

PRIME



Visit
BELGRADE
MONTANA

UPDATE
APRIL 2026



WEBSITE TRAFFIC

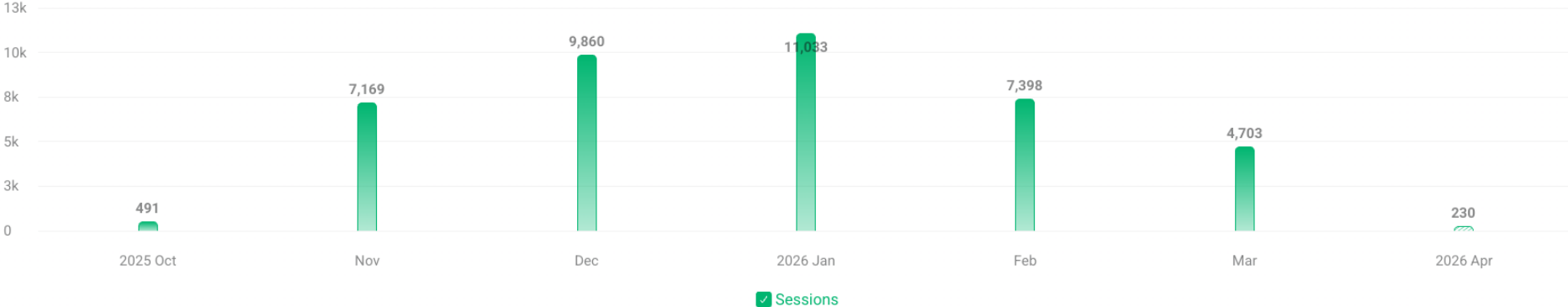
PRIME

WEBSITE TRAFFIC

SINCE OCTOBER 1, 2025

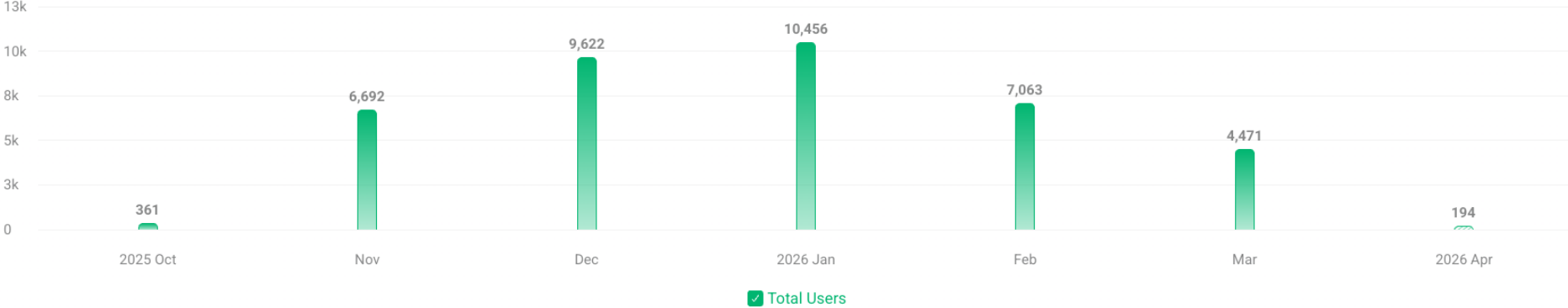
Since Oct 1, 2025 (2025 Oct - 2026 Apr)

MONTHLY VISITS



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

MONTHLY VISITORS



PAGE VIEWS

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (Oct 1, 2025 - Apr 12, 2026)

TOP PAGES

Metric	Value	vs 1Y ago
Visit Belgrade, MT - Visit Belgrade	43,616	
Things to Do + See in Belgrade, MT - Visit Belgrade	3,701	
Hotels + Other Lodging in Belgrade, MT - Visit Belgrade	1,981	
Restaurants, Bars + Breweries in Belgrade, MT - Visit Belgrade	1,962	
Blog - Visit Belgrade	396	
Bozeman-Yellowstone International Airport The Most Convenient Airport Near	325	
How to Get to Yellowstone From Belgrade, MT Drive Times, Car Rentals, and More -	314	
Visit Belgrade	284	

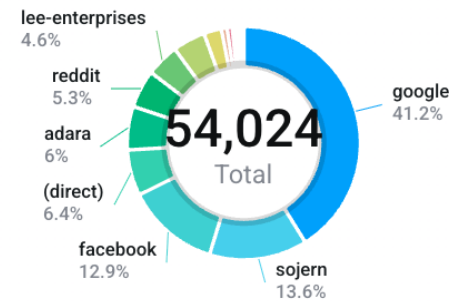
Since Oct 1, 2025 (W40, 2025 - W16, 2026)

VIEWS BY WEEK



Since Oct 1, 2025 (Oct 1, 2025 - Apr 12, 2026)

VIEWS BY SOURCE



WEBSITE VISITOR LOCATION

SINCE OCTOBER 1, 2025

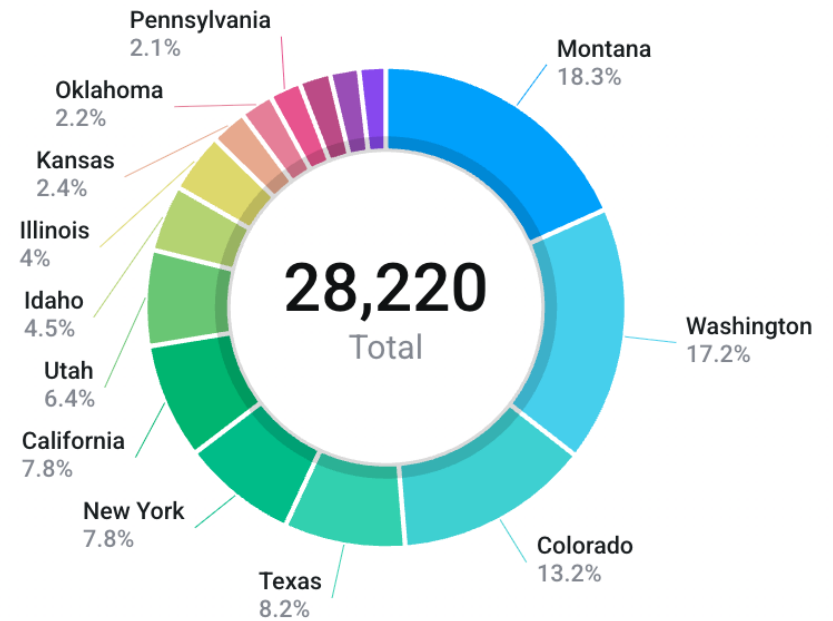
Since Oct 1, 2025 (Oct 1, 2025 - Apr 12, 2026)

USERS BY STATE

Dimension	USERS BY REGION
Montana	5,168
Washington	4,866
Colorado	3,713
Texas	2,304
New York	2,193
California	2,190
Utah	1,818
Idaho	1,265
Illinois	1,140

Since Oct 1, 2025 (Oct 1, 2025 - Apr 12, 2026)

USERS BY STATE

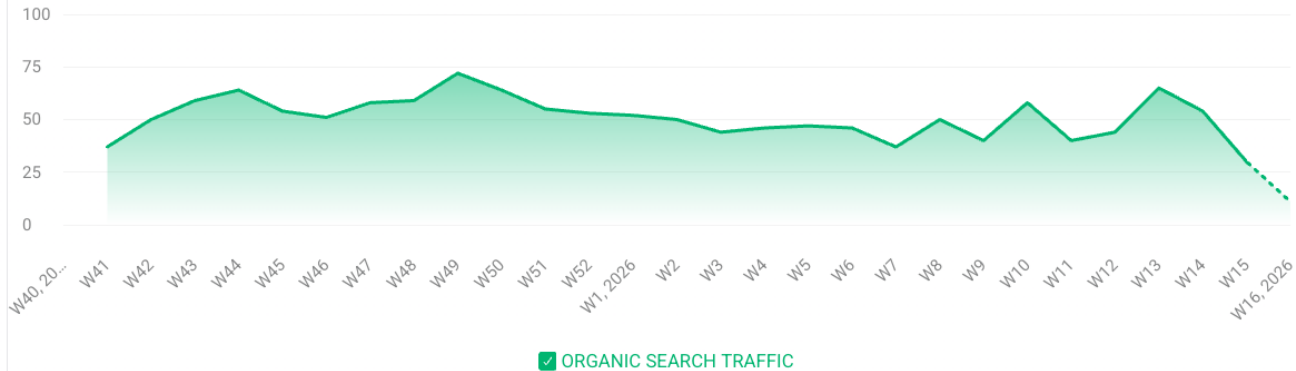


SEARCH TRAFFIC

SINCE OCTOBER 1, 2025

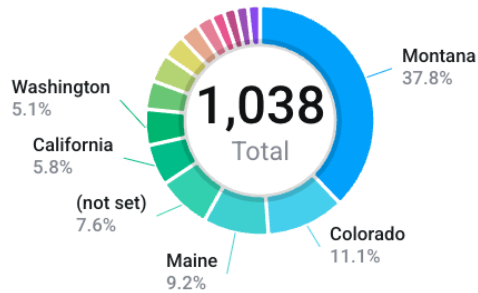
Since Oct 1, 2025 (W40, 2025 - W16, 2026)

SEARCH TRAFFIC



Since Oct 1, 2025 (Oct 1, 2025 - Apr 12, 2026)

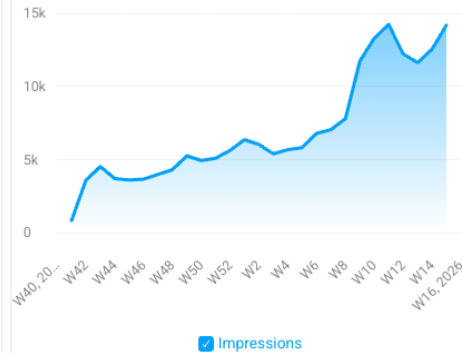
ORGANIC SEARCH BY STATE



Since Oct 1, 2025 (W40, 2025 - W16, 2026)

SEARCH RESULT IMPRESSIONS

192.2k



Since Oct 1, 2025 (Oct 1, 2025 - Apr 12, 2026)

SEARCH TRAFFIC BY LANDING PAGE

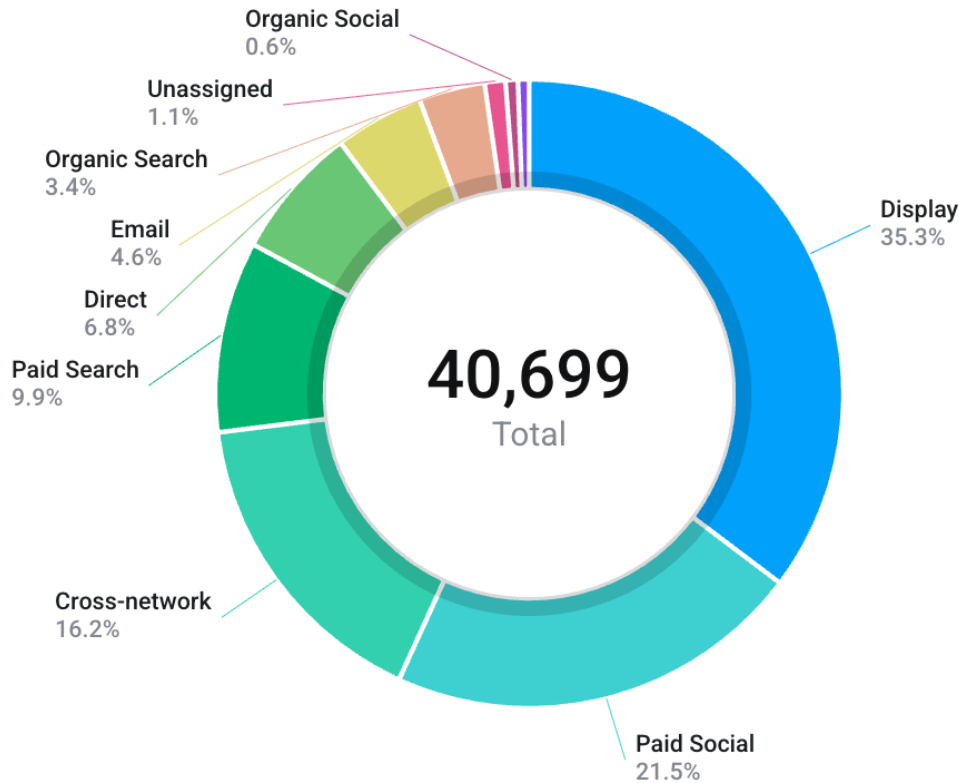
Metric	Value
/	870
(not set)	96
/do-see	85
/blog/where-to-fly-into-for-yellowstone-airports-near-the-worlds-first-national-park	69
/eat-drink	60
/blog/holidays-belgrade-mt	58
/hotels	29
/plan/yellowstone-airport	23
/plan/yellowstone	22

TRAFFIC BY SOURCE

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (Oct 1, 2025 - Apr 12, 2026)

TRAFFIC BY SOURCE



Since Oct 1, 2025 (Oct 1, 2025 - Apr 12, 2026)

TRAFFIC BY SOURCE

Metric	Value	vs 1Y ago
Display	14,362	
Paid Social	8,759	
Cross-network	6,602	
Paid Search	4,011	
Direct	2,784	
Email	1,863	
Organic Search	1,392	
Unassigned	429	
Organic Social	261	

SOCIAL MEDIA

LAST 30 DAYS



INSTAGRAM

- 7.3K TOTAL VIEWS (UP FROM 4.3K)
- 289 INTERACTIONS
- +24 NEW FOLLOWERS
- 489 TOTAL FOLLOWERS
- KEY INSIGHT: CONTINUED STRONG PERFORMANCE FROM VIDEO CONTENT & WE ARE STARTING TO GET CONSISTENTLY TAGGED IN STORIES. WORKING ON COLLABORATIONS.

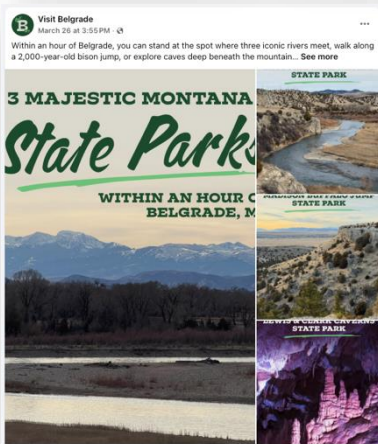
FACEBOOK

- 47.9K TOTAL VIEWS (DOWN FROM 200K)
 - 143 FOLLOWERS
 - KEY INSIGHT: "3 STATE PARKS CLOSE TO BELGRADE" WAS THE TOP PERFORMER. STATIC CONTENT CONTINUES TO RESONATE ON FB.
- @VISITBELGRADE.MT



FACEBOOK.COM/VISITBELGRADE.MT

PRIME

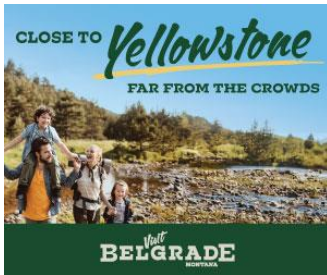


Belgrade Library
& Community Center

CURRENT UPDATES

PRIME

CURRENT UPDATES



PAID ADVERTISING

- SUMMER CAMPAIGN IS UNDERWAY
- DISTRIBUTING TO ADVERTISING VENDORS.
- RUNNING A SIMILAR STRATEGY TO WINTER
- WORKING ON SUMMER PHOTOSHOOT PRIORITIES AND SCHEDULE

CURRENT UPDATES



Direct Flights to Bozeman, MT | Summer 2026



Written by Erin Hoppe Updated on 04/14/2026

Key Takeaways

- The Bozeman-Yellowstone International Airport (BZN) is located in Bozeman, Montana, and is served by several airlines offering nonstop service to 24+ U.S. cities for summer 2026.
- Direct flights to Bozeman, MT, connect from major hubs including Dallas, Chicago, Atlanta, New York, Los Angeles, and more.
- New summer 2026 routes include nonstop service from Austin, Long Beach, and San Francisco.
- BZN is a small, easy-to-navigate airport with no long terminal walks.
- Staying in Belgrade puts you minutes from the airport and close to Yellowstone National Park, with a quieter, more affordable experience for families.



Three Majestic Montana State Parks Within an Hour of Belgrade, Montana



Written by Erin Hoppe Updated on 04/02/2026

Key Takeaways

- **Missouri Headwaters State Park** marks the confluence of three rivers that form the Missouri River with easy, flat trails and camping options.
- **Madison Buffalo Jump State Park** preserves 2,000 years of Native American history at a dramatic limestone cliff used for bison hunting.
- **Lewis & Clark Caverns State Park** features guided cave tours, camping, and year-round trails at Montana's first state park.
- All three Montana State Parks can be visited as day trips from Belgrade, Montana, with the farthest being less than an hour away.

BLOGS


- 12 BLOGS PUBLISHED
- 1,428 BLOG VIEWS
- MARCH BLOG TRAFFIC WAS DOWN VS. FEBRUARY DUE TO TRAFFIC SPIKE IN FEBRUARY
- 961 TOTAL VISITORS
- PAID EMAILS DRIVING GOOD % 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. WHERE TO GRAB A DRINK IN BELGRADE
4. BEST THINGS TO DO IN BELGRADE WITH KIDS
5. PLACES TO EAT IN BELGRADE

PRIME

CURRENT UPDATES



Whether you're fueling up before a road trip to Yellowstone or winding down after a day outdoors, Belgrade, Montana, has a great spot for it — from your first cup of coffee to your last round of the night.

Start Your Morning Right

From the spooky-themed Revamped Coffee Co to Duke's Cafe & Bakery (their morning buns sell out for a reason), [Belgrade's coffee shops](#) are full of character.

Raise a Glass

Craft beer? Award-worthy whiskey? A classic Montana bar? Belgrade has all three. From craft brews to hand-crafted spirits, [Belgrade's bars and breweries](#) deliver.

EMAIL MARKETING – LAST MONTH

- AVERAGE OPEN RATE – 36.24%
- OPEN RATES & CLICK-RATE REMAINING STRONG
- 9 NEW SUBSCRIBERS LAST MONTH

EMAIL MARKETING - OVERALL

- 30.6% AVERAGE OPEN RATE
- 8.4% CLICK THROUGH RATE
- 173 CONTACTS IN OUR LIST
- CONTACTS GROWING CONSISTENTLY

PRIME



CURRENT UPDATES

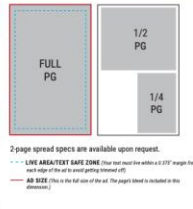


ADVERTISING SPEC SHEET



FULL PAGE	WIDTH	HEIGHT
Ad Size	5.625"	8.625"
Live 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"



TEMPLATE AD
Lunar Cow reserves the right to insert our templates and for your ad placement if content is NOT uploaded within 45 days. Our template ad includes your name, address, phone and website address.

SEE TERMS ON THE ADVERTISING RATES PAGE

ADVERTISEMENT 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**

ADVERTISEMENT ART UPLOAD

UPLOAD ADVERTISEMENT 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/advertiser 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 ads are final and no refunds will be issued. Further, due to publication and distribution of print materials containing information as to all advertisers, no advertiser may withdraw from participation. Advertiser agrees to participate for the duration of the publication without exception.

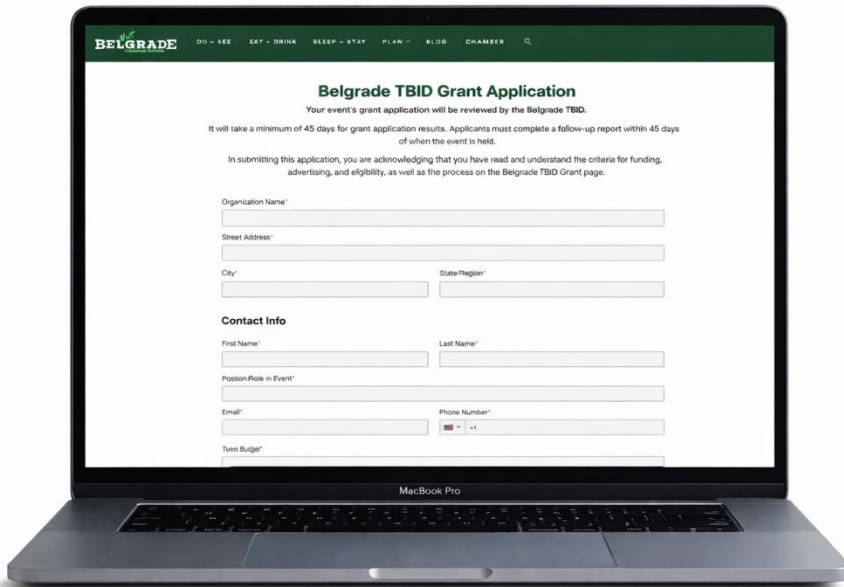
Lunar Cow Publishing and Belgrade Chamber of Commerce reserve the right to reject advertisements on the basis of content or quality of production, and assume no liability for statements or claims made in advertising copy. Lunar Cow Publishing and Belgrade Chamber of Commerce also reserves the right to refuse advertisements that contain what is considered to be false, illegal or libelous information or material that gratuitously offends members of the general public.

Lunar Cow reserves the right to insert our templates and for your ad placement if content is NOT uploaded within 45 days. Our template ad includes your name, address, phone and website address and is not reusable, except for errors.

CURRENT WORK

- TRAVEL GUIDE
 - 36 PAGE GUIDE
 - PROVIDED COVER IMAGE OPTIONS.

CURRENT UPDATES



The image shows a laptop screen displaying a web form titled "Belgrade TBID Grant Application". The form includes a navigation bar at the top with the "BELGRADE" logo and menu items: "DO - SEE", "EAT - DRINK", "SLEEP - STAY", "PLAN - BLOG", and "CHAMBER". The main heading is "Belgrade TBID Grant Application" with a sub-heading "Your event's grant application will be reviewed by the Belgrade TBID." Below this, there is a paragraph stating: "It will take a minimum of 45 days for grant application results. Applicants must complete a follow-up report within 45 days of when the event is held." Another paragraph reads: "In submitting this application, you are acknowledging that you have read and understand the criteria for funding, advertising, and eligibility, as well as the process on the Belgrade TBID Grant page." The form fields are organized into sections: "Organization Name" (one field), "Street Address" (one field), "City" and "State/Region" (two fields), "Contact Info" (sub-section), "First Name" and "Last Name" (two fields), "Position/Role in Event" (one field), "Email" and "Phone Number" (two fields, with a "+1" icon next to the phone field), and "Town Budget" (one field). The laptop is a MacBook Pro.

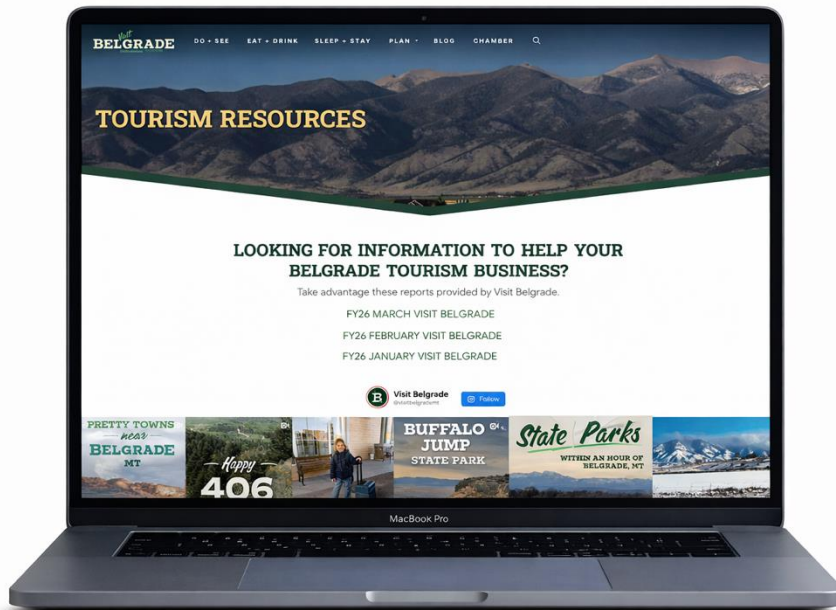
CURRENT WORK

- GRANT APPLICATION
 - LOCATED IN WEBSITE FOOTER
- BELGRADE HOTELS & MOTELS LOGO



PRIME

CURRENT UPDATES



CURRENT WORK

- VISIT BELGRADE REPORTS
 - TOURISM RESOURCES PAGE



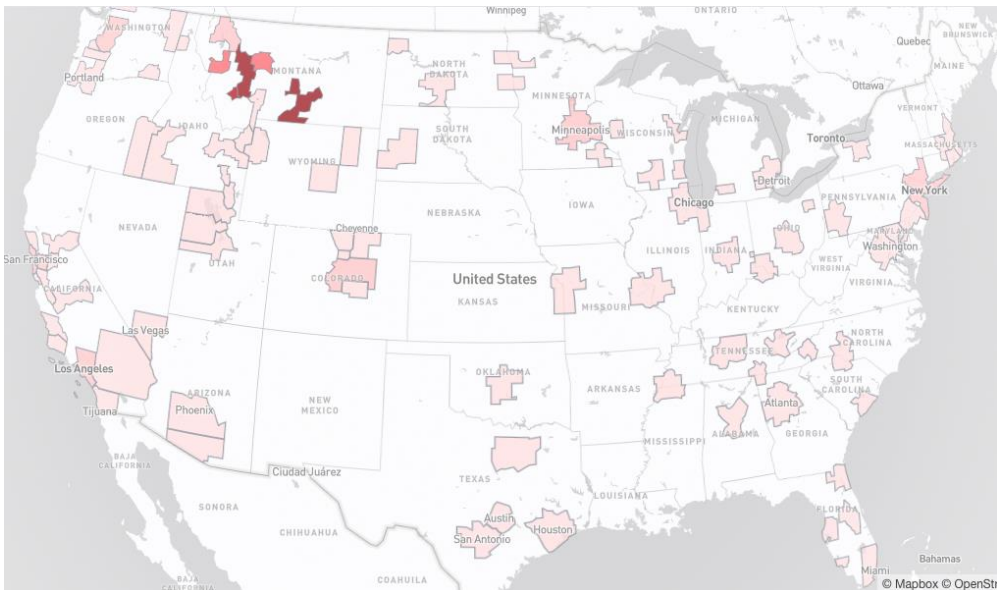
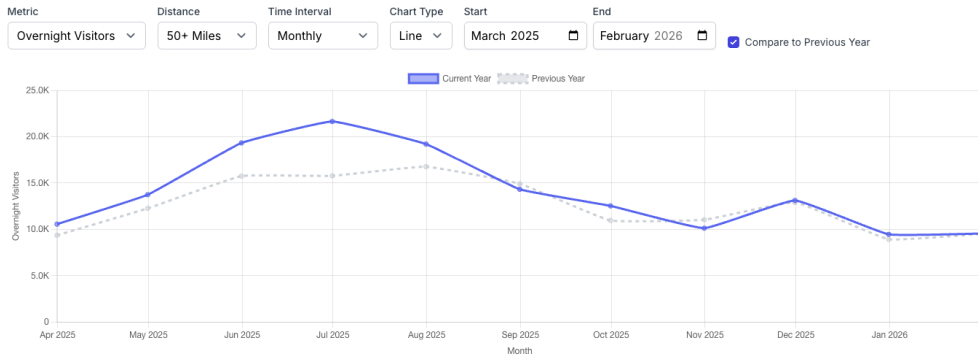


VISITATION DATA

PRIME

OVERNIGHT VISITATION

LAST 12 MONTHS - THROUGH FEBRUARY



ORIGIN	TRIPS
Billings, MT	32,927
Missoula, MT	22,608
Butte-Bozeman, MT	37,303
Great Falls, MT	16,954
Helena, MT	21,456
Denver, CO	8,758
Los Angeles, CA	7,082
Seattle-Tacoma, WA	8,028
Salt Lake City, UT	7,042

BELGRADE
MERCANTILES

LODGING REPORT

WEST
MAIN

SUITE
218

PRIME

NEW HOTELS

THROUGH FEBRUARY

ROOMS ADDED
IN LAST 12
MONTHS
544

HOTELS UNDER
CONSTRUCTION
6

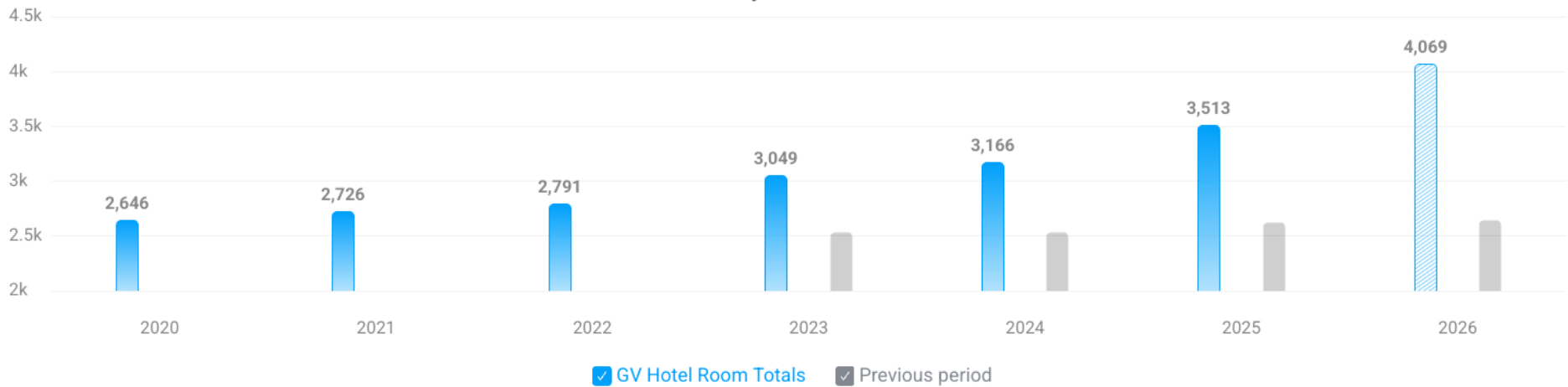
ROOMS UNDER
CONSTRUCTION
704

HOTELS IN FINAL
PLANNING
5

Last 7 years (2020 - 2026)

Gallatin Valley Hotel Room Totals

123



HOTEL DEMAND

LAST 12 MONTHS

Last 13 months (2025 Apr - 2026 Apr)

HOTEL RESULTS - DEMAND

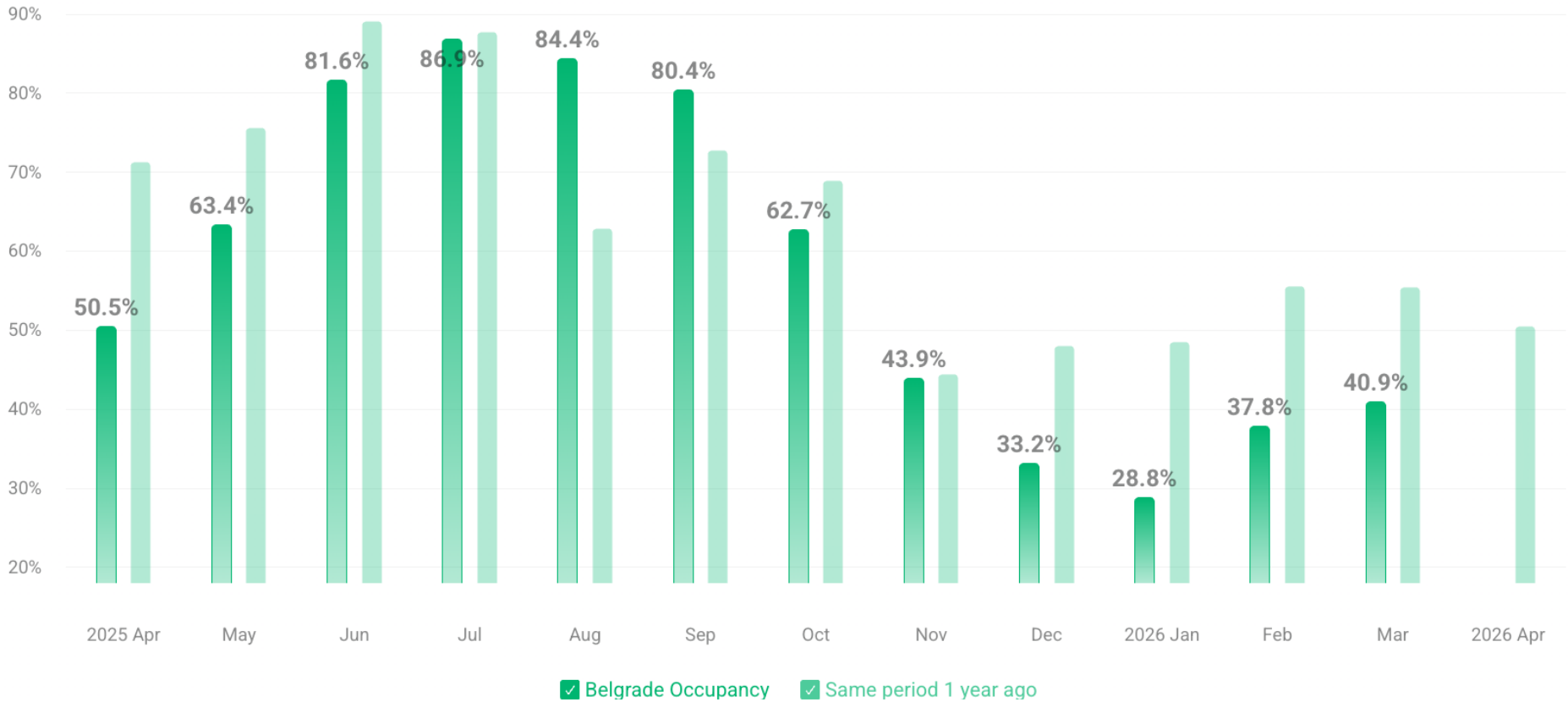


BELGRADE OCCUPANCY

LAST 12 MONTHS

Last 13 months (2025 Apr - 2026 Apr)

12 MONTH BELGRADE HOTELS - OCCUPANCY

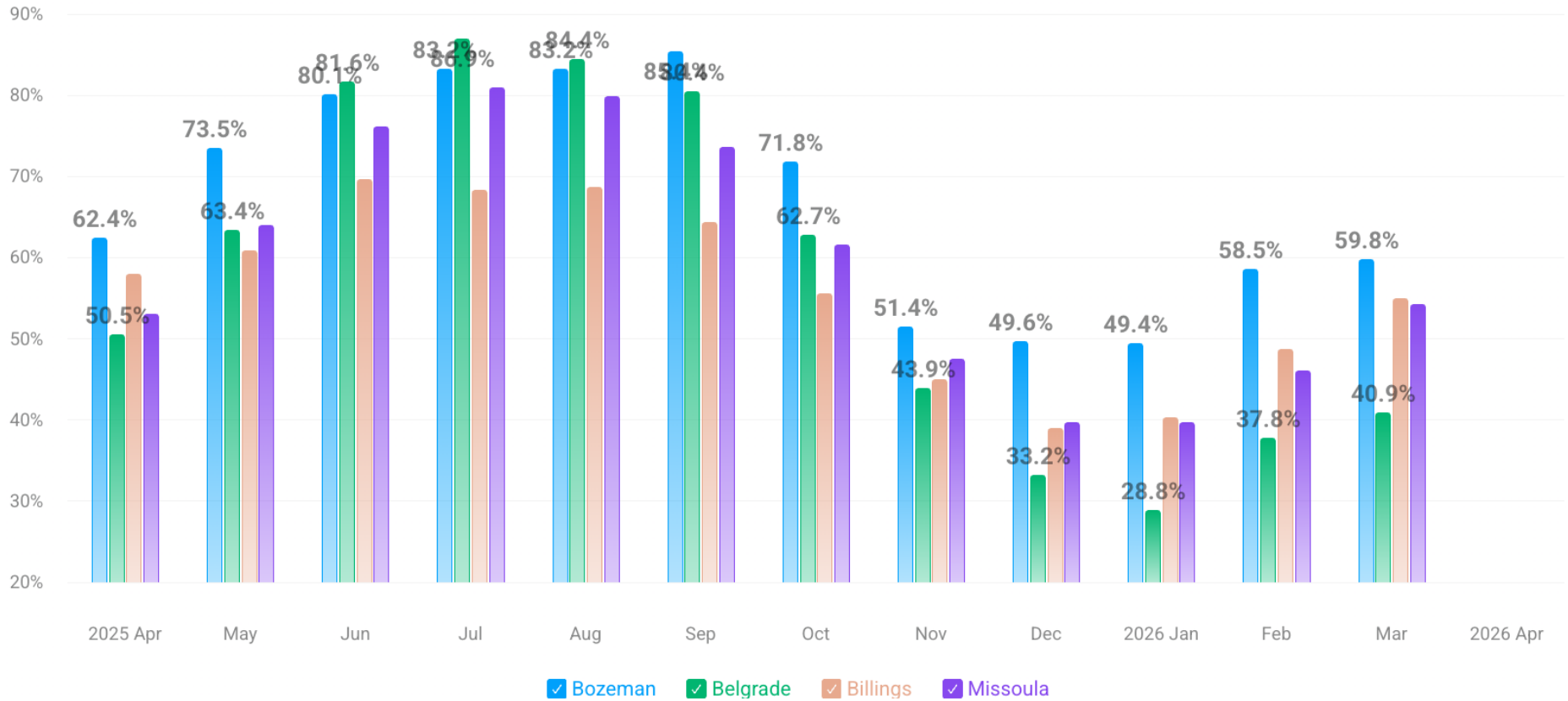


OCCUPANCY COMPARISON

LAST 12 MONTHS

Last 13 months (2025 Apr - 2026 Apr)

13 MONTH HOTEL RESULTS - OCCUPANCY

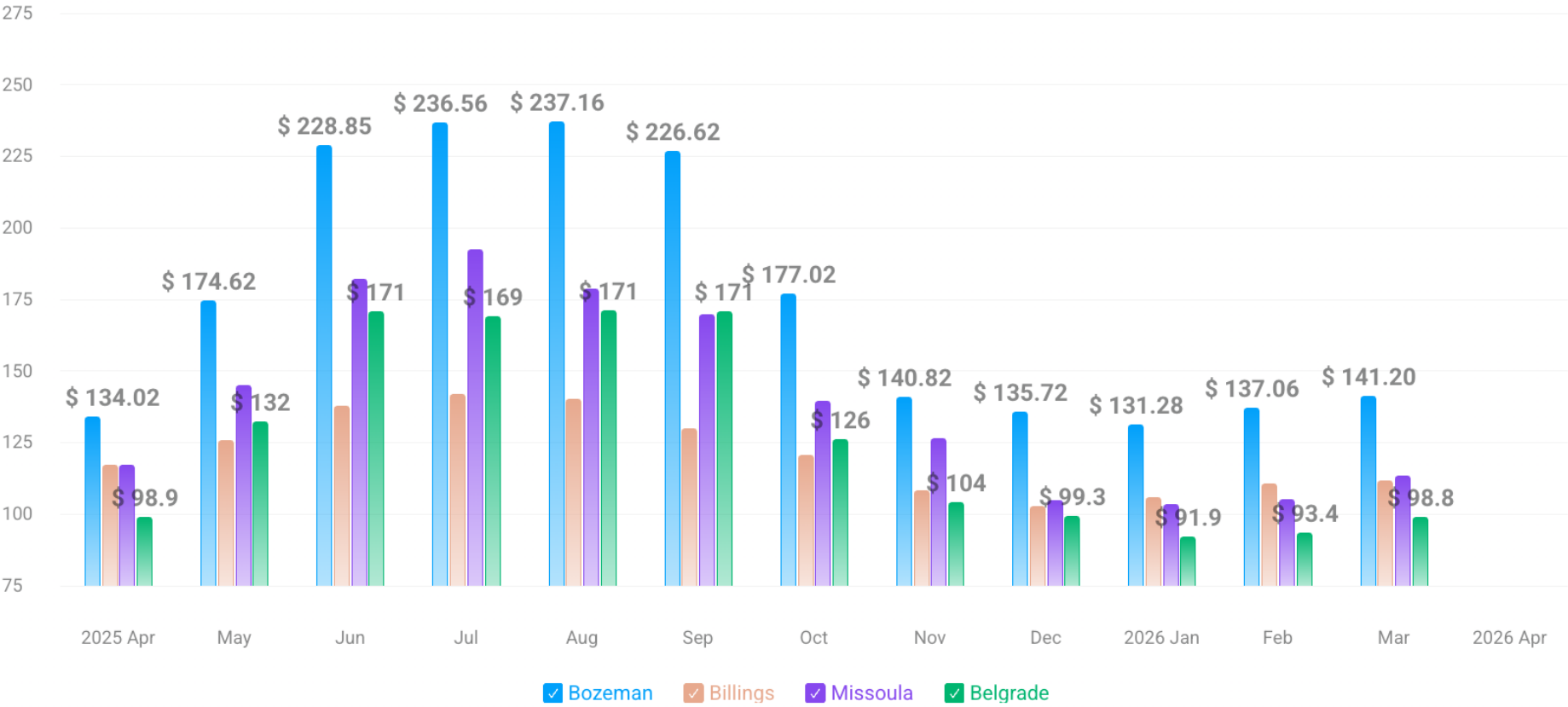


ADR COMPARISON

LAST 12 MONTHS

Last 13 months (2025 Apr - 2026 Apr)

13 MONTH HOTEL RESULTS - ADR



THANK YOU

PRIME