



## CORE PARTNER BENEFITS

### DIRECTORY LISTING IN TRAVEL GUIDE



Each year, Glacier Country Tourism produces a full-color travel guide with a print distribution of 150,000 and an online distribution of nearly 65,000. As a dues partner, your business receives a listing under your community, making it easier for travelers to find you.

### CALL CENTER REPRESENTATION

Each year, the Glacier Country Tourism call center responds to more than 142,000 phone, mail and Internet inquiries. As a partner, your business is represented by travel counselors. In addition to call center representation, you can also host call center personnel in your community to ensure they have the latest information about your destination. Thursday afternoon conference calls with counselors are available for reservation to Glacier Country Tourism partners as an opportunity to discuss your business.

### COUPONS + TRAVEL DEALS

Dues partners can post travel deals and coupons on [glaciermt.com](http://glaciermt.com). The page is consistently one of our most popular pages and by uploading your deals to these pages, your business can gain additional exposure. We also regularly feature travel deals in our deals newsletters. Call center counselors also use the deals and coupons content to promote those resources to our consumer inquiries.

### FREE TRADE SHOW LEADS

Lodging facilities have free access to all leads generated from travel and trade shows, such as NTA, ABA, IPW, RMI Roundup and Go West.

### FEATURED LISTING ON WEBSITE

Our website, [glaciermt.com](http://glaciermt.com), receives more than 1.1 million unique visits each year. Your featured listing is comprised of photos, a business description, email address, social media links, amenities and a live link to your website.

Beyond [glaciermt.com](http://glaciermt.com), we have taken our partner promotional strategies to [tripadvisor.com](http://tripadvisor.com) and sponsor the Glacier National Park page, as well as [yellowstonepark.com](http://yellowstonepark.com), where we promote Western Montana.



### PARTNER BADGES

These badges, also known as backlinks, indicate you are a dues partner of Glacier Country Tourism and a supporter of the local state economy. Backlinks are used by search engines to determine search engine ranking, popularity and importance. By adding a Glacier Country Tourism badge to your website, your site can better optimize for search engines.

### PHOTOS

Glacier Country Tourism has a key set of photos from throughout the region that can be utilized by dues partners to promote your business or area.

### PARTNER CENTER

Our Partner Center provides you with information about our marketing efforts, budget reports, media plans, ad campaigns, statistics and more.

**COST** (JULY 1 - JUNE 30)

**\$200 / YEAR**  
1 - 5 EMPLOYEES

**\$280 / YEAR**  
6+ EMPLOYEES



## SECONDARY PARTNER BENEFITS

As a dues partner of Glacier Country Tourism, you have exclusive opportunities that are not available anywhere else. While participation may involve additional fees, the following benefits offer a tremendous value.

### DISPLAY ADVERTISING

Glacier Country Tourism offers paid display advertising in our travel guide, with exposure in both the print and online versions.

### CO-OP MARKETING PROGRAMS

Glacier Country regularly offers cooperative marketing opportunities in online and print media outlets. Partners of Glacier Country Tourism have the opportunity to purchase space in these co-ops and garner affordable advertising exposure. Three times a year Glacier Country Tourism conducts powerful advertising and marketing campaigns to drive fall, winter and spring/summer visibility both in print and online for our partners. We provide a custom landing page to greet those consumers. Partners can purchase premium positioning on these seasonal landing pages, seasonal run-of-site banners and leads connected with the timeframe and targeting of those campaigns. Very limited space is available so plan ahead and let us know if you would like to participate in a co-op program.

### MERCHANDISE MARKETING

Increase exposure for merchandise you sell on your webpage shopping cart by marketing them to the 1.1 million unique visitors on *glaciermt.com*. One item is included with base dues. Partners with established ecommerce sites are encouraged to contact us to see if we can arrange any specialized promotions for your products and services.

### CONSUMER LEADS

As a partner, you can purchase qualified leads at low cost from the Glacier Country database. Glacier Country Tourism's call center can assist you in database research and lead capture to help identify the kind of leads you would like to purchase for your business. The call center can also help with fulfillment of those leads for partners with limited staff for marketing. Volume lead purchases also include bonus banner advertising on *glaciermt.com*.

### ABOUT US

Glacier Country Tourism is a non profit organization dedicated to marketing Western Montana as a travel destination. We are recognized as the official marketing organization for Western Montana and are funded in part by the state accommodations tax (bed tax) and by private partnership funds. Our region includes Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli and Sanders counties.

### GLACIER COUNTRY STAFF

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#GlacierMT

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TO GET THE MOST OUT OF YOUR PARTNERSHIP WITH GLACIER COUNTRY TOURISM.