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# Media Release

## Visit Billings Joins Montana Tourism Partners, Dakotas, National Park Service and Heritage Groups to Promote Lewis & Clark Trail.

### For Immediate Release

**Billings, MT, July 2, 2014:** Montana residents and visitors have new resources highlighting the communities, attractions, events and visitor experiences offered along the Lewis & Clark National Historic Trail.

Free self-guided vacation adventure maps are available online at [www.lewisandclarkcountry.org](http://www.lewisandclarkcountry.org), while printed brochures and a variety of regionally focused "Circle Tour" maps can be picked up at many local chambers of commerce and visitor centers across Montana, including the one in Billings located at 815 S. 27<sup>th</sup> Street.

The "Exploring the Lewis & Clark Trail" website and print materials cover attractions and historical references from the trail's passage through Montana, North Dakota and South Dakota. Six self-guided Circle Tour vacation maps have been created for Montana. These highlight historic Lewis and Clark Expedition sites, visitor attractions in Montana communities, and national and state parks along the trail.

"Visit Billings was eager to be part of this initiative because of the unique offerings we have related to the Lewis and Clark story," explained Visit Billings Executive Director, Alex Tyson. "Pompeys Pillar National Monument is an incredible historic icon – these maps and tours should really help draw attention to our place in this piece of history."

"The Lewis & Clark Trail and its story cover virtually all regions of Montana and that's what makes it a great theme to use for traveling around the state. It offers adventure, natural and cultural history, and a look at how Montana has changed — or not — over the last 200 years," said Montana Office of Tourism Administrator Jeri Duran. "The Circle Tours provide easy-to-follow route suggestions to create some very memorable week-long or weekend vacations in Montana."

Visit Billings, along with the Montana Office of tourism and Montana's six tourism region organizations — Central Montana, Glacier Country, Missouri River Country, Southeast Montana, Southwest Montana and Yellowstone Country, financed and provided direction for the promotion program. Other project partners include the National Park Service, the Lewis and Clark Trail Heritage Foundation and its local chapters, and the North Dakota and South Dakota state tourism programs.

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The MISSION of Visit Billings is to generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

Visit Billings is managed by the Billings Chamber of Commerce.

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