



Great Falls Montana Tourism Strategic Plan 2017-2021

adopted by Great Falls Montana Tourism Business Improvement District Board of Directors 3/17/2016
 adopted by Great Falls Convention and Visitors Bureau Board of Directors 4/19/2016

Vision

To strengthen the Great Falls Montana economy by being the preferred choice for a Genuine Montana experience.

Mission

To passionately promote Great Falls Montana as a preferred destination for travelers, tourists and conventions to visit, stay, experience, and return.

Values

- Authentic
- Innovative
- Bold
- Accountable
- Respectful
- Passionate
- Results Focused
- Trust
- Unified
- Honest

Priorities

Demonstrate Operational Excellence	Build Team Great Falls	Grow Shoulder & Off-Peak Visitation	Celebrate, Support & Create Assets	Develop & Grow the Tourism Pipeline
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Objectives	Secure TBID Renewal	Educate and engage the economic benefits of tourism	Develop Signature Events	Lead ExpoPark and Multipurpose Facility Feasibility Study and funding identification	Engage markets through digital strategies
	Develop systems to streamline and enhance operations	Guide and assist in-market visitors	Build Relationships with Meeting Planners, Associations and Groups	Deliver unique competitive advantage focused messages	Enhance website and website experience
	Be 100% Audit Ready, always	Secure and Distribute Great Falls Inventory	Support diversifying opportunities	Enhance in-market visitor experience at Visitor Center	Engage markets through social media
	Design guide to evaluate opportunities	Grow Great Falls Montana Evangelists		Develop Itineraries for spending time in Great Falls	Expand competitive Air Service options
	Submit accurate reports early	Recruit and retain passionate volunteers			Prepare to lure the Next Generation
	Create Bold & Innovative Marketing Plan				Engage targeted markets through familiarization tours
	Ensure effective, open communication is maintained with all stakeholders				Engage targeted markets through press releases
	Move Tourism forward through a unified team				