

# 2025

## Annual Report

5,421

TRAVEL PLANNERS DISTRIBUTED



2 COMMUNITY PROMOTION PARTNERSHIPS



5 GRANTS AWARDED



21 COMMUNITIES PHOTOGRAPHED



4 ITINERARIES COMPLETED

### OUTREACH HIGHLIGHTS

**Paid Media:** \$165,004

**Total Impressions:** 28,141,473

**Total Reach:** 1,814,627

**Click Through Rate:** 1.34%

**SOCIAL MEDIA GROWTH**



7.7%



2.1%



5.2%



#### **Paid Media Markets:**

- Grand Forks, North Dakota
- Salt Lake City, Utah
- Cheyenne, Wyoming
- Billings, Montana
- Missoula, Montana
- Helena, Montana
- Great Falls, Montana
- Bozeman, Montana
- Lethbridge, Alberta
- Calgary, Alberta
- Medicine Hat, Alberta
- Boise, Idaho
- Twin Falls, Idaho
- Denver, Colorado
- Seattle, Washington
- Spokane, Washington



# By the Numbers:

## A Year in Central Montana



# 2.8 million

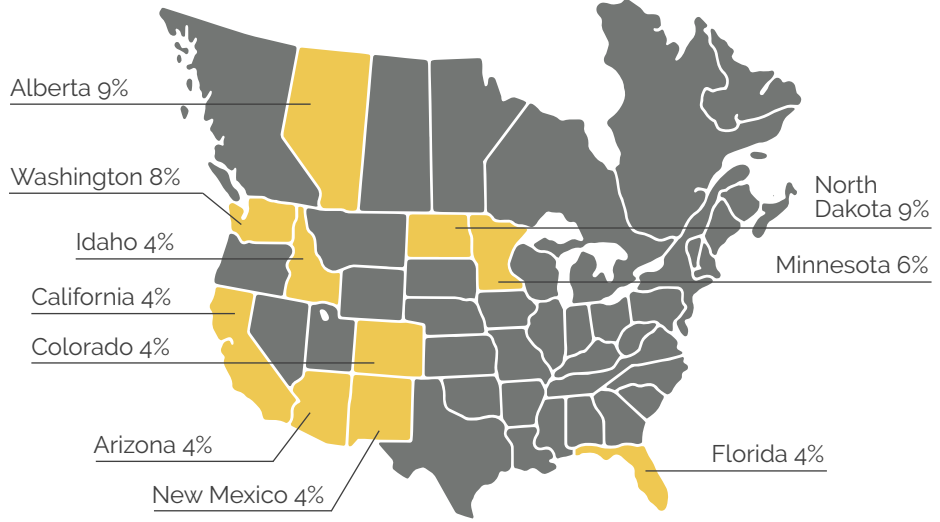
## VISITORS

**76%** HAVE VISITED THE REGION BEFORE

### Average Visitor:

- Groups of 2
- Hotel/motel is primary lodging
- 55-74 years old
- Average income \$75,000-\$150,000

### TOP VISITOR MARKETS



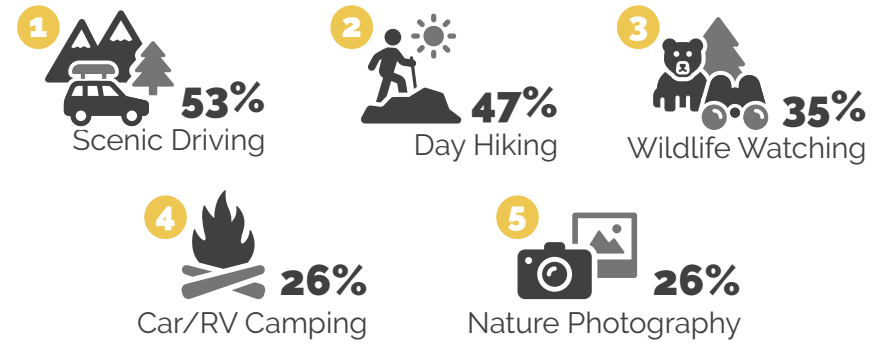
# \$370 million

TOTAL AMOUNT SPENT

### TOP SPENDING CATEGORIES

- 1. 31% on Fuel** (\$114 million)
- 2. 22% on Lodging** (\$80 million)
- 3. 16% on Dining + Drinking** (\$61 million)
- 4. 10% on Groceries** (\$36 million)
- 5. 6% on Shopping** (\$24 million)
- 6. 4% on Outfitters** (\$16 million)

### TOP 5 ACTIVITIES



### MEANS OF ARRIVING

- 1. Car/Truck at 75%**
- 2. RV/Trailer at 15%**
- 3. Motorcycle at 5%**
- 4. Air at 5%**