



Voices of Montana Tourism

The Value of the Visitor



Marketing & Tourism Outlook Seminar

June 17, 2026



Education & Outreach

How Voices Tells the Story

- Social Media
- Public Relations
- Digital Marketing
- Industry Collaboration
- Community Presentations
- Legislative Education Roundtables





Board of Directors

- Steve Wahrlich - MLHA, Private Business, AHLA, Former TAC
- Racene Friede - Glacier Country, Tourism Matters to MT
- Barb Neilan - Destination Missoula, TBID, TMMT, CVB
- Callie Aschim - Helena Chamber of Commerce, CVB
- Rachel Gregg - Windfall Inc., Former TAC
- Rebecca Engum - Great Falls Tourism, TBID, CVB, Former SBDC
- Brad Niva – Big Sky Chamber, Visit Big Sky, CVB



Return On Investments

Tourism is a leading industry in Montana

In 2025, **13.264 million** non-resident visitors:
spent **\$5.6 Billion**,

- supported **52,610 jobs** statewide
- generated **\$360 million** in state & local taxes and
- lowered taxes on each Montana household by over **\$740.00**

* Data is based on spending report by ITRR released May 2025 and January 2026

VOICES OF
MONTANA TOURISM
JOBS. COMMUNITY. ECONOMY.

Travel Marketing and Promotion

PRODUCTS COMMERCIAL BRAND
MARKETING ADVERTISING SERVICE
ADVERTISEMENTS
PROMOTION
PRODUCT RESEARCH TELEVISION
INTERNET MEDIA
CAMPAIGN SOCIAL MEDIA MESSAGE
SPONSORSHIPS RADIO
BRANDING INCENTIVES

Increased Visitor Trips



TRAVEL PROMOTION'S VIRTUOUS CYCLE



New Jobs & Tax Revenues



Additional Visitor Spending

U.S. TRAVEL
ASSOCIATION



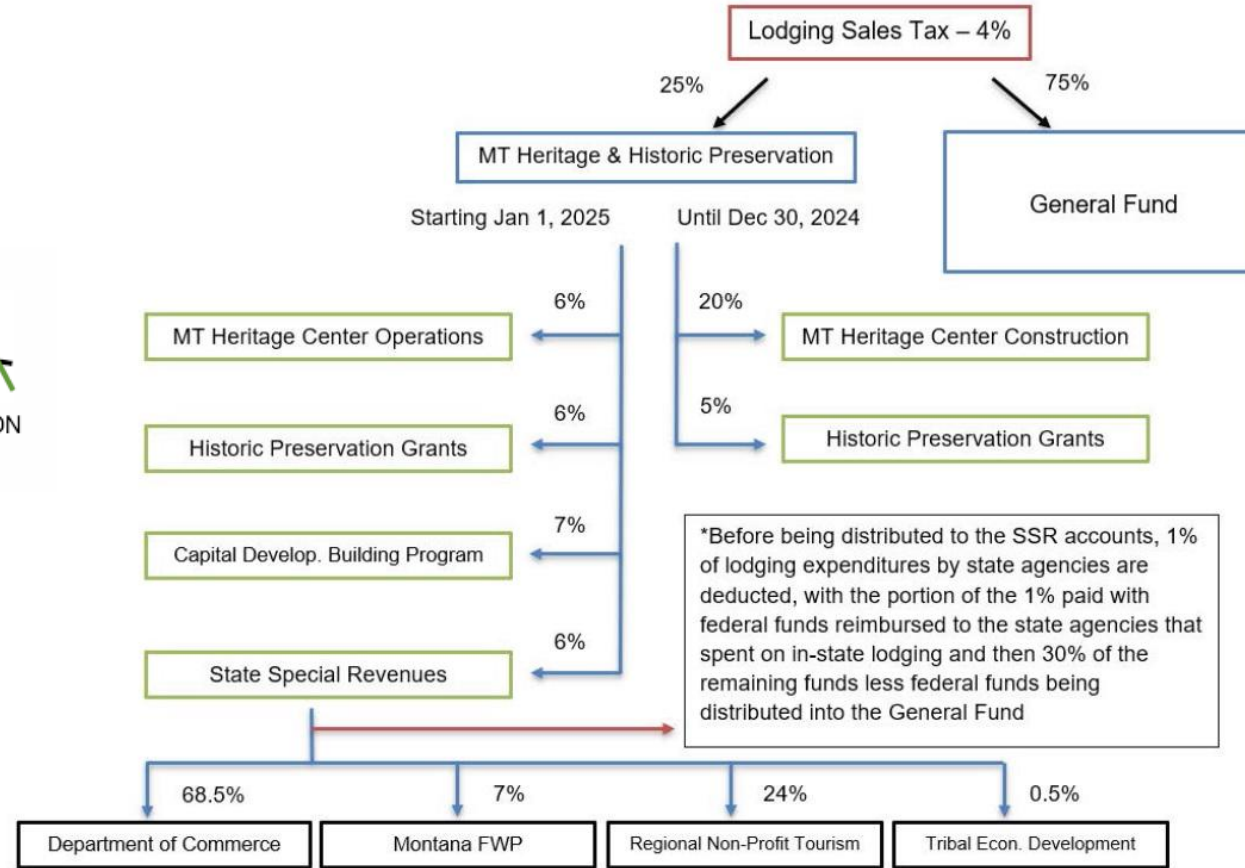
Accommodations Funding Sources



FY24
Revenues

*January 2025
historical asset
distribution shifts
from construction to
maintenance and
other tourism
partners

Industry Led Funding of Montana Heritage Center Construction, SB338 (2019)



MONTANA
TRAVEL ASSOCIATION



TOURISM MATTERS
TO MONTANA



22 Partners Including:

- **Economic Development**
- **Airport**
- **Dude Ranchers**
- **Chambers**
- **Transportation**
- **Museums**
- **Taverns**



VOICES OF
MONTANA TOURISM

JOBS. COMMUNITY. ECONOMY.

Montana 4% Lodging Facility Use Tax Collections

Montana Code Annotated 15-65-101

Last Updated: 8/19/2024



MONTANA DEPARTMENT OF
COMMERCE



Explore More.



MONTANA
HISTORICAL SOCIETY



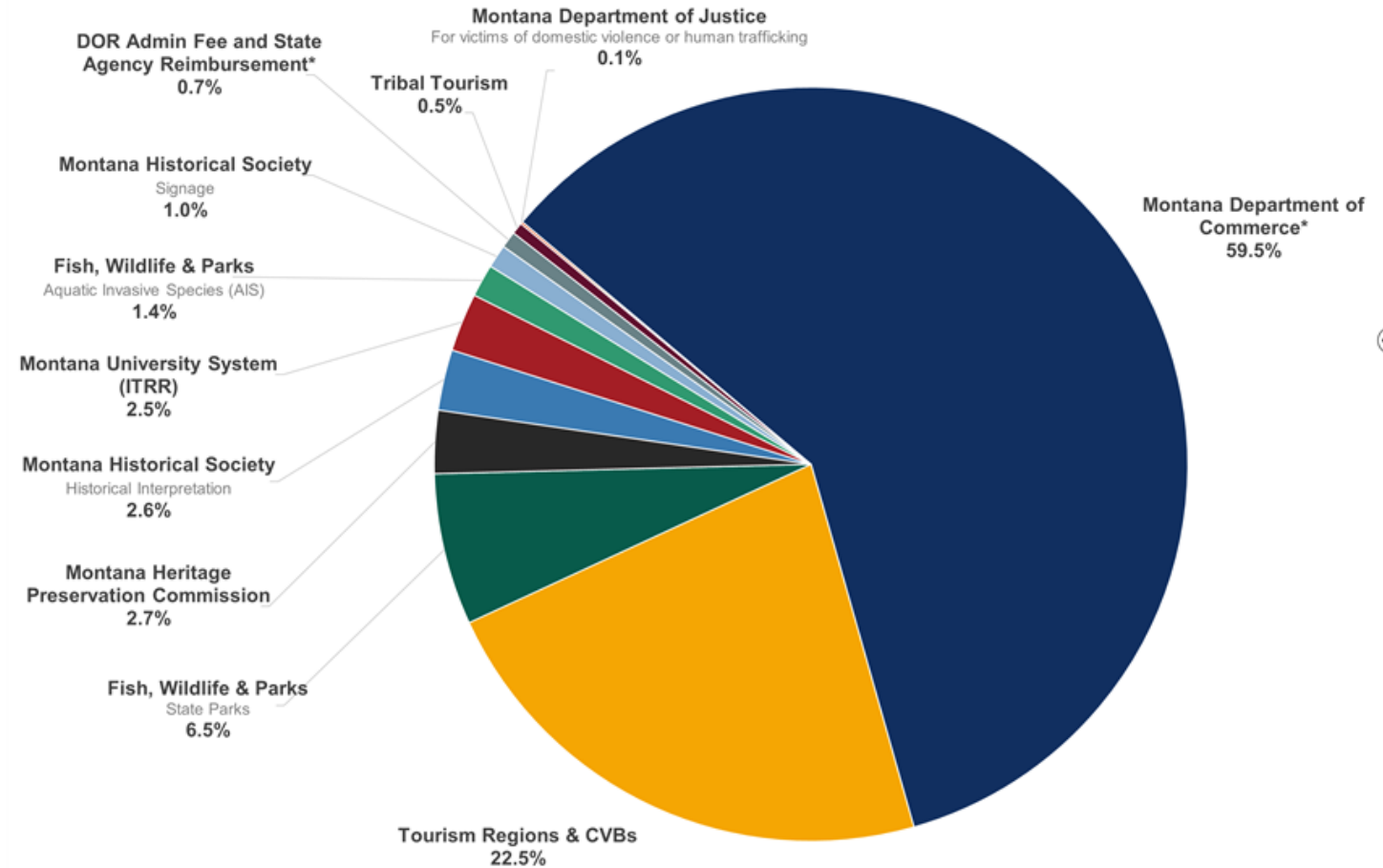
TRIBAL TOURISM
MONTANA

INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA



COMMERCE

ESTIMATED DISTRIBUTION OF 4% LODGING FACILITY USE TAX MCA 15-65-121



Distribution of 4% Lodging Facility Use Tax Pie Chart

* Indicates that these percentages are estimated distributions based on FY24 lodging facility use tax collections. Commerce's statutory allocation is 60.2%. Fees and reimbursements accounted for 0.7% of lodging facility use tax collections in FY24 which are taken from Commerce's distribution. All other distribution percentages are from statute.

Fiscal or Calendar Year
Fiscal Year

Year
2017

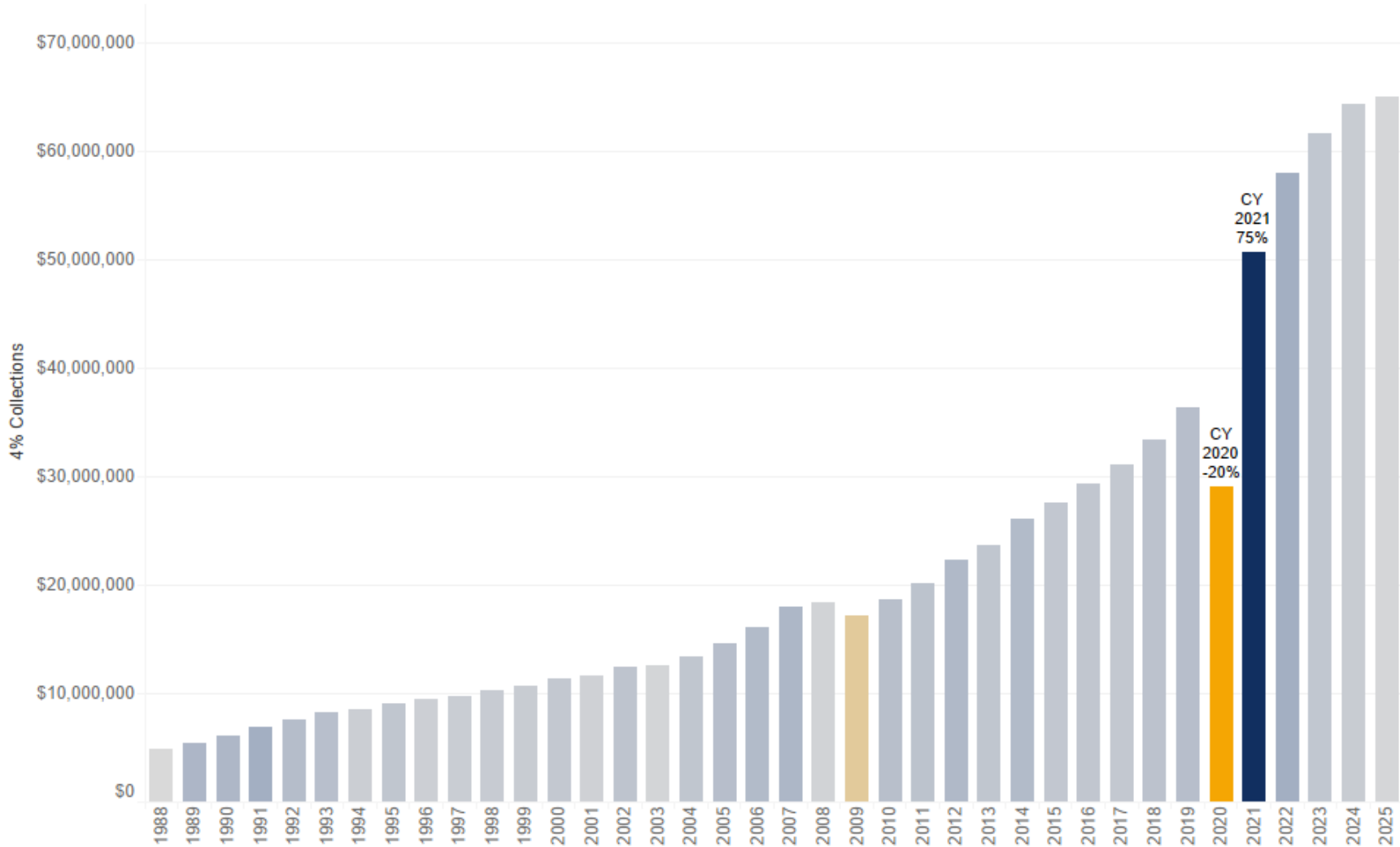


Montana LFUT Collections

Single Geography - Annual Trend - Complete Calendar Years Only

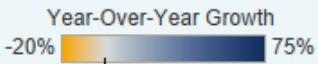
Step 1: Geography Type
Statewide

Step 2: Geography Name
Statewide (Montana)



Only years with 4 quarters of data are shown with one exception: CVBs when fiscal year is selected.
The minimum and maximum growth years are labeled with the year and percent change.
This page will only show a single geography at a time. Begin by selecting a geography type, then select a geography name.

Fiscal or Calendar Year
Calendar Year



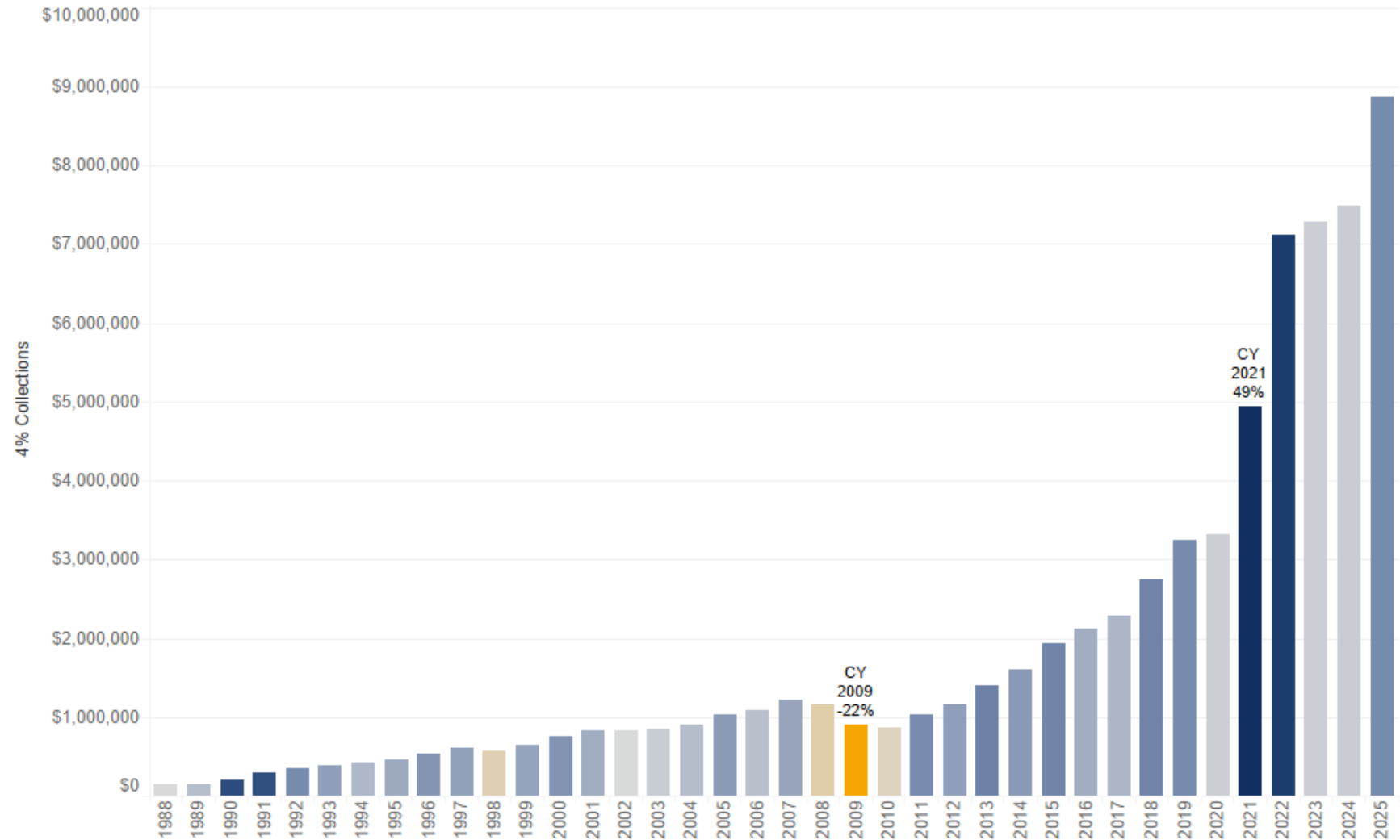


Big Sky LFUT Collections

Single Geography - Annual Trend - Complete Calendar Years Only

Step 1: Geography Type
CVB

Step 2: Geography Name
Big Sky



Only years with 4 quarters of data are shown with one exception: CVBs when fiscal year is selected.
The minimum and maximum growth years are labeled with the year and percent change.
This page will only show a single geography at a time. Begin by selecting a geography type, then select a geography name.

Fiscal or Calendar Year
Calendar Year

Year-Over-Year Growth
-22% 49%

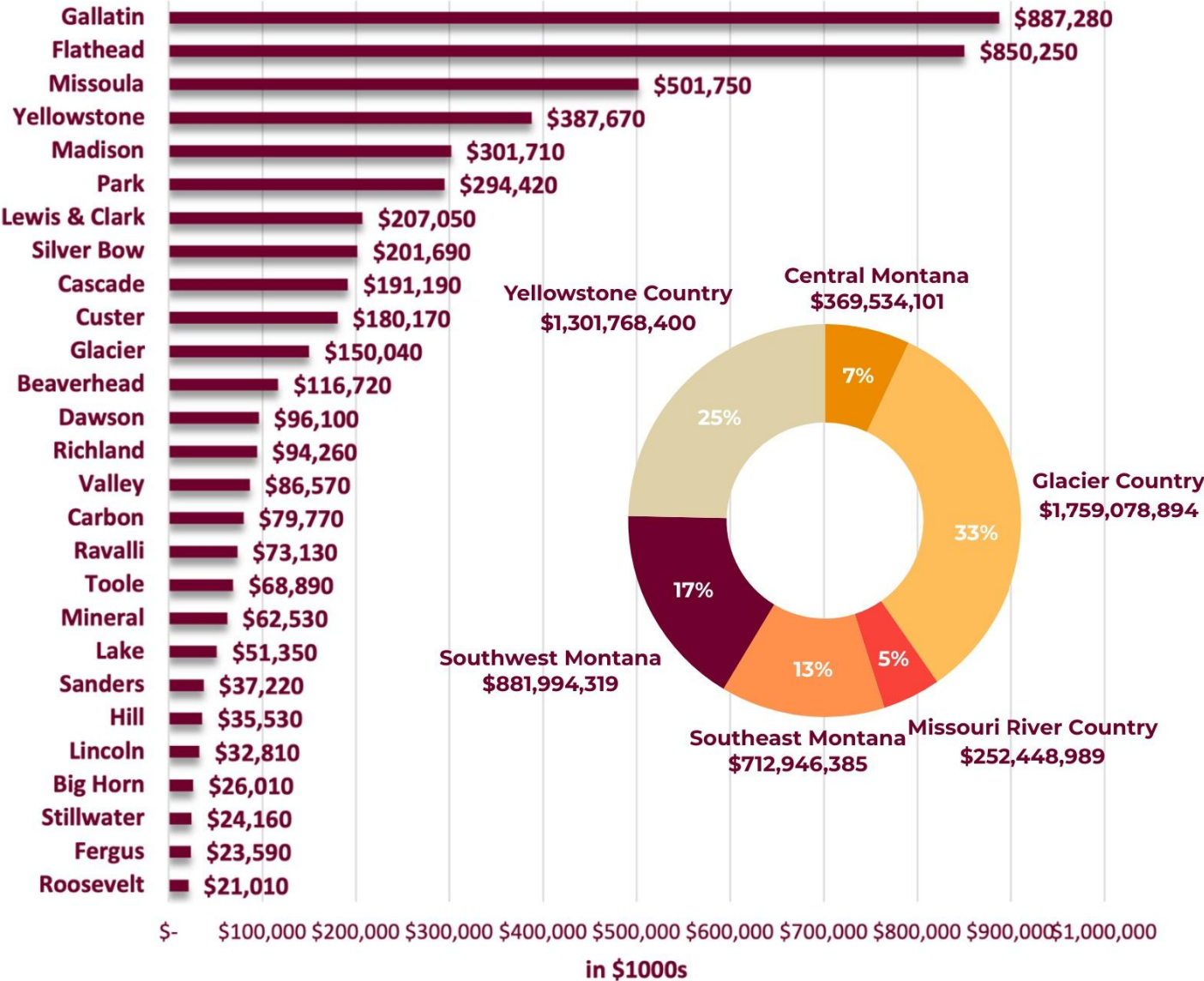


Montana and Big Sky Change in LFUT Percentage Year over Year



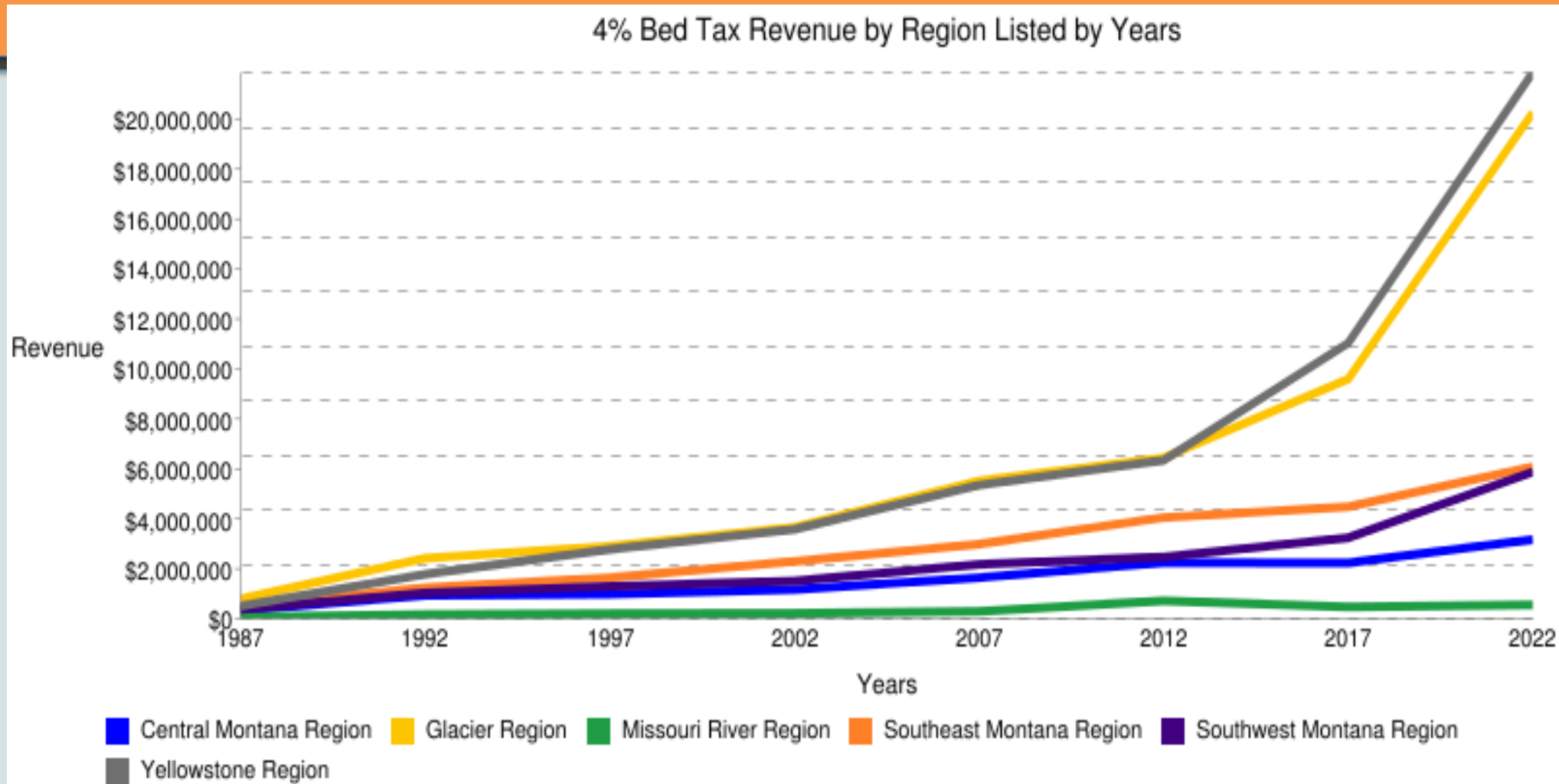
Non-resident spend per County

2023/2024 ESTIMATE OF NONRESIDENT TRAVELER SPENDING PER COUNTY - COUNTIES WITH \$20 MILLION OR MORE





Trends of Bed Tax by Region



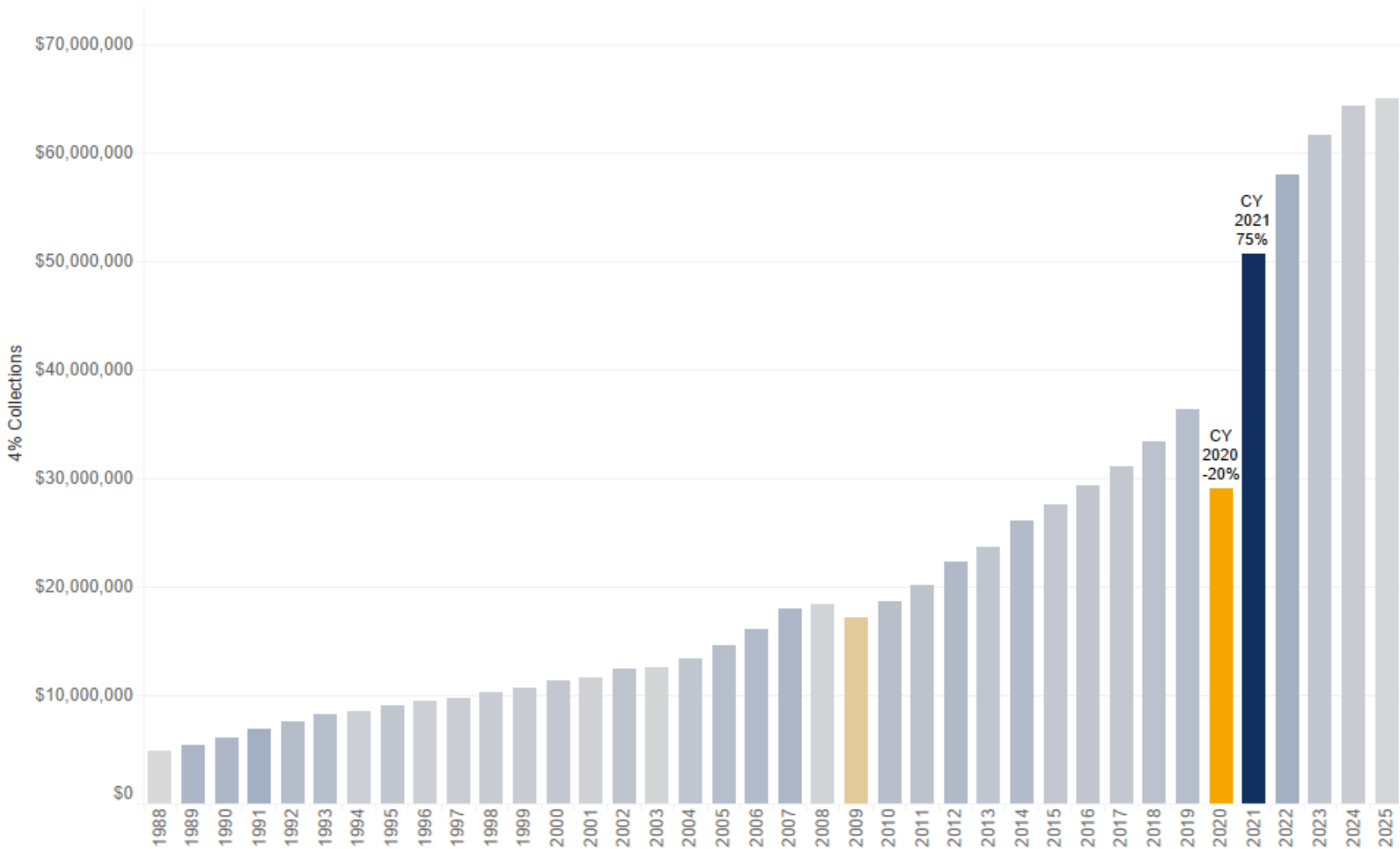


Montana LFUT Collections

Single Geography - Annual Trend - Complete Calendar Years Only

Step 1: Geography Type
Statewide

Step 2: Geography Name
Statewide (Montana)



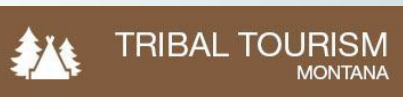
Only years with 4 quarters of data are shown with one exception: CVBs when fiscal year is selected.
The minimum and maximum growth years are labeled with the year and percent change.
This page will only show a single geography at a time. Begin by selecting a geography type, then select a geography name.

Fiscal or Calendar Year
Calendar Year

Year-Over-Year Growth
-20% 75%

SB540 (2023) Funding Distribution

- (a) 43% for tourism media, advertising film programs, made-in-Montana promotions and main street programs, wayfinding and signage, and support to trade offices;
- (b) 22.5% for rural tourism, under-visited area attraction projects, and tribal tourism, including infrastructure, tourism-related emergency services, marketing, and promotional activities;
- (c) 23% for tourism grants, including agritourism grants and Montana-based film grants;
- (d) 6.5% for revolving loan programs and regional tourism assistance; and
- (e) 5% to use in collaboration with the office of economic development established in 2-15-218 for new tourism attractions, other state business development programs, and support for the activities in subsections (1)(a) through (1)(d) of this section.



INSTITUTE FOR
TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA



Last Updated: 8/6/2025



MONTANA
DEPARTMENT OF COMMERCE

Department of Commerce				Tourism Regions & CVBs					
24.1% Tourism media, advertising film programs; made-in-Montana promotions and main street programs, wayfinding and signage, and support to trade offices		16.4% Rural tourism, under-visited, and tribal tourism projects, including infrastructure, marketing, and promotional activities		22.4% Tourism Regions and Convention & Visitor Bureaus					
15.4% Tourism-related emergency services and tourism grants, including agritourism grants and Montana-based film grants		2.4% Regional tourism assistance, new tourism attractions, and other state business development programs 0.4% Tribal tourism		Fish, Wildlife & Parks		Montana Historical Society		Department of Justice	
						2.4% Historical interpretation		2.4% Emergency lodging and recovery for victims of domestic violence or human trafficking	
				6.4% State Parks		0.9% Signage		Montana University System	
				1.4% Aquatic Invasive Species program		Montana Heritage Preservation Commission			
						1.9%		1.9% Institute for Tourism & Recreation Research	
						0.4% \$250,000		Department of Revenue	
								0.7% Administration fees & reimbursement	

69th Legislative Review



MONTANA
TRAVEL ASSOCIATION

Coordination & Communications

- Released State-wide op ed published to push back on Senator Glimm's call to completely defund marketing promotions for Montana
- Assisted with coordination of opposition to SB90 hearing early in the session, provided communications with stakeholders



Travel Industry Rotunda Day

- Big Sky Chamber
- Discover Kalispell
- ITRR
- KOA
- Museums of Montana
- Montana Chamber of Commerce
- Montana Dept of Commerce
- MT Dude Ranchers Association
- Montana Historical Society
- MLHA



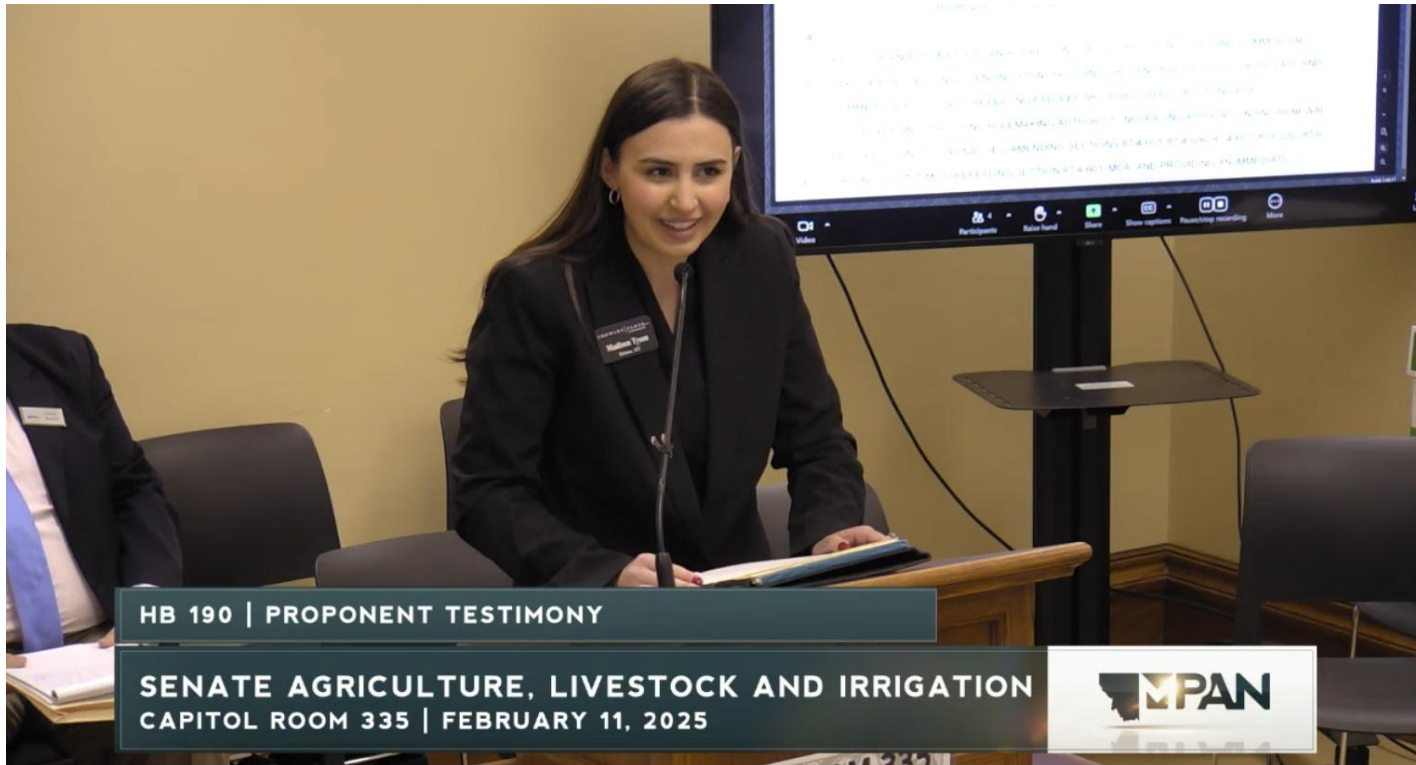
Travel Industry Rotunda Day (cont)

- MOGA
- MT Restaurant Association
- MT Retail Association
- Yellowstone Country
- Tourism Matters to Montana
- Town Pump
- Visit Billings
- Visit Great Falls
- Visit Southwest Montana
- West Yellowstone
- Western Montana's Glacier Country



Legislative Lobbying

- Hired Lobbyist team with Crowley Fleck with Aimee Grmoljez and Madi Tyson
- Every bill MTTA supported became law and every bill MTTA opposed died, most often in committee



Save the Date!

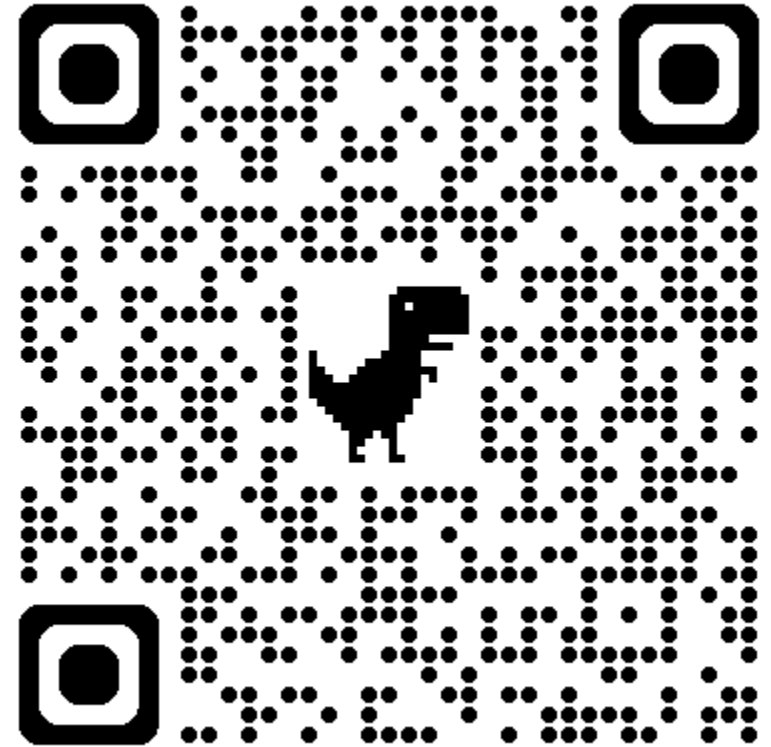
January 11, 2027

Travel Industry Rotunda Day

Get Involved – Subscribe to Newsletter



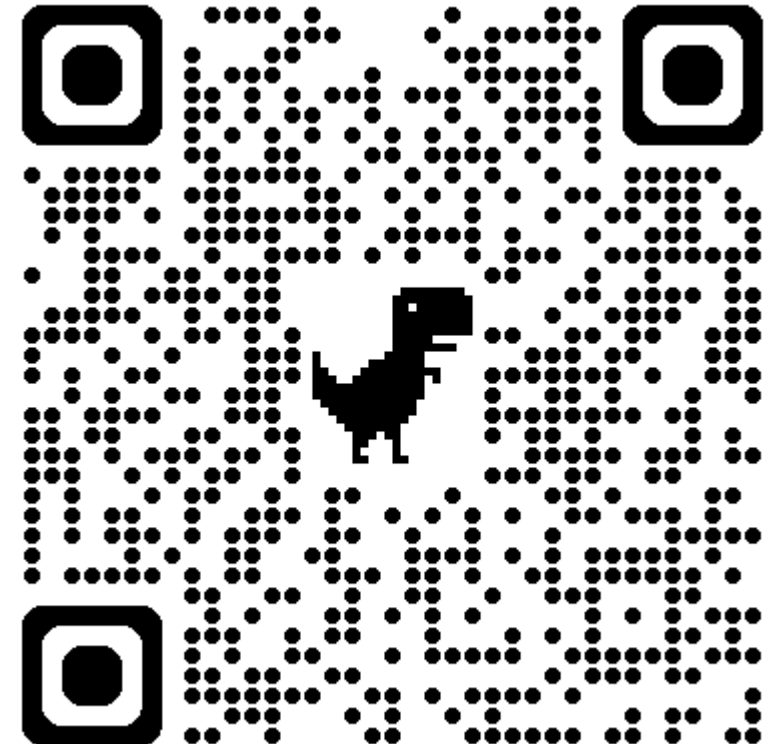
MONTANA
TRAVEL ASSOCIATION





Engage with Voices of Montana Tourism

- Sign up for the Newsletter
- Follow and Engage at:
Facebook @VoicesOfMontanaTourism
- Attend Legislative Weekly Zoom Calls
- Attend the Voices of Montana Tourism Summit November 12, Helena
- Partner Associations





Team Tourism

Thank you!

www.voicesoftourism.com

JOBS - COMMUNITY - ECONOMY