

Tourism Regions Responsibilities: Custer, Glacier, Gold West, Missouri River, Russell, and Yellowstone Countries

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: Region

Objective, Strategy, or Tactic	Creation Status	Owner	Review Status		
1.1.1.1.2: Custer Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	○	Jim Schaefer	○	↑	M
1.1.1.1.2.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Jim Schaefer	○	○	○
1.1.1.1.3: Glacier Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	○	Racene Friede	○	→	M
1.1.1.1.3.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Racene Friede	○	○	○
1.1.1.1.4: Gold West Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	○	Sarah Bannon	●	→	M
1.1.1.1.4.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Sarah Bannon	○	⊗	●
1.1.1.1.5: Missouri River Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	○	Carla Hunsley	⊗	→	M
1.1.1.1.5.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Carla Hunsley			
1.1.1.1.6: Russell Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	○	Gayle Fisher	○	→	M
1.1.1.1.6.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing	Tactic	Gayle	○	⊗	●

effectiveness with a consistent message and brand.		Fisher			
1.1.1.1.7: Yellowstone Country expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.		Robin Hoover			
1.1.1.1.7.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Robin Hoover			
1.1.1.2.2: Custer Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Jim Schaefer			
1.1.1.2.2.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Jim Schaefer			
1.1.1.2.2.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Jim Schaefer			
1.1.1.2.3: Glacier Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Racene Friede			
1.1.1.2.3.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Racene Friede			
1.1.1.2.3.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Racene Friede			
1.1.1.2.4: Gold West Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Sarah Bannon			
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1.1.1.2.5: Missouri River Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Carla Hunsley			
1.1.1.2.5.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Carla Hunsley			
1.1.1.2.5.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Carla Hunsley			
1.1.1.2.6: Russell Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Gayle Fisher			
1.1.1.2.6.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Gayle Fisher			
1.1.1.2.6.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Gayle Fisher			
1.1.1.2.7: Yellowstone Country continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".		Robin Hoover			
1.1.1.2.7.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Robin Hoover			

1.1.1.2.7.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Robin Hoover			
1.1.1.3.1: Custer Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).		Jim Schaefer		→	M
1.1.1.3.1.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Jim Schaefer			
1.1.1.3.1.2: Report bookings received by Montana industry participants.	Tactic	Jim Schaefer			
1.1.1.3.2: Glacier Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).		Racene Friede			
1.1.1.3.2.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Racene Friede			
1.1.1.3.2.2: Report bookings received by Montana industry participants.	Tactic	Racene Friede			
1.1.1.3.3: Gold West Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).		Sarah Bannon		→	L
1.1.1.3.3.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Sarah Bannon			
1.1.1.3.3.2: Report bookings received by Montana industry participants.	Tactic	Sarah Bannon			
1.1.1.3.4: Missouri River Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).		Carla Hunsley		→	M
1.1.1.3.4.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Carla Hunsley			
1.1.1.3.4.2: Report bookings received by Montana industry participants.	Tactic	Carla Hunsley			
1.1.1.3.4.4: 3 travel packages. 1. Follow The Dinosaur Tracks 2. Ride The Big Sky (Motorcycles) 3. Fort Peck Lake Tour	Tactic	Carla Hunsley			
1.1.1.3.5: Russell Country attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).		Gayle Fisher		↑	L
1.1.1.3.5.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Gayle Fisher			
1.1.1.3.5.2: Report bookings received by Montana industry participants.	Tactic	Gayle Fisher			
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1.1.1.3.6.2: Report bookings received by Montana industry participants.	Tactic	Robin Hoover			
1.1.1.5.2: Custer Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Jim Schaefer			
1.1.1.5.2.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Jim Schaefer			
1.1.1.5.2.2: Pool state, region, local funds, databases to conduct ad		Jim			

conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Schaefer			
1.1.1.5.2.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Jim Schaefer	○	○	○
1.1.1.5.2.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Jim Schaefer	○	⊗	●
1.1.1.5.2.5: Report results of research to Strategic Plan stakeholders.	Tactic	Jim Schaefer	●	○	●
1.1.1.5.3: Glacier Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Racene Friede			
1.1.1.5.3.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Racene Friede	○	○	○
1.1.1.5.3.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Racene Friede	●	●	●
1.1.1.5.3.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Racene Friede	○	○	○
1.1.1.5.3.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Racene Friede	○	○	○
1.1.1.5.3.5: Report results of research to Strategic Plan stakeholders.	Tactic	Racene Friede	⊗	○	⊗
1.1.1.5.4: Gold West Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Sarah Bannon	⊗	↑	M
1.1.1.5.4.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Sarah Bannon	○	○	○
1.1.1.5.4.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Sarah Bannon	●	●	●
1.1.1.5.4.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Sarah Bannon	●	●	●
1.1.1.5.4.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Sarah Bannon	○	○	○
1.1.1.5.4.5: Report results of research to Strategic Plan stakeholders.	Tactic	Sarah Bannon	⊗	○	⊗
1.1.1.5.5: Missouri River Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	○	Carla Hunsley	★	↑	M
1.1.1.5.5.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Carla Hunsley			
1.1.1.5.5.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Carla Hunsley			
1.1.1.5.5.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Carla Hunsley			
1.1.1.5.5.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Carla Hunsley			

1.1.1.5.5.5: Report results of research to Strategic Plan stakeholders.	Tactic	Carla Hunsley			
1.1.1.5.6: Russell Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Gayle Fisher			
1.1.1.5.6.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Gayle Fisher			
1.1.1.5.6.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Gayle Fisher			
1.1.1.5.6.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Gayle Fisher			
1.1.1.5.6.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Gayle Fisher			
1.1.1.5.6.5: Report results of research to Strategic Plan stakeholders.	Tactic	Gayle Fisher			
1.1.1.5.7: Yellowstone Country enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.		Robin Hoover			
1.1.1.5.7.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Robin Hoover			
1.1.1.5.7.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Robin Hoover			
1.1.1.5.7.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Robin Hoover			
1.1.1.5.7.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Robin Hoover			
1.1.1.5.7.5: Report results of research to Strategic Plan stakeholders.	Tactic	Robin Hoover			
1.1.2.2.2: Custer Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.		Jim Schaefer			
1.1.2.2.2.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Jim Schaefer			
1.1.2.2.2.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Jim Schaefer			
1.1.2.2.3: Glacier Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.		Racene Friede			
1.1.2.2.3.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Racene Friede			
1.1.2.2.3.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Racene Friede			
1.1.2.2.4: Gold West Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.		Sarah Bannon			
1.1.2.2.4.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski	Tactic	Sarah Bannon			

facilities, etc.).					
1.1.2.2.4.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Sarah Bannon			
1.1.2.2.5: Missouri River Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.		Carla Hunsley			
1.1.2.2.5.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Carla Hunsley			
1.1.2.2.5.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Carla Hunsley			
1.1.2.2.6: Russell Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.		Gayle Fisher		→	M
1.1.2.2.6.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Gayle Fisher			
1.1.2.2.6.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Gayle Fisher			
1.1.2.2.7: Yellowstone Country work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.		Robin Hoover			
1.1.2.4.2: Custer Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Jim Schaefer		↑	L
1.1.2.4.2.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Jim Schaefer			
1.1.2.4.2.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Jim Schaefer			
1.1.2.4.2.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Jim Schaefer			
1.1.2.4.3: Glacier Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Racene Friede	★	↑	M
1.1.2.4.3.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Racene Friede			
1.1.2.4.3.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Racene Friede			
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1.1.2.4.4: Gold West Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Sarah Bannon		→	L
1.1.2.4.4.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Sarah Bannon			
1.1.2.4.4.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Sarah Bannon			
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1.1.2.4.5: Missouri River Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.		Carla Hunsley		→	M
1.1.2.4.5.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Carla			

		Hunsley			
1.1.2.4.5.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Carla Hunsley	○	○	○
1.1.2.4.5.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Carla Hunsley			
1.1.2.4.6: Russell Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Gayle Fisher	⊗	→	L
1.1.2.4.6.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Gayle Fisher	○	○	○
1.1.2.4.6.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Gayle Fisher	○	○	○
1.1.2.4.6.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Gayle Fisher	○	○	○
1.1.2.4.6.5: Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.	Tactic	Gayle Fisher	○	⊗	○
1.1.2.4.7: Yellowstone Country target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	○	Robin Hoover	⊗	→	M
1.1.2.4.7.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Robin Hoover	○	○	○
1.1.2.4.7.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Robin Hoover			
1.1.2.4.7.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Robin Hoover			
1.1.2.5.2: Custer Country to target tour operators to bring group tours and packaged vacations to Montana.	○	Jim Schaefer			
1.1.2.5.2.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Jim Schaefer	○	○	○
1.1.2.5.2.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Jim Schaefer	○	○	●
1.1.2.5.3: Glacier Country to target tour operators to bring group tours and packaged vacations to Montana.	○	Racene Friede	○	↑	M
1.1.2.5.3.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Racene Friede	○	○	○
1.1.2.5.3.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Racene Friede	○	○	○
1.1.2.5.4: Gold West Country to target tour operators to bring group tours and packaged vacations to Montana.	○	Sarah Bannon	○	→	L
1.1.2.5.4.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Sarah Bannon	●	⊗	●
1.1.2.5.4.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Sarah Bannon	●	○	●
1.1.2.5.5: Missouri River Country to target tour operators to bring group tours and packaged vacations to Montana.	○	Carla Hunsley			
1.1.2.5.5.1: Promote Montana as an off-peak season destination for group/package educational and experiential tours.	Tactic	Carla Hunsley			
1.1.2.5.5.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small	Tactic	Carla Hunsley			























independent/boutique tour operators.					
1.1.2.5.6: Russell Country to target tour operators to bring group tours and packaged vacations to Montana.		Gayle Fisher		→	L
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1.1.2.5.7: Yellowstone Country to target tour operators to bring group tours and packaged vacations to Montana.		Robin Hoover			
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1.1.2.5.7.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Robin Hoover			
1.1.3.2.2: Custer Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.		Jim Schaefer		↑	M
1.1.3.2.2.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Jim Schaefer			
1.1.3.2.3: Glacier Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.		Racene Friede		↑	L
1.1.3.2.3.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Racene Friede			
1.1.3.2.4: Gold West Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.		Sarah Bannon		↑	L
1.1.3.2.4.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Sarah Bannon			
1.1.3.2.5: Missouri River Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.		Carla Hunsley			
1.1.3.2.5.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Carla Hunsley			
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1.1.3.2.6.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Gayle Fisher			
1.1.3.2.7: Yellowstone Country implement the new Montana tourism brand to enhance the state's image and message in priority markets.		Robin Hoover		↑	L
1.1.3.2.7.1: Encourage tourism and recreation partners in region to incorporate the Montana brand into marketing efforts.	Tactic	Robin Hoover			
1.1.3.3.2: Custer Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Jim Schaefer		→	M
1.1.3.3.3: Glacier Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Racene Friede		→	L
1.1.3.3.4: Gold West Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Sarah Bannon		→	M
1.1.3.3.5: Missouri River Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Carla Hunsley			
1.1.3.3.6: Russell Country conduct educational workshops, presentations, and		Gayle			

webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Fisher			L
1.1.3.3.7: Yellowstone Country conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.		Robin Hoover			
1.1.4.3.2: Custer Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Jim Schaefer			L
1.1.4.3.2.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Jim Schaefer			
1.1.4.3.2.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	Tactic	Jim Schaefer			
1.1.4.3.2.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Jim Schaefer			
1.1.4.3.3: Glacier Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Racene Friede			M
1.1.4.3.3.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Racene Friede			
1.1.4.3.3.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	Tactic	Racene Friede			
1.1.4.3.3.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Racene Friede			
1.1.4.3.4: Gold West Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Sarah Bannon			L
1.1.4.3.4.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Sarah Bannon			
1.1.4.3.4.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Sarah Bannon			
1.1.4.3.4.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Sarah Bannon			
1.1.4.3.5: Missouri River Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Carla Hunsley			
1.1.4.3.5.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Carla Hunsley			
1.1.4.3.5.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.and to ensure that information provided to travelers is accurate and consistent.	Tactic	Carla Hunsley			
1.1.4.3.5.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Carla Hunsley			
1.1.4.3.6: Russell Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.		Gayle Fisher			M
1.1.4.3.6.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Gayle Fisher			
1.1.4.3.6.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Gayle Fisher			

1.1.4.3.6.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Gayle Fisher	○	○	○
1.1.4.3.7: Yellowstone Country provide advanced training for Visitor Information Centers (VICs) in its region, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	○	Robin Hoover	⊕	↑	L
1.1.4.3.7.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Robin Hoover	○	○	○
1.1.4.3.7.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible	Tactic	Robin Hoover			
1.1.4.3.7.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Robin Hoover			
1.2.1.2: Custer Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Jim Schaefer	○	↑	M
1.2.1.2.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Jim Schaefer	○	○	○
1.2.1.2.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Jim Schaefer	⊕	⊕	●
1.2.1.3: Glacier Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Racene Friede	○	→	M
1.2.1.3.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Racene Friede	○	○	○
1.2.1.3.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Racene Friede	●		
1.2.1.4: Gold West Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Sarah Bannon			
1.2.1.4.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Sarah Bannon			
1.2.1.4.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Sarah Bannon			
1.2.1.5: Missouri River Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Carla Hunsley			
1.2.1.5.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Carla Hunsley			
1.2.1.5.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Carla Hunsley			
1.2.1.6: Russell Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Gayle Fisher	★	↑	M
1.2.1.6.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Gayle Fisher	○	○	○
1.2.1.6.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Gayle Fisher	●	●	●
1.2.1.7: Yellowstone Country build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	○	Robin Hoover			

1.2.1.7.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Robin Hoover			
1.2.1.7.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Robin Hoover			
1.2.2.2: Custer Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Jim Schaefer	★	↑	L
1.2.2.2.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Jim Schaefer			
1.2.2.2.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Jim Schaefer			
1.2.2.2.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Jim Schaefer			
1.2.2.2.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Jim Schaefer			
1.2.2.3: Glacier Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Racene Friede		→	M
1.2.2.3.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Racene Friede			
1.2.2.3.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Racene Friede			
1.2.2.3.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Racene Friede			
1.2.2.3.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Racene Friede			
1.2.2.4: Gold West Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Sarah Bannon			
1.2.2.4.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Sarah Bannon			
1.2.2.4.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Sarah Bannon			
1.2.2.4.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Sarah Bannon			
1.2.2.4.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Sarah Bannon			
1.2.2.5: Missouri River Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Carla Hunsley			
1.2.2.5.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Carla Hunsley			
1.2.2.5.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Carla Hunsley			
1.2.2.5.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Carla Hunsley			
1.2.2.5.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Carla Hunsley			
1.2.2.6: Russell Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.		Gayle Fisher	⊗	→	M

1.2.2.6.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Gayle Fisher	○	○	○
1.2.2.6.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Gayle Fisher	○	○	●
1.2.2.6.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Gayle Fisher	○	⊗	●
1.2.2.6.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Gayle Fisher	●	●	●
1.2.2.7: Yellowstone Country provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	○	Robin Hoover			
1.2.2.7.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Robin Hoover	○	○	○
1.2.2.7.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Robin Hoover			
1.2.2.7.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Robin Hoover			
1.2.2.7.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Robin Hoover			
1.3.1.2: Custer Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Jim Schaefer	○	→	L
1.3.1.2.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Jim Schaefer	○	○	●
1.3.1.2.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Jim Schaefer	○	○	○
1.3.1.2.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Jim Schaefer	●	●	●
1.3.1.3: Glacier Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Racene Friede	○	→	M
1.3.1.3.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Racene Friede	○	○	○
1.3.1.3.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Racene Friede	○	○	○
1.3.1.3.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Racene Friede	●		
1.3.1.4: Gold West Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Sarah Bannon	○	→	L
1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Sarah Bannon	○	○	●
1.3.1.4.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Sarah Bannon	●	⊗	●
1.3.1.4.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Sarah Bannon	●	⊗	●
1.3.1.5: Missouri River Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	○	Carla Hunsley			
1.3.1.5.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Carla Hunsley			

1.3.1.5.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Carla Hunsley			
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1.3.1.6: Russell Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		Gayle Fisher			
1.3.1.6.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Gayle Fisher			
1.3.1.6.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Gayle Fisher			
1.3.1.6.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Gayle Fisher			
1.3.1.7: Yellowstone Country educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		Robin Hoover			
1.3.1.7.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Robin Hoover			
1.3.1.7.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Robin Hoover			
1.3.1.7.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Robin Hoover			
1.3.2.2: Custer Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Jim Schaefer			M
1.3.2.2.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Jim Schaefer			
1.3.2.2.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Jim Schaefer			
1.3.2.3: Glacier Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Racene Friede			M
1.3.2.3.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Racene Friede			
1.3.2.3.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Racene Friede			
1.3.2.4: Gold West Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Sarah Bannon			
1.3.2.4.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Sarah Bannon			
1.3.2.4.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Sarah Bannon			
1.3.2.5: Missouri River Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Carla Hunsley			
1.3.2.5.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Carla Hunsley			
1.3.2.5.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for	Tactic	Carla Hunsley			

public lands and related facilities.					
1.3.2.6: Russell Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Gayle Fisher			L
1.3.2.6.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Gayle Fisher			
1.3.2.6.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Gayle Fisher			
1.3.2.7: Yellowstone Country coordinate regional tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.		Robin Hoover			
1.3.2.7.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Robin Hoover			
1.3.2.7.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Robin Hoover			
1.4.1.2.2: Custer Country develop artisan/craftsmen trails to highlight Montana's history and culture.		Jim Schaefer			M
1.4.1.2.2.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Jim Schaefer			
1.4.1.2.3: Glacier Country develop artisan/craftsmen trails to highlight Montana's history and culture.		Racene Friede			M
1.4.1.2.3.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Racene Friede			
1.4.1.2.4: Gold West Country develop artisan/craftsmen trails to highlight Montana's history and culture.		Sarah Bannon			L
1.4.1.2.4.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Sarah Bannon			
1.4.1.2.5: Missouri River Country develop artisan/craftsmen trails to highlight Montana's history and culture.		Carla Hunsley			
1.4.1.2.5.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Carla Hunsley			
1.4.1.2.6: Russell Country develop artisan/craftsmen trails to highlight Montana's history and culture.		Gayle Fisher			
1.4.1.2.6.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Gayle Fisher			
1.4.1.2.7: Yellowstone Country develop artisan/craftsmen trails to highlight Montana's history and culture.		Robin Hoover			
1.4.1.2.7.1: Identify artisans, craftsmen, annual art/craft events and define regional Artisan Trails to be promoted, develop marketing opportunities and funding sources.	Tactic	Robin Hoover			
1.4.1.5.3: Glacier Country Plan and Promote commemorations of historic events in Montana.		Racene Friede			M
1.4.1.5.3.1: Develop and implement three marketing strategies for the David Thompson Bicentennial Commemoration annually in 2009, 2010, and 2011.	Tactic	Racene Friede			
1.5.1.1.1: Custer Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.		Jim Schaefer			H

1.5.1.1.1.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Jim Schaefer	●	●	●
1.5.1.1.1.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Jim Schaefer	●	●	●
1.5.1.1.2: Glacier Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Racene Friede	○	↑	M
1.5.1.1.2.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Racene Friede	○	○	○
1.5.1.1.2.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Racene Friede	○	○	○
1.5.1.1.3: Gold West Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Sarah Bannon	⊕	↑	L
1.5.1.1.3.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Sarah Bannon			
1.5.1.1.3.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Sarah Bannon			
1.5.1.1.4: Missouri River Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Carla Hunsley			
1.5.1.1.4.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Carla Hunsley			
1.5.1.1.4.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Carla Hunsley			
1.5.1.1.5: Russell Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Gayle Fisher	○	↑	L
1.5.1.1.5.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Gayle Fisher			
1.5.1.1.5.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Gayle Fisher			
1.5.1.1.6: Yellowstone Country create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	○	Robin Hoover			
1.5.1.1.6.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Robin Hoover			
1.5.1.1.6.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Robin Hoover			
1.5.1.2.1: Custer Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	○	Jim Schaefer	○	↑	M
1.5.1.2.1.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Jim Schaefer	●	●	●
1.5.1.2.1.2: Package and promote to targeted resident and nonresident markets.	Tactic	Jim Schaefer	○	○	○
1.5.1.2.1.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Jim Schaefer	○	●	●

1.5.1.2.2: Glacier Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).		Racene Friede			M
1.5.1.2.2.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Racene Friede			
1.5.1.2.2.2: Package and promote to targeted resident and nonresident markets.	Tactic	Racene Friede			
1.5.1.2.2.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Racene Friede			
1.5.1.2.3: Gold West Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).		Sarah Bannon			
1.5.1.2.3.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Sarah Bannon			
1.5.1.2.3.2: Package and promote to targeted resident and nonresident markets.	Tactic	Sarah Bannon			
1.5.1.2.3.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Sarah Bannon			
1.5.1.2.4: Missouri River Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).		Carla Hunsley			
1.5.1.2.4.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Carla Hunsley			
1.5.1.2.4.2: Package and promote to targeted resident and nonresident markets.	Tactic	Carla Hunsley			
1.5.1.2.4.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Carla Hunsley			
1.5.1.2.5: Russell Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).		Gayle Fisher			
1.5.1.2.5.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Gayle Fisher			
1.5.1.2.5.2: Package and promote to targeted resident and nonresident markets.	Tactic	Gayle Fisher			
1.5.1.2.5.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Gayle Fisher			
1.5.1.2.6: Yellowstone Country expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).		Robin Hoover			
1.5.1.2.6.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Robin Hoover			
1.5.1.2.6.2: Package and promote to targeted resident and nonresident markets.	Tactic	Robin Hoover			
1.5.1.2.6.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Robin Hoover			
1.5.1.3.2: Custer Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.		Jim Schaefer			M
1.5.1.3.2.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides, web sites, and VICs.	Tactic	Jim Schaefer			
1.5.1.3.2.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote	Tactic	Jim Schaefer			

their products.					
1.5.1.3.2.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Jim Schaefer	○	○	○
1.5.1.3.3: Glacier Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Racene Friede			
1.5.1.3.3.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Racene Friede	○	○	○
1.5.1.3.3.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Racene Friede	○	○	○
1.5.1.3.3.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Racene Friede	○	○	○
1.5.1.3.4: Gold West Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Sarah Bannon	⊕	↑	L
1.5.1.3.4.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Sarah Bannon			
1.5.1.3.4.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Sarah Bannon			
1.5.1.3.4.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Sarah Bannon			
1.5.1.3.5: Missouri River Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Carla Hunsley			
1.5.1.3.5.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Carla Hunsley			
1.5.1.3.5.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Carla Hunsley			
1.5.1.3.5.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Carla Hunsley			
1.5.1.3.6: Russell Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Gayle Fisher			
1.5.1.3.6.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Gayle Fisher			
1.5.1.3.6.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Gayle Fisher			
1.5.1.3.6.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Gayle Fisher			
1.5.1.3.7: Yellowstone Country encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	○	Robin Hoover			
1.5.1.3.7.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Robin Hoover			
1.5.1.3.7.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Robin Hoover			
1.5.1.3.7.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Robin Hoover			
1.6.1.2.1: Custer Country sponsor training for staff and volunteer board					

members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.		Jim Schaefer		→	M
1.6.1.2.1.1: Schedule a training	Tactic	Jim Schaefer			
1.6.1.2.2: Glacier Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.		Racene Friede		↑	L
1.6.1.2.2.1: Schedule a training	Tactic	Racene Friede			
1.6.1.2.3: Gold West Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.		Sarah Bannon			
1.6.1.2.3.1: Schedule a training	Tactic	Sarah Bannon			
1.6.1.2.4: Missouri River Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.		Carla Hunsley			
1.6.1.2.4.1: Schedule a training	Tactic	Carla Hunsley			
1.6.1.2.5: Russell Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.		Gayle Fisher			
1.6.1.2.5.1: Schedule a training	Tactic	Gayle Fisher			
1.6.1.2.6: Yellowstone Country sponsor training for staff and volunteer board members of tourism, recreation, historic and cultural organizations and agencies using information provided by DMAI, USSTA, ESTO, MNA, etc.		Robin Hoover			
1.6.1.2.6.1: Schedule a training	Tactic	Robin Hoover			
1.7.4.1.1: Custer Country promote Amtrak's Empire Builder service in Montana.		Jim Schaefer			
1.7.4.1.1.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Jim Schaefer			
1.7.4.1.1.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Jim Schaefer			
1.7.4.1.1.3: Seek and support federal funding for Amtrak	Tactic	Jim Schaefer			
1.7.4.1.2: Glacier Country promote Amtrak's Empire Builder service in Montana.		Racene Friede		↑	L
1.7.4.1.2.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Racene Friede			
1.7.4.1.2.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Racene Friede			
1.7.4.1.2.3: Seek and support federal funding for Amtrak	Tactic	Racene Friede			
1.7.4.1.3: Gold West Country promote Amtrak's Empire Builder service in Montana.		Sarah Bannon		→	M
1.7.4.1.3.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and	Tactic	Sarah Bannon			

publications.					
1.7.4.1.3.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Sarah Bannon			
1.7.4.1.3.3: Seek and support federal funding for Amtrak	Tactic	Sarah Bannon			
1.7.4.1.4: Missouri River Country promote Amtrak's Empire Builder service in Montana.		Carla Hunsley			
1.7.4.1.4.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Carla Hunsley			
1.7.4.1.4.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Carla Hunsley			
1.7.4.1.4.3: Seek and support federal funding for Amtrak	Tactic	Carla Hunsley			
1.7.4.1.5: Russell Country promote Amtrak's Empire Builder service in Montana.		Gayle Fisher			
1.7.4.1.5.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Gayle Fisher			
1.7.4.1.5.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Gayle Fisher			
1.7.4.1.5.3: Seek and support federal funding for Amtrak	Tactic	Gayle Fisher			
1.7.4.1.6: Yellowstone Country promote Amtrak's Empire Builder service in Montana.		Robin Hoover			
1.7.4.1.6.1: Increase Amtrak ridership by both residents and nonresidents by highlighting Amtrak service on state/regional/local tourism web sites and publications.	Tactic	Robin Hoover			
1.7.4.1.6.2: Work with Amtrak, tour operators, tourism businesses, and other organizations to promote the use of rail service through packaging, rail-drive-bus tours, etc.	Tactic	Robin Hoover			
1.7.4.1.6.3: Seek and support federal funding for Amtrak	Tactic	Robin Hoover			
1.9.2.2: Custer Country foster opportunities to pool public and private marketing dollars.		Jim Schaefer			
1.9.2.2.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Jim Schaefer			
1.9.2.2.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Jim Schaefer			
1.9.2.3: Glacier Country foster opportunities to pool public and private marketing dollars.		Racene Friede			
1.9.2.3.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Racene Friede			
1.9.2.3.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Racene Friede			
1.9.2.4: Gold West Country foster opportunities to pool public and private marketing dollars.		Sarah Bannon			
1.9.2.4.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs,		Sarah			

businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Bannon			
1.9.2.4.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Sarah Bannon			
1.9.2.5: Missouri River Country foster opportunities to pool public and private marketing dollars.		Carla Hunsley			
1.9.2.5.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Carla Hunsley			
1.9.2.5.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Carla Hunsley			
1.9.2.6: Russell Country foster opportunities to pool public and private marketing dollars.		Gayle Fisher			M
1.9.2.6.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Gayle Fisher			
1.9.2.6.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Gayle Fisher			
1.9.2.7: Yellowstone Country foster opportunities to pool public and private marketing dollars.		Robin Hoover			
1.9.2.7.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Robin Hoover			
1.9.2.7.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Robin Hoover			
1.9.3.1: Custer Country enhance funding for region marketing efforts.		Jim Schaefer			M
1.9.3.1.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Jim Schaefer			
1.9.3.1.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Jim Schaefer			
1.9.3.2: Glacier Country enhance funding for region marketing efforts.		Racene Friede			
1.9.3.2.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Racene Friede			
1.9.3.2.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Racene Friede			
1.9.3.3: Gold West Country enhance funding for region marketing efforts.		Sarah Bannon			L
1.9.3.3.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Sarah Bannon			
1.9.3.3.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Sarah Bannon			
1.9.3.4: Missouri River Country enhance funding for region marketing efforts.		Carla Hunsley			
1.9.3.4.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Carla Hunsley			
1.9.3.4.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Carla Hunsley			

1.9.3.5: Russell Country enhance funding for region marketing efforts.		Gayle Fisher			
1.9.3.5.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Gayle Fisher			
1.9.3.5.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Gayle Fisher			
1.9.3.6: Yellowstone Country enhance funding for region marketing efforts.		Robin Hoover			
1.9.3.6.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Robin Hoover			
1.9.3.6.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Robin Hoover			
1.10.2.1: Custer Country create public/private/tribal partnerships for cooperative project implementation.		Jim Schaefer			M
1.10.2.2: Glacier Country create public/private/tribal partnerships for cooperative project implementation.		Racene Friede			M
1.10.2.2.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Racene Friede			
1.10.2.3: Gold West Country create public/private/tribal partnerships for cooperative project implementation.		Sarah Bannon			L
1.10.2.3.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Sarah Bannon			
1.10.2.4: Missouri River Country create public/private/tribal partnerships for cooperative project implementation.		Carla Hunsley			
1.10.2.4.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Carla Hunsley			
1.10.2.5: Russell Country create public/private/tribal partnerships for cooperative project implementation.		Gayle Fisher			
1.10.2.5.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Gayle Fisher			
1.10.2.6: Yellowstone Country create public/private/tribal partnerships for cooperative project implementation.		Robin Hoover			
1.10.2.6.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Robin Hoover			