

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – June 7, 2017
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Dawn Hendrickson, Chair of the Board

1. Hear from the Public

Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.

2. KCVB Event Grant applications – Flathead Valley Hockey Association

3. Board Action Items

- a) Approval of minutes from May 3, 2017
- b) Approval of TBID financial statements for April, 2017
- c) FY18 budget adjustment due to increased health insurance costs

4. Board Discussion

- a) Spartan recap
- b) Event Updates: Indoor Soccer, Glacier Half Marathon, Dragon Boat
- c) Group, M&C Updates
- d) Marketing Updates

Enclosures: May 3, 2017 minutes
TBID financial statements for April 2017
KCVB Updates

For Further Information Please Contact:

Dawn Hendrickson, Board Chairman dawn.hendrickson@hilton.com or 406-890-7021
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2017 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the Kalispell Chamber unless otherwise notified)

January 11	February 1	March 1	April 5	May 3	June 7
July 5	August 2	September 6	October 4	November 1	December 6

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged.
Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

Board of Directors Meeting
Kalispell Tourism Business Improvement District
May 3, 2017
3:00 pm – 5:00 pm
Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Zac Ford, Dawn Hendrickson, Shawn Campbell, Janet Clark

Board Members Absent: Lisa Brown, Laurie Otto-Bradford, Dan Moderie

Staff Present: Diane Medler, Joe Unterreiner, Vonnie Day

Meeting was called to order by Dawn Hendrickson at 3:05 PM.

1. Hear from the Public – no public comments
2. Board Action Items
 - a. Approve minutes from the April 5, 2017 meeting:
Action: Motion was made by Zac Ford to approve the minutes. Motion seconded by Dawn Hendrickson. Discussion: none. Board approved unanimously.
 - b. TBID financial statements for March, 2017:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Zac Ford. Discussion: none. Board approved unanimously.
3. Board Discussion
 - a. Board member update:
Dent Davis has vacated his board seat since he has moved to Ohio. Laurie Otto-Bradford will cover Dent's seat at least until the new Hilton Garden Inn GM arrives.
 - b. Event Updates:
Spartan Race - 750-800 participants are anticipated for the Spartan Guinness World Record Burpee attempt May 6 in Depot Park. The existing world record is 689. Guinness has strict rules and requires a lot of documentation. The Spartan Race takes place May 6 – 7 with 7,000 racers expected over the weekend.
Indoor Soccer – a logo has been selected, the fairgrounds have been reserved the first weekend in March of 2018, URL has been purchased and a simple website is under construction.
Event lodging packages – packages are needed for the spring drive market campaign focused on the Bigfork Whitewater Festival, Bigfork Summer Theater and The Event at Rebecca Farm.
Dragon Boat - the Dragon Boat lodging package page of the website includes information about the free event transportation on board the Dragon Bus that will be provided to guests registered at Kalispell hotels during the festival. RFP issued for host hotel for the Rocky Mountain Championship teams, Red Lion was selected.
Glacier Half Marathon – the tribe is requiring that the camping area for the event be moved to the Browning fairgrounds. The course ends at East Glacier Lodge. More than 2,200 racers have registered with total participation projected at 2,500. Running/travel writer from Atlanta will participate. She will spend two days exploring Kalispell before heading to the race.

c. Group, M&C Updates:

Dawn is currently attending the RMI Conference in Bismarck, ND. She's observing the conference logistics and activities and will give a presentation about next year's event in Kalispell. Dawn's activities have included: working with Elite Legacy Education on meeting space, meeting with Doug Russell to discuss the Montana city manager conference in 2018, working with the Leonberger Dog Club on a March 2019 conference, helping facilitate a Rotary conference for 150 and a group of 30 at the Great Northern Resort. Dawn reminds everyone that the CVB provides welcome bags for groups of all sizes.

d. Marketing Updates:

Website unique visits are flat or down slightly for 1st Quarter, year over year. Visits from CA increased 95% due to winter campaign. WA, TX, FL, CO were down. Alberta is up slightly over last year. Spring/Summer Campaign - the drive market segment of the spring/summer campaign uses social media to direct traffic to our website and highlight lodging packages for major local events. The spring/summer campaign also includes promotions in the San Francisco area due to the summer direct flight on United and building on the destination awareness from the winter digital and out of home promotion. Press Trips – CVB will host two press trips in June, Adventure Cycling featuring several bicycle trails in our area and Points North, an adventure publication based out of Atlanta which includes time in Kalispell and the Glacier Half Marathon.

e. Legislative Updates:

Budget Stabilization Fund included an 8.1% reduction to MOTBD. Funding to fight invasive species was approved. Indian Tourism bill was approved which directs 0.5% of bed tax funding that goes to MOTBD to the State Tribal Economic Development Commission.

Meeting was adjourned at 3:42 PM

Respectfully Submitted: Diane Medler

For Further Information, please contact:

Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Financials
June 7, 2017

TBID Funds – Expense Summary April 2017

Admin: bookkeeping; postage & copies; telephone, misc. mileage & expenses; email hosting; bank fees

Memberships: Annual sponsorship to Voice of Montana Tourism (plus \$1,000 from bed tax)

Website Maintenance: monthly web maintenance

Consumer Marketing: winter prize winner lodging; airport display stocking; credit - Calgary Outdoor Show expenses – reimbursement from Flathead Valley Golf; annual visitor guide

Event: event operation mgmt. monthly payment for April (Rob)

Meetings & Convention: M&C advertising campaign; RMI Roundup conference expenses and incentive

Publicity: Adventure Travel press trip planning; reactive and proactive PR pitches; PR reporting

KCVB Event Funds - Summary April 2017

Dragon Boat 2017: (2017 - \$30,000 TBID)

Balance forward from 2016: (\$2,495.02) **includes expenses for 2017 festival

Income: 2,091.49

Expenses: \$1531.34

Balance: (\$1,934.87) **includes expenses for 2017 festival

Spartan 2017: (2017 - \$23,000 TBID)

Balance forward from 2016: \$5,298.11

Income: \$25,700.00

Expenses: \$6,107.54

Balance: \$24,890.57

Pond 2017: (2017 - \$30,000 TBID)

Balance forward from 2016: \$12,764.48

Income: \$68,927.00

Expenses: \$55,423.73

Balance: \$26,117.75

Indoor Soccer 2018: (2017 - \$20,000 TBID)

Balance forward from 2016: 0

Income: \$20,000.00

Expenses: \$46.51

Balance: \$19,953.49

Event account admin: bookkeeping; bank fees; copies; postage

Tourism Business Improvement District
Balance Sheet
As of April 30, 2017

	<u>Apr 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	139,874.77
Total Checking/Savings	<u>139,874.77</u>
Total Current Assets	139,874.77
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,185.28</u>
TOTAL ASSETS	<u><u>169,060.05</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	18,254.65
Total Accounts Payable	<u>18,254.65</u>
Total Current Liabilities	<u>18,254.65</u>
Total Liabilities	18,254.65
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	-10,893.88
Total Equity	<u>150,805.40</u>
TOTAL LIABILITIES & EQUITY	<u><u>169,060.05</u></u>

Tourism Business Improvement District
Profit & Loss
 April 2017

	<u>Apr 17</u>	<u>Jul '16 - Apr 17</u>
Income		
4000 · TBID Revenue	0.00	494,931.00
4100 · Interest Income	16.66	148.57
Total Income	<u>16.66</u>	<u>495,079.57</u>
Expense		
5000 · Staffing	17,457.06	189,130.92
5100 · Administrative		
5115 · Annual Report	71.40	1,852.86
5199 · Other Admin	0.00	0.00
5350 · City of Kalispell Admin Fee	0.00	4,950.00
5110 · Bank Fees	3.67	61.64
5125 · Bookkeeping	200.00	2,640.00
5140 · Office Supplies	28.55	447.87
5145 · License & Tax	0.00	550.00
5150 · Postage & Copies	159.61	1,060.47
5160 · Rent	0.00	5,600.00
5165 · Storage Unit	0.00	720.00
5180 · Telephone	179.34	2,493.38
5185 · Travel & Entertainment	22.00	1,644.06
5190 · Technology Support	40.00	390.00
5195 · Equipment (Software)	0.00	123.64
Total 5100 · Administrative	<u>704.57</u>	<u>22,533.92</u>
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	1,500.00	2,600.00
5220 · Training & Education	0.00	155.00
Total 5200 · Research & Education	<u>1,500.00</u>	<u>8,505.00</u>
5250 · Web Site		
5270 · Maintenance & Enhancements	362.50	3,480.02
5280 · SEO & SEM	0.00	7,493.93
Total 5250 · Web Site	<u>362.50</u>	<u>10,973.95</u>
5400 · Consumer Marketing		
5455 · Winter Prize Package	195.39	1,412.47
5430 · Social Media Admin & Adv	0.00	7,002.23
5440 · Creative Services	0.00	11,377.49
5450 · Media Buy Online	0.00	14,645.45
5460 · Travel Show Attendance	-50.11	3,838.91
5470 · Trade Show Booth	0.00	0.00
5480 · Airport Displays	50.00	600.00
5420 · E-Marketing	0.00	4,825.77
5496 · Visitor Guide & Niche Brochures	4,480.00	9,663.40
Total 5400 · Consumer Marketing	<u>4,675.28</u>	<u>53,365.72</u>
5500 · Event Marketing		
5512 · Futsal/Indoor Soccer	0.00	20,000.00
5548 · Events Operations Management	2,500.00	20,250.00
5501 · Dragon Boat	0.00	30,000.00
5502 · Spartan Event	0.00	23,000.00
5509 · Pond Hockey	0.00	30,000.00
5549 · Other Event Marketing	0.00	11,050.51
Total 5500 · Event Marketing	<u>2,500.00</u>	<u>134,300.51</u>
5550 · Meetings & Conventions		
5576 · Digital	0.00	5,148.05
5588 · E-News	0.00	6,468.87
5565 · Meeting Planner Shows	29.93	7,075.42
5567 · Meeting Planner FAM	0.00	4,894.35
5570 · Meeting Planner Incentive Progm	168.13	1,537.29
5573 · Group Photo & Video Library	0.00	825.00
5574 · M&C Guide	0.00	8,217.65

Tourism Business Improvement District

Profit & Loss

April 2017

05/11/17

Accrual Basis

	<u>Apr 17</u>	<u>Jul '16 - Apr 17</u>
5583 · Customer Relationship Mgmt Syst	0.00	4,906.26
5575 · Advertising	20,840.36	21,844.61
Total 5550 · Meetings & Conventions	21,038.42	60,917.50
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	688.75	8,900.17
5665 · Proactive & Reactive PR	1,040.25	9,001.25
5680 · Kalispell Branded Merchandise	0.00	1,271.66
5690 · Airline Subsidies	0.00	1,000.00
Total 5650 · Publicity	1,729.00	20,173.08
6000 · Prior Fiscal Year Expense	0.00	6,072.85
Total Expense	49,966.83	505,973.45
Net Income	<u><u>-49,950.17</u></u>	<u><u>-10,893.88</u></u>

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 2016 through April 2017

05/11/17

Accrual Basis

	<u>Jul '16 - Apr...</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	494,931.00	574,000.00	-79,069.00	86.2%
4100 · Interest Income	148.57			
Total Income	<u>495,079.57</u>	<u>574,000.00</u>	<u>-78,920.43</u>	<u>86.3%</u>
Expense				
5000 · Staffing	189,130.92	227,000.00	-37,869.08	83.3%
5100 · Administrative	22,533.92	27,250.00	-4,716.08	82.7%
5200 · Research & Education	8,505.00	8,500.00	5.00	100.1%
5250 · Web Site	10,973.95	18,000.00	-7,026.05	61.0%
5400 · Consumer Marketing	53,365.72	90,250.00	-36,884.28	59.1%
5500 · Event Marketing	134,300.51	146,750.00	-12,449.49	91.5%
5550 · Meetings & Conventions	60,917.50	95,000.00	-34,082.50	64.1%
5650 · Publicity	20,173.08	30,000.00	-9,826.92	67.2%
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	<u>505,973.45</u>	<u>642,750.00</u>	<u>-136,776.55</u>	<u>78.7%</u>
Net Income	<u>-10,893.88</u>	<u>-68,750.00</u>	<u>57,856.12</u>	<u>15.8%</u>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	INDOOR SOCCER	ADMIN	TOTAL
2016 Balance Forward	(2,495.02)	12,764.48	5,298.11	(483.39)	0.00	0.00	15,084.18
January 2017	(300.00)	32,579.30	0.00	0.00	0.00	(322.50)	31,956.80
February 2017	446.50	(17,393.98)	0.00	0.00	19,953.49	(320.38)	2,685.63
March 2017	783.66	(1,682.05)	20,864.82	0.00	0.00	(415.91)	19,550.52
April 2017	(370.01)	(150.00)	(1,272.36)	0.00	0.00	(339.48)	(2,131.85)
May 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
August 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	(1,934.87)	26,117.75	24,890.57	(483.39)	19,953.49	(1,398.27)	67,145.28

*Deferred revenue is listed on the balance sheet as a payable, because there is a portion that is refundable.
Income will be recorded the same calendar year as the event is held.

Kalispell Chamber of Commerce
KCVB P&L by Class
 January through April 2017

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	Admin	TOTAL
Income						
4700.00 · Special Events	2,091.49	38,927.00	2,700.00	0.00	0.00	43,718.49
4410.00 · TBID Revenue	0.00	30,000.00	23,000.00	20,000.00	0.00	73,000.00
Total Income	2,091.49	68,927.00	25,700.00	20,000.00	0.00	116,718.49
Gross Profit	2,091.49	68,927.00	25,700.00	20,000.00	0.00	116,718.49
Expense						
5000.00 · Direct Program	-340.66	34,434.76	4,357.36	0.00	0.00	38,451.46
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.00	0.00	77.25	77.25
5260.00 · Insurance	845.00	154.13	1,243.00	0.00	0.00	2,242.13
5160.00 · Contributions & Scholarships	0.00	4,750.00	0.00	0.00	0.00	4,750.00
5520.00 · Professional Fees	595.00	10,562.60	0.00	46.51	890.00	12,094.11
5360.00 · Meetings	132.00	472.67	0.00	0.00	0.00	604.67
5500.00 · Printing & Publications	0.00	54.00	85.18	0.00	0.00	139.18
5400.00 · Miscellaneous	300.00	700.00	422.00	0.00	0.00	1,422.00
5420.00 · Office	0.00	220.08	0.00	0.00	431.02	651.10
5740.00 · Travel	0.00	4,225.49	0.00	0.00	0.00	4,225.49
Total Expense	1,531.34	55,573.73	6,107.54	46.51	1,398.27	64,657.39
Net Income	560.15	13,353.27	19,592.46	19,953.49	-1,398.27	52,061.10

PRESS TRIPS/MEDIA

Adventure Cycling, June 3-6

We are hosting a family of four from Adventure Cycling for a bicycle-focused trip in Kalispell and Glacier National Park. A photographer will go along on the rides to provide images for our photo library and the editorial that will be featured on Adventure Cycling. The rides include Foy's To Blacktail Trails, Rails to Trails, Going To The Sun Road, and a Ride Through History – historic downtown Kalispell tour of museums and restaurants.

Heather Brown, Points North Atlanta, June 21-23

Points North is an upscale adventure publication out of Atlanta. Heather is coming to participate in the Glacier Half Marathon and will spend two days in Kalispell prior to the race.

SPARTAN – preliminary post report

The Montana Spartan Race returned for the fifth year on May 6 & 7, 2017. Saturday's Spartan Beast was approx. 15 miles and 32 obstacles. Sunday's Spartan Sprint was approx. 5 miles with 21 obstacles. Weather on Sunday was cold and rainy which affected the on-site attendance numbers. The 2018 event dates are May 5 & 6.

Racers: Total 7,507 racers registered: Beast = 3,717; Sprint = 3,790
77% were from 100 miles or more away from Kalispell

Guinness World Record Burpee Event – May 6th, Depot Park. 757 people participated which broke the record of 689 people set in the U.K. Participants were a mix of Spartan racers and Flathead Valley residents of all ages. Downtown restaurants reported high traffic that evening. In the process of gathering room night pickup from TBID properties.

SOCIAL MEDIA REPORT (April)

Twitter – 21,100 impressions; 2,824 followers; 663 profile visits

Instagram – 4,846 followers

Facebook – 33,620 likes; total reach 169,793; average reach 9,433

Dragon Boat retargeting campaign – 36,743 impressions, 7,251 reach, 57 leads, \$8.71

Spartan Burpee record event campaign – 17,028 impressions, 10,333 reach, 275 clicks, \$0.18 per click

TBID COLLECTIONS – 3rd Quarter

Total collections = \$100,134.00, 50,067 room nights (50,378 rm nights in FY16)

1% decrease YOY (including Marriott Springhill Suites)

STR REPORT – APRIL

Year over year, Apr OCC -8.2% to 39.8%; ADR – 3.4% to \$73.22; RevPAR - 11.3% to \$29.13. One property did not report.

Kalispell Economy class OCC + 4.8%, ADR -4.1%; Mid/Upper class OCC -14.1%, ADR -1.9%

Comp set avg OCC: -2.78%

United States: OCC -0.7%; ADR +2.4%; RevPAR +1.7%. Montana: OCC -3.6%; ADR +0.6%; RevPAR -3.1%

May 2017 Goal Sheet

Dawn Jackson, Group Sales Manager

RFP's Sent:

1. 2017 Koinonia Travels and Tours-Vancouver to Spokane Tour-August 2017
2. 2018 Executive Forum-March 2018
3. 2017-18 Dow AgroSciences-September 2017
4. 2017 National Invasive Species Council-June 2017

Sales Calls & Site Visits:

Venue Site Visits

1. Whistling Andy

Sales/Phone Calls

Excel sheet included will email detailed report

Groups Assisted

1. Trinity Lutheran Fundraiser-requested venue space
2. Murphy Family Reunion-looking for 2018 location
3. International Model T-requested Kalispell activity information
4. Coordinated spousal tour for AFVISA

May Highlights

1. MT State Submarine Welcome Bags-50
2. AFVISA-Welcome Bags-50
3. Flathead Farm Mutual-Welcome Bags-85
4. Attended 2017 IRU Bismarck, ND-May 2-6
5. Spartan Race Event
6. Brand USA FAM-16 Tour and travel agents stayed in Kalispell
7. Red Bus Group Outing & Discover Center
8. Attended Chamber Luncheon

TOTAL CONTRACTED ROOMS

National Invasive Species Council-June/July 2017-35 Rooms



Trade Show Report 2017 International Roundup-Bismarck North Dakota May 2-5, 2017

Overview:

International Roundup (IRU) is an exclusive event that provides an opportunity for local and regional tourism businesses, destinations, and attractions within the Rocky Mountains (Montana, Wyoming, North Dakota and South Dakota) to establish and grow a sales network of buyers from around the world.

Rocky Mountain International (RMI) is the organization that spearheads IRU. They are headquartered in Cheyenne Wyoming and specialize in international tourism marketing and PR. RMI is contracted by the four state tourism departments to form a regional international tourism co-op - The Real America. The international marketing program is designed to promote and develop individual and group travel, prepackaged tours, convention and incentive tours and to implement this strategy in seven major international inbound tourism markets including: United Kingdom, Germany, Australia, France, Italy, Benelux and Nordics.

- 7 RMI representatives from France, Italy, UK, Germany, Nordic, Benelux region and Australia, 30 European tour operators, 4 US receptive operators. The tour operators and receptives specialize in group travel, FIT, and fly/drive programs.
- KCVB met with all representatives, operators and receptives for 10 minute appointments.
- Attended FAM day tour, welcoming reception and Buckle Club event on the final night. These events are attended only by the RMI representatives, tour operators, RMI staff, state partners and sponsors. I was able to attend to scope out how the events flowed for the 2018 IRU.

European Travel Updates/Trends

Benelux-Marjolein Fraanje – The Benelux region consists of Belgium, Luxembourg and the Netherlands. People of Benelux typically have 30 days of vacation each year and take 14 days per vacation. They utilize the internet for inspiration then call on either a tour operator or travel agent to book their travel. They enjoy local foods and coffees (she referred to them as snobs in a nice way) and are looking for unique experiences that include Native American experiences, wildlife watching, simple attractions.

France-Herve Duxin & Emmanuelle Blondin – USA remains #1 destination for the French, about 16 million to USA in 2016. The French people get 5-9 weeks of paid vacation. They will book on their own to the big city destinations like New York, Orlando or California but will use a tour operator for the more unknown areas like our region. Most of the tour operators are utilizing Rocky Mountain Holidays as a receptive operator. The French are looking travel experiences such as ranches, history and the LOVE to learn about the local culture.

Italy-Annalisa Mereghetti - 1 million visitors to USA in 2016 and still the preferred destination. 5% down in the last 6 months of 2016. Italians love to travel and EAT! They don't have as many vacation days as most Europeans, however their average spend is higher. They get about 10 days vacation per year. The Italian that visits our area is typically more "mature" and is their 3-4th visit to the US and they want authentic experiences. They like to sight see, want western and native America experiences. Fly/Drive is the most popular.

UK-Lisa Cooper – In June of 2016 it was voted that the UK will leave the European Union (EU) and will take place in April of 2019. Their dollar went down and is slowly increasing since the vote. USA the #1 destination. They get 4 weeks vacation per year and most will research, using TripAdvisor A LOT getting the best quotes then turn to a tour operator/agent to book their travel needs. Value is very important to them and they feel that a great Holiday is a RIGHT for them. Lisa suggested (in a very fun way) putting a kettle in all the hotel rooms instead of a coffee pot.

Germany/Austria/Switzerland-Susanne Schmidt – USA #1 travel destination for Germans. They travel in May, June, September & October. Germans get 30 days of paid vacation a year and feel it is a RIGHT! Many Germans have been to the US and will consider our region on their 3-4th trip. They prefer tailor made tours, FIT and drive areas and will book with travel agents and tour operators. Active travelers, demand safety and want destinations that feel good. For experiences they want genuine, authentic, native American and western settings with the cowboys (they really like the cowboys).

Nordic-Tarja Koivisto – Sweden, Norway, Finland, Iceland & Denmark make up the Nordic region. Finland is the only euro country. 1.5 million to the USA in 2016 and considered the premier destination. They have 5-6 weeks of vacation each year and 11 paid national holidays. They travel in July and August and Scandinavians are well known repeat travelers once they go somewhere they like. They like "off the beaten path" things to do, meeting the locals and personalized itineraries. They research online and then book through travel agents.

Australia-Caroline Davidson – Their dollar is down but balanced by inexpensive flight options. USA is #1 travel destination. Australians have 4 weeks of vacation per year. They take vacations with family, interest groups and motorcoach. Products that interest them are national parks, scenery, wildlife, self drives, ski resorts and winter experiences, cowboy and native American heritage and events, history museums and ranch experiences. The most popular months to travel are May-October and December.



They loved cowboys, history and Native American experiences



Kalispell bound for the 2018 International Roundup! So excited to showcase our great area. Fred and Sarah showing a sigh of relief that all went well for their 1st North Dakota IRU in Bismarck. Let the planning begin for (left to right) Dawn Jackson (KCVB) - Debbie Picard (Glacier Country) - Marlee Iverson (MT Office of Tourism and Business Development – Fred Walker

Kalspell Convention & Visitors Bureau Sales Report

5/1/2017 - 5/31/2017

Event Type: All

Sales Rep: Dawn Jackson

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
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ALL FUTURE DEFINITE

Hotel Lobbyists	2017 National Invasive Species Council	Meeting	Association	Whitefish CVB Definite	6/27/2017 6/29/2017	National New	\$0.00 \$0.00	0	15	25	0
Kalspell Convention & Visitors Bureau	2017 Glacier Half Marathon	Sporting Event	Athletic & Sports/Recreation	KCVB Event Definite	6/22/2017 6/25/2017	International New	\$0.00 \$0.00	0	0	0	0
Kalspell Convention & Visitors Bureau	2017 Dragon Boat-Rocky Mountain Host Hotel	Sporting Event	.	KCVB Event Definite	9/8/2017 9/9/2017	International Repeat	\$0.00 \$0.00	0	0	0	0
Kalspell PeeWee Baseball	2017 Firecracker Tournament	Sporting Event	Athletic & Sports/Recreation	Local referral Definite	6/29/2017 7/1/2017	Regional Repeat	\$0.00 \$0.00	1,850	0	0	0
Montana Equestrian Events	2017 North American Junior & Young Rider Championships	Sporting Event	Athletic & Sports/Recreation	Definite	7/17/2017 7/23/2017	International New	\$0.00 \$0.00	0	40	280	210
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism Definite	4/8/2018 4/12/2018	International New	\$0.00 \$0.00	170	180	485	0
Event Count:							6	2,020	235	790	210

CURRENT DEFINITE

Edward Jones	2017 Edward Jones Meeting	Meeting	Financial, Investment	Local referral Definite	5/4/2017 5/4/2017	Local New	\$0.00 \$0.00	0	0	0	0
Kalspell Convention & Visitors Bureau	2017 Spartan-Staff Rooms	Sporting Event	Athletic & Sports/Recreation	KCVB Event Definite	5/2/2017 5/11/2017	International Repeat	\$0.00 \$0.00	0	0	0	0
MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB Definite	5/15/2017 5/17/2017	National New	\$0.00 \$0.00	40	50	105	0

Event Count:	3	\$0.00	40	50	105	0
		\$0.00				

STATUS: CURRENT LEAD

Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB RFP	7/19/2020 7/23/2020	International New	\$0.00 \$0.00	80	40	180	0	
Kalspell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	5/27/2017 5/28/2017	International	\$0.00 \$0.00	0	0	0	0	
Kalspell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	5/19/2017 8/9/2017	International	\$0.00 \$0.00	0	0	0	0	
Kalspell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	7/19/2017 7/23/2017	International	\$0.00 \$0.00	0	0	0	0	
Idaho Travels and Tours	2017 Vancouver to Spokane Tour	Tour		Called KCVB Lead	8/8/2017 8/8/2017	Regional New	\$0.00 \$0.00	30	15	15	0	
The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier Country Lead	1/15/2019 1/19/2019	National New	\$0.00 \$0.00	0	0	0	0	
The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier Country Lead	1/22/2019 1/26/2019	National New	\$0.00 \$0.00	0	111	451	0	
Event Count:								7	110	166	646	0
												\$0.00

LEADS SENT

Dow AgroSciences	2017-2018 Dow AgroSciences Northern Crops Regional Kickoff Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB RFP-Request for Proposal	9/18/2017 9/20/2017	Regional New	\$0.00 \$0.00	0	50	150	0
Hotel Lobbyists	2017 National Invasive Species Council	Meeting	Association	Whitefish CVB Definite	6/27/2017 6/29/2017	National New	\$0.00 \$0.00	0	15	25	0
Idaho Travels and Tours	2017 Vancouver to Spokane Tour	Tour		Called KCVB Lead	8/8/2017 8/8/2017	Regional New	\$0.00 \$0.00	30	15	15	0
IFT Municipal Interlocal Authority	2018 Executive Forum	Meeting	Government, Public Administration	Local referral RFP-Request for Proposal	2/27/2018 3/1/2018	State New	\$0.00 \$0.00	60	60	125	0

Status: TURNED CANCELLED

Pacific Coast Oto Ophthalmological Society 2018-102nd Annual Pacific Coast Oto Ophthalmological Society Meeting Health & Medical 2016 IMEX Canceled

Event Count:	4	\$0.00	90	140	315	0
		\$0.00				
Event Count:	1	\$0.00	80	75	230	0
		\$0.00				
Event Count:	1	\$0.00	80	75	230	0
		\$0.00				

Status: TURNED DEFINITE

Kalispell PeeWee Baseball 2017 Firecracker Tournament Sporting Event Athletic & Sports/Recreation Local referral Definite

Event Count:	22	\$0.00	4,190	666	2,086	210
		\$0.00				
Event Count:	1	\$0.00	1,850	0	0	0
		\$0.00				
Event Count:	1	\$0.00	1,850	0	0	0
		\$0.00				

Brand USA Megafam 2017 Attendees

Name	Company	Position	Email
Angel Smith	Travel 2	Luxury Travel Specialist	angel.smith@travel2.com
Emily Glencross	Thomas Cook Signature	Travel Consultant	emily.glencross@thomascocook.com
Enrico Hahn	Wexas Travel	Corporate Travel Consultant	Enrico.Hahn@wexas.com
Harriet Shea	US Airtours	Trade Sales Consultant	hshea@usairtours.co.uk
John Antony Catherside	Round the World Experts	Sales Consultant	cathers14@ntlworld.com
Kirsty Ricketts	Travel Counsellors	Travel Counsellor	kirsty.ricketts@travelcounsellors.com
Lauren Bruce	Barrhead Travel	Sales Consultant	Lauren.bruce@barrheadtravel.co.uk
Lindsay Allen	Adeona Travel	Sales Consultant	amlahsglory@aol.com
Natalie McIver	Gold Medal Travel	Travel Sales Consultant	nmr@goldmedal.co.uk
Paul Timothy Nixey	Hays Faraway	Worldwide Sales Executive	paul.nixey@hays-travel.co.uk
Christian Neilsen	American Road Trip Company	MD & Road Trip Expert	chris@theamericanroadtripcompany.co.uk
Lee Flower	STA	Regional Sales Manager	Lee.Flower@statravel.com
Ashleigh Addis	Carrier	Product Executive	ashleigh.addis@carrier.co.uk
Wendy Louise Smith	North America Travel Service	Senior Consultant & USA Specialist	wendyld@sky.com
Allie Williams	Brand USA, London	Communication Manager	awilliams@thebrandusa.co.uk
Luke Hennig	Brand USA, Washington DC	Manager, Partner Contributions	lhennig@thebrandusa.com

2017 International Roundup Attendees

Company	First Name	Last Name	Title	Email
RMI-Australia	Caroline	Davidson	Director	caroline@davcomm.com.au
Adventure World	Kristy	Prince	Product Manager	kristy.prince@adventureworld.com.au
America Travel	Shane	Nelson	Marketing/Sales Manager	shane@defenceescapes.com
Freestyle Holidays	Susan	Bordin	Product Manager	susan.bordin@stravelgroup.com
Relaxaway Holidays	Lisa	Robinson	Product of Contracting	product@relaxaway.com
TourMappers	Doug	Kellogs	Director of Contracting	doug@tourmappers.com
RMI-Norric	Tarja	Kovisto	Account Manager	tarja.kovisto@airtouch.fi
Risskov Rejser A/A	Jane	Berring Smedsrud	Travel Consultant	jbs@risskov.com
RMI-France	Herve	Duxin	Director	herve@duxin
RMI-France	Emmanuelle	Blondin	Account Manager	emmanuelle@duxin.com
Amplitudes	Armandine	Fillatre	Assistant Product Manager	amandine@amplitudes.com
Expert Voyages USA	Gaelle	Robache	Travel Agent	gaelle@experts-voyage-usa.com
La Case Depart	Eric	Duloutre	Product Manager	eric@lacasdepart.fr
Maison des Etats Unis	Maureen	Cohen Lachant	North American Product Manager	maureenl@maisondesetatsunis.com
Marco Vasco	Laurene	Escurat	Sales Agent	lescurat@marcovasco.fr
Rocky Mountain Holiday Tours	Chris	Pilley	CEO/Contract Manager	chris@rmhtours.com
Rocky Mountain Holiday Tours	Gary	Schluter	General Manager	gary@rmhtours.com
RMI-Germany	Susanne	Schmitt	Account Manager	susanne@lieb-management.de
America Unlimited	Nadine	Schmidt	Sales Manager	n.schmidt@america-unlimited.de
Bikethebest	Peter	Hyna	Sales Manager	peter.hyna@bikethebest.de
Boomerang Reisen GmbH	Maik	Schroeter	Product Manager North America	m.schroeter@boomerang-reisen.de
Enjoy America	Katharina	Stehning	General Manager	katharina.stehning@enjoy-america.de
KUNA	Mein	Nergiz	Product Manager	mein@KUNA.reisen
Ruck Zuck Urlaub	Nico	Ginsberg	Managing Director	nico@ruck-zuck-rundreise.de
TeamAmerica	Luisa	Conzatti	Group Department Manager	luisa@teamamericany.com
RMI-Italy	Annalisa	Mereghetti	Marketing & PR Assistant	rockymountain@themasrl.it
Alldays	Benedetta	Buonerba	Senior Booking Agent	benedetta.buonerba@alldays.it
Press Tours	Maurizio	Di Bella	PM USA	statuniti@prestours.it
Proviaggi SRI	Nicoletta	Mangolini	Executive Incentive Travel Manager	nicolettamangolini@proviaggi.it
Travel Island	Franco	Bondioli	Owner	franco.bondioli@travelisland.it
Universalturismo	Stefano	Gnerucci	PM USA	stefano.gnerucci@universalturismo.com
America 4 You	Lena	Ross	Director of Product Development	lena@america4you.net
America 4 You	Doris	Neufeld	Account Manager	doris@america4you.net
RMI-Benelux	Marjolein	Fraanje	Sales Support	marjolein.fraanje@targettravel.nl
Euram	Marine	Welkenhuyzen	Product Manager	mw Welkenhuyzen@euram.eu
Goamerika	Corrina	Flink	Product Manager	corrina@aireka.nl
Tenzing Travel	Lyanca	Feenstra	Assistant Product Manager	lyanca.feenstra@tenzingtravel.nl
US Travel	Jose	Kraan	Account Director	iose@ustravel.nl
RMI-United Kingdom	Lisa	Cooper	Account Director	lisa.cooper@kbc-pr.com
America As You Like It	Maggi	Smith	Managing Director	maggi@americaasyoulikeit.com
Discover North America	Alain	Kastelevn	Director	alain@discovernorthamerica.co.uk
Just America	Mike	Easton	Managing Director	mike@justamerica.co.uk
ATI-ITO	Nimja	Calalang	Senior Manager, Product & Quality Assurance	nimfa_calalang@americanontours.com
Rocky Mountain International	Kim	Paulson	PR & Communications Manager	kpaulson@rmmarketing.com
Rocky Mountain International	Susie	Pratt	CMO/General Manager	spratt@rmmarketing