

**Rustic. Refined. Legendary.**



**Livingston**  
MT

**DESTINATION  
MANAGEMENT  
ORGANIZATION**

**Fiscal Year 2026-2027 Plans**

# DESTINATION STEWARDSHIP: STRATEGIC PLAN IMPLEMENTATION



## STRATEGIC PLAN FOR ECONOMIC RESILIENCE THROUGH COLLABORATION

**TOURISM**  
is the largest economic driver  
in Park County, averaging  
**\$500 MILLION**  
of income a year.

Source: Wild Livelihoods, Greater Yellowstone Wildlife-Related Activity Valuation Study, 2022

**\$1 = \$490**

For every \$1 invested in tourism in Park County, using appropriated funds from the Montana Lodging Facility Use Tax and the Livingston Tourism Business Improvement District hotel guest assessment, there is an estimated \$490 in tourism income generated in Park County each year.

### ECONOMIC DEVELOPMENT

**HOTEL ROOM  
OCCUPANCY  
LEVELS UP 34%**

Source: Livingston Hotel Tourism Business Improvement District, 2019-2024

**SLOWER SEASON  
LODGING TAX  
REVENUE UP 111%**

Source: Montana Department of Commerce, Lodging Tax Revenue, Q4 2018-Q1 2019 vs. Q4 2024-Q1 2025

**SLOWER SEASON  
YNP VISITATION  
UP 102%**

Source: Yellowstone National Park, North Gate Traffic Count, Q4 2018-Q1 2019 vs. Q4 2024-Q1 2025

### ATTAINABLE HOUSING

**50% OF PARK COUNTY RENTERS ARE COST BURDENED**

Source: Park County Housing Coalition, 2025, U.S. Census Bureau, 2019-2023 American Community Survey, Table DP04

### FUNDING FOR RIVERS, ROADS & RESCUE

**RIVER PUT-IN SATISFACTION  
LEVELS DOWN 36%**

Source: Upper Yellowstone Watershed Group, Recreational Use Study, 2020-2024

**PARADISE VALLEY  
TRAFFIC UP 63%**

Source: Facer AI data, Hwy 89 near Enigrant 2023-2025

### INFORMED & RESPONSIBLE PRACTICES

**62% SAY POSITIVE TOURISM  
IMPACTS OUTWEIGH NEGATIVE**

Source: Explore Livingston Coalition Tourism Survey, May 2022

**30% BELIEVE TOO MANY  
TOURISTS IN SUMMERTIME**

Source: Park County Community Foundation, We Will Park County Community Survey, 2025

**49% CONCERNED ABOUT  
FUTURE NATURAL RESOURCE  
MANAGEMENT**

Source: Wild Livelihoods, Sustaining Paradise, Tourism Business Survey, 2024

**33% CONCERNED ABOUT  
FUTURE OVERCROWDING**

Source: Wild Livelihoods, Sustaining Paradise, Tourism Business Survey, 2024

### VISITOR-ECONOMY RESILIENCE

**50% DECLINE IN REVENUES DURING SUMMER 2022 HISTORIC FLOOD**

Source: MSU et al, Multifaceted economic impacts of a 500-year flood on gateway communities of Yellowstone National Park, 2024

We will work with our collaborators to address priority issues. (plan graphics inspired by ITRR.)



A thriving Livingston where the visitor-based economy enhances local quality of life, supports resilient businesses year-round, and safeguards the natural amenities, historical landmarks, and cultural resources that define the region.



**OVERALL GOAL:**  
Champion Initiatives that Enhance  
Resident Quality of Life



**OVERALL APPROACH:**  
Collaborate with Others to Enhance  
Resident Quality of Life

**40+  
COLLABORATORS**

**1,450  
COMMUNITY  
SURVEY RESPONSES**

**80+  
SOURCES  
REFERENCED**

**50+  
PAGES OF SUMMARIZED  
STUDIES & PLANS**

### PRIORITIES & COLLABORATORS



VIEW THE FULL  
STRATEGIC PLAN



The Plan was voted on and approved by the Boards of Livingston Destination Management Organization (DMO), Livingston Tourism Business Improvement District (TBID), and Downtown Livingston Business Improvement District (LBID). View full Plan at [explorelivingstonmt.com/strategicplan](https://explorelivingstonmt.com/strategicplan)

Explore Livingston's Plan for Economic Resilience Through Collaboration and its implementation are brought to you by local tourism dollars.



# DESTINATION STEWARDSHIP: STRATEGIC PLAN DATA



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# DESTINATION STEWARDSHIP: STRATEGIC PLAN VISION



## STRATEGIC PLAN FOR ECONOMIC RESILIENCE THROUGH COLLABORATION



A thriving Livingston where the visitor-based economy enhances local quality of life, supports resilient businesses year-round, and safeguards the natural amenities, historical landmarks, and cultural resources that define the region.



### OVERALL GOAL:

Champion Initiatives that Enhance Resident Quality of Life



### OVERALL APPROACH:

Collaborate with Others to Enhance Resident Quality of Life



# DESTINATION STEWARDSHIP: STRATEGIC PLAN PRIORITIES

## IDENTIFIED 5 KEY PRIORITIES

**Economic Development** Slower season product development & marketing

**Attainable Housing** Collaboration to address housing needs

**Funding for Rivers, Roads & Rescue** Solutions for infrastructure demands & impacts

**Informed & Responsible Practices** Education for tourists & new residents

**Visitor-Economy Resilience** Emergency response protocols and exploration of diversified funding mechanisms



# DESTINATION STEWARDSHIP: STRATEGIC PLAN DATA

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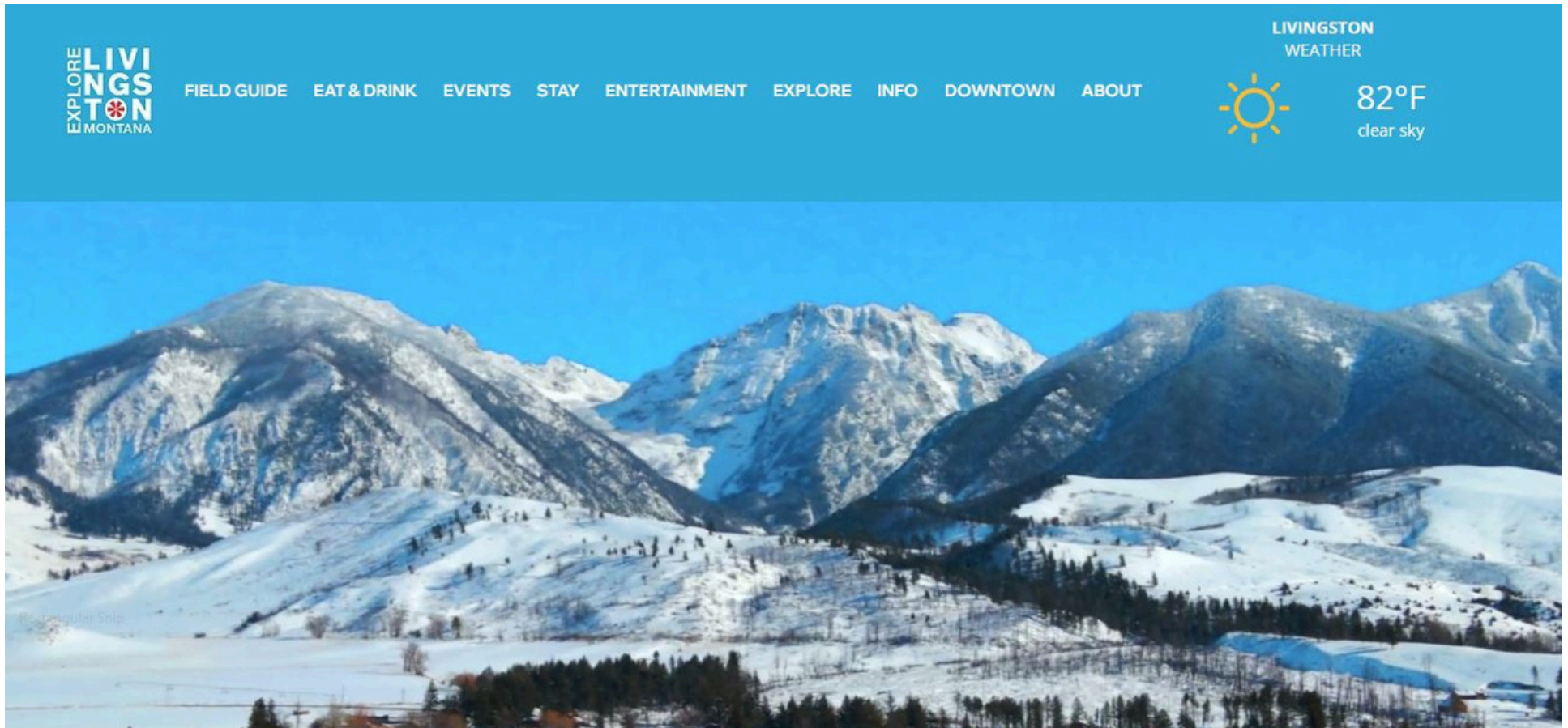
# DESTINATION MANAGEMENT: LIVINGSTON LIKE A LOCAL CAMPAIGN

We will develop a new logo and products, including maps, coasters, stickers, and table tents to encourage responsible visitation.



# DESTINATION MARKETING: INCREASE COOL SEASON VISITATION

We are doing PPC, SEO and Social visibility audits, tracking method improvements and updates to increase traffic and prepare for Ai trip planning. We are adding new wedding and event planning resource pages to our website.



# DESTINATION MARKETING: INCREASE COOL SEASON VISITATION

We continue to support and market the arts and our expanding cool season events through print and digital paid ads and monthly print calendar. Our digital calendar lists 500-700 events monthly and we have added new event support resources to our website. Livingston has added 4 new major cool season events and a new music venue in the past 2 years.



## Upcoming Events

### MAY

Enjoy a fun array of area events, highlights below. More at [explorelivingstonmt.com/events](http://explorelivingstonmt.com/events)

**ONGOING EXHIBITS & EVENTS**

- HIGH SCHOOL SENIOR SHOWCASE through 5/17 | MUSIC & ART 5/20-6/14 | Livingston Center for Art & Culture
- FINDING THE SACRED: THE CYCLE OF LIFE, DEATH, LIFE | Frame Garden through May 13
- RHYTHM AND WHIMSY SCULPTURE EXHIBIT | Danforth Museum
- LUCID PLEASURES CURATED IN COLLABORATION WITH GNOMIC BOOK | Strata Editions, 18 Business Park Rd. #C MODEL RAILROAD | TUES + SAT 7:30-9 PM | Depot Basement
- TRIVIA NIGHT TUESDAYS | 6:30-8:30 PM | Fainting Goat Pub
- OPEN STUDIOS: TUESDAY ART & TECH NIGHT | 5:30-8 PM | Project49
- BINGO NIGHT TUESDAYS | 6-9 PM | 49'er Diner
- BINGO NIGHT WEDNESDAYS | 6:30-9 PM | The Office Lounge
- TEXAS HOLD 'EM LIVE POKER | Thrs, Fri, Sun, Mon 6-8 PM | 49'er Diner
- FRIDAY NIGHT CLASSIC CAR CRUISE | 6 PM | Elk's Lodge
- DRAFT HORSE RESCUE OPEN HOUSE SATURDAY | 10 AM - NOON | United in Light
- \* LADIES NIGHTS \* | 5.2 Allure Building 5:30 PM | 5.8 Lyon's Mane 4:30 | 5.9 Spur Line 5 PM

**WEEKLY LIVE MUSIC**

Venues: American Legion, Attic, Chico, Elks, Fainting Goat, Mint Bar, Murray Bar, Old Saloon, Owl, Pine Creek, Sage Lodge, Senior Center

- OPEN MIC MONDAYS | 7:30-10:30 PM | Fainting Goat Pub
- BLUEGRASS JAM TUESDAYS | 6-8 PM | Neptune's Brewery
- OPEN JAM WEDNESDAYS | 7:30-9:30 PM | Murray Bar
- KARAOKE | Family Karaoke Wednesdays 6 pm, Saturdays 9 pm | 49'er Diner
- OPEN ACOUSTIC JAM FRIDAYS | 6-8 PM | American Legion
- BLUEGRASS JAM | 2nd & 4th Saturdays 3-4 PM | Park County Senior Center
- LIVE MUSIC FRI-SAT | Sage Lodge, Chico Saloon, Murray Bar, Old Saloon, Fainting Goat; Mon + Thrs-Sat 5.2 | ASPEN LANE GRAND OPENING & EAST LEWIS PARTY | 10 AM-7 PM | East Lewis & Main
- 5.2 | ANNUAL STORYTELLING NIGHT | 7-9 PM | Elk's Lodge
- 5.2-19 | GREASE THE MUSICAL | Fri & Sat 7:30 PM, Sun 3 PM | Shane Center for the Arts
- 5.4 | MASS ASCENSION OF KITES | 9-11 AM | Soccer Fields
- 5.8 | DONNA ERICKSON AUTHOR EVENT | 7 PM | Elk River Books
- 5.9-18 | LATE, A COWBOY SONG | Fri & Sat 8 PM, Sun 3 PM | Blue Slipper Theatre
- 5.9 | PARADISE WESTERN CO. GRAND OPENING | 6-9 PM | Paradise Western Co.
- 5.10 | A RIVER RUNS THROUGH IT PARTY & FILM | 6 PM | Empire Twin Theatres
- 5.10-11 | WOODS ROSE ANNIVERSARY PARTY | 9 AM-5 PM | Woods Rose Market
- 5.17 | HOLISTIC HEALING FAIR | 10 AM-4 PM | Park County Fairgrounds
- 5.20 | PAINT & SIP | 6-8 PM | Livingston Bar & Grille
- 5.22 | RICK MCINTYRE AUTHOR EVENT | 7 PM | Elk River Books
- 5.29 | COMEDY STANDUP SHOWCASE | 8-10 PM | The Owl Lounge
- 5.30 | WORDS & MUSIC | 7-9 PM | Blue Slipper Theatre
- 5.31 | YELLOWSTONE'S GOT TALENT | 4-6:30 PM Shane Center for the Arts

Shop. Stay. Dine. Play.  
[www.ExploreLivingstonMT.com](http://www.ExploreLivingstonMT.com)



SCAN CODE FOR A COMPLETE LIST OF UPCOMING EVENTS

## PLEASE JOIN US FOR THE SECOND ANNUAL ARTWEEK PARK COUNTY

September 26  
Big Bend Fine Art Auction  
Livingston Depot Center



A COUNTYWIDE CELEBRATION OF THE ARTS



EXPLORE **LIVINGSTON**  
MONTANA

EXPLORE LIVINGSTON THANKS THE  
TAC FOR THEIR GUIDANCE

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