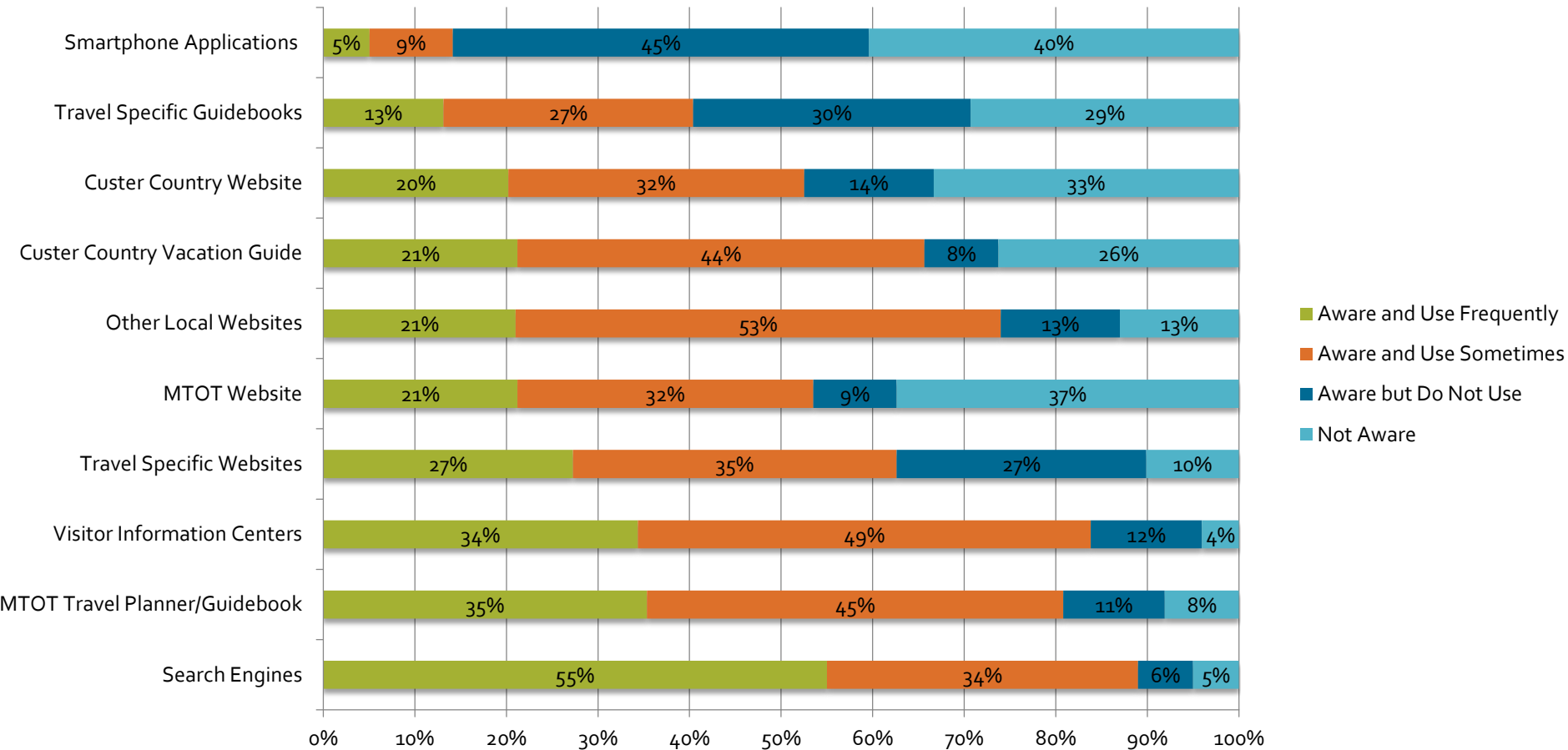


Southeast Montana Research

January 5, 2012
Miles City

90% Use Search Engines*

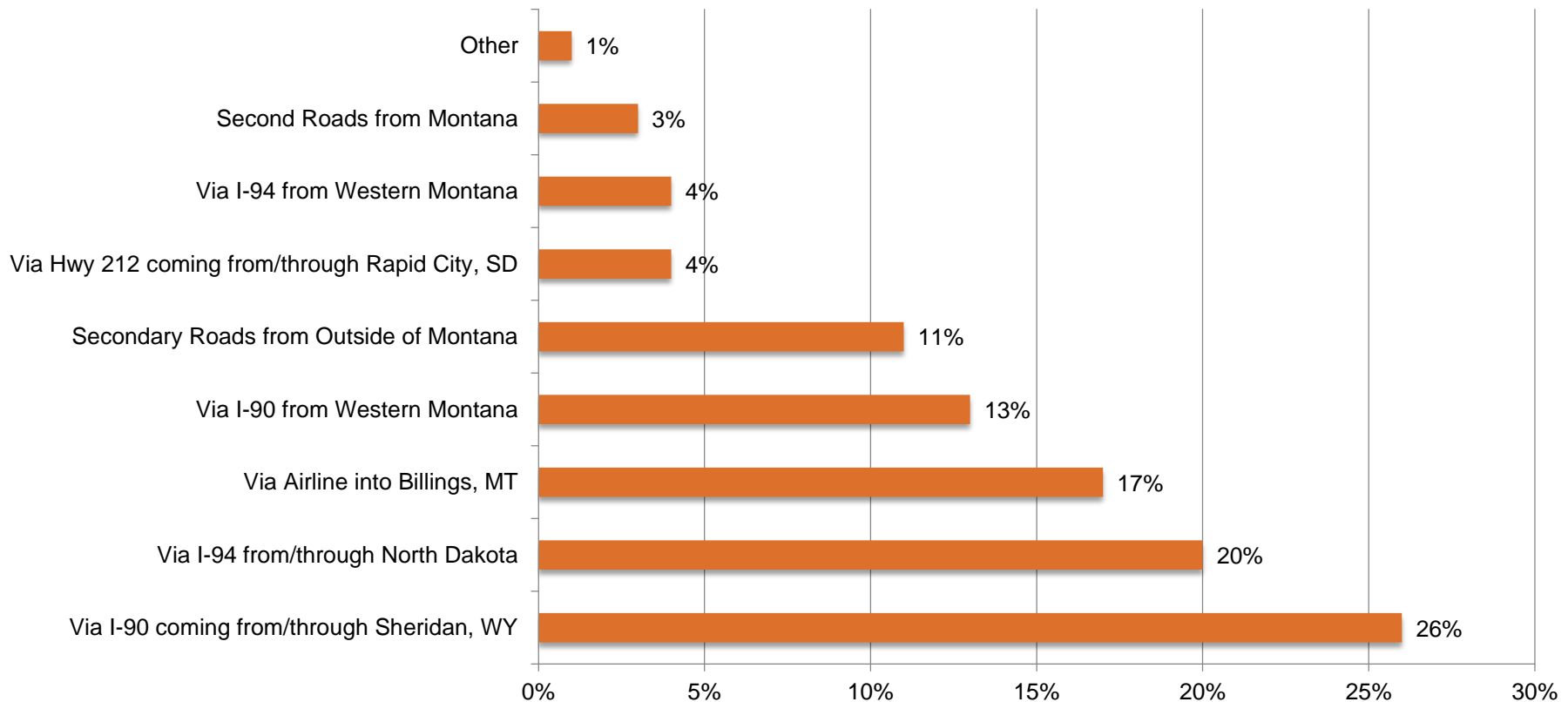
Travel Information Sources



*Everyone who inquired was sent a MTOT Travel Planner/Guidebook and a Custer Country Vacation Guide.

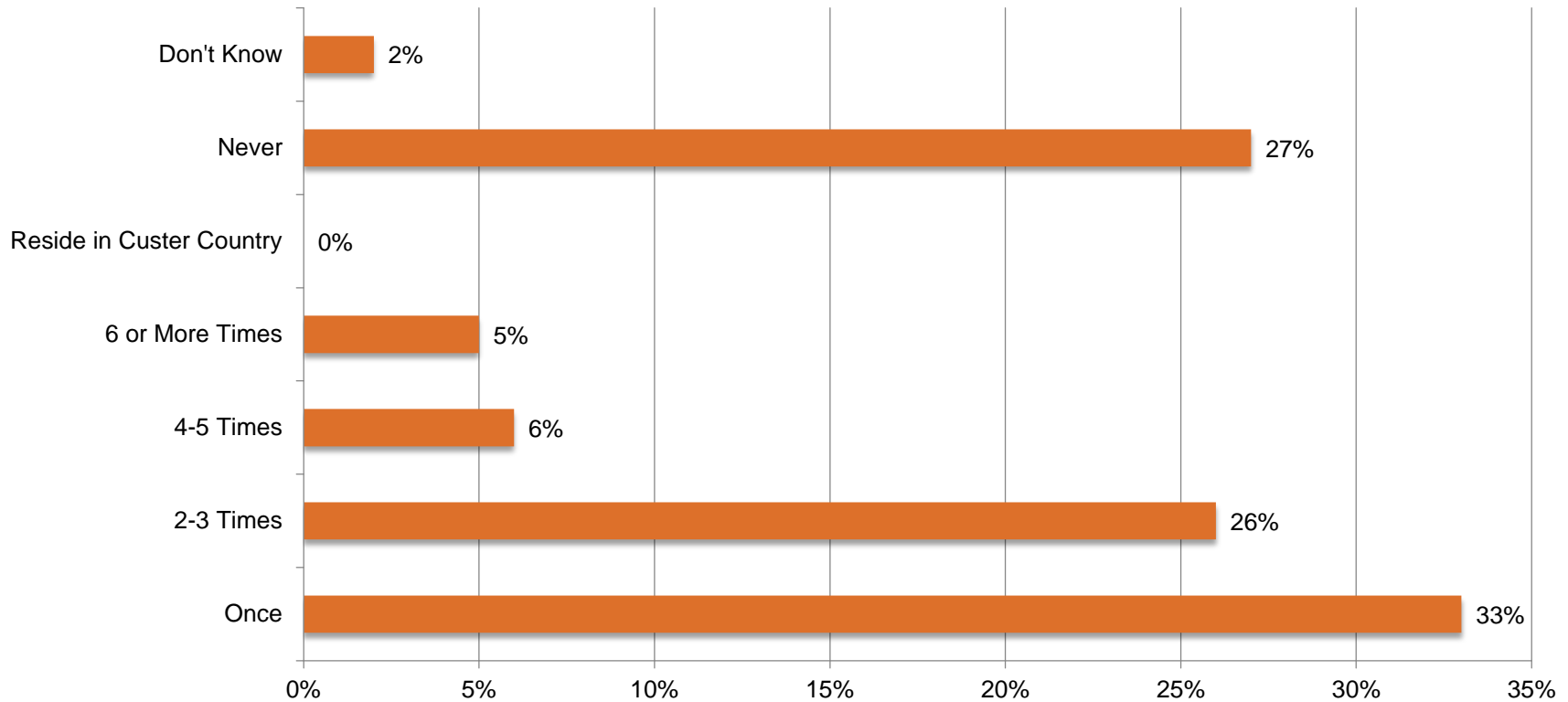
The Majority of Visitors Arrive Via I-90 or I-94

Transportation Routes to SEMT



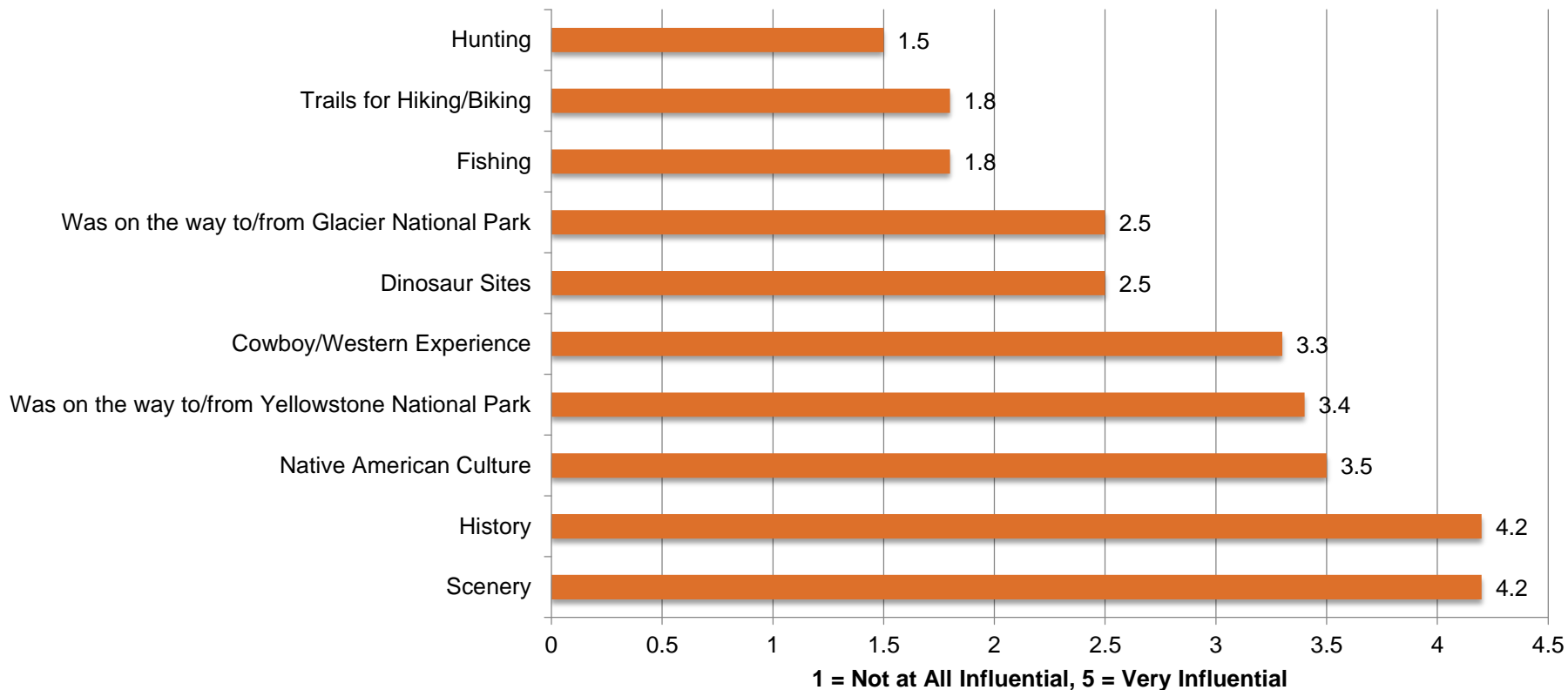
7 in 10 Have Visited SEMT in Past 5 Years

Number of Visits to SEMT in Past 5 Years



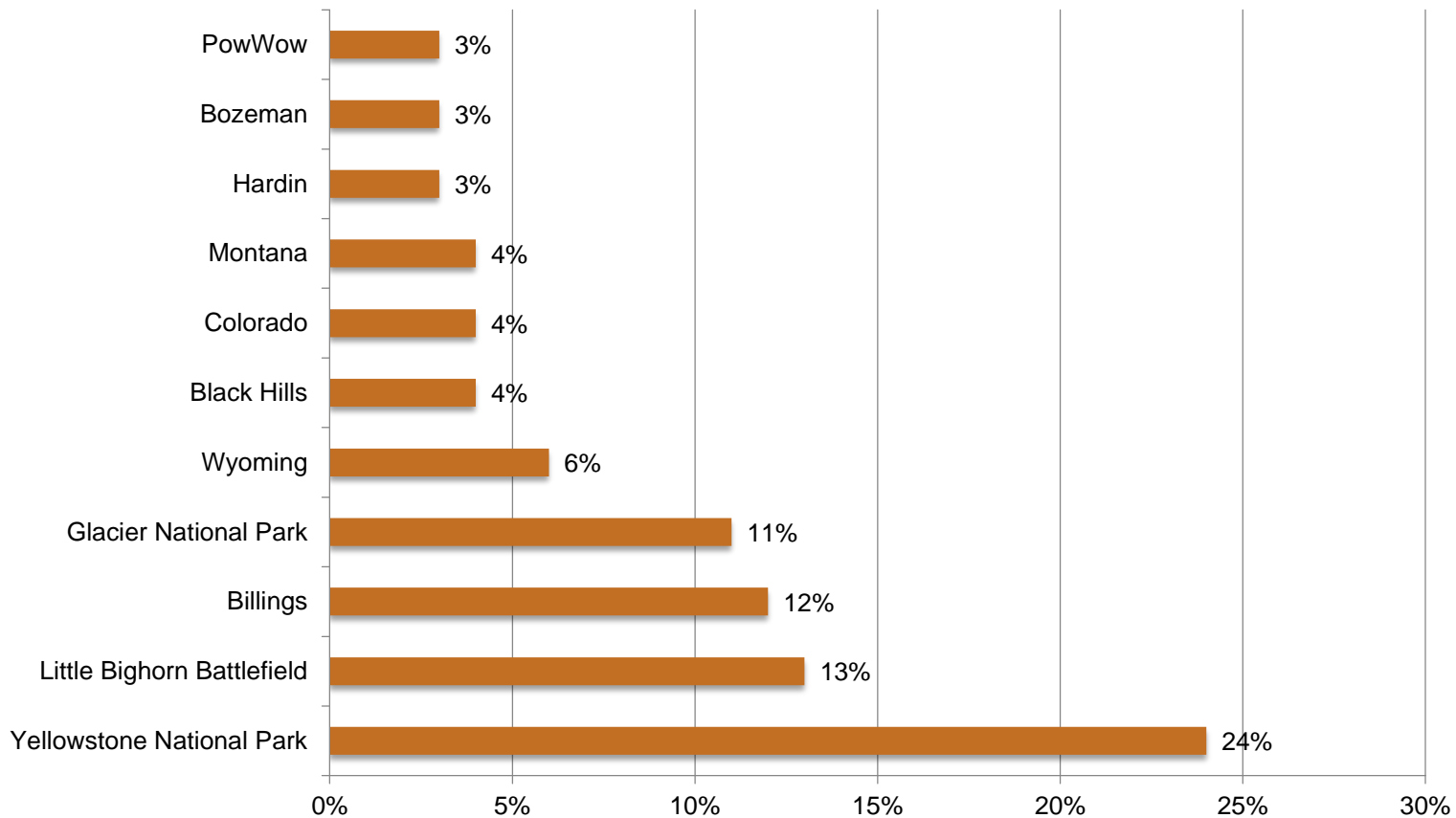
Scenery and History Have the Most Influence

Mean Scores for Factors Influencing Selection of Travel to SEMT



Yellowstone is Part of the Vacation for 24% (Glacier for 11%)

Common Areas Visitors Plan to Include in Vacation (Open Ended)



Takeaways

1. Our visitor is the Montana visitor
2. Lack of awareness of the breadth of the offerings
3. Need to promote the specific reasons to stop
4. Traveling to/from Yellowstone and/or Glacier
5. Influenced by scenery and history
6. Prefer outdoors (wildlife and activities)
7. Basically satisfied with existing infrastructure