

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – November 1, 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. Event Grant Application – Marcia Spano, Rebecca Farm, Flathead Ski Jouring event. The inaugural Ski Jouring event took place in Lakeside last year. Lakeside organizers and Rebecca Farm came to an agreement to relocate the event to Kalispell.

3. City of Kalispell Downtown Plan – Tom Jentz will present key points of the downtown plan. TBID members are encouraged to attend and to provide input on the plan. Board will be asked to approve comments to be submitted to City Council for the November 6th public hearing. See link below to review the Downtown Plan.

4. Board Action Items

- a) Approval of minutes from October 4, 2017
- b) Approval of TBID financial statements for September, 2017
- c) Approval of TBID statement on the City of Kalispell Downtown Plan
- d) Approval of event grant sponsorship for Flathead Lake Ski Jouring, held at Rebecca Farm

5. Board Discussion

- a) Indoor Soccer, Pond Hockey, Dragon Boat
- b) Event grant updates
- c) Marketing updates
- d) Group, M&C updates

Enclosures: October 4, 2017 minutes
TBID financial statements for September 2017
KCVB Updates

Link to view the City of Kalispell Downtown Plan:
http://www.kalispell.com/community_economic_development/TheDowntownPlan.php

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
October 4, 2017
3:00 pm – 5:00 pm
Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Dawn Hendrickson, Lisa Brown, Janet Clark, Dan Moderie, Emily Schroeder

Board Members Absent: Zac Ford, Shawn Campbell

Guests: Rob Brisendine and Scott Rieke

Staff Present: Diane Medler, Dawn Jackson, Vonnie Day

Meeting was called to order by Dawn Hendrickson at 3:20 PM.

1. Hear from the Public – none
2. Event Grant Application presentation – Adam Libby with Libby EPB (Elite Professional Bullriders) Finals presented information about his event, December 1 – 2, 2017.
3. Board Action Items
 - a. Approve minutes from the September 6, 2017 meeting:
Action: Motion was made by Lisa Brown to approve the minutes. Motion seconded by Dan Moderie.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for August, 2017:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Dan Moderie. Discussion: none. Board approved unanimously.
 - c. Approval of board application – Hilton Garden Inn: Emily Schroeder (DOS, Hilton Garden Inn) to replace Laurie Otto (former DOS, Hilton Garden Inn).
Action: Motion was made by Janet Clark to approve Emily Schroeder’s board application. Motion seconded by Dan Moderie. Discussion: none. Board approved unanimously.
 - d. EPB Finals event grant application approval:
Action: Motion was made by Lisa Brown to approve a grant to the EPB Finals for \$2,500 cash and \$2,500 toward room rentals, a total value of \$5,000.
Discussion: the board agreed that Adam had provided a thorough, professional presentation about the event. EPB Finals offered a Corporate Sponsorship in exchange for the grant. The Sponsorship offers promotional opportunities for the Kalispell CVB. Lowering the amount was discussed, however the board felt that bringing high-profile events to Kalispell generates more events and has value in addition to room nights. Staff recommended that the \$5,000 package be approved based on the quality of the event, its timing during the quiet first weekend of December, that it is a new event to Kalispell and strong potential to return in future years.
4. Board Discussion
 - a. Dragon Boat – several teams arrived in Kalispell for the weekend even though the event had been cancelled. Some attended the Live in Lakeside event Friday which had been planned as the paddler welcome party. The Lakeside community transitioned the event into a fire benefit and raised \$3,800.

The Flathead DragonFlies took Silver Lining, a new BCS team from Missoula and RMC team, The Dragon Warriors from Las Vegas, on a paddle Saturday morning. The teams held a memorial for a Silver Lining team member who had passed away earlier in the week. CVB invited visiting paddlers and local teams to the Kalispell Brewing Company Saturday afternoon. Members from several teams attended.

Pros and cons of changing the dates of the 2018 festival were discussed. The event has been held the weekend after Labor Day since it began in 2012. There are two other regional dragon boat festivals the same weekend: Portland and Penticton. Every year, several teams ask whether we'd consider changing the date of our festival saying they'd like to attend but are committed to going to Portland or Penticton. With the exception of Best Western, board members say they're getting few room nights from the event due to competition from short term rentals. Staff recommended considering two weekends as alternatives: August 25-26 (preferred) and September 15-16. There were weather/temperature concerns about the September weekend and concerns that on the August weekend, summer room rates would still be in effect which might be a deterrent to teams. 2017 teams are anxious to know the event dates to inform their decision whether to defer their registrations to 2018 or request a refund. Flathead County staff has not yet confirmed whether Volunteer Park will be available on the August dates. The board decided to refer the decision about the date to staff. An RFP will be sent to dragon boat promoters once a date is defined. A request that the promoter include a forecast of dragon boating trends and popularity will be included.

b. Indoor Soccer – the website, www.montana.soccer, is live. In addition to Nelson, BC and Missoula teams, a Lethbridge team has committed to coming and there's a lot of chatter about the event in the soccer community.

Pond Hockey – 31 teams have already registered. The cost of registration was increased by \$50 to \$650. CVB would like to have 80 – 90 teams this year, however, the number may have to be capped since the maximum that Woodland Park (the backup location) can accommodate is 75 teams.

c. Marketing Updates – the city has acquired software that scrapes the internet for short-term rentals located in Kalispell. 53 short-term rentals have been confirmed plus an additional 15 possible properties. There is a growing national movement to create tax collection systems for short-term rentals. Diane attended the Tourism Advisory Council meeting in Helena, Oct 1-3. To address budget shortfalls, it is likely that the legislature will increase bed tax with the additional amount going into the general fund. Diane attended the DMA Education Summit in Las Vegas in September. Research is now available at Arrivalist which allows destinations to track a visitor from when they see our ads to when they arrive in the destination to help determine ROI on marketing and which media and target markets are most effective. MOTB is working on a co-op to fund purchase of a subscription to the research database. The state is currently using Visa View which tracks what visitors from certain locations are spending in specific destinations. According to a Glacier Park International Airport Visitor Report, the top city of origin is Seattle followed by Las Vegas and Los Angeles. A recent ITRR shows the Flathead Valley is impacted by direct flights going to Bozeman likely due to travelers visiting both Yellowstone and Glacier. Diane requested that TBID members provide shopping packages for The Calgary Women's Show she is attending October 21-22. TBID members are encouraged to review the post campaign report for the Spring-Summer consumer campaign directed at the San Francisco market as well as eastern WA drive market. Report is available at www.kalispellchamber.com/tbid.

d. Group, M&C Updates – many RFP's were sent during September, including info for a bid that Flathead

Soccer Club is submitting to Montana Youth Soccer Association for the MT State Cup soccer Tournament in June, 2018 and the MT Association of Chamber Executives in September 2018. Two of the FAMS that had been planned for September were cancelled due to unhealthy air conditions caused by wildfire smoke, however several site visits were completed including one for meeting planners with the Montana Library Association for a 2022 Conference and a smaller conference in 2018 or 2019. A site visit by meeting planners for Conference Direct & Northwest Public Power Association has already resulted in a booked conference. A writer/meeting planner from Meeting News Northwest also made a site visit. Dawn will participate in IMEX, October 9 – 16 in collaboration with reps from Glacier Country, and destination organizations from Missoula, Whitefish, Bozeman and Great Falls. Twenty appointments with new meeting planners have already been booked. Diane and Dawn plan to meet with each TBID property over the 6 weeks. TBID members are encouraged to review the post campaign report for the FY17 M&C advertising. The report is available at www.kalispellchamber.com/tbid .

Meeting was adjourned at 5:00 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
November 1, 2017

TBID Funds – Expense Summary September 2017

Admin: Rent; bookkeeping; office supplies; telephone, misc. mileage & expenses; quarterly storage unit fee; email hosting; bank fees

Research and Education: annual subscription to Smith Travel Reports; DMA West conference expenses

Website: domain renewals; mthly website maintenance; annual hosting charge

Consumer: airport display stocking; Dropbox photo storage annual fee; social media admin; quarterly enews; Family Fun advertorial creative/media

Event: event operation mgmt. monthly payment for September (Rob); refund for Flathead Celtic Festival sponsorship

Meetings & Convention: KCVB M&C Fam expenses; B2B Intl Tour Operator workshop; IMEX expenses; IDSS quarterly payment; M&C quarterly enews

PR/Publicity: press trip lodging; branded notebooks for gifts; seasonal website slider updates; reactive requests; master reporting; fire season crisis management

KCVB Event Funds - Summary January through September 2017

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

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

Income: \$67,546.99

Expenses: \$16,371.18

Balance: \$48,680.79

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

Balance forward from 2016: \$5,298.11

Income: \$31,820.00

Expenses: \$44,677.27

Balance: (\$7,559.16)

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

Balance forward from 2016: \$12,764.48

Income: \$85,827.00

Expenses: \$58,297.72

Balance: \$40,293.76

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

Balance forward from 2016: 0

Income: \$20,000.00

Expenses: \$1,387.15

Balance: \$18,612.85

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses

Balance: (\$5,411.99)

Tourism Business Improvement District

Balance Sheet

As of September 30, 2017

	<u>Sep 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	159,630.56
Total Checking/Savings	<u>159,630.56</u>
Total Current Assets	159,630.56
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>188,815.84</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	32,263.40
Total Accounts Payable	<u>32,263.40</u>
Total Current Liabilities	<u>32,263.40</u>
Total Liabilities	32,263.40
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	6,294.56
Total Equity	<u>156,552.44</u>
TOTAL LIABILITIES & EQUITY	<u><u>188,815.84</u></u>

Tourism Business Improvement District

10/19/17

Profit & Loss

Accrual Basis

September 2017

	Sep 17	Jul - Sep 17
Income		
4000 · TBID Revenue	0.00	155,910.00
4100 · Interest Income	17.25	53.63
Total Income	17.25	155,963.63
Expense		
5000 · Staffing	17,195.40	77,951.86
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	3,897.75
5110 · Bank Fees	3.62	8.52
5125 · Bookkeeping	150.00	670.00
5140 · Office Supplies	25.60	51.20
5150 · Postage & Copies	96.67	219.74
5160 · Rent	700.00	2,100.00
5165 · Storage Unit	180.00	180.00
5180 · Telephone	224.88	622.27
5185 · Travel & Entertainment	231.04	414.44
5190 · Technology Support	40.00	120.00
Total 5100 · Administrative	1,651.81	8,283.92
5200 · Research & Education		
5210 · Smith Travel Reports	5,750.00	5,750.00
5220 · Training & Education	262.85	397.77
5200 · Research & Education - Other	770.28	770.28
Total 5200 · Research & Education	6,783.13	6,918.05
5250 · Web Site		
5270 · Maintenance & Enhancements	-152.00	540.18
Total 5250 · Web Site	-152.00	540.18
5400 · Consumer Marketing		
5455 · Prize Packages	0.00	1,893.90
5405 · Photo and Video Library	99.00	99.00
5430 · Social Media Admin & Adv	845.00	940.38
5440 · Creative Services	1,349.95	1,349.95
5460 · Travel Show Attendance	0.00	1,061.62
5480 · Airport Displays	50.00	250.00
5420 · E-Marketing	660.25	1,592.31
Total 5400 · Consumer Marketing	3,004.20	7,187.16
5500 · Event Marketing		
5548 · Events Operations Management	2,500.00	7,500.00
5501 · Dragon Boat	0.00	30,000.00
5549 · Other Event Marketing	-1,000.00	-1,000.00
Total 5500 · Event Marketing	1,500.00	36,500.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	684.61	3,334.61
5567 · Meeting Planner FAM	774.57	2,123.13
5570 · Meeting Planner Incentive Progm	286.00	286.00
5583 · Customer Relationship Mgmt Syst	1,500.00	1,500.00
5575 · Advertising/Enews	1,979.32	2,707.32
Total 5550 · Meetings & Conventions	5,224.50	9,951.06
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	237.26	237.26
5665 · Proactive & Reactive PR	2,907.95	2,907.95
5680 · Kalispell Branded Merchandise	285.29	285.29
Total 5650 · Publicity	3,430.50	3,430.50
6000 · Prior Fiscal Year Expense	-2,491.74	-1,093.66
Total Expense	36,145.80	149,669.07

Tourism Business Improvement District
Profit & Loss
September 2017

	<u>Sep 17</u>	<u>Jul - Sep 17</u>
Net Income	<u>-36,128.55</u>	<u>6,294.56</u>

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

	<u>Jul - Sep 17</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	155,910.00	615,000.00	-459,090.00	25.4%
4100 · Interest Income	53.63			
Total Income	<u>155,963.63</u>	<u>615,000.00</u>	<u>-459,036.37</u>	<u>25.4%</u>
Expense				
5000 · Staffing	77,951.86	220,450.00	-142,498.14	35.4%
5100 · Administrative	8,283.92	28,800.00	-20,516.08	28.8%
5200 · Research & Education	6,918.05	12,500.00	-5,581.95	55.3%
5250 · Web Site	540.18	27,000.00	-26,459.82	2.0%
5400 · Consumer Marketing	7,187.16	88,250.00	-81,062.84	8.1%
5500 · Event Marketing	36,500.00	138,000.00	-101,500.00	26.4%
5550 · Meetings & Conventions	9,951.06	70,000.00	-60,048.94	14.2%
5650 · Publicity	3,430.50	30,000.00	-26,569.50	11.4%
6000 · Prior Fiscal Year Expense	-1,093.66			
Total Expense	<u>149,669.07</u>	<u>615,000.00</u>	<u>-465,330.93</u>	<u>24.3%</u>
Net Income	<u><u>6,294.56</u></u>	<u><u>0.00</u></u>	<u><u>6,294.56</u></u>	<u><u>100.0%</u></u>

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

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	Meetings/Conv	Admin	TOTAL
Income							
4025.00 · Program Revenue	0.00	0.00	0.00	0.00	375.00	2,000.00	2,375.00
4700.00 · Special Events	37,546.99	55,827.00	8,820.00	0.00	0.00	0.00	102,193.99
4410.00 · TBID Revenue	30,000.00	30,000.00	23,000.00	20,000.00	0.00	0.00	103,000.00
Total Income	67,546.99	85,827.00	31,820.00	20,000.00	375.00	2,000.00	207,568.99
Gross Profit	67,546.99	85,827.00	31,820.00	20,000.00	375.00	2,000.00	207,568.99
Expense							
5000.00 · Direct Program	12,489.27	34,456.75	34,593.03	1,161.00	0.00	159.99	82,860.04
5600.00 · Salaries & Employee Benefits	0.00	1,210.00	0.00	0.00	127.75	0.00	1,337.75
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.00	0.00	0.00	273.66	273.66
5260.00 · Insurance	1,010.00	154.13	1,243.00	0.00	0.00	1,075.00	3,482.13
5160.00 · Contributions & Scholarships	0.00	4,750.00	4,588.00	0.00	0.00	0.00	9,338.00
5520.00 · Professional Fees	625.34	10,627.95	2,579.40	226.15	0.00	3,011.04	17,069.88
5360.00 · Meetings	644.67	0.00	0.00	0.00	0.00	0.00	644.67
5500.00 · Printing & Publications	0.00	54.00	85.18	0.00	0.00	0.00	139.18
5760.00 · Utilities & Phone	1,225.50	0.00	0.00	0.00	0.00	0.00	1,225.50
5400.00 · Miscellaneous	300.00	2,819.40	772.00	0.00	0.00	0.00	3,891.40
5420.00 · Office	0.00	0.00	0.00	0.00	0.00	2,892.30	2,892.30
5740.00 · Travel	76.40	4,225.49	816.66	0.00	0.00	0.00	5,118.55
Total Expense	16,371.18	58,297.72	44,677.27	1,387.15	127.75	7,411.99	128,273.06
Net Income	51,175.81	27,529.28	-12,857.27	18,612.85	247.25	-5,411.99	79,295.93

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)	32,799.38	0.00	0.00	0.00	(542.58)	31,956.80
February 2017	(26.17)	(16,921.31)	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	8,094.13	(3,210.00)	(23,550.02)	0.00	(779.64)	1,364.79	(18,080.74)
June 2017	12,277.37	(21.99)	(9,429.01)	0.00	(561.00)	(2,837.86)	(572.49)
July 2017	16,821.90	0.00	0.00	0.00	0.00	(1,240.56)	15,581.34
August 2017	27,426.02	(65.35)	0.00	150.00	0.00	(575.03)	26,935.64
September 2017	(13,531.09)	16,780.60	529.30	97.25	0.00	(504.98)	3,371.08
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	48,680.79	40,293.76	(7,559.16)	(236.14)	18,612.85	(5,411.99)	94,380.11

Q1 (Jul – Sep) WEBSITE REPORT - DISCOVERKALISPELL.COM

Unique visitors	64,294 (24% increase)
Page views	141,195 (11% increase)
Pages/session	1.71 (17% decrease)
New vs. returning	74.83% new; 25.17% returning = 78% increase
Session by device	51.7% sessions on mobile = 36.58% increase

Top 10 states visiting site:

Minneapolis	Alberta
Montana	Utah
Washington	Texas
Oregon	Idaho
California	Illinois

Top 10 cities visiting site:

Kalispell	Dallas
Minneapolis	San Francisco
Portland	Whitefish
SLC	Spokane
Seattle	St. Paul

Top referring sites:

Facebook ads	Montanadragonboat
Kalispell.com	Instagram
Facebook page	Glaciermt
Visitmt	

Top 10 pages visited:

Best Backdrops in America, Kalispell MT	Events
Farm to Conference Table	Glacier National Park
Home page	Shopping
Spring/Summer campaign landing page	Flathead Lake
Family Fun	Hiking

STR REPORT – SEPTEMBER

Year over year, September OCC: -9.9% to 67.3%; DEMAND: -9.8; ADR: + 4.2% to \$109.93; RevPAR: -6.1% to \$74.00. Two properties did not report.

Kalispell Economy class OCC: -18.9%, ADR: +6.9%; Mid/Upper class OCC: -5.5%, ADR: +1.5%

United States: OCC: +1.4%; ADR: +1.0%; RevPAR: +2.4%. Montana: OCC: -6.5%; ADR: +2.2%; RevPAR: -4.4%

SOCIAL MEDIA REPORT - SEPTEMBER

Twitter – 18.8K tweet impressions; 3,040 followers; engagement rate 1.3%; retweets 49

Instagram – 5,539 followers - 97 new

Facebook – 34,096 likes; total post reach 61,330; total post impressions 91,074

DISCOVERKALISPELL.COM

Fall slider story to enjoy and share. Catch the Best View: <http://www.discoverkalispell.com/catch-best-view/>



Monthly



KALISPELL MT

All Source Markets

Search Vol. Last 30 Days	0.01M	Search Vol. Next 60 Days	0.00M
Last 30 Days Search MoM	-38.10%	Next 60 Days Search -MoM	-76.35%
Last 30 Days Search -YoY	13.04%	Next 60 Days Search -YoY	-6.91%
Last 30 Days Booking -YoY	-1.46%	Next 60 Days Booking -YoY	

For more detailed information or market specific analysis, please login to <https://analytics.nsigthfortravel.com>. or reach out to your Customer Engagement Representative at support@nsightfortravel.com.



Target Markets - Next 30 Days

Total Volume Next 30 Days: 0.00M

Below, you will see the top target markets and Personas for the next 30 days. These targets have a large portion of their Total Lead Time (Search to Book and Book to Stay) in less than 30 days for you and your competitor. They can be actively targeted to increase your penetration within 30 days. The percentage listed is the market's share of search for the forward-looking 30-day period. You can access nSight Persona details on our [website](#).

UNITED STATES

7.17%	LOS ANGELES-LONG BEACH-ANAHEIM CA <ul style="list-style-type: none"> • Adventure Seekers • Bucket Listers 	2.70%	ST. LOUIS MO-IL <ul style="list-style-type: none"> • Go For It Families • Experience Seekers
5.04%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA <ul style="list-style-type: none"> • Dream Tripper • Bucket Listers 	2.55%	SAN FRANCISCO-OAKLAND-HAYWARD CA <ul style="list-style-type: none"> • Dream Tripper • Adventure Seekers
3.68%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI <ul style="list-style-type: none"> • Bucket Listers • Dream Tripper 	2.23%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA <ul style="list-style-type: none"> • Dream Tripper • Go For It Families
3.00%	SCRANTON--WILKES-BARRE--HAZLETON PA <ul style="list-style-type: none"> • Go For It Families • Bucket Listers 	2.18%	SAN DIEGO-CARLSBAD CA <ul style="list-style-type: none"> • Bucket Listers • Dream Tripper
2.93%	DALLAS-FORT WORTH-ARLINGTON TX <ul style="list-style-type: none"> • Dream Tripper • Adventure Seekers 	2.17%	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV <ul style="list-style-type: none"> • Dream Tripper • Adventure Seekers



Target Markets - Next 60 Days

Total Volume Next 60 Days: 0.00M

Below, you will see the top target markets and Personas for the next 60 days. These targets have a large portion of their Total Lead Time (Search to Book and Book to Stay) in less than 60 days for you and your competitor. They can be actively targeted to increase your penetration within 60 days. The percentage listed is the market's share of search for the forward-looking 60-day period. You can access nSight Persona details on our [website](#).

UNITED STATES

7.26%	LOS ANGELES-LONG BEACH-ANAHEIM CA	2.52%	ST. LOUIS MO-IL
	<ul style="list-style-type: none"> • Dream Tripper • Adventure Seekers 		<ul style="list-style-type: none"> • Dream Tripper • Go For It Families
4.85%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	2.29%	SAN FRANCISCO-OAKLAND-HAYWARD CA
	<ul style="list-style-type: none"> • Adventure Seekers • Dream Tripper 		<ul style="list-style-type: none"> • Adventure Seekers • Bucket Listers
3.28%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	2.26%	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	<ul style="list-style-type: none"> • Adventure Seekers • Dream Tripper 		<ul style="list-style-type: none"> • Experience Seekers • Bucket Listers
3.08%	DALLAS-FORT WORTH-ARLINGTON TX	2.26%	SAN DIEGO-CARLSBAD CA
	<ul style="list-style-type: none"> • Dream Tripper • Adventure Seekers 		<ul style="list-style-type: none"> • Adventure Seekers • Bucket Listers
2.96%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	2.15%	SCRANTON--WILKES-BARRE--HAZLETON PA
	<ul style="list-style-type: none"> • Go For It Families • Adventure Seekers 		<ul style="list-style-type: none"> • Go For It Families • Bucket Listers



Target Markets - Next 90 Days

Total Volume Next 90 Days: 0.00M

Below, you will see the top target markets and Personas for the next 90 days. These targets have a large portion of their Total Lead Time (Search to Book and Book to Stay) in less than 90 days for you and your competitor. They can be actively targeted to increase your penetration within 90 days. The percentage listed is the market's share of search for the forward-looking 90-day period. You can access nSight Persona details on our [website](#).

UNITED STATES

6.70%	LOS ANGELES-LONG BEACH-ANAHEIM CA <ul style="list-style-type: none"> • Adventure Seekers • Dream Tripper 	2.64%	HOUSTON-THE WOODLANDS-SUGAR LAND TX <ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers
4.44%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA <ul style="list-style-type: none"> • Adventure Seekers • Dream Tripper 	2.15%	SAN DIEGO-CARLSBAD CA <ul style="list-style-type: none"> • Adventure Seekers • Dream Tripper
3.66%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA <ul style="list-style-type: none"> • Go For It Families • Bucket Listers 	2.14%	SAN FRANCISCO-OAKLAND-HAYWARD CA <ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers
3.27%	DALLAS-FORT WORTH-ARLINGTON TX <ul style="list-style-type: none"> • Adventure Seekers • Dream Tripper 	2.08%	ATLANTA-SANDY SPRINGS-ROSWELL GA <ul style="list-style-type: none"> • Dream Tripper • Adventure Seekers
3.17%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI <ul style="list-style-type: none"> • Dream Tripper • Bucket Listers 	1.98%	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI <ul style="list-style-type: none"> • Dream Tripper • Adventure Seekers

Next 60 Days

Travel Dates: 10/4/2017 to 12/3/2017

YOY Change in Search Next 60 Days:	
Subscriber:	0.00%
Comp Set 1:	-11.48%

Top Source Markets Searching Next 60 Days

Region	Source Market Rank	Source Market - State	Search Demand %	YOY Change Demand %	Top Personas	
US	1	CA	20.29%	-0.78%	Experience Seekers	Bucket Listers
US	2	TX	8.36%	19.07%	Experience Seekers	Visiting Family
US	3	NY	6.62%	7.55%	Adventure Seekers	Frugal Boomers
US	4	PA	6.22%	0.35%	Self Seekers	Couponing Families
US	5	OH	4.91%	20.36%	Experience Seekers	Adventure Seekers
US	6	FL	4.14%	-14.10%	Bucket Listers	Couponing Families
US	7	NC	3.80%	21.57%	Experience Seekers	Bucket Listers
US	8	MO	3.55%	9.34%	Experience Seekers	Adventure Seekers
US	9	IL	3.55%	-4.31%	Dream Tripper	Bucket Listers
US	10	IN	3.18%	23.74%	Go For It Families	Bucket Listers

Region	Source Market Rank	Source Market - Country	Search Demand %	YOY Change Demand %	Top Personas	
US	1	US	97.00%	0.98%	Adventure Seekers	Go For It Families
Canada	2	CA	0.96%	-21.20%	Adventure Seekers	Go For It Families
Europe	3	DE	0.40%	24.43%	Self Seekers	Couponing Families
Europe	4	GB	0.27%	15.57%	Young Free Spirits	Frugal Boomers
Asia/Pac	5	TW	0.12%	6.59%	Couponing Families	Visiting Family
Middle East/Africa	6	AE	0.09%	20.75%	Bucket Listers	Experience Seekers
Asia/Pac	7	AU	0.08%	-24.65%	Adventure Seekers	Couponing Families
Europe	8	FR	0.06%	-22.30%	Go For It Families	Dream Tripper
	9	CR	0.05%	17.38%	Experience Seekers	Go For It Families
Mexico	10	MX	0.04%	-13.35%	Adventure Seekers	Experience Seekers

Next 90 Days

Travel Dates: 10/4/2017 to 1/2/2018

YOY Change in Search Next 90 Days:		
Subscriber:		0.00%
Comp Set 1:		-10.91%

Top Source Markets Searching Next 90 Days

Region	Source Market Rank	Source Market - State	Search Demand %	YOY Change Demand %	Top Personas	
US	1	CA	20.41%	8.56%	Bucket Listers	Experience Seekers
US	2	TX	9.00%	11.10%	Adventure Seekers	Dream Tripper
US	3	NY	5.78%	8.03%	Frugal Boomers	Adventure Seekers
US	4	PA	5.47%	23.44%	Dream Tripper	Adventure Seekers
US	5	FL	5.41%	-9.83%	Go For It Families	Adventure Seekers
US	6	OH	4.05%	7.39%	Go For It Families	Visiting Family
US	7	NC	3.92%	7.52%	Bucket Listers	Dream Tripper
US	8	IL	3.39%	-10.07%	Experience Seekers	Go For It Families
US	9	GA	3.28%	5.13%	Adventure Seekers	Dream Tripper
US	10	IN	3.15%	4.07%	Dream Tripper	Adventure Seekers

Region	Source Market Rank	Source Market - Country	Search Demand %	YOY Change Demand %	Top Personas	
US	1	US	96.72%	1.62%	Go For It Families	Self Seekers
Canada	2	CA	1.12%	-3.43%	Adventure Seekers	Self Seekers
Europe	3	GB	0.31%	15.83%	Adventure Seekers	Young Free Spirits
Europe	4	DE	0.28%	-14.58%	Self Seekers	Experience Seekers
Asia/Pac	5	AU	0.15%	6.93%	Go For It Families	Couponing Families
Mexico	6	MX	0.13%	22.64%	Go For It Families	Couponing Families
Europe	7	CH	0.10%	-9.47%	Experience Seekers	Young Free Spirits
Asia/Pac	8	TW	0.08%	7.24%	Couponing Families	Visiting Family
Asia/Pac	9	HK	0.07%	-15.69%	Go For It Families	Young Free Spirits
Middle East/Africa	10	AE	0.06%	0.00%	Visiting Family	Go For It Families

October 2017 Goal Sheet

Dawn Jackson-KCVB Group Sales Manager

RFP's Sent:

1. MT Pond Hockey Tournament Packages-January 2018
2. Craft Brewer Cup & Beer Festival Packages-December 2017
3. MT Young Professionals-2019-date to be determined

Sales Calls & Site Visits:

- See attached IMEX Appointments-Follow up report to come

October Highlights:

- IMEX Show October 10-12, 2017 in Las Vegas
- Assisted with Leadership Flathead for November session-Business, Innovation & Technology
- Real America Chat
- Attended Kalispell Chamber Luncheon
- KCVB Strategy meeting with Partners Creative
- Met with Mark Campbell from the Fairgrounds-updates on fairgrounds and strategy on working together
- Interview for DMAI (Destinations Management Association International) blog empowerment newsletter
- KCVB Hotel Visits for October-Travelodge, America's Best Value Inn, Kalispell Hilltop, BW Plus Flathead Lake Inn & Suites, Super 8, Glacier Ridge Suites, Holiday Inn Express, Red Lion, SpringHills, Aero Inn

2017 IMEX Appointments

Buyer Name	Buyer Email	Buyer Company/Group Name	State /Country
Mr Nick Cihak	nick@firstwaveevents.com	Firstwave, Inc.	NEW JERSEY
Mr Eric Nell	eric.nell@maritz.com	Maritz Travel - A Maritz Global Events Company	CALIFORNIA
Mrs Kathy Long	kathy.long@travys.com	Travys	CALIFORNIA
Mrs Angela Helgeland	angela@cpii.net	Creative Productions & Incentives	CALIFORNIA
Mr Gopal Kris Batra	Freedomtravel@hotmail.com	Indian Medical Association Of Greater Los Angeles/Freedom Travel	CALIFORNIA
Ms Whitney Wenthold	wwenthold@crgevents.com	CRG Events	WASHINGTON
Mrs Carol Calhoun Michalik	ccalhoun@sans.org	SANS	TEXAS
Mrs Vikki Consiglio	vikki@guca.com	Georgia Utility Contractors Association, Inc.	GEORGIA
Mrs Lori Patzer	lori.patzer@bayer.com	Bayer CropScience Inc.	CANADA
Mrs Kari Isaacson	kisaacson@creativegroupinc.com	Creative Group, Inc	ILLINOIS
Mr Chris Savage	csavage@ryoninternational.com	Ryon International	TEXAS
Ms Anamaria Rojas	anamaria.rojas@toughmudder.com	Tough Mudder Inc.	NEW YORK
Ms Nicole Kutchai	nicole@meetingresourcegroup.com	Meeting Resource Group	CALIFORNIA
Mrs Julie Ann Peloquin	jpeloquin@traveloneinc.com	Travel One Inc	MINNESOTA
Mr Mike Andrus	mikea@remarkablejourneys.com	Remarkable Journeys	MINNESOTA
Ms Linda DeAngelis	volare2tv@aol.com	Volare Travel Inc	MICHIGAN
Mrs Janet Smith	JANET@EMC2TRAVELPLANNERS.COM	EMC2 Event & Travel Planners	TEXAS
Mrs Julianna Theberge	Julianna.theberge@americanbar.org	ABA Section of Antitrust Law	ILLINOIS
Mr Richard Lamb	rlamb@globauxsource.com	GlobauxSource	COLORADO



October 10-12, 2016 at The Sands Expo-Las Vegas

Partners: MT Office of Tourism & Business Development, Glacier Country, Missoula, Whitefish, Great Falls & Bozeman CVB.

Appointments:

- We had 30 minute appointments as a Glacier Country group. We had 20 scheduled appointments (requested by hosted buyers), 5 unscheduled and over 20 walk ups the best it has ever been
- 61% were incentive planners and requesting a 4-5 diamond property, luxury ranches or resort. In 2016 80% were incentive buyers.
- 9% was association, 23% corporate requesting 3 diamond properties with an area with lots of activities.
- I have 2 quality leads to follow up and about 5 interested in our spring FAM.
- Majority of planners had not been to MT and wanted more information, interested in the proximity to Glacier National Park and most were surprised by the air service and number of direct flights. We had two planners concerned with safety in Mexico and cancelled their program. They considered Montana to be a safe destination.

General notes:

- We held a daily drawing for the planners that put their cards in. Each city provided a gift.
- We provided a gift and USB flashdrive from our destination to each planner that had a appointment.
- Great educational seminars and networking with other CVB's.



From left to right-Jake Bash-Visit Great Falls, Dawn Jackson-Discover Kalispell, Daryl Schiem-Bozeman CVB, Debbie Picard-Glacier Country, Dan Hanson-Explore Whitefish, Mimi Gustafson-Destination Missoula



Great Backdrop from MTOTBD

See 2017 IMEX Show Stats

2017 Show Stats

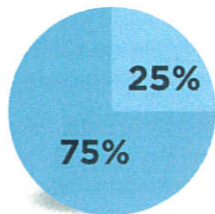


12,389
TOTAL PARTICIPANTS
including exhibitors

imex
america

OCTOBER 10-12, 2017
LAS VEGAS

3,286 Hosted Buyers
FROM 61 COUNTRIES



● U.S. and Canada ● International

Hosted Buyers BY COUNTRY OF ORIGIN

US	70%
Canada	5%
Brazil	4%
UK	4%
Mexico	3%
China	3%
Argentina	2%
Germany	1%
Australia	1%
India	1%
Other	6%

Hosted Buyers BY NATURE OF BUSINESS



Hosted Buyer Budgets

Up to \$100,000	4%
\$100,000-\$250,000	5%
\$250,000-\$500,000	9%
\$500,000-\$1 Million	16%
\$1-5 Million	31%
\$5-10 Million	15%
\$10 Million+	20%

60,000
Prescheduled Appointments
(ONE-ON-ONE AND BOOTH PRESENTATIONS)

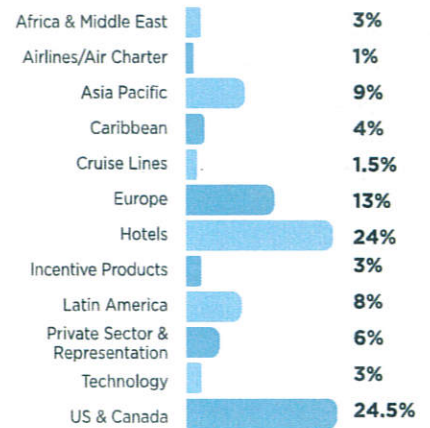
+ 10,000 buyers in
group appointments

3,390
Exhibiting Companies
Representing

150 Countries

with **64** New Booths in 2017

Breakdown of Booth Space Taken BY REGION OR TYPE



2,566 Trade Attendees
FROM 62 COUNTRIES

US	86%
Mexico	3%
Canada	2%
UK	1%
Australia	1%
Other	7%

INCLUDING
964 Buyer Attendees
FROM 28 COUNTRIES
BY NATURE OF BUSINESS



Number of Press
149 from **12** countries

If you require show photography in support of your report,
please download from our [2017 Show Photo File](#) >

THE *pulse* OF THE MEETINGS INDUSTRY.

IMEX AMERICA
OCTOBER 16-18, 2018
LAS VEGAS • SANDS EXPO

IMEXAMERICA.COM

Kalispell Convention & Visitors Bureau Sales Report

10/1/2017 - 10/27/2017

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
				Current Status		New/Repeat	Actual				

Status: ALL FUTURE DEFINITE

Libby Productions	Elite Professional Bullriders Final (EBR)	Sporting Event	Equestrian	Called KCVB	11/29/2017 12/2/2017	Regional new	\$0.00 \$0.00	3,700	25	81	0	
MT Association of Chamber Executives (MACE)	2018 MT Association of Chamber Executives Fall Meeting (MACE)	Meeting	Association	KCVB Sales Call	10/7/2018 10/8/2018	State repeat	\$0.00 \$0.00	40	40	70	0	
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018 4/12/2018	International new	\$0.00 \$0.00	170	180	485	0	
Event Count:								3	3,910	245	636	0
								\$0.00				\$0.00

Status: CURRENT LEAD

Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB	7/19/2020 7/23/2020	International new	\$0.00 \$0.00	80	40	180	0
Montana Youth Soccer Association	2018 MT State Cup-Referee & Administrative Room Block	Sporting Event	Athletic & Sports/Recreation	RFP	6/7/2018 6/9/2018	State new	\$0.00 \$0.00	1,000	20	60	0
Montana Youth Soccer Association	2018 MT State Cup-Participant Rate	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018 6/9/2018	State new	\$0.00 \$0.00	0	0	0	0
Montana Youth Soccer Association	2018 MT Showcase-Referee & Administrative Rm Block	Sporting Event	Athletic & Sports/Recreation	Local referral	6/15/2018 6/16/2018	State new	\$0.00 \$0.00	850	20	40	0
Montana Youth Soccer Association	2018 MT Showcase-Participant Rate	Sporting Event	Athletic & Sports/Recreation	Local referral	6/15/2018 6/16/2018	State repeat	\$0.00 \$0.00	850	0	0	0
MT Department of Labor & Industry	2018 SafetyFest/MT- Package Information	Workshop	Labor Industry	Local referral	1/7/2018 1/12/2018	State new	\$0.00 \$0.00	425	0	0	0

Event Count:	6	\$0.00	3,205	80	280	0
		\$0.00				

Status: LEADS SENT

Montana Youth Soccer Association	2018 MT Showcase-Referee & Administrative Rm Block	Sporting Event	Athletic & Sports/Recreation	Local referral	6/15/2018	State	\$0.00	850	20	40	0
				Lead	6/16/2018	new	\$0.00				
Montana Youth Soccer Association	2018 MT Showcase-Participant Rate	Sporting Event	Athletic & Sports/Recreation	Local referral	6/15/2018	State	\$0.00	850	0	0	0
				Lead	6/16/2018	repeat	\$0.00				
MT Department of Labor & Industry	2018 SafetyFest/MT-Package Information	Workshop	Labor Industry	Local referral	1/7/2018	State	\$0.00	425	0	0	0
				Lead	1/12/2018	new	\$0.00				
Event Count:	3	\$0.00	2,125	20	40	0	\$0.00				

Status: TURNED DEFINITE

Libby Productions	Elite Professional Bullriders Final (EBR)	Sporting Event	Equestrian	Called KCVB	11/29/2017	Regional	\$0.00	3,700	25	81	0
				Definite	12/2/2017	new	\$0.00				
MT Association of Chamber Executives (MACE)	2018 MT Association of Chamber Executives Fall Meeting (MACE)	Meeting	Association	KCVB Sales Call	10/7/2018	State	\$0.00	40	40	70	0
				Definite	10/8/2018	repeat	\$0.00				
Event Count:	2	\$0.00	3,740	65	151	0	\$0.00				

Status: TURNED LOST

The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier Country	1/15/2019	National	\$0.00	0	0	0	0
				Lost	1/19/2019	new	\$0.00				
The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier Country	1/22/2019	National	\$0.00	0	111	451	0
				Lost	1/26/2019	new	\$0.00				
Event Count:	2	\$0.00	0	111	451	0	\$0.00				

Event Count:	16	\$0.00	12,980	521	1,558	0	\$0.00				
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