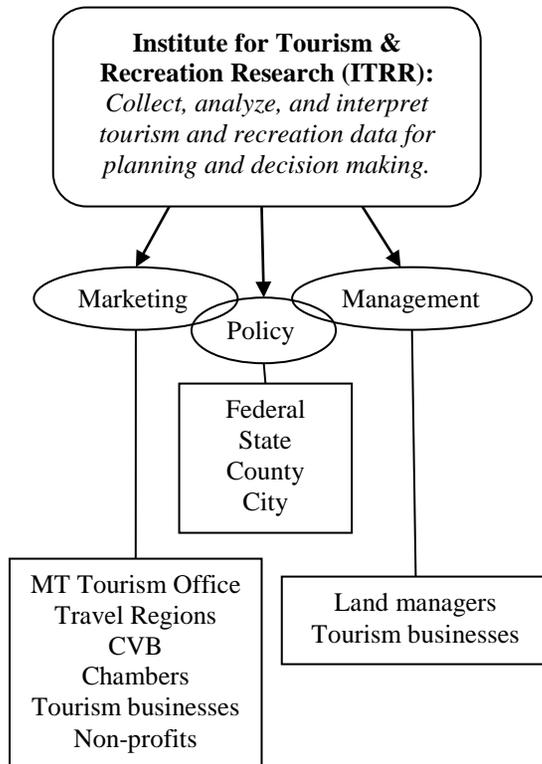


ITRR Mission

Provide leadership, direction, and information to assist the tourism and recreation industry in making informed decisions about planning, marketing, policy, and management.

Conduct valid, reliable, and objective research designed to assist public agencies, businesses, and non-profit firms who provide visitor services or manage parks, recreation areas, and other facilities used by visitors.



Who We Are

Established:

In 1987, ITRR was established to conduct objective research in tourism and recreation. ITRR is housed in the W.A. Franke College of Forestry and Conservation at The University of Montana – Missoula.

Project Funding and Approval:

1) ITRR receives 2.5% of the 4% Lodging Facility Use Tax. Research needs are solicited annually from tourism businesses, government agencies, non-profits, and other interested parties, then prioritized and approved by the Tourism Advisory Council. The Dean of the W.A. Franke College of Forestry and Conservation has final approval of selected projects.

2) Additional grants and contracts are obtained through written proposals to public and nonprofit agencies involved in tourism and recreation. Projects are approved by the Dean of the W.A. Franke College of Forestry and Conservation.

Expertise:

ITRR researchers have education and experience in tourism, recreation, economics, marketing, planning, and resource conservation.

What We Do

ITRR collects, analyzes, and interprets primary and secondary data for the purpose of planning and decision making in marketing, policy, and management related to tourism and recreation.

Research:

- Visitation analysis: estimation, characteristics and expenditures
- Economic impact of nonresident travel
- Monitoring, trend analysis, and forecasting
- Social and environmental impacts of tourism and recreation
- Recreation and travel satisfaction and preferences
- Specialized and niche market research
- Markets and marketing effectiveness
- Regional, community, and land planning

Information Dissemination:

- Email announcements to over 2500 Montana residents about latest reports and summaries
- Web page updates and downloadable reports
- User directed customized reports from ITRR web page
- Local, statewide, regional, national, and international speaking engagements about MT tourism and recreation
- Refereed articles in tourism and recreation scholarly journals

Research Program Guidelines

In 1987, the following research program guidelines were recommended by the legislature for research funded through the Lodging Facility Use Tax:

- Assess the economic impact of the tourism industry in Montana.
- Identify tourist preferences for recreational developments and facilities.
- Assess how to increase recreational opportunities while ensuring the maintenance of the very resource values which are attractive to travelers- mountains, rangelands, waterways, parks, wilderness areas, and wildlife.
- Identify new markets and effectiveness of alternative marketing strategies.

All ITRR reports published since 1996 are available on our web page. Earlier reports are available upon request.

www.itrr.umt.edu

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INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA

Residents and visitors alike seek the tranquility found only in Montana. It has what other places have lost – open space, blue skies, friendly people, and undeveloped areas. Montana provides simplicity and freedom in a complex world.

Tourism plays a vital role in the health of Montana's economy and way of life. As one of the leading industries, tourism has the potential to preserve and protect the special qualities of Montana's Big Sky Country. It also has the ability to adversely affect that which we cherish in Montana.

In response to tourism's role in Montana, ITRR provides citizens, leaders and policy makers with objective tourism and recreation research essential to making informed decisions. This advances Montana's economy while sustaining its natural resources.

