



DESTINATION  
**Missoula**  
CONVENTION & VISITORS BUREAU  
PARTNERSHIP

Destination Missoula is the Official Convention and Visitors Bureau for Missoula



What is **Destination Missoula** --  
the Official Convention and Visitors  
Bureau for Missoula

Destination Missoula is the appointed non-profit destination marketing organization that manages the bed tax dollars to promote Missoula. Destination Missoula was formed to market Missoula and surrounding areas as a premiere travel destination thereby creating vibrant growth in the economy and enhancing the quality of life.



Missoula Art Museum photo courtesy of Jennifer Reifsnieder.  
Night by the River photo courtesy of Steve Hocking.  
Out to Lunch photo by Pam Voth.



## Destination Missoula Markets Missoula and Surrounding Areas

Every year Destination Missoula creates and implements a comprehensive marketing plan that promotes the area's meeting facilities, attractions, restaurants, events and other amenities. As a Partner, you are very important to the marketing plan because you provide the services for visitors and convention attendees.

*Destination Missoula knows it takes a coordinated, concentrated effort to attract visitors to Missoula and the surrounding area, and our partnership with you makes this happen.*

### Your Partnership with Destination Missoula

Millions of direct and indirect dollars, as well as tax dollars, are pumped into the local economy as a direct result of the tourism industry.

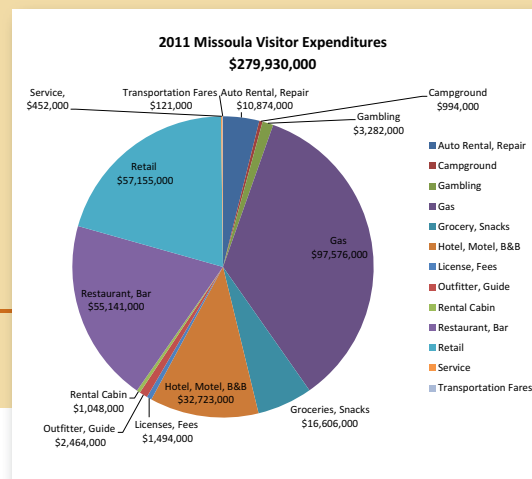
Destination Missoula, along with you as our Partner, can build a strong community foundation by jointly investing resources and attracting visitors to Missoula.

As a Partner you receive valuable benefits and numerous opportunities to market your business through Destination Missoula.

### Your Partnership Investment Will Help...

- enable your business to capture convention, event and leisure travel tourism dollars
- provide opportunities to gain key exposure in Destination Missoula's industry publications and websites
- offer you educational and networking opportunities.

### TOURISM DOLLARS SPENT IN THE FOLLOWING INDUSTRIES IN MISSOULA



# Benefits & Services

The many ways Destination Missoula is working for you!

## Destination Missoula Website

Potential visitors can learn about our Partners on our website, [destinationmissoula.org](http://destinationmissoula.org). There are nearly 364,000 unique visitors to the site each year. Each Destination Missoula Partner has their “own” page within our website including business name, address and phone number. As a Partner, you can include one picture or logo and a brief description of your business. We link to your website, email and provide a mapping function so that visitors can find your business easily. You may also post special offers under the Travel Deals portion of the website.

## Meeting Planners Website

This website, [missoulameetings.com](http://missoulameetings.com), serves as a detailed guide to the city’s meeting spaces and accommodations. Destination Missoula works closely with numerous meeting planners and directs them to this site. There are nearly 20,000 unique visits to this site annually by meeting planning professionals.

## Sports and Events Website

Destination Missoula is proud to introduce you to our new sports & events planning tool – [playmissoula.org](http://playmissoula.org). This extensive website is the perfect tool to reach other businesses and individuals planning sporting events in Missoula, and those individuals and families attending events in our great community. This website was specifically designed to make it simple for an event planner to see at a glance what venues, accommodations, restaurants, support businesses and services we can offer. It is also designed to make a sporting or event trip to Missoula stress-free. You can easily check out where your event venue is, map the closest hotel or restaurant and stay on top of what other great things are happening in Missoula during your stay. This new website is the perfect opportunity to market your business directly to sports and event-minded individuals coming to Missoula!

## Official Missoula Area Visitor and Relocation Guide

This beautiful guide serves as the primary fulfillment piece for visitor inquiries; 115,000 copies are published and distributed annually. It is distributed at key outlets such as regional visitor centers; hotels; motels; bed and breakfasts; RV parks; campgrounds; various brochure racks including: Spokane, the three largest rest stops in the State, from Glacier National Park to Yellowstone National Park, the Missoula International Airport and high-traffic tourist destinations. Guides are sent from our call center to visitors regionally, nationally and internationally. It is also available for viewing and downloading on our website. You have the opportunity to advertise in the guide and receive free color for your display advertisement.



## Missoula Visitor Information Center

Located at 101 E. Main, the Missoula Visitor Information Center provides visitors with a port of entry to Missoula. Often visitors receive their first information about the city’s accommodations, restaurants, attractions and events at the Visitor Center. Yearly, there are thousands of travelers that stop into the Visitor Center. As a Partner, you receive a major advantage in reaching these visitors through the Center by providing information about your business and services. You may display your brochure at the Visitor Center. If you’re a restaurant Partner, you may provide an updated copy of your menu for the Center’s on-site Dish & Dine Guide.

## Social Media

Social media are becoming the fastest growing promotional tools in the country. Destination Missoula stays on top and ahead of trends in social media to enable our partners to have the maximum exposure to specific markets. We can promote your business through Facebook, Twitter, Pinterest, and our mobile site. Our members have the ability to use the power of Destination Missoula’s 37,732 Facebook and 1,144 monthly Twitter followers, and over 4,000 monthly visitors to our mobile site. If you use Facebook to promote your business or you just want to keep up with what’s happening in Missoula, let us know so we can be “friends”!

# Access to Valuable Information

## Confidential Convention Calendar

This confidential resource lists confirmed trade shows, conventions and other meetings scheduled in the Missoula area. It also provides contact information, the hotel serving as the headquarters and gives the size and scope of the meeting. Be creative and market in advance to this valuable target audience. You can also provide coupons to the Visitor Information Center for inclusion in delegate welcome bags.

## Convention Sales Leads

You are notified first about any convention groups interested in bringing their meeting or convention to the Missoula area. Meeting planners submit a Request for Proposal (RFP) and you are able to view these and respond.

## Convention Service Leads

Convention service leads provide a different service from those of sales. Through this lead function, Destination Missoula informs Partner suppliers that a particular convention or meeting planner is looking to purchase locally-provided goods and services while they are meeting in the Missoula area.

## Group Tour Sales Leads and Updates

Destination Missoula markets Missoula as a destination for group tourism activity and Familiarization Tours (FAM). Once a group planner has indicated an interest in bringing a tour group to Missoula, a Group Tour Lead is generated to Partners such as accommodations, attractions, restaurants and other related Partners who have indicated an interest in this market.

## Visitor Mail/Email Blast

For a nominal fee, you may request up to 2,500 leads of potential visitors who have requested information about Missoula through our call center. These targeted leads are available to promote your business to specific market segments such as those interested in outdoor recreation, the arts, etc.

## Monthly Email Newsletter

Partners who provide an email address will receive monthly newsletters. It will provide you with current tourism and Destination Missoula information and keep you up-to-date with the latest industry news.

# Conventions Tour Groups Visitor News



# Professional Networking & Development

## Marketing Partner Involvement

It is important for Partners to stay involved with Destination Missoula. Involvement enhances your partnership. As you participate more, you gain a better appreciation for our mission and overall goals for the Missoula area. You will also receive key information that is current and valuable to you as an industry Partner. You are encouraged to attend board meetings, sign up for committees and volunteer for special projects.

## Marketing Mixers

Destination Missoula strives to keep enthusiasm about the mission alive through several social events for our Partners. Marketing Mixers are held semi-annually and provide a relaxed and structured setting to network and discuss ideas. You can enjoy becoming acquainted with other Missoulians interested in marketing our great city. A postcard invite is sent out to all Partners. You will need to RSVP for these events.



Partnership Event, Ten Spoon Winery

## Partner-to-Partner Discount Program

The Partner-to-Partner Discount Program encourages Destination Missoula Partners to use partner businesses when making buying decisions. Take advantage of this marketing opportunity to earn additional business from other industry professionals.

## Partner Connections

Once a quarter, new, existing and prospective Partners are invited to informal get-togethers for either morning coffee or evening cocktails. Partner Connections' events provide an opportunity to stay updated on the latest events affecting Missoula tourism as well as networking with your industry peers.

## Customer Service Sales/ Education Workshops

To keep you informed of the latest customer service and marketing techniques, Destination Missoula hosts hospitality training and educational seminars. Hospitality training helps provide industry professionals and front-line staff with the tools to give quality and memorable customer service that encourages extended and repeat business.

# Resources

## Destination Missoula Marketing Partner Identification

To identify Partners as proud industry supporters and to encourage others to support our mission, we provide you with static-cling decals that can be displayed on storefront or office windows. It communicates that you are a visitor-friendly business and that you support tourism.

## Area Maps

You receive complimentary copies of the full-color, tear-off maps upon request to use in your business and to hand out to customers. Sponsorship opportunities are also available to have your logo displayed on the map; 40,000 maps are printed and distributed annually.

## Convention Bags

Convention bags are distributed at conferences, group events and the Visitor Center. You can display your logo on the bags for a nominal fee; 3,500 bags are distributed annually.

## Travel Expo Booth

Destination Missoula hosts an annual Travel Expo to promote the industry in Missoula. The event is a great way for locals to reacquaint themselves with Missoula's attractions and services. The event also serves as a networking opportunity for those within the industry. You receive a discounted entry fee to participate.

## Convention Services & Partnership Directory

You receive a complimentary listing in this directory. It is distributed to meeting planners, clients and other Partners. The directory serves as a guide to local goods and services.

## Logo Use

Upon request, the Destination Missoula logo is provided to you for use in promoting your businesses. It adds credibility by communicating that you are part of an industry-wide network in our community.

## Multiple Listings & Brochures

You receive a discounted rate to list your business in more than two categories on the website or when providing more than one brochure for the Visitor Center.

## Photo Library

Destination Missoula maintains a library of images of Missoula and the surrounding area, which is available upon request. They are available free of charge for editorial use only.

## Partnership Mailing Labels

Purchase Destination Missoula Partner labels to do your own mailing for a small fee.

## Monthly Email Newsletter Advertising

Purchase a display ad or member feature article in the monthly newsletter to keep your business at top-of-mind awareness with other Partners and industry leaders.

## Partner-to-Partner Emails

Send an email to other Partners informing them of a special deal or promotion you are offering for a nominal charge. Only two emails will be sent out monthly.

## Media Publicity

Partners are included in our on-going promotion to local, national and international media. Destination Missoula provides information about the Missoula area and hosts many writers and editors each year. Hosting travel writers is an excellent way to gain priceless exposure for your business.

## Official Missoula Area Visitor & Relocation Guide

You receive copies of the Official Missoula Area Visitor and Relocation Guide upon request to distribute to clients and guests.



Ready to take your Partnership to the next level and be recognized as a premiere industry leader? If so, sign on to be a Platinum Industry Partner or a Corporate Leader Partner. You will be given ultimate marketing exposure and enjoy significant cost savings on additional marketing opportunities! For more information, please contact Destination Missoula at 406.532.3250 or [partnership@destinationmissoula.org](mailto:partnership@destinationmissoula.org).

Platinum  
Industry  
Partner  
  
Corporate  
Leader  
Partner

Did you know...

There are over 3.1 million visitors to Missoula each year and 1.2 million visitors stay at least one night in Missoula?

The economic impact of visitors to Missoula was over \$280 million dollars in 2011!

# The Power of Travel

## How Travel Dollars Support America



*Supporting tourism is supporting our community!*

The tourism, event and convention industry is a clean, vibrant industry constantly working as an economic driver for our city.



DESTINATION  
**Missoula**  
CONVENTION & VISITORS BUREAU

MAILING 140 N HIGGINS SUITE 202 • MISSOULA MONTANA 59802  
PHYSICAL 101 E MAIN • MISSOULA MONTANA 59802  
DESTINATIONMISSOULA.ORG • MISSOULAMEETINGS.COM • PLAYMISSOULA.ORG  
406.532.3250 • 406.541.9465 (FAX)  
PARTNERSHIP@DESTINATIONMISSOULA.ORG

#### TOURISM FACTS & FIGURES

##### FOR MONTANA:

- Non-resident visitors to Montana had a total economic impact of \$2.8 billion.
- Tourism and recreation businesses support 39,000 Montana jobs.
- Montana hosts 10.5 million visitors annually, which translates to 10.5 new customers per Montana resident for our Main Street businesses.

##### FOR MISSOULA:

- Missoula receives 1.2 million non-resident visitors annually.
- Non-resident visitors to Missoula had a total economic impact of \$280 million in 2011.
- Destination Missoula's website receives nearly 364,000 unique visitors annually.
- Destination Missoula's call center travel counselors handled nearly 56,000 phone calls and online chats with potential visitors annually.



**BARB NEILAN**  
Executive Director  
Destination Missoula



**SAGE GREND AHL**  
Director of Visitor Services  
and Partnership  
Destination Missoula



**TROY PAYTON**  
Visitor Information Center  
Travel Counselor  
Destination Missoula

#### BOARD MEMBERS

**PRESIDENT** Kim Sawyer | Wingate Inn  
**PRESIDENT ELECT** Cris Jensen | Missoula International Airport  
**TREASURER** Jim Galipeau | JCCS  
**SECRETARY** Matt Ellis | Missoula Osprey  
**PAST PRESIDENT** Linda McCarthy | Missoula Downtown Association  
**COUNSEL** Bob Terrazas | Terrazas Law Offices  
**VICE PRESIDENT** Denise Moore | Buffalo Moon Hospitality Consulting  
**VICE PRESIDENT** Stacy Nugent | Paradise Falls  
**EX OFFICIO** Erika McGowan | Windfall, Inc.

#### ADDITIONAL BOARD MEMBERS

Shawna Batt | Townsquare Media  
Jon Bernthal | Staybridge Suites Missoula  
Bryan Flaig | First Security Bank of Missoula  
Anne Guest | Missoula Parking Commission  
Barbara Koostra | Montana Museum of Art & Culture  
Kate Leonberger | Comfort Inn  
Brad Murphy | Adams Center



**MARY HOLMES**  
Destination Marketing  
Sales Manager  
Destination Missoula