

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – August 7, 2013
3:00 pm – 5:00 pm**

Location: Kalispell Chamber

AGENDA

3:00 pm Meeting Called to Order: Lisa Brown, Chair of the Board

1. Hear from the Public

Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.

2. Board Action

- a) Approval of minutes from July 10, 2013
- b) TBID financial statements for June, 2013

3. Board Discussion

- a) Dragon Boat update
- b) Consumer marketing updates

5:00 pm Meeting Adjourns

Enclosures: July 10, 2013 minutes
TBID financial statements for June 2013
STR Report
KCVB Reports

For Further Information, Please Contact:

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2013 TBID Board Meeting Schedule

January 9	February 13	March 6	April 3	May 1	June 12
July 10	August 7	October 2	November 6	December 4	

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

Kalispell Tourism Business Improvement District
Board Attendance

2013

	Jan 9	Feb 13	Mar 6	Apr 3	May 1	Jun 5	Jul 10	Aug 7	Sep	Oct 2	Nov 6	Dec 4
Bissell, Gib	~	X	X	X	X	X	X					
Bowman, Angie	X	X	X	X	X	X	X					
Brown, Lisa	X	X	X	X	X	~	X					
Clark, Janet	X	X	X	X	X	X	~					
Fisher, Lori	~	~	~	~	~	X	X					
Moderie, Dan	~	X	~	~	X	X	~					
Walters, Chris	X	X	X	X	~	X	~					

~ = Absent

X = Present

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
July 10, 2013**

Minutes

Board Members Present: Lisa Brown, Angie Bowman, Gib Bissell, Lori Fisher

Board Members Absent: Janet Clark, Dan Moderie, Chris Walters

Staff Present: Diane Medler, Rob Brisendine

Guests Present: Brandon Peterson, Holiday Inn Express

Meeting was called to order by Lisa Brown, Chairman of the Board at 3:05 PM.

1. Hear from the public – none

2. Board Action

a. Approve Minutes from the June 5, 2013 Meeting:

Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Lori Fisher.

Discussion: none. Board approved unanimously.

b. TBID financial statements for June 2013:

Action: Motion was made by Lori Fisher to approve the financial statements. Motion seconded by Angie Bowman. Discussion: none. Board approved unanimously.

c. Transfer of TBID sponsorship of air service grant from LA to Phoenix service: In June 2012 TBID board approved a \$3,000 pledge towards the air service grant for new service to GPI. The service was anticipated to be Los Angeles twice weekly on Allegiant but for various reasons that has not been finalized. GPI and its consultants feel we have a strong opportunity to obtain service to Phoenix from Allegiant. Seeking approval from the board to transfer the \$3,000 pledge to Phoenix service if approved.

Action: Motion was made by Gib Bissell to approve the transfer of pledge to Phoenix service.

Motion was seconded by Angie Bowman. Discussion: none. Board approved unanimously.

d. Approval of event grant request, Montana Reined Cow Horse Futurity: Event promoters for the Cow Horse Futurity are requesting either a \$500 sponsorship or 10 comp rooms for 3 nights. Proposed dates for event are Oct 11-13, 2013, to be held at the Majestic Valley Arena. It is not a spectator driven event, perhaps 40-50 room night pickup above comp room allocation. Anticipate 105 participants from other states and Canada, total of 300 non-residents. Minimal growth potential, would be very gradual at a rate of 10-15% year over year. Gib stated it is good to get on the "map" for futurities. It is good shoulder/winter business and impacts the smaller properties. Leary of the comp room request considering the lack of anticipated room nights above that. Rob recommended the group approve a \$500 sponsorship and require that any event materials include only Kalispell hotels. Currently two Whitefish properties are listed on the event application and schedule.

Action: Motion was made to approve a \$500 sponsorship with the stipulation that Whitefish lodging properties are removed from all event documents and promotions.

3. Board Discussion

- a. Follow up on board action at June meeting regarding TBID comp room allocation and rate for KCVB initiatives: Discussion: Following the June meeting Chris Walters shared concerns that some TBID members would feel the request for comp rooms was presented as a mandatory request by the TBID. He was concerned that reaction might cause distrust towards our overall efforts. The group agreed that it needs to be presented as a voluntary request and be complemented with a report showing the successes the TBID has achieved thus far including economic impact and occupancy data. That report needs to be delivered to owners as well as managers so they are up to speed also. An introductory letter will be sent out to TBID properties as a request for appointment. We'll conduct face to face discussions to explain the comp room and staff rate requests.
- b. Spartan Race: Survey was conducted onsite at the Spartan Race event, 450 surveys completed (spectators and participants). Report has been completed by ITRR. It shows that the one-day event generated \$1,147,612 in economic impact to our area and those surveyed gave the event a 98% overall satisfaction and return ratio. The event budget (FY12 and FY13) was \$35,000. P&L statement showed ending balance of \$5,000 over budget. We could not afford the reach an event such as this provides: 64% of the 4,300 registrants were from out of market, plus the extensive and broad marketing provided by Spartan for the Montana race. Spartan has committed to move the date to May 10, 2013. The website still shows June 14th. It will be updated soon. We'll continue to focus on ways to fill more rooms in Kalispell.
- c. Dragon Boat Festival: 96 teams registered to date, 38 from out of market. Registration is closed but we have left a few spots open if an out of market team wants to register. The Saturday night event will be at the Red Lion. Friday night welcome reception/captains briefing will be held at the Hilton.
- d. High School Rodeo Finals: the event is moving out of Bozeman after being there for several years. There are key people lobbying for Kalispell, so good odds that if we apply we'll be awarded the event for two years. Projected investment is \$50,000 in cash and in kind. Rob will verify date in June 2014 to assure it doesn't conflict with major events such as Three Blind Refs. Proposals are due August 1st.
- e. Consumer Marketing Updates: Online marketing report for May showed a 451% increase in unique website visits over May 2012. Pages per visit and site duration also increased. Visits from Alberta increased 537%, British Columbia increased 775%, Saskatchewan 442% and Ontario 1,900% increase. Trip Advisor: 53% page view increase and 79% increase in total clicks/interactions. STR Report showed a 6% increase in occupancy, 4.1% increase in ADR and 10.4% decrease in RevPAR for May. Social Media: CVB has taken Facebook and Instagram in house. Facebook ad campaign generated over 13,000 new likes during June. Following continues to grow through use of compelling imagery.
- f. Memberships: Board agreed to provide sponsorship of Voices of Montana Tourism in the amount of \$2,000 and to renew the membership to KDA for \$200. Board also agreed to provide KDA with \$500 to be directed towards the purchase of Christmas lights to improve the downtown display.
- g. M&C updates: Rob will attend the Meetings Focus show in Portland August 16-17 where he'll have 20 1:1 appointments with qualified meeting planners.

Meeting was adjourned at 4:10 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064
Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

2013 Board Meeting Schedule - Kalispell Chamber Conference Room at 3:00 PM

January 9

February 13

March 6

April 3

May 1

June 5

July 10

August 7

October 2

November 6

December 4

Kalispell Tourism Business Improvement District
Summary of Expenditures
August 7, 2013

TBID General Funds – Expense Summary June 2013:

Admin:

Travel & Entertainment - \$270.24: Senator Tester Tourism Workshop (Joe), AmCham golf tournament package; misc mileage and entertainment.

Equipment - \$229.99: Diane phone

Consumer Marketing – \$3,709.18: Facebook ad campaign and administration; Meet West booth supplies; airport stocking

Event Marketing - \$15,915.34: \$4,640 for DB – Tacoma boat rental deposit; \$11,275.34 for Spartan

Group Marketing - \$4,131.50: 2nd payment to CVent

PR/Publicity – \$292.92: Tourism Advisory Council evening event

KCVB Private Funds - Summary June 2013:

Dragon Boat:

Income - \$5,758.50: \$5,658.59 registrations, \$100 vendors

Expenses - \$7,414.53: Bookkeeping; Facebook ads; promo items; team expenses; PR; trailer expenses

Spartan:

Expenses - \$4,596.25: pre-game audio

Pond:

Expenses - \$114.00: flyers

(factual basis)	TBID FY 2013												Actual	Budget	
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12			
	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12	Jan-13	Feb-13	Mar-13	Apr-13	May-13	Jun-13			
ASSETS															
Current Assets	\$ 67,392.61	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 132,963.02	\$ 192,215.88	\$ 142,037.59	\$ 135,904.48	\$ 179,327.83		\$ 440,293.50	\$ 465,300.00
TBID Quarterly Collections	\$ -	\$ 71,421.02	\$ -	\$ -	\$ 197,799.25	\$ -	\$ 90,171.23	\$ 15,039	\$ 15,87	\$ 13,21	\$ 80,902.00	\$ 11,42	\$ -	\$ 134.47	\$ -
Interest Income	\$ 5,40	\$ 7,63	\$ 8,63	\$ 4,32	\$ 9,18	\$ 17,93	\$ 14,00	\$ 15,039	\$ 15,87	\$ 13,21	\$ 80,913.42	\$ 11,79	\$ -	\$ 1,179	\$ -
Total Cash Receipts	\$ 5,40	\$ 71,428.65	\$ 8,63	\$ 4,32	\$ 197,808.43	\$ 17,93	\$ 14,00	\$ 15,039	\$ 15,87	\$ 13,21	\$ 80,913.42	\$ 11,79	\$ -	\$ 440,427.97	\$ -
Total Cash Available	\$ 67,398.01	\$ 108,437.95	\$ 97,580.56	\$ 78,681.89	\$ 214,008.65	\$ 187,367.09	\$ 152,638.57	\$ 223,149.34	\$ 192,231.75	\$ 142,050.80	\$ 216,817.90	\$ 179,339.62			
LIABILITIES & EQUITY															
Staffing - Program Mgr & Sales Mgr	\$ 9,125.06	\$ 11,459.04	\$ 10,527.91	\$ 10,657.44	\$ 10,569.69	\$ 12,524.33	\$ 10,863.58	\$ 10,837.38	\$ 10,808.48	\$ 10,808.48	\$ 10,624.79	\$ 10,782.38		\$ 129,568.56	\$ 127,282.00
Bank Fees	\$ 4.87	\$ 3.95	\$ 4.50	\$ 8.15	\$ 5.00	\$ 2.85	\$ 3.00	\$ 3.34	\$ 3.72	\$ 3.32	\$ 2.50	\$ 3.60		\$ -	\$ -
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 766.00	\$ 565.00	\$ 565.00	\$ 565.00		\$ 6,445.00	\$ 6,780.00
Telephone	\$ 171.68	\$ 305.85	\$ 237.37	\$ 160.34	\$ 193.61	\$ 155.33	\$ 185.13	\$ 282.79	\$ 295.36	\$ 216.06	\$ 321.69	\$ 217.98		\$ 2,723.17	\$ 3,500.00
Office Supplies	\$ 30.00	\$ 80.88	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ -	\$ -	\$ -	\$ -	\$ 20.98	\$ 17.35		\$ 269.42	\$ 1,100.00
Postage & Copies	\$ 326.26	\$ 207.62	\$ 85.30	\$ 202.83	\$ 66.05	\$ 201.44	\$ 118.97	\$ 191.34	\$ 309.47	\$ 481.75	\$ 254.95	\$ 317.90		\$ 2,763.88	\$ 2,400.00
Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ 6,000.00
Bookkeeping	\$ 148.75	\$ 148.75	\$ 148.75	\$ 175.00	\$ 201.25	\$ 148.75	\$ 271.25	\$ 131.25	\$ 113.75	\$ 140.00	\$ 157.50	\$ 210.00		\$ 1,995.00	\$ 2,800.00
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 5,000.00	\$ 200.00
City of Kalamazoo Admin Fee	\$ -	\$ 1,785.53	\$ -	\$ -	\$ 3,214.47	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -
Employee Search/Traveling expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -
Travel and entertainment	\$ 75.83	\$ 100.00	\$ -	\$ 95.97	\$ 198.25	\$ 327.88	\$ 293.38	\$ 72.71	\$ 151.04	\$ 67.34	\$ 834.95	\$ 270.24		\$ 2,488.89	\$ 2,500.00
Technology support	\$ -	\$ 90.00	\$ 88.56	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 145.00	\$ -	\$ -		\$ 323.56	\$ 500.00
Equipment (software, misc)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 229.99	\$ 2,375.00
Research and Education	\$ -	\$ -	\$ 4,800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 6,050.00	\$ 6,133.00
Website - maint & enhancements	\$ -	\$ -	\$ -	\$ 9,146.75	\$ 182.27	\$ 1,236.25	\$ -	\$ 250.00	\$ 48.85	\$ -	\$ 918.75	\$ 50.29		\$ 11,620.66	\$ 6,133.00
Website - SEO & SEM	\$ -	\$ -	\$ -	\$ 2,639.36	\$ 793.20	\$ 1,933.58	\$ -	\$ 590.33	\$ -	\$ -	\$ -	\$ -		\$ 5,956.47	\$ 23,000.00
Website Grant	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ -	\$ -
Publications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,391.50	\$ 6,313.00	\$ 2,481.50	\$ 150.00	\$ -	\$ -		\$ 11,461.00	\$ 16,000.00
Consumer Marketing	\$ 6,699.46	\$ 727.44	\$ (1,428.88)	\$ 7,007.14	\$ 6,893.27	\$ 11,481.26	\$ 3,293.32	\$ 4,451.18	\$ 29,255.99	\$ (10,783.10)	\$ 4,814.66	\$ 3,709.18		\$ 86,120.91	\$ 82,500.00
Event Sponsorship/Marketing	\$ 12,463.27	\$ (7,453.47)	\$ 3,279.98	\$ 27,860.33	\$ 2,782.18	\$ 2,321.80	\$ 757.42	\$ 4,700.00	\$ 5,020.25	\$ 30.58	\$ 13,075.72	\$ 15,915.34		\$ 80,753.40	\$ 85,000.00
Group Marketing	\$ -	\$ -	\$ 631.50	\$ 1,073.11	\$ -	\$ 1,487.50	\$ -	\$ -	\$ 6,683.50	\$ 5,277.64	\$ 1,289.68	\$ 4,131.50		\$ 20,574.43	\$ 85,000.00
Public Relations/Visibility	\$ -	\$ 2,912.43	\$ -	\$ 2,927.25	\$ 1,031.25	\$ 2,393.75	\$ -	\$ 2,594.64	\$ 956.25	\$ (956.29)	\$ 4,608.90	\$ 292.92		\$ 16,761.14	\$ 17,250.00
Prior Fiscal Year Expenses	\$ 785.54	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		\$ 785.54	\$ -
Sub-total	\$ 30,328.71	\$ 10,866.02	\$ 18,902.99	\$ 62,481.67	\$ 26,659.49	\$ 34,742.52	\$ 19,675.55	\$ 30,933.46	\$ 50,194.16	\$ 6,146.32	\$ 37,490.07	\$ 36,818.86		\$ 365,239.82	\$ 475,300.00
Total Cash Paid Out	\$ 30,328.71	\$ 10,866.02	\$ 18,902.99	\$ 62,481.67	\$ 26,659.49	\$ 34,742.52	\$ 19,675.55	\$ 30,933.46	\$ 50,194.16	\$ 6,146.32	\$ 37,490.07	\$ 36,818.86		\$ 365,239.82	\$ 475,300.00
Current Assets	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 132,963.02	\$ 192,215.88	\$ 142,037.59	\$ 135,904.48	\$ 179,327.83	\$ 142,520.76			

Tourism Business Improvement District
Balance Sheet
As of June 30, 2013

	<u>Jun 30, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	171,811.59
Total Checking/Savings	<u>171,811.59</u>
Total Current Assets	171,811.59
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,185.28</u>
TOTAL ASSETS	<u><u>200,996.87</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	32,111.55
Total Accounts Payable	<u>32,111.55</u>
Total Current Liabilities	<u>32,111.55</u>
Total Liabilities	32,111.55
Equity	
32000 · Unrestricted Net Assets	92,897.17
Net Income	75,988.15
Total Equity	<u>168,885.32</u>
TOTAL LIABILITIES & EQUITY	<u><u>200,996.87</u></u>

3:14 PM
 08/01/13
 Accrual Basis

Tourism Business Improvement District Profit & Loss June 2013

	Jun 13	Jul '12 - Jun 13
Income		
4000 · TBID Revenue	0.00	440,293.50
4100 · Interest Income	11.79	134.47
Total Income	11.79	440,427.97
Expense		
5000 · Staffing		
5010 · Director	5,299.26	68,022.38
5020 · Sales Manager	5,463.12	61,546.18
Total 5000 · Staffing	10,762.38	129,568.56
5100 · Administrative		
5350 · City of Kallispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.60	48.80
5125 · Bookkeeping	210.00	1,995.00
5140 · Office Supplies	17.56	269.42
5150 · Postage & Copies	317.90	2,763.88
5160 · Rent	565.00	6,445.00
5180 · Telephone	217.96	2,723.17
5185 · Travel & Entertainment	270.24	1,988.89
5190 · Technology Support	0.00	323.56
5195 · Equipment (Software)	229.99	229.99
Total 5100 · Administrative	1,832.25	21,787.71
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	0.00	1,000.00
5200 · Research & Education - Other	0.00	250.00
Total 5200 · Research & Education	0.00	6,050.00
5250 · Web Site		
5290 · RWD	0.00	-6,700.00
5260 · Development	0.00	430.00
5270 · Maintenance	50.29	11,190.66
5280 · SEO & SEM	0.00	5,956.47
Total 5250 · Web Site	50.29	10,877.13
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	3,446.68	19,899.28
5440 · Other Media	0.00	21,320.27
5450 · Online Advertising	0.00	12,782.32
5460 · Travel Show Attendance	0.00	8,561.62
5470 · Trade Show Booth	212.50	3,786.29
5480 · Airport VIC Kiosk	50.00	616.88
5490 · Stock Airport VIC	0.00	100.00
Total 5400 · Consumer Marketing	3,709.18	67,091.61
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	0.00	12,827.64
5501.9 · Other Dragon Boat	4,640.00	16,131.55
Total 5501 · Dragon Boat	4,640.00	28,959.19
5502 · Spartan Event	11,275.34	38,816.97
5503 · Huckleberry 100	0.00	8,075.85
5504 · Winter Recruitment Campaign		
5504.2 · Pond Hockey	0.00	1,484.86
Total 5504 · Winter Recruitment Campaign	0.00	1,484.86
5505 · Event Promoter Recruitment	0.00	1,650.00
5506 · Regional Venue & Event Sponsor	0.00	780.00
5549 · Other Event Marketing	0.00	254.40
Total 5500 · Event Marketing	15,915.34	80,021.27
5550 · Group Marketing		

3:14 PM
 08/01/13
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 June 2013

	Jun 13	Jul '12 - Jun 13
5560 · Meeting, Conv & Event Guide	0.00	372.50
5565 · Trade Show, FAM Trips		
5565.6 · MEET West	0.00	4,264.68
5565.8 · Seattle	0.00	-317.00
5565.9 · Smart Meetings	0.00	4,053.14
Total 5565 · Trade Show, FAM Trips	0.00	8,000.82
5570 · Incentive Program	0.00	361.41
5575 · Online Advertising	4,131.50	7,869.00
5584 · Sports Tournament Recruitment	0.00	3,000.00
5589 · Association Membership	0.00	432.13
Total 5550 · Group Marketing	4,131.50	20,035.86
5650 · Public Relations		
5660 · Travel Writers/Press Releases/	0.00	1,350.00
5665 · Press Releases	0.00	13,545.07
5675 · Visitor Hospitality	292.92	483.93
5680 · Kalispell Merchandise	0.00	1,182.14
5650 · Public Relations - Other	0.00	200.00
Total 5650 · Public Relations	292.92	16,761.14
5700 · Publications		
5710 · Visitor Guide	0.00	11,236.00
5790 · Other Publications	125.00	225.00
Total 5700 · Publications	125.00	11,461.00
6000 · Prior Fiscal Year Expense	0.00	785.54
Total Expense	36,818.86	364,439.82
Net Income	-36,807.07	75,988.15

3:14 PM

08/01/13

Accrual Basis

**Tourism Business Improvement District
Profit & Loss Budget vs. Actual
July 2012 through June 2013**

	Jul '12 - Jun 13	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	440,293.50	475,300.00	-35,006.50	92.6%
4100 · Interest Income	134.47			
Total Income	<u>440,427.97</u>	<u>475,300.00</u>	<u>-34,872.03</u>	<u>92.7%</u>
Expense				
5000 · Staffing	129,568.56	127,262.00	2,306.56	101.8%
5100 · Administrative	21,787.71	33,155.00	-11,367.29	65.7%
5200 · Research & Education	6,050.00	6,133.00	-83.00	98.6%
5250 · Web Site	10,877.13	23,000.00	-12,122.87	47.3%
5400 · Consumer Marketing	67,091.61	82,500.00	-15,408.39	81.3%
5500 · Event Marketing	80,021.27	85,000.00	-4,978.73	94.1%
5550 · Group Marketing	20,035.86	85,000.00	-64,964.14	23.6%
5650 · Public Relations	16,761.14	17,250.00	-488.86	97.2%
5700 · Publications	11,461.00	16,000.00	-4,539.00	71.6%
6000 · Prior Fiscal Year Expense	785.54			
Total Expense	<u>364,439.82</u>	<u>475,300.00</u>	<u>-110,860.18</u>	<u>76.7%</u>
Net Income	<u><u>75,988.15</u></u>	<u><u>0.00</u></u>	<u><u>75,988.15</u></u>	<u><u>100.0%</u></u>

3:18 PM
08/01/13
Accrual Basis

Kalispell Convention & Visitor's Bureau
Balance Sheet
As of June 30, 2013

	<u>Jun 30, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Checking	79,480.66
Total Checking/Savings	79,480.66
Accounts Receivable	
11000 · Accounts Receivable	2,846.68
Total Accounts Receivable	2,846.68
Total Current Assets	82,327.34
TOTAL ASSETS	<u>82,327.34</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	6,115.18
Total Accounts Payable	6,115.18
Total Current Liabilities	6,115.18
Total Liabilities	6,115.18
Equity	
32000 · Unrestricted Net Assets	-547.29
Net Income	76,759.45
Total Equity	76,212.16
TOTAL LIABILITIES & EQUITY	<u>82,327.34</u>

3:18 PM

08/01/13

Accrual Basis

Kalispell Convention & Visitor's Bureau Profit & Loss June 2013

	Jun 13	Jan - Jun 13
Income		
40100 · Grants	0.00	60,300.00
40200 · Sponsors	0.00	20,000.00
40300 · Registrations	5,658.50	38,808.50
40400 · Vendors	100.00	100.00
40800 · Merchandise	0.00	124.00
40850 · Food & Beverage	0.00	12,141.00
Total Income	5,758.50	131,473.50
Expense		
50000 · Administrative		
50300 · Bookkeeping	358.75	927.50
50400 · Planning Meetings	0.00	154.15
50500 · Office Supplies	0.00	213.93
50700 · Credit Card Fee	0.00	122.00
50900 · Additional Personnel	0.00	180.50
Total 50000 · Administrative	358.75	1,598.08
51000 · Promotor Expense		
51100 · Coordinators Fee	0.00	2,000.00
51150 · Event Day Coordination	0.00	1,000.00
51200 · Hotel Food & Beverage	0.00	75.83
51400 · Equipment Rental	0.00	4,900.00
Total 51000 · Promotor Expense	0.00	7,975.83
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	0.00	1,802.00
52125 · Web	0.00	941.69
Total 52100 · Creative Development	0.00	2,743.69
52160 · Production		
52170 · Print	114.00	114.00
Total 52160 · Production	114.00	114.00
52200 · Marketing		
52220 · Radio Broadcast	0.00	1,181.25
52250 · Social Media	1,179.52	2,542.24
52260 · E-Campaign	9.59	9.59
52271 · Direct Mail	0.00	84.39
Total 52200 · Marketing	1,189.11	3,817.47
52300 · Logo		
52300 · Logo	0.00	1,300.00
52400 · Promo Items		
52400 · Promo Items	3,898.23	5,075.48
52500 · Public Relations		
52500 · Public Relations	400.00	6,034.98
52600 · Photographer/videographer		
52600 · Photographer/videographer	0.00	600.00
52700 · Sponsor's		
52700 · Sponsor's	0.00	190.00
52900 · Out of Market Event Participatn		
52900 · Out of Market Event Participatn	0.00	700.00
Total 52000 · Advertising & Marketing	5,601.34	20,575.62
53000 · Entertainment		
53100 · Event Entertainment	0.00	1,000.00
53200 · Pre-Event Reception	4,500.00	12,813.33
Total 53000 · Entertainment	4,500.00	13,813.33
54000 · Safety Staff		
54100 · Traffic Control	0.00	930.00
54400 · Insurance	0.00	2,203.75
Total 54000 · Safety Staff	0.00	3,133.75
55000 · Team Expenses		
55000 · Team Expenses	448.00	448.00
57000 · Outside Services		
57500 · Boat Storage	0.00	250.00
57650 · Cleaning Service	0.00	125.00
57800 · Water	0.00	1,765.60

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Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss
June 2013

	<u>Jun 13</u>	<u>Jan - Jun 13</u>
Total 57000 · Outside Services	0.00	2,140.60
59000 · Miscellaneous		
59100 · Setup/Logistics	0.00	345.07
59400 · License & Fees	0.00	20.00
59000 · Miscellaneous - Other	0.00	2,015.00
Total 59000 · Miscellaneous	0.00	2,380.07
60000 · Equipment	1,216.69	2,648.77
Total Expense	<u>12,124.78</u>	<u>54,714.05</u>
Net Income	<u>-6,366.28</u>	<u>76,759.45</u>

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 08/01/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss by Class
 June 2013

	Dragon Boat	Pond Hockey	Spartan	TOTAL
Income				
40300 · Registrations	5,658.50	0.00	0.00	5,658.50
40400 · Venders	100.00	0.00	0.00	100.00
Total Income	5,758.50	0.00	0.00	5,758.50
Expense				
50000 · Administrative				
50300 · Bookkeeping	262.50	0.00	96.25	358.75
Total 50000 · Administrative	262.50	0.00	96.25	358.75
52000 · Advertising & Marketing				
52160 · Production				
52170 · Print	0.00	114.00	0.00	114.00
Total 52160 · Production	0.00	114.00	0.00	114.00
52200 · Marketing				
52250 · Social Media	1,179.52	0.00	0.00	1,179.52
52260 · E-Campaign	9.59	0.00	0.00	9.59
Total 52200 · Marketing	1,189.11	0.00	0.00	1,189.11
52400 · Promo Items	3,898.23	0.00	0.00	3,898.23
52500 · Public Relations	400.00	0.00	0.00	400.00
Total 52000 · Advertising & Marketing	5,487.34	114.00	0.00	5,601.34
53000 · Entertainment				
53200 · Pre-Event Reception	0.00	0.00	4,500.00	4,500.00
Total 53000 · Entertainment	0.00	0.00	4,500.00	4,500.00
55000 · Team Expenses	448.00	0.00	0.00	448.00
60000 · Equipment	1,216.69	0.00	0.00	1,216.69
Total Expense	7,414.53	114.00	4,596.25	12,124.78
Net Income	-1,666.03	-114.00	-4,596.25	-6,366.28

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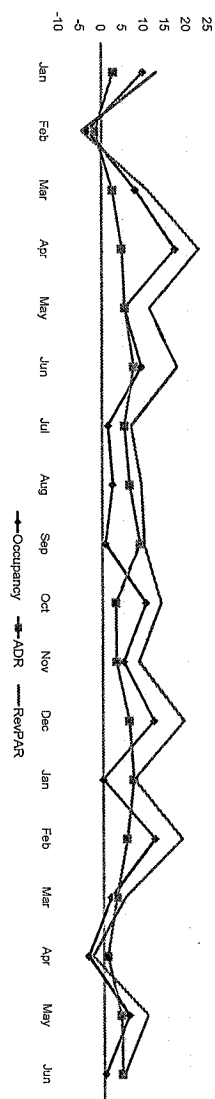
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Accrual Basis

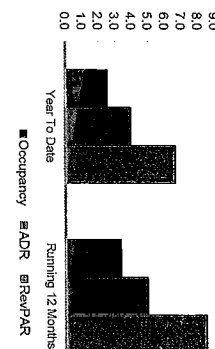
Kallspell Convention & Visitor's Bureau
Profit & Loss by Class
January through June 2013

	Admin	Dragon Boat	Pond Hockey	Spartan	TOTAL
Income					
40100 · Grants	0.00	29,300.00	31,000.00	0.00	60,300.00
40200 · Sponsors	0.00	15,500.00	0.00	4,500.00	20,000.00
40300 · Registrations	0.00	38,808.50	0.00	0.00	38,808.50
40400 · Vendors	0.00	100.00	0.00	0.00	100.00
40800 · Merchandise	0.00	124.00	0.00	0.00	124.00
40880 · Food & Beverage	0.00	0.00	0.00	12,141.00	12,141.00
Total Income	0.00	83,832.50	31,000.00	16,641.00	131,473.50
Expense					
50000 · Administrative					
50300 · Bookkeeping	113.75	577.50	17.50	218.75	927.50
50400 · Planning Meetings	0.00	17.90	84.64	51.61	154.15
50500 · Office Supplies	65.69	0.00	0.00	148.24	213.93
50700 · Credit Card Fee	0.00	22.00	0.00	100.00	122.00
50900 · Additional Personnel	0.00	180.50	0.00	0.00	180.50
Total 50000 · Administrative	179.44	797.90	102.14	518.60	1,598.08
51000 · Promotor Expense					
51100 · Coordinators Fee	0.00	2,000.00	0.00	0.00	2,000.00
51150 · Event Day Coordination	0.00	0.00	0.00	1,000.00	1,000.00
51200 · Hotel Food & Beverage	0.00	0.00	0.00	75.83	75.83
51400 · Equipment Rental	0.00	4,900.00	0.00	0.00	4,900.00
Total 51000 · Promotor Expense	0.00	6,900.00	0.00	1,075.83	7,975.83
52000 · Advertising & Marketing					
52100 · Creative Development					
52110 · Print	0.00	1,062.00	300.00	440.00	1,802.00
52125 · Web	0.00	895.00	46.69	0.00	941.69
Total 52100 · Creative Development	0.00	1,957.00	346.69	440.00	2,743.69
52160 · Production					
52170 · Print	0.00	0.00	114.00	0.00	114.00
Total 52160 · Production	0.00	0.00	114.00	0.00	114.00
52200 · Marketing					
52220 · Radio Broadcast	0.00	0.00	0.00	1,181.25	1,181.25
52250 · Social Media	0.00	2,542.24	0.00	0.00	2,542.24
52260 · E-Campaign	0.00	9.59	0.00	0.00	9.59
52271 · Direct Mail	0.00	84.39	0.00	0.00	84.39
Total 52200 · Marketing	0.00	2,636.22	0.00	1,181.25	3,817.47
52300 · Logo	0.00	0.00	1,300.00	0.00	1,300.00
52400 · Promo Items	0.00	4,775.48	300.00	0.00	5,075.48
52500 · Public Relations	0.00	5,634.98	0.00	400.00	6,034.98
52600 · Photographer/Videographer	0.00	0.00	600.00	0.00	600.00
52700 · Sponsors	0.00	190.00	0.00	0.00	190.00
52800 · Out of Market Event Participatn	0.00	700.00	0.00	0.00	700.00
Total 52000 · Advertising & Marketing	0.00	15,893.68	2,660.69	2,021.25	20,575.62
53000 · Entertainment					
53100 · Event Entertainment	0.00	0.00	0.00	1,000.00	1,000.00
53200 · Pre-Event Reception	0.00	0.00	0.00	12,813.33	12,813.33
Total 53000 · Entertainment	0.00	0.00	0.00	13,813.33	13,813.33
54000 · Safety Staff					
54100 · Traffic Control	0.00	0.00	0.00	930.00	930.00
54400 · Insurance	0.00	688.75	0.00	1,515.00	2,203.75
Total 54000 · Safety Staff	0.00	688.75	0.00	2,445.00	3,133.75
55000 · Team Expenses	0.00	448.00	0.00	0.00	448.00
57000 · Outside Services					
57500 · Boat Storage	0.00	250.00	0.00	0.00	250.00
57650 · Cleaning Service	0.00	0.00	0.00	125.00	125.00
57800 · Water	0.00	0.00	0.00	1,765.60	1,765.60
Total 57000 · Outside Services	0.00	250.00	0.00	1,890.60	2,140.60
59000 · Miscellaneous					
59100 · Setup/Logistics	0.00	156.32	0.00	188.75	345.07
59400 · License & Fees	0.00	0.00	0.00	20.00	20.00
59000 · Miscellaneous - Other	0.00	2,015.00	0.00	0.00	2,015.00
Total 59000 · Miscellaneous	0.00	2,171.32	0.00	208.75	2,380.07
60000 · Equipment	0.00	2,648.77	0.00	0.00	2,648.77
Total Expense	179.44	29,798.42	2,762.83	21,973.36	54,714.05
Not Income	-179.44	64,034.08	28,237.17	-5,332.36	76,769.45

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2012												2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun						
This Year	29.2	37.7	40.0	42.3	44.8	48.2	65.5	88.9	89.5	72.8	50.0	37.9	47.2	32.9	29.3	42.3	40.7	42.8	66.8					
Last Year	26.6	38.9	37.0	36.1	36.1	38.1	60.9	87.6	87.6	73.2	48.3	38.1	47.6	29.2	29.2	37.7	40.7	42.3	66.8					
Percent Change	9.8	-3.1	6.8	17.2	5.4	9.3	15	1.5	2.5	0.8	19.2	5.0	5.4	0.1	0.1	12.2	1.9	-3.5	5.0					
Year To Date												Year To Date												
2011	70.68												75.79											
2012	80.18												76.75											
2013	83.38												74.98											
Running 12 Months	86.43												80.08											
2011	81.03												83.06											
2012	78.46												81.03											
2013	83.38												83.38											
Running 12 Months	81.03												83.38											

ADR	2012												2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun						
This Year	70.67	72.67	72.66	74.33	79.67	97.25	118.07	118.07	112.13	97.23	78.30	75.37	75.17	70.78	75.79	76.75	74.98	75.04	82.92					
Last Year	68.74	73.94	70.83	70.97	75.55	80.46	80.46	80.46	80.46	89.27	89.27	89.27	89.27	89.27	89.27	89.27	89.27	89.27	89.27					
Percent Change	2.8	-1.5	2.8	4.7	5.4	17.5	5.8	5.8	5.8	8.9	13.2	3.3	6.2	7.2	7.2	5.6	3.2	1.0	4.1					
Year To Date												Year To Date												
2011	70.68												75.79											
2012	80.18												76.75											
2013	83.38												74.98											
Running 12 Months	86.43												80.08											
2011	81.03												83.06											
2012	78.46												81.03											
2013	83.38												83.38											
Running 12 Months	81.03												83.38											

RevPAR	2012												2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun						
This Year	20.67	27.40	29.05	31.43	37.64	64.70	104.97	103.28	97.35	71.75	39.16	28.59	24.71	22.19	32.46	30.54	30.62	41.54	67.81					
Last Year	18.31	23.75	23.22	25.60	33.88	50.319	50.319	50.319	50.319	63.34	34.42	26.36	20.77	20.67	27.40	29.05	31.43	31.43	37.64					
Percent Change	12.9	-1.7	10.8	22.8	11.2	17.5	5.8	5.8	5.8	9.8	19.8	8.5	18.0	7.3	18.5	5.1	-2.6	0.4	4.8					
Year To Date												Year To Date												
2011	201.738												201.738											
2012	291.817												291.817											
2013	281.536												281.536											
Running 12 Months	286.527												286.527											
2011	286.527												286.527											
2012	286.527												286.527											
2013	286.527												286.527											
Running 12 Months	286.527												286.527											

Supply	2012												2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun						
This Year	45.267	45.589	48.287	46.710	45.267	46.710	48.287	48.287	48.287	46.710	46.710	46.710	46.710	48.287	48.287	43.568	46.890	46.890	46.890					
Last Year	50.319	45.444	50.313	46.710	50.319	46.710	46.710	46.710	46.710	46.710	46.710	46.710	46.710	46.710	46.710	46.710	46.710	46.710	46.710					
Percent Change	-11.1	1.1	-4.1	-1.1	-11.1	0.0	0.0	0.0	0.0	-11.1	-11.1	-11.1	-11.1	-11.1	-11.1	-6.1	-11.1	-11.1	-11.1					
Year To Date												Year To Date												
2011	201.738												201.738											
2012	291.817												291.817											
2013	281.536												281.536											
Running 12 Months	286.527												286.527											
2011	286.527												286.527											
2012	286.527												286.527											
2013	286.527												286.527											
Running 12 Months	286.527												286.527											

Demand	2012												2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun						
This Year	14.116	16.439	19.300	18.750	22.895	31.076	42.911	43.287	42.234	34.448	24.422	17.709	15.838	14.120	18.428	19.546	19.046	24.192	31.188					
Last Year	13.402	17.893	18.629	17.585	22.517	28.423	42.911	42.234	42.234	34.187	21.888	16.870	14.185	14.116	16.439	19.300	19.750	22.895	31.076					
Percent Change	5.3	-7.1	3.8	12.4	1.1	9.3	1.5	2.3	0.2	0.8	10.2	5.0	12.0	0.0	12.1	1.8	-3.6	6.0	0.4					
Year To Date												Year To Date												
2011	118.264												118.264											
2012	123.488												123.488											
2013	123.488												123.488											
Running 12 Months	286.527												286.527											
2011	286.527												286.527											
2012	286.527												286.527											
2013	286.527												286.527											
Running 12 Months	286.527												286.527											

Revenue	2012												2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun						
This Year	997.685	1,194.625	1,402.279	1,468.039	1,816.816	3,022.202	5,096.716	5,128.822	4,898.779	3,246.208	1,888.741	1,394.682	1,002.829	1,070.206	1,414.232	1,472.982	1,429.245	2,003.572	3,165.446					
Last Year	927.238	1,206.627	1,319.427	1,246.556	1,708.696	2,571.729	4,742.229	4,898.779	3,052.039	1,857.281	1,231.201	1,002.829	697.685	1,070.206	1,194.626	1,402.279	1,488.039	1,816.816	3,022.202					
Percent Change	8.3	-8.6	6.8	17.8	6.6	17.5	5.8	5.8	5.8	9.7	18.7	8.4	18.9	7.3	18.4	5.0	-2.6	10.3	4.7					
Year To Date												Year To Date												
2011	9,069,008												9,069,008											
2012	9,901,647												9,901,647											
2013	10,555,715												10,555,715											
Running 12 Months	24,477,288												24,477,288											
2011	24,477,288												24,477,288											
2012	24,477,288												24,477,288											
2013	24,477,288												24,477,288											
Running 12 Months	24,477,288												24,477,288											

Census %	2012												2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun						
Census Pops	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19					
Census Rooms	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567					
% Rooms Participating	83.1	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9					
Year To Date												Year To Date												
2011	7.0												7.0											
2012	7.0												7.0											
2013	7.0												7.0											
Running 12 Months	7.0												7.0											
2011	7.0												7.0											
2012	7.0												7.0											
2013	7.0												7.0											
Running 12 Months	7.0												7.0											

A dark row indicates nonreport data.
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Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: June 2013

Currency: USD - US Dollar

	Current Month - June 2013 vs June 2012										Year to Date - June 2013 vs June 2012										Participation													
	Occ %		ADR		Rev/PAR		Percent Change from June 2012		Room		Room		Room		Room		Room		Occ %		ADR		Rev/PAR		Percent Change from YTD 2012		Room		Room		Properties		Rooms	
	2013	2012	2013	2012	2013	2012	2013	2012	Occ	ADR	Rev/PAR	Rev	Room Avail	Room Sold	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	Census	Sample	Census	Sample
Kalispell, MT+	66.8	66.5	101.46	97.25	67.81	64.70	0.5	4.3	4.8	4.7	4.7	-0.1	0.4	45.0	43.8	83.38	80.18	37.48	35.14	2.6	4.0	6.7	6.6	-0.1	2.5	19	14	1556	1346	19	14	1556	1346	
Missoula, MT+	71.8	67.3	86.73	86.66	62.26	58.35	6.6	0.1	6.7	6.7	0.0	6.6	52.0	49.3	80.59	77.74	41.91	38.34	5.4	3.7	9.3	9.3	-0.0	5.4	42	24	3136	2194	42	24	3136	2194		
Butte, MT+	68.1	63.8	86.77	84.66	59.10	54.02	6.7	2.5	9.4	9.4	0.0	6.7	46.2	48.1	80.46	79.64	37.17	38.30	-3.9	1.0	-2.9	-3.0	-0.1	-4.0	13	9	1166	889	13	9	1166	889		
Bozeman, MT+	85.7	80.8	103.52	96.16	88.74	77.73	6.1	7.7	14.2	17.8	3.1	9.4	59.5	56.8	86.45	83.65	51.44	47.50	4.8	3.3	8.3	10.6	2.1	7.0	27	15	2071	1415	27	15	2071	1415		
Whitefish, MT+																										14	2	762	224	14	2	762	224	
Rapid City MSA, SD	83.6	84.2	107.11	103.51	89.80	87.14	-0.6	3.5	2.8	4.5	1.6	1.0	50.0	51.8	79.67	77.04	39.80	39.89	-3.5	3.4	-0.2	2.2	2.4	-1.2	85	45	6056	4123	85	45	6056	4123		
Park City, UT+	58.2	59.2	142.00	137.31	82.70	81.31	-1.7	3.4	1.7	4.9	3.1	1.4	49.8	51.0	276.14	257.36	137.46	131.14	-2.3	7.3	4.8	8.6	3.6	1.2	34	34	3844	2339	34	34	3844	2339		
Helena/Great Falls	66.3	71.3	86.16	83.22	57.09	59.32	-7.1	3.5	-3.8	-4.0	-0.3	-7.3	55.4	56.8	82.49	79.34	45.70	45.08	-2.5	4.0	1.4	1.2	-0.2	-2.7	50	36	3854	3260	50	36	3854	3260		
Coeur D Alene, ID+	78.7	76.1	146.37	138.13	115.17	105.92	3.4	5.2	8.7	8.7	0.0	3.4	53.1	50.1	107.58	102.97	57.08	51.58	5.9	4.5	10.7	10.7	0.0	5.9	20	12	1644	1329	20	12	1644	1329		
Sandpoint, ID+	65.3	60.9	103.65	104.14	67.73	63.38	7.4	-0.5	6.9	6.9	0.0	7.4	44.6	45.8	86.41	82.82	38.53	37.89	-2.5	4.3	1.7	1.7	0.0	-2.5	8	4	396	244	8	4	396	244		
Bend, OR+	77.2	71.8	110.65	101.00	85.38	79.48	7.5	9.6	17.8	17.8	0.0	7.5	58.2	50.9	97.34	90.81	56.61	46.25	14.2	7.2	22.4	22.3	-0.0	14.1	37	19	2729	1558	37	19	2729	1558		
Spokane, WA+	69.5	73.1	98.28	97.06	68.96	70.98	-5.0	2.3	-2.8	-2.8	0.0	-5.0	57.0	58.0	91.76	89.46	52.26	51.85	-1.7	2.6	0.8	0.8	0.0	-1.7	57	34	5909	4835	57	34	5909	4835		
Billings, MT+	74.6	79.2	91.24	87.70	68.11	69.47	-5.8	4.0	-2.0	1.9	3.9	-2.0	65.0	65.5	82.89	81.36	53.84	53.25	-0.8	1.9	1.1	3.8	2.6	1.8	46	28	4147	3078	46	28	4147	3078		

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DiscoverKalispell.com		Jun-13	% of change from 2012
Unique visits		10,428	432%
Page views		38,401	380%
Pg/Visit		3.1	-5.78%
New Visits		80.90%	4.28%
Bounce Rate		46.93%	22.72%
Traffic sources			
Search engines		65.70%	
Referral sites		11.50%	
Campaigns		0.50%	
Direct		22.30%	
Referring sites	trip advisor, facebook, banner ads, kalispellchamber, MTDragonBoat, SEM		
Visits by Location	US = 8,885		414%
	CAN = 3,234		394%
Top States	MT, CA, WA, CO, TX, UT, FL, MN, OR, IL		
Canada	ALBERTA: Calgary, Lethbridge, Edmonton, Red Deer, Medicine Hat, Airdrie		328%
	BRITISH COLUMBIA: Vancouver, Cranbrook		811%
	SASKATCHEWAN: Saskatoon		772%
	ONTARIO: Toronto		618%
Content CTR	Outdoor Activities 22%		Discover Friendly 8.9%
	Discover Affordable 18%		Shopping 8.9%
	Lodging 18%		Packages 8.7%
Packages	311 clicks on individual packages		
Ineraries	866 clicks into itineraries		
Trip Advisor		Jun-13	% of change from 2012
Page views		4,766	54%
Total clicks to website		807	63%
CTR by pageview		16.93%	18%
Interaction rate		27.26%	37%
Total Clicks/Interactions		1299299	71%
Social Media			
Discover Kalispell	14,969	402 new since July 6th	
	Avg likes = 19/day (all organic)	Avg unlikes = 4/day	
	Avg post reach = 29,334		
Dragon Boat	3,453 likes	1,314 new since previous report	