

## VISITOR DATA—TBID COLLECTIONS

Smith Travel Report – YTD through October

	2011	2012	% Chg
United States	61.6	63.2	2.6
Montana	61.5	62.8	2.2
Kalispell	54.1	56.9	5.1
ADR	89.67	94.47	5.4
RevPAR	48.52	53.71	10.7

**FY'12 (July 1, 2011 – June 30, 2012)**

**Projected Revenue = \$267,000**

FY'12 vs FY'11 – gross collections

**Actual Revenue = \$287,813 (gross)    \$282,580 (net)**

Q1	-2% (non payments)	Q2	+3%
Q3	+8%	Q4	+15%

**TBID fee increase effective July 1, 2012**

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

**Projected Revenue = \$465,300**

FY'13 vs FY'12 – net room nights

Q1 + 5%

## MARKETING AND VISITOR SERVICES

DiscoverKalispell.com

Avg 3,643 unique visitors/mth; 13,106 page views/mth

Traffic sources: 57.91% search traffic; 23.44% referral traffic; 16.49% direct; 2.15% campaigns

Top pages viewed: Packages, lodging, outdoor activities, Discover Affordable, shopping, wine & dine

Demographics: 72% from US; 27% from Canada \*\* Visits from Canada have increased 98% compared to 2011\*\*

Top States: MT, WA, CA, CO, OR, TX, ID, FL, MN, IL

Top Provinces/cities: AB: Calgary, Edmonton, Lethbridge, Red Deer; BC: Kelowna, Cranbrook, Kamloops

Trip Advisor.com/kalispell

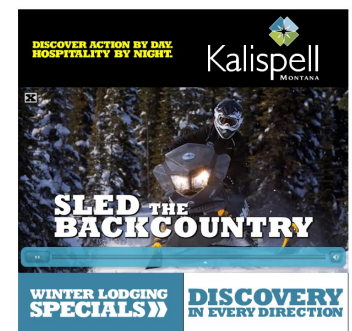
Avg pg views/mth = 1,589    CTR to website by pg view/mth = 10.18%    Avg total clicks/interactions/mth = 234

\*\*Q3 2012 saw a 180% increase on CTR to website by pg view compared to Q3 2011

Discover Kalispell Facebook—1100 follows: 44% increase over December 2011

Online Advertising

Average 1,271,850 impressions; 147,072 views; 1.95% CTR for winter/spring/summer campaigns. Ads run on targeted lifestyle and newspaper websites in Canada and US.



## OTHER MEDIA

### PR/Publicity

KCVB Earned Media Value = \$484,022  
KCVB Interviews (press and broadcast) = 28  
Other Earned Media for Kalispell = over 31M in circulation

### EMarketing

Campaigns generated 4x/year to 5,000+ database promoting events and lodging packages  
Avg open rate = 30.31%; Avg click rate = 18.98%; Avg unsubscribe rate is 1.5%

### Visitor Guide

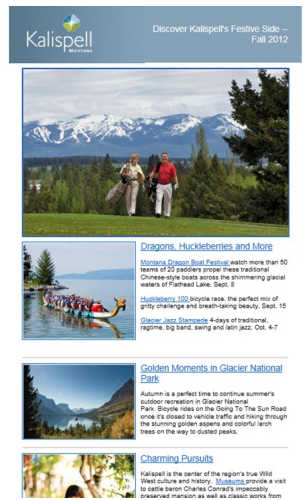
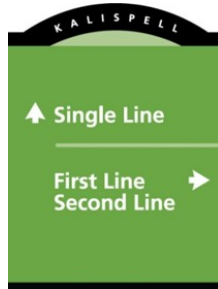
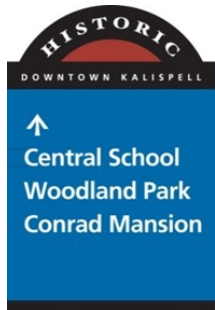
20,000 copies distributed between March—November 2012

### Niche Brochures

Kalispell tear-off map with hotels; Wineries, Breweries, Distilleries tour; Flathead Valley Birding Brochure

### Wayfinding—collaborative effort for improved downtown and city-wide visitor signage

Conducted two public open houses for wayfinding and gateway sign designs  
Created sign schedule and message schedule for downtown sign system  
2013 will complete city-wide sign schedule and message schedule



### Legislator and Candidate Outreach

Held legislative roundtable to educate Flathead Valley legislators and candidates on impact of tourism in economy and importance of tourism funding.

### Tourism trade missions to Canada

Invited to attend two trade missions organized by Senator Baucus's office to Calgary. Conducted one on one meetings with industry representatives to explore cooperative promotion opportunities and participated in TravXchange show for top rated travel agents.

### Visitor Services

Conducting community outreach to increase awareness of VIC at predominate visitor stops such as gas stations, key retail locations, hotels.  
Held VIC volunteer training sessions and hosted Kalispell SuperHost training



## 2012 TRADE AND TRAVEL SHOWS

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



## 2013 TRADE AND TRAVEL SHOW SCHEDULE

Bay Area Travel & Adventure Show  
 Intl Sportsmen's Expo Salt Lake  
 MEET West Los Angeles  
 IMEX America Las Vegas  
 Calgary Women's Show  
 Ice Fishing and Winter Sports Expo St. Paul  
 Smart Meetings Seattle Hosted Buyer



## MEETINGS, CONVENTIONS & SPORTING TOURNAMENTS

### Meeting Planner Resource Development

Addition of Meetings & Convention section on DiscoverKalispell.com  
 Editorial coverage in Smart Meetings  
 Launch EmpowerMint meeting planner RFP program  
 Banner advertising on Smart Meetings, Meetings Focus, M&C Online  
 Kalispell Meetings, Convention and Event Planners Guide



### Meetings & Conferences

La Hacienda RV Park Reunion  
 Western Weights & Measures Annual Conference  
 National Association of Police Officers Conference  
 US Fish & Wildlife Retirees Reunion  
 Tourism Advisory Council spring state-wide tourism meeting  
 Montana Association of Counties



### Sporting Tournaments & Events

State / Regional Wrestling Tournament  
 World Class Bucking Horse Association Trials and Finals  
 Western B High School State Basketball Tournament  
 4-H State Conference





## SIGNATURE EVENTS

### Montana Dragon Boat Festival—

September 8, 2012: 1200 participants (34% out of market), 56 teams from 12 states and 2 provinces, 3000 spectators, 820 room nights

\$770,788 dollars in economic impact to Flathead Valley - 97% overall event satisfaction and return ratio



September 7-8, 2013: 1700 participants (35% from out of market), 4000 spectators, 1000+ room nights  
Over 1 million dollars of economic impact to Flathead Valley

### Spartan Race Glacier Series—

May 11-12, 2013: 3000 participants (46% out of market), 1500 spectators, 1000+ room nights, over 1 million in economic impact



### Other Current Event Initiatives—

Ice Fishing tournaments, Pond Hockey Tournament, Huckleberry 100

### Recruiting—

Snowmobiling trials and national events, Canadian shopping tours



## TOURISM BUSINESS IMPROVEMENT DISTRICT MEMBERS

AERO INN

AMERICAS BEST VALUE INN

BLUE & WHITE MOTEL

COMFORT INN

ECONO LODGE

GLACIER RIDGE SUITES

HAMPTON INN

HILTON GARDEN INN

HOLIDAY INN EXPRESS

KALISPELL GRAND HOTEL

HILLTOP INN

MOTEL 6

OUTLAW INN

RED LION HOTEL

SUPER 8

TRAVELODGE

## KALISPELL CONVENTION & VISITOR BUREAU

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