



DISCOVER
Kalispell
MT

2021

ANNUAL REPORT

**VENTURE
BOLDLY**

**A DESTINATION MARKETING +
STEWARDSHIP ORGANIZATION**

Venture Boldly encapsulates who we are as a destination and a community - one that lives with intention and makes bold moves with a firm understanding of how we want to grow. Discover Kalispell serves as a steward of this special place, to help keep it magical, pristine and accessible.

2021 HIGHLIGHTS

LAUNCH OF NEW BRAND

Venture Boldly is at the heart, mission, and strategy of what we do. It tells the story of who Kalispell is and how the Kalispell Chamber of Commerce and Discover Kalispell are one with one vision – to be intentional about the growth of our community, helping to maintain the values and traits that make Kalispell what it is.

COMMUNITY ADVOCACY

It's our job to help protect Kalispell's natural assets and play an active role to find solutions for peak period tourism impacts while assuring our tourism-driven economy thrives.

COMMUNITY GRANT PROGRAM

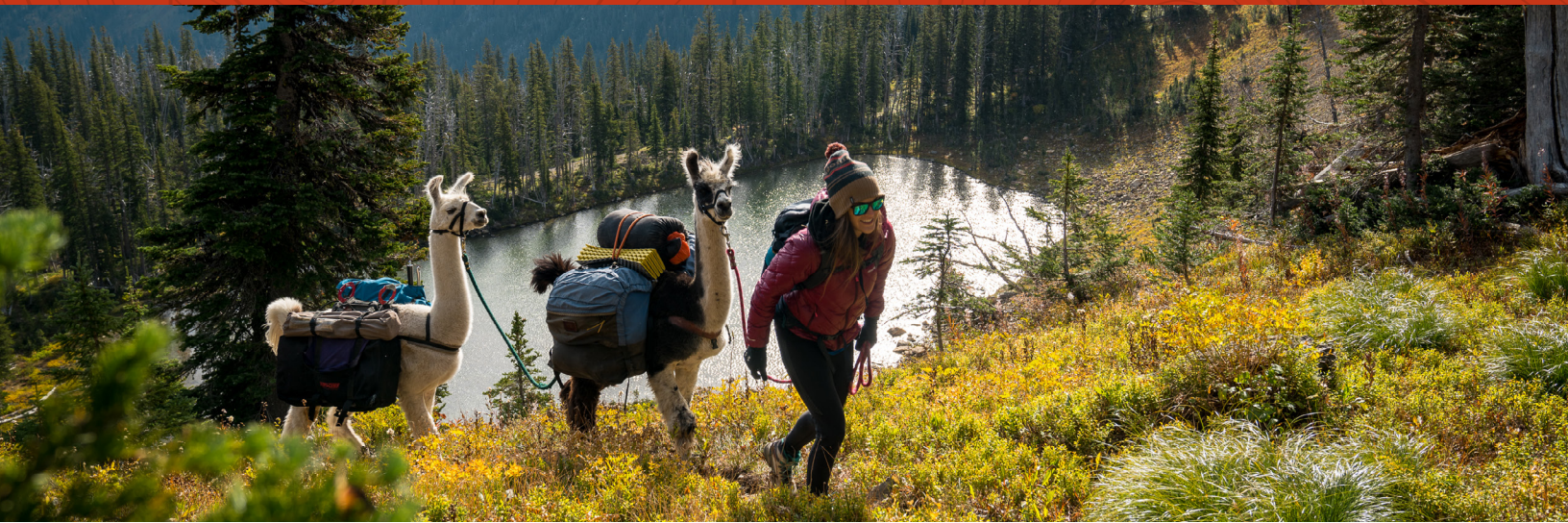
The TBID grant program awarded \$11,400 in cash and \$2,500 in-kind donations to seven local projects during 2021.

SECURED STUNNING VISUAL ASSETS

Coordinated media sessions that highlighted community members and local businesses to bring to life the character of Kalispell through spectacular imagery and videos of downtown, Lone Pine, Flathead Lake, Swan Mountains and more.

RESCHEDULING CONFERENCES

While group travel ground to a halt in 2020, our office kept working to rebook that business in Kalispell. Through those efforts, 80% of groups rebooked in 2021 and 2022. The 2021 conferences, held outside of the peak summer season, generated an economic impact of \$154,532.

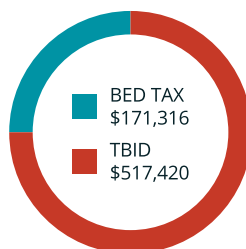
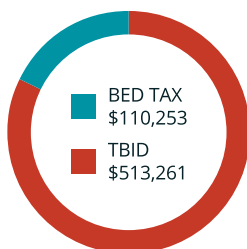


FINANCIAL OVERVIEW

DISCOVER KALISPELL TOTAL COMBINED REVENUE

2020 REVENUE **\$623,514**

2021 REVENUE (Q1-3) **\$688,736**



REVENUE BY FUNDING SOURCE

TBID COLLECTIONS

FY21 Revenue \$611,569
- 8.8% increase YOY
FY22 Projected Revenue \$625,000
Actual Q1-3: \$517,420

LODGING FACILITY USE TAX (BED TAX) - KALISPELL

2020 gross collections: \$1,002,304
2021 gross collections Q1-3: \$1,557,451
81% increase over 2020
25% increase over 2019



HOTEL INCENTIVE CAMPAIGN GREAT AMERICAN ROAD TRIP

Stay three-nights in a Kalispell hotel and receive a free National Park Annual Pass. Promoted for spring, fall and winter travel.

STATE LODGING TAX REVENUE

Tourism revenue directed to the State General Fund.
2021: **\$1,557,421** (Q1- Q3)
81% increase over 2020
25% increase over 2019

DISCOVER KALISPELL GROUP SALES

Total room nights booked: **1,104**
EIC of groups: **\$154,532** (groups held outside of peak season)
Group Incentives Awarded: **\$4,000**
Groups Assisted: **55**
(complimentary services provided to help maximize the economic benefit to Kalispell)

NON-RESIDENT VISITOR CREDIT CARD SPENDING IN KALISPELL

2021 (Jan-Sept) **\$21,088,217**
2020 **\$17,921,286**
2019 **\$13,523,991**

Top 5 Markets:

Missoula, Seattle, Salt Lake City, Los Angeles, Phoenix

KALISPELL HOTEL REVENUE

\$50,097,447 (Jan-Nov)
Source: STR Report

KALISPELL LODGING DATA

HOTELS (Jan-Nov)
Occupancy: **58%**
33% increase over 2020
9% increase over 2019

Average Daily Rate: **\$134.98**
36% increase over 2020
20% increase over 2019
Source: STR Report

SHORT TERM RENTALS (Jan-Nov)
Occupancy: **65%**
21% increase over 2020
33% increase over 2019

Average Daily Rate: **\$268.94**
29% increase over 2020
35% increase over 2019
Source: AirDNA

MONTANA SPARTAN RACE ECONOMIC IMPACT

May 1-2, 2021
Total Racers: **7,061**
Spartan EIC: **\$1,055,361**





BUILD A YEAR-ROUND TOURISM ECONOMY

Destination Marketing

OBJECTIVES:

Increase visitations in shoulder seasons to provide a robust economy for local businesses.

TACTICS:

Promote Kalispell as a fall, winter and spring travel destination.

Promote Kalispell as a preferred meeting, group and tour destination through e-newsletters, meeting publications, in-person, and virtual FAM's.

Advocate for the Kalispell hotel industry. Provide resources and educational opportunities for guest services and hospitality workforce.

Target like-minded travelers that value community culture and locally produced and crafted items, by promoting small businesses.

Visitor services include year-round staffed information center, travel guide, maps, and personalized travel consultation services.

Printable monthly and seasonal activity guides available to tourism partners promoting local guides, outfitters and activities outside of GNP.



ADVANCE COMMUNITY EXCELLENCE

Destination Stewardship

OBJECTIVES:

Multi-stakeholder approach to maintaining the cultural, environmental, economic integrity of Kalispell and the Flathead Valley.

TACTICS:

Serve as a champion for responsible travel and recreation. Presenting visitors with the right options to minimize their travel footprint.

TBID grant program provides funding for events and visitor asset projects in Kalispell.

Partnerships with the City of Kalispell and the Downtown Association for projects such as events, bike rack project, public art and the Parkline Trail.

Tourism Crisis Communications Committee, consisting of tourism, transportation, and land manager representatives, serves to create effective communications to educate and inform visitors to NW Montana.

Advocate for tourism at state and local legislative and development initiatives.

Board member and financial supporter of Glacier AERO, working to increase winter and year-round air service.



OUR RESIDENTS AND BUSINESS OWNERS WELCOMED OUR GUESTS IN A WAY THAT ONLY PEOPLE WHO LOVE, LIVE AND BREATHE MONTANA CAN. OVER 250 PEOPLE LEFT KALISPELL FEELING HONORED, APPRECIATED, AND COMPLETELY WELCOMED.

From Letter To The Editor by Dawn Jackson, December 2021

DISCOVER KALISPELL can no longer just market this place as somewhere to visit, we now serve as stewards of the destination – to keep it magical, pristine, and accessible. It's also our job to protect it and to teach others how to

responsibly visit. All of this comes along with venturing boldly and not being afraid to shift away from the traditional role of solely marketing the destination, but rather be stewards of our community and place.

DESTINATION MARKETING

Award winning targeted campaigns that produce measurable results. Integration of paid, earned and owned media for cohesive visuals, messaging and objectives.

↑ 90% INCREASE

over 2020 in **visitor guides** ordered and downloaded



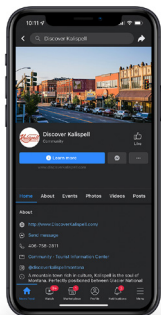
CONVERSIONS – METRICS OF SUCCESS

5,252 visitor guides ordered and downloaded in 2021

4,887 new subscribers to newsletter
19,950 total subscribers in our database

OWNED MEDIA – Generates brand awareness and engagement

ORGANIC SOCIAL



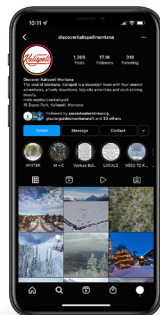
FACEBOOK

Overall Reach

1.3M

Impressions

1.4M



INSTAGRAM

Overall Reach

2.4M

Impressions

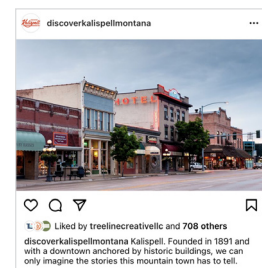
2.3M

Avg. post engagement

5.2%

Click-through

1,088



JAN 2021 POST

11,066 post reach

328 clicks, **198** shares

DISCOVERKALISPELL.COM

↑ 70% increase in users

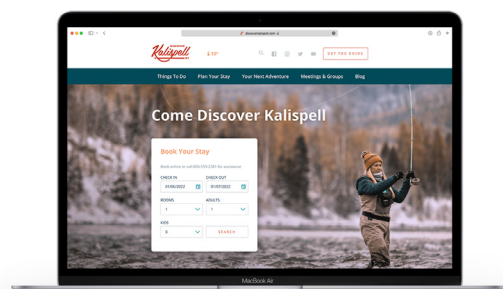
↑ 64% increase in page views

TOP PAGES

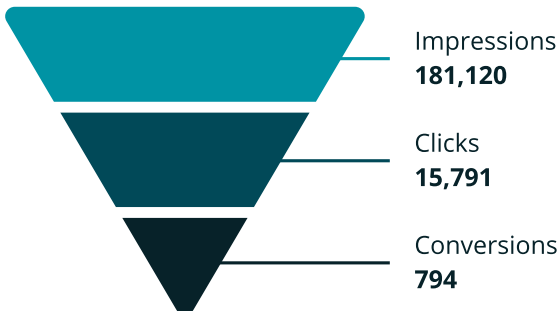
Get The Guide, Things To Do
GNP, Downtown, Lodging,
Blog: Don't Have an Entry
Ticket for GNP

TOP CITIES

Seattle, Salt Lake City,
Dallas, Denver, Portland



GOOGLE SEARCH MARKETING



PAID SOCIAL



DISPLAY ADVERTISING

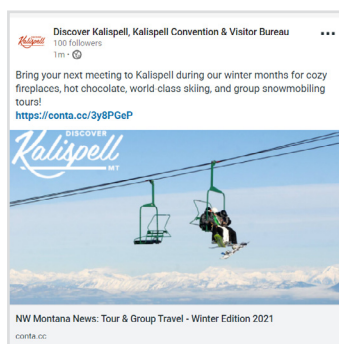
Includes Recreate Responsibly, evergreen display, Pinterest, Spotify, YouTube

10.5M Impressions, 39K Clicks



GROUP BUSINESS – B2B PROMOTIONS

We market and connect with planners, tour, and group coordinators through virtual and in-person FAM's, quarterly e-news to meeting planners and tour group coordinators, and monthly e-news with a Conference Corner feature.



LINKED IN

Achieved **146K impressions**
317 clicks paid campaign



MOTORCYCLE BROCHURE

Motorcycle brochure with route suggestions, including local points of interest, to encourage motorcycle enthusiasts to add Kalispell to their itinerary.

NATIONAL MEETING INDUSTRY PUBLICATIONS

Advertised in Small Market Meetings, Meetings Today and MPI (Meeting Planners International) through e-blasts, industry handbook and website display ads to connect with professional meeting planners.

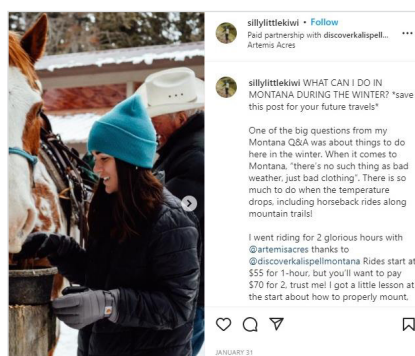
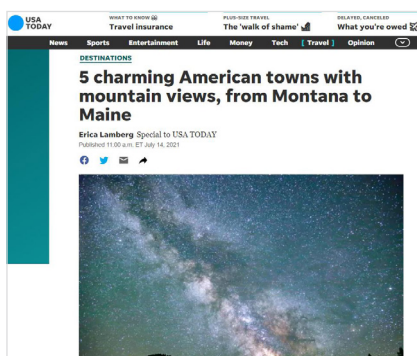
609 MILLION reach generated by **279 ARTICLES** featuring **KALISPELL**

KEY ACCOMPLISHMENTS:

5 Tips For Visiting Kalispell This Fall – picked up by 135 publications, 119 million reach
USA Today - 5 Charming American Towns With Mountain Views, from Montana to Maine (Kalispell)
Outside Magazine – Kalispell, A Town On The Rise
Lonely Planet - 51 Affordable Discoveries Across America in 2021 (Kalispell)
Thrillist - In Montana, You Can Go Island-Hopping in the Old West (Kalispell and Flathead Lake), Mix Western Tradition with the Great Outdoors in This Montana Town.

HOSTED INFLUENCERS WITH STRONG FOLLOWINGS THAT REINFORCED OUR CAMPAIGN OBJECTIVES:

Silly Little Kiwi – winter travel to Kalispell: where to eat and drink, what to see and do.
Alex on The Map & Andy Austin – spring travel to Kalispell, demonstrating responsible recreation through guided adventures.
Vanita Salisbury – first visit to Montana, explored downtown and guided adventures such as kayaking on Flathead Lake with Sea Me Paddle and horseback trail ride with Artemis Acres.



VISITOR SERVICES

13,635 Total Inquires **2,782** Walk-Ins **900** Web Chat **3,927** Vacation Packages

Top Markets - Walk In Visitors
 Visitor Information Center
MT, TX, WA, CA, WI

Top 5 Markets - Visitor Guide Requests
WA, CA, UT, TX, FL, OR/MT

Strangest Questions Received

Are there any mountains by Kalispell Montana?
 Do you have stores where I can purchase clothing?
 Do you have grocery stores there?
 Do you have more than one gas station?



VENTURE BOLDLY

DISCOVER KALISPELL TEAM

Diane Medler, *Executive Director*
Dawn Jackson, *Group Sales Manager*
Marisa Mikonis, *Marketing &
Communications Coordinator*
Meche Ek, *Visitor Center Coordinator*

DISCOVER KALISPELL AGENCY PARTNERS

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

TBID BOARD OF DIRECTORS

Bryce Baker, *Chair, My Place Kalispell*
Robert Hall, *Vice Chair, Holiday Inn Express*
Noelle Barr, *Treasurer, Kalispell Grand Hotel*
Britta Joy, *Marriott Springhill Suites*
Dawn Hendrickson, *Homewood Suites*
Emily Schroeder, *Hilton Garden Inn*
Zac Ford, *Hampton Inn Kalispell*

DISCOVER KALISPELL LODGING PARTNERS

Aero Inn
America's Best Value Inn
*Best Western Plus Flathead
Lake Inn & Suites*
*Best Western Plus Kalispell /
Glacier Park West*
Blue & White Motel
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
Marriott Springhill Suites
Montana Base Camp RV Park
Motel 6
My Place Kalispell
Quality Inn
Red Lion Hotel
Sherman Lodge
Super 8 Kalispell
Travelodge

DISCOVER KALISPELL CHAMBER TEAM

Lorraine Clarno, *President/CEO*
Jenn Cronk, *Workforce & Special Initiatives Director*
Margit Baake, *Membership Development/
Leadership Flathead Program Manager*
Pilar Ogier, *Operation & Events Manager*
Kara Bauer, *Administrative Assistant*
Janet Schwalk, *Accountant*