



VISIT **BOZEMAN**

FY27 UPDATE

PRIME

JULY



FY26 MARKETING

PRIME

SUMMER CAMPAIGN

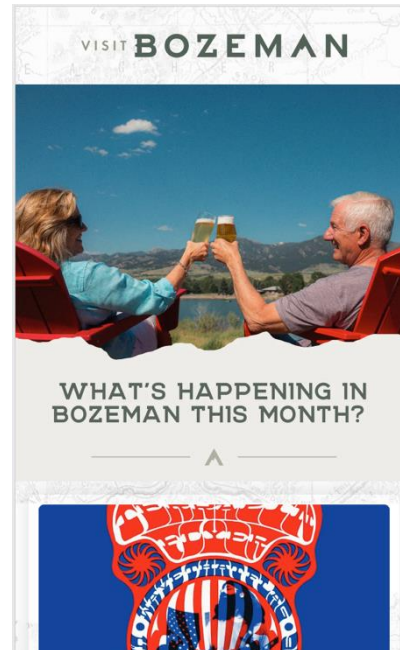
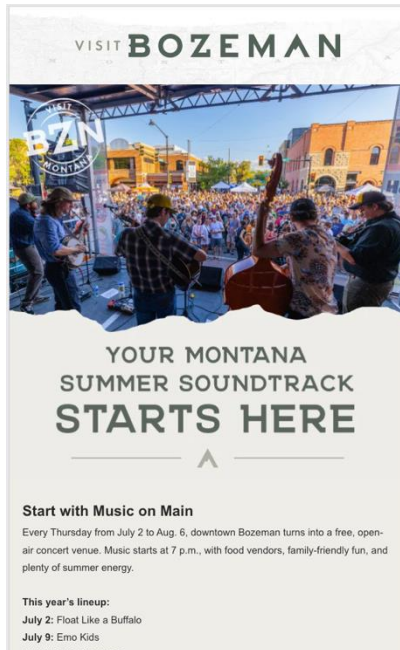
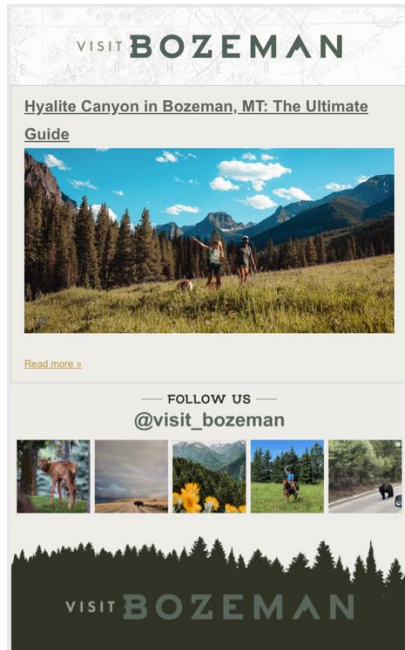


LATE MAR. – MID AUG.

- 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



LAST 90 DAYS – STATS

- 97K EMAILS SENT
- 18.75% OPEN RATE
- 15.92% CT RATE
- 44.5K TOTAL CONTACTS

OPENS ⓘ

17.3%

Good

Benchmark: 16%

CLICK-THROUGHS ⓘ

16.6%

Excellent

Benchmark: 7%

HARD BOUNCES ⓘ

0.13%

Very good

Benchmark: 0.25%

UNSUBSCRIBES ⓘ

0.77%

Poor

Benchmark: 0.35%

SPAM REPORTS ⓘ

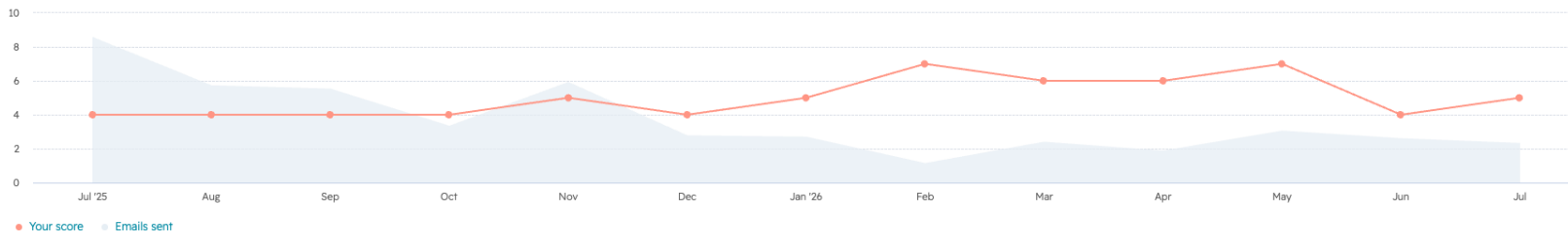
11

Poor

EMAILS SENT ⓘ

29.203K

Score over time

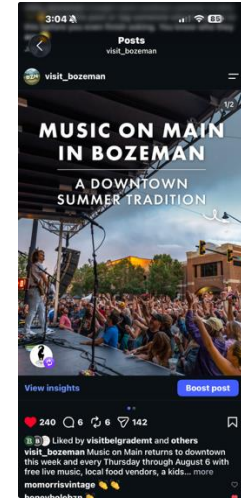
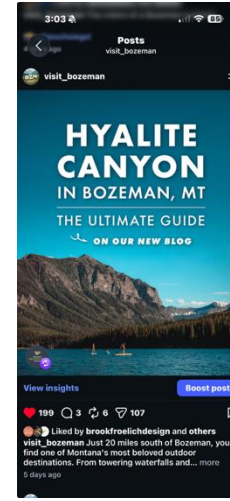


SOCIAL/VIDEO MARKETING

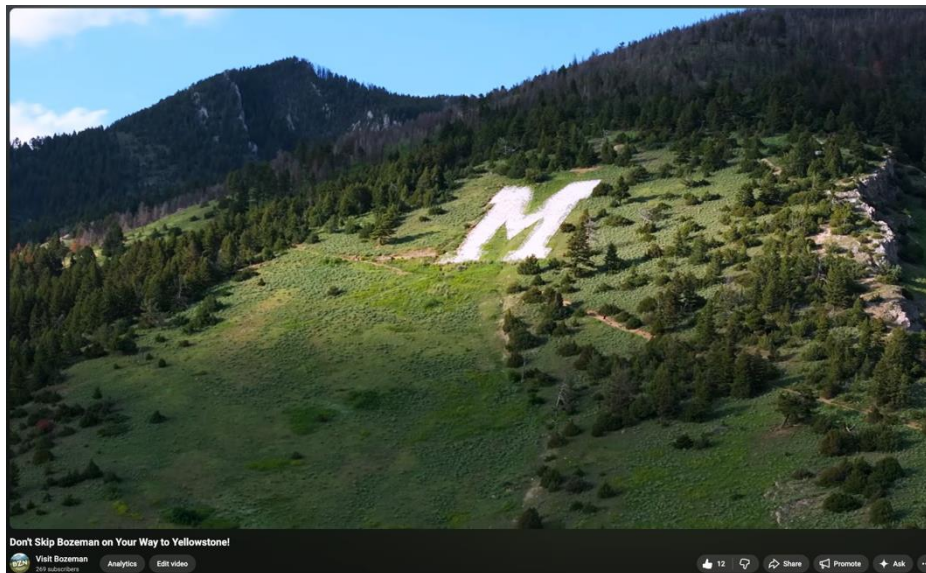
REELS



POSTS



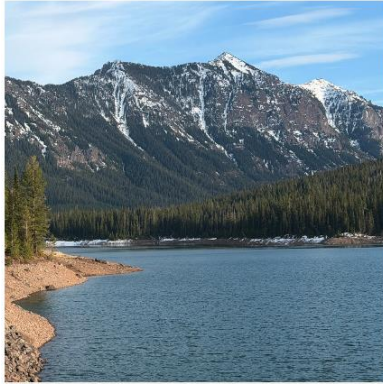
YOUTUBE



LAST 90 DAYS:

- 3.9M VIEWS/IMPRESSIONS
- 128K ENGAGEMENTS/INTERACTIONS
- VIDEO STORYTELLING PROJECTS
 - DON'T SKIP BOZEMAN ON YOUR WAY TO YELLOWSTONE
 - HISTORY OF BOZEMAN
 - WHAT IS A CHRISTMAS SPIDER
- FOLLOWERS
 - IG – 47K, FB – 78K

CONTENT MARKETING



Hyalite Canyon Hikes, From Easy to Epic

[Hiking](#)

Jun 24, 2026 9:59:59 AM



Montana Rodeos Near Bozeman This Summer (2026 Update)

[Events, Summer](#)

Jun 10, 2026 8:00:00 AM

Summer in Montana is rodeo season. Almost every town in the state has one – and each brings its own...



Where to See Bozeman Concerts This Summer

[Events, Summer, Nightlife, Culture](#)

Jun 3, 2026 10:00:00 AM

Bozeman's music scene is having a moment – and by moment, we mean it's going strong all summer...



Music on Main in Bozeman: A Downtown Summer Tradition

[Events, Summer, Culture](#)

May 28, 2026 10:00:00 AM

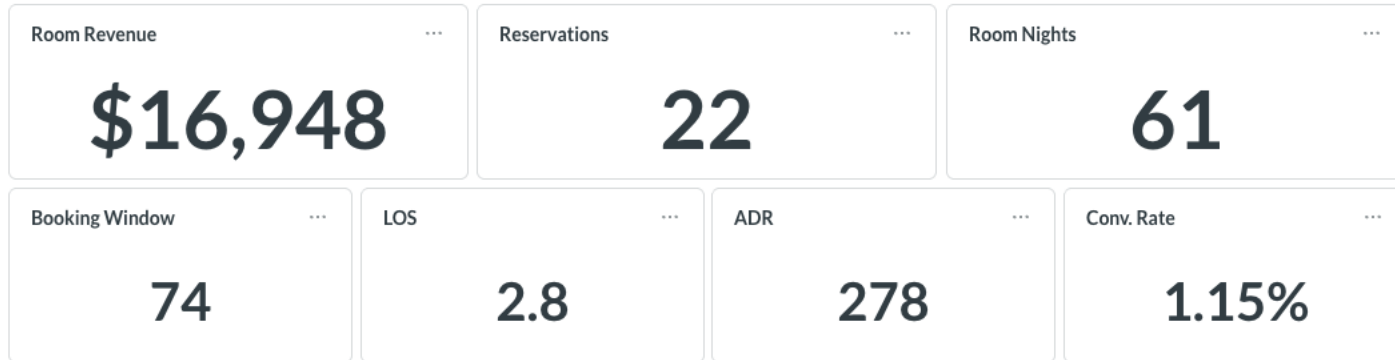
Each summer, locals and visitors gather downtown to celebrate sunshine, good music, and local food...

BLOG POST	VIEWS ↓
Where to Stay Near Yellowstone National Park ↗	4,058
The Market in Bozeman: A West Side Hub ↗	2,635
Montana Rodeos Near Bozeman This Summer (2026 Up...	1,956
9 Places to Go Horseback Riding in Bozeman ↗	1,856
How Far Is Bozeman from Yellowstone National Park? ↗	1,552
New Restaurants in Bozeman - Spring 2026 Update ↗	1,391
Plan the Perfect Day Trip from Bozeman to Yellowstone ...	1,351
Music on Main in Bozeman: A Downtown Summer Tradit...	1,260
Visiting Montana for the First Time: What You Need to K...	1,072
6 Amazing Swimming Holes Near Bozeman, Montana ↗	967

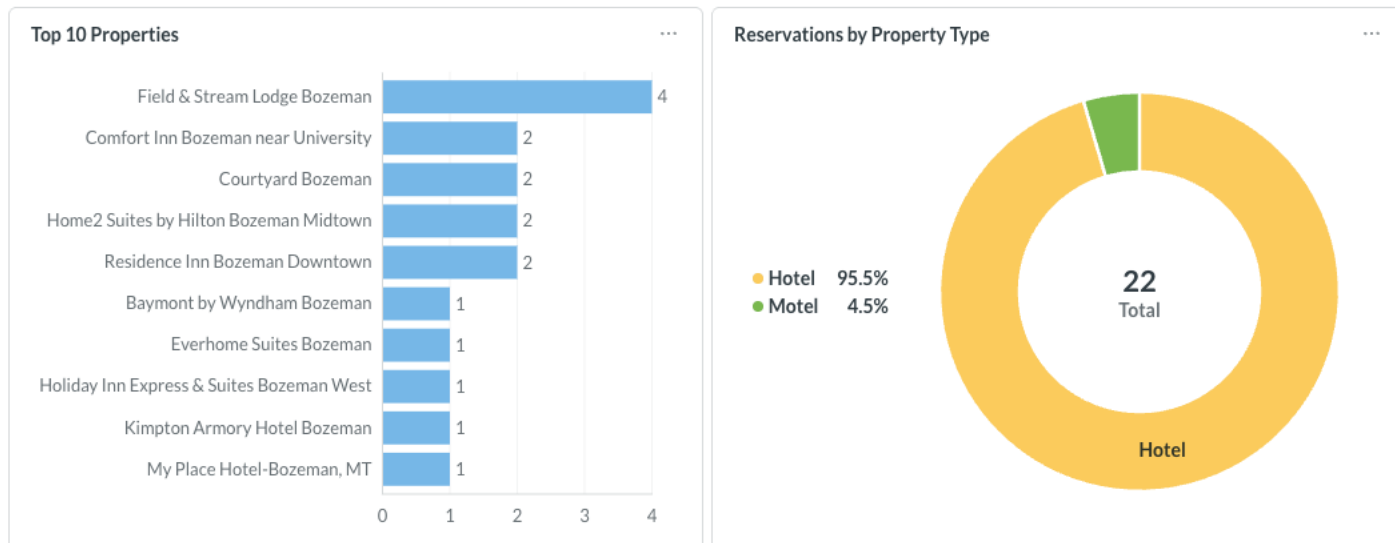
RIPE BOOKING RESULTS

LAST 90 DAYS

Key Metrics



Property Summary



RIPE BOOKING RESULTS

LAST 90 DAYS

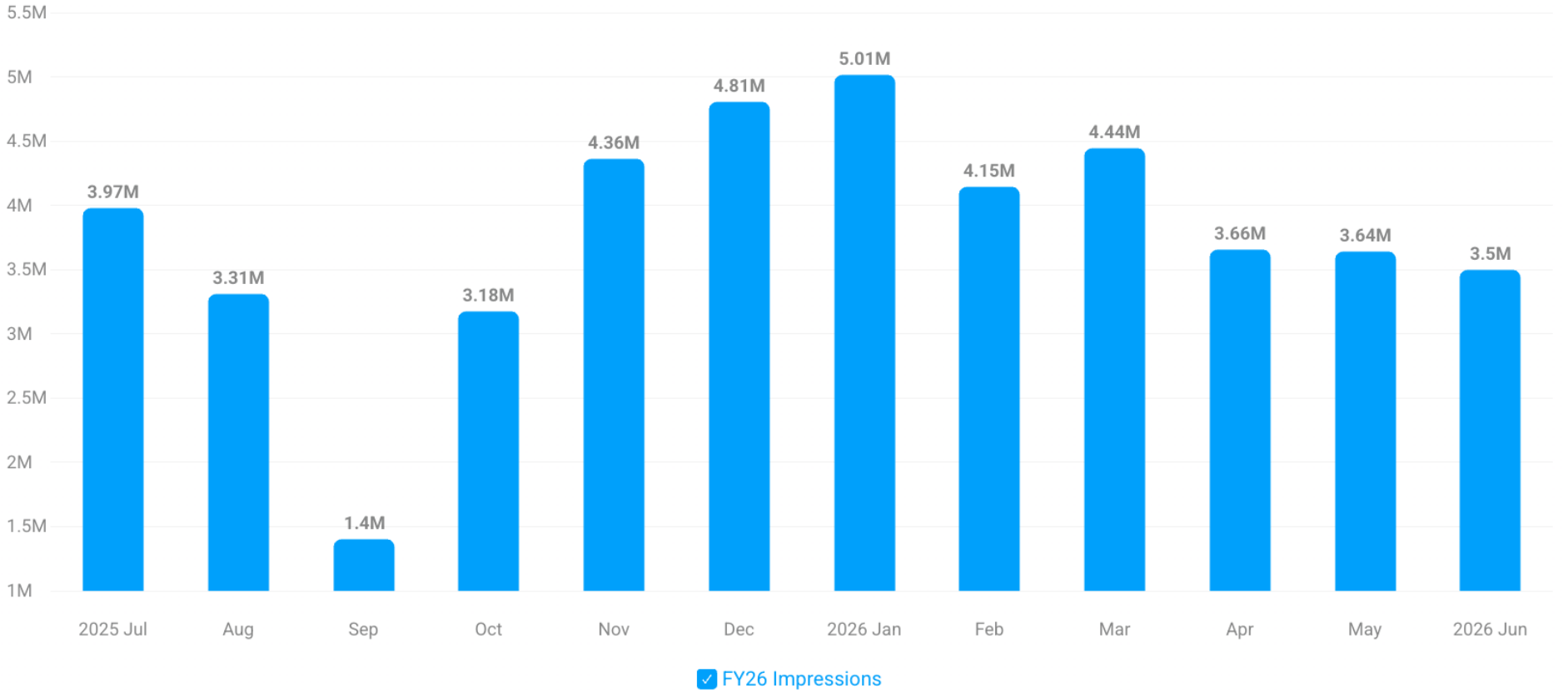
Geography



MARKETING REACH

Last 12 months (2025 Jul - 2026 Jun)

FY26 Impressions

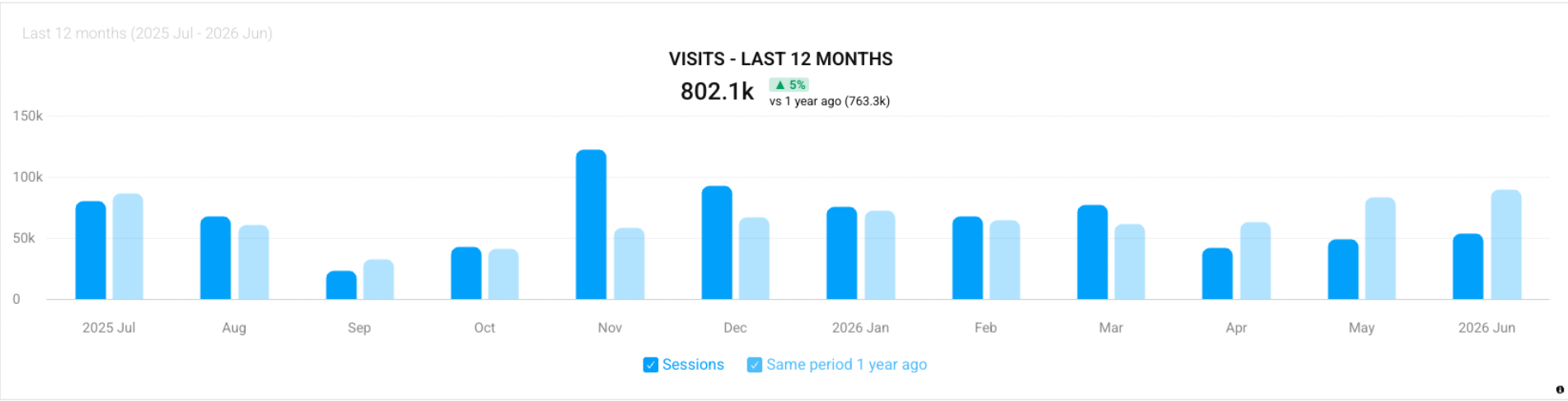




WEBSITE TRAFFIC RESULTS

PRIME

WEBSITE TRAFFIC



PAGE VIEWS

Last 12 months (Jul 1, 2025 - Jun 30, 2026)

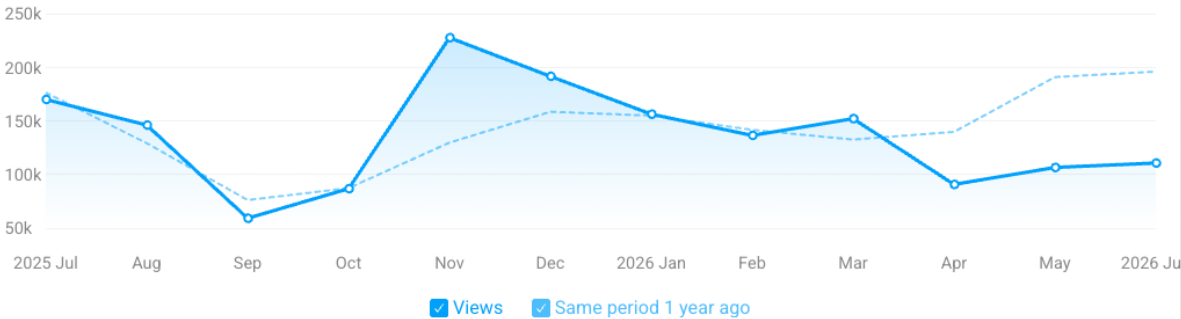
TOP PAGES

Metric	Value	vs 1Y ago
Winter in Bozeman, MT	210.1k	▲ 42%
Summer in Bozeman, MT	104k	▼ 15%
3 Ways to Explore Yellowstone in the Winter	97,865	▲ 1,137%
Visiting Montana for the First Time: What You Need to Know	78,515	▲ 3,268%
Where to Stay Near Yellowstone National Park	65,453	▲ 57%
Play in Bozeman - Bozeman CVB	59,821	▲ 39%
Visit Bozeman, Convention and Visitors Bureau - Bozeman CVB	57,989	▼ 46%
The Bozeman Travel & Relocation Guide	50,936	▲ 104%

Last 12 months (2025 Jul - 2026 Jun)

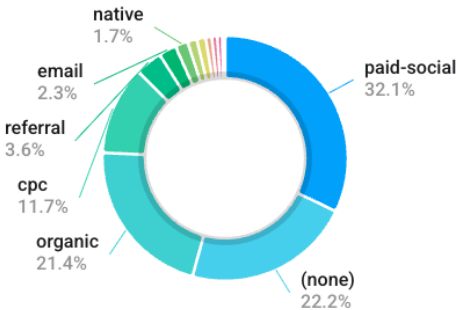
PAGE VIEWS - LAST 12 MONTHS

1.63M ▼ 5%
vs 1 year ago (1.71M)



Last 12 months (Jul 1, 2025 - Jun 30, 2026)

PAGE VIEWS BY MEDIUM



WEBSITE VISITOR ORIGINATION

LAST 12 MONTHS

Last 12 months (Jul 1, 2025 - Jun 30, 2026)

Visitors by State

Metric	Value	vs 1Y ago
California	55,516	▼ 22%
Montana	44,898	▼ 21%
Texas	44,080	▼ 42%
Colorado	38,568	▼ 12%
Washington	34,995	▲ 10%
New York	29,033	▼ 13%
Illinois	23,485	▼ 22%
Arizona	21,307	▼ 13%
Florida	20,644	▼ 48%

Last 12 months (Jul 1, 2025 - Jun 30, 2026)

Visitors by Metro

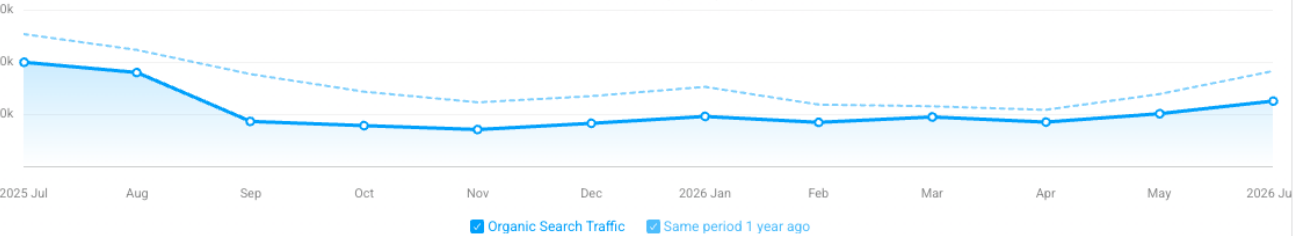
Dimension	Visitors by City	vs 1Y ago
(not set)	38,470	▼ 19%
Denver	18,757	▼ 14%
New York	17,653	▼ 26%
Seattle	15,575	▼ 12%
Bozeman	15,104	▼ 14%
Chicago	13,059	▼ 37%
Los Angeles	11,057	▼ 32%
Phoenix	9,065	▼ 31%
Dallas	7,246	▼ 62%

ORGANIC SEARCH TRAFFIC

Last 12 months (2025 Jul - 2026 Jun)

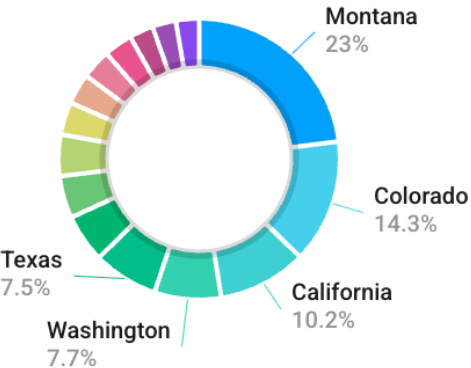
ORGANIC SEARCH TRAFFIC - LAST 12 MONTHS

124.6k ▼ 31%
vs 1 year ago (181.7k)



Last 12 months (Jul 1, 2025 - Jun 30, 2026)

SEARCH VISITORS BY STATE



Last 12 months (Jul 1, 2025 - Jun 30, 2026)

SEARCH RESULT IMPRESSIONS

2.8M

▼ 70% vs 1 year ago (9.26M)

Last 12 months (Jul 1, 2025 - Jun 30, 2026)

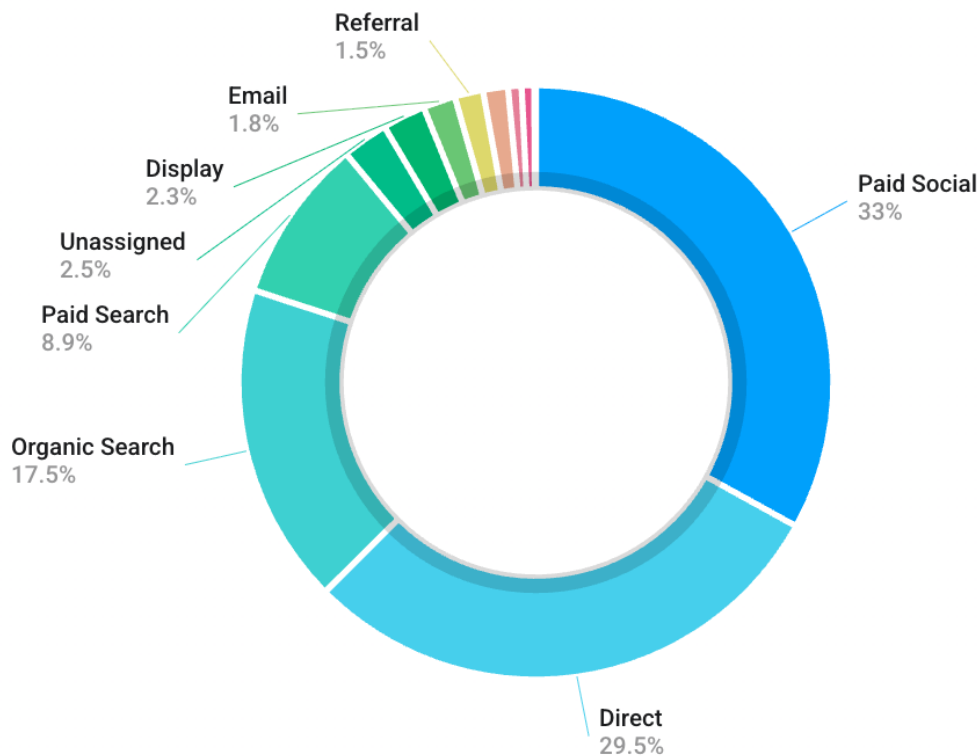
SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	42,701	▼ 27%
/	9,969	▼ 6%
/blog/explorin g-the-market- at-ferguson-...	8,260	▲ 78%
/blog/plan- the-perfect- day-trip-to-...	3,953	▼ 54%
/restaurants- in-bozeman	3,489	▼ 29%
/itinerary/hike s-bozeman	3,282	▲ 1,901%
/blog/the- best- montana-...	3,180	▲ 89%
/blog/first- timers-guide-	2,071	▲ 100%

TRAFFIC SOURCES

Last 12 months (Jul 1, 2025 - Jun 30, 2026)

VISITORS BY SOURCE



Last 12 months (Jul 1, 2025 - Jun 30, 2026)

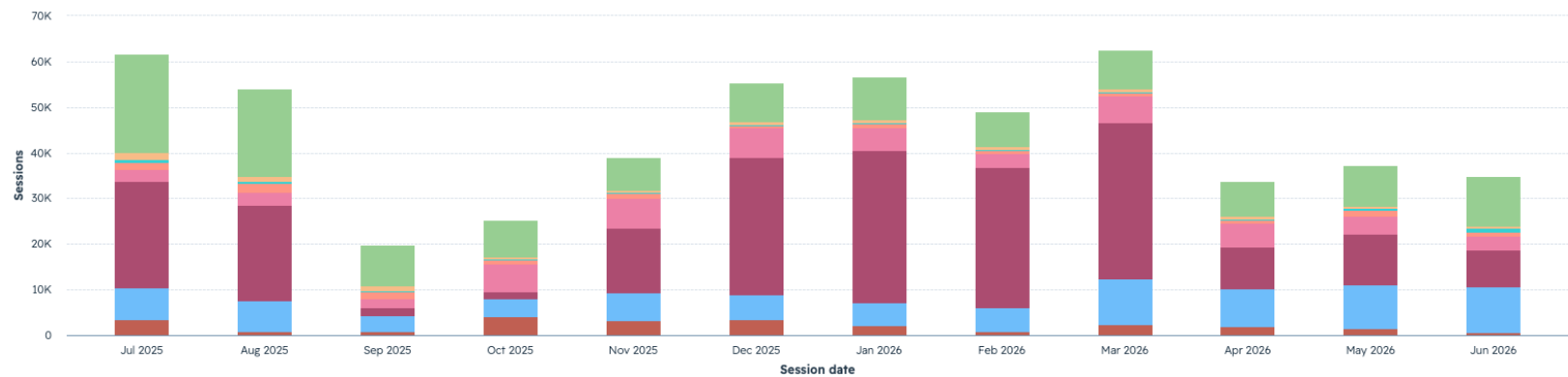
VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	235.3k	▼ 16%
Direct	210.1k	▲ 374%
Organic Search	124.6k	▼ 31%
Paid Search	63,646	▲ 19%
Unassigned	17,889	▼ 34%
Display	16,670	▼ 46%
Email	12,577	▼ 39%
Referral	10,954	▼ 8%
Organic Social	9,660	▲ 137%
Cross-network	5,268	▲ 3,299%
Paid Other	4,853	▲ 16%

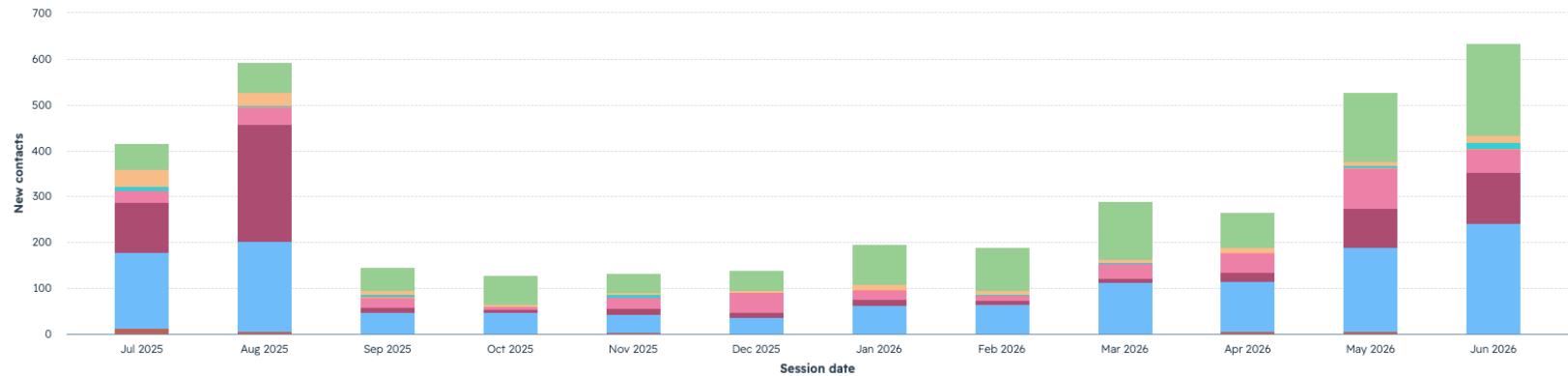
TRAFFIC & CONTACT TRENDS

LAST 12 MONTHS

TRAFFIC



CONTACTS

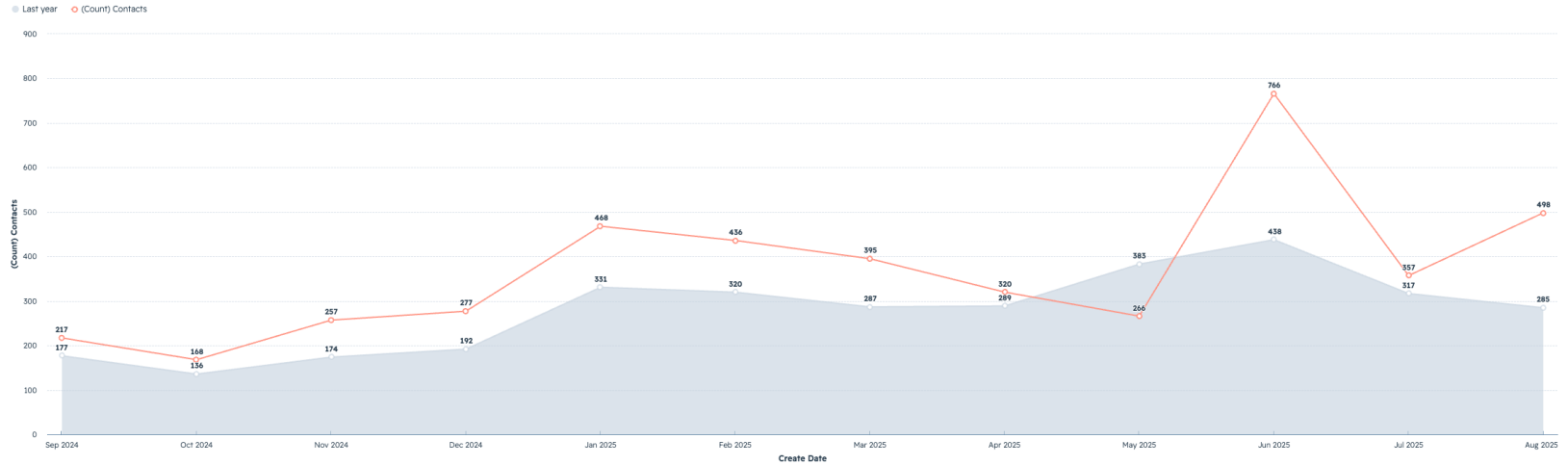


ORGANIC REFERRAL SOCIAL EMAIL PAID SEARCH PAID SOCIAL DIRECT DISPLAY



CONTACT INSIGHTS

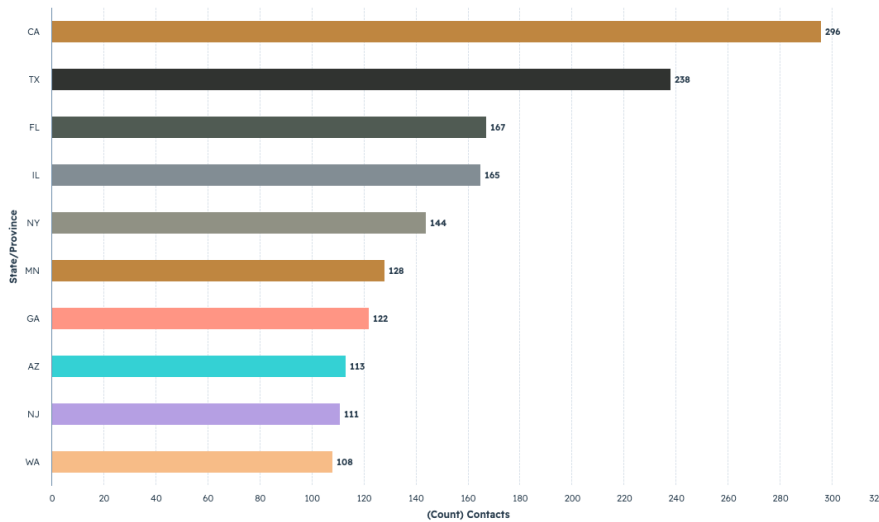
LAST 12 MONTHS



Travel/Relo Contacts by State

LIMITED DATA IN THE LAST 365 DAYS FILTERS (1)

CA TX FL IL NY MN GA AZ NJ WA

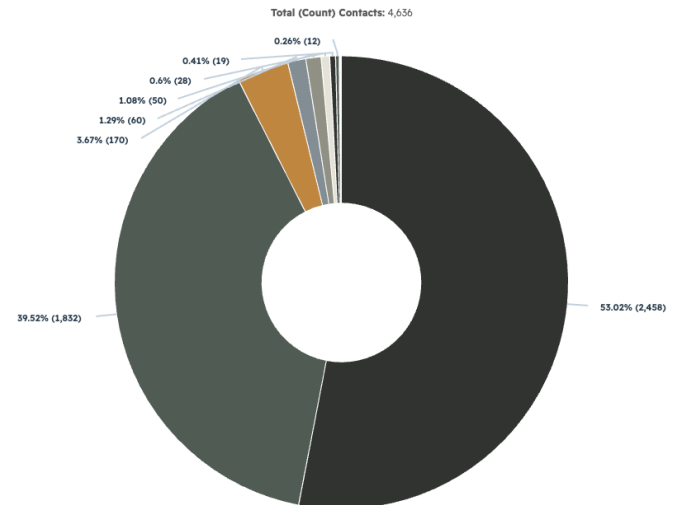


Travel Form Submission

FROM 7/1/2024 TO 6/30/2025 FILTERS (1)

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

1/3



PRIME

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 features rugged, dark mountain peaks under a dark sky with a few small, white clouds. The overall tone is somber and mysterious.

VISITATION INTELLIGENCE

PRIME

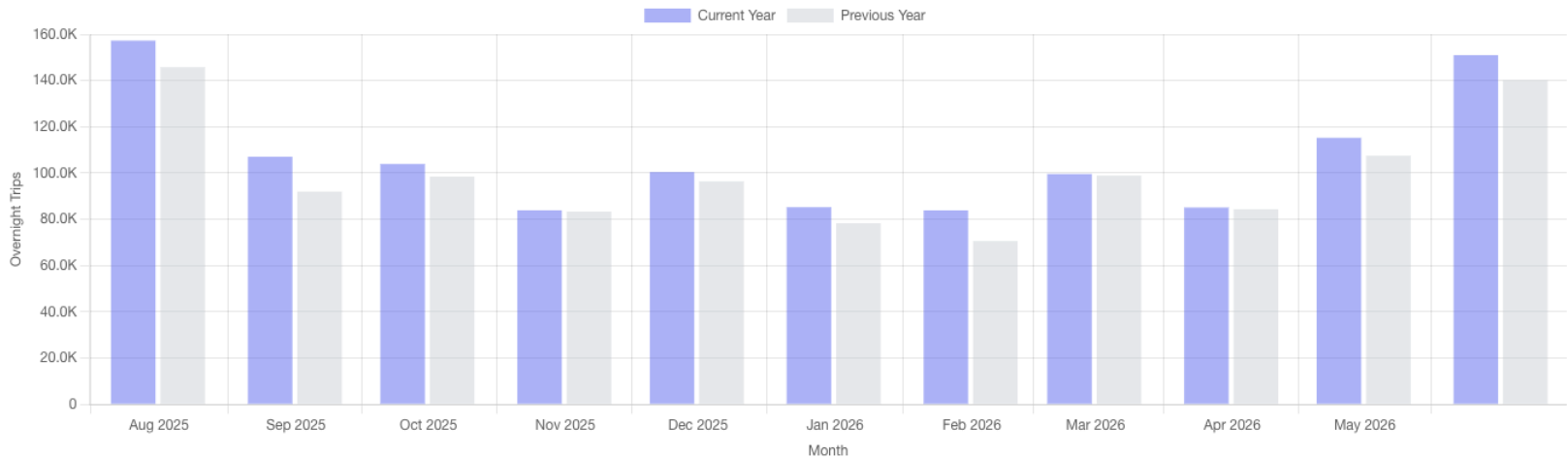
NATIONAL OVERNIGHT TRIPS

LAST 12 MONTHS – THROUGH JUNE

Trend Analysis ⓘ

Visualize metrics over time with flexible intervals

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



Overview Report Dates
July 2025 - June 2026

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

Total Trips ↑ YoY +5.0% 1.8M vs. 1.7M prev. year (Jul '24 - Jun '25)	Avg. Monthly Visitors ↑ YoY +9.6% 127.2K vs. 116.1K prev. year (Jul '24 - Jun '25)	Visit Nights ↑ YoY +3.9% 2.7M vs. 2.6M prev. year (Jul '24 - Jun '25)	Total Visitor Spend ⓘ ↑ YoY +3.9% \$161.3M vs. \$155.2M up from (Jul '24 - Jun '25)
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*DATA SOURCE: PLACER.AI

PRIME

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	92,716	6,413	173,517	2.9 days	 View
Helena, MT	57,827	3,579	108,393	2.9 days	 View
Seattle-Tacoma-Bellevue, WA	53,701	4,551	123,434	3.3 days	 View
Denver-Aurora-Centennial, CO	42,083	3,435	110,477	3.6 days	 View
Missoula, MT	42,018	3,109	83,950	3.0 days	 View
Great Falls, MT	35,372	2,485	71,586	3.0 days	 View
Kalispell, MT	34,891	2,609	78,185	3.2 days	 View
Minneapolis-St. Paul-Bloomington, MN-WI	28,291	2,418	68,568	3.4 days	 View
Los Angeles-Long Beach-Anaheim, CA	24,948	2,106	62,145	3.5 days	 View

LODGING DATA

PRIME

BOZEMAN/BELGRADE HOTEL ROOMS

DATA THROUGH JUNE

Last 10 years (2017 - 2026)

Bozeman Hotel Room Inventory



0

Jul 5, 2025 - Jul 4, 2026 (rolling)

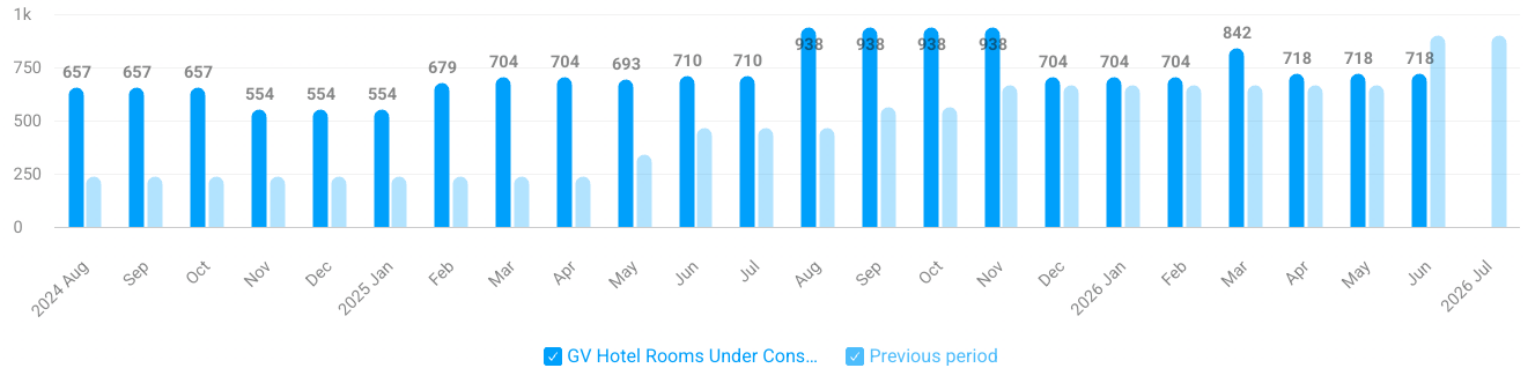
New Rooms in the Last 12 Months

358

0

Last 24 months (2024 Aug - 2026 Jul)

Gallatin Valley Hotel Rooms Under Construction



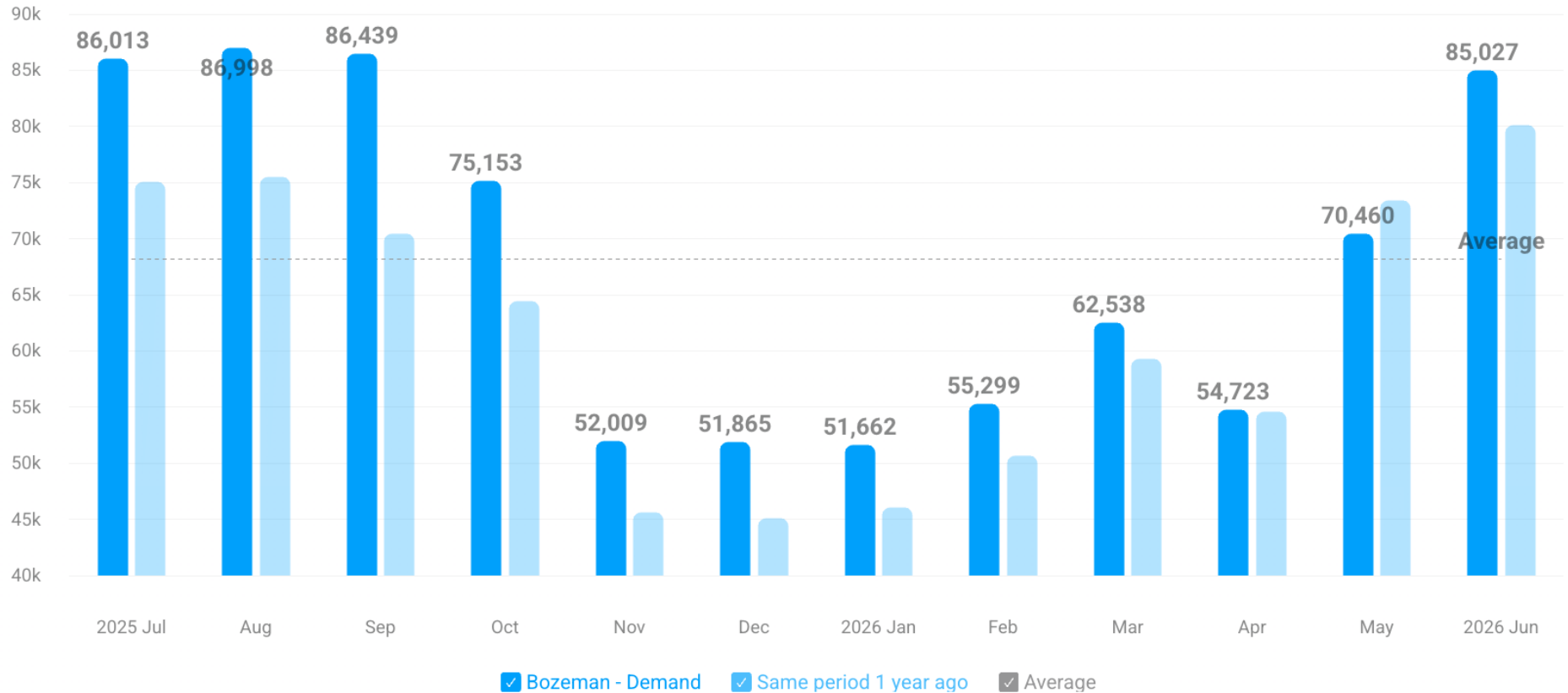
0

LODGING DEMAND

CO-STAR

Last 12 months (2025 Jul - 2026 Jun)

12 MONTH HOTEL - DEMAND

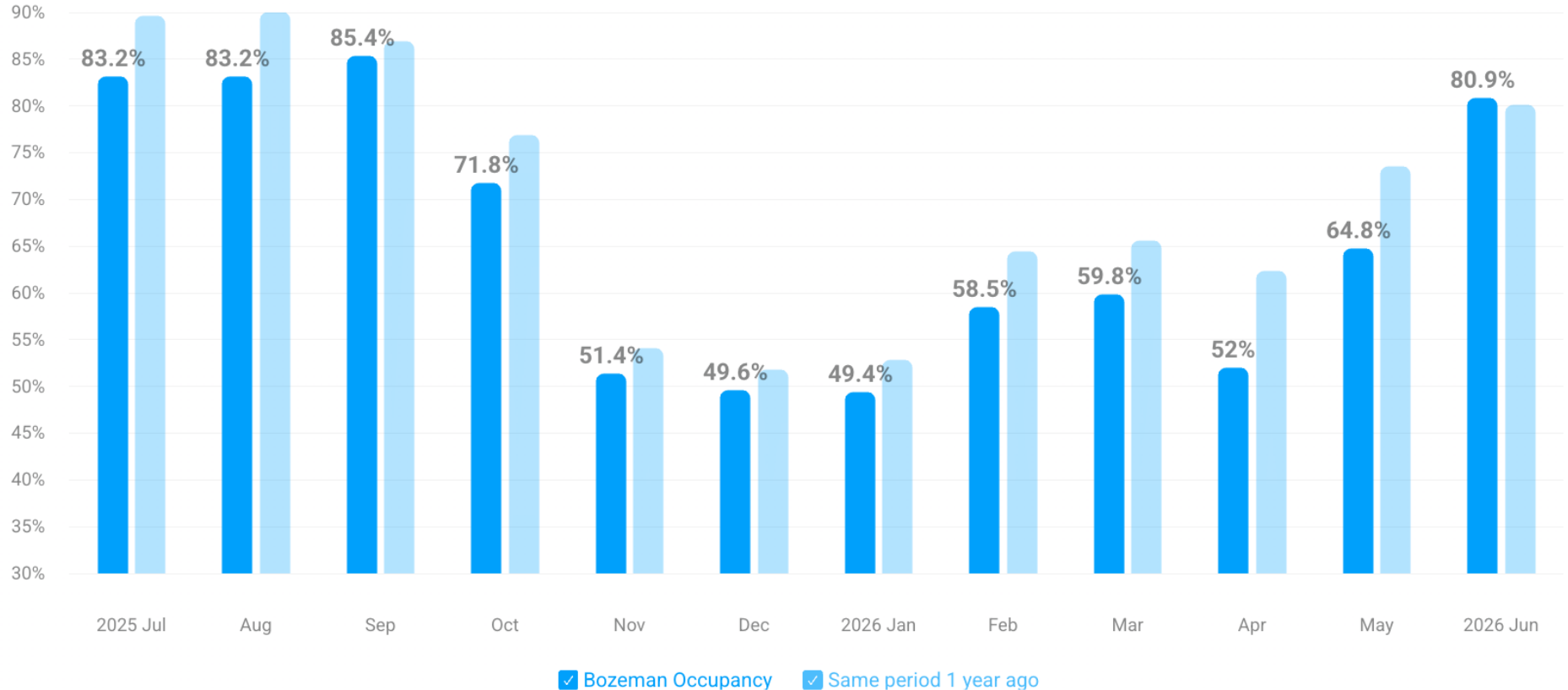


BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 12 months (2025 Jul - 2026 Jun)

12 MONTH HOTELS - OCCUPANCY

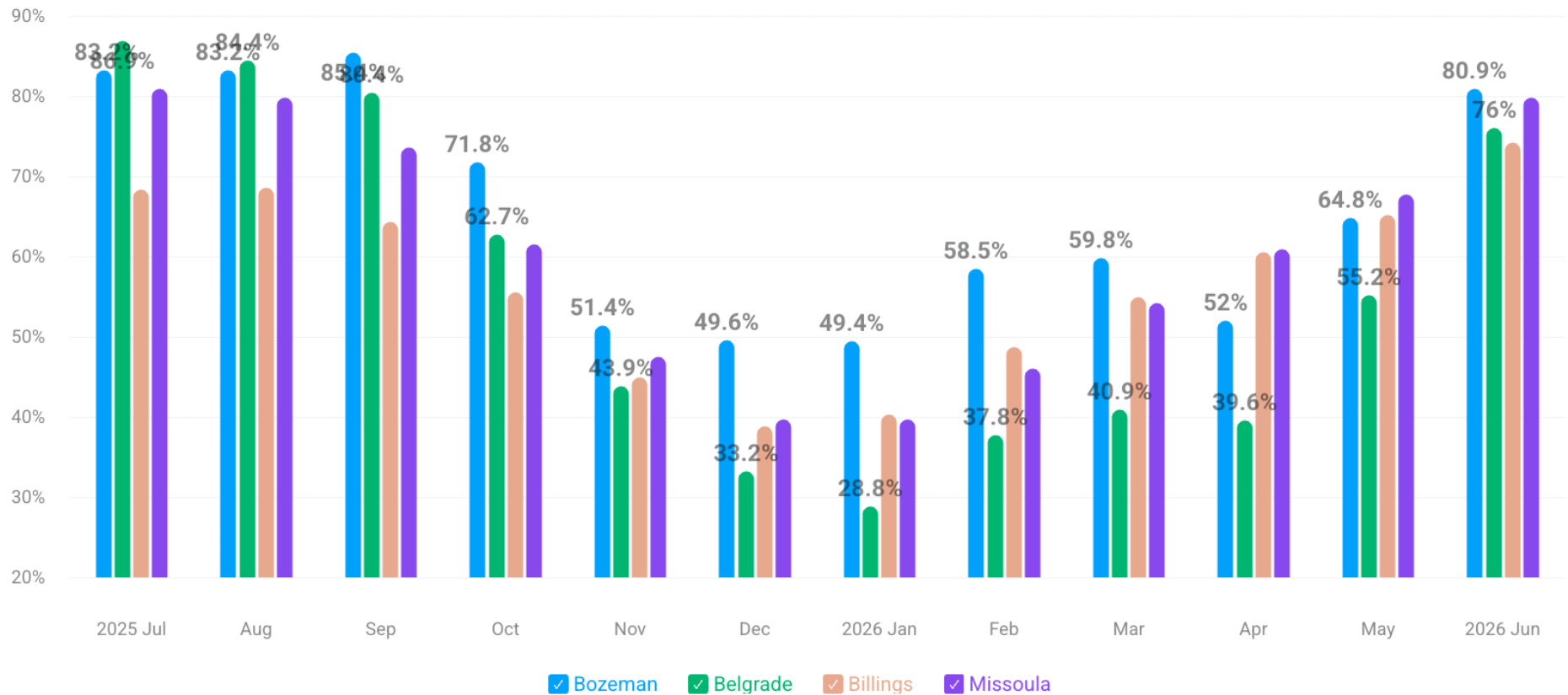


HOTEL OCCUPANCY

LAST 12 MONTHS

Last 12 months (2025 Jul - 2026 Jun)

12 MONTH - OCCUPANCY

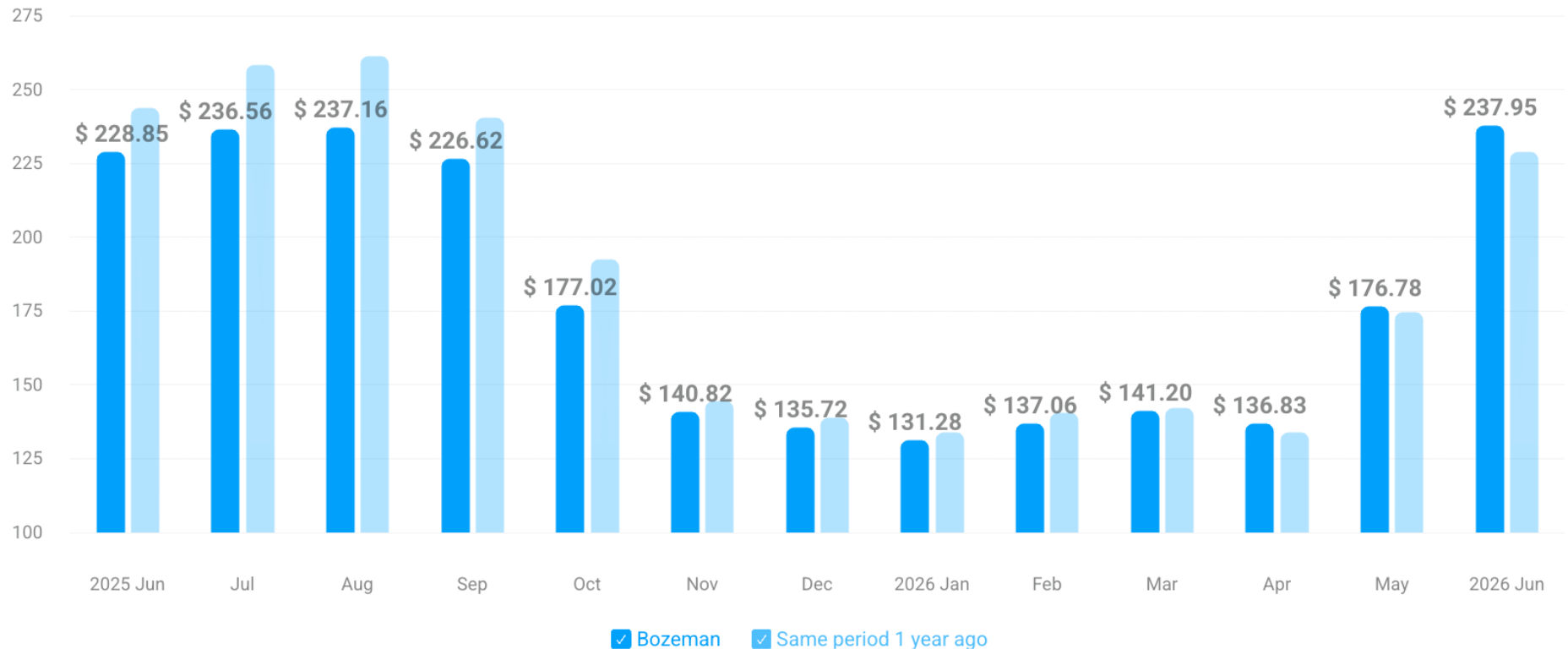


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2025 Jun - 2026 Jun)

13 MONTH HOTEL RESULTS - ADR

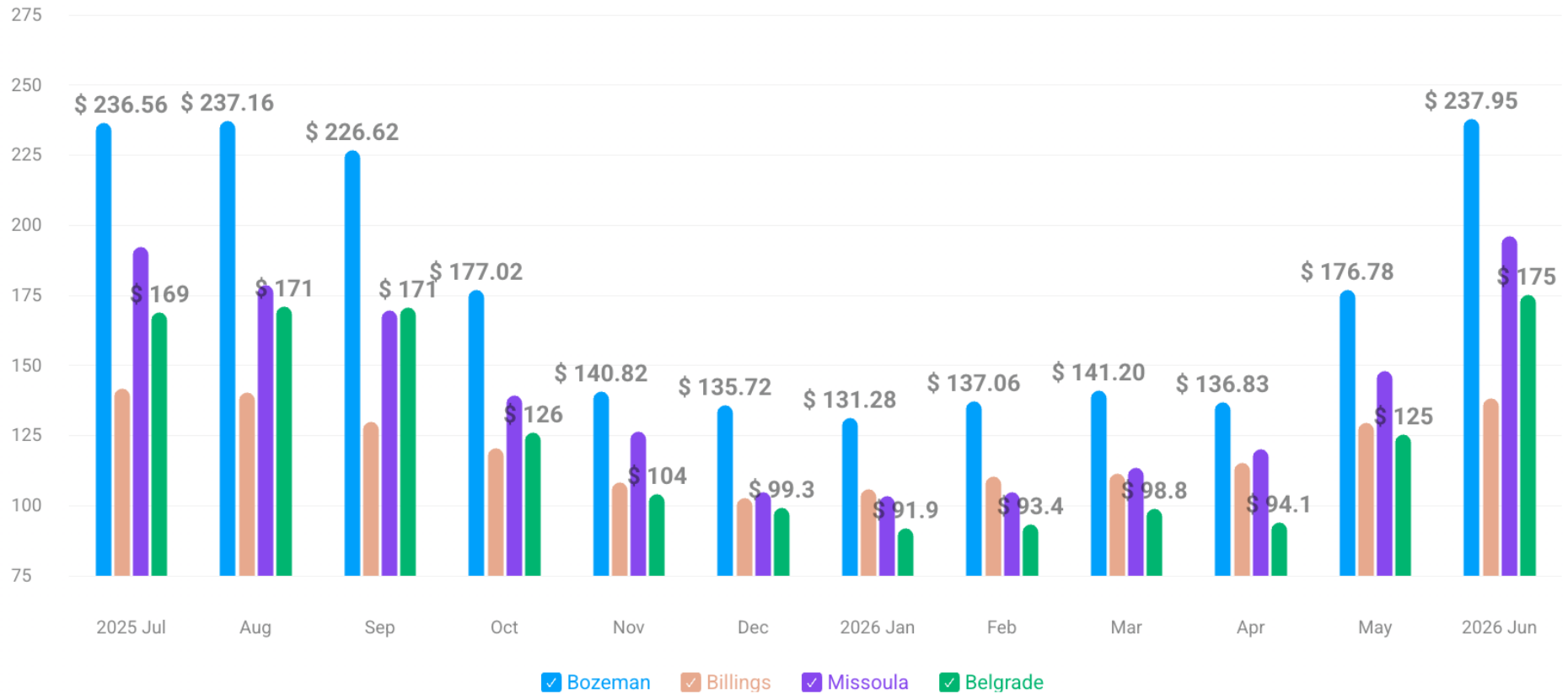


HOTEL ADR

LAST 12 MONTHS

Last 12 months (2025 Jul - 2026 Jun)

12 MONTH HOTEL RESULTS - ADR

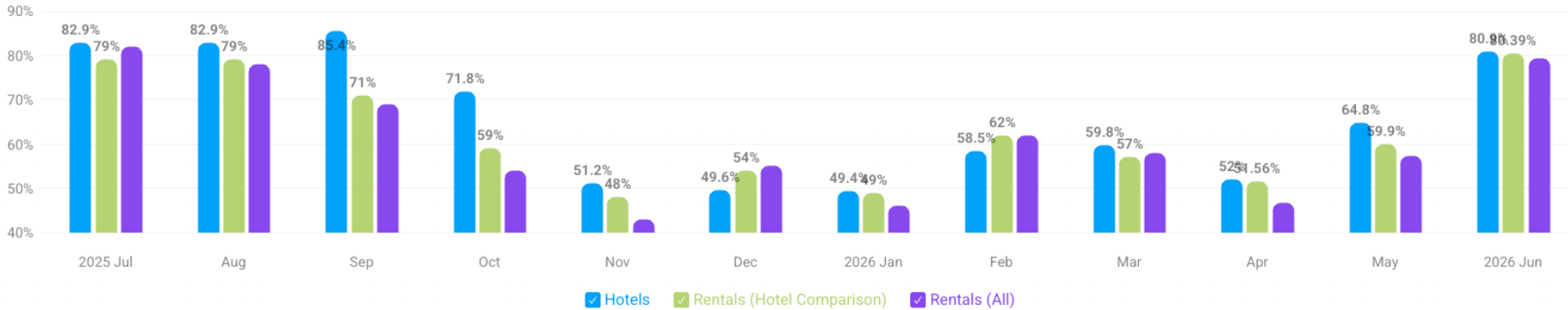


HOTELS vs. SHORT TERM RENTALS

LAST 12 MONTHS

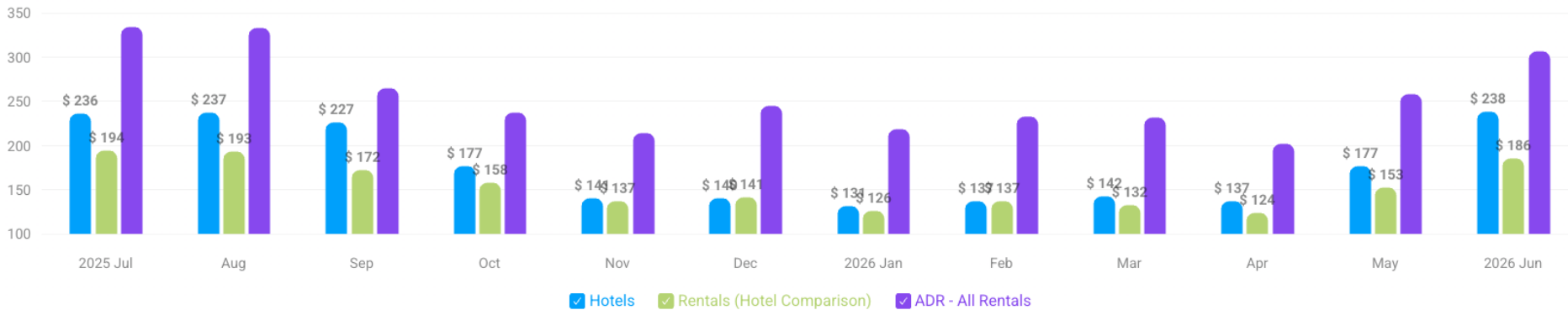
Last 12 months (2025 Jul - 2026 Jun)

OCCUPANCY RATE



Last 12 months (2025 Jul - 2026 Jun)

ADR





THANK YOU!

PRIME