



Voices of Montana Tourism serves as a united voice for Montana's tourism stakeholders. Since its creation in 2011, Voices has led the effort to increase support and appreciation among elected state & federal leaders, policy influencers, and the general public by ***educating, communicating, and shaping perceptions of tourism.*** No lodging tax funds are used to support Voices of Montana Tourism.

# Tourism

is one of Montana's leading industries!! In 2013, our **11 million visitors:**

- spent **\$3.62 billion** (\$440 mil was spent by foreign visitors)
- directly supported nearly **34,000 jobs** statewide (non-resident spending supports one of every 9 Montana workers)
- generated **\$236 million** in state & local taxes (+10% from 2012)
- Lowered taxes on each Montana household by nearly **\$550** (+9% from 2012)

**Want to support Voices?**

Contact Mike Garcia, [mike@voicesoftourism.com](mailto:mike@voicesoftourism.com), at 406-431-7814

