

DESTINATION  
**N**→**EXT**

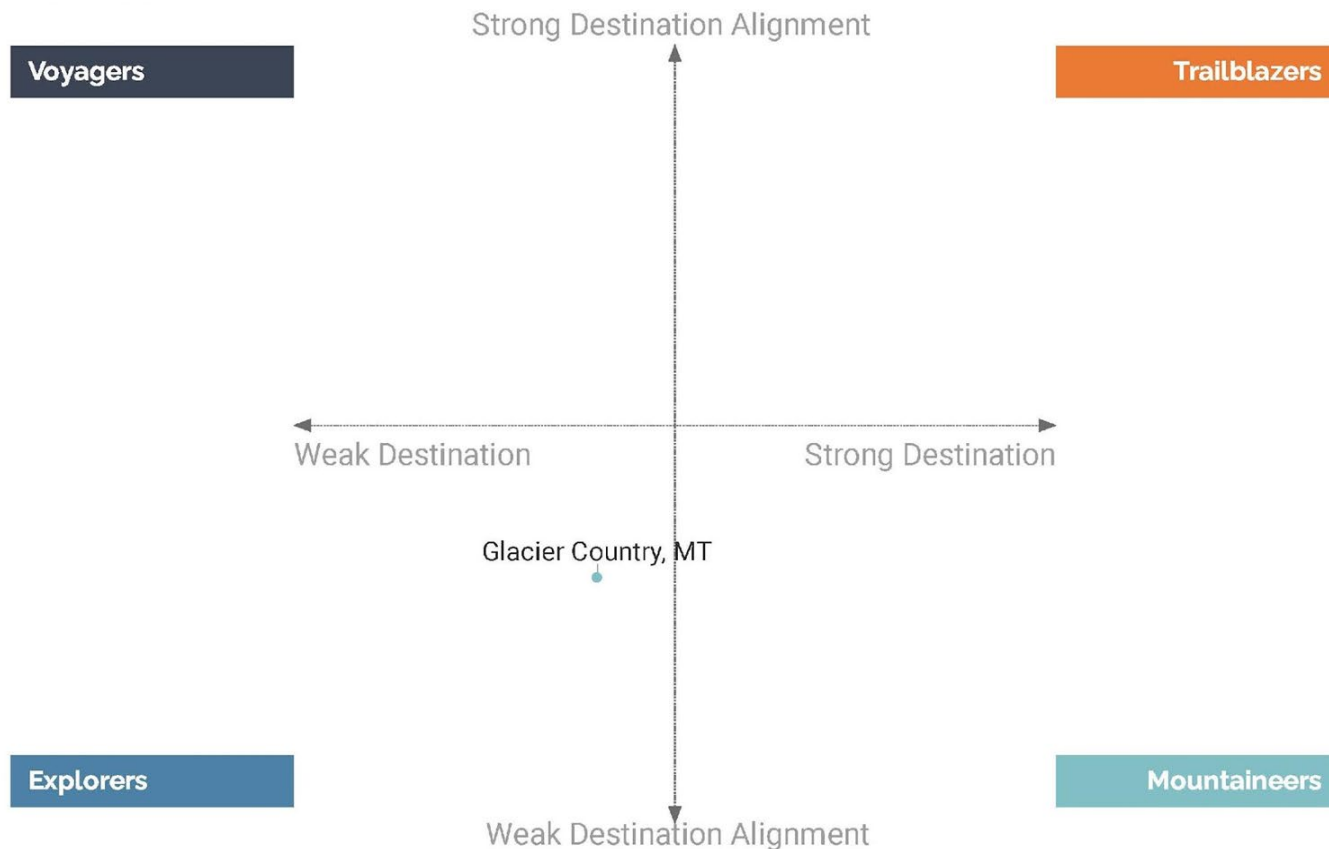
**Multi-User Diagnostic Assessment**  
Glacier Country, MT  
2021-2022

**MM**  
**GY** NextFactor

powered by  
simpleview 

# DestinationNEXT Key Takeaways

- DestinationNEXT is a comprehensive assessment tool that assesses destinations based on two major factors: Destination Strength and Destination Alignment. The assessment focuses on 24 main variables in tourism.
- In 2021, Glacier Country participated in the assessment with 236 stakeholders.
- Glacier Country is the Explorers quadrant with below average scores for Destination Strength and Alignment.
- Key stakeholder groups are aligned on their perceptions of Glacier Country.



There are several opportunities for improvement in Glacier Country as per the lowest rated variables shown:

### Destination Strength

	Variable	Performance ^
1.	Sporting Events	2.64
2.	Communication Infrastructure	2.77
3.	Conventions & Meetings	2.86
4.	Local Mobility & Access	2.88
5.	Dining, Shopping & Entertainment	3.12

### Destination Alignment

	Variable	Performance ^
1.	Workforce Development	2.19
2.	Community Group & Resident Support	3.22
3.	Hospitality Culture	3.23
4.	Government Support	3.27
5.	Emergency Preparedness	3.31



# #1

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**Workforce is a critical challenge and staff shortages are hindering the region's ability to support a year-round, 24/7 visitor economy**



# #2

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**Housing shortages and the lack of affordable housing are creating communities that are not livable**





# #3

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**Local infrastructure is not capable of supporting visitor and resident numbers in the peak season**



# #4

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**Residents believe visitors should contribute more to local public funds and development**







# #5

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**Disrespectful and disruptive visitor behavior has increased in the last two years**



# #6

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**Locals view increasing visitor numbers as having a causal relationship with increasing population numbers**







**#7**

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**Residents feel they are losing access to recreational opportunities that are central to quality of life**



# #8

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**Multi-jurisdictional land management systems and the volume of public lands creates governance challenges**







# #9

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**Opportunities to disperse  
visitors both seasonally  
and geographically**



# #10

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**Stakeholders want more destination stewardship initiatives from GCT**





# Scenario Model







# Destination Strength Variables



**Attractions & Experiences**



**Arts, Culture & Heritage**



**Dining, Shopping & Entertainment**



**Outdoor Recreation**



**Conventions & Meetings**



**Events & Festivals**



**Sporting Events**



**Accommodation**



**Local Mobility & Access**



**Destination Access**

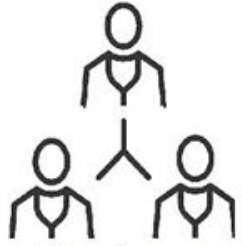


**Communication Infrastructure**



**Health & Safety**

# Destination Alignment Variables



**Business Support**



**Community Group & Resident Support**



**Government Support**



**Organization Governance**



**Workforce Development**



**Hospitality Culture**



**Equity, Diversity & Inclusion**



**Funding Support & Certainty**



**Regional Cooperation**



**Sustainability & Resilience**



**Emergency Preparedness**



**Economic Development**

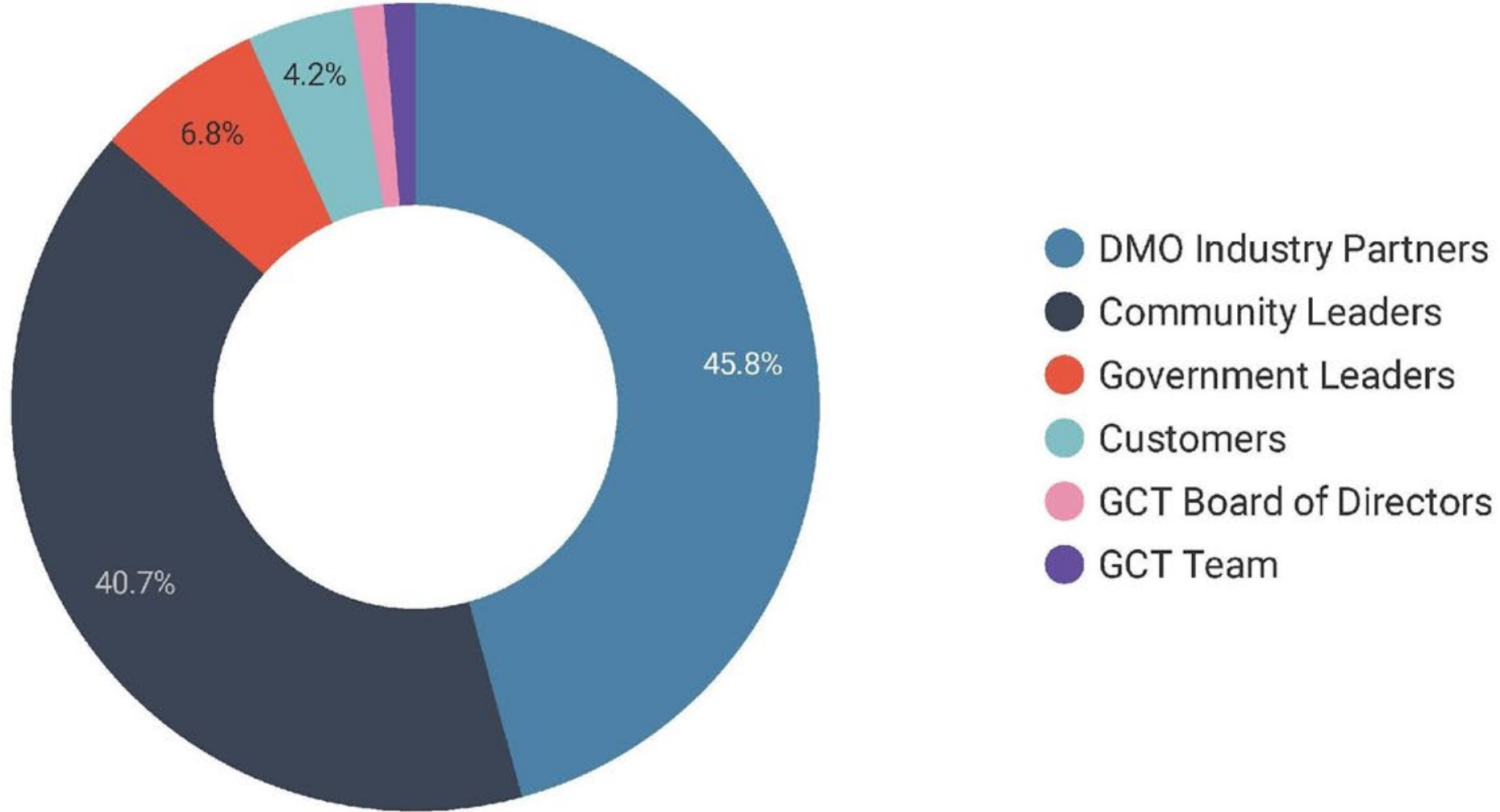


# Stakeholder Groups

The DestinationNEXT survey had 236 participants who spanned various fields in tourism.

Total Respondents

236



# Overall Assessment

**Voyagers**

**Trailblazers**

Glacier Country's DestinationNEXT results placed the destination in the Explorers quadrant with weak destination alignment and strength, and various opportunities for improvement.



**Explorers**

**Mountaineers**

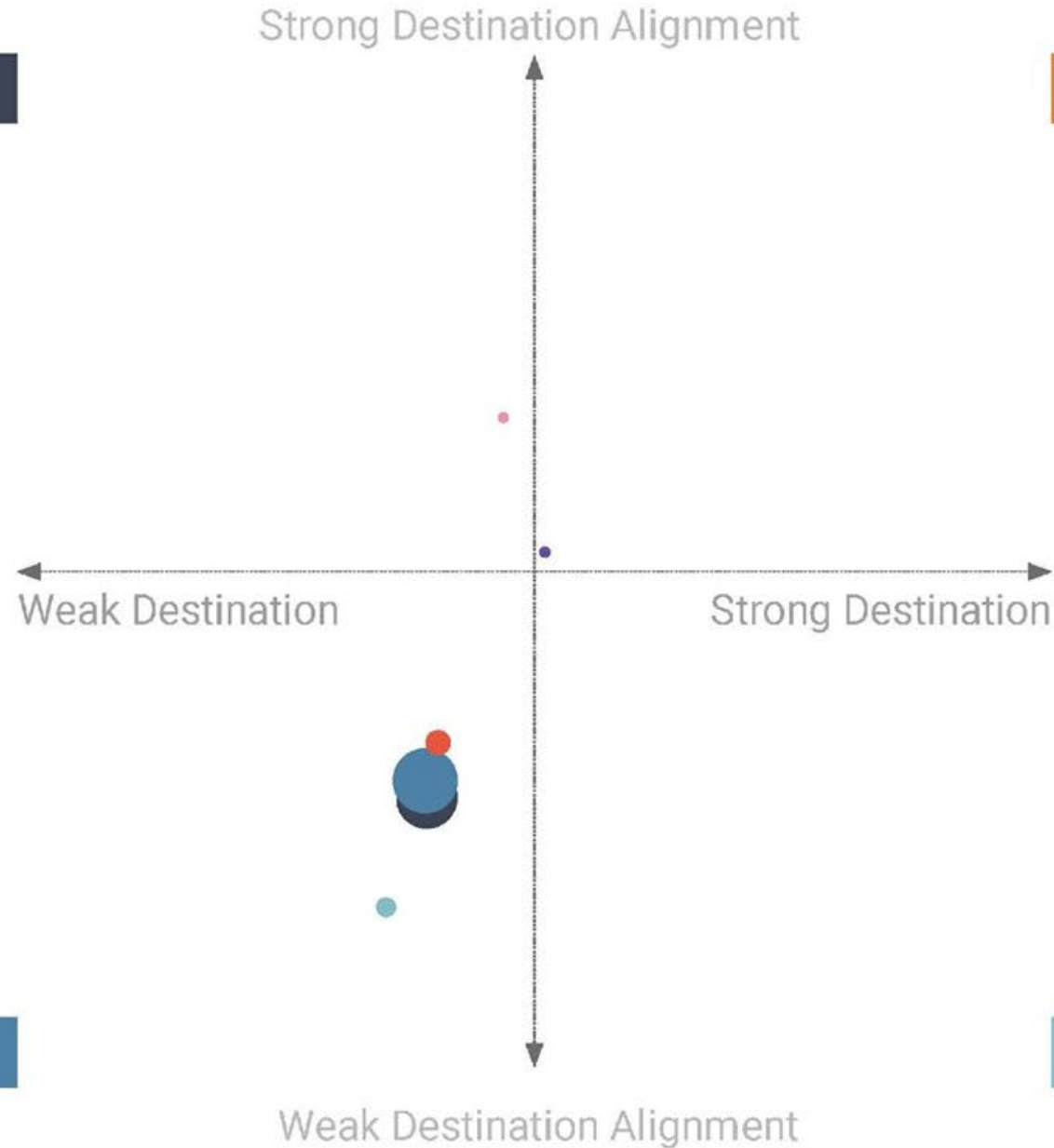


# Stakeholder Groups

**Voyagers**

Glacier Country's DestinationNEXT respondents were fairly aligned in answering the assessment questions and their perception of the destination.

**Trailblazers**



- Overall
- Community Leaders
- Customers
- DMO Industry Partners
- GCT Board of Directors
- GCT Team
- Government Leaders

**Explorers**

**Mountaineers**

# Destination Strength

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The following Report Card demonstrates areas of strength as well as opportunity for Glacier Country.

The areas of **strength** include:

- Outdoor Recreation
- Attractions and Experiences

The areas with **opportunities for improvement** for the destination include:

- Conventions & Meetings
- Events & Festivals
- Local Mobility & Access
- Destination Access
- Accommodation
- Dining, Shopping & Entertainment
- Communication Infrastructure
- Sporting Events



# Destination Strength

Variable	Relative Importance (0-100%)		Perceived Performance (1 - 5 scale)	
	Industry	Destination	Industry	Destination
Outdoor Recreation	8.59%	9.43%	3.98	4.30
Conventions & Meetings	8.00%	9.06%	3.42	2.86
Events & Festivals	8.29%	8.65%	3.73	3.28
Local Mobility & Access	8.23%	8.57%	3.06	2.88
Destination Access	8.07%	8.57%	3.33	3.15
Attractions & Experiences	8.97%	8.57%	3.72	4.08
Arts, Culture & Heritage	8.28%	8.57%	3.72	3.56
Accommodation	8.74%	8.35%	3.66	3.13
Dining, Shopping & Entertainment	8.60%	8.27%	3.61	3.12
Communication Infrastructure	8.34%	8.18%	3.24	2.77
Health & Safety	8.28%	7.57%	3.31	3.29
Sporting Events	8.03%	6.21%	3.49	2.64

Green indicates destination performance +5% above industry average; red indicates -5% below.

	Industry Average	Destination
Destination Strength	3.52	3.26

Scenario: Explorers

# Destination Strength: Highest & Lowest Variable Scores

Some of the highest and lowest scored variables within Destination Strength for Glacier Country include:

## Highest-scored Variables

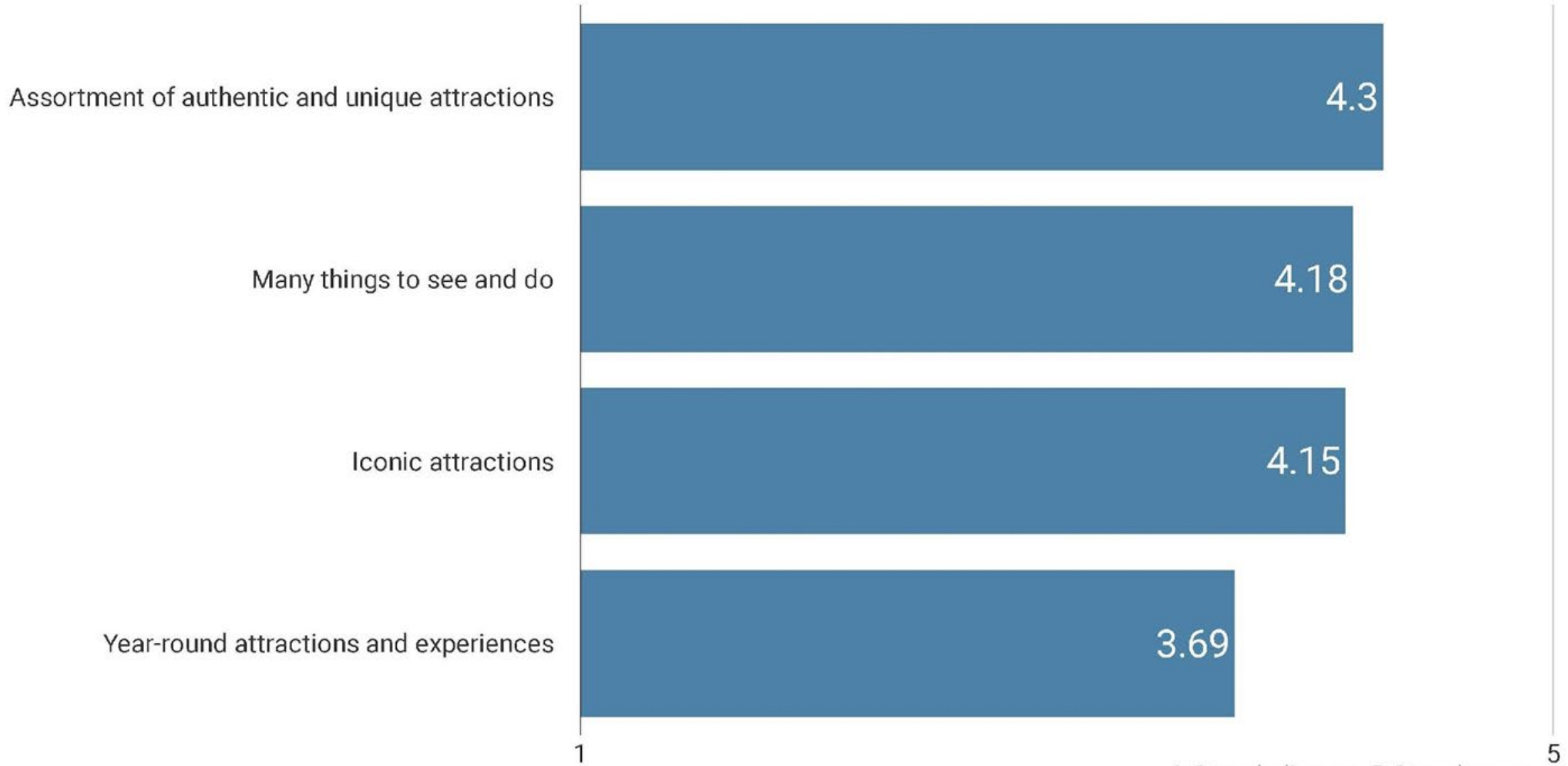
	Variable	Performance ▾
1.	Outdoor Recreation	4.30
2.	Attractions & Experiences	4.08
3.	Arts, Culture & Heritage	3.56
4.	Health & Safety	3.29
5.	Events & Festivals	3.28

## Lowest-scored Variables

	Variable	Performance ▲
1.	Sporting Events	2.64
2.	Communication Infrastructure	2.77
3.	Conventions & Meetings	2.86
4.	Local Mobility & Access	2.88
5.	Dining, Shopping & Entertainment	3.12

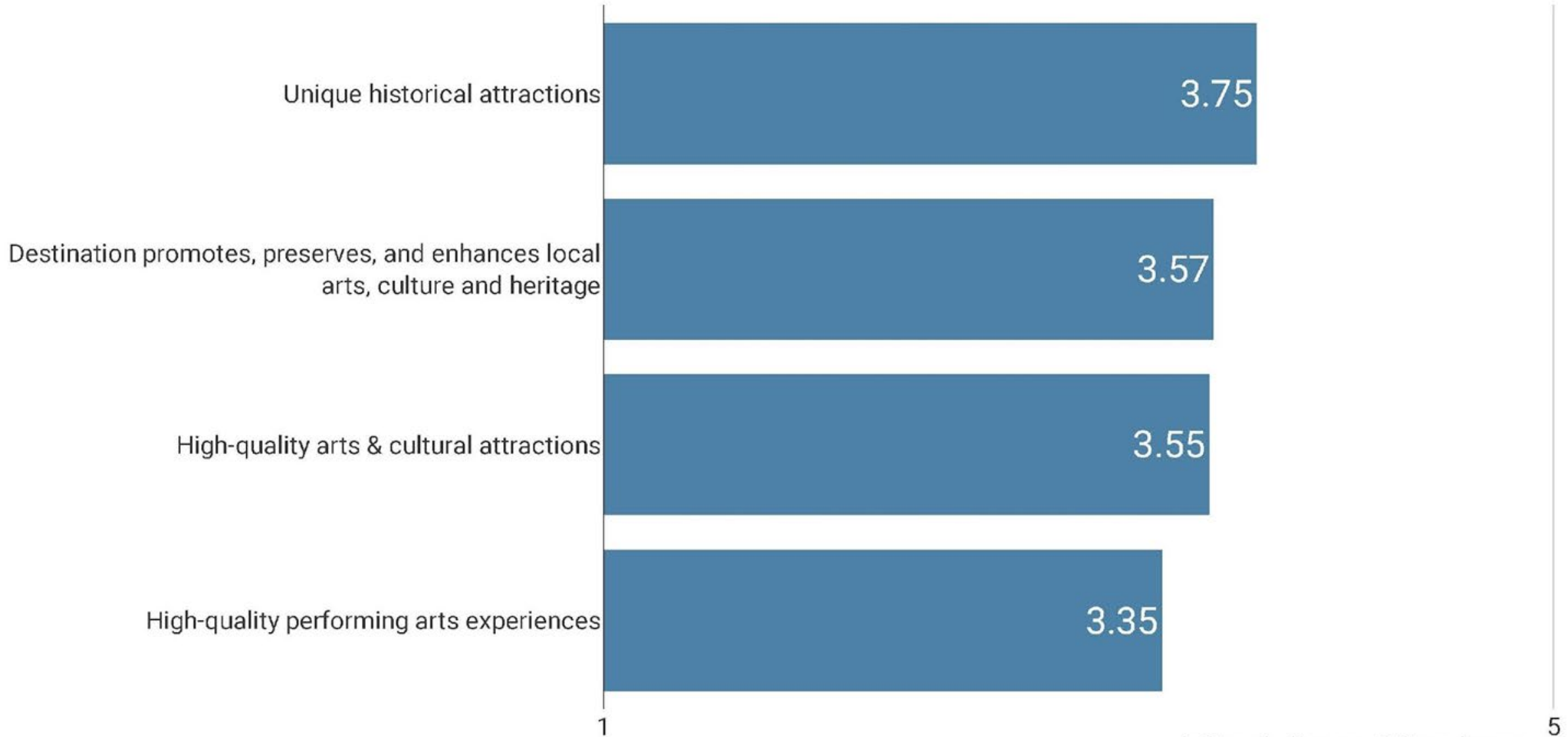


# Attractions & Experiences



1: Strongly disagree 5: Strongly agree

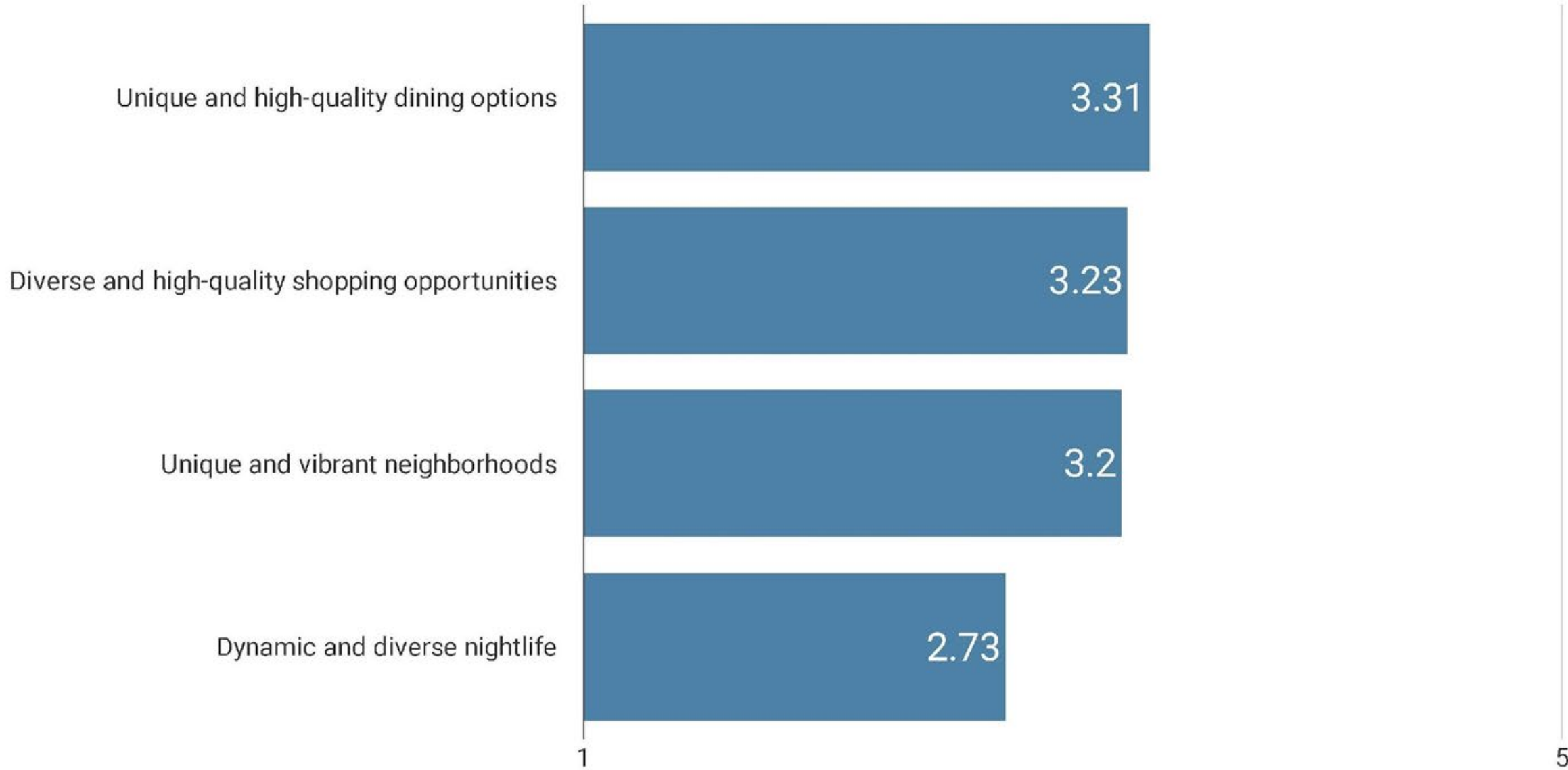
# Arts, Culture & Heritage



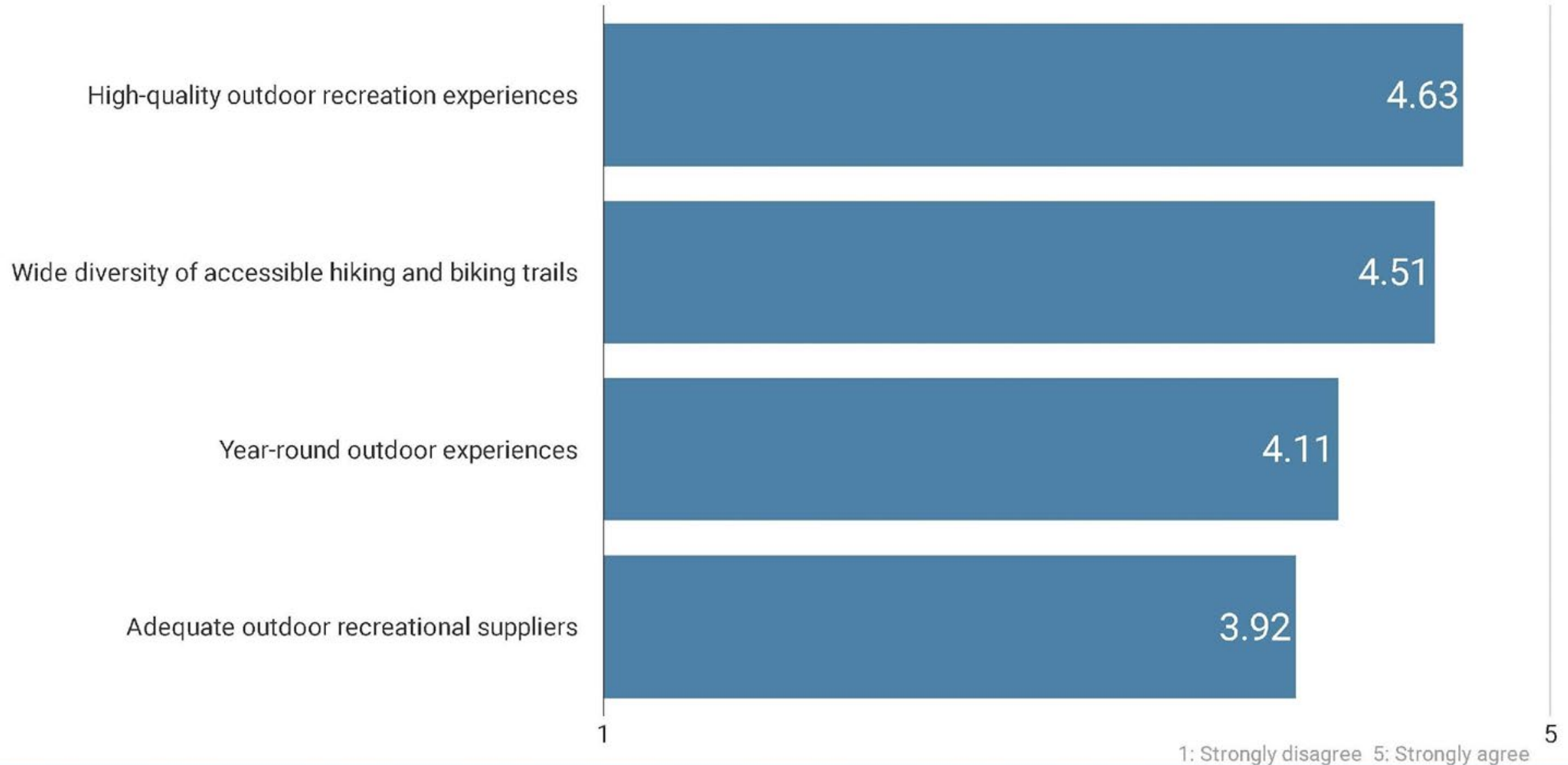
1: Strongly disagree 5: Strongly agree



# Dining, Shopping & Entertainment

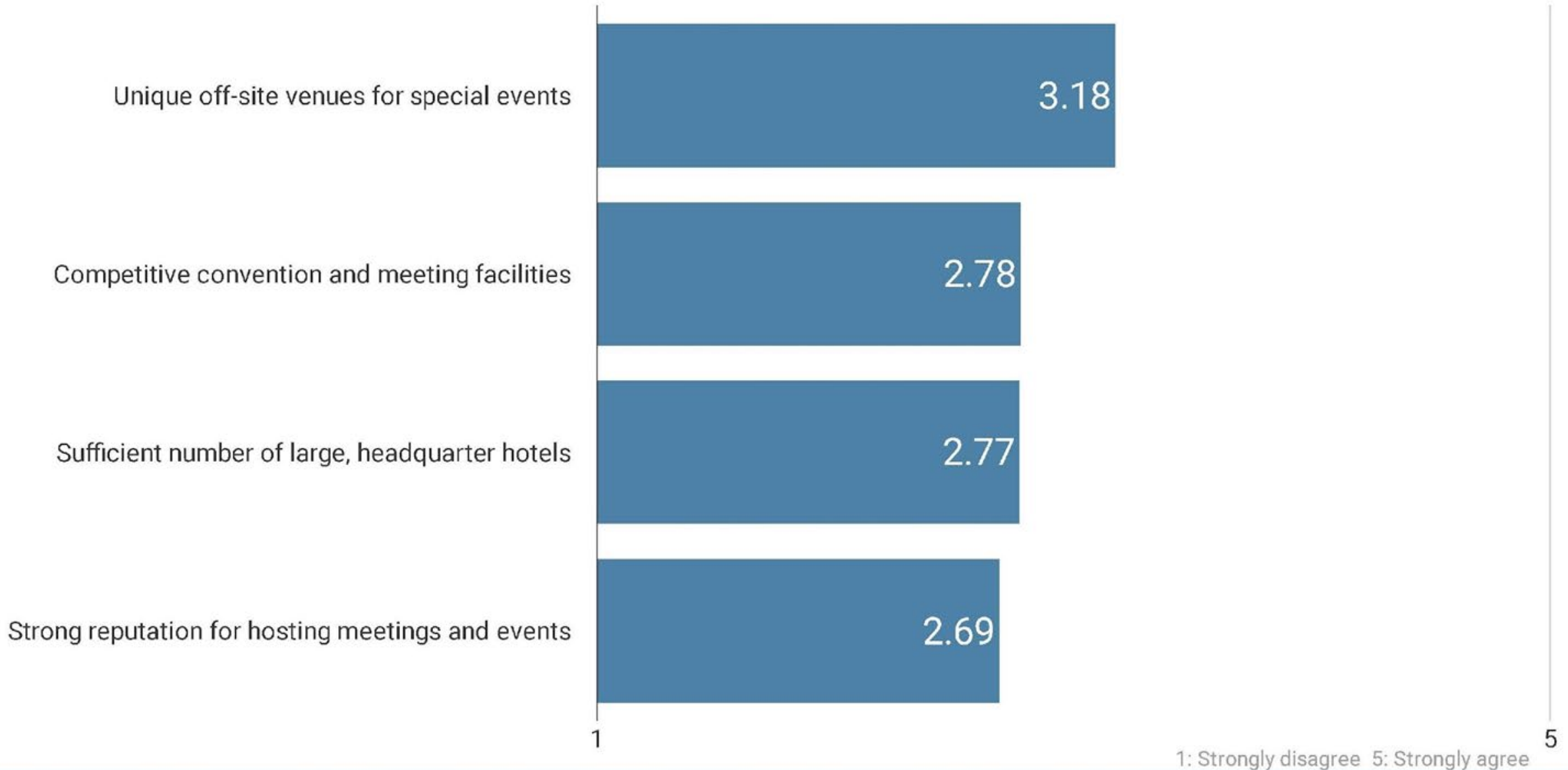


# Outdoor Recreation



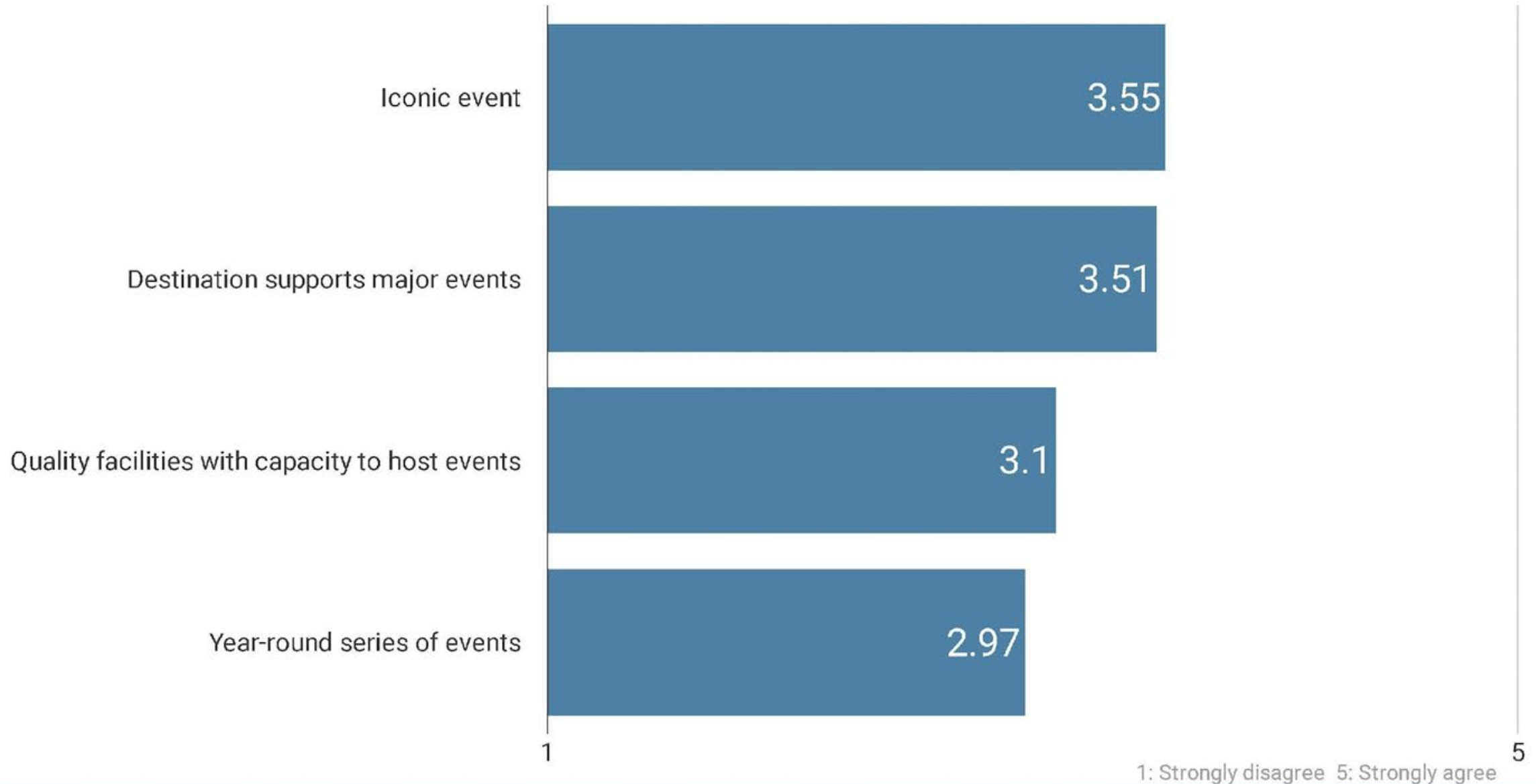


# Conventions & Meetings



1: Strongly disagree 5: Strongly agree

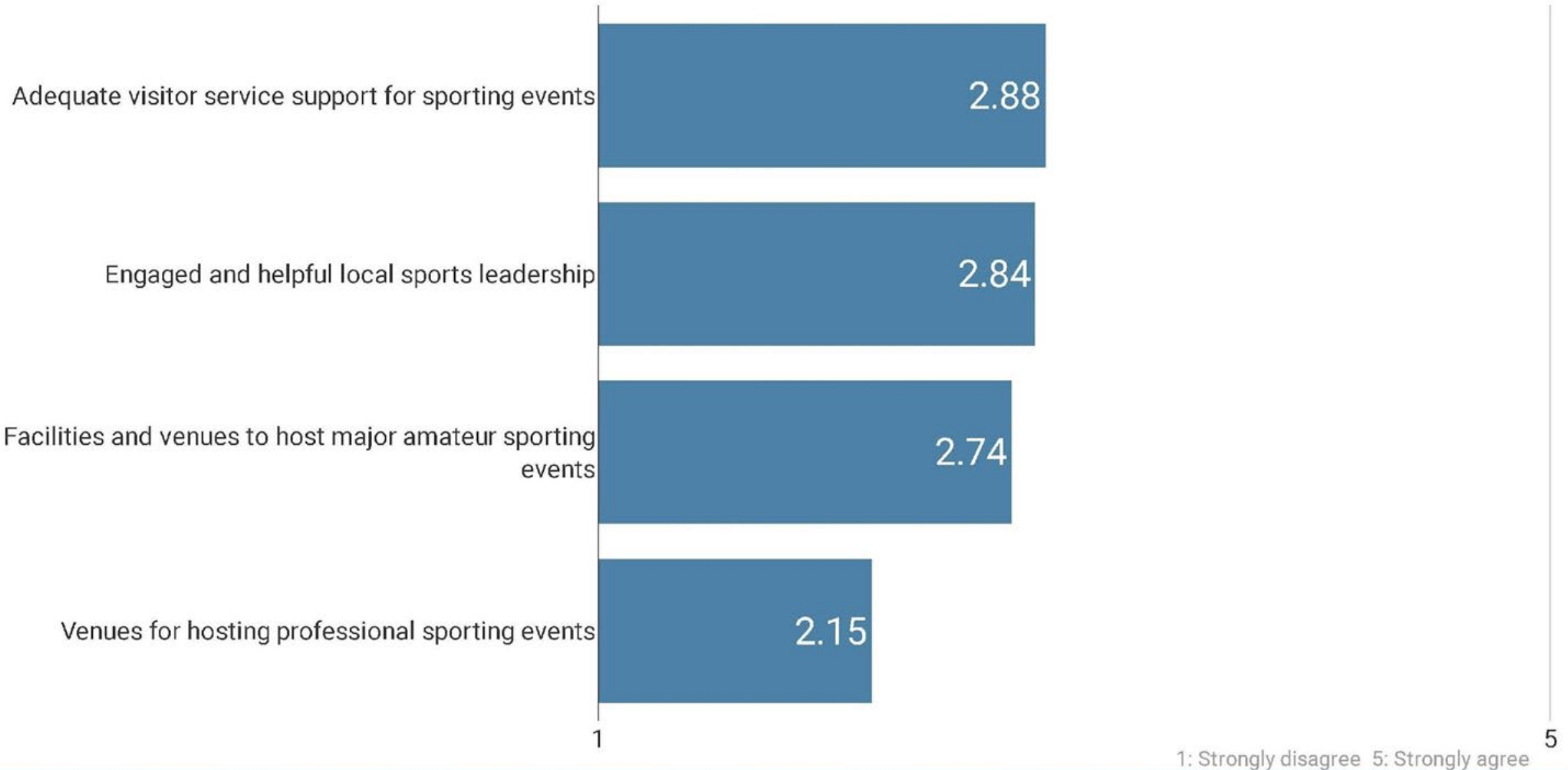
# Events & Festivals



1: Strongly disagree 5: Strongly agree

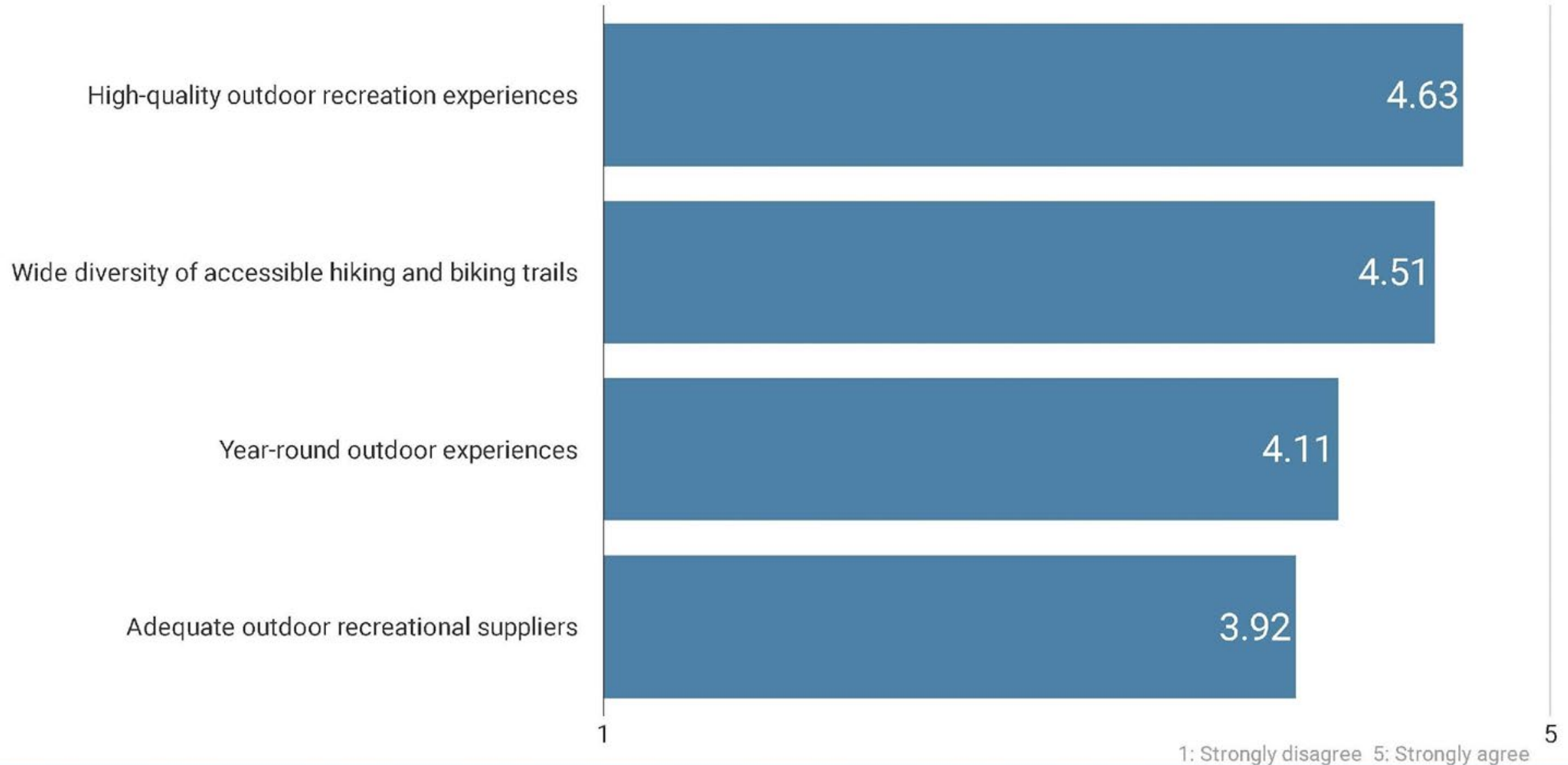


# Sporting Events



1: Strongly disagree 5: Strongly agree

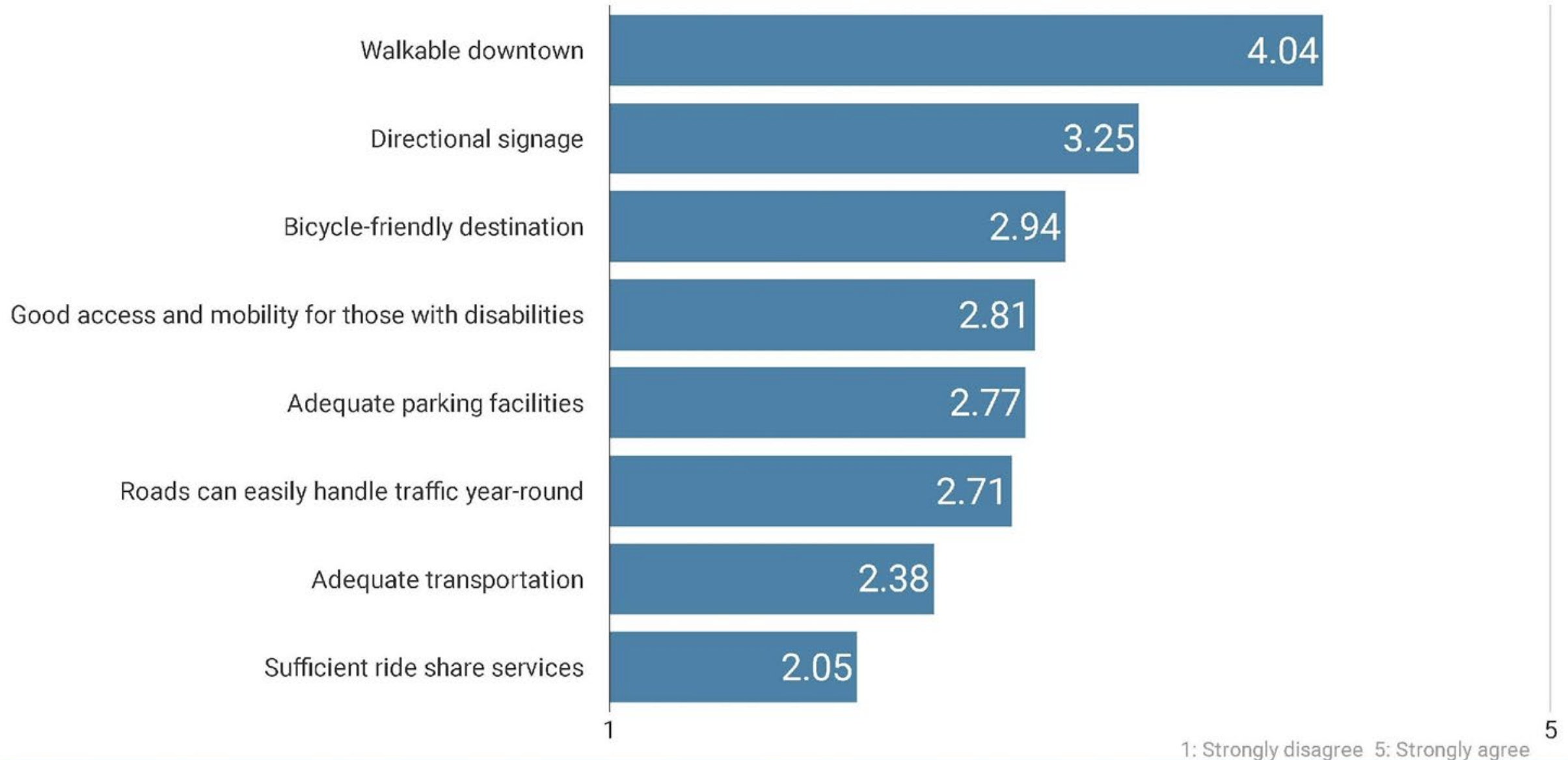
# Outdoor Recreation



1: Strongly disagree 5: Strongly agree

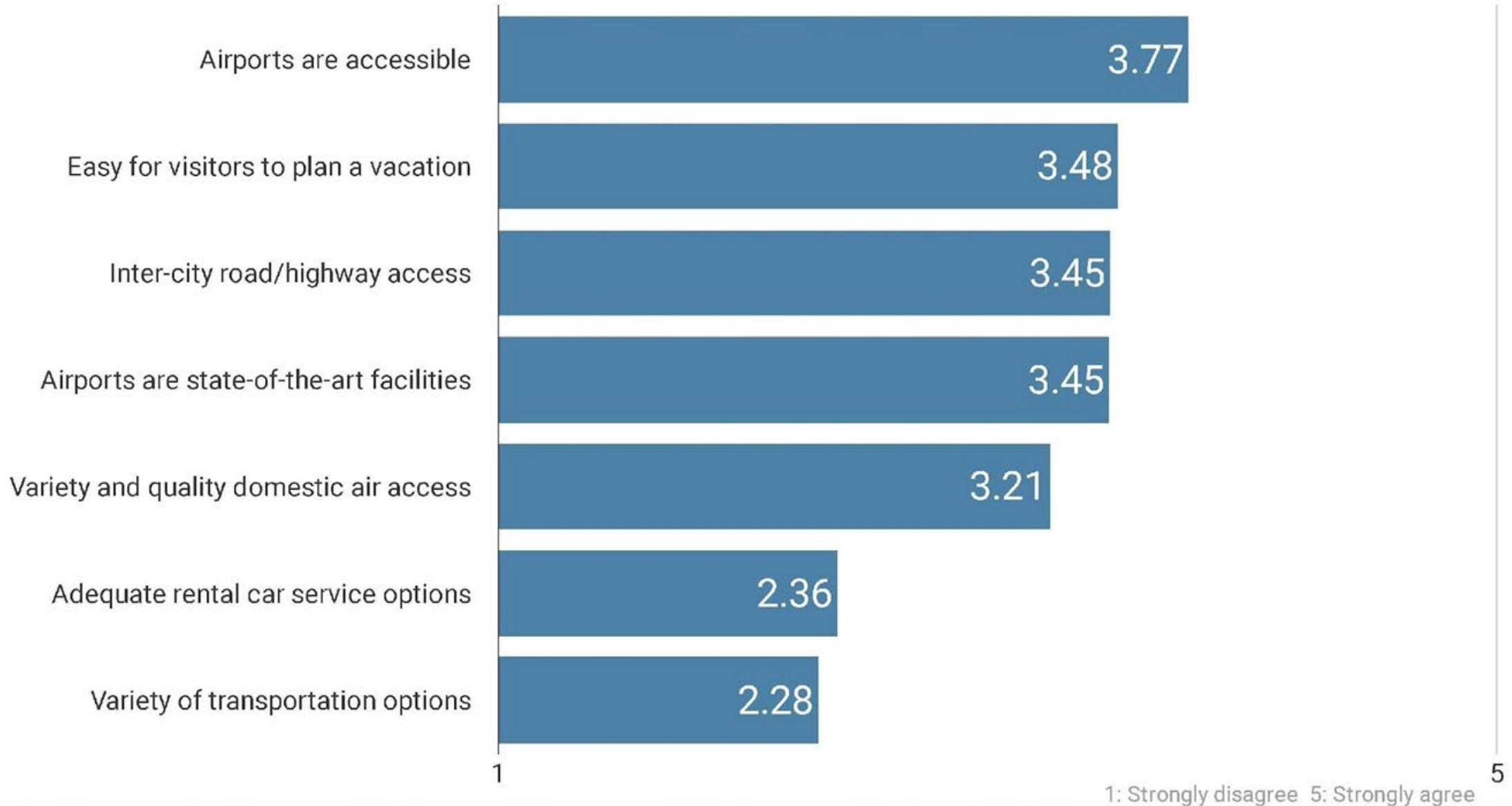


# Local Mobility & Access



1: Strongly disagree 5: Strongly agree

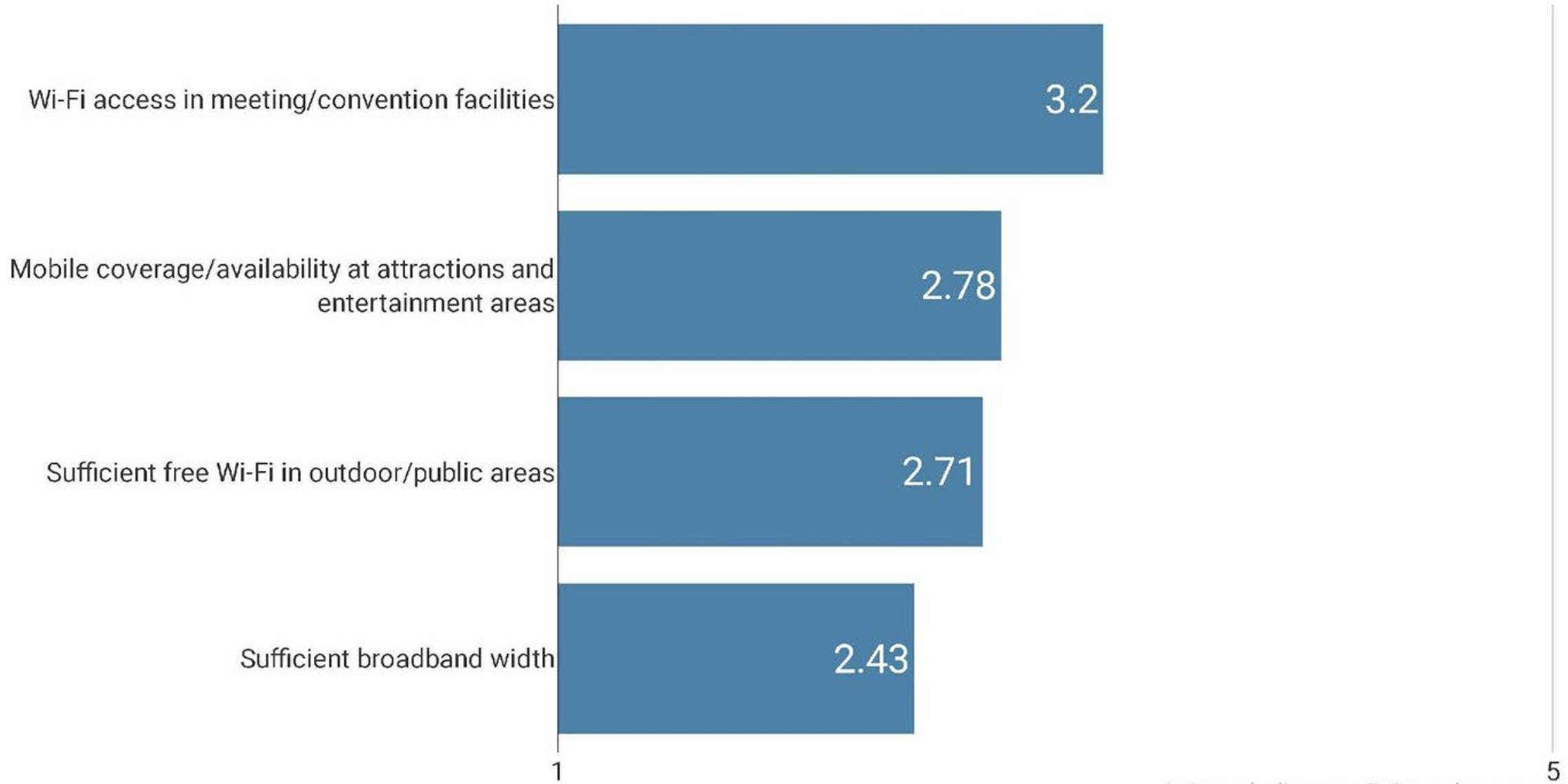
# Destination Access



1: Strongly disagree 5: Strongly agree

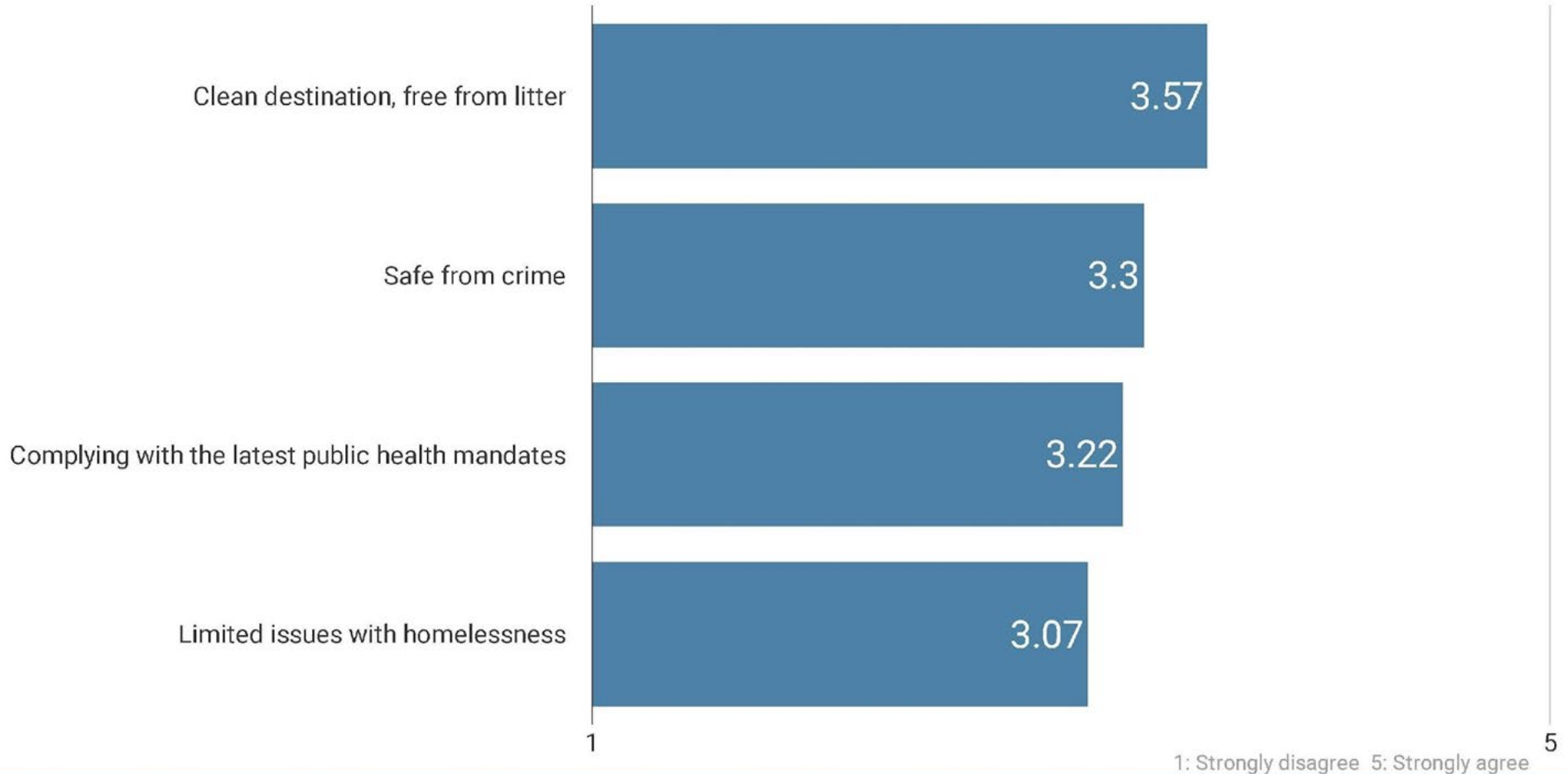


# Communication Infrastructure



1: Strongly disagree 5: Strongly agree

# Health & Safety



1: Strongly disagree 5: Strongly agree



The following Report Card demonstrates **areas of opportunity** for Glacier Country, which include:

- Government and Business Support for Tourism
- Resident Support for Tourism
- Hospitality Culture
- Workforce Development
- Equity, Diversity & Inclusion
- Regional Cooperation
- Organization Governance

# Destination Alignment

Variable	Relative Importance (0-100%)		Perceived Performance (1 - 5 scale)	
	Industry	Destination	Industry	Destination
Funding Support & Certainty	8.51%	8.48%	3.36	3.36
Government Support	8.43%	8.48%	3.67	3.27
Business Support	8.47%	8.48%	3.87	3.47
Community Group & Resident S...	8.32%	8.48%	3.52	3.22
Hospitality Culture	8.42%	8.48%	3.69	3.23
Sustainability & Resilience	8.27%	8.48%	3.49	3.48
Workforce Development	8.42%	8.19%	2.89	2.19
Equity, Diversity & Inclusion	8.25%	8.19%	3.71	3.32
Emergency Preparedness	8.17%	8.19%	3.44	3.31
Regional Cooperation	8.27%	8.19%	3.77	3.46
Economic Development	8.36%	8.19%	3.96	3.84
Organization Governance	8.02%	8.19%	3.78	3.55

Green indicates destination performance +5% above industry average; red indicates -5% below.

	Industry Average	Destination
Destination Alignment	3.54	3.19

Scenario: Explorers

# Destination Alignment: Highest & Lowest Variable Scores

Some of the highest and lowest scored variables within Destination Alignment for Glacier Country include:

## Highest-scored Variables

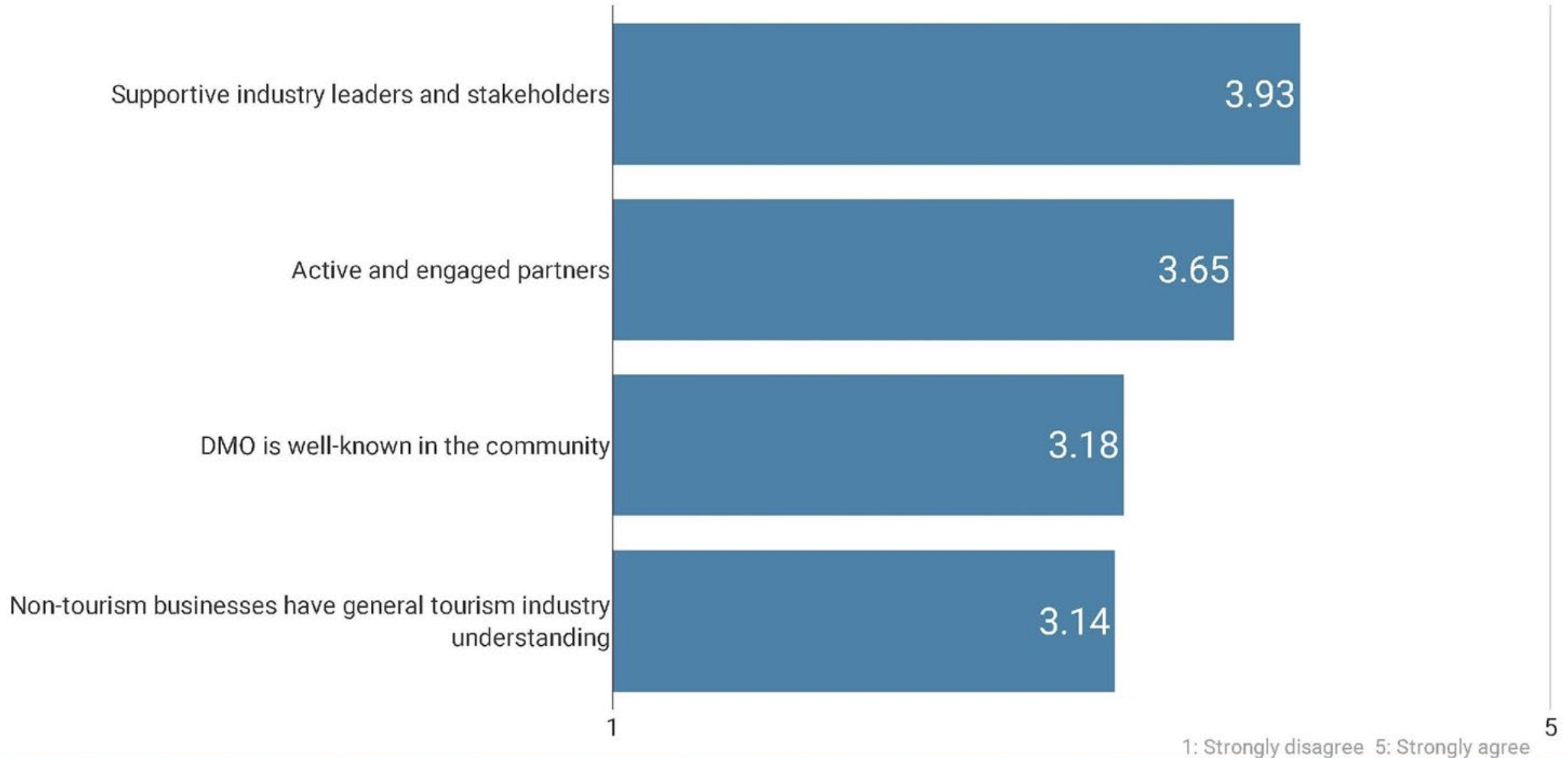
	Variable	Performance ▾
1.	Economic Development	3.84
2.	Organization Governance	3.55
3.	Sustainability & Resilience	3.48
4.	Business Support	3.47
5.	Regional Cooperation	3.46

## Lowest-scored Variables

	Variable	Performance ▲
1.	Workforce Development	2.19
2.	Community Group & Resident Support	3.22
3.	Hospitality Culture	3.23
4.	Government Support	3.27
5.	Emergency Preparedness	3.31

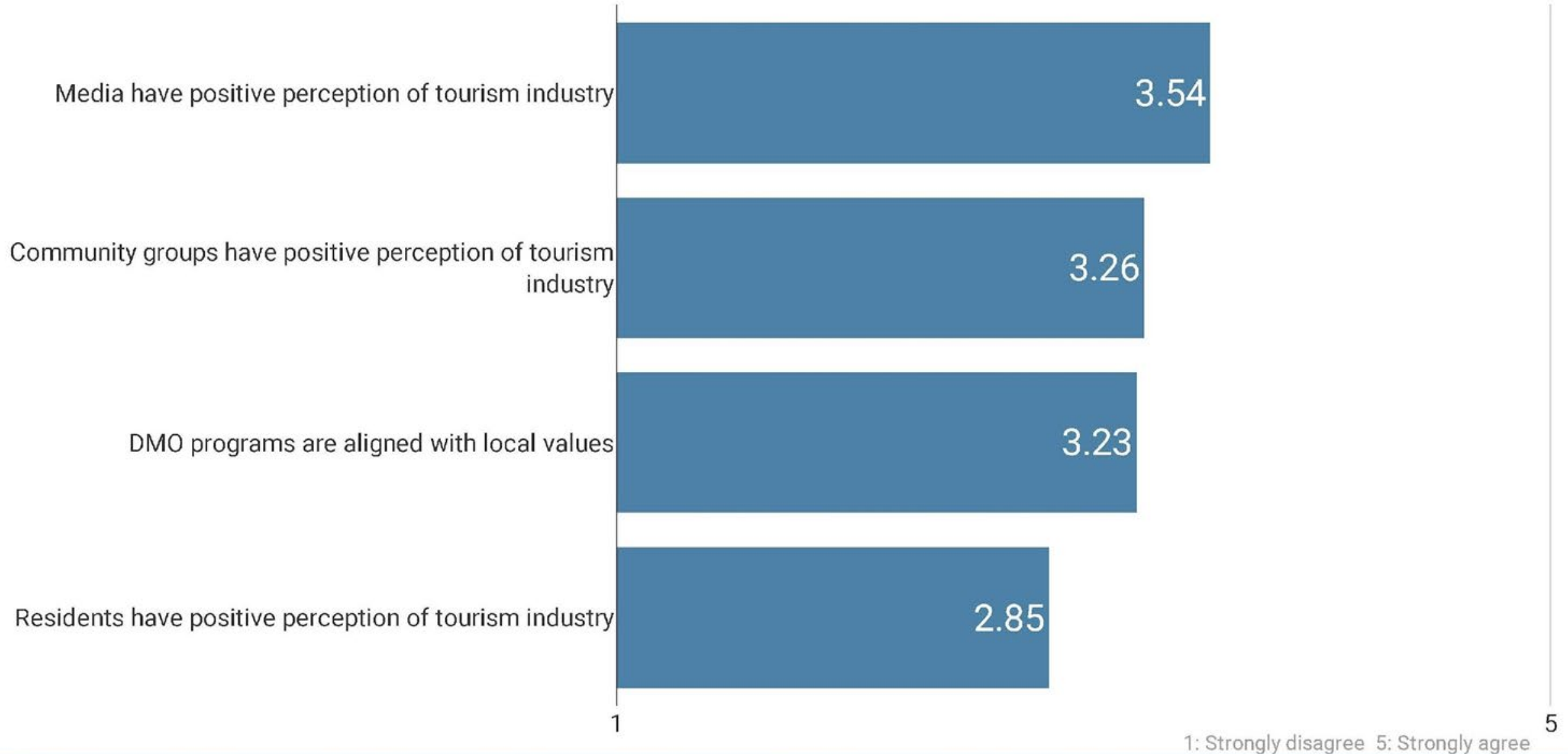


# Business Support



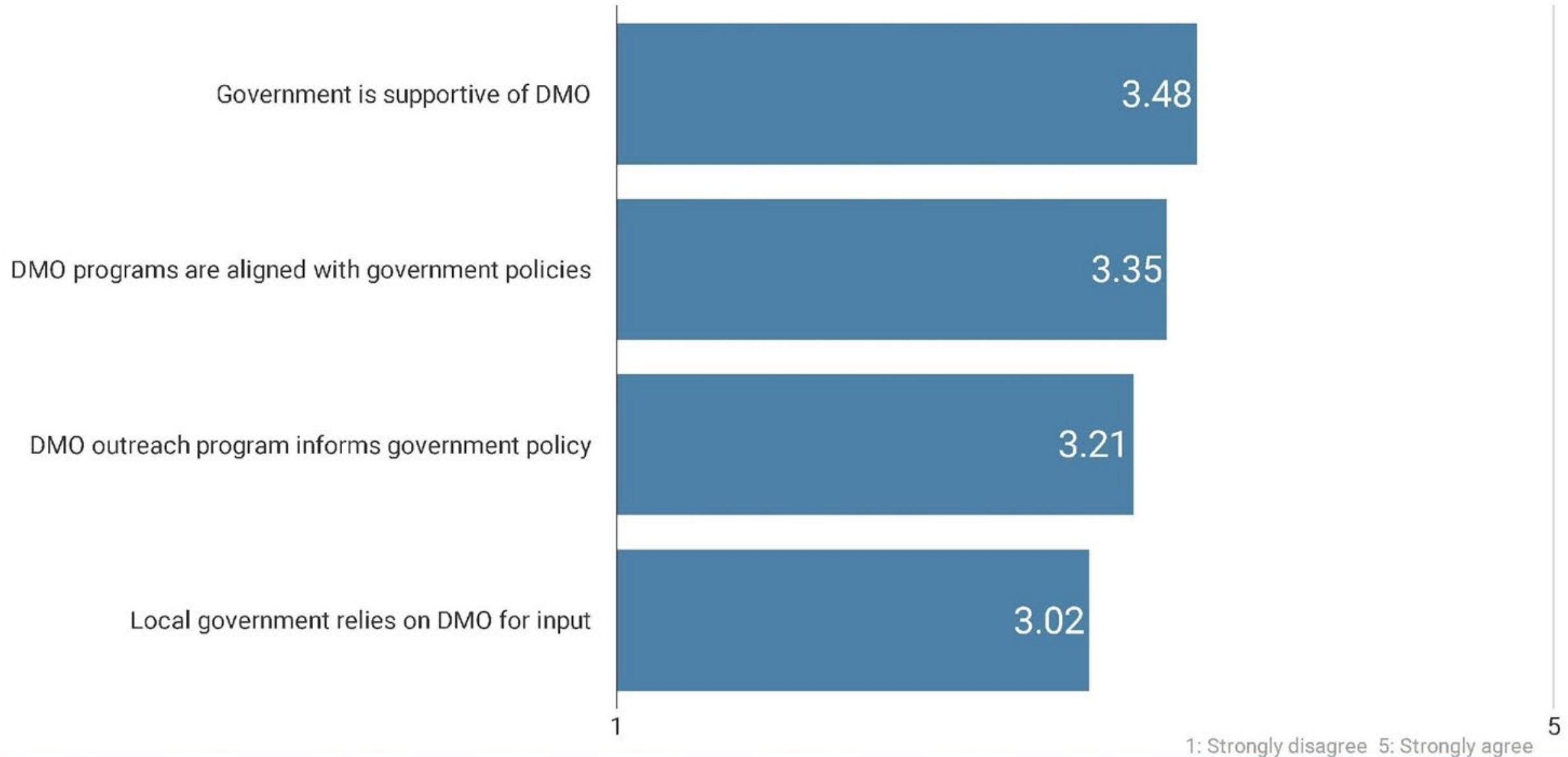
1: Strongly disagree 5: Strongly agree

# Community & Resident Support



1: Strongly disagree 5: Strongly agree

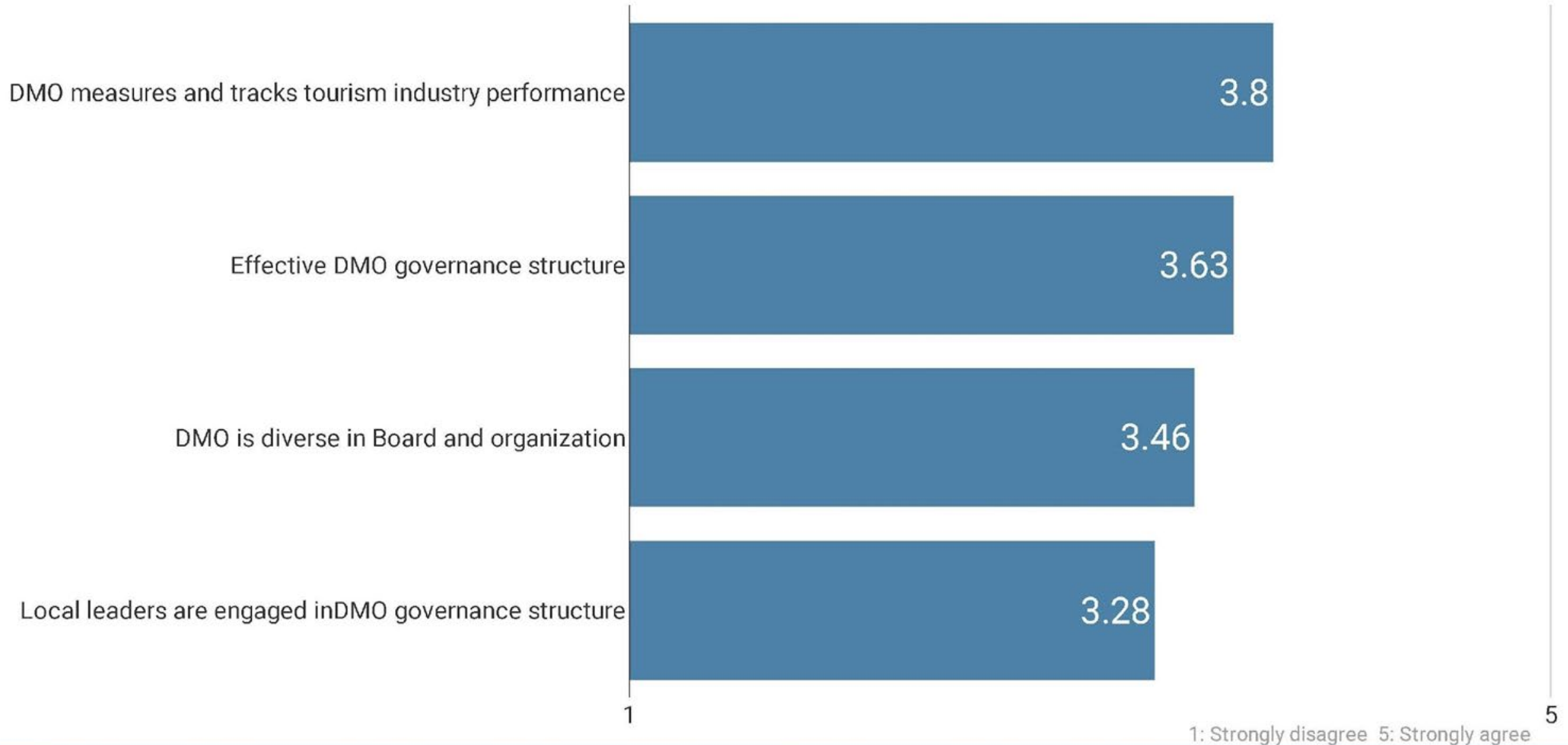
# Government Support



1: Strongly disagree 5: Strongly agree

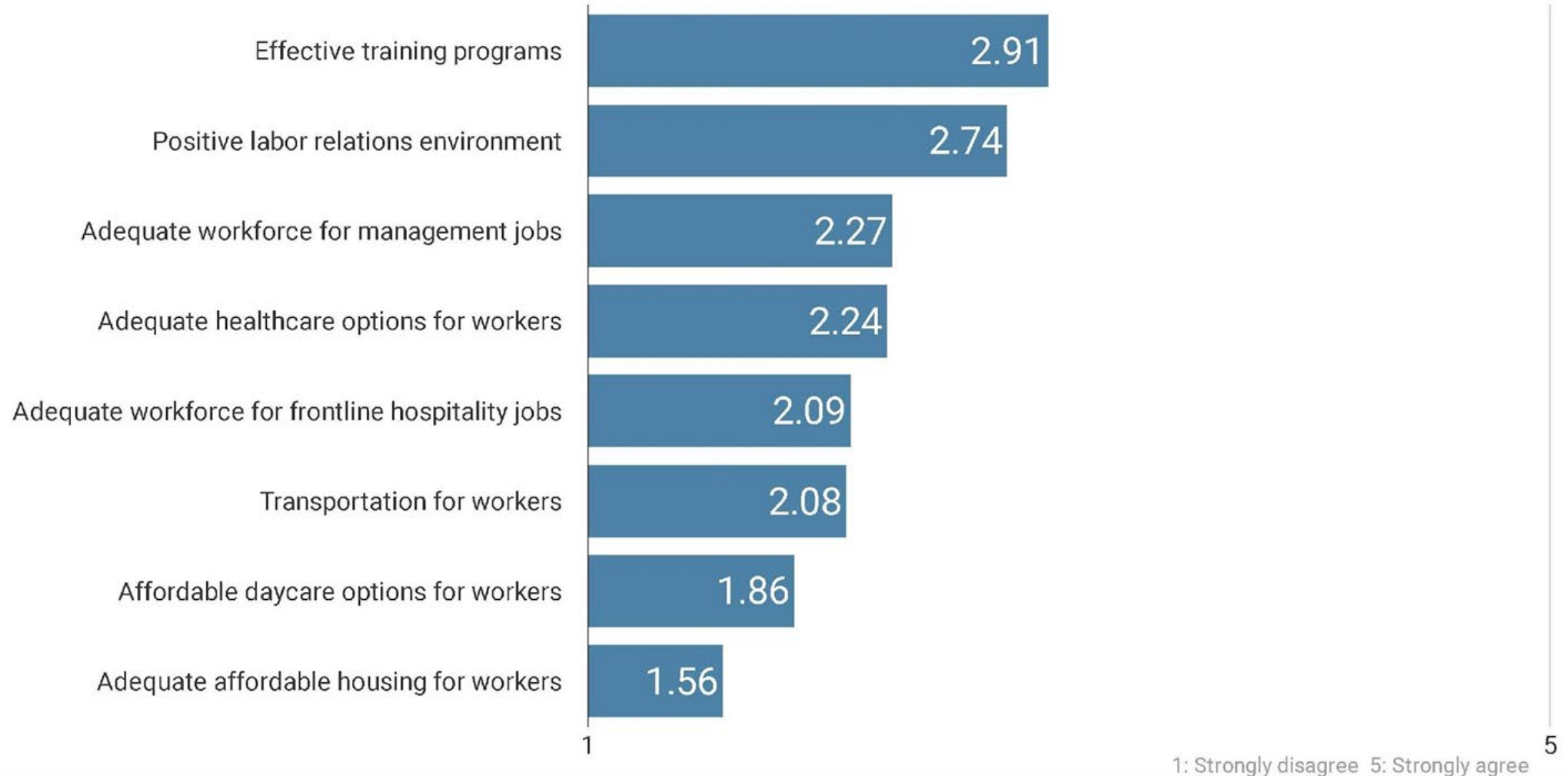


# Organization Governance Model



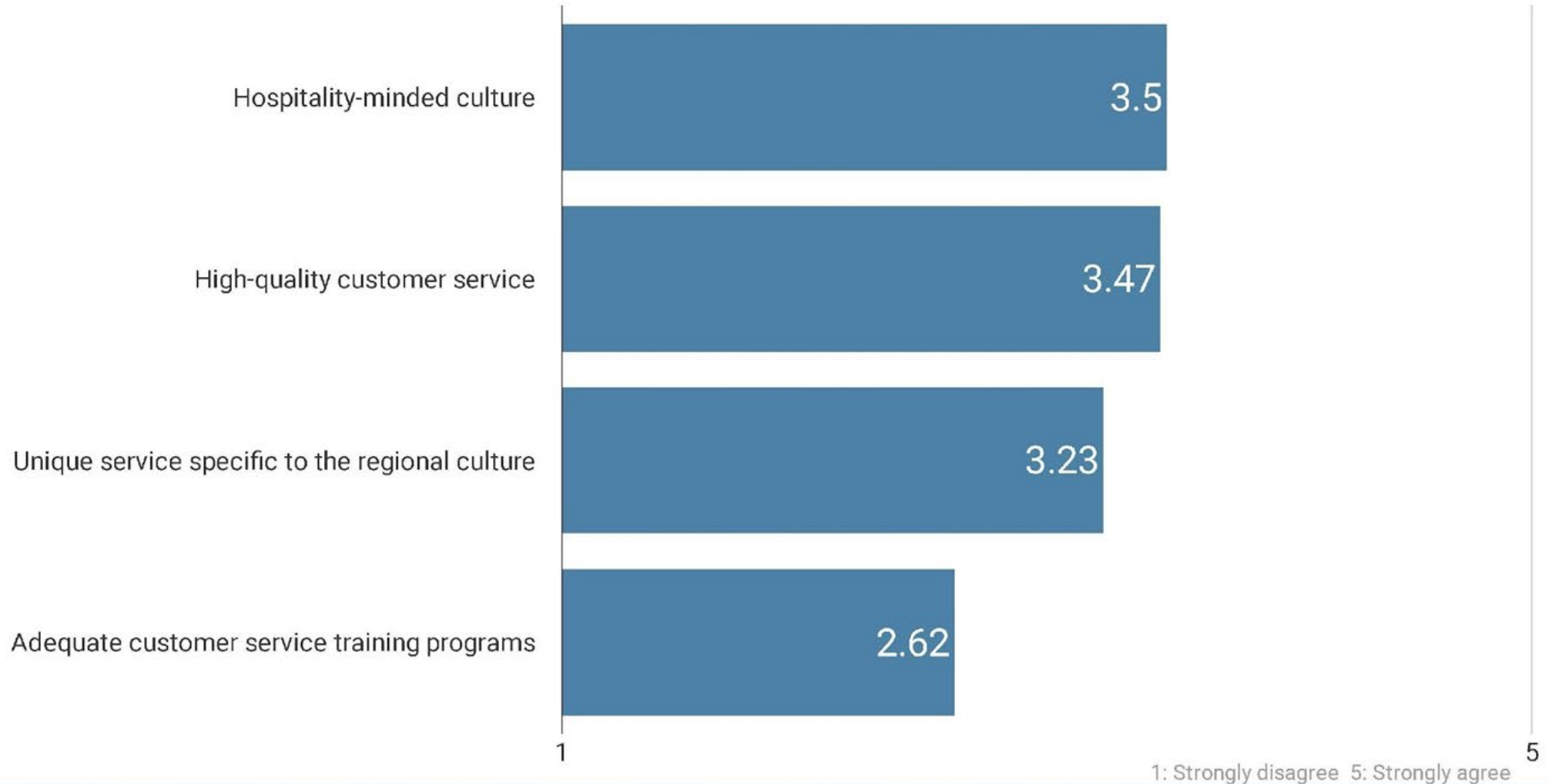
1: Strongly disagree 5: Strongly agree

# Workforce Development



1: Strongly disagree 5: Strongly agree

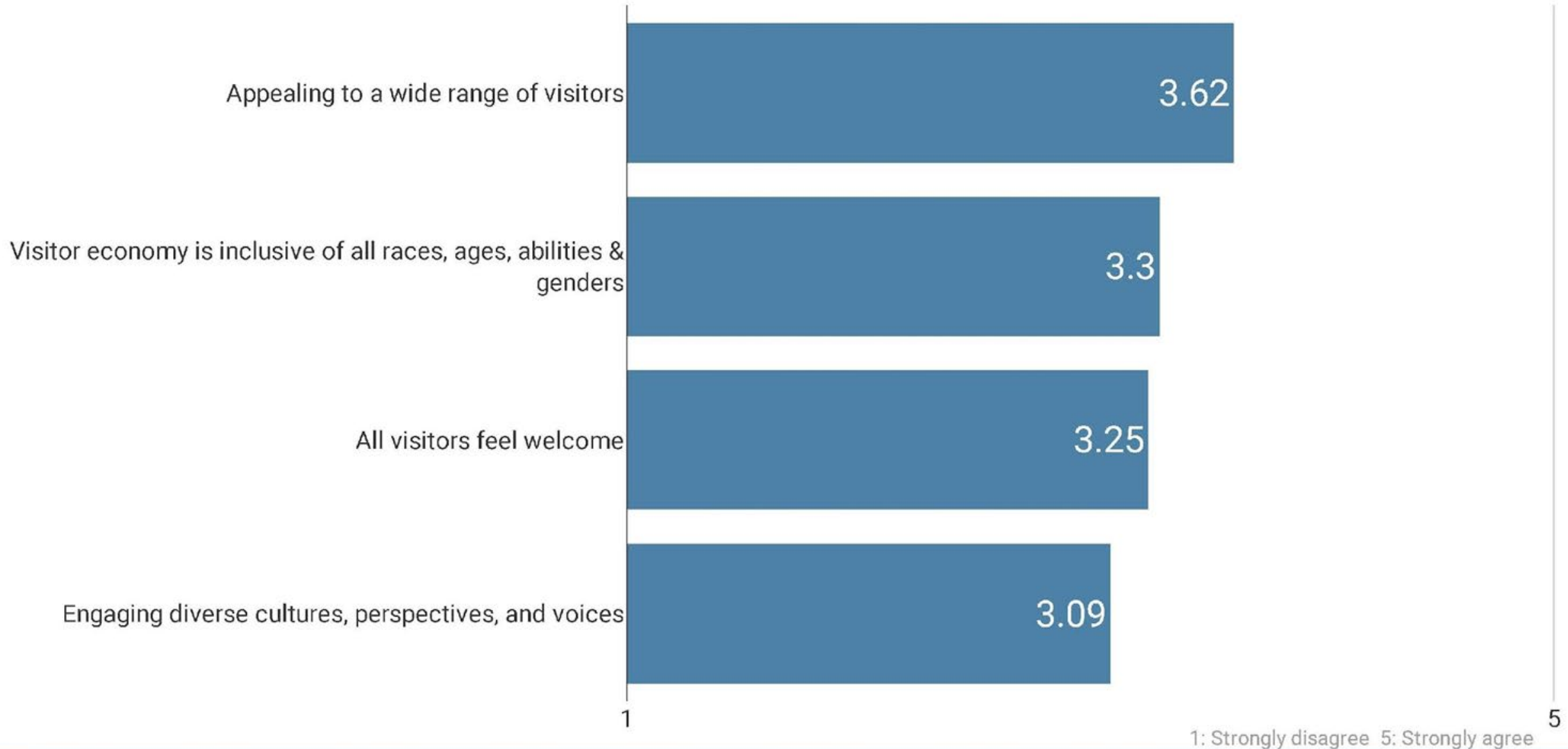
# Hospitality Culture



1: Strongly disagree 5: Strongly agree

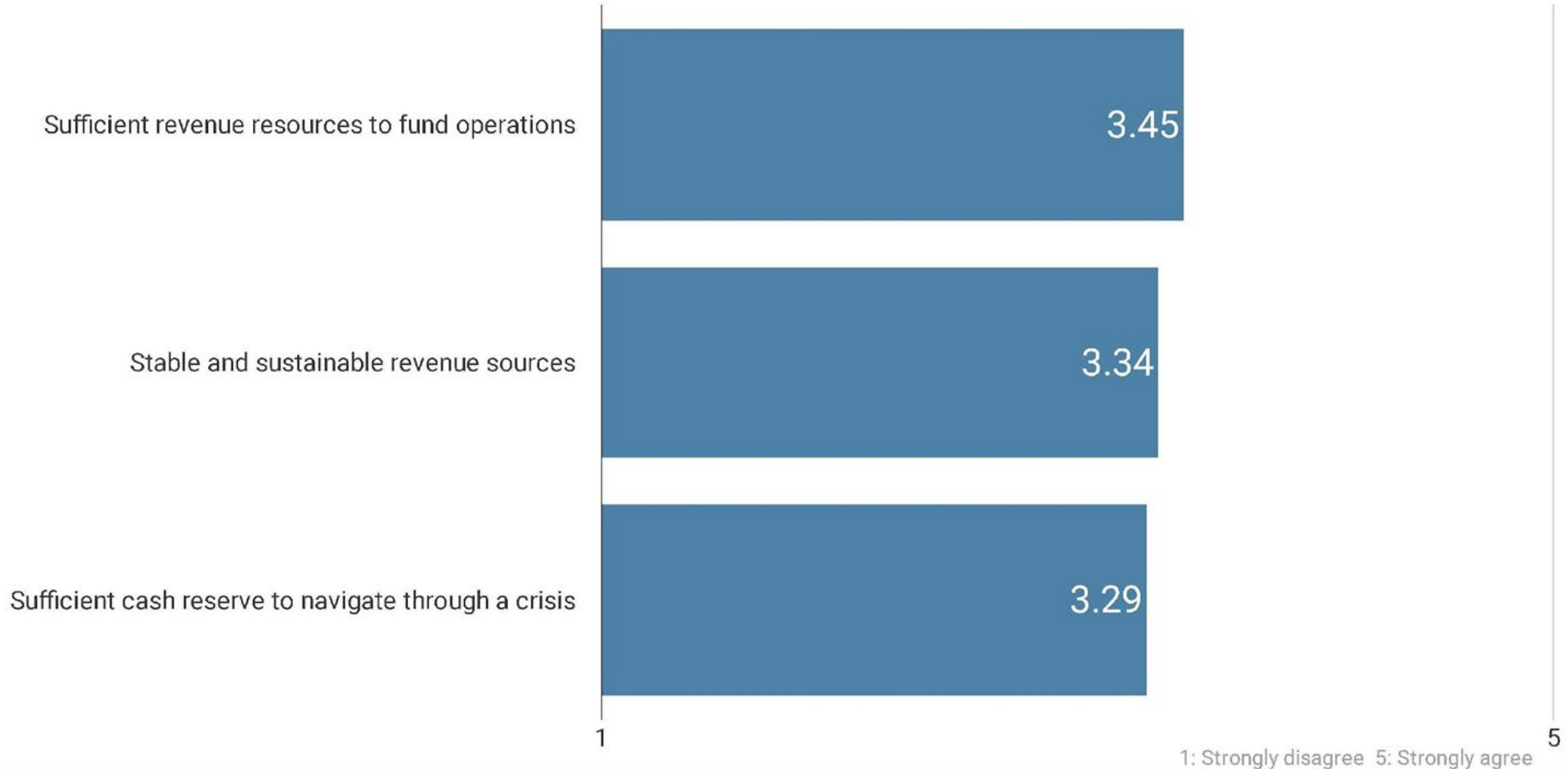


# Equity, Diversity & Inclusion



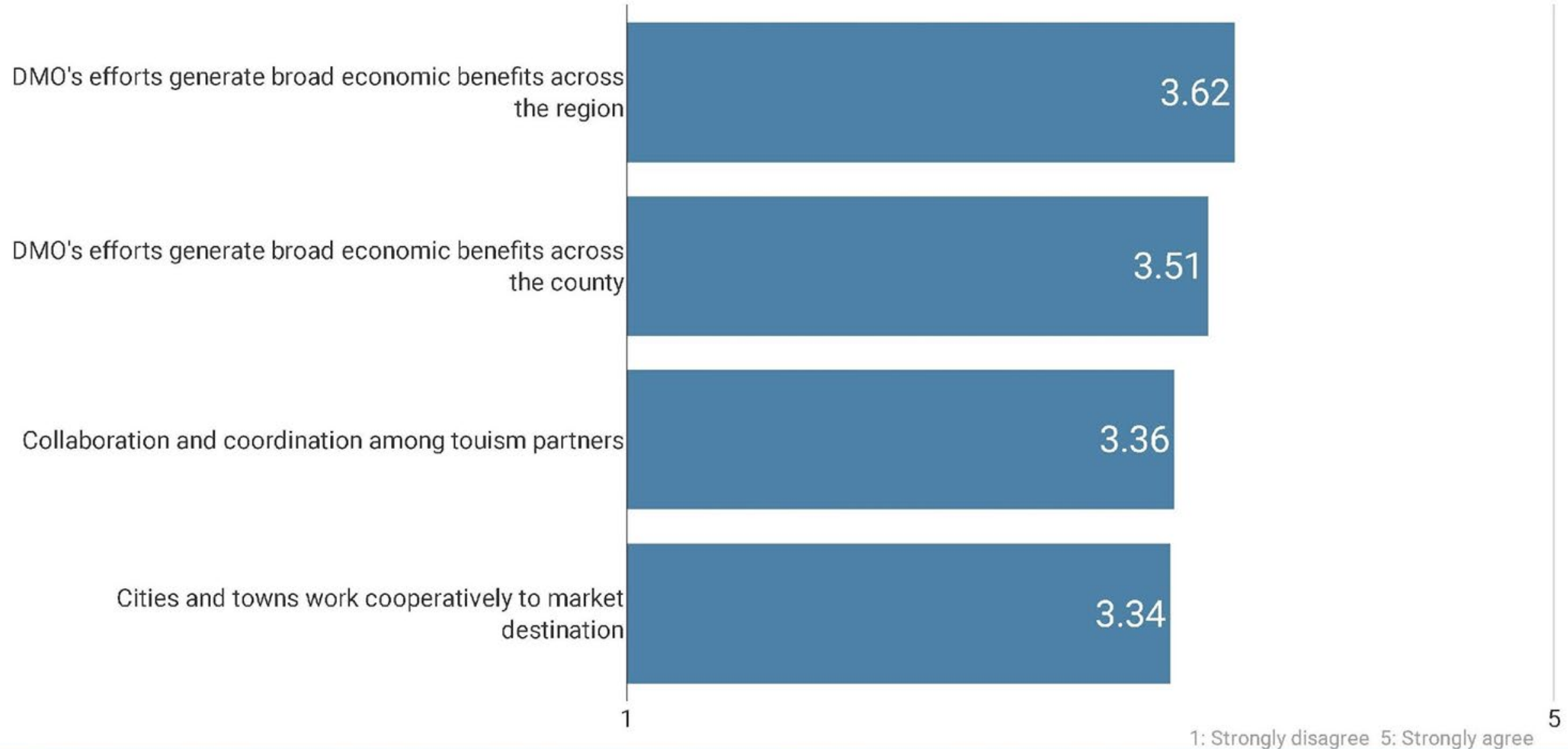
1: Strongly disagree 5: Strongly agree

# Funding Support & Certainty



1: Strongly disagree 5: Strongly agree

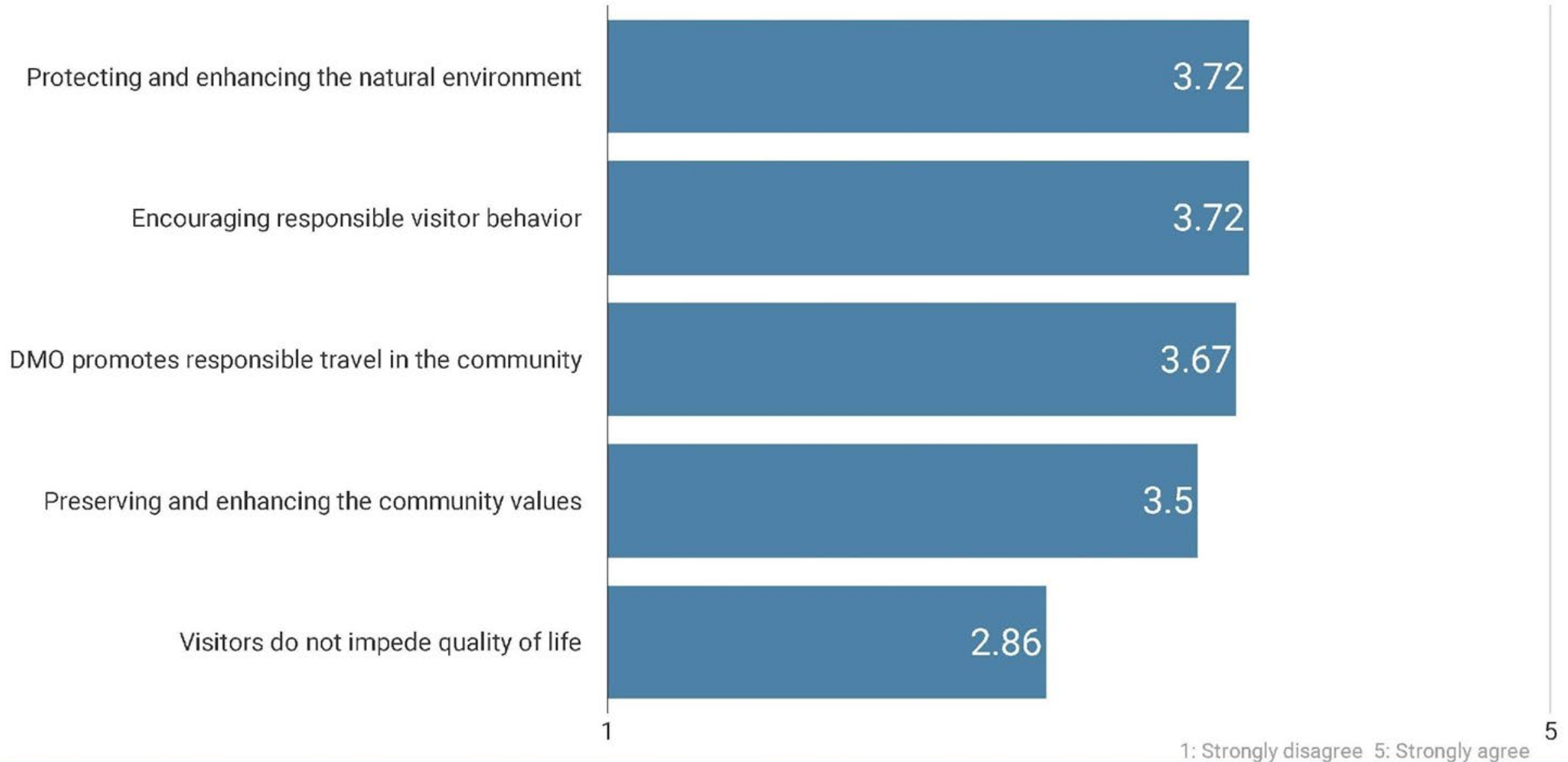
# Regional Cooperation



1: Strongly disagree 5: Strongly agree

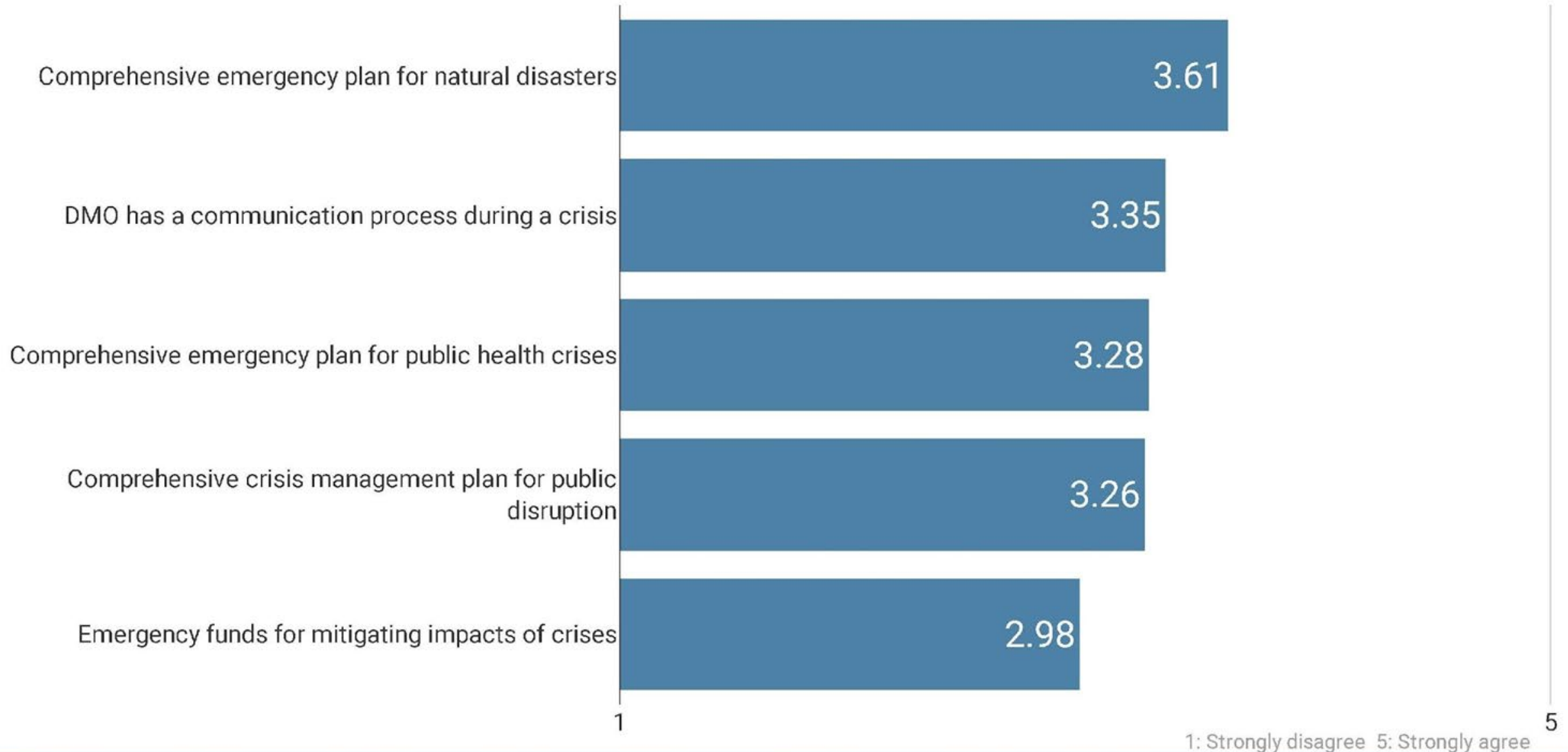


# Sustainability & Resilience



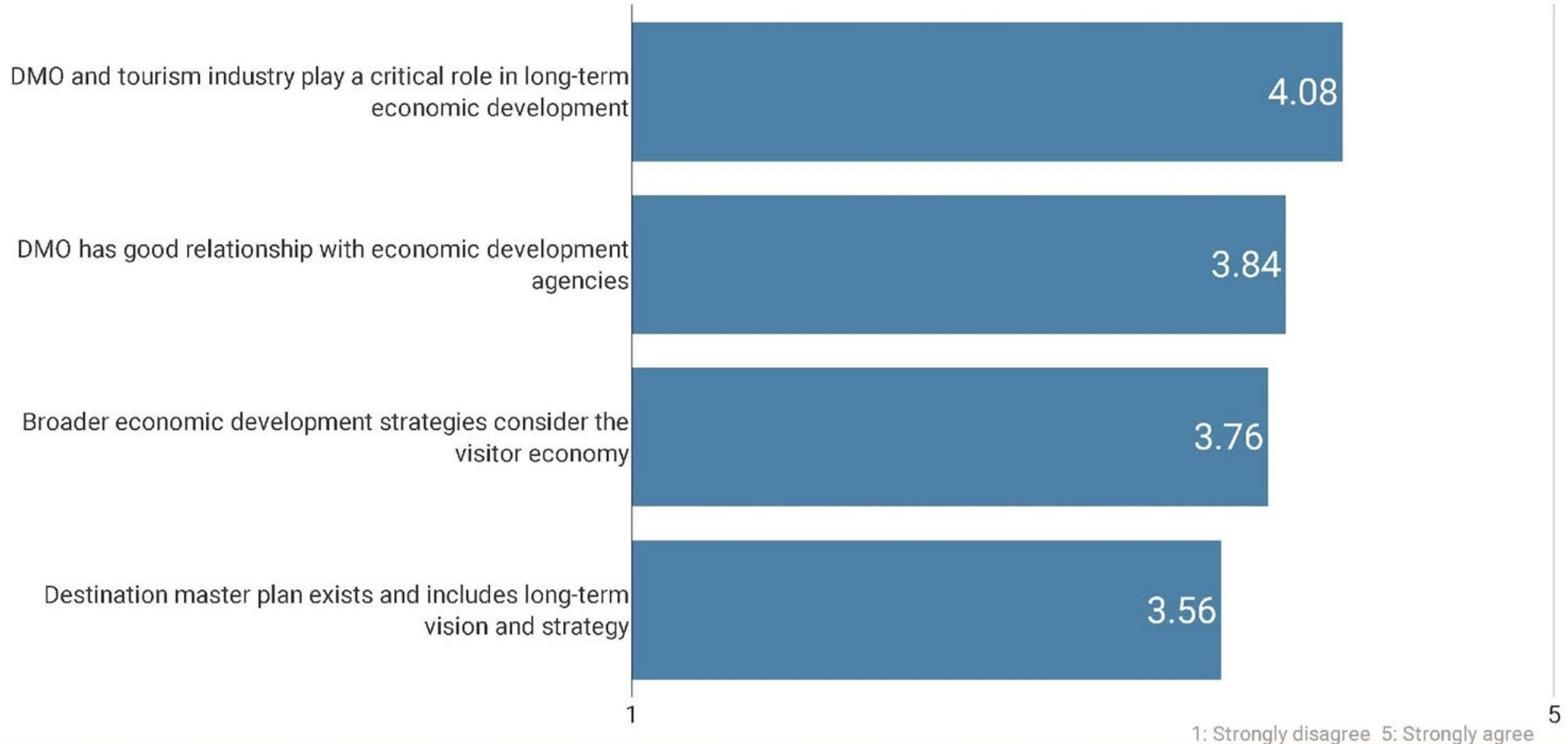
1: Strongly disagree 5: Strongly agree

# Emergency Preparedness



1: Strongly disagree 5: Strongly agree

# Economic Development



1: Strongly disagree 5: Strongly agree



# GCT Role

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70% of respondents believe that Glacier Country Tourism's role is destination stewardship - defined as

