



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 2014*, nearly **11 million visitors:**

- spent **\$3.98 billion** (↑9.8% over 2013)
- directly supported **38,800 jobs** statewide (↑15% over 2013)
- generated **\$276 million** in state & local taxes (↑17% over 2013)
- Lowered taxes on each Montana household by over **\$650** (↑20% over 2013)

* Data based on preliminary report published Dec. 2014 by Institute for Tourism and Recreation Research

Want to support Voices?

Contact Mike Garcia, mike@voicesoftourism.com, at 406-431-7814

