



Grant Details

105656 - FY22 RegionCVB Marketing Plan

113962 - FY22 Billings CVB Marketing Plan

DOC Office of Tourism

Table with 3 columns: Grant Title/Number, Applicant Organization, Contract Dates, Contract Status, and Project Dates. Includes details for FY22 Billings CVB Marketing Plan.

Contract Sent Contract Received Contract Executed Contract Legal

Project 07/01/2021

Start 06/30/2022

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?

Billings, Montana:

Billings, population 110,000, is the county seat of Yellowstone County and the largest city in the state. As Montana's Trailhead, it is the region's economic hub. Major industries including agriculture, energy, healthcare, finance, education, and tourism drive the local economy.

Billings offers nearly 50 miles of multi-use trails and 24 miles of bike lanes. From the Rimrocks to the Yellowstone River, which is the longest free-flowing river in the lower 48, residents of Billings invite visitors to experience the magic of Montana's Trailhead.

The community brand promise for Billings as Montana's Trailhead is:

Shaped by the Yellowstone River and sheltered by the sandstone Rimrocks, Billings is a place of forever views and forever memories, where urban amenities and modern conveniences meet - where the adventure of the untamed wilderness and history are right outside your door.

Visit Billings is a leading brand of the Billings Tourism Business Improvement District and the Billings Convention and Visitors Bureau and is managed by the Billings Chamber of Commerce. Together with the Billings Chamber of Commerce/Convention and Visitors Bureau (BCC/CVB) and Billings Tourism Business Improvement District (BTBD) boards, the Visit Billings team is committed to growing visitation at Montana's Trailhead.

The Coronavirus Pandemic (COVID-19) and Visit Billings.

With the widespread rollout of COVID-19 vaccines and flexible cancellation policies, travel confidence is moving in a positive direction. The past 12+ months have created pent-up demand and a surge of travel, particularly for less-populated areas that offer recreation and exploration adventures without constant crowds.

Visit Billings' staff members remain focused on RELATIONSHIPS, RESOURCES, REEDUCATION, RECOVERY, AND RESILIENCY

RELATIONSHIPS: Communicating with and accommodating meeting planners, tour operators, and sports tournament directors who either cancelled or postponed events in Billings continues to be a priority during this recovery phase. Staff members prioritize communication with stakeholders, tourism partners, and volunteers as well.

RESOURCES: Communication to potential visitors regarding all resources available is still a priority. For example, the COVID-19 section at VisitBillings.com is consistently updated as new information becomes available. Staff are fulfilling traveler information requests to engage with travelers, ultimately helping to increase visitation appropriately.

REEDUCATION: As consumers begin to travel again, Visit Billings is reeducating re-as to why they should select Billings and Montana as their destination to visit and begin their western adventures. The brand responsibly reemerged in summer 2020 and the Visit Billings team responsibly promoted the destination throughout the fall and winter season.

RECOVERY: Being funded by hotel tax and assessments, travel data like Smith Travel Research's occupancy reports allow staff and the agency to monitor recovery and growth, while assessing the budget and evaluating additional marketing and sales opportunities. Assessing and reassessing the pandemic's impact on the Visit Billings' budget, as well as on the industry locally and in the future, is a constant task.

RESILIENCY: Visit Billings, with tourism partners and community leadership, will recover from this pandemic by continuing to support each other. As we know, the COVID-19 pandemic decimated the travel industry and local stakeholders, with the cancellations and postponements of sporting events, group business, meetings, and leisure trips.

The Montana Brand:

It's important to note the crucial role a state tourism brand plays in destination marketing. The marketing strategies and programs led by the Montana Office of Tourism and Business Development (MOTBD) help boost not only Montana's tourism brand, but also those brands of Montana's cities, towns and regions.

STRATEGY I: COMMUNICATE AND DELIVER MONTANA'S SPECTACULAR UNSPOOLED NATURE IN A WAY THAT MAKES IT REAL, TANGIBLE AND ACCESSIBLE TO THE VISITOR.

STRATEGY II: HIGHLIGHT AND HELP DEVELOP VIBRANT AND CHARMING SMALL TOWNS THROUGHOUT MONTANA.

STRATEGY III: INTEGRATE NATURE AND TOWNS TO OFFER AND DELIVER A BALANCE OF BREATHTAKING EXPERIENCES AND RELAXING HOSPITALITY.

Throughout this application, it is stated how Visit Billings works to align itself with the strategies of the Montana brand. Clearly Billings isn't a charming small town so not in strategy II, but the destination's downtown is charming and offers some of the region's best options for every personality to Forge Their Own Path while visiting. Visit Billings boasts a Path for Any Personality offering and promoting access and options for arts and culture aficionados, history buffs, outdoor enthusiasts, foodies, roadrippers, shopaholics, and wellness seekers.

SHAPED BY THE YELLOWSTONE RIVER, BORN IN THE SHADOWS OF THE RIMROCKS, WELCOME TO MONTANA'S TRAILHEAD.

BE GUIDED BY THE GREATNESS THAT LIES AHEAD. BIG SKIES AND BIG THINGS. FORGE YOUR OWN PATH.

Describe your destination.

THREE PHASES: THE MONTANA TOURISM TRAVEL DECISION PROCESS: INSPIRE, ORIENT, FACILITATE

According to the current Montana Tourism and Recreation Strategic Plan, the best way to consider how the potential traveler considers and contemplates trip planning and execution of an itinerary are listed below.

While these pillars and phases remain relevant in a COVID-19 pandemic recovery, Visit Billings will adjust marketing efforts as needed to accommodate the safety and security of visitors.

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 encourage potential travelers to visit the state with inspirational imagery and copy.

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 when building trips and researching travel to this part of the West.

VISITBILLINGS.COM The Visit Billings website is the destination's primary branding and communications tool, where the destination's "Forge Your Own Path" brand has been brought to life to orient potential travelers. Through the pandemic, it was key to communicating the destination's mitigation efforts and "open for business" messaging. In today's digital landscape, destination marketing websites must work evenly harder to engage the consumer.

VISIT BILLINGS VISITOR GUIDEBOOK: The Visit Billings Visitor Guidebook is available digitally via the website and is mailed at no-charge upon request. The Billings guide focuses on the "Forge Your Own Path" branding and encourages travelers to seek adventure and live life to the fullest around every corner. With the assistance of beautiful imagery, maps, recreational listings, and more, Visit Billings' focus is to provide accessible and authentic information. There is no advertising included in Visit Billings publications or collateral materials.

BILLINGS LOGAN INTERNATIONAL AIRPORT (BLI): Visit Billings is working closely with Billings Logan International Airport to monitor the emergence of travel by air during the pandemic recovery. Prior to the COVID-19 shutdowns, the Billings airport launched its four-year, \$57 million remodeling project to expand the capacity of the facility and offer a modern look and feel with more capacity for partners. Visit Billings is highlighting carriers offering direct flights in markets that include Denver, Minneapolis (MSP), Seattle (SEA), and Dallas/ Fort Worth (DFW), Chicago (ORD), Portland, Phoenix, San Diego, and Salt Lake City (SLC). Cape Air is also an important partner in the regional issue market serving small eastern Montana communities where residents may choose to fly to Billings to shop, schedule services, and enjoy entertainment.

THE FACILITATION PHASE is where the traveler seeks experiences en route to a destination and during a stay. DMOs, communities, and organizations must all work together to make visitors aware of a way, DMOs, communities, and organizations must all work together to make visitors aware of a way of experiences available to guests. The Visit Billings team is knowledgeable, welcoming, and on-the-ready to facilitate visitor queries via phone, text, or email. The goal is to foster successful stays and future Montana travels. The Visit Billings staff keeps an open dialogue of communication and information with tourism partners, area hotels, attractions, businesses and the community to provide relevant content for visitors. This initiative is spearheaded by the Billings Trail Guide program of Visit Billings. This civi-mindful program works to unite and motivate the Billings community in raising the bar and level of service for visitors. It provides frontline employees training and support so they can easily communicate and provide hospitality and experiential options for visitors in and around Billings and southeast Montana. Visit Billings continues to foster connectivity within different social media platforms by offering visitors current and exceptional outdoor via Facebook, Instagram, Pinterest, Twitter, YouTube, and TikTok. Visitors also are invited to engage with the #VisitBillings brand throughout their journey.

Even with the COVID-19 pandemic impacts to the meetings industry, Billings is a desirable meeting destination. By marketing, promoting, and selling Billings as a meeting destination, Visit Billings can generate room nights and revenue for stakeholders which can eventually help in a recovery for the community's economy overall. Visit Billings staff strives to be innovative in how to meet the needs of meeting planners during this time and incentivize decision-makers to choose Billings. Staff inspire and orient meeting professionals with thoughtful sales strategies. This segment can continue to have a strong economic impact on the community. The Visit Billings staff also assists planners who are in-market to execute meetings in the destination by helping facilitate their needs with attendance-building, travel reassurances, registration needs, welcome activities, and in some cases financial assistance. Reunions and domestic group tours are also important segments that can grow visitation to Billings in a pandemic recovery. Similar to leisure visitation, opportunities for growth for both the reunion and group tour segments are priorities for Visit Billings staff. Working with tour operators and reunion planners to boost Billings as key partner for their bookings needs a key priority.

SPORTS TOURISM

Next to leisure visitation, sports tourism is playing a large role in the economic recovery of Billings as a travel destination following COVID-19 transitions and impacts. Therefore, positioning Billings as a sports events destination will remain a priority for Visit Billings in FY22. Staff will continue to foster growth in this segment by supporting partners like the MHSAA, MSU Billings, Rocky Mountain College, area school districts, local tournament directors, as well as the City of Billings and Yellowstone County.

THE INTERNATIONAL MARKETPLACE

Together with tourism partners, Visit Billings has made strong gains in growing international travel to southeast Montana in recent years. The impacts of this travel segment due to COVID-19 and accompanying international travel restrictions are substantial. As the world continues to reopen, it is important for Visit Billings to remain competitive in this segment as similar to group travel there is strong competition. In FY22, Visit Billings plans to attend IPW, AAGL and International Roundup. It is important for Visit Billings to maintain relationships with international tour operators so overseas visitors who have ranked sightseeing, fine dining, and national parks/monuments as major draws in deciding where to spend time while visiting the United States keep Billings top-of-mind as new travel habits emerge. Visit Billings will work with the Montana Office of Tourism and Business Development and partners like Visit Southeast Montana and Rocky Mountain International to remain relevant in travel recovery to the international market.

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

COOPERATIVE OPPORTUNITIES

Due to COVID-19, MOTBD placed their Joint Venture programs on hold which typically included co-op advertising opportunities such as TripAdvisor and Sojern. Once available again, there is value in not only leveraging dollars toward increasing audience reach and frequency, but in the association and tie to MOTBD messaging and brand pillars.

Digital opportunities that hyper-target a qualified audience of travelers have performed strongly for Billings for decades. Accordingly, staff will look for those opportunities when they arise again.

Visit Billings will continue to partner with MOTBD, Montana's tourism regions, and DMOs on relevant consumer trade shows when appropriate. Billings has and will continue to partner with MOTBD and Visit Southeast Montana at the Rocky Mountain International Roundup and the LISTA's IPW.

Visit Billings also appreciates chances to partner in research with Visa/Visa, AirDNA, and ITRR projects and report/data offerings.

Options: Include attachment here.

Billings Visitor Profile Study - Final Report of Findings 1.18.19.pdf

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

LOCAL AND REGIONAL PARTNERSHIPS

Visit Billings staff are proud to work with neighboring destinations and tourism regions and will continue to partner in strategic fashion in FY22 including:

- Partnership with Visit Southeast Montana will continue to be a priority for Visit Billings. As budgets allow, Visit Billings staff will work together in execution of familiarization tours, media buys, and site inspections. Visit Billings also participates on the Visit Southeast Montana Board as an ex-officio member which helps maintain an already strong relationship and communications.

- The Yellowstone County travel region, particularly the Red Lodge area, continues to be an important region where Visit Billings will maintain and build relationships. Many wins have been realized through team efforts between Billings and Red Lodge including the Travel Blog Exchange (TBEX), Hot Bike Tour, Outdoor Writers Association of America, BMW MOA Rally, and GWRRA Wing Ding 38. Billings is a gateway to the Beartooth Highway (considered part of Yellowstone Country) and Yellowstone National Park via Red Lodge. Billings is also a welcome destination for travelers coming out of the park who are seeking services, as well as shopping and urban amenities. There is value in strengthening these regional partnerships.

- Finally, falling in line with MOTBD's strategic goals, Billings will partner with the City of Billings, Chamber of Commerce, Yellowstone County, Downtown Billings Alliance and local leaders to preserve the assets and quality of life in the community, maintaining productive dialogue around seeking ways to improve Billings area tourism products to grow Billings as a year-round destination.

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

Cooperative opportunities that don't focus on winter activities or skiing, typically perform well for Billings.

Visit Billings staff are grateful for any cooperative offering as they elevate all Montana brands big and small growing visitation to one of the greatest states in America.

Regions and CVBs can't do it all on their own. Being part of the Montana brand and being able to partake in major buys with MOTBD make for big wins.

Options: Include attachments here.

Options: Include attachments here.

Options: Include attachment here:

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 Attachmt
		<p>WARM SEASON STRATEGIES:</p> <p>As Visit Billings enters FY21, there are two specific hurdles. First, Visit Billings must find the visitors who are once again traveling despite the uncertainty of the pandemic. The second hurdle is the competitiveness of the market. With good news regarding the vaccines, DMOs around the country are preparing to spend large budgets to persuade visitors to choose their destination. Already, keyword search budgets are increasing and destinations are introducing large-scale campaigns to the market. It is imperative to ensure Billings is a top choice amongst travelers as they begin determining when they will go for summer vacation. It also will be important to take into consideration any new offerings among key competitors.</p> <p>With the start of 2021, there is a sense that the worst is now behind us. Vaccines are being distributed, travelers' sentiment is more positive and people are eager to leave their homes and start exploring again. However, it still will take time for things to return to normal, although the definition of normal will never be the same. Yet even the industry is beginning to feel positive about more. Dan Scheffer, director of Voices of Montana Tourism, shared his thoughts with the Billings Gazette. "The state's tourism industry may be well positioned to rebound in 2021. With cruise ships and indoor venues still seeking viable, the outdoors are a healthy option. Fewer people flying has increased the airline industry's interest in serving more remote places like Montana."</p> <p>GOALS</p> <ol style="list-style-type: none"> Increase awareness for Billings as an ideal spring/summer travel destination, leveraging the destination's brand, "Forge Your Own Path." Increase awareness for the big ideas, unspoiled outdoor adventures, a unique urban downtown and hospitality offerings all found in a visit to Billings - while reminding visitors that Billings, Montana is the most scenic route into Yellowstone with incredible proximity to iconic attractions. Encourage visitors to experience the culinary and cultural offerings in the city of Billings paired with the natural attractions surrounding the city. Drive unique and repeat traffic to the website with a strategy that leverages digital and video-driven channels. Integrate the Great American Road Trip into the campaign that also speaks to visitors in the right markets, targeting both drive and flight markets. Stay flexible to evolve the campaign as necessary based on travelers' ongoing response to the pandemic situation. <p>LOOK AT THE RESEARCH</p> <p>According to Destination Analysts, 23.7% of Americans say they have begun planning trips in anticipation of the</p>			<p>All placements and campaigns for Visit Billings were considered successful and growth in lodging markers were realized per Smith Travel Research and increased collections. There are some recommendations that will be considered for FY23 marketing efforts.</p> <p>Marketing will continue as outlined below:</p> <p>Spring/Summer 2022 Warm Season Campaign for Billings - Great American Road Trip:</p> <p>Social drove 55% of our activities (landing page and visitor guide) and Search drove 35%.</p> <p>Visit Billings Highlights</p> <p>Overall, the campaign delivered 23,828,512 impressions and generated 221,519 landing page visits (44% increase YOY).</p> <p>We also saw the following actions taken:</p> <ul style="list-style-type: none"> 218 Visitor Guide Downloads (down from 412 in 2021) 82,425 GART (Great American Road Trip) Specific Landing Page Views Smith Travel Research showed 8.8% increase in room demand C1-Q2 '20Y. <p>Audio (Q2 only):</p> <p>Overall Metrics:</p> <p>Overall Audio Completion Rate averaged at 93.26%</p> <p>Audio benchmark for Travel/Tourism - 64% completion rate</p> <p>Best performing tactic: Mobile Audio PMP</p> <p>Includes mobile-device specific PMPs such as localized radio stations and listening apps such as Spotify, Pandora, iHeartRadio, and other podcast streaming apps.</p> <p>Top three performing markets:</p> <ul style="list-style-type: none"> Dallas-Ft. Worth TX, Denver CO, Minneapolis-St. Paul MN <p>Recommendations for future placement:</p> <p>Includes more audio creative varieties (only one audio ad, 30s spot) and focus audio spots on 15s ads.</p> <p>Display:</p> <p>Overall Metrics:</p> <p>Overall, the Display eCPA was \$2.63, and we observed a 77% decrease in eCPA throughout the campaign's flight.</p> <p>Overall campaign CTR was 0.09% (above benchmark, and 22% higher YOY) CTR benchmark for Travel/Tourism - 0.05%</p> <p>Display eCPA was 13% higher for April-Sept 2022 than April-Sept 2021. Taking a closer look, eCPA was higher in Q2 than Q3 (\$4 eCPA for Q2 2022, \$1.96 eCPA for Q3 2022). Although traffic and mobility increased in the warmer months, it's possible this slight increase in eCPA YOY is attributed to the flooding closures Yellowstone National Park faced during Summer 2022, reducing park visitors.</p> <p>Additionally, we saw at least 151 newsletter sign ups and 17 confirmed Visitor Guide conversions, the majority of which were attributed as post-impession.</p> <p>Activities were strongest in the late-July, with less activity in August as visitors prepared for back-to-school season. We began to see activities trend upward around Labor Day weekend before decreasing through the remainder of September as the summer travel season concludes and the fall school semester begins.</p> <p>Throughout the summer travel season, we observed the strongest interactions from the following behavioral audiences, all of which pertain to summer/outdoor-based activities and travel planners:</p> <ul style="list-style-type: none"> Behavior > Shopping & Buying > Sporting Goods > Camping, Backpacking & Hiking Gear, Equipment, Products Crude > Travel and Tourism > Interest (affinity) > Persons > Leisure and Vacation Travelers > Adventure Travel Travel > Hotel > Luxury Hotels > Resort Behavior Models > Household > Sport & Outdoor Activities > Hunting Consumer > Travel > Montana and Idaho Trip Planners - Extreme Confidence <p>Recommendations:</p> <p>Continue to include imagery that highlights attractions and activities within the Billings area.</p> <p>Include more generalized examples of activities to appeal to other users. S</p> <p>Programmatic TV - Overall Metrics:</p> <p>Video Completion Rate remained consistent throughout the campaign, averaging at 95.14% (above benchmark)</p> <p>Video benchmark for Travel/Tourism - 87% video completion rate</p> <p>Best performing tactic overall: Programmatic TV - CTV Discovery+ PMP</p> <p>Top performing markets:</p> <ul style="list-style-type: none"> Orion - Great Falls MT Fly - Salt Lake City UT 		

	<p>destination gives access to unique powerful encounters with the natural world, alongside the comforts of modern life. This is what visitors are seeking in 2021.</p> <p>The marketing campaign should introduce them - or remind them of the adventures that can be found along the Fireroads and the Yellowstone Trail.</p> <p>The campaign will give them a sense of the unique vibe found only in southwest Billings, with only accessible from trail and a nationally-recognized new sixth exhibit at Zoobotanica - combined with the comfort that travelers seeking in hotel offerings. It will be critical to re-engage with visitors and remind them why Billings should be their first choice when choosing a vacation destination, with its proximity to an array of outdoor wonders, historic monuments and local arts, cuisine and culture providing a unique experience unlike any other in the competitive set.</p> <p>Visit Billings also aims to align with MOTBD's messaging to increase Billings' exposure with out-of-state visitors. MOTBD's primary messaging positions Montana and the place for fire-spirited adventure, a one-of-a-kind experience where one can find new ways to experience the familiar, and a place where one has access to unique powerful encounters with the natural world, as well as the comforts of modern life. Their marketing highlights the unique scenic beauty (encompassing mountain ranges, big sky ambiance and diverse geography). Billings offers great things for western travelers and those looking for Montana adventures.</p> <p>TARGET AUDIENCE</p> <p>After a year of uncertainty, turmoil and impacts on the organization's budget, Visit Billings will execute national campaign this year as right markets are recovering. Flexibility will be important for the media campaign to ensure cities are spent where they are generating the most response. Behavioral targeting will focus on the domestic traveler - those looking for a long weekend escape from their nearby area. Those interested in nature-related trips, and those looking for a rural escape into their surrounding outdoor paradises. The target audience is families with a household income of \$75,000+.</p> <p>The geographic markets will include the following:</p> <p>PRIMARY: Key feeder markets include Minneapolis, Denver, Salt Lake City, Chicago and Dallas with interest in travel to Montana and the western region of the U.S., including monuments, state and national parks and western heritage.</p> <p>SECONDARY: Regional cities in drive markets, primarily in-state and Wyoming, Bozeman, MT; Great Falls, MT; Helena, MT; Missoula, MT; Great Falls, SD; Dickinson, ND; Rapid City, SD; Casper, WY; Buffalo, WY; Sheridan, WY; Billings DMA (including city of Billings) + city of Cheyenne, city of Cody.</p> <p>MEDIA</p> <p>The planning for the next campaign will include re-entering the right markets, re-activating potential new audiences and any additional platforms. Visit Billings can leverage to fully maximize the campaign's success.</p> <p>The Fall/Winter campaign has generated solid increases to the website and has laid down the foundation onto which Visit Billings staff can build the next campaign. Knowing what is working - and optimizing against platforms that aren't performing as well - will allow us to continue strengthening brand awareness for Visit Billings and encourage visitors to consider this beautiful location as a destination not to miss. As outdoor, rural towns, national parks and uncrowded cities are still a high priority with travelers, Billings is the perfect place to arrive, welcome and host eager visitors who are ready to book. Paid media on digital and social platforms including Facebook and Instagram will remain prominent in the integrated campaign.</p> <p>Creative materials will place emphasis on video placement through Instagram stories, Facebook's Instant Experience and a video network, so that impressions are not locked to the content on just one platform but can be optimized to whichever channel is showing the best performance. Paid search also will continue to play a prominent role in driving qualified traffic to VisitBillings.com.</p>	<p>vacation being available, with June, July and August being the most likely months for travel. The interest to take leisure trips to small towns, rural and mountain destinations were up 43% and national parks and road trips up 44%.</p> <p>The Visit Billings' audience is primarily a mix of couples and families ages 25-44 with pre-school children. According to research, only 25% of vacationers in 2021, and COVID-19 is still top of mind. 27% of the audience is considering the state of COVID-19 in their vacation decisions in 2021, with the vaccine and hygiene. The pandemic hasn't stopped them from thinking about travel though - almost 80% of the audience have some ideas and are doing research toward a 2021 vacation (as of Jan. 2021).</p> <p>Feasibility is top of mind for potential travel consumers, with over half citing the ability to handle booking policies as top incentives to book from travel providers, and 38% are seeking a value for their money. Further, 10% are also more likely to meet contacts and explore options available in near travel plans.</p> <p>KEY PERFORMANCE INDICATORS (KPIs):</p> <p>To maintain quantity and quality of website visitation, the marketing campaign will optimize digital toward conversion actions and monitor for an efficient CPC (cost per click) and CTR (clicks-through rate).</p> <p>The following engagement actions will be tracked and can be available upon request:</p> <p>Landing page visits</p> <p>Requests for Visitor Guides</p> <p>3+ minutes on site</p> <p>eNewsletter sign-ups</p> <p>Google Analytics will be made available as well.</p> <p>Please note: The campaign will be set up dynamically allowing re-targeting of the budget toward the market that is performing the best.</p> <p>This will be closely monitored, so the budget remains spread over the entire campaign.</p> <p>Visit Billings staff in partnership with agency colleagues will also monitor the following data:</p> <p>•Smith Travel Research demand, occupancy</p>
<p>Consumer</p>	<p>Multi-Media Marketing</p>	<p>\$75,000</p>

<p>Like our observations in Display, we saw activities were strongest in May and June at the start of the summer travel season. As we entered Q3, the volume of eCPA activities declined in July and users transitioned into the back-to-school season in August, remaining consistent into September. Flooding and NE and North YNP entrance closures trend issues.</p> <p>Throughout the summer travel season, we observed the strongest interactions from the following behavioral audiences, all of which pertain to outdoor-based activities, travel planners, and roadside-based transport:</p> <p>Recommendations:</p> <p>Continue to focus video efforts on 15s creatives, as there is more inventory for CTV, PFP, and CLV in this duration.</p> <p>General Events Marketing:</p> <p>\$112 landing page views</p> <p>-0.71 landing page view rate</p> <p>-11.33 cost per LPV</p> <p>12,546 link clicks</p> <p>-0.97% CTR</p> <p>-50.95 CPC</p> <p>259,958 people reached at an average 4.97 frequency. Gender reach breakdown was 58% female and they produced 65% of the link clicks. Link clicks by highest volume. Link click highest volume by age group - 65+, 55-64, 45-54, 35-44, 25-34, 18-24</p> <p>Creative:</p> <p>Top 3 creatives by landing page view volume - Nile rodeo, Clara Bentley, St. John's convert, regional events video v2, burn the joint</p> <p>Recommendations:</p> <p>Diversity of creative: try to have image, carousel and video. Goodway is able to use carousel images to make a slideshow video asset. Great, easy way to get video creative if we don't have any.</p> <p>SEARCH:</p> <p>Overall Metrics:</p> <p>426,278 Impressions</p> <p>44,322 Clicks</p> <ul style="list-style-type: none"> • Avg. CPC of \$1.35, overall CTR of 10.4% <p>Drove 543 non-page view conversions (eNewsletter Signups, Visitor Guide Downloads, and Visitor Guide Thank You Page conversions)</p> <ul style="list-style-type: none"> • At a \$110 CPA • Drove 45,959 page view conversions, at an average cost of \$1.46 per page view. • 7 Facebook page views • 30,831 Great American Road Trip page views • 2,422 Fall/Winter Events page view <p>Campaign Calendar:</p> <ul style="list-style-type: none"> • Q2 and Q3 the National campaign saw the highest volume, driving 61% of total clicks, at the cheapest average CPC of \$0.8 Brand CPA of \$0.46. • The highest volume ad groups in this campaign being the Yellowstone and Billings- Through to Do ad groups. <p>The Great American Road Trip (GART) saw the second highest volume, driving around 26% of total clicks over Q2 and Q3. The campaign saw its highest CTR in May, and the highest non-page view conversions spiking in August, driven by the Montana Road Trip ad group.</p> <p>Although the Activities campaign saw the lowest click volume of all campaigns during 10% of total clicks, it had a similar CTR to the GART campaign, with increasing CTRs each month as we approached September, primarily due to strong performance from the Zoo ad group.</p> <p>Demographics:</p> <p>Top 10% HH made up 22% of the total clicks over Q2 and Q3 and saw the most click volume of any other identified income bracket.</p> <ul style="list-style-type: none"> • Of note, Google was only able to identify 55% of individuals' income, leaving 45% of all users as 'unknown' <p>In general, the search campaign saw higher success with the older population, with the 45-54 age bracket seeing the highest volume, and the 18-24 bracket showing the lowest. Additionally, the CTR for older individuals seems to rise with age with the 55-64 age group showing the highest CTR of 14%, as compared to the 10% average.</p> <p>The search volume is skewed towards women, making up 58% of all clicks by identified users.</p> <p>Top audiences:</p> <ul style="list-style-type: none"> • Outdoor Enthusiasts • Travel Buffs • Family Vacationers <p>Ad Copy:</p> <p>Highest volume ad descriptions:</p> <ul style="list-style-type: none"> • "Year-round adventures await Visit Billings! and take in mother nature's beauty. Book now." • "Request a travel guide today, do not miss out on our Must-See list. Start planning now!" <p>Highest volume ad headlines:</p> <ul style="list-style-type: none"> • "Plan Your Next Adventure" • "Are And Wonder" • "Yellowstone National Park" <p>Recommendations:</p> <p>It would be worthwhile to re-look at conversion actions on site, and the value associated with page views vs higher intent actions like brochure/digital guide downloads.</p> <p>Regional Events Marketing for Billings:</p> <p>Display:</p> <p>Overall eCPA averaged at \$5.16, and overall CTR was 0.64% (Display benchmark for Travel/Tourism is 0.05%).</p> <ul style="list-style-type: none"> • Additionally, we saw eCPAs decreased 9% MoM, averaging at \$4.17 for its final month in October. <p>Top eCPA activity: Visit Billings Event Page</p> <p>Best performing tactic: Site Retargeting - driving the most eCPA activities (1,542) and yielded the lowest eCPA (\$0.18) of all ad groups/tactics.</p> <p>Top Performing tactics:</p> <ul style="list-style-type: none"> • Missoula MT • Miss/Bismarck/Dickinson (Williston) ND • Butte-Bozeman MT <p>Creative Performance: Throughout the campaign we saw mobile sizes such as 300x250 and 320x50 continuously drive the majority of eCPA activities, however the 336x280 reflected the lowest eCPA of all the creatives (\$3.51).</p> <p>We continued to see the strongest performance from the following behavioral audiences:</p> <ul style="list-style-type: none"> • Adults > In-market Travelers to Montana • Location-Based Audiences > TV Household > Food & Dining > Farmers Market Shoppers • Travel Intent > Activities > Winery Distillery Brewery Tours • Interest > Events and Attractions > Outdoor Activities • Interest > Arts and Entertainment > Events and Attractions > Sporting Events <p>Recommendations:</p> <p>Continue to include creative that reflects a call to action to encourage users to engage with the ads.</p> <p>Montana's Market Takeover in Partnership with Visit Southeast Montana to build the Southeast Montana Travel Promotion Campaign:</p> <p>Over its character count in this program, therefore, please see attached file for this report and note:</p> <p>Campaign and investment were successful, however, Visit Billings will not join efforts with Visit Southeast Montana in this capacity in the near future. Efforts will be made to better elevate the Billings travel brand and Montana's Trailhead as opposed to helping elevate Billings as part of southeast Montana in this type of market takeover.</p> <p>Other funds were utilized for this project/program in FY22. It was successful and was budgeted for FY22. As a point of reference, here is the reporting:</p> <p>SOCIAL for Great American Road Trip Warm Season Campaign and the Regional Events Campaign which was placed following the historic flooding that closed the Scenic Beantooth Highway, the northeast gate to Yellowstone National Park, and the north gate to Yellowstone National Park, were successful and are a priority for marketing efforts in FY22.</p> <p>Overall Metrics:</p> <p>66,527 reach trip page views</p> <p>- \$0.80 cost/lead trip page view</p>

Minneapolis Takeover Post Analysis pdf

	<p>Consumer Social Media</p>	<p>Facebook serves as a Billings Trail Guide, posting consistent updates and addressing follower inquiries in a timely manner. The type of content will include photography/video, details on attractions, coverage/opening, what's new, user-generated content, and third-party endorsement through press coverage, etc.</p> <p>The Facebook channel will:</p> <ul style="list-style-type: none"> Encourage dialogue by asking followers' questions. Be a channel for highlighting partners when special events are happening through local generators, when possible. Include links within posts, when relevant, to help drive traffic to the Billings blog and website. Tag relevant hospitality partners, musicians, events and vendors in posts, when applicable, to maximize visibility and reach. Create greater social reach with the TrailHead Tuesday videos. Incorporate paid campaigns aimed at attracting new followers from key markets. <p>Instagram is the inspiration channel for Visit Billings with more than 5,000 followers, guiding travelers on their planning and itinerary planning phases. The Instagram channel features compelling imagery and videos, both branded and consumer-generated.</p> <p>The Instagram channel will:</p> <ul style="list-style-type: none"> Curate and utilize consumer-generated photography and video. Create editorial photos and videos aimed to highlight destination experiences and location options for any potential visitor. Leverage the existing #VisitBillings and #MontanaTrailHead hashtag while encouraging visitors and stakeholders to do the same. Create engaging and authentic "Stories" to show followers real-time activities and inspire them to follow upcoming events. Create greater social reach with the TrailHead Tuesday videos. Engage with traditional media through the use of designated hashtags to aggregate related content and pin in on relevant and timely social media conversations. <p>Visit Billings also used Instagram Campaign with Zoomfortaria by creating an Instagram page for Winston the Blob. Visit Billings and Zoomfortaria staff co-manage this channel to continue engagement and interest in coming to Billings to see Winston. This summer, the team will use this channel to highlight other great attractions by introducing Winston as an "unofficial" mascot of Billings.</p> <p>TikTok is now boasting more than 800 million monthly active users worldwide. This newer social channel is now the 8th largest social network and is expected to keep growing. TikTok celebrates storytellers, making this an opportunity for Visit Billings to expand our content strategy. This channel will be first tested in the Summer 2021 marketing campaign by sharing unique facts about the destination in hopes of inspiring additional research into visiting the area.</p> <p>EMAIL</p> <p>Email marketing is an effective way to reach those travelers who have specifically expressed interest with Visit Billings, connecting with them in a valuable and cost-effective way. The Visit Billings team educates, engages and inspires them to travel to this destination by exposing travelers to editorial content, blog articles and social content. Visit Billings has a 15% open rate with a database of just over 20,000 contacts.</p> <p>HOST BILLINGS BLOG</p> <p>Visit Billings will continue to utilize social and email channels to promote the blog content, featuring experiences that align with interest-based personas established for the website, from History Buffs to Foodies and Outdoor Enthusiasts. Visit Billings team members along with tourism colleagues and stakeholders will have the opportunity to be blog post authors and feature their own unique Billings Trail Guide experiences.</p> <p>GPYV'S</p> <p>Also new to the 'Visit Billings' content strategy is the creation of animated GIFs through GPYV, which is the best way to search, share, discover and create animated GIFs on the internet. These Billings and Montana inspired stickers can be used on any GPYV keyboard to help enhance user-generated content for locals and visitors alike. New GPYV animations were created in spring 2021, and as Visit Billings expands its campaigns, the team will have the opportunity to add to these.</p> <p>There is value in not only leveraging dollars toward increasing audience reach and frequency, but in the association and tie to MOTED messaging and brand pillars. Digital opportunities that target a qualified audience of travelers have been heavy lifts for Billings. Accordingly, staff will look first to those opportunities again. In FY19, Visit Billings participated in some of the MOTED co-op advertising opportunities including Parents Magazine, Sojern and TripAdvisor. Similar placements will be considered in FY21, as the pandemic recovery takes place.</p> <p>MONTANA DEPARTMENT OF TOURISM & BUSINESS</p> <p>Joint venture and cooperative opportunities have</p>	<p>According to a study by the World Travel & Tourism Council, 53% of American travelers will be focusing on domestic trips. As travel resumes, Visit Billings owned social channels will keep us connected to the visitors and engage them with inspiring travel and destination content as well as upcoming events and the continued reopening of our area. Will be working as its driving characteristics, the content strategy.</p> <p>Focuses on extending the Visit Billings voice into the online space as a persona - the approachable and fun personality of the Billings Trail Guide. "Forge Your Own Course" inspires the Billings mentality and is rooted in the local way of life. Visit Billings combines a timely familiarity with a down-to-earth tone, creating a path for any consumer. This includes a new one for Wellness, offering more than just a service but an entire holistic approach to repeat visitors and location options for any potential visitor.</p> <p>Visit Billings will supply the following information in completion reporting of this application:</p> <p>Visit social media conversion for each campaign paid for using these funds:</p> <ul style="list-style-type: none"> social media conversion for each campaign paid for using these funds: communication sign-ups visitor guidebook requests landing page visits <p>Visit Billings can also include several impressions from any campaign performance report for IG, FB, TikTok.</p> <p>\$2,500.00</p>	<p>68,399 link clicks</p> <p>- 10.77 CPC</p> <p>- 1.15% CTR, this is almost double the ad accounts average the last two years.</p> <p>601,361 people reached at an average 3.64 frequency for a total of 2,205,592 impressions. Overall, we saw great results at lower-than-average costs.</p> <p>Audience:</p> <p>Targeting by road trip page view volume - Fry, re-targeting, drive by best CTR - re-targeting, drive, fly</p> <p>Meta provided data says we hit about 3% of the fly audience and 5% of the drive audience.</p> <p>Males drove 55% of the link clicks and 81% of the link clicks were 55-year-olds and above.</p> <p>Creative:</p> <p>Video - 7 second average play time (this is really good for a traffic campaign and not optimizing for video views) and a 0.29 video completion rate.</p> <p>More video brought in 93% of the road trip views. Other top performers were the adicor video and the fishing still.</p> <p>Recommendations:</p> <p>Save some budget to target a landing page look alike audience nationwide. Let the algorithm hit users who are looking to travel or are interested in Billings/Montana.</p> <p>Consider test on images and still creative.</p> <p>Try the Meta Music beta opportunity - Meta will automatically add music over some ad placements, could produce a higher clickthrough rate.</p> <p>REACH:</p> <p>Overall Metrics:</p> <p>438,278 Impressions</p> <p>44,322 Clicks</p> <ul style="list-style-type: none"> Avg. CPC of \$1.35, overall CTR of 10.4% <p>Drove 543 non-page view conversions (eNewsletter Signups, Visitor Guide Downloads, and Visitor Guide Thank You Page conversions)</p> <p>At a \$110 CPA</p> <p>Drove 40,999 page view conversions, at an average cost of \$1.46 per page view:</p> <ul style="list-style-type: none"> 7,765 Events page views 30,831 Great American Road Trip page views 2,402 Fall Winter Events page view <p>Campaign Callouts:</p> <p>Over Q2 and Q3 the National campaign saw the highest volume, driving 61% of total clicks, at the cheapest average CPC of \$0.6 and CPA of \$0.46.</p> <ul style="list-style-type: none"> The highest volume ad groups in this campaign being the Yellowstone and Billings- Things to Do ad group- The Great American Road Trip (GART) saw the second highest volume, driving around 20% of total clicks over Q2 and Q3. The campaign saw its highest CTR in May, and the highest non-page view conversions spiking in August, driven by the Montana Road Trip ad group. Although the Activities campaign saw the lowest click volume of all campaigns driving 12% of total clicks, it had a similar CTR to the GART campaign, with increasing CTRs each month as we approached September, primarily due to strong performance from the Zoo ad group. <p>Demographics:</p> <p>Top 10% HH made up 22% of the total clicks over Q2 and Q3 and saw the most click volume of any other identified income bracket.</p> <ul style="list-style-type: none"> Of note, Google was only able to identify 55% of individuals' income, leaving 45% of all users as 'unknown' <p>In general, the search campaign saw higher success with the older population, with the 45-64 age bracket seeing the highest volume, and the 18-24 bracket showing the lowest. Additionally, the CTR for other individuals seems to rise with age with the 55-64 age group showing the highest CTR of 14%, as compared to the 10% average.</p> <p>The search volume is skewed towards women, making up 58% of all clicks by identified users.</p> <p>Top audiences over the past 6 months:</p> <ul style="list-style-type: none"> Outdoor Enthusiasts Travel Buffs Family Vacationers <p>Ad Copy:</p> <p>Highest volume ad descriptions:</p> <ul style="list-style-type: none"> "Four-and adventure await! Visit Billings! and take in mother nature's beauty. Book now!" "Request a travel guide today, do not miss out on our Must-See list. Start planning now!" <p>Highest volume ad headlines:</p> <ul style="list-style-type: none"> "Plan Your Next Adventure" "Are You Wonder?" "Yellowstone National Park" <p>Recommendations:</p> <p>It would be worthwhile to re-look at conversion actions on site, and the value associated with page views vs higher intent actions like brochure downloads.</p> <p>As-is we are optimizing to both page view and high intent conversions with equal values associated to each, looking into weighting the higher intent conversions with a higher value could yield Google optimizing towards higher intent users, and driving better conversions through the funnel.</p> <p>Regional Events Marketing for Billings:</p> <p>YouTube:</p> <p>Overall completion rate was 83.55%, and we saw 67 vCPAs throughout the YT campaign, the majority of which took place around Labor Day weekend.</p> <ul style="list-style-type: none"> We saw a 2% increase in video completion rate MoM, averaging at 93.95% for October. <p>Overall, we saw the highest VCRs within these states:</p> <ul style="list-style-type: none"> Montana 92.00% Wyoming 92.59% North Dakota 91.68% South Dakota 91.96% <p>By metropolitan area:</p> <ul style="list-style-type: none"> Buffalo-Sloanman, MT - 92.63% Clasper, WY - 92.47% Rapid City, SD - 92.12% Chief Falls, MT - 91.83% Bismarck, ND - 91.83% Missoula, MT - 91.81% <p>In Reach and Frequency:</p> <ul style="list-style-type: none"> Unique Reach 4.68 Unique Frequency 4.29 <p>Recommendations:</p> <p>Continue to focus creative efforts on 15s ad spots based on inventory availability.</p> <p>Include more ads within creative rotation (only used one video ad). Possible variables to highlight the various events taking place along with creative fighting leading up to event date.</p> <p>Social:</p> <p>Brew Trail:</p> <p>4,443 landing page views</p> <p>- 0.55 landing page view rate (like to see 0.70)</p> <p>8,050 link clicks</p> <p>- 0.48% CTR</p> <p>- \$2.23 CPC</p> <p>259,192 people reached at an average 6.62 frequency. Gender reach breakdown was fairly even at 52% female and 59% of all link clicks produced by females. Link click highest volume by age group - 65+ - 65-64, 45-54, 35-44, 25-34, 18-24</p> <p>Creative:</p> <p>by volume of landing page views and CTR- brew trail carousel, brew trail image, hike brew trail image</p>	<p>Joint Venture partnerships can prove fruitful. Partnering with other Regions and Cytis like Destination Missouri, Destination Pied Lodge, Visit Southeast Montana, and Glacier County Tourism allows Visit Billings to have exposure to prospective visitors building itineraries for their travels. For instance, if a prospective visitor requests a visitor guidebook from Destination Missouri and that visitor sees an ad in the guide for Billings or other Montana destinations, it can help build a larger itinerary and better orient someone about the state of Montana as a travel destination. It can also send a visitor who is already in market. Therefore, Visit Billings will continue to have such presence in visitor guidebook publications across the state in partnership with Regions and Cytis.</p>
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Consumer	Joint Ventures	<p>DEVELOPMENT PARTNERSHIPS - JOINT VENTURES</p> <p>Due to COVID-19, MOTBD placed their joint venture programs on hold which typically include co-op advertising opportunities such as TripAdvisor and Expedia. Once available again, there is value not only in having dollars toward increasing audience reach and frequency, but in the association and brand placement.</p> <p>LOCAL AND REGIONAL PARTNERSHIPS/COOPERATIVE OPPORTUNITIES</p> <p>Visit Billings staff are proud to work with neighboring destination and tourism regions and will continue to partner in strategic fashion in FY22 including:</p> <ul style="list-style-type: none"> Partnership with Visit Southeast Montana to continue to be a priority for Visit Billings. The Yellowstone Country travel region, particularly the Red Lodge area, continues to be an important region where Visit Billings will maintain and build relationships. Many wins have been realized through joint efforts between Billings and Red Lodge including the Travel Blog Exchange (TEB). Hot Bike Tour, Outdoor Writers Association of America, BMW MOA Rally, and GWRRA Wing City '88 Billings is a partner in the Beartooth Highway (considered part of Yellowstone Country) and Yellowstone National Park and Red Lodge. Billings is also a welcome destination for Visit Billings will base travelers coming out of the park who are seeking services, as well as shopping and urban amenities. There is value in strengthening these regional partnerships. Falling in line with MOTBD's strategic goals, Billings will partner with the City of Billings, Chamber of Commerce, Yellowstone County, Downtown Billings Alliance and local leaders to preserve the assets and quality of life in the community, maintaining productive dialogue around seeking ways to improve Billings area tourism products to grow Billings as a year-round destination. We appreciate opportunities that invest in elevating Billings as a diverse and wide range of print or digital offerings. 	<p>proven successful with MOTBD and state partners in previous budget years including major placements in top cities as well as city takeovers in Dallas and Chicago</p> <p>Per MOTBD's website:</p> <p>Due to COVID-19 this program is on hold, we will be contacting partners directly when they are ready to partner to a new program.</p> <p>through the Joint Venture Marketing Program and Business Development (MOTBD) in marketing and advertising opportunities including print, digital, OOH, and trade show.</p> <p>PARTNERSHIPS & COOPERATIVE OPPORTUNITIES:</p> <p>"The organization will also partner with Regions and other CVAs in order to help market Billings and elevate the state as a whole which is appropriate. As budget allows, Visit Billings staff will work together to execute of familiarization tours, media buys, and site inspections."</p> <p>"Visit Billings will continue to partner with Montana tourism regions and DMAs on relevant consumer trade shows when appropriate. Billings has and will continue to partner with MOTBD and Visit Southeast Montana at the Rocky Mountain International Roundtable and the US's IPW."</p> <p>Visit Billings will base travelers coming out of the park who are seeking services, as well as shopping and urban amenities.</p>	<p>In FY22, Visit Billings will invest in programs including TripAdvisor and the following publications:</p> <ul style="list-style-type: none"> Destination Mascula Destination Red Lodge Visit Southeast Montana Closer Country Tourism <p>Another Joint Venture investment is for TripAdvisor (TA).</p> <p>The marketing sponsorship provides an opportunity for DMOs like Visit Billings to incorporate highly targeted banner advertising, photos and videos, direct links to the DMO website, DMO brochure link, promotional messaging for deals and announcements, an events calendar, and a visitor's center placement within the destination map. All of these unique messaging modules will be incorporated into the DMO destination maps on TripAdvisor.</p> <p>FY22: from 5/1/21 through 6/30/22, TA offered an ROI of 21.5 million impressions and 6,400 ad clicks from residents in the United States, Canada, the United Kingdom, and India. The top US markets for Visit Billings' buy included Texas, Utah, Washington, California, Colorado, Wyoming, Florida, Minnesota, Ohio, Illinois, New York, and Montana.</p> <p>Additionally, the TA report FY22 shows:</p>	<table border="1"> <tbody> <tr> <td>TA_Billings_MT_US</td> <td>383363-1, TA MOB WEB COM SPONSORSHIP DS Homepage 30x50</td> <td>9/21/2021</td> <td>6/30/2022CPD</td> <td>6619</td> <td>24</td> <td>0.36%</td> <td>9.03742505</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383364-1, TA COM SPONSORSHIP DS Homepage 728x90</td> <td>9/21/2021</td> <td>6/30/2022CPD</td> <td>10777</td> <td>11</td> <td>0.10%</td> <td>8.61566195</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383365-1, TA MOB WEB COM SPONSORSHIP DS Homepage 300x250</td> <td>9/21/2021</td> <td>6/30/2022CPD</td> <td>72099</td> <td>16</td> <td>0.22%</td> <td>5.78593947</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383366-1, LURE</td> <td>9/21/2021</td> <td>6/30/2022CPD</td> <td>26324564</td> <td>9000</td> <td>0.03%</td> <td>16.15755667</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383367-1, Retargeting Billings Content US IPs Boost</td> <td>7/28/2021</td> <td>8/31/2021CPM</td> <td>897</td> <td>3</td> <td>0.33%</td> <td>14.02174675</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383368-1, ROS + Fly Markets Boost</td> <td>7/28/2021</td> <td>8/31/2021CPM</td> <td>135476</td> <td>287</td> <td>0.21%</td> <td>9.995968104</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383370-1, Montana Content US IPs excl. Montana Boost</td> <td>7/28/2021</td> <td>8/31/2021CPM</td> <td>79586</td> <td>156</td> <td>0.20%</td> <td>10.87346977</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383371-1, Montana Content US IPs excl. Montana Explorer Carousel</td> <td>7/28/2021</td> <td>8/31/2021CPM</td> <td>80413</td> <td>77</td> <td>0.10%</td> <td>10.94375251</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383372-1, Retargeting Billings Content US IPs Explorer Carousel</td> <td>7/28/2021</td> <td>8/31/2021CPM</td> <td>898</td> <td>2</td> <td>0.22%</td> <td>16.02370183</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383373-1, ROS + Fly Markets Explorer Carousel</td> <td>7/28/2021</td> <td>8/31/2021CPM</td> <td>90001</td> <td>96</td> <td>0.11%</td> <td>9.852320074</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383380-1, Montana Content US IPs excl. Montana Boost</td> <td>3/8/2022</td> <td>6/30/2022CPM</td> <td>90900</td> <td>167</td> <td>0.18%</td> <td>8.536105344</td> </tr> <tr> <td>TA_Billings_MT_US</td> <td>383381-1, Montana Content US IPs excl. 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The exposure is OK. While considered successful per TA reporting, the Visit Billings team will continue to monitor this investment to ensure the expense is worth the exposure. The buy was budgeted for FY23.</p>
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Consumer	Opportunity Marketing	<p>Visit Billings will look to these funds should an appropriate opportunity to grow visitation at Montana's Travel, present itself. If not, dollars will be shifted to consumer (venue) marketing efforts.</p>	<p>Once the project is known, such information can be provided.</p>	<p>\$1,000.00</p> <p>Visit Billings will continue to budget for such opportunities in the future in the event of unbudgeted programs or projects that can be fostered.</p>	<p>There were no projects that resulted in the expenditure of opportunity funds in FY22, thus funds were moved to multi-media marketing and warm season campaign efforts which were successful.</p>																																																																																																																																																																																									
Consumer	Website/Internet Development/Setup	<p>VISITBILLINGS.COM</p> <p>The Visit Billings website is the destination's primary branding and communications tool, where the destination's "Forge Your Own Path" brand has been brought to life to orient potential visitors. Throughout the pandemic, it was key to communicating the destination's mitigation efforts and "open for business" messaging. In today's digital landscape, destination marketing websites must work even harder to engage the consumer. While travelers filter through user-generated content (UGC), TripAdvisor content, Instagram posts and travel blogs, a destination website should be positioned as a trusted resource for travel inspiration and planning. VisitBillings.com is designed to ensure the content is consistently updated and relevant to the individual needs of potential travelers. New persona-driven web pages are being developed to give prospective History Buffs, Outdoor Enthusiasts, Arts & Culture Micro-travelers, and Wellness-Seekers to Billings. Additionally, the Great American Road Trip initiative also inspires travelers to hit the road and choose Billings as their vacation destination.</p> <p>Visit Billings staff will work with MOTBD to ensure the website, www.VisitBillings.com, remains relevant to current campaigns and continues to build off of the three phases of the travel decision process per MOTBD.</p> <p>The website is an important part of MOTBD's orientation terminology and dedication to help orient potential visitors (and those currently in-market) about what to do in Billings and how to make the destination part of a trip itinerary.</p>	<p>THE ORIENTATION PHASE is where the researcher the details of the site. For the mobile traveler will use to arrive at the chosen destination and the mode of transportation used to get there. For the traveler who has visited the destination multiple times, they will use to plan their next visit. For the agency and developers will update the library of resources to help guide insightful and inspired interactions with Billings' website.</p> <p>Visit Billings staff will work with MOTBD to ensure the website, www.VisitBillings.com, remains relevant to current campaigns and continues to build off of the three phases of the travel decision process per MOTBD.</p>	<p>\$2,500.00</p>	<p>In FY22, Visit Billings made updates to its Trail Guide program and landing page at VisitBillings.com. It was a successful decision and will be repeated as necessary. Updates included refreshed images from the photo library, updated copy, and additions to the resource library.</p> <p>The Billings Trail Guide program is about building well-informed and passionate Billings residents who have useful knowledge about Billings to share with visitors. A chance for a resident to have a helpful interaction with a visitor can foster repeat visitation and ensure a positive experience in the market. Visit Billings staff have created library of resources for our Trail Guides to help guide insightful and inspired interactions with our visitors all made available here: https://www.visitbillings.com/trail-guide</p> <p>This program is Billings' version of the former Montana Superhost Program and assists Visit Billings by helping foster greater relationships between residents and visitors and helping residents better understand the importance of the visitor economy.</p> <p>Below are the stars for web traffic to Visit Billings' website in FY22. This was a successful investment and funds are budgeted to assist with website updates in FY23. Visit Billings does not use FY23 or FY21 data due to changes due to interruptions from the COVID-19 pandemic. Thus, compare these are from FY19.</p> <table border="1"> <thead> <tr> <th></th> <th>Jul</th> <th>Aug</th> <th>Sep</th> <th>Oct</th> <th>Nov</th> <th>Dec</th> <th>Jan</th> <th>Feb</th> <th>Mar</th> <th>Apr</th> <th>May</th> <th>Jun</th> <th>Annual</th> </tr> </thead> <tbody> <tr> <td>FY22 Goal</td> <td>25,000</td> <td>30,000</td> <td>25,000</td> <td>15,000</td> <td>12,000</td> <td>12,000</td> <td>11,000</td> <td>14,000</td> <td>25,000</td> <td>18,000</td> <td>18,000</td> <td>30,000</td> <td>235,000</td> </tr> <tr> <td>Actual</td> <td>32,361</td> <td>24,335</td> <td>19,708</td> <td>19,002</td> <td>17,268</td> <td>17,367</td> <td>20,909</td> <td>17,174</td> <td>17,407</td> <td>25,146</td> <td>57,601</td> <td>71,215</td> <td>338,383</td> </tr> <tr> <td>FY19 Goal</td> <td>Jul</td> <td>Aug</td> <td>Sep</td> <td>Oct</td> <td>Nov</td> <td>Dec</td> <td>Jan</td> <td>Feb</td> <td>Mar</td> <td>Apr</td> <td>May</td> <td>Jun</td> <td>Annual</td> </tr> <tr> <td>Actual</td> <td>18,039</td> <td>14,978</td> <td>13,550</td> <td>19,363</td> <td>18,151</td> <td>10,798</td> <td>13,430</td> <td>12,118</td> <td>16,804</td> <td>28,416</td> <td>33,602</td> <td>32,715</td> <td>231,964</td> </tr> </tbody> </table>		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual	FY22 Goal	25,000	30,000	25,000	15,000	12,000	12,000	11,000	14,000	25,000	18,000	18,000	30,000	235,000	Actual	32,361	24,335	19,708	19,002	17,268	17,367	20,909	17,174	17,407	25,146	57,601	71,215	338,383	FY19 Goal	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Annual	Actual	18,039	14,978	13,550	19,363	18,151	10,798	13,430	12,118	16,804	28,416	33,602	32,715	231,964																																																																																																																			
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Film	Opportunity Marketing	<p>This is to be determined (TBD) response.</p> <p>Visit Billings looks forward to any opportunity to help the Montana Film Office succeed for the Montana brand.</p>	<p>Once a project is declared, this can be established.</p>	<p>\$1,000.00</p>	<p>There were no opportunities to assist in any film projects in FY22, therefore no funds were spent toward this method.</p> <p>However, for future marketing plans and strategies note, film will be included as opportunities have been successful previously.</p> <p>Film was a line item budgeted in FY23.</p>																																																																																																																																																																																									
		<p>Meeting Recruitment and Marketing Efforts:</p> <p>The recovery of in-person meetings is underway. Meeting recruitment continues to be an important priority to Visit Billings. In FY22, Visit Billings staff will support meetings planners in this time of uncertainty - providing perspective - to help Billings recover as a meeting destination. Visit Billings will use Billings CVA funds to help market and promote the destination to planners with multi-marketing strategies with proven companies like Small Market Meetings, CONNECT, and Meetings Today.</p>	<p>In the past, Visit Billings has hosted directors and producers with film production scouts in order to help meet the needs of any project. Staff will be on call and offer support to the Montana Office of Tourism and Business Development and the Film Office with DOC to ensure Montana and its communities are film-friendly.</p>	<p>Meetings Marketing for Recruitment:</p> <p>The Billings CVA will place at least two (2) digital advertising campaigns (marketing to meetings planners with targeted messaging) in the next 30 days to increase awareness and interest in an upcoming event.</p> <p>The appeal of attending in-person meetings has increased in the last 12 months. Even a majority of planners will continue to meet in person. Even a majority of planners will continue to meet in person. Even a majority of planners will continue to meet in person.</p>	<p>Visit Billings EVENT Renewal</p> <p>This placement is crucial to meeting recruitment and will continue. Event is elevating Billings meeting holds including the Billings Hotel and Convention Center, DoubleTree Hotel by Hilton, Northern Hotel, Big Horn Resort, and Hilton Garden Inn in order to increase convention bookings. Leads are offered to area hotels by meeting planners looking for meeting space options in the region. Event placements allow Visit Billings to be part of the search for meeting planners when looking for meeting or conference space in the western United States.</p>																																																																																																																																																																																									

FY22 Joint Venture - Visit Billings.pdf

<p>Group Marketing</p>	<p>Multi-Media Marketing</p>	<p>Group Tour Marketing Efforts: Yellowstone National Park and Little Bighorn Battlefield, along with the Lewis and Clark Trail, are key attractions positioning Billings as a trailhead to access Montana's iconic sites. These points of interest make Billings a group-friendly destination for the domestic or international traveler. Billings' proximity to the Beartooth Scenic Byway, as well as the northeast and north entrances to Yellowstone National Park, position the city well as a fantastic stop for a group tour itinerary. With international restrictions still in place, the international group tour market still will differ from a typical year. However domestic group tours will be a viable market of business for Billings. With many of the partners and stakeholders already reporting booked business for this summer, Visit Billings staff expect to have a strong return of group tour businesses to the destination.</p> <p>Sports Tourism: Along with the leisure market, sports tourism played a major role in helping Billings' area businesses recover from COVID-19 impacts in early 2021. Organized youth sports, amateur and high school events are essential in helping grow visitors to Montana's Trailhead. In FY22, positioning Billings as a sports events destination remains a priority for Visit Billings with staff looking at new technologies and innovations that will shape the future of sports events and sports tourism. Key to success in sports for Billings is supporting local tournament directors whose commitment to softball, lacrosse, basketball, soccer, baseball tournaments as well as mountain bike and road races prove to be highly successful for businesses major draws for the city. Visit Billings achieves this with TRD funds, but less on CTR. This is to help market the destination as a sports tourism community.</p>	<p>of those surveyed who are skeptical of travel for meetings still look forward to the in-person meetings or other places (bonus points for scenic views), historic events, and/or special services for smaller groups.</p> <p>Group Tour Market: While the destination and partners are fortunate to have a level of group business returning in 2021, it is important to note that as the world recovers, Visit Billings and the destination will be in even-greater competition with larger destinations and operators to attract group business. Visit Billings will remain strong in efforts to build relationships with operators by attending events such as ACCU, IPW, and International Roundups, which all help the team maintain relationships with both international and domestic tour operators. Partnerships are critical to the continued success and growth of the group tour market.</p> <p>Sports Tourism Market: According to the sports tourism market is projected to reach \$1.381 billion during 2024, it's important for Visit Billings to gear its brand in the appropriate marketing channels. Sports Planning Guide notes that sports tourism relies on the spending of thousands of events willing to invest in their leisure through private lessons, club team fees, airline tickets, hotel rooms, and activities weekends on the road.</p>	<p>to future in-person bookings. Creative may include awards that recognizes them in terms of venues that offer places with flexible indoor and outdoor space (bonus points for scenic views), historic events, and/or special services for smaller groups.</p> <p>All placements will push those interested to the VisitBillings.com planners page for more information on booking in Billings.</p> <p>Group Tour Marketing Efforts: The Billings CVE will look at placing with companies that target tour operators and market with such organizations, destinations and publications (digital or print) who may be interested in looking for Billings to learn more about booking hours in the area using local lodging facilities in order to access key attractions in the region. Billings is an economical stop along routes in the west. Staff will look to place digital marketing with two (2) or more group tour market publications or digital offerings to grow the Billings' brand in this segment. Particularly as the market recovers from COVID-19 impacts.</p> <p>GOALS 1. Elevate Billings and Yellowstone County as the trailhead to national and state parks and monuments key to group tour itineraries. 2. Be a valuable and innovative resource to tour operators in efforts to host and grow group tour bookings for lodging partners creating an impact in occupancy and room demand. 3. Occupancy can be tracked using Smith Travel Research reporting growing citywide data.</p>	<p>In FY22, as the global pandemic continued throughout the globe, it was important to provide planners insights for if Billings was open for business for meetings and conventions. As planners made a choice of either in person or virtual conferences, listings on Cvent allowed planners and venues the opportunity to meet attendees where they were on their range of contact.</p> <p>Ad Title for Visit Billings CVENT Placements: Innovative and Shies in Miles How lead more incentives than 10 advertisers under big skies to forge a successful meeting in Billings. But, at Montana's Trailhead, we're offering some aways. Home of Montana's largest urban opportunities, we are excited to introduce you to Billings, where 'big city' amenities compliment the 'big sky' views and experiences.</p> <p>Ad Text: We invite you to consider Billings for your next meeting and trust you will find the inspiration and resources needed to make Billings your future conference destination at VisitBillings.com.</p> <p>Visit Billings offers conference hotel sourcing, financial incentives, city/regional tour planning assistance, attendance building support, and on-off agenda options and ideas. Hosted site visits are also available for qualified planners.</p> <p>The Visit Billings team will provide resources and inspiration and serve as your trail guides to local and regional experiences, rich with western history, culture, breathtaking scenic views, and so much more. Gather in Billings, where incentives and skylines are indistinguishable. https://www.visitbillings.com/planners https://www.visitbillings.com/planners is the landing page that receives planners to learn more about meeting in Billings.</p> <p>Small Market Meetings & Events: This payment was for the building of the digital e-stand by the agency for the fourth and final Small Market Meeting buy left from FY21. The e-stand campaign went out to 16,000 meeting planners.</p> <p>Rocky Mountain International Great America West (GAW) E-Ad Text: For the November Media Report for the GAW, the record received earned coverage across 18 articles, reaching over 4.1M readers with an advertising value of at least \$121K. See additional information under misc. attachments. Partnering with GAW is important to Visit Billings and is continuing. For instance the FY23 campaign from the same time period has grown to earned media coverage across 80 articles, reaching 40,433,394 readers with a value of \$428,822.10. The growth is due to the global travel increase following COVID impacts on the international market. It's as important as ever for Montana destinations like Billings to be partnering with groups like RM and IRU to ensure exposure to potential and repeat international visitors.</p> <table border="1"> <thead> <tr> <th>Visit Billings PACE Report for FY22 showed the following bookings:</th> <th>Q1</th> <th>Q2</th> <th>Q3</th> <th>Q4</th> <th>TV TD</th> <th>Economic Impact</th> <th>GOAL</th> </tr> </thead> <tbody> <tr> <td>Room Bookings</td> <td>11</td> <td>3</td> <td>4</td> <td>3</td> <td>21</td> <td>#####</td> <td>20</td> </tr> <tr> <td>Citywide Roomings</td> <td>2,355</td> <td>1,250</td> <td>2,950</td> <td>6,905</td> <td>8,000</td> <td></td> <td></td> </tr> <tr> <td>Room Nights and Sports Bookings</td> <td></td> <td>350</td> <td>1,011</td> <td>1,171</td> <td>1,935</td> <td></td> <td></td> </tr> <tr> <td>Sport Bookings</td> <td>3</td> <td>8</td> <td>7</td> <td>11</td> <td>29</td> <td>#####</td> <td>20</td> </tr> <tr> <td>Room Nights</td> <td>1,480</td> <td>1,885</td> <td>7,350</td> <td>6,880</td> <td>19,355</td> <td></td> <td>22,000</td> </tr> </tbody> </table>	Visit Billings PACE Report for FY22 showed the following bookings:	Q1	Q2	Q3	Q4	TV TD	Economic Impact	GOAL	Room Bookings	11	3	4	3	21	#####	20	Citywide Roomings	2,355	1,250	2,950	6,905	8,000			Room Nights and Sports Bookings		350	1,011	1,171	1,935			Sport Bookings	3	8	7	11	29	#####	20	Room Nights	1,480	1,885	7,350	6,880	19,355		22,000	<p>\$40,000.00</p> <p>BMT-CVENT-Banners ,ppt</p>
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<p>Group Marketing</p>	<p>Travel/Traffic Show</p>	<p>Yellowstone National Park and Little Bighorn Battlefield, along with the Lewis and Clark Trail, are key attractions positioning Billings as a trailhead to access Montana's iconic sites. These points of interest make Billings a group-friendly destination for the domestic or international traveler. Billings' proximity to the Beartooth Scenic Byway, as well as the northeast and north entrances to Yellowstone National Park, position the city well as a fantastic stop for a group tour itinerary. With international restrictions still in place, the international group tour market still will differ from a typical year. However domestic group tours will be a viable market of business for Billings. With many of the partners and stakeholders already reporting booked business for this summer, Visit Billings staff expect to have a strong return of group tour businesses to the destination.</p>	<p>While the destination and partners are fortunate to have a level of group business returning in 2021, it is important to note that as the world recovers, Visit Billings and the destination will be in even-greater competition with larger destinations and operators to attract group business. Visit Billings will remain strong in efforts to build relationships with operators by attending events such as ACCU, IPW, and International Roundups, which all help the team maintain relationships and lead the way to future bookings for Billings stakeholders and partners.</p>	<p>In FY22, group marketing with travel and trade shows was successful and will continue in FY23. Funds were used to purchase affiliate tickets for a Visit Billings staff member to attend PW in Florida and IRU in North Dakota. Registrations and accommodations at IPW and IRU are shared expenses with private dollars.</p> <p>IPW: U.S. Travel Association's IPW builds the global travel industry and brings the world together in an in-person platform to conduct business and renew our relationships around the world. PW is the leading inbound travel trade show, past IPWs have generated more than \$5.5 billion in future travel by connecting U.S. travel exhibitors with travel buyers and media to promote their product and negotiate future business, securing America's position as a foremost global travel destination and showcasing the best of what the U.S. has to offer. Visit Billings has attended PW for more than a decade and works with the State of Montana and other DMO partners at the event to 'sell' Montana as an international tourism market. 2023: PW will be in San Antonio, TX. IRU: The state business offices of Idaho, Montana, North Dakota, South Dakota, and Wyoming present the IRU trade show event. This event offers two days of intensive pre-scheduled business appointments, nearly 60 organizations from around the Great American West region, and over 40 international and domestic buyers from more than 10 countries, conduct business negotiations that result in the estimated generation of more than \$17 million in future travel to this five-state region. At IRU, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of travel-to-the-west-site trips. Visit Billings staff have attended IRU for more than a decade. The 2023 event is in Boise, Idaho.</p>	<p>\$6,750.00</p>																																																	
<p>Marketing Support</p>	<p>Ad Agency Services</p>	<p>Consulting with a proven creative agency is important to the destination marketing process and overall strategies for Visit Billings contracts with Sunshine & Bourbon in a retained model in order to execute the following timely and efficiently:</p> <ul style="list-style-type: none"> Marketing strategies Remain fluid with placements and campaign execution in proper DMA Be nimble in all market segments in a COVID-19 recovery <p>Ongoing planning, execution, and management of current projects are part of the key partnership between Visit Billings and its ACR.</p> <p>Marketing and strategizing are some of the most important pieces of destination marketing and management. As a destination management and marketing organization, Visit Billings works with Sunshine & Bourbon to grow visitation in all national and regional, domestic and international, varying market segments like meetings, conventions, leisure, sports, group tours, and business travel segments all FY.</p>	<p>The overall mission is to increase year-round visitation targeting regional, national and international travelers. During FY22, Visit Billings will continue to build off of successes realized making a strong FY19, FY19 Smith Travel Research Report reflected consistent gains in occupancy and room demand.</p> <p>In FY17, following BTBD Board driven direction, the Visit Billings staff began the process of assessing and identifying the organization's leisure marketing effort weaknesses in the leisure segment were expanded. Together with the organization's agency of record, staff will forge ahead to grow visitation to the destination.</p> <p>Visit Billings will report KPIs per campaign as noted in consumer budgeting, but will also follow up with Smith Travel Research Room Demand, Occupancy, and ADR data.</p> <p>Monthly planning is a shared expense between the Billings CVE and private dollars. In FY22, funds will assist with executing all aspects of the organization's marketing plan, tactics, and strategies while also assisting Visit Billings marketing staff with projects and programs that position the city as Montana's Trailhead.</p> <ul style="list-style-type: none"> Annual planning and strategizing Results and reporting Artwork, Creative Social media consulting Assistance building and managing photo libraries Key to mobile-friendly websites and developments Brand and consistency Help with creation of strategies for consumers show Sales, orientation, and facilitation materials for all market segments Public Relation strategies and assistance in execution of programming 	<p>\$38,000.00</p>																																																		
<p>Room Demand % Change YTD for FY22 (reporting purposes for Billings Citywide per Smith Travel Research:</p> <table border="1"> <tbody> <tr><td>2022</td></tr> <tr><td>15.7</td></tr> <tr><td>29.5</td></tr> <tr><td>18.1</td></tr> <tr><td>11.3</td></tr> <tr><td>13.3</td></tr> </tbody> </table>					2022	15.7	29.5	18.1	11.3	13.3																																												
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Marketing Support	Administration	<p>Per Regulations and Procedures for Regional/CVB Tourism Organizations regarding use of Lodging Facility Use Tax:</p> <p>Up to but not to exceed the amount 20% of the Billings CVB's new annual revenue may be designated to cover administrative expenses, which are defined in the Rules and Regulations Document.</p> <p>Some of these allowable expenses include:</p> <ul style="list-style-type: none"> Equipment such as copying machines, phones, software, etc. Rent Storage Janitorial Services Utilities 	<p>The Billings CVB is a very important organization to the local lodging community in support of the economy and annual execution of the CVB's mission to market and sell Billings as a premier travel destination.</p> <p>Visit Billings is managed by the Billings Chamber of Commerce which helps leverage funds for the organization.</p> <p>Clearly 270,000 doesn't cover expenses incurred by CMAC, but the administrative amount does help offset expenses in order to help Visit Billings execute mission to promote and support the local lodging community and grow visitation at Montana's Trailhead.</p>	<p>Promotion and support of the local lodging community assisting with the Lodging Facility Use Tax per Montana Code Annotated is a main driver for the Billings CVB.</p> <p>If local lodging partners are supported, the partnership between the Department of Commerce, Billings CVB, and the Billings Chamber of Commerce is successful.</p> <p>Not to exceed 20% of our new annual revenue per Rules & Procedures.</p>	\$70,200.00	<p>This investment was successful in execution for FY22. Without these funds, Visit Billings would not be able to operate as effectively or efficiently as it does.</p> <p>As noted in the grant application, allowable administrative expenses can meet, but not exceed 20% of the Billings CVB's annual new revenue. These expenses were executed in FY22 as allowed in the Regulations and Procedures document. Visit Billings did not exceed the 20% allowed per regulation.</p> <ul style="list-style-type: none"> Funds were expended as follows: <ul style="list-style-type: none"> Accountant fees Equipment including copy machines, the phone system, WIFI, software, computers Janitorial services Office supplies Storage Office space and visitor information center area <p>The objective of these funds is to appropriately and efficiently manage the organization's operations.</p> <p>Again, Visit Billings was successful in meeting the overall objective of staying within the allowable 20% Administrative budget.</p>	
Marketing Support	Fulfillment/TourMarketing/Cat Center	<p>Fulfillment is important to visitor orientation and facilitation. The Billings Visitor Guide assists planning and active travelers with both:</p> <p>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. For 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.</p> <p>THE FACILITATION PHASE is where the traveler seeks information on a visit destination and during a stay.</p> <p>In order to better reach potential visitors to Montana and Billings, contracts with Certified Fodor's Display (CFD) will help distribute the Billings Visitor Guide in key locations including other parts of Montana, Western North and South Dakota and Northern Wyoming.</p> <p>In addition to contract fulfillment, Visit Billings will utilize dollars for general postage and fulfillment assistance with local mail service, MTS. When staff members are unable to keep up with mailer requests, contracting with businesses like MTS for fulfillment and mailer services becomes very important.</p>	<p>Visit Billings tracks inventory of the Visitor Guide with Certified Fodor's to assist interest. In FY19, Certified Fodor's ran out of the Guidebook in most locations. In FY20 and FY21, despite COVID-19 impacts to travel in other parts of the United States, inventory was depleted. Visit Billings prints 70,000 guides annually and with fulfillment contracts and local distribution, exhausts the inventory annually.</p> <p>Staff will continue to track inventory and how mailers and distribution relate to visitation.</p> <p>In FY22, Certified Fodor's Display will offer the Billings Visitor Guide along with 140, 104, and 115 condition.</p> <p>These areas include:</p> <ul style="list-style-type: none"> Rapid City The Black Hills Yellowstone Route Buffalo and Sheridan, WY Helena Great Falls Bozeman West Area Spokane area West Area Aspen area West Area Dena Mars Area Butte <p>Such contracts for fulfillment help noted in this marketing segment and method, help the destination execute mission to grow visitation and foster repeat visitation.</p> <p>The Governor's Conference on Tourism and Recreation is a recruitment director at all quarterly TAC meetings and the Governor's Conference will be measurement of success.</p> <p>The Governor's Conference on Tourism and Recreation is typically a success for staff and is attended annually for many regions including exposure to partners, relationship building, information gathering, and the trade show.</p>	<p>70% of travelers to Montana are repeat visitors. It's important to ensure a positive experience during trip to ensure to help result in more repeat visitation.</p> <p>In FY22, Certified Fodor's Display will offer the Billings Visitor Guide along with 140, 104, and 115 condition.</p> <p>These areas include:</p> <ul style="list-style-type: none"> Rapid City The Black Hills Yellowstone Route Buffalo and Sheridan, WY Helena Great Falls Bozeman West Area Spokane area West Area Aspen area West Area Dena Mars Area Butte 	\$20,000.00	<p>Yes, this project was successful and will be continued.</p> <p>Visit Billings distributed 60,000 pieces of a 75,000 supply through fulfillment channels with postage and Certified Fodor's. Visit Billings uses Mail Technical Services or MTS Mail Services, Inc. to assist with large amounts of Visitor Guidebook requests during certain times of the year.</p> <p>Visit Billings staff (and/or volunteer's response) to inquiries via phone, mail, publications, email, and website for Visitor Guidebooks serving as support for visitors in the orientation phase.</p> <p>There are times of the year when requests become too much in volume to execute mailers 100% in-house. With COVID-19 impacts and not having the volunteer base to rely on, outsourcing the mailer is needed more than ever.</p> <p>These requests are inputted into Visit Billings CRM system for records and then supplies are taken to MTS to complete the fulfillment process.</p> <p>These funds are important to the orientation and facilitation phases of the travel decision process.</p> <p>Additionally, FY22 proved another successful year of fulfillment by a contractor with Certified Fodor's Display (CFD). The business assisted Visit Billings by displaying Visitor Guidebooks at the following areas:</p> <ul style="list-style-type: none"> Buffalo/Sheridan, Wyoming Helena/Great Falls Yellowstone Routes Butte at 1:5 and 4:00 Billings area magazine racks Rapid City/Black Hills <p>Regarding CF distribution of the Billings Visitor Guidebook:</p> <p>Most guides are distributed via air (B) routes across southern and central Montana, including 565 locations.</p> <ul style="list-style-type: none"> The key Rapid City/Black Hills distribution includes 233 locations The Yellowstone Routes offer 100 points of distribution 	
Marketing Support	TAC/Governor's Conference Meetings	<p>TAC Meetings Most of these meetings take place in Helena and require travel and at least one overnight stay. During COVID-19 restrictions, this changed and meetings were virtual. However, FY22, it's anticipated in-person meetings will resume. These funds will accommodate those commitments.</p> <p>Governor's Conference on Tourism and Recreation: This event is hosted by a Montana community that offers from year to year. The event requires travel and typically two overnight stays. However, this meeting will be hosted in market in 2022, but there will be new staff who will be registering for this event.</p>	<p>Team building and information gathering are important aspects of the industry and making sure all partners understand what is required of them and opportunities to work together.</p> <p>For other needs, please reference the MOTBD and Procedures document pertaining to such meeting expenses.</p>	<p>TAC Meetings are a recruitment director at all quarterly TAC meetings and the Governor's Conference will be measurement of success.</p> <p>The Governor's Conference on Tourism and Recreation is typically a success for staff and is attended annually for many regions including exposure to partners, relationship building, information gathering, and the trade show.</p>	\$1,500.00	<p>Yes, this method was successful and will continue.</p> <p>FY22 Tourism Advisory Council (TAC) Meetings were held to bring the industry partners together for strategic, budgeting, and proof of performance.</p> <p>Meetings took place in Lewistown. Visit Billings staff attended this event in order to formally present the Visit Billings FY23 Marketing Plan and Budget to the TAC and staff of BrandMT.</p> <p>Such meetings are important to attend. When other staff members other than the Executive Director attend, those trips are paid for using private dollars.</p> <p>In FY22, the budget paid for the Executive Director's registration for the Montana Governor Conference on Tourism and Recreation which was hosted in Billings. Private dollars paid for Visit Billings staff to register and attend.</p> <p>This conference is important for the ED and staff to attend as such attendance was budgeted for again in FY23.</p>	
Marketing Support	Printed Material	<p>Printed Materials for Visit Billings focus on the "Pique Your Own Path" branding and encourage travelers to seek adventures around every corner with the assistance from beautiful imagery maps, recreational listing, and more. These printed materials are an important part of both the orientation and facilitation phases of the MOTBD Travel Decision Process.</p> <p>Visit Billings' focus is to provide accessible and authentic information, therefore, no advertising is included in Visit Billings publications.</p> <p>Materials available via digital format at www.VisitBillings.com as well.</p> <p>The Billings Scenic Drive Map has long been a popular choice of orientation and facilitation both on www.VisitBillings.com in a digital offering, in the Billings Visitor Guide, and as a stand alone map used to help, educate, the aspect, and the Billings Visitor Information Center. This popular map will need to be reprinted in FY22 as well.</p> <p>Billings Brew Trail Map: Billings is a craft beer hotspot and the Billings Brew Trail is Montana's only walkable self-guided brewery tour. Although it continues to grow, the current trail includes six breweries, two distilleries and a cider house. In May 2019, the city hosted the first ever Billings Craft Brew Week with Taproom Cards to earn stamps for pinbees, yoga, and movie events, as well as a Beer Run and post-race party. Over 350 runners arrived in downtown Billings for the event. After the event was canceled last year, 2021 will see it return with the craft beer week being hosted August 19th-21st and the Last Beer Run 5K scheduled for August 21st. Visit Billings through its grant program has been a supporter of this event.</p> <p>In FY19, Visit Billings rebranded the local brewery district from Billings' Walkable Historic Brewery District to the Billings Brew Trail. This tear-off map and digital map are very popular in all market segments. This budget item allows for the annual reprint of the map.</p>	<p>Inventory will be monitored along with other factors depending on the specific project.</p>	<p>Inventory will be monitored along with other factors depending on the specific project.</p>	\$3,000.00	<p>Yes, this method was successful and the objective was met to distribute the supply of the tear-off maps to assist visitors and also help stakeholders in facilitation of the visitor. Staff will continue this method.</p> <p>Both maps can be viewed here: https://www.visitbillings.com/billings-brew-trail as a digital version of the Billings Brew Trail and a version of the Scenic Drive Map: https://www.visitbillings.com/billings-drive-map</p> <p>Billings Historic Walkable Brewery District Map - The Billings Brew Trail</p> <p>This printed map is distributed in the Billings Visitor Information Center, at the Billings Logan International Airport's Visitor Area, maps are given to stakeholders and tourism partners to distribute at their hotels or attractions, and is also included in all convention bags or on servicing tables for events and tournaments. 4,600 maps were printed in FY22. Other funds pay for a second run of the maps when/if needed in the same fiscal year.</p> <p>The map includes safety options including ways to contact Uber, Lyft, and a taxi service, restaurant options, and opportunities to stop at galleries, museums, and other points of interest along the route to the establishments noted on the map.</p> <p>Brews the entire design of the District, the Billings Historic Walkable Brewery District Map is available in digital format at VisitBillings.com and as part of orientation materials (digital and print) for meeting planners, convention attendees, and sports teams.</p> <p>The map is also made available for facilitation at hotel front desks, the Billings Visitor Information Center, travel shows, in fulfillment requests, and is integrated into the Billings Visitor Guidebook.</p> <p>The District is also part of several national leisure campaigns (some niche), social media offerings, digital assets, and print assets to create inspiration.</p> <p>In 2018, in order to offer non-alcoholic brew or offering time of day options to guests, the Visit Billings team added a Brew Map to the backside of this forebreak print piece. It highlights coffee and tea shops in the same vicinity. As the Billings Brew Trail expands and may need to be printed on the front and back of the pages of the pads, the coffee/tea tour may need to be renegotiated.</p> <p>The Billings Scenic Drive Map:</p> <p>In 2010, Visit Billings created a scenic drive tour of Billings historic and cultural points of interest complete with a tear off map, digital option, and wayfinding signage. While in town, visitors can follow the scenic drive signs at each of the specified sites to ensure and along routes in the city so they know they are in the right place. Whether they have a few hours or a few days, there is a stop for everyone.</p> <p>Visit Billings continues to update this map and print it annually. The map is also made available for facilitation at hotel front desks, the Billings Visitor Information Center, travel shows, in fulfillment requests, and is integrated into the Billings Visitor Guidebook. More than 6,000 maps were printed in FY22.</p> <p>Private funds assist with the digital updates of both maps while state budgets assist with the printing.</p>	
		<p>It is important to gain industry</p>	<p>The Destinations International Annual Convention has a history of being a very</p>	<p>A full report to the Visit Billings Boards of Directors (TBD and Chamber/CVB) will be made available.</p> <p>The Visit Billings staff member who</p>		<p>There were no opportunities to attend professional training events in FY22, therefore no funds were spent.</p>	

Marketing Support	Professional Development	<p>Knowledge to be able to serve stakeholders and the mission of the organization.</p> <p>Familiarization trips, or FAMs, are excellent opportunities for planners and/or tour operators to learn more about a destination, hotel and other amenities in the region that would make local product a good fit for them.</p> <p>Visit Billings will continue to build relationships with influencers and journalists that will help grow the brand and mission. In some cases, meeting planners may be offered team buses as well to help grow the meetings segment at Montana's Trailhead.</p> <p>FAMILIARIZATION (FAM) TOURS AND PRESS TRIPS</p> <p>Ultimately, some of the best media coverage is a result of journalists and influencers visiting the destination.</p> <p>Year to COVID-19: Visit Billings had great momentum with publicity due to hosting Travel Blog Exchange in September of 2019.</p> <p>Visit Billings hosted content creators, bloggers, and journalists that hit key areas of focus including summer outdoor recreation, Billings' food scene, and establishing Billings as the most scenic route into Yellowstone National Park via Bearfoot Highway.</p> <p>Journalists from RoadRUNNER Magazine embarked Montana's Trailhead in August as they produced a video and article around four amazing northwest road trips in and around Billings.</p> <p>In the recovery, Visit Billings staff will look for opportunities to re-engage this segment safely.</p>	<p>worthy investment for many reasons including networking opportunities and the sharing of best practices among peers in the industry.</p> <p>MEDIA RELATIONS AND OUTREACH</p> <p>Throughout the year, Visit Billings will continue to build relationships with influencers and journalists that will help grow the brand and mission. While the typical events Visit Billings attends, such as Public Relations Society of America Travel and Tourism Exchange haven't returned, past attendance has allowed the team to build relationships for the future or program.</p> <p>With the positive news in vaccination and reopening, Visit Billings has begun reaching out to potential influencers to visit the area in summer and Fall of 2021. In addition to inviting journalists and influencers to visit the region to experience Montana's Trailhead for themselves (and of course by extension share that experience with their readers), Visit Billings will be regularly and consistently reaching out to regional and national media with new angles and pitches so we introduce new tourism product in the region, whether it be a new hiking trail, a special seasonal beer breweries.</p> <p>The frequent contact will help further develop critical relationships with travel media and influencers, and generate an increase in editorial coverage for the destination.</p> <p>PHOTO LIBRARY</p> <p>Maintaining an inventory of current Billings-specific photographs is critical in representing the destination in a relevant, fresh and compelling manner.</p> <p>Visit Billings makes a year-round effort to acquire imagery that supports marketing efforts, and showcases scenic Billings.</p>	<p>attends shares findings and revelations with colleagues and coworkers.</p> <p>However, in FY22, private funds will help pay for additional staff to attend the conference in order to ensure greater industry knowledge in a pandemic recovery.</p>	\$1,850.00	<p>However, for future marketing plans and strategies, this method will continue to be included.</p> <p>Professional training continues to be a top priority for Visit Billings leadership to attend as well as other staff members in order to position the organization and staff for success and growth.</p>																																																																																																							
Publicity	Fam Trips	<p>RELATIONSHIP BUILDING/NETWORKING</p> <p>Continuing to build relationships with journalists and influencers who best fit the destination's brand, needs and budget will be focus for FY22. The benefits of social media influence with the right targeted following plays a significant role in adding Billings to the consideration set of new audiences.</p> <p>PHOTO LIBRARY</p> <p>The objective of enhancing a photo/video library is to increase the number of assets for Visit Billings, stakeholders, MOTBD, and tourism partners.</p> <p>Having fresh, relevant, and targeted images is key to properly market a destination.</p> <p>Visually compelling and INSPIRING photography increase engagement across all media applications, whether it be increasing the size of an article, swaying a consumer's selection process or inspiring social media interaction. Articles containing relevant images have 24% more total views than articles without images, on average (LumifyLabs.com). Given the visual age we live in, the power of strong photography cannot be emphasized enough.</p> <p>This year, Visit Billings/Billings CVB will create a video short and to purchase custom photos that capture specific scenes that help market the destination and help enhance successful campaigns for the leisure and group tour markets.</p>	<p>Executing successful itineraries that elevated the destination's brand of Montana's Trailhead will help lead to a successful method under Publicity/Fam Trips.</p> <p>Relationships with journalists, influencers, meeting planners, tour operators, and sports event planners is key to success in this method as well as itineraries are executed each reporting would be made available listing points of contacts from fam lists.</p> <p>We will measure success by the publicity earned media generated from the influencers (social media posts, blogs, photos, etc.).</p> <p>For photo library additions, Visit Billings will measure success by tracking the number of images obtained and the budget expended to do so.</p> <p>The goal will be to obtain 15 quality images using the budget or less than the approved budget for the method.</p>	\$10,000.00	<p>Continuing to build relationships with journalists and influencers who best fit the destination's brand, needs and budget will be focus for FY22. The benefits of social media influence with the right targeted following plays a significant role in adding Billings to the consideration set of new audiences.</p> <p>The frequent contact will help further develop critical relationships with travel media and influencers, and generate an increase in editorial coverage for the destination.</p> <p>Maintaining an inventory of current Billings-specific photographs is critical in representing the destination in a relevant, fresh and compelling manner.</p> <p>Visit Billings makes a year-round effort to acquire imagery that supports marketing efforts, and showcases scenic Billings.</p>																																																																																																								
Research	Survey/Data Collection	<p>In addition to developing a comprehensive, multi-segment Billings area visitor profile, data from other research sources is greatly important to visitor growth in Billings.</p> <p>Data and reporting is used to estimate the economic impact of tourism to Billings.</p> <p>At the same time, understanding the characteristics, preferences, attitudes, and opinions of visitors and the travel trade is an important starting point for any tourism destination.</p> <p>Market Research can also assist in identifying new markets and in monitoring the performance of each sector.</p> <p>In 2017, The Billings Tourism Business Improvement District contracted research services with Destination Analytics. Key Visitor Industry Statistics included:</p> <ul style="list-style-type: none"> 2,600,084 visitors travel to Billings annually. The economic impact of visitation to Billings is \$965,121,041 annually. Nearly 10,000 jobs are supported by the tourism industry in Billings, a city with a population of 10,000. <p>Tracking and compiling this type of data is key to growing visitation at Montana's Trailhead.</p>	<p>Visit Billings staff will contact, gather, and report Smith Travel Research data, Visa/Visa Vista, AircDNA data, and TRM reporting to stakeholders, boards, partners, agencies, and the community to help assess marketing, sales, and promotions as well as look for weaknesses in seasons and/or weekends where growth is necessary to boost year-round visitation to the destination.</p> <p>Smith Travel Research Reports are weekly and monthly chronic offerings. Visa/Visa offers domestic reporting on visitor spending every quarter.</p> <p>AircDNA will be a new partnership for the Billings CVB, reporting timelines and dashboard offerings are TBD.</p>	\$26,300.00	<p>es, Visit Billings met the objective and this strategy and method are successful.</p> <p>The FY23 included research and similar programs.</p> <p>The FY23 research and similar programs.</p> <p>Smith Travel Research and Visa/Visa data continue to be important pieces of the Billings travel and tourism industry strategies and reporting.</p> <p>Smith Travel Research</p> <p>Smith Travel Research (STR) delivers monthly and weekly data from reporting hotels in Billings which helps Visit Billings staff and the agency of record (Sunshine & Bourbon) better understand the aggregated market rate and occupancy data. Hotel performance insights offered by STR data allows Visit Billings staff to base strategies off of strengths and weaknesses per quarter and/or per season. Marketing strategies are considered to help boost weaknesses during parts of a year. The data also allows Visit Billings to track and report impacts of conventions, meetings, sports events, or leisure visitation to stakeholders and tourism partners. This data is very important to staff, the agency and the CVB and TBD boards of directors.</p> <p>Both the weekly and monthly reports received helps in measuring and benchmarking the performance of hotels against other competitors set across the region as well.</p> <p>Visit Billings will continue to contract with STR to monitor Room Occupancy Percentage, RevPAR - Revenue per Available Rooms and ADR - Average per Daily Rate.</p>																																																																																																								
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Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget
Consumer	Multi-Media Marketing	\$185,000.00
Consumer	Social Media	\$2,000.00
Consumer	Joint Ventures	\$53,400.00
Consumer	Opportunity Marketing	\$1,000.00
Consumer	Website/Internal Development/Updates	\$4,810.57
Film	Opportunity Marketing	\$1,000.00
Group Marketing	Multi-Media Marketing	\$1,000.00
Group Marketing	Travel/Trade Shows	\$45,000.00
Marketing Support	Ad Agency Services	\$6,750.00
Marketing Support	Administration	\$36,000.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$70,000.00
Marketing Support	TAG/Governor's Conference meetings	\$1,500.00
Marketing Support	Printed Material	\$3,000.00
Marketing Support	Professional Development	\$1,850.00
Publicity	Fam Trips	\$132,500.00
Research	Survey/Data Collection	\$18,000.00
		\$26,300.00
		\$471,310.57

Miscellaneous Attachments

Description	File Name	File Size
Billings-area visitor attractions are promoted on nine pages the program's website with its new URL, ExperienceLewisAndClark.travel. This report shows FY22 data listing visitor traffic on the pages with Visit Billing content and links, visitor age groups, and states of visitor origin. This project will continue in FY23.	2022 MT Website report for Billings for Lewis and Chaark Buy.pdf	229 KB
FY22 Budget to Actual Report	Billings FY22 evaluation reporting.xlsx	14 KB
Publicity Itinerary for Chicago-based Journalist	BMT -- Courtney Fries Itinerary.pdf	332 KB
FY22 Completion Report- Yellowstone Journal Press Ad	BMT_YellowStonePressAd2022 (002).pdf	2.7 MB
PIE CHART for FY22 Completion Reports and Evaluation	Copy of Billings FY22 evaluation reporting.pdf	135 KB
FY22 Completion Report information for strategies for Minneapolis Takeover including paid media, production, assets production for proof of performance	Creative Media Brief Minneapolis Takeover (1).pdf	127 KB
FY22 Completion Reports - Red Lodge Ad and Advertiser for Red Lodge Visitor Guide as JV	D22_Billings_PROOF (3) Red Lodge Guide.pdf	5.2 MB
FY22 Publicity Fam Trips evaluation	Fam Trips evaluation FY22.docx	15 KB
FY22 Completion Report for Yellowstone Journal and Outside Magazine Interactive for Road Trip Contest	FB-Billings1-Jan19.jpg	445 KB
FY22 Completion Report for Yellowstone Journal and Outside Magazine Interactive for Road Trip Contest	FB-Billings2-Jan31.jpg	521 KB
FY22 Completion Report for Yellowstone Journal and Outside Magazine Interactive for Road Trip Contest	FB-Billings3-Feb12.jpg	721 KB
Pie Charts and Budget Tables	FY22 Budgets and Pie Charts - Visit Billings.pdf	3.3 MB
Visit Billings will continue this placement in FY23. This is an important promotional piece with more than 10,000 maps being distributed in the UK, Germany, Benelux region, France, Italy, Australia/New Zealand and Nordic region. This map reaches both the travel/tourism trade and consumers to educate and inspire travel to that region.	FY22 Great American West Map - proof of performance.pdf	10.2 MB
FY22 Marketing Plan and Budget Billings CVB Visit Billings	FY22 Marketing Plan for Billings CVB - Visit Billings.pdf	9.5 MB
FY22 Completion Reporting Continued in the Attachment Due to Limited Character Count in WebGrants System.	FY22 Media results for RoadRunner Placement 2wheel market.pdf	234 KB
Tip/Advisor Information - MONE	FY22 Tip/Advisor Buy.pdf	72 KB
FY22 Completion Report - Glacier Country Tourism Region travel guide full page ad	Glacier Guide Ad 2022ps.pdf	46.2 MB
Itinerary for press trip for international journalist Marco Berchi	MBerchi PressTrip_FINAL.pdf	236 KB
FY22 Completion Report - Minneapolis Takeover Post Analysis	Minneapolis Takeover Post Analysis.pdf	1.9 MB
FY22 Completion Report - Buyer's follow up for October 2021 placements	October 2021 Goodway Campaign Report.pdf	857 KB
FY22 Completion Report - Buyer's follow up for September 2021 Placements	September 2021 Goodway Campaign Report.pdf	880 KB
This is the contract and proof of performance for the publicity method for image library. I could not get this to upload under the specific method.	Seeth Koeh Photo Contract Winter '22.pdf	570 KB
FY22 Completion Report - Small Market Meetings E-Label Creative	Small Market Meeting - FY22.pdf	526 KB
FY22 Completion Report - Destination Missoula Visitor Guide Placement	Visit Billings FY22 Missoula Guide Ad.jpg	11.0 MB
FY22 Visit Billings Pinterest Ad Example for Joint Venture expense	Visit Billings FY22 Pinterest Ad for JV Completion Report.jpg	1.3 MB
FY22 Completion Report - Cody Visitor Guide	Visit Billings_Cody guide_ad22.pdf	76.0 MB
FY22 Completion Report - Visit Southeast Montana Visitor Guide Ad	Visit Billings_SEMT guide_ad22.jpg	3.4 MB
FY22 Completion Report - Visit USA Parks Final Report for Fall 2022	Visit USA Parks Final Report Billings MT Fall.pdf	6.2 MB
FY22 Completion Report - Visit USA Parks Final Report for Spring 2022	Visit USA Parks Final Report_Billings_Spring2022.pdf	1004 KB

Reg/CVB Required Documents

Description	File Name	File Size
Required Documents for FY22 - Billings CVB	State Required Documents FY22 - Billings CVB.pdf	837 KB

