

2018 Highlights

INTERNATIONAL ROUNDUP (IRU)



Discover Kalispell hosted the 2018 International Roundup (IRU) tradeshow that brought forty international travel buyers to Kalispell. This was a major opportunity to showcase our destination and provide a glimpse into the cultural and outdoor activities that are available year-round in NW Montana.

MONTANA INDOOR SOCCER CHAMPIONSHIPS (MARCH 2-4, 2018)



First annual event kicked off with 35 youth teams participating from Alberta, B.C., WA, ID and MT. Games were played at the Fairgrounds on turf fields using Futsal rules.

MONTANA STATE CUP SOCCER

Discover Kalispell assisted the Flathead Soccer Association to guarantee hotel rooms as required for the Association's bid to secure the event in Kalispell. The event hosted 110 teams on June 8-10 and resulted in up to 1,800 room nights.

NEW AGENCY PARTNER

After seven years of working with Partners Creative, Discover Kalispell issued an RFP for agency services to include website redesign, creative services and media buy. Flathead Beacon Productions was awarded both contracts through a competitive evaluation process.

NEW AND EXPANDED AIR SERVICE TO KALISPELL

Through the work of Glacier AERO, GPIA was awarded the direct winter flight to Chicago on United for the third year in a row. GPIA was thrilled to announce direct service on American Airlines beginning June 2019 to Dallas/Ft. Worth, Los Angeles, and Chicago. Increased flights, a new major airline, and more seat capacity from destinations popular to residents, business travelers and visitors means economic growth and prosperity.

LAUNCHED THE NEW WEBSITE-DISCOVERKALISPELL.COM

The redesigned website includes an online booking engine, interactive maps, vibrant videos and photos, and improved lead conversion points and tracking.

DISCOVER KALISPELL MARKETS KALISPELL AS:

- A travel destination
- The destination for meetings and conventions
- A destination for international travelers and group tours
- A destination for domestic group tours

DISCOVER KALISPELL DEVELOPS AND SUPPORTS DESTINATION ASSETS SUCH AS:

- Destination events
- Visitor amenities and services

Financial Overview

TBID COLLECTIONS FY18: PROJECTED = \$560,000 ACTUAL = \$613,881

July - September: +2% October - December: +0% January - March: +2% April - June: +7%

BED TAX COLLECTIONS FOR CITY OF KALISPELL 2018 GROSS COLLECTIONS:

January - March: \$144,501 (+3%) April - June: \$317,738 (+16%) July - September: \$624,613 (-5%)

2017 GROSS COLLECTIONS: \$1,225,545 (+6%)



12.2 MILLION VISITORS SPENT \$3.3 BILLION



TOURISM SUPPORTS 53,240 JOBS STATEWIDE AND OVER 17,000 JOBS IN GLACIER COUNTRY REGION



TOURISM GENERATED \$204M IN STATE AND LOCAL TAXES



MONTANA RESIDENTS THAT TRAVELED AND SPENT AT LEAST ONE NIGHT IN FLATHEAD COUNTY SPENT \$70.4M



(ITRR, Voices of Montana Tourism)

Travel & Tourism 600 STATISTICS

INTERNATIONAL TRAVEL TO KALISPELL

110 tour operators offer product in Kalispell. Over 5,000 estimated room nights and
\$1.4 million in spending generated from Intl Travelers in Kalispell.
(2017 RMI,T.R.I.P. report)

GLACIER NATIONAL PARK

2.9M visitations through November 2018 Discover Kalispell promotes visitations to GNP outside of the busy summer season. GNP saw increased visitations in shoulder season months:

 May +9.7%
 October +8.9%

 September +11.7%
 November +32.5%

GLACIER PARK INTERNATIONAL AIRPORT

288,934 total enplanements through November 2018, 13% increase YTD Discover Kalispell references various data to understand where our visitors are coming from. Top airports of origin for passengers flying to GPIA as a visitor include: Seattle, Los Angeles, Denver, Las Vegas, Portland, Minneapolis/St. Paul, Dallas/Ft Worth and San Francisco.

WHO IS THE KALISPELL VISITOR?



20% all 1st time; 70% all repeat; 20% flew on portion of trip

78% plan to return within 2 years

Top sites visited: GNP, YNP, Flathead Lake State Parks, other Montana State Parks

Favorite activities: scenic driving, wildlife watching, day hiking, photography, shopping, visiting historical sites.

55% said vacation or recreation was primary reason for trip; 21% were here to visit friends/family or attend event.

Top residency of origin: Alberta, WA, OR, CA, TX, AZ, FL, MN, IL, B.C.

Destination MARKETING

2018 MARKETING CAMPAIGNS: Total impressions = 13,238,160 Total clicks to website = 90,000

DISCOVER KALISPELL IS SOCIAL 🕤 34,950 🔞 7,500 🕑 3,540 🖸 584 subscribers

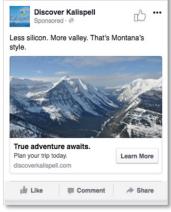


WINTER CAMPAIGN (NOV 27 - FEB 25):

Key Takeaways: 12M impressions, 0.58% CTR, 69K clicks to website, 32K sessions on landing page
Market/Media Used:
San Francisco: Native ads, customized landing page on site, Facebook display and canvas ads, wallscape billboard.

Eastern Washington: Facebook and Instagram display ads promoting winter events





🖬 Like Page

SPRING/SUMMER CAMPAIGN (MAY 21 - JULY 15):

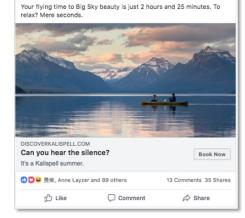
Key Takeaways: 1.1M impressions, 1.8% CTR, 21K clicks to website, 1.9K sessions on landing page **Market:** San Francisco **Media Used:** Facebook display and canvas ads, Instagram display ads

CAMPAIGN TO BOOST FALL/WINTER VISITATIONS

To offset losses due to wildfire and wildfire smoke in the early fall with the assistance of an emergency marketing grant from MT Dept. of Commerce.

Key Takeaways: 138,160 impressions, 5,940 clicks on ad, 2,044 quiz starts, 60% completion rate

Media Used: Facebook pixel campaign with custom landing page where participants entered a contest to "Choose YOUR Montana Adventure" based on completing a quiz. Winner received a weekend trip for two in Kalispell.



Discover Kalispell

KALISPELL VISITOR GUIDE

3,270 copies of the guide were requested or downloaded through DiscoverKalispell.com

25,000 copies distributed through visitor information requests, travel shows and media events and at brochure racks located in target markets.

VISITOR SERVICES

In 2018 the Kalispell VIC handled a total of 10,555 inquiries. You'll find free maps, brochures and friendly advice at the visitor information center.

QUARTERLY NEWSLETTERS:

Leisure travelers: 13,264 subscribers Meeting & Convention professionals: 1,043 subscribers International Tour Operators: 138 subscribers (new in 2018) Avg. open rate = 26.71% (industry avg.14%) Avg. CTR = 13.78%



Press trips - Hosting travel media professionals in Kalispell:

- ▶ JEFF BARTLETT Social influencer from British Columbia/Alberta
- ► HEATHER LARSON Seattle based travel writer
- MICHAEL LANZA The Big Outside
- ► INTERNATIONAL MEDIA FAM 4 travel writers from France, Germany,

and the Netherlands

FIRE CRISIS COMMUNICATION PLAN

Worked cooperatively with MT Office of Tourism Business Dvlmt, Glacier Country and Whitefish CVB to provide talking points as well as regular updates for local businesses to reference when conversing with visitors. Created social media posts for communication updates and redirecting visitors to activities outside of areas affected by wildfire.

KALISPELL IN THE NEWS

d West Meets the New [[ID-COMING WILDERNESS GATEWAY



- Kalispell, The Old West Meets the New, Sunset Magazine - August 2018
- An August Getaway to GNP is more Chill Than You Think, 7x7.com (SF Bay Area Travel/Leisure website) - July 2018
- Two Days in Kalispell, Montana With Kids, Rave & Review (Seattle area blog) July, 2018
- Kalispell CVB Case Study, Meetings Today, CVB/DMO Essential Planners Resource
- Outside Perspective, Meetings News Northwest -Oct-Nov 2018
- Kalispell, NW Montana's Retail Gem, Northwest Travel & Life Magazine - August, 2018
- Go East To Go West, 5 Western Adventures For Families, Parentmap.com (Seattle area) - June, 2018
- Kalispell, Montana, A Getaway for Everyone, The Ranger (Seattle area) April 2018

Taking Kalispell ON THE ROAD

Spokane Outdoor Show & Bike Expo FEBRUARY

Calgary Outdoor Travel & Adventure Show MARCH

Rocky Mountain International Roundup

Small Market Meetings
SEPTEMBER

Incentive, Travel Meetings & Events (IMEX) OCTOBER

2018 BREWERIES, DISTILLERIES, WINERIES AND CIDERIES OF THE FLATHEAD VALLEY MAP



Vacation Making EVENTS



MONTANA POND HOCKEY CLASSIC JANUARY 19-21, 2018

75 teams registered from Canada, WA, CA, ID, MA, CT, OR, and UT. Event canceled due to warm weather and insufficient ice.



MONTANA INDOOR SOCCER CHAMPIONSHIP MARCH 2-4, 2018

Boys & Girls division tournament played with Futsal rules on 4 indoor turf fields. 35 teams from Canada, Washington, Idaho and Montana competed in the two-day event.



MONTANA SPARTAN RACE MAY 5-6, 2018

Over 7,946 registered racers, 2,150 spectators. 46 states and 5 provinces represented. 3,882 racers traveled over 200 miles; 2,000+ traveled over 500 miles to attend the event. \$4,280,640 of economic impact created and spent in the Flathead Valley from this event.



MONTANA DRAGON BOAT FESTIVAL SEPTEMBER 8-9, 2018

43 teams (1,075 paddlers) from MT, WA, NV, Alberta, B.C., CA, OR, AZ, PA \$836,353 of economic impact created and spent in the Flathead Valley from this event.

KCVB EVENT GRANTS

KCVB PROVIDED \$14,500 IN CASH AND IN-KIND SPONSORSHIPS DURING FY18 FOR NEW OR EXPANDING EVENTS THAT GENERATED ROOM NIGHT STAYS IN KALISPELL:

- Flathead Celtic Festival
- Skijoring at Rebecca Farm
- Glacier Half Marathon
- Elite Professional Bull Riders Finals 🔹 AMA National Snow Bike Series
- Event at Rebecca Farm

Meetings, Conventions & GROUP SALES



GROUP BUSINESS

- ▶ 19 RFP's sent to Kalispell hotels
- 5 resulted in group business
- 4 of those booked were Bring It Home leads

TOTAL OCCUPANCY IS GROUP BUSINESS (Based on reporting hotels)



LEAD SOURCE

- 35% Locals (those not eligible for Bring It Home program)
- > 23% Bring it Home Leads
- ▶ 23% CVENT
- ► 11% Call-in

HOTEL OCCUPANCY 54.9% AVG. ANNUAL OCCUPANCY

\$109.73 Avg. annual ADR

+5% Rooms sold from 2017 to 2018 (STR-Smith Travel Report)





GROUP ASSISTANCE SERVICES

- (Welcome bags, meeting, activities and area consultation)
- Provided 913 Welcome bags to conference attendees
- Assisted 29 groups with hotel, venue information or on-site support



FUTURE ROOMS KCVB BOOKED AND/OR ASSISTED

2019 CONFERENCES

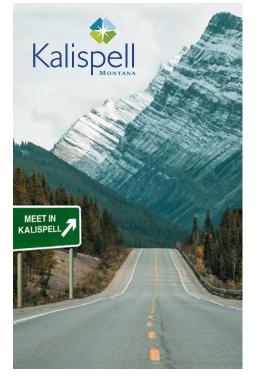
- Northwest Regional App Challenge (May)
- Plein Air Paint Out (May)
- MT Area Young Professionals (June)
- Beer Now (June)
- HTEC Educators Conference (July)
- Purpose Driven Tours (August)
- I2th International Conference on Low Volume Roads (Sept)
- Board of Trustees Meeting for NW Public Power Association (Sept)

2020 CONFERENCES

- USS St. Paul Association (Sept)
- International Bear Association (Sept)



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BRING IT HOME

An incentive program to encourage our local professionals to bring group events to Kalispell. Meetings, conventions, sporting events, tradeshows or reunions are all considered group events and certainly an opportunity to make a difference in Kalispell's economy. Discover Kalispell offers incentives for referring a potential group. In 2018, the KCVB received 17 referrals with 4 of those resulting in booked business.



MEETING PLANNER FAM TRIP

FAM is short for a familiarization trip to travel professionals that book and plan meetings or travel. The purpose is to showcase our area and products firsthand. We hosted 10 qualified meeting planners who offer strong potential for group business in Kalispell.

INTERNATIONAL ROUNDUP (IRU)

Discover Kalispell successfully bid to host the 2018 International Roundup that brought 40 international buyers from 7 countries, and 100+ destination and attraction suppliers from near-by states. Our goal was to show the international buyers as much of this area as we could and cover the variety of attractions and things to do in 3 days. Our work was cut out for us.



Our limited time gave us the opportunity to be creative. We partnered with Brash Rodeo to give IRU attendees a custom rodeo with one or two riders in each classic rodeo event. We added stick horse racing, authentic barbeque and line dancing for a fun evening. We brought venues and attractions to them through "Activity Showcases." One showcase featured Glacier National Park experiences and the other featured a mini-trade show of unique local vendors from flyboarding to our region's cultural attractions such as the symphony and museums.

We believe that IRU was a success on all fronts. The international travel buyers walked away with a full perspective of this scenic and culturally rich region that is welcoming to all travelers. Our local business community had a rare opportunity to network with the international tour and travel market and learn more about the significance of international travel.

DOMESTIC TOUR GROUPS

We partnered with Spokane's KXLY Radio in a media campaign that brought three bus tours to Kalispell. Each trip had over forty people that spent one night and they shopped, ate and drank their way to and through Kalispell on two Vintage Shopping trips and one Drink Kalispell trip.



ADVERTISING CAMPAIGN = FAM TRIP

Discover Kalispell did a co-op with Smart Meetings Magazine that included a print ad, banner ad and a survey. The campaign provided us with 120 meeting planners we added to our database. Those that responded were eligible for an all-inclusive trip for two to Kalispell and Missoula in the fall of 2018.

GROUP GRANTS

Discover Kalispell offers grants for meetings, groups and conventions staying in our Kalispell hotels. Completed applications and some critieria are required. We received three applications in 2018 and granted a total of \$4,750 to be distributed in 2019.







KCVB STAFF

Joe Unterreiner, Executive Director Diane Medler, Director Dawn Jackson, Group Sales Manager Vonnie Day, Sales & Marketing Admin Assistant Meche Ek, Visitor Center Coordinator

KCVB

2018 PARTNERS Flathead Beacon Productions Partners Creative Snowghost Design Daily Inter Lake

TBID BOARD OF DIRECTORS

Zac Ford, Chair, Hampton Inn Dawn Hendrickson, Treasurer, Homewood Suites Janet Clark, Kalispell Grand Dan Moderie, Super 8 Emily Schroeder, Hilton Garden Inn Sean Morris, Holiday Inn Express Lucy Weeder, Marriott Springhill Suites

TBID

Gasoline

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MEMBERS Aero Inn America's Best Value Inn Best Western Plus Flathead Lake Inn & Suites Blue & White Motel Econo Lodge Fairbridge Inn & Suites Glacier Ridge Suites Greenwood Village Inn & Suites Hilton Garden Inn Holiday Inn Express Homewood Suites by Hilton Kalispell Grand Hotel Kalispell Super 8 La Quinta Inn & Suites Marriott Springhill Suites Motel 6 Quality Inn Red Lion Hotel Travelodge OPENING 2019: MY PLACE KALISPELL