

Butte DMO FY23 EVALUATION NARRATIVE REPORT

Objective: Promote Butte's tourism assets year-round to targeted audiences

STR Data

Demand	2022												2023					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
This Year	16,731	18,731	23,454	23,032	28,283	32,395	35,117	36,812	35,577	29,872	23,182	19,342	16,363	17,223	22,098	20,379	28,395	31,126
Last Year	14,722	14,338	18,607	21,193	25,852	34,487	36,785	32,934	28,977	24,895	20,050	18,378	16,731	18,731	23,454	23,032	28,283	32,395
Percent Change	13.6	30.6	26.0	8.7	9.4	-6.1	-4.5	11.8	22.8	20.0	15.6	5.2	-2.2	-8.1	-5.8	-11.5	0.4	-3.9

FY22	FY22	FY23	Increase/Decrease
7/1/21-9/30/21	\$599,536	\$660,840	+10%
10/1/21-12/31/21	\$263,430	\$298,815	+13%
1/1/22-3/31/22	\$256,984	\$290,764	+13%
4/1/22-6/30/22	\$448,457	\$452,492	+1%
	\$1,568,407	\$1,702,911	Net 8% Increase

The above data is from STR data-June 2023. It is evident the filming of Yellowstone Series 1923 with most lodging needs beginning in July, and carrying into December had the biggest impact on increases in our reporting hotels, over FY22. Bed tax collections were up for FY23 as the calculation is reflecting increased rate and takes in a larger census of lodging alternatives in the Butte market.

Objective: Continue to gather and utilize inspiring still and video content to be used on all media platforms to capture visitation interest for return or potential visitors to Butte Website

Video and Stills

Butte was able to 187 professional still images from 1923 filming, Uptown Butte and the Mai Wah along with and 11GB of raw drone video of Uptown Butte.

Targeted display

The primary KPI for the campaign was engagement, and cumulatively, the impressions delivered above benchmark (.011% compared to .07%). There has been an uptick in engagement since changing campaign messaging and creatives that went live at approximately the same time as the new website. We did not meet the expectation of .21% partly due to changes in creative and messaging.

Social ads

With updated creatives depending on the season and call-to-action, resulted in increased engagement over time. The campaign was delivering below benchmark for CTR for most of the year as we prioritized reach over engagement. The newest creatives launched at approximately the same time as the new website and contributed to a bump in engagement. Social ads declined in CTR, the benchmark (.90%) and our campaign performed at .69%. It was lower because for most of the campaign reach was prioritized over engagement.

YouTube Un-skippable Banner Ad

For FY23 Butte had 5,085,102 Impressions and 553 clicks. These ads ran throughout Montana, Seattle, Spokane, Salt Lake City and Phoenix markets. The goal was reached for this campaign.

OTT Targeted Market-Spokane

- Impressions served was 140,176.
- 100.25% of the Impression Goal have been served.
- These campaigns paced at 0.25% and met the goal.
- 98.13% average video completion rate is above Compulse and national benchmark of 85%.
- Top publishers include Philo, Samsun TV+ and LG.

Digital Video-Billings & Missoula CDV

- Impressions served was 125,428.
- These campaigns paced at 0.1% and met the goal.
- 100.1% of the Impression Goal have been served.
- 88.67% average video completion rate is above Compulse benchmark of 70%.
- The click-through rate was 0.4%.
- Top publishers include Hulu, Origin Media and Pluto.tv

Display Banners

May

- Impressions served was 83,343.
- This campaign had 96 clicks.
- The click-through rate was 0.12%, it exceeds the target 0.05% CTR.

June

- Impressions served was 83,350.
- This campaign had 55 clicks.
- The click-through rate was 0.07%, it exceeds the target 0.05% CTR.

Website

Prior to mid-August 2022, all paid traffic directed to ButteElevated.com. A new, full website was being setup, but until the site, visitbutte.com was ready a visitbutte.com landing page was created. The new VisitButte.com website launched on June 1, 2023. The data is a culmination of information from ButteElevated.com, the landing page and the new website visitbutte.com. Some discrepancies with the total site traffic exist due to the directional traffic changes, as well as the launch of Google Analytics 4 (GA4), which now tracks "events" instead of pageviews. For this report, events were used synonymously with pageviews increased to 1.76 seconds from 1.45. Reporting was unavailable for seconds on the page.

Date Range	Pageviews	Users	Pageviews	Users	Pageviews	Users
7/2021-6/2022						
7/2022-6/2023						

Increase entertainment industry projects.

Entertainment Industry Projects as tracked through Butte-Silver Bow

Entertainment Industry Projects from Film Permits									
DATE	NAME OF APPLICANT	TYPE OF APPLICATION	START DATE	END DATE	# OF DAYS	# OF TALENT	# OF CREW	TTL PPL	TTL NIGHTS
3/8/2022	Michael McCaffrey	Documentary	4/4/2022	4/5/2022	1.00	1	2	3	3
5/18/2022	Spin Film LLC	Motion Picture	10/2/2022	10/12/2022	10.00	5	15	20	200
6/23/2022	Menage Emmanuelle	Documentary	6/23/2022	6/23/2022	1.00	1	2	3	3
7/7/2022	Daniel Jose	filming commercial	7/9/2022	7/10/2022	2.00	0	1	1	2
8/15/2022	King Street Productions	Motion Picture	8/8/2022	9/23/2022	180.00	20	280	300	54000
9/1/2022	Zach Johaneson	Commercial	9/25/2022	9/25/2022	1.00	8	14	22	22
	Total Calendar Year								54230
5/4/2023	Carley Rainey	Rib n Chop commercial	5/17/2023	5/17/2023	1.00	1	5	6	6
	Total FY23								54030

For the calendar year of 2022 Butte permitted 6 projects, 2 commercials, 2 motion pictures (including Yellowstone Series-1923), and 2 documentaries. From these projects in the calendar year of 2022, 54,230 lodging nights were attributed to these projects.

Fiscal year data for entertainment industry permitted 4 projects, 1 motion picture (1923), and 3 commercials. Lodging nights attributed to these projects: 54,024.

Objective: Increase overnight stays related to events/concerts/special tours

Placer.ai data was not accessible as hoped.

There was one event where data was gathered, see below. However, it is understood people who attended this event could have done so as hotel guests looking for something to do for the evening.

Colt Anderson Dream Big Event Using Placer.ai

850 devices tracked Uptown Butte on the specific area on Park Street, blocked off for the event, some of these devices could also have been Uptown earlier in the day as well. These devices also went to hotels throughout Butte.

Miner's Hotel 328-12 rooms (possible rooms booked at the Miners)=316 (bar patrons)
 Finlen 103-40 (possible rooms booked at the Finlen)=63 (bar patrons)
 316+63=379 (total possible bar patrons)
 850-379=471 room nights as possible Dream Big event attendees.

With the Yellowstone Series 1923 in Butte, STR data for tracking this objective, was not an option.

Another event Placer.ai was asked to extrapolate data was the Butte 100 Mountain Bike race. With the coordinates for the race start/finish near Homestake Lake were geo-fenced along with hotels in Butte. Unfortunately, the sample size was too small to obtain data.