



VISIT **BOZEMAN**

FY26 UPDATE

**PRIME**

JULY

# WEBSITE TRAFFIC RESULTS

**PRIME**

# WEBSITE TRAFFIC

## VISITS



## VISITORS





# PAGE VIEWS

Last 12 months (Jul 1, 2024 - Jun 30, 2025)

## TOP PAGES

Metric	Value	vs 1Y ago
Top 10 Things to Do in Yellowstone	246.3k	
Winter in Bozeman, MT	148k	
Summer in Bozeman, MT	123.1k	
Visit Bozeman, Convention and Visitors Bureau -	107.8k	▼ 38%
The Coolest Animals in Yellowstone National Park	50,826	▲ 42%
Play in Bozeman - Bozeman CVB	43,038	▼ 5%
Where to Stay Near Yellowstone National Park	41,819	▼ 48%
Stay in Bozeman - Bozeman CVB	30,197	▲ 9%
How Far Is Bozeman		

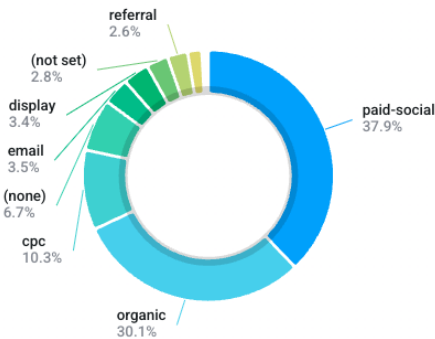
Last 12 months (2024 Jul - 2025 Jun)

## PAGE VIEWS - LAST 12 MONTHS

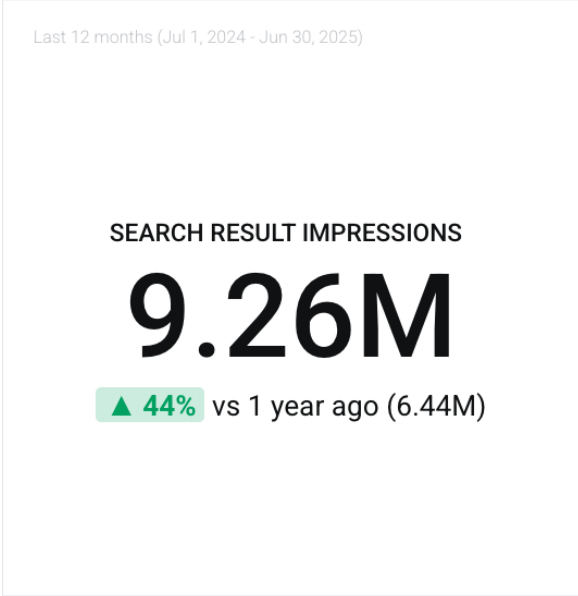
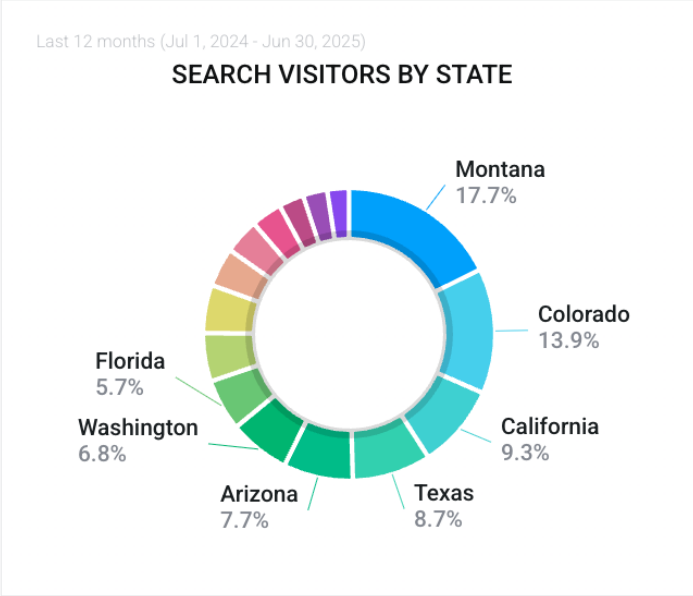


Last 12 months (Jul 1, 2024 - Jun 30, 2025)

## PAGE VIEWS BY MEDIUM



# ORGANIC SEARCH TRAFFIC



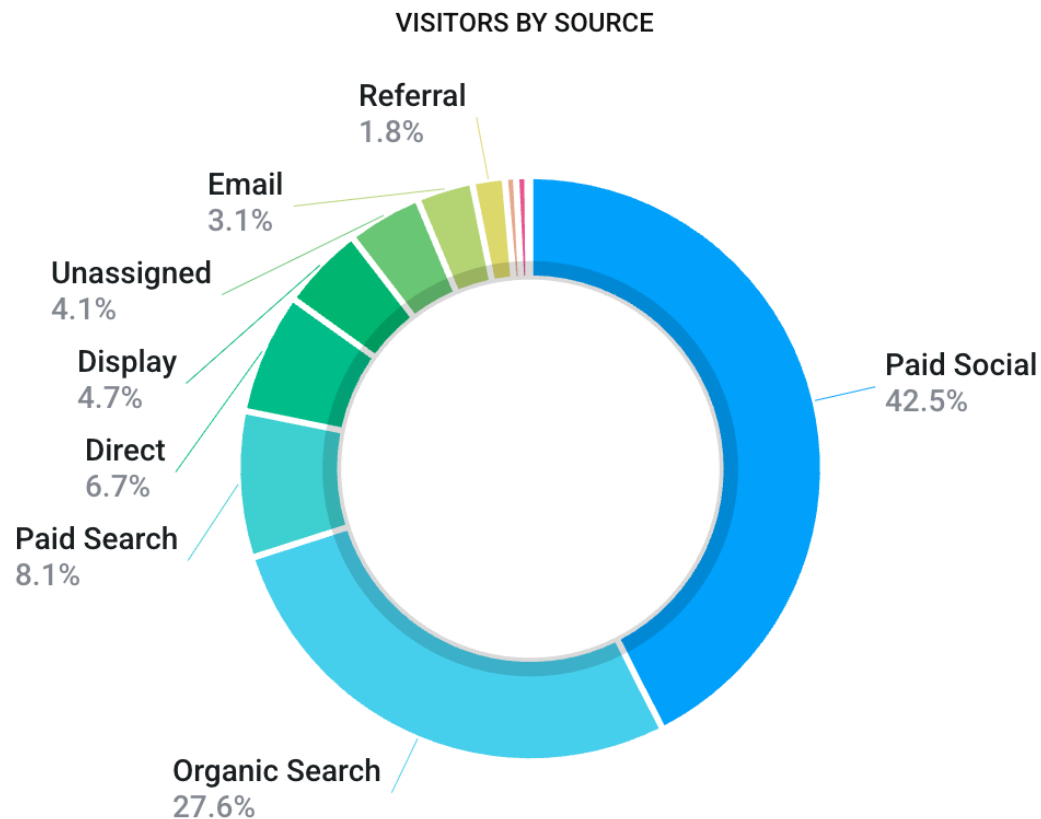
Last 12 months (Jul 1, 2024 - Jun 30, 2025)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	58,505	<span>▲ 77%</span>
/	10,662	<span>▲ 4%</span>
/blog/how-to-get-to-yellowstone-	9,631	<span>▲ 56%</span>
/blog/plan-the-perfect-day-trip-to-	8,668	<span>▲ 10%</span>
/blog/ranking-the-14-best-hot-	7,149	<span>▲ 14%</span>
/blog/10-things-to-do-in-bozeman-	6,567	<span>▼ 4%</span>
/restaurants-in-bozeman	4,939	<span>▲ 70%</span>
/blog/6-amazing-swimming-	4,840	<span>▼ 18%</span>

# TRAFFIC SOURCES

Last 12 months (Jul 1, 2024 - Jun 30, 2025)



Last 12 months (Jul 1, 2024 - Jun 30, 2025)

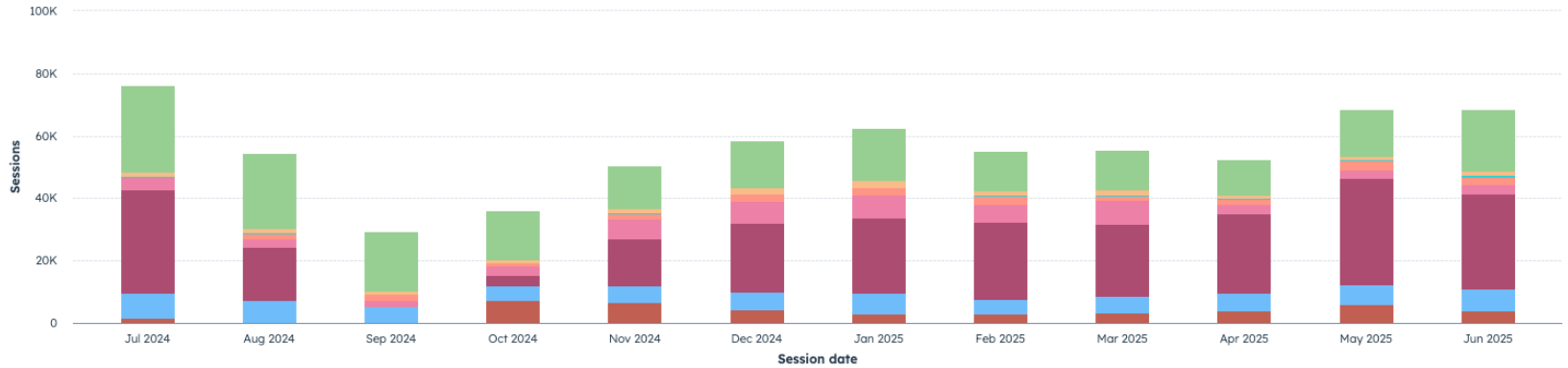
## VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	280.4k	▲ 17%
Organic Search	181.7k	▼ 21%
Paid Search	53,566	▼ 11%
Direct	44,311	▼ 16%
Display	30,737	▼ 5%
Unassigned	27,163	▲ 45%
Email	20,530	▲ 34%
Referral	11,865	▼ 19%
Paid Other	4,173	▼ 26%
Organic Social	4,079	▼ 79%
Organic Video	798	▲ 549%

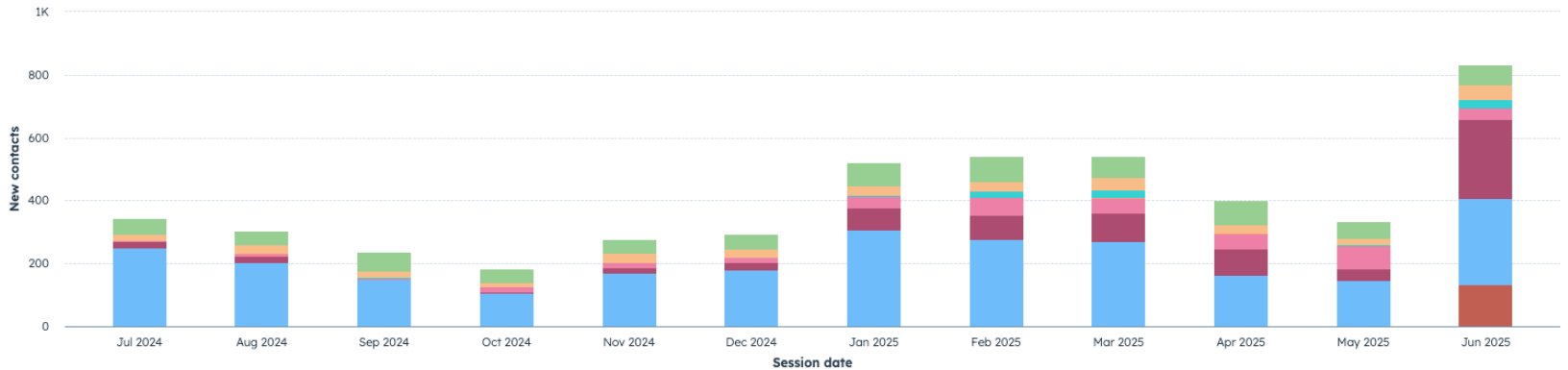
# TRAFFIC & CONTACT

## LAST 12 MONTHS

### TRAFFIC



### CONTACTS



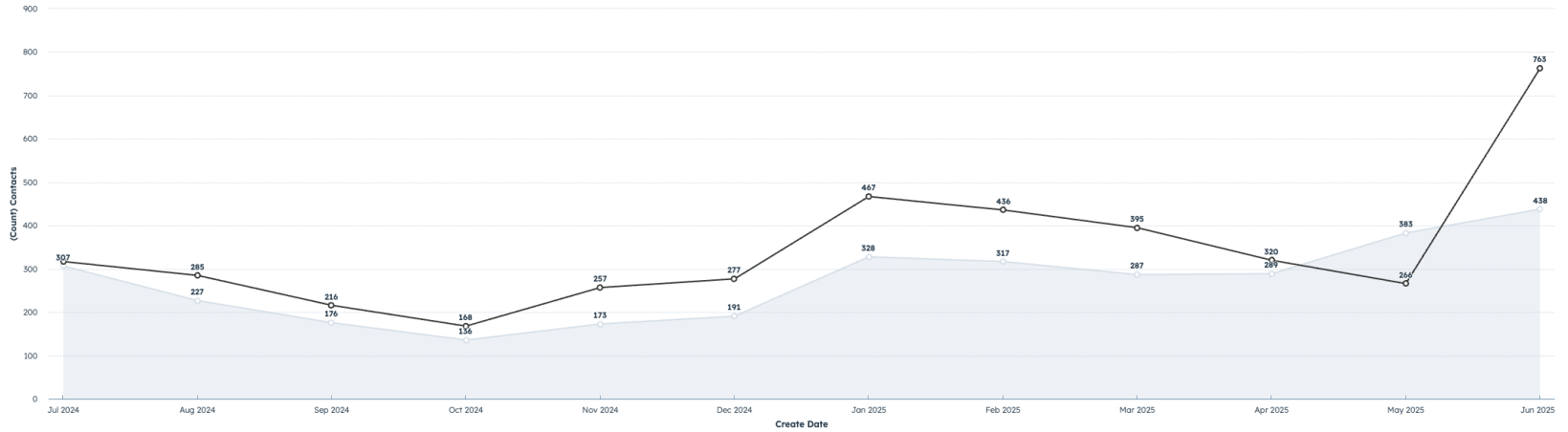
ORGANIC REFERRAL SOCIAL EMAIL PAID SEARCH PAID SOCIAL DIRECT DISPLAY

4,515 NEW CONTACTS IN LAST 12 MONTHS



# CONTACT INSIGHTS

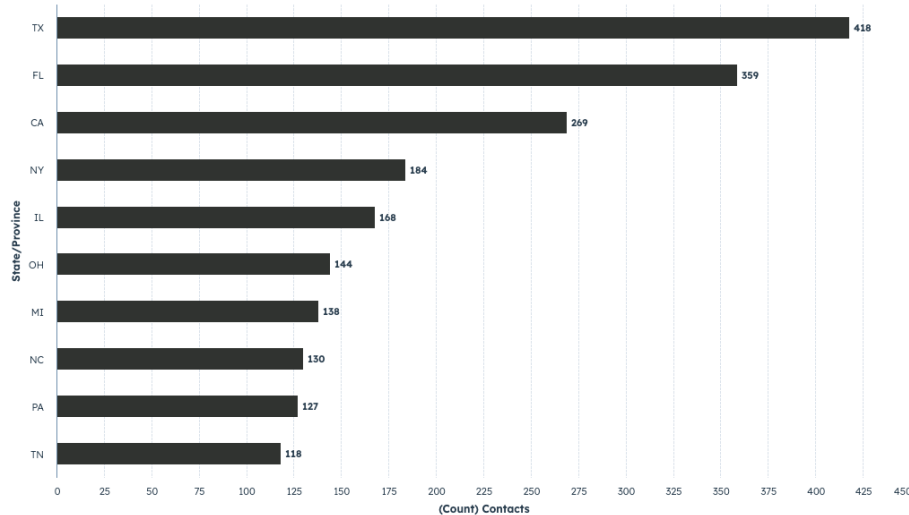
## LAST 12 MONTHS



### Travel/Relo Contacts by State

IN THE LAST 365 DAYS FILTERS (1) LIMITED DATA

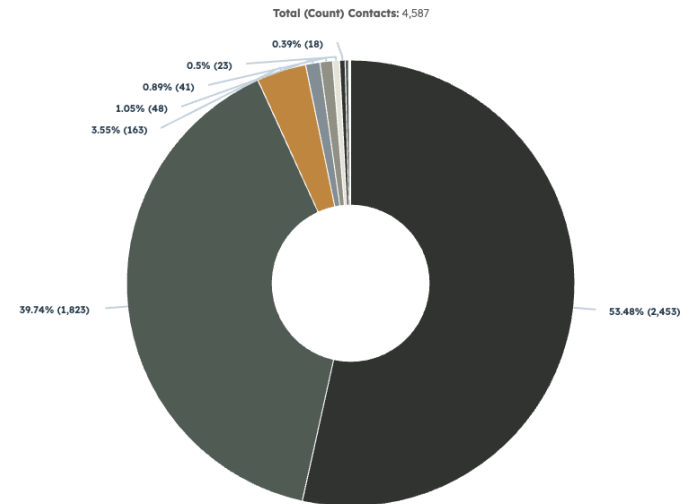
(Count) Contacts



### 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 ▼





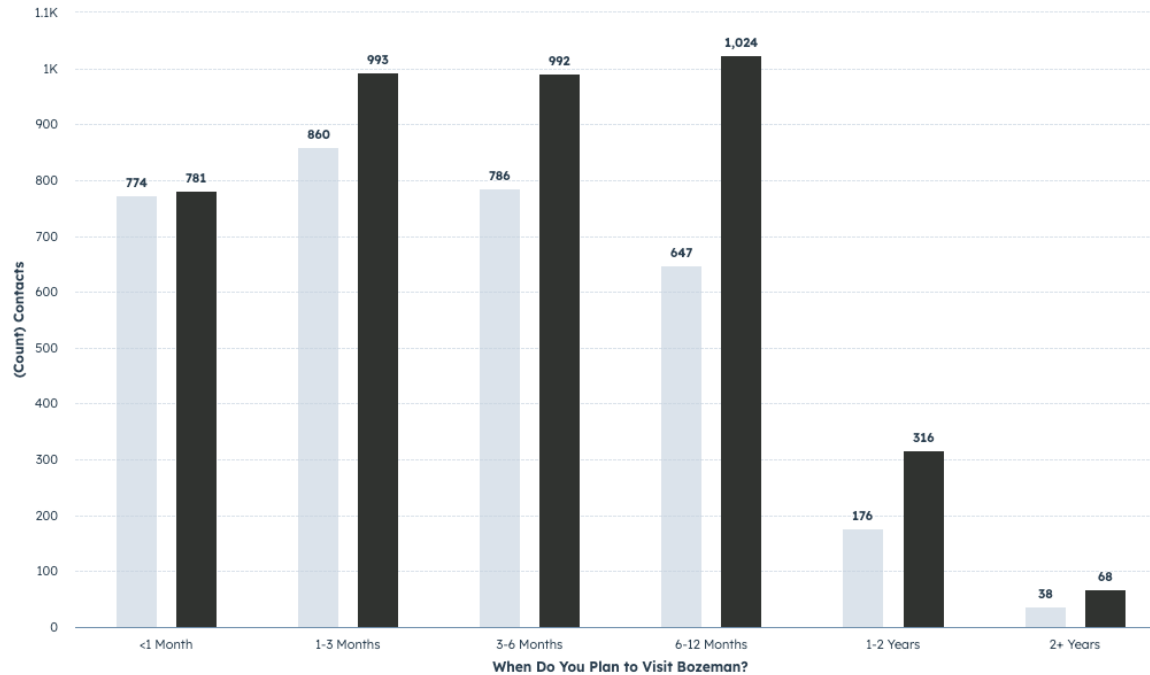
# CONTACT INSIGHTS

## LAST 12 MONTHS

### Contact Planning Cycle ⓘ

IN THE LAST 365 DAYS COMPARED TO | YEAR BEFORE FILTERS (1)

● Last year ● (Count) Contacts



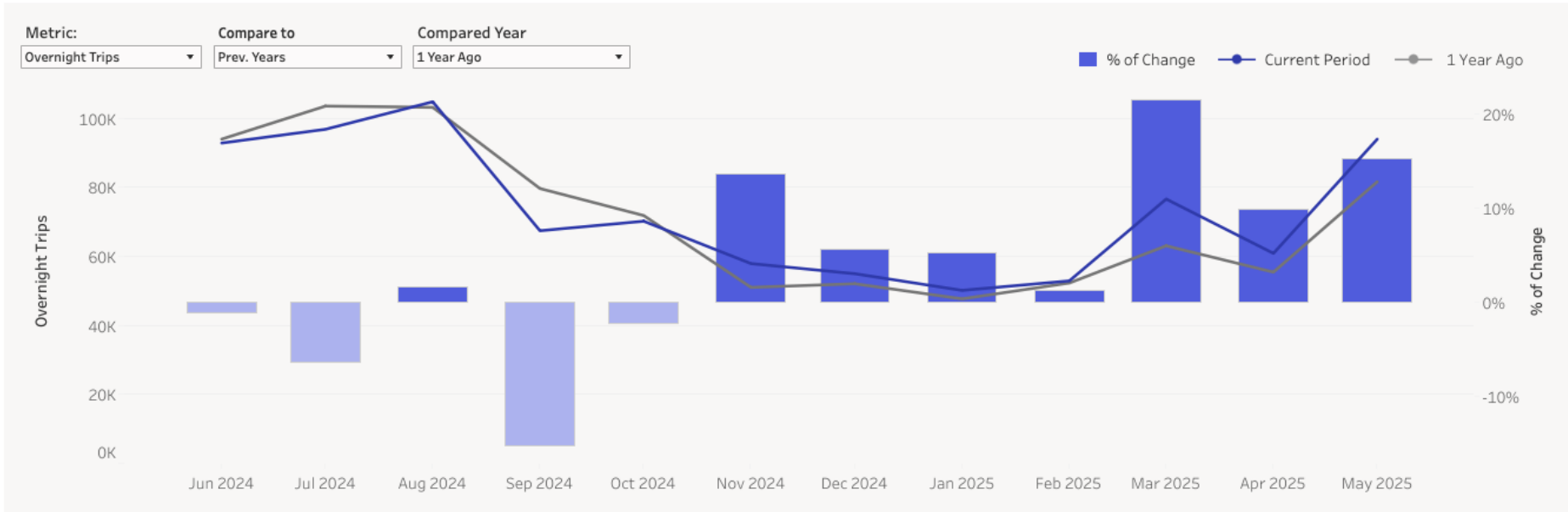
The background image is a dark, atmospheric landscape of a mountain valley. In the foreground, a river flows through a valley, bordered by a dense forest of tall, dark trees. The middle ground shows a wide, open area, possibly a meadow or a dry riverbed, leading towards the base of the mountains. The background 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***

# OVERNIGHT TRIPS

## LAST 12 MONTHS



Overnight Trips  
**879.0K**

?  
**+2.8% YoY**



Visit Nights  
**1.9M**

?  
**+5.0% YoY**



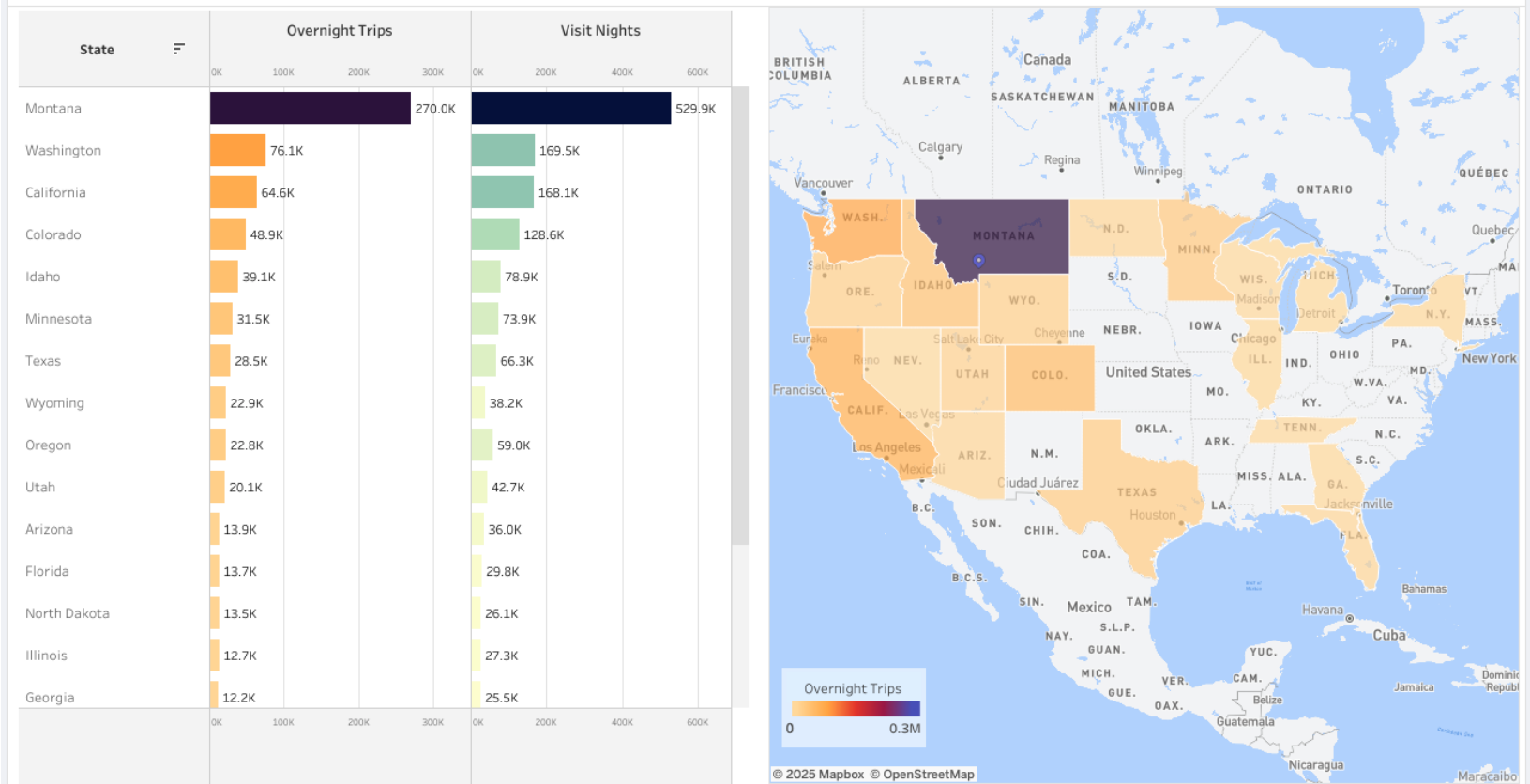
Total Visitors' Spend  
**\$657.5M**

?  
**+7.8% YoY**

# VISITATION BY ORIGINATION

LAST 12 MONTHS

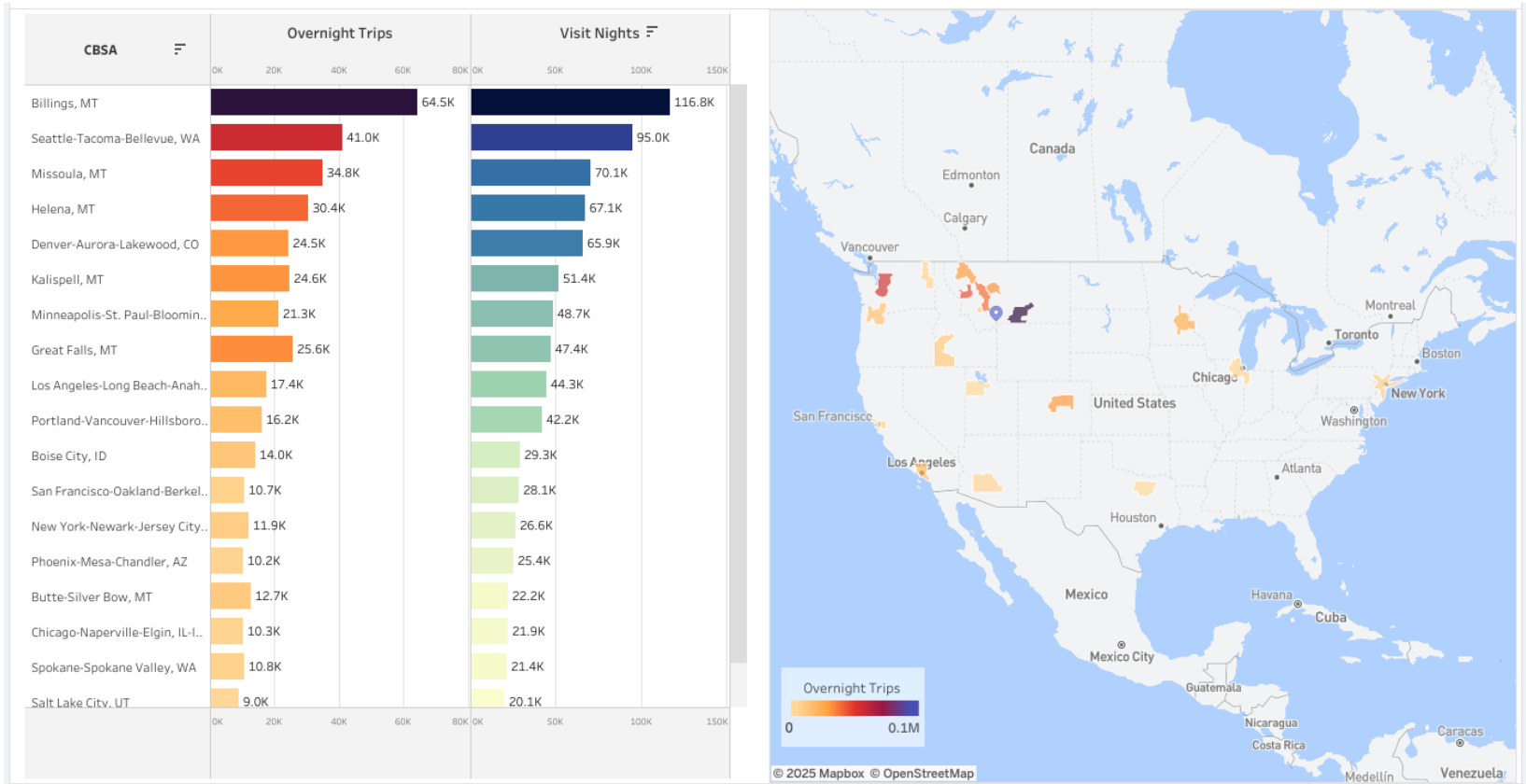
BY STATE



# VISITATION BY ORIGINATION

LAST 12 MONTHS

BY CORE SERVICE BUSINESS AREA (CBSA)





# EVENT REPORTING

## 2024 SPARTAN RACE

### Metrics ?

Property:

[Crosscut Mountain Sports Ce...](#)



Visits	10.2K	Avg. Dwell Time	237 min
Visits / sq ft	< 0.01	Panel Visits	549
Size - sq ft	26.8M	Visits YoY	+1.7K%
Visitors	8.3K	Visits Yo2Y	+5.5K%
Visit Frequency	1.24	Visits Yo3Y	+4K%

### Visits Trend ?

Property:



Metric:

Visits

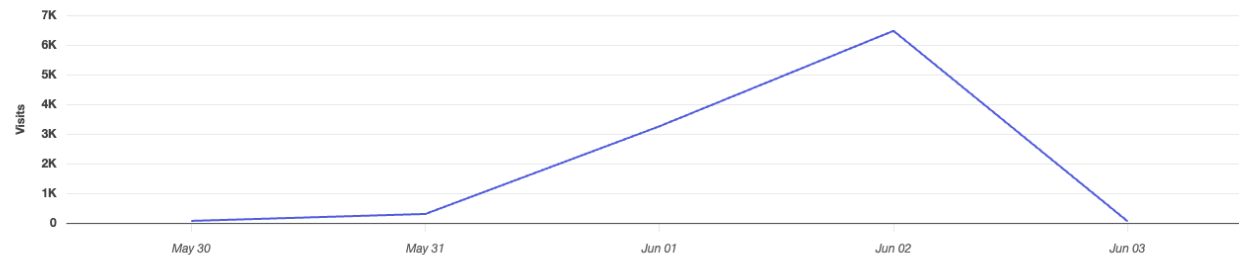
Aggregation:

Daily

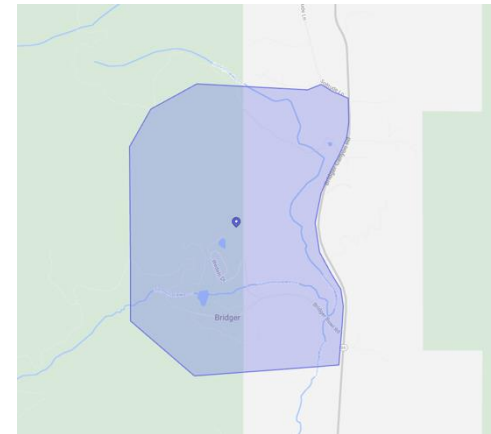
Annual Summary:



Outlier Indicators:



### GEOFENCED AREA AROUND CROSSCUT



# EVENT REPORTING

## 2024 SPARTAN RACE

### Audience Overview ?

Property: 

Dataset: 

Census 2023

View: 

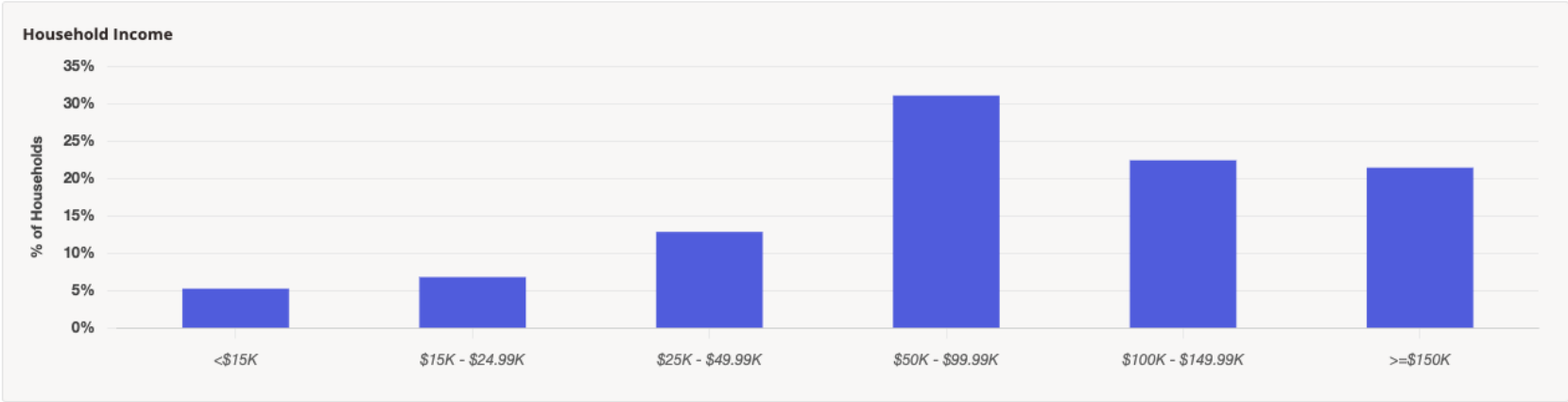
Captured Market

Compare to: 

None



Property	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
<div><div></div><div>Crosscut Mountain Sports Center</div><div>Bridger Canyon Rd, Bozeman, MT</div></div>	\$89.7K	55.6%	White (85.7%)	2.44



\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2023

# EVENT REPORTING

## 2024 SPARTAN RACE

### Favorite Places ?

Category:   
Categories (49) ▾

Min. Visits:   
1



#### Crosscut Mountain Sports Center / Bridger Canyon Rd, Bozeman, MT

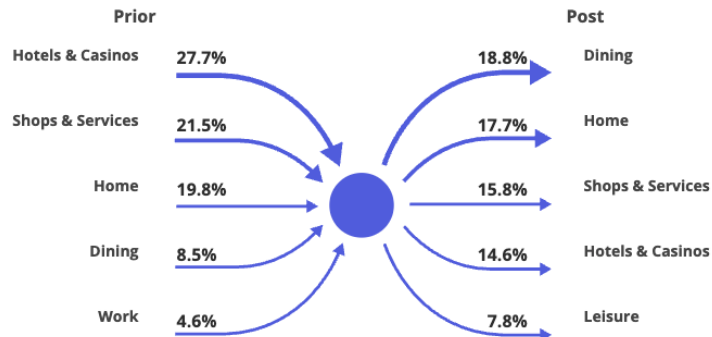
Rank	Name	Distance	Visitors
1	Walmart / 1500 N 7th Ave, Bozeman, MT 59715	11.4 mi	1.5K (18.5%)
2	Stoneridge Square / 1771 N 19th Ave, Bozeman, MT 59718	12.1 mi	1.3K (15.6%)
3	Gallatin Field / 490 Gallatin Field Rd, Belgrade, MT 59714	13.1 mi	1.1K (13.3%)
4	The Bozeman Gateway / 2906 W Main St, Bozeman, MT 59718	13.9 mi	997 (12.1%)
5	Max Ave Shopping Center / 3011 Max Ave, Bozeman, MT 59718	11.6 mi	896 (10.9%)

### Visitor Journey ?

Property:   
Crosscut Mountain Sports Ce...

Show by:

Location Category **Category Group**



# LODGING DATA

**PRIME**

# BOZEMAN/BELGRADE HOTEL ROOMS

DATA THROUGH MAY

Jun 5, 2024 - Jun 4, 2025 (rolling)

New Rooms in the Last  
12 Months

560

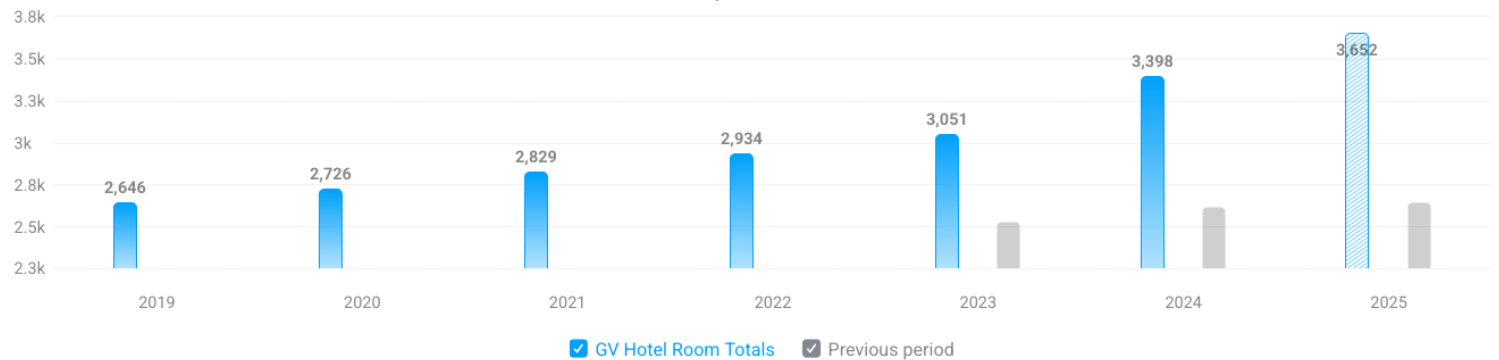
Last 7 years (2019 - 2025)

Gallatin Valley Hotel Rooms Under Construction



Last 7 years (2019 - 2025)

Gallatin Valley Hotel Room Totals



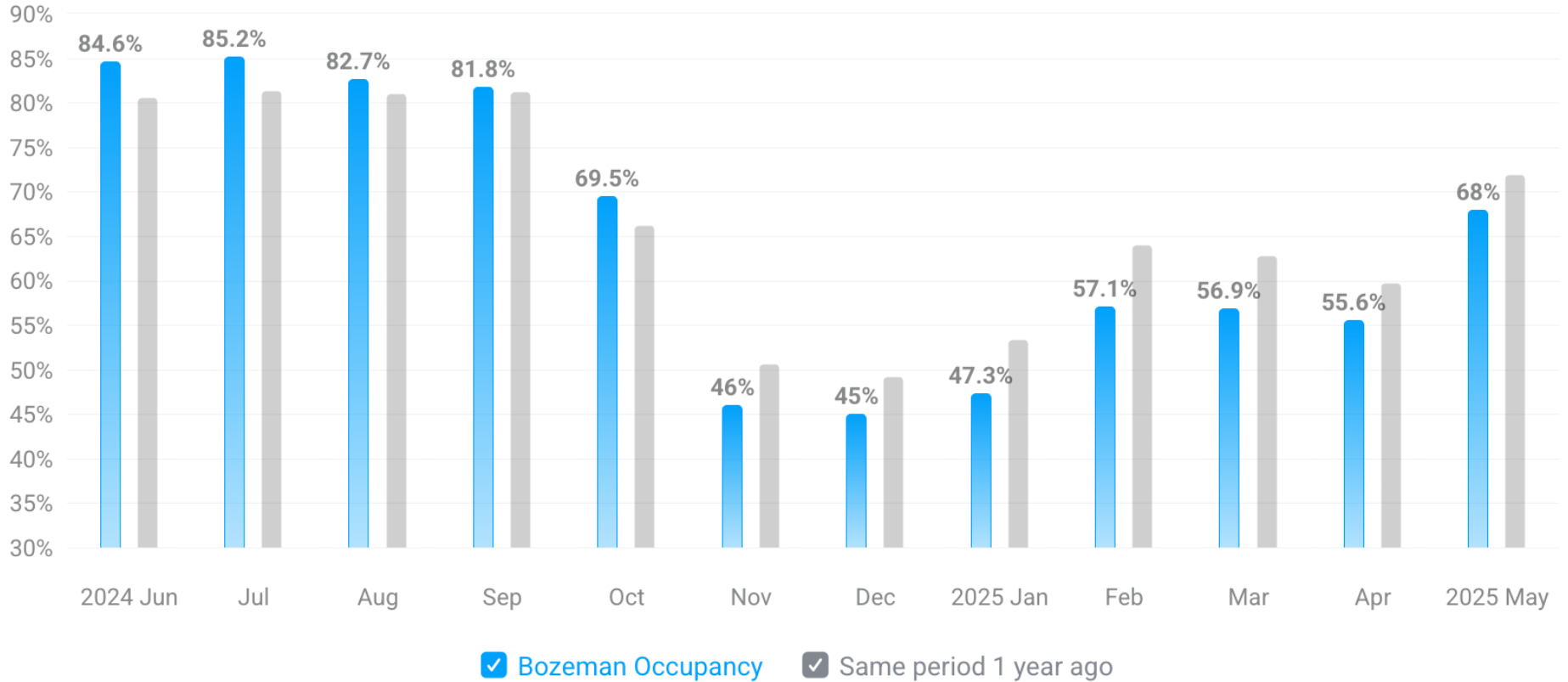


# BOZEMAN OCCUPANCY

## LAST 12 MONTHS

Last 12 months (2024 Jun - 2025 May)

12 MONTH BOZEMAN HOTELS - OCCUPANCY

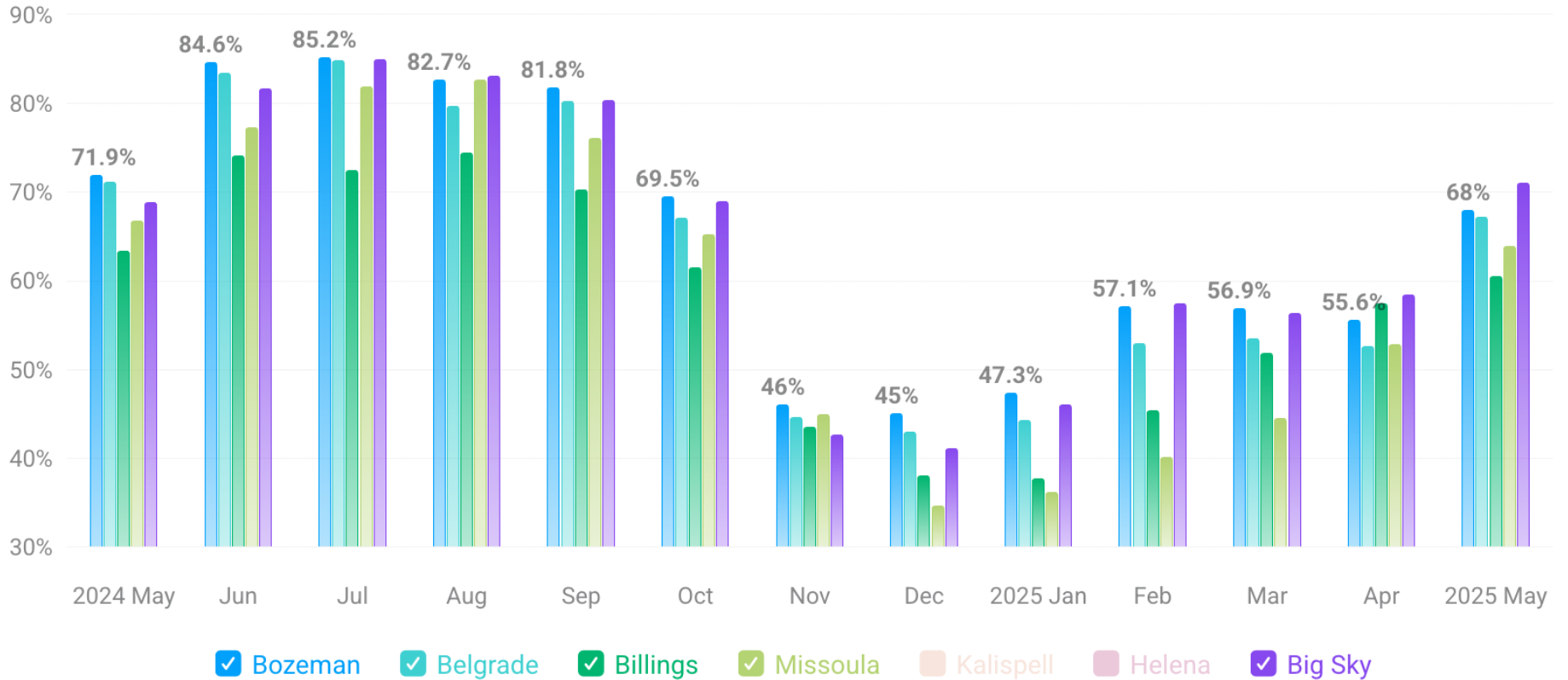


# HOTEL OCCUPANCY

## LAST 13 MONTHS

Last 13 months (2024 May - 2025 May)

### 13 MONTH HOTEL RESULTS - OCCUPANCY

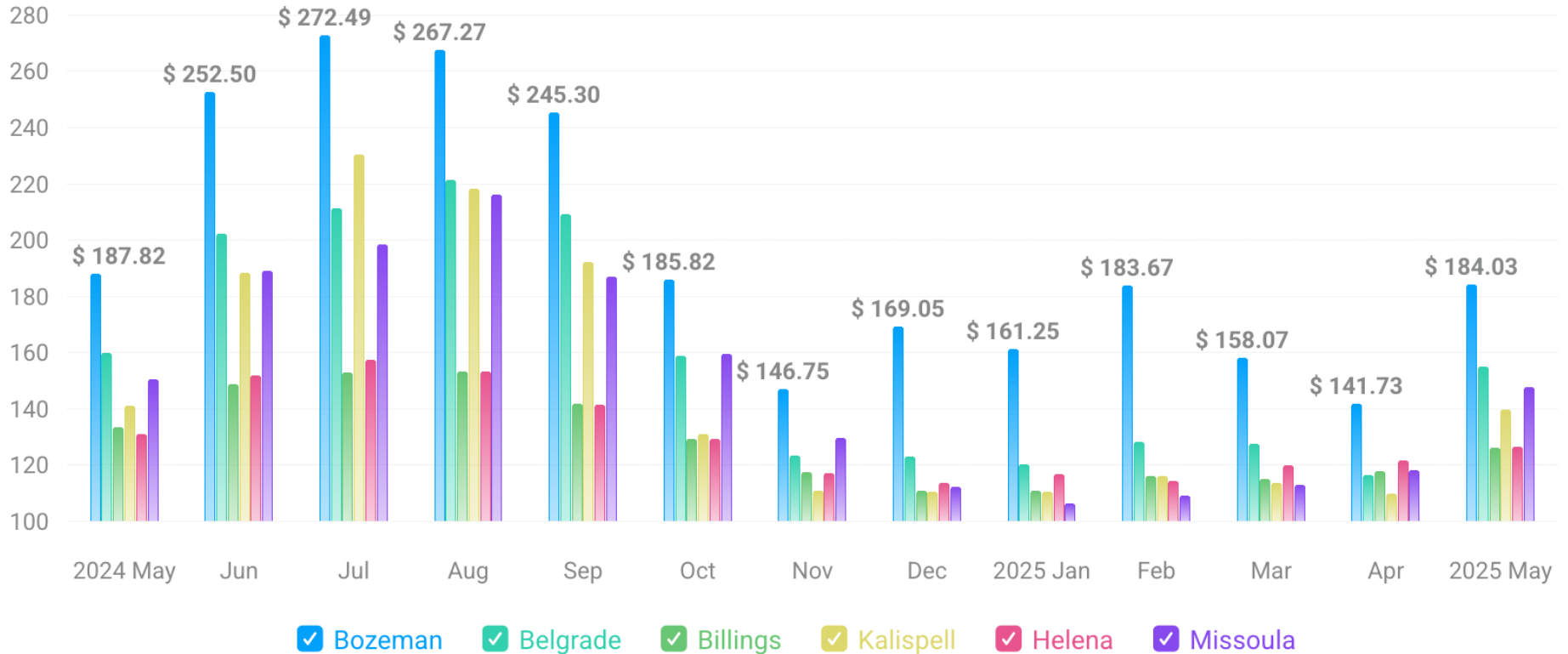


# HOTEL ADR

## LAST 13 MONTHS

Last 13 months (2024 May - 2025 May)

### 13 MONTH HOTEL RESULTS - ADR

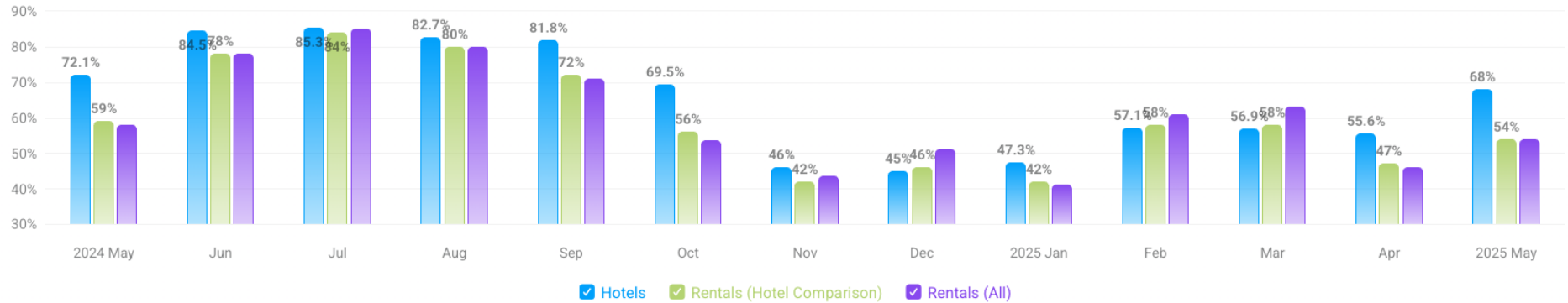


# HOTELS vs. SHORT TERM RENTALS

## LAST 13 MONTHS

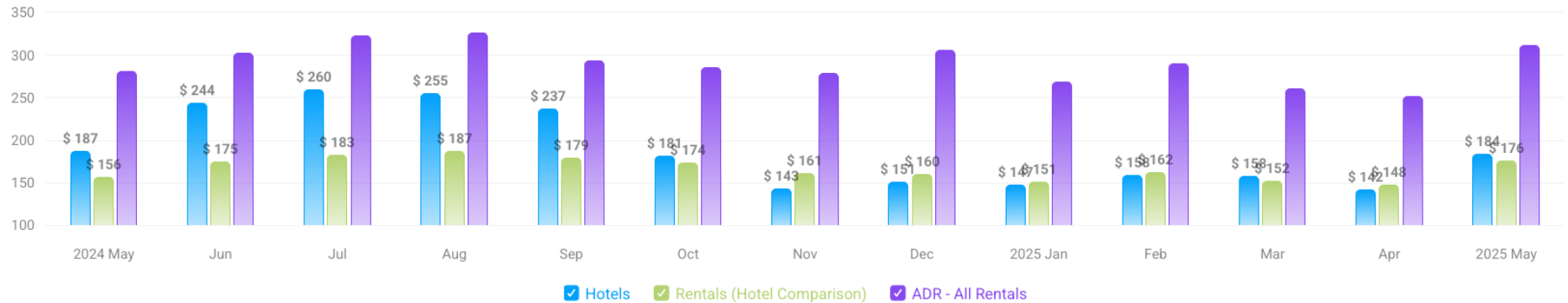
Last 13 months (2024 May - 2025 May)

### OCCUPANCY RATE



Last 13 months (2024 May - 2025 May)

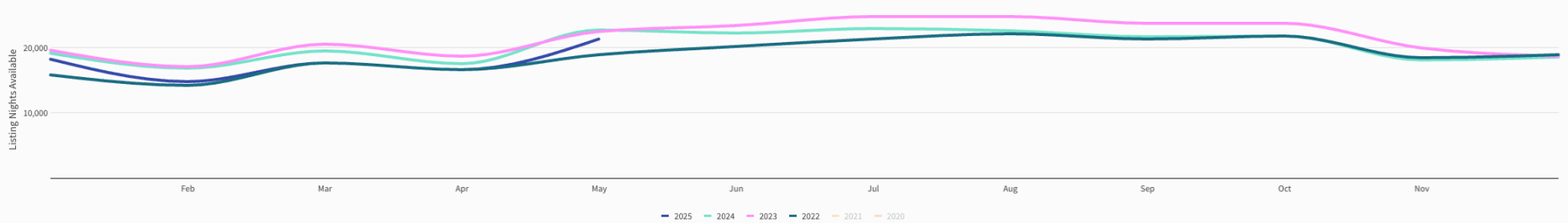
### ADR



# SHORT-TERM RENTALS TRENDS

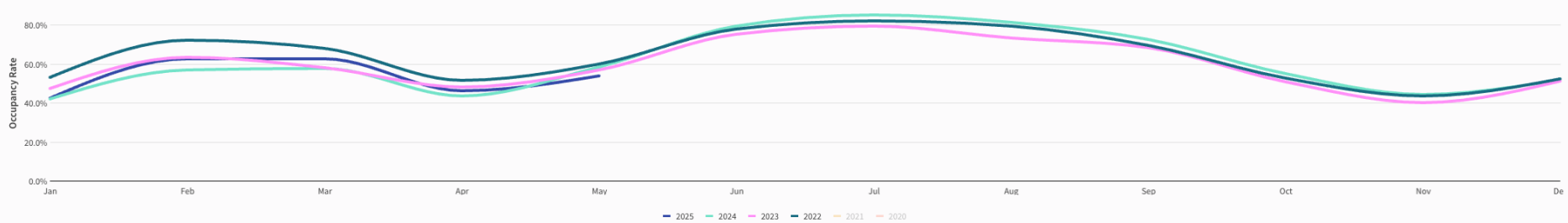
## LISTING NIGHTS

How many short-term rental listing nights available are in your destination?



## OCCUPANCY

What percentage of the month was occupied?



## MONTHLY UPDATE

Revenue

**\$3.6M**

↓ 0.8% vs May '24

Average Daily Rate

**\$312**

↑ 15.4% vs May '24

RevPAR

**\$167**

↑ 5.8% vs May '24

Available Listings

**855**

↓ 10.0% vs May '24

Booked Listings

**837**

↓ 10.3% vs May '24

Occupancy Rate

**54%**

↓ 8.3% vs May '24

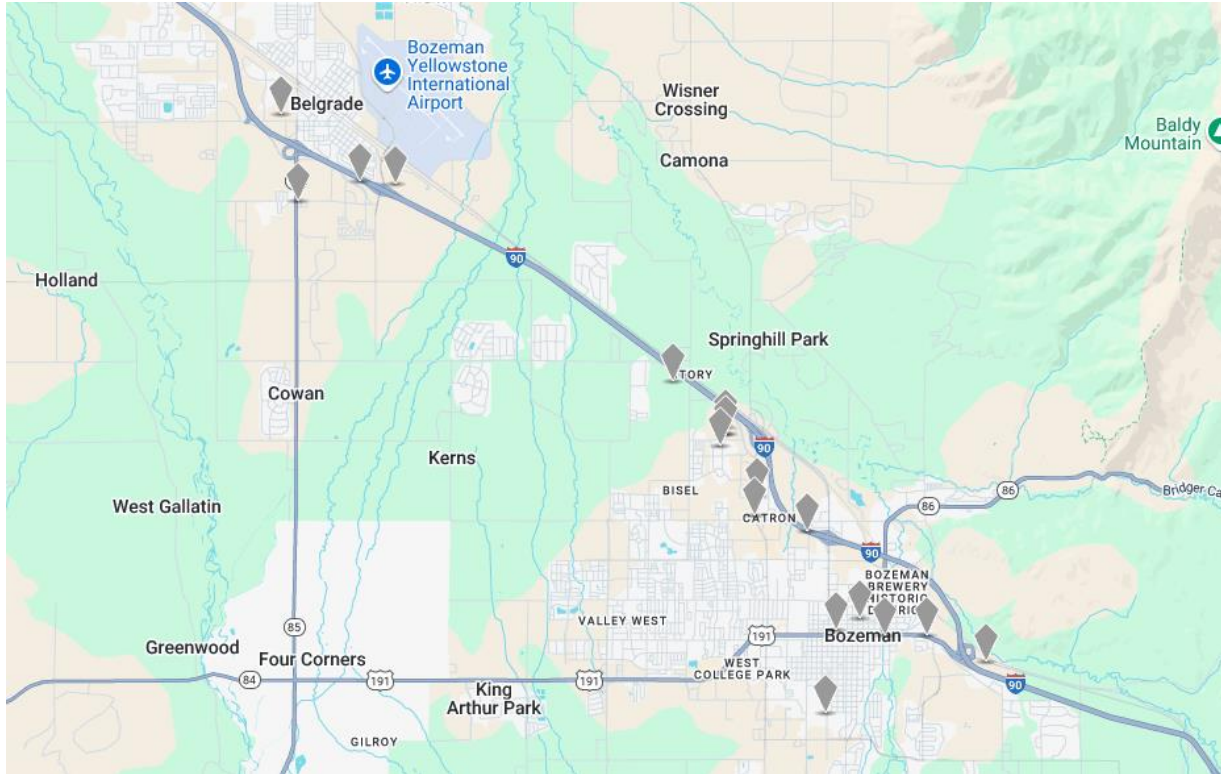
**PRIME**



# LODGING FORECASTING

**PRIME**

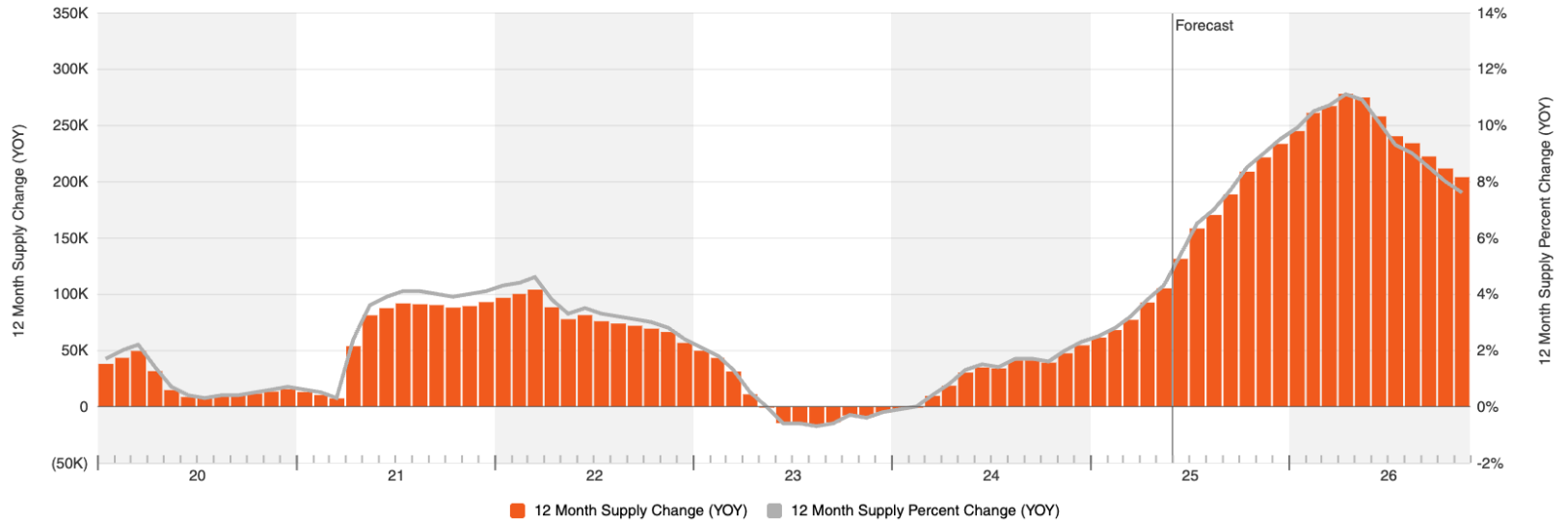
# HOTEL PROJECTS



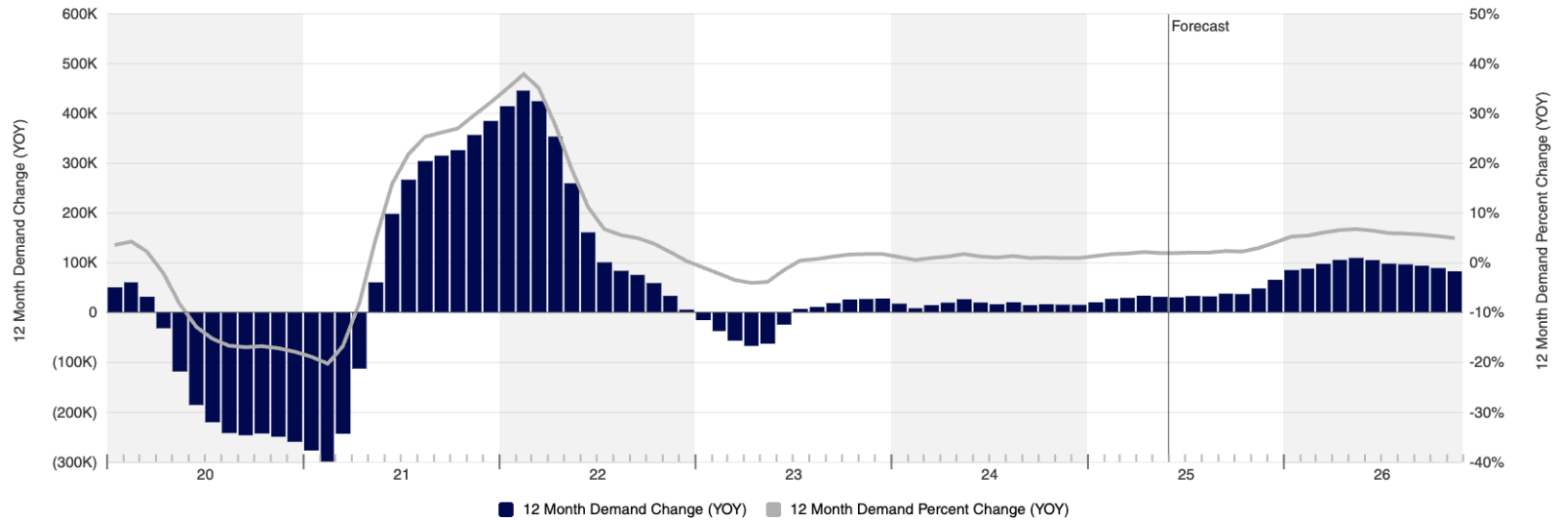
- UNDER RENOVATION – 1
- UNDER CONSTRUCTION – 5
- FINAL PLANNING – 5
- PROPOSED - 7

# SUPPLY & DEMAND

## SUPPLY CHANGE

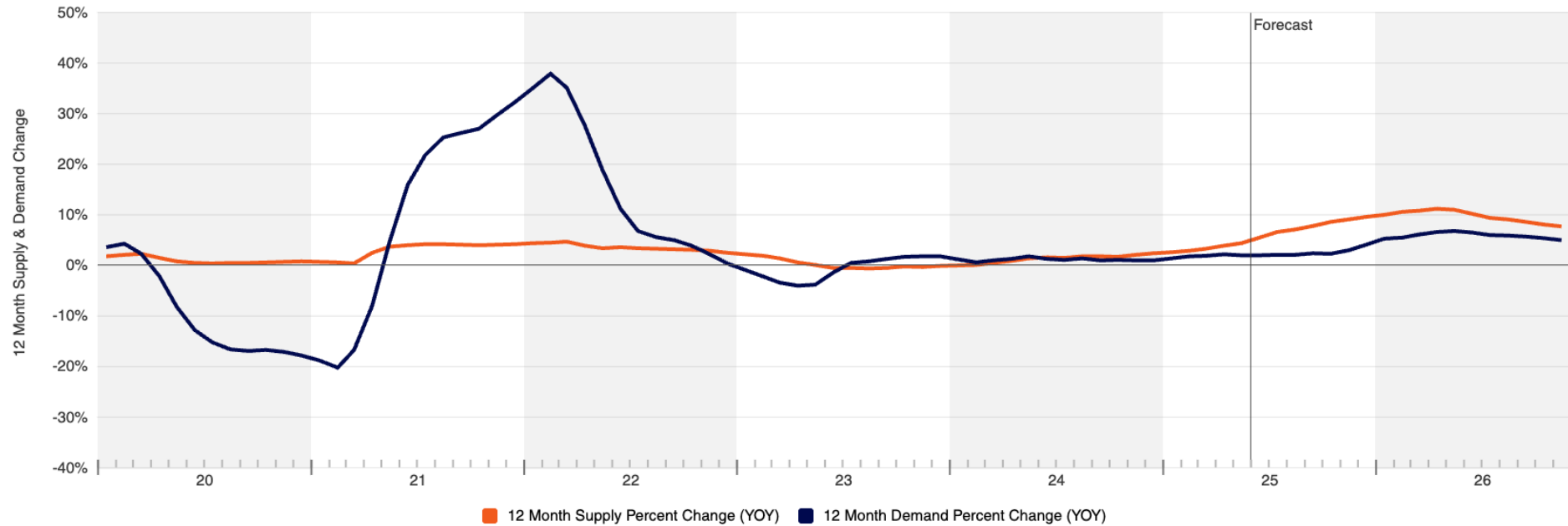


## DEMAND CHANGE



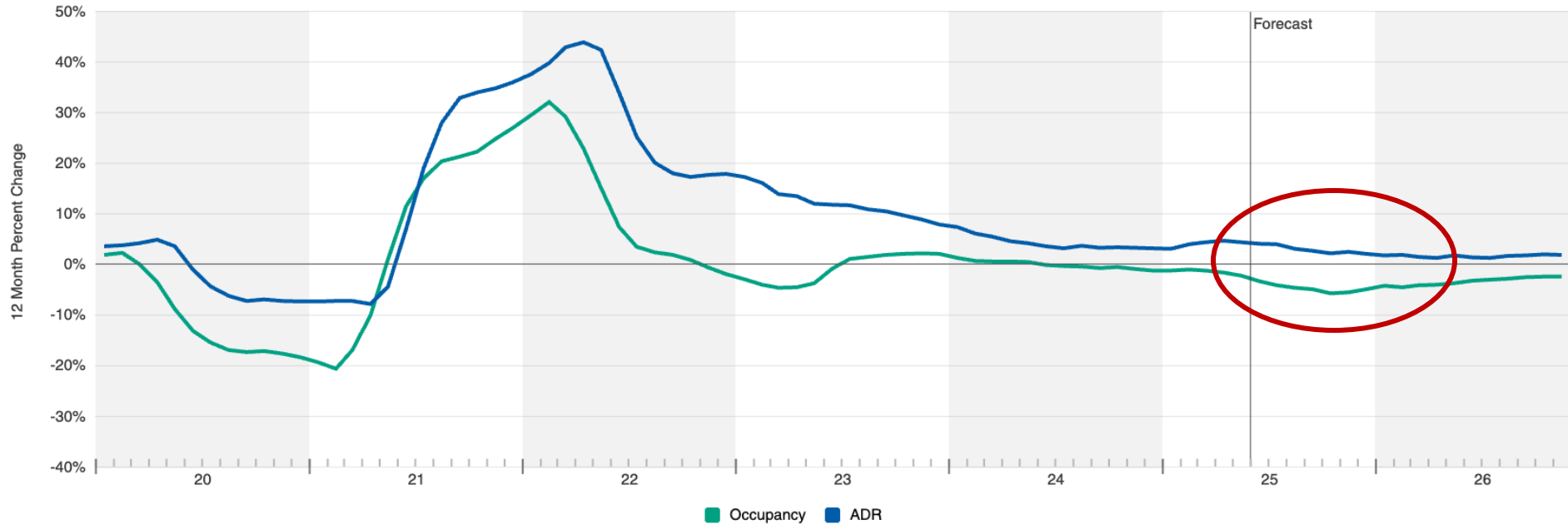
# SUPPLY & DEMAND

## SUPPLY & DEMAND CHANGE



# OCCUPANCY & ADR

## OCCUPANCY & ADR CHANGE





# REVPAR

## REVPAR

