

Institute for Tourism & Recreation Research (ITRR) FY 2011 Q3 Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Review Status Symbols Legend

First Column:
 Strategy Status: ★ Ahead of Plan ○ On Track ⊗ Behind Plan ● Off Track ➡ Change
 Tactic Start Status: ○ Started on Time ⊗ Started Late ● Incomplete

Second Column:
 Strategy Trend: ↑ Getting Better → Staying the Same ↓ Getting Worse
 Tactic Current Status: ○ On Track ⊗ Behind Plan ● Off Track

Third Column:
 Strategy Future Concern: L Low Concern M Medium Concern H High Concern
 Tactic Final Status: ○ Completed on Time ⊗ Completed Late ● Incomplete
 ✓ Completed ⏸ On Hold ✕ Cancelled

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.1.4.2: ITRR tracks overseas visitation to Montana and growth of travel product	○	Christine Oschell	○	↑	L
1.1.1.4.2.1: Conduct a survey of the Montana tourism industry in 2008 to measure results of international marketing efforts.	<i>Tactic</i>	Christine Oschell	○	○	
1.7.2.2: ITRR survey resident and visitor satisfaction with Montana's rest areas and provide feedback to MDT.	○	Christine Oschell	○	→	L
1.7.2.2.1: Include rest area customer satisfaction rating in surveys of MT's visitors and residents	<i>Tactic</i>	Christine Oschell	○	○	
1.10.5: Obtain strategic research to inform tourism marketing, development, and policy decisions, and disseminate results and implications.	○	Christine Oschell	○	→	L
1.10.5.1: Continue to conduct research about resident and nonresident travelers in Montana to determine progress on Strategic Plan objectives.	○	Christine Oschell	○	↑	L
1.10.5.1.1: Conduct research about Montanans' travel habits, spending	<i>Tactic</i>	Christine Oschell	○	○	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
and trends.					
1.10.5.1.2: Continue nonresident visitor research to measure changes in travel habits, spending, satisfaction levels, motivations, etc.	<i>Tactic</i>	Christine Oschell	○	○	
1.10.5.1.3: Conduct research to measure the economic impacts of specific attractions and events, and of specific visitor segments.	<i>Tactic</i>	Christine Oschell	○	○	
1.10.5.1.4: Use the ITRR community survey tool to measure event impacts, site/trail visitors, etc.	<i>Tactic</i>	Christine Oschell	●	●	
1.10.5.1.5: Conduct statewide nonresident traveler survey in 2010.	<i>Tactic</i>	Christine Oschell	○	○	
1.10.5.1.6: Identify ways to provide interim information about nonresident traveler trends, particularly of geotourists, between the 5-year traveler survey cycle, and distribute information to industry partners annually.	<i>Tactic</i>	Christine Oschell	○	○	✓
1.10.5.2.2: ITRR purchase research about national/international tourism, recreation, and related trends from sources such as the US Travel Association (USTA), Smith Travel Research, Forrester, Global Insight, etc.	○	Christine Oschell	○	→	L
1.10.5.2.2.1: Based on current information needs, identify sources of data and obtain market/trend research for Montana.	<i>Tactic</i>	Christine Oschell	○	○	
1.10.5.2.2.2: Regularly review results of third party research, and distribute information with implications and recommendations to industry.	<i>Tactic</i>	Christine Oschell	○	○	
1.10.5.3: Continue regular monitoring of Montanans' opinions about tourism and recreation.	○	Christine Oschell	○	→	L
1.10.5.3.1: Regularly measure Montanans' attitudes and perceptions about tourism to provide insights and guidance on whether concerns are being addressed successfully.	<i>Tactic</i>	Christine Oschell	○	○	

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.10.5.3.2: Use results of surveys about Montanans opinions on tourism & recreation to review and evaluate refinements to tourism and recreation management and marketing.	<i>Tactic</i>	Pam Gosink	○	○	
1.10.5.3.3: Conduct annual statewide resident attitudes and opinions survey and distribute results to industry partners	<i>Tactic</i>	Christine Oschell	○	○	

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