



HELENA
M O N T A N A

Jazlyn Young

August 2025

For the month of July:

Visitor Information Center:

- Provided information to visitors and new residents about accommodations, attractions, recreation options, dining, and local events
- Answered phone calls and helped future and current visitors plan their stay in Helena
- Reached out to local businesses to obtain more rack cards and information to hand out to Visitors
- Helped multiple groups and individuals download the Open Audio Tours App to learn and explore Helena
- Converted a few groups into staying another night, as they had too much they wanted to do for just one day
- Met with conference leaders to plan and gather information, such as visitor guides to give to attendees
- Informed visitors of local events that are occurring while they are in town

Website, Marketing & Promoting on Social Media Platforms:

- Composed Mass and Local newsletters for circulation via MailChimp
- Composed a blog on budget-friendly ideas when traveling to Helena
- Researched and uploaded new events to the website
- Stocked the airport rack card display with Helena Visitor Guides
- Prepared Visitor Guides to be mailed out to individuals planning to come and visit Helena.
- Sent out Visitor Guides to other towns that are interested in displaying our Visitor Guide in their Visitor Centers.

- Sent digital Visitor Guides and information to the Rocky Mountain Emergency Services Training Center attendees who requested information on Helena
- Worked with SOVRN on google tag manager