Longwoods INTERNATIONAL

Montana 2004 Tourism Advertising Evaluation

January, 2005

EXHIBIT 9
DATE 1.23.07
HB 147

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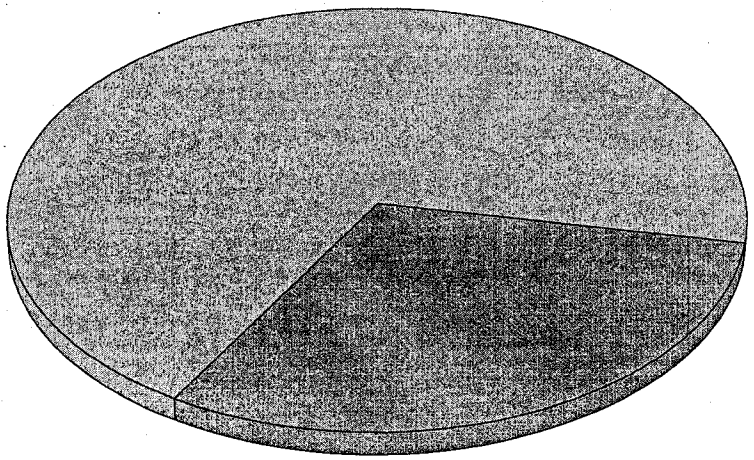
Short Term Bottom-Line Advertising Impacts

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.

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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