



DESTINATION

Missoula

*Destination Missoula & Missoula Tourism Business Improvement District*

**FY16-17** ANNUAL REPORT



# 1 24 Coolest Towns in the USA

*Matador Network, March 2017*

## 2 America's Favorite Mountain Towns 2016

*Travel + Leisure, 2016*

## 3 25 Best Places to Visit In Montana

*Vacation Idea, September 2016*

## 4 Top 40 Vibrant Art Communities

*NCAR, April 2017*

## 5 20 Most Beautiful Public College Campuses in America

*Thrillist, September 2016*

## 6 Say "See ya" to Winter in these 25 Cities

*Expedia, March 2017*

## 7 The Best Cities for an Active Retirement in 2017

*Smart Asset, March 2017*

## 8 Best Coffee Shops in Every State

*Cosmopolitan, September 2016*

## 9 Top 10 Cities for Beer Drinkers

*Smart Asset, January 2017*







10

# Urban Autumn: Beautiful Fall Foliage in Cities Around the USA

*USA Today, October 2016*



## » SHOW & TELL *sales & services*



### TRADE SHOWS

Show Name	Contacts Made	Potential Leads	RFPs
MT Coaches Clinic	93	N/A	N/A
Connect Sports Marketplace	57	15	5
IMEX '16	25	7	3
TEAMS '16	18	5	2
Calgary Outdoor Show '17	161	N/A	N/A
Calgary Outdoor Show	396	N/A	N/A
NASC Symposium '17	9	2	1
International Roundup '17	42	N/A	N/A
IPW '17	44	N/A	N/A





## » **FAM FAME PR** - *Destination Missoula*

### NOTABLE PROJECTS

#### MEETING PLANNER FAM

We partnered with Glacier Country Tourism to bring a meeting planner FAM into western Montana in September. We hosted four meeting planners from Kansas, Wisconsin, and two from Colorado. All four meeting planners combined represent a broad client base from all around the world. We only invited meeting planners who have an interest in bringing business to western Montana but had never visited and needed more information about the area. The full FAM included Missoula, Kalispell and Whitefish. While in Missoula, they stayed overnight at the Doubletree and Holiday Inn Downtown, toured meeting spaces at the Doubletree, Holiday Inn Downtown, Hilton Garden Inn, University of Montana, MCT, Missoula Art Museum, The Wilma and Big Sky Brewing. They enjoyed meals at Plonk, Finn & Porter, University Catering, Missoula Art Museum/Crave Catering & Cakes and the Holiday Inn Downtown. We also let them loose in downtown where they visited A Carousel for Missoula, Montgomery Distillery, The Top Hat and Big Dipper Ice Cream.

#### GROUP SALES MANAGER

We are excited to announce the newest member of the Destination Missoula/TBID team, Mimi Gustafson. Mimi joined our team in May 2016, most recently from the Holiday Inn Missoula Downtown. Mimi has an extensive sales and marketing background in the hotel, luxury resort and CVB world. She has taken on a brand new roll here at Destination Missoula as our Group Sales Manager. She will be focused on expanding the Destination Missoula brand into the meetings and convention markets. We could not be more thrilled to have her on board!



IMEX: Promoting Missoula as a meetings destination.



## » **FAM FAME PR - Windfall**

Windfall provided comprehensive public relations support for Destination Missoula throughout the marketing year. The public relations strategy for the year focused on large scale familiarization group hosted events in market, individual media influencers in market, off-site publicity events, targeted media outreach with story leads, and targeted media kits delivered to a host of influencers to keep Destination Missoula top of mind in their story development process.

### **INDIVIDUAL MEDIA INFLUENCERS**

**MORGAN AGESON**

*Family vacation critic*

**VALERIE ROGERS**

*Influencer*

**MARGUERITE CLEVELAND**

*NorthwestMilitary.com*

**ADAM SAWYER**

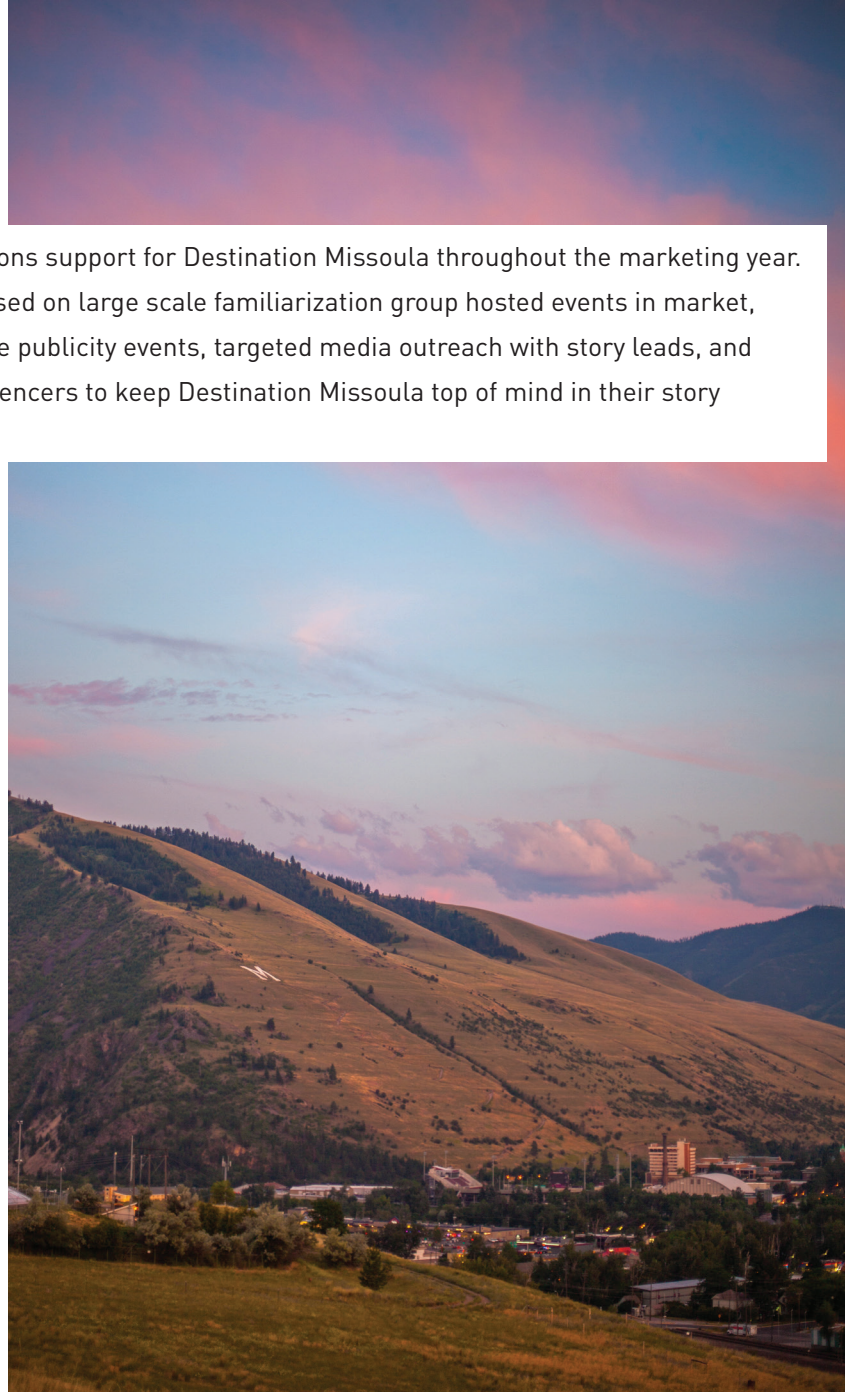
*Author, Northwest Travel and Life, Backpacker Magazine, Influencer*

**HEATHER BROWN**

*Points North, Editor*

**DEBBIE-JEAN LEMONTE**

*Influencer - Dapper Chic*





## » FAM FAME *Earned Media*

### DESTINATION MISSOULA

152,000 Mentions  
59.6 Million Reach

**\$14  
MILLION**

#### *fun stat*

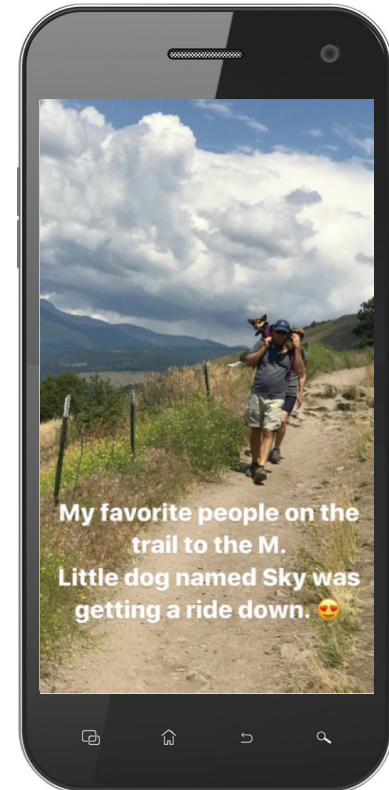
The total value of Destination Missoula's publicity efforts for FY 16/17 is valued at more than \$14 million.

### LOCAL/REGIONAL AWARENESS

- \*Spokesman Review \$1,182,825 Value
- \*CDA Press \$485,334 Value
- \*Missoulian \$367,378 Value

**OVERALL SENTIMENT - 92% POSITIVE**

SOURCE: CISION



*Instagram takeover by  
Valerie Rogers*



## Tourism is a leading industry in Montana.

State of Montana

**\$3 billion**

*economic impact*

**47,660**

*Montana jobs*

**\$180.7 million**

*in state and local taxes*

Missoula County

**\$271.5 million**

*economic impact*

**3,260**

*Missoula jobs*

**\$15 million**

*in state and local taxes*

MONTANA:

**12.4 million** *visitors annually*

MISSOULA:

**4.6 million** *visitors annually*

Without tourism, each Montana household would pay **\$492 more** in state and local taxes.



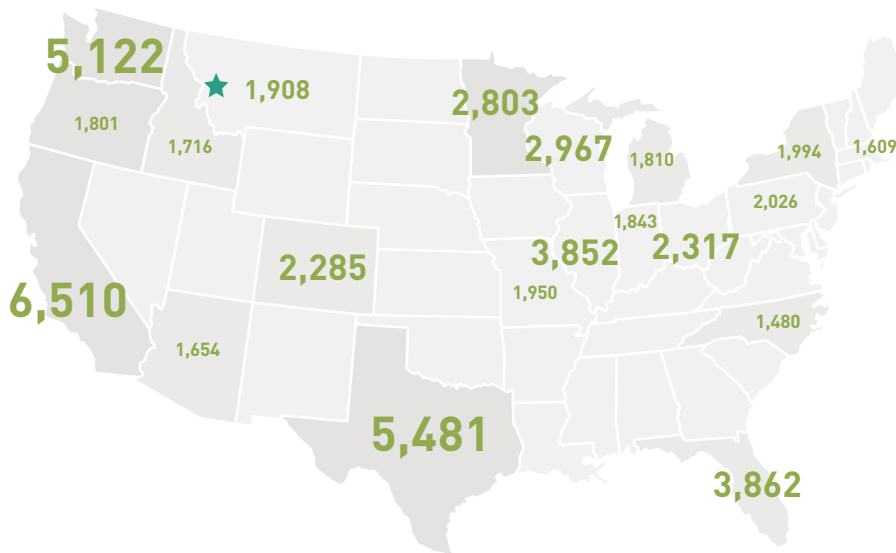
In 2016, Missoula International Airport saw a **9%** increase. Missoula TBID contributes \$50,000/year to new air service guaranties.



**CALL CENTER NUMBERS 143,654** Call Center Inquiries for FY17. 95,404 Call Center Inquiries for FY16

## CALL CENTER INQUIRIES BY STATE

California	6,510
Texas	5,481
Washington	5,122
Florida	3,862
Illinois	3,852
Wisconsin	2,967
Minnesota	2,803
Ohio	2,317
Colorado	2,285
Pennsylvania	2,026
New York	1,994
Missouri	1,950
Montana	1,908
Indiana	1,843
Michigan	1,810
Oregon	1,801
Idaho	1,716
Arizona	1,654
Massachusetts	1,609
North Carolina	1,480



## TOP WAYS VISITORS FIND US

- Glacier Country
- Best of American Travel
- Yellowstone Country
- DestinationMissoula.org
- Google
- Meet Me In Missoula
- Trip Advisor
- Yellowstone Journal
- City of Missoula
- National Geographic Traveler
- Backpacker
- AAA
- University of Montana
- Northwest Travel
- Sunset Magazine

## STR REPORT: JUNE 2016-JUNE 2017

Occupancy	up 0.3%
ADR	up 3.5%
RevPAR	up 3.9%
Supply	down 0.5%
Demand	down 0.1%
Revenue	up 3.4%

## VISITORS INFORMATION CENTER

**Total Visitors 4,015**

### TOP STATES

1. California	6. Florida & Illinois
2. Washington	7. Arizona
3. Colorado	8. Minnesota
4. Texas	9. Pennsylvania
5. Oregon	10. Wisconsin

### TOP COUNTRIES

1. Canada
2. Australia
3. United Kingdom
4. Germany
5. France





## » EXPANDING OUR REACH *marketing & communications*



**46,246**

Facebook likes

+56%



**733**

Pinterest followers

+1%



**6,111**

Twitter followers

+10%



**8,196**

Instagram followers

+18%

### INSTAGRAM HASHTAGS

#MissoulaMoment 5,342

#VisitMissoula 1,765

#ThereThisPlace 245

#Missoula 318,808

SOCIAL MEDIA GENERATED VISITORS TO WEBSITE *FY17* **58,805** *versus FY16* 43,665

### TRAVEL GUIDE

**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.



### SNAPCHAT GEOFILTER

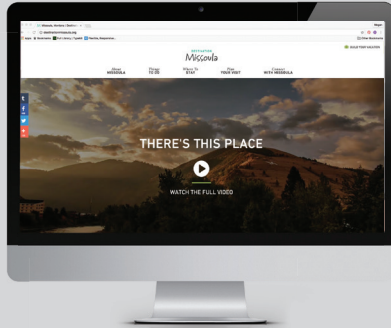
In conjunction with the spring 2016 Meet Me in Missoula campaign, Destination Missoula released a Snapchat geofilter. When Snapchat users are in the area, the Missoula specific geofilter becomes available.



## DESTINATIONMISSOULA.ORG UNIQUE VISITORS

# 664,445

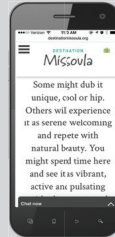
FY16 559,918  
FY15 431,886



Desktop

## 331,461

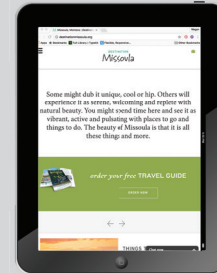
FY16 311,320  
FY15 255,042



Smartphone

## 234,946

FY16 183,210  
FY15 129,336



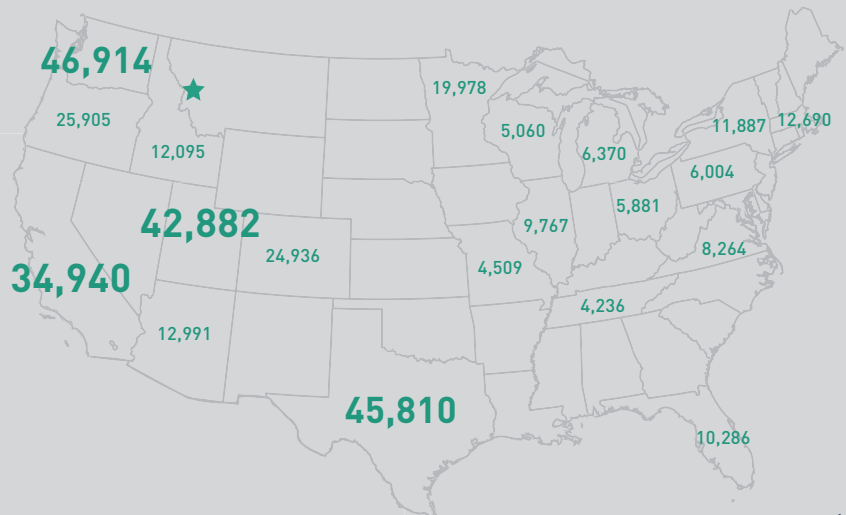
Tablets

## 78,028

FY16 65,478  
FY15 47,508

## TOP 20 STATES VISITING US ONLINE

Washington	46,914	Florida	10,286
Texas	45,810	Illinois	9,767
Utah	42,882	Virginia	8,264
California	34,940	Michigan	6,370
Oregon	25,905	Pennsylvania	6,004
Colorado	24,936	Ohio	5,881
Minnesota	19,978	Wisconsin	5,060
Arizona	12,991	Missouri	4,509
Massachusetts	12,690	Tennessee	4,236
Idaho	12,095	Montana not included	
New York	11,887		





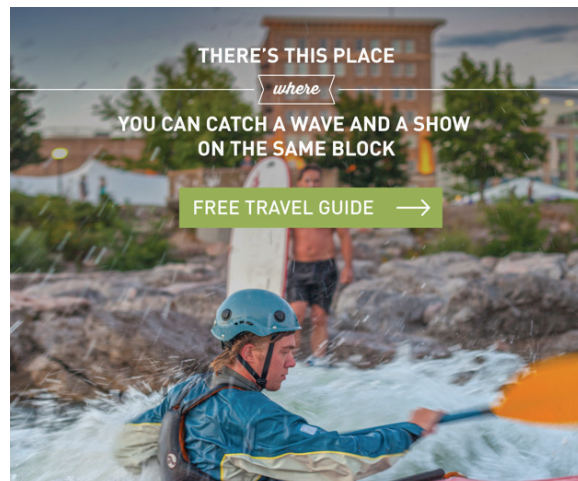
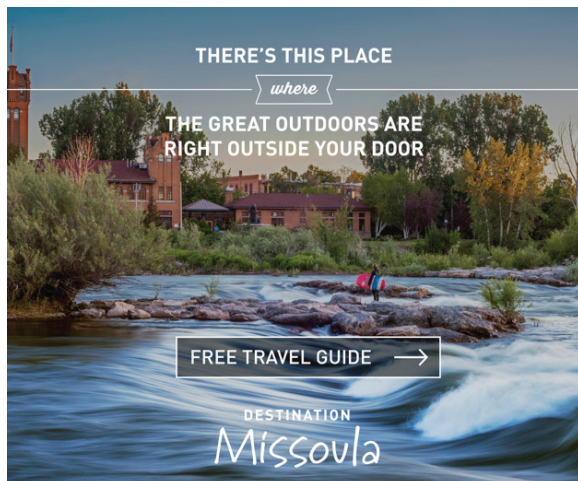
## » THERE'S THIS PLACE *campaign*

*There's This Place* all right. And this campaign immediately evokes the nostalgia we were going for. It mimics the way someone returning from a trip might tell stories of the best parts of their vacation. It ties the uniqueness and charm of this place with all the best activities and opportunities it has to offer. This creative tagline has been an overwhelming success, providing endless tagline extensions to identify the various unique recreational, historical, cultural and natural resources that make Missoula worth experiencing for yourself.

It presents Missoula as the perfect place for visitors looking for exploration, adventure, culture, family fun and that element of otherworldliness—a vacation they'll never forget. It makes Missoula stand out from other tourism destinations using custom photography to reflect that Missoula is a bright spot in Montana and the Northwest. Something special indeed.

- Increased website traffic by 16%
- Increased active database by 103,000 inquiries since campaign launch
- Increased Facebook following by 200%
- Drove over \$400,000 in private revenue in the last 30 months
- Received over \$20,000 this year from Montana tourism industry partners

### Banner ads





THERE'S THIS PLACE  
*where*  
 THE GREAT OUTDOORS  
 ARE RIGHT OUTSIDE YOUR DOOR

Two rivers and seven national parks mean in Missoula, Montana, a small town with enormous personality is an outdoor enthusiast's home. Hiking, art, culture, food, drink, live music and the best people around. Infinite exploration awaits, so get outside under **Missoula's big sky** and experience this place for yourself.

DESTINATION  
**Missoula**

Call 1.800.528.3449 or visit [destinationmissoula.org/journal](http://destinationmissoula.org/journal) for a free travel guide

Find your ground in  
MISSOULA, MONTANA

There is this place where, if you had a mind to, you could open your front door to your town and look out on a vast, open, and, in Glacier National Park roughly the same days later in life, depending on how many huckleberry patches and lazy river bends you want along the way). Missoula, Montana is a sublime example of Mother Nature's bounty: Three rivers and seven wilderness areas meet here in this transcendent mountain town. It's a place for the artist, the explorer, the outdoorsy with arts, culture, food, rich roots and the best people around.

Missoula will steal your heart and never let go. There's no single reason why. It's the way it all fits together, but as assured, you'll fall hard. The culture, the community, the scenery, the life. It's all so beautiful, so beautiful, so inimitable. It's a collage of intimacy and grandeur, history and horizons, creativity and vitality. An infinite palette of earthly greens and browns invite you to keep climbing. Cafés and breweries summer. Strangers smile at each other like old friends. And, it's just really good run through it—right through the heart of town. It's a rural right way to get lost in, to reach the heart of the world.

Find your ground.

It's a no-brainer base camp for blue-jays, tree toads and backcountry pack rats. Meadota is 340 degrees of short-line splendor and an astonishingly vast network of hiking trails. Pace yourself according to elevation gain and distance, with diverse trails around every corner, along sparkling waterways and at the base of any mountain you can see. You're rewarded with views of the surrounding prairie, the shape of the river as it carves through towns, profusions of wildflowers, maybe even an elk sighting. Hug the edge of a ridge and enjoy watchtowers. Catch the sunrise from any peak, and watch the rising sun illuminate the river valley below.

The longrads and dew-drenched grasses make it all worthwhile. You can boister your day with a breakfasting portrait of the sunset from any mountainous outcrop, giving new meaning to the phrase "pat the town." Meadota is a place where you can find a sense of awe and wonder, and a lifetime roaming the hills and mountains in and around our town, and maybe you should.

We treasure these open spaces. They're a soul-satisfying requisite, and conservation is key. Our Open Space program is dedicated to preserving wide expanses of precious, natural land. And with the new Mount Dean Stone initiative—Missoula's largest open space opportunity yet—you could (after your multiday trek to Glacier, of course) find yourself walking from Missoula's South Hills all the way to Yellowstone National Park (again, if you had a mind to).

Nurtured by nature, culture is alive and well in Missoula. Once you've climbed mountains and forded streams, keep your senses turned on for some of the most beautiful scenery in the Northwest. Enjoy the river, thriving cultural scene is inevitable. Take in live music, good eats and a local craft brew by the river's edge. Missoula's ability to float is one that front has grown immensely just this year. You can visit the Blackfoot River, hop out onto the riverbank and catch a national act in the new KettleHouse, 4,000-seat amphitheater. KettleHouse National in a Missoula city best known for its award-winning Coldwater Festival. Along with this new venue comes a hearty local to Missoula's emerging national music scene. Another local favorite—Big Sky Brewing—is also unveiling a new amphitheater design this year. This "backyard music-festival live" is yet another symbol of community pride and our fierce dedication to living well.


Don't just settle for a mere taste of Missoula. Devour it.

There's always water:  
 100% BLUE-GRASS RIVER BACKPACKER  
 AREA AVAILABLE

WATERBOWS HILL OVERLOOKS  
 DOWNTOWN AND THE UNIVERSITY

DISNEY FROM THE "M"

CONVENTION CENTER PLAYS HOST  
 LOCAL POOL LIGS, MUSIC AND CHAM  
 BEER EVERY THURSDAY NIGHT  
 THROUGH THE SUMMER



# 100 MILES OF TRAILS

## THE HISTORY OF THE TOWN

*Antietam National Recreation Area and Wilderness*  
 The 10,000-acre wilderness complex to the north of Mount Airy welcomes a variety of hiking, backpacking, horseback riding and birdgazing opportunities on developed trails.

*Blue Mountain Recreation Area*  
 A 400-acre area of mud trails for hikers, backpackers and bicyclists. There are also nine spectacular accessible loops, including park roads, and five interpretive trails on the 4.5-mile trail system, and a forest-fire lookout.

*Black Pine Camp Recreation Area*  
 Much more than just a campsite, this 2,000-acre area offers an abundance of primitive camps and a network of scenic loop, horse, backpack and cross-country ski trails.

### QUICK HIKES

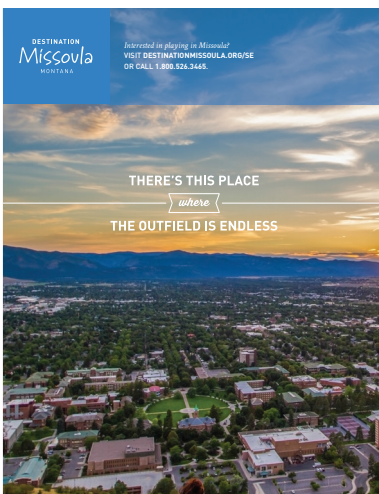
*Mount Summit Trail* **The "67"**  
 A classic hike that'll allow the incline and the fresh air, according to the "67" after an essential jump of the mountain.

*Watkins Glen* **Hike**  
 Multiple trails encourage exploration and every bend shows something new. It's like the over-riding rock and stone continuously made place and space.

*Mount Jocassee* **The "15"**  
 A system of trails spreads out in all directions, and the springing the recreational forest lands paints the entire face of the mountain peak.

*Blue Mountain*  
 A series of trails winds through the wilderness, these trails follow sweeping views and a series of old-town adventures. It's a very many trails and a very many way.

*Park Canyon*  
 Several trails crisscross areas of a thickly wooded mountain, where getting lost is as easy as finding your way back.

An aerial photograph of Missoula, Montana, showing a dense urban area with numerous buildings and green spaces. In the center of the image, a baseball field is highlighted with a white outline. The background features a range of mountains under a sky with soft, golden light, suggesting a sunset or sunrise. The overall tone is warm and inviting.

DESTINATION  
**Missoula**  
MONTANA

*Invented in playing in Missoula®*  
VISIT [DESTINATIONMISSOULA.ORG/SE](http://DESTINATIONMISSOULA.ORG/SE)  
OR CALL 1.800.526.3445

THERE'S THIS PLACE  
— where —  
THE OUTFIELD IS ENDLESS

[illegible]

THERE'S THIS PLACE  
*where*  
 YOU CAN CATCH A WAVE AND A SHOW  
 ON THE SAME BLOCK



## » CONNECTIONS *strategic alliances*

COMBINED VISITOR AND  
RELOCATION GUIDE

DESTINATION  
**Missoula** +

**MISSOULA**  
CHAMBER  
MISSOULA AREA CHAMBER OF COMMERCE

### PARTNERSHIPS





## **MUSIC**

Destination Missoula is proud to support the efforts of our music community and the work put in to attract large names to perform in our town. Together with Logjam at The Wilma and The Top Hat, Big Sky Brewing Amphitheatre, KettleHouse Amphitheatre, Missoula Osprey, The Badlander, and the University of Montana's venues, we are working to make Missoula a destination for music lovers.

## **MISSOULA ECONOMIC PARTNERSHIP**

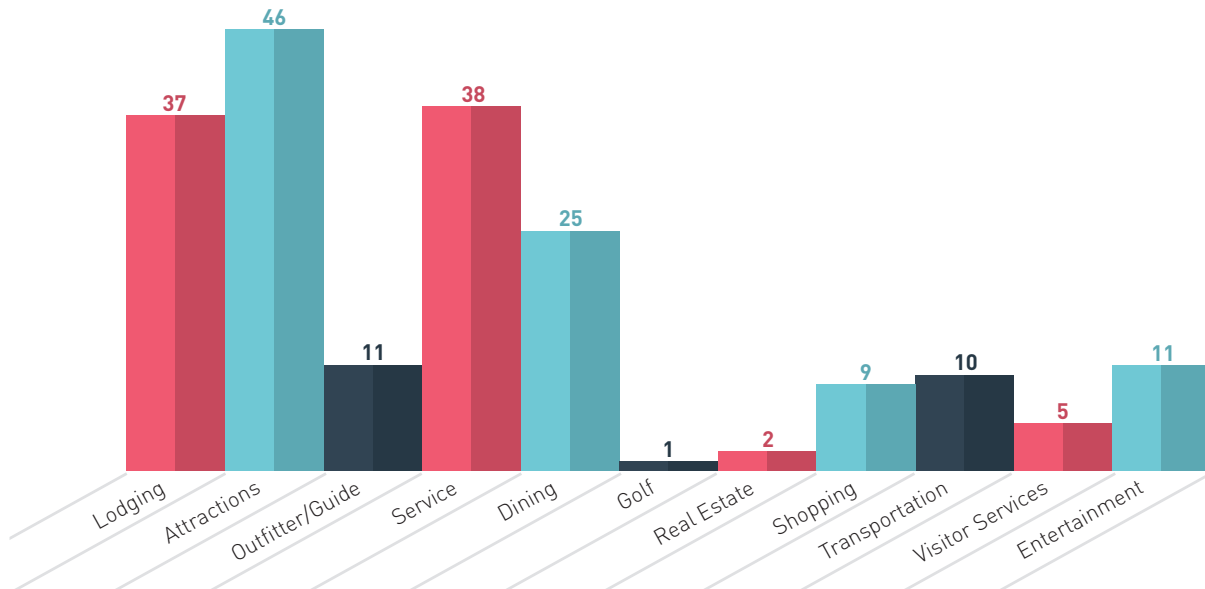
Destination Missoula has entered a strategic partnership with MEP, as well as the Chamber of Commerce, to encourage economic growth through tourism, business and workforce development, and encouraging entrepreneurship. This partnership was a natural one, since tourism, relocation and economic sustainability are so interconnected. The goal is to create a cohesive messaging down the pipeline from visitors to those considering relocation to our town to residents who reside here. We know that with relocation often comes economic growth and creativity, and that those who relocate often bring a desirable professional set of skills to our workforce. In efforts to market Missoula as a desirable and convenient spot for tourism, we have started Take Flight Missoula in partnership with other local agencies and businesses. Take Flight Missoula is working to make airfare to Missoula more affordable and travel-friendly with more direct flights and cheaper flights from many key market locations.

## **MISSOULA CHAMBER OF COMMERCE**

Destination Missoula is so thrilled to have paired with the Missoula Chamber of Commerce and combine our efforts to present a unified and consistent face of Missoula. Using Destination Missoula's branding, the Chamber's Relocation Guide and Destination Missoula's Visitor's Guide have been combined into one visitor's resource, which we believe will be extremely beneficial to those seeking out information about Missoula. The Chamber's new website will reflect consistent branding with Destination Missoula's current website. This partnership is an exciting step for the community of Missoula and we are excited to see where it goes in future years.



## » STRENGTH IN NUMBERS *memberships*



## HOSTED EVENTS

2 MISSOULA 101 WORKSHOPS





## » A WINNING COMBINATION *TBID & sports commission*

### TBID GRANTS

Event Name	\$\$ Granted	Est. Attendance <small>(Attendees &amp; Spectators)</small>	Est. Eco. Impact
The Orvis Company	\$10,000	2,350	\$362,645
MisCon, Inc.	\$5,000	2,730	\$975,245
Missoula Lacrosse Club	\$1,500	2,145	\$273,949
Missoula Strikers Soccer Association	\$7,500	2,300	\$809,789
Special Olympics Montana	\$10,000	6,680	\$1,384,320
University of Montana Cheer Squad	\$5,000	2,500	\$93,408
Montana Wilderness Association	\$5,000	2,000	\$344,653
Big Sky Gun Show	\$4,750	1,200	\$111,648
MCT, Inc.	\$5,000	230	\$122,021
American Legion NW Regional	\$5,000	3,500	\$432,989
Montana State Chapter of P.E.O	\$7,000	219	\$90,538
<b>TOTAL:</b>	<b>\$65,750</b>	<b>25,854</b>	<b>\$5,001,205</b>

### LEADS

Month	# of Leads	Room Nights
July	0	0
August	1	226
September	1	120
October	1	1880
November	0	0
December	1	300
January	2	7885
February	1	150
March	4	610
April	4	633
May	2	640
June	0	0

**Total Room Nights:12,444**

### BID PACKAGES

Group Name	Dates	Source	Status
MHSA State Tournaments	2018/19 Season	DM	Awarded 3 of 9
Governor's Conference on Tourism	Spring of 2018	DM	Lost

### *grant workshops*

Destination Missoula staff holds grant workshops one month prior to grant application deadlines each July and January.

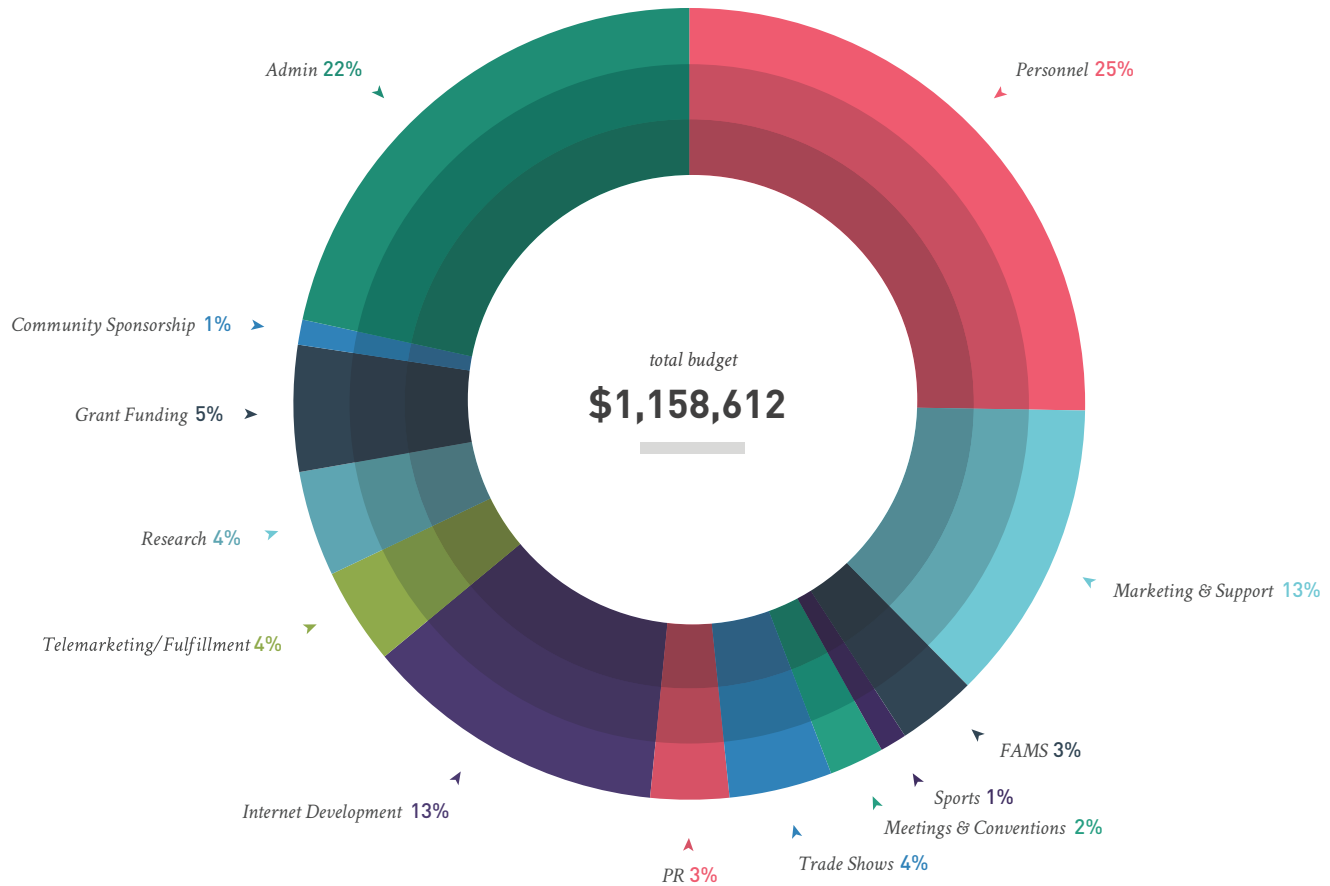


### *fun stat*

The TBID Grant ROI based on the estimated economic impact figures is 76%.



## » COMBINED FUNDING 2016-17 budget





## » OUR TEAM *board & staff*

### STAFF

Barbara Neilan  
*Executive Director*

Mary Holmes  
*Director of Sales & Services*

Molly Gasiewicz  
*Sales & Services Assistant*

Mimi Gustafson  
*Group Sales Manager*

Sage Grendahl  
*Director of Operations*

Brittany Jones  
*Event Services Manager*

Cassie Stone  
*VIC Travel Counselor*

Ben Kuiper, Charney Gonnerman,  
Jesse Nevins  
*VIC Assistant Travel Counselors*

### FY16-17 TBID BOARD OF DIRECTORS

Tim Giesler  
*President October - June*  
*Ruby's Inn & Convention Center*

Whitney Bergmann  
*Best Western Plus Grant Creek Inn*

Lydia Bryan  
*Doubletree by Hilton Missoula—Edgewater*

Lucy Weeder  
*President July - September*  
*Best Western Plus Grant Creek Inn*

Katrina Watt  
*Comfort Inn—University*

Mimi Gustafson  
*Resigned May 2017*

Matt Doucette  
*Resigned November 2016*

Dan Carlino  
*Resigned January 2017*

### FY16-17 DM BOARD OF DIRECTORS

Christine Johnson  
*President*  
*Clover Creative*

Matt Doucette  
*Vice President*  
*New York Life*

Bob Terrazas  
*Counsel*  
*Terrazas Clark Henkel, P.C.*

Kate Leonberger  
*Individual*

Carrie Rasmussen  
*Comfort Inn*

Staci Nugent  
*President Elect*  
*Paradise Falls*

Brad Murphy  
*Vice President*  
*Resigned September 2016*

Bryan Flaig  
*First Security Bank*

Carrie Rasmussen  
*Comfort Inn*

Stephen Simpson  
*Praha, Inc.*

Jim Galipeau  
*Past President/Treasurer*  
*JCCS*

Scott Richman  
*Townsquare Media*  
*Paradise Falls*

Anne Guest  
*Missoula Parking Commission*  
*Resigned January 2017*

Michael McGill  
*MCT, Inc.*

Kim Sawyer  
*Wingate by Wyndham*

Matt Ellis  
*Secretary*  
*Missoula Osprey*

Cris Jensen  
*Missoula International Airport*

Layne Rolston  
*Good Food Store*

Erika McGowan  
*Ex Officio*  
*Windfall, Inc.*

Kristen Sackett  
*Missoula Downtown Partnership*



# DESTINATION Missoula



DESTINATIONMISSOULA.ORG