



**Grant Details**

**80683 - FY20 Region/CVB Marketing Plan**

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86692 - FY20 Southwest Montana Marketing Plan

DOC Office of Tourism

**Grant Title:** FY20 Southwest Montana Marketing Plan  
**Grant Number:** 20-51-005  
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**Community & Brand Support**

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*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?*

**Southwest Montana** is centrally located between Glacier and Yellowstone National Parks, making it the ideal travel route between the two destinations. We are rich in history and culture, outdoor recreational opportunities, natural geological attractions, birding and wildlife watching. Southwest Montana offers the best blue ribbon fishing statewide. Southwest Montana has 300 properties and 3828 rooms in the region. In addition we have 158 campgrounds.

**Southwest Montana** attracts an active mature/boomer audience with a focus on soft adventure. The region is a big draw for heritage and culture enthusiasts. We have a large nationally recognized heritage corridor running from Butte to Anaconda. Another target audience is families that travel by car and are looking for affordable family vacation activities and lodging options. Our 2017 visitors were mostly repeat visitors with 82% of groups being repeat visitors to the state and 84% plan to return within two years. First time visitors made up 7% of our groups.

**Strengths** - historical opportunities including ghost towns, historic sites, location between the national parks, Lewis & Clark sites and museums; cultural opportunities -western heritage, live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, trolley tours, pow-wows, farmers' markets and more; natural resources -hot springs, radon health mines, rockhounding for gems, Lewis & Clark Caverns, fly-fishing ,rafting, blue ribbon rivers and streams, hiking, biking, outdoor trails, downhill skiing, and ski joring.

**Opportunities** - develop niche markets of history, ghost towns and "ghosts, outdoor activities, attract filming opportunities, and work with our outfitters and guides;" work with cvb's and cities and other organizations to gather photos and have them available as the need arises; continue education and collaboration on travel information, grants, and other options available to travel businesses in the area.

**Challenges** -transportation concerns, off-season closures of attractions, limited cell phone coverage, and poor economic factors; potential enviromental situations such as fires, smoke, and flooding; a need for touring companies as many travelers prefer someone to take them to the attractions and take the guesswork out of their planning; lack of wayfinding signage throughout the region and within individual communities; shortage of meetings & convention facilities limits the ability to draw on these groups for potential revenue throughout the year and particularly in the off-season. Another challenge is expanding the education of opportunities and information to our constituents that are not connected to the regions and cvb's.

**More spectacular unspoiled nature than anywhere else in the lower 48.**

From the Madison River Valley to the Pioneer Mountains Scenic Byway and from Gates of the Mountains to Lewis & Clark Caverns, Southwest Montana offers an abundance of unspoiled nature. In addition, visitors can view a variety of wildlife while visiting Red Rocks Lake National Wildlife Refuge or the Scapegoat Wilderness Area (to name just a few).

**Vibrant and charming small towns that serve as gateways to our natural wonders.**

Southwest Montana provides a direct route between Glacier and Yellowstone National Parks and has many vibrant and charming small towns. Visitors can explore the fishing mecca of Ennis (also known for its great art scene) or take a trip to the Sweet Palace located in Philipsburg (noted as being one of the "Prettiest Painted Places in America"). From the sophistication of the capital city, Helena, to historic Butte, America, the region offers visitors a variety of options when it comes to small town charm.

**Breathtaking experiences by day and relaxing hospitality at night.**

Hiking, biking, skiing, fishing, rockhounding...from soft adventure activities such as scenic driving and wildlife viewing, to more extreme activities such as mountain biking and snow kiting, Southwest Montana offers a plethora of breathtaking experiences. And, with a wide range of lodging and dining options, the region also boasts a wealth of options when it comes to relaxing hospitality at night.

**Describe your destination.**

**Inspiration** - Southwest Montana's advertising, our website, public relations and social media efforts will focus on building the inspiration aspect and the desire to visit.

**Orientation** - Our call center and Regions & CVBs provide tools to help the visitor plan a route and encourage a longer stay. The region's travel guide and website will play the strongest role in assisting visitors with "orientation" and the tools needed to assist with trip planning. If the visitor is already in the state, our regional tear-off map is available as well.

**Facilitation** - Regions and CVBs, our call center, communities, businesses and organizations all work together to make visitors aware of the full array of experiences available to them, encouraging them to stop and experience all that Montana has to offer. The region's website and travel guide will play an integral part for "on the ground" facilitation. In addition, we have a Southwest Montana regional map that is dispersed throughout the region and its surrounding neighbors.

**Optional: Include attachments here**

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

**Primary**—Both our primary and secondary target markets include repeat travelers to Montana. Since Southwest Montana is 76% repeat visitors and only 12% new visitors; we consider advertising to the two National Parks a benefit to extend the traveler's stay in the state or to entice the traveler to the region on a repeat visit.

**Active Mature** —consists of older married couples or singles (ages 55-64), college educated, usually without children. They lead an active lifestyle and enjoy visiting historic sites, landmarks and museums as well as partaking in general sightseeing and wildlife watching. According to 2018data from the ITRR, 38% of visitors to the region were between the ages of 65-74. And, another 35% of our visitors were between 55-64. The same data reveals that 57% of visitors to the region were made up of "couples" and 25% were individual travelers.

**Heritage/Cultural Enthusiasts** — This segment consists of individuals 35+ years of age, college educated,who enjoy learning more about western history and culture. They enjoy the experience of quaint communities and the opportunities within. They visit historic sites and landmarks and are interested in festivals and fairs about the West. Data collected in 2018 from the ITRR indicates that 20% of visitors to the region spent time at other state parks of which we have 11 in Southwest Montana. Also,17% visited hot springs, and an additional 15% visited the areas ghost towns and 11% visited Virginia/Nevada Cities. Lewis and Clark Caverns had 10% visitation and The Big Hole Battlefield and the Montana History Museum had 6% visitation while Clark Canyon Reservoir attracted 5% of the visitors.

**Secondary**—

**Travel Influencer** — We are still testing the waters with this market. The state has been bringing in travel writers that have social media with a large following in to entice more of the travelers that are using the social media channels. We are still assessing how this market works for us as it is expensive and hard to track the true effectiveness of it.

**Freelance or travel-publication specific writers** - with an assignment of preparing a vacation destination article for print, broadcast or Internet distribution.

**International Visitors** — Group and foreign independent travelers (FIT) predominately in markets serviced by RMI (UK, Germany, France, Italy, Norway, Sweden, Denmark, Finland and Australia) as well as Asia. The region considers international visitors as a secondary market because while there aren't enough funds to aggressively target these markets. Southwest Montana is able to create regional itineraries for group travel and FITs.

**Film Production/Still Photography** — Film production remains a secondary target market due to the budget that would be required to reach such a niche audience. However, when possible, the region works with the Montana Film Office to assist with production in the region. Consumer travelers are increasingly moved by "moving pictures" and therefore the region also focuses secondary marketing efforts on the film community.

**Video Gamers**- with the release of Far Cry 5 this market is new territory for us. We are unsure at the moment where we will go with this. The audience is quite a bit younger than our target market.

**Geographic Focus**— Currently the region's top target audiences based on 2018 ITRR data are: Washington State 10%, Alberta, Canada 8%, California 7%, Colorado and Wyoming 6%, and Idaho 5%.

**Sychographic Focus** - We focus on history and cultural enthusiasts, outdoor recreationalists, scenic drivers, and experiential travelers. These are all part of the high potential visitors. ITRR 2018

*b. What are your emerging markets?*

**Emerging markets** include outdoor recreation enthusiasts, "ghosts", video gamers, wedding destinations, Calgary through a sport show, motorcyclers and agritourism.

**Optional: Include attachments here.**

*c. What research supports your target marketing?*

**Much of our research** came from the latest ITRR non-resident research and surveys and the latest Arrivist information for Southwest Montana on the state Montana Office of Tourism and Business Development. Washington, Idaho, and Utah were identified as some of the state's strongest markets. Southwest Montana puts their travel guides in Salt Lake City and Idaho Falls which are both along the I-15 highway. They also identified history as a niche market which aligns right with our marketing plans.

**Southwest Montana Tourism Region strives to attract high-value, low-impact visitors with the potential to increase their length of stay and dollars spent per day as well as to influence repeat visitation in the region. We can accomplish this through the following goals:**

- Educate the traveler about the historical, cultural and recreational opportunities within the region throughout the year.
- Inform visitors traveling to and from either Yellowstone and/or Glacier National Parks of the benefits of traveling through Southwest Montana.
- Work with the regions, CVBs, TBIDs and MTOT to collaborate on funds and programs and projects as an option to increase the leverage of marketing dollars and exposure to our markets.
- Encourage intrastate travel by informing residents of Montana about the abundance of cultural, recreational and historical opportunities this region has to offer.
- Market to regional and statewide areas during off-peak season.
- Continue to disseminate the travel guide, to address "inspiration, orientation, and facilitation."
- Continue distributing the birding brochure to birding enthusiasts.
- Continue distributing the regional map available for "facilitation" among visitors on the ground. Set up a motorcycle trail and map.
- Increase photography and have a means to access photos quickly and easily through a shared photo library system.
- Continue designing our events section for our website.
- Inspire the Canadian traveler by attending the Calgary Adventure Travel Show along with other CVB's in the region.
- Expand on enticing our "ghost" enthusiasts to come to the region.
- Check out the motorcycle / social media tour potential in Southwest Montana.
- Continue with a new program where we partner with a different small community each year in Southwest Montana and we help them with marketing either their community or corridor.
- Determine how to work with the outfitters and guides to market this segment of our assets.
- Educate Southwest Montana Tourism Region members about the benefits of membership. Look at creating opportunities and partnerships with members/local businesses to stretch the region's marketing budget.

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

**Southwest Montana** will consider participation in MTOT's joint ventures depending on how they fit within our budget and target audience. Also, if either a site and/or publication wanted to do a more multi-media campaign we would be interested.

We would like to partner on the state's emerging history market as it has always been a strong market for us.

We would like to work with the state on promoting repeat visitors to our region.

**Optional: Include attachment here.**

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

We are interested in continuing to partner with Butte, Dillon, and Helena areas to get the most mileage out of our advertising funds.

We would like to continue working with our constituents on the Trip Advisor Program, the regional map, the influencer programs and some FAM tours that we like to coordinate together.

We would like to continue creating a more functional event section on our website and hope to continue coordinating with Central Montana on this project.

We are participating in the Calgary Adventure and Travel Outdoor Show along with Butte and Helena.

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

**Southwest Montana has participated in a number of co-ops with regional partners.**

*Trip Advisor Advertising*— Southwest Montana partners with the state and also sponsors nine communities on Trip Advisor. With these pages, Southwest Montana offers advertising to its members as well as providing regularly updated regional content. We are expanding the options this year that will have a greater visibility for the businesses in the region. We are also working with State Parks and Exploration Works on our Trip Advisor Program. Overall clickthrough rates were .35%.

*Sojern* - with the state. Yes, it was successful and helps with inspiration for Southwest Montana.

*True West Magazine*— We partnered with Southeast on this promotion as it was geared toward history and we share a great deal of this and we are also both on I-90.

Disaster Grants - we worked with the state and Glacier Country on marketing Lincoln, Ovando, and Seeley Lake on "Sled the Burn," a snowmobiling campaign after the smoke and fires affected these areas.

*Crown of the Continent Map and the Greater Yellowstone GeoTourism Maps* - We had several partners on these projects.

*Lewis and Clark Trail* - we had many regions and cvb's be a part of this as well as it being a multi-state project.

*Far Cry 5 Hope County* - we partnered with the state on creating a website and field guide on this.

Southwest Montana participated in one MTOT co-op in FY18 with the *Sojern*.

We work with several different partners on the Influencer / Fam tours.

Southwest Montana has partnered with the state parks, the Butte CVB and the Helena TBID to produce a tear-off map of the region. The map highlighted points of interest, state parks, and scenic routes for the

traveler. We also had breakout maps of Butte and Helena on the opposite side along with their specific attractions.

The region also supports different community projects through cooperative funds. These projects are evaluated on a first come, first served basis by the board until the funds are depleted.

Optional: Include attachments here.

Optional: Include attachments here.

SWMT pie chart.xlsx

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 Attchmnt
Consumer	Online/Digital Advertising	We will continue an online advertising campaign on various travel and lifestyle sites. Our campaign contains both prospecting and retargeting banner ads. Continue partnering with several of the towns, state parks, and small businesses. We are expanding this to actively include even more of our attractions and small tourism businesses.	See research in attachments  Our FY18 campaign had 7,986,564 digital impressions, We had an average Click-through-rate of .22%.	We plan to measure success through the click-through-rates and traffic to our website.	We do several different types of advertising and look for the best values to help cover our variety of attractions and niche markets. We work with MOTBD when it works for us. Online digital marketing is cost affective and we are able to target to our audiences. We have found that the mix of banners, print, advertorial all play into the success of our campaigns. We work with our CVB's and other towns to showcase them on Trip Advisor. We will relook at the actual viability of the banner ad placements and might make some adjustments.	\$70,000.00	Yes, we met our objective. Our marketing strategy was successful and yes, we will continue.  Our Overall CTR was .55% which surpasses our goal of .22%. We had 4,254,948 overall impressions and 23,523 overall link clicks. Please see the attached report.	podigitalmarketing1.pdf
		We will continue advertising in key	<ul style="list-style-type: none"> <li>82% of internet users trust print advertising when making a purchasing decision. (WebStrategies)</li> </ul>		Our audience is a mix of		This method was successful and various print	

Consumer	Print Advertising	<p>regional/national publications as well as explore niche publications that reach the region's target audience. In the past we advertised in <i>Go! Ranger National Park, National Park Maps for both Yellowstone and Glacier, Sunset Magazine, Outdoor Adventure, Truewest Magazine, Yellowstone Journal, Northwest Travel, Backpacker, Road Runner, and Destination Missoula Guide</i>. We will look at optoins to do joint marketing with MOTBD and regional and CVB partners The <i>International Roundup</i> is a market we are considering. We will look for outlets featuring historic travel, national park travel, ghost towns, ghosts, camping, and birding as well as specific information on Montana and/or Southwest Montana attractions. In FY19 our print advertisements had a circulation of 2,359,156.</p>	<ul style="list-style-type: none"> <li>Print is 43% less annoying than the internet. (PrintIsBig)</li> <li>Print is 59% more engaging than online articles. (PrintIsBig)</li> <li>96% of news reading is still in print. (PrintIsBig)</li> <li>The global print industry is worth \$765 billion more than the online advertising industry. (WBF)</li> <li>Offline marketing results in 67% of all online searches in the US, with 39% of the searches result in sales. (B2CPrint)</li> <li>Combining print with online and TV advertising delivers a 15% increase in brand awareness. (OnTheBayMagazine)</li> <li>Magazines and newspapers have the highest ROI at 125% compared to other mediums. (AMA)</li> </ul> <p>Over 55% of all consumers trust print marketing more than any other advertising method. About 70% of consumers find print advertising more personal. About 40% of consumers have made a purchase in the last 3 months due to a direct mail piece they received. Over 50% of Millennials pay attention to print ads. 56% of direct mail is read by recipients. "Interesting Print Advertising Statistics" David Dobbs</p> <p>More research is in the attachment.</p>	<p>Print ads direct viewers to request information and some are just inspirational. We plan to measure success by the reponse to the advertising received measured by the number of requests received.and by distribution counts of the publications ads were placed in. We will be successful by distributing messaging through select publications and we will report print distribution numbers which indicate how many viewers/messages/impressions were made available.</p>	<p>demographics. We find that our older more mature audience is more inclined to look at print media. The printed material directs people to our website and to our travel guides. We hope to reach targeted audiences through travel and niche magazines.</p> <ul style="list-style-type: none"> <li>56% of customers perceived print marketing as the most trustworthy amongst other avenues of marketing. 143 Print Marketing Statistics That Will Surprise You <b>Brandon Stapper</b> November 10, 2018</li> </ul>	<p>ads were distributed through various publications with targeted audiences:</p> <p>Glacier Country Travel Guide ad - 150,000 print copies + 359,926 digital impressions + .20% CTR on banner ads</p> <p>Destination Missoula Travel Guide ad - 80,000 print copies + 41,050 digital impressions + .25% CTR</p> <p>True West Magazine - 75,000 print copies + 71,706 digital impressions + 480 clicks, .22% CTR</p> <p>Seattle Mariners Seasonal Program booklet - 250,000 print copies</p> <p>Super Bowl 2020 Program ad - 1,000,000 print copies</p> <p>Portland Trailblazers Program ad - 250,000 print copies</p> <p>World Series Program ad - 400,000 print copies</p> <p>NBA All Stars Program ad - 150,000 print copies</p> <p>NHL All Stars Program ad - 150,000 print copies</p> <p>Bird Watchers Digest - 25,000 print copies</p> <p>Adventure Outdoors - 85,000 print copies</p> <p>Oh, Ranger - 400,000 print copies</p> <p>Given the negative results were likely due to the COVID-9 slow/halt to travel, we still see positive results from print advertising and will continue this method. Please see the attached report.</p>	pc print marketing ads.pdf
Consumer	Travel/Trade Shows	<p>In 2019 we did the Outdoor Adventure and Travel Show in Calgary. The show is devoted to outdoor adventure and travel enthusiasts. Many were interested in the Lewis and Clark Caverns, scenic drives, and traveling to Yellowstone Park. We have several partners from Southwest Montana at the show and feel that we can make a great presence for the region.</p>	<p>In 2018 the show had 13,600 consumers attend the event. 71% of the people who attend obtain info about new travel destination. 96% of visitors to the show say they will come back to the show next year.</p> <p>Many of our tourism businesses say many snow birders from Canada make their way down the I-15 corridor right through the Southwest Montana region.</p>	<p>Each show is different but for the Calgary Show we plan to increase our travel guide give away by 15% and increase our Canadian traffic to the area by 2% for 2019.</p>	<p>Our tourism partners in Helena and Butte are participating in this show. Our presence will add depth to those places as well as all of Southwest Montana and especially those along the I-15 border.</p>	<p>No we did not meet our objective. Due to COVID-19 the Adventure Show was cancelled and therefore we were not able to attend. Although the method was not successful in FY21, the strategy is usually successful, therefore we will do again. The funds spent were non-refundable reservation/deposit fees for our booth, they will be credited for next show we are able to attend. Our booth cost has already been paid and will carry over to the next show.</p>	

		We will look at partnering with Southeast Montana on a history type travel show.						
Consumer	Social Media	<p>Social media and peer reviews are an integral part of the travel planning process. Southwest Montana manages Facebook, Twitter, Pinterest, Instagram YouTube and a blog. To maintain a fan base, we need to continue updating content on these social sites and interacting with our followers.</p>	<p>People spend an average of 2 hours and 22 minutes per day on social media networks. Facebook shows the most powerful social media with 68% of US adults using this platform. 10 Social Media Statistics You Need to Know in 2019 [Infographic] Maryam Mohsin Marketing Your Store 7 Mar, 2019 100+ Internet Stats and Facts for 2018</p> <p>See additional research in the attachment.</p>	<p>Our goal is to have an increase in fan base by 4%. We plan to measure success through the increased number of fans and interactions on Facebook, Twitter, and Instagram.</p>	<p>Social media is a well-used travel-planning tool. Travelers rely on peer reviews from not only third-party websites (such as Trip Advisor) but directly from their social set on their individual networks.</p>	\$23,000.00	<p>Yes, we met our objective. Our marketing method was successful. We will do again.</p> <p><b>Facebook</b></p> <p>Throughout 2020, we put emphasis on both engaging with our current Facebook audience and reaching a new audience. As COVID-19 became a prominent issue facing us, we held back on attracting a new audience and rather focused on engaging with the audience we already have. Facebook remains our largest presence across social media channels.</p> <ul style="list-style-type: none"> <li>• Our Facebook following increased by 6.3% and we have maintained a following of 62,862 fans.</li> <li>• Our audience remains skewed slightly toward women (54%) and 52% of our audience is over the age of 55 years.</li> </ul> <p><b>Twitter</b></p> <p>In 2020, we maintain our presence on Twitter, finding that this platform is a great way to engage 1:1 with our followers. Our Twitter presence was used primarily to feature individual businesses and attractions in the Southwest Montana region.</p> <ul style="list-style-type: none"> <li>• Our audience continued to grow, seeing 3% growth to 3214 followers.</li> </ul> <p><b>Instagram</b></p> <p>We have used Instagram as our primary channel for audience engagement in 2020. The Instagram platform is all about promoting our breathtaking region through images – there is no shortage of stunning scenery to share in Southwest Montana. Again in 2020, we used this platform to promote user generated content that we would be unable to procure ourselves.</p> <ul style="list-style-type: none"> <li>• Our following has increased by 15% to 4,299 followers.</li> <li>• We found success in using user generated content in which we had been tagged. This content was reposted to reach a greater audience benefiting both the Southwest Montana profile and that of the engaged users.</li> <li>• Instagram stories are key to user engagement for up-to-date content with which users can interact. These stories have been used even</li> </ul>	pc social media.docx

							<p>more so to promote safe travel through Montana during the COVID era.</p> <p><b>Blog</b></p> <p>Active since 2010, we are seeing an increased following on the Southwest Montana blog. The blog accounts for a major portion of the content development for southwestmt.com and provides updated and relevant content for site visitors. We are continuing to develop blog content that is shareable, relevant, and timely that will be shared across channels and highlighted throughout the website. We continue to feature two blog posts in each of our monthly newsletters. In 2020, Tempest Technologies has published 27 blog posts through October.</p> <p><b>5 top posts:</b></p> <ul style="list-style-type: none"> <li>• Our Favorite Stops Between Glacier and Yellowstone</li> <li>• What on Earth Does 3-7-77 Mean?</li> <li>• Meander through the Big Hole Valley</li> <li>• Copper Kings</li> <li>• Wilderness Art   Sculpture in the Wild</li> </ul> <p>Quick stats</p> <p>Google Analytics on the Southwest Montana blog allows us to compare use over the previous year. These statistics compare January 2020 – October 2020 to January 2019 – October 2019</p> <ul style="list-style-type: none"> <li>• We saw a <b>42.14%</b> increase in page views to the blog (28,163 vs 19,813).</li> <li>• Average time spent on blog pages increased by 16.08%, now at 02:26 vs. 02:06.</li> </ul>	
Consumer	Photo/Video Library	<p>We will continue to acquire video and photos in order to provide new content on our website, YouTube, Facebook, and more and also for footage in our advertising campaigns. We are also acquiring and doing seasonal updating of video for our HD Monitors we have in 12 areas around the region.</p>	<p>Over 1 billion hours of video are watched daily on YouTube in 88 countries in 76 languages, according to YouTube's statistics. YouTube is also the world's second-largest search engine after its parent company Google.</p> <p>Please see the attached research information.</p>	<p>Our success is measured by obtaining new video and photos for multipurpose uses including website. We want to obtain at least three new videos and have more material for all our video monitors in the region. We would like to add 15 more high quality photos to our library. Facebook, YouTube, Twitter, and for our travel guide and advertising.</p>	<p>We need video to educate and engage the traveler of our region. Also, we use video in our advertising and social media. We are wanting to keep the information fresh and build our archive for repurposing.</p>	\$25,000.00	<p>Yes we met our goal, our strategy was successful and we will do again. We had a photo shoot with Garrett Smith where we acquired over 100 full nonexclusive rights. We acquired three videos before the pandemic and added several more during the pandemic. Please see the attached report.</p>	<p>PC photo and video.docx</p>
					<p>We have so many</p>			

Consumer	Printed Material	<p>We will continue to produce the travel guide. It is distributed to individuals interested in traveling to and within the region. We also distribute our regional maps and birding brochures. We will look at a potential motorcycle and at a camping print piece as it was strongly requested from the travel show we attended. Camping is also moving way up on the list of requested information from our call center.</p>	<p>Please see great research information in the attachment.</p> <p>85% of people decide on activities after they reach their destination. Aaron Nissen, Digital Marketing Strategist; Governor's Conference on Tourism and Recreation, Big Sky Resort 2018</p>	<p>By completing the production, distribution, and fulfilling of all requests for all our specified printed information.</p>	<p>towns, attractions, and outdoor activities which make the travel guide one of the best ways to educate travelers of all of these benefits in Southwest Montana. Our Philipsburg partners, who are up consistently in sales revenue, use brochures and travel guides as their main sources for advertising.</p> <p>Brochures, maps and travel guides are the #1 in-market influence. (Bentley University)</p> <p>70% of tourist pick up brochures in-market. Bentley University)</p> <p>"Custom print magazines will make a resurgence as a premium content delivery channel due to decreased print competition and a desire by audiences to re-connect with tangible, high quality publications that offer deep content expertise that fills their needs, surprises and delights them."</p> <p>"All Business, Your Small Business Advantage" allbusiness.com</p> <p>Birding is increasing every year and we find that our brochures are in great demand for the serious birder. If needed we might reprint. Our regional maps have been partnered with Helena and Butte and we have made them foldable for our next print. They are gaining popularity and we are looking at increasing the size.</p>	<p>\$71,713.00</p> <p>Yes, we met our objective to produce and distribute printed promotional materials; our strategy was successful and we will continue this method. We produced 165,000 travel guide. all requests for travel guides, motorcycle maps and tear-off maps were delivered. We printed 10,000 Visit Southwest Montana guides that were updated and improved and we printed 2,500 motorcycle maps. These were delivered at the brochure exchange and sent out per requests. See attached report with production counts.</p> <p>We were successful at fulfilling all requests. See fulfillment report.</p>	<p>pc printed materials.pdf</p>
						<p>Yes we were successful; we met our objective and we will do again. Our subscribers increase by 11%.</p> <p>Each month, unique e-newsletters were created and distributed to Southwest Montana's growing list of email subscribers.</p>	

Consumer	Electronic Adv - Newsletter, E-blast	Southwest Montana currently has 16,466 subscribers on its e-newsletter list. We had an average Click Through Rate increase from 5.4% to 8.9% in 2018. We will continue to design and distribute a monthly e-newsletter to highlight attractions and activities through the region.	<p>70% of individuals want to learn about products through content rather than through traditional advertising. "Small Business Trends, Digital Advertising Jan. 24, 2017"</p> <p>a community highlight, video of the region and events. Average Monthly Open Rate of 15.2% Average Monthly Subscribers 16,466 Average Click Through Rate increased from 5.4% in 2017 to 8.9% in 2018.</p> <p>Communication via email constantly grows. In 2017, the total number of emails sent and received amounted over 225.3 billion and it is expected to grow to 257.7 billion by the end of 2020. There are 3.7 billion email users; personalization and refreshing your client database is vital if you want to reach your customers effectively. Sales Manago Editor, January 8, 2018</p> <p>Please see attached for more research information.</p>	We plan to measure success through the total number of subscribers on the list, the open rate of the e-newsletter, and the click-through rate to the southwestmt.com website a. Our goal is to increase the number of subscribers by 8% for the year.	Each month, unique e-newsletters were created and distributed to Southwest Montana's growing list of email subscribers. In September of 2017, we had the opportunity to redesign the newsletter to increase engagement (measured by click-through rate). We continued to use this template and saw continued growth in 2018. Each newsletter features images of the region, a welcome, blog posts, a community highlight, video of the region and events.	<p>\$11,500.00</p> <p>These emails feature a variety of site content and aim to highlight a variety of locations and activities across our region. Included content for each contains: links to our social channels, highlighted blog posts, videos, events (prior to COVID-19), and more. Each of the monthly newsletters are sent using Constant Contact.</p> <p><b>Newsletter quick stats</b></p> <ul style="list-style-type: none"> <li>• Average Monthly Open Rate of 24.7% (vs 22.3% last year)</li> <li>• Monthly Subscribers 16,579 (vs 14,938)</li> <li>• Average Click Through Rate of 9.8% (vs 8.9%)</li> </ul> <p><b>Monthly email themes</b></p> <ul style="list-style-type: none"> <li>• New Year, New Adventure</li> <li>• Bundle Up in Southwest Montana</li> <li>• Checking In from Southwest Montana</li> <li>• Stay Inspired</li> <li>• Latest Montana Travel Information</li> <li>• Stay Cool in Southwest Montana</li> <li>• Travel with Care</li> <li>• Southwest Montana is Ready When You Are</li> <li>• Halloween Edition   Haunted Montana</li> </ul> <p>copies of electronic newsletter are available online visit <a href="https://southwestmt.com/emailnewsletter/">https://southwestmt.com/emailnewsletter/</a></p> <p><b>Qualifying lead letter</b></p> <p>Due to COVID-19 Southwest Montana saw a significant drop in leads over the course of the year. We implemented a qualifying lead letter in 2019 that was again used in 2020. This allowed us to ensure that our visitor guides are being sent specifically to those most interested in Montana travel. We continue to use MailChimp for this process.</p> <p><b>The process</b></p> <ul style="list-style-type: none"> <li>• After receiving the leads from Reader Services, the contacts are sent a welcome letter.</li> <li>• If they open the letter they are sent a Southwest MT Travel Guide and are added to our monthly email list.</li> <li>• If they do not open the letter, they receive a second email to further encourage engagement.</li> </ul>	Newsletter Research.pdf
		We constantly update content on our website in order			Based on the	No we did not meet our objective, we still feel that our strategy was successful, and yes, we will do again.	

Consumer	Website/Internet Development/Updates	to stay relevant. We will continue to add website updates, enhancements and new content. We will also continue with search engine optimization. We are currently partnering with Central Montana on an event program that will better showcase our events in the region.	<ul style="list-style-type: none"> <li>There are <b>4.1 billion Internet users</b> in the world as at December 2018. This is compared to 3.9 billion Internet users in mid 2018 and about 3.7 billion Internet users in late 2017. <b>Internet Statistics 2019</b> John Stevens — Dec 17, 2018</li> </ul> <p>Please see more research in the attachment.</p>	We plan to measure the success of our website through increased traffic of 4% to the site,	supporting research/statistics, it is vital to the region to keep the website up-to-date in order to help potential visitors with the orientation and facilitation portion of their travel planning.	\$34,000.00	<p>We have seen slight growth in users over the course of 2020. While these numbers do not reflect the same growth as we have seen in previous years, that is largely in part to Q2 and the decrease in traffic due to COVID-19. In 2020, there has been a <b>1.32% increase in users</b>, a 0.56% increase in number of sessions, and a 6.09% decrease in pageviews. We have seen strong growth year-to-date in organic search traffic with a <b>25.18% increase in organic traffic. Organic traffic now accounts for 76.4% of all traffic.</b></p> <p>Please see the attached report for additional information and upgrades we have done with our website.</p>	PC Website.docx
Consumer	Joint Ventures	We will evaluate projects that we can partner with MTOT, other regions/ CVBs/ TBIDs and members to further stretch the region's marketing dollars on projects. We will partner on the Greater Yellowstone Nat Geo Map, National Park Lewis and Clark Brochure and website, TBEX Writers Seminar in Billings, and the Accommodations Guide. Also, we are hoping to do a joint venture on the newly identified state niche market of history.	In FY18, we did a joint venture on the Crown of the Continent Nat Geo Map, the Greater Yellowstone Nat Geo Map, the National Parks Lewis and Clark brochures and website project.. It has a 2,074,000 readership. The Greater Yellowstone Map distribution was complete so another printing is needed. This map is well distributed at our Lima Rest Stop.	We will measure success depending upon the individual joint ventures: distribution counts, website analytics for specific JV projects, response rates to online advertising through click-through rates and our print advertising through distribution counts.	MTOT's online cooperative programs in the past have provided the region an affordable option to reach certain demographic and geographic target audiences.	\$8,000.00	<p>We were not able to meet all of our objective, due to COVID-19, however, the method is usually successful and we will try again in future years. Although, bed tax dollars were down 12.88%; the number of travel guide mailed out decreased by 79%. We will do again because COVID-19 impact accounted for the dramatic decrease in performance.</p> <p>Lewis and Clark joint ventures - our strategy was successful. we will do again. For this project Southwest Montana reported 14,581 users to the SWMT page on the LC site and another 14,450 new users. We had a total of 16,540 sessions and 1.13 numbers of session per user. Please see attached report.</p> <p>Crown of the Continent - yes, we met our objective. Yes our strategy was successful and yes, we will do again. # Maps Distributed (Jan.-Dec. 2019): 90,353 Maps</p> <p>The BMW Rally was cancelled due to COVID. Therefore, we were unable to meet the objectives of this particular joint venture; because joint ventures overall are usually successful we will continue to use this method.</p> <p>Sojern and TripAdvisor - Yes, we met our objective, yes we were successful and yes we will do again. Sojern CTR average .16%, 2,207,595 impressions, clicks 3,592. TripAdvisor CTR average .17%, 739,628 impressions, clicks 1,269. Complete Metrics are attached in the final report.</p> <p>State accommodations guides, - yes, we met our objective yes, we were successful, yes, we will do again. Contributed to printing the accommodations guide meets the needs for travellers who are requesting printed copies of accommodations.</p>	pc jv sojern.pdf
							<p>Yes, we were successful, we met our objective, and we will do again.</p> <p><b>Key Metrics:</b></p> <p>The continued emphasis on search engine optimization of the Southwestmt.com website has resulted in positive results. While overall</p>	

Consumer	Webpage Marketing/SEO/SEM	We like to do online marketing with Google Adwords to drive traffic to our website. This is just another way to bring exposure to our website.	<p>As of July 2018, 90.46% of people use Google as a search engine. Bing is 3.13% and Yahoo is 2.21%. Most Notable Digital Marketing Statistics 2019 Written by Cameron November 2, 2018</p> <p>In 2017, Google accounted for over 79% of all global desktop search traffic "15 SEO Statistics for 2018" See additional research in attachment.</p> <p>More statistics are in attached report.</p>	By an increase of 4% of clicks on the Adwords and traffic tgo our website.	We like to get our website exposed on the front page of searches. Google Adwords is a great way to help us get there for key word searches.	\$10,000.00	<p>traffic to the website remained flat in 2020, organic traffic to the website year-to-date represents 76% of the total traffic. This percentage has continued to increase over the past two years and serves as a good indication that the ongoing improvements being made to the website are having a positive impact on rankings and traffic.</p> <p>Last year we enhanced pages in the winter activities section of the site as a test case to determine what kind of impact we might be able to make and the results of those efforts have been promising. Content in this section was re-written to include long and short tail keywords related to the target subject matter. HTML Title and Meta description tags were updated and page content was optimized. These changes resulted in a 53% increase in page views in 2020 which exceeded our expectations.</p> <p>We also recently implemented improvements to the interest/category pages that we expect will help improve page rankings in 2021. These updates combined with the integration of user generated content and imagery from the CrowdRiff platform will hopefully increase traffic and improve the average time spent on the site from our visitors.</p> <p>Updates and search engine optimization of our top blog articles resulted in a 42+% increase in traffic to those pages on the site which again exceeded our expectations and goals for the year.</p> <p><b>Future Enhancements:</b></p> <p>The website redesign currently underway puts a lot of emphasis on search engine optimization and we are hopeful that the overhaul of the website will result in a significant increase in traffic to key targeted pages and content areas.</p> <p>Additionally, we will use tools at our disposal to conduct competitive analysis, looking at things like successful features and content, keywords that are attracting visitors, backlinks, and listing comparisons. Following this analysis, we may also explore the benefits of backlinking on the site. This would require an effort to get third party sites to link to various content on the Southwest Montana site. Finally, we will continue to focus on onpage SEO especially for the pages that we are updating and reorganizing during the redesign. <a href="#">Southwestmt.com google analytics</a></p>	Website SEO.pdf
Consumer	Opportunity Marketing	Southwest Montana puts funds in Opportunity Marketing for options that might become available at a later date.	The research that we have already done will apply toward this.	Will be determined at the time of the projects. By the increase of 4% to our bed tax collections.	Not all options for marketing are available at our annual budgeting time. These funds will be used for any unforeseen projects or will be applied to an existing project if a need should arise. We are also planning	\$13,000.00	We did not have an objective. We transferred our opportunity funds to cooperative marketing this year to help out the rural communities due to the pandemic. We will do this project again.	

					on using \$8000 to partner with a community or corridor to help them get a base for marketing projects.			
Consumer	Billboards/Out-of-Home	We would like to keep this marketing segment open as we have discussed it in the past and see that it might be a viable option.	Please see the attached research.	We will look for an increase of 4% in bed tax dollars. Depending on the project we will look for increase in traffic and responses by word of mouth.	We have found that billboards are the main source of turning traffic to several of our attractions including Tizer Gardens, Grant Kohrs Ranch, and an Antique Store. Tizer Gardens questions and records everyone, every day, and every year that comes to their attraction. Year after year the number one advertising that brings people to Tizers is billboards. Verbal research done with the Prison Museums and the local antique store said the same thing. T	\$1.00	Yes. We just put \$1 in for a placeholder. We met our strategy and method which was to do this if we had a good opportunity which we didn't. Yes, we will continue to put a placeholder in case of an opportunity we would like to take advantage at a later time.	Billboards Research.pdf
Consumer	Multi-Media Marketing	This segment will include funds for multimedia projects that have both a print and digital component, such as a print advertisement with an additional digital banner and/or leads. Examples of this will include an advertisement in both the print and online versions of <i>Yellowstone Journal</i> or <i>True West</i> . We may add additional projects as the opportunity arises and if additional funds become available.	82% of internet users trust print advertising when making a purchasing decision. (WebStrategies) Our FY18 campaign had 7,986,564 digital impressions. We had an average Click-through-rate of .22%.	We plan to measure success by the increase of digital activity by 3% and the increase of bed tax by 3%	So much of our media costs apply to several different marketing arenas such as artwork, brand, digital and print placements. Multi Media incorporates the many different components.	\$30,000.00	Yes, we met our goal of increasing our digital activity by 3%. We were successful and we will do again.  For our bed tax goal of an increase of 3%; no, we did not meet our objective, we were not successful due to Covid and yes, we will do again. Our bed tax dollars were down 12.88%.  Please see attachment.	pc Multimedia Marketing FY20.pdf
Marketing Support	Fulfillment/Telemarketing/Call Center	We use Certified Folder to distribute our travel guides in brochure racks and in certain rest areas around the state as well as to Eastern Washington, Coeur d'Alene area, Idaho Falls, and Salt Lake City. They also do instate delivery of our birding brochures. We are	Over 50% of US Travelers consult printed materials while making decisions. "Your Printed Visitor Guide can be a Marketing Machine: by Camille Leonard, posted June 6, 2017. 74% of consumers identify word-of-mouth as a key influencer in their purchasing decision. [Ogilvy/Google/TNS] 56% of B2B purchasers look to offline	We will measure our success by fulfilling 100% of all requests for travel information requested through the call center, emails, reader service, and mail or faxed requests within three days of end of each month. We will track the	The traveler is not as familiar with our region and doesn't know what specifically to ask for. With our travel guides out and available as much as possible and the call center influencing travelers, we are	\$79,663.00	We were successful in fulfilling requests for information/travel guides, etc. See attached report of monthly and year total of requests by type and number fulfilled.  We will continue to use fulfillment method in the future.	pc telemarketing.pdf

		out for RFP for a call center but in the past we have used MARS Stout to connect with travelers through the call center. They have also helped make up itineraries for travelers, leads that we get, and for our website.	word-of-mouth as a source of information and advice, and this number jumps to 88% when online word-of-mouth sources are included. [BaseOne]	number of requests for information that are received and the number that are fulfilled.	able to make it easier for them to obtain this information as they travel in the region or to encourage them to come back to Montana.			
Marketing Support	TAC/Governor's Conference meetings	This money is used for attending TAC and Governor's Conference meetings and any marketing meetings we attend.	The meetings further our understanding of tourism trends, opportunities, and issues. We are able to obtain the opportunities and challenges that are affecting us and share ideas and experiences that can make us better ambassadors for tourism.	By having attendance at 100% of the meetings.	This is required and necessary to properly run the tourism region.	\$1,500.00	Yes, we met our objective. Yes, the marketing strategy and method was successful. Due to the COVID-19 we did have virtual meetings and that worked for us. The annual Montana Governor's Conference on Tourism and Recreation was cancelled. The executive director attending the required quarterly TAC meetings in person and virtually.	
Marketing Support	Marketing Plan Development	The Marketing Plan defines the goals and objectives of Southwest Montana in the next fiscal year.	<b>Clear Goals Improve Chances of Success</b> Marketers who set goals have a 429 percent greater chance of reporting successful campaigns, and 81 percent achieve their goals. <b>Setting clear goals is one of the most difficult tasks for marketers, but this work pays off.</b>	We plan to measure success by getting approval of the plan and keeping costs within \$1000.	A marketing plan allows an organization to take a strategic look at its marketing dollars and how best to distribute those funds over the course of the year.	\$1,000.00	Yes, we did meet our objective. We did keep within the \$1000 go and the strategy was successful although we had to drop a few things due to the COVID-19 lockdowns. We dropped some public relations and held up on our frontline tours.	
Marketing Support	Administration	Administration includes personnel, rent, office supplies and basic needs to run an office.	An <b>administrative support</b> provides business with an enhanced communication system so other departments can run smoothly. <b>admin 0 Administrative service. Blog 5 Reasons Why Your Business Needs Administrative Support</b>	The objective for Administration budget is to spend funds appropriately and efficiently for managing the organization's operations. Per statute, the maximum allowed for the Administration method is no more than 20% of total lodging tax receipts. Success will be determined by the total spend in the Administration method; if it is 20% or less, we will consider the method successful.	The director is responsible for the daily activities as well as the annual cycle of the business.	\$87,000.00	We were successful in meeting our overall objective of staying within the allowable 20% for the Administration budget. We will continue to use this marketing method.	
		Southwest Montana offers cooperative marketing to qualifying nonprofit organizations	The statistics will depend on each	By completing 100% of the required completion reports. This will be done specifically to each project. We will	When our cities and attractions can market their businesses it helps to		Two of the cooperative marketing projects were successful and met their objectives, all others didn't meet their objectives due to the pandemic. We will continue to do cooperative marketing again next fiscal year.  Our cooperative marketing projects included promoting the Mode Lode Theatre with printed materials/brochures distributed in markets: Anaconda, Boulder, and Lincoln; and radio advertising; see attached report. Cooperative marketing for the The Mother Lode Theatre did well as their project started in the fall of 2019 and the majority of the activity occurred prior to the COVID19 closures in 2020.  The Mother Lode Theatre production of the "SpongeBob Musical" was the largest success out of seven shows. Overall individual ticket sales doubles over the fiscal	

Marketing Support	Cooperative Marketing	in the region. The funds are used to help stretch the marketing dollar of these entities.	application and project.	track distribution of messaging (radio, print, brochures), attendance and responses.	bring in tourists. This is a benefit to the whole state.	\$13,000.00	year 18/19.  The Cooperative Marketing project promoting the attraction "Sculptures in the Wild" in the Lincoln, MT area did extremely well and had great response. They had traffic/attendance of 46,000 people through September 30 <sup>th</sup> . That is 11,000 more than they did for all of 2019. Excellent response from the brochures as all available brochures were distributed, so a greater quantity will be printed/distributed next year. This outdoor attraction worked well for social distancing and seems to be one of the few attractions in the region or possible the state that did well during the pandemic. Cooperative marketing in the community of Lincoln is the only town who did well during the pandemic.  Due to the pandemic other cooperative marketing projects were cancelled.	pc Mother Lode Theatre.docx
Marketing Support	Outreach	Voices of Tourism educates the public on the benefits of tourism to our region and to Montana.	<b>The Relationship Between Tourism Education and The Tourism Industry: Implications for Tourism Education</b> Chris Cooper & Rebecca Shepherd Pages 34-47   Published online: 11 Nov 2014  Abstract The relationship between tourism education and the tourism industry is historically a complex one which has been characterised by a lack of trust. Increasingly, however, both education and industry are recognising the mutual benefits of developing a more co-operative relationship and the importance of narrowing the divide which has traditionally existed between them.	An opportunity was identified to provide support to the advocacy group Voices of Montana Tourism (VOT). The objective is to contribute funds that when combined with others will support the effective and efficient efforts of VOICES of MONTANA TOURISM in reaching a targeted audience through electronic communications during FY20.	Voices of Tourism provides data and information to the public on Montana tourism. It would be difficult for each of us to do this individually with our time constraints.	\$2,000.00	This method was successful. We met our objective. 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, Southwest Montana receives a presence and directory link on the voicesoftourism.com website which has been online since 2011 and has a robust following. This method will be continued in the future as it is an effective and efficient means of outreach, partner support and advocacy for tourism in Montana.	
Publicity	Press Promotions/Media Outreach	In addition to the PR efforts by the Montana Office of Tourism, Southwest Montana also solicits targeted editors, journalists and social media influencers to write about the region. We also respond to reactive press requests through our press room website, direct calls to our PR agency and through MTOT. Southwest Montana plans to work with MTOT and others as requested for press trip	It might be hard to believe, but 92% of consumers trust influencers more than they would an advertisement or a celebrity endorsement. The use of influencer content is a good way around the issue of ad blocking software, too. 10 Stats That Will Make You Rethink Digital PR  Word-of-mouth has been shown to improve marketing effectiveness by up to 54%. [MarketShare] Over 90% of marketers who employ an influencer marketing strategy in social media believe it is	We plan to measure success by having at least two publicity reports done of Southwest Montana.	Earned media represents one of our best efforts to create "word of mouth" advertising. Editorial articles prepared by third parties hold more authentic representation of the region than straight advertising. These articles help supplement our minimal advertising budget. We will	\$16,000.00	No, we did not meet our objective. Due to the COVID-19 pandemic our Frontline Fam tour was cancelled and we didn't plan for anymore Fam Tours in FY20. Funds spent in FY20 were for the down payment for the bus tour that could not be refunded but will be applied to the tour next year. We will continue to use this method based on success in other years.	



Marketing Support	Fulfillment/Telemarketing/Call Center	\$79,663.00	\$76,663.00
Marketing Support	Marketing Plan Development	\$1,000.00	\$1,000.00
Marketing Support	Administration	\$93,759.00	\$93,759.00
Marketing Support	Cooperative Marketing	\$13,000.00	\$21,000.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$1,500.00
Marketing Support	Outreach	\$2,000.00	\$2,000.00
		\$190,922.00	\$195,922.00
Publicity	Press Promotions/Media Outreach	\$16,000.00	\$1,000.00
		\$16,000.00	\$1,000.00
		\$593,886.00	\$593,886.00

**Miscellaneous Attachments**

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Description	File Name	File Size
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**Reg/CVB Required Documents**

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Description	File Name	File Size
Signed Documents	Required documents FY16 (3)signed.doc	57 KB
Required Documents	Required Documents.pdf	3.6 MB

