TOP 10 Missoula accolades

1. 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
7. Top 10 Cycling Cities in the US 2014 - Travel Channel
8. Top 100 Places to Live 2014 - Livability
10. Ultimate Adventure Bucket List 2014 - National Geographic

SHOW & TELL sales & services

TRADE SHOWS

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

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.
Destination Missoula 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**

- Instagram: 6,627 followers
- Twitter: 53,328 followers
- 5 Facebook posts: 10,929 likes
**The Big Picture: Tourism**

**General Facts**

**State of Montana**
- $3.98 billion economic impact
- 38,000 Montana jobs
- $276 million in state and local taxes

**Missoula County**
- $280 million economic impact
- 3,260 jobs
- $22 million in state and local taxes

**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**

- 11,168 Facebook Likes
- 454 Pinterest Followers
- 3,971 Twitter Followers
- 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
- Washington: 239
- California: 207
- Colorado: 98
- Minnesota: 87
- Oregon: 85
- Texas: 79
- Florida: 68
- Arizona: 60
- Idaho: 59
- Indiana: 57

International
Total Visitors: 691

TOP 6 COUNTRIES
- Canada: 343
- United Kingdom: 44
- Australia: 38
- France: 38
- Germany: 37
- Switzerland: 21

STR REPORT: APRIL 2014 - APRIL 2015
- Occupancy: up 3.7%
- ADR: up 4.7%
- RevPAR: up 8.6%
- Supply: up 1.1%
- Demand: up 4.9%
- Revenue: up 9.9%

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.

DestinationMissoula.org receives over 30,000 unique visitors a month and our email database contains over 100,000 addresses.
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 lifestyle that includes bikes, this unique event is the first ever Women’s Cycling Association branded event with professional women and racing the same courses for the same prizes!

Day 1 - The Tour of Montana opens with a women’s and men’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

4 partner connections
2 marketing mixers
1 mastermind workshop
52 e-Learning U opportunities
1 SuperHost

partner networking opportunities
networking with educational workshop

» A WINNING COMBINATION TBID & sports commission

TBID GRANTS

<table>
<thead>
<tr>
<th>Event Name</th>
<th>$$ Granted</th>
<th>Est. Attendance</th>
<th>Est. Eco. Impact</th>
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<tbody>
<tr>
<td>Missoula Aquatic Club</td>
<td>$5,000</td>
<td>1,300</td>
<td>$280,000</td>
</tr>
<tr>
<td>Big Sky Documentary Film Festival</td>
<td>$4,000</td>
<td>27,500</td>
<td>$300,000</td>
</tr>
<tr>
<td>Missoula Roundball Club</td>
<td>$9,500</td>
<td>16,500</td>
<td>$400,000</td>
</tr>
<tr>
<td>Association of Student Affairs</td>
<td>$5,000</td>
<td>260</td>
<td>$220,000</td>
</tr>
<tr>
<td>Special Olympics</td>
<td>$10,000</td>
<td>3,000</td>
<td>$989,000</td>
</tr>
<tr>
<td>Missoula XC</td>
<td>$7,000</td>
<td>2,700</td>
<td>$430,000</td>
</tr>
<tr>
<td>National Association of Smokejumpers</td>
<td>$2,500</td>
<td>1,200</td>
<td>$850,000</td>
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<tr>
<td>Garden City Softball</td>
<td>$2,000</td>
<td>500</td>
<td>$240,000</td>
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<tr>
<td>TOTAL:</td>
<td>$45,000</td>
<td>52,960</td>
<td>$3,709,000</td>
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</table>

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

LEADS

<table>
<thead>
<tr>
<th>Month</th>
<th># of Leads</th>
<th>Attendees</th>
<th>Room Nights</th>
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<tbody>
<tr>
<td>July</td>
<td>1</td>
<td>150</td>
<td>390</td>
</tr>
<tr>
<td>August</td>
<td>2</td>
<td>46</td>
<td>77</td>
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<tr>
<td>September</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>October</td>
<td>1</td>
<td>360</td>
<td>192</td>
</tr>
<tr>
<td>November</td>
<td>2</td>
<td>480</td>
<td>1500</td>
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<tr>
<td>December</td>
<td>1</td>
<td>1200</td>
<td>300</td>
</tr>
<tr>
<td>January</td>
<td>2</td>
<td>1300</td>
<td>2251</td>
</tr>
<tr>
<td>February</td>
<td>3</td>
<td>3600</td>
<td>4575</td>
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<tr>
<td>March</td>
<td>3</td>
<td>970</td>
<td>1381</td>
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<tr>
<td>April</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>May</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>June</td>
<td>3</td>
<td>750</td>
<td>1497</td>
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Total Room Nights: 12,163

BID PACKAGES

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

41% fun stat Room night lead generation was increased by 41% over last year.
COMBINED FUNDING

- Admin 18%
- Grant Funding 14%
- Research 1%
- Telemarketing/ Fulfillment 5%
- Internet Development 12%
- Meetings & Conventions 3%
- Trade Shows 4%
- PR 2%
- Sports 2%
- FAMS 4%
- Marketing & Support 12%
- Personnel 23%
- total budgets
- $1,099,903

OUR TEAM board & staff

STAFF
- Barbara Neilam, Executive Director
- Sage Greendahl, 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
- Lucy Weeder, President, Best Western Plus—Grant Creek Inn
- 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

DM BOARD OF DIRECTORS
- Kate Leonberger, President
- Jim Galipeau, President Elect/Treasurer
- Matt Ellis, Secretary
- Cris Jensen, Past President
- Matt Doucette, Holiday Inn Missoula Downtown
- Christine Johnson, Vice President
- Barb Koosra, Vice President
- U of M Museum of Art & Culture
- Brad Murphy, Vice President
- U of M Adams Center
- Bob Terrazas, Council
- Matt Doucette, Holiday Inn Missoula Downtown
- Bryan Faig, First Security Bank
- Anne Guest, Missoula Parking Commission
- Philip Mason, Tap Room Tours
- Linda McCarthy, Downtown Missoula Partnership
- Justin Philbrick, Red Robin/Jakers Bar & Grill
- 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.