

# MToT's Online Business Resource Tool

Giving business more opportunity

# Vision

- A guide for our visitors
- Trusted source of recommendations
- Highest value and quality
- Support a Montana vacation and travel experience

# Situation

- Surveyed via mail with paper forms
- Manual data entry
- Telephone follow up
- Inefficient
- Costly
- Businesses wanted an online solution

# Business Online Resource Tool

- MToT created a self service tool
  - + Manage all listing information
  - + Via online web tool
  - + Adding social media links
  - + Photos

# Business Online Resource Tool

The screenshot shows a web browser window with a menu bar (File, Edit, View, Favorites, Tools, Help) and a header for the Montana Office of Tourism Listings. Below the header is a navigation bar with four buttons: CLAIM A LISTING, FINALIZE A CLAIM, EDIT MY LISTINGS, and CREATE NEW LISTING. The main content area is titled 'TOURISM INDUSTRY ACCESS' and features a 'SUPPORT CENTER' section. The support center text explains that the office has updated its system to allow authorized business representatives to update their information online. It lists several websites where listings are managed: VisitMT.com, M.VisitMT.com, SkiMT.com, and WinterMT.com. A 'PLEASE NOTE' box states that only paper-based survey forms will be accepted upon request. A 'TO START:' section provides instructions for new users to create an account and for existing users to log in, with corresponding 'CREATE IT NOW' and 'LOG IN' buttons. A final 'PLEASE NOTE' at the bottom states that all new and existing listing updates will be reviewed and approved by the office's staff before appearing on the listed websites.

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**MONTANA**  
OFFICE OF TOURISM LISTINGS

CLAIM A LISTING FINALIZE A CLAIM EDIT MY LISTINGS CREATE NEW LISTING

 **TOURISM INDUSTRY ACCESS**

**SUPPORT CENTER**

The Montana Office of Tourism has updated how we collect and store information about Montana tourism related businesses, attractions, and events. We now allow authorized business representatives to update their information online via a web browser.

Here you can manage all the information for any businesses you currently have listed on VisitMT.com, M.VisitMT.com, SkiMT.com or WinterMT.com, and create new listings for tourism related businesses, attractions and events.

**PLEASE NOTE:**The Office of Tourism will now only send paper based survey forms upon request.

**TO START:**

First you must create a user account with Montana's ePass system.

**CREATE IT NOW**

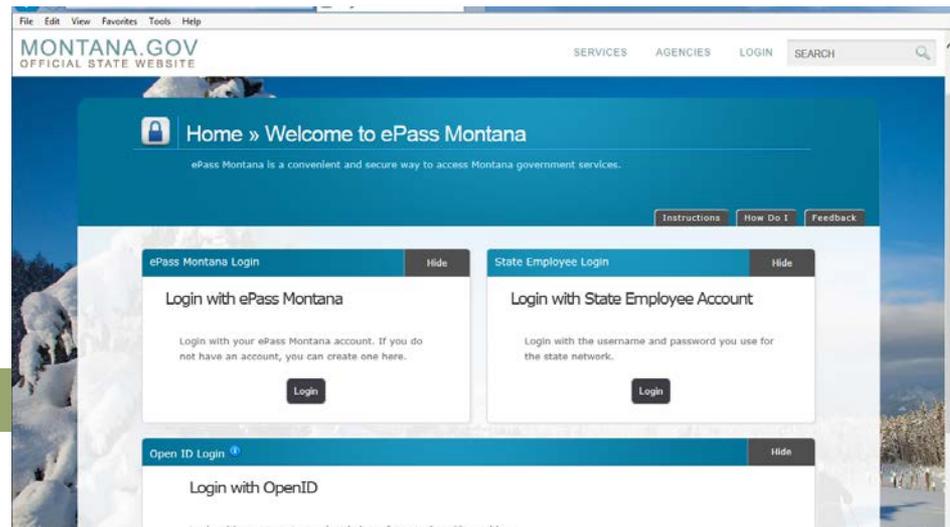
I already have one, log me in.

**LOG IN**

**PLEASE NOTE:** All new listing and existing listing updates will be reviewed and approved by the Office of Tourism's staff before the changes appear on VisitMT.com, M.VisitMT.com, WinterMT.com or SkiMT.com.

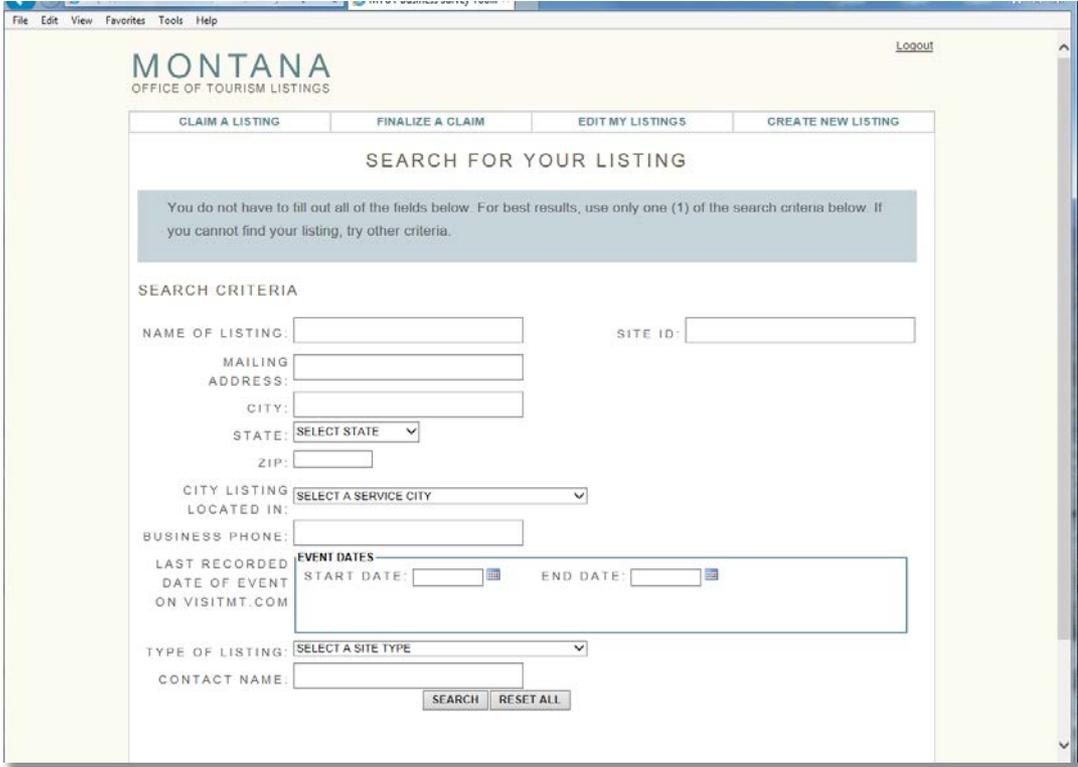
# Process

- An authorized business representative would begin the process by accessing <http://business.visitmt.com>
- Where they would create a login through the Montana ePass system.



# Process

- Claim a listing



The screenshot displays a web browser window with the title "MONTANA OFFICE OF TOURISM LISTINGS". The page features a navigation menu with four options: "CLAIM A LISTING", "FINALIZE A CLAIM", "EDIT MY LISTINGS", and "CREATE NEW LISTING". Below the menu is a section titled "SEARCH FOR YOUR LISTING" with a sub-header "SEARCH CRITERIA". A grey box contains the text: "You do not have to fill out all of the fields below. For best results, use only one (1) of the search criteria below. If you cannot find your listing, try other criteria." The search form includes the following fields: "NAME OF LISTING:" (text input), "Mailing ADDRESS:" (text input), "CITY:" (text input), "STATE:" (dropdown menu with "SELECT STATE" selected), "ZIP:" (text input), "SITE ID:" (text input), "CITY LISTING LOCATED IN:" (dropdown menu with "SELECT A SERVICE CITY" selected), "BUSINESS PHONE:" (text input), "EVENT DATES" section with "START DATE:" and "END DATE:" (calendar pickers), "TYPE OF LISTING:" (dropdown menu with "SELECT A SITE TYPE" selected), and "CONTACT NAME:" (text input). At the bottom of the form are "SEARCH" and "RESET ALL" buttons.

# Process

- Search by
  - + Site ID number
  - + Business Name
  - + Address
  - + Or any other field

The screenshot shows a web browser window with the title "MONTANA OFFICE OF TOURISM LISTINGS". The browser's menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The page has a light green header with the "MONTANA OFFICE OF TOURISM LISTINGS" logo. Below the header are three navigation tabs: "CLAIM A LISTING", "FINALIZE A CLAIM", and "EDIT MY LISTINGS". The main content area is titled "SEARCH FOR YOUR LISTING" and contains a grey box with the text: "You do not have to fill out all of the fields below. For best results, use only one (1) you cannot find your listing, try other criteria." Below this is the "SEARCH CRITERIA" section, which includes the following fields and options:

- NAME OF LISTING:
- SITE ID:
- MAILING ADDRESS:
- CITY:
- STATE:
- ZIP:
- CITY LISTING LOCATED IN:
- BUSINESS PHONE:
- LAST RECORDED DATE OF EVENT ON VISITMT.COM:
- EVENT DATES: START DATE:  END DATE:
- TYPE OF LISTING:
- CONTACT NAME:

At the bottom right of the search criteria section are two buttons: "SEARCH" and "RESET ALL".

# Search Results

- Click on site name
- Sends a confirmation email with code.
- Secure

The screenshot shows the Montana Office of Tourism Listings website. At the top, there is a navigation menu with 'File', 'Edit', 'View', 'Favorites', 'Tools', and 'Help'. The main header features the 'MONTANA OFFICE OF TOURISM LISTINGS' logo and a 'Logout' link. Below the header is a navigation bar with four buttons: 'CLAIM A LISTING', 'FINALIZE A CLAIM', 'EDIT MY LISTINGS', and 'CREATE NEW LISTING'. The main content area is titled 'SEARCH RESULT' and displays 'Number of listings found: 1'. A table with the following data is shown:

SITE NAME	SERVICE CITY	PRIMARY SITE TYPE	EMAIL	BUSINESS PHONE 1
<a href="#">Slippery Ann Wildlife Viewing Area</a>	LEWISTOWN	WILDLIFE REFUGE		406-538-8706

At the bottom of the page, there is a footer with the following information:

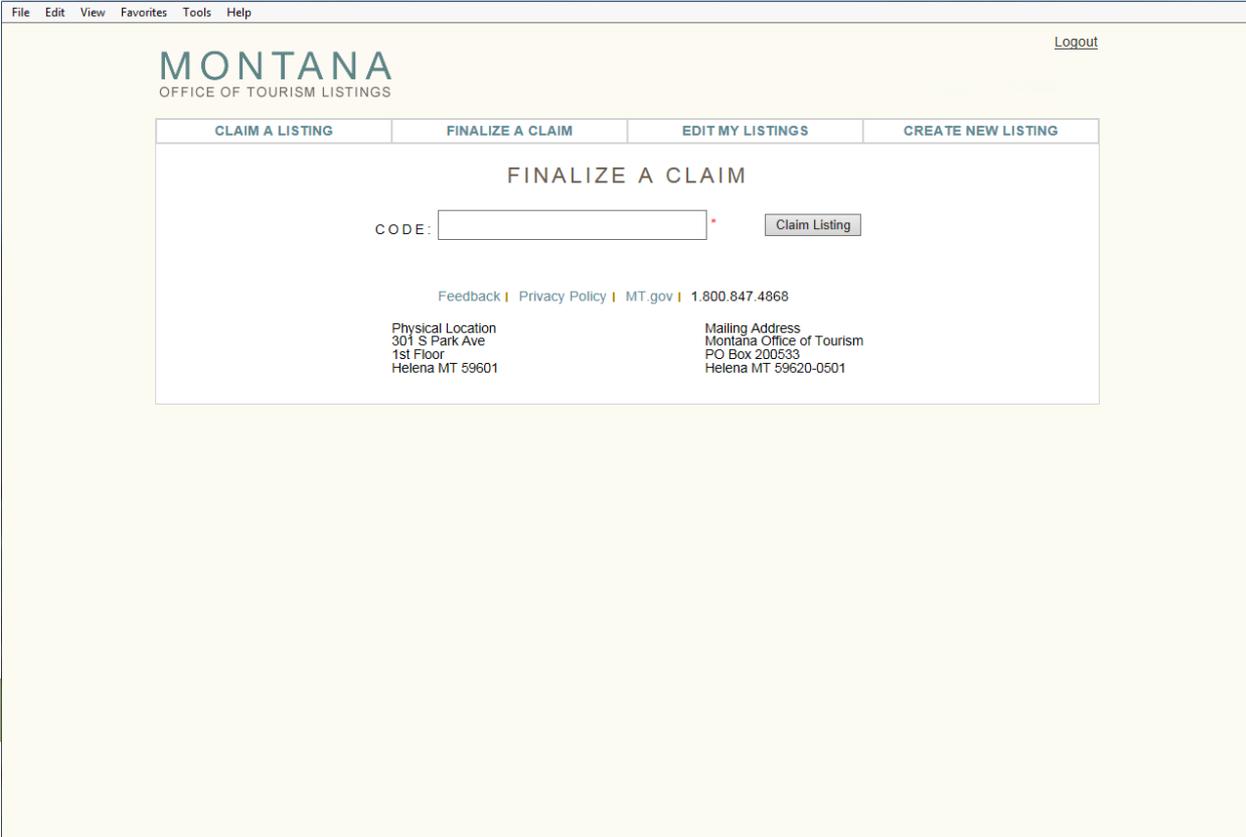
Feedback | Privacy Policy | MT.gov | 1.800.847.4868

Physical Location  
301 S Park Ave  
1st Floor  
Helena MT 59601

Mailing Address  
Montana Office of Tourism  
PO Box 200533  
Helena MT 59620-0501

# Finalize Claim

- Email links directly to a form
- Enter the provided code



The screenshot shows a web browser window with a menu bar (File, Edit, View, Favorites, Tools, Help) and a 'Logout' link in the top right. The main content area features the 'MONTANA OFFICE OF TOURISM LISTINGS' logo and a navigation bar with four tabs: 'CLAIM A LISTING', 'FINALIZE A CLAIM', 'EDIT MY LISTINGS', and 'CREATE NEW LISTING'. The 'FINALIZE A CLAIM' tab is active, displaying a form with the title 'FINALIZE A CLAIM'. The form contains a 'CODE:' label, a text input field, and a 'Claim Listing' button. Below the form, there is a footer with links for 'Feedback', 'Privacy Policy', 'MT.gov', and '1.800.847.4868'. At the bottom of the page, there are two columns of contact information: 'Physical Location' (301 S Park Ave, 1st Floor, Helena MT 59601) and 'Mailing Address' (Montana Office of Tourism, PO Box 200533, Helena MT 59620-0501). A green banner with the word 'MONTANA' in white capital letters is positioned at the bottom left of the slide.

# Edit Listing

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## EDITING LISTING

Link Listing (Click to show/hide)  
Historic/Inactive Comments (Click to show/hide)  
Business Representative Information (Click to show/hide)  
Change Listing Survey Type (Click to show/hide)

Display listing as: HOTEL/MOTEL SURVEY Show Transactions 

### HOTEL/MOTEL SURVEY

Site Id: 16676  
Service City: KALISPELL \*  
Tourism Region: GLACIER

Vacation Planner Type:

<input type="checkbox"/> BED AND BREAKFAST	<input type="checkbox"/> GUEST RANCH	<input type="checkbox"/> PUBLIC CAMPGROUND
<input type="checkbox"/> CABIN	<input type="checkbox"/> HOSTEL	<input type="checkbox"/> RESORT
<input type="checkbox"/> CAMPGROUND	<input type="checkbox"/> HOT SPRINGS	<input type="checkbox"/> SPECIAL INTEREST
<input type="checkbox"/> CAR RENTAL	<input type="checkbox"/> LODGE	<input type="checkbox"/> VACATION HOME
<input type="checkbox"/> CHAMBER OF COMMERCE	<input checked="" type="checkbox"/> MOTEL	<input type="checkbox"/> VACATION PLANNING ASSISTANCE
<input type="checkbox"/> CONDOMINIUM	<input type="checkbox"/> OUTFITTER\GUIDE	<input type="checkbox"/> WAGON TRAIN\CATTLE DRIVE

Special Promotions Indicator

#### HOTEL/MOTEL INFORMATION 16676

Hotel/Motel Name: Holiday Inn Express \*  
Owner: \*Either Owner or manager, or both should exist  
Manager: Brandon Peterson \*  
Service City: KALISPELL  
Indian Reservation: 111  
Media Calendar:

#### HOTEL/MOTEL MAILING ADDRESS

Address: 275 Treeline Road \*  
Zip Code: 59901 \*  
City: KALISPELL \*

# Edit Listing

- Quarterly email reminders
- Required annual review
- De-activated if not annually updated
- Email notification of de-activation
- Can be re-activated
- Letter sent by regular mail if no email

# Features

- Editing map pin on Google Map

Address	<input type="text" value="275 Treeline Road"/>
Zip Code	<input type="text" value="59901"/>
City	<input type="text" value="KALISPELL"/>
State	<input type="text" value="MONTANA"/>
Map	<input type="text" value="11"/>
Latitude	<input type="text" value="48.201414"/>
Longitude	<input type="text" value="114.32202"/>



Map data ©2014 Google Terms of Use Report a map error

\*Mouse over map for instructions

License Holder	<input type="text"/>
Contact Address	<input type="text"/>
Contact Person	<input type="text"/>

MONTANA

# Features

- Include Social Media Links

ADDITIONAL INFORMATION	
Business Phone	406-755-7405 *
Toll Free Phone	XXX-XXX-XXXX
Alternate Phone	XXX-XXX-XXXX
Fax	406-755-7544
Email Address	bpeterson@impressguest.com
Web Address Http://	http://www.impressguest.com
Facebook Profile..	http://www.facebook.com/pages/Holiday-Inn-Express/1082128
Twitter Feed.:	http(s)://
Featured YouTube Video.:	http(s)://
Flickr Photstream	http(s)://
Book Now	http(s)://
Book Inquiry	http(s)://

# Features

- Updating & adding new photos

Listing Management System - Image Tool -- Webpage Dialog

EDIT IMAGE META DATA FOR SITE 16676. PLEASE PROVIDE UP TO SIX IMAGES TO ENHANCE YOUR LISTING.

Click Edit to edit the values of the item.

		
File Name: 26610h.jpg	File Name: 26611h.jpg	File Name: 26612h.jpg
Is Default: <input checked="" type="checkbox"/>	Is Default: <input type="checkbox"/>	Is Default: <input type="checkbox"/>
Small Height: 123	Small Height: 123	Small Height: 123
Small Width: 194	Small Width: 194	Small Width: 194
Large Height: 257	Large Height: 257	Large Height: 257
Large Width: 406	Large Width: 406	Large Width: 406
Description: exterior	Description: pool	Description: room
Winter Default: <input type="checkbox"/>	Winter Default: <input type="checkbox"/>	Winter Default: <input type="checkbox"/>
Picture Order: 1	Picture Order: 2	Picture Order: 3
<a href="#">Edit</a>	<a href="#">Edit</a>	<a href="#">Edit</a>

MONTANA

# Summary

- Free, unlimited access to update listings
- Allows MTOT staff time to source additional content
- Avoid consumer frustration
- Accurate concise information
- Build reputation as the trusted source