

ITRR Responsibilities

FY 2009 Q4 Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Report Settings

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

Display Depth: * Show All * Status Filter: * Show All *

Showing Tactics: Yes Responsible Partner Filter: ITRR

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
1.7.2.2: ITRR survey resident and visitor satisfaction with Montana's rest areas and provide feedback to MDT.	○	Christine Oschell			
1.7.2.2.1: Include rest area customer satisfaction rating in surveys of MT's visitors and residents	Tactic	Christine Oschell			
1.10.5: Obtain strategic research to inform tourism marketing, development, and policy decisions, and disseminate results and implications.	○	Christine Oschell			
1.10.5.1: Continue	○	Christine			

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
to conduct research about resident and nonresident travelers in Montana to determine progress on Strategic Plan objectives.		Oschell			
1.10.5.1.1: Conduct research about Montanans' travel habits, spending and trends.	Tactic	Christine Oschell	○	○	
1.10.5.1.2: Continue nonresident visitor research to measure changes in travel habits, spending, satisfaction levels, motivations, etc.	Tactic	Christine Oschell	○	○	
1.10.5.1.3: Conduct research to measure the economic impacts of specific attractions and events, and of specific visitor segments.	Tactic	Christine Oschell	○	○	
1.10.5.1.4: Use the ITRR community survey tool to measure event impacts, site/trail visitors, etc.	Tactic	Christine Oschell			
1.10.5.1.5: Conduct statewide nonresident traveler survey in 2010.	Tactic	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.	Tactic	Christine Oschell	○	○	

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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			
1.10.5.2.2.1: Based on current information needs, identify sources of data and obtain market/trend research for Montana.	Tactic	Christine Oschell			
1.10.5.2.2.2: Regularly review results of third party research, and distribute information with implications and recommendations to industry.	Tactic	Christine Oschell			
1.10.5.3: Continue regular monitoring of Montanans' opinions about tourism and recreation.		Christine Oschell			
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.	Tactic	Christine Oschell			
1.10.5.3.3: Conduct annual statewide resident attitudes and opinions survey and distribute results to industry partners	Tactic	Christine Oschell			