



# MARKETING TOOLBOX

VISIT SOUTHEAST  
MONTANA 

📍 BIGHORN CANYON, SETH ROYAL KROFT



# WHAT IS VISIT SOUTHEAST MONTANA?

Visit Southeast Montana (SEMT) is one of six tourism regions in Montana. As such, SEMT serves as a conduit between the small towns and Convention Visitors Bureaus (CVBs), like Billings, Miles City and Glendive, and the Montana Department of Commerce.

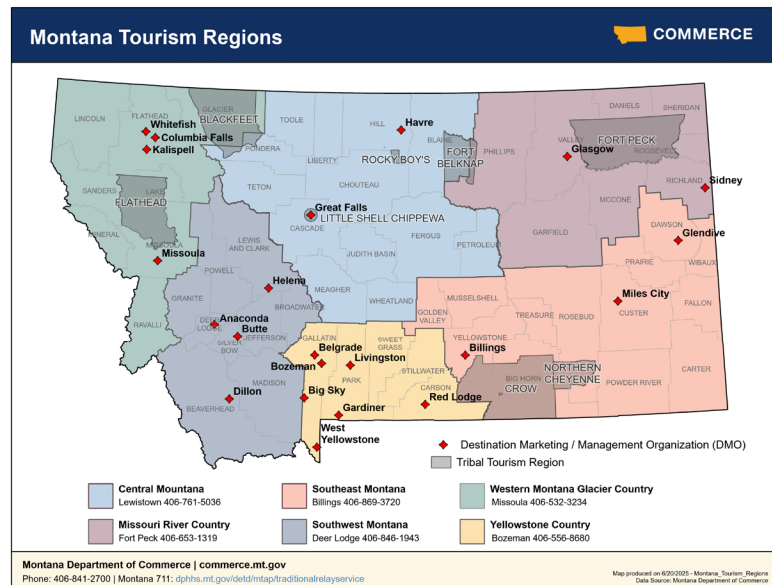
## MISSION STATEMENT

To increase visitors to Southeast Montana by increasing awareness of our region, showcasing cultural heritage, developing memorable experiences and educating our residents about the economic benefits of tourism.

## VISION STATEMENT - HOW WE WILL ACCOMPLISH OUR MISSION:

Southeast Montana will become the trusted source for free-spirited travelers to achieve their legendary life experiences.

We work with you—our Tourism Partners—across the region to accomplish this.



## DID YOU KNOW?

Prior to 2012 the Visit Southeast Montana organization was known as Custer Country. The Billings Chamber of Commerce manages the contract for Visit Southeast Montana.

# WHAT DOES VISIT SOUTHEAST MONTANA DO?

As a DMO—Destination Management Organization—Visit Southeast Montana uses state marketing dollars (as allocated by Montana Lodging Tax revenues) to promote the Southeast Montana region, to targeted audience(s).

Basically, that means that we market the entire region (see map on previous page) for YOU. However, we believe that every single partnership strengthens the overall marketing efforts.

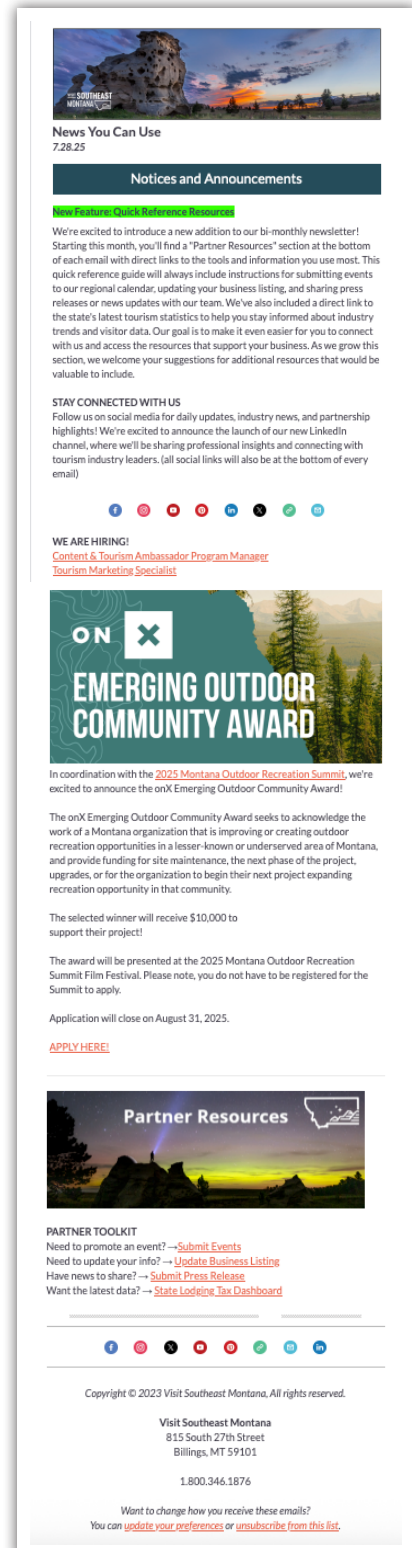
Also, we send bi-weekly e-blasts called News You Can Use to you, our Tourism Partners, sharing important information like:

- + Grant opportunities
- + Marketing tips
- + Board meeting notices
- + Annual marketing workshops
- + Notices like “new travel guide has arrived”
- + And much more

Sign up to receive News You Can Use here:  
[semtpartners.com/want-news-you-can-use](https://semtpartners.com/want-news-you-can-use)

This Toolbox outlines the marketing methods that elevate Visit Southeast Montana’s tourism partners. Please use it to your advantage. Ask questions. Provide suggestions.

We are open to your input.



The screenshot shows an email newsletter titled "News You Can Use" dated 7.28.25. It features a header image of a mountain landscape. Below the header, there's a section for "Notices and Announcements" with a green highlight for "New Feature: Tools & Reference Resources". The text describes a new section in the bi-monthly newsletter, "Partner Resources", which includes direct links to tools and information. It also mentions a "STAY CONNECTED WITH US" section for social media updates. A "WE ARE HIRING!" section lists positions for "Content & Tourism Ambassador Program Manager" and "Tourism Marketing Specialist". Below this is a large section for the "ONX EMERGING OUTDOOR COMMUNITY AWARD", which includes details about the award, the deadline (August 31, 2025), and a link to apply. The bottom section is titled "Partner Resources" and lists various tools and links for partners, such as "Submit Events", "Update Business Listing", "Submit Press Release", and "State Lodging Tax Dashboard". The footer includes the Visit Southeast Montana logo, address, phone number, and a link to update email preferences.

**News You Can Use**  
7.28.25

**Notices and Announcements**

**New Feature: Tools & Reference Resources**

We're excited to introduce a new addition to our bi-monthly newsletter! Starting this month, you'll find a "Partner Resources" section at the bottom of each email with direct links to the tools and information you use most. This quick reference guide will always include instructions for submitting events to our regional calendar, updating your business listing, and sharing press releases or news updates with our team. We've also included a direct link to the state's latest tourism statistics to help you stay informed about industry trends and visitor data. Our goal is to make it even easier for you to connect with us and access the resources that support your business. As we grow this section, we welcome your suggestions for additional resources that would be valuable to include.

**STAY CONNECTED WITH US**  
Follow us on social media for daily updates, industry news, and partnership highlights! We're excited to announce the launch of our new LinkedIn channel, where we'll be sharing professional insights and connecting with tourism industry leaders. (all social links will also be at the bottom of every email)

**WE ARE HIRING!**  
[Content & Tourism Ambassador Program Manager](#)  
[Tourism Marketing Specialist](#)

**ONX EMERGING OUTDOOR COMMUNITY AWARD**

In coordination with the [2025 Montana Outdoor Recreation Summit](#), we're excited to announce the onX Emerging Outdoor Community Award!

The onX Emerging Outdoor Community Award seeks to acknowledge the work of a Montana organization that is improving or creating outdoor recreation opportunities in a lesser-known or underserved area of Montana, and provide funding for site maintenance, the next phase of the project, upgrades, or for the organization to begin their next project expanding recreation opportunity in that community.

The selected winner will receive \$10,000 to support their project!

The award will be presented at the 2025 Montana Outdoor Recreation Summit Film Festival. Please note, you do not have to be registered for the Summit to apply.

Application will close on August 31, 2025.

[APPLY HERE!](#)

**Partner Resources**

**PARTNER TOOLKIT**  
Need to promote an event? → [Submit Events](#)  
Need to update your info? → [Update Business Listing](#)  
Have news to share? → [Submit Press Release](#)  
Want the latest data? → [State Lodging Tax Dashboard](#)

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1.800.346.1876

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#).

# VISIT SOUTHEAST MONTANA & VISIT MONTANA WEBSITES

[southeastmontana.com](https://southeastmontana.com) | [visitmt.com](https://visitmt.com)

Visit Southeast Montana's website is an independent site, designed to inspire, motivate and facilitate leisure visitation to the region. We do partner with the Montana Department of Commerce to **provide detailed listings for all tourism-related businesses and attractions** within the Southeast Montana region. These listings are free of charge and you are in control of your content. Here are a few items to note:

- + Access existing or create a new account at: [business.visitmt.com](https://business.visitmt.com).
- + Once the listing is created, it will also appear on the Montana Department of Commerce website at [visitmt.com](https://visitmt.com) then automatically propagate to [southeastmontana.com](https://southeastmontana.com).
- + Update your image, hours of operation and other details on a quarterly basis. Fresh and accurate content is essential.
- + Keep your user name/password in a safe but memorable place—re-creating it can be challenging and time-consuming.
- + Verify your listing—it may take a few days to update—and connect if you have questions or difficulties.
- + Contact the Montana Department of Commerce if you need assistance: [surveytool@mt.gov](mailto:surveytool@mt.gov) or call 406.841.2193.

In FY25, [southeastmontana.com](https://southeastmontana.com) had over 400,000 page views from more than 250,000 sessions. We anticipate reaching as many or more in FY26. Visit Southeast Montana's marketing campaign drives traffic directly to this site, so this is one of your best, no-cost options to promote your business, event or attraction.

## DID YOU KNOW?

In 2025, online bookings are projected to account for 65% of all global travel bookings, with a market value reaching \$1.2 trillion, according to TravelPulse.



## FAMILIARIZATION TOURS

Visit Southeast Montana's **publicity program** works with both national and international travel media to cultivate editorial coverage on Southeast Montana in all forms of media (print, digital, social, broadcast—TV and radio). One mechanism for doing this is to conduct escorted media or fam (familiarization) trips, organized around activities, notable events, themes within the region or focused on a community and its offerings.

Another effective method is using **social media influencers**. These are contracted brand ambassadors, who travel throughout the region, via a Southeast Montana-provided itinerary, and create, post and promote digital content.

We work closely with the region's communities and tourism-related businesses to identify appropriate tours and secure complimentary or discounted services during these trips. Tourism-related businesses can get involved by providing complimentary or discounted services which will give travel writers and tour operators the best experience possible in Southeast Montana, encouraging them to include our region in their media or organization.

In return, it is likely that your business or organization will be mentioned in the resulting earned media. Keep in mind that, unlike paid media, earned media is editorial. While we can make recommendations, the ultimate decision on content lies in the hands of the content creator and editorial staff.

### FUN FACT






73% of all travelers report making booking decisions due to influencer recommendations. (Travel Age West)

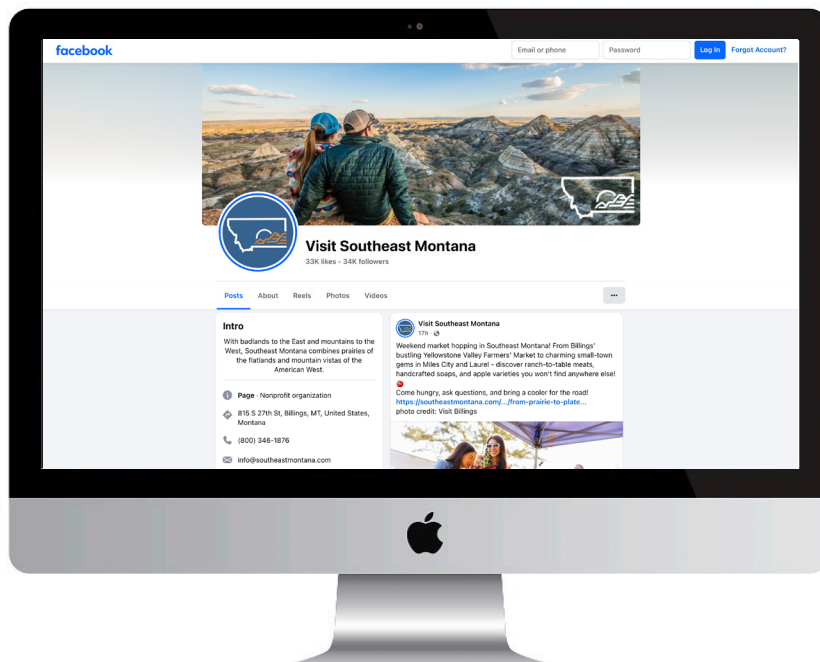
# NEWS RELEASES & SOCIAL MEDIA

Southeast Montana is always looking for newsworthy stories, events and the like to pitch to journalists and bloggers. Plus, we will send **news releases** to local media free of charge for tourism newsworthy events within the region. Keep in mind that many weekly outlets need a 10-day advance notice. Alternatively, we are happy to share our media list with you—simply ask.

We also maintain four social media platforms with nearly 42,000 total followers—Facebook, Instagram, Pinterest and YouTube—to promote **strategic branded content** based on the pillars (outdoor recreation, western authenticity, historical significance, dinosaur adventures and Indigenous culture), paid posts and UGC (user generated content—via social media influencers, bloggers and the like). We also invite you to connect with us on LinkedIn, where we share business and industry updates, marketing resources and partnership opportunities

While we do mine for content, we always welcome your input.

- +  [facebook.com/southeastmontana](https://facebook.com/southeastmontana)
- +  [instagram.com/southeastmontana](https://instagram.com/southeastmontana)
- +  [linkedin.com/company/visit-southeast-montana](https://linkedin.com/company/visit-southeast-montana)
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- +  [youtube.com/@visitsoutheastmontana6013](https://youtube.com/@visitsoutheastmontana6013)





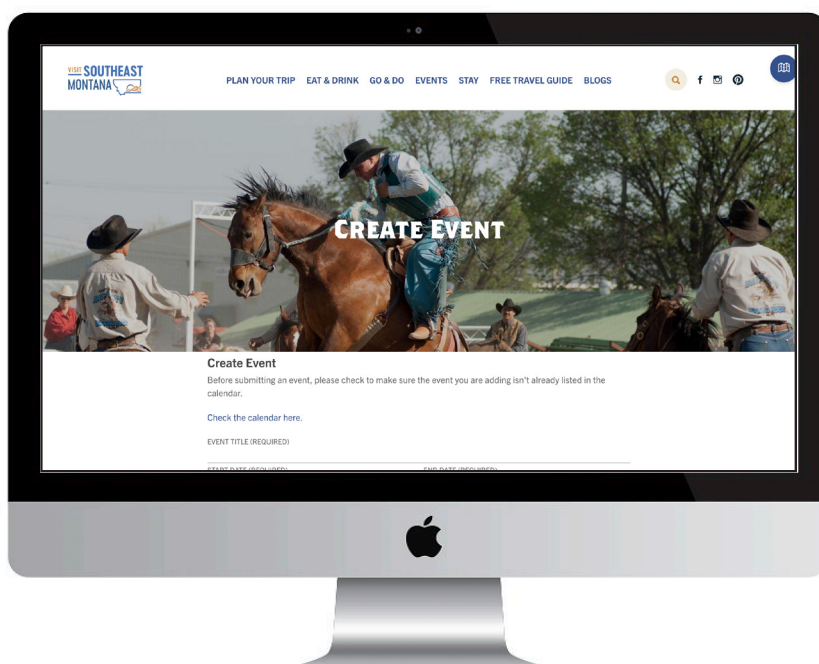
## PROMOTE EVENTS

Visit Southeast Montana promotes a wide range of events that inspire travel to our region—from long-standing traditions like the Bucking Horse Sale and Crow Fair to community celebrations, cultural gatherings, concerts, etc. While not every local event is visitor-focused, we encourage you to share those that showcase what makes your community unique and welcoming to travelers.

If you have created an event on Facebook, be sure to connect with our social media page and we'll share the event. Or, simply send a quick email or direct message (DM). We are always happy to discuss ways to promote to our target audience.

Additionally, you can list an event, at no cost, on both [southeastmontana.com](https://southeastmontana.com) and [visitmt.com](https://visitmt.com).

Visit [southeastmontana.com/create-event](https://southeastmontana.com/create-event) to submit to our website, and [visitmt.com/add-an-event](https://visitmt.com/add-an-event) to share on the state's site.

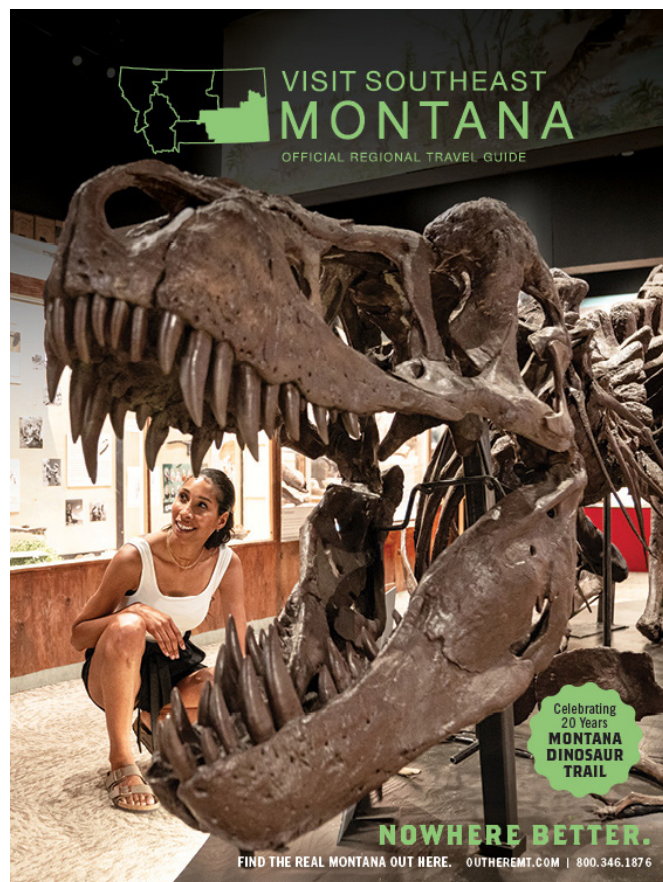


# SOUTHEAST MONTANA TRAVEL GUIDE

In 2025, we printed **60,000 copies** of the guide and distribute them throughout northern Wyoming, western South Dakota and at select locations in Montana. Additionally, these guides are sent to those who inquire via Visit Southeast Montana's website or toll-free phone line. We also distribute guides through regional Visitor Information Centers, via regional conferences and at travel shows.

If you would like to have guides at your location, call 1.800.346.1876 or submit a request at [semtpartners.com/order-travel-guide](https://semtpartners.com/order-travel-guide) (there is no fee for the guides, nor is there a fee to have them sent bulk).

Place your business, event or organization in front of visitors as they plan their trip or while they are traveling throughout the region with advertising in the guide. Connect with Annie Mead at [annie@windfallstudio.com](mailto:annie@windfallstudio.com) for a rate card or to discuss options for the 2026 travel guide.





# PHOTOS

Today's marketing strategies need strong imagery and Visit Southeast Montana is continually adding to its **Image Library**.

To request an image, go to [semtpartners.com/photo-request-form](https://semtpartners.com/photo-request-form). We are happy to discuss via email and / or phone also. We do attempt to have an annual photo shoot in the region, as budget allows—we connect mainly with Chambers and CVB directors to choreograph these shoots. If you have high-resolution images that we can use or have suggestions for professional photographers who are familiar with the region, we would love to talk.

Above all else, Visit Southeast Montana values the relationships we create with regional photographers and we are especially vigilant about always providing photo credit.

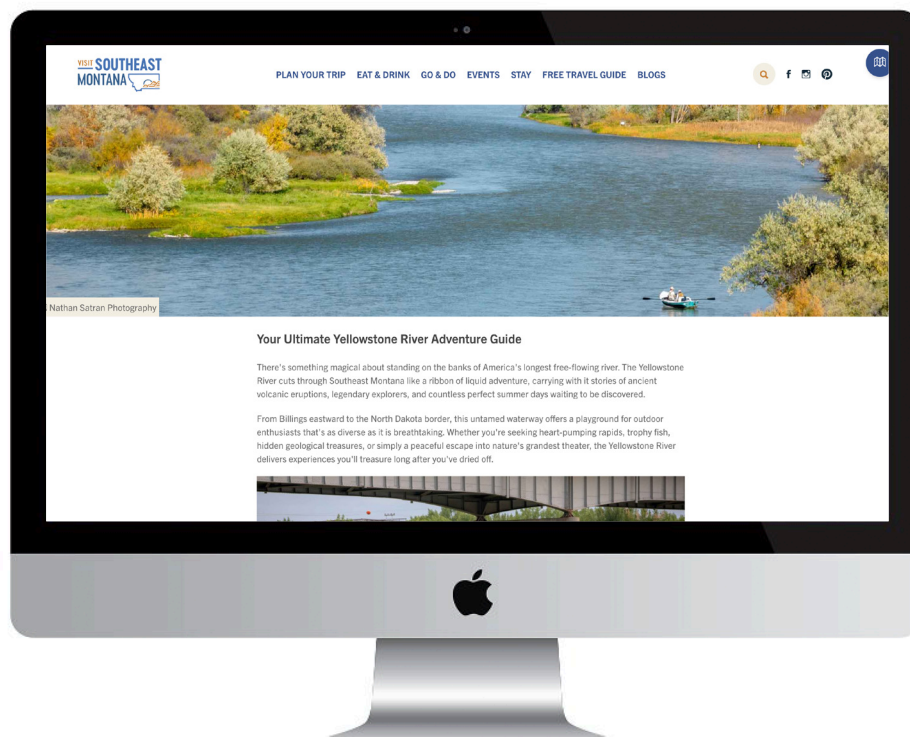


# BLOG AND NEWSLETTER

We have a **consumer database of more than 50,000 contacts**, to whom we send an **e-newsletter** each month. This information is also posted as blog content at [southeastmontana.com/blog](https://southeastmontana.com/blog) through our social channels.

The blog continues to gain popularity as we add content. We have editorial planned in advance, but are always open to suggestions. In addition, it helps if you follow the blog and share.

If you want to receive the consumer newsletter, you can sign up at [southeastmontana.com/sign-up-for-our-newsletter](https://southeastmontana.com/sign-up-for-our-newsletter).





# GRANT OPPORTUNITIES

The Visit Southeast Montana Board of Directors, when financially feasible, provides funding for **Cooperative Marketing Grants** and **Visitor Information Center (VIC) Grants**. Watch [semtpartners.com](https://semtpartners.com) for opportunities.

Additionally, the Montana Department of Commerce offers tourism grants, typically due September 1, annually. Learn more at: [commerce.mt.gov](https://commerce.mt.gov).



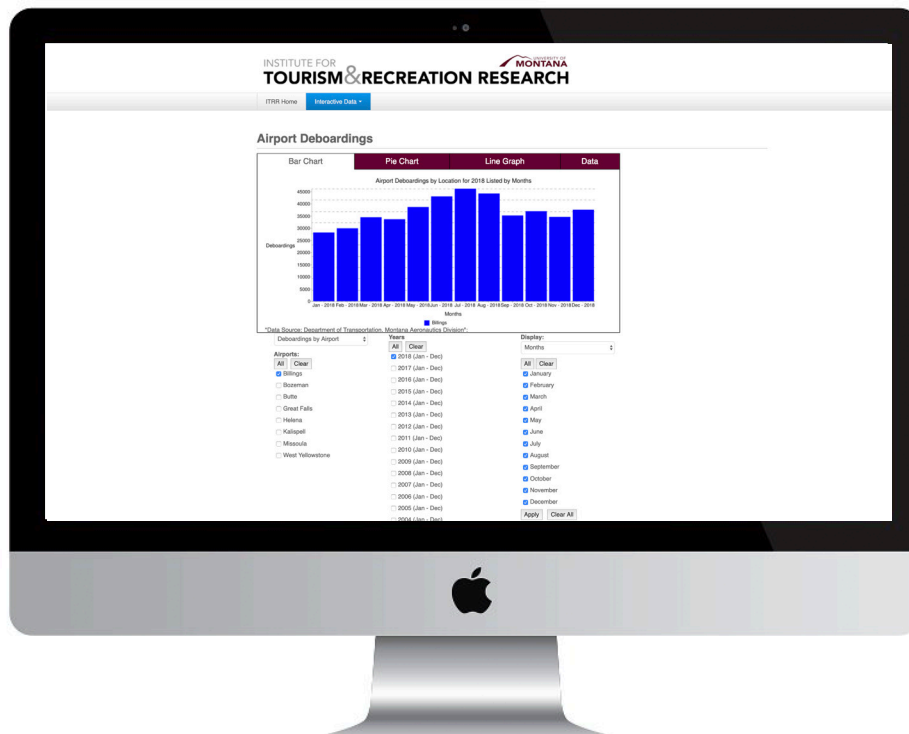
📍 LITTLE BIGHORN BATTLEFIELD NATIONAL MONUMENT, NATHAN SATRAN PHOTOGRAPHY

# RESEARCH

All good marketing plans start with solid research. The Montana Department of Commerce continues to purchase more data, which you can find at [commerce.mt.gov/data-research/business-and-industry/tourism](https://commerce.mt.gov/data-research/business-and-industry/tourism).

Additionally, a portion of Montana's lodging tax supports the Institute for Tourism and Recreation Research (ITRR), which completes tourism-specific research each year. ITRR also offers a "Survey in a Box," or survey kit, to collect valuable data about attendees at a specific event. Learn more or request a survey kit at [itr.umd.edu](https://itr.umd.edu).

Visit Southeast Montana also conducts an annual visitor survey to get in-depth information from visitors and potential visitors.



## HOW YOU CAN HELP VISIT SOUTHEAST MONTANA

We love to connect with you, our tourism partners, and know what is happening in your community. Here are a few tips to help stay connected:

- + Stay informed! Read and share the bi-weekly "News You Can Use" newsletter. If you want receive these e-blasts, simply send us an email request or sign up here: [semtpartners.com/want-news-you-can-use](https://semtpartners.com/want-news-you-can-use)
- + Know your County's representative on the Visit Southeast Board of Directors (listed on [semtpartners.com](https://semtpartners.com)); share information with him/her.
- + Connect socially, including events—strong imagery helps.
- + Attend marketing workshops and invite others.
- + Share visitation numbers annually (we request every January)—these numbers help us track trends at a regional level.
- + Consider being a tourism ambassador for your community and the region.
- + Consider being a film ambassador for your county.
- + Be open to new tourism initiatives like Taste Our Place, Made in Montana and Native American Made in Montana. Information here: [commerce.mt.gov/business/programs-and-services/made-in-montana](https://commerce.mt.gov/business/programs-and-services/made-in-montana)
- + Share this marketing toolbox with other Tourism Partners in your community.
- + Become familiar with [semtpartners.com](https://semtpartners.com).
- + Always feel free to contact us if you have questions.

### ADDITIONAL RESOURCES

For information from the Montana Department of Commerce, see:  
[commerce.mt.gov/business/programs-and-services/tourism-marketing](https://commerce.mt.gov/business/programs-and-services/tourism-marketing).

To learn more about Montana Tourism Regions and CVBs, see:  
[commerce.mt.gov/business/programs-and-services/tourism-marketing/regions-dmos-and-cvbs](https://commerce.mt.gov/business/programs-and-services/tourism-marketing/regions-dmos-and-cvbs).



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