

A wide-angle, aerial photograph of Missoula, Montana during sunset. The town is nestled in a valley, with numerous houses and buildings visible. In the background, the Bitterroot Mountains are prominent, their peaks and slopes covered in green and yellow vegetation. The sky is filled with dramatic, colorful clouds, with shades of orange, pink, and purple. The lighting from the setting sun creates a warm glow on the mountains and the town below.

REIMAGING TOURISM

Missoula City Council Presentation

OUR VISION

A vibrant and inclusive quality of life, place, and experience for both our community and visitors.

OUR MISSION

Promoting responsible and sustainable year-round tourism.



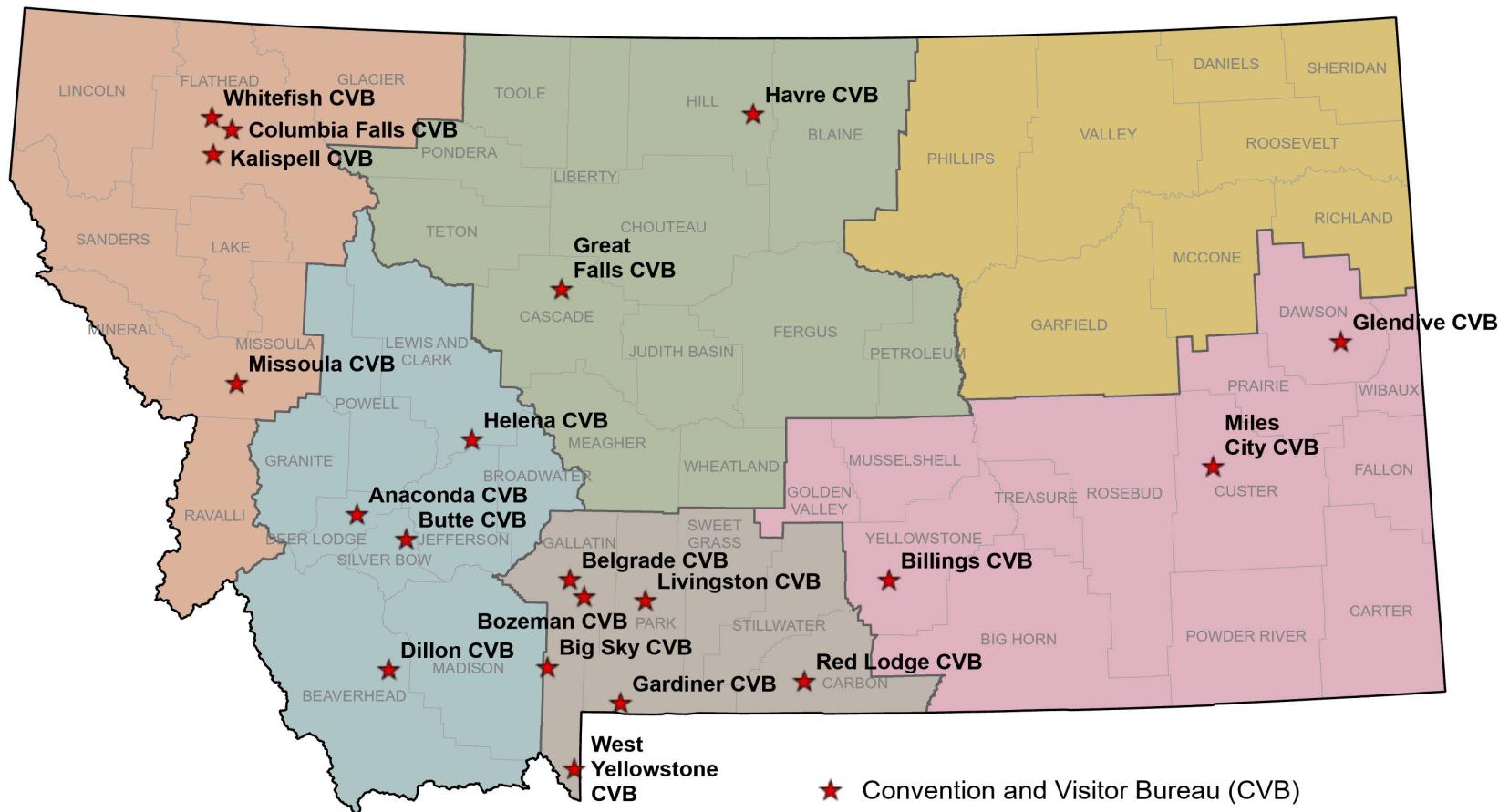
WHAT IS SUSTAINABLE TOURISM?

Tourism that takes full account of its current and future economic, social, and environmental impacts, while addressing the needs of visitors, the industry, the environment, and host communities.



Montana Tourism Regions and CVBs

Montana Department of Commerce



Central Montana, Lewistown (406) 761-5036

Glacier Country, Missoula (406) 532-3234

Missouri River Country, Ft. Peck (406) 653-1319

Southeast Montana, Billings (406) 294-5270

Southwest Montana, Deer Lodge (406) 846-1943

Yellowstone Country, Bozeman (406) 556-8680

Tourism is a leading industry in Montana.

State of Montana

\$5.82 billion
economic impact

43,900
Montana jobs

\$315 million
in state and local taxes



Missoula County

\$390.4 million
economic impact

4,687
Missoula jobs

\$29.4 million
in state and local taxes

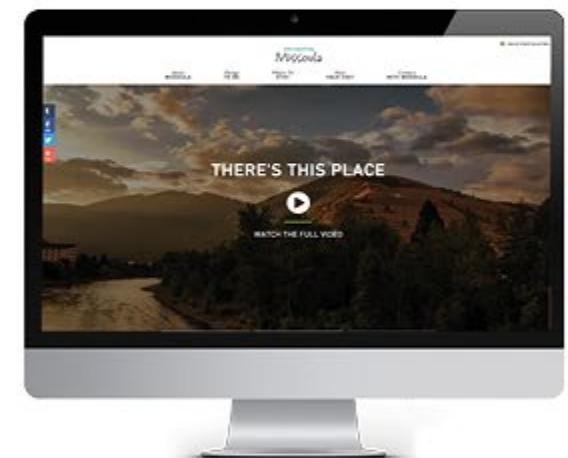
\$43 MILLION added to State General Fund

3,551,000
total visitors

1,092,000
stayed one night or more

OVER 1.2M

unique visitors to website



Social audience of
OVER 100K

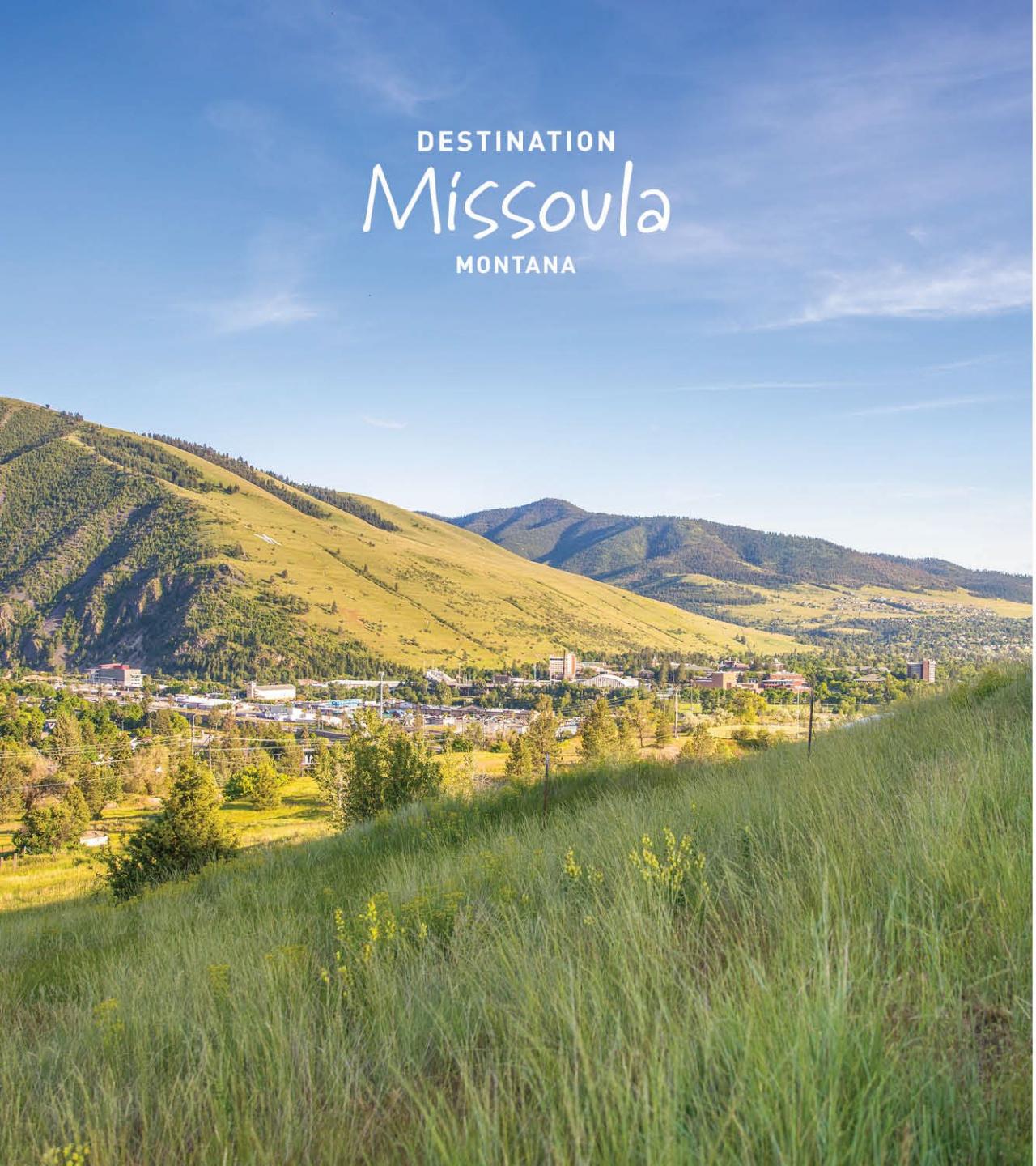


DESTINATION
Missoula
MONTANA

LODGING FACILITY USE TAX - (LFUT) 4%

During a time of economic challenge in the 1980's, the MT travel & tourism industry went to the legislature with an idea on how to bolster the industry and thus the economy

- + Market Montana as a Travel Destination
- + 1987 – Lodging Facility Use Tax (LFUT) Enacted
- + 4% on Montana Lodging Facilities



DESTINATION
Missoula
MONTANA

LFUT CONTINUED

The taxes are applied to any rooms or facilities used for overnight lodging to the public for compensation.

This includes a hotel, motel, campground, resort, dormitory, condominium, inn, dude ranch, guest ranch, hostel, public lodging house or bed & breakfast. This now also includes vacation rentals (home, apartment, timeshare, room or rooms) and online hosting platforms and short-term rental marketplaces.

Facilities exempt from these taxes are health care facilities, facilities owned by non-profit corporations for use by youth for camping, facilities whose average daily charge is less than 60% of the amount the state of Montana reimburses for lodging, and facilities rented for 30 days or more.

See actual law, visit

http://leg.mt.gov/bills/MCA_toc/15_65_1.htm



DESTINATION
Missoula
MONTANA

LFUT CONTINUED

This money (\$56,251,508 – 2022) is directed to the following entities....

Department of Commerce Programs 60.3%
Brand MT/MT Office of Tourism – 33,919,659

Regions/CVB's - \$12,656,589 22.5%

State Parks 6.5%
Operations & Maintenance - \$3,656,348

Montana Heritage Preservation Commission 2.7%
(Virginia/Nevada City - \$1,518,791)

Historical Interpretation 2.6%
(Historical Society) - \$1,462,539



LFUT CONTINUED

University System	2.5%
Institute of Tourism & Recreation Research - \$1,406,288	
Aquatic Invasive Species - \$787,521	1.4%
Historical Society - \$562,515	1.0%
Department of Revenue	0.7%
Tax Admin./State Employee Reimbursement - \$393,761	
Tribal Tourism - \$281,257	0.5%

LODGING FACILITY SALES & USE TAX - 4%

2003 – Lodging Facility Sales & Use
Tax Enacted

Additional 4% on Lodging - \$50,658,699

3% goes directly to MT General Fund
2022 - \$42,188,631

1% goes to Montana Heritage Center
and historic preservation grants –
\$14,062,877*

*The 2010 Legislature amended the Lodging Facility Sales & Use Tax increasing it 1%. This additional 1% will be allocated to the Construction and maintenance of the Montana Heritage Center And creating a museum grant program. Starting January 2024 Distribution shall be in accordance with Section 15-68-820, MCA)

DESTINATION
Missoula
MONTANA



VISITORS TO MISSOULA

3.55 million visitors passing thru
1.09 million spent one night or more

\$390,447,000 nonresident
expenditures for Missoula County

\$29.4 million state and local taxes paid

4,687 tourism industry jobs

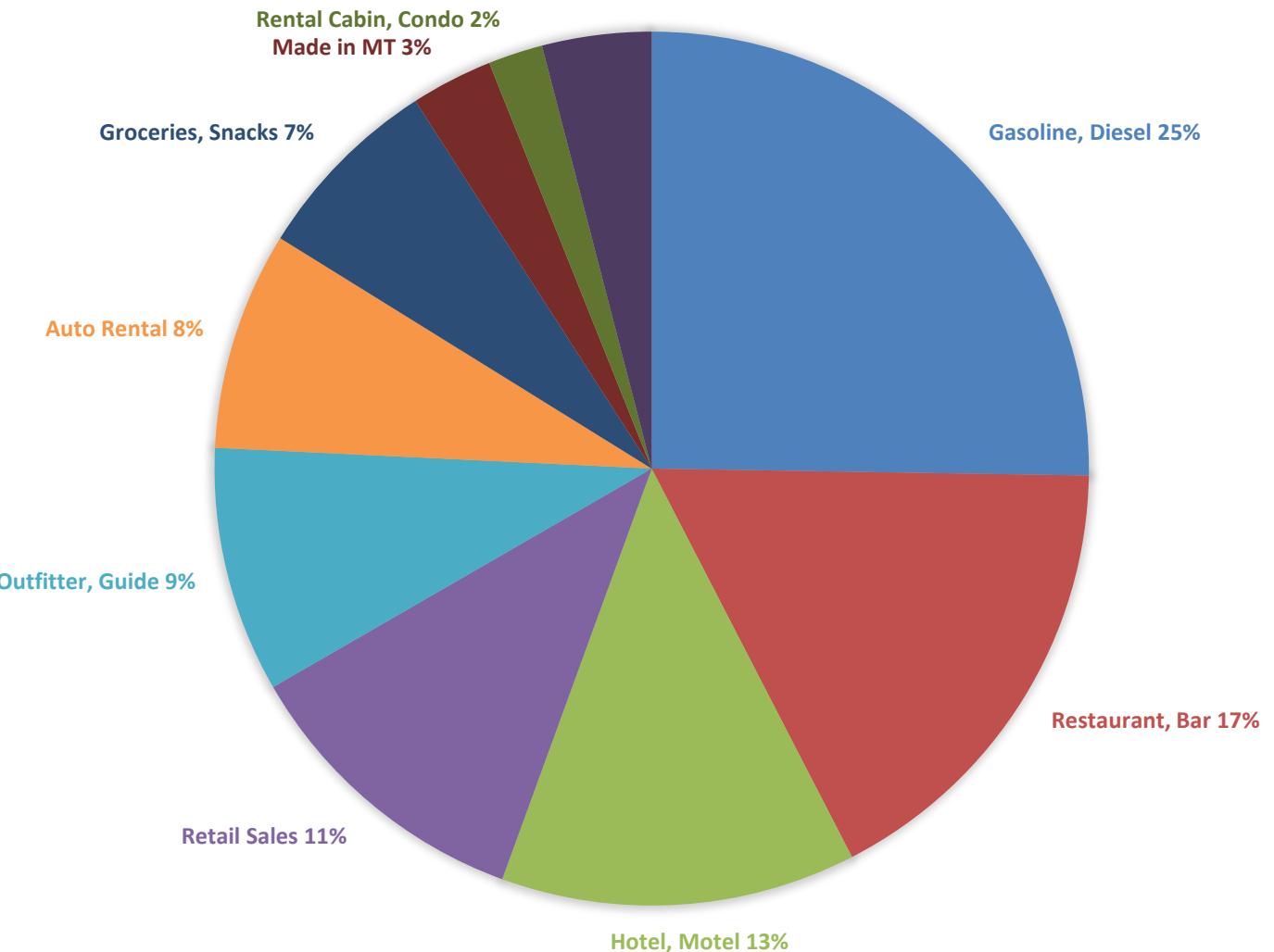
Lowered taxes for each Montana
resident by over \$721.00



DESTINATION
Missoula
MONTANA

WHERE DO VISITORS SPEND THEIR MONEY?

Gasoline, Diesel	\$101,138,000
Restaurant, Bar	66,520,000
Hotel, Motel	51,084,000
Retail Sales	41,082,000
Outfitter, Guide	35,998,000
Auto Rental	31,117,000
Groceries, Snacks	27,810,000
Made in MT	11,565,000
Rental Cabin, Condo	6,576,000
Campground, RV Park	5,323,000
Vehicle Repairs	4,660,000
Lic., Entrance Fees	3,799,000
Gambling	1,895,000
Misc. Services	1,040,000
Farmers Markets	452,000
Transportation Fees	388,000
TOTAL	\$390,447,000



A scenic landscape photograph showing a woman in a pink jacket and hat walking away from the camera on a dirt path. She is carrying a small blue lantern. The path is surrounded by green grass and wildflowers. In the background, a valley with a town and mountains is visible under a dramatic sky filled with pink and purple clouds at sunset. A wooden fence runs along the right side of the path.

Traditionally, DMOs defined success by “heads in bed.”



REDEFINING OUR ROLE IN THE INDUSTRY.

DESTINATION
MARKETING &
MANAGEMENT



DESTINATION
MARKETING
STEWARDSHIP

DESTINATION STEWARDSHIP PLAN

A 10-year roadmap for Missoula and the five surrounding valleys, **providing the framework for inclusive, value-based, sustainable tourism development and promotion that helps to preserve quality of life for residents.**

DESTINATION
Missoula
MONTANA





A Destination Stewardship Plan defines:

- 1 WHO WE ARE
- 2 WHERE WE WANT TO GO
- 3 HOW WE GET THERE

THE PROCESS:

We have hired MMGY NextFactor, Better Destinations, and SMARInsights, international and national experts in the field of destination stewardship planning and research.

The process will take approximately ten months – starting in March with completion of the final Stewardship Plan in November and Implementation Plan in December of 2023.



DESTINATION
Missoula
MONTANA

THE PROJECT WILL HAVE 6 PHASES:

PHASE 1

Project Planning & Management

PHASE 2

Destination Assessment: A data driven assessment to identify strengths and weaknesses of the destination.

PHASE 3

Stakeholder Engagement:
Proactively engaging key stakeholders and community leaders to collaboratively develop the plan and generate buy-in.

PHASE 4

Visioning Workshops – Develop future vision for Missoula's visitor economy and prioritize key issue and opportunities.

PHASE 5

Destination Stewardship Plan Development:
Validate recommendations and develop the plan

PHASE 6

Comprehensive Implementation
Plan Development

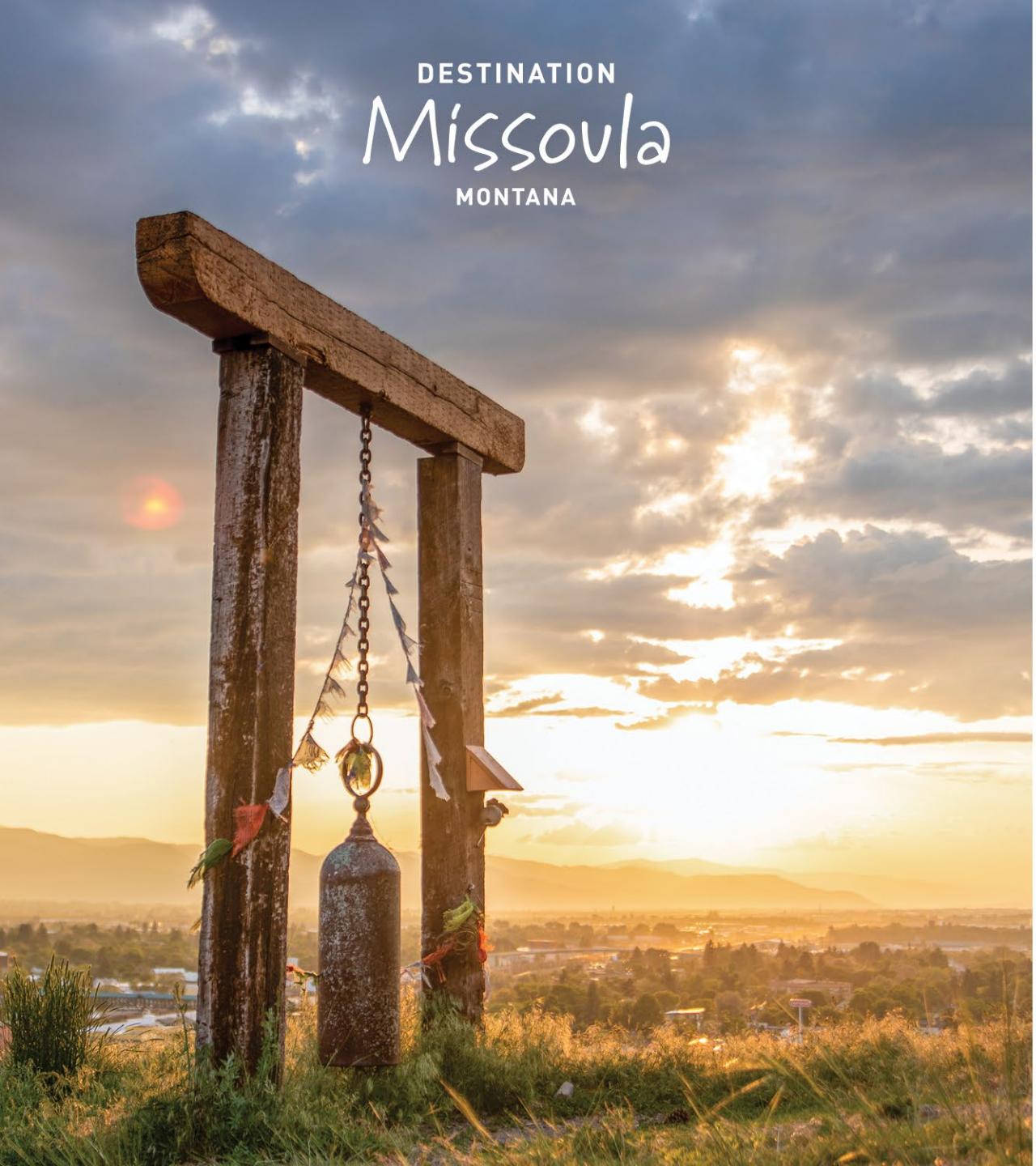
OUR GOAL

Balance residents' quality of life with quality visitor experiences.

Define our ideal visitor as one who appreciates and helps to preserve what makes this place special.

Create strategies for responsible growth and management of the industry and destination development planning through collaboration.



A photograph of a wooden structure, possibly a bell tower or a marker, situated on a grassy hill. A large, ornate bell hangs from a chain, and small colorful flags are attached to the structure. The background shows a city skyline at sunset, with the sky filled with warm, golden clouds. The overall atmosphere is peaceful and scenic.

DESTINATION
Missoula
MONTANA

THIS IS WHAT A SUCCESSFUL PLAN WILL LOOK LIKE

It must **honor** the potentially disparate objectives of myriad public and private partners in the region, while revealing and calling attention to where there is common ground and value for all involved. The process must define a **shared vision**; engage and inform the public, local thought leaders, government agencies, businesses, relevant nonprofit organizations and private industry; and develop an implementation roadmap for **collective action**.

BENEFITS

1. RESEARCH
2. PARTNERSHIP
3. RESPONSIBLE RECREATION
4. BUSINESS RECRUITMENT
5. ANTICIPATING CHALLENGES
6. WORKFORCE INFRASTRUCTURE
7. LONG-TERM ECONOMIC VITALITY
8. DIVERSITY, EQUITY AND INCLUSION
9. WORKING TOGETHER



DSP – COMMUNITY ENGAGEMENT

**Ways to stay up-to-date and you
can make your voice heard:**

www.destinationmissoula.org/DSP

September - Community Town Halls (2 in person)

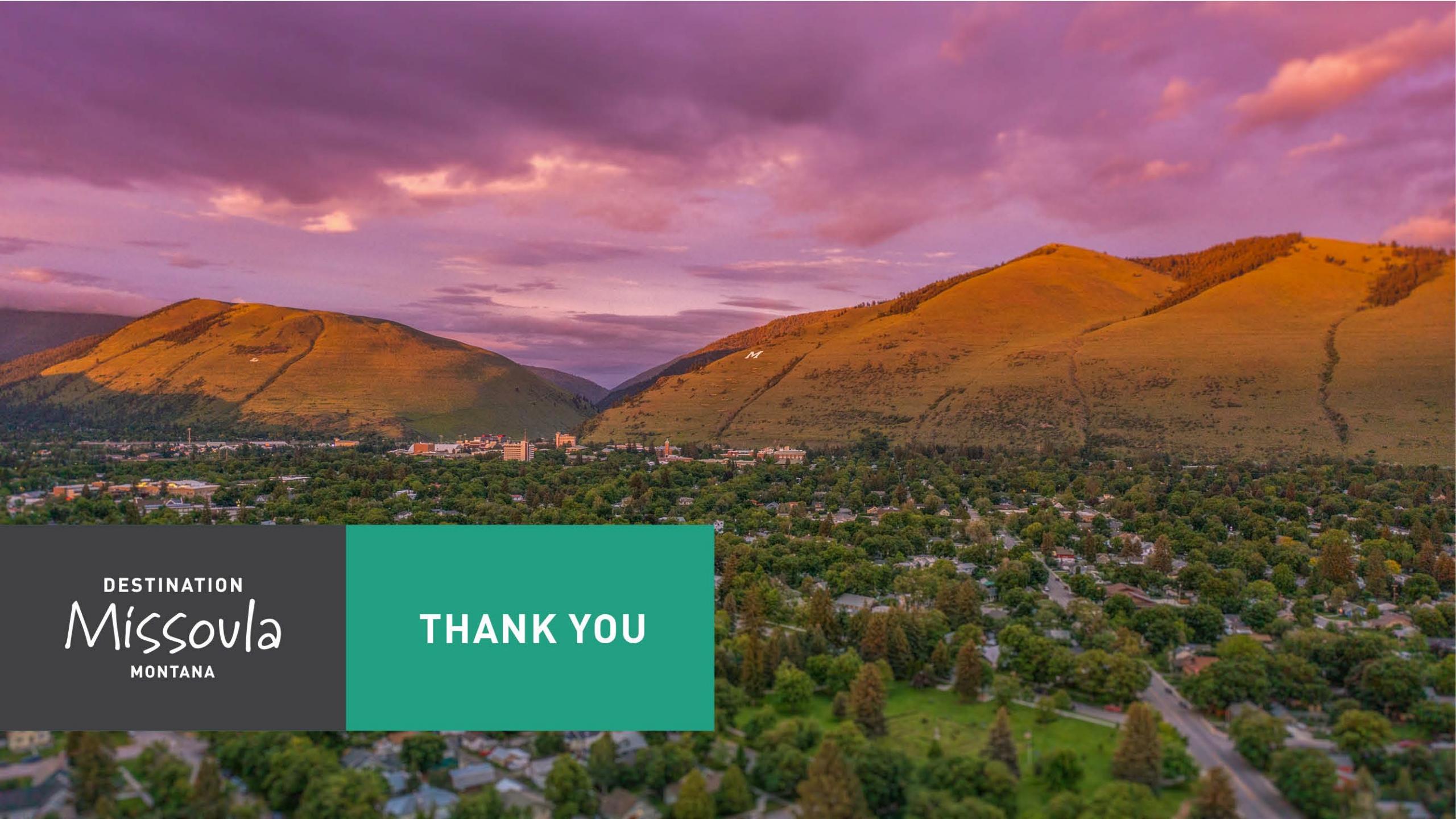
September 26– 5:30-7:00 pm and

September 27– 11:30 am – 1:00 pm

Fairfield Inn & Suites, Missoula, MT

Resident Survey – August 9 – we are asking for your
participation





DESTINATION
Missoula
MONTANA

THANK YOU