



HELENA
M O N T A N A

Brandon Pendergast **October 2023**

Sales Report

RFP Business

Montana Audubon Society – May/June 2024

Total Rooms: 200+ rooms

#RFPs Returned: 7

Secured: Yes

Comments: Wide impact event that will draw over 350+ attendees across the United States. They will be applying for the Tourism Grant funding in January.

Government Preparedness Meeting – July 2025

Total Rooms: 25/per night federal per diem

Secured: Bids being reviewed by planner

Comments: Felt a lack of communication from hotels on this RFP.

New Business

Archie Bray Foundation – New negotiated room rate.

Myrna Loy – New negotiated room rate.

TBID Grant

- Carroll College Athletics: Comfort Inn & Suites Classic Basketball Tournament \$1,500
- Helena Wrestling Club: Helltown Throwdown Tournament \$4,000
- Helena United Cycling: Unravel the Scratch Gravel Race \$1,500
- Wyatt Winfield “Be Tough” Foundation: Wyatt Winfield Memorial Hockey Tournament \$4,000

Visit Helena received advertising grant funding from SW Montana, \$2,400.

We’ve received recap reports from the following grant-funded events:

- Beyond the Big Sky

- Event attendance and programs grew in 2023, with heavy digital advertising in surrounding states.
 - Family from Ireland saw advertising during travels and attended.
 - Low hotel reporting for the weekends.
- The organization reported a growth in revenue.
- *West Mont's Wake the Giant Music Festival*
 - Attendance decreased YoY, but saw more out-of-town attendees
- Dess Fest
 - A decrease in attendance, but saw travelers from further away this year.
 - advertisingg through digital, print, and radio advertising

Audit Survey Data

There is more consistency in reporting from hotels, we are seeing an occupancy report. If you'd like more detailed reporting please e-mail.

Business Surveys

Business Event survey data is available upon request. We communicate with local businesses weekly, with upcoming events.

Marketing

- 2024 Wet Fly Swing Podcast Advertising Opportunity
- Launched a Brand Awareness Digital Campaign
 - Target Markets: Montana, Calgary, Fly Markets (Seattle, Salt Lake City, Denver)

Marketing data available upon request.