

Whitefish

MONTANA

WHITEFISH CONVENTION & VISITORS BUREAU

FY 13 MARKETING PLAN

July 1, 2012 to June 30, 2013

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1. PURPOSE OF THE WHITEFISH MARKETING PLAN

The purpose of the Whitefish CVB Marketing Plan is to enhance the economy of Whitefish by emphasizing its desirability as a travel and recreation destination to visitors who appreciate and respect the character of the place. Our mission is to build a high level of visibility and increase our name recognition as a premier year-round mountain resort town. Established by the City of Whitefish, the WCVB is the officially designated organization charged with tourism promotion and marketing of Whitefish. The organization also provides critical support for visitor information services, travel infrastructure development, market research and public relations.

2. STRENGTHS AND CHALLENGES OF WHITEFISH RELATIVE TO OTHER DESTINATION MOUNTAIN TOWNS

MARKET STRENGTHS

- **Whitefish aligns perfectly with the three Montana Brand platform statements:**
 1. More spectacular unspoiled nature than anywhere else in the lower 48.
 2. Vibrant and charming small towns that serve as gateways to our natural wonders.
 3. Breathtaking experiences by day and relaxing hospitality at night.
- **Proximity to Glacier National Park** — Travel forecasts have predicted an increase in U.S. travelers expressing an interest in visiting a U.S. national park. In addition, the significant name recognition that Glacier National Park holds among North American and international travelers provides an advantage to “putting Whitefish on the map” for potential visitors.
- **Central Avenue Whitefish and the alluring character of the town’s built structures** — Research indicates that visitors are attracted to the character and scale of Whitefish, especially the town’s Central Avenue district. These are attributes that form the foundation of the town’s appeal to visitors who stay in, or around the community, eat at the town’s various restaurants, and shop at local stores.
- **Access to recreational activities** — A wide variety of recreational opportunities in and around Whitefish is a major draw for visitors. These include Whitefish Lake, Whitefish Mountain Resort, as well as the trails, rivers and scenic roadways in and around Glacier National Park.

PRIMARY PURSUITS THAT DRAW VISITORS

- Four season activities in and around Glacier National Park
- Water sports on Whitefish Lake
- Skiing or snowboarding at Whitefish Mountain Resort
- Fishing
- Scenic driving and wildlife viewing
- Golf at Whitefish Lake Golf Course
- Sporting events and tournaments
- Photography

ADDITIONAL ACTIVITIES

- Mountain biking and cycling
- Hiking
- Cross country skiing
- Birding
- Snowcat skiing
- Horseback riding
- Dog sledding
- Whitewater rafting
- Canoeing and kayaking
- Ice skating and hockey
- Snowmobiling
- Whitefish Mountain Resort activities: Walk in the Treetops, Ziplines and Alpine Slide

COMMUNITY STRENGTHS

- **Cultural arts and entertainment** — A variety of performing arts venues, professional Equity Theatre, galleries and live music options provide additional support and attraction for potential visitors.
- **Friendly and welcoming community** — Visitors frequently express that their visit is enhanced by the friendly and welcoming attitudes of local residents and the front line employees at Whitefish shops, restaurants and lodging businesses.
- **Amtrak train service to Whitefish** — Amtrak train service to Whitefish from Seattle, Portland, Minneapolis and other key northern plains and Midwestern cities distinguishes Whitefish in the marketplace and provides a unique access opportunity for visitors.
- **Major commercial airport within 11 miles** — Proximity of Glacier Park International Airport makes Whitefish one of the closest North American mountain towns to a major commercial airport.
- **Dining** — Whitefish offers diverse and unique quality dining and nightlife.
- **Community events** — Winter Carnival, Ski Joring, Farmers' Market, First Thursdays art gallery tours, Art Walks, Oktoberfest and the Whitefish Winter Classic provide a Whitefish community experience.
- **High quality health care** — North Valley Hospital is a regional medical tourism attractor.

MARKET CHALLENGES

- **Slowly recovering U.S. Economy** – Uncertainty affects intent and ability to travel.
- **Lack of competitive pricing for air access and limited seats** — When compared to mountain communities with which Whitefish competes for destination visitors, airline seats to Whitefish are limited, with fewer flights, limited markets and are priced considerably higher. (See Appendix)
- **Market perceptions of low quality service and limited amenities** — Research performed by the Montana Office of Tourism in key destination markets reveals that Montana is perceived to offer lower quality amenities and services to visitors. While Montanans are perceived as being friendly, it should be distinguished that this friendliness does not automatically translate into a guest's perception of a high level of service.
- **Highly seasonal visitation patterns** — Visitation patterns to Whitefish are highly seasonal with the majority of visitation occurring during the high demand months of July and August. This seasonality impacts the operating effectiveness of Whitefish businesses that must accommodate highly volatile demand swings.

- **Limited transportation infrastructure** — Public transportation options and visitor infrastructure services in and around Whitefish are fewer than those provided at competitor destinations.
 - **Uncertain weather** — Fire, low snow levels and other natural crises affect travel patterns and willingness to travel.
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3. GOALS (IN NO PARTICULAR ORDER)

- A. Establish our identity and presence in the marketplace as a unique destination.
 - B. Encourage destination visitation from the national market.
 - C. Rebuild traditional visitation from other areas of the state and neighboring states.
 - D. Aggressively showcase Whitefish's vast array of winter sports.
 - E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's "natural", cultural, and culinary advantages.
 - F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, performing arts, culinary experiences, community events, fall foliage, birding, wildlife viewing, horse back riding. Encourage corporate retreats, medical tourism and sporting events.
 - G. Stimulate the publication of feature stories in national and regional magazines, major metropolitan newspapers, broadcast media, and new media.
 - H. Improve Meeting and Convention market year-round.
 - I. Increase visibility in the international market.
 - J. Highlight Whitefish as a location to the film industry, and outdoor commercial photo shoot locations.
 - K. Gather information and statistics on Whitefish visitors for the purpose of marketing planning.
 - L. Assist in the pursuit of new airline market to improve access, ease and affordable travel.
 - M. Increase occupancy for lodging facilities.
 - N. Support efforts to attract leisure groups with an added emphasis on community-wide groups.
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4. MONTANA OFFICE OF TOURISM 2008-2012 STRATEGIC PLAN

GOAL 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

- ACTION 1.1** Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.
 - 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.
 - 1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.
 - 1.1.c. Attend consumer travel shows that target specific high value, low impact markets attractions.
 - 1.1.d. Continue marketing to international travelers.
 - 1.1.e. Enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.

- ACTION 1.2** Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana
 - 1.2.b. Work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.
 - 1.2.c. Continue to promote Montana as a film location.
 - 1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.
 - 1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.

- ACTION 1.3** Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.
 - 1.3.a. Attend an annual Marketing Plan meeting with the Montana Office of Tourism, Regions, CVBs, Tourism Advisory Council, MTTA, and other state/federal agencies involved in tourism and recreation
 - 1.3.b. Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.
 - 1.3.c. Conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.
 - 1.3.d. Create cooperative marketing campaigns between agriculture and tourism.

- ACTION 1.4** Improve Montana’s Visitor Information System to extend visitor stays and spending.
 - 1.4.a. Create a database inventory of visitor information system (VIS) components available statewide.
 - 1.4.b. Establish criteria for “officially-designated” visitor information sites and services, and foster more collaboration between agency and private visitor services
 - 1.4.c. Provide advanced training for all Visitor Information Centers (VICs). Tap training resources such as Montana Superhost and the National Association of Interpretation.
 - 1.4.d. Use technology to enhance Montana visitor information and marketing efforts.
 - 1.4.e. Expand displays of Montana destinations and products at State rest areas, airports, train stations, and visitor centers.

GOAL 2: Attain public policy and citizen support for sustainable tourism and recreation.

- ACTION 2.1:** Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.
- ACTION 2.2:** Provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.

GOAL 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

- ACTION 3.1:** Educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.
- ACTION 3.2:** Coordinate state, regional, and local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.

GOAL 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.).

- ACTION 4.1:** Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

- 4.1.e. Plan and promote commemorations of historic events in Montana.
- ACTION 4.2:** Improve and maintain infrastructure, facilities, and services to support heritage and cultural tourism in Montana.
- 4.2.d. Revitalize Montana’s historic downtowns as vibrant destinations for travelers.

GOAL 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

- ACTION 5.1:** Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.
 - 5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.
 - 5.1.b. Expand winter tourism products/activities to draw visitors.
 - 5.1.c. Encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.
- ACTION 5.2:** Provide information about technical and financial assistance available to tourism and recreation businesses.
 - 5.2.a. Inform businesses, communities, and organizations about technical and financial assistance programs through newsletters, websites, tourism meetings, press releases, and business trade associations.

GOAL 6: Address tourism and recreation professional development, workforce availability, and affordable housing issues.

- ACTION 6.1:** Enhance professional development opportunities and requirements for staff and board members of Montana tourism and recreation-related organizations.
 - 6.1.a. Encourage all Montana CVBs to join either the Destination Marketing Association International (DMAI), or the Western Association of Convention & Visitors Bureaus (WACVB).

GOAL 7: Improve Montana’s transportation system for both residents and visitors.

- ACTION 7.1:** Increase air service capacity to and from Montana cities.
- ACTION 7.4:** Increase use of passenger rail and transit service in Montana.
 - 7.4.a. Promote Amtrak’s Empire Builder service in Montana.
 - 7.4.c. Encourage and expand intercity transit service, and service to high traffic visitor locations.
- ACTION 7.5:** Expand bike/pedestrian trail systems in and between Montana communities, and connections to trailheads on state/federal lands.

GOAL 8: Enhance the “curb appeal” of Montana communities to attract visitors.

- ACTION 8.1:** Increase the capacity of Montana communities to be more competitive in tourism
 - 8.1.c. Support City/County planning and growth policies that preserve the unique character of Montana, and minimize urban sprawl.
- ACTION 8.2:** Implement improvements to make Montana communities more visitor-friendly.
 - 8.2.a. Improve the appearance of community entrances, highway commercial areas, and public parks/facilities
 - 8.2.b. Address billboard proliferation and unsightly outdoor advertising signs.

- 8.2.c. Improve availability and visibility of public parking for visitors in downtown commercial areas.

GOAL 9: Increase funding to maintain sustainable tourism and recreation.

- ACTION 9.1:** Seek increases in state funding sources for targeted tourism marketing, and for tourism and recreation-related programs and facilities.
- ACTION 9.2:** Foster opportunities to pool public and private marketing dollars.
- ACTION 9.3:** Enhance funding for region and CVB marketing efforts.

GOAL 10: Build an effective “team” to implement the Strategic Plan, and report results.

- ACTION 10.2:** Create public/private/tribal partnerships for cooperative project implementation.
- ACTION 10.3:** Implement regular Strategic Plan discussion and reporting mechanisms in a variety of venues to ensure that actual tourism and recreation activities are aligned with Strategic Plan goals and actions.
- 10.3.c. Submit implementation updates on Strategic Plan actions for an annual report to the Tourism Advisory Council, Governor, and partners.
- ACTION 10.4:** Streamline the process of reporting marketing plans, projects, and expenditures to the TAC and Montana Office of Tourism by Tourism Regions and CVBs.
- ACTION 10.5:** Obtain strategic research to inform tourism marketing, development, and policy decisions, and disseminate results and implications.
- 10.5.a. Continue to conduct research about resident and nonresident travelers in Montana.
- 10.5.c. Continue regular monitoring of Montanans’ opinions about tourism and recreation.
- 10.5.d. Disseminate tourism research reports to partners statewide.

5. MEASURABLE OBJECTIVES FOR FY 13

- Increase awareness of the brand among target market (see #6)
- Move Whitefish into the target audience’s consideration set
- Create a multi-faceted campaign that builds awareness among first time visitors
- Drive consideration and preference among repeat visitors

THE FOLLOWING ARE THE KEY OBJECTIVES FOR ACCOMPLISHMENT DURING FY 13:

- Grow Whitefish “opt-in” subscriber base by 20% from designated key markets of those who want to receive Whitefish travel information.
- Grow site traffic to www.ExploreWhitefish.com by 20% over previous year period. Increase page views and conversions by 30% each.
- Increase overall resort tax collection rates by 6% at the average of last three year’s of collections (\$1,673,624).
- Build winter, autumn and spring season collection revenue.
- Grow January 1 through March 31 Whitefish Resort Tax collections by 5% over last 3 year average (\$300,782).
- Grow September 1 to October 31 resort tax collections by 3% over last 3 year average (\$243,408).
- Increase high season levels by 2% over last three years’ Resort Tax average collections for July/August (\$469,037)
- Positive publicity placement in top 5 target markets.

- Publicity placement in 5 national markets.
- All media coverage positioned within branding initiative.
- Equivalent editorial space greater than ten times ad value.
- Hosting 15 media annually from target markets.

6. TARGET MARKETS

GEOTOURISM is defined as tourism that sustains or enhances the geographic character of the place being visited including its environment, culture, heritage, landmarks and the well-being of its residents. Potential visitors will be targeted by geographic location, demographic characteristics, and values that distinguish a potential visitor as a “geotraveler” (as defined by research conducted by ITRR, the Travel Industry Association of America (TIA) and the National Geographic Society). Geotravelers are high-value, low impact visitors that appreciate the unique characteristics, eccentricities and natural values of the places they visit. They place high value on travel experiences that respect and support the local character of place, and are less likely to become discouraged in their travel experiences by travel distances/difficulties and vagaries of weather.

Geotravelers at a glance:

Income: HHI of \$50,000+

Education: Bachelors’ degree+

Age: 25-64

- A segment of the U.S. total travel market estimated to include over 55 million people.
- They seek authenticity in travel experiences.
- Seek out opportunities to experience businesses and activities that are locally unique.
- Travel is an important part of their “lifestyle” and they often combine learning with travel.
- Are more likely to be aware of their own impact, both environmental and community, on the places they are visiting.

Geotraveler psychographics:

Values: Creative, curious, connected, engaged, adventurous, independent, mindful. (Source: Geotraveler Exploratory, December 2008)

Attitudes: Immerse yourself in the culture, go off the beaten trail, get out of your comfort zone, allow for spontaneity, take a risk, pay attention, go now. (Source: Geotraveler Exploratory 2008)

CORE GEOGRAPHIC MARKETS FOR FOCUS:

The WCVB will focus its attention during this fiscal period on potential visitors who match the Geotourism profile in the following geographic markets. It is possible that opportunities will arise in additional markets in partnership with other tourism organizations, such as the Montana Office of Tourism. In these instances, the WCVB may extend its efforts beyond these core focus markets.

- Seattle, Washington (Puget Sound Area)
- Minneapolis, Minnesota
- Chicagoland, (Chicago core and northern suburbs to Madison, Wisconsin)
- Alberta including Calgary and other provinces
- Portland, Oregon

Prospective Markets:

- Las Vegas
- San Francisco/Oakland — due to new Allegiant flight
- Salt Lake City — new MTOT target market

7. WHERE OUT-OF STATE VISITORS TO WHITEFISH PRIMARILY COME FROM**2010 ITRR Non-Resident Visitor Surveys:**

- 12% Alberta (predominately southern Alberta and Calgary region)
- 8% Washington State (predominately west coast Puget Sound region)
- 8% California (no singular concentration)
- 7% Minnesota (predominately Minneapolis region)
- 7% Oregon
- 7% British Columbia
- 7% Texas
- 44% Everywhere else in the U.S. and the World (without any regular pattern, who live further away in urban areas including Seattle, Portland, Los Angeles, Phoenix, New York/ New Jersey, Chicago, Washington, DC and have an interest in national parks and wilderness.)

VISITOR CHARACTERISTICS:

- Over 90% visited Glacier National Park
- 55% traveled as a pair (2 persons)
- Average group size was 2.48
- 40% have HHI above \$100,000
- 52% were Female
- 35% were first time visitors
- 38% were 55-64
- Average Age was 54

(Sources: ITRR: Whitefish-specific interviews | Web Analytics Reports)

VALUE OF FLY-IN VS. DRIVE-IN CUSTOMER TYPES

Not all visitors are alike. The same is true of their economic impact to Whitefish. Research by the ITRR indicates that Whitefish visitors from locations more than 300 miles away, who typically travel via airlines, spend considerably more money per day than visitors who travel by car.

Fly-In Visitors

- \$2,240 per trip average fly-in (excluding airfare)
- \$350 per day per party

Drive-In Visitors

- \$853 per trip average drive-in
- \$181 per day per party

Difference: \$1,387 in additional spending per fly-in visitor (Source: ITRR). Based on these metrics, the additional \$1,387 in additional average spending per fly-in visitor provides additional margin in the cost of customer acquisition.

TRAVEL OUTLOOK

There are some reasons to be optimistic that non-resident visitor numbers will increase in 2013, based on data from the US Travel Association.

Forecast for 2013

- Non-resident visitors will be up 2%
- Total domestic visitors will set a new record in 2013
- Domestic business travel will improve

International Visitors are Back

- Spend more than \$1800 per visitor
- Stay longer
- Seek out National Parks

According to the ITRR's- (Institute for Tourism Recreation Research) Data

- 2011 Non-resident visitors to Montana were flat
 - Montana air travel was up 6 % in 2011
 - 2011 Glacier National Park Visitation was down 15% due to July 15 opening of Going-to-the Sun Road
 - WF Mountain Resort skier visits were up 12%, State skier visits were up 9% in 2011
 - 2011 Glacier Park International Airport Airline deboardings were up 8%
 - 2011 Amtrak deboardings were down 13% - Flooding in June was a major factor
 - Flathead County Non-Resident Visitor expenditures in 2011 were \$276,000,000
 - In 2010, 767,915 out of state visitors passed through Whitefish
 - 405,089 stayed at least one night in Whitefish
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8. MARKETING METHODS FOR STATE BED TAX FUNDS

The WCVB will utilize public bed tax funds for the purpose of marketing to the above markets through the mediums listed below. Most Bed Tax funds will be leveraged through cooperative marketing arrangements with the Montana Office of Tourism, Glacier Country or other regional destination marketing organizations. The primary objective of Bed Tax Fund expenditures will be to create brand awareness for Whitefish.

- **Online:** Display pay-per impression advertising done as part of cooperative programs with MTOT, Glacier Country and other tourism organizations. The target cost/1000 (CPM) will be \$15.00.
- **Tracking:** Online ads will be referenced to a phantom URL for tracking of clicks originating from external ads. Clicks will be tracked once a visitor arrives at our website to measure the number of visitor inquiries (subscriptions). The target cost per click (CPC) lead will be \$35.
- **Print:** WCVB will partner with the Montana Office of Tourism, Glacier Country and other tourism organizations in key publications. The list of potential publications is attached.

KEY AREAS OF WCVB ACTIVITY FOR FY 13

The Whitefish Convention and Visitors Bureau will undertake initiatives and activities in the following key areas during FY13. Tourism and visitation to Whitefish are critical to the economic health and vibrancy of Whitefish, Montana. However, tourism and the associated support infrastructure do not “just happen.” The Whitefish Convention and Visitors Bureau actively provides fundamental support to the town’s economy and well-being through engagement in the following pursuits:

Advertising

The WCVB enters into paid advertising agreements in select key markets. These advertisements are in print (magazine, newspaper) media as well as online. The WCVB may also purchase broadcast (television or radio) time. When paid campaigns are initiated, the WCVB often seeks to partner with the state tourism promotion agency (Montana Office of Tourism), the regional tourism authority (Glacier Country) or a strategic additional partner (for instance, Amtrak or Whitefish Mountain Resort), in order to leverage the purchase and extend the investment.

Public Relations

The WCVB invests in public relations efforts to both encourage and enhance the coverage of Whitefish in major North American publications and media outlets. The WCVB engages in a contract with a public relations firm for the purpose of reaching out to select media to promote visitation to Whitefish to their audiences. These efforts include pitching story ideas, hosting “press trips,” distributing news releases and e-news, social media content, photography and videography needs, interview coordination, and fact checking. The PR firm also recruits (often working in conjunction with tourism partners) location photo shoots and television shoots, as well as coordinating trip giveaways/promotions in target markets with media sponsors. In the past year, the PR efforts of the WCVB have facilitated and enhanced major stories about Whitefish in such notable media outlets as Outside magazine, SKI magazine, Fly Fishing Journal, Travel and Leisure magazine, KING TV “Northwest Backroads” TV show, Small Market Meetings magazine, Snowboard magazine, National Geographic Traveler, Backcountry Magazine and National Geographic on-line.

Social Media

The WCVB will use social media (Facebook, Twitter, You Tube) to create content about Whitefish that attracts attention and encourages social media users (both past and potential visitors) to share the content with their own social networks. Because this form of marketing is driven by networking, it results in earned media rather than paid media. Social media is easily accessible to anyone with internet access and this type of communication will foster brand awareness for Whitefish. It is a relatively inexpensive platform to support marketing campaigns, news releases, publicity, and promotions.

Website

The internet has become the primary source for travelers to get travel information and to plan their visits. In response to the significant role the internet plays in travel planning and booking, the WCVB has built and maintains a very powerful internet resource at www.ExploreWhitefish.com. The site provides significant information for prospective visitors, including photo and video galleries, a calendar of events, activities and detailed information about every member business. The website also serves as a key fulfillment resource for advertising and public relations efforts. Visitors to the site may also register to receive periodic email news about travel news and events in and around Whitefish. Currently, the E Newsletter subscriber database has over 30,000 people and the E Newsletter is sent to over 20,000 individuals who have signed up to receive updates and information about Whitefish.

Trade Shows

The WCVB both coordinates and attends several travel shows in key markets. These shows include a significant booth presence, staffing and collateral distribution. The WCVB also invites and coordinates the participation of its members at these shows in order to facilitate a larger Whitefish-branded “footprint” for show attendees and assist in coop marketing effort with lodging properties to attend group ski shows.

MTOT Opportunities

The MTOT occasionally offers unique marketing opportunities to its partners which are aggressively pursued by the WCVB. The MTOT assisted the WCVB with expanding our Portland Winter campaign and the WCVB continues to explore opportunities from attending the Outdoor Recreation Show with MTOT.

Visitor Information Services

The WCVB financially supports the Whitefish Visitor Information Center in cooperation with the Whitefish Chamber of Commerce. This visitor center hosts thousands of guests each year. The financial support of the WCVB allows the visitor center to remain open on key weekends and other holiday periods. The WCVB also provides funding for the fulfillment of free Visitor Travel Guides via U.S. mail, either from calls to our toll-free telephone number or requests from the www.explorewhitefish.com website. In addition, the WCVB operates the Visitor Information Center and video monitor at Glacier Park International Airport, Amtrak train depot, and new visitor kiosks in downtown Whitefish which are stocked with travel planners, maps and additional travel information.

Trade Partner Relations

The WCVB actively works to foster, enhance and support relationships with key trade partners, including State and regional tourism organizations, meeting planners, airlines, travel agencies, travel wholesalers and Amtrak. We also purchase qualified leads for specific email campaigns. The organization facilitates connections between member businesses and these trade partners, and also works to provide connectivity between individual businesses to assist in accommodating larger meeting and convention demands such as the Ski Tops University. We also helped host the FY12 RMI Mega Fam for international tour operators.

Specialty Marketing Programs and Sponsorships

As part of the overall marketing efforts for Whitefish, the WCVB engages in unique sponsorship and promotional initiatives that fall outside of our normal advertising/PR venues such as Amtrak Tim’s Cascade Potato Chips in Seattle, trip giveaways with media partners in Calgary and Portland, working with retailers and manufactures, and the 20% off Amtrak travel to Whitefish. We have leveraged our in-kind travel products from our members/partners (train tickets, lodging, dining, activities, spa, etc.) and minimal budget to reach a large audience of potential travelers/skiers in our target markets utilizing promotions instead of the high cost of traditional advertising. We also participated in an out of home marketing guerilla saturation of Portland during ski season. The WCVB would like to research participating with small local ski hills that are part of the MidWest Ski Area Association to create strategies and marketing initiatives.

Collateral and Collateral Fulfillment

Beyond the internet, the WCVB provides important travel planning and visitor information in the form of a printed Travel Guide, fulfillment postcards and a visitor map. These items are provided to members for free distribution throughout the town, the Whitefish Visitor Information Center, the Glacier Park International Airport, Amtrak Depot, Whitefish Information Center, downtown visitor kiosks, travel shows and regional visitor information centers. Whitefish also offers a mobile APP for visitors.

Accessibility to Whitefish

The WCVB will support efforts to improve ease and affordability of travel to Whitefish, including participating in community efforts to improve air service (and decrease ticket cost) to Glacier Park International Airport. The WCVB will continue to obtain the 20% off Amtrak discount for travel to Whitefish during the winter. We have been successful in acquiring the 20% off Amtrak discount for travel to Whitefish promotion during winter.

Legislative Oversight and Monitoring

The WCVB actively engages with state representatives, Montana Office of Tourism and other key stakeholders to educate the public on the value of tourism to the Whitefish economy, as well as providing input on the effect of potential legislation on tourism and tourism businesses. We support the Voices of Montana Tourism Initiative.

State Compliance and Administration

The WCVB is funded through a combination of public “bed-tax” funds collected locally at lodging properties, and member dues. The WCVB provides state-required compliance for all activities that are funded by bed tax dollars, project application, completion reports, quarterly reports and audits. The WCVB facilitates public access at board meetings and compliance with Montana State open meeting laws.

APPENDIX

New sample air fare rates: Expedia.com; June 24–30, 2012; cheapest fare available

	2010	2011	2012
Seattle (SEA) – Glacier Park Int'l (FCA):	\$283	\$275	\$296
Seattle – Jackson Hole (JAC):	\$385	\$492	\$622
Seattle – Bozeman (BZN):	\$344	\$315	\$356
Seattle – Salt Lake City (SLC):	\$213	\$354	\$272
Seattle – Reno (RNO):	\$228	\$319	\$294
Minneapolis (MSP) – FCA:	\$607	\$661	\$652
Minneapolis – Jackson Hole:	\$372	\$510	\$481
Minneapolis – Bozeman:	\$469	\$498	\$439
Minneapolis – Salt Lake City:	\$463	\$433	\$429
Minneapolis – Reno:	\$422	\$493	\$562
Chicago (CHI) – FCA:	\$677	\$550	\$587
Chicago – Jackson Hole:	\$384	\$484	\$595
Chicago – Bozeman:	\$522	\$448	\$509
Chicago – Salt Lake City:	\$321	\$435	\$436
Chicago – Reno:	\$411	\$459	\$533
Chicago – Steamboat Springs (SBS):	\$354	\$614	\$585
Denver (DEN) – FCA:	\$408	\$538	\$505
Denver – Jackson Hole:	\$268	\$395	\$446
Denver – Bozeman:	\$272	\$297	\$334
Denver – Reno:	\$282	\$314	\$334

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FY 13 CONSUMER AD LIST OF PUBLICATIONS

July 1, 2012 to June 30, 2013

THE WHITEFISH CVB WOULD LIKE TO ADVERTISE IN THE FOLLOWING PUBLICATIONS:

Glacier Country Guide

Glacier Waterton Visitors Assoc. Map

Flathead Golf Guide

KCVB Travel Planner

Montana's Cultural Treasures

Print Advertising:

Any Publications offered by the Montana Office of Tourism as a Co-op.

Alberta Golf Publications

Amtrak Magazine

Audubon

Big Sky Journal

Budget Travel

Calgary Herald

Calgary Sun

Chicago Tribune

Daily Inter Lake

Delta Inflight

Empire Builder Magazine

FFwd (weekly magazine in Calgary)

Flathead Beacon

Good Housekeeping

Horizon Inflight

Horse Trader

I.M. Cowgirl

Lethbridge Herald

Lively Times

Meetings magazines

 Small Market Meetings

 Smart Meetings

 Association News

Other inflight magazines

Missoula Independent/Headwall

Missoulian

Montana Magazine

Mountain Living

National Geographic (any of their publications)

Northwest Magazines

Outside

Portland Monthly Magazine

Portland Oregonian

Powder Magazine

Ready to Retire

Seattle Met Magazine

Seattle Post Intelligencer

Seattle Times

Seattle Weekly

Skiing Magazine

Ski Journal

Ski Magazine

Snow

Snowboard Journal

Spokesman Review

Trail Blazer

Trail Rider

United Airlines Hemisphere

Western Horseman

Whitefish Pilot

Whitefish Review

Whitefish

MONTANA

WHITEFISH CONVENTION & VISITORS BUREAU

FY 13 CONSUMER ONLINE AD LIST

July 1, 2012 to June 30, 2013

THE WHITEFISH CVB WOULD LIKE TO ADVERTISE ONLINE IN THE FOLLOWING SOURCES:

Any online coo-op offered by the Montana Office of Tourism and the following:

audubon.com	oregonlive.net
away.com	outside.com
wildernet.com	portlandmonthly.com
backpacker.com	portlandtribune.com
biglines.com	seattlepi.com
budgettravel.com	seattleweekly.com
calgaryherald.com	skiing.com
calgarysun.com	skimag.com
chicagotribune.com	skinet.com
crownofthecontinent.net	snowboarding.com
facebook.com	snowseekers.ca
flickr.com	startribune.com
freeskier.com	suntimes.com
google.com	tazzler.com
iexplore.com	tripadvisor.com
matador.com	twincities.com
nationalgeographic.com	vogue.com
onthesnow.com	weather.com
oregonian.com	yahoo.com

Whitefish Convention & Visitor Bureau	
Whitefish Convention and Visitors Bureau	
FY 13	
Fiscal Year July 1, 2012- June 31, 2013	
Annual Budget Overview	
Montana State BED TAX FUNDS	
	FY 13 PUBLIC (BED TAX) FUNDS
Support	
Administration	\$14,000
Consumer Advertising	
Joint Ventures (with Travel Montana)	\$45,550
Opportunity	\$500
Print/Online Ads	\$2,000
Photography	\$5,000
TAC Travel/ Governor's Conference	\$1,500
SuperHost	\$350
DMAI Certification	\$1,100
TOTAL BUDGET REQUESTED	\$70,000
Budget Projections- at 100%	

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 13 Joint Ventures

Application Completed by: Jan Metzmaker

Approval Requested	
<input type="checkbox"/>	Final
<input checked="" type="checkbox"/>	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

It is important to leverage our marketing dollars with the Montana Office of Tourism and other bed tax collection entities. The WCVB appreciates the well thought-out advertising opportunities MTOT has been able to offer. They follow the state branding initiative and hit our target markets. With the MTOT buying power, we are able to purchase quality ads at a much cheaper rate. We may also use our Joint Venture funds to partner with other tourism entities such as Glacier Country and the Kalispell CVB. The WCVB would like to use \$45,550 of our bed tax funds for Joint Venture projects.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Grow Whitefish “opt-in” subscriber base by 20% from designated key markets of those who want to receive Whitefish travel information.

- **Grow site traffic to www.ExploreWhitefish.com by 20% over previous year period.**

Increase page views and conversions by 30% each.

- **Increase overall resort tax collection rates by 6% at the average of last three year’s of collections (\$1,673,624).**

- **Build winter, autumn and spring season collection revenue.**

- **Grow January 1 through March 31 Whitefish Resort Tax collections by 5% over last 3 year average (\$300,782).**

- **Grow September 1 to October 31 resort tax collections by 3% over last 3 year average (\$243,408).**

- **Increase high season levels by 2% over last three years’ Resort Tax average collections for July/August (\$469,037)**

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

- A. Establish our identity and presence in the marketplace as a unique destination.**
- B. Encourage destination visitation from the national market.**
- C. Rebuild traditional visitation from other areas of the state and neighboring states.**
- D. Aggressively showcase Whitefish's vast array of winter sports.**
- E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's "natural", cultural, and culinary advantages.**
- F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, performing arts, culinary experiences, community events, fall foliage, birding, wildlife viewing, horse back riding. Encourage corporate retreats, medical tourism and sporting events.**
- G. Stimulate the publication of feature stories in national and regional magazines, major metropolitan newspapers, broadcast media, and new media.**
- H. Improve Meeting and Convention market year-round.**
- I. Increase visibility in the international market.**
- M. Increase occupancy for lodging facilities.**
- N. Support efforts to attract leisure groups with an added emphasis on community-wide groups.**

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.c. Attend consumer travel shows that target specific high value, low impact markets attractions.

1.1.d. Continue marketing to international travelers.

1.1.e. Enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.

Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana

1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.

Budget page attached

**WCVB FY 13
Joint Venture**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:					
placement	\$45,550	+	\$0	=	\$45,550
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$45,550		\$0		\$45,550

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB	PROJECT				
TOTAL		\$45,550	+	\$0	=
					\$45,550

Application for projects over \$500

Organization Name: WCVB

Project Name: Consumer Print Ads and Online Ads

Application Completed by: Jan Metzmaker

Approval Requested __X__ Final Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The WCVB would like to use \$2,000 of our bed tax funds to get its name in front of thousands of potential visitors to Montana. Consumer advertising is essential to build a high level of visibility and increase our name recognition as a premier year-round mountain resort town. Display advertising in publications produced by the Montana Office of Tourism and other visitor associations are especially good values. Online advertising is cost efficient and an excellent way to quickly reach large numbers of the traveling public.

The lists of print and online publications in which we may advertise are included.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Grow Whitefish “opt-in” subscriber base by 20% from designated key markets of those who want to receive Whitefish travel information.

• Grow site traffic to www.ExploreWhitefish.com by 20% over previous year period.

Increase page views and conversions by 30% each.

• Increase overall resort tax collection rates by 6% at the average of last three year’s of collections (\$1,673,624).

• Build winter, autumn and spring season collection revenue.

- Grow January 1 through March 31 Whitefish Resort Tax collections by 5% over last 3 year average (\$300,782).
- Grow September 1 to October 31 resort tax collections by 3% over last 3 year average (\$243,408).
- Increase high season levels by 2% over last three years' Resort Tax average collections for July/August (\$469,037)

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

- A. Establish our identity and presence in the marketplace as a unique destination.
- B. Encourage destination visitation from the national market.
- C. Rebuild traditional visitation from other areas of the state and neighboring states.
- D. Aggressively showcase Whitefish's vast array of winter sports.
- E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's "natural", cultural, and culinary advantages.
- F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, performing arts, culinary experiences, community events, fall foliage, birding, wildlife viewing, horse back riding. Encourage corporate retreats, medical tourism and sporting events.
- G. Stimulate the publication of feature stories in national and regional magazines, major metropolitan newspapers, broadcast media, and new media.
- H. Improve Meeting and Convention market year-round.
- I. Increase visibility in the international market.
- M. Increase occupancy for lodging facilities.
- N. Support efforts to attract leisure groups with an added emphasis on community-wide groups.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.d. Continue marketing to international travelers.

1.1.e. Enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.

Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana

1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.

1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.

Action 1.3: Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

1.3.b. Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.

1.3.d. Create cooperative marketing campaigns between agriculture and tourism.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached	No
Budget attached	Yes

**WCVB FY 13
Consumer Print and Online Ads**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
placement	\$2,000	+	\$0	=	\$2,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$2,000		\$0		\$2,000

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB	PROJECT				
TOTAL		\$2,000	+	\$0	= \$2,000

Application for projects over \$500

Organization Name: WCVB

Project Name: FY 13 Photography

Application Completed by: Jan Metzmaker

Approval Requested	
X	Final
_____	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point. **The WCVB would like to use \$5,000 of bed tax funds for photography. As a result of our aggressive marketing and public relations program, we receive numerous requests for high quality photography. Our extensive participation in Montana Office of Tourism Joint Venture Projects requires us to have high quality current photography. Although we have good quality photos, many are over-used and some of the most requested shots are not in our library. We will expand the list of necessary photography, purchase rights to use them, or contract for additional photos.**

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- **Grow Whitefish “opt-in” subscriber base by 20% from designated key markets of those who want to receive Whitefish travel information.**
- **Grow site traffic to www.ExploreWhitefish.com by 20% over previous year period. Increase page views and conversions by 30% each.**
- **Increase overall resort tax collection rates by 6% at the average of last three year’s of collections (\$1,673,624).**
- **Build winter, autumn and spring season collection revenue.**
- **Grow January 1 through March 31 Whitefish Resort Tax collections by 5% over last 3 year average (\$300,782).**
- **Grow September 1 to October 31 resort tax collections by 3% over last 3 year average (\$243,408).**
- **Increase high season levels by 2% over last three years’ Resort Tax average collections for July/August (\$469,037)**

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

- A. Establish our identity and presence in the marketplace as a unique destination.
- B. Encourage destination visitation from the national market.
- D. Aggressively showcase Whitefish's vast array of winter sports.
- E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's "natural" advantages.
- F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, performing arts, culinary experiences, community events, fall foliage, birding, wildlife viewing, horse back riding. Encourage corporate retreats, medical tourism and sporting events.
- G. Stimulate the publication of feature stories in national and regional magazines, major metropolitan newspapers, and broadcast media.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.d. Continue marketing to international travelers.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached No

Budget page attached for approval.

**WCVB FY 13
Photography**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
photography purchases	\$5,000	+	\$0	=	\$5,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$5,000		\$0		\$5,000

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB	PROJECT	\$5,000	+	\$0	=	\$5,000
TOTAL						

Application for projects over \$500

Organization Name_WCVB

Project Name: SuperHost

Application Completed by: Jan Metzmaker

Approval Requested
___X___Final
_____Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The WCVB would like to use \$350 of bed tax funds for SuperHost Training. Customer Service training is very important for those involved in the hospitality industry. The more front line employees we can train will result in satisfied customers who will in turn tell their friends and neighbors and become repeat customers. The WCVB will offer SuperHost training prior to the beginning of the busy summer season.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

Grow Whitefish “opt-in” subscriber base by 20% from designated key markets of those who want to receive Whitefish travel information.

- **Grow site traffic to www.ExploreWhitefish.com by 20% over previous year period. Increase page views and conversions by 30% each.**
- **Increase overall resort tax collection rates by 6% at the average of last three year’s of collections (\$1,673,624).**
- **Build winter, autumn and spring season collection revenue.**
- **Grow January 1 through March 31 Whitefish Resort Tax collections by 5% over last 3 year average (\$300,782).**
- **Grow September 1 to October 31 resort tax collections by 3% over last 3 year average (\$243,408).**

- **Increase high season levels by 2% over last three years' Resort Tax average collections for July/August (\$469,037)**

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

- A. **Establish our identity and presence in the marketplace as a unique destination.**
- E. **Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's "natural" advantages.**

How does this project support the Strategic Plan?

1.3.c. Conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.

1.4.c. Provide advanced training for all Visitor Information Centers (VICs).. Tap training resources such as Montana SuperHost and the National Association of Interpretation

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Budget page attached Yes

**WCVB FY 13
SuperHost**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Superhost workshops	\$350	+	\$0	=	\$350
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$350		\$0		\$350

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB	PROJECT				
TOTAL		\$350	+	\$0	=
					\$350

Application for projects over \$500

Organization Name: WCVB

Project Name: DMAI membership

Application Completed by: Jan Metzmaker

Approval Requested	
X	Final
_____	Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Membership in DMAI will be an annual expense. We have finally decided to move forward with membership in this marketing organization.

Membership enables the WCVB to begin the DMO process and provide educational opportunities. In addition, we will participate in some of the group marketing opportunities. The WCVB will use \$1,100 of our State Bed Tax funds.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- A. Establish our identity and presence in the marketplace as a unique destination.**
- B. Encourage destination visitation from the national market.**
- C. Rebuild traditional visitation from other areas of the state and neighboring states.**
- D. Aggressively showcase Whitefish's vast array of winter sports.**
- E. Entice Glacier National Park visitors to spend a few extra days in Whitefish because of all of Whitefish's "natural", cultural, and culinary advantages.**
- F. Improve shoulder seasons with golf, fly fishing, bicycling, water sports, performing arts, culinary experiences, community events, fall foliage, birding, wildlife viewing, horse back riding. Encourage corporate retreats, medical tourism and sporting events.**
- M. Increase occupancy for lodging facilities.**
- N. Support efforts to attract leisure groups with an added emphasis on community-wide groups.**

Refer to the portions of your marketing plan, which support this project.
Grow Whitefish "opt-in" subscriber base by 20% from designated key markets of those who want to receive Whitefish travel information.

- Grow site traffic to www.ExploreWhitefish.com by 20% over previous year period. Increase page views and conversions by 30% each.
- Increase overall resort tax collection rates by 6% at the average of last three year's of collections (\$1,673,624).
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- Grow September 1 to October 31 resort tax collections by 3% over last 3 year average (\$243,408).
- Increase high season levels by 2% over last three years' Resort Tax average collections for July/August (\$469,037)

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing.

1.1.c. Attend consumer travel shows that target specific high value, low impact markets attractions.

1.1.d. Continue marketing to international travelers.

1.1.e. Enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.

Action 1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

1.2.a. Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana

1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.

Detail pages attached No

Budget page attached

**WCVB FY 13
DMAI Membership**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
membership fees	\$1,100	+	\$0	=	\$1,100
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,100		\$0		\$1,100

MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

REGION/CVB	PROJECT				
TOTAL		\$1,100	+	\$0	= \$1,100