PRIME



Visit BELGRADE MONTANA

UPDATE
OCTOBER 2026

EXECUTIVE SUMMARY

OCTOBER 2026

OVERALL READ

MARKETING IS DRIVING STRONGER VISIBILITY AND ENGAGEMENT, WHILE LODGING DEMAND REMAINS EXCEPTIONALLY STRONG. BELGRADE IS PROVING IT CAN ATTRACT TRAVELERS AT SCALE; THE NEXT FOCUS IS CONVERTING THAT MOMENTUM INTO LONGER STAYS, STRONGER WINTER OCCUPANCY AND MORE VISITOR SPENDING.

WHAT'S WORKING WELL

- CONTENT CONTINUES TO GAIN TRACTION: 1,264 BLOG VIEWS IN SEPTEMBER; 6,837 TOTAL.
- ORGANIC SEARCH IS DRIVING SUSTAINED DISCOVERY: 4,880 ACTIVE BLOG VISITORS.
- SOCIAL AUDIENCES ARE STILL GROWING WITHOUT PAID MEDIA: +55 INSTAGRAM FOLLOWERS AND +20 FACEBOOK FOLLOWERS.
- EMAIL ENGAGEMENT REMAINS STRONG: 26.8% OPEN RATE AND 9.5% CLICK-THROUGH RATE.
- WINTER MARKETING AND THE VISITOR GUIDE ARE MOVING TOWARD LAUNCH.

WHAT NEEDS ATTENTION

- HOTEL SUPPLY IS UP 66% YOY, CONTINUING TO PRESSURE OCCUPANCY.
- 66% OF OVERNIGHT TRIPS ARE ONE-NIGHT STAYS, LEAVING ROOM TO CAPTURE MORE MULTI-NIGHT STAYS.
- SOCIAL REACH DROPPED SHARPLY WHEN PAID MEDIA ENDED, REINFORCING THE VALUE OF PAID SUPPORT.
- EMAIL AUDIENCE REMAINS SMALL AT 251 CONTACTS, MAKING LIST GROWTH A PRIORITY.
- CONTINUE CONVERTING STRONG CONTENT AND TRAFFIC INTO OVERNIGHT DEMAND AND VISITOR SPENDING.

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EXECUTIVE SUMMARY

OCTOBER 2026

WHAT TO EXPECT OVER THE NEXT 3 MONTHS

- LAUNCH WINTER BASECAMP CAMPAIGNS
- TARGET BZN AND REGIONAL TRAVELERS
- RESTART PAID MEDIA TO DRIVE REACH AND STAYS
- FINALIZE AND DISTRIBUTE THE VISITOR GUIDE
- BUILD NEW WINTER PHOTO AND CREATIVE ASSETS
- MONITOR OCCUPANCY, ADR AND LENGTH OF STAY

BOTTOM LINE

MARKETING IS BUILDING VISIBILITY AND DEMAND, AND BELGRADE IS PROVING IT CAN COMPETE FOR TRAVELERS. THE NEXT PHASE IS TO CONVERT THAT DEMAND INTO MORE OVERNIGHT STAYS, STRONGER WINTER OCCUPANCY AND GREATER VISITOR SPENDING.

THE OPPORTUNITY NOW IS LESS ABOUT AWARENESS AND MORE ABOUT CAPTURING GREATER VALUE FROM THE TRAVELERS ALREADY CHOOSING BELGRADE AND MOVING THROUGH THE REGION.

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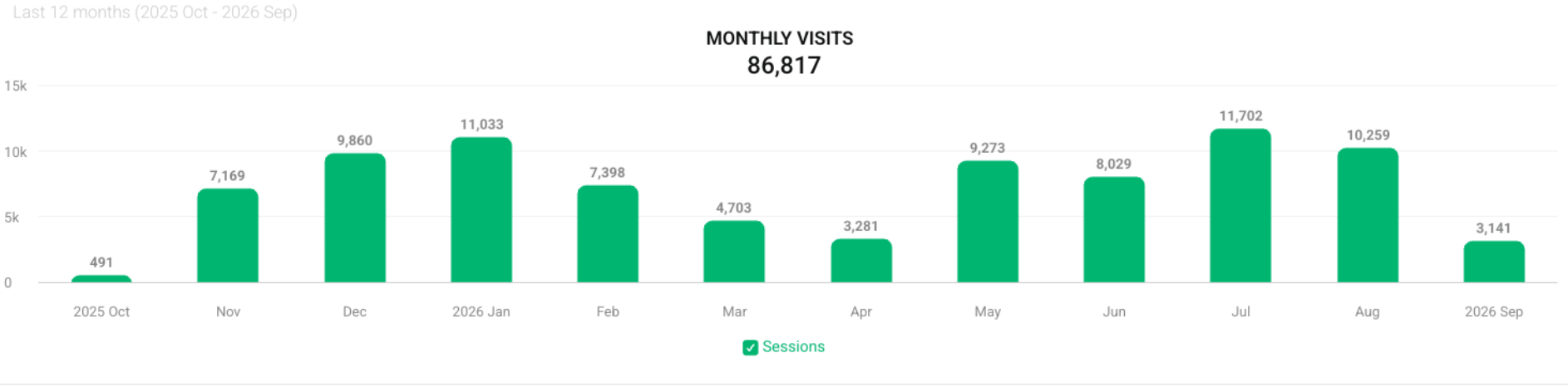


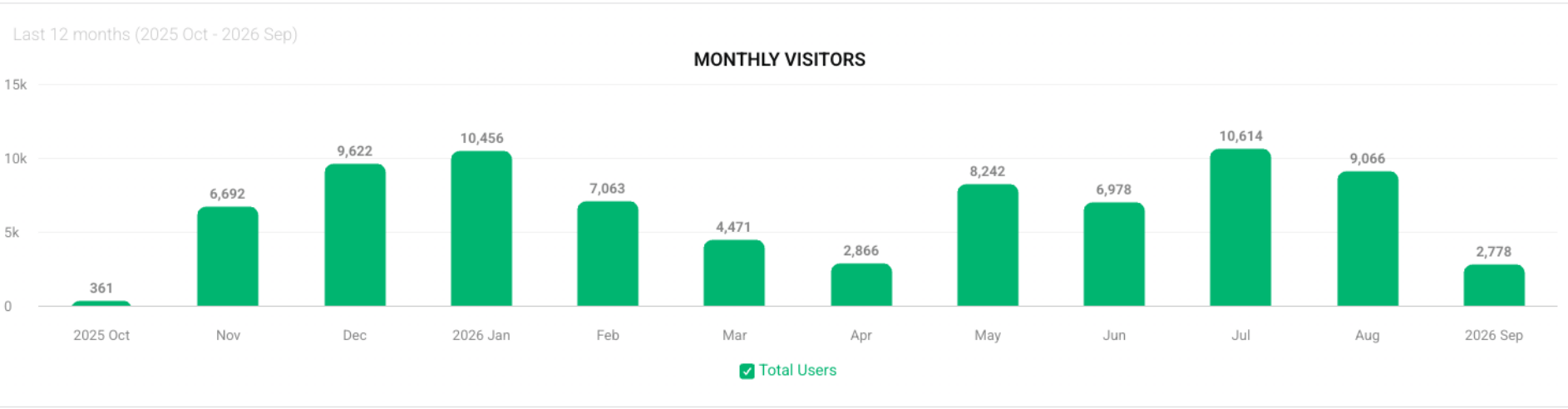
WEBSITE TRAFFIC

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WEBSITE TRAFFIC

LAST 12 MONTHS





PAGE VIEWS

LAST 12 MONTHS

Last 12 months (Oct 1, 2025 - Sep 30, 2026)

TOP PAGES

Metric	Value	vs 1Y ago
Visit Belgrade, MT - Visit Belgrade	87,034	
Things to Do + See in Belgrade, MT - Visit Belgrade	6,815	
Hotels + Other Lodging in Belgrade, MT - Visit Belgrade	5,901	
Restaurants, Bars + Breweries in Belgrade, MT - Visit Belgrade	4,404	
How to Get to Yellowstone From Belgrade, MT | Drive...	868	
Fall Events in Belgrade, Montana: Harvest & Farm...	802	
	723	

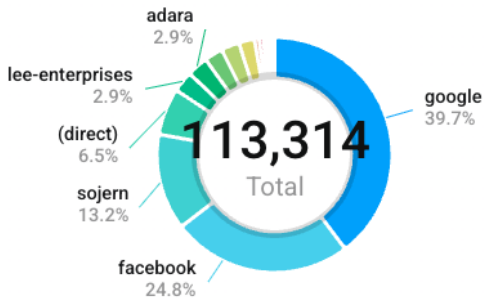
Last 12 months (W40, 2025 - W40, 2026)

VIEWS BY WEEK



Last 12 months (Oct 1, 2025 - Sep 30, 2026)

VIEWS BY SOURCE



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WEBSITE VISITOR LOCATION

LAST 12 MONTHS

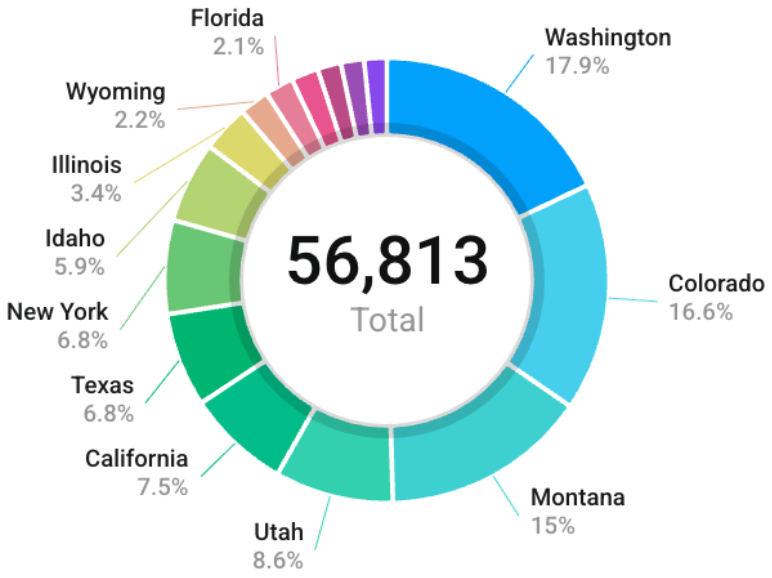
Last 12 months (Oct 1, 2025 - Sep 30, 2026)

USERS BY STATE

Dimension	USERS BY REGION
Washington	10,193
Colorado	9,446
Montana	8,522
Utah	4,898
California	4,278
Texas	3,889
New York	3,876
Idaho	3,356
Illinois	1,951

Last 12 months (Oct 1, 2025 - Sep 30, 2026)

USERS BY STATE

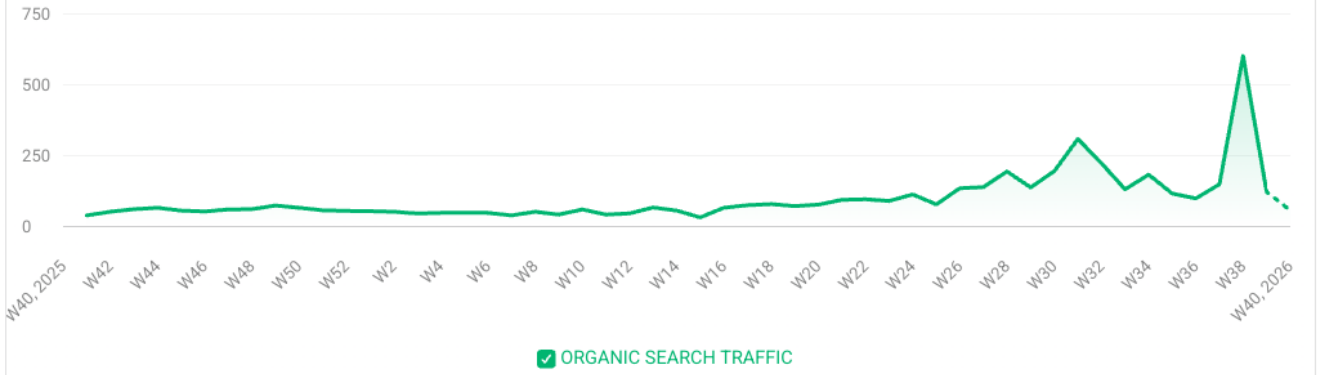


SEARCH TRAFFIC

LAST 12 MONTHS

Last 12 months (W40, 2025 - W40, 2026)

SEARCH TRAFFIC



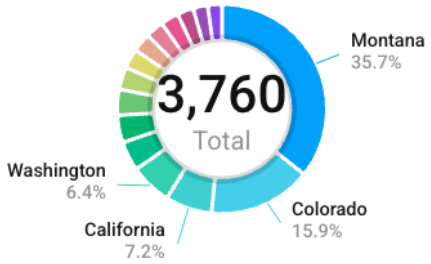
Last 12 months (Oct 1, 2025 - Sep 30, 2026)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value
/	1,801
/blog/fall-events-belgrade-mt	596
/blog/where-to-fly-into-for-yellowstone-airports-near-th...	430
/blog/belgrade-summer-nights	420
/blog/places-to-eat-belgrade-mt	273
(not set)	257
/do-see	208
/eat-drink	142

Last 12 months (Oct 1, 2025 - Sep 30, 2026)

ORGANIC SEARCH BY STATE



Last 12 months (W40, 2025 - W40, 2026)

SEARCH RESULT IMPRESSIONS

586.1k



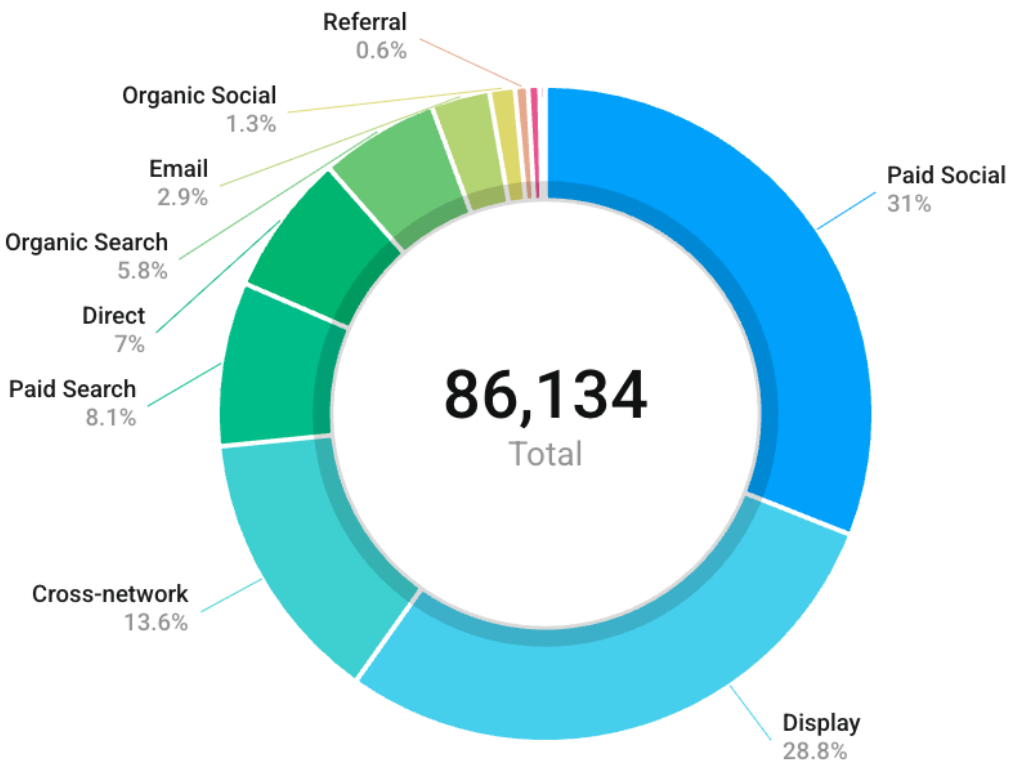
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TRAFFIC BY SOURCE

LAST 12 MONTHS

Last 12 months (Oct 1, 2025 - Sep 30, 2026)

TRAFFIC BY SOURCE



Last 12 months (Oct 1, 2025 - Sep 30, 2026)

TRAFFIC BY SOURCE

Metric	Value	vs prev
Paid Social	26,708	
Display	24,826	
Cross-network	11,703	
Paid Search	6,970	
Direct	6,021	
Organic Search	5,037	
Email	2,496	
Organic Social	1,082	
Referral	552	

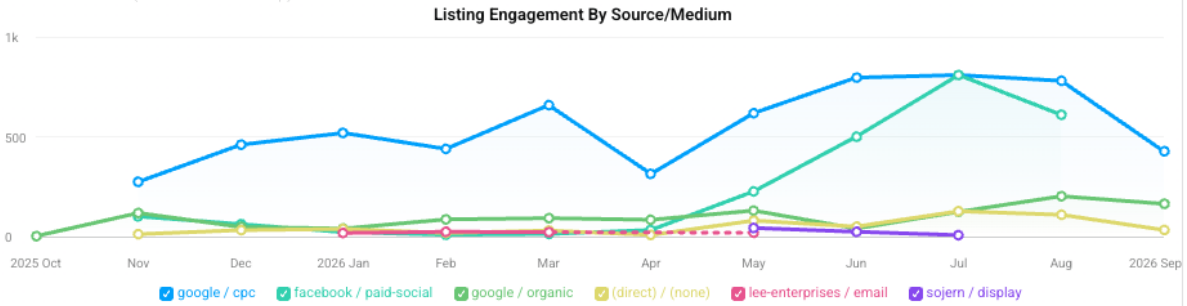
OUTBOUND CLICKS BY SOURCE

Last Month (Sep 1 - 30)

Listing Engagement By Source/Medium

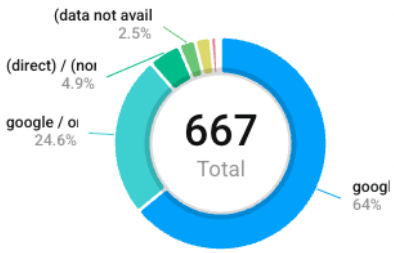
Dimension	Event Count By Source	vs 1Y ago
google / cpc	427	
google / organic	164	
(direct) / (none)	33	
(data not available)	17	
belgrademt.gov / referral	16	
(not set)	6	
bing / organic	2	
luxxle.com / referral	2	

Last 12 months (2025 Oct - 2026 Sep)



Last Month (Sep 1 - 30)

Listing Engagement By Source/Medium



Last Month (Sep 1 - 30)

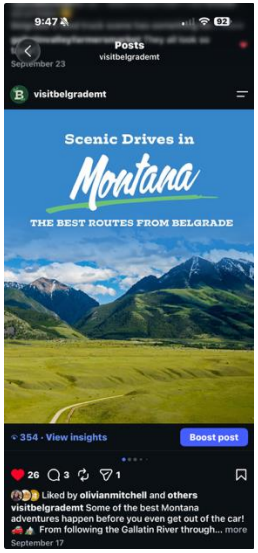
Listing Engagement By Type

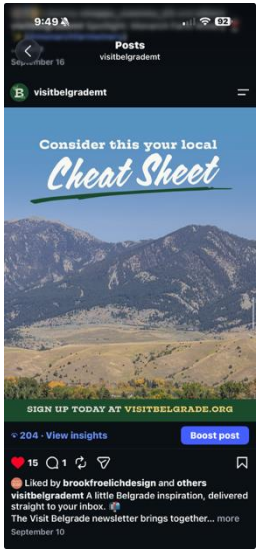
Dimension	Event Count By Source	vs 1Y ago
sleep+stay_click_all_ctas	190	
sleep+stay_click_phone	169	
eat+drink_click_all_ctas	117	
eat+drink_click_websit	111	

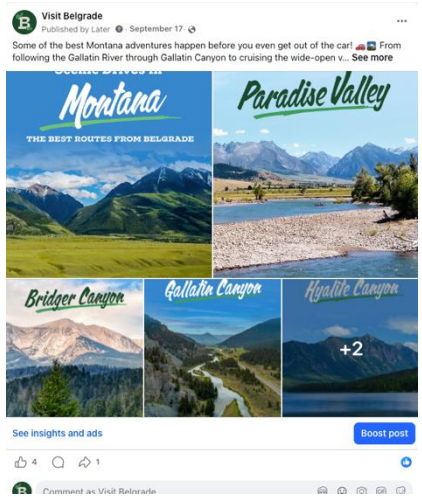
SOCIAL MEDIA

LAST 30 DAYS











INSTAGRAM

- 4591 TOTAL VIEWS
- 243 INTERACTIONS
- +55 NET FOLLOWERS
- 867 TOTAL FOLLOWERS
- KEY INSIGHT: OVERALL VOLUME OF REACH, VIEWS AND INTERACTIONS ARE DOWN DUE TO LACK OF PAID ADS.
- PAID HAS BEEN A GREAT TOOL TO EXPAND THE ACCOUNTS IMPACT.

FACEBOOK

- 26K TOTAL VIEWS
- 792 ENGAGEMENTS
- 55 FOLLOWERS (+20)
- SAW A SIMILAR DROP OFF WITH THE PAID ADS ENDING IN AUGUST

@VISITBELGRADEMT

FACEBOOK.COM/VISITBELGRADE.MT

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CURRENT UPDATES

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CURRENT UPDATES



CAMPAIGN PROGRESS

- BUILDING WINTER ASSETS
- WORKING WITH VENDORS ON PAID AD STRATEGY
- BUILDING A IN-STATE CAMPAIGN FOCUSED ON FLYING OUT OF BOZEMAN & A REGIONAL CAMPAIGN FOCUSED ON USING BELGRADE AS YOUR BASECAMP TO WINTER ACTIVITIES AROUND THE AREA
- PLANNING WINTER PHOTOSHOOTS

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CURRENT UPDATES



Scenic Drives in Montana: The Best Routes From Belgrade

09/16/2026

Looking for scenic drives in Montana? Base yourself in Belgrade for easy access to Gallatin Canyon, Paradise Valley, and more.

READ MORE



Fall Events in Belgrade, Montana: Harvest & Farm Celebrations

09/03/2026

Plan your fall in Belgrade, MT, with the Belgrade Fall Festival, nearby pumpkin patches, corn mazes, and harvest events all within an hour's drive.

READ MORE



Where to Stay During Montana State Bobcat Football Games

08/19/2026

Learn where to stay during Montana State Bobcat football weekends depending on what matters most to you, plus what to expect on gameday.

READ MORE



The Top Things to Do in Montana, from Yellowstone to Glacier

08/12/2026

Here are the best things to do in Montana, from Yellowstone and Glacier to rodeos and honky-tonk dance floors.

READ MORE



Animals in Yellowstone: Wildlife to Look For

07/24/2026

A guide to the unique animals in Yellowstone (bison, wolves, bears, elk, and more), plus where to spot them and where to stay nearby.

READ MORE



Montana in July: Why It's the Most Popular Time to Visit

07/06/2026

Planning a trip to Montana in July? Here's what to expect for weather, crowds, and events.

READ MORE

BLOGS

- 23 BLOGS PUBLISHED
- 6,837 TOTAL BLOG VIEWS
- 1,264 VIEWS IN SEPTEMBER ALONE
- 4,880 TOTAL ACTIVE VISITORS

TOP BLOGS – LAST 30 DAYS

1. FALL EVENTS IN BELGRADE
2. AIRPORTS NEAR YELLOWSTONE
3. BLOG LISTING PAGE
4. SMALL TOWN MONTANA
5. PLACES TO EAT IN BELGRADE
6. SCENIC DRIVES IN MONTANA
7. BELGRADE BARS & BREWERIES
8. SUMMER DAYTRIPS
9. THINGS TO DO IN BELGRADE WITH KIDS
10. HIKING NEAR BELGRADE

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CURRENT UPDATES



EMAIL MARKETING – LAST 3 MONTHS

- 633 EMAILS SENT
- AVERAGE OPEN RATE – 26.79%
- CLICK-THROUGH RATE – 9.52%
- AS WE GROW THIS LIST, OPEN RATES WILL CONTINUE TO SLIDE.
- THE INDUSTRY BENCHMARK IS 17%
- CONTACT GROWTH IS GOING TO BE A POINT OF EMPHASIS IN FY27

EMAIL MARKETING - OVERALL

- 30.1% AVERAGE OPEN RATE
- 10.58% CLICK-THROUGH RATE
- 251 CONTACTS IN OUR LIST

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CURRENT UPDATES



TRAVEL GUIDE

- PROVIDED FEEDBACK ON DRAFT 1
- REVIEWING DRAFT 2 NOW
- OVERALL IT LOOKED GREAT AND PROVIDES GOOD INSPIRATION FOR SOMEONE COMING TO THE AREA
- LOOKS LIKE LUNAR COW IS STILL TRYING TO FINALIZE SOME AD SALES

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VISITATION DATA

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OVERNIGHT VISITATION

LAST 12 MONTHS - THROUGH SEPTEMBER

Overview Report Dates
October 2025 - September 2026

Time Period: Last 12 Months

Home distance: 50+ Miles | 150+ Miles

Total Trips	Avg. Monthly Visitors	Visit Nights	Total Visitor Spend
↑ YoY +11.0%	↑ YoY +15.3%	↑ YoY +11.5%	↑ YoY +2.6%
508.0K	**34.0K**	**595.4K**	**$13.4M**
vs. 457.4K prev. year (Oct '24 - Sep '25)	vs. 29.5K prev. year (Oct '24 - Sep '25)	vs. 533.9K prev. year (Oct '24 - Sep '25)	vs. $13.0M up from (Oct '24 - Sep '25)

Overnight Trips

1 night	66% (217.3K)
2-3 nights	23% (76.3K)
4-7 nights	9% (28.5K)
8-30 nights	2% (5.7K)
31-60 nights	0% (22)

AVERAGE DURATION

2.8

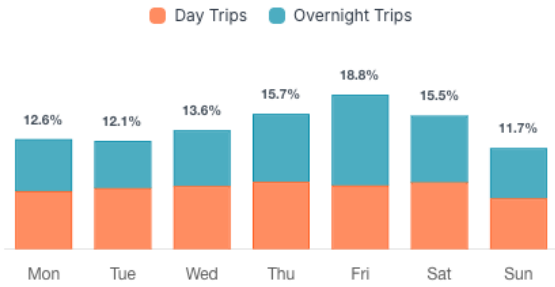
days (**327.9K** trips)

↓ YoY -1.8%

Day of Arrival

All Trips | Day | Overnight

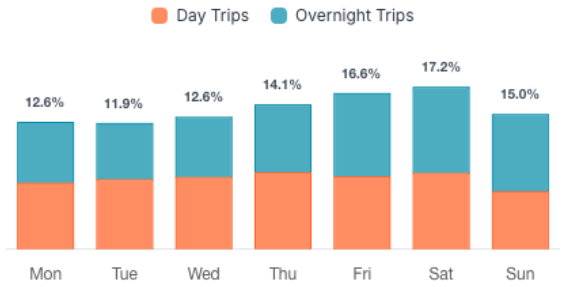
Each bar represents the percentage of trips that arrived on that day of the week.



Visitors Count

All Trips | Day | Overnight

Each bar represents the average percentage of total visitors present on that day of the week.



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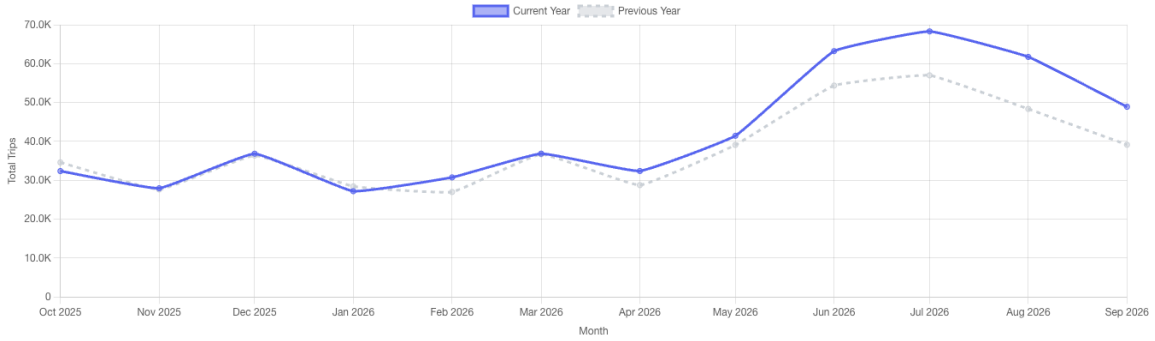
OVERNIGHT VISITATION

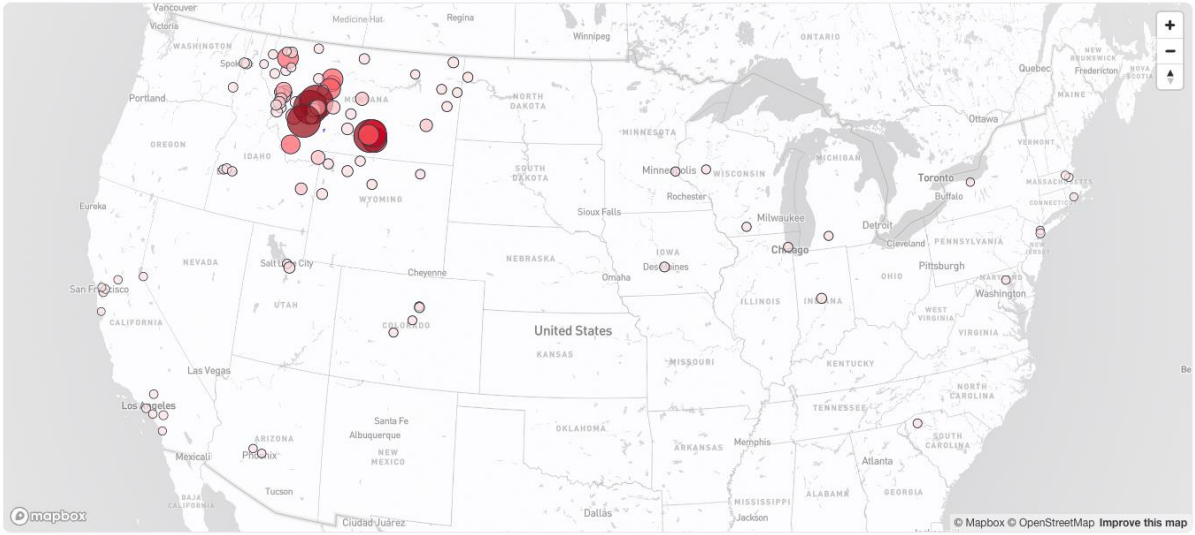
LAST 12 MONTHS - THROUGH SEPTEMBER

Trend Analysis

Visualize metrics over time with flexible intervals

Metric: Total Trips | Distance: 50+ Miles | Time Interval: Monthly | Chart Type: Line | Start: October 2025 | End: September 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 | Search Origin: Search...

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS
Billings, MT	30,279	2,080	46,388
Missoula, MT	21,330	1,479	36,499
Butte-Bozeman, MT	17,828	1,090	26,660
Great Falls, MT	17,354	1,283	30,636
Helena, MT	15,511	967	24,409
Seattle-Tacoma, WA	9,016	782	16,067
Denver, CO	8,968	814	20,711
Salt Lake City, UT	8,401	607	14,908
Spokane, WA	7,804	593	13,453

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OVERNIGHT VISITATION COMPARISION

LAST 12 MONTHS - THROUGH SEPTEMBER

Top 10 Cities in Montana

Last 12 Months rankings by selected metric

Time Period: Last 12 Months

Sort By: Trips

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG DAYS
1	Billings	1.8M YoY +0.9%	99.2K YoY +10.3%	3.4M YoY +2.1%	2.9 YoY +0.9%
2	Bozeman	1.4M YoY +6.9%	72.7K YoY +16.4%	2.7M YoY +5.1%	3.0 YoY -1.0%
3	Missoula	1.3M YoY +4.1%	75.6K YoY +14.0%	2.5M YoY +4.2%	2.8 YoY +0.3%
#4	Great Falls	704.8K YoY -0.6%	38.7K YoY +9.2%	1.5M YoY +3.1%	3.1 YoY +2.6%
#5	69281fdcdb3ecea8eee4da72	604.4K YoY -4.1%	34.5K YoY +5.0%	1.0M YoY -2.3%	2.7 YoY +1.1%
#6	Helena	508.7K YoY -1.5%	26.6K YoY +7.8%	990.4K YoY -2.6%	2.9 YoY -1.0%
#7	Kalispell	482.3K YoY +6.9%	26.1K YoY +15.4%	1.0M YoY +6.9%	3.1 YoY +0.4%
#8	Whitefish	444.6K YoY +5.9%	25.8K YoY +16.4%	1.3M YoY +7.2%	4.0 YoY +0.9%
#9	West Yellowstone	408.3K YoY +1.9%	23.5K YoY +11.8%	742.2K YoY +1.5%	2.8 YoY +0.1%
#10	**Belgrade** Your Market	327.9K YoY +14.8%	17.0K YoY +26.2%	595.4K YoY +11.5%	2.8 YoY -2.0%

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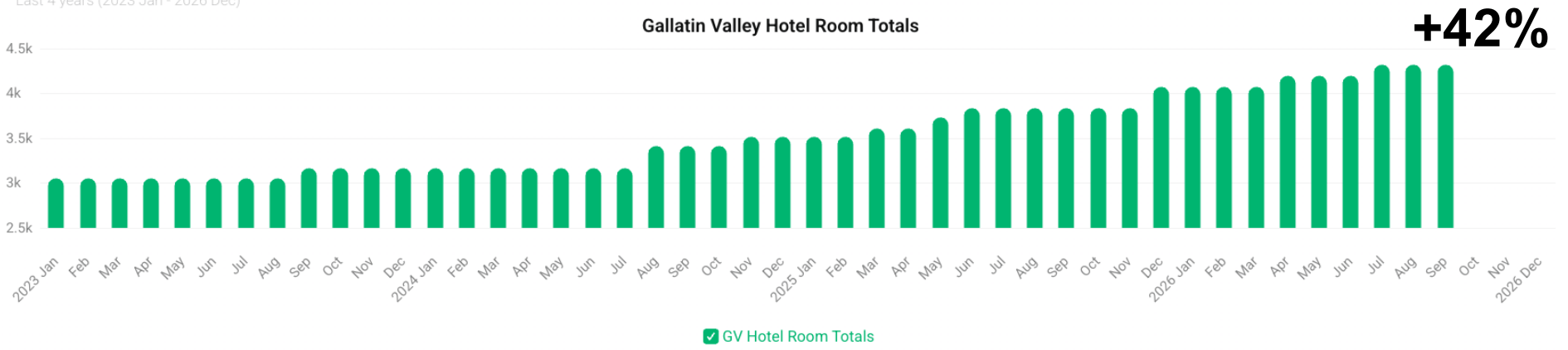
LODGING REPORT

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HOTEL SUPPLY GROWTH

THROUGH JULY

Last 4 years (2023 Jan - 2026 Dec)

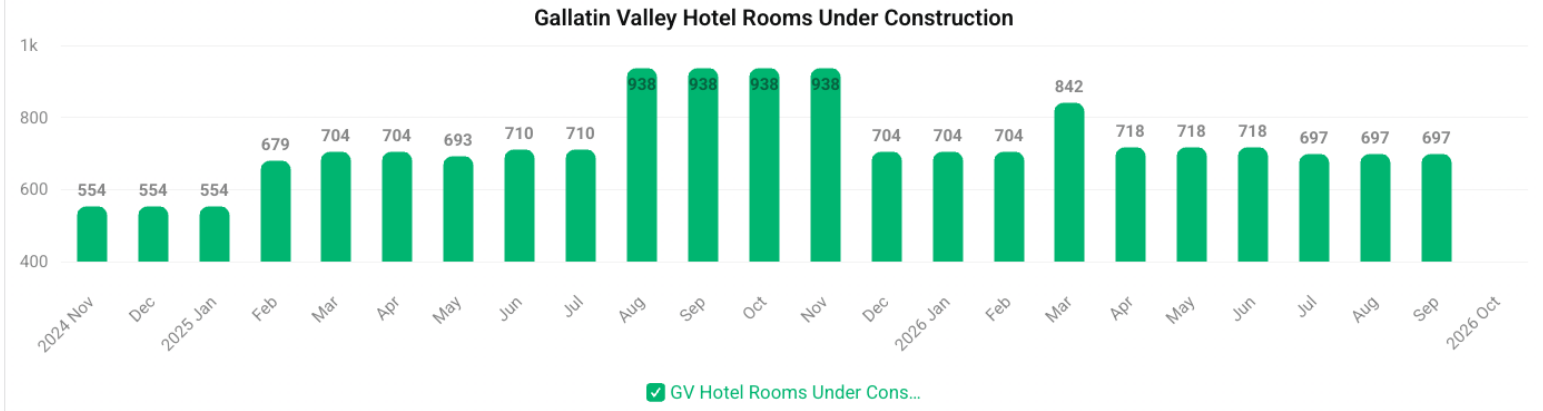


Oct 5, 2025 - Oct 4, 2026 (rolling)

New Rooms in the Last 12 Months

320

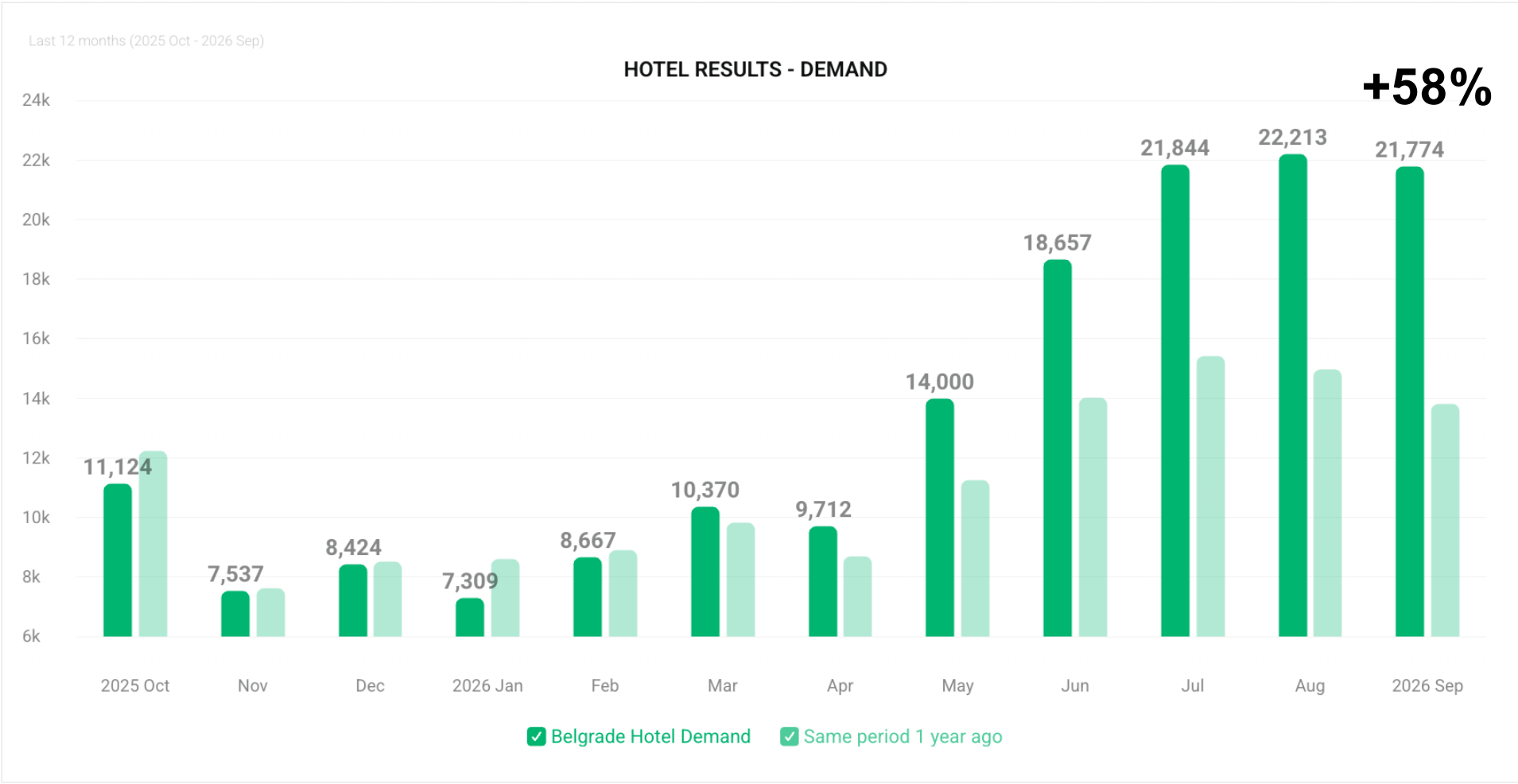
Last 24 months (2024 Nov - 2026 Oct)



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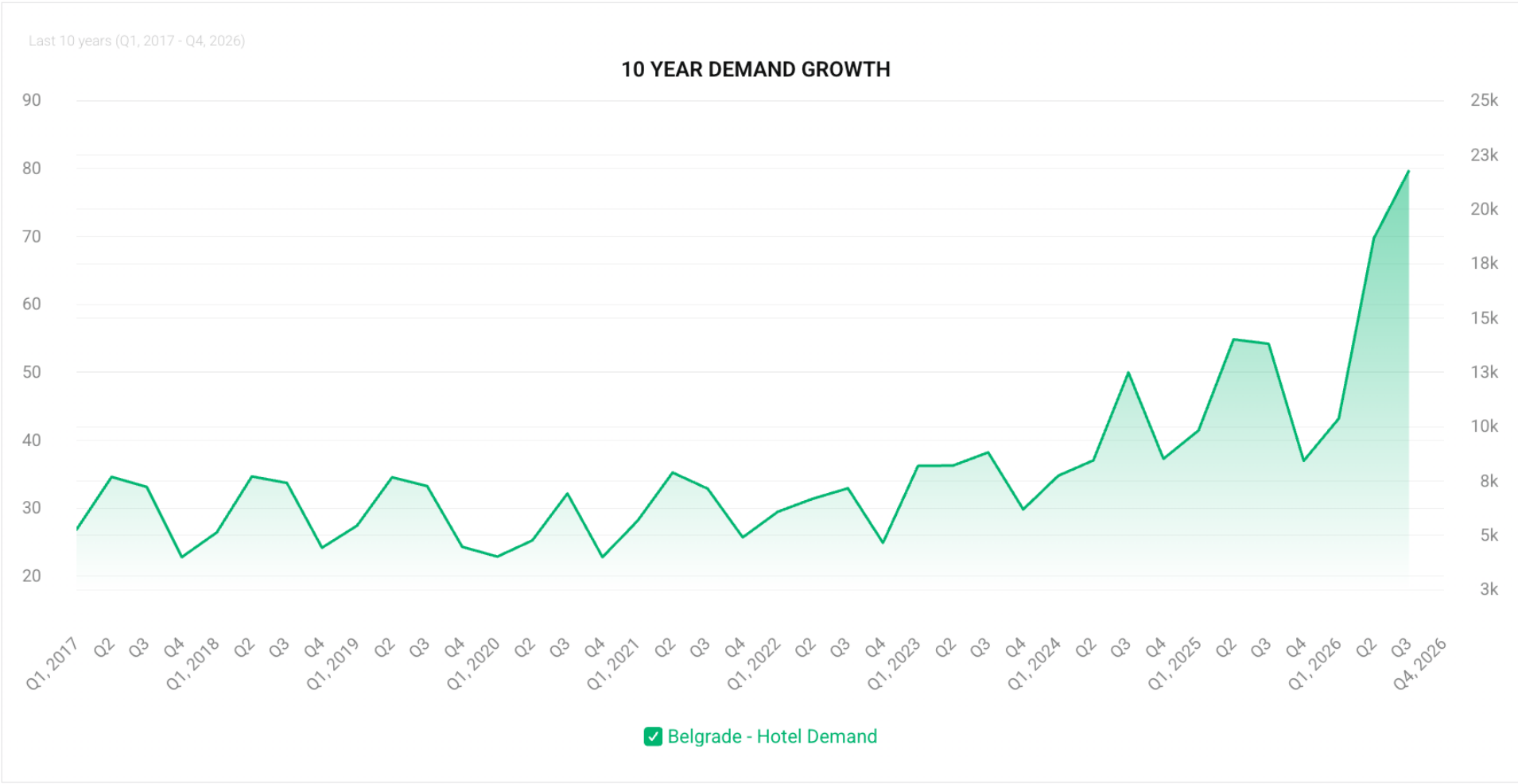
HOTEL DEMAND

LAST 12 MONTHS



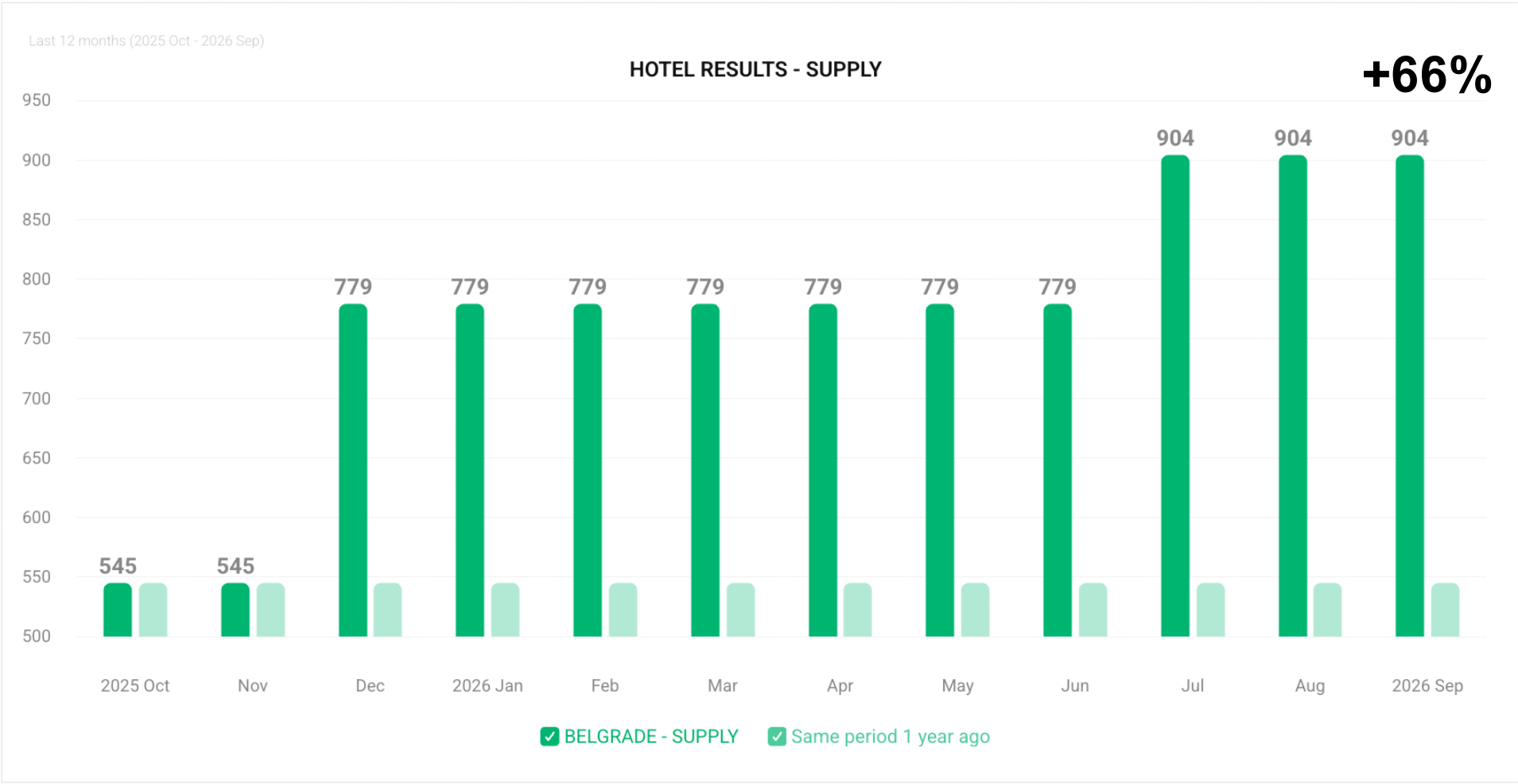
DEMAND GROWTH OVERTIME

LAST 10 YEARS



HOTEL SUPPLY

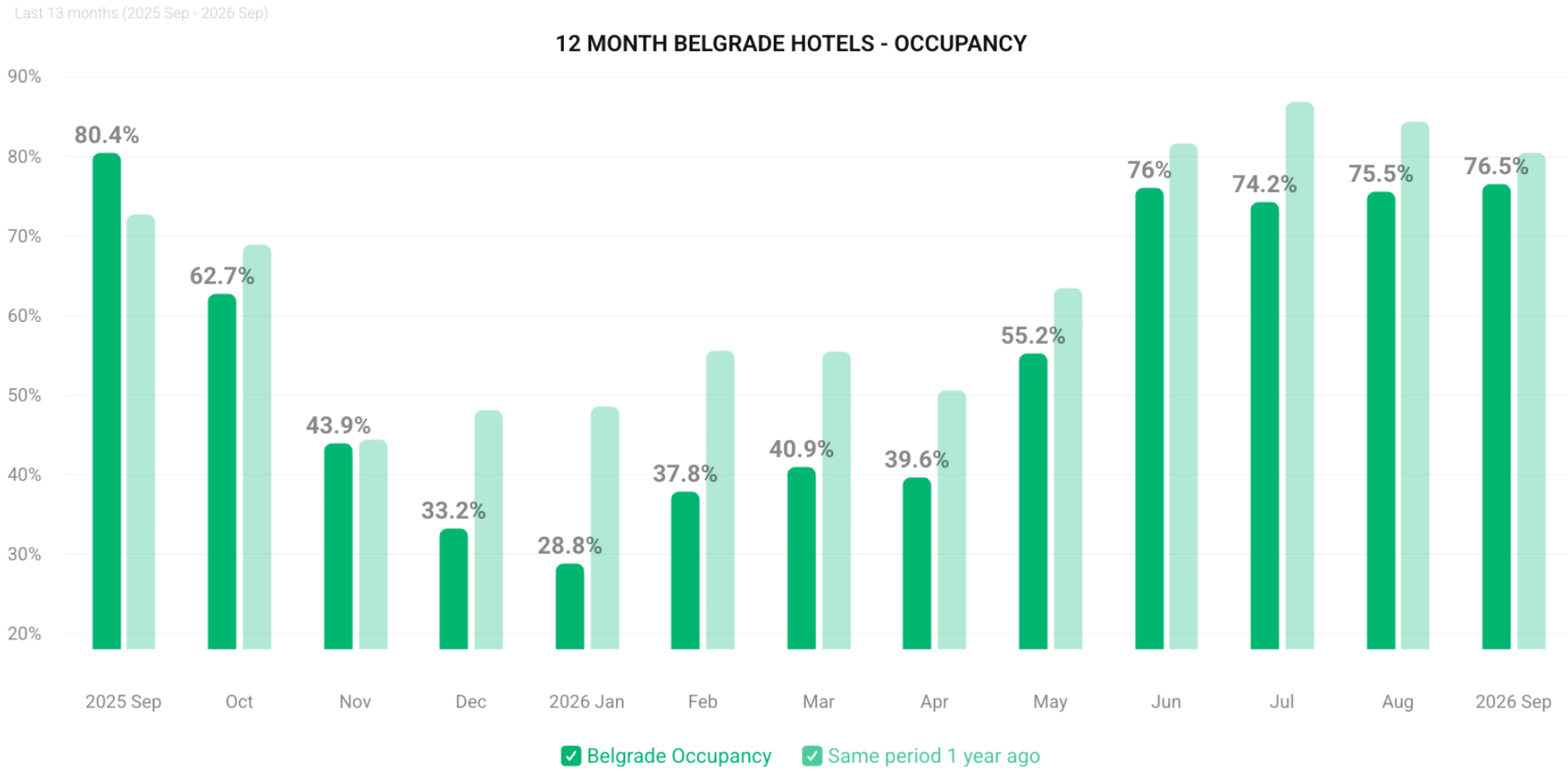
LAST 12 MONTHS



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BELGRADE OCCUPANCY

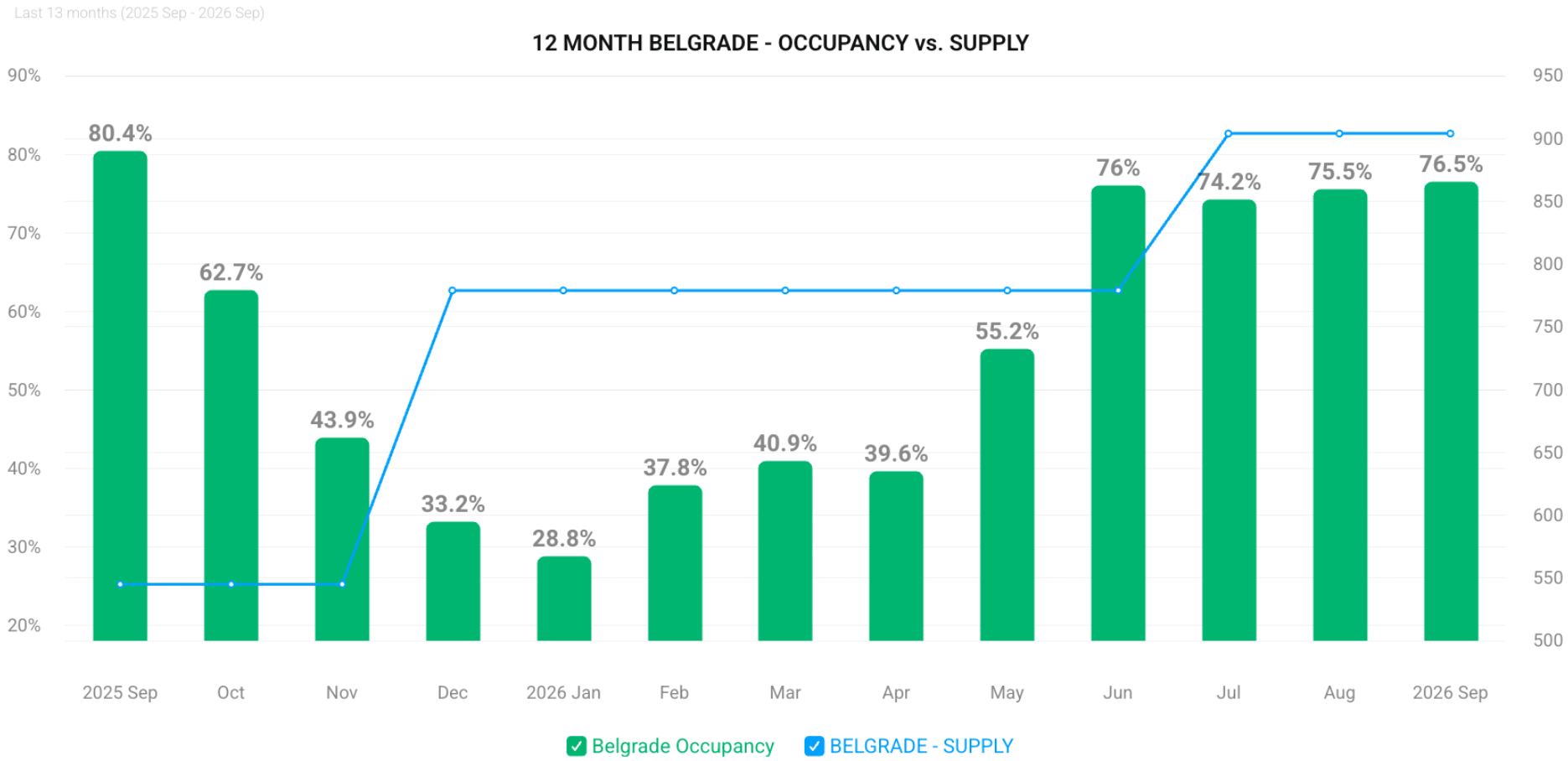
LAST 12 MONTHS



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SUPPLY vs. OCCUPANCY

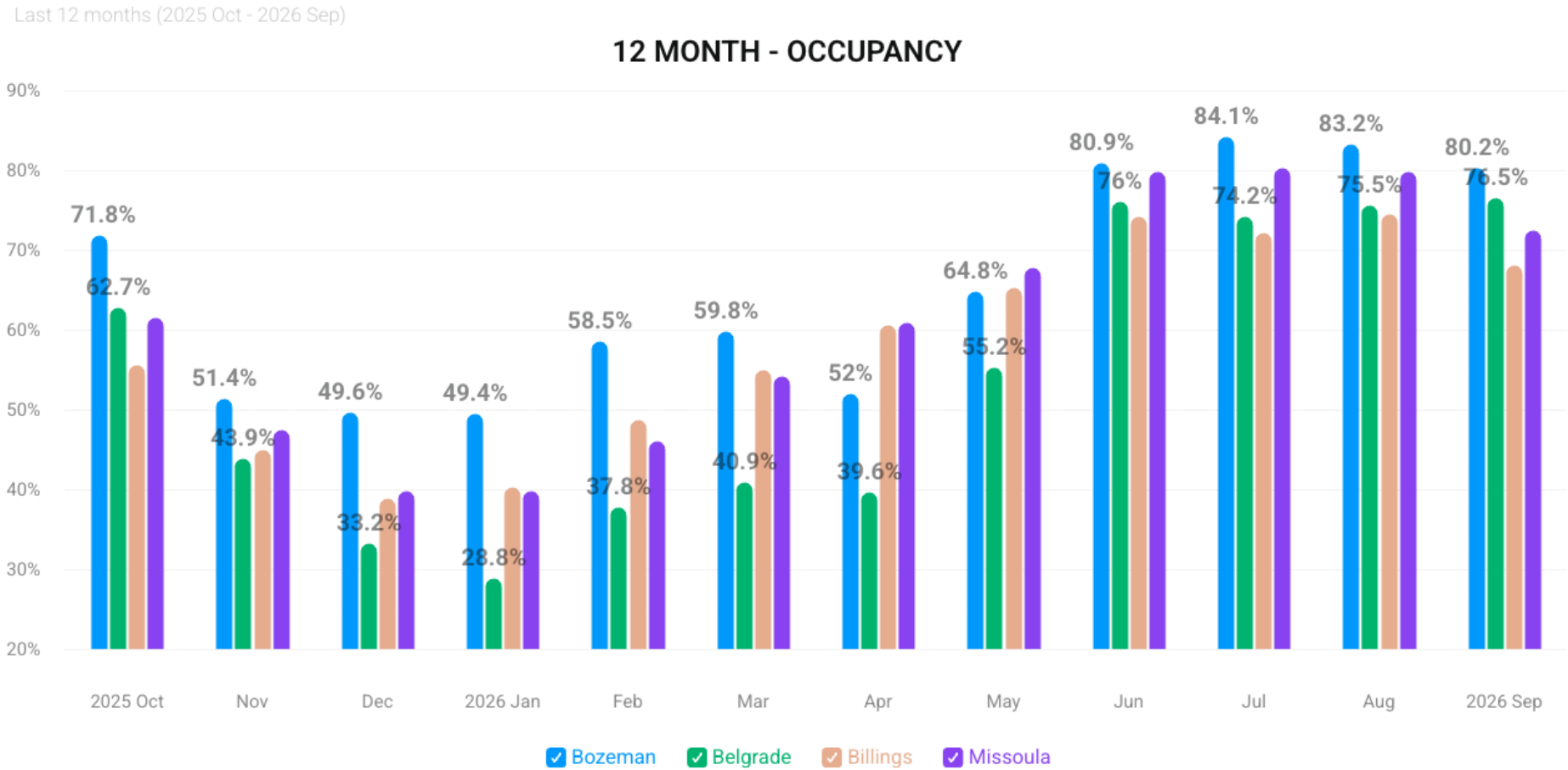
LAST 12 MONTHS



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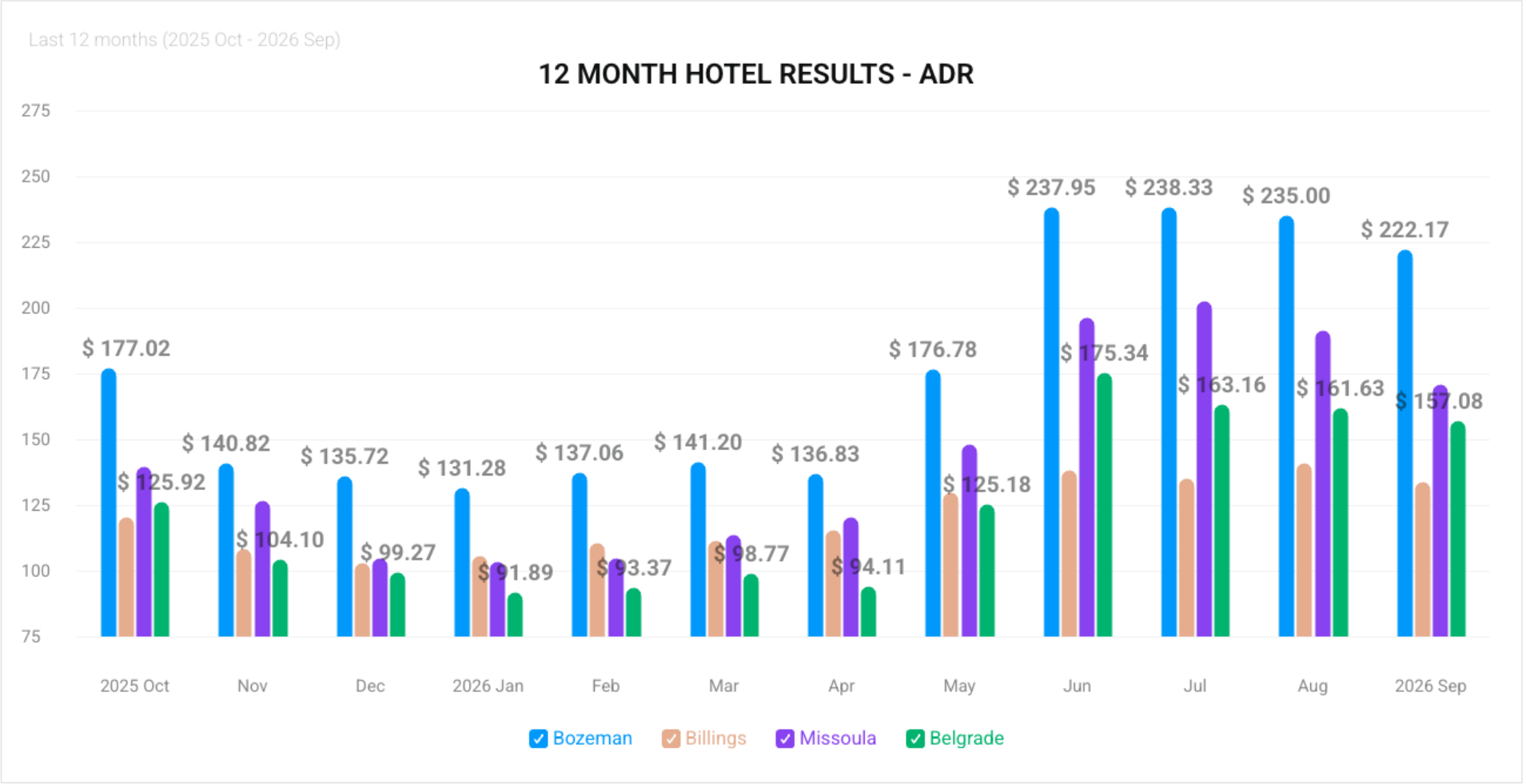
OCCUPANCY COMPARISON

LAST 12 MONTHS



ADR COMPARISON

LAST 12 MONTHS



SUPPLY/DEMAND CHANGE COMPARISON

LAST 12 MONTHS

Last Month (Sep 1 - 30)

BOZEMAN - SUPPLY CHANGE

13.3%

Last Month (Sep 1 - 30)

BELGRADE - SUPPLY CHANGE

41.5%

Last Month (Sep 1 - 30)

MISSOULA - SUPPLY CHANGE

0.3%

Last Month (Sep 1 - 30)

BILLINGS - SUPPLY CHANGE

2%

Last Month (Sep 1 - 30)

BOZEMAN - DEMAND CHANGE

6%

Last Month (Sep 1 - 30)

BELGRADE - DEMAND CHANGE

20.6%

Last Month (Sep 1 - 30)

MISSOULA - DEMAND CHANGE

4.6%

Last Month (Sep 1 - 30)

BILLINGS - DEMAND CHANGE

6.3%

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THANK YOU

