



Grant Details

125123 - FY24 DMO Plan

128715 - FY24 Butte CVB DMO Plan

DOC Office of Tourism

Grant Title: FY24 Butte CVB DMO Plan
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Project Start	Project End
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Comments
Amendment Comments

DMO Plan Narrative

1. Describe Your Destination

Describe your destination (who you are, who you wish to attract and why they would come) addressing your strengths, opportunities, and potential challenges.

Butte, like the rest of this magnificent state, understands the need for tourism as an industry positively impacting the business community and its residents. According to the US Census data from 2021, the tourism entities of "accommodation and food service" ranked second as the largest employer in the city-county with a population of 35,411 residents. With the production of the "Yellowstone Series, 1923" in the Butte market last year, residents received a clear picture of what tourism can mean for a community. "1923" spent approximately \$20M in the Butte economy. The return of the production this year is anticipated with excitement, bringing a bit of notoriety to our city.

Butte is strategically located at the intersection of interstates 15 and 90, with easy access and close proximity to the larger communities of Bozeman, Helena and Missoula, where robust air service offers a multitude of flights. At this time Butte's airport only has service to Salt Lake City. Butte's location is, although not halfway, is comfortably between Yellowstone and Glacier National Parks. While Butte recognizes its position as not quite a destination, growth potential goes far beyond the city being used as a fuel stop. Serious promotion is done to capture more time from the visitor, an extra hour, meal, shop-stop, with the ultimate goal of overnights and enticement for return trips.

Almost all of Butte's promotional campaigns reside in the nimble digital world where messaging is targeted, monitored, and adjusted to meet the needs and changes of the traveler landscape. Butte promotes regionally and statewide with seasonally appropriate leisure campaigns highlighting outdoor recreational offerings in complement with "in town offerings". Thompson Park, the only municipal park on public lands in the US, is located 10 miles from city-center, offering 12 months of non-motorized recreation along with the ability to jump onto the Continental Divide National Scenic Trail (CDNST) and jump off at any one of the other 12 trailheads within 30 miles of Butte.

Butte offers to visitors 20 attractions/tours/recreational offerings with availability into the shoulder seasons. Food is not just a requirement, it is a need, offering over 50 locally owned and operated restaurants Butte's visitors should find something for everyone's palette.

Sporting events have returned to full schedules, the meeting market is rebounding with participation to almost 2019 levels. The motorcoach market has found Butte more interesting than in the past with anticipated overnights in 2024 and 2025. Butte, known as the Festival City, has enthusiastically welcomed the return of; SNöFLINGA, St. Patrick's Day, Colt Anderson's Dream Big, Freedom Festival, Montana Folk Festival, Butte 100, Serbian Festival, An Ri Ra, Christmas Stroll and Ice Carving events. Gaining notoriety are block events hosted on Galena Street with music and food trucks along with Music on Main and Lunch in the Park.

All of the above has been witnessed with steady increases in CVB and TBID collections. Using the Smith Travel Research data year-to-date statistics 2019 (pre-C19) through 2022, occupancy increased 12.8% and Average Daily Rate (ADR) increased 30.6%.

Strengths

[Economic Development Partners-Uptown Master Plan](#)

The Butte Convention and Visitors Bureau/Tourism Business Improvement District (CVB/TBID) have been a recognized partner at local economic development meetings, where promotional campaigns and projects are viewed with the same enthusiasm as the introduction of new/expanded business development. Many aspects of the "Uptown Butte Master Plan" adopted by the Butte-Silver Bow Council of Commissioners in May 2022, incorporates projects related to visitors as they approach and entrench themselves into this historic city, most importantly accessibility and wayfinding. <https://uptownbuttemasterplan.com/concept-plans/>

Revitalization in the Uptown District

Many historic buildings in Uptown Butte have been purchased and are in various stages of renovation. This will add housing, retail, and office spaces to the historic district. UPTOP, the custom apparel design company in Butte, will construct a new building on East Park Street, previously an empty lot from the demolition of an uninhabitable structure.

Outdoor Recreation Access

Literally minutes from the city, enthusiasts can find themselves on trails where the chances of seeing another person is unlikely, whether it is on foot, mountain bike, or cross-country skis, there are many trails waiting to be explored.

Winter fun can be found on the groomed trails at Thompson Park, Mount Haggin, Moulton Reservoir, and in-town at Stodden Park.

Butte boasts over 2-dozen parks with 13 pavilions/gazebos. Part of the park system includes: Ridge Waters Waterpark, and the mobility accessible destination. An urban trail system, ex-urban trails, and bike lane network.

The Big Hole River, south of Butte on I-15, is home to 5 species of game fish, brown trout, cutthroat trout, brook trout, rainbow trout and the lower 48 states last remaining native fluvial arctic grayling. The Sportsman Lodge in Melrose offers OHV rental recreation for guests only.

Local golf courses offer fun for lower handicaps at the Highland View Golf Course, as well as competitive courses for high handicap players, Fairmont Hot Springs Resort and the Old Works in Anaconda. Working on the golf game in the colder winter months is easily accomplished at the new Jack Crowley Clubhouse at the Highland View Golf Course in Stodden Park.

Evening Entertainment

With the new Managing Director at the Mother Lode Theatre, a change is taking place. Understanding the capacity of the theatre for booking shows, how to tap into a younger market, and not staying with the status quo, more music, comedy and youth events are replacing shows not able to fit into the smaller historic venue.

Weekend music has seen a significant return from decades ago. Gone is the question, "Is there a band playing somewhere?" to now "Whose playing at The Depot, Elks, Helsinki, 51 Below, McQueen, and Slainte?" The music is varied as the crowds. It is not unusual to see a younger demographic strutting along the dancefloor to Roger Miller's "King of the Road" or Bob Seger's "Old Time Rock and Roll".

Meetings and Conferences-Lodging

Mentioned above the numbers are returning, Butte offers its conference attendees the easily accessible full-service Fairmont Hot Springs Resort, and the completely renovated traditional in-town Copper King Convention Center, Ascend Hotel Collection. Working closely with meeting planners and local attendees, the Butte CVB/Chamber of Commerce takes on the role of offering entertaining suggestions for team building or a breakaway from the meeting. Always the goal is to entice meeting goers to return to Butte when leisure time needs to be filled.

Lodging options have changed with more short-term rentals coming on the market. Although short-term rentals do not collect the TBID, their contributions to the accommodations tax collections is evident. The Bed & Breakfast previously known as Toad Hall Manor has changed owners, completed a renovation, name change to Tuscany on the Green. This property is owned by Sonia Zachow and her husband, Sonia best known as the owner and chef at La Casa Toscana in Uptown Butte.

Entertainment Industry

Not just "1923", but movies not yet released, "Broke" and "American Triage" have yet to be released. The television series "Ghosts of the Devils' Perch" premiered on the Travel Channel in August 2022 with 8 episodes all filmed in Butte about paranormal happenings. Butte has been recognized at the Governor's Conference on Tourism and Recreation 2 years in a row as "Film Friendly Community". These awards say what words cannot, Butte is open for entertainment industry projects. This industry has brought locals into this new field as they look for work and new adventures. Now Location Scouts are retired foresters and legislators, retired teachers are extras and consultants, young people just looking for a job are working side-by-side with set designers aka artists, Production Assistants are a common find, as knowing how to load and unload a production vehicle in record time is a feat, and catering for large numbers is less challenging for local restaurants.

Advantage Butte

This is the group slated with everything sports related. Advantage Butte takes funding from a variety of sources, including economic mill dollars, membership, and assistance from Butte's TBID. Advantage Butte understands sporting events and how those events work within the assets of the Butte community.

Challenges

Superfund it is not "Super-Fun"

While Butte is closer than ever to being delisted, the fact exists the moniker still belongs to Butte.

Please Don't Just Drive-on By

The strength of being at the intersection of interstates 15 & 90 is also a challenge, as highways are meant to move quantities of traffic along. Butte still has the issue of getting visitors to stop. Rough data from 2021 MDT, at I-15/I-90, RP 125.45, 3 Mi. E of Rocker (Prepass) (C000015/C00090), 4,974,220 vehicles were on the interstate. This report does not differentiate between local and non-local vehicles.

On the Move-Transportation

Limited air service through the SkyWest Connection to and from Salt Lake City.

Uber/Lyft is not as prevalent as the three (3) taxi services in the city.

Bus service routes through the city-county government is operational Monday – Friday with some service on Saturday. Riding the bus is free and accessible for all mobility challenges.

Seasons/Weather

Winter in Montana has a reputation, the past few years a mild winter has locals convincing any who would hear, winter in Montana is not harsh. The winter season of 2022/2023 was long and drawn out. Spring arrived the very end of

April, snow still sits atop the East Ridge. The warm weather months are mainly June-September with hope for a nice October. With the wetter winter, Butte can hope the skies remain smoke free.

Blight

It remains a problem, some due to poverty, others because of uncaring/absentee owners.

Since the pandemic some improvements in neighborhoods have happened, it remains, there are areas in the community in need of remediation. Also, this is an opportunity, as Community Enrichment is active, a Zoning Master Plan is in the works, and blight is a part of the Uptown Master Plan.

Opportunities

Healthcare Training_(Praxis Center)

Plans are moving forward for the construction of the Praxis Center in Uptown Butte for year-round rural healthcare training. Moving forward with the need for nursing on-boarding, the first module of 2-week training will begin the summer of 2023 with 20 nurses for 16 separate sessions.

Highlands College-Workforce Training

Under the leadership of Karen Vanderveer this Job Site Ready institution is rapidly training individuals to enter the workforce with coursework, and cooperative training with various businesses in Butte. Working with Accelerate Montana, Highlands has brought entertainment industry training events to Butte. Plans are being completed to offer training and on-boarding for the hospitality industry, with the possibility of working with Flathead Valley Community College and Accelerate Montana.

Air Service Development

The air service committee is actively working to add an additional flight into the Butte market.

Education on the Past and Into the Future-Sustainability

The definition of sustainability refers to causing little or no damage to the environment and therefore able to continue for a long time. The destruction of Butte's landscape is in conflict with definition, yet there the message of Butte's past and present is how the community and business are working to be better stewards of the land, while continuing to mine for copper, an essential part of daily lifestyles. The Berkeley Pit water treatment process is a story of how toxic becomes pure, good over bad. This story, along with the remediation work, shows Butte is evolving and changing, yet remaining historic and true to its roots. Butte has an opportunity to tell its own story of sustainability; cultural heritage, the community and reuse and recycle.

2. Align with Montana Brand

Briefly describe how your destination aligns with the Montana Brand.

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

Cradled by soaring mountains on three sides, Butte offers nature lovers panoramic views and easy access to Montana's impeccably preserved and vast outdoors. Our perfect proximity makes mountain access a breeze—just south of town you'll find yourself in 3,500-acre Thompson Park where the historic Milwaukee Rail-Trail passing through two tunnels and over a 600-foot trestle bridge offers access to over 30 miles of trail. From there, how you want to unplug is up to you thanks to our miles of trails primed for hiking, horseback riding, wildlife watching, mountain biking, backcountry camping and more. Butte is on the Continental Divide, and the Continental Divide National Scenic Trail is accessible via 13 trailheads within an hour of Butte. Less than 20 miles from town is the stunning Highland Mountains where the peaks reach nearly 11,000 feet and visitors can drive a loop to view wildlife and majestic mountain ranges. For the best view of Butte and the surrounding landscape minus the hike, a tour bus will take you on a scenic drive right up to Our Lady of the Rockies, the 3rd tallest statue in America towering 90 feet atop the Continental Divide.

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

When Butte re-branded itself with BUTTE MONTANA *Wildly Historic*, it captured the vibrancy of the smallest-large town in Montana. Butte is not full of chain stores, yet it is in the locally owned businesses, offering services and goods where kind and knowledgeable individuals willingly to share information and stories. People who visit Butte rarely leave without making at least one new friend.

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

Fresh water lakes, rivers, creeks, and streams call to anglers to dip their lines. Miles and miles of trails are ready for both motorized and non-motorized recreationalists are invited to explore and test their endurance and skills. Wildlife grazes between the trees, in the water and along the open spaces. Boulders rise-up luring rock climbers to test their abilities. Rockhounds dig in the rich earth to uncover crystals, gemstones, and minerals.

At the end of these days in the sun and on the water, calls for recharging in places of convenience. While some may wish to camp, Butte wants to be the place a head is rested on a pillow in one of many lodging establishments, offering the comforts of wi-fi, cellphone service and a connection to what is known as everyday life. Taking in the authenticity of the community

3. What is the strategic role of your DMO?

Select all that apply: Destination Marketing, Destination Management, Destination Stewardship, Destination Development).

Destination Marketing

Based on the strategic role you serve, provide the following information.

3a. Define your audience(s) (demographic, geographic, and psycho-graphic).

The primary market based on information from the ITRR for visitors overnighting in Butte is the repeat traveler who have enjoyed the national parks within several hours of Butte, specifically defined as leisure/FIT.

2019-75% were repeat visitors

2020-85% were repeat visitors

2021-70% had no first-time visitors in their group

2022-75% had no first-time visitors in their group

National Park visitors are a significant part of visitor's trips into the Butte market:

2019-56% of travelers visited Yellowstone and 56% visited Glacier

2020-60% of travelers visited Yellowstone and 47% visited Glacier

2021-44% of travelers visited Yellowstone and 58% visited Glacier

2022-42% of travelers visiting Yellowstone and 53% visited Glacier

Demographics – Definitely Baby Boomers, GenXer's and the Millennials still traveling in groups of 2

Geographic – Residents from Montana, Washington, Idaho, California, Alberta Canada, Utah, Saskatchewan Canada, Wyoming.

Placer.ai data shows Montana, Washington, California, Canada, Idaho, Colorado, Arizona, Texas, Oregon, Utah, Florida.

Activities enjoyed are shown below. While scenic driving is still dominant, a movement to being outdoors to day hiking, wildlife watching, photography, camping, recreational shopping, breweries and other historical sites.

Psychographic traveler Butte will focus on are those wanting to immerse themselves in unique communities like Butte, enjoying the history and lifestyles of the past and present. This secondary market will lend itself nicely to the tours and events around the paranormal as well as the television series "1923". Also, travelers to our area are active and need the peace of the outdoors to rejuvenate themselves

Looking to take an *Adventure/Hiking Vacation* in the next 12 months - 500-mile radius

King County-WA, Salt Lake County-UT, Multnomah County-OR, Snohomish County-WA, Pierce County-WA, Utah County-UT, Ada County-UT, Clark County-WA, Clackamas County-OR, Davis County-UT

Looking to take a Family Vacation in the next 12 months – 500-mile radius

King County-WA, Salt Lake County-UT, Pierce County-WA, Snohomish County-WA, Utah County-UT, Ada County-ID, Spokane County-WA, Clark County-WA, Clackamas County-OR, Davis County-UT

Demographics-Source: Claritas Prizm Premier

Midlife Success – Adventure/Outdoor Vacation, Family Vacation, Ski Vacation

Demographics: Age: 21-44, Median Income: \$87K, Mostly Single without children, college or postgrad., 55% spend 1-4 hours/day on social, 64% spend 10+ hours/week on the Internet

Media Engagement: Internet, Targeted Display, Online News, Mobile/email, Stream TV, Facebook, Stream Audio, Youtube, Online Reviews, Instagram

Accumulated Wealth/Young Accumulators/Mainstream Families=Adventure/Outdoor, Family Vacation, Fishing, Ski Vacation (only Accumulated Wealth have interest in skiing)

Demographics: Age: 30-43, Median Income: \$91K, Family: Married with children in home, Education: some college or college grad., 52% spend 1-4 hours/day on social. 57% spend 10+ hours/week on Internet

Media Engagement: Internet, Targeted Display, Mobile/email, Online News, Search, Facebook Stream TV, Stream Audio, YouTube, Online Reviews, Instagram.

Conservative Classics- Family Vacation, Fishing

Demographics: Age: 55+, Median Income: \$88K, Family: Married without children at home, Education: college or postgrad, 42% spend 1-4 hours/day on social, 50% spend 10+ hours/week on internet.

Media Engagement: Cable TV, Broadcast TV, Newspaper Print, Online Reviews, Online News, Search, Internet, Targeted Display, Facebook, Mobile/email

3b. What research supports your DMO strategy?

Zane Hartog (2021, October 15,). What is a Destination Management Organization (DMO) and Why Should Destinations Care? Solimar International. <https://www.solimarininternational.com/what-is-a-destination-management-organization-dmo-and-why-should-destinations-care/>

Contrary to popular belief, the overall objective for a DMO isn't only to bring more tourists to the destination. It is to make tourism more sustainable and thus enjoyable for visitors for years to come. Hence, in a nutshell, DMOs engage in a variety of activities that will help promote and develop sustainable travel practices, including:

- *Educating travelers about the destination's attractions and offerings*
- *Marketing through targeted campaigns*
- *Working with other organizations on issues related to sustainability to achieve common goals*
- *Addressing resident concerns related to tourism*

Weissmann, Arnie (Preview 2023). Executive View 2023: Lindsey Ueberroth, CEO of Preferred Travel Group. Travel Weekly. <https://www.travelweekly.com/Preview-2023/Roland-Vos-CEO-of-Belmond>

People will continue to travel including with families. Experiences will be important i.e., looking for the favorite places of friends they visit.

Travel Forecast (Fall 2022). https://www.ustravel.org/sites/default/files/2022-11/us-travel-forecast_fall-2022.pdf

Forecasting tables to include leisure, business, international. These tables show Canadian travel should increase, an important market to Butte.

Kavanaugh, Molly (2023, March 22). Travel Trends, Active Lifestyle Blog. <https://blog.kao.kendal.org/travel-trends/>

1. *Environmentally sustainable travel is gaining traction.*

According to Forbes Advisor: “Hand in hand with a desire to see a destination as locals do, travelers are putting more emphasis on traveling responsibly. A Virtuoso survey found that clients want to benefit local people and the economy and are willing to pay more accordingly. In the same Virtuoso survey, 70% of respondents selected that traveling sustainably enhances their experiences.

2. *Slow travel is good for the environment too.*

Instead of flying from point A to B, many travelers are slowing down and opting for slower transportation, says Conde Nast Traveler.

3. *Pandemic worries have been replaced with money concerns.*

While a new AARP survey found that 81% of adults 50-plus who plan to travel in 2023 believe it’s safe to travel they are planning trips with an eye on inflation. This means that many travelers will spend less and opt for destinations in the United States that they can drive to.

“Notably altering their travel habits are those age 70 and older, who anticipate spending over 40% less on 2023 trips than they planned to for 2022. They also remain the most cautious age group concerning COVID-19,” according to AARP.

4. *Milestone travel remains popular.*

Whether it’s a significant birthday or special family gathering, people enjoy traveling to new destination to celebrate the occasion. And the travel industry has taken notice, with hotels designing special spaces and vacation rentals offer chef and other concierge services, according to Afar.

Travel is a top interest for older adults and Frommer’s has come up with its “best vacation ideas and destinations” for this crowd.

The list, probably looks familiar: Alaska cruises, Central Europe River cruises, Canadian Rockies train trip, and closer to home U.S. National Parks and Santa Fe, New Mexico and St. Augustine, Florida.

Road Scholar trips are also popular with older adults seeking educational, intergenerational or physically active adventures

Pitrelli, Monica (2023, April 16). Gen Zs don’t have a lot of money, but they’re traveling anyway. CNBC Travel. <https://www.cnbc.com/2023/04/17/gen-z-travel-trends-travel-often-save-money-and-seek-adventure-.htm>

This article explores the Gen Zs, they want cultural experiences, chance to unwind and relax. They are looking for “deals” and are also planning family trips. This generation has no idea what life was like before smartphones and social media.

Pitrelli, Monica (2023, March 26). More millennials are turning 40 – and they’re changing travel as we know it. <https://www.cnbc.com/2023/03/27/millennials-are-turning-40-and-theyre-changing-travel-as-we-know-it.html>

Millennials, along with Gen Zs, are more likely to spend money on experiences than on consumer goods (46% vs. 37%), according to American Express Travel’s 2023 Global Travel Trends Report.

With their vacations no longer defined by spring break sojourns or backpacking on the cheap, millennials are seeking trips that focus on mental health and relaxation.

Compared with older generations, millennials and Gen Zs are prioritizing trips that focus on personal wellness (61% vs. 48%) and staying in hotels with spas and wellness services (60% vs. 43%), according to the report.

Younger people are also more likely to be inspired to travel by movies and TV shows as well as social media platforms such as Instagram and TikTok.

Howarth, Josh (2023, January 23). Top Travel Industry Trends, Exploding Topics (2023-2026).
<https://explodingtopics.com/blog/travel-industry-trends>

Travelers Crave Local Experiences

*The "experience economy" is huge in the travel industry. **But fewer and fewer people may be settling for commonplace vacation activities in the coming years.** Instead, "consumers [will] pursue authentic experiences, distancing themselves from mainstream tourism providers and venturing into pastimes that feel more meaningful". Data insights company "AirSage" marks this as an emerging trend because "people no longer want boring and conventional travel experiences as much as they used to. Instead, they would rather pay for vacations that are once in a lifetime opportunities". **Airbnb is betting on this trend.** Their website has offered the opportunity for consumers to book "experiences" since 2016.*

But they also added online experiences in 2020 for people who are seeking to connect with locals without leaving their homes.

"Withlocals" offers "personalized traveling" — the opportunity for travelers to book private tours and activities with locals around the world.

Smith, Matt (2023, March 20). Travel trends: How Canadian travelers are taking off this spring, Canada Blog.
<https://blog.google/intl/en-ca/products/supporting-businesses/travel-trends-how-canadian-travellers-are-taking-off-this-spring/>

Travel Trend #1: Travel demand skyrockets as Canadians spring into their next trip with airline searches surpassing 2019

Travel Trend #2: Travelers are open to inspiration and influence

A changing of the seasons is bringing in a new wave of intrigue and welcoming travel inspiration. We're seeing more Canadians open to influence, with Google searches for 'where to travel' reaching all-time highs within the last year alone. And with the vast majority of travelers still undecided and open to ideas, there is a huge opportunity for travel brands to show up and help consumers who are researching locations, comparing prices and looking for suggestions on where to go on their next vacation.

Travel Trend #3: It's the era of craving culture and searching based on seasonality

Say sayonara to staycations! With the past few years prompting domestic travel or venturing south of the border to the United States we're now seeing strong interest in European and Asian destinations bounce back in a big way, as shown by the top searched destinations on Google Flights this year.

Mariano, Kristin (2022, December, 16). 7 significant travel trends to expect in 2023, Travel Daily Media.
<https://www.traveldailymedia.com/7-significant-travel-trends-to-expect-in-2023/>

Travelers will continue to prefer short-term rentals over big chain hotels. *According to American Express Global Business Travel (Amex GBT), chain hotel rates will significantly rise in 2023. In fact, this price surge has been predicted by CNBC as far back as June 2022, primarily since the hotel industry needs to compensate for losses during Covid-19, and stay competitive with current inflation costs.*

With the rise in travel costs, short-term rental bookings will continue to benefit both the traveler and independent accommodation owners through 2023.

No, inflation is not forcing travelers to pinch pennies — many are actually splurging. *While inflation feels like a mountain, travelers are climbing it and won't be intimidated. In fact, according to Booking.com "Travel in 2023" report, nearly half of travelers admitted they will be more indulgent in their vacation spending habits to make up for the lack of travel in the past two years. The main reason? A whopping 72% report travelling will always be worth it with the mood of travelers shifting to "bold adaptability" for 2023.*

According to the U.S Travel Association, travel spending is 6% above 2019 levels as of December 2022.

It's not to say travelers won't consider budget as they travel in 2023, but they will be smarter when booking, including taking advantage of never-before-seen travel deals, participating in loyalty programs, and booking directly on an accommodation's website to get the best deal. In fact, according to an "eviivo" survey conducted in August 2022, over 53% global travelers prefer to book their stays directly with the accommodation.

Travelers will return to nature – but without being completely unplugged. *We also found in our internal data that travelers are increasingly seeking a combination of city and nature.*

For example, NYC Glamping, a trending, unique property right on the East River in Brooklyn, New York, offers the one-of-a-kind experience of staying in a well-appointed (and of course, Instagrammable) industrial shipping container with breathtaking sunrise and sunset views.

"We've noticed a trend of travelers wanting to get back to nature, but not being completely unplugged or too far away from city life," says NYC Glamping manager Lana Surzhivoka. "The general feedback is a sense of relief... they get to experience something new and they don't even need to leave NYC!"

The property is among thousands in the "eviivo" collection where guests can be completely removed in unfurled natural settings — while having the instant gratification of high-speed Wi-Fi, top-notch mobile service and high-tech amenities in the property.

Wellness and improving quality of life is fueling 2023 travel.

Dong, Chris (2023, March, 23). These Are the Biggest Travel Trends of 2023, according to the President of American Travel Express Travel, Travel and Leisure. <https://www.travelandleisure.com/top-travel-trends-of-2023-american-express-travel-president-7370758>

One common theme among travelers worldwide: The continued "rise of 'set-jetting,'" per the report, a.k.a. destination decisions that are heavily influenced by a binge-worthy show or Hollywood film. Entertainment-focused tourism has been on the rise, and the year ahead may see more than ever before. Seventy percent of Gen Z and millennial respondents agree that they have "been inspired to travel to a destination after seeing it featured in a TV show, news source, or movie."

*While Amex's report doesn't mention specific programs, Hendley tells T+L that "people are booking trips to destinations like Yellowstone, Paris, or Sicily after being inspired by their favorite TV shows." It isn't difficult to surmise that travelers are seeking out the cities, hotels, and experiences that were featured in shows such as *The White Lotus*, *Yellowstone*, and *Emily in Paris*, among others.*

Pokora, Becky (2022, December 8). Here's What to Expect From 2023 Travel: Trends and Predictions, Forbes. <https://www.forbes.com/advisor/credit-cards/travel-rewards/travel-trends-predictions-2023/>

Regardless of Where or How You Go, Experiences Reign Supreme

The days of nothing but rest and relaxation are changing. Almost all travelers want to spend at least part of their trip experiencing new or unique activities, according to a survey by GetYourGuide. In fact, 90% of respondents want to experience a destination "like a local" and two-thirds of millennial respondents specifically worry about whether it's an authentic experience.

Even though it sounds like everyone is chasing the same goal, there are a hundred different approaches to learn about culture or try something new. The internet can make it easier to find specialty tours and local events, but this might be the year to go old-school, too: put down the top 10 lists and your phone and be willing to venture spontaneously to see what you discover on your own.

Additional Research:

Amplified Digital data provided through Placer.ai or Zartico, both companies are able to track people via their smartphones.

Visitor information as obtained at the Butte Chamber of Commerce/Visitor Information Center and Berkeley Pit Viewing Stand

Call Center Information as provided by the Southwest Montana Travel Region

Reporting data from campaigns and website as provided through vendors

Montana Office of Tourism and Business Development – General Travel Statistics

Smith Travel Research – Butte Montana Hotel Statistics and competitive market analysis

Institute of Tourism and Recreation Research -Interactive Data

3c. What are your emerging markets?

Butte will continue to pursue projects under the umbrella of the entertainment industry. The return of the production of "1923" for 2023, Butte feels the notoriety will assist in the continuation of other industry projects.

Paranormal types of projects will continue to be a part of Butte's marketing. It will be important to be conscious and respectful of those individuals and businesses not wanting to be associated with this market segment. The benefit of this market is the off-season timeliness.

Leisure entertainment promotion targeted toward individuals/couples wanting to get away for a weekend of fun, dining and lodging. This idea comes forward from the "evening entertainment" strength above.

4. Define and describe your overall goals.

A goal is an idea of the future or desired result that a person or group of people envisions, plans and commits to achieve.

While the warm season is the busiest with recreational opportunities open and ready, hotel occupancy still has room for growth. Butte will work to obtain more overnight visitation, between the parks, festival attendance and overall offerings.

Increase shoulder season visitation with culinary and entertainment offerings

Increase awareness of the outdoor recreational offerings in the Butte area, pairing overnight stays in tax and/or assessment paid lodging facilities.

4a. Describe proposed tactics and projects as related to overall goals and controlled by the organization in its financial statements.

Utilize both still and video content to showcase Butte's unique offerings on targeted digital, social ads, remarketing ads, traditional broadcast, OTT, website, and specific print platforms to increase return visitation while inspiring new visitors.

Butte is a designated Gateway Community for Continental Divide National Scenic Trail (CDNST). With this designation Butte will work with businesses catering to the CDNST travelers to increase awareness on the Continental Divide Trail Coalition (CDTC) website to gain recognition and in-town stays.

The Butte CVB/TBID/Chamber of Commerce will bring together venues offering music, performers, hoteliers, restaurants and year-round attractions to host a promotion campaign to engage visitors outside of Butte for overnight stays. This will be done to increase shoulder and colder season travel to Butte.

Utilize the resources and financial lift working with Brand Montana and Southwest Montana on Joint Ventures and FAM trips

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Objectives/Metrics/Evaluation

Objectives	Measurable Metrics for Success	Report the Metric Achieved	Evaluation of Measurable Metrics for Success
<p>Increase shoulder season overnight stays</p>	<p>Increase 3% over FY20* for the quarter October-December 2019* and FY22 quarters January-March and April-June 2023</p> <p>Increase 1% month-over-month occupancy in STR from 2019* for each month October-December 2023 and January-June 2024</p> <p>*2022 Butte had the production of 1923, FY22 was post just C-19, so going back to pre-C19 numbers for comparasion purposes.</p>		
<p>Data collection for festivals, concerts, Mother Lode Theatre events, evening entertainments, and specialty tours.</p>	<p>Using Placer.ai to gauge visitor traffic for each event date(s) to gauge ROI on event promotion and future promotional funding</p>		
<p>Work with SWMT and Highlands College to fully develop workforce trainig for the hospitality industry.</p>	<p>Information gathered from tourism stakeholders with quarterly meetings.</p>		
<p>Engage and further refine targeted out-of-state visitors and in-state visitors utilizing targeted display and social display promotions.</p>	<p>Targeted display industry benchmark is .07%, Butte is currently at .083% for FY23. Butte is projecting a 15% increase for FY24 targeting foot traffic data.</p> <p>Social display has been under performing for FY23 at .29%. Butte is projecting meeting the industry benchmark of .90%</p>		
<p>REPLACING OBJECTIVE 2</p> <p>Data collection for festival, concerts, Mother Lode Theatre events, evening entertainments and specialty tours. Regardless if promotional dollars are requested from either the CVB or TBID, paid media dollars will be used to promote all events in teh Butte market.</p>	<p>Butte will use Placer.ai and/or Zartico to geo-fence venues to view past traffice for annual events as a way to determine audience demographics for promotion. The same platform(s) will be used to gauge visitor traffice for each event date(s) in FY24 to determine ROI on event promotion and future promotional funding.</p>		

<p>REPLACING OBJECTIVE #3</p> <p>Work with SWMT and Highlands College to fully develop workforce training for the hospitality industry</p>	<p>REPLACING MEASURABLE METRICS FOR SUCCESS FOR #3</p> <p>Information gathered from tourism stakeholders with quarterly meetings/surveys and completed short training modules by front line staff.</p>		
<p>NEW</p> <p>Increase warm season overnight stay. Reviewion of visitbutte.com webiste. Working with hoteliers to utilize Locl, a Joint Venture with BrandMT. Possibly utilizing the services of ITI Digital to use business websites for visitbutte.com listings, funding through the TBID.</p>	<p>NEW</p> <p>Utilizing Smith Travel Report data comparing month-over-month and year-over-year statistics. visitbutte.com website analytics.</p>		

DMO Budget

Allowable Methods	Amount Budgeted	% of Budget Allocated	Amount Expended	% of Budget Expended
Administration	\$38,349.00	20.0	\$0.00	0
Earned Media/Tourism Sales	\$1,000.00	0.52	\$0.00	0
Education/Outreach	\$2,000.00	1.04	\$0.00	0
Joint Venture	\$2,000.00	1.04	\$0.00	0
Opportunity Marketing	\$2,000.00	0.73	\$0.00	0
Paid Media	\$116,000.00	60.5	\$0.00	0
Marketing Personnel	\$5,000.00	2.61	\$0.00	0
Research	\$6,000.00	3.13	\$0.00	0
Travel/Trade Shows	\$4,000.00	2.09	\$0.00	0
Visitor Services	\$16,000.00	8.34	\$0.00	0
	\$192,349.00	100.00	\$0.00	0.00

Narrative Evaluation

Will complete at a later date.

DMO Plan Attachments

Description

File Name

File Size

Reg/CVB Required Documents

Description	File Name	File Size
Compliance Certificate	20230502162545scan.pdf	287 KB
Butte CVB Bylaws	Butte CVB Bylaws 3.2023.doc	52 KB
Meeting Minutes Approving the Plan and Budget	CVB Meeting MInutes April 2023.docx	15 KB

