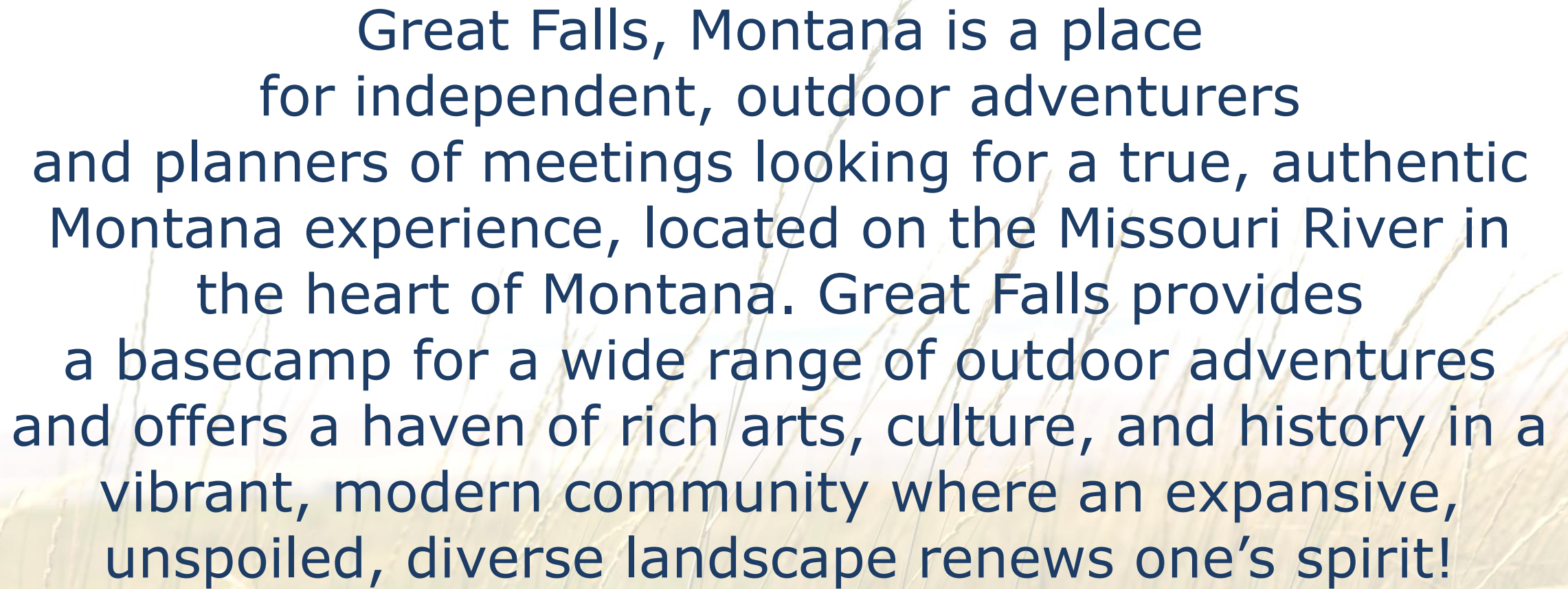


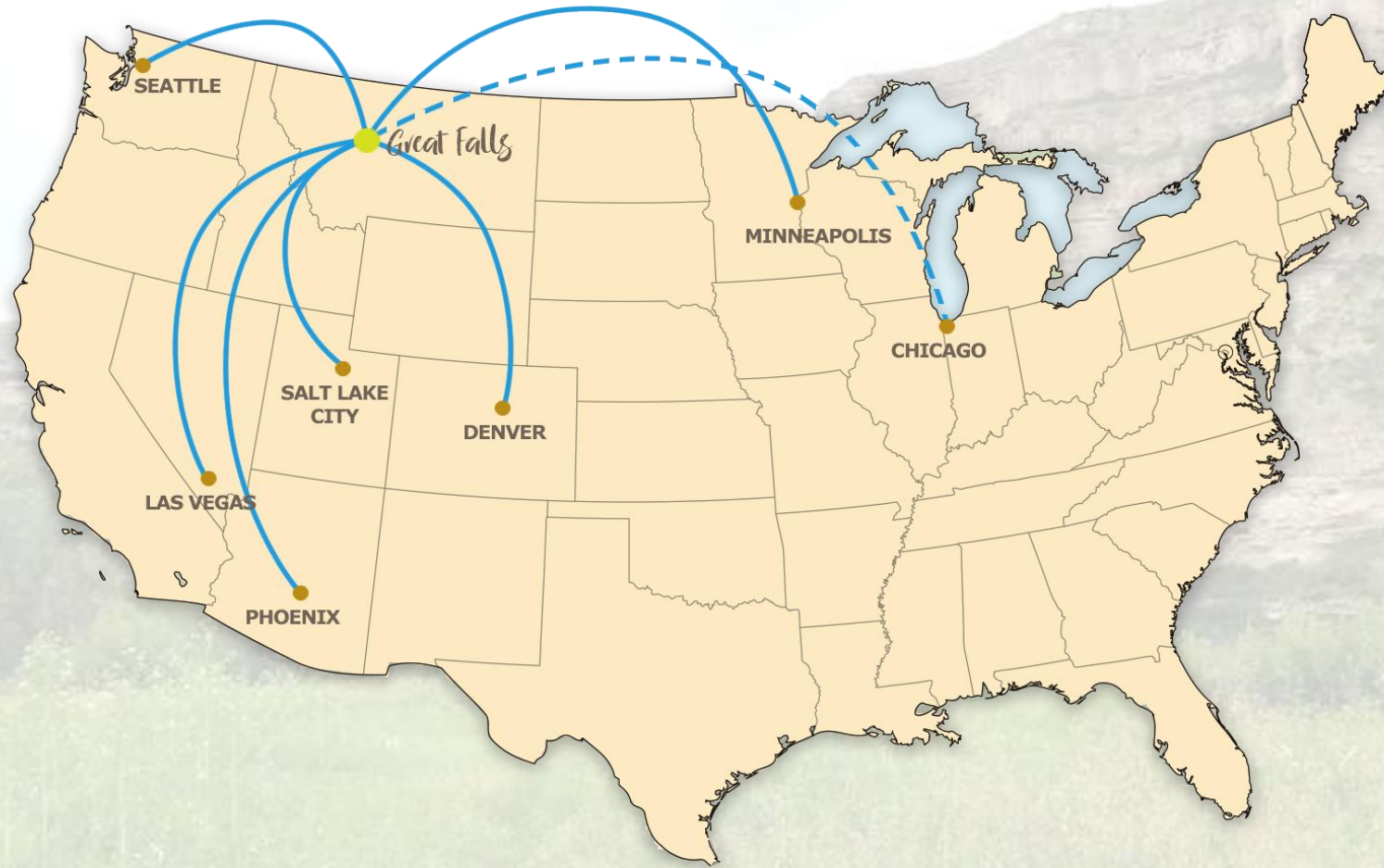


Great Falls | Montana's Basecamp for Art & Adventure

The background of the slide features a soft-focus image of tall, golden-brown grasses. The slide is framed by a decorative border: the top and right corners are decorated with a red, textured material, while the bottom and left corners are decorated with a blue, textured material.

Great Falls, Montana is a place
for independent, outdoor adventurers
and planners of meetings looking for a true, authentic
Montana experience, located on the Missouri River in
the heart of Montana. Great Falls provides
a basecamp for a wide range of outdoor adventures
and offers a haven of rich arts, culture, and history in a
vibrant, modern community where an expansive,
unspoiled, diverse landscape renews one's spirit!

Montana



Great Falls, Montana



Montana Brand

- Spectacular Unspoiled Nature
- Vibrant & Charming Small Towns
- Breathtaking Experience by Day & Relaxing Hospitality at Night
- Simply, but no unsophisticated
- Confident, not arrogant
- Genuine, not old-fashioned
- Grounded, not stuck in our ways

Montana Brand Challenge

"It seems a little tricky to get there, you have to make connections, there's not a lot of non-stop flights from anywhere, especially coming out of my home town."

"Sounds like a great trip, but I probably won't go. . . Because of how much time and money I would need to devote to this kind of trip."

"I wouldn't spend that much money to fly to Montana for a weekend. If I'm going to go, I'd have to go for at least a week or two."

"The weather would be a consideration. I would want to go in the summertime when it is warm."

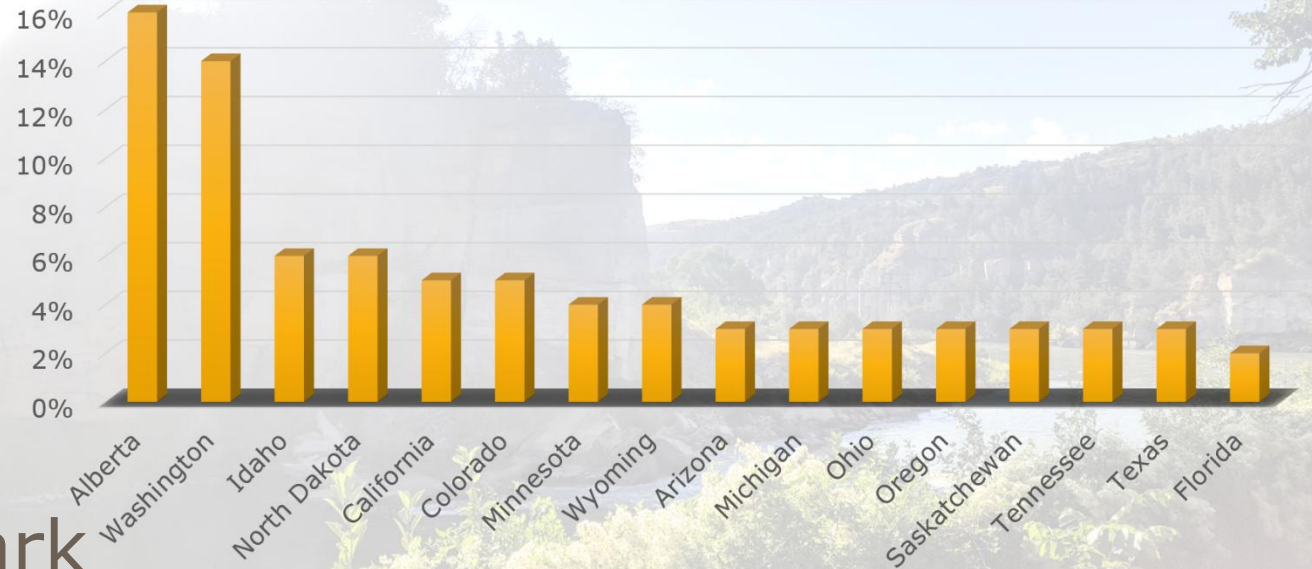
Great Falls' Natural Outdoor Adventure!

- Missouri River
- Bob Marshall Wilderness Complex
- Smith River
- Little Belt Mountains
- Sun River
- Big Belt Mountains
- Belt Creek
- Highwood Mountains
- Holter Lake

Visitor Activities

- Day Hikes
- Scenic Drives
- Nature Photography
- Lewis & Clark Sites
- Glacier National Park
- Yellowstone National Park
- Visit Geology/Dinosaur Related Sites

Arriving From



Data from Institute of Tourism and Recreation Research, <http://itrr.umt.edu/>

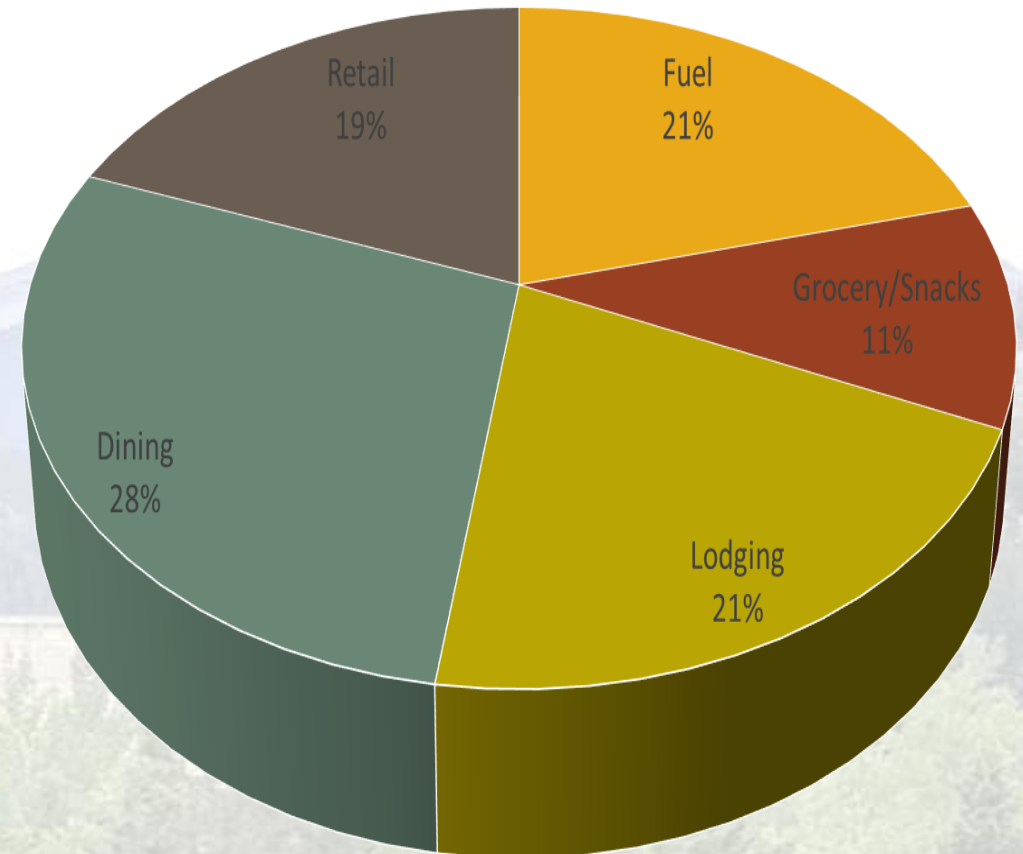
Economic Impact

Montana

- 12 million Visitors
- \$3.36 Billion in Spending
- 38,890 Direct Jobs

Great Falls

- 800,000 Visitors
- \$205 million in Spending
- 892,000 Visitors



Data from Institute of Tourism and Recreation Research, <http://itrr.umt.edu/>

TOURISM & RECREATION

Outdoor Adventure Product

- Equipment
- Preparedness
- Skills
- Access
- Land Use
- Permits
- Wayfinding
- Seasonality

Events = \$

- Brand & Assets
- Spartan Races
- Evel Knievel Days
- Western Art Week
- Dog Sled Races
- Bridger Run
- Bike Races
- Standup Paddle Board Races
- Portage Races

Message & Marketing

- Know the Market
- Stories, Content & Trip Ideas
- Influencers & Friends
- Images & Videos
- Strategic Use of People

