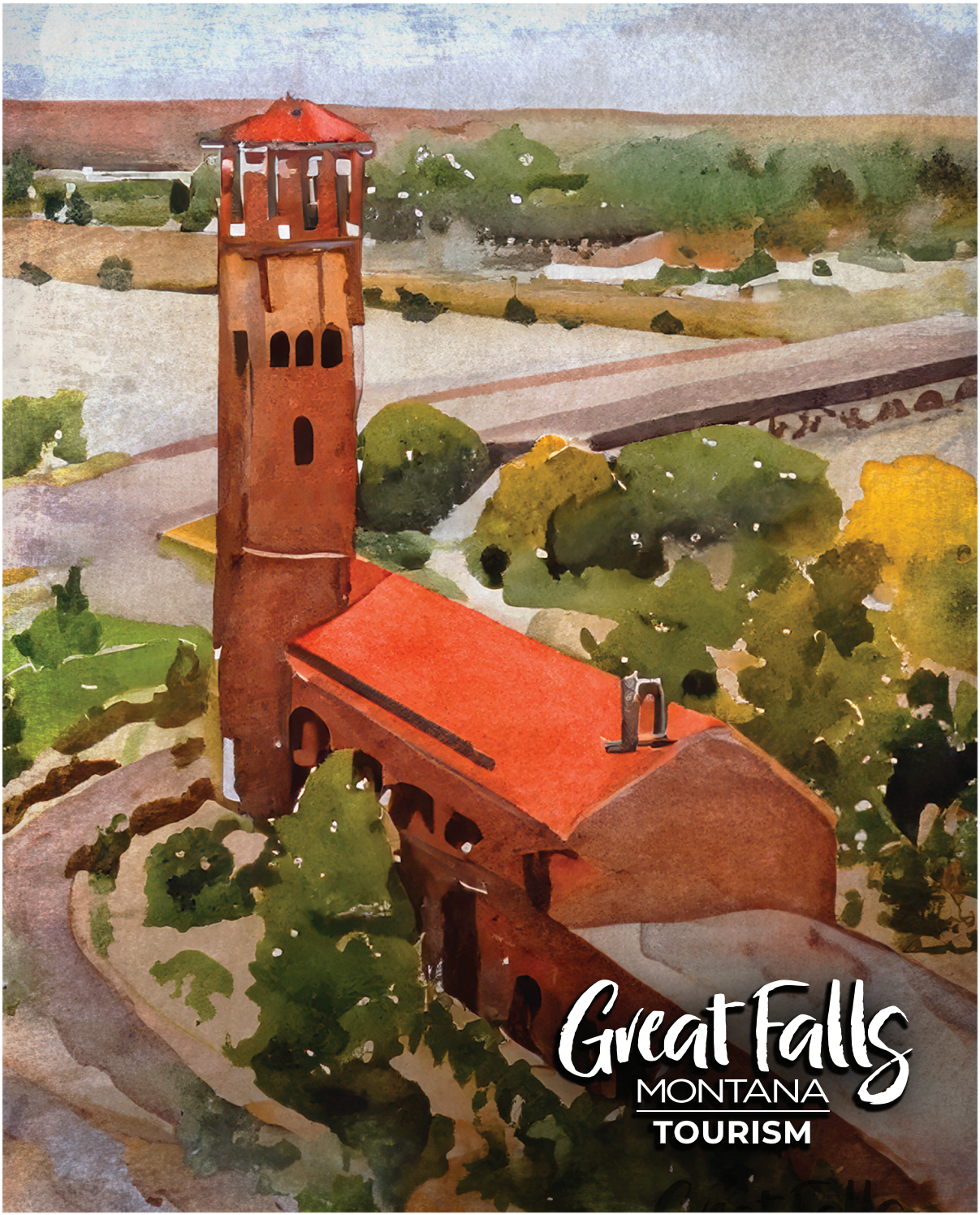

Great Falls
MONTANA
TOURISM

Welcome to Great Falls, Montana!

Great Falls Montana Tourism is a Destination Organization (DO)—in the most basic terms, we are an independent non-profit. We are focused on growing the travel industry for Great Falls with 4 BIG strategies:

- **Marketing & Public Relations**
- **Advocacy for the Local Travel Industry**
- **Group Business Development**
- **Organization Excellence & Sustainability**

THE TEAM



CAROL BERG
Guest Services Manager
406-761-4436
Carol@VisitGreatFalls.org



A. GALVAN IZER
Engagement Director
Apply@VisitGreatFalls.org



LIZ LAUVER, PDM
Content & Events Manager
406-468-5902
Liz@VisitGreatFalls.org



AVERY CREVELING - HUGHES
Central Montana Tourism Director
406-761-5036
Avery@CentralMontana.org



SHANNON NEWTH, PDM
Communications Director & Film Liaison
406-836-1118
Shannon@VisitGreatFalls.org



REBECCA ENGUM, CDME
Chief Executive Officer
406-750-1198
Rebecca@VisitGreatFalls.org

GET IN TOUCH

GreatFallsMontanaTourism.org

406-761-4436

Information@VisitGreatFalls.org

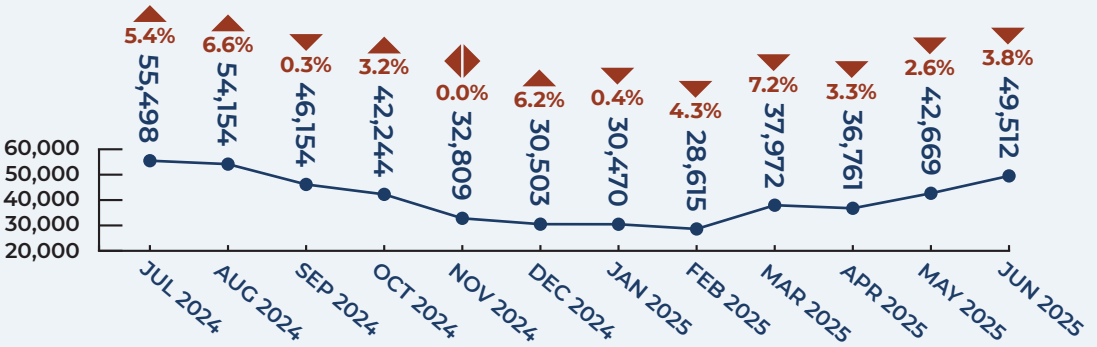
15 Overlook Drive, Great Falls, Montana 59405

2025 ANNUAL REPORT

Everything on the following pages starts the same way: somebody decided to spend a night in Great Falls instead of their own bed. That one decision paid a room bill, then a dinner tab, then a tank of gas, then whatever caught their eye downtown. This report is our attempt to follow that dollar as far as we can track it, how many people came, who they were, what they did, what they spent, and what we did to get them here.

ROOM DEMAND

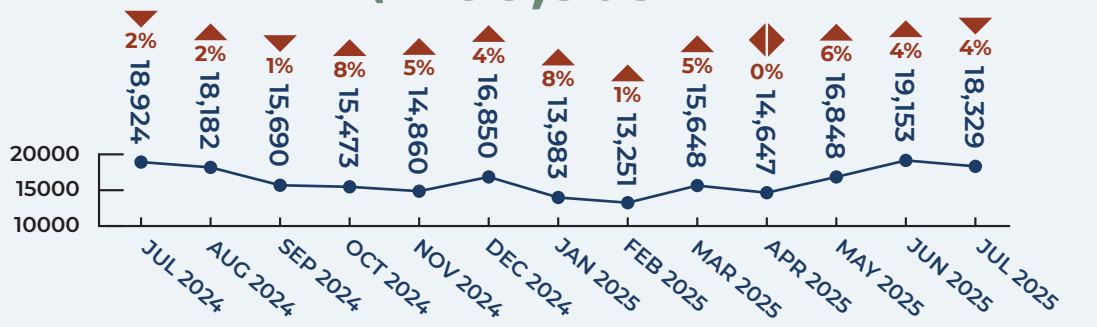
487,561 ▲ 0.1%



*This is a normal seasonality trend for Great Falls. Total room supply was 866,269, which is about 2,372 rooms every night of the year.

GTF DEPLANEMENTS

193,509 ▲ 3.0%



*13% of Great Falls' travelers arrive by plane.

ANNUAL VISITORS

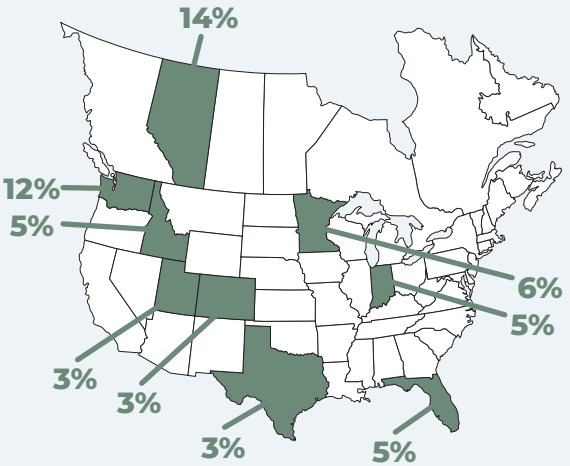
1,004,376 ▲ 3%

***3,029** of them walked into Tourism's Basecamp to get information from our Team.

PROFILE

- Couples, ages: 55-74
- Repeat Visitors
- Making $100,000 - $150,000
- Arriving by personal vehicle
- Looking for a weekend getaway

WHERE THEY COME FROM



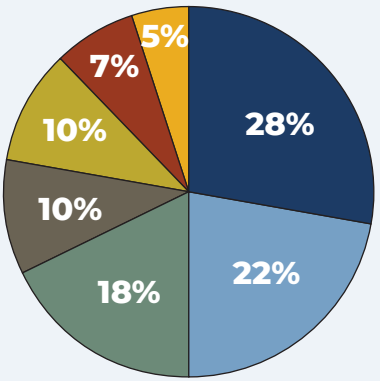
WHAT THEY CAME TO DO

Day Hike	Scenic Drive	Watch Wildlife	Shop	Visit Breweries
54%	50%	43%	27%	26%*

*First Time in Top 5!

VISITOR SPENDING

$191,193,000 ▼ 31%



- Lodging = $54 million
- Eating & Drinking = $42 million
- Fuel = $33 million
- Retail = $18 million
- Grocery = $18 million
- Auto Rental = $10 million
- A mix of Made in Montana Items, Outfitters, Gambling, Farmers Markers, Vehicle Repairs + More

TRAVEL INDUSTRY IMPACT

1,128
Employed in Travel Industry

$33,412,000
Total Annual Payroll

$7,205,000
State and Local Taxes Paid by Travel Industry Businesses

Data Sources:
Annual Visitors is an estimate from our room demand data, which comes from actual reports from our lodging properties. Visitor Spending is magical math preformed by ITRR that includes data from 2023 and 2024. ITRR is also responsible for providing the information for our Visitor Profile and Travel Industry Impact. The data showing the distribution of Lodging Tax Dollars comes directly from the work our State Legislature does and is located at MCA 15-65-121. Deplanement data comes from the Montana Department of Transportation's Aeronautics Division.

MARKETING HIGHLIGHTS

$240,000 Paid Media Spend

*About $0.24 per visitor who showed up. We think that's a fair trade.

61 MILLION Total Impressions

*61 million times someone saw Great Falls somewhere they weren't expecting to.

WHAT WE MARKETED

Events	Outdoor Recreation	Art/Culture
44%	39%	17%

TARGETED MARKETS

- Billings
- Hi-Line
- Missoula
- Kalispell
- Calgary
- Lethbridge
- Chicago
- Dallas
- Los Angeles

SOCIAL MEDIA FOLLOWERS

18,685	8,526	681	883
▲ 8%	▲ 8%	▲ 21%	▲ 19%

PARTNERSHIPS

4 FRIENDS WITH BENEFITS

$75,150 spent on Event Sponsorships

WHERE DO THE LODGING TAXES GO?

We have a 4% Sales Tax and a 4% Use Tax.

SALES | **USE**



1% Historical Assets

3% General Fund

4% Divided into:

- 24.5% Department of Commerce Tourism, Film, Made in Montana, Main Street Promotion and Trade Offices
- 22.5% Local and Region Destination Organizations
- 16.5% Department of Commerce Rural Tourism, Under-Visited Area Projects, and Tribal Tourism
- 15.5% Department of Commerce Tourism Related Emergency Services and Grants
- 6.5% Fish, Wildlife & Parks & Park Maintenance
- 2.5% Department of Commerce Economic Development Business Support, Attraction and Development
- 2.5% Montana Historic Interpretation
- 2.5% Department of Justice Emergency Lodging
- 2% Institute of Tourism and Recreation Research
- 2% Montana Heritage Preservation
- 1.5% Fish, Wildlife & Parks Invasive Species
- 1% Montana Historical Society for Historic Roadside Signs and Sites
- 0.5% State Tribal Economic Development Commission for Tribal Tourism

Thanks For Sleeping Around

All the money to keep Great Falls Montana Tourism running comes from a small fee ($2 or less) and a bit of taxes (about $0.0045 of every $1) that travelers pay to stay in Great Falls lodging. If you are someone who "sleeps around", thank you for everything you do to make our little business, and local economy, run.

83% **of Great Falls' residents want to see the travel industry grow**

HERE'S HOW YOU CAN HELP:

1. **Let folks know what's happening in Great Falls!** The Eventory (a made up word from Event + Inventory) is a weekly listing of activities. It's not a community calendar, as we are focused on visitors, but locals enjoy it too!

Scan Me

2. **Champion a group!** We want more people to come to Great Falls to do what they do—from sports, weddings, family reunions, retreats and conferences, especially in November through April, when we have more rooms available.

3. **Share your adventures!** Next time you're out and about, @VisitGreatFalls or #VisitGreatFalls on socials, or DM/text/email us your photos/videos of what you're up to. We might share it on our socials!

4. **Create (or grow) an event!** We sponsor PRCA Circuit Finals Rodeo, 4th of July Hootenanny, and more. If you have an event targeted to visitors that happens in January, February, April, May, November, or December let's work together!

5. **Explore Great Falls!** Get out, explore, and hit the town!

6. **Friends With Benefits** We've curated a collection of 20 amazing Partnership Opportunities—check them out by scanning this code and become our friend with benefits.

Scan Me

7. **Display our resources!** We produce Montana's Basecamp (the official visitor guide of Great Falls, Montana), a city map, a map of all 5 falls, and Montana's #1 Podcast. Ask us about them!