



Voices of Montana Tourism

Value of the Visitor

Data For Telling the Story



Education & Outreach

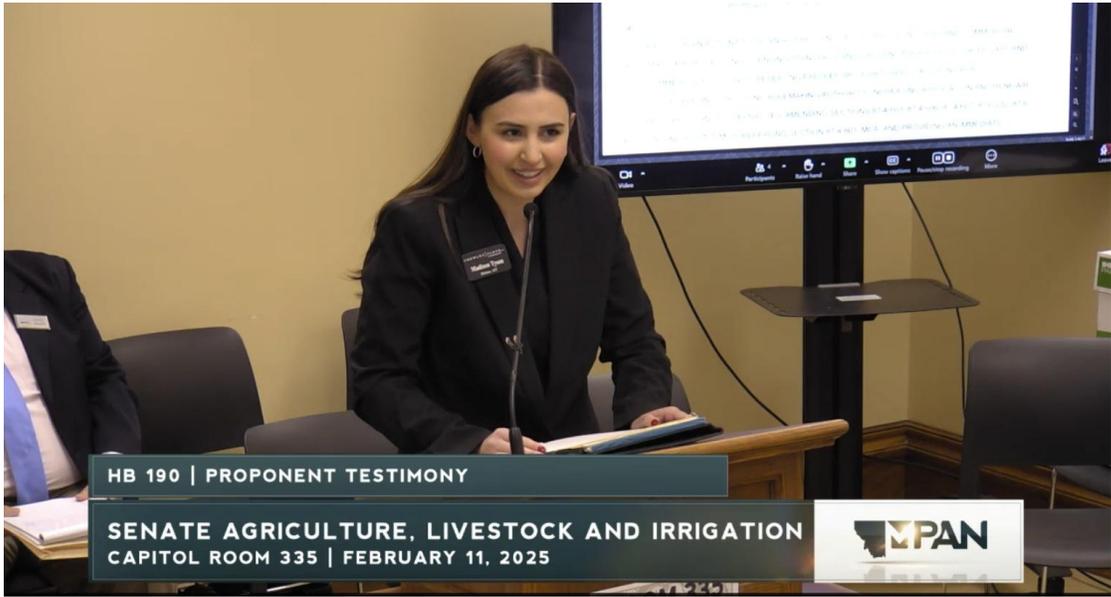
How Voices Tells the Story

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





MONTANA
TRAVEL ASSOCIATION



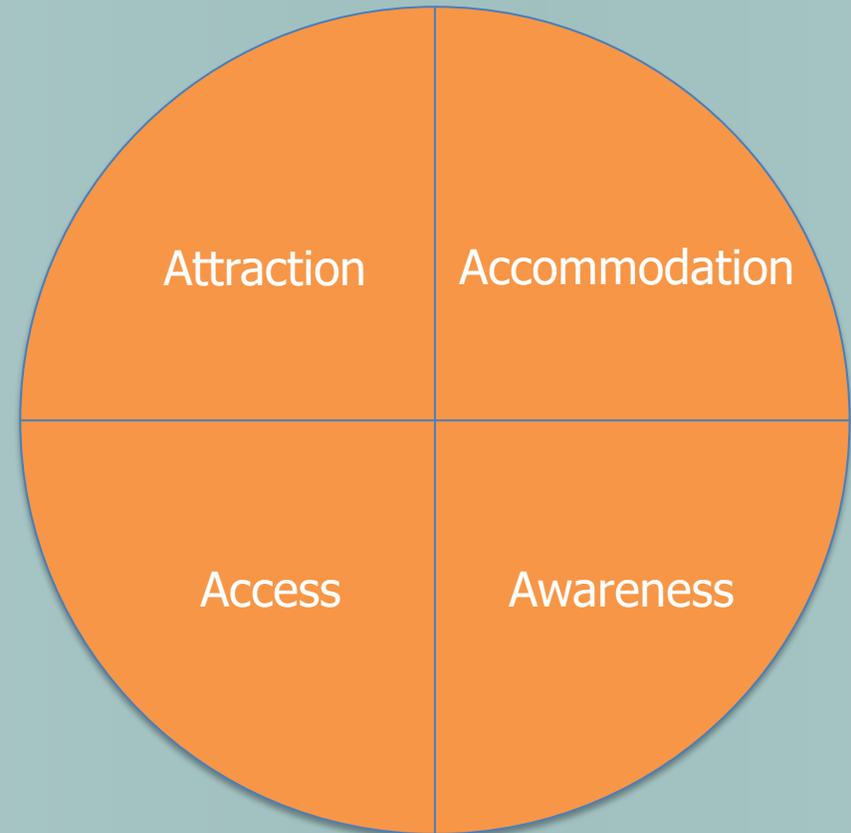
MONTANA TRAVEL ASSOCIATION





Four Components of Tourism Economy

- **Attraction** – manmade and natural attractions which satisfy visitors' educational, recreational, cultural needs
- **Accommodation** – establishments that offer place for people to stay, eat, shop - welcoming
- **Access** – transportation methods to reach destination
- **Awareness** – draw attention to area to promote visitation/sales





Accommodations Funding Sources



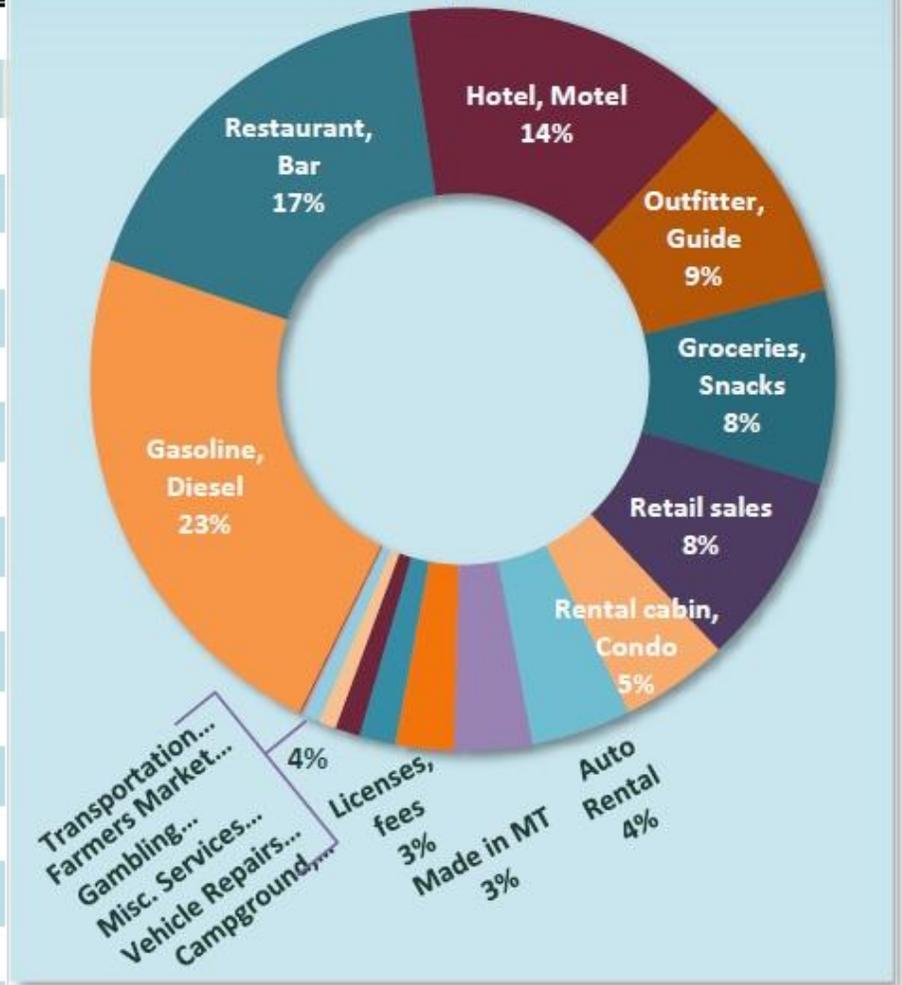
**FY24
Revenues**

*January 2025 historical asset distribution shifts from construction to maintenance and other tourism partners

Table 1 - 2023 Nonresident Traveler Expenditures¹

Expenditure Category	Average Daily Per Group ^{2,3}	Allocation by Category	Total Expenditures ^{2,4}
Gasoline, Diesel	\$44.46	23%	\$1,253,380,000
Restaurant, Bar	\$34.10	17%	\$952,430,000
Hotel, Motel	\$27.91	14%	\$783,830,000
Outfitter, Guide	\$18.19	9%	\$495,150,000
Groceries, Snacks	\$16.49	8%	\$461,640,000
Retail sales	\$16.40	8%	\$458,640,000
Rental cabin, Condo	\$9.19	5%	\$255,360,000
Auto Rental	\$8.56	4%	\$237,110,000
Made in MT	\$6.61	3%	\$183,900,000
Licenses, Entrance Fees	\$4.88	3%	\$137,730,000
Campground, RV Park	\$3.10	2%	\$85,940,000
Vehicle Repairs	\$2.08	1%	\$58,770,000
Misc. Services	\$1.44	1%	\$40,900,000
Gambling	\$1.37	1%	\$38,830,000
Farmers Market	\$0.26	<1%	\$7,150,000
Transportation Fares	\$0.10	<1%	\$2,750,000
Estimated Total	\$195.15		\$5,453,510,000

2023 Expenditure Allocation by Category





Montana 4% Lodging Facility Use Tax Collections

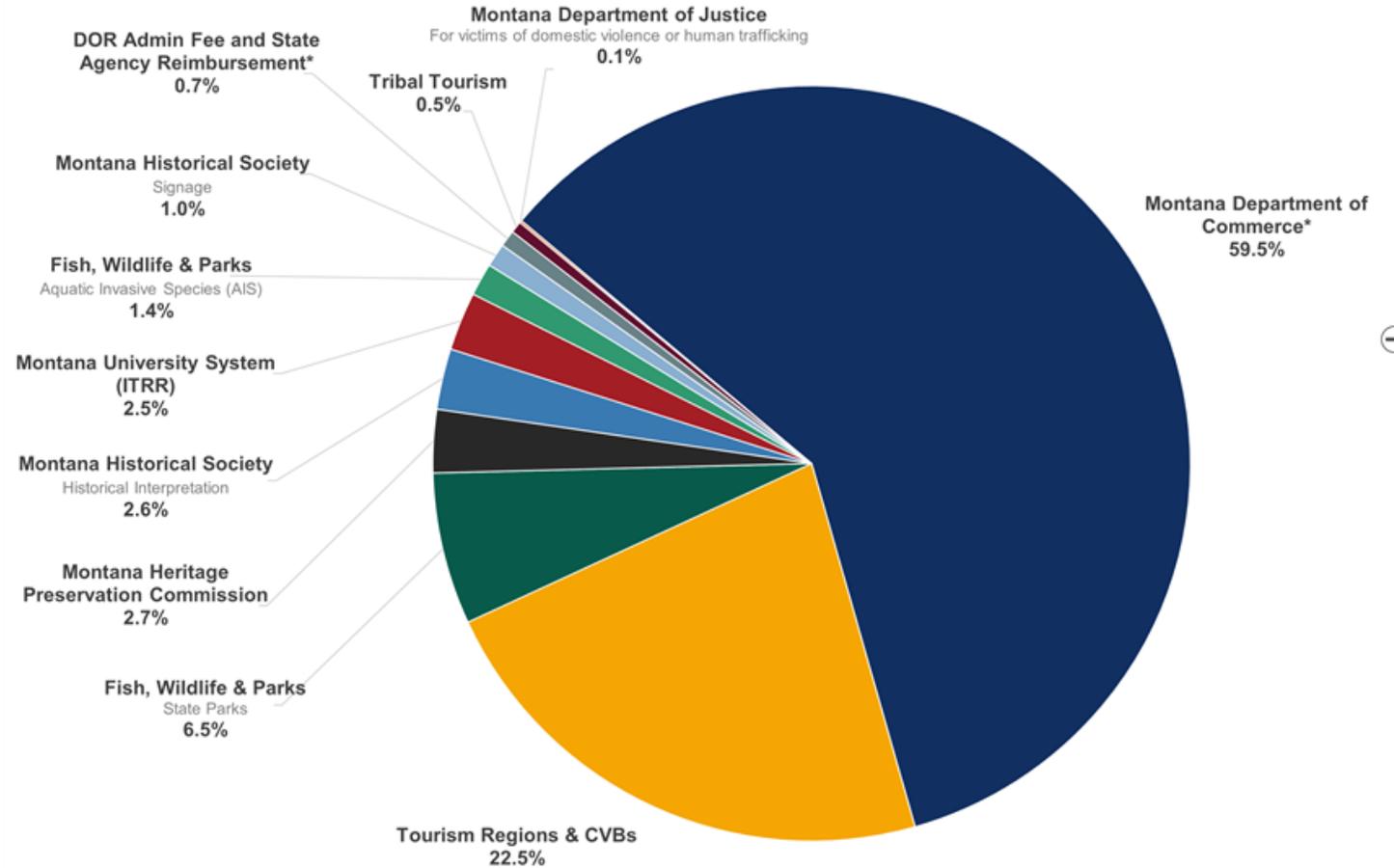
Montana Code Annotated 15-65-101

Last Updated: 8/19/2024



MONTANA DEPARTMENT OF
COMMERCE

ESTIMATED DISTRIBUTION OF 4% LODGING FACILITY USE TAX MCA 15-65-121



Distribution of 4% Lodging Facility Use Tax Pie Chart

* Indicates that these percentages are estimated distributions based on FY24 lodging facility use tax collections. Commerce's statutory allocation is 60.2%. Fees and reimbursements accounted for 0.7% of lodging facility use tax collections in FY24 which are taken from Commerce's distribution. All other distribution percentages are from statute.

Fiscal or Calendar Year
Fiscal Year

Year
2017



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JOBS. COMMUNITY. ECONOMY.

Travel Marketing and Promotion

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

Increased Visitor Trips



TRAVEL
PROMOTION'S
VIRTUOUS
CYCLE



New Jobs & Tax Revenues

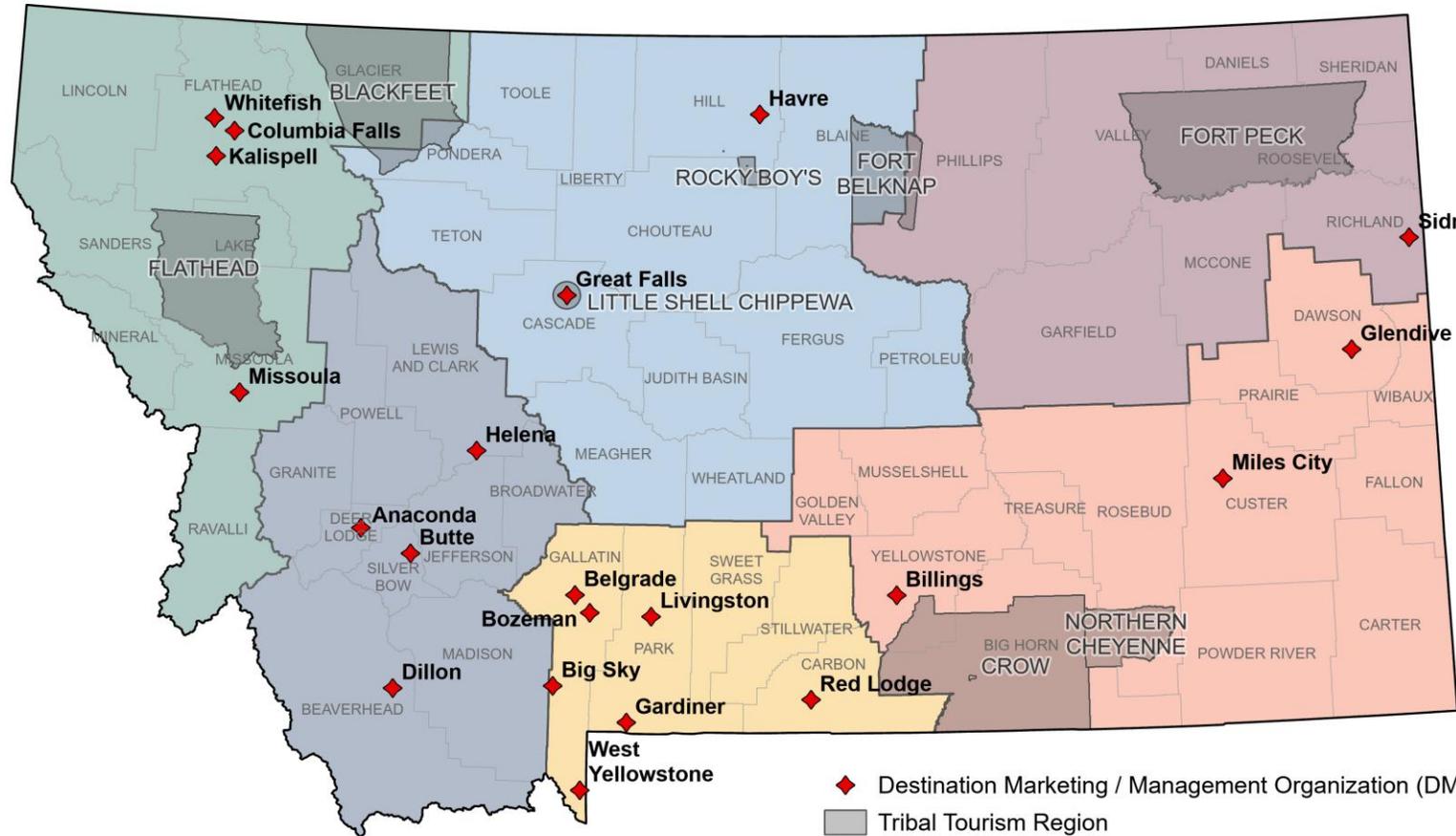


Additional Visitor Spending

U.S. TRAVEL
ASSOCIATION

Montana Tourism Regions

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- Central Montana**
 Lewistown 406-761-5036
 - Southeast Montana**
 Billings 406-294-5270
 - Western Montana Glacier Country**
 Missoula 406-532-3234
 - Southwest Montana**
 Deer Lodge 406-846-1943
 - Yellowstone Country**
 Bozeman 406-556-8680
- ◆ Destination Marketing / Management Organization (DMO)
 Tribal Tourism Region



Sustainable Tourism

“Our success cannot continue unabated if we don’t take into consideration that this industry needs to be sustainable.”

Caroline Beteta, Visit California

TRAVEL WEEKLY

From marketing to managing Quality vs. quantity A shifting emphasis



Advertisement

PART ONE OF A TWO-PART LOOK AT THE EVOLUTION OF DMOs

FROM MARKETING TO MANAGING





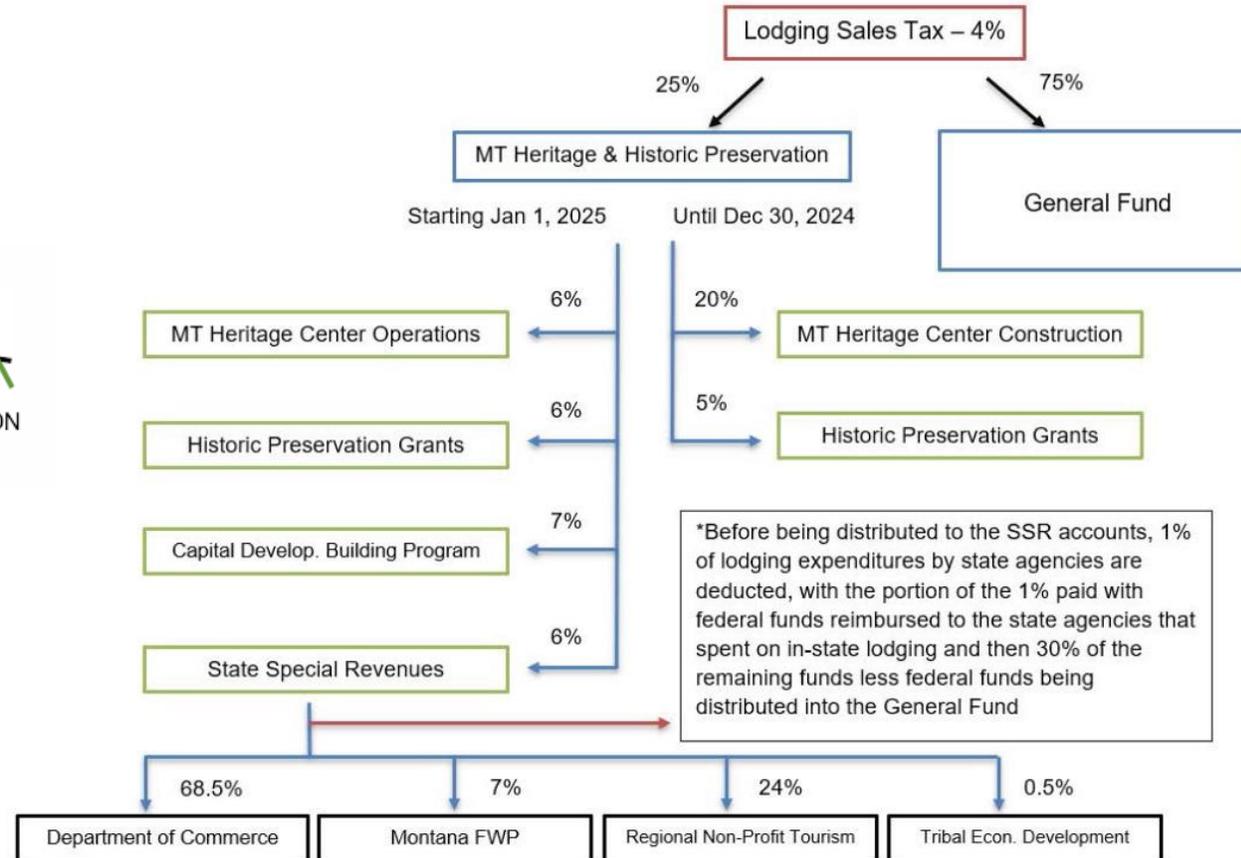
Significant Bed Tax Legislation

SB338 (2019)

SB540 (2023)

SB409 (2025)

Industry Led Funding of Montana Heritage Center Construction, SB338 (2019)



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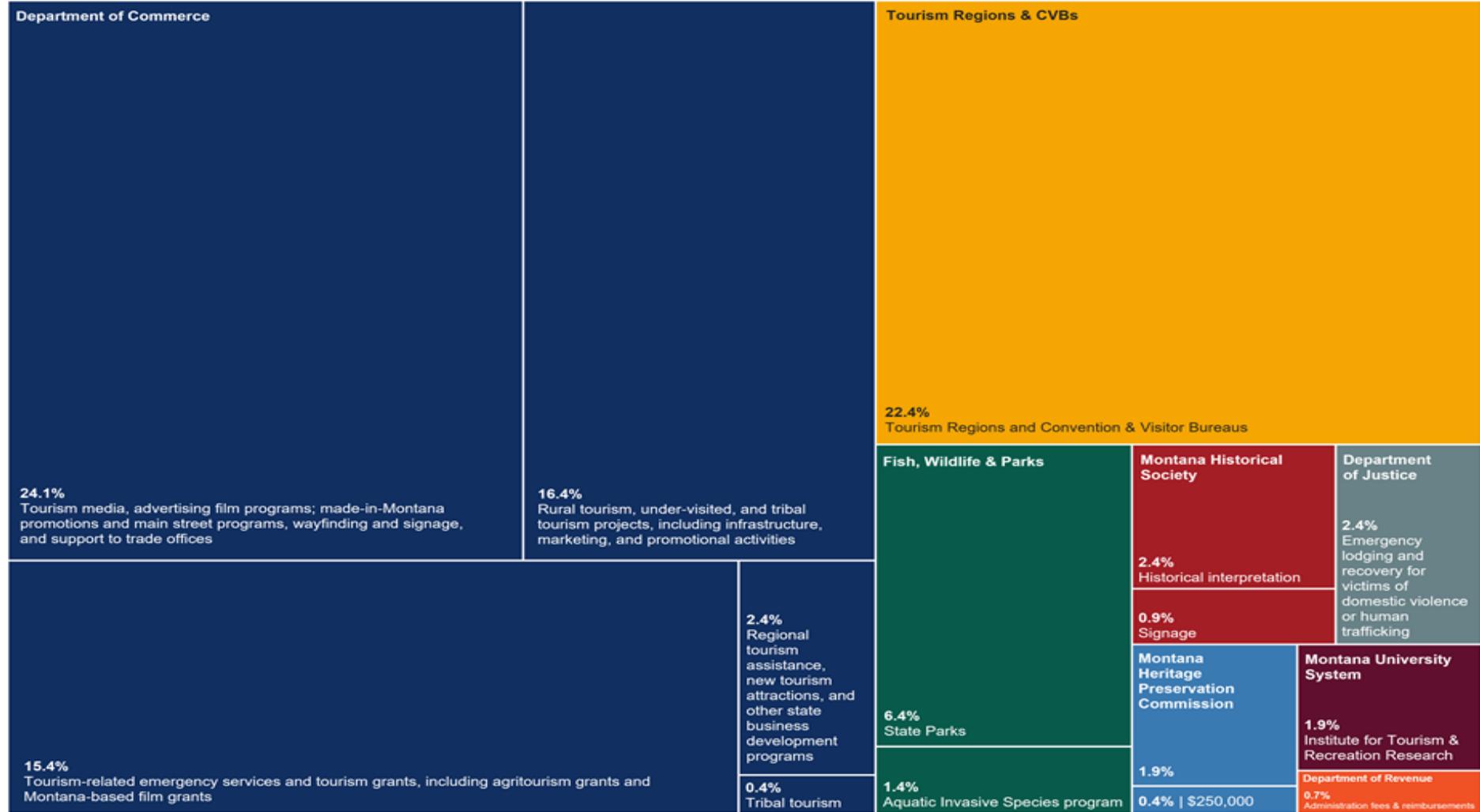
22 Partners Including:

- Economic Development
- Airport
- Dude Ranchers
- Chambers
- Transportation
- Museums
- Taverns



ESTIMATED DISTRIBUTION OF 4% LODGING FACILITY USE TAX
 MCA 15-65-121

SB409



Montana 4% Lodging Facility Use Tax Collections

Montana Code Annotated 15-65-101

Last Updated: 11/21/2025



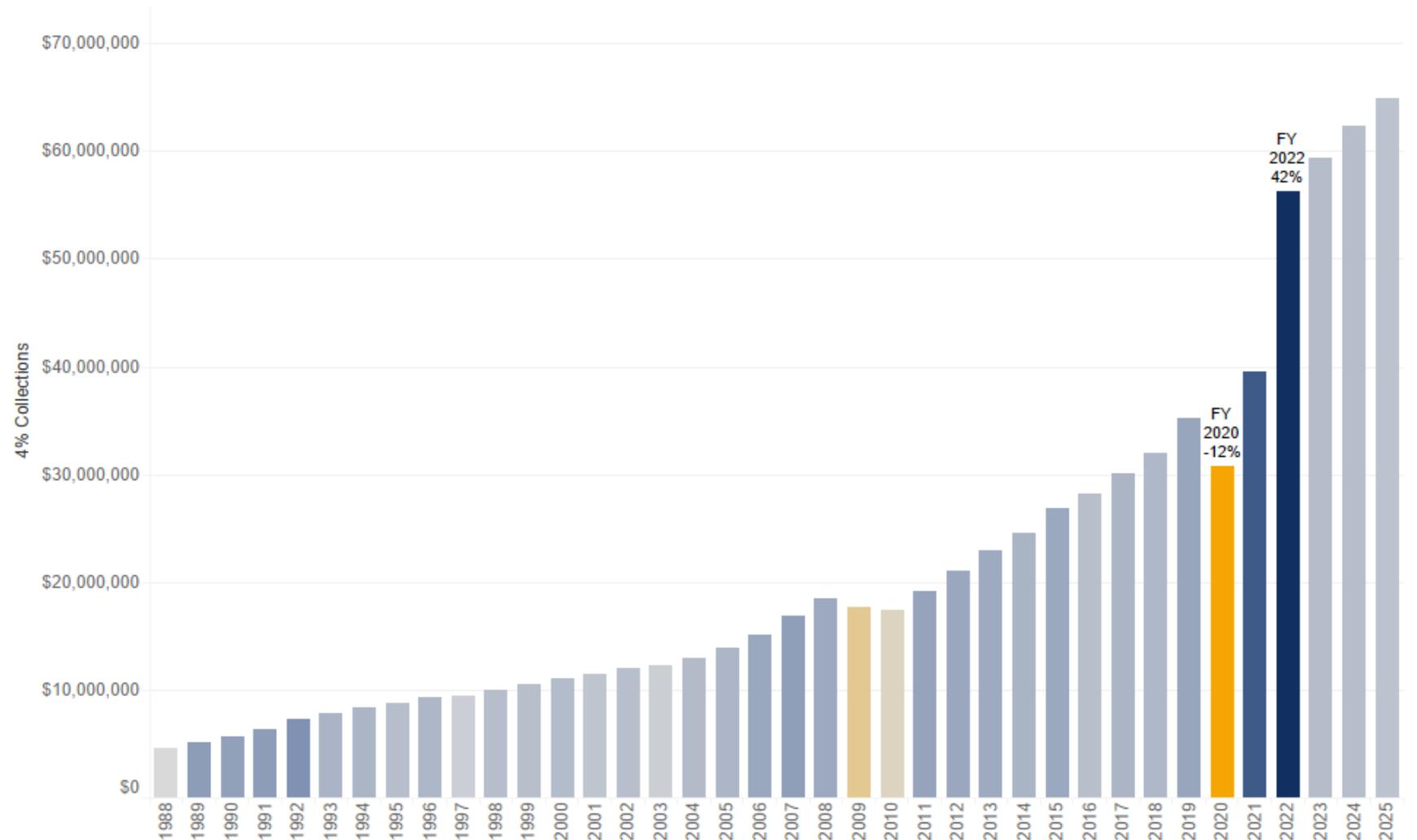
MONTANA
DEPARTMENT OF COMMERCE

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Single Geography - Annual Trend - Complete Fiscal Years Only

Step 1: Geography Type
Statewide

Step 2: Geography Name
Statewide (Montana)



Only years with 4 quarters of data are shown with one exception: CVBs when fiscal year is selected.
The minimum and maximum growth years are labeled with the year and percent change.
This page will only show a single geography at a time. Begin by selecting a geography type, then select a geography name.

Fiscal or Calendar Year
Fiscal Year

Year-Over-Year Growth
-12% 42%



Montana's New Brand

**If Montana stays Montana,
we're doing it right.**

The new Montana brand was built to represent the people who live here. It promotes the whole state, helps guide and spread out visitation, supports local businesses, welcomes new ones, uplifts rural communities and shares the stories that make Montana what it is.

MONTANA





Return On Investments

Tourism is a leading industry in Montana

In 2025, **13.264 million** non-resident visitors:
spent **\$5 Billion**,

- supported **38,240 jobs** statewide - **\$1.6 billion** in salaries,
- generated **\$308 million** in state & local taxes and
- lowered taxes on each Montana household by over **\$680.00**

* Data is based on spending report by ITRR released May 2025 and January 2026



Team Tourism

Thank you!

www.voicesoftourism.com

JOBS - COMMUNITY - ECONOMY