

MONTANA POND HOCKEY CLASSIC

The Pond Hockey Classic is a shoulder season event targeting the winter visitor. It celebrates winter in Montana and builds on the popularity of hockey in Kalispell's target markets – Canada and the Pacific Northwest. It is a three-day tournament during the third week of February, generating an average length of stay of 3 nights. Seven rinks are set up on a natural ice sheet with multiple games played simultaneously. The event is professionally organized and managed, a fact that was expressed by teams during the games and in the survey results.

The 2014 event saw 51 teams with 85% of participants from out of market. The ITRR Survey In A Box determined that the event generated \$632,613 of economic impact to the Flathead Valley. The 2015 event drew 61 teams, 81% from out of market.

Montana Pond Hockey Classic was promoted extensively to hockey communities in Alberta, southeastern British Columbia, Washington, Oregon and Montana. Advertising also included highly targeted social media campaigns, television commercials, emarketing and print advertising that ran outside of the Flathead Valley. Significant earned media is gained through the event as well. Sunset Magazine's February issue featured the event as "Best Of The West".

The event provided activities for family and friends as well with a community skate night, free skate rentals for kids, and food and beverage vendors.

Funding for the event comes from the Kalispell CVB, sponsors, player registrations and the Montana Special Event Grant used for event promotion.

Watch the video: <https://vimeo.com/120318048>

www.pondhockeyclassic.com/montana

