

VISIT
BIG SKY x
^ MONTANA ^



DVA ADVERTISING & PUBLIC RELATIONS



What We Do With VBS



2026 Advertising Strategy

- Objectives

- Strengthen brand awareness
- Growth & engagement
- Data-driven refinements

- Audience Targets:

- Past visitors
- Lookalike audiences
- IKON resort geo-conquesting



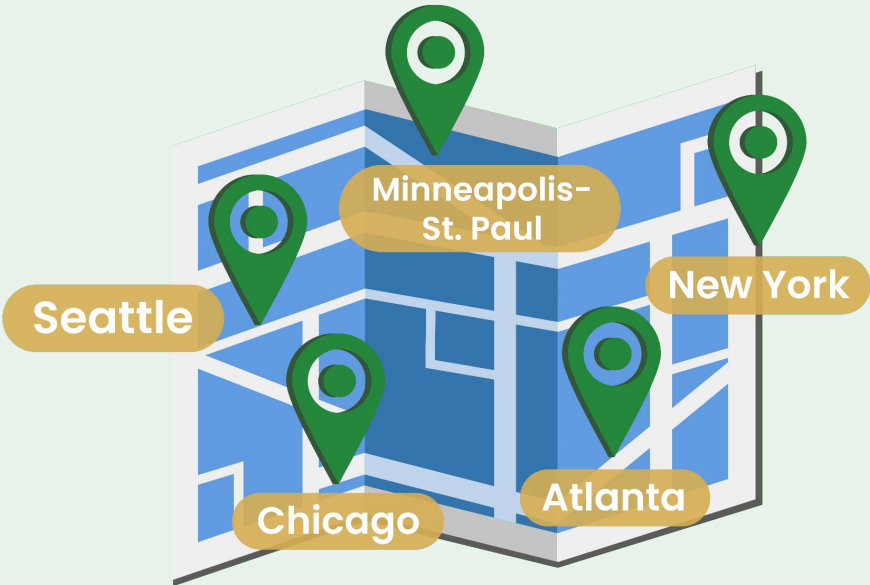
Geographic Targets

2025/2026 Annual Performance Review

1,780 **5,980**
Visits/Trips Visitor Days

Average Length of Stay in Days

4.8 **3.8** **3.4**
Lodging Resorts Destination



Ad Aware Markets

2025/2026 Annual Performance Review

\$4.6M

In visitor spending

84.6x

Return on
Advertising



YoY Performance Comparison



2024/2025 Visitation

313,559

Total Trips

1,368,869

Visitor Days

4.4

Avg. Length of Stay
(in days)

2025/2026 Visitation

249,096

Total Trips

1,514,017

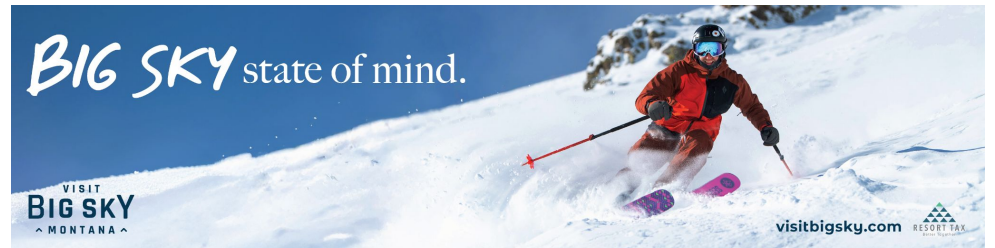
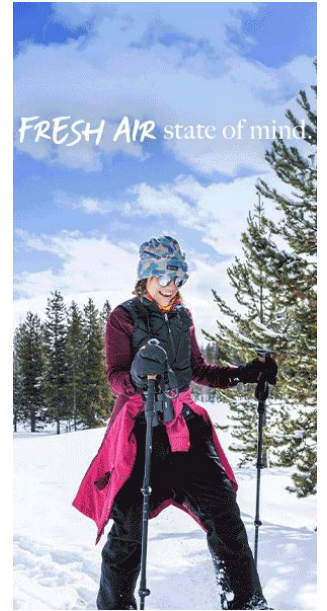
Visitor Days

6.1

Avg. Length of Stay
(in days)

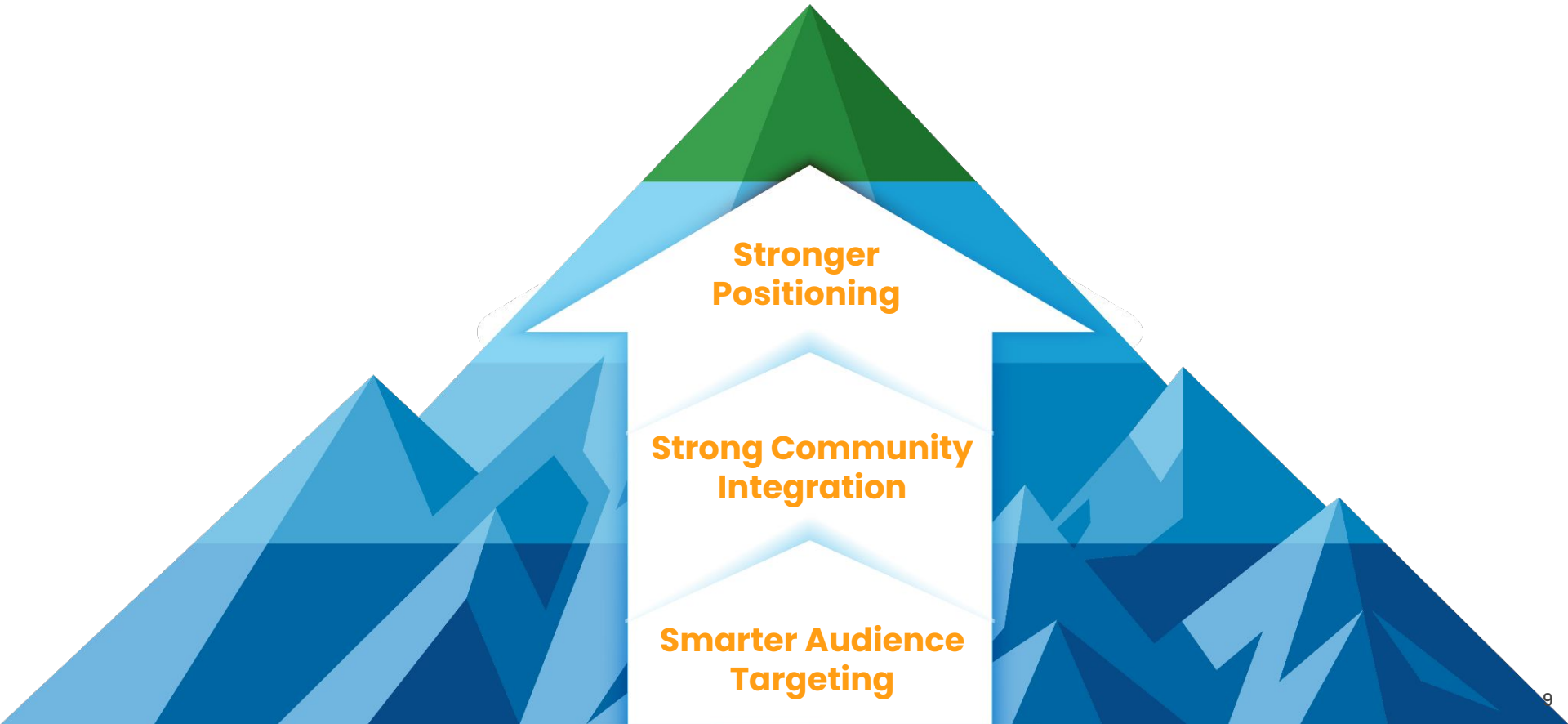


Big Sky State of Mind





Looking Forward



**Stronger
Positioning**

**Strong Community
Integration**

**Smarter Audience
Targeting**



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