



VISIT **BOZEMAN**

FY26 UPDATE

PRIME

NOVEMBER

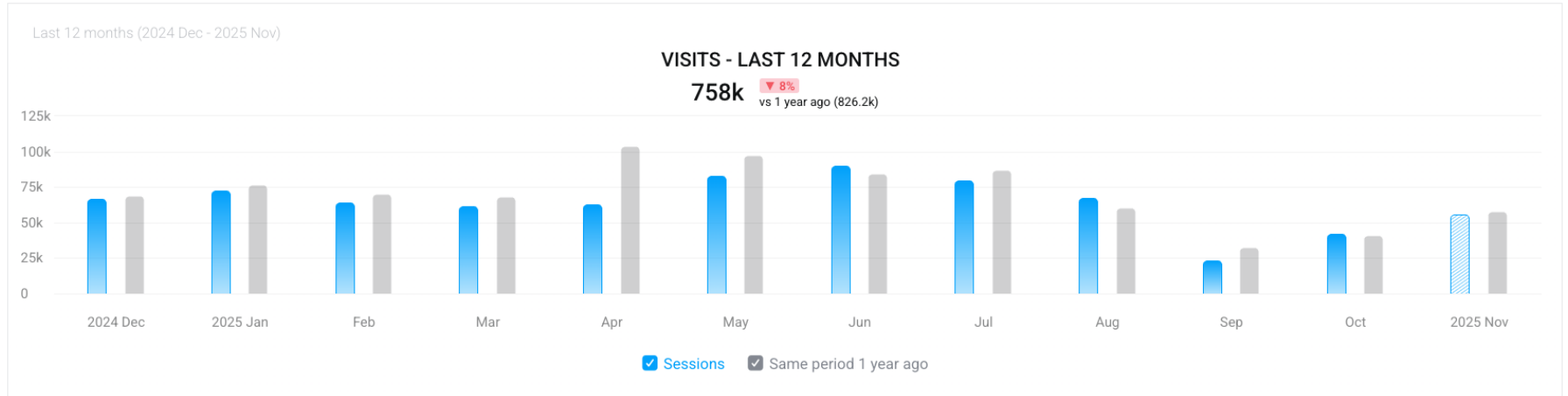


WEBSITE TRAFFIC RESULTS

PRIME

WEBSITE TRAFFIC

VISITS



VISITORS



PAGE VIEWS

Last 12 months (Nov 1, 2024 - Oct 31, 2025)

TOP PAGES

Metric	Value	vs 1Y ago
Top 10 Things to Do in Yellowstone	258.4k	▲ 4,765%
Summer in Bozeman, MT	165.7k	
Winter in Bozeman, MT	157.6k	▲ 934%
Where to Stay Near Yellowstone National Park	83,229	▼ 7%
Visit Bozeman, Convention and Visitors Bureau - Bozeman CVB	80,728	▼ 53%
Play in Bozeman - Bozeman CVB	55,796	▲ 19%
The Coolest Animals in Yellowstone National Park	42,708	▼ 1%
Stay in Bozeman - Bozeman CVB	34,975	▲ 29%
The Best Montana		

Last 12 months (2024 Nov - 2025 Oct)

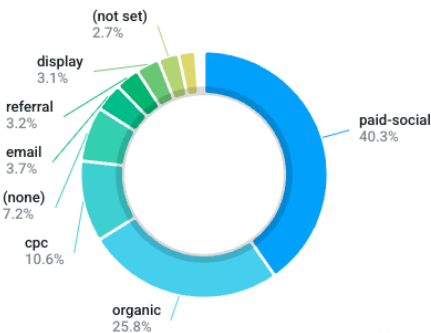
PAGE VIEWS - LAST 12 MONTHS

1.71M ▼ 5%
vs 1 year ago (1.8M)



Last 12 months (Nov 1, 2024 - Oct 31, 2025)

PAGE VIEWS BY MEDIUM



WEBSITE VISITOR ORIGINATION

LAST 12 MONTHS

Last 12 months (Nov 1, 2024 - Oct 31, 2025)

Visitors by State - Growing

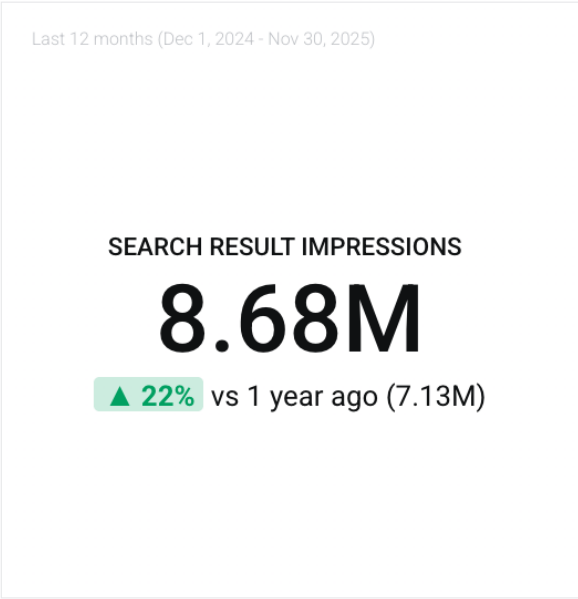
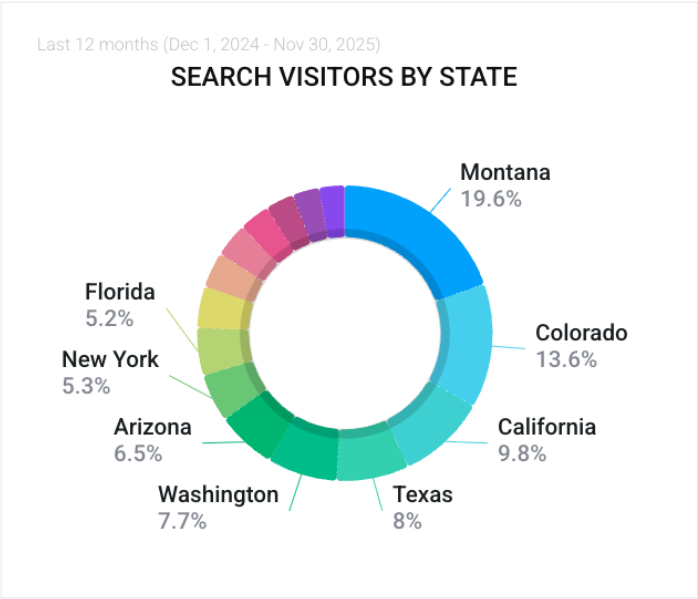
Metric	Value	vs prev
North Dakota	4,733	▲ 100%
Florida	43,342	▲ 52%
Oregon	10,633	▲ 51%
South Dakota	5,915	▲ 48%
Idaho	13,584	▲ 42%
District of Columbia	2,452	▲ 30%
Louisiana	3,927	▲ 27%
Maryland	5,369	▲ 21%
North Carolina	11,016	▲ 21%

Last 12 months (Nov 1, 2024 - Oct 31, 2025)

Visitors by State - Declining

Metric	Value	vs prev
Georgia	13,469	▼ 48%
Arizona	20,099	▼ 44%
Nevada	4,457	▼ 36%
New Mexico	5,355	▼ 34%
Colorado	39,191	▼ 29%
Alaska	485	▼ 28%
Illinois	26,740	▼ 27%
Utah	14,241	▼ 26%
Kansas	4,735	▼ 24%

ORGANIC SEARCH TRAFFIC



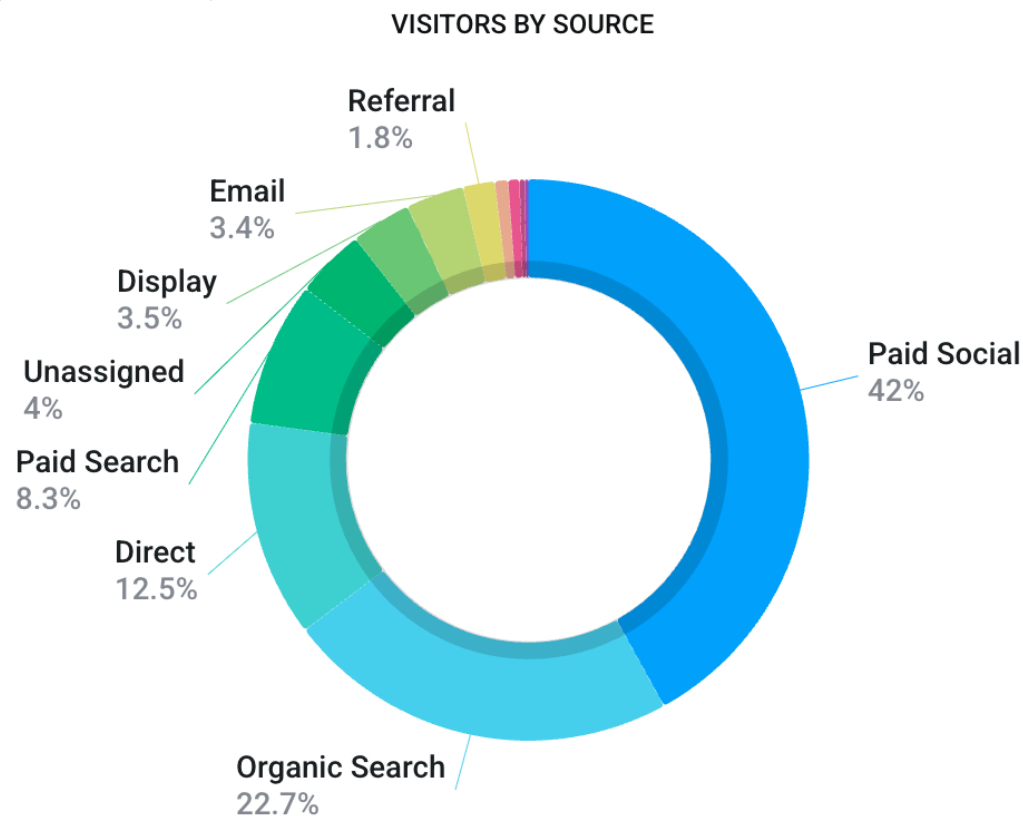
Last 12 months (Dec 1, 2024 - Nov 30, 2025)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	49,564	▼ 10%
/	10,945	▲ 4%
/blog/how-to-get-to-yellowstone-	7,882	▲ 25%
/blog/plan-the-perfect-day-trip-to-yellowstone-	7,277	▼ 19%
/blog/exploring-the-market-at-ferguson-farm	6,641	▲ 88%
/blog/10-things-to-do-in-bozeman-in-	5,521	▼ 16%
/restaurants-in-bozeman	5,459	▲ 33%
/itinerary/boze man-bachelorette-	3,450	▲ 135%

TRAFFIC SOURCES

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



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

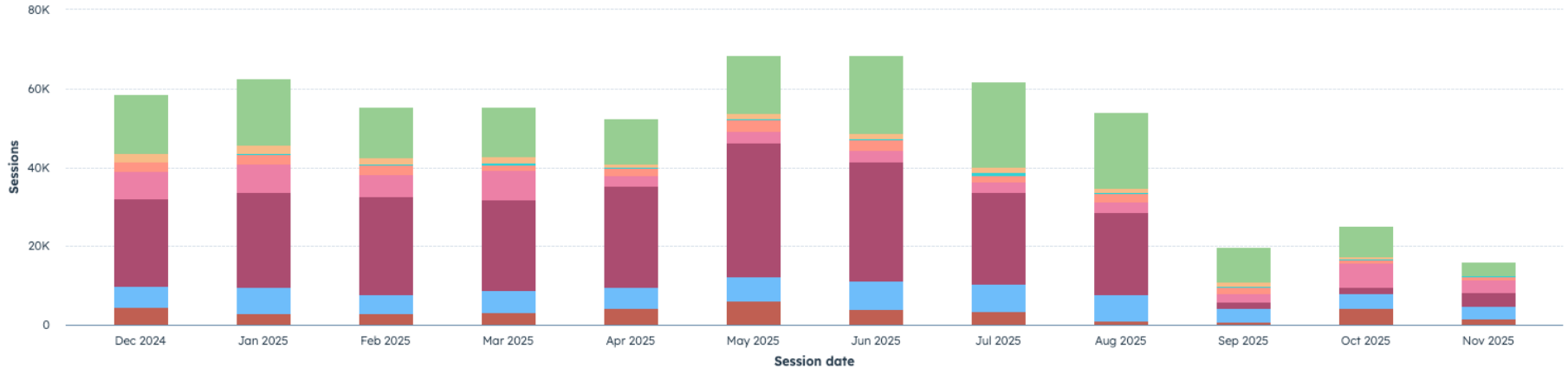
VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	274.1k	▼ 3%
Organic Search	147.9k	▼ 34%
Direct	81,551	▲ 52%
Paid Search	54,300	▼ 11%
Unassigned	26,113	▲ 15%
Display	22,615	▼ 39%
Email	21,890	▲ 35%
Referral	11,943	▲ 5%
Organic Social	4,922	▼ 28%
Paid Other	4,279	▼ 36%
Cross-network	2,038	

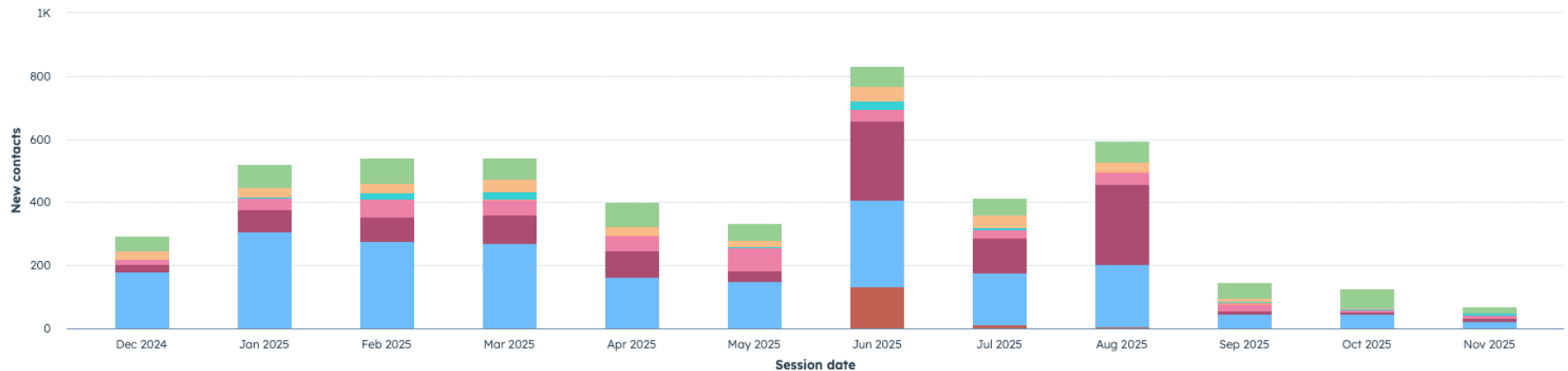
TRAFFIC & CONTACT

LAST 12 MONTHS

TRAFFIC



CONTACTS



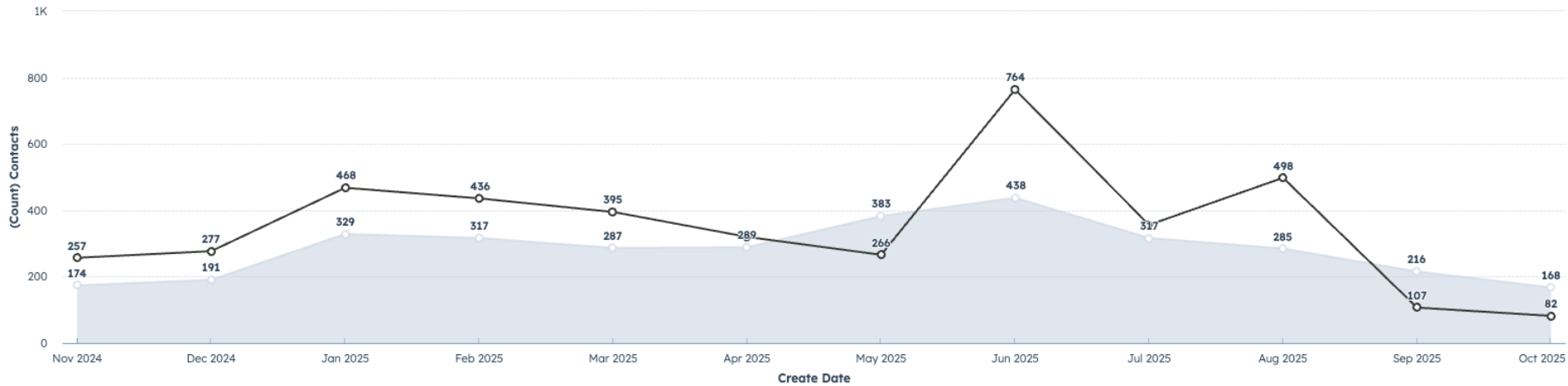
ORGANIC REFERRAL SOCIAL EMAIL PAID SEARCH PAID SOCIAL DIRECT DISPLAY

4,826 NEW CONTACTS IN LAST 12 MONTHS

PRIME

CONTACT INSIGHTS

LAST 12 MONTHS



Travel/Relo Contacts by State

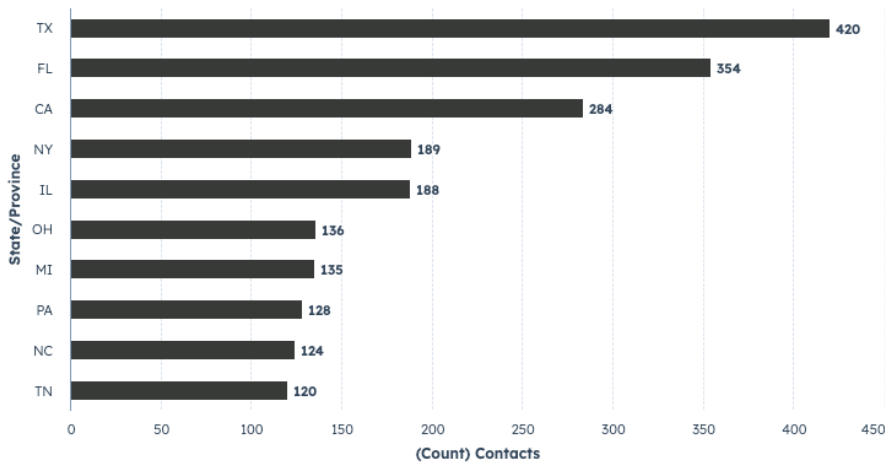
Dashboard filters are applied to this report.

FROM 11/1/2024 TO 10/31/2025

FILTERS (1)

LIMITED DATA

(Count) Contacts



Travel Form Submission

Dashboard filters are applied to this report.

FROM 11/1/2024 TO 10/31/2025

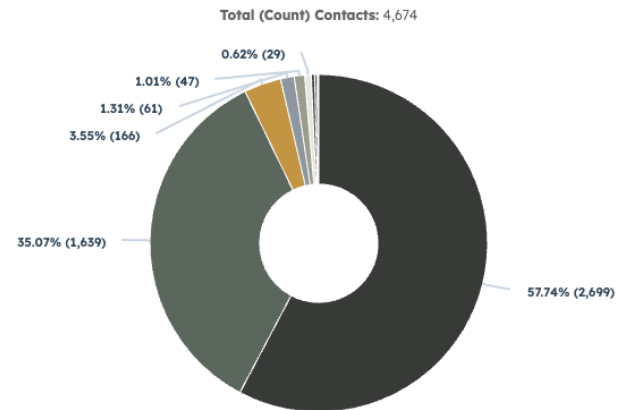
FILTERS (1)

Visitor Guide Mailed 2024

Visitor Guide Download 2024

Visit Bozeman Persona Form

1/4



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CONTACT INSIGHTS

LAST 12 MONTHS

Contact Planning Cycle ⓘ

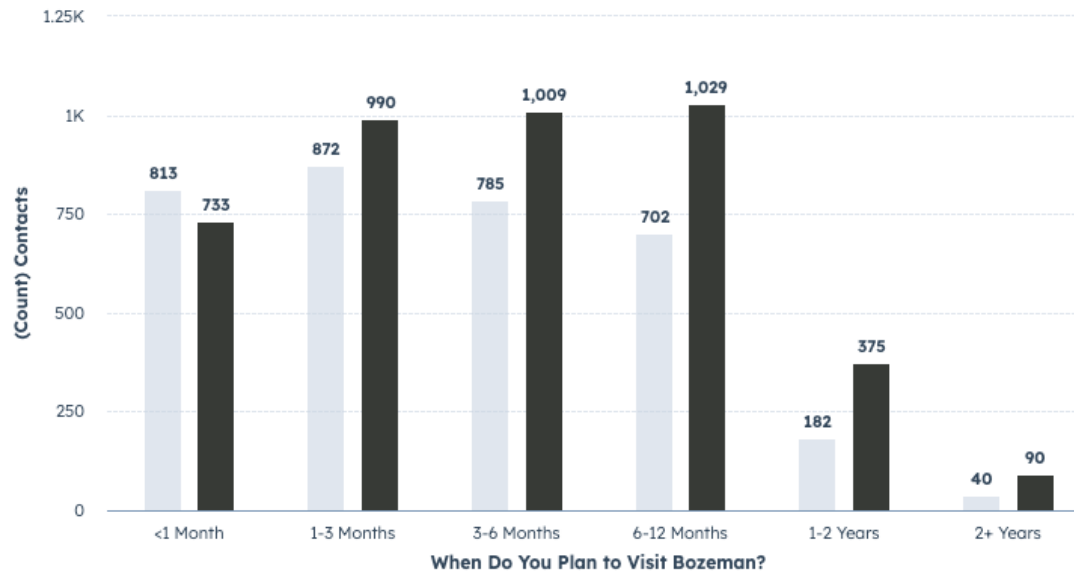
▲ Dashboard filters are applied to this report. ⓘ

FROM 11/1/2024 TO 10/31/2025

COMPARED TO | YEAR BEFORE

FILTERS (1)

● Last year ● (Count) Contacts



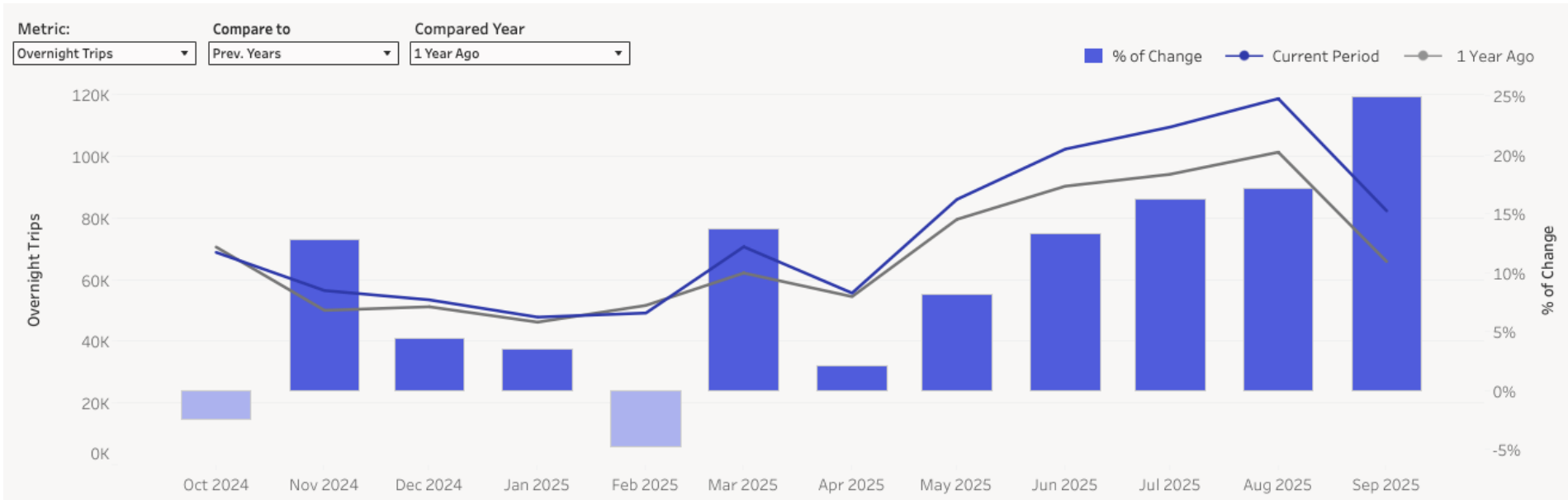
The background image is a dark, atmospheric landscape of a mountain valley. In the foreground, a river flows through a valley, bordered by a dense forest of tall, dark trees. The middle ground shows a wide, open area, possibly a meadow or a dry riverbed, leading towards the base of the mountains. The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



Overnight Trips
900.4K

?
+10.2% YoY



Visit Nights
2.0M

?
+11.4% YoY



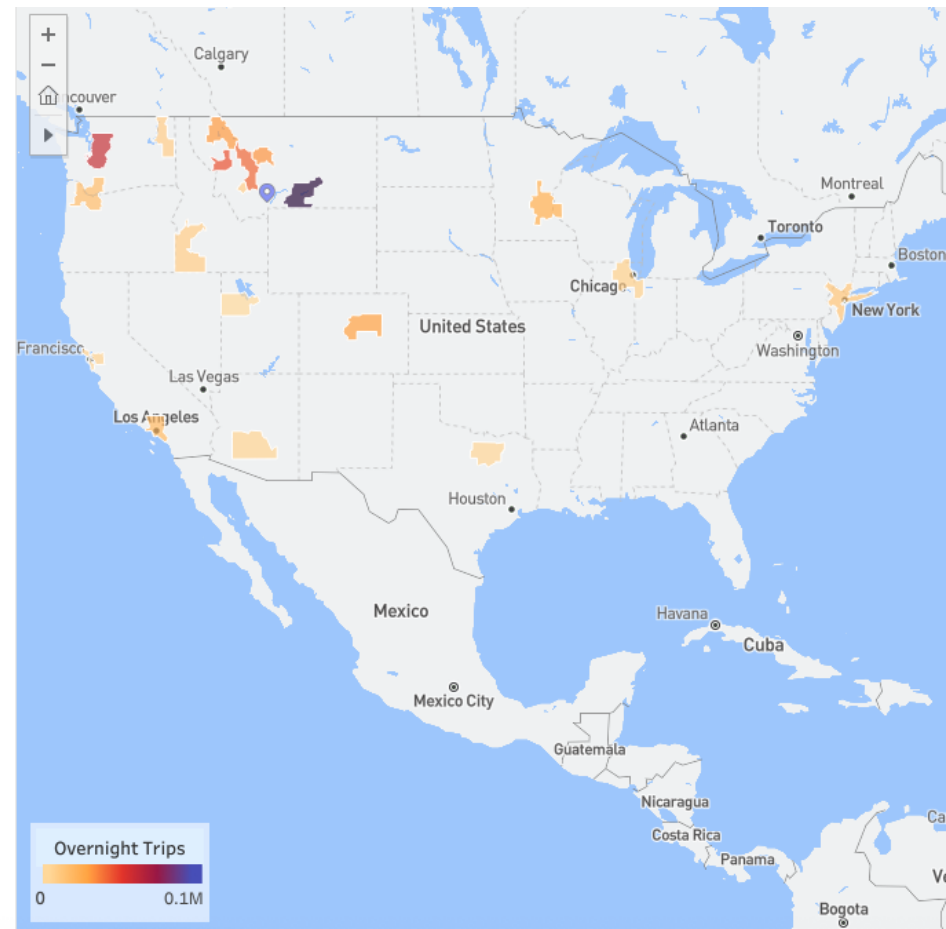
Total Visitors' Spend
\$647.8M

?
+8.4% YoY

VISITATION BY ORIGINATION

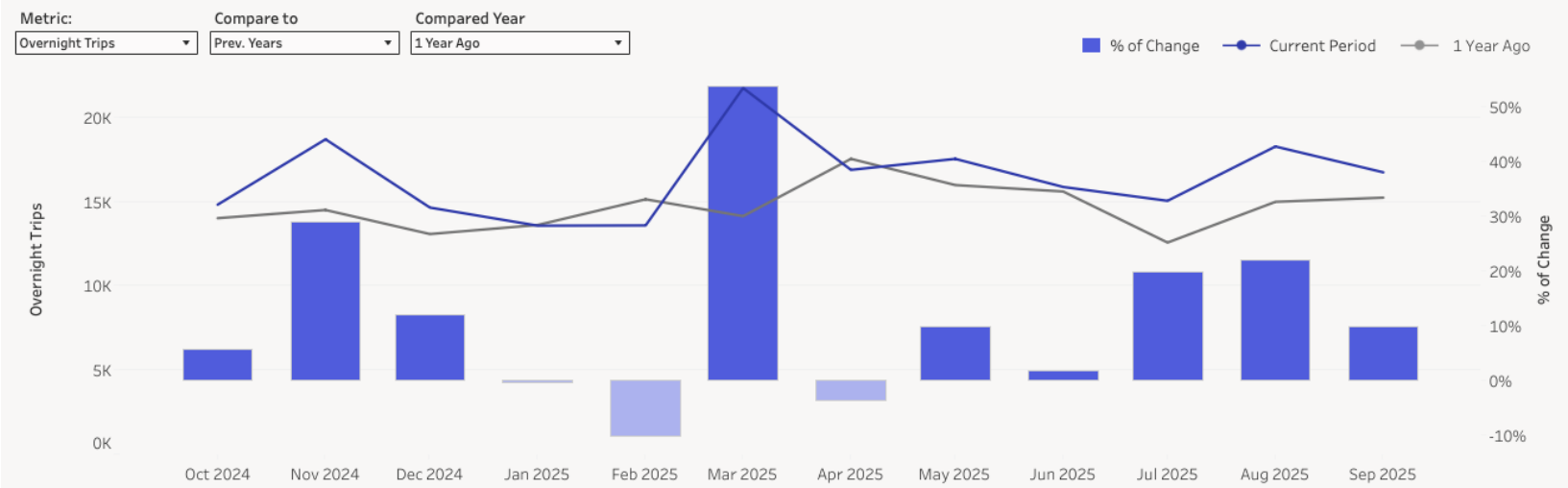
LAST 12 MONTHS
BY METRO

CBSA	Overnight Trips	% Of Total	YoY % Change
	0K 20K 40K 60K 80K		
Billings, MT	65.6K	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-Berkel..	11.0K	1.22%	7.38%
Phoenix-Mesa-Chandler, AZ	10.7K	1.19%	-1.73%
Dallas-Fort Worth-Arlinton...	10.0K	1.11%	11.45%
	0K 20K 40K 60K 80K		



IN-STATE OVERNIGHT TRIPS

LAST 12 MONTHS

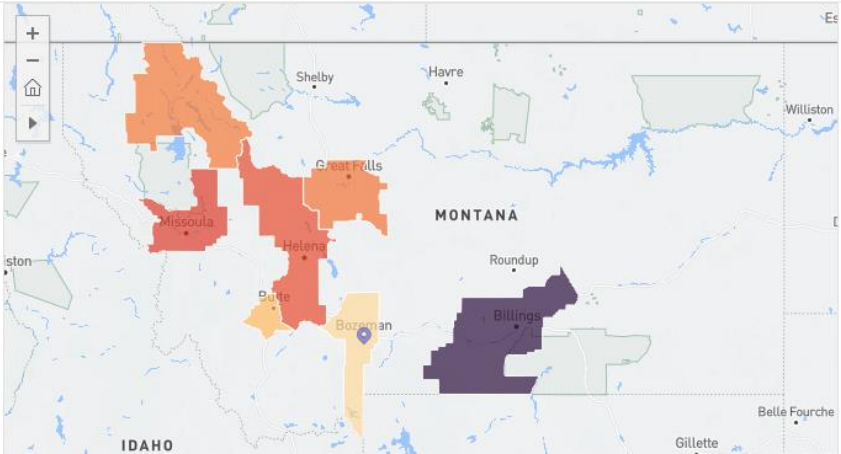


Overnight Trips
197.3K
+11.9% YoY

Visit Nights
392.6K
+13.8% YoY

Total Visitors' Spend
Insufficient Data

CBSA	Overnight Trips		% Of Total	YoY % Change
	0K	20K 40K 60K 80K		
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 SEPTEMBER

Oct 15, 2024 - Oct 14, 2025 ...

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

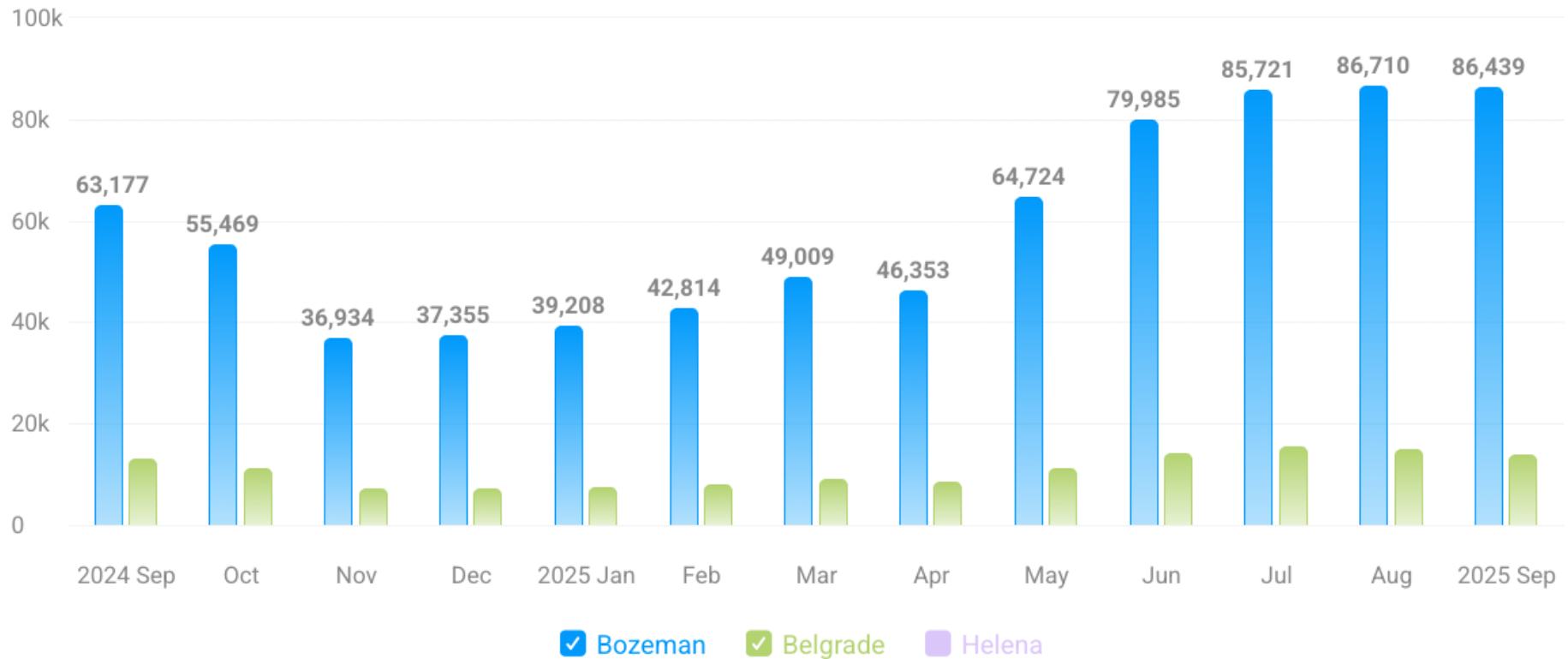


LODGING DEMAND

CO-STAR

Last 13 months (2024 Sep - 2025 Sep)

HOTEL RESULTS - DEMAND

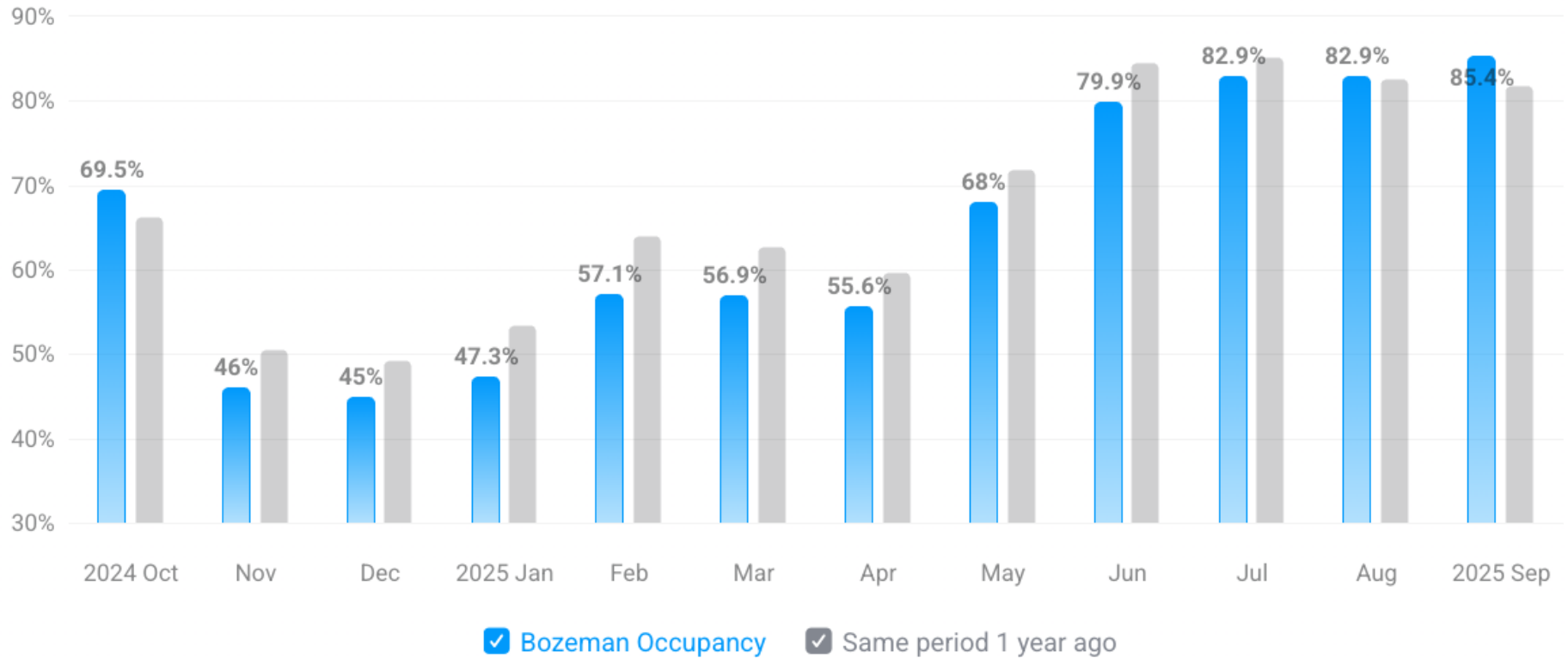


BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 12 months (2024 Oct - 2025 Sep)

12 MONTH BOZEMAN HOTELS - OCCUPANCY

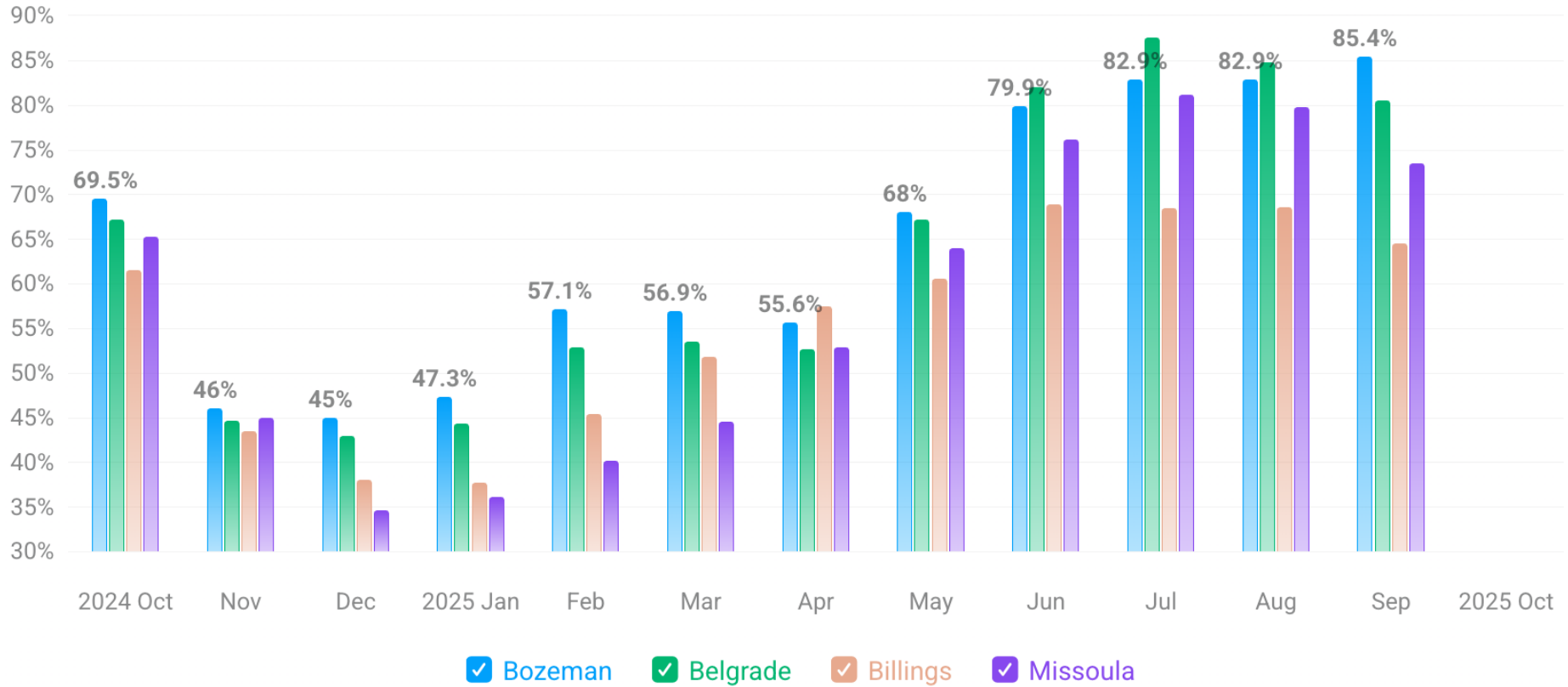


HOTEL OCCUPANCY

LAST 13 MONTHS

Last 13 months (2024 Oct - 2025 Oct)

13 MONTH HOTEL RESULTS - OCCUPANCY

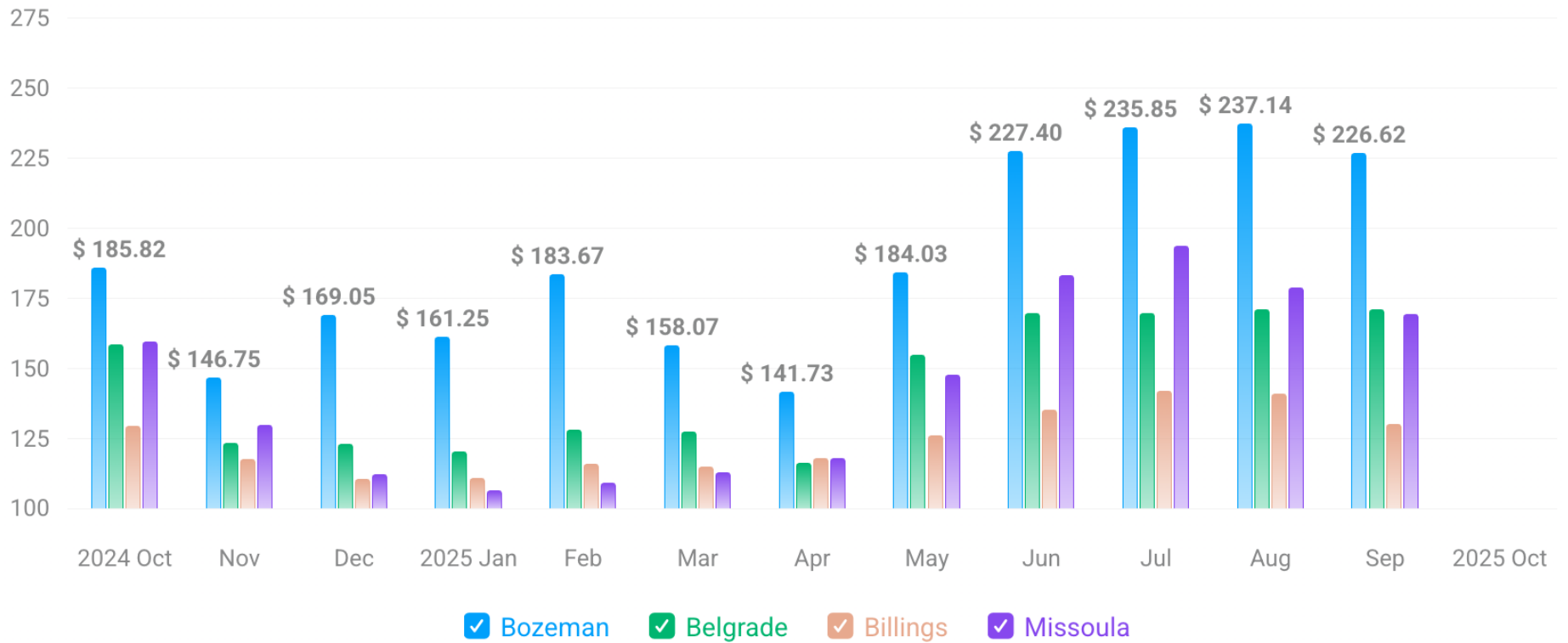


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2024 Oct - 2025 Oct)

13 MONTH HOTEL RESULTS - ADR

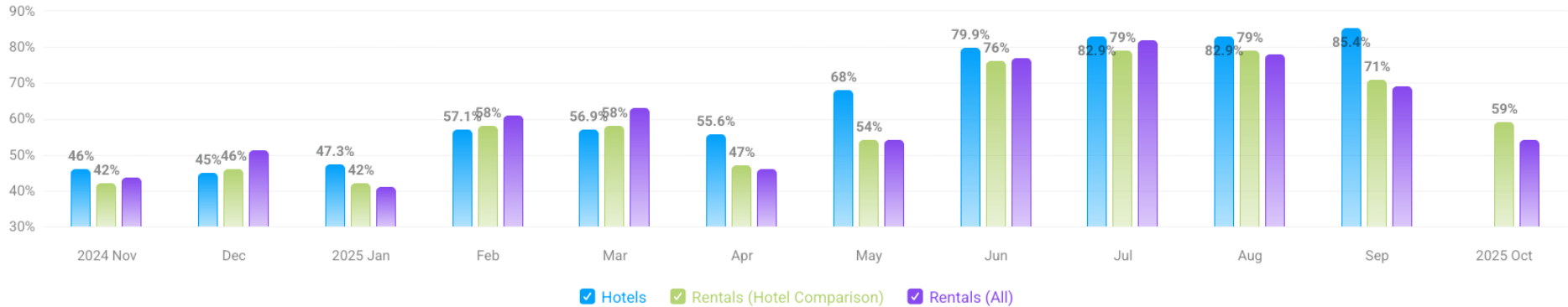


HOTELS vs. SHORT TERM RENTALS

LAST 13 MONTHS

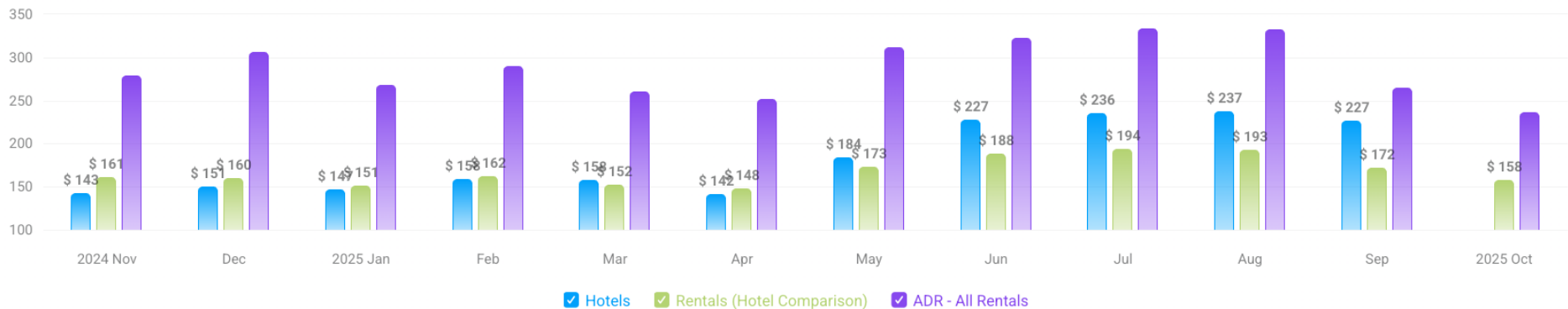
Last 12 months (2024 Nov - 2025 Oct)

OCCUPANCY RATE



Last 12 months (2024 Nov - 2025 Oct)

ADR

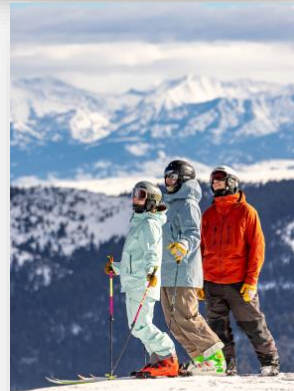




FY26 MARKETING

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WINTER CAMPAIGN



REDISCOVER
BOZEMAN

PLAN YOUR VISIT >

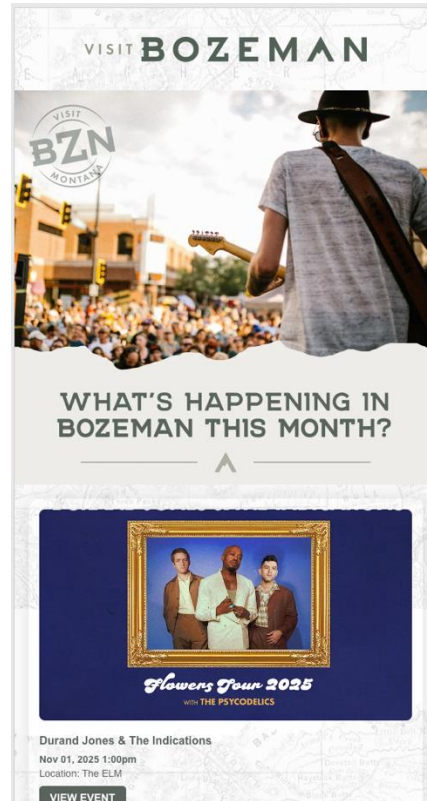
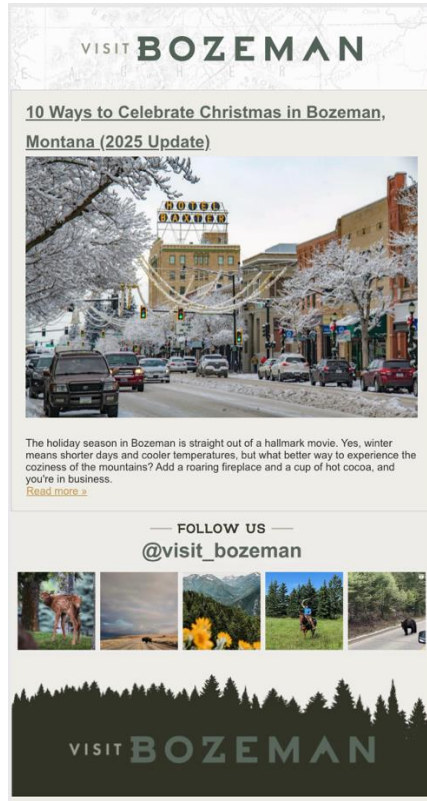


LATE OCT. – MID MAR.

- 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

EMAIL MARKETING UPDATES



LAST 3 MO. – STATS

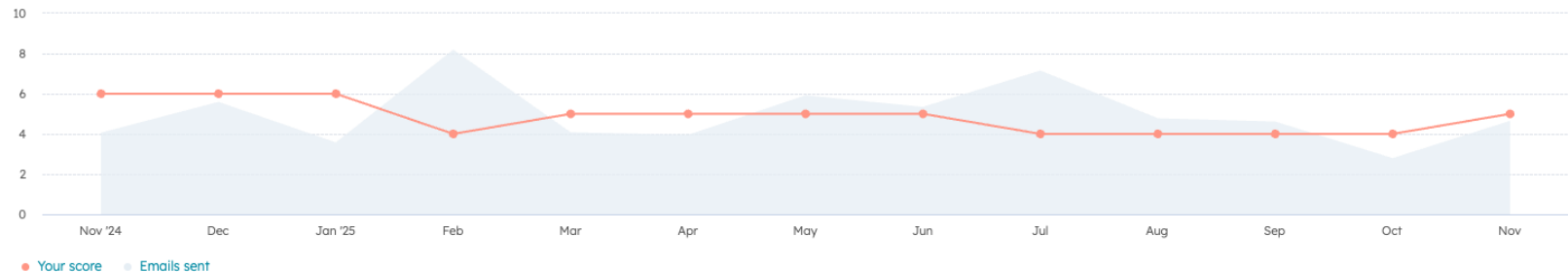
- 183K EMAILS SENT
- 9.55% OPEN RATE
- 16.99% CT RATE

41.5K TOTAL CONTACTS

NEW SUBSCRIPTIONS

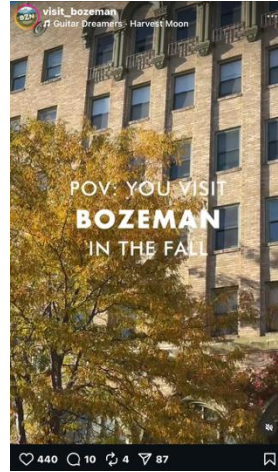
- EVENTS – 55
- BLOGS – 52

Score over time



SOCIAL/VIDEO MARKETING

REELS



POSTS



YOUTUBE



LAST 90 DAYS:

- 2.9 M VIEWS
- 61K INTERACTIONS
- VIDEO STORYTELLING
 - HISTORY OF SKIING IN BOZEMAN
 - SPENDING TIME IN BOZEMAN ON YOUR WAY TO YELLOWSTONE
- FOLLOWERS
 - IG – 42K, FB – 74K

FY26 BUDGET

CURRENT BUDGET

INCOME/EXPENSE	FY25	FY26	% (+/-)
BOZEMAN TBID INCOME	\$1,425,000	\$1,525,500	+7.05%
BUSINESS EXPENSE	\$4,500	\$4,500	0%
CONTRACT SERVICES	\$217,000	\$223,500	+2.76%
ADVERTISING	\$415,000	\$432,000	+4.1%
MARKETING SUPPORT	\$266,000	\$279,000	+4.89%
GRANT PROGRAMS	\$226,000	\$263,500	+16.59%
AIR TRANSPORTATION SUPPORT	\$125,000	\$145,000	+16%
PHOTOS/VIDEOS	\$15,000	\$22,000	46.67%
COMMUNITY ENGAGEMENT (HOMEWARD POINT)	\$143,000	\$143,000	0%
TRAVEL/CONFERENCES	\$10,000	\$10,000	0%
OTHER (INSURANCE)	\$3,000	\$3,000	0%
EXPENSE TOTALS		\$1,525,500	

ADVERTISING

TARGET/SEASON	FY25	FY26	% (+/-)
NATIONAL – WINTER	\$168,500	\$185,000	+9.79%
NATIONAL – SUMMER	\$126,750	\$125,000	-1.38%
REGIONAL – WINTER	\$59,000	\$59,000	0%
REGIONAL – SUMMER	\$35,750	\$0	-100%
REGIONAL – FALL/SPRING	\$0	\$48,000	+100%
STEWARDSHIP	\$0	\$0	0%
MEETINGS & EVENTS	\$25,000	\$15,000	-40%
EXPENSE TOTALS	\$415,000	\$432,000	+4.10%

ADDITIONAL UPDATES

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SEARCH

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ADDITIONAL UPDATES

- WEBSITE REDESIGN
 - MAKE IT EASIER TO GET TO CONTENT ON THE SITE
 - BETTER INCORPORATE BOOKING WIDGET
- EVENT SUPPORT – BOOKING THROUGH RIPE
- UPDATING RESOURCES SECTION ON WEBSITE
 - FORMATION DOCS/BYLAWS
 - MINUTES/AGENDAS
 - MARKETING PLANS, REPORTS, RESEARCH





THANK YOU!

PRIME