



## TOURISM BUSINESS IMPROVEMENT DISTRICT

### YEAR IN REVIEW | DECEMBER 2013

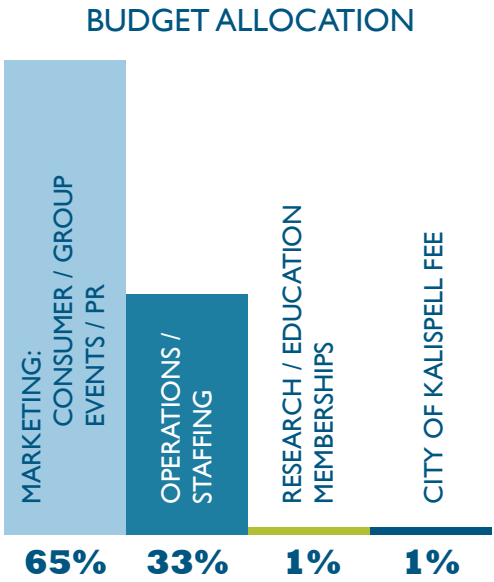
#### KCVB STAFF

Joe Unterreiner, *Executive Director*  
 Diane Medler, *Director*  
 Rob Brisendine, *Group Sales Manager*  
 Vonnie Day, *Visitor Services Coordinator*

#### TBID BOARD OF DIRECTORS

Lisa Brown, *Chairman, Red Lion Hotel*  
 Lori Fisher, *Vice-Chair, Hampton Inn*  
 Angela Bowman, *Treasurer, Homewood Suites*  
 Janet Clark, *Kalispell Grand*  
 Gib Bissell, *Aero Inn*  
 Dan Moderie, *Super 8*  
 Chris Walters, *Hilton Garden Inn*

**FY 2013 TBID**  
 TOTAL BUDGET  
 = \$475,300



#### TBID COLLECTIONS

**FY'13**  
 (July 1, 2012 – June 30, 2013)

**Projected Revenue =**  
 \$465,300 + \$10,000 rollover

**Actual Revenue =**  
 \$491,006 (gross) / \$486,006 (net)

**FY'13 vs FY'12 – # room nights:**  
 Q1 +5%      Q2 +11%  
 Q3 +5%      Q4 +7%

**FY'14**  
 (July 1, 2013 – June 30, 2014)

**Projected Revenue =** \$475,000

**FY'14 vs FY'13 – # room nights:**  
 Q1 +6%

#### LODGING DATA

SMITH TRAVEL REPORT – YTD THROUGH OCTOBER 2013

	2012	2013	% Chg
United States	63.1	64.0	1.4
Montana	62.7	61.6	- 1.8
Kalispell	56.7	56.4	- 0.6
ADR	93.7	100.17	6.9
RevPAR	53.14	56.47	6.3



#### VISITOR DATA

##### FLATHEAD COUNTY

**Top markets:**  
 Alberta, WA, CA, British Columbia, MN, ID, CO, TX, FL, WI

**Top attractions:**  
 GNP, mountains/forests, family/friends, open space, skiing/snowboarding, lakes, special events

**Top activities:**  
 Scenic driving, day hiking, nature photography, wildlife watching, recreational shopping

**Average nonresident traveler expenditures in Flathead County**  
 = \$290,400,000 (2011-2012 2-year avg. in 2012 \$'s)

Source: Institute for Tourism & Recreation Research at the University of Montana



## KEY ACCOMPLISHMENTS IN 2013

- Awarded Grants from MT Department of Commerce
  - **Special Event Grant** – MT Dragon Boat Festival (\$29,300), MT Pond Hockey Classic (\$31,000)
  - **Tourism EMarketing Technology Grant** (\$6,700) – website enhancements and responsive web design
- Produced two highly successful events which produced \$3.2 M in economic impact to the Flathead Valley
- Awarded the Montana Tourism Event of the Year - Montana Dragon Boat Festival
- Awarded Montana State High School Rodeo Finals
- Launched Kalispell Discovery In Every Direction Video
- Website redesign including mobile compatibility
- Travel Media Fam Trip



# MARKETING KALISPELL

**Strategy/marketing plan summary:** our marketing strategy identifies a mix of advertising, sales and service programs to deliver a consistent brand message and outstanding experiences through a cohesive allocation of bed tax and TBID funds. Key strategies are designed to make a measurable impact on visitations during the shoulder and winter months. Our target market consists of adventure travelers and Geotravelers who like to mix their outdoor adventure with culture, history and a charming small town experience. Today's traveler is looking for unique experiences that connect them with the destination in a way that is authentic. GNP, Flathead Lake, and the vast availability of outdoor recreation in NW Montana offers unlimited adventure. In the center of it all lies Kalispell, a friendly community with historic charm, affordable adventure and soul-stirring beauty.

## DiscoverKalispell.com

- ▶ Average 7,276 unique visitors per month
- ▶ Average 27,012 page views per month
- ▶ 2.97 pgs/visit
- ▶ 2:23 minutes/ visit
- ▶ 68% of visits from US – 32% from Canada
- ▶ 54% male; largest age group: 25-34
- ▶ Top interest category of viewers: sports/individual sports/running & walking

KCVB was awarded the Montana Tourism E-Marketing Technology grant to retrofit discoverkalispell.com into a responsive site design. RWD augments the content, look and functionality based on the user's screen size, allowing full content to be accessed for all devices.



## Social Media

**Facebook** Discover Kalispell = 21,000 followers  
Montana Dragon Boat Festival = 3,800 followers

**Twitter** @Visit\_Kalispell (Discover Kalispell) = 645 followers  
**Instagram** DiscoverKalispellMontana  
**You Tube** KalispellMontanaCVB



## Video

KCVB launched "Kalispell Montana Discovery In Every Direction", a 3 minute video which has received over 29,000 views since November 2013.



## Online Advertising

Fall/winter and spring campaigns promoting seasonal activities, events and lodging packages. Achieved total impressions of 4.3M; 10,782 clicks to website with an average CTR of 0.49% (industry avg = 0.08%)

## Trip Advisor.com/ Kalispell

October 2012 – October 2013

- ▶ 35,449 page views:  
42% increase over last year
- ▶ 24.88% average interaction rate:  
42% increase
- ▶ 5,984 clicks to discoverkalispell.com:  
62% increase

## EMarketing

Quarterly newsletters to 7,000+ database promoting events, activities and lodging packages

**Avg Open Rate 36%**  
**average CTR 26%**

## PR

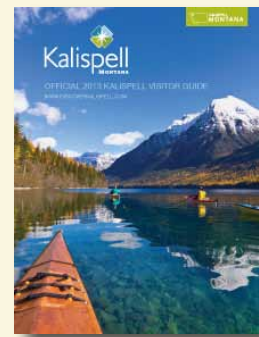
**Earned media** - Kalispell CVB generated earned media value (outside of Dragon Boat) of \$89,000 reaching a total of 5.5M viewers/listeners. MT Dragon Boat Festival generated additional earned media value of \$207,148 reaching a total of 4.8M viewers/listeners.

**Travel media fam** – KCVB hosted 5 national travel writers the first week of October, 2013. Follow-up survey showed an average rating of 3.5 for accommodations (hotels), 5.0 for hosts and logistics, 4.0 for activities and 4.0 for cuisine (out of 5). Confirmed outlets for publication include VIA, Mountain Magazine, Empire Builder, KTXD-TV (Texas); The Insider Mag; Focus Daily News; Valley Scene Magazine; Canadian Geographic Travel Magazine. Media will appear between Nov 2013 and early fall 2014.

**PR Highlight** - Montana Dragon Boat Festival was listed as one of 18 “Big Events For September” in the Chicago Tribune World Events for Travelers section.

## Publications

- 2013 Kalispell Visitor Guide
- Kalispell and Flathead Valley tear off map with TBID hotel listings and map locator
- Flathead Valley birding brochure
- Niche brochures for travel shows and events



## Visitor Services

- Held SuperHost training for VIC volunteers and community businesses
- VIC community tour of TBID properties to familiarize VIC volunteers with each property.
- Expanded summer and holiday hours –VIC open Saturday and Sunday June 29 – September 8 and major holidays throughout the year.

## 2013 Travel Shows

- **Bay Area Travel & Adventure Show, February 16-17, 2013**  
14,000 attendees, primarily from the San Francisco Bay Area. Northern CA is consistently a strong feeder market to Montana and Kalispell VIC. Show was a good opportunity to educate that audience to Glacier National Park, its proximity to Kalispell, winter sports and other activities. Received 402 opt-in email subscribers.
- **Calgary Outdoor & Recreation Show, March 23-24, 2013**  
15,400 attendees from Calgary and surrounding area. Interested in travel, hiking, canoe & kayaking, travel photography, running events and family outdoor activities. Received 550 opt-in email subscribers.
- **Calgary Women’s Show, October 27-28, 2013**  
Third year attending this show which continues to provide a great opportunity to educate Calgarians on the shopping opportunities available in Kalispell. Also to defuse the perception that Great Falls is closer and has more to offer. We see an improvement in awareness of our destination since we began attending the show.
- **Seattle Media Mixer – Warren Miller premiere, November 22, 2013**  
35 Seattle area travel media attended a media mixer at Montana, a downtown bar in Seattle. Reception co-hosted by KCVB, Glacier Country, and WF Mountain Resort. One-on-one networking format enabled us to promote Kalispell followed with a media sheet and promotional item distributed to each journalist.

## Travel Writers reacting to the closure of Glacier National Park



## KCVB enhanced travel show display





## Signature Events/Tournaments

### Western B Division Basketball Tournament, February 19th – 22nd

Kalispell hosted 16 teams from across the State for the first time in division history with a strong partnership from Flathead High School. The event was very successful and they look to return to Kalispell rotating with Hamilton, MT every other year.

### Montana Spartan Race, May 11th

Spartan Race is a series of obstacle races of varying distance and difficulty ranging from 1 mile to marathon distances. Kalispell hosted the Montana Spartan Sprint as an introduction into the series with 4300 Adult & 500 Children participating and an additional 2200 spectators.

- ▶ \$1,147,612 of economic impact created in the Flathead Valley
- ▶ 64% of participants and spectators from out of market
- ▶ 98% overall event satisfaction and return ratio

*The Institute for Tourism and Recreation Research at the University of Montana compiled the spending and performance data from intercept survey's to help identify this value.*

### Montana Dragon Boat Festival, September 7th & 8th

The second year of the Montana Dragon Boat Festival on Flathead Lake was expanded to two days of racing with over 8,000 people attending, including 93 teams from all across North America. This accomplishment of growth has placed our festival in the top 10 largest dragon boat festivals in North America. Our event was even featured in the Chicago Tribune as a September event to watch.

- ▶ \$2,049,277 of economic impact created in the Flathead Valley
- ▶ Mean group size was 7.52
- ▶ 45% of those surveyed spent average of 4.4 nights away from home

*The Institute for Tourism and Recreation Research at the University of Montana compiled data from intercept and online surveys to help measure this value.*

### Cinch Bucking Horse Championships, October 19th

North America's richest bucking horse event was a huge success with national recognition and brand sponsors coming on board for the second year event. 2300 spectators from all across North America enjoyed a great event at Majestic Valley Arena. Cinch and World Class Bucking Horse Association has signed on to maintain the Finals event in Kalispell for the next two years.



## MEETINGS AND CONVENTIONS SUMMARY

### Smart Meetings Smart Mart Seattle,

March 20th & 21st

Conducted one on one meetings with 25 meeting professionals from NW looking for potential new locations for future annual and regional conferences.

### Meet West LA,

May 29th – 31st

Exhibited the destination and distributed hundreds of meeting and convention materials to planners from across US and Canada. Conducted 20 one on one meetings meeting professionals looking for potential new future locations for annual and regional conferences.

### Meetings Focus Portland Live,

August 19th & 20th

Conducted 40 one on one meetings with meeting professionals from NW looking for potential new locations for future annual and regional conferences.

### TEAMS Conference,

November 4th – 7th

Attended conference in partnership with Spartan Race Inc. to represent Montana in NBC Sports contract negotiations to potentially film race in our destination. We met with 100's of event professionals looking for new possible locations to hold their events in 2014 and 2015.



*The Western Weights and Measures Association (13 state WWMA) held its 56th annual conference in Kalispell, September 2013. It was clear very early on in the process that Rob Brisendine and the Kalispell CVB were going to be very helpful in selecting the best location at a price our association could afford and was willing to assist in any way. The Hilton Garden Inn was a very nice facility and the staff was friendly and easy to work with. We received a lot of positive feedback from the attendees and were very pleased with the way the conference turned out. I would definitely recommend Kalispell as a great place to hold a conference.*

*Tim Lloyd, Western Weights and Measures Association*

### Tourism development & advocacy

- AERO Group
- Governor's Conference on Tourism
- TAC meetings
- Glacier Country board of directors
- CVB representative on TAC Research Committee
- Crown of the Continent Geotourism Council
- Community presentations

### TBID MEMBERS

- |                            |                        |                |
|----------------------------|------------------------|----------------|
| AERO INN                   | GLACIER RIDGE SUITES   | MOTEL 6        |
| AMERICAS BEST VALUE INN    | HAMPTON INN            | OUTLAW INN/    |
| BEST WESTERN FLATHEAD LAKE | HILTON GARDEN INN      | GUESTHOUSE INN |
| INN & SUITES               | HILTON HOMEWOOD SUITES | & SUITES       |
| BLUE & WHITE MOTEL         | HOLIDAY INN EXPRESS    | RED LION HOTEL |
| COMFORT INN                | KALISPELL GRAND HOTEL  | SUPER 8        |
| ECONO LODGE                | HILLTOP INN            | TRAVELODGE     |