



DISCOVER
Kalispell
MT

**A Destination Marketing &
Stewardship Organization**

2022
ANNUAL REPORT

Discover Kalispell serves to foster a purpose-built tourism economy that supports local business & community priorities with the goal of sustainable development.

2022 HIGHLIGHTS

- Launch of newly designed DiscoverKalispell.com, an improved trip planning tool connecting site visitors to local businesses and attractions.
- Completion of an Indoor Sports Facility Market Opportunity Report, exploring options to develop a facility to serve as a community asset and generate economic impact year-round, through sports tourism.
- Community Conversations - facilitated a survey and community meetings to gather resident input around smart growth and community vitality.
- Economic impact to Kalispell/Flathead Valley economy from group events – over \$1 million in economic impact through conferences and destination events organized and hosted by Discover Kalispell outside of the peak summer months.



BUSINESS DEVELOPMENT

DISCOVER KALISPELL OPERATING REVENUE

FY 22

TBID \$605,079 -1% YOY

BED TAX \$205,948 +41% YOY

FY 23

TOTAL PROJECTED REVENUE:
\$883,000

NON-RESIDENT SPENDING IN FLATHEAD COUNTY

1,999,585

Non-resident visitors in 2021

Those visitors spent **\$685 million** in
Flathead County

Where are visitors spending?

Restaurants & Bars

Retail

Outfitters & Guides

Accommodations

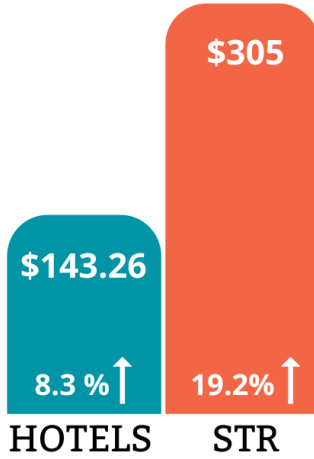
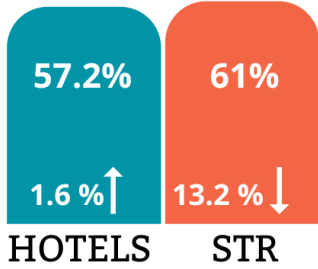
ITRR, Zartico

19.7% of employment in Flathead County is in leisure and hospitality. (BLS, 2021-Zartico)

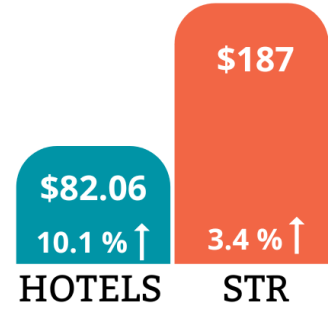
ECONOMIC DEVELOPMENT THROUGH TOURISM

AVERAGE DAILY RATE

KALISPELL LODGING OCCUPANCY



LODGING REVENUE PER AVAILABLE ROOM (RevPAR)



* STR=Short Term Rentals in Kalispell City Limits
* % increase/decrease YOY

Smith Travel Research and AirDNA

CREDIT CARD SPENDING IN KALISPELL BY NON-RESIDENTS

2022 (Q1 - 3) \$179,075,058 | +22% YOY

TOP DMA'S FOR CREDIT CARD SPENDING IN KALISPELL BY NON-RESIDENTS:



73% of credit card spending in Flathead County by out-of-state visitors is spent in Kalispell.

Visa Destination Insights, Zartico

TOURISM REVENUE TO STATE GENERAL FUND

Kalispell's Lodging Facility Sales Tax (4% of the total 8% collected per room night)

2022 (Q1- Q3) \$1,604,929 | +1.5% YOY

Visitor spending lowers the tax burden for all Montanans – individual households' tax burden is reduced by an average of over \$866 each.

Montana Department of Commerce

DISCOVER KALISPELL GROUP SALES ECONOMIC IMPACT

Total room nights booked: **1,483**
EIC of groups: **\$354,060**
(Conferences held in June, Sept & Oct 2022)
Group Incentives Awarded: **\$19,400**
Groups Assisted: **77**

(additional complimentary services are provided to help maximize the economic benefit to Kalispell)

DISCOVER KALISPELL / TBID GRANT PROGRAM - FY22

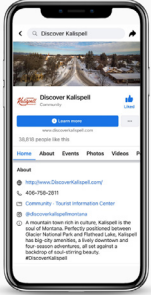
Awarded **\$12,000 in cash** and **\$1,500 in-kind** to **8 Kalispell projects**.

DESTINATION MARKETING

Targeted campaigns to produce measurable results – Integration of Paid, Earned and Owned Media for cohesive visuals, messaging, and objectives.

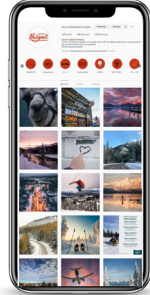
OWNED MEDIA

Generates brand awareness and engagement



FACEBOOK

Overall Reach
1.25 M
Impressions
1.29 M



INSTAGRAM

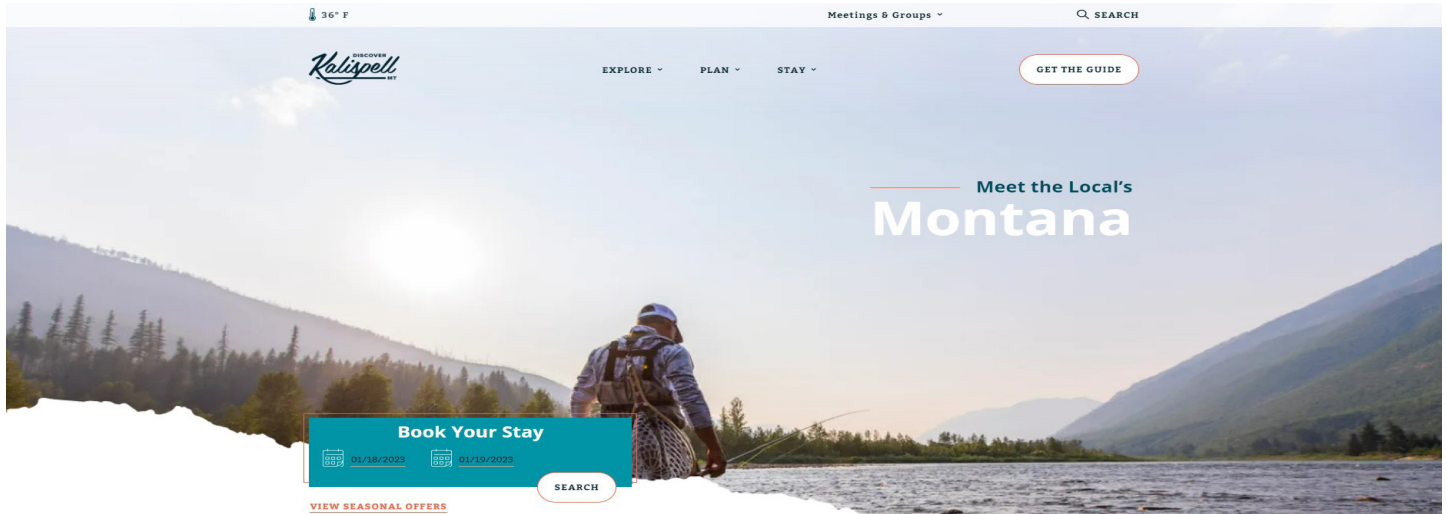
Overall Reach Avg. CTR
1.5 M **81.1%**
Story Clicks Impressions
2,571 **1.7 M**
Avg. post engagement
5.63%



IG Post:
170,227 Post Reach
9,702 Likes
347 Shares, **344** Saves

Also find Discover Kalispell Montana on LinkedIn, Pinterest, Twitter and YouTube.

DISCOVERKALISPELL.COM



269,231 USERS

10% increase

330,615 SESSIONS

7% increase

988,667 PAGE VIEWS

3% increase

TOP WEBSITE VIEWERS

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

TOP PAGES

What To Do If I Don't Have Entry Ticket for GNP -
Things To Do Downtown - Town & Trails Pass -
Fall Under The Spell

VISITOR GUIDE REQUESTS

3,747

NEWSLETTER MARKETING

8,650 new subscribers

VISITOR INFORMATION SERVICES

Top 5 markets for visitor guide requests:
WA, CA, MT, TX, FL

Top 5 markets that stopped by the Kalispell VIC:
MT, WA, TX, CA, MN



Blacktail Ski Area by Aaron Hagen



Woodland Park by Ty Newcomb



Parkline Trail by Ty Newcomb

EARNED MEDIA

Trusted writers and influencers help to tell Kalispell's story

17 articles that featured Kalispell generated 442 million in reach

Highlights:

- 10 Ski Towns to Visit Even If You Don't Ski - *Travel & Leisure*
- Prettiest Places to See Flower Fields and Cherry Blossoms This Spring - *Fodors*
- 10 Adventure Gateway Towns - *NW Travel & Life*
- Most Relaxing Vacation Spots in the United States - *Thrillist*
- Campaign Advocates Treating Outdoors Like 'Grandma's House' - *NW Georgia News*
- Montana Abounds with Group Friendly Attractions - *Leisure Group Travel*
- Autumn Adventures In Kalispell - *Global News Wire*
- Experience the Best of Fall on This Three-State Road Trip - *Global News Wire*
- 10 Best U.S. Winter Vacation Towns for Non-Skiers - *Best Life Online*

Discover Kalispell hosts national travel writers and bloggers representing publications and niche markets that reinforced our campaign objectives.

PAID MEDIA

Guides the target internet viewer down the funnel to connect with the Discover Kalispell brand

YEAR-ROUND MARKETING

GOOGLE SEARCH
MARKETING



9.5 M
Impressions
39,000
Clicks

YOUTUBE
ADs



1 M
Impressions
7,800
Clicks

PAID SOCIAL MEDIA
MARKETING



6.6 M
Impressions
136,082
Clicks

DISPLAY ADVERTISING

133,000
Impressions
11,165
Clicks

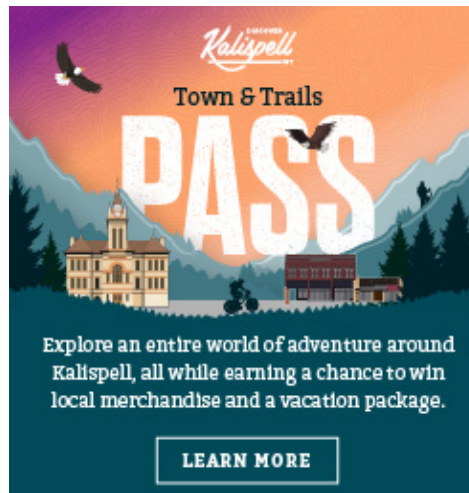
LINKEDIN ADVERTISING

46,000
Impressions
118
Clicks
309
Engagements

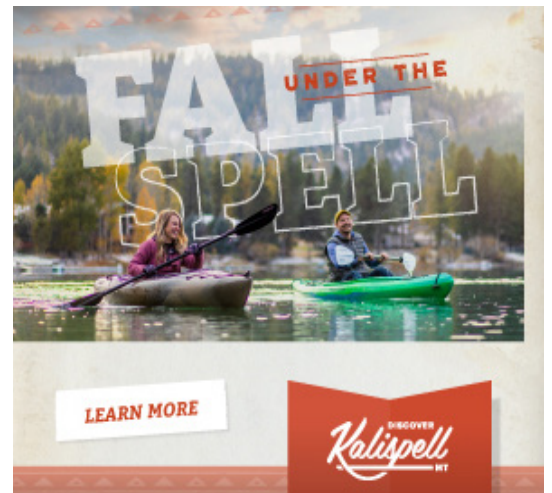
SEASONAL CAMPAIGNS



958,684
Impressions
2,801
Clicks



3 M
Impressions
1,543
Clicks



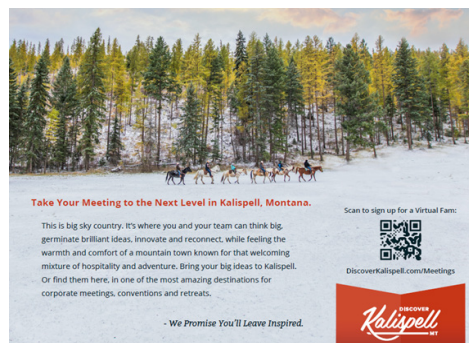
384,000
Impressions
6,067
Clicks

GROUP BUSINESS - B2B PROMOTIONS

TRADE SHOWS

International Roundup
(international traveler buyers)

Northwest Spotlight
(domestic tour groups)



KALISPELL FEATURED IN INDUSTRY LEADING PUBLICATIONS

Meetings Today
& Small Market Meetings

Discover Kalispell sponsored the International Travel Rebound Workshop for Flathead Valley businesses to learn about working with inbound tour operators and the potential revenue.



A ROBUST YEAR-ROUND ECONOMY Destination Marketing

OBJECTIVES:

Increase visitor spending in shoulder seasons to provide a robust year-round economy for the local travel industry.

Promote travel to Kalispell in fall, winter and spring for leisure, business and group travelers.

Promote local small businesses by targeting like-minded travelers that value locally produced and crafted items.

Promote local guides, outfitters and activity businesses that provide quality experiences outside of Glacier National Park.

Host destination events - Montana Spartan Race and Kalispell Highlander Adventure to generate visitor spending in spring & fall.

Provide visitor services to include year-round staffed information center, travel guide, maps, and personalized travel consultations.

Provide resources to local businesses such as printable monthly and seasonal activity guides and event calendars.

DiscoverKalispell.com – enhanced trip planning tool which connects travelers to things to do, where to stay and eat, events & local culture.



ADVANCE COMMUNITY EXCELLENCE Destination Stewardship

OBJECTIVES:

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

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

Discover Kalispell Grant Program to support local events and community enhancement projects.

Build on growing interest of the Market Opportunity Report to develop a best-in-class indoor sports facility to serve local sports user groups and generate economic vitality through sports tourism.

Ongoing communications with industry partners for effective messaging to educate visitors & residents.

Serve as a board member and financial supporter of the Montana Travel Association to advocate for the local and state travel industry.

Serve as a board member and financial supporter of Glacier AERO, working to increase winter and year-round air service.

Advocate for the Kalispell tourism and hospitality industry – provide resources and educational opportunities for guest services and workforce.



TEAM

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TBID Board of Directors

Bryce Baker, Chair, My Place Kalispell

*Robert Hall, Vice Chair, Holiday Inn Express
Treasurer*

Britta Joy, Marriott Springhill Suites

Dawn Hendrickson, Homewood Suites

Zac Ford, Hampton Inn

*Skyler Rieke, Best Western Plus Flathead Lake
Inn & Suites*

Agency Partners

The Abbi Agency

Lightning Bug Public Relations

Learn more about Discover Kalispell
and the Kalispell TBID

<https://discoverkalispell.com/about/>

