



Destination Marketing Organization



Sarah Bannon, Executive Director
1105 Main St. Deer Lodge

Photo by Rick and Susie Graetz

Visit Southwest Montana Destination Marketing Organization

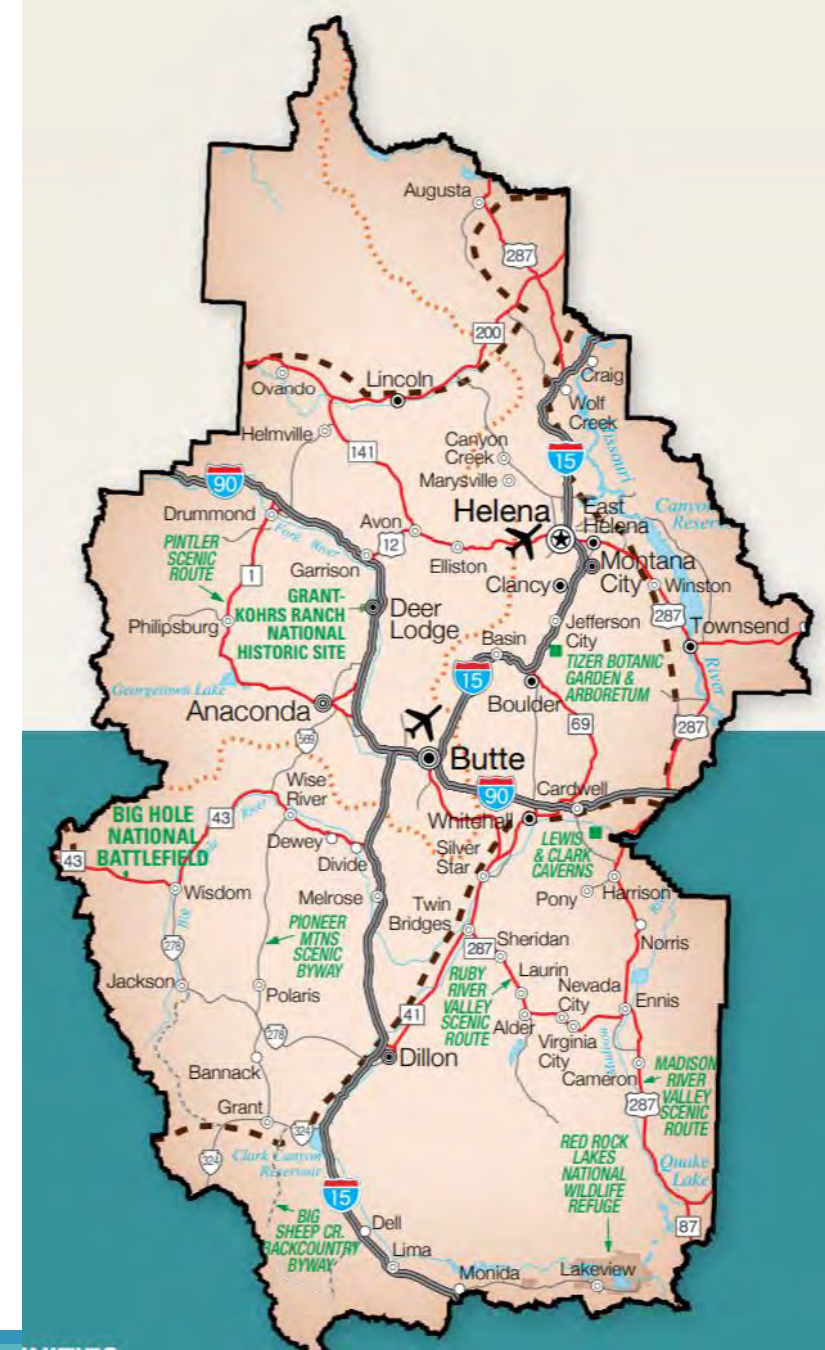
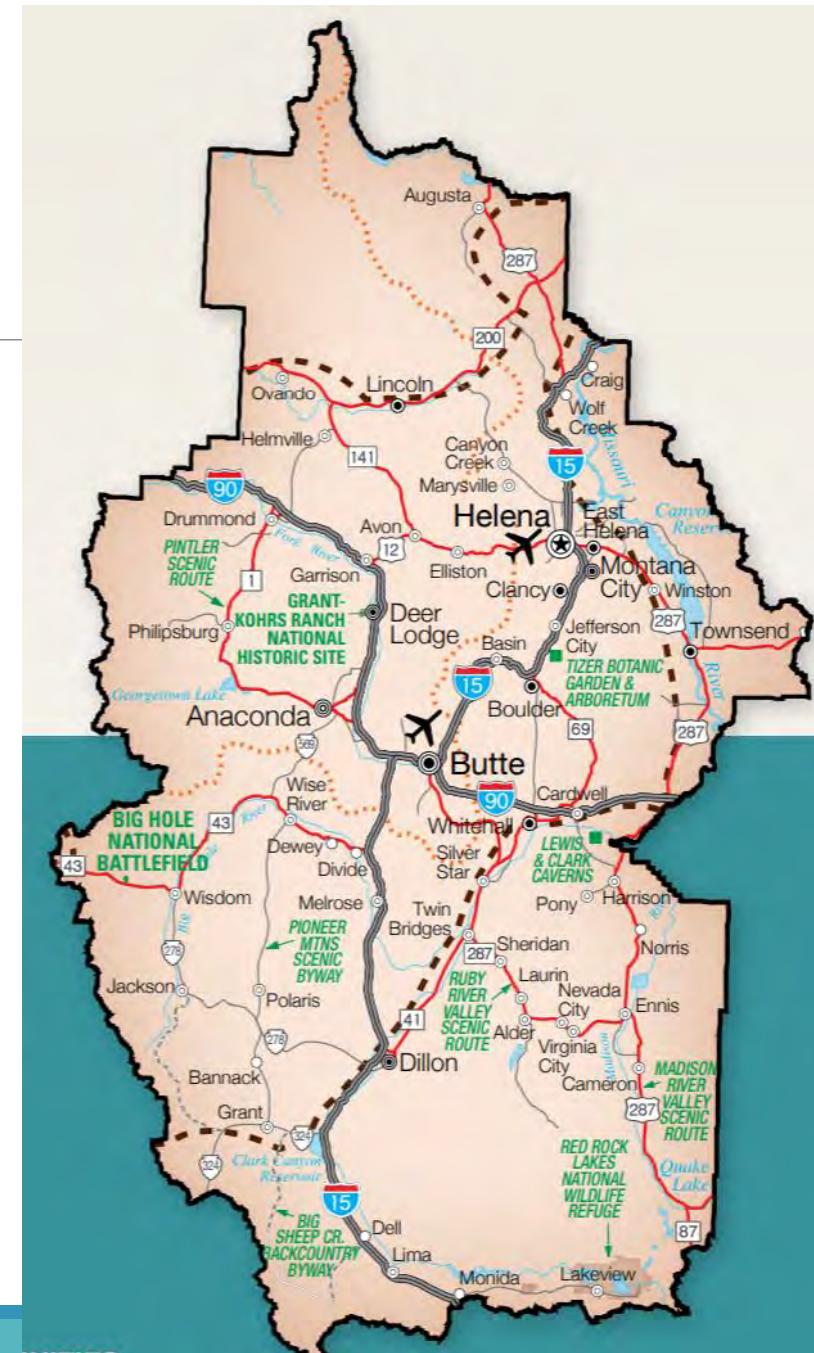


Photo by Rick and Susie Graetz

Southwest Montana



map



What is Destination Marketing / Management?

Destination Marketing promotes a location as an attractive travel destination.

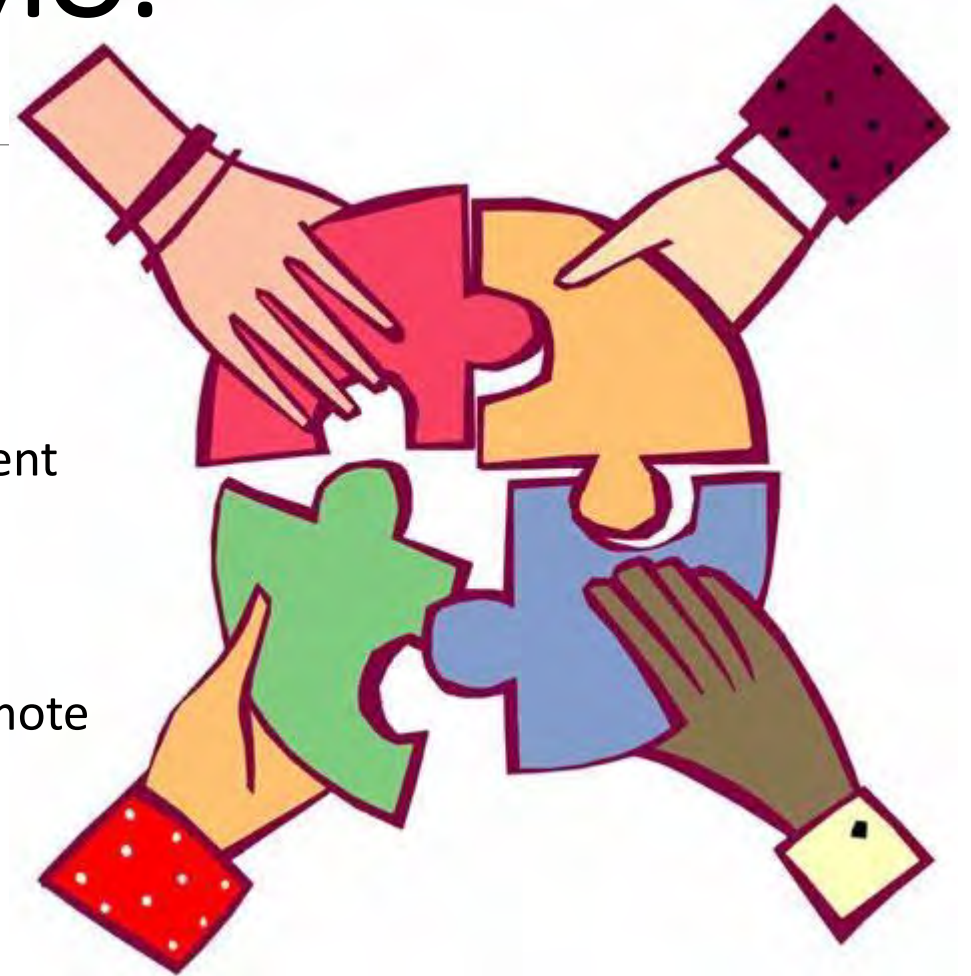
Along with that we also do Destination Management (DMO) which refers to a holistic approach, where many aspects of a destination are managed via a coordinated process. It can include:

- ❖ Managing marketing**
- ❖ Local accommodation**
- ❖ Tours, events, activities**
- ❖ Attractions and transportation**

and is often the responsibility of a dedicated destination management organization.

Southwest Montana as a DMO:

- ✓ Promotes Economic Development to local, regional and state businesses through tourism and film development.
- ✓ Works with other Destination Marketing Organizations (other regions, convention visitor bureaus, Tourism Business Improvement Districts, Chambers, etc.) to broaden the reach and bring more opportunities to the area.
- ✓ Works with the rural areas, state parks, and public lands to promote their attractions and events.
- ✓ Works with Dax Schieffer to educate people about tourism.



How do we operate:



Set up a marketing plan based Southwest Montana's portion of the bed tax funds. Determine budget, provide rationale, and determine measurable goals and objectives.

Marketing plan must be approved by the Southwest Montana Board and the Tourism Advisory Council.

Plan is implemented, tracked and reported on over the fiscal year. Project completions round off the marketing plan.

100% Audit is performed on all bed tax expenditures.

A LOOK *at the* **BUDGET**

What goes into making a marketing plan? Research!

Research from the University of Montana's Institute on Tourism Recreation and Research

State economic research team

State and national travel organizations

Governor's Conference on Tourism, Recreation and Business

Smith Travel Reports

Statistics and feedback of past projects

Online Research



Gather the latest information and trends. Work within the state brand pillars:

Spectacular Unspoiled Nature

Breathtaking experience by day
and relaxing hospitality at night.

Vibrant and charming small
towns.

Capitalize on the travelers
already in the state.

86% are repeat travelers.



Photo by Rick and Susie Graetz

What types of marketing do we do?

Digital and Print Advertising

Interactive Website

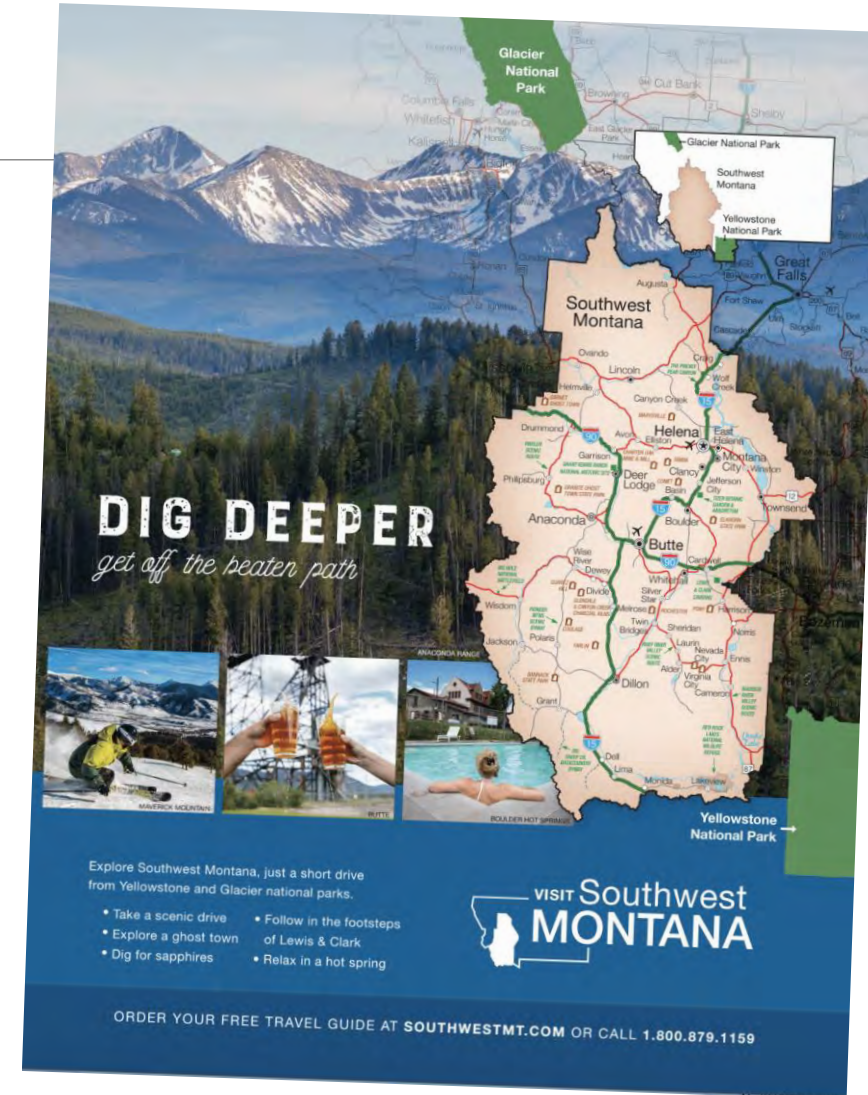
Social Media

Calgary Adventure Travel Show

Video

Print Projects

- Travel Guide
- Tear-off Map
- Birding Brochure
- Lewis and Clark Brochure
- Motorcycle mini-brochure



Destination Marketing Organizations are a great resource of information.

Build community and spread pertinent information to businesses and to travelers.

Work on issues supportive of the travel industry:

- Legislative
- Crisis – Pandemic
- Education
- Training

Offer businesses the benefit of experience and proven methods to help them to avoid costly mistakes by the experience and research Destination Marketing Organizations acquired.

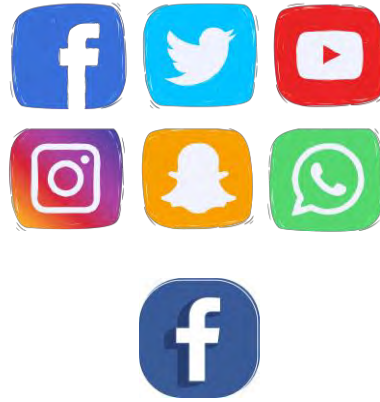


© Can Stock Photo - csp9530193

How do small businesses benefit?

Access to great resources.

- Grants
- Marketing
- Travel Guide
- Photography and Video
- Events
- Website
- Social Media
- Networking
- Travel Information Call Center
- Shared input on marketing plan



Funding to the rural areas in Southwest Montana

\$63,021 since FY16 toward partner cooperative marketing projects.

\$60,449 the last three fiscal years toward helping communities determine their brand and best marketing options.



DIG DEEPER

unearth Montana's past and present

- Explore Southwest Montana, just a short drive from Yellowstone National Park.
- Take a scenic drive
 - Explore a ghost town and Montana's history
 - Follow in Lewis & Clark's footsteps
 - Relax in a hot spring
 - Dig for sapphires



ORDER YOUR FREE TRAVEL GUIDE AT SOUTHWESTMT.COM OR CALL 1.800.879.1159



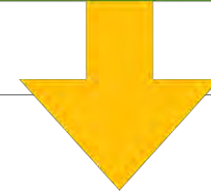
Community Corridor

- Broadwater County / Townsend
- Rebranding – Chose to update current logo
- Marketing Plan – Creating a marketing plan to utilize for future usage



Drilling it Down

Just a couple examples from this month:



1. *Because of our listing in the travel guide, our business received an order for \$10,000. Based on this request our business was able to secure a bank loan for business expansion.*

2. A small town accommodation: *Thanks for your travel guide – my guests were so impressed and wrote back thanking me. Great Maps!*

3. *Thanks for the grant information – our event reached new levels.*

