



Great Falls

MONTANA

TOURISM

GROW TOURISM | DEVELOP THE DESTINATION |
ADVOCATE FOR TOURISM

GREAT FALLS MONTANA TOURISM

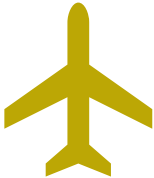
- Destination Management Organization [DMO] for Great Falls, Montana
- One Piece of Economic Development
- Independent Non-Profit
- Designated by City of Great Falls to receive Accommodation Tax
- Manage Tourism Business Improvement District – self created by Lodging Properties



GREAT FALLS MONTANA TOURISM ROLE



Recruit Meetings and Conventions



Market Great Falls with owned and paid media to Leisure Travelers



Assist In-Market Guests



Support Tourism Infrastructure Assets



Develop Great Falls Champions



Invest in New and Growing Events



www.VisitGreatFallsMontana.org

Tourism Business
Improvement
District

Convention and
Visitors Bureau

Executive
Director

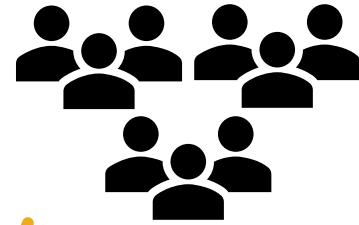
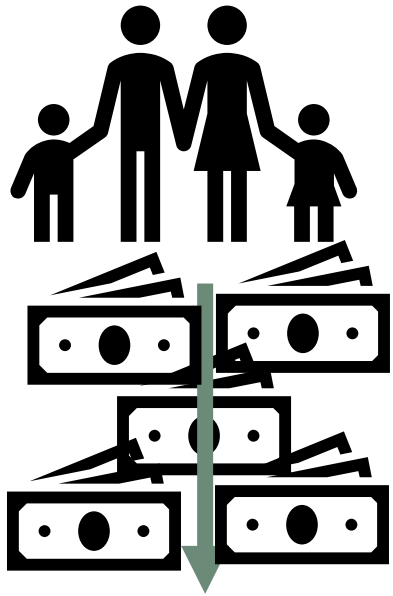
Business
Development
Director

Content and
Social Media
Director

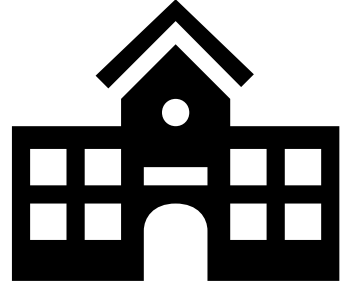
Volunteers

Interns

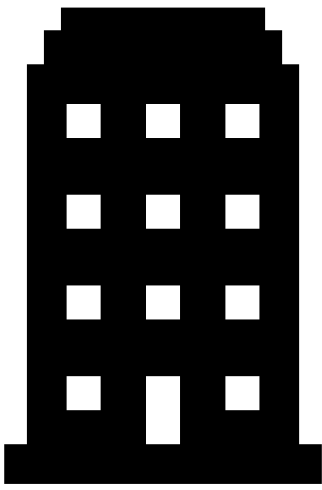




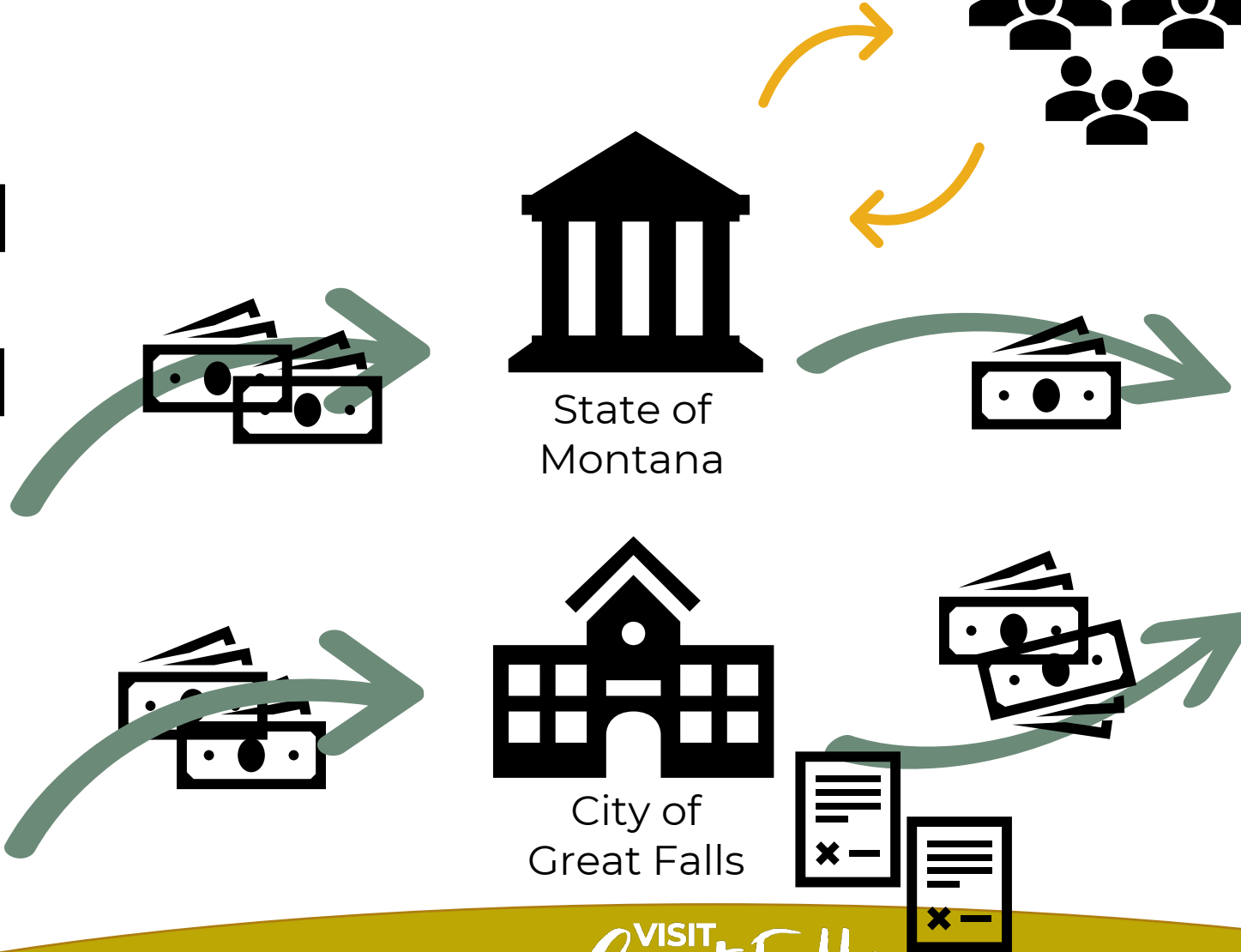
State of
Montana



City of
Great Falls



Lodging
Property



Great Falls
MONTANA
TOURISM

VISIT
Great Falls
MONTANA

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TBID	CVB	Community
x	x	Billings
x	x	Butte
x	x	Glendive
x	x	Great Falls
x	x	Havre
x	x	Helena
x	x	Kalispell
x	x	Livingston
x	x	Miles City
x	x	Missoula
x	x	Red Lodge
x	x	West Yellowstone

TBID	CVB	Community
	x	Belgrade
	x	Big Sky
	x	Bozeman
	x	Dillon
	x	Gardiner
	x	Whitefish

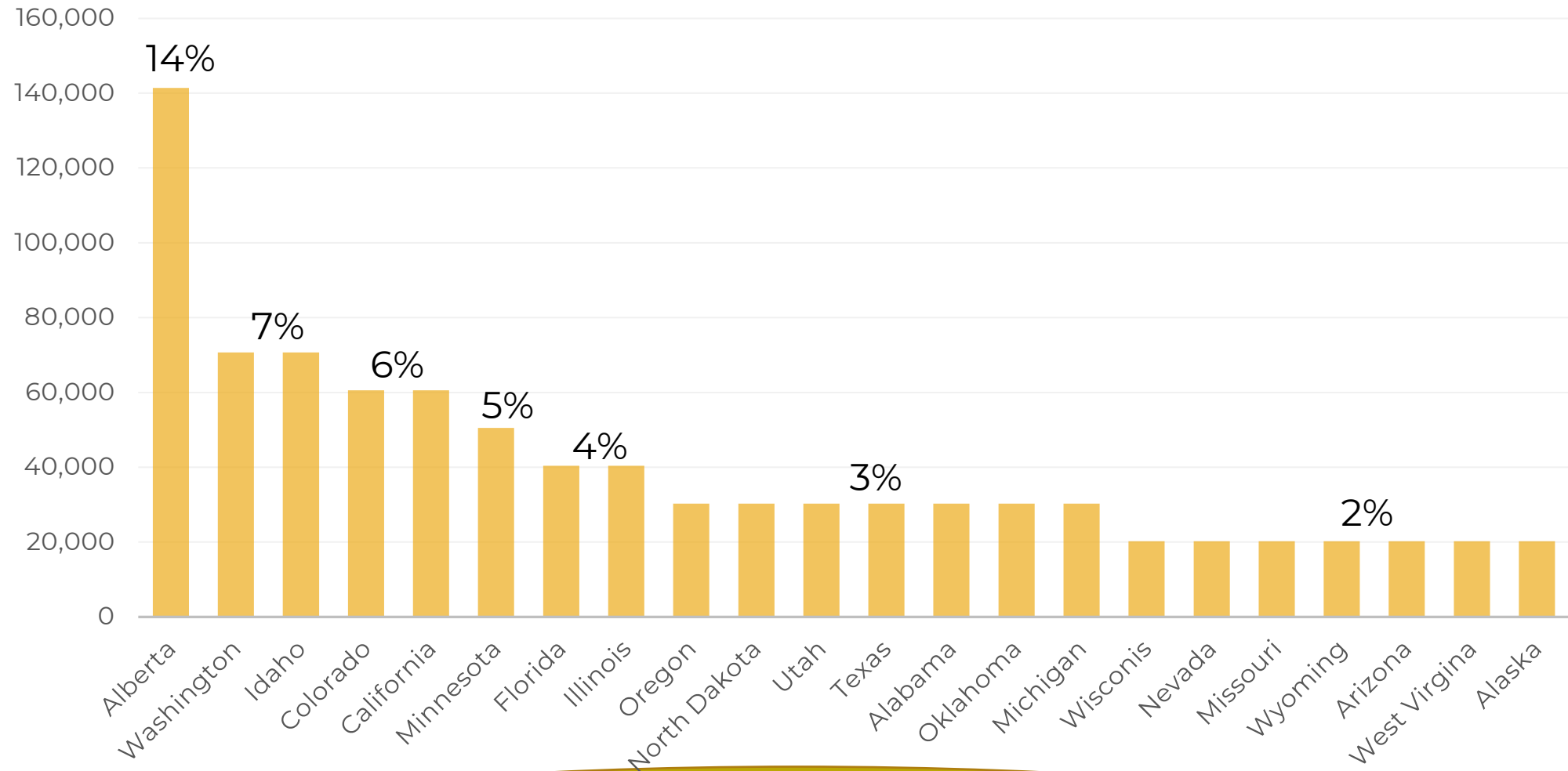
TBID	CVB	Community
x		Choteau
x		Gallatin County
x		Glasgow
x		Lewistown
x		Ravalli County
x		Shelby
x		Sidney





BY THE NUMBERS

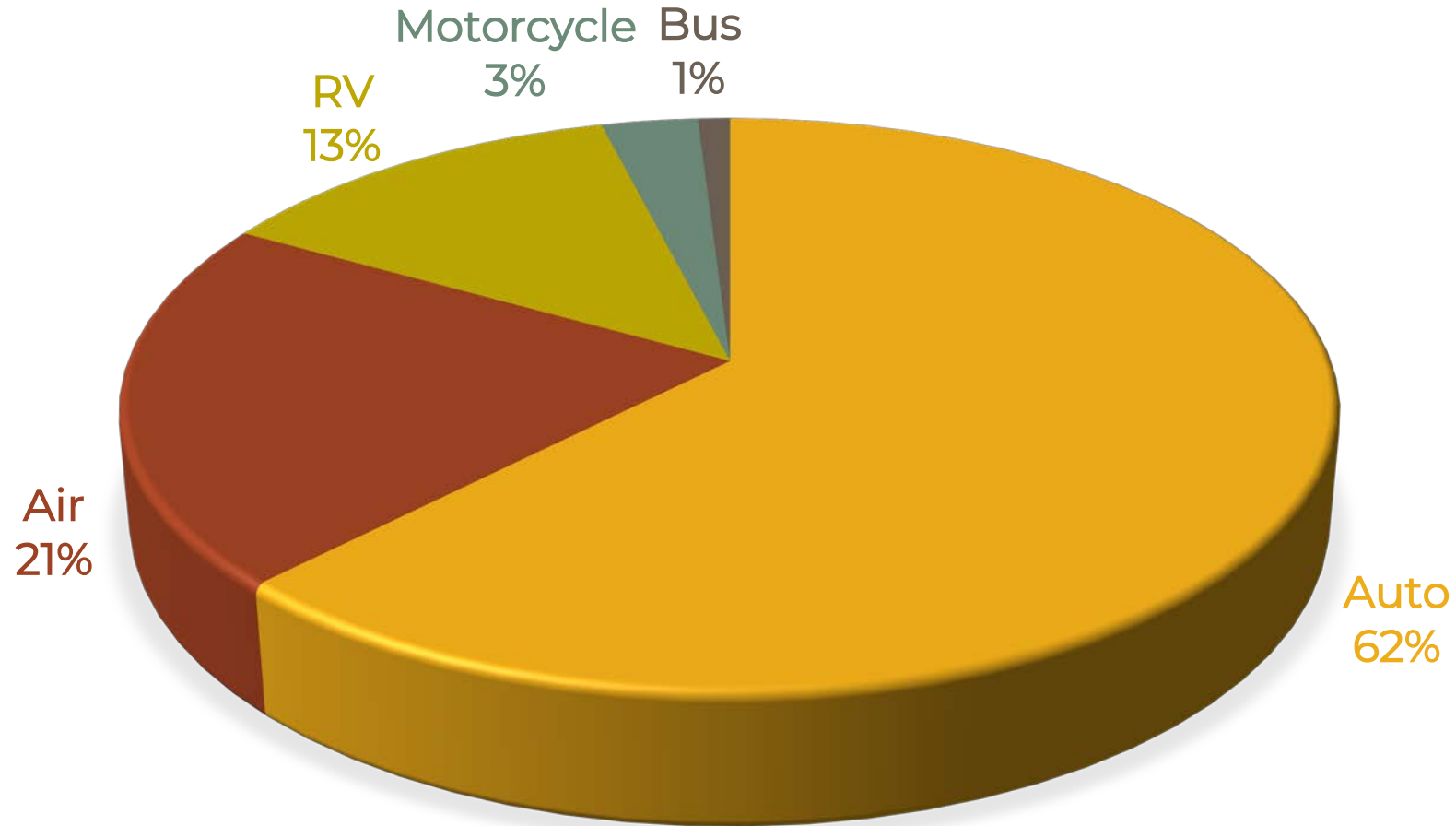
NON-RESIDENT ARRIVAL DATA



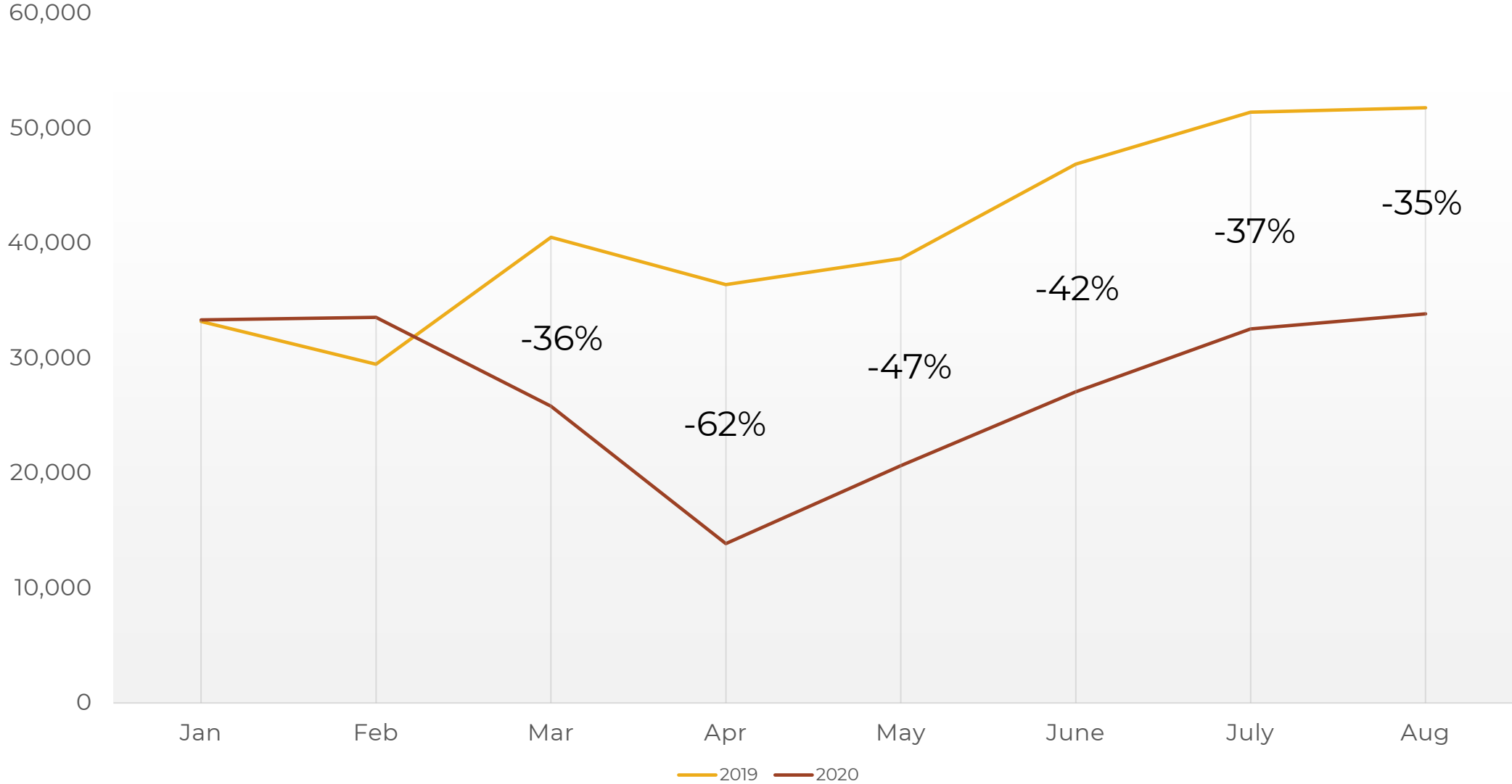
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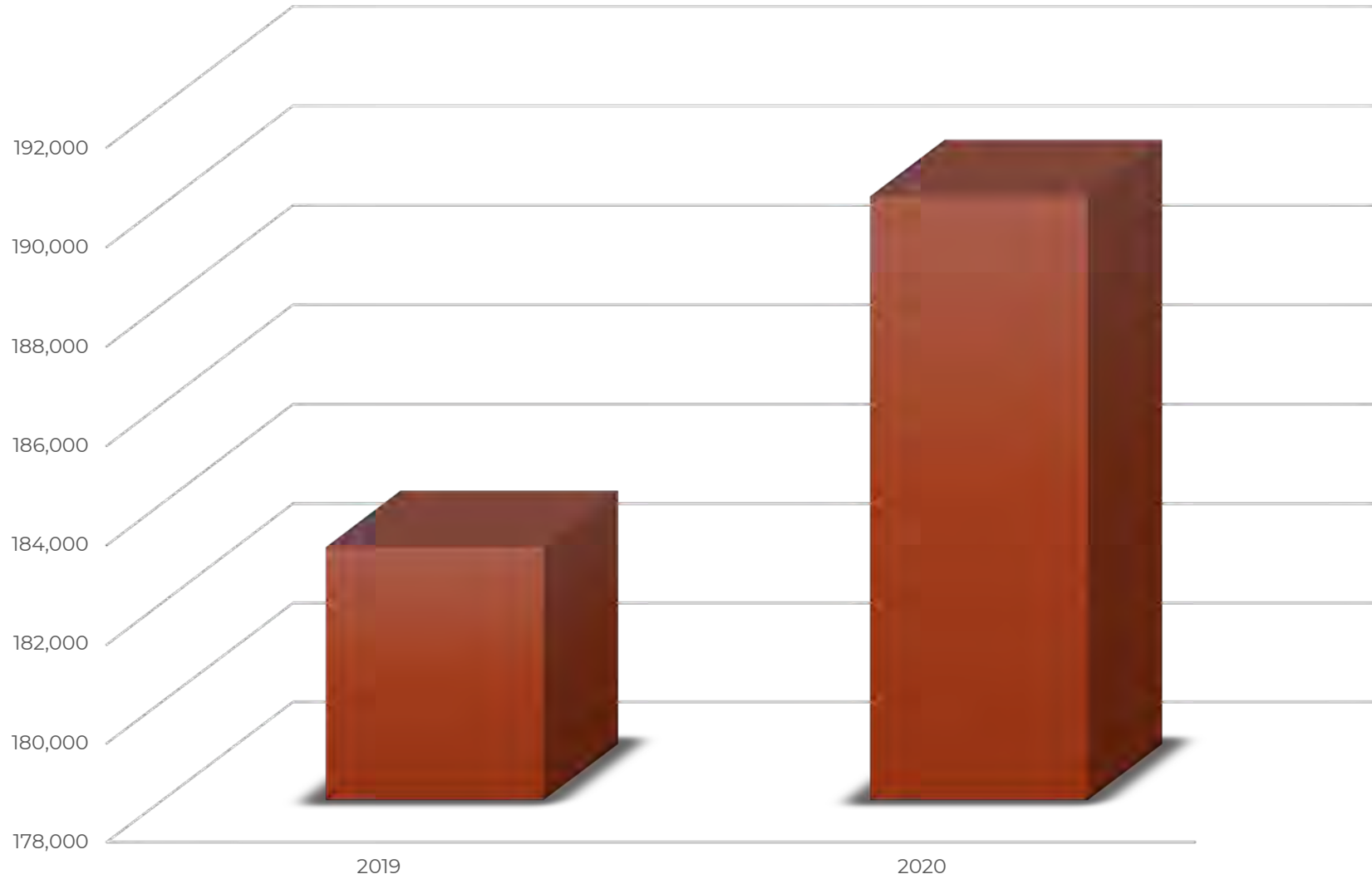
ARRIVAL MODES



Room Demand



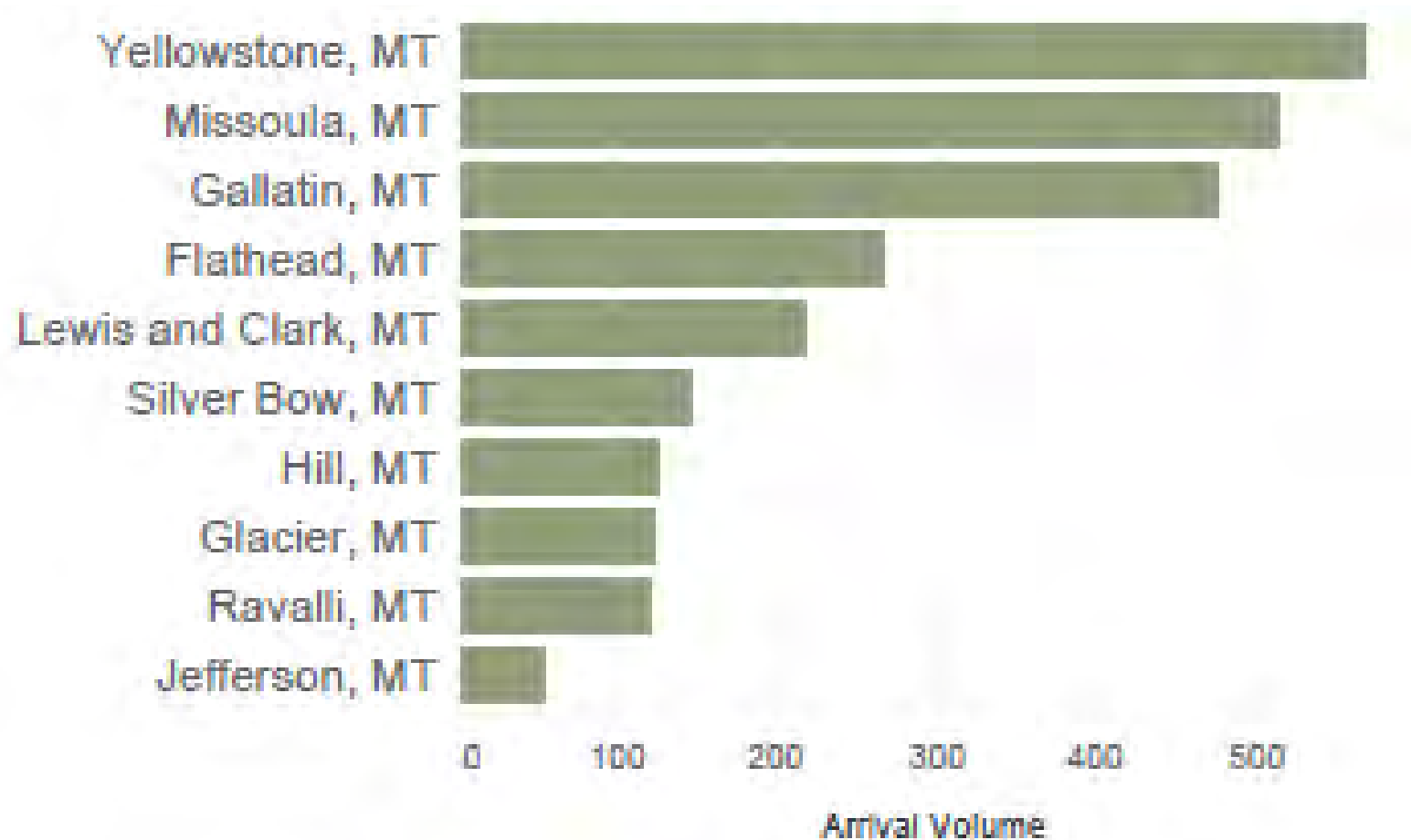
Year over Year Website Users



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MONTANA ARRIVAL DATA

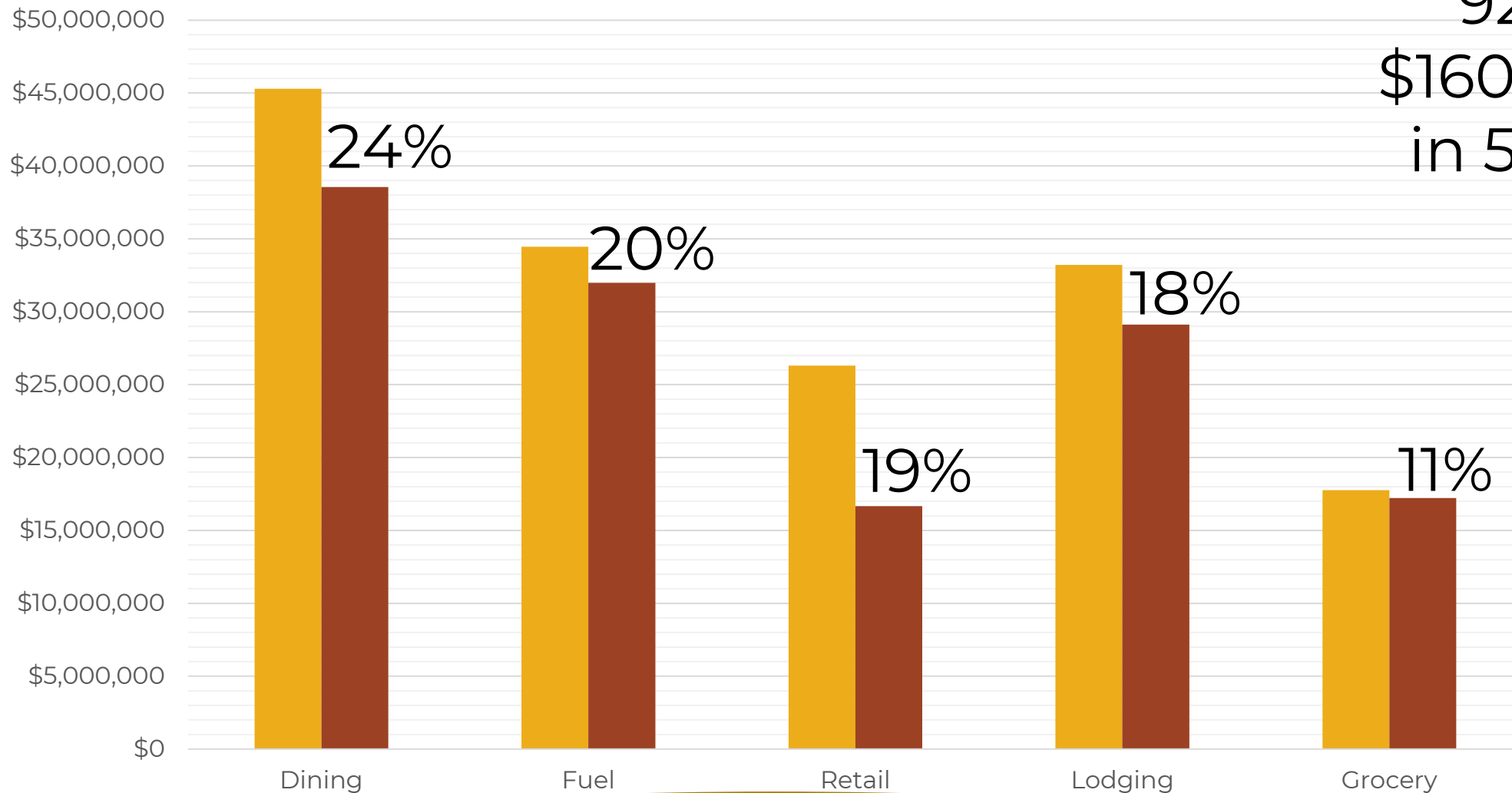


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Year over Year Spending

2018 2019



92% of
\$160 Million
in 5 Areas

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OVERNIGHT VISITATION DRIVERS

- Vacations
- Friends & Family
- Meetings
- Conventions
- Events
 - High School Sports Tournaments: Basketball, Swim, Golf, Wrestling, etc
 - Western Art Week
 - Montana State Fair
 - Montana PRCA Circuit Finals Rodeo
 - Voyagers Games, Americans Games, Argos Games, etc





RECOVERY

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UNIQUELY CHALLENGED

- Glacier National Park East Entrance Closed
- Canadian Border Closed
- Major City Pass Through
- Annual Operating Revenue from previous year collections
- Flying Comfort
- Lodging Comfort
- NEW MultiPurpose Event Center Future
- County Health Variances
- 20% CVB/Region Administration Cap



SURVIVE 2021 – 2022 CHALLENGED

- \$206,222 Tourism Safety Grant
- \$36,164 Relief Funds
- Not Eligible for Paycheck Protection Program
- Applying for EDA Funds
- Unable to secure CDBG Funds
- No 2020 State Tourism Grant Cycle
- 2021 Budget Planned -39% over 2020, at +3% Today
- Estimated 2022 Budget -45% over 2021





YOUR HELP

RECOVERING TOURISM ECONOMY

- Restriction Removal Nationally
- Extend East Glacier Grants beyond Blackfeet Nation
- Develop International Grant similar to East Glacier Grant
- Advocate for Canadian Border Opening
- Support Airline Expansion
- Support Infrastructure Funding
- Support DMO Funding
- Help Bring Back Montana's 12 million visitors & their money





THANK YOU!

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