Grants and Loans

Application

Instructions

*Print to PDF will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback abo*

Application Details

27194 - FY16 Region/CVB Marketing Plan - Final Application

27217 - FY16 Yellowstone Country Marketing Plan
DOC Office of Tourism

Status: Under Review

Applicant Information

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Community & Brand Support

1. Describe your destination.

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

PURPOSE

Yellowstone Country's primary purpose is to market & promote the area as a year-round destination. Travelers seek out this region because of the natural beauty and the outstanding outdoor recreation opportunities.

STRENGTHS- The core strengths of Yellowstone Country include the main attractions such as Yellowstone National Park & the Beartooth All-American Road, but equally important in making the experience unique for visitors is the ability to immerse themselves in one/more of the outdoor recreational opportunities that are available to them when they choose this region as their destination.

*) Yellowstone National Park/National Park Corridor
*) Three Major Alpine Ski Resorts
*) World-renowned Snowmobile Areas
*) Beartooth All-American Road
*) Nordic Skiing
*) Culture & History
*) Annual Events, unique local festivals, farmer's markets, and fairs
*) Recreational Opportunities
*) Destination Lodging and Meeting Facilities
*) Bozeman Yellowstone International Airport
*) Open lands-public access to BLM lands, Forest Service, national parks, etc.
*) Four Montana state parks-recreation and culture/history

CHALLENGES/OPPORTUNITIES—Always a challenge when they occur, but also an opportunity to raise awareness, engage consumers and open dialog/discussion for each unique happenstance. Given the inherent seasonality of the region, one of the major challenges is to offer a year-round product. There is a concerted effort in many of our communities to plan events or festivals in shoulder seasons that bring overnight visitors.

- Inclement Weather Conditions/Natural Disasters-fire, floods, etc.
- Transportation Issues-public transportation, seasonality of service
- Economic Climate –recession, budget cuts
- Infrastructure--always a question when more people come, is the infrastructure sufficient to handle growth
- Lack of Viable Marketing Partnerships-lack of or limited funds & timing hinder partner projects
- Shoulder Seasons-weather, amenities/service availability, staffing all have impact

MONTANA BRAND PILLARS

Yellowstone Country aligns very well with the Montana Brand Pillars in that there is an abundance of spectacular, unspoiled nature throughout the region, and given the multitude of recreational options, the region certainly meets the definition of offering breathtaking experiences. As with the majority of Montana, our communities are known for having friendly, hospitable people who work hard to help make a visitor's experience one to remember.

SPECTACULAR, UNSPOILED NATURE: The region is anchored by two major iconic destinations: Yellowstone National Park & the Beartooth All-American Road (BAAR). Three of the five entrances to YNP are located in Yellowstone Country, including the only year-round entrance at Gardiner and the most-accessed entrance at West Yellowstone.

BREATHTAKING EXPERIENCES BY DAY, RELAXING HOSPITALITY AT NIGHT:

Yellowstone Country's strategic vision focuses on promoting exceptional outdoor recreational activities for both the adventurous and/or those who prefer the "Quieter Side" of the outdoors: scenic driving, ATVing, nature walks, 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 are all outdoor activities that can be done throughout in the region.

Additionally, there is a growing segment of those same visitors who want to experience the cultural offerings in Yellowstone Country. The region has a multitude of art galleries, nature centers, museums & historical sites. Local attractions, festivals & events offer fun opportunities for visitors to immerse themselves in community culture, whether it's attending a rodeo, taking in a music or cultural festival, participating in and/or watching an exciting winter ski or snowmobile event or just spending time taking in the surroundings.

VIBRANT, CHARMING SMALL TOWNS THAT SERVE AS GATEWAYS

Showcasing the region's diverse, welcoming communities are an integral part of Yellowstone Country's marketing strategy. Each place has a unique local culture that makes it stand apart from neighboring towns. In FY 16, there will be several new CVB communities in the region, which will provide an opportunity to work with them to leverage existing marketing efforts.

Optional: Include attachments here

2. How will your marketing plan address the three phases of the travel decision process of inspiration, orientation and facilitation?

INSPIRATION: The Consumer Advertising media campaigns messaging and imagery are specifically designed to address the Inspiration phase to a very targeted audience. The marketing strategy is activity-based, so each message is geared toward the market demographic audience. A supporting strategy is to use our travel guide and website to cross-promote by both activity & seasonality. The website, www.visityellowstonecountry.com, is multi-dimensional in that the main pages are to address inspiration (awe-inspiring imagery, main activities & attractions in the region, etc.), while the landing pages & sub-pages address t

Social Media supports the Inspiration & Orientation phases as we are able to engage consumers consistently throughout a season or in relation to a specific community, event, attraction or activity.

ORIENTATION & FACILITATION: The Yellowstone Country website and annual travel planner are the primary resources for helping travelers with the orientation & facilitation phases, although both also have functions during the inspiration phase. These resources have extensive mapping & relevant general travel information, and are designed in a way that helps "push/pull" the user through the travel planning process quickly & efficiently.

Optional: Include attachments here.

3. Who is your market?

a. Define your target markets (demographic, geographic and psycho-graphic)

Primary Consumer Market: The Yellowstone Country primary target market can best be defined as "activity travelers"--these visitors fit into three categories: (1)immersion/entertainment tourist (2) the outdoor tourist and (3) the relaxation tourist. Within those categories, the majority of visitors to this region fit into the "outdoor tourist" category.

Secondary Consumer Market: Montana residents from out of the region and/or those residents choosing to spend an overnight in another community within the region

Primary Geographic Markets for Yellowstone Country: The key geographic markets for all visitors to Yellowstone Country are: CA, NV, WA, WY, ID, UT, MN, WI, OR, ND, TX, CO and the Sask, Alb, BC & Man Provinces in Canada.

Primary Demographic Markets for Yellowstone Country: Active individuals & small groups (2-4 people), age range 25-54, Household income range $50,000-$150,000.

Key Psychographic Markets for Yellowstone Country: Social Class-middle to upper class (in terms of disposable income), Lifestyle-active, outdoor recreation-oriented; Opinions-interested, but primarily influenced by desire to experience things for themselves; Activities & Interests-outdoor activities, history & culture; Attitudes & Beliefs- environmentally conscious, has an adventurous spirit, likes nature

b. What are your emerging markets?

Geographic Markets: TX, CO, AZ, GA, IL

Research data from the regional VICs & ITRR shows an upward trend of the # of visitors from these states annually. Marketing in these areas should help to continue driving those numbers up, and consistent and/or increasing air service to those markets makes it a viable option for travelers.

Demographic Markets: Part of the marketing mix is making assumptions from available data. People today are staying active and traveling at a later age than previous generations, so there is an opportunity to increase visitation from active baby boomers, retirees & seniors, age-55-74 years old with income of $100,000 or greater.

c. What research supports your target marketing?

ITRR 2014 Non-resident study data: 34.2% of all non-resident visitors spent at least one night in Yellowstone Country. The data shows that 59% of those visitors to the region came from the primary target markets listed as target geographic markets.

ITRR data shows 15% of visitors enter MT via the Bozeman Yellowstone International Airport. BZN offers seasonal or year-round direct flights to Los Angeles & San Francisco (CA) Salt Lake City(UT), Portland (OR), Minneapolis/ST. Paul (MN) & Denver (CO), TX (Houston) and NY (Newark). Delta Connection flights, operated by SkyWest, will begin service to West Yellowstone in June; the flights will be twice a day from Thursday through Monday and once each day on Tuesdays and Wednesdays June-Sept. to better serve travelers to YNP and West Yellowstone. In our emerging target markets segment, there is continued

BOZEMAN, MT (January 8, 2015). Bozeman Yellowstone International Airport (BZN) handled 966,964 passengers flying in and out during 2014. This is up 9.3% compared to 2013 and sets another passenger record for BZN and for Montana.

BZN sets record for passengers in 2014:Bozeman Yellowstone International Airport (BZN) is Montana's busiest airport and serves as a year-round gateway to Yellowstone National Park. BZN also serves the recreation areas of Big Sky Resort, Moonlight Basin and the Bridger Bowl Ski Area as well as the business centers of Bozeman, Belgrade and Livingston and higher education at Montana State University and the Gallatin College. BZN handles more passengers than any other Montana airport and is served by five airline brands with coast to coast non-stop service including Atlanta*, Chicago, Denver, Houston

People travelling by vehicle to the Yellowstone Country region have key access via the Interstate or MT secondary highways; according to ITRR, 15% enter at West Yellowstone (Hwy 20, 287, 191) and another 11% at Gardiner (Hwy 89).

Re the demographics, ITRR data shows 55% of non-resident visitors to the region are between the ages of 25-54, 68% of them are in the wage range of $50,000-$150,000, 21% of visitors travel alone, 48% are couples, and 29% are immediate family or family & friends and they travel in an average group size of 2.35 people (with 76% of those being a group of 1-2 people).

As previously stated, YC uses an activity-based marketing strategy, reaching out to consumers who engage in one/more types of outdoor recreation that is available in the area. The ITRR research shows the following percentages for non-residents visiting the YC region in 2014:

- 72% scenic driving
- 54% day hiking
- 53% wildlife watching
- 51% nature photography
- 26% car/RV camping
- 16% fishing/fly fishing
- 8% birding
- 8% road/tour biking
- 6% rafting/floating/kayaking
- 6% skiing/snowboarding
- 5% horseback riding

Along with those activities, rock hounding, backpacking, canoeing/kayaking, mountain biking, hunting, cross-country skiing, motor boating, OHV/ATVing, snowmobiling, geocaching and snowshoeing all show up on the data radar.

From a community and/or cultural aspect, the ITRR research shows that visitors are definitely interested in spending time in the communities to experience the following:

- 34% recreational shopping
- 26% visiting other historical sites
- 22% visiting museums
- 16% visiting L & C sites
- **11% attending festivals or events**

Yellowstone Country provides staff funding for 10 VIC's located throughout the region for the warm season Memorial Day-September. As a requirement of the funding, VIC's compile statistical information including where visitors are from, how many in the party, primary/secondary reasons for travel to the area & types of activities they participate in, and events they plan to attend. Observations of any specific changes/trends are noted by the travel counselors. The 2014 VIC data shows the first time visitors in regional communities are most interested in visiting Yellowstone National Park and doing some type of outdoor recreati

A new National Park Service (NPS) report shows that more than 3.5 million visitors to Yellowstone National Park in 2014 spent $421 million in communities near the park. That spending supported 6,662 jobs in the local area and had a cumulative benefit to the local economy of $543.7 million.

"Yellowstone National Park welcomes visitors from across the country and around the world," said acting Superintendent Steve Iobst. "National park tourism is a significant driver in the national economy, returning $10 for every $1 invested in the National Park Service, and it's a big factor in our local economy as well. We appreciate the partnership and support of our gateway communities, regional tourism organizations and the states of Idaho, Wyoming and Montana, and are glad to be able to give back by helping to sustain local communities." http://www.nature.nps.gov/socialscience/economics.cfm.

Optional: Include attachment here.

4. Overall Goals

GOALS

- Build the "pull" aspect of the YC website and social media offerings through robust, rich, and timely content to provide a reliable source for localized information, going deeper than what can be found on more generalized sites or in resource/guidebooks.
- Continue to raise awareness & brand Yellowstone Country region as a premier Montana year-round outdoor destination--deliver a strong, consistent message across all seasons. For FY 16, YC will put more emphasis on shoulder seasons and an older demographic.
- Seek & implement partnerships with public/private sector to better inform visitors of important historical, cultural and natural resources assets and to help leverage limited marketing budgets. The Cultural Tourism grant program has been very successful in its first year, so there will be an opportunity to increase these partnerships in FY 16.
- Continue to build & update inventory of regional images & videos for all seasons for use in branding & marketing efforts, as well as for awareness/motivational use in printed materials (travel guide) and on the website.

Optional: Include attachments here.

5. Joint Venture Opportunities

a. In what types of Joint Ventures with MTOT would you like to participate?

Yellowstone Country's markets the region as a recreational mecca (primarily outdoor recreation), so our first priority is to vet out those opportunities that fit our marketing strategy. YC continues to allocate the majority of the consumer advertising budget to winter because that is where we see the largest growth potential.
YC will continue to consider viable warm season joint ventures as part of our warm season promotion. Currently, the majority of our warm season placement is digital, with some print advertorial in the mix.

b. In what other types of Joint Ventures would you like to participate? (Regions/CVBs, etc.)

Forging long-term partnerships with the communities thoughout the region will be a major focus for Yellowstone Country in FY 16. With the addition of several new CVB's expected to be recognized in the next year, it will be paramount to combine marketing efforts wherever possible.
YC will continue to vet opportunities to partner with Montana State Parks to promote the four state parks in the region as both a stand-alone destination and as part of the "bigger" experience; i.e. stay longer, do more. Comparing the average state park visitor demographic profile to the YC visitor profile shows there is a strong similarity--they "look" the same!
Partnering with other regions to promote a "larger" experience for visitors would be an option YC would like to expand. Currently, we work together for press trips & publicity efforts that involves multiple regions; however, it would seem plausible that there could be mutual benefit to partnering for media placement for an area, activity or season, and cross-promting cultural & historical assets, etc.
In FY 15, YC implemented a Cultural Tourism grant program, which provided funds for communities to either start a new event or boost an already existing event or implements a supporting project for an event. The program requires 1-1 matching funds, so it is a partnership between the region & the community.The program has been well-received to-date, with 3 communities recieving funds: Livingston, Big Sky and Big Timber. Both the Livingston Hoot outdoor festival and the Big Sky video showcasing the Music in the Mountains events have been very successful; the Big Timber-Sweet Grass Fest will take place later in the ye
We have been working in cooperation with the air transporation committee, comprised of airport representatives and local partners to implement marketing campaigns in targeted markets where we are working to increase air service.

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Consumer	Website/Internet Development/Updates
Consumer	Events/Updates
Marketing Support	Administration
Marketing Support	Joint Ventures
Marketing Support	Fulfillment/Telemarketing
Marketing Support	Opportunity Marketing
Marketing Support	MC Funding/Staffing/Signage
Marketing Support	Cultural Tourism
Publicity	Social Media
Publicity	Press/Trips

Miscellaneous Attachments

FY 16 BUDGET PIE CHART 5-15.docx (23 KB)

Reg/CVB Required Documents

FY 16 signed docx Copy.pdf (96.6 KB)

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