



HELENA
M O N T A N A

Jazlyn Young

October 2025

For the month of September:

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
- 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
- Completed Hotel Call Around when Jason was out of the office
- Researched common questions from visitors to help provide them with the best experience
- Had multiple groups of people come back to the Visitor Center for more information and to update me on what they have already enjoyed from previous suggestions
- Planned out some new ideas for merchandise for the upcoming season

Website, Marketing & Promoting on Social Media Platforms:

- Composed Mass and Local newsletters for circulation via MailChimp
- Composed a blog "Fall Colors and Side Quests" for ideas when traveling to Helena
- The September newsletter had the highest rates of clicks and opens
- Researched and uploaded new events to the website

- 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.
- Attended the Love Notes to Helena event