

KALISPELL CONVENTION & VISITOR BUREAU



2016 HIGHLIGHTS

HOSTED LARGE CONFERENCES

Such as Professional Outdoor Media Association and Montana Governor's Conference on Tourism. CVB-sponsored conferences attracted over 1,300 attendees during 2016.

GROUP BUSINESS

Shoulder seasons stand to prosper the most from group business on the books. The CVB increased marketing efforts and infrastructure to help secure more meeting, group and tour business.

WAYFINDING

The CVB completed the 36-sign citywide Kalispell wayfinding project, a continuation of the 32-sign downtown wayfinding system.

POND HOCKEY

Although the 2016 MT Pond Hockey Classic was cancelled due to weather, 60 teams chose to defer their registration to the 2017 event.

SAFETY AWARENESS INITIATIVE

The Kalispell TBID hotels communicated as a group with the KPD to minimize the impact of illegal activity that has been occurring in the city of Kalispell.

NEW INITIATIVES

IDSS – (Internet Destination Sales System) A web based Customer Relation Management software program that has enhanced our productivity by managing distribution lists, lead tracking, contact communication and customized reporting.

AGRITOURISM – There has been a noticeable shift in communities to support local farm and ranch producers. We are partnering with organizations such as Farm Hands to help grow the relationship between agriculture and tourism. Farm to table dinners, breweries, wineries & distilleries, farmer's markets, farm tours, corn mazes and weddings held in fields or barns are just a few activities that fall under Agritourism.

EVENT GRANT PROGRAM – The CVB increased the amount of available funds and improved the application process to help support new and growing events in Kalispell.

TRAVEL & TOURISM STATS

Montana

- 11.7M visitors spent \$3.78M
- 33% of total spending occurred in Glacier Country region
- 63,360 jobs (1 in 9) exist because of non-resident travel

Flathead County

- Non-resident travelers spend \$635,000 per year
- Top expenditures include restaurant/bar, retail and gasoline

Glacier Park

- 2.9M visitors through Nov
- Record attendance in spring and fall
- 178,000 visited in May new all-time record for that month

Who is Our Visitor?

(Flathead County)

- 22% of groups all 1st time visitors
- 67% of groups all repeat visitors
- 23% flew on portion of trip
- 78% plan to return within 2 years
- 69% said reason for trip was vacation/recreation

In Kalispell, 48% stayed in hotel/motel; 22% stayed at home of friend/relative; 12% campgrounds; 6% rented home/cabin

Top Residency: WA, CA, AB, OR, CO, IL, MN, FL, AZ, TX

Top activities: Scenic driving, nature photography, day hiking, wildlife watching, recreational shopping, visiting historical sites/museums

SOURCE: ITRR, GOOGLE ANALYTICS, VIC

NEW INITIATIVES Cont.

NEW EVENTS – CVB is developing and engaging with new events to continue to build visitations during the shoulder and winter months. 1) Destination sponsor for Glacier Half Marathon, June 2017; 2) Developing an indoor soccer state-wide tournament, winter 2018; and 3) Launching the Rocky Mountain Championship division at the 2017 Montana Dragon Boat Festival.

GLACIER AERO – The TBID has contributed over \$40,000 in cash and marketing support over the last three years to support Glacier Aero's efforts to expand air service to Kalispell. NEW: direct service to SFO and extended and expanded direct service to Chicago during the 2016-2017 winter season.

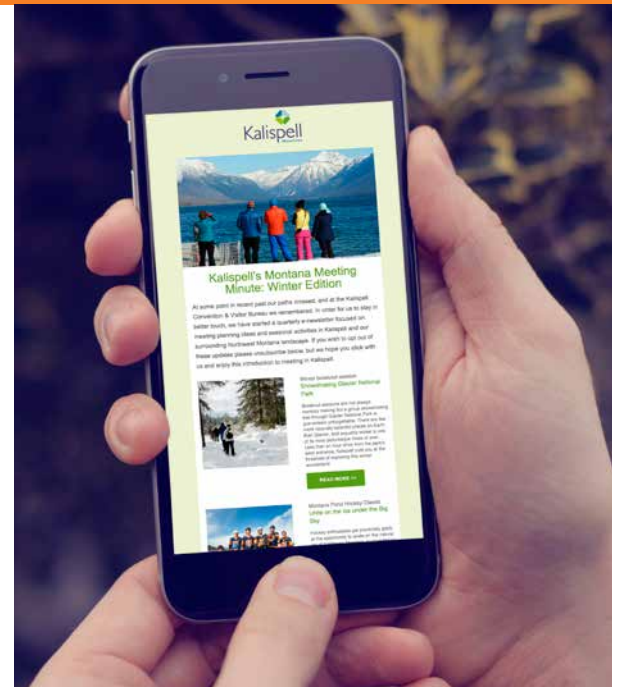
THE CHINESE TRAVELER – CVB met with five leading Chinese tour operators during a visit to Beijing last spring. The meetings explored how Kalispell can be added to their product list as a stop for Chinese individual and small group travelers taking a Banff/Whistler to Yellowstone Tour.



PERFORMANCE MEASURES

DiscoverKalispell.com

- ▶ Unique users = 129,069, 12.62% increase
- ▶ Total page views = 334,050, 11% increase
- ▶ New visitor session duration = 1:37
- ▶ Returning visitor session duration = 2:07
- ▶ 78% arrived to the site from organic search
- ▶ 44.7% of users are on mobile device; 41.3% desktop; 14.1% tablet
- ▶ User age groups: 25-34 22%; 35-44 21%; 45-54 18.4%; 55-64 17.7%
- ▶ Most popular search terms: Glacier National Park, Kalispell Montana, Kalispell MT, Waterton National Park, Things to do in Kalispell MT, Glacier National Park map



M&C ENEWS DATABASE
821 unique subscribers

CONSUMER ENEWS
7,586 unique subscribers

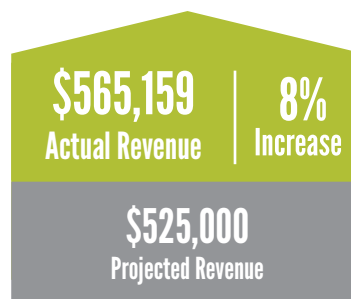
Marketing Campaigns
2016 Campaigns created

15,322,228
TOTAL
IMPRESSIONS

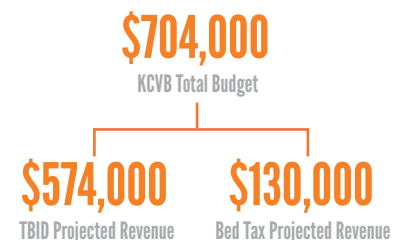
25,357
TOTAL CLICKS
TO WEBSITE

FINANCIAL OVERVIEW

TBID COLLECTIONS
FY'16



FY'17 BUDGET
(July 1, 2016 – June 30, 2017)





VISITOR INFORMATION CENTER



7,460

Total visitors to VIC

July 17th

100+ walk-ins
(A VIC record)



2,991

Vacation & relocation
packets mailed



11,605

Total inquiries at VIC
15% increase over 2015

Hotel Occupancy



- ▶ 55.9% = avg annual occupancy
- ▶ \$103.58 = avg annual ADR
- ▶ 3.8% increase in total rms sold

Occupancy Mix

- ▶ 14% Group
- ▶ 62% Transient
- ▶ October = busiest month for group business
(based on reporting hotels)

Group Sales



- ▶ 44 RFP's = 13 meetings = 1,604 room nights
- ▶ Plus 8 venue placements
(meetings without room nights)

EVENTS

\$4.8 Million

ECONOMIC IMPACT
GENERATED BY CVB EVENTS

6 Events

OTHER LOCAL EVENTS
SUPPORTED BY CVB
EVENT GRANTS

Earned Media in 2016



- ▶ 347 print/online placements about Kalispell
- ▶ Total audience of 941 million

SOCIAL MEDIA



Discover Kalispell
33,500 followers



DiscoverKalispellMontana
4,200 followers



@Visit_Kalispell
2,600 followers



Discover Kalispell
211 subscribers

#discoverkalispell

4,545,116

2016 Total Engagement

Marketing Campaigns

FALL/WINTER ADVERTISING CAMPAIGN:

Goal – increase visitation to Kalispell during the fall & winter and drive potential travelers to special winter landing page on website to increase engagement.

Total media budget \$32,314

Total campaign impressions 10,339,785

Total clicks to website 7,801

Campaign included a mix of online and print advertising along with content amplification in this type of media: Sportsman Channel, NW Travel Magazine, National Parks Traveler, Food & Travel Magazine, Calgary Herald, Spokesman Review Winter Travel Guide.



Marketing Campaigns

SPRING/SUMMER ADVERTISING CAMPAIGN:

Goal – increase awareness of Kalispell through online campaign targeting national park enthusiasts by promoting “win a trip to Glacier National Park” and build on the social following acquired by this campaign.

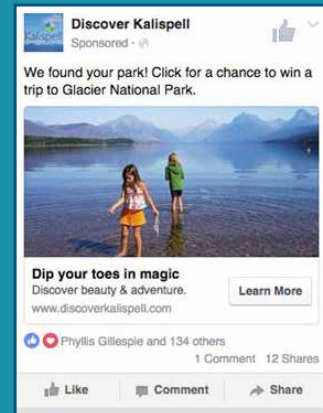
Total media budget \$33,982

Total contest submissions 4,920

Total campaign impressions 4,982,443

Total clicks to website 17,556

Media included geo-fence mobile display ads shown at IMAX theatres in targeted markets that screened MacGillivray Freeman’s National Parks Adventure, also National Parks Traveler display ads, Trip Advisor display ads, and prospecting banner ads.



#FoundYourPark



SIGNATURE DESTINATION EVENTS



Montana Pond Hockey Classic

- ▶ 2016 event was cancelled due to inadequate ice
- ▶ 60 teams chose to defer their registration to 2017
- ▶ For out of state teams that still made the trip to Kalispell, the CVB provided a list of suggested activities in the area including special deals for pond hockey players and met them at Mooses Saloon for beer and pizza.

Montana Spartan Race, May 7-8, 2016

- ▶ Spartan Sprint and Spartan Beast
- ▶ Total of 7,418 racers
- ▶ 62% of racers from out of state
- ▶ 50 states and 4 provinces represented
- ▶ \$4,399,252 of economic impact generated from the event



Montana Dragon Boat Festival, September 10-11, 2016

- ▶ 47 teams, over 1,000 paddlers that came from MT, CA, CAN, WA, AZ, CO, FL, ID, MN, NV, ND, OR, PA, TX
- ▶ 87% said they would return next year
- ▶ Out of county attendees averaged 2.42 nights in Kalispell
- ▶ 44% stayed in hotel/motel
- ▶ \$480,971 of economic impact generated from the event
- ▶ 2017 introduces the Rocky Mountain Championship. Stay tuned!



Visitor Services

WAYFINDING – The Kalispell Wayfinding project was created to help visitors navigate the city and easily find historic and cultural attractions and public places. Thousands of visitors travel through Kalispell each year on their way to Glacier Park or Flathead Lake. We want as many as possible to stop and discover our great community as well. The project started in 2011 as a co-operative effort with the City of Kalispell, Kalispell BID/KDA and Kalispell CVB. The 32-sign downtown system was completed in 2014. The 36-sign city-wide system completed in 2016 was funded through a MT Dept of Commerce grant matched with bed tax and TBID funds. A few additional signs will be installed in spring now that the Kalispell Bypass is complete.

KALISPELL VISITOR & COMMUNITY GUIDE – 30,000 copies of the annual guide are distributed through visitor information requests, at travel shows and media events and at brochure racks located in our target markets.



BREWERIES, WINERIES & DISTILLERIES – local libations are a growing trend. In fact Travelocity estimates that more than 10 million people toured small and independent craft breweries in 2014. During 2016 the CVB reprinted the popular Breweries, Wineries and Distilleries map which highlights our locally owned and sourced libation producers.

Public Relations

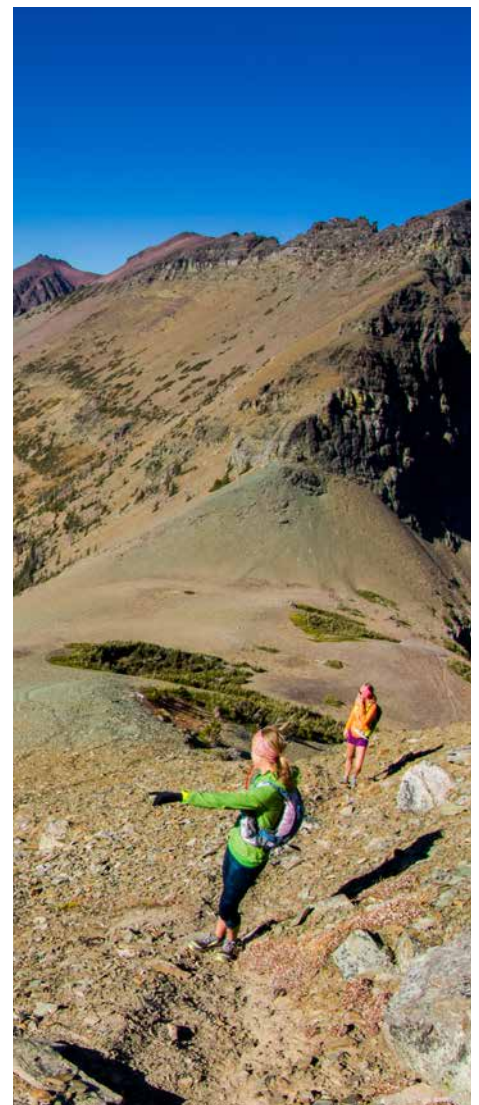
MEDIA EVENTS – Kalispell CVB along with our partners in Whitefish, Missoula and Glacier Country hosted travel media events in San Francisco and Seattle. Over 70 journalists, bloggers, and social influencers attended and showed strong interest in western Montana. Kalispell has already received exposure in Smart Meetings magazine after the San Francisco event this November.

SOCIAL INFLUENCER – The CVB hosted Matt Gibson, an international social influencer and photographer. XPatMatt is originally from Cranbrook so has a strong affection for Montana. His following includes 30k+ monthly readers, 26K+ social media followers, 2000+ email subscribers including appearances in the Travel Channel, Yahoo and Afar. Matt spent time exploring our downtown museums and restaurants, ventured out into the trails of Foys to Blacktail (all the way to Blacktail Mountain Resort!), and enjoyed Glacier Park. The blog posts about Kalispell appeared in Huffington Post. His stunning photographs are a great addition to the CVB photo library.

PRESS TRIPS – CVB partnered with Glacier Country to host a group of travel writers that are members of the International FoodWine and Travel Writers Association. The January 2016 trip included tour and tasting at Kalispell Brewery, historic tour on the Montana Trolley, the Conrad Mansion and Hockaday museums, dog sledding, and lots of shopping and great meals in historic downtown Kalispell. Several articles have been published as a result of this trip.



CVB hosted the editor of Time Out Chicago for a Winter in Montana adventure. Laura Rote enjoyed snowmobiling, snowshoeing, skiing at WF Mountain Resort, and dog-sledding as well as plenty of good food and drinks and shopping in downtown Kalispell.





GROUP SALES



IRU (International Round Up) Post FAM for International Tour Operators – May 2016

The CVB hosted 7 International Tour Operators from Italy, Germany, France and Australia. Local activity partners presented their products at a Meet & Greet and our guests were able to get information and ask questions. We hosted them to a barbeque dinner at DeSoto Grille, an iconic Kalispell experience at Moose's and even a bike ride on Rails to Trails. Integrating local favorites is what international travelers want and giving the operators a small taste results in recommendations and more visitors.



Meeting Planner FAM – September 2016

The CVB partnered with Glacier Country to host the annual meeting planner familiarization tour. The qualified planners had not been to Montana before. They enjoyed tours of our hotels, meeting facilities and museums as well as a personalized Kalispell history tour onboard the MT Trolley, a hosted vintage-themed dinner on the lawn of Conrad Mansion, a privately chartered Far West boat ride, catered meals with locally sourced food, and unique local flavors from our restaurants. Our partners assisted in providing the ingredients of Montana hospitality, professionalism, amazing talent and friendliness that initiates a "YES, we want to have a meeting in Kalispell".



IMEX- Incentive, Meeting and Events Expo, Las Vegas – October 2016

The CVB partnered with MT Office of Tourism & Business Development, Glacier Country and Missoula, Whitefish, Great Falls and Bozeman CVB's. There were over 3200 buyers/planners from more than 60 countries. The MT group had 29 prescheduled appointments (12 more than 2015) and over 20 walk-ups over the 3 days. Planners loved our close proximity to Glacier National Park, abundance of activities and were exceedingly surprised with our air service and the number of direct flights.

CONFERENCES

2016 CONFERENCES (Originated through CVB)

- ▶ POMA Conference-June 2016
- 210 Attendees (Red Lion & Hilton)
- ▶ MT Governors Conference-April 2016
- 525 Attendees (Hilton & Red Lion)
- ▶ MT District SCORE-September 2016
- 40 Attendees (Red Lion)
- ▶ Clan Donald-September 2016
- 160 Attendees (Hilton)
- ▶ Enlisted Assoc. of the National Guard of Montana (EANGMT)-May 2016
- 60 Attendees (Red Lion)
- ▶ MT State Parks-March 2016
- 90 Attendees (Red Lion)
- ▶ MT Organic Association-Dec. 2016
- Over 200 Attendees
(Springhill Marriott & FVCC)

FUTURE CONFERENCES (Originated through CVB)

- ▶ AFVISA Annual Meeting-May 2017
- ▶ International Roundup-April 2018





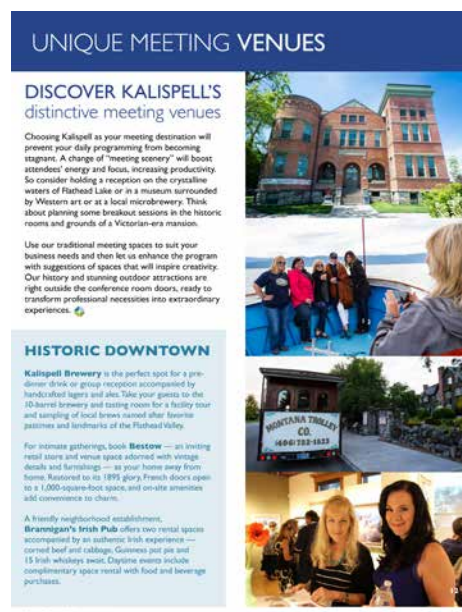
Creative Logistics & Incentives = Memorable Experiences

- ▶ Assisted in providing volunteers to help support conference needs.
- ▶ Used entertainment and prizes to encourage riders to/from hotels to expedite the short time frame for lunch.
- ▶ Used our marketing expertise, pre-promotion attendance incentives, and a post follow-up contest to boost the group attendance.
- ▶ Offered incentives to groups for holding their event in Kalispell.
- ▶ Created a contest for the best printed article to continue attendee's engagement with Kalispell following the conference.



M&C infrastructure

- ▶ New pull-up display for use at trade shows and events.
- ▶ Created a Discover Kalispell LinkedIn company page.
- ▶ The inaugural "Kalispell's Montana Meeting Minute" quarterly E-News went out to over 800 planners and partners. Features include a group activity idea, local event, featured hotel, industry insight and links to our M&C website, Fam trip sign ups, RFP submission & LinkedIn page.
- ▶ Developed a downloadable meeting guide for anyone planning an event in Kalispell. Includes details and diagrams on local hotels, unique venues, local flavors, group activities and at-a-glance information helpful to planners.
- ▶ Increased our M&C photo gallery for use in social media, enews and collateral.
- ▶ "Bring it Home", a referral program for 2017 offering incentives and extraordinary opportunities to make dollars & sense for everyone!





KALISPELL IN THE NEWS

How to Plan the Perfect Fall Trip to Glacier National Park,

U.S. News World Report
(Audience of 18.9M)

Top 10 Clearest Lakes In The U.S. You Have To See To Believe,
Flathead Lake with mention and link to Kalispell.

Eat your way through Montana - don't laugh, the food is diverse, delicious and full of surprises,
InMagazine, Texas

Kalispell Montana: Outdoor Oasis,
Gunaxin

Kalispell, Way Out In The Middle of Somewhere, Huffington Post

Creative Logistics, Meetings
News NW

The Kalispell Grand Hotel and Kalispell's Food & Drink scene

featured in ShereenTravelsCheap,
Portland based blog

Happy National Burger Day! Celebrate with Juicy Hamburger History and a Side of Don't-Miss Burger Joints, Parade Magazine
(54 million readership), featured the DeSoto Grill

Travel to Glacier National Park,
Time Out Chicago, March, several Kalispell businesses highlighted.

Montana Pond Hockey Classic
was featured in the Boston Globe, Montana Magazine and Mountain Outlaw Magazine

Sites: Kalispell, Montana,
About.com, promoting winter activities

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*

TBID

BOARD OF DIRECTORS

Dawn Hendrickson, *Chair, Homewood Suites*

Janet Clark, *Treasurer, Kalispell Grand Hotel*

Lisa Brown, *Red Lion Hotel*

Dan Moderie, *Super 8*

Nautam Patel, *Aero Inn*

Zac Ford, *Hampton Inn*

Laurie Otto, *Hilton Garden Inn*

TBID MEMBERS

AERO INN

AMERICA'S BEST VALUE INN

BEST WESTERN PLUS FLATHEAD

LAKE INN & SUITES

BLUE & WHITE MOTEL

COMFORT INN BIG SKY

ECONO LODGE

FAIRBRIDGE INN & SUITES

GLACIER RIDGE SUITES

GREENWOOD VILLAGE INN & SUITES

HAMPTON INN

HILTON GARDEN INN

HOLIDAY INN EXPRESS

HOMWOOD SUITES BY HILTON

KALISPELL GRAND HOTEL

KALISPELL HILLTOP INN

KALISPELL SUPER 8

LA QUINTA INN & SUITES

MARRIOTT SPRINGHILL SUITES

MOTEL 6

RED LION HOTEL

TRAVELODGE

