



HELENA
M O N T A N A

Program and Event Report / March 2026

Event Programming:

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

Helena Tourism Programs / Support:

- **Julian Anderson Trail Line:**
 - SOVRN currently working on branding and content.
 - Scheduled to officially roll out end of June with soft launch end of May.
- **Outdoor Adventure Show / Calgary:**
 - Happening in March, post event details to come.

Hotel Support:

- **QR Cards**
 - EVENTS / TASTES card clicks Month of February 9th – March 10th *:
 - TASTES: **44 U.S.**
 - EVENTS: **24 U.S.**

**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 February 9th – March 10th **:
 - DWNTWN: **8 U.S.**
 - QUESTS: **7 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:

- First Stakeholder email sent out. This newsletter is directed to business owners so we can efficiently share with them big business weekends, importance of tourism and guest service, event listings that qualify with our standards.
- Mailchimp and tags also help us reach out to select businesses like dining establishments so we can get holiday dining hours to area hotels allowing us to serve as a communications liaison between the two.
- Contents of first newsletter include:
 - Introduction
 - Importance of Tourism
 - Monthly Major Event and Tournament dates.
 - Submitting events that will attract visitors and locals.
 - How Visit Helena provides support to local businesses (attending tradeshow, providing front line training options, attraction awareness, our marketing efforts, and current campaigns and projects)