



VISIT **BOZEMAN**

**FY26 UPDATE**

**DECEMBER**

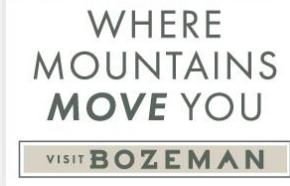
**PRIME**

A scenic landscape featuring a range of mountains in the background under a blue sky with scattered white clouds. In the foreground, there's a valley with a mix of green grass and brown, rocky terrain. A paved road or path cuts through the valley floor. The overall scene is a natural, outdoor environment.

# FY26 MARKETING

**PRIME**

# WINTER CAMPAIGN



REDISCOVER  
**BOZEMAN**

[PLAN YOUR VISIT >](#)

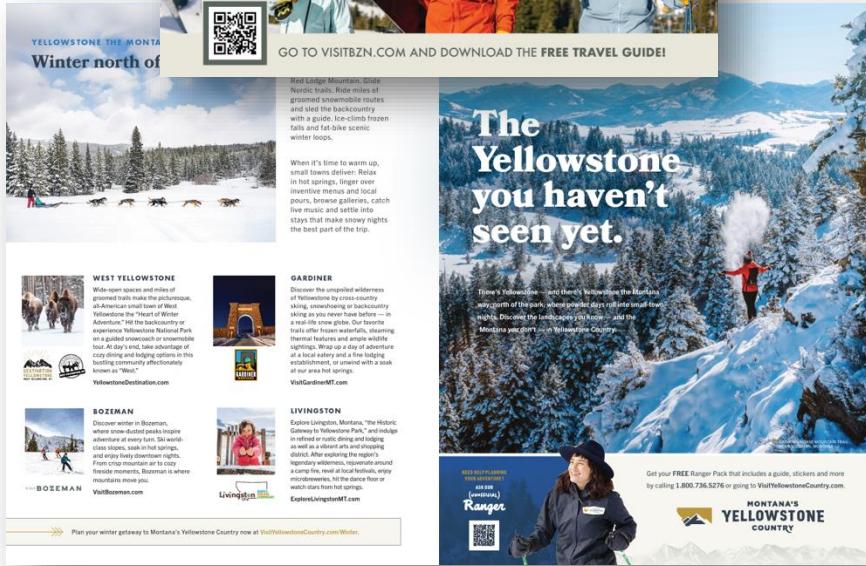
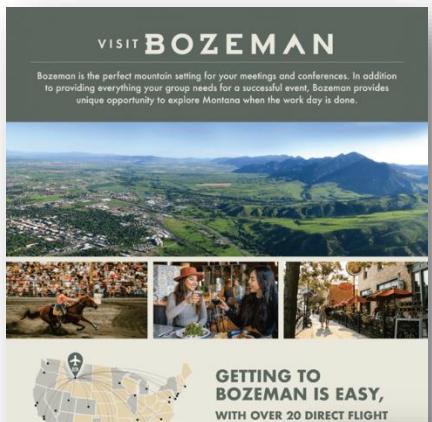


LATE OCT. – MID MAR.

- 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



LATE OCT. – MID MAR.

- WINTER CAMPAIGN
  - FEATURING
    - PAID SOCIAL
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    - ITINERARIES
    - **VIDEO**

## **PRIME**

# WINTER CAMPAIGN



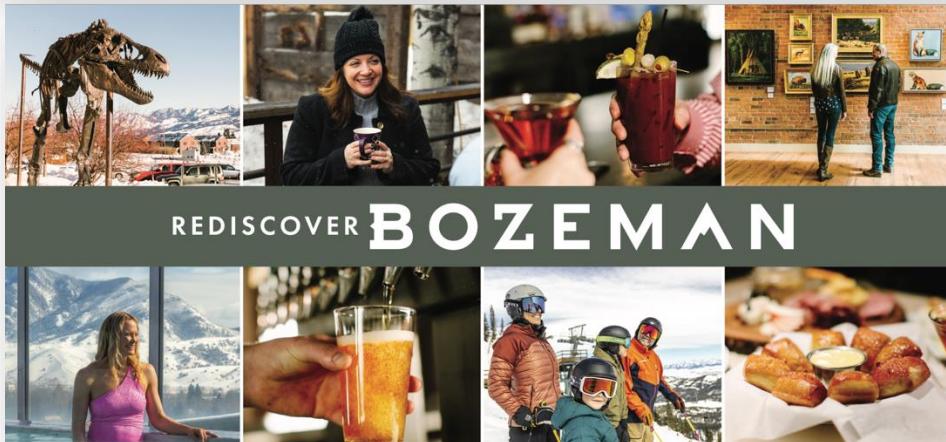
**TWO MOUNTAINS.  
ENDLESS WINTER.**  
VISIT **BOZEMAN**

**BZN** NEW SNOW REPORT

<b>BIG SKY</b>	<b>BRIDGER</b>
<b>6"</b>	<b>6"</b>



**TWO MOUNTAINS.  
ENDLESS WINTER.**  
VISIT **BOZEMAN**

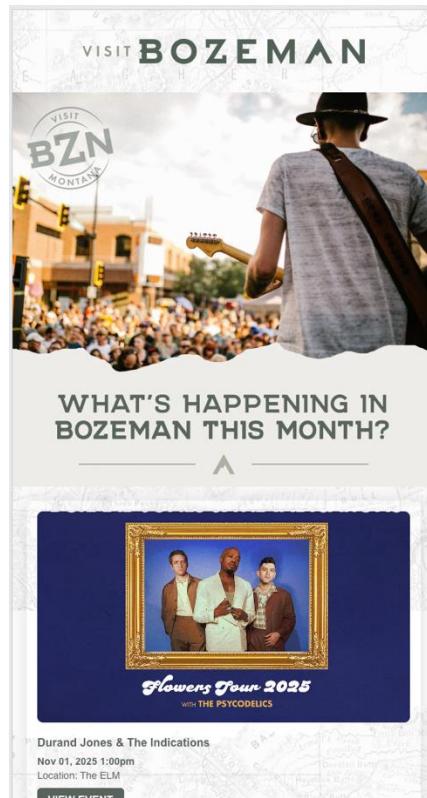
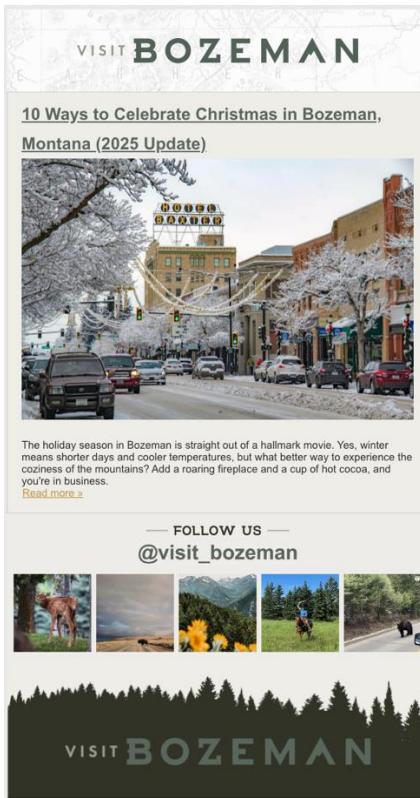


LATE OCT. – MID MAR.

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  - ITINERARIES
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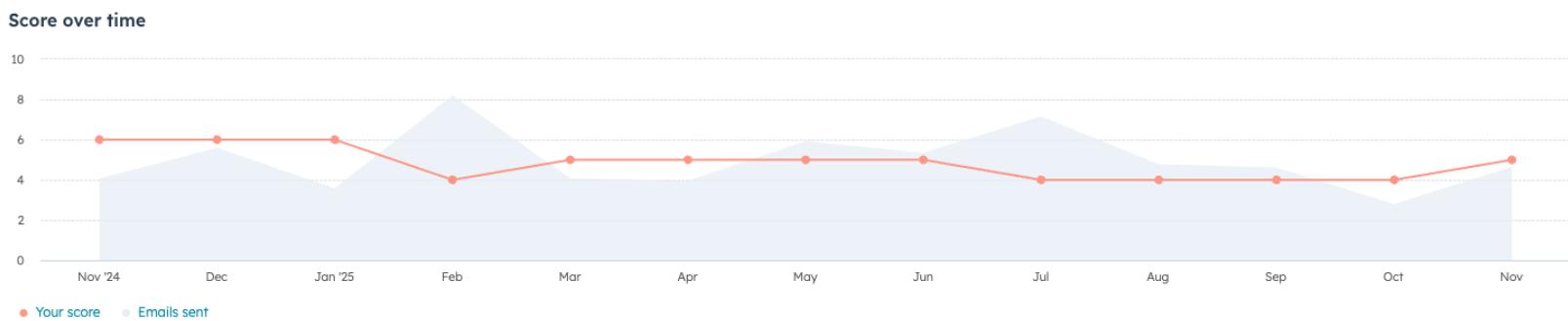
**PRIME**

# EMAIL MARKETING UPDATES



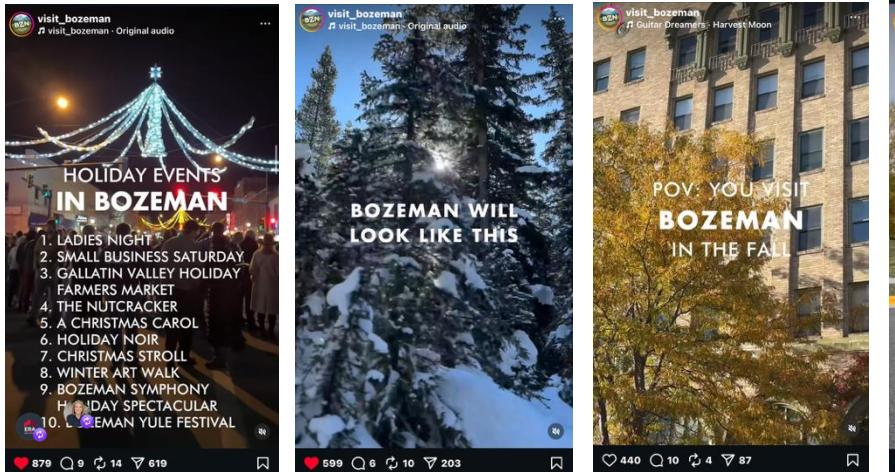
- LAST 3 MO. – STATS**
- 183K EMAILS SENT
  - 9.55% OPEN RATE
  - 16.99% CT RATE
  - 41.5K TOTAL CONTACTS

- NEW SUBSCRIPTIONS**
- EVENTS – 55
  - BLOGS – 52



# SOCIAL/VIDEO MARKETING

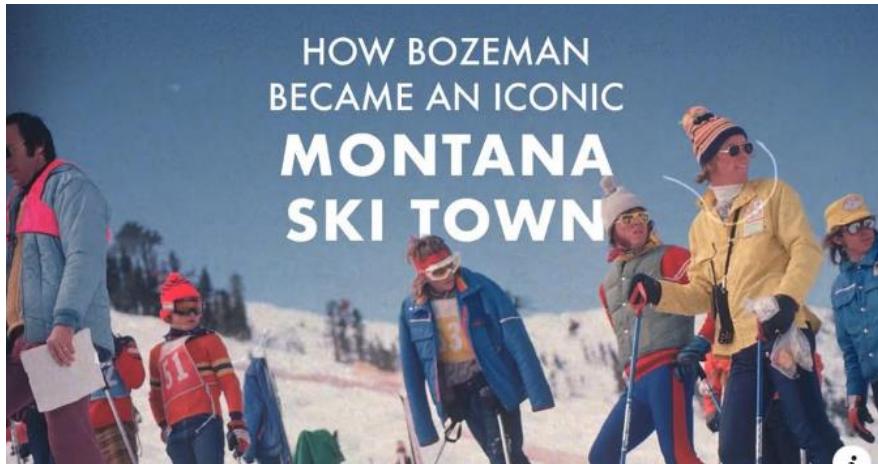
## REELS



## POSTS



## YOUTUBE



How Bozeman Became an Iconic Montana Ski Town

## 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

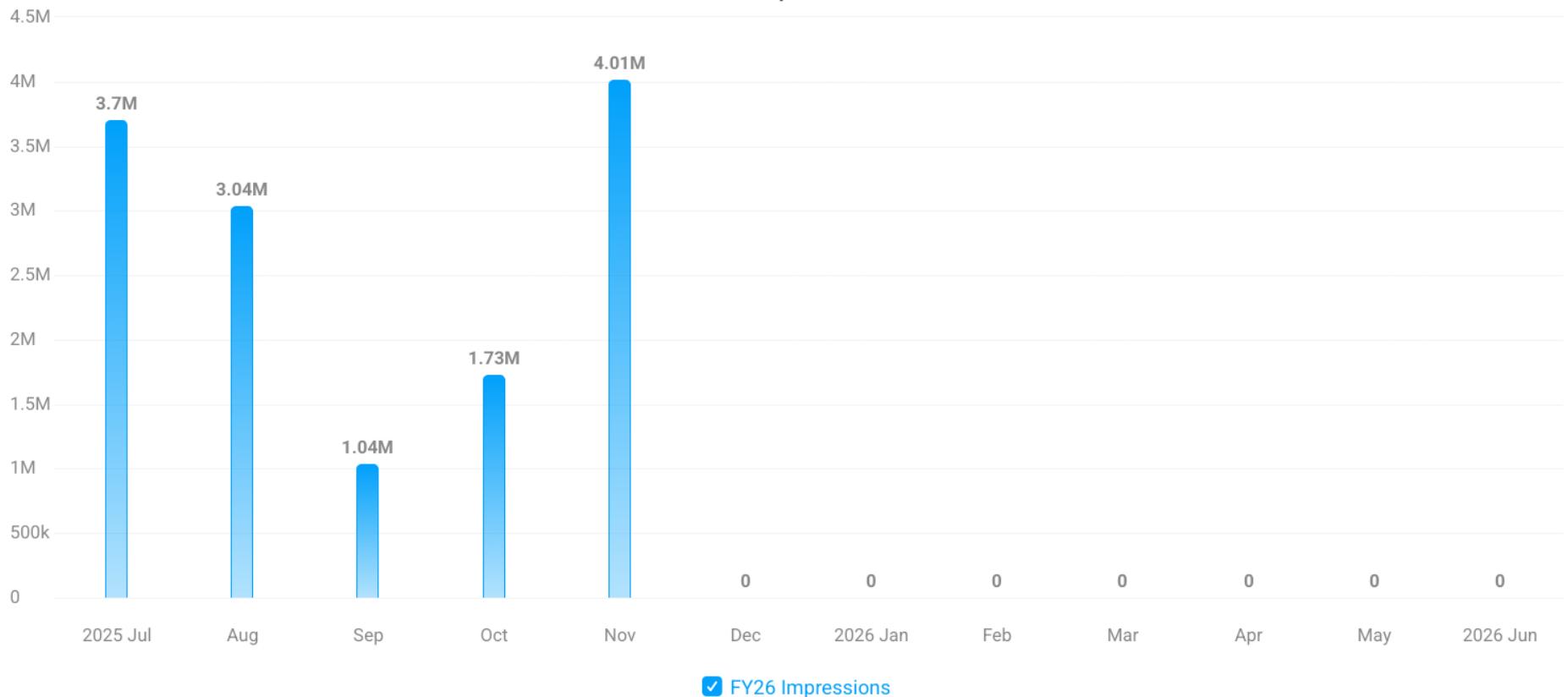
Bozeman isn't just a gateway to world-class skiing – it's a mountain town with the soul of a...

BLOG POST	VIEWS
<a href="#">3 Ways to Explore Yellowstone in the Winter ↗</a>	6,896 
<a href="#">10 Things to Do in Bozeman, MT, in Winter (If You Don't Ski)</a>	2,121 
<a href="#">11 Things You Need to Know About Winter in Bozeman, MT</a>	1,593 
<a href="#">10 Ways to Celebrate Christmas in Bozeman, Montana (2025 Update)</a>	1,415 
<a href="#">The Market in Bozeman: A West Side Hub ↗</a>	1,386 
<a href="#">Best Spots for Bozeman Nightlife ↗</a>	1,045 
<a href="#">Visiting Montana for the First Time: What You Need to Know</a>	708 
<a href="#">The Best Steakhouses in Bozeman</a>	568 
<a href="#">10 Idyllic Cabins You Can Rent Around Bozeman ↗</a>	444 
<a href="#">Plan the Perfect Day Trip from Bozeman to Yellowstone</a>	435 

# MARKETING REACH

Jul 1, 2025 - Jun 30, 2026

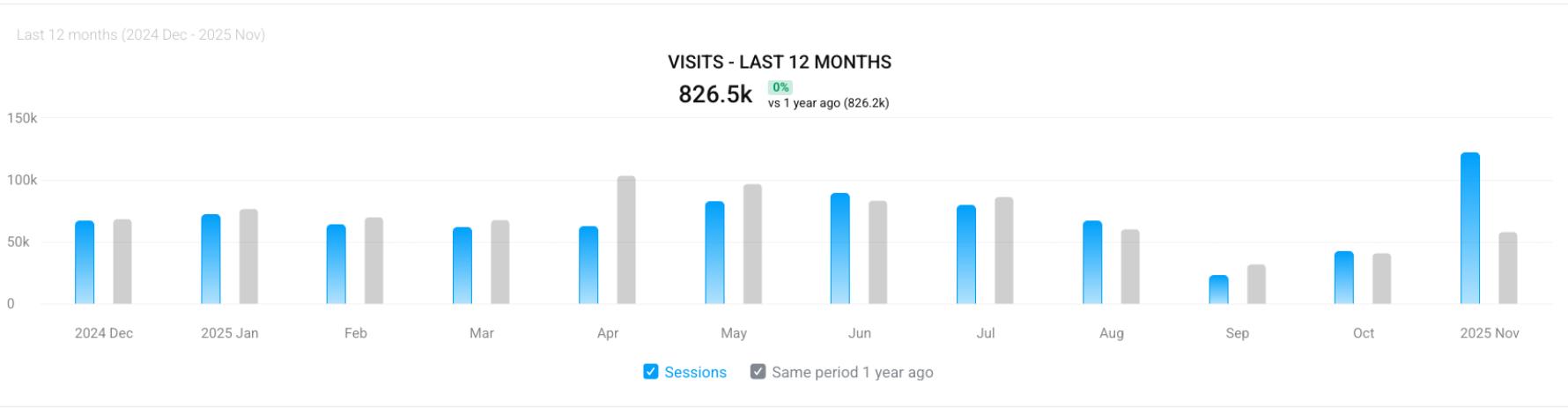
## FY26 Impressions



# WEBSITE TRAFFIC RESULTS

# 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)

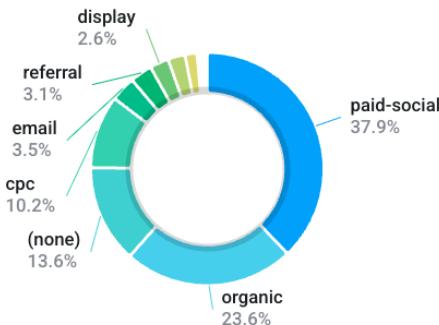
## PAGE VIEWS - LAST 12 MONTHS

1.8M ▼ 1%  
vs 1 year ago (1.83M)



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

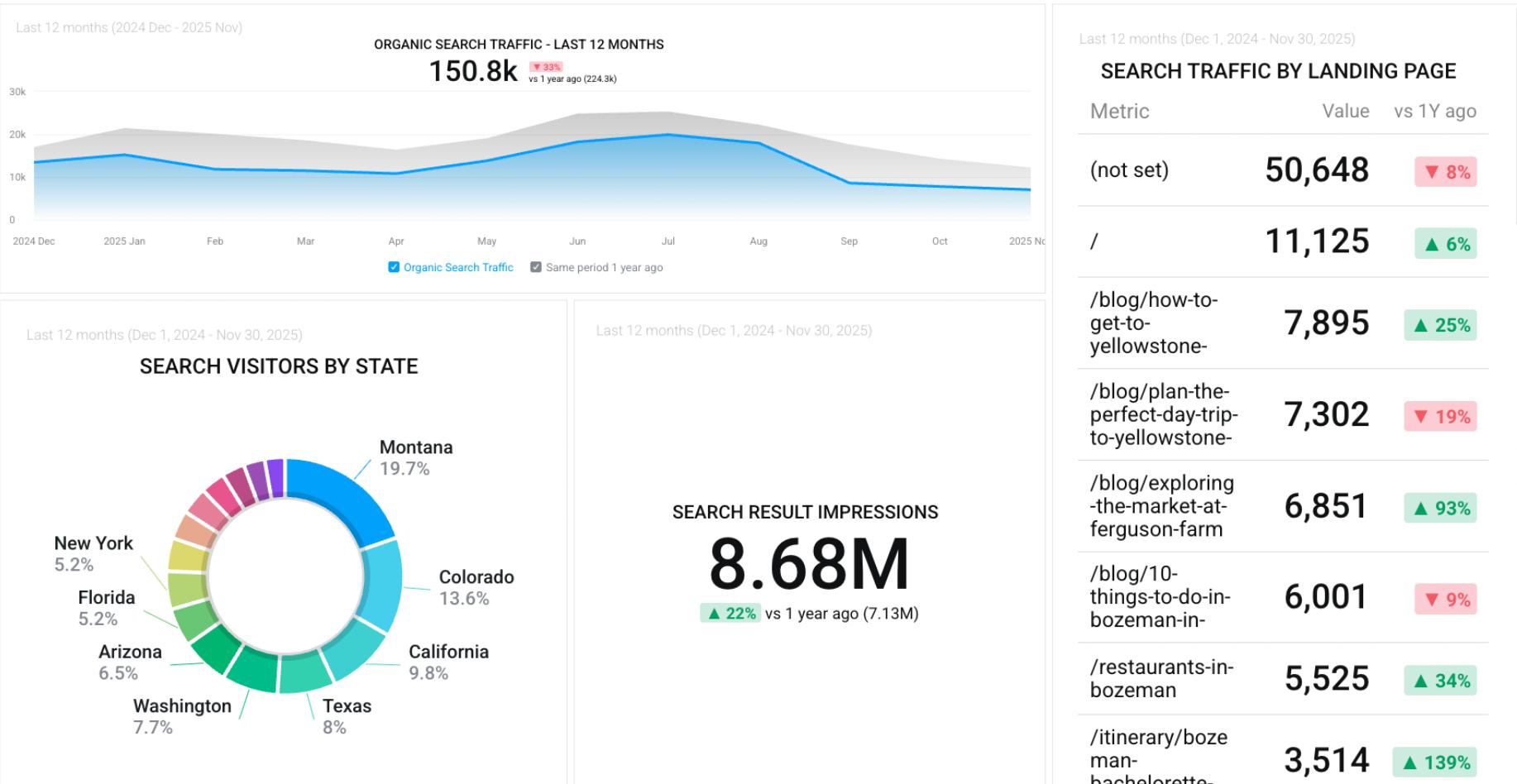
Metric	Value	vs prev
North Dakota	4,614	▲ 85%
Oregon	10,901	▲ 48%
South Dakota	5,766	▲ 41%
Florida	41,769	▲ 40%
Idaho	13,483	▲ 36%
Louisiana	3,896	▲ 25%
District of Columbia	2,413	▲ 25%
Maryland	5,485	▲ 23%
Missouri	8,345	▲ 21%

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%

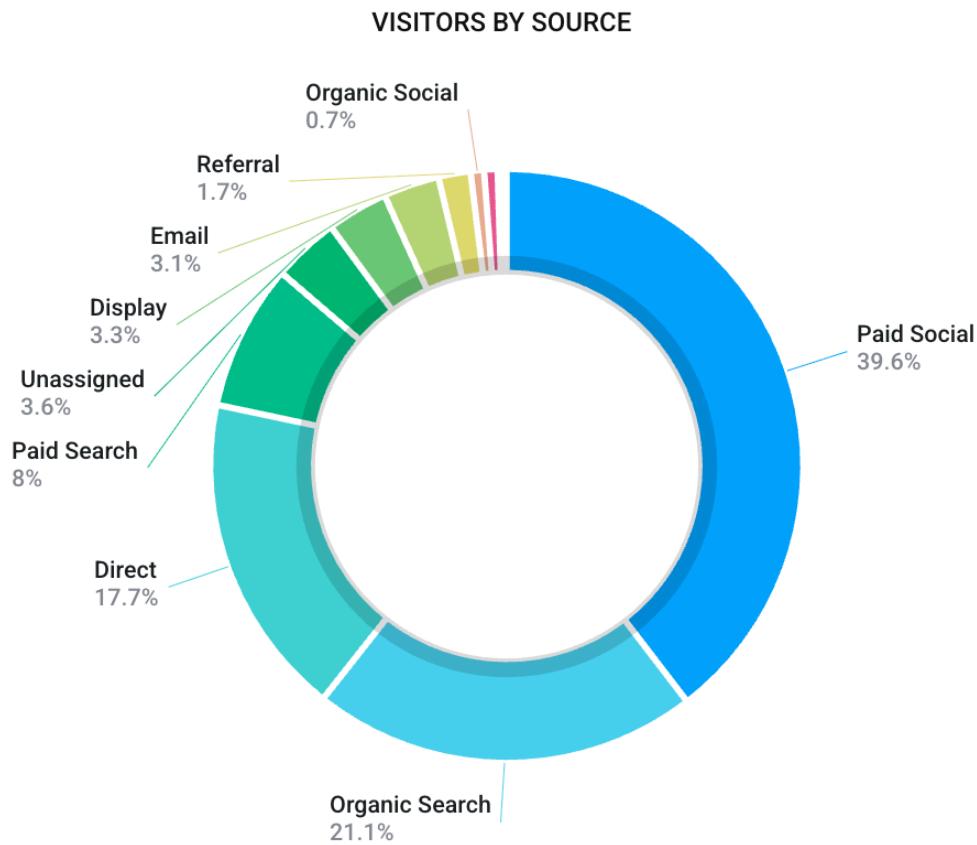
# ORGANIC SEARCH TRAFFIC



**PRIME**

# TRAFFIC SOURCES

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



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

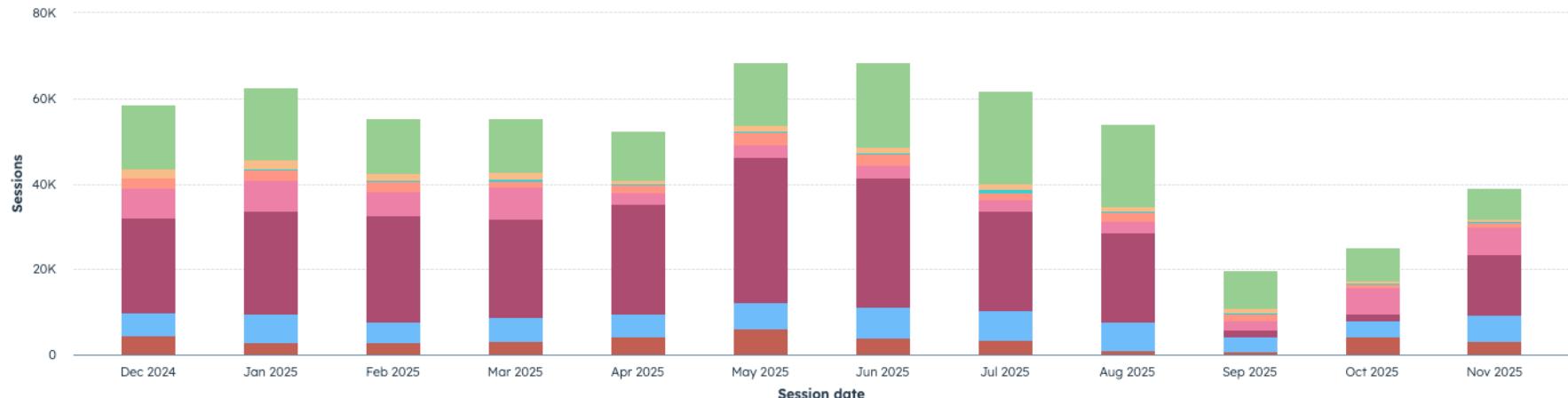
### VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	<b>283.6k</b>	<span style="background-color: #ff9999; border: 1px solid #ff9999; padding: 2px 5px;">0%</span>
Organic Search	<b>150.8k</b>	<span style="background-color: #ff9999; border: 1px solid #ff9999; padding: 2px 5px;">▼ 33%</span>
Direct	<b>126.6k</b>	<span style="background-color: #99ff99; border: 1px solid #99ff99; padding: 2px 5px;">▲ 136%</span>
Paid Search	<b>56,971</b>	<span style="background-color: #ff9999; border: 1px solid #ff9999; padding: 2px 5px;">▼ 6%</span>
Unassigned	<b>25,985</b>	<span style="background-color: #99ff99; border: 1px solid #99ff99; padding: 2px 5px;">▲ 15%</span>
Display	<b>23,909</b>	<span style="background-color: #ff9999; border: 1px solid #ff9999; padding: 2px 5px;">▼ 36%</span>
Email	<b>21,961</b>	<span style="background-color: #99ff99; border: 1px solid #99ff99; padding: 2px 5px;">▲ 35%</span>
Referral	<b>12,466</b>	<span style="background-color: #99ff99; border: 1px solid #99ff99; padding: 2px 5px;">▲ 9%</span>
Organic Social	<b>5,231</b>	<span style="background-color: #ff9999; border: 1px solid #ff9999; padding: 2px 5px;">▼ 24%</span>
Paid Other	<b>5,228</b>	<span style="background-color: #ff9999; border: 1px solid #ff9999; padding: 2px 5px;">▼ 22%</span>
Cross-network	<b>2,275</b>	

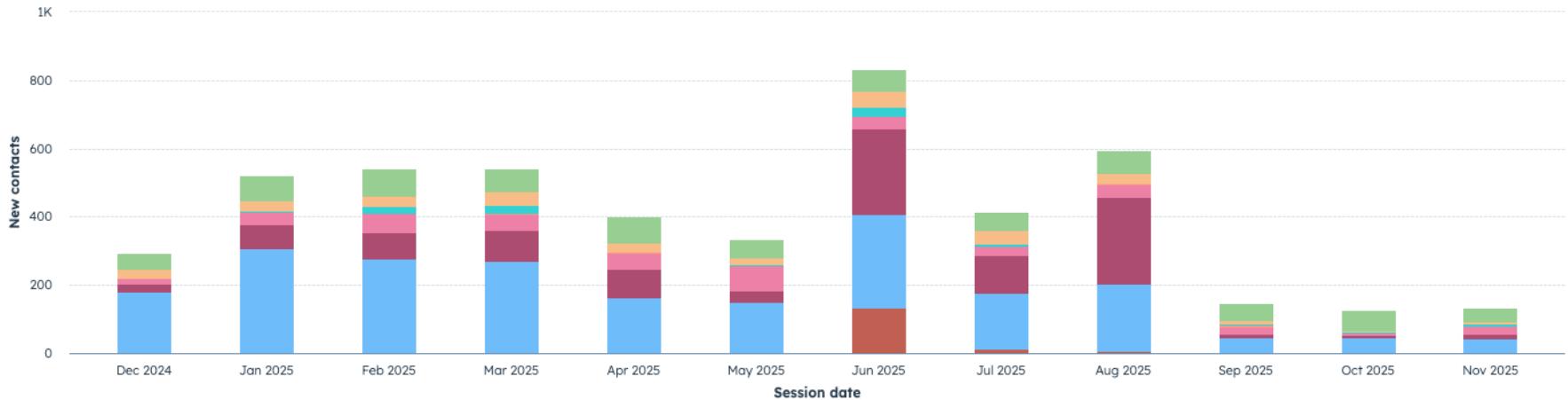
# TRAFFIC & CONTACT

## LAST 12 MONTHS

### TRAFFIC



### CONTACTS



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

4,891 NEW CONTACTS IN LAST 12 MONTHS

**PRIME**

# CONTACT INSIGHTS

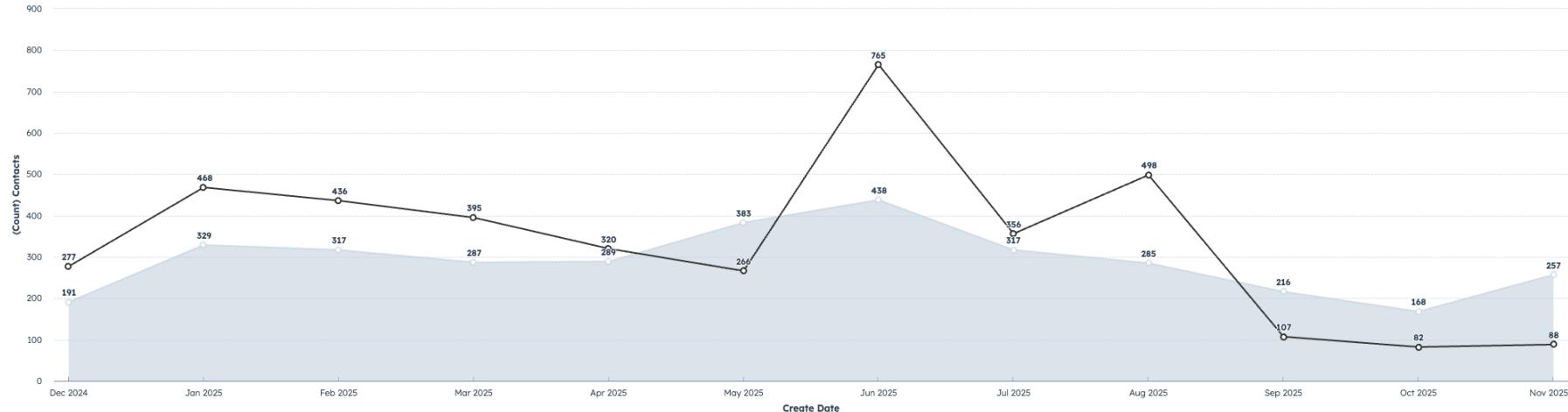
## LAST 12 MONTHS

### 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)

Last year (Count) Contacts

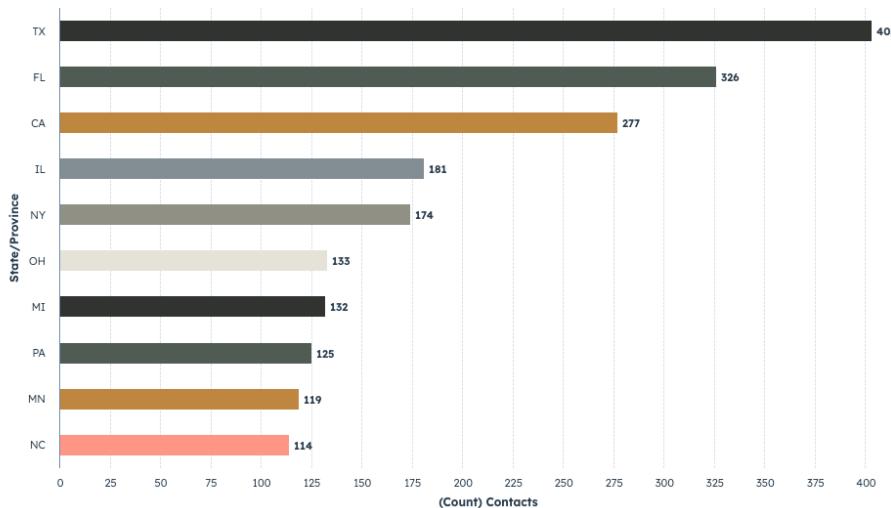


### Travel/Relo Contacts by State ?

⚠ 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



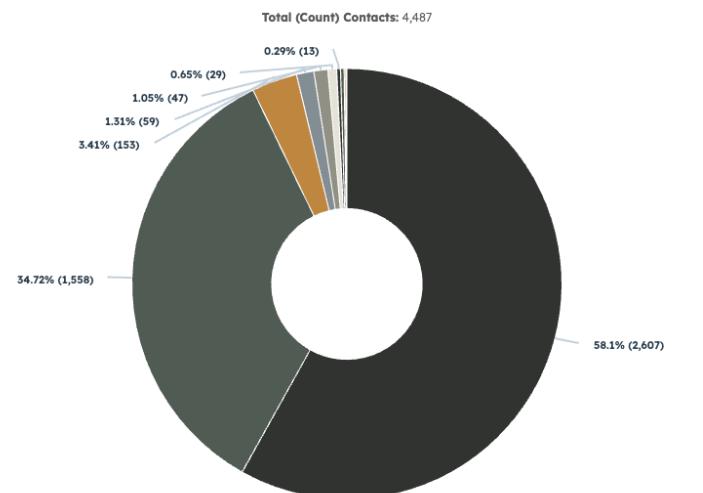
### Travel Form Submission ?

⚠ 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

▲ 1/3 ▼



**PRIME**

# 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

1.2K

1K

800

700

600

500

400

300

200

100

0

<1 Month

1-3 Months

3-6 Months

6-12 Months

1-2 Years

2+ Years

When Do You Plan to Visit Bozeman?

822

709

891

954

795

988

733

953

196

363

40

91



PRIME

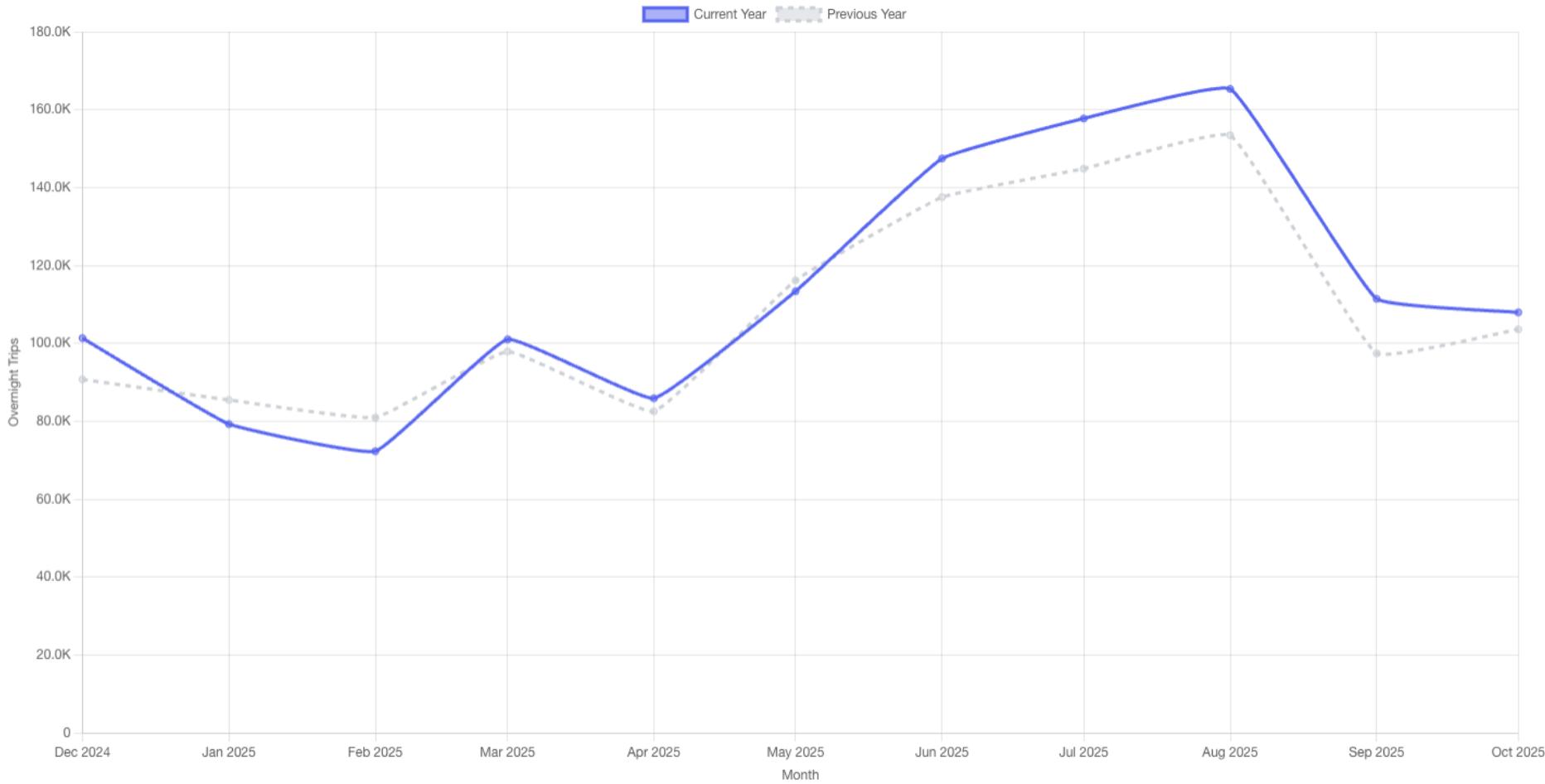
A dark, atmospheric landscape featuring a valley with a winding path, a dense forest, and a range of mountains under a cloudy sky.

# VISITATION INTELLIGENCE

**PRIME**

# VISITATION TREND ANALYSIS

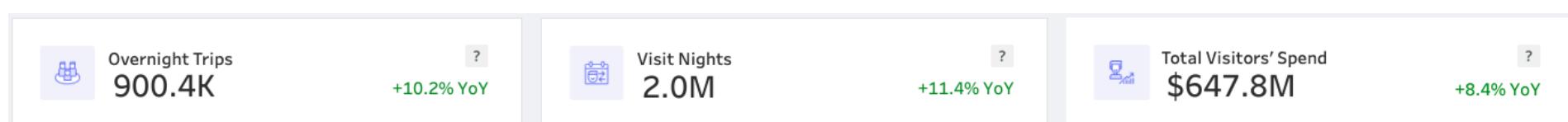
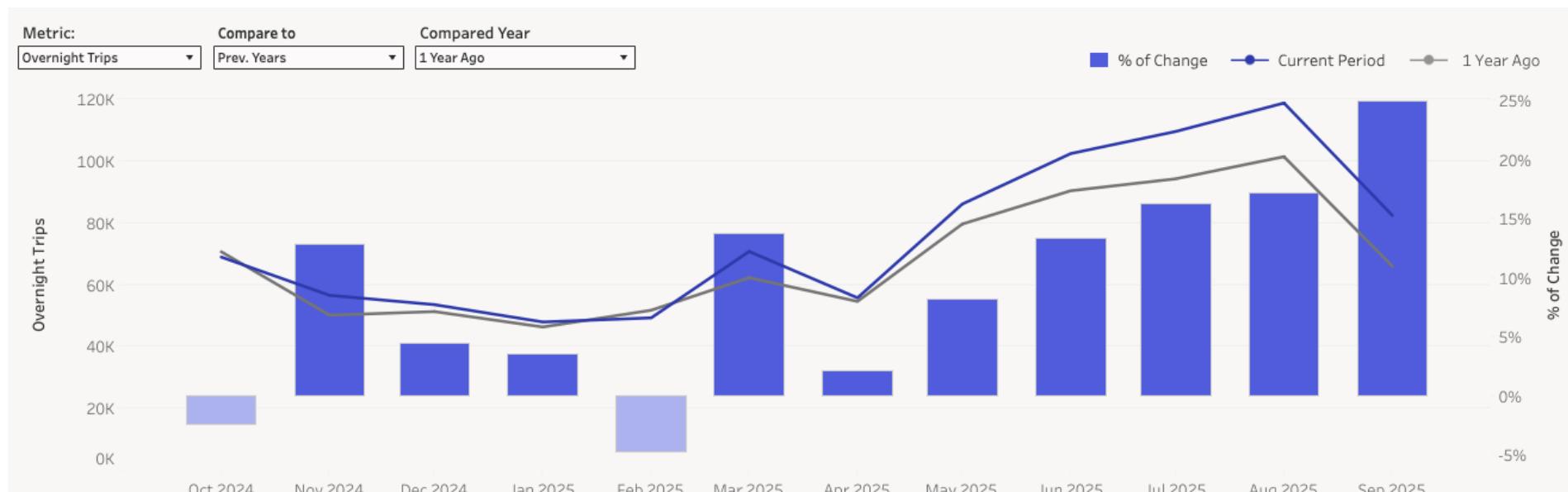
LAST 12 MONTHS – THROUGH OCT.



**PRIME**

# NATIONAL OVERNIGHT TRIPS

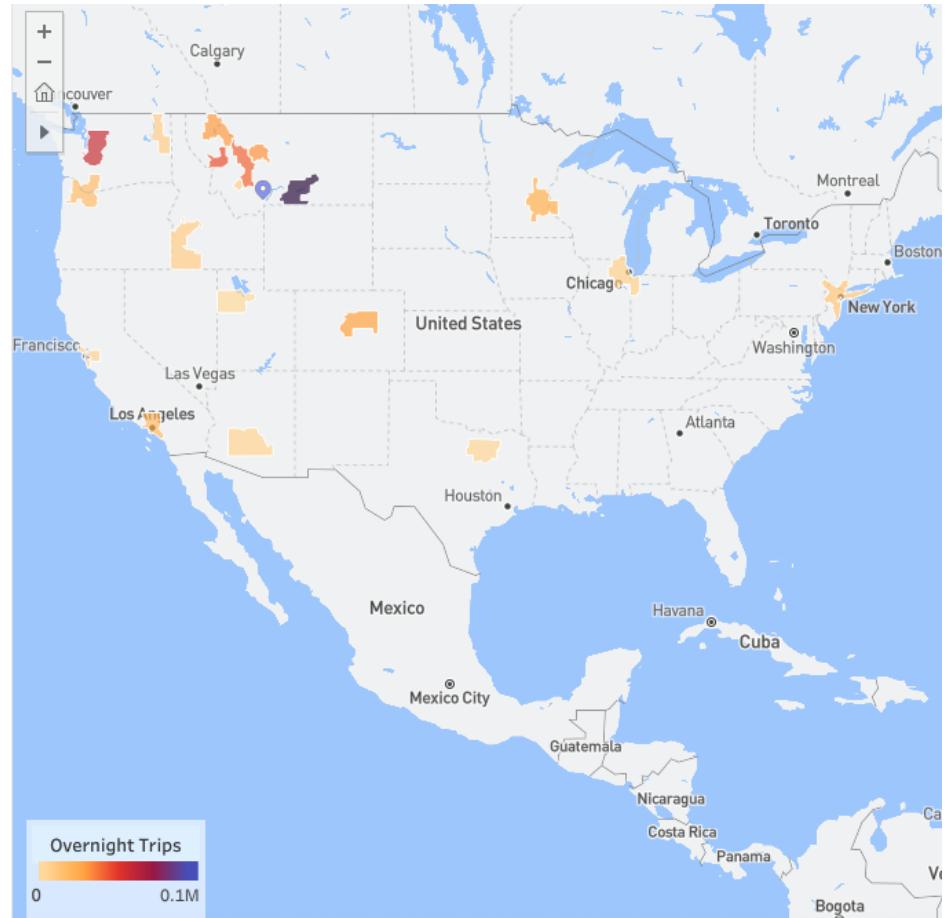
LAST 12 MONTHS – THROUGH SEPT.



# VISITATION BY ORIGINATION

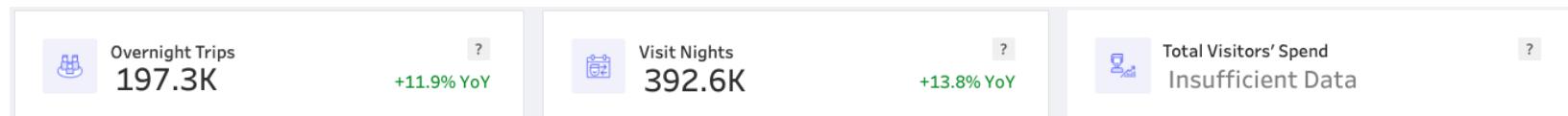
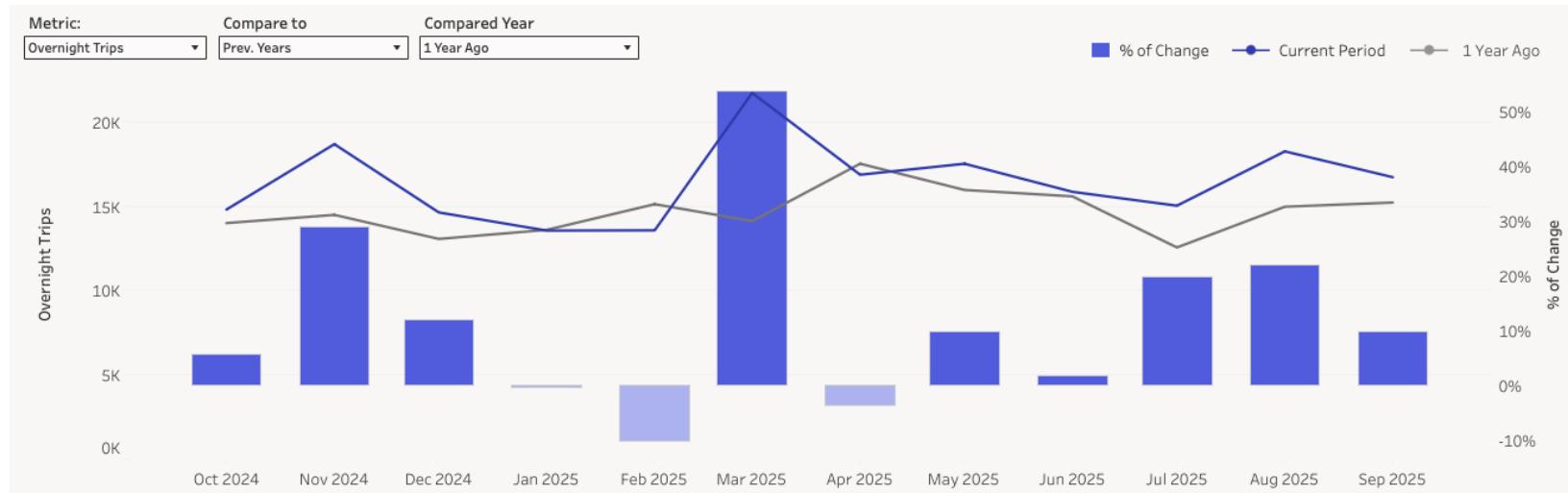
LAST 12 MONTHS  
BY METRO

CBSA	F	Overnight Trips	% Of Total	YoY % Change
		0K 20K 40K 60K 80K		
Billings, MT		65.5K	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-Arlington, TX		10.0K	1.11%	11.45%

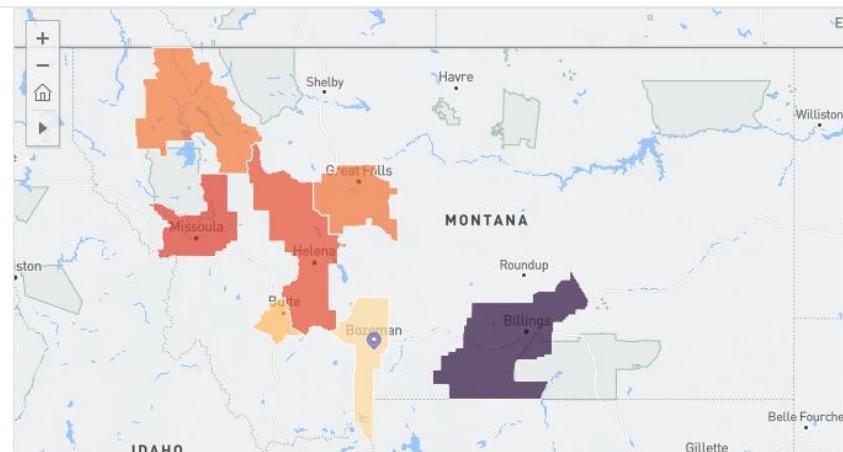


# IN-STATE OVERNIGHT TRIPS

## LAST 12 MONTHS



CBSA	Overnight Trips	% Of Total		YoY % Change
		0K	20K	40K
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

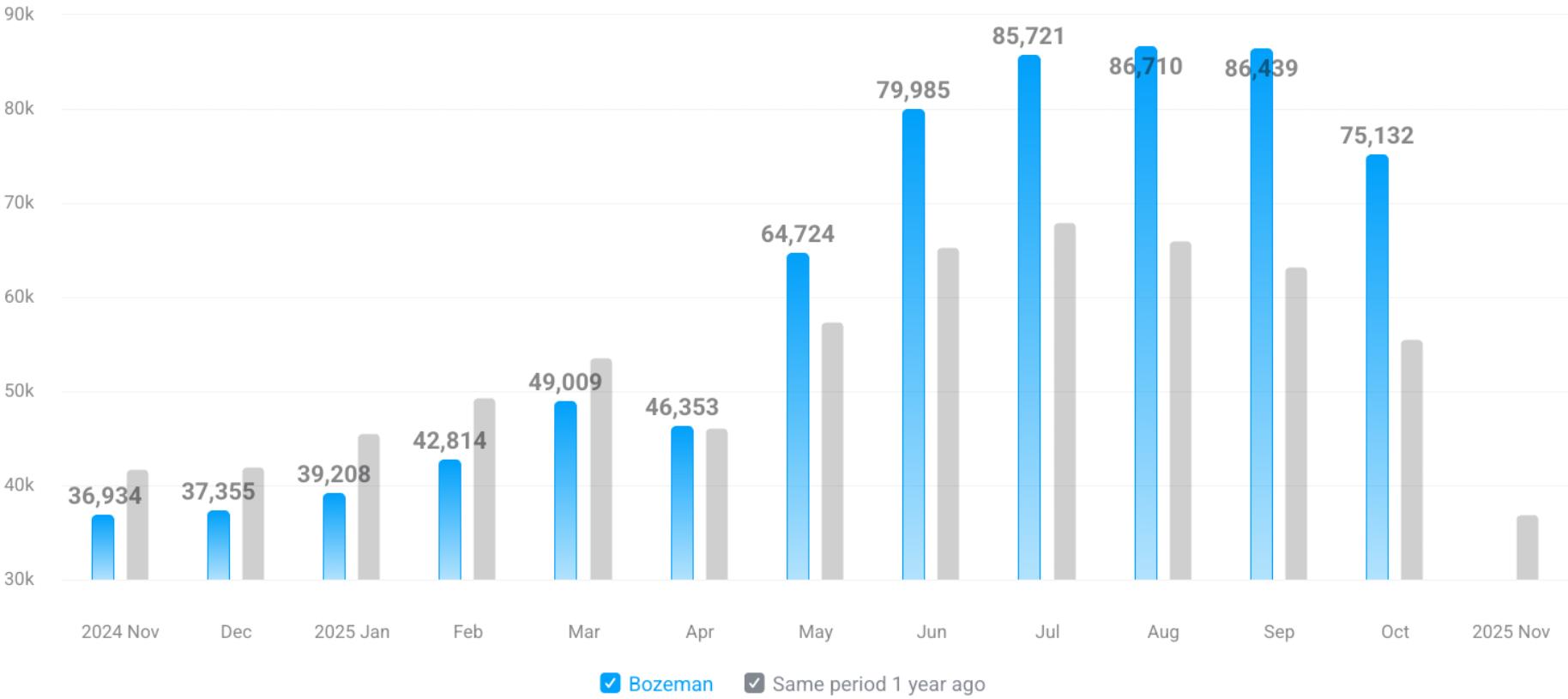


# LODGING DEMAND

## CO-STAR

Last 13 months (2024 Nov - 2025 Nov)

### HOTEL RESULTS - DEMAND

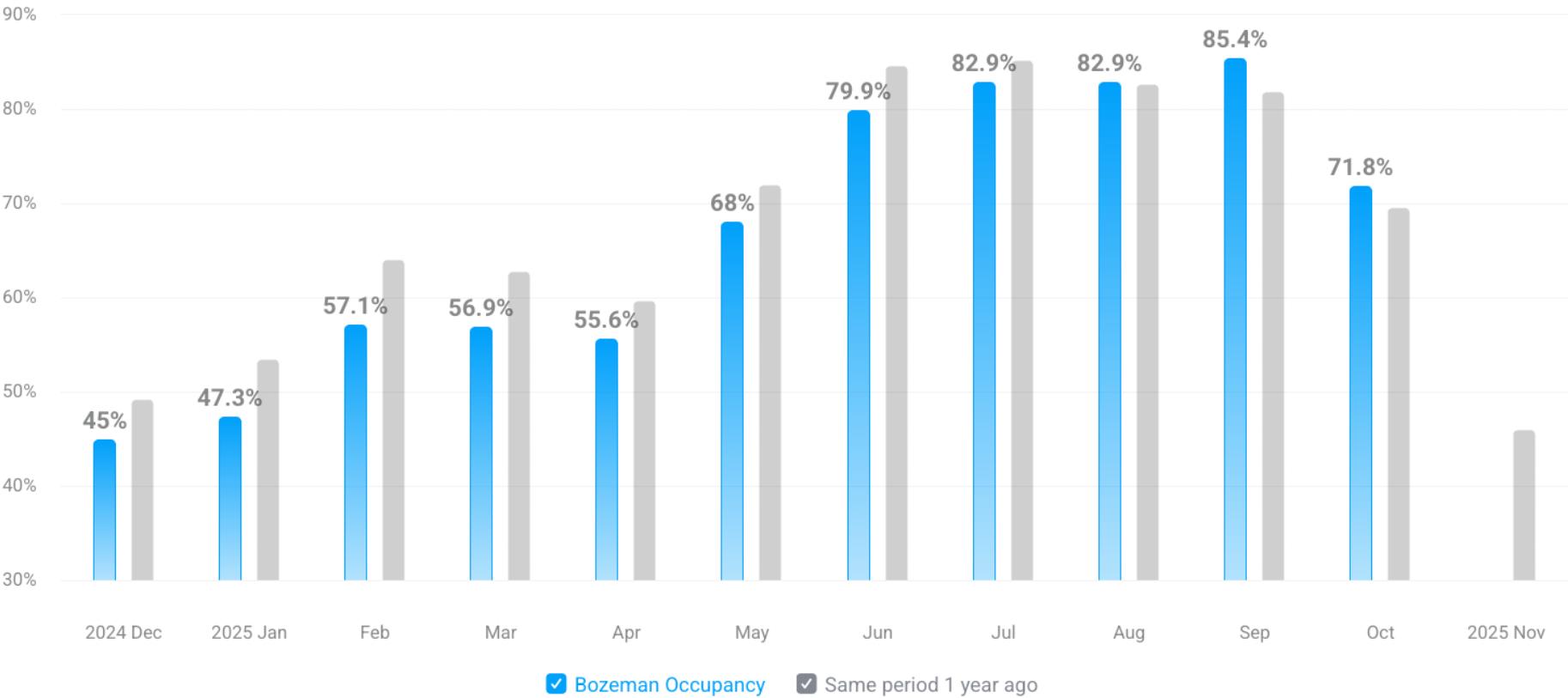


# BOZEMAN OCCUPANCY

## LAST 12 MONTHS

Last 12 months (2024 Dec - 2025 Nov)

### 12 MONTH BOZEMAN HOTELS - OCCUPANCY

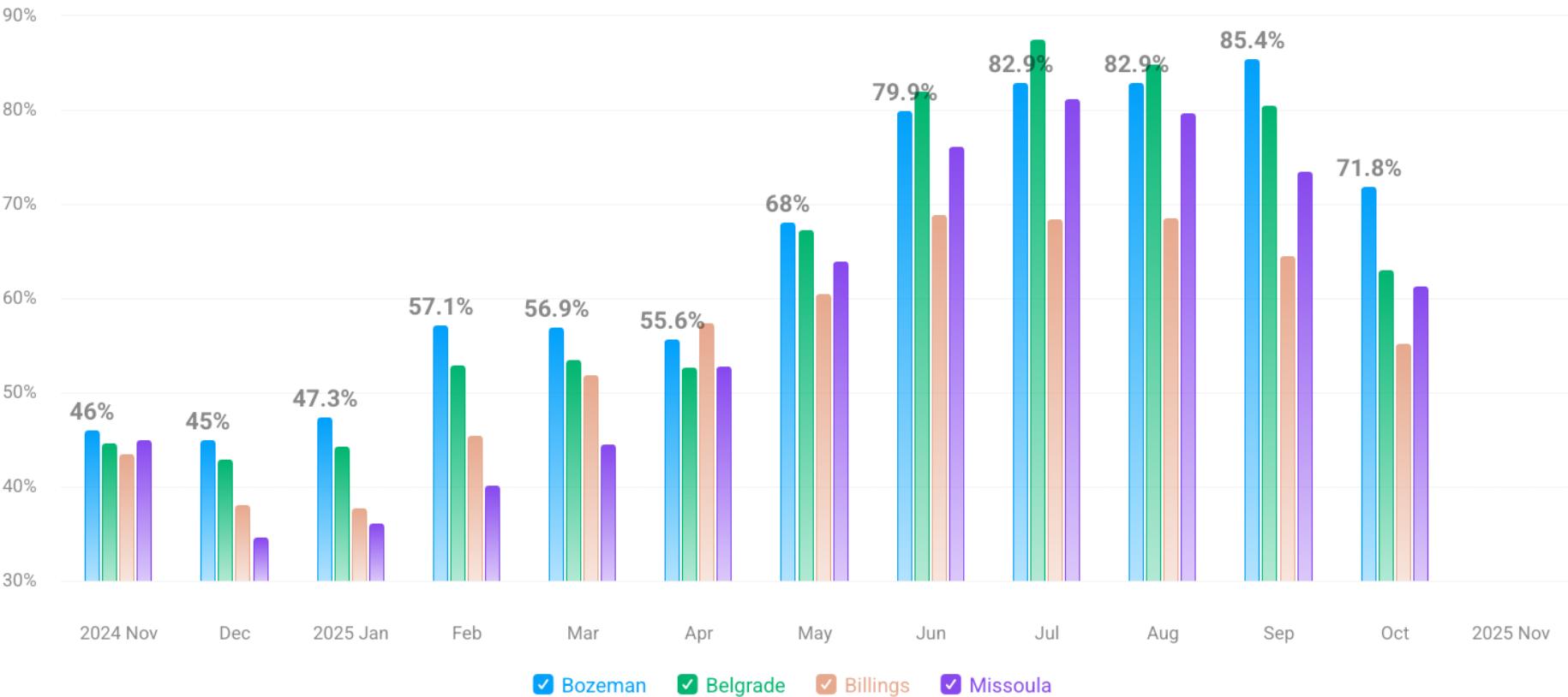


# HOTEL OCCUPANCY

## LAST 13 MONTHS

Last 13 months (2024 Nov - 2025 Nov)

### 13 MONTH HOTEL RESULTS - OCCUPANCY



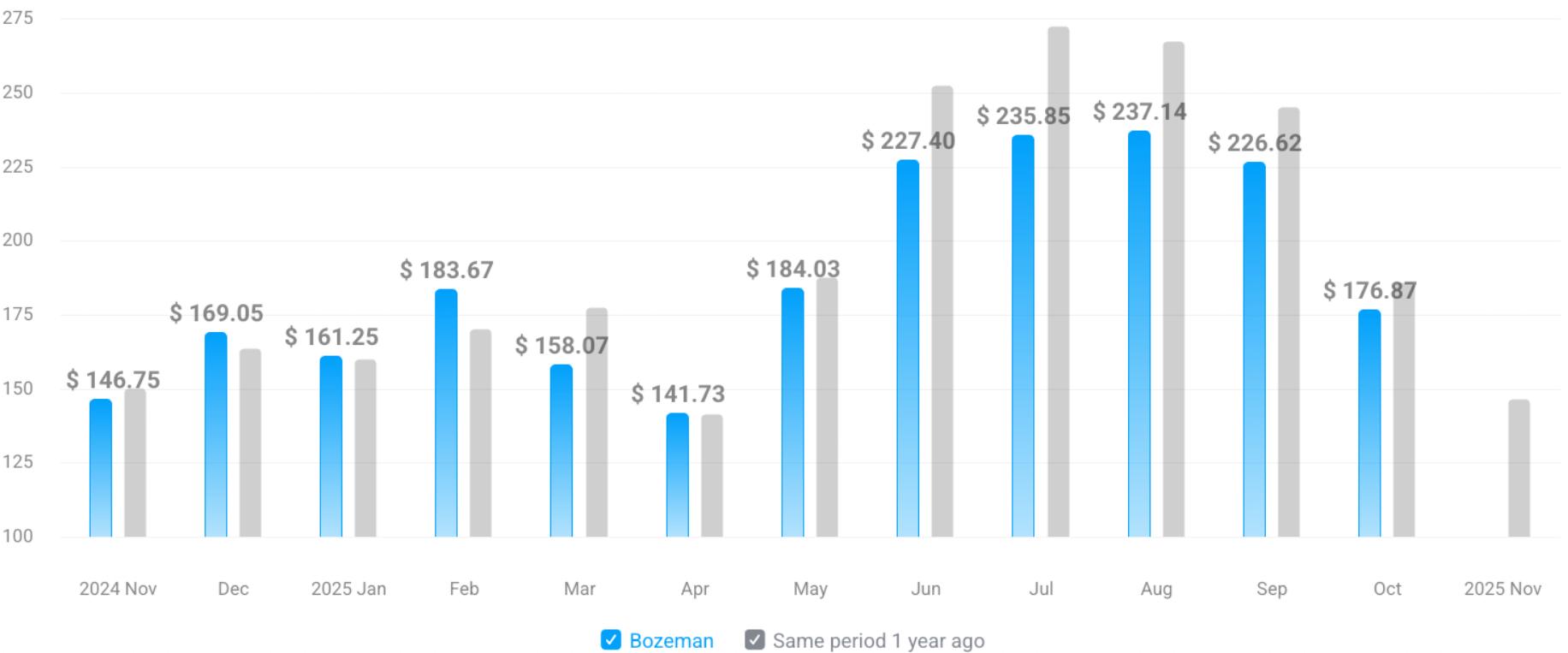
# HOTEL ADR

## LAST 13 MONTHS

Last 13 months (2024 Nov - 2025 Nov)



### 13 MONTH HOTEL RESULTS - ADR

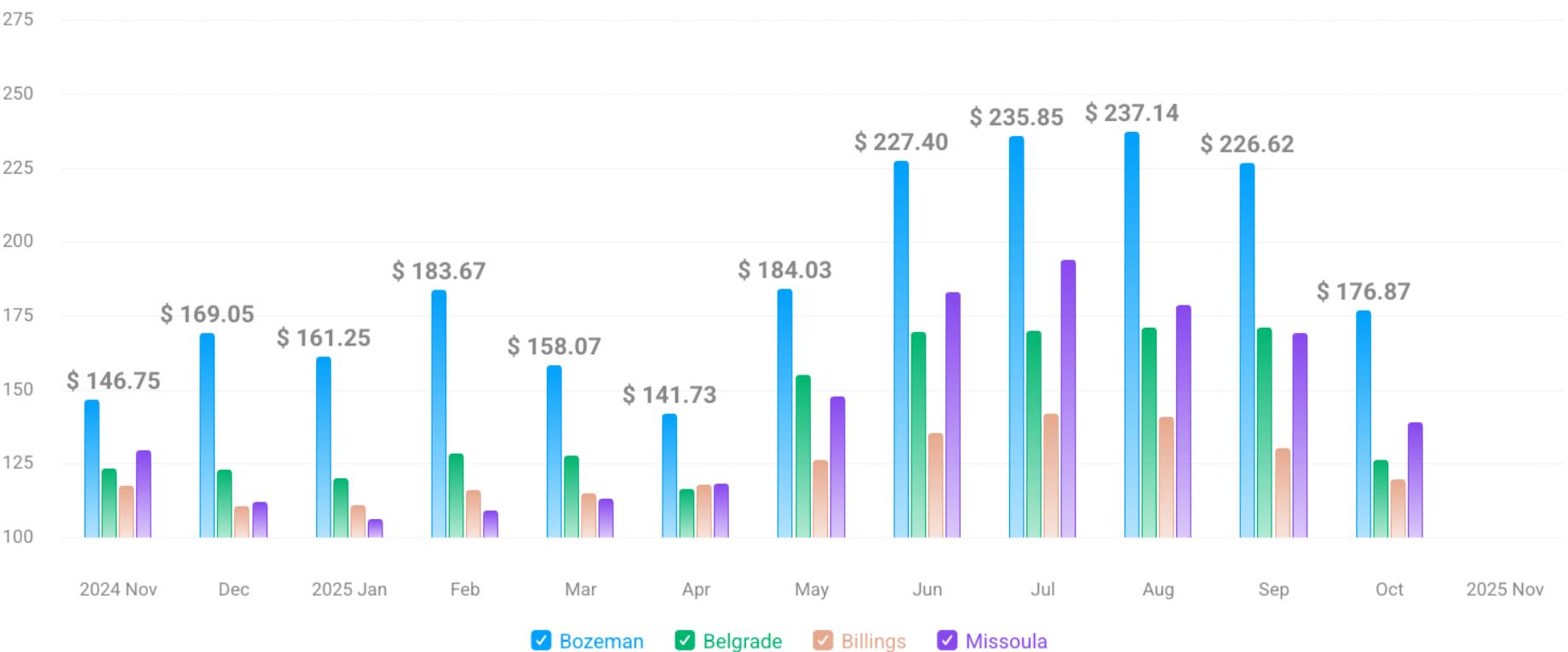


# HOTEL ADR

## LAST 13 MONTHS

Last 13 months (2024 Nov - 2025 Nov)

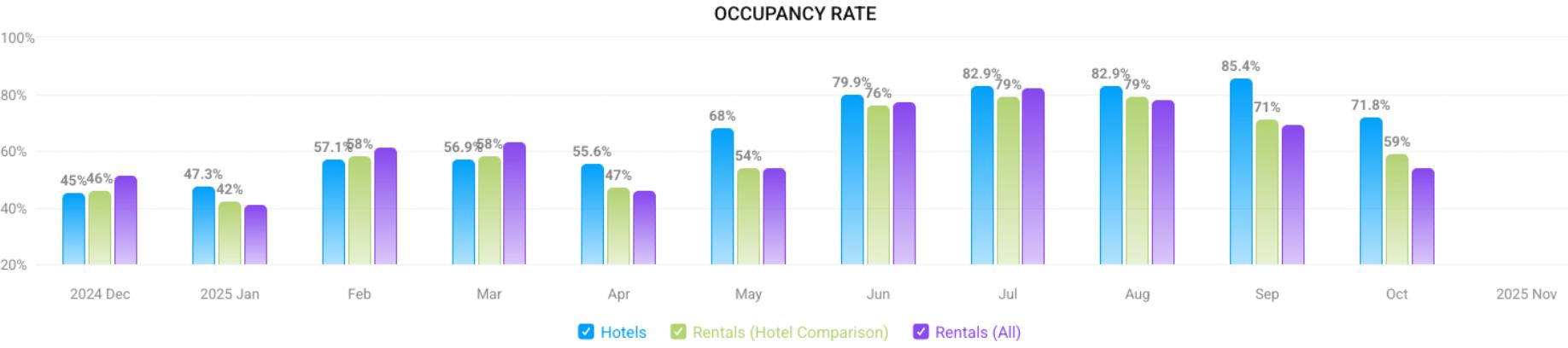
### 13 MONTH HOTEL RESULTS - ADR



# HOTELS vs. SHORT TERM RENTALS

## LAST 13 MONTHS

Last 12 months (2024 Dec - 2025 Nov)



Last 12 months (2024 Dec - 2025 Nov)

