



VISIT **BOZEMAN**

FY26 UPDATE

PRIME

JANUARY



A dark, atmospheric landscape of a mountain valley. In the foreground, a river flows through a valley, bordered by a dense forest of tall, thin trees. The middle ground shows a wide, open valley floor. In the background, rugged mountain peaks rise against a dark sky with a few wispy clouds. The overall scene is dimly lit, creating a sense of depth and mystery.

FY26 MARKETING

PRIME

STATE OF BOZEMAN TOURISM

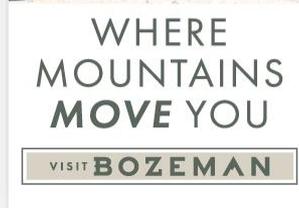
THROUGH DECEMBER 2025

- NATIONALLY, HOTEL OCCUPANCY AND AIR TRAVEL COUNTS HAVE FLATTENED OR ARE COOLING SLIGHTLY VS. PRIOR YEARS. (US TRAVEL ASSOC.)
- DOMESTIC TRAVEL IS STILL AT OR ABOVE PRE-PANDEMIC LEVELS.
- 12 MONTH SUPPLY - **+21%** YOY
- 12 MONTH DEMAND - **+24%** YOY
- 12 MONTH OCCUPANCY CHANGE - **-6.0%**
- 12 MONTH ADR CHANGE - **-4.3%**
- AIRPORT PASSENGERS – 2,809,419 (**+6.3%** YOY)
- *OVERNIGHT TRIPS* - 900.1K **+10.0%** YOY
 - *MONTANA ORIGINATED OVERNIGHT TRIPS* – 195.5K - **+8.9%** YOY
- CURRENT SEASONAL SNOW **38%** OF NORMAL (SNOWFLOW.ORG)
- STATE OF MT – REDUCING BOZEMAN DMO BUDGET FOR THE 2ND TIME

*DEC. 24 – NOV. 25

PRIME

WINTER CAMPAIGN



REDISCOVER
BOZEMAN [PLAN YOUR VISIT >](#)



LATE OCT. – MID MAR.

- WINTER CAMPAIGN
- FEATURING
 - PAID SOCIAL
 - NATIVE ADS
 - DIGITAL RETARGETING
 - STREAMING VIDEO
 - YOUTUBE PREROLL
 - PPC
 - EMAIL TAKEOVERS
 - AIRPORT WIFI TAKEOVER
 - PRINT - REGIONAL
 - JOINT VENTURES
 - STATE
 - YC
 - LOGJAM PRESENTS
- CONTENT
 - BLOGS
 - ITINERARIES
 - [VIDEO](#)

PRIME

WINTER CAMPAIGN



BZN NEW SNOW REPORT

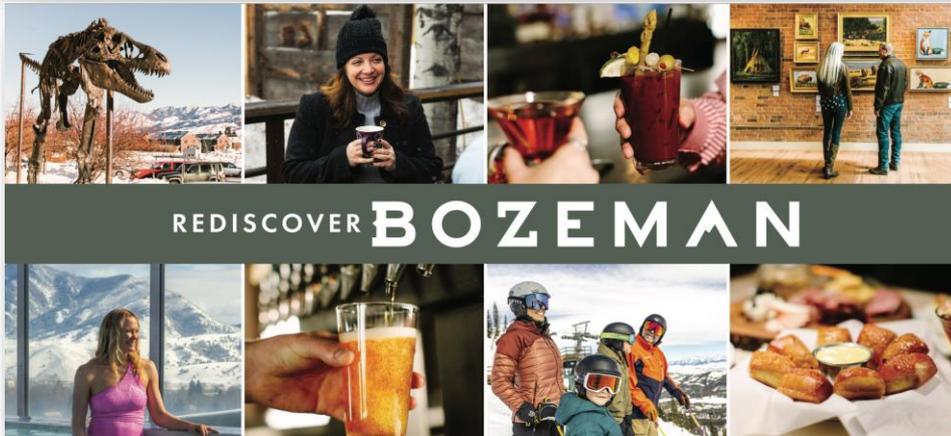
| | |
|----------------|----------------|
| BIG SKY | BRIDGER |
| 6" | 6" |

**TWO MOUNTAINS.
ENDLESS WINTER.**

VISIT **BOZEMAN**

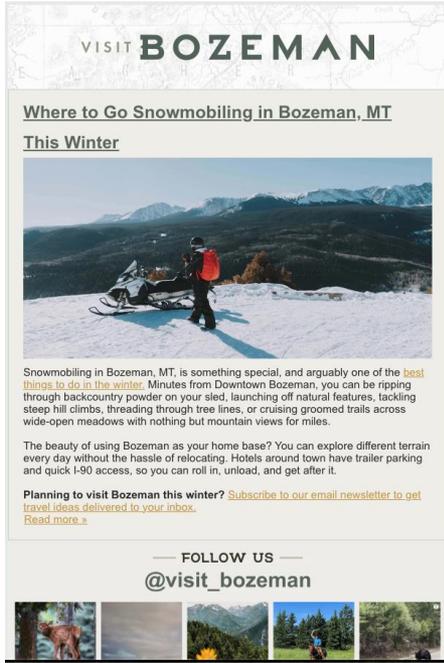
LATE OCT. – MID MAR.

- WINTER CAMPAIGN
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PRIME

EMAIL MARKETING UPDATES



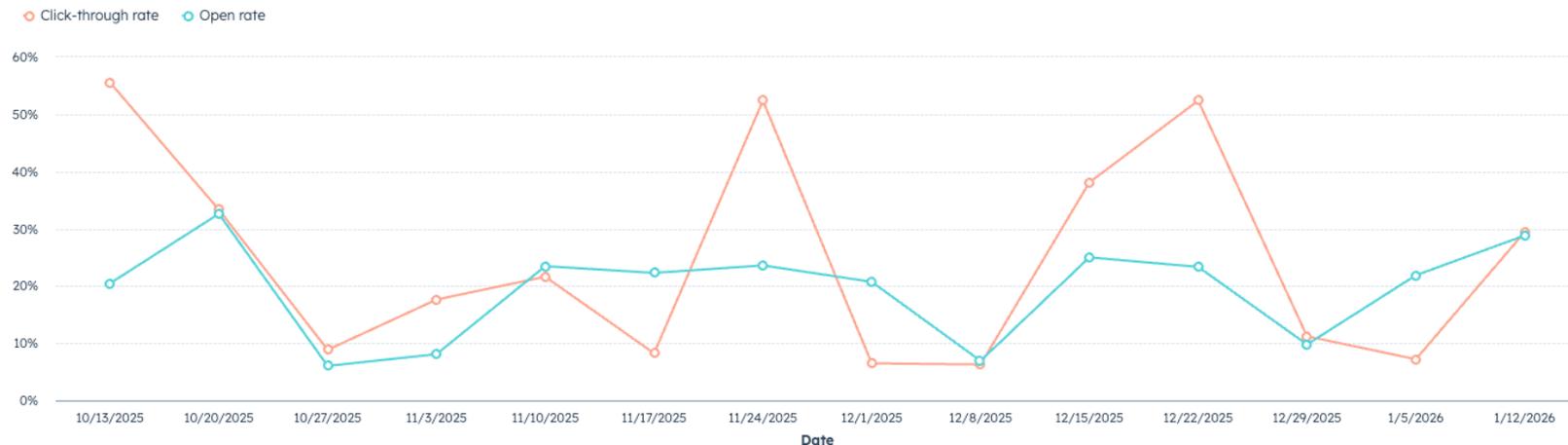
LAST 90 DAYS – STATS

- 139K EMAILS SENT
- 10.12% OPEN RATE
- 11.34% CT RATE
- 42K TOTAL CONTACTS

NEW SUBSCRIPTIONS

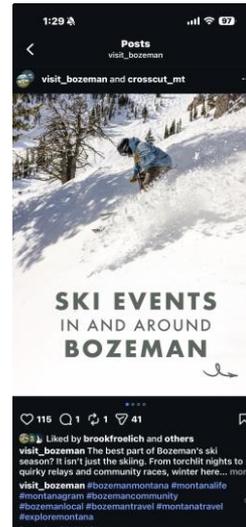
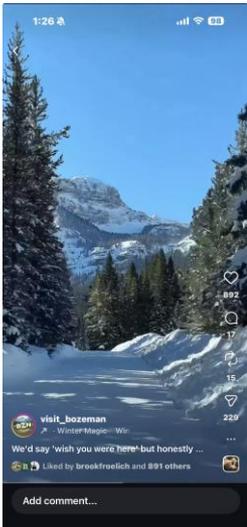
- EVENTS – 43

FROM 10/16/2025 TO 1/15/2026 | WEEKLY

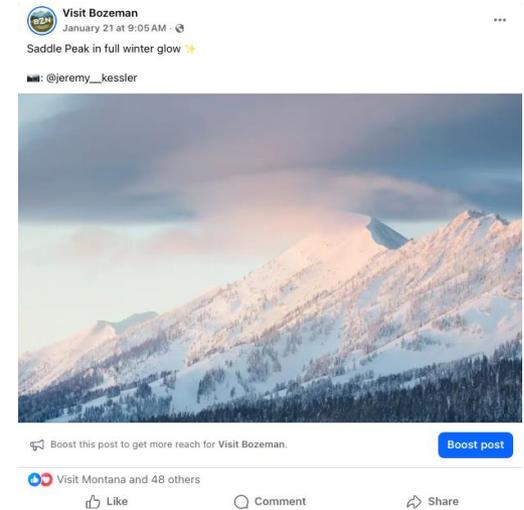


SOCIAL/VIDEO MARKETING

REELS



POSTS



YOUTUBE



LAST 90 DAYS:

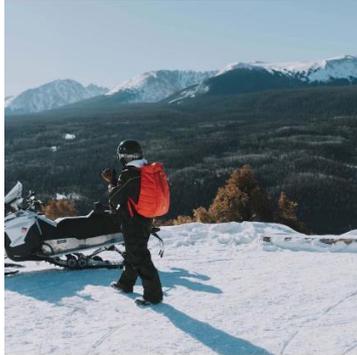
- 6.1M VIEWS/IMPRESSIONS
- 72K INTERACTIONS
- VIDEO STORYTELLING
 - HISTORY OF SKIING IN BOZEMAN
 - BOZEMAN'S DINING SCENE
 - SPENDING TIME IN BOZEMAN ON YOUR WAY TO YELLOWSTONE
- FOLLOWERS
 - IG – 43K, FB – 75K

VIDEO MARKETING

CONNECTED TV



CONTENT MARKETING



Where to Go Snowmobiling in Bozeman, MT This Winter

[Winter, Winter Sports](#)

Jan 8, 2026 11:31:50 AM

Snowmobiling in Bozeman, MT, is something special, and arguably one of the best things to do in the...



Your Guide to Ski Events and Races in Bozeman This Winter (2025/2026 Update)

[Events, Winter, Winter Sports](#)

Dec 3, 2025 10:00:00 AM

The best part about Bozeman's ski season? It's not just about the skiing. Between November and...



Everything You Need to Know About Skiing at Bridger Bowl (2025 Update)

[Winter Sports](#)

Nov 19, 2025 10:00:00 AM

Shredding at Bridger Bowl Ski Area (Bridger Bowl for short) is truly something special. Bridger...



The Best Steakhouses in Bozeman

[Dining](#)

Nov 6, 2025 10:00:00 AM

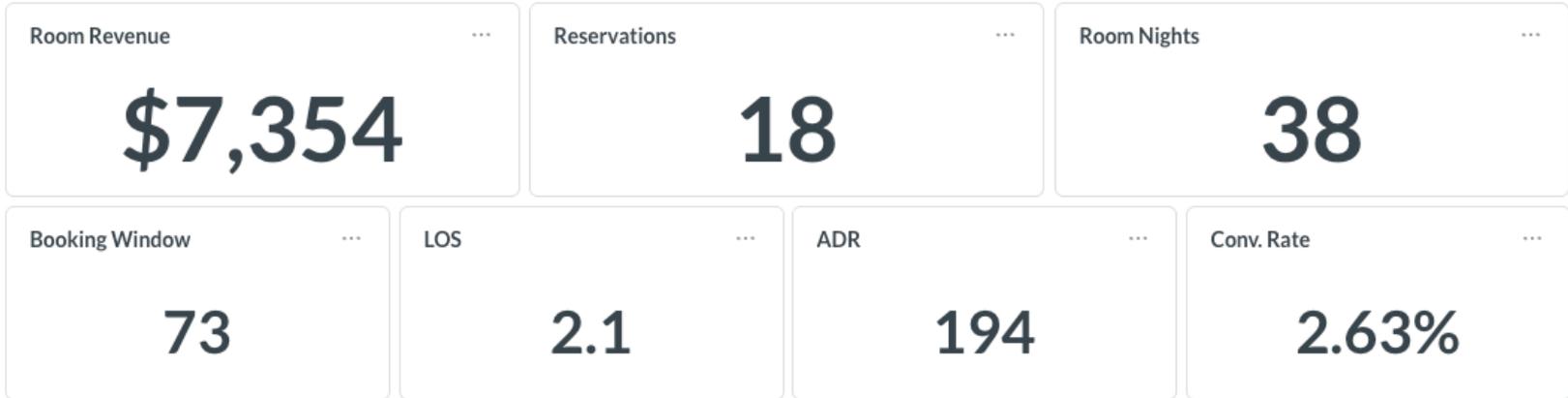
Let's be honest: if you can't find a great steak in Montana, you're probably not trying hard...

| BLOG POST | VIEWS |
|---|--------|
| 3 Ways to Explore Yellowstone in the Winter | 18,019 |
| Visiting Montana for the First Time: What You Need to ... | 17,244 |
| Best Spots for Bozeman Nightlife | 3,609 |
| 11 Things You Need to Know About Winter in Bozeman,... | 3,401 |
| 10 Things to Do in Bozeman, MT, in Winter (If You Don'... | 2,932 |
| 10 Ways to Celebrate Christmas in Bozeman, Montana (... | 2,288 |
| The Market in Bozeman: A West Side Hub | 2,136 |
| The Best Steakhouses in Bozeman | 677 |
| 10 Idyllic Cabins You Can Rent Around Bozeman | 636 |
| Plan the Perfect Day Trip from Bozeman to Yellowstone... | 608 |

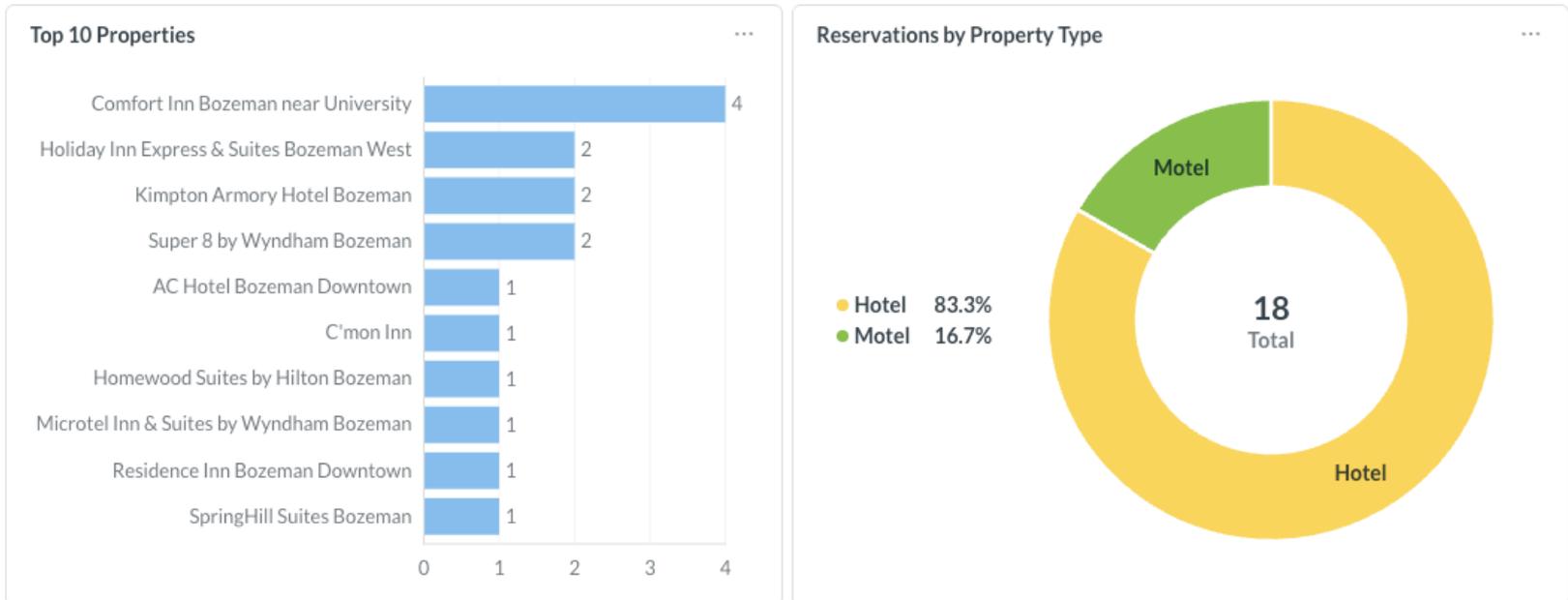
RIPE BOOKING RESULTS

LAST 30 DAYS

Key Metrics



Property Summary

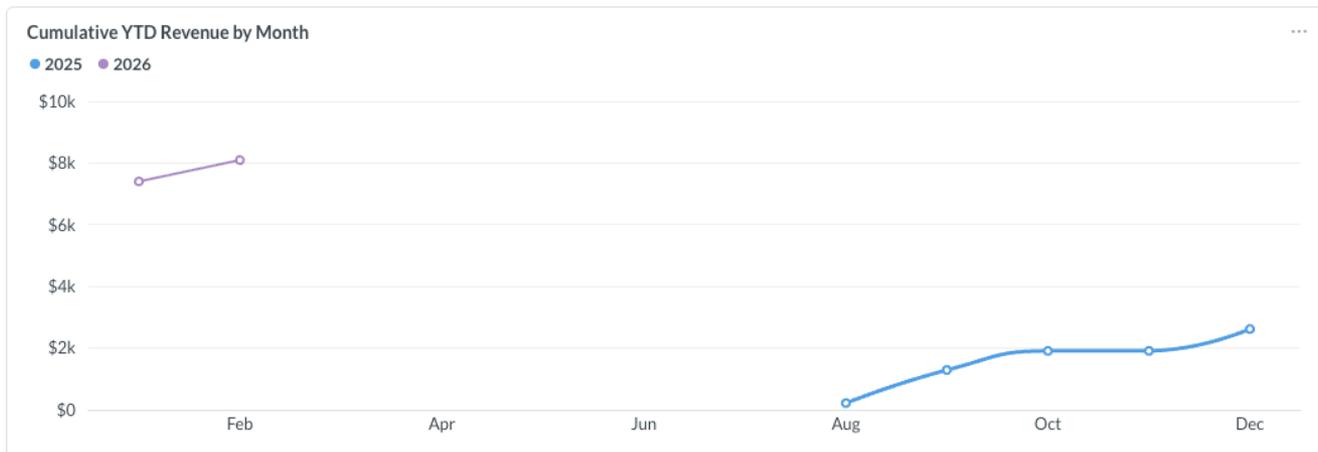


RIPE BOOKING RESULTS

LAST 30 DAYS

Geography

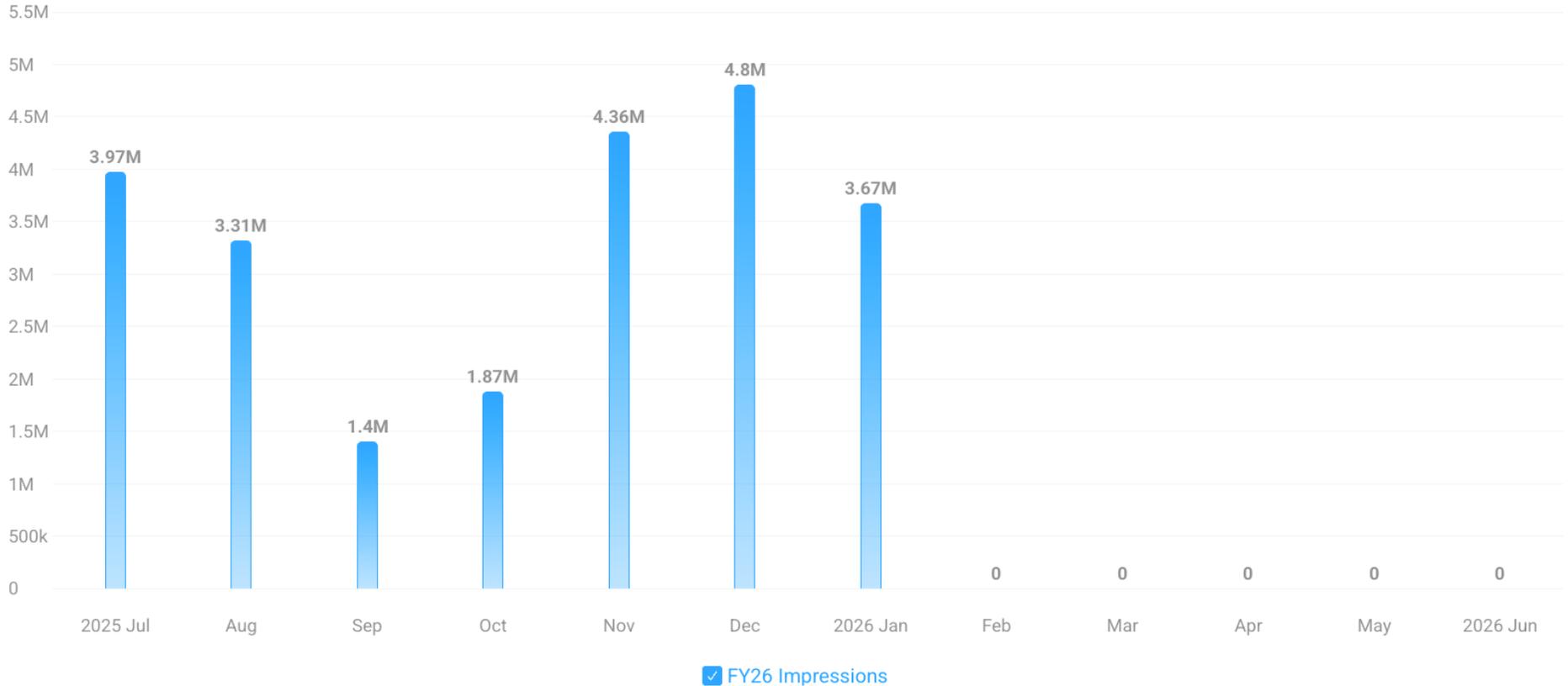
| Reservations by Country | | Reservations by State / Region | | Reservations by City | |
|-------------------------|-------|--------------------------------|-------|----------------------|-------|
| Country | Rsrvs | State / Region | Rsrvs | City | Rsrvs |
| United States | 18 | Minnesota | 3 | fond du lac | 2 |
| | | Pennsylvania | 2 | lakeville | 2 |
| | | Wisconsin | 2 | presto | 2 |
| | | California | 1 | bellingham | 1 |
| | | Colorado | 1 | brownsburg | 1 |
| | | Idaho | 1 | butte | 1 |
| | | Indiana | 1 | croydon | 1 |
| | | Michigan | 1 | dover | 1 |
| | | Montana | 1 | indian hills | 1 |
| | | New Hampshire | 1 | larchmont | 1 |



MARKETING REACH

Jul 1, 2025 - Jun 30, 2026

FY26 Impressions



RESULTS BREAKDOWN

RIPE CAMPAIGNS

- BOISE FLY DIRECT
- CO/OP CAMPAIGN WITH YELLOWSTONE COUNTRY
- SUPPORTING THE DIRECT FLIGHT FROM BOISE TO BZN
- LANDING PAGE WITH HOTEL SEARCH THROUGH RIPE
- TARGETING BOISE & SURROUNDING COMMUNITIES
- DIGITAL FOCUS
 - GOOGLE ADS
 - FACEBOOK/INSTAGRAM
 - PINTEREST ADS
 - REDDIT ADS



VISIT **BOZEMAN**

Fly Direct from Boise. Book Your Bozeman Stay.

Choose dates 2 people Search

Boise to Bozeman—Stay Closer, Save More

This booking page was created specifically for travelers coming from the Boise area, offering access to exclusive Bozeman hotel rates not widely available elsewhere. With Bozeman being an easy and popular drive from Boise, these preferred rates are designed to make planning your stay more rewarding while keeping value front and center.

Whether you're visiting for a weekend, a special event, or a longer stay, booking here gives you access to select Bozeman properties offering preferred pricing for this market. Compare locations, availability, and amenities in one place, and book with confidence knowing these rates were curated with Boise travelers in mind.

VISIT **BOZEMAN**

MARKETING PARTNERSHIPS

- **DOWNTOWN BOZEMAN ASSOCIATION**
 - "STAY AND SHOP" OR "WEEKEND GETAWAY & SAVE"
 - VALUE AD – STAY 2 NIGHTS AND GET \$50 DOWNTOWN DOLLARS
 - RIPE PROMOTION – NO COMMISSION
- **LOG JAM PRESENTS**
 - CURRENTLY DO SOME CO/OP MARKETING TO PROMOTE LINEUP
 - GOING TO COLLABORATE ON SOME MARKETING EFFORTS TO PROMOTE SHOWS – ATTRACT VISITORS
 - CURRENTLY SEEING 60-65% OUT-OF-MARKET TICKET PURCHASES
 - THEY ARE WORKING WITH MSU TO POTENTIALLY BOOK SHOWS AT THE BRICK
- **AFFILIATE RIPE BOOKING LINKS**
 - 10% COMMISSION COLLECTED IF 3RD PARTY
 - 5% TO RIPE
 - 5% TO TBID OR USED AS INSENTIVE TO ATTACT EVENT/MEETING
 - TRACK BOOKINGS FROM THIS PARTNER
 - EXAMPLE: SLC MARATHON, SUNDANCE FILM FESTIVAL

WEBSITE TRAFFIC RESULTS

PRIME

WEBSITE TRAFFIC

VISITS



VISITORS



PAGE VIEWS

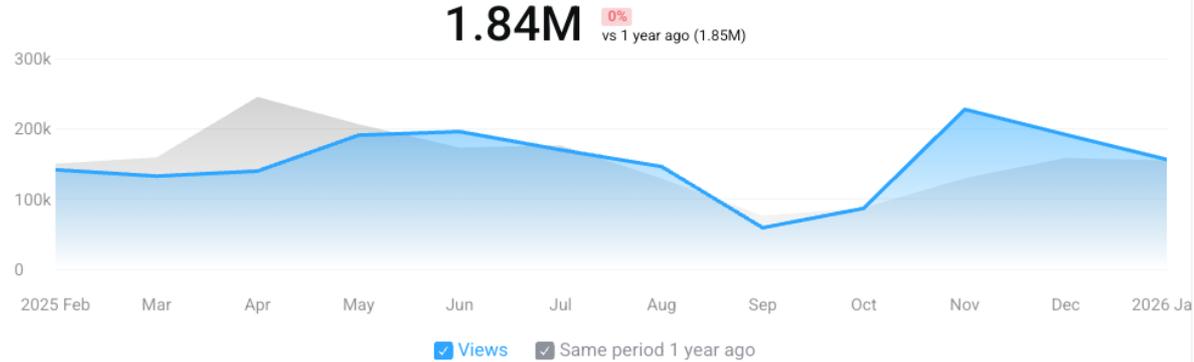
Last 12 months (Feb 1, 2025 - Jan 31, 2026)

TOP PAGES

| Metric | Value | vs 1Y ago |
|--|--------|------------|
| Top 10 Things to Do in Yellowstone | 222k | ▲ 425% |
| Winter in Bozeman, MT | 185.6k | ▲ 59% |
| Summer in Bozeman, MT | 165.7k | ▲ 345,163% |
| Where to Stay Near Yellowstone National Park | 76,351 | ▼ 2% |
| Play in Bozeman - Bozeman CVB | 58,316 | ▲ 25% |
| Visit Bozeman, Convention and Visitors Bureau - | 55,603 | ▼ 64% |
| 3 Ways to Explore Yellowstone in the Winter | 48,190 | ▲ 596% |
| Visiting Montana for the First Time: What You Need to Know | 45,562 | |

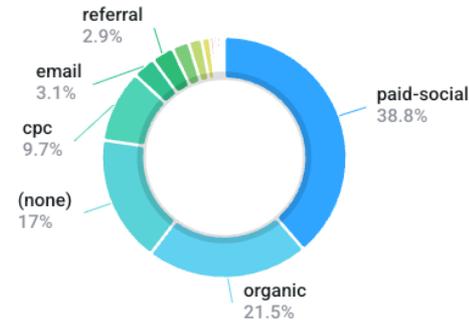
Last 12 months (2025 Feb - 2026 Jan)

PAGE VIEWS - LAST 12 MONTHS



Last 12 months (Feb 1, 2025 - Jan 31, 2026)

PAGE VIEWS BY MEDIUM



WEBSITE VISITOR ORIGINATION

LAST 12 MONTHS

Last 12 months (Feb 1, 2025 - Jan 31, 2026)

Visitors by State - Growing

| Metric | Value | vs prev |
|----------------------|--------|---------|
| Maryland | 6,614 | ▲ 57% |
| Oregon | 11,918 | ▲ 49% |
| Idaho | 14,277 | ▲ 41% |
| North Dakota | 4,204 | ▲ 40% |
| West Virginia | 1,765 | ▲ 39% |
| Oklahoma | 4,805 | ▲ 32% |
| Wisconsin | 6,587 | ▲ 29% |
| District of Columbia | 2,433 | ▲ 25% |
| South Dakota | 5,346 | ▲ 24% |

Last 12 months (Feb 1, 2025 - Jan 31, 2026)

Visitors by State - Declining

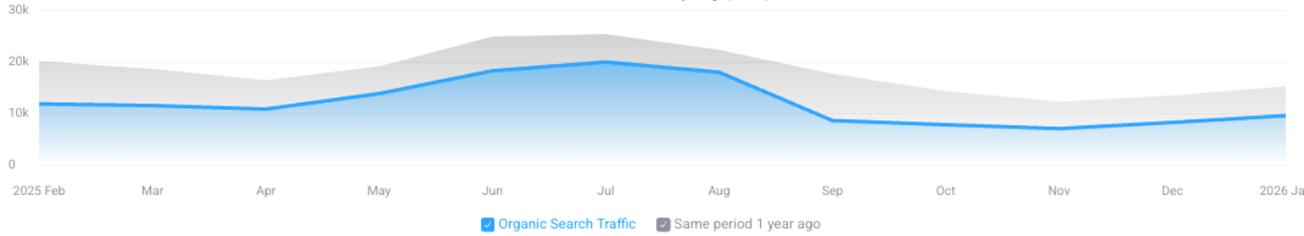
| Metric | Value | vs prev |
|---------------|--------|---------|
| (not set) | 4,656 | ▼ 52% |
| Arizona | 20,757 | ▼ 38% |
| Massachusetts | 9,372 | ▼ 31% |
| New Mexico | 5,273 | ▼ 31% |
| Georgia | 16,636 | ▼ 30% |
| New York | 28,782 | ▼ 30% |
| Illinois | 26,302 | ▼ 29% |
| Colorado | 39,169 | ▼ 26% |
| Kansas | 5,007 | ▼ 25% |

ORGANIC SEARCH TRAFFIC

Last 12 months (2025 Feb - 2026 Jan)

ORGANIC SEARCH TRAFFIC - LAST 12 MONTHS

142.3k ▼ 34% vs 1 year ago (214.6k)



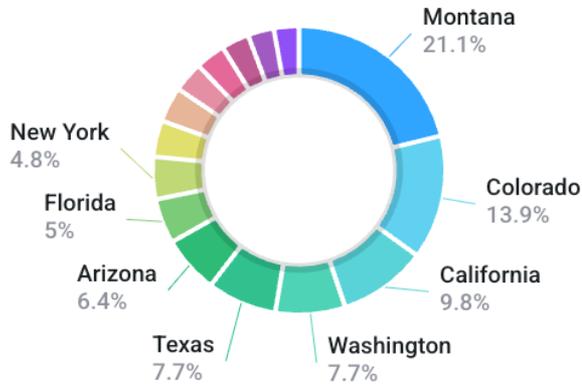
Last 12 months (Feb 1, 2025 - Jan 31, 2026)

SEARCH TRAFFIC BY LANDING PAGE

| Metric | Value | vs 1Y ago |
|-------------------------------------|---------------|---|
| (not set) | 47,438 | ▼ 24% |
| / | 11,239 | ▲ 6% |
| /blog/exploring-the-market-at- | 7,542 | ▲ 115% |
| /blog/plan-the-perfect-day-trip-to- | 6,571 | ▼ 29% |
| /restaurants-in-bozeman | 5,465 | ▲ 37% |
| /blog/how-to-get-to-yellowstone- | 5,107 | ▼ 40% |
| /blog/10-things-to-do-in-bozeman- | 4,293 | ▼ 35% |
| /blog/the- | | |

Last 12 months (Feb 1, 2025 - Jan 31, 2026)

SEARCH VISITORS BY STATE



Last 12 months (Feb 1, 2025 - Jan 31, 2026)

SEARCH RESULT IMPRESSIONS

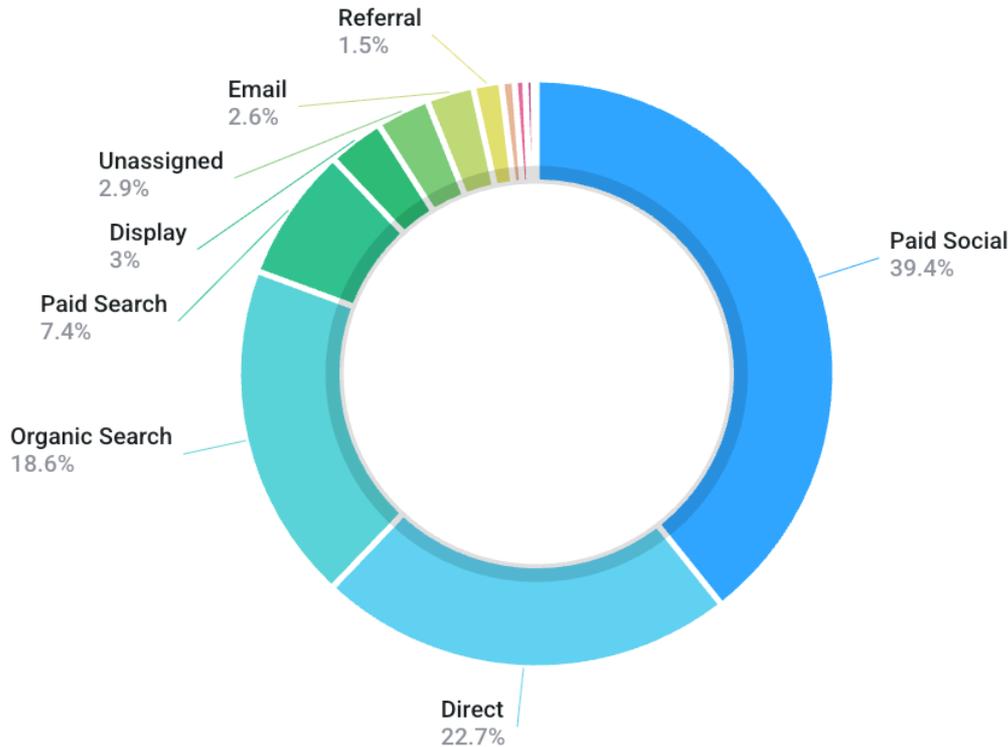
6.94M

▼ 11% vs 1 year ago (7.82M)

TRAFFIC SOURCES

Last 12 months (Feb 1, 2025 - Jan 31, 2026)

VISITORS BY SOURCE



Last 12 months (Feb 1, 2025 - Jan 31, 2026)

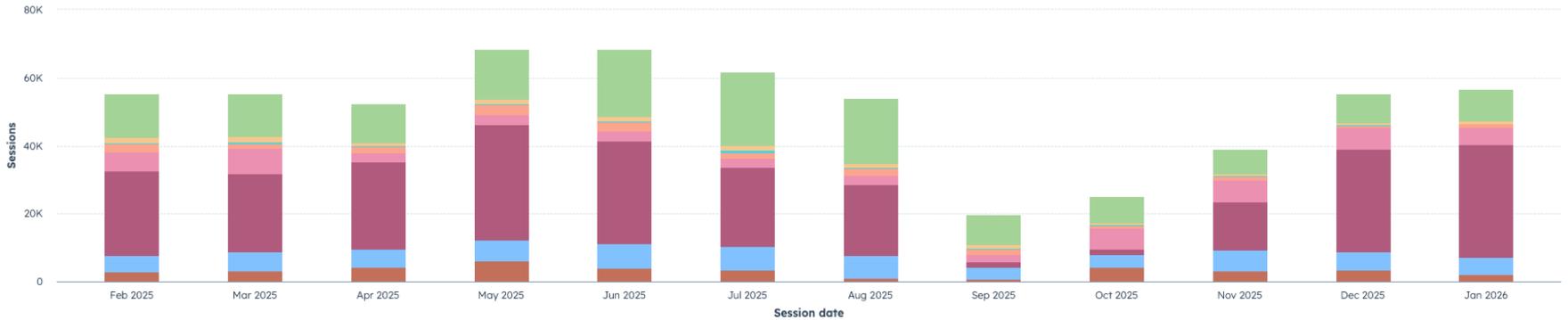
VISITORS BY SOURCE

| Metric | Value | vs 1Y ago |
|----------------|--------|-----------|
| Paid Social | 300.6k | ▲ 9% |
| Direct | 173.1k | ▲ 228% |
| Organic Search | 142.3k | ▼ 34% |
| Paid Search | 56,331 | ▼ 10% |
| Display | 23,132 | ▼ 37% |
| Unassigned | 22,264 | ▼ 18% |
| Email | 19,578 | ▲ 4% |
| Referral | 11,658 | ▼ 6% |
| Organic Social | 5,527 | 0% |
| Paid Other | 4,306 | ▼ 52% |
| Cross-network | 3,449 | |

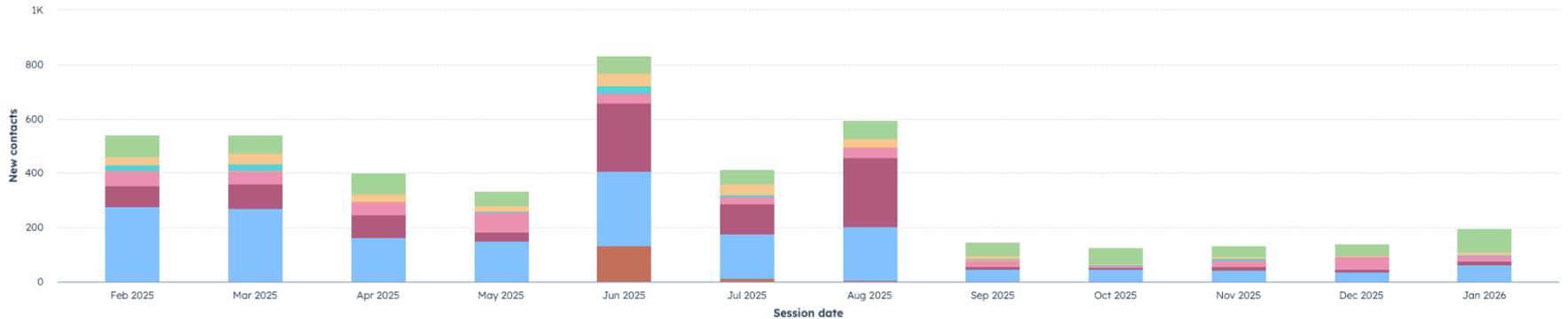
TRAFFIC & CONTACT

LAST 12 MONTHS

TRAFFIC



CONTACTS



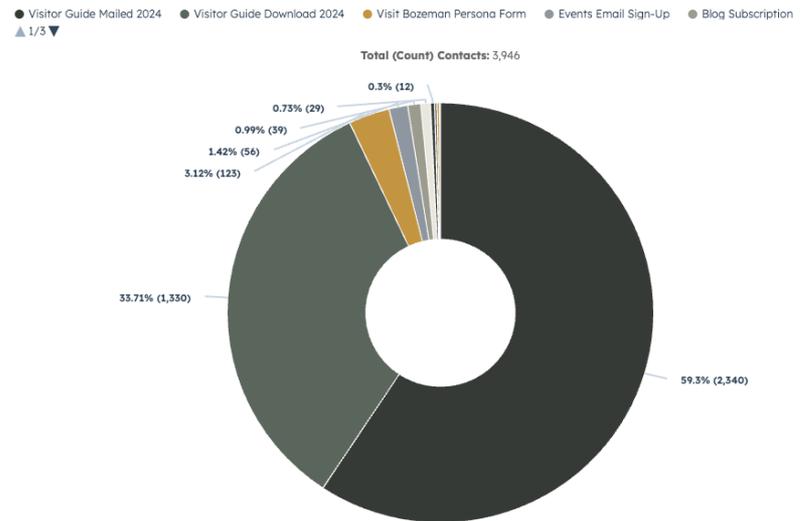
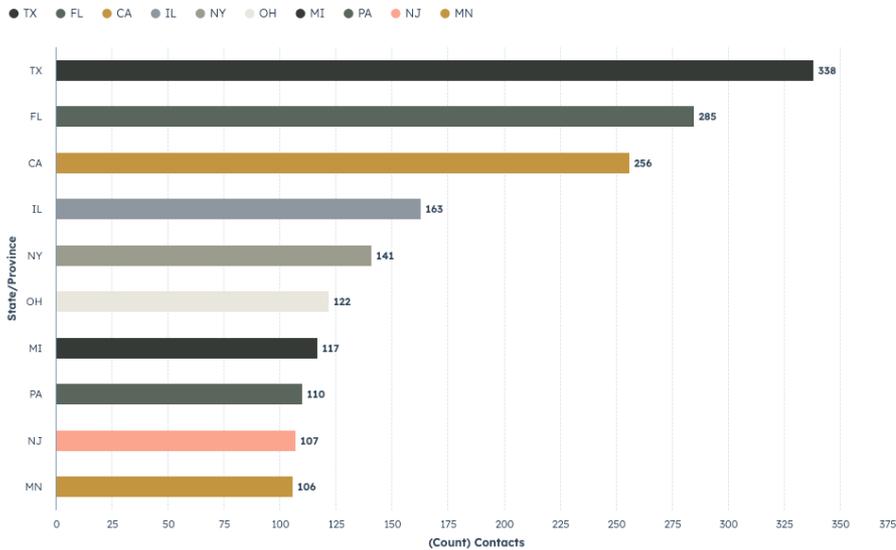
■ ORGANIC
 ■ REFERRAL
 ■ SOCIAL
 ■ EMAIL
 ■ PAID SEARCH
 ■ PAID SOCIAL
 ■ DIRECT
 ■ DISPLAY

4,826 NEW CONTACTS IN LAST 12 MONTHS



CONTACT INSIGHTS

LAST 12 MONTHS



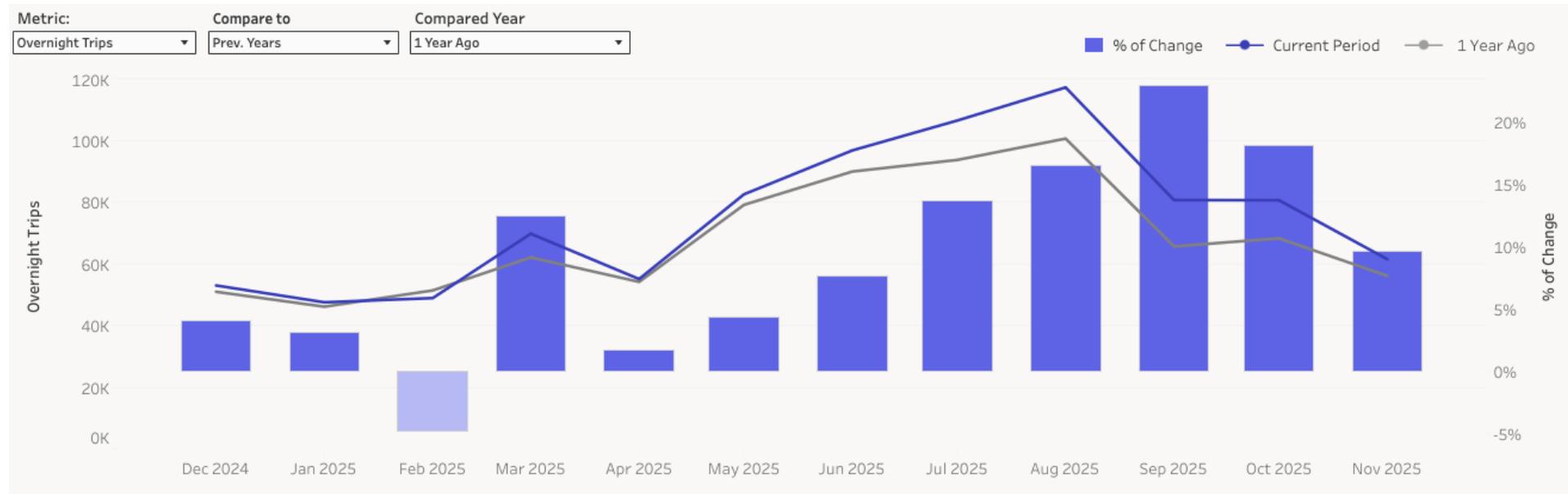
A dark, atmospheric landscape of a mountain valley. In the foreground, a river flows through a valley, bordered by a dense forest of tall, thin trees. The middle ground shows a wide, open valley floor. In the background, a range of rugged mountains stretches across the horizon under a dark sky with a few wispy clouds. The overall scene is dimly lit, creating a sense of mystery and depth.

VISITATION INTELLIGENCE

PRIME

NATIONAL OVERNIGHT TRIPS

LAST 12 MONTHS – THROUGH NOV.



Overnight Trips
900.1K

?
+10.0% YoY



Visit Nights
1.9M

?
+10.0% YoY



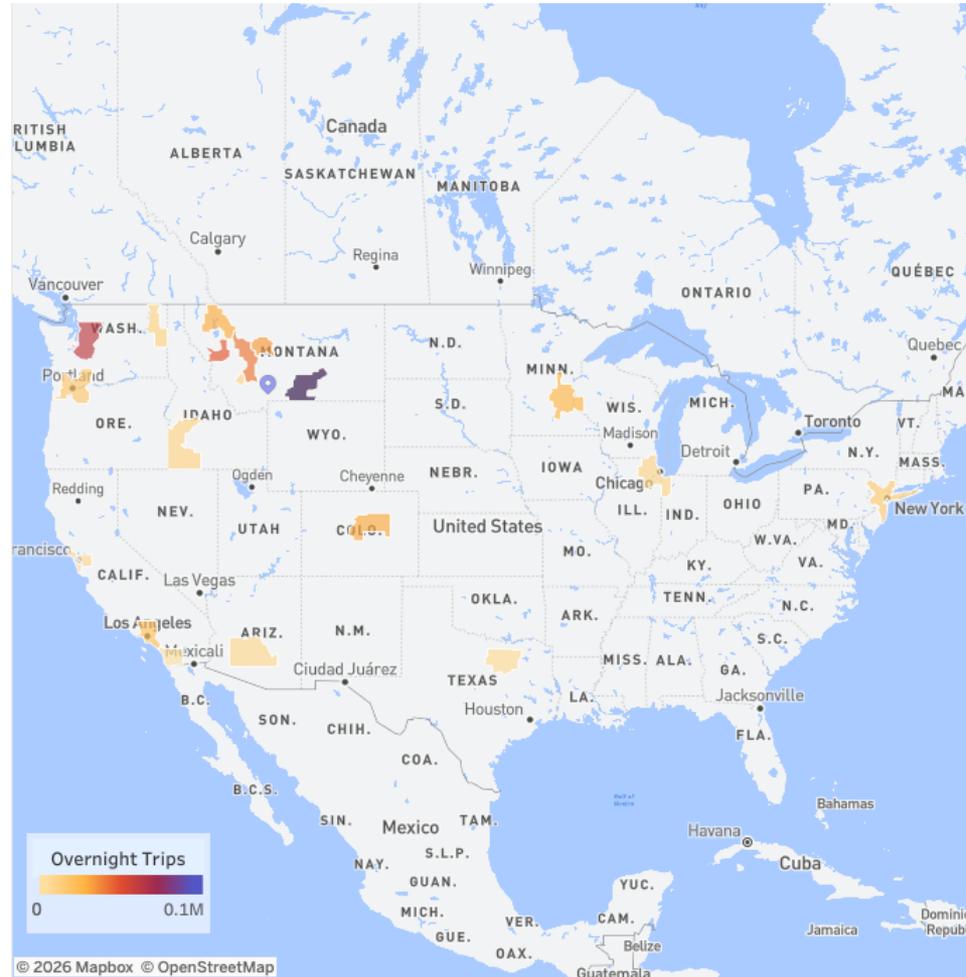
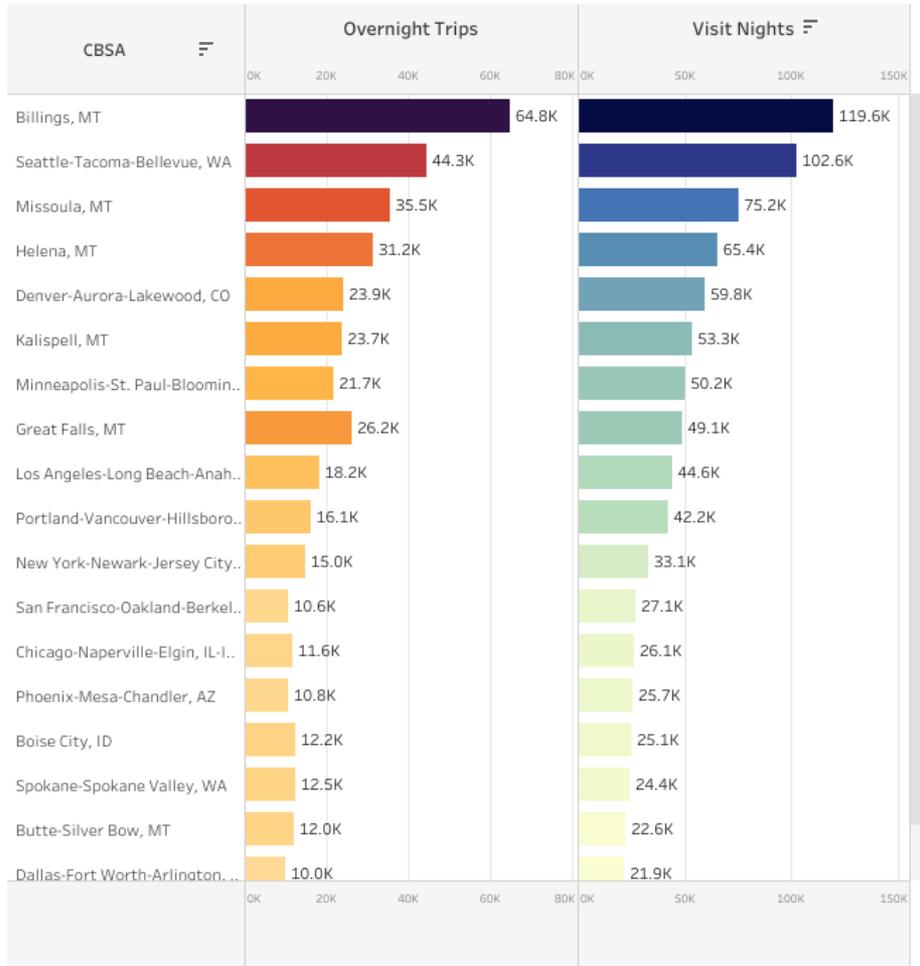
Total Visitors' Spend
\$652.4M

?
+9.5% YoY

VISITATION BY ORIGINATION

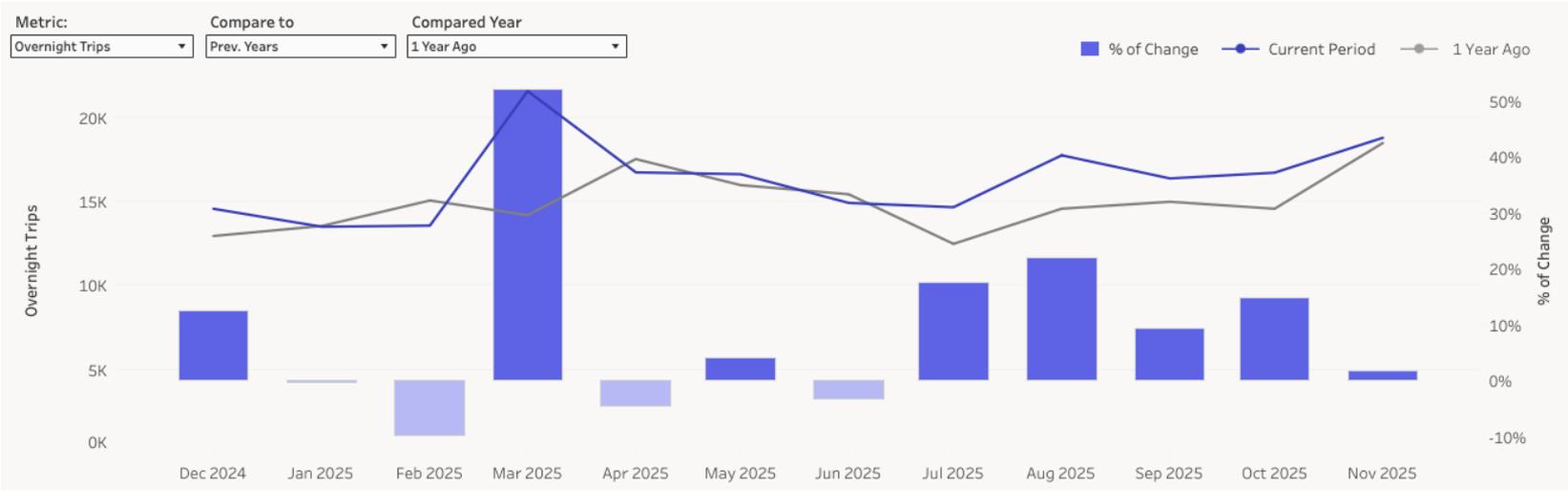
LAST 12 MONTHS

BY METRO



IN-STATE OVERNIGHT TRIPS

LAST 12 MONTHS

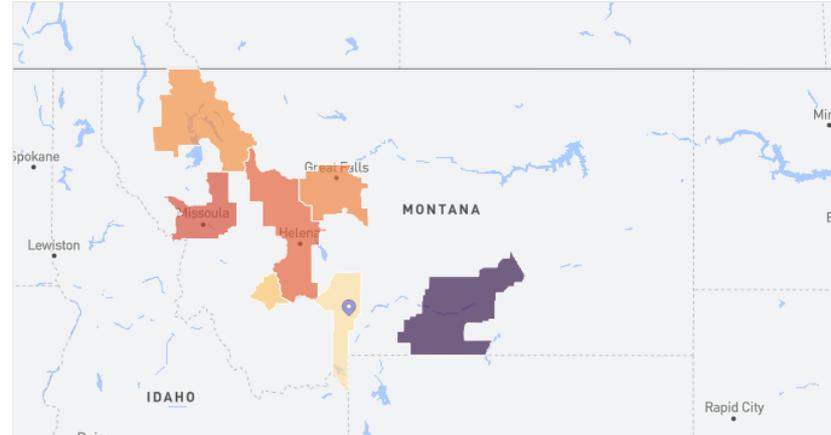


Overnight Trips
195.5K
+8.9% YoY

Visit Nights
388.8K
+10.5% YoY

Total Visitors' Spend
Insufficient Data

| CBSA | Overnight Trips | | Visit Nights | |
|----------------------|-----------------|------------|--------------|------------|
| | Count | % of Total | Count | % of Total |
| Billings, MT | 64.8K | 33.1% | 119.6K | 30.8% |
| Missoula, MT | 35.5K | 18.2% | 75.2K | 19.3% |
| Helena, MT | 31.2K | 15.9% | 65.4K | 16.8% |
| Kalispell, MT | 23.7K | 12.1% | 53.3K | 13.7% |
| Great Falls, MT | 26.2K | 13.4% | 49.1K | 12.6% |
| Butte-Silver Bow, MT | 12.0K | 6.1% | 22.6K | 5.8% |
| Bozeman, MT | 2.1K | 1.1% | 3.6K | 0.9% |



LODGING DATA

PRIME

BOZEMAN/BELGRADE HOTEL ROOMS

DATA THROUGH DECEMBER

Jan 8, 2025 - Jan 7, 2026 (ro...

New Rooms in the Last
12 Months

554

Last 7 years (2020 - 2026)

Gallatin Valley Hotel Rooms Under Construction



Last 7 years (2020 - 2026)

Gallatin Valley Hotel Room Totals

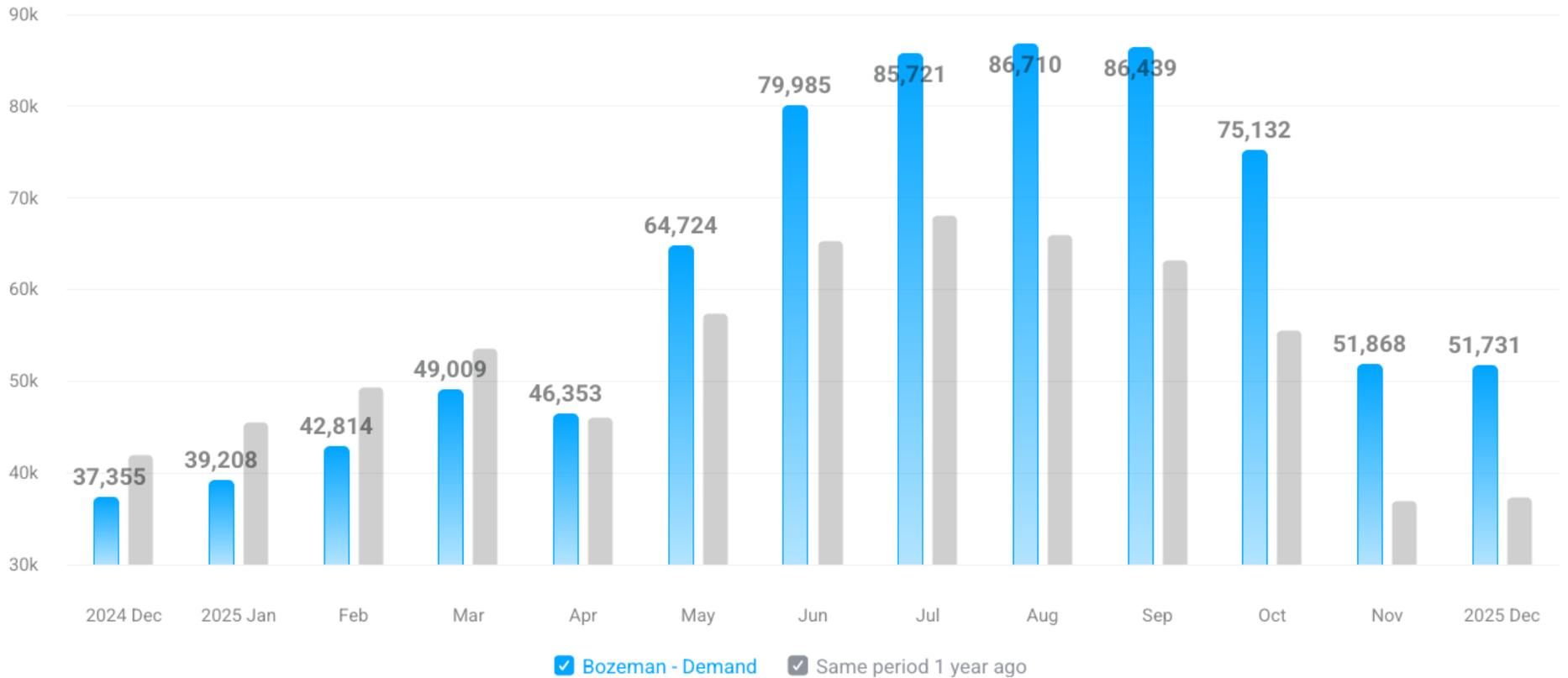


LODGING DEMAND

CO-STAR

Last 13 months (2024 Dec - 2025 Dec)

13 MONTH HOTEL - DEMAND

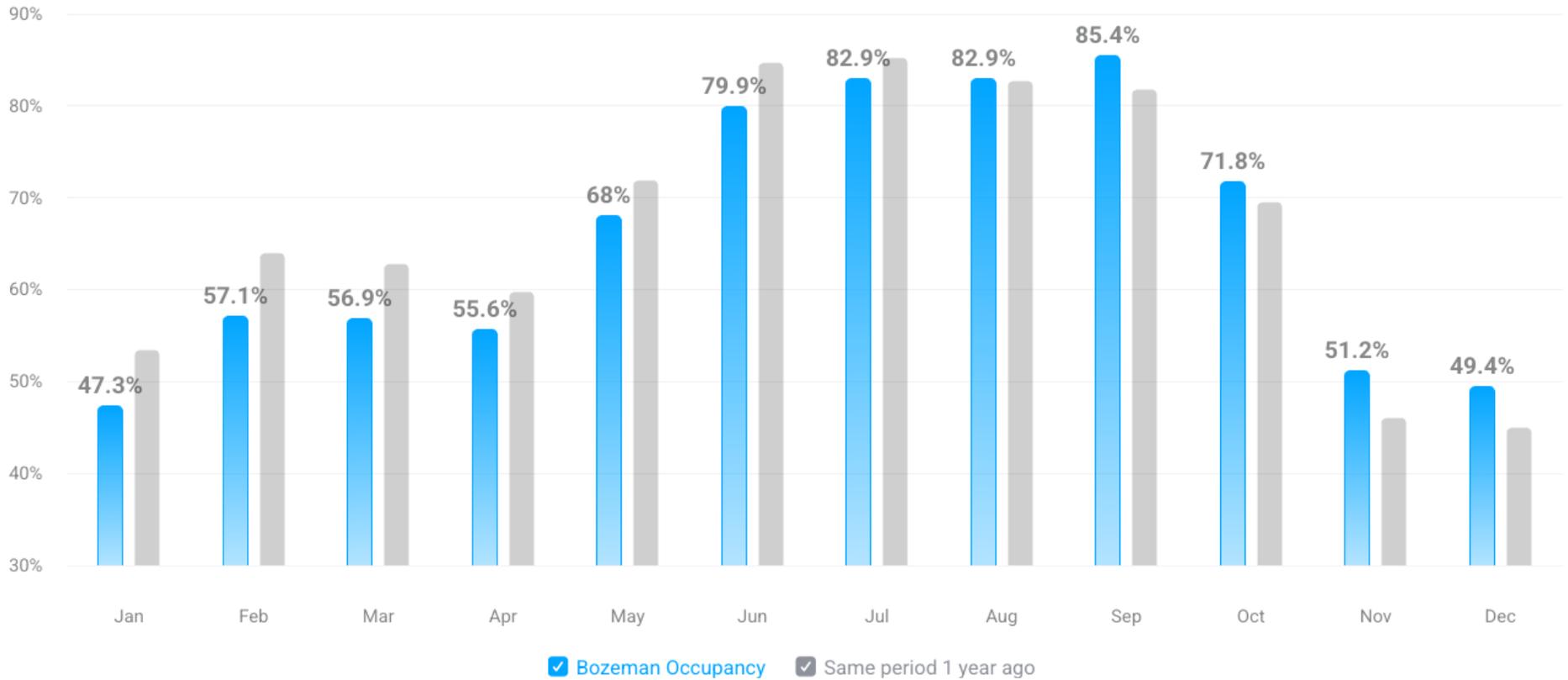


BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 12 months (Jan - Dec)

12 MONTH BOZEMAN HOTELS - OCCUPANCY

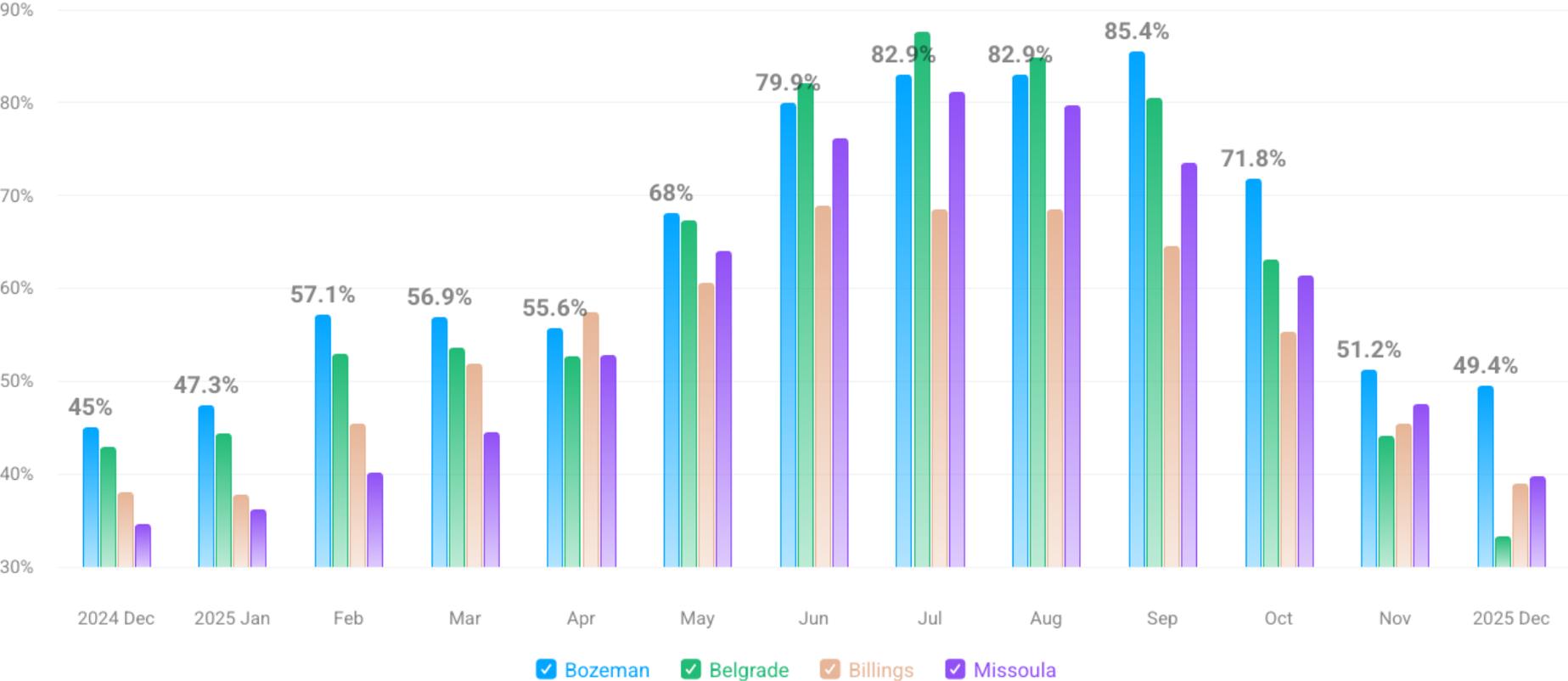


HOTEL OCCUPANCY

LAST 13 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

13 MONTH HOTEL RESULTS - OCCUPANCY

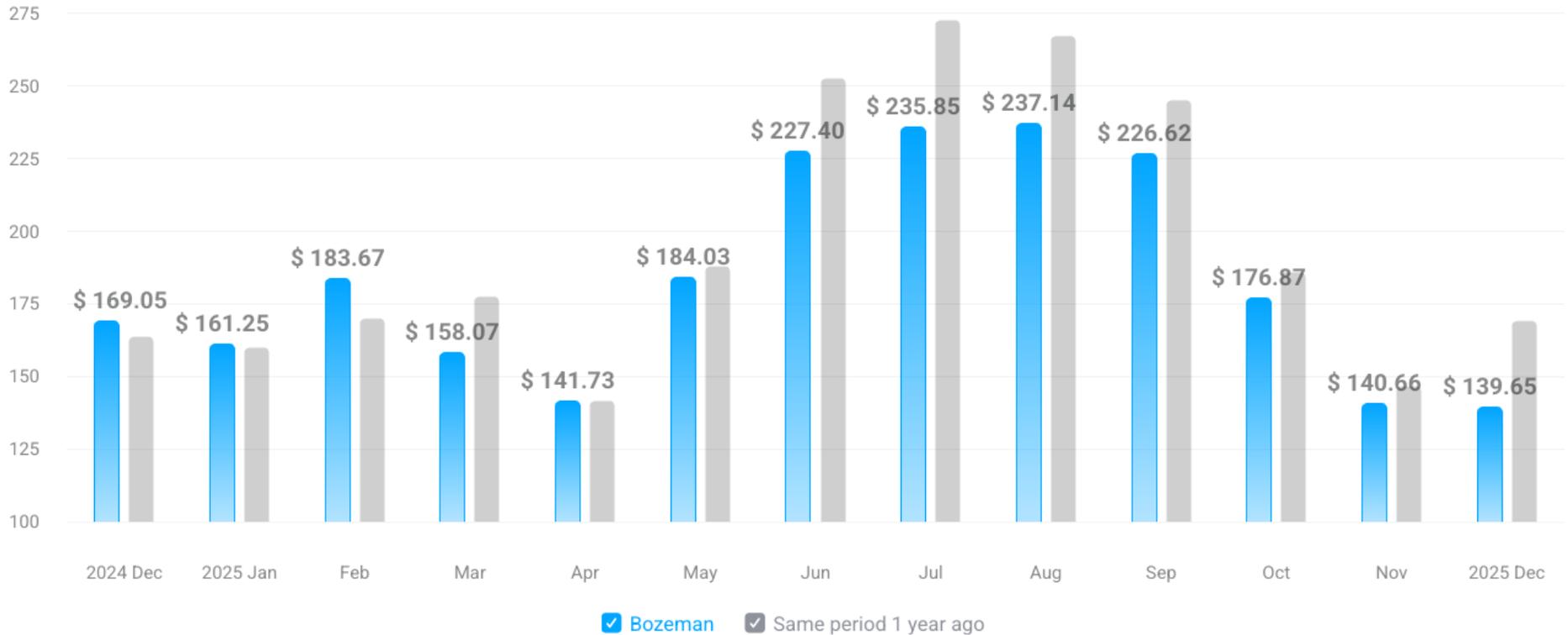


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

13 MONTH HOTEL RESULTS - ADR

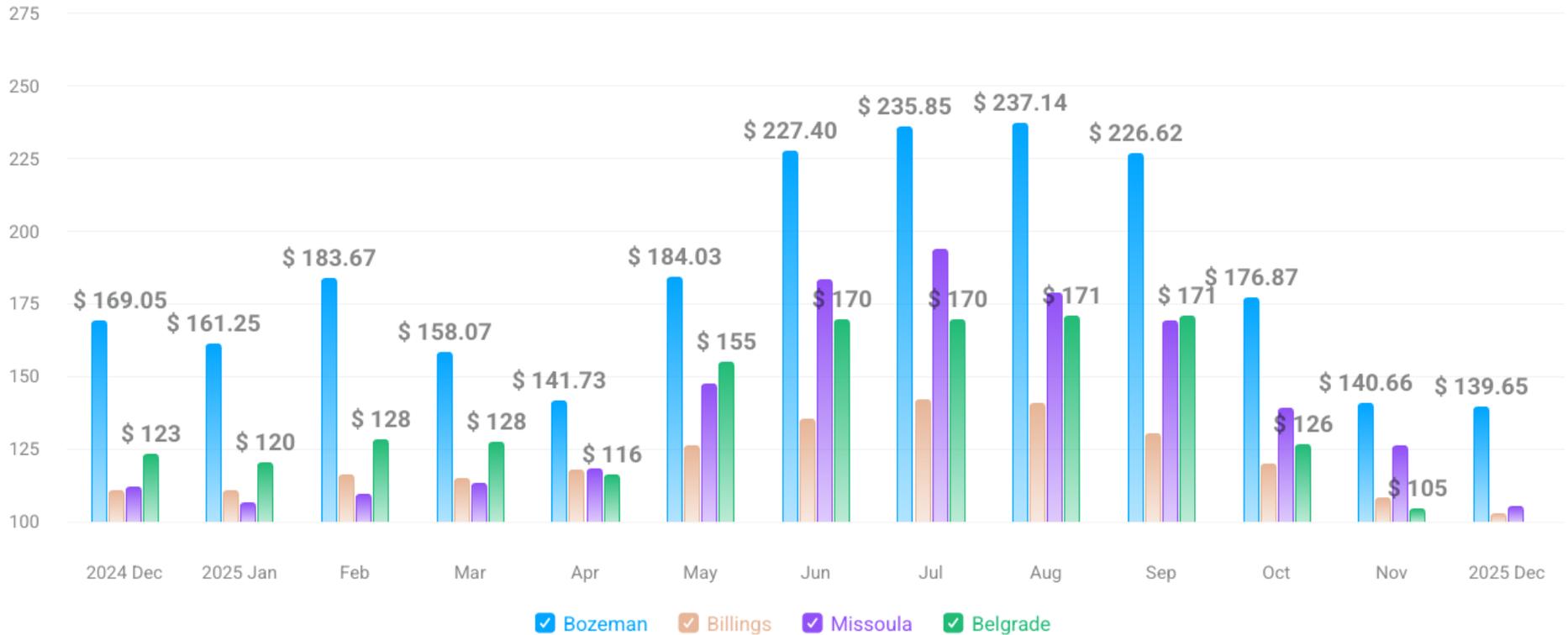


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

13 MONTH HOTEL RESULTS - ADR

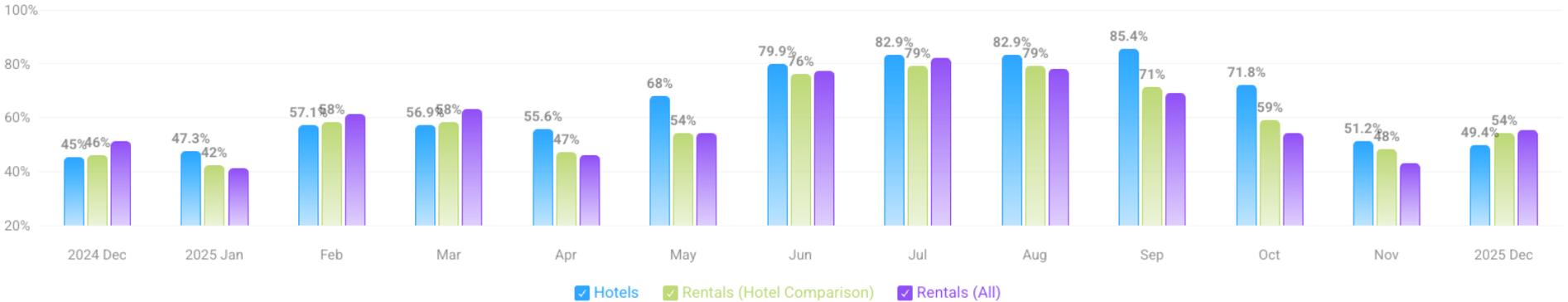


HOTELS vs. SHORT TERM RENTALS

LAST 13 MONTHS

Dec 1, 2024 - Dec 31, 2025 (rolling)

OCCUPANCY RATE



Dec 1, 2024 - Dec 31, 2025 (rolling)

ADR



ADDITIONAL UPDATES

PRIME

38° f @ BOZEMAN CHAMBER

VISIT **BOZEMAN** STAY EAT PLAY PLAN WORK YELLOWSTONE BLOG Q

WHERE MOUNTAINS MOVE YOU

BOOK YOUR STAY TODAY

PLAN YOUR FALL TRIP TO **BOZEMAN, MT**

From festivals and concerts, to days on trails or floating on the river, Bozeman has a way of reminding you what real fun feels like.

PLAN YOUR TRIP



WHERE TO EAT



EVENTS



THINGS TO DO



PLACES TO STAY

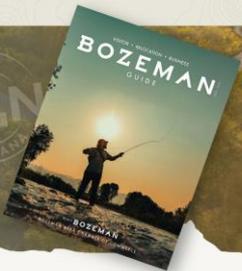


MEET AND WORK



MEET AND WORK

GET YOUR **FREE** BOZEMAN TRAVEL GUIDE



ITINERARIES BOZEMAN

Whether you crave mountain peaks, an insider's guide to Yellowstone National Park, or vibrant city streets, your unforgettable Bozeman journey starts here. Dive into your next great escape—Plan Your Trip Today!



ITINERARY

A Weekend of Skiing at Big Sky Resort



ITINERARY

Things to Do in Bozeman with Kids in Winter



ITINERARY

Two Days in Yellowstone National Park

BOZEMAN TRAVEL BLOG



UPCOMING EVENTS

Looking for things to do in Bozeman this weekend? Use this list of Bozeman events to plan your next trip. From concerts and festivals to outdoor activities, there's always something going on downtown or elsewhere.

| | |
|---------------|---|
| NOV 08 | BASS BY THE WATER 2025 📍 Bozeman Hot Springs |
| NOV 11 | FINTECH TAKES: BUILDERS SUMMIT 📍 Kimpton Army Hotel Bozeman |
| NOV 12 | BOZEMAN FILM SOCIETY PRESENTS GRIFFIN IN SUMMER 📍 Bozeman Hot Springs |

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ADDITIONAL UPDATES

- WINTER PHOTOSHOOTS
 - STARTING WITH INDOOR BUSINESSES
 - OUTDOOR SHOTS WILL BE IN MOUNTAINS FOR SNOW
- WEBSITE OVERHAUL
 - UPDATING ARCHITECTURE, STRUCTURE, NAVIGATION, DESIGN, INTEGRATION WITH RIPE, UPDATING CONTENT MANAGEMENT SYSTEM
- SPRING/SUMMER CAMPAIGNS
 - STARTING TO DEVELOP MESSAGING & ASSETS
- IDENTIFYING MARKETING OPPORTUNITIES IF BUDGET WERE TO INCREASE
 - CONTENT
 - MEDIA PLACEMENT
 - COMMUNITY PARTNERSHIPS





THANK YOU!

PRIME