

#### **4.4. Provide printed materials that are useful to the visitor and cost effective for the marketing organization**

This Strategic Action strengthens Montana's tourism marketing efforts.

##### **Recommended Tactics**

###### **MTOT, Regions, CVBs**

- » Make decisions regarding the production of printed promotional materials based upon current research regarding the role printed matter plays in inspiring and facilitating visitors.
- » Ensure that all printed materials clearly and consistently convey all three brand pillars in images and text.

##### **Indicators of Success**

- » Printed materials are designed specifically for the way in which visitors are expected to use them in choosing a destination or planning a trip. Expectations are based upon current research.
- » Printed materials clearly reflect the brand pillars and effectively present the experience offered by Montana. Printed materials, marketing campaigns, and online visitor information present a consistent destination brand, and thereby reinforce one another for greater effect.

##### **Background & Rationale**

While the internet has become the key source of visitor inspiration and information, most travelers continue to use a variety of information sources before and during travel, including print materials. As rapid technological change continues, however, the precise role played by each in the visitor's information gathering and decision-making process has yet to emerge.

Because online and offline information sources are used in combination, consistent presentation of the brand across all information sources is vital to the strength of the Montana Brand and to the promise of a deliverable visitor experience.

The fact that online information has supplemented but *not* replaced printed materials poses a significant budgetary challenge to DMOs. Resources cannot be simply reallocated to the production of online visitor information – they must be used to produce *both* online and print information pieces. At the same time, uncertainty as to the role that each information source plays – and will play in the future – makes this allocation even more challenging.

Monitoring the emerging research on visitors' use of information sources will support strategic allocation of resources going forward. Research on Montana's own visitors and analytics from Montana's tourism sites can also help to shed light on the use of information sources.