



# CONSUMER MARKETING REPORT

Presented to the Montana Advisory Council  
Missoula, February 4, 2014

# Agenda

- FY14 Winter Season Campaign
  - Overview
  - Media & Markets
  - Results to Date
- FY14 Warm Season Campaign
  - Overview
  - Components
  - Markets
  - Custom Programs
- Co-Op Program
- Resource Update

A winter night landscape in Montana. The scene is dominated by snow-covered evergreen trees in the foreground and middle ground. The sky is a deep, dark blue, filled with numerous stars and a prominent, bright, hazy band of light, likely the Milky Way galaxy, stretching across the upper portion of the frame. The overall atmosphere is serene and majestic.

MONTANA  
*go deeper*

# FY14 Winter Season Campaign



# FY14 Winter Media



- Print Publications:

- Backpacker Gear Guide
- Backpacker
- Food & Wine
- History
- National Geographic Traveler

- Nature Conservancy
- SKI
- Smithsonian
- Travel & Leisure
- SnowWorld



# FY14 Winter Media



- Online:
  - Adara
  - Backpacker
  - TubeMogul
  - Expedia
  - iExplore
  - Nat Geo
  - Place IQ
  - Rocket Fuel
  - Ski & Skiing
  - Share This
  - Trip Advisor
  - Weather
  - Search



# FY14 Winter Markets

- National & Winter Heavy Up:

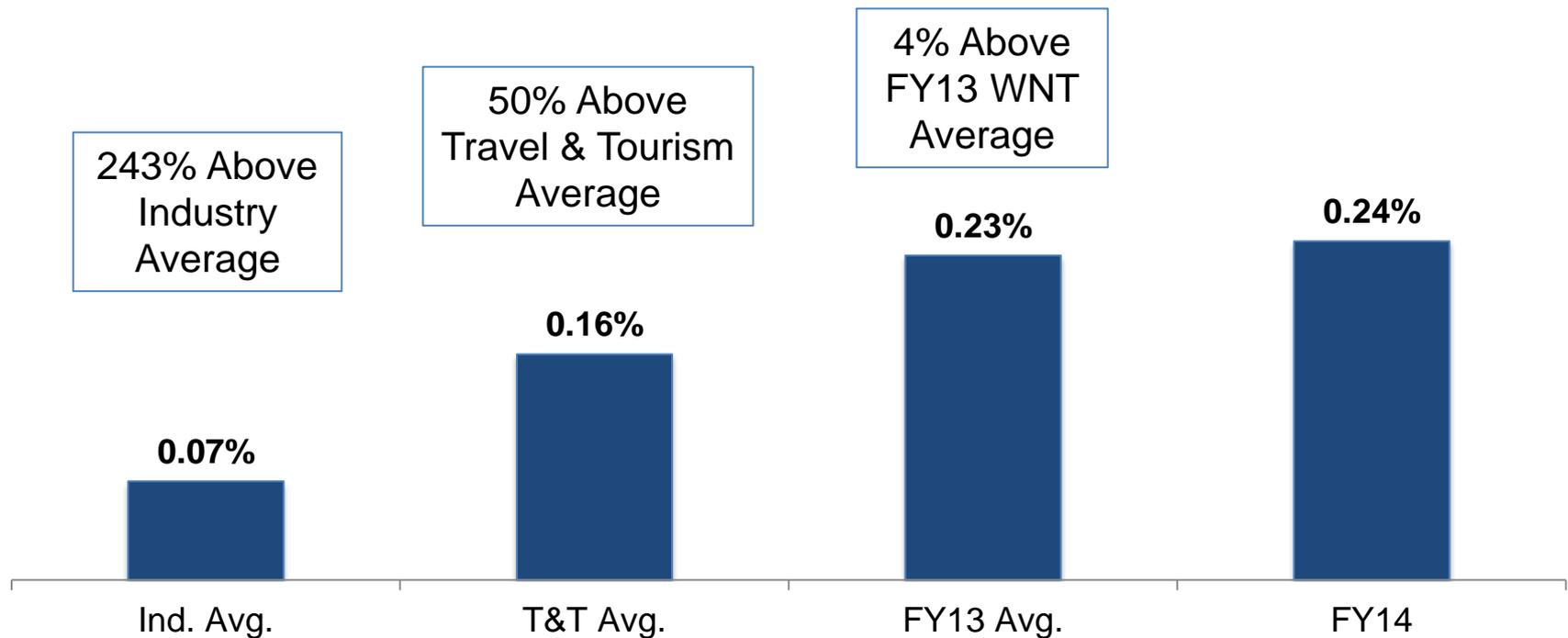
- Boise
- Chicago
- Minneapolis
- Portland
- Seattle
- Spokane
- Dallas
- San Francisco\*



\*All Markets: Digital and Digital Radio, except SF was Digital only.

# FY14 Winter Results to Date

- Brand interest continues to build as ski season kicks off
- Overall, meeting and exceeding Industry and Travel Benchmarks
- FY14 National Campaign **CTR of 0.24%** is:





# FY14 Warm Season Campaign

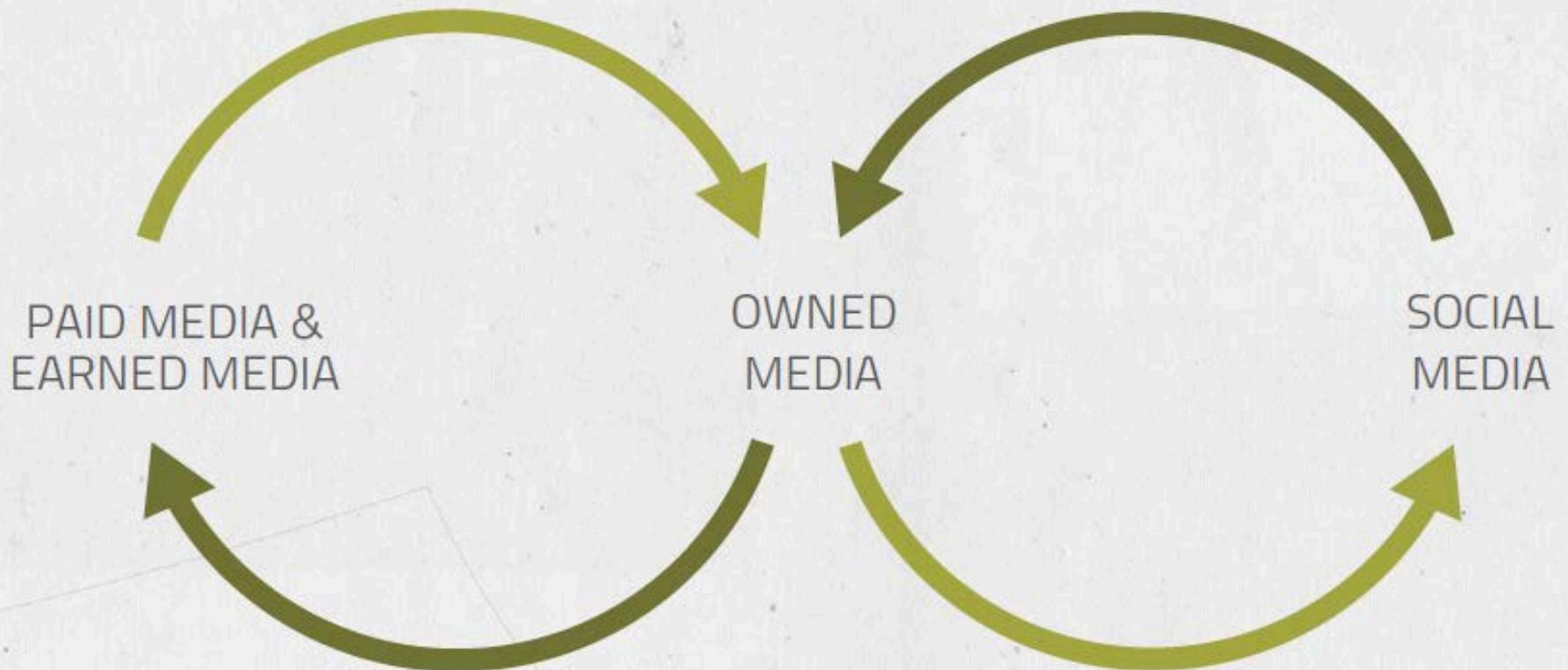
*Step out of bounds*

# FY14 Warm Season Campaign

*Step out of bounds*

now with more  
**#MontanaMoment!**

# FY14 Warm Season Campaign

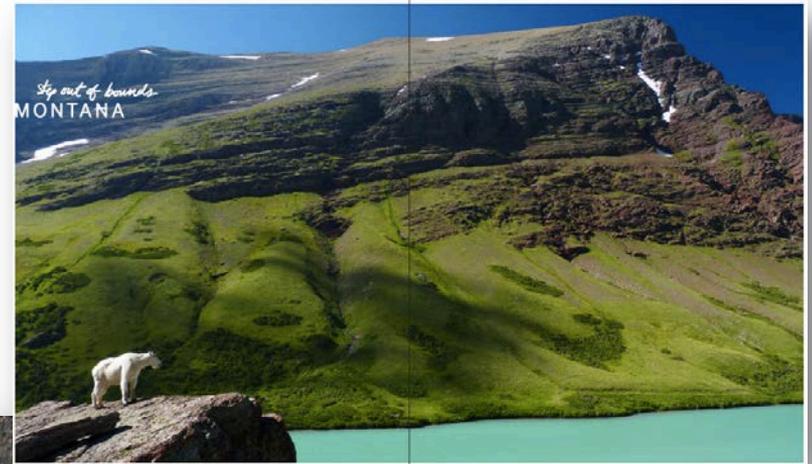
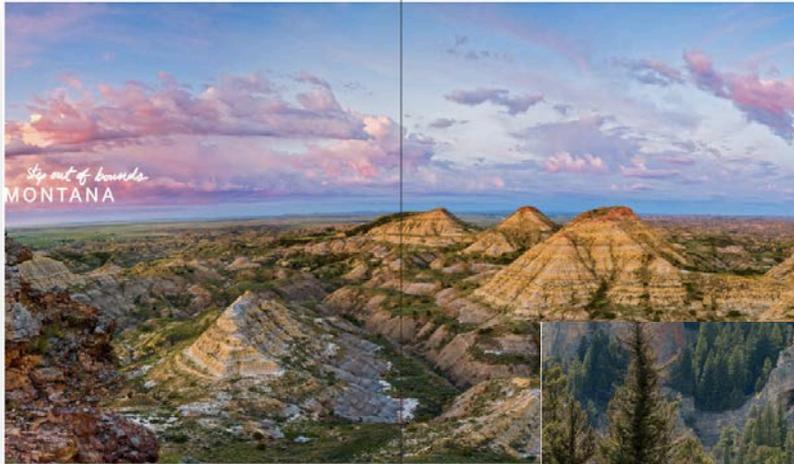


# FY14 Warm Season Campaign

**Step Out of Bounds** FY14 is designed to employ **all** of Montana's earned, owned, and paid media opportunities to **capture, distribute, and celebrate** content that is proprietary to the Montana experience, as well as **empower** opportunities for discovery of this content by people interested in Montana specifically and geotravel, in general.

# Step Out of Bounds is still:

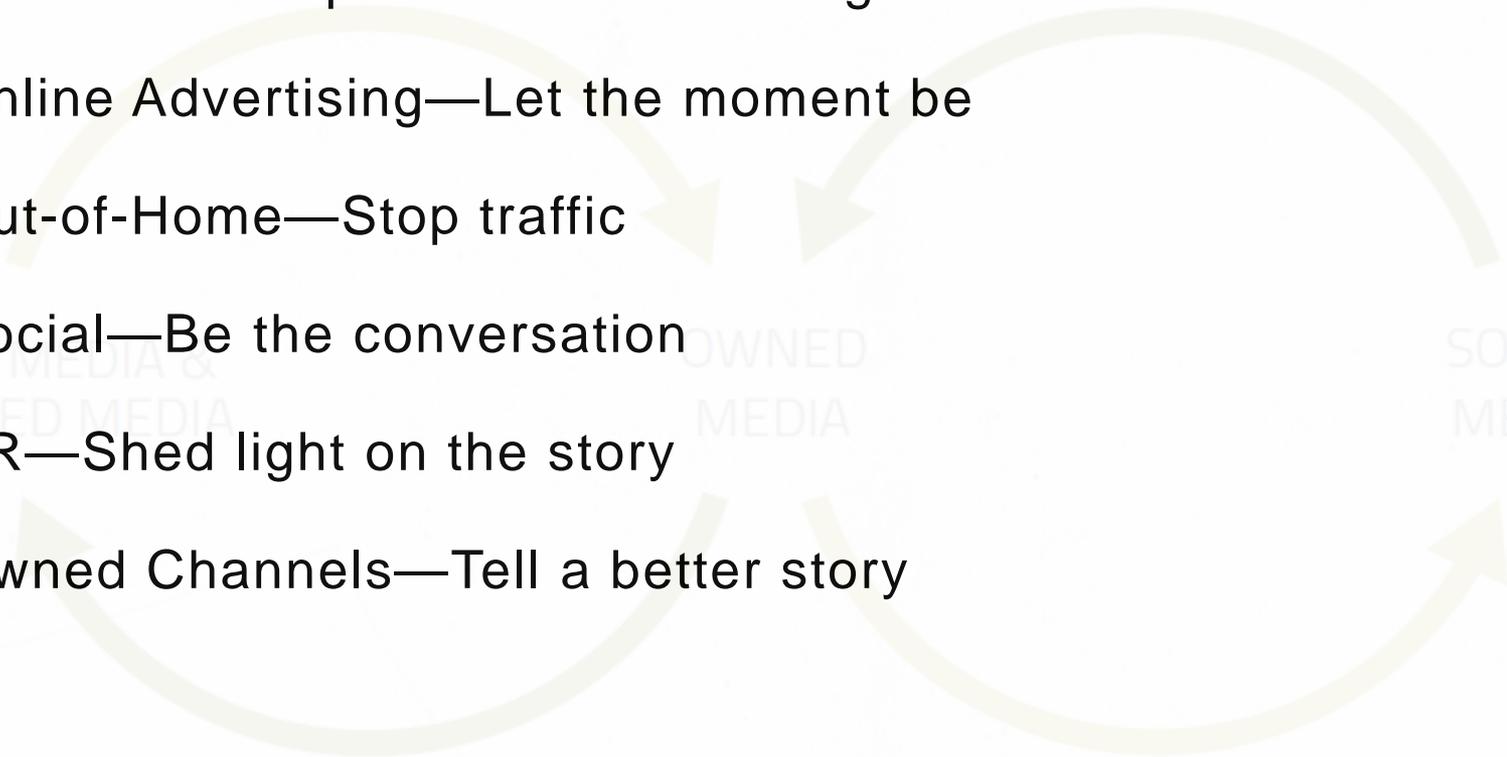
- Imagery that captures once-in-a-lifetime moments
- Photo essay-style versus advertising-style photography
- An invitation



# But...it's evolving:

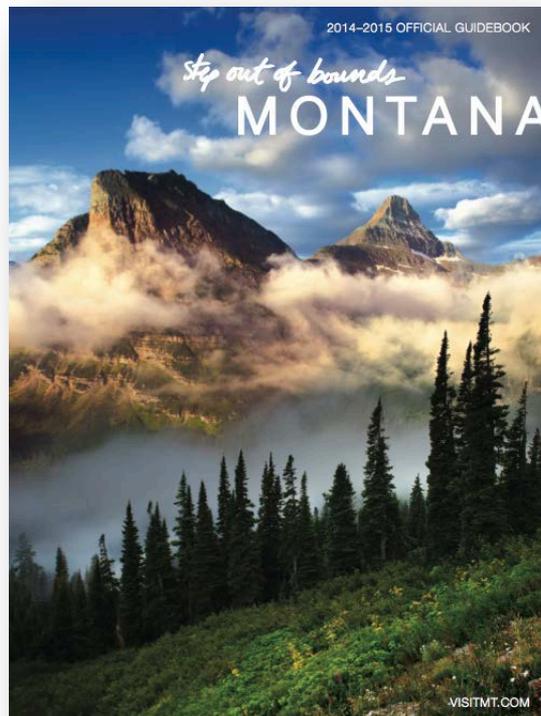
- Now with more **#MontanaMoment**
- More and more **authentic user-generated content**
- **Improved positioning** of the remarkable photos and stories
- **Increased usage of video**; more moment-based and short form opportunities; increased distribution through owned social channels
- **Increased cross-channel integration** for better distribution and discovery of content

# Tactics:

- Print—Let the photos do the talking
  - Online Advertising—Let the moment be
  - Out-of-Home—Stop traffic
  - Social—Be the conversation
  - PR—Shed light on the story
  - Owned Channels—Tell a better story
- 

# Owned Channels—Tell a better story: Publications

- Updated content to be in the spirit of "Step Out of Bounds"
- Social Cover Photo Contest



*step out of bounds*  
IN GLACIER NATIONAL PARK

Glacier National Park is the center of a vast collection of wilderness and natural wonders known as the Crown of the Continent. It spreads north into Canada's Watkins Lakes National Park, south into the Bob Marshall Wilderness Complex and east into the plains of the Blackfoot Indian Reservation.

No matter how long your visit to Glacier, you'll wish you could extend it. Those who have made the area their home will tell you they're still exploring, crossing places and events off their bucket lists. Below, you'll find a few things to add to yours.

Wild Goose Island, St. Mary Lake in Glacier National Park | Patrick K., via Facebook

**CAN'T-MISS OPPORTUNITIES**

The easiest and most popular way to see Glacier in the summer is by driving the **Going-to-the-Sun Road**. Completed in 1932, it is a true engineering marvel that climbs over the Continental Divide, connecting the west entrance at West Glacier to the east entrance at St. Mary. Even those visitors who never venture outside their vehicles are treated to views of turquoise glacial lakes, massive mountains and the park's iconic wildlife.

Better than driving yourself, though, is a guided tour, either in a vintage 1930s convertible **Red Jammer bus** or with **Sun Tours**, which offers a Native American perspective.

Glacier's scenery can also be explored on the water. **Glacier Park Boat Company** offers guided tours

on five of the park's glacial lakes in vintage wooden boats. These tours include views you won't find anywhere else, as well as interesting stories about the park and the boats themselves.

Perhaps the most rewarding way to see Glacier National Park is on foot. **Hiking the park's 700+ miles of trails** not only provides an opportunity to more closely connect with nature, but is also the only way to access the vast majority of Glacier's more than one million acres.

Trails range in difficulty and remoteness from the wheelchair-accessible Trail of the Cedars boardwalk to the narrow Garden Wall traverse to a myriad of multiday backpacking routes. Several of the trails in the park can also be explored on **guided horseback trips**.

The Sperry Trail, Glacier National Park | Nils R., via Facebook

Going-to-the-Sun Road, Glacier National Park | Leah K., via Facebook

Avanchar Gorge, Glacier National Park | Chris A., via Facebook

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# FY14 Warm Season Markets

- National & Key Markets:
  - Seattle
  - Chicago
  - Salt Lake City



# FY14 Warm Season Custom Programs

## Nat Geo Traveler

- Where the Locals Go:
  - New “Where the Locals Go” hub on Nat Geo Traveler with all MT editorial content
  - On-the-ground social activity when writers are in the field



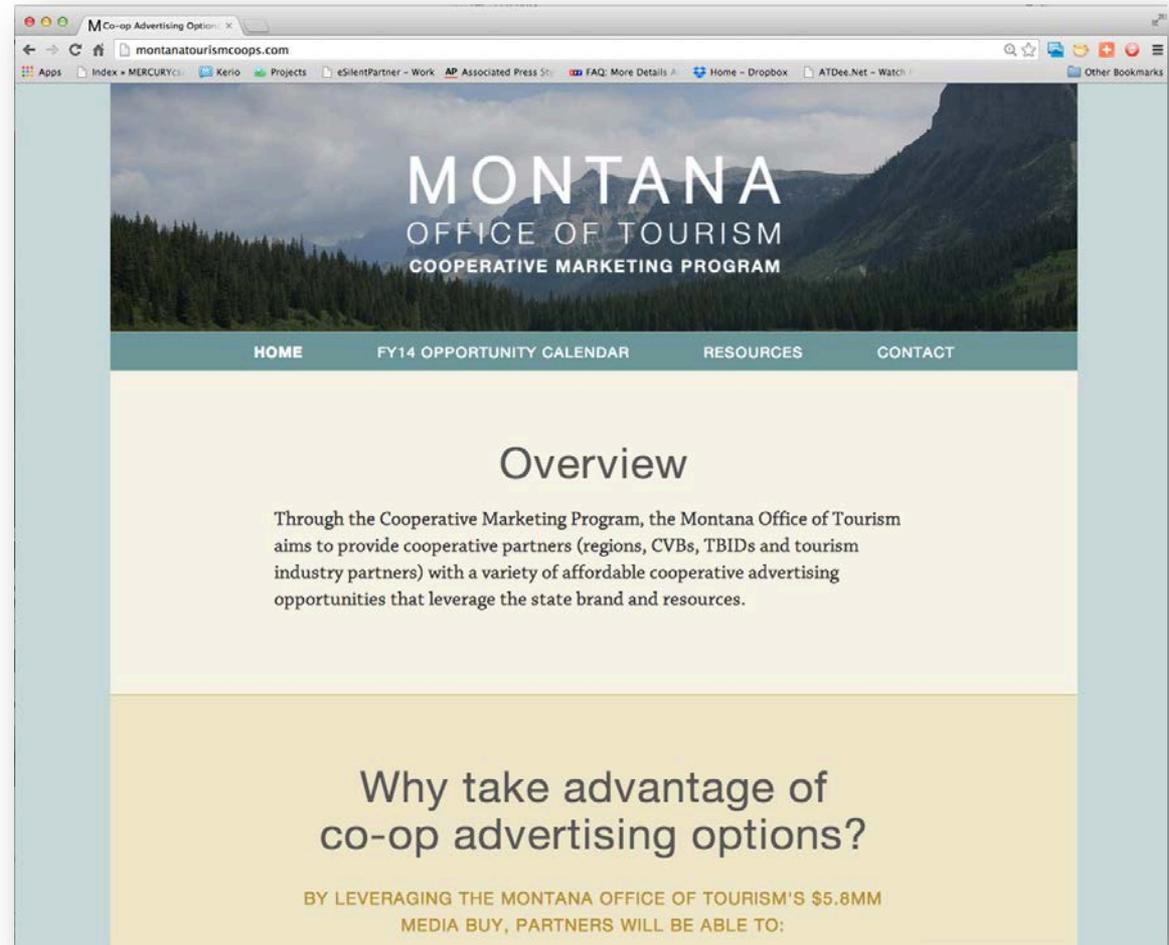
## Backpacker

- Montana Ambassador Program:
  - Custom microsite ([backpacker.com/visitmt](http://backpacker.com/visitmt)) with social engagement for voting on the ambassadors and final trip location



# FY14 Co-Op Program

- Now Online!

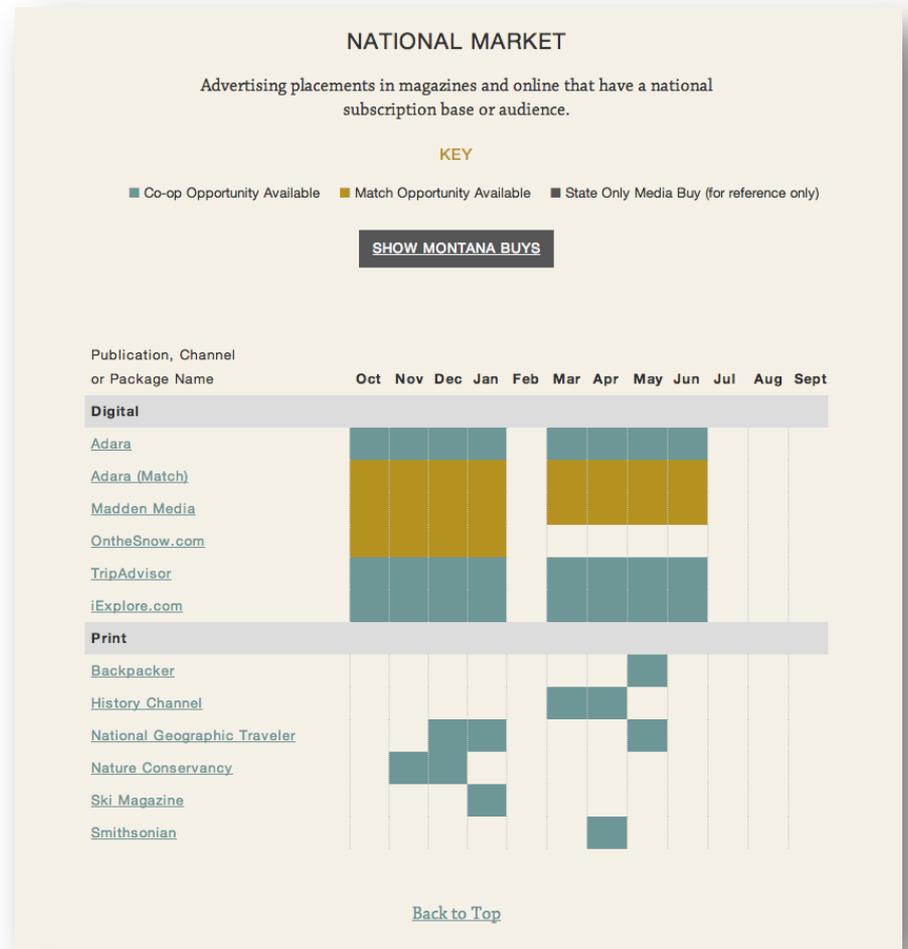


# FY14 Co-Op Highlights

- Now Online! Immediate, real-time access to:
  - Program Overview, Benefits, How it Works
  - Opportunities on National, Key Market, Regional levels
    - Details by vendor for Print and Online
  - Resources:
    - Media, target and messaging
    - Match opportunities
    - Measuring performance
    - FAQ
  - Contact Information

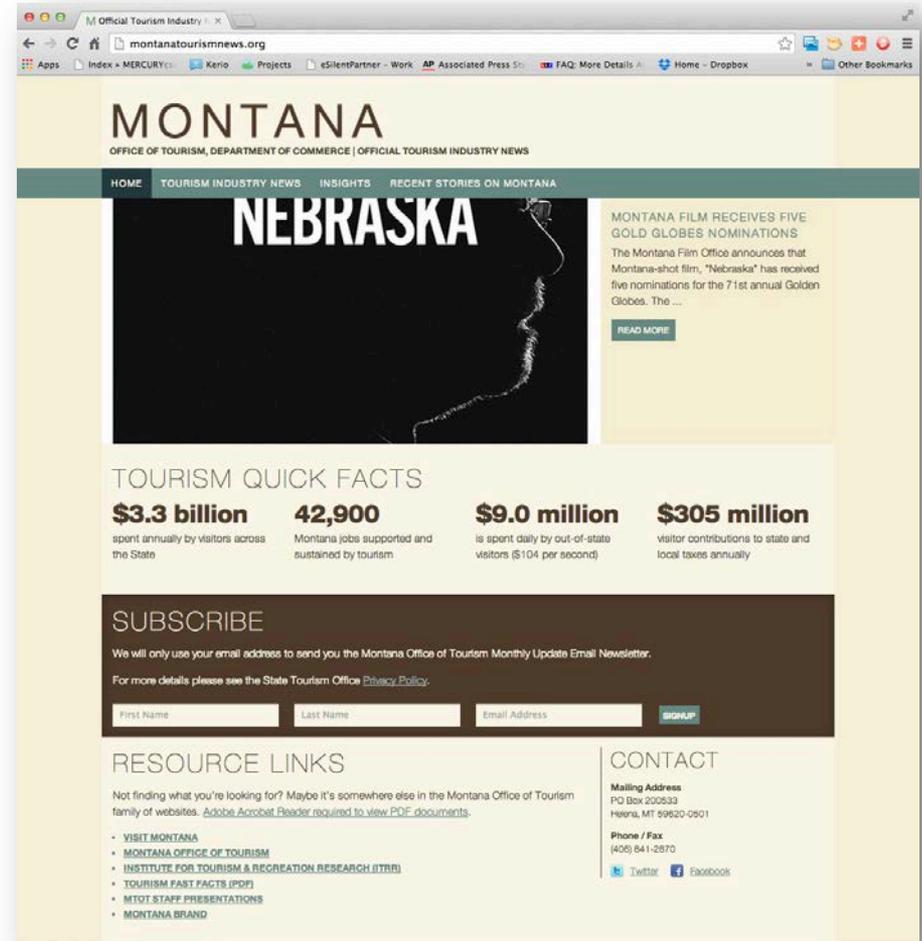
# FY14 Co-Op Highlights

- National Online:
  - Adara + Match
  - Madden
  - Trip Advisor
  - iExplore
- National Print:
  - Backpacker
  - History
  - Nat Geo Traveler
  - Smithsonian



# Resource Update

- Montana Tourism News (.org)
  - Quick Facts
  - Tourism News
  - Insights
  - Recent MT stories
- Subscription option



# Thank You!

Please contact Jeri Duran with any questions:

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