

**PRIME**



Visit  
**BELGRADE**  
MONTANA

**UPDATE**  
**FEBRUARY 2026**



# WEBSITE TRAFFIC

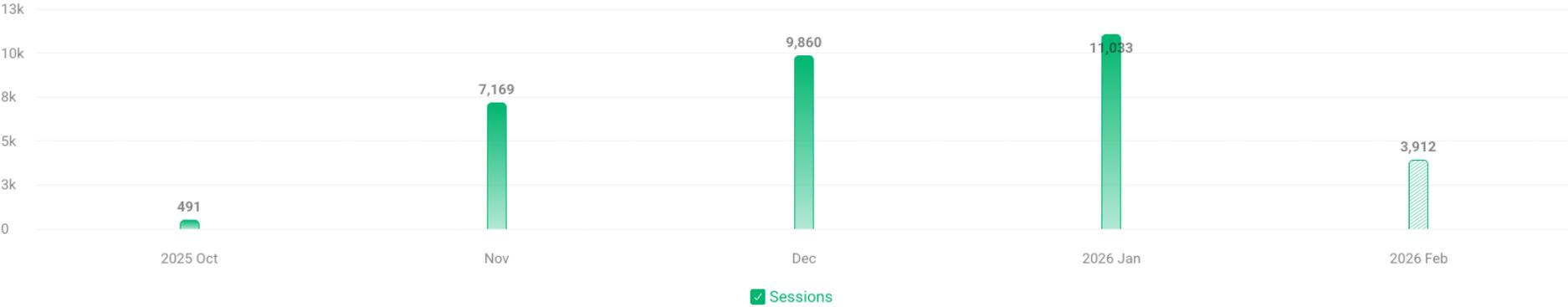
**PRIME**

# WEBSITE TRAFFIC

SINCE OCTOBER 1, 2025

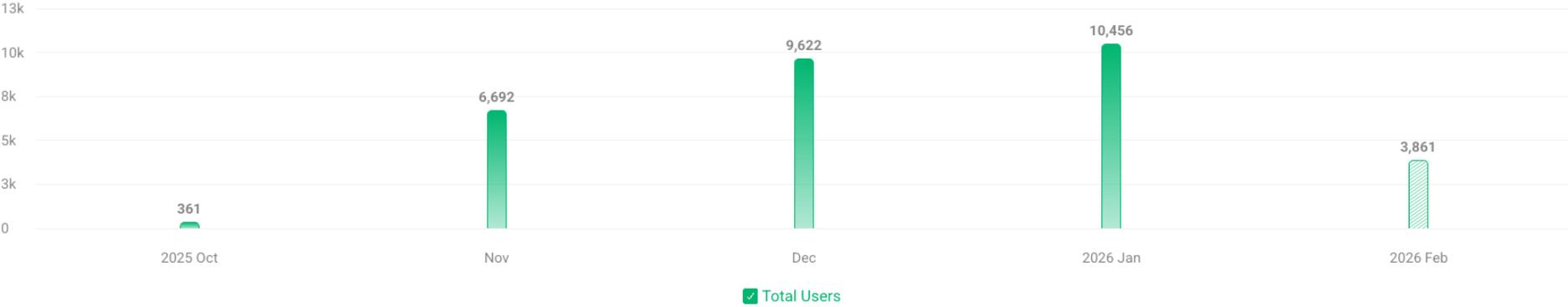
Last 139 days (2025 Oct - 2026 Feb)

## MONTHLY VISITS



Last 139 days (2025 Oct - 2026 Feb)

## MONTHLY VISITORS



# PAGE VIEWS

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (Oct 1, 2025 - Feb 15, 2026)

## TOP PAGES

Metric	Value	vs 1Y ago
Visit Belgrade, MT - Visit Belgrade	<b>35,363</b>	
Things to Do + See in Belgrade, MT - Visit Belgrade	<b>2,658</b>	
Hotels + Other Lodging in Belgrade, MT - Visit Belgrade	<b>1,365</b>	
Restaurants, Bars + Breweries in Belgrade, MT - Visit Belgrade	<b>1,297</b>	
Blog - Visit Belgrade	<b>278</b>	
Bozeman-Yellowstone International Airport   The Most Convenient Airport Near	<b>246</b>	
Things to Do in Belgrade, MT, Before Your Flight Out of BZN - Visit Belgrade	<b>237</b>	
How to Get to Yellowstone From Belgrade, MT   Drive	<b>225</b>	

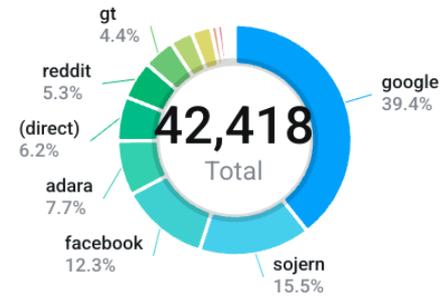
Since Oct 1, 2025 (W40, 2025 - W8, 2026)

## VIEWS BY WEEK



Since Oct 1, 2025 (Oct 1, 2025 - Feb 15, 2026)

## VIEWS BY SOURCE



# WEBSITE VISITOR LOCATION

SINCE OCTOBER 1, 2025

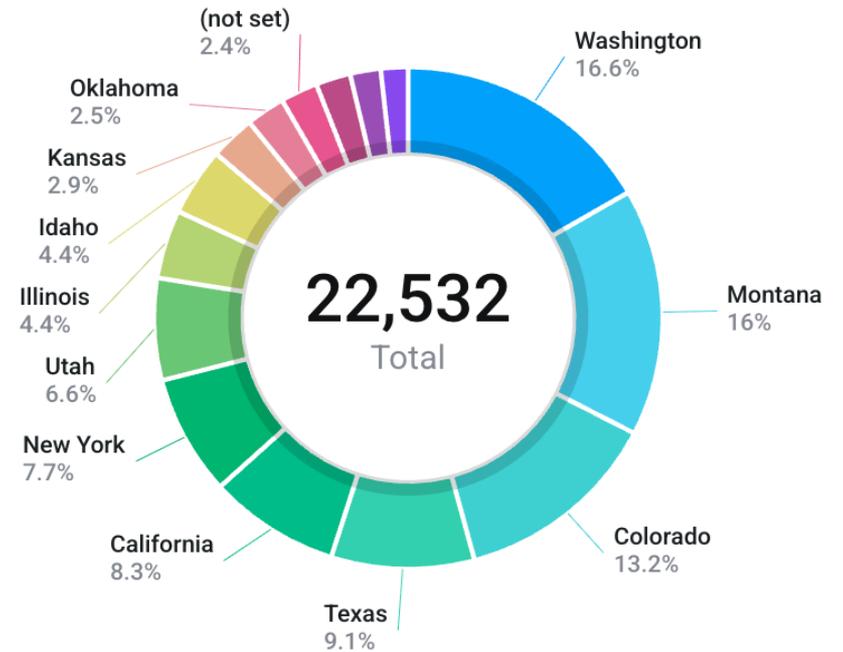
Since Oct 1, 2025 (Oct 1, 2025 - Feb 15, 2026)

## USERS BY STATE

Dimension	USERS BY REGION
Washington	3,751
Montana	3,594
Colorado	2,976
Texas	2,052
California	1,880
New York	1,742
Utah	1,484
Illinois	994
Idaho	988

Since Oct 1, 2025 (Oct 1, 2025 - Feb 15, 2026)

## USERS BY STATE



# SEARCH TRAFFIC

SINCE OCTOBER 1, 2025

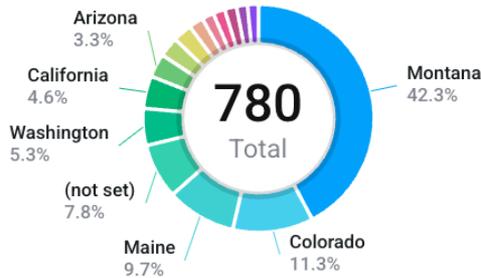
Since Oct 1, 2025 (W40, 2025 - W8, 2026)

## SEARCH TRAFFIC



Since Oct 1, 2025 (Oct 1, 2025 - Feb 15, 2026)

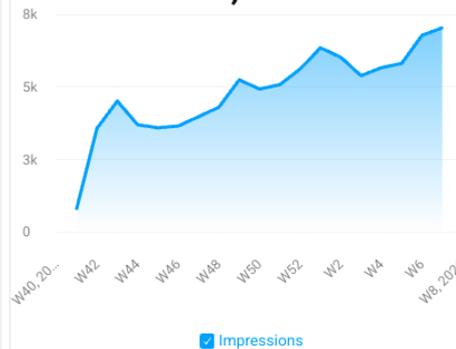
## ORGANIC SEARCH BY STATE



Since Oct 1, 2025 (W40, 2025 - W8, 2026)

## SEARCH RESULT IMPRESSIONS

92,004



Since Oct 1, 2025 (Oct 1, 2025 - Feb 15, 2026)

## SEARCH TRAFFIC BY LANDING PAGE

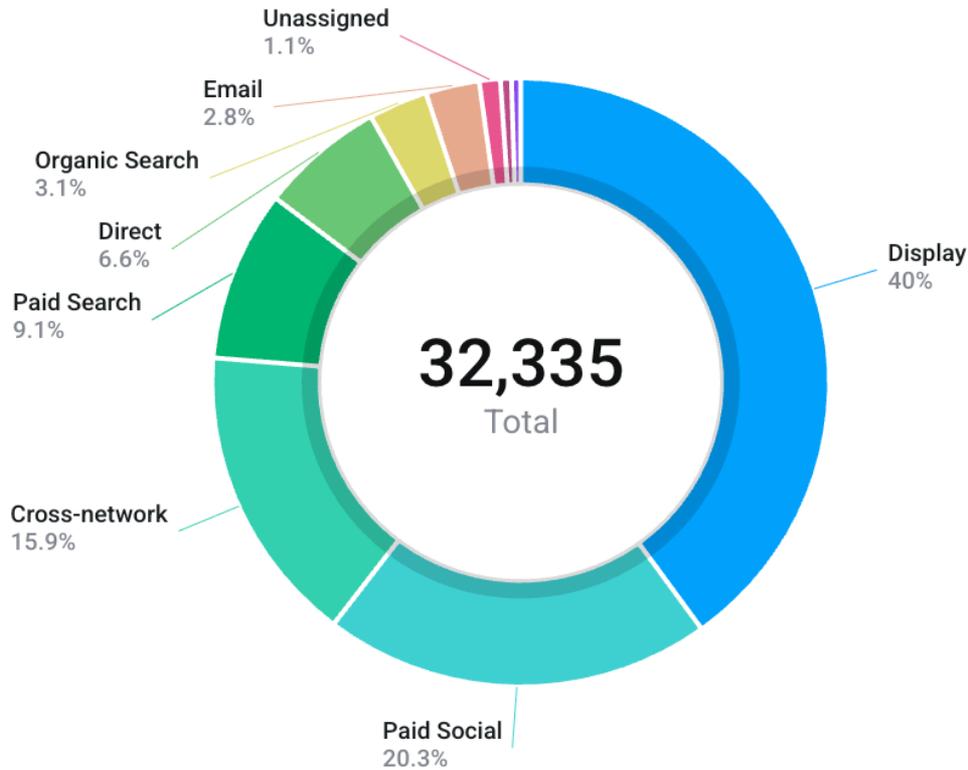
Metric	Value
/	681
(not set)	72
/do-see	61
/blog/holidays-belgrade-mt	56
/eat-drink	38
/hotels	20
/plan/yellowstone-airport	14
/plan/yellowstone	14
/blog/things-to-do-belgrade-mt-kids	10

# TRAFFIC BY SOURCE

SINCE OCTOBER 1, 2025

Oct 1, 2025 - Feb 15, 2026 (rolling)

## TRAFFIC BY SOURCE



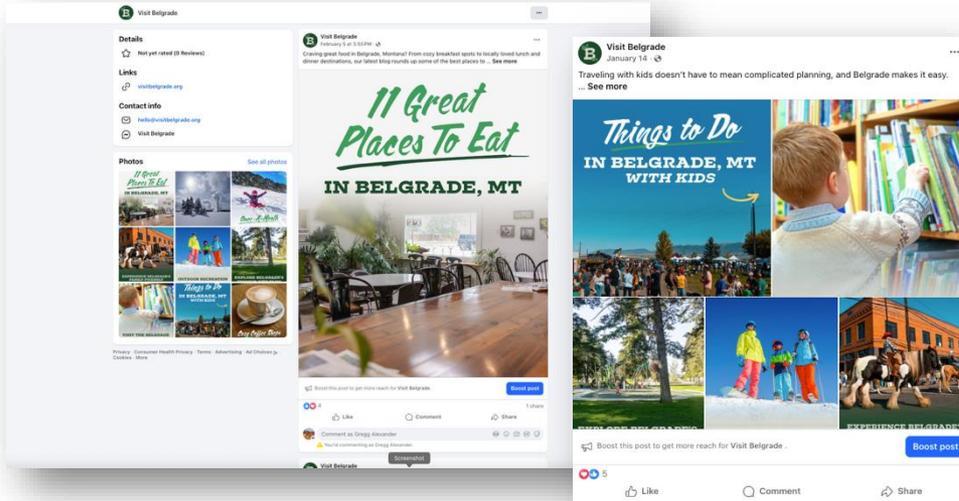
Oct 1, 2025 - Feb 15, 2026 (rolling)

## TRAFFIC BY SOURCE

Metric	Value	vs 1Y ago
Display	12,943	
Paid Social	6,580	
Cross-network	5,146	
Paid Search	2,932	
Direct	2,121	
Organic Search	1,006	
Email	911	
Unassigned	352	
Organic Social	189	

# SOCIAL MEDIA

## LAST 30 DAYS

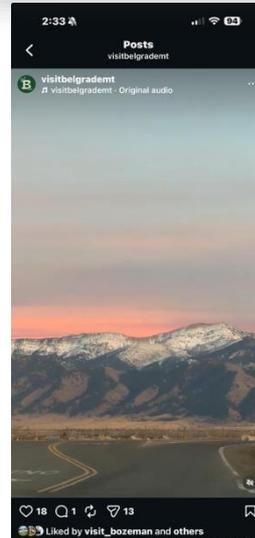


### INSTAGRAM

- 17.1K TOTAL VIEWS
- 228 INTERACTIONS
- +62 NEW FOLLOWERS
- 407 TOTAL FOLLOWERS
- KEY INSIGHT: VIDEO CONTENT CONTINUES TO DRIVE THE HIGHEST ENGAGEMENT.

### FACEBOOK

- 52.7K TOTAL VIEWS
- 100 LINK CLICKS
- 93 FOLLOWERS
- KEY INSIGHT: FACEBOOK AUDIENCE IS ENGAGING WITH BLOG-STYLE CONTENT, PARTICULARLY DINING AND PLANNING INFORMATION.



@VISITBELGRADEMT



FACEBOOK.COM/VISITBELGRADE.MT

**PRIME**

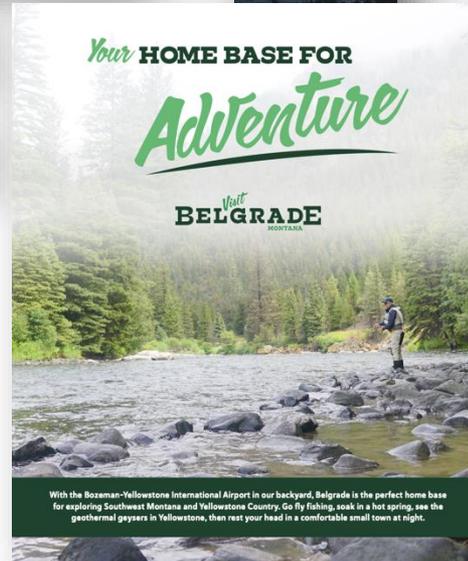
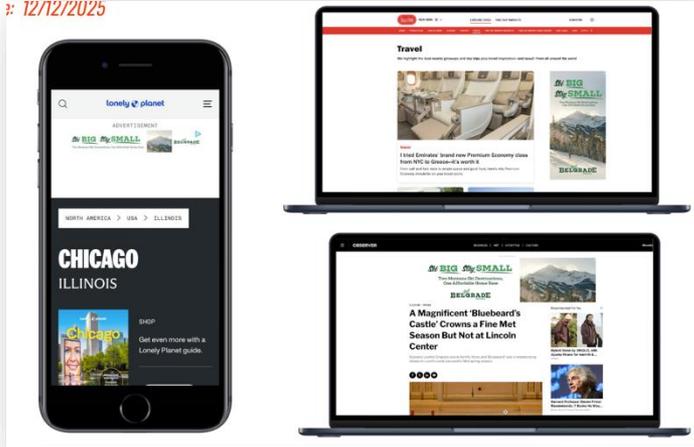
Belgrade Library  
& Community Center

# CURRENT UPDATES

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# CURRENT UPDATES

12/12/2025



## 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

DRIVING

**85%**

OF WEBSITE  
TRAFFIC

**PRIME**

# CURRENT UPDATES



## 11 Great Places to Eat in Belgrade, MT



Written by Erin Hoppe Updated on 02/05/2026

### Key Takeaways

- Multiple breakfast and cafe options ensure you can start your day with
- Belgrade offers diverse dining options for lunch and dinner including Mexican, pizza, and American comfort food
- Reservations aren't typically required for any Belgrade, Montana, restaurant during peak times is recommended for The Mint Cafe and Bar
- The town's compact size makes it easy to try multiple restaurants during



## Where to Grab a Drink in Belgrade, Montana: Bars, Breweries, and Distilleries



Written by Erin Hoppe Updated on 01/21/2026

### Key Takeaways

- Belgrade, Montana, offers a diverse bar and brewery scene ranging from innovative distilleries to traditional Montana bars
- Madison River Brewing and Bar 3 BBQ and Brewing provide excellent beer options with food service
- Blackpot Distillery and Dry Hills Distillery showcase Montana's growing craft spirits movement
- The Local and The Mint Cafe & Bar offer more authentic neighborhood bar experiences, while hotel bars like The Story Social and EVEN Kitchen & Bar provide more contemporary atmospheres

## BLOGS

- 8 BLOGS PUBLISHED
- 1,044 BLOG VIEWS
- VIEWS UP 10% MONTH OVER MONTH
- 640 VISITORS
- ORGANIC BLOG TRAFFIC UP 25% MOM

## 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. THE BEST THINGS TO DO IN BELGRADE WITH KIDS
4. PLACES TO EAT IN BELGRADE

# CURRENT UPDATES



**Visit BELGRADE MONTANA**

**7 WINTER ESCAPES  
LESS THAN 2 HOURS  
from Belgrade**

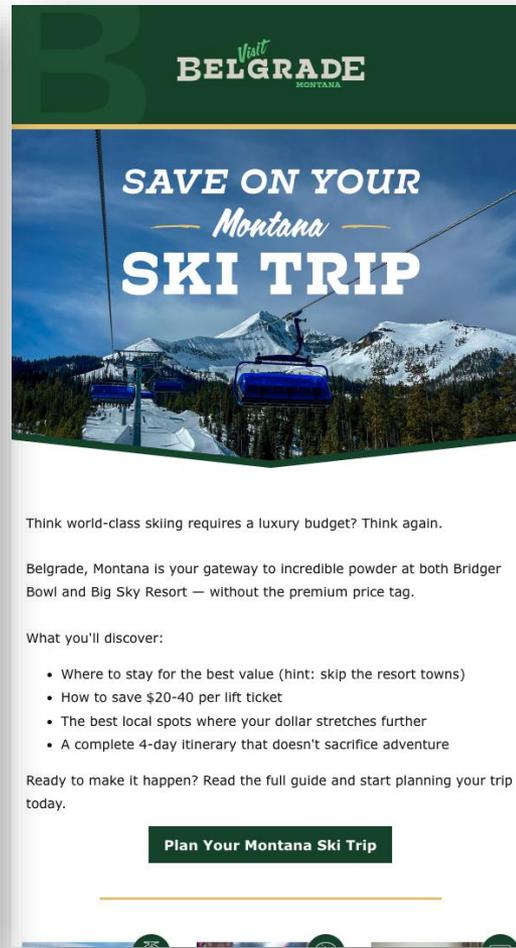
**Winter in Southwest Montana means one thing: you're never far from an adventure.**

From Belgrade, you can be carving fresh powder at Bridger Bowl in 30 minutes, soaking under the stars at Norris Hot Springs in 40, or watching bison roam Yellowstone's winter landscape in less than two hours.

The best part? You can experience all of it without the resort town prices or crowds. Just easy drives, incredible scenery, and the kind of winter experiences that remind you why Montana winters are special.

Ready to explore? These **7 winter day trips from Belgrade** deliver all of that and more.

[Plan Your Winter Day Trip](#)



**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 MARKETING – LAST MONTH

- AVERAGE OPEN RATE – 35%
- CLICK-RATE IS 72% ABOVE INDUSTRY BENCHMARK
- +10 SUBSCRIBERS LAST MONTH

## EMAIL MARKETING - OVERALL

- 28.4% AVERAGE OPEN RATE
- 10% CLICK THROUGH RATE
- 154 CONTACTS IN OUR LIST
- +17 SUBSCRIBERS THIS YEAR

# CURRENT UPDATES



### ADVERTISING SPEC SHEET



FULL PAGE	WIDTH	HEIGHT
Ad Size	5.625"	8.625"
Line Area/Text Safe Zone	4.875"	7.875"

ADDITIONAL SIZES	WIDTH	HEIGHT
1/2 Page	4.875"	3.875"
1/4 Page	2.375"	3.875"

FULL PG

1/2 PG

1/4 PG

**TEMPLATE AD**  
Lunar Cow Publishing has the right to borrow or reproduce the text or images of an ad without notice if the ad is not returned within 14 days. Our members do not have their own, address, phone and e-mail address.

**SEE TERMS ON THE ADVERTISING RATES PAGE**

**ADVERTISING AND ART REQUIREMENTS**

- CMYK COLOR SPACE
- 300 DPI RESOLUTION ONLY
- INCLUDE BLEED AND TRIM FOR FULL PAGE ADS
- PUBLISHER FILES AND WORD DOCUMENTS WITH EMBEDDED IMAGES ARE NOT ACCEPTED

**ADVERTISING ART UPLOAD**

**UPLOAD ADVERTISING ART TO OBSERVATORY.LUNARCOW.COM**  
Lunar Cow will send you an email with instructions to get you started!

**DON'T HAVE AN ADVERTISEMENT?**  
No problem. We will build you an ad free of charge once you upload your photos, logo and copy into the Observatory.

**TERMS & CONDITIONS**

This insertion order represents confirmation of the agreement between agency/observer and Belgrade Chamber of Commerce. Payment is due upon receipt of invoice. **ADS NOT PAID IN FULL WILL NOT BE INCLUDED IN THE PUBLICATION. ONLY PREMIUM AD POSITIONS ARE GUARANTEED.**

Due to print and publication deadlines, please be advised that all colors are final and no refunds will be issued. Further, due to publication and distribution of print publications:

- Lunar Cow is not liable for any errors.
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## CURRENT WORK

- TRAVEL GUIDE
  - 36 PAGE GUIDE
  - PROVIDED LOGOS & IMAGES
  - FINALIZED AD RATES
  - LUNAR COW WILL BE REACHING OUT TO SELL AD SPACE
- WINTER PHOTOSHOOTS
  - NEXT WEEK
- SUMMER CAMPAIGN CREATIVE
- NEED TO START PLANNING FY27 BUDGET



# VISITATION DATA

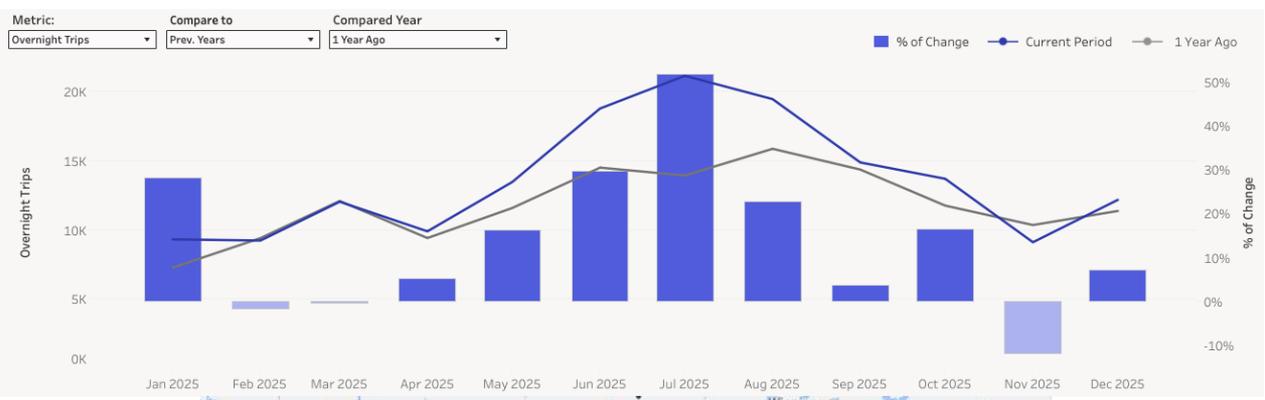
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# OVERNIGHT VISITATION

## LAST 12 MONTHS - THROUGH DECEMBER


**Overnight Trips**  
**163.2K** +15.0% YoY


**Visit Nights**  
**329.7K** +14.2% YoY



CBSA	Overnight Trips			
	0K	5K	10K	15K
Billings, MT	12.9K			
Helena, MT	7.8K			
Great Falls, MT	5.9K			
Missoula, MT	6.2K			
Seattle-Tacoma-Bellevue, WA	4.6K			
Los Angeles-Long Beach-Anaheim, CA	2.5K			
Kalispell, MT	3.6K			
Butte-Silver Bow, MT	3.3K			
Portland-Vancouver-Hillsboro, OR-WA	2.5K			
Minneapolis-St. Paul-Bloomington, MN-WI	2.4K			
Denver-Aurora-Lakewood, CO	2.0K			
Spokane-Spokane Valley, WA	2.2K			
Phoenix-Mesa-Chandler, AZ	1.8K			
San Francisco-Oakland-Berkeley, CA	1.4K			
San Diego-Chula Vista-Carlsbad, CA	1.2K			
Salt Lake City, UT	1.6K			
Boise City, ID	1.7K			
Dallas-Fort Worth-Arlington, TX	1.3K			



BELGRADE  
MERCANTILE

# LODGING REPORT

WEST  
MAIN

SUITE  
218

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# NEW HOTELS

## THROUGH DECEMBER

ROOMS ADDED  
IN LAST 12  
MONTHS  
**544**

HOTELS UNDER  
CONSTRUCTION  
**6**

ROOMS UNDER  
CONSTRUCTION  
**704**

HOTELS IN FINAL  
PLANNING  
**5**

Last 7 years (2020 - 2026)

Gallatin Valley Hotel Room Totals

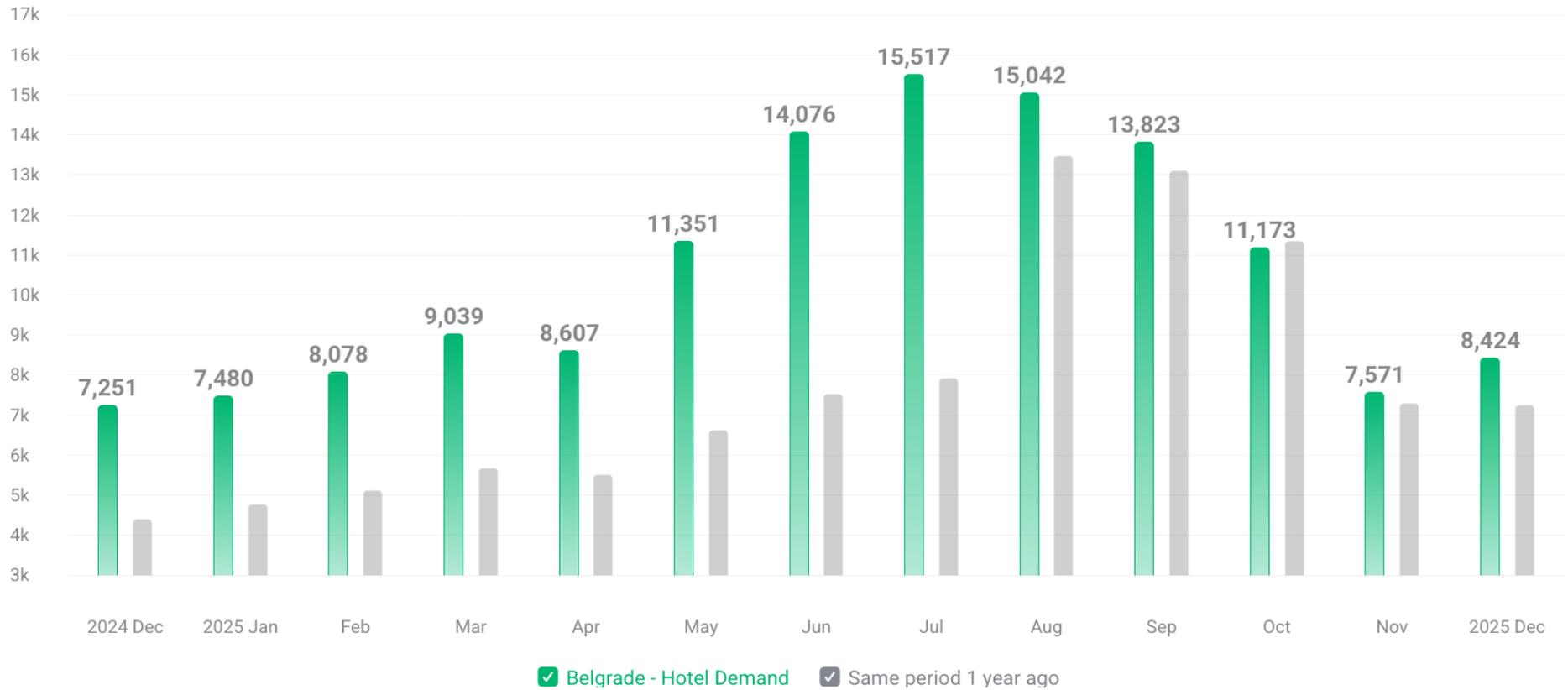


# HOTEL DEMAND

## LAST 12 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

### HOTEL RESULTS - DEMAND

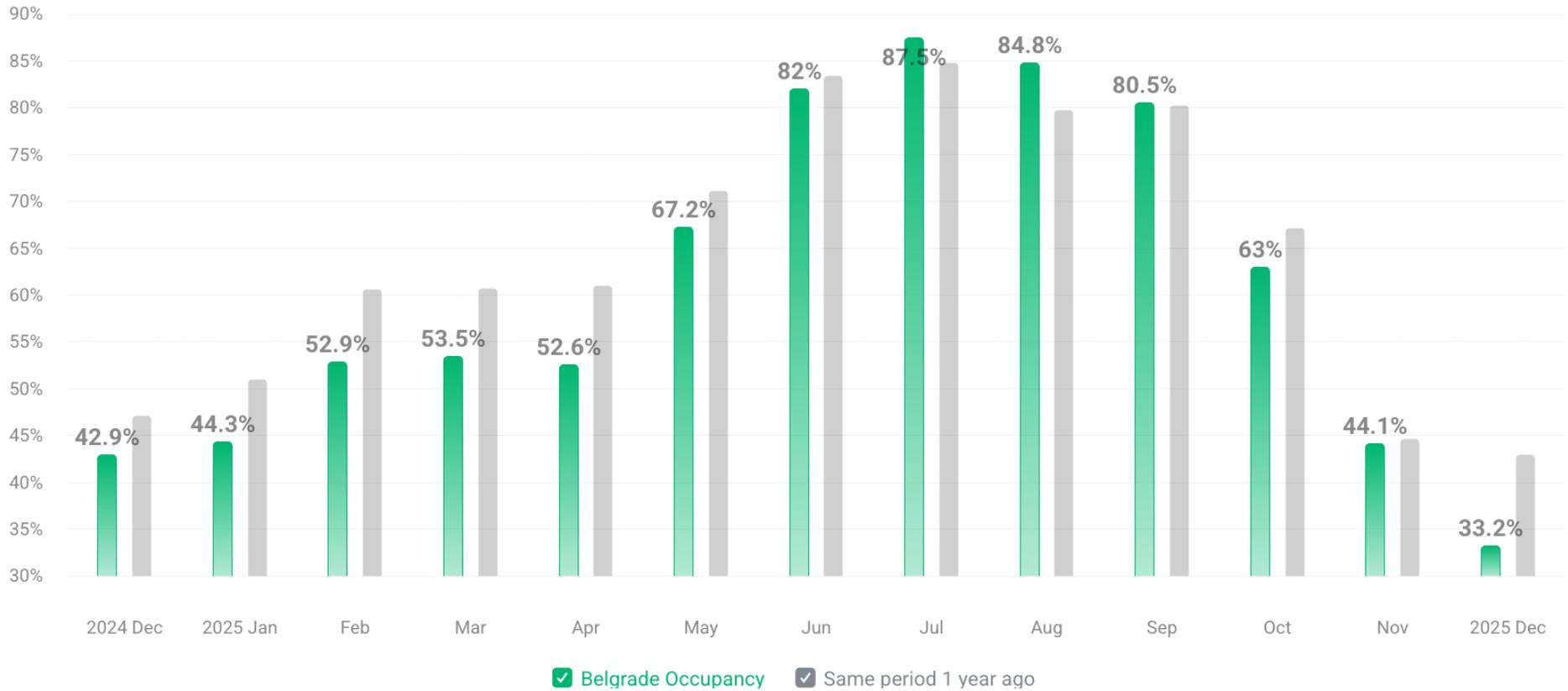


# BELGRADE OCCUPANCY

LAST 12 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

12 MONTH BELGRADE HOTELS - OCCUPANCY

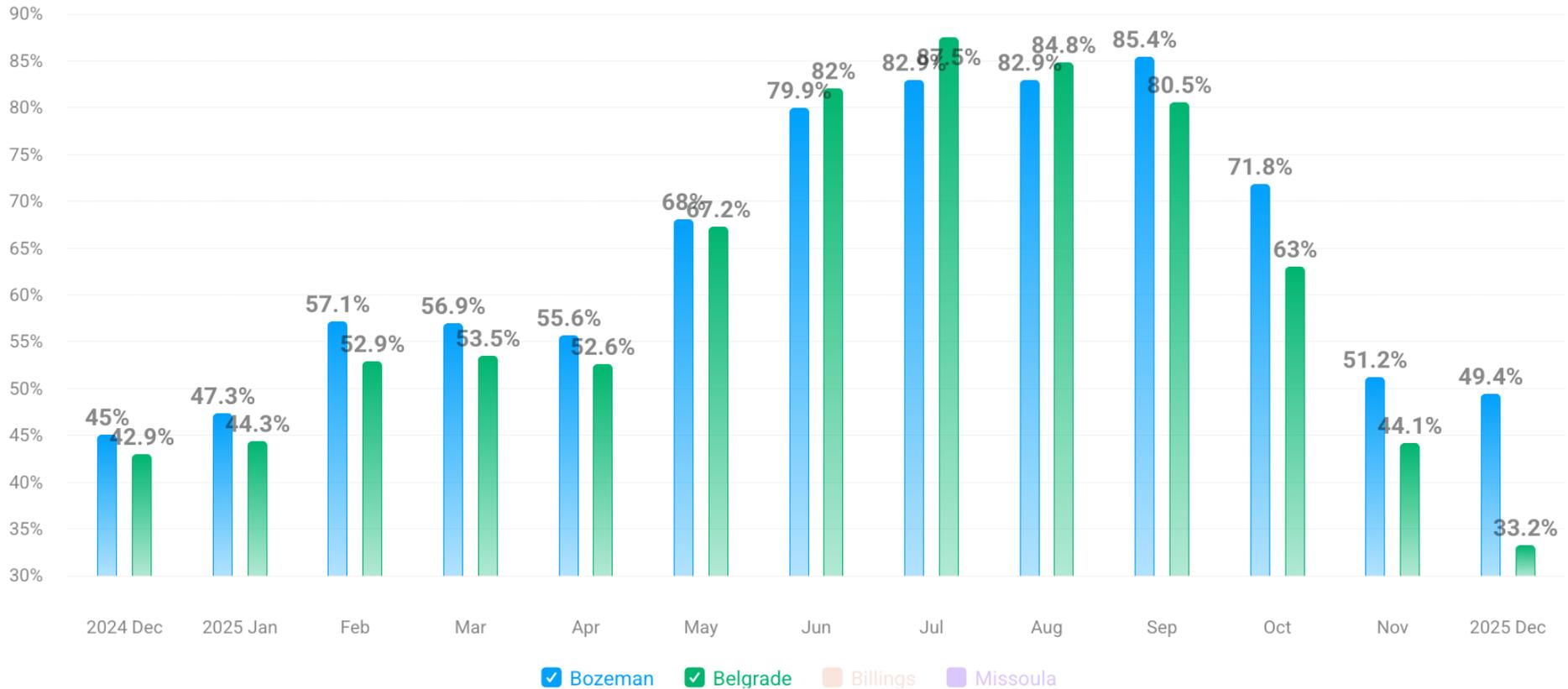


# BELGRADE vs. BOZEMAN OCCUPANCY

## LAST 12 MONTHS

Last 13 months (2024 Dec - 2025 Dec)

13 MONTH HOTEL RESULTS - OCCUPANCY

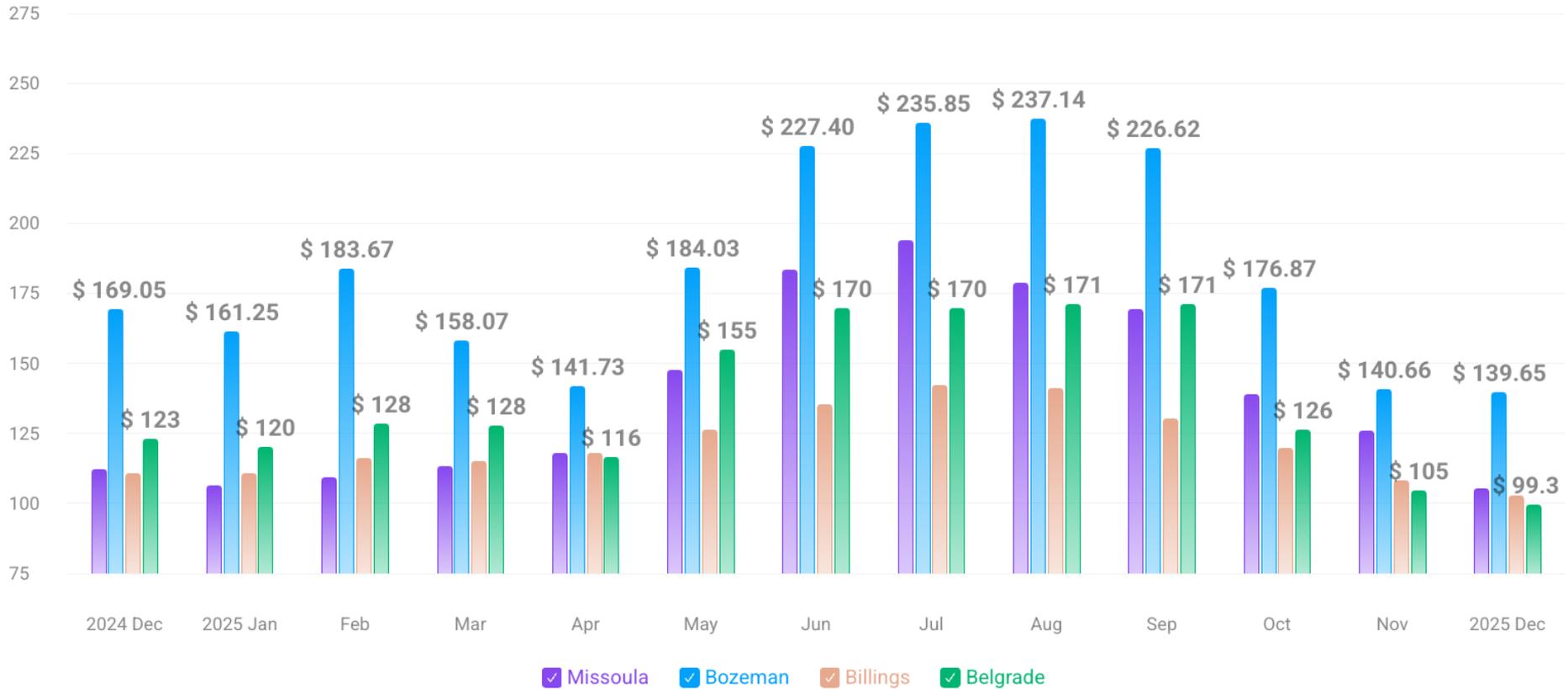


# BELGRADE vs. BOZEMAN ADR

## LAST 12 MONTHS

Dec 1, 2024 - Dec 31, 2025 (rolling)

### 13 MONTH HOTEL RESULTS - ADR



**THANK YOU**

**PRIME**