

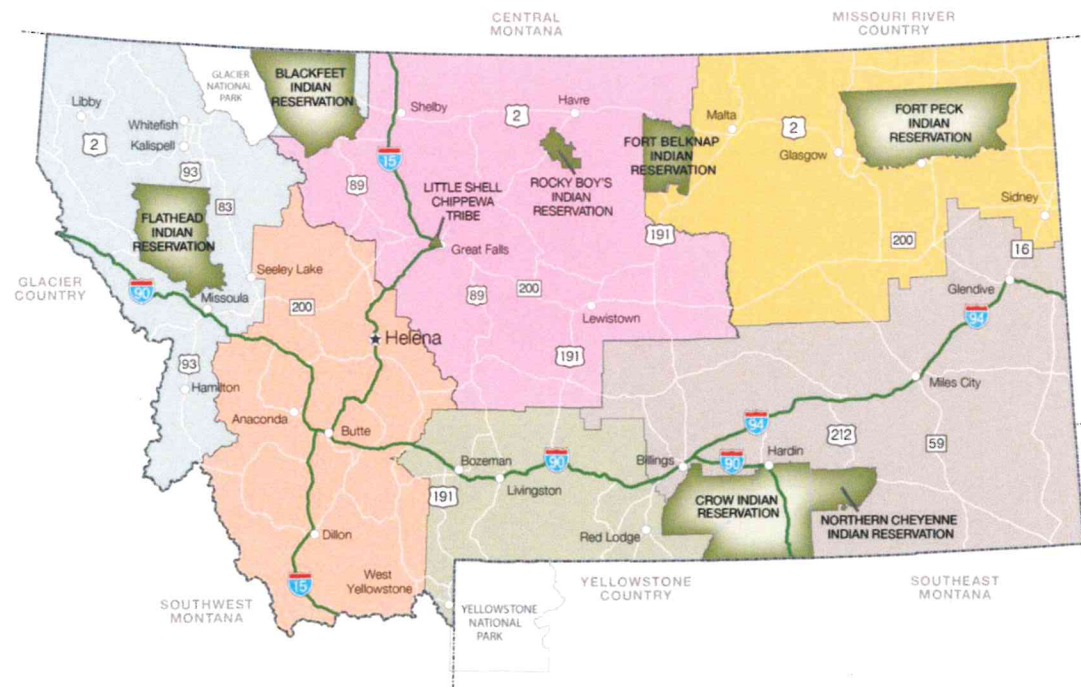
TRIBAL TOURISM **MONTANA**

STRATEGIC PLAN, FY20-21



INDIAN TOURISM REGION

The Indian Tourism Region includes all reservations in Montana as well as other locations significant to tribes with a modern or historical connection to Montana.



INTRODUCING THE FOUR PILLARS OF TRIBAL TOURISM

The Office of Indian Country Economic Development (OICED) at the Department of Commerce is pleased to present the following Tribal Tourism Strategic Plan for fiscal years 2020–21.

Tourism is one of Montana's leading industries. According to estimates by the Institute for Tourism and Recreation Research at the University of Montana, 12.4 million visitors added \$3.7 billion to the state's economy in 2018. And according to research commissioned by Commerce, 82 percent of visitors to Montana expressed an interest in sites and experiences related to Native American history and culture.

OICED supports community-based efforts to develop and promote Indian Country in Montana as a travel destination. Our goal is to strengthen the economy of Indian Country by increasing the maturity, revenues, and jobs of tourism-related businesses.

The plan includes four pillars, each with its own objective:

INFLUENCE - Advocacy, industry representation, participation, thought leadership, and innovation to establish tribal tourism in Montana as a standard-bearer in collaborative tribal tourism development.

RELATIONSHIPS - Connect tourism partners from across the state to align goals and objectives, share best practices, and strengthen representation of Indian Country in tourism promotion.

CAPACITY - Encourage product development, increased capacity, and investment in tribal tourism assets and products to engage visitors in authentic experiences and boost economic development opportunities in Indian Country.

PROMOTION - Increase awareness of Montana as a destination for Native American histories and cultures, inspiring visitation to Indian Country for first-voice tourism experiences.

Learn more at TRIBALTOURISMMT.COM.

12,370,000

Nonresident visitors to Montana in 2018.*

\$3.7 Billion

Nonresident spending in Montana in 2018.*

82 Percent

Leisure travelers who expressed an interest in exploring sites and experiences related to Native American culture and history.

*SOURCE: Institute for Tourism and Recreation Research

INFLUENCE

OBJECTIVE – Advocacy, industry representation, participation, thought leadership, and innovation to establish tribal tourism in Montana as a standard-bearer in collaborative tribal tourism development.

Key Activities	Key Performance Indicators
Strengthen OICED's position as a tourism authority	Deliver presentations to the Tourism Advisory Council and at events such as the Governor's Conference on Tourism and Recreation
Expand tribal representation in tourism industry organizations, projects, and programs	Help to place tribal members on the Tourism Advisory Council and tourism region/CVB boards Participate in tourism projects and programs such as the Eastern Montana Tourism Partner Initiative
Create resources to assist with tribal tourism development	Create tribal tourism development guidelines Update industry website (TRIBALTOURISMMT.COM)
Commission research to inform strategy	Identify research methodologies, products, and services to report on campaign and economic impact KPIs Share results with stakeholders
Stakeholder communications	Distribute information through email marketing products Facilitate a recurring stakeholder conference call
Identify key industry leaders	Define tourism stakeholder(s) for each tribal government
Share success stories	Develop press releases to pitch to in-state media



RELATIONSHIPS

OBJECTIVE – Connect tourism partners from across the state to align goals and objectives, share best practices, and strengthen representation of Indian Country in tourism promotion.

Key Activities	Key Partners
Leverage in-house expertise and resources to maximize the impact of the Indian Tourism Region	ExportMontana Industry Services and Outreach Bureau Marketing Bureau Research and Information Services Bureau
Provide financial and technical assistance to help tribal communities tell their own stories	Tribal governments, businesses, and organizations Native American Business Advisors National Association for Interpretation
Connect the industry with resources to learn best practices and trends for cultural heritage tourism	American Indian Alaska Native Tourism Association The George Washington University - Cultural Heritage Tourism Certificate Program Indigenous Tourism Association of Canada
Advise partner organizations on tribal tourism content	Tourism regions Convention and visitor bureaus
Increase and strengthen first-voice interpretation on public lands	Montana State Parks National Park Service
Represent Montana tribal tourism in regional, national, and international tourism projects (e.g., NATIVE Act)	Great American West Bureau of Indian Affairs American Indian Alaska Native Tourism Association Crown of the Continent Geotourism Council
Utilize existing tourism research and recommend new projects to increase understanding of tribal tourism opportunities and challenges	Institute for Tourism and Recreation Research
Report on activities and successes	State Tribal Economic Development Commission Tourism Advisory Council

CAPACITY

OBJECTIVE – Encourage product development, increased capacity, and investment in tribal tourism assets and products to engage visitors in authentic experiences and boost economic development opportunities in Indian Country.

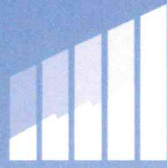
Key Activities	Key Performance Indicators
Montana tribal tourism guidelines	Develop, distribute, and promote
Increase maturity of tribal tourism businesses	Move businesses up the business maturity index from planning to visitor ready, market ready, and export ready
Financial assistance	Increase applications/awards from Indian Country for tourism-related grant programs
Technical assistance	Develop and present content for the Governor’s Conference on Tourism and Recreation Provide Certified Interpretive Guide and host trainings Sponsor completion of the George Washington University Professional Certificate in Cultural Heritage Tourism
Attend and sponsor tribal business/government representatives to attend industry events	Business and consumer trade shows Governor’s Conference on Tourism and Recreation International Indigenous Tourism Conference
Strengthen internal resources	Develop Tribal Tourism Business Database Implement database into Salesforce
Identify and develop new tourism products	Create additional itineraries to supplement the original three outlined in the Indian Country guidebook
International market development and matchmaking	Attend/sponsor businesses to attend International Roundup, International Powwow, and international tradeshows TBD

PROMOTION

OBJECTIVE – Increase awareness of Montana as a destination for Native American histories and cultures, inspiring visitation to Indian Country for first-voice tourism experiences.

Key Activities	Key Performance Indicators
Integrate tribal tourism into state marketing programs	Advise on tribal tourism content for earned, paid, owned, and social media Participate in familiarization tours Participate in joint venture opportunities
Partner marketing	Advertise in tourism region and CVB guidebooks Advise on tribal tourism content for earned, paid, owned, and social media of partner organizations
Tribal-owned business marketing	Increase use of VISITMT.COM business listings, third-party travel websites (TripAdvisor, etc.), and owned and social media
Expand photo and video library	Contract with photographers and social media influencers
Storytelling	Solicit cultural and historical stories to develop into marketing-focused content
Publications	Develop earned media press kit Expand guidebook distribution





MONTANA

DEPARTMENT OF COMMERCE

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