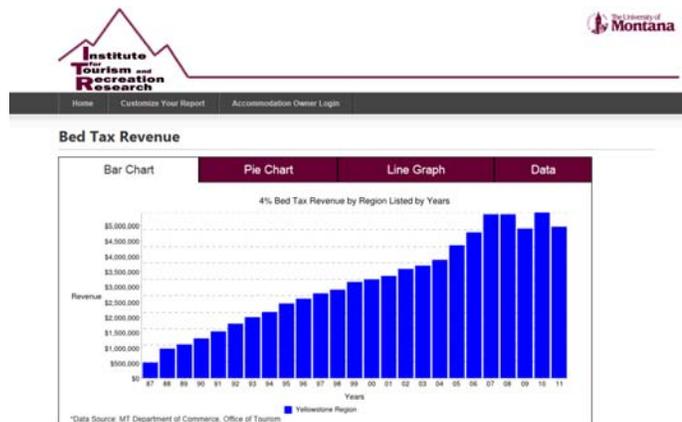
- YCMI continues to advocate for increases in state funding through participating in efforts (such as the Voices of Montana Tourism Initiative and Tourism Matters to Montana) to inform and educate legislators about the economic value of tourism.

Action 9.2

- YCMI continues to allocate Opportunity Funds for cooperative public/private sector marketing partnerships.

**5) MEASURABLE OBJECTIVES**

1. Increase the annual accommodations tax revenues to the region by a minimum of 2% in 2012-13 through aggressive marketing /advertising campaigns directed to specific niche markets determined by geographic & demographic characteristics identified in this plan.



- 2. Increase unique visitors on YC website by 1% over 2011 figures.
- 3. Increase # of followers on YC Facebook & Twitter social media sites by 5% over 2011.
- 4. Increase destination 5 year average skier visits in YC by 5% over 2011/12 winter season.

5. Increase YNP recreation visitors through the 3 Montana entrances by 1% (total increase of 23,287 visitors) in FY 13. The FY 12 #'s showed 2,328,684 recreation visitors came through the Northeast, North & West entrances.

## 6) TARGET GEOGRAPHIC MARKETS

**Key Geographic Markets for Yellowstone Country:** According to ITRR Reports for 2011, the top geographic markets for Yellowstone Country were (in order): WA, ID, WY, Alberta, CA, ND, MN, UT, CO, TX.

For this plan, we are targeting major geographic markets derived from the metro areas where potential visitors have the option of driving in or flying into the region in one day of travel time. This also includes the seasonal direct flights that have recently been added to air service: MN (Minneapolis/St Paul), ND, SD, WI, MI, WY, CO, TX, AZ, NV, UT, ID, WA, OR, CA, GA, NY, IL and the Canadian Provinces of SASK., ALB., & MAN. **Note:** Although New York, Georgia, and Illinois have historically been less than 1% of our geographic market, we included these states as part of our goal to focus on increasing traffic from their seasonal direct flights.

## 7) TARGET DEMOGRAPHICS

**Key Demographic Markets for Yellowstone Country:** According to ITRR Reports for 2011, the top 3 group travel types were (in order): couple, self, immediate family. The top four age groups were (in order): 55-64 years, 45-54 years, 65-74 years, and 25-34 years.

YCM's primary marketing strategy focus is promoting outdoor recreation to active people in all age ranges seeking outdoor experiences & adventure: families, inter-generational family groups, singles, couples, & groups. While we have been effective at bringing the right travel types, including baby boomer adventurers, to the region, we see an opportunity for the growth in the 25-34 and 45-54 age brackets.

## 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:**

- **Consumer Advertising**—Targeted, multi-media campaigns will focus on promotion of the outdoor experience for both the more adventurous and leisure-minded outdoor enthusiast. EX: from ice climbing or downhill skiing to wildlife watching in Yellowstone National Park. Primary seasonal focus is winter; there will be a minimum of one shoulder-season campaign. The media mix will have one/more of the following advertising components: broadcast

(TV, radio), digital, print, social media/blogs, press releases, e-blasts, mobile digital advertising. Print ads may be display only or a mix of advertorial/display.

- **Travel Planner** — The Yellowstone Country Travel Planner is a comprehensive, full color, informational guide to our region highlighting recreational activities, day trips and scenic loops. It will be available in both electronic download & print form.
- **Social Media, Publicity & Public Awareness** — YC will host individual & group press trips, engage with consumers via Social Media venues, and work with the regional communities to raise awareness of their attractions, events, amenities, etc.
- **Yellowstone Country Community Tourism Programs** — YCMI will again implement a warm-season VIC staffing program.
- **Joint Ventures & Opportunity**— YC will continue to pursue viable Joint Venture and Opportunity marketing partnerships that support our consumer advertising & publicity efforts.

**ANNUAL BUDGET OVERVIEW**

**YELLOWSTONE COUNTRY MONTANA**

**FISCAL YEAR 13**

FY 13 Projected Revenue (95%)

\$ 820,000.00

TOTAL BUDGET FY 13

\$ 820,000.00

<b><u>PROJECT DESCRIPTION/CATEGORY</u></b>	<b><u>PROJECT BUDGET</u></b>	<b><u>TOTAL</u></b>
<b>MARKETING SUPPORT</b>		<b>\$115,000.00</b>
Administration (up to 20%)	\$ 100,000	
Opportunity (up to 10%)	\$ 15,000	
<b>JOINT VENTURES</b>		<b>\$ 45,000.00</b>
MTOT Co-ops TBD		
Region/CVB Co-ops TBD		
<b>CONSUMER ADVERTISING</b>		<b>\$390,000.00</b>
Specific target campaigns TBD		
<b>PUBLICATIONS</b>		<b>\$130,000.00</b>
Travel Planner		
<b>WEB DEVELOPMENT &amp; MAINTENANCE</b>		<b>\$15,000.00</b>
<b>SOCIAL MEDIA, PUBLICITY &amp; PUBLIC RELATIONS</b>		<b>\$25,000.00</b>
Individual & Group Press Trips		
Public Relations Management		
Social Media Marketing & Management		
Photo Library		
Summer & Fall Imagery		
<b>COMMUNITY TOURISM DEVELOPMENT</b>		<b>\$75,000.00</b>
VIC Staffing Program		
<b>TELEMARKETING/FULFILLMENT</b>		<b>\$25,000.00</b>
<b>TOTAL BUDGET FY 13</b>		<b>\$820,000.00</b>

<b>Requested Approval</b> __Final _X_Preliminary
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ORGANIZATION NAME                      **YELLOWSTONE COUNTRY MONTANA**  
PROJECT NAME                              **JOINT VENTURES**  
APPLICATION COMPLETED BY         **ROBIN HOOVER**

**PROJECT NARRATIVE**

Joint Venture marketing projects 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.

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

**OBJECTIVES**

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

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

- ❖ Increase brand awareness of Yellowstone Country region as a **year-round** outdoor recreation major marketing priority.
- ❖ Seek marketing opportunities with public/private partners to continue promoting the direct flight markets to/from the region.
- ❖ Continue to build & update an extensive inventory of regional images & videos for all seasons; utilized for photo & video libraries on the YCMI website, in our print publications and in advertising media creative.
- ❖ Implement a means of determining conversion rates through statistical analysis tools.

**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.**

Actions 1.1.b, d, e, 1.2.d, 1.3.a, b, c, 1.4.a, c:

**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**

**JOINT VENTURES 2013**  
YELLOWSTONE COUNTRY MONTANA

<b>PROFESSIONAL SERVICES</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER ORGANIZATION FUNDS</b>	<b>TOTAL</b>
<b>PROJECT TOTAL</b>	<b>\$45,000</b>		<b>\$45,000</b>

<b>Requested Approval</b> <input type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary
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## **CONSUMER ADVERTISING**

ORGANIZATION NAME	<b>YELLOWSTONE COUNTRY MONTANA</b>
PROJECT NAME	<b>CONSUMER ADVERTISING CAMPAIGNS</b>
APPLICATION COMPLETED BY	<b>ROBIN HOOVER</b>

### **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.**

At the time this marketing plan was being developed, we were still completing a number of major projects that will directly impact the specific advertising projects we implement for FY13. This includes: integration of a new agency into Yellowstone Country marketing strategies, finalization of a completely redesigned website, still gathering metrics and analyzing results from our Winter Marketing campaigns, and our spring regional drive market campaigns are still in process. Over the next 90 days, we will get the information we need to determine the best media mix and marketing campaigns for FY13.

The various projects under Consumer Advertising promote awareness of activities in Yellowstone Country and Yellowstone National Park. Primary focus is winter, followed by shoulder season activities. In addition to more traditional broadcast/print/digital media placement, 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 contain relevant information about the targeted activity, locations, and business links.

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

**OBJECTIVES**

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

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

- ❖ Increase brand awareness of Yellowstone Country region as a **year-round** outdoor recreation major marketing priority.
- ❖ Develop & brand “Spring in Yellowstone Country” concept to help increase shoulder season visitation.
- ❖ Seek marketing opportunities with public/private partners to continue promoting the direct flight markets to/from the region.
- ❖ Continue to build & update an extensive inventory of regional images & videos for all seasons; utilized for photo & video libraries on the YCMI website, in our print publications and in advertising media creative.
- ❖ Implement a means of determining conversion rates through statistical analysis tools.

**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.**

Actions 1.1.b, d, e, 1.2.d, 1.3.a, b, c, 1.4.a, c:

**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 2013**  
**YELLOWSTONE COUNTRY MONTANA**

<b>PROFESSIONAL SERVICES</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER ORGANIZATION FUNDS</b>	<b>TOTAL</b>
<b>PROJECT TOTAL</b>	<b>\$390,000</b>		<b>\$390,000</b>

<b>Requested Approval</b> __ <b>Final</b> __ <b>X Preliminary</b>
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## PUBLICATIONS — TRAVEL PLANNER

ORGANIZATION NAME	<b>YELLOWSTONE COUNTRY MONTANA</b>
PROJECT NAME	<b>PUBLICATIONS — TRAVEL PLANNER</b>
APPLICATION COMPLETED BY	<b>ROBIN HOOVER</b>

### PROJECT NARRATIVE

The *Yellowstone Country Travel Planner* has been the primary printed promotional piece for our region and fulfillment piece for direct inquires and the website guestbook signees for the warm season.

Due to changes in state travel planner production & distribution, limited budget funds, and rapidly changing technologies, we are in the process of a complete analysis of the effectiveness, cost, and distribution of the traditional *Yellowstone Country Travel Planner*. We will be making decisions regarding layout and design, quantity produced, method and geographic means of distributions prior to implementing the project.

**Project details, budgets & objectives to be submitted for this project when developed.**

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

- ❖ Increase brand awareness of Yellowstone Country region as a **year-round** outdoor recreation major marketing priority.
- ❖ Develop & brand “Spring in Yellowstone Country” concept to help increase shoulder season visitation.
- ❖ Continue to build & update an extensive inventory of regional images & videos for all seasons; utilized for photo & video libraries on the YCMI website, in our print publications and in advertising media creative.

### 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.**

Actions 1.1.b, d, e, 1.2.d, 1.3.a, b, c, 1.4.a, c:

YC views the travel planner as a vital component to enhance visitor information and marketing efforts.

Detail pages attached      **YES/No**

## **PRINTED MATERIALS**

### **SPECS FOR YELLOWSTONE COUNTRY TRAVEL Planner 2013**

Publication	<b>2013 Yellowstone Country Montana Travel Planner</b>	
Quantity	TBD	
Color	<b>Four-Color Process</b>	
Paper Stock	<b>Recycled Gloss Enamel Text</b>	
Size	TBD	
# of Pages	TBD	
Ad Sales	TBD	Percentage: <b>TBD</b>

### **DISTRIBUTION PLAN**

**Area — TBD**

**Method — TBD**

## BUDGET PAGE

### PUBLICATIONS: TRAVEL PLANNER 2013

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			
<b><u>PROJECT TOTAL</u></b>	<b><u>\$130,000</u></b>		<b><u>\$130,000</u></b>

Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
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## WEBSITE DEVELOPMENT & MAINTENANCE

ORGANIZATION NAME **YELLOWSTONE COUNTRY MONTANA**

PROJECT NAME **WEBSITE DEVELOPMENT & MAINTENANCE**

APPLICATION COMPLETED BY **ROBIN HOOVER**

### PROJECT NARRATIVE

#### WEBSITE DEVELOPMENT & MAINTENANCE

This project will allow for addition of new pages, graphic design enhancement, database development, project management, consulting, site analysis, and new hardware, software or network enhancement purchases as required, photos, video, & text, testing & implementation, social media website development and integration with existing website. Electronic database creation and maintenance, regular content/photo/video updating, website performance tools & reports, adding to media & content libraries, link review & changes, test & troubleshoot, training & technology assistance as needed, interface with MTOT and other tourism related organizations.

### OBJECTIVES

- Increase unique visitors on YC website by 1% over 2011 figures.
- 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, additional videos, and social networking connectivity.

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

- ❖ Increase brand awareness of Yellowstone Country region as a ***year-round*** outdoor recreation major marketing priority.
- ❖ Continue Social Media, Publicity & Public Awareness efforts to increase awareness of places to go and things to do in the region by promoting local festivals, events & attractions as a means for enhancing the visitor experience; thereby increasing length of time & money spent in the region.

**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 2113

<b>PROFESSIONAL SERVICES</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER ORGANIZATION FUNDS</b>	<b>TOTAL</b>
DEVELOP & MAINTENANCE	\$15,000		\$15,000
<b>PROJECT TOTAL</b>	<b>\$15,000</b>		<b>\$15,000</b>

## SOCIAL MEDIA, PUBLICITY & PUBLIC AWARENESS

ORGANIZATION NAME                      **YELLOWSTONE COUNTRY MONTANA**

PROJECT NAME                              **SOCIAL MEDIA, PUBLICITY & PUBLIC AWARENESS**

APPLICATION COMPLETED BY      **ROBIN HOOVER**

### PROJECT NARRATIVE

The Yellowstone Country Social Media, Publicity & Public Awareness projects are coordinated to tell a story about the vast recreational, cultural and historical opportunities in Yellowstone Country. The overall goal is to supplement our advertising efforts by going a step further to reach potential visitors. Facebook & Twitter users, as well as travel journalists, press releases, blogging, posts, etc. tell our story in a much more personal fashion than just traditional advertising media alone. This venue creates the extra “bang for the buck,” to highlight key vertical markets, such as culture, community festivals & events, outdoor recreation,

### OBJECTIVES

- Host individual and/or region press trips through partnerships with MTOT, and other tourism region/CVB(s), & private sector partners.
- Generate 1-3 articles per journalist and/or photographer
- Pursue travel media with vertical market penetration (print, internet and broadcast television) that support YC’s nature-based recreation marketing strategy.
- Increase # of followers on YC Facebook & Twitter social media sites by 5% over 2011.
- Develop, maintain, and grow social media websites and tools including Facebook (both for Yellowstone Country and “greater-than” campaigns), Twitter, and others as appropriate.
- Focus public relations efforts on promotion of our smaller communities and rural areas attraction, events, and activities.
- Continue to build the on-line “Media Kit” offering housed on our website.

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

- ❖ Increase brand awareness of Yellowstone Country region as a **year-round** outdoor recreation major marketing priority.
- ❖ Develop & brand “Spring in Yellowstone Country” concept to help increase shoulder season visitation.

- ❖ Continue Social Media, Publicity & Public Awareness efforts to increase awareness of places to go and things to do in the region by promoting local festivals, events & attractions as a means for enhancing the visitor experience; thereby increasing length of time & money spent in the region.
  - Foster partnerships with regional historical, cultural and natural resources entities to identify & implement effective publicity messaging. These potential partners include, but are not limited to, Native American cultures, museums, galleries, historic preservation & historical societies, state parks, BLM & Forest Service, and coordinators for community events & festivals.
  
- ❖ Continue to build & update an extensive inventory of regional images & videos for all seasons; utilized for photo & video libraries on the YCMI website, in our print publications and in advertising media creative.

**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.**

Actions 1.1.b, d, e, 1.2.d, 1.3.a, b, c, 1.4.a, c:

YC views our social media sites and our publicity & public awareness projects as a vital component to enhance visitor information and our advertising efforts.

**BUDGET PAGE**

**PUBLICITY & PUBLIC AWARENESS**

YELLOWSTONE COUNTRY MONTANA 2013

<b>PROFESSIONAL SERVICES</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER ORGANIZATION FUNDS</b>	<b>TOTAL</b>
INDIVIDUAL & GROUP PRESS TRIPS			
	\$5,000		\$5,000
PUBLIC AWARENESS	\$5,000		\$5,000
SOCIAL MEDIA MANAGEMENT	\$10,000		\$10,000
PHOTO LIBRARY	\$5,000		\$5,000
<b>PROJECT TOTAL</b>	<b>\$25,000</b>		<b>\$25,000</b>

<b>Approval Requested</b> <input type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary
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## COMMUNITY TOURISM DEVELOPMENT

ORGANIZATION NAME	<b>YELLOWSTONE COUNTRY MONTANA</b>
PROJECT NAME	<b>COMMUNITY TOURISM DEVELOPMENT</b>
APPLICATION COMPLETED BY	<b>ROBIN HOOVER</b>

### 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.

### OBJECTIVES

- Build awareness of Yellowstone Country region communities through partnerships with VICs, Chambers of Commerce and private businesses. The kiosks are leased by the community chambers.

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

- ❖ Increase brand awareness of Yellowstone Country region as a **year-round** outdoor recreation major marketing priority.
- ❖ Continue working with communities to staff regional Visitor Information Centers during the warm season months.

**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 VIC program & kiosks as a vital component of our efforts to enhance visitor information and marketing efforts.

**BUDGET PAGE**

**COMMUNITY TOURISM DEVELOPMENT**  
YELLOWSTONE COUNTRY MONTANA 2013

<b><u>PROFESSIONAL SERVICES</u></b>	<b><u>STATE TOURISM FUNDS</u></b>	<b><u>OTHER ORGANIZATION FUNDS</u></b>	<b><u>TOTAL</u></b>
VISITOR INFORMATION CENTERS			
<b><u>PROJECT TOTAL</u></b>	<b><u>\$75,000</u></b>		<b><u>\$75,000</u></b>

Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary
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## 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. CFS stocks the planners in eligible MT state rest areas, and CFS brochure racks located along the Yellowstone route. The travel planner is also placed in the Bozeman & Billings airports in the baggage claim areas.

### OBJECTIVES

- Build awareness of Yellowstone Country through the distribution of printed materials 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.**

- ❖ Increase brand awareness of Yellowstone Country region as a ***year-round outdoor recreation destination.***

**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 telemarketing & fulfillment tasks as a vital component of our efforts to enhance visitor information and marketing efforts.

## BUDGET PAGE

### TELEMARKETING/FULFILLMENT

YELLOWSTONE COUNTRY MONTANA 2013

<b>PROFESSIONAL SERVICES</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER ORGANIZATION FUNDS</b>	<b>TOTAL</b>
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
<b>PROJECT TOTAL</b>	<b>\$25,000</b>		<b>\$25,000.00</b>

\* UPS, Fed Ex, etc.