

PRIME



Visit
BELGRADE
MONTANA

**UPDATE
JULY 2026**

EXECUTIVE SUMMARY

JULY 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 **14%**.
- Website traffic is growing.
- Paid media is driving reach.
- Yellowstone and travel content are connecting.
- Social engagement is improving.
- June was the best month Belgrade has ever had for hotel demand.
- Occupancy was strong in June as well.

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.
- Be prepared to see occupancy drop in July with additional inventory at the Hampton.

EXECUTIVE SUMMARY

JULY 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.



WEBSITE TRAFFIC

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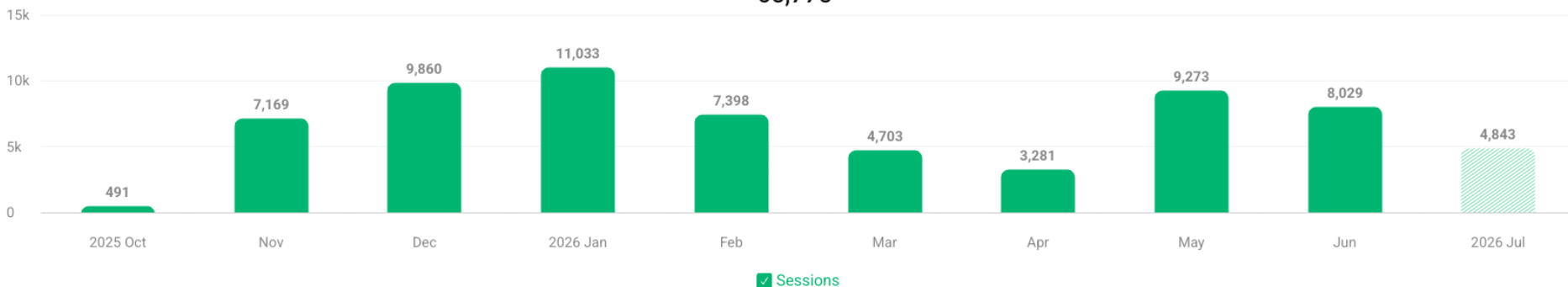
WEBSITE TRAFFIC

SINCE OCTOBER 1, 2025

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

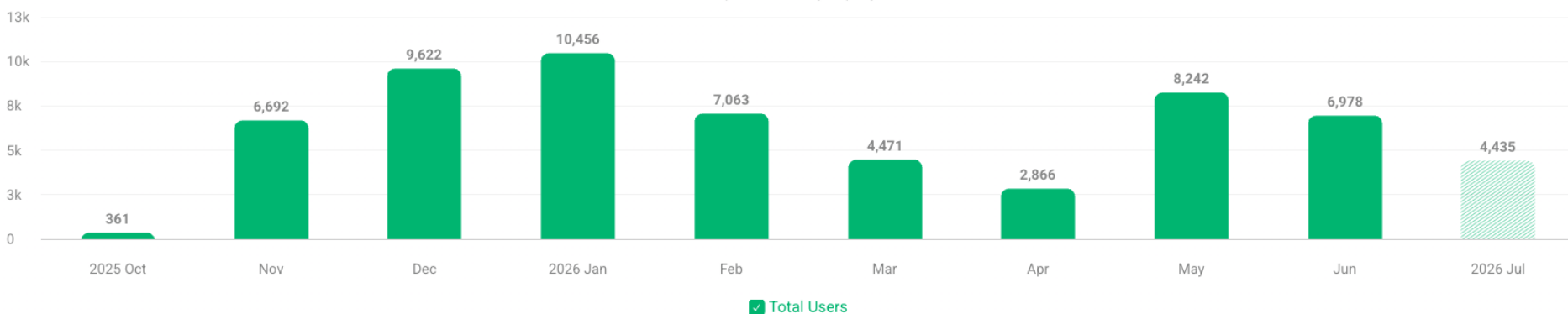
MONTHLY VISITS

65,775



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

MONTHLY VISITORS



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PAGE VIEWS

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (Oct 1, 2025 - Jul 13, 2026)

TOP PAGES

Metric	Value	VS 1Y
Visit Belgrade, MT - Visit Belgrade	68,674	
Things to Do + See in Belgrade, MT - Visit Belgrade	5,498	
Hotels + Other Lodging in Belgrade, MT - Visit Belgrade	3,992	
Restaurants, Bars + Breweries in Belgrade, MT - Visit Belgrade	3,309	
How to Get to Yellowstone From Belgrade, MT Drive Times, Car Rentals, and More -	602	
Blog - Visit Belgrade	581	
Bozeman-Yellowstone International Airport The Most Convenient Airport Near	489	
11 Great Places to Eat in Belgrade, MT - Visit Belgrade	466	

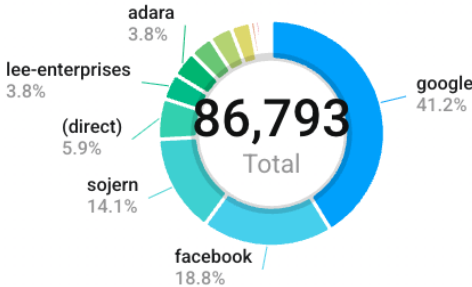
Since Oct 1, 2025 (W40, 2025 - W29, 2026)

VIEWS BY WEEK



Since Oct 1, 2025 (Oct 1, 2025 - Jul 13, 2026)

VIEWS BY SOURCE



WEBSITE VISITOR LOCATION

SINCE OCTOBER 1, 2025

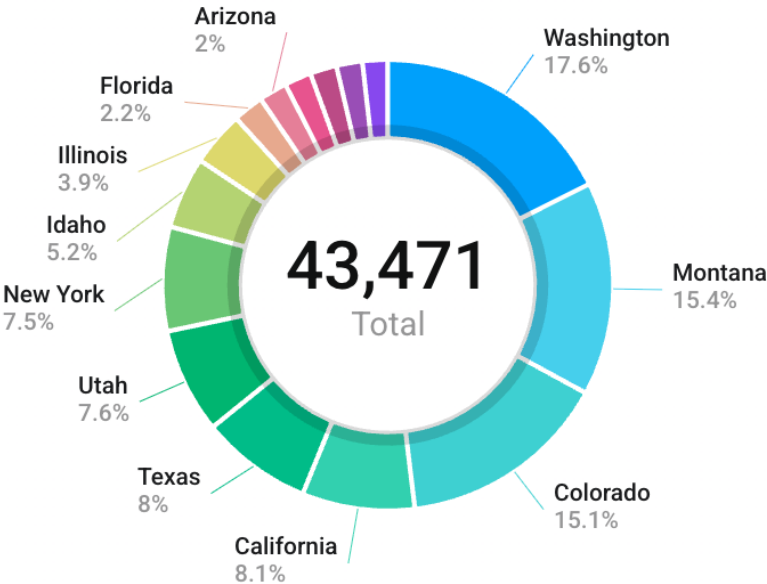
Since Oct 1, 2025 (Oct 1, 2025 - Jul 13, 2026)

USERS BY STATE

Dimension	USERS BY REGION
Washington	7,643
Montana	6,676
Colorado	6,578
California	3,520
Texas	3,470
Utah	3,286
New York	3,250
Idaho	2,243
Illinois	1,703

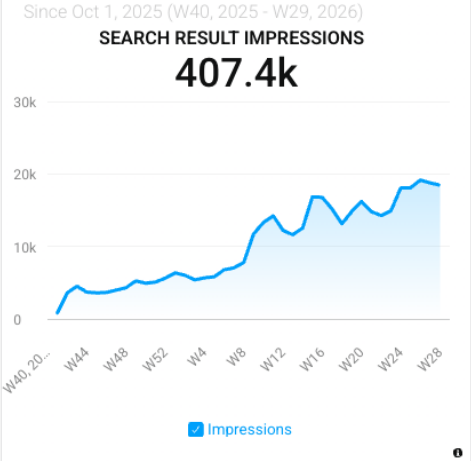
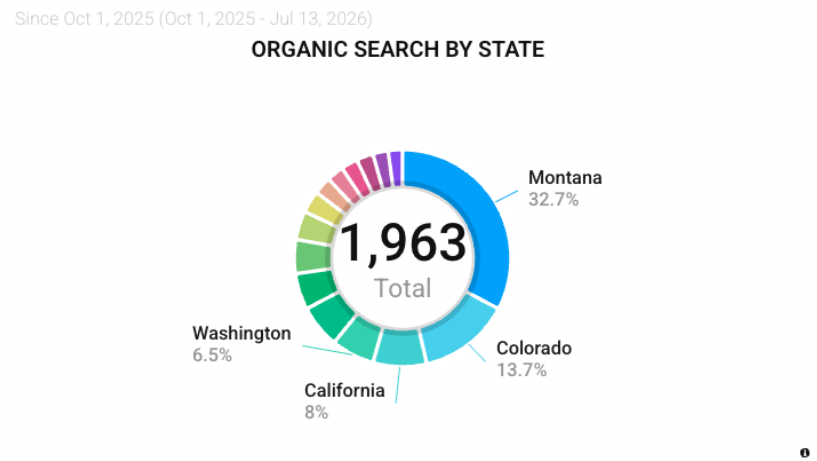
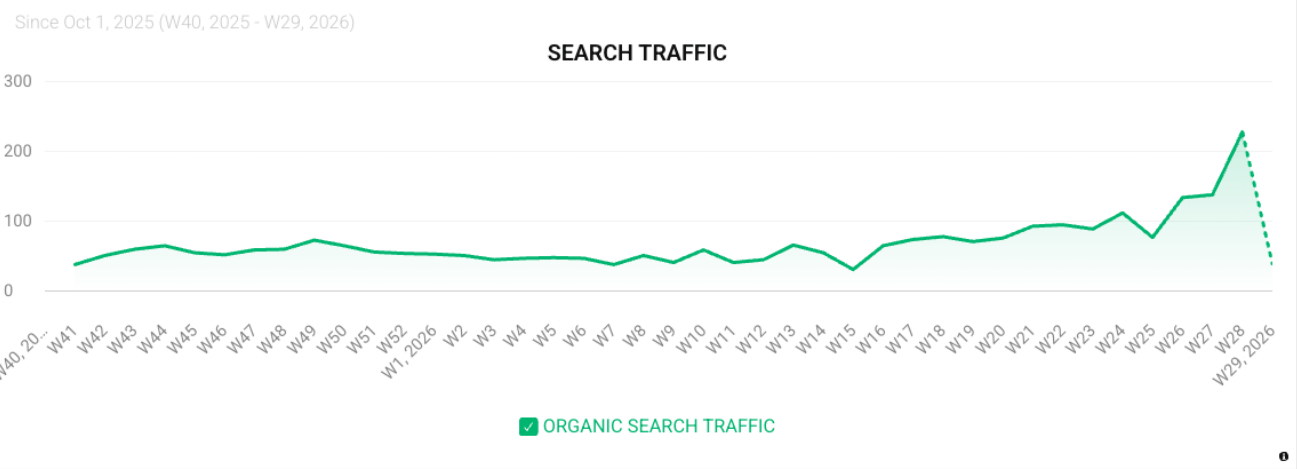
Since Oct 1, 2025 (Oct 1, 2025 - Jul 13, 2026)

USERS BY STATE



SEARCH TRAFFIC

SINCE OCTOBER 1, 2025



Since Oct 1, 2025 (Oct 1, 2025 - Jul 13, 2026)

SEARCH TRAFFIC BY LANDING...

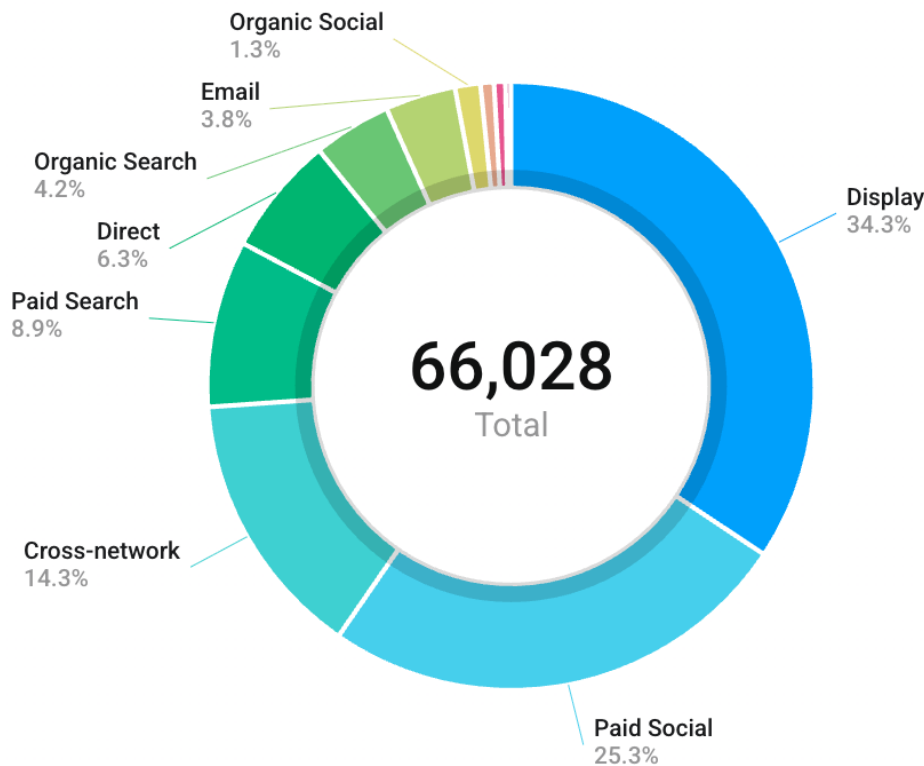
Metric	Value
/	1,344
/blog/where-to-fly-into-for-yellowstone-airports-near-the-worlds-first-national-park	278
/blog/places-to-eat-belgrade-mt	208
(not set)	155
/do-see	145
/eat-drink	92
/blog/belgrade-summer-nights	71
/plan/yellowstone	68
/blog/holidays-belgrade-mt	60

TRAFFIC BY SOURCE

SINCE OCTOBER 1, 2025

Since Oct 1, 2025 (Oct 1, 2025 - Jul 13, 2026)

TRAFFIC BY SOURCE



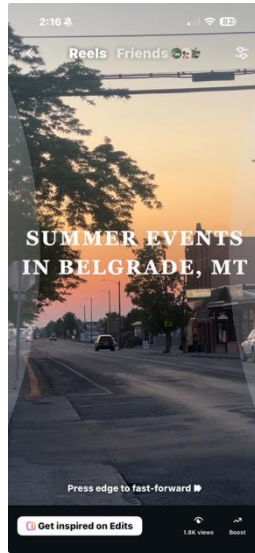
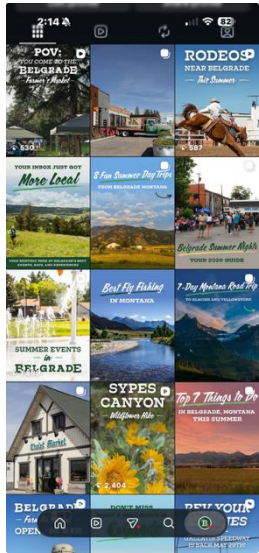
Since Oct 1, 2025 (Oct 1, 2025 - Jul 13, 2026)

TRAFFIC BY SOURCE

Metric	Value	vs 1Y ago
Display	22,677	
Paid Social	16,682	
Cross-network	9,428	
Paid Search	5,863	
Direct	4,181	
Organic Search	2,757	
Email	2,484	
Organic Social	891	
Unassigned	475	

SOCIAL MEDIA

LAST 30 DAYS



INSTAGRAM

- 10.1K TOTAL VIEWS (UP FROM 8.8K)
- 492 INTERACTIONS
- +68 NEW FOLLOWERS
- 660 TOTAL FOLLOWERS
- KEY INSIGHT: COLLABORATIONS CONTINUE TO HELP EXPAND REACH
- SEEING INCREASE IN SHARES AND REPOSTS – CONTENT HAS VALUE
- SEASONAL FOCUSED CONTENT PERFORMING WELL

FACEBOOK

- 517,714 TOTAL VIEWS – UP 134%
- 9,594 ENGAGEMENTS
- 380 FOLLOWERS
- PAID ADS PROMOTING “CLOSE TO YELLOWSTONE” HAVE PERFORMED REALLY WELL

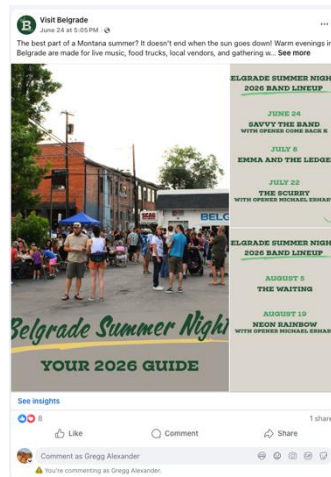
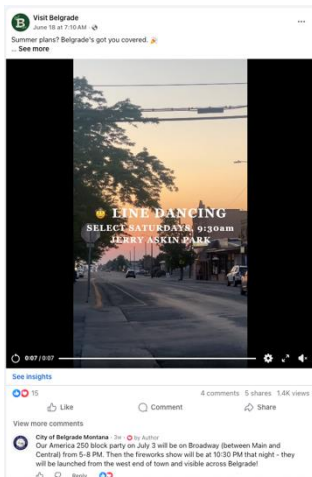


@VISITBELGRADEMT



FACEBOOK.COM/VISITBELGRADE.MT

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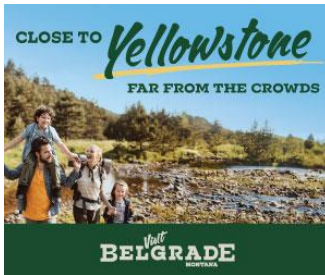


A photograph of the exterior of the Belgrade Library & Community Center at dusk. The building is a single-story structure with dark blue brick walls and large windows. The entrance is centrally located with a glass door. The sky is dark, and some trees are visible in the background. The text "CURRENT UPDATES" is overlaid in large white letters.

CURRENT UPDATES

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CURRENT UPDATES



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

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CURRENT UPDATES



Belgrade Summer Nights: Your 2026 Guide



Written by Erin Hoppe Updated on 06/12/2026

Key Takeaways

- Belgrade Summer Nights is a free, family-friendly block party held every summer from 6:00 to 8:30 p.m. in downtown Belgrade, Montana.
- The 2026 lineup features eight acts across five nights, including The Ledge, The Waiting (a Tom Petty tribute), Neon Rainbow, and artist Michael Erhart.
- Every event hosts food trucks, local vendors, cold drinks, and more.



8 Fun Summer Day Trips from Belgrade, Montana



Written by Erin Hoppe Updated on 06/17/2026

Key Takeaways

- Belgrade, Montana, is one of the most well-positioned towns in the state, with Yellowstone, Big Sky, and other iconic destinations all within easy striking distance.
- Yellowstone is a full day well spent — choose the North Entrance for wildlife, the West Entrance for iconic thermal features, or tackle both.
- The drive through Gallatin Canyon to Big Sky is scenic enough to be its own destination, with hiking, lift-eared hiking, and summit views waiting at the end.

BLOGS

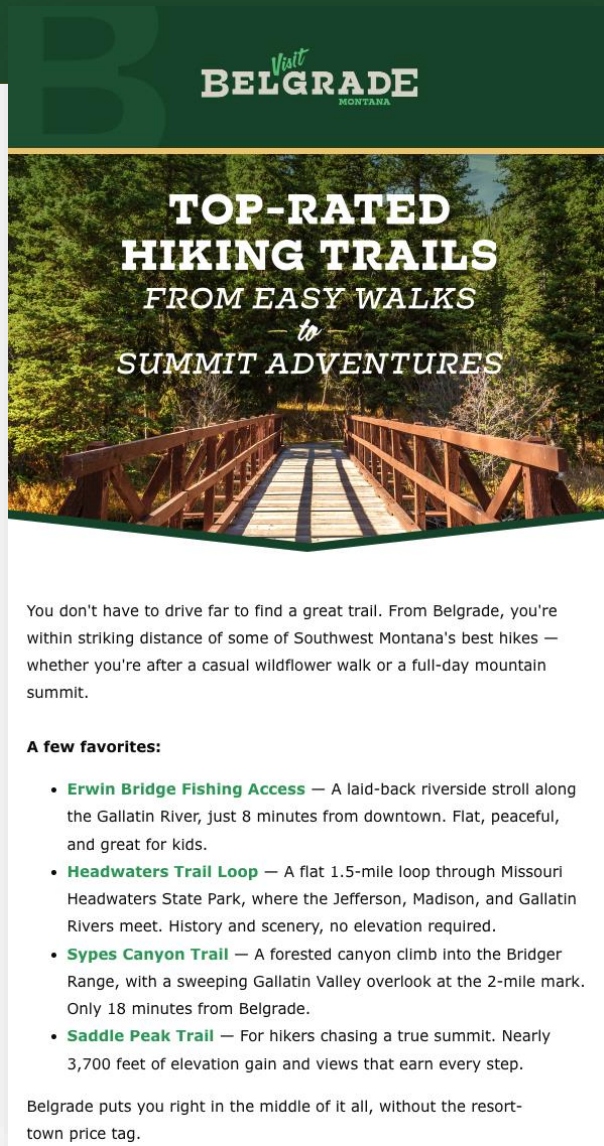
- 18 BLOGS PUBLISHED
- 4,265 BLOG VIEWS
- JUNE STRONGEST MONTH
- IMPACTING GOOGLE SEARCH RESULTS
- 2,991 TOTAL ACTIVE VISITORS

TOP BLOGS – LAST 30 DAYS

1. YELLOWSTONE ON A BUDGET
2. BELGRADE SUMMER NIGHTS
3. AIRPORTS NEAR YELLOWSTONE
4. PLACES TO EAT IN BELGRADE
5. SUMMER DAY TRIPS
6. THINGS TO DO IN BELGRADE WITH KIDS
7. SMALL TOWN MONTANA
8. MONTANA STATE PARKS NEAR BELGRADE
9. BEST FLY FISHING IN MONTANA
10. COFFEE SHOPS IN BELGRADE

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CURRENT UPDATES



Visit
BELGRADE
MONTANA

**TOP-RATED
HIKING TRAILS**
FROM EASY WALKS
— to —
SUMMIT ADVENTURES

You don't have to drive far to find a great trail. From Belgrade, you're within striking distance of some of Southwest Montana's best hikes — whether you're after a casual wildflower walk or a full-day mountain summit.

A few favorites:

- **Erwin Bridge Fishing Access** — A laid-back riverside stroll along the Gallatin River, just 8 minutes from downtown. Flat, peaceful, and great for kids.
- **Headwaters Trail Loop** — A flat 1.5-mile loop through Missouri Headwaters State Park, where the Jefferson, Madison, and Gallatin Rivers meet. History and scenery, no elevation required.
- **Sypes Canyon Trail** — A forested canyon climb into the Bridger Range, with a sweeping Gallatin Valley overlook at the 2-mile mark. Only 18 minutes from Belgrade.
- **Saddle Peak Trail** — For hikers chasing a true summit. Nearly 3,700 feet of elevation gain and views that earn every step.

Belgrade puts you right in the middle of it all, without the resort-town price tag.

EMAIL MARKETING – LAST 3 MONTHS

- AVERAGE OPEN RATE – 32.23%
- CLICK-THROUGH RATE – 16.27%
- OPEN RATES SLOWING DOWN RECENTLY BUT STILL VERY STRONG
- CLICK THROUGH RATES ON THE RISE
- TOTAL VOLUME ALSO CONTINUES TO RISE

EMAIL MARKETING - OVERALL

- 31.34% AVERAGE OPEN RATE
- 10.76% CLICK-THROUGH RATE
- 202 CONTACTS IN OUR LIST
- CONTACTS GROWING CONSISTENTLY

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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"

2-page spread specs are available upon request.

--- LINE AREA/TEXT SAFE ZONE (Your copy must fit within a 0.25" margin from each edge of the ad or bleed printing intended art)

--- AD SIZE (This is the full size of the ad. The page's bleed is included in this dimension)

TEMPLATE AD
Lunar Cow reserves the right to insert our template ad 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 reserve 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 template ad 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 resalable, except for errors.

CURRENT WORK

- TRAVEL GUIDE
 - CREATING CONTENT/ARTICLES NOW
 - LUNAR COW IS LAYING OUT THE TRAVEL GUIDE



VISITATION DATA

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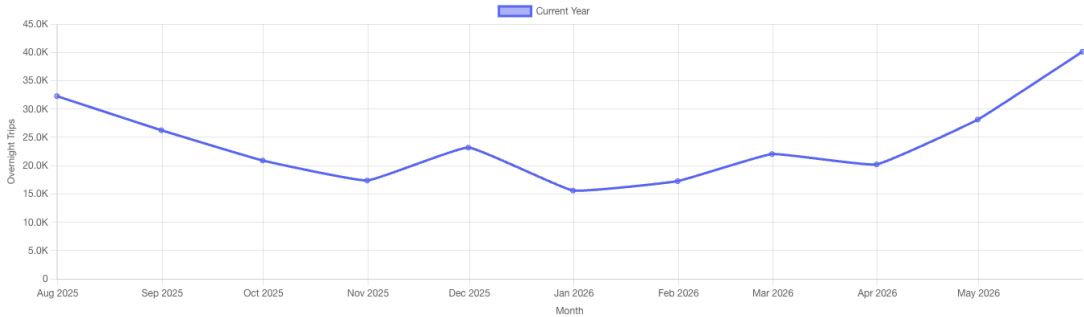
OVERNIGHT VISITATION

LAST 12 MONTHS - THROUGH JUNE

Trend Analysis

Visualize metrics over time with flexible intervals

Metric: Overnight Trips Distance: 50+ Miles Time Interval: Monthly Chart Type: Line Start: July 2025 End: June 2026 ☐ Compare to Previous Year



Trips Low High 72 - 26.5K

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	AVG MONTH VISITORS
Billings, MT	30,422	2,091
Missoula, MT	21,270	1,474
Butte-Bozeman, MT	18,053	1,105
Great Falls, MT	17,406	1,290
Helena, MT	15,547	973
Seattle-Tacoma, WA	8,979	782
Denver, CO	8,936	819
Salt Lake City, UT	8,365	607
Spokane, WA	7,817	596





LODGING REPORT

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NEW HOTELS

THROUGH FEBRUARY

Last 10 years (2017 - 2026)

Bozeman Hotel Room Inventory



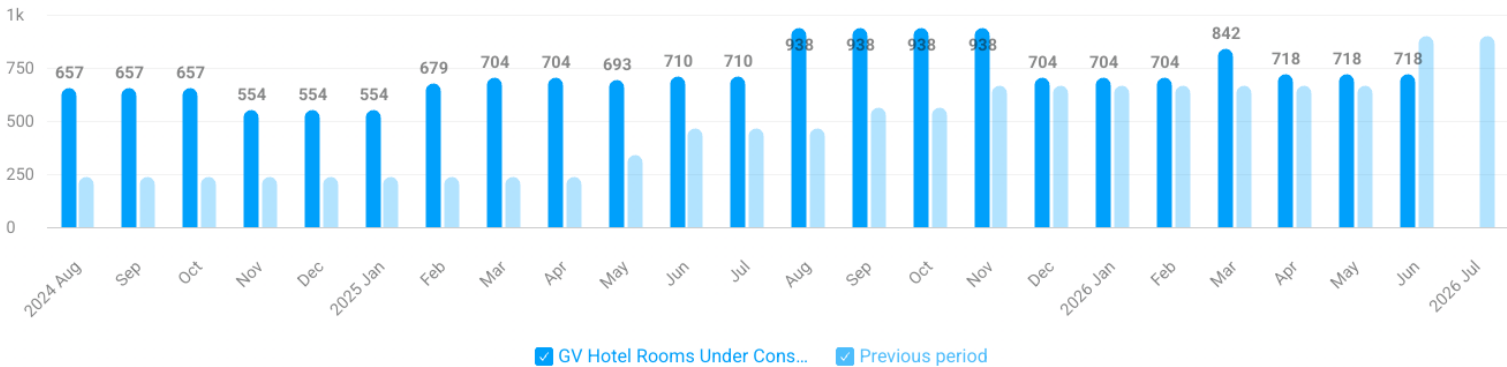
Jul 5, 2025 - Jul 4, 2026 (rolling)

New Rooms in the Last 12 Months

465

Last 24 months (2024 Aug - 2026 Jul)

Gallatin Valley Hotel Rooms Under Construction

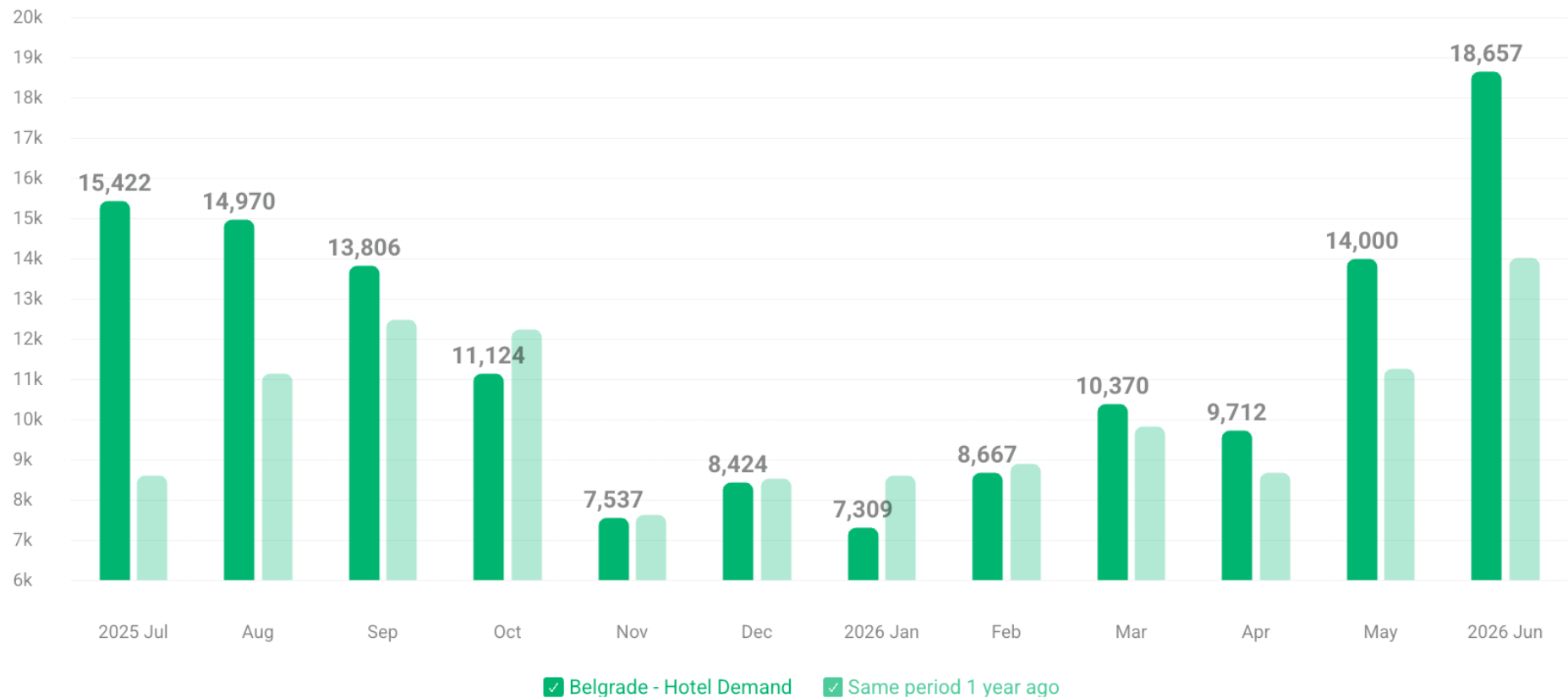


HOTEL DEMAND

LAST 12 MONTHS

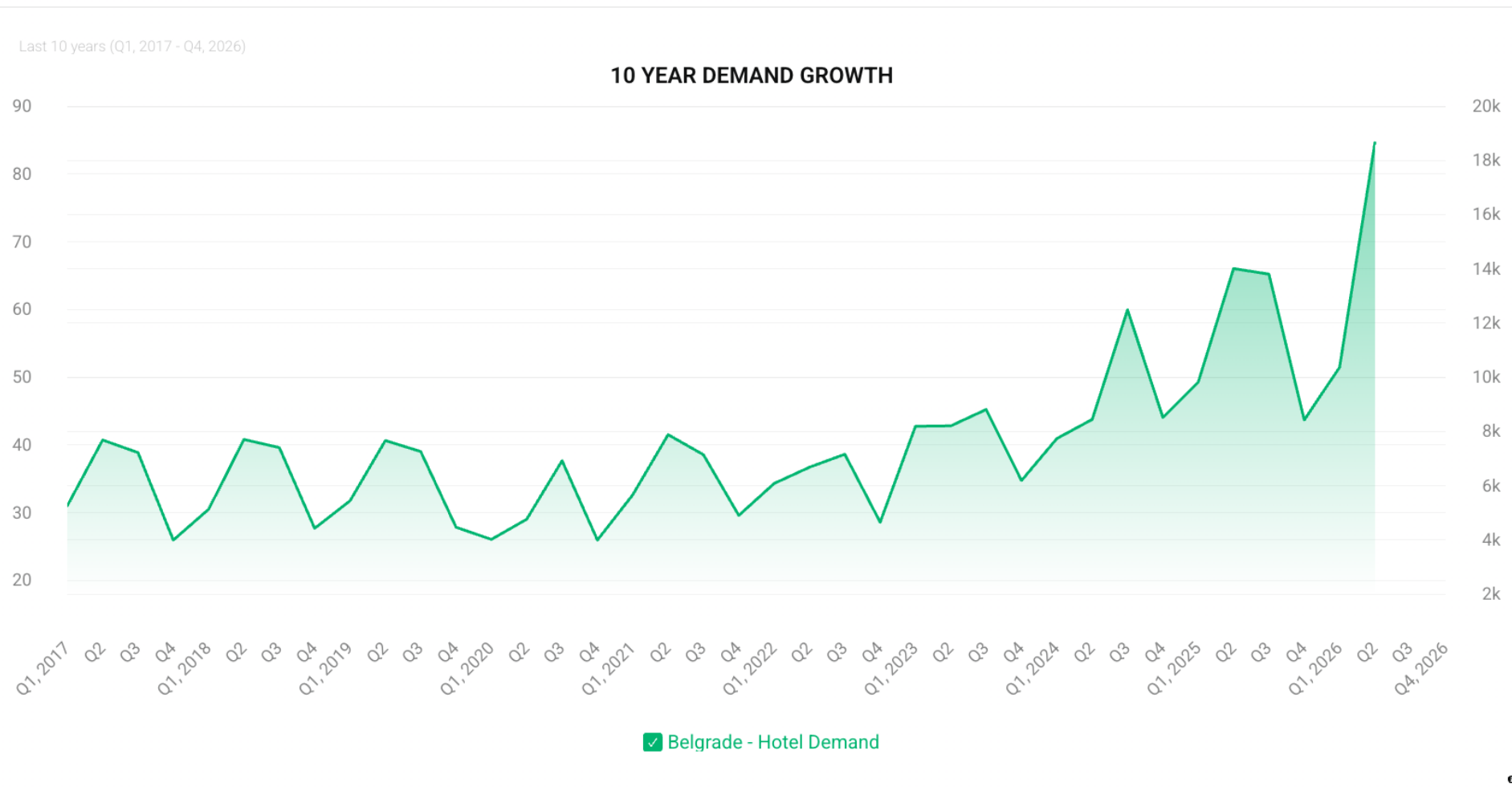
Last 12 months (2025 Jul - 2026 Jun)

HOTEL RESULTS - DEMAND



DEMAND GROWTH OVERTIME

LAST 10 YEARS

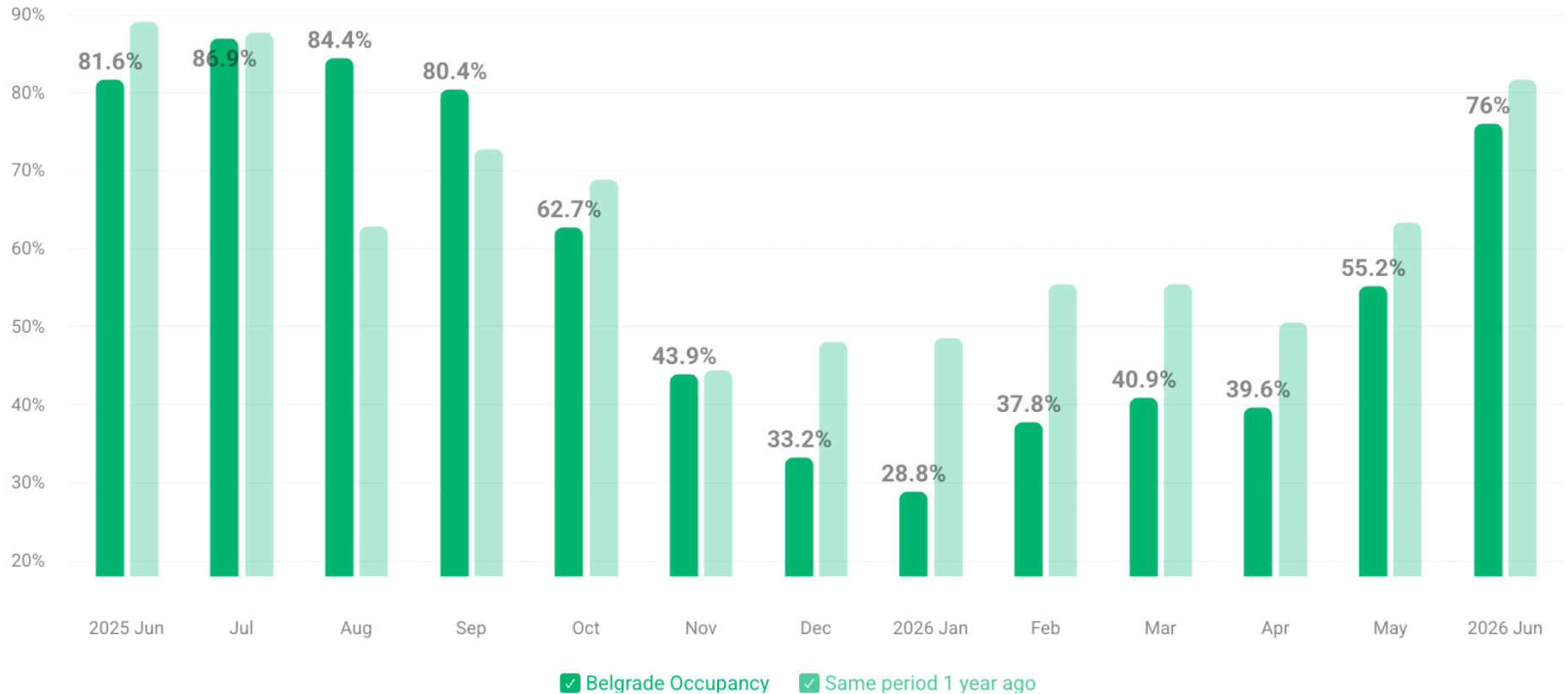


BELGRADE OCCUPANCY

LAST 12 MONTHS

Last 13 months (2025 Jun - 2026 Jun)

12 MONTH BELGRADE HOTELS - OCCUPANCY

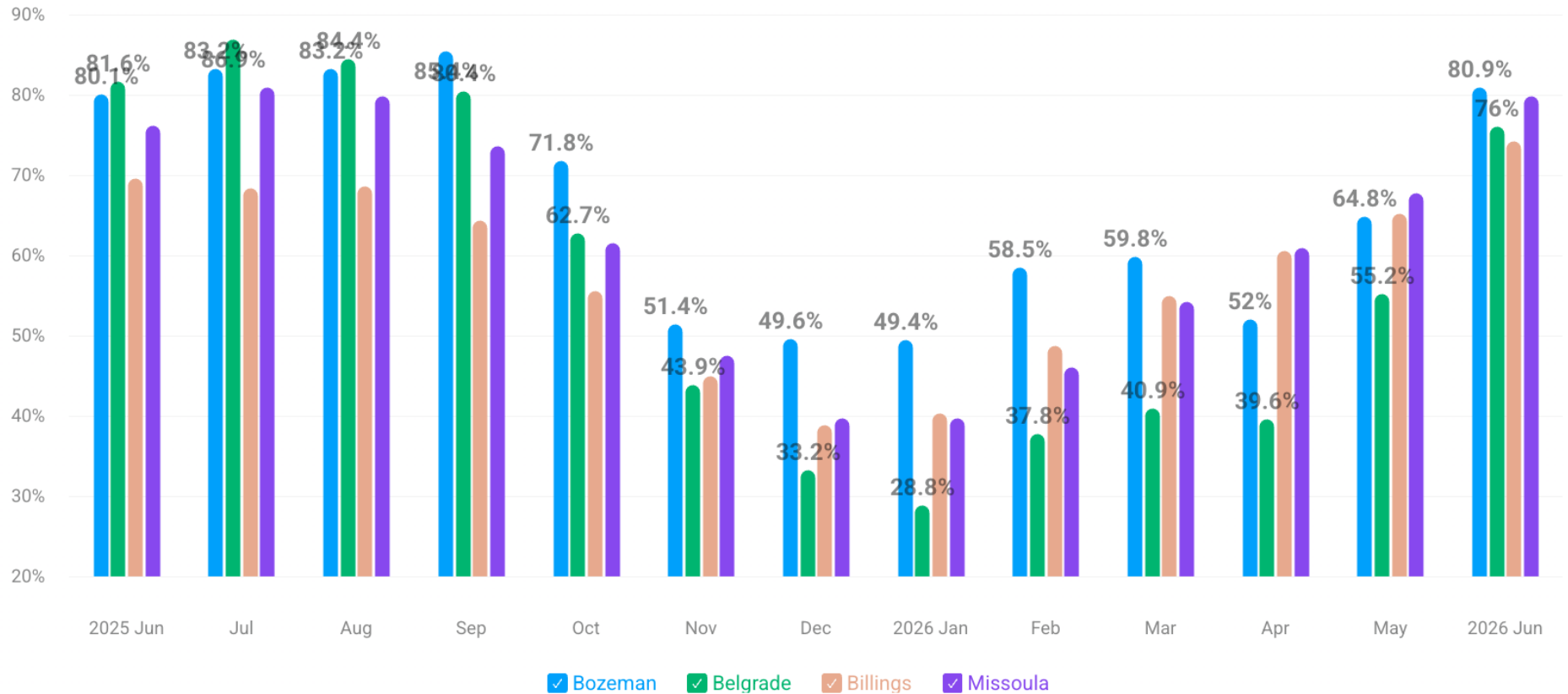


OCCUPANCY COMPARISON

LAST 12 MONTHS

Last 13 months (2025 Jun - 2026 Jun)

13 MONTH HOTEL RESULTS - OCCUPANCY

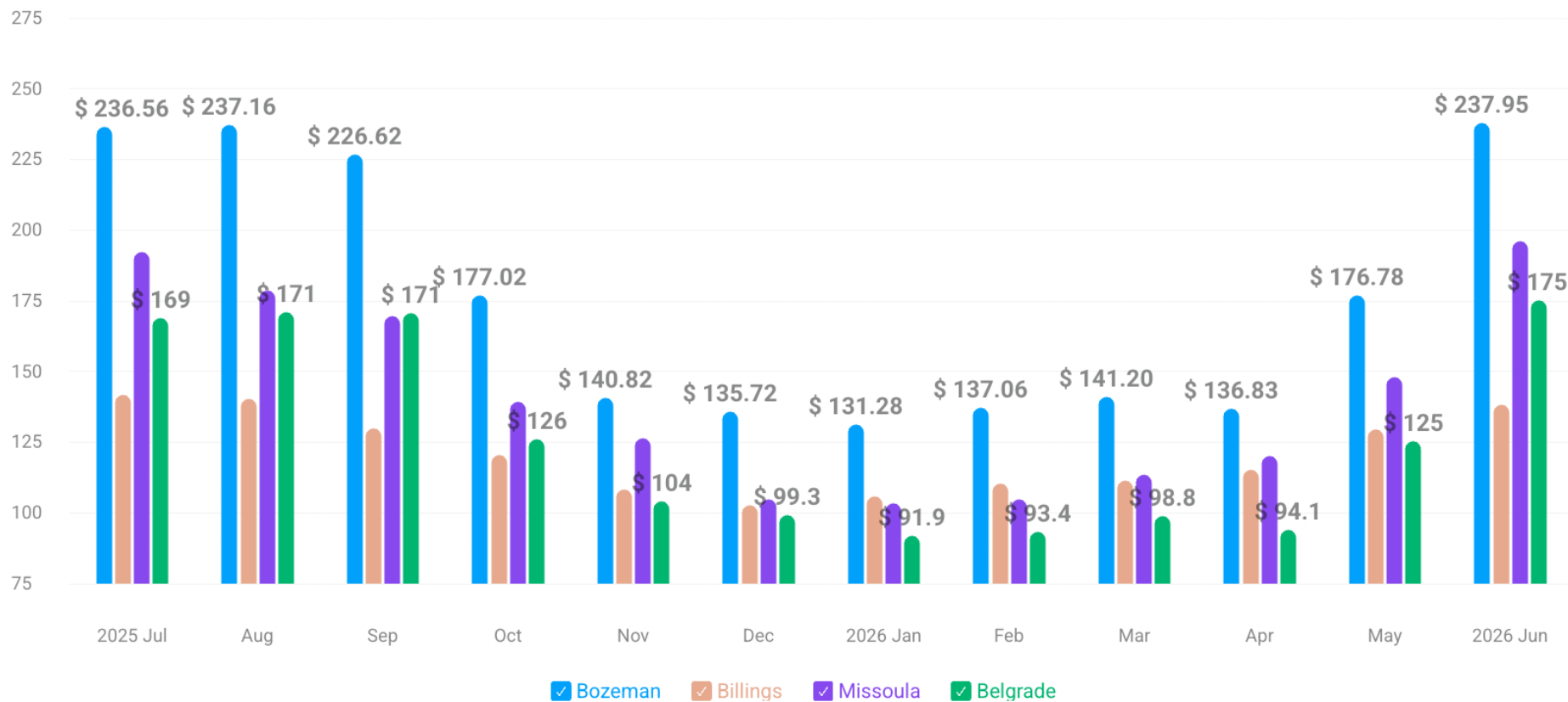


ADR COMPARISON

LAST 12 MONTHS

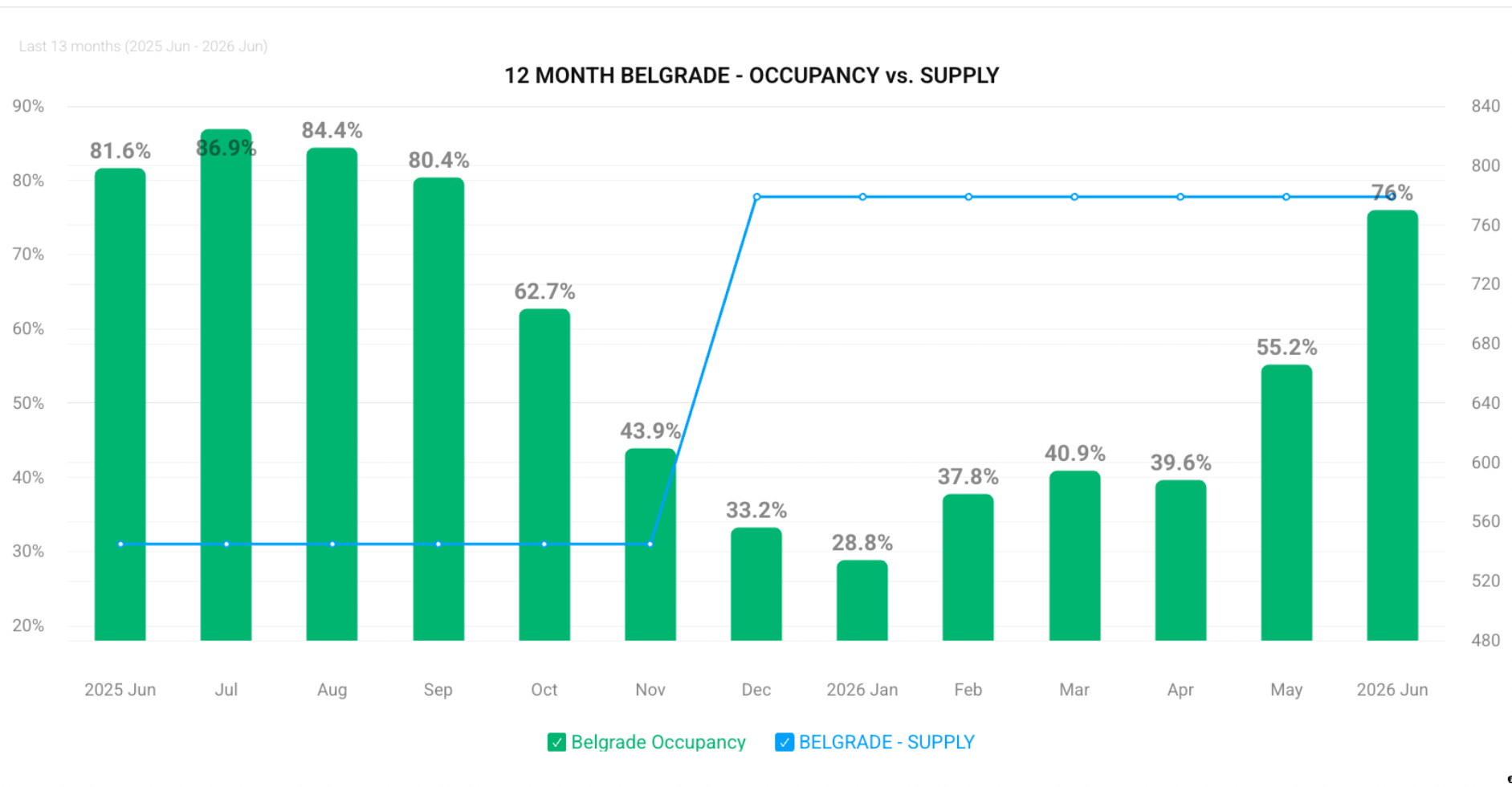
Last 12 months (2025 Jul - 2026 Jun)

12 MONTH HOTEL RESULTS - ADR



SUPPLY vs. OCCUPANCY

LAST 12 MONTHS



SUPPLY/DEMAND CHANGE COMPARISON

LAST 12 MONTHS

Last Month (Jun 1 - 30)

BOZEMAN - SUPPLY
CHANGE

18.6%

0

Last Month (Jun 1 - 30)

BELGRADE - SUPPLY
CHANGE

29.9%

0

Last Month (Jun 1 - 30)

MISSOULA - SUPPLY
CHANGE

1.2%

0

Last Month (Jun 1 - 30)

BILLINGS - SUPPLY CHANGE

4.9%

0

Last Month (Jun 1 - 30)

BOZEMAN - DEMAND
CHANGE

10.3%

0

Last Month (Jun 1 - 30)

BELGRADE - DEMAND
CHANGE

14.9%

0

Last Month (Jun 1 - 30)

MISSOULA - DEMAND
CHANGE

5.8%

0

Last Month (Jun 1 - 30)

BILLINGS - DEMAND
CHANGE

4.9%

0

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THANK YOU

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