



Destination Management Retreat
The Forge in Anaconda; 100 Union Ave.
Thursday, March 24, 2022
9:00 am – 4:30 pm

- 9:00 Welcome and Introductions
- 9:15 Research – ITRR Reports, State Reports
- 9:40 Call Center Report from Rebecca Schmitz, Experian
- 9:50 Website – adding in events and photos, Tempest Technologies
- 10:10 Itineraries -Gathering information from your community
- 11:30 Advertising Tips – Megan Richter, Windfall Studios
- 12:00 Free Lunch – Taco Bar
- 12:45 Videos of Southwest Montana- Tempest Technologies
- 1:00 Discussion:
 - Gas prices, employee shortages, seasonal hours
 - Brand Montana, Opportunities and Priorities, Event Sheet – Weekly, Bimonthly?
- 2:00 Communication – email, newsletters, how often, new ideas
- 2:30 – 4:30 SuperHost and Glacier National Park Ticketing– Pam Gosink