



Voices of Montana Tourism

The Value of Tourism For Great Falls and Montana

Wednesday, October 7, 2020



Education & Outreach

How Voices Tells the Story

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





Education & Outreach

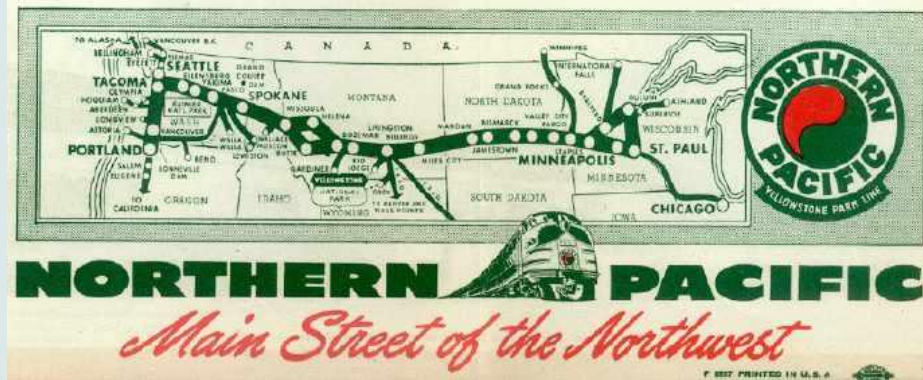
- Montana's Model
- Economic Update
- COVID-19 Impact



JOBS - COMMUNITY - ECONOMY



History of Tourism in Montana



VOICES OF
MONTANA TOURISM
JOBS. COMMUNITY. ECONOMY.

Travel Marketing and Promotion

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

Increased Visitor Trips



TRAVEL PROMOTION'S VIRTUOUS CYCLE



New Jobs & Tax Revenues

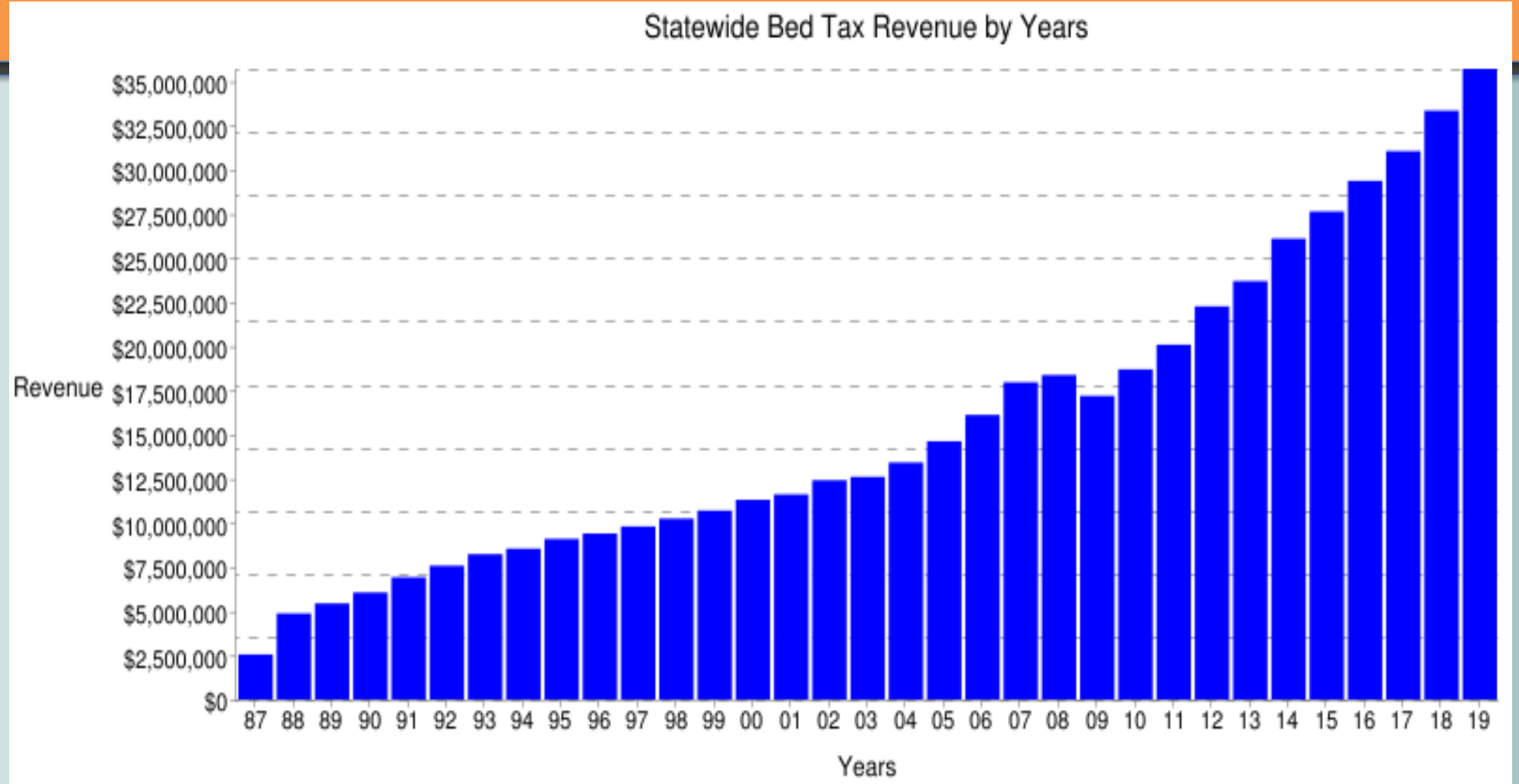


Additional Visitor Spending

U.S. TRAVEL
ASSOCIATION



MT Bed Tax History





Funding Sources

3% Bed Sales Tax

\$25.2 Million General Fund

4% Lodging Use Tax

\$33.6 Million State Programs

1% Bed Sales Tax

\$8.4 Historical Assets

FY19 Revenues

January 1, 2020

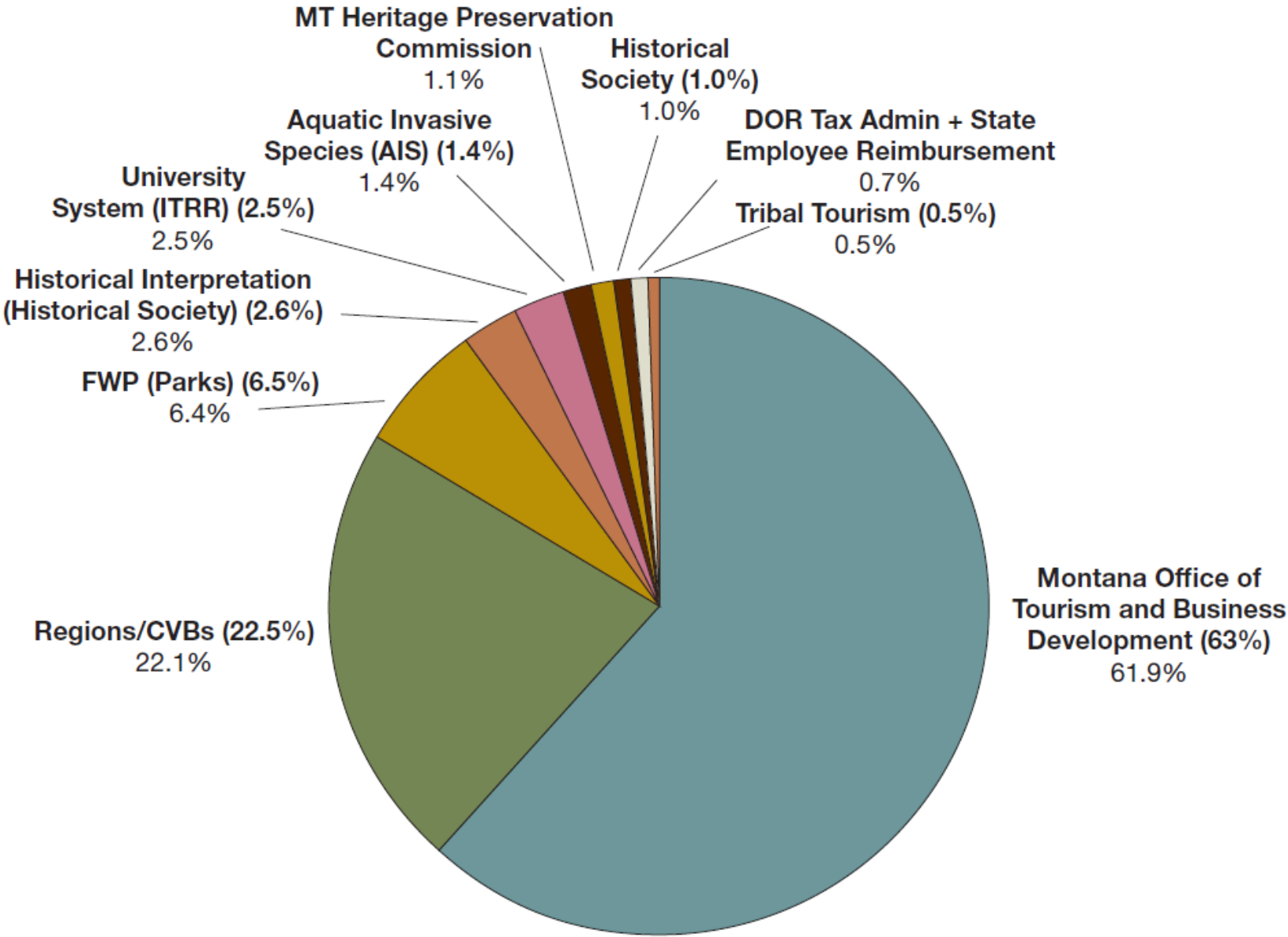




Montana Promotion Funding



DISTRIBUTION OF 4% LODGING FACILITY USE TAX*





Return On Investments

Tourism is a leading industry in Montana

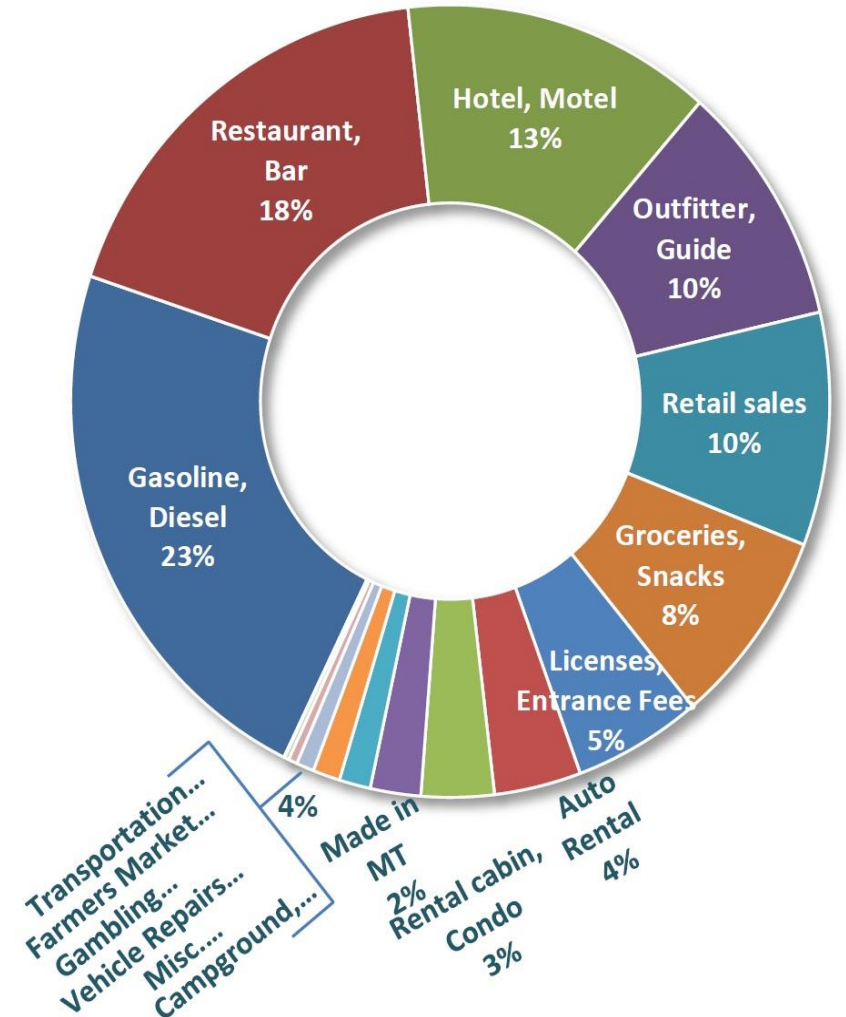
In 2019, **12.6 million** non-resident visitors:
spent **\$3.76 Billion**,

- 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

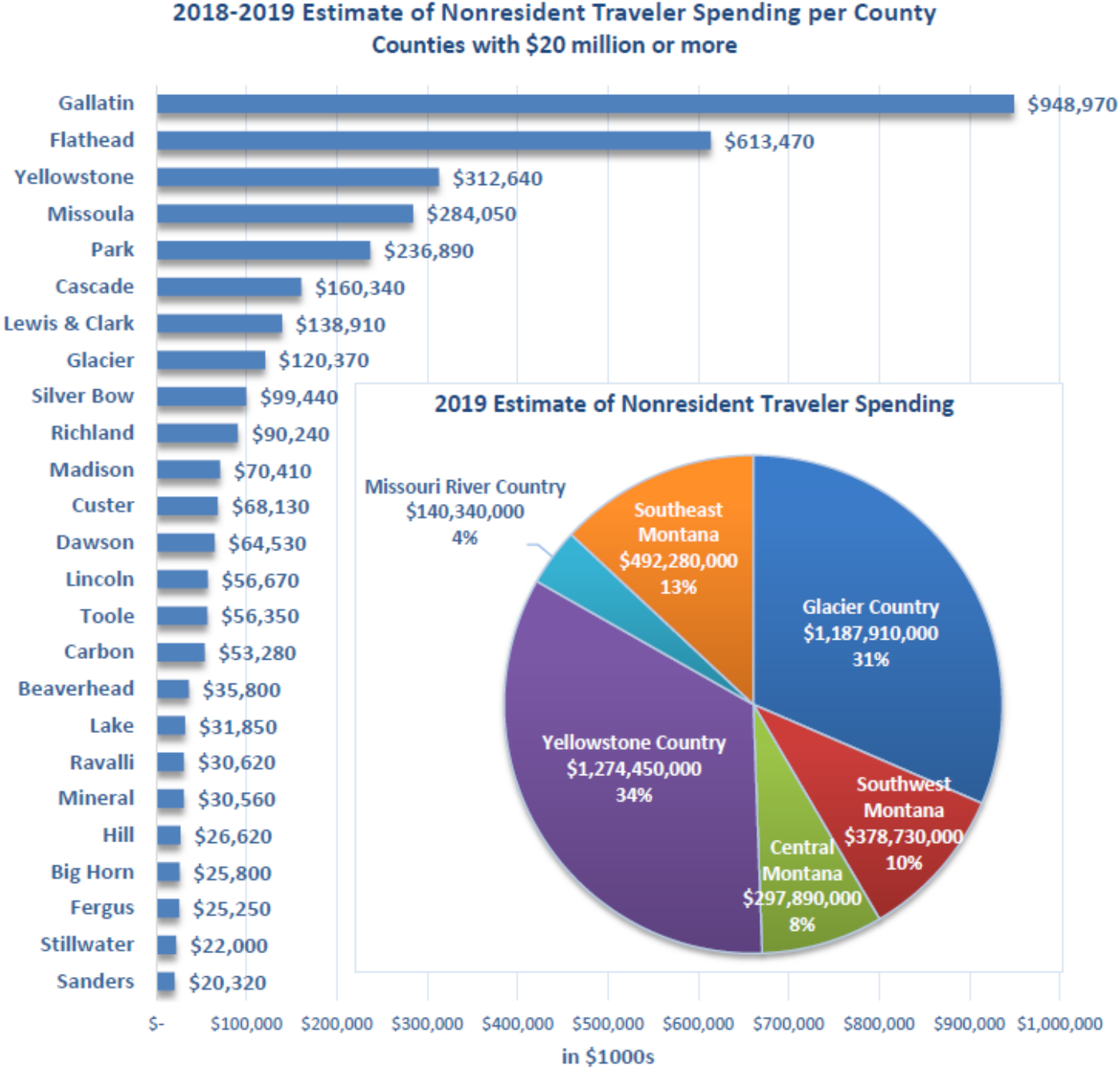
Expenditure Category	Average Daily Per Group ^{2,3}	Allocation by Category	Total Expenditures ^{2,4}
Gasoline, Diesel	\$34.49	23%	\$860,770,000
Restaurant, Bar	\$27.55	18%	\$681,020,000
Hotel, Motel	\$20.09	13%	\$496,440,000
Outfitter, Guide	\$15.30	10%	\$375,160,000
Retail sales	\$14.39	10%	\$357,820,000
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
Estimated Total	\$152.54		\$3,760,880,000

2019 Expenditure Allocation by Category



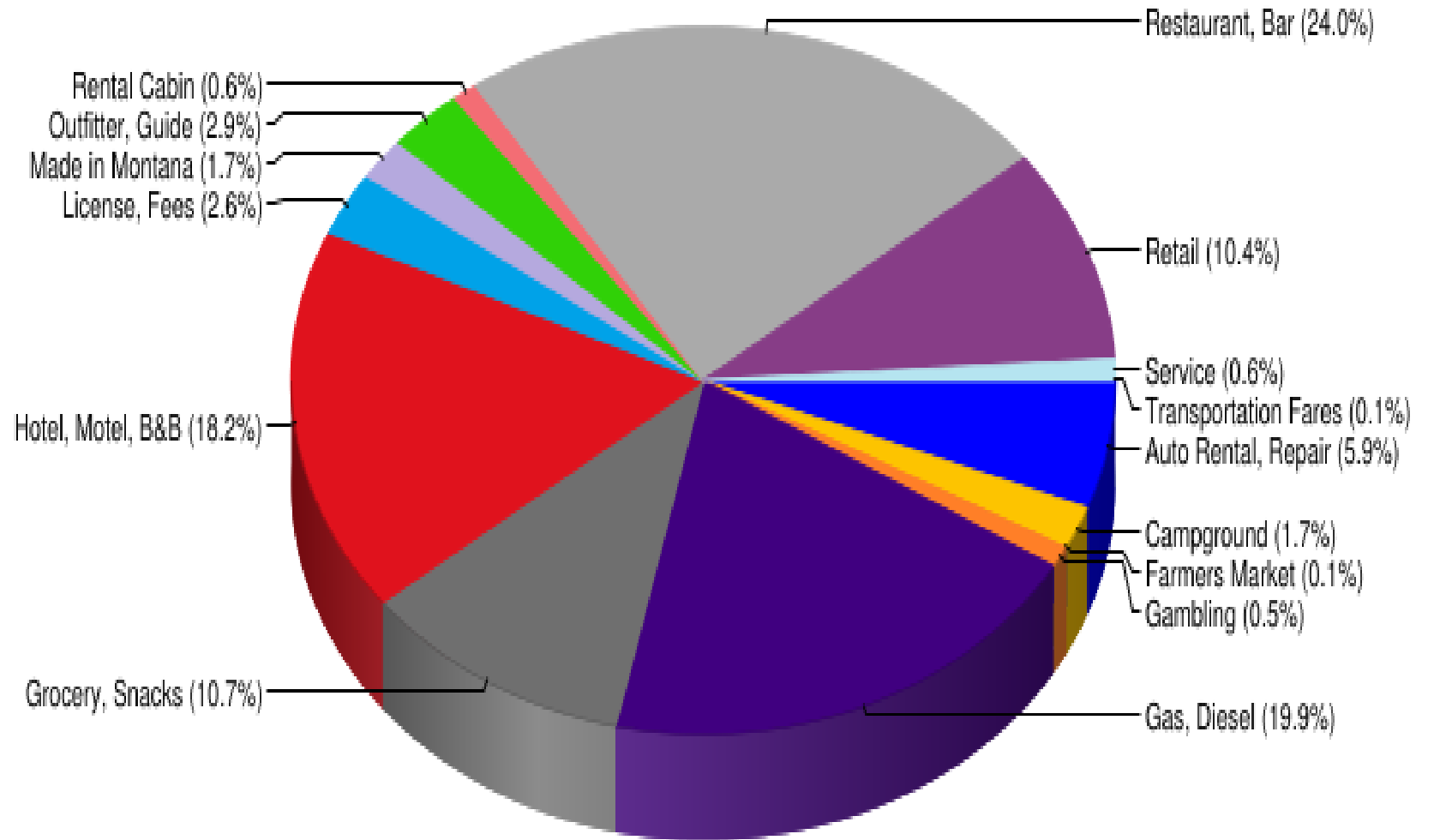


Nonresident spend per county



Spend 2019

2019 Nonresident Expenditures % for Cascade County: \$160,340,000





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%)
Total:	\$31,049,098	(+6%)		\$33,393,287	(+8%)		\$36,237,060	(+9%)		\$9,700,809	(-37%)



Great Falls Bed Tax Collections

	<u>2017</u>			<u>2018</u>			<u>2019</u>			<u>2020</u>	
1/1 - 3/31	\$331,082	(+5%)		\$304,443	(-8%)		\$308,168	(+1%)		\$263,714	(-14%)
4/1 - 6/30	\$359,653	(-0%)		\$357,143	(-1%)		\$385,286	(+8%)		\$158,687	(-59%)
7/1 - 9/30	\$455,456	(+0%)		\$481,306	(+6%)		\$475,455	(-1%)		\$0	(+0%)
10/1 -12/31	\$260,469	(+3%)		\$283,893	(+9%)		\$289,259	(+2%)		\$0	(+0%)
Total:	\$1,406,660	(+2%)		\$1,426,785	(+1%)		\$1,458,168	(+2%)		\$422,401	(-39%)

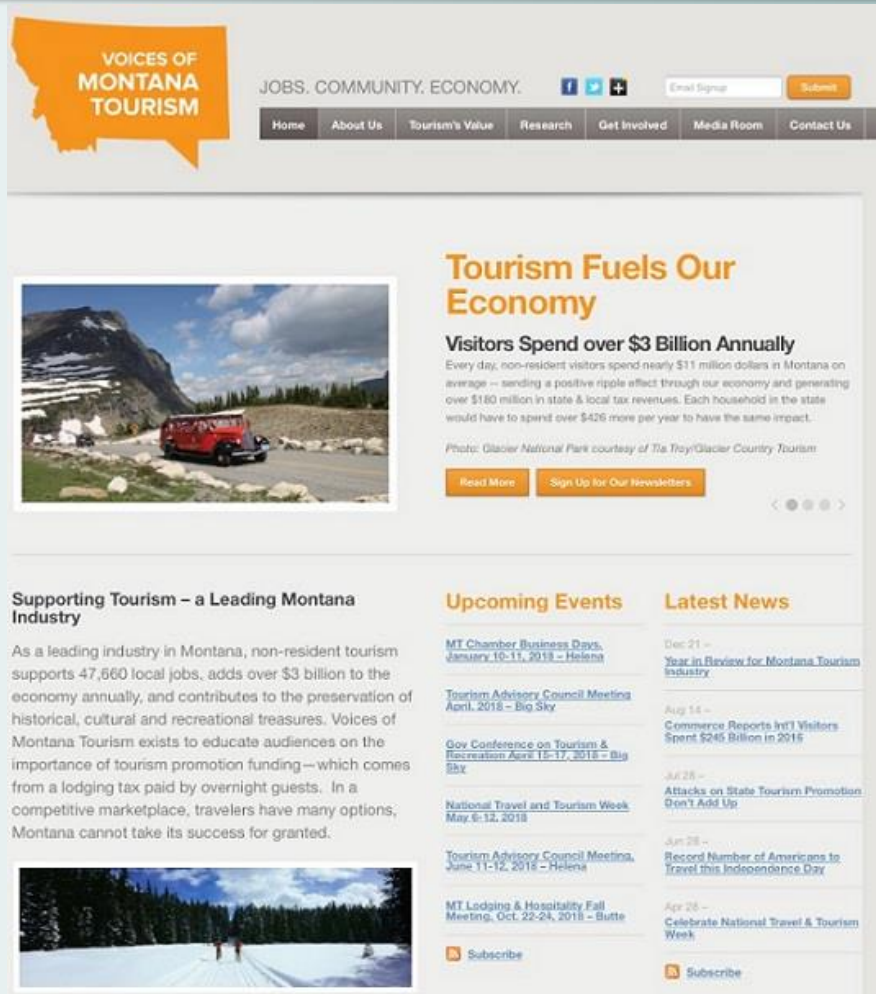


In Review

- 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.



Team Tourism



Thank you!

www.voicesoftourism.com



Monthly emails



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