



VISIT **BOZEMAN**

FY26 UPDATE

**PRIME**

MARCH

A dark, atmospheric landscape of a mountain valley. In the foreground, a river flows through a valley. The middle ground is dominated by a dense forest of evergreen trees. In the background, rugged mountains rise against a dark sky with a few wispy clouds. The overall tone is moody and natural.

# FY26 MARKETING

***PRIME***

# SUMMER CAMPAIGN



LATE 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

VISIT **BOZEMAN**



**YOU WON'T BELIEVE THIS FOOD IS IN BOZEMAN, MONTANA**

You might not expect it from a mountain town in Montana, but Bozeman's food scene is seriously having a moment.

We sat down with three of the chefs behind it. They're bold, they're creative, and they're cooking food that's putting this city on the map.

Watch the video and see what all the fuss is about.

[WATCH THE VIDEO](#)

VISIT **BOZEMAN**



**YOUR BOZEMAN WEDDING SEASON STARTS HERE**

So you've decided to get married in Bozeman. Excellent taste. You've picked a place where the mountains are dramatic, the craft beer is cold, and your guests will be talking about the trip long after the bouquet has wilted.


But now comes the part where everyone starts texting you asking "so... what do we even DO there?" — and you need answers. We've got you.

**For Your Guests Who've Never Been**

Whether your out-of-towners are mountain people, city people, or "I prefer brunch over hiking" people, Bozeman has them covered. Downtown is walkable, charming,

VISIT **BOZEMAN**

**A Guide to Dog Sledding Near Bozeman, Montana**




If you've ever watched a dog sled team disappear into a snowy treeline and thought, "I want to do that!" — good news. Dog sledding near Bozeman is absolutely a thing, and it's more accessible than you might think. No experience required, no sled-driving license necessary.

It's also one of those rare winter activities that works for pretty much everyone (and it's [not picky if you don't like it](#)), including solo travelers, couples, and families. In fact, it's a great [winter activity to do with kids](#). Just show up, meet some seriously enthusiastic huskies, and hold on.

Here's a breakdown of who's running trips, what to expect, and how to pick the right adventure for your crew.

[Read more >](#)

**FOLLOW US**  
[@visit\\_bozeman](#)

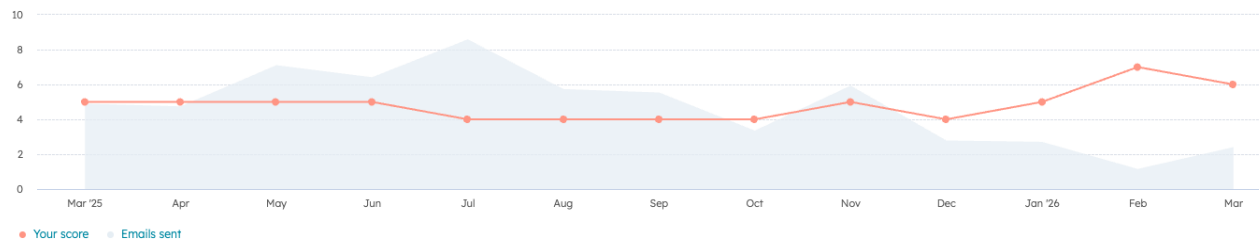


## LAST 90 DAYS – STATS

- 78K EMAILS SENT
- 20.16% OPEN RATE
- 10.66% CT RATE
- 42.4K TOTAL CONTACTS

## EMAIL HEALTH

Score over time



Metrics

- Opens
- Click-throughs
- Hard bounces
- Unsubscribes

Very good

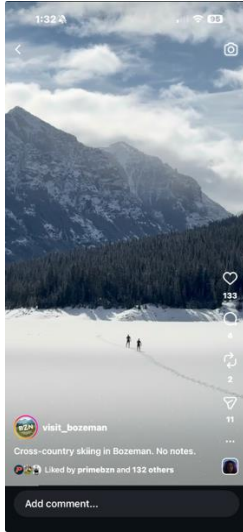
Very good

Excellent

Poor

# SOCIAL/VIDEO MARKETING

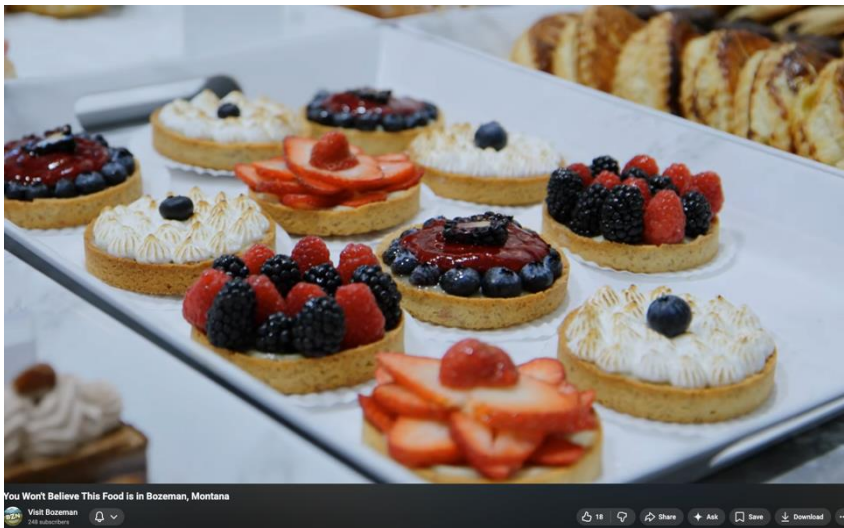
## REELS



## POSTS



## YOUTUBE



## LAST 90 DAYS:

- 6.5M VIEWS/IMPRESSIONS
- 216K ENGAGEMENTS/INTERACTIONS
- VIDEO STORYTELLING
  - BOZEMAN'S DINING SCENE
  - NEXT: SPENDING TIME IN BOZEMAN ON YOUR WAY TO YELLOWSTONE
- FOLLOWERS
  - IG – 44K, FB – 76K

# CONTENT MARKETING



## A Guide to Dog Sledding Near Bozeman, Montana

[Winter, Day Trips, Family Fun, Big Sky, Winter Sports](#)

Mar 4, 2026 10:00:00 AM

If you've ever watched a dog sled team disappear into a snowy treeline and thought, 'I want to do...



## How to Get from Bozeman to Big Sky: Your Guide to One of the Most Scenic Drives in Montana

[Big Sky Scenic Drives](#)

Feb 18, 2026 10:00:00 AM

Getting from Bozeman to Big Sky is refreshingly simple. Head south on Highway 191 through Gallatin...



## Bridger Bowl vs. Big Sky: Which Ski Resort is Right for You?

[Winter, Big Sky, Winter Sports](#)

Feb 4, 2026 10:00:00 AM

Bozeman sits at the heart of some of the best skiing in North America. With two world-class...



## Ditch the Lifts: A Guide to Backcountry Skiing in Bozeman

[Winter, Backcountry, Winter Sports](#)

Jan 21, 2026 9:59:59 AM

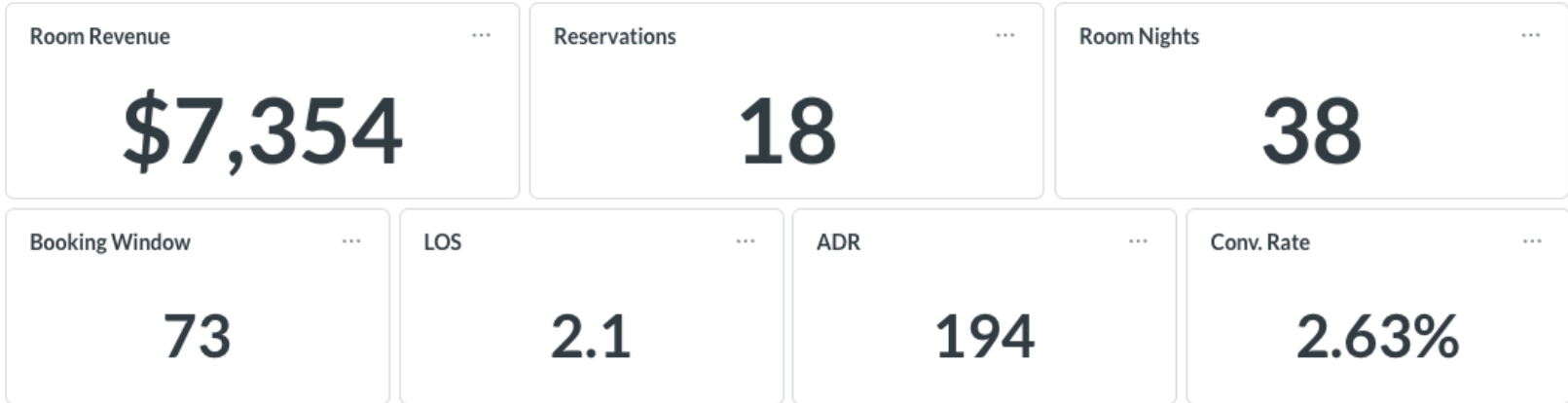
So you want to ditch the lift lines and earn your turns? Welcome to the club. Backcountry skiing in...

BLOG POST	VIEWS ↓
<a href="#">3 Ways to Explore Yellowstone in the Winter</a> ↗	17,229 <div style="width: 100%;"></div>
<a href="#">Visiting Montana for the First Time: What You Need to ...</a>	5,535 <div style="width: 30%;"></div>
<a href="#">Best Spots for Bozeman Nightlife</a> ↗	1,432 <div style="width: 10%;"></div>
<a href="#">10 Things to Do in Bozeman, MT, in Winter (If You Don'...</a>	902 <div style="width: 5%;"></div>
<a href="#">The Market in Bozeman: A West Side Hub</a> ↗	620 <div style="width: 3%;"></div>
<a href="#">How Far Is Bozeman from Yellowstone National Park?...</a>	488 <div style="width: 2%;"></div>
<a href="#">Plan the Perfect Day Trip from Bozeman to Yellowstone...</a>	372 <div style="width: 1.5%;"></div>
<a href="#">15 Hot Springs in Montana to Visit Any Time of Year</a> ↗	368 <div style="width: 1.5%;"></div>
<a href="#">10 Idyllic Cabins You Can Rent Around Bozeman</a> ↗	359 <div style="width: 1.5%;"></div>
<a href="#">How to Get from Bozeman to Big Sky: Your Guide to On...</a>	356 <div style="width: 1.5%;"></div>

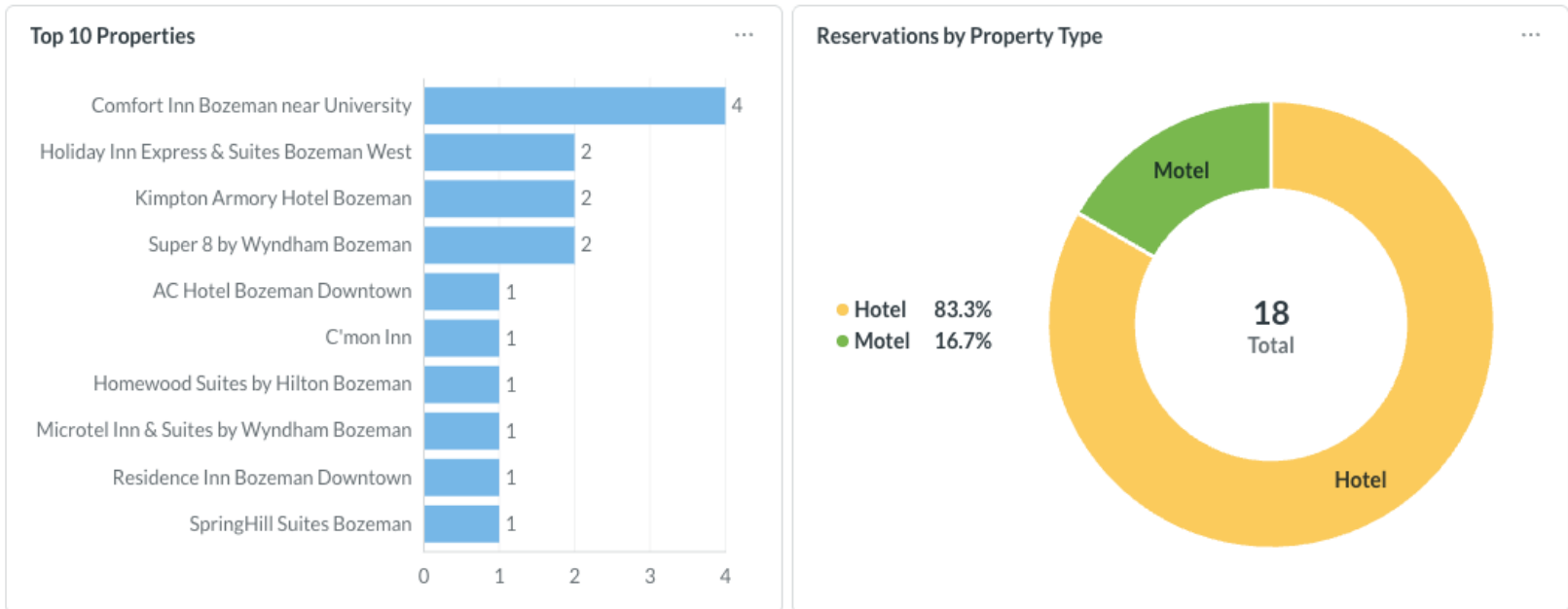
# RIPE BOOKING RESULTS

## LAST 30 DAYS

### Key Metrics



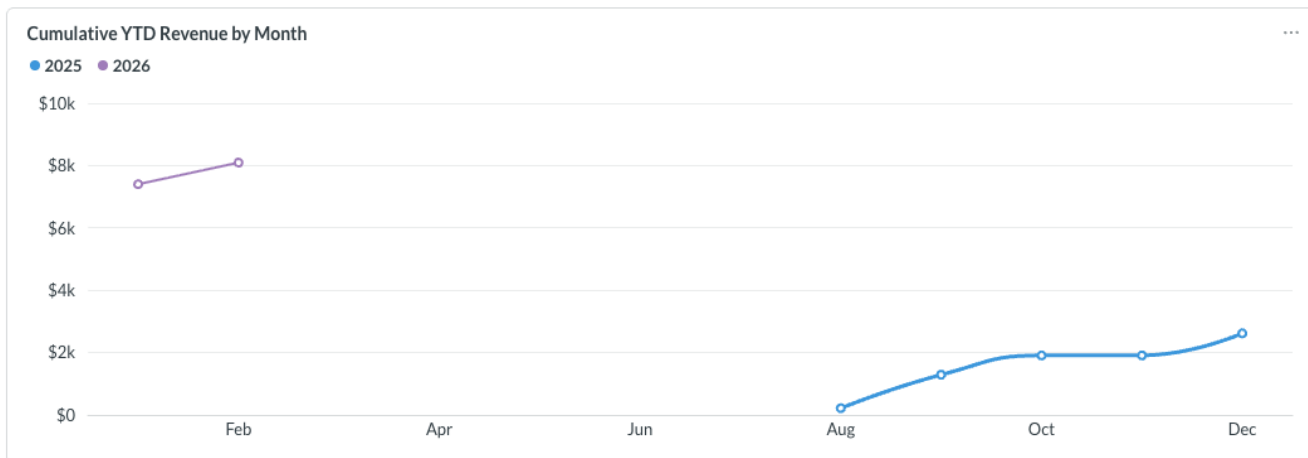
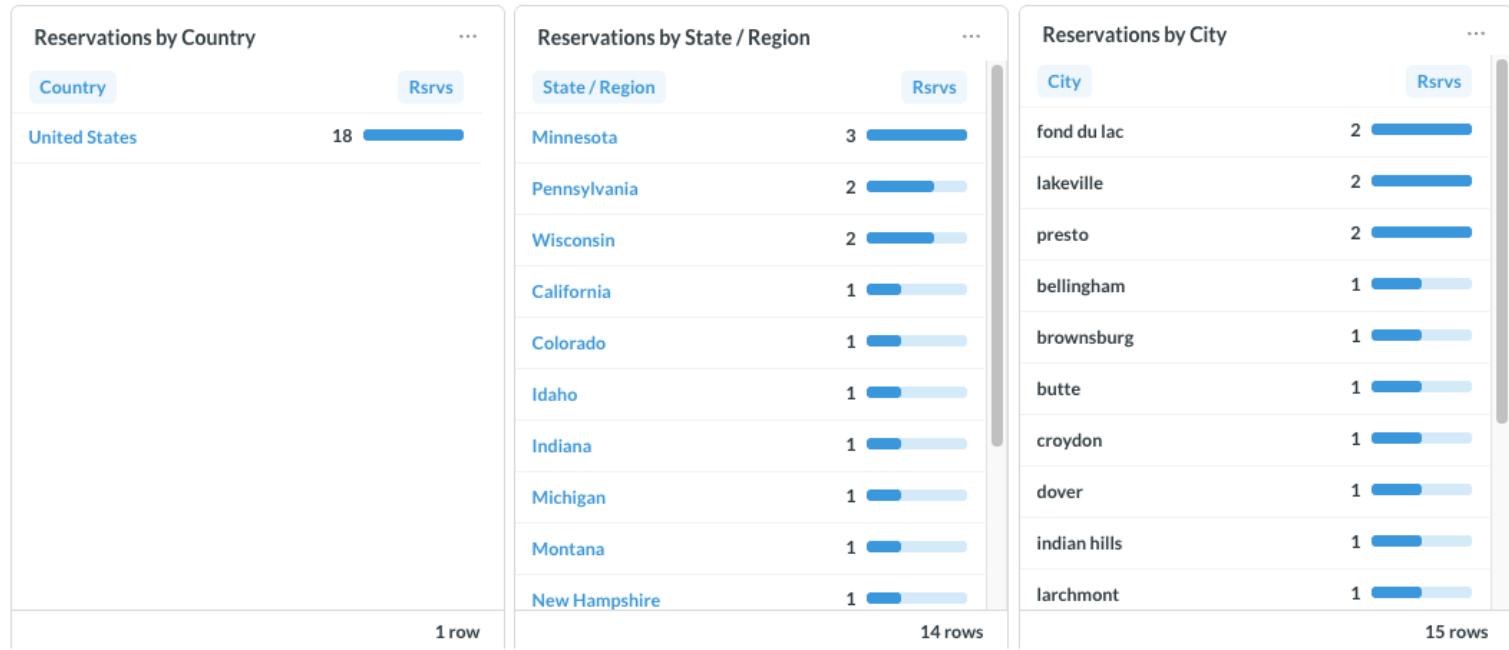
### Property Summary



# RIPE BOOKING RESULTS

## LAST 30 DAYS

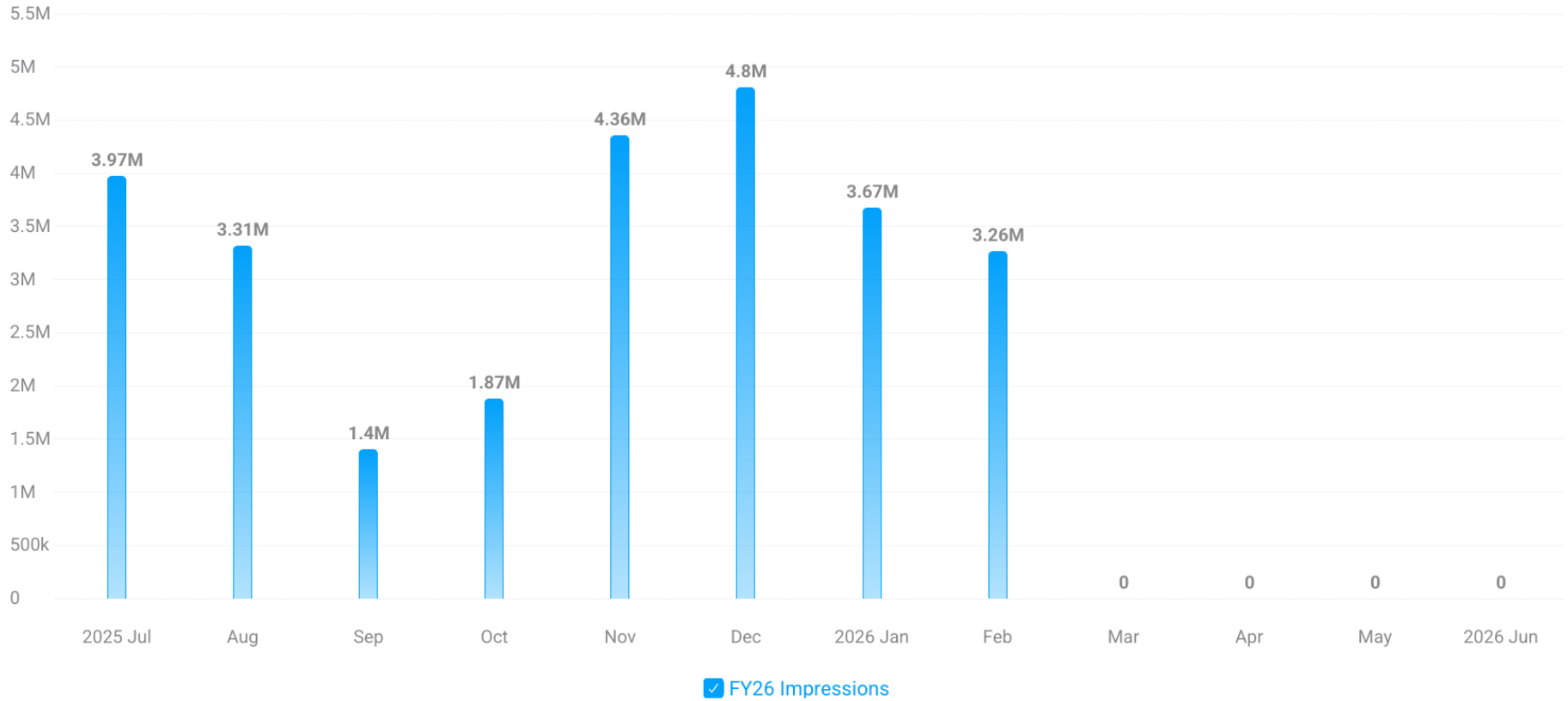
### Geography



# MARKETING REACH

Jul 1, 2025 - Jun 30, 2026

FY26 Impressions



# RIPE CAMPAIGNS

- BOISE FLY DIRECT
- CO/OP CAMPAIGN WITH YELLOWSTONE COUNTRY
- SUPPORTING THE DIRECT FLIGHT FROM BOISE TO BZN
- LANDING PAGE WITH HOTEL SEARCH THROUGH RIPE
- TARGETING BOISE & SURROUNDING COMMUNITIES
- DIGITAL FOCUS
  - GOOGLE ADS
  - FACEBOOK/INSTAGRAM
  - PINTEREST ADS
  - REDDIT ADS



VISIT **BOZEMAN**

## Fly Direct from Boise. Book Your Bozeman Stay.

Choose dates | 2 people | Search

### Boise to Bozeman—Stay Closer, Save More

This booking page was created specifically for travelers coming from the Boise area, offering access to exclusive Bozeman hotel rates not widely available elsewhere. With Bozeman being an easy and popular drive from Boise, these preferred rates are designed to make planning your stay more rewarding while keeping value front and center.

Whether you're visiting for a weekend, a special event, or a longer stay, booking here gives you access to select Bozeman properties offering preferred pricing for this market. Compare locations, availability, and amenities in one place, and book with confidence knowing these rates were curated with Boise travelers in mind.

VISIT **BOZEMAN**

# MARKETING PARTNERSHIPS

- **LOG JAM PRESENTS**

- CURRENTLY DO SOME CO/OP MARKETING TO PROMOTE LINEUP
- GOING TO COLLABORATE ON SOME MARKETING EFFORTS TO PROMOTE SHOWS – ATTRACT VISITORS
- CURRENTLY SEEING 60-65% OUT-OF-MARKET TICKET PURCHASE
- DID A COLLAB POSTS ON INSTAGRAM

- VISIT BOISE

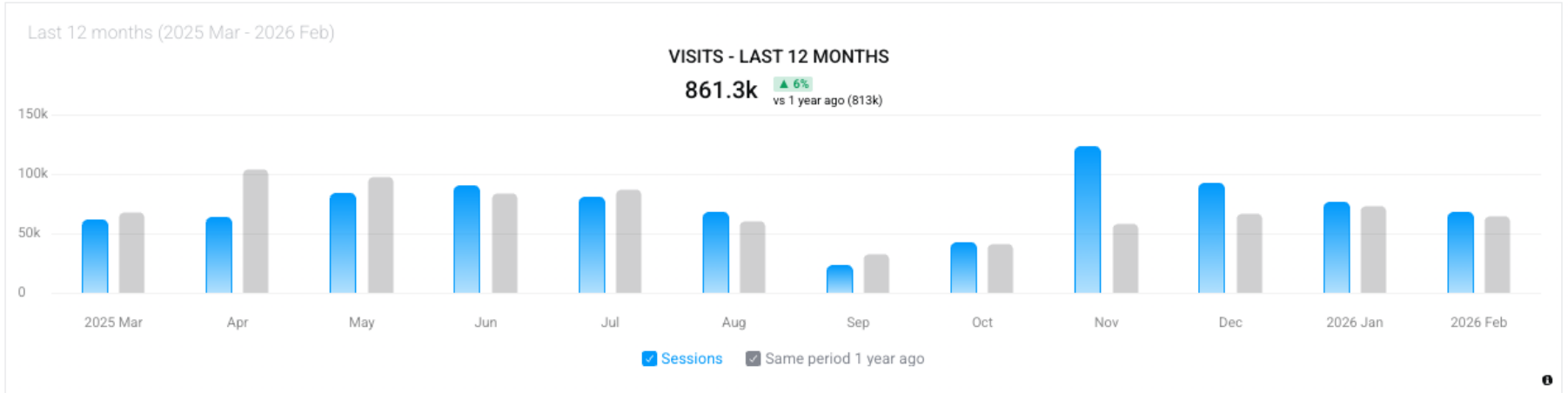
- ALSO DID TWO COLLAB POSTS ON INSTAGRAM PROMOTING THE DIRECT FLIGHT BETWEEN OUR MARKETS

# WEBSITE TRAFFIC RESULTS

**PRIME**

# WEBSITE TRAFFIC

## VISITS



## VISITORS



# PAGE VIEWS

Last 12 months (Mar 1, 2025 - Feb 28, 2026)

## TOP PAGES

Metric	Value	vs 1Y ago
Winter in Bozeman, MT	199k	▲ 46%
Top 10 Things to Do in Yellowstone	196.8k	▲ 191%
Summer in Bozeman, MT	165.6k	▲ 83,537%
Where to Stay Near Yellowstone National Park	72,846	0%
Visiting Montana for the First Time: What You Need to Know	66,586	
3 Ways to Explore Yellowstone in the Winter	62,611	▲ 686%
Play in Bozeman - Bozeman CVB	57,995	▲ 22%
Visit Bozeman, Convention and Visitors Bureau -	48,426	▼ 69%

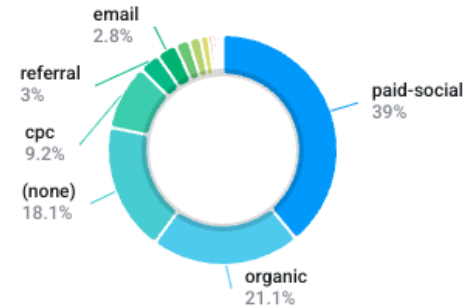
Last 12 months (2025 Mar - 2026 Feb)

## PAGE VIEWS - LAST 12 MONTHS



Last 12 months (Mar 1, 2025 - Feb 28, 2026)

## PAGE VIEWS BY MEDIUM



# WEBSITE VISITOR ORIGINATION

## LAST 12 MONTHS

Last 12 months (Mar 1, 2025 - Feb 28, 2026)

### Visitors by State - Growing

Metric	Value	vs prev
Maryland	7,315	▲ 80%
West Virginia	1,853	▲ 51%
Oregon	12,316	▲ 51%
Idaho	14,402	▲ 42%
Oklahoma	4,904	▲ 39%
Wisconsin	6,700	▲ 36%
Vermont	838	▲ 33%
District of Columbia	2,518	▲ 31%
Nebraska	5,023	▲ 27%

Last 12 months (Mar 1, 2025 - Feb 28, 2026)

### Visitors by State - Declining

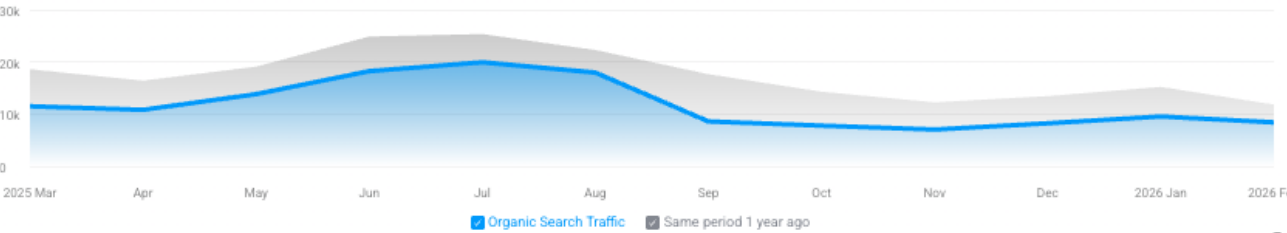
Metric	Value	vs prev
(not set)	4,320	▼ 57%
Massachusetts	8,377	▼ 39%
Arizona	21,003	▼ 35%
Illinois	25,786	▼ 29%
New York	29,309	▼ 28%
New Mexico	5,288	▼ 28%
Kansas	4,910	▼ 26%
Colorado	38,704	▼ 26%
California	62,290	▼ 23%

# ORGANIC SEARCH TRAFFIC

Last 12 months (2025 Mar - 2026 Feb)

## ORGANIC SEARCH TRAFFIC - LAST 12 MONTHS

**138.5k** ▼ 33% vs 1 year ago (205.2k)



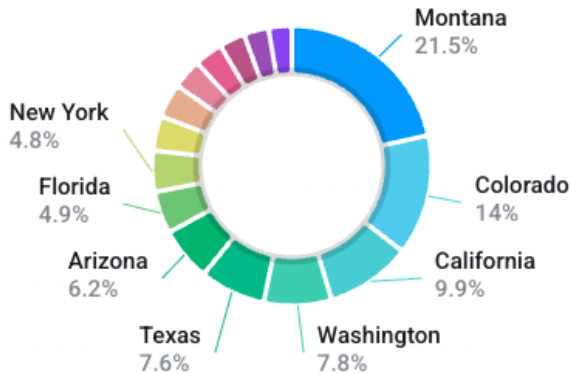
Last 12 months (Mar 1, 2025 - Feb 28, 2026) ...

## SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	<b>46,645</b>	▼ 28%
/	<b>11,290</b>	▲ 8%
/blog/exploring-the-market-at-	<b>7,805</b>	▲ 115%
/blog/plan-the-perfect-day-trip-to-	<b>6,263</b>	▼ 31%
/restaurants-in-bozeman	<b>5,367</b>	▲ 33%
/blog/how-to-get-to-yellowstone-	<b>4,193</b>	▼ 53%
/blog/10-things-to-do-in-bozeman-	<b>3,487</b>	▼ 46%
/blog/the-		

Last 12 months (Mar 1, 2025 - Feb 28, 2026)

## SEARCH VISITORS BY STATE



Last 12 months (Mar 1, 2025 - Feb 28, 2026)

## SEARCH RESULT IMPRESSIONS

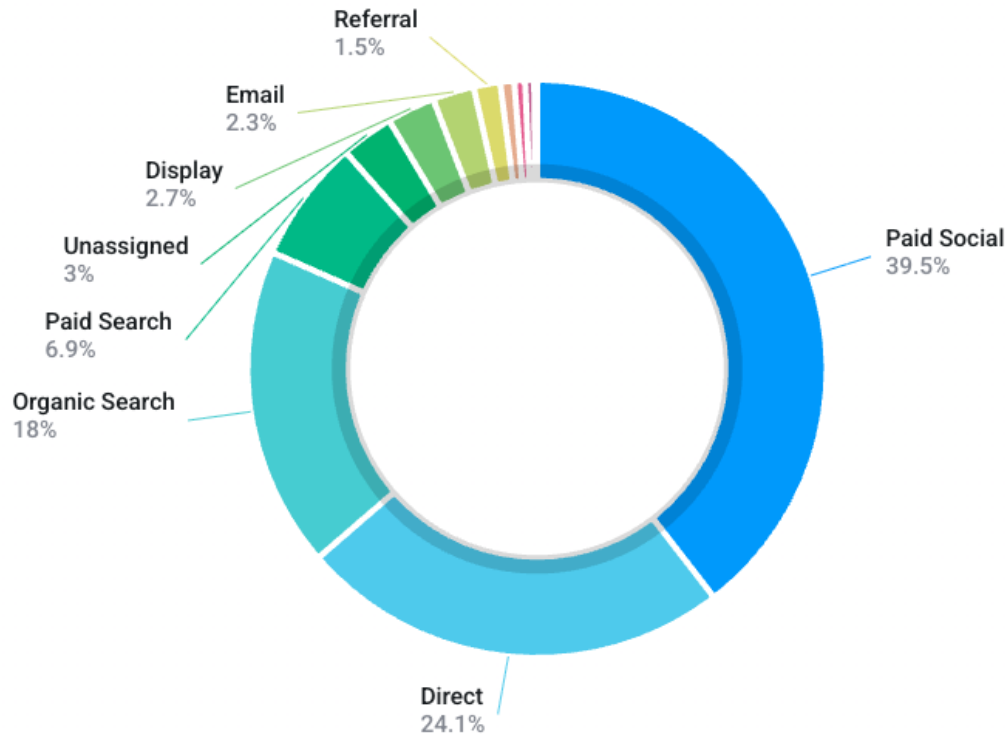
**6.28M**

▼ 21% vs 1 year ago (7.99M)

# TRAFFIC SOURCES

Last 12 months (Mar 1, 2025 - Feb 28, 2026)

## VISITORS BY SOURCE



Last 12 months (Mar 1, 2025 - Feb 28, 2026)

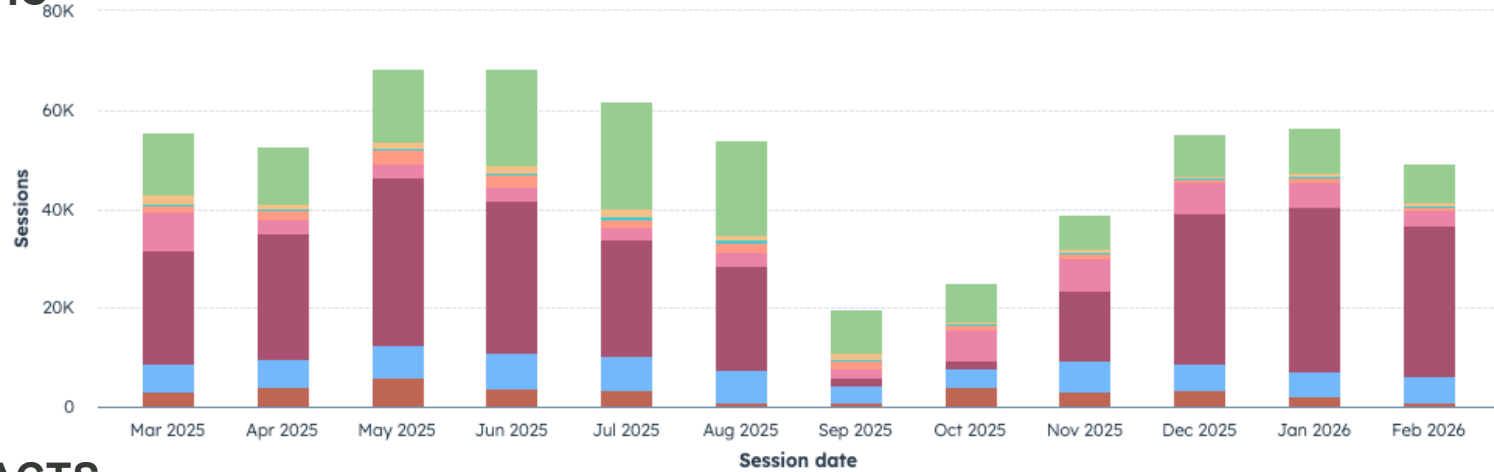
## VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	304.7k	▲ 11%
Direct	186k	▲ 259%
Organic Search	138.5k	▼ 33%
Paid Search	53,133	▼ 15%
Unassigned	22,896	▼ 16%
Display	20,657	▼ 46%
Email	17,953	▼ 7%
Referral	11,465	▼ 2%
Organic Social	5,915	▲ 8%
Paid Other	4,745	▼ 47%
Cross-network	3,797	

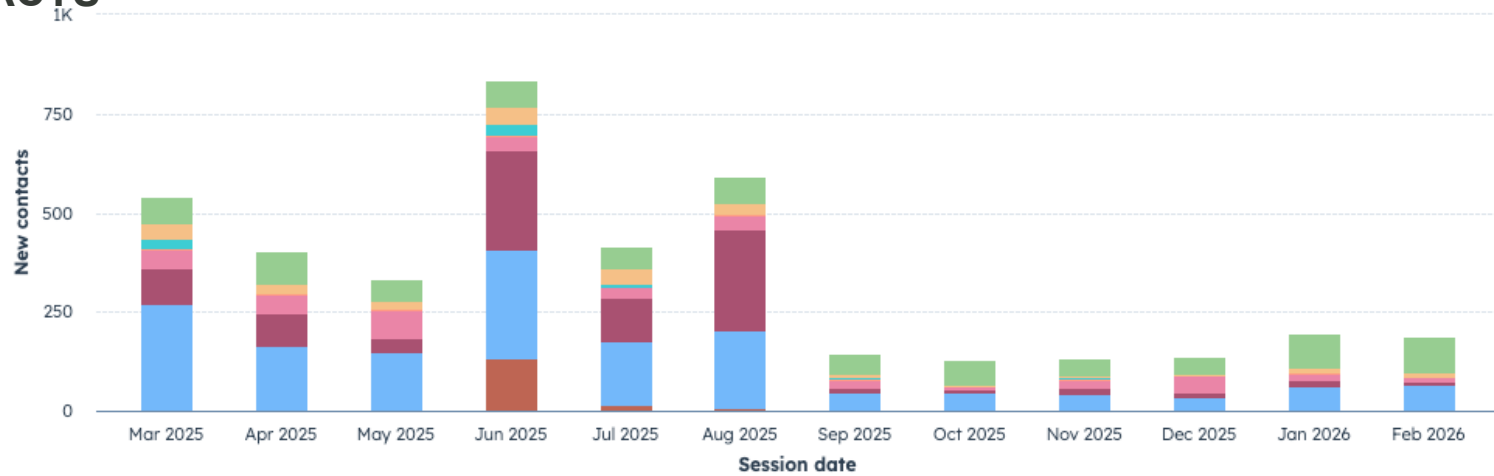
# TRAFFIC & CONTACT

## LAST 12 MONTHS

### TRAFFIC



### CONTACTS

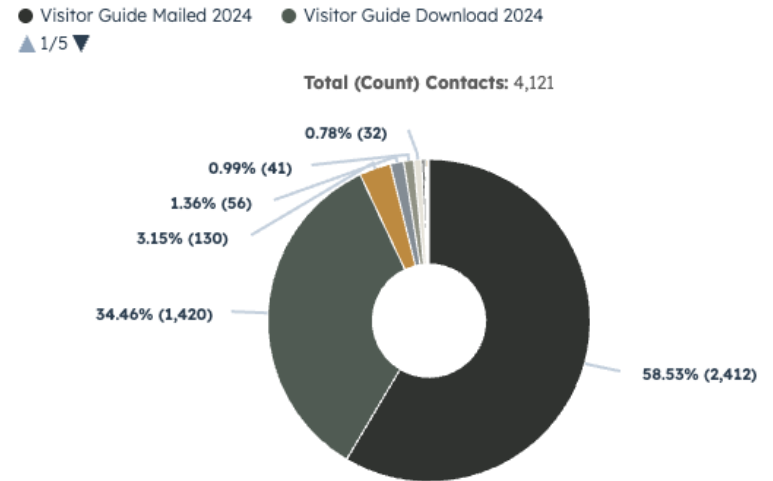
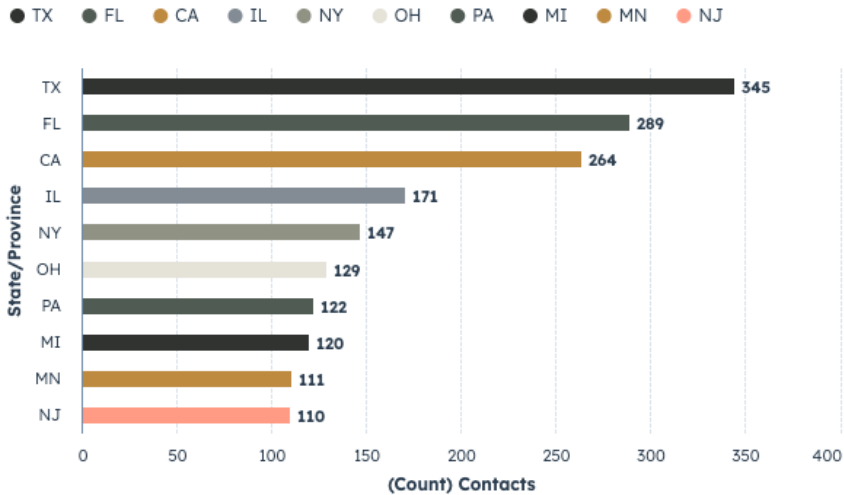
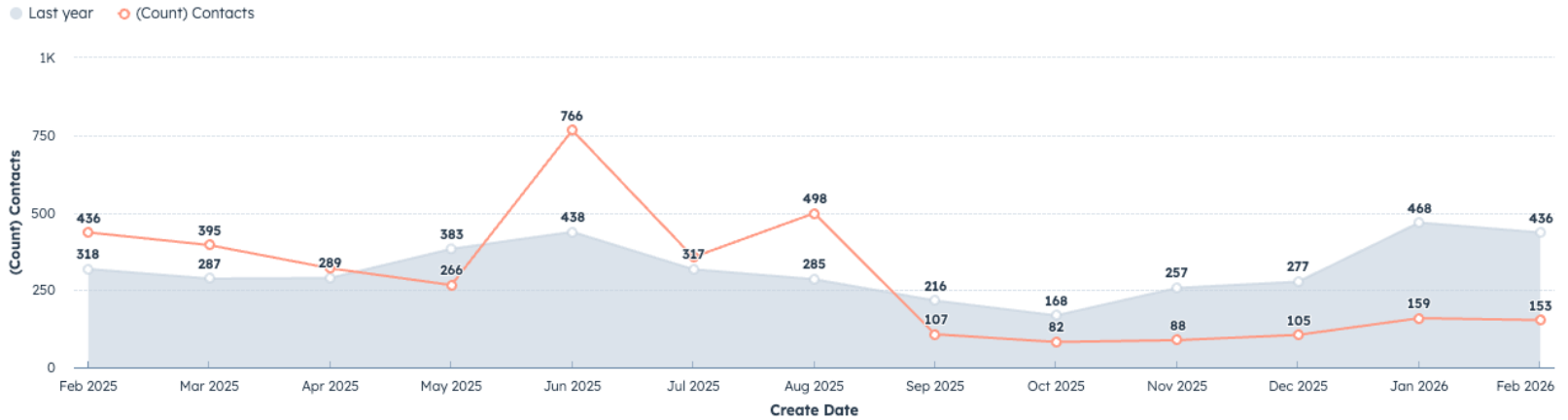


■ ORGANIC 
 ■ REFERRAL 
 ■ SOCIAL 
 ■ EMAIL 
 ■ PAID SEARCH 
 ■ PAID SOCIAL 
 ■ DIRECT 
 ■ DISPLAY



# CONTACT INSIGHTS

## LAST 12 MONTHS



A dark, atmospheric landscape of a mountain valley. In the foreground, a river flows through a valley, bordered by a dense forest of tall, thin trees. The middle ground shows a wide, open valley floor. In the background, a range of rugged mountains stretches across the horizon under a dark sky with a few wispy clouds. The overall tone is moody and naturalistic.

# VISITATION INTELLIGENCE

***PRIME***

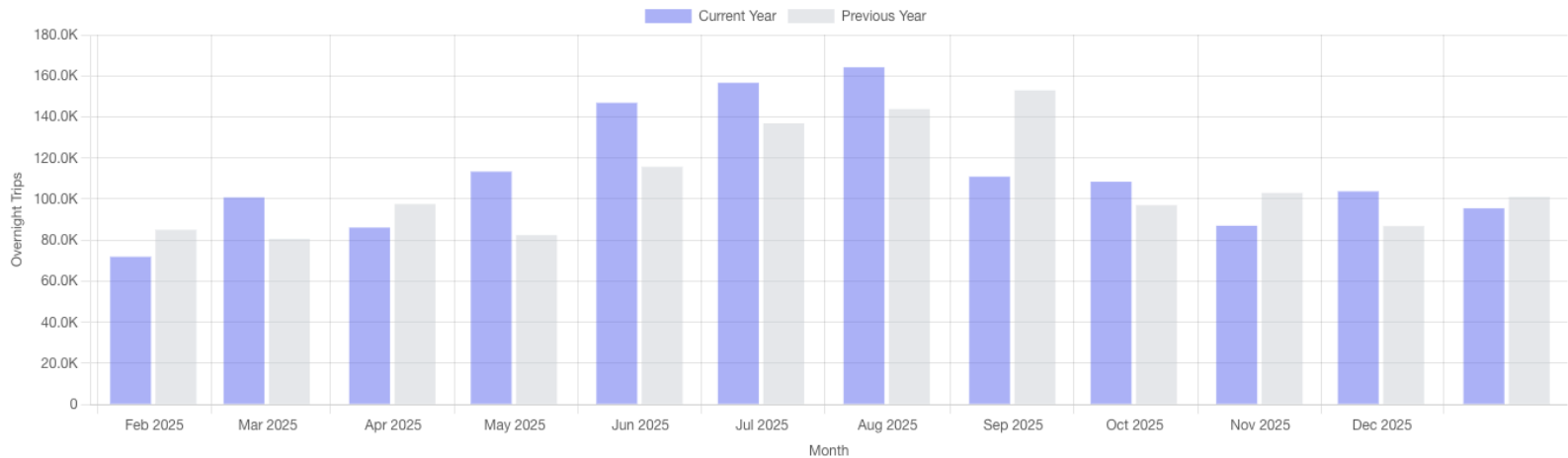
# NATIONAL OVERNIGHT TRIPS

## LAST 12 MONTHS – THROUGH NOV.

### Trend Analysis 📌

Visualize metrics over time with flexible intervals

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



Overview Report Dates  
February 2025 - January 2026

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

<p>Total Trips <span>↑ YoY +4.2%</span></p> <p><b>1.8M</b></p> <p>vs. 1.7M prev. year (Jan '24 - Dec '24)</p>	<p>Avg. Monthly Visitors <span>↑ YoY +8.2%</span></p> <p><b>129.3K</b></p> <p>vs. 119.5K prev. year (Jan '24 - Dec '24)</p>	<p>Visit Nights <span>↑ YoY +2.8%</span></p> <p><b>2.9M</b></p> <p>vs. 2.8M prev. year (Jan '24 - Dec '24)</p>	<p>Total Visitor Spend <span>↓ YoY -6.2%</span></p> <p><b>\$331.9M</b></p> <p>vs. \$353.7M down from (Jan '24 - Dec '24)</p>
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# 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	95,897	6,730	177,875	2.8 days	<a href="#">View</a>
Helena, MT	59,370	3,739	110,008	2.9 days	<a href="#">View</a>
Seattle-Tacoma-Bellevue, WA	55,281	4,645	129,588	3.3 days	<a href="#">View</a>
Missoula, MT	43,752	3,230	86,846	3.0 days	<a href="#">View</a>
Denver-Aurora-Lakewood, CO	43,014	3,549	114,606	3.7 days	<a href="#">View</a>
Great Falls, MT	36,199	2,563	72,967	3.0 days	<a href="#">View</a>
Kalispell, MT	35,244	2,694	79,585	3.2 days	<a href="#">View</a>
Minneapolis-St. Paul-Bloomington, MN-WI	29,339	2,603	71,224	3.4 days	<a href="#">View</a>
Los Angeles-Long Beach-Anaheim, CA	26,511	2,220	67,899	3.6 days	<a href="#">View</a>



# LODGING DATA

**PRIME**

# BOZEMAN/BELGRADE HOTEL ROOMS

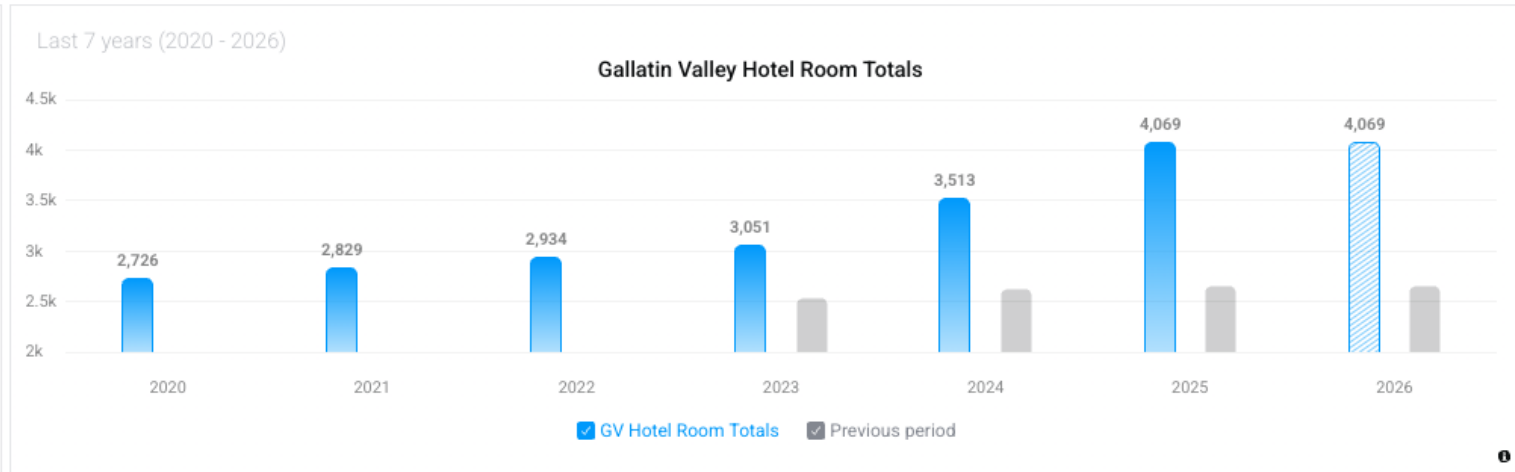
DATA THROUGH FEBRUARY



Mar 8, 2025 - Mar 7, 2026 (rolling)

New Rooms in the Last 12 Months

# 554

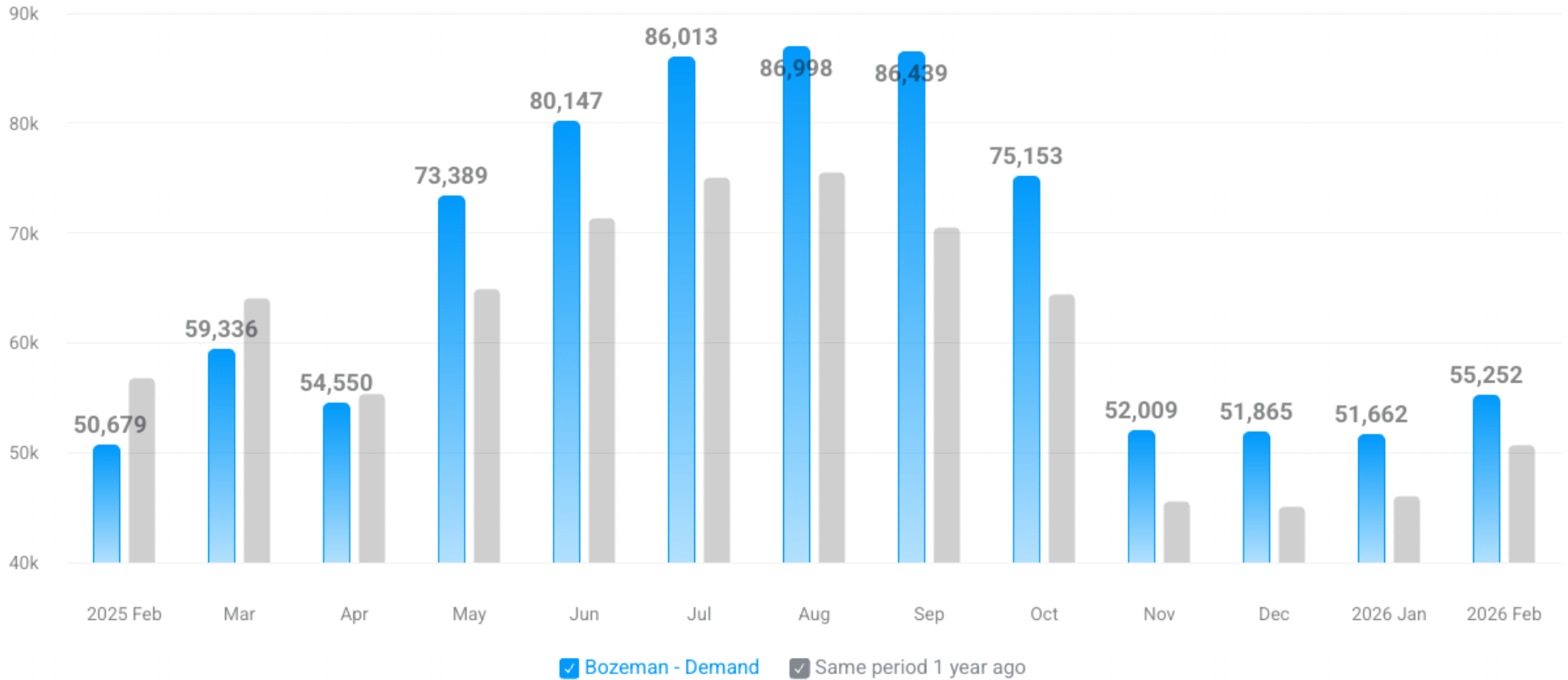


# LODGING DEMAND

## CO-STAR

Last 13 months (2025 Feb - 2026 Feb)

### 13 MONTH HOTEL - DEMAND

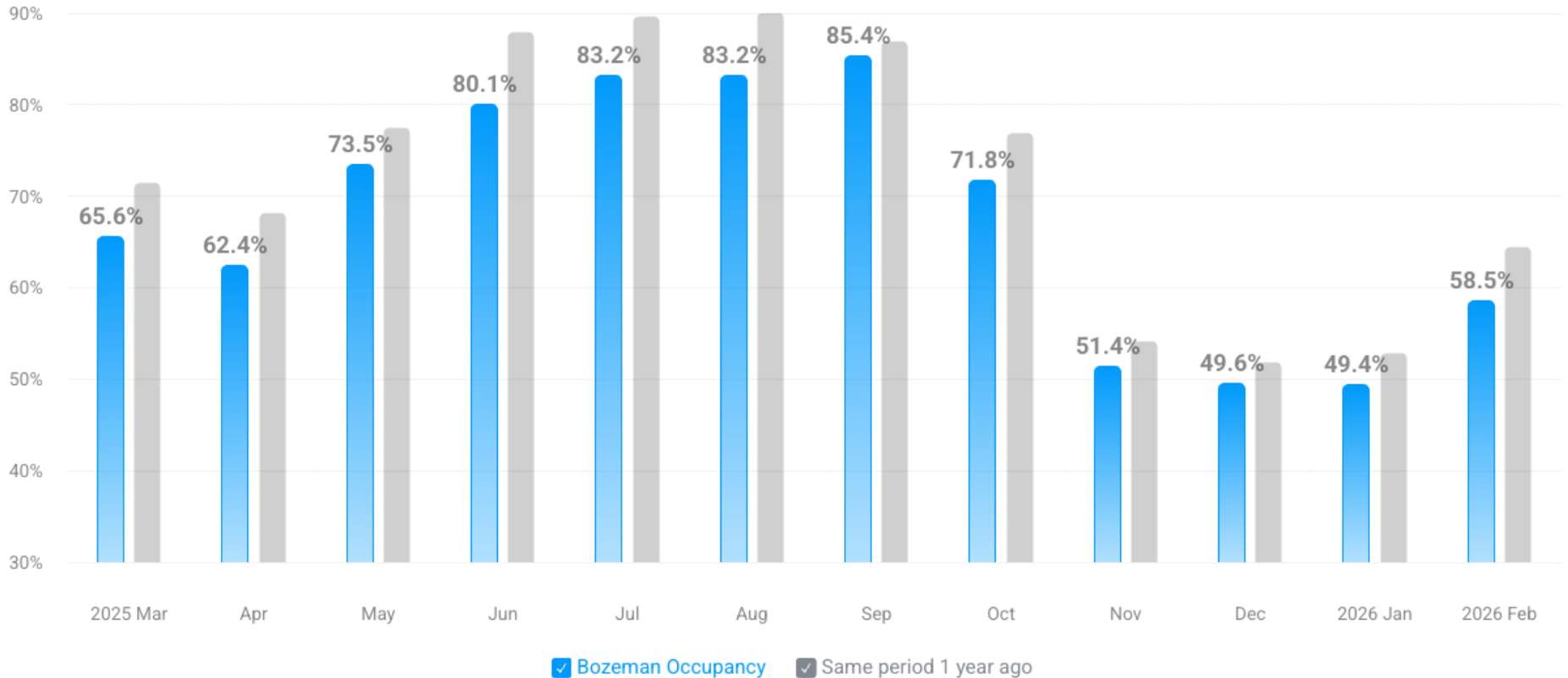


# BOZEMAN OCCUPANCY

## LAST 12 MONTHS

Last 12 months (2025 Mar - 2026 Feb)

### 12 MONTH BOZEMAN HOTELS - OCCUPANCY

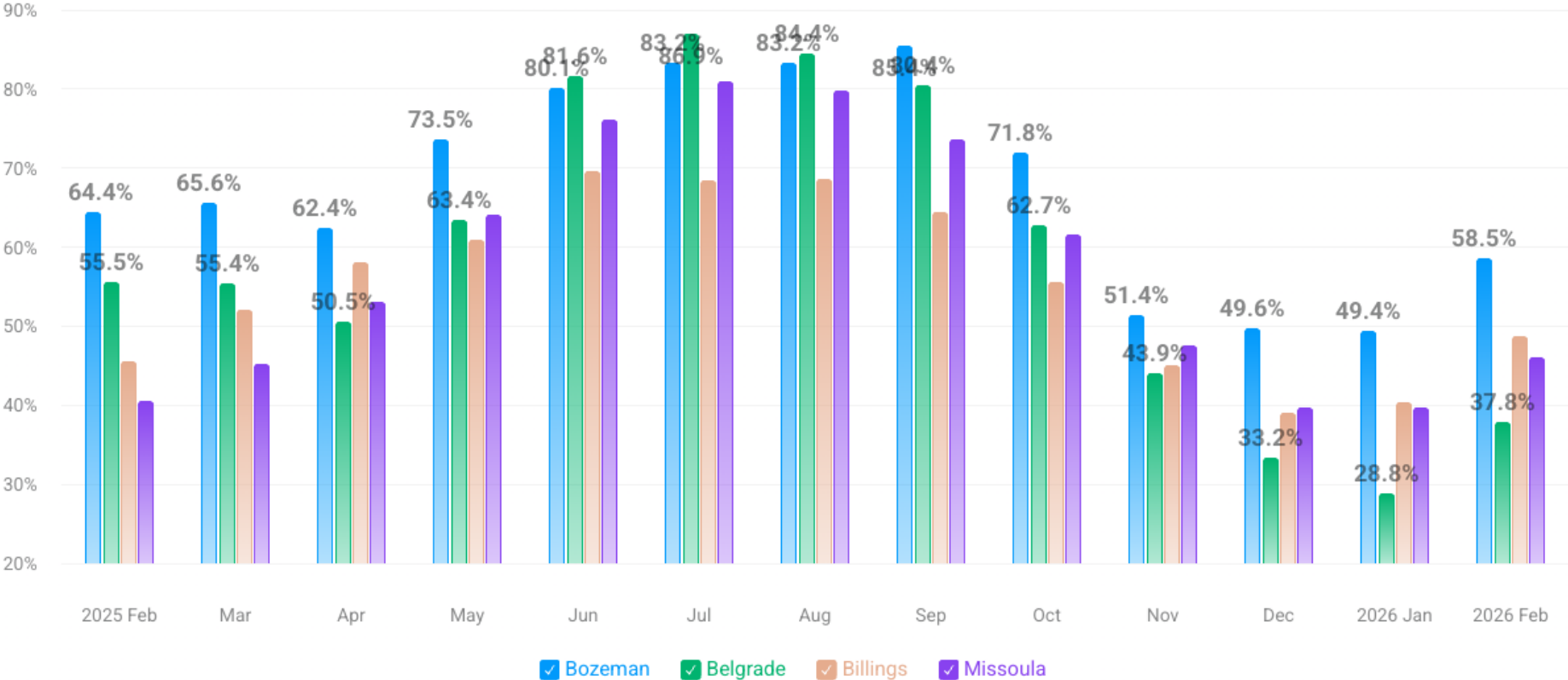


# HOTEL OCCUPANCY

## LAST 13 MONTHS

Last 13 months (2025 Feb - 2026 Feb)

### 13 MONTH HOTEL RESULTS - OCCUPANCY

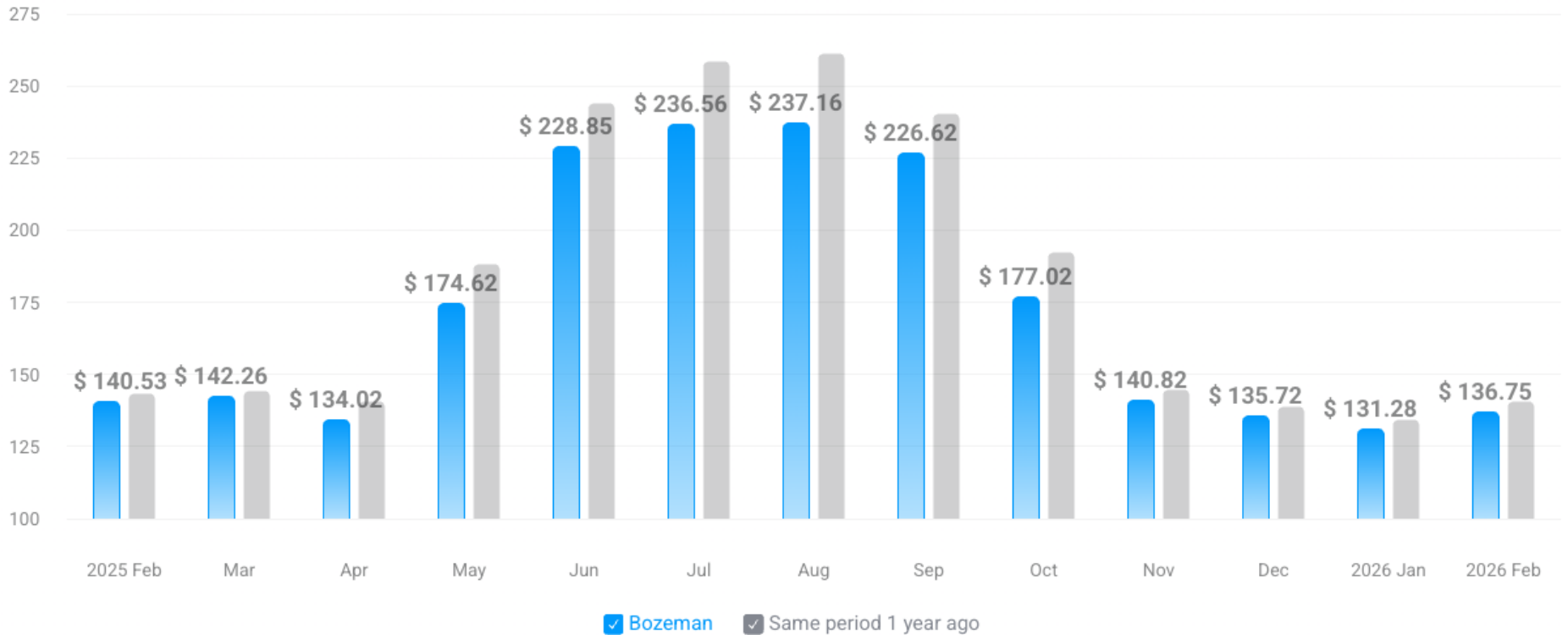


# HOTEL ADR

## LAST 13 MONTHS

Last 13 months (2025 Feb - 2026 Feb)

### 13 MONTH HOTEL RESULTS - ADR

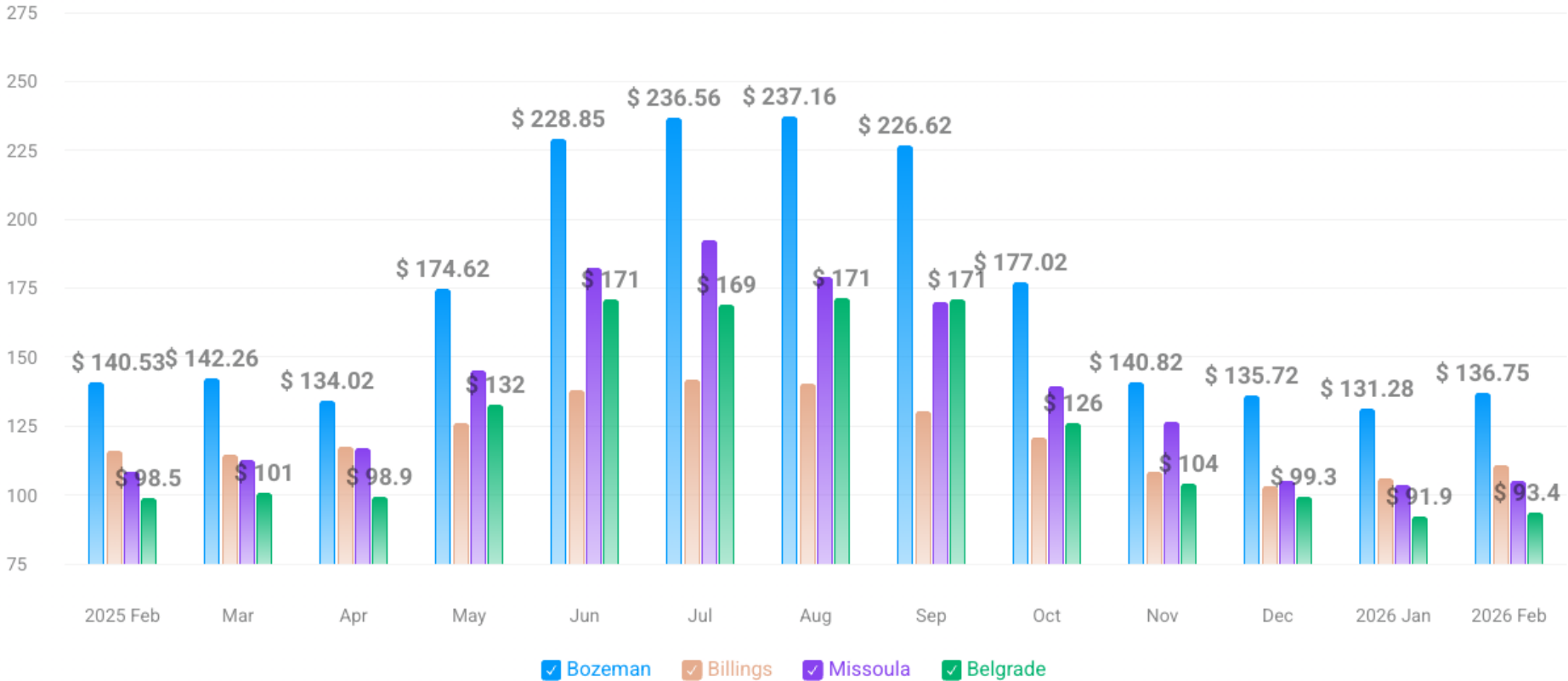


# HOTEL ADR

## LAST 13 MONTHS

Last 13 months (2025 Feb - 2026 Feb)

### 13 MONTH HOTEL RESULTS - ADR

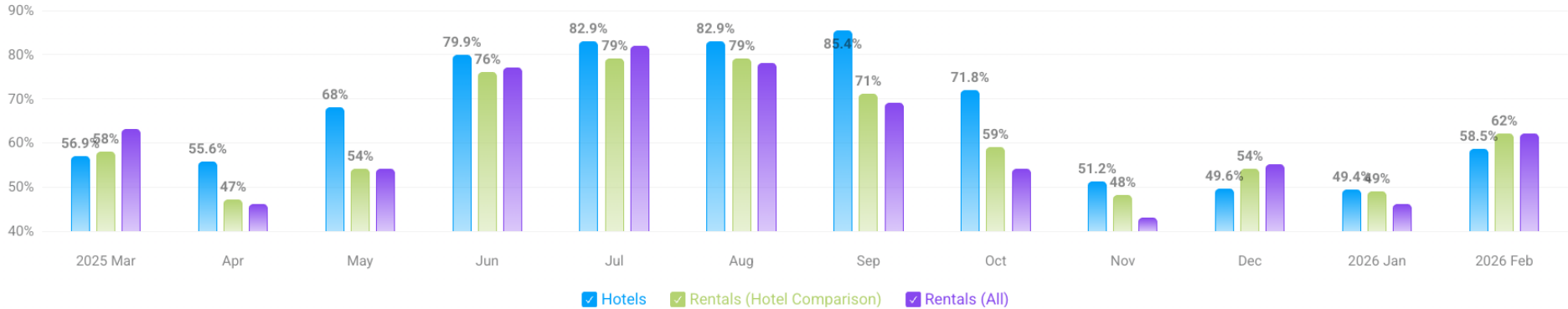


# HOTELS vs. SHORT TERM RENTALS

## LAST 12 MONTHS

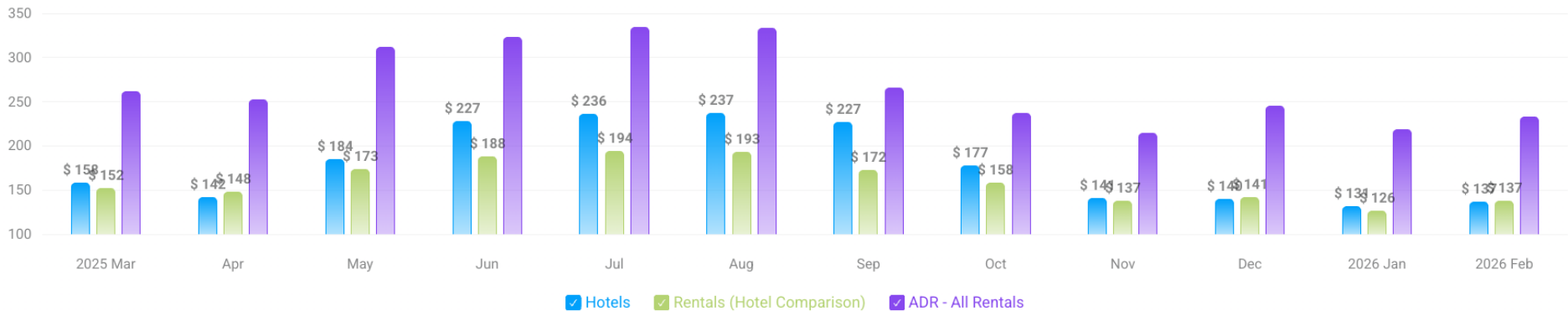
Last 12 months (2025 Mar - 2026 Feb)

### OCCUPANCY RATE



Last 12 months (2025 Mar - 2026 Feb)

### ADR



# ADDITIONAL UPDATES

**PRIME**

38°

BOZEMAN CHAMBER

VISIT **BOZEMAN** STAY EAT PLAY PLAN WORK YELLOWSTONE BLOG Q

WHERE MOUNTAINS  
**MOVE YOU**

BOOK YOUR STAY TODAY

PLAN YOUR FALL TRIP TO  
**BOZEMAN, MT**

From festivals and concerts, to days on trails or floating on the river, Bozeman has a way of reminding you what real fun feels like.

PLAN YOUR TRIP



WHERE TO EAT



PLACES TO STAY



EVENTS



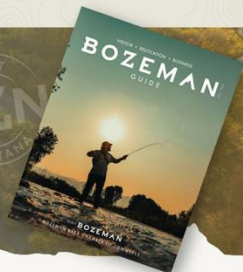
THINGS TO DO



MEET AND WORK

GET YOUR **FREE**  
BOZEMAN TRAVEL GUIDE

DOWNLOAD FREE GUIDE



ITINERARIES  
**BOZEMAN**

Whether you crave mountain peaks, an insider's guide to Yellowstone National Park, or vibrant city streets, your unforgettable Bozeman journey starts here. Dive into your next great escape—Plan Your Trip Today!

[VIEW ITINERARIES](#)



ITINERARY

A Weekend of Skiing at Big Sky Resort



ITINERARY

Things to Do in Bozeman with Kids in Winter



ITINERARY

Two Days in Yellowstone National Park

BOZEMAN  
**TRAVEL BLOG**

UPCOMING  
**EVENTS**

Looking for things to do in Bozeman this weekend? Use this list of Bozeman events to plan your next trip. From concerts and festivals to outdoor activities, there's always something going on downtown or elsewhere.

[SEE ALL EVENTS](#)

- NOV 08 | BASS BY THE WATER 2025  
Bozeman Hot Springs
- NOV 11 | FINTECH TAKES: BUILDERS SUMMIT  
Kimpton Armory Hotel Bozeman
- NOV 12 | BOZEMAN FILM SOCIETY PRESENTS GRIFFIN IN SUMMER  
Bozeman Hot Springs

**#VisitBZN**



**PRIME**

# ADDITIONAL UPDATES

- WINTER PHOTOSHOOTS
  - FINALIZING PHOTO SELECTS AND COLOR CORRECTIONS
- WEBSITE OVERHAUL
  - REVIEWING REVAMPED PAGE ORGANIZATION & USER EXPERIENCE
  - BUILDING PAGES
- SPRING/SUMMER CAMPAIGNS
  - SPRING IS RUNNING
  - SUMMER KICKS OFF APRIL 1ST
- IN THE MIDDLE OF FY27 DMO BUDGETING & MARKETING STRATEGY PLANNING
  - WILL SUBMIT TO THE STATE IN MAY





**THANK YOU!**

***PRIME***