

A scenic view of a mountain valley. In the foreground, a person with long blonde hair, wearing a wide-brimmed straw hat, a magenta long-sleeved shirt, blue jeans, and black sandals, is sitting on a rocky outcrop, looking out over the valley. The valley is filled with dense green forests. In the background, there are rolling mountains under a cloudy sky. A white rectangular border frames the central text area.

DESTINATION
Missoula

Destination Missoula & Missoula Tourism Business Improvement District

FY17-18 ANNUAL REPORT

1 25 Best Towns Ever

Outside Magazine, July 2017

2 21 Coolest Ski Towns in
North America
Matador Network, October 2017

3 Top 40 Most Vibrant Arts
Communities in America
NCAR, July 2018

4 2018 Top 100 Best
Places to Live
Livability, March 2018

5 The Best Ice Cream in the U.S.
Outside Online, July 2018

6 Best River Colleges
College Consensus, August 2018

7 Most Fitness-Friendly Places
in the U.S.
Smart Asset, January 2018

8 Best Cities for Beer Drinkers
Smart Asset, December 2017

9 Bucket List Destination Marathons
Runner's World, January 2018



23 Great American Small Cities to Visit in 2018

Trip Advisor, January 2018

» SHOW & TELL sales & services



TRADE SHOWS

Show Name	Contacts Made
IMEX	28
Connect PNW	38
Smart Meetings NW	67
Calgary Outdoor Show	423
RMI - International Roundup	63



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

NOTABLE PROJECTS

MEETING PLANNER FAM

Destination Missoula / TBID hosted a joint Meeting Planner FAM with Glacier Country Tourism and 4 third-party meeting planners from around the country. We received 2 RFP's from the planners.

GROUP SALES MANAGER

We are excited to announce the newest member of the Destination Missoula/TBID team, Kara Bartlett. Kara joined Destination Missoula in March of 2018, most recently from the Holiday Inn Missoula Downtown. Kara brings considerable group sales and event management experience to her new role. She will focus on expanding the Destination Missoula brand in the Sports and Tour & Travel markets.



Kara Bartlett *Group Sales Manager*

» 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

ANDY AUSTIN

INFLUENCERS

HILLARY NANGLE
Writer, GettingOnTravel.com

VALERIE ROGERS
Influencer

ADAM SAWYER
Writer/Influencer, Northwest Travel and Life, Backpacker Magazine

DIANA LASKARIS
Editor, FoodTravelist.com

TAMARA MULDOON
Writer, Northwest Travel and Life

EMMA JOHNS
Writer, The Guardian

GWEN PRATESI
Writer

JEAN ARTHUR
Writer, Alaska Beyond



DESTINATION MISSOULA

2.3 Million impressions FY 17-18

72,100 engagements FY 17-18

12.9
MILLION

fun stat

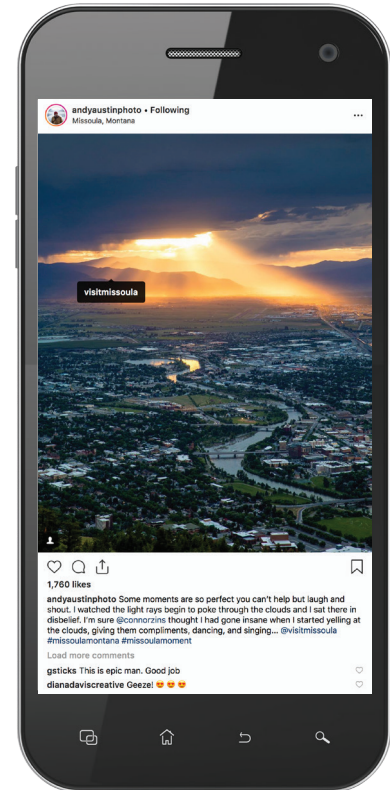
12.9 Million: Potential viewers exposed to Destination Missoula.

MEDIA EXPOSURE

76

ARTICLES MENTIONING
“DESTINATION MISSOULA” OR
“VISIT MISSOULA!”

SOURCE: MELTWATER



Andy's posts featuring @VisitMissoula are still rotating on his Instagram page with over 22k followers today.

Tourism is a leading industry in Montana.

State of Montana

\$3.4 billion

economic impact

53,380

Montana jobs

\$204.7 million

in state and local taxes

Missoula County

\$294.9 million

economic impact

3,320

Missoula jobs

\$16.8 million

in state and local taxes

MONTANA:

12.5 million *visitors annually*

MISSOULA:

4.6 million *visitors annually*

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

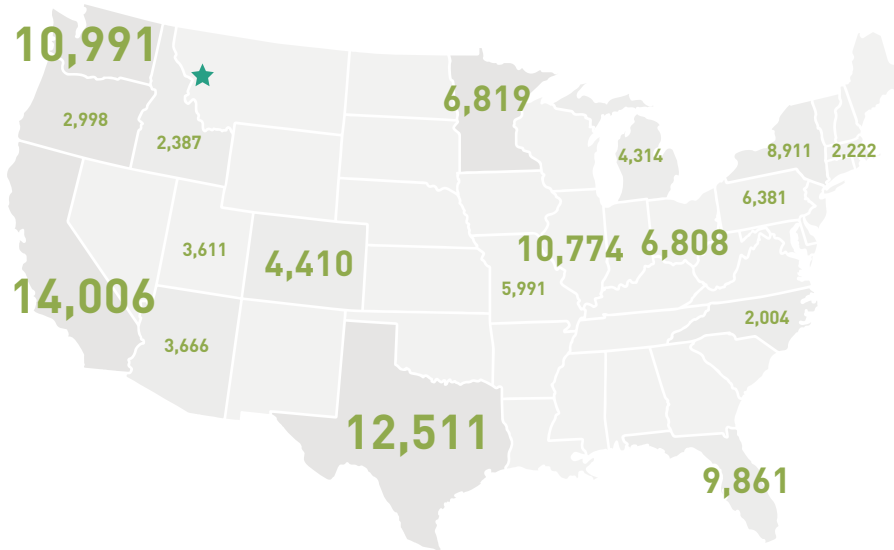


In 2017, Missoula International Airport had **388,028** enplanements and **384,597** deplanements. Total passengers equaled **772,625**.

CALL CENTER NUMBERS 213,032 Call Center Inquiries for FY18: 143,654 Call Center Inquiries for FY17

CALL CENTER INQUIRIES BY STATE

California	14,006
Texas	12,511
Washington	10,991
Illinois	10,774
Florida	9,861
New York	8,911
Minnesota	6,819
Ohio	6,808
Pennsylvania	6,381
Missouri	5,991
Colorado	4,410
Michigan	4,314
Arizona	3,666
Utah	3,611
Oregon	2,998
Idaho	2,387
Massachusetts	2,222
North Carolina	2,004
Wisconsin	1,987
New Jersey	1,944



TOP WAYS VISITORS FIND US

- Glacier Country Partnership
- YellowstonePark.com
- Google
- Yellowstone Country Partnership
- Meet Me In Missoula
- Facebook Marketing
- DestinationMissoula.org
- Best of American Travel
- Roots Sports
- Northwest Travel
- TripAdvisor.com
- Sunset Magazine
- National Geographic Traveler
- Backpacker Magazine
- Family Fun Magazine

STR REPORT: JUNE 2016-JUNE 2017

Occupancy	up 2.2%
ADR	up 4.8%
RevPAR	up 7.2%
Supply	down 2.0%
Demand	up 0.2%
Revenue	up 5.1%

VISITORS INFORMATION CENTER

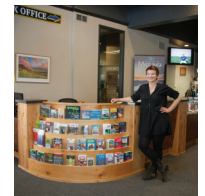
Total Visitors 2,933

TOP STATES

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

TOP COUNTRIES

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



» EXPANDING OUR REACH *marketing & communications*



55,312

Facebook likes

+19%



870

Pinterest followers

+19%



6,402

Twitter followers

+5%



9,378

Instagram followers

+14%

INSTAGRAM HASHTAGS

#MissoulaMoment 2,672 #VisitMissoula 3,137 #ThereThisPlace 2,681 #Missoula 401,323

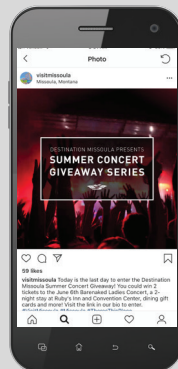
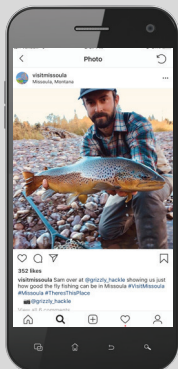
SOCIAL MEDIA GENERATED VISITORS TO WEBSITE *FY18* **168,994** *versus* *FY17* **58,805**

SOCIAL MEDIA

69,100 total social media fans
67,500 Facebook engagements
Just broke 10,000 Instagram followers

SUMMER CONCERT GIVEWAY SERIES

Destination Missoula held a Summer Concert Giveaway Series campaign, promoted through all social channels and centered around four high-profile concerts.

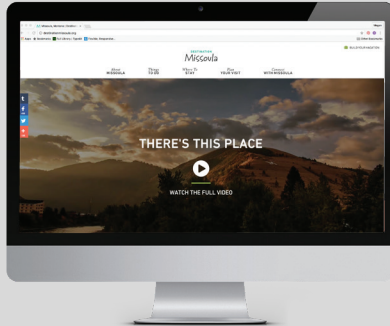


DESTINATIONMISSOULA.ORG UNIQUE VISITORS

1,080,097

FY17 664,445

FY16 559,918

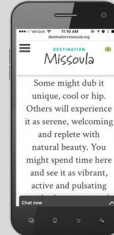


Desktop

601,990

FY17 331,461

FY16 311,320

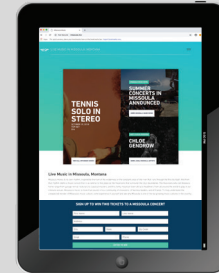


Smartphone

394,195

FY17 234,956

FY16 183,210



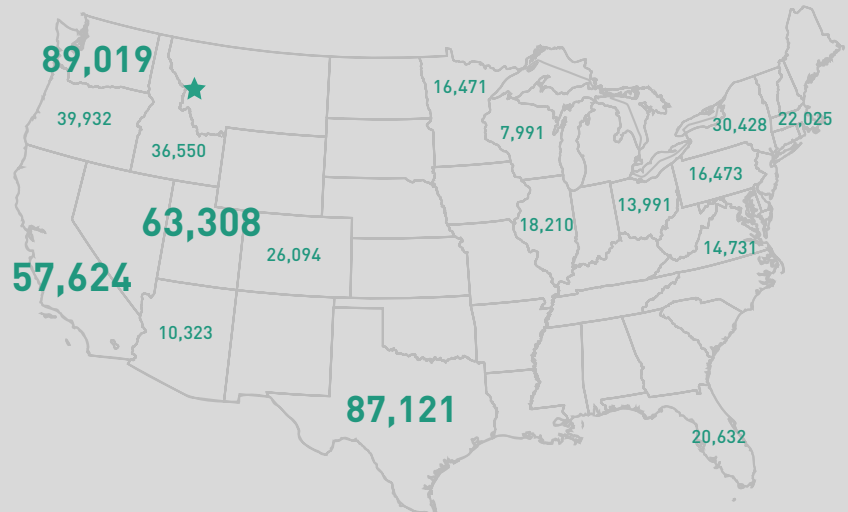
Missoula.live

13,931

launched April 2018

TOP 20 STATES VISITING US ONLINE

Washington	89,019	Pennsylvania	16,473
Texas	87,121	Minnesota	16,471
Utah	63,308	Virginia	14,731
California	57,624	Kansas	14,005
Oregon	39,932	Ohio	13,991
Idaho	36,550	Arizona	10,323
New York	30,428	North Carolina	9,878
Colorado	26,094	Wisconsin	7,991
Massachusetts	22,025	New Jersey	6,990
Florida	20,632	Montana not included	
Illinois	18,210		



» THERE'S THIS PLACE *campaign*

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 and natural resources that make Missoula worth experiencing for yourself.

ROOTS SPORTS SPONSORSHIP

Extending on our “There’s This Place” campaign and into the league of local sports, our Roots Sports Sponsorship utilized TV, radio, digital and social outlets to attract sports fans to the land of green fields and loyal locals. There’s This Place Where the Outfield is Endless led the campaign as the versatile and wide-reaching tagline.

VIDEO LAUNCH

The launch of our Matador video narrowed in on two driving forces in Missoula – live music and our iconic rivers running through the city. Where Music and Rivers Flow brought in over 1 million impressions and encapsulated everything a summer in Missoula can (and should) be in under 3 minutes.

Roots Sports Sponsorship

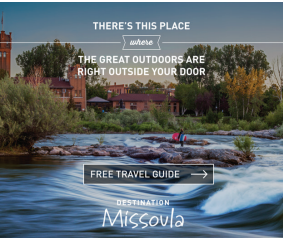


There's This Place Campaign



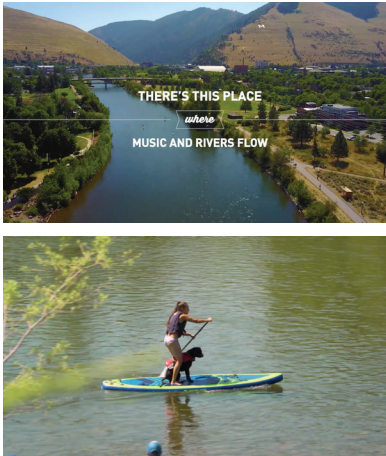
Sunset magazine

Backpacker magazine



banner ad

Video Launch



MUSIC CAMPAIGN

Destination Missoula is proud to support the efforts of our music community and the work put in to attract large names. We took the opportunity to lean into the emerging music scene, and launched a new website focused on both local and large-scale artists and events. A fan favorite of this campaign was our Summer Concert Giveaway Series, where we awarded tickets and accommodations for four shows and encouraged social media interaction in the process.

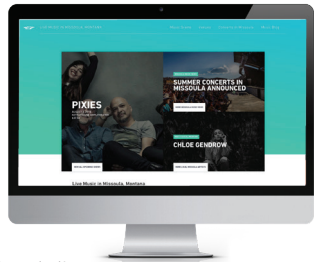
DALLAS CAMPAIGN

Missoula is surrounded by open space and adventure while remaining highly accessible, and we highlighted just that in our Dallas campaign. In partnership with Glacier Country and the Missoula International Airport, Destination Missoula planned a media campaign and a press trip to visit travel writers and influencers and meeting planners in Dallas Texas to promote the American Airlines nonstop flight between Dallas and Missoula.

MEET ME IN MISSOULA

There's more to Missoula than summer river floats and winter powder days. Meet Me in Missoula is a campaign specifically designed to encourage shoulder season travel by diving into the community of arts and culture that never hibernates. A weekend getaway contest drives traffic to the website and social media channels, where we continuously highlight and update local events.

Music Campaign



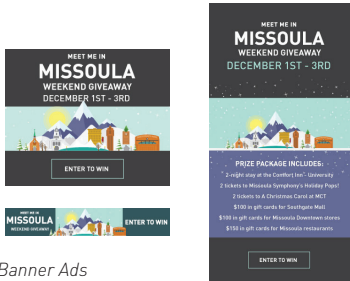
Missoula.live

Dallas Campaign



Paper Airplane Invitation

Meet Me In Missoula



Banner Ads



Print Ad



Print Ad



Print Ad

» CONNECTIONS *strategic alliances*

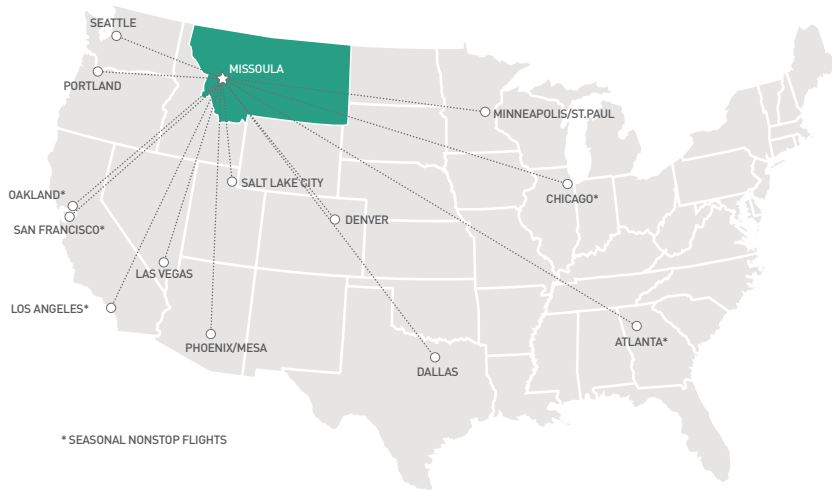
COMBINED VISITOR AND
RELOCATION GUIDE

DESTINATION
Missoula



PARTNERSHIPS





Destination Missoula and TBID are Take Flight Missoula's biggest sponsor.

Take Flight Missoula is a community-lead effort to expand air service in Missoula. Increased air service will drive ticket prices down, attract more tourists, benefit economic development and make travel more convenient through increased connectivity.

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 reflects consistent branding with Destination Missoula's current website. This partnership is an exciting step for the community of Missoula.

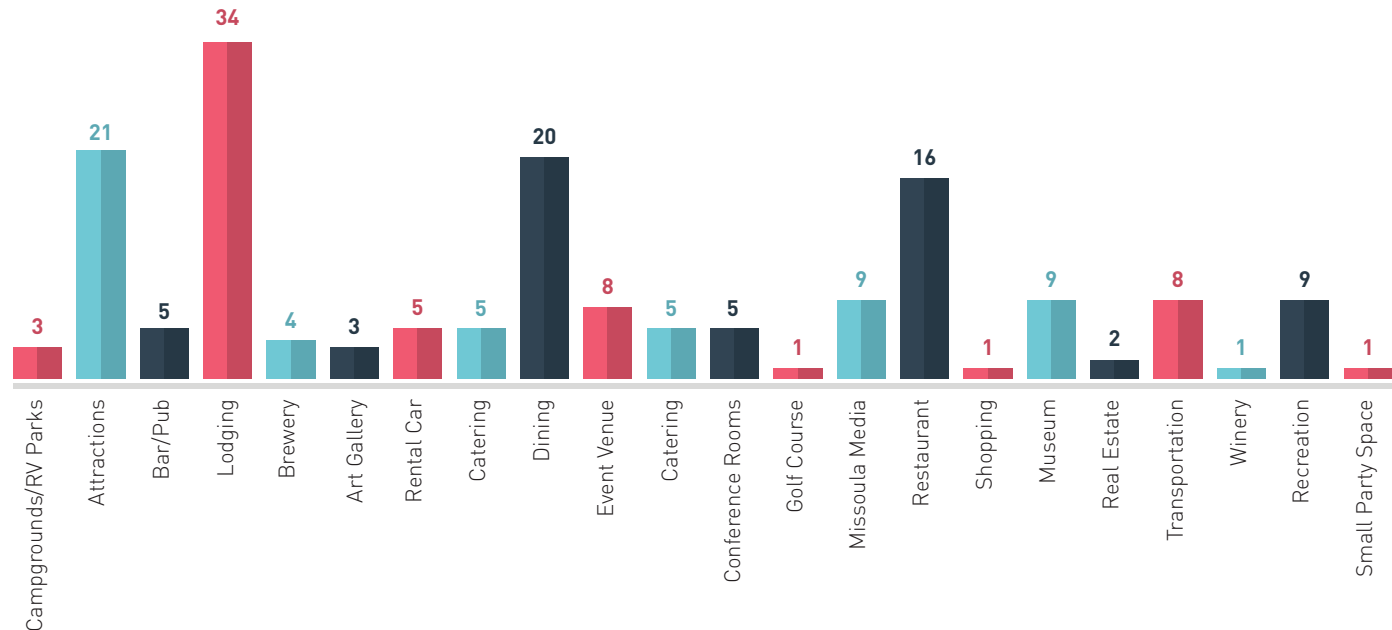


TRAVEL GUIDE

115,000 COPIES

of the Missoula Area Visitor and Relocation 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.

» **STRENGTH IN NUMBERS** *memberships*



HOSTED EVENTS

2 MISSOULA 101 WORKSHOPS



» A WINNING COMBINATION *TBID & sports commission*

TBID GRANTS

Event Name	\$\$ Granted	Est. Attendance (Attendees & Spectators)	Est. Eco. Impact
Montana Farm to School Summit	\$3,500	250	\$49,678
Montana Music Summit	\$10,000	150	\$24,299
AOPA NW Regional Fly-In	\$6,000	2,500	\$747,979
Big Sky Gun Show	\$5,000	550	\$124,318
AERO Expo & Annual Meeting	\$6,000	250	\$68,449
TOTAL:	\$30,500	3,700	\$1,014,723



76%

fun stat

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

BIDS AWARDED

Group Name	Dates
Source	
MHSA	2018-20 Season
Class A Basketball Tournament	Dec, 2018
State B Golf	May, 2019
State C Basketball	March, 2020
State AA Softball	May, 2020

GROUP SALES

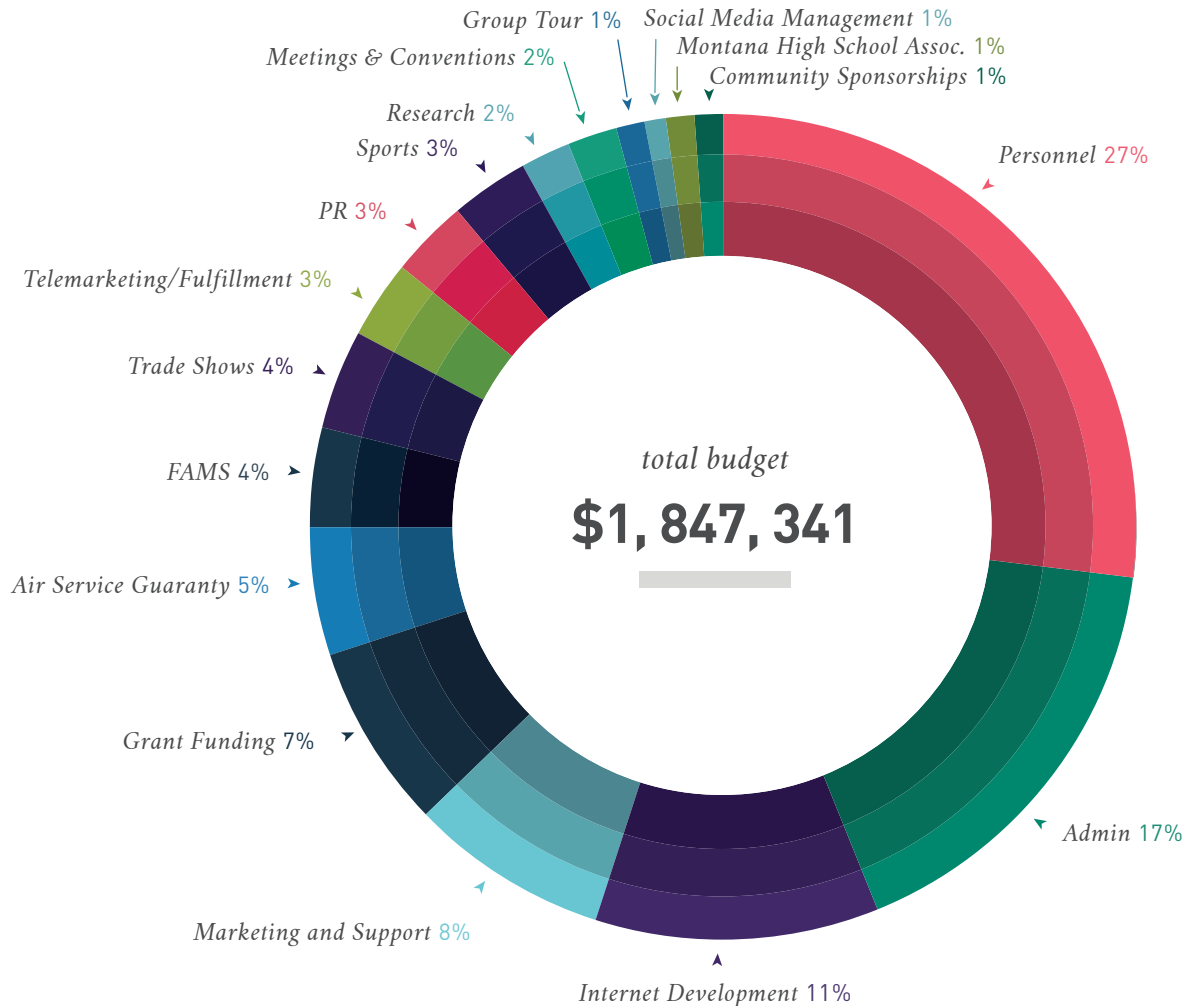
Annual Leads – 2017/18:

Generated 50 Leads in fiscal year 2017/18 totaling 21,468 room nights with a potential pre-event economic impact total of \$7,333,249.

grant workshops

Destination Missoula staff holds grant workshops one month prior to grant application deadlines each August and February.

» COMBINED FUNDING 2017-18 budget



» OUR TEAM *board & staff*

STAFF

Barbara Neilan
Executive Director

Mimi Gustafson
Director of Sales & Services

Molly Gasiewicz
Sales & Services Assistant

Kara Bartlett
Group Sales Manager

Sage Grendahl
Director of Operations

Brittany Jones
Event Services Manager

Brianna Denman
Visitor Services Coordinator

Isabella del Vella
Emily Brinkerman
Seasonal Staff

FY17 – 18 TBID BOARD OF DIRECTORS

Tim Giesler
President
Ruby's Inn & Convention Center

Lydia Bryan
DoubleTree by Hilton
Missoula—Edgewater

Whitney Bergmann
Best Western Plus
Grant Creek Inn

Luke Laslovich
Campus Inn

Kate Leonberger
Holiday Inn Express

FY17 – 18 DM BOARD OF DIRECTORS

Staci Nugent
President
Paradise Falls

Christine Johnson
Past President
Clover Creative

Stephen Simpson
Vice President
Praha, Inc.

Dan Carlino
Individual

Amanda Jacobson
Missoula International Airport

Matt Doucette
President Elect
New York Life

Bob Terrazas
Counsel
Terrazas Clark
Henkel, P.C.

Michael McGill
MCT, Inc.

Layne Rolston
Good Food Store

Karen Schlatter
MTEventServices—University
of Montana

Matt Ellis
Secretary
Missoula Osprey

Scott Richman
Vice President
Townsquare Media

Rod Austin
Missoula Parking Commission

Bryan Flaig
First Security Bank

Kate Leonberger
Holiday Inn Express

Carrie Rasmussen
Comfort Inn

Kim Sawyer
Wingate by Wyndham

Erika McGowan
Ex Officio
Windfall, Inc

Jim Galipeau
Treasurer
JCCS

DESTINATION
Missoula

DESTINATIONMISSOULA.ORG