



# 2019 Annual Report



## A DESTINATION MARKETING ORGANIZATION

Discover Kalispell is the destination marketing and stewardship organization for Kalispell, serving to protect and enhance the destination's resources, quality of life, and economic prosperity through comprehensive marketing, sales and service programs.

## 2019 HIGHLIGHTS

### BRAND STRATEGY AND REFRESH

Discover Kalispell embarked on a destination tourism strategy that evolves the Kalispell brand into a Destination as opposed to a Hub, a place in and of itself, a travel experience shaped by the local culture. A message that visitors, stakeholders and the community can get behind.

### INBOUND MARKETING CAMPAIGN TO PROMOTE NEW DIRECT FLIGHTS

Discover Kalispell partnered with Montana Office of Tourism, Explore Whitefish, Glacier AERO and Glacier Country on an expansive campaign to promote new non-stop flights from LAX, DFW and ORD to Kalispell.

### CREATING BUSINESS FROM REGIONAL CONFERENCES

Discover Kalispell hosted 30 beer industry bloggers and influencers in Kalispell as a post-excursion following the Beer Now conference held in Great Falls. The group visited GNP and enjoyed a night in Kalispell



including a private event showcasing Flathead Valley breweries. Attendees came from 14 states plus MT.

### TRAVEL BUYER WORKSHOP

Discover Kalispell hosted a workshop for industry partners about marketing to international visitors coming to the Great American West Region. Reps from Rocky Mountain International, Montana's state and regional tourism offices, and Rocky Mountain Holiday Tours presented marketing strategies and

educated our hotels and activity vendors on how to increase international business.

### MEETINGS TODAY CASE STUDY

Discover Kalispell was selected as a case study in the annual Meetings Today Essential Planners Resource. The Best Practices case study highlighted the Beer Now post excursion as an example of leveraging regional conferences to create business in a destination.



## Financial OVERVIEW

### TBID COLLECTIONS

FY19 PROJECTED REVENUE = \$600,000  
ACTUAL = \$598,166  
FY20 PROJECTED REVENUE = \$658,000  
Q1 - 14% INCREASE YOY

### BED TAX COLLECTIONS FOR CITY OF KALISPELL

2019 GROSS COLLECTIONS:  
January - March: \$149,883 (+3%)  
April-June \$344,471 (+7%)  
2018 GROSS COLLECTIONS: \$1,321,735 (+6%)

## STATE OF MONTANA



**12.4 MILLION VISITORS  
SPENT \$3.7 BILLION**  
visitation remained steady  
spending increased by 10.7%

**TOURISM SUPPORTS  
59,330 JOBS STATEWIDE**  
added 11% more jobs in 2018



**TOURISM GENERATED \$230M  
IN STATE & LOCAL TAXES**  
12.5% increase

(ITRR, MOTBD – 2018)

## GLACIER NATIONAL PARK



**3.03M VISITATIONS  
THROUGH NOVEMBER**  
On track to be the 2nd highest  
visitation year on record

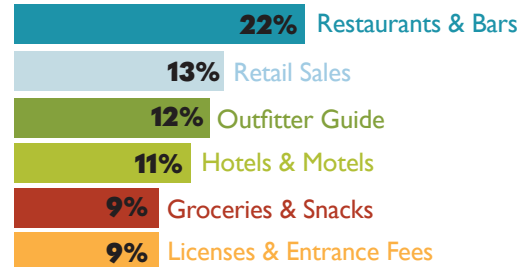
(2019)

## FLATHEAD COUNTY



**NON-RESIDENT  
VISITORS SPENT \$614M**  
in Flathead County

### NON-RESIDENT EXPENDITURES



(ITRR – 2018)

## GLACIER PARK INTERNATIONAL AIRPORT



**333,212 TOTAL ENPLANEMENTS  
THROUGH NOVEMBER**  
15.3% increase

(2019)



GPIA welcomes inaugural American Airlines flight with water arch. Photo: GPIA





# Destination MARKETING

DISCOVER KALISPELL SOCIAL MEDIA

f 36,806    i 9,402    t 3,833    y 703

**DISCOVERKALISPELL.COM**

Users 116,724 (-15%)

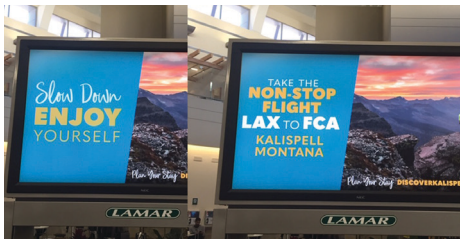
Page Views 518,354 (+56%)

Pages/Session 3.65 (+89%)

Session Duration 01:36 (+11)

(2019)

## SPRING 2019 CAMPAIGN



Campaign Partners: Discover Kalispell, Explore Whitefish, MT Office of Tourism Business Development, Glacier AERO, Glacier Country Regional Tourism

Markets: Los Angeles, Chicago and Dallas

Media Buy: \$171,000

Media Used: digital billboards, paid search, display ads, paid social, retargeting ads, press trip

### DISCOVER KALISPELL CAMPAIGN RESULTS

Total impressions: 3,064,737 | Clicks to website: 21,245 | Visitor guide requests: 1,093

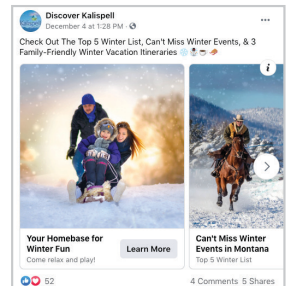
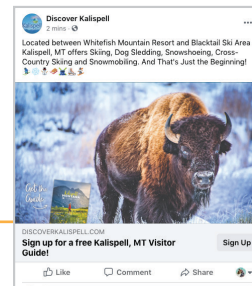
## 2019-2020 CAMPAIGN

### RETHINKING WINTER

Focusing on Kalispell's well-rounded winter offerings. Still sharing the skiing message but placing a larger emphasis on experiences that combine the area's outdoor recreation with Kalispell's other amenities.



*"Kalispell's Winter Wonderland: It's Not Just For Skiers.  
Come discover winter beyond the slopes."*



## YEAR-ROUND DIGITAL MARKETING



A mountain town rich in culture, Kalispell is where the locals go. Family-friendly activities, lodging, an incredible outdoor playground and a vibrant downtown.

DISCOVER  
**Kalispell**  
MONTANA

Plan your stay at [WWW.DISCOVERKALISPELL.COM](http://WWW.DISCOVERKALISPELL.COM)

### BRAND AWARENESS AND ENGAGEMENT

Retargeting ads and paid search marketing

Success = conversions:

- ▶ Newsletter sign ups – 3,961 new
- ▶ Visitor Guide Orders – 4,537 requested
- ▶ Website engagement – 10% increase in session duration

## FLATHEAD NATIONAL FOREST PROMOTION

Sponsored a promotion highlighting recreation in the Flathead National Forest to help with our continued efforts to highlight the more unknown treasures we have in our area. Campaign included a national release of the video with accompanying media releases and national outdoor brand partners.



# Public RELATIONS

## BRAND STRATEGY

Discover Kalispell is refreshing our destination strategy and brand with the assistance of Tia Troy - Lightning Bug Public Relations, Discover Kalispell's PR and Brand Content Strategy agency. This includes refining our messaging, voice, tone, and images to best reflect what makes Kalispell distinct and to define our space – a small city with mountain-town amenities and culture.

A place to go to, not through. Real, revitalized and authentic. Urban + outdoors = Kalispell.



*"Kalispell: a hardworking, outdoor loving, adventure-seeking Montanan who appreciates the finer things in life and holds its family, land and community in high regard."*



### HOSTED TRAVEL MEDIA

- International Media Fam with MT Office of Tourism
- Dallas & Chicago travel influencers, took inaugural non-stop flights on American Airlines
- Dan Shyroch, on assignment for NW Travel & Life
- David Lang, Sing Tao Daily News

### KALISPELL IN THE NEWS

RonReizen.nl, Dutch national newspaper – *Favorite Montana Moment* (Conrad Mansion) and *Road Trip Montana* (Missoula and Kalispell)  
NW Travel & Life – *Celebrating our National Parks* (Kalispell as Gateway City)  
Forbes.com – *Glacier Country MT Emerging as Artistic Hot Spot* (Kalispell/Hockaday)  
Sing Tao Daily News (Kalispell Grand/Norms News)  
Meetings Today CVB Resource Guide (Kalispell Case Study)  
Meetings News Northwest Book of Lists  
Leisure Group Travel (3-day Kalispell group itinerary)  
Flathead Beacon – *Kalispell Aims To Attract Conferences & Conventions*

## Kalispell ON THE ROAD

### FEBRUARY

Los Angeles Travel  
& Adventure Show

Spokane Outdoor  
Show & Bike Expo

### MARCH

Calgary Outdoor  
Travel & Adventure Show

### APRIL

IRU-International  
Roundup, Spearfish

### JUNE

IPWV-International  
Powwow, Anaheim

### SEPTEMBER

Small Market Meetings,  
Green Bay

### OCTOBER

BOOM! Senior Active  
Living Show, Spokane





#### **MONTANA INDOOR SOCCER CHAMPIONSHIP MARCH 15-17, 2019**

Boys & Girls division tournament played with futsal rules on three indoor turf fields. 45 teams from Nelson and Cranbrook B.C., Calgary, Sandpoint ID, Spokane WA, Helena, Bozeman, Missoula, Polson, and the Flathead Valley.



#### **MONTANA SPARTAN RACE MAY 4-5, 2019**

7,817 racers, 1,550 spectators  
5,235 adult racers traveled over 100 miles  
3,292 traveled over 200 miles  
2,687 traveled over 300 miles  
1,540 traveled over 500 miles to attend the event  
\$4,746,919 OF ECONOMIC IMPACT created and spent in the Flathead Valley from this event.

## **DISCOVER KALISPELL GRANT PROGRAM - EXPANDED**

The Kalispell community are the people who forge new events, dream of new projects and create the welcoming vibe, all of which are essential elements in generating tourism dollars that get invested back in our community. The Discover Kalispell Grant Program expanded in 2019 to include Visitor Development Projects – a match grant for projects and services that enhance the visitor experience and cultivate Kalispell's emerging brand as a unique destination. Application cycle is currently open with a total of \$15,000 to award during FY20. <http://discoverkalispell.com/grants>

#### **GRANTS AWARDED TO-DATE IN FY20:**

Flathead Celtic Festival, Northern Rodeo Association Finals, Glacier Symphony-Masquerade Winter Gala (in kind), Brash Rodeo Winter Series (in kind)



A group of people are gathered in a field of purple lavender flowers. In the background, a vintage car is parked near a dense forest of tall evergreen trees. The scene is bright and sunny, suggesting a summer day. The text 'The Natural PLACE TO MEET' is overlaid on the bottom left of the image.

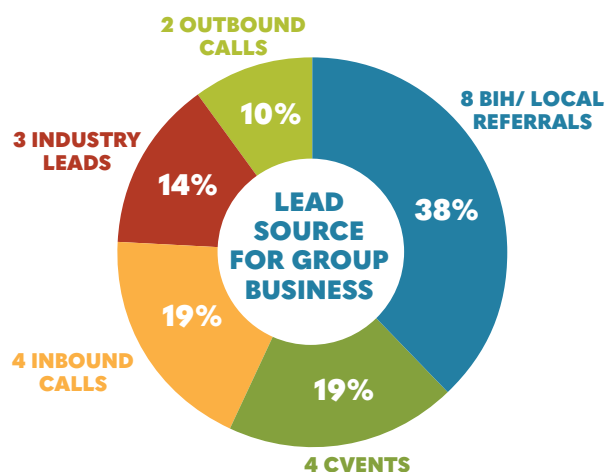
The Natural  
PLACE TO MEET

**MEETINGS, CONVENTIONS & GROUP SALES**

*“A mountain town rich in culture, Kalispell combines city conveniences with Montana’s outdoors. Easily accessible from meeting hotels, Kalispell’s vibrant downtown offers Montana-inspired dining, spirits and brews. It’s situated perfectly between Glacier National Park and Flathead Lake, blending four-season adventure and soul-stirring beauty for an unforgettable experience beyond the conference room.”*



Year	Number of beds
2016	1367
2017	192
2018	1431
2019	1416
2020	3185
2021	90



In addition to our Event Grant and Visitor Grant program Discover Kalispell offers grants for meetings, groups and conventions staying in our Kalispell hotels. Completed applications and some criteria is required. Assistance can be used to supplement transportation, food and beverage, or group activities. In 2019 a total of \$7,240 was awarded.

Our goal is two-fold, one is to present Kalispell as a preferred meeting destination, the other is to assure attendees have a good experience and extend their stay. Discover Kalispell group assistance includes hotel and venue information, group activity suggestions, on-site support, welcome bags, and customized collateral to mention just a few. In 2019, the CVB assisted 36 groups that met in Kalispell hotels.

**Downtown**  
**KALISPEL KRAWL**

MONTANA COMMUNICATORS  
CONFERENCE, VISION 2020

DECEMBER  
**Kaispel**  
MONTANA

Take and enjoy the Montana Communicators Conference with a short trail around Downtown Kalispell craft beverage joints. Quench your thirst at each location before and after \$1 off your first beverage. Get your passport stamped or initialed by a staff member at shops if that fall thru! Then pop it in the box at **Maintenance Warehouse** to secure your name and call number. Winner will be called within two days.

Find a spot at each stop with something that indicates your location. Tap **#BCCMtnConf** and **#DKaispel**

**1. BEER BREWERY**  
101 E. 1st St.  
www.beerbrewery.com  
Glass and 8-Quart

**2. KALISPEL BEERWING COMPANY**  
2700 2nd Street  
www.kaispelbeering.com  
Glass and 8-Quart

**3. SUNSET BEER COMPANY**  
1000 2nd Street  
www.sunsetbeer.com  
Glass and 8-Quart

**4. MONTANA WINE & TASTING ROOM**  
101 N. 1st St. Suite 200  
www.montanawinery.com  
Open 10am-6pm

**5. DRAMMAGE'S IRISH PUB**  
101 E. Center St.  
www.drammagespub.com  
Glass and 8-Quart

**6. HONEY & LALON**  
173 N. Main St. Suite 2 and 2.04a  
www.honeyandlalon.com  
Glass and 8-Quart

**7. WYNN**  
220 N. 1st St.  
www.wynnbar.com  
Glass and 8-Quart

**8. KALISPEL BAR**  
101 Main Street  
www.kaispelbar.com  
Glass and 8-Quart

**9. KALISPEL PUB**  
101 Main Street  
www.kaispelpub.com  
Glass and 8-Quart

Keep in mind that you don't need to attend a . . . Kaispel's friendly bartenders will be happy to stamp your passport with or without a purchase.

NAME \_\_\_\_\_ MOBILE NUMBER \_\_\_\_\_ VALID ID REQUIRED ONLY

[BreweryandKaispel.com](http://BreweryandKaispel.com)

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# BRINGING GROUP TRAVEL TO KALISPELL

## INTERNATIONAL TRAVEL AND DOMESTIC GROUP TRAVEL SALES EFFORTS

Discover Kalispell has placed a larger emphasis on international and domestic group travel. One of the main reasons CVB's and hotels haven't placed marketing dollars towards this segment in the past was because occupancy wasn't needed in the summer. With increased hotel rooms and short-term rentals that is no longer the case. Here are a few ways the CVB markets to that audience:

- ▶ Attended IPW (International Powwow) - this show targets tour operators in the international and domestic markets
- ▶ Educating hotel and activity vendors how they can reach this audience
- ▶ Sales call efforts in Spokane targeting group travel coordinators
- ▶ Quarterly Group Tour E-News to promote new activities and hotels
- ▶ Advertising in Leisure Group Travel publications

KALISPELL, MONTANA	2016	2017	2018
Tour Operators Offering Overnights	100	110	121
Total Overnights Offered	178	210	231
Kalispell, MT Overnight Market Share	4.58%	4.83%	3.77%
Total Room Nights Booked	3,752	4,490	3,483
Total Estimated Visitor Spend	\$1,154,160	\$1,389,786	\$1,107,094

(source: RMI's T.R.I.P. Report)



## VISITOR SERVICES

In 2019 the Kalispell VIC handled a total of 11,269 inquiries (8% increase)

Visitor Guides mailed: 3,059 in 2019  
(1,892 in 2018)

Top 5 markets requesting visitor guides:  
CA, TX, MT, IL, FL

RESOURCES OFFERED: Quarterly activity guide, monthly event calendar, maps, holiday restaurant guides, other brochures and maps.

### EVENTS in December

- Christmas at the Fairground—Art Show & Market
- Crown of the Continent Choir Concert at the Sunlighter House
- PVCC Fall Concert Series
- Festival of Trees at the Kalispell Bar
- Whitetail Theatre Company presents "Into the Woods"
- PVCC Fall Concert Series
- Kalispell Art Walk & Holiday Stroll
- Opening Reception for 50 Years: The Holiday Collection
- Glacier Symphony and Chorus presents "Nativity: Mountain Valley Tour"
- A Christmas Carol at the Conrad Mansion presented by Opus Theatre Guild
- 2019 Kalispell City of the North Christmas Parade
- Flathead Valley Blue Society's 25th Anniversary & Holiday Blues Celebration at the Kalispell Elks Club
- Sunlighter 50th Anniversary Show Montana Modern Fine Art
- Breakfast with Santa 2019 at the Flathead County Fairground
- Senior Tour & Tea at the Holiday Museum of Art
- Opening Reception for Members' Salon 2019 at the Holiday Museum
- MT Film Festival Roadshow "Mickey & the Bear" at NW MT History Museum
- Whitetail Theatre Company presents "The Woods"
- Kalispell Christmas Light Tour with Montana Trolley
- Arts Area Cross at the Magpie Valley Avenue
- A Christmas Story the Musical at the Bigfork Center for Performing Arts
- Crits & Cousins with Marshall Nicks at the Holiday Museum
- Christmas Tree and Trolls at the Conrad Mansion
- Valley Voices Community Choir Christmas Concert at the Conrad Mansion
- Light Sweater Holiday Party at Bruggen's Pub
- Alpine Theatre Project presents "Yuletide After 30"
- Box Brewing Tasty Holiday Swelter Party
- Light Sweater Concert & Party at Mountain Inn
- A Christmas Story the Musical at the Bigfork Center for Performing Arts
- Brath Holiday Winter Series at the Magpie Valley Avenue
- 2nd Annual Concert at the Red Lion Hotel
- Glacier Symphony Christmas Holiday Pops
- Christmas Tree and Trolls at the Conrad Mansion
- Shopping at Rebecca Farm

#### WEEKLY

**MON** Monday Night Music Series at Sunlighter River Conservancy

**TUE** Three Nights at Kalispell Brewing Co.

**WED** Box Brewing Running Club

**THU** Wednesday Trunk at Mountain Inn

**FRI** Cribbage Night at Sacred Waters Brewing Co.

**SAT** Thursday Trunk at Sacred Waters Brewing Co.

**SUN** Cribbage at Box Brewing

**FRI** Live Music at Sacred Waters Brewing

**SAT** Sangria Saturday at Glacier Sun Winery

#### DON'T FORGET

- Take Time for History at the Conrad Mansion and NW MT History Museum
- Discover the artful side of Kalispell starting at the Holiday Museum of Art
- Walk through history: Downtown Kalispell
- Go tubing at Dry Bridge Park or Heron Park
- Take a Winter Kayak Tour on Flathead Lake
- Rent some snowshoes and explore Lone Pine State Park in the winter

Find more local events and download the Kalispell Visitor Guide at [www.discoverkalispell.com](http://www.discoverkalispell.com)

FOLLOW US ON SOCIAL MEDIA

Facebook, Instagram, Twitter, YouTube icons





## TBID RENEWAL THE NEXT TEN YEARS:

The Kalispell City Council has voted to reestablish the district until 2030. Discover Kalispell appreciates the support of the Mayor and City Council, and TBID members and board of directors, and will continue to serve on behalf of the hotels and the City as the marketing arm for Kalispell.

Let's continue to work together to deliver strategic, targeted and comprehensive marketing programs, serving our mission to increase the visitor dollars coming into our economy while also honoring and preserving what drew those visitors here in the first place.

## 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 AGENCY PARTNERS

Flathead Beacon Productions  
Lightning Bug Public Relations  
Snowghost Design  
Daily Inter Lake

## TBID BOARD OF DIRECTORS

Dawn Hendrickson, *Chair, Homewood Suites*  
Emily Schroeder, *Vice Chair, Hilton Garden Inn*  
Lucy Weeder, *Treasurer, Marriott Springhill Suites*  
Zac Ford, *Hampton Inn Kalispell*  
Janet Clark, *Kalispell Grand Hotel*  
Bryce Baker, *My Place Kalispell*  
Joseph Alexander, *Red Lion Hotel*

## TBID MEMBERS

Aero Inn  
America's Best Value Inn  
Best Western Plus Flathead  
Lake Inn & Suites  
Blue & White Motel  
Country Inn & Suites  
by Radisson  
Econo Lodge  
Fairbridge Inn & Suites  
Glacier Ridge Suites  
Greenwood Village Inn & Suites  
Hampton Inn  
Hilton Garden Inn  
Holiday Inn Express  
Homewood Suites by Hilton  
Kalispell Grand Hotel  
Kalispell Super 8  
La Quinta Inn & Suites  
Marriott Springhill Suites  
Montana Base Camp RV Park  
Motel 6  
My Place Kalispell  
Quality Inn  
Red Lion Hotel  
Travelodge



KALISPELL CONVENTION & VISITOR BUREAU  
406-758-2811 | 15 DEPOT PARK, KALISPELL, MT 59901