

## Appendix A: Guidance for Small Businesses & Organizations

The 2013-2017 Montana Tourism and Recreation Strategic Plan is written for all tourism stakeholders, including the small businesses and organizations that deliver the Montana visitor experience. Almost every Strategic Action has recommended tactics for the small business or organization. The following checklist will help the small, frontline stakeholder navigate the Strategic Plan by pulling out priority activities and referencing the Strategic Actions that address them.

- o **Monitor and respond to “electronic word-of-mouth”, e.g. online review ratings, reviews, and social media mentions.**

Strategic Action 5.5. Manage and leverage electronic word-of-mouth.

Strategic Action 4.3. Stay current with social media tools for effective interaction and relationship building with visitors.

Strategic Action 4.2. Design online and mobile communication tools to meet the evolving needs of visitors.

- o **Make full use of official tourism websites to attract customers by providing up-to-date information to MTOT and to your Tourism Region and CVB.**

Strategic Action 4.2. Design online and mobile communication tools to meet the evolving needs of visitors.

Strategic Action 5.1. Strengthen strategic guidance, communication, and coordination of the Montana tourism industry.

- o **Encourage and train staff to provide outstanding professional and courteous service.**

Strategic Action 5.2. Improve skills, knowledge, and professionalism of tourism stakeholders.

- o **Keep business or organization website up to date, informative, and enjoyable.**

Strategic Action 4.2. Design online and mobile communication tools to meet the evolving needs of visitors.

Strategic Action 3.4. Build excitement about Montana among niche market enthusiasts.

- o **Consider offering online transactions (e.g. booking, ticketing).**

Strategic Action 4.2. Design online and mobile communication tools to meet the evolving needs of visitors.

- o **Ensure that essential information and website functions can be accessed via mobile device.**

Strategic Action 4.2. Design online and mobile communication tools to meet the evolving needs of visitors.

- **Provide visitors with suggestions for other activities, attractions, and experiences in the area.**
  - Strategic Action 3.2. Present a balanced and cohesive visitor experience in all marketing and visitor information.
  - Strategic Action 3.1. Present each town in the context of its surroundings.
- **Use local or Montana products – let visitors know, and let the community know.**
  - Strategic Action 2.5. Support local and Montana products and businesses to build economically vibrant towns.
  - Strategic Action 5.10. Carry out public and media relations to build respect for the tourism industry.
- **If seasonal, coordinate seasonal opening/closing with other area tourism providers.**
  - Strategic Action 2.7. Expand tourism seasons through local coordination.
- **Interact online with key communities of potential customers.**
  - Strategic Action 5.6. Make Montana tourism a leader in online community marketing and customer advocacy.
  - Strategic Action 3.4. Build excitement about Montana among niche markets enthusiasts.
  - Strategic Action 4.3. Stay current with social media tools for effective interaction and relationship building with visitors.
- **Implement or lead curb appeal improvements in the community.**
  - Strategic Action 2.4. Improve curb appeal of towns.
- **Participate actively in the local, Regional, and state tourism communities.**
  - Strategic Action 5.1. Strengthen strategic guidance, communication, and coordination of the tourism industry.
  - Strategic Action 5.2. Improve skills, knowledge, and professionalism of tourism stakeholders.
  - Strategic Action 5.3. Expand distribution and use of key insights from research and analysis.
  - Strategic Action 5.4. Make Montana tourism seamless and borderless.
  - Strategic Action 1.4. Participate in planning processes for public lands management.
  - Strategic Action 2.8. Address the short- to long-term effects of the Bakken oil boom for tourism.
- **Address the short- and long-term impacts of the Bakken oil field, and tap the potential tourism market of the oil field population.**
  - Strategic Action 2.8. Address the short- to long-term effects of the Bakken oil boom for tourism.