



HELENA
M O N T A N A

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Financials

Diligently worked with all lodging properties, especially new property managers to ensure quarterly occupancy reports were submitted so I could project the FY2026 TBID Budget as accurately as possible.

Zartico Data

Key Insights

1. **Shifting Visitor Markets:** In March 2025, Missoula MT emerged as our dominant visitor market (26% of visitors), compared to 17% in 2024. Denver CO also showed notable growth, now representing 11% of visitors vs. 3% last year. This indicates a changing geographic mix of our visitor base.
2. **Spending Pattern Changes:** While visitor spending toward local businesses remained stable at 29%, the distribution of that spending has evolved. Food & Beverage now accounts for 43% of visitor spending (up from 39%), while Accommodations spending decreased to 19% from 23% in 2024.
3. **Visitor Interest Evolution:** The most visited attraction categories show a marked shift, with Outdoor Recreation now accounting for 35% of visitor activity (compared to 16% in 2024). This represents a 19% increase in outdoor recreation engagement.

What This Means

These changes reflect a visitor profile that is increasingly drawn to Helena's outdoor offerings while maintaining spending at local businesses. The shift in origin markets suggests our destination is attracting more visitors from higher-population centers like Denver, potentially indicating broader awareness of Helena's appeal. The food and beverage sector is capturing a larger share of visitor spending, which presents opportunities for local partnerships.

Marketing

Continue to meet with SOVRN to determine how we can amp up awareness of The Montana Heritage Center/Montana's Museum and all things history, as well as expand on summer **Hel Yeah** content.

2025 Governor's Conference on Tourism

Hosted and attended the Governor's Conference on Tourism.

Destinations International

Completed the 2nd core course in April called Destination Leadership for the Certified Destination Management Executive (CDME) program.

COURSE OVERVIEW AND AGENDA

Description: The Destination Leadership core course is designed to introduce CDME candidates to real-world situations and the strategies and tactics to create and lead a successful Destination Organization.

Learning Objectives: Upon completion of the Destination Leadership course, CDME candidates will learn to lead their destination through:

- Building high performance teams
- Creating transparent cultures
- Understanding the critical components of human resources and financial management
- Becoming leaders in their community
- Developing successful boards of directors
- Creating effective communications strategies

Tourism Matters

Continue to meet with Tourism Matters to stay on top of the pulse on all things affecting tourism.

- Tourism Matters to Montana is a group of regional and community destination organizations dedicated to promoting our areas as travel destinations and managing the visitor on the ground in a way that balances resident quality of life with visitor quality of experience while still providing vital economic value to our communities. Our efforts directly contribute to the travel and tourism industry and help make it one of the top two

industries in Montana. The travel economy is critical to the financial and social economic vitality of this great place we call home.