



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86695 - FY20 Gardiner CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY20 Gardiner CVB Marketing Plan
Grant Number: 20-51-013
Grant Status: Underway
Comments:
Applicant Organization: Gardiner Chamber of Commerce
Grantee Contact: Terese Petcoff
Award Year: 2019
Program Area: DOC Office of Tourism
Amounts:
Contract Dates: Contract Sent Contract Received Contract Executed
Project Dates: 06/13/2019 07/01/2019 06/30/2020
Proposal Date Project Start Project End
Grant Administrator: Barb Sanem
Contract Number: 20-51-013
Award Year: 2019

Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2019 06/30/2020
Project Start Project End

Comments
Amendment Comments

Community & Brand Support

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

The small hamlet of Gardiner is located in southwest Montana at the North Entrance to Yellowstone National Park. Nestled between the Absaroka-Beartooth and the Gallatin Mountain ranges, Gardiner is surrounded by approximately 10 million acres of public lands. The community enjoys year-round access to the Yellowstone River--the longest free-flowing river in the lower 48 states. Since the early 1880's, Gardiner has served as the original entrance to Yellowstone National Park and is graced by the historic Roosevelt Arch, dedicated by President Theodore Roosevelt in 1903.

Our community's small-town Montana charm, natural splendor, and abundant wildlife make it a unique "home on the range" for our nearly 900 residents. Year-round access to Yellowstone's Northern Range, known as the "Serengeti of North America," sets Gardiner apart from other Yellowstone gateway communities. The community also enjoys a rich history as the original entrance to Yellowstone National Park, which has left a flavor of Old West heritage evidenced by historic buildings and the Roosevelt Arch.

Strengths: Our charming small town offers relaxing hospitality while providing full-service amenities. Many Gardiner restaurants offer local and sustainably grown produce and Montana raised beef. Visitors will find a diverse selection of accommodations including modern hotels and inns, rustic cabins, quaint cottages, relaxing B&B's, and vacation rentals. Our all-inclusive guest ranches offer our visitors horseback riding and fishing by day and cowboy cookouts and campfires by night.

Year-round access to Yellowstone National Park and easy access to Forest Service and BLM lands provide visitors with an array of recreation opportunities. These include whitewater rafting, ziplining, cross-country skiing and snowshoeing, photography, wildlife watching, hiking, fishing, and soaking in hot springs.

Gardiner is currently enjoying the successful completion of a \$24-million-dollar infrastructure improvement as part of the nationally recognized Gardiner Gateway Project. The project's completion now provides visitors with vital amenities such as walkways, safer traffic routes, a Gardiner Visitor Information Center with 24-hour public restrooms, and the Roosevelt Stage in Arch Park. The Institute for Tourism and Recreation Research (ITRR) recently released a report showing that visitor perceptions of Gardiner have improved since the infrastructure development, especially in the areas of cleanliness, well-maintained storefronts, and community friendliness.

Challenges: Challenges include residential housing shortages, public/private wildlife controversies, and lack of year-round staffing. In the winter and shoulder seasons, the lack of year-round staffing and a much lower visitation rate make it difficult for businesses to remain open—resulting in a shortage of accessible visitor amenities. Gardiner's remote location also presents issues for visitor access and awareness. When all park roads are open, some visitors may choose to bypass Gardiner on their way to Yellowstone National Park.

Opportunities: The largest opportunity for tourism growth in Gardiner is in the winter and shoulder seasons. According to National Park Service gate counts, October through May only contribute to approximately 30% of total North Entrance visitation. The primary goal of our long-term marketing efforts continues to be focused on attracting more visitors during that time through a comprehensive marketing plan.

Brand Pillars: Gardiner aligns perfectly with the state's brand pillars. Located at the heart of the Greater Yellowstone Ecosystem, Gardiner is surrounded by unspoiled nature with beautiful vistas and landscapes home to some of the most abundant and diverse wildlife in America. Gardiner prides itself as the historic gateway to Yellowstone's natural wonders. Our messaging focuses on the area's abundant wildlife, authentic and local hospitality, and year-round recreational activities as the only year-round entrance to Yellowstone National Park.

Describe your destination.

The Brand Story: Follow the beautiful Paradise Valley along the Yellowstone River and you'll come to Gardiner Montana, home to the historic Roosevelt Arch, where elk, bison, bighorn, dozens of other wildlife species roam in and out of Yellowstone National Park. Since 1880, family-owned lodging, restaurants, and shops have been welcoming visitors (and wildlife!) alike.

Inspiration: We will continue to inspire potential visitors through a multi-faceted marketing plan that includes print, digital, and video advertisements and engagement. We'll focus on the elements of Gardiner that make it unique and desirable--particularly the abundance of wildlife, small town charm, and historic ties to Yellowstone National Park.

Orientation: We'll continue to build out Gardiner-specific website content including blog posts, events, activities, lodging, and winter season opportunities to message Gardiner as a destination unto itself, in addition to a comfortable and authentic base camp to Yellowstone National Park.

Facilitation: Our Visitor Information Center and friendly, accommodating business owners will help facilitate visitors to Gardiner, Montana. Trip planning materials, recommendations, and complimentary wifi are available for visitors at the Gardiner Chamber of Commerce Visitor Information Center. Our newly updated, mobile-friendly website as well as our brand new, comprehensive visitor guide will serve as valuable resources for our visitors throughout all phases of the travel decision process.

Optional: Include attachments here

Gardiner Montana_ Visitor Perceptions Image and Spending Before.pdf

a. Define your target markets (demographic, geographic and psychographic).

Adventurous families:

Couples and families, ages 45-54

College-educated

United States: especially from California, Texas, Washington

Affluent \$80,000+ per year

Interested in travel

Source: 2018 Profile of the Winter Enthusiast study: Destination Analysts. FY19 VisitGardinerMT.com Google analytics

Mature Nature-Based Travelers

Interested in visiting Yellowstone National Park and partaking in activities such as scenic driving, day hiking, wildlife watching and nature photography.

Most often from Washington, California, Idaho, Minnesota and Utah

Affluent \$75,000 + per year

Median age 60

Travel in couples

Source: Gardiner and Yellowstone Country Nonresident Visitors: ITRR interactive data report 2018. FY19 VisitGardinerMT.com Google analytics

b. What are your emerging markets?

International Visitors

Interested in Yellowstone National Park

Most often from Canada, Australia, UK, France, and Germany

Source: 2018 Gardiner Welcome Center survey data. FY19 VisitGardinerMT.com Google analytics

International visitors from western cultures, particularly Canada, the United Kingdom, Australia, Germany, and France appear to be an emerging market for Gardiner, Montana. Data from 2018 Gardiner Visitor Information Center visitor surveys show that Chinese visitors have declined as compared to data from 2016 and 2017. VisitGardinerMT.com Google analytics data from FY19 supports this information; it shows that the majority of international website users were from Canada (1,041 users) followed by the United Kingdom (651 users), Australia (432), and France (377 users).

Although this market has been on our radar thanks to tracking information from the Gardiner Visitor Information Center, the more regular use of Google analytics by Gardiner CVB staff has helped bring this emerging market more to the forefront of our attention. In FY20 we will test this target market through the use of targeted social media posts and continued visitor tracking at the Gardiner VIC.

Optional: Include attachments here.

c. What research supports your target marketing?

2018 visitor survey data from the Gardiner Visitor Information Center shows our visitors are most often from Texas, California, and Minnesota, and spend their time primarily wildlife watching and enjoying Yellowstone National Park. Internationally, Canada continues to rank first followed by the United Kingdom, Australia, Germany, and France. and Germany following for the top five. This is relatively consistent with years past, although visitors from China have shown a steady decline.

Drawing from information outlined in Destination Analysts research, the Gardiner Visitor Information Center data, ITRR reports, and VisitGardinerMT social media/Google analytics, we believe our target markets can be divided into three categories: Adventurous family travelers, Mature Geotravellers, and International Visitors. Please see the attached document for detailed metrics.

Our five overall goals are:

- Increase overall Gardiner bed tax collections by 2%
- Increase resort tax collections (June-Sept) by 4%
- Increase return visitation to the State particularly during the shoulder and winter seasons
- Increase our digital presence including social media reach/engagement by 25% and website traffic by 50%
- Create a more robust metric reporting system to track marketing and campaign success

a. In what types of co-ops with MTOT would you like to participate?

We would like to continue to participate in Joint Ventures with MTOT as our budget allows. As a smaller organization with limited funding, these opportunities to participate in larger campaigns and content creation are invaluable.

We have found great success in online advertising as a cost effective means of promoting our brand and would like to continue to seek out options for content creation and online advertising campaigns - especially to showcase our new seasonal promotional videos which were completed in FY19.

Optional: Include attachment here.

FY20 Gardiner Target Markets Supporting Data.pdf

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

We would love to participate in a joint venture with Yellowstone Country and our regional CVBs to bring influencers and/or travel writers to Gardiner in the winter months. We feel that Gardiner offers a highly desirable winter experience with our abundant wildlife and opportunities for cross-country skiing and snow tours in Yellowstone National Park. Due to budget constraints it would be valuable to us to partner with Yellowstone Country or other regional CVBs in order to make this happen in FY20.

We would like to continue the Northern Range Cooperative with Cooke City, Montana. Although our allocated budget and ability to dedicate staff time to this cooperative is limited, we did see an increase in momentum in FY19 in the ways of more regular social media posts and digital advertisements (see commentary on past Joint Ventures below) and would like to continue this momentum in FY20.

c. What types of co-ops have you done in the past? Were they successful - why or why not?

Yellowstone Country-TripAdvisor

For several years now we have participated in the TripAdvisor Pages joint venture offered through Yellowstone Country. TripAdvisor is a key platform for destination marketing and we have found the ability to have a presence on this site and the ability to provide content to be moderately successful. We hope to see improvements in our banner ad and click through rates and impressions in the future and will continue to monitor the metrics of these ads to determine if we want to continue this program in FY20.

MTOT RootsRated JV-

In FY18 we took advantage of the match program with RootsRated to create custom content for our webpage and online platforms. With limited staffing we are not able to create content as frequently as we would like and we have found that blog posts and articles are key drivers to our webpage. Unfortunately we were disappointed in the partnership overall; we provided our own local writers and received very few original photo assets (most were public domain photos available on the Yellowstone NPS Flickr page). It has proven easier and more cost effective to hire local writers directly to produce blog content.

Northern Range Promotional Cooperative-

An official partnership between the Gardiner and Cooke City/Silvergate/Colter Pass Chambers of Commerce. Initial funding sources included monetary funding and in-kind staff/board hours from both Chambers, grant funding from Yellowstone Country, The E-Marketing grant and a Montana Film Office grant. We had much initial success with this partnership in the creation of a logo, rack cards, and a Yellowstone Northern Range video. Although growth has been slow in FY19, we did see an increase in social media check-ins and followers, and we also joined forces with Cooke City to place a full-page ad and custom content piece in the new winter Yellowstone/Grand Teton online edition through National Parks Trip Planner. Results of this effort are still pending.

Gardiner Gateway Project-

Another co-op that has been hugely successful has been the Gardiner Gateway Project. In 2011, when the Park Service published its final North Entrance /Park Street Improvement Plan, the Gardiner Chamber of Commerce and the Greater Gardiner Community Council approached the Park Service with regards to the work that would be done. This Project was designed to work across jurisdictional boundaries to restore and enhance the original and only year-round entrance to the world's first national park. The project provided visitors and residents with vital amenities such as ADA compliant walkways, solutions for traffic congestion, a welcome center including public restrooms, an amphitheater at Arch Park and reconstruction of the historic depot. A 2018 follow-up study from ITRR shows that visitor perception of Gardiner as a destination has improved since the project reached completion.

Optional: Include attachments here.

Optional: Include attachments here.

Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Atchmnt
Consumer	Photo/Video Library	We will create a desired list of shots that focus on the images we feel are missing in our arsenal (cozy winer lodging, food/dining, and community events/culture) and put out a request to local photographers for high resolution photos for which we will own exclusive rights. These photos will then be available for use on the website, print advertising campaigns, social media advertising campaigns, online advertising campaigns and promotional products.	<p>Because people respond positively to visual content, simply adding a relevant photo to your print, online and social media campaigns can grab someone's attention. Brilliant images can increase engagement and traffic. Research has shown that including images and video in marketing is important for some of the following reasons</p> <ul style="list-style-type: none"> • When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 5% of the information three days later. • Using the word "video" in an email subject line boosts open rates by 19% and click through rates by 65% Eyetracking studies show internet readers pay close attention to information carrying images. In fact, when the images are relevant, readers spend more time looking at the images than they do reading text on the page. • Facebook posts with images see 2.3X more engagement than those without images. • Organic Facebook engagement is highest on posts with videos (13.9%) and photos (13.7%). 	Success of this method would be determined by the ownership of 10-15 high resolution photos for use in advertising campaigns for the next several years.	While we were able to significantly build out our photo library in FY19, we still feel we are missing some key images including cozy winter lodging images, food and dining images, and community events/culture. We're requesting funding again this year to fill those needs and to have funds on hand to give us the flexibility to purchase a photo for our next visitor guide cover. We are also exploring additional shorter videos that feature our shoulder and winter seasons.	\$1,000.00	<p>Yes this method was successful. The GCVB was able to obtain one photo that was used on the cover of our 2020-2021 Visitor Guide.</p> <p>The GCVB will continue to use this method in the future to keep our photo/video libray current with assets that support our marketing plan.</p>	2020-21_TravelGuide_Coverpdf.pdf
							<p>The GVCB was able to participate in multiple Joint Ventures with Yellowstone Country.</p> <p>Yellowstone Country TripAdvisor partnership with Yellowstone Country: This JV was successful. The GCVB partnered with Yellowstone Country for them to sponsor our Trip Advisor landing Page. It garnished a total of 149,524 impressions and 10,045 clicks. [Attachment Gardiner YCountry JV Reports & Materials]</p> <p>Lee MT Newspaper Network partnership with Yellowstone Country: This JV was successful. The GCVB partnered with Yellowstone Country on a series of banner ads that were positioned through the Lee Montana Newspaper Network site. It garnished a total of 105,003 impressions and 124 clicks. [Attachment Gardiner Ycountry JV Reports & Materials]</p> <p>Crazy Family Adventure JV with Yellowstone Country: This JV was successful. The GCVB was ableto partner with Yellowstone Country on one press/FAM trip in FY20. Crazy Family Adventure. Crazy Family Adventure was able to promote Gardiner to their 29.5 thousand</p>	

Consumer	Joint Ventures	<p>In the coming year Gardiner plans to leverage partnerships with the State, Yellowstone Country, and regional partners.</p> <p>Yellowstone Country</p> <p>We would like to continue to partner with Yellowstone Country on the TripAdvisor program as well as have the ability to participate in fam tours, print and digital marketing opportunities.</p> <p>Regional Partners</p> <p>We would like to continue to pursue our partnership with Cooke City to promote year round travel in the Northern Range. We are also pursuing options to partner with local organizations on different marketing campaigns for the shoulder and winter season.</p>	<p>We have found that by partnering with organizations in our region, county and state the benefits are exponential, including but not limited to an elevated print and online presence. Our participation in these programs have helped us to make the most of our small operating budget and limited staff time and promote awareness of Gardiner as a year round destination.</p>	<p>Yellowstone Country</p> <p>We will continue to gauge our impressions and engagement on TripAdvisor. If we are able to partner with YC on a fam tour, success will be measured by deliverables such as earned media, social media posts, and photos of Gardiner.</p> <p>Regional Partners</p> <p>Success here would be measured in greater awareness of Gardiner as a year round destination and of the Northern Range as a year round access point to Yellowstone.</p>	<p>We have a small operating budget and partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.</p>	<p>\$7,000.00</p>	<p>Instagram followers including a posted a 71 page highlight reel on their Instagram Story highlights and a 10 photo feature on their Instagram feed that received 214 likes. Additionally, we were featured on included in their Yellowstone Vacation blog post and a blog post specific to Gardiner on crazyfamilyadventure.com - this blog post received. The Yellowstone Vacation blog post has received 6,435 total page views and the Gardiner Montana post has received 9,965 page views. [See materials and results in attachment CFA_JV Reports & Materials]</p> <p>Warm Season Print Cooperative: This JV was successful. The GCVB was included on an ad featured in the following publications: Midwest Living (circulation 950,000), Sunset (circulation 800,000), & Northwest (circulation 300,000). This ad was also featured on the publications summer landing page. From the landing page we have received over 936 traveler leads including address and email. Traveler leads that we have sent travel packs to and can keep on hand to communicate with in the future. [See materials in attachment YCountry Warm Season Print Materials]</p> <p>Montana Department of Tourism</p> <p>Trip Advisor Partnership: The GCVB partnered with the MOTBD for the placement of a banner ad on TripAdvisor.com from October - December of 2019. This partnership garnished a total of 432,356 impressions and 301 clicks with a click through rate of .07%. While the placement of the banner ads was successful we will not participate in this JV again as it had a low click through rate. [See attachment Gardiner MT State Trip Advisor Partnership]</p> <p>Regional Partners</p> <p>Cooke City National Parks Trip Media planner Joint Venture: We collaborated with the Cooke City Chamber of Commerce once again on a winter Northern Range campaign with National Parks Trip Media (nationalparkstripmedia.com). The campaign included a full-page ad and 2-page advertorial on the Yellowstone Northern Range, which appeared in the Yellowstone Grand Teton Winter Trip Planner The campaign also included leads who are specifically interested in visiting us in the winter. We were pleased with the results of this campaign, which resulted in 582 leads of travelers who specifically requested information about visiting Gardiner in winter. We felt this method was successful and we hope to participate in this campaign in the future to continue raising awareness about travel to our area in the winter months, when visitation is much lower than the warm season. (see attachment titled "2020_YNPTP Winter Magazine Collaborative.")</p> <p>The GCVB will continue to utilize Joint Ventures with Yellowstone Country, MOTBD, and Regional Partners on projects as applicable to our marketing plan. With having a small budget partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.</p>	<p>Gardiner YCountry JV Reports & Materials.pdf</p>
----------	----------------	--	--	---	---	-------------------	---	---

Consumer	Travel Guide	<p>Visitors interested in visiting the Gardiner area can request, either online or on the phone, a comprehensive travel guide with a full business directory and information on traveling to the area at different times of the year. Easy access to a quality piece full of information will help the potential visitor make their destination decision as well as extending their stay.</p>	<p>According to national travel statistics 79% of requests are online or downloaded. Once the visitors guide is in their hands, 70% actually travel to the destination. Once they are on the ground 80% use is at a planning resource and 71% extend their stays as a result of the visitors guide.</p> <p>https://independenttravelcats.com/travel-research-are-travel-guidebooks-still-useful-in-the-digital-age/</p>	<p>We will measure the success of this method by completing the design and production of the travel guide within budget in FY20. Our objective is to have a travel guide available for distribution, requests and an electronic version available for download form our website visitgardinermt.com.</p>	<p>Placing a comprehensive travel planner and experience guide in the hands of visitors both before and during their stay will increase awareness of Gardiner as a year-round destination.</p>	\$3,500.00	<p>Although we were successful in meeting our objective to create a travel guide and have it available for distribution through VICs and to mail out and download, no bed tax funds were used for this project. Advertising revenue exceeded cost of producing that would have been charged to the bed tax budget. Although no funds were spent in FY20, future use of the method will be considered and the future budget will be adjusted accordingly.</p>	
Consumer	Website/Internet Development/Updates	<p>In FY20 we will focus on better showcasing our promotional videos on our website, adding a user-friendly page to request our visitor guides, and adding an opt-in contact form to begin collecting email address for our quarterly visitor e-newsletter.</p>	<p>The majority of travellers are now using the internet to plan, book, and research their vacations. Having a well-rounded web presence is essential to marketing a destination.</p> <p>https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1592&context=ttra</p> <p>http://www.adweek.com/socialtimes/online-travel-industry/467349</p> <p>https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/</p> <p>The VisitGardinerMT website is up 69% compared to FY18. See attached analytics from FY19.</p>	<p>Success will be measured by increased web clicks on our promotional videos, an email list of at least 200 useable email addresses or more, and at least 200 or more travel guide downloads.</p> <p>We will also measure overall success of our website using Google analytics to see increased traffic to the website and longer time spent on each page.</p>	<p>Our website is the most comprehensive information source for travellers looking to come to the Gardiner area. For many it is the first point of contact we have in sharing our destination and what experiences and amenities our area has to offer.</p>	\$3,000.00	<p>This method was successful as approximately 120,182 people visited the website visitgardinermt.com this past year, a 35% increase. However we did not see time spent on each page increase as the average session duration decreased from 2:40 minutes to 1:55 minutes.</p> <p>The GCVB was also able to acquire 187 useable email subscribers from our Quarterly Travel E-newsletter sign up form on visitgardinermt.com. While this is less than 200 these email addresses are a valuable way to be able to communicate with interested travelers to the area.</p> <p>The GCVB had 555 travel guide downloads from the website. Our goal was 200 so this metric was successful.</p> <p>The GCVB will continue to use this method in the future to make sure we are providing up to date online informatinfor potential visitors as well as beautiful imagery and videos to foster trip planning inspritation.</p>	<p>google analytics yearly report visitgardinermt_FY20.pdf</p>
Consumer	Social Media	<p>In FY18, Gardiner's Facebook following increased by over 200%, followed by a 30% growth in FY19. To continue to increase our audience reach and brand exposure we will use targeted social media boosts and paid likes ads on a variety of social media content including beautiful photos, blog post links, videos, and community events that align with the</p>	<p>At the start of 2018 the number of social media users worldwide was 3.196 billion, a 13% increase. Social media continues to grow as a tool for consumers to educate themselves about travel options, share information with other travelers, and purchase lodging and tours. Social media allows our organization to represent the story of our community and illustrate the experience visitors will have while simultaneously leveraging the power of recommendation – friends seeing other friend's posts and being persuaded to visit our area.</p> <p>https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/#1fb436191f80</p> <p>https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/</p> <p>https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/</p>	<p>We will track the success of paid boosts, likes, and ads in terms of reach and engagement over the next year using Facebook and Instagram analytics. The metrics for likes, reach, engagement, demographics, etc. will be reported on quarterly followed by a plan to adjust our</p>	<p>We have already experienced significant success growing our social media presence which leads us to believe there is an untapped potential to reach a larger and more diverse audience via social media. We have found that this method of marketing allows us the ability to leverage our unique location and the experience of others have while visiting our community to tell the story to potential travelers. Recent findings have concluded that a barrier to Montana tourism includes a lack of awareness of the destination in general, and social media is a proven successful way to foster awareness of our Yellowstone</p>	\$7,000.00	<p>This method was successful as indicated by an increased engagement of a 25% increase in Facebook followers (38,748) and a 53% increase in Instagram followers (4,621). [See attachment: Social Media Yearly Report visitgardinermt_2020]</p> <p>Social media provides a tool to expand our reach to both targeted audiences through paid promotional posts and to broader audience through organic posts and user generated content.</p>	<p>social media yearly report visitgardinermt_2020.pdf</p>

		Gardiner brand story. In addition we will work with local writers to create content for our VisitGardinerMT blog to assist visitors with travel planning, inspire future trips, and increase time spent on our website.	Also see attached analytics from 2018-2019.	strategy in response to the outcome of these metrics.	gateway community and Montana tourism destination. In recent years, social media has become a pay-to-play environment for business pages, and we believe our presence on social media will increase dramatically if we're willing to play.		The GCVB will continue to use this method in the future to promote our brand awareness, engagement with our website, and repeat visitors to Gardiner.	
Consumer	Printed Material	We plan to use traditional printed materials in combination with digital marketing to best reach our audience. We have found that printed materials are good for brand recognition and support for our other marketing campaigns, especially those for events. Printed materials could include but are not limited to rack cards, posters, flyers, stickers, postcards, mailers, and window clings.	ROI on print materials is difficult to track but is an essential part of a comprehensive marketing plan, as well as maintaining a professional and relevant appearance in the industry.	We will monitor the number of printed materials, including but not limited to stickers, brochures, postcards, and flyers, that visitors and other visitor centers request from us. Our goal will be to distribute at least 75% of the printed materials throughout the fiscal year before we need to do a reprint.	Our primary goal is to promote Gardiner as a year-round destination. Summer visitors act as ambassadors for our community. We want to take advantage of educating summer visitors on experiences they could have if they return in the winter or shoulder seasons as well as have them leave with information to pass along to their network on traveling in the Gardiner area. Gardiner enjoys strong partnerships with the network of Montana and Wyoming CVBs, by providing printed materials to our partners we can leverage these partnerships to spread the message of our brand.	\$1,000.00	This method was a successful as we met the objectives to distribute printed pieces to target audiences, walk in traffic and requests. The GCVB had to do one reprint our Gardiner postcard that are handed out to visitors. Meaning that over 1,200 Gardiner postcards were distributed to visitors. Additionally, it is worth noting that while the Gardiner stickers did not require a reprint in FY20 their stock was incredibly low at the end of the fiscal year indicating that supply and demand were closely matched. The GCVB will continue to use this method in the future to provide a positive experience for visitors and promote Gardiner brand awareness.	Gardiner postcards.pdf
Consumer	Print Advertising	We want to combine traditional advertising materials with digital advertising to create a comprehensive marketing plan. We will seek to find magazine and newspaper advertising opportunities that have a digital component to promote shoulder and winter seasons and special events in the area during shoulder and winter season.	While ROI is hard to measure on print advertising it is an essential component of a multi-media marketing campaign.	The success of this method will be measured by the completion of the design project of several print ads for a variety of regional publications that focus on our target market and who may engage with traditional print media. Success will also be measured by distribution counts of publications indicating audience reach.	Our objective is to reach potential visitors with information using various media to offer suggestions on how they can enjoy Gardiner in the shoulder and winter season. In FY20 we would like to earmark funds for traditional print advertising marketing to be sure to reach all demographics.	\$1,000.00	This method was successful. The GCVB created and placed four print ads in four different publications: Destination Yellowstone (West Yellowstone Visitor Guide), Livingston Visitor Guide, Livingston Enterprise fall hunting guide, and Explore Yellowstone. The West Yellowstone Visitor Guide had a distribution of 50,000 copies throughout Southwest Montana, surrounding states, and mailings at visitor requests; <i>Explore Yellowstone</i> had a distribution of 40,000 copies to all four corners of Yellowstone National Park; the <i>Livingston Enterprise</i> publications (visitor guide and fall hunting page) have a distribution of more than 20,000 copies throughout Livingston and the surrounding towns. Although we are more focused on digital advertising, we will continue to use this method in the future to ensure we reach a demographic that prefers a more traditional medium.	FY20 GCVB Print Ads.pdf
		With the help of our web agency TDG, in FY20 we will focus on a brand awareness campaign designed to reach likely travelers to the Yellowstone region in the fall and winter of					This method was a success. The GCVB ran a fall, winter, and spring digital ad campaign through our web agency TDG. Each campaign performing better than the last. Fall 2019 July 1 - August 16 Impressions: 436,297 Clicks: 9,510 Click through rate: 2.18% Winter 2019 August 2017 - September 30 Impressions: 594,384 Clicks 6,159	

Consumer	Online/Digital Advertising	<p>2019. The campaign will utilize the Google ads network to serve our target audience a series of responsive display ads that focus on Gardiner's abundant wildlife and year-round access to Yellowstone. Both campaigns will use a combination of advertising tactics including remarketing to individuals who are compelled to visit the VisitGardinerMT website.</p> <p>In addition, we will use a portion of these funds to bring in Google partners with Truly 360 who will update Gardiner's Google Streetview, which is currently outdated and does not reflect the results of our recent infrastructure upgrade through the Gardiner Gateway Project.</p>	<ol style="list-style-type: none"> 1. As of March 2019, a study by the World Internet Users Statistics found that 56.3% of the world's population is online, an increase in 1,104% in the last 10 years. 89% of North America's population is online. https://www.internetworldstats.com/stats.htm 2. In 2018, the #1 method nonresident visitors to Montana used to plan their trips was through an online search. (2018 ITRR Interactive Data Report). http://itr.umd.edu/ 3. Over 70% of U.S. travelers agree that they "always" use their smartphones when traveling, up from 41% in 2015. Travelers most frequently use their mobile devices to research activities or attractions, to locate shopping areas and restaurants, or to look up directions. (Google Consumer Insights, 2018) 	Success of these efforts will be measured by impressions served and clicks recorded.	Having spent the last several years creating a mobile-friendly website, filming promotional videos, increasing our photo library, and significantly growing our digital audience, we will turn our primary focus to increasing digital advertising campaigns. With the majority of American consumers using the Internet and with the rise in mobile phone use, a strong digital campaign strategy has become a critical component of any well-rounded marketing campaign.	\$4,250.00	<p>Click through rate: 1.04%</p> <p>Spring 2020 February 3 - March 15 Impressions: 2,289,540 Clicks: 25,878 Click through rate: 1.13%</p> <p>Along with successful impressions, clicks, and click through rates, these campagins also helped pinpoint the type of travelers that that were looking to come to our area. [See attachments: FY20 TDG Digital Campagins Results Compiled & FY20 Fall_Winter_Spring Digital Materials]</p> <p>Additionally, the GCVB participated in a fall and winter online advertising venture with Outside Bozeman that was successful.</p> <p>The fall sponsorship included a banner ad that was featured on the Outside Bozeman "Fall Hit List". That generated 154 unique pageviews and readers spent an average of 2:46 on the article. [See attachment: GCVB_Fall Hit List]</p> <p>The winter sponsorship article was featured on the OusideBozeman.com highlighted the variety of activities that are available to visitors in the winter. This article generated 482 unique page views and readers spent on average 3:39 on the article. [See attachment: GCVB_Outside BZN Winter]</p> <p>The GCVB will continue to use this method in the future. This was our inaugural year using online advertising and we were extremely happy with the results. With a small operating budget and as online trip planning continues to be the leading way travelers plan we believe that this medium of advertising is the best benefit to us both fiscally and as a way to get Gardiner as a destination in front of the potential traveler.</p>	FY20 TDG Digital Campaigns Results Compiled.pdf
Consumer	Electronic Adv - Newsletter, E-blast	<p>Using leads generated in FY19 and new leads from VisitGardinerMT, we will send out a quarterly newsletter that will include original blog posts, trip planning advice, listicles, photos, and upcoming events. This will be sent from our marketing platform MailChimp - funds will primarily be used to cover our subscription service to this program.</p>	<ol style="list-style-type: none"> 1. According to ExactTarget's "Mobile Behavior report" (2014), 91% of consumers check their email at least once per day on their smartphone, making it the most used functionality. 2. For every \$1 spent, \$44.25 is the average return on email marketing investment. (<i>Experian</i>) 3. "Most email marketing services today, like Constant Contact or MailChimp, base the cost of a subscription on the number of people you have in your contact list. While this price will vary for everyone, it is normally much cheaper than other forms of advertising." (AddisonClarkOnline.com) 	Success will be measured by the size of our email subscribe list, open rates and click-through rates while staying within our budget parameters.	In FY18 - FY19 we spent time building our online audience and producing relevant online content to assist visitors with their trip planning process. We also secured a collection of email leads from a digital advertisement through National Parks Media. We would like to utilize this content and these leads to pilot a quarterly travel newsletter for potential Gardiner visitors.	\$375.00	<p>In FY20 the GCVB did not use this marketing method therefore it was not successful. This method was originally intended to cover half of the operating costs of the email distribution website MailChimp in which we would communicate to travelers via email. Due to the COVID19 pandemic and in order to save funds that we may not have the GCVB did not cover half of this cost.</p> <p>While this method was not successful for FY20 the GCVB will continue to use this method in the future as a way to communicate with travelers via email.</p>	
		<p>We are a small but growing Chamber of Commerce/CVB with limited funding. Administrative Funding will support the salary of the Executive Director and Office Manager</p>					The GCVB was successful in meeting	

Marketing Support	Administration	<p>while they work on CVB related items. For FY20 we will continue to subscribe to Adobe InDesign and Adobe Acrobat to be able to create original content for both online and print advertising platforms. These funds will also be used to pay for items such as legal notices for RFPs, and bank account and checking fees.</p>	<p>Administration costs are a necessary line item in the budget.</p>	<p>Maintain costs within the budget.</p>	<p>Administration costs are a necessary line item in the budget.</p>	<p>\$9,403.00</p>	<p>our overall objective of staying with in the allowable 20% for the administration budget. A total of \$8,238.09 was spent, which is 17.5% of the total payments of bed tax received to the GCVB.</p> <p>Teh GCVB will continue to use the marketing method to help maintain the operations of the GCVB.</p>	
Marketing Support	Opportunity Marketing	<p>This year we would like to have money on reserve for emerging opportunities. In order for the Gardiner CVB to be competitive in today's market we need to be prepared for projects that can arise after the budgeting session has concluded. We would be open to print media, social media boosting, online digital advertising, SEO optimization, co-op or joint efforts.</p>	<p>Being prepared for future endeavors that we are not currently aware of is forward thinking and alleviates being stuck in a rut doing the same projects every year. Keeping marketing fresh has significant positive impacts on success.</p>	<p>Measurements of success will depend upon the opportunity we pursue and will be evaluated on an individual basis.</p> <p>An opportunity to support the Voices of Montana Tourism outreach efforts was identified and participated in FY20. Success was measured by number of subscribers to the VOT enewsletter (audience reach).</p>	<p>Previous years have indicated that when new opportunities arise we cannot participate because we have not budgeted for them. We would like to be able to take advantage of new methods and opportunities as they arise.</p>	<p>\$1,237.00</p>	<p>This method was successful. The GCVB used \$500 to support the Voices of Montana Tourism, (VOT). VOT distributes messaging via its monthly e-newsletter that has a distribution of 450+ (legislatures, local policy-makers, tourism partners and the general public). As a VOT partner, the Gardiner CVB receives a presence and directory link on the voicesoftourism.com website which has been online since 2011 and has a robust following.</p> <p>The GCVB will continue to use this method in the future as it is an effective and efficient means of outreach, partner support and advocacy for tourism in Montana.</p>	
Marketing Support	Fulfillment/Telemarketing/Call Center	<p>In FY19 we spent a significant portion of our budget and staff time on producing an industry-standard, comprehensive visitor guide to assist visitors in planning their trip to Gardiner. In FY20 we will focus efforts on creating a disbursement strategy to include drop shipping guides to regional visitor centers, mailing them upon request, keeping them well-stocked in the Gardiner Visitor Center and local businesses, and dropping them off in-person at regional visitor centers when convenient.</p> <p>In addition, funds in this</p>	<p>1. Out of home advertising is an effective reach medium.</p> <p>2. When used in combination with other media, out of home not only extends the reach but also reinforces an advertising message.</p> <p>See Outdoor Advertising Association of America.</p> <p>https://oaaa.org/Portals/0/pdf/research/Nielsen%20OAAA%20OOH%20Advertising%20Study%202016%20FINAL.pdf</p>	<p>Success will be measured by demand for replenishment as well as ensuring the majority of the budget is utilized. This will be measured using a spreadsheet that will track number of copies distributed and to which locations.</p>	<p>Out of home advertising is focused on marketing to consumers when they are "on the go" in public places. At the Gardiner Visitor Center we carry a large amount of printed material from across the state and surrounding areas. We do not carry rack cards that specifically compete with our local businesses, rather rack cards that promote a place, tourism area, museum or activity that cannot be found here; along with state and city guidebooks. The feedback we receive from travelers is very positive and appreciative and these materials move quickly. We have now created our own rack card and visitor guide that we would like to display in Chambers/CVBs that we help promote.</p>	<p>\$4,500.00</p>	<p>This method was successful with these funds the GCVB was able to drop ship 154 boxes (12,480 guides) of our comprehensive travel guide to 57 different locations in the states of Montana, South Dakota, Utah, Wyoming, and North Dakota. [See attachment UPDATED 2020-2021 Drop Shipping List Post COVID19].</p> <p>The GCVB will continue to use this method in the future to be able to drop shipping our travel guide and to distribute travel information to potential visitors.</p>	<p>UPDATED 2020-2021 Drop Shipping List Post COVID19.xlsx</p>

		category will be used to continue to stock our visitor center with partner materials that are relevant to our visitors.						
Marketing Support	TAC/Governor's Conference meetings	The Executive Director and Office Manager will attend the TAC meetings as well as the Governor's Conference (along with a CVB committee member when feasible) to present marketing plans and/or stay abreast of the current trends and updates.	Attendance at the TAC meetings and Governor's Conference are required.	Attendance by the executive director and or staff at all meetings and the annual conference. Additionally, success will be measured by keeping travel expenses at or below budget.	It is necessary for us to have funds budgeted in this area so that the Director and Marketing Manager can attend the meetings required to fulfill the parameters of the grant.	\$1,500.00	This method was successful. The former executive director, Neala Siegle, attended the October TAC Conference and both Neala and and now current director, Terese Petcoff, were able to attend the February TAC conference as well as the virtual meetings. All expenses remained within budget. The FY20 Montana Governor's Conference on Tourism and REcreation was cancelled/postponed, so no funds were spent attending that specific meeting. The GCVB will continue to utilize this method in the future to take advantage of the conferences' networking opportunities and to fulfill our requirements as a CVB.	
Marketing Support	Cooperative Marketing	We would like to continue to pursue our partnership with Cooke City to promote year round travel in the Yellowstone Northern Range. We are also pursuing options to partner with local nonprofits on different marketing campaigns for the shoulder and winter season.	We have seen success in our joint marketing efforts with the promotion of the Yellowstone Northern Range. The Yellowstone Northern Range video reached 79,000 people in its first posting and continues to be a marketing asset for both our communities. We have found that these cooperative marketing efforts allow us to reach a larger audience and tell a more complete story of what visitors to our area can expect to experience when they come to our communities.	Our objective is to increase engagement with audiences through cooperative efforts with the regional partners. We will measure success through website traffic, social media engagement, engagement/response to the Northern Range video, and the distribution of the Northern Range rack card.	We have a small operating budget and partnering with other tourism agents allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us. Our collaboration with Cooke City gives us the ability to focus on year round promotion and a comprehensive visitor experience to our area. We have created a website, www.yellowstonenorthernrange.com , a video, and are now operating social media pages. This cooperative allows us to upkeep our website as well as create print advertising for the region.	\$750.00	The marketing method successful. In cooperation with the Cooke City Chamber of Commerce we maintained the Northern Range website yellowstonenorthernrange.com hosting and posted regularly to the Yellowstone Northern Range Facebook page. The Northern Range website received 6,650 users and 6,942 sessions in FY20, a 47.28% increase compared to last fiscal year. Additionally, we had to issue a reprint of the Northern Range rack card. The reprint was issued because a rack card was sent in every travel planner that we sent to the leads received from the joint venture mentioned below There was a total of 582 rack cards sent. It is worth noting that we took out a joint digital ad on the National Parks Trip Planner website that included an advertorial on visiting the Northern Range in winter, but we used Joint Venture funding for this project. We will continue to utilize this method in the future to showcase the unique and exciting aspects of our two communities, but we hope to focus on making the most of this funding in the future with strategies such as paid social media posts or digital/print advertising.	Northern Range Rack Card.pdf
Publicity	Fam Trips	We will seek out an individual or organization that aligns with our brand story to visit Gardiner during the fall, winter, or spring. We will create a detailed and organized itinerary for the individual or organization and ask for deliverables including but not limited to original	According to national travel statistics: 1. 57% of travelers feel that brands should tailor their information based on personal preferences or past behaviors. (Google/Phocuswright, 2017) 2. "There's nothing like first-hand experience. Buyers depart with authentic product knowledge which allows them to be ambassadors for the destination to their corporate and association colleagues." - "Fams: Are they Worth it?" https://aboutdci.com/2012/10/fams-are-they-worth-it/	We will include a summary that includes the breakout of hours worked on publicity tasks related to the Fam Trip. We will also evaluate whether or not deliverables were met and whether or not	We would like to continue to inspire visitors to travel to the Gardiner area in the winter and shoulder seasons and feel that bringing an outside entity with a large online audience will help us with this goal. When potential visitors are exposed to a hands-on experience reported on by a fam tour, they can visualize themselves having the experience themselves and therefore may be more inspired to choose Gardiner as	\$1,500.00	This method was a success. The GCVB hosted the travel influencer 'Travelin' Mel from which we received multiple methods of media exposure including: Instagram: 2 posts and a highlight reel Post @ Bbar ranch Xsking: 275 likes; 2,431 reach Post @ Yellowstone National Park: 229 likes; 1,510 reach Blog posts: YellowstoneTrips.com X 2 & TravelingMel.com X 2 YellowstoneTrips.com <i>Why Gardiner should Be Your Basecamp for Visiting Yellowstone in the Winter:</i> 886 pageviews <i>Best Places to Stay Near Yellowstone National Park:</i> 4,868 pageviews TravelinMel.com <i>Nordic Ski Trails in Montana:</i> 915 pageviews	Travelin' Mel 2020 Winter Materials.pdf

	photography, social media posts, blog post, or print piece. We would welcome partnering with a local business, region, or CVB to help stretch our limited budget for this segment.	3. Well organized FAM Tours can reach the highest ROI of all marketing platforms demonstrating yielding anywhere from 20% - 50% instant increases in sales. "Fam Tours" http://www.student-market.com/services/business-solutions/fam-tours	each deliverable was successful in terms of reach, engagement, increase in photo library assets, etc.	their next destination. We would also like to have funds on hand to support Fam Trips sponsored by Yellowstone Country to our area such as meals, lodging, and activities.		<p><i>Things to do in Montana:</i> 8,663 page views</p> <p>Please see full attachment including itinerary Travelin' Mel 2020 Winter Materials</p> <p>The GCVB would like to continue using this method in the future as we believe it gives us a great amount of exposure to our target audience. However, we will need to asses if each trip is fiscally possible as film permitting in Yellowstone National Park continues to change and we may require additional permits for each influencer/FAM trip.</p>	
						\$47,015.00	

Marketing Method Evaluation Attachments

- Attachment 1** FY20 Gardiner CVB Budget to Actual report and pie chart.pdf
- Attachment 2** GCVB_Outside BZN Winter.pdf
- Attachment 3** GCVB_Fall Hit List Image.jpg
- Attachment 4** 2020_YNPTP Winter Magazine Collaborative.pdf
- Attachment 5** Gardiner MT State Trip Advisor Partnership.pdf
- Attachment 6** CFA_JV Reports & Materials.pdf
- Attachment 7** YCountry Warm Season Print Materials.pdf
- Attachment 8** FY20 Fall_Winter_Spring Digital Materials.pdf
- Attachment 9**
- Attachment 10**

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Website/Internet Development/Updates	\$3,000.00	\$0.00
Consumer	Social Media	\$7,000.00	\$0.00
Consumer	Photo/Video Library	\$1,000.00	\$0.00
Consumer	Joint Ventures	\$7,000.00	\$0.00
Consumer	Travel Guide	\$3,500.00	\$4,000.00
Consumer	Printed Material	\$1,000.00	\$0.00
Consumer	Print Advertising	\$1,000.00	\$0.00
Consumer	Electronic Adv - Newsletter, E-blast	\$375.00	\$0.00
Consumer	Online/Digital Advertising	\$4,250.00	\$0.00
		\$28,125.00	\$4,000.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$4,500.00	\$0.00
Marketing Support	Administration	\$9,403.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	Opportunity Marketing	\$1,237.00	\$0.00
Marketing Support	Cooperative Marketing	\$750.00	\$0.00
		\$17,390.00	\$0.00
Publicity	Fam Trips	\$1,500.00	\$0.00
		\$1,500.00	\$0.00
		\$47,015.00	\$4,000.00

Miscellaneous Attachments

Description	File Name	File Size
Gardiner CVB FY20 Pie Chart	FY20 Pie Chart.pdf	553 KB

Reg/CVB Required Documents

Description	File Name	File Size
FY20 Compliance Documents	FY20_ComplianceDocuments_GardinerCVB(1).pdf	1.1 MB

