

Big Sky Winter Outlook 2025



VISIT BIG SKY
^ MONTANA ^

Visit Big and Chamber Staff



Brad Niva
CEO.



Liz McFadden
VP of Visit Big Sky



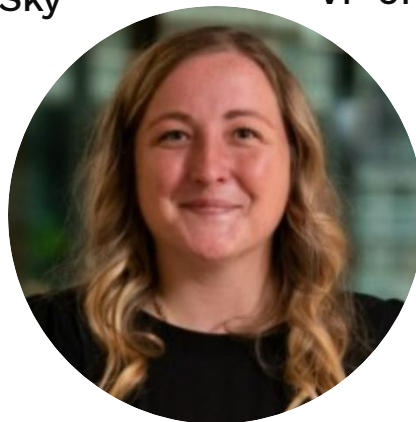
Megan Porter
VP of Big Sky Chamber



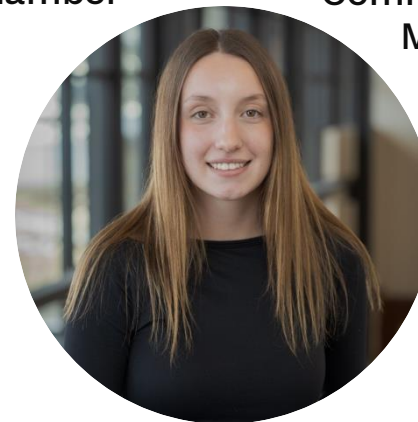
Cassie Buckley
Communications/Social
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Annie Mitzel
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TOURISM BUSINESS IMPROVEMENT DISTRICT

TBID

BIG SKY



What is a TBID?

Tourism Business Improvement Districts, or TBIDs, can ***empower*** Montana communities to ***thrive***. TBIDs are a ***powerful tool*** for enhancing the visitor experience and ***propelling local economies*** forward.

A Self Imposed District

TBIDs are created by businesses in a tourism centric zone.



Can be a
TOWN CENTER



Could be a
RESORT AREA



Or a
CITY LIMIT

How it Works

Businesses within the district levy a small assessment on a predetermined basis
Such as \$4 per night, per hotel room.



Tourists Pay

&



**Short Term Rentals
and Hotels Collect**

=



**Lodging Industry
Directs Funds**

Why Big Sky Needs A TBID



Tourism Marketing vs **Our Competitors**



Be Competitive with other Ski Destinations

- Vail Annual Tourism Budget: **\$12,000,000**
- Aspen Annual Tourism Budget: **\$4,545,750**
- Park City Annual Tourism Budget: **\$12,600,000**
- Jackson Hole Annual Tourism Budget: **\$6,527,144**
- Sun Valley Annual Tourism Budget: **\$2,100,000**
- Big Sky Annual Tourism Budget: **\$1,913,333**

Goals for the Big Sky TBID

- Use funds to increase new airline flights to Bozeman Yellowstone International Airport
- Use new marketing funds to focus on increase visitation during slower times of the year
- Build out a new airline incentive program with air vouchers tied to lodging stays in Big Sky
- Use funds to invest in off-season events to drive new overnight stays
- Set up grant program for additional product development in Big Sky, example: new activities to drive off-season visitation
- Use TBID funds to leverage additional BSRAD funds
- Set aside funds for "emergency needs" due to lack of snow or wildfire event



TOTAL PROJECTED FUNDS
from Hotel and STR
Collections

- *Nightly fee simulations using local hotel occupancy data*

From Hotels & STR	Money Collected Annually
\$1	\$353,695
\$2	\$707,380
\$3	\$1,061,085
\$4	\$1,414,780
\$5	\$1,768,475

The Roadmap



2025-2026 Official Visitor Guide

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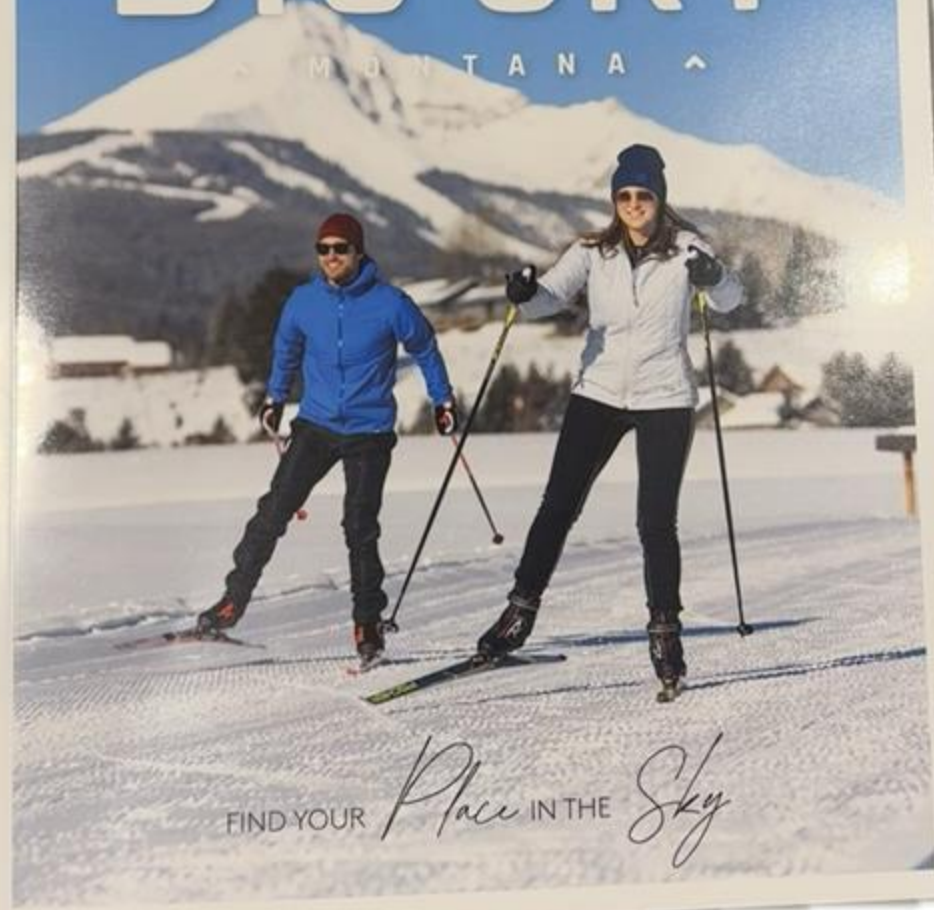
FIND YOUR

Place IN THE *Sky*

2025-2026 Official Visitor Guide

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FIND YOUR

Place IN THE *Sky*

Big Sky Visitor Guide 2025/2026 Ad Sales



65,000 copies



Over 7,000
downloads



Mailed over
18,000 around
the country



Multiple ad
options



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Visit Big Sky Visitor Center

- Tear-Off Maps
- Visitor Guides
- Bus Schedules
- Dining Guide (four seasons)
- Event Calendar
- Suggested Itineraries
- List of Activities



