



## KCVB KEY ACCOMPLISHMENTS

### ★ Awarded

Montana High School Rodeo Finals – 2014 & 2015 with third year option

### 🚩 4 Events

Produced four highly successful events in the shoulder and winter months

### ▲ Over \$5 Million

Dollars of economic impact generated from the 2014 signature events

### \$ Grants

Awarded from MT Department of Commerce

■ **Special Event Grant (SPEG)** – MT Pond Hockey Classic - \$8,760

■ **Tourism Infrastructure Improvement Program (TIIP)** – Kalispell city-wide Wayfinding - \$63,100

■ **Visitor Information Center Funding Grant** - \$4,800

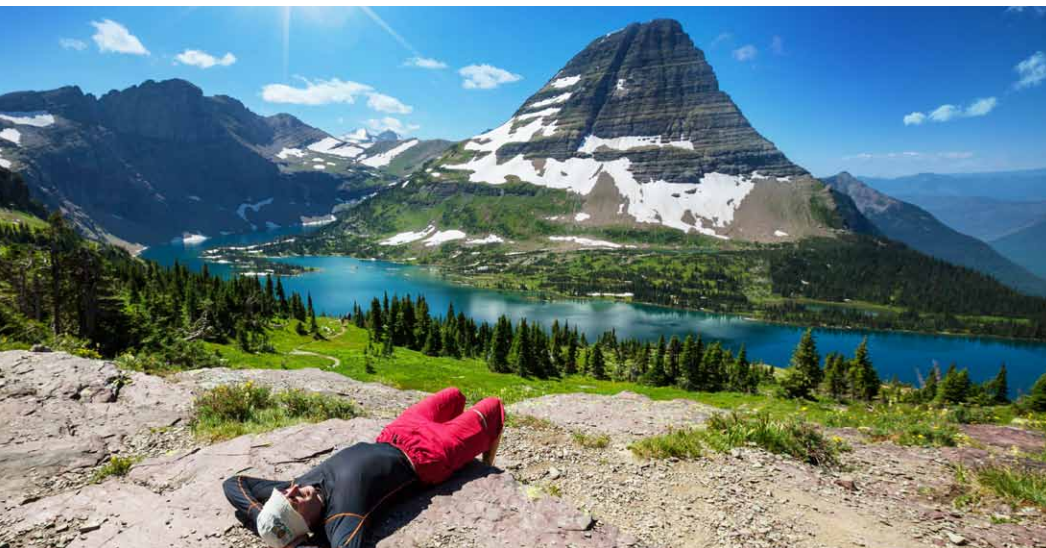
## KCVB STAFF

Joe Unterreiner, *Executive Director*  
Diane Medler, *Director*  
Vonnie Day, *Administrative Assistant*  
Toni Moon, *Visitor Center Coordinator*

## TBID

### BOARD OF DIRECTORS

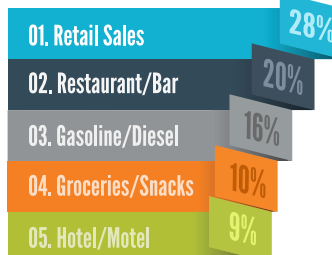
Chris Walters, *Chairman, Hilton Garden Inn*  
Vanessa Nordahl, *Vice-Chair, Hampton Inn*  
Janet Clark, *Treasurer, Kalispell Grand*  
Lisa Brown, *Red Lion Hotel*  
Gib Bissell, *Aero Inn*  
Dan Moderie, *Super 8*



## Tourism At A Glance

- ▶ In 2013 11 Million visitors came to Montana and spent \$3.62 Billion
- ▶ Over the past 5 years visitations have increased 6% and expenditures have increased 37%
- ▶ \$518,202,000 spent by non-resident visitors in Flathead County per year (see chart)

### TOP 5 EXPENDITURES



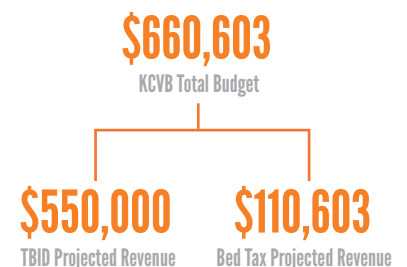
## FINANCIAL OVERVIEW

### TBID COLLECTIONS

FY'14 (July 1, 2013 – June 30, 2014)



FY'15 (July 1, 2014 – June 30, 2015)





# MARKETING KALISPELL

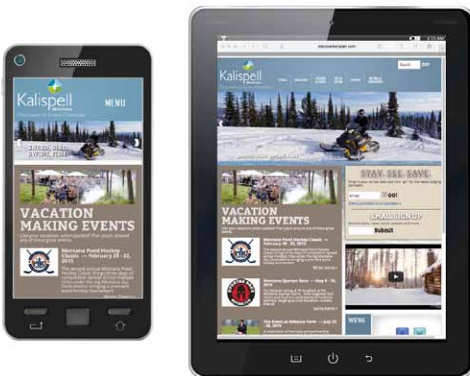
Our marketing strategy serves to deliver a consistent brand message and outstanding visuals to promote our destination and make a measurable impact on visitations during the shoulder and winter months. Our target market consists of adventure travelers and Geotravelers who like to mix their outdoor adventure 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 9,048 unique visitors per month – 28% increase over 2013
- ▶ Average 25,118 page views per month
- ▶ 71% of visits from US – 26% from Canada
- ▶ Mobile visits: 92% increase in visits from mobile devices  
47% increase in visits from tablets

### Enhancements:

- ▶ Full site audit to correct and update content, images and links
- ▶ Partial redesign of home page
- ▶ Migrated to new CMS system
- ▶ Created blog to repurpose and promote articles
- ▶ Created fall and winter landing pages for consumer media campaigns



## Video

Produced  
**"Winter Discovery  
 In Every Direction"**  
[bit.ly/DiscoverKalispellWinter](http://bit.ly/DiscoverKalispellWinter)

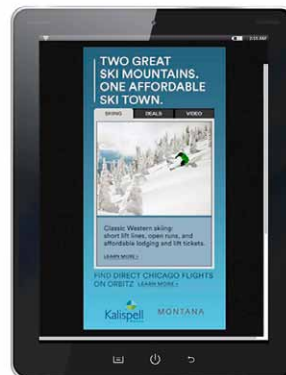


## Advertising

Online advertising campaign heavily weighted to fall and winter promotion. NW Travel Magazine, Orbitz, Trip Advisor, Google Ad Network, Spokane Review. Chicago, Calgary, Idaho and Washington were primary target markets.

### MESSAGING:

- ▶ Two great ski mountains, one affordable ski town.
- ▶ Classic western skiing: short lift lines, open runs, and affordable lodging and lift tickets.
- ▶ Why choose one ski resort?  
There's more to Kalispell than just great skiing.
- ▶ Discover affordable lodging and dining minutes from Whitefish Mountain Resort and Blacktail Mountain.
- ▶ Feel like the creamy center between two tasty ski resorts.



Discover Kalispell  
 29,000 followers



@Visit\_Kalispell  
 (Discover Kalispell)



Discover Kalispell

## Public Relations

October 2014 press trip hosted by the KCVB generated \$219,817 in earned media value with a circulation value of 5,609,111. Articles appeared in major publications such as Country Magazine, Via Magazine (AAA), Canadian Geographic Travel, Dreamscapes (Canadian travel publication), Farm & Ranch Living, The Insider Mag.

*Kalispell - the perfect blend of rugged and historical-refined.*

– CANADIAN GEOGRAPHIC TRAVEL

*Kalispell is recognized as the gateway to Glacier National Park, but I discovered it has much more to offer.*

– COUNTRY MAGAZINE

*Kalispell, a great place to reenergize smack in the middle of the wilderness.*

– DREAMSCAPES

*Kalispell is about making visitors happy no matter the season.*

– THE INSIDER MAG

## Publications



## Visitor Services

- ▶ Sponsored SuperHost training for VIC volunteers and community businesses
- ▶ Sponsored Social Media Workshop for Chamber and TBID members
- ▶ Expanded summer and holiday hours at the Visitor Information Center
  - open weekends June - September and major holidays throughout the year

## 2014 Shows & Events

- **Calgary Outdoor & Adventure Show, March**  
15,400 attendees from Calgary and surrounding area. Interested in travel, hiking, canoe & kayaking, travel photography, running events and family outdoor activities.
- **Calgary Women's Show, October**  
Fourth 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 have seen an increased awareness of our destination since we began attending the show.
- **Media Events: Portland, Seattle and San Francisco**  
20+ travel media attended each event. A private reception at a local western or Montana themed bar or restaurant. Enabled Kalispell and partners to introduce our destination to key travel media journalists in each of those cities.
- **IMEX America, Las Vegas, October**  
Partnership with Glacier Country and the Missoula and Whitefish CVB's. One-on-one appointments with qualified planners booking for incentive and other group types. Offered a \$10,000 destination credit for new conference in 2015 or 2016 of 300 minimum realized room nights and property specific F&B minimums.
- **TGO Ice Fishing Contest**  
Kalispell CVB partnered with Tom Gruenwald of TGO Fishing (Sportsman Channel) to promote a contest to win a Kalispell Montana backcountry ice fishing trip with Tom Gruenwald. Contest ran between Nov. 1 and Dec 31, 2014. 1530 entries received. Trip date is Feb. 22-26, 2015. Contest was promoted at winter sports shows in Minnesota, Wisconsin and South Dakota. Kalispell received 30 second commercial and other promotion on Sportsman Channel.





## A Snapshot of 2015

### Western B Basketball Tournament

Feb 25-28

### Montana Pond Hockey Classic

Feb 20-22, anticipate 60+ teams

### Winter press trips

Feb 24-28 four winter adventure sports journalists will experience Kalispell, ski areas and Glacier National Park.

Mar 4-8 editor of National Parks Traveler will experience Kalispell and winter activities in Glacier National Park.

### Montana Spartan Race

May 9 - Spartan Beast / May 10 - Spartan Sprint  
8,500 participants anticipated

### Montana High School Rodeo Finals

June 10-14, 2015

### Montana Dragon Boat Festival

September 12-13, 2015

Possible venue change to Lakeside

### City-wide Wayfinding project

## Signature Events/Tournaments

### Montana Pond Hockey Classic, February 21-23, 2014

- ▶ 246 hockey games were played by 51 teams on 15 inches of ice on Foys Lake
- ▶ 856 pucks used, 86 volunteers, 500+ room nights created for TBID properties
- ▶ A total of 3,200 spectators and participants over 3 days
- ▶ 90% of the participants and 65% of spectators were from out of market
- ▶ \$632,613 of economic impact created by the event

### Montana Spartan Race, May 10, 2014

#### Spartan Sprint:

- ▶ 5,500 racers registered, 600 kids, 80% out of market (increased from 64% in 2013)
- ▶ 1360 room nights created in Flathead Valley
- ▶ 6,800 non-residents were in attendance
- ▶ \$1,709,180 economic impact was created & spent in the Flathead Valley from this event

### Montana State High School Rodeo Finals, June 3-8, 2014

- ▶ 235 competitors participated in 491 events
- ▶ 98% out of market, over 100 Montana towns/cities were represented
- ▶ Estimated 500+ room nights generated to TBID properties
- ▶ \$1,072,536 economic impact generated from the event

### Montana Dragon Boat Festival, September 13-14, 2014

- ▶ 73 teams (1825 paddlers), 3500 spectators, 47% of teams from out of market
- ▶ 91% stated the event was primary reason for travel to Flathead Valley
- ▶ Event created 1,600 room nights for TBID, weighted to economy properties
- ▶ 98% overall event satisfaction and return ratio
- ▶ \$1,763,775 economic impact generated from the event

The Institute for Tourism and Recreation Research at the University of Montana compiled the spending and performance data from intercept surveys to help identify the values.



## TBID STRATEGIC PLANNING SESSION HELD JANUARY 2014

Key action items identified for 2014 – 2016

**Consumer Marketing:** Push Kalispell Discovery In Every Direction messaging through winter destination promotions, and create a strong connection with Blacktail Mountain through transportation and packaging. Develop and promote a universal events calendar.

### Meetings & Conventions:

Scale down focus to regional and drive markets for shoulder season business. Promote locally to visitors and businesses. Improve communication with meeting planners.

### Events & Sports Tournaments:

Look for a fourth signature event to occur between November and April. Solidify policy for event ancillary activities. Increase KCVB grant program to support sports tournaments and other events.

**TBID Expansion:** No expansion of TBID district or fee at this time. Approved increased administrative staffing for events and M&C based on budget capacity.