



Program and Event Report / February 2026

Event Programing:

- **Winter TBID Event Grants:**
 - Montana Outdoor Expo coming March 27th - 29th @ Lewis & Clark Fairgrounds

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 with June promotions and official launch with Montana History Celebration
- **Travel & Adventure Show / Seattle:**
 - Collected 179 surveys, talked to approx. 300+ attendees
 - 70.95% of folks have never been to Helena.
 - Top areas of interest:
 - Sightseeing 74.86%
 - Hiking 69.83%
 - Hot Springs 64.25%
 - History 54.75%
 - Breweries 50.84%
 - Ghost Towns 49.72%
 - 81.61% travel multiple times a year for leisure
 - DoubleTree is the Stay & Play package hotel, winner has been contacted. Package includes Broadwater Hot Springs, Stonetree Climbing Center, and several downtown establishment gift cards.



Hotel Support:

- **QR Cards**

- EVENTS / TASTES card clicks Month of January 4th – February 2nd *:

- TASTES: **92 U.S.** / 9 Canadian

- EVENTS: **33 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. Additionally, they are available at The Montana Heritage Museum.*

- DWNTWN / QUESTS card clicks Month of January 4th – February 2nd **:

- DWNTWN: **11 U.S.**

- QUESTS: **11 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. These cards have been encouraged to have at front desk. Data will present how we move forward. Additionally, they are available at The Montana Heritage Museum.*

- **Weekend Call Around**

- Currently off season and will pick back up in Spring 2026
- Monthly check-in for Front Desk / Lobby visitor materials

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.

ZARTICO:

01/01/26 – 01/31/26

- **Executive Pulse**

- People that are visitors: 14% (-8% from 2025)
- Spending from visitors: 20% (+1% from 2025)

- **Lodging Insight:**

- Occupancy: 51% (-4% from 2025)
- Revenue: \$1.5 million (\$-102.5 K)

- **Visitor Insight:**

- % of out-of-state visitors: 42% (-2% from 2025)
- +2% Great Falls
- +1% Butte/Bozeman visitors
- -4% Missoula
- +2% Billings