

Brandon Pendergast

August 2022

Sales Report

Beyond the Big Sky – July 24 (TBID Grant)

Registered Individuals: 175

Actual Attendance: 132

Out-of-Town: 40%

Locals: 60%

of Hotel Nights: No Hotel Nights reported by Audits

Comments: The growth of Astro Tourism continues to impact the area. As Eastern Montana launches the Stargazing Trail, we hope to connect Helena with the trail in the future. This is another great well-attended event.

TBID Grant

Two Grant Submissions:

Helltown Throwdown

Grant Ask: \$4,000

Budget: \$19,000

Participation: 2,200

January 2023

Great Divide Ski Area – October Fall Fest

Grant Ask: TBD

Budget: TBD

Participation: 500

1 Day Event – Kick off to winter

October 2022

Survey Data

Hotel Visitation 2022							
Responses	Sports	State/Military	Conferences	Outdoor Recreation	Special Occasions	Events (this category	
July	32	155	285	389	227	277	

The conference takes steady business through the month, we are hearing that visitation from tourism is down. This is being reported by attractions, hotels, and businesses.

Marketing

Heliconia delivered 250+ images from the production video. Helena hosted two film production crews one shooting *Big Sky* and *Chevy Commercial*. The two productions brought a great deal of money to the community, spending at local hotels, businesses, and permits throughout the city. They found that Helena is a film-friendly community.

The Cyclists Menu wrapped up another week of *Montana Gravel Camp* and they have shared routes, photos, and videos for Visit Helena to utilize. This is the second year working with them and we are thrilled with this partnership to improve route mapping and gravel experience.

The Event Page dramatically improved the website bounce rate and continues to improve our SEO. Organic visitation and repeat visitation steadily increase.

For further analytical information please e-mail for more information.