



DESTINATION
Missoula

Destination Missoula & Missoula Tourism Business Improvement District

FY18-19 ANNUAL REPORT

1 Best Places to Live 2019

Money, August 2019

2 20 Game-Changing Places to Live
Sunset, January 2019

3 Charming College Towns with Off-Campus Appeal
Afar.com, August 2019

4 10 Most Forward Thinking US Cities in 2019
Trip.com, July 2019

5 10 Best Colleges for Hunters and Anglers
Field and Stream, April 2019

6 The Best U.S. Places to Spend a White Christmas
Expedia Viewfinder, December 2018

7 Best-Run Cities in America
WalletHub, July 2019

8 Missoula Marathon: #1 Marathon in America

BibRave, November 2018



» SHOW & TELL sales & services



TRADE SHOWS

Show Name	Contacts Made
IMEX	74
Connect Pacific Northwest	35
Connect Sports	40
Smart Meetings Northwest	15
Calgary Outdoor Show	392
International Roundup (IRU)	39
IPW	36
National Association of Sports Commissions	26
TEAMS	52
Montana High School Association Annual Meeting	55
Small Market Meetings	34
Total Contacts Made	798



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

NOTABLE PROJECTS

MEETING PLANNER FAM

Destination Missoula / TBID hosted a joint Meeting Planner FAM with Glacier Country Tourism in June with four meeting planners from around the country and received one RFP, which resulted in a group booking.

PRESS TRIPS

Destination Missoula hosted press trips with Glacier Country, Whitefish CVB and Kalispell CVB in Chicago and San Francisco in November of 2018. There were 50 press writers and influencers in attendance.



Meeting Planner FAM



Chicago Press Trip

» **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.

INFLUENCERS

CHASE GUTTMAN

ChaseGuttman.com, September 25-27, October 1, 2018

BROOKE BURNETT

OneSmallBlonde.com, October 1-3, 2018

TANYA FOSTER

TanyaFoster.com, October 10-16, 2018

MACKENSIE CORNELIUS

Freelance Travel Writer, April 11-12, 2019

DAN SHRYOCK

Cycle California, June 17-19, 2019

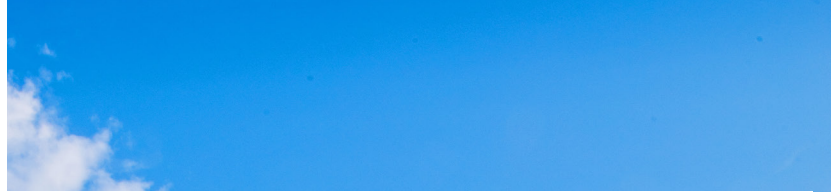
MONTANA OFFICE OF TOURISM AND BUSINESS DEVELOPMENT FAM TRIP

PIA VOLK

JEAN PIERRE REYMOND

DANIELLE HARTEMINK

MAUD DE VOUASSOUX



» FAM FAME *Earned Media*

DESTINATION MISSOULA

6.5 million impressions

299,100 engagements

138.15
MILLION

fun stat

Potential viewers* exposed to Destination Missoula.

**Potential reach is the sum of viewership for publications and website the coverage is featured in.*

MEDIA EXPOSURE

140

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

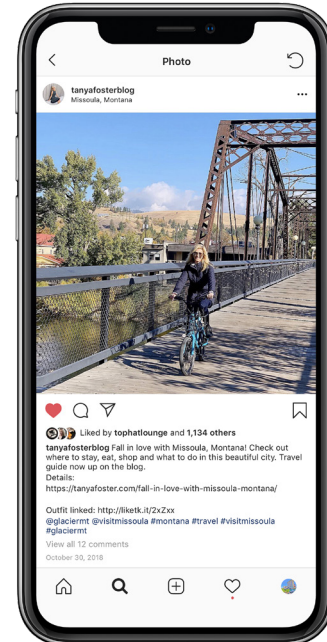
SOURCE: MELTWATER

“Obviously, the outdoors and activities that [Missoula] affords are spectacular! But there is so much more to this beautiful city.”

Tanya Foster

Fall in Love With Missoula, Montana

TanyaFoster.com



Tanya Foster’s post from Missoula, tagging @VisitMissoula was served to over **97,000 followers**.

Tourism is a leading industry in Montana.

State of Montana

\$3.7 billion

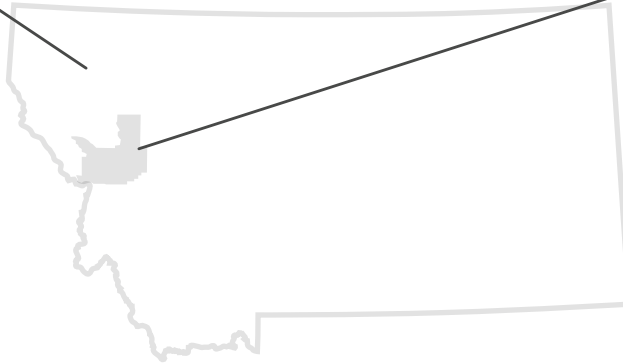
economic impact

59,330

Montana jobs

\$230 million

in state and local taxes



Missoula County

\$307 million

economic impact

3,580

Missoula jobs

\$18.1 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 approximately **\$492 more** in state and local taxes.

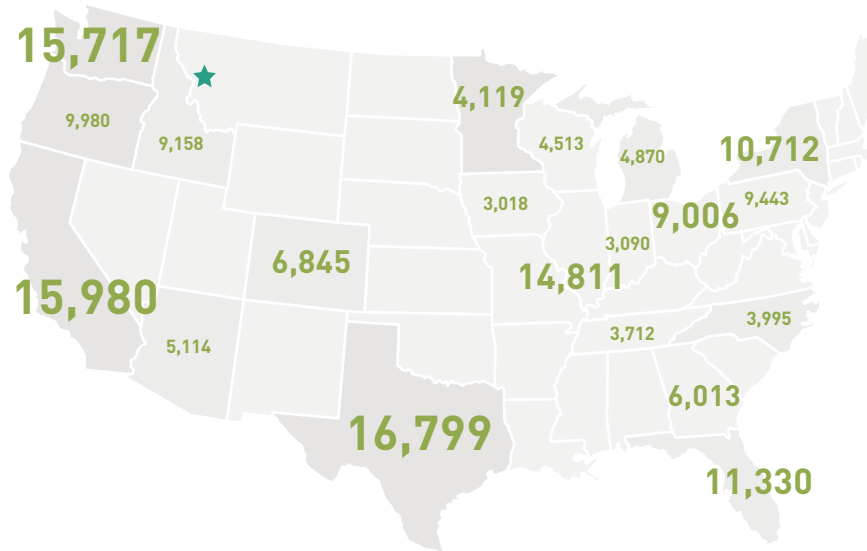


In 2018, Missoula International Airport served an **additional 75,819 passengers** for a total of 848,444 passengers, a **9.8% increase**.

CALL CENTER NUMBERS 236,997 Call Center Inquiries for FY18. 213,032 Call Center Inquiries for FY17.

CALL CENTER INQUIRIES BY STATE

Texas	16,799
California	15,980
Washington	15,717
Illinois	14,811
Florida	11,330
New York	10,712
Oregon	9,980
Pennsylvania	9,443
Idaho	9,158
Ohio	9,006
Colorado	6,845
Georgia	6,013
Arizona	5,114
Michigan	4,870
Wisconsin	4,513
Minnesota	4,119
North Carolina	3,995
Tennessee	3,712
Indiana	3,090
Iowa	3,018



TOP WAYS VISITORS FIND US

- Glacier Country Partnership
- Google
- Yellowstone Journal
- Northwest Travel
- Root Sports/GoGriz.com
- Social Media Referrals
- Jambase/Music Partnership
- Digital Audience Targeting
- Texas Monthly
- Sunset Magazine

STR REPORT: JUNE 2017-2018

Occupancy	up 4%
ADR	up 4.8%
RevPAR	up 9%
Supply	down 2.2%
Demand	up 1.7%
Revenue	up 6.6%

VISITORS INFORMATION CENTER

TOP STATES

- | | |
|---------------|--------------|
| 1. Washington | 6. Oregon |
| 2. California | 7. Wisconsin |
| 3. Montana | 8. Idaho |
| 4. Texas | 9. Minnesota |
| 5. Florida | 10. Colorado |

TOP COUNTRIES

- | |
|-------------------|
| 1. United States |
| 2. Canada |
| 3. United Kingdom |
| 4. France |
| 5. Australia |



» EXPANDING OUR REACH *marketing & communications*



58,047

Facebook likes

+8.8%



870

Pinterest followers

+19%



6,593

Twitter followers

+3%



12,493

Instagram followers

+33.2%

INSTAGRAM HASHTAGS

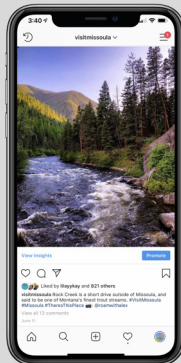
#MissoulaMoment 9,121

#VisitMissoula 6,974

#TheresThisPlace 2,161

#Missoula 472,540

SOCIAL MEDIA GENERATED VISITORS TO WEBSITE *FY19* **195,076** *versus* *FY18* **168,994**



SOCIAL MEDIA

77,133 total social media fans (11.6% increase)

198,604 Facebook engagements (89.9% increase)

98.1% increase in engagement across all platforms

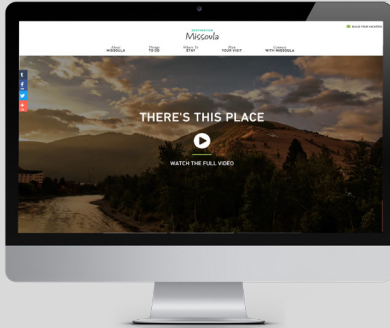
158% increase in Instagram impressions

28,423 Instagram Story impressions

1,166,256

FY18 1,080,097

FY17 664,445



Desktop

574,156

FY18 601,990

FY17 331,461

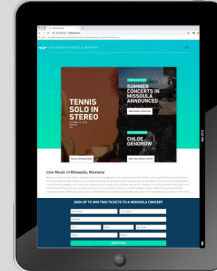


Smartphone

502,088

FY18 394,195

FY17 234,956



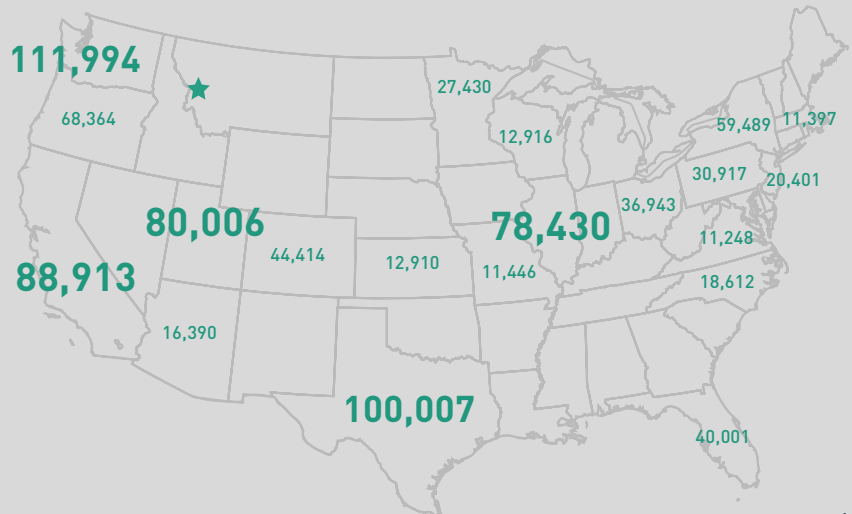
Missoula.live

90,002

launched April 2018

TOP 20 STATES VISITING US ONLINE

Washington	111,994	Minnesota	27,430
Texas	100,007	New Jersey	20,401
California	88,913	North Carolina	18,612
Utah	80,006	Arizona	16,390
Illinois	78,430	Wisconsin	12,916
Oregon	68,364	Kansas	12,910
New York	59,489	Missouri	11,446
Colorado	44,414	Massachusetts	11,397
Florida	40,001	Virginia	11,248
Ohio	36,943	<i>Montana not included</i>	
Pennsylvania	30,917		



» 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.

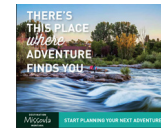
WEBSITE LAUNCH

In July 2019, Destination Missoula launched our new, **completely responsive, state-of-the-art website**. The website features new **itinerary builder** functionality, large **photos and video** and integrated social media all to enhance the **story-telling** aspects of the website. Destination Missoula continued to grow visitation by adding fresh content, photos and video to inspire travelers.

There's This Place Campaign



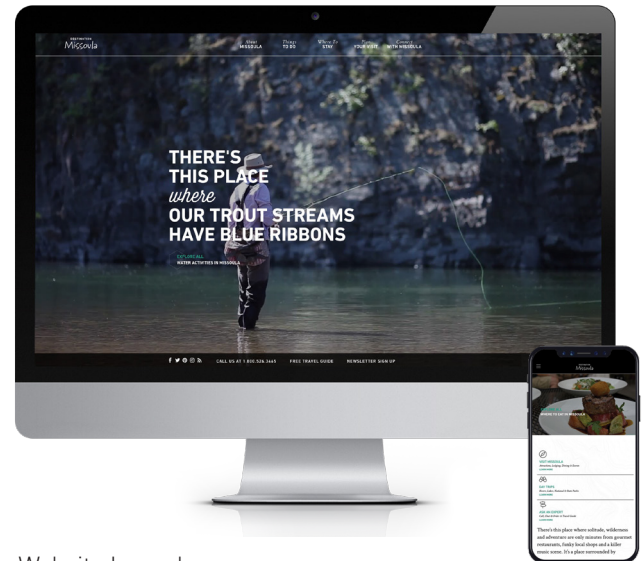
Food & Travel Magazine



Banner Ad



Backpacker Magazine



Website 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, *Missoula.Live* that 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.

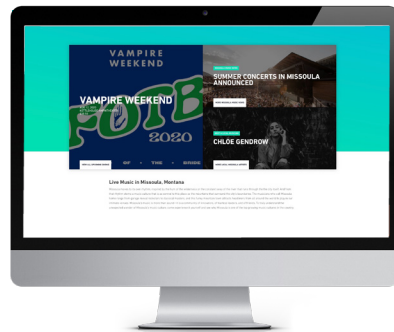
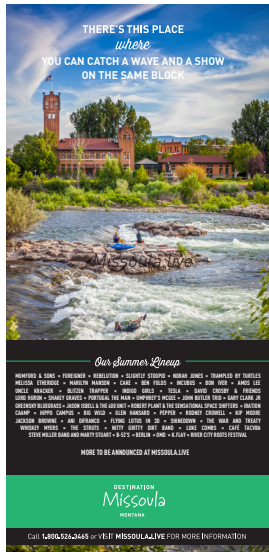
MEET ME IN MISSOULA

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. In FY18/19 there were more than 2,000 contest entries.

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.

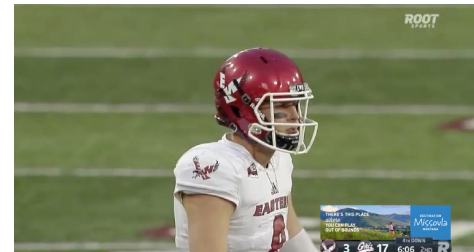
Music Campaign



Missoula.Live

Print Ad

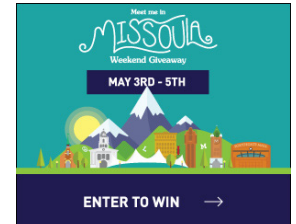
Roots Sports Sponsorship



Meet Me In Missoula



Print Ad



Banner Ad

» CONNECTIONS *strategic alliances*

COMBINED VISITOR AND
RELOCATION GUIDE

DESTINATION
Missoula +

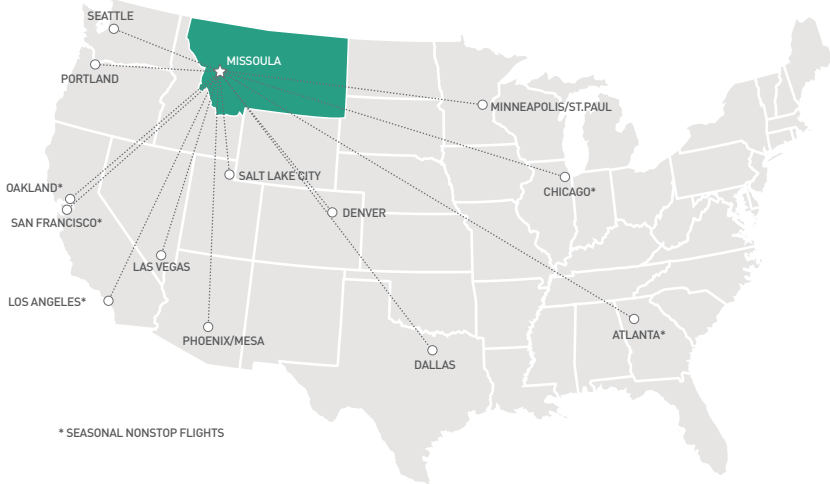


PARTNERSHIPS





TAKE FLIGHT
MISSOULA



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

Take Flight Missoula is a community-led 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. Destination Missoula contributes \$50,000 annually. This grant is responsible for bringing American Airlines to our market.

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 visitors’ 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.

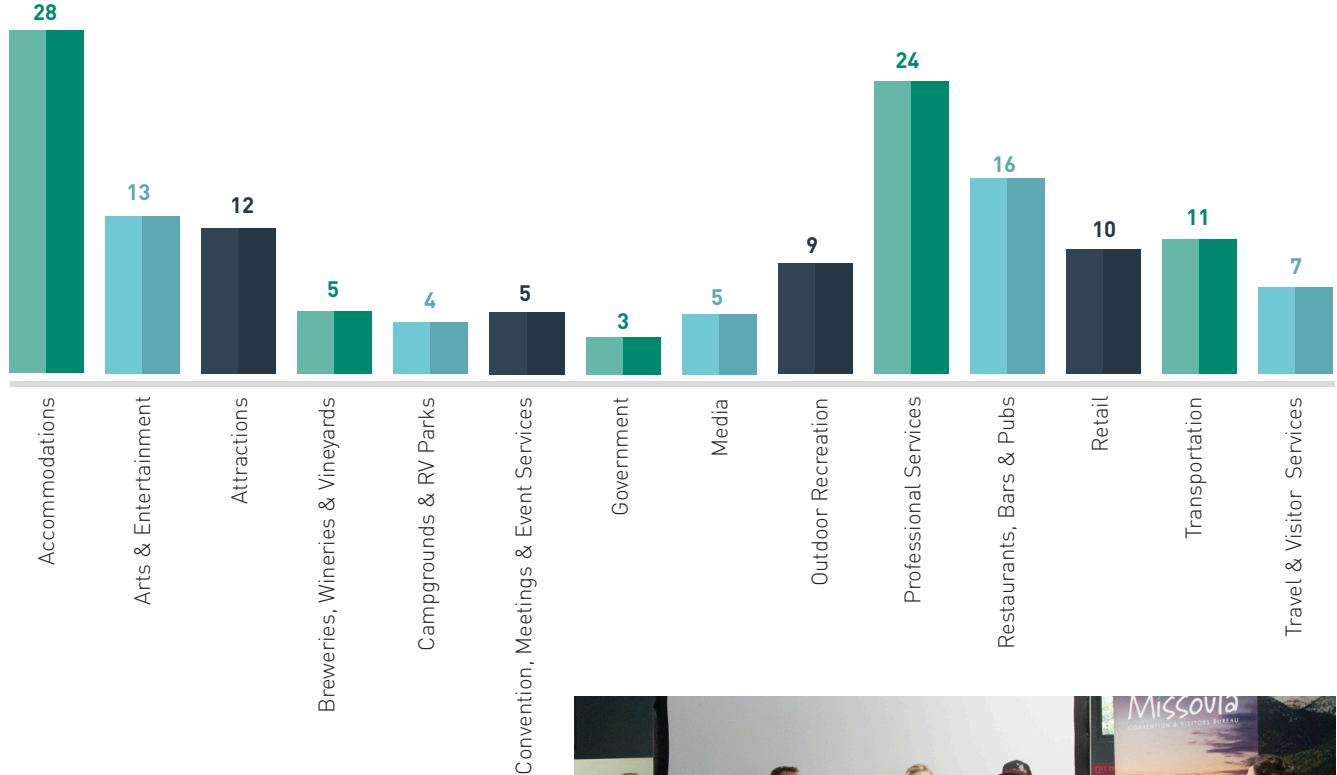


TRAVEL GUIDE

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

MISSOULA 101 WORKSHOP

The Hospitality and Customer Service Workshop put on each year by Destination Missoula features panelists with Missoula tourism success stories.



Michael McGill, Cris Jenson, Staci Nugent and Tim O'Leary

» A WINNING COMBINATION *TBID & sports commission*

TBID GRANTS

Event Name	\$ Granted	Est. Attendance <i>(Attendees & Spectators)</i>	Economic Impact
Big Sky Film Festival	\$7,500	20,000	\$498,249
Zootown 406 Classic Club 2019-2020 Basketball Season	\$13,000	20,000	\$3,787,408
Pacific NW Collegiate Lacrosse Playoffs	\$10,000	1,000	\$174,264
Montana Downtown Conference	\$5,000	120	\$43,530
Big Sky Gun Show	\$7,500	600	\$143,543
TOTAL:	\$43,000	41,720	\$4,646,994

GROUP SALES

Annual Leads – 2018/19:

Generated 60 Leads in fiscal year 2018/19 totaling **20,792 room nights** with a potential pre-event **economic impact total of \$7,634,879.**

COMMUNITY SPONSORSHIP

Organization	Event/Project	Funds Awarded
Bitterroot Cultural Heritage Trust	Interpretive artwork along the Bitterroot Trail	\$10,000
MTB Missoula	Reallocate funds from 'Marshall Mountain Preservation Study' to 'Gold Creek Trail Project'	\$7,500
Dragon Hollow	Playground Renovation	\$5,000
Susan G. Komen	Race For A Cure Missoula 'Survivor Tent' sponsorship	\$5,000
Glacier Ice Rink	2018-2019 Hockey Season	\$10,000
Total		\$37,500

BIDS AWARDED

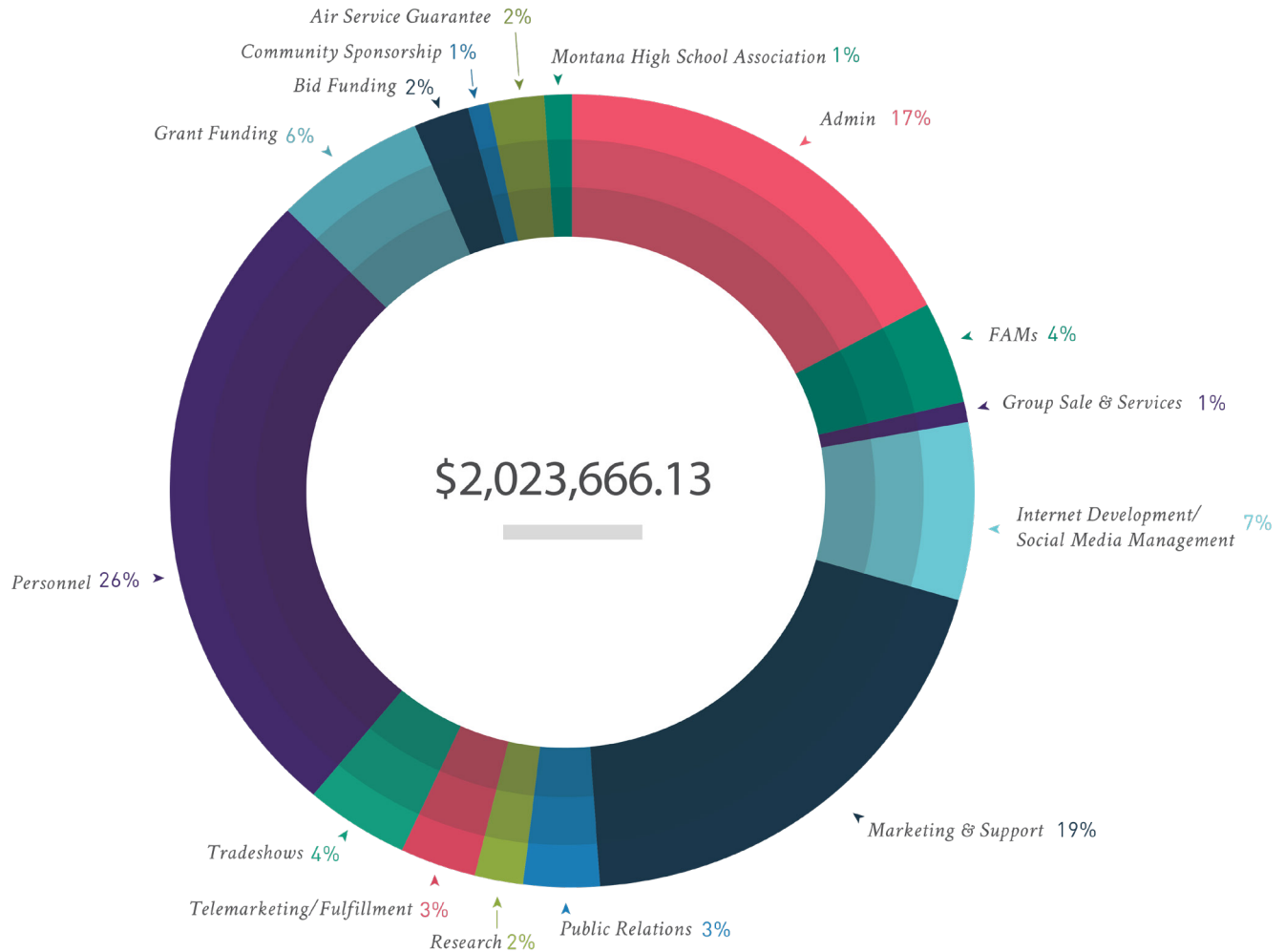
Group Name	Dates
High School Lacrosse State Tournament MHSAA	May 2019
State B-C Tennis	May 2020
State AA and C Track & Field	May 2020
State AA Golf	September 2020

grant workshops

Destination Missoula staff holds grant workshops twice annually prior to grant application deadlines each August and February.

» COMBINED FUNDING 2018-19 budget

BED TAX, TBID, PRIVATE



» OUR TEAM *board & staff*

STAFF

Barbara Neilan
Executive Director

Mimi Gustafson
Director of Sales & Services

Molly Gasiewicz
Sales & Services Assistant

Brianna Denman
Visitor Services Coordinator

Isabella del Vella
Emily Brinkerman
Linzie Norman
Seasonal Staff

Sage Grendahl
Director of Operations

Brittany Jones
Event Services Manager

Emily Rolston
Sales & Services Assistant

Kara Bartlett
Group Sales Manager

FY18 – 19 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

Jim McLeod
Farran Realty Partner, LLC
(Representing the DoubleTree by
Hilton Missoula—Edgewater

FY18 – 19 DM BOARD OF DIRECTORS

Matt Doucette
President
New York Life

Staci Nugent
Past President
Paradise Falls

Bob Terrazas
Counsel
Terrazas Henkel, P.C.

Tiffany Brander
Missoula Parking
Commission

Chuck Maes
Athletic Department-
University of Montana

Scott Richman
President Elect
Townsquare Media

Karen Schlatter
Vice President
University Center

Matt Ellis
Secretary
Missoula Osprey

Bryan Flaig
First Security Bank

Michael McGill
MCT, Inc.

Layne Rolston
Vice President
Good Food Store

Jim Galipeau
Treasurer
JCCS Accounting

Missoula International
Airport
Ex Officio

Christine Johnson
Clover Creative

Carrie Rasmussen
ClassPass

Stephen Simpson
Vice President
Praha Inc. (The Badlander)

Kate Leonberger
Holiday Inn Express &
Suites

Kimberly Roth
Merrill Lynch

Kim Sawyer
Wingate by Wyndham

DESTINATION
Missoula

DESTINATIONMISSOULA.ORG