



FY25

VISIT **BOZEMAN**

MARKETING PLAN - TAC

**PRIME**

# INCREASING HOTEL INVENTORY



## Bozeman Hotel KPIs

- Available rooms increased by 554 in the past 12 months
- Occupancy down 6% from 2024
- ADR down \$10.54 from 2024
- REV PAR down \$17.57 from 2024
- Demand increased by 5,126 visitors

Traditionally, Bozeman has seen relatively balanced hotel growth, with higher occupancy and ADR in the summer months.

Over the past 3 years, that trajectory has changed with an influx of new hotels and more on the horizon.

# BOZEMAN HOTEL TRENDS

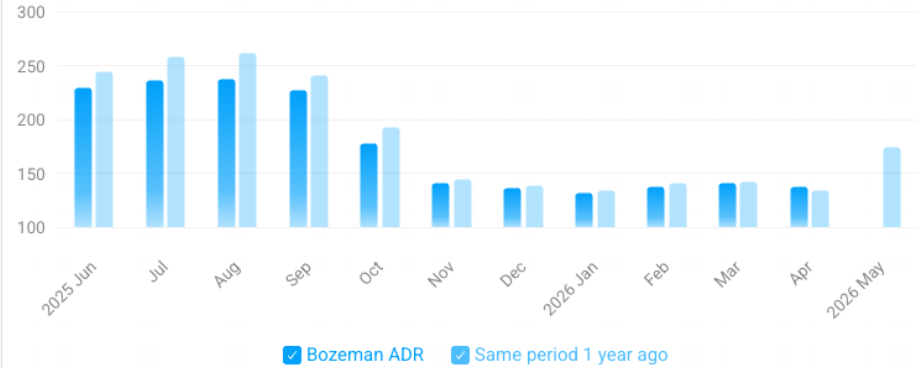
Last 12 months (2025 Jun - 2026 May)

### Bozeman - Hotel Supply



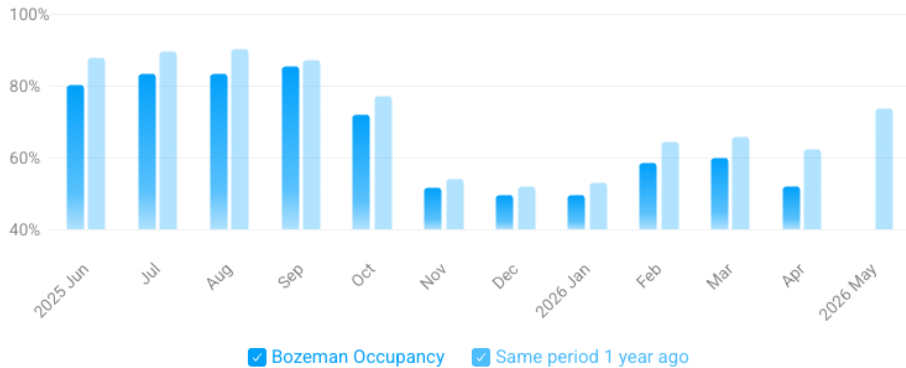
Last 12 months (2025 Jun - 2026 May)

### Bozeman ADR



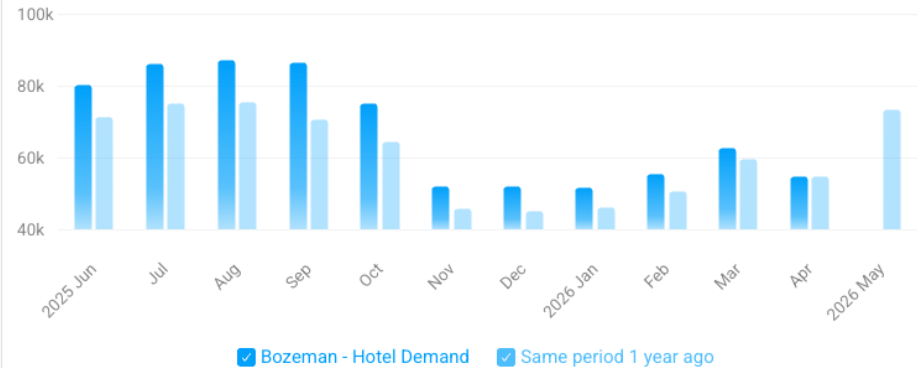
Last 12 months (2025 Jun - 2026 May)

### Bozeman Occupancy



Last 12 months (2025 Jun - 2026 May)

### Bozeman - Hotel Demand



# TOP PRIORITY

## INCREASE HOTEL OCCUPANCY YEAR-ROUND.

### Strategies include:

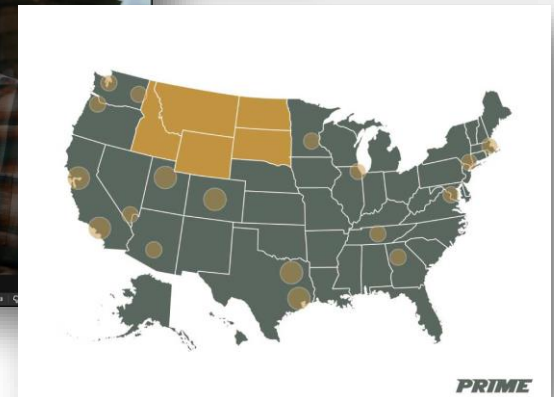
- Utilize our Visit Bozeman budget to invest in state Joint Venture opportunities to maximize our budget and effectiveness in reaching out of state visitors.
- Paid advertising in direct flight markets as well as future direct flight markets.
- Continue to create itineraries to entice specific demographics to visit Bozeman.
- Focus on storytelling, utilizing short form and long form video that can be broken into smaller stories.
- Partner with Yellowstone Country and other DMOs to host travel writers and influencers.

**No Plans? No Problem.**  
Unlock your perfect adventure with our tailor-made itineraries.  
Whether you crave mountain peaks, an insider's guide to Yellowstone National Park, or vibrant city streets, your unforgettable Bozeman journey starts here. Our local guides have done the planning for you – just choose from one of our customized itineraries.

ITINERARY  
3 Days in Bozeman, Montana: A Summer Itinerary

ITINERARY  
3 Days in Bozeman, Montana: A Spring Itinerary

ITINERARY  
A Weekend of Skiing at Big Sky Resort



PRIME

# TOP PRIORITY

## INCREASE HOTEL OCCUPANCY YEAR-ROUND.

### Additional strategies include:

- Host Airline FAM Tour of Bozeman in conjunction with Airline Rendezvous being held at Bozeman Yellowstone International Airport.
- Continue discussions with WestJet and Air Canada about new international flights to Bozeman.
- Attend four travel and trade shows including, but not limited to tour guides, small group travel, and meeting planners. Share leads with hotel operators.



AIR CANADA



**PRIME**

# TOP PRIORITY

## INCREASE HOTEL OCCUPANCY YEAR-ROUND.

### Additional strategies to note:

- Improvements to Visitor Information Center
- Continued work on developing a convention center, performing arts center and sports facilities (Chamber and TBID focus.)
- Creation of meeting planner materials (TBID focus)

