

## Resources for Data and Research

The Montana Office of Tourism & Business Development (MOTBD) relies on data to drive Montana's tourism marketing strategy. Utilizing multiple tourism data partners, MOTBD works hand in hand with its agency of record to conduct and manage the analytics necessary to drive a successful tourism marketing strategy.

Research is vital to the creation of a solid marketing plan. Timely, relevant, factual data and research is to be included in support of each segment and method of the annual marketing plan in WebGrants.

### **Per the Rules and Regulations:**

5.4.1 Marketing Narrative Research & Supporting Data – What research supports your target marketing?

6.2 Strategy and Marketing Methods – Describe supporting research/statistics to the extent it's available. This applies to ALL marketing segments and methods. 14.1-14.6

7.1 Council Considerations in the Review Process – Does market research or previous experience support this type of method as viable?

## List of Research Resources

Montana Office of Tourism and Business Development (MOTBD)

<https://marketmt.com/Programs/Marketing/TourismResearch>

<https://marketmt.com/Programs/Marketing/Tourism-Research/Mobile-Location-Data-Dashboard>

[Credit and Debit Card Spending Data Dashboard](#)

[Mobile Location Data Dashboard](#)

Adarra | <https://adara.com/>

Advertising Specialty Institute

<https://media.asicentral.com/resources/impressions-study-2016.pdf>

Arrivalist | <https://www.arrivalist.com/>

AIRDNA | <https://www.airdna.co/>

Altimeter | <https://www.prophet.com/altimeter/thinking/>

Bureau of Transportation Statistics | <https://www.bts.gov/>

Census and Economic Information Center | <https://ceic.mt.gov/>

CrowdRiff | <https://crowdriff.com/resources>

Deloitte Insights | [www2.deloitte.com](http://www2.deloitte.com)

<https://www2.deloitte.com/us/en/pages/consumer-business/articles/travel-hospitality-industry-outlook.html>

<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/consumer-business/us-consumer-2019-us-travel-and-hospitality-outlook.pdf>

Destination Analysts | <https://www.destinationanalysts.com/insights-updates/>

Destinations International | <https://destinationsinternational.org/>

<https://destinationsinternational.org/research>

<https://smallbusiness.chron.com/strengths-weakness-radio-communicating-message-47017.html>

Digital Marketing Depot | <https://digitalmarketingdepot.com/library/research>

Elite Content Marketer | <https://elitecontentmarketer.com/content-marketing-statistics/#:~:text=As%20content%20marketing%20has%20matured,the%20success%20of%20their%20content.>

Facebook Analytics | <https://analytics.facebook.com/>

Google Analytics/Adwords | [google.com](https://google.com)

<https://surveys.withgoogle.com/>

<https://www.thinkwithgoogle.com/feature/travel-customer-journey-in-2020>

Hubspot | <https://blog.hubspot.com/>

<https://blog.hubspot.com/marketing/state-of-video-marketing-new-data>

ITRR | <https://itrr.umt.edu/>

<https://marketmt.com/Portals/129/shared/RegionsCVBs/Resource%20Page/ITRR-Research%20Additional%20Resources.pdf?ver=2020-02-20-072656-787>

Lamar | <https://www.lamar.com/>

<https://go.lamar.com/nielsen2019>

<https://www.lamar.com/howtoadvertise/Research/2019-Nielsen-Out-of-Home-Advertising-Study>

<https://smallbusiness.chron.com/advertising-billboards-work-75826.html>

Lodging Tax Collections | <https://marketmt.com/Resources/LodgingFacilityUseTax>

<https://mtrevenue.gov/taxes/miscellaneous-taxes-and-fees/lodging-facility/>

MPA The Association of Magazine Media | <https://www.magazine.org/>

<https://www.magazine.org/five-year-review?hkey=e862a7c7-e687-429e-84a4-9835f29b2ca8>

Miles Partnership | <https://www.milespartnership.com/state-american-traveler>

Montana State Parks Visitation Stats | <https://fwp.mt.gov/aboutfwp/about-state-parks>

National Park Visitation Stats | <https://www.nps.gov/aboutus/visitation-numbers.htm>

National Ski Areas Association | [nssa.org](https://nssa.org)

Nsight | <https://www.nsfightfortravel.com/>

Ogilvy | <https://www.ogilvy.com/>

<https://www.adweek.com/performance-marketing/study-earned-media-still-matters-a-lot/>

Outsell Inc. | [outsellinc.com](https://outsellinc.com)

Parse.ly | <https://blog.parse.ly/>

Phocuswright | <https://www.phocuswright.com/Free-Travel-Research>

Researchgate | [https://www.researchgate.net/publication/325038595\\_Destination\\_marketing\\_research](https://www.researchgate.net/publication/325038595_Destination_marketing_research)

Resort Tax Collections | <https://mtrevenue.gov/taxes/miscellaneous-taxes-and-fees/local-resort-tax/>

Rocky Mountain International | <https://rmimarketing.com/>

Scholarworks | scholarworks.edu

<https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=2238&context=ttra>

<https://scholarworks.rit.edu/cgi/viewcontent.cgi?referer=https://www.google.com/&httpsredir=1&article=1022&context=books>

Search Engine Land | <https://searchengineland.com/search-engines-still-dominate-over-social-media-even-for-millennials-308135>

Search Engine Traffic | <https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/>

Skift | <https://research.skift.com/>

<https://skift.com/2019/03/12/u-s-experiential-traveler-trends-2019-new-skift-research/>

Smith Travel Research | [str.com](http://str.com)

SMARI | <https://www.smarinsights.com/>

Social Media Today |

Sojern | [sojern.com](http://sojern.com)

Tourism School | <https://tourismeschool.com/blog/tourism-research-australia-operators-destinations/>

Travel Market Report | <https://www.travelmarketreport.com/report-cards-outlooks>

[https://www.travelmarketreport.com/library/tmr/wellness\\_2020/index.html?page=2](https://www.travelmarketreport.com/library/tmr/wellness_2020/index.html?page=2)

Travel and Tourism Research Association | [ttra.com](http://ttra.com)

[https://ttra.com/wp-content/uploads/2018/04/Value\\_of\\_Print\\_White\\_Paper\\_Final\\_June\\_01\\_2017\\_Chris\\_Adams.pdf](https://ttra.com/wp-content/uploads/2018/04/Value_of_Print_White_Paper_Final_June_01_2017_Chris_Adams.pdf)

Trip Advisor Analytics | <https://www.tripadvisor.com/TripAdvisorInsights/key-research>

U.S. Travel Association | <https://www.ustravel.org/>

<https://www.ustravel.org/research>

[https://www.ustravel.org/system/files/media\\_root/document/Research\\_Fact-Sheet\\_Travel\\_and\\_Trade.pdf](https://www.ustravel.org/system/files/media_root/document/Research_Fact-Sheet_Travel_and_Trade.pdf)

[https://www.ustravel.org/system/files/media\\_root/document/Research\\_Fact-Sheet\\_US-Travel-Answer-Sheet.pdf](https://www.ustravel.org/system/files/media_root/document/Research_Fact-Sheet_US-Travel-Answer-Sheet.pdf)

UberMedia | <https://ubermedia.com>

<https://marketmt.com/Programs/Marketing/Tourism-Research/Mobile-Location-Data-Dashboard>

VisaVue | [usa.visa.com](http://usa.visa.com)

<https://marketmt.com/Programs/Marketing/Tourism-Research/Credit-and-Debit-Card-Spending-Data-Dashboard>

Voice of Montana Tourism | <http://www.voicesoftourism.com/research/>

Yahoo Small Business | <https://smallbusiness.yahoo.com/advisor/resource-center>

In addition, organizations may use their own datasets, historical tracking of performance measurements and experience as legitimate support.

Industry partners (airports, museums, non-profit associations, outfitters, breweries, city/county parks and rec departments, etc.)