

# Great Falls

MONTANA  
TOURISM

## FY24 ANNUAL REPORT



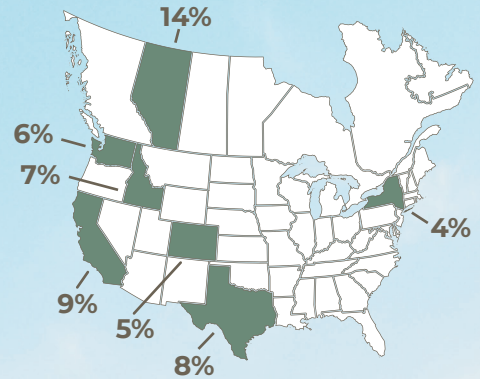
**Overnight Visitation**  
1,705,000



**Room Demand**  
485,267  
Supply: 866,269

**\$275,890,000**  
Spent in Cascade County

### Top 7 Locations Non-Resident Visitors Came From



### Top 5 Categories



**Hotel/Motel**  
25%



**Retail Sales**  
10%



**Restaurant, Bar**  
21%



**Grocery, Snacks**  
9%



**Gasoline, Diesel**  
21%



**Walk-In Visitors Assisted**  
2,866

### Top 6 Activities Enjoyed by Non-Resident Visitors



**Scenic Driving**  
68%



**Day Hiking**  
54%



**Camping**  
35%



**Nature Photography**  
33%



**Wildlife Watching**  
27%



**Shopping**  
22%

### Who Comes to

## Great Falls



**55-74 Years Old**



**Traveling as a Couple**



**Arriving in Personal Vehicle**

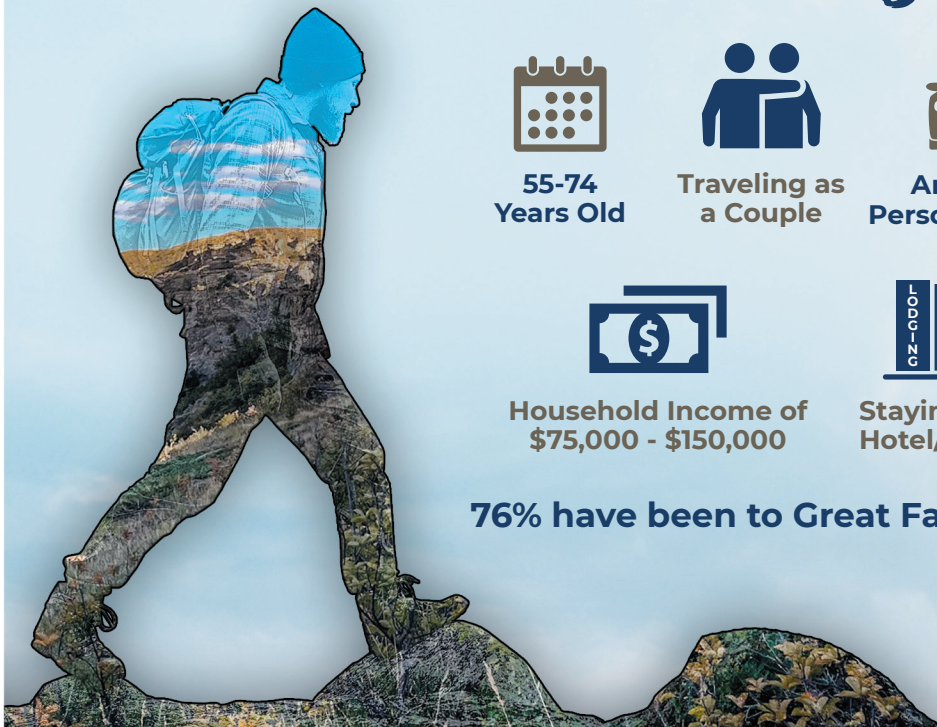


**Household Income of \$75,000 - \$150,000**

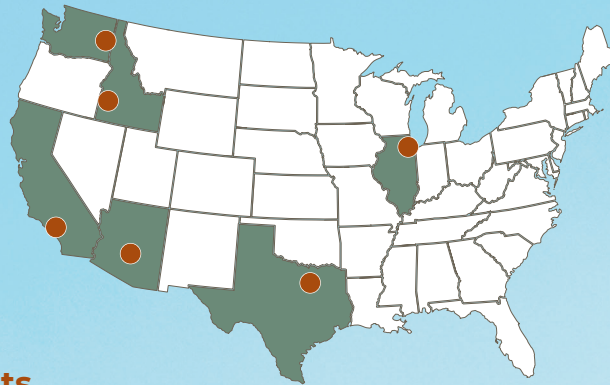
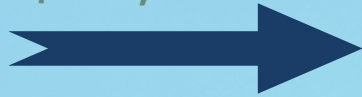


**Staying in a Hotel/Motel**

**76% have been to Great Falls before!**



**Paid Media Spend**  
**\$214,387**



**Paid Media Markets**  
Boise, ID  
Chicago, IL  
Dallas, TX  
Los Angeles, CA  
Phoenix, AZ  
Spokane, WA

**Paid Media Results**



Reach: 3,398,488



Impressions: 29,544,607

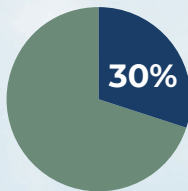


Click Through Rate: 0.84%

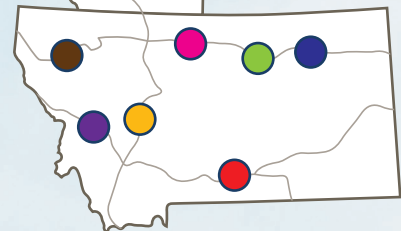
**Number of Events Promoted**



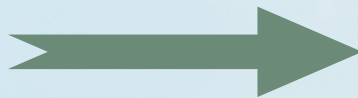
**Paid Media Spend Devoted to Event Promotion**



**Event Promotion Markets**  
Billings  
Calgary  
Edmonton  
Glasgow  
Havre  
Helena  
Kalispell  
Lethbridge  
Malta  
Missoula



**Social Media Growth**



15%



15%



38%



58%

Hosted Buyer Shows Attended

1

Meeting Planner Meetings

43

Group Proposals Written

5

New Business Landed

2

Find this & more partner resources @ [VisitGreatFallsMontana.org/Opportunities](http://VisitGreatFallsMontana.org/Opportunities)

**Great Falls**  
MONTANA  
TOURISM

