



VISIT GARDINER MT

FY27 Destination Marketing Plan

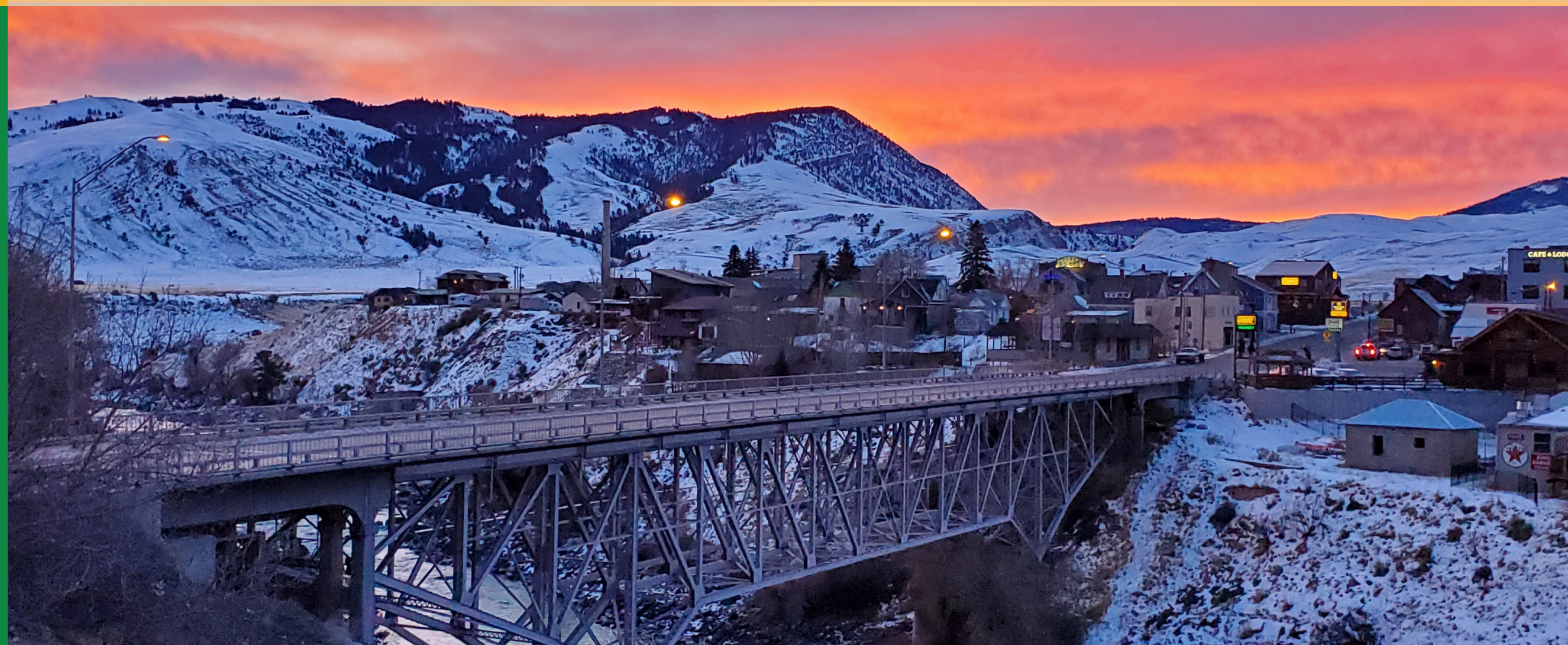




VISIT GARDINER

Main Focus

INCREASE OVERALL WINTER/SHOULDER SEASON VISITATION





VISIT GARDINER

Why?



Jan 2025 - April 2026 YNP NORTH ENTRANCE REC VISITS

TOTAL = 1,317,909

JAN - APRIL & OCT. - DECEMBER = 388,413





VISIT GARDINER

Stratiges



ISSUE MARKETING AGENCY RFP
STRATEGIC PLANNING
SOCIAL MEDIA, JOINT VENTURES, & DIGITAL





QUESTIONS?

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