4.5.   Offer itinerary ideas and traveler tips to help visitors structure their plans

This Strategic Action strengthens Montana's tourism product and marketing efforts.

Recommended Tactics

MTOT, Regions, CVBs, Communities, Tribes

» Develop itinerary ideas and traveler tips based on trip motivators, visitor interests, geographic proximity, or other aspects of visitor travel patterns. Draw upon research, data, analytics, and customer interaction to identify relevant travel patterns and to ensure that the suggestions are of interest and value to visitors.

» Integrate www.getlostmt.com suggested getaways into www.visitmt.com and Regions/CVBs sites.

» Incorporate any itinerary ideas and traveler tips generated through MTOT-led events such as community tourism workshops.

» In itinerary ideas with a "theme", ensure that the visitor can also identify essential amenities (e.g., food and lodging) and complementary activities and attractions for a balance of "breathtaking experiences" and "relaxing hospitality".

» Use web analytics to test the relative interest of itinerary ideas and traveler tips to visitors.

» Provide electronic word-of-mouth mechanisms for visitors to provide feedback and recommendations building upon the itinerary ideas.

Indicators of Success

» Selection of suggested itineraries to include in visitor information is justified by research and data.

» Web analytics indicate that visitors are accessing suggested itineraries.

» Visitor feedback (survey or anecdotal) indicates value of suggested itineraries.

Background & Rationale

Research shows that while visitors like to travel without a rigid itinerary, they nonetheless carry out extensive planning to structure their trip. Prepared itineraries or itinerary ideas are often used to learn about the destination, set expectations regarding travel times, and to serve as a boilerplate upon which they can build (and adjust) their own personalized plans.

While the itinerary ideas provide the boilerplate it is important that visitors can easily see additional information regarding complementary activities, attractions, and amenities to help them fill in their personalized plans for each specific destination on their itinerary.