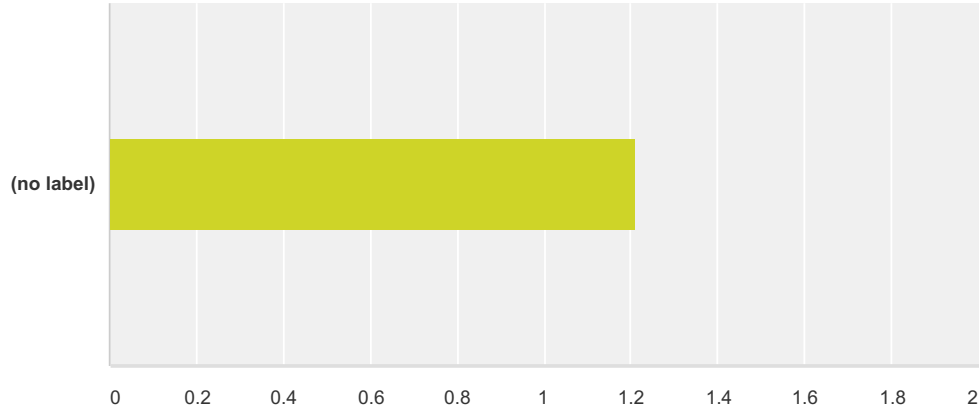


**Q1 Historic Significance: Our region contains a wealth of historical sites that are of great significance to the the story of America, such as Little Bighorn Battlefield and Pompeys Pillar. "Historical Significance" remains a relevant strength to promote tourism in our region.**

Answered: 14 Skipped: 0

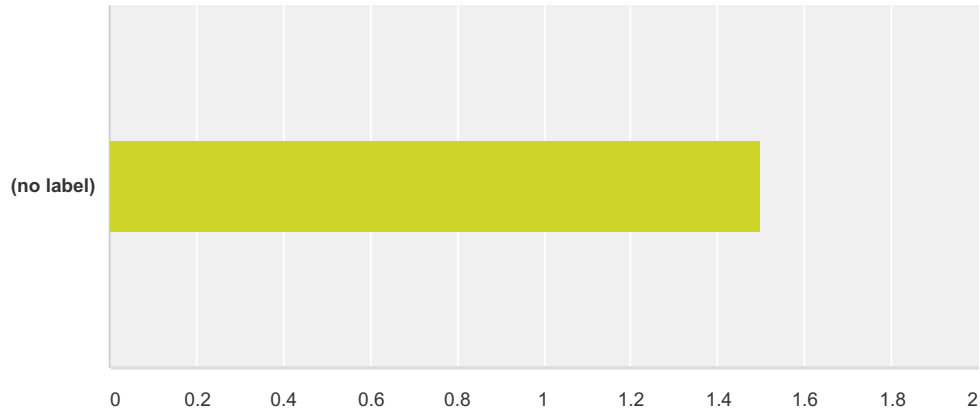


	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	78.57%	21.43%	0.00%	0.00%	0.00%	14	1.21
	11	3	0	0	0		

#	Comments	Date
1	I strongly agree, my only comment is that I find SEMT tends to focus the most recognized of our historical sites and does not promote the lesser known sites in our region.	1/25/2017 1:26 PM

**Q2 Dinosaur Adventure: Our region contains several museums which are members of the Montana Dinosaur Trail and showcase the many paleontological treasures which have been discovered in Eastern Montana. "Dinosaur Adventure" remains a relevant strength to promote tourism in our region.**

Answered: 14 Skipped: 0

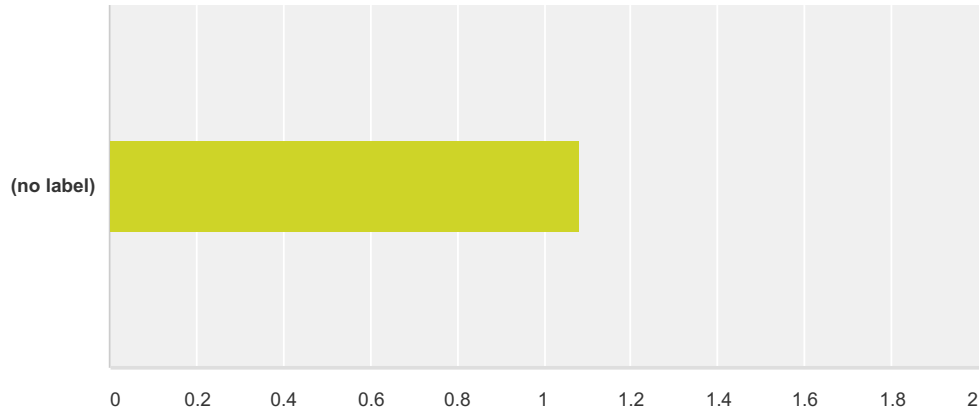


	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	57.14% 8	35.71% 5	7.14% 1	0.00% 0	0.00% 0	14	1.50

#	Comments	Date
1	Great opportunity for families and children's interest in dinosaurs	1/30/2017 10:00 PM

**Q3 Outdoor Recreation: Our region offers an array of outdoor opportunity. Hunting, fishing, hiking, and camping, outdoor enthusiasts have plenty of opportunity between our public lands and outfitters to plan the outdoor adventure perfect for them. "Outdoor Recreation" remains a relevant strength to promote tourism in our region.**

Answered: 13 Skipped: 1

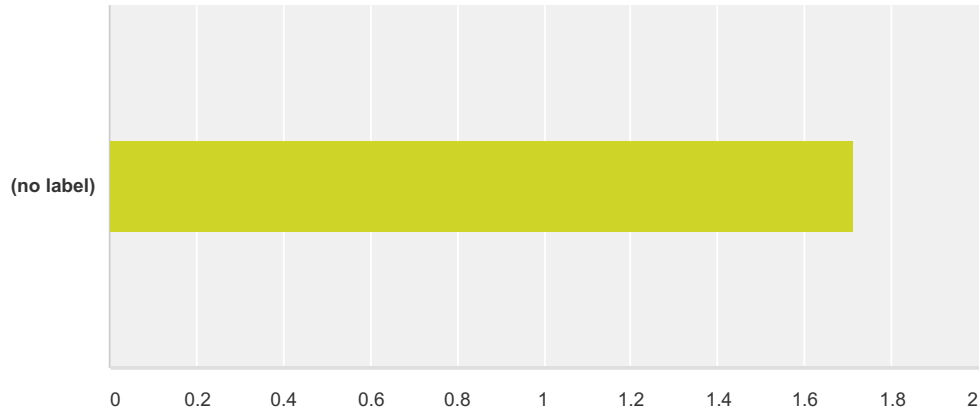


	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	92.31% 12	7.69% 1	0.00% 0	0.00% 0	0.00% 0	13	1.08

#	Comments	Date
1	Strong response for opportunities for out of state hunters	1/30/2017 10:00 PM

**Q4 Native American Culture: Our region is home to the Northern Cheyenne and Crow Reservations. Pow Wows give visitors the opportunity to witness up close the importance the tribes place on their history and tradition. "Native American Culture" remains a relevant strength to promote tourism in our region.**

Answered: 14 Skipped: 0

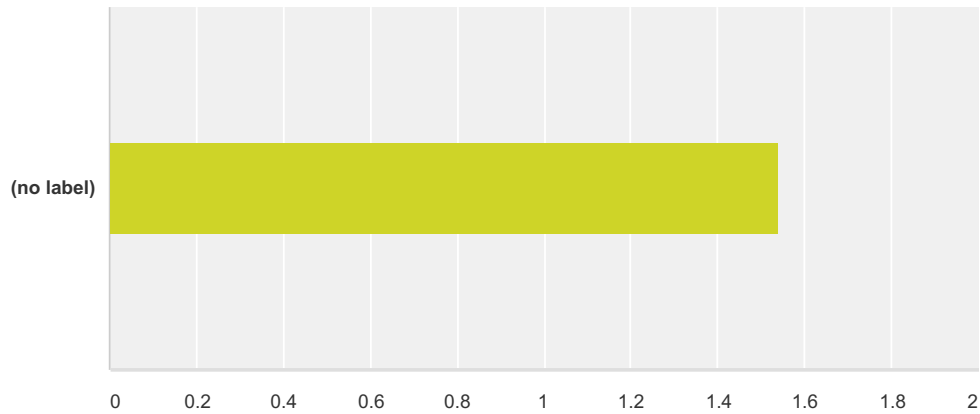


	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	42.86% 6	42.86% 6	14.29% 2	0.00% 0	0.00% 0	14	1.71

#	Comments	Date
	There are no responses.	

**Q5 Western Authenticity: visitors can experience a true western feel in our region. The Bucking Horse Sale, NILE, Chase Hawks, RIDE, and many more local rodeos are a part of the great western events we have to offer. "Western Authenticity" remains a relevant strength to promote tourism in our region.**

Answered: 13 Skipped: 1

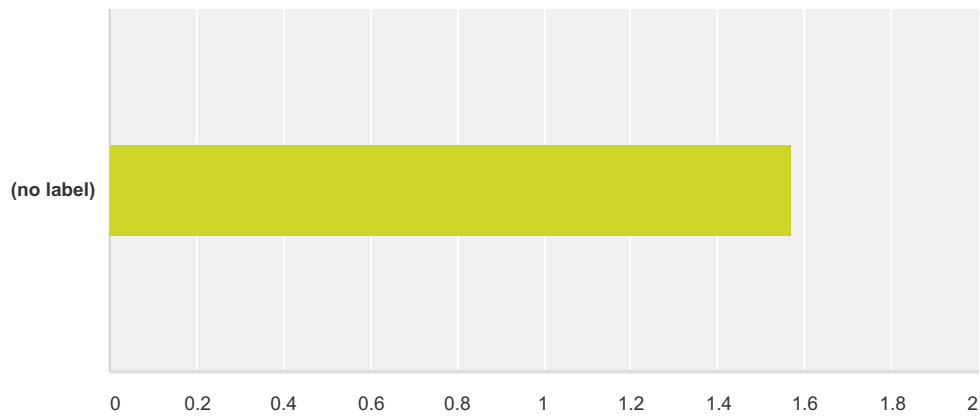


	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	46.15% 6	53.85% 7	0.00% 0	0.00% 0	0.00% 0	13	1.54

#	Comments	Date
1	Local area rodeos should be spotlighted also	1/30/2017 2:28 PM

**Q6 Accessibility and Facilities: Our region contains two of the state's busiest highways and is one of Montana's busiest airports now offering more direct services that ever before. Our lodging and convention opportunities are an important part of our attractions to visitors of all kinds. "Accessibility and Facilities" remains a relevant strength to promote tourism in our region.**

Answered: 14 Skipped: 0

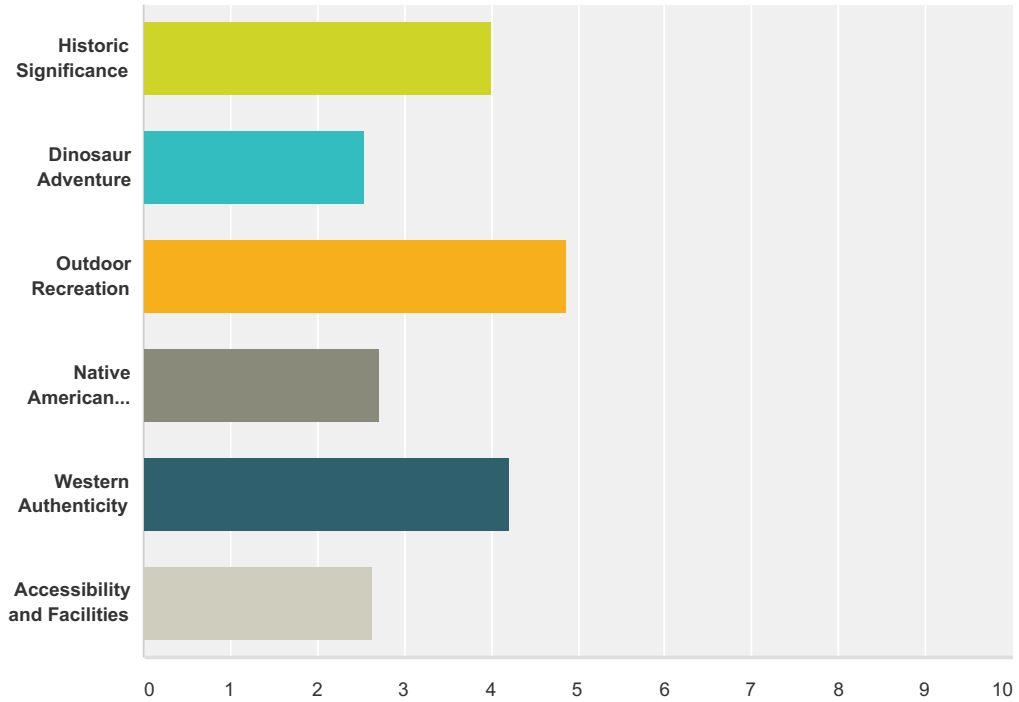


	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	42.86%	57.14%	0.00%	0.00%	0.00%	14	1.57
	6	8	0	0	0		

#	Comments	Date
1	In our lager Cities there good facilities, but in the smaller communities the traveler can sometimes get frustrated trying to find a place to stay or eat.	1/25/2017 7:51 PM

**Q7 Please rank the 6 key regional strengths in the order you feel are the most important to our visitor.**

Answered: 14 Skipped: 0

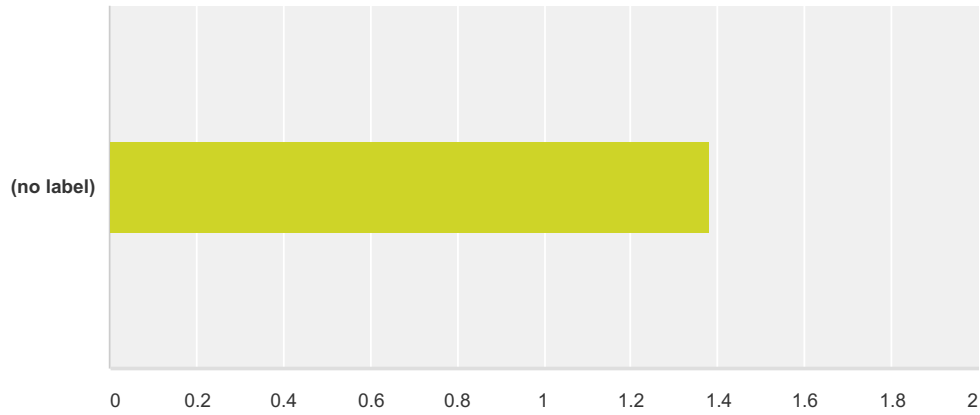


	1	2	3	4	5	6	Total	Score
Historic Significance	14.29% 2	50.00% 7	7.14% 1	0.00% 0	7.14% 1	21.43% 3	14	4.00
Dinosaur Adventure	0.00% 0	0.00% 0	15.38% 2	46.15% 6	15.38% 2	23.08% 3	13	2.54
Outdoor Recreation	50.00% 7	14.29% 2	21.43% 3	0.00% 0	14.29% 2	0.00% 0	14	4.86
Native American Culture	7.14% 1	7.14% 1	7.14% 1	21.43% 3	42.86% 6	14.29% 2	14	2.71
Western Authenticity	21.43% 3	21.43% 3	35.71% 5	7.14% 1	7.14% 1	7.14% 1	14	4.21
Accessibility and Facilities	7.14% 1	7.14% 1	14.29% 2	21.43% 3	14.29% 2	35.71% 5	14	2.64

**Q8 Develop Marketing**

**Partnerships: Building partnerships to reach a wider audience through various marketing efforts. Our partnership with the Montana Office of Tourism helps us to be a part of the greater Montana Story. Other partnerships could include National Park Service, Chambers of Commerce and other destination marketing organizations within the region and in the surrounding areas of South Dakota, Wyoming, and North Dakota. This is still a relevant Strategic Goal.**

Answered: 13 Skipped: 1



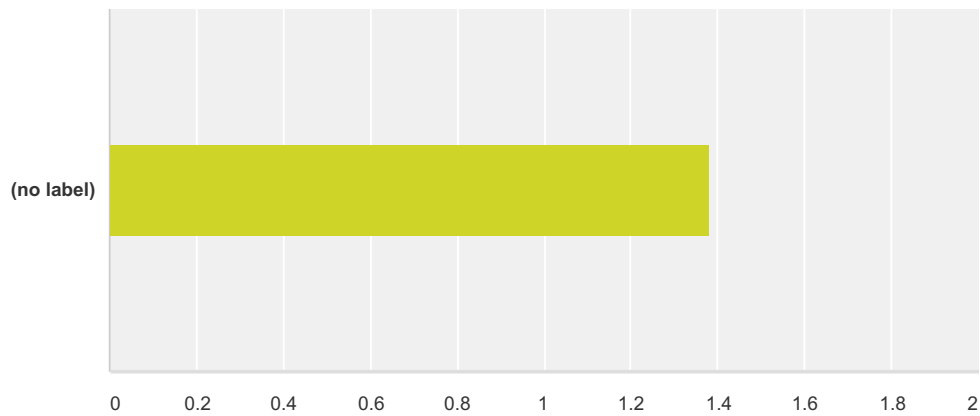
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	61.54% 8	38.46% 5	0.00% 0	0.00% 0	0.00% 0	13	1.38

#	Comments	Date
1	What about Rapid City?	1/25/2017 7:55 PM
2	Collaboration can never hurt!	1/25/2017 2:53 PM
3	I think it would be nice if, for instance, using social media to promote tourism, that each partner would like, share and comment on each entities social media marketing.	1/25/2017 1:29 PM



**Q9 Grow In-Region Partnerships: Each stakeholder in the region is considered a partner. We strive to find new ways to connect with our constituents and grow our partner database. This also includes engaging partners in our marketing efforts, helping to connect them with visitors to our region in both traditional and non-traditional ways. This is still a relevant Strategic Goal.**

Answered: 13 Skipped: 1

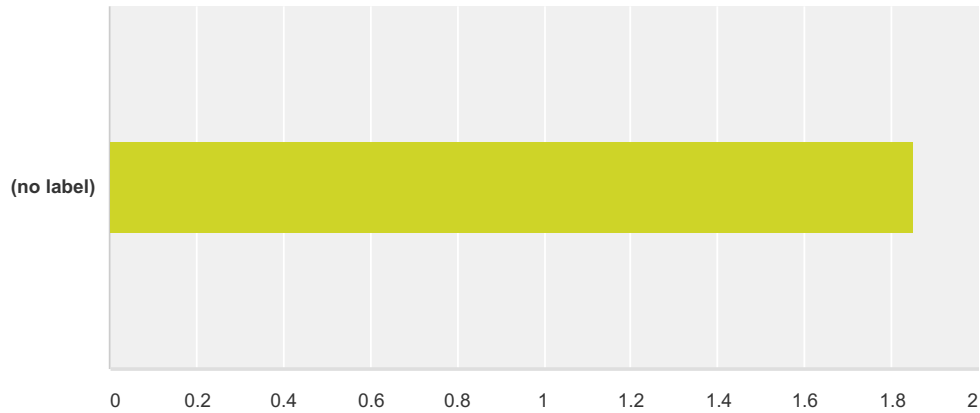


	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	61.54% 8	38.46% 5	0.00% 0	0.00% 0	0.00% 0	13	1.38

#	Comments	Date
1	see above comment :)	1/25/2017 1:29 PM

**Q10 Support Tourism Product Development: Support the development of new tourism product in the region, such as the Custer Loop and Visitor Center at Little Bighorn. This is still a relevant Strategic Goal.**

Answered: 13 Skipped: 1

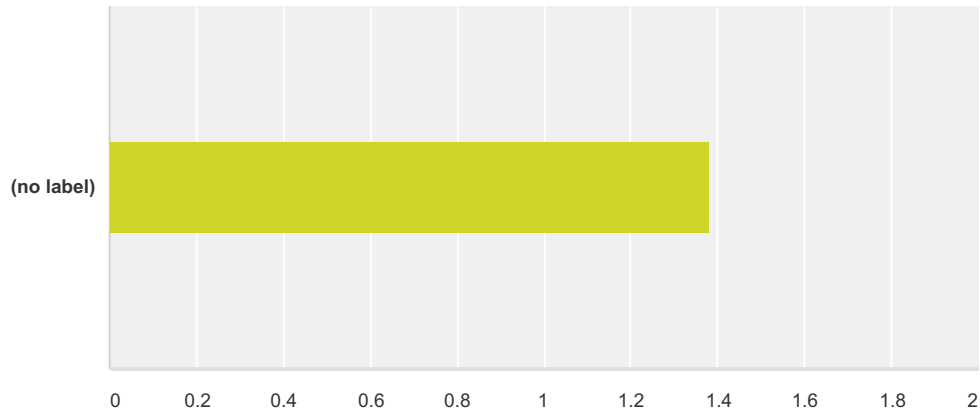


	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	23.08% 3	69.23% 9	7.69% 1	0.00% 0	0.00% 0	13	1.85

#	Comments	Date
	There are no responses.	

**Q11 Produce Quality Marketing Initiatives: Raising awareness and inspiring potential visitors to experience our region through Travel Guides, Websites, Public Relations, Advertising, and Social Media. This is still a relevant Strategic Goal.**

Answered: 13 Skipped: 1

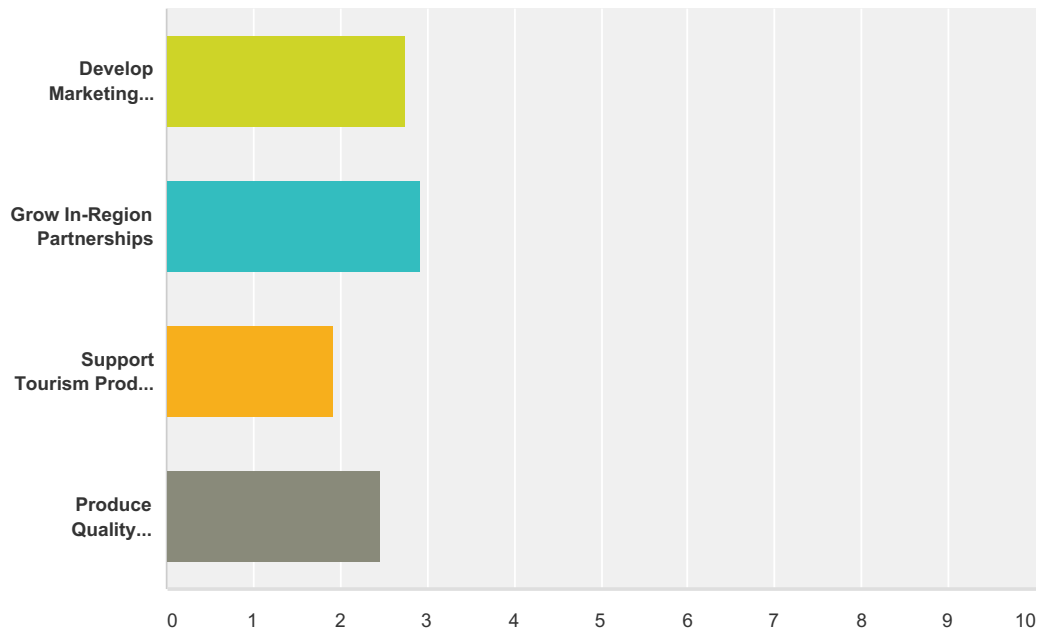


	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	61.54% 8	38.46% 5	0.00% 0	0.00% 0	0.00% 0	13	1.38

#	Comments	Date
	There are no responses.	

**Q12 Please rank our strategic goals in order of importance to you.**

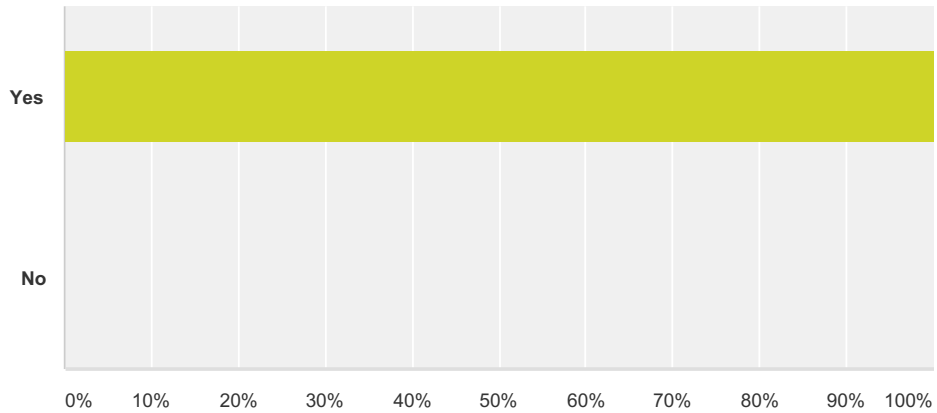
Answered: 13 Skipped: 1



	1	2	3	4	Total	Score
Develop Marketing Partnerships	25.00% 3	41.67% 5	16.67% 2	16.67% 2	12	2.75
Grow In-Region Partnerships	23.08% 3	53.85% 7	15.38% 2	7.69% 1	13	2.92
Support Tourism Product Development	23.08% 3	0.00% 0	23.08% 3	53.85% 7	13	1.92
Produce Quality Marketing Initiatives	30.77% 4	7.69% 1	38.46% 5	23.08% 3	13	2.46

**Q13 As of June 2, Billings will have direct air service to Dallas with American Airlines. Do you feel that Visit Southeast Montana should have a role in promoting this new service and encouraging visitation into our region?**

Answered: 13 Skipped: 1



Answer Choices	Responses
Yes	100.00% 13
No	0.00% 0
<b>Total</b>	<b>13</b>

#	Please explain:	Date
1	A limited promotional effort, not an all out attack	1/25/2017 7:55 PM
2	I think it is an opportunity that shouldn't be missed.	1/25/2017 1:29 PM
3	This direct flight enables access to an entirely new market, and subsequent opportunities to share in joint marketing efforts.	1/25/2017 1:04 PM

**Q14 Are there any tourism-specific State Legislative bills that you would like to see Visit Southeast Montana take a position on? If so, please describe the bill.**

Answered: 4 Skipped: 10

#	Responses	Date
1	Support water/campground infrastructure for Makoshika SP	1/25/2017 5:13 PM
2	Local Option Bill (LC2325)	1/25/2017 2:53 PM
3	No	1/25/2017 2:04 PM
4	Other than the infrastructure bill, I am not aware of any	1/25/2017 1:29 PM

**Q15 Is there anything else you would like to tell staff and board that has not already been shared?**

Answered: 4 Skipped: 10

#	Responses	Date
1	I firmly believe that Makoshika State Park and surrounding area is a resource we have not developed to its full potential as a tourist attraction.	1/30/2017 1:40 PM
2	I think the staff is doing a great getting up to speed and look forward to what Spring brings.	1/25/2017 7:55 PM
3	Keep on keeping on!	1/25/2017 2:53 PM
4	No	1/25/2017 2:04 PM