



Dear Missoula business leaders and tourism stakeholders,

As a part of Destination Missoula's 10-year Destination Stewardship Plan, we are embarking on an important assessment of how Missoula scores as a tourist destination and have contracted the expertise of MMGY NextFactor and Destinations International for their diagnostic tool called DestinationNEXT. We are in the company of over 340 other destinations worldwide who have undertaken this assessment, and as such we feel the tool has been tried and tested, and the methodology is sound.

The assessment takes the form of a 360-degree survey of key stakeholders in tourism, business, education, and government who would all find themselves impacted by Missoula's ability to attract and inspire visitors to our region. The results of the survey will essentially be a report card for the health and benchmarking of Missoula as a destination.

As a key civic leader and stakeholder in the visitor economy, we are asking for your participation in this important assessment. The survey is comprehensive and the questions are simple. They represent a broad set of topics addressing various elements of your community – including some elements which may seem beyond the scope of Destination Missoula's work, but indeed are relevant to and may impact visitors' experiences. The survey should take approximately 20-30 minutes to complete. If you require more time to complete the survey, you can also save it and return to it at a later date. We know it is a lengthy survey but greatly appreciate your time and commitment to the process as it will provide us with valuable insights.

To access the survey, please visit: [DestinationNEXT Missoula, MT](#). The survey will be available for your participation until August 20th, but we urge you to complete it as soon as possible to ensure you meet the survey deadline.

Please be assured that your responses will remain anonymous. In order to develop the most accurate picture, it is important that you answer the survey as you see Missoula today. Our hope is that the findings of this survey will spark a thoughtful, productive conversation about Missoula as a destination and will form the basis for a destination-wide tourism strategy that will help guide Missoula into the future.

Thank you for your time,

The Destination Missoula Team

DestinationNEXT Survey: [DestinationNEXT Missoula, MT](#)

<https://survey.alchemer.com/s3/7441437/DestinationNEXT-2-0-Missoula-MT>