

Regional Promotion & Eligibility Policy

Purpose

Central Montana Tourism exists to market and promote the communities, businesses, landscapes, and experiences within our designated tourism region.

Our marketing resources are invested to strengthen visitation to Central Montana and to support those who contribute to that mission.

General Eligibility

Promotion across our marketing channels is reserved for:

- Communities and businesses located within the designated region
- Experiences that directly drive visitation to Central Montana
- Official partners in good standing

This includes, but is not limited to:

- Website listings
- Blog content
- Social media
- Paid and organic campaigns
- Event promotion
- Media and public relations outreach

Out-of-Region Promotion

Organizations, towns, attractions, and events located outside the Central Montana boundary are not eligible for promotion unless they maintain a financial partnership with Central Montana Tourism.

Grant & Program Eligibility

Entities located outside the designated tourism region are not eligible for:

- Cooperative marketing grants
- Organizational programs
- Marketing initiatives

This applies regardless of financial partnership status.

Exceptions

Visitors do not travel according to tourism region borders. In limited and strategic cases, an out-of-region location may be included within a larger Central Montana itinerary when:

- The visitor journey is anchored in Central Montana
- The inclusion improves trip flow or accessibility
- The addition strengthens the overall visitor experience
- Central Montana remains the primary focus

Such inclusions must:

- Remain secondary to in-region experiences
- Represent a small portion of the overall content
- Clearly serve the visitor, not the external entity

This exception applies only to itinerary development and does not extend to standalone promotions, listings or event features.