

WITHOUT RESEARCH, YOUR MARKETING WILL FAIL

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ABSTRACT

This presentation will highlight the importance of using various types of research throughout a destination's brand development and its ongoing marketing efforts.

The presentation will focus on the collaborative approach led by the Montana Office of Tourism, demonstrating:

- How research and marketing can work together to develop compelling insights, leading to award-winning creative marketing campaigns.
- Why having award-winning creative is only going to get a destination so far if it can't conduct research to measure its effectiveness.
- How ongoing research is needed to learn how the marketplace is changing, leading to evolving marketing that reflects those changes.

Key Words:

Tourism research
Research informing marketing
Consumer insights
Collaboration
Award-winning