PRIME



Visit BELGRADE MONTANA

UPDATE NOVEMBER 2026

EXECUTIVE SUMMARY

NOVEMBER 2026

OVERALL READ

WINTER MARKETING IS NOW LIVE, WHILE VISITOR DEMAND CONTINUES TO GROW. BELGRADE IS BUILDING STRONGER AWARENESS AND ENGAGEMENT; THE NEXT FOCUS IS CONVERTING THAT ATTENTION INTO OVERNIGHT STAYS AND VISITOR SPENDING.

WHAT'S WORKING WELL

- PAID CAMPAIGNS ARE LIVE AND EXPANDING ACROSS TRAVELER SEGMENTS.
- INSTAGRAM: 41K VIEWS, 791 INTERACTIONS, +120 FOLLOWERS.
- FACEBOOK: 185K VIEWS, 9.2K ENGAGEMENTS, +333 FOLLOWERS.
- OVERNIGHT TRIPS ARE UP 13.5% AND VISITORS ARE UP 19%.
- VISIT NIGHTS ARE UP 13.6% AND VISITOR SPENDING IS UP 5%.
- EMAIL CLICK-THROUGH REMAINS STRONG AT 10.6%.

WHAT NEEDS ATTENTION

- LODGING SUPPLY CONTINUES TO CREATE OCCUPANCY PRESSURE.
- MOST OVERNIGHT TRIPS REMAIN ONE-NIGHT STAYS.
- VISITOR SPENDING GROWTH IS TRAILING VISITATION GROWTH.
- EMAIL AUDIENCE REMAINS SMALL AT 257 CONTACTS.
- CONTINUE CONVERTING MARKETING REACH INTO STAYS AND SPENDING.

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EXECUTIVE SUMMARY

NOVEMBER 2026

WHAT TO EXPECT OVER THE NEXT 3 MONTHS

- OPTIMIZE AND EXPAND WINTER PAID CAMPAIGNS.
- GROW PAID SEARCH ACROSS TRAVELER SEGMENTS.
- PROMOTE BELGRADE AS A WINTER BASECAMP.
- COMPLETE AND BEGIN PROMOTING THE TRAVEL GUIDE.
- PRODUCE NEW WINTER PHOTO AND VIDEO ASSETS.
- BUILD THE 2027 BLOG AND EMAIL STRATEGY.

BOTTOM LINE

AS VISIT BELGRADE ENTERS YEAR TWO OF ITS MARKETING EFFORT, WE NOW HAVE YEAR-OVER-YEAR BENCHMARKS TO BETTER EVALUATE GROWTH AND PERFORMANCE. EARLY WINTER RESULTS ARE ENCOURAGING, WITH STRONG PAID SOCIAL ENGAGEMENT—PARTICULARLY WHEN BLOG CONTENT IS USED TO GIVE TRAVELERS USEFUL REASONS TO CLICK, EXPLORE AND PLAN.

PAID TARGETING IS ALSO EXPANDING REGIONALLY INTO MARKETS WITH A HIGH PROPENSITY TO TRAVEL TO SOUTHWEST MONTANA. THE GOAL IS TO CAPTURE TRAVELERS FOR AT LEAST ONE NIGHT ON THEIR WAY TO OR FROM BIG SKY, WHILE ALSO POSITIONING BELGRADE AS A MORE AFFORDABLE BASECAMP FOR EXPLORING THE BROADER AREA.

THE NEXT PHASE IS ABOUT TURNING STRONGER AWARENESS AND ENGAGEMENT INTO MEASURABLE OVERNIGHT STAYS, VISITOR SPENDING AND YEAR-OVER-YEAR GROWTH.

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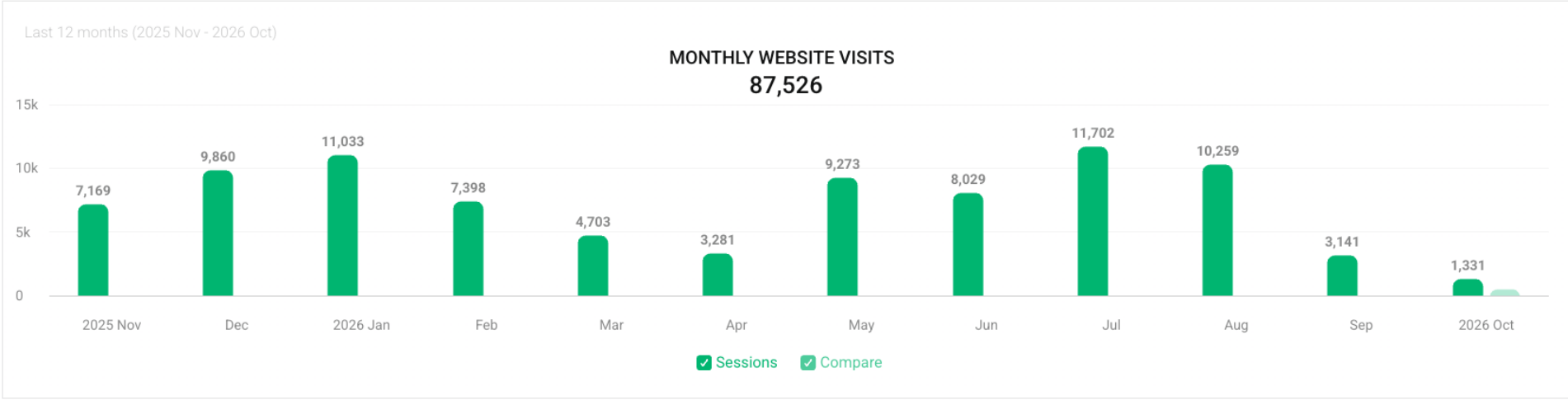


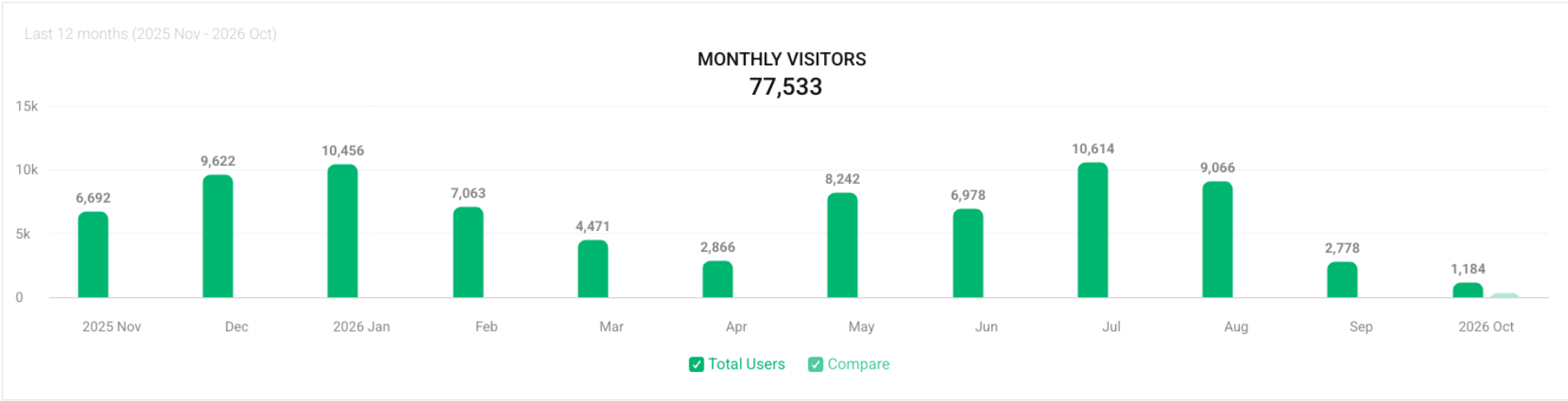
WEBSITE TRAFFIC

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WEBSITE TRAFFIC

LAST 12 MONTHS





PAGE VIEWS

LAST 12 MONTHS

Last 12 months (Nov 1, 2025 - Oct 31, 2026)

TOP PAGES

Metric	Value	vs prev
Visit Belgrade, MT - Visit Belgrade	86,879	▲ 16,969%
Things to Do + See in Belgrade, MT - Visit...	6,845	▲ 7,953%
Hotels + Other Lodging in Belgrade, MT - Visit...	5,926	▲ 11,994%
Restaurants, Bars + Breweries in Belgrade,...	4,396	▲ 3,361%
Fall Events in Belgrade, Montana: Harvest &...	893	
How to Get to Yellowstone From...	883	▲ 8,730%
Blog - Visit Belgrade	774	▲ 6,350%

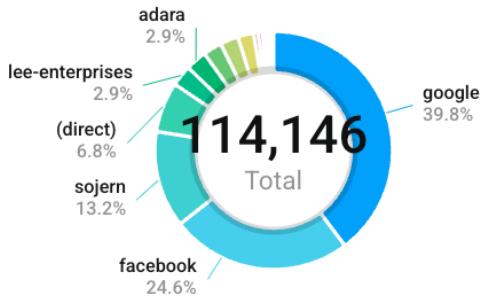
Last 12 months (W44, 2025 - W44, 2026)

VIEWS BY WEEK



Last 12 months (Nov 1, 2025 - Oct 31, 2026)

VIEWS BY SOURCE



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WEBSITE VISITOR LOCATION

LAST 12 MONTHS

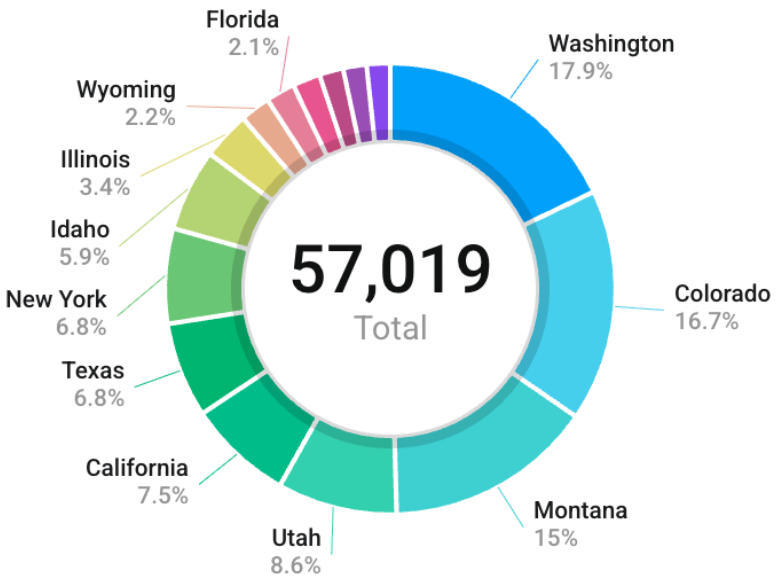
Last 12 months (Nov 1, 2025 - Oct 31, 2026)

USERS BY STATE

Dimension	USERS BY REGION
Washington	10,213
Colorado	9,502
Montana	8,536
Utah	4,904
California	4,299
Texas	3,894
New York	3,887
Idaho	3,362
Illinois	1,956

Last 12 months (Nov 1, 2025 - Oct 31, 2026)

USERS BY STATE

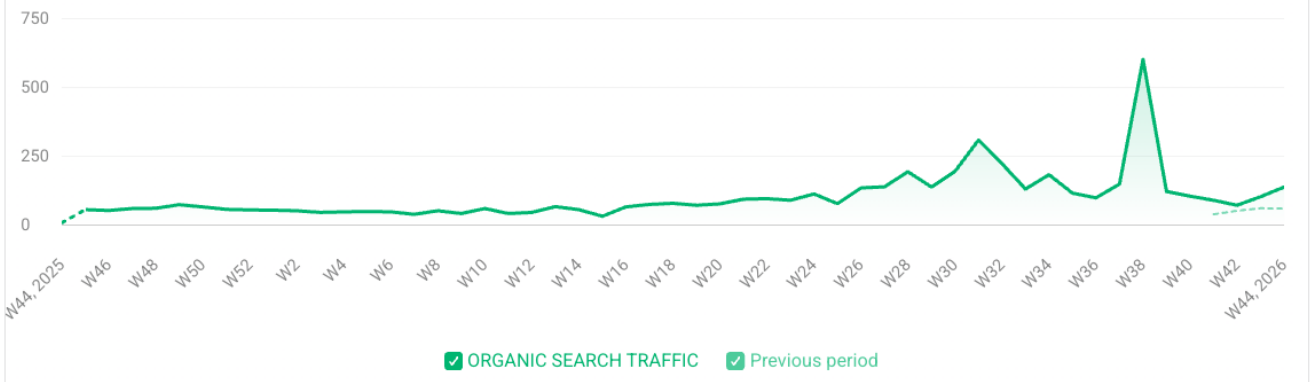


SEARCH TRAFFIC

LAST 12 MONTHS

Last 12 months (W44, 2025 - W44, 2026)

SEARCH TRAFFIC



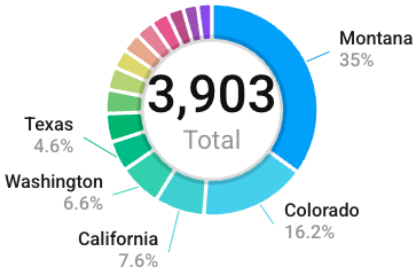
Last 12 months (Nov 1, 2025 - Oct 31, 2026)

SEARCH TRAFFIC BY LANDING PAGE

Metric	Value
/	1,753
/blog/fall-events-belgrade-mt	662
/blog/where-to-fly-into-for-yellowstone-airports-near-th...	446
/blog/belgrade-summer-nights	425
/blog/places-to-eat-belgrade-mt	289
(not set)	275
/do-see	208
/eat-drink	165

Last 12 months (Nov 1, 2025 - Oct 31, 2026)

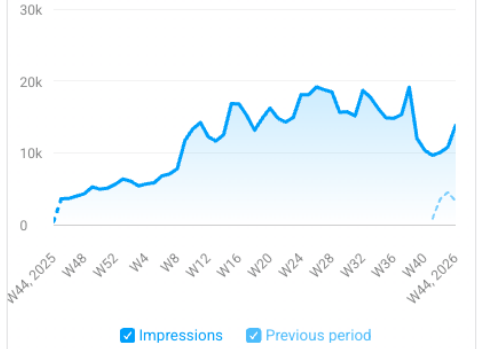
ORGANIC SEARCH BY STATE



Last 12 months (W44, 2025 - W44, 2026)

SEARCH RESULT IMPRESSIONS

622.4k ▲ 5,016% vs previous period (12,167)



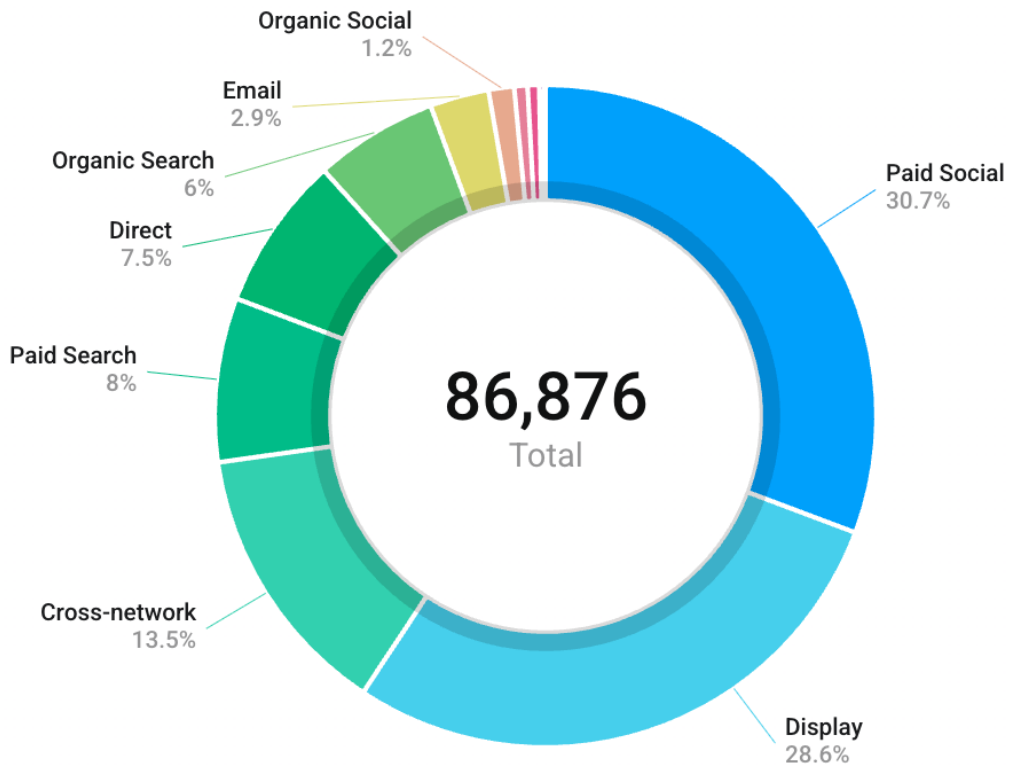
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TRAFFIC BY SOURCE

LAST 12 MONTHS

Last 12 months (Nov 1, 2025 - Oct 31, 2026)

TRAFFIC BY SOURCE



Last 12 months (Nov 1, 2025 - Oct 31, 2026)

TRAFFIC BY SOURCE

Metric	Value	vs prev
Paid Social	26,686	▲ 667,050%
Display	24,826	
Cross-network	11,705	
Paid Search	6,963	▲ 86,938%
Direct	6,542	▲ 2,549%
Organic Search	5,246	▲ 2,472%
Email	2,504	
Organic Social	1,084	▲ 9,755%

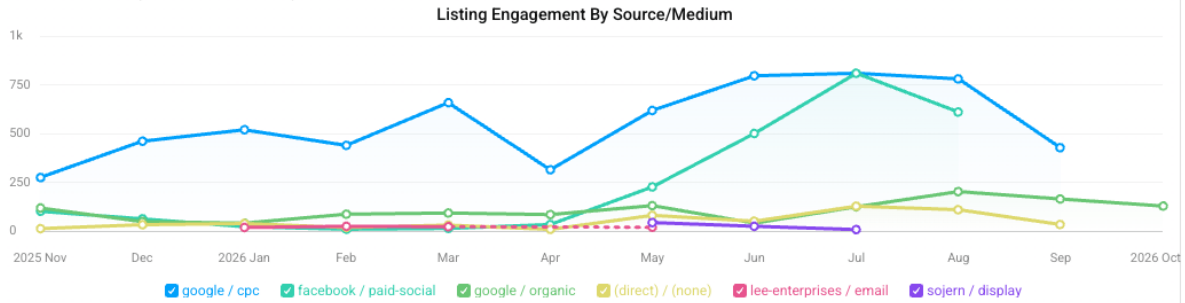
OUTBOUND CLICKS BY SOURCE

Last Month (Oct 1 - 31)

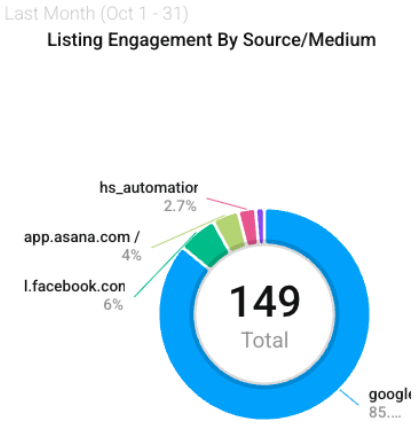
Listing Engagement By Source/Medium

Dimension	Event Count By Source	vs 1Y ago
google / organic	128	▲ 6,300%
l.facebook.com / referral	9	
app.asana.com / referral	6	
hs_automation / email	4	
belgrademt.gov / referral	2	

Last 12 months (2025 Nov - 2026 Oct)



Last Month (Oct 1 - 31)



Last Month (Oct 1 - 31)

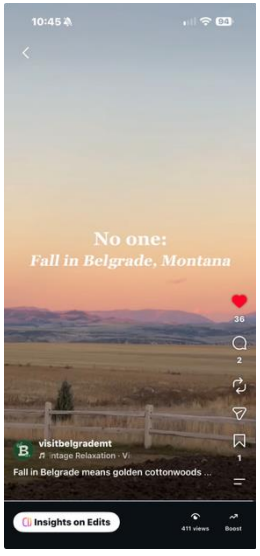
Listing Engagement By Type

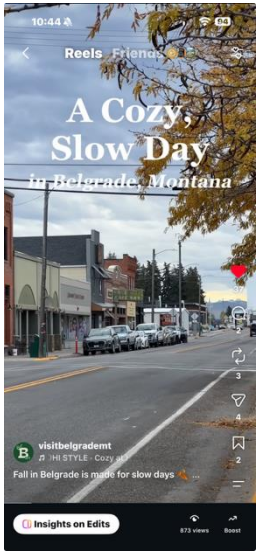
Dimension	Event Count By Source	vs 1Y ago
eat+drink_click_all_ctas	44	
eat+drink_click_website	38	
sleep+stay_click_all_ctas	28	▲ 2,700%
sleep+stay_click_pho	26	▲ 2,500%

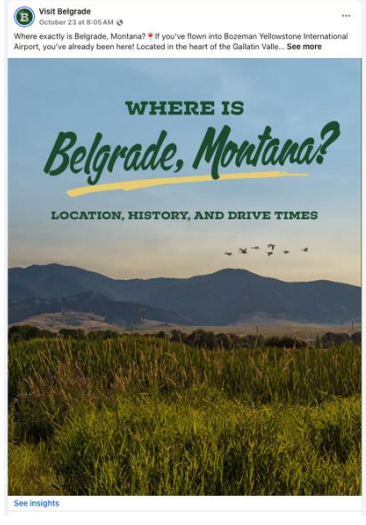
SOCIAL MEDIA

LAST 30 DAYS











INSTAGRAM

- 41,256 TOTAL VIEWS
- 791 INTERACTIONS
- +120 NET FOLLOWERS
- 989 TOTAL FOLLOWERS
- KEY INSIGHT: REACH, ENGAGEMENT, AND FOLLOWS HAVE BEEN STRONG
- OUR PAID CAMPAIGNS ARE HELPING US GET IN FRONT OF MORE PEOPLE, BUT WE ARE GETTING GREAT ENGAGEMENT ON THE CONTENT

FACEBOOK

- 185,073 TOTAL VIEWS
- 9,206 ENGAGEMENTS
- 887 FOLLOWERS (+333)
- HUGE GROWTH ON VIEWS, ENGAGEMENTS AND FOLLOWERS

@VISITBELGRADEMT

FACEBOOK.COM/VISITBELGRADE.MT

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CURRENT UPDATES

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CURRENT UPDATES



CAMPAIGN PROGRESS

- PAID CAMPAIGNS HAVE LAUNCHED.
- WE'VE BEEN OPTIMIZING AND ADDING TO CAMPAIGNS
- EXPANDING PAID SEARCH CAMPAIGNS TO TARGET DIFFERENT TYPES OF TRAVELERS
- PLANNING WINTER PHOTOSHOOTS AND OUR VIDEO PROJECT
- BUILDING OUT BLOG AND EMAIL STRATEGY FOR 2027

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CURRENT UPDATES



A Local's Guide to Holiday Events in Belgrade, Montana (2026)

11/02/2026

Experience a genuine Montana Christmas with these family holiday events in Belgrade, Montana, like the Christmas Convoy, Jingle Jog, and Holiday Market.

READ MORE



Montana in October: What to Expect

10/28/2026

Planning a trip to Montana in October? Here's what to expect for fall weather, thinner crowds, fall colors, and events like Bobcat football.

READ MORE



Where Is Belgrade, Montana? Location, History, and Drive Times

10/22/2026

Where is Belgrade, Montana? It's in the Gallatin Valley of southwest Montana, 10 miles west of Bozeman, and home to BZN.

READ MORE



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

BLOGS

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

TOP BLOGS – LAST 30 DAYS

1. THINGS TO DO BELGRADE BEFORE YOUR FLIGHT
2. FALL EVENTS IN BELGRADE
3. BELGRADE SUMMER NIGHTS
4. WHERE TO FLY INTO YELLOWSTONE
5. HOLIDAYS IN BELGRADE
6. BLOG LISTING PAGE
7. SMALL TOWN MONTANA
8. PLACES TO EAT IN BELGRADE
9. YELLOWSTONE ON A BUDGET
10. SUMMER DAY TRIPS

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CURRENT UPDATES



EMAIL MARKETING – LAST 3 MONTHS

- 436 EMAILS SENT
- AVERAGE OPEN RATE – 26.22%
- CLICK-THROUGH RATE – 10.62%
- 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

- 29.2% AVERAGE OPEN RATE
- 10.24% CLICK-THROUGH RATE
- 257 CONTACTS IN OUR LIST

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CURRENT UPDATES



TRAVEL GUIDE

- ALMOST COMPLETE
- FINALIZING ONE AD
- WILL BUILD INTO PROMOTIONS ONCE IT'S READY

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VISITATION DATA

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OVERNIGHT VISITATION

LAST 12 MONTHS - THROUGH SEPTEMBER

Overview Report Dates
November 2025 - October 2026

Time Period: Last 12 Months

Home distance: 50+ Miles | 150+ Miles

Total Trips	Unique Visitors	Visit Nights	Total Visitor Spend
YoY +13.5%	YoY +19.0%	YoY +13.6%	YoY +5.0%
516.8K	**331.9K**	**605.4K**	**$13.4M**
vs. 455.4K prev. year (Nov '24 - Oct '25)	vs. 279.0K prev. year (Nov '24 - Oct '25)	vs. 533.1K prev. year (Nov '24 - Oct '25)	vs. $12.8M up from (Nov '24 - Oct '25)

Overnight Trips

1 night	66% (221.2K)
2-3 nights	23% (78.1K)
4-7 nights	9% (28.8K)
8-30 nights	2% (5.8K)
31-60 nights	0% (17)

AVERAGE DURATION

2.8

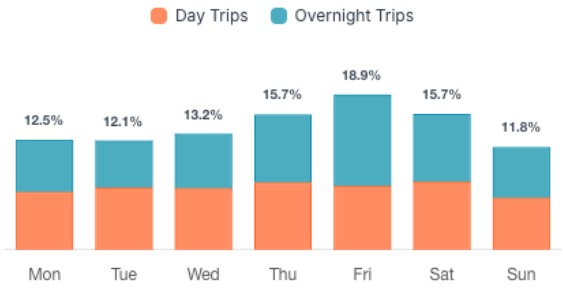
days (**333.9K** trips)

YoY -2.3%

Day of Arrival

All Trips | Day | Overnight

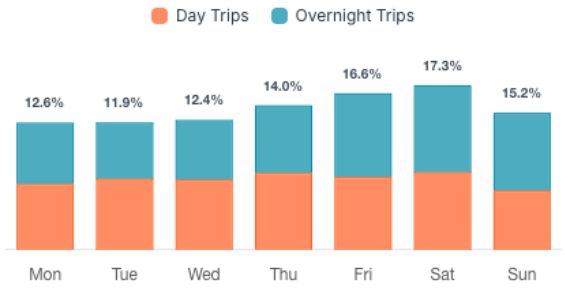
Each bar represents the percentage of trips that arrived on that day of the week.



Visitors Count

All Trips | Day | Overnight

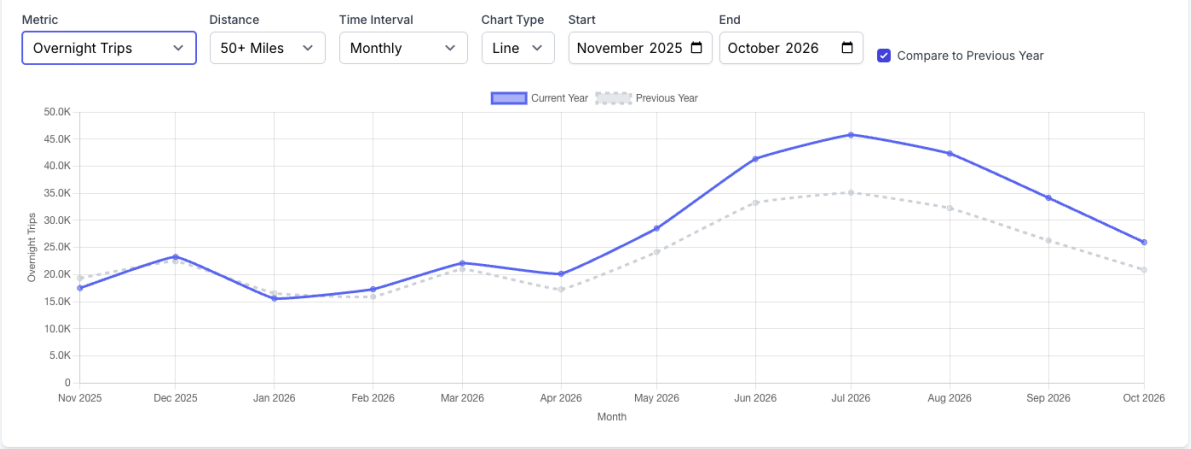
Each bar represents the average percentage of total visitors present on that day of the week.

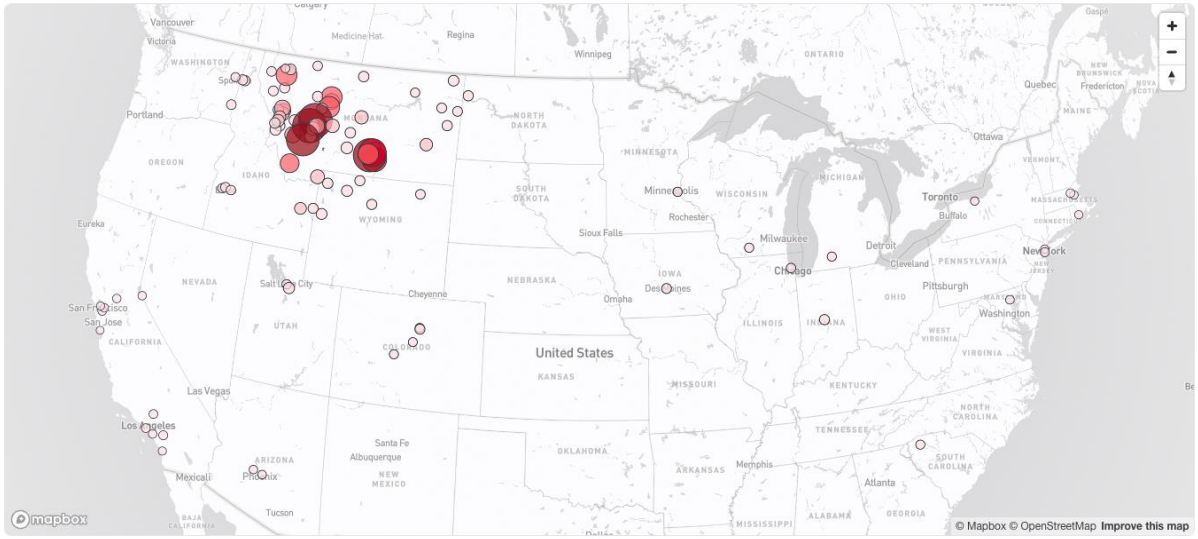


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OVERNIGHT VISITATION

LAST 12 MONTHS - THROUGH SEPTEMBER





Trips Low High 72 - 6.5K

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	30,413	2,094	46,687
Missoula, MT	21,276	1,471	35,701
Butte-Bozeman, MT	17,797	1,089	26,581
Great Falls, MT	17,356	1,286	30,655
Helena, MT	15,538	966	24,505
Seattle-Tacoma, WA	9,156	795	16,209
Denver, CO	9,031	828	21,205
Salt Lake City, UT	8,369	610	14,879
Spokane, WA	7,839	593	13,552

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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	2.6M YoY +1.4%	137.9K YoY +10.7%	3.4M YoY +1.6%	2.9 YoY +0.7%
2	Missoula	1.9M YoY +4.4%	101.7K YoY +13.4%	2.5M YoY +3.5%	2.8 YoY +0.4%
3	Bozeman	1.8M YoY +4.8%	92.9K YoY +14.7%	2.8M YoY +5.4%	3.0 YoY -0.7%
#4	Great Falls	1.1M YoY +0.4%	56.9K YoY +9.1%	1.5M YoY +4.0%	3.1 YoY +3.1%
#5	Butte-Silver Bow (balance)	790.5K YoY -2.1%	43.4K YoY +6.0%	1.0M YoY -1.8%	2.7 YoY +0.9%
#6	Helena	759.3K YoY +0.8%	37.4K YoY +9.4%	993.7K YoY -1.2%	2.9 YoY -0.9%
#7	Kalispell	709.1K YoY +4.9%	36.4K YoY +14.4%	1.0M YoY +6.6%	3.1 YoY +0.5%
#8	Whitefish	568.5K YoY +5.5%	31.1K YoY +14.6%	1.3M YoY +7.3%	4.0 YoY +1.0%
#9	**Belgrade** Your Market	516.9K YoY +13.5%	24.4K YoY +26.6%	605.6K YoY +13.5%	2.8 YoY -2.4%
#10	West Yellowstone	459.1K YoY +1.4%	26.3K YoY +10.9%	745.8K YoY +2.4%	2.8 YoY -0.4%

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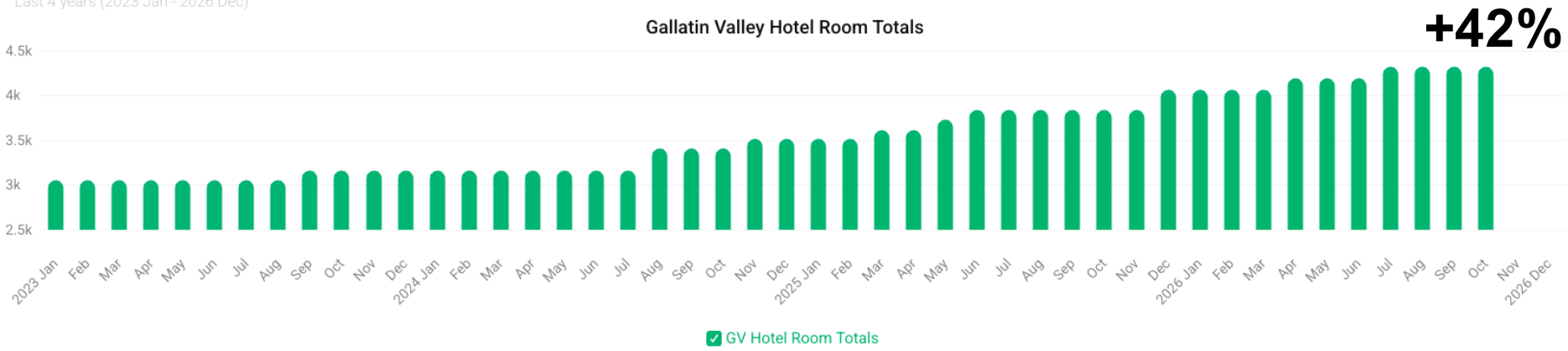
LODGING REPORT

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HOTEL SUPPLY GROWTH

THROUGH JULY

Last 4 years (2023 Jan - 2026 Dec)

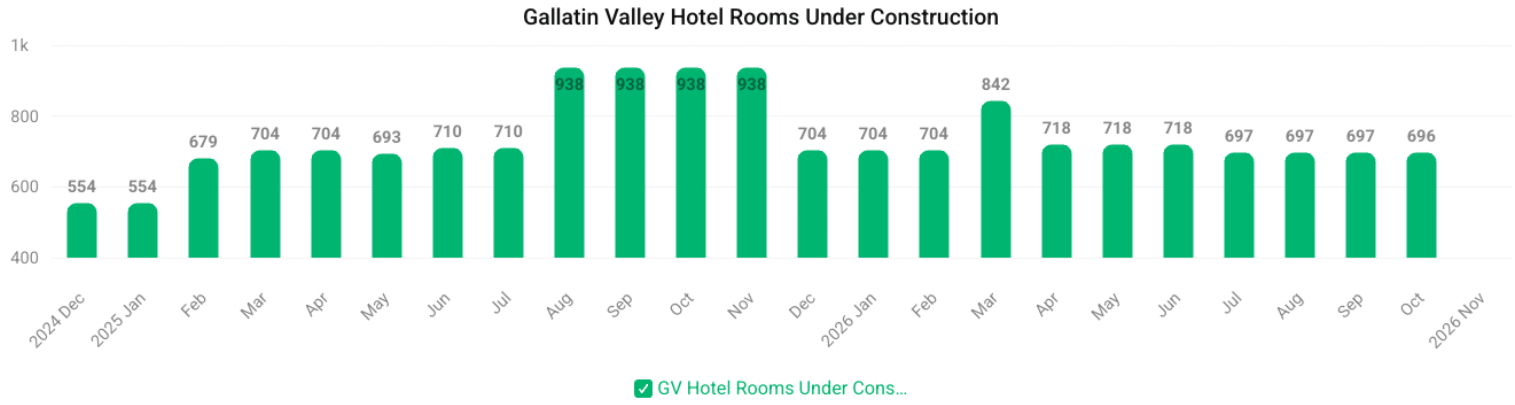


Nov 4, 2025 - Nov 3, 2026 (rolling)

New Rooms in the Last 12 Months

554

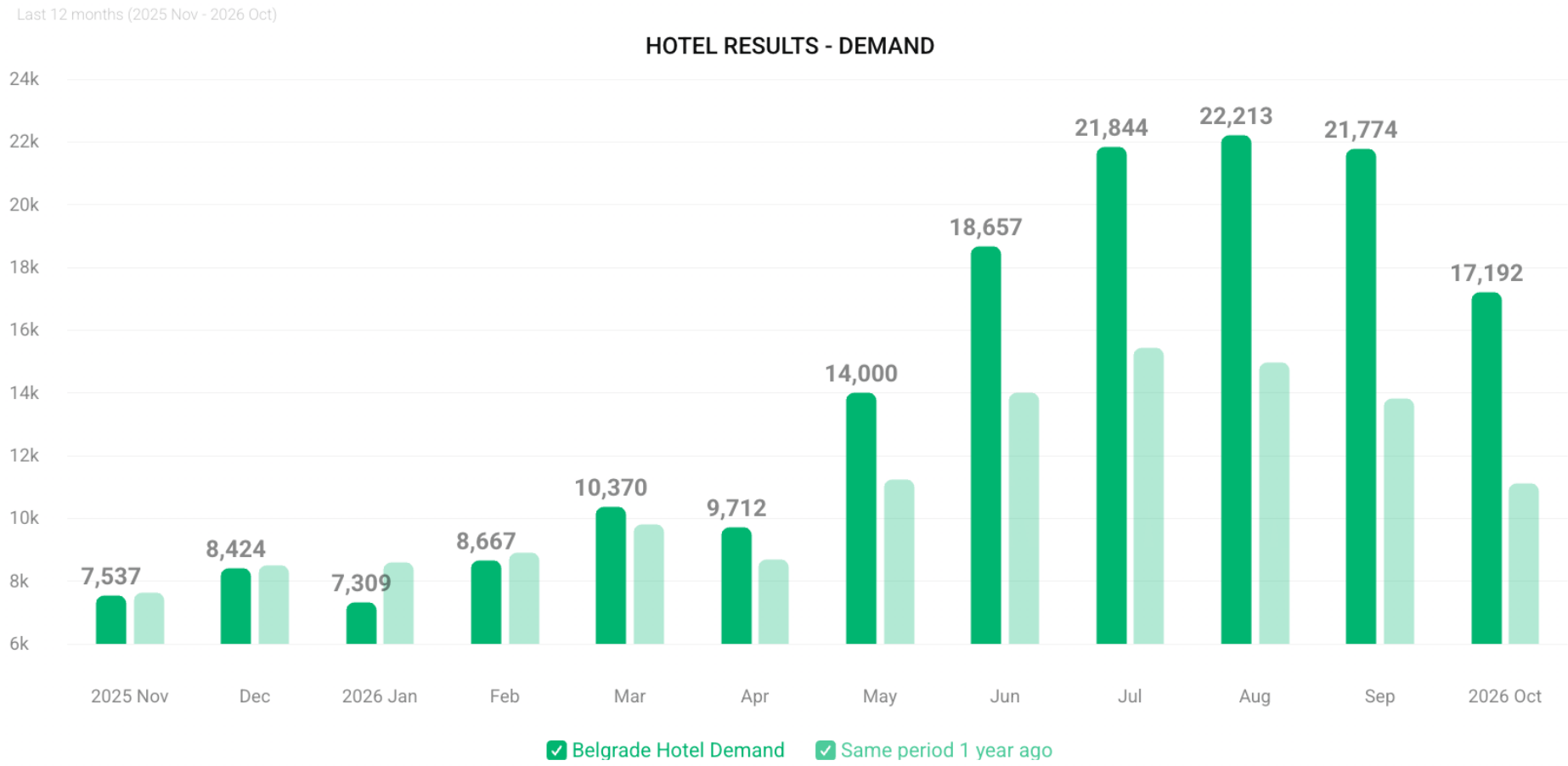
Last 24 months (2024 Dec - 2026 Nov)



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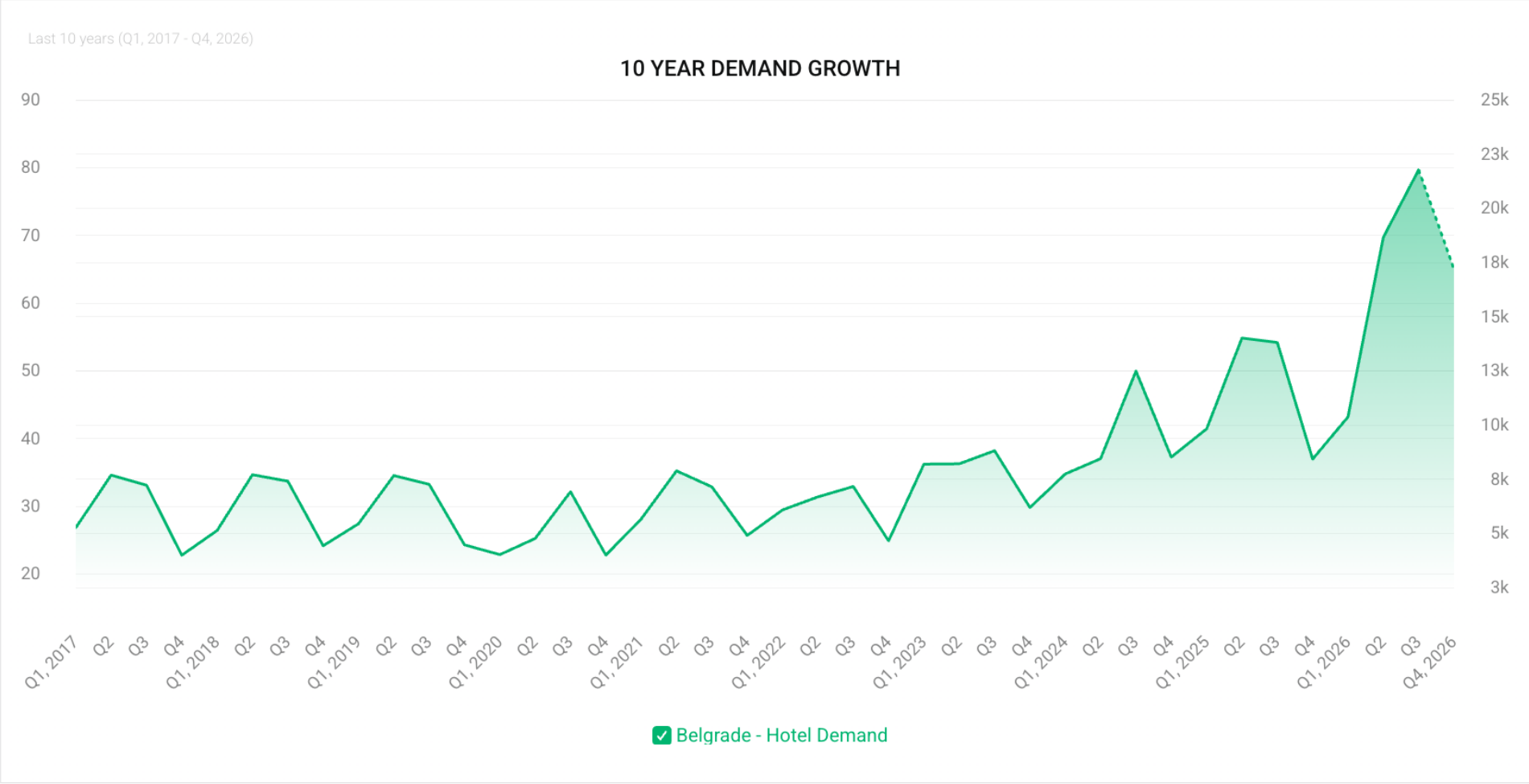
HOTEL DEMAND

LAST 12 MONTHS



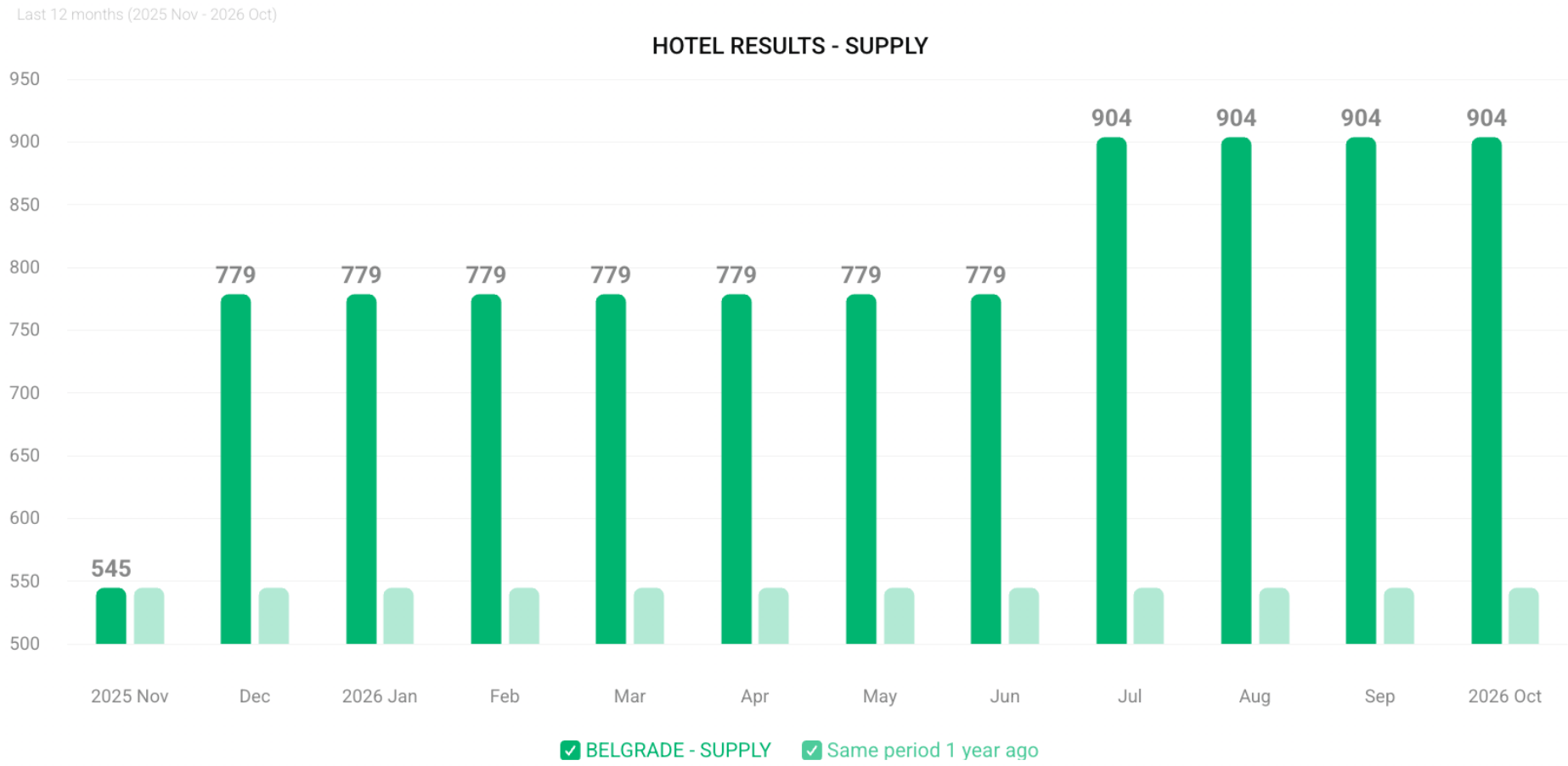
DEMAND GROWTH OVERTIME

LAST 10 YEARS



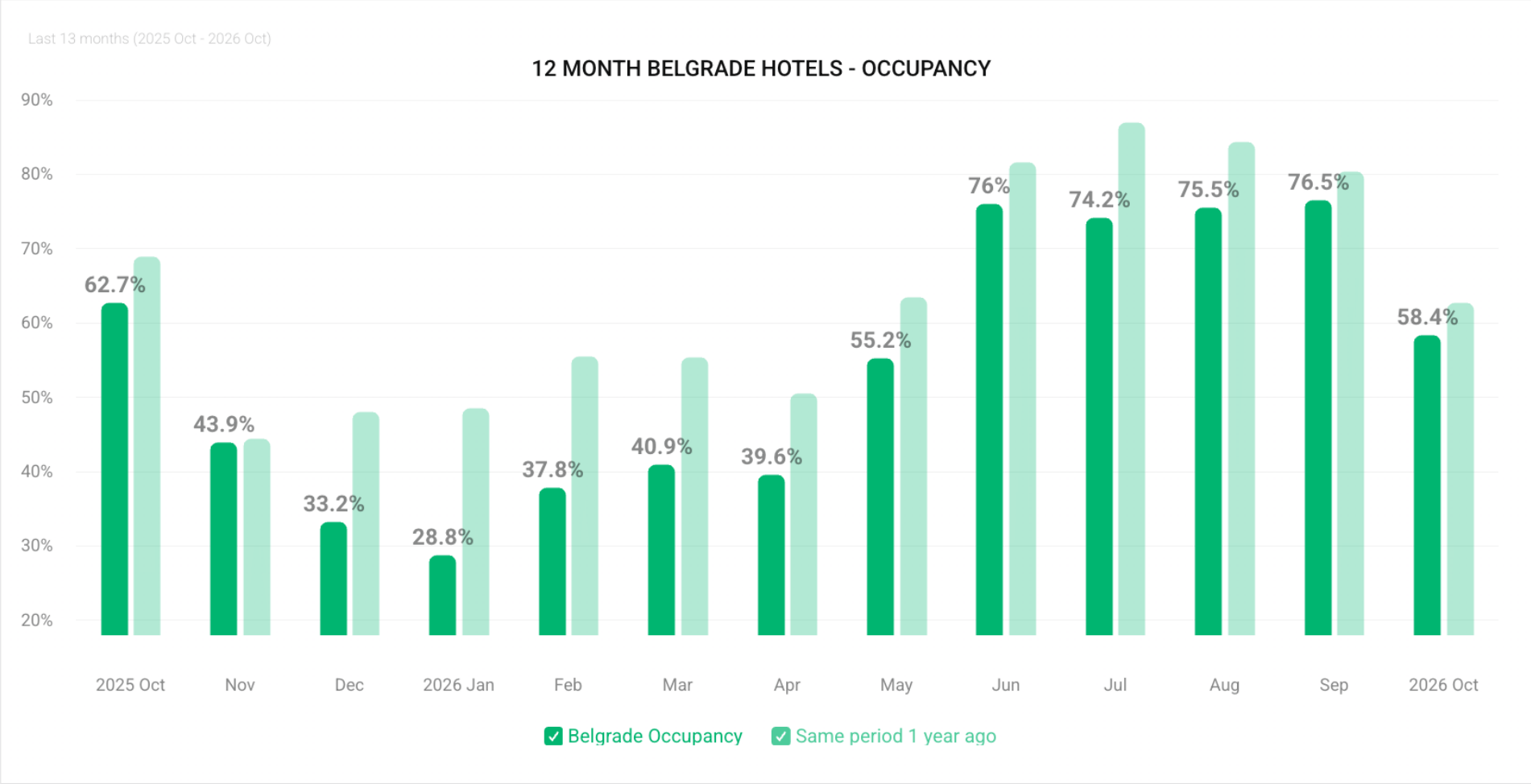
HOTEL SUPPLY

LAST 12 MONTHS



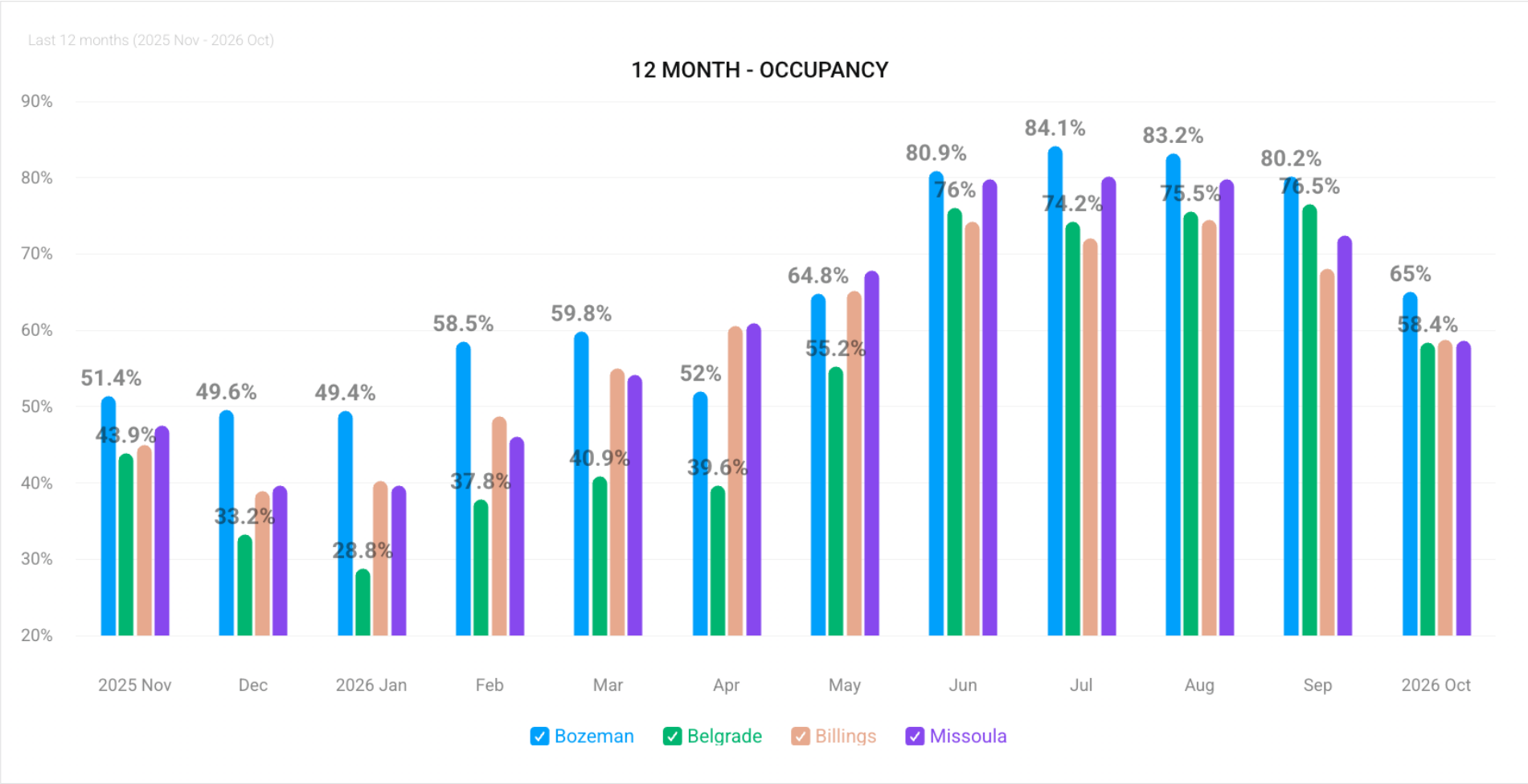
BELGRADE OCCUPANCY

LAST 12 MONTHS



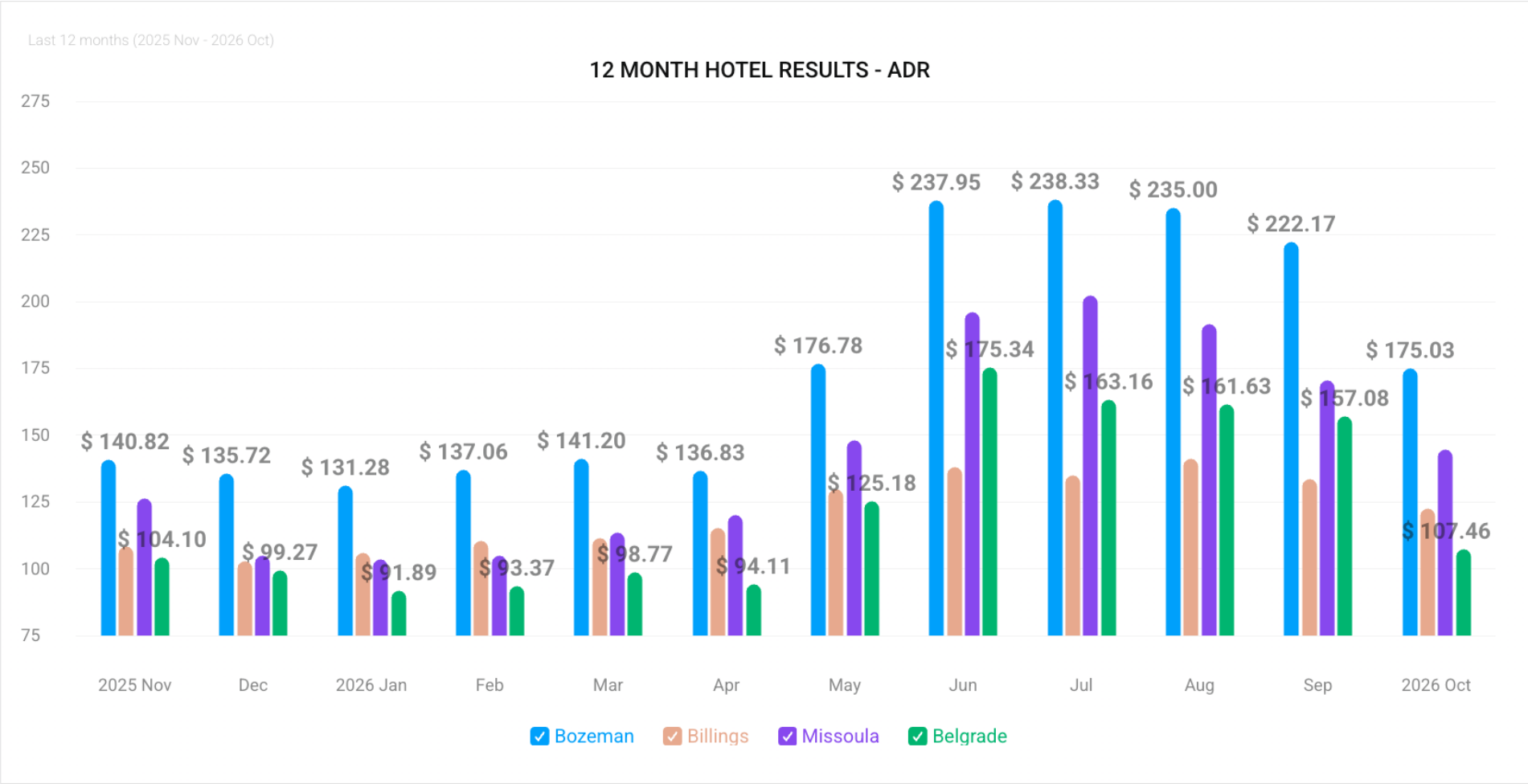
OCCUPANCY COMPARISON

LAST 12 MONTHS



ADR COMPARISON

LAST 12 MONTHS



THANK YOU

