

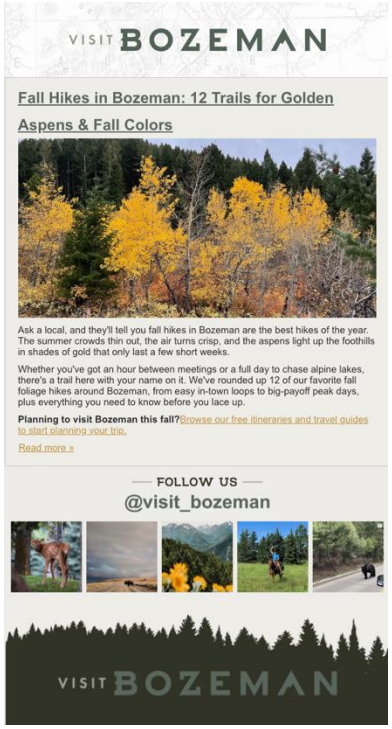
FY27 UPDATE

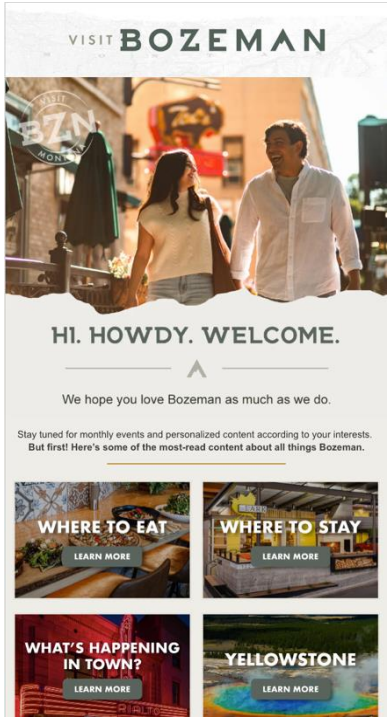
PRIME

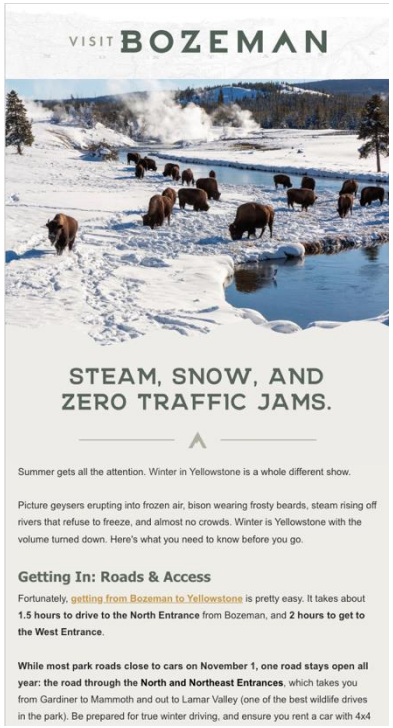
OCTOBER

FY27 MARKETING

EMAIL MARKETING UPDATES





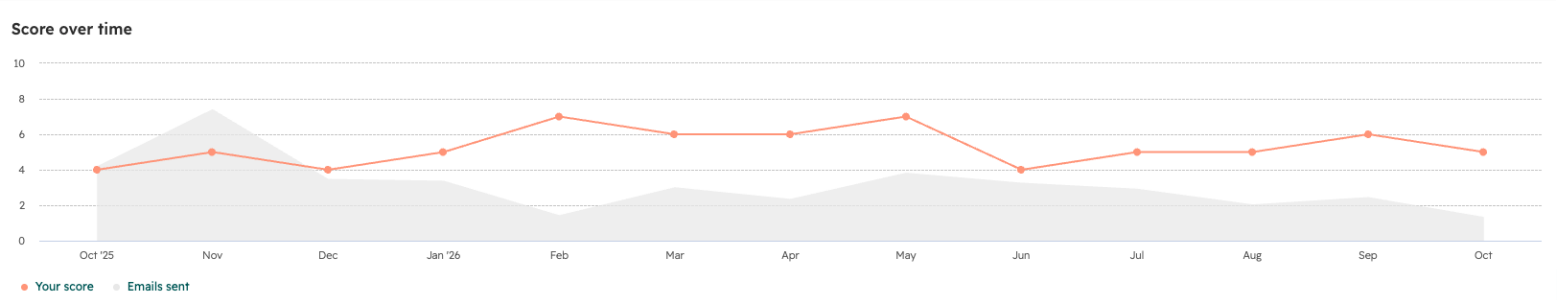


LAST 90 DAYS – STATS

- 60K EMAILS SENT
- 16.6% OPEN RATE
- 12.7% CTR

- 47K TOTAL CONTACTS

OPENS	CLICK-THROUGHS	HARD BOUNCES	UNSUBSCRIBES	SPAM REPORTS	EMAILS SENT
19.1%	11.2%	0.19%	0.89%	6	13.4K
Very good Benchmark: 15%	Very good Benchmark: 7.5%	Very good Benchmark: 0.3%	Poor Benchmark: 0.35%	Poor	

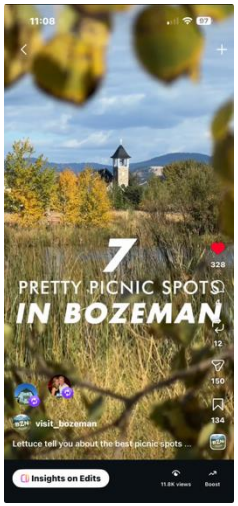


PRIME

SOCIAL/VIDEO MARKETING

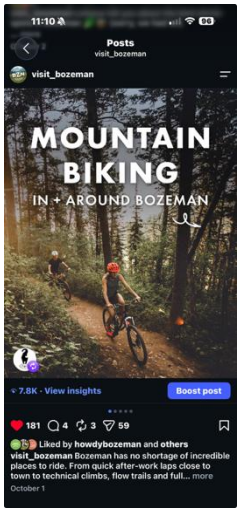
REELS







POSTS







YOUTUBE



LAST 90 DAYS:

- 4.1M VIEWS/IMPRESSIONS
- 130K ENGAGEMENTS/INTERACTIONS
- VIDEO STORYTELLING PROJECTS
  - HISTORY OF BOZEMAN
  - WHAT IS A CHRISTMAS SPIDER?
  - STORY OF THE ‘M’ TRAIL
  - FALL FLY FISHING
- FOLLOWERS
  - IG – 49.8K, FB – 78K

PRIME

CONTENT MARKETING



Fall Hikes in Bozeman: 12 Trails for Golden Aspens & Fall Colors

Fall, Hiking

Oct 21, 2026, 10:00:01 AM

Ask a local, and they'll tell you fall hikes in Bozeman are the best hikes of the year. The summer...



Where to Shop for Western Wear in Bozeman

Shopping, Culture

Oct 7, 2026, 10:00:00 AM

Looking for western wear in Bozeman? Whether you want a custom-shaped cowboy hat, a pair of...



The Complete Guide to Gallatin Canyon

Rock Climbing, Fly Fishing, Day Trips, Hiking, Biking, Family Fun, Big Sky, Scenic Drives

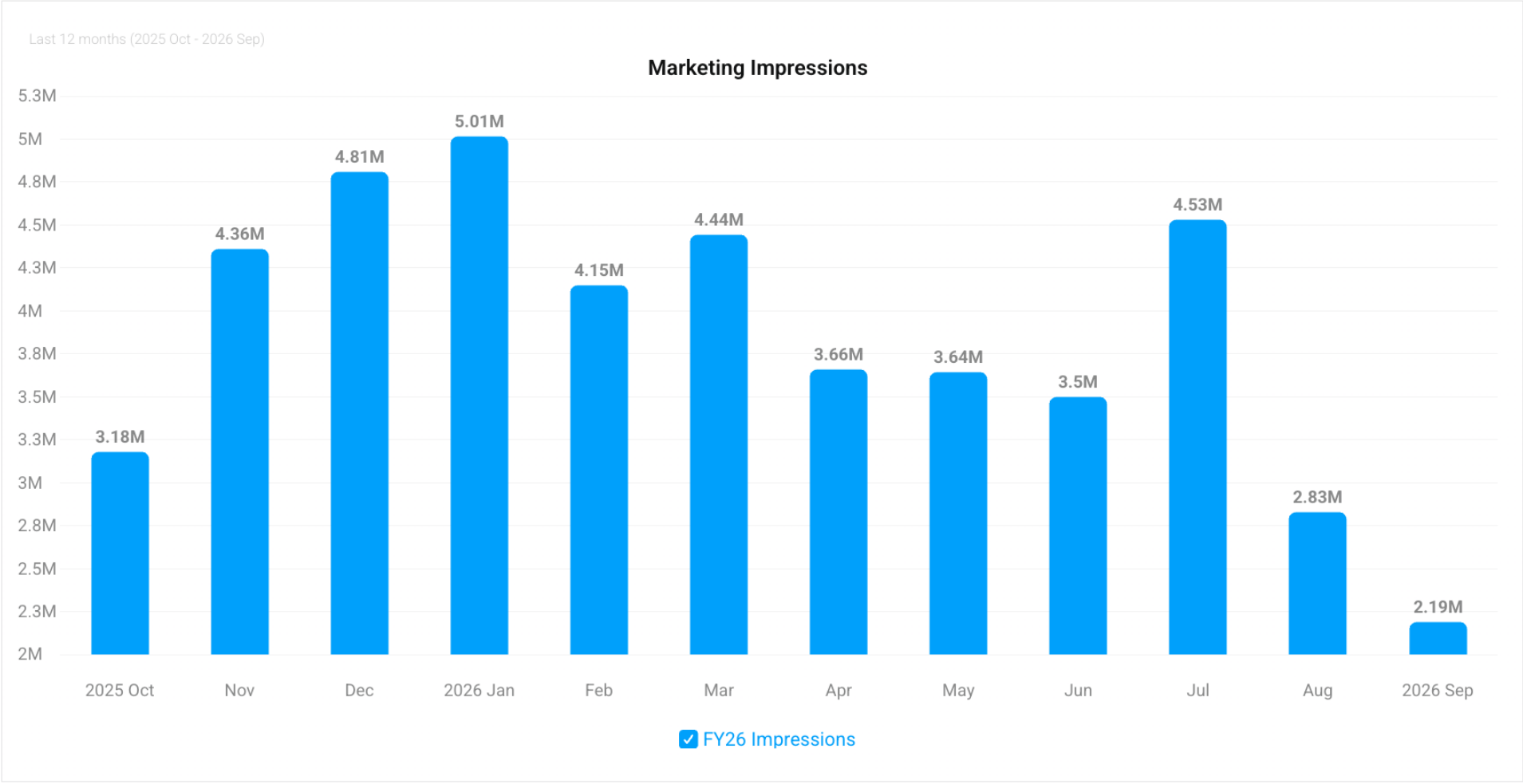
Sep 16, 2026, 9:00:00 AM

Somewhere between Bozeman and Yellowstone National Park, Highway 191 stops behaving like a normal...

Blog post	Views
Where to Go Dancing in Bozeman: Line, Swing, & Countr...	3,110
The Market in Bozeman: A West Side Hub	623
Hyalite Canyon Hikes, From Easy to Epic	335
Hyalite Canyon in Bozeman, MT: The Ultimate Guide	285
10 Ways to Celebrate Christmas in Bozeman, Montana (2...	214
How Far Is Bozeman from Yellowstone National Park?	211
9 Places to Go Horseback Riding in Bozeman	200
Top 10 Things To Do in Bozeman, MT in Summer	182
Plan the Perfect Day Trip from Bozeman to Yellowstone ...	157
10 Things to Do in Bozeman, MT, in Winter (If You Don't ...	143

PRIME

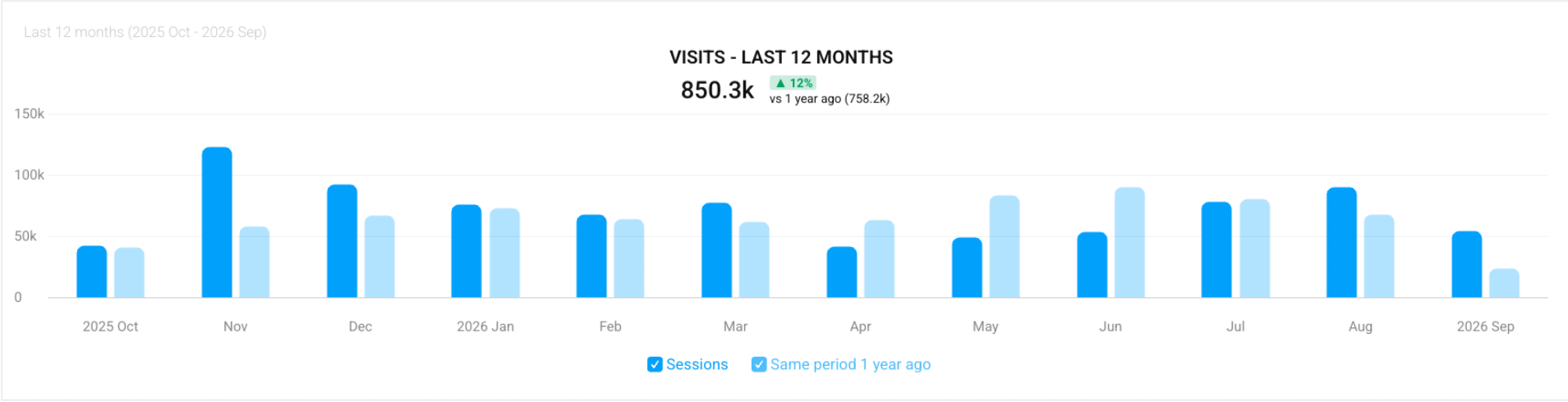
MARKETING REACH

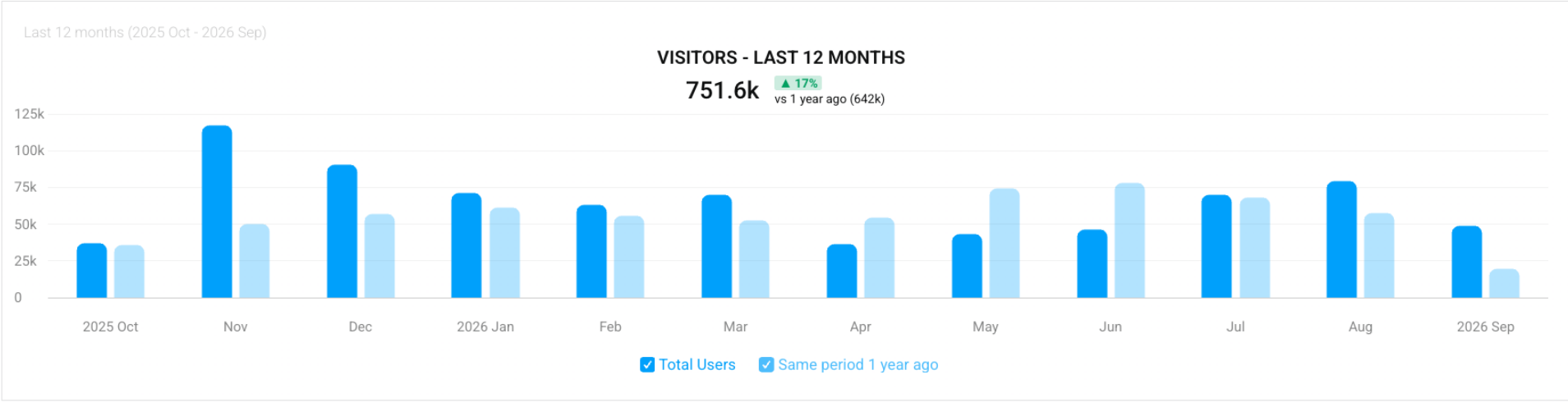


WEBSITE TRAFFIC RESULTS

PRIME

WEBSITE TRAFFIC





PAGE VIEWS

Last 12 months (Oct 1, 2025 - Sep 30, 2026)

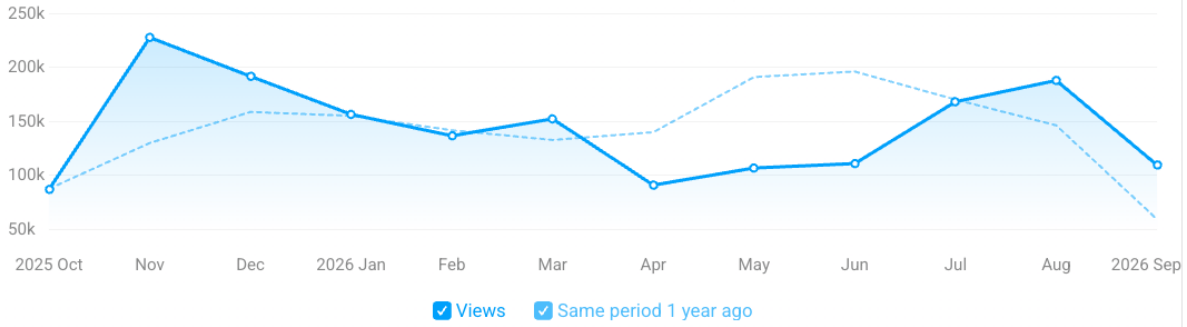
TOP PAGES

Metric	Value	vs 1Y ago
Winter in Bozeman, MT	209.6k	▲ 41%
Summer in Bozeman, MT	131.9k	▼ 20%
3 Ways to Explore Yellowstone in the…	97,636	▲ 1,155%
The Bozeman Travel & Relocation Guide	94,050	▲ 255%
Visiting Montana for the First Time: What You…	77,523	▲ 1,574%
Where to Stay Near Yellowstone National…	77,279	▼ 7%
Visit Bozeman, Convention and Visitor…	50,393	▼ 45%

Last 12 months (2025 Oct - 2026 Sep)

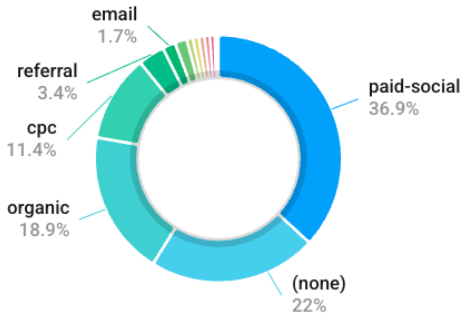
PAGE VIEWS - LAST 12 MONTHS

1.72M ▲ 1% vs 1 year ago (1.71M)



Last 12 months (Oct 1, 2025 - Sep 30, 2026)

PAGE VIEWS BY MEDIUM



PRIME

WEBSITE VISITOR ORIGIN

LAST 12 MONTHS

Last 12 months (Oct 1, 2025 - Sep 30, 2026)

Visitors by State

Metric	Value	vs 1Y ago
California	75,685	▲ 12%
Colorado	42,490	▲ 6%
Montana	42,195	▼ 26%
Texas	41,131	▼ 47%
Washington	40,944	▲ 22%
New York	33,988	▲ 14%
Illinois	27,497	▲ 2%
Arizona	24,076	▲ 15%
Georgia	24,024	▲ 73%

Last 12 months (Oct 1, 2025 - Sep 30, 2026)

Visitors by Metro

Dimension	Visitors by City	vs 1Y ago
(not set)	37,231	▼ 20%
Denver	20,963	▲ 7%
New York	20,237	0%
Seattle	16,845	▼ 6%
Los Angeles	14,747	▲ 6%
Chicago	14,334	▼ 16%
Bozeman	13,678	▼ 20%
Phoenix	9,674	▼ 13%
Dallas	6,979	▼ 53%

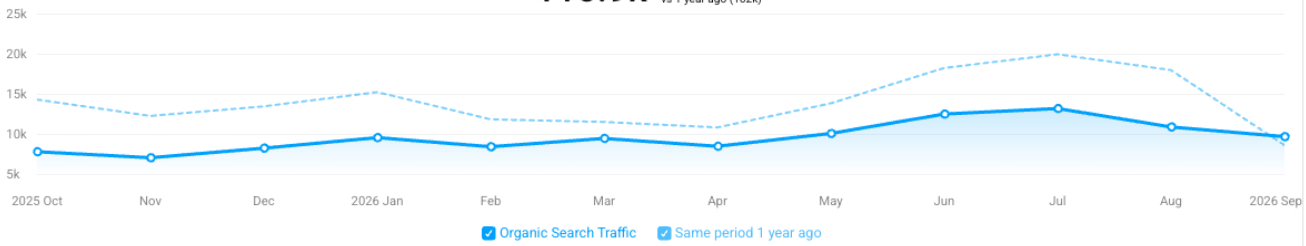
PRIME

ORGANIC SEARCH TRAFFIC

Last 12 months (2025 Oct - 2026 Sep)

ORGANIC SEARCH TRAFFIC - LAST 12 MONTHS

110.9k ▼ 32% vs 1 year ago (162k)



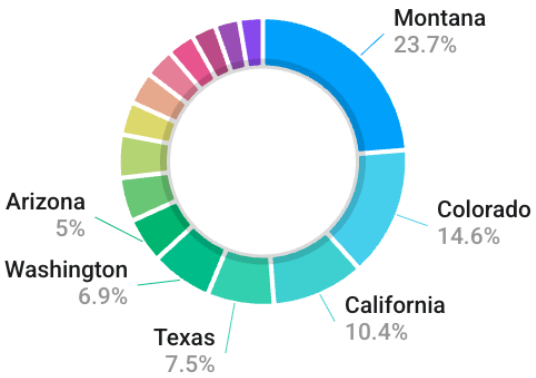
Last 12 months (Oct 1, 2025 - Sep 30, 2026)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	40,275	▼ 25%
/	10,917	▼ 3%
/blog/exploring-the-market...	7,732	▲ 26%
/itinerary/yellowstone-...	2,802	▲ 328%
/itinerary/hikes-bozeman	2,543	▲ 91%
/blog/first-timers-guide...	2,461	▲ 14%
/blog/10-things-to-do-...	2,455	▼ 62%
/blog/how-to...	2,220	▼ 74%

Last 12 months (Oct 1, 2025 - Sep 30, 2026)

SEARCH VISITORS BY STATE



Last 12 months (Oct 1, 2025 - Sep 30, 2026)

SEARCH RESULT IMPRESSIONS

13.01M

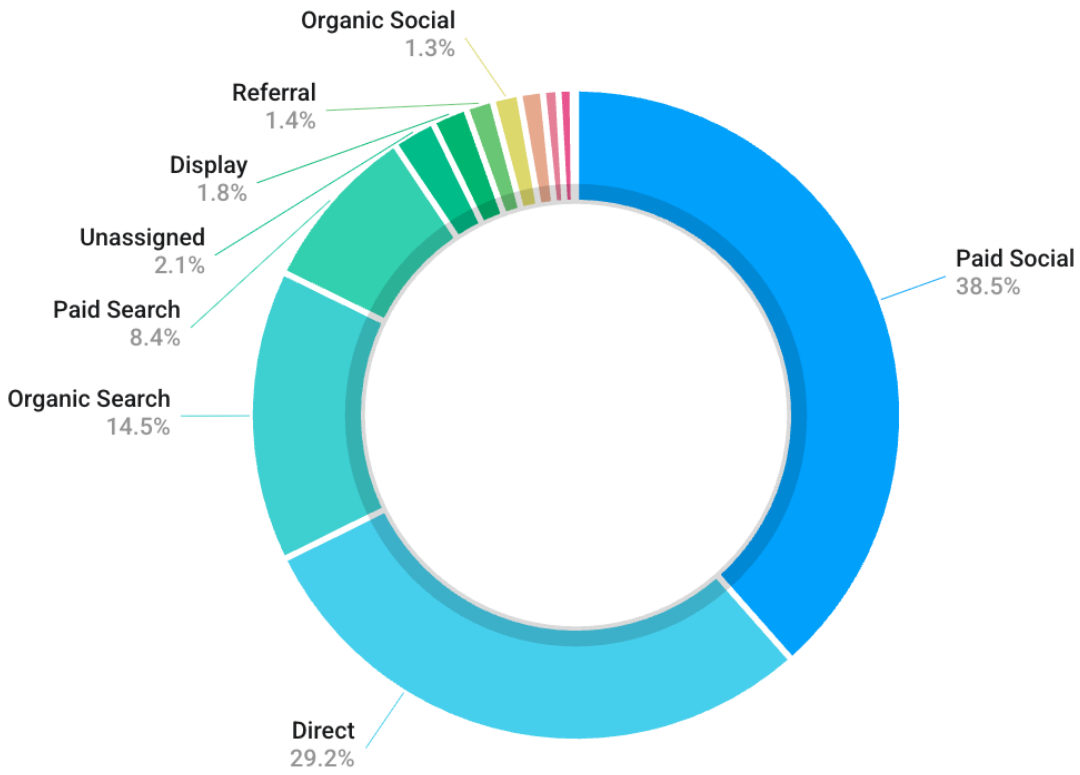
▲ 5,585% vs 1 year ago (228.8k)

PRIME

TRAFFIC SOURCES

Last 12 months (Oct 1, 2025 - Sep 30, 2026)

VISITORS BY SOURCE



Last 12 months (Oct 1, 2025 - Sep 30, 2026)

VISITORS BY SOURCE

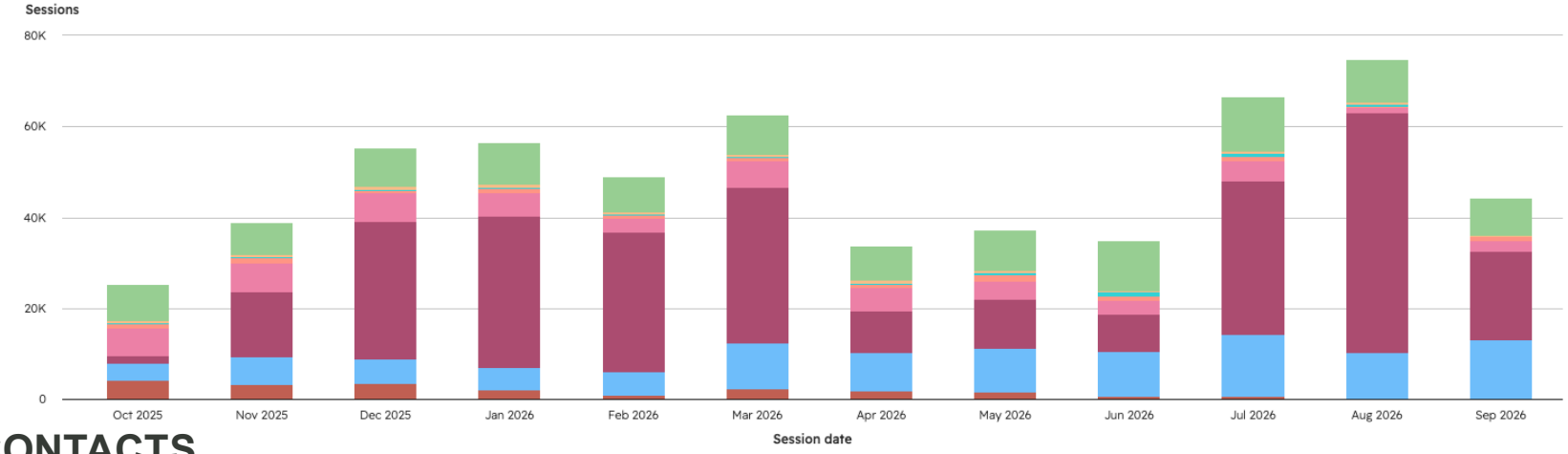
Metric	Value	vs 1Y ago
Paid Social	294.3k	▲ 4%
Direct	223.5k	▲ 436%
Organic Search	110.9k	▼ 32%
Paid Search	64,019	▲ 19%
Unassigned	16,407	▼ 36%
Display	13,489	▼ 58%
Referral	10,339	▼ 22%
Organic Social	10,288	▲ 112%
Email	8,909	▼ 61%
Cross-network	5,872	▲ 1,364%
Paid Other	5,329	▲ 25%

PRIME

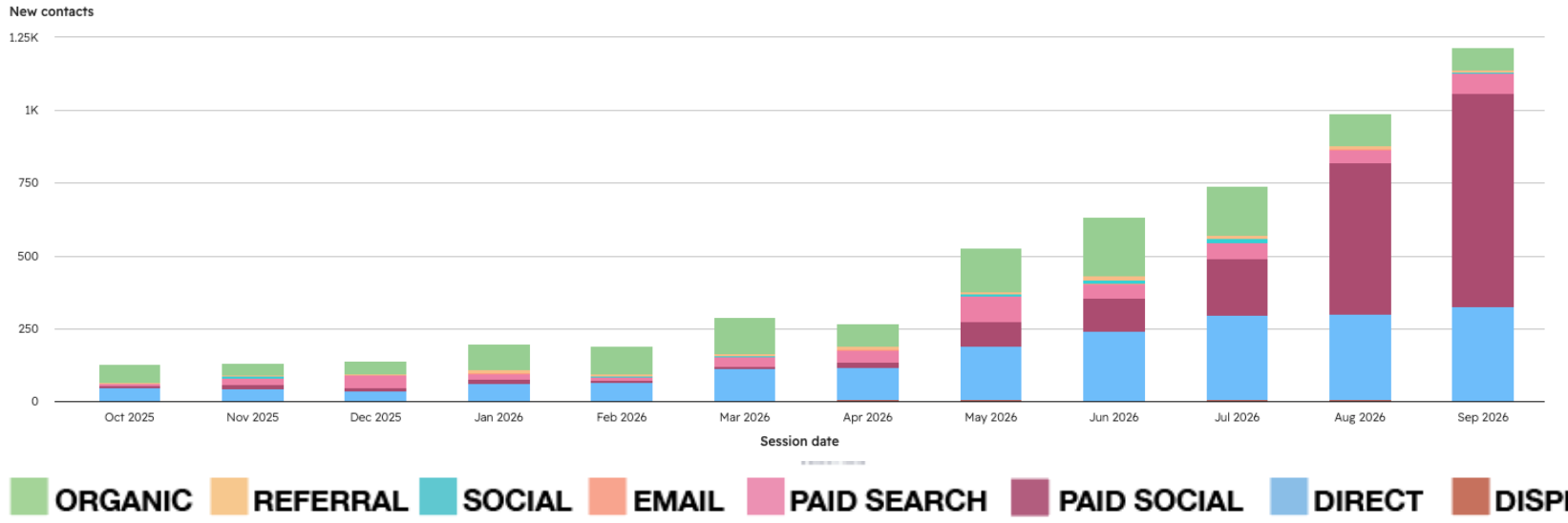
TRAFFIC & CONTACT TRENDS

LAST 12 MONTHS

TRAFFIC



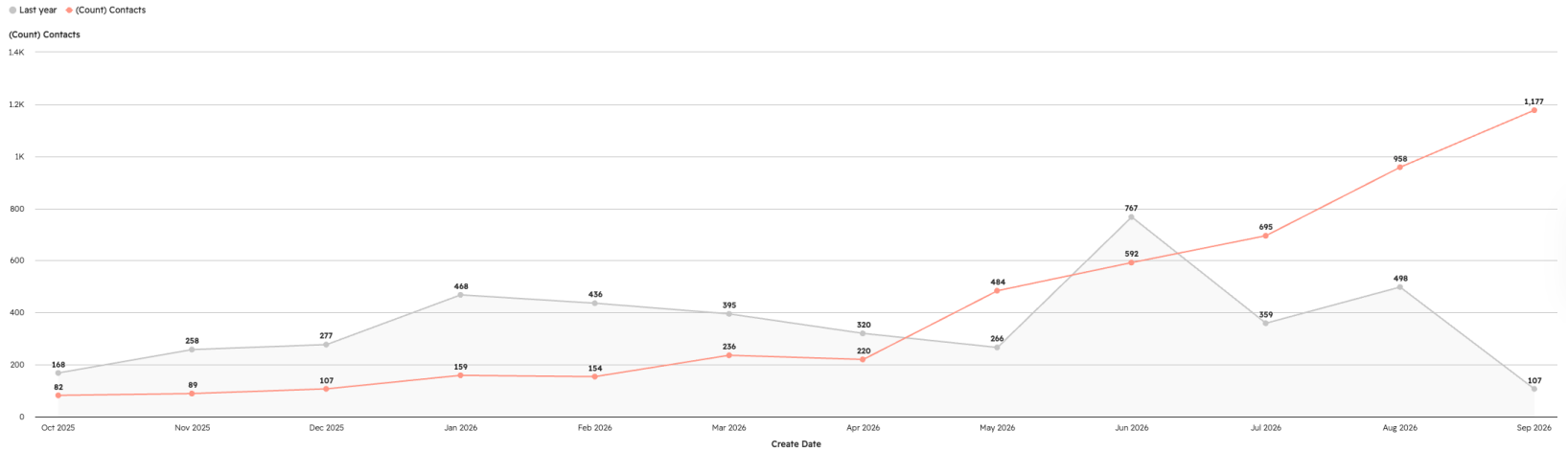
CONTACTS



PRIME

CONTACT INSIGHTS

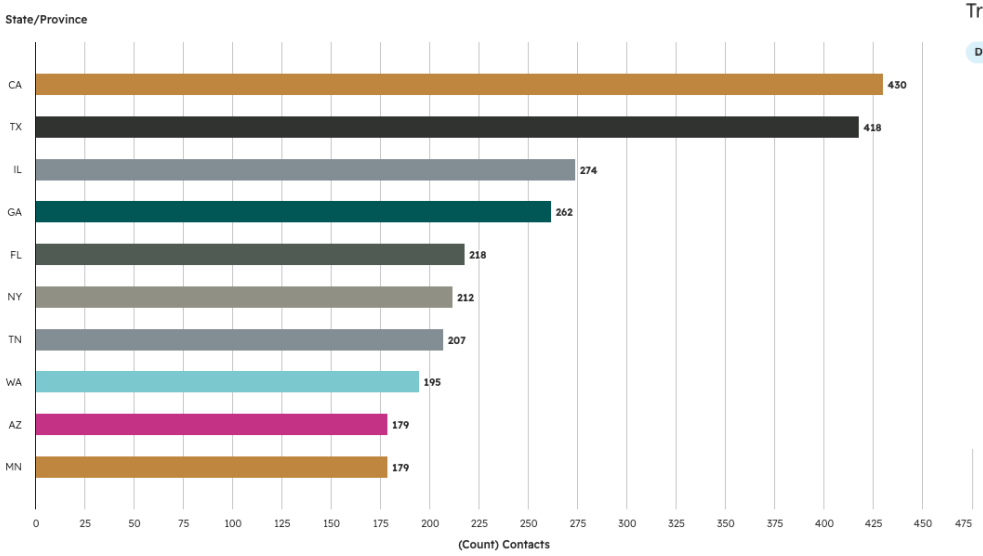
LAST 12 MONTHS



Travel/Relo Contacts by State

Dashboard filters applied | Limited Data | From 10/1/2025 to 9/30/2026 | Filters (1)

CA TX IL GA FL NY TN WA AZ MN



Travel Form Submission

Dashboard filters applied | From 10/1/2025 to 9/30/2026 | Filters (1)

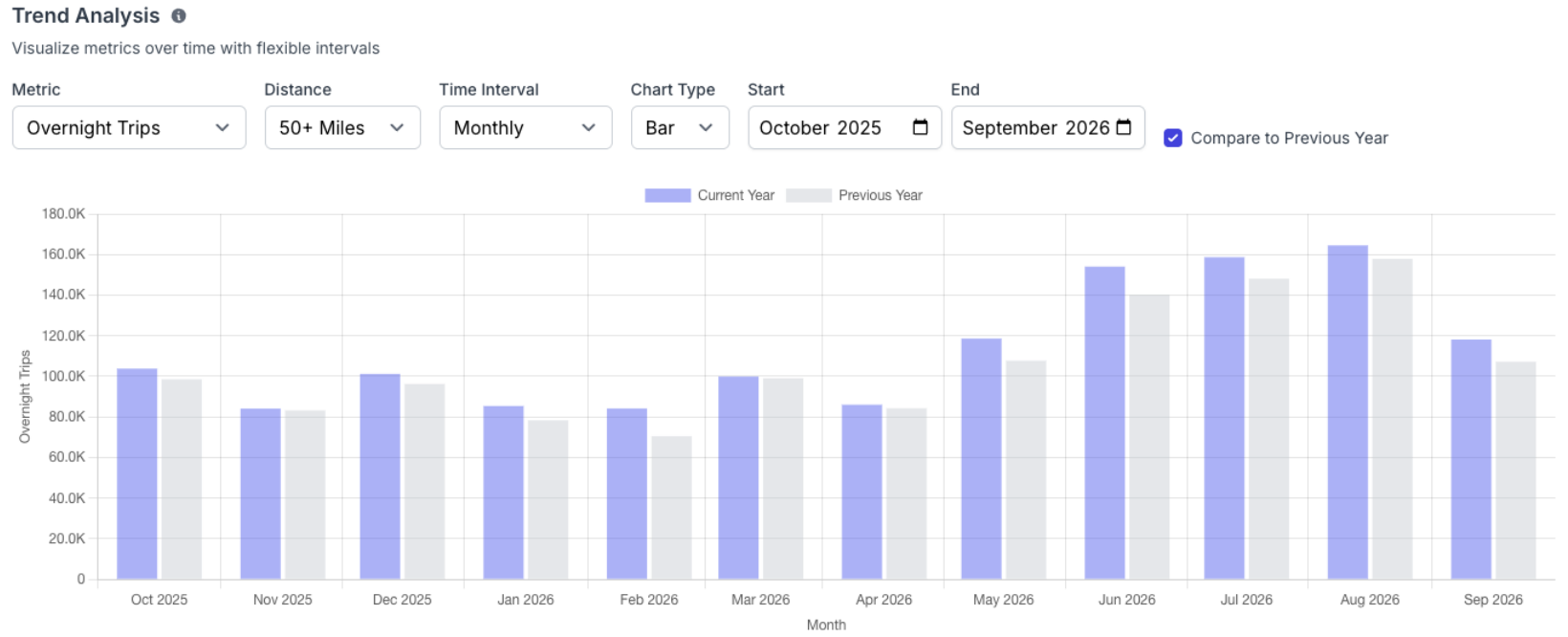
Visitor Guide Mailed 2024	65.78% (3,450)
Visitor Guide Download 2024	31% (1,626)
Visit Bozeman Persona Form	0.99% (52)
Relocation Guide Mailed 2024	0.8% (42)
Events Email Sign-Up	0.69% (36)
Blog Subscription	0.31% (16)
Relocation Guide Download 2024	0.25% (13)

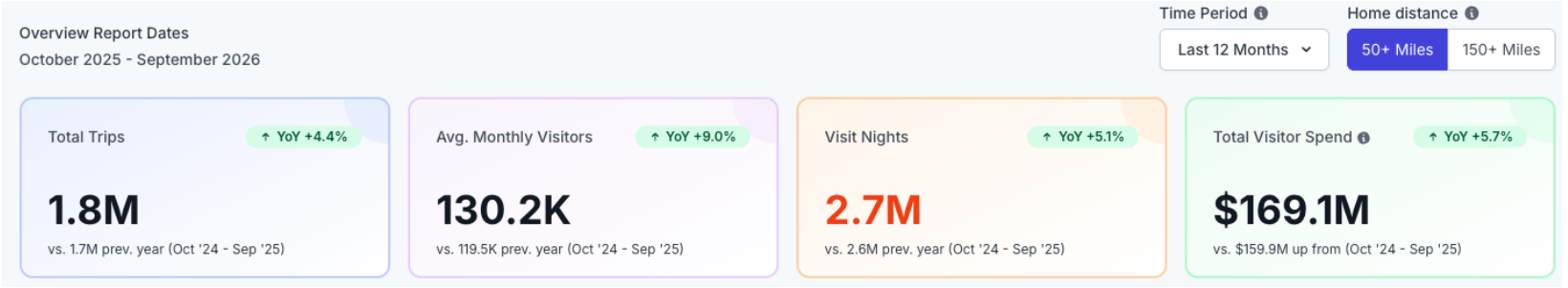
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VISITATION INTELLIGENCE
PRIME

NATIONAL OVERNIGHT TRIPS

LAST 12 MONTHS – THROUGH SEPTEMBER





*DATA SOURCE: PLACER.AI

PRIME

VISITATION BY ORIGIN

LAST 12 MONTHS

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	92,813	6,404	173,662	2.9 days	View
Helena, MT	57,760	3,569	108,236	2.9 days	View
Seattle-Tacoma-Bellevue, WA	53,763	4,544	123,519	3.3 days	View
Denver-Aurora-Centennial, CO	42,065	3,413	110,459	3.6 days	View
Missoula, MT	41,943	3,098	83,742	3.0 days	View
Great Falls, MT	35,446	2,483	71,793	3.0 days	View
Kalispell, MT	34,802	2,600	77,877	3.2 days	View
Minneapolis-St. Paul-Bloomington, MN-WI	28,645	2,449	69,282	3.3 days	View
Los Angeles-Long Beach-Anaheim, CA	24,803	2,105	62,295	3.5 days	View

PRIME

STATE LEADERBOARD

LAST 12 MONTHS

Top 10 Cities in Montana

Last 12 Months rankings by selected metric

Time Period: Last 12 Months

Sort By: Trips

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG DAYS
1	Billings	2.6M YoY +1.7%	137.7K YoY +11.1%	3.4M YoY +2.1%	2.9 YoY +0.9%
2	Missoula	1.9M YoY +5.5%	102.2K YoY +15.0%	2.5M YoY +4.2%	2.8 YoY +0.3%
3	**Bozeman** Your Market	1.8M YoY +4.4%	92.6K YoY +15.1%	2.7M YoY +5.1%	3.0 YoY -1.0%
#4	Great Falls	1.1M YoY +0.3%	56.8K YoY +9.1%	1.5M YoY +3.1%	3.1 YoY +2.6%
#5	69281fdcdb3ecea8eee4da72	786.9K YoY -2.8%	43.3K YoY +5.7%	1.0M YoY -2.3%	2.7 YoY +1.1%
#6	Helena	757.8K YoY -0.1%	37.4K YoY +9.0%	990.4K YoY -2.6%	2.9 YoY -1.0%
#7	Kalispell	706.6K YoY +4.8%	36.3K YoY +14.1%	1.0M YoY +6.9%	3.1 YoY +0.4%
#8	Whitefish	566.3K YoY +5.4%	31.0K YoY +14.4%	1.3M YoY +7.2%	4.0 YoY +0.9%
#9	Belgrade	508.0K YoY +11.1%	23.9K YoY +23.7%	595.4K YoY +11.5%	2.8 YoY -2.0%
#10	West Yellowstone	455.1K YoY +0.0%	26.1K YoY +9.7%	742.2K YoY +1.5%	2.8 YoY +0.1%

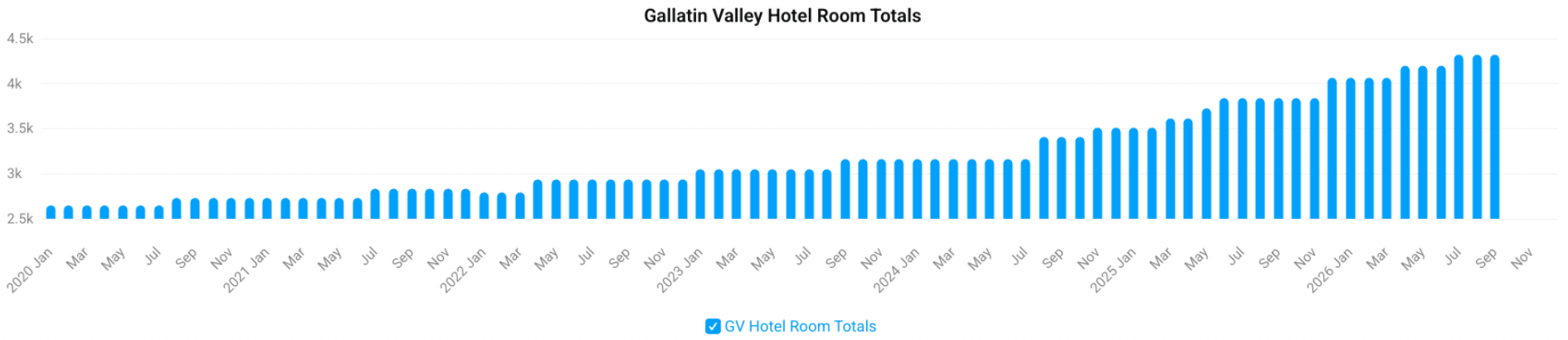
PRIME

LODGING DATA

BOZEMAN/BELGRADE HOTEL ROOMS

DATA THROUGH SEPTEMBER

Last 7 years (2020 Jan - 2026 Dec)

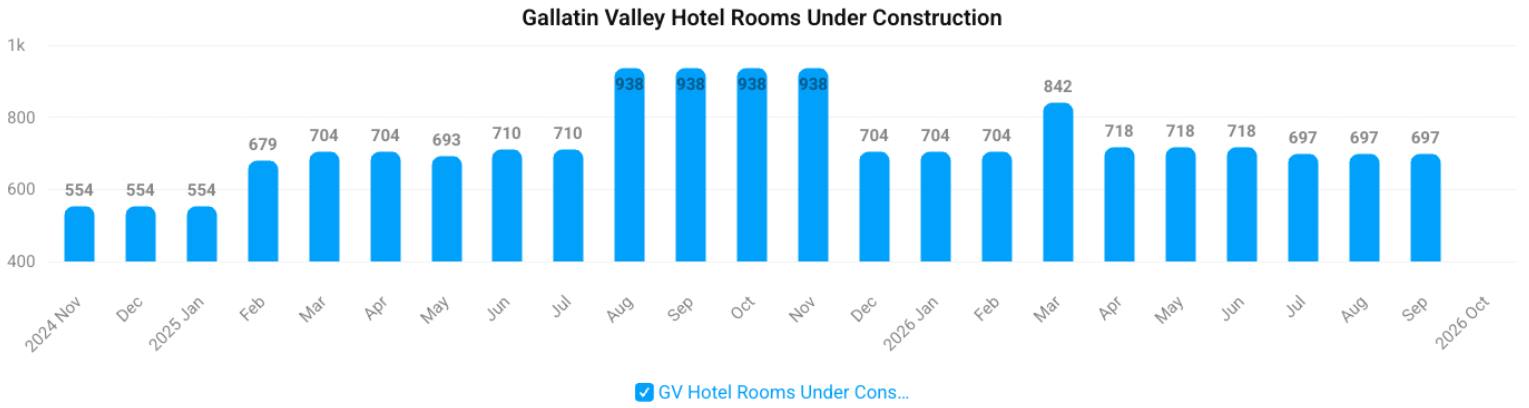


Oct 7, 2025 - Oct 6, 2026 (rolling)

New Rooms in the Last 12 Months

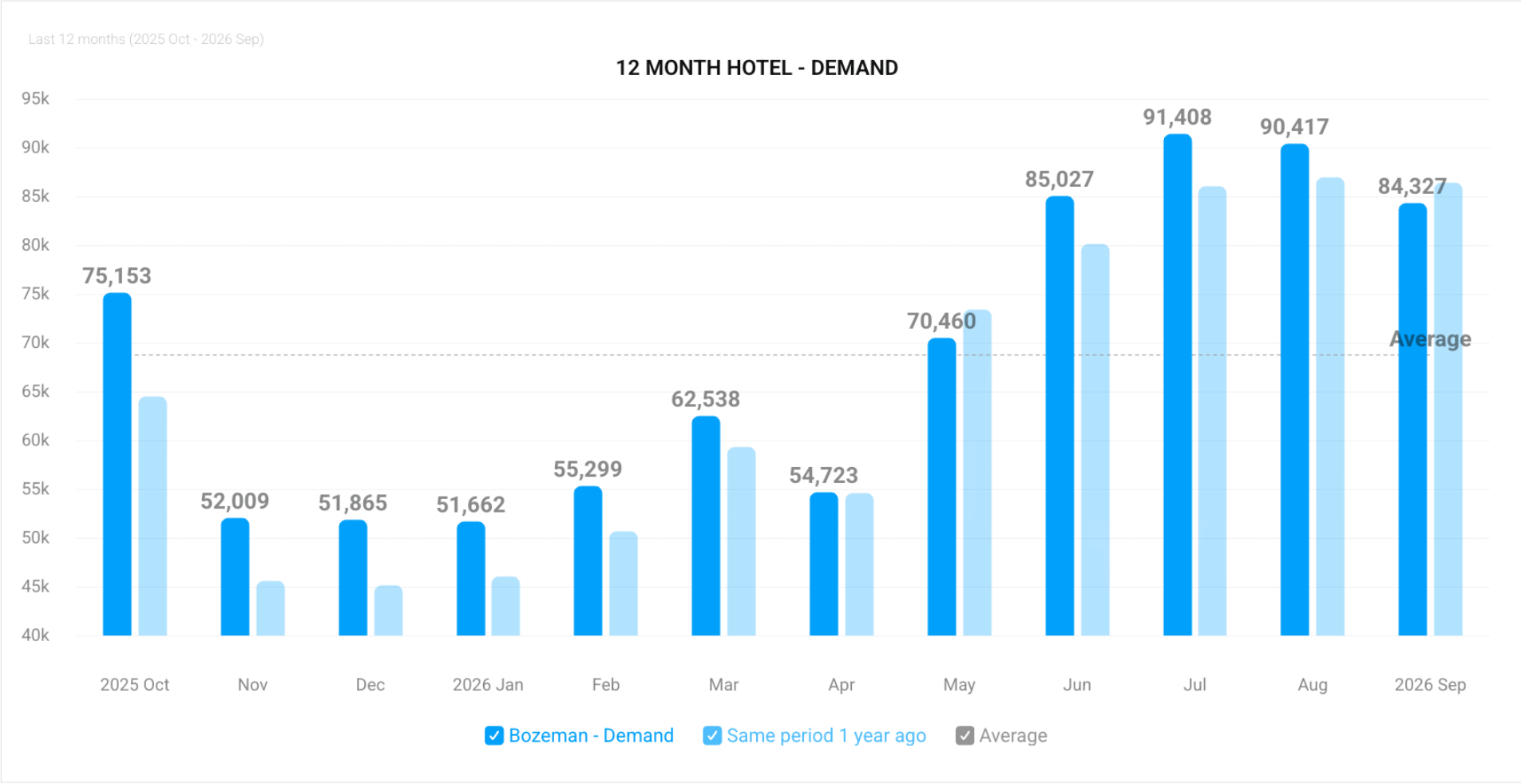
483

Last 24 months (2024 Nov - 2026 Oct)



LODGING DEMAND

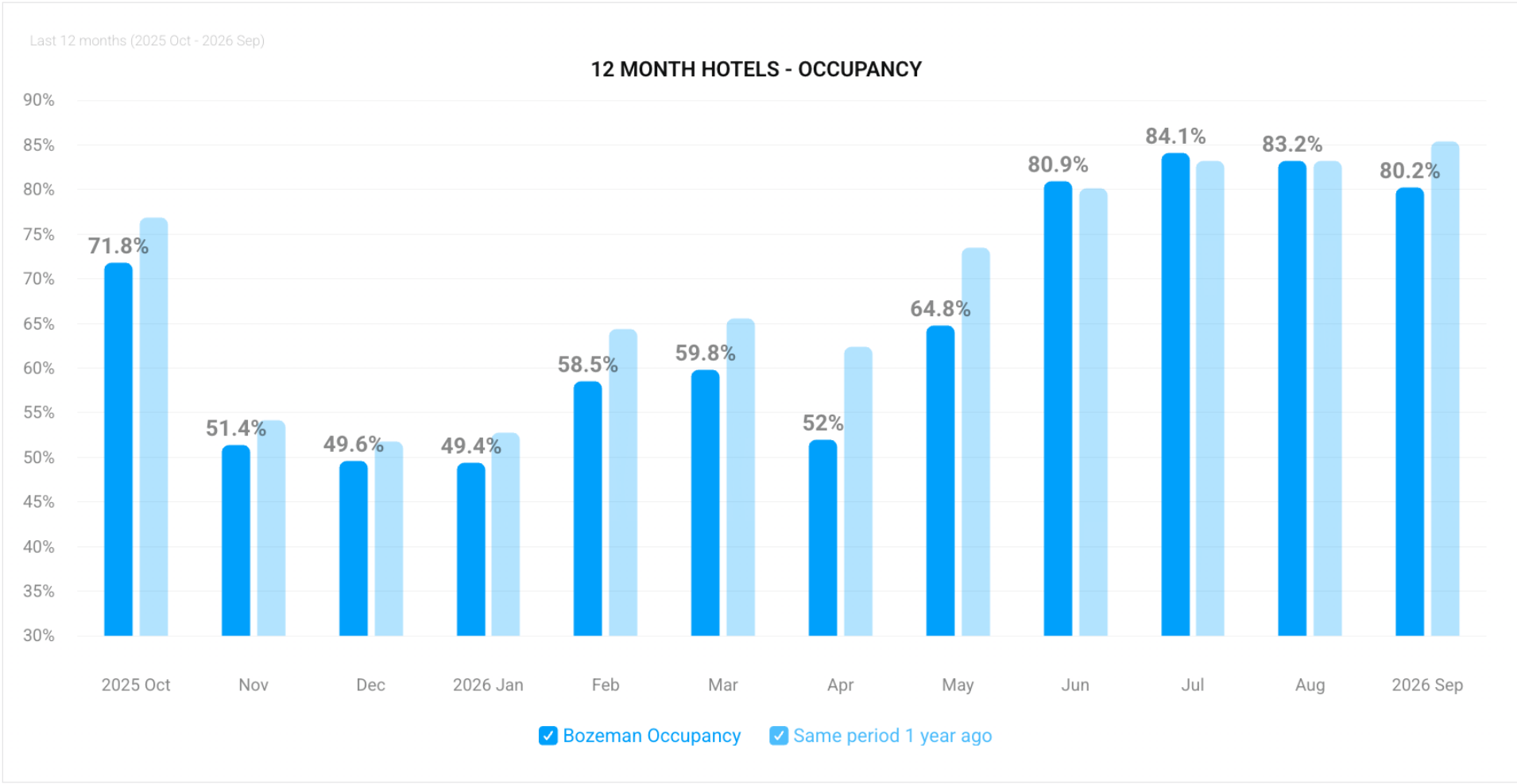
COSTAR



PRIME

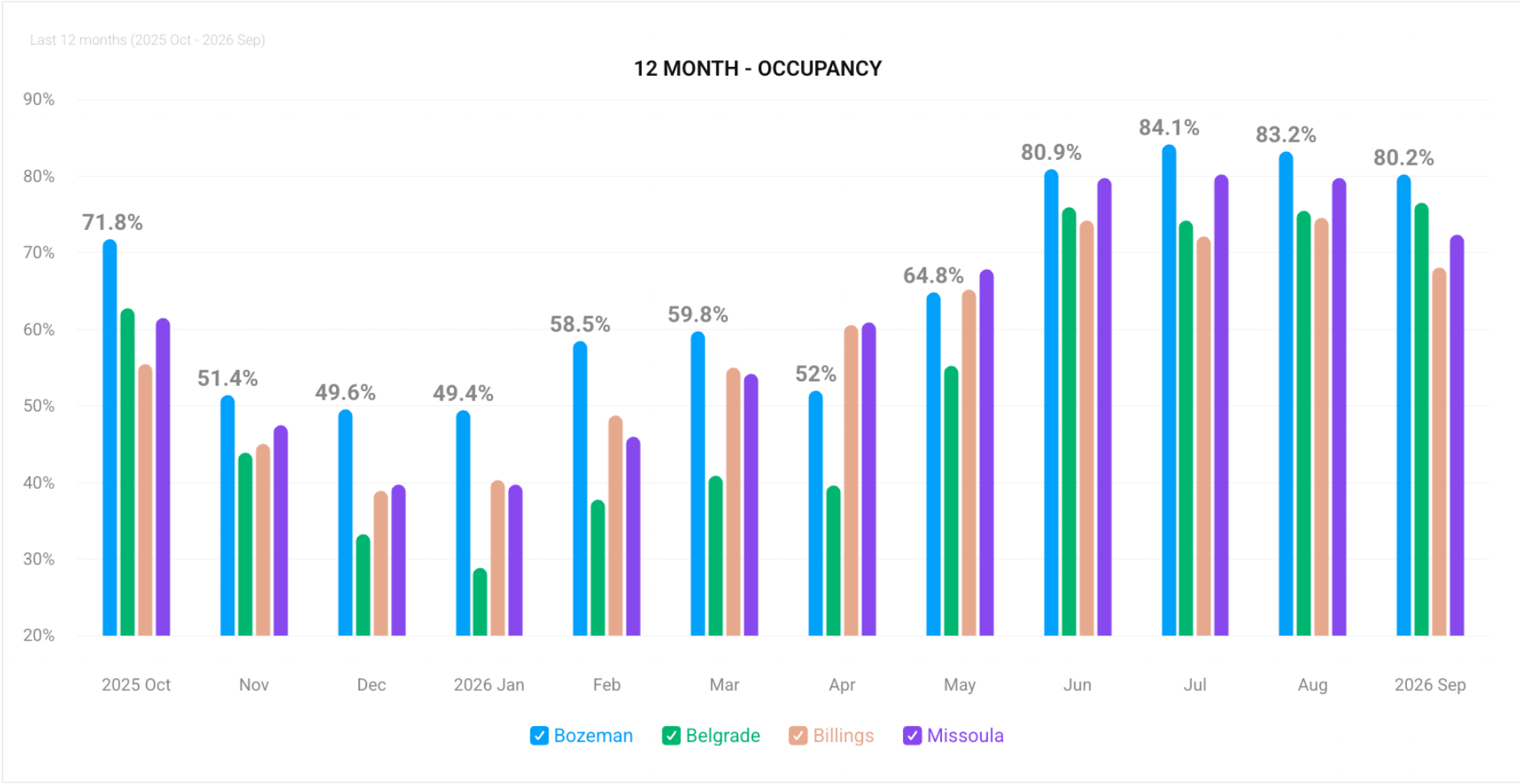
BOZEMAN OCCUPANCY

LAST 12 MONTHS



HOTEL OCCUPANCY

LAST 12 MONTHS



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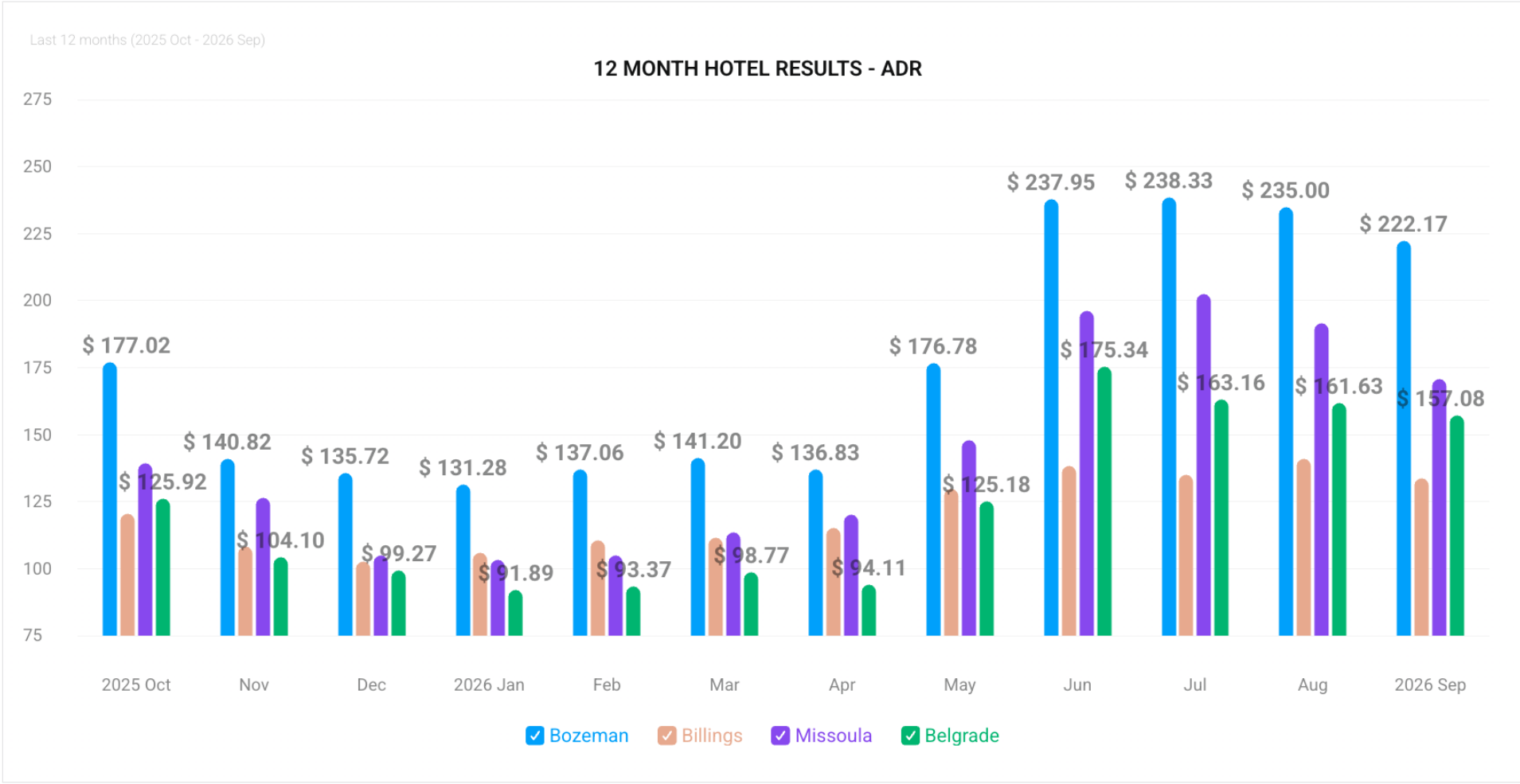
HOTEL ADR

LAST 12 MONTHS



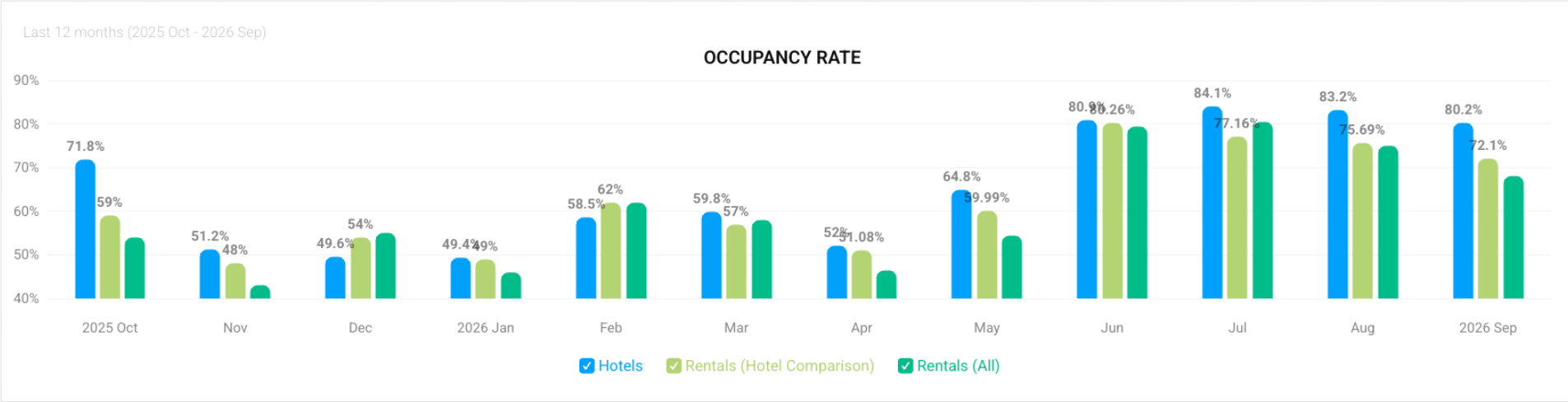
HOTEL ADR

LAST 12 MONTHS



HOTELS vs. SHORT-TERM RENTALS

LAST 12 MONTHS





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WINTER CAMPAIGN
PRIME

WINTER MARKETING

CAMPAIGNS

- NATIONAL
- REGIONAL
- DIRECT FLIGHT
  - DELTA-JFK
- MEETINGS & EVENTS

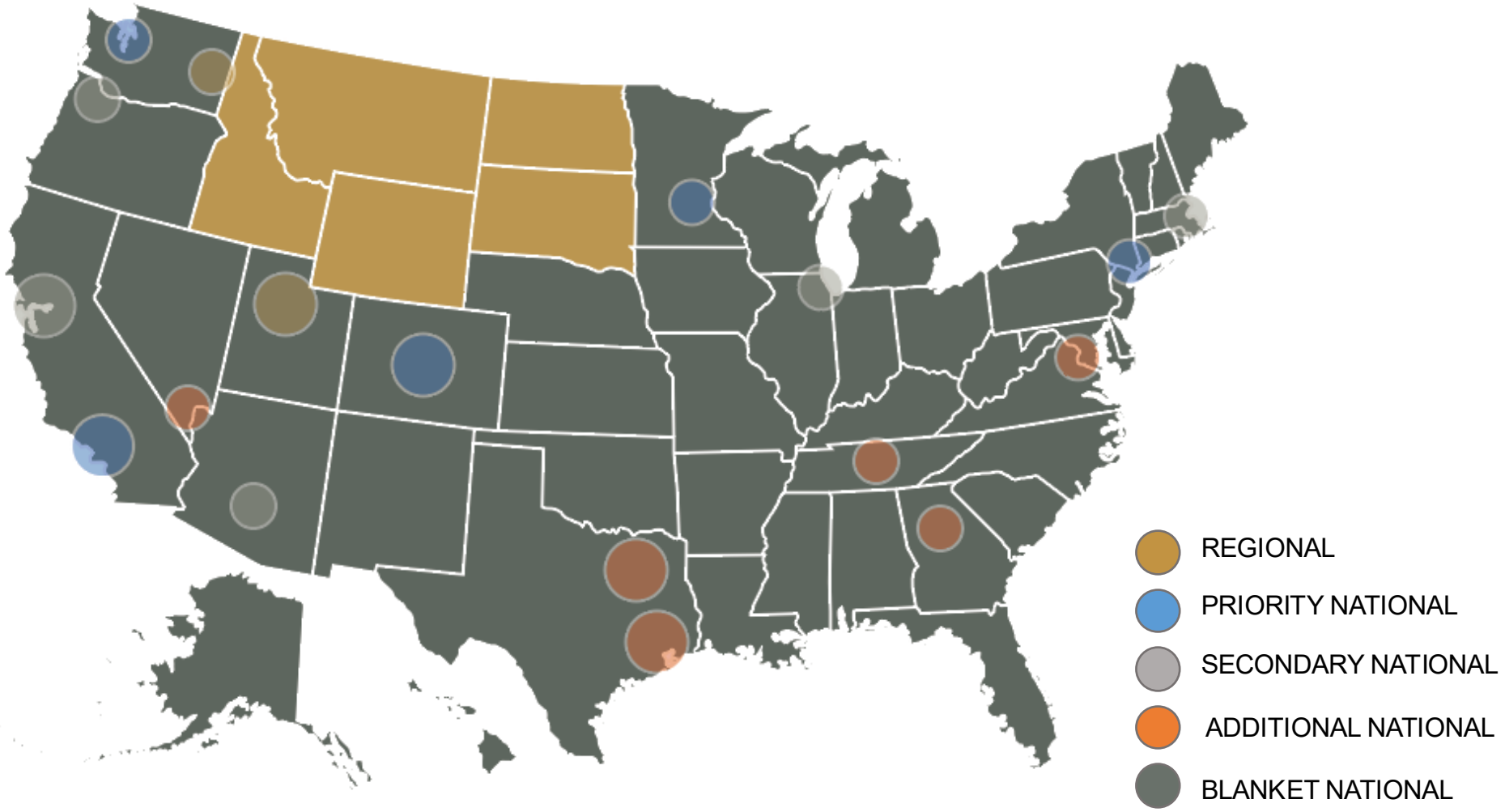
JOINT VENTURES

- TRIP ADVISOR
- SOJERN
- SPOTIFY
- $25K > $65K

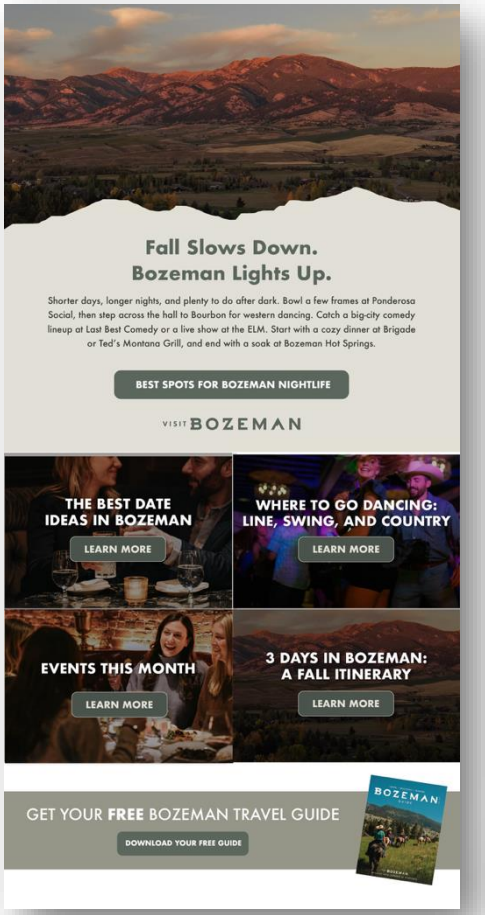
Big Sky Journal
GroundTruth
Tripadvisor
facebook
Lee Enterprises
Spotify
Pinterest
SOJERN
Azira
SCRIPPS
Instagram
YouTube
cvent
Meta
Google Ads

PRIME

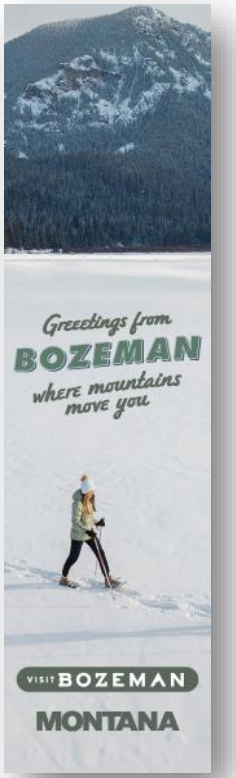
WINTER GEOGRAPHIC TARGETING



PRIME


Fall Slows Down.
Bozeman Lights Up.
Shorter days, longer nights, and plenty to do after dark. Bowl a few frames at Ponderosa Social, then step across the hall to Bourbon for western dancing. Catch a big-city comedy lineup at Last Best Comedy or a live show at the ELM. Start with a cozy dinner at Brigade or Ted's Montana Grill, and end with a soak at Bozeman Hot Springs.
BEST SPOTS FOR BOZEMAN NIGHTLIFE
VISIT BOZEMAN
THE BEST DATE IDEAS IN BOZEMAN
LEARN MORE
WHERE TO GO DANCING: LINE, SWING, AND COUNTRY
LEARN MORE
EVENTS THIS MONTH
LEARN MORE
3 DAYS IN BOZEMAN: A FALL ITINERARY
LEARN MORE
GET YOUR FREE BOZEMAN TRAVEL GUIDE
DOWNLOAD YOUR FREE GUIDE
BOZEMAN


WHERE MOUNTAINS MOVE YOU
VISIT BOZEMAN


Greetings from
BOZEMAN
where mountains move you
VISIT BOZEMAN
MONTANA


Greetings from
BOZEMAN
where mountains move you
VISIT BOZEMAN
MONTANA


ULTIMATE
BOZEMAN
SKI VACATION
GUIDE


PLAN YOUR MEETING IN MONTANA
VISIT BOZEMAN
LEARN MORE


PLAN YOUR MEETING IN MONTANA
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VISIT BOZEMAN
WHERE MOUNTAINS MOVE YOU
VISIT–BOZEMAN.COM


WHERE MOUNTAINS MOVE YOU
VISIT BOZEMAN

PRIME


THANK YOU
PRIME