

“It’s Time” – to check out
the new visitmt.com

Travel Planning Is Incremental

“Five minutes here, two minutes there, and I booked a trip without taking a huge, long chunk of time to plan everything.”

-Ipsos HearWatchSay Community, 2013

65%

of online searches begin on a smartphone

~60%

later continue via their desktops/ laptops at the office or at home

Ipsos HearWatchSay Community, 2013
HeBS/Forrester, 2014

MONTANA

Engaging Content Influences



CASE STUDY

Overall Growth
*online video viewership
in travel planning*

2013
51% > 2012
45%

60% DREAM

*"Inspired me to think
about planning a trip"*

49% PLAN

*"Drove me to visit the
advertiser's site"*

58% BUY

*"Influenced where I
decided to travel"*

MONTANA

3/23/2015

Goals

- Encourage exploration with real stories
- Inspire with destinations
- Activate with interests/activities
- Validate with social
- Respond to context

Partners

- We're in this together!
- Focus on photography
- Update @ business.visitmt.com

Experience It For Yourself

<http://visitmt.com>