

Nominee: InsideMT

Award: Outstanding Tourism Campaign

Statement of Nomination:

InsideMT executed a media campaign funded by a 2015 Tourism Grant. The campaign captured and published 360 video and virtual reality photography of “off the beaten path” cultural, historic and natural spaces across Montana.

InsideMT’s team includes Angela Hammang and Tim Lewis. Angela is a science teacher in Dillon, who spent thousands of hours coordinating photoshoots, photoshopping 360 imagery, and editing virtual tours after her day job and during her summer breaks. Tim Lewis, founder of InsideMT and a graduate student at Montana Tech, dedicated thousands of hours traveling and photographing Montana businesses and tourism destinations.

Some of the tourism destinations InsideMT published virtual realities for are MonDak Heritage Center, Big Hole River, Makoshika State Park, Pompey’s Pillar, Lewis and Clark Caverns, Bannack State Park, World Museum of Mining, First Peoples Buffalo Jump, Miracle of America Museum, Great Plains Dinosaur Museum, Gallatin Pioneer Museum, Zoo Montana, Great Falls River Trails and Parks, Gates of the Mountains, Old Montana Prison, Montana Auto Museum, Museum of the Rockies, Archie Bray Ceramics Institute, St. Helena Cathedral, Beartooth Museum, Clark Chateau, Original Governor’s Mansion, and the Montana Capitol.

Angela and Tim were inspired to apply for the 2015 Tourism Grant after visiting with several museums, parks and historic spaces. They found these locations generally have limited marketing budgets but need this cutting edge technology. Because of the value and utility of these types of projects, InsideMT wishes to expand on their work focusing on education and promotion of the Montana Tourism industry.

Website or relevant link:

<http://www.insidemt.com/>

Website or relevant link:

<http://www.insidemt.com/explore-montana-in-virtual-reality/>

Website or relevant link:

<https://www.facebook.com/InsideMt/>

