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**WHERE THE LOCALS GO  
‘It’s Time’  
2015- 2016 Plan**

**PROJECT SUMMARY**

NationalGeographic.com will enhance the Where the Locals Go editorial hub by introducing new content in 2015 - 2016 that will continue to raise awareness for Montana and its attractions as a priority vacation destination in the USA. Aligning with Montana’s new messaging, *It’s Time*, National Geographic.com will create unique travel itineraries that will bring the concept of traveling to Montana more actionable.

The new content will highlight the best road trips to drive in Montana including photo galleries, road trip itineraries, an interactive map pinning the driving routes, and a video.

NationalGeographic.com will roll-out new Montana content to launch April 1<sup>st</sup> which specifically targets summer travel. Additional content will continue to roll out in summer and into the fall 2015. The content can be found here: <http://travel.nationalgeographic.com/travel/local-montana/>

**EDITORIAL CONTENT OVERVIEW AND TIMING 2015-2016**

**SPRING 2015: Updated Summer Content  
April – June 2015**

**April 1: Where the Locals Go Montana Summer**

NationalGeographic.com will unveil a newly updated Where the Locals Go landing page with an emphasis on summer travel. Main photos in the dynamic lead will all be replaced with supporting titles for summer attractions.

**SUMMER 2015 LAUNCH: Ultimate Road Trips  
September 2015**

**July 15 – September 30: Montana’s Ultimate Road Trips**

NationalGeographic.com will produce a total of eight newly designed road-trip itineraries that launch in September. The road trips will feature all tourism regions and all seasons.