Consumer Marketing Report

Tourism Advisory Council Meeting
February 7, 2007

Inquiry Reports

Warm Season Inquiry Report
January 1-December 31, 2005 & 2006

Campaign	2005	2006	% Change
Warm Season			
Magazine	64,391	54,078	-16%
Television	26,522	13,492	-49%
Misc. WS	4,092	4,013	-2%
Direct Mail	5,127	3,057	-40%
WS TOTAL	**100,132**	**74,640**	**-25%**
Four Parks (MT/WY/SD) Through Sept. 30, 2005 & 2006	24,889	7,476	-70%
General Inquiries	30,774	17,878	-42%
GRAND TOTAL	**155,795**	**99,994**	**-36%**

Travel Montana, Department of Commerce

Winter Campaign Inquiry Report
August 1-December 31, 2005 & 2006

Campaign	2005	2006	% Change
Downhill Ski			
Magazine	410	500	22%
Direct Mail	6,878	5,612	-18%
Key Market*	1,441	1,705	18%
The North Face/Outside**	10,429	21,187	103%
GRAND TOTAL	**21,639**	**29,004**	**34%**

*FY06 Key Market = MN; FY07 Key Market = MN & SEA

**Outside Magazine added as partner in FY06

Internet Analysis
January 1-December 31, 2005 & 2006

Website	2005	2006	% Change
Main Homepage	4,573,664	6,586,136	44%
Winter Site*	447,373	482,387	8%
Win Your Own Mtn	*n/a*	*44,820*	*18%*
3 Parks (MT/WY)	35,532	46,536	31%
Lewis & Clark	373,934	381,806	2%
Montana Kids!	1,420,870	1,413,115	-0.5%
Indian Nations	277,119	325,173	17%
Dinosaur Trail	61,351	156,867	156%
GRAND TOTAL	**7,304,235**	**9,436,840**	**29%**

Travel Montana, Department of Commerce

*August 1- December 31, 2005 and 2006

Campaign Totals 2004 & 2005

Campaign	2005	2006	% Change
Warm Season	155,795	99,994	-36%
Winter	21,639	29,004	34%
Internet	7,304,235	9,436,840	29%
GRAND TOTAL	**7,481,669**	**9,565,838**	**28%**

MONTANA
BIG SKY COUNTRY

WIN YOUR OWN
MONTANA
MOUNTAIN™

THE NORTH FACE

Outside

WYOMM Results

- 44,820 visits to promotion website (winyourownmountain.com)
- 22,800 total contest entries, including:
  - 4,528 TNF in-store contest entries
  - 1,613 Road Show (REI) event entries
  - 1,097 Outside Powder Play show entries
- Cost per inquiry = $10.52

Winter In-State

Travel Montana / MSAA Partnership

- Filming 2-minute segments for each of the 16 MT ski areas
- January – March 2007
- Finished films to be ready for promotional use for 07-08 season
- Budget: $30,000 (split 50/50)

Warm Season FY07

Warm Season Strategy

- National Fly-in Markets
  - Western Montana/National Parks
  - TV, nat'l magazine, events in key cities
- Regional Drive-in Markets
  - Eastern Montana
  - Newspaper insert, radio, web
- Evaluating Target Markets
  - VISITS data (inquiries)
  - ITRR data (actual visits)
  - National & TIA data

Magazine Media Plan

- **Budget:** $631,134
- **Approx. Timing:** February-May 2007
- **National market,** w/emphasis on:
  - Minneapolis/St. Paul
  - Seattle
  - Chicago
  - NW Region
  - TX, OK, NM

Magazine Media Plan

Target Segments

- Traditional (Family)
- Active Mature
- RV / Camping
- Bridal
- Photography
- Outdoor Enthusiasts
- History / Culture
- In-flight
- Regional

Magazine Media Plan
New Publications

- **Traditional**
  - Hallmark Magazine
  - Oklahoma Magazine
  - Conde Nast Gracious Living Group
    - *Gourmet, Bon Appetit, Architectural Digest, House & Garden*
    - Targeting Minneapolis/St. Paul, Chicago, Oklahoma, New Mexico
- **RV/Camping**
  - Woodall's

Magazine Media Plan
Dropped Publications

Traditional Segment

- The New York Times T: Travel
- Endless Vacation
- Family Circle
- AAA Publications
  - AAA Living / Home & Away
  - Western Journey
  - Westways
  - Arizona Highroads
  - Colorado EnCompass

Magazine Media Plan
Dropped Publications

RV/Camping Segment
- Motorhome
- Trailer Life Directory
- American Road

Cooking Segment
- Cooking Light
- Food & Wine

MONTANA
BIG SKY COUNTRY

“Dino”

Placement includes:

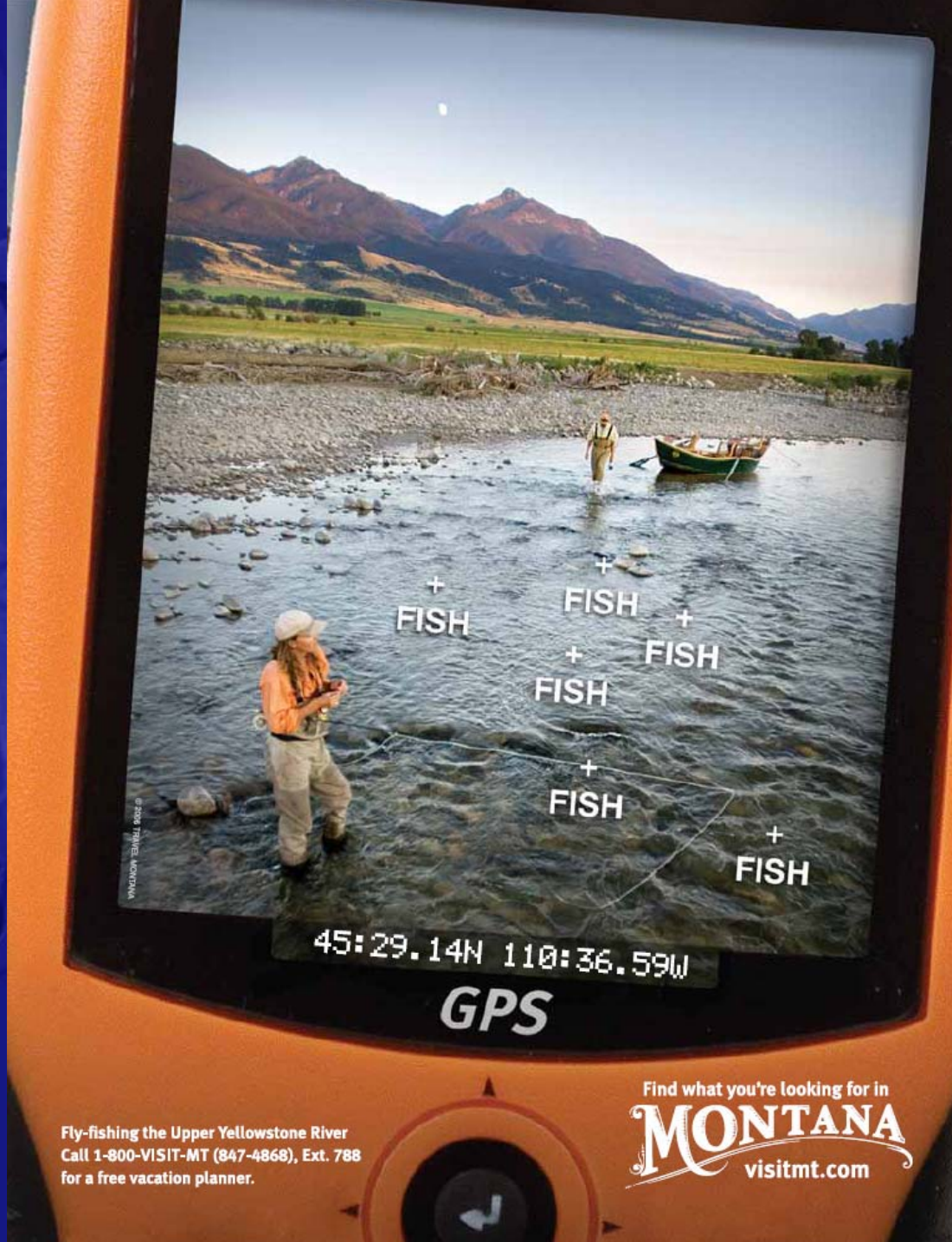
- AAA Tour Book
- Reader’s Digest
- Travel 50 & Beyond

MONTANA
BIG SKY COUNTRY

"Fishing"

Placement includes:

- Texas Monthly
- Trailer Life
- National Geo Traveler



“Front”

Placement includes:

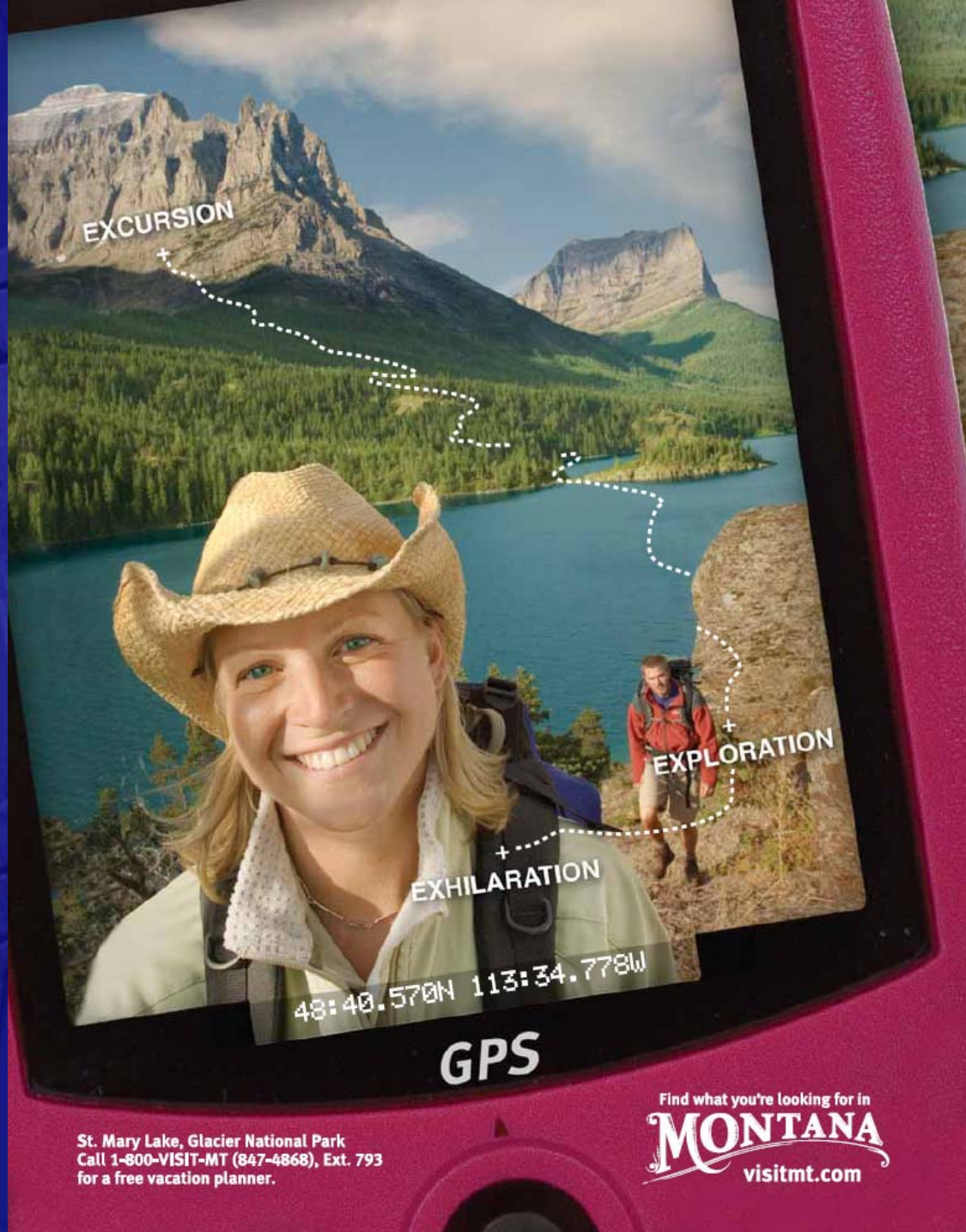
- Woodall’s
- AARP Magazine
- Audubon
- Natural History

MONTANA
BIG SKY COUNTRY

“Glacier”

Placement includes:

- Good Housekeeping
- Outside
- Bridal Guide
- American Photo



MONTANA
BIG SKY COUNTRY

“Mother-Daughter”

Placement includes:

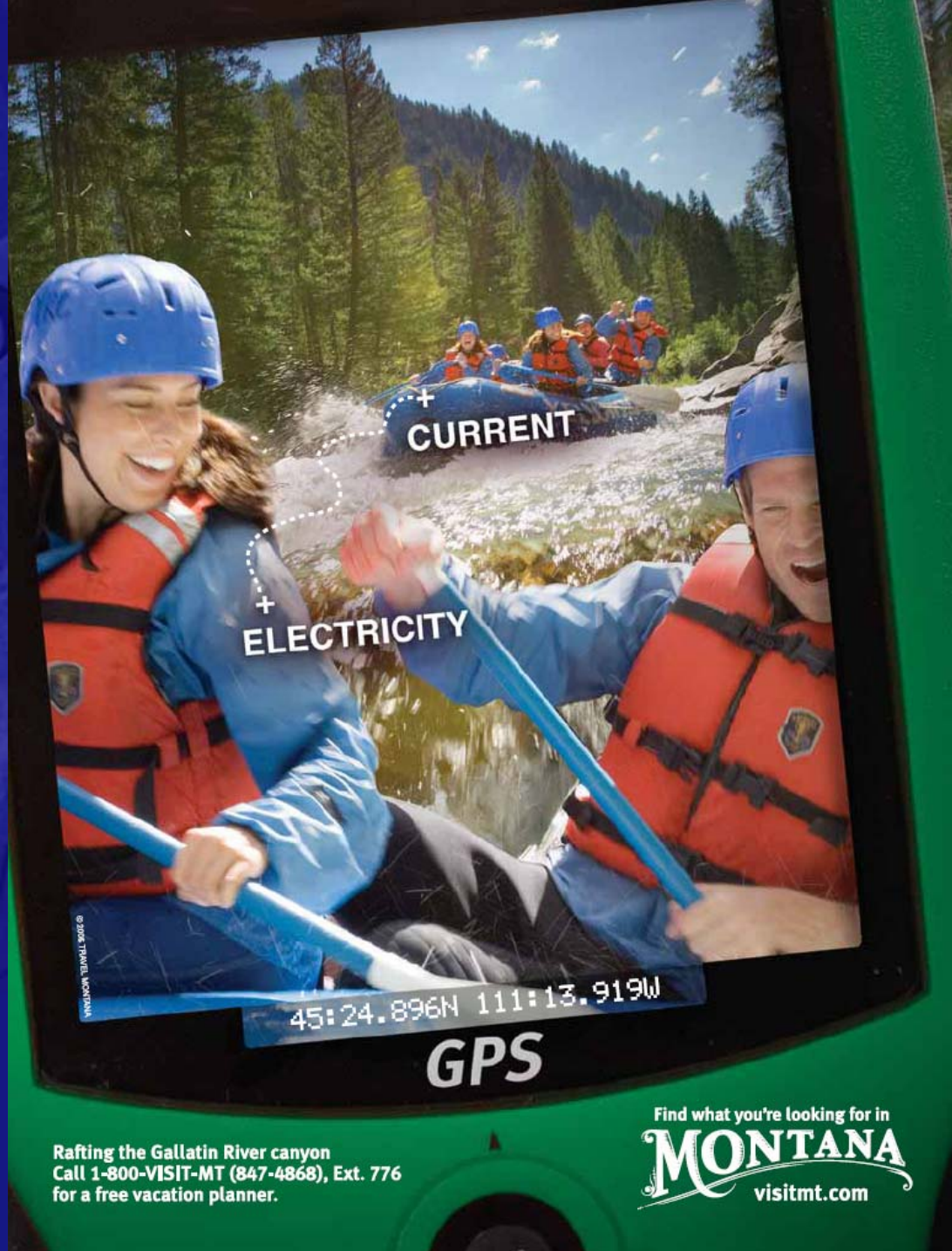
- Sunset Magazine
- Better Homes & Gardens
- Condé Nast publications

MONTANA
BIG SKY COUNTRY

“Rafting”

Placement includes:

- Bridal Guide
- Vacations



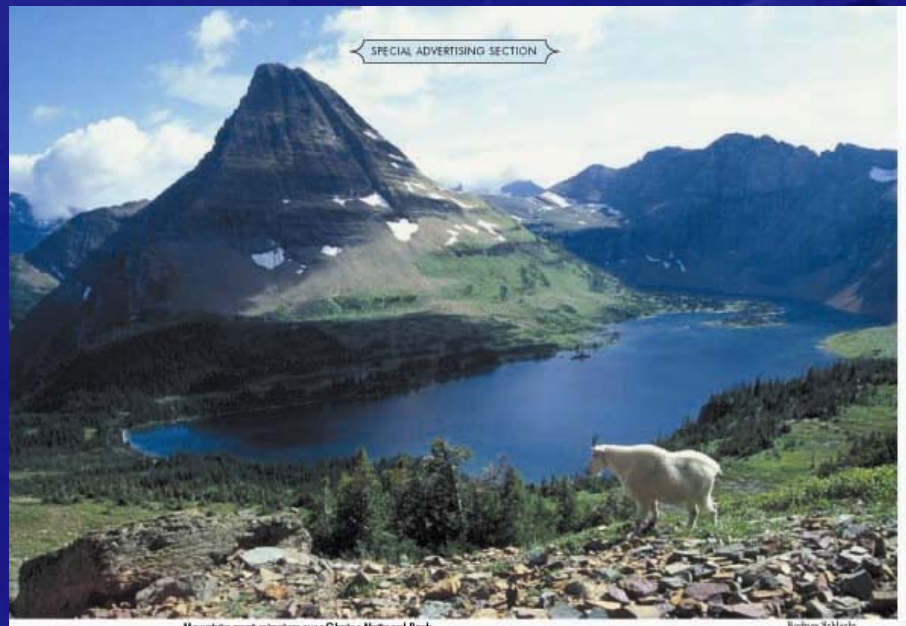
Natural History

Two-page "Rocky Mountain Front" Spread

Natural History

Two-page added value advertorial

SPECIAL ADVERTISING SECTION



Mountain goat reigning over Glacier National Park

Rodney Schlecht

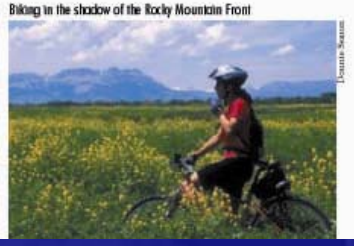
Think of Montana as a giant, natural animal preserve

MONTANA HAS TONS OF FAMOUS SITES and sights you'll want to visit, such as Glacier and Yellowstone National Parks and numerous stops along the Lewis & Clark Trail. But off the beaten path, you'll find fantastic birding, one-of-a-kind dinosaur digs, remarkable scenic drives, and plenty of wildlife.

Montana has over 400 known species of birds, attracted by diverse habitats, from alpine zone at Glacier National Park to desert scrub, sagebrush steppes, and shortgrass prairie. Birdwatchers will appreciate the Bitterroot Birding and Nature Trail, one of the first completed trails in a planned statewide network, comprising 25 of the top nature sites between Lost Trail and Lolo Pass. The marshes of Red Rocks Lake National Wildlife Refuge are filled with the largest population of trumpeter swans in the lower 48 states. Along the Rocky Mountain Flyway, more golden eagles have been seen in one day than anywhere else in the country. And at the Kootenai River, you might see a profusion of bald eagles on a single autumn day.

Montana has yielded some of the world's most significant dinosaur discoveries. The fifteen

Biking in the shadow of the Rocky Mountain Front



Donnie Sexton

SPECIAL ADVERTISING SECTION

Montana's open land and majestic mountains make it a rare and special place

stops along the Montana Dinosaur Trail allow you to discover these paleontological treasures for yourself. Some of the dinosaurs were uncovered at the famous Hell Creek Formation, dating from the late Cretaceous period. This site in the badlands frequently produces finds, including those at the Makoshika Dinosaur Museum: a life-size Allosaurus, a Stegosaurus in combat, and Pterosaurs of all sizes. The first Tyrannosaurus Rex ever discovered, back in 1902, was found in Hell Creek near Jordan, which is now home to the Garfield County Museum. Find a dinosaur, or at least a dinosaur tooth, on your own: both the Garfield and the Makoshika, and many other sites along the trail, offer field digs to the public. And, don't miss the life-sized fleshed out model of Peck's Rex at the Fort Peck Dam Interpretive Center and Museum.

Within Montana's 147,000 square miles of terrain, there are about 69,000 miles of public highways and roads, making it easy to get around Big Sky Country. Scenic drives such as the Lewis and Clark Trail and the Nez Perce Trail take you among prairies, mountain ranges, and ghost towns, with many glimpses of wildlife along the way. Perhaps the best known of the scenic roads is the Beartooth Highway, which Charles Kuralt deemed "the most beautiful highway in America." Now a Scenic Byway, the Beartooth offers skytop views of snow-capped peaks, glaciers, alpine lakes, and plateaus. The three-hour drive reaches heights of nearly 11,000 feet, transitioning from a lush forest to alpine tundra in the space of a few miles. You'll spot Rocky Mountain goats, moose, black and grizzly bears, marmots, and mule deer along the way.

In Montana, everyone has a few wild neighbors—not the kind who throw all-night parties but antelope, elk, moose, mountain goats, bighorn sheep, eagles, trumpeter swans, bears, wolves, and more. Montana has a greater variety of wildlife than any other state in the lower 48, and some of the best places for sightings are Yellowstone and Glacier National Parks and the National Bison Range. Also rewarding are Montana's many wildlife refuges, most of which offer self-guided opportunities for photography, wildlife viewing, scenic vistas, primitive camping, hiking, and other year-round outdoor activities. The Charles M. Russell National Wildlife Refuge in Missouri River Country is the third largest refuge in the continental U.S. It's home to elk, mule deer, red foxes, and coyotes, as well as an abundance of songbirds; look for ospreys, spotted sandpipers, and white pelicans along the boundaries of the reservoir.

Donnie Sexton

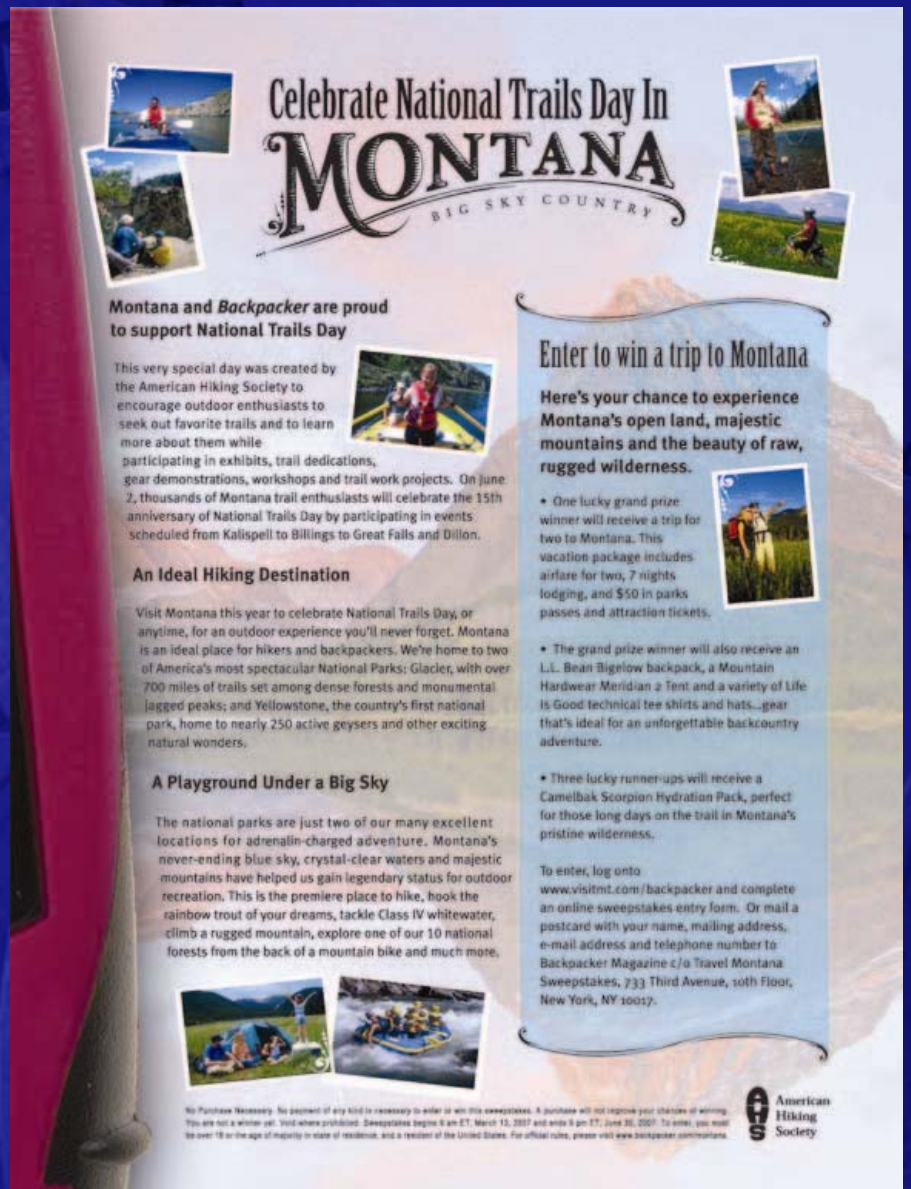
Donnie Sexton

Top: Missouri River, northeastern Montana
Left: Buffalo roaming in Yellowstone National Park

To help you plan your Montana getaway, order a free travel kit including a 2007 vacation planner, packed with information, travel tips and calendar of events at **visitmt.com**.

Backpacker

Two-page “National Trails Day” Spread



Celebrate National Trails Day In MONTANA BIG SKY COUNTRY

Montana and *Backpacker* are proud to support National Trails Day

This very special day was created by the American Hiking Society to encourage outdoor enthusiasts to seek out favorite trails and to learn more about them while participating in exhibits, trail dedications, gear demonstrations, workshops and trail work projects. On June 2, thousands of Montana trail enthusiasts will celebrate the 15th anniversary of National Trails Day by participating in events scheduled from Kalispell to Billings to Great Falls and Dillon.

An Ideal Hiking Destination

Visit Montana this year to celebrate National Trails Day, or anytime, for an outdoor experience you'll never forget. Montana is an ideal place for hikers and backpackers. We're home to two of America's most spectacular National Parks: Glacier, with over 700 miles of trails set among dense forests and monumental jagged peaks; and Yellowstone, the country's first national park, home to nearly 250 active geysers and other exciting natural wonders.

A Playground Under a Big Sky

The national parks are just two of our many excellent locations for adrenalin-charged adventure. Montana's never-ending blue sky, crystal-clear waters and majestic mountains have helped us gain legendary status for outdoor recreation. This is the premiere place to hike, hook the rainbow trout of your dreams, tackle Class IV whitewater, climb a rugged mountain, explore one of our 10 national forests from the back of a mountain bike and much more.

Enter to win a trip to Montana

Here's your chance to experience Montana's open land, majestic mountains and the beauty of raw, rugged wilderness.

- One lucky grand prize winner will receive a trip for two to Montana. This vacation package includes airfare for two, 7 nights lodging, and $50 in parks passes and attraction tickets.
- The grand prize winner will also receive an L.L. Bean Bigelow backpack, a Mountain Hardwear Meridian 2 Tent and a variety of Life is Good technical tee shirts and hats...gear that's ideal for an unforgettable backcountry adventure.
- Three lucky runner-ups will receive a Camelbak Scorpion Hydration Pack, perfect for those long days on the trail in Montana's pristine wilderness.

To enter, log onto www.visitmt.com/backpacker and complete an online sweepstakes entry form. Or mail a postcard with your name, mailing address, e-mail address and telephone number to Backpacker Magazine c/o Travel Montana Sweepstakes, 733 Third Avenue, 10th Floor, New York, NY 10017.

No Purchase Necessary. No payment of any kind is necessary to enter or win this sweepstakes. A purchase will not improve your chances of winning. You are not a winner yet. Void where prohibited. Sweepstakes begins 9 am ET, March 13, 2007 and ends 9 pm ET, June 30, 2007. To enter, you must be over 18 or the age of majority in state of residence, and a resident of the United States. For official rules, please visit www.backpacker.com/montana.

American Hiking Society

Hallmark Magazine

Two-page “Montage” Spread

SkyWest Magazine

Two-page "Traffic/Front" Spread

Travel & Leisure

Two-page "Thumbprint" Spread

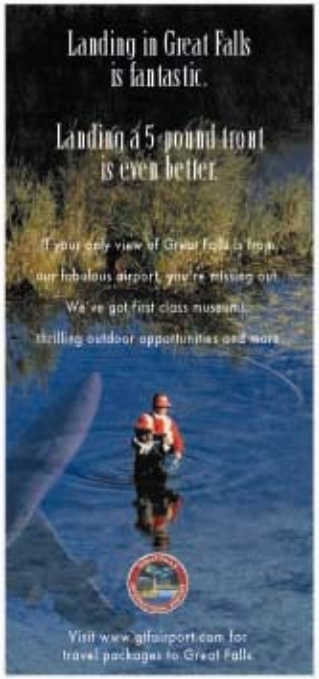
Co-op Advertising FY07

MONTANA
BIG SKY COUNTRY

Good Housekeeping

"Play in Montana"

- 3rd year of co-op
- 8-page section in April 2007 issue



colorful parades every morning, plus rodeos, wild horse racing and Indian dancing. Visitors are welcome to join the celebration and indulge in native, performing and Western arts, local cuisine, and continuous dancing and entertainment.

As the hub of Custer Country and the largest city in Montana, Billings is the go-to spot for shopping, dining and a steady flow of events. April means symphony, opera and the Bull Riders Invitational; May offers an art walk, women's run, and wine and food festival; June means Micro Brew Festival, Strawberry Festival and Symphony in the Park. The downtown, smoke-free 130-room Best Western ClockTower Inn serves as a great base for exploring Billings and the surrounding treasures of Custer Country, whether you choose to use your own vehicle or experience the open roads on a Harley-Davidson authorized rental from Beartooth Harley-Davidson/Buell in Billings.

All six of Montana's "countries" are big, diverse and distinct. Every one of them is ready to provide visitors with exciting and memorable vacations.

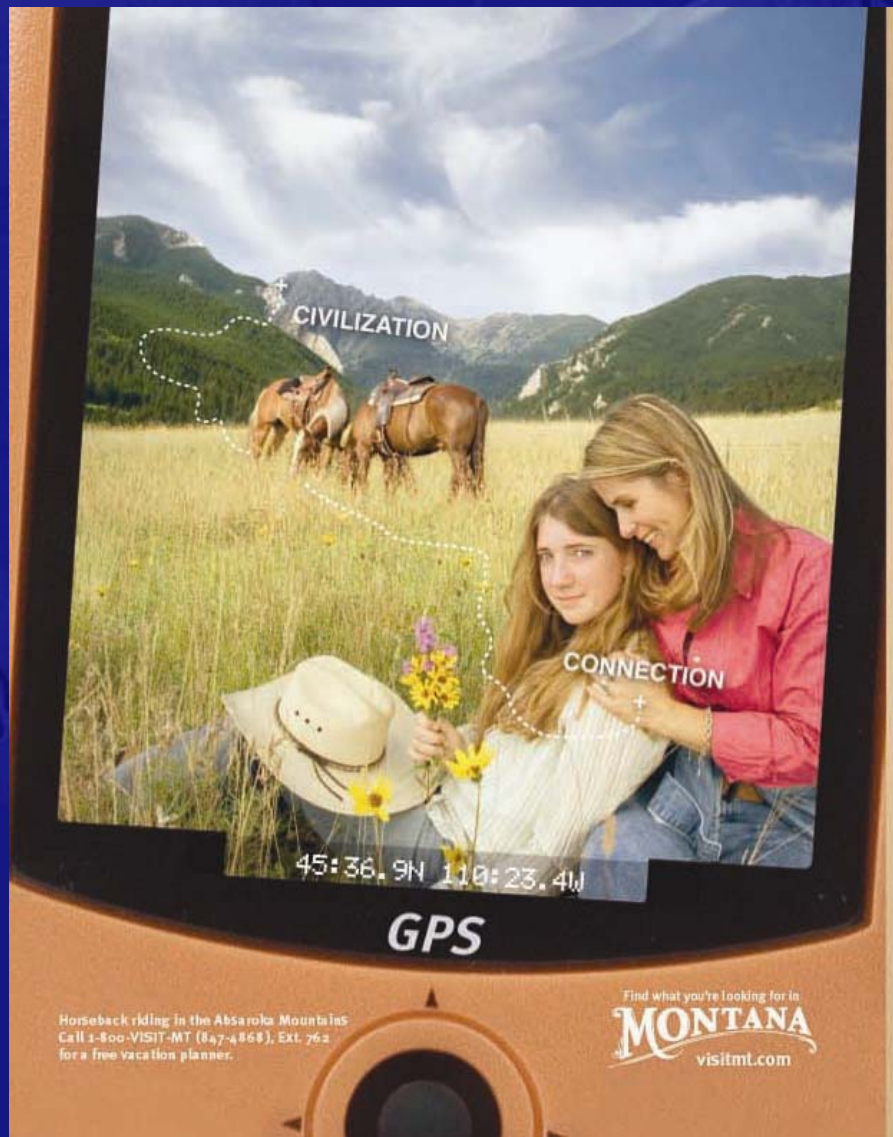
Resources

These advertisers will be happy to provide you with more information.

Beartooth Harley-Davidson/ Buell 406-252-2888 www.beartoothharley.com	Fairmont Hot Springs Resort, Montana 800-332-3272 www.fairmontmontana.com	Missouri River Country, Montana 800-653-1319 www.missouririver.visitmt.com
Best Western ClockTower Inn 406-259-5511 www.bwclocktowerinn.com	Glacier Country, Montana 800-338-5072 www.play.glaciermt.com	Montana Tourism 800-VISIT-MT ext. 761 www.visitmt.com
Big Sky Montana 800-943-4111 ext. 708 www.bigskychamber.com	Glacier Park, Inc. 406-892-2525 www.glacierparkinc.com	Red Lion Hotels 800-Red-Lion www.redlion.com
Bozeman, Montana 800-228-4224 ext. 705 www.visitbozeman.net	Gold West Country, Montana 800-879-1159 ext. 707 www.goldwest.visitmt.com	Russell Country Montana 800-527-5348 www.russell.visitmt.com
Butte, Montana 800-735-6814 www.buttecvb.com	Great Falls International Airport gtfintairport@gtfairport.com www.gtfairport.com	
Custer Country, Montana 800-346-1876 ext. 507 www.custercountry.com	Helena, Montana 800-743-5362 www.gohelena.com	Published by Media West 425-454-1580

Sunset Magazine

March 2007 (2-page section)



Find what you're looking for in MONTANA

Fairmont Hot Springs Resort

Montana's "funtastic" hot springs resort. Indoor and outdoor olympic-sized hot spring pools, 104° indoor and outdoor pools, 5-story water slide, 18-hole golf course, tennis courts, 152 spacious guestrooms and suites, Mile High Dining Room, Springwater Cafe, spa and convention facilities. Located in SW Montana between Butte and Anaconda.

800-332-3272
www.fairmontmontana.com

Helena, Montana

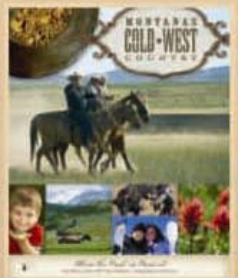
Montana's capital city is filled with treasures for the entire family to explore: mansions and historic architecture, outdoor adventures, galleries and museums, cultural events, and so much more. We've earned our reputation as Montana's historic city of fun and adventure. Order your free travel planner or sign up on-line for our e-newsletter.

800-743-5362
www.gohelena.com

Big Sky, Montana

This is the kind of place you dream about—from awe-inspiring, majestic mountains under a gorgeous wide-open blue sky to lush valleys surrounded by vast regions of unspoiled lands. Explore all this breathtaking, natural beauty while you enjoy world-class amenities and fantastic recreational opportunities. Dream Big. Vacation in Big Sky.

800-943-4111, ext. 701
www.bigskychamber.com



Gold West Country, Montana

Gold West Country, where Montana's past is present. With snowcapped mountains, fine trout fishing and a mother lode of history, there's sure to be something for everyone. Request a free travel planner.

800-879-1159, ext. 708
www.goldwest.visitmt.com

Great Falls International Airport, Great Falls, Montana

An airport located in the heart of gorgeous Montana needs plenty of style and class, and our newly remodeled, state-of-the-art facility has that and more. Whether you're coming to experience the grand Glacier and Yellowstone National Parks or looking to check out our first class museums, historic attractions and thrilling outdoor opportunities, be sure to land at the conveniently located Great Falls International Airport. For more information on travel packages to Great Falls.

e-mail: gtfintairport@gtfairport.com
www.gtfairport.com

Other Warm Season Co-ops

- **Texas Monthly**
  - March 2007
  - 4-page section
  - Partners: Big Sky CVB, Glacier Country, Great Falls Airport, Helena CVB, Russell Country

- **Better Homes & Gardens**
  - April 2007
  - 2-page section
  - Partners: Gold West Country, Fairmont Hot Springs

Minneapolis/St. Paul Treasure Hunt Promotion

FY06 GPS Quest

Pros:

- Established relationships with new potential visitors
  - 62% of visitors to promo website had never been to MT
- Generated excitement about Montana
- Increased awareness in the MSP market
- Generated strong word-of-mouth and blogging, indicating strong emotional involvement from our audience

FY06 GPS Quest

Cons:

- Audience involvement skewed toward outdoor enthusiasts and geo-cache enthusiasts
- Not appealing enough to our family audiences
- Awareness of and participation in the promotion built more slowly than expected, with the highest participation rates occurring the last week of the promotion

FY07 Treasure Hunt Promotion

Key Changes:

- Reposition/re-name
  - more family-friendly and easy to understand.
- Expanding partners to appeal to wider audience:
  - REI
  - Midwest Mountaineering
  - Como Zoo
  - Radio Disney/Mall of America
- Timing & structure of "hunt"
- Promotion of the in-state Montana Treasure Hunt

FY07 Treasure Hunt

Goals:

- Increase visitation from the MSP market
- Increase visitation from family travelers, young geocache enthusiasts, and outdoor rec enthusiasts
- Build long-term relationships with travelers at various ages, reaching younger audiences (children influencing parents, young tech-savvy adults, etc.)
- Involve potential visitors with our brand in a meaningful, emotional, memorable way
- Increase overall awareness of Montana's Warm Season
- Promote all regions of Montana

Timing

- March: MSP Partners receive materials
- April 1: Media Promotion Begins
- April 14: Kick-off Events
- 6 Caches Placed:
  - April 14 (two), 21, 29
  - May 5, 12
- May: Encourage visitation to Montana to continue the Treasure Hunt

Caches

- Each of the 6 active weeks of the promotion, a cache will be hidden in a different “retail” location
- Cache will be filled with pressed pennies, some custom coins with trackable GPS codes

Caches

- Each person who finds these caches will receive a code allowing them to enter to win that week's prize drawing
- Prizes will include Montana-branded items, GPS units, and misc items from our partners
  - Each week's cache prize will promote different region
- A grand prize "Trip to Montana" also promoted

Marketing Efforts

Kick-off 2 weeks prior to start of "hunt":

- Geocaching.com banner ads
- Partner e-newsletters
- Radio media buy
- Select downtown "Skyways" Ads in high-traffic areas near sporting venues, etc. to raise awareness
- HTML e-mails
  - early-on, to spur early involvement and word-of-mouth
  - later, inviting all '07 participants to the in-state MT Treasure Hunt

Marketing Efforts

Kick-off 2 weeks prior to start of "hunt":

- Podcasts
- Promotion website
  - order travel planner
  - enter to win grand prize
- Posters/take-ones in retail partner locations
- Support media from PI and Spot TV
- PR potential

Partners/Kick-Off Events

Live Remotes/Prize Giveaways/Caches

- REI/Bloomington
- Como Zoo/Minneapolis
  (Radio Disney/Hannah Montana)
- Disney Store/Mall of America (tentative)

Other Cache Locations

- Midwest Mountaineering (booth/event)
- Others TBD

In-State
Montana Treasure Hunt

In-State Montana Treasure Hunt

Goals:

- Increase visitation and extend length of stay from repeat visitors
- Increase Montana shoulder-season awareness/visitation from new visitors
- Increase visitation to lesser-traveled areas, *showcase "off the beaten path"*
- Increase visitation from family travelers, young geocache enthusiasts, and outdoor rec enthusiasts
- *Build relationships;* involve potential visitors with our brand in a meaningful, emotional, memorable way
- Promote all regions of Montana

Targets

Mix of families, outdoor enthusiasts and active matures in select markets:

- Washington
- Oregon
- North Dakota
- South Dakota
- Wyoming
- Alberta, Canada

Media Mix

- Co-op Newspaper Insert: $150,000
  - 12-page, 4C insert
  - 750,000 circ.
  - Web Support, lead-generation
- Radio in select markets: $190,000
- Seattle
  - SEA-TAC Airport Ads
  - E-mail/Cellphone Traffic Alerts
  - PI/Spot TV Support
- PR Support

In-State Treasure Hunt

- Timing: May through mid-July 2007
- 3 caches per region throughout promotion
  - prizes replenished every-other week over an 8-week period (mid-May thru mid-July)
  - Museum admission, hotel stay, Magellan product
- One Grand Prize trip to Montana will be given away as part of this promotion
- Overprints of the Co-op Newspaper Insert will be available for local distribution (hotels, CVBs, VICs, etc.)

Three Parks Co-op

· MT & WY ·

Three Parks Partnership

- Montana
  - Glacier NP
  - Yellowstone NP (Xanterra)
- Wyoming
  - Yellowstone NP (Xanterra)
  - Grand Teton NP (Grand Teton Lodging Company)

3 Parks: New Strategy for 2007

Target Market

- Adults traveling without children, ages 45-64
  - formerly families, targeting parents ages 35-54

Campaign Timing

- Encourage travel in the fall shoulder season
  - formerly focused on summer trips
- Campaign advertising will run May-August
  - formerly ran March-May

Components of Campaign

- Print (FY06 creative updated)
  - AARP: The Magazine
  - Reader's Digest
  - Sunset
  - National Geographic Adventure
  - Budget: $137,453
- Internet – www.3parks.com
  - To be determined
  - Approx. budget: $20,000

MONTANA
BIG SKY COUNTRY

THREE PARKS

Updated Creative

A TRIP TO THESE NATIONAL PARKS

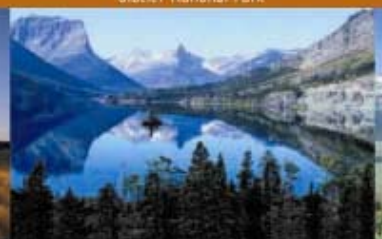
AND YOU'LL FEEL FREE AS A

Stretch your wings in the expansive wide-open spaces that abound in Grand Teton, Yellowstone and Glacier National Parks. There's no better way to experience the sense of freedom that comes when you feel so alive. With limitless breathtaking beauty and exhilarating outdoor activities, Montana and Wyoming are a vacationer's paradise. Call 800-847-4868 for a free travel guide, or visit www.3parks.com.

montana & wyoming

Yellowstone National Park

Glacier National Park

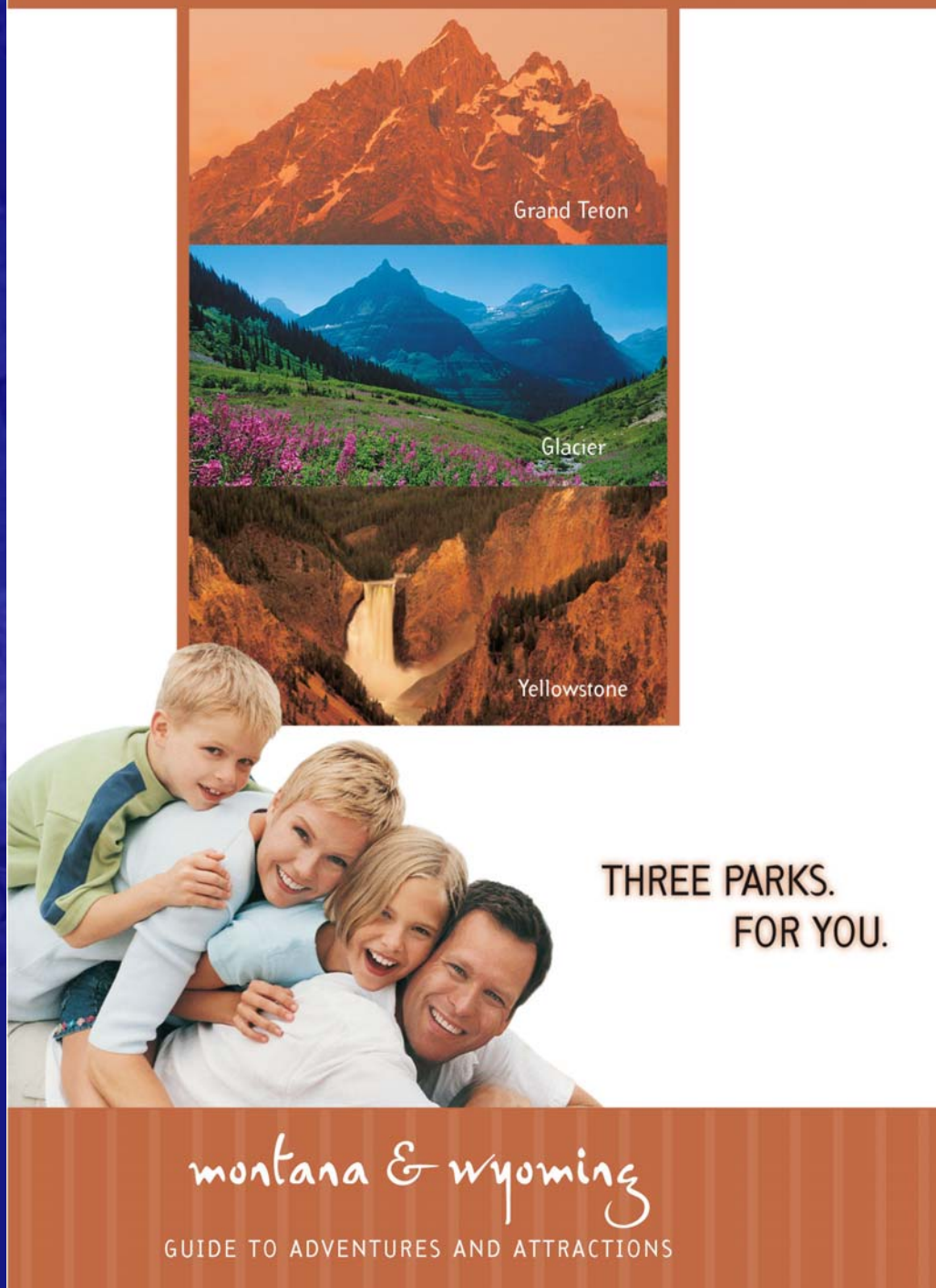


Grand Teton National Park

MONTANA
BIG SKY COUNTRY

THREE PARKS

Existing Field Guide



Internet Advertising

FY07 Internet Media *(Tentative)*

Target Audience

- Traditional Family Travelers, adults 25-54
- Outdoor Enthusiasts, adults 18-34
- Active Matures, adults 54-69

Campaign Timing

- March 19 – May 31, 2007

Target Markets

- National with geo-targeting to states including WA, MN, TX, CA

FY07 Internet Media *(Tentative)*

Search Engines

key word & text listings on:

- Google.com
- Yahoo.com

HTML Email

- YesMail
- FamilyTravelForum.com

FY07 Internet Media *(Tentative)*

Traditional Sites – banner ad placement

- FavoriteFamilyVacations.com (NEW)
- SeniorJournal.com (NEW)
- Trails.com (NEW)
- RSN.com
- RVzone.com
- Wildernet.com

Traditional Sites – e-newsletter/advertorial

- Trails.com (NEW)
- RSN.com
- RVzone.com

FY07 Internet: Fishing Campaign

- Increase visitation in eastern MT (Custer & MRC)
- Timing: February 12 – March 13, 2007
- Budget: $10,000
- Placement:
  - Field & Stream (fieldandstream.com)
    - banner ads within Fishing Channel
  - Outdoor Life (outdoorlife.com)
    - e-newsletter sponsorship
  - YesMail
    - HTML email targeted to men, 25-54
    - fishing interest
    - WI, MN, WA, CA, PA, IL, TX, NE, CO

FY07 Internet: Fishing Campaign

- **Two creative treatments:**
  - Lake anglers
  - Stream anglers
  - Both feature sweeps to win GPS
- **Placement:**
  - Field & Stream (fieldandstream.com)
    - banner ads within Fishing Channel
  - Outdoor Life (outdoorlife.com)
    - e-newsletter sponsorship
  - YesMail
    - HTML email targeted to men, 25-54
    - fishing interest
    - WI, MN, WA, CA, PA, IL, TX, NE, CO

FY07 Warm Season Television

FY07 TV Campaign

- Target markets
  - Minneapolis/St. Paul
  - Seattle
  - Chicago
- Broadcast mix
  - Pay per inquiry (PI-TV)
  - Local spot TV buys

FY07 TV Campaign

- Creative
  - Revising FY06 spot
  - :30 and :60 spots
  - Call-to-action varies: planner, trip, treasure hunt (depends on market & placement)
- Timing: March 19-May 31, 2007
- Budget: $550,000

FY07 TV Campaign

- Sample stations for all markets:
  - ABC Affiliate
  - CBS Affiliate
  - NBC Affiliate
  - Fox Affiliate
  - Discovery Channel
  - Travel Channel
  - History Channel
  - Learning Channel
  - Food Network
  - Fox News
  - Outdoor Life
  - Weather Channel

In-State Campaign

“In Your Backyard” Campaign

- Purpose
  - Encourage Montanans to vacation within MT
- Creative
  - Revising FY05/06 TV spot

"In Your Backyard" Campaign

- Timing
  - Late June through July 2006
- Media
  - 4-week schedule in a 5-week flight
  - Broadcast TV: five major markets
  - Cable TV: CNN & TBS

Other Advertising Components

Invite-A-Friend

- FY05/06 creative featuring Gov. Schweitzer
- Radio/TV PSAs
- Postcards
- Display Racks at CVBs
- Online at visitmt.com

Montana Kids! Promotion

Trip Giveaway

- Focusing on NW Montana & Glacier NP
- One trip for family of 4

Promoted via Web Campaign (TBD)

Presentation & media plan details will be available at:

www.travelmontana.mt.gov