



MONTANA

Montana Cross-Agency Data Dashboard July-September 2015

Overview

-The purpose of the Montana Cross-Agency Data Dashboard is to provide a complete snapshot of what is happening within the Montana Office of Tourism, what are the key travel indicators and how consumer-facing marketing initiatives are impacting those numbers.

-This report is intended for key stakeholders as well as agency partners-offering both a look back and a look forward and providing ongoing insights to guide future marketing initiatives.

So What (Why is this important?) and Now What (What actionable steps are there?) Q3 2015

Overall

WHAT? Media spend was flat, but the majority of key performance indicators are up year-over-year. Looking at the month of September, visitation at national parks and state parks increased by 10% year-over-year and airport deboardings and Amtrak ridership were also up.

SO WHAT? The paid and earned media performed efficiently and effectively without significant increases in budget year-over-year. The increases in national and state park visitation as well as airport deboardings and Amtrak ridership during less-visited months are positive indicators that visitation isn't only happening during July and August.

NOW WHAT? Continue to look for opportunities to optimize and make improvements including owned digital channels to complete the conversion journey and increase conversion.

DIGITAL

WHAT? The combination of using mobile as a channel, leveraging high impact creative units and incorporating behavioral data to target were a few of the reasons as to why digital performance was above Q3 2014 and key industry benchmarks.

MOBILE: SO WHAT? MTOT continued to be right on trend with Mobile, utilizing this platform to increase engagement and drive strong overall performance.

MOBILE: NOW WHAT? Moving forward, MTOT can continue to take advantage of different Mobile tactics available to reach our geotravelers.

HIGH IMPACT UNITS: SO WHAT? These units have always been successful for MTOT, with improved performance year over year for some units.

HIGH IMPACT UNITS: NOW WHAT? Moving forward, MTOT can continue to take advantage of the multiple Mobile tactics available to reach our geotravelers.

DATA: SO WHAT? Utilizing 1st party travel data as well as other behaviorally targeted data helped to successfully find the geotraveler online.

DATA: NOW WHAT? Continuing to get Montana in front of the right person, with the right message, at the right time can drive more conversions over time.

VisitMT.com

WHAT? For Q3 2015, sessions, users, direct traffic were all up while page views and session duration continued to be down.

SO WHAT? More traffic coming to site, particularly from key major metropolitan areas and the MTOT target reinforces that paid media is directing the right people to the website but they are not spending as much time on the site compared to the same time last year.

NOW WHAT? More focus needs to be put on direct traffic, which is already rising aggressively, referrals and paid search, while determining if there is an opportunity to develop more engaging content.

SOCIAL

WHAT? Reoccurring themes were present in top performing content in Q3 featured landscape photos with bold colors and wildlife. Glacier National Park continues to serve as the top performing location, especially during the warm season.

SO WHAT? It's clear that users react the most to high mountain peaks and warmer imagery. When it's necessary to show content outside of these themes, it will be beneficial to showcase wildlife, boldly colored skies and clear visual focal points in flat landscape imagery.

NOW WHAT? Keeping track of top performing content week-over-week will serve as a guide for which content to use across the seasons and regions. Take notes from the composition of the imagery, the formatting of the copy and the time of posting. These queues will begin to form a consistent tone for Montana's social accounts and continue to serve to the overall health of engagement each quarter.

PR

WHAT? As summer came to a close, MTOT began to see the fruits of our labor: garnered editorial in Top Tier outlets as a result of individual and group press trips. MTOT emphasized shoulder-season story angles in our spring pitches, and resulting media coverage boomed in September (in comparison with August).

SO WHAT? By hosting journalists, influencers and media on the ground, we're able to provide an experience that lends itself to the geotraveler audience.

NOW WHAT? During Q4, winter story telling will ramp up via pitches and media blitzes. The PR team will continue to solidify these media relationships that turn into individual press trips throughout the winter season.



Executive Summary

Summary and Insights

-The following metrics for paid, owned, and earned media are a few of the key performance indicators and will continue to be evaluated each quarter.

Media Spend: Q3 2015 saw the end of MTOT's FY15 Warm season effort, so paid media support was lower as the campaign wrapped-up, but still nearly identical to Q3 2014.

Paid Media (Search and Digital): Click-through rates for both search and display were well ahead of last year's performance. The ability to precisely target a relevant audience and extend the reach of Montana keywords has delivered more people to the website.

VisitMT.com: Q3 2015 saw an uptick in new visitors coming to website with nearly 40% more site sessions from the same time last year. However, the average session duration was down 32% from Q3 2014 and saw the average visitor spending less than two minutes on the site.

Owned Media: Social continued to be a higher priority for MTOT with impressions up 73% year over year, led by a 114% increase in Facebook impressions. However, total engagements decreased from 2014 due to drops in Facebook (-9%) and Twitter (-81%). Tumblr saw a 77% increase, while Instagram's engagements continue to be well ahead of performance from the previous year with an 821% increase from Q3 2014.

Earned Media (PR): 30% of the Q3 2015 stories were published in MTOT's Top Tier list of Geotravel outlets. The total number of impressions for Montana increased 46% over Q3 2014, reaching an audience of 2.2 billion.

Metric	Q3 2014	Q3 2015	% Change
Media Spend	\$475,359	\$475,202	0%
Paid Search (Keyword)-Average Cost Per Click	\$0.74	\$0.76	▲ 3%
Paid Search (Keyword)-Average Click-Through Rate	1.26%	2.10%	▲ 66%
Digital Display-Average Click-Through Rate	0.16%	0.46%	▲ 187%
VisitMT.com Site Sessions	529,922	733,196	▲ 38%
VisitMT.com Avg. Session Duration	153 seconds	104 seconds	▼ 32%
Social Engagements	1,289,777	1,096,689	▼ 15%
Social Impressions	9,974,989	17,316,030	▲ 73%
PR-National Media Impressions	1,531,799,275	2,236,668,522	▲ 46%

Media Spend Breakout



Source: Spark, not inclusive of International

\$475,202
July-September
Media Spend

Paid Media Highlights

- With the MTOT's FY15 Warm season effort wrapping up, paid media was at its highest in July before focusing solely on display and search in September.
- Digital support continued to focus on high impact and custom units which delivered strong engagement and interaction rates against key Montana target through the end of the FY15 campaign. Top performing units included:
 - Men's Journal's Super Marquee unit
 - Expedia's 992x265 unit
 - Adara Native unit
- All Q3'15 Print partners showcased the 'It's Time' creative. Ads appeared in National Geographic Traveler in every month across the quarter, as well as, Sunset and Backpacker in August and September.
- Paid social was limited but spread across key social networks to help raise awareness and to promote seasonally relevant posts.

Source: Spark, not inclusive of International



Paid Media

Paid Search Clicks



Paid Search Performance Q3 2014

	Clicks	Imps	CTR*	Avg. CTR	Cost	CPC*	Avg. CPC
Jul	32,115	2,216,690	1.45%	1.26%	\$22,968	\$0.72	\$0.74
Aug	30,699	3,191,615	0.96%	1.26%	\$20,573	\$0.67	\$0.74
Sep	27,960	1,779,820	1.57%	1.26%	\$23,238	\$0.83	\$0.74

Avg. CTR and Avg. CPC represent the average performance for Q3.

Paid Search Performance Q3 2015

	Clicks	Imps	CTR*	Avg. CTR	Cost	CPC*	Avg. CPC
Jul	32,525	1,332,812	2.44%	2.10%	\$22,275	\$0.68	\$0.76
Aug	27,106	1,230,425	2.20%	2.10%	\$20,269	\$0.75	\$0.76
Sep	20,674	1,257,018	1.64%	2.10%	\$18,668	\$0.90	\$0.76

July-September 2015 Top 10 Search Keywords

	Clicks	Imps	CTR*	Cost	CPC*
[glacier national park]	8,575	220,647	3.89%	\$5,249	\$0.61
maps montana	4,349	147,087	2.96%	\$2,170	\$0.50
[yellowstone]	3,571	127,864	2.79%	\$2,053	\$0.57
[montana]	3,373	151,914	2.22%	\$1,845	\$0.55
[yellowstone national park]	3,278	65,170	5.03%	\$2,062	\$0.63
"glacier national park"	1,522	58,814	2.59%	\$912	\$0.60
[yellowstone park]	1,339	34,216	3.91%	\$837	\$0.63
events montana	1,245	27,428	4.54%	\$763	\$0.61
[montana tourism]	1,232	7,680	16.04%	\$574	\$0.47

Digital Display Impressions vs. CTR (2014 vs. 2015)



Overall Digital Display Performance (2014 vs. 2015)

	Impressions		Total Clicks		CTR*		Interaction Rate		Avg. CTR	
	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015
Jul	18,574,323	9,054,878	22,811	42,788	0.12%	0.47%	0.10%	0.33%	0.16%	0.46%
Aug	10,232,674	8,758,621	19,417	48,738	0.19%	0.56%	0.18%	0.50%	0.16%	0.46%
Sep	7,221,343	6,542,569	15,583	21,520	0.22%	0.33%	0.19%	0.43%	0.16%	0.46%

Source: Spark

Paid Media Highlights

Search

-Despite spending less, MTOT saw an 8.5% increase in site visits year over year.

-Emphasis was placed on improving higher positioning of keyword results, which led to a large increase in CTR year over year.

- Led by [glacier national park], six of the ten most clicked keywords were bought as exact matches.

Digital Display

- Overall performance saw a large increase in Q3'15 compared to Q3'14 (for both the National and Joint Venture campaigns). Continuing to deliver over current digital tourism benchmarks.

- Continuing to place MTOT ads within contextually relevant content has maximized results.

-Mobile placements were the strongest performers in terms of CTR and video completion rates.

*Key:

CTR: Click-through-rate (=Clicks/Impressions)

CPC: Cost per click (=Cost/Clicks)

[]: Exact match, which means an ad would only serve if the term montana was directly searched for.

" ": Phrase match, which means that an ad would be served if a search containing montana + something else was searched for.

Owned Media



Top Performing Social Media Spots (July-September 2015)

*See Appendix for larger copy

Facebook



24,211 Likes 721 Comments 13,212 Shares

Source: Facebook Analytics

Twitter



73 Retweets 148 Favorites

Source: Twitter Analytics

Instagram



5,294 Likes 238 Comments

Source: Instagram

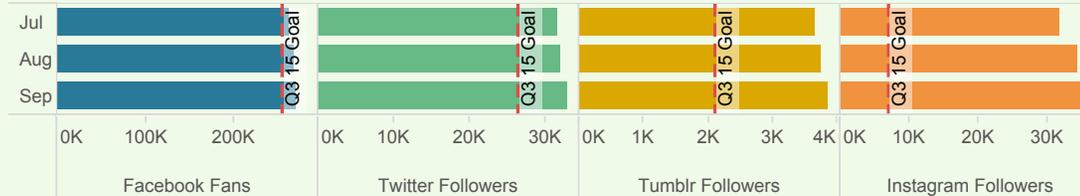
Tumblr



134 Likes 160 Reblogs

Source: Tumblr

Social Growth Q3 2015



Owned Media Highlights

Social Media

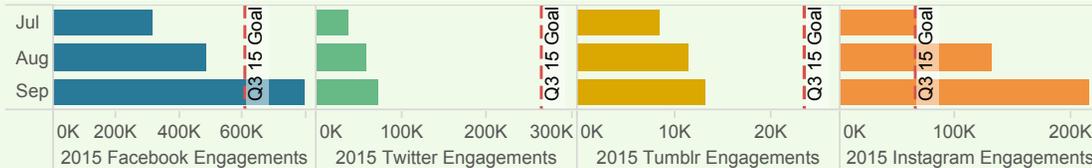
-During Q3, Facebook experienced significant growth, most likely due to paid support taking place from the middle to the end of the month. Twitter, Instagram and Tumblr received average growth, increasing 3.7%, 13.8% and 5.4%, respectively. It is suggested to spread media spend throughout the year to keep consistent growth and engagement on the accounts.

-Water imagery continued to appear in top performing content each month in Q3. It's likely that users were excited about the warmer weather and the prospect of getting outside to enjoy water-related activities, as many user comments tagged friends asking if they would like to join them on their next Montana water adventure.

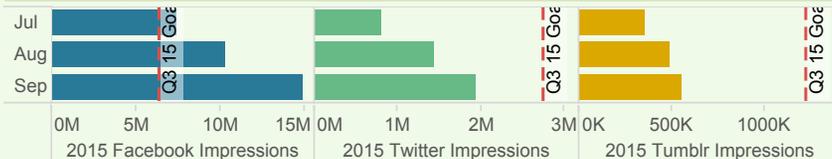
-The top performing organic content on Facebook and Instagram this quarter featured a user-submitted close-up photo of a moose crossing Two Medicine Lake. While general wildlife photography consistently performs well on Montana's accounts, close-up imagery, especially photos that appear non-professional, excite users that would like to visit Montana and experience a similar wildlife sighting.

-The plan is to continue to track highest and lowest performing content week-over-week and identify trends in order to adjust moving forward. Also, increase conversations with user comments to answer questions and gain insights on user sentiment.

Social Engagement Q3 2015



Social Impressions Q3 2015



*Top performing posts on Facebook, Twitter and Tumblr all received paid media support

**Social Growth data shown to reflect where MTOT profiles stand at the end of Q3 2015

***Social Engagement and Impression data represents only new engagements and impressions from Q3 and the Q3 goals are reflected as a percentage of FY' 2015 goals.

Source: Crimson Hexagon via Sparkloft

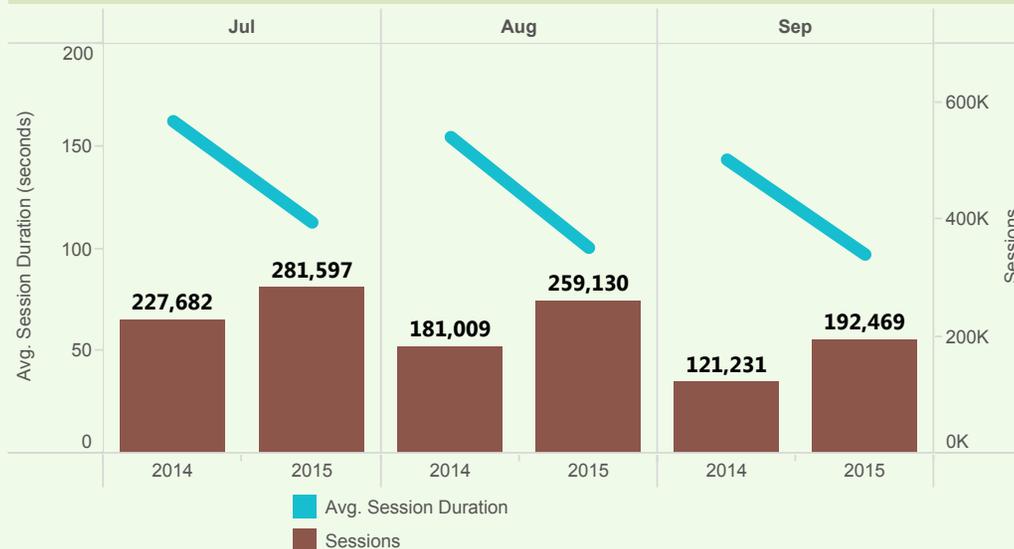
Owned Media

VisitMT.com Performance Metrics

733,196 (+38% YoY)
 July-September Site Sessions
104 seconds (-32% YoY)
 July-September Average Session Duration

"Sessions" are not unique

Sessions vs. Session Duration (2015 vs. 2014)



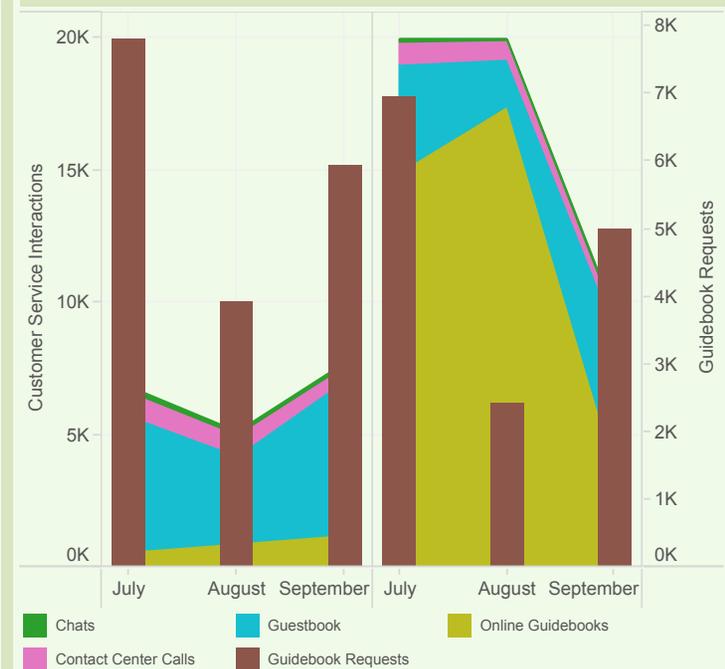
*Compares same time period, previous year
 *2015 VisitMT.com data includes m.VisitMT.com

July-September 2015 Time Spent on Websites by Month (seconds)

	July		August		September	
	2014	2015	2014	2015	2014	2015
visitmt.com	36,946,984	31,774,133	27,969,663	26,038,229	17,396,324	18,703,674

Source for All Website Metrics: Google Analytics

Customer Service Interactions



Owned Media Highlights

Montana Website Performance

-Traffic in terms of sessions and users were both up 38% and 44% respectively, which may be a combination of website consolidation and a significant rise in direct traffic.

-New Visitors were up from 75% to 80%.

-Page views were down by 36% while Session Duration was down 33%. The drops in page views and session duration may suggest the need to develop a site and content strategy that engages the visitor to explore further into the site.

Customer Service Interactions

-Chats and Contact Center Calls were down 8% and 9% compared to Q3 2014, and the number of Guestbooks were down 30% versus Q3 2014. However, they were up 6% versus Q3 2013.

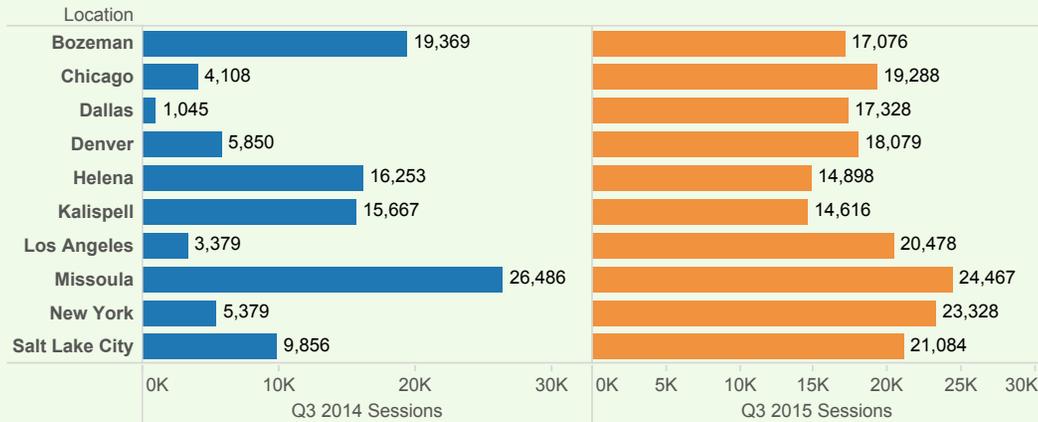
-There was a 23% decrease in individual guidebook requests from Q3 2015 versus Q3 2014.

Source: MTOT

Owned Media

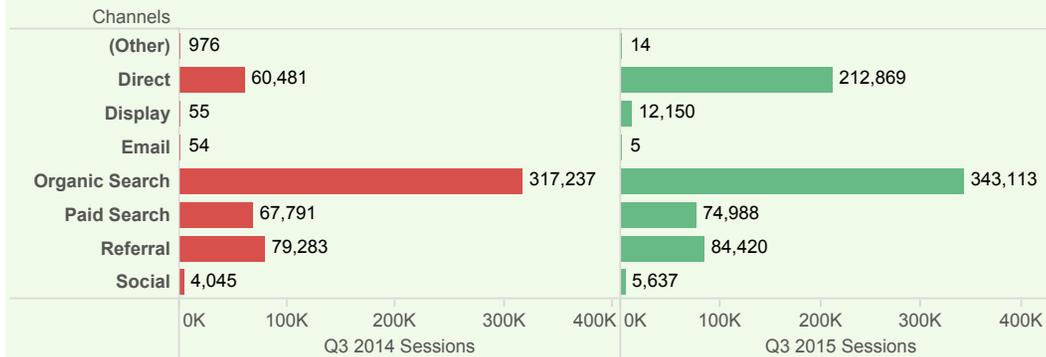
VisitMT.com Performance Metrics

Site Sessions by City



"Sessions" are not unique

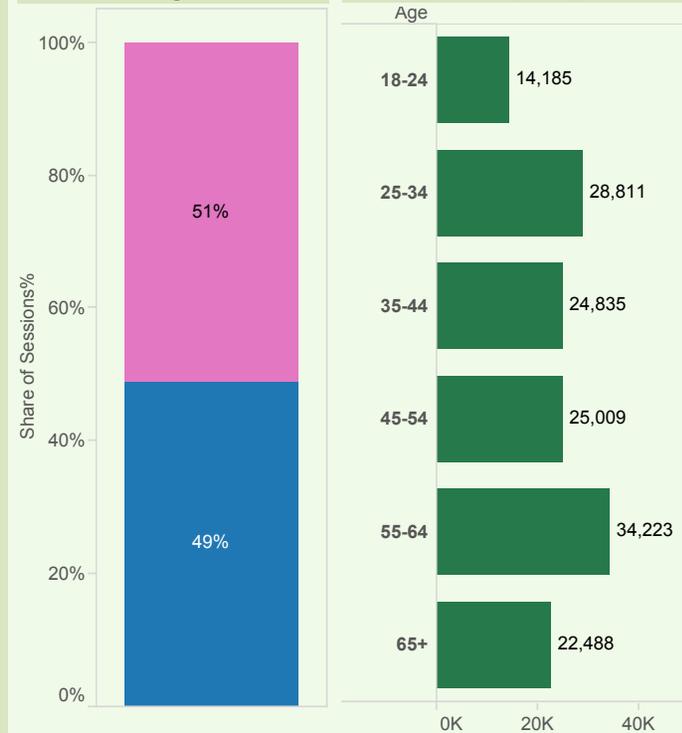
Sessions by Channel



*Compares same time period, previous year
 *2015 VisitMT.com data includes m.VisitMT.com

Source for All Website Metrics: Google Analytics

Session by Gender Sessions by Age



Owned Media Highlights

Montana Website Performance

- Significant rise in traffic from major metropolitan areas around the USA including: Los Angeles, Dallas, New York and Chicago.
- Organic search remained the main channel for traffic, but it was down from 60% of traffic to under 50% in terms of percentage of traffic. But in real numbers organic traffic is up 8%.
- Direct traffic was up significantly 252%.
- Paid search was up in terms of real numbers, 11% but down slightly as a percentage of overall traffic.
- Referrals were up 6% in real numbers but down slightly as a percentage of overall traffic.
- Demographically the 55-64 age group is number one with 24% of traffic, followed by 25-34 at 20%; 45-54 and 35-44 both at 16%.

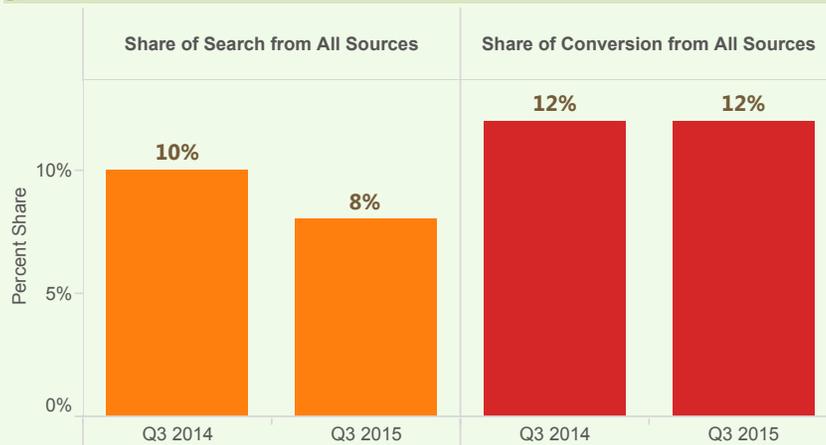
Source: MTOT

nSight for Travel - All Sources

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



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



Q3 2014 Top Conversion Personas:

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

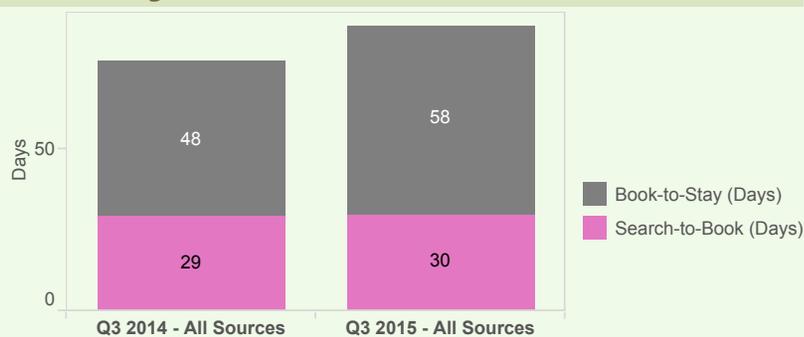
Q3 2015 Top Conversion Personas:

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

Q3 2015 Top Source Locations for Montana Travelers



Travel Planning Timeline from All Sources



nSight for Travel Highlights

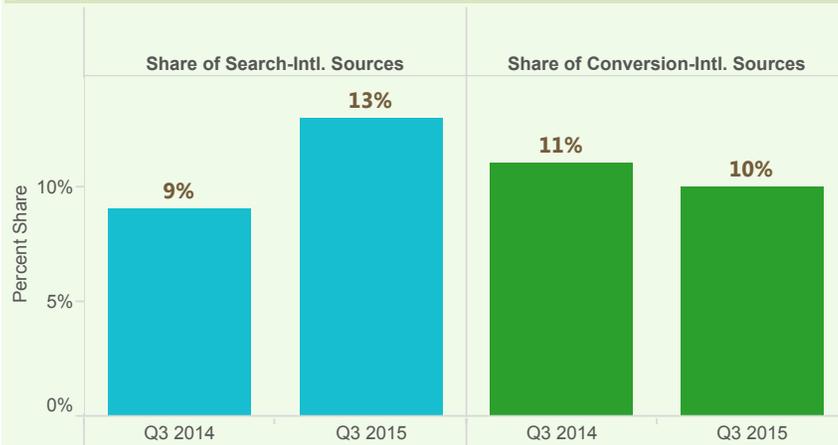
- Share of search went down to 8% but share of conversion remained identical between Q3 2015 and Q3 2014.
- Although the order changed slightly, the top five conversion personas did not change between Q3 2015 and Q3 2014.
- The top search markets were the same ones that drove the most conversions: New York, Los Angeles, San Francisco, Washington D.C. and Seattle.
- Book-to-Stay increased on average by 10 days in Q3 2015 versus Q3 2014.
- The two most popular weeks for staying in Montana were similar to Q3 2014 (June 29th and July 20th), while August 31th was the third most popular week.

*Complete list of top locations for Search and Conversions available on Page 17

nSight for Travel - International Sources

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

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



Q3 2014 Top International Conversion Personas: Q3 2015 Top International Conversion Personas:

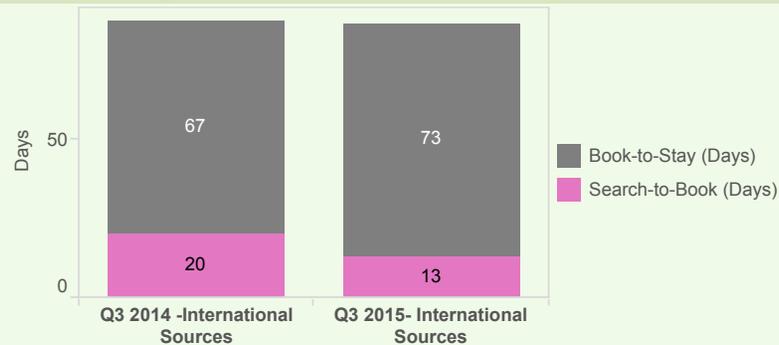
Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Dream Tripper

Adventure Seekers
Bucket Listers
Frugal Boomers
Young Free Spirits
Dream Tripper

Q3 2015 Top Source Locations for International Montana Travelers



Travel Planning Timeline from International Sources



nSight for Travel Highlights

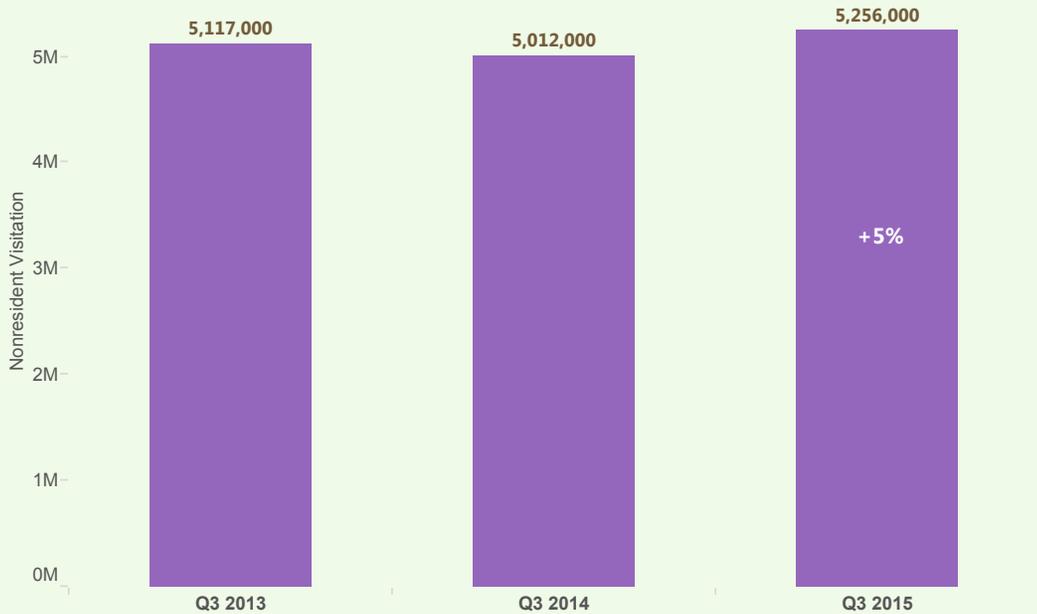
- Share of search went up to 13% in Q3 2015 while share of conversion went down slightly compared to the same time last year.
- Top conversion personas did not change between Q3 2015 and Q3 2014.
- Top conversion markets: Calgary, Buenos Aires, Toronto, Vancouver and London.
- Search-to-book decreased on average by 7 days in Q3 2015 vs. Q3 2014 and book-to-stay increased on average by 6 days.
- August 3rd, July 27th and August 17th were the three most popular weeks for international travelers to visit Montana in Q3 2015.

*Complete list of top locations for Search and Conversions available on Page 18

Tourism Trends

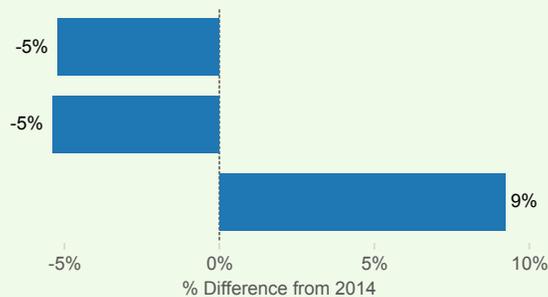
5.25 Million Q3 2015 Nonresident Visitors

Nonresident Visitation (2013-2015)



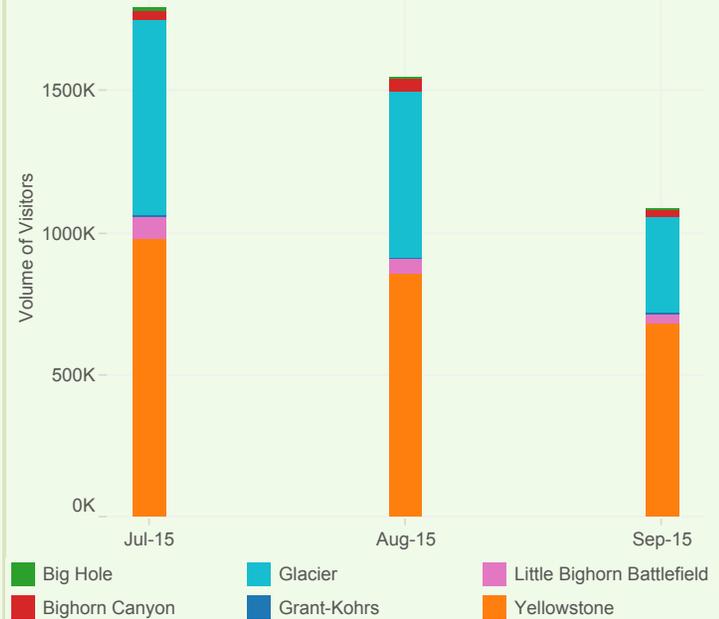
Overall State Park Visitation (2015)

Month	State Park Visits
Jul-15	472,793
Aug-15	356,313
Sep-15	239,492



Source: Montana State Parks

National Park Visitation (July 2015-September 2015)



% Difference in NP Visitation from Prev. Year

Jul-15	6%
Aug-15	-1%
Sep-15	10%

Source: National Park Service Public Use Statistics

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

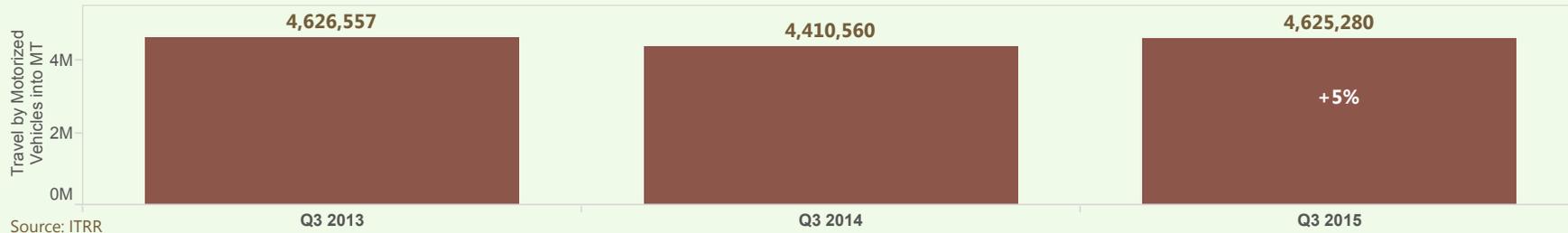
Tourism Trends

*Please see Appendix for additional information



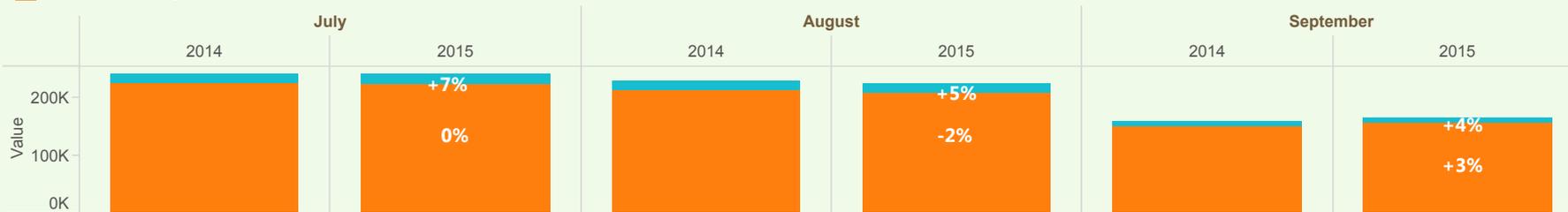
Getting to Montana

Getting To Montana: Motorized Vehicles (Q3 2013-2015)



Source: ITRR

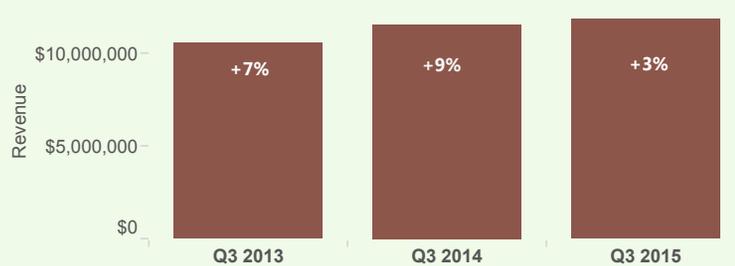
Getting To Montana: Planes and Trains (Q3 2014-2015)



Sources: Department of Transportation, Montana Aeronautics Division and Amtrak

Staying in Montana

Gross Lodging Tax Revenues (Q3 2013-2015)

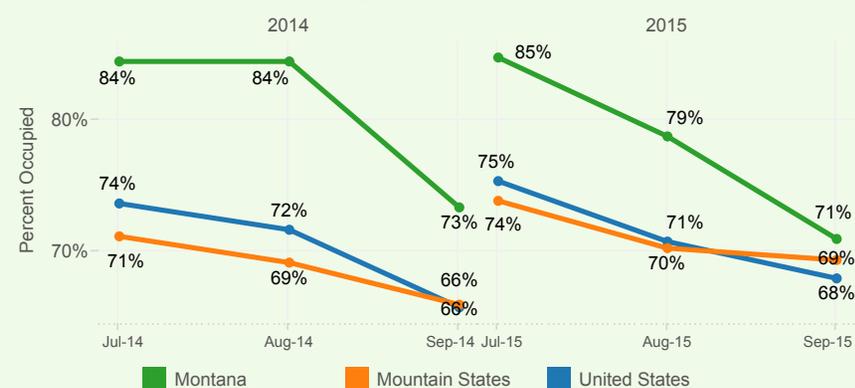


Please Note: Revenue collected is 4% of lodging price. The year-over-year change in revenues are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers.

Source: MT Department of Commerce, Office of Tourism

*% is year-over-year difference for each quarter

Hotel Occupancy Percentage (Q3 2014-2015)



Source: Smith Travel Research



Appendix

Additional Comments and Definitions

Tourism Trends Highlights

- Nonresident visitation was up 5% over Q3 2014.
- Looking at the month of September, visitation at national parks and state parks increased by 10% year-over-year and airport deboardings and Amtrak ridership were also up.
- During Q3 2015, Big Hole National Battlefield, Grant-Kohrs Ranch, Little Bighorn Battlefield and Yellowstone National Park were all up over the previous year, while Glacier National Park and Bighorn Canyon were down from 2014.
- During Q3 2015, state park visitation was up 2% over Q3 2014.
- Travel by motorized vehicle and airport deboardings were both up compared to the same time last year.
- 2015 Amtrak ridership continued to see growth in Q3 with July, August and September experiencing increases over the previous year and a total of a 6% increase from Q3 2014 to Q3 2015.

Definitions

Social Engagements: An action taken to interact with a social page (Facebook, Twitter, Instagram, or Tumblr). For example, Likes, Comments, or Shares on Facebook are considered Social Engagements.

Consideration Mentions: A number representative of the people considering making a trip to Montana across the social web through a social listening tool, Crimson Hexagon. This query captures prospects specifically in the consideration phase of the marketing funnel, using terms such as "want to visit" or "could book a trip."

Impressions: Number of times a particular piece of content is viewed.

CTR: Click-through-rate; $(\text{Clicks}/\text{Impressions} * 100\%)$

CPC: Cost per Click; $(\text{Cost}/\text{Clicks})$

Website Visitation: The gross number of website sessions.

Bounce Rate: The proportion of site visits that only go one-page deep into the site.

Geotravellers: Place a premium on nature, wildlife, great experiences and a sense of exhilaration. Active in outdoors with both rigorous and/or leisurely activity.

Geotargeting: the practice of delivering different content to a website user based on his or her geographic location.

Behavioral Targeting: a technique used by online website publishers and advertisers aimed at increasing the effectiveness of advertising using web-browsing information.

Third-Party Data: data acquired from data sales houses or other large site and system operators. It is not typically from a single site, rather a consolidation of user data across a set of sites across the web and licensed to third parties for use in data and ad targeting.



Spark™

MONTANA

Appendix

Social Media Copy

Montana
September 19 · 🌐

Just passing through Two Medicine Lake in Glacier National Park. Photo via Instagram user @gsaontour.




visitmontana FOLLOWING

5,326 likes 8w

visitmontana Just passing through Two Medicine Lake. Photo via @gsaontour. #MontanaMoment #Montana #GlacierNPS #GlacierMT #moose

view all 243 comments

mollycf46 @buddy46

hall2thetreet This is so great. I want to see one 😊

jpwalsh3 @kait3lewis dream

marvin_mason_79 @andrew12barfoot @c_denny16 this is the moose I spotted yesterday aye. He's a nice for sure

c_denny16 Wow that's a great one! But let me tell ya that's the one by the 4th mountain and you boys know how the wolfs are up that way eh

@marvin_mason_79 @andrew12barfoot

visit MONTANA
@visitmontana

⚙️ Follow

Finding some beautiful colors at Hidden Lake in Glacier National Park.




Hidden Gem

A beautiful sunset at Hidden Lake in Glacier National Park.

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



Spark™

MONTANA

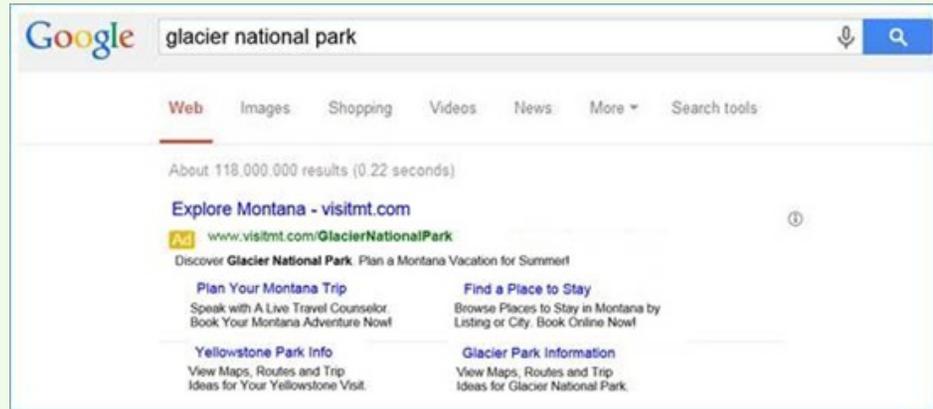
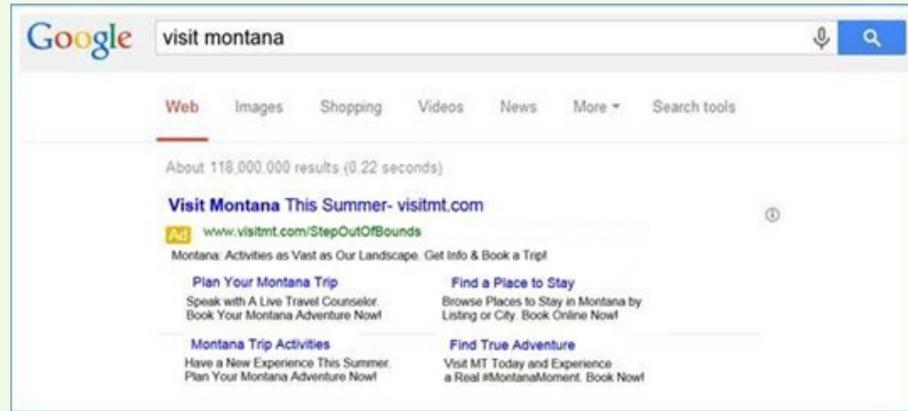
Appendix

Digital Ad Copy Samples

Display



Search





Appendix

nSight for Travel Personas

Young Free Spirit:

- 18-24 years old; the "Millennials"
- College, Graduate School, recent grads
- Extremely connected and engaged online and on social media
- Frequent moves, frequent travel, impulsive
- 4+ trips a year, low budget
- Looks for deals, travels off season, wide range of booking windows
- Desired experience: culture and adventure; escape

Self Seeker:

- 25-35 years old
- Multiple jobs over several years
- 4+ trips a year
- HHI @ \$75K+
- Very active on social media
- More budget minded traveler - do more with less
- Likely to travel with other friends
- Desired experience: Leisure and culture; inspiration

Adventure Seeker:

- 25-35 years old
- Moving up in their career
- No family or very young family
- HHI @ \$100K+
- 6+ trips per year, 2-3 trips around authentic experiences
- Frequently travels with other individual travelers
- Active on social media, spends time and money on interests
- Desired experience: Culture and adventure; motivation

Experience Seeker:

- 35-50 years old
- Professionals, established in career
- Double income, no kids
- HHI @ \$200K+, high disposable income
- 6+ trips per year
- Immersive travel experiences
- Looks at reviews, recommendations from experts and friends
- Desired experience: Leisure and culture; Me time

Couponing Family:

- 36-50 years old
- HHI @ \$125K+
- Typically multiple kids; kids tend to be younger
- Mom makes decisions, loves deals
- 6+ trips per year, 2 big vacations and 4 getaways; Fun break
- Lots of travel centered on kid's activities
- Looks for packages, "kids stay free" offers
- Desired experience: Leisure and culture; family bonding

Visiting Family Retiree:

- 51-65 years old
- HHI @ \$80K+
- Deal will get them to travel, otherwise may stay home
- 4+ trips per year, travel centers on extended family
- Lots of travel centered on family activities
- Frequently travels with other individual travelers
- Travel during shoulder and off-peak periods
- Desired Experience: Leisure; relaxation

Go For It Family:

- 36-50 years old
- HHI @ \$200K+
- Kids are older and can engage at the parents' level
- Mom makes decisions
- 7+ trips per year, 2 big vacations and 5 getaways
- Lots of travel centered on activities
- Unique experiences, higher end activities, creating memories matters most

Dream Tripper:

- 61-65 years old
- HHI @ \$150K+
- Couples traveling together; sometimes with friends
- Lots of planning, includes tours and package options
- 8+ trips per year, 2 big vacations and 6 getaways including visiting family
- Not highly engaged in social media, loyal to associations
- Desired Experience: Leisure and culture; story telling

Frugal Boomer:

- 66+ years old
- HHI @ \$75K+, mostly fixed
- Need good deals to travel - look for best bang for the buck
- 4+ trips a year, at least 2 of which center on family
- Lower internet travel usage
- Long lengths of stay, shorter distances to destination
- Desired Experience: Leisure; change in scenery

Bucket Lister:

- 66+ years old
- HHI @ \$100K+
- High percentage of income is fixed, tied to investments
- 5+ trips per year with longer stay periods
- Longer lead times, lots of research
- 2+ trips per year tied to visiting family
- Engaged in hobbies and interests
- Desired Experience: Culture; breath-taking



Appendix

nSight for Travel Additional Information-All Sources

Q3 2014 Top Locations/Personas for Search

Q3 2015 Top Locations/Personas for Search

Top Locations for Search - Montana

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

Top Locations for Search - Rocky Mountain Region

DENVER
NEW YORK
LOS ANGELES
DALLAS
CHICAGO
SALT LAKE CITY, UT
WASHINGTON, D.C.
SAN FRANCISCO
SEATTLE
ATLANTA
PHOENIX
HOUSTON
COLORADO SPRINGS

Top Locations for Search - Montana

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LOS ANGELES
SEATTLE
WASHINGTON, D.C.
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CHICAGO
BOSTON
SAN JOSE
PORTLAND
BOZEMAN
DALLAS
HELENA

Top Locations for Search - RMR

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

Top Personas for Search - Montana

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

Top Personas for Search - Rocky Mountain Region

Adventure Seekers
Self Seekers
Bucket Listers
Dream Trippers
Young Free Spirits

Top Personas for Search - Montana

Bucket Listers
Adventure Seekers
Dream Trippers
Experience Seekers
Self Seekers

Top Personas for Search - RMR

Bucket Listers
Adventure Seekers
Self Seekers
Dream Trippers
Young Free Spirits

Q3 2014 Top Locations/Personas for Conversions

Q3 2015 Top Locations/Personas for Conversions

Top Locations for Conversions - Montana

NEW YORK
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SAN FRANCISCO
WASHINGTON, D.C.
SEATTLE
DENVER
BOZEMAN
CHICAGO
BOSTON
SAN JOSE
BILLINGS
MISSOULA
DALLAS

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SEATTLE
PHOENIX
PHILADELPHIA
HOUSTON

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CALGARY, CANADA
LONDON, GREAT BRITAIN
HAMBURG, GERMANY
MILAN, ITALY
NUREMBERG, GERMANY
MADRID, SPAIN
SLOUGH, GREAT BRITAIN
TORONTO, CANADA
VANCOUVER, CANADA
EDMONTON, CANADA
ROME, ITALY
LIBSON, PORTUGAL
VIENNA, AUSTRIA

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TORONTO, CANADA
ROME, ITALY
LIBSON, PORTUGAL
VIENNA, AUSTRIA
COLOGNE, GERMANY
STUTTGART, GERMANY
MUNICH, GERMANY
BUENOS AIRES, ARGENTINA

Top Locations for Search - Montana

CALGARY, CANADA
LUBIN, POLAND
VANCOUVER, CANADA
EDMONTON, CANADA
VIENNA, AUSTRIA
LONDON, GREAT BRITAIN
BUENOS AIRES, ARGENTINA
NUREMBERG, GERMANY
MUNICH, GERMANY
PARIS, FRANCE
MADRID, SPAIN
HAMBURG, GERMANY

Top Locations for Search - RMR

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SAN PEDRO SULA, HONDURAS
HAMBURG, GERMANY
LONDON, GREAT BRITAIN
CALGARY, CANADA
TORONTO, CANADA
SLOUGH, GREAT BRITAIN
MILAN, ITALY
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VANCOUVER, CANADA
NUREMBERG, GERMANY
BIELEFELD, GERMANY
MEXICO CITY, MEXICO

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MADRID, SPAIN
MILAN, ITALY
TORONTO, CANADA
VANCOUVER, CANADA
FRANKFURT, GERMANY
MUNICH, GERMANY
ROME, ITALY
VIENNA, AUSTRIA
ANTWERP, BELGIUM

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MADRID, SPAIN
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MILAN, ITALY
VANCOUVER, CANADA
MUNICH, GERMANY
MUNICH, GERMANY
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COLOGNE, GERMANY
PARIS, FRANCE

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STUTTGART, GERMANY

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MADRID, SPAIN
VIENNA, AUSTRIA
BERLIN, GERMANY
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NUREMBERG, GERMANY
PARIS, FRANCE
ZURICH, SWITZERLAND

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