

	FY19 Research suggstions			
#	Titles	Theme	Rating	Comments
on-going	Quarterly Nonresident Visitor Analysis	3		These 4 projects have been on-going for many years based on the research committee and TAC recommendation. It is prudent to re-vist the need for each of these projects every year.
on-going	2017 Economic Impacts and 2018 Outlook	3		
on-going	Tourism and Recreation Monitoring	3		
on-going	ITRR Data Mining	1,2,3,4		
1	Economic impact of dude ranching in Montana	3		need for accurate Montana numbers
2	Economic impact of parks	3		this is already be available from the NPS. May want more detail if studied
3	Using Tourism to recruit new business	3		how does tourism help recruit new businesses to a community
4a,b,c	Impact of fires on Montana	3		economic impact and visitor behavior when fires/smoke are around
5a,b	Return visitors: what are they looking for?	2		do repeat visitors actually go to new places?
6a,b	Are visitors to MT interested in Agritourism activities?	4		
7a,b	Tourism's impact on rural communities	3		public lands and rural tourism. Differences in visitors to small/large towns
8	Impact of J1V program changes to small communities	3		
9a,b,c,d,e,	Cultural and heritage tourism	1,2,4		econ impacts/ native American tourism and development
10	Assessment of Montana as a Sustainable Tourism Destination	1,3		Identify where MT tourism businesses are in regards to sustainability
11	Contribution and value of public lands to businesses & counties	3		
12	Economic value of trails	1,3		this may be available from the current Helena trails case study
13	Non-motorists trail user willingness to pay for trails	3		
14	Bike camp case studies – economic impacts	3		
15	Montanans' Attitudes Towards Tourism	1,2,		additional statewide survey with more attitude questions
16a,b	Loss of revenue with no sales tax in MT	3		what is MT losing in possible tax collections
17a,b	VRBO, Airbnb, parking lot camping loss of tax revenue	3		
18	Revenue loss to MT by people flying in elsewhere	3		data mining
19	Understanding MT's climate and tourism/recreation impacts	1,3		collaboration with MT climate office to include tourism in their models
20	RV usage in MT	2		#'s and needs
21	Mining vs tourism	1,3		
22	Tourism education in Montana – who is doing it?	2		K-12 plus higher ed assessment of what is being taught
23	The full contribution of bicycling in MT	3,4		events, bike rentals, mt. biking destinations
24	Economics and characteristics of alpine skiing in MT	3,4		repeat of previous ski study, coop funding from MT ski area Assoc.
25	Glacier NP visitors – social media, melting glaciers, Canada	4		
26	Connecting Mt's clean water to tourism and outdoor recreation	1		importance of clean water
27	Impact of 'no housing' for tourism employees and visitors	2,3		
28	Research on room rates vs visitor expectations.	4		
29	Interest in farm to table food; do people really care?	1,4		
30	Promotion to and expectation of mountain bikers	4		
31a,b	Motorcycle touring	4		

#	Titles	Theme	Rating	Comments
32	Community Tourism Development Case Study – THE After Study	2,3		repeat and follow-up of the Gardiner study of 2013
33	Economic impact of a rails-to-trails across MT	2,3		
34	Revenue loss due to not reporting sales	3		measuring loss of tax revenue to the state - nonreporting
35	Regional Transportation Analysis: Major Attraction Zone of Influence	3,4		data mining of visitor's routes when attracted to major MT destinations
	<b>NON-RESEARCH/ Concerns about MT Tourism</b>			
N1	Winter travel			
N2	Over development hurting tourism			
N3	Management of public lands			
N4	Trip planning			
N5	Lack of workers, recycling, advertising and mine near Emigrant			
N6	Spreading the word: Outdoor recreation as economic power			
N7	Bike safety concerns with narrow roads			
N8	GPS, signage, license plate counting			
N9	Incentivizing investments in movies based/shot in MT			
N10	Inventories and Information			
N11	Request for Custer camp sites			
N12	Need for dump stations			
	<b>Theme</b>			
	1. <b>Conservation</b> and its relationship to tourism, sustainability, geotourism and public lands;			
	2. <b>Development</b> as it relates to partnerships with agencies, nearby states and provinces, gateway communities, and new alliances with retail, gas stations, restaurants, and Native Americans as well as Education as it relates to elected officials and residents;			
	3. <b>Measurement</b> needs for understanding tourism jobs, businesses, public land contributions to tourism, and spending behaviors;			
	4. <b>Travel Behavior</b> in regards to both resident and nonresident activities, destination choice criteria, route choice, and perceptions of Montana;			
	5. <b>Travel Promotion</b> and its relationship to technology and information sources.			