

PRIME



Visit
BELGRADE
MONTANA

UPDATE
MARCH 2026



WEBSITE TRAFFIC

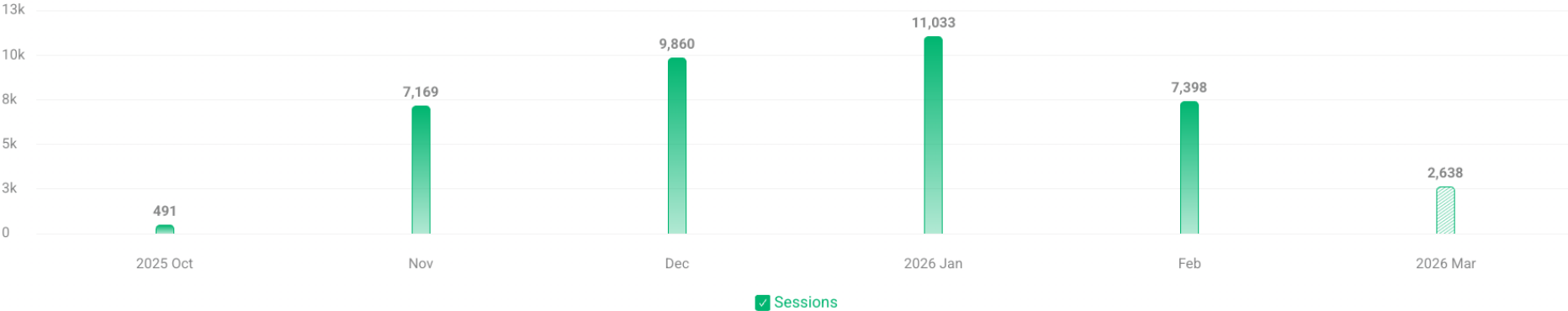
PRIME

WEBSITE TRAFFIC

SINCE OCTOBER 1, 2025

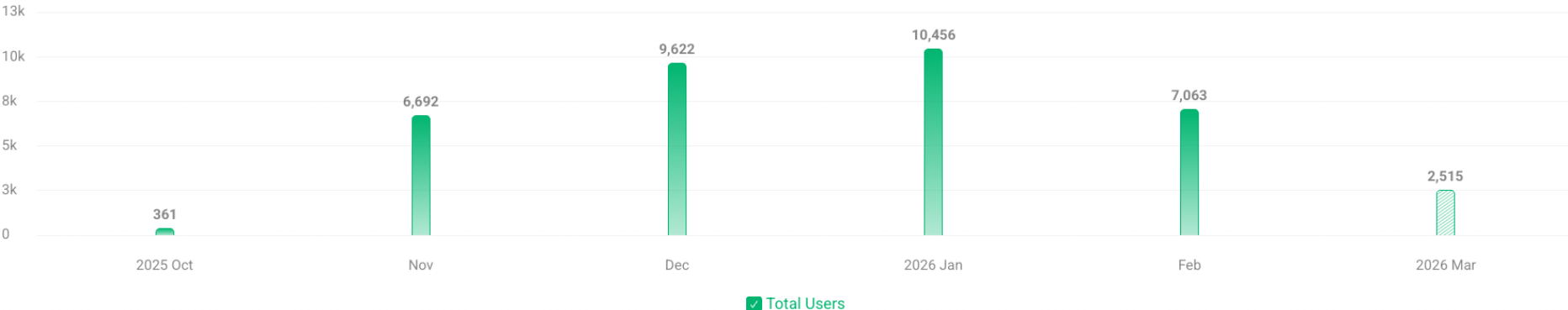
Since Oct 1, 2025 (2025 Oct - 2026 Mar)

MONTHLY VISITS



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

MONTHLY VISITORS



PAGE VIEWS

SINCE OCTOBER 1, 2025

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

TOP PAGES

Metric	Value	vs 1Y ago
Visit Belgrade, MT - Visit Belgrade	41,660	
Things to Do + See in Belgrade, MT - Visit Belgrade	3,369	
Hotels + Other Lodging in Belgrade, MT - Visit Belgrade	1,786	
Restaurants, Bars + Breweries in Belgrade, MT - Visit Belgrade	1,711	
Blog - Visit Belgrade	351	
Bozeman-Yellowstone International Airport The Most Convenient Airport Near	299	
How to Get to Yellowstone From Belgrade, MT Drive Times, Car Rentals, and More -	288	
Visit Belgrade	255	

Since Oct 1, 2025 (W40, 2025 - W12, 2026)

VIEWS BY WEEK



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

VIEWS BY SOURCE



WEBSITE VISITOR LOCATION

SINCE OCTOBER 1, 2025

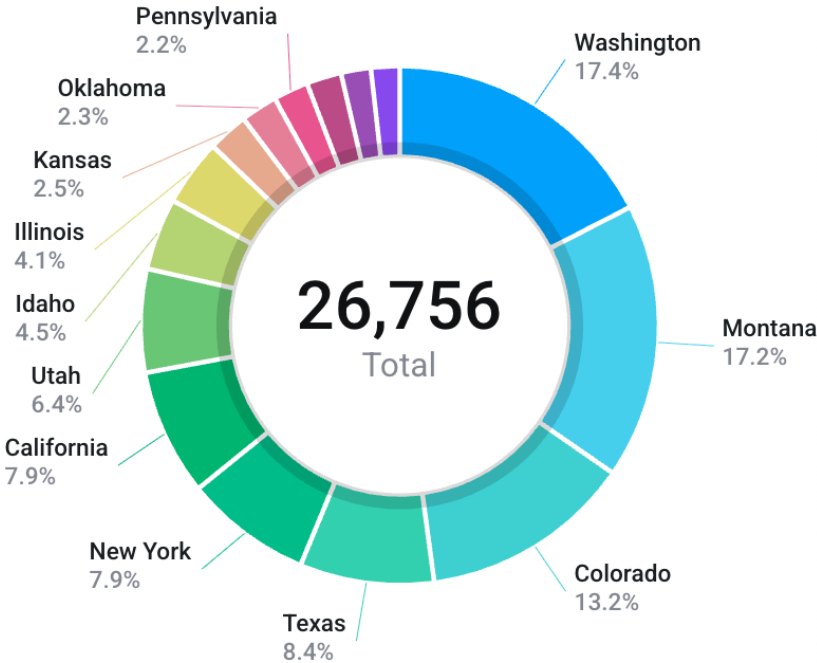
Since Oct 1, 2025 (Oct 1, 2025 - Mar 15, 2026)

USERS BY STATE

Dimension	USERS BY REGION
Washington	4,666
Montana	4,599
Colorado	3,542
Texas	2,247
New York	2,120
California	2,111
Utah	1,725
Idaho	1,202
Illinois	1,108

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

USERS BY STATE

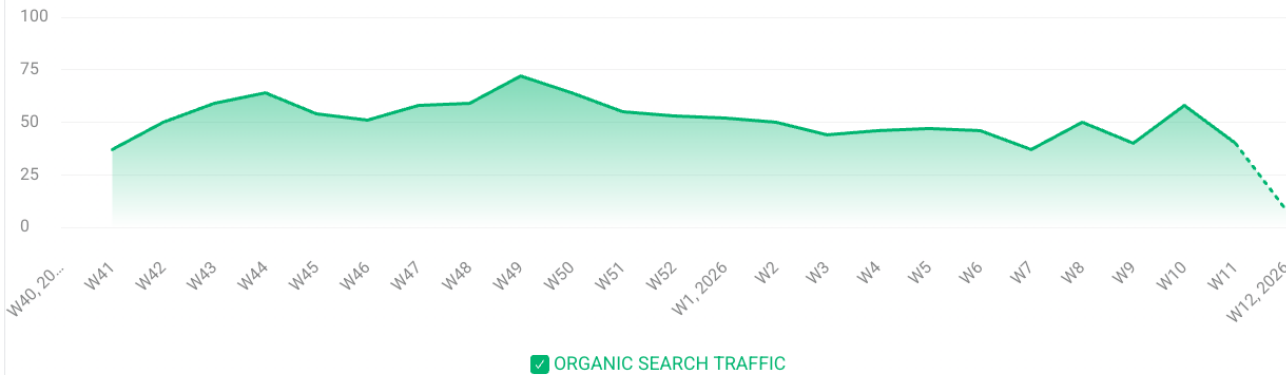


SEARCH TRAFFIC

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (W40, 2025 - W12, 2026)

SEARCH TRAFFIC



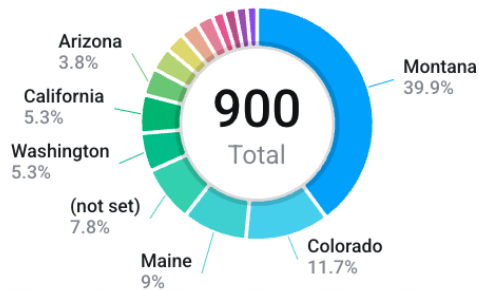
Since Oct 1, 2025 (Oct 1, 2025 - Mar 15, 2026)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value
/	772
(not set)	81
/do-see	73
/blog/holidays-belgrade-mt	56
/eat-drink	43
/blog/where-to-fly-into-for-yellowstone-airports-near-the-worlds-first-national-park	31
/hotels	26
/plan/yellowstone	18
/plan/yellowstone-airport	17

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

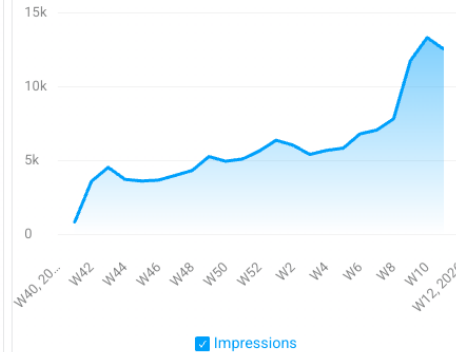
ORGANIC SEARCH BY STATE



Since Oct 1, 2025 (W40, 2025 - W12, 2026)

SEARCH RESULT IMPRESSIONS

139k

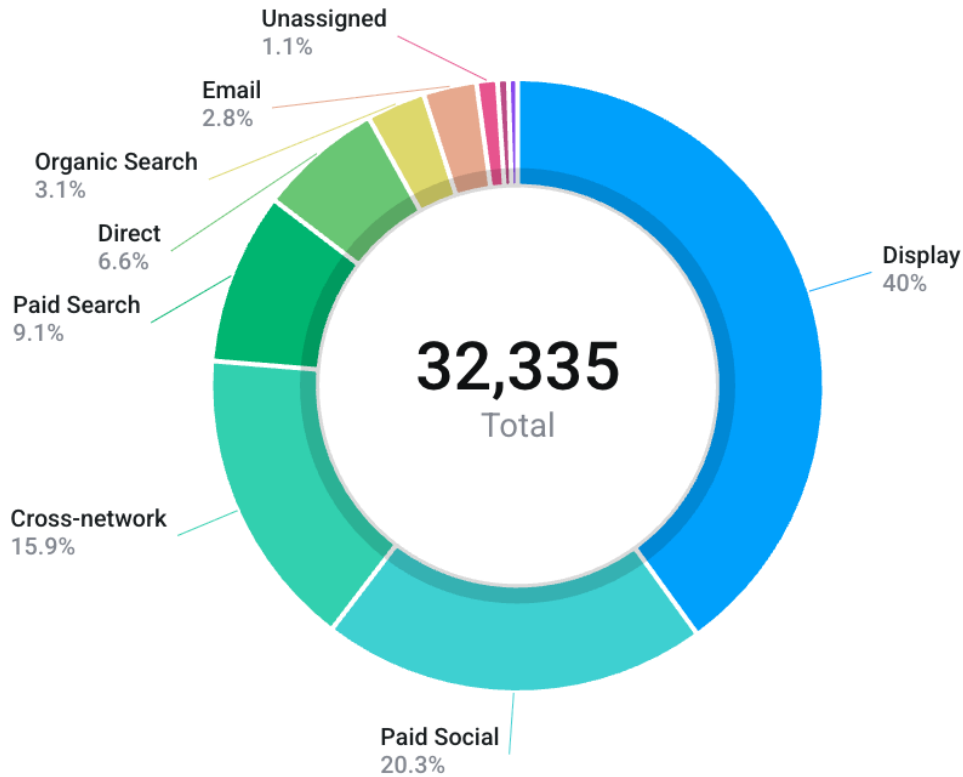


TRAFFIC BY SOURCE

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

- 4.3K TOTAL VIEWS
- 242 INTERACTIONS
- +54 NEW FOLLOWERS
- 455 TOTAL FOLLOWERS
- KEY INSIGHT: BUSINESS SPOTLIGHTS PERFORMING WELL
- INCORPORATING NEW PHOTOS, COLLABORATIONS, TOURISM ACCOUNT TAGGING

FACEBOOK

- 204K TOTAL VIEWS
- 19 SHARES
- 129 FOLLOWERS
- KEY INSIGHT: 30%+ GROWTH IN FOLLOWERS THIS MONTH, HUGE JUMP IN TOTAL VIEWS.

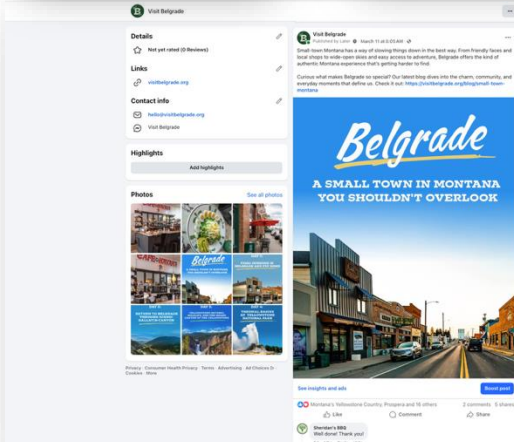


@VISITBELGRADEMT



FACEBOOK.COM/VISITBELGRADE.MT

PRIME



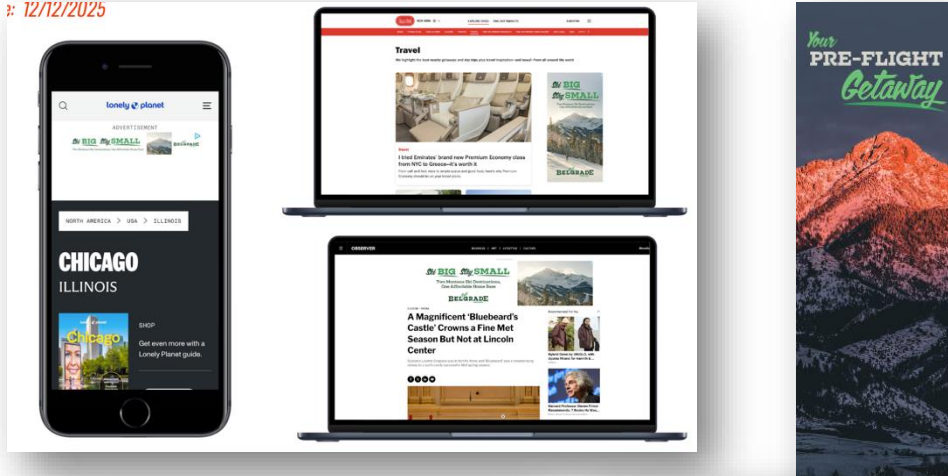
Belgrade Library
& Community Center

CURRENT UPDATES

PRIME

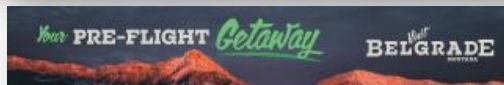
CURRENT UPDATES

12/12/2025



PAID ADVERTISING

- FINAIZING OUR SUMMER AD CREATIVE
- DISTRIBUTING TO ADVERTISING VENDORS.
- RUNNING A SIMILAR STRATEGY TO WINTER
- ALSO STARTING TO WORK ON BUDGET FOR FY27



PRIME

CURRENT UPDATES



Where to Fly Into for Yellowstone Near the World's First Nation



Written by Erin Hoppe Updated on 02/19/2026

Key Takeaways

- **Bozeman Yellowstone International Airport** in Belgrade, Montana, offers convenient access to Yellowstone (90-minute drive to the North Entrance) from major markets across the country.
- **Jackson Hole Airport** provides the most scenic arrival experience and Grand Teton National Park, though it comes with premium pricing.
- **Idaho Falls Regional Airport** delivers a quieter, less crowded terminal with straightforward access to Yellowstone's West Entrance.
- **Salt Lake City International Airport** offers the most flight options and is ideal for travelers who can dedicate extra time to driving or want to avoid



Belgrade: A Small Town in Montana You Shouldn't Overlook. Here's Why.



Written by Erin Hoppe Updated on 03/04/2026

Key Takeaways

- Belgrade, Montana, has a rich and surprising history that most visitors never expect from a small town.
- Belgrade makes an ideal base camp for exploring southwest Montana, with Yellowstone two hours south, Big Sky an hour away, and Bozeman just 10 miles south.
- From a 100-year-old steakhouse to craft breweries and authentic international cuisine, the dining scene here overdelivers.
- Downtown Belgrade offers a variety of things to do, from art galleries to local shops.
- Belgrade hosts a variety of events throughout the year, including the beloved Fall Festival and Festival of Lights.
- There is no shortage of outdoor activities in Belgrade, from fly fishing the Gallatin River to

BLOGS

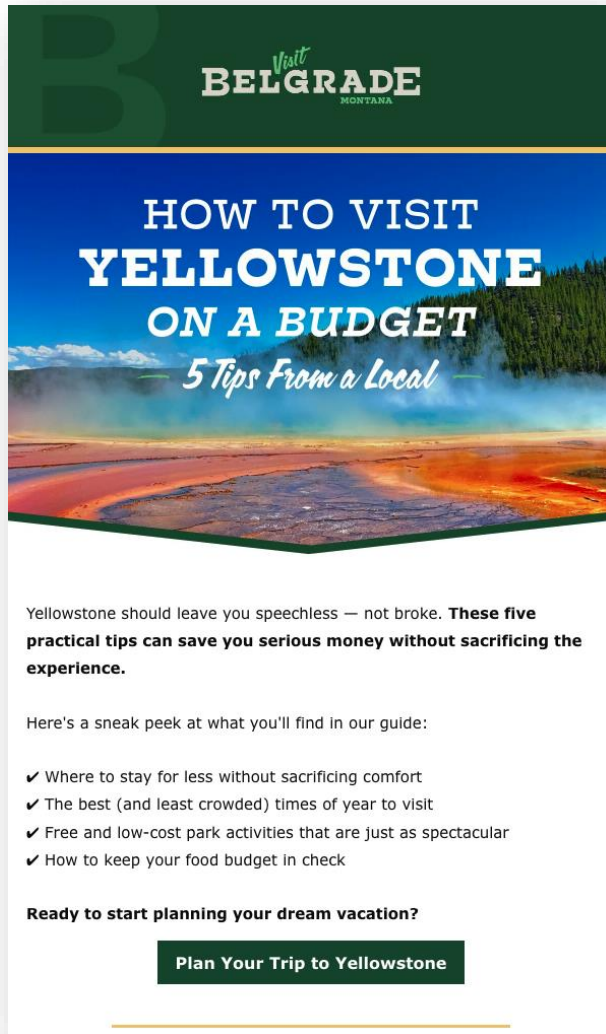
- 10 BLOGS PUBLISHED
- 1,209 BLOG VIEWS
- FEB - BEST MONTH YET (OVER 440 VIEWS)
- 855 VISITORS
- ORGANIC BLOG TRAFFIC SEEING CONSISTENT GROWTH
- PAID EMAILS DRIVING 41% OF BLOG VISITS

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. WHERE TO GRAB A DRINK IN BELGRADE
5. PLACES TO EAT IN BELGRADE

PRIME

CURRENT UPDATES



EMAIL MARKETING – LAST MONTH

- AVERAGE OPEN RATE – 36%
- OPEN RATES & CLICK-RATE REMAINING STRONG
- +10 SUBSCRIBERS LAST MONTH

EMAIL MARKETING - OVERALL

- 30.0% AVERAGE OPEN RATE
- 7.91% CLICK THROUGH RATE
- 166 CONTACTS IN OUR LIST
- CONTACTS GROWING CONSISTENTLY

PRIME



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 reserves the right to limit or terminate the use of any ad not submitted within 45 days. Our members do not have your name, address, phone and website 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:
- late delivery
- color variations
- missing or damaged pages
Lunar Cow is not liable for:
- late delivery
- color variations
- missing or damaged pages



CURRENT WORK

- TRAVEL GUIDE
 - 36 PAGE GUIDE
 - PROVIDED LOGOS & IMAGES
 - FINALIZED AD RATES
 - LUNAR COW WILL BE REACHING OUT TO SELL AD SPACE
- START PLANNING FY27 BUDGET



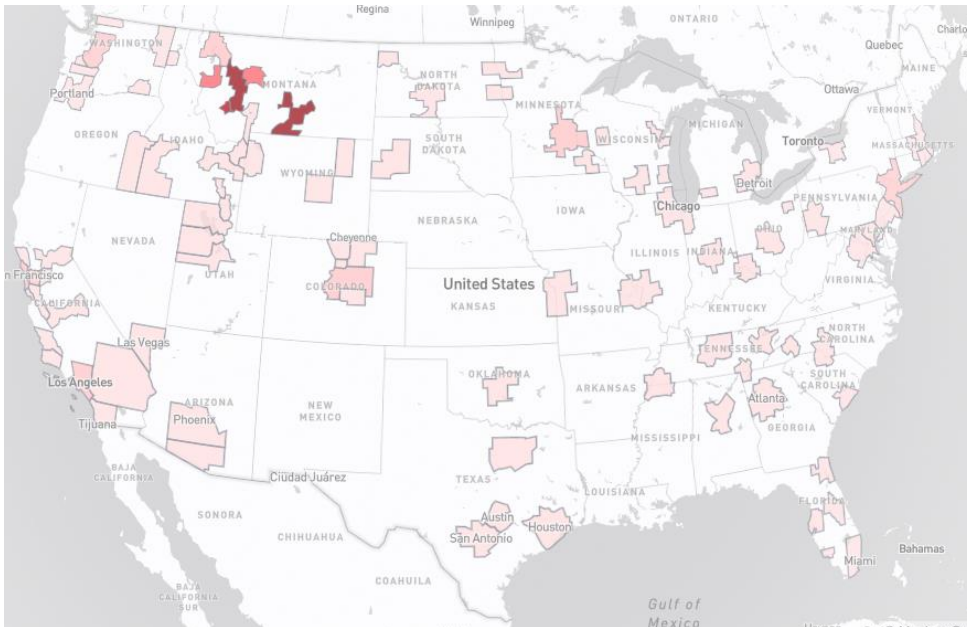
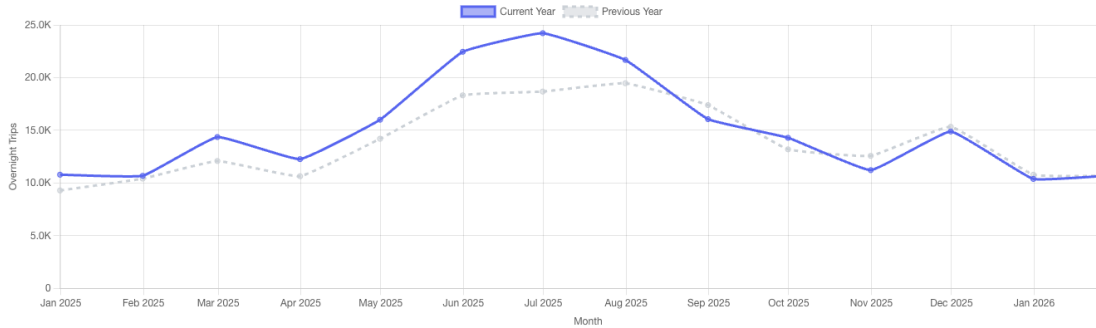
VISITATION DATA

PRIME

OVERNIGHT VISITATION

LAST 12 MONTHS - THROUGH FEBRUARY

Metric: **Overnight Trips** | Distance: **50+ Miles** | Time Interval: **Monthly** | Chart Type: **Line** | Start: **December 2024** | End: **February 2026** | Compare to Previous Year



ORIGIN	VISIT NIGHTS
Billings, MT	23,416
Helena, MT	22,784
Great Falls, MT	11,915
Denver-Aurora-Lakewood, CO	9,929
Los Angeles-Long Beach-Anaheim, CA	9,652
Missoula, MT	8,837
Phoenix-Mesa-Scottsdale, AZ	7,136
Butte-Silver Bow, MT	6,763
Seattle-Tacoma-Bellevue, WA	6,373



BELGRADE
MERCANTILES

LODGING REPORT

WEST
MAIN

SUITE
218

PRIME

NEW HOTELS

THROUGH FEBRUARY

ROOMS ADDED
IN LAST 12
MONTHS

544

HOTELS UNDER
CONSTRUCTION

6

ROOMS UNDER
CONSTRUCTION

704

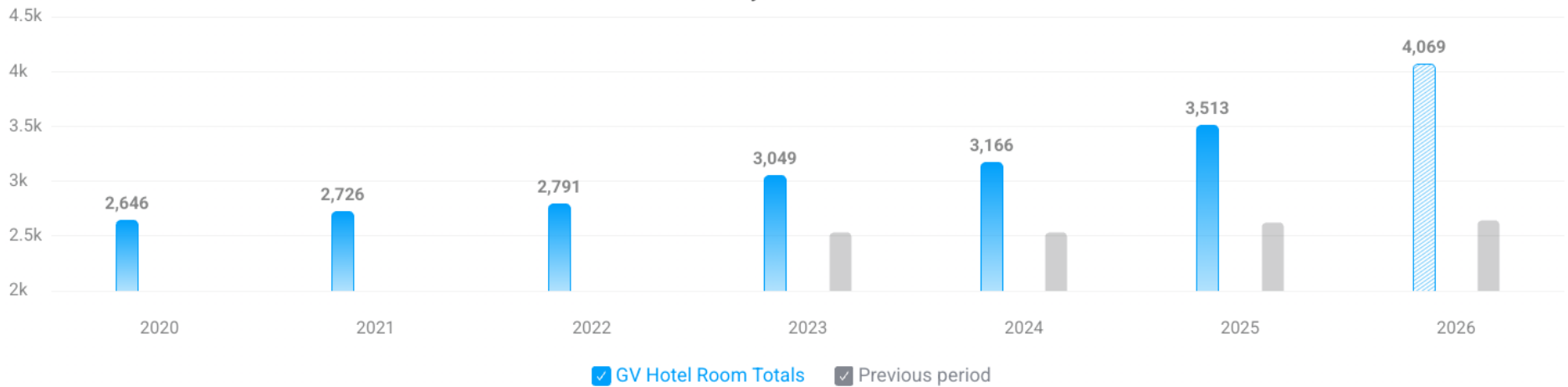
HOTELS IN FINAL
PLANNING

5

Last 7 years (2020 - 2026)

123

Gallatin Valley Hotel Room Totals

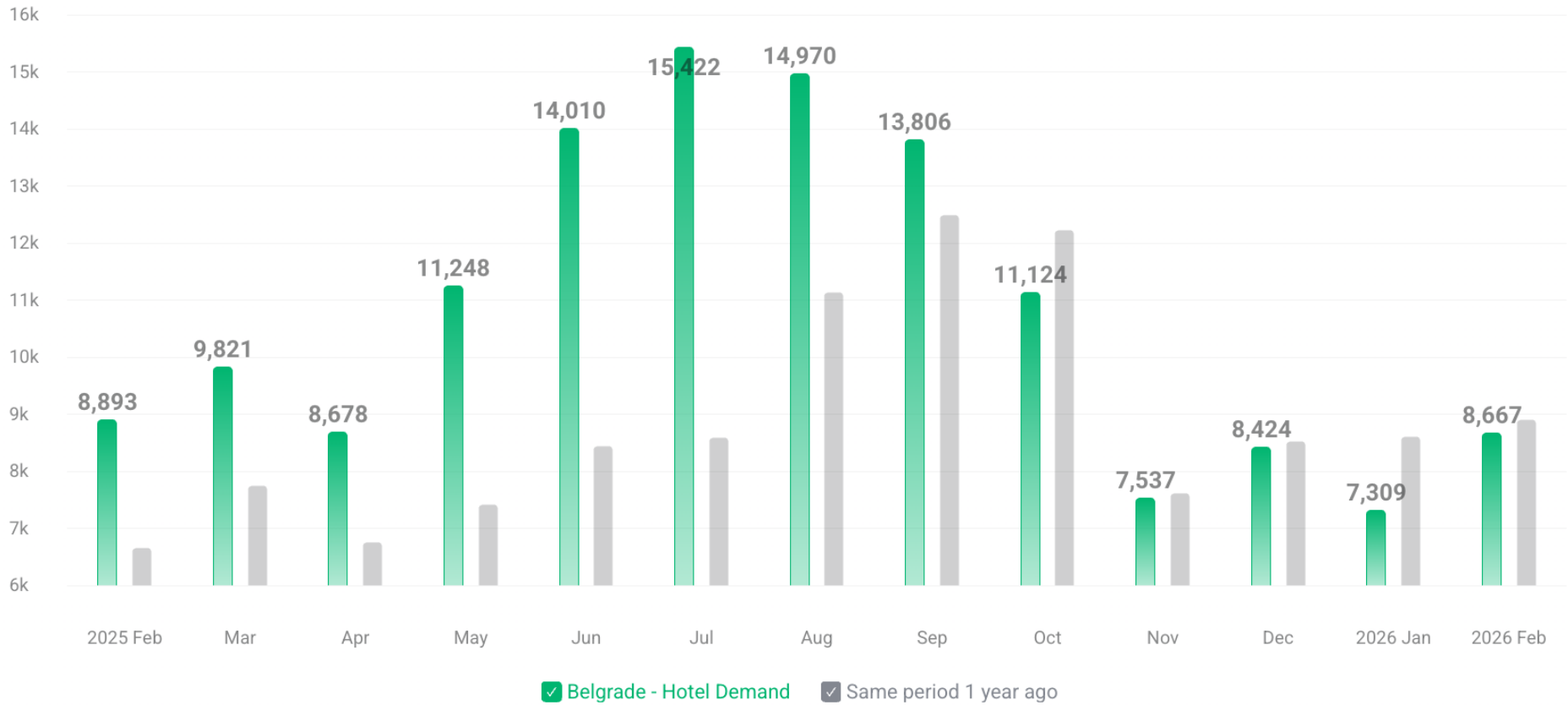


HOTEL DEMAND

LAST 12 MONTHS

Last 13 months (2025 Feb - 2026 Feb)

HOTEL RESULTS - DEMAND



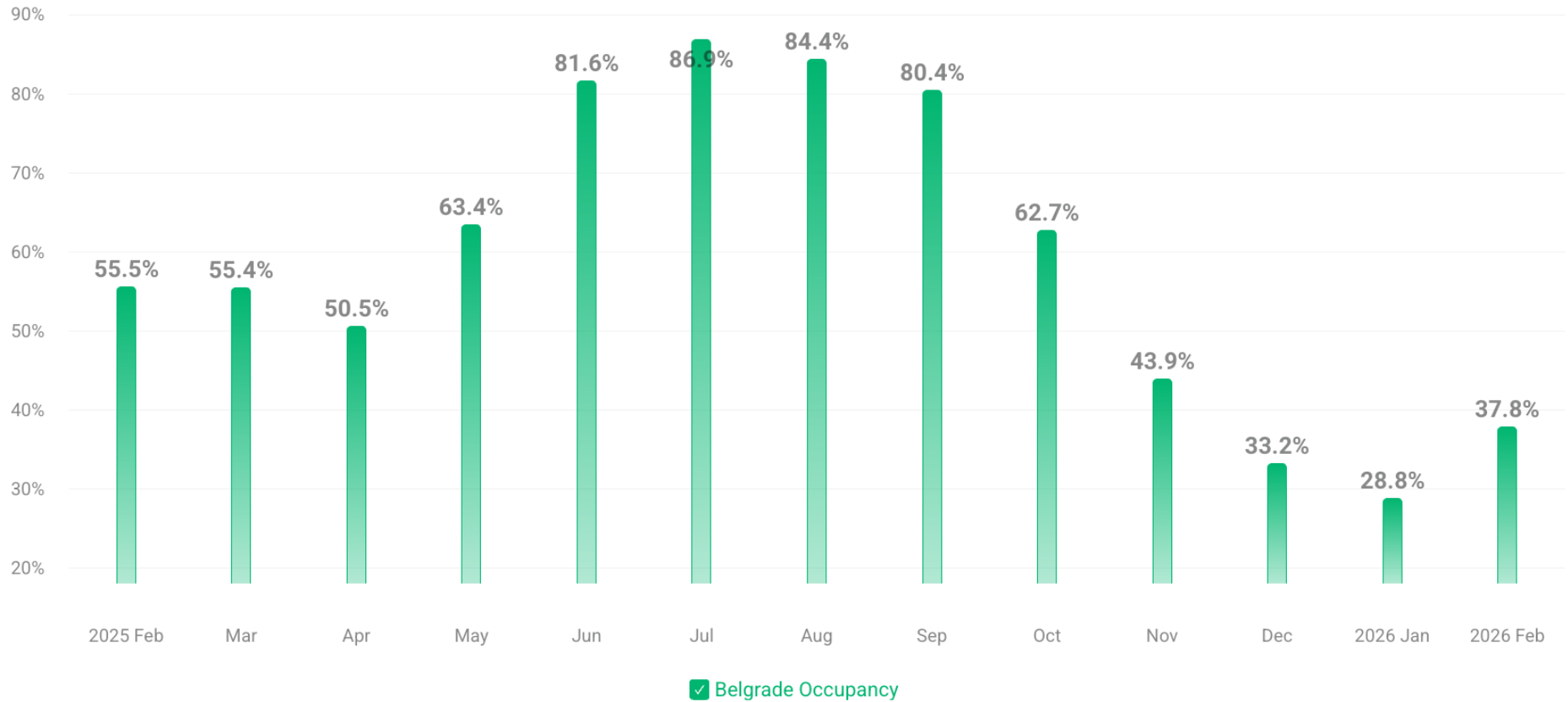
BELGRADE OCCUPANCY

LAST 12 MONTHS

Last 13 months (2025 Feb - 2026 Feb)



12 MONTH BELGRADE HOTELS - OCCUPANCY

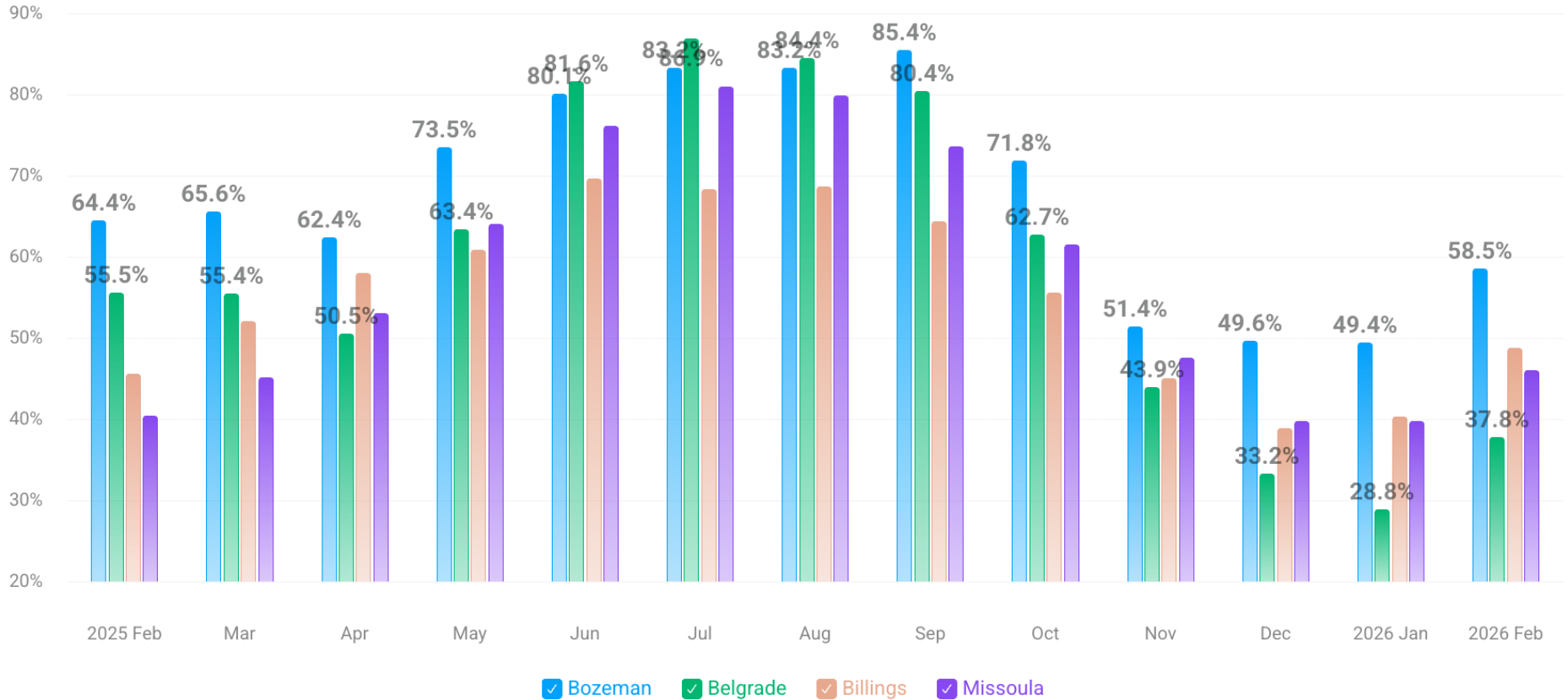


OCCUPANCY COMPARISON

LAST 12 MONTHS

Last 13 months (2025 Feb - 2026 Feb)

13 MONTH HOTEL RESULTS - OCCUPANCY

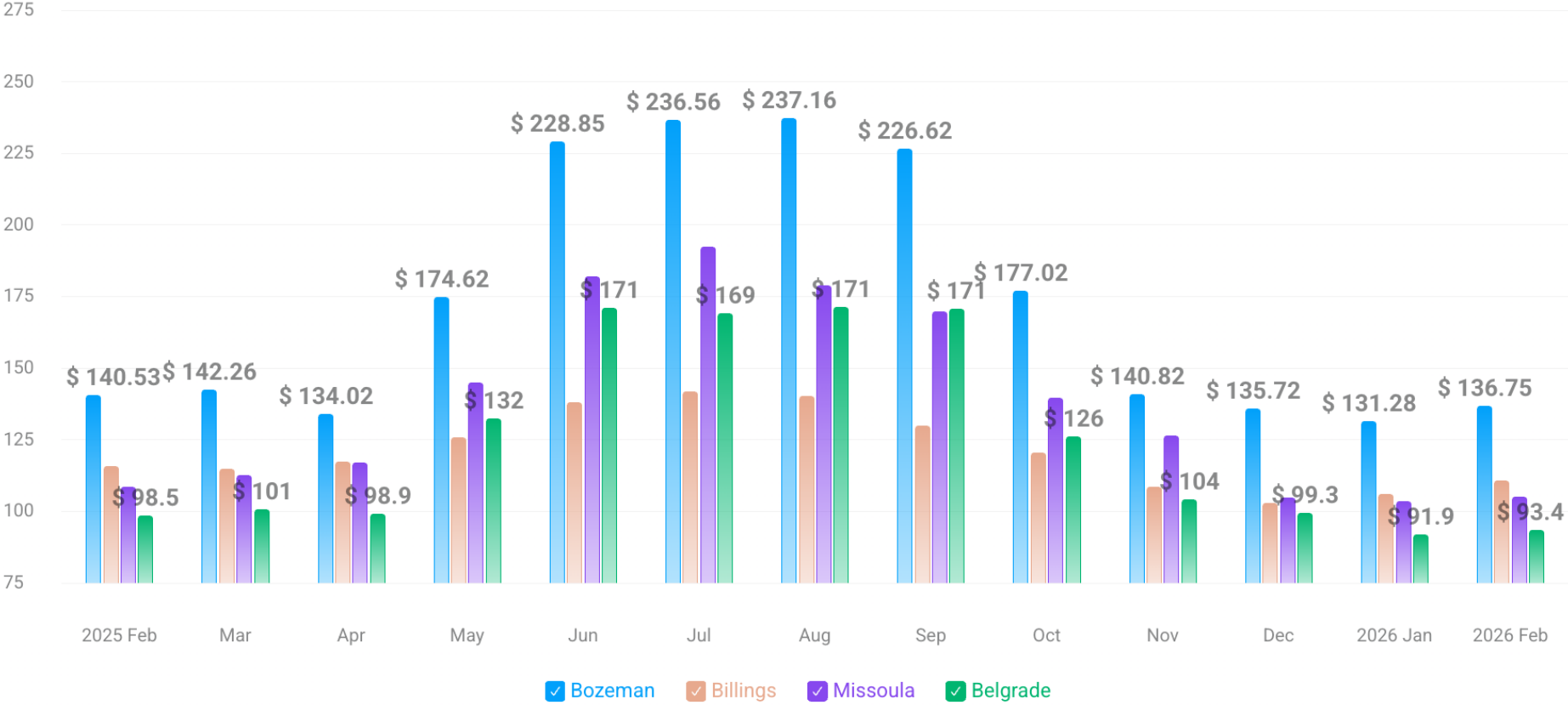


ADR COMPARISON

LAST 12 MONTHS

Last 13 months (2025 Feb - 2026 Feb)

13 MONTH HOTEL RESULTS - ADR



THANK YOU

PRIME