

“

If you are willing to be anything to anybody – to surrender your identity and your individuality – no one will have strong feelings about you either way. You won't stand out to anyone and you won't offend anyone. You simply won't matter.

Austin McGhie from Brand is a Four Letter Word

This is a world still worth exploring

You were meant to discover the world. To find hidden waterfalls and lose yourself in skies in which stars sparkle impossibly bright. As children, we are taught stories of explorers. How wonderful it is to become one. Get your guide at [Colorado.com](http://Colorado.com).

**COLORADO**  
COME TO LIFE

Wyoming  
*forever west*

**LOOK BACK  
AND SAY, AT LEAST  
I DIDN'T LEAD  
NO HUMDRUM LIFE.  
ROAM FREE.**

LOWER YELLOWSTONE FALLS [WyomingTourism.org](http://WyomingTourism.org)

The little squiggly lines on the map lead to big squiggly lines on faces.

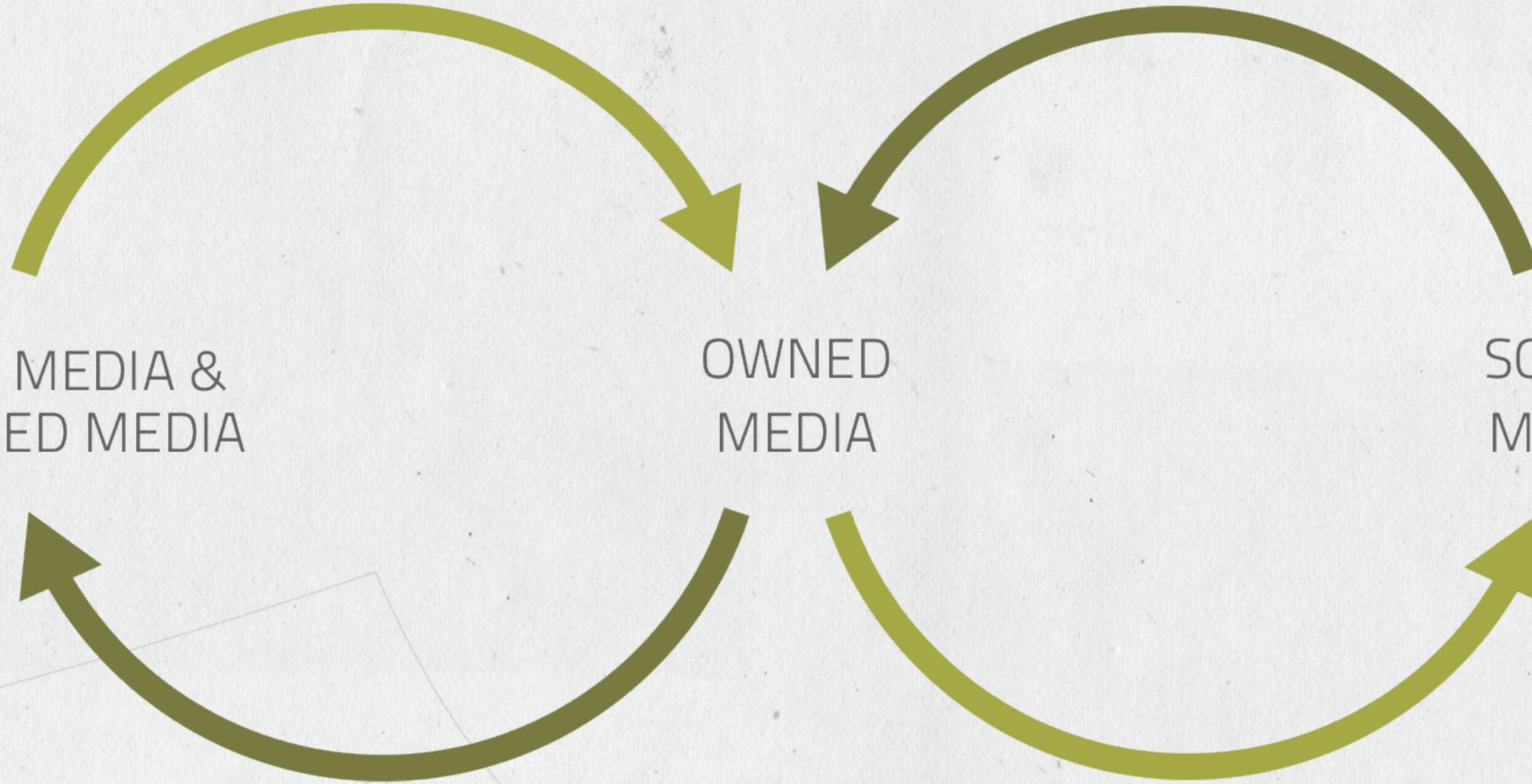
Stretch your imagination further than the average, mainstream getaway. Come to Idaho. Here, you'll get more bang for your vacation buck, to keep you smiling long after your adventure ends. Order a free travel guide and view package deals at [visitidaho.org](http://visitidaho.org) or call 1.800.VISIT.ID.

Adventures in Living  
IDAFIO

PAID MEDIA &  
EARNED MEDIA

OWNED  
MEDIA

SOCIAL  
MEDIA



# Step out of bounds

When travel is good, it transforms us. We embrace a truly remarkable place—its landscape, its people, and its way of being—and we find moments that will only ever happen once. A vista that reveals itself around a bend on a hiking trail or over a rise on the highway. A burger so big it keeps everyone laughing for days after the waitress sets it down. A bear cub that crosses the road right in front of the car. These moments are sometimes unexpected, and not always obvious. But they are powerful, and Montana produces more of them than perhaps any other comparable travel destination. When we come to these moments, we find that we have crossed a line—from existing to alive, from observer to participant, from tourist to traveler. We have stepped Out of Bounds, and returned better off for it.







*step out of bounds*  
MONTANA

NORTH OF THE BEARTOOTH ALL-AMERICAN ROAD | Inspired by climbing legends on the way to Montana's highest summit, Granite Peak.

[STEPOUTOFBOUNDS.COM](http://STEPOUTOFBOUNDS.COM)

*step out of bounds*  
MONTANA



GATEWAY TO YELLOWSTONE NATIONAL PARK | Catching a migration of bison as they cross the steamy Firehole River.

VISITMT.COM



*Step out of bounds*  
**MONTANA**

# Missouri River Country

The story of the Bitter Creek Badlands and Wilderness Study Area, dinosaurs and good burgers.

Bitter Creek Badlands and Wilderness Study Area. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem apatem sequi nesciunt. Ruasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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Get the full story and travel itinerary at [backpacker.com/montana](http://backpacker.com/montana)



Camping on the Bitter Creek Badlands

### My Top Picks

Fort Peck Interpretive Center  
Nemo enim ipsam

Fort Peck Historical Dam  
Nemo enim ipsam

Peck's Rex  
Nemo enim ipsam

Fort Peck Interpretive Center  
Nemo enim ipsam

Fort Peck Historical Dam  
Nemo enim ipsam

Peck's Rex  
Nemo enim ipsam



*step out of bounds*  
**MONTANA**



*step out of bounds*  
**MONTANA**

**GATEWAY TO YELLOWSTONE**

*step out of bounds*  
**MONTANA**

VISITMT.COM

CLEAR CHANNEL

00835





GLACIER NATIONAL PARK

*step out of bounds*  
MONTANA



*Step out of bounds*  
**MONTANA**

VISITMT.COM

CLEAR CHANNEL

00635

*step out of bounds*  
**MONTANA**

VISITMT.COM

CLEAR CHANNEL

10835



CLICK TO EXPAND ▾



*step out of bounds*  
**MONTANA**

step out of bounds



# INTEGRATE & AMPLIFY

Our New Campaign, What's in It for You, and How You Can Help

Tourism Advisory Council Meeting  
February 5, 2013

# INTERNET: Deliverables

- Create [stepoutofbounds.com](http://stepoutofbounds.com) microsite
- Leverage user-generated content
- Integrate campaign into [visitmt.com](http://visitmt.com)

# INTERNET:

## MONTANA

*Step out of bounds*

In Yellowstone National Park, the natural world takes center stage.

Between roaring geysers, massive bison herds, colorful hot pools and stumbling elk calves, three Yellowstone travelers share their favorite Montana moments...

GLACIER | YELLOWSTONE | HIGH PLAINS



Cruise the park's iconic highlights and stay in historic lodging with a front door view of natural wonders.

NATURE. JUST OFF THE ROAD



Hike trails alongside roaring earth and abundant wildlife, pitch a tent under twinkling stars.

INCREDIBLE LANDSCAPES



Backpack through one of the largest intact ecosystems in the northern hemisphere.

RAW. REAL BACKCOUNTRY

# INTERNET:

## MONTANA

GLACIER | YELLOWSTONE | HIGH PLAINS

*Step out of bounds*

In Yellowstone National Park, the natural world takes center stage.

Between roaring geysers, massive bison herds, colorful hot pools and stumbling elk calves, Yellowstone immerses visitors into an otherworldly setting.



The spa at Mammoth Hot Springs...for elk. (Humans, try the Boiling River or Chico Hot Springs, both just down the road.)



You almost can't believe you're still on Earth.



"We had an idea that Yellowstone's geysers were some sort of 'natural fountain' but actually describing the raw geologic experience of being there is almost impossible. You're close to nature in a way my husband and I have never experienced...molten earth is literally bubbling up around you, beautiful rainbow colored pools are everywhere, and yes, water is blasting from the ground. It's like being on another planet, or on Earth 10,000 years ago."

—Heather M.

[LEARN MORE ABOUT YELLOWSTONE](#)

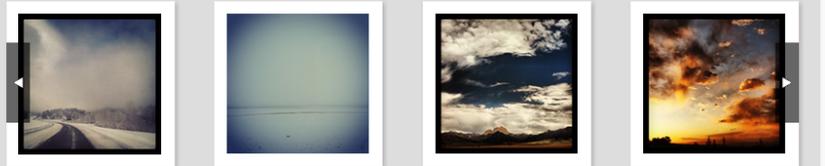
Heather's can't miss places...

- The Boiling River, one of the few places within the park where you can hop in a hot spring
- A stay at one of the area's historic hotels
- A drive up the Paradise Valley, winding up in the art-town of Livingston

[SAVE THIS TRIP TO A BUCKET LIST](#)

#Yellowstone moments from other Montana travelers.

[Share your #MontanaMoment](#)



# INTERNET: Opportunities

- Source existing user generated content
- Encourage Visitor Participation/Engagement

# SOCIAL: Approach

- Create and implement a social media campaign strategy that will capture more repeat visitation and push repeat visitors to less traveled areas
- Foster relationships through MTOT's social media channels to develop curated content and social ambassadors/influencers
- Shape the Montana experience through letting individuals dream, plan, experience and share their "MontanaMoment" through MTOT's social channels
- Integration and engagement of the social campaign on all touch points
- Create a landing page to host all curated content

# The Hashtag

## *#Montanamoment*

- Why it works
  - When you Step Out of Bounds in Montana, you are experiencing a **MOMENT**
  - The word **MOMENT** is a feeling, a state of mind, a space in time, a memory
  - #MontanaMoment = tense neutral and easily used in a sentence
    - Step Out of Bounds: Tag your favorite #MontanaMoment on Twitter or Instagram and your photo could be used in our next ad campaign.

# Curated Content Repository

- Button will point users visiting VisitMT to curated content from fellow travelers
- Repository will:
  - Be an inspirational showcase of those Step Out of Bounds moments shared via social channels; Allows for a deeper dive back to source of content (e.g. Tweet hosted on Twitter) for authenticity
  - Home base for copy/content around future sweepstakes
  - INTERNAL: Be a source for consumer marketing content for future campaigns

# SOCIAL: Deliverables

- The hashtag: #MontanaMoment
- Curated content repository
- Contest of user generated content for future advertising campaign
- Stronger engagement on MTOT social channels

# SOCIAL: Opportunities

- Montana enthusiasts/Brand advocates = Fans into visitors
- Social Media users (potential new audience)
- INTERNAL: Consumer Marketing, Regions, CVBs
  - Real travel stories, real people
  - Share content from MTOT
- What do we want the audience to do?
  - On the site: Interact with content
  - Off the site: use the #hashtag in social channels
  - Internal: Curate Content

# SOCIAL:

*step out of bounds*  
MONTANA

#MontanaMoment

The layout consists of a header banner with the slogan 'step out of bounds MONTANA'. Below the banner is a grid of placeholder boxes for social media content. The grid is organized as follows:

- Row 1: Two small square placeholders, followed by one large square placeholder.
- Row 2: Two small square placeholders, followed by one large square placeholder.
- Row 3: Four small square placeholders.
- Row 4: One small square placeholder, one wide horizontal rectangular placeholder, and one small square placeholder.

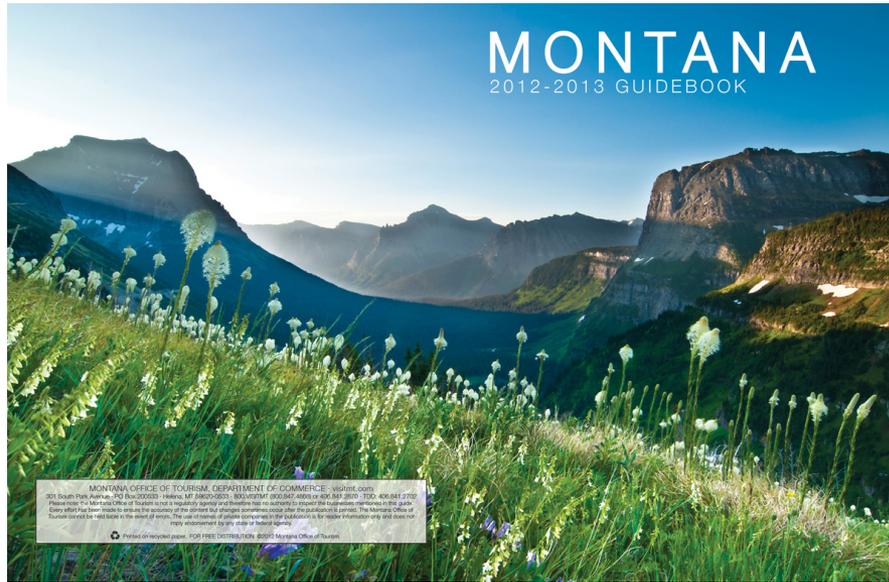
# PUBLICATIONS: Deliverables

- 2013-2014 Montana Guidebook—Step Out of Bounds design elements and imagery.
- Future publications may include publishing travelers' Step Out of Bounds photos and experiences as sidebars to trip itineraries in the Guidebook. Create a photo essay of 'once-in-a-lifetime Montana moments' in the magazine.

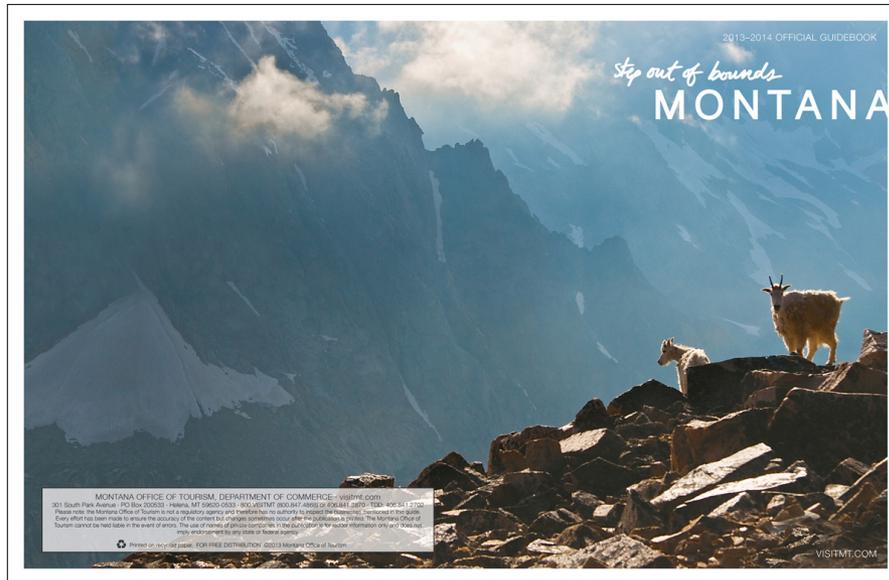
# CHALLENGES:

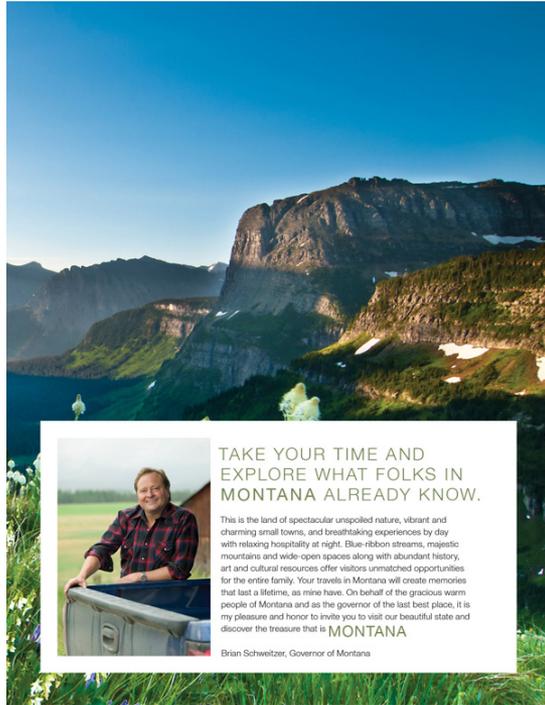
- Short timeline before being on press
- Budget was planned with no major layout changes scheduled
- Step Out of Bounds design elements not fully developed
- Finding imagery that captures that once-in-a-lifetime moment

2012



2013



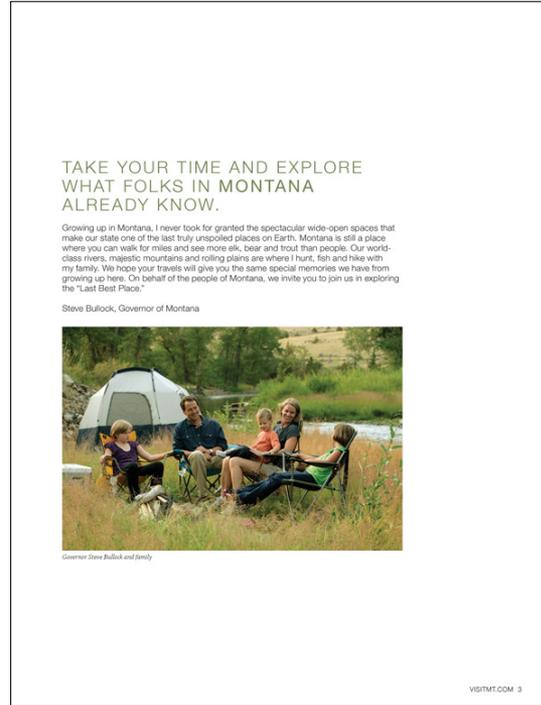


TAKE YOUR TIME AND  
EXPLORE WHAT FOLKS IN  
MONTANA ALREADY KNOW.

This is the land of spectacular unspoiled nature, vibrant and charming small towns, and breathtaking experiences by day with relaxing hospitality at night. Blue-ribbon streams, majestic mountains and wide-open spaces along with abundant history, art and cultural resources offer visitors unmatched opportunities for the entire family. Your travels in Montana will create memories that last a lifetime, as mine have. On behalf of the gracious warm people of Montana and as the governor of the last best place, it is my pleasure and honor to invite you to visit our beautiful state and discover the treasure that is **MONTANA**

Brian Schweitzer, Governor of Montana

2012



TAKE YOUR TIME AND EXPLORE  
WHAT FOLKS IN MONTANA  
ALREADY KNOW.

Growing up in Montana, I never took for granted the spectacular wide-open spaces that make our state one of the last truly unspoiled places on Earth. Montana is still a place where you can walk for miles and see more elk, bear and trout than people. Our world-class rivers, majestic mountains and rolling plains are where I hunt, fish and hike with my family. We hope your travels will give you the same special memories we have from growing up here. On behalf of the people of Montana, we invite you to join us in exploring the "Last Best Place."

Steve Bullock, Governor of Montana

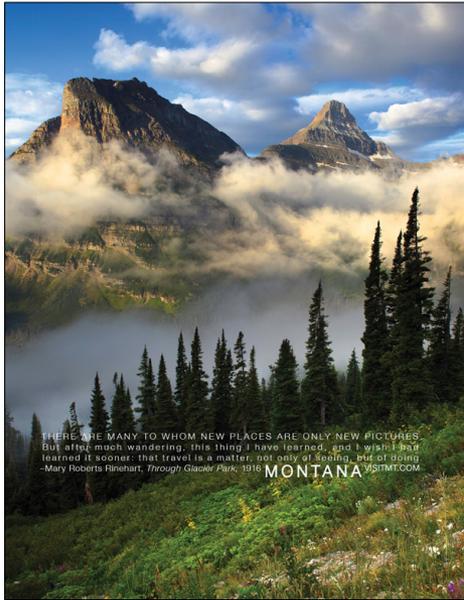


Governor Steve Bullock and family

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2013

2012



THERE ARE MANY TO WHOM NEW PLACES ARE ONLY NEW PICTURES. BUT AFTER MUCH WANDERING, THIS THING I HAVE LEARNED, AND I WISH YOU'D LEARNED IT SOONER: THAT TRAVEL IS A MATTER, NOT ONLY OF SEEING, BUT OF DOING.  
 —Mary Roberts Rinehart, *Through Glacier Park*, 1918

MONTANA VISITMTCOM

## WELCOME TO MONTANA

With more than 84 million acres of land and less than a million residents, Montana boasts more scenic views and wildlife than people. Glacier National Park, with its soaring peaks and Icebergone National Park, with its scuzzing geothermal wonders, draw visitors from all over the world. But Montana's renowned beauty stretches across the state, rewarding those who venture off the beaten path. Paddle the White Cliffs of the Wild and Scenic Missouri River, tour the vast prairie lands of the C.M. Russell National Wildlife Refuge and gaze into the dizzying rock formations of the Bighorn Canyon National Recreation Area to see what we mean. That is, if you aren't already distracted by the state's 24 mountain ranges, acres of national forest and vast wilderness preserves.

But back to those less than a million Montanans. Montana's residents can be found in a handful of small, unexpectedly cultural cities and in the down-home, homegrown gas-station and grain-elevator towns sprinkled in between. With them, you'll find a true sense of hospitality, scrumptious places to eat and ample reasons to raise a glass. People here eagerly share their own version of the good life, whether it's casting a line into the Madison River, peering into petroglyph-painted caves, carving through deep powder or taking into a Baffle party. In fact, you'll find the definition of the good life varies quite a bit in the space from the Gore-lex clad recreation outpost of Whitefish to the rough-riding cowboy town of Miles City.



Left: Glacier National Park, Seven Sages Above. Above: A scenic view of Glacier National Park from the summit of Whitefish Mountain. Right: Miles City, Montana.

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## Step out of bounds. MONTANA

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Left: Miles City, Montana. Right: A scenic view of Glacier National Park, with Whitefish Mountain in the background. Right: Miles City, Montana.

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MONTANA

MONTANA

# 2012



Big Horn National Recreation Area, Montana Pastors Co.

That's why it makes sense to break up your journey to the big state of Montana into regions, and come back often. (That, and the whole \$4 million-acre thing.) Each region offers its own blend of spectacular scenery, intriguing history, and recreation galore, as well as its own unique quirks and specialties, too. Northwest Montana's Glacier Country (p. 24) presents the Montana most first-time visitors need to picture, with spectacular Crown of the Continent panoramas and a laid-back cultural scene. Over at the opposite side of the state, southeast Montana's Custer Country (p. 78) spins tales of modern day to way-back when under its big skies. In north-central Montana's Russell County (p. 46), residents preserve a past from dinosaur days, and in northeast Montana's Missouri



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River Country (p. 86), cultivation melts away into endless unbroken prairie. Mining roots pride is a hallmark of southwest Montana's Gold West County's storied mountain ranges (p. 36), while south-central Montana's Yellowstone Country's (p. 58) namesake attraction vies with a host of other outdoor distractions.

If choosing from six regions seems tricky, try picking from Montana's four seasons. Summer-time festivals, wildflower-hike, and rock-climbing excursions compete with yellow-aspens autumnal full of fly fishing, hunting and squeezing in a last backpacking trip. Come winter, ski trails, cross-country trails, frozen lakes, snowmobile trails, and neighborhood stinks and outdoor types scrambling for their polar fleece... until it all melts into spring, with promises of big whitewater for kayakers, spring hikes for anglers and invigorating hikes for the underdressed. It makes the choice a little easier, though, knowing that some things are a given year-round: historic hotels, captivating museums, homey cafes and mineral hot springs, to name a few.

Really, though, it doesn't matter if you've come in the deep of winter to ski the Rockies or in the height of summer to cast into Fort Peck Reservoir—Montana guarantees you'll go home with stories to tell. So whatever or whenever your bliss, this guide will help you find the best (and some of the best-hidden) ways to find it—with plenty of side adventures. Welcome to Montana.



Manitou Hot Springs, Yellowstone National Park, Adam Jacek

## MONTANA



- Size: 147,138 square miles (4th largest in U.S.)
- Became the 41st state on November 8, 1889
- Population: 988,415
- State Name: From the Latin word *montanum*, which means "mountainous"
- State Bird: Western Meadowlark
- State Flower: Bittersweet
- State Tree: Ponderosa Pine
- National Parks: Two (Yellowstone and Glacier)
- Montana is home to the world's shortest river—the Roe River in Great Falls.
- The highest point in Montana is Granite Peak at 12,799 feet, located in the Beartooth Range.
- Transporter rooms, found at Red Rock Lakes National Wildlife Refuge, are the biggest waterfalls in North America, tipping the scales at 28 years. They raise for life and live up to 30 years.
- 15,000 to 22,000 elk make Yellowstone National Park their winter home. Heavy snow confines them to the lower elevations in the north of the park, so grab your camera.
- No wonder playing the Beartooth Highway takes until late spring—in winter 2011, parts of the highway were bulldozed with up to 25 feet of snow.
- Was Flathead Lake home to its own Loch Ness monster? Perhaps it was until 1965, when a 7.5-foot, 185-pound sturgeon was caught. Don't believe us? It's on display at the Polaris Flathead Historical Museum.
- Finding a warm winter brezza? The weather phenomenon known as a "Chinook" can warm winter AHS 50 degrees in several minutes and melt a foot of snow in a day. Loma, Montana, saw the biggest 24-hour temperature change on record, when a Chinook melted the thermometer from 34 degrees below zero to 49 degrees above zero on January 15, 1972.
- The Continental Divide runs along the crests of the Rocky Mountains right through Montana. Much of the water that flows to the rest of the nation comes from the mountains of Montana.

For more Montana facts visit [visitmt.com/facts](http://visitmt.com/facts).

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# 2013



Upper Missouri River Breaks National Monument, Craig Dargatzis/Montana Pastors Co.

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Black Bear cub, Donald M. Jans

## MONTANA



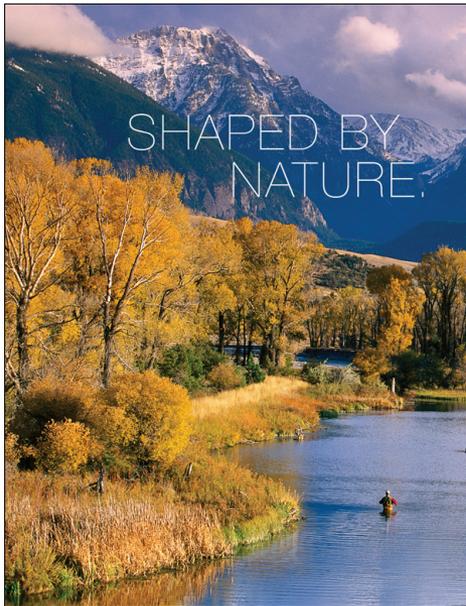
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MONTANA

MONTANA



2012

AN INTERVIEW WITH FLY FISHING GUIDE  
JENNY GROSSENBACHER

Jenny Grossenbacher guides fly fishers, writes books and raises children in Bozeman, Montana. She's been a dancer, a backpacking guide and a grizzly bear researcher. She's surveyed songbirds in the wild Galtwin Flunge south of her home. The woman knows her way around. Recently, she sat down with veteran Montana journalist Scott McMillon to talk about her life in the land of wild bears and wild rivers.



with a gram of fat in it, the type of food the bears need to get them through the winter. They'd roll over big rocks and the moths would just swarm. They'd eat them down and shovel them in.

**SM: That had to be fascinating. But was there a take-home lesson in that work?**  
**JG:** In a way, wild grizzlies and wild rivers are a lot alike. They're so much bigger than you, and not just in size. They both command so much respect and make you pay attention.

**SM: How come you're still living in Montana?**  
**JG:** I grew up in Texas, and in college I joined Up With People, a performing group that toured nine countries and 25 states. When we came to Montana, I just fell in love with it. When I met my husband, Brian, he got me started by fishing. So we came to Montana 20 years ago and we made this life here: fishing, writing, photography, family. Being on the water every day feeds you in a way that most other jobs can't.

**SM: Do you try to help your clients enjoy it as much as you do?**  
**JG:** You just get them in the boat and let them be themselves, share Montana's rivers with them. Sometimes I tease them and tell them to quit looking at the scenery and watch their fly get ready to set the hook. I get to spend time with people who are on vacation, who are happy to be here and are in awe of where I live and what I get to do every day. They always keep it fresh for me, remind me that where I live is a pretty amazing place.

View more Montana stories, including Jenny's, at [visitmt.com/montana-stories](http://visitmt.com/montana-stories).

**Scott McMillon: You've rowed your boat on a lot of fantastic rivers. You've guided Oprah Winfrey for her TV show. What do you consider your home water?**  
**Jenny Grossenbacher:** I love the Yellowstone River, and I'd fish it every day if I could. We work about 125 miles of it, so we're always discovering something new. Since the river alters itself with the flows and the seasons, if you don't fish a certain stretch for a few days, things change by the time you get back to it, and you get to explore it all over again.

**SM: It's a wild river, no doubt about that, and it carries a lot of snowmelt every year. And we've resisted the temptation to tame it with dams.**

**JG:** Amen. I love the wildness of that river. And every spring, after the peak runoff, I get excited to see what's changed. In 15 years of guiding, I've seen favorite runs disappear and whole new channels created. That's part of the magic, all that power and dynamism. It's always an adventure.

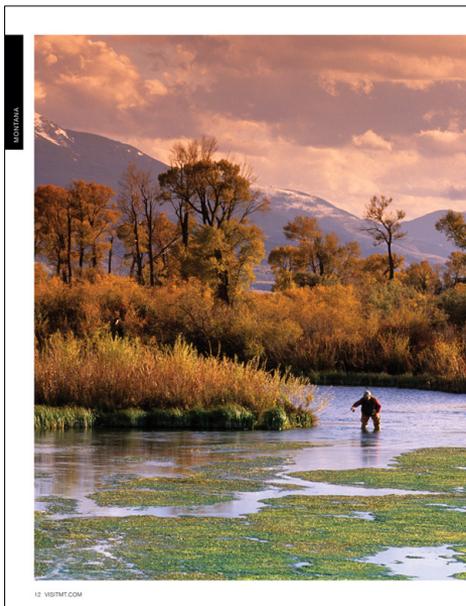
**SM: Speaking of power and dynamism, tell me about your work with grizzly bears.**

**JG:** I worked in Glacier National Park and in Yellowstone, doing backcountry observations to figure out what grizzlies are eating and when. In Glacier, we documented them eating army cutworm moths—as many as 20,000 a day, every moth

YELLOWSTONE NATIONAL PARK

- America's (and the world's) first national park, established in 1872
  - 3,472 square miles (2,231,768 acres), larger than Blue Island and Delaware combined
  - Access from West Yellowstone, Gardiner or Cooke City
  - Approximately 10,000 thermal features
  - Over 300 species
  - Home to 67 species of mammals including grizzlies and bison
  - 950 miles of backcountry trails
- For more information visit [visitmt.com/ynp](http://visitmt.com/ynp).

Left: Fishing along the Yellowstone River in Paradise Valley, Dawn Swanson. Above: Jenny and a Montana brown trout, Brian Grossenbacher. VISITMT.COM 13



2013

AN INTERVIEW WITH  
FLY FISHING GUIDE  
JENNY GROSSENBACHER

Jenny Grossenbacher guides fly fishers, writes books and raises children in Bozeman, Montana. She's been a dancer, a backpacking guide and a grizzly bear researcher. She's surveyed songbirds in the wild Galtwin Flunge south of her home. The woman knows her way around. Recently, she sat down with veteran Montana journalist Scott McMillon to talk about her life in the land of wild bears and wild rivers.

**Scott McMillon: You've rowed your boat on a lot of fantastic rivers. You've even guided Oprah Winfrey for her TV show. What do you consider your home water?**  
**Jenny Grossenbacher:** I love the Yellowstone River, and I'd fish it every day if I could. We work about 125 miles of it, so we're always discovering something new. Since the river alters itself with the flows and the seasons, if you don't fish a certain stretch for a few days, things change by the time you get back to it, and you get to explore it all over again.

**SM: It's a wild river, no doubt about that, and it carries a lot of snowmelt every year. And we've resisted the temptation to tame it with dams.**

**JG:** Amen. I love the wildness of that river. And every spring, after the peak runoff, I get excited to see what's changed. In 15 years of guiding, I've seen favorite runs disappear and whole new channels created. That's part of the magic, all that power and dynamism. It's always an adventure.

**SM: Speaking of power and dynamism, tell me about your work with grizzly bears.**

**JG:** I worked in Glacier National Park and in Yellowstone, doing backcountry observations to figure out what grizzlies are eating and when. In Glacier, we documented them eating army cutworm moths—as many as 20,000 a day, every moth with a gram of fat in it, the type of

food the bears need to get them through the winter. They'd roll over big rocks and the moths would just swarm. They'd eat them down and shovel them in.

YELLOWSTONE NATIONAL PARK

- America's (and the world's) first national park, established in 1872
  - 3,472 square miles (2,231,768 acres), larger than Blue Island and Delaware combined
  - Access from West Yellowstone, Gardiner or Cooke City
  - Approximately 10,000 thermal features
  - Over 300 species
  - Home to 67 species of mammals, including grizzlies and bison
  - Approximately 1,000 miles of backcountry trails
- For more information visit [visitmt.com/ynp](http://visitmt.com/ynp).



Left: Fly-fish along the Yellowstone River in Paradise Valley, Dawn Swanson. Above: Jenny and a Montana brown trout, Brian Grossenbacher.

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# 2012



Bison in Yellowstone National Park, Dawn Gustave

## YELLOWSTONE AREA SUMMER ITINERARY SUGGESTIONS

There aren't enough pages in this guidebook to list all the adventures you could track down around Yellowstone National Park, but we do have a few ideas to get you started. For even more options, visit the following links: [www.visitmont.com/yell](http://www.visitmont.com/yell) [www.visitmont.com/yell](http://www.visitmont.com/yell)

### ONE DAY

- Take a quick, quintessential tour of Yellowstone National Park.
- Head into the park from West Yellowstone or Gardiner and drive the classic loop to Old Faithful, Lake, Canyon and Norris Geysers Basin.
- Witness an iconic Yellowstone sight: an Old Faithful eruption.
- Cruise the wildlife-bitten Lamar Valley and set up your telephoto lens for bison, antelope and the occasional wolf. Wind up in Silver

Gate and Cooke City in time for dinner and cabin accommodations.

• Spend a day strolling (and eating) in Bozeman's hip downtown, adding the Museum of the Rockies and the Emerson Center for Arts and Culture, too. Or forget culture altogether and immerse yourself in nature instead on one of the area's innumerable trails.

• Wander around arty cowboy town Livingston, stopping by the Livingston Depot Center and the Livingston Center for Art and Culture.

- Witness the sobering sight of Quake Lake, where a 1959 earthquake triggered a massive landslide of about 80 million tons of rock.
- Drive the exceptionally scenic Beartooth All-American Road.
- Whitewater raft on the Gallatin or Yellowstone Rivers.
- Cast a line into pristine rivers, lakes and streams.
- Hit Big Sky to mountain bike, hike or ride a zipline.
- Spend the day soaking at Chico Hot Springs, dining on organic fare,

soaping out Old Chico and cozying up in the historic lodgings.

### THREE DAYS

• Begin in Bozeman, with breakfast at one of the many local cafes. That should give you just a taste of one of the area's trails—for an easy hike, mosey up Healy Hill, for a quasi-bonnet, go up to the highest point in the Bridges by Hiking Sacagawea Trail. Spend the afternoon gallery hopping and window shopping downtown, then take in a play, opera or concert in the evening. On day two, head over to Livingston, stopping at the Montana Grizzly Encounter on route and checking out the galleries afterwards. Continue south for a pretty sunset drive through the Paradise Valley and an evening soak and stay at Chico Hot Springs or a down-home concert and cabin stay at Pine Creek Lodge and Cafe. On your last day, check out the Redwood Forest at Tom Miner Basin, cast into the Yellowstone River, organize a whitewater trip or do a little bouldering at Yankee Jim Canyon before retracing your steps back through Livingston to Bozeman.

• Launch a Yellowstone adventure from West Yellowstone, soaping up to the Norris Geysers Basin, down to the

Fountain Paint Pots, past Lone Star Geysers and out to Grant Village for the night. The next day, walk up to a boat tour on Yellowstone Lake, then

spend the afternoon looking for wildlife in the Hayden Valley and camping out at Canyon Village. Spend the next day marvelling at the Grand Canyon



Map provided for general information only. Consult the official National Geographic Trail for accurate and detailed information.

of the Yellowstone and its waterfalls before looping out through Cooke City or Gardiner, or back through West Yellowstone.

• Kick off your day with coffee and a French pastry in Reed Lodge, then do a little gallery hopping before getting down to business: taking on the Beartooth All-American Road. Spend the afternoon gazing at the scenery up to the plateau, then claim your campsite at one of the many options at 10,000-plus feet. Burn the rest of your daylight hiking one of the top-of-the-world trails around the plateau before cozying up to a crackling campfire. On day two, bid the plateau adieu with a morning hike, then make your way over the western descent, breaking up the drive with stops like the ever-changing rock and water playground of Grays Creek. Fall into Cooke City in time for the sunset, then awake to spend day three taking a whitewater tour through Yellowstone before embarking on your next adventure.

• Spend three days backpacking the mountains in the area, or rent a Forest Service cabin as a home base for an outdoor getaway.

### FIVE DAYS

• Wake up to a big breakfast in Gallatin Gateway, then head south into the scenic Gallatin Canyon. En route, stop for hiking, fishing, whitewater rafting and rock climbing before winding up in Big Sky in time for dinner and a brewery stop. Spend day two in Big Sky, where you can rent bikes, ride scenic chairlifts, play on ziplines, surf and hit the spa. Get an early start on day three to head down to West Yellowstone, camping for your park excursion at the Yellowstone Historic Center, Inna Theatre and Grizzly and Wolf Discovery Center. Spend day four and five exploring the park, ending at the Boiling River to cap off the trip with a soak.

• Push pause on your real life for five days, backpacking through the greater Yellowstone area and into Yellowstone National Park, or one of the national forests. Backcountry permits are required in some areas, so check with ranger stations or visitor information centers for details.

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# 2013



Bison in Yellowstone National Park, Day (Dawn) Gustave

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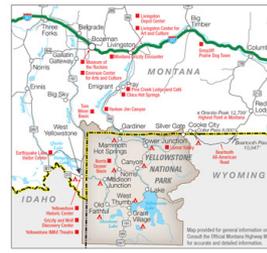
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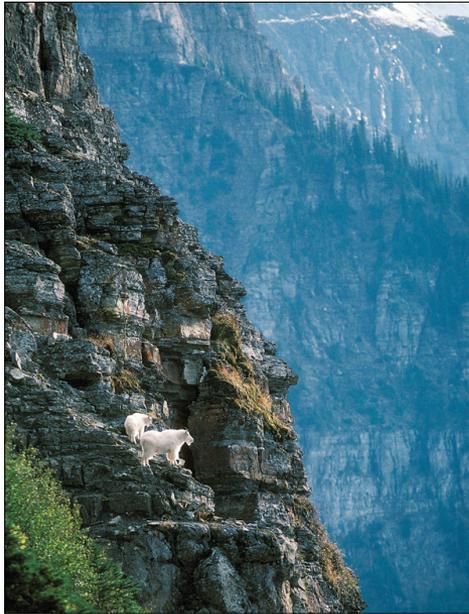
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2012



## GLACIER COUNTRY

NORTHWEST MONTANA · [www.glaciermt.com](http://www.glaciermt.com) · 800.338.5072

Glacier Country is the Montana that people who have never been to Montana tend to envision—woody, with alpine lakes and towering mountain panoramas, wild, with bison, beaver and huckleberries galore. Glacier National Park, the quintessential postcard snap, does nothing to dispel this notion, while areas like the Slesley-Sloan, the Bitterroot Valley and the National Bison Range in Missoua only bolster the region's majestic reputation.

There's no shortage of ways to soak up all this grandeur, either. For starters, you'll see plenty just through your car windows, or, to shake the distraction of driving, the viewing car of America's Empire Builder line. For a little recreation with your scenery, raft trips, horseback trail rides, bike paths, snowmobile trips, cross-country outings and downhill ski days all guarantee views and wildlife sightings. You can even put a few major dents in your bucket list here—tracking untouched powder on a backcountry snowcat adventure or gazing at high-altitude panoramas from a hot air balloon.

While your overworked camera recharges, hit Missoula, where gourmet eateries, farmers markets and chocolatiers mingle with cowboy bars and hunting supply stores. Or roll into Bigfork for gourmet cuisine, art galleries and golf. Whether you snowmobile or skinny-ski, eat sushi or bison burgers, smell microbrews or local wines, Glacier Country tends to feel like the Montana you've always imagined: often homegrown, occasionally cosmopolitan and always beautiful.

### AT A GLANCE



- Clearing the snow-laden Going-to-the-Sun Road in Glacier National Park is a serious effort: sometimes must battle the "Big Ditch," up to 58 feet deep.
- While many of the roadways are closed, Glacier National Park is open year-round. Experience the park's most untrammeled season on touring its cross-country alps and snowcubes.
- Every horse in A Carousel for Missoula in Caras Park is hand-carved, and each horse has its own backstory.
- The Bitterroot Valley is named for the Bitterroot River found there, the roots of which were once a staple food for Flathead Indians. Now, it's Montana's official state flower.
- Kootenai Falls, near Libby, is one of the largest free-flowing waterfalls in the northwestern U.S.
- The town of Hungry Horse was named for two logging horses, Tex and Jerry, who wandered off in 1900—and lived to be found a month later, hungry for alive.

For more information visit [glaciermt.com](http://glaciermt.com) or call 800.338.5072.

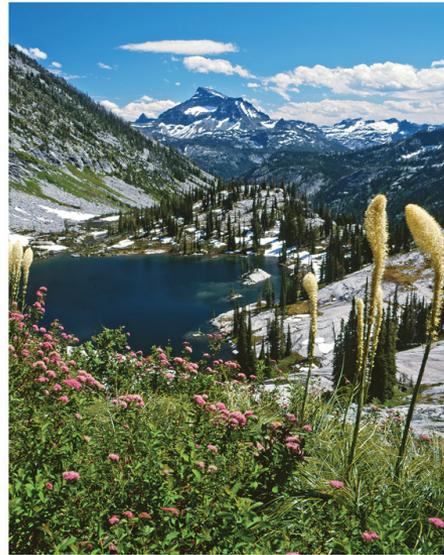


Left: Mountain goats, Glacier National Park, Nelson Foster. Above: Bighorn sheep, © Mary Lark, Glacier National Park, Tony Payne

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2013



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Left: Larkspur flowers in the Bitterroot Valley, © Matt Lagerstrom. Above: Mountain goats, Glacier National Park, Neil Sherman/Alpine Production, Inc.

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GLACIER COUNTRY

# PUBLICATIONS: Opportunities

- 2014-2015 Montana Guidebook—Regional and CVB directors, tourism partners submit Step Out of Bounds content and photos generated via direct mail/letters, emails, tweets and social media posts.
- Solicit once-in-a-lifetime moments travelers have encountered while in Montana with the understanding their submissions may get selected for MTOT marketing.

# PUBLICITY: Deliverables

- Individual/group press trips
- e-Blasts
- Pitching & Hosting
- Photography
- Press clips
- Internal blogging
- Maintenance/development of pressroom content

# PUBLICITY: Opportunities

- Alert us to new and interesting “gems” in your area
- Provide logistical and financial assistance for hosting media
- Provide content for internal blogging, pressroom, e-blasts

# VIC'S: Deliverables

- Deliverable 1: create posters of the campaign ads for display in the state supported Visitor Information Centers
- Deliverable 2: update the 2013 rest area kiosk information sheets content and regional name changes

# VIC'S: Opportunities

- Regions provide provide information and updates for the kiosk sheets

# INTERNATIONAL: Deliverables

- Crowd sourced video of international visitors speaking in their language about Montana for the website
- Translated Montana guidebooks for the international trade and consumer

# INTERNATIONAL: Opportunities

- Video's can be filmed at international events such as the Mega Fam and RMI Round Up when taking place in Montana; the area(s) hosting these events can assist with content, distributing finished product, integrating the campaign theme
- Content for guidebook is revised from the Montana Guidebook; regions and CVB's can assist in distribution and spreading the word.

# DELIVERABLES & OPPORTUNITIES

- stepoutofbounds.com microsite
  - User-generated content
  - Campaign promotion on visitmt.com
  - #MontanaMoment
  - Curated content repository for #MontanaMoment content
  - Contest of user generated content for future advertising campaign
  - Stronger engagement on MTOT social channels
  - 2013-2014 Montana Guidebook
  - Individual/group press trips
  - e-Blasts
  - Pitching & Hosting media
  - Photography
  - Press clips
  - Internal blogging
  - Maintenance/development of pressroom content
  - Posters of the campaign creative
  - Rest area kiosk information
  - Crowd-sourced video of international visitors speaking in their language
  - Translated Montana guidebooks for the international markets
- Source and share existing user generated content
  - Encourage Visitor Participation/Engagement
  - Solicit once-in-a-lifetime moments travelers have encountered while in Montana with the understanding their submissions may get selected for MTOT marketing
  - Alert us to new and interesting “gems” in your area
  - Receive logistical and financial assistance for hosting media
  - Provide content for internal blogging, pressroom, e-blasts
  - Regions provide information and updates for the kiosk sheets
  - Videos at international events such as the Mega Fam and RMI Round Up taking place in Montana; the area(s) hosting these events can assist with content, distributing finished product, integrating the campaign theme
  - Assist in distribution and spreading the word of new domestic and international collateral



# QUESTIONS

- What is most interesting/useful for your destination marketing efforts?
- How can you use it?
- How can MTOT help?



THANK YOU.