

PRIME



Visit
BELGRADE
MONTANA

UPDATE
JANUARY 2026



WEBSITE TRAFFIC

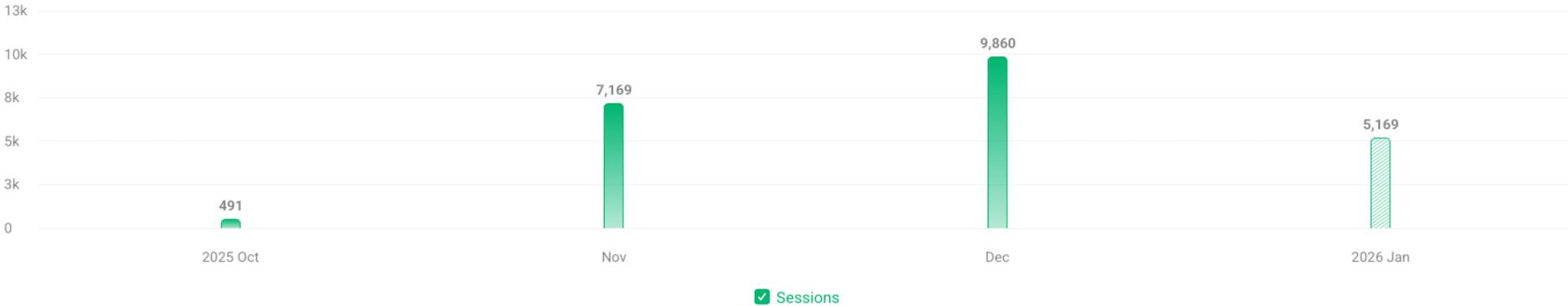
PRIME

WEBSITE TRAFFIC

SINCE OCTOBER 1, 2025

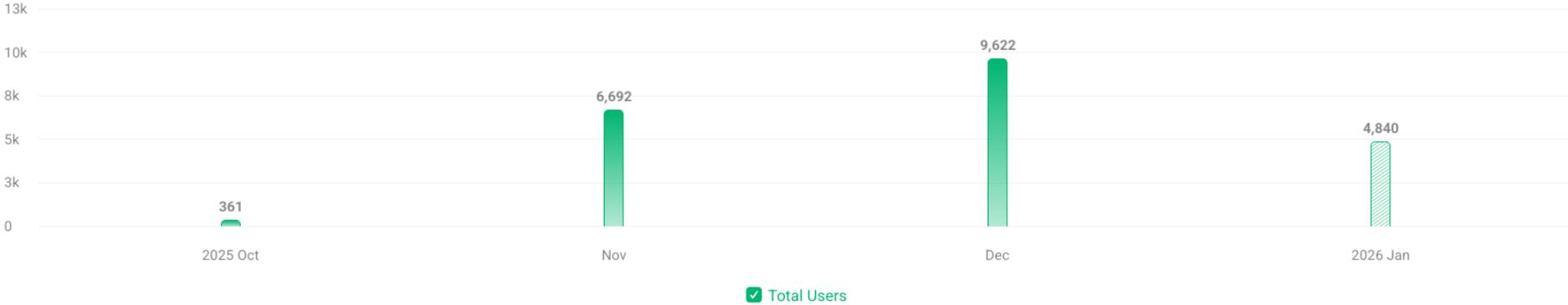
Last 107 days (2025 Oct - 2026 Jan)

MONTHLY VISITS



Since Oct 1, 2025 (2025 Oct - 2026 Jan)

MONTHLY VISITORS



PAGE VIEWS

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (Oct 1, 2025 - Jan 14, 2026)

TOP PAGES

Metric	Value	vs 1Y ago
Visit Belgrade, MT - Visit Belgrade	25,607	
Things to Do + See in Belgrade, MT - Visit Belgrade	1,851	
Hotels + Other Lodging in Belgrade, MT - Visit Belgrade	1,011	
Restaurants, Bars + Breweries in Belgrade, MT - Visit Belgrade	957	
Blog - Visit Belgrade	232	
Things to Do in Belgrade, MT, Before Your Flight Out of BZN - Visit Belgrade	231	
Visit Belgrade	202	
Bozeman-Yellowstone International Airport The Most Convenient Airport Near	185	

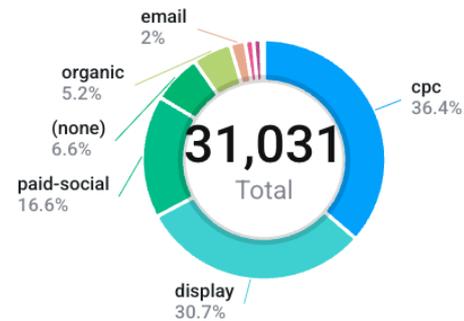
Since Oct 1, 2025 (W40, 2025 - W3, 2026)

VIEWS BY WEEK



Since Oct 1, 2025 (Oct 1, 2025 - Jan 14, 2026)

VIEWS BY MEDIUM



WEBSITE VISITOR LOCATION

SINCE OCTOBER 1, 2025

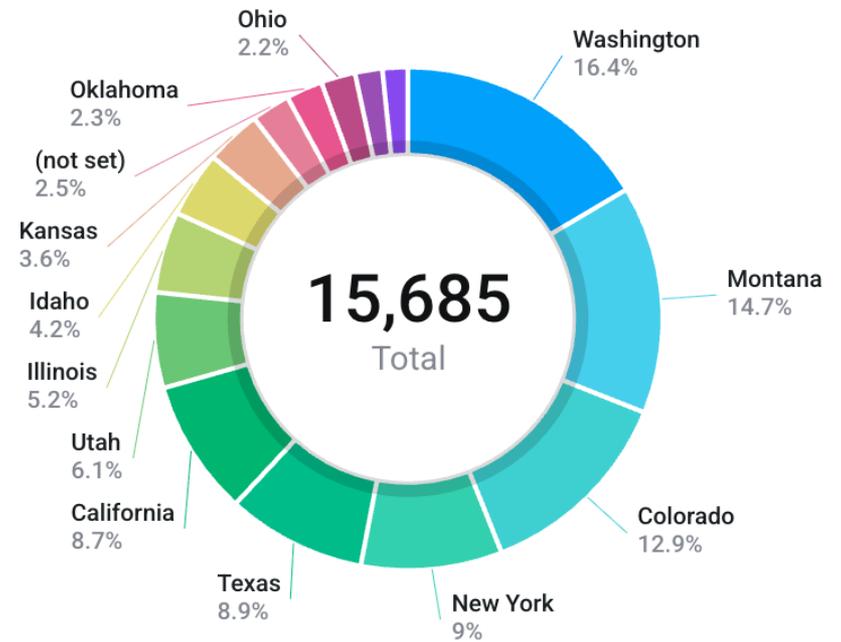
Since Oct 1, 2025 (Oct 1, 2025 - Jan 14, 2026)

USERS BY STATE

Dimension	USERS BY REGION
Washington	2,573
Montana	2,303
Colorado	2,026
New York	1,408
Texas	1,391
California	1,365
Utah	964
Illinois	816
Idaho	662

Since Oct 1, 2025 (Oct 1, 2025 - Jan 14, 2026)

USERS BY STATE

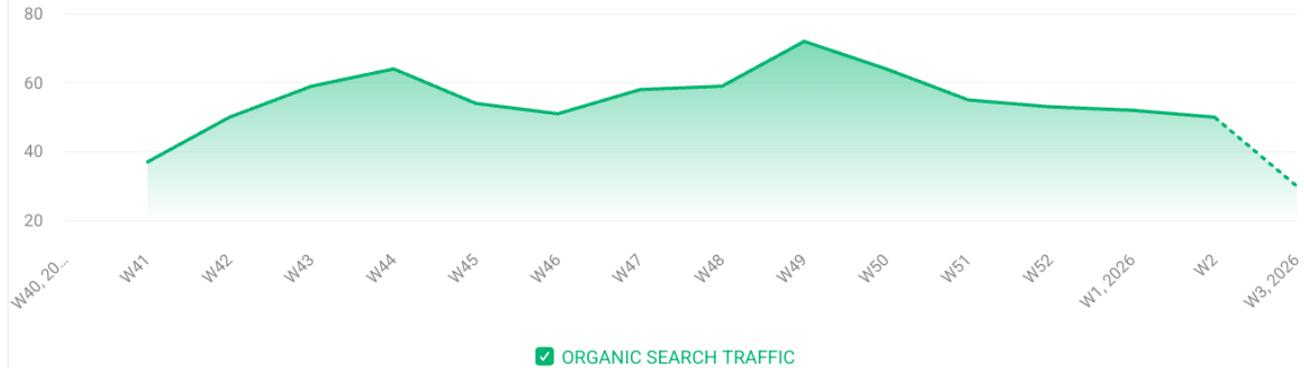


SEARCH TRAFFIC

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (W40, 2025 - W3, 2026)

SEARCH TRAFFIC



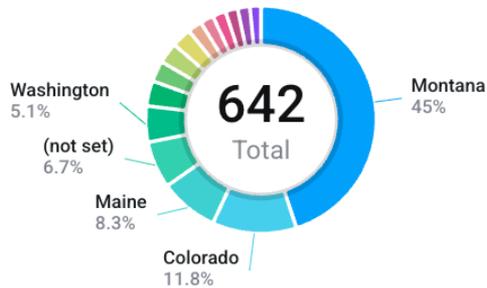
Since Oct 1, 2025 (Oct 1, 2025 - Jan 14, 2026)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value
/	565
(not set)	55
/blog/holidays-belgrade-mt	54
/do-see	45
/eat-drink	26
/hotels	18
/plan/yellowstone	10
/blog/things-to-do-belgrade-mt-flight-bzn	8
/plan/yellowstone-airport	4

Since Oct 1, 2025 (Oct 1, 2025 - Jan 14, 2026)

ORGANIC SEARCH BY STATE



Since Oct 1, 2025 (Oct 1, 2025 - Jan 14, 2026)

SEARCH RESULT IMPRESSIONS

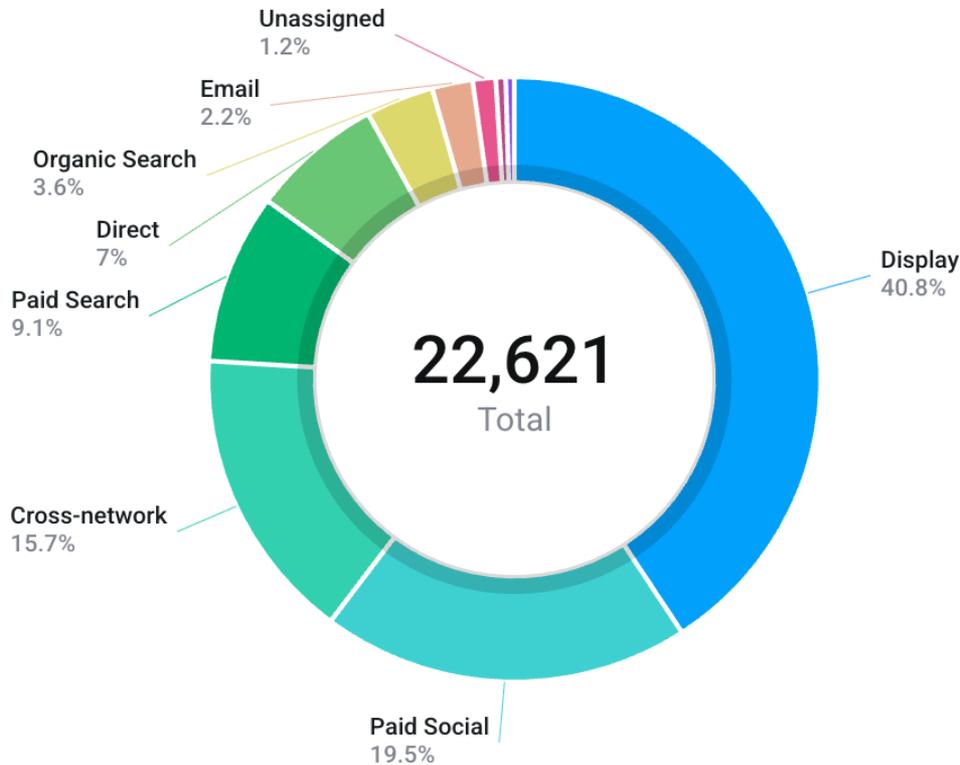
63,717

TRAFFIC BY SOURCE

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (Oct 1, 2025 - Jan 14, 2026)

TRAFFIC BY SOURCE



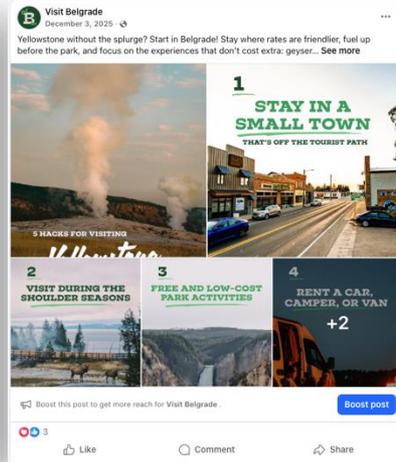
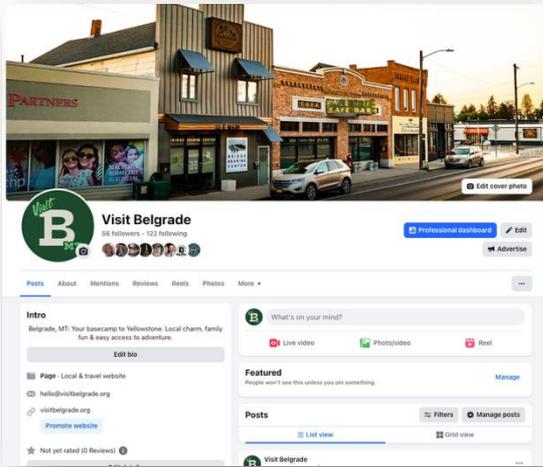
Since Oct 1, 2025 (Oct 1, 2025 - Jan 14, 2026)

TRAFFIC BY SOURCE

Metric	Value	vs 1Y ago
Display	9,223	
Paid Social	4,406	
Cross-network	3,559	
Paid Search	2,054	
Direct	1,586	
Organic Search	811	
Email	488	
Unassigned	272	
Referral	118	

SOCIAL MEDIA

LAST 30 DAYS



INSTAGRAM

- 15.6K TOTAL VIEWS
- 251 INTERACTIONS
- NEW FOLLOWER GOAL EXCEEDED EVERY MONTH
- 345 FOLLOWERS

FACEBOOK

- 52.7K TOTAL VIEWS
- 100 LINK CLICKS
- 93 FOLLOWERS

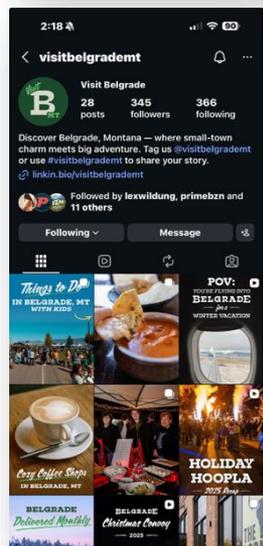
- CONTENT IS PERFORMING DIFFERENTLY ACROSS INSTAGRAM AND FACEBOOK
- BLOGS DRIVING ENGAGEMENT AND TRAFFIC ON FB
- REELS ARE STRONG TOOL FOR REACH AND DISCOVERY



@VISITBELGRADEMT



FACEBOOK.COM/VISITBELGRADE.MT

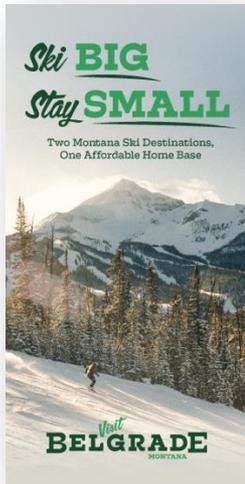


Belgrade Library
& Community Center

CURRENT UPDATES

PRIME

CURRENT UPDATES



EMAIL MARKETING

- 145 SUBSCRIBERS
- 19 NEW LAST MONTH
- AVERAGE OPEN RATE – 40%
- SENDING AUTOMATED EMAILS + 1 MONTHLY EMAIL

PAID ADVERTISING

- BIG SKY JOURNAL – **WINTER ISSUE**
- PAID SOCIAL – FB/IG/REDDIT - **LIVE**
- GOOGLE - **LIVE**
- MADDEN MEDIA – **LIVE**
- GROUND TRUTH - **LIVE**
- STATE JOINT VENTURES
 - SOJERN - **LIVE**
 - ADARA & TRIP ADVISOR – **LIVE**
- SCIPPS MEDIA – **LIVE**
- MADDEN MEDIA – **LIVE**
- LEE ENTERPRISES – **LIVE**

PRIME

CURRENT UPDATES



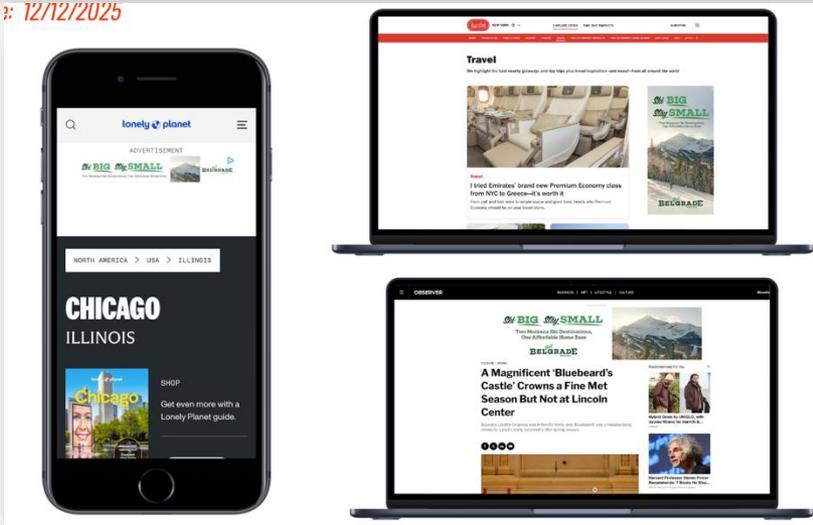
EMAIL MARKETING

- 145 SUBSCRIBERS
- 19 NEW LAST MONTH
- AVERAGE OPEN RATE – +40%
- SENDING AUTOMATED EMAILS + 1 MONTHLY EMAIL

PAID ADVERTISING

- BIG SKY JOURNAL – **WINTER ISSUE**
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12/12/2025



PRIME

CURRENT UPDATES



Visit
BELGRADE
MONTANA

Ski MORE
Spend LESS

Your local ski trip to Bridger Bowl or Big Sky doesn't have to cost an arm and a leg. Make Belgrade your home base for affordable family-friendly hotels, a slower pace, and small-town charm - all within an hour of two ski destinations.

LEARN MORE

ITINERARY: 4-DAY SKI TRIP (ON A BUDGET)

4 COZY COFFEE SHOPS IN BELGRADE, MT

PLACES TO STAY

EMAIL MARKETING

- 145 SUBSCRIBERS
- 19 NEW LAST MONTH
- AVERAGE OPEN RATE – 40%
- SENDING AUTOMATED EMAILS + 1 MONTHLY EMAIL

PAID ADVERTISING

- BIG SKY JOURNAL – **WINTER ISSUE**
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- LEE ENTERPRISES – **LIVE**

PRIME

CURRENT UPDATES



The Best Things to Do in Belgrade with Kids



Written by Erin Hoppe Updated on 11/26/2025

Key Takeaways

- The Belgrade Community Library offers a play area for families year-round
- Lewis and Clark Park features a playground, sports field, and a central location
- 406 Golf's indoor simulators offer climate-controlled fun and Cosmic Pizza
- Belgrade offers numerous outdoor recreation options
- Nearby state parks provide educational outdoor experiences
- Belgrade, Montana, hosts multiple family-friendly events



5 Affordable Hacks for Visiting Yellowstone on a Budget



Written by Erin Hoppe Updated on 11/26/2025

Key Takeaways

- Stay in lesser-known towns within driving distance of Yellowstone (like Belgrade, Montana) for more affordable lodging options and easy access to the BZN airport.
- Focus on free park experiences by focusing on geyser viewing, wildlife watching, and hiking, which require only the price of your entrance fee.
- Save on logistics by renting a car in Belgrade and filling up your gas tank before you head into the park.
- Avoid high food costs by packing your own meals and snacks, and choosing Belgrade's casual, local restaurants for dinner.

BLOGS

- 7 BLOGS PUBLISHED
- 760 BLOG VIEWS
- 450 VISITORS

TOP BLOGS

1. THINGS TO DO IN BELGRADE BEFORE YOU FLY OUT OF BZN
2. A LOCAL'S GUIDE TO HOLIDAY EVENTS IN BELGRADE
3. FOUR COZEY COFFEE SHOPS IN BELGRADE
4. THE BEST THINGS TO DO IN BELGRADE WITH KIDS

CURRENT UPDATES



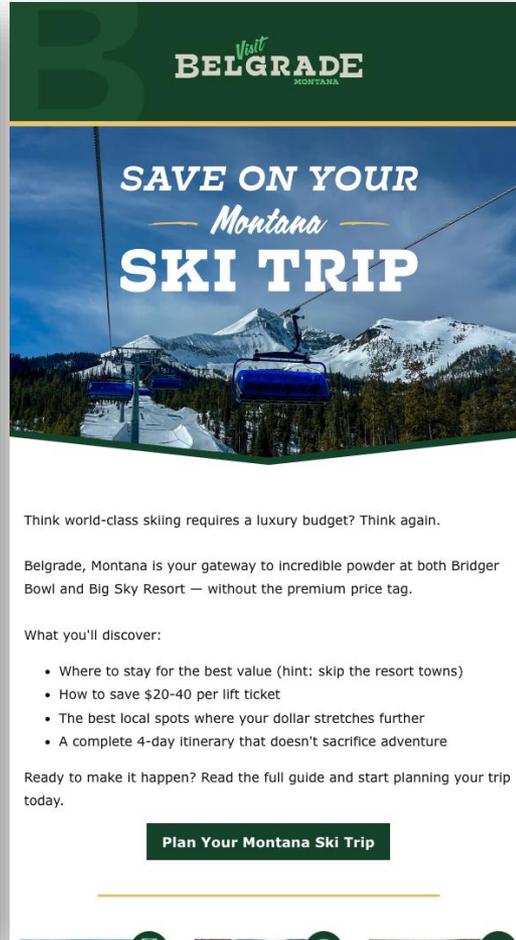
Visit BELGRADE MONTANA

**HOLIDAY EVENTS
IN BELGRADE**
you won't want to miss!

Looking for new ways to celebrate in Montana this year? Mark your calendars for these festive, family-friendly celebrations happening throughout December:

- **Truck Village:** Friday, December 5th at 5:00 p.m.
- **Christmas Convoy:** Saturday, December 6th at 6:00 p.m.
- **Belgrade Holiday Market:** Saturday, December 13th from 9:00 a.m. - 3:00 p.m.
- **Jingle Jog 5K:** Saturday, December 13th at 10 a.m.
- **Get Ugly Christmas Outfit Contest:** Saturday, December 13th at 11:30 a.m.
- **Holiday Hoopla:** Saturday, December 13th from 5:00 p.m. - 7:30 p.m.
- **Memorial Lights Night:** Thursday, December 18 at 6:00 p.m.

[More Details](#)



Visit BELGRADE MONTANA

**SAVE ON YOUR
Montana
SKI TRIP**

Think world-class skiing requires a luxury budget? Think again.

Belgrade, Montana is your gateway to incredible powder at both Bridger Bowl and Big Sky Resort — without the premium price tag.

What you'll discover:

- Where to stay for the best value (hint: skip the resort towns)
- How to save \$20-40 per lift ticket
- The best local spots where your dollar stretches further
- A complete 4-day itinerary that doesn't sacrifice adventure

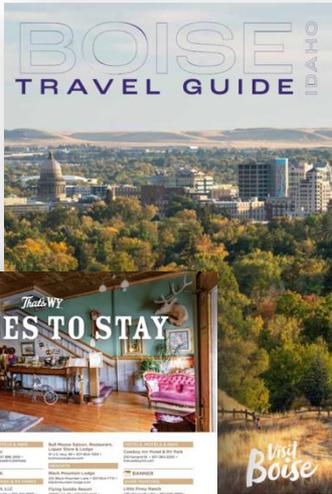
Ready to make it happen? Read the full guide and start planning your trip today.

[Plan Your Montana Ski Trip](#)

EMAIL

- SENT 2 MONTHLY EMAILS
- 42.6% AVERAGE OPEN RATE
- 6.78% CLICK THROUGH RATE
- 145 CONTACTS IN OUR LIST
- 19 NEW CONTACTS SIGNED UP IN THE LAST MONTH

CURRENT UPDATES



PLANNING

- TRAVEL GUIDE
- WINTER PHOTOSHOOTS
 - AIMING FOR LAST WEEK OF FEBRUARY
- SOCIAL MEDIA
- BLOGS
- ITINERARIES
- EMAILS





VISITATION DATA

PRIME

OVERNIGHT VISITATION

LAST 12 MONTHS - THROUGH NOVEMBER



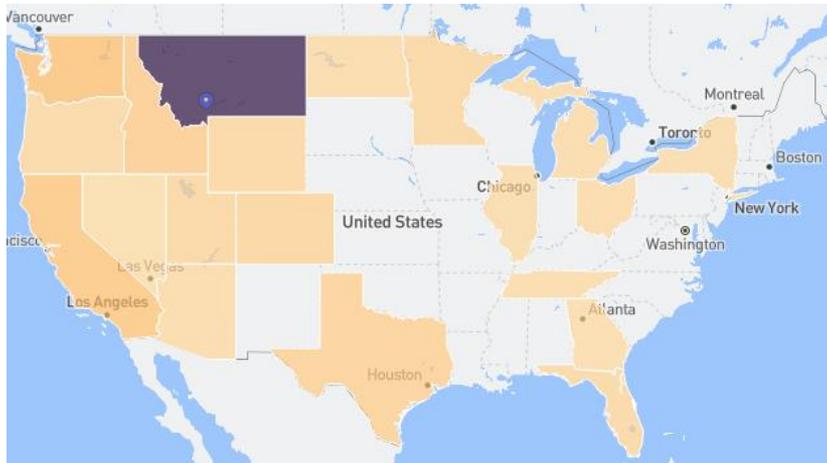
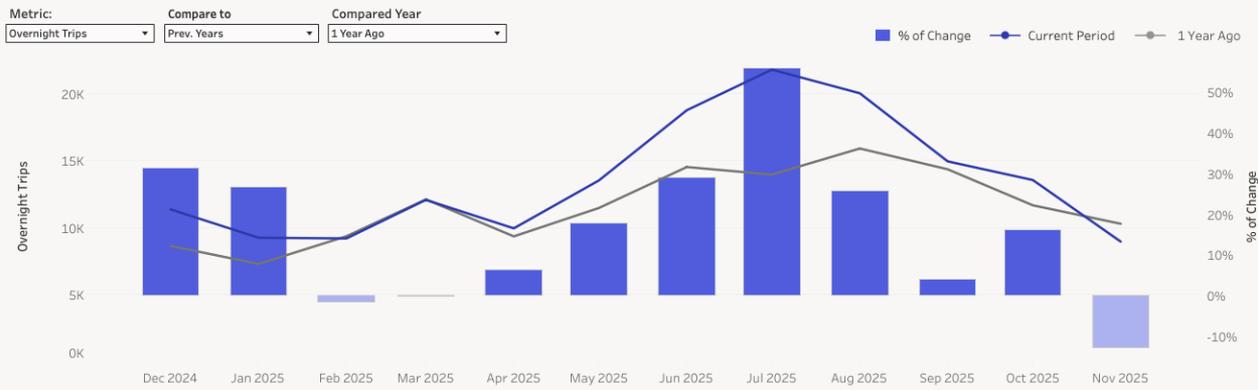
Overnight Trips
163.4K

+17.6% YoY



Visit Nights
328.9K

+15.8% YoY



CBSA	Overnight Trips			
	0K	5K	10K	15K
Billings, MT				12.9K
Helena, MT				7.9K
Great Falls, MT				5.7K
Missoula, MT				6.0K
Seattle-Tacoma-Bellevue, WA				4.5K
Kalispell, MT				3.7K
Los Angeles-Long Beach-Anah...				2.5K
Butte-Silver Bow, MT				3.3K
Minneapolis-St. Paul-Bloomin..				2.5K
Portland-Vancouver-Hillsboro..				2.5K
Denver-Aurora-Lakewood, CO				1.9K
Phoenix-Mesa-Chandler, AZ				1.8K
Spokane-Spokane Valley, WA				2.2K
San Francisco-Oakland-Berkel..				1.4K
Boise City, ID				1.9K
Salt Lake City, UT				1.6K
New York-Newark-Jersey City..				1.7K

BELGRADE
MERCANTILES

LODGING REPORT

WEST
MAIN

SUITE
218

PRIME

SOCIAL MEDIA

THROUGH SEPTEMBER

Jan 1, 2025 - Dec 31, 2025 (rolling)

New Rooms in the Last 12 Months

347

Last 7 years (2020 - 2026)

Gallatin Valley Hotel Rooms Under Construction



Last 7 years (2020 - 2026)

Gallatin Valley Hotel Room Totals

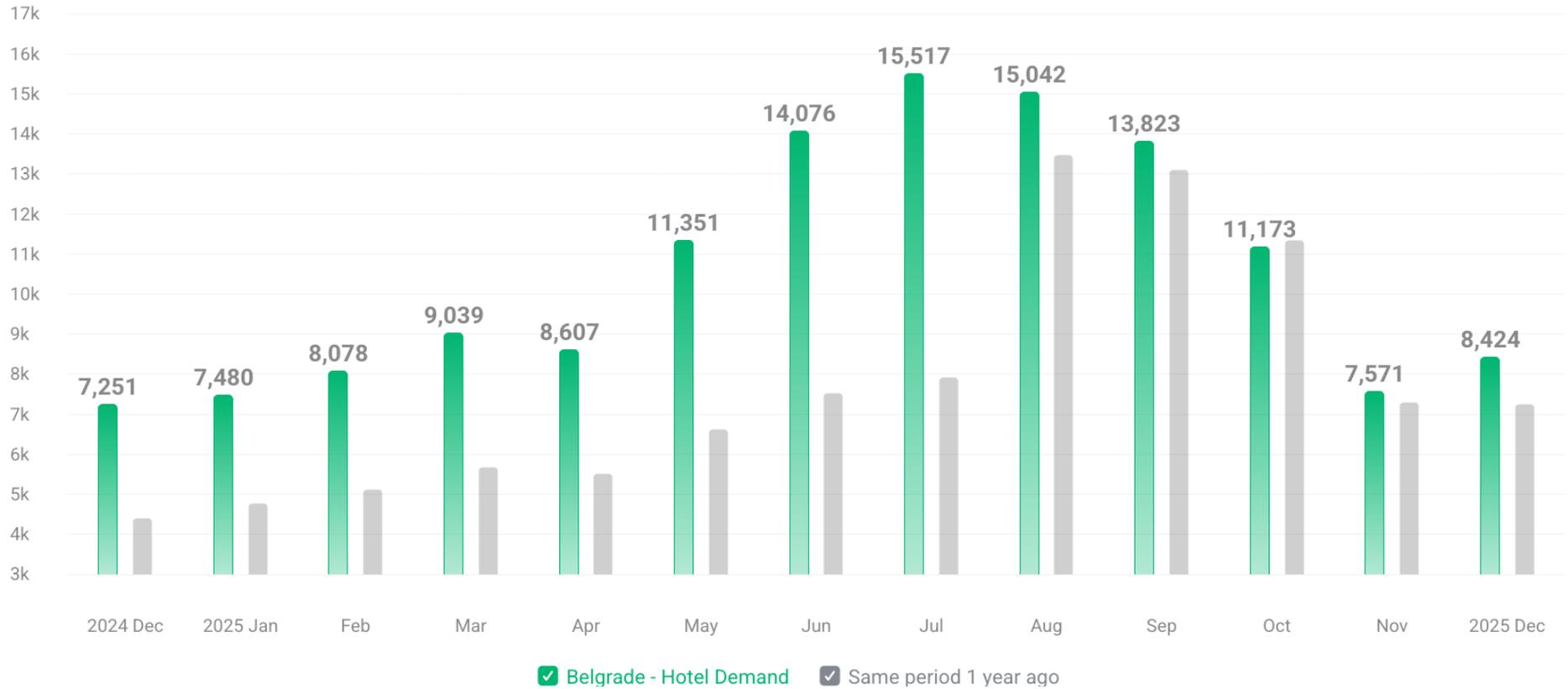


HOTEL DEMAND

LAST 12 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

HOTEL RESULTS - DEMAND

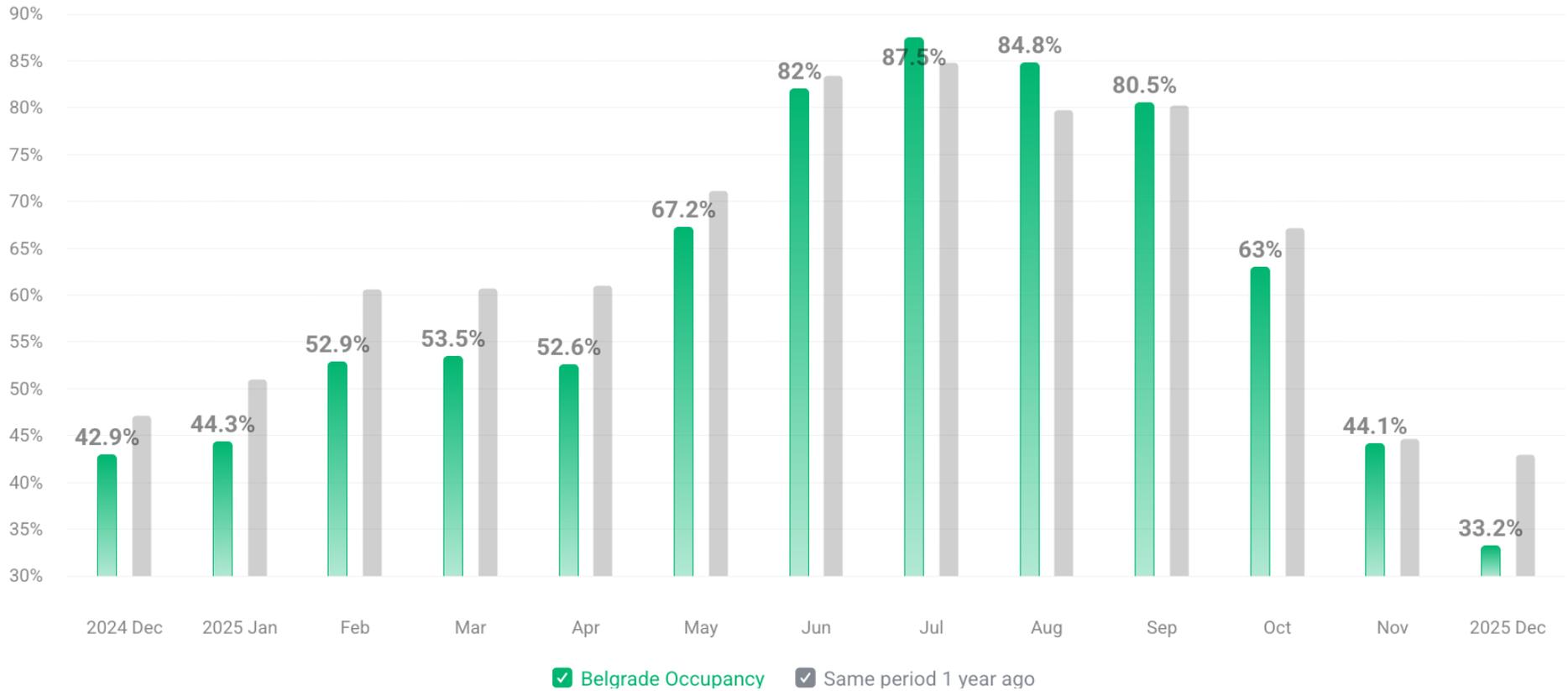


BELGRADE OCCUPANCY

LAST 12 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

12 MONTH BELGRADE HOTELS - OCCUPANCY

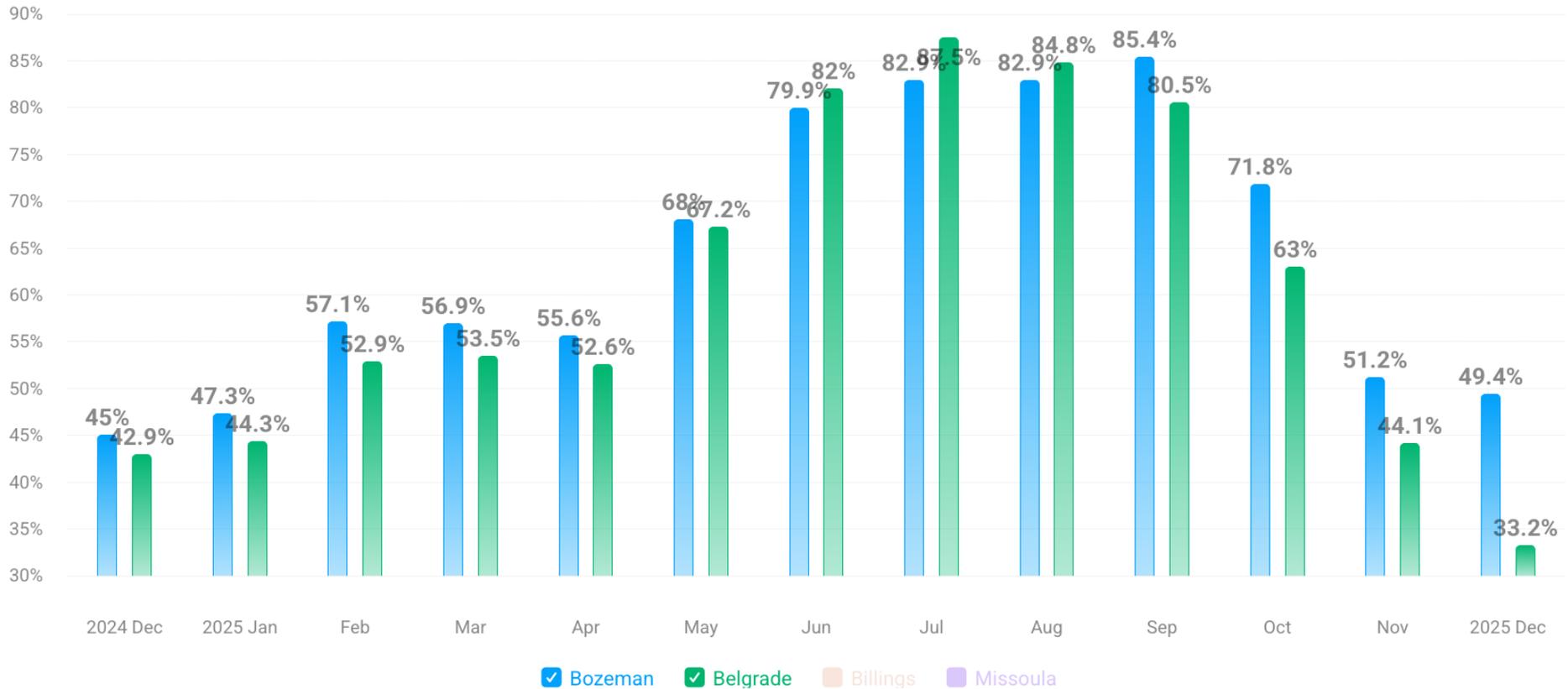


BELGRADE vs. BOZEMAN OCCUPANCY

LAST 12 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

13 MONTH HOTEL RESULTS - OCCUPANCY

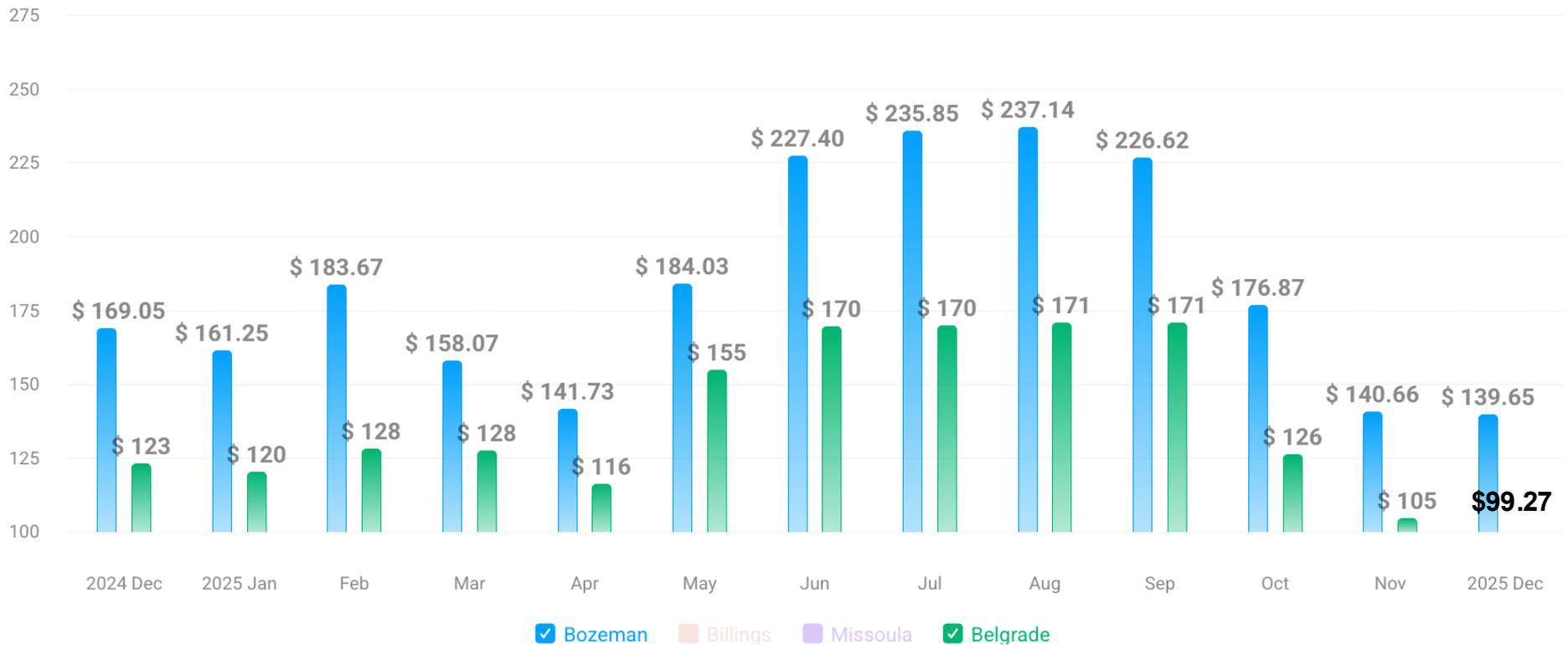


BELGRADE vs. BOZEMAN ADR

LAST 12 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

13 MONTH HOTEL RESULTS - ADR



THANK YOU

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