

## Chris Taggart

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**From:** kk@doublekoutfit.net  
**Sent:** Thursday, October 31, 2019 4:33 PM  
**To:** Jeff Burrows; Chris Taggart; Greg Chilcott; Chris A. Hoffman; Glenda Wiles  
**Subject:** Late October Good Stuff - RC-TBID E-news

Our Mail Chimp account doesn't get through, so trying email!

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**From:** Kristine Komar <chair@visitbitterrootvalley.com>  
**Sent:** Thursday, October 31, 2019 4:09 PM  
**To:** kristine.komar@att.net  
**Subject:** Late October Good Stuff

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Greetings, lodging owners and tourism partners! Here's an update on our Glacier Country Tourism winter ad campaign, Film Friendly Communities -- need a kitchen set, social media and Hashtags, Marketing efforts, Taste our Place. Board meeting November 5, 1-3pm, County Commissioners Meeting Room, see agenda below.



### **RC Tourism Campaign with Glacier Country**

TBID has been a part of Glacier Country campaigns before but this year we're going to share it **all** with you so you can take advantage for your own business. Here's our digital listing on the [winter landing page](#). We're also receiving leads from this page. We will invite these folks to sign up for our email newsletter.

First-Touch, Retargeting Banner Ads As part of the FY20 winter media plan, the national digital campaign launched with strategic messages targeted to the winter enthusiast, winter enthusiast family and avid skier audiences. All banners are animated. **URLs for banner ads:**

First Touch/Standard (WE + FAM) | Things to Do |

<https://www.visitmt.com/things-to-do/winter-activities.html>

Retargeting Phase 1 | Trip Ideas | <https://www.visitmt.com/places-to-go/trip-ideas.html>

## Winter & Skiing in the Bitterroot

As we are all aware, Bitterroot lodgings are full to overflowing in July and August and have perhaps more than desired availability in winter. TBID's Glacier Country advertising this year is all about the winter season. As work on ads proceeded, here are a couple of articles we found.

Feel free to join the winter push and share these with your folks on social media accounts and emails to encourage winter visits to the Bitterroot!

- An oldie but goodie from Ski Magazine, a 2013 [article](#) featuring Lost Trail and titled *Adventures Along Highway 93*.
- [Planet Ware's](#) February 2019 article, 12 Top-rated Ski Resorts in Montana; Lost Trail is #7!

We are in need of some great **photos of people having fun in the snow** and winter weather to use on the website, in ads, and social media. If you have one or two to share, please be in touch. [chair@visitbitterrootvalley.com](mailto:chair@visitbitterrootvalley.com).

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## Film Friendly Communities

**Got a kitchen that would be a suitable location for Chef Dr. Mike's pilot?** Check out (and sign up for) the [Montana Studios Newsletter](#) for details. They need a Montana themed kitchen - you know, antler chandeliers, rustic design, etc. that would work for a shoot: high ceilings, room for equipment, etc. The pilot will be shot in one day in mid-November. If

you've got the perfect spot, contact Montana Studios or better yet, upload your location information to their database at the link above.

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## **Social Media Workshop & #Hashtags**

TBID hosted three social media workshops with Tia Troy, TBID's social media guru, earlier in the month in Stevensville, Hamilton, and Darby. They were well attended and Tia is a great teacher. Lots of lively dialogue was a key part of it all -- we had fun!

All of us need to lift up our social media skills and work more collaboratively to boost marketing effectiveness. It will take time, but we're on it.

One key element is learning how to use #Hashtags. Here are recommendations for using hashtags that will leverage your reach.

**#MontanaMoment** (Montana Office of Tourism) - The State invests millions to encourage travel to Montana.

**#VisitMT** (Glacier Country) - Glacier Country works hard to get folks focused on Western Montana.

**#VisitBitterrootValley** - This is US! *Always use this one.*

These hashtags as well as other social media information will always appear at the bottom of the Good Stuff enews. We are working on another round of meetings early next year -- you won't want to miss them!

#VisitBitterrootValley :)

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## Current Marketing Efforts + Marketing Plan

Your TBID Board is currently working on a marketing plan for the next 18 months. As we are in transition with a new board, we figured a year would be a good measure of time for a plan. And in case you're wondering, Ravalli County would like TBID to be on their fiscal year (July - June) and that accounts for the 18 month "year".

Here are a few notes to keep you up to date with our current efforts. The marketing plan will be shared when it is in final draft so you can make comments. We also invite you to attend board meetings and join in as we work to develop the plan.

- We want to leverage all aspects of what we do so have initiated a **strong connection between web and social media** (Mike Henderson, Big Red Barn Design and Tia Troy, Lightning Bug Public Relations.) We expect great things from these two professionals!
- Early in the year, our marketing committee will do a **deep dive review on the website**. No intention to redo; rather improve, make accurate, add a few items, readjust, and most importantly, make sure the web site plays well with social media and advertising campaigns.
- We'll move from a list of dining establishments (difficult to keep up to date and readily available elsewhere) to a focus on [\*Taste our Place\*](#) (see *article below*). Our intent is to help visitors find local food and dining adventures and maybe even hear the story of how their food was grown or produced along with a good meal.
- We'll be refining **LODGING TYPES** on the web listings to be able to focus attention on ranch stays which are in high demand due to local filming of the Paramount's Yellowstone production. Not everyone will be able to stay at the Chief Joseph Ranch - the Dutton Ranch in the TV series - so we want to make it easy to find other ranch stay properties. To do this we'll add a WORKING RANCH category, keeping

the Guest Ranch category as well. We'll add a FARM STAY category to work more smoothly with the Taste our Place campaign. All else to remain the same. This would be a **great time to review your listing** on [VisitBitterrootValley.com](http://VisitBitterrootValley.com) and let us know if updates are needed.

- We're working to establish partnerships with multi-day event organizers so that we can build **packaged experiences** (event, lodging, dining, and other activities) to tantalize visitors. The AAB Studio Tour is three days and happens in November and early June -- shoulder seasons. The 50-Mile Garage sale is two days in mid-June and is already attracting out of state folks. Together we can do even more to bring people to the Valley for a few days to shop and stay.
  - Initial conversations are underway with the Western Montana Wedding Association to bring TBID's **Weddings** page up to snuff.
  - We've also working to get useful information about local fishing and fishing outfitters/guides on the **Fishing** page. More of a focus on helping folks who don't know much other than they want to learn to fish.
  - We've been threatening :) but in the new year we will be working on **ITINERAIRES** so that folks can better envision spending a few days with us..
  - We'll be improving **web newsletters**. Each month we'll continue to do a recap of the best of the best events and we'll initiate a new quarterly consumer newsletter to encourage travel to the Bitterroot... new itineraries will factor into this effort and timing of the information in the newsletter will give travelers time to decide to visit the Bitterroot and time to make plans. Again, e-newsletters from the web will be cross promoted with social media. It's *free* and *easy*... **UPLOAD YOUR EVENTS AND ACTIVITIES** to [VisitBitterrootValley.com](http://VisitBitterrootValley.com) so we have a round up of all the excitement to be had!
  - And more... but that's enough for now!
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## Montana is Authentic - do you serve Montana Ingredients?



*Taste Our Place* is a new **free** program in *Made in Montana* dedicated to promotion Montana-sourced food and drink and the places that serve them. Non-resident visitors to Montana last year spent more than \$650 million at restaurants and bars. It's their #2 expenditure--topped only by gas--and they've told us they're looking for local food and drink options to experience the real Montana. B&B's can join this program and the application is EASY and QUICK!

Benefits include: No-cost promotion and marketing on the [MadeinMontanaUSA.com](http://MadeinMontanaUSA.com). Social Media support, earned media opportunities, integration with regional and local tourism partner. Receive a window cling, table tents, logo coasters, pens, vinyl sidewalk stickers to use outside of your business... and more!

Sign up [here](#) or call 406 841-2757 or email [madeinmontan@mt.gov](mailto:madeinmontan@mt.gov) for more information.

If your business isn't a fit... *pass this information on to someone you know will be interested.* Let's network together to make the Bitterroot's experiences the best they can be! You may also contact Ravalli County Tourism BID at 406 375-3950 or [info@visitbitterrootvalley.com](mailto:info@visitbitterrootvalley.com).

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## Get to know those who influence and affect the Bitterroot tourism world.

- Montana Office of Tourism [website](#)
  - Friday Flash from Montana Office of Tourism, [October 25 Edition](#)
- Glacier Country [website](#)
  - Glacier Country's Glaciers to Geysers [website](#)
- Ravalli County Tourism [website](#) and social media pages:
  - [Facebook](#) visitbitterrootvalley
  - [Instagram](#) @visitbitterrootvalley
  - [Twitter](#) @visitbitterroot
  - Recommended Hashtags: #VisitBitterrootValley, #VisitMT (Glacier Country), #MontanaMoment (Montana Office of Tourism)
  - BLOG
- Our adjacent neighbors:
  - Destination Missoula [website](#) (North)
  - Visit Salmon Idaho [website](#) (South)
  - Southwest Country [website](#) (East - Big Hole, Dillon and beyond)
  - Visit Idaho [website](#) (West-Lolo Pass)

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## Upcoming Ravalli County Tourism BID Board Meetings

November 5, 1-3pm, Commissioners Meeting Room,  
County Administration Building, 215 South 4th Street, Hamilton

[AGENDA](#) (link will appear when available)

The TBID board has energy to work with lodging owners and partners to market experiences leading to overnight stays in the Bitterroot Valley.

Join us to add your knowledge and ideas to the mix.



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