

Appendix B: Guidance for Communities & Tribes

The 2013-2017 Montana Tourism and Recreation Strategic Plan is written for all tourism stakeholders, including the communities that have no Convention & Visitors Bureau and Indian Country. Almost every Strategic Action has recommended tactics for communities and tribes. The following checklist will help these stakeholders navigate the Strategic Plan by pulling out priority activities and referencing the Strategic Actions that address them.

o **Introduce potential visitors to the unique personality and charm of the community.**

Strategic Action 2.2. Highlight the most charming and desirable elements of each community.

Strategic Action 4.3. Stay current with social media tools for effective interaction and relationship building with visitors.

Strategic Action 5.5. Manage and leverage electronic word-of-mouth.

o **Present the community in the context of its natural surroundings and the experiences it offers the visitor (in and out of town).**

Strategic Action 3.1. Present each town in the context of its surroundings.

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

Strategic Action 1.2. Integrate public lands more fully and functionally into tourism information.

Strategic Action 1.3. Present natural assets in an experiential manner.

Strategic Action 3.4. Build excitement about Montana among niche markets enthusiasts.

Strategic Action 5.6. Make Montana tourism a leader in online community marketing and customer advocacy.

o **Promote the community as part of a multi-destination itinerary.**

Strategic Action 3.3. Present a seamless and borderless visitor experience in all visitor information.

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

Strategic Action 5.4. Make Montana tourism seamless and borderless.

Strategic Action 5.7. Continue to carry out consumer marketing and media relations to attract non-resident visitors.

o **Provide ample information for the visitor.**

Strategic Action 4.2. Design online and mobile communication tools to meet the evolving needs of visitors.

Strategic Action 4.3. Stay current with social media tools for effective interaction and relationship building with visitors.

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

Strategic Action 3.1. Present each town in the context of its surroundings.

Strategic Action 5.5. Manage and leverage electronic word-of-mouth.

Strategic Action 5.6. Make Montana tourism a leader in online community marketing and use of customer advocates.

o **If tourism is highly seasonal for the community, work together to reduce the negative impacts.**

Strategic Action 2.7. Expand tourism seasons through local coordination.

Strategic Action 3.4. Build excitement about Montana among niche markets enthusiasts.

Strategic Action 5.6. Make Montana tourism a leader in online community marketing and customer advocacy.

o **Implement or lead curb appeal improvements in the community.**

Strategic Action 2.4. Improve curb appeal of towns.

o **Evaluate the need for wayfinding improvements and seek out cost-effective solutions.**

Strategic Action 2.3. Evaluate and pursue essential local wayfinding solutions.

o **Participate actively in the state, Regional, and local tourism communities.**

Strategic Action 5.1. Strengthen strategic guidance, communication, and coordination of the tourism industry.

Strategic Action 5.2. Improve skills, knowledge, and professionalism of tourism stakeholders.

Strategic Action 5.3. Expand distribution and use of key insights from research and analysis.

Strategic Action 5.10. Carry out public and media relations to build respect for the tourism industry.

Strategic Action 1.4. Participate in planning processes for public lands management.

o **Tap the potential tourism market of the Bakken oil field population, and address the short- and long-term impacts of the Bakken development.**

Strategic Action 2.8. Address the short- to long-term effects of the Bakken oil boom for tourism.