



## **VISION**

Be THE place in Montana to visit for a genuine experience.

## **MISSION**

Strengthen our economy by promoting the uniqueness of Great Falls, Montana to visitors.

## **VALUES**

Authentic | Innovative | Bold | Accountable | Respectful | Passionate  
Results Focused | Trusting | United | Honest

## **PRIORITIES**

Grow Tourism | Develop the Destination | Advocate for Tourism

## **GOALS**

### **GROW TOURISM**

- Increase overnight visitors year-round to Great Falls.
- Increase new overnight visitors to Great Falls.
- Increase the number of city-wide conventions, meetings and events.
- Increase overnight visitors aged 35-44.
- Increase users of the Great Falls, Montana Brand.
- Increase overnight traveler's average length of stay.
- Increase the average daily spend of overnight visitors.

### **DEVELOP THE DESTINATION**

- Increase the number and variety of new events that will increase room demand.
- Increase Great Falls' regional competitiveness for hosting conventions, meetings, groups, and events.
- Grow events that are increasing room demand.
- Increase Great Falls community promoters.
- Make Great Falls more accessible by air for overnight visitors.
- Increase the ability of overnight visitors to access in-market experiences.
- Increase the number and variety of in-market experiences for overnight visitors.
- Increase the positive online reputation of Great Falls, Montana.

### **ADVOCATE FOR TOURISM**

- Retain a high performing professional team.
- Increase awareness of, and engagement in, tourism initiatives.
- Oppose any attempts to reduce or reallocate funds generated through current Tourism Business Improvement District laws.
- Oppose any attempts to change the lodging facility use tax that would negatively impact its ability to be used for tourism promotion and tourism infrastructure.
- Oppose efforts that reduce Great Falls' competitiveness to attract overnight visitors.
- Develop diversified, sustainable funding sources.

Adopted 4-18-2019