

HAMILTON FREE PUBLIC  
DRINKING FOUNTAIN



**Lose Yourself  
Discover Yourself**

DILLON MONTANA

June 9-10, 2026

FY27 DMO

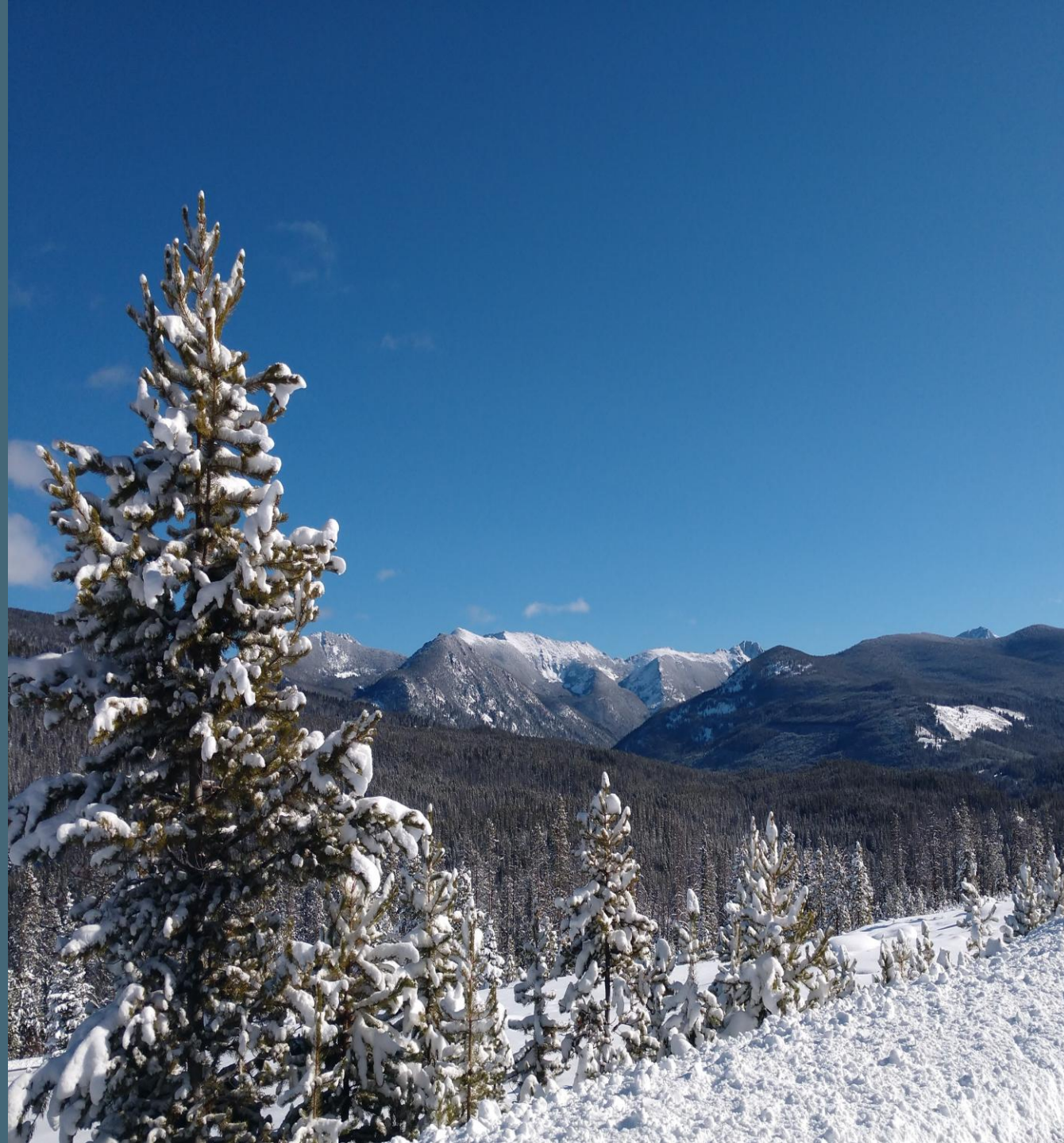


***MARKETING  
PLAN***



**Our Roles: Destination Marketing &  
Destination Development**

In Dillon, we fish and explore the summer away! We must market for our winters and develop additional experiences for our visitors!



## DESTINATION MARKETING

**Objective 1:** To advertise online/digitally and in print to increase visitors exclusively for winter travel.



## DESTINATION DEVELOPMENT

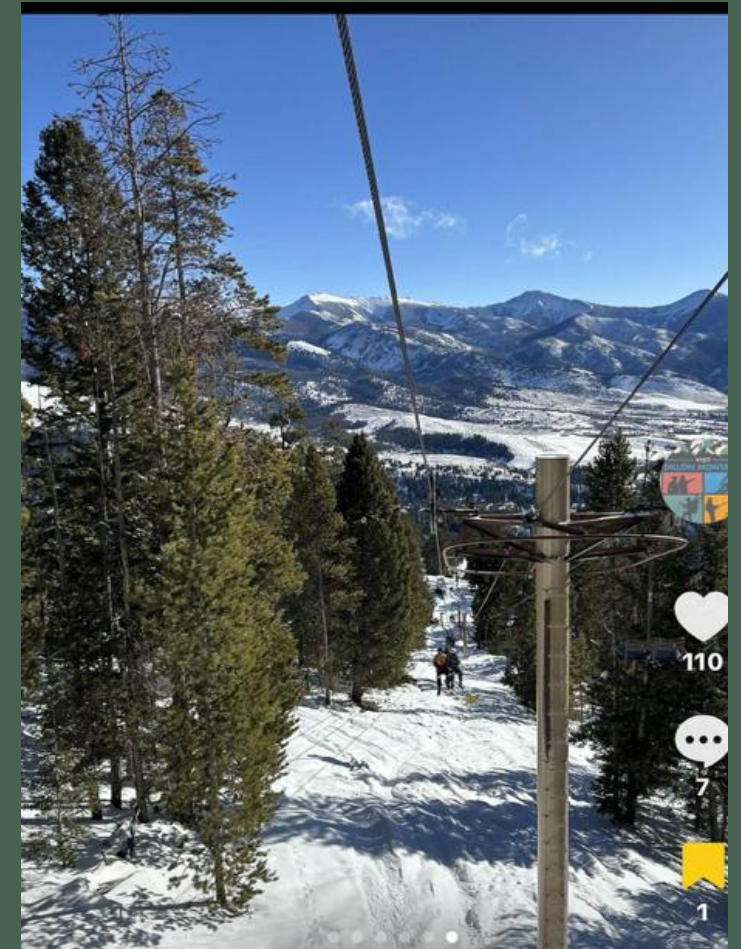
**Objective 2:** To continually update our website with seasonal updates, events, new tourism businesses, and keeping it fresh!

**Objective 3: Geo-Tourism: Beaverhead Treasure Hunt!** Partner with The University of Montana Western Glass Arts Program to produce 175 Glass Cowboy Hats! These are small one-of-a-kind glass treasures to be hidden in the businesses of Dillon and the surrounding county for visitors to find them from Memorial Day through Labor Day with the purpose of engaging our community and attracting visitors.

## How Can We Tell We Are **THERE**

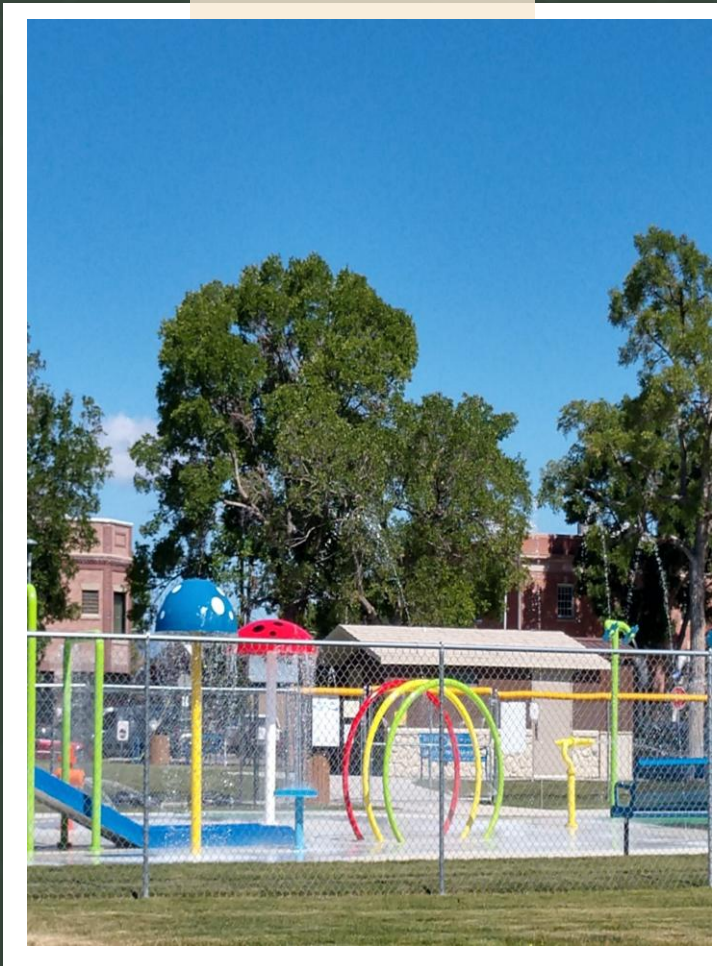
The Beaverhead Chamber of Commerce/Visit Dillon continues to expand awareness of Dillon as a premier destination through strategic regional marketing efforts. We have placed the Visit Dillon travel brochure in six regional airports throughout southeast Idaho and southwest Montana, increasing visibility to travelers actively seeking destination information.





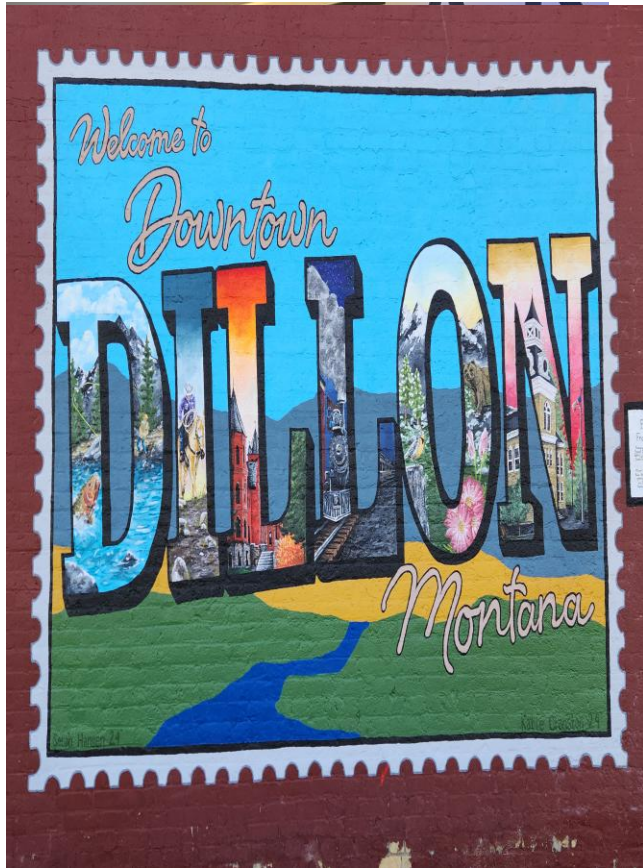
1. We have significantly expanded our digital presence through [Facebook](#), [Instagram](#), and [TikTok](#). Our targeted videos and promotional posts have generated exceptional engagement, with several pieces of content going viral and reaching more than **300,000 shares and views**, dramatically increasing exposure for the Visit Dillon brand and showcasing everything our community has to offer.

These efforts continue to strengthen destination awareness and position Beaverhead County as a must-visit location for tourism, recreation, and community experiences

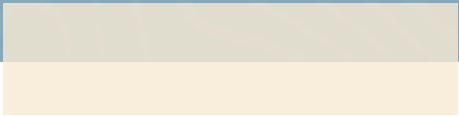


2. With a refreshed VisitDillonMT.com website. Use Wix.com & Google analytics to track our web traffic and compare YOY. Last year, we saw a 13% increase with 516 new site visitors. This year, expect a 10% increase in website traffic!





3. See the center picture, of our little Cowboy Hat treasure! With the award winning treasure hunt, this year's cowboy hat, we have had a significant increase in people entering businesses multiple times. We are not only engaging our local residents but out of area visitors as well.



# What's Our **BUDGET**

Method	Amt	% of Budget
Lodging Facility USE Tax (LFUT) Budget:		
Administration	\$8,088	20.00%
Education/Outreach	\$1,415	3.50%
Paid Media	\$13,345	33.00%
Marketing Personnel	\$1,900	4.70%
Visitor Services	\$2,022	5.00%
Website Dev/Online	\$8,500	21.02%
Joint Ventures	\$5,170	12.78%
<b>TOTAL LFUT BUDGET</b>	<b>\$40,440</b>	<b>100.00 %</b>



**TOTAL LFUT BUDGET \$40,440 100%**

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Discover  
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**DILLON MONTANA**

**[WWW.VISITDILLONMT.COM](http://WWW.VISITDILLONMT.COM)**

