



VISIT **BOZEMAN**

FY27 UPDATE

PRIME

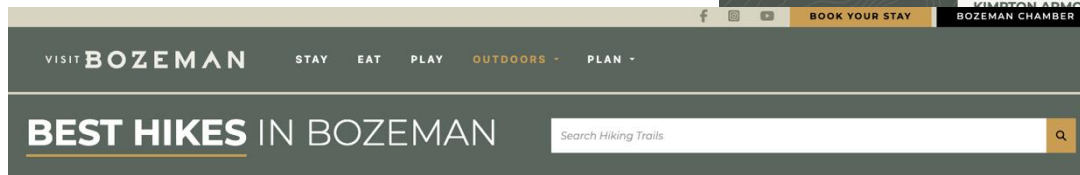
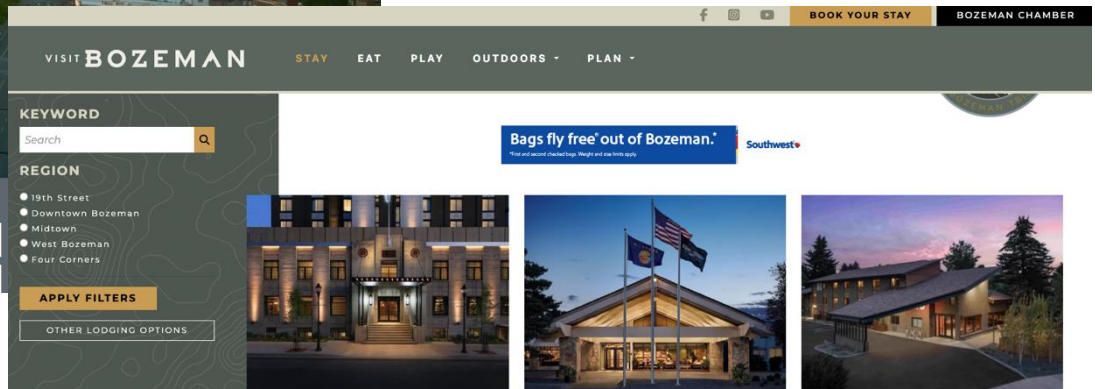
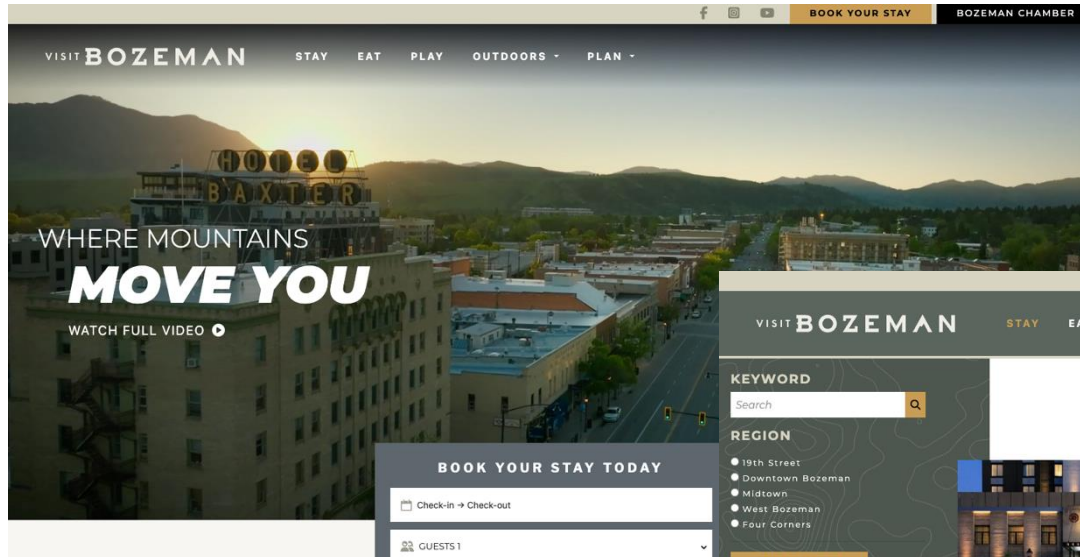
AUGUST



FY26 MARKETING

PRIME

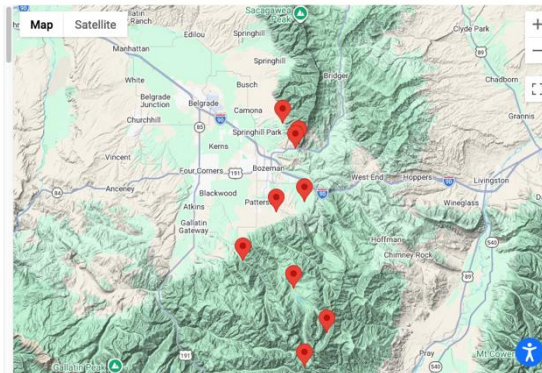
UPDATED WEBSITE LAUNCH



SOUTH COTTONWOOD CREEK TRAIL
Miles: 4.4
Difficulty: ▲▲▲▲▲
Elevation Change: 524 Feet
Drive Time From Downtown: 24 Minutes
Coordinates: 45.5400064, -111.0924082

The South Cottonwood Creek Trail is a 4.4-mile, moderately trafficked out-and-back relaxing hike. Busy on the weekends, the trail accommodates dogs on leashes and is popular with families.

MORE DETAILS



HYALITE PEAK
Miles: 16
Difficulty: ▲▲▲▲▲
Elevation Change: 3,789 Feet



FIELD & STREAM LODGE CO BOZEMAN
5 Baxter Lane
Bozeman, MT
(406) 426-9400

EXPLORE DETAILS

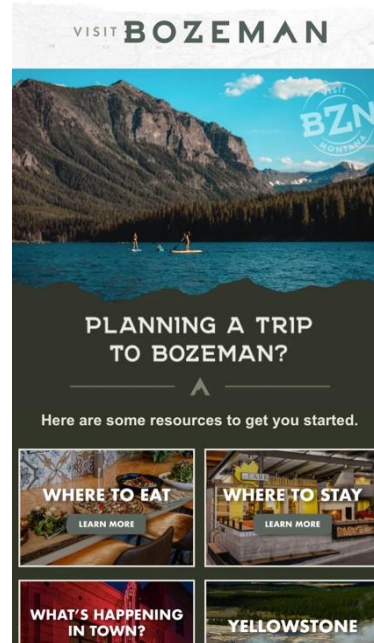
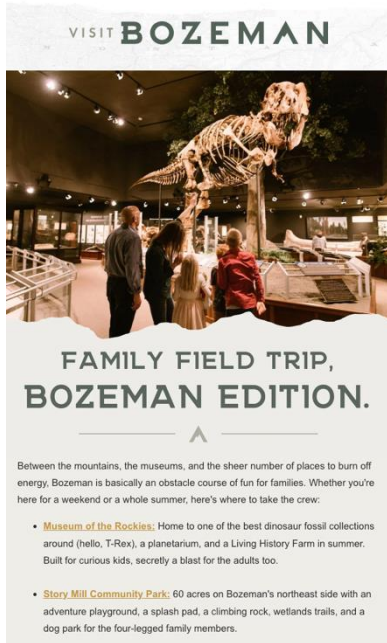


WANDERING BUFFALO
1200 E Main St.
Bozeman, MT
(206) 947-6174

EXPLORE DETAILS

PRIME

EMAIL MARKETING UPDATES



LAST 90 DAYS – STATS

- 99.2K EMAILS SENT
- 17.6% OPEN RATE
- 16.2% CTR
- 44.5K TOTAL CONTACTS

OPENS ⓘ

17.6%

Good
Benchmark: 17.5%

CLICK-THROUGHS ⓘ

16.2%

Excellent
Benchmark: 7%

HARD BOUNCES ⓘ

0.33%

Okay
Benchmark: 0.3%

UNSUBSCRIBES ⓘ

0.93%

Poor
Benchmark: 0.35%

SPAM REPORTS ⓘ

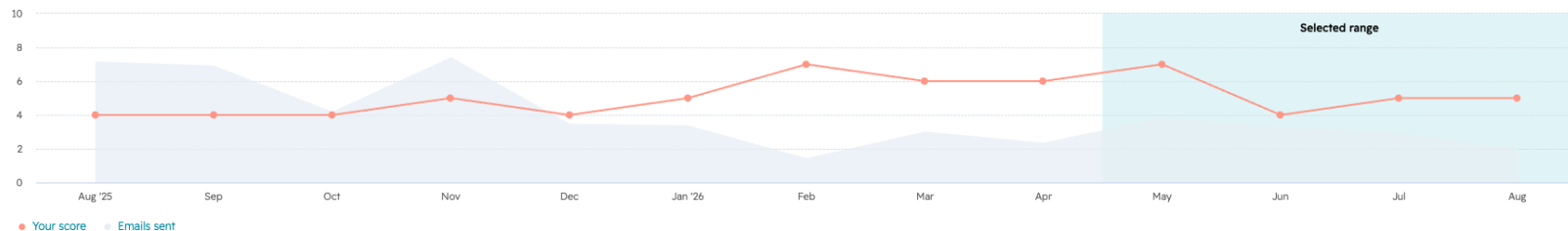
41

Poor

EMAILS SENT ⓘ

99.163K

Score over time

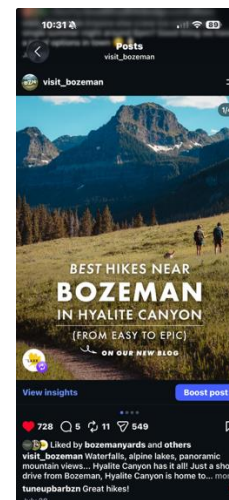
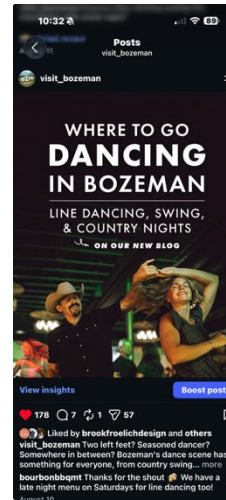


SOCIAL/VIDEO MARKETING

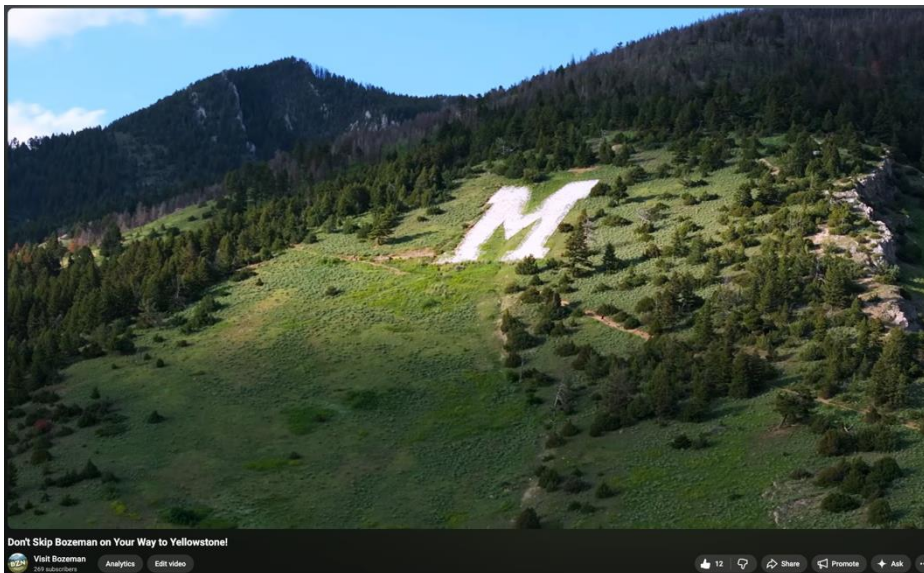
REELS



POSTS



YOUTUBE



LAST 90 DAYS:

- 5.3M VIEWS/IMPRESSIONS
- 166K ENGAGEMENTS/INTERACTIONS
- VIDEO STORYTELLING PROJECTS
 - HISTORY OF BOZEMAN
 - WHAT IS A CHRISTMAS SPIDER?
 - STORY OF THE 'M' TRAIL
 - FALL FLY FISHING
- FOLLOWERS
 - IG – 49K, FB – 78K

CONTENT MARKETING



Where to Go Dancing in Bozeman: Line, Swing, & Country

[Events, Nightlife, Culture](#)

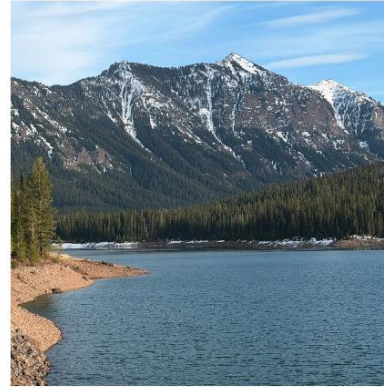
Jul 22, 2026, 9:59:59 AM



Hyalite Canyon in Bozeman, MT: The Ultimate Guide

[Rock Climbing, Winter, Camping, Summer, Fly Fishing, Day Trips, Hiking, Spring, Biking, Family Fun, Backcountry, Winter Sports, Scenic Drives, Ice Climbing](#)

Jul 8, 2026, 10:00:00 AM



Hyalite Canyon Hikes, From Easy to Epic

[Hiking](#)

Jun 24, 2026, 9:59:59 AM



Montana Rodeos Near Bozeman This Summer (2026 Update)

[Events, Summer](#)

Jun 10, 2026, 8:00:00 AM

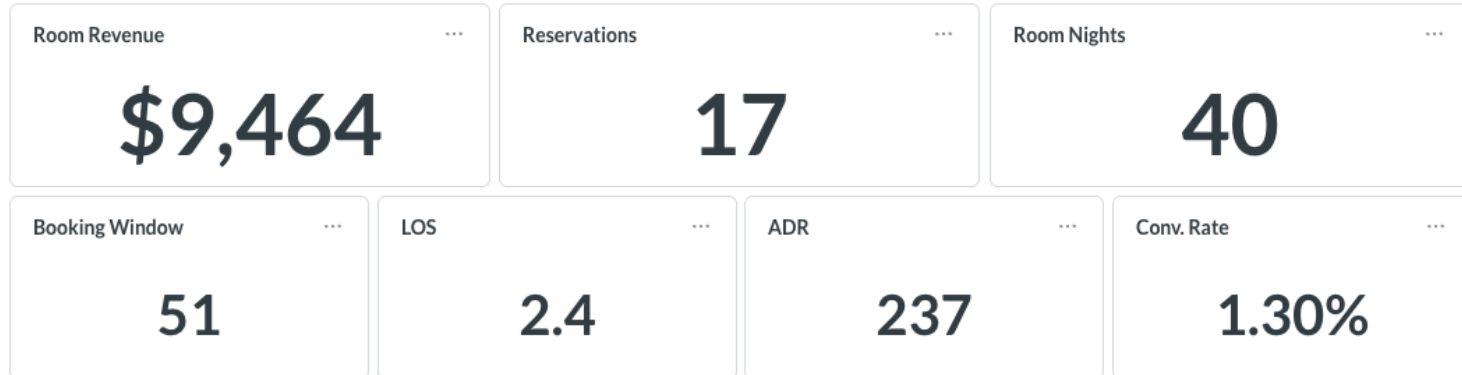
Summer in Montana is rodeo season. Almost every town in the state has one – and each brings its own...

BLOG POST	VIEWS ↓
Where to Stay Near Yellowstone National Park ↗	17,755
The Market in Bozeman: A West Side Hub ↗	2,859
Montana Rodeos Near Bozeman This Summer (2026 Up...	2,624
9 Places to Go Horseback Riding in Bozeman ↗	1,916
Hyalite Canyon Hikes, From Easy to Epic ↗	1,781
New Restaurants in Bozeman - Spring 2026 Update ↗	1,570
How Far Is Bozeman from Yellowstone National Park? ↗	1,523
Music on Main in Bozeman: A Downtown Summer Tradit...	1,447
6 Amazing Swimming Holes Near Bozeman, Montana ↗	1,320
Plan the Perfect Day Trip from Bozeman to Yellowstone ...	1,299
Float the Madison River: A Complete Guide ↗	1,243

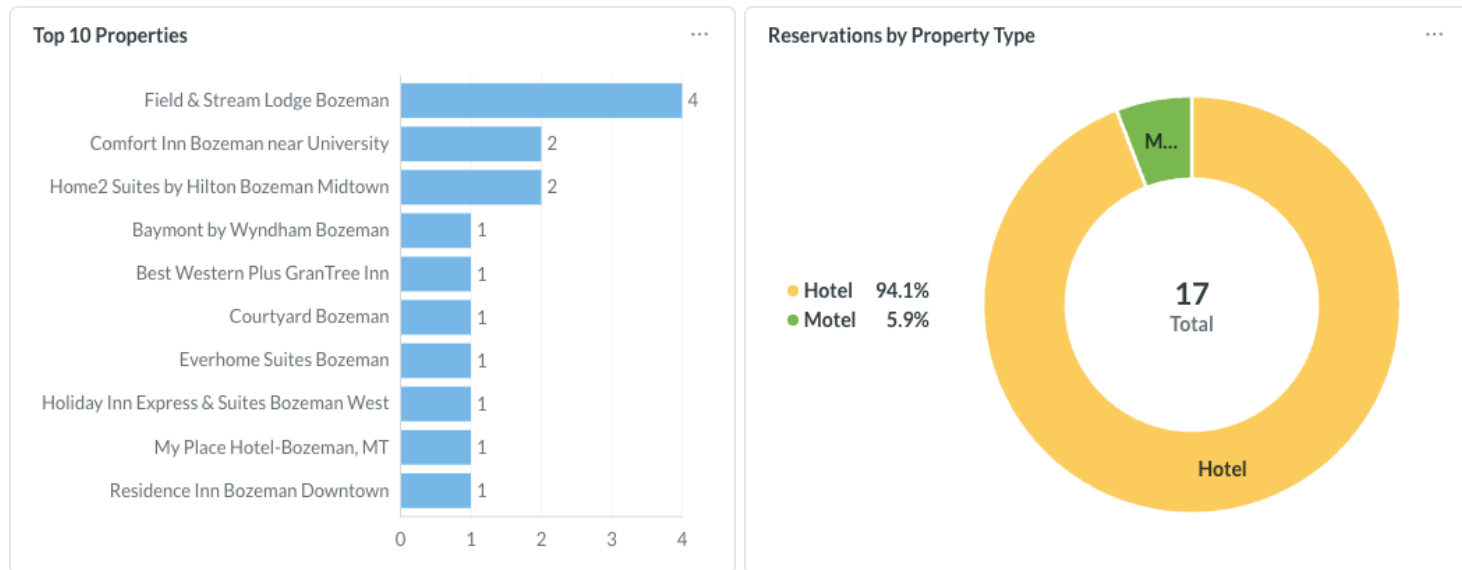
RIPE BOOKING RESULTS

LAST 90 DAYS

Key Metrics



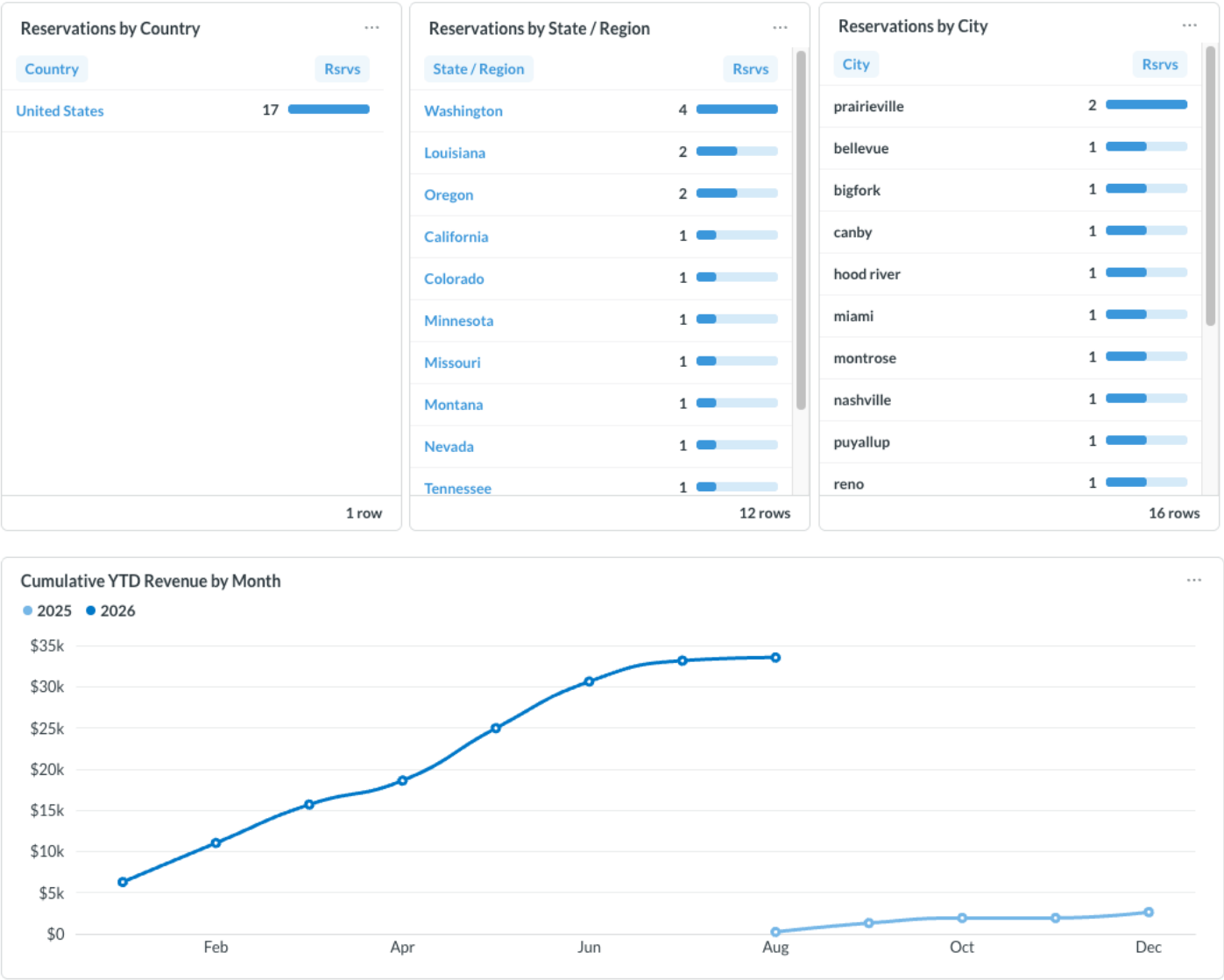
Property Summary



RIPE BOOKING RESULTS

LAST 90 DAYS

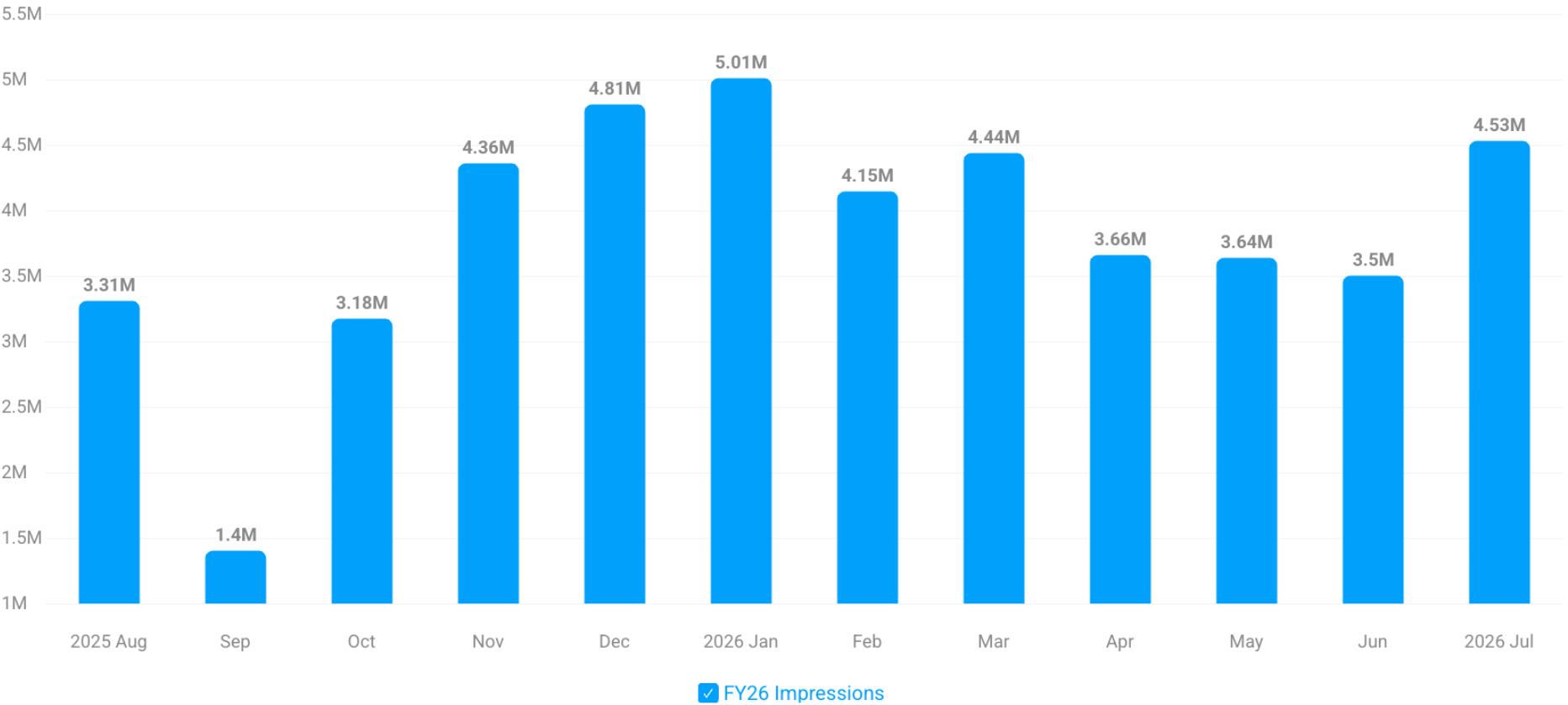
Geography



MARKETING REACH

Last 12 months (2025 Aug - 2026 Jul)

Marketing Impressions



WEBSITE TRAFFIC RESULTS

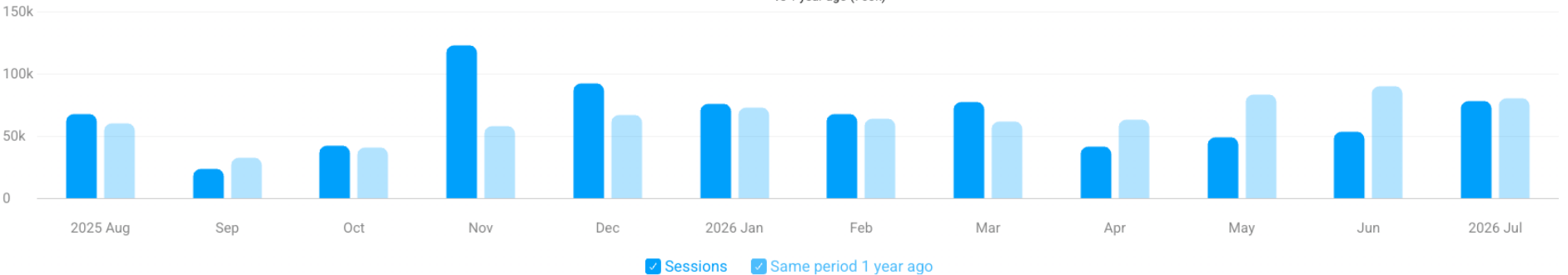
PRIME

WEBSITE TRAFFIC

Last 12 months (2025 Aug - 2026 Jul)

VISITS - LAST 12 MONTHS

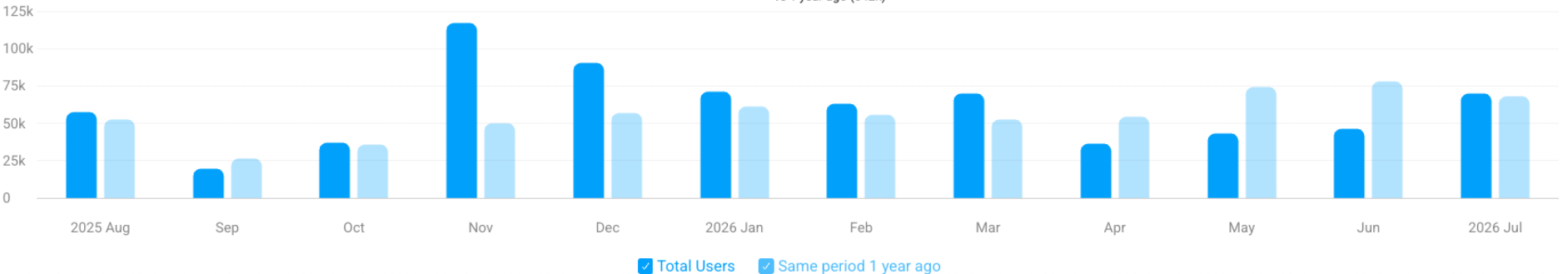
793.3k ▲ 4%
vs 1 year ago (760k)



Last 12 months (2025 Aug - 2026 Jul)

VISITORS - LAST 12 MONTHS

706.3k ▲ 10%
vs 1 year ago (642k)



PAGE VIEWS

Last 12 months (Aug 1, 2025 - Jul 31, 2026)

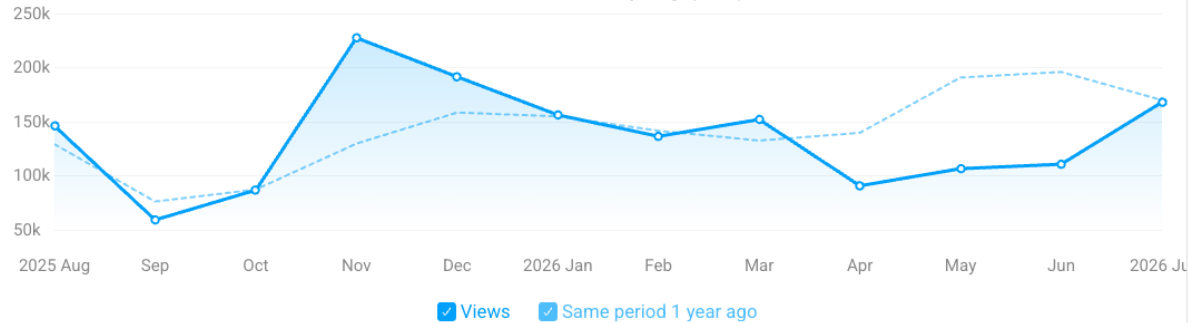
TOP PAGES

Metric	Value	vs 1Y ago
Winter in Bozeman, MT	210k	▲ 42%
Summer in Bozeman, MT	131.4k	▼ 12%
3 Ways to Explore Yellowstone in the Winter	97,859	▲ 1,151%
Visiting Montana for the First Time: What You Need to Know	78,200	▲ 2,255%
The Bozeman Travel & Relocation Guide	67,439	▲ 168%
Play in Bozeman - Bozeman CVB	61,167	▲ 32%
Visit Bozeman, Convention and Visitors Bureau - Bozeman CVB	56,702	▼ 43%
Where to Stay Near Yellowstone National Park	43,061	▼ 29%

Last 12 months (2025 Aug - 2026 Jul)

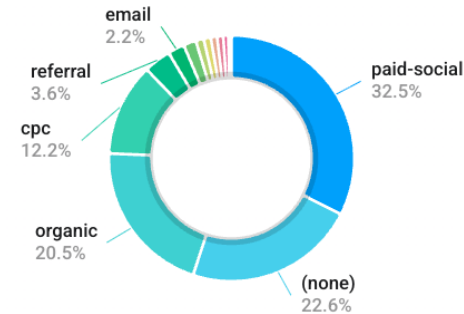
PAGE VIEWS - LAST 12 MONTHS

1.63M ▼ 4%
vs 1 year ago (1.71M)



Last 12 months (Aug 1, 2025 - Jul 31, 2026)

PAGE VIEWS BY MEDIUM



WEBSITE VISITOR ORIGIN

LAST 12 MONTHS

Last 12 months (Aug 1, 2025 - Jul 31, 2026)

Visitors by State

Metric	Value	vs 1Y ago
California	58,981	▼ 13%
Montana	43,464	▼ 23%
Texas	40,074	▼ 48%
Colorado	39,559	▼ 6%
Washington	35,897	▲ 12%
New York	30,541	▼ 3%
Illinois	24,621	▼ 13%
Arizona	21,901	▼ 4%
Georgia	21,177	▲ 41%

Last 12 months (Aug 1, 2025 - Jul 31, 2026)

Visitors by Metro

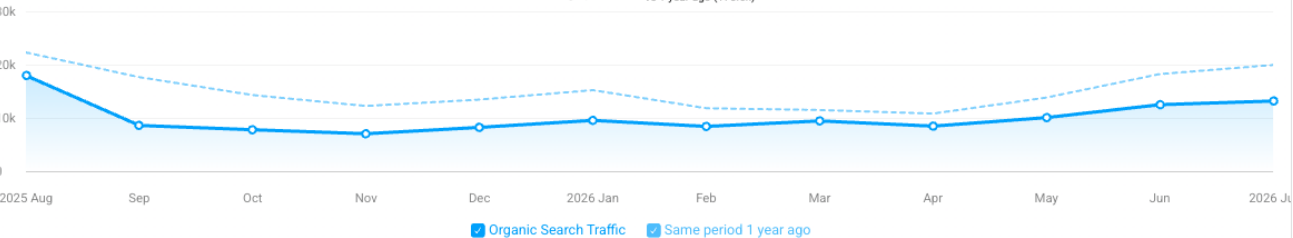
Dimension	Visitors by City	vs 1Y ago
(not set)	37,438	▼ 20%
Denver	19,133	▼ 9%
New York	18,241	▼ 17%
Seattle	15,260	▼ 13%
Bozeman	14,505	▼ 16%
Chicago	13,130	▼ 31%
Los Angeles	11,445	▼ 21%
Phoenix	8,943	▼ 26%
Dallas	6,818	▼ 59%

ORGANIC SEARCH TRAFFIC

Last 12 months (2025 Aug - 2026 Jul)

ORGANIC SEARCH TRAFFIC - LAST 12 MONTHS

118.1k ▼ 33%
vs 1 year ago (175.6k)



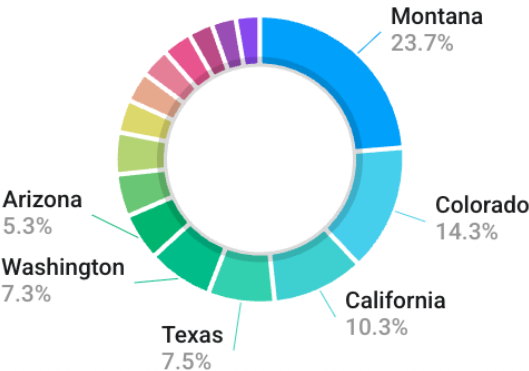
Last 12 months (Aug 1, 2025 - Jul 31, 2026)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	41,245	▼ 28%
/	9,409	▼ 16%
/blog/explorin-g-the-market-at-ferguson-...	8,016	▲ 58%
/itinerary/hike-s-bozeman	3,389	▲ 610%
/blog/plan-the-perfect-day-trip-to-...	3,093	▼ 66%
/itinerary/yell-owstone-grand-teton	3,084	▲ 892%
/blog/first-timers-guide-to-bozeman	2,800	▲ 61%
/blog/10-things-to-do-	2,761	▼ 58%

Last 12 months (Aug 1, 2025 - Jul 31, 2026)

SEARCH VISITORS BY STATE



Last 12 months (Aug 1, 2025 - Jul 31, 2026)

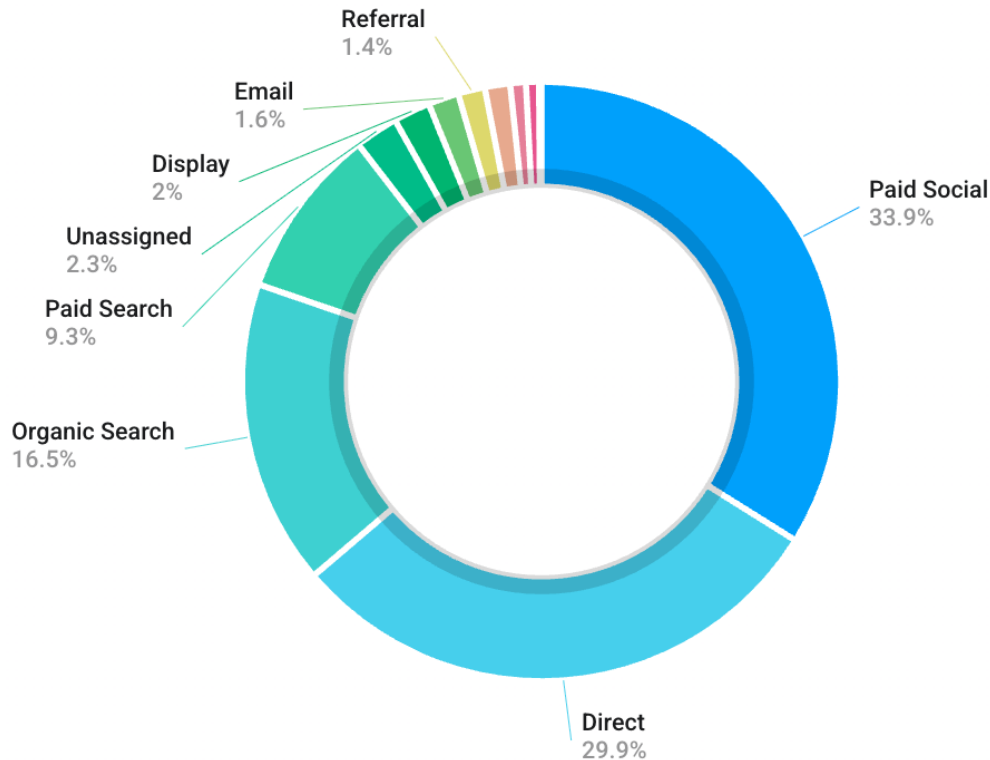
SEARCH RESULT IMPRESSIONS

1.65M ▼ 83%
vs 1 year ago (9.75M)

TRAFFIC SOURCES

Last 12 months (Aug 1, 2025 - Jul 31, 2026)

VISITORS BY SOURCE



Last 12 months (Aug 1, 2025 - Jul 31, 2026)

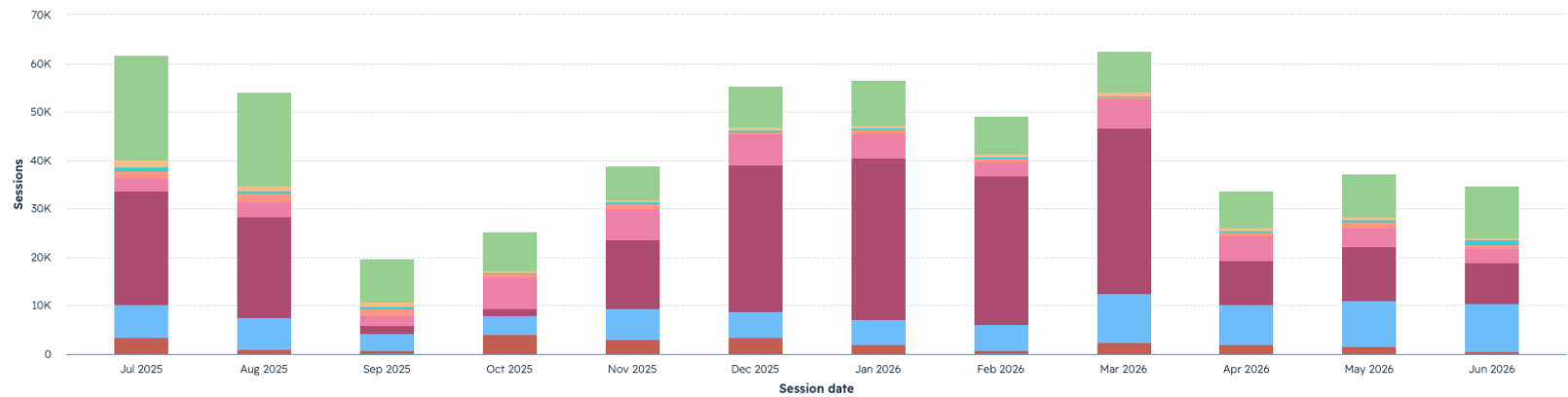
VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	242.8k	▼ 12%
Direct	214.1k	▲ 396%
Organic Search	118.1k	▼ 33%
Paid Search	66,407	▲ 25%
Unassigned	16,755	▼ 37%
Display	14,264	▼ 55%
Email	11,794	▼ 46%
Referral	10,378	▼ 19%
Organic Social	9,835	▲ 114%
Cross-network	6,007	▲ 2,630%
Paid Other	5,083	▲ 21%

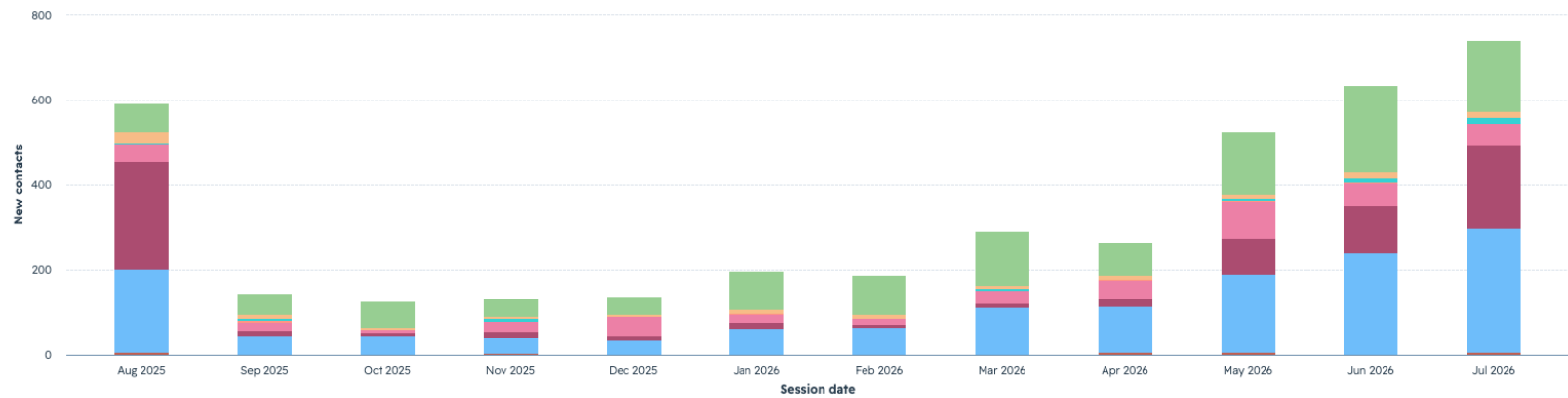
TRAFFIC & CONTACT TRENDS

LAST 12 MONTHS

TRAFFIC



CONTACTS

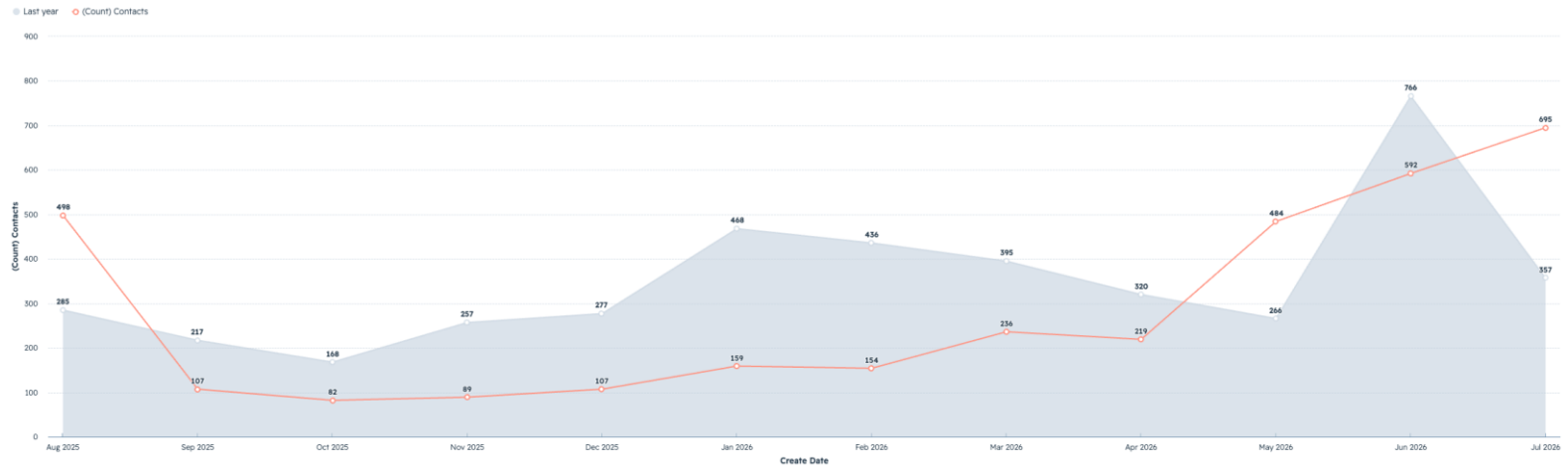


ORGANIC REFERRAL SOCIAL EMAIL PAID SEARCH PAID SOCIAL DIRECT DISPLAY



CONTACT INSIGHTS

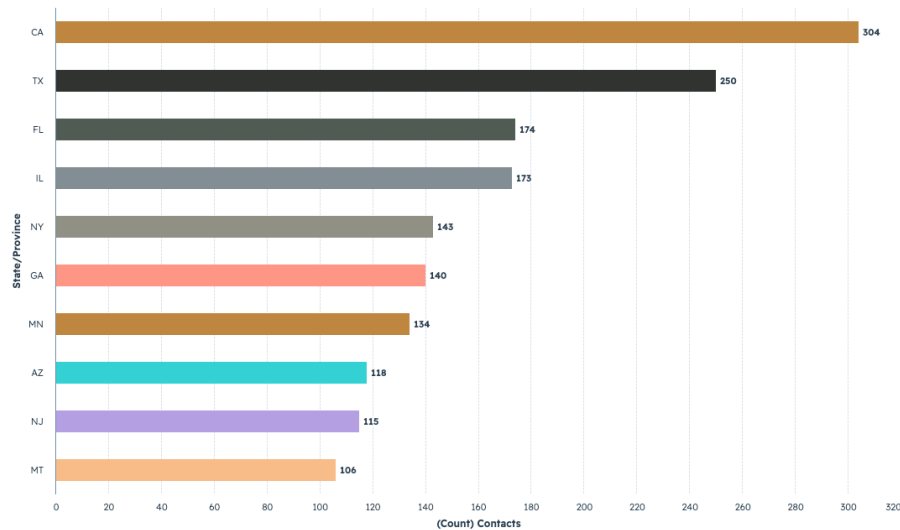
LAST 12 MONTHS



Travel/Relo Contacts by State

DASHBOARD FILTERS APPLIED LIMITED DATA FROM 8/1/2025 TO 7/31/2026 FILTERS (1)

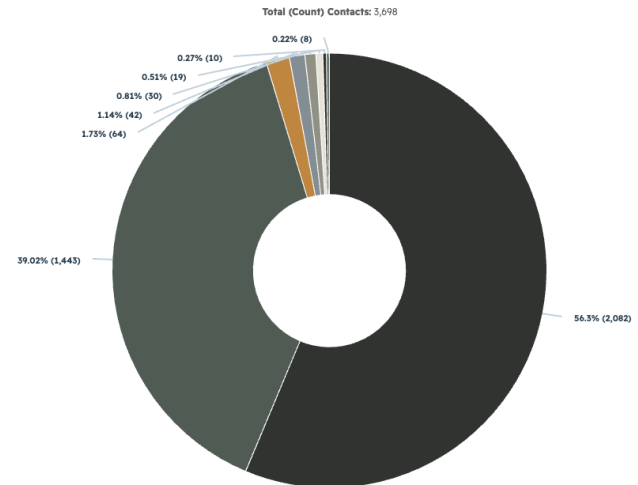
CA TX FL IL NY GA MN AZ NJ MT



Travel Form Submission

DASHBOARD FILTERS APPLIED FROM 8/1/2025 TO 7/31/2026 FILTERS (1)

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



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

VISITATION INTELLIGENCE

PRIME

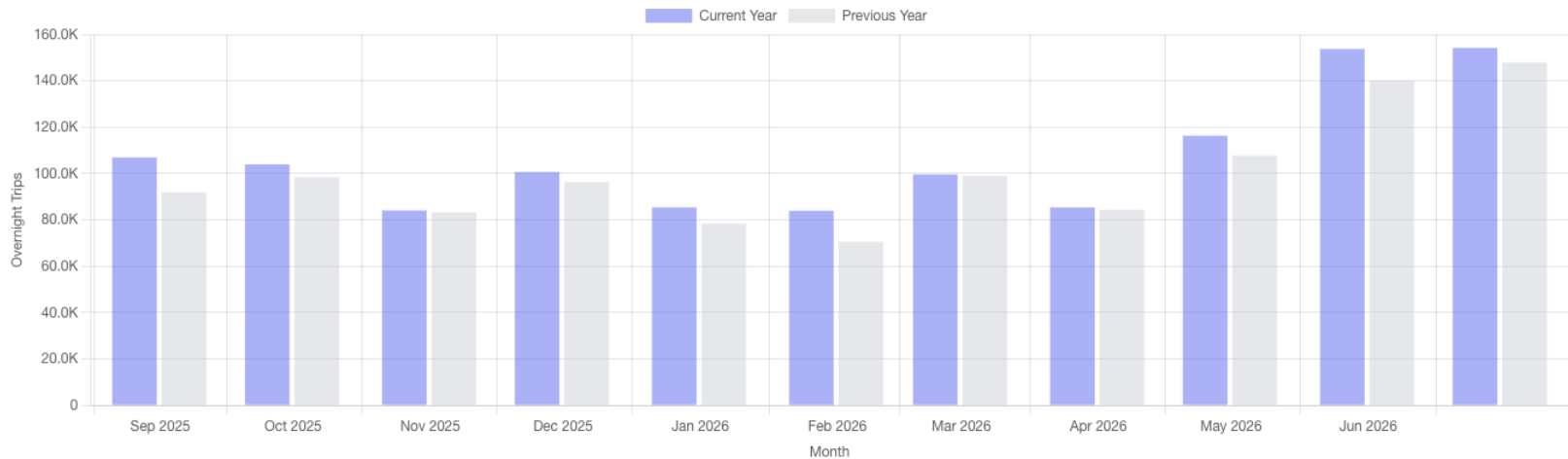
NATIONAL OVERNIGHT TRIPS

LAST 12 MONTHS – THROUGH JULY

Trend Analysis ⓘ

Visualize metrics over time with flexible intervals

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



Overview Report Dates
August 2025 - July 2026

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

Total Trips ↑ YoY +4.7% 1.8M vs. 1.7M prev. year (Aug '24 - Jul '25)	Avg. Monthly Visitors ↑ YoY +9.3% 128.2K vs. 117.2K prev. year (Aug '24 - Jul '25)	Visit Nights ↑ YoY +4.4% 2.7M vs. 2.6M prev. year (Aug '24 - Jul '25)	Total Visitor Spend ⓘ ↑ YoY +4.7% \$164.8M vs. \$157.4M up from (Aug '24 - Jul '25)
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*DATA SOURCE: PLACER.AI

PRIME

VISITATION BY ORIGIN

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	Trips	Comparative Metrics

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS	AVG DURATION	TREND
Billings, MT	92,840	6,415	173,636	2.9 days	View
Helena, MT	57,909	3,578	108,602	2.9 days	View
Seattle-Tacoma-Bellevue, WA	53,892	4,569	123,388	3.3 days	View
Missoula, MT	42,117	3,112	84,053	3.0 days	View
Denver-Aurora-Centennial, CO	41,989	3,413	110,410	3.6 days	View
Great Falls, MT	35,437	2,486	71,691	3.0 days	View
Kalispell, MT	34,845	2,603	78,174	3.2 days	View
Minneapolis-St. Paul-Bloomington, MN-WI	28,416	2,432	68,323	3.3 days	View
Los Angeles-Long Beach-Anaheim, CA	24,653	2,096	62,272	3.5 days	View

LODGING DATA

PRIME

BOZEMAN/BELGRADE HOTEL ROOMS

DATA THROUGH JULY

Last 10 years (2017 - 2026)

Gallatin Valley Hotel Room Totals



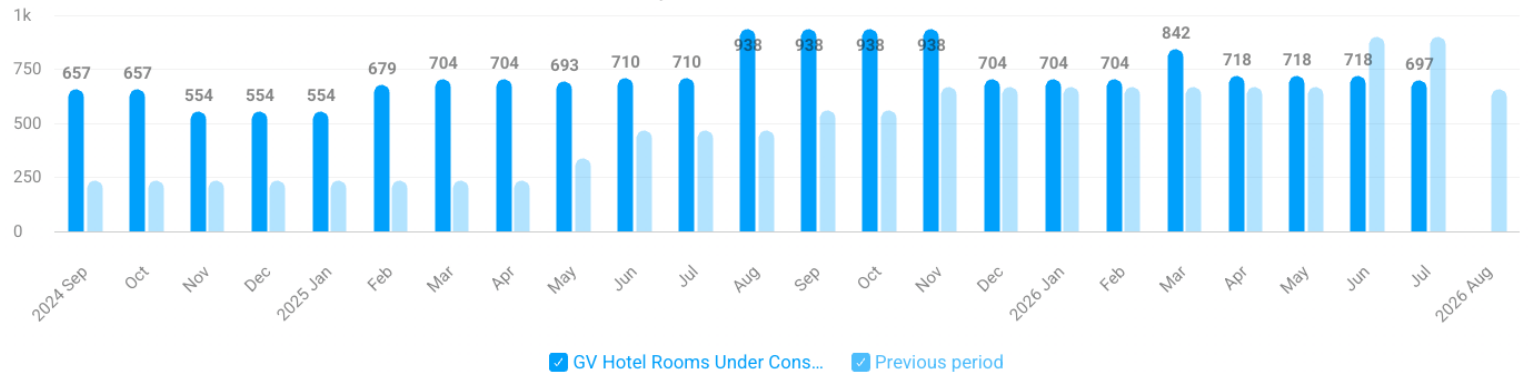
Aug 4, 2025 - Aug 3, 2026 (rolling)

New Rooms in the Last 12 Months

483

Last 24 months (2024 Sep - 2026 Aug)

Gallatin Valley Hotel Rooms Under Construction

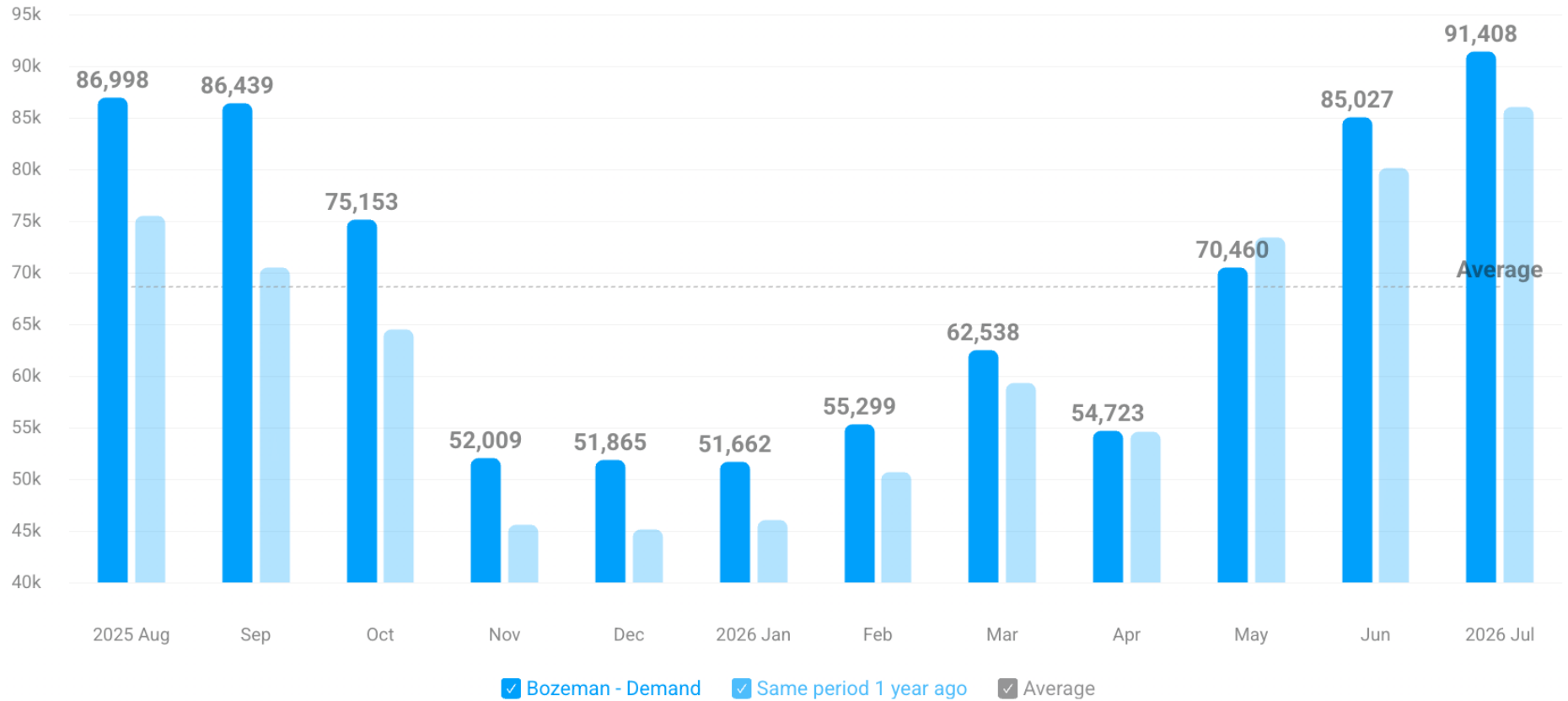


LODGING DEMAND

COSTAR

Last 12 months (2025 Aug - 2026 Jul)

12 MONTH HOTEL - DEMAND

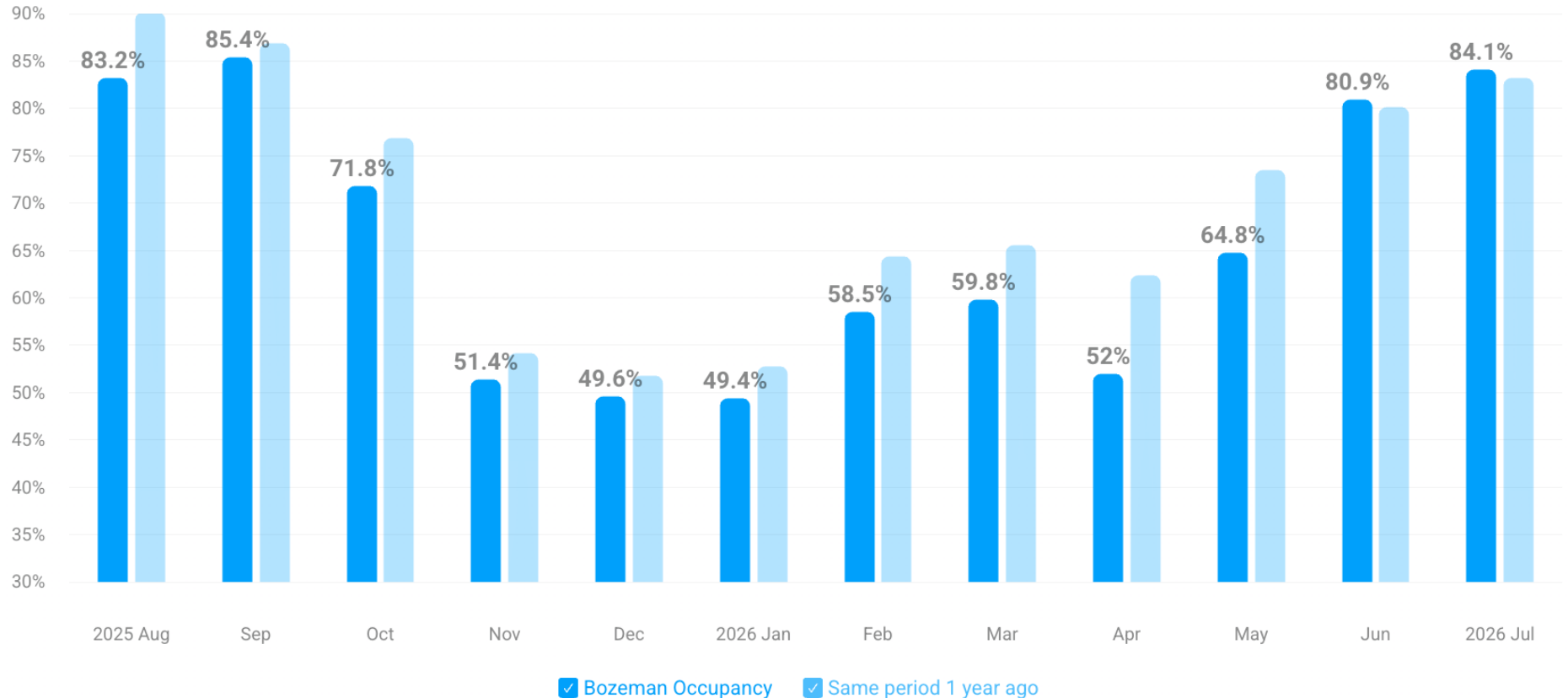


BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 12 months (2025 Aug - 2026 Jul)

12 MONTH HOTELS - OCCUPANCY

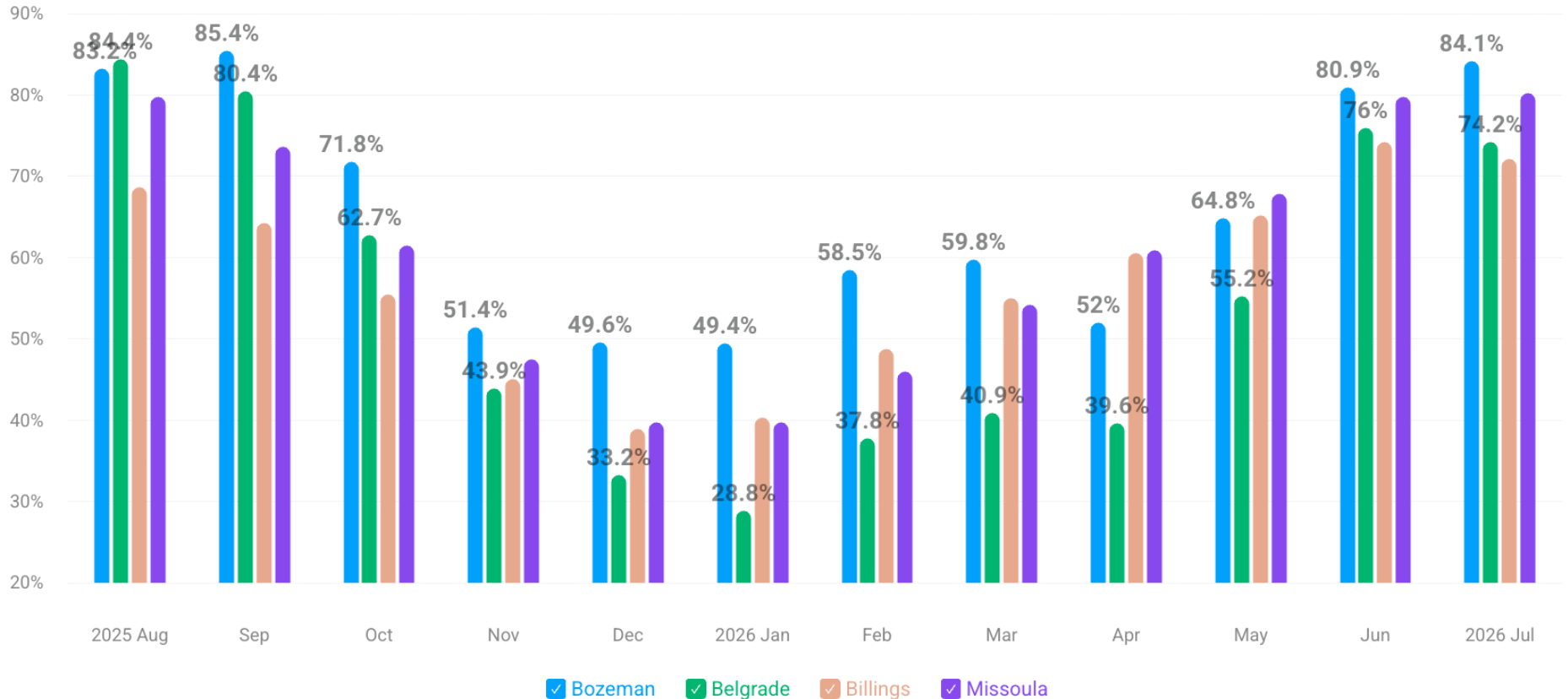


HOTEL OCCUPANCY

LAST 12 MONTHS

Last 12 months (2025 Aug - 2026 Jul)

12 MONTH - OCCUPANCY

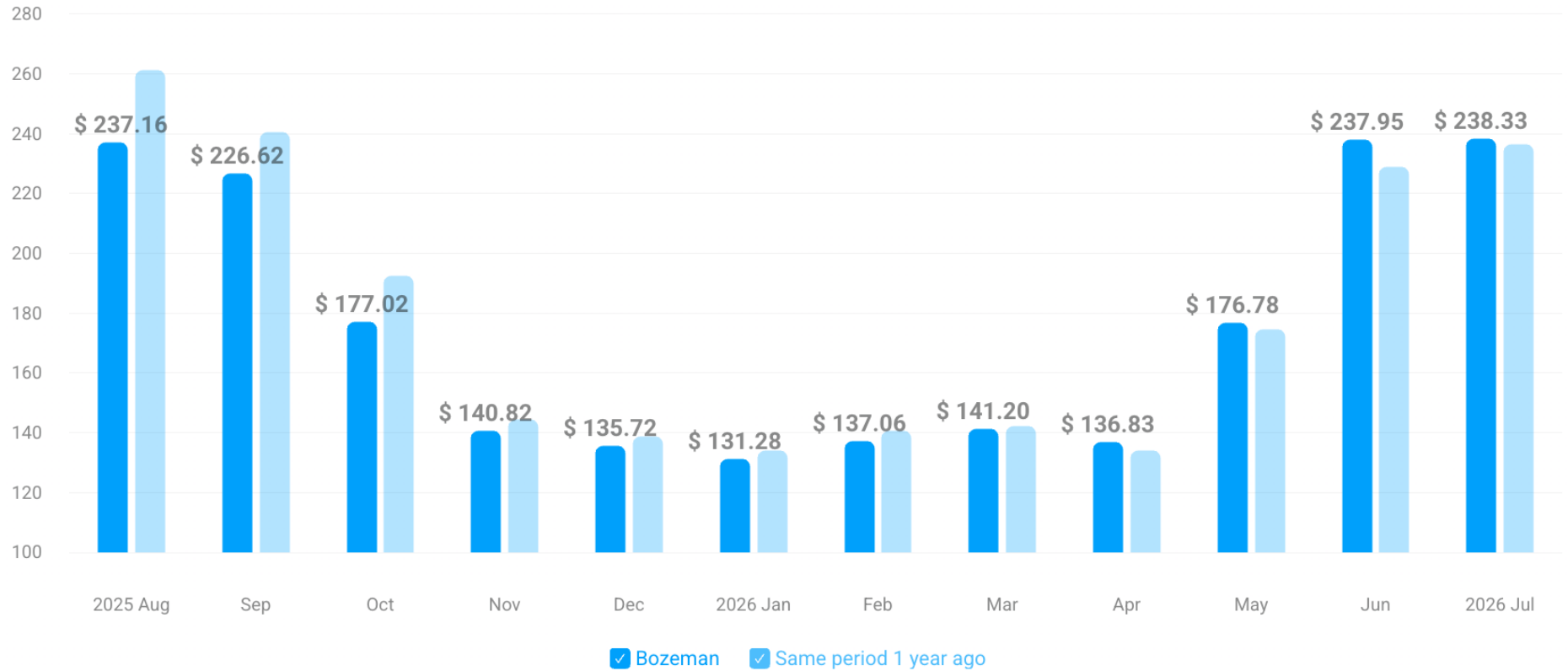


HOTEL ADR

LAST 12 MONTHS

Last 12 months (2025 Aug - 2026 Jul)

12 MONTH HOTEL RESULTS - ADR

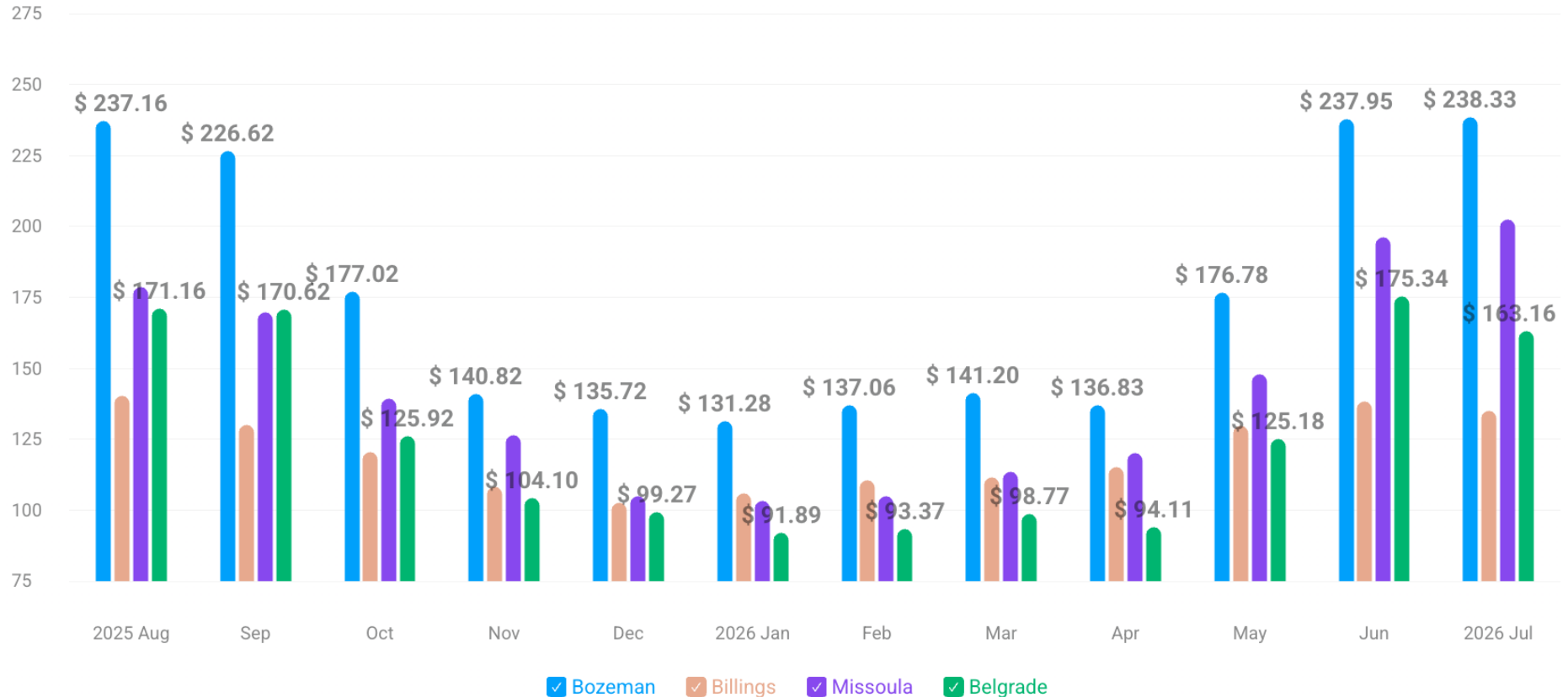


HOTEL ADR

LAST 12 MONTHS

Last 12 months (2025 Aug - 2026 Jul)

12 MONTH HOTEL RESULTS - ADR

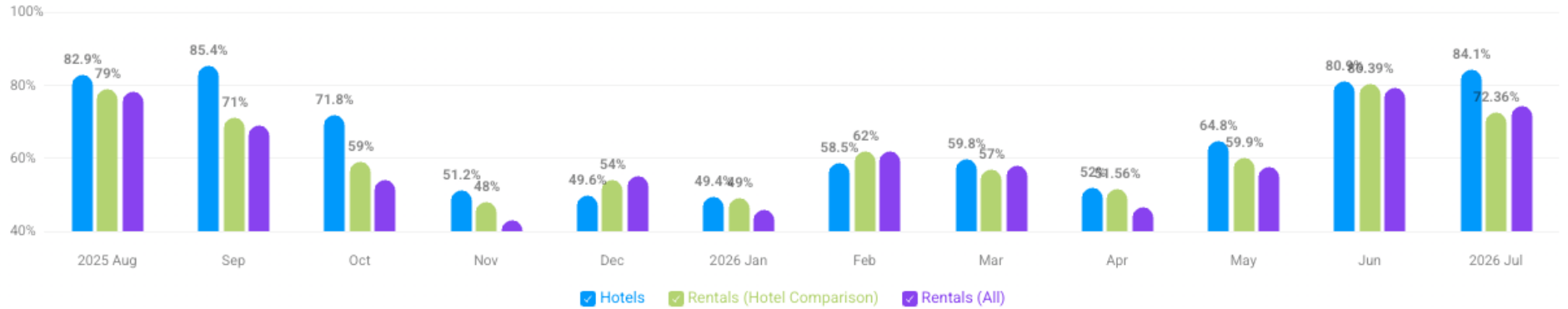


HOTELS vs. SHORT-TERM RENTALS

LAST 12 MONTHS

Last 12 months (2025 Aug - 2026 Jul)

OCCUPANCY RATE



Last 12 months (2025 Aug - 2026 Jul)

ADR





THANK YOU!

PRIME