



VISIT **BOZEMAN**

FY27 UPDATE

SEPTEMBER

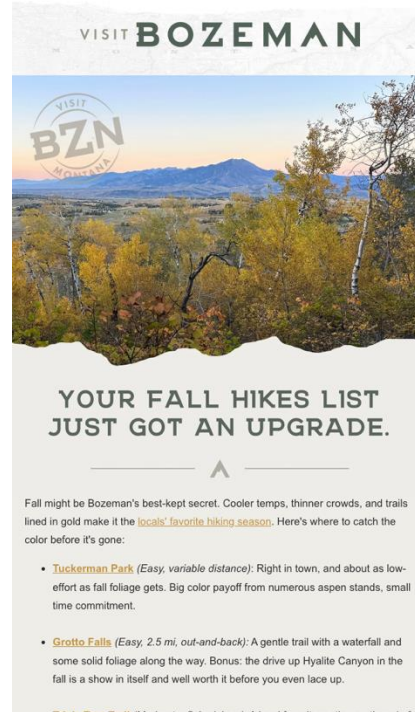
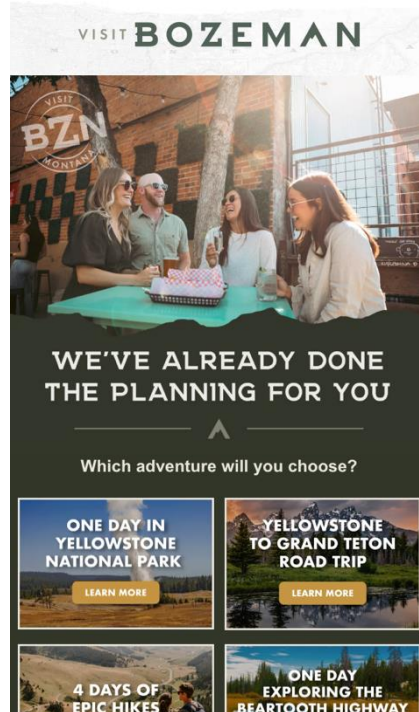
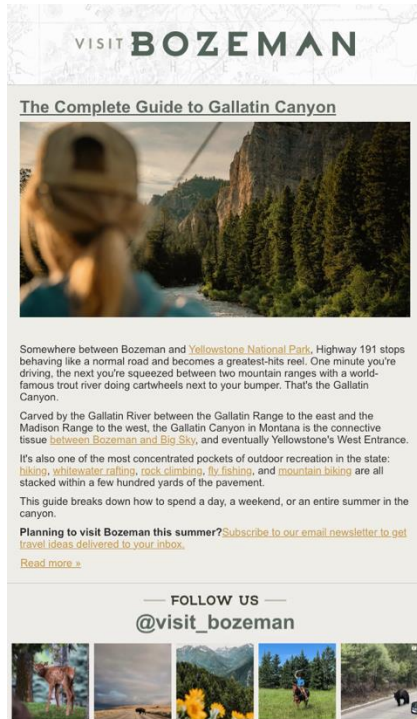
PRIME



FY27 MARKETING

PRIME

EMAIL MARKETING UPDATES



LAST 90 DAYS – STATS

- 76K EMAILS SENT
- 16.6% OPEN RATE
- 14.6% CTR
- 44.5K TOTAL CONTACTS

OPENS ⓘ

16%

Good
Benchmark: 16%

CLICK-THROUGHS ⓘ

11.1%

Very good
Benchmark: 7%

HARD BOUNCES ⓘ

0.12%

Excellent
Benchmark: 0.3%

UNSUBSCRIBES ⓘ

0.96%

Poor
Benchmark: 0.35%

SPAM REPORTS ⓘ

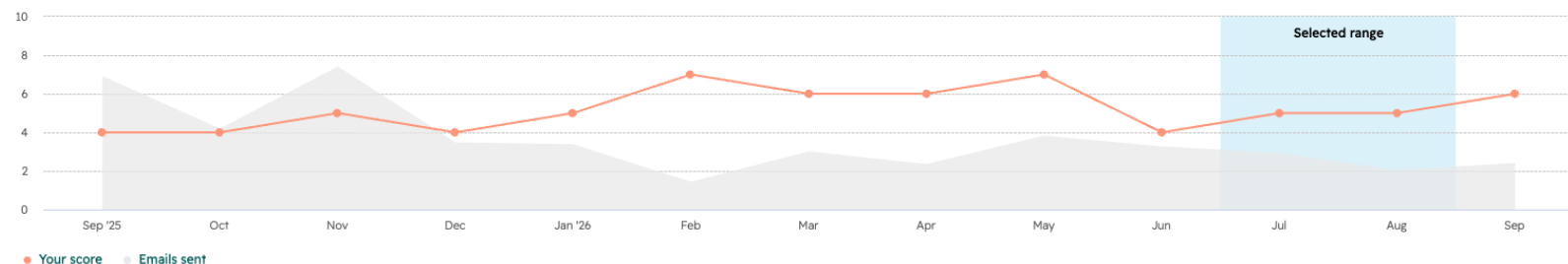
8

Poor

EMAILS SENT ⓘ

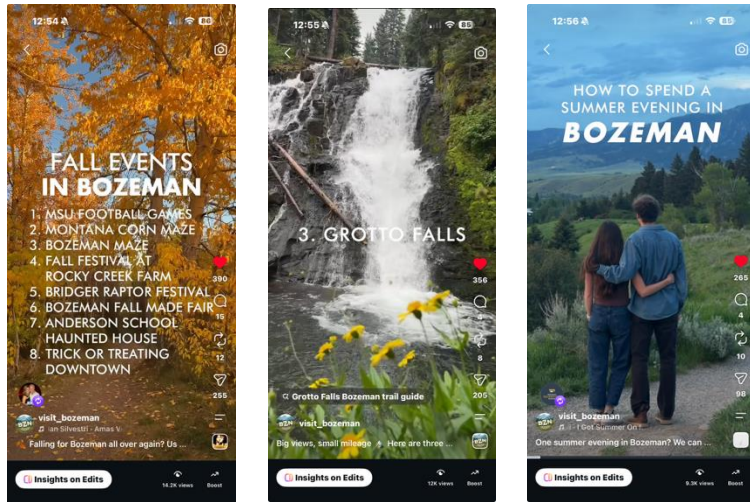
20.479K

Score over time

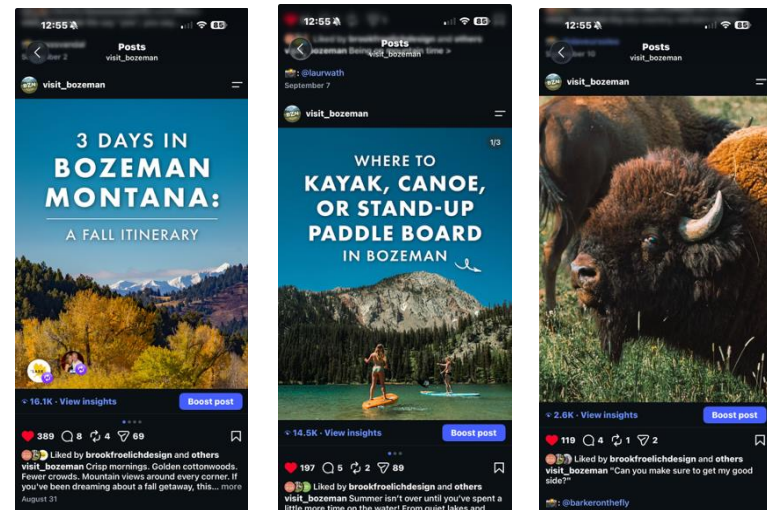


SOCIAL/VIDEO MARKETING

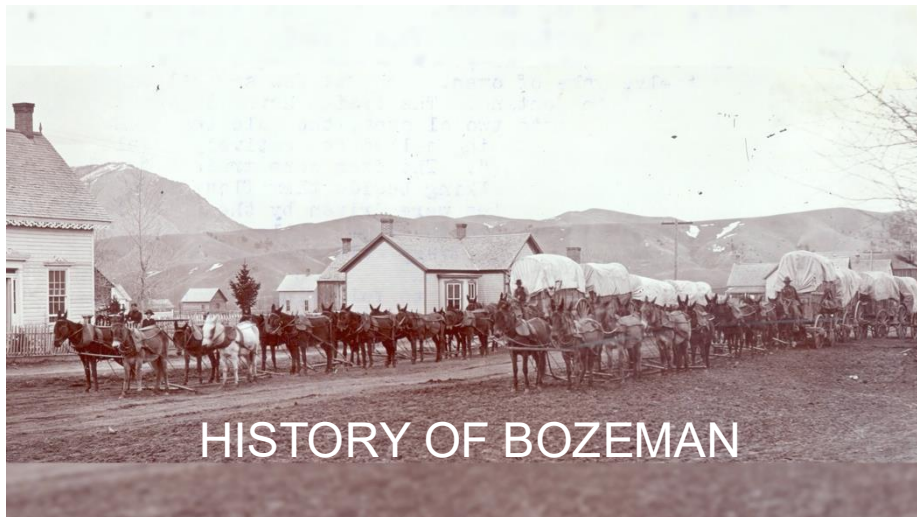
REELS



POSTS



YOUTUBE



LAST 90 DAYS:

- 5.3M VIEWS/IMPRESSIONS
- 175K ENGAGEMENTS/INTERACTIONS
- VIDEO STORYTELLING PROJECTS
 - HISTORY OF BOZEMAN
 - WHAT IS A CHRISTMAS SPIDER?
 - STORY OF THE 'M' TRAIL
 - FALL FLY FISHING
- FOLLOWERS
 - IG – 49.4K, FB – 78K

CONTENT MARKETING



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...



Where to Kayak, Canoe, or Stand-Up Paddle Board (SUP) in Bozeman

[Summer Day Trips](#), [Spring](#)

Sep 2, 2026, 10:00:00 AM

There's nothing quite like gliding across a glassy Montana lake with the mountains stacked up on...



The Ultimate Guide to Bozeman Whitewater Rafting & Kayaking

[Summer Day Trips](#), [Spring](#)

Aug 19, 2026, 10:00:00 AM

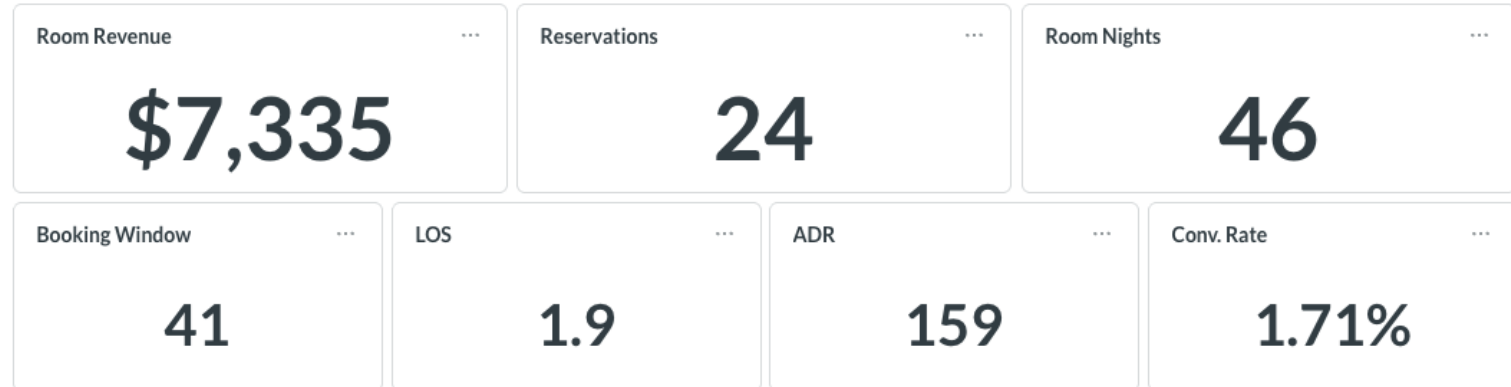
So you've made it to Bozeman — mountains, check, huckleberry milkshake, check — but if a raft...

Blog post	Views	↓
Where to Stay Near Yellowstone National Park	12,690	
Where to Go Dancing in Bozeman: Line, Swing, & Countr...	3,118	
Top 10 Things To Do in Bozeman, MT in Summer	1,191	
The 15 Best Things To Do in Bozeman with Kids	1,019	
The Market in Bozeman: A West Side Hub	901	
Hyalite Canyon in Bozeman, MT: The Ultimate Guide	688	
Hyalite Canyon Hikes, From Easy to Epic	628	
9 Places to Go Horseback Riding in Bozeman	439	
Must-See Bozeman; What You Won't Want to Miss!	383	

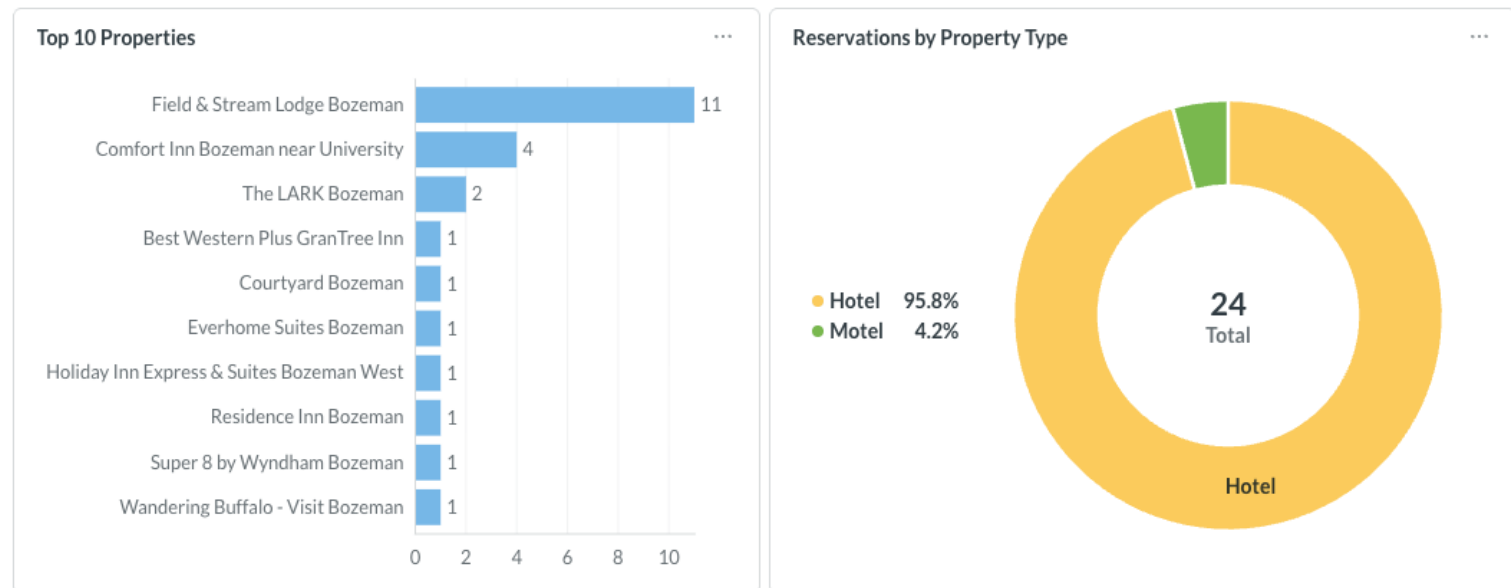
RIPE BOOKING RESULTS

LAST 90 DAYS

Key Metrics



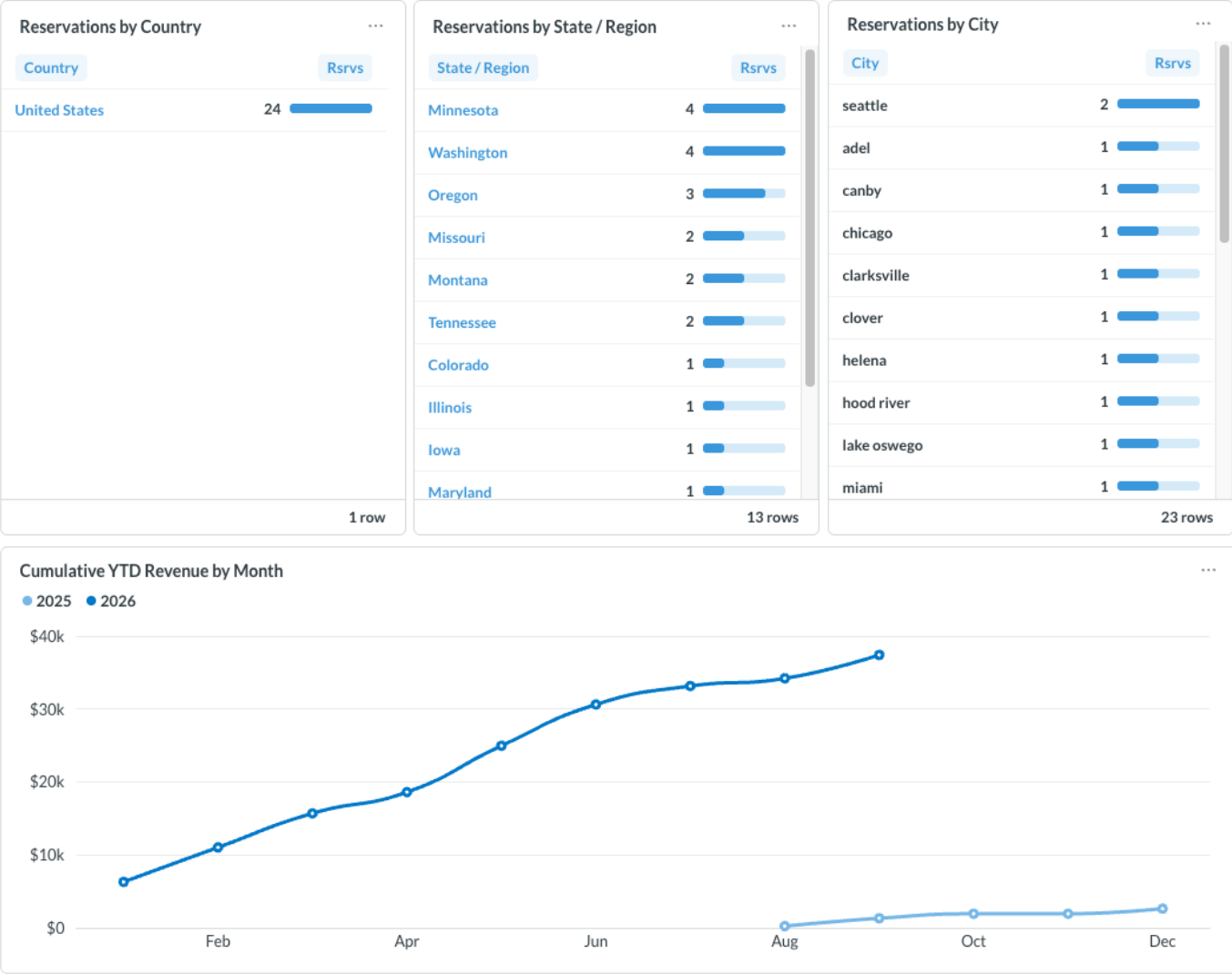
Property Summary



RIPE BOOKING RESULTS

LAST 90 DAYS

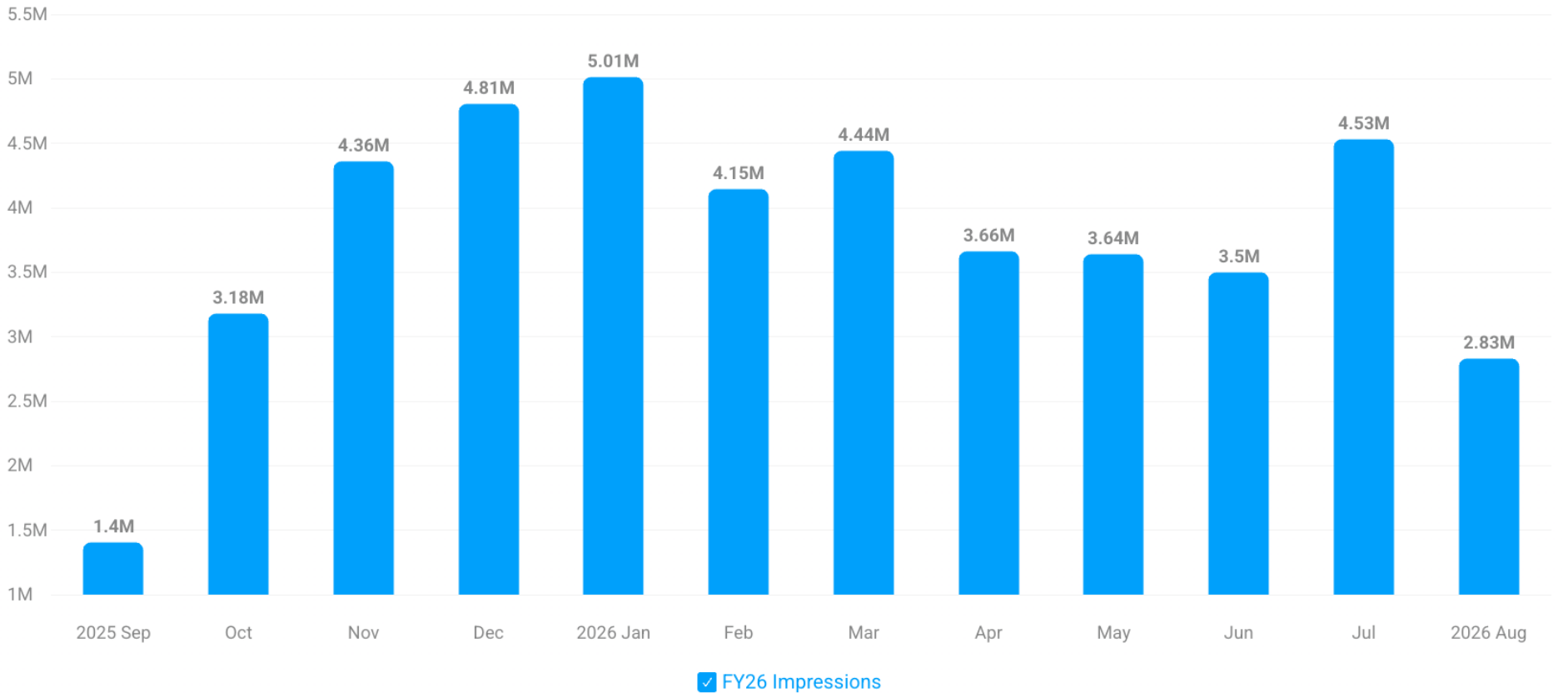
Geography



MARKETING REACH

Last 12 months (2025 Sep - 2026 Aug)

Marketing Impressions



WEBSITE TRAFFIC RESULTS

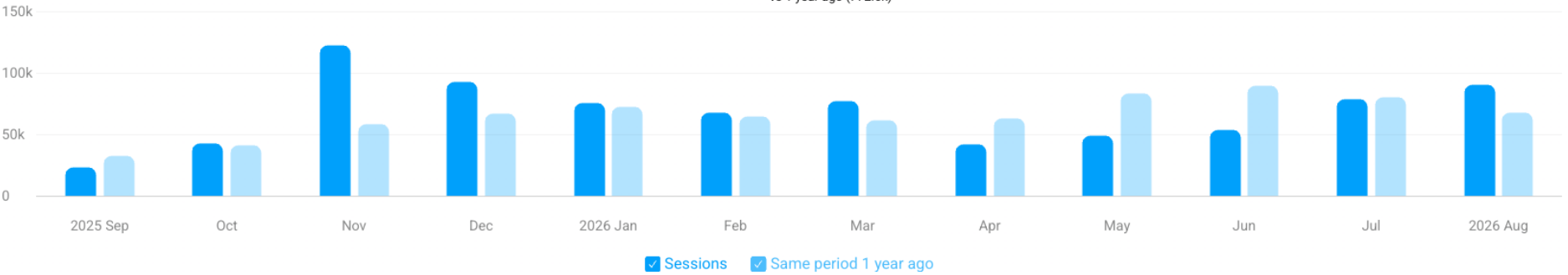
PRIME

WEBSITE TRAFFIC

Last 12 months (2025 Sep - 2026 Aug)

VISITS - LAST 12 MONTHS

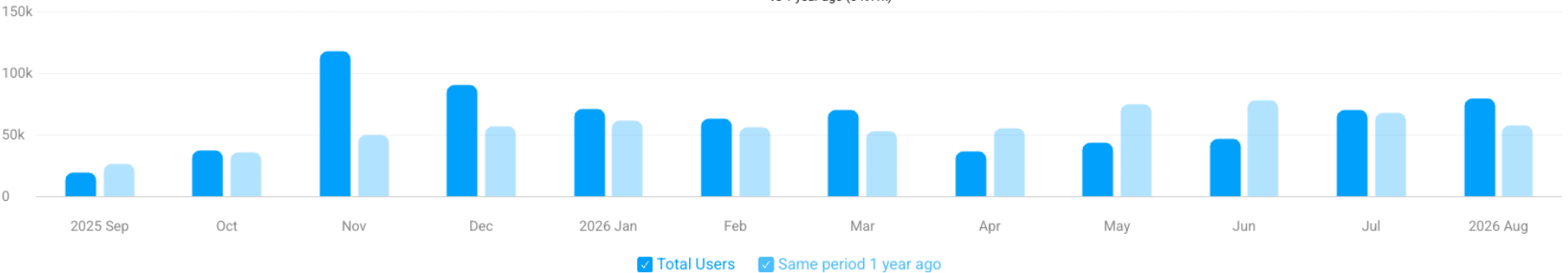
830.2k ▲ 7%
vs 1 year ago (772.6k)



Last 12 months (2025 Sep - 2026 Aug)

VISITORS - LAST 12 MONTHS

723.5k ▲ 11%
vs 1 year ago (649.1k)



PAGE VIEWS

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

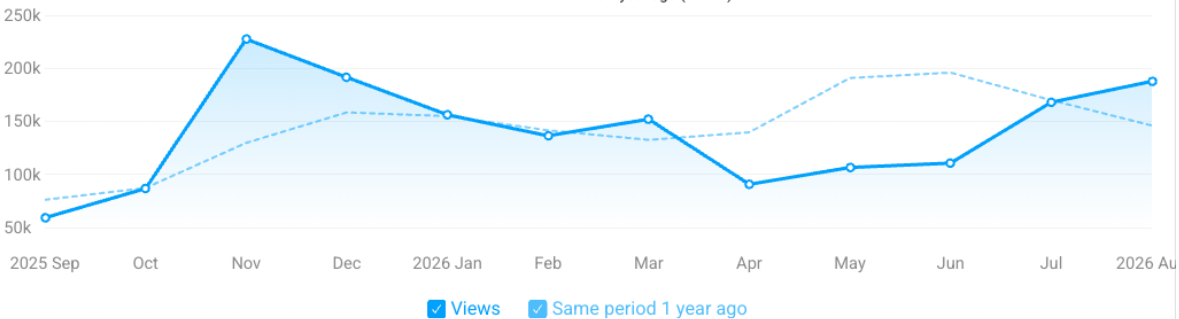
TOP PAGES

Metric	Value	vs 1Y ago
Winter in Bozeman, MT	210k	▲ 42%
Summer in Bozeman, MT	133.2k	▼ 19%
3 Ways to Explore Yellowstone in the...	97,769	▲ 1,164%
The Bozeman Travel & Relocation Guide	83,091	▲ 207%
Visiting Montana for the First Time: What You...	77,537	▲ 1,693%
Where to Stay Near Yellowstone National...	77,270	▼ 8%
Play in Bozeman - Bozeman CVB	53,841	▲ 5%

Last 12 months (2025 Sep - 2026 Aug)

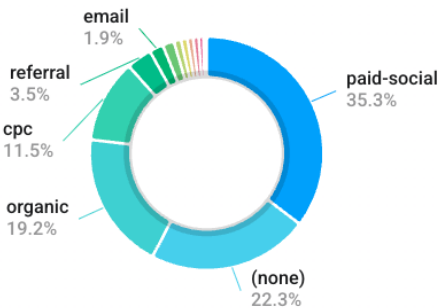
PAGE VIEWS - LAST 12 MONTHS

1.67M ▼ 3%
vs 1 year ago (1.72M)



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

PAGE VIEWS BY MEDIUM



WEBSITE VISITOR ORIGIN

LAST 12 MONTHS

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

Visitors by State

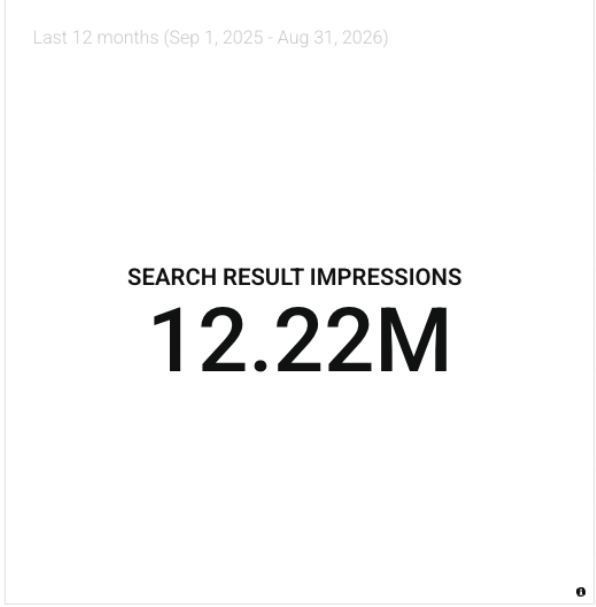
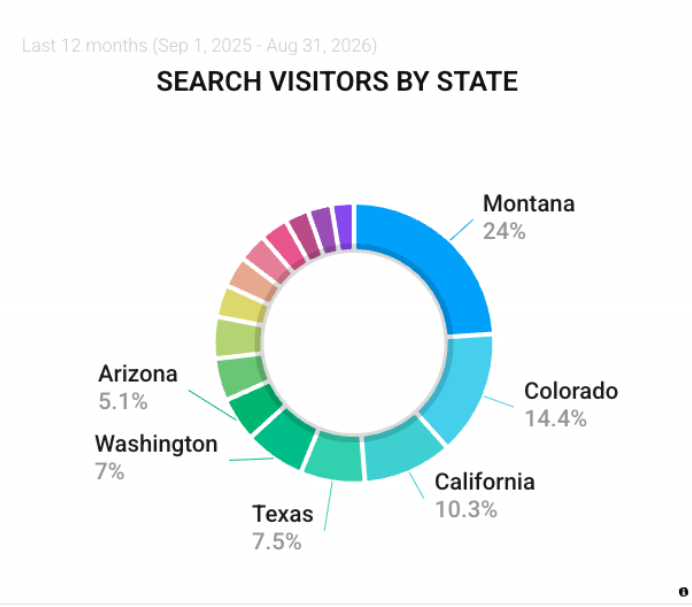
Metric	Value	vs 1Y ago
California	68,184	▲ 1%
Montana	41,415	▼ 28%
Colorado	40,691	▼ 1%
Washington	38,612	▲ 17%
Texas	38,479	▼ 51%
New York	32,628	▲ 8%
Illinois	26,790	▼ 2%
Arizona	23,364	▲ 7%
Georgia	23,332	▲ 63%

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

Visitors by Metro

Dimension	Visitors by City	vs 1Y ago
(not set)	36,857	▼ 22%
Denver	19,762	▼ 3%
New York	19,355	▼ 6%
Seattle	15,923	▼ 11%
Chicago	13,952	▼ 21%
Bozeman	13,885	▼ 20%
Los Angeles	12,814	▼ 8%
Phoenix	9,382	▼ 19%
Dallas	6,724	▼ 56%

ORGANIC SEARCH TRAFFIC



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

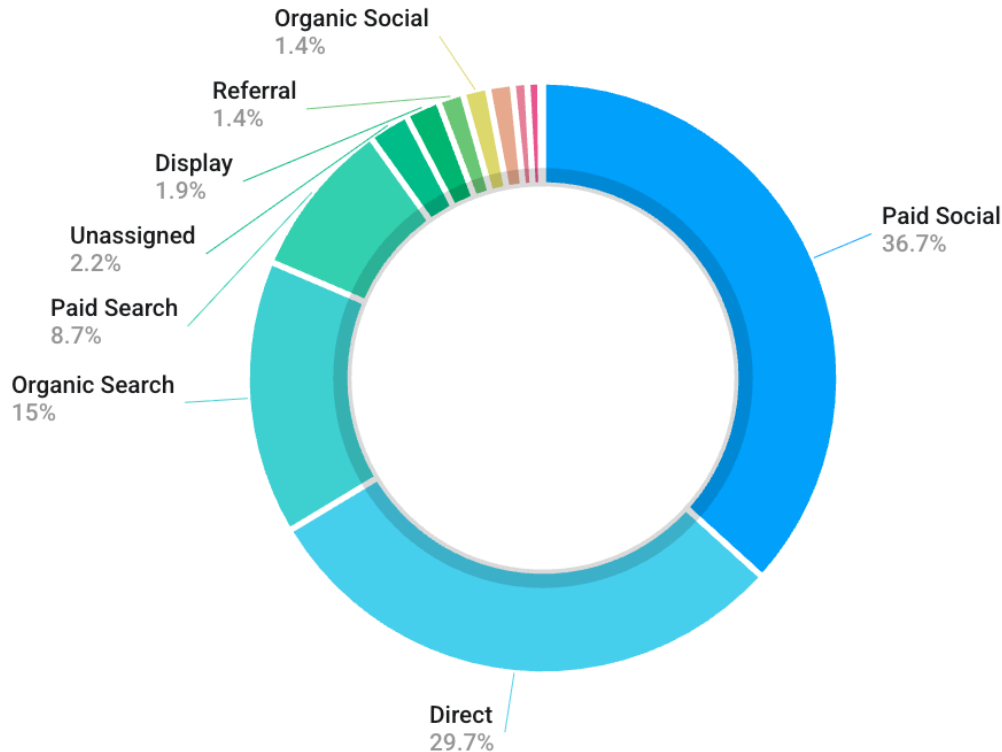
SEARCH TRAFFIC BY LANDING PAGE

Metric	Value	vs 1Y ago
(not set)	39,409	▼ 30%
/	9,969	▼ 13%
/blog/explorin g-the-market...	7,819	▲ 37%
/itinerary/hike s-bozeman	2,871	▲ 189%
/itinerary/yell owstone-...	2,871	▲ 425%
/blog/10- things-to-do-...	2,597	▼ 60%
/blog/first- timers-guide...	2,496	▲ 20%

TRAFFIC SOURCES

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

VISITORS BY SOURCE



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

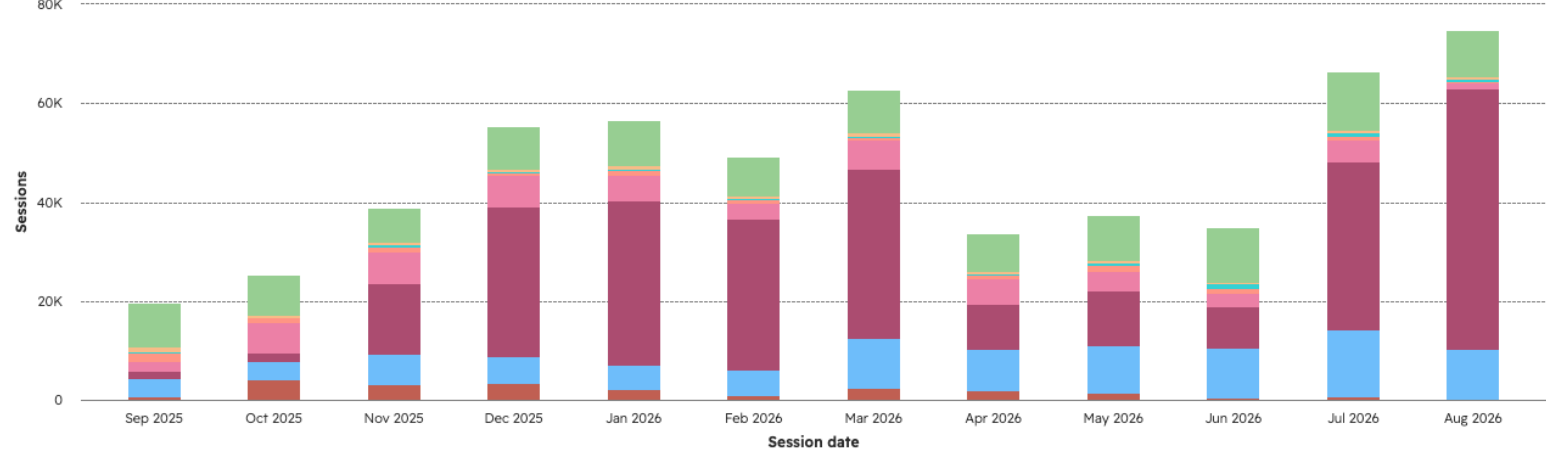
VISITORS BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	270.5k	▼ 4%
Direct	218.6k	▲ 420%
Organic Search	110.8k	▼ 35%
Paid Search	63,856	▲ 19%
Unassigned	16,543	▼ 37%
Display	13,975	▼ 56%
Referral	10,225	▼ 22%
Organic Social	10,184	▲ 116%
Email	9,897	▼ 56%
Cross-network	5,875	▲ 1,492%
Paid Other	5,203	▲ 22%

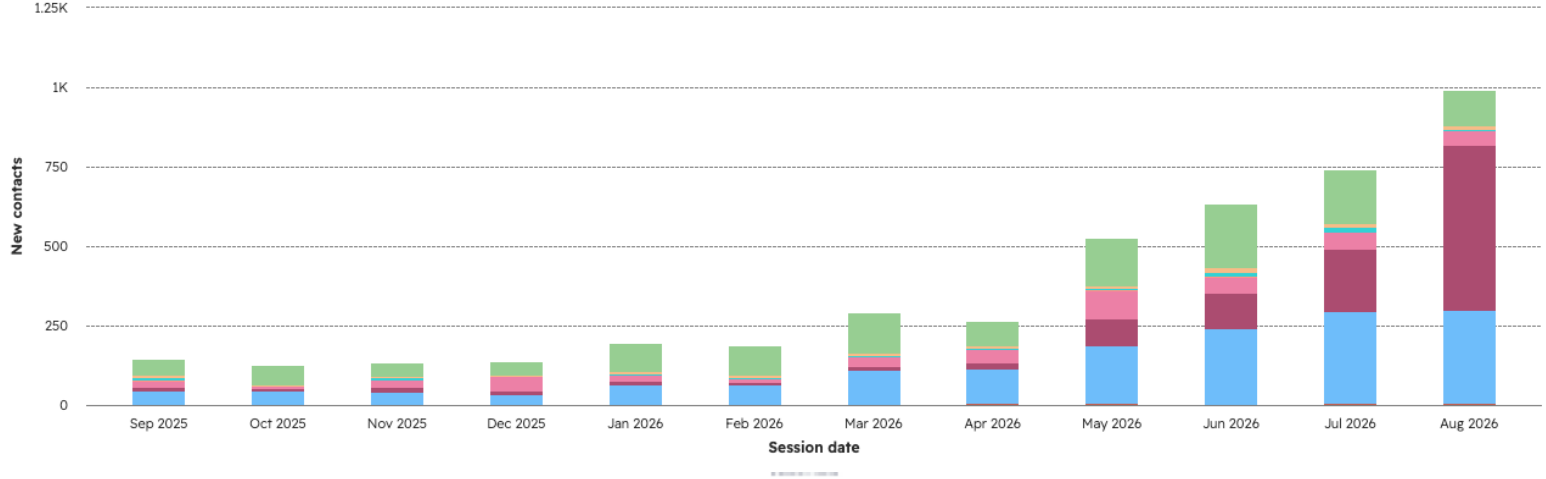
TRAFFIC & CONTACT TRENDS

LAST 12 MONTHS

TRAFFIC



CONTACTS

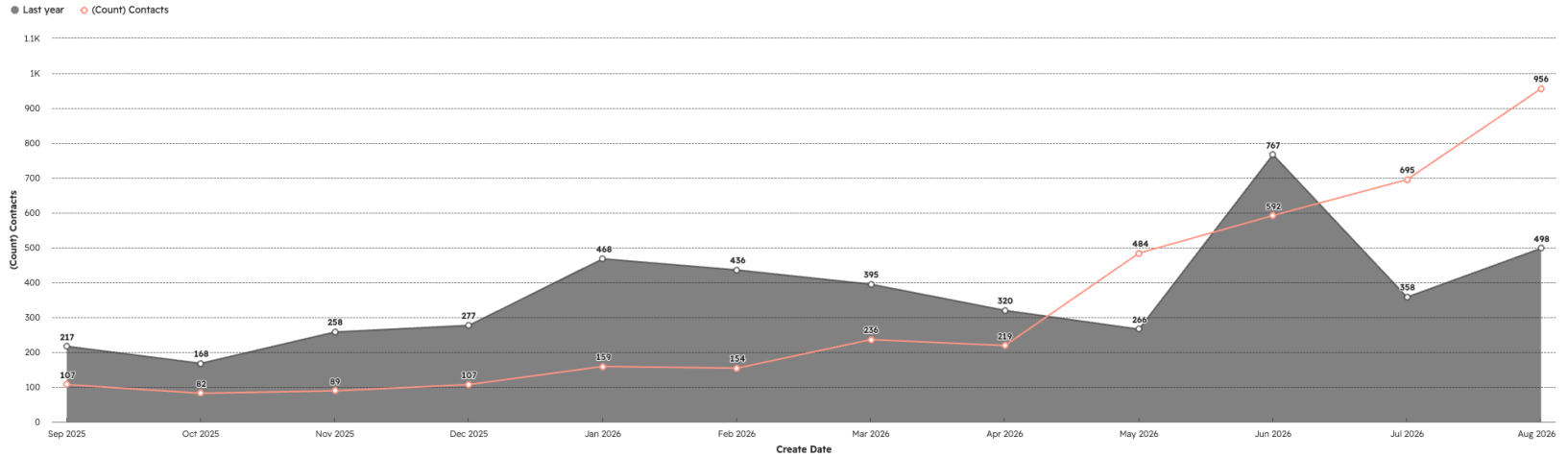


ORGANIC REFERRAL SOCIAL EMAIL PAID SEARCH PAID SOCIAL DIRECT DISPLAY



CONTACT INSIGHTS

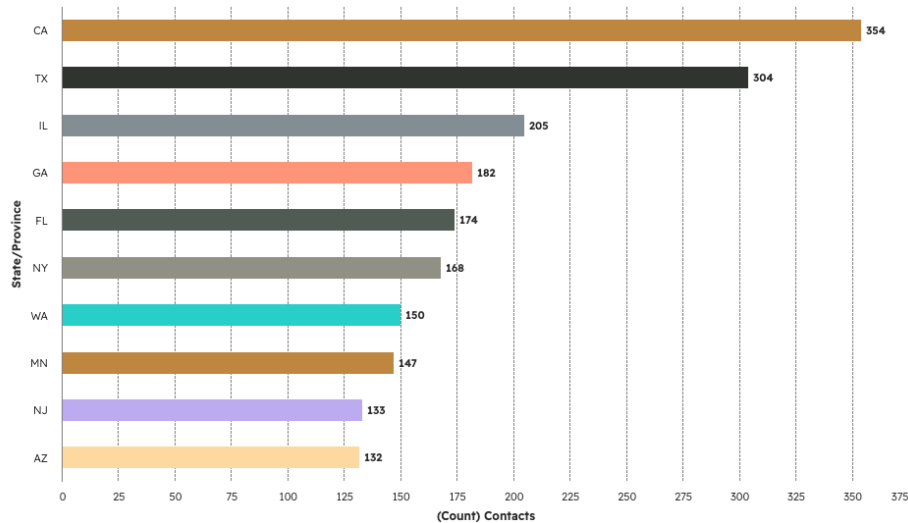
LAST 12 MONTHS



Travel/Relo Contacts by State

Dashboard filters applied Limited Data From 9/1/2025 to 8/31/2026 Filters (1)

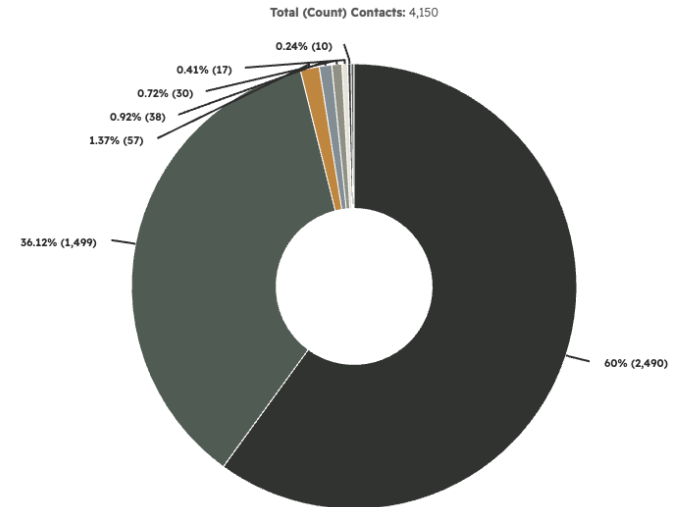
CA TX IL GA FL NY WA MN NJ AZ



Travel Form Submission

Dashboard filters applied From 9/1/2025 to 8/31/2026 Filters (1)

● Visitor Guide Mailed 2024 ● Visitor Guide Download 2024 ● Visit Bozeman Persona Form ● Events Email Sign-Up
▲ 1/3 ▼



PRIME



VISITATION INTELLIGENCE

PRIME

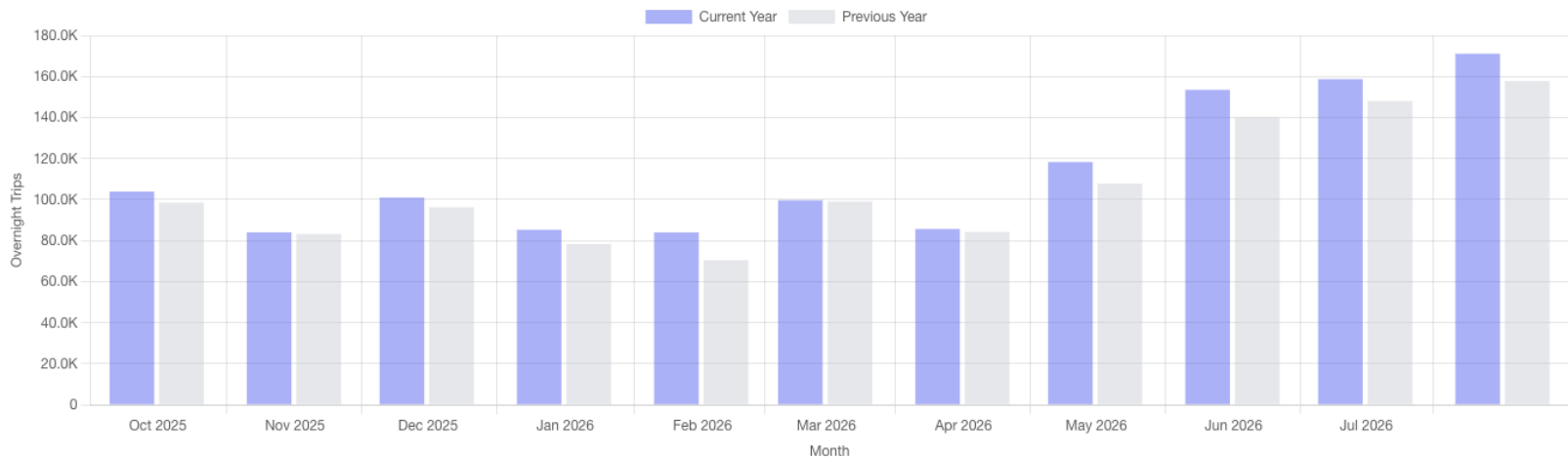
NATIONAL OVERNIGHT TRIPS

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: **September 2025** End: **August 2026** ☒ Compare to Previous Year



Overview Report Dates
September 2025 - August 2026

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

Total Trips ↑ YoY +5.7% 1.8M vs. 1.7M prev. year (Sep '24 - Aug '25)	Avg. Monthly Visitors ↑ YoY +10.1% 129.8K vs. 117.9K prev. year (Sep '24 - Aug '25)	Visit Nights ↑ YoY +10.1% 2.8M vs. 2.6M prev. year (Sep '24 - Aug '25)	Total Visitor Spend ⓘ ↑ YoY +8.2% \$171.3M vs. \$158.3M up from (Sep '24 - Aug '25)
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*DATA SOURCE: PLACER.AI

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VISITATION BY ORIGIN

LAST 12 MONTHS BY CBSA

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	92,844	6,407	173,903	2.9 days	View
Helena, MT	57,941	3,579	108,606	2.9 days	View
Seattle-Tacoma-Bellevue, WA	53,470	4,506	123,207	3.3 days	View
Denver-Aurora-Centennial, CO	42,212	3,430	110,768	3.6 days	View
Missoula, MT	42,070	3,102	84,083	3.0 days	View
Great Falls, MT	35,444	2,484	71,690	3.0 days	View
Kalispell, MT	34,998	2,616	78,247	3.2 days	View
Minneapolis-St. Paul-Bloomington, MN-WI	28,414	2,420	68,879	3.4 days	View
Los Angeles-Long Beach-Anaheim, CA	24,687	2,094	61,998	3.5 days	View

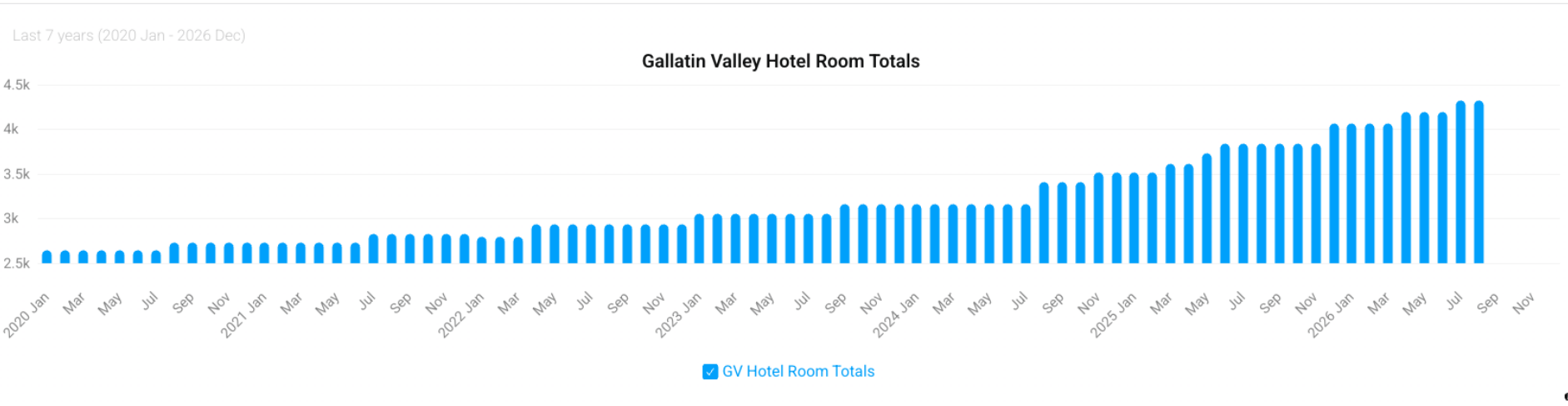
Showing 1 to 9 of 100 results

LODGING DATA

PRIME

BOZEMAN/BELGRADE HOTEL ROOMS

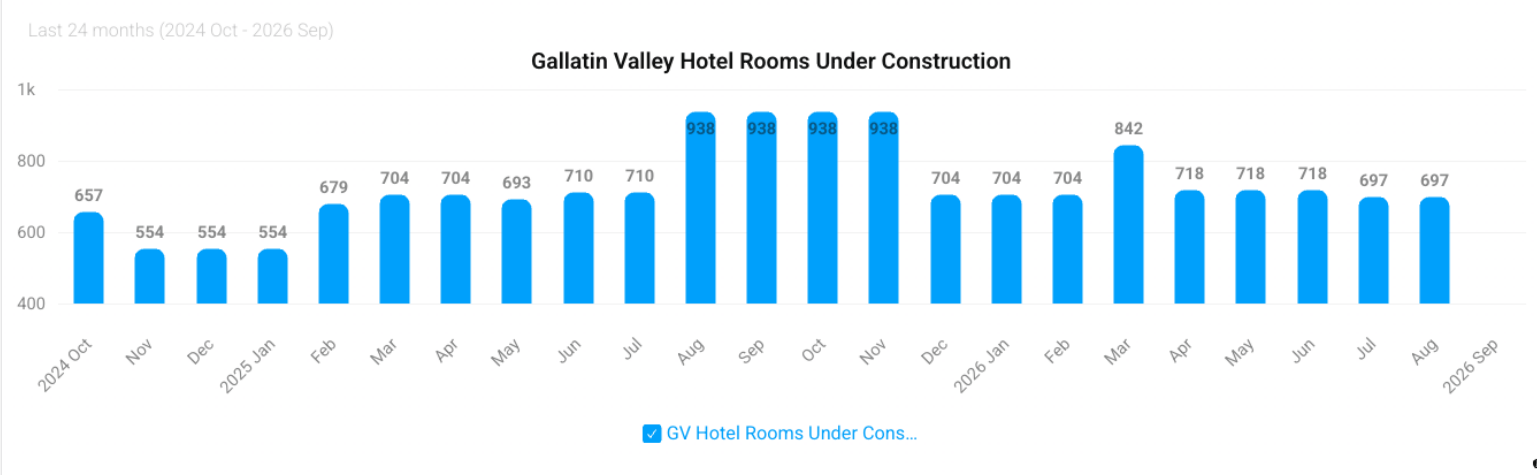
DATA THROUGH AUGUST



Sep 6, 2025 - Sep 5, 2026 (rolling)

New Rooms in the Last 12 Months

483

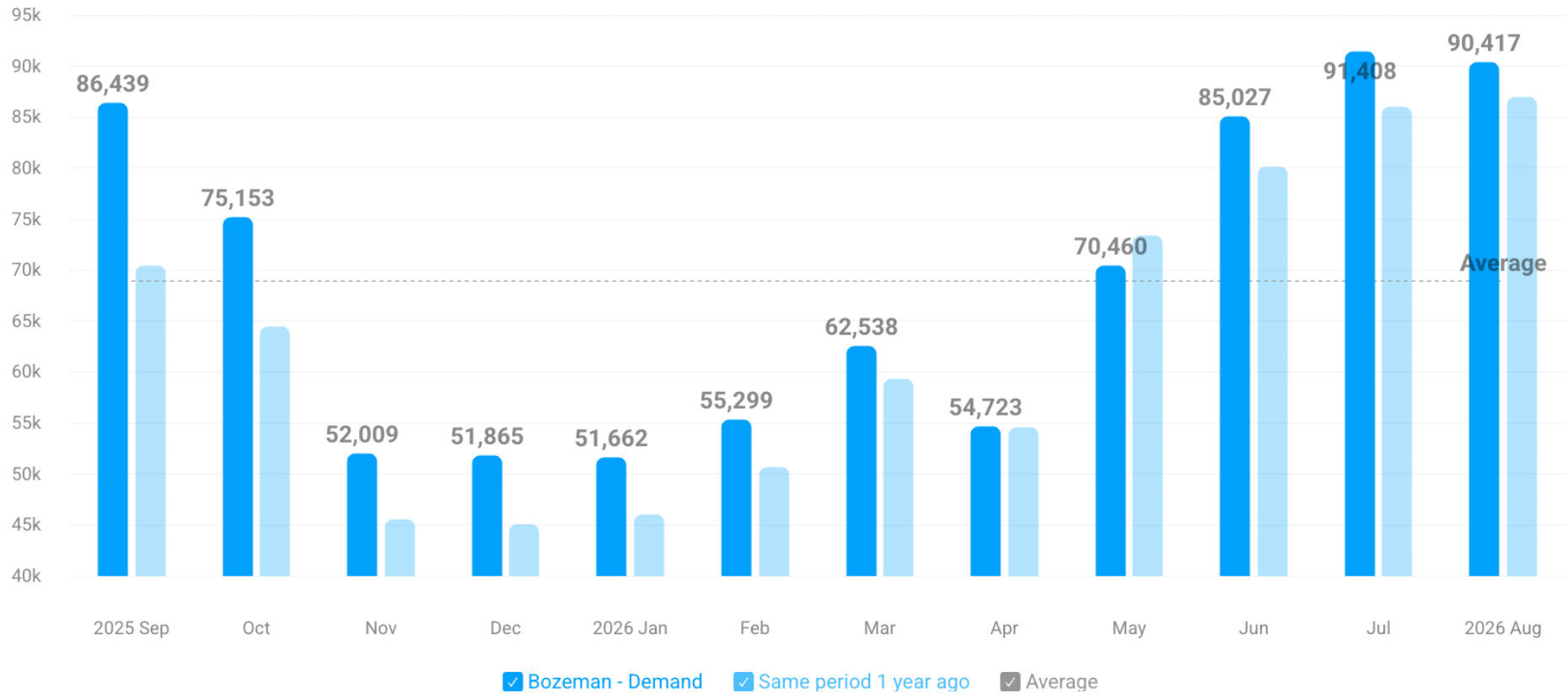


LODGING DEMAND

COSTAR

Last 12 months (2025 Sep - 2026 Aug)

12 MONTH HOTEL - DEMAND

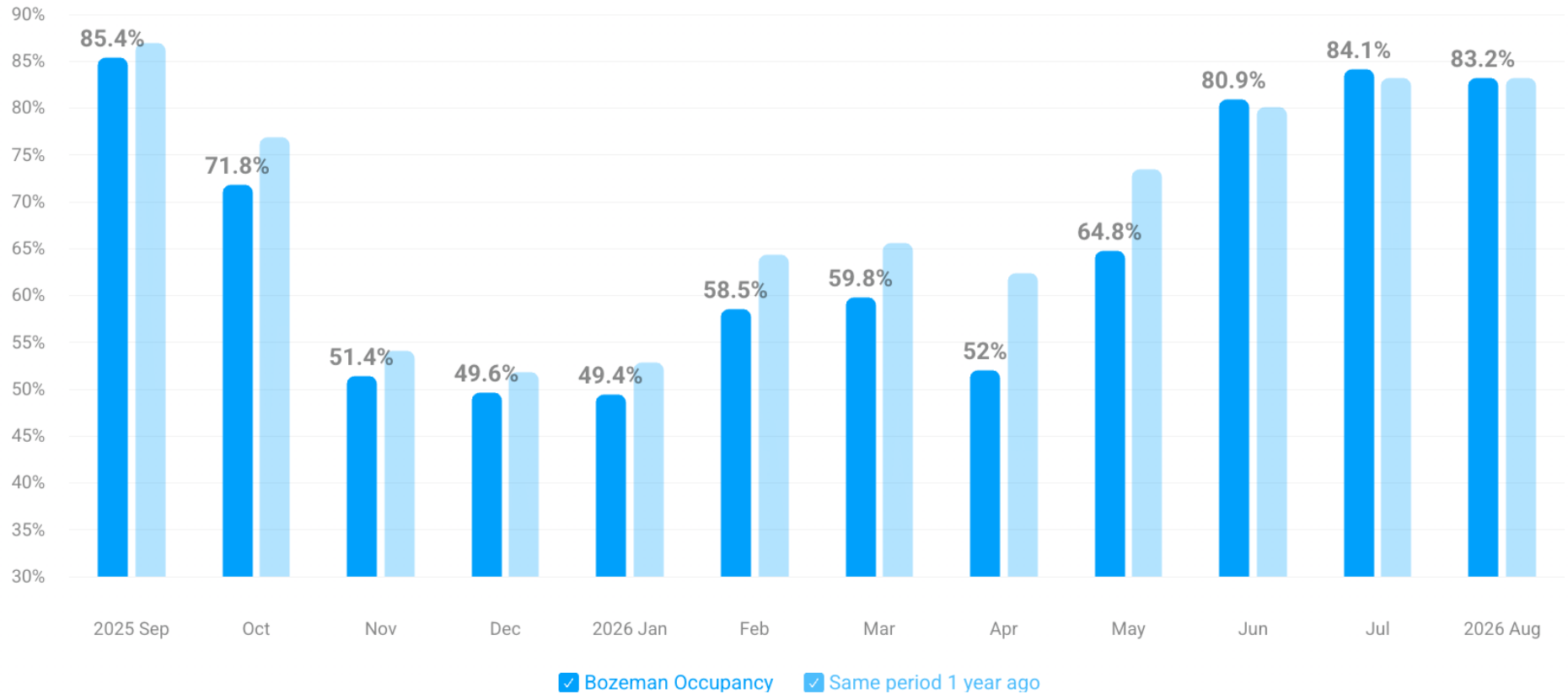


BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 12 months (2025 Sep - 2026 Aug)

12 MONTH HOTELS - OCCUPANCY

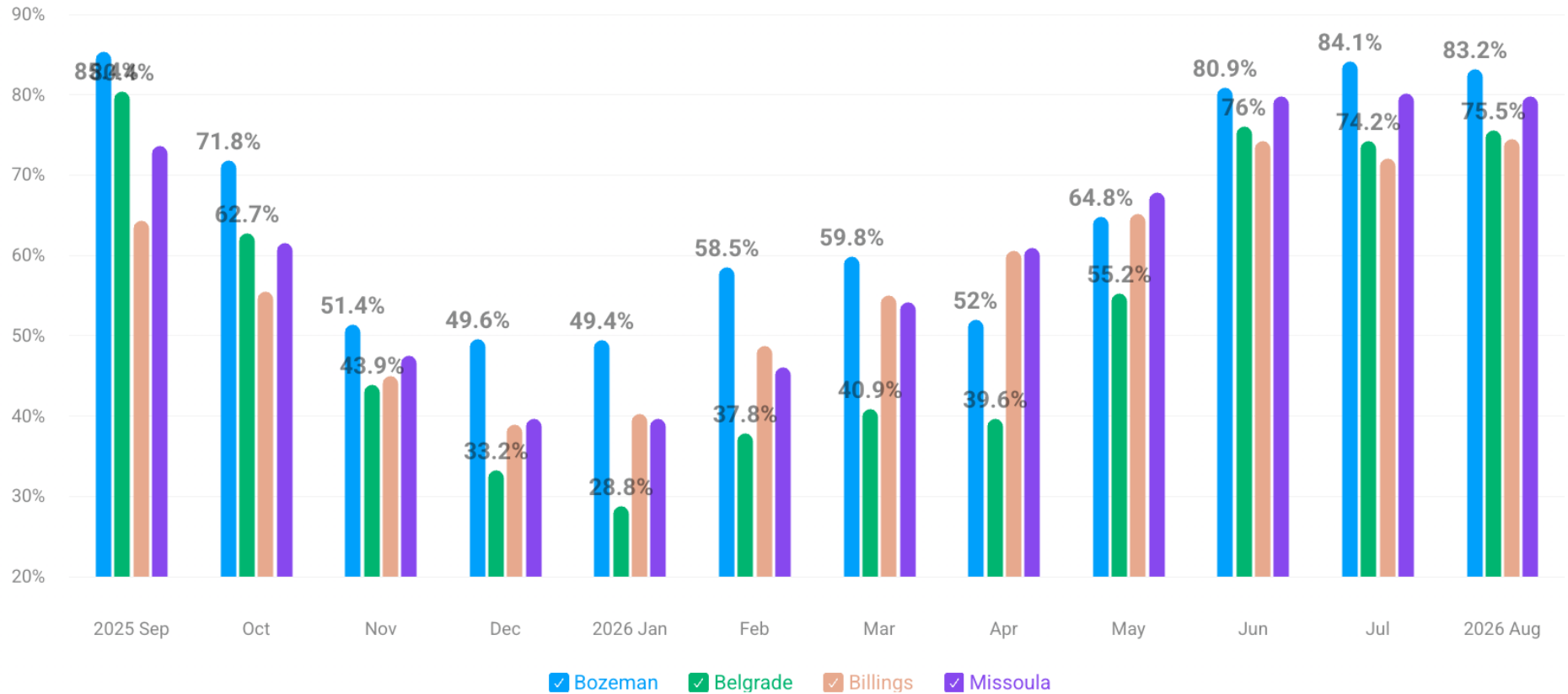


HOTEL OCCUPANCY

LAST 12 MONTHS

Last 12 months (2025 Sep - 2026 Aug)

12 MONTH - OCCUPANCY

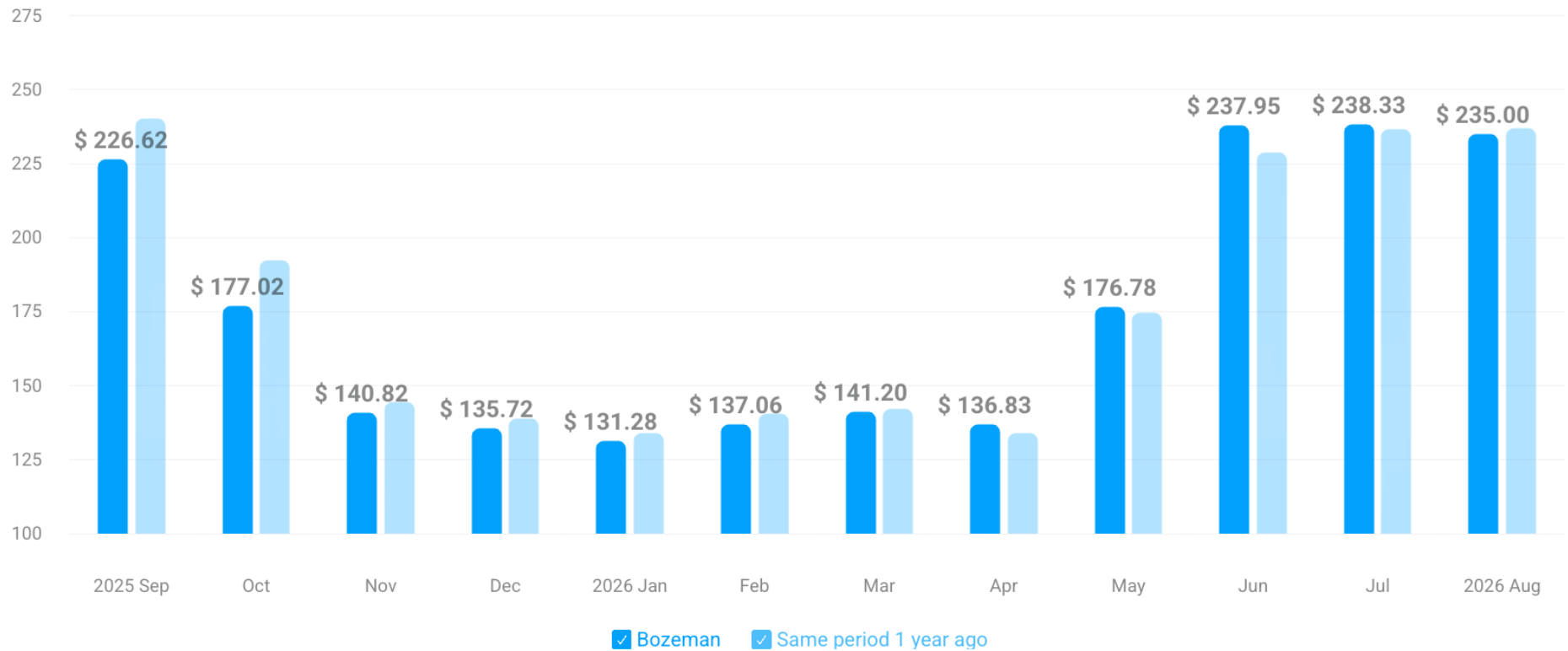


HOTEL ADR

LAST 12 MONTHS

Last 12 months (2025 Sep - 2026 Aug)

12 MONTH HOTEL RESULTS - ADR

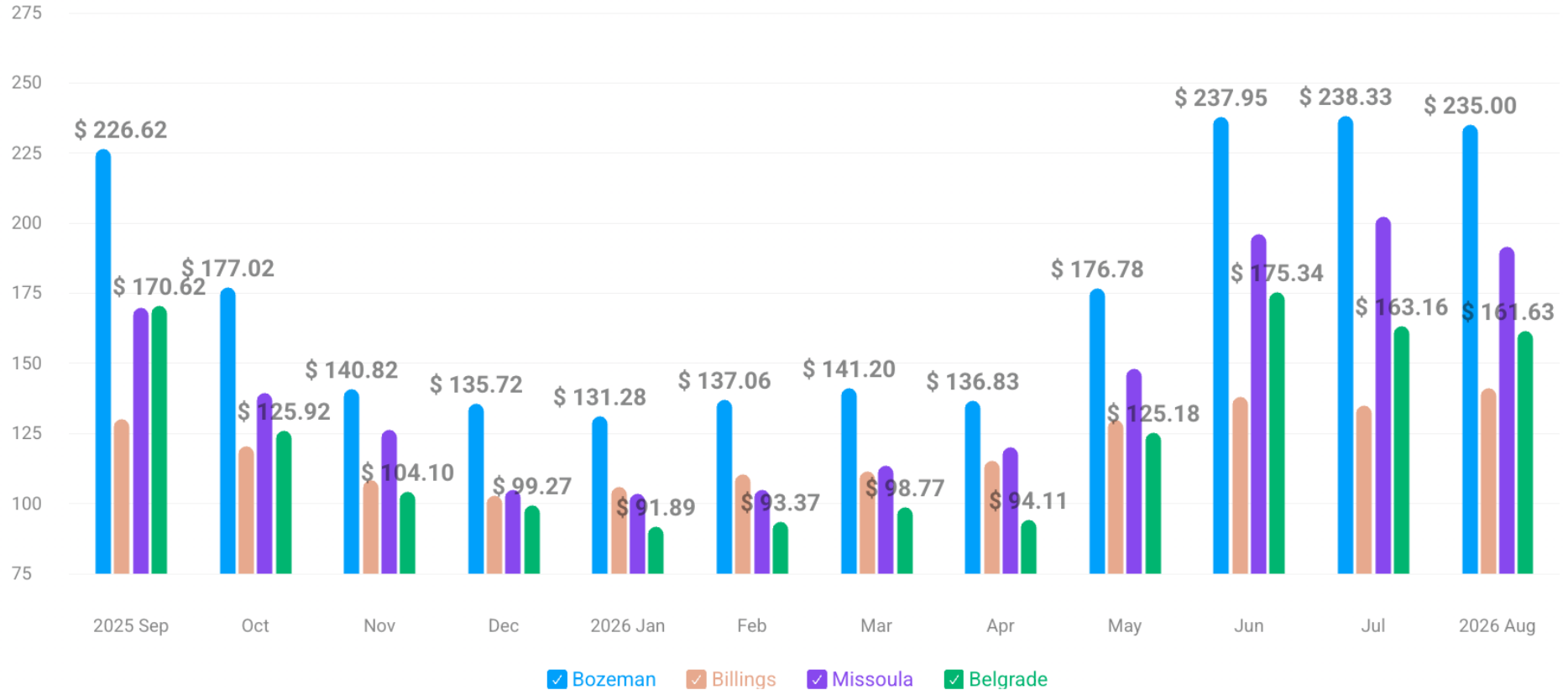


HOTEL ADR

LAST 12 MONTHS

Last 12 months (2025 Sep - 2026 Aug)

12 MONTH HOTEL RESULTS - ADR

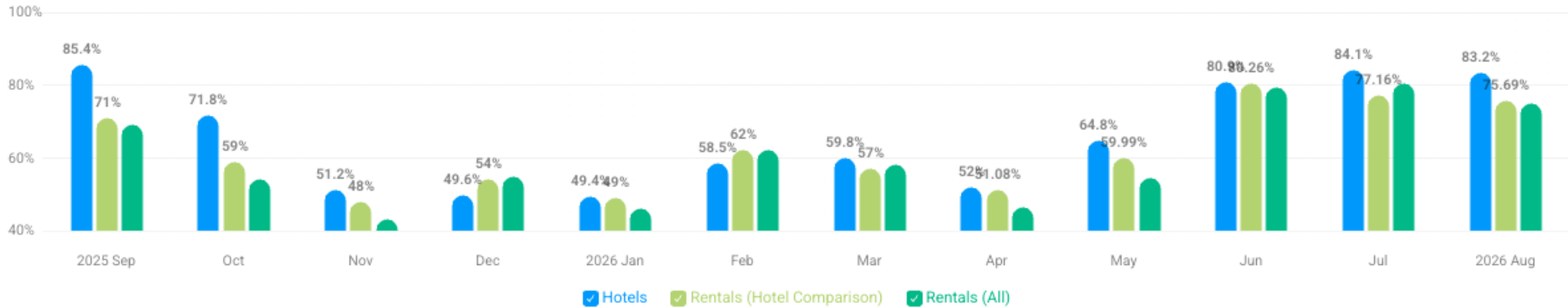


HOTELS vs. SHORT-TERM RENTALS

LAST 12 MONTHS

Last 12 months (2025 Sep - 2026 Aug)

OCCUPANCY RATE



Last 12 months (2025 Sep - 2026 Aug)

ADR





THANK YOU!

PRIME