



VISIT **BOZEMAN**

FY26 UPDATE

PRIME

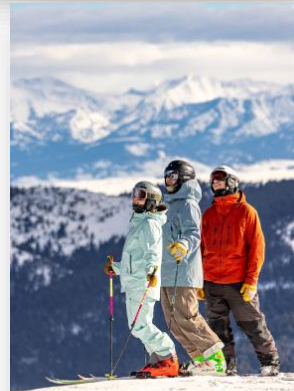
DECEMBER



FY26 MARKETING

PRIME

WINTER CAMPAIGN



REDISCOVER
BOZEMAN

PLAN YOUR VISIT >

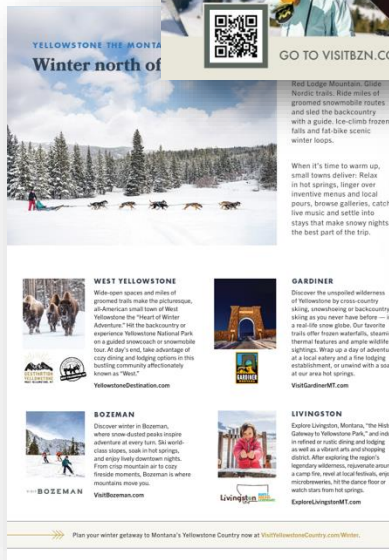
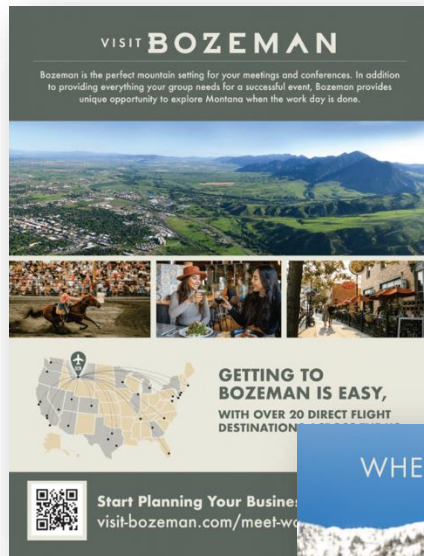


LATE OCT. – MID MAR.

- 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



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PRIME

WINTER CAMPAIGN

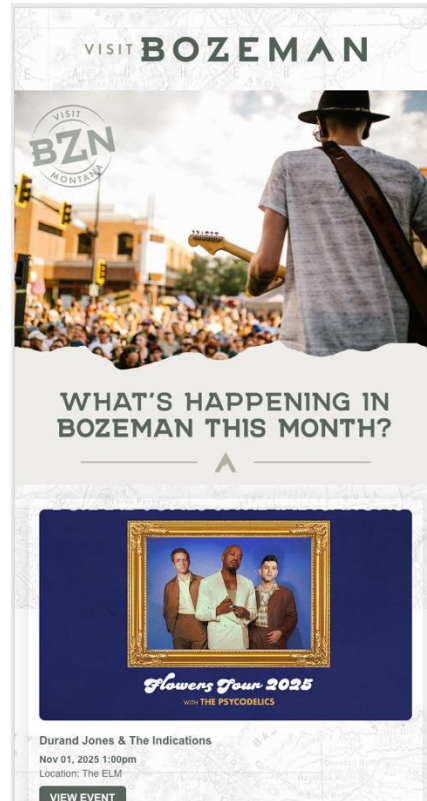
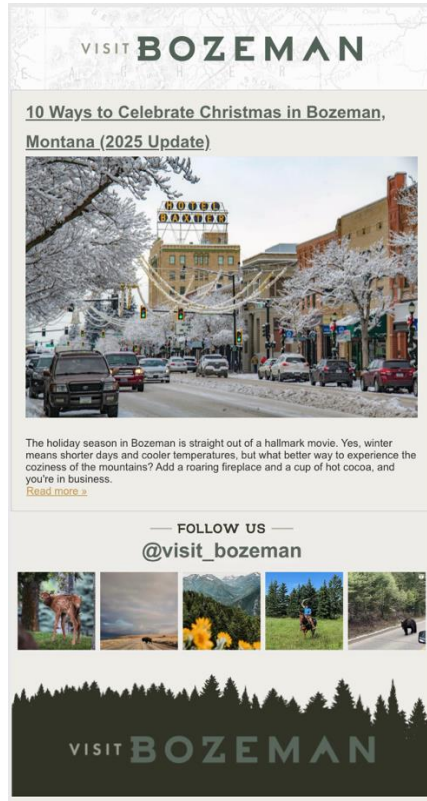


LATE OCT. – MID MAR.

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PRIME

EMAIL MARKETING UPDATES



LAST 3 MO. – STATS

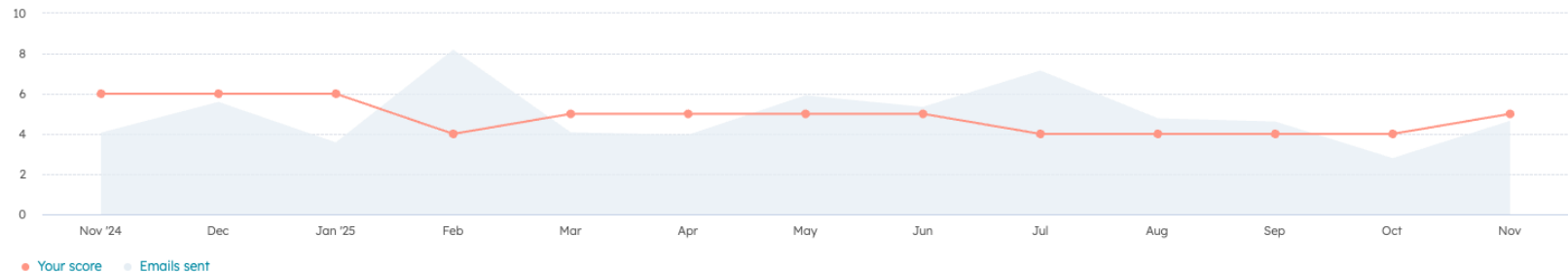
- 183K EMAILS SENT
- 9.55% OPEN RATE
- 16.99% CT RATE

41.5K TOTAL CONTACTS

NEW SUBSCRIPTIONS

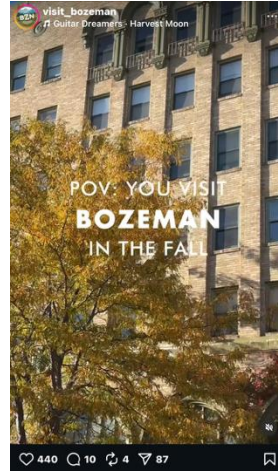
- EVENTS – 55
- BLOGS – 52

Score over time



SOCIAL/VIDEO MARKETING

REELS



POSTS



YOUTUBE



LAST 90 DAYS:

- 2.9 M VIEWS
- 61K INTERACTIONS
- VIDEO STORYTELLING
 - HISTORY OF SKIING IN BOZEMAN
 - BOZEMAN'S DINING SCENE
 - SPENDING TIME IN BOZEMAN ON YOUR WAY TO YELLOWSTONE
- FOLLOWERS
 - IG – 42K, FB – 74K

VIDEO MARKETING

CONNECTED TV



CONTENT MARKETING



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...



10 Ways to Celebrate Christmas in Bozeman, Montana (2025 Update)

[Holidays](#)

Nov 12, 2025 10:00:00 AM

The holiday season in Bozeman is straight out of a hallmark movie. Yes, winter means shorter days...



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...





Your Ultimate Bozeman Ski Vacation Guide

[Big Sky](#)

Oct 15, 2025 10:38:00 AM

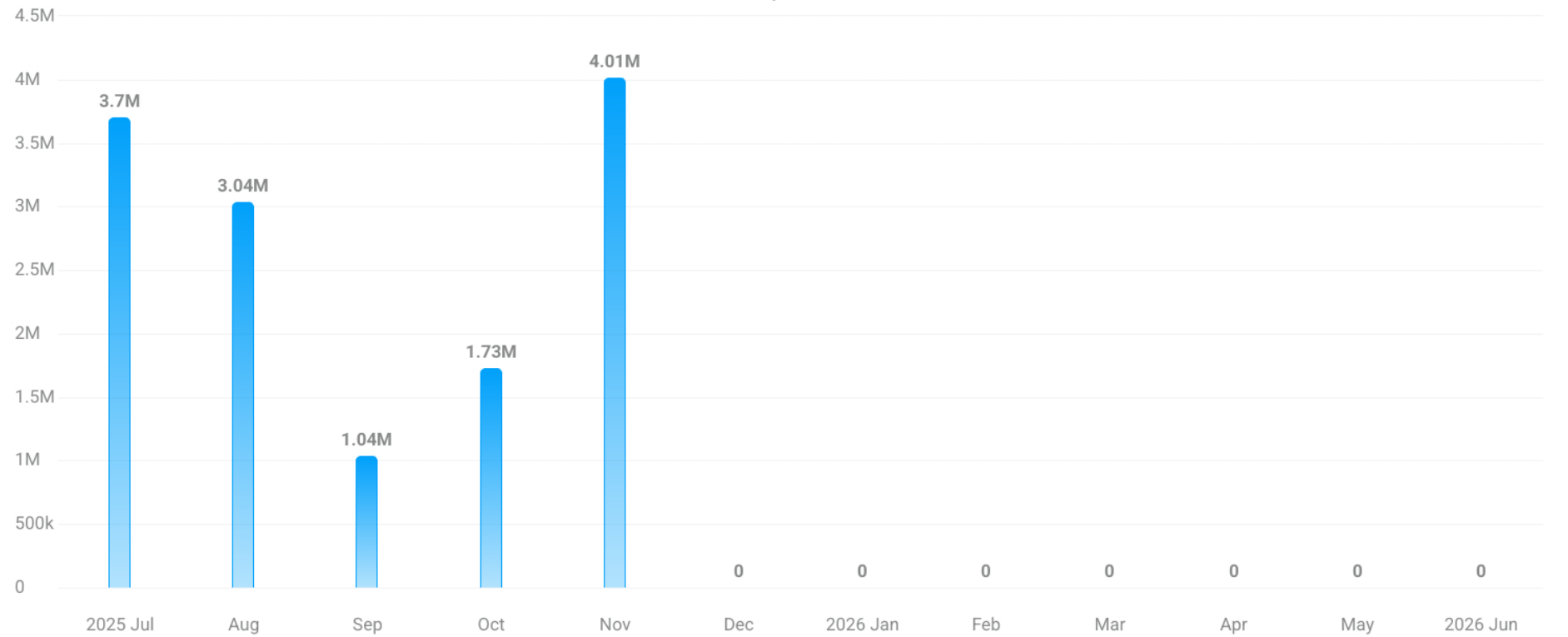
Bozeman isn't just a gateway to world-class skiing – it's a mountain town with the soul of a...

BLOG POST	VIEWS 
3 Ways to Explore Yellowstone in the Winter 	6,896 
10 Things to Do in Bozeman, MT, in Winter (If You Don't...)	2,121 
11 Things You Need to Know About Winter in Bozeman,...	1,593 
10 Ways to Celebrate Christmas in Bozeman, Montana (...)	1,415 
The Market in Bozeman: A West Side Hub 	1,386 
Best Spots for Bozeman Nightlife 	1,045 
Visiting Montana for the First Time: What You Need to ...	708 
The Best Steakhouses in Bozeman 	568 
10 Idyllic Cabins You Can Rent Around Bozeman 	444 
Plan the Perfect Day Trip from Bozeman to Yellowstone...	435 

MARKETING REACH

Jul 1, 2025 - Jun 30, 2026

FY26 Impressions



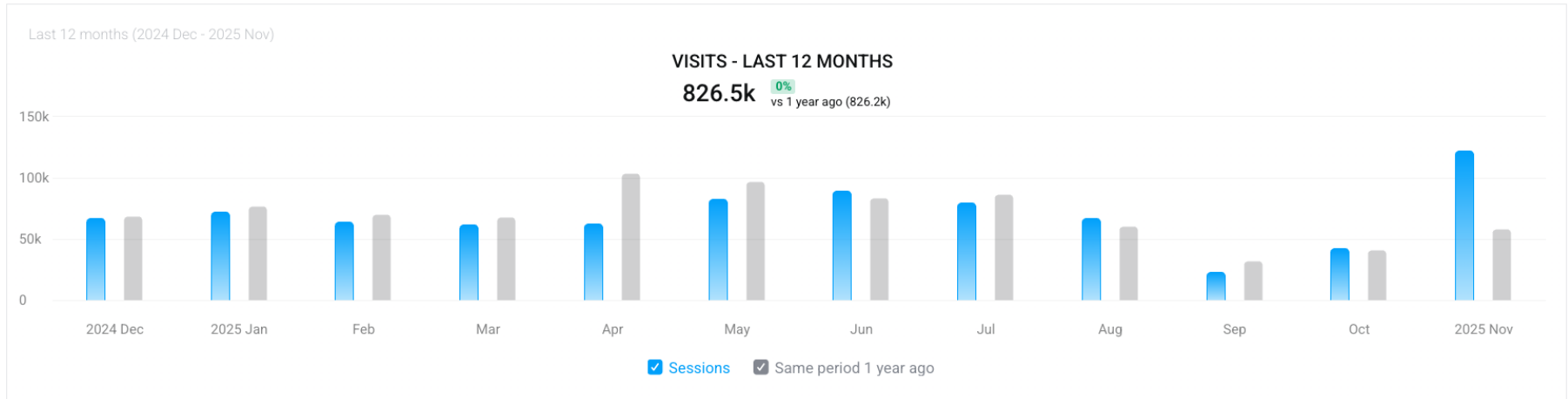
☒ FY26 Impressions

WEBSITE TRAFFIC RESULTS

PRIME

WEBSITE TRAFFIC

VISITS



VISITORS



PAGE VIEWS

Last 12 months (Dec 1, 2024 - Nov 30, 2025)

TOP PAGES

Metric	Value	vs 1Y ago
Top 10 Things to Do in Yellowstone	251.2k	▲ 1,884%
Summer in Bozeman, MT	165.7k	
Winter in Bozeman, MT	161.5k	▲ 224%
Where to Stay Near Yellowstone National Park	81,153	▼ 11%
Visit Bozeman, Convention and Visitors Bureau - Bozeman CVB	71,922	▼ 57%
Play in Bozeman - Bozeman CVB	57,306	▲ 25%
The Coolest Animals in Yellowstone National Park	37,130	▼ 21%
Stay in Bozeman - Bozeman CVB	35,496	▲ 30%

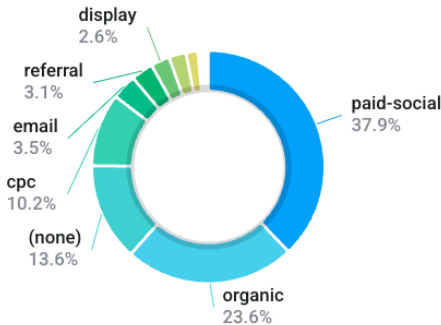
Last 12 months (2024 Dec - 2025 Nov)

PAGE VIEWS - LAST 12 MONTHS



Last 12 months (Dec 1, 2024 - Nov 30, 2025)

PAGE VIEWS BY MEDIUM



WEBSITE VISITOR ORIGINATION

LAST 12 MONTHS

Last 12 months (Dec 1, 2024 - Nov 30, 2025)

Visitors by State - Growing

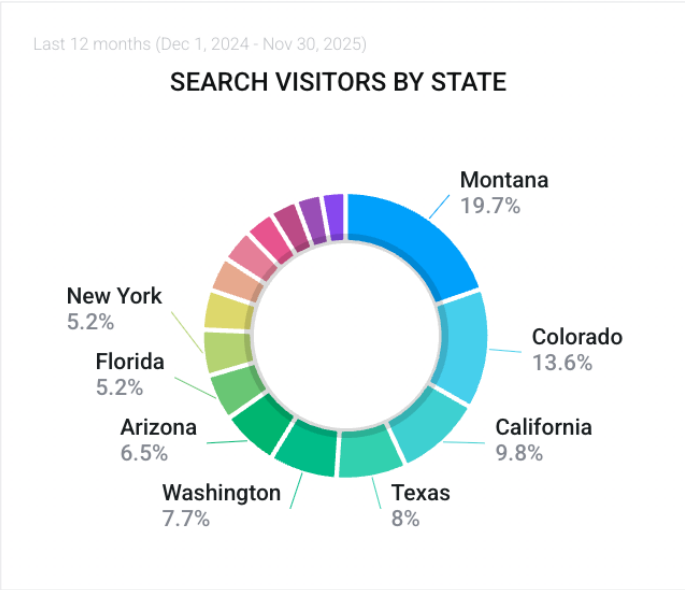
Metric	Value	vs prev
North Dakota	4,614	▲ 85%
Oregon	10,901	▲ 48%
South Dakota	5,766	▲ 41%
Florida	41,769	▲ 40%
Idaho	13,483	▲ 36%
Louisiana	3,896	▲ 25%
District of Columbia	2,413	▲ 25%
Maryland	5,485	▲ 23%
Missouri	8,345	▲ 21%

Last 12 months (Dec 1, 2024 - Nov 30, 2025)

Visitors by State - Declining

Metric	Value	vs prev
Georgia	13,551	▼ 47%
Arizona	19,590	▼ 45%
New Mexico	5,276	▼ 35%
Nevada	4,525	▼ 34%
(not set)	5,878	▼ 33%
Alaska	467	▼ 32%
Kansas	4,634	▼ 31%
Illinois	26,172	▼ 30%
Colorado	38,859	▼ 29%

ORGANIC SEARCH TRAFFIC



Last 12 months (Dec 1, 2024 - Nov 30, 2025)

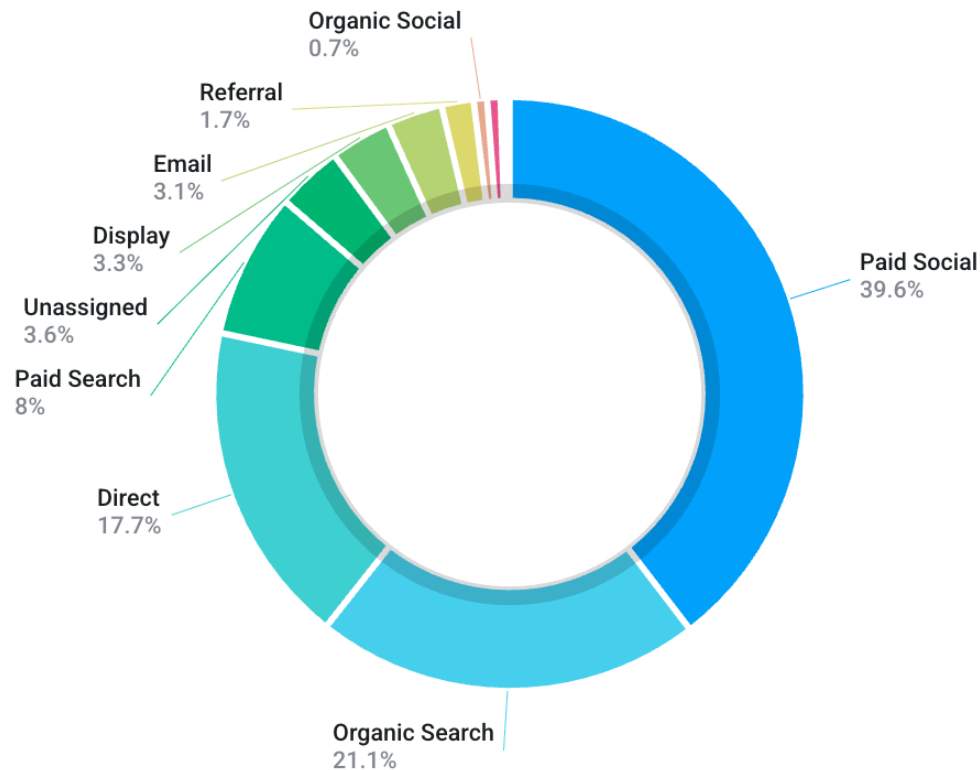
SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	50,648	▼ 8%
/	11,125	▲ 6%
/blog/how-to-get-to-yellowstone-	7,895	▲ 25%
/blog/plan-the-perfect-day-trip-to-yellowstone-	7,302	▼ 19%
/blog/exploring-the-market-at-ferguson-farm	6,851	▲ 93%
/blog/10-things-to-do-in-bozeman-in-	6,001	▼ 9%
/restaurants-in-bozeman	5,525	▲ 34%
/itinerary/boze man-bachelorette-	3,514	▲ 139%

TRAFFIC SOURCES

Last 12 months (Dec 1, 2024 - Nov 30, 2025)

VISITORS BY SOURCE



Last 12 months (Dec 1, 2024 - Nov 30, 2025)

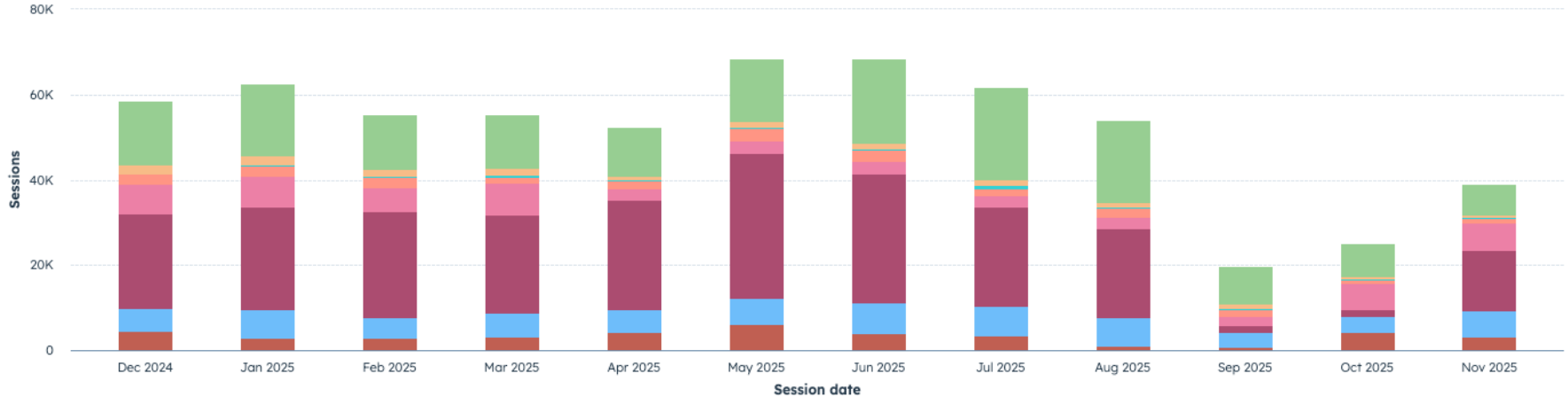
VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	283.6k	0%
Organic Search	150.8k	▼ 33%
Direct	126.6k	▲ 136%
Paid Search	56,971	▼ 6%
Unassigned	25,985	▲ 15%
Display	23,909	▼ 36%
Email	21,961	▲ 35%
Referral	12,466	▲ 9%
Organic Social	5,231	▼ 24%
Paid Other	5,228	▼ 22%
Cross-network	2,275	

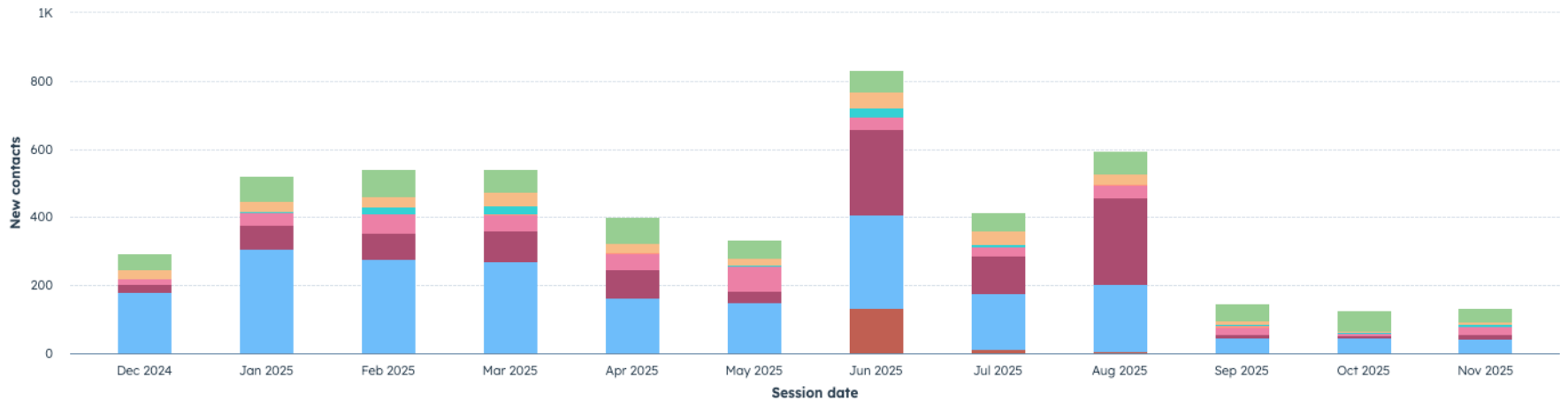
TRAFFIC & CONTACT

LAST 12 MONTHS

TRAFFIC



CONTACTS



ORGANIC REFERRAL SOCIAL EMAIL PAID SEARCH PAID SOCIAL DIRECT DISPLAY

4,891NEW CONTACTS IN LAST 12 MONTHS

PRIME

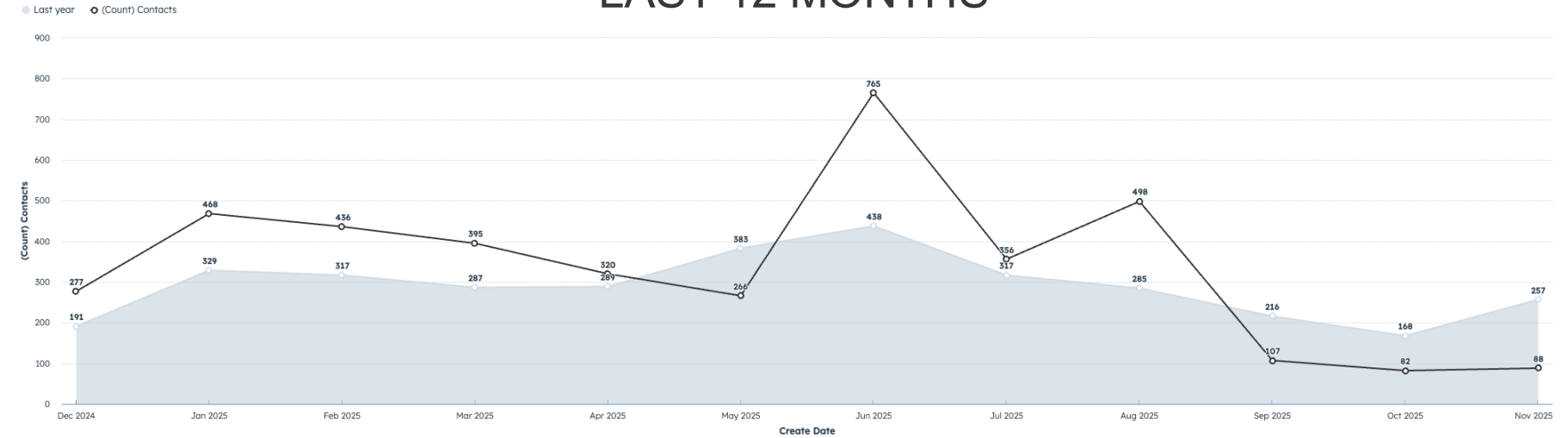
CONTACT INSIGHTS

LAST 12 MONTHS

Travel Contact Totals ⓘ

▲ Dashboard filters are applied to this report. ⓘ

FROM 12/1/2024 TO 11/30/2025 | MONTHLY COMPARED TO | YEAR BEFORE FILTERS (1)

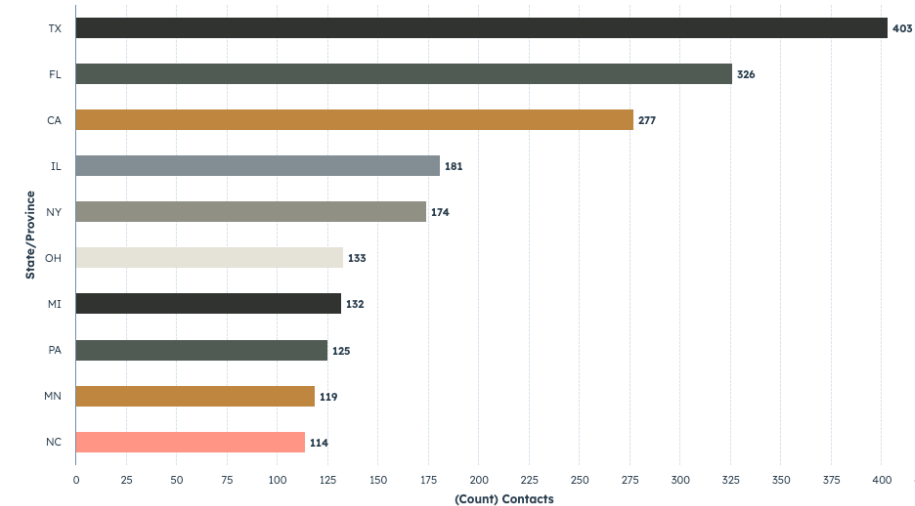


Travel/Relo Contacts by State ⓘ

▲ Dashboard filters are applied to this report. ⓘ

FROM 12/1/2024 TO 11/30/2025 FILTERS (1) LIMITED DATA

● TX ● FL ● CA ● IL ● NY ● OH ● MI ● PA ● MN ● NC

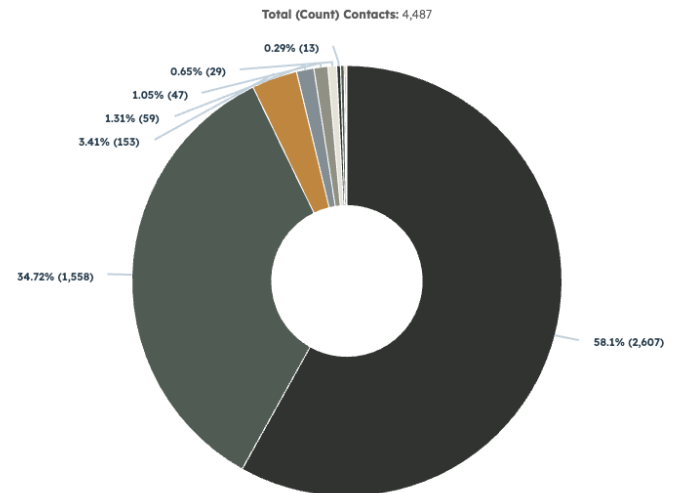


Travel Form Submission ⓘ

▲ Dashboard filters are applied to this report. ⓘ

FROM 12/1/2024 TO 11/30/2025 FILTERS (1)

● Visitor Guide Mailed 2024 ● Visitor Guide Download 2024 ● Visit Bozeman Persona Form ● Events Email Sign-Up ● Blog Subscription



CONTACT INSIGHTS

LAST 12 MONTHS

Contact Planning Cycle ⓘ

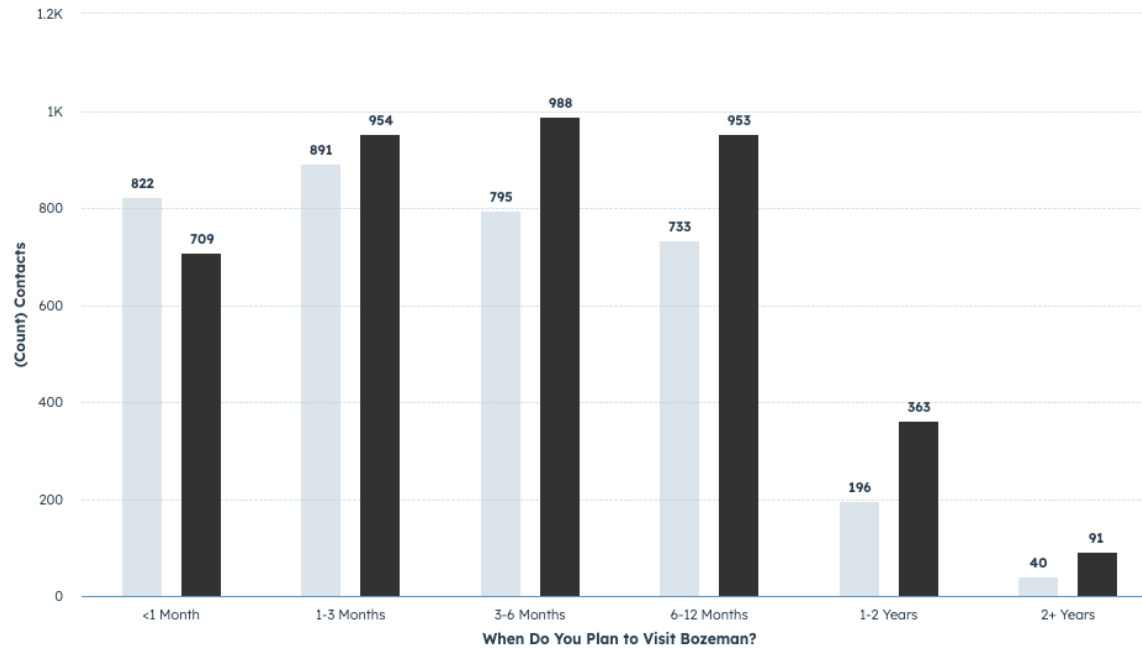
▲ Dashboard filters are applied to this report. ⓘ

FROM 12/1/2024 TO 11/30/2025

COMPARED TO | YEAR BEFORE

FILTERS (1)

● Last year ● (Count) Contacts



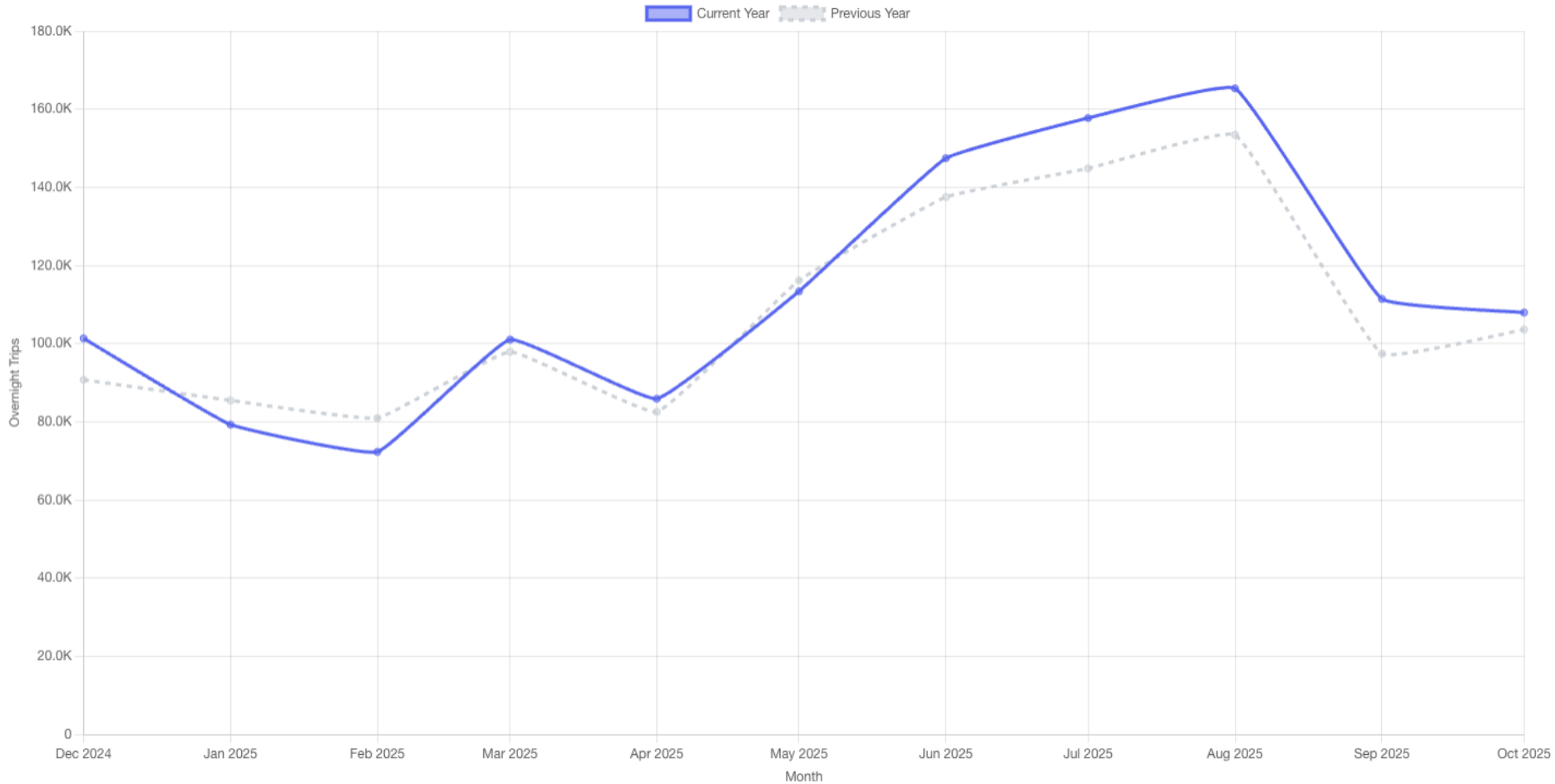
The background image is a dark, atmospheric landscape of a mountain valley. In the foreground, a river flows through a valley, bordered by a dense forest of tall, dark trees. The middle ground shows a wide, open area, possibly a meadow or a dry riverbed, leading towards the base of the mountains. The background is dominated by rugged, dark mountain peaks under a dark sky with a few small, white clouds. The overall tone is somber and mysterious.

VISITATION INTELLIGENCE

PRIME

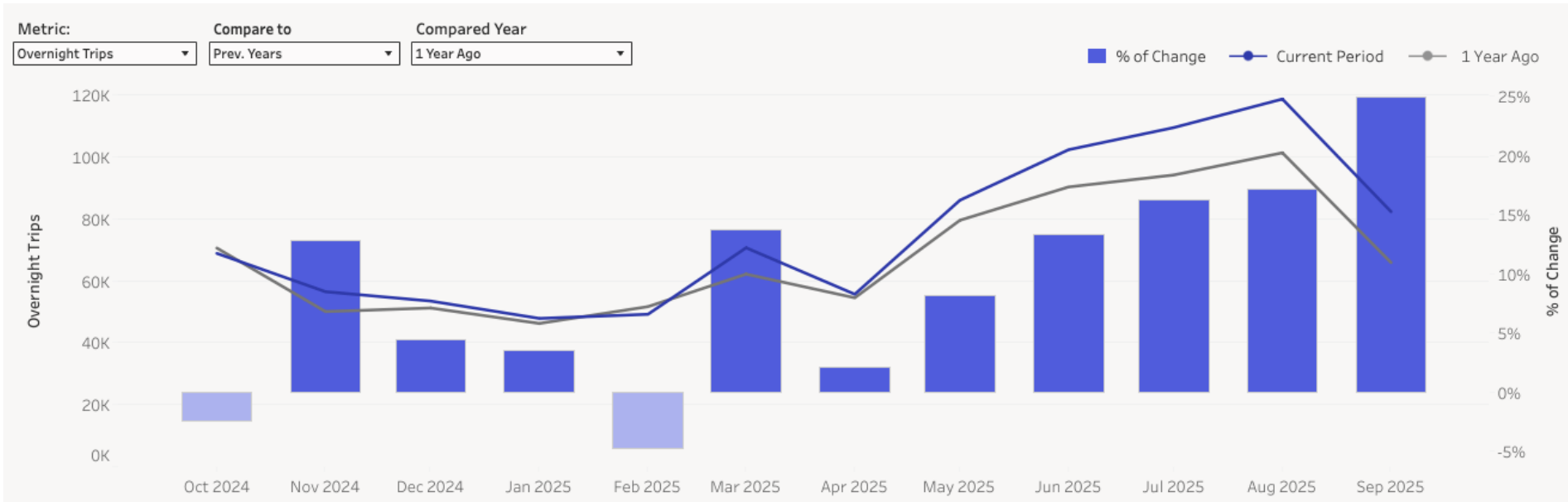
VISITATION TREND ANALYSIS

LAST 12 MONTHS – THROUGH OCT.



NATIONAL OVERNIGHT TRIPS

LAST 12 MONTHS – THROUGH SEPT.



Overnight Trips
900.4K

?
+10.2% YoY



Visit Nights
2.0M

?
+11.4% YoY



Total Visitors' Spend
\$647.8M

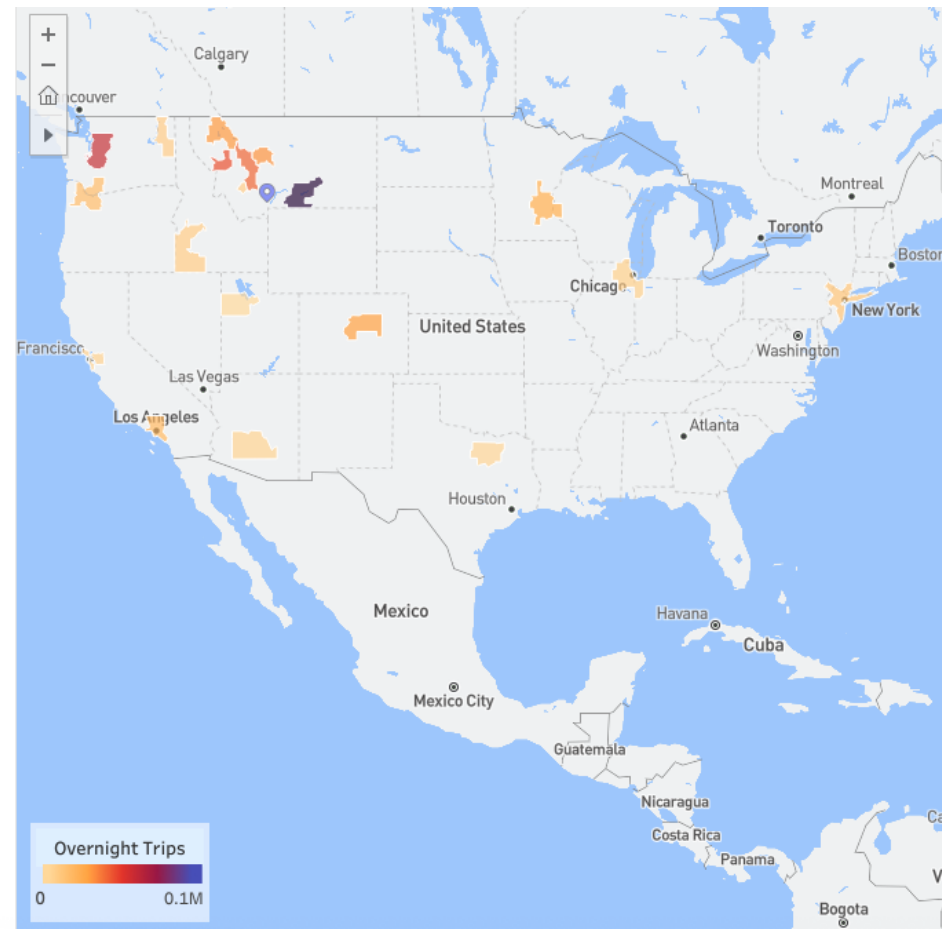
?
+8.4% YoY

VISITATION BY ORIGINATION

LAST 12 MONTHS

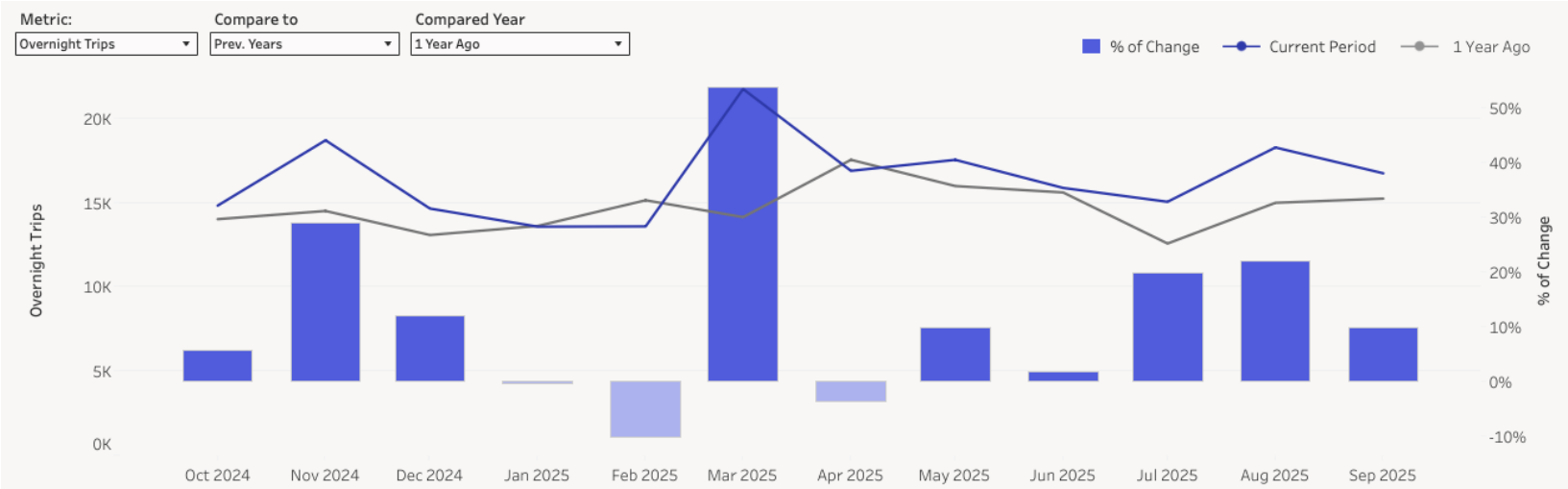
BY METRO

CBSA	Overnight Trips	% Of Total	YoY % Change
	0K 20K 40K 60K 80K		
Billings, MT	65.6K	7.28%	7.66%
Seattle-Tacoma-Bellevue, WA	43.4K	4.82%	11.79%
Missoula, MT	34.8K	3.86%	16.28%
Helena, MT	31.9K	3.54%	18.03%
Great Falls, MT	25.8K	2.86%	7.68%
Kalispell, MT	24.9K	2.77%	10.81%
Denver-Aurora-Lakewood, CO	24.1K	2.68%	-0.66%
Minneapolis-St. Paul-Bloomin..	21.2K	2.35%	7.20%
Los Angeles-Long Beach-Anah..	18.3K	2.03%	0.80%
Portland-Vancouver-Hillsboro..	16.8K	1.86%	21.04%
New York-Newark-Jersey City..	14.7K	1.63%	47.74%
Boise City, ID	12.5K	1.39%	-5.71%
Butte-Silver Bow, MT	12.4K	1.38%	20.38%
Spokane-Spokane Valley, WA	12.2K	1.36%	15.59%
Chicago-Naperville-Elgin, IL-I..	11.8K	1.31%	17.54%
San Francisco-Oakland-Berkele..	11.0K	1.22%	7.38%
Phoenix-Mesa-Chandler, AZ	10.7K	1.19%	-1.73%
Dallas-Fort Worth-Arlinton...	10.0K	1.11%	11.45%
	0K 20K 40K 60K 80K		



IN-STATE OVERNIGHT TRIPS

LAST 12 MONTHS

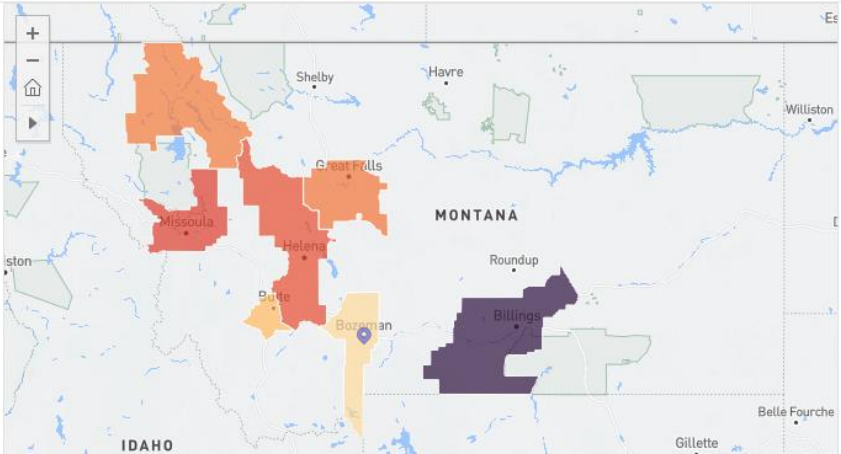


Overnight Trips
197.3K
+11.9% YoY

Visit Nights
392.6K
+13.8% YoY

Total Visitors' Spend
Insufficient Data

CBSA	Overnight Trips		% Of Total	YoY % Change
	0K	20K 40K 60K 80K		
Billings, MT		65.6K	33.23%	7.66%
Missoula, MT		34.8K	17.63%	16.28%
Helena, MT		31.9K	16.16%	18.03%
Great Falls, MT		25.8K	13.06%	7.68%
Kalispell, MT		24.9K	12.64%	10.81%
Butte-Silver Bow, MT		12.4K	6.29%	20.38%
Bozeman, MT		1.9K	0.99%	14.88%



LODGING DATA

PRIME

BOZEMAN/BELGRADE HOTEL ROOMS

DATA THROUGH OCTOBER

Nov 23, 2024 - Nov 22, 2025 (rol...

New Rooms in the Last
12 Months

423

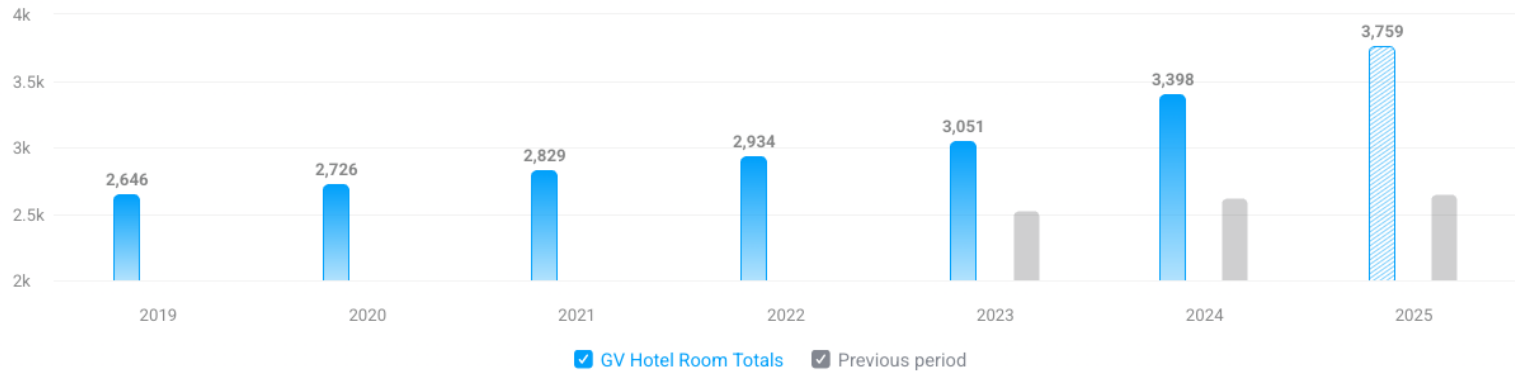
Last 7 years (2019 - 2025)

Gallatin Valley Hotel Rooms Under Construction



Last 7 years (2019 - 2025)

Gallatin Valley Hotel Room Totals

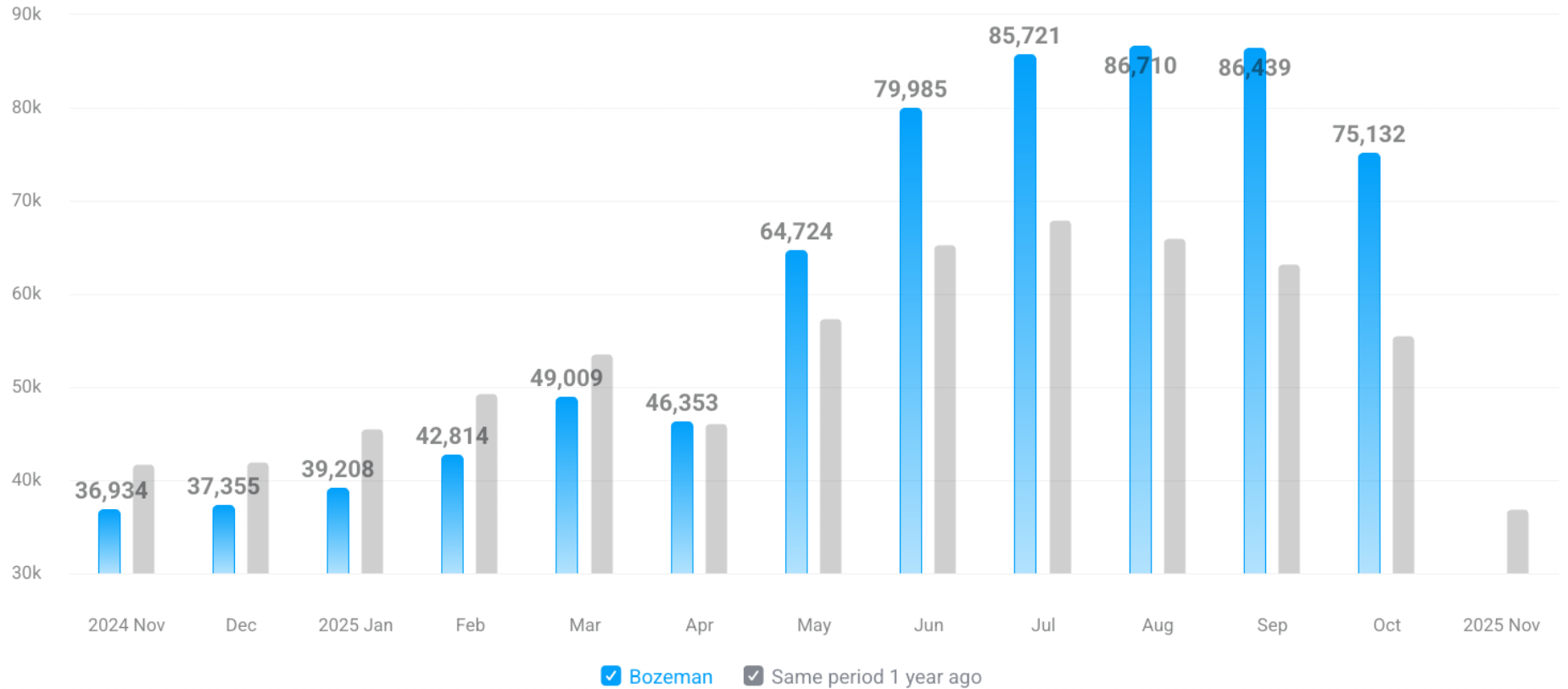


LODGING DEMAND

CO-STAR

Last 13 months (2024 Nov - 2025 Nov)

HOTEL RESULTS - DEMAND

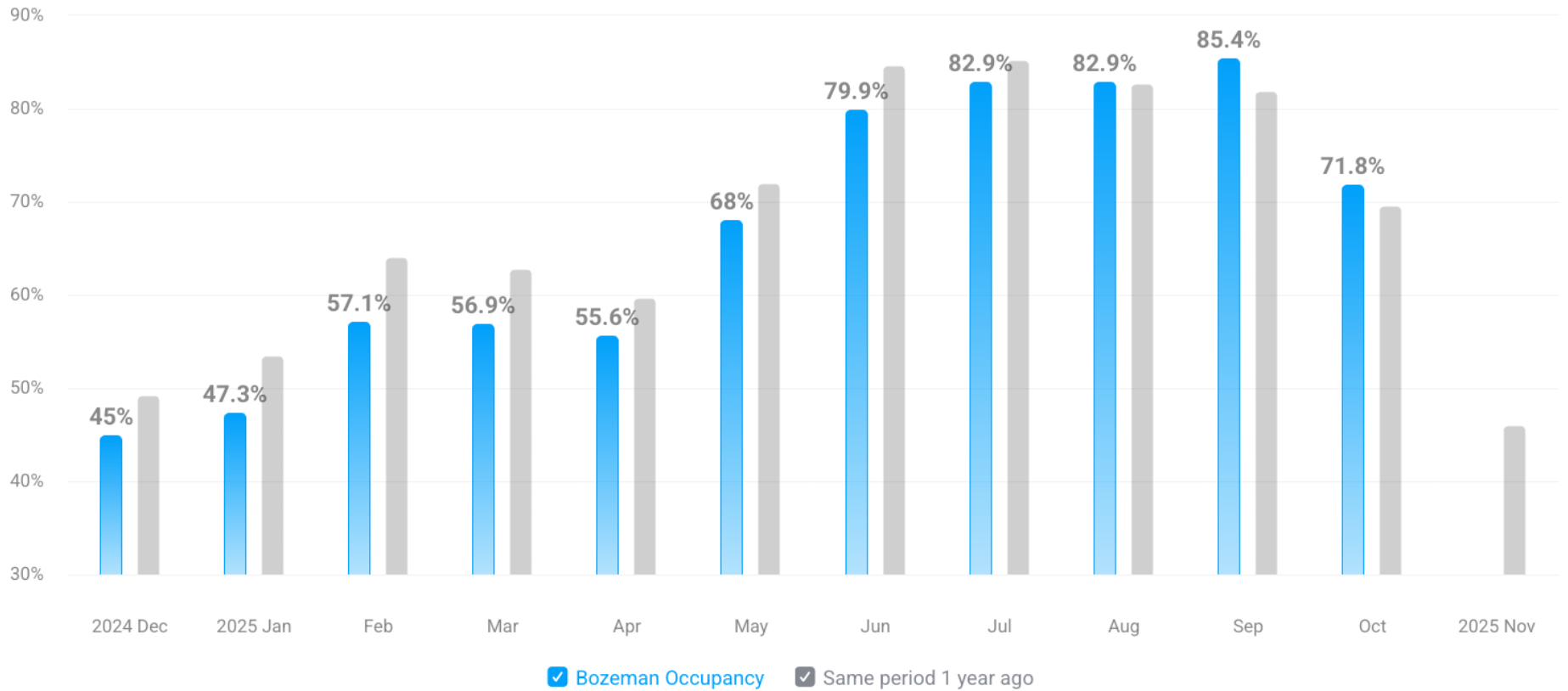


BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 12 months (2024 Dec - 2025 Nov)

12 MONTH BOZEMAN HOTELS - OCCUPANCY

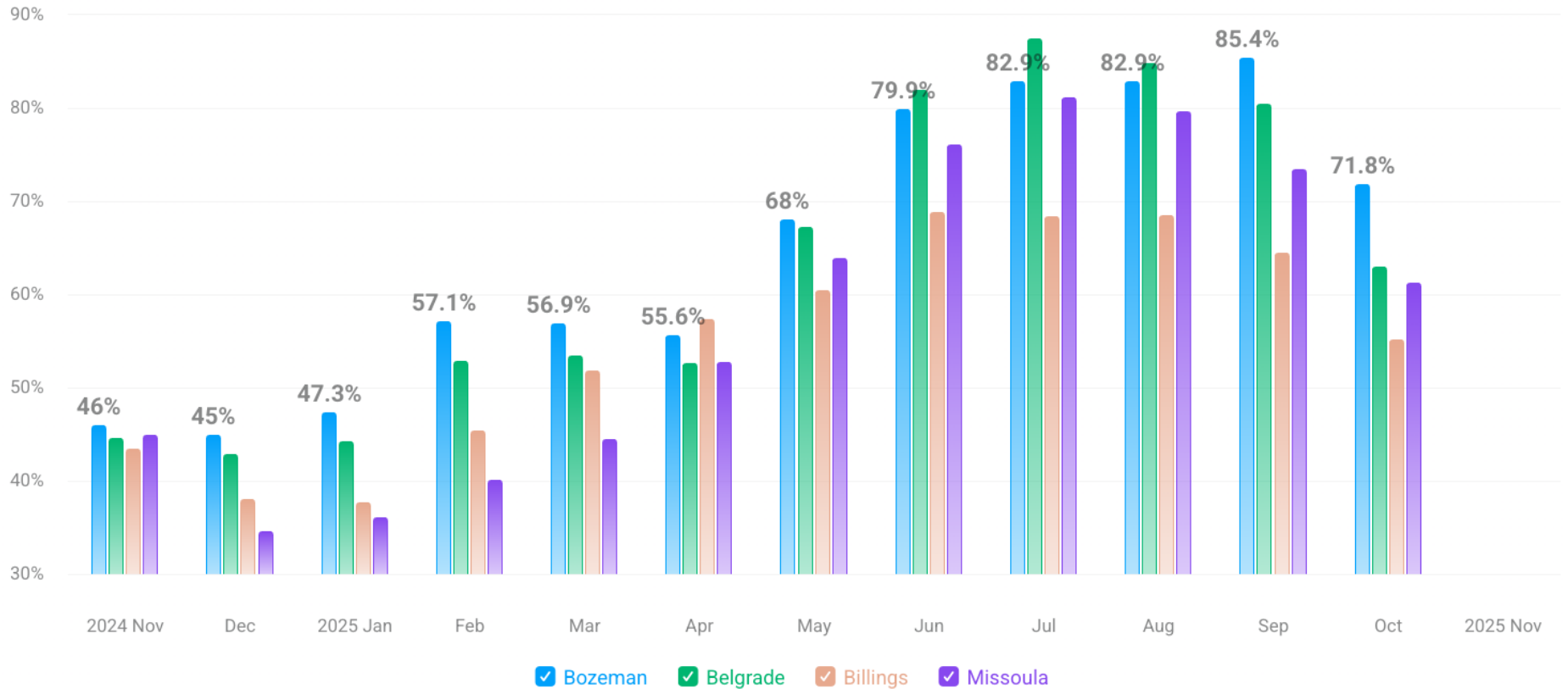


HOTEL OCCUPANCY

LAST 13 MONTHS

Last 13 months (2024 Nov - 2025 Nov)

13 MONTH HOTEL RESULTS - OCCUPANCY

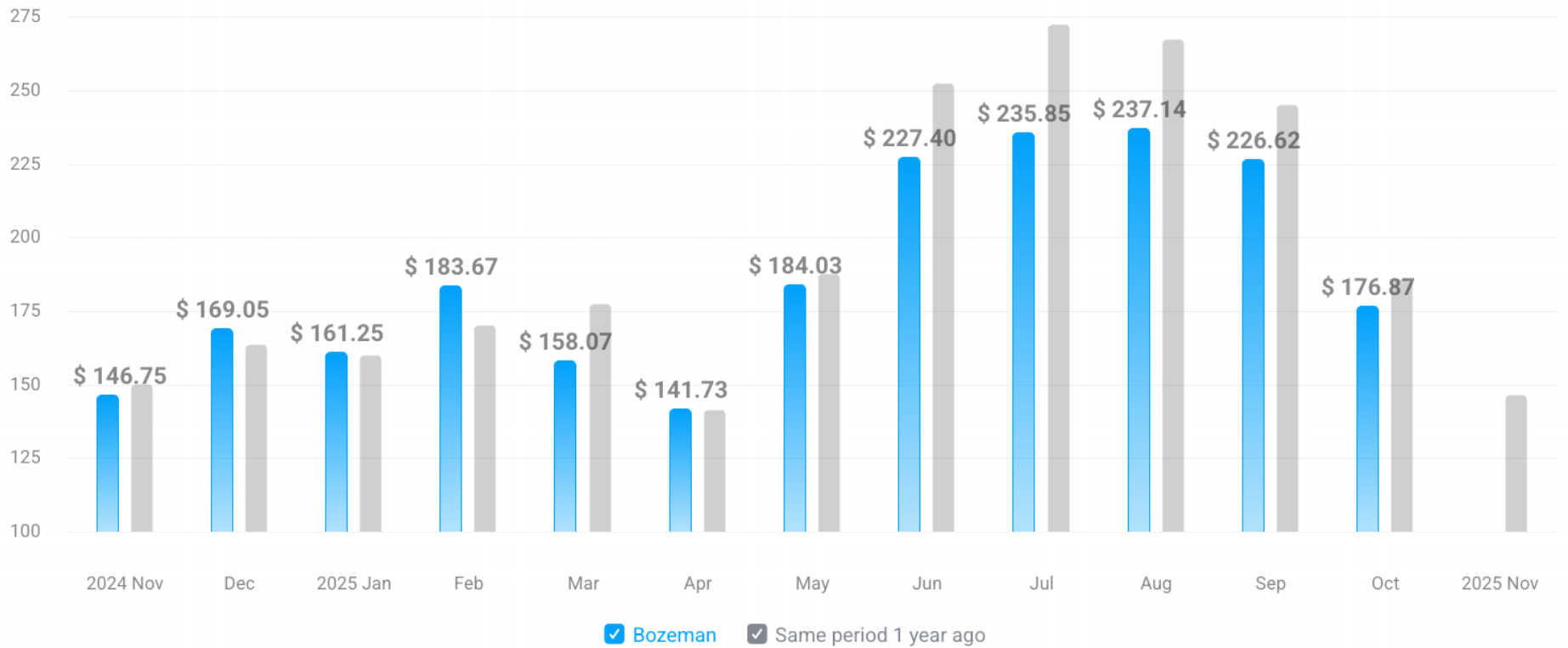


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2024 Nov - 2025 Nov)

13 MONTH HOTEL RESULTS - ADR

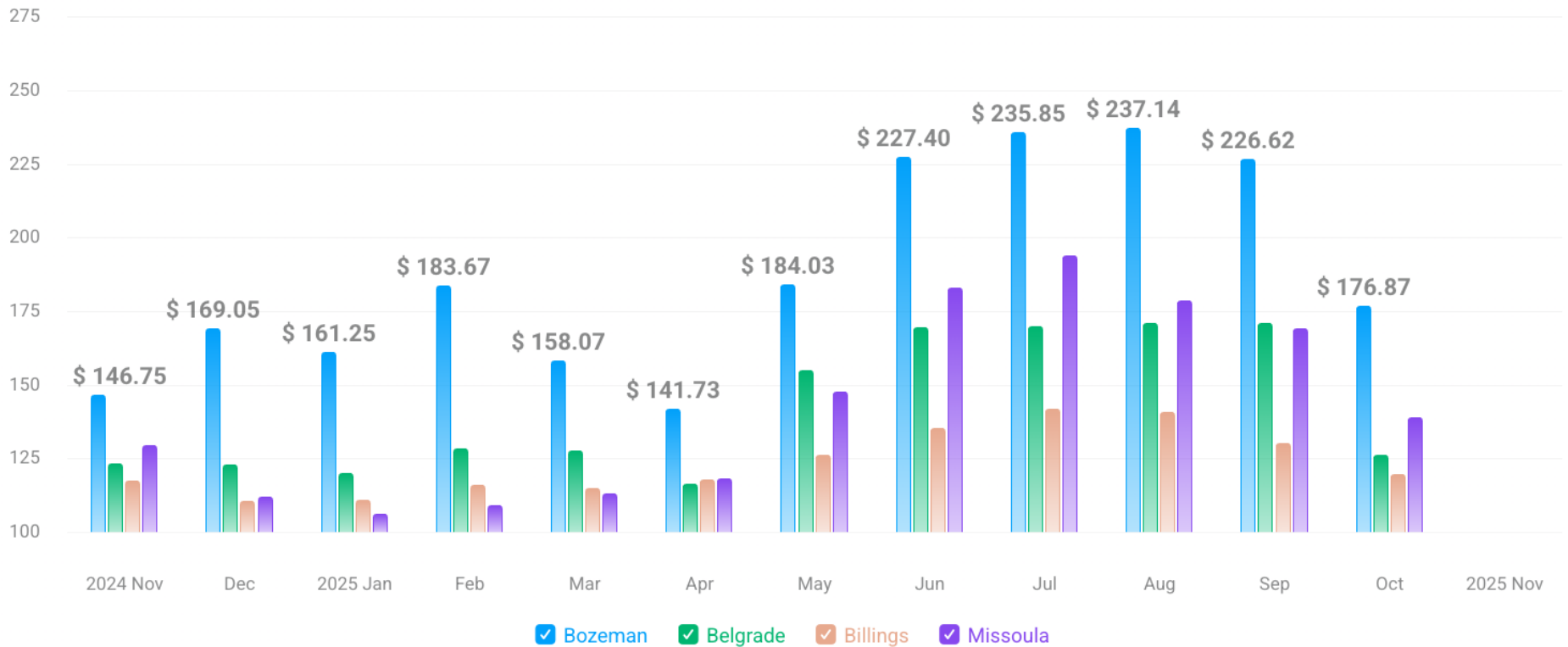


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2024 Nov - 2025 Nov)

13 MONTH HOTEL RESULTS - ADR

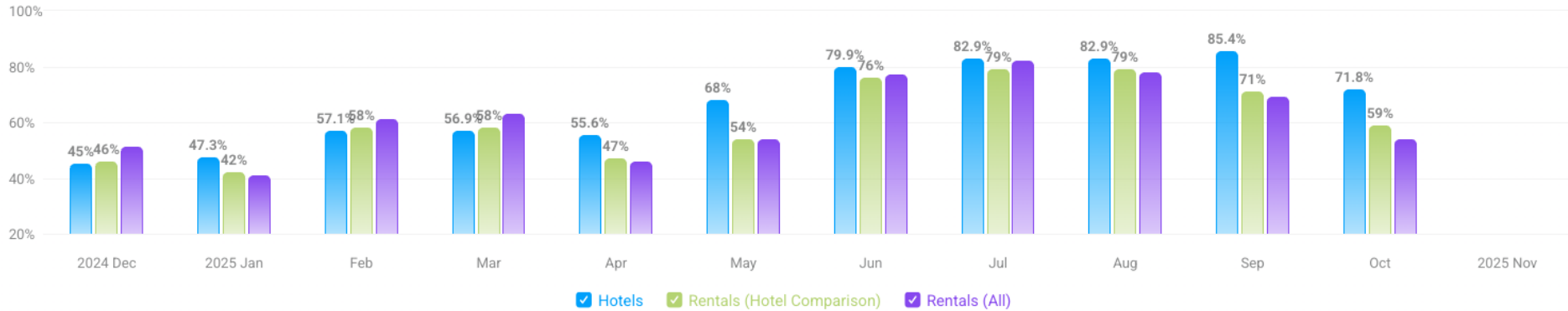


HOTELS vs. SHORT TERM RENTALS

LAST 13 MONTHS

Last 12 months (2024 Dec - 2025 Nov)

OCCUPANCY RATE



Last 12 months (2024 Dec - 2025 Nov)

ADR

