

From: karen@montanabunkhouses.com

Date: March 11, 2020 at 1:50:35 PM MDT

To: hahnsupply@mt.net

Subject: FW: Ways to Connect

Hi John,

We covered a lot of ground on the phone and I've been thinking more about considerations that might be helpful.

1. Here is the link to the Governor's Tourism Conference in Billings next month. If your group is not already well-represented at this meeting, you should be.
2. Phillipsburg. Talk about a small town that has put itself on the map! There are a few movers and shakers in that town and if you have not talked to them, you'll want to.
3. AirBnB booking site. I know I spoke disparagingly about AirBnB ... and if all you want to do is have a few home owners rent out a room or a guest house, they are definitely an option. I should have clarified a little more why I'm not a fan of AirBnB for hosts:
 - a. As I said, for guests, they are great ... for example in today's Corona scare they will refund 100%, no questions.
 - b. For hosts, you give away your control. You can't have a policy for deposits being transferrable but not refundable. You have to follow AirBnB policies. You can't talk directly with your guests before they book ... to see if what you offer is a good fit.
4. Story. To develop the kind of marketing that will do the amazing community of Townsend justice ... you want to tell your story. The experience that they never knew they always wanted to do? Townsend, Montana! That story barely makes it into the fine print on AirBnB.
5. Farm Stay USA. <https://farmstayus.com/> We've been going 10 years. I'll attach mission/vision and 2019 strategic planning. The difference is **we are a referral platform tailored to agri-tourism** ... not a booking site. So you don't have to pay a percentage.
 - a. I mentioned that we are holding a retreat in Oregon this coming weekend. We are talking about the possibility of collaboration with YONDER ... the newest outfit on the horizon. Maybe they will be a good fit...I'll have a better idea after this weekend. Personally (as representative for Montana Bunkhouses Working Ranch Vacations) I am not interested in any marketing or booking platform that does not let me talk to the guests before they book. I want to build the relationship and shape expectations.

OK ... that's what's on my mind today.

And I'll have Townsend on my mind this weekend at the meeting.

If you think it might be helpful, I could ask the Executive Director and the other board members if we could extend a substantial first-year membership discount to individual members of Broadwater County Development Initiative. (I'm not stuck on Cooperative with a big-C ... The LLC is easier to set up and easier to dissolve it the time comes. but I'm big on cooperative with a little-c and so I took the liberty of renaming for the sake of discussion.) Anyway, you can think about that and let me know if it is worth pursuing.

Kind regards,

Karen

Karen Searle @ Montana Bunkhouses Working Ranch Vacations LLC
P. O. Box 693 Livingston, Montana 59047 | Phone: 406.222.6101 | Cel: 406.223.6101
www.montanaworkingranches.com | www.montanabunkhouses.com

From: Montana Tourism Conference [<mailto:tourismconference@announcements.mt.gov>]
Sent: Wednesday, March 11, 2020 10:05 AM
To: karen@montanabunkhouses.com
Subject: Ways to Connect at the Governor's Conference



Ways to Connect at the Governor's Conference

Meals & Breaks

This year's conference meals and breaks provide plenty of opportunity to meet, mingle and munch. Stretch your legs between breakout sessions and mealtimes as the

conference agenda is split between two downtown Billings locations – each within walking distance from the other.

Exhibitors | DoubleTree Third Floor

Connect with this year's exhibitors during conference breaks. Meet representatives from various sectors that provide services, products and support to the tourism and recreation industries.

Tourism Award Dinner | Northern Hotel Grand Ballroom

The annual Montana Tourism Awards recognize the outstanding accomplishments of the people, businesses, organizations and communities that strengthen Montana's tourism and recreation industries and thereby contribute to maximizing its economic impact for Montana residents.

Join us for the Monday night dinner for some great networking.

Network Industry Breakouts | Tuesday Morning

These popular breakout sessions bring together partners in various sectors of the tourism and recreation industries to connect and discuss timely topics, concerns, challenges and opportunities in an interactive and informal round table format. Beyond the traditional industry breakouts, this year two more have been added to discuss specific topics. If there are multiple attendees from the same business or organization, feel free to attend different sessions.

See the full conference agenda on our website.

[LEARN MORE](#)

Register for the Conference

Join us for the Governor's Conference on Tourism & Recreation in Billings, Montana on April 26-28, 2020.

Bringing together tourism and recreation leaders from every corner of the state continues to elevate these industries by **inspiring** innovation, **educating** through on-the-ground insights, **connecting** partners across the state, and **experiencing** all that the host city has to offer.

Register now for the special price of \$229. Prices increase on April 1, 2020.

[REGISTER HERE](#)

Lodging

Limited rooms are available at the host sites: the [Northern Hotel](#) | 406.867.6767 and the [DoubleTree by Hilton Billings](#) | 406.252.7400. Please call hotels directly for assistance and be sure to identify yourself as a conference attendee when making reservations.

Other hotels in the area:

Best Western Plus Clocktower Inn | 406.259.5511

Best Western Plus Kelly Inn & Suites | 406.256.9400

Home2Suites by Hilton Billings | 406.252.2255

Homewood Suites by Hilton Billings | 406.656.0525



Sponsor Highlight: Sojern | Rimrocks

Specializing in travel path-to-purchase data for over a decade, [Sojern](#) analyzes billions of predictive purchase signals to activate multi-channel marketing solutions. With a team fully dedicated to destinations, our platform drives incremental visitation for your destination.

MTGOVERNORSCONFERENCE.COM

MONTANA DEPARTMENT OF COMMERCE
INDUSTRY SERVICES & OUTREACH
OFFICE OF TOURISM & BUSINESS DEVELOPMENT
301 S. PARK AVE. | PO BOX 200533 | HELENA, MT 59620-0533
P: 406.841.2870 | F: 406.841.2871 | TDD: 406.841.2702

[View as a webpage](#)



Update your subscriptions, modify your password or email address, or stop subscriptions at any time on your [Subscriber Preferences Page](#).

Discover information about additional Department of Commerce topics. [Sign up for more topics](#).

You will need to use your email address to log in. If you have questions or problems with the subscription service, please visit subscriberhelp.govdelivery.com.

This service is provided to you at no charge by [Montana Department of Commerce](#).

This email was sent to karen@montanabunkhouses.com using GovDelivery Communications Cloud on behalf of:
Montana Department of Commerce · P.O. Box 200501 · Helena, MT 59620-0501

