

# TOP 10 Missoula accolades

- 25 Most Beautiful College Campuses in America -Thrillist September, 2014
  - 2 10 Best River Towns

Fodor's Travel August, 2014

- 3 9 Small Beer Cities that Deserve National Attention Thrillist November, 2014
- 4 Best Stadium Experience 2014 -College Football Stadium Journey January, 2015
  - The 16 Best Places to Live in the U.S. 2014 Outside August, 2014
- 6 Lets Get Out Of Here: 6 Destinations for an Adventurous Weekend Elite Daily September, 2014
- 7 Top 10 Cycling Cities in the US 2014 Travel Channel
- 8 Top 100 Places to Live 2014 Livability
  - 9 Best Places to Retire 2014
- 10 Ultimate Adventure Bucket List 2014 National Geographic

# SHOW & TELL sales & services

# TRADE SHOWS

Show Name	Contacts Made	Potential Leads	RFP's
MT Coaches Clinic	84	N/A	N/A
Interbike '14	N/A	N/A	N/A
IMEX	13	1	3
TEAMS '14	21	1	5
MHSA Annual Meeting	N/A	N/A	N/A
Go West	25	N/A	N/A
RMI Roundup	38	2 new Missoula products being sold	
NASC Symposium	15	0	4
Collaborate	23	3	0
Glacier Country Media Tri	p 18	N/A	N/A

# **NOTABLE PROJECTS**

### MEETING PLANNER FAM

DM/TBID partnered with Glacier Country Tourism and Meeting Focus to bring a meeting planner FAM into western MT in early May. DM/TBID hosted five meeting planners from Las Vegas, Huston, Berkeley and two from the Seattle area. All five meeting planners combined send out over 650 RFP's per year. Only meeting planners who have never been to Montana and expressed an interest in bringing business to Western Montana were invited. The full FAM included Missoula, Kalispell and Whitefish. While in Missoula they visited and toured the Hilton Garden Inn, Holiday Inn Missoula Downtown, Doubletree, Best Western, University of Montana, MCT, Missoula Art Museum, Rocky Mountain Elk Foundation and Big Sky Brewing. Our staff also took them on a guided tour of downtown via the pedal pub. The FAM was a huge success and Missoula has already received one RFP for 736 room nights as a result.





# FAM FAME PR

Destination Misoula partnered with Glacier Country Tourism, Kalispell and Whitefish CVBs, and Montana Office of Tourism to set up three press trips in Fall of 2014 to Seattle, Portland and San Francisco. We were able to meet with over 70 freelance writers and photographers that are published in a variety of magazines and blogs across the US, on subjects as varied as RV Life and culinary travel to adventure and family travel. Due to the Portland trip, we hosted Marlynn Schotland of UrbanBlissLife.com and her family in June 2015 for a week in Missoula, MT and Western Montana.

# URBANBLISSLIFE.COM PRESS TRIP

JUNE 2015

Twitter	11,332
Facebook	1,550
Pinterest	4,130
Instagram	2,800
Unique monthly visitors to blog	33,000
Average monthly visitor	44.000



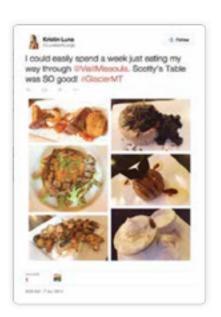
MOTORHOME MAGAZINE, JUNE 2014

AMBER GIBSON, JUNE 2014

FLYFISHING & MONTANA BREWS PRESS TRIP, 5 JOURNALISTS

BLANE BACHELOR – FREELANCE – JUNE 2015

FASHIONBYMAHEM DIGITAL INFLUENCER TRIP, JUNE 2015



# DIGITAL INFLUENCER PRESS TRIP



# COMBINED POSTS

Instagram 6,627 followers
Twitter 53,328 followers
5 Facebook posts 10,929 likes





# THE BIG PICTURE tourism

**GENERAL FACTS** 

\$3.98 billion
economic impact

\$38,000
Montana jobs

\$276 million

\$22 million

# MONTANA: 11 million visitors annually

MISSOULA:
3.8 million visitors annually

Without tourism, each Montana household would pay \$650 more in state and local taxes.



In 2014, Missoula International Airport saw a

12.4% increase. MSO customers have saved

\$10 million since Frontier entered the market.

# EXPANDING OUR REACH marketing & communications

- f 11,168 Facebook Likes
- 454 Pinterest Followers
- 3,971 Twitter Flollowers
- 8 131 Google+ Followers
- 3,902 Instagram Followers

Instagram Hashtags:

#MissoulaMoment 1,112

#VisitMissoula 350

#OnlyinMissoula 337



# VISITORS INFORMATION CENTER

Total Visitors 3,129 USA 2,438

TOP 10 STATES

TOT TO STATE	9
Washington	239
California	207
Colorado	98
Minnesota	87
Oregon	85
Texas	79
Florida	68
Arizona	60
Idaho	59
Indiana	57

International

Canada

Australia

France

Germany

**Total Visitors 691** 

TOP 6 COUNTRIES

United Kingdom 44

Switzerland 21

343

38

37



Occupancy	up 3.7%
ADR	up 4.7%
RevPAR	up 8.6%
Supply	up 1.1%
Demand	up 4.9%
Revenue	up 9.9%

# 85 98 60 79

# TOP WAYS VISITORS FIND US

- 1. Yellowstonepark.com and Yellowstone Journal
- 2. Glacier Country COOP Programs Winter & Warm Season Participation with Glacier Country
- 3. DestinationMissoula.org General Website Inquiries
- 4. Google generated activity both organic placement and paid placements

5. Spring Digital Media Campaign - [Centro - TripAdvisor -Dream Plan Go - I-Explore)

**63** groups have requested materials.

115,000 copies of the Missoula Area Visitor's Guide are distributed through the call center, at key partner locations and in racks from Glacier to Yellowstone and in Spokane. An interactive guide is viewable online as well.

Destination Missoula.org receives over 30,000 unique visitors a month and our email database contains over 100,000 addresses.

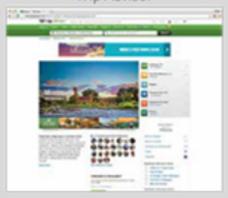
# Online Banners







Trip Advisor

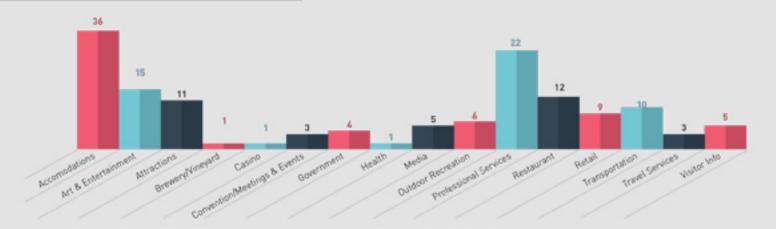


# Dream Plan Go



# STRENGTH IN NUMBERS

# memberships



# CONNECTIONS strategic alliances

# ROCKY MOUNTAIN BALLET THEATRE

Grounded in the understanding that art is the universal language, Destination Missoula and the Rocky Mountain Ballet Theatre [RMBT] have forged a unique partnership to combine performing arts and tourism on an international level.

The Rocky Mountain Ballet Theatre began its international tour with performances throughout Italy, France, Germany, Norway, Poland and Austria. In Austria, they performed with the Salzburg Ballet in Swan Lake gala performances celebrating the 10th anniversary of the Salzburg International Ballet Academy summer program, under the leadership of famed artistic director, Peter Breuer. The company was also invited to perform on opening night of the Festspiele, Salzburg's world-famous music festival, and throughout the event. Additionally, RMBT returned to China for the third time this Fall, through a grant awarded by the US State Department for an extended tour of the Guangxi Province - our Sister State in China.

While on tour, the performances were named "Destination Missoula" and Charlene Carey, her staff and dancers each became ambassadors for Missoula and all that it has to offer. As a result of this year's tour, Missoula was chosen to host a delegation of famed Silk Road Shadow Puppeteers, who have never performed in the United States before. They stopped first for performances in Missoula, then performed in the Kennedy Center and flew back to China. Also, RMBT and Destination Missoula will soon be announcing another major cultural event to be hosted in Missoula in January of 2016! This has been a unique opportunity for Missoula to touch and inform an important international market that we would not ordinarily have the funding to reach.

# TOUR OF MONTANA

The inaugural Tour of Montana will be held in Missoula July 16-19. Designed to promote a healthy life-style that includes bikes, this unique event is the first ever Women's Cycling Association branded event with professional men and women racing the same courses for the same prizes!

Day 1 - The Tour of Montana opens with a men's and women's invitational Team Time Trial. Teams will race through the streets of downtown Missoula in this fast-paced race that will leave spectators breathless. A challenging course in this great urban setting is a must-see event.

Day 2 - Day 2 of the Tour of Montana provides professional men and women racers with the ultimate Urban Course; a circuit course through Missoula. Featuring 8,000 plus feet of climbing with a sprint finish through downtown. Spectators will be able to enjoy every mile of this urban road race.

Day 3 - Downtown Missoula transforms itself into the ultimate Criterium Race Course. A full day of junior/category/amateur racing for men and women. The races continue on into the evening with the professional men and women racing at twilight.



Day 4 - Everyone is invited to The BIG Ride - the Big Sky's answer to the gran fondo: a mass-start, fully supported ride, with gourmet food at our aid stations, and a custom jersey from DNA Cycling. And, it wouldn't be cycling in Montana without a little gravel. When cyclists finish the ride at Caras Park they'll be treated to a party with more great food and beer from Sierra Nevada Brewing Co., and live entertainment.

Destination Missoula and the Missoula Tourism Business Improvement District are proud to have helped make the Tour of Montana a possibility from their earliest stages of planning. When our staff received the Request for Proposal for this event, we knew it was the perfect fit for Missoula. Destination Missoula is always looking for events that embrace our healthy outdoor lifestyle, and encompass all ages, genders and physical capabilities.

Destination Missoula and the Missoula Tourism Business Improvement District were the founding sponsors of the Tour of Montana, providing a grant to get them established and off the ground. Destination Missoula has also been instrumental in helping to secure sponsorships and continues to provide a wide range of support services to The Tour to help make this event a success.

# OTHER ALLIANCES

Urban Missoula Wayfinding initiative, River Roots Festival, Missoula Marathon, Big Sky Documentary Film Festival.

Glacier Country Tourism, Whitefish and Kalispell CVBs, Missoula Downtown Partnership, University of Montana, Missoula
International Airport, City of Missoula, County of Missoula, Southgate Mall, Montana Office of Tourism, Adventure Cycling, Montana is for Badasses, Montana Chocolate Company.

# HOSTED EVENTS



opportunities









# A WINNING COMBINATION TBID & sports commission

# **TBID GRANTS**

Event Name	\$\$ Granted	Est. Attendance (Attendees & Spectators)	
Missoula Aquatic Club	\$5,000	1,300	\$280,000
Big Sky Documentary Film Festival	\$4,000	27,500	\$300,000
Missoula Roundball Club	\$9,500	16,500	\$400,000
Association of Student Affairs	\$5,000	260	\$220,000
Special Olympics	\$10,000	3,000	\$989,000
Missoula XC	\$7,000	2,700	\$430,000
National Association of Smokejumpers	\$2,500	1,200	\$850,000
Garden City Softball	\$2,000	500	\$240,000
TOTAL:	\$45,000	52,960	\$3,709,000



fun stat The TBID Grant ROI based on the estimated economic impact is 82.42%.

## LEADS

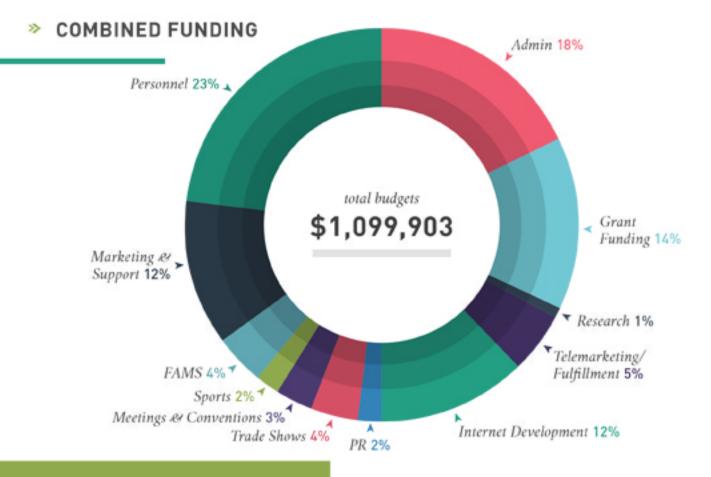
Month	# of Leads	Attendees	Room Nights
July	1	150	390
August	2	46	77
Septembe	r 0	0	0
October	1	360	192
November	2	480	1500
December	1	1200	300
January	2	1300	2251
February	3	3600	4575
March	3	970	1381
April	0	0	0
May	0	0	0
June	3	750	1497

Total Room Nights: 12,163

## **BID PACKAGES**

Group Name	Dates	Source	Status
USAG Level 9 Western	April 2016	SC	Awarded
Nationals			
USAC Cyclo-Cross Nationals	Jan 17 & 18	NASC	Lost to Utah
USAC Fat-Bike Nationals	Feb 16 & 17	NASC	Lost to the Mid-West
Big Sky Conference Women's Championship	March 2016-2020	SC	Lost to Reno
MHSA State Tournaments	2016-2017	SC	Awarded 5 of 16
Lanternfest	Dec 2015	TEAMS	Pending
AOPA Fly-In	May, June or Sept. 2017, 18 or 19	DM	Pending

41% over last year.



# > OUR TEAM board & staff

### STAFF

Barbara Neilan Executive Director

Sage Grendahl Director of Operations

Mary Holmes Sales & Marketing Manager

> David Lawrence Partnership Sales

Troy Payton VIC Travel Counselor

Cassie Stone VIC Travel Counselor

Marina Woodson TBID Administrative Assistant

Hunter McClure, Monica Reid, Kayla Peterson VIC Assistant Travel Counselors

### VOLUNTEERS

Glen "Woody" Wood

# TBID BOARD OF DIRECTORS

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Dan Carlino
Doubletree by Hilton Hotel
Missoula—Edgewater

Matt Doucette Holiday Inn Missoula Downtown

Kate Leonberger Comfort Inn—University

Regina Rhodes (Resigned Feb. 2015) Hilton Garden Inn—Missoula

# Kate Leonberger

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Scott Richman Townsquare Media

Regina Rhodes (Resigned Feb. 2015) Hilton Garden Inn— Missoula

Kim Sawyer Wingate by Wyndham

> Erika McGowan Ex Officio Windfall, Inc.

Thanks to JCCS and the Missoula International Airport for sponsoring the 12th Annual Partnership & Tourism Awards Celebration.



