

Business listing criteria

VisitMT.com tourism business guidelines:

1. They must support our mission to promote Montana to out-of-state tourists.
 1. Marketing in-state tourism is the responsibility of the tourism regions and CVBs.
2. Tourism related business include but aren't limited to:
 1. Lodging
 2. Dining
 3. Outfitters/Guides
 4. Sporting goods stores
 5. Sporting good equipment rental
 6. For a deep dive into all the categories of tourism businesses we support see the following web page - <http://data.visitmt.com/data/type> . Clicking any category link will show you all businesses in that category within the state. You will find some legacy business categories like 'banking' and 'church,' but we don't collect this information any longer. In fact, clicking those links will show that there are no listings for those business types. The legacy categories date back almost 20 years to the pre-Google days. At that time VisitMT was the source on all things Montana. Today Google is the king of search and our mission is to tell a compelling story about what makes Montana unique.
3. Located in Montana
4. Lodging facilities must provide Tax ID number.
5. Outfitters and guides must provide license number.
6. All submission are subject to the approval of MOTBD.

Typical businesses, we do not accept are the following.

1. Grocery stores
2. Pharmacies
3. Hospitals
4. Churches
5. Banks

These businesses provide useful services to our visitors when they are in-state, but they do not motivate a potential visitor to book a trip. It's also very easy for visitors to find this information via Google or from their local lodging provider.