

3.2. Present a balanced and cohesive visitor experience in all marketing and visitor information

This Strategic Action strengthens Montana’s tourism marketing efforts.

Recommended Tactics

MTOT

- » Ensure that marketing materials and visitor information present – in images and text – a visitor experience that consistently marries “breathtaking experiences” and “relaxing hospitality”.

Regions, CVBs, Communities, Tribes

- » Ensure that marketing materials and visitor information present – in images and text – a visitor experience that consistently marries “breathtaking experiences” and “relaxing hospitality”.
- » Focus first on presenting the best of what a destination offers and what makes the destination stand out from others. The most “breathtaking experiences” might be outdoor recreation or wildlife viewing, historical reenactments, cultural festivals, or live theatre. The hospitality that makes the destination stand out may be fine dining, a campfire cookout, or a warm pastry and a steaming cup of coffee in a cozy café.
- » Add depth by presenting a second tier of images that capture the diversity of experiences and hospitality available. If outdoor activities are the strong point, for example, present images to indicate that there are also heritage sites, cultural activities, or local arts festivals, as appropriate.

Businesses & Organizations

- » Provide customers with recommendations for local goods, services, or experiences that complement the goods or services you sell (e.g., places to dine after the guided fishing trip, where to take a horseback or bike ride to work up an appetite for the steak dinner, where to stop for coffee before hitting the ski slopes, arts and cultural offerings to balance great day hikes).
- » Work together to cross market goods, services, attractions, and businesses in your community or area.

Indicators of Success

- » Images and text present a balance of experiences and hospitality.
- » Images and text present the diversity of experiences (not just natural or outdoor experiences, but also experiences related to culture, heritage, and the arts) and hospitality (from fine dining to small town comfort).
- » Images and text for specific communities and regions focus on the experiences and hospitality that make that destination stand out from others – the best or most unique of what they offer.
- » Businesses and organizations recommend experiences and hospitality to complement their own product or service in visitor information and via knowledgeable frontline staff.

Background & Rationale

The synergy of Montana’s spectacular nature and relaxing hospitality is central to the visitor experience promised by the Montana Brand. By clearly projecting this balanced visitor experience, Montana’s visitor information can make the potential visitor aware of this special chemistry, increasing the appeal of Montana as a destination.

Montana’s brand research has shown that visitors are attracted by the adventurous aspects of travel in Montana, yet this can be outweighed by the perception of remoteness and the perceived lack of “comfort”, which can make Montana seem like a risky destination choice. By presenting a cohesive image of experiences and hospitality, visitors will be reassured that both are readily available to create a balanced visitor experience throughout Montana. Offering options for fine dining, fine arts, or cultural events highlight the element of refinement that can soften the perceived “rough edge” of the Montana experience.