EXHIBIT 2
DATE 1/10/07
HB 2

Longwoods INTERNATIONAL

Montana 2004 Tourism Advertising Evaluation

January, 2005

EXHIBIT 2
DATE 1/10/2007
HB 2

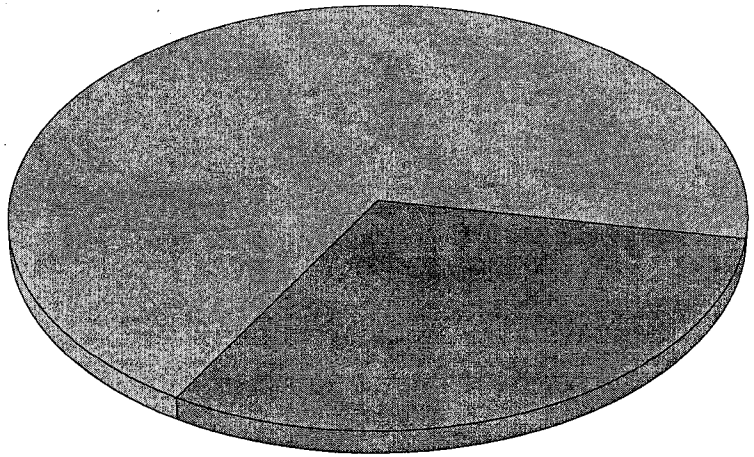
Longwoods INTERNATIONAL

Short Term Bottom-Line Advertising Impacts

Trips To Montana Due To Advertising - By Campaign

Total = 463,000

Warm**
323,000



Winter*
140,000

* Trips Generated by Winter Campaign from November 03 to February 04
** Trips generated by Warm Weather Campaign from March 04 to September 04

Trips To Montana Due To Advertising – By Length of Stay

Day	149,000
Overnight	314,000
Total Trips	**463,000**

Incremental Spending In Montana Due to Advertising

	Day	Overnight	Total
Total Visitors	149,000	314,000	463,000
Visitor Spending/Trip*	$ 49.45	$ 193.83	
Total Spending	$ 7,348,000	$ 60,964,000	**$ 68,312,000**

*Estimates are based on Univ. of Montana ITRR 2003 Non-Resident Seasonal Travel Comparisons data.

The Bottom Line – Short Term

Spending Due to Advertising	$ 68.3 Million
State and Local Taxes *	$ 4.9 Million
Advertising Cost	$1.4 Million
Return on Advertising Investment	**3.5 : 1**

* Estimate based on Univ. of Montana ITRR 2003 Non-Resident Seasonal Travel Comparisons data.

Intended Overnight Trips* to Montana Due to Advertising

Regional	734,000
National	4,079,000
Total	**4,813,000**

*Excludes those who visited in the prior year.

Longwoods INTERNATIONAL

Carry Over Impacts

MONTANA
BIG SKY COUNTRY

Longwoods Advertising Accountability Study Results (2004)

- Advertising Costs for 2004 Campaigns = $1.4 million
- Advertising generated 463,000 trips to Montana
- 463,000 trips = $68,312,000 in visitor spending
  - Spending due to Advertising = $68.3 million
  - State and local taxes generated = $4.9 million
- Every $1 spent on advertising resulted in $3.50 in state and local taxes

MONTANA
Department of Commerce

MONTANA PROMOTION DIVISION
301 S. Park Ave. ★ P.O. Box 200533 ★ Helena, Montana 59620-0533
Phone: 406-841-2870 ★ Fax: 406-841-2871 ★ TDD: 406-841-2702 ★ www.visitmt.com
www.commerce.state.mt.us

January 9, 2007

The Honorable Senator Hanson
The Senate of Montana

Dear Senator Hanson:

Thank you for your interest in the Travel Montana Program. I have provided the following information in response to your question regarding the Governor's Invite a Friend tourism campaign.

Calendar year 2006

Invite a Friend requests	1, 248 Montanans
Requests for information to be sent to	2,190 Friends
Total packets/letters sent	3,473

Some addition information that I thought might be useful.
FY 06 Invite a Friend Campaign

Media Placement:	$13,636.36
Production:	$1,040.00
Total	$14,676.36

The campaign consisted of radio & TV spots that aired from April 1 – June 30, 2006.
The creative from FY05 was reused from previous year minimizing production costs.

If you have any further questions, please feel free to contact me directly at 841-2872.

Respectfully,

Betsy Baumgart

Betsy Baumgart
Division Administrator
Montana Promotion Division
301 S. Park Avenue
Helena, MT 59620
Phone: 406-841-2872
Fax: 406-841-2871
bbaumgart@mt.gov

GCIU 275C Printers