



### Grant Details

#### 108656 - FY22 Region/CVB Marketing Plan

#### 113973 - FY 22 Red Lodge Marketing Plan

DOC Office of Tourism

**Grant Title:** FY 22 Red Lodge Marketing Plan  
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#### Contract Dates

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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?*

Nestled in Montana's magnificent Beartooth Mountains and surrounded by the Custer Gallatin National Forest, Red Lodge delivers world-class outdoor recreation and access to Yellowstone National Park via the world-renowned Beartooth Highway. In our historic downtown, you'll enjoy locally owned shops, quality restaurants and plenty of first-class accommodations and entertainment. No matter what the season, Red Lodge is your Base Camp to the Beartooths.

The Red Lodge visitor arrives here looking forward to its natural beauty and quaint charm. What they discover is its magic. And for that, they return again and again, over a lifetime. Like so much of Montana, Red Lodge is surrounded by natural splendor -- Montana's highest peaks frame our back yards, its crystal-clear waterways tumble down our valleys, and that unique combination of pine and aspen scents invigorate our air. But as the Red Lodge visitor knows, we have something special going on here; we're just far enough off the beaten path that locals truly appreciate visitors, we want to say "Hello" when we see someone new in town, and we do not just throw out the welcome mat for you, we show you why we love living here.

Today's travelers are looking for that one of a kind of experience, and it's one Red Lodge excels at delivering.

A year-round population of just over 2,000 and an historic Main Street business district with great restaurants, shopping, entertainment, and accommodations means a stay in Red Lodge is an opportunity to make friends with locals.

Red Lodge, Montana, 2016 Gateway Community of the Year, anchors the most scenic route into Yellowstone National Park: the 68-mile alpine and structural wonder of the Beartooth Highway, an "All-American Road". Open late May-October, visitors come from around the world to experience its summer snowfields, high-mountain vistas, and legendary curves.

Sitting on the edge of a National Forest, Red Lodge lays claim to more than 3.6 million acres of uninterrupted and unspoiled wild country as our "backyard." Much of that is easily accessible with well-marked trails for hikers, horseback riders, and many near town are even open to bicyclists. Whatever the day's adventures entail, Red Lodge is the perfect Base Camp to the Beartooths.

Red Lodge is easily accessed from Interstate I-90 via State Hwy 212 from Laurel and Hwy 78 from Columbus. It is a one hour drive from Logan International Airport in Billings which is

served by four major Airlines, United, Delta, Alaska and American Airlines, and by Cody's airport which is served by United and Delta.

#### **OUR STRENGTHS:**

##### **Gateway to Yellowstone National Park**

*The Most Scenic Route to Yellowstone Park, over the Beartooth Highway*

##### **The Beartooth Highway**

Dubbed "the most beautiful roadway in America" by On the Road correspondent Charles Kuralt, the Beartooth Highway climbs to an astounding 10,947 feet above sea level. As it winds its way from Red Lodge to Yellowstone National Park, the Highway traverses an impressive range of ecosystems and geological wonders. At the highway's summit, travelers find themselves in a sky-high world of glacial cirques, clear alpine lakes, and snow that lingers through the summer months.

##### **Gateway to the Absaroka-Beartooth Wilderness**

Our back yard consists of millions of acres of high-country wilderness. As early as 1897, trails began snaking their way up the West Fork canyon, cleared by hand with saws and pickaxes. Today those same trails can take you to pristine country where visitors can enjoy a variety of outdoor activities.

##### **Great Shops, Restaurants and Music Entertainment**

Charming historic downtown hosts a variety of locally owned stores run by helpful, knowledgeable staff. Pop into one of the many restaurants for a quick burger and a locally brewed beer, or experience fine dining featuring wild game and other local fare. In 2018, eight of our local restaurants were selected to participate in Taste Our Place which is a program launched by the State of Montana. The Taste Our Place logo is a declaration of authentic Montana Quality. Relax and listen to some great music from our many local musicians or attend a first run movie at the historic Roman Theater.

##### **Year-round Skiing**

During the winter months enjoy bountiful snow, shimmering blue skies and terrain for all abilities that make for great fun on the slopes. Open from mid-November through mid-April.

During the summer months, the Beartooth Highway is your chair lift to acres of open terrain for skiing and snowboarding. For those that are not much interested in hiking there is Beartooth Basin with two permanent poma lifts for skier access to the Twin Lakes headwall.

##### **Arts and Culture**

Catch the spirit of today at one of the many art and photography galleries in town or experience various styles of art at the Carbon County Arts Guild & Depot Gallery and the Red Lodge Clay Center. For history enthusiasts, Red Lodge is home to the Carbon County Historical Society and Museum where visitors can learn about the colorful history of Red Lodge and the surrounding areas.

##### **Events and Attractions**

Red Lodge is home to many events and year-round attractions. Yellowstone Wildlife Sanctuary - Home of Champions Rodeo - Beartooth Rally - Winter Fest - National Finals Ski-Joring - Christmas Stroll - Fun Run - Iron Horse Motorcycle Rodeo - Red Lodge Songwriter Festival - Bearcreek Downs Pig Races - Beartooth Run - Shredfest, Cruisen' Red Lodge and many more.

##### **Proximity to Billings**

Billings is the largest city in Montana with a population of over 160,000 and a major transportation hub for South Central Montana. Travelers can reach Billings by air, bus or car on two east and west and north and south Interstates highways. Billings Logan International Airport is served by four major airlines United, Delta, Alaska, and American.

##### **Amenities**

Red Lodge may seem like a remote destination to some visitors, but they will be pleased to find we have the same amenities and comforts as they have at home, and more than adequate cell phone coverage and broadband internet in most areas.

##### **Safe Harbor**

During the COVID-19 pandemic, Red Lodge offered a "getaway" from the more populated urban areas. Red Lodge provided an escape to a scenic area with plenty of space to "distance" from others while also allowing many to work remotely. Lower density with higher space was exactly what people were looking for and Red Lodge became a safe harbor.

#### **OPPORTUNITIES:**

##### **Motorcycle/Auto Groups**

The Beartooth Highway was recently voted the *Number 1 Motorcycling Road in America* by the American Motorcyclist Association. It is a "bucket list" item for many motorcycle enthusiasts.

##### **Small Groups**

Red Lodge is the perfect destination for small groups. RV clubs, executive retreats, conventions of 200 people or less, craft clubs, all find the comfortable meeting spaces and hospitality of Red Lodge a great place to spur creativity, make new friendships and renew old relationships.

##### **Weddings/Reunions**

Picturesque venues, quality lodging options and numerous recreational opportunities in the surrounding area make Red Lodge the perfect setting to gather family and friends for your wedding or reunion.

##### **Tournaments/Community Events**

The newly revamped Roosevelt Center, our modern high school auditorium, and other historic venues, provide the opportunity to house tournaments as well as larger community events.

##### **Outdoor Competitions**

Challenging, yet stunningly beautiful terrain attracts competitors from around the country to a multitude of outdoor events. Included among these events are the Beartooth Run, Nitty Gritty Road Race, Collegiate Ski Races, National Ski Joring Championships and the summer Shredfest which is the only summer qualifier in North America for the Freeride World Tour.

##### **Media Partnership Opportunities**

Billings has a wide reach with television, radio and print media that we can better utilize with positive and timely press releases and promotional partnering. Quarterly, the Billings Gazette features what is going on in Red Lodge in its Explore editorial section. More can be done with KTVQ, KULR, YPR, and the print media options in Billings, Yellowstone Valley Women, and Magic Magazine, among others.

##### **Annual Events**

Red Lodge has a growing number of competitive, recreational and cultural events. Many of these events take place during the summer months but winter events such as the Alpine Ski Races,

National Ski Joring Championships, and Winter Fest also attract visitors from in state and out of state locations. In the Summertime we have Red Lodge Music Festival, Red Lodge Songwriter Festival, Fourth of July Rodeos and Parades, Beartooth Basin Summer Ski Area, Beartooth Bike Rally, Cruisen' Red Lodge Vintage Car Show, and Labor Day Fun Run just to name a few.

#### **Location and Way Finding Signage**

Red Lodge is miles from a major highway. Montana Highway signs point Yellowstone Park travelers past Red Lodge exits or towards the Chief Joseph Highway in Wyoming. Location and Way Finding Signage has finally come to fruition and will be implemented in time for this year tourist season.

#### **OUR CHALLENGES:**

##### **COVID 19**

In addition to our normal challenges, Red Lodge will have the added, significant challenge of adjusting to changes brought forth by the continuing COVID 19 Pandemic. One challenge will be making businesses and travelers alike feel safe enjoying what our community has to offer. We will be using Recreate Responsibly as our foundation for this messaging (along with any other restrictions the CDC may recommend) as we find our way forward. Our biggest challenge is housing and finding employees to fill open positions. As Red Lodge has become more popular as a destination for visitors, we have also become a very popular place to reside. Many long term rental homes have sold and the buyers have chosen to no longer rent their home. This has also increased the market value for homes in Red Lodge. There is little to no available long term rentals for front line workers who could typically find rentals. This in turn has created a shortage of employees to fill those positions. This is not only a Red Lodge challenge, but a challenge in much of the nation.

##### **Making Red Lodge a Destination**

Red Lodge is used as a 'Pass Through' for the Beartooth Highway and Yellowstone Park in the summer. If we can influence a small percentage of summer travelers to stay one additional night in Red Lodge and enjoy all the offerings of our town and surrounding area, it will make a significant impact on our local economy. In the winter months we need to reinforce Red Lodge as a winter destination to skiers and non-skiers alike. First class restaurants, comfortable accommodations, great shopping, restful relaxation, ice-skating, Nordic skiing, wildlife viewing, and hiking are a few of the winter time activities available in Red Lodge. Red Lodge Mountain is a fabulous, family-oriented alpine ski area.

##### **Location and Way Finding Signage**

Red Lodge is miles from a major highway. Montana Highway signs point Yellowstone Park travelers past Red Lodge exits or towards the Chief Joseph Highway in Wyoming.

**Montana is perceived as challenging to access.** In addition to the states' destination attribute weaknesses, both the Montana and Red Lodge brand brings with it this perceived access challenge.

##### **Beartooth Highway is Seasonal**

Weather and snow plow funding often delay the opening of the Beartooth Highway in the spring. Snowstorms will temporarily close the road. Timely communication of the road status is challenging with reports of closures carrying a higher priority than reports of the Highway re-opening. The portion of the Highway located in Wyoming is a secondary priority for snowplows.

##### **Make Winter Success Less Dependent on the Snow Conditions at Red Lodge Mountain**

Red Lodge Mountain is the major draw for Red Lodge in the winter season. The town's commerce follows the quality of the snow conditions on the mountain. We can reduce the dips when snow conditions are not at their best by promoting all of the other amenities, events and winter time activities going on in Red Lodge. Red Lodge is within easy reach of public access to BLM lands, Forest Service lands, and national parks. Hiking, cross country skiing, wildlife viewing, scenic drives, shopping, fine dining, and relaxing in one of our great accommodations to name a few.

##### **Online Mapping Services**

Google Maps and others report inaccurate information for routes and business addresses.

##### **Lack of City Marketing Support**

While the City of Red Lodge collects a Resort Tax, the governing body offers no marketing or promotional funds for Red Lodge.

##### **Perceived lack of comforts/technologies**

Montana is perceived to be somewhat remote and lacking many of the amenities and technologies those travelers who may be less outdoor minded are looking for.

##### **Perceived costs and time requirements inhibit visitation to Montana.**

Research shows focus group and in-depth participants expressed serious concerns about the cost of a trip to Montana. Beyond the cost of traveling to Montana, many generally felt that a trip to Montana would require a significant investment of time.

#### **COMPETITOR ANALYSIS:**

##### **Jackson Hole, WY**

Popular tourism destination because of its proximity to Yellowstone & Grand Teton National Parks. Website, mobile, social media, and internet advertising resources.

##### **Livingston, MT/Gardiner, MT**

Way finding signage on I-90. Year-round entrance to Yellowstone Park.

##### **Bozeman, MT / Big Sky, MT**

Greater variety in lodging, dining and shopping opportunities, including groups, conventions and conferences. Proximity to Yellowstone Park. Four-season activities. Popular ski area. Cultural, historic, and educational activities, events, and attractions. Significantly greater marketing dollars.

##### **West Yellowstone, MT**

West entrance to Yellowstone Park. The name West Yellowstone. More lodging and dining options. Significantly greater marketing dollars.

##### **Cody, WY**

Eastern gateway to Yellowstone Park, access to five scenic byways including Chief Joseph Highway is a second route to Beartooth Highway and Northeast entrance. Lodging options, Buffalo Bill Center of the West, regional airport. By partnering with Wyoming Tourism, Cody has successfully marketed itself as "Yellowstone Country" and its airport "Yellowstone Airport." Significantly more funding for promotion is directed to Cody by local, county and state monies.

##### **Colorado**

Travelers' perceptions make Colorado Montana's top competitor. In addition to awareness, demand, excitement for and visitation at significantly higher rates than Montana, research illuminated the directly competitive relationship Colorado represents. In discussing where to go in the West and Montana specifically, it was clear that most research participants viewed

Colorado as the destination they would be heavily weighing Montana against, and a more persuasive one at that. These travelers felt Colorado had similar offerings on a basic level—spectacular natural beauty, abundance of outdoor recreation, outdoor culture, winter sports. Very importantly, Colorado’s cities, infrastructure and mature tourism product were seen as providing more of a “safety net,” something that was keenly on the minds of those who were less on the outdoor spectrum and/or less familiar with traveling in this region of the U.S.

**MONTANA'S BRAND PILLARS:**

The Montana Brand Pillars were seemingly written for Red Lodge.

Nestled in the Beartooth Mountains, with Yellowstone Park just up the road, and the Beartooth All American Highway at our doorstep, we truly offer more spectacular unspoiled nature than anywhere else in the lower 48.

A little off the beaten path Red Lodge, a historic mining town, is a vibrant and charming community that serves as a gateway to many natural wonders.

From art walks to downhill mountain bike rides, from reading a good book by the fire to skiing fresh powder, Red Lodge is a friendly, welcoming town offering a wide range of activities in every season. Enjoy breathtaking experiences by day and relaxing hospitality by night. Regardless of your choice of activities, our people work hard to make your visit an experience to remember.

**Describe your destination.**

**THREE PHASES OF THE TRAVEL DECISION; INSPIRATION, ORIENTATION AND FACILITATION:**

THE PROCESS IS DEFINED BY USE OF THE FOLLOWING TERMINOLOGY AND CORRESPONDING DEFINITIONS:

INSPIRATION - The process of being mentally stimulated to do or feel something, especially to do something creative.

ORIENTATION - The relative physical position or direction of something.

FACILITATION - The action of facilitating something to make it easy or easier.

THE INSPIRATION PHASE is where the traveler is made aware of the general product and develops a desire to visit the destination. The Montana Office of Tourism and Business Development (MOTBD) is responsible for the foundation of this marketing mindset via Montana’s brand image, per the strategic plan. MOTBD markets Montana’s key tourism pillars to inspire potential visitors to the state with inspirational imagery and copy. MOTBD focused strategies on Yellowstone and Glacier National Parks as well as adventures - which aligns with the outdoor recreation travelers will be increasingly seeking.

Red Lodge is the gateway to Yellowstone National Park via the Beartooth Highway which Charles Kuralt called “the most beautiful drive in America.” As a destination, Red Lodge offers stunning mountain views and world class hiking in the Absaroka-Beartooth Wilderness. Potential visitors are inspired by all Red Lodge offers (breathtaking views, hiking, fishing, wildlife watching, and what some consider the most scenic drive in America, the Beartooth Highway.

THE ORIENTATION PHASE is where the traveler begins researching the details of his or her trip. This phase focuses on the route the traveler will take to arrive at the chosen destination and the mode of transportation used to get there. Per the strategic plan, Montana’s visitors have multiple destinations to consider within the state and bordering states. Regions and CVBs provide tools to help the visitor plan a route and encourage a longer stay.

Redlodge.com

Redlodge.com is one of the “go to” resources for visitors orienting themselves to Red Lodge. Once there, visitors can plan their trip, request a print copy of our Destination Red Lodge Travel Planner, or download a digital copy. They will also be able to see what events are happening during their visit and check out area attractions, as well as view shopping and dining options. Once in Red Lodge, visitors will find navigating town easier with our recently installed Wayfinding Signage directing them to different attractions, services, and parking.

THE FACILITATION PHASE is where the traveler seeks experiences en route to a destination and during a stay.

Tourism Regions, Convention and Visitors Bureaus (CVBs), communities and organizations must all work together to make visitors aware of the full array of experiences available to guests.

The Red Lodge Area Chamber of Commerce/VIC/CVB is well marked via our Wayfinding Signage. During our busy summer visitor season, we are open from 8:00 am to 5:00 pm Monday through Friday and 9 am to 1 pm on Saturday. The goal is for each visitor to have a positive experience and plan their return visit to Red Lodge. Visitors are always happy to see we offer public restrooms, current conditions of Beartooth Highway, and local hiking (trail conditions), as well as offer them our Destination Red Lodge Travel planner to take with them to help guide them once they leave the Visitors Center.

Our content will focus on the three core elements travelers are looking for when deciding on an outdoor destination such as Red Lodge:

1. unique natural encounters without giving up modern comforts
2. comfortable isolation that attracts free-spirited adventurers,
3. a place for entirely new experiences and a place for new ways of experiencing the familiar.

**Optional: Include attachments here**

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

**A OUR TARGET MARKETS DEFINED**

**The High Potential Visitor**

This group is clearly a high-value audience; it is different from other travelers in important ways. Behaviorally and demographically, the survey shows that high potential Montana visitors have a remarkable and distinctive profile. This group of heavy travelers is not only attracted to Montana, they see the destination as more attractive and competitive when compared to the regional competition. In brief, high potential Montana visitors are:

- City dwellers (i.e., not rural and not suburban)
- Married with children

- Well-educated, Affluent
- Younger
- Frequent travelers
- Male-oriented (54.3% male and 45.7% female)
- Strongly attracted to Montana's tourism offering
- Familiar with Montana's tourism offering
- Likely repeat visitors
- Outdoor-oriented travelers

High potential Montana visitors are also heavy consumers of recreational activities. This group is interested in a diverse array of Montana activities, centered around day hiking and visits to the National Parks.

**Family travelers** are a natural fit with Montana's travel product, including that available in the Eastern portion of the state. They are a large and lucrative segment. In the Montana Brand Exploration Survey, approximately one-third, 32.0 percent, of travelers reported having children under the age of 18 in their homes. Like high potential visitors, family travelers index high on outdoor psychographics, have high incomes and would expect to spend more and stay longer in the state than other travelers. Family travelers are interested in a variety of Red Lodge experiences, but their ideal trips would appear to center around Yellowstone National Park, day hiking, horseback riding, and driving scenic byways. This niche market also expresses significant interest in child-friendly activities related to history, culture and geology.

Red Lodge offers affordable vacation opportunities to families visiting Montana for the first time or coming back on a repeat visit. 85% of visitors surveyed responded they will return to Montana within the next two years. These returning visitors are a significant target for our CVB.

**Geo-tourism** is defined as tourism that sustains or enhances the distinctive geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents. **Geo-travelers** are high-value, low impact visitors who appreciate the unique characteristics, eccentricities and natural qualities of Red Lodge. They place high value on travel experiences that respect and support the local character of place and are less likely to become discouraged in their travel experiences by travel distances/difficulties and vagaries of weather.

#### **History Buffs**

History buffs score higher on the psychographic index, have proven to have higher incomes and would spend more and stay longer compared to non-history buffs.

#### **Our Traveler at a Glance**

- Healthy, Active, Outdoor Enthusiasts
- Arts, Crafts, Entertainment Enthusiasts
- Motorcyclists and Auto Enthusiasts
- RV Enthusiasts
- Empty Nesters/Active Retirees
- Income: AHI of \$50,000+
- Education: Bachelor's Degree
- Age: 35-65

#### **Core Geographic Markets**

Red Lodge is located in the South Central portion of Montana. We are the gateway to the Northeast Entrance to Yellowstone Park via the Beartooth Highway. Because of our geographic location, the majority of visitors come from east of us.

#### **Summer**

California, Florida, Texas, Wyoming, Idaho, Colorado, Washington, and the Mid-Western States, particularly Minnesota and Wisconsin.

#### **Winter**

California, Florida, Wyoming, North Dakota, Minnesota and SK/MB Canada are key winter markets.

#### *b. What are your emerging markets?*

#### **OUR EMERGING MARKETS**

##### **Two Wheel travelers**

Motorcyclists and bicyclists are attracted to the Beartooth Highway for its beauty and challenge. This segment of the tourism market is growing and important as they view the Highway as a destination and spend multiple nights in our area.

##### **Foodies**

Red Lodge has an array of excellent restaurants, an award winning craft beer brewery, gourmet food and wine shops, for those travelers that seek unique dining experiences. Adventure is food for the soul, and food is fuel for the adventure. After a long day in the great outdoors, there is nothing quite like a warm meal. But not just any warm meal...a really good warm meal with good company. Whether visiting the local burger joint or enjoying an elegant, farm-to-table meal, dining in Red Lodge is sure to please everyone. With a rich agricultural heritage, Red Lodge has a wonderful selection of locally grown products that translates to a thriving dining scene.

##### **Entertainment/Music Seekers**

On any given night there are a number of bars and restaurants that feature live music, both local artists and touring bands. During the course of the year, events such as The Red Lodge Music Festival and the Red Lodge Songwriter Festival bring world class musicians to Red Lodge to share their art.

##### **Billings**

Billings is 60 miles away and has a population base of approximately 160,000. The Billings Convention and Meeting market is growing and we will continue to develop our relationship with the Billings CVB, Visit Billings. The Billings market is the perfect target to strengthen our winter destination business, especially on non-holiday weekends.

##### **Corporate Retreats**

Red Lodge is the perfect place for executive retreats and small group gatherings for associations, social clubs and private companies located in Billings and Bozeman.

**Areas to the East**

Eastern Montana, North Dakota, and Minnesota continue to be strong markets and will be the focus for our Winter destination marketing.

**Colorado & other Mountain States**

We have listed Colorado previously as a competitor for non-resident visitors. However, state tourism data and our own information indicate a rising interest in visiting Montana and specifically Red Lodge from Coloradans. As their own tourism industry continues to grow and their population continues its rapid growth, the competition for outdoor space grows in equal proportion. Many Colorado residents especially those from major metropolitan areas are looking for less crowded, less expensive, simpler destinations, much the way Colorado used to be. Red Lodge is the perfect fit, an 8-9 hour drive or a one hour direct flight from Denver, their largest metropolitan area.

**Optional: Include attachments here.**

*c. What research supports your target marketing?*

**Demographic Research**

**(ITRR 2017 Interactive Data Non-Resident Travel Survey Report) \***

- Average Age - 57
- Age Groups -47% 55-64, 43% 65-74, 21% 45-54, 23% 35-44, 21% 25-34
- Gender - 53% Male, 47% Female
- Group Size - 52% Couple, 5% Self, 31% Immediate Family
- Average Group Size - 2.43
- Household Income - 23% Less than \$50k, 7% \$75-\$100k, 13% \$50-\$75k, 29% \$100-\$150k

*\*All percentages taken from online ITRR reports with 72 respondents*

**Facebook Demographics - Top 4 Categories, 65%, are women**

- 15% Women 35 to 44 Years
- 16% Women 45 to 54 Years
- 10% Women 25 to 34 Years
- 13% Women 55 to 64 Years
- 9% Women 65+ years

**Geographic Research - Non Resident**

**ITRR - Non Resident**

- ITRR 2014 - Texas, Minnesota, Missouri, Kentucky, Arizona
- ITRR 2015 - Wyoming, Minnesota, California, Colorado
- ITRR 2016 - Wyoming, Minnesota, Washington, Colorado
- ITRR 2017 - California, Wyoming, North Dakota, Idaho, Wisconsin

**RedLodge.com Travel Planner Requests**

For 2019, 1158 travel planner packets were requested. The Midwest accounted for 37% of all requests. Top states were Minnesota with 9% and Florida and Texas with 5%

**Facebook - Top 5 Cities (Outside Montana)**

- Cody, WY
- Bismarck, ND
- Powell, WY
- Denver, CO
- Gillette, WY

**Facebook - Top 5 Cities (Within Montana)**

- Billings
- Red Lodge
- Bozeman
- Laurel
- Missoula

ITRR 2017 non-resident study data showed the average length of stay for non-resident visitors to Montana was 7.31 nights with 78% of in Yellowstone Country. 57% of the Non-resident travelers stated their primary reason for coming is vacation/recreation/pleasure, which leads to the supposition that they want a broader experience than just visiting Yellowstone Park.

The following 2017 ITRR data outlines what visitors are doing while in our area.

- Scenic Driving - 70%
- Wildlife Watching - 60%
- Day Hiking - 57%
- Recreational Shopping - 33%
- Visit local brewery - 29%
- Nature Photography - 27%
- Visiting Museums - 22%
- Fly fishing - 20%

- Car/RV camping - 18%
- Visiting Historical Sites - 18%
- Attending Festivals and Events - 17%
- Followed by river rafting/floating, farmers markets, birding, skiing/snowboarding

**Key Psychographic Markets for Red Lodge.**

- Social Class - middle to upper class (in terms of disposable income)
- Lifestyle - active, outdoor recreational oriented, frequent travelers
- Opinions - interested, but primarily influenced by desire to experience things for themselves
- Attitudes & Interests - outdoor activities, history & culture, foodies
- Attitudes & Beliefs - environmentally conscious, has an adventurous spirit, likes nature
- Technology - savvy - using mobile devices in all stages of planning & travel

**Beartooth Highway Economic Impact Research**

During the winter season, Red Lodge, MT is not considered a gateway community because of road closures limiting access only to Cooke City/Colter Pass/Silver Gate, MT and Cody, WY (via the Chief Joseph Scenic Byway).

Nonresident visitor expenditures contributed to over \$41.1 million in economic activity to Carbon County in 2016, the vast majority being spent in Red Lodge. The economic impact for this region from nonresident travelers is substantial to local communities. Furthermore, results identified that nonresidents perceive the Beartooth Highway as a destination in itself, not simply a highway.

2015 average spending in Carbon County by nonresident visitors to Montana totaled \$63.4 million. This \$63.4 million in local spending directly supports \$40.2 million of economic activity in the region, and supports an additional \$16.1 million of economic activity, indirectly.

Source: [http://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1352&context=itrr\\_pubs](http://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1352&context=itrr_pubs)

**Continue to Build Marketing Infrastructure**

This will include, but not be limited to:

Consistent and informed Visitor Information Center staffing to enhance the guest experience and educate them to all the Red Lodge and the area has to offer.

- Increase Travel Planner Mailers
- Increase public awareness of what is happening in the Red Lodge area with targeted and regular e-news
- Increase social media reach through Facebook, Instagram, and Twitter
- Continue to promote local events.

**Increase Winter Season Visits**

The Red Lodge TBID and Red Lodge CVB have joined in efforts to increase non alpine skiing related travel to Red Lodge.

**Develop Cooperative Relationships within our Market Area**

- Red Lodge Tourism Business Improvement District
- Yellowstone Country Travel Region
- City of Red Lodge
- Red Lodge Business Alliance
- Billings

**Increase Winter Season Visits**

The Red Lodge TBID and Red Lodge CVB have joined in efforts to increase non alpine skiing related travel to Red Lodge.

**Expand Alliances With Area Towns**

Red Lodge is fortunate to be located near Billings - Montana's largest city. With this alliance, we want to support their efforts in promoting the Beartooth Highway as "The most scenic route to Yellowstone Park." Billings is also a hub for groups, conventions and meetings. We will work to strengthen our relationship with the Billings CVB to attract these groups to our area.

Cooke City is the "other side" of the Beartooth Highway and the Northeast Entrance to Yellowstone Park. It is mutually beneficial to strengthen our relationship.

Cody, Wyoming has the potential to be a very strong ally. Although they are essentially after the same visitor, by working together, we will attract more visitors to our side of Yellowstone Park driving visitors to the East and Northeast Entrances.

We will work with area communities to strengthen our relationships and promote Red Lodge through their Chambers and CVBs. These communities include Columbus, Big Timber and Bozeman.

**Red Lodge Branding**

The Red Lodge brand, Base Camp to the Beartooths, is in place and is being used across all our marketing platforms and media placements.

**Measurable Objectives**

Increase Travel Planner distribution

Increase Facebook Friends, Followers, and Likes

Share in joint venture with one of our partners

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

**Yellowstone Country - Visit Billings**

Yellowstone Country and Visit Billings brings in an assortment of people including conferencing and networking events, travel bloggers, online travel journalists, new media content creators, travel brands and industry professionals.

**Billings CVB - Winter Marketing**

Work with Visit Billings to help attract visitors to Red Lodge via Billings

**Billings CVB - Meeting/Groups Marketing**

Work with Visit Billings as a 'day trip' possibility for Meeting and Group planners. Our goal would be extended stays and return visits.

**TBID and RLMLA**

Create joint ventures with the Red Lodge TBID and Red Lodge Merchants and Lodging Association to promote events.

Optional: Include attachment here.

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

**Yellowstone Country - Visit Billings**

Yellowstone Country and Visit Billings brings in an assortment of people including conferencing and networking events, travel bloggers, online travel journalists, new media content creators, travel brands and industry professionals.

**Yellowstone Country - Opportunity Marketing**

Yellowstone Country has opportunity funds available for cooperative marketing of new events

**Billings CVB - Winter Marketing**

Work with Visit Billings to help attract visitors to Red Lodge via Billings

**Billings CVB - Meeting/Groups Marketing**

Work with Visit Billings as a 'day trip' possibility for Meeting and Group planners. Our goal would be extended stays and return visits.

**TBID and RLMLA**

Create co-op opportunities with the Red Lodge TBID and Red Lodge Merchants and Lodging Association to promote events.

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

The Red Lodge Branding Project, led by the CVB Branding Leadership Team, was funded by the Red Lodge Tourism Business Improvement District TBID, Yellowstone Country Travel Region and the Red Lodge Merchants and Lodging Association. Because of their help, no CVB funds were required. Red Lodge won the 2016 Gateway Community of the Year Award for the branding effort. We work closely with the TBID on all marketing efforts.

TBEX 2019 was the highlight of our partnering efforts. We worked with Yellowstone Country, Visit Billings, MOTBD, RLMA, TBID, and local businesses to bring attention to our area from travel bloggers, online travel journalists, new media content creators, travel brands and industry professionals. With so much support, we were able to arrange several tours for groups as well as host FAM trips for some of the TBEX participants.

Optional: Include attachments here.

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**Marketing Segment, Method & Budget**

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	Describe the quantifiable measurements for success including Regulations requirements.	Estimated budget for method.	Marketing Method Evaluation	Add'l Atchmnt
		Visitor's				Did you meet your objective - was your strategy	



Consumer	Travel Guide	<p>interested in visiting the Red Lodge area can request a travel planner and activities guide packet, either online or by phone, making it easy to obtain a quality piece full of information that will help the potential visitor make their destination decision as well as providing reasons to extend their stay.</p>	<p>According to national travel statistics. 79% of requests are online or downloaded. Once the visitor's guide is in their hands, 70% actually travel to the destination. Once they are on the ground, 80% use it as a planning resource and 71% extend their stays as a result of the visitor's guide.</p> <p>Travel and Tourism Research Association  <a href="https://ttra.com/wp-content/uploads/2018/04/Value_of_Print_White_Paper_Final_June_01_2017_Chris_Adams.pdf">https://ttra.com/wp-content/uploads/2018/04/Value_of_Print_White_Paper_Final_June_01_2017_Chris_Adams.pdf</a></p> <p>Further, according to the Travel and Tourism Research Association, 53% of US travelers report using a printed resource in planning their travel in the previous 12 months; 896 million trips were taken in the last 12 months by this group of US travelers; 24% of US travelers indicated they used an official destination visitor guide in the past 12 months to plan a trip; 400 million leisure trips were taken by this group of US travelers in the past year - spending an estimated \$161 billion; 88% of readers who were undecided indicated that the official visitor guide influenced their decision to visit of visitors to make specific planning and booking. Official visitor guides are used by up 79% decisions on their trip. Visitors use the official visitor guides to make decisions on the following:  <ul style="list-style-type: none"> <li>o 79% activities and attractions to enjoy</li> <li>o 54% places to eat or enjoy</li> <li>o 21% places to stay</li> </ul> </p> <p>In 2020, 1,749 Travel Planner Packets were requested online.</p>	<p>Comparing Visitor Information Center top 10 visitor counts and Destination Red Lodge Travel Planner Mailer statistics by origin of requests as well as by specific overall state number of requests will allow us to measure the Travel Planner distribution results. We will consider this method a success if we to increase the number of Travel Planners mailed out by 2% over FY 21.</p>	\$1,800.00	<p>successful - Yes/No Explain.</p> <p>Yes we met our objective and yes this strategy is successful. In FY21 1859 travel planner requests were made/sent out to potential visitors. In FY22, 1945 travel planner requests were made/sent out. This is over a 4% increase in travels planners sent from FY21 to FY22.</p> <p>Yes, we will continue utilizing travel planners as a means to attract visitors to the Red Lodge area.</p>	Red Lodge Visitor Survey Results FY22.pdf
Consumer	Joint Ventures	<p>In the coming year, Red Lodge has plans to partner with Yellowstone Country Travel Region and Visit Billings on various opportunities including print media, digital media, and fam tours.</p> <p>We will also continue to build our relationship with Billings and Southeast Montana, look for co-operative marketing opportunities.</p>	<p>Specific details of the Joint Venture(s) are not known at the time of the marketing plan development, however, past experience has shown that partnering with MOTBD and or other Regions and CVBS is a successful method.</p> <p>Once a Joint Venture is identified the supporting research and statistics section of the marketing plan will be updated with specifics.</p>	<p>We were able to take advantage of a JV opportunity that became available to smaller CVBs with Hoffman York. We will consider this method/strategy successful by tracking CTR and Impressions and if those measurements come in above the industry average</p>	\$500.00	<p>Yes we met our objective and yes this strategy was successful. We were able to take advantage of a JV opportunity that became available to smaller CVBs. Hoffman York: Winter Sojern banner 1,008,763 Impressions, 1360 Clicks, .13% CTR. On The Snow banner 102,116 Impressions, 77 Clicks, .08% CTR for a total of 1,110,879 Impressions, 1,437 Clicks, and .13% CTR. These are above the industry average of .10 (CTR) and 5-7 Impressions/Click.</p> <p>Yes we will use this method again, if we are able to be a part of a program that makes this JV possible to work into our budget. We feel we were successful in reaching a much broader audience of high quality low impact potential visitors with this JV opportunity. Typically something like this is out of our budget possibilities so we were excited to be able to utilize these resources.</p>	Hoffman York FY22.pdf
		<p>We will be promoting Red Lodge as a destination through electronic newsletters minimum of once per month. Our email database includes over 15,000 emails.</p> <p>Chamber staff will produce and circulate this newsletter to continually put Red Lodge at the</p>		<p>Success will be measured by the size</p>		<p>Yes we met our objective and yes</p>	

Consumer	Electronic Adv - Newsletter, E-blast	<p>forefront of consumers' decision-making process, providing them the facilitation and navigation of Red Lodge at their fingertips. The newsletters will cover the shoulder season targets but also will strive to increase occupancy levels during the high traffic summer months when guests are more likely to travel to Red Lodge due to personal schedules, weather, accessibility to Red Lodge and the State of Montana. The requested money will be used to fund an online e news subscription service ONLY.</p>	<p>Our statistics show that 38% of this interested market resides in the Midwest but also proves that requests arrive from a world-wide base.</p> <p>The Red Lodge E-newsletter performs with an Open Rate (OR) of 30-40%. We are well above the median average of 15% for the Travel &amp; Leisure Industry. Our Click Through Rate (CTR) of 4.3 also exceeds the median average of 1.5%.</p> <p>Promoting Red Lodge through digital and electronic media has proven to be a consumer demand and requirement in today's economy.</p> <p>Destination Analysts   <a href="https://www.destinationanalysts.com/insights-updates/">https://www.destinationanalysts.com/insights-updates/</a></p> <p>66.4% of travelers rely on the opinions of in-person and/or through direct contact (email, text, etc.) for travel inspiration.</p>	<p>of our email subscribe list, open rates and clickthrough rates while staying within our budget parameters. Quarterly review of e-news metrics with attention to OR and CTR; consistently be above the National Average for the Travel and Leisure Industry. . Success will be measured by increasing click through rates to 13% while staying within our budget parameters.</p>	\$1,300.00	<p>we consider this strategy successful. Our email subscribers list grew in FY22 by 20,467 and CTR was 14% with an open rate of 36%. Our subscriber list is 41,365. Our CTR and OR remain above the national average and were able to do this while staying within our budget. Therefore, we will use this method in the future.</p>	EnewsEvalFY22.pdf
Consumer	Printed Material	<p>Our strategy is to make our Travel Planner and the Beartooth Highway brochure available to visitors at the Airports in proximity to Red Lodge. We have secured rack space at the Billings, Bozeman, and Cody Airports and the Bozeman rest area.</p> <p>The Bozeman, MT and Cody, WY Airports charge for this service. The Billings Airport does not charge.</p>	<p>Air travel to Montana continues to grow with Bozeman accounting for a large percentage of the growth. Both Billings and Bozeman have been working to promote new flights. Yellowstone Country along with Bozeman, Big Sky and others have worked together to subsidize the new flights.</p> <p>Destination Analysts   <a href="https://www.destinationanalysts.com/insights-updates/">https://www.destinationanalysts.com/insights-updates/</a></p> <p>Print usage in travel planning has risen close to 50% of American leisure travelers and the use of DMO print visitor guides has risen to just over 20%. While this rise may not signal any longer term trend there is clearly no evidence of a long-term decline in print or DMO guide usage. According to the State of the American Traveler, an independent research report by Miles Partnership, print has consistently shown strength and even slow growth in print usage over the last five years. 24.4% of travelers rely on offline media including TV, printed newspapers, magazines, etc. for travel inspiration.</p>	<p>Success will be determined by meeting the objective to distribute printed materials to targeted audiences through specific distribution channels that compliment the overall marketing plan (i.e. regional airports, the Visitor Information Center, outbound direct mail campaigns, events, etc.)</p>	\$3,980.00	<p>Yes, we met our objective and this method and strategy is successful. We will be using it again in Bozeman. The Bozeman airport receives a tremendous amount of visitors and this is a great opportunity to redirect visitors to Red Lodge either through Yellowstone National Park to Red Lodge via the Beartooth Highway or a quick side trip via I-90. We will reconsider the Cody airport once they complete construction. Red Lodge Area Travel Planners were distributed to the Bozeman airport as well as the Bozeman Rest Area. Airport planners draw an audience that has already targeted Montana as their destination and are now narrowing down their choices of what to do once they are here.</p> <p>At the Bozeman rest area we went through 4,300 travel planners. Bozeman</p>	DRL-22-DL.pdf

							airport distributed 1830 planners. Both of these numbers are up from the previous year an in spite of the fact visitors could not travel through Yellowstone Natioanl Park or the Beartooth Highway to get to Red Lodge due to flooding. We will continue to use these methods to target visitors.	
Consumer	Print Advertising	<p>We will use this to promote our area in places such as the Visit Southeast Montana Travel Guide. We will also use this to promote weekend and mini-vacation travel. We will use collaborative efforts wherever possible to maximize our budget. We have found that printed materials are good for brand recognition and support for our other marketing campaigns, especially those surrounding events. This method includes ad production and placement for print</p>	<p>Print advertising remains relevant, especially for niche markets. Return on investment on print materials is difficult to track but is an essential part of a comprehensive marketing plan. We feel that it is important to have placement in our direct drive and flight markets to stay top of mind as a travel destination.</p> <p>Destination Analysts   <a href="https://www.destinationanalysts.com/insights-updates/">https://www.destinationanalysts.com/insights-updates/</a></p> <p>Print usage in travel planning has risen close to 50% of American leisure travelers and the use of DMO print visitor guides has risen to just over 20%. While this rise may not signal any longer term trend there is clearly no evidence of a long-term decline in print or DMO guide usage. According to the State of the American Traveler, an independent research report by Miles Partnership, print has consistently shown strength and even slow growth in print usage over the last five years. 24.4% of travelers rely on offline media including TV, printed newspapers, magazines, etc. for travel inspiration.</p>	<p>Return on investment on print materials is difficult to track but is an essential part of a comprehensive marketing plan. We feel that it is important to have placement in our direct drive and flight markets to stay top of mind as a travel destination. This method will be successful if the objective of distributing messaging through attractive, targeted distribution of printed publications is met.</p>	\$6,000.00	<p>Yes, we met our objective, and this method and strategy is successful. We will use this method and strategy in the future.</p> <p>This was a half-page print ad in Southeast Montana magazine. Visit Southeast Montana Travel covers a corridor that leads directly to Red Lodge. Making Red Lodge known to a market already traveling in our area provides a great opportunity for us to capture the traveler's attention and have Red Lodge become a part of their travel plan. Yes, we find this method successful, and we will continue to use it in the future. Distribution of this magazine is 80,000 copies with an estimated readership of 230,000.</p> <p>The Cody Enterprise magazines has a total distribution of 130,000 copies delivered to 7 different states (Wyoming, Montana, North &amp; South Dakota, Idaho, Utah, and Nebraska) which are in our drive market. As mentioned above, Making Red Lodge known to a market already traveling in our area provides a great opportunity for us to capture the traveler's attention and have Red Lodge become a part of their travel plan. We advertised in this magazine in FY21 and found it to be a very useful and meaningful piece that was effective in reaching our high quality, low impact visitor audience. We are within and hours drive to/from Cody so it was a simple decision to market Red Lodge Montana via the Cody Enterprise Magazine.</p> <p>Road Runner was a half-page print ad. It is geared toward motorcycle enthusiasts. The Beartooth Highway has become increasingly popular with</p>	PrntAdvFY22.pdf	

		advertising.					<p>the motorcycle crowd, and we felt it worthwhile to entice them to visit Red Lodge and experience the beautiful Beartooth Highway. Road Runner has a readership of 232,567 and 96% of their readers use RR to plan their trips each year.</p> <p>American Road inspires road trip traveler to experience authentic, intriguing, surprising, and off-the-beaten path destinations across the country. American Road travelers take 500,000 trips a year. The average age of their reader is 40-59 and female. 89% of their readers plan their trip well in advance of their scheduled vacation. They have an audience of around 100,000 readers and distribute 2,800 copies to their travel planner partners. We ran a full-page print ad with American Road.</p>	
Consumer	Online/Digital Advertising	<p>The objective for national digital placements is to inspire potential travelers, and orient those that are researching and booking.</p>	<p>Digital advertising has the flexibility to be at the right location at the right time. A recent study by Deloitte found that Americans collectively check their smartphones nearly 8 BILLION times per day -- that provides ample opportunity for Red Lodge to be in front of the identified target throughout the entire travel-decision process, from inspiration on forward.</p> <p>According to <i>Digital Advertising</i>, 70% of website visitors who are re-targeted with ads are likely to visit your site.</p>	<p>The impressions purchased per campaign and month as well as the click through engagement rates to our website are promptly provided, evaluated and adjusted. Our goal will be to meet and exceed the industry standard for all digital tactics of both impressions and click-through rates (CTR), which is currently .06 - .15%.</p>	\$3,000.00	<p>Yes, we met our objective and yes this strategy was successful.</p> <p>Windfall: Warm Season banner advertising w/Lee Enterprises. National Geo Target/425,000 Impressions, 616 Clicks, CTR .14%. Windfall: Warm Season banner ads with Sojern. National Geo Targes/856,146 Impressions, 844 Clicks, .10% CTR.</p> <p>We will use this method again as we are able to reach high quality low impact potential visitors with this type of marketing. A .14% CTR is above the national average.</p>	Windfall FY22.pdf	
Consumer	Social Media	<p>We utilize Social Media to enhance engagement with Red Lodge. While we have a relatively large social media following, primarily on Facebook, we have built the following organically.</p> <p>Our strategy is to 'boost' important posts to increase engagement and use promotional ads to increase followers. Social Media is an efficient and growing advertising medium.</p>	<p>Market Force   <a href="https://www.marketforce.com/">https://www.marketforce.com/</a> A recent industry survey conducted by Market Force - a worldwide leader in customer intelligence solutions reports in querying more than 12,000 consumers in the US and UK, they wanted to see how consumers engaged with varying industries - retail, restaurant, travel, entertainment, and financial businesses to be specific, via the big dogs of social media: Facebook, Twitter, LinkedIn and Google+. One finding which was not surprising was the fact that 81% of US respondents indicated posts from their friends directly influenced their purchase decision. This finding supports an early study done by the Chief Marketing Officer (CMO) Council and Lithium, a social media tech firm, which revealed 80% of respondents "tried new things based on friends' suggestions." 78% of respondents said the posts by companies they follow on social media impact their purchases decisions.</p> <p>The Beartooth Highway Facebook content was viewed over 750,000 times annually and over 2,000 times per day.</p>	<p>Success will be measured using metrics provided by the social media platform and related website traffic, if any. We will increase our followers by 2% from FY 21 to FY22.</p>	\$500.00	<p>We did not spend any money on Social Media. We did not meet our objective and did not use this strategy. However, we do consider this method/strategy useful and will use it in the future as it is a quick and easy</p>		

		<p>Our strategy is intended to increase our followers and their engagement.</p> <p>We will use the Hootsuite account provided by Yellowstone Country to track and respond to "Mentions" to grow our Instagram account.</p>	<p>Red Lodge Montana Facebook content was viewed over 2 million times annually and over 5,000 times per day.</p>			<p>method of marketing to a large audience.</p>
Marketing Support	VIC Funding/Staffing/Signage	<p>6% of the CVB bed tax revenue will be used for VIC Staffing. Our strategy is to increase a paid Staff person's time professionally serving the public by approximately 200 hours annually from which the CVB will supply 85 of those hours. This will have a significant impact on the service that we will be able to provide.</p>	<p>Every year 5,000 travelers enter the Visitor's Information Center requesting information about the Area. The revenue generated by the CVB positively impacts our scope of services. We receive grant from Yellowstone Country to help staff our visitor center during peak season. The CVB staffing dollars will help extend our staffing through the peak season and into the shoulder season.</p> <p>Destination Analysts   <a href="https://www.destinationanalysts.com/insights-updates/">https://www.destinationanalysts.com/insights-updates/</a> 66.4% of travelers rely on the opinions of in-person and/or through direct contact (email, text, etc.) for travel inspiration.</p>	<p>Research conducted by the MOTBD has shown that VICs and their staff provide a vital service. It is imperative to have staff available with the tools and knowledge they need to provide a good experience to the visitor. Without support for staffing we would have to reduce our hours.</p> <p>The VIC will be responsible for an evaluation at the end of the staffing period if they wish to apply for funding in the future. Funding may be reduced or denied the following year based upon program evaluation with a full summary detailing the circumstances around the decision.</p> <p>In 2020 we had 4538 visitors in the VIC. We are expecting a 1% increase in this number for FY 22.</p>	\$1,700.00	<p>Yes, we met our objective, and this method and strategy is successful. We will use this strategy and method again in the future. In FY22 the VIC was open, staffed and hours of operation were extended to better serve the needs of our visitors. We were able to extend our business hours to 9 am to 5 pm Monday through Friday (previously from 10 am -4 pm) and add Sunday hours which immediately enabled us to extend our ability to answer the phones and allowed us more working time to respond to our email, and better provide in person services.</p> <p>Required reporting metrics:</p> <p>The total number of hours the visitors center was open during this grant period was 1933 and staffed 360 hours through lodging tax.</p> <p>CVB funds supported one staff member (we had difficulty hiring a 2nd employee due to the workforce crisis) who worked a total of 360 hours; rate of pay \$18/hour.</p> <p>For the grant period, a total of 7665 visitors came into the Visitors Center. The top ten states with the most visitors were: MT (1283), WY (550), SD (487), MN (437), CO (404), ND (386), MI (347), TX (263), and CA (233). The top five states requesting information coincide with the previous data: 1) MT 2)WY 3)SD 4)MN and 5)CO.</p> <p>We will continue to use this method as the VIC provides a valuable resource to increase our capacity for serving visitors.</p>
						<p>Yes, we met our objective and this method and strategy is successful. We will use this</p>

Marketing Support	Administration	<p>Red Lodge will use the 20% budget allowed for administration and will follow the Regulations and Procedures when using Lodging Tax Revenue in order to maintain our status.</p>	<p>Red Lodge remains within the 20% budget allowed for administration and will follow the Regulations and Procedures when using Lodging Tax Revenue.</p> <p>This is an operational method employed by the Red Lodge CVB in order to adhere to the governing rules and regulations. The Red Lodge CVB has used Administration funds every year since becoming a CVB. While it may not be directly supported by specific research, past experience has demonstrated that the Red Lodge CVB's operations and successful marketing relies on administrative funds. Often the Administration funds budget is added to or combined with other administrative funds provided by the joint operation of a CVB, Chamber of Commerce, TBID, or other. Without these funds it may not be economical or feasible to have permanent staff administering the CVB.</p>	<p>Red Lodge will remain within the 20% budget allowed for administration and will continue to follow Regulations and Procedures when using Lodging Tax Revenue.</p>	\$5,800.00	<p>strategy and method again in the future. The Red Lodge CVB stayed within the 20% allowable budget and continues to follow Rules and Regulations when using Lodging Facility Use Tax Revenue. Required reports are always submitted on time. Red Lodge will continue to use admin funds to maintain our CVB for administration salaries.</p>	
Marketing Support	TAC/Governor's Conference meetings	<p>These meetings are informative and necessary for us to perform to our best ability in presenting a strong organization and staying informed of the rules and regulations in tourism.</p>	<p>This is an operational method employed by the Red Lodge CVB in order to adhere to the governing rules and regulations.</p> <p>While it may not be directly supported by specific research, past experience has demonstrated that the Red Lodge CVB's operations and successful marketing relies on participation of the executive director at quarterly Tourism Advisory Council Meetings whereby pertinent information is shared and action is taken.</p> <p>Past experience attending the Montana Governor's Conference on Tourism and Recreation has also shown to be beneficial as a networking, training and education event. The executive director, members of the board and staff have participated in meetings and conference every year the Red Lodge CVB has been a CVB.</p>	<p>We will consider this method successful if a representative from Red Lodge attends all four meetings.</p>	\$1,500.00	<p>Yes, we met our objective and yes, we consider this strategy successful. TAC meetings provide staff with information and a platform to engage with all Regions, CVBs, MOTBD, and the council members. Relationships are a constant work in progress, these agendas can be very informative beneficial for all involved. At the Governor's Conference, Red Lodge was awarded with the 2022 Tourism Destination of Year. This was very exciting and something we are very proud to have even been nominated for. At the TAC meeting in June, we had to rush back to Red Lodge as our lovely community was flooding and the Red Lodge CVB is a key anchor in the community. We returned to no electricity or running water. However, that night, we updated our presentation to express the determination Red Lodge and the surrounding area holds that Come Hell or High Water, Red Lodge was and continues to be a tourism destination.</p> <p>We will use this method in the future as the networking opportunities, and information provided are so important to being successful.</p>	award.png
Marketing Support	Opportunity Marketing	<p>Having money reserved for Opportunity Marketing prepares us to take advantage of prospects that will protect and promote Red Lodge to that which we cannot foresee at the given time. These funds will also be</p>	<p>Specific details of the Opportunity(ies) are not known at the time of the marketing plan development, however, past experience has shown that partnering with MOTBD and or other Regions and CVBS is a successful method.</p> <p>Once an Opportunity(ies) is identified the supporting research and statistics section of the marketing plan will be updated with specifics.</p>	<p>We will consider this method/strategy successful if we are able to distribute Beartooth Highway maps to our different partners for display and distribution to visitors. Typically, over 10,000 pieces are distributed and considered successful</p>	\$500.00	<p>Yes, we met our objective and yes, this strategy was successful. We will use this method in the future. We utilized this strategy to ship our Beartooth Highway Maps to different partners who display them for visitors to grab. Typically, these are drive market placement locations such as the Cooke City Visitor Center, Yellowstone National Park</p>	

		available for co-operative marketing opportunities. Our strategy is to be prepared for these opportunities.		distribution.		visitor centers, Jackson Hole, Bozeman airport and rest area. 12,600 pieces are given out or picked up by visitors between the months of May to September.
Marketing Support	Promotional Items	Red Lodge will produce promotional items & materials to be used in conjunction with hosted outreach/events.	<p>Advertising Specialty Institute   <a href="https://media.asicentral.com/resources/impressions-study-2016.pdf">https://media.asicentral.com/resources/impressions-study-2016.pdf</a></p> <p><b>Create lasting awareness</b></p> <p>Research from the Promotional Products Association International (PPAI) in the USA shows that 62% of people remember the name and details associated with a specific promotional product. "A good promotional item should become an ongoing reminder of your brand, every day that it is used. Brand awareness &amp; loyalty can result from the use of a promotional items, creating an immediate appreciation and gratitude that forges a positive link. By including your contact details on a product, new customers are also more likely to call you as you are at such easy reach. It's a great long-term business card!"</p> <p><b>Five bits of wisdom for tradeshow and/or event promotional items/giveaway:</b></p> <ol style="list-style-type: none"> <li>1. "Make sure your giveaway makes sense to your brand and isn't overused as a giveaway."—Jennifer Seyler</li> <li>2. "Give them something YOU-branded that they will use after the show is over."—Paula Ledbetter Sellergren</li> <li>3. "Smart, engaging, creative choices that engage the audience's imagination, trigger a memory your brand promise, that are practical and useful within your industry are the best bets for effective giveaways." —Dave Poulos</li> <li>4. "Choose something useful or practical that has the potential to be put into everyday use." —Jay Veltz</li> <li>5. "Be sure that what you select has a long shelf life and the quality is there, even if it means paying a little more." —Barbara Sanner</li> </ol> <p><a href="https://blog.epromos.com/trade-show-event-attraction-promos/guide-to-custom-trade-show-giveaways/">https://blog.epromos.com/trade-show-event-attraction-promos/guide-to-custom-trade-show-giveaways/</a></p> <p><a href="https://www.qualitylogoproducts.com/blog/21-promotional-products-posts/">https://www.qualitylogoproducts.com/blog/21-promotional-products-posts/</a></p>	Success will be measured by tracking the number of promotional items produced and tracking the distribution of these promotional items as well as the event, group, and location they are made available.	\$1,000.00	Yes we met our objective and yes this strategy was successful. We ordered items to be included at events that draw visitors to our area at which we typically include a copy of our travel guide and map of the Beartooth Highway. We have started including a lip balm and pen as a reminder to please re-visit our area in the future. For FY22 we had 1000 bags with our logo and Red Lodge Montana created, 1000 lip balms, and 1000 pens were done as well. These were handed out at the Beartooth Run (relocated to Cooke City), Red Lodge Car Show, Big Sky Gravel Tour, and 24 Hours of Elk Basin. The bags with Destination Red Lodge, Beartooth Highway map, lip balm, and pen reinforce a "welcoming" atmosphere and are another reminder of all Red Lodge offers year round. All 1000 promotional items were given away to people from all 50 states, Canada, Italy, France, and Australia. Yes, we will use this method again.
		<p>The Red Lodge Area Chamber of Commerce/CVB is moving forward with implementing Phase II of the Wayfinding Navigation System and Welcome Signs. Our focus for Phase II signage will be 4 Welcome Signs at the 4 entrances to Red Lodge (Hwy 78, Hwy 308, and 2 for U.S. 212 (North and South entrances). Successful wayfinding and signage guide the energy of travelers and tourists to create a sense of community that will provide regional benefits by assisting tourists and travelers in their local trips and treks.</p> <p>Yellowstone National Park is a sought-after vacation destination. Red Lodge is often used as a pass-through destination for travelers planning</p>				

Marketing Support	Wayfinding	<p>trips through Yellowstone Park. Our goal is to capture and redirect this pass-through audience, so these travelers see Red Lodge is a destination.</p> <p>Economic benefits of an effective tourism wayfinding and signage strategy include:</p> <ul style="list-style-type: none"> <li>• improved visibility of key locations</li> <li>• increase in tourism related business</li> <li>• increase in overnight stays</li> <li>• improved reputation as a tourist destination</li> <li>• increased awareness of tourism experiences and opportunities during peak and off-peak times.</li> </ul> <p>Wayfinding is important for visitors to make their way through unfamiliar areas which will improve accessibility to Red Lodge and decrease frustration by our guests by guiding them to their destination quickly and easily. Our hope is our visitors will have a positive experience getting to and around Red Lodge which will leave them wanting to return to our destination again and again. In addition to visitors to Red Lodge, we have had an influx of new residents to the area and wayfinding signage is helpful to these new residents as they navigate destinations around Red Lodge.</p> <p>The Red Lodge Area Chamber/CVB will follow the RFP regulations outlined in the regulations and procedures manual.</p>	<p><a href="https://www.travelwayfinding.com/team/">https://www.travelwayfinding.com/team/</a></p>	<p>Success will be measured by keeping all the signs in good working order and making any necessary changes as quickly as possible.</p>	<p>\$11,402.00</p>	<p>Due to the lengthy process of working to identify locations to place Phase 2 signage, designing the signage, and "the flood" we were unable to utilize the budgeted monies for Wayfinding in FY22. However, that money has been committed in the FY23 budget and we hope to begin the process of making the signs to be installed for Phase 2 of the Wayfinding project. Yes, Wwe consider this strategy very successful and often receive positive feedback on the Phase 1 signs from visitors and locals therefore yes, we will use this method in the future.</p>
		<p>We will invite media, meeting planners, group organizers and social influencers to Red Lodge with the goal of</p>				



Publicity	Fam Trips	<p>extended visits and press. Networking opportunities will be seized at every opportunity to build solid relationships with journalists and social media influencers - targeting those that offer insight or leads including adventure, history, culture, recreation and food and beverage publications.</p>	<p>Ogilvy   <a href="https://www.adweek.com/performance-marketing/study-earned-media-still-matters-a-lot/">https://www.adweek.com/performance-marketing/study-earned-media-still-matters-a-lot/</a></p> <p>In fact, the survey reveals that earned media is still, by leaps and bounds, the most powerful resource for influencing purchasing decisions and business outcomes. According to the study, traditional media outlets are still the most trusted sources of news, followed by influencer-driven news. News generated by companies themselves, however, ranked as the least influential. Further, The majority of journalists surveyed (65%) agree that the more the (traditional) media covers a brand, the more credible the brand appears (within reason, of course; they also cautioned that too much coverage looks suspicious). Some other key takeaways from the study include:</p> <ul style="list-style-type: none"> <li>• 44% of respondents feel that today's campaigns require a combination of traditional, social and paid media.</li> <li>• Almost half of respondents (47%) consider earned media the most influential medium of all when it comes to view earned media as most influential medium for driving purchasing decisions and business outcomes.</li> </ul>	<p>We will track the number of influencers, groups and meetings as well as all mentions in press, blogs, and social media.</p>	\$1,500.00	<p>We did not host any Fam Trips in FY22. We do find this method to be useful in certain instances. We will use this method in the future under the right circumstances.</p>
					\$40,482.00	

**Marketing Method Evaluation Attachments**

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget
Consumer	Travel Guide	\$2,000.00
Consumer	Joint Ventures	\$3,500.00
Consumer	Electronic Adv - Newsletter, E-blast	\$1,300.00
Consumer	Printed Material	\$3,980.00
Consumer	Print Advertising	\$7,500.00
Consumer	Online/Digital Advertising	\$4,500.00
Consumer	Social Media	\$100.00
		\$22,880.00
Marketing Support	Opportunity Marketing	\$200.00
Marketing Support	VIC Funding/Staffing/Signage	\$3,054.00
Marketing Support	Administration	\$10,178.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00
Marketing Support	Promotional Items	\$1,477.00
Marketing Support	Wayfinding	\$11,302.00
		\$27,711.00
Publicity	Fam Trips	\$300.00
		\$300.00
		\$50,891.00

**Miscellaneous Attachments**

Description	File Name	File Size
Beartooth Highway Economic Impact Study	BeartoothHighwayEconomicImpactStudy.pdf	4.4 MB
FY22 Red Lodge CVB Pie Chart	Copy of Red Lodge FY22 evaluation worksheet.xlsx	56 KB
FY22 Budget to Actual Report	FY22 Budget to Actual Report.xlsx	13 KB

FY22RedLodgeMarketingPlan	FY22 Red Lodge CVB Marketing Plan.pdf	457 KB
BudgePieChartbySegment	FY22RedLodgeCVBProposedBudgetPieChartbySegment.pdf	72 KB
FY22 Red Lodge CVB Methods Pie Chart	Methods Budget Breakdown and Pie Chart.pdf	123 KB
Red Lodge FY22 Methods Budget and Pie Chart %	Methods Budget Breakdown and Pie Chart.pdf	131 KB
Red Lodge FY22 CVB Marketing Plan	RedLodgeCVBMarketingPlanFY22.pdf	656 KB
Travel Planner Results 2020	Travel Planner 2020.pdf	94 KB
2020 VIC Count	VIC Count 2020.pdf	78 KB

***Reg/CVB Required Documents***

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<b>Description</b>	<b>File Name</b>	<b>File Size</b>
RedLodgeApplicationforTaxRevenue and CertificateofCompliance	RedLodgeApplicationforTaxRevenueFY22 and CertificateofCompliance.pdf	1.2 MB

