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**2010 Tourism Outlook, Effective Sales and Marketing, Leadership,  
Sustainability and Celebrating Glacier Park's Centennial Featured  
at MT Governor's Conference on Tourism & Recreation  
\*Lt Governor Bohlinger Presents Tourism Awards\***

(HELENA) – The latest world and Montana travel trends and this year's national Outlook for Tourism are just two of more than a dozen topics on the agenda for the 2010 Montana Governor's Conference on Tourism and Recreation, April 7-9, at Kalispell's Red Lion Hotel. Other conference topics range from effective sales and marketing, employee engagement, and sustainable business practices to visitor opportunities in Montana's Indian Country, international market for guest ranches and Glacier Park's history.

Governor Brian Schweitzer and Montana Department of Commerce Director Anthony Preite are encouraging participation from the state's tourism and recreation industry and the media.

"The Montana Tourism Industry held its own last year hosting about 10 million visitors who spent almost \$3 billion while enjoying our state," Governor Schweitzer said. "With the horizon starting to look a little brighter for the world economy, it's time to start planting the seeds for good results in 2010 and that's what the conference sessions are focused on doing."

Montana Commerce Director Anthony Preite said "with the national economy still in recovery mode, this is the time to be honing our skills and increasing our efforts in sales and marketing. Montana's tourism and recreation partners will find some great training and networking opportunities in these areas at this year's conference."

Here's a few of the 2010 conference agenda highlights:

- **US Travel Association's Director of Market Research, David Sheatsley** brings the latest national and world travel trend information to the conference attendees along with the national Outlook for Tourism in 2010. US Travel Association is the nation's top

tourism research organization. This presentation is scheduled for 8:30-9:45 am Friday, April 9.

- **Stuart Ellis-Myers of Uniquely Speaking, Inc.** will conduct a Montana Tourism Sales Intensive training session providing participants with immediately useable sales skills and strategies to generate new revenue in harsh economic times. This two-part session takes place Thursday morning and early afternoon, April 8.
- **Steve Carlson with the Chicago-based media buying company Spark Communications** joins with Montana Office of Tourism staff in a Thursday afternoon, April 8, session sharing techniques for maximizing the performance of advertising buys.
- **Wendy Samson of Billings-based FutureSync, International and Randy Morgan of Morgan Systems, International, of Boise, ID,** address employee engagement and leadership in separate presentations. Randy Morgan opens the conference on Thursday, April 8, with a feature presentation, “Leadership for Sustainable Tourism.” Wendy Samson follows with Thursday morning and early afternoon sessions titled “Hardwiring Employee Engagement.”
- **An 8-hour Sustainable Tourism Workshop** organized by the Yellowstone Business Partnership offers tourism-related businesses an introduction to the concepts of sustainable business practices and hands-on training in waste stream management, responsible purchasing, and energy efficiencies. The workshop begins Wednesday afternoon, April 7, and continues all day Thursday, April 8.
- **Welcome Reception celebrating Glacier Park’s Centennial** kicks off the conference activities Wednesday night, April 7, from 7-10 pm. Montana musicians Jack Gladstone and Rob Quist present a multi-media tribute to Glacier as part of the celebration.
- **Montana Lt. Governor John Bohlinger** presents the 2010 Montana Tourism Awards at the Thursday evening, April 8, banquet. The awards recognize the Tourism Person, Community, Event and Partnership of the Year.

The full conference agenda, registration materials, exhibitor and sponsor opportunities and more are available at [www.travelmontana.mt.gov/conference](http://www.travelmontana.mt.gov/conference). The \$140 conference registration fee is offered through March 31. The fee increases to \$160 through the conference dates.

Tourism and recreation is one of Montana’s largest industries. In 2009, 10 million people visited Montana spending almost \$3 billion during their stay. Over 42,000 jobs are directly and indirectly supported by nonresident travel, resulting in over \$1 billion in total personal and proprietors’ income for Montana residents.

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