



# Voices of Montana Tourism

## The Value of Tourism For Butte/Silver Bow and Montana

Wednesday, October 14, 2020



# Education & Outreach

## How Voices Tells the Story

- Social Media
- Public Relations
- Digital Marketing
- Industry Collaboration
- Community Presentations
- Business Education Roundtables





# Education & Outreach

- Montana's Model
- Economic Update
- COVID-19 Impact

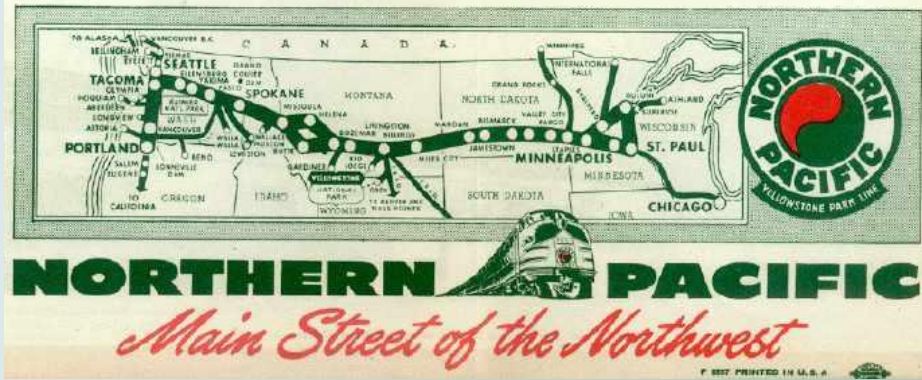


**JOBS - COMMUNITY - ECONOMY**



VOICES OF  
MONTANA TOURISM  
JOBS. COMMUNITY. ECONOMY.

# History of Tourism in Montana



VOICES OF  
MONTANA TOURISM  
JOBS. COMMUNITY. ECONOMY.

### Travel Marketing and Promotion

PRODUCTS COMMERCIAL BRAND  
MARKETING ADVERTISEMENTS  
PROMOTION  
PRODUCT RESEARCH TELEVISION  
INTERNET MEDIA  
CAMPAIGN SOCIAL MEDIA  
SPONSORSHIPS RADIO  
BRANDING INCENTIVES

### Increased Visitor Trips



TRAVEL  
PROMOTION'S  
VIRTUOUS  
CYCLE



### New Jobs & Tax Revenues



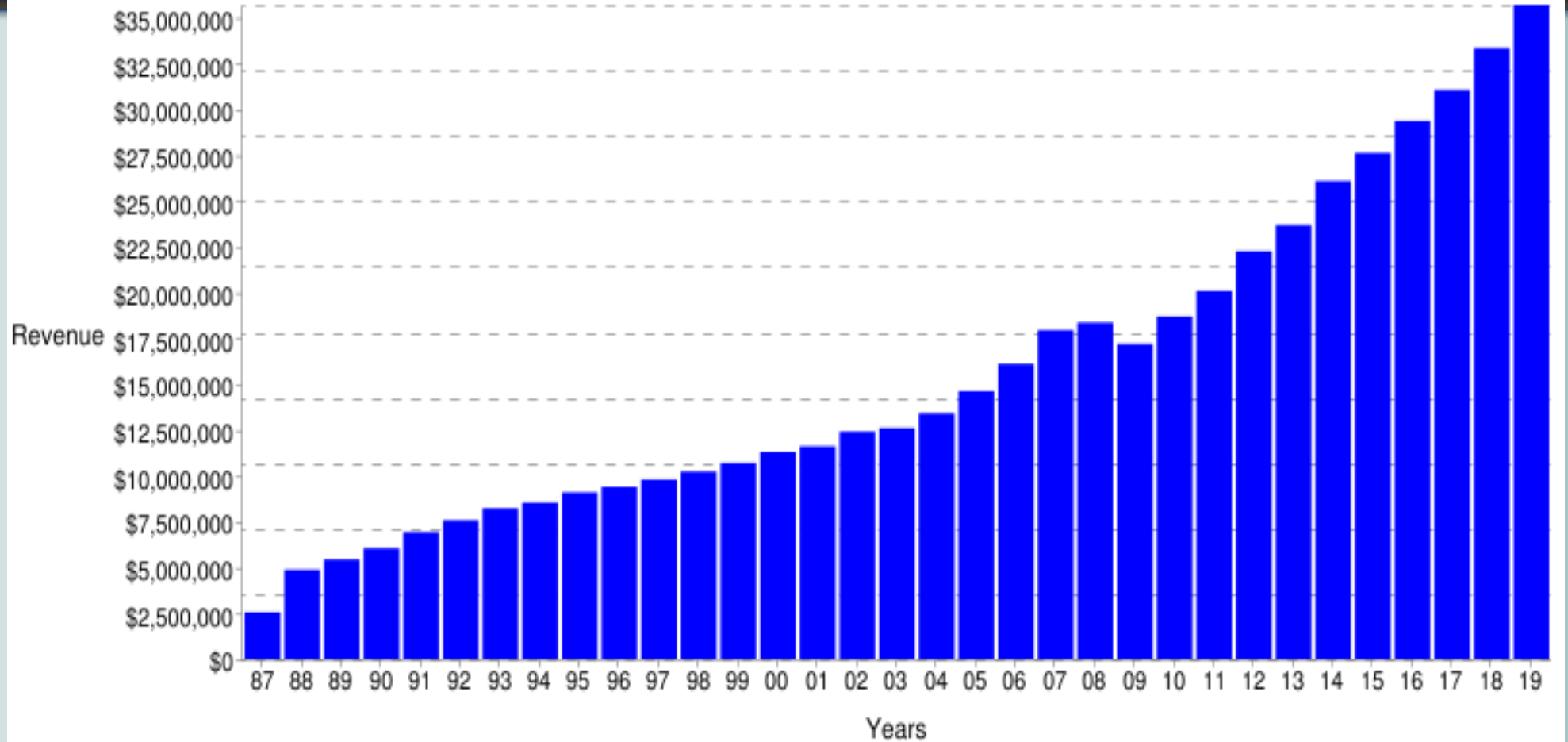
### Additional Visitor Spending

U.S. TRAVEL  
ASSOCIATION



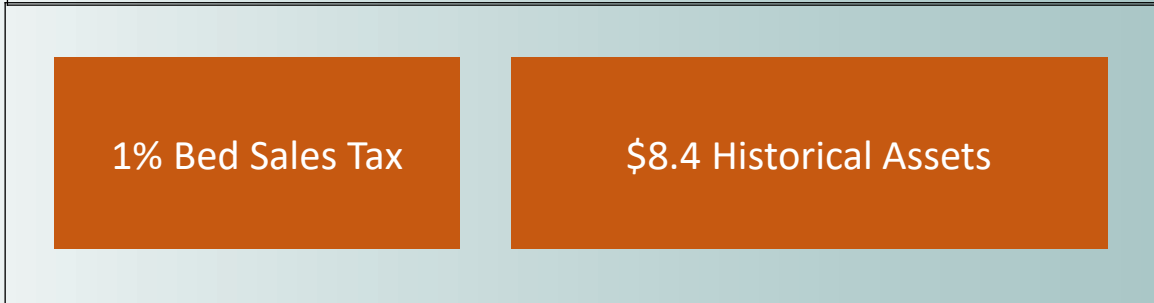
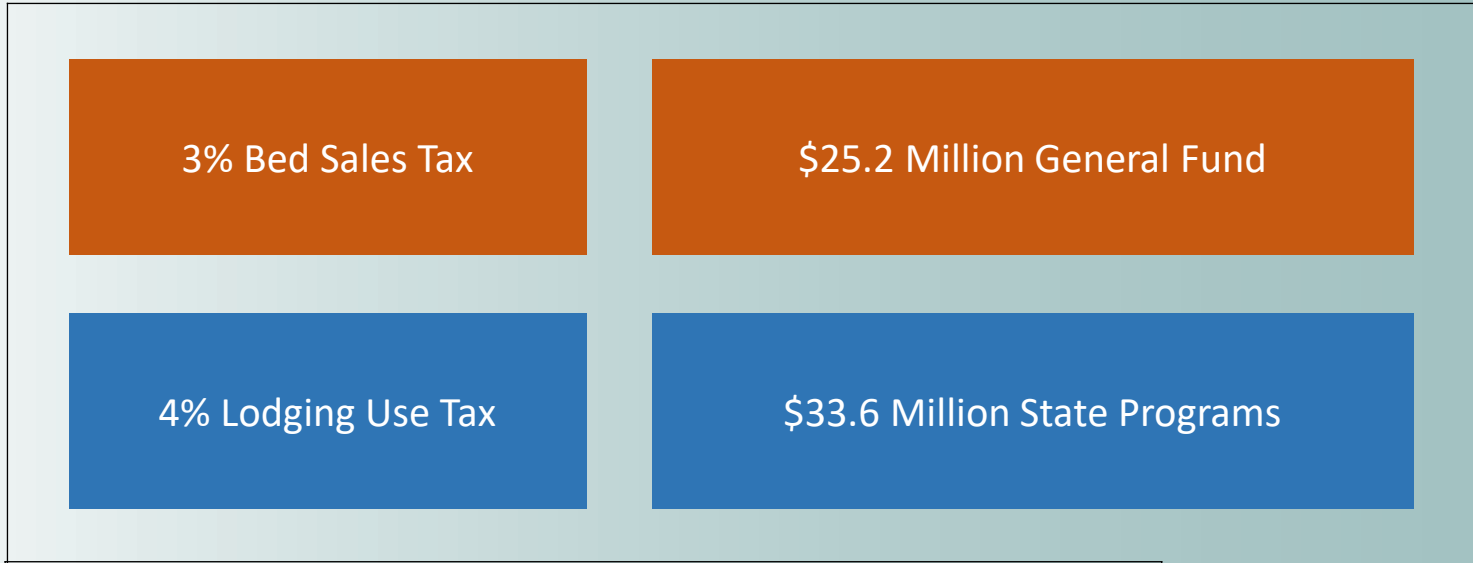
# MT Bed Tax History

Statewide Bed Tax Revenue by Years





# Funding Sources



## FY19 Revenues

January 1, 2020



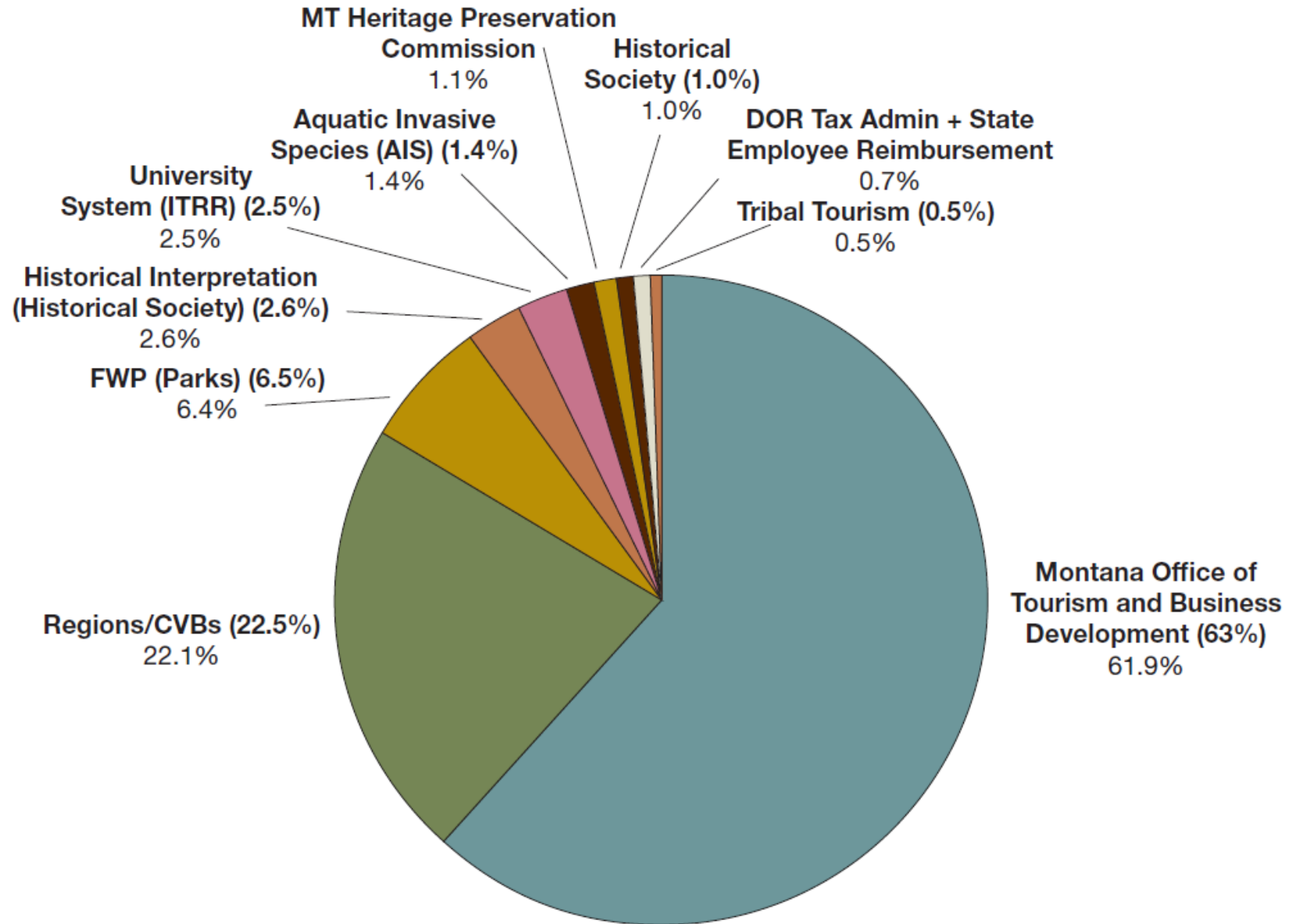




# Montana Promotion Funding



### DISTRIBUTION OF 4% LODGING FACILITY USE TAX\*







# Return On Investments

**Tourism** is a leading industry in Montana

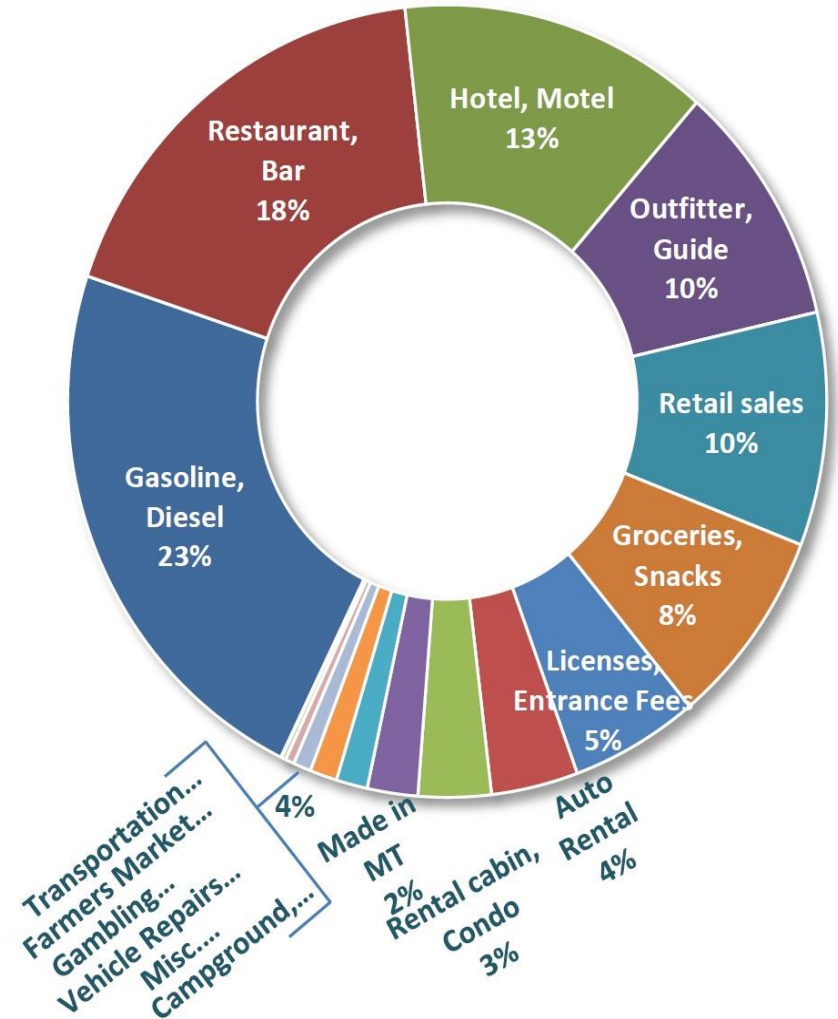
In 2019, **12.6 million** non-resident visitors:  
spent **\$3.76 Billion**,

- supported **53,120 jobs** statewide - **\$1.5 billion** in salaries,
- generated **\$265 million** in state & local taxes and
- lowered taxes on each Montana household by over **\$626.00**

\* Data is based on final spending report by ITRR released May 2020

Expenditure Category	Average Daily Per Group <sup>2,3</sup>	Allocation by Category	Total Expenditures <sup>2,4</sup>
Gasoline, Diesel	\$34.49	23%	\$860,770,000
Restaurant, Bar	\$27.55	18%	\$681,020,000
Hotel, Motel	\$20.09	13%	\$496,440,000
Outfitter, Guide	\$15.30	10%	\$375,160,000
Retail sales	\$14.39	10%	\$357,820,000
Groceries, Snacks	\$12.21	8%	\$303,760,000
Licenses, Entrance Fees	\$8.85	5%	\$204,990,000
Auto Rental	\$5.67	4%	\$139,120,000
Rental cabin, Condo	\$4.90	3%	\$116,700,000
Made in MT	\$3.26	2%	\$80,840,000
Campground, RV Park	\$1.99	1%	\$50,110,000
Misc. Services	\$1.81	1%	\$43,500,000
Vehicle Repairs	\$1.12	1%	\$28,300,000
Gambling	\$0.57	<1%	\$14,200,000
Farmers Market	\$0.30	<1%	\$7,290,000
Transportation Fares	\$0.04	<1%	\$860,000
<b>Estimated Total</b>	<b>\$152.54</b>		<b>\$3,760,880,000</b>

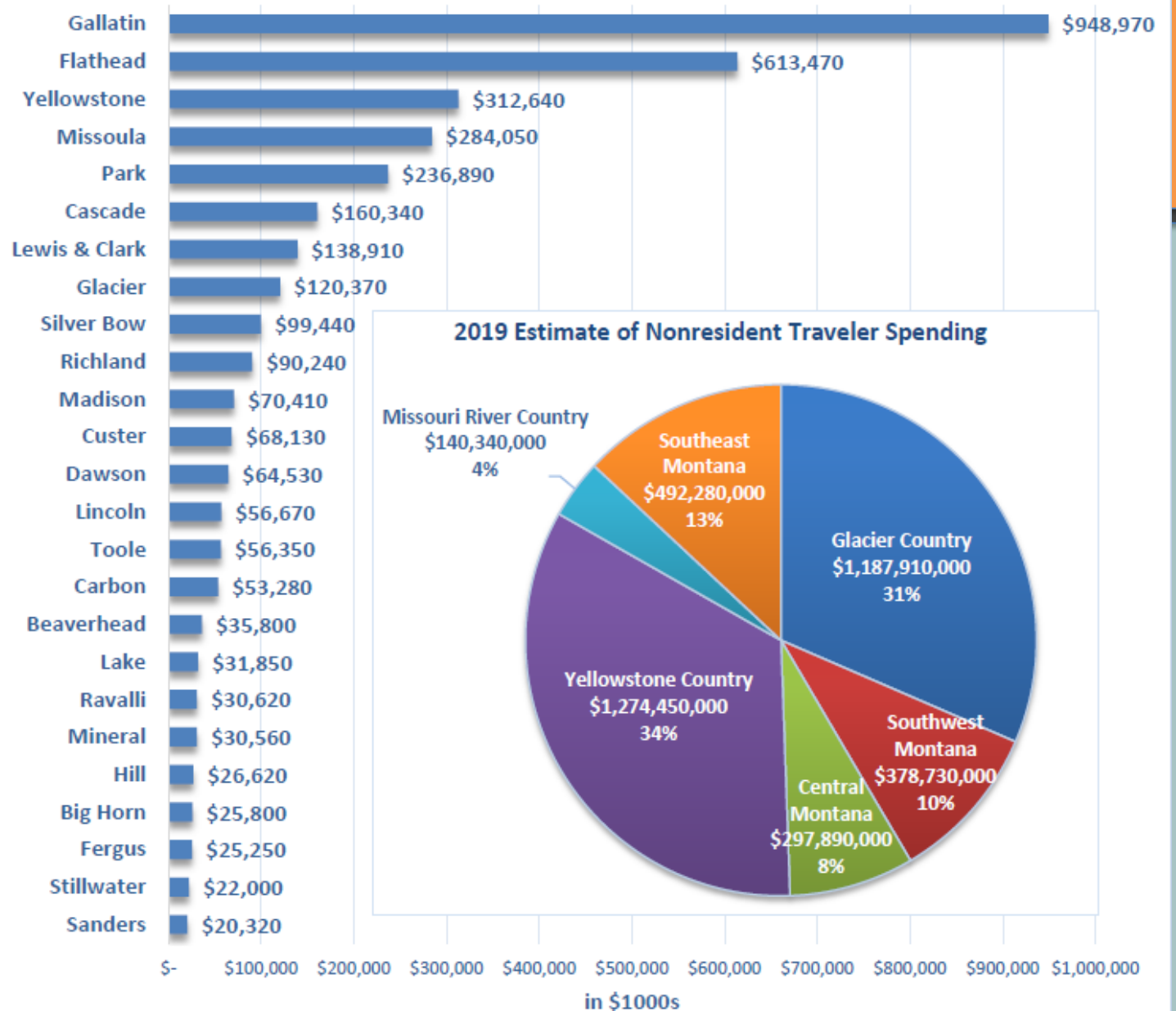
2019 Expenditure Allocation by Category





# Nonresident spend per county

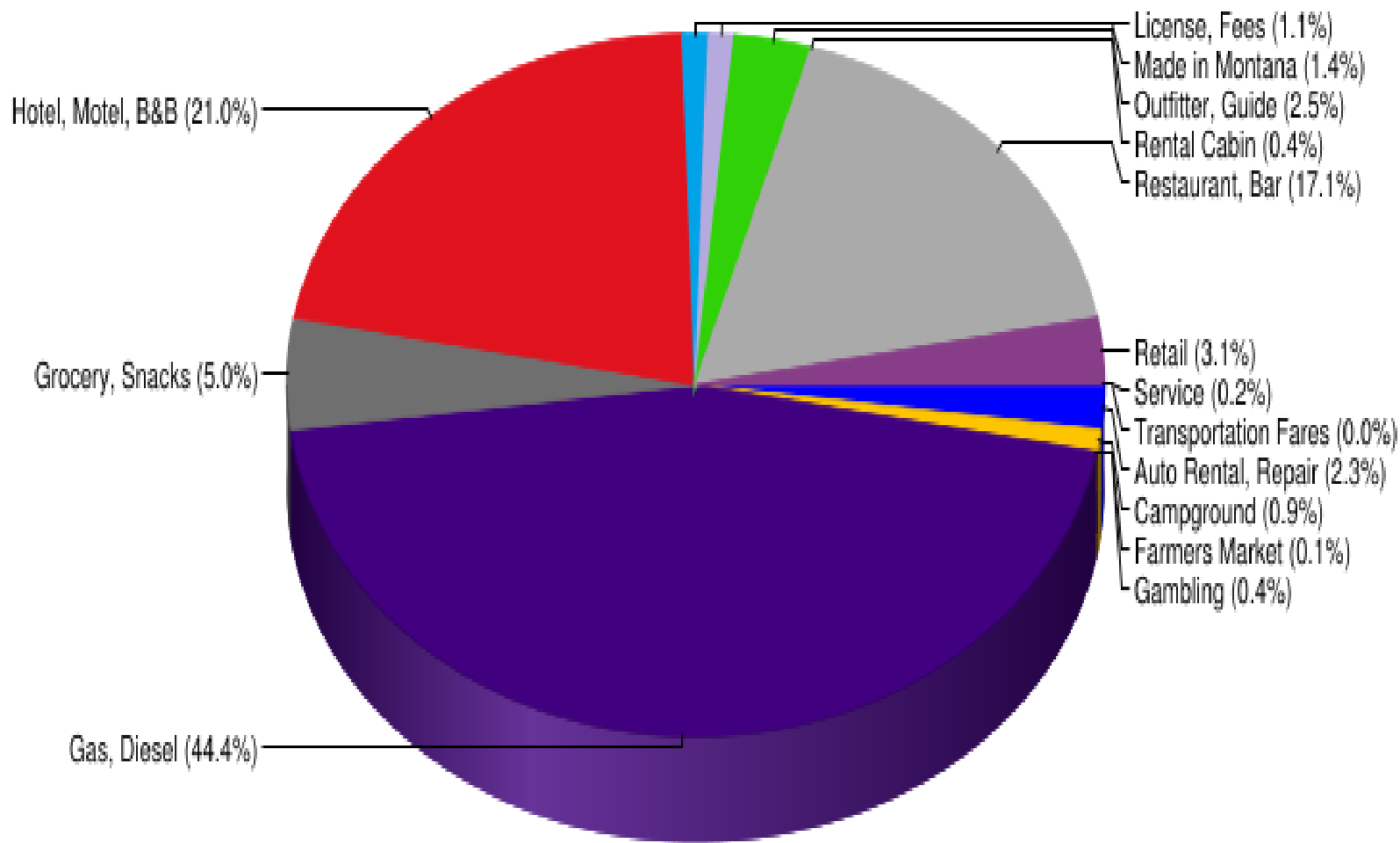
2018-2019 Estimate of Nonresident Traveler Spending per County  
 Counties with \$20 million or more





# Silver Bow Spend 2019

2019 Nonresident Expenditures % for Silver Bow County: \$99,437,000

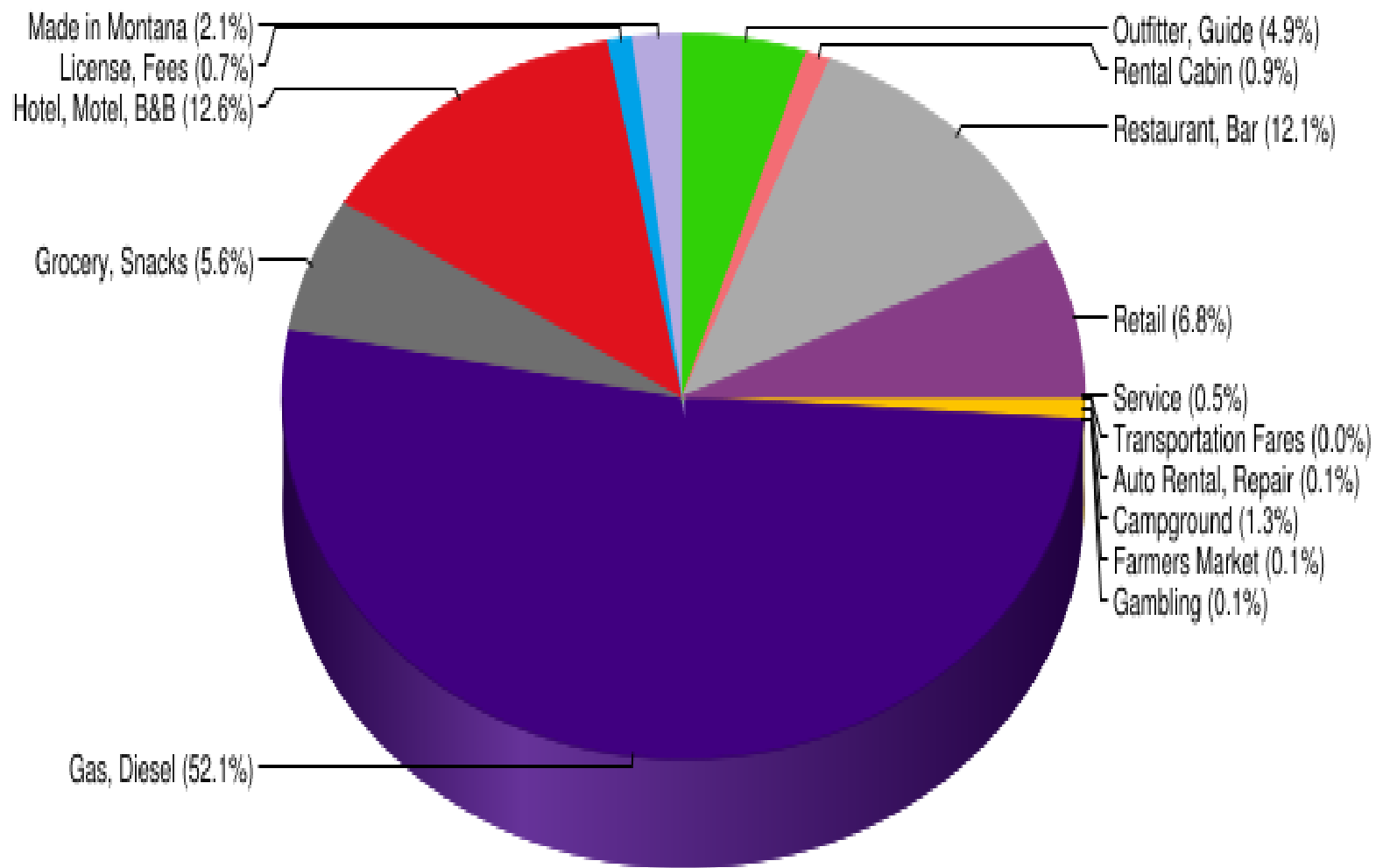




# Beaverhead

# Spend 2019

2019 Nonresident Expenditures % for Beaverhead County: \$35,796,000





# Montana Bed Tax Collections

	<u>2017</u>		<u>2018</u>		<u>2019</u>		<u>2020</u>	
1/1 - 3/31	\$4,835,801	(+7%)	\$5,230,432	(+8%)	\$6,235,796	(+19%)	\$5,816,128	(-7%)
4/1 - 6/30	\$7,789,563	(+6%)	\$8,357,510	(+7%)	\$9,116,969	(+9%)	\$3,884,681	(-57%)
7/1 - 9/30	\$13,902,846	(+6%)	\$14,609,488	(+5%)	\$15,502,685	(+6%)	\$0	(+0%)
10/1 -12/31	\$4,520,887	(+3%)	\$5,195,857	(+15%)	\$5,381,609	(+4%)	\$0	(+0%)
<b>Total:</b>	<b>\$31,049,098</b>	<b>(+6%)</b>	<b>\$33,393,287</b>	<b>(+8%)</b>	<b>\$36,237,060</b>	<b>(+9%)</b>	<b>\$9,700,809</b>	<b>(-37%)</b>



# Butte/Silver Bow Bed Tax Collections

	<u>2017</u>		<u>2018</u>		<u>2019</u>		<u>2020</u>	
1/1 - 3/31	\$184,149	(+0%)	\$203,790	(+11%)	\$200,376	(-2%)	\$176,382	(-12%)
4/1 - 6/30	\$296,606	(+9%)	\$303,388	(+2%)	\$330,504	(+9%)	\$130,643	(-60%)
7/1 - 9/30	\$433,966	(+9%)	\$434,459	(+0%)	\$425,816	(-2%)	\$0	(+0%)
10/1 -12/31	\$184,257	(+0%)	\$203,475	(+10%)	\$206,544	(+2%)	\$0	(+0%)
<b>Total:</b>	<b>\$1,098,978</b>	<b>(+6%)</b>	<b>\$1,145,113</b>	<b>(+4%)</b>	<b>\$1,163,240</b>	<b>(+2%)</b>	<b>\$307,025</b>	<b>(-42%)</b>





# Beaverhead Bed Tax Collections

	<u>2017</u>		<u>2018</u>		<u>2019</u>		<u>2020</u>	
1/1 - 3/31	\$33,364	(-9%)	\$33,444	(+0%)	\$37,496	(+12%)	\$32,136	(-14%)
4/1 - 6/30	\$58,004	(-2%)	\$62,223	(+7%)	\$63,877	(+3%)	\$28,314	(-56%)
7/1 - 9/30	\$78,729	(+1%)	\$87,502	(+11%)	\$81,215	(-7%)	\$0	(+0%)
10/1 - 12/31	\$45,999	(-2%)	\$47,452	(+3%)	\$51,309	(+8%)	\$0	(+0%)
<b>Total:</b>	<b>\$216,095</b>	<b>(-2%)</b>	<b>\$230,621</b>	<b>(+7%)</b>	<b>\$233,897</b>	<b>(+1%)</b>	<b>\$60,450</b>	<b>(-40%)</b>



# In Review

- Montana's existing model funds promotion without requiring general fund allocations
- There is a measurable ROI at the state, regional and local level
- Main Street businesses thrive when visitors contribute economically, bringing in new dollars to circulate in MT.

## The Destination Management Cycle

By Maura Gast, FCDME

If you build a place  
people want  
to visit, you build  
a place where  
people want to live.

**And if you build  
a place where business  
has to be, you'll build a  
place where people  
have to visit**



If you build a place  
where people want  
to live, you'll build  
a place where people  
want to work.

If you build a place  
where people want  
to work, you'll build  
a place where  
business needs to be.



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# Team Tourism

The screenshot shows the homepage of the website. At the top left is the logo. The navigation bar includes 'Home', 'About Us', 'Tourism's Value', 'Research', 'Get Involved', 'Media Room', and 'Contact Us'. There is also a social media icon bar and an email sign-up form. The main content area features a featured article titled 'Tourism Fuels Our Economy' with a sub-headline 'Visitors Spend over \$3 Billion Annually'. Below this are sections for 'Supporting Tourism – a Leading Montana Industry', 'Upcoming Events', and 'Latest News'. Each section includes a brief description and a 'Subscribe' button.

# Thank you!

[www.voicesoftourism.com](http://www.voicesoftourism.com)



Monthly emails



# JOBS - COMMUNITY - ECONOMY