

# HAVRE DMO FY27 MARKETING PLAN



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# FY27 PRIMARY STRATEGIC FOCUS

**Goal:** Position Havre as a “must-visit” destination specifically for in-state travelers.

**Primary Focus Areas:**

- Increasing overall awareness and visitation from within Montana.
- Promoting rural tourism and off-the-beaten-path discoveries.
- Encouraging year-round visitation through seasonal itineraries.



# WHY THIS FOCUS?

**Market Opportunity:** Many Montanans have not yet experienced Havre firsthand despite its unique assets.

- **Website Performance:** Google Analytics shows high interest with 29,648 visitors since the start of FY26, of which 99% (29,376) are new users.
- **In-State Potential:** Targeting the rest of Montana encourages residents to utilize Havre for events, family visits, and short getaways.
- **Resonance:** Messaging focuses on shorter, more frequent getaways and relaxing experiences in less crowded environments—a high-value psychographic for modern travelers.



# NEW & ENHANCED STRATEGIES FOR FY27

**Itinerary-Driven Marketing:** Continued development of specific seasonal itineraries to extend visitor stays and drive year-round tourism.

## **Abundant Wildlife:**

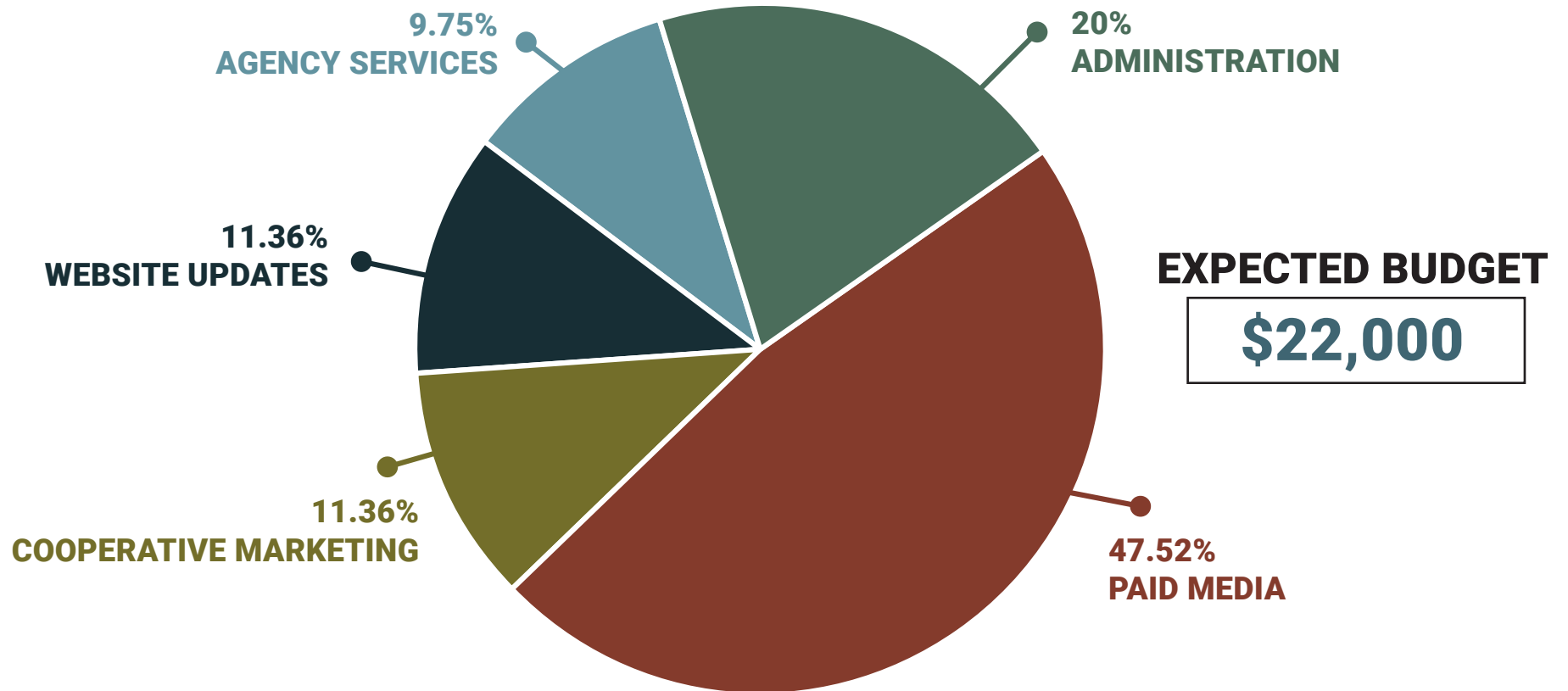
- Havre's geography supports a wide variety of wildlife, offering premier viewing and hunting opportunities.
- Promoting the transition from golden wheat fields and rangelands to the rugged foothills of the Bears Paw Mountains as prime habitat.
- Directly targeting "Nature Lovers" and "Adventurers" who value the uncrowded, authentic rural experience Havre provides.

**Rich Heritage & Storytelling:** Leveraging Havre Beneath the street, Wahkpa Chu'gn Buffalo Jump, H. Earl Clack Museum and Fort Assinniboine to attract history enthusiasts.

**Vibrant Small-Town Hospitality:** Showcasing locally owned businesses and a welcoming community atmosphere.



# MEDIA STRATEGY & BUDGET ALLOCATION



# MEASURING SUCCESS

**Economic Impact:** Target of a 3% increase in bed tax collections over FY26.

**Digital Growth:** Aiming for a 1% increase in social media followers and continued monitoring of user behavior via Google Analytics.

**Engagement:** Tracking the effectiveness of new itineraries in extending the average visitor's stay.



# THANK YOU

Stay for the Story.

# HAVRE

MONTANA



**HAVRE FAMILY FUN**