

KALISPELL CONVENTION & VISITOR BUREAU



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

Janet Clark, *Chairman, Kalispell Grand Hotel*
Vanessa Nordahl, *Vice-Chair, Hampton Inn*
Laurie Schultz, *Treasurer, Hilton Garden Inn*
Lisa Brown, *Red Lion Hotel*
Dan Moderie, *Super 8*
Dawn Hendrickson, *Homewood Suites*
Nautam Patel, *Aero Inn*

THE 2015 KEY ACCOMPLISHMENTS



AWARDED

Montana Event of the Year- *Pond Hockey Classic*
Film Friendly Community- *Kalispell*



4 EVENTS

Produced four highly successful events
in the shoulder and winter months



\$6.7 MILLION

Dollars of economic impact generated
from the 2015 signature events



CONFERENCES BOOKED

Montana Governor's Conference
on Tourism (April 2016)

Professional Outdoor Media
Association (June 2016)

Montana State Parks Division
Meeting (March 2016)

Tourism At A Glance

► In 2014, 11 Million visitors came to Montana and spent \$3.8 Billion

FLATHEAD COUNTY -- 2014

- Received highest level of spending (\$668M) per county, first time to surpass Gallatin County
- \$668 Million in local spending directly supports \$489.6 Million of economic activity
- Glacier National Park: 2.35 million people visited the Park through November. As of October, year-to-date visitation was up 1.7 percent over 2014.
- Glacier Park Intl Airport has a 3.8% increase in ridership over last year, setting passenger records in 9 of the 11 mths.

Top 5 Expenditures



2015 FINANCIAL OVERVIEW

FY'15 (July 1, 2014 – June 30, 2015)

FY'16 (July 1, 2015 – June 30, 2016)

5% Increase over FY14

\$556,622
Actual Revenue

Highest Increases In
Q3 (Jan-Mar) & Q4 (Apr- Jun)

\$655,326

KCVB Total Budget

\$525,000

TBID Projected Revenue

\$130,000

Bed Tax Projected Revenue



You know that point in the center of a compass? 360 degrees radiate outward from this hub, forming a perfect 'compass rose'. That center point could also be called "Kalispell". If Northwest Montana were a sovereign territory, Kalispell would be its capital. Not just the population capital, although with 20,000-plus residents it is the largest community in the area; and not just the geographical capitol, even though it pretty much center-punches the region. Kalispell is the nexus of Montana's northwest because, like the center of a compass, nothing in this spectacular natural playground is farther than a short, straight line away. And tracing these radial lines back to their center leads to a bustling hub of activities, a vibrant and engaged community where visitors need not look far for evidence of its charms.



DiscoverKalispell.com

- ▶ Average 10,396 unique visitors/month - 12% increase
- ▶ Average 27,311 page views/month - 5% increase
- ▶ 36% increase of new users using mobile phone devices
- ▶ % change of unique visitors by country:
 - U.S. +26%
 - Canada -16%
 - Australia + 22%

Enhancements:

- ▶ Improved appearance and navigation of lodging packages
- ▶ Seasonal slider stories and blog posts
- ▶ Enhanced accessibility to Glacier Park, Flathead Lake and Historic Downtown
- ▶ Kalispell pages

2015 Campaigns

Media Events – Portland, Seattle and San Francisco. Hosted private receptions which featured over 70 travel journalists interested in western Montana.

Press Trips – February 2015 press trip hosted four national winter sports journalists highlighting winter activities in Glacier Park, ski areas, downtown Kalispell.

Travel Shows – Calgary Outdoor & Adventure Show, Calgary Women's Show, St. Paul Ice Show

Niche Marketing – Three episodes on the nationally broadcast series 'Tom Gruenwald Outdoors' showcased the idyllic lakes and ice fishing just outside Kalispell as well as the town's welcoming amenities. The show aired on the Sportsman Channel and Wild TV.

Advertising

- ▶ Spring/summer: Food & Travel magazine, Spokesman Review, Avenue Calgary, NW Travel, O'Ranger GNP Guide.
Total impressions = 1,370,367
- ▶ Fall/winter: Food & Travel magazine, Calgary Herald, National Parks Traveler, Spokesman Review, NW Travel, Geofencing campaign, content amplification, Cranbrook B.C. radio promotion and contest.
Total impressions = TBD



2015 Meetings/Group Key Initiatives

▶ IMEX America, Las Vegas

Incentive Travel, Meetings and Events Expo. Partnered with Glacier Country, Missoula, Billings and Whitefish CVB's. Over 3000 meeting planners attend the expo. The Montana team had 28 individual appointments with qualified planners and over 20 inquiries at the booth.

▶ Meeting Planner FAM Tour, May 2015

Four meeting planners were invited to attend the western Montana familiarization tour in cooperation with Glacier Country. We presented Kalispell as a viable meeting destination and showed them first hand an abundance of things groups could do. Glacier Country produced a Meet in Montana Video promoted through various online channels and an article was included in Meeting Focus Magazine.

▶ 2016 Conferences, 15 RFP's sent, 5 booked:

- MT Governors Conference on Tourism, April 2016
– 500 attendees (Hilton Garden Inn & Red Lion Hotel)
- MT State Parks Division Meeting, March 2016
– 150 attendees (Red Lion Hotel)
- POMA-Professional Outdoor Media Association, June 2016
– 325 attendees (Red Lion Hotel)
- Clan Donald, September 2016
– 125 attendees (Hilton Garden Inn)
- Enlisted Association of the National Guard of Montana, April 2016
– 60 attendees (Red Lion Hotel)

▶ Group Activities

Continue to find niche group activities that help us target specific industries for meetings, to promote pre and post stays and place Kalispell as a top of mind meeting destination. The activities promote local agricultural and other niche businesses and include cooking classes, cherry orchard tour, trail ride with western BBQ dinner, history and cultural tour, and brewery/winery/distillery tastings, to name a few.



PUBLIC RELATIONS

Received articles and mentions of Kalispell in various U.S. and Canadian media outlets. This earned media was generated by CVB events, attraction of Kalispell as the gateway to Glacier Park as well as a great place for a family-vacation and outdoor adventures.

Examples:

- ▶ Sunset Magazine
- ▶ American Profile Magazine
- ▶ Alaska Airlines Magazine
- ▶ Calgary Herald
- ▶ American Cowboy
- ▶ Meetings Today
(Formerly Meetings Focus)



"Kalispell is part old school Cowboy, part modern adventure seeker."

– URBAN BLISS LIFE



SIGNATURE DESTINATION EVENTS



Montana Pond Hockey Classic, February 20-22, 2015

- ▶ Successful last minute change of venue to Woodland Park
- ▶ 61 teams (480 players) from MT, AB, BC, SK, OR, CA, WA, ID, CT, LA
- ▶ Champion Team - Kalispell's Sportsman Ski Haus!
- ▶ \$632,613 economic impact created by the event



Montana Spartan Race, May 9-10, 2015

- ▶ 7,000 racers in the Beast and Sprint and 4,000 spectators
- ▶ 86% from out of market (100+ miles away), 48 states plus 4 provinces represented
- ▶ Selected by NBC Sports as one of five 2015 Spartan races filmed, aired on July 21st
- ▶ Over \$4 million economic impact created by the event



Montana State High School Rodeo Finals, June 9-14, 2015

- ▶ Over 200 competitors competed in 425 events
- ▶ Over 80% of competitors from outside Flathead County
- ▶ Averaged 3.72 nights in Kalispell, average group size 3.34 people
- ▶ \$1,009,283 economic impact created by the event

Montana Dragon Boat Festival, September 12-13, 2015

- ▶ Relocation of event to Volunteer Park in Lakeside
- ▶ 61 teams (1,220 paddlers) from Alberta, CA, TX, AZ, MN, OR and across MT
- ▶ Benefited a variety of non-profits such as Save A Sister, Kelsey Timothy Fund, Lakeside/Somers PTA, Lakeside Boy Scout Troop, Youth With A Mission, Somers Town Company Project
- ▶ \$955,421 economic impact created from the event

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
GLACIER RIDGE SUITES
GREENWOOD VILLAGE INN & SUITES *
GUESTHOUSE 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 *
MOTEL 6
RED LION HOTEL
TRAVELODGE

2016: MARRIOTT SPRINGHILL SUITES

* Indicates New Members

KCVB EVENT GRANTS AWARDED

(financial and in-kind sponsorships):

State Western B Basketball Championships
Montana State Indoor Archery Championships
Kalispell Beer & Wine Open
Flathead Celtic Festival
The Event at Rebecca Farm
Cowboy Mounted Shooting Championship
Friesian Keuring Event
W MT Little Guy State Wrestling Championship