

Kalispell Convention & Visitor Bureau Tourism Business Improvement District



Visitor Data TBID Collections

Discovery In Every Direction



Visitor Data

Smith Travel Report – YTD Occupancy through October

	2010	2011	% Chg
United States	59.2	61.8	4.4
Montana	59.1	62.0	5.0

**In July & August MT occupancy was 2nd only to North Dakota

Kalispell	51.0	54.6	7.2
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Occupancy (%)	Kalispell 2011										Year-To-Date over 2010
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	
This Year	31.6	39.8	37.6	36.7	45.5	61.1	87.9	88.1	73.9	45.8	Occ: 7.2 % increase Avg Daily Rate: 2.8% increase RevPAR: 10.2% increase
Last Year	24.2	30.4	34.1	33.6	43.9	63.0	87.0	83.5	65.9	42.3	
Percent Change	30.6	31.1	10.4	9.2	3.7	-3.0	1.1	5.5	12.2	8.4	



TBID Collections

FY '11 (July 1, 2010 – June 30, 2011)

Projected Revenue = \$270,000

Net Revenue to TBID = \$269,349

Q1 \$119,950

Q2 \$ 47,915

Q3 \$ 43,214 (1 property delinquent)

Q4 \$ 62,071 (2 properties delinquent)

FY '12 (July 1, 2011 – June 30, 2012)

Projected Revenue = \$267,000

Q1 \$117,711 (1 property delinquent 1 month)



MARKETING UPDATE

August 2010 – November 2011
where we started
where we are
what we learned

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August 2010 – November 2011

- Strategic planning session
- Selected agency through RFP process
- Created Kalispell Brand
- Produced visitor guide and Kalispell tear-off map
- Created TBID hotel online directory on kalispellchamber.com
- Launched discoverkalispell.com
- Kalispell represented at airport visitor center display
- Grew our database
- Became SOCIAL - Facebook, Trip Advisor, You Tube
- Promoted Kalispell at two Calgary travel shows
- Local press releases and presentations to increase awareness of TBID & CVB



August 2010 – November 2011

- Kalispell Travel Segment aired in WA, ID, OR, MT & AB/BC July - October
- Hosted Rocky Mountain International Tour Operator FAM
- Ongoing E-News campaign
- Print advertising: Delta Sky Magazine, Lethbridge Winter Wonderland, Montana state-wide newspapers, Glacier Country travel guide, Montana Winter Guide
- Online advertising: Glacier Country coop banner ads, Trip Advisor banner ads, October-November fall Canadian banner ad campaign
- Completed two photos shoots with Chuck Haney
- Meetings & conventions presentation materials completed
- Tournament Bids: Western Region Wrestling, Natl Jr High Rodeo
- Negotiated cap on city assessment fee for TBID quarterly collections



August 2010 – November 2011

- On the books: MACE and MEDA – October 2011
La Hacienda Reunion – July/August 2012
MT USAW Free Style & Greco Tournament April 2012
- Visitor Information Center: Remodel completed June 2011
Vonnie Day hired July 5, 2011
Saturday and holiday coverage
- Group Sales Manager: Rob Brisendine on board August 15, 2011
- Wayfinding: initial site study and program recommendations completed for downtown and citywide systems
- Kalispell trade show booth displays completed
- Autumn Cycling story pitch published in OldWestNewWest.com & Lethbridge Journal



2012 MARKETING & VISITOR SERVICES

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DiscoverKalispell.com

- Visits: Average 3,100 unique visitors per month
2.63 pages/visit -- 2 minutes per visit
79.75% new visitors -- 20.25% returning visitors
66% of visitors from US -- 33% from Canada
* In Oct & Nov, visits from Canada averaged 48% of total visits
- Referring sites: You Tube, Kalispell Chamber, trip advisor, Facebook, KXLY, Tube Mogul, Visit MT, Google ad words
- Top keywords: discover kalispell, flathead lake sailing, kalispell montana, shopping kalispell, activities kalispell, kalispell biking, kalispell restaurants
- SEM: Google Ad Words = cost per click of \$.33 per click
delivering approximately 70% of visits



Social & Banner Advertising

- Facebook: 700 likes since July

Top cities: Kalispell, Whitefish, Missoula, Seattle,
Doylestown PA, West Jordan UT, Canada

Highest demographics: 35-54 yr old females

- [Trip Advisor.com/kalispell](http://TripAdvisor.com/kalispell): Banner ads leading to Lodging page on DiscoverKalispell
Oct. CTR by page view = 6.83% (compared to avg 5%)
Oct. Interaction rate = 13.5% (compared to avg 6-7%)
- [You Tube](#)
- Banner Advertising: Markets = Seattle, Chicago, Minneapolis, Atlanta, MN, ID, ND, SD, WY, Alberta, BC
January-February: Winter recreation promotion online newspapers and magazines
March-May: Spring recreation promotion



Cheryl Dwayne Holowachuk

Just got to Kalispell for a family weekend, and this page has been a great help....thank you!

Like · Comment · November 10 at 9:26pm · 🌐



Laura Brantley Wish I could see Montana during this season... was there in June and LOVE Montana!! Happy Thanksgiving to my favorite place!!

November 24 at 1:55pm · Like · 📌 1



Other Media

- Press campaigns: recent story pitches written and submitted include
 - Autumn fly-fishing to regional and Canadian papers, travel and outdoor websites and blogs
 - Holiday gift guide pitch to Calgary Sun and The Source (Bend, OR)
 - Holiday shopping and winter activities to Canadian pubs, websites and blogs
 - Kalispell pre/post holiday weekend getaway to Calgary Sun
- Kalispell winter photo/video shoot
- Emarketing – sent bimonthly to 3,000+ database promoting events and lodging packages
average CTR 32%, average unsubscribe rate is 1%



- Wayfinding: RFP submitted to solicit agency for design and programming phase
- Updated Kalispell/Flathead Valley tear-off map including TBID hotel locations
- 2012-2013 Visitor Guide: published March 1, 2012

42 pages; 22,000 copies

TBID hotel directory page

- Visitor Information Center

Connected with nearly 9,000 visitors since January

Top walk-in states: Alberta, MT, WA, CA, BC, AZ, MI, OR, NY, TX

Summer and holiday coverage

Connecting with the community



2011/2012 SHOWS

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- Calgary Women's Show
- International Sportsmen's Exposition Denver
- Calgary Outdoor & Recreation Show
- Rocky Mountain International
- DMAI Showcase Chicago
- MEET West Los Angeles
- TEAMS Conference
- Ice Fishing and Winter Sports Expo St. Paul



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Fish, stay and play on us this winter!

Kalispell, Montana

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Fishing tournaments in Kalispell

There are several fishing tournaments taking place in the Kalispell area this spring with prize money up to a \$125,000. View the respective websites for more information, or visit www.DiscoverKalispell.com.

Mack Days

March 16 – May 20, 2012 (\$125,000 in prizes)
www.mackdays.com

Perch Assault – ice fishing

January 14, 2012 (\$5,000 prize) | **March 3rd – 4th, 2012** (\$10,000 prize)
www.perchassault.com

The Perch Pounder – ice fishing

February 1 – 25th, 2012 (all region one waters)
www.fwp.mt.gov

McGregor Lake Annual Fishing Derby – ice fishing

February 11, 2012 (100% payback)
www.thelodgeatmcgregorlake.com

Snappy Sport Senter 12th Annual – ice fishing

February 18, 2012 (free event)
www.snappysportsenter.com

Stay two nights get one free at all participating hotels January through March, 2012. Visit www.DiscoverKalispell.com/lodging for a complete list of packages and rates.

Cover photo credit: David Restivo, NPS



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KALISPELL
MT 59901

www.DiscoverKalispell.com

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MEETINGS & CONVENTIONS

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Meeting Planner Resource Development

- Smart Meetings
- Meetings Focus
- Meetings & Convention Online
- Social Media banner ads in target markets for meeting planners
- Destination Marketing Association International EmpowerMint RFP
- Kalispell Meeting, Convention and Event Planners Guide
- Exhibiting at Meeting Planner Trade Shows
- Public Assembly Venue Participation & Improvements
- Implementation of CRM



SIGNATURE EVENTS

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Montana Dragon Boat Festival

- September 8th, 2012
- Kalispell Montana at Flathead Lake
- 600 participants
- 3000 spectators
- SEGP January 15th, 2012
- www.MontanaDragonBoat.com launch January 1st, 2012.







Other Event Initiatives

- Ice Fishing Tournaments
- Montana Wild West Fest 2012
- Montana Spartan Race 2013
- Snowmobiling Trials and National Events
- Canadian Shopping Event
- Christmas in Montana

Partnerships with existing events that have historical value to the community and growth potential for out of market participation



2012 AT A GLANCE

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JAN-MAR	APR-JUN	JUL-SEP	OCT-DEC
ISE Denver Jan 5 - 8 th	Governors Conference April 11 - 12 th		TEAMS Conference Las Vegas Oct
WWMF Site Visit Jan 26 - 29 th	DMAI Showcase Chicago June 1 st	Dragon Boat Sept 6 - 8 th	
TAC Billings Feb 6 - 8 th	TAC Dillon June 4 - 6 th		Ice & Winter Sports Show St. Paul Dec
Calgary Outdoor Show March 23 - 25 th	MEET WEST Long Beach June 5 - 6 th		
February ice fishing tournaments	Tube Mogul Spring Recreation banner ad campaign		Fall banner ad campaign
Tube Mogul Winter Recreation banner ad campaign	Madden Media spring vacationfun.com and Trip Advisor banner ads		
	Montana State Freestyle & Grecko Wrestling Tournament April 28-29		



QUESTIONS

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