



VISIT **BOZEMAN**

FY26 UPDATE

PRIME

JUNE



FY26 MARKETING

PRIME

SUMMER CAMPAIGN

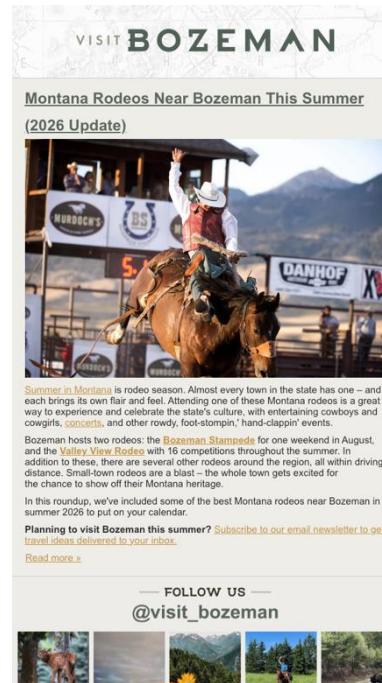
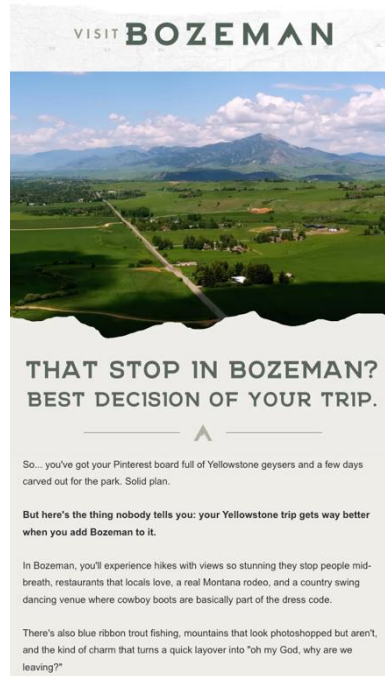


LATE MAR. – MID AUG.

- 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

- 91K EMAILS SENT
- 19.83% OPEN RATE
- 15.54% CT RATE
- 43.7K TOTAL CONTACTS

OPENS ⓘ
18.1%

Good
Benchmark: 17.5%

CLICK-THROUGHS ⓘ
16.9%

Excellent
Benchmark: 7.5%

HARD BOUNCES ⓘ
0.54%

Needs work
Benchmark: 0.3%

UNSUBSCRIBES ⓘ
0.86%

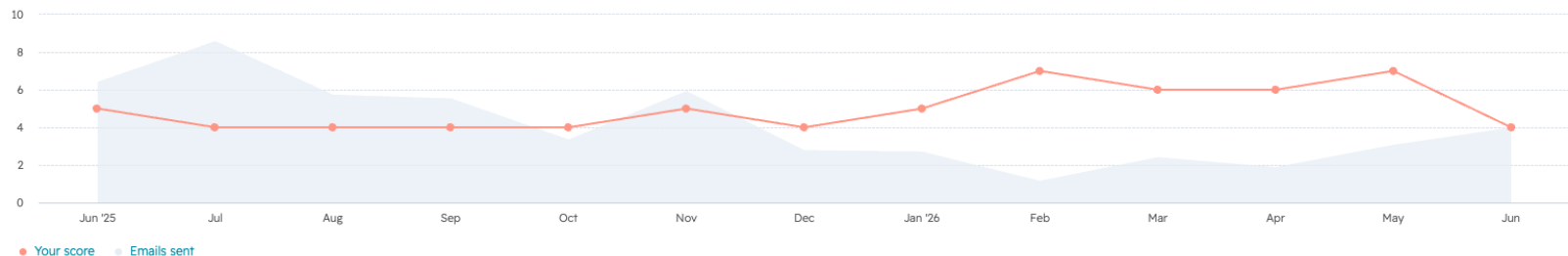
Poor
Benchmark: 0.4%

SPAM REPORTS ⓘ
12

Poor

EMAILS SENT ⓘ
49.864K

Score over time



SOCIAL/VIDEO MARKETING

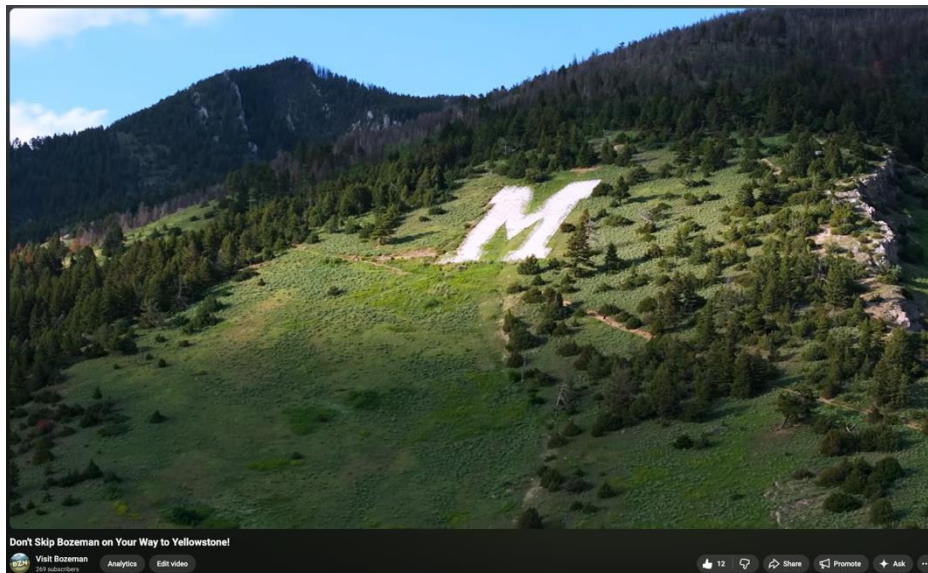
REELS



POSTS



YOUTUBE



LAST 90 DAYS:

- 3.9M VIEWS/IMPRESSIONS
- 105K ENGAGEMENTS/INTERACTIONS
- VIDEO STORYTELLING PROJECTS
 - DON'T SKIP BOZEMAN ON YOUR WAY TO YELLOWSTONE
 - HISTORY OF BOZEMAN
 - WHAT IS A CHRISTMAS SPIDER
- FOLLOWERS
 - IG – 46K, FB – 77K

CONTENT MARKETING



New Restaurants in Bozeman - Spring 2026 Update

[Dining, Rediscover Bozeman](#)

May 21, 2026 10:00:00 AM

Bozeman's restaurant landscape has been busy. If you've been meaning to venture out but weren't...



Best Hikes in Yellowstone National Park (Easiest to Hardest)

[Yellowstone National Park, Hiking](#)

May 6, 2026 11:54:46 AM

Yellowstone is right in Bozeman's backyard: From Bozeman, you're looking at about 90 minutes to the...



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

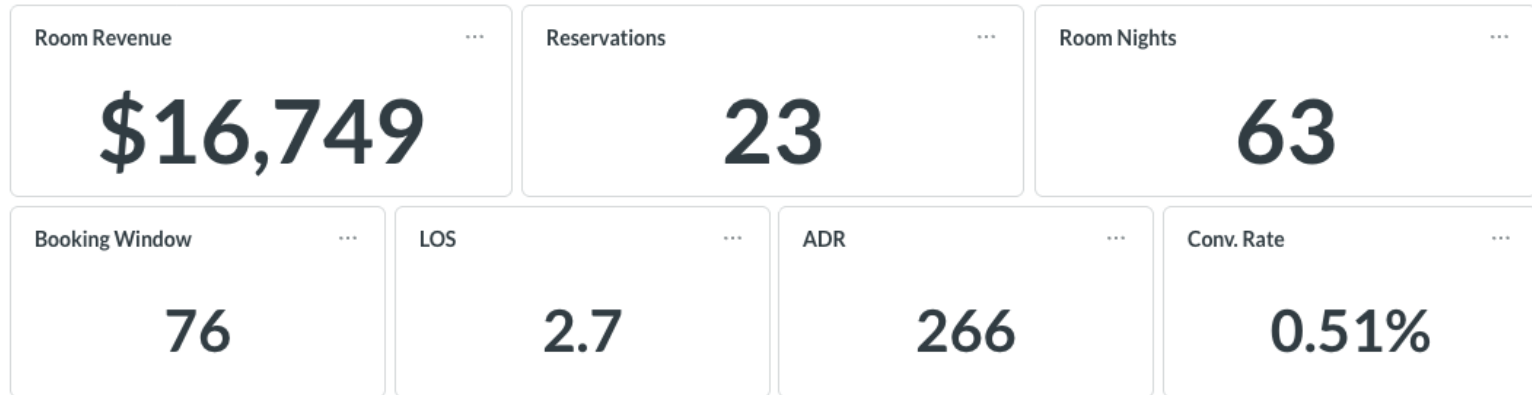
Each summer, locals and visitors gather downtown to celebrate sunshine, good music, and local food...

BLOG POST	VIEWS ↓
Visiting Montana for the First Time: What You Need to Know	4,539
3 Ways to Explore Yellowstone in the Winter	3,422
The Market in Bozeman: A West Side Hub	2,344
How Far Is Bozeman from Yellowstone National Park?	1,575
9 Places to Go Horseback Riding in Bozeman	1,519
Where to Stay Near Yellowstone National Park	1,351
Plan the Perfect Day Trip from Bozeman to Yellowstone	1,336
New Restaurants in Bozeman - Spring 2026 Update	957
Things to Do Near the Yellowstone North Entrance	899
15 Hot Springs in Montana to Visit Any Time of Year	828

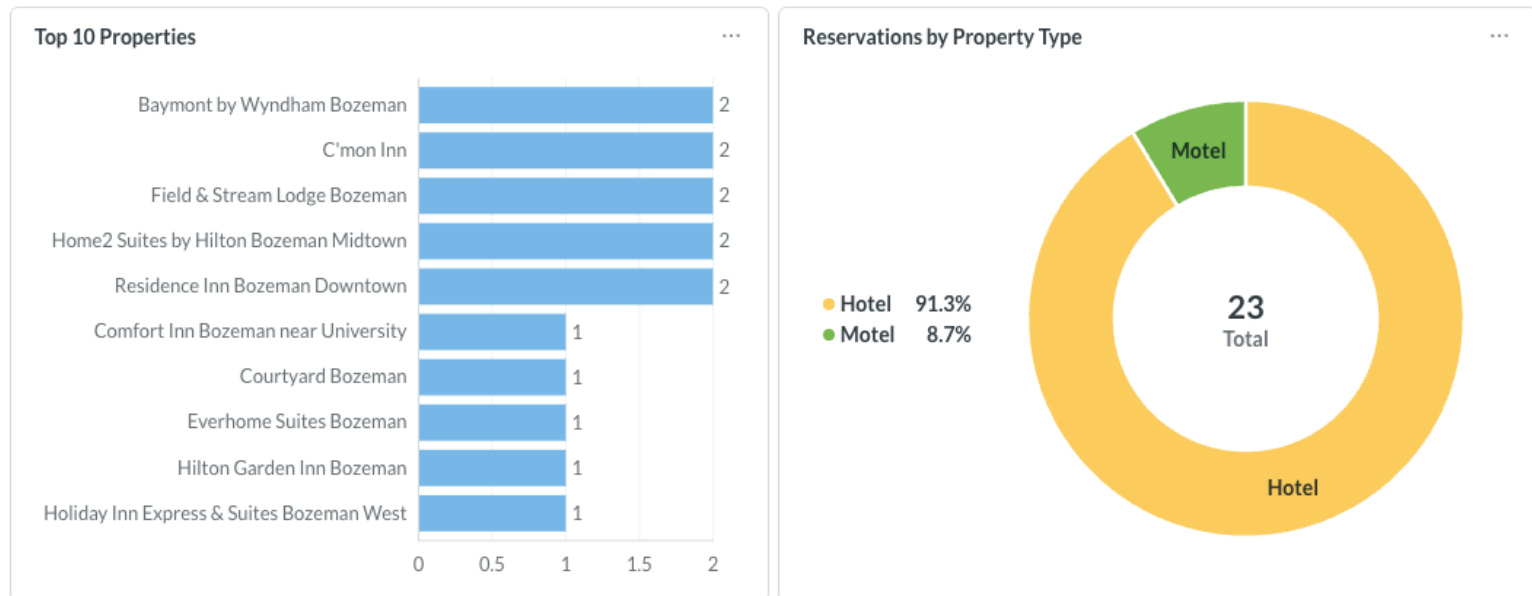
RIPE BOOKING RESULTS

LAST 90 DAYS

Key Metrics



Property Summary



RIPE BOOKING RESULTS

LAST 90 DAYS

Geography

Reservations by Country

Country

Rsrvs

United States

21

Canada

2

2 rows

Reservations by State / Region

State / Region

Rsrvs

Washington

5

California

3

Minnesota

3

2

Louisiana

2

Wyoming

2

Alaska

1

Colorado

1

Montana

1

Nevada

1

12 rows

Reservations by City

City

Rsrvs

prairieville

2

san jose

2

bellevue

1

bigfork

1

broomfield

1

calgary

1

heidelberg

1

hinckley

1

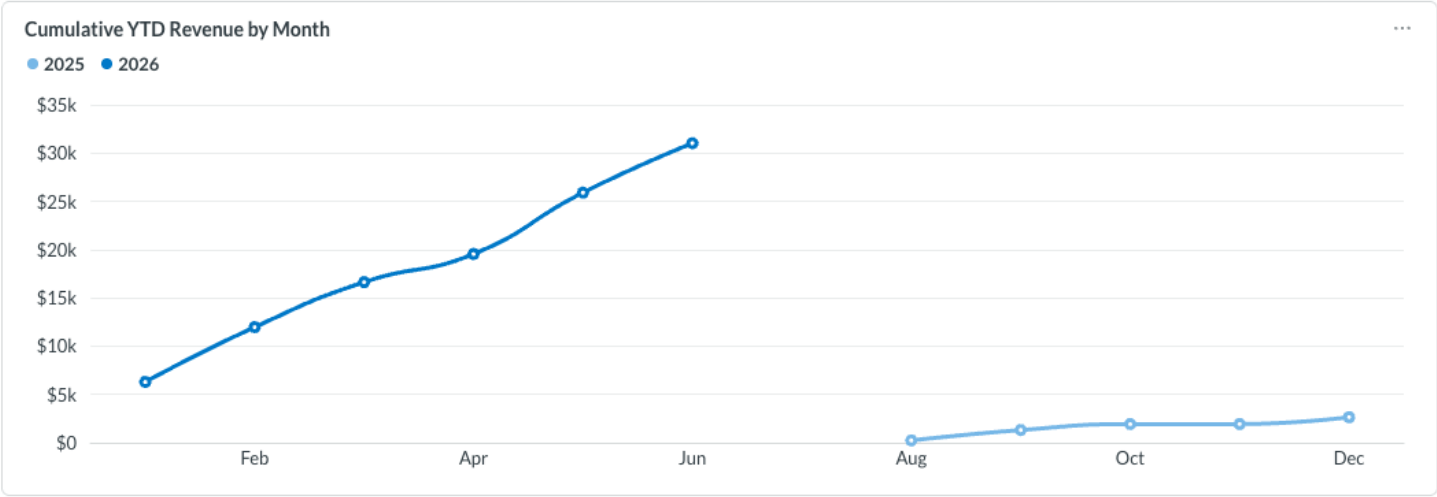
jackson

1

kent

1

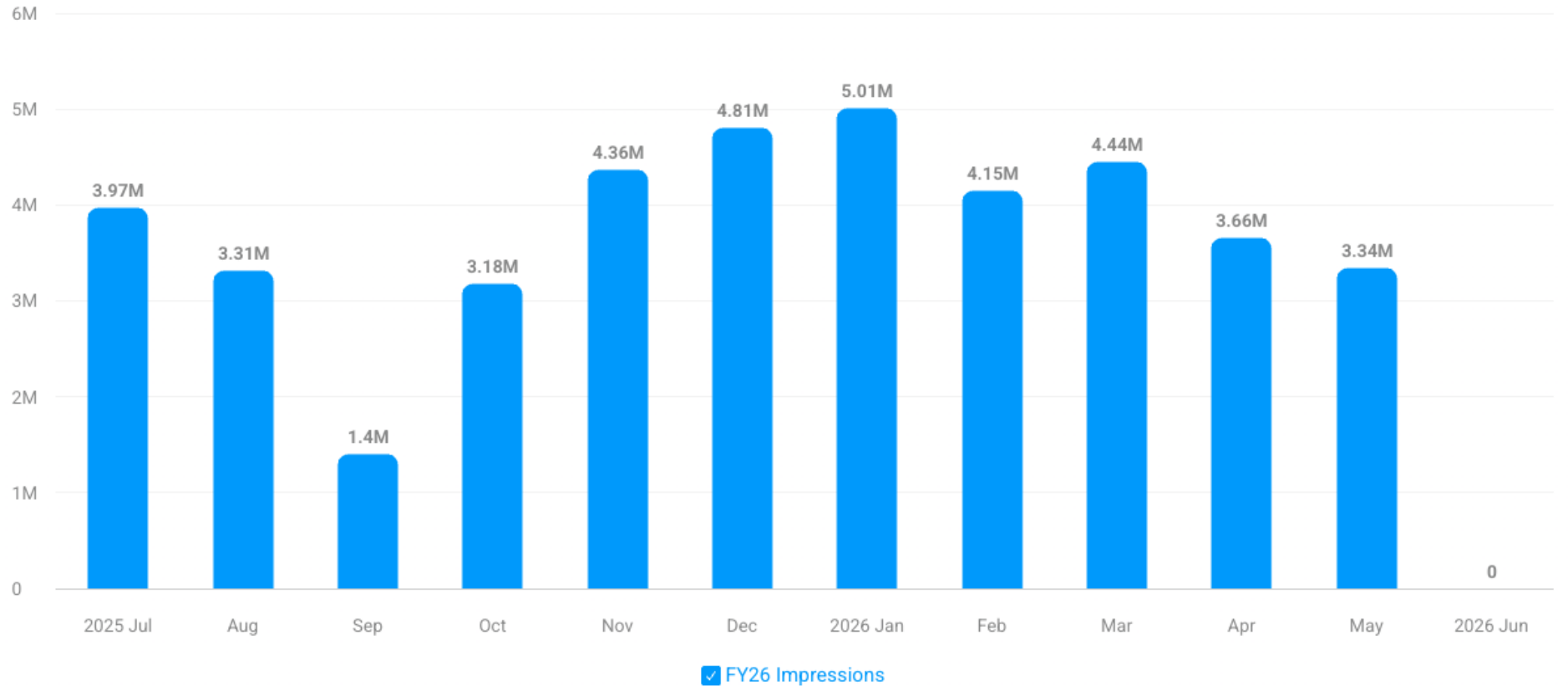
21 rows



MARKETING REACH

Jul 1, 2025 - Jun 30, 2026

FY26 Impressions

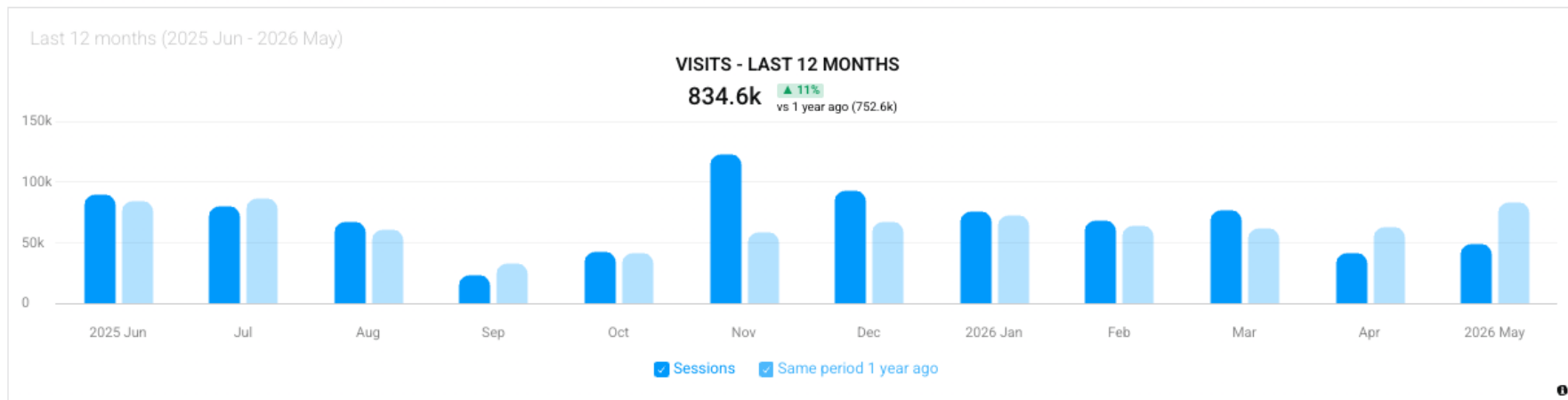


WEBSITE TRAFFIC RESULTS

PRIME

WEBSITE TRAFFIC

VISITS



VISITORS



PAGE VIEWS

Last 12 months (Jun 1, 2025 - May 31, 2026)

TOP PAGES

Metric	Value	vs 1Y ago
Winter in Bozeman, MT	210.2k	▲ 42%
Summer in Bozeman, MT	122.5k	▲ 35%
3 Ways to Explore Yellowstone in the Winter	97,821	▲ 1,126%
Top 10 Things to Do in Yellowstone	85,651	▼ 52%
Visiting Montana for the First Time: What You Need to Know	78,657	
Where to Stay Near Yellowstone National Park	64,383	▲ 27%
Play in Bozeman - Bozeman CVB	58,192	▲ 36%
Visit Bozeman, Convention and Visitors Bureau - Bozeman CVB	58,155	▼ 51%

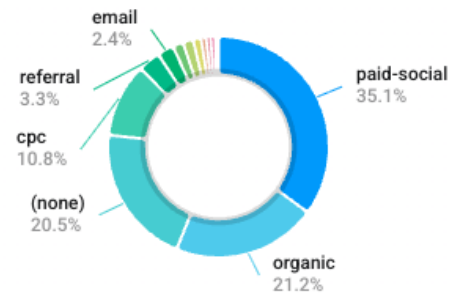
Last 12 months (2025 Jun - 2026 May)

PAGE VIEWS - LAST 12 MONTHS



Last 12 months (Jun 1, 2025 - May 31, 2026)

PAGE VIEWS BY MEDIUM



WEBSITE VISITOR ORIGINATION

LAST 12 MONTHS

Last 12 months (Jun 1, 2025 - May 31, 2026)

Visitors by State - Growing

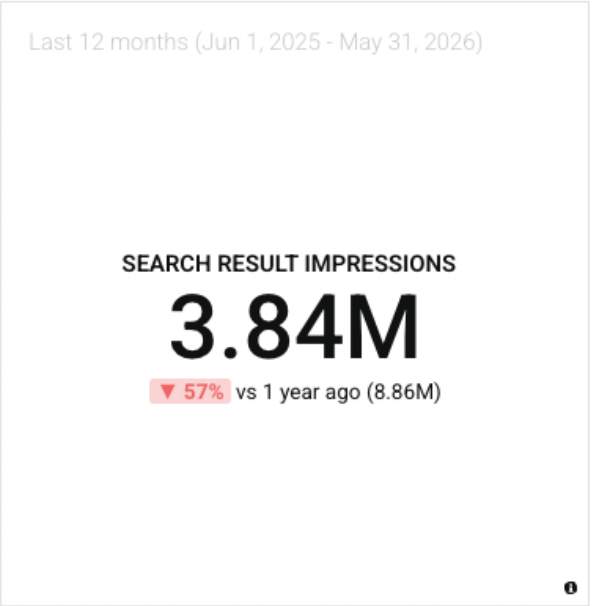
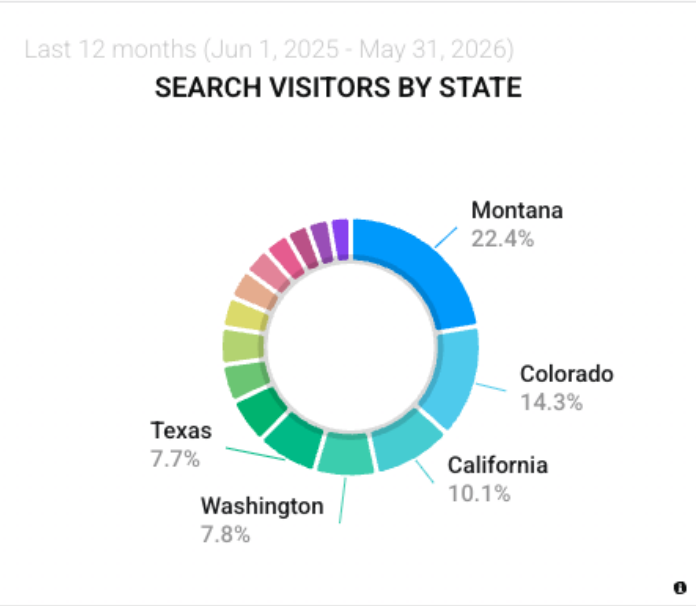
Metric	Value	vs 1Y ago
California	59,549	▼ 17%
Texas	50,962	▼ 32%
Montana	47,317	▼ 17%
Colorado	40,845	▼ 11%
Washington	37,110	▲ 20%
New York	30,337	▼ 12%
Florida	26,115	▼ 29%
Illinois	24,930	▼ 21%
Arizona	21,915	▼ 16%

Last 12 months (Jun 1, 2025 - May 31, 2026)

Visitors by State - Declining

Dimension	Visitors by City	vs 1Y ago
(not set)	42,538	▼ 11%
Denver	20,160	▼ 8%
New York	18,739	▼ 26%
Seattle	17,164	0%
Bozeman	15,557	▼ 13%
Chicago	14,143	▼ 37%
Los Angeles	12,068	▼ 31%
Phoenix	9,678	▼ 31%
Dallas	8,312	▼ 61%

ORGANIC SEARCH TRAFFIC



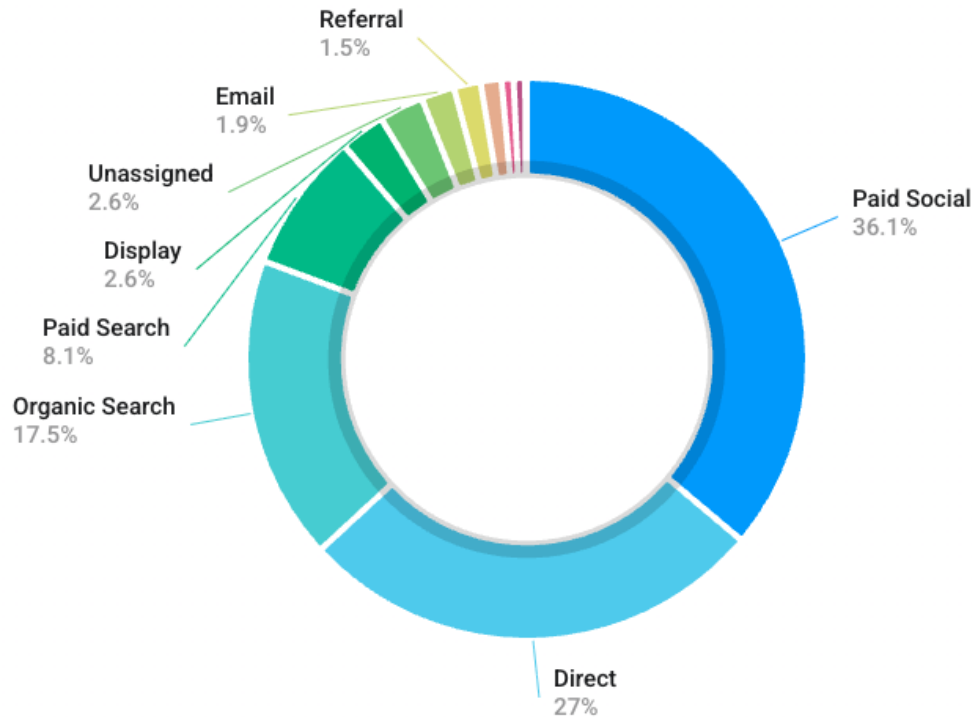
Last 12 months (Jun 1, 2025 - May 31, 2026)

SEARCH TRAFFIC BY LANDING PAGE		
Metric	Value	vs 1Y ago
(not set)	44,441	▼ 26%
/	10,656	▲ 3%
/blog/exploring-the-market-at-	8,266	▲ 97%
/blog/plan-the-perfect-day-trip-to-	4,862	▼ 44%
/restaurants-in-bozeman	4,192	▼ 12%
/blog/the-best-montana-	3,467	▲ 179%
/blog/how-to-get-to-yellowstone-	3,379	▼ 63%
/bloa/first-		

TRAFFIC SOURCES

Last 12 months (Jun 1, 2025 - May 31, 2026)

VISITORS BY SOURCE



Last 12 months (Jun 1, 2025 - May 31, ...)

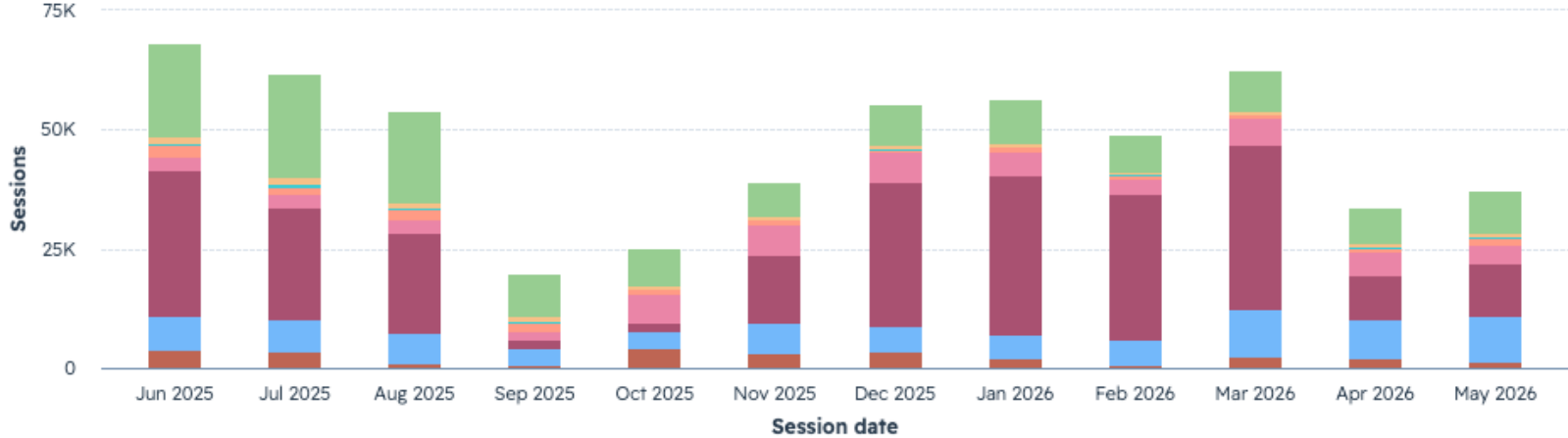
VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	268.6k	0%
Direct	200.6k	▲ 337%
Organic Search	130.4k	▼ 31%
Paid Search	59,873	▲ 5%
Display	19,245	▼ 34%
Unassigned	19,072	▼ 35%
Email	14,352	▼ 25%
Referral	11,477	▲ 2%
Organic Social	8,845	▲ 131%
Cross-network	5,051	▲ 4,254%
Paid Other	4,984	▲ 25%

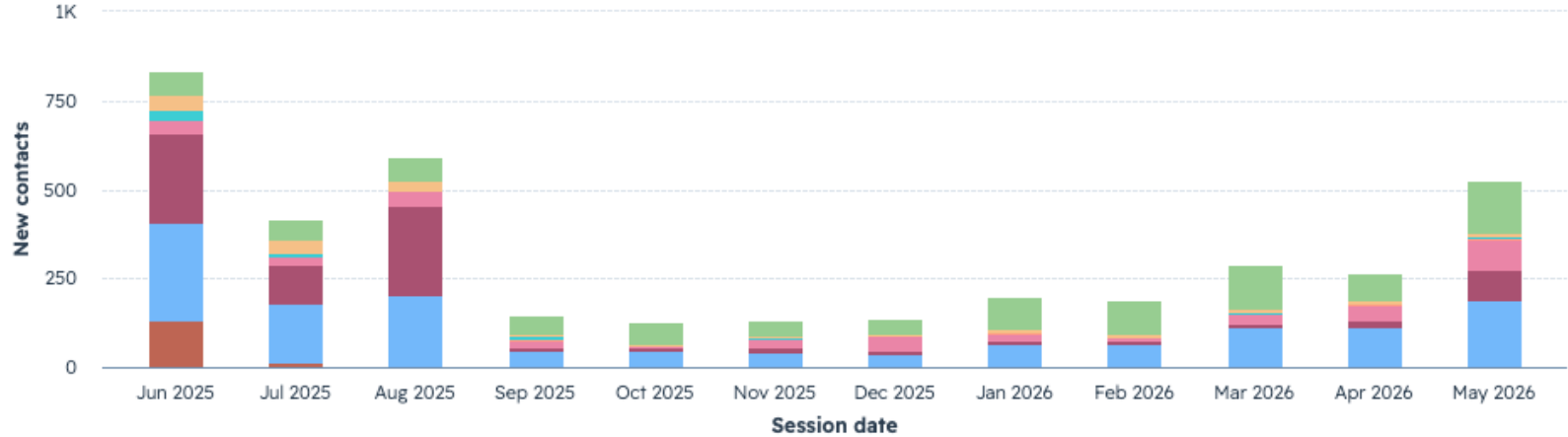
TRAFFIC & CONTACT TRENDS

LAST 12 MONTHS

TRAFFIC



CONTACTS

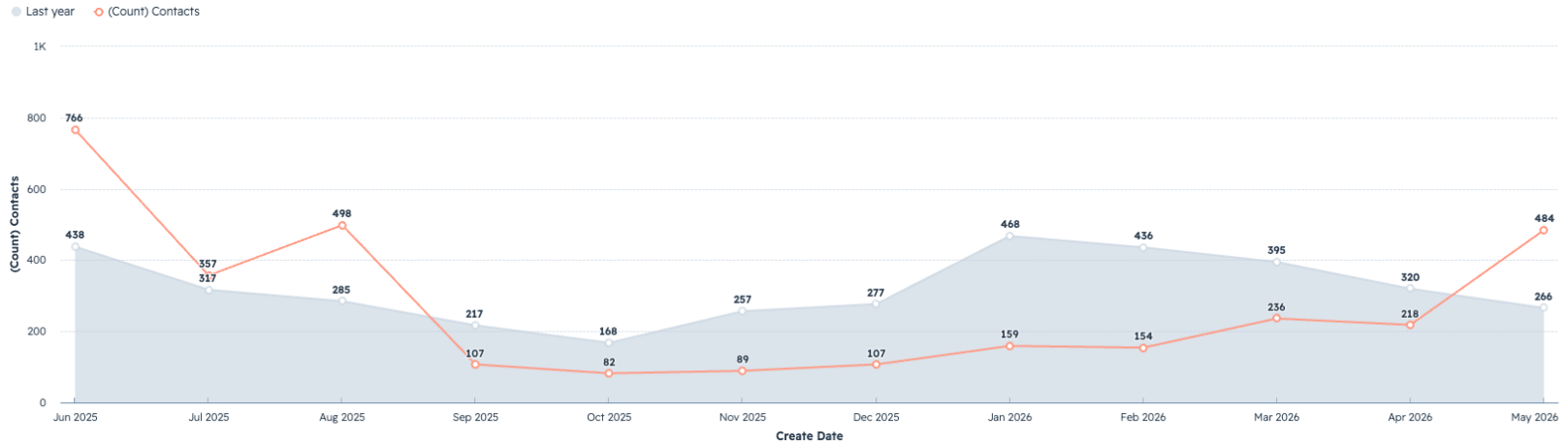


ORGANIC REFERRAL SOCIAL EMAIL PAID SEARCH PAID SOCIAL DIRECT DISPLAY



CONTACT INSIGHTS

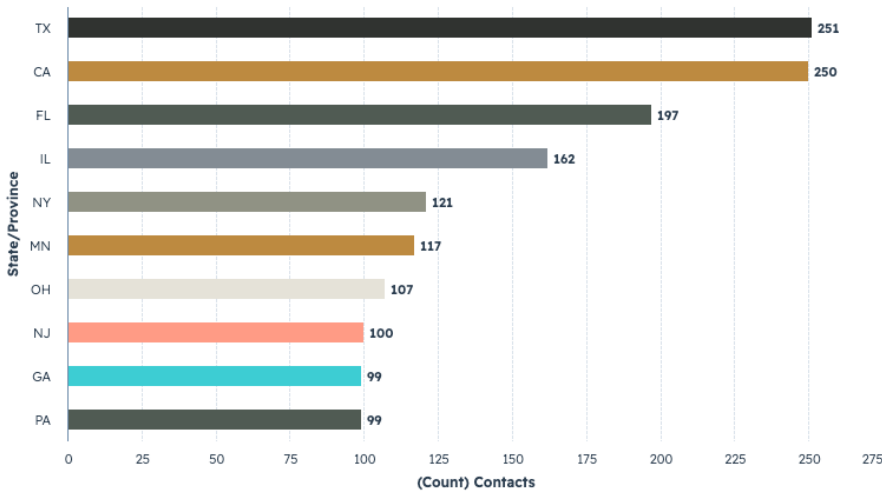
LAST 12 MONTHS



Travel/Relo Contacts by State

DASHBOARD FILTERS APPLIED LIMITED DATA FROM 6/1/2025 TO 5/31/2026 FILTERS (1)

● TX ● CA ● FL ● IL ● NY ● MN ● OH ● NJ ● GA ● PA

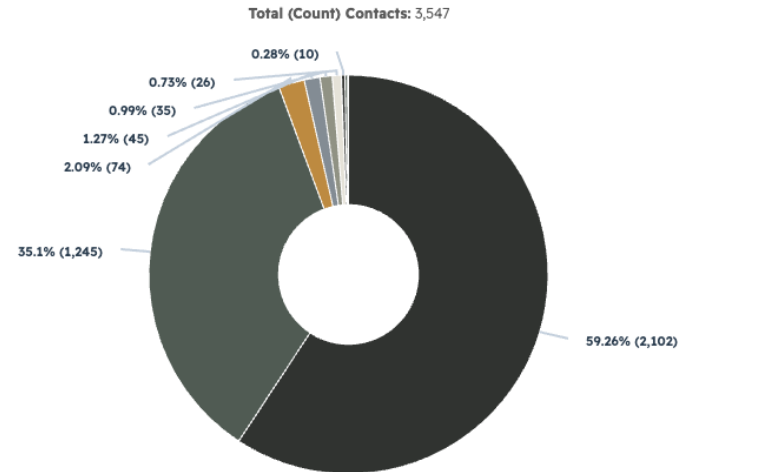


Travel Form Submission

DASHBOARD FILTERS APPLIED FROM 6/1/2025 TO 5/31/2026 FILTERS (1)

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

▲ 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 sky with a few small, white clouds. The overall tone is somber and mysterious.

VISITATION INTELLIGENCE

PRIME

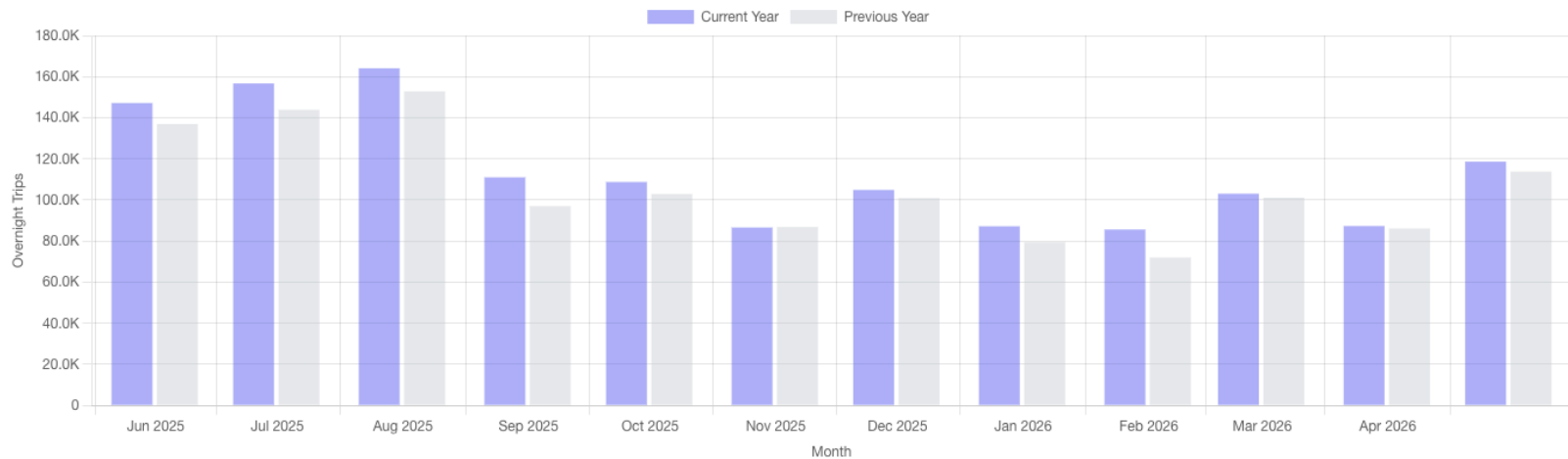
NATIONAL OVERNIGHT TRIPS

LAST 12 MONTHS – THROUGH APRIL

Trend Analysis ⓘ

Visualize metrics over time with flexible intervals

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



Overview Report Dates
June 2025 - May 2026

Time Period ⓘ

Last 12 Months

Home distance ⓘ

50+ Miles

150+ Miles

Total Trips

↑ YoY +4.7%

1.8M

vs. 1.7M prev. year (Jun '24 - May '25)

Avg. Monthly Visitors

↑ YoY +9.3%

131.0K

vs. 119.9K prev. year (Jun '24 - May '25)

Visit Nights

↑ YoY +3.6%

2.8M

vs. 2.7M prev. year (Jun '24 - May '25)

Total Visitor Spend ⓘ

↓ YoY -5.0%

\$334.7M

vs. \$352.4M down from (Jun '24 - May '25)

*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	Time Period	Home Distance	Trip Type	Search Origin	State	Sort By	View
CBSA ▾	Last 12 Months ▾	50+ Miles ▾	Overnight ▾	Search... 🔍	All States ▾	Visit Nights ▾	Comparative Metrics ▾

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TREND
Billings, MT	95,738	6,678	178,000	2.8 days	 View
Seattle-Tacoma-Bellevue, WA	55,242	4,638	129,842	3.3 days	 View
Denver-Aurora-Lakewood, CO	43,316	3,555	115,302	3.7 days	 View
Helena, MT	59,266	3,699	110,110	2.9 days	 View
Missoula, MT	43,631	3,209	87,030	3.0 days	 View
Kalispell, MT	35,210	2,673	79,507	3.2 days	 View
Great Falls, MT	36,243	2,549	72,918	3.0 days	 View
Minneapolis-St. Paul-Bloomington, MN-WI	29,225	2,566	71,344	3.4 days	 View
Los Angeles-Long Beach-Anaheim, CA	26,109	2,198	66,234	3.6 days	 View

LODGING DATA

PRIME

BOZEMAN/BELGRADE HOTEL ROOMS

DATA THROUGH MAY

Last 10 years (2017 - 2026)

Gallatin Valley Hotel Room Totals



0

Jun 4, 2025 - Jun 3, 2026 (rolling)

New Rooms in the Last 12 Months

578

0

Last 24 months (2024 Jul - 2026 Jun)

Gallatin Valley Hotel Rooms Under Construction



0

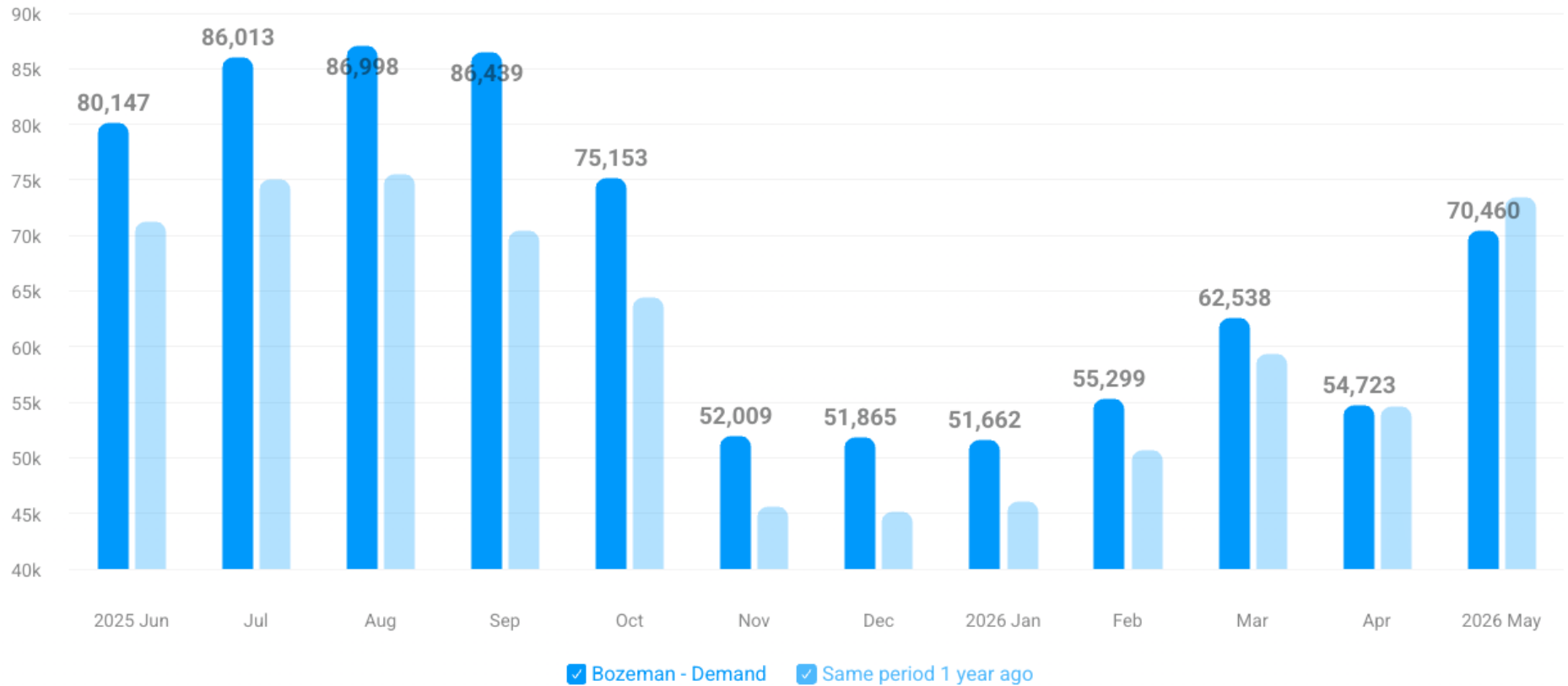
PRIME

LODGING DEMAND

CO-STAR

Last 12 months (2025 Jun - 2026 May)

12 MONTH HOTEL - DEMAND

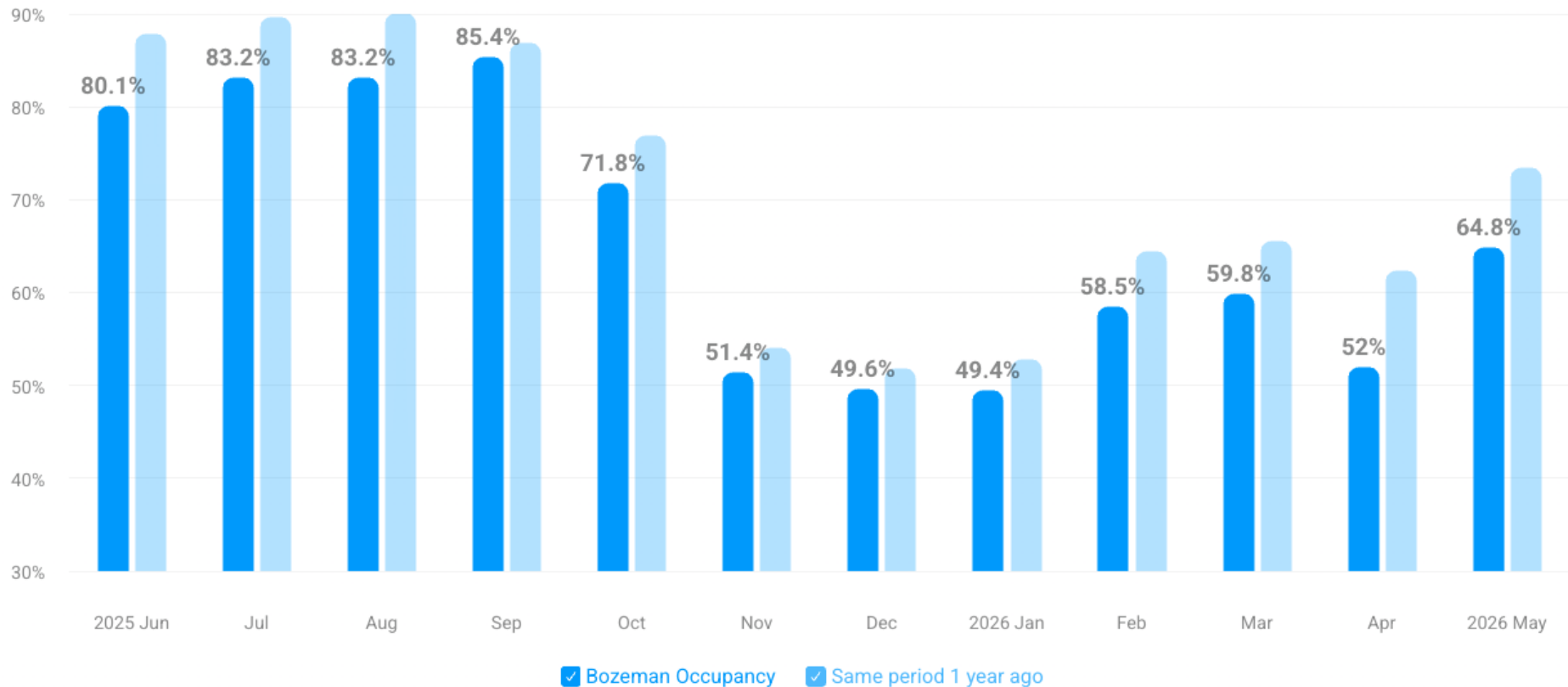


BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 12 months (2025 Jun - 2026 May)

12 MONTH HOTELS - OCCUPANCY

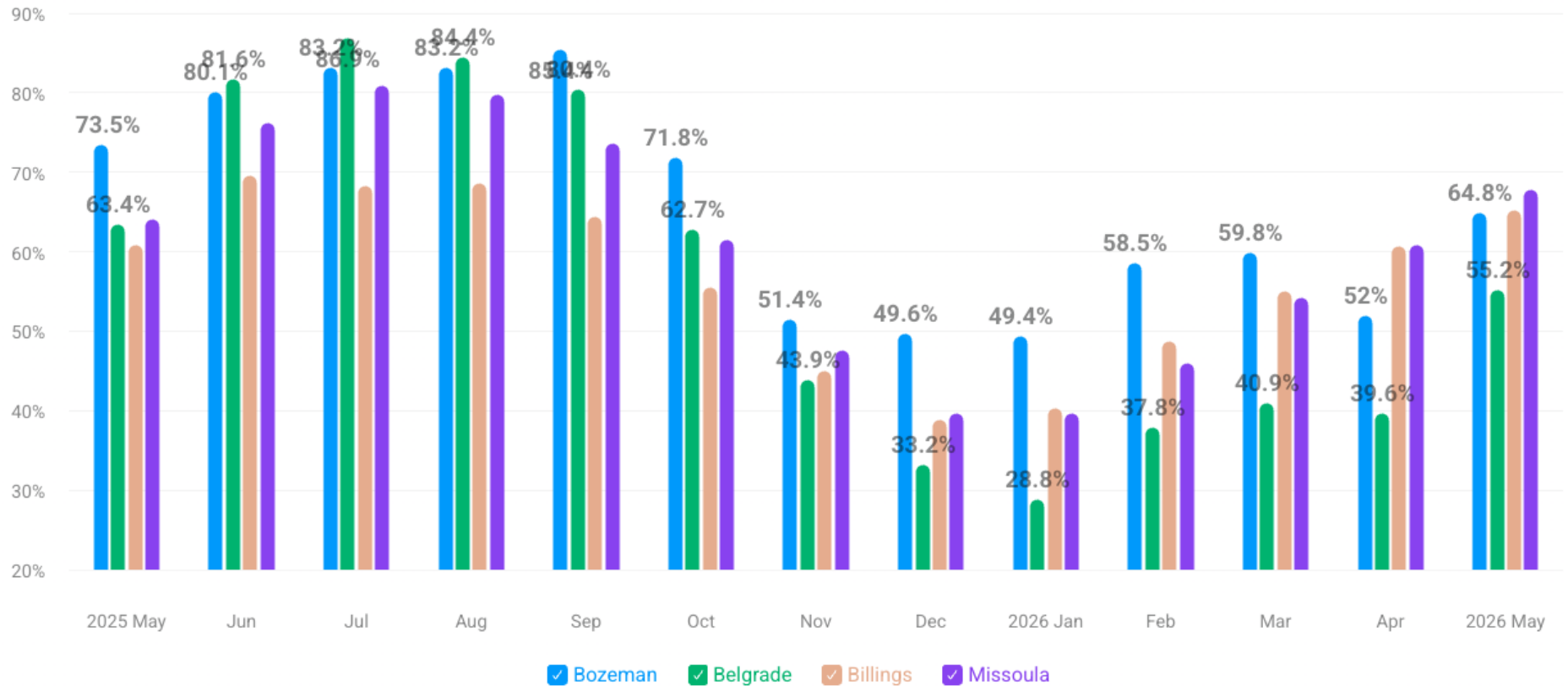


HOTEL OCCUPANCY

LAST 13 MONTHS

Last 13 months (2025 May - 2026 May)

13 MONTH HOTEL RESULTS - OCCUPANCY

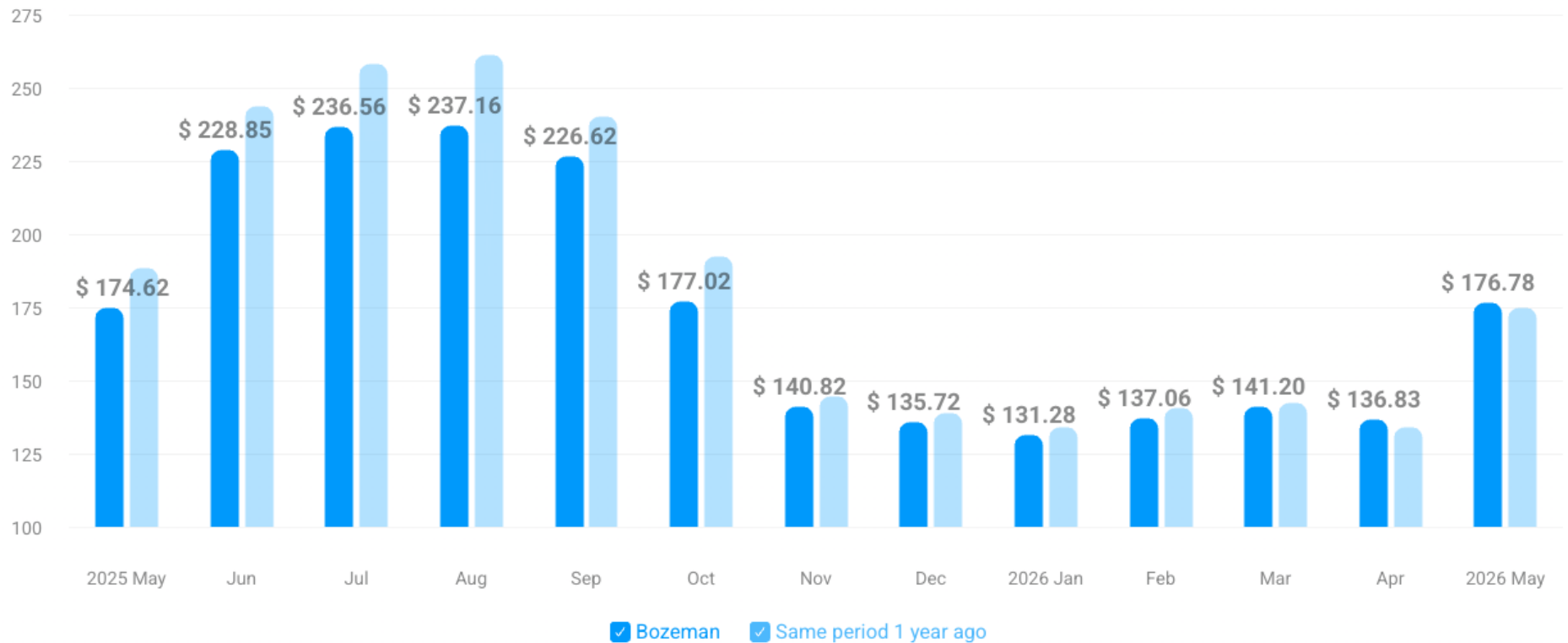


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2025 May - 2026 May)

13 MONTH HOTEL RESULTS - ADR

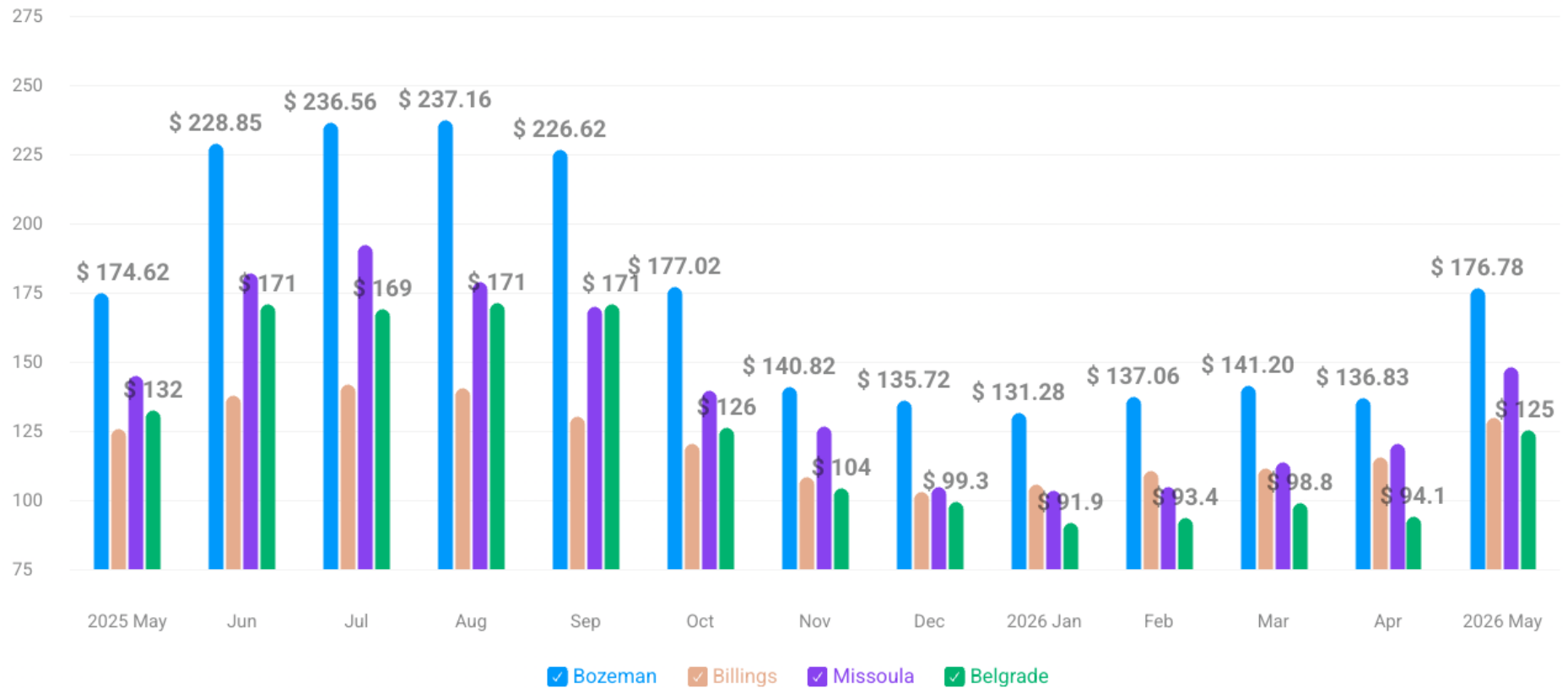


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2025 May - 2026 May)

13 MONTH HOTEL RESULTS - ADR

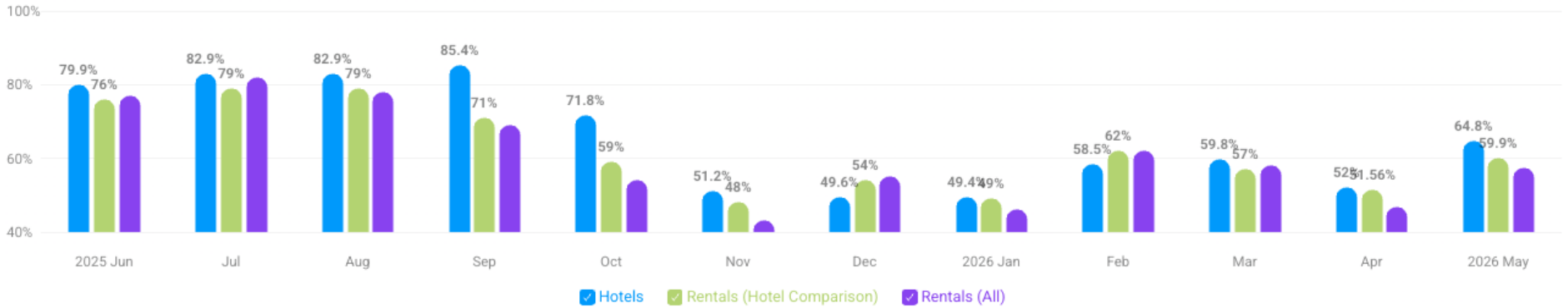


HOTELS vs. SHORT TERM RENTALS

LAST 12 MONTHS

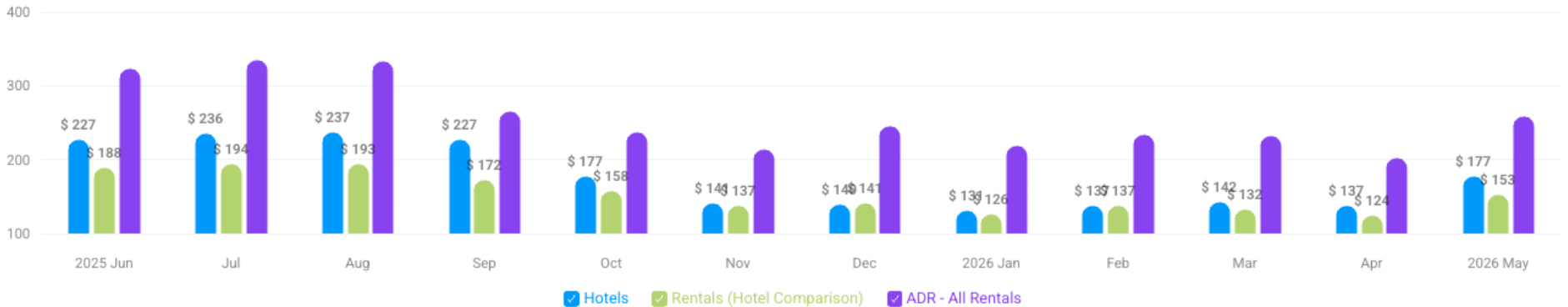
Last 12 months (2025 Jun - 2026 May)

OCCUPANCY RATE



Last 12 months (2025 Jun - 2026 May)

ADR





THANK YOU!

PRIME