

VISIT *Billings*<sup>®</sup>

MONTANA'S  TRAILHEAD



# MEET THE BILLINGS TEAM

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As managed by:





# **BILLINGSTBID MISSION**

Generate room nights for lodging facilities in the city of Billings by effectively marketing the region as a preferred travel destination.

# BILLINGS AS A TOURISM DESTINATION



## WHY BILLINGS?

- ★ Accessibility to **Unspoiled Nature** and **Yellowstone National Park**
- ★ Yellowstone's Most Scenic Route via the **Beartooth Scenic Byway**
- ★ Inspiring **Rimrocks**, Free-Flowing **Yellowstone River**, and **Big Sky** Experience
- ★ **Montana's State Parks** and **National Monuments**
- ★ Significant Historical Sites - **Pompeys Pillar** and **Pictograph Caves**
- ★ Only Walkable Brewery District in Montana - **Billings Brew Trail**
- ★ Vibrant **Community Appeal** and **Arts & Culture**
- ★ Unique **food culture** with a variety of flavor
- ★ One-of-a-kind **urban amenities**

A black and white photograph of a mountain valley. In the foreground, there are large, jagged rocks on the left and a dense forest of evergreen trees on the right. A large lake is in the middle ground, surrounded by more trees. In the background, there are several mountain peaks, some with patches of snow. The sky is filled with clouds.

# WHAT THEY ARE SAYING ABOUT BILLINGS

## PRESS ACCOLADES

- ★ **2019 Top 100 Places to Live** - *Livability*
- ★ **Best Place to Live in the State of Montana** - *Money Magazine*
- ★ **2018 Montana Tourism Marketing Campaign of the Year** - *Montana Office Of Tourism And Business Development*
- ★ **Platinum Choice Award as a Meeting and Convention Destination** - *Smart Meetings*
- ★ **Reader's Choice Award** - *SportsEvents Magazine*
- ★ **Top 7 Unexpected Places with Great Comedy Scenes** - *Livability*
- ★ **Top 10 Cities for Worktirement** - *SmartAsset*

# FY19 REVISITED



# TRAVEL BLOG EXCHANGE NORTH AMERICA 2019



The Visit Billings team contracted to host the 2019 Travel Blog Exchange (TBEX) in September 2019. TBEX is the largest conference and networking event for travel bloggers, online journalists, content creators, travel brands, and industry professionals.

Approximately 650 TBEX attendees will converge on Billings to experience the historic, cultural, natural, and recreational amenities offered in Billings, southeast Montana, and the state as a whole.

Aside from the exposure a convention of this magnitude offers the destination, TBEX has strengthened partnerships between MOTBD, Tourism Regions, other CVBs, and tourism partners across the state.

# NON-STOP FLIGHTS AT BIL



Strategic partnerships proved positive in FY19 with the continued success of direct, year-round, daily service to Dallas Fort Worth. Focused advertising efforts in the Dallas market as well as in Billings, southeast Montana and northern Wyoming assisted with positive promotion of the direct service.

Low-fare carrier Frontier Airlines will offer new seasonal, non-stop service from Denver beginning May 2019.

Visit Billings supports Billings Logan Airport officials in their efforts to grow capacity and strive for a better experience for the traveler.

## RECORD ATTENDANCE AT 2019 NAIA WDI CHAMPIONSHIP



In the third of a four-year hosting contract, Billings experienced record attendance at the NAIA Women's Division I National Basketball Championship. 19,408 people attended the six-day, 31 game tournament at MetraPark, a 49% increase in attendance from 2017.

The community support for this event is rewarding, but the impact the event has on Visit Billings stakeholders as well as the community's economy as a whole, shows the importance of sports tourism and citywide events at the destination.

Billings will host this tournament once more in 2020.

*Billings*  
trail guides.  
.....  
est. 1877

The visitor experience is the most important part of growing visitation at a destination. Making sure travelers feel welcomed and enjoy their stay at Montana's Trailhead is a major priority for Visit Billings.

Launching the Billings Trail Guides program was a major highlight in FY19 and will continue to be a significant strategy in FY20.

Shining a light on the importance of visitor orientation and facilitation by developing ways for the hospitality industry, business community, and area residents to get involved as tourism ambassadors, will elevate the city and help champion repeat visitation.

# FORGE YOUR OWN PATH BRAND EVOLUTION





Leveraging Montana's Trailhead, Visit Billings' "Forge Your Own Path," brand invites visitors to be their own pioneers and participate in a memorable journey, authentic to the Big Sky Montana experience yet approachable and unexpected.

"Forge Your Own Path" is built on the pioneer spirit of Billings' culture and its people, from Yellowstone Kelly and William Clark (of Lewis and Clark) to today's makers, innovators, adventurers and artists.

*Onward pioneers. Today is ours for the taking-and tomorrow too.  
For we have a vision of something better...of mightier things to come.*

*New ideas. New sights. New inventions.*

*The likes of which the world has never seen before.*

*Let's forge our own path, blaze new trails, and be guided  
by the greatness that lies ahead to a place we've only imagined.*

*Big dreams in big skies.*

*This is freedom. A city without limits,*

*Born in the shadows of the Rimrocks. Fed on the water of the Yellowstone River.*

*Descendants of the West's greatest heroes.*

*Welcome to Montana's Trailhead.*

*Forge Your Own Path.*



# TRAVEL DECISION PROCESS



# THREE PHASE APPROACH



According to the current Montana Tourism and Recreation Strategic Plan, the best way to consider how the potential traveler considers and contemplates trip planning and execution of an itinerary is as follows:

- ★ **Inspiration**
- ★ **Orientation**
- ★ **Facilitation**

## THE INSPIRATION PHASE



### **THE INSPIRATION PHASE**

is where the traveler is made aware of the general product and develops a desire to visit the destination.

900

MONTANA IS LOCATED  
WEST OF THE  
STEP OF GLACIER  
AND FLATHEAD LAKE

COVER  
Kalispell  
MONTANA

visit  
KALISPELL  
MONTANA

ADVENTURE  
DEPARTS DAILY

visit *Billings*  
MONTANA'S TRAILHEAD

visit *Billings*  
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AIR SERVICE  
MAP OF BILLINGS

- Daily Non-Stop Flight
- Includes Non-Stop Flight, Hotel, Breakfast, and Ground Transfer



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VisitBillings.com





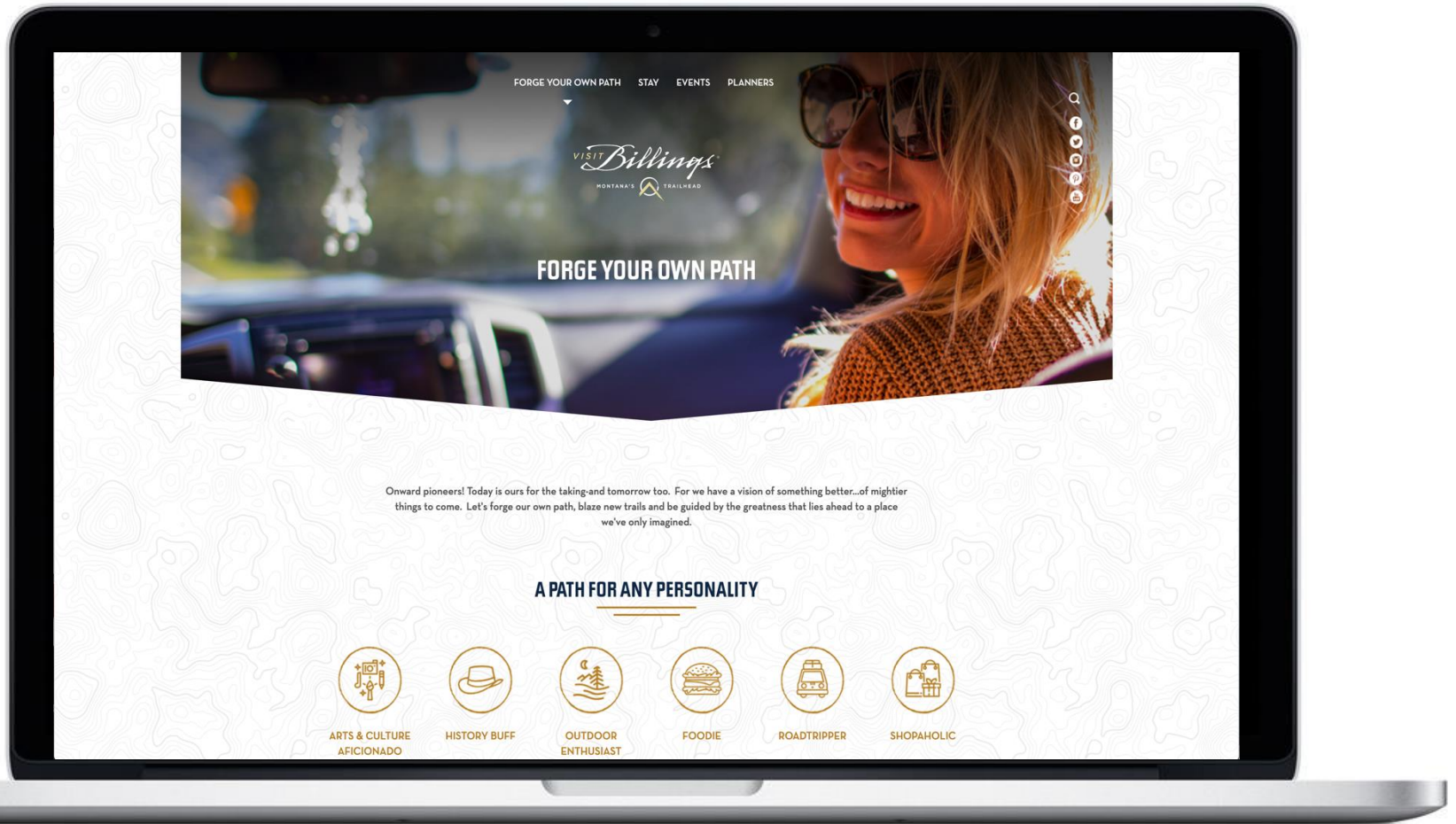
## THE ORIENTATION PHASE



### **THE ORIENTATION PHASE**

is where the traveler begins researching the details of his or her trip.

# VISITBILLINGS.COM PERSONALITIES



## THE FACILITATION PHASE



### **THE FACILITATION PHASE**

is where the traveler seeks experiences en route to a destination and during a stay.

## 2019 – 2020 STRATEGIC MARKETING GOALS



1. Foster visitor growth
2. Design a quality visitor experience
3. Increase leisure visitation
4. Support airport progression
5. Recruit meetings, conventions & reunions
6. Position Billings as a sports event destination
7. Grow international visitation

# NATIONAL CAMPAIGN



## NATIONAL CAMPAIGN TARGET MEDIA



Summer vacationers interested in travelling to Montana and the western region of the country

Adults 25-65, HHI \$75k +

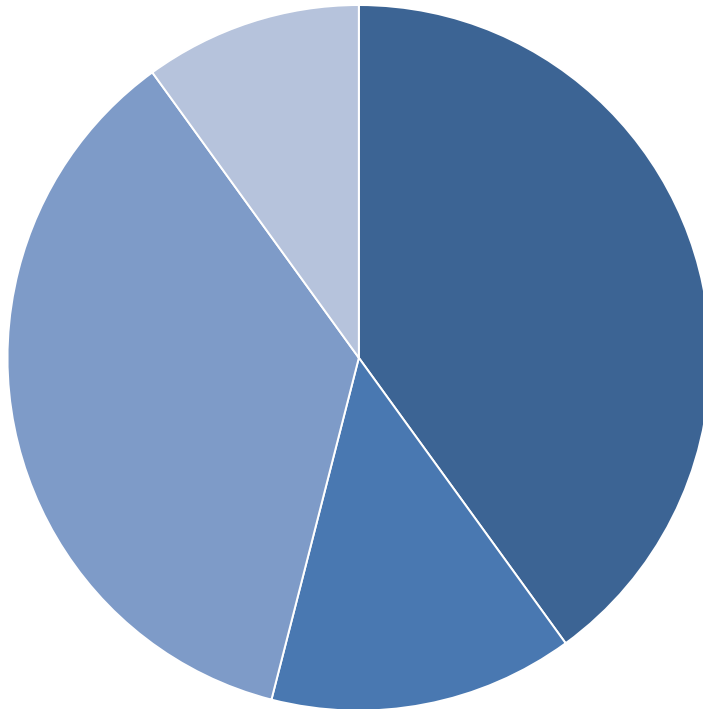
Key Feeder Markets:

Minneapolis-St. Paul, MN DMA

Denver, CO DMA

Seattle-Tacoma, WA DMA

# NATIONAL CAMPAIGN MEDIA MIX



- Digital – 40%
- Content Partnerships – 14%
- Social – 36%
- Search – 10%

Behavior targeting around summer vacation planning and booking, with an interest in the outdoors, national parks, and western heritage experiences

## Digital

TripAdvisor  
YouTube  
DSP

## Content Partnerships

RoadTrippers.com

## Social

Pinterest  
Facebook & Instagram

## Search

## NATIONAL CAMPAIGN CREATIVE CONCEPTS



Billings not only rewards their journeys with the **Most Scenic Route to Yellowstone**, but provides visitors with an approachable, unexpected journey, authentic to the Big Sky Montana experience.

Inspiration surrounds Billings and its visitors with the Rimrocks, Pompeys Pillar, and vast, iconic surrounding areas waiting to be forged right outside of their hotel room.

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MONTANA'S TRAILHEAD

**YELLOWSTONE**  
SCENIC ROUTE

THE MOST BEAUTIFUL  
DRIVE IN AMERICA  
STARTS IN BILLINGS

ONWARD TO YELLOWSTONE >

*Visit Billings*  
MONTANA'S TRAILHEAD

**YELLOWSTONE**  
SCENIC ROUTE

THE MOST BEAUTIFUL DRIVE  
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ONWARD TO  
YELLOWSTONE

*Visit Billings*  
MONTANA'S TRAILHEAD

**YELLOWSTONE**  
SCENIC ROUTE

THE MOST BEAUTIFUL DRIVE IN  
AMERICA STARTS IN BILLINGS

ONWARD TO  
YELLOWSTONE

VISIT *Billings*<sup>®</sup>  
MONTANA'S  TRAILHEAD



CUT 40 MILES  
OFF YOUR DRIVE

[VisitBillings.com](http://VisitBillings.com)

# REGIONAL CAMPAIGN



## REGIONAL CAMPAIGN TARGET MEDIA



Regional drive-market audiences travelling for events and things to do in Billings

Adults 25-65, HHI \$50k+

### Key Drive-Markets:

Bozeman, MT

Great Falls, MT

Helena, MT

Minot-Bismarck-Dickinson, ND

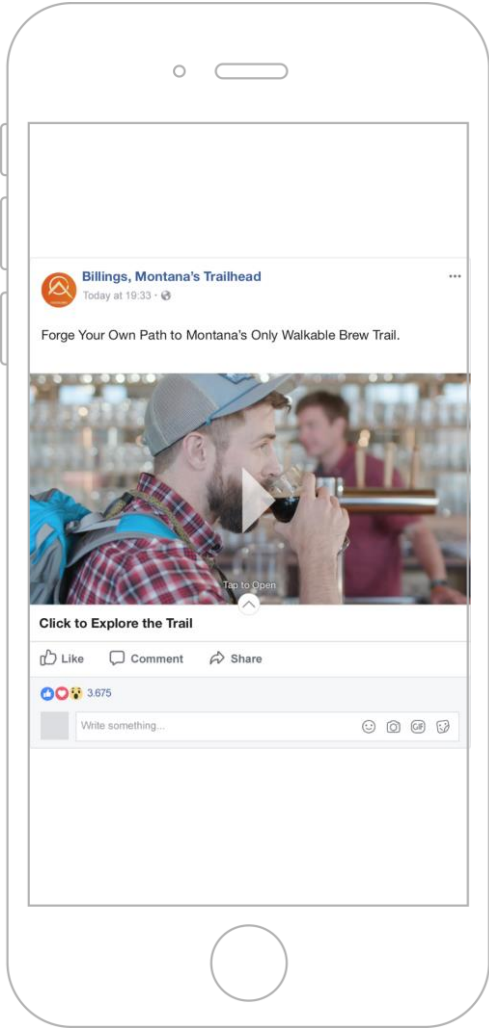
Rapid City, SD

Missoula, MT

Casper, WY

Gillette, WY

Billings DMA (excluding city of Billings)



# BILLINGS AND MOTBD BRAND PILLAR ALIGNMENT



## ★ STRATEGY 1

Communicate and deliver Montana's spectacular unspoiled nature in a way that makes it real, tangible and accessible to the visitor.

## ★ STRATEGY 2

Highlight and help develop vibrant and charming small towns throughout Montana.

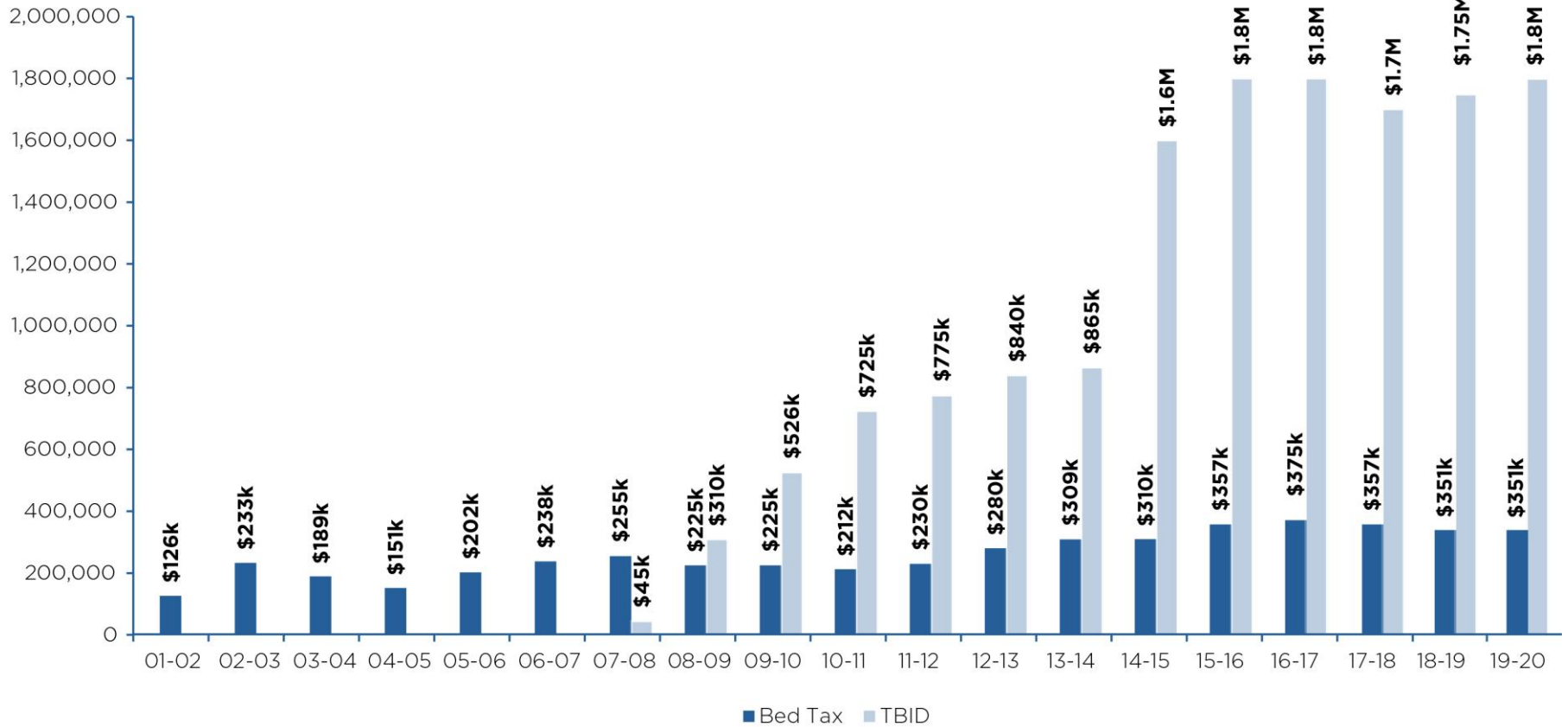
## ★ STRATEGY 3

Integrate nature and towns to offer and deliver a balance of “breathtaking experiences” and “relaxing hospitality.”

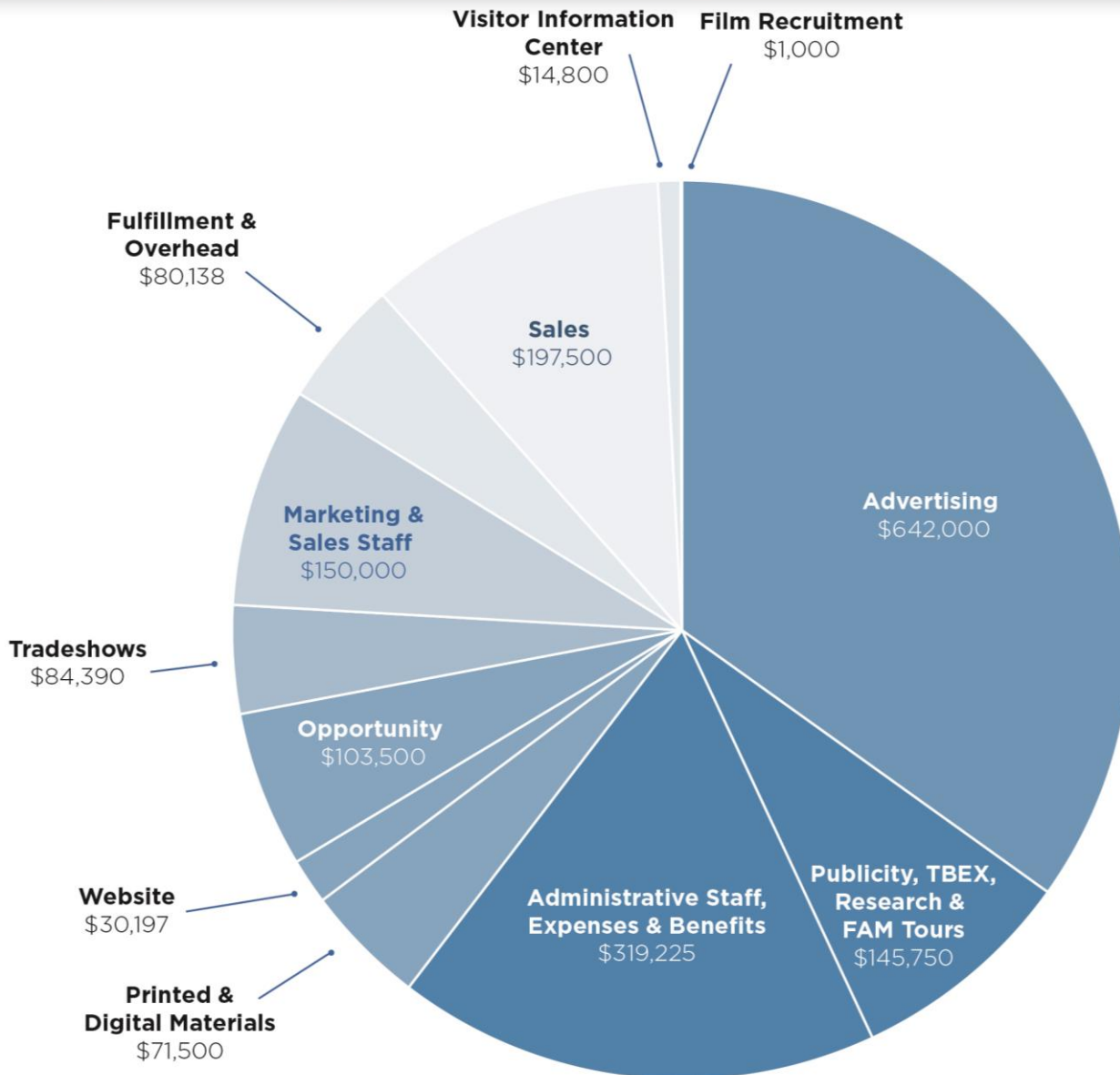
# FY20 BUDGET



# COLLECTIONS 2000-2018



# BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT (BTBID) DOLLARS

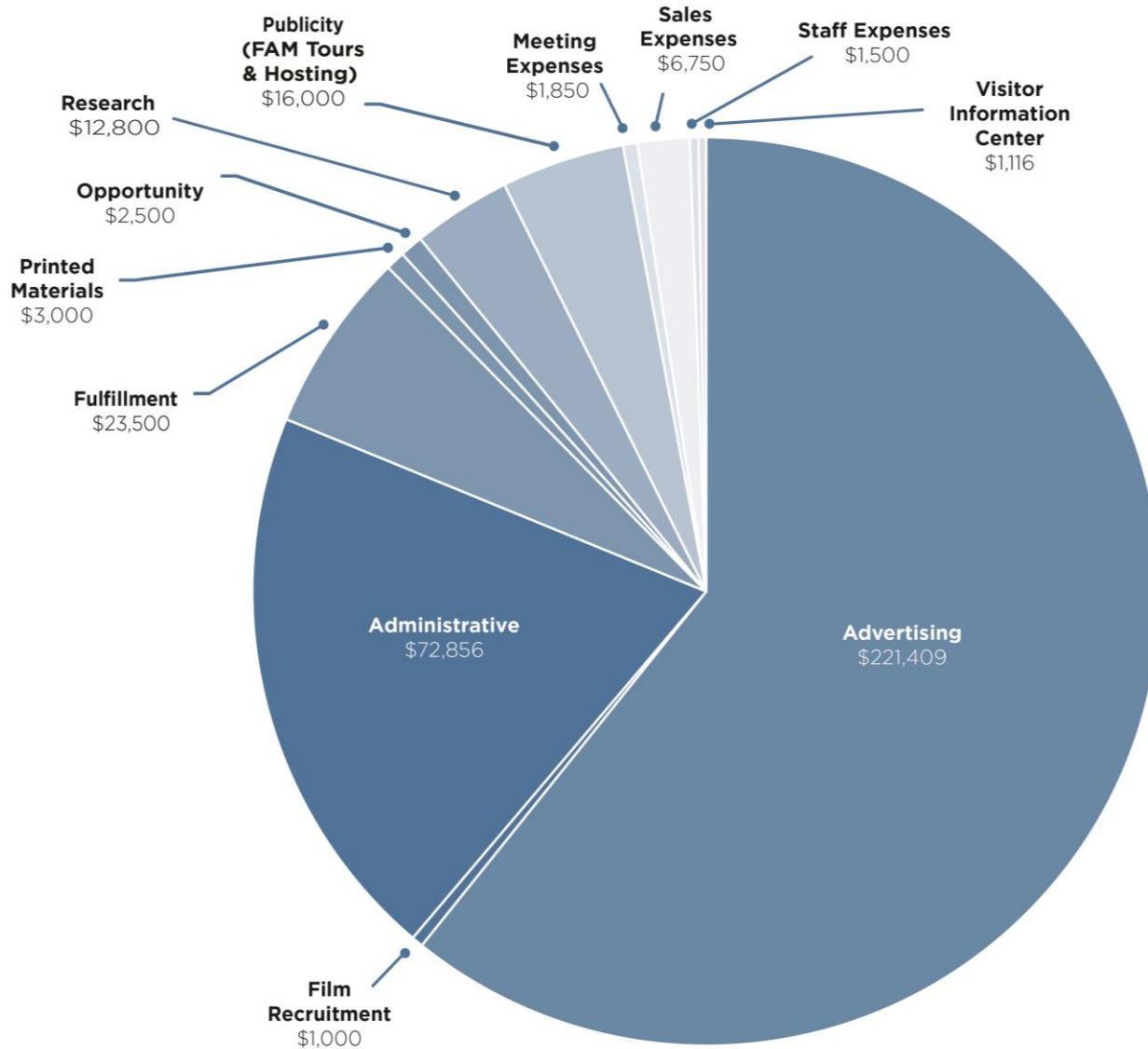


**BTBID Total Expenses:**  
**\$1,840,000**

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**Revenues Total:**  
**\$1,840,000**

# STATE LODGING TAX DOLLARS (CVB)

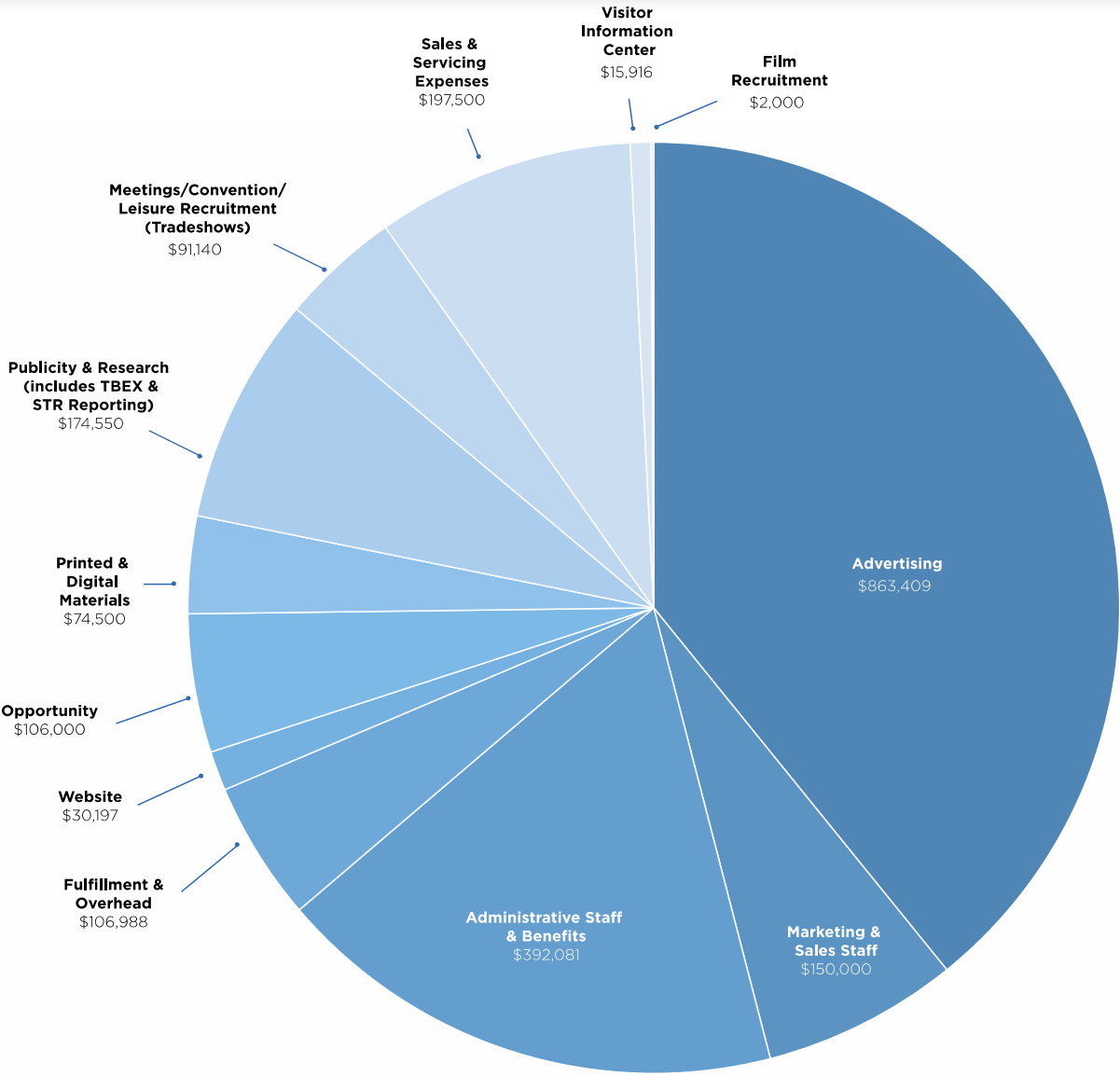


Projected Lodging  
Tax Income:  
**\$364,281**

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Total Lodging  
Tax Budget:  
**\$364,281**

# COMBINED TOTAL TOURISM BUDGET (CVB + TBID)



Total Visit Billings Budget:  
**\$2,204,281**

# THANK YOU

Questions?

