



HELENA
M O N T A N A

Program and Event Report / January 2026

Event Programing:

- **Winter TBID Event Grants:**
 - None of the sponsored or grant awardee events have yet taken place.
- **Group Travel**
 - Confirmed Small Market Meetings Summit

Helena Tourism Programs / Support:

- **Julian Anderson Trail Line:**
 - 100% confirmation of 9 invited establishments to partake in the cocktail trail line. Next steps are to work on materials (print and digital). Soft launch May, June
- **Website Additions:**

Hotel Support:

- December 2025 I was able to use our updated TASTE Stakeholder contacts to reach out to 106 business owners to send a survey out to see who would be open with Christmas Hours.
 - EVENTS / TASTES card clicks Month of December 7th – January 5th*:
 - TASTES: **70 U.S.** / 4 Canadian
 - EVENTS: **42 U.S.** / 1 Canadian

**These cards have been distributed to 85% of TBID Lodging Partners. It has been highly encouraged that hotels place these cards in hotel room key sleeves.*
 - DWNTWN / QUESTS card clicks Month of December 7th – January 5th**:
 - DWNTWN: **6 U.S.** / 1 Canadian
 - QUESTS: **10 U.S.**

***These cards have been distributed to 25% of TBID Lodging Partners, are located outside of Downtown Helena, and experience a high volume of guests. Data will present how we move forward.*
- **Weekend Call Around**
 - Currently off season and will pick back up in Spring 2026

Local Stakeholders:

- **Helena Area Businesses** *(continuing work on the following):*
 - Going through our contacts of local area businesses, checking to see if they have a presence on our website, making notes of what listings need an update or to be added, and what businesses have closed. Additionally, this supports the visitor coordinator through collaboration in their website maintenance so they can focus on event listings, blog writing, newsletter material, etc.
 - The key reason for going through the contacts is to personally connect over the phone, sometimes I visit and introduce myself, but this way when they get an email from me to update their page they are informed of who I am, who Visit Helena is, and why we are looking to support them. Additionally, it's also to begin collecting the correct date for a monthly stakeholder email to build trust and relationships of how Visit Helena serves our community and how their businesses are affected by tourism.
 - The attention spent on TASTE stakeholders in November and December really helped pull together our first targeted email to dining establishments to see who was going to be open during Christmas. This newsletter model will help us engage and build relationships to show our role as tourism and how we serve and market them now and in the future.

ZARTICO:

12/01/25 – 01/01/26

- **Lodging Insight:**
 - 47% (+6% from last year)
- **Visitor Insight:**
 - % of out-of-state visitors: 46% (+4% from last year)
 - +4% Billing visitors
 - +2% Butte/Bozeman visitors
 - +2% Great Falls Visitors
 - - 8% Missoula visitors
- **Attraction Visitation for 2025**
 - Lewis and Clark Fairgrounds
 - Civic Center
 - Downtown Helena