



VISIT **BOZEMAN**

FY26 UPDATE

PRIME

SEPTEMBER

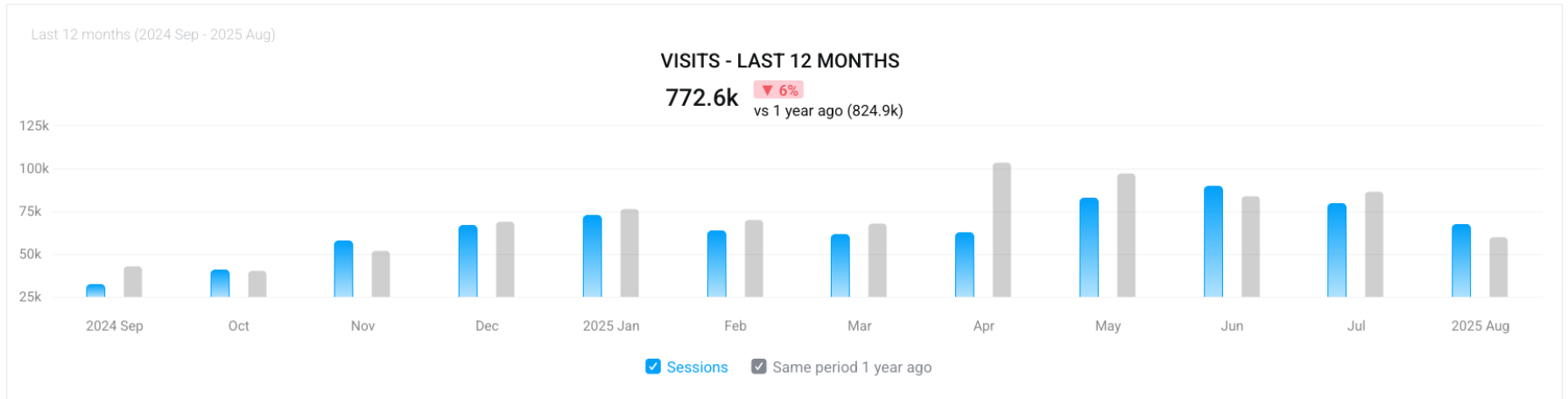


WEBSITE TRAFFIC RESULTS

PRIME

WEBSITE TRAFFIC

VISITS



VISITORS



PAGE VIEWS

Last 12 months (Sep 1, 2024 - Aug 31, 2025)

TOP PAGES

Metric	Value	vs 1Y ago
Top 10 Things to Do in Yellowstone	258.6k	▲ 5,138%
Summer in Bozeman, MT	164.2k	
Winter in Bozeman, MT	148.1k	
Visit Bozeman, Convention and Visitors Bureau -	94,184	▼ 44%
Where to Stay Near Yellowstone National Park	83,891	▼ 7%
Play in Bozeman - Bozeman CVB	51,373	▲ 11%
The Coolest Animals in Yellowstone National Park	42,908	▼ 1%
Stay in Bozeman - Bozeman CVB	33,290	▲ 23%
The Best Montana		

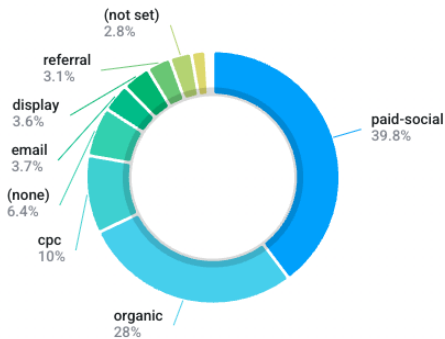
Last 12 months (2024 Sep - 2025 Aug)

PAGE VIEWS - LAST 12 MONTHS



Last 12 months (Sep 1, 2024 - Aug 31, 2025)

PAGE VIEWS BY MEDIUM



WEBSITE VISITOR ORIGINATION

LAST 12 MONTHS

Last 12 months (Sep 1, 2024 - Aug 31, 2025)

Visitors by State

Metric	Value	vs prev
Texas	78,132	▲ 12%
California	67,790	▼ 16%
Montana	57,379	▼ 12%
Florida	44,186	▲ 58%
Colorado	41,122	▼ 27%
Washington	33,093	▼ 3%
New York	30,151	▼ 22%
Illinois	27,394	▼ 24%
Arizona	21,884	▼ 40%

Last 12 months (Sep 1, 2024 - Aug 31, 2025)

Visitors by Metro

Metric	Value	vs prev
(not set)	46,984	▼ 20%
New York	20,609	▼ 30%
Denver	20,275	▼ 30%
Seattle	17,961	▼ 8%
Chicago	17,670	▼ 32%
Bozeman	17,363	▼ 25%
Dallas	15,266	▼ 41%
Los Angeles	14,003	▼ 44%
Phoenix	11,590	▼ 38%

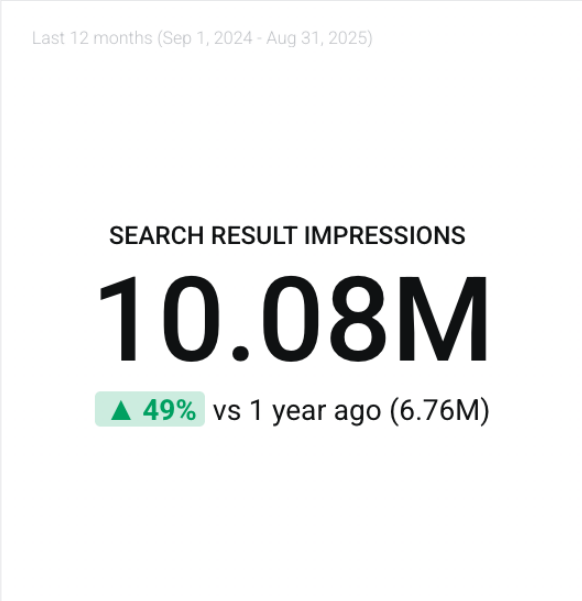
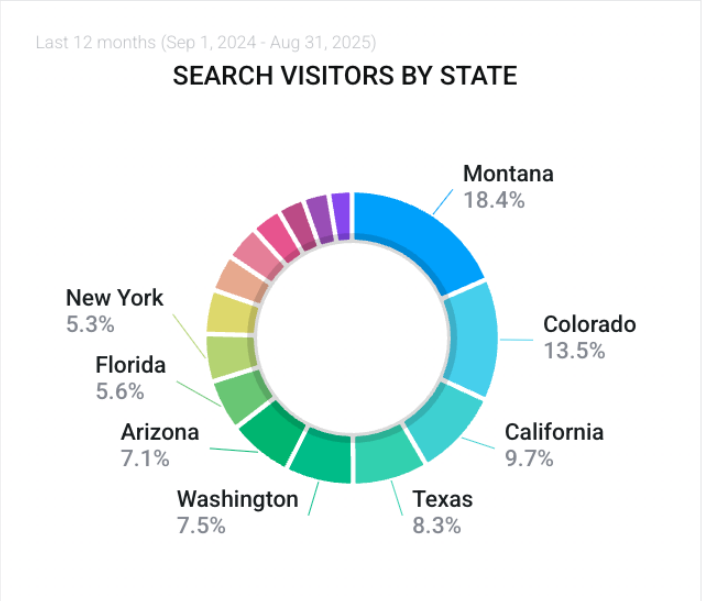
WEBSITE VISITOR ORIGINATION

LAST 12 MONTHS

Metric	Value	vs prev
Michigan	14,020	▲ 12%
Idaho	13,722	▲ 41%
Massachusetts	11,645	▼ 14%
North Carolina	11,099	▲ 18%
Tennessee	10,606	▼ 16%
Oregon	10,463	▲ 41%
New Jersey	9,011	▲ 9%
Ohio	8,732	▼ 4%
Missouri	8,318	▲ 14%
Pennsylvania	8,071	▼ 5%

Metric	Value	vs prev
San Francisco	3,497	▲ 17%
Portland	3,362	▲ 99%
Nashville	3,327	▼ 26%
San Antonio	3,148	▲ 126%
Fort Worth	3,105	▲ 184%
Sacramento	2,989	▲ 128%
Washington	2,975	▲ 5%
Detroit	2,868	▲ 55%
Missoula	2,856	▲ 27%
Tampa	2,750	▲ 190%

ORGANIC SEARCH TRAFFIC



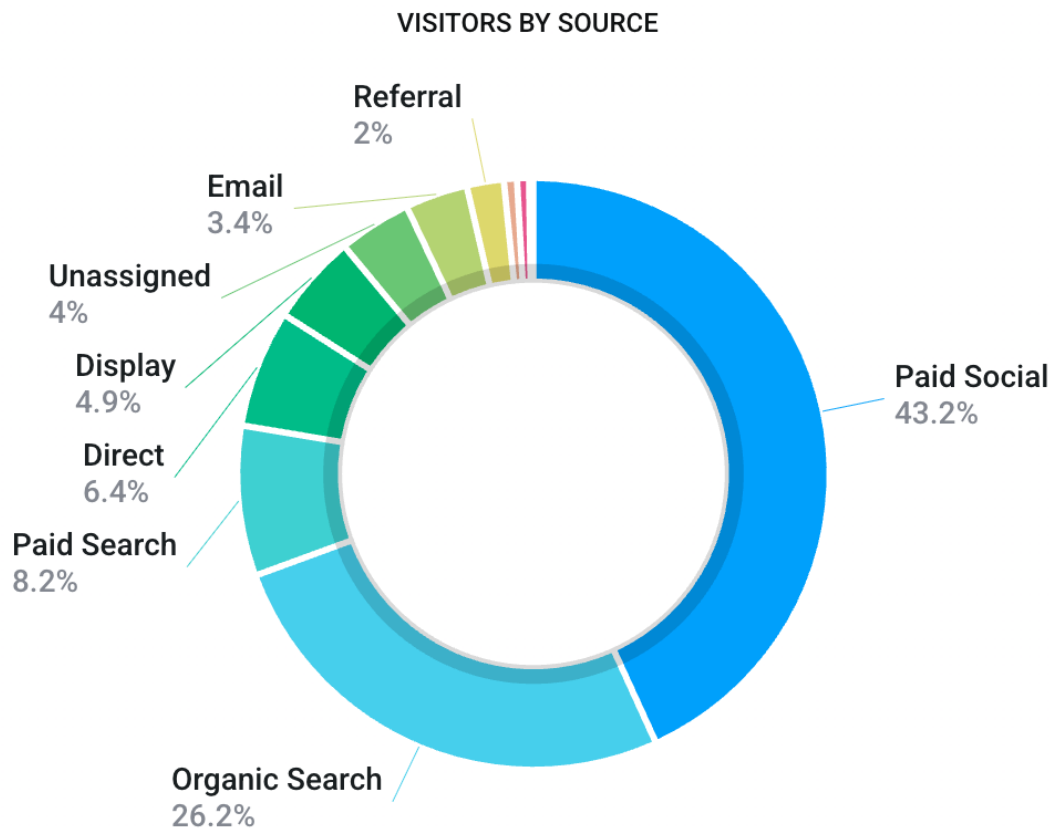
Last 12 months (Sep 1, 2024 - Aug 31, 2025)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	56,364	▲ 24%
/	11,503	▲ 9%
/blog/how-to-get-to-yellowstone-	9,591	▲ 68%
/blog/plan-the-perfect-day-trip-to-	8,522	▲ 1%
/blog/10-things-to-do-in-bozeman-	6,569	▼ 5%
/blog/exploring-the-market-at-	5,708	▲ 57%
/blog/ranking-the-14-best-hot-	5,474	▼ 20%
/restaurants-in-bozeman	5,461	▲ 45%

TRAFFIC SOURCES

Last 12 months (Sep 1, 2024 - Aug 31, 2025)



Last 12 months (Sep 1, 2024 - Aug 31, 2025)

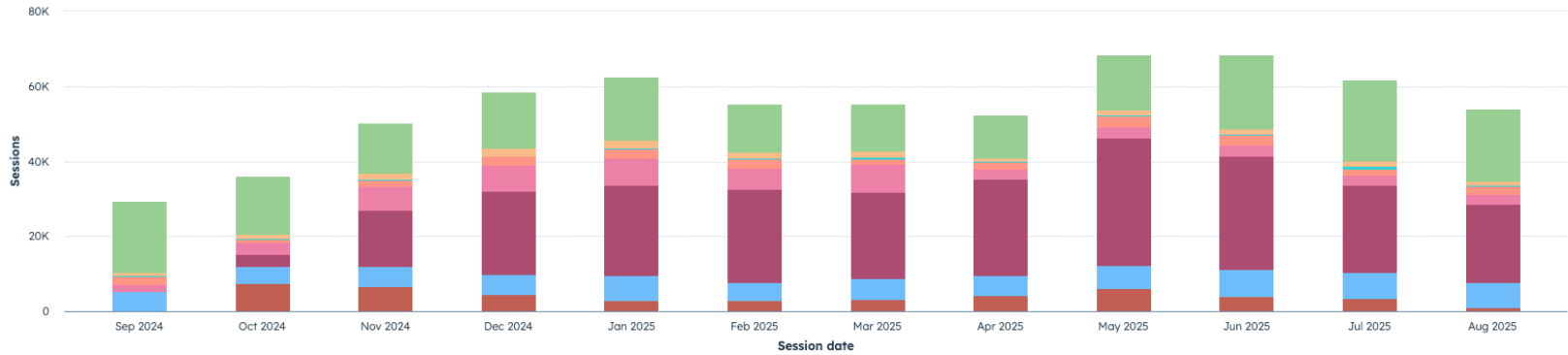
VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	282.4k	▲ 1%
Organic Search	171.4k	▼ 26%
Paid Search	53,622	▼ 11%
Direct	42,062	▼ 20%
Display	32,051	0%
Unassigned	26,075	▲ 37%
Email	22,385	▲ 56%
Referral	13,172	▲ 4%
Organic Social	4,706	▼ 45%
Paid Other	4,253	▼ 25%
Organic Video	1,106	▲ 4,324%

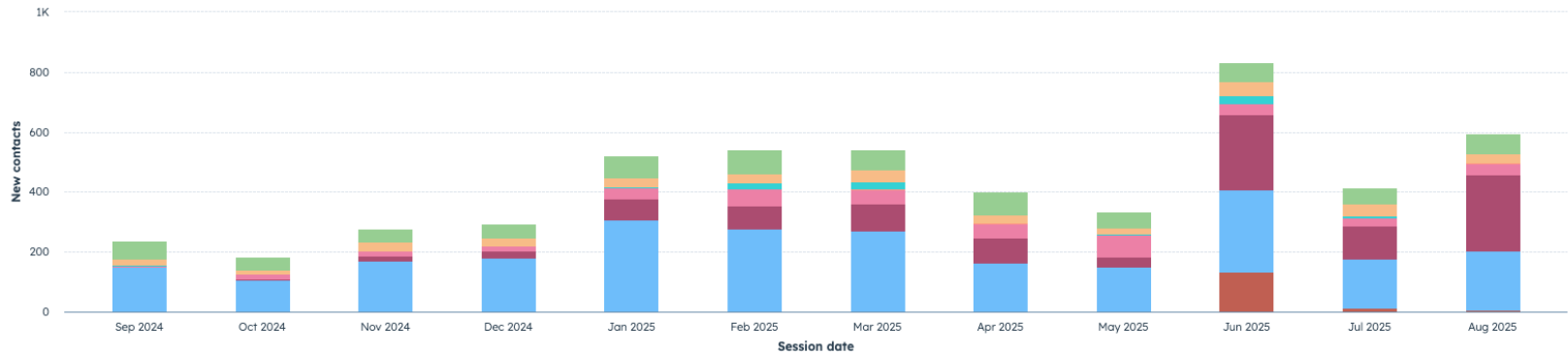
TRAFFIC & CONTACT

LAST 12 MONTHS

TRAFFIC



CONTACTS



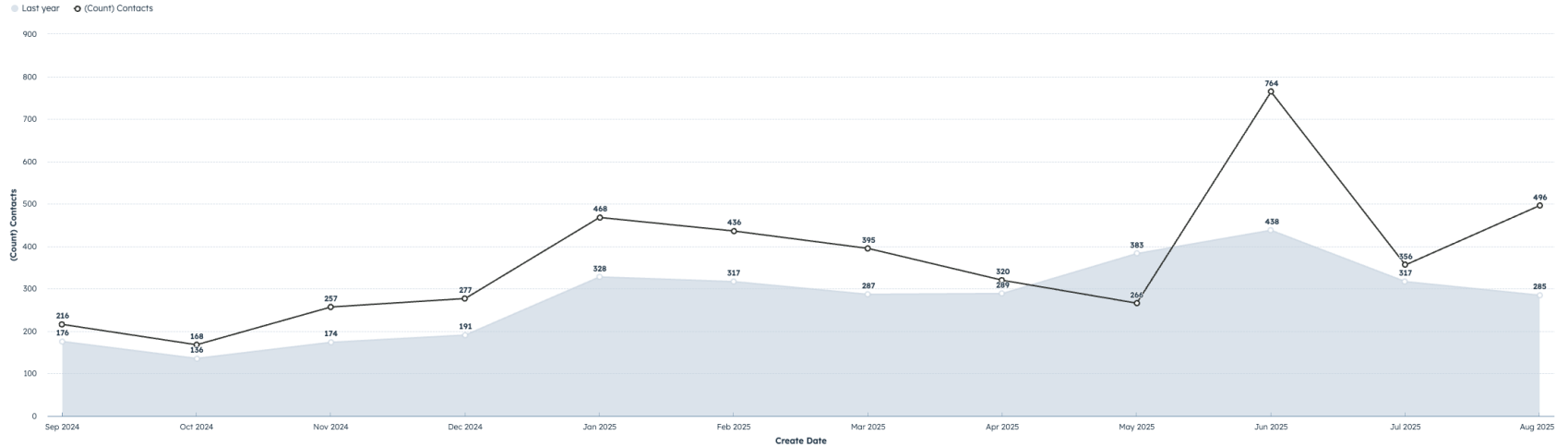
ORGANIC REFERRAL SOCIAL EMAIL PAID SEARCH PAID SOCIAL DIRECT DISPLAY

5,182 NEW CONTACTS IN LAST 12 MONTHS

PRIME

CONTACT INSIGHTS

LAST 12 MONTHS

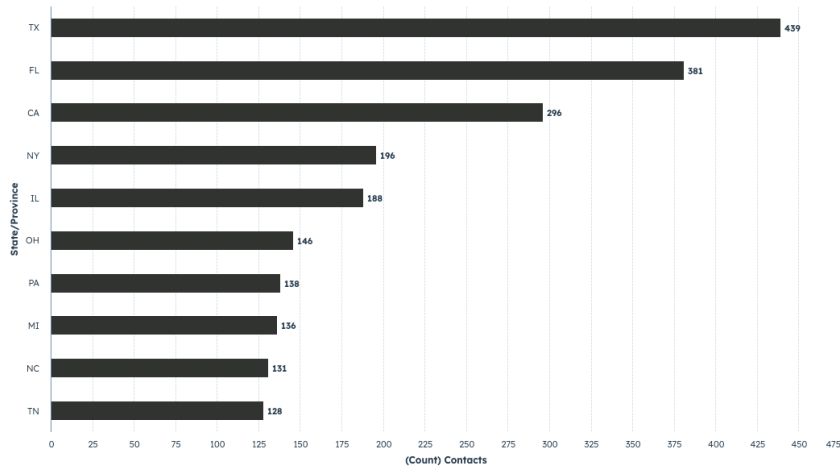


Travel/Relo Contacts by State

▲ Dashboard filters are applied to this report.

FROM 9/1/2024 TO 8/31/2025 FILTERS (1) LIMITED DATA

● (Count) Contacts



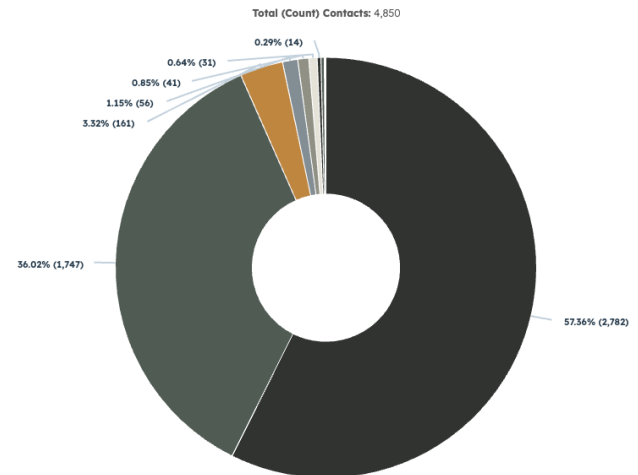
Travel Form Submission

▲ Dashboard filters are applied to this report.

FROM 9/1/2024 TO 8/31/2025 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 ⓘ

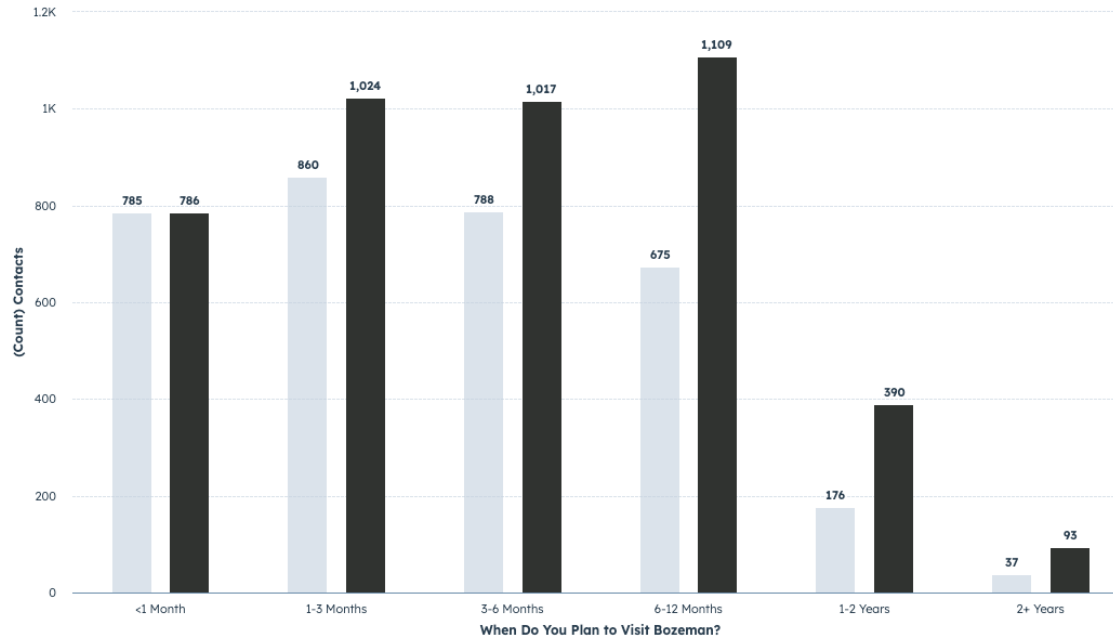
▲ Dashboard filters are applied to this report. ⓘ

FROM 9/1/2024 TO 8/31/2025

COMPARED TO | YEAR BEFORE

FILTERS (1)

● Last year ● (Count) Contacts



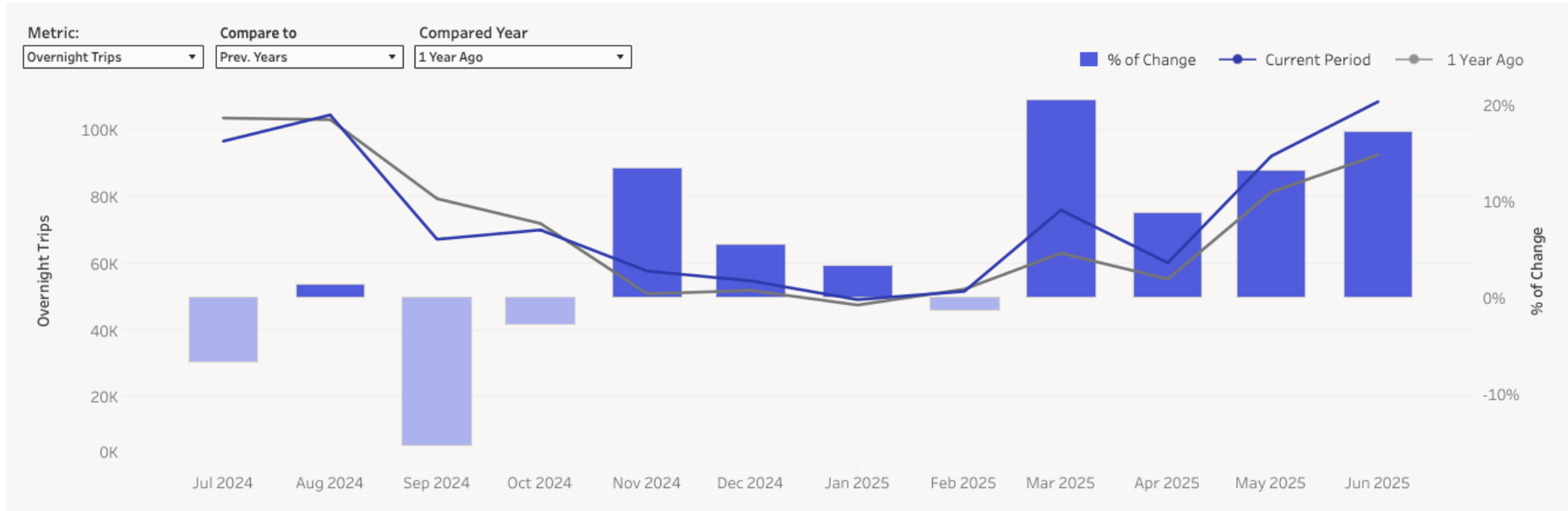
The background image is a dark, atmospheric landscape of a mountain valley. In the foreground, a river flows through a valley, bordered by a dense forest of tall, dark trees. The middle ground shows a wide, open area, possibly a meadow or a dry riverbed, leading towards the base of the mountains. The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

OVERNIGHT TRIPS

LAST 12 MONTHS



Overnight Trips
886.7K

?
+4.2% YoY



Visit Nights
2.0M

?
+6.7% YoY

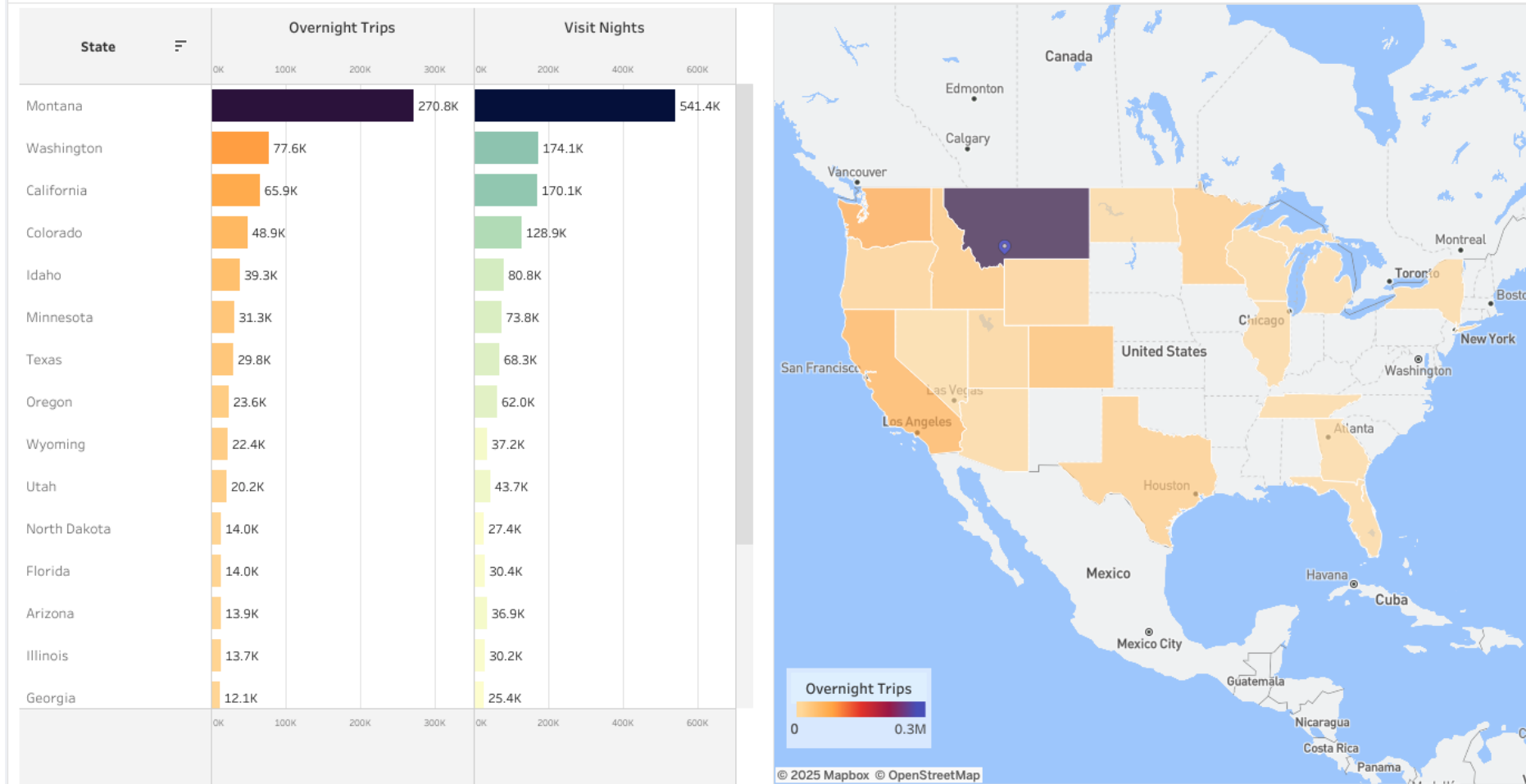


Total Visitors' Spend
\$664.5M

?
+8.8% YoY

VISITATION BY ORIGINATION

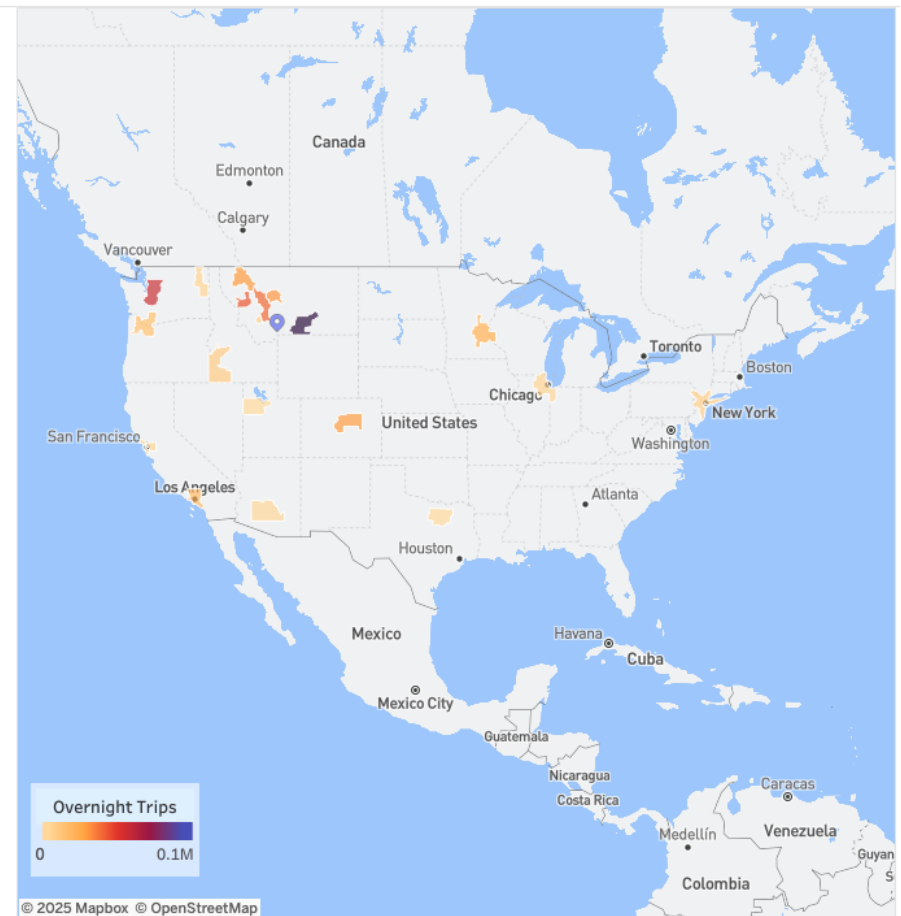
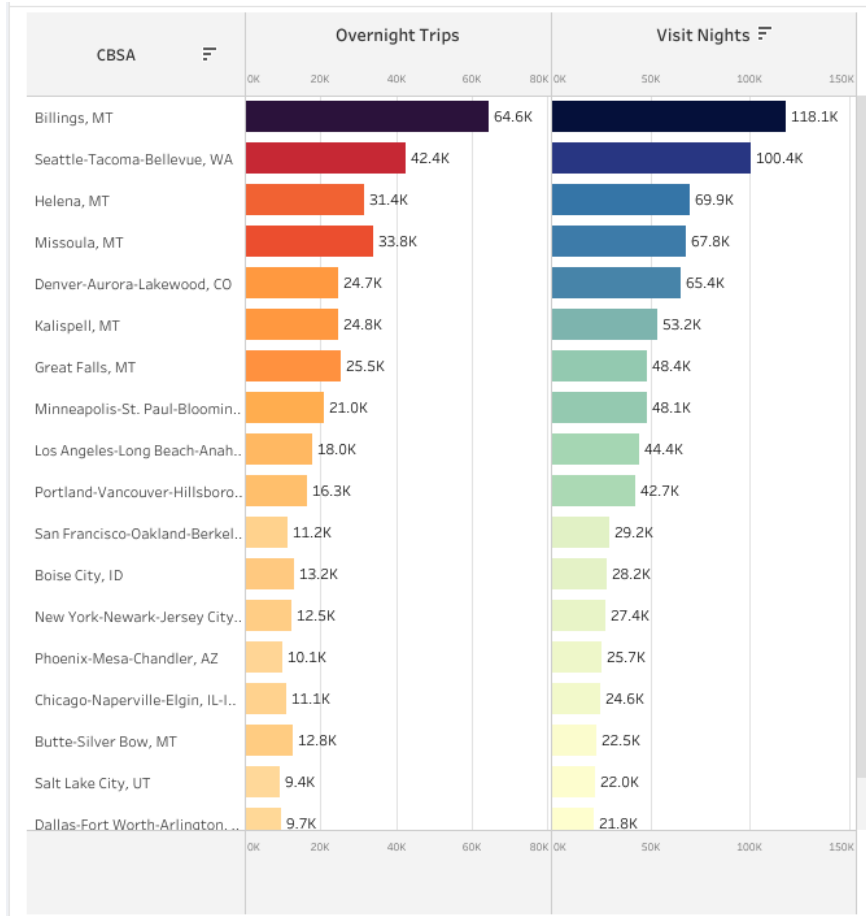
LAST 12 MONTHS
BY STATE



VISITATION BY ORIGINATION

LAST 12 MONTHS

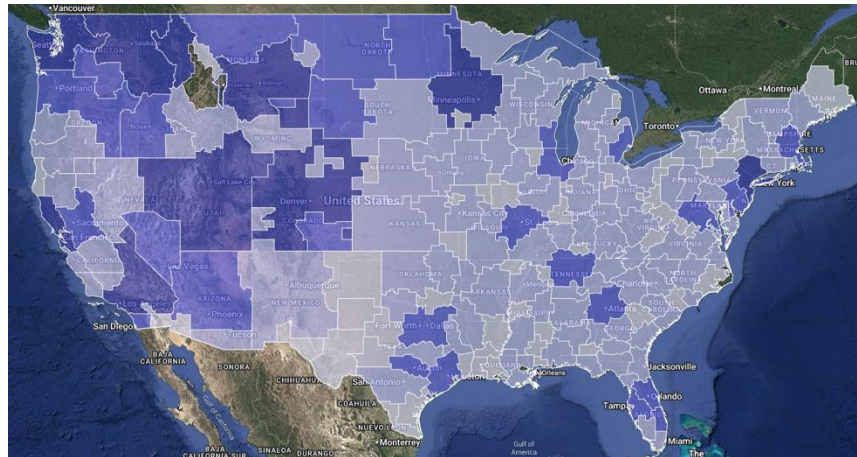
BY CORE SERVICE BUSINESS AREA (CBSA)



VISITOR ORIGINATION

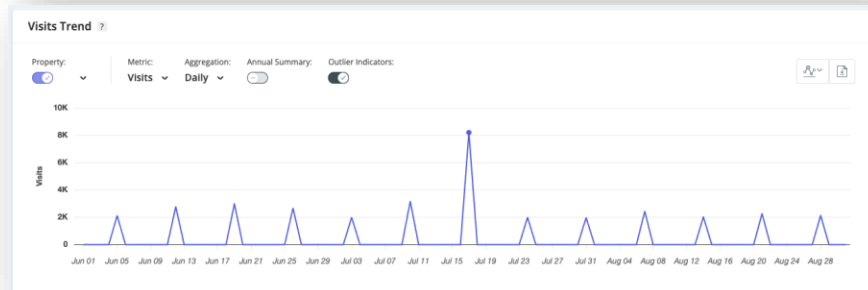
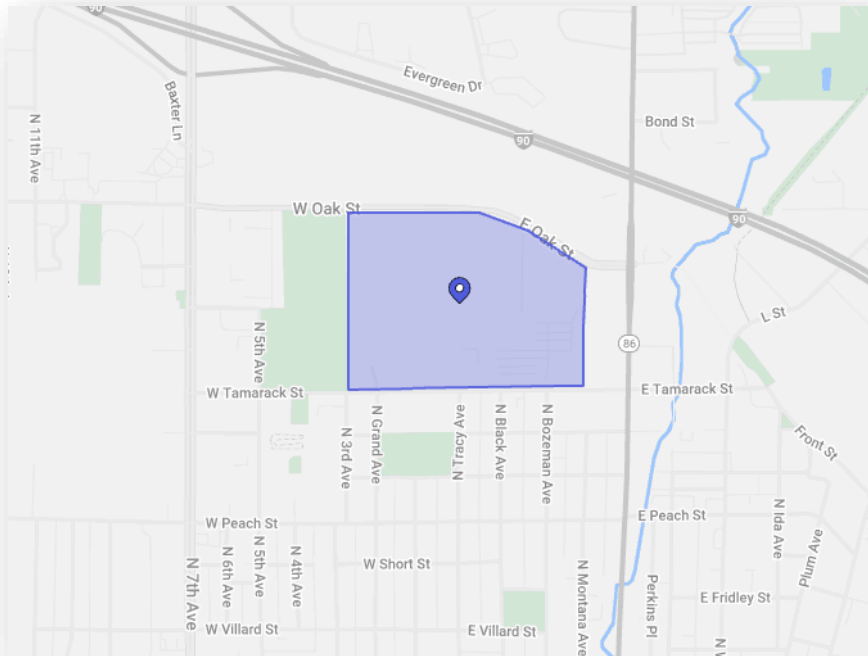
LAST 12 MONTHS – GALLATIN COUNTY

DMA Name	State	% of Visits	Visits	YoY Change in Visits
New York	New York	3.423	345,420	57,393
Boston (Manchester)	Massachusetts	1.551	156,505	55,586
Missoula	Montana	6.045	609,966	38,254
Washington, DC (Hagrstwn)	Virginia	1.413	142,619	31,576
Spokane	Washington	2.292	231,327	30,655
Dallas-Ft. Worth	Texas	1.734	174,998	29,492
Hartford & New Haven	Connecticut	0.456	46,029	26,689
Philadelphia	Pennsylvania	1.118	112,796	25,393
Los Angeles	California	4.39	443,004	24,401
West Palm Beach-Ft. Pierce	Florida	0.635	64,037	20,140
Minneapolis-St. Paul	Minnesota	3.345	337,550	19,242
Tampa-St. Pete (Sarasota)	Florida	1.012	102,094	17,355
Atlanta	Georgia	1.628	164,302	17,085
Portland-Auburn	Maine	0.343	34,577	16,336
Sioux Falls(Mitchell)	South Dakota	0.409	41,268	12,397
Charleston, SC	South Carolina	0.273	27,580	11,603
Bismarck-Mnt-Dcknsn(Wlstn)	North Dakota	1.231	124,249	11,045
Burlington-Plattsburgh	Vermont	0.405	40,840	10,936
Rapid City	South Dakota	0.747	75,368	10,737

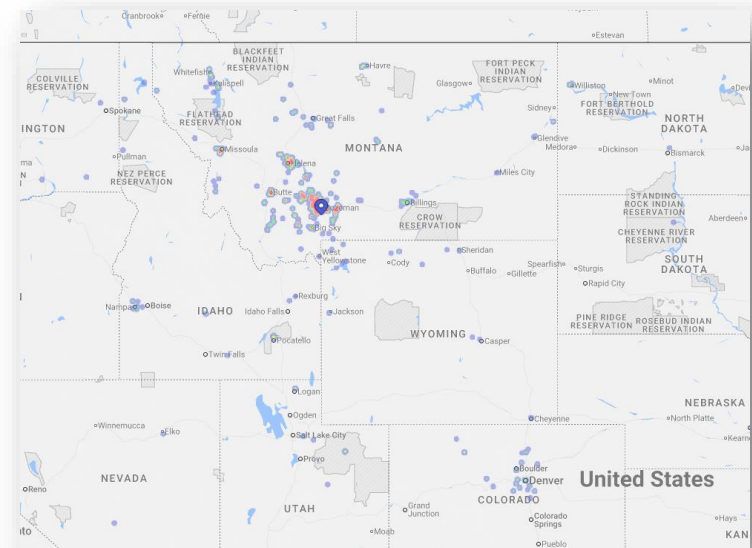


VISITOR ORIGINATION

MEASURING EVENTS WITH PLACER.AI



- SPARTAN RACE
- MSU FOOTBALL GAMES
- VALLEY VIEW RODEO
- GALLATIN COUNTY FAIR
- YOUTH SOCCER TOURNAMENT

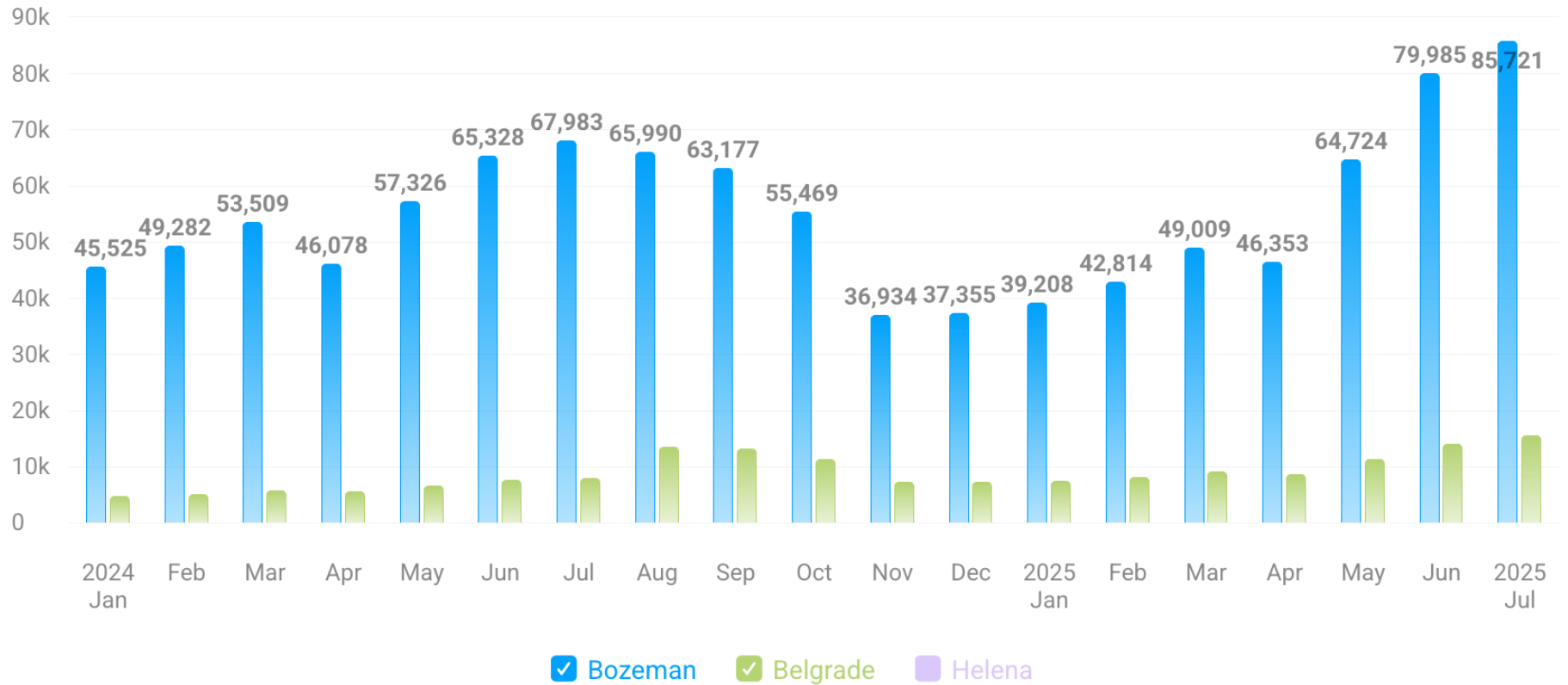


LODGING DEMAND

CO-STAR

Jan 1, 2024 - Jul 31, 2025

HOTEL RESULTS - DEMAND



LODGING DATA

PRIME

BOZEMAN/BELGRADE HOTEL ROOMS

DATA THROUGH AUGUST

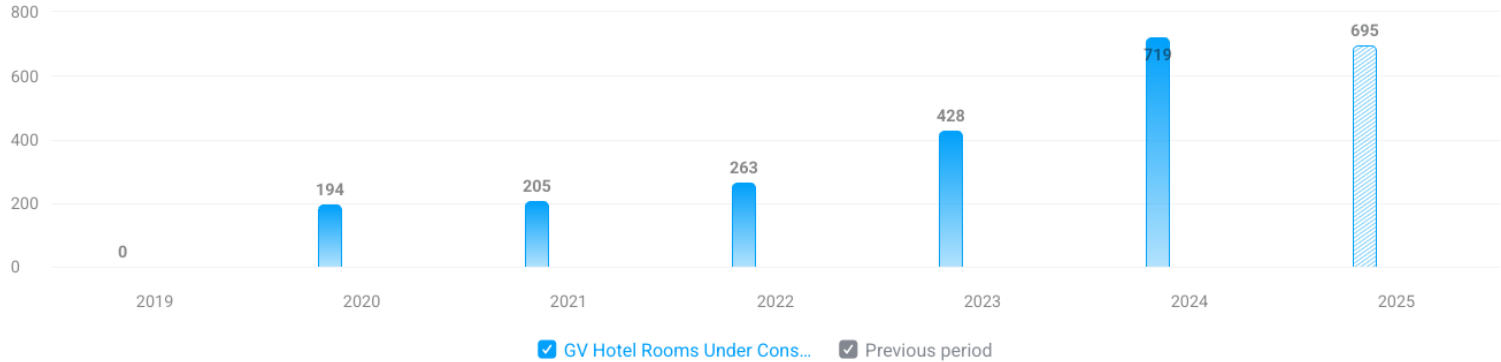
Sep 7, 2024 - Sep 6, 2025 (rolling)

New Rooms in the Last
12 Months

667

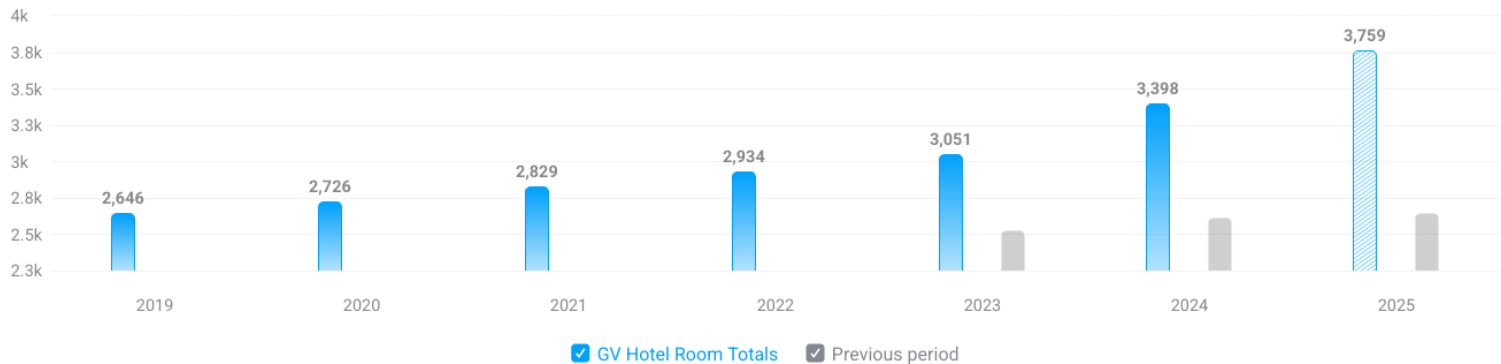
Last 7 years (2019 - 2025)

Gallatin Valley Hotel Rooms Under Construction



Last 7 years (2019 - 2025)

Gallatin Valley Hotel Room Totals

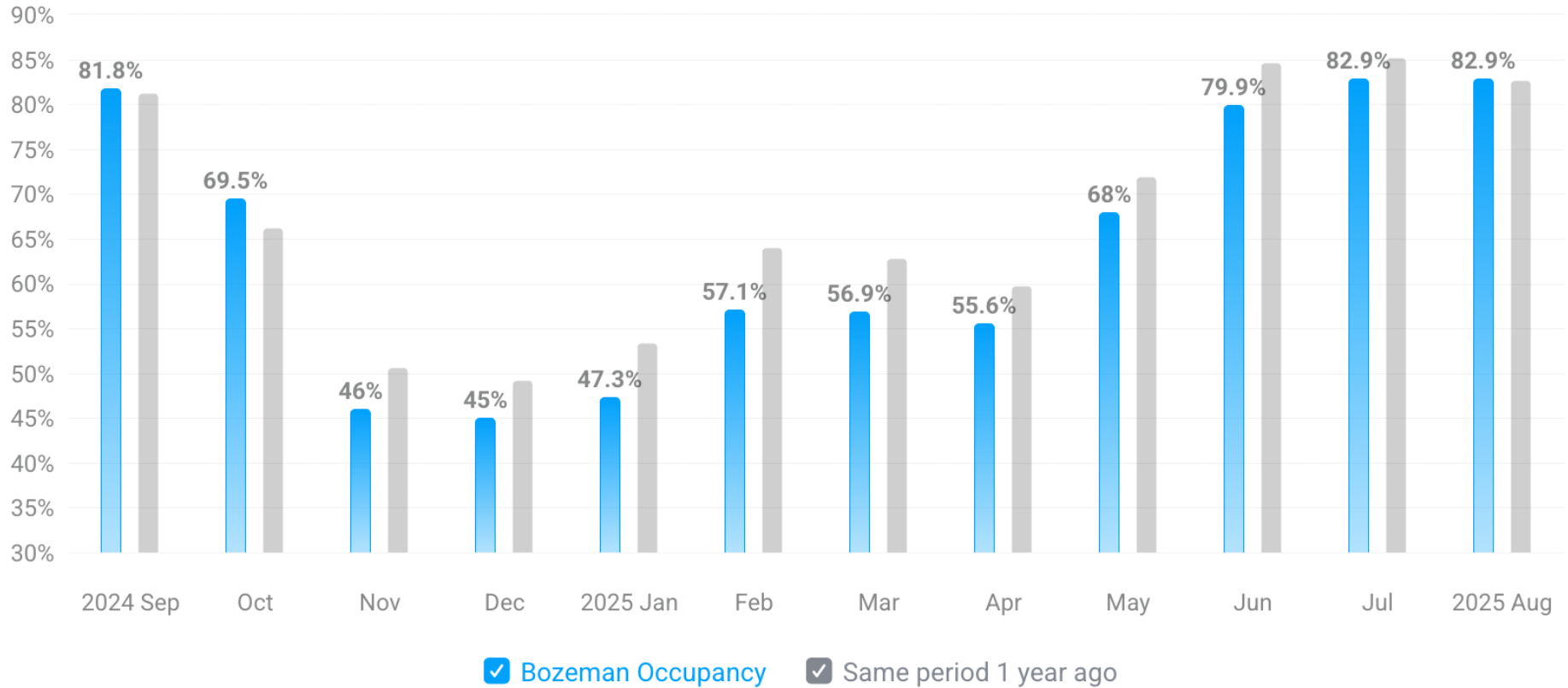


BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 12 months (2024 Sep - 2025 Aug)

12 MONTH BOZEMAN HOTELS - OCCUPANCY

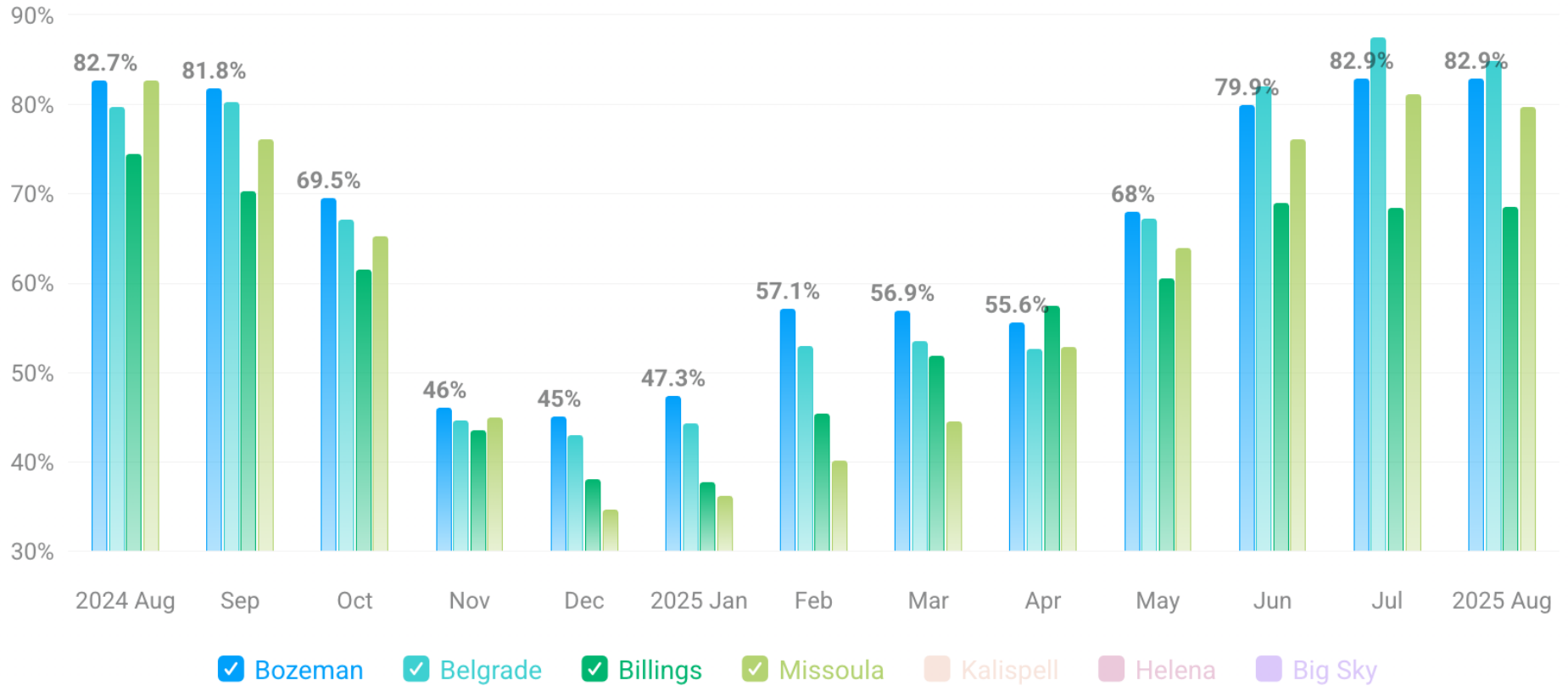


HOTEL OCCUPANCY

LAST 13 MONTHS

Last 13 months (2024 Aug - 2025 Aug)

13 MONTH HOTEL RESULTS - OCCUPANCY

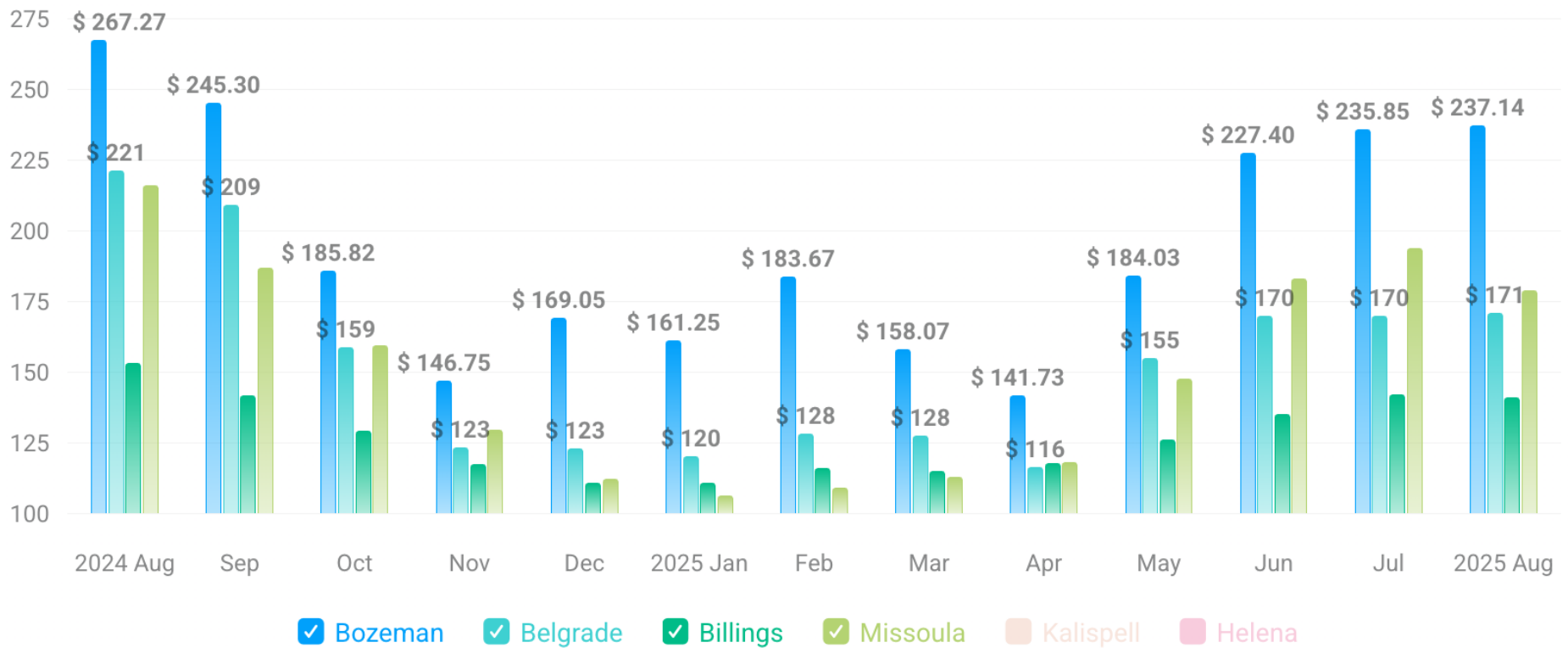


HOTEL ADR

LAST 13 MONTHS

Last 13 months (2024 Aug - 2025 Aug)

13 MONTH HOTEL RESULTS - ADR

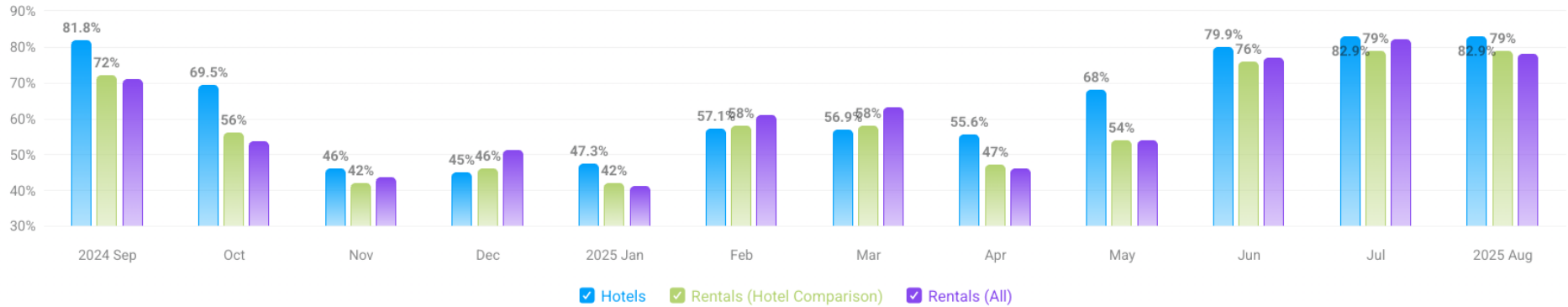


HOTELS vs. SHORT TERM RENTALS

LAST 13 MONTHS

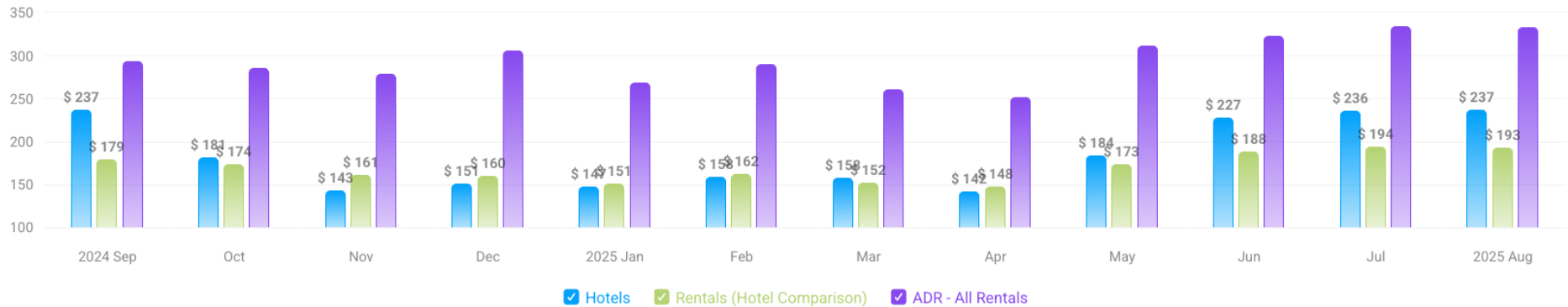
Last 12 months (2024 Sep - 2025 Aug)

OCCUPANCY RATE



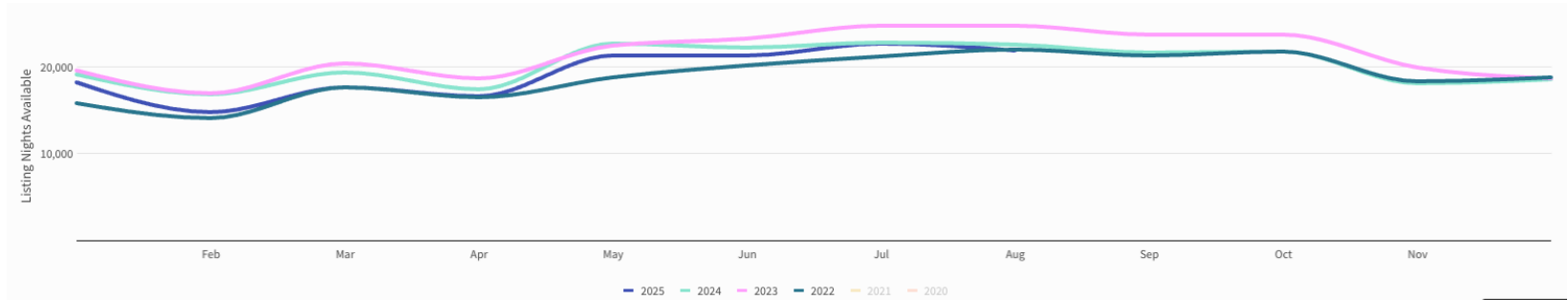
Last 12 months (2024 Sep - 2025 Aug)

ADR

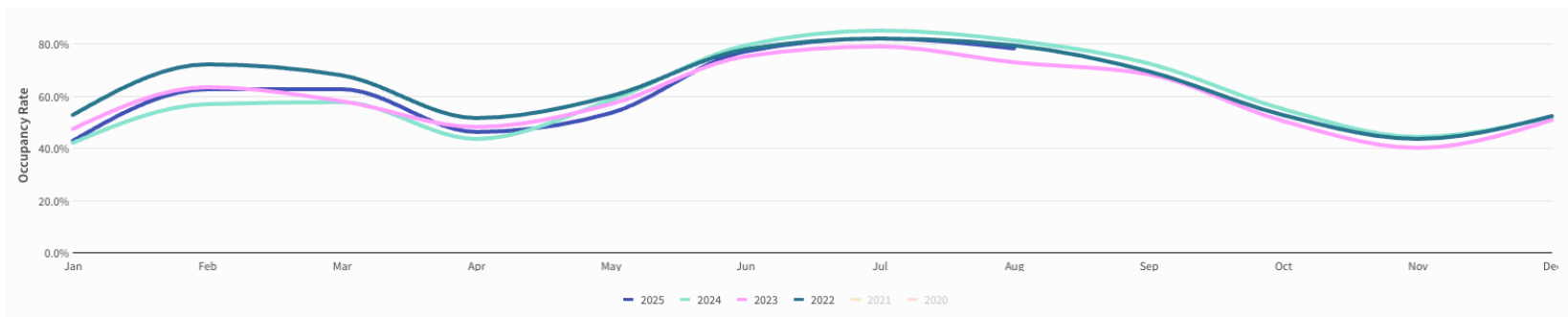


SHORT-TERM RENTALS TRENDS

LISTING NIGHTS



OCCUPANCY



MONTHLY UPDATE

Monthly Trend: August '25

Revenue

\$5.7M

↓ 0.4% vs August '24

Average Daily Rate

\$333

↑ 6.3% vs August '24

RevPAR

\$260

↑ 2.4% vs August '24

Available Listings

875

↓ 3.8% vs August '24

Booked Listings

854

↓ 3.6% vs August '24

Occupancy Rate

78%

↓ 3.6% vs August '24

PRIME

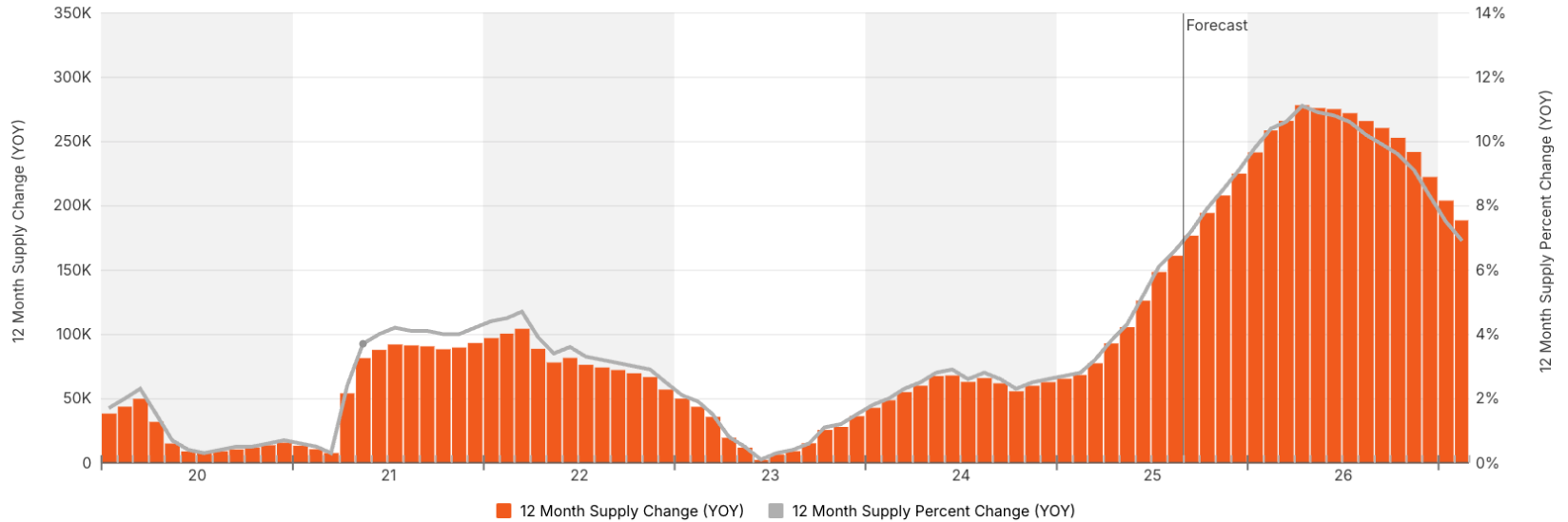


LODGING FORECASTING

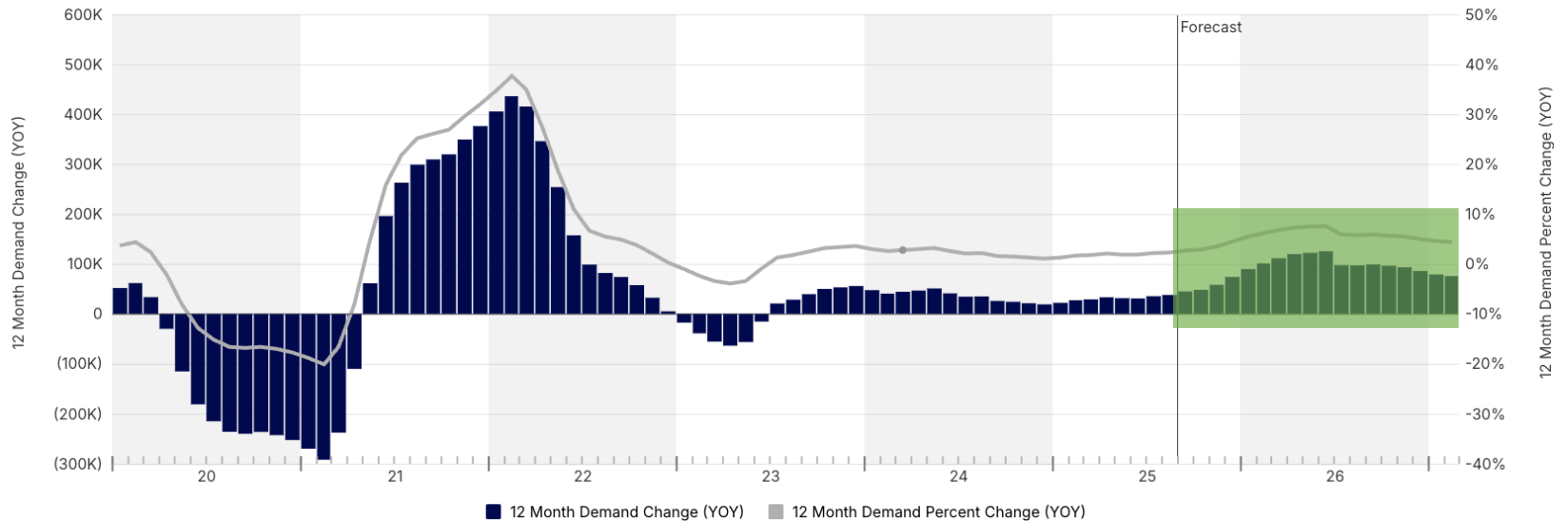
PRIME

SUPPLY & DEMAND

SUPPLY CHANGE

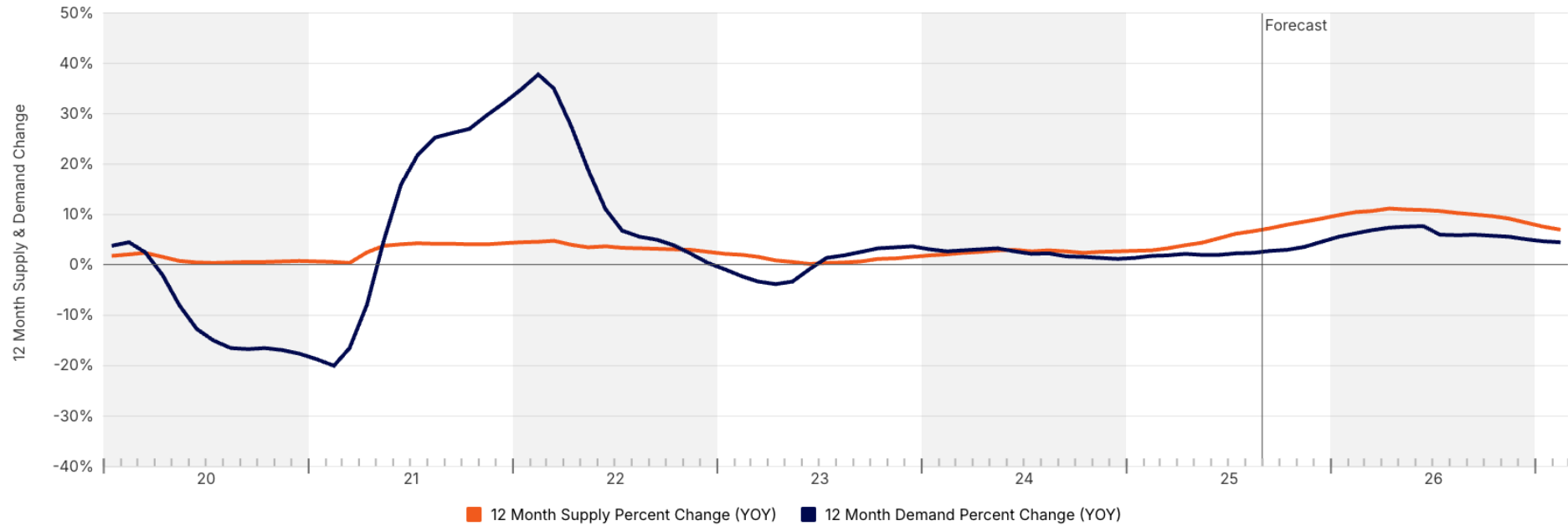


DEMAND CHANGE



SUPPLY & DEMAND

SUPPLY & DEMAND CHANGE



OCCUPANCY & ADR

OCCUPANCY & ADR CHANGE

