

DISCOVER KALISPELL

FY27 Plan



DISCOVER
Kalispell
MT



Main Focus for FY27: Balanced Sustainable Tourism

WHY?

- Shifts in travel behavior and spending.
- The need to be visible where travel decisions are being made.
- Being prepared to adapt when faced with travel disruptions.

Success means the *right kind of growth*

Balanced tourism means welcoming visitors in a way that strengthens our community while protecting the places that make Kalispell special.

Tourism that works for our community, our businesses and our landscapes—today and for the future.

Balanced tourism = economic growth + sustainability + community wellbeing





Marketing-Development-Stewardship



- Sustaining visitations across all seasons
 - **Leveraging high-value traveler segments**
 - **Prioritizing engaging digital marketing and storytelling**
 - **Tourism sales to increase group and sports events**
- Continue to play a role to preserve the natural assets that drive our outdoor recreation economy
 - **Support local non-profit initiatives for resource management**
 - **Local workforce engagement and education to share stewardship messaging**
- Be cognizant of pressures on local infrastructure, resident sentiment, congestion during peak periods and reduced authenticity of the community - understand tourism's role, real or perceived.
 - **Provide grant funding for visitor generating events outside of summer**
 - **Be a partner in community initiatives and conversations**



Winning the value equation in a cost-conscious market

Adapt to shifts in international inbound - especially from Canada.

Demonstrate the value proposition - why Kalispell is worth the trip, right now.

Deliver experiences - move beyond things to do to reasons to connect with Kalispell.

Success is defined by turning visibility into impact - targeted paid media and successful earned media strategies.

- Show value to compete as a destination within a day's drive.
 - **Road Trip campaign with Adventure Kit**
- Convert interest into customers for local businesses.
 - **Ski package, Huckleberry Treat Trail, Midweek on Main**
- Influencers and earned media to highlight affordable community experiences.
 - **PR also fuels AI through GEO**
- Paid media targets proven audiences and geography.
 - **Authentic, organic visuals that demonstrate the 'why' of Kalispell.**



Show up in the AI-Driven Travel Journey

1 in 3 travelers now use AI - over 60% of younger travelers rely on it.

40-60% of travel research will happen through conversational AI in 2026.

Google search results giving a list of 10 blue links on a results page is becoming irrelevant.

Today's traveler isn't scrolling they are asking.

- **Refining search ads and keyword usage for SEM**
- **Restructuring website and owned media for GEO**
- **Creating timely, high-quality content AI can recognize**

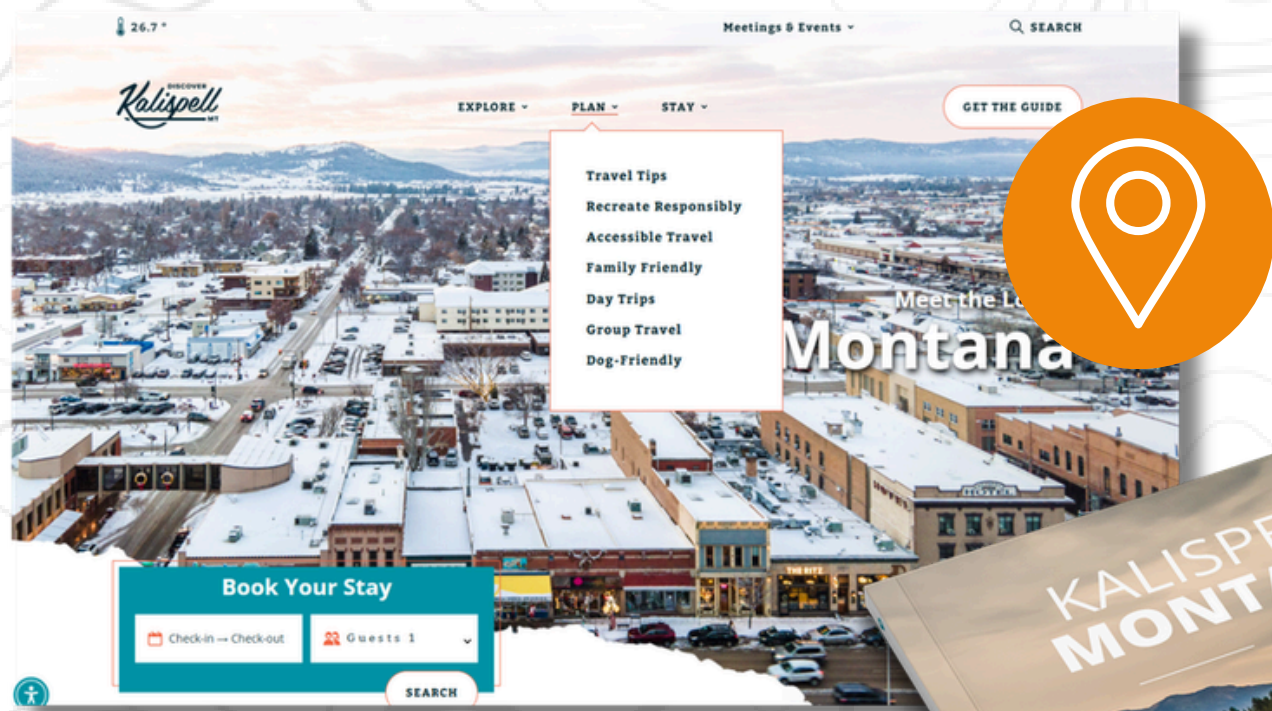


Be Prepared to Adapt

Climate is no longer a background condition for tourism, it's becoming a primary variable that influences destination competitiveness and travel decision-making.

Low snow year, local wildfires, smoke from regional fires, low water levels - adjusts promotions and prioritizes accurate and always-on travel information shared on multiple channels.

- Collaboration, information distribution & ambassadors
 - **Partner communications, message synergy**
 - **Discover Kalispell Insider Program**
- Diversify promotions, highlight local experiences
 - **Rediscovering Kalispell campaign**
- Be part of community initiatives around enhancing downtown and investing in sports venues
 - **Downtown Kalispell Forward**

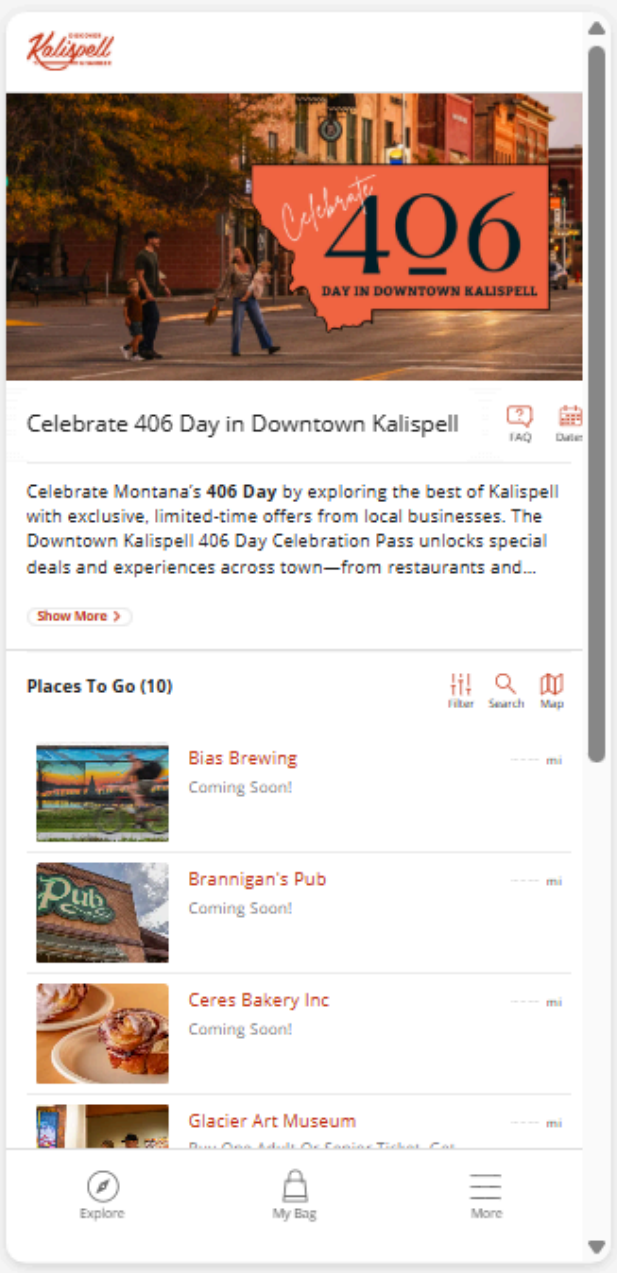


Visitor engagement and management

In 2026, we will encounter several challenges, including the weekday airport closure in July, Glacier National Park's rollout of a new shuttle and parking management system, and increase in foreign visitor fees at national parks.



- Optimize distribution of our **digital and physical resources** throughout the travel journey
- Provide **resources to local businesses** to educate visitors on current travel logistics
- Implement always-on messaging using **AI web chat**
- **Enhance the VIC space** for maximum visitor engagement



FY27 Bed Tax Budget

Allowable Method	Budget	% Budgeted
Administration	\$45,550.00	19.98%
Agency Services	\$18,000.00	7.89%
Cooperative Marketing	\$600.00	0.26%
Earned Media/Tourism Sales	\$4,000.00	1.75%
Education/Outreach	\$6,000.00	2.63%
Joint Ventures	\$600.00	0.26%
Marketing Personnel	\$23,500.00	10.31%
Marketing Resources	\$10,000.00	4.39%
Opportunity Marketing	\$750.00	0.33%
Paid Media	\$25,000.00	10.96%
Product Development	\$14,000.00	6.14%
Research	\$8,000.00	3.51%
Travel/Trade Shows	\$0.00	0.00%
Visitor Services	\$72,000.00	31.58%
Website Development	\$0.00	0.00%
TOTAL LFUT Budget	\$228,000.00	100.00%



Thank you!



www.discoverkalispell.com | 2 South Main Street, Suite 205, Kalispell MT 59901 | info@discoverkalispell.com | 406-758-2811