



DISCOVERY

IN EVERY DIRECTION

The new Kalispell brand is about more than a logo, tagline and website. Our brand defines a collective promise we make to visitors, a promise we must live up to and deliver consistently.

THE KALISPELL BRAND

cover

Our brand positioning

Kalispell offers visitors a balance of city and outdoor adventure — museums, shopping and dining located right in the middle of Montana's most iconic natural places. That makes us a perfect destination for people who like a little city comfort mixed with their outdoor wonder.



roll fold:
reveal one

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Our personality

We are welcoming tour guides and genuine people who care about the visitor experience. We are vibrant as a community but also in our enthusiasm for the place we live. And we provide lodging, dining and entertainment with a sense of Montana sophistication.



roll fold:
reveal two

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Our primary messages

We are in the MIDDLE of Montana's most iconic natural places.

We are a vacation filled with DISCOVERY.

We are BALANCE for an outdoor-centric trip.

We are GENUINE hospitality.

We are AFFORDABLE variety.



Your role

You can help spread the Kalispell brand right away — make the messaging and personality part of your vocabulary with visitors, use them in marketing pieces, build packages around these ideas and ensure that everyone in your organization knows them.

Also, when speaking with visitors send them to discoverkalispell.com or to the visitors' center at Depot Park for more information about what to see and do in our community.

Why? Because reinforcing our brand and emphasizing the variety of opportunities we offer will increase the number of days people stay in Kalispell. Imagine the difference we could make if we convinced just half of our visitors to stay one extra day! That's the power of consistent brand marketing.

If you have questions, just ask Diane at 406-758-2808.

Cover shot and photography provided by Chuck Haney Outdoor Photography.
chuckhaney.com



Kalispell Convention & Visitor Bureau
406-758-2808 | www.discoverkalispell.com

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