

PRIME



Visit
BELGRADE
MONTANA

UPDATE
JUNE 2026

EXECUTIVE SUMMARY

JUNE 2026

OVERALL READ

Marketing momentum is building, and demand is growing. The main challenge is that new hotel supply is growing faster than demand, creating near-term occupancy pressure.

WHAT'S WORKING WELL

- Hotel demand is up **18%**.
- Website traffic is growing.
- Paid media is driving reach.
- Yellowstone and travel content are connecting.
- Social engagement is improving.

WHAT NEEDS ATTENTION

- Supply is up **32.7%**.
- Occupancy is under pressure.
- Traffic needs to convert into overnight stays.
- Need to update more direct “stay here” positioning.

EXECUTIVE SUMMARY

JUNE 2026

WHAT TO EXPECT OVER THE NEXT 3 MONTHS

- Push peak summer travel.
- Promote Belgrade as an affordable basecamp.
- Focus on Yellowstone, airport, and I-90 travelers.
- Build out the travel guide.
- Watch occupancy, ADR, and demand closely.

BOTTOM LINE

The marketing foundation is working. The priority now is helping Belgrade capture more overnight stays while the market absorbs new hotel supply.

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WEBSITE TRAFFIC

PRIME

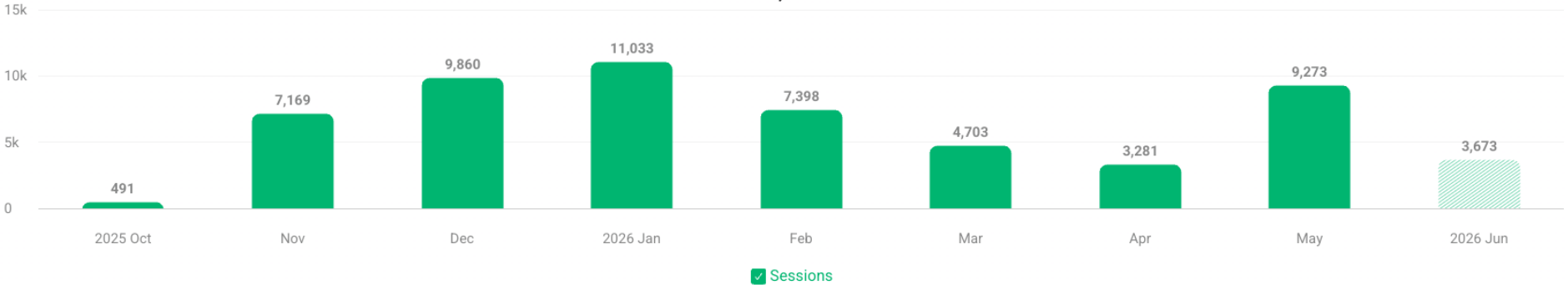
WEBSITE TRAFFIC

SINCE OCTOBER 1, 2025

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

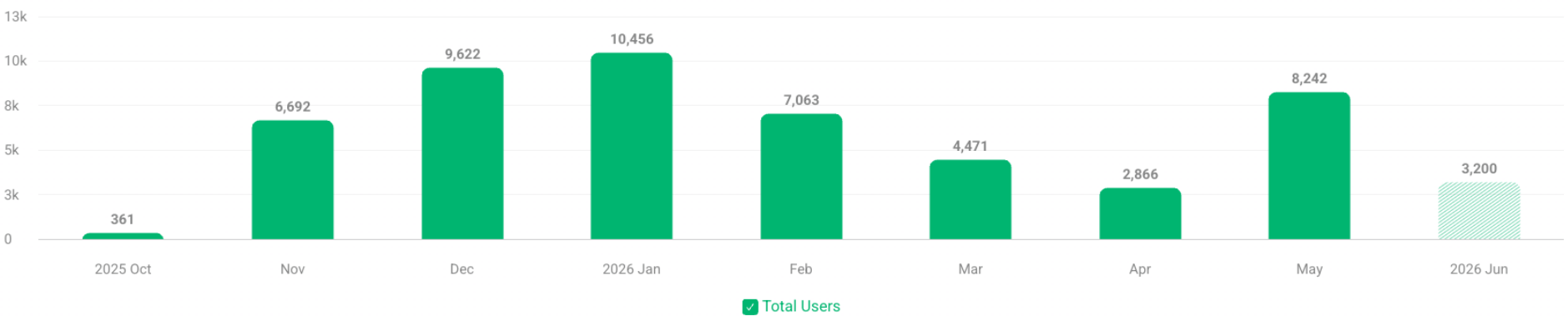
MONTHLY VISITS

56,740



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

MONTHLY VISITORS



PAGE VIEWS

SINCE OCTOBER 1, 2025

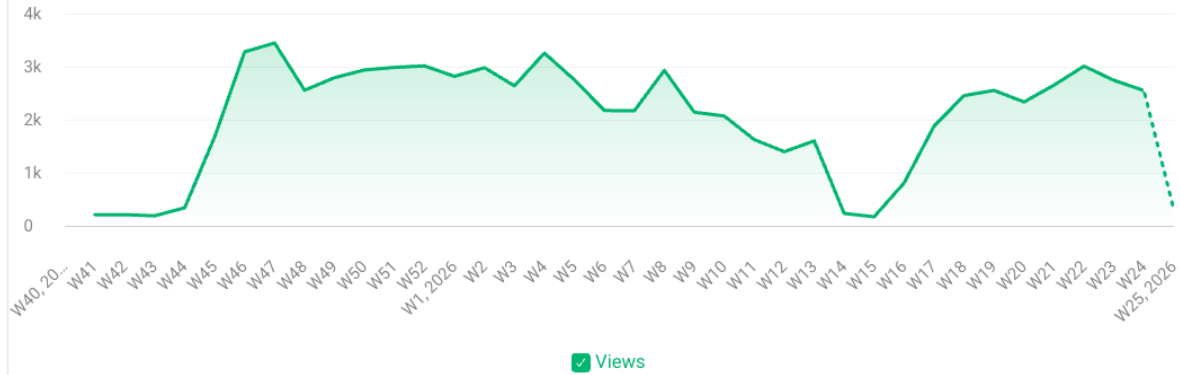
Since Oct 1, 2025 (Oct 1, 2025 - Jun 14, 2026)

TOP PAGES

Metric	Value	vs 1Y ago
Visit Belgrade, MT - Visit Belgrade	59,368	
Things to Do + See in Belgrade, MT - Visit Belgrade	4,894	
Hotels + Other Lodging in Belgrade, MT - Visit Belgrade	3,281	
Restaurants, Bars + Breweries in Belgrade, MT - Visit Belgrade	2,823	
Blog - Visit Belgrade	533	
How to Get to Yellowstone From Belgrade, MT Drive Times, Car Rentals, and More -	491	
Bozeman-Yellowstone International Airport The Most Convenient Airport Near	435	
Direct Flights to Bozeman, MT Summer 2026 - Visit	400	

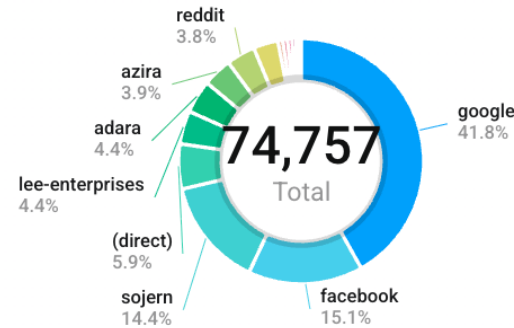
Since Oct 1, 2025 (W40, 2025 - W25, 2026)

VIEWS BY WEEK



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

VIEWS BY SOURCE



WEBSITE VISITOR LOCATION

SINCE OCTOBER 1, 2025

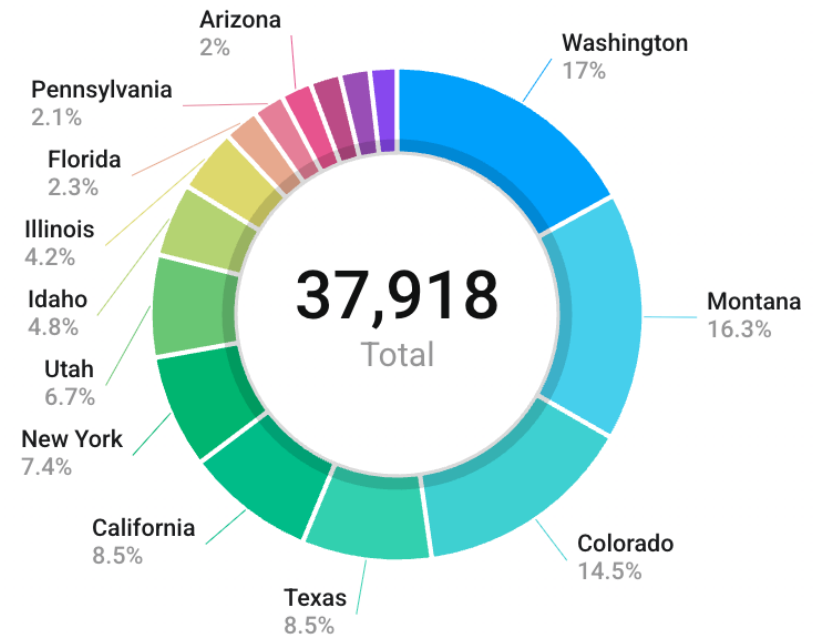
Since Oct 1, 2025 (Oct 1, 2025 - Jun 16, 2026)

USERS BY STATE

Dimension	USERS BY REGION
Washington	6,453
Montana	6,170
Colorado	5,481
Texas	3,233
California	3,215
New York	2,821
Utah	2,545
Idaho	1,821
Illinois	1,592

Since Oct 1, 2025 (Oct 1, 2025 - Jun 16, 2026)

USERS BY STATE

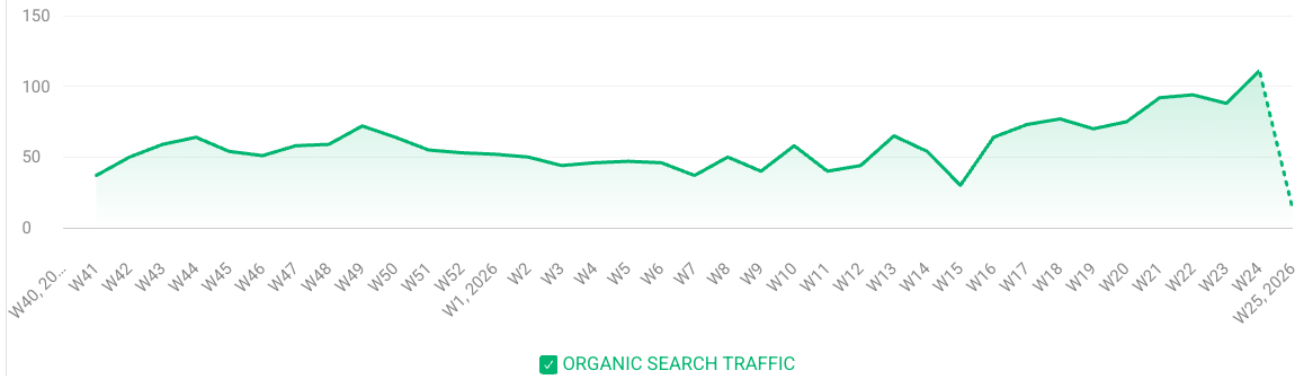


SEARCH TRAFFIC

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (W40, 2025 - W25, 2026)

SEARCH TRAFFIC



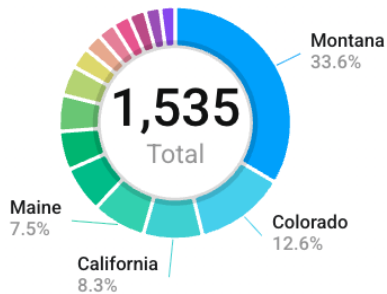
Since Oct 1, 2025 (Oct 1, 2025 - Jun 14, 2026)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value
/	1,165
/blog/where-to-fly-into-for-yellowstone-airports-near-the-worlds-first-national-park	183
(not set)	127
/do-see	126
/blog/places-to-eat-belgrade-mt	99
/eat-drink	83
/blog/holidays-belgrade-mt	60
/plan/yellowstone	52

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

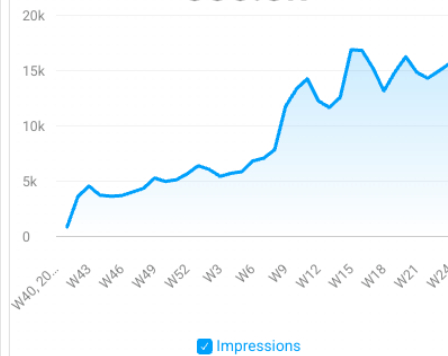
ORGANIC SEARCH BY STATE



Since Oct 1, 2025 (W40, 2025 - W25, 2026)

SEARCH RESULT IMPRESSIONS

330.3k

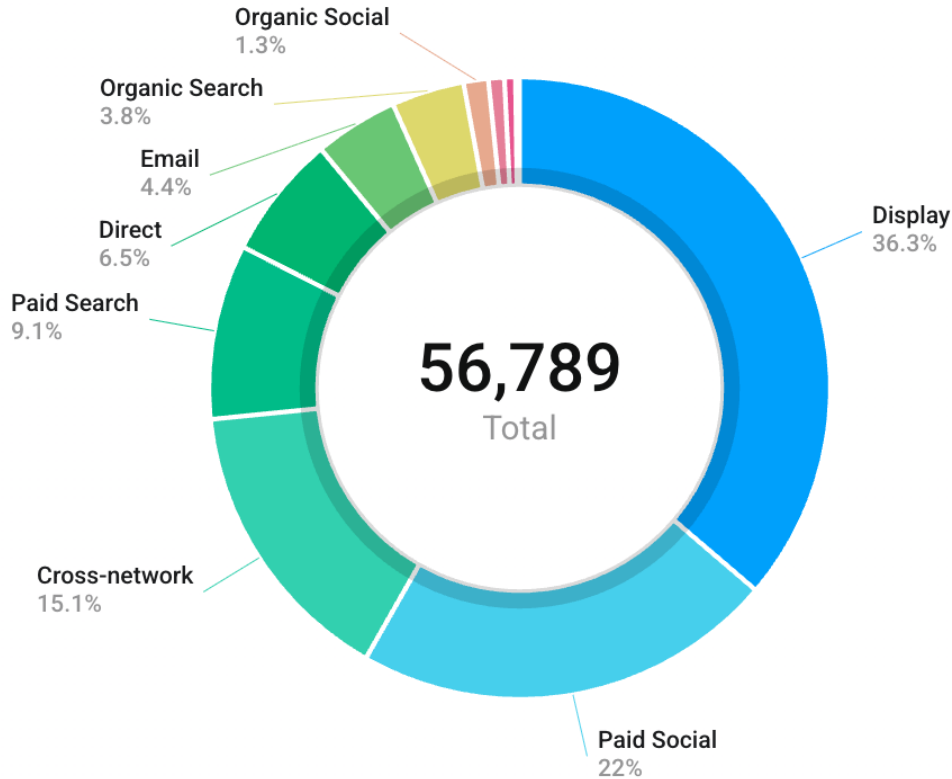


TRAFFIC BY SOURCE

SINCE OCTOBER 1, 2025

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

TRAFFIC BY SOURCE



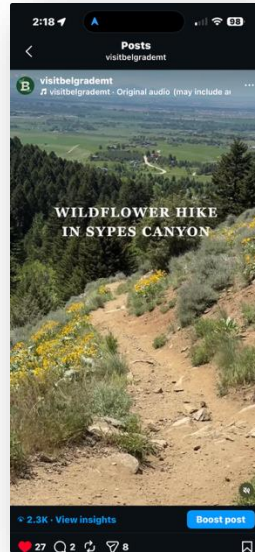
Since Oct 1, 2025 (Oct 1, 2025 - Jun 14, 2026)

TRAFFIC BY SOURCE

Metric	Value	vs 1Y ago
Display	20,588	
Paid Social	12,492	
Cross-network	8,601	
Paid Search	5,171	
Direct	3,665	
Email	2,472	
Organic Search	2,154	
Organic Social	733	
Unassigned	464	

SOCIAL MEDIA

LAST 30 DAYS



INSTAGRAM

- 8.8K TOTAL VIEWS (UP FROM 7.3K)
- 371 INTERACTIONS
- +54 NEW FOLLOWERS
- 595 TOTAL FOLLOWERS
- KEY INSIGHT: COLLABORATIONS WITH YELLOWSTONE COUNTRY AND OTHERS HAVE BEEN HELPFUL. ALSO GROWING ENGAGEMENT ON CAROUSEL POSTS.

FACEBOOK

- 217,477K TOTAL VIEWS
- 4,971 ENGAGEMENTS
- 348 FOLLOWERS – BIG JUMP HERE
- BUSINESS FEATURES GETTING BIG ENGAGEMENT (CHALET MARKET)



@VISITBELGRADEMT



FACEBOOK.COM/VISITBELGRADE.MT

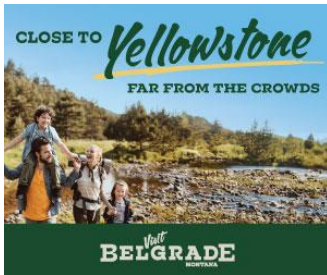
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Belgrade Library
& Community Center

CURRENT UPDATES

PRIME

CURRENT UPDATES



LEARN MORE

BELGRADE: A SMALL TOWN IN MONTANA YOU SHOULDN'T OVERLOOK

GREAT PLACES TO EAT IN BELGRADE, MT

PLACES TO STAY



CAMPAIGN PROGRESS

- SUMMER CAMPAIGN IN FULL SWING
- GOOGLE ADS BIGGEST TRAFFIC DRIVER
- PAID SOCIAL NEXT BIGGEST
- YELLOWSTONE PHOTOSHOOT TOOK PLACE 6/15
- WORKING ON CONTENT PLANNING FOR TRAVEL GUIDE
- FY27 BUDGETING

CURRENT UPDATES



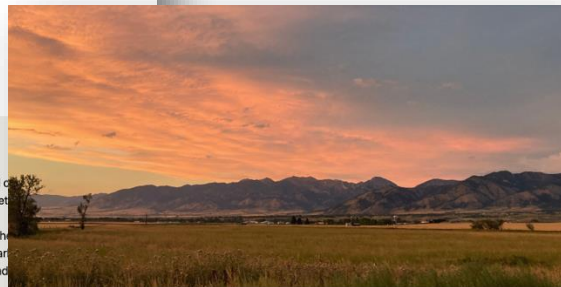
Best Fly Fishing in Montana: Rivers, Spots, and What to Know



Written by Erin Hoppe Updated on 06/12/2026

Key Takeaways

- The Gallatin River's Greek Creek area offers reliable pocket water and o...
- The Madison River's Bear Trap Canyon is a designated wilderness stre...
- The Yellowstone River's Carter's Bridge to Springdale float is one of th...
- Local outfitters near Belgrade know these rivers inside and out, helping...
- Hotels in Belgrade, Montana, put you within 30–60 minutes of the Gall...



7 Best Things to Do in Belgrade, Montana, This Summer



Written by Erin Hoppe Updated on 05/22/2026

Key Takeaways

- Community gatherings like **Belgrade Summer Nights** bring the town together for free evenings of live music, food, and family entertainment.
- Motorsports and entertainment options range from **Gallatin Speedway's** weekly races to **Valley View Rodeo's** Thursday evening competitions.
- Outdoor recreation near Belgrade includes everything from easy, paved **hiking trails** to challenging mountain treks suitable for all fitness levels.
- Water activities on the Madison River offer both world-class **fly fishing** opportunities and relaxing **scenic floats** (best enjoyed late June through early August).
- **Dining on patios** like Bar-3 BBQ, Duke's Cafe & Bakery, and Madison River Brewing provide excellent spots to soak up the sunshine while enjoying local food and craft beverages.

BLOGS

- 16 BLOGS PUBLISHED
- 3,429 BLOG VIEWS
- SEEING CONSISTENTLY MONTHLY GROWTH – MAY STRONGEST MONTH
- 2,352 TOTAL ACTIVE VISITORS
- SHIFTING TO MORE BALANCED TRAFFIC SOURCES

TOP BLOGS – LAST 30 DAYS

1. YELLOWSTONE ON A BUDGET
2. PLACES TO EAT IN BELGRADE
3. AIRPORTS NEAR YELLOWSTONE
4. HIKING NEAR BELGRADE
5. MONTANA STATE PARKS NEAR BELGRADE
6. THINGS TO DO IN BELGRADE THIS SUMMER
7. DIRECT FLIGHTS TO BOZEMAN/BELGRADE

PRIME

CURRENT UPDATES



Visit
BELGRADE
MONTANA

HOW TO MAKE THE MOST
of Summer in
SOUTHWEST MONTANA

Summer is almost here, and Belgrade is THE place to be! There are so many amazing things happening in our corner of Montana this season.

Summer Events in the Gallatin Valley

- **Belgrade Summer Nights** – Live music, food trucks, local vendors, and family fun on Broadway Street in downtown Belgrade. **June 24, July 8, July 22, Aug 5, Aug 19, 6:00 p.m. - 8:30 p.m.**
- **Belgrade Farmers Market** – Fresh produce, local goods, and live music at Lewis & Clark Park. **Thursdays, June 18 - September 17, 4:00 p.m. - 7:00 p.m.**
- **Gallatin Speedway Races** – Motorsport events on Southwest Montana's largest racetrack in Belgrade. **Fridays, May 29 - September 11, 7:35 p.m.**

EMAIL MARKETING – LAST 3 MONTHS

- AVERAGE OPEN RATE – 34.83%
- CLICK-THROUGH RATE – 12.27%
- OPEN RATES & CLICK-RATE REMAINING STRONG

EMAIL MARKETING - OVERALL


- 31.62% AVERAGE OPEN RATE
- 10.27% CLICK-THROUGH RATE
- 190 CONTACTS IN OUR LIST
- CONTACTS GROWING CONSISTENTLY
- OPEN RATES & CLICK-THROUGH RATES IMPROVING OVER TIME.

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"	

FULL
PG

1/2
PG

1/4
PG

2-page spread specs are available upon request.
 --- LINE AREA/TEXT SAFE ZONE (this spec must be within a 0.25" margin from each edge of the ad and extend past the bleed line)
 --- AD SIZE (this is the full size of the ad. The paper bleed is included in this dimension)

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
 - PRIME TO PRODUCE CONTENT – THIS WASN'T CLEAR FROM THE BEGINNING
 - WORKING ON OUTLINE AND INITIAL CONTENT PIECE TO HELP WITH LAYOUT



VISITATION DATA

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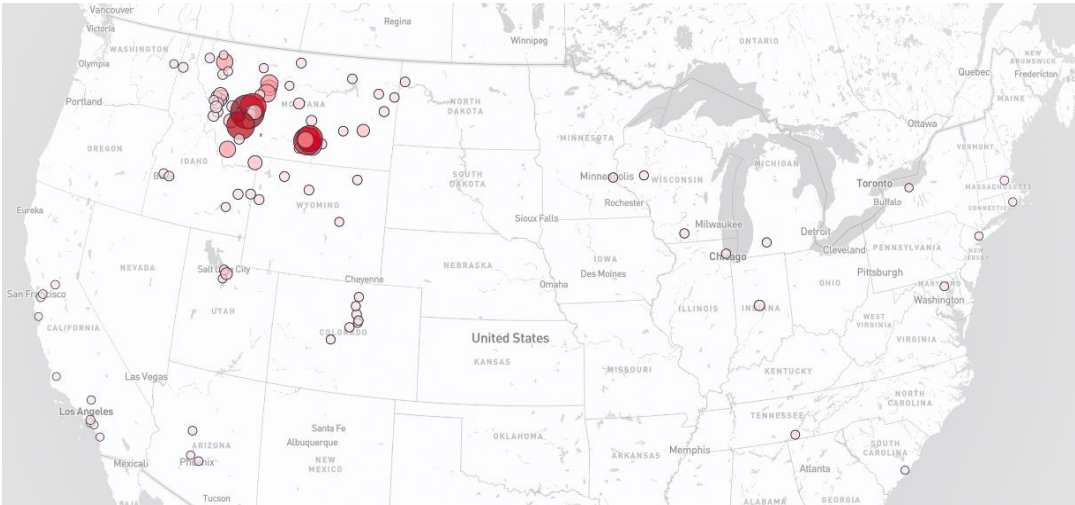
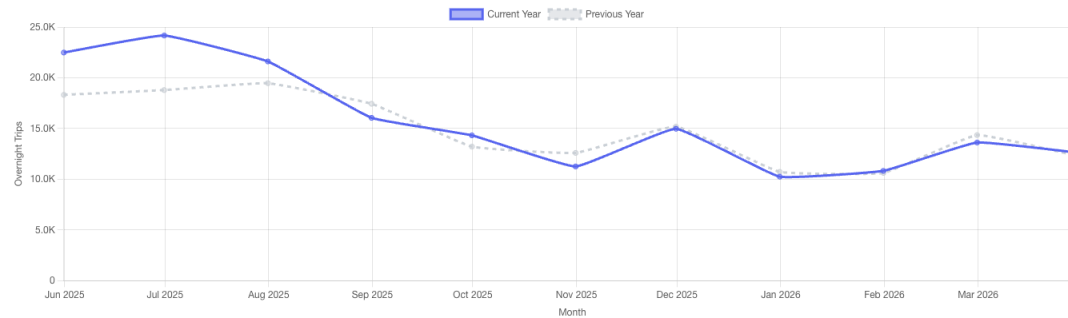
OVERNIGHT VISITATION

LAST 12 MONTHS - THROUGH APRIL

Trend Analysis

Visualize metrics over time with flexible intervals

Metric: **Overnight Trips** Distance: **50+ Miles** Time Interval: **Monthly** Chart Type: **Line** Start: **May 2025** End: **April 2026** Compare to Previous Year



Visitor Origins

Your top feeder markets by geography

Origin Type: **DMA** Time Period: **Last 12 Months** Home Distance: **50+ Miles** Trip Type: **Overnight**

ORIGIN	TRIPS
Billings, MT	18,640
Missoula, MT	13,223
Butte-Bozeman, MT	12,607
Helena, MT	11,174
Great Falls, MT	10,310
Denver, CO	6,698
Seattle-Tacoma, WA	5,547
Salt Lake City, UT	4,765
Spokane, WA	4,731



BELGRADE
MERCANTILES

LODGING REPORT

WEST
MAIN

SUITE
218

PRIME

NEW HOTELS THROUGH FEBRUARY

Last 10 years (2017 - 2026)

Gallatin Valley Hotel Room Totals



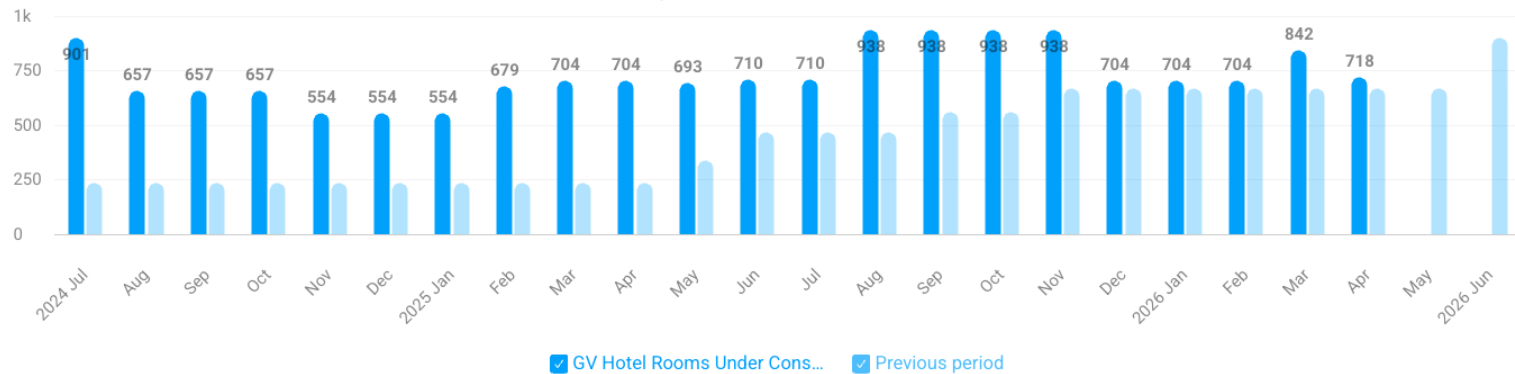
May 31, 2025 - May 30, 2026 (rolling)

New Rooms in the Last 12 Months

578

Last 24 months (2024 Jul - 2026 Jun)

Gallatin Valley Hotel Rooms Under Construction



HOTEL DEMAND

LAST 12 MONTHS

Last 12 months (2025 Jun - 2026 May)

HOTEL RESULTS - DEMAND



DEMAND GROWTH OVERTIME

LAST 10 YEARS

Last 10 years (2016 Jan - 2025 Dec)

10 YEAR DEMAND GROWTH



✓ Belgrade - Hotel Demand

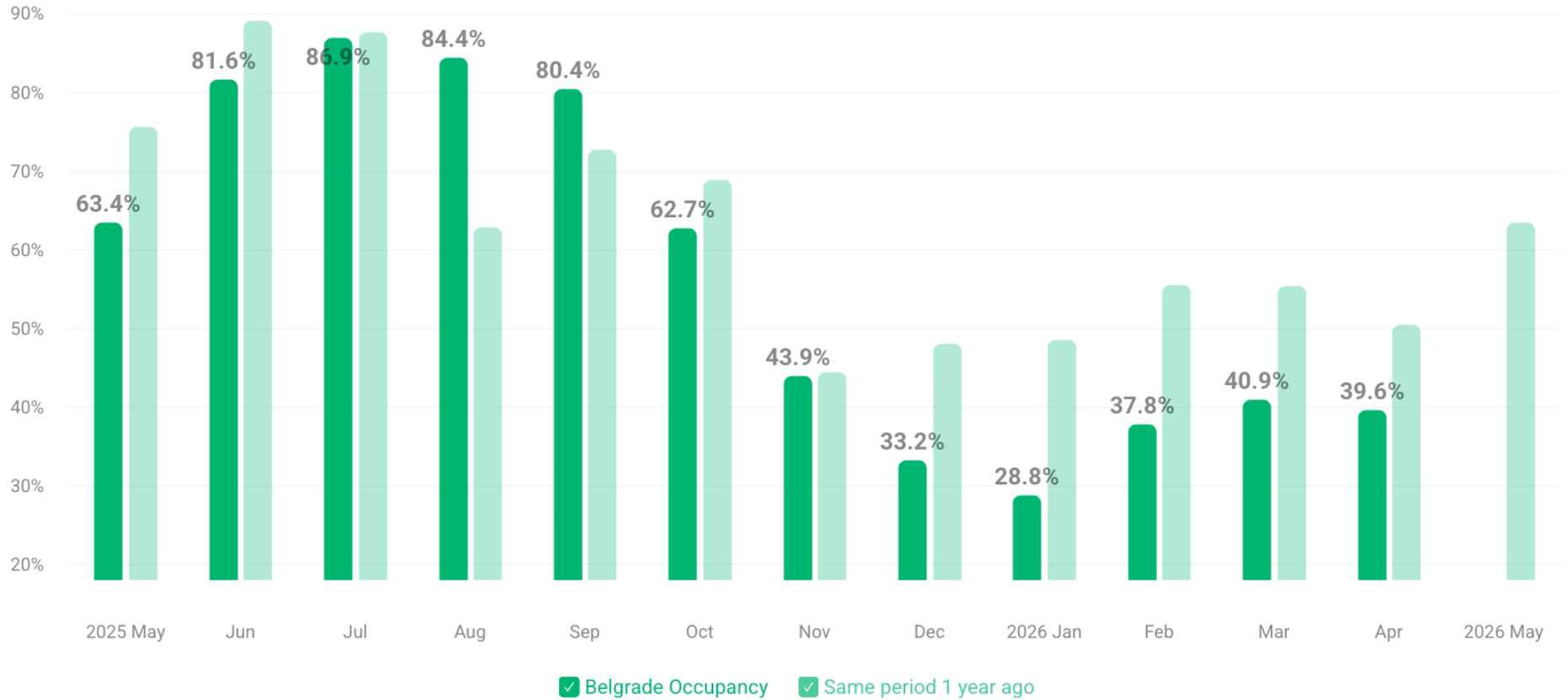


BELGRADE OCCUPANCY

LAST 12 MONTHS

Last 13 months (2025 May - 2026 May)

12 MONTH BELGRADE HOTELS - OCCUPANCY

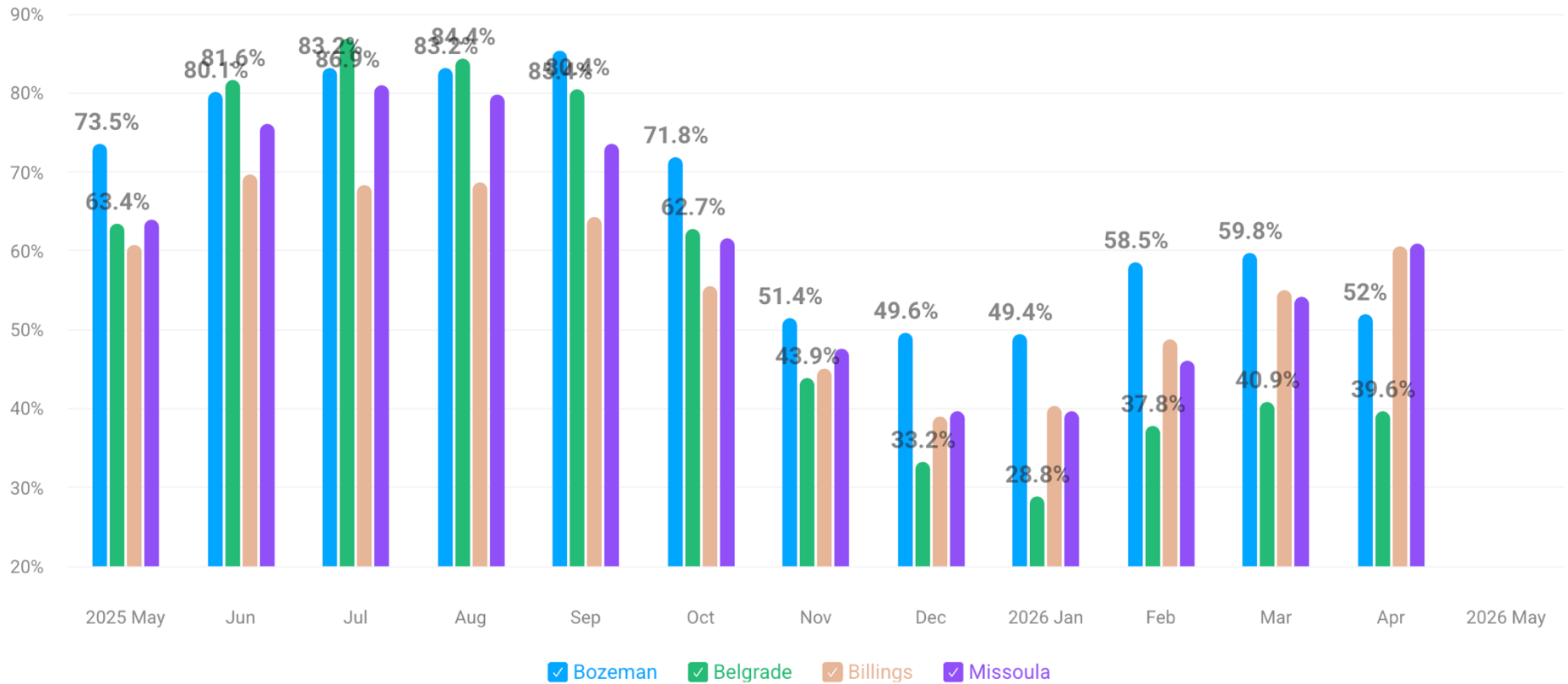


OCCUPANCY COMPARISON

LAST 12 MONTHS

Last 13 months (2025 May - 2026 May)

13 MONTH HOTEL RESULTS - OCCUPANCY

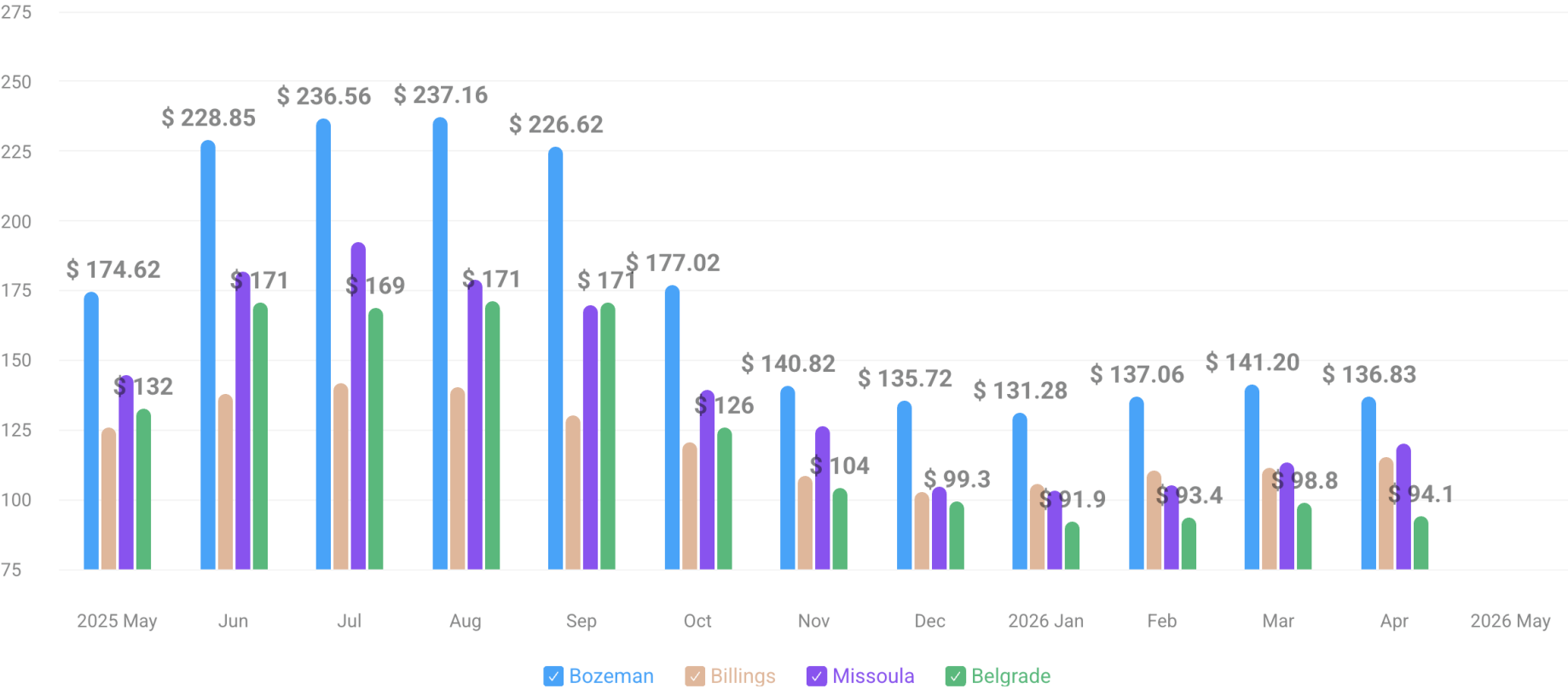


ADR COMPARISON

LAST 12 MONTHS

Last 13 months (2025 May - 2026 May)

13 MONTH HOTEL RESULTS - ADR

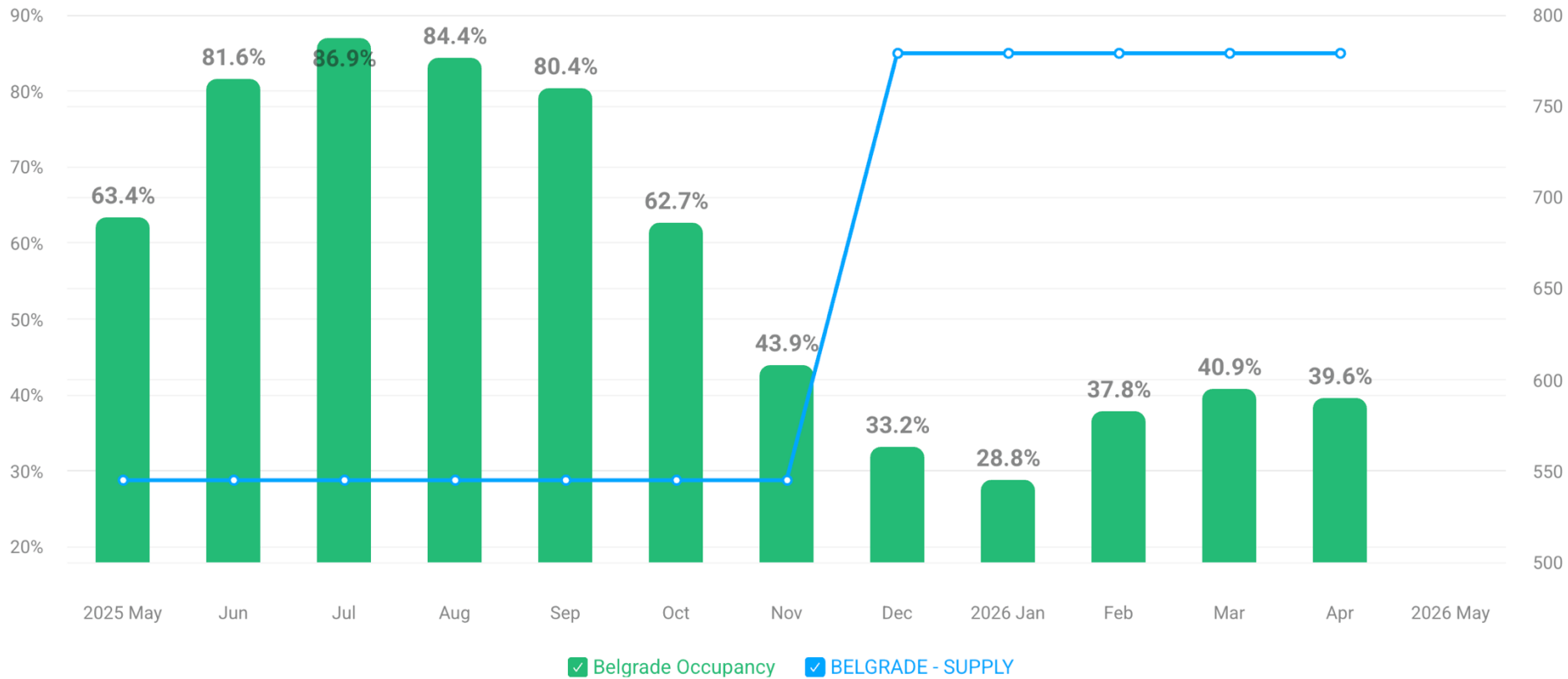


SUPPLY vs. OCCUPANCY

LAST 12 MONTHS

Last 13 months (2025 May - 2026 May)

12 MONTH BELGRADE - OCCUPANCY vs. SUPPLY



SUPPLY/DEMAND CHANGE COMPARISON

LAST 12 MONTHS

Last 2 months (Apr 1 - May 31)

BOZEMAN - SUPPLY
CHANGE

21.3%



Last 2 months (Apr 1 - May 31)

BELGRADE - SUPPLY
CHANGE

32.7%



Last 2 months (Apr 1 - May 31)

MISSOULA - SUPPLY
CHANGE

1.9%



Last 2 months (Apr 1 - May 31)

BILLINGS - SUPPLY
CHANGE

6.5%



Last 2 months (Apr 1 - May 31)

BOZEMAN - DEMAND
CHANGE

12.5%



Last 2 months (Apr 1 - May 31)

BELGRADE - DEMAND
CHANGE

18%



Last 2 months (Apr 1 - May 31)

MISSOULA - DEMAND
CHANGE

4.9%



Last 2 months (Apr 1 - May 31)

BILLINGS - DEMAND
CHANGE

4.2%

0% vs previous period (4.2%)



THANK YOU

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