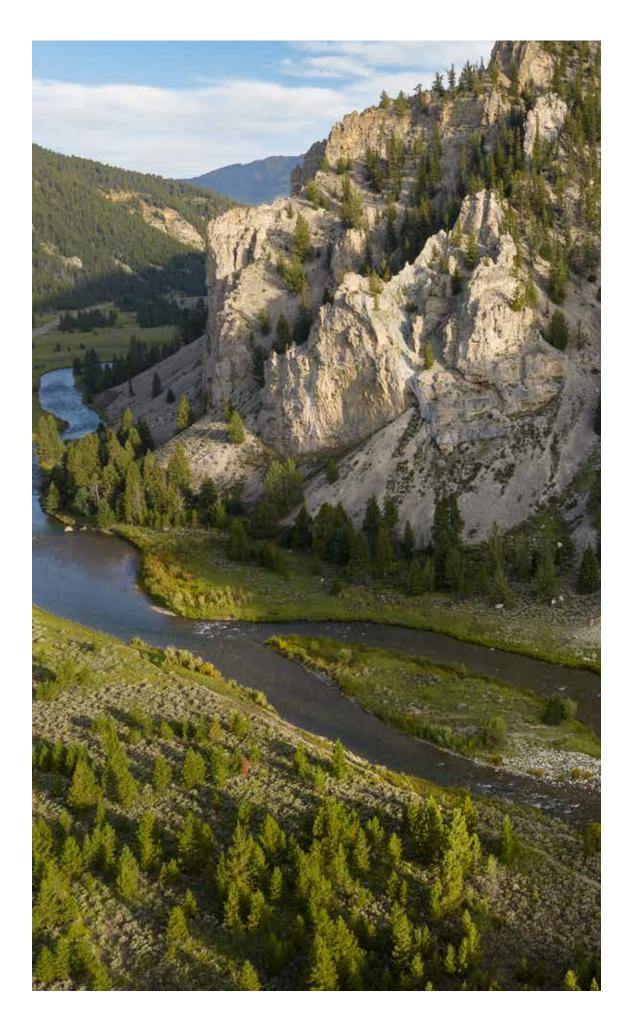


# visit BIGSSKY

# STRATEGIC MARKETING PLAN NOVEMBER 2024



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# **GOALS & OBJECTIVES**

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# **GOALS & OBJECTIVES**

The goals and objectives for Visit Big Sky are crafted to align with the strategic marketing plan's overarching vision. These goals focus on sustaining economic growth, enhancing the visitor experience, and promoting sustainable tourism practices. The objectives will be measured through specific KPIs that provide clear metrics of success over the next 3-4 years.

## Increase Year-Round Visitor Engagement & Economic Impact

#### Objective

To decrease the intense seasonality, grow the average length of stay during peak visitation periods of winter and summer, while also driving an increase in overall visitor numbers during shoulder seasons by 20% over the next three years.

#### KPI

Track ALS, via geo-location services, with the goal of growing.

#### KPI

Track total visitor numbers, with a target of increasing summer and shoulder season visitation by 20% by 2026.

#### Objective

Grow direct visitor spending to \$500 million by 2026.

#### KPI

Measure total visitor spending, aiming for an increase from \$434.5 million in 2023 to \$500 million by 2026.



#### Objective

Boost social media engagement by 25% across all platforms.

#### KPI

Monitor social media metrics such as engagement rate, link clicks, and page interactions, aiming for a 25% increase in engagement.

#### Objective

Increase website traffic by 30% annually.

#### KPI

Measure website traffic and session duration, with a target of a 30% annual increase in unique visitors.



# **GOALS & OBJECTIVES**

**Foster Sustainable** Tourism & Community Integration

**Objective:** Develop a sustainability campaign, whether standalone or an offshoot of the main campaign, that highlights eco-friendly practices and community stewardship.

**Implementation:** Launch sustainability-focused campaigns aimed at reaching at least 70% of visitors by 2025.

**KPI:** Track both in-market and out-of-market reach and engagement, with success measured by visitor adherence to conservation practices (via survey feedback) and increased awareness of sustainability initiatives.

**Objective:** Increase community participation in tourism initiatives by 15% annually to strengthen local involvement in tourism.

**KPI:** Measure the number and diversity of communitydriven tourism initiatives, along with participation rates, with an annual growth target of 15%.

**Success Metric:** Track qualitative feedback from community participants to evaluate satisfaction and perceived impact, ensuring alignment with long-term tourism and economic goals.

## Strengthen Strategic **Partnerships**

**Objective:** Develop and launch campaigns that contribute to a 15% increase in stakeholder clicks (2024 increase listed at 11%).

## Improve Resident and **Visitor Satisfaction/** Experience

**Objective:** Achieve a 15% increase in positive visitor feedback and reviews across online platforms.

**KPI:** Regularly assess visitor feedback through surveys and online reviews, aiming for a 15% increase in positive sentiments.

**Objective:** Increase resident satisfaction with tourism management by addressing community concerns and promoting balanced growth in tourism.

**KPI:** Conduct resident sentiment surveys to measure satisfaction levels, aiming to decrease the percentage of residents who feel that tourism growth is headed in the wrong direction from 44% to 30% within three years.

# Conclusion

These goals and objectives are designed to ensure that Visit Big Sky not only grows the destination, but also enhances its brand reputation, fosters sustainable tourism, and strengthens community ties. By closely monitoring the outlined KPIs, Visit Big Sky can make data-driven decisions that align with its long-term vision of success.





The content strategy aims to support Visit Big Sky's redefined brand, which emphasizes world-class adventure, cultural richness, and a commitment to sustainability. Content will serve a dual purpose: attracting new visitors through inspirational storytelling while educating them on responsible tourism practices. Search engine optimization will play a central role, ensuring content reaches the right audiences and aligns with high-value keywords that drive organic traffic.

### **Key Messaging Pillars**

The content created for Visit Big Sky will center around these refined messaging pillars. Each messaging pillar will also support secondary navigation and subsequent content pages of the website.

### Adventure & Exploration

Showcase Big Sky's iconic outdoor activities skiing, hiking, biking, and more—where natural beauty meets exhilarating experiences.

Things To Do

- Summer
- Winter
- Yellowstone National park

Discover Big Sky

• Day Trips

### Modern Luxury & Community

Highlight the destination's premium accommodations, culinary experiences, and authentic community connections.

### Sustainability & Stewardship

Promote eco-friendly practices, local conservation efforts, and ways visitors can actively contribute to preserving Big Sky.

### **Cultural Connection**

Emphasize Big Sky's unique cultural offerings, including arts, local events, and the community's strong commitment to place.





## **On-Site SEO Strategy**

SEO strategy will guide the content development process, helping us attract visitors through organic search while staying true to the brand's voice.

### **Keyword Research and Targeting**

Research will focus on a mix of broad destination keywords (e.g., "Big Sky skiing," "Montana hiking trips") and long-tail keywords that capture specific user intent around sustainable tourism (e.g., "eco-friendly travel Big Sky" or "Montana conservation tourism").

### **Optimized Titles, Meta Descriptions, and Headings**

Each page and post will feature SEO-optimized titles and meta descriptions that integrate primary and secondary keywords naturally, designed to drive click-throughs from search engine results pages (SERPs).

#### **Internal Linking Structure**

Strategically link to cornerstone pages, such as sustainability information, top seasonal activities, and destination highlights, to enhance site navigation, and guide users to essential content.

### **Regular Content Updates**

Maintain a consistent schedule for updating and repurposing content to align with changing trends and seasonal search demands. This practice signals relevance to search engines and ensures a steady flow of organic traffic.





### Content Types for SEO & Engagement

### **Attraction Content**

SEO-optimized blog posts, seasonal guides, and destination highlights tailored to top drive and flight markets such as "Top Winter Activities in Big Sky," "Best Family-Friendly Hikes for All Seasons."

### Sustainability Content

Educational articles, tips on eco-friendly travel, and insights into Big Sky's conservation efforts. such as "How to Travel Sustainably in Big Sky," or "Eco-Conscious Activities to Try on Your Next Trip."

### **Experience-Based Landing Pages**

Dedicated pages for primary experience categories (e.g., "Luxury Lodging," "Outdoor Adventure," "Cultural Events") optimized for high-value keywords.

### **Content Cadence & Calendar**

Content production will follow a seasonal and keyword-driven cadence to maximize relevance and search performance.

### **Blog Posts**

Topics that reflect the brand pillars and are optimized for seasonal and trending keywords.

### In-Depth Guides

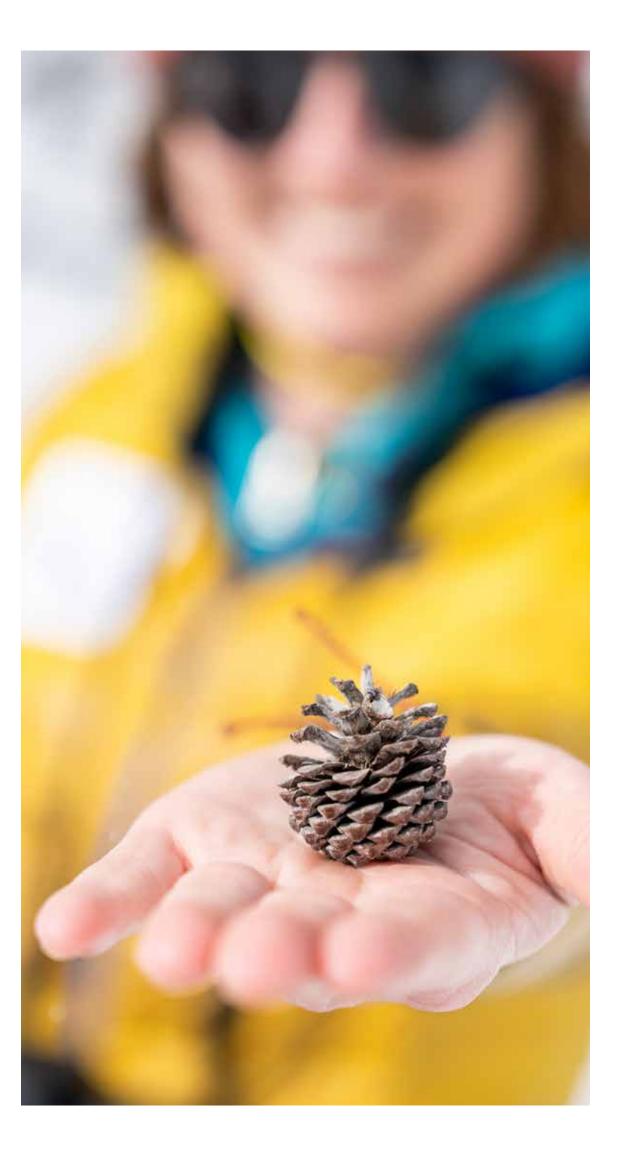
Seasonal guides or listicles that capture high search volume and demonstrate Big Sky's uniq offerings, such as "Summer in Big Sky" or "A G to Sustainable Travel in Montana."

#### Downloadable Resources

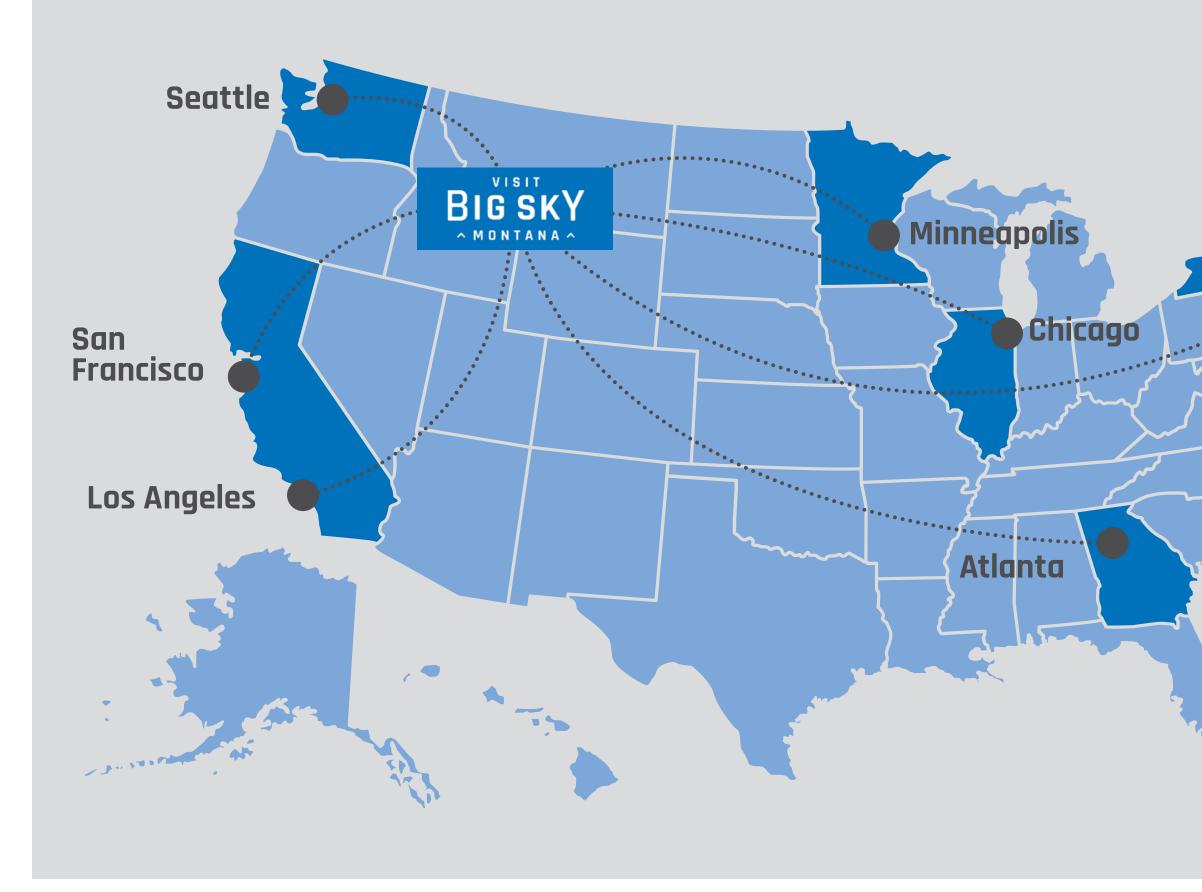
In-depth resources to capture high-intent visite planning extended stays, appealing to eco-conscious travelers or families.

### Analytics & KPI Tracking for SEO

е	To measure the effectiveness of SEO-optimized content, Visit Big Sky will monitor:
	<b>Organic Traffic Growth</b> Track increases in organic search traffic as a direct result of SEO-optimized content.
lue	<b>Engagement Metrics</b> Measure engagement rates, including time on page and social shares for high-performing content.
iuide	<b>Conversion Rates</b> Evaluate how well content drives conversions, such as email sign-ups, bookings, or visitor guide downloads.
ors	<b>Backlink Acquisition</b> Assess the quality and quantity of backlinks earned from reputable sources, boosting domain authority and overall SEO ranking.







### Winter Markets

### **Peak Winter Markets**

Los Angeles, San Francisco, and New York City consistently top the list with high seasonal spend percentages and longer stays, making them prime targets for winter marketing campaigns.

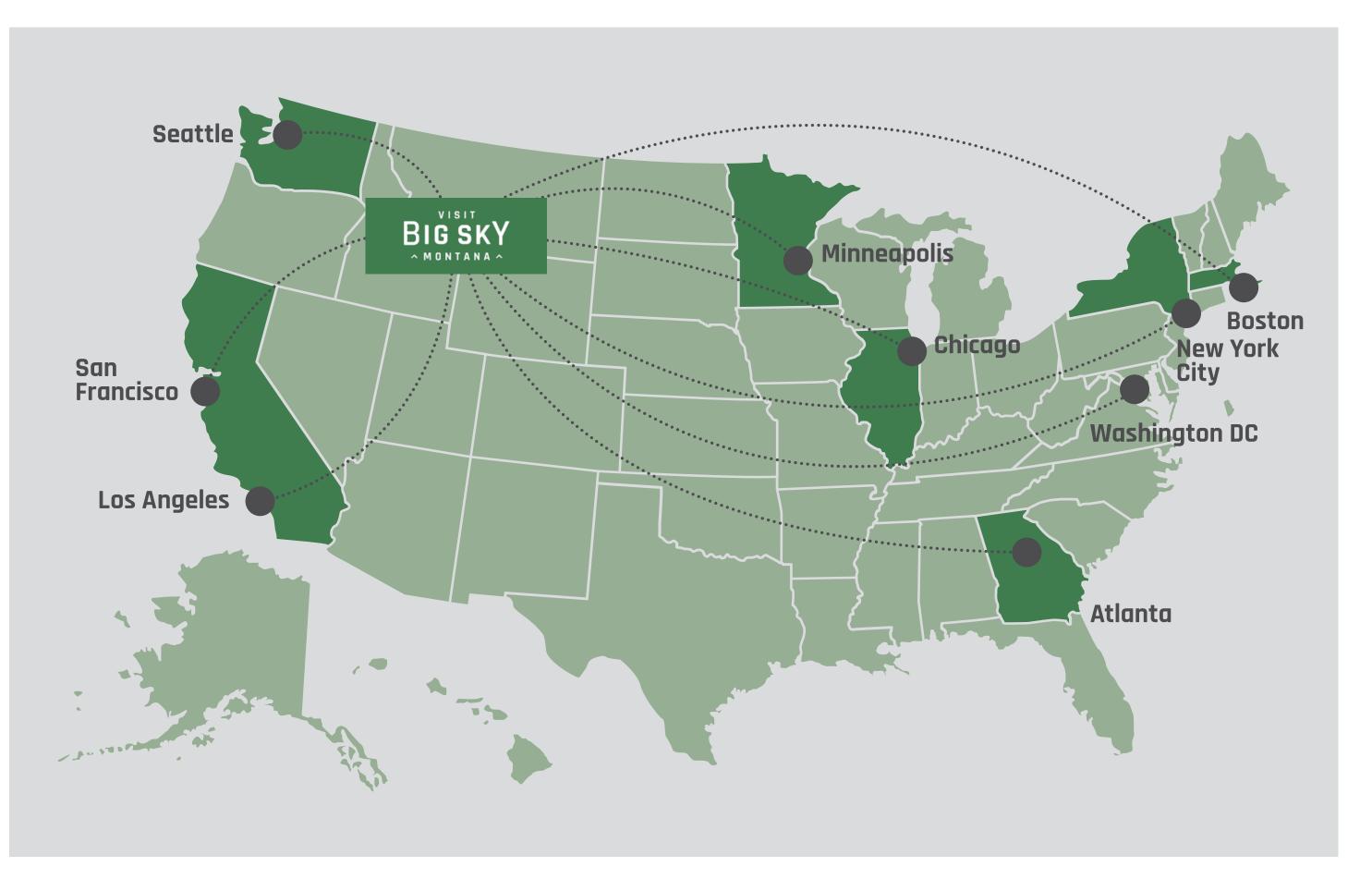
### **Regional Stability**

Seattle and Minneapolis show strong regional engagement, with shorter stays yet steady spending, ideal for focused regional promotions.

### Short-Stay, High-Value

Markets like Chicago and Atlanta have shorter stays but high per-trip spending, suggesting they are valuable for quick-impact winter visits.

New York City



## Summer Markets

### **Peak Summer Markets**

Los Angeles, Chicago, and San Francisco show high summer engagement and spending rates, making them priority targets for summer campaigns.

### **Regional Stability**

Boston, Washington DC, and Seattle display stable spending throughout the year, supporting sustained marketing efforts across seasons.

### Short-Stay, High-Value Visitors

Atlanta and Minneapolis are notable for high per-trip spending, despite shorter stays, suggesting campaigns tailored to quick, impactful visits.



### Visitor demographics provided via Datafy visitation analysis

### Age

• Primarily 35-64 years old.

#### Income

• Higher income levels dominate, with nearly half earning \$150K+.

### Household Size

• Larger households (3-5 members) are more common.





## **The Adventurous Millennial Couple**

### Profile

- Early 30s, dual-income with no children.
- Based in urban centers like New York City or Los Angeles.
- Likely work in finance or tech; value sustainability and luxury.
- Drive high-end electric vehicles, such as a Tesla or Rivian, reflecting their commitment to environmental consciousness and style.

### **Travel Preferences**

- Seek unique experiences combining adventure and luxury.
- Prefer destinations with challenging outdoor activities and upscale amenities.
- Look for eco-friendly resorts with top-tier spas and gourmet dining.

### Draw to Big Sky

- Attracted to Big Sky for its rugged natural beauty, luxury, and commitment to sustainability.
- Strongly interested in sustainable lodging, conservation efforts, and eco-friendly adventure options.
- Excited by the opportunity for skiing, private guided tours, and hiking, all paired with accommodations that align with their environmental values.











### **The Retired Baby Boomers**

### Profile

- In their 60s to 70s, high net worth, grown children.
- Reside in affluent neighborhoods in cities like San Francisco or Chicago.
- Drive luxury vehicles like Mercedes-Benz or Cadillac, valuing comfort and reliability.

#### **Travel Preferences**

- Prefer relaxation, fine dining, and cultural enrichment in serene settings.
- Seek peaceful destinations where they can enjoy the scenery and refined experiences.

### Draw to Big Sky

- Attracted by the quiet luxury and exclusivity of a mountain retreat.
- Appreciate efforts to preserve Big Sky's natural beauty, adding to the peaceful environment they seek.
- Highlighting sustainable tourism's role in maintaining the area's serenity could further enhance their interest.





### **The Family-Oriented Executives**

#### Profile

- Senior executives in their 40s to early 50s, married with children.
- Based in cities like Atlanta or Seattle.
- Drive luxury SUVs such as the Audi Q7 or BMW X5, prioritizing family needs, comfort, and safety.

### **Travel Preferences**

- Look for destinations with a mix of adult and child-friendly activities.
- Value luxury accommodations that cater to families.
- Prefer destinations offering educational and enriching experiences for children.

### Draw to Big Sky

- Attracted by family-friendly skiing, children's programs, and spacious accommodations.
- Sustainability messaging could resonate, especially if it aligns with corporate social responsibility values or offers educational experiences for children.
- Appreciate the destination's ability to balance high-end luxury with family convenience, reinforcing Big Sky as an ideal choice.





# PARTNERSHIPS & COLLABORATION



# **PARTNERSHIPS & COLLABORATION**

The partnership and collaboration strategy aims to enhance Visit Big Sky's brand presence, increase visitor engagement, and promote sustainable tourism through strong alliances. Strategic partnerships will leverage the expertise, audiences, and resources of aligned organizations to maximize mutual impact and promote Big Sky as a premier year-round destination.

### Key Partners & Roles

### **Visit Montana**

State-level collaboration to align Big Sky's campaigns with Montana's broader tourism goals, leveraging state resources for wider reach.

### **Big Sky Chamber of Commerce**

Collaborate on local business initiatives, community events, and sustainable development projects to enhance visitor and resident experiences.

### Lone Mountain Land

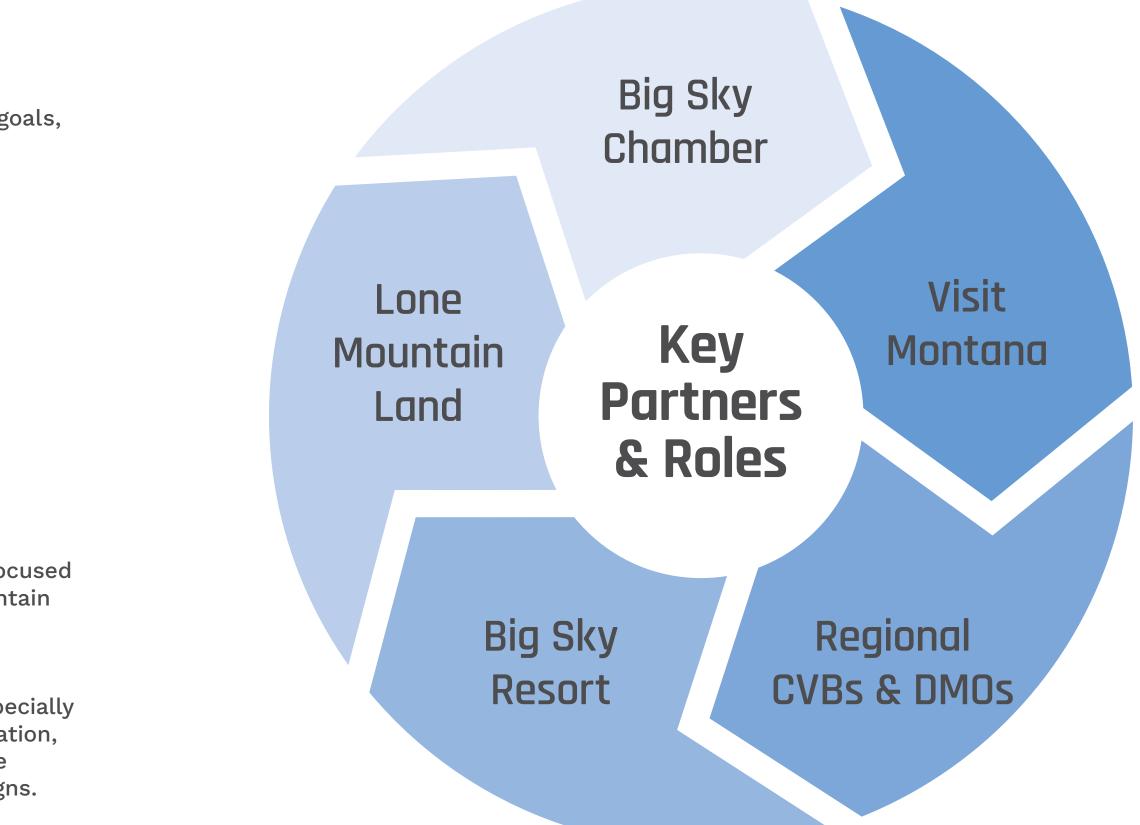
Joint efforts on real estate tourism initiatives, community-driven events, and sustainability messaging to promote Big Sky as a luxury destination.

### **Big Sky Resort**

Partner on winter and summer campaigns focused on adventure tourism, including skiing, mountain biking, and event promotions.

### **Regional CVBs & DMOs**

Coordinate with regional tourism offices, especially those promoting the Rockies as a ski destination, to reach international markets through trade shows, expos, and digital marketing campaigns.







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# VISIT BIGSKY MONTANA ^

