

PRIME



Visit
BELGRADE
MONTANA

**UPDATE
SEPTEMBER 2026**

EXECUTIVE SUMMARY

SEPTEMBER 2026

OVERALL READ

BELGRADE'S VISITOR BASE CONTINUES TO GROW, WITH OVERNIGHT VISITATION OUTPACING OVERALL TRIP GROWTH. THE BASECAMP STRATEGY IS GAINING TRACTION; THE NEXT OPPORTUNITY IS CONVERTING THAT GROWING VISITOR VOLUME INTO LONGER STAYS, MORE SPENDING AND STRONGER YEAR-ROUND HOTEL DEMAND.

WHAT'S WORKING WELL

- OVERNIGHT TRIPS ARE UP 12.6%, REACHING 320,000 OVER THE LAST 12 MONTHS.
- AVERAGE MONTHLY OVERNIGHT VISITORS ARE UP 23.4% TO 16,500.
- VISIT NIGHTS ARE UP 11.7% TO NEARLY 591,000.
- AUGUST MAINTAINED STRONG WEBSITE TRAFFIC WITH 10,259 SESSIONS AND 9,066 USERS.
- PAID MEDIA EXPANDED SOCIAL REACH: 72K INSTAGRAM VIEWS AND 184K FACEBOOK VIEWS IN THE LAST 30 DAYS.
- BLOG CONTENT CONTINUES TO PERFORM STRONGLY IN SEARCH, WITH 5,916 TOTAL VIEWS AND 4,183 ACTIVE VISITORS.

WHAT NEEDS ATTENTION

- AVERAGE TRIP DURATION IS 2.8 DAYS, DOWN 0.7% YEAR OVER YEAR.
- 65% OF OVERNIGHT TRIPS ARE STILL ONE-NIGHT STAYS, LEAVING SIGNIFICANT OPPORTUNITY TO EXTEND STAYS.
- REGIONAL LODGING SUPPLY REMAINS HIGHLY COMPETITIVE, WITH GALLATIN VALLEY HOTEL ROOM INVENTORY UP 42% (SINCE JAN 2023) AND ADDITIONAL ROOMS STILL UNDER CONSTRUCTION.
- EMAIL REMAINS A SMALL OWNED AUDIENCE AT 235 CONTACTS, MAKING LIST GROWTH AN IMPORTANT FY27 PRIORITY.
- CONTINUE CONVERTING PAID REACH AND WEBSITE TRAFFIC INTO MEASURABLE OVERNIGHT DEMAND AND VISITOR SPENDING.

PRIME

EXECUTIVE SUMMARY

SEPTEMBER 2026

WHAT TO EXPECT OVER THE NEXT 3 MONTHS

- LAUNCH WINTER DEMAND-GENERATION CAMPAIGNS BUILT AROUND BELGRADE'S BASECAMP POSITION.
- TARGET IN-STATE TRAVELERS FLYING THROUGH BZN AND ENCOURAGE PRE- OR POST-FLIGHT STAYS IN BELGRADE.
- TARGET REGIONAL TRAVELERS LOOKING FOR A CONVENIENT BASECAMP FOR WINTER RECREATION THROUGHOUT SOUTHWEST MONTANA.
- USE HIGH-PERFORMING BLOGS AND TRAVEL CONTENT MORE AGGRESSIVELY IN PAID MEDIA.
- MOVE THE VISITOR GUIDE FROM PRODUCTION INTO DISTRIBUTION AND TRIP-PLANNING USE.
- BUILD NEW WINTER PHOTOGRAPHY AND CREATIVE ASSETS TO STRENGTHEN SEASONAL POSITIONING.
- PRIORITIZE EMAIL-LIST GROWTH AND FIRST-PARTY AUDIENCE DEVELOPMENT.
- CLOSELY MONITOR OCCUPANCY, ADR, VISITOR SPENDING AND LENGTH OF STAY AS WINTER DEMAND DEVELOPS.

BOTTOM LINE

BELGRADE NO LONGER NEEDS TO PROVE THAT TRAVELERS WILL USE IT AS A BASECAMP. THE VISITATION DATA SHOWS THEY ALREADY ARE.

OVERNIGHT TRIPS, VISITORS AND VISIT NIGHTS ARE ALL GROWING. THE NEXT PHASE IS TO INCREASE THE VALUE OF THAT VISITATION BY ENCOURAGING TRAVELERS TO STAY LONGER, SPEND MORE AND CHOOSE BELGRADE THROUGHOUT THE YEAR—NOT JUST DURING PEAK SUMMER TRAVEL.

WINTER IS THE NEXT OPPORTUNITY TO PUT THAT STRATEGY TO WORK AT SCALE.

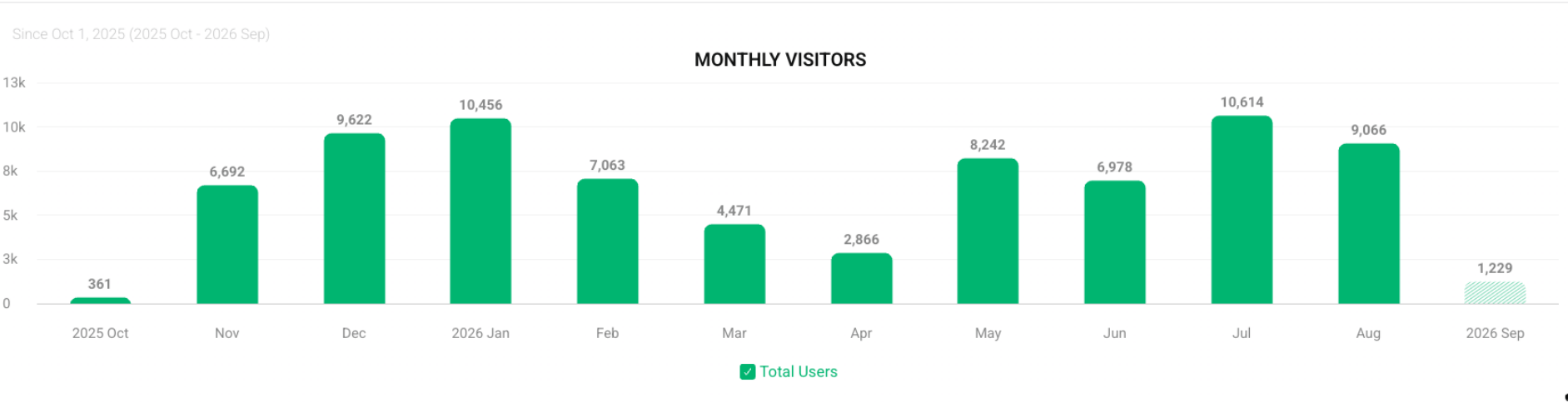
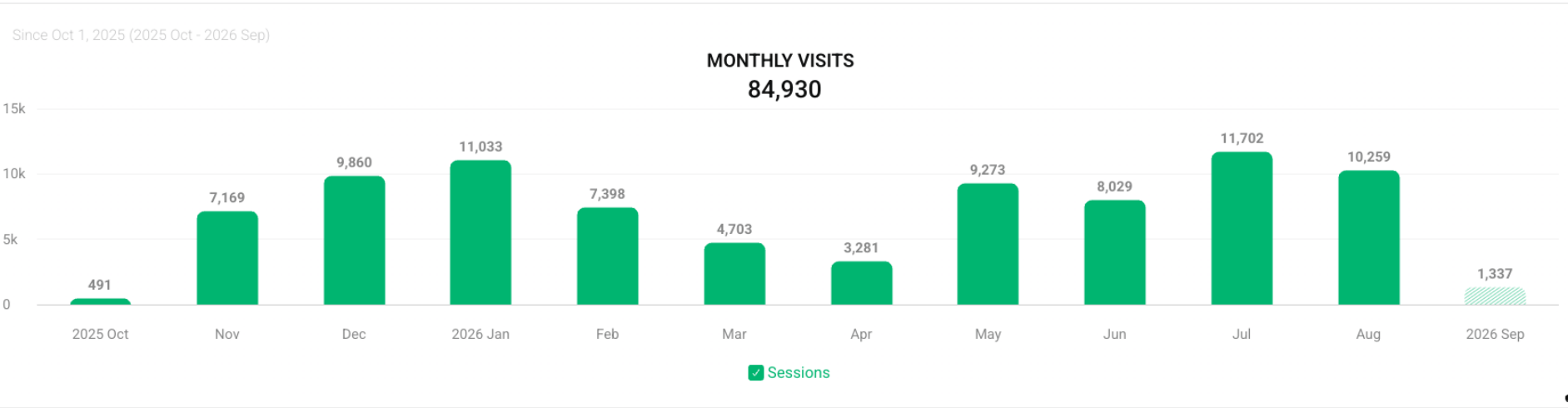


WEBSITE TRAFFIC

PRIME

WEBSITE TRAFFIC

SINCE OCTOBER 1, 2025



PAGE VIEWS

SINCE OCTOBER 1, 2025

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

TOP PAGES

Metric	Value	VS 1Y ago
Visit Belgrade, MT - Visit Belgrade	86,403	
Things to Do + See in Belgrade, MT - Visit Belgrade	6,669	
Hotels + Other Lodging in Belgrade, MT - Visit Belgrade	5,744	
Restaurants, Bars + Breweries in Belgrade, MT - Visit Belgrade	4,235	
How to Get to Yellowstone From Belgrade, MT Drive Times, Car Rentals, and Mor...	834	
Blog - Visit Belgrade	672	
Where to Fly Into for Yellowstone: Airports Near the World's First National Park -...	667	
Bozeman-Yellowstone		

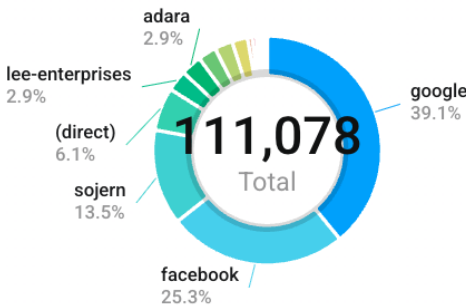
Since Oct 1, 2025 (W40, 2025 - W38, 2026)

VIEWS BY WEEK



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

VIEWS BY SOURCE



WEBSITE VISITOR LOCATION

SINCE OCTOBER 1, 2025

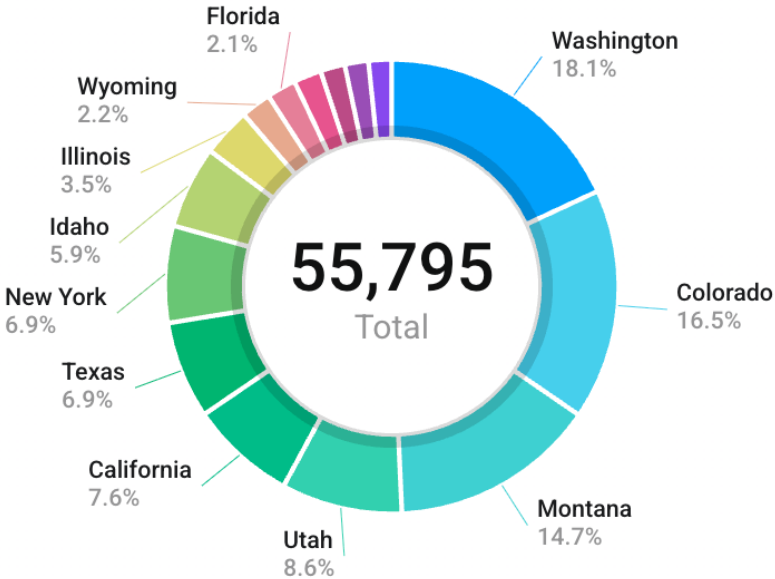
Since Oct 1, 2025 (Oct 1, 2025 - Sep 13, 2026)

USERS BY STATE

Dimension	USERS BY REGION
Washington	10,091
Colorado	9,196
Montana	8,217
Utah	4,805
California	4,235
Texas	3,864
New York	3,854
Idaho	3,280
Illinois	1,942

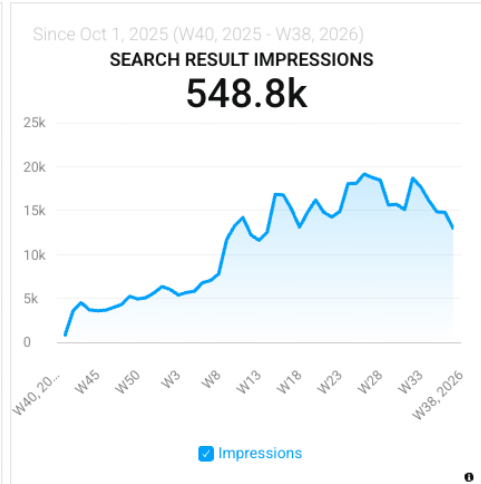
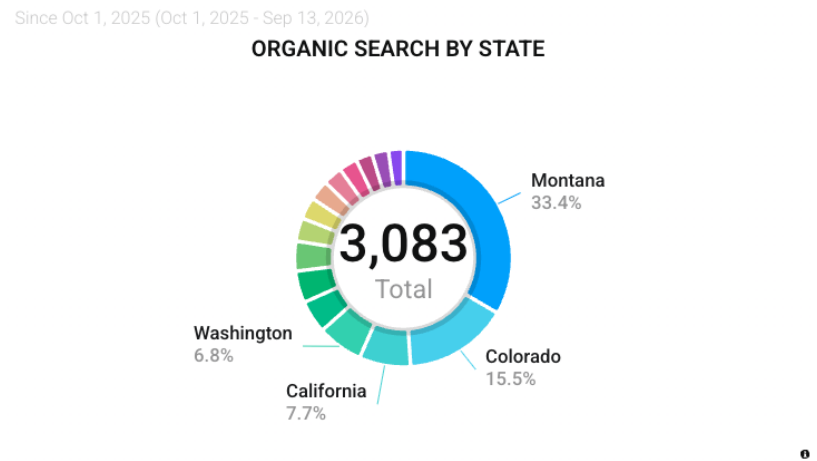
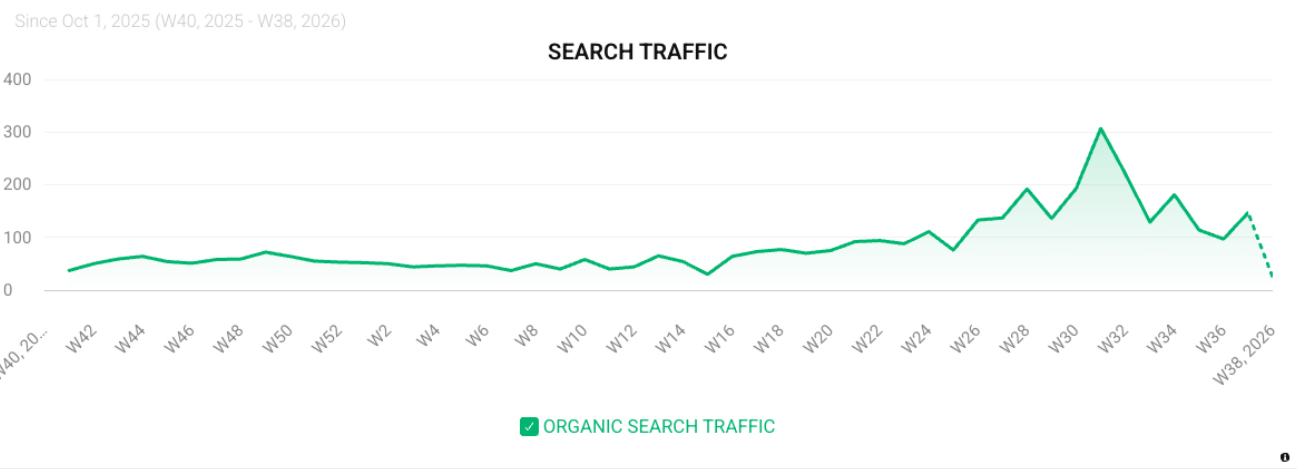
Since Oct 1, 2025 (Oct 1, 2025 - Sep 13, 2026)

USERS BY STATE



SEARCH TRAFFIC

SINCE OCTOBER 1, 2025



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

SEARCH TRAFFIC BY LANDING PAGE

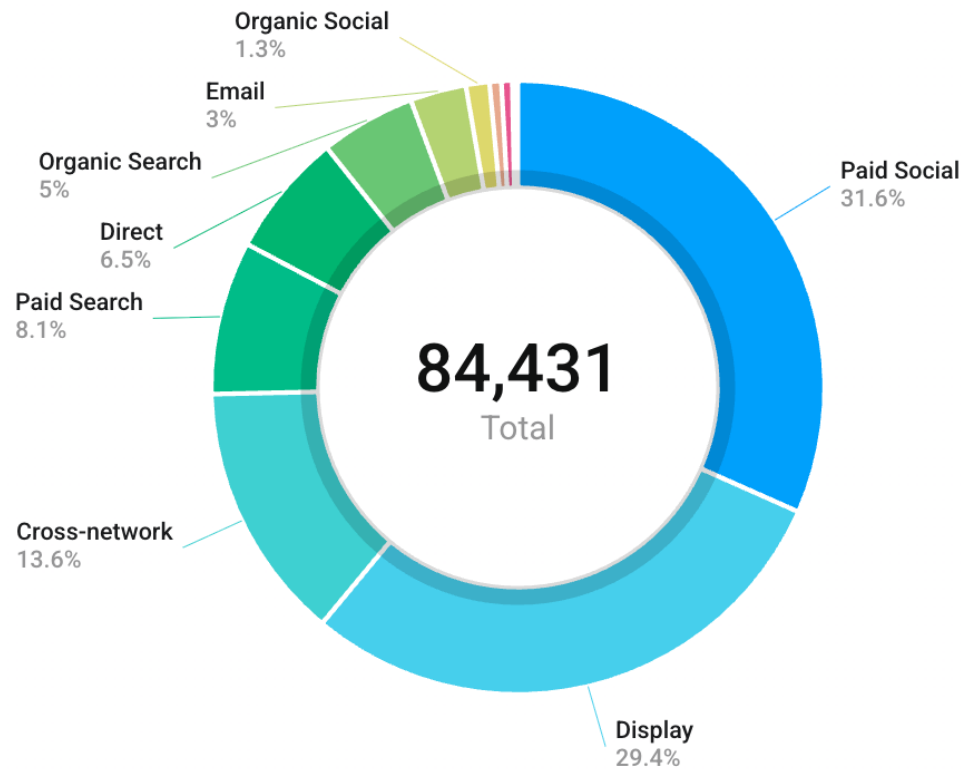
Metric	Value
/	1,729
/blog/belgrade-summer-nights	418
/blog/where-to-fly-into-for-yellowstone-airports-near-the-worlds-first-national-park	417
/blog/places-to-eat-belgrade-mt	258
(not set)	217
/do-see	203
/eat-drink	126
/blog/small-town-montana	105
/plan/yellowstone	88

TRAFFIC BY SOURCE

SINCE OCTOBER 1, 2025

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

TRAFFIC BY SOURCE



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

TRAFFIC BY SOURCE

Metric	Value	vs 1Y ago
Paid Social	26,705	
Display	24,826	
Cross-network	11,508	
Paid Search	6,819	
Direct	5,519	
Organic Search	4,250	
Email	2,496	
Organic Social	1,057	
Referral	519	

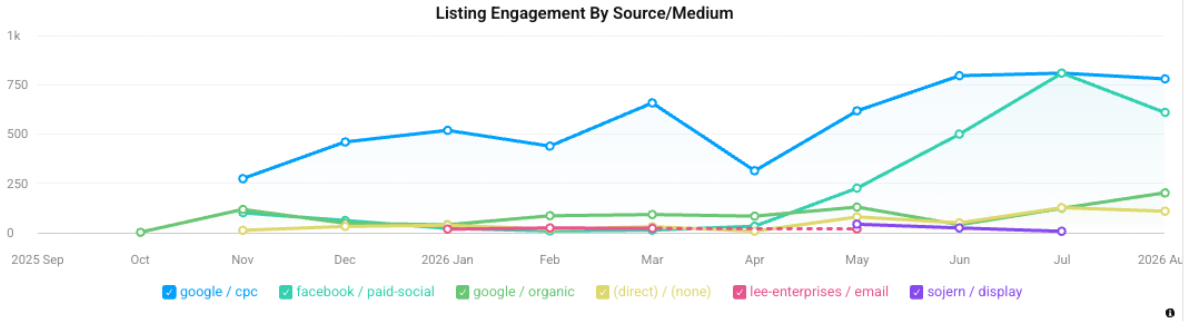
OUTBOUND CLICKS BY SOURCE

SINCE OCTOBER 1, 2025

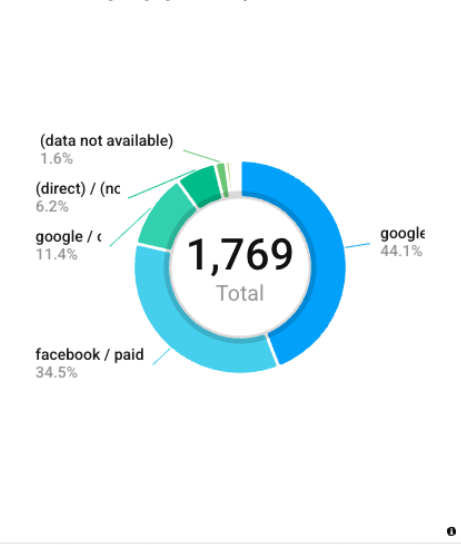
Last Month (Aug 1 - 31)
Listing Engagement By Source/Medium

Dimension	Event Count By Source	vs 1Y ago
google / cpc	780	
facebook / paid-social	610	
google / organic	202	
(direct) / (none)	109	
(data not available)	29	
facebook.com / referral	12	
yahoo / organic	9	
duckduckgo / organic	8	
hs_automation / email	6	

Last 12 months (2025 Sep - 2026 Aug)



Last Month (Aug 1 - 31)
Listing Engagement By Source/Medium

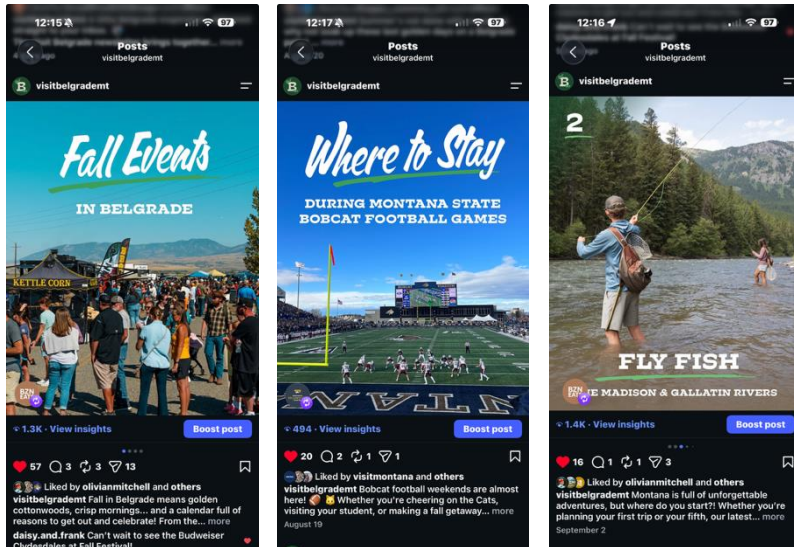


Last Month (Aug 1 - 31)
Listing Engagement By Type

Dimension	Event Count By Source	vs 1Y ago
sleep+stay_click_all_ctas	667	
sleep+stay_click_phone	560	
sleep+stay_click_website	247	
eat+drink_click_all_ctas	144	
eat+drink_click_website	134	

SOCIAL MEDIA

LAST 30 DAYS

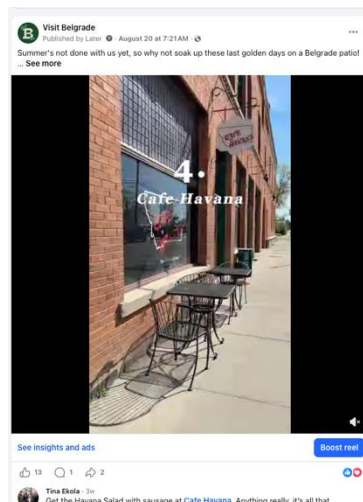


INSTAGRAM

- 72K TOTAL VIEWS
- 424 INTERACTIONS
- +73 NET FOLLOWERS
- 804 TOTAL FOLLOWERS
- KEY INSIGHT: SEEING GREAT REACH THROUGH PAID ADS
- PAID ALSO LED TO MORE INTERACTIONS AND BIGGER FOLLOWER GROWTH

FACEBOOK

- 184K TOTAL VIEWS
- 4.6K ENGAGEMENTS
- 477 FOLLOWERS (+20)
- PAID ADS RAN THROUGH END OF AUGUST & DROVE THE LARGE REACH



@VISITBELGRADEMT



FACEBOOK.COM/VISITBELGRADE.MT

PRIME

A photograph of a modern, single-story brick building with large windows and a central entrance. The building is identified as the Belgrade Library & Community Center. The scene is set at dusk, with a dark sky and some trees visible in the background. The text "CURRENT UPDATES" is overlaid in large, white, bold letters across the center of the image.

CURRENT UPDATES

PRIME

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
- TRAVEL GUIDE CONTENT, GRAPHICS, IMAGES ALL COMPLETE. WAITING ON LAYOUT PROOFS
- FINALIZING FY27 BUDGET & MARKETING PLAN – ONGOING THROUGH FY27
- PLANNING WINTER PHOTOSHOOTS

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CURRENT UPDATES

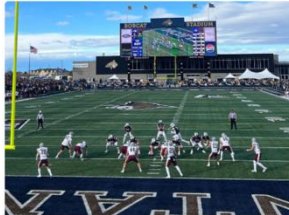


Fall Events in Belgrade, Montana: Harvest & Farm Celebrations

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](#)



8 Fun Summer Day Trips from Belgrade, Montana

06/17/2026

Plan the perfect summer day trip from Belgrade, Montana, with this guide to nearby gems — from Yellowstone's geysers to historic gold rush towns and mountain lakes.

[READ MORE](#)

BLOGS

- 22 BLOGS PUBLISHED
- 5,916 TOTAL BLOG VIEWS
- BLOG PAGES VERY STRONG IN SEARCH RESULTS.
- GOING TO LEVERAGE CONTENT ON PAID SOCIAL MORE THIS WINTER
- 4,183 TOTAL ACTIVE VISITORS

TOP BLOGS – LAST 30 DAYS

1. FALL EVENTS IN BELGRADE
2. BELGRADE SUMMER NIGHTS
3. AIRPORTS NEAR YELLOWSTONE
4. SMALL TOWN MONTANA
5. THINGS TO DO IN MONTANA
6. BLOG LISTING PAGE
7. PLACES TO EAT IN BELGRADE
8. BELGRADE BARS & BREWERIES
9. SUMMER DAYTRIPS
10. WHERE TO STAY FOR MSU GAMES

PRIME

CURRENT UPDATES

Visit
BELGRADE
MONTANA

Visit
BELGRADE
MONTANA

CLOSE TO THE
— *Close to* —
THE GOOD S

JOIN THE
BELGRADE COMMUNITY
— *for the* —
FALL FESTIVAL

If you're flying out of BZN, you're already in Belgrade. You don't realize it.

Skip the terminal pacing and spend your pre-flight. Better yet, book a night beforehand and start your trip instead of rushed.

Fuel Up Local

Belgrade's coffee shops, like **Duke's Cafe and Bakery**, offer relaxed atmospheres to stay a while and sip on a fresh baked good. **Revamped Coffee Co.** keeps the Halloween decor.

Toast Your Trip

Raise a glass at **Bar 3 BBQ and Brewing** or **Mountain Brewing Company**, Belgrade staples for craft beer done right.

Mark your calendars — the **Belgrade Fall Festival & Panthers Homecoming Celebration** is back on **Saturday, September 19**, and this year's theme is "Strange Things Are Happening in Belgrade... We're BACK in the 80's!"

It's a full day, **free to attend**, right in downtown Belgrade!

Event Schedule

- **7:00 – 10:30 a.m.** — **Pancake breakfast**, hosted by Panthers ProStart
- **10:00 a.m.** — Homecoming Parade kicks off (with an appearance from the Budweiser Clydesdales!)
- **10:00 a.m. – 3:00 p.m.** — Arts, crafts & vendor booths, food trucks, **classic & custom car show**, and a free Kids Zone

There's also a **festival raffle** with some great prizes up for grabs.

EMAIL MARKETING – LAST 3 MONTHS

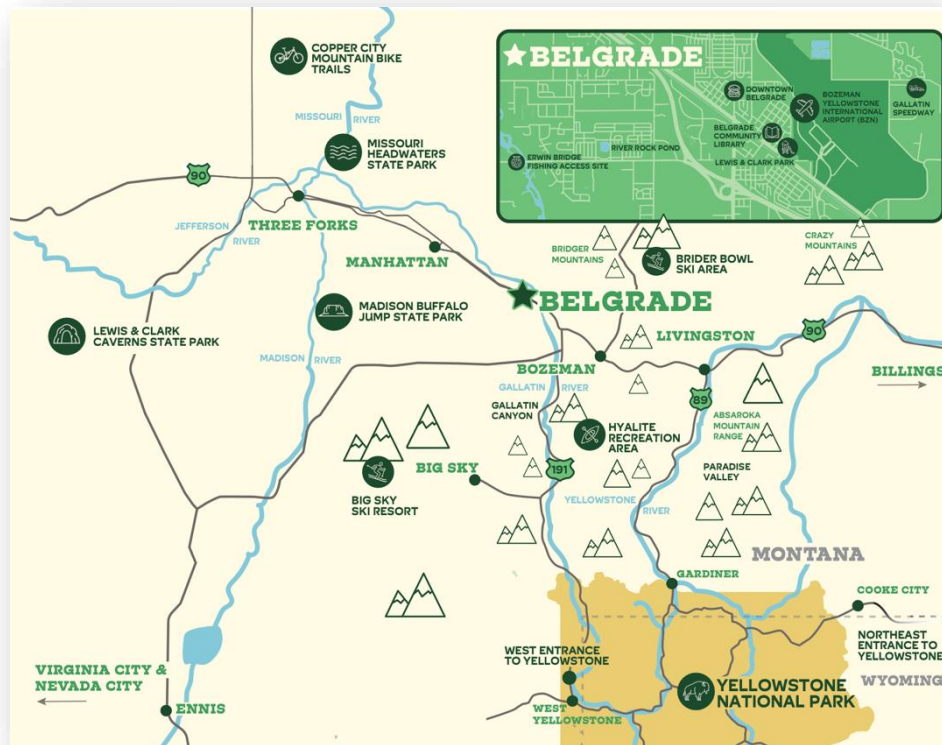
- 601 EMAILS SENT
- AVERAGE OPEN RATE – 29.97%
- CLICK-THROUGH RATE – 10.78%
- AS WE GROW THIS LIST, OPEN RATES WILL CONTINUE TO SLIDE.
- THE INDUSTRY BENCHMARK IS 17%
- CONTACT GROWTH IS GOING TO BE A POINT OF EMPHASIS IN FY27

EMAIL MARKETING - OVERALL

- 30.6% AVERAGE OPEN RATE
- 10.4% CLICK-THROUGH RATE
- 235 CONTACTS IN OUR LIST

PRIME

CURRENT UPDATES



TRAVEL GUIDE

- SUBMITTED ALL ARTICLES, IMAGES, & BUSINESS LISTINGS, MAP GRAHPICS
- LUNAR COW IS CURRENTLY DOING THE COMPLETE LAYOUT
 - SPRING, SUMMER, FALL, WINTER
 - BASECAMP IN BELGRADE
 - YELLOWSTONE STARTS & ENDS HERE
 - BEYOND YELLOWSTONE
 - 36 HOURS IN BELGRADE
 - DOWNTOWN BELGRADE
 - EATING & DRINKING IN BELGRADE
 - OUTDOOR ADVENTURES CLOSE TO TOWN
 - BELGRADE WELCOMES THE WHOLE FAMILY



VISITATION DATA

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OVERNIGHT VISITATION

LAST 12 MONTHS - THROUGH AUGUST

Overview Report Dates
September 2025 - August 2026

Time Period ⓘ
Last 12 Months ▾

Home distance ⓘ
50+ Miles 150+ Miles

Total Trips
↑ YoY +8.9%
497.3K
vs. 456.7K prev. year (Sep '24 - Aug '25)

Avg. Monthly Visitors
↑ YoY +12.7%
33.2K
vs. 29.4K prev. year (Sep '24 - Aug '25)

Visit Nights
↑ YoY +11.6%
590.4K
vs. 529.0K prev. year (Sep '24 - Aug '25)

Total Visitor Spend ⓘ
↓ YoY -1.1%
\$13.1M
vs. \$13.3M down from (Sep '24 - Aug '25)

Overnight Trips ⓘ

1 night65% (209.3K)

2-3 nights24% (76.1K)

4-7 nights9% (28.5K)

8-30 nights2% (6.0K)

31-60 nights0% (17)

AVERAGE DURATION

2.8

days (320.0K trips)

↓ YoY -0.7%

Day of Arrival ⓘ

All TripsDayOvernight

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

Day TripsOvernight Trips

Mon	Tue	Wed	Thu	Fri	Sat	Sun
12.7%	11.9%	13.6%	15.8%	18.8%	15.6%	11.7%

Visitors Count ⓘ

All TripsDayOvernight

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

Day TripsOvernight Trips

Mon	Tue	Wed	Thu	Fri	Sat	Sun
12.7%	11.8%	12.6%	14.1%	16.5%	17.2%	15.1%

OVERNIGHT VISITATION

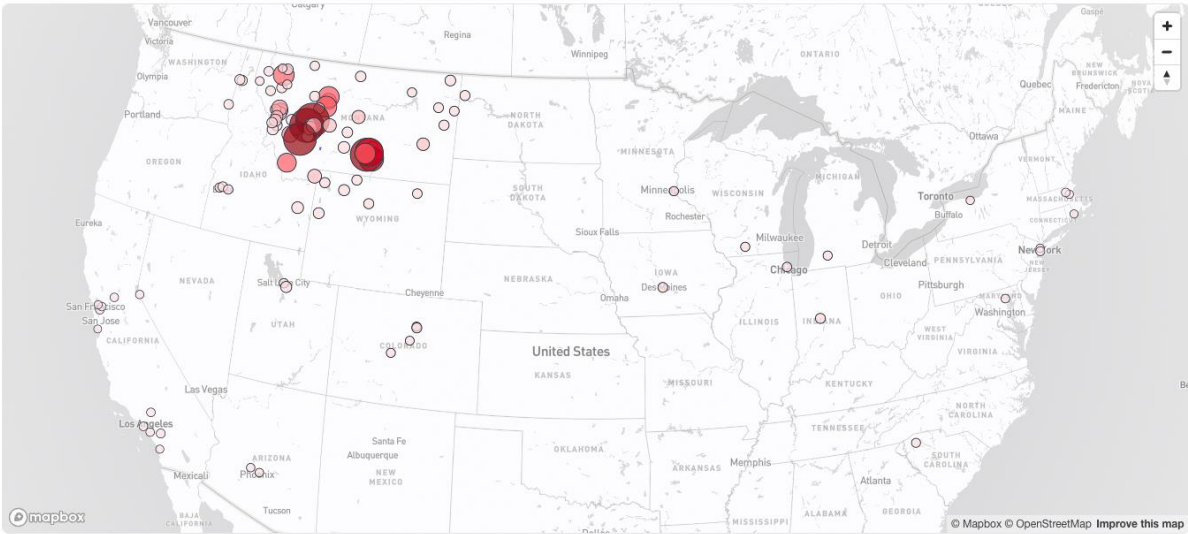
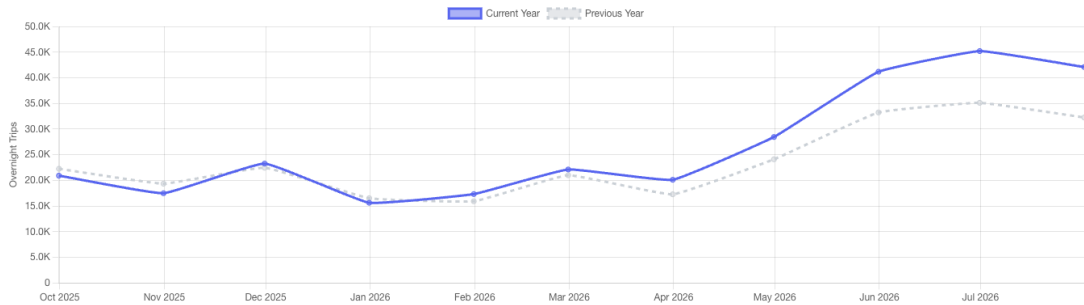
LAST 12 MONTHS - THROUGH JULY

Trend Analysis

Visualize metrics over time with flexible intervals

MetricDistanceTime IntervalChart TypeStartEnd

Overnight Trips50+ MilesMonthlyLineSeptember 2025August 2026☒ Compare to Previous Year



Visitor Origins

Your top feeder markets by geography

Origin TypeTime PeriodHome DistanceTrip TypeSearch Origin

DMALast 12 Months50+ MilesOvernightSearch...

ORIGIN	TRIPS	AVG MONTHLY VISITORS	VISIT NIGHTS
Billings, MT	30,420	2,090	46,629
Missoula, MT	21,328	1,481	36,569
Butte-Bozeman, MT	17,897	1,088	26,743
Great Falls, MT	17,368	1,284	30,723
Helena, MT	15,514	964	24,405
Denver, CO	8,921	808	20,641
Seattle-Tacoma, WA	8,676	756	15,452
Salt Lake City, UT	8,388	608	14,885
Spokane, WA	7,825	593	13,475



OVERNIGHT VISITATION COMPARISON

LAST 12 MONTHS - THROUGH AUGUST

Trip Type

Market Type

All

Day

Overnight

Cities

Counties

Top 10 Cities in Montana ⓘ

Last 12 Months rankings by selected metric

Time Period

Sort By

Last 12 Months ▾

Trips ▾

RANK	DESTINATION	TRIPS	VISITORS (AVG. MONTHLY)	NIGHTS	AVG DAYS
	Billings	1.8M YoY +0.5%	99.2K YoY +10.2%	3.4M YoY +1.5%	2.9 YoY +0.9%
	Bozeman	1.4M YoY +7.7%	72.3K YoY +17.4%	2.8M YoY +10.1%	3.0 YoY +1.3%
	Missoula	1.4M YoY +5.7%	76.0K YoY +15.6%	2.5M YoY +6.6%	2.8 YoY +0.8%
#4	Great Falls	701.6K YoY -1.3%	38.6K YoY +8.6%	1.5M YoY +2.5%	3.1 YoY +2.8%
#5	69281fdcdb3ecea8eee4da72	604.8K YoY -4.0%	34.6K YoY +5.5%	1.0M YoY -1.6%	2.7 YoY +1.4%
#6	Helena	509.4K YoY -1.6%	26.7K YoY +7.8%	1.0M YoY -1.6%	3.0 YoY -0.2%
#7	Kalispell	477.9K YoY +6.2%	25.8K YoY +14.4%	1.0M YoY +7.0%	3.2 YoY +1.0%
#8	Whitefish	437.2K YoY +4.6%	25.3K YoY +15.0%	1.3M YoY +5.3%	4.0 YoY +0.4%
#9	West Yellowstone	402.8K YoY +0.6%	23.1K YoY +10.4%	729.9K YoY -0.1%	2.8 YoY -0.2%
#10	Belgrade Your Market	320.0K YoY +12.6%	16.5K YoY +23.4%	590.7K YoY +11.7%	2.8 YoY -0.7%



LODGING REPORT

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HOTEL SUPPLY GROWTH THROUGH JULY

Last 4 years (2023 Jan - 2026 Dec)

Gallatin Valley Hotel Room Totals



Sep 8, 2025 - Sep 7, 2026 (rolling)

New Rooms in the Last 12 Months

423

Last 24 months (2024 Oct - 2026 Sep)

Gallatin Valley Hotel Rooms Under Construction



HOTEL DEMAND

LAST 12 MONTHS

Last 12 months (2025 Sep - 2026 Aug)

HOTEL RESULTS - DEMAND



DEMAND GROWTH OVERTIME

LAST 10 YEARS

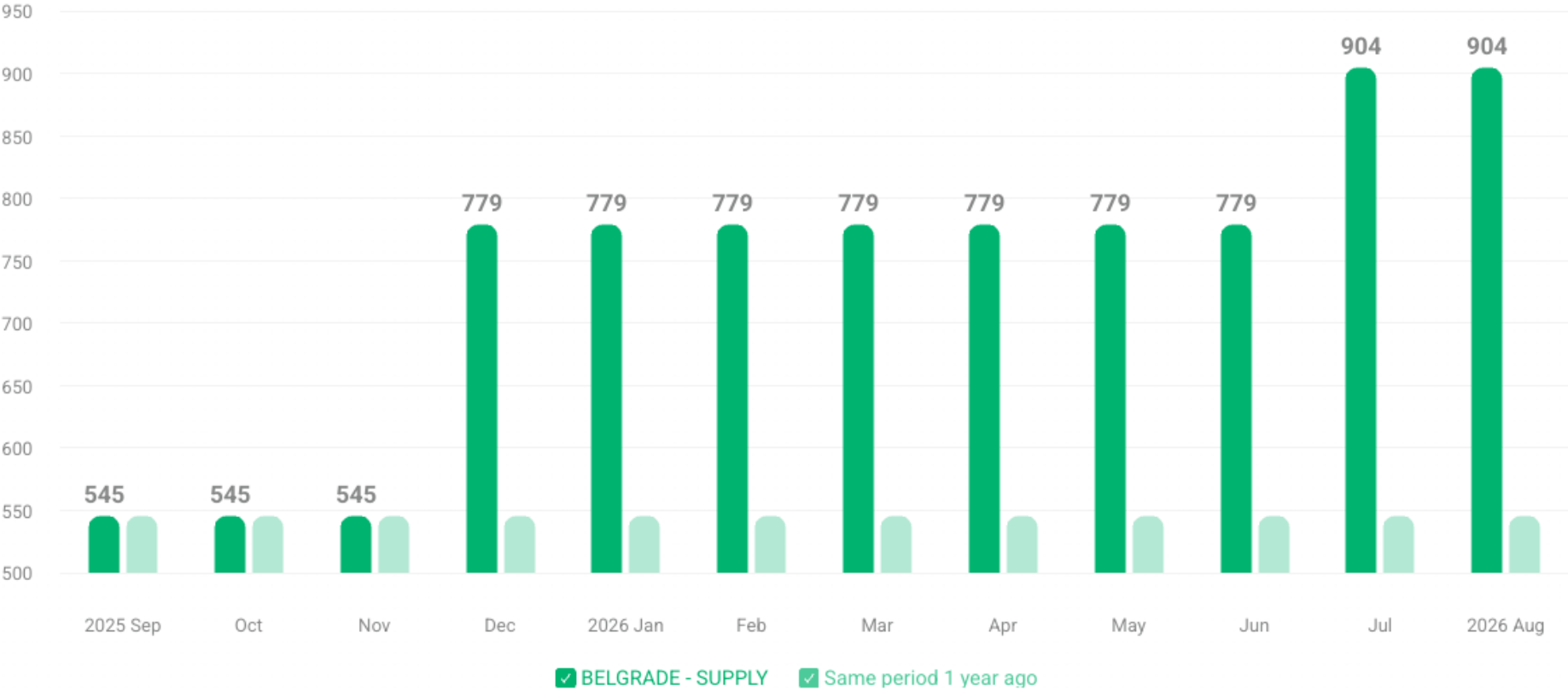


HOTEL SUPPLY

LAST 12 MONTHS

Last 12 months (2025 Sep - 2026 Aug)

HOTEL RESULTS - SUPPLY

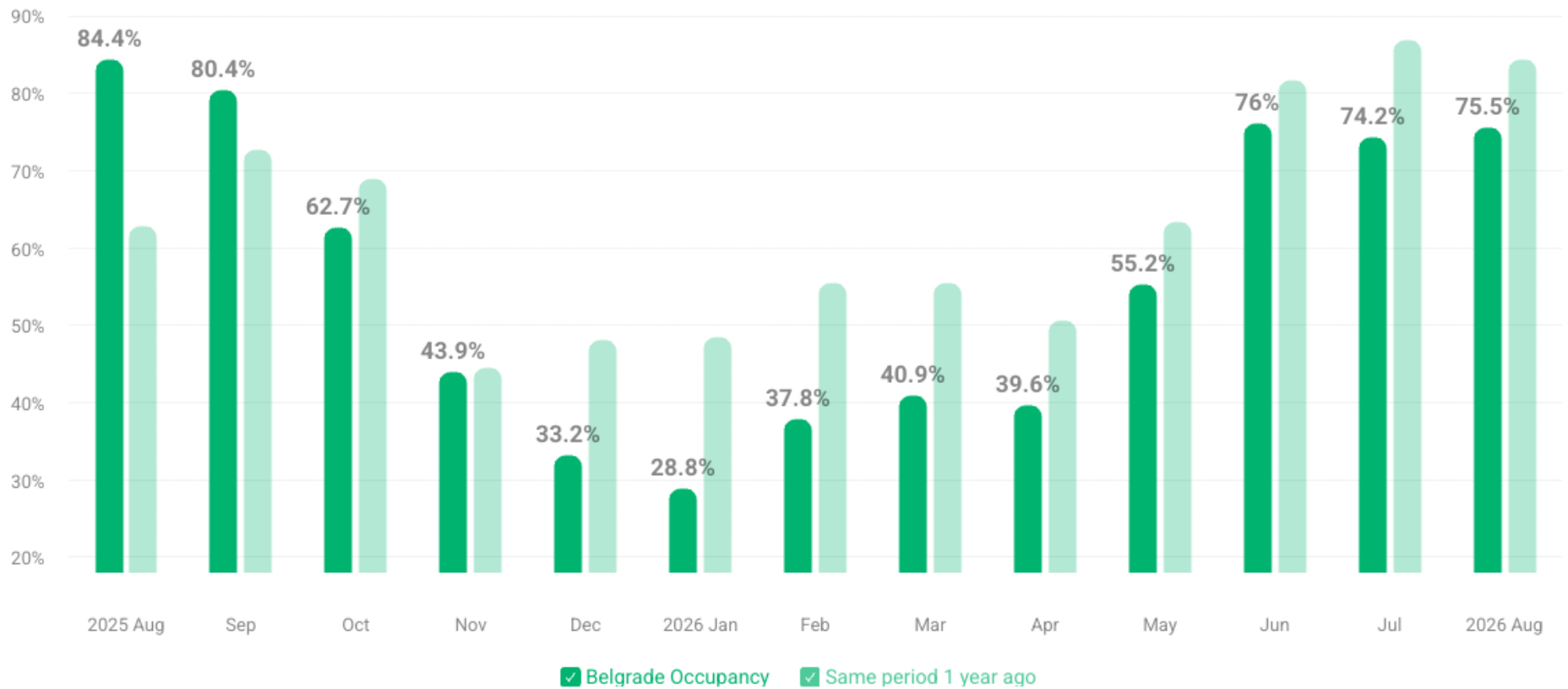


BELGRADE OCCUPANCY

LAST 12 MONTHS

Last 13 months (2025 Aug - 2026 Aug)

12 MONTH BELGRADE HOTELS - OCCUPANCY

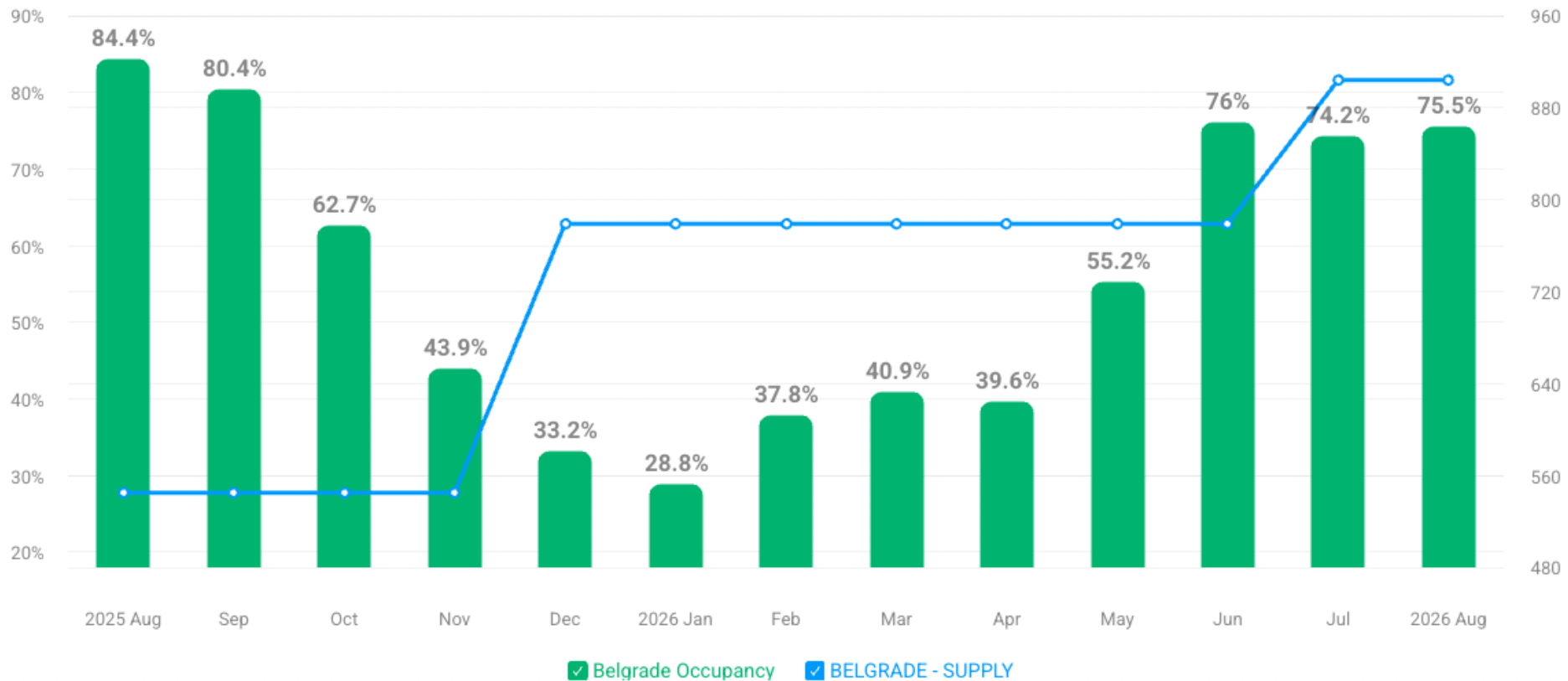


SUPPLY vs. OCCUPANCY

LAST 12 MONTHS

Last 13 months (2025 Aug - 2026 Aug)

12 MONTH BELGRADE - OCCUPANCY vs. SUPPLY

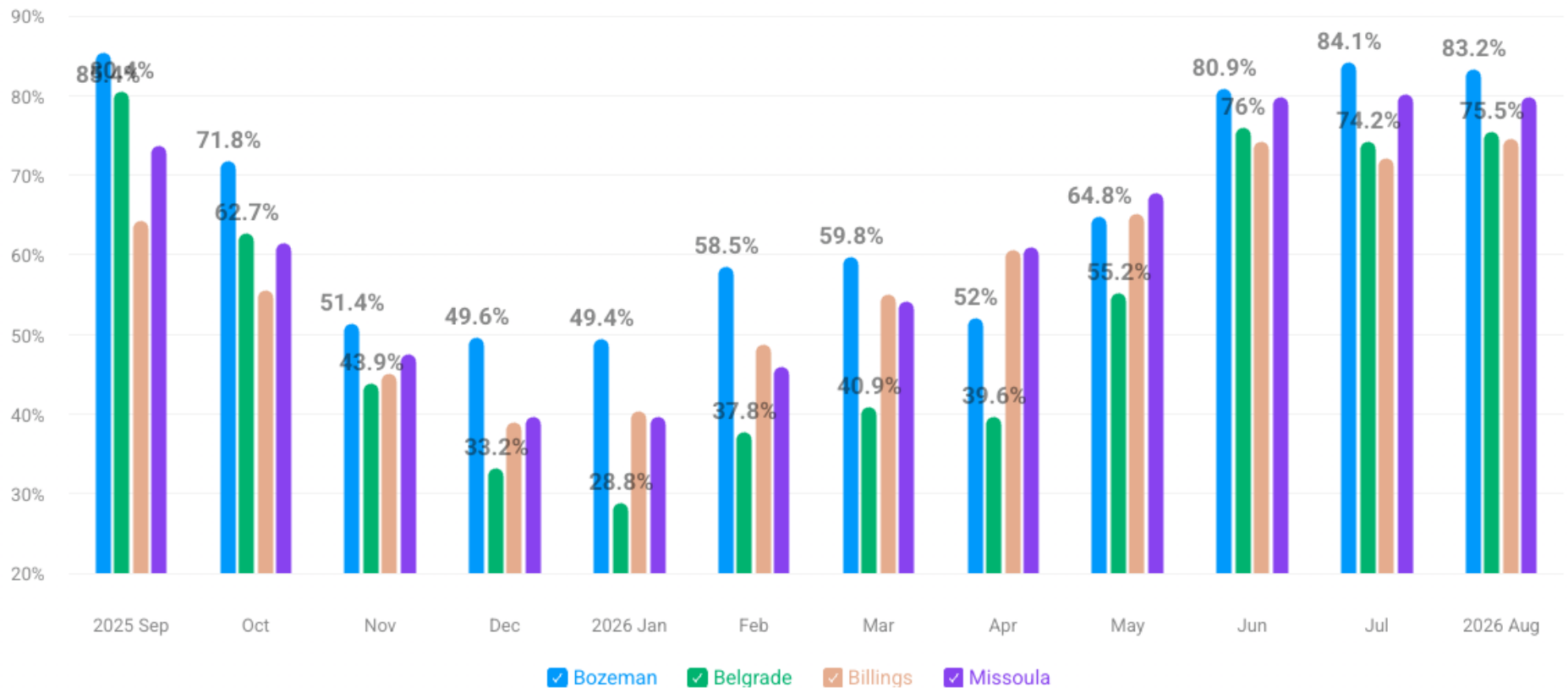


OCCUPANCY COMPARISON

LAST 12 MONTHS

Last 12 months (2025 Sep - 2026 Aug)

12 MONTH - OCCUPANCY

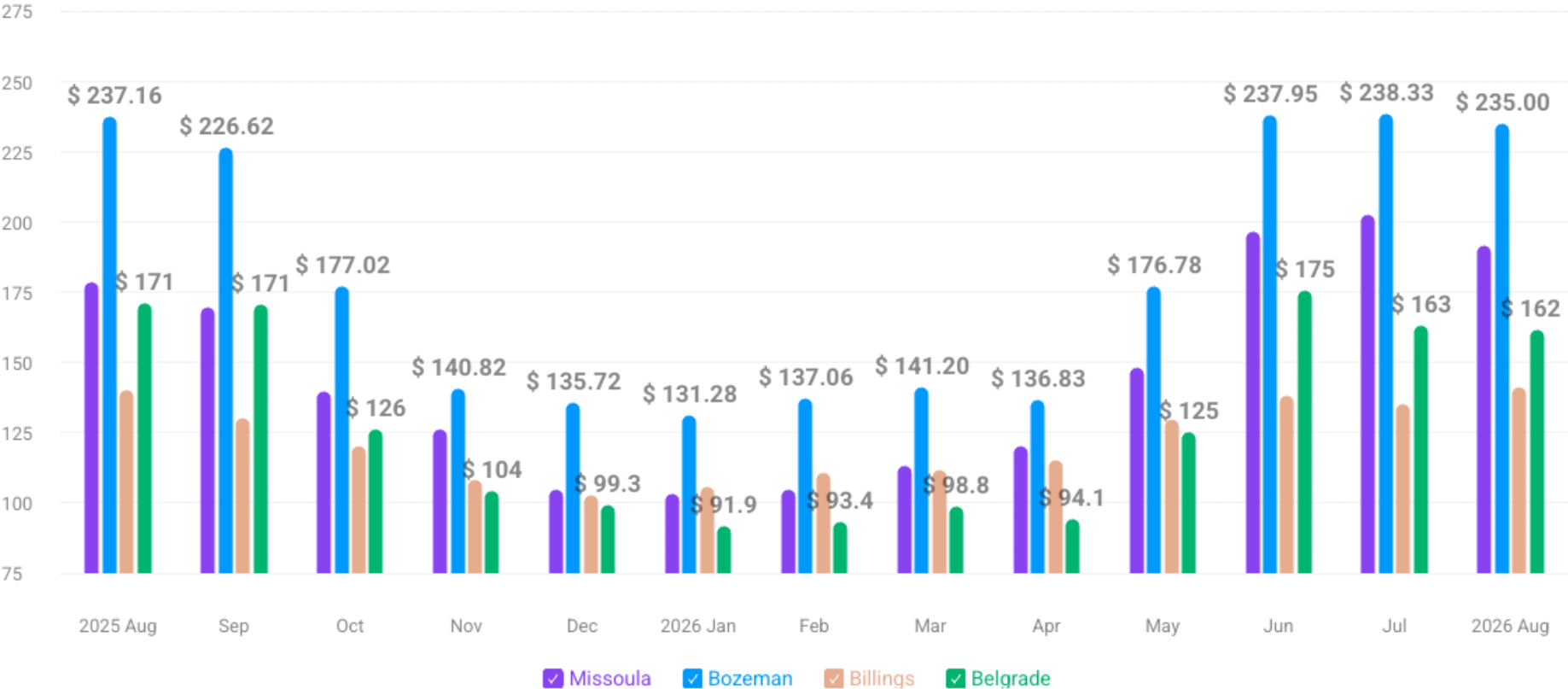


ADR COMPARISON

LAST 12 MONTHS

Last 13 months (2025 Aug - 2026 Aug)

13 MONTH HOTEL RESULTS - ADR



SUPPLY/DEMAND CHANGE COMPARISON

LAST 12 MONTHS

Last Month (Aug 1 - 31)

BOZEMAN - SUPPLY
CHANGE

15%

0

Last Month (Aug 1 - 31)

BELGRADE - SUPPLY
CHANGE

36.1%

0

Last Month (Aug 1 - 31)

MISSOULA - SUPPLY
CHANGE

0.6%

0

Last Month (Aug 1 - 31)

BILLINGS - SUPPLY
CHANGE

2.9%

0

Last Month (Aug 1 - 31)

BOZEMAN - DEMAND
CHANGE

8.4%

0

Last Month (Aug 1 - 31)

BELGRADE - DEMAND
CHANGE

15.4%

0

Last Month (Aug 1 - 31)

MISSOULA - DEMAND
CHANGE

4.8%

0

Last Month (Aug 1 - 31)

BILLINGS - DEMAND
CHANGE

6.1%

0

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FY27 STRATEGY

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FY27 STRATEGY

ANNUALLY

- **WARM & COLD SEASON CAMPAIGNS**
 - CAMPAIGN PLANNING/STRATEGY
 - CONTENT - CAMPAIGN MESSAGING
 - CREATIVE - CREATIVE ASSETS
 - DIGITAL - PAID MEDIA STRATEGY & PLACEMENT
 - WEB - LANDING PAGE DEVELOPMENT

MONTHLY

- **PROJECT MANAGEMENT**
 - PROJECT/TASK MANAGEMENT
 - MEETINGS & CLIENT COMMUNICATIONS
 - REPORTING & ANALYSIS
- **SOCIAL MEDIA**
 - 2-4 POSTS/WEEK OR 8-10 POSTS/MONTH (FACEBOOK, INSTAGRAM, PINTEREST)
 - 2 VIDEO/REEL ASSETS A MONTH
 - FOLLOWER GROWTH STRATEGIES
 - CONTINUED COLLABORATION EXPLORATION
- **CONTENT**
 - 2 BLOG PER MONTH
 - UPDATES TO PAST BLOGS
 - 2 EMAILS PER MONTH
 - 1 ITINERARY PER QUARTER
- **DIGITAL MARKETING**
 - ONGOING CAMPAIGN MANAGEMENT
 - SEO MONITORING AND MAINTENANCE
 - OWNED CONTACT GROWTH STRATEGIES
- **WEB MANAGEMENT/SUPPORT**
 - ONGOING CONTENT UPDATES
- **CREATIVE**
 - ONGOING CREATIVE NEEDS OUTSIDE OF CAMPAIGNS
- **PHOTOS & VIDEOS**
 - PHOTO & VIDEO SHOOT PLANNING
 - QUARTERLY PHOTOSHOOTS
 - LOCATION PLANNING & PERMITTING AS NEEDED

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WEBSITE ENHANCEMENTS

BUSINESS LISTINGS

- BUILD OUT PAGES FOR EACH BUSINESS ON THE SITE
- ADS URLs FOR SEARCH ENGINES TO CRAWL
- PROVIDES AN ENHANCED LISTING WITH LOGOS AND PHOTOS FOR EACH BUSINESS

Visit Belgrade // Draft Sitemap

Phase 1

Phase 2

Phase 3

Main Pages

- Home
- Do + See - Sortable business listings*
- Eat + Drink - Sortable business listings*
- Places to Stay - Sortable business listings*
- Events
- Plan
 - Bozeman-Yellowstone International Airport
 - Getting to Yellowstone
 - Sporting Events
 - Weddings
 - Business
 - Resources - Links to NPS, Belgrade Community Coalition
 - Itineraries
- Blog
- Travel Guide Download Landing Page

Header / Footer Links

- Chamber - Link to Chamber site
- Sign up for Newsletter - Link to Landing Page
- Deals + Promotions

Landing Pages

- Winter seasonal hub page
- Summer seasonal hub page
- Stay & Fly page

*Each business will have a super simple tile-type listing that includes

- Business name
- Address
- Phone number
- Website URL
- Category tag(s)
- Business Description
- Logo
- Images|

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MEDIA MIX

FY27



BIG SKY JOURNAL



facebook



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PHOTOS & VIDEOS

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PHOTOS

- OUTDOOR/ACTIVITY FOCUSED
 - SKIING, HIKING,
- WINTER SCENERY– SUMMER SCENERY
- POTENTIAL YELLOWSTONE WINTER ACTIVITIES

VIDEO

- CAPTURE B-ROLL
- VIDEO USES
 - DESTINATION COMMERCIAL
 - CONNECTED TV (STREAMING TV)
 - YOUTUBE PREROLL
 - SOCIAL MEDIA
 - REELS



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THANK YOU

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