



DESTINATION MARKETING (A.K.A. TRAVEL PROMOTION)

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Glacier Country Tourism, a nonprofit organization, is the officially recognized tourism region for Western Montana which includes the eight counties of Flathead, Glacier, Lake, Lincoln, Mineral, Missoula, Ravalli and Sanders.

A circular inset image showing a sunset over mountains. The sun is low on the horizon, creating a lens flare effect. In the foreground, there are purple flowers and green foliage. The background shows dark mountains under a cloudy sky.

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What is destination marketing?

- Destination marketing is a type of marketing that promotes a destination (town, city, region, country) with a purpose to increase the number of visitors.



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Who does destination marketing?

- A destination marketing (or management) organization (DMO) – most often a convention and visitors bureau (CVB) or tourism board - is **responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place to live, work and play.**
- Through the impact of travel, we **strengthen the economic position and provide opportunity for people in our communities.**

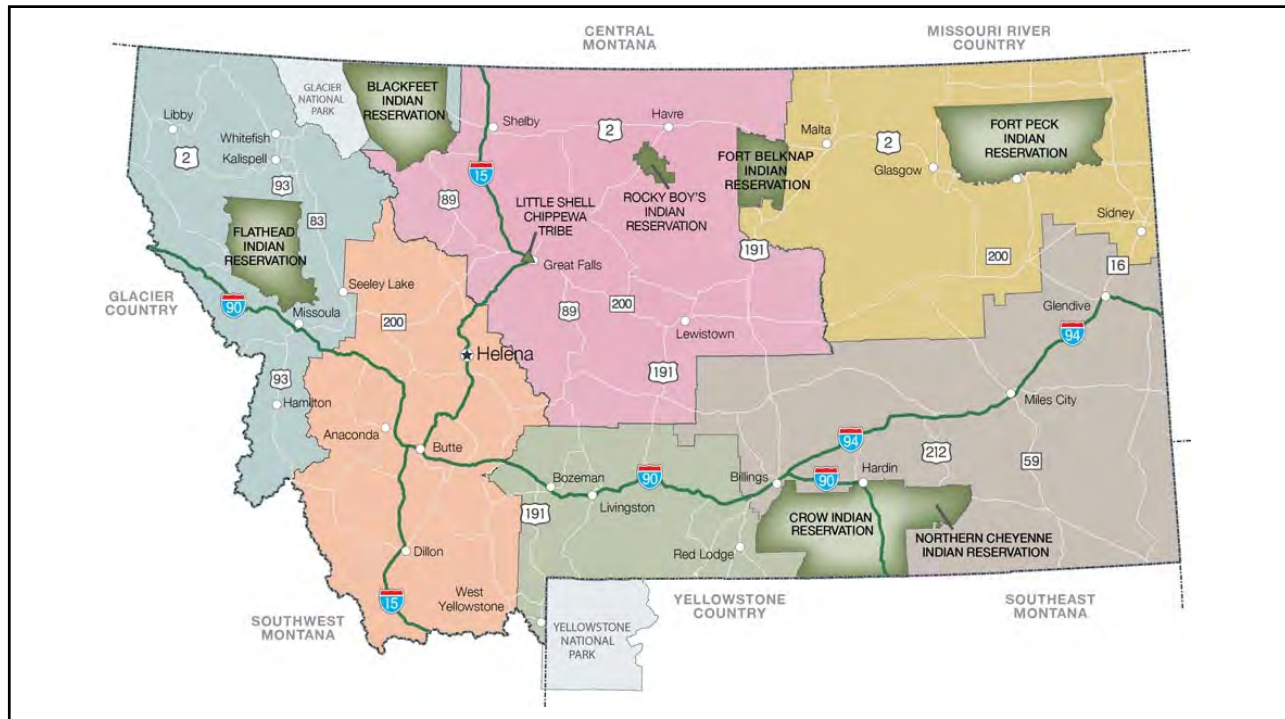


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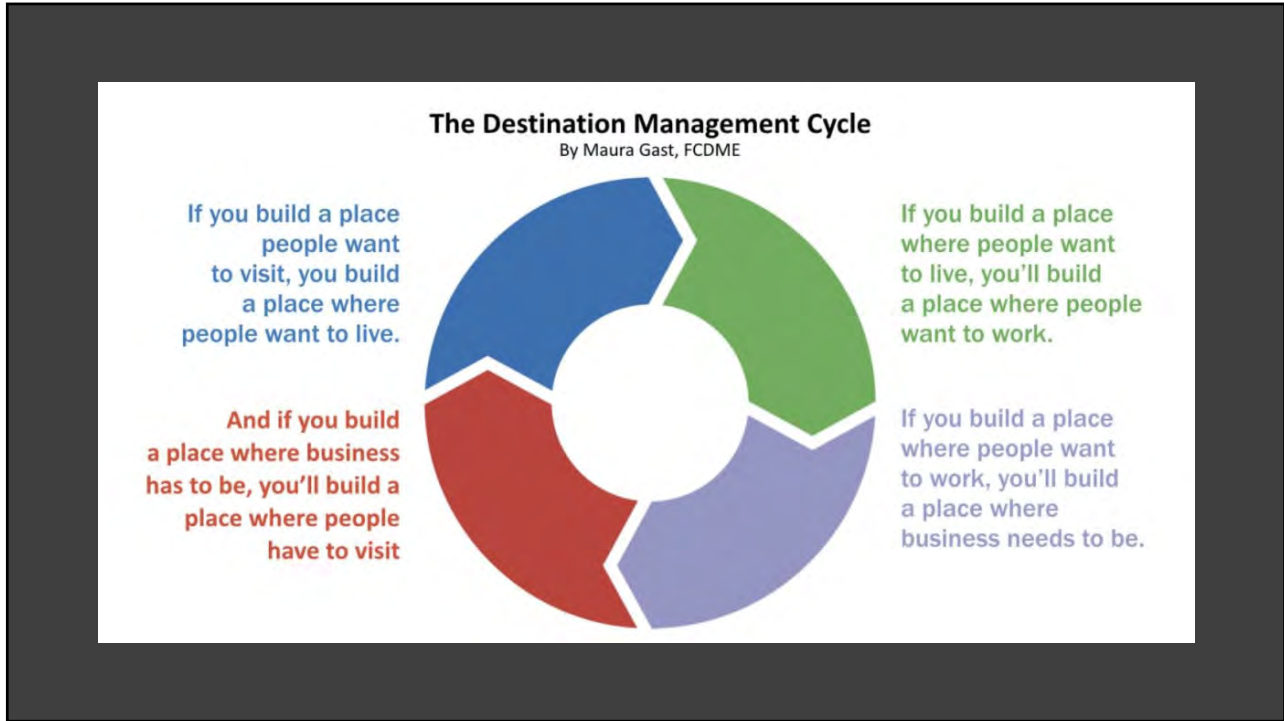
- DMOs are **essential to the economic and social well-being of the communities** we represent, driving direct economic impact through the visitor economy and fueling development across the entire economic spectrum by **creating familiarity, attracting decision makers, sustaining air service and improving the quality of life in a place.**
- Destination promotion is in fact a **public good for the benefit and well-being of all**; an essential investment no community can afford to abate without causing detriment to the community's future economic and social well-being.



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	<p>Economic Development</p> <ul style="list-style-type: none">• "Tourism is the First Date for Economic Development"• Destination Marketing Organizations help plow the road for Economic Development agencies, for local corporations looking to recruit top talent and for Colleges and Universities to draw potential students to campus for a tour.

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Destination marketing supports Montana communities

- The tourism industry works to promote and preserve the qualities that make Montana a great place to live, work and play
- Travelers add to the lifestyle many Montanans enjoy by providing better air service (creating competitive fares) and increasing the quality and quantity of restaurants, retail shopping, special events, recreation opportunities and attractions
- What we enjoy now is far more than what the state's population could support on its own

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How do “we” do it?

- Create a thoughtful strategy to:
 - Reach identified markets and audiences
 - Present them with a unified message
 - Create a desire to visit (leisure + business)
 - Get visitors to come and stay in the state, region or community area
 - Encourage them to return



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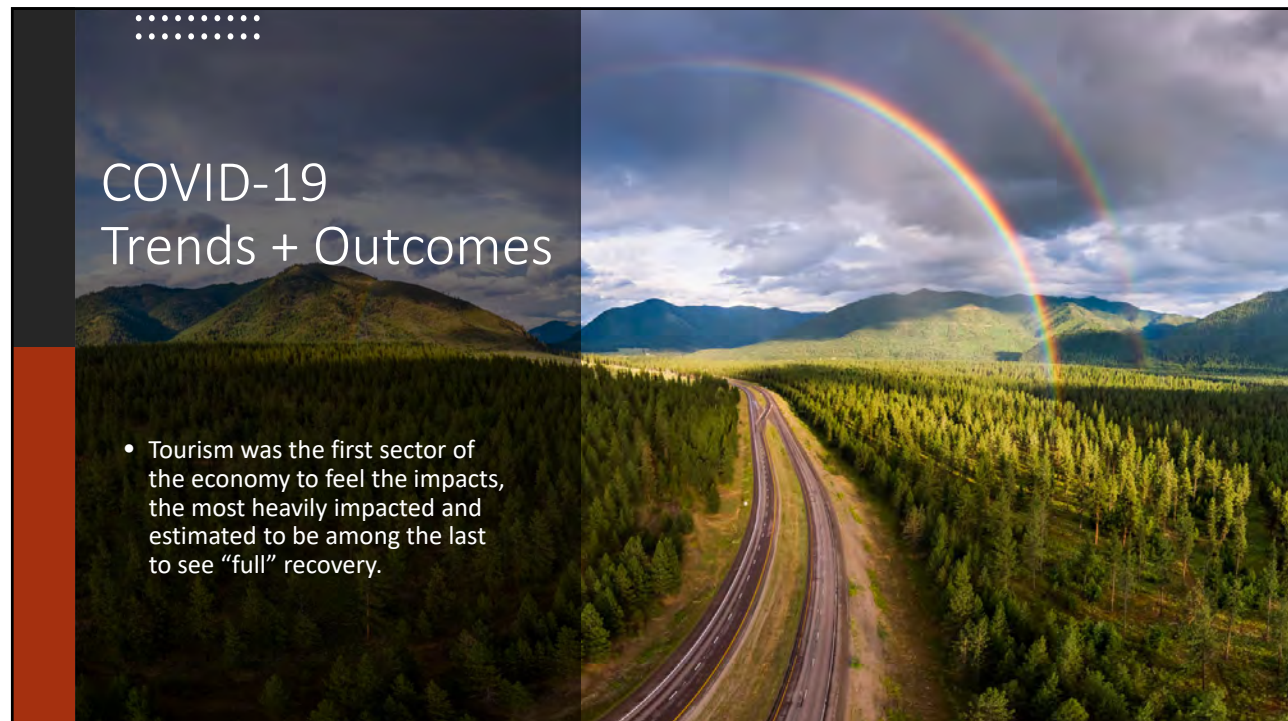
Live Case Study: When travel stops

Negatively impacts:

1. Accommodations
2. Outfitters and guides
3. Auto rentals
4. Venues/service suppliers
5. Sporting events*
6. Food and beverage*
7. Attractions*
8. Festivals*
9. Live events/music/concerts*
10. Air service*
11. Shopping*
12. Funding for state parks, historical society, historic preservation, grants, aquatic invasive species, tribal tourism, destination marketing*
13. Jobs*
14. Workforce issues amplified*

* Things we value as a residents.

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COVID-19
Trends + Outcomes

- Tourism was the first sector of the economy to feel the impacts, the most heavily impacted and estimated to be among the last to see “full” recovery.

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- Nationally, people are leaving urban centers
 - Seeking healthy and safe communities
 - Wide-open spaces
 - High quality of life
 - Broadband
- Remote workers + remote learners are on the move
- Significant increase in nonresident visitors to Montana is NOT unique to our state.
- DMOs are caught in balancing act between keeping our communities healthy and safe and helping our economies recover quickly
- Good or bad, Montana is well-positioned to recover more quickly than much of the nation
 - Montana and Wyoming are leading the way in recovery across the nation



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Goals and Challenges

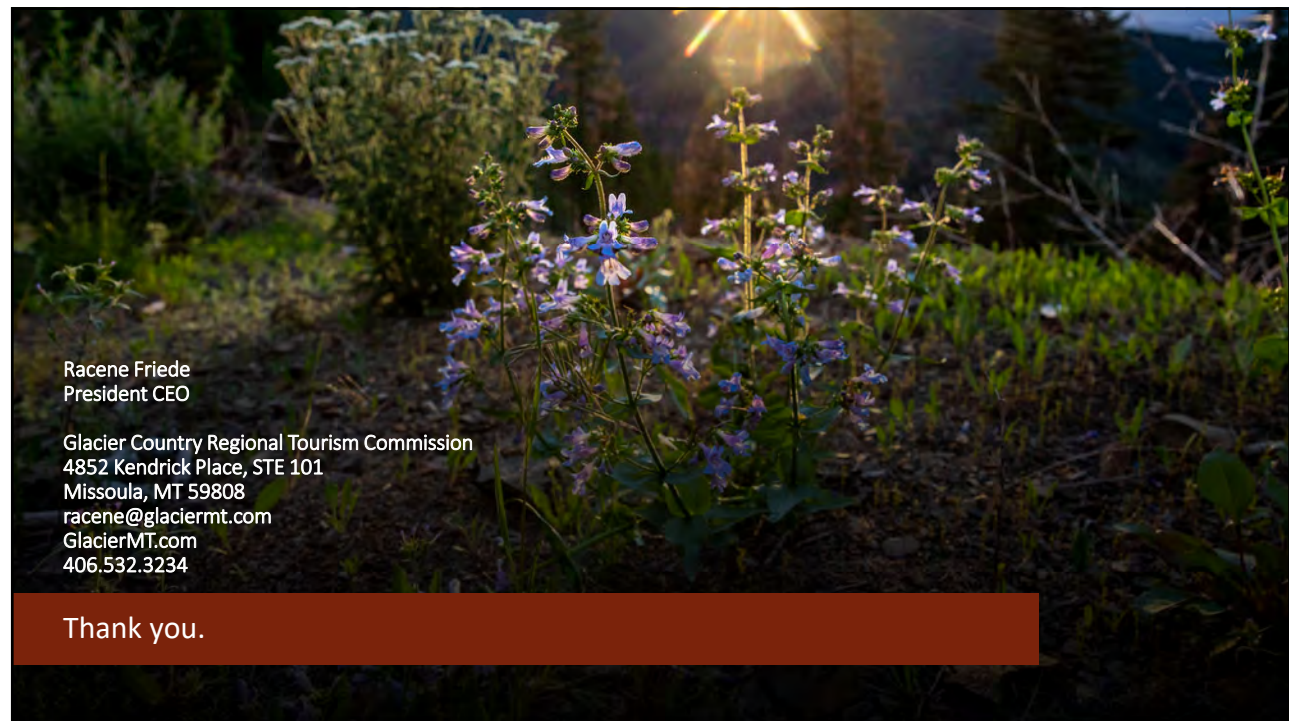
- **Destination Stewardship:** Balancing economic development, sustainable tourism and quality of life.
- **Community Alignment:** Building public support around a shared vision for the destination.
- **Strategic Recovery Plan:** Create a thoughtful and strategic recovery plan that benefits our social and economic well-being.

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The Pivot

- DMOs rapidly abandoned our traditional outward-facing sales and marketing efforts to nonresidents in the first few days of COVID-19.
- Lightning-fast, we turned inward, racing to aid our local business communities, turning our considerable expertise in marketing to communicating real-time information to local residents and nonresidents.

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