



Tourism Business Listing Guidelines for VisitMT.com

Businesses listed must support the Montana Office of Tourism and Business Development's (MOTBD) mission to a) promote Montana to out-of-state tourists and b) tell a compelling story about what makes Montana unique.

Eligible types of tourism related business listings include (but not limited to):

- Dining
- Lodging
- Outfitters/Guides
- Sporting goods stores including equipment rental

Eligible tourism related businesses must meet the following requirements

- Located in Montana
- Lodging facilities must provide Tax ID number
- Outfitters and guides must provide license number

All submissions are subject to the approval of MOTBD.

Ineligible types of tourism related business listings include, (but not limited to):

- Grocery stores
- Pharmacies
- Hospitals
- Churches
- Banks

These businesses provide useful services, but they do not motivate a potential tourist to book a trip to Montana

You will find some legacy business categories like 'banking' and 'church,' but we don't collect this information any longer. Clicking those links will show that there are no listings for those business types.

A list of all tourism related business types supported on the VisitMT.com webpage can be found at <http://data.visitmt.com/data/type>

If you have questions or need additional information contact Norm Dwyer, MOTBD Digital Marketing Manager at ndwyer@mt.gov or 406.841.2885