



VISIT **BOZEMAN**

FY26 DMO UPDATE & FY27 DMO

PRIME

BUDGET
APRIL

A dark, atmospheric landscape of a mountain valley. In the foreground, a river flows through a valley. The middle ground is dominated by a dense forest of evergreen trees. In the background, rugged mountains rise against a dark sky with a few wispy clouds. The overall tone is moody and natural.

FY26 MARKETING

PRIME

SUMMER CAMPAIGN



LATE MAR. – MID AUG.

- SUMMER CAMPAIGN
- FEATURING
 - PAID SOCIAL
 - NATIVE ADS
 - DIGITAL RETARGETING
 - STREAMING VIDEO
 - YOUTUBE PREROLL
 - PPC & PMAX
 - EMAIL TAKEOVERS
 - AIRPORT WIFI TAKEOVER
 - PRINT - REGIONAL
 - JOINT VENTURES
 - STATE
 - LOGJAM PRESENTS
- CONTENT
 - BLOGS
 - ITINERARIES
 - VIDEO

PRIME

EMAIL MARKETING UPDATES

VISIT **BOZEMAN**



YOU WON'T BELIEVE THIS FOOD IS IN BOZEMAN, MONTANA

You might not expect it from a mountain town in Montana, but Bozeman's food scene is seriously having a moment.

We sat down with three of the chefs behind it. They're bold, they're creative, and they're cooking food that's putting this city on the map.

Watch the video and see what all the fuss is about.

[WATCH THE VIDEO](#)

VISIT **BOZEMAN**



YOUR BOZEMAN WEDDING SEASON STARTS HERE

So you've decided to get married in Bozeman. Excellent taste. You've picked a place where the mountains are dramatic, the craft beer is cold, and your guests will be talking about the trip long after the bouquet has wilted.


But now comes the part where everyone starts texting you asking "so... what do we even DO there?" — and you need answers. We've got you.

For Your Guests Who've Never Been

Whether your out-of-towners are mountain people, city people, or "I prefer brunch over hiking" people, Bozeman has them covered. Downtown is walkable, charming,

VISIT **BOZEMAN**

A Guide to Dog Sledding Near Bozeman, Montana




If you've ever watched a dog sled team disappear into a snowy treeline and thought, "I want to do that!" — good news. Dog sledding near Bozeman is absolutely a thing, and it's more accessible than you might think. No experience required, no sled-driving license necessary.

It's also one of those rare winter activities that works for pretty much everyone (and it's [not picky if you don't like it](#)), including solo travelers, couples, and families. In fact, it's a great [winter activity to do with kids](#). Just show up, meet some seriously enthusiastic huskies, and hold on.

Here's a breakdown of who's running trips, what to expect, and how to pick the right adventure for your crew.

[Read more »](#)

FOLLOW US
@visit_bozeman

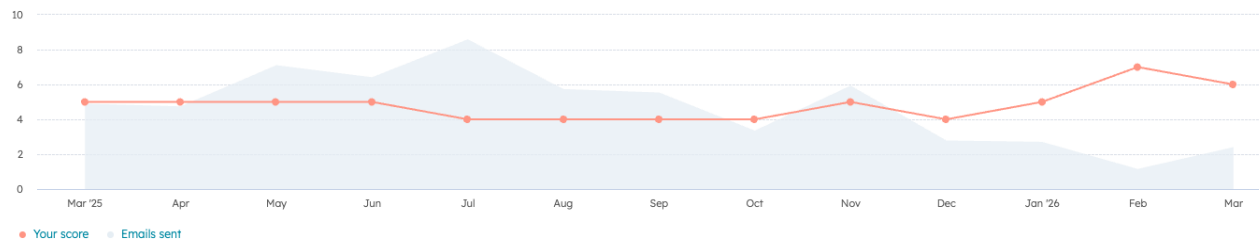


LAST 90 DAYS – STATS

- 78K EMAILS SENT
- 20.16% OPEN RATE
- 10.66% CT RATE
- 42.4K TOTAL CONTACTS

EMAIL HEALTH

Score over time



Metrics

- Opens
- Click-throughs
- Hard bounces
- Unsubscribes

Very good

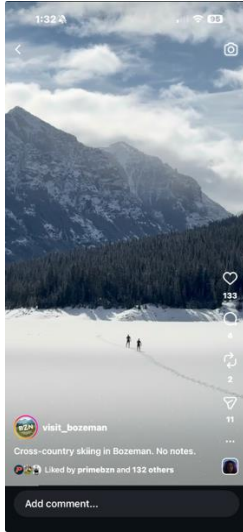
Very good

Excellent

Poor

SOCIAL/VIDEO MARKETING

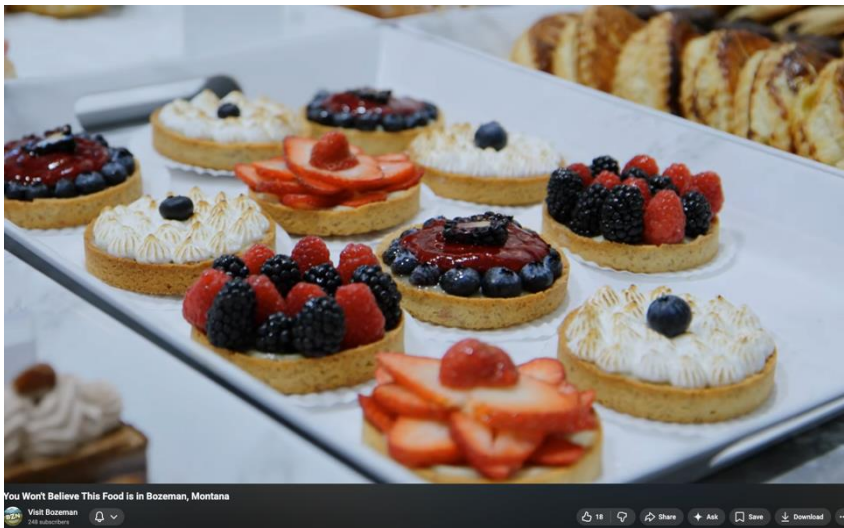
REELS



POSTS



YOUTUBE



LAST 90 DAYS:

- 6.5M VIEWS/IMPRESSIONS
- 216K ENGAGEMENTS/INTERACTIONS
- VIDEO STORYTELLING
 - BOZEMAN'S DINING SCENE
 - NEXT: SPENDING TIME IN BOZEMAN ON YOUR WAY TO YELLOWSTONE
- FOLLOWERS
 - IG – 44K, FB – 76K

CONTENT MARKETING



A Guide to Dog Sledding Near Bozeman, Montana

[Winter, Day Trips, Family Fun, Big Sky, Winter Sports](#)

Mar 4, 2026 10:00:00 AM

If you've ever watched a dog sled team disappear into a snowy treeline and thought, 'I want to do...



How to Get from Bozeman to Big Sky: Your Guide to One of the Most Scenic Drives in Montana

[Big Sky Scenic Drives](#)

Feb 18, 2026 10:00:00 AM

Getting from Bozeman to Big Sky is refreshingly simple. Head south on Highway 191 through Gallatin...



Bridger Bowl vs. Big Sky: Which Ski Resort is Right for You?

[Winter, Big Sky, Winter Sports](#)

Feb 4, 2026 10:00:00 AM

Bozeman sits at the heart of some of the best skiing in North America. With two world-class...



Ditch the Lifts: A Guide to Backcountry Skiing in Bozeman

[Winter, Backcountry, Winter Sports](#)

Jan 21, 2026 9:59:59 AM

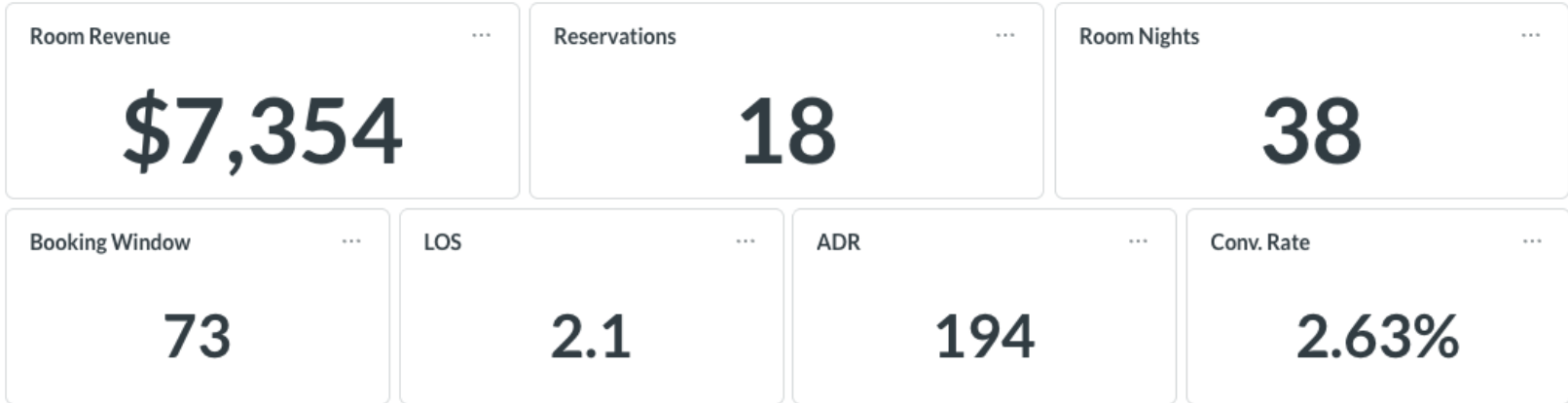
So you want to ditch the lift lines and earn your turns? Welcome to the club. Backcountry skiing in...

BLOG POST	VIEWS ↓
3 Ways to Explore Yellowstone in the Winter ↗	17,229
Visiting Montana for the First Time: What You Need to ...	5,535
Best Spots for Bozeman Nightlife ↗	1,432
10 Things to Do in Bozeman, MT, in Winter (If You Don'...	902
The Market in Bozeman: A West Side Hub ↗	620
How Far Is Bozeman from Yellowstone National Park?...	488
Plan the Perfect Day Trip from Bozeman to Yellowstone...	372
15 Hot Springs in Montana to Visit Any Time of Year ↗	368
10 Idyllic Cabins You Can Rent Around Bozeman ↗	359
How to Get from Bozeman to Big Sky: Your Guide to On...	356

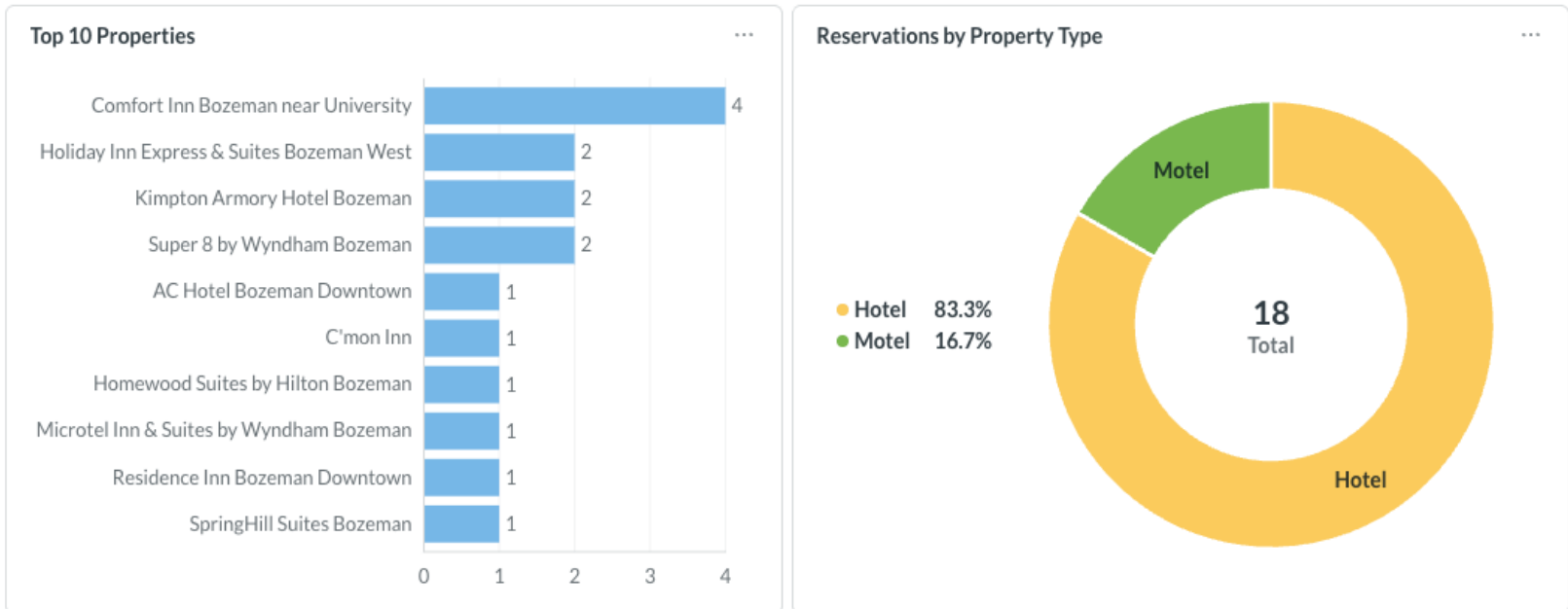
RIPE BOOKING RESULTS

LAST 30 DAYS

Key Metrics



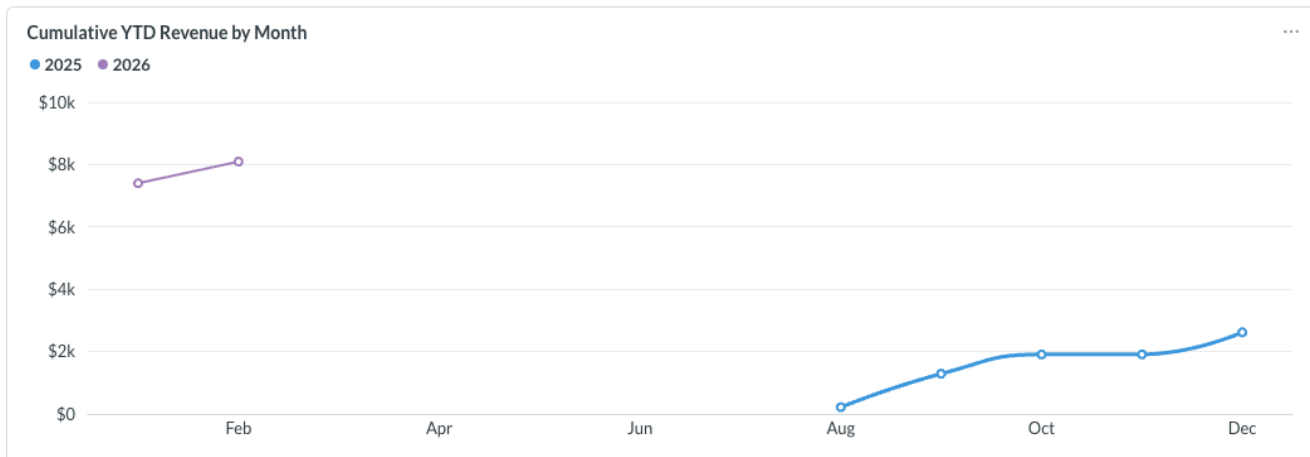
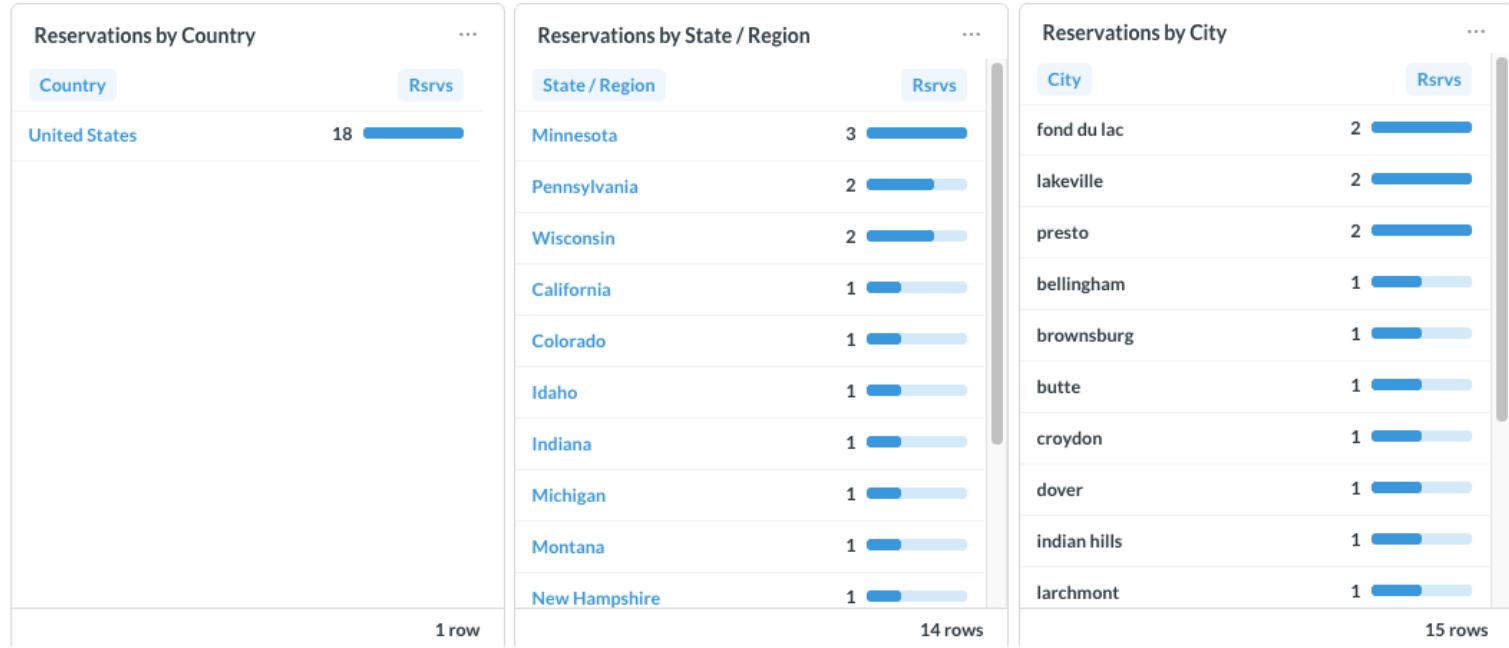
Property Summary



RIPE BOOKING RESULTS

LAST 30 DAYS

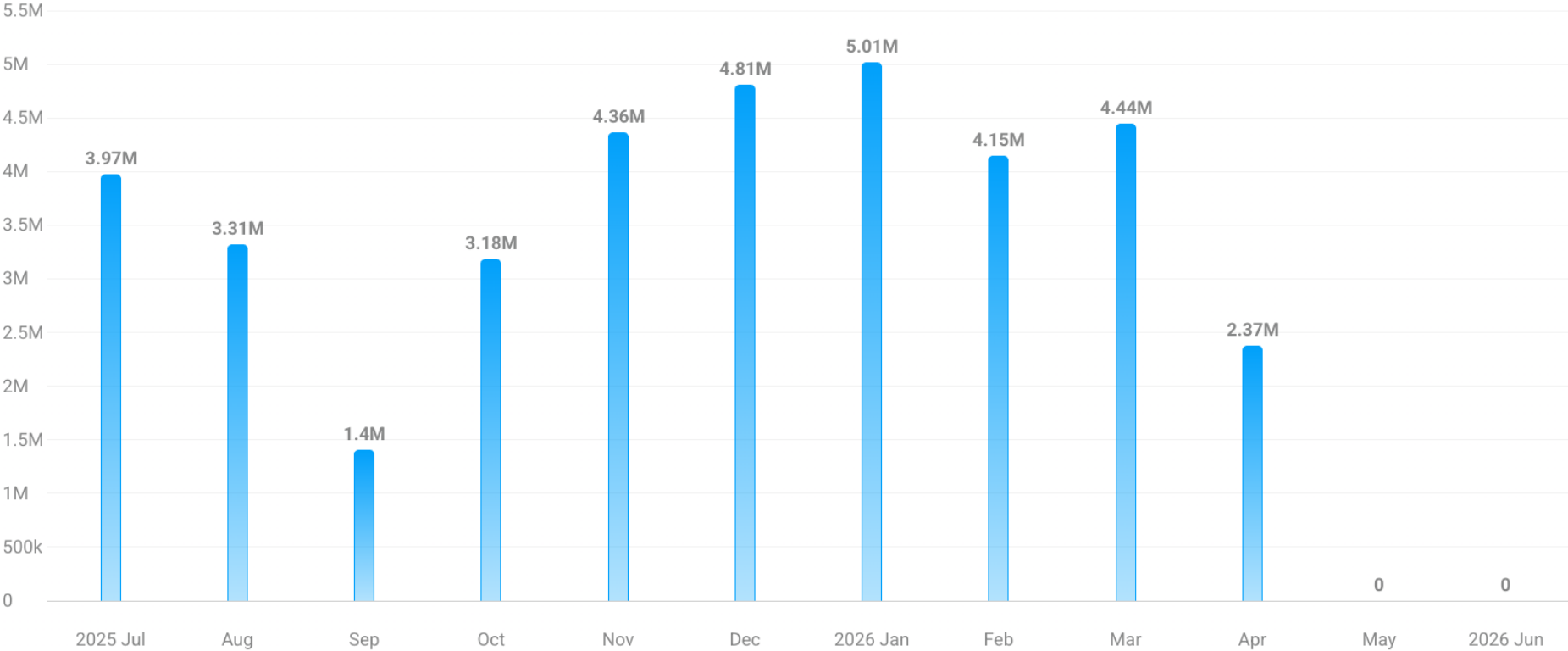
Geography



MARKETING REACH

Jul 1, 2025 - Jun 30, 2026

FY26 Impressions



FY26 Impressions

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



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

- **LOG JAM PRESENTS**

- CURRENTLY DOING SOME CO/OP MARKETING TO PROMOTE LINEUP
- LOG JAM IS SEEING 60-65% OUT-OF-MARKET TICKET PURCHASE
- DID A COUPLE COLLAB POSTS ON INSTAGRAM

- **VISIT BOISE**

- ALSO DID TWO COLLAB POSTS ON INSTAGRAM PROMOTING THE DIRECT FLIGHT BETWEEN OUR MARKETS

- **CVENT – EVENT PLANNER MARKETING**

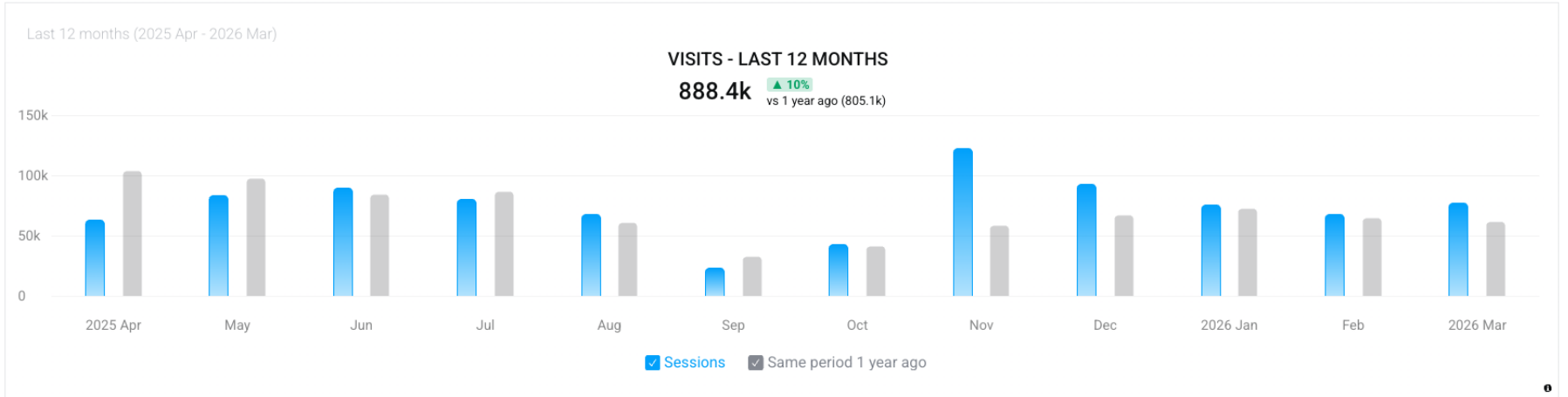
- NEW PLANNER ORGANIZATIONS – 68% INCREASE
- UNIQUE RFPs – 36% INCREASE
- AWARDED RFPs – 40% INCREASE

WEBSITE TRAFFIC RESULTS

PRIME

WEBSITE TRAFFIC

VISITS



VISITORS



PAGE VIEWS

Last 12 months (Apr 1, 2025 - Mar 31, 2026)

TOP PAGES

Metric	Value	vs 1Y ago
Winter in Bozeman, MT	206.2k	▲ 40%
Top 10 Things to Do in Yellowstone	173.4k	▲ 90%
Summer in Bozeman, MT	163k	▲ 2,880%
3 Ways to Explore Yellowstone in the Winter	97,759	▲ 1,107%
Visiting Montana for the First Time: What You Need to Know	78,726	
Where to Stay Near Yellowstone National Park	70,105	▲ 4%
Play in Bozeman - Bozeman CVB	59,104	▲ 28%
Visit Bozeman, Convention and Visitors Bureau - Bozeman CVB	50,456	▼ 67%

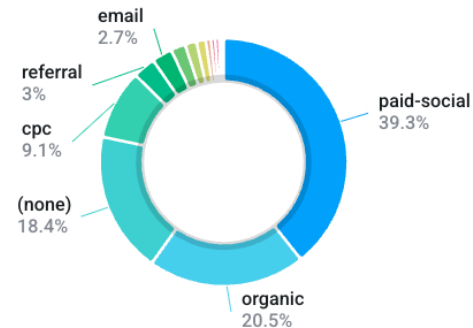
Last 12 months (2025 Apr - 2026 Mar)

PAGE VIEWS - LAST 12 MONTHS



Last 12 months (Apr 1, 2025 - Mar 31, 2026)

PAGE VIEWS BY MEDIUM



WEBSITE VISITOR ORIGINATION

LAST 12 MONTHS

Last 12 months (Apr 1, 2025 - Mar 31, 2026)

Visitors by State - Growing

Metric	Value	vs prev
Maryland	7,853	▲ 97%
Oregon	13,551	▲ 56%
West Virginia	1,863	▲ 48%
Idaho	15,206	▲ 47%
District of Columbia	2,625	▲ 39%
Wisconsin	6,728	▲ 37%
Oklahoma	4,878	▲ 35%
Connecticut	3,386	▲ 33%
Vermont	833	▲ 32%

Last 12 months (Apr 1, 2025 - Mar 31, 2026)

Visitors by State - Declining

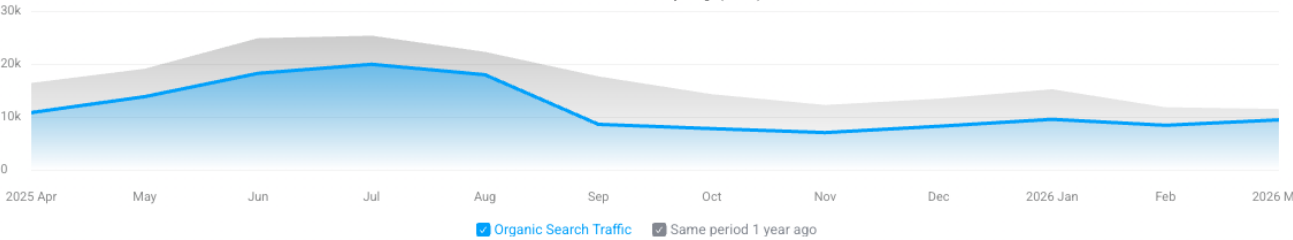
Metric	Value	vs prev
(not set)	4,375	▼ 55%
Massachusetts	7,733	▼ 43%
Missouri	5,765	▼ 30%
Arizona	21,965	▼ 29%
Kansas	4,859	▼ 26%
Illinois	26,159	▼ 26%
New Mexico	5,377	▼ 24%
New York	31,131	▼ 22%
Texas	61,807	▼ 20%

ORGANIC SEARCH TRAFFIC

Last 12 months (2025 Apr - 2026 Mar)

ORGANIC SEARCH TRAFFIC - LAST 12 MONTHS

136.9k ▼ 31% vs 1 year ago (199.2k)



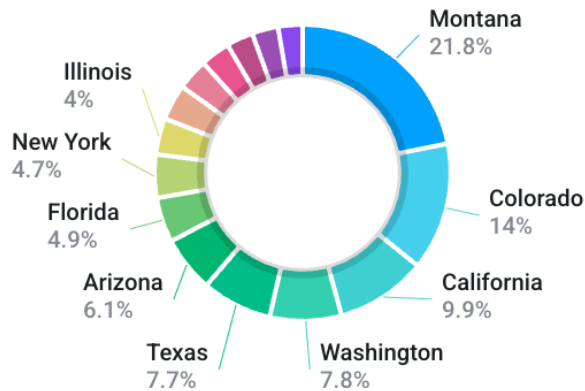
Last 12 months (Apr 1, 2025 - Mar 31, 2026)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	45,965	▼ 28%
/	11,206	▲ 9%
/blog/exploring-the-market-at-	7,995	▲ 111%
/blog/plan-the-perfect-day-trip-to-	5,930	▼ 35%
/restaurants-in-bozeman	5,107	▲ 21%
/blog/how-to-get-to-yellowstone-	3,928	▼ 57%
/blog/the-best-montana-	3,368	▲ 141%
/blog/10-	2,156	▼ 15%

Last 12 months (Apr 1, 2025 - Mar 31, 2026)

SEARCH VISITORS BY STATE



Last 12 months (Apr 1, 2025 - Mar 31, 2026)

SEARCH RESULT IMPRESSIONS

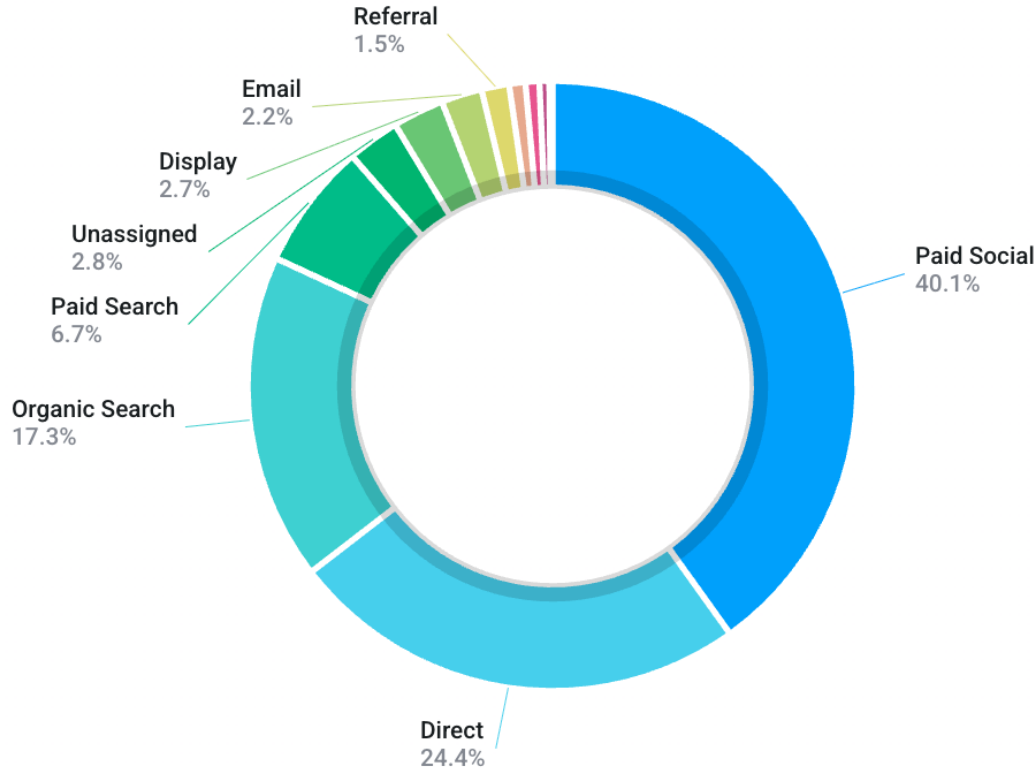
5.5M

▼ 33% vs 1 year ago (8.25M)

TRAFFIC SOURCES

Last 12 months (Apr 1, 2025 - Mar 31, 2026)

VISITORS BY SOURCE



Last 12 months (Apr 1, 2025 - Mar 31, 2026)

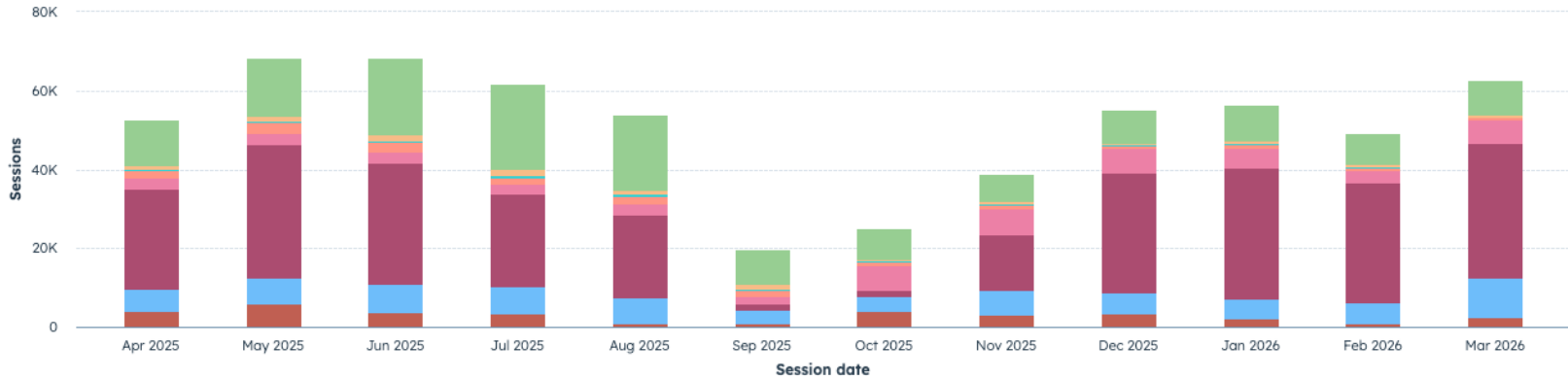
VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	316.6k	▲ 15%
Direct	193k	▲ 296%
Organic Search	136.9k	▼ 31%
Paid Search	52,946	▼ 18%
Unassigned	21,999	▼ 23%
Display	21,365	▼ 44%
Email	17,215	▼ 6%
Referral	11,491	0%
Organic Social	6,854	▲ 31%
Paid Other	5,669	▼ 36%
Cross-network	4,253	▲ 16,912%

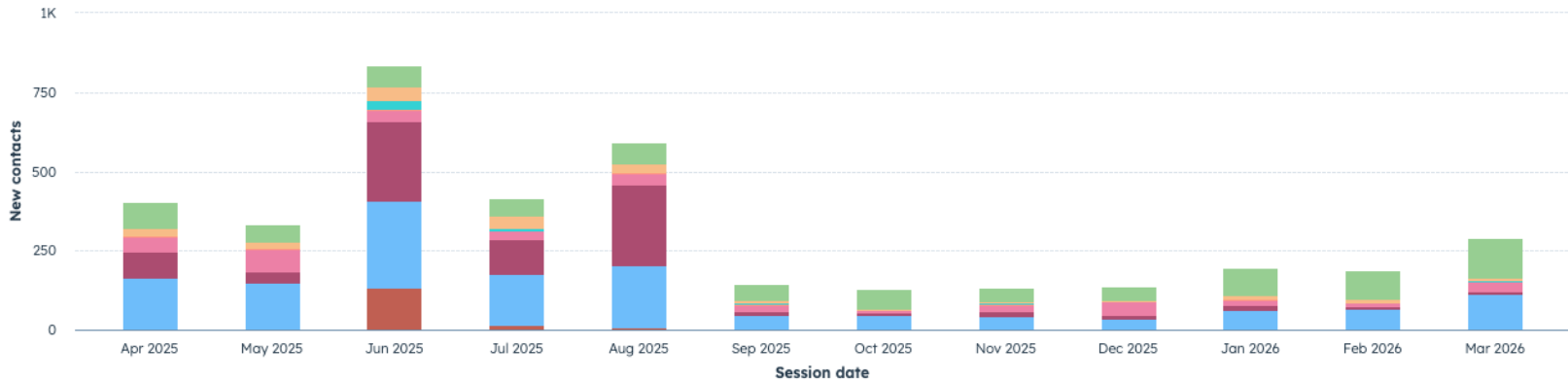
TRAFFIC & CONTACT

LAST 12 MONTHS

TRAFFIC



CONTACTS

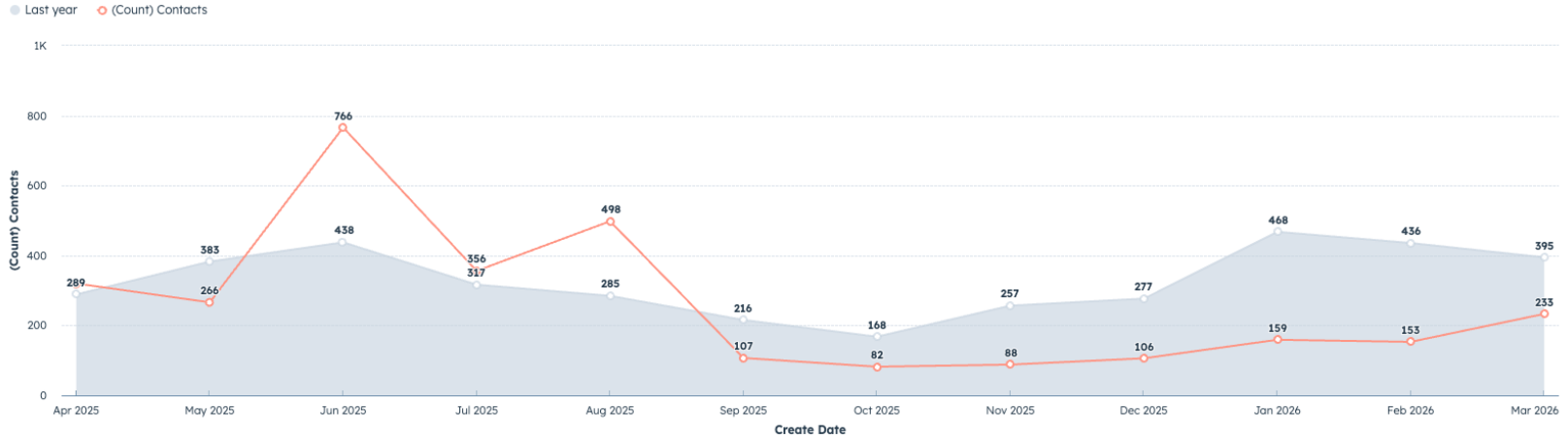


■ ORGANIC
 ■ REFERRAL
 ■ SOCIAL
 ■ EMAIL
 ■ PAID SEARCH
 ■ PAID SOCIAL
 ■ DIRECT
 ■ DISPLAY



CONTACT INSIGHTS

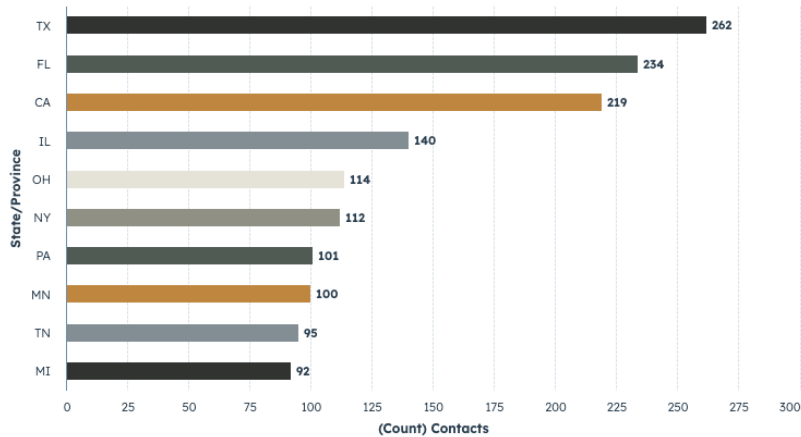
LAST 12 MONTHS



Travel/Relo Contacts by State

DASHBOARD FILTERS APPLIED LIMITED DATA FROM 4/1/2025 TO 3/31/2026 FILTERS (1)

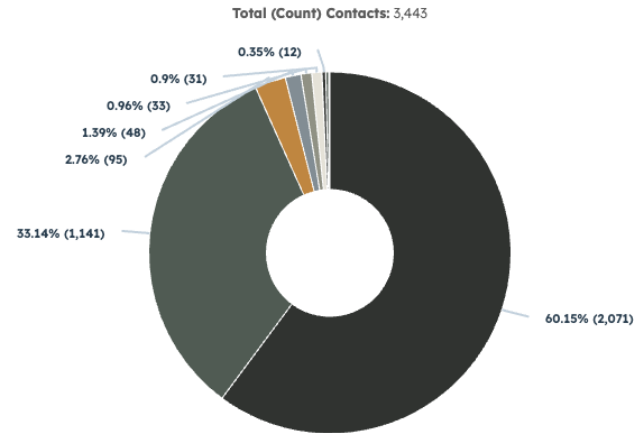
- TX
- FL
- CA
- IL
- OH
- NY
- PA
- MN
- TN
- MI



Travel Form Submission

DASHBOARD FILTERS APPLIED FROM 4/1/2025 TO 3/31/2026 FILTERS (1)

- Visitor Guide Mailed 2024
 - Visitor Guide Download 2024
 - Visit Bozeman Persona Form
- ▲ 1/3 ▼



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

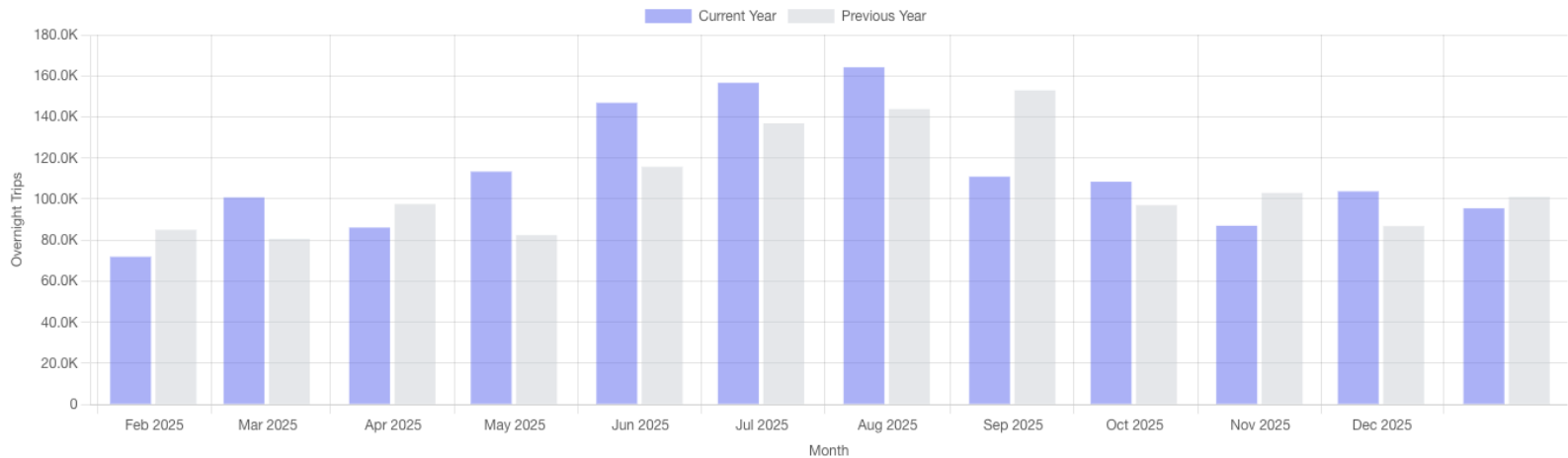
NATIONAL OVERNIGHT TRIPS

LAST 12 MONTHS – THROUGH JANUARY

Trend Analysis 📌

Visualize metrics over time with flexible intervals

Metric: Overnight Trips Distance: 50+ Miles Time Interval: Monthly Chart Type: Bar Start: January 2025 End: January 2026 Compare to Previous Year



Overview Report Dates
February 2025 - January 2026

Time Period: Last 12 Months Home distance: 50+ Miles 150+ Miles

<p>Total Trips ↑ YoY +4.2%</p> <p>1.8M</p> <p>vs. 1.7M prev. year (Jan '24 - Dec '24)</p>	<p>Avg. Monthly Visitors ↑ YoY +8.2%</p> <p>129.3K</p> <p>vs. 119.5K prev. year (Jan '24 - Dec '24)</p>	<p>Visit Nights ↑ YoY +2.8%</p> <p>2.9M</p> <p>vs. 2.8M prev. year (Jan '24 - Dec '24)</p>	<p>Total Visitor Spend ↓ YoY -6.2%</p> <p>\$331.9M</p> <p>vs. \$353.7M down from (Jan '24 - Dec '24)</p>
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*DATA SOURCE: PLACER.AI



VISITATION BY ORIGINATION

LAST 12 MONTHS BY CBSA

Visitor Origins 📌

Your top feeder markets by geography

[Table](#) [Map](#)

Origin Type: CBSA | Time Period: Last 12 Months | Home Distance: 50+ Miles | Trip Type: Overnight | Search Origin: Search... | State: All States | Sort By: Trips | View: Comparative Metrics

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TREND
Billings, MT	95,897	6,730	177,875	2.8 days	View
Helena, MT	59,370	3,739	110,008	2.9 days	View
Seattle-Tacoma-Bellevue, WA	55,281	4,645	129,588	3.3 days	View
Missoula, MT	43,752	3,230	86,846	3.0 days	View
Denver-Aurora-Lakewood, CO	43,014	3,549	114,606	3.7 days	View
Great Falls, MT	36,199	2,563	72,967	3.0 days	View
Kalispell, MT	35,244	2,694	79,585	3.2 days	View
Minneapolis-St. Paul-Bloomington, MN-WI	29,339	2,603	71,224	3.4 days	View
Los Angeles-Long Beach-Anaheim, CA	26,511	2,220	67,899	3.6 days	View



LODGING DATA

PRIME

BOZEMAN/BELGRADE HOTEL ROOMS

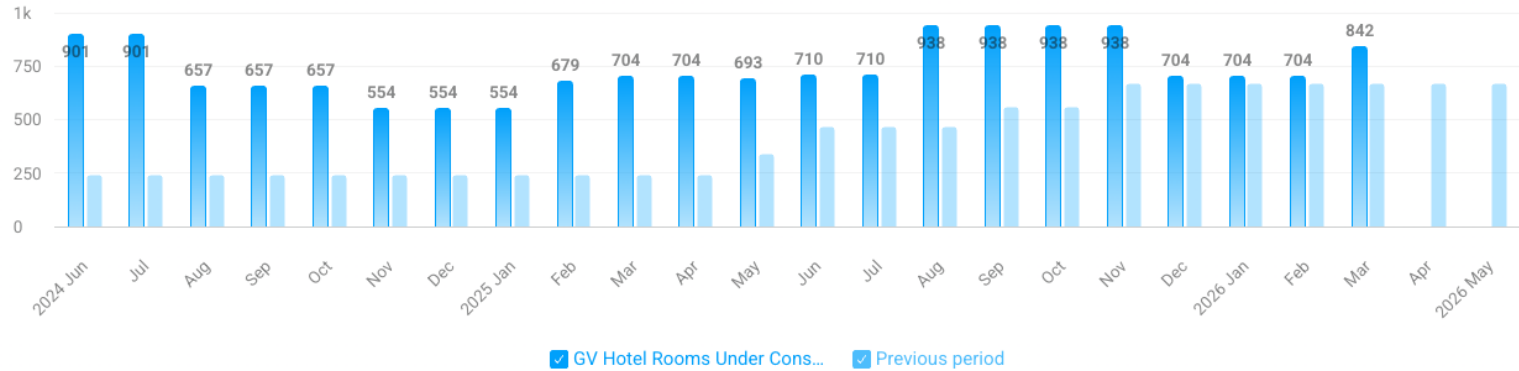
DATA THROUGH MARCH

Apr 16, 2025 - Apr 15, 2026 (rolling)

New Rooms in the Last 12 Months
454

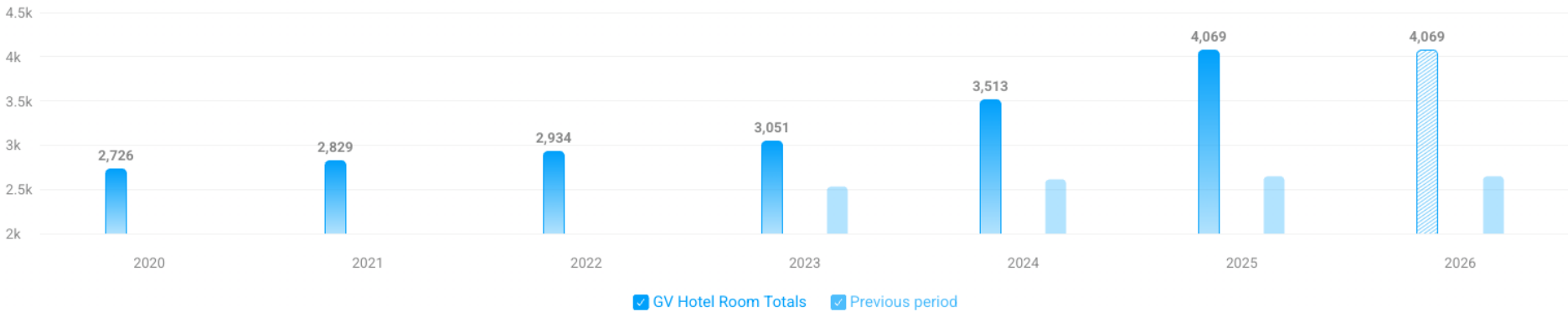
Last 24 months (2024 Jun - 2026 May)

Gallatin Valley Hotel Rooms Under Construction



Last 7 years (2020 - 2026)

Gallatin Valley Hotel Room Totals

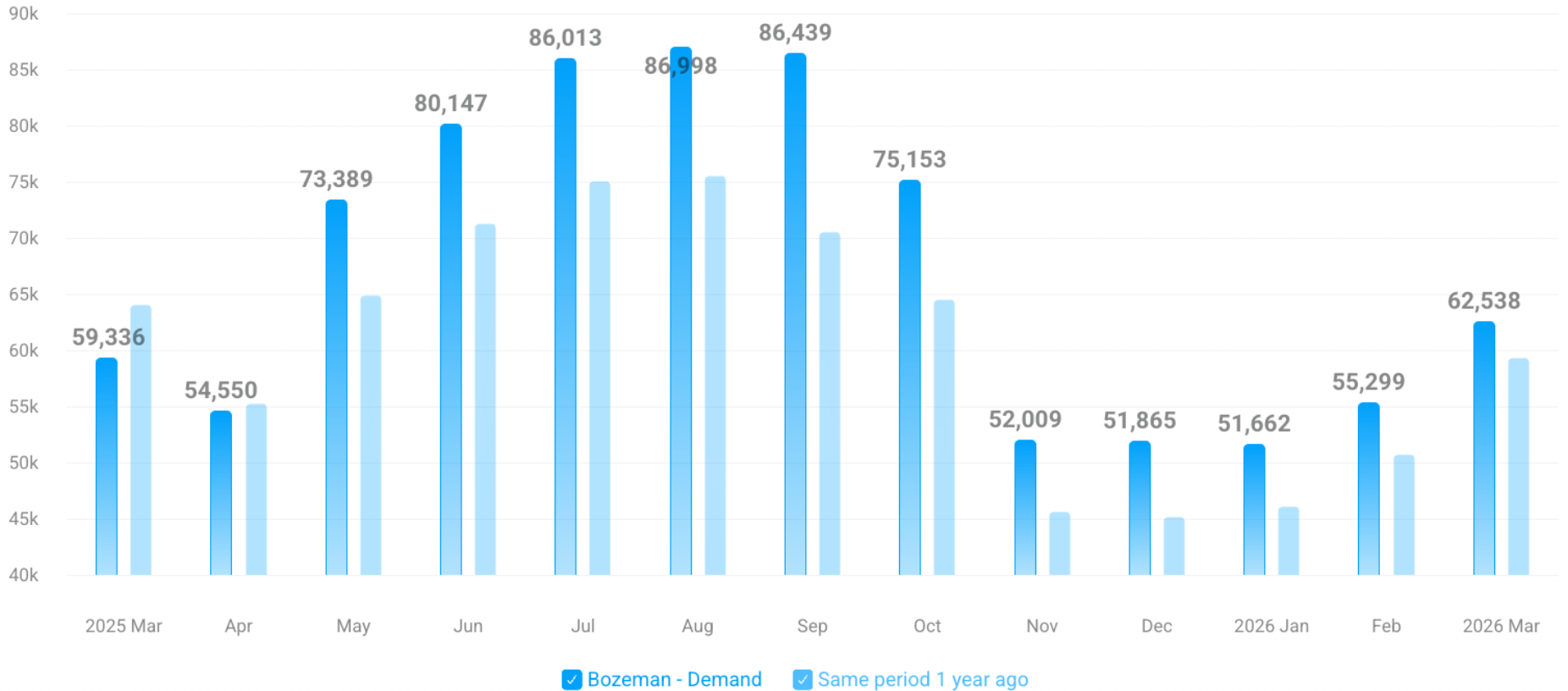


LODGING DEMAND

CO-STAR

Mar 1, 2025 - Mar 31, 2026 (rolling)

13 MONTH HOTEL - DEMAND

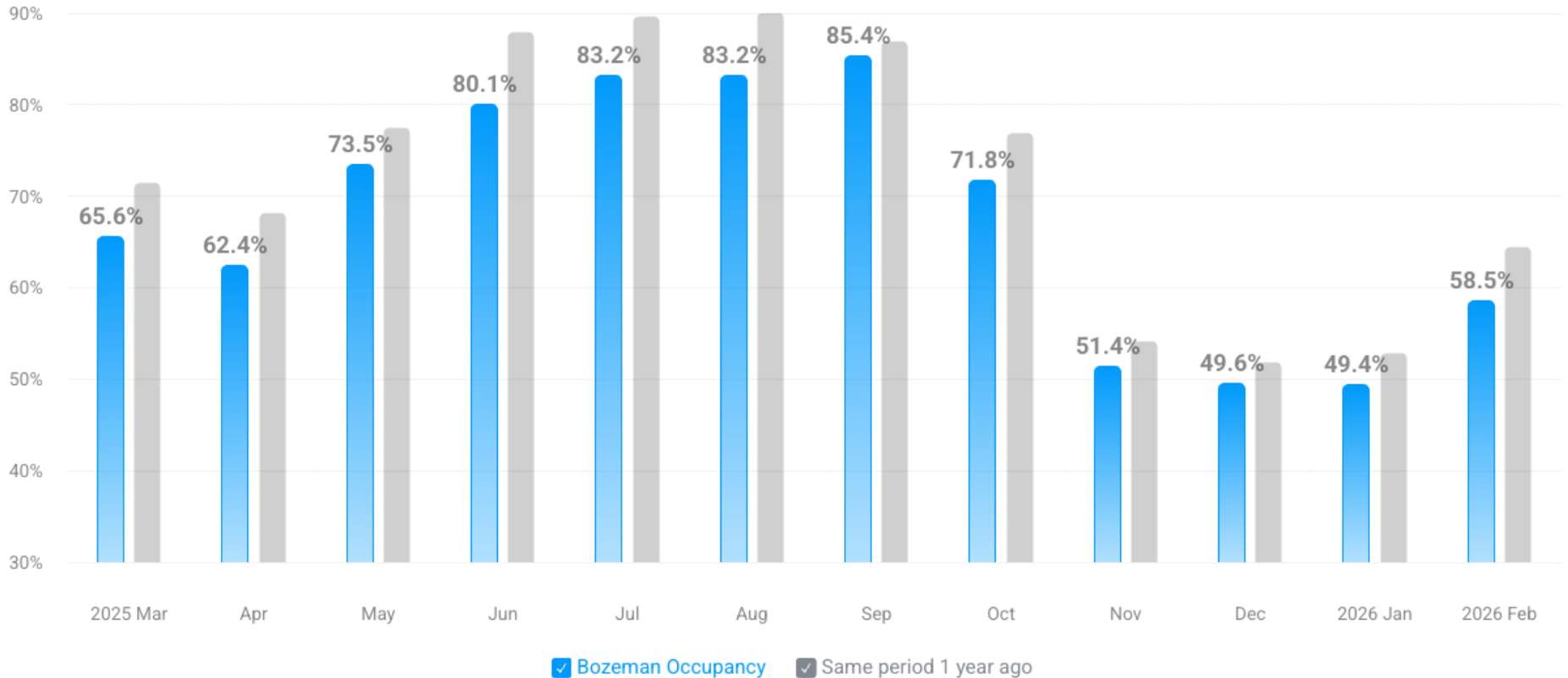


BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 12 months (2025 Mar - 2026 Feb)

12 MONTH BOZEMAN HOTELS - OCCUPANCY

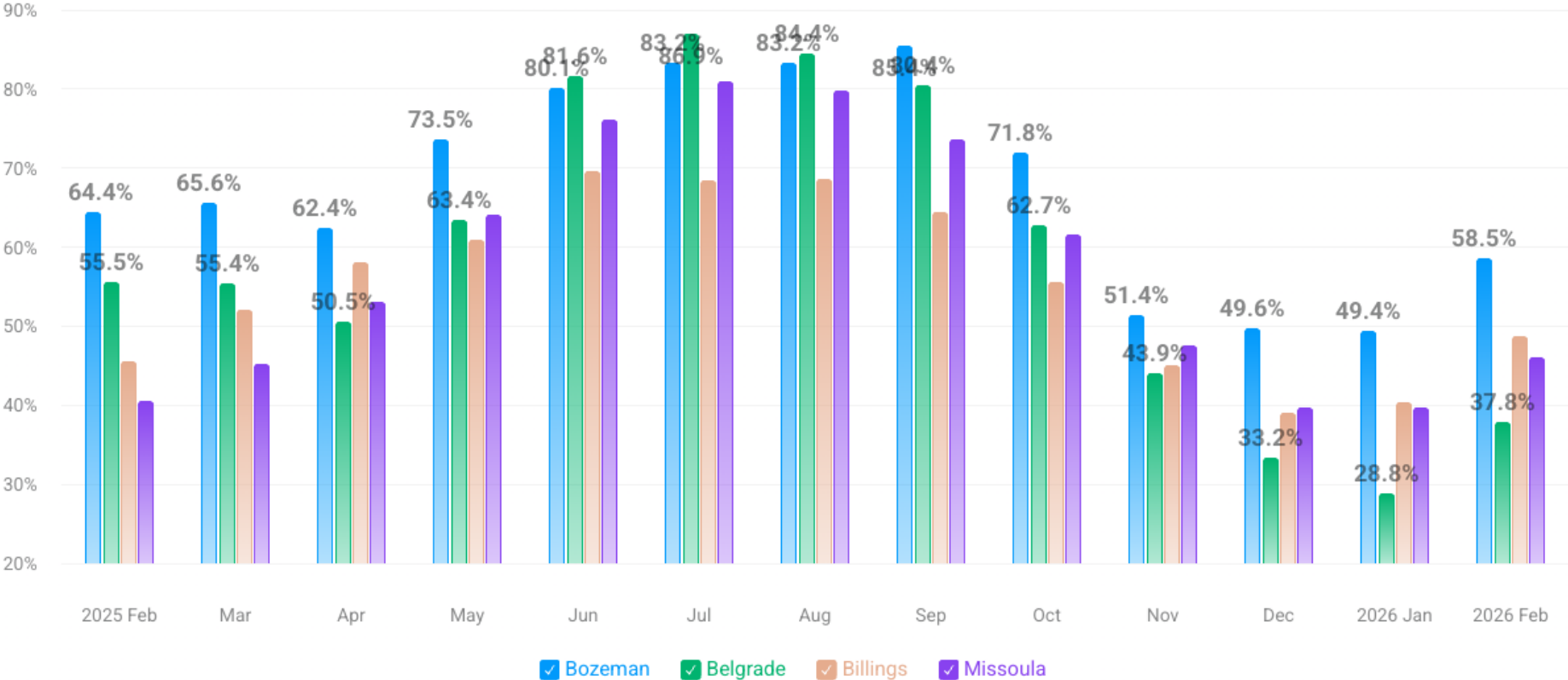


HOTEL OCCUPANCY

LAST 13 MONTHS

Last 13 months (2025 Feb - 2026 Feb)

13 MONTH HOTEL RESULTS - OCCUPANCY

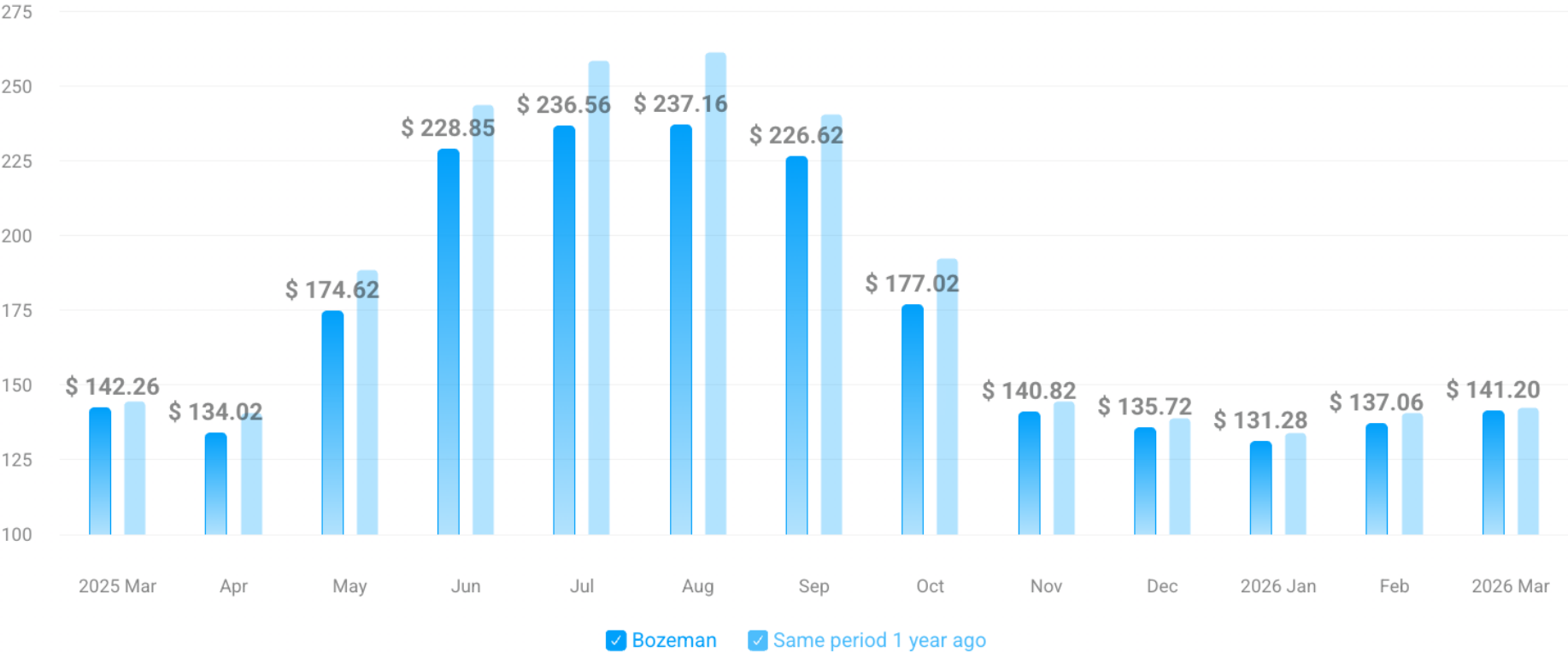


HOTEL ADR

LAST 13 MONTHS

Mar 1, 2025 - Mar 31, 2026 (rolling)

13 MONTH HOTEL RESULTS - ADR

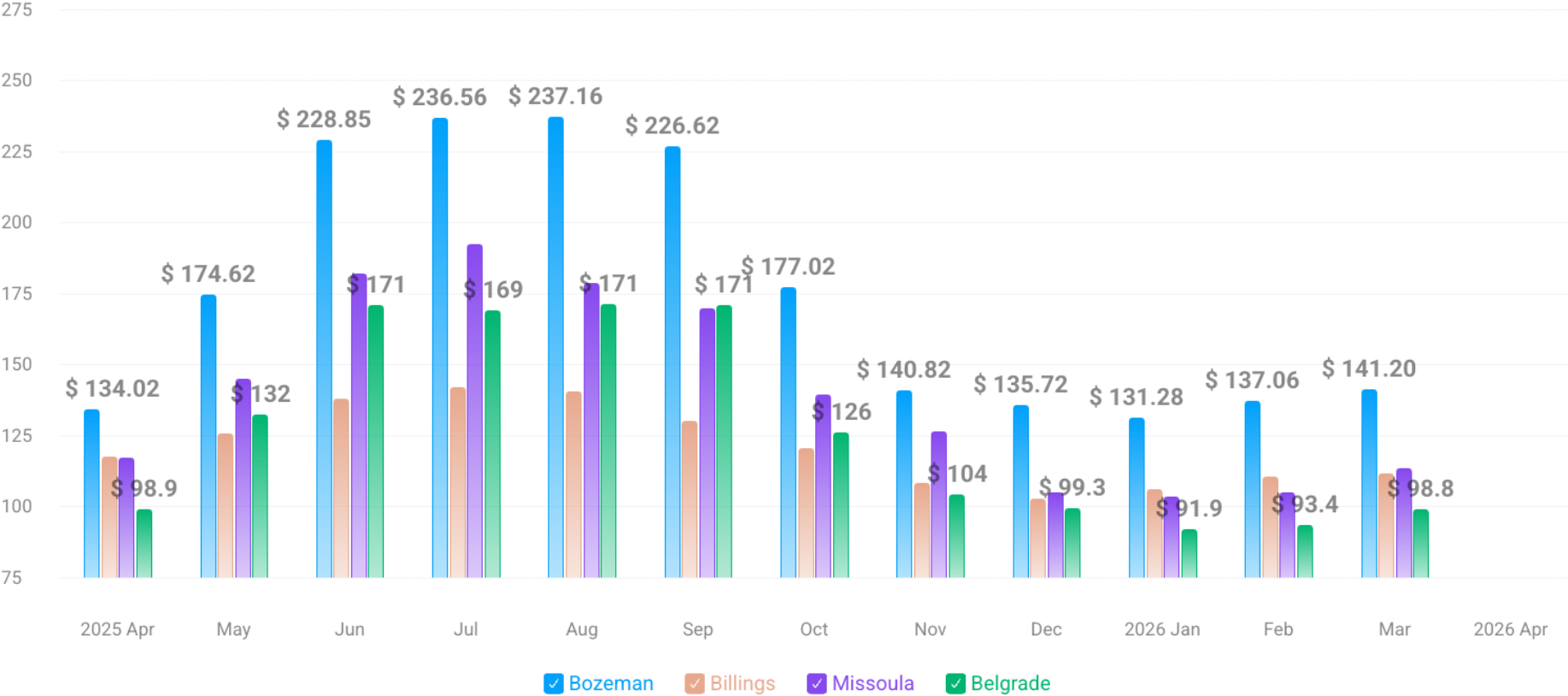


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2025 Apr - 2026 Apr)

13 MONTH HOTEL RESULTS - ADR

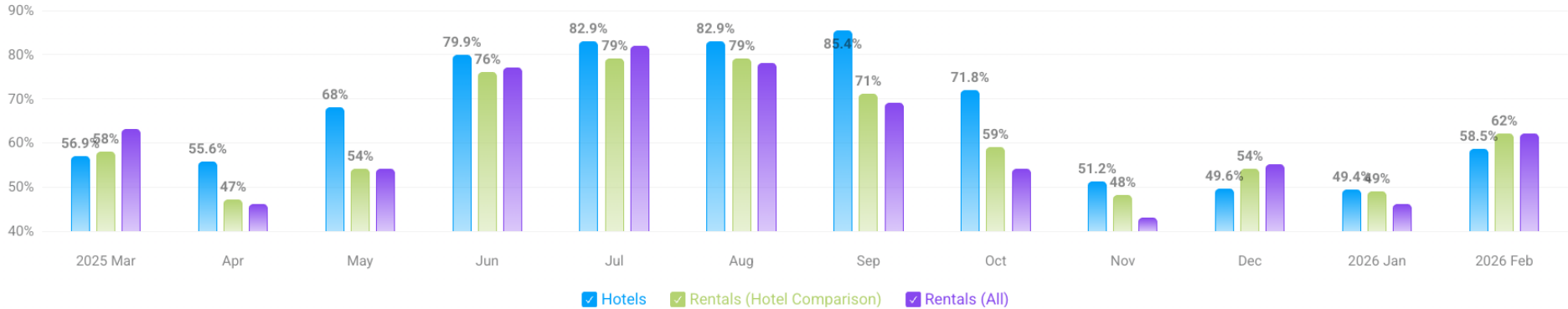


HOTELS vs. SHORT TERM RENTALS

LAST 12 MONTHS

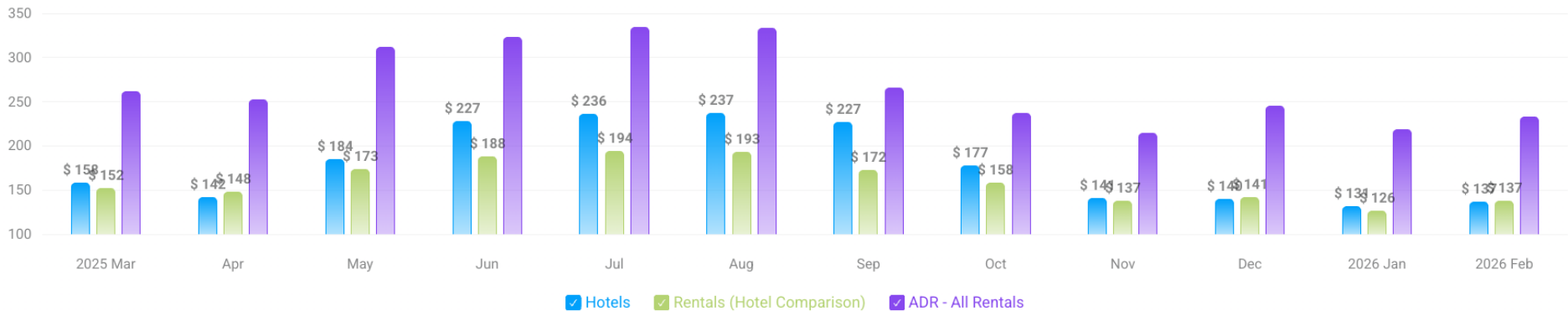
Last 12 months (2025 Mar - 2026 Feb)

OCCUPANCY RATE



Last 12 months (2025 Mar - 2026 Feb)

ADR



ADDITIONAL UPDATES

PRIME

38°

BOZEMAN CHAMBER

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

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



PLACES TO STAY



EVENTS



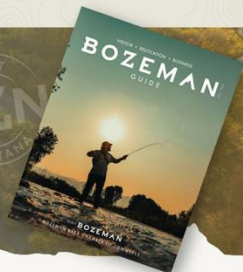
THINGS TO DO



MEET AND WORK

GET YOUR **FREE** BOZEMAN TRAVEL GUIDE

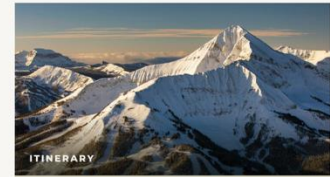
DOWNLOAD FREE GUIDE



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!

[VIEW ITINERARIES](#)



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.

[SEE ALL EVENTS](#)

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



Your Ultimate Vacation

#VisitBZN



PRIME

ADDITIONAL FY26 UPDATES

- WINTER PHOTOSHOOTS
 - FINALIZED PHOTO SELECTS AND COLOR CORRECTIONS
- WEBSITE OVERHAUL
 - REVIEWING REVAMPED PAGE ORGANIZATION & USER EXPERIENCE
 - BUILDING PAGES
- SPRING/SUMMER CAMPAIGNS
 - SPRING IS RUNNING - REGIONALLY
 - SUMMER KICKED OFF APRIL 1ST
- FY27 PLANNING
 - LOTS OF TIME SPENT MEETING, ORGANIZING, REVISING
 - TBID & DMO ALIGNMENT



A dark, atmospheric landscape photograph of a mountain valley. In the foreground, a river flows through a valley, bordered by a dense forest of evergreen trees. The middle ground shows a wide, grassy valley floor. In the background, rugged mountain peaks rise against a dark sky with a few wispy clouds. The overall tone is moody and naturalistic.

FY27 PLANNING

PRIME

FY27 PLANNING & UPDATES

WHAT'S NEW/CHANGES

- 23% BUDGET REDUCTION FROM FY26
- STATE ADJUSTING BED TAX ESTIMATES AND CALCULATIONS
- TBID INCREASING COLLECTIONS TO \$4/NIGHT
- DMO & TBID BUDGET TO COMPLEMENT EACH OTHER
- FY27 DMO BUDGET IS SIMPLIFIED

FY27 CAMPAIGN TIMING

	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
NATIONAL	Blue	Blue	Blue	Blue	Green	Green	Green	Yellow	Yellow	Yellow	Orange	Orange
REGIONAL	Orange	Blue	Blue	Blue	Blue	Green	Green	Green	Yellow	Yellow	Orange	Orange



FY27 OPPORTUNITES

BOZEMAN CAN CAPITALIZE ON STRONG INVESTMENT AND COMMUNITY MOMENTUM TO EXPAND TOURISM INFRASTRUCTURE WHILE SCALING MARKETING THROUGH INCREASED TBID FUNDING AND IMPROVED AIR ACCESS. BY ALIGNING PARTNERSHIPS, TARGETING KEY SEGMENTS, AND PROMOTING YEAR-ROUND VISITATION, THE DESTINATION CAN DRIVE SUSTAINED GROWTH AND ECONOMIC IMPACT.

- ALIGN DMO AND TBID RESOURCES TO MAXIMIZE IMPACT
- EXPAND MEETINGS, EVENTS, AND GROUP TRAVEL OPPORTUNITIES
- LEVERAGE FUNDING TO GROW AIR SERVICE AND MARKETING REACH
- DRIVE SHOULDER AND WINTER VISITATION WITH TARGETED PROMOTION
- CAPITALIZE ON REPEAT AND REGIONAL VISITORS TO EXTEND STAYS

FY27 CHALLENGES

BOZEMAN IS FACING PRESSURE FROM RAPID HOTEL GROWTH OUTPACING DEMAND, CONTRIBUTING TO DECLINES IN KEY LODGING METRICS. DEMAND REMAINS HIGHLY SEASONAL AND SENSITIVE TO EXTERNAL FACTORS LIKE WEATHER, THE ECONOMY, AND AIR ACCESS. WORKFORCE AND INFRASTRUCTURE CONSTRAINTS FURTHER LIMIT GROWTH.

- HOTEL SUPPLY IS OUTPACING DEMAND, IMPACTING OCCUPANCY AND RATES
- RELIANCE ON LEISURE TRAVEL DRIVES STRONG SUMMER PEAKS BUT WEAK SHOULDER AND WINTER DEMAND
- LIMITED MEETING AND SPORTS INFRASTRUCTURE RESTRICTS GROUP BUSINESS
- WORKFORCE SHORTAGES AFFECT OPERATIONS AND SERVICE LEVELS
- EXTERNAL FACTORS LIKE WEATHER, ECONOMY, AND SENTIMENT ADD UNCERTAINTY



PRIME

ALIGNING WITH MONTANA

GEOGRAPHIC TARGETS:

NATIONAL CAMPAIGN GEOGRAPHIC TARGETS

- SEATTLE
- DENVER
- LOS ANGELES
- MINNEAPOLIS
- NYC

REGIONAL CAMPAIGN GEOGRAPHIC TARGETS

- BILLINGS
- MISSOULA
- GREAT FALLS
- SLC
- BOISE
- SPOKANE
- HELENA
- IDAHO FALLS

BRAND MESSAGING PILLARS:

OUTDOOR ACTIVITIES

- ACCESS TO YNP & NATIONAL FOREST
- THOUSANDS OF MILES OF TRAILS
- TWO SKI AREAS WITHIN AN HOUR

BUSTLING DOWNTOWN

- RESTAURANTS, BREWERIES, AND NIGHTLIFE
- TRENDY, LOCAL RETAIL
- WALKABLE DOWNTOWN

EASE OF TRAVEL

- DIRECT FLIGHTS/AIRPORT
- MINIMAL TRAFFIC AND EASY, SCENIC DRIVES
- LARGE VARIETY OF LODGING OPTIONS

VISIT BOZEMAN'S BRAND IS IN ALIGNMENT WITH THE STATE OF MONTANA'S BRAND FOCUSING ON THE PEOPLE, THE PLACE AND THE STORIES THAT MAKE MONTANA WHAT IT IS.

FY27 DMO OBJECTIVES

- **GOAL 1:** EXPAND OUR REACH BY LEVERAGING OUR MARKETING DOLLARS COLLABORATIVELY THROUGH STATE JOINT VENTURES AND COOPERATIVE MARKETING EFFORTS.
- **GOAL 2:** PROVIDE PAID MARKETING TO SUPPORT CURRENT AND FUTURE NON-STOP FLIGHTS TO BOZEMAN YELLOWSTONE INTERNATIONAL AIRPORT.
- **GOAL 3:** ATTEND FOUR TRAVEL AND TRADE SHOWS INCLUDING, BUT NOT LIMITED TO TOUR GUIDES, SMALL GROUP TRAVEL, AND MEETING PLANNERS.
- **GOAL 4:** UPGRADE WAYFINDING, OUTDOOR INFORMATION KIOSK, BROCHURE RACKS AND BATHROOM ENHANCEMENTS AT VISITOR INFORMATION CENTER.



THANK YOU!

PRIME