



Yellowstone Country

MONTANA

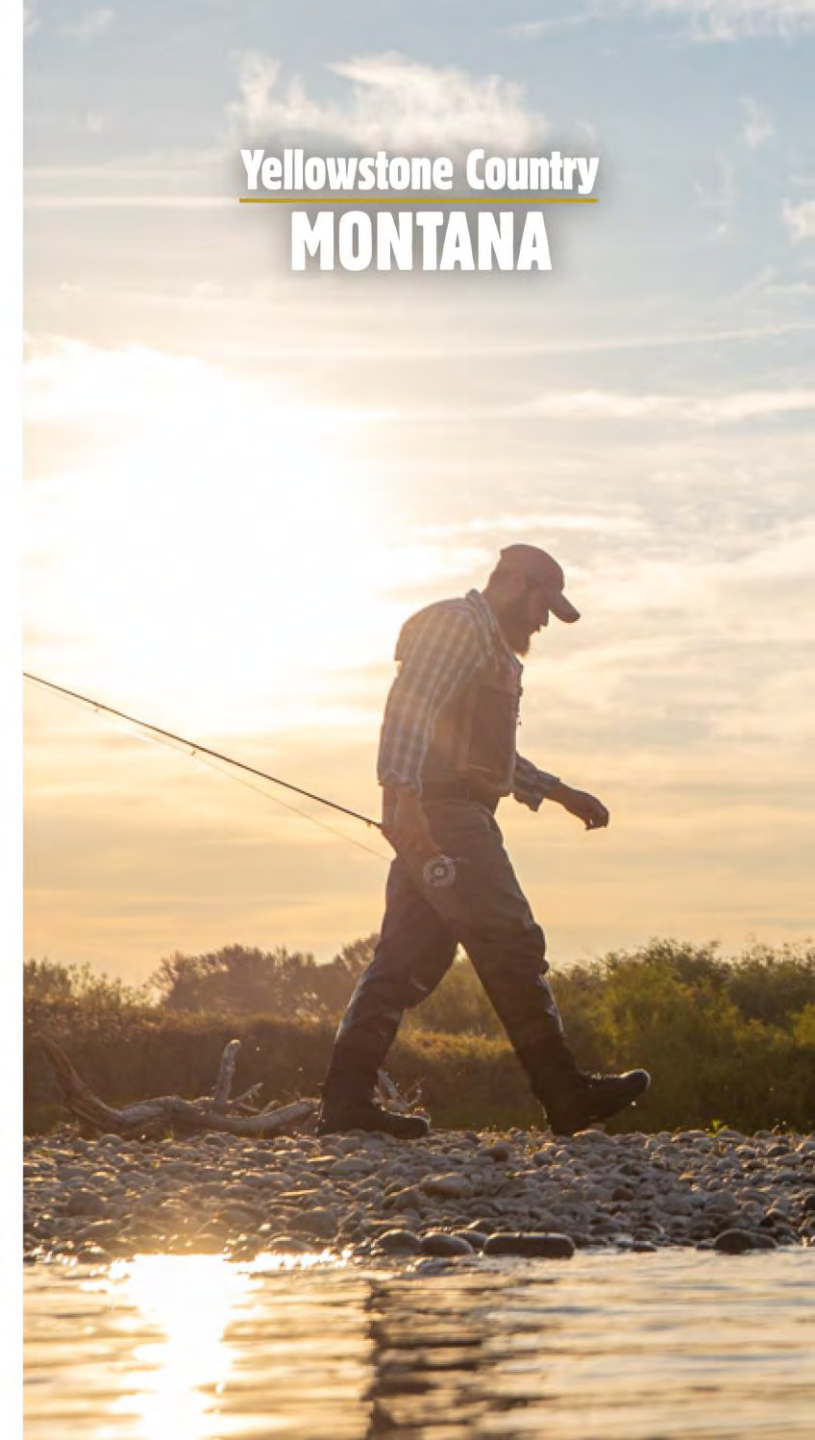


DESTINATION MARKETING ORGANIZATIONS

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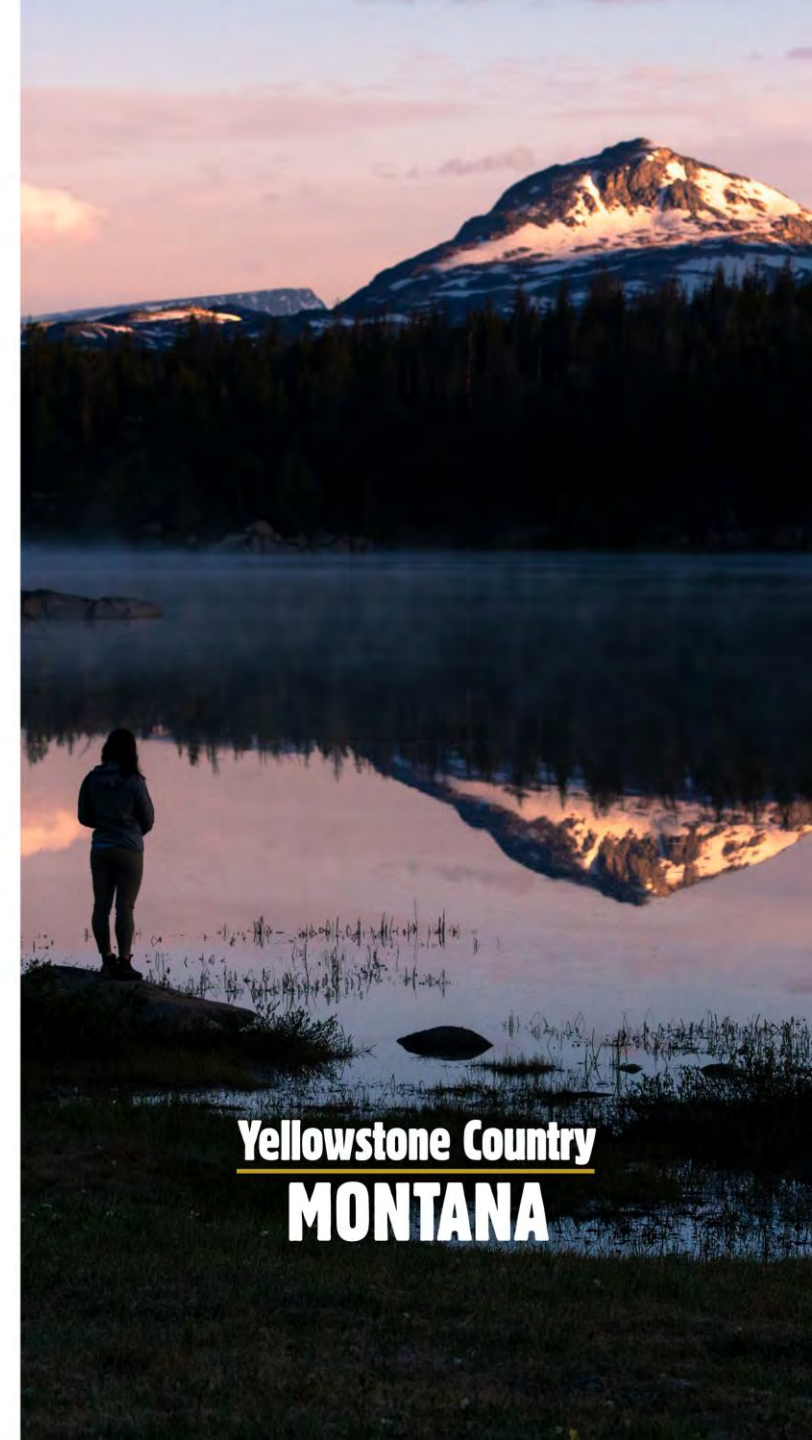
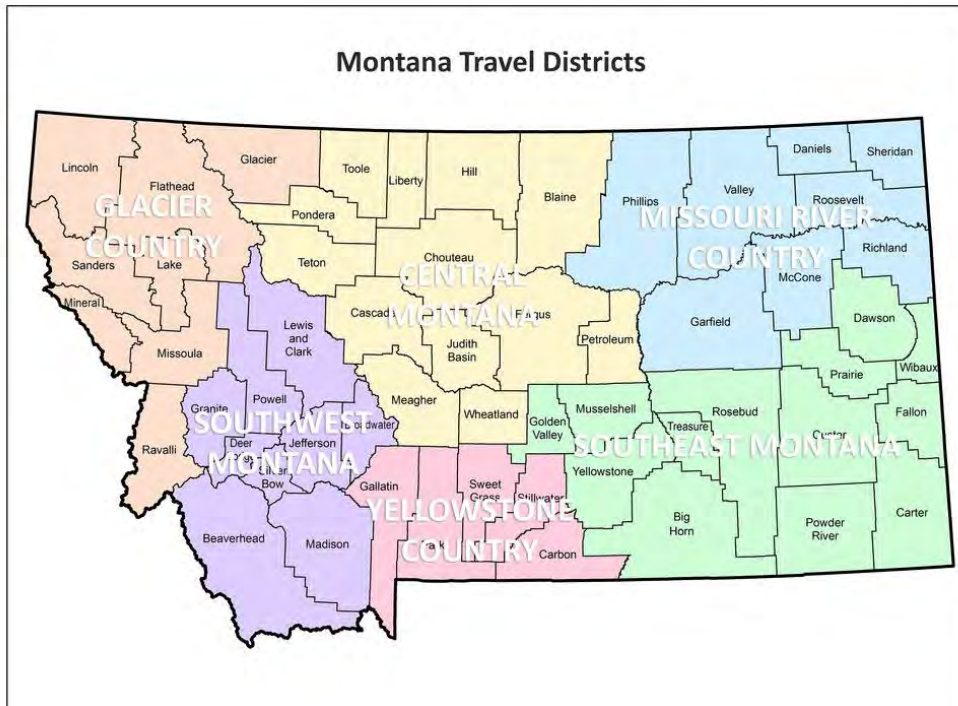
DMOS — WHAT & WHO

- DMOs come in various forms and have labels such as "Tourism Board," "Convention and Visitors Bureau," and "Tourism Authority."
 - They are typically in charge of promoting a specific destination and enticing and servicing travel to that area.
- What they do:
 - DMOs play a key role in the long-term development & economic sustainability of a destination, by formulating an effective travel and tourism strategy.
 - For the visitor, DMOs serve as a gateway to a community or regional destination. They offer the most current information about a destination's attractions. They're a one-stop-shop, maintaining a physical presence where visitors can engage with staff, obtain maps, brochures, information, and promotional materials formulated by the DMO and its partners.



WHO ARE MONTANA'S DMOS?

- Montana has seven tourism regions, or districts:
 - Glacier Country, Southwest Montana, Central Montana, **Yellowstone Country**, Missouri River Country, Southeast Montana and Indian Country.
 - Yellowstone Country, a nonprofit organization, is the officially recognized tourism region for the five south-central MT counties: **Gallatin, Park, Sweet Grass, Stillwater and Carbon.**
 - Within the region, there are seven recognized CVBS: **Belgrade, Big Sky, Bozeman, Gardiner, Livingston, Red Lodge and West Yellowstone.**

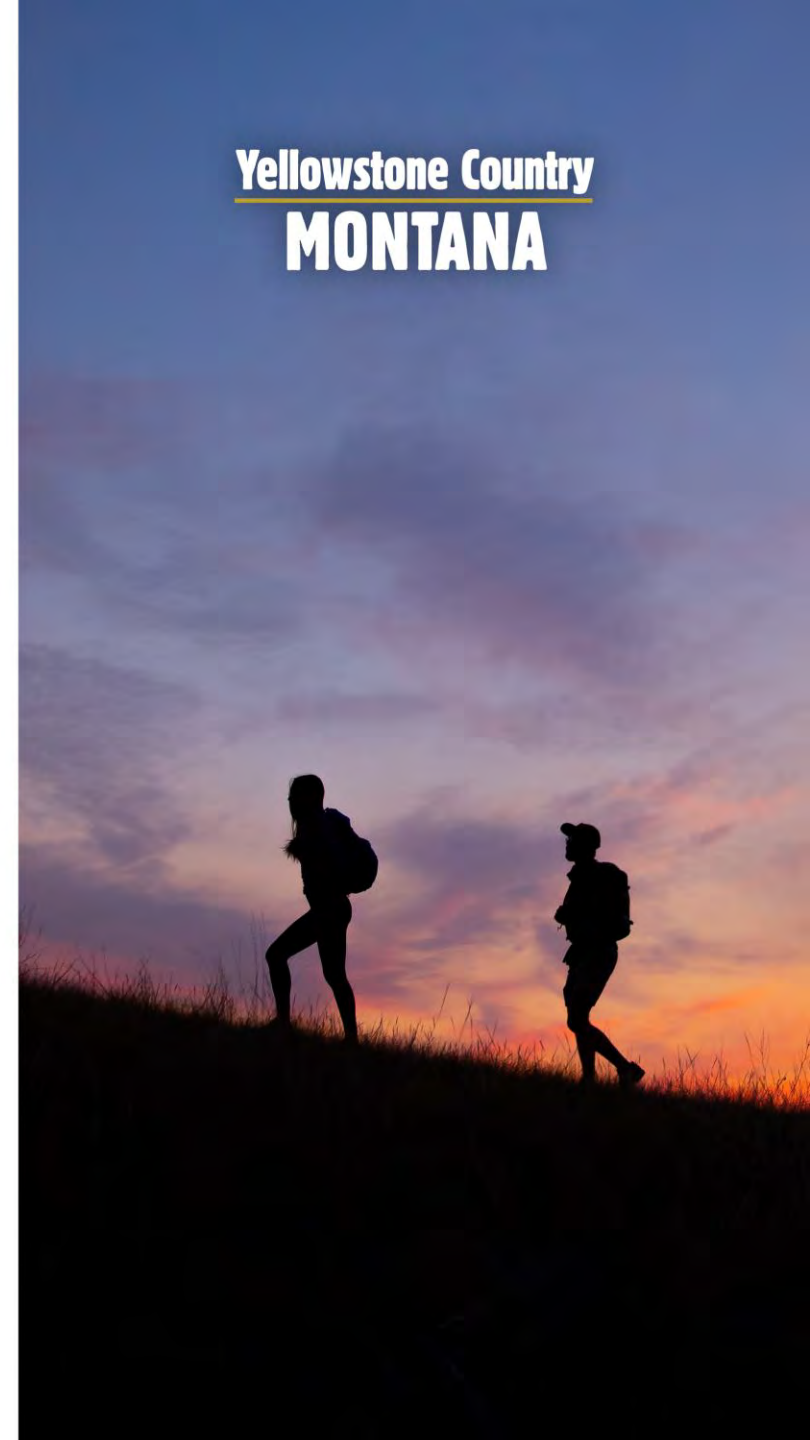


→ DESTINATION MARKETING

- DMOs are essential in that they tell the stories of a place.
- Those stories are what inspire people to visit, live, work & do business in a community or region, thereby spurring economic development & growth.



Yellowstone Country
MONTANA



The Destination Management Cycle

By Maura Gast, FCDME

If you build a place
people want
to visit, you build
a place where
people want to live.

**And if you build
a place where business
has to be, you'll build a
place where people
have to visit**



If you build a place
where people want
to live, you'll build
a place where people
want to work.

If you build a place
where people want
to work, you'll build
a place where
business needs to be.



THE HOW & WHY

- **How we do it:**
 - Identify demographic, geographic and psychographic target markets
 - Identify travelers' needs & wants
 - Study our competitors
 - Develop promotion products & campaigns coherent with the target audiences
 - Implement a marketing strategy & monitor results
- **Why we do it:**
 - To promote this place as a great place to ***LIVE, WORK and PLAY!***
 - To help add to the quality of life enjoyed by Montana residents.
 - Visitors help increase air service, food & beverage and retail shopping options, number of festivals & events a community can attract, and much more!

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→ THE MONEY FLOW

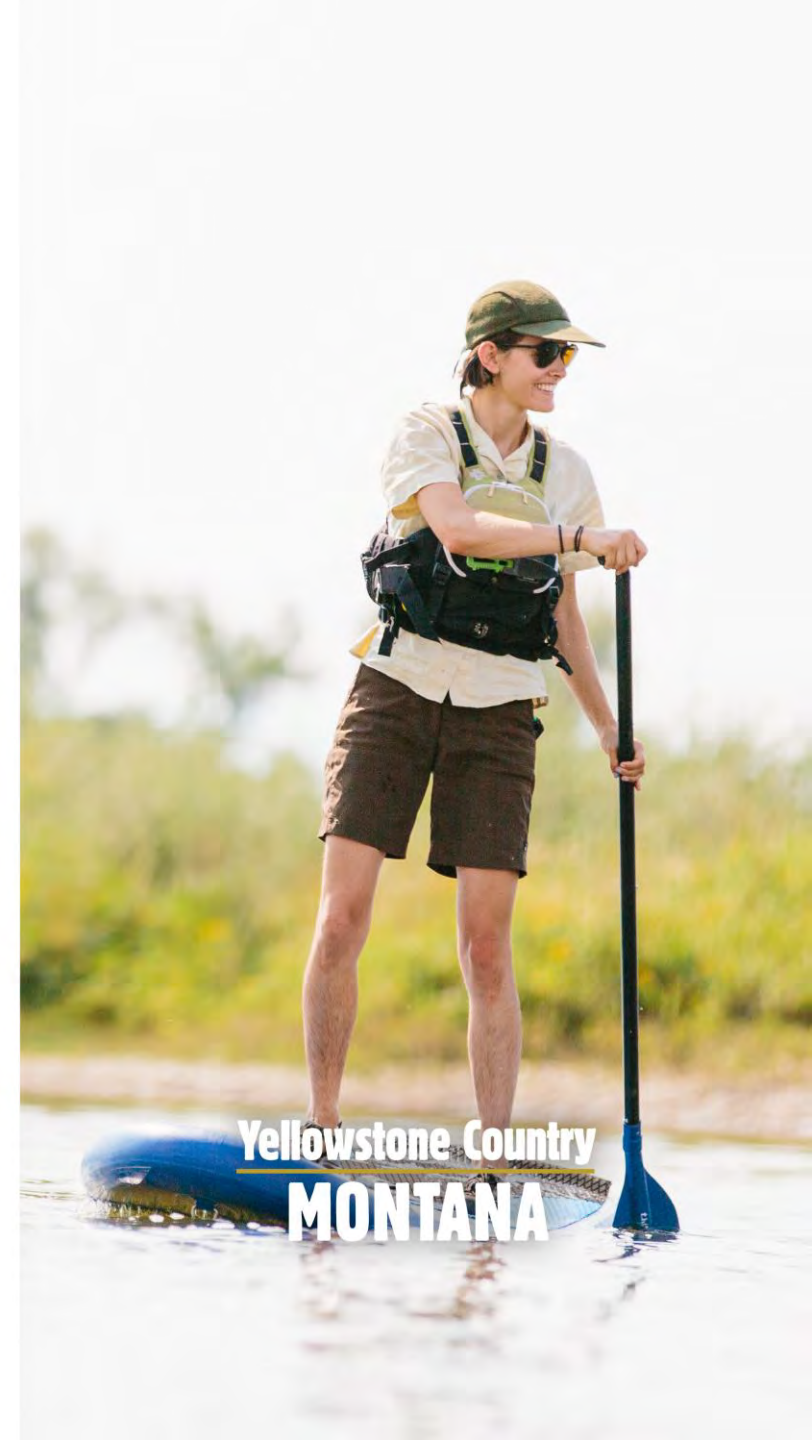
- **HOW MONEY FLOWS INTO REGIONAL COMMUNITIES**

GRANTS:

- Cultural Tourism
- Visitor Information Center Staffing (VICs)

MARKETING

- Joint Ventures
- Cooperative Marketing (non-CVBs)
- Media Placement-focused on specific target audiences
- Social Media –profiling communities & people





DESTINATION MANAGEMENT

- **Not just destination marketing – RECOVERY**
- **Leader/Cheerleader**
 - DMOs are coming together as a community like never before. They are advocating for the tourism industry at all levels of government and sharing their ideas, challenges and successes with each other to help the entire industry recovery.
 - DMOs are finding new ways to support local businesses.
- **Information Resource**
 - Assemble and disseminate factual information for both residents and non-residents.
 - DMOs working very closely with economic development bodies and their local or regional health authorities to deliver messages around health and safety while still staying relevant to future visitors.





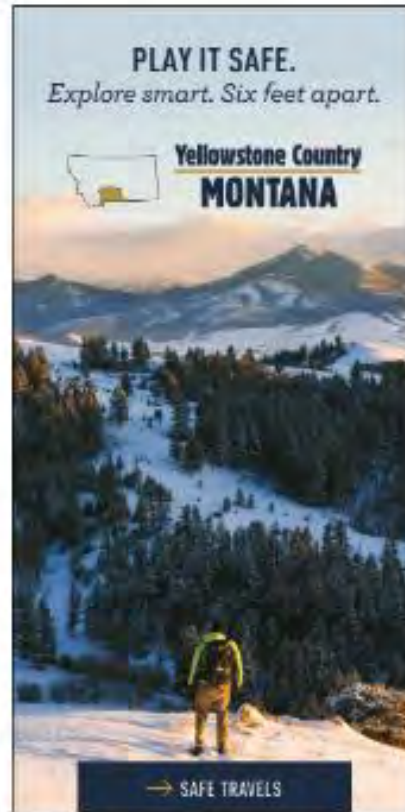
MARKETING SAMPLES



Billboards



Digital Banners



Cooperative Print

YC

ADVENTURE ON.
Just play it safe.

Mountains of discovery sit quietly north of Yellowstone and wait for those who seek adventure as a way of life. Those who know when to play it safe, and when to run wild. Pack your mask, travel smart, and brace yourself for nature's wild wonderland.

Start discovering now. Get your **FREE** Travel Packet by calling **1.800.736.5276** or going to VisitYellowstoneCountry.com/Safety

   
Big Sky Resort
Big Sky, Montana

 **Yellowstone Country**
MONTANA



BIG SKY, MONTANA
Come experience Big Sky, home to the Biggest Skiing in America® at Big Sky Resort (pictured above), which offers more than 5,800 acres of skiable terrain and 4,350 vertical feet. Or glide through the 85 km of world-renowned Nordic trails at Lone Mountain Ranch, drive your own dog-sled team, snowshoe through miles of untouched forest trails and then enjoy après ski after a long day of play under the Big Sky.

Visit Big Sky

88 Ousel Falls Road | Big Sky
406.995.3000
VisitBigSky.com



BOZEMAN, MONTANA
Located between Big Sky Resort and Bridger Bowl Ski Area, Bozeman is a premier winter destination and was recently named one of the world's top 25 ski towns by National Geographic Traveler magazine. Bozeman is full of personality and local charm, and boasts impressive lodging and dining options, plus breweries, distilleries and plenty of nightlife and entertainment. It's easy to see why it's better in Bozeman.

ONLY IN BOZEMAN

2000 Commerce Way | Bozeman
406.848.7971
BozemanCVB.com



GARDINER, MONTANA
As Yellowstone Park's only year-round access, experience cross country skiing, snowshoeing, and backcountry skiing as you never have before—in a real life snow globe. Our favorite trails offer frozen waterfalls, steaming thermal features, and ample wildlife sightings. Fit in a soak at one of our area hot springs, and wrap up your daytime adventures at a local eatery and a fine lodging spot.



216 Park Street | Gardiner
406.848.7971
VisitGardinerMT.com



WEST YELLOWSTONE, MONTANA
Wide-open spaces and miles of groomed trails make the picturesque, All-American small town of West Yellowstone the "Heart of Winter Adventure." Hit the backcountry or experience the snow-season splendor of Yellowstone National Park on a guided snowcoach or snowmobile tour. At day's end, take advantage of cozy dining and lodging options in this bustling community affectionately known as "West."

30 Yellowstone Ave. | West Yellowstone
406.646.7701
DestinationYellowstone.com
YellowstoneDestination.com



BRIDGER BOWL
This nonprofit, community area is a skier's paradise. Ridge terrain offers an impressive variety of steeps and natural features. To the north, enjoy easy access to 500 acres of low-angle powder and groomers. Located 16 miles from Bozeman, enjoy the best skiing in the Rockies for a fraction of the price. There are not many ski areas quite like this Montana gem; a big mountain experience with a friendly, local vibe.



15795 Bridger Canyon Road | Bozeman
406.587.2111 | 800.223.9609
BridgerBowl.com



RED LODGE MOUNTAIN
Red Lodge Mountain and the idyllic town of Red Lodge take you back to when skiing was pure and simple. The laid-back attitude, affordability, and quaint small town have earned Red Lodge a reputation as the "Coolest ski town you've never heard of." Enjoy big mountain fun without big mountain crowds, prices or lift lines. Snowpack is king at Red Lodge, offering 1600+ acres and 2,400 feet vertical drop.



305 Ski Run Road | Red Lodge
406.446.2610
RedLodgeMountain.com



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THANK YOU!

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