



DESTINATION
Missoula
MONTANA

Destination Missoula & Missoula Tourism Business Improvement District

FY22-23 ANNUAL REPORT

» **TOP** *Missoula Accolades for 2023*

1 10 Trending Hidden Gem Destinations in the U.S. *February 2023, Travel Off Path*

2 The Best Honeymoon Destinations for Every Type of Couple
February 2023, MSN

3 Top Hidden Gems in the U.S.
March 2023, PRNews Wire

4 Prettiest River Towns in America
March 2023, WorldAtlas

5 Missoula Among Top 5 Cities in America with the Highest Sports Participation Rates
April 2023, WalletHub

6 Missoula Among 15 Most Underrated U.S. Cities Worth a Visit
April 2023, Reader's Digest

7 Missoula Among Top 10 Best-Performing Small U.S. Cities
May 2023, Milken Institute

8 10 Towns You Need to Visit on Route 93
May 2023, The Travel

9 Best Places for College Grads: Missoula Named Best Cities for Fun
May 2023, SmartAsset

10 Best-Run Cities in the U.S. *June 2023, Wallethub*



» SHOW & TELL *Sales & Services*



TRADE SHOWS

Meetings	Contacts Made
Connect Pacific Northwest - Boise, ID	27
Smart Meetings - Palm Springs, CA	24
MPI WEC - Riviera Maya, MX	21
Sports	
Teams	22
Tour/Travel	
ABA - Detroit, MI	14
Northwest Spotlight - Missoula, MT	26
IRU - Boise, ID	33
Calgary Outdoor Show - Calgary, Alberta, CA	197

GROUP SALES

Annual Leads – 2022/2023:

Generated **52 leads** in fiscal year 2022/2023, totaling **10,162 room nights** with a potential pre-event estimated **economic impact total of \$3,367,792.**



» COMMUNITY Focus – Destination Missoula

NOTABLE PROJECTS

MOUNTAIN LINE MAP

Destination Missoula encouraged sustainable travel practices through a Mountain Line map, which helped visitors reach points of interest via Missoula’s local zero-fare transportation system.

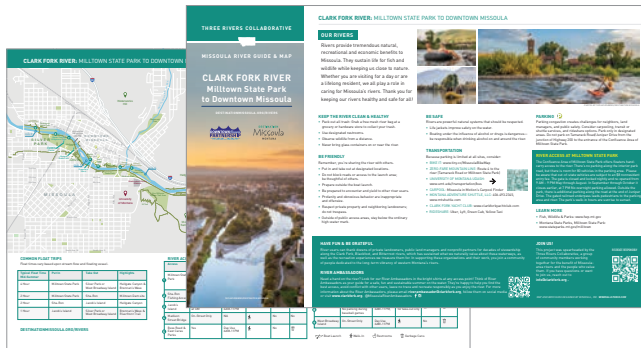
DOWNTOWN RIVER MAP

Destination Missoula continued its work with the Three Rivers Collaborative and Downtown Missoula Partnership to create and update the Downtown River Map and related online resources, which guide visitors and locals to recreate responsibly on our rivers.



20TH ANNIVERSARY

In celebration of Destination Missoula’s 20th anniversary, we initiated a contest, inviting everyone to contribute to our “Top 20 Favorites” list. With 19 heartfelt reasons already identified, we left the 20th spot open, inviting community members and visitors to share their Missoula favorites. This endeavor beautifully captures Missoula’s inclusive vibe and is the perfect way to celebrate Destination Missoula’s 20 years.



Downtown River Map



Mountain Line Map

» FAM FAME *Influencers*

OUR TRAVEL PASSPORT

SAMANTHA AND RYAN LOONEY | JUNE 6-9, 2023

Impressions:

133,888

Reach:

130,812

- 2 Unique Videos Posted to TikTok
- 1 of the Above Mentioned Videos Posted to IG Reels In-Feed
- 5+ Daily IG Stories
- 3 Hi-Res Photos



OUR TRAVEL PASSPORT

» FAM FAME *Earned Media*

HEROES OF HOSPITALITY CAMPAIGN EARNED:

8.7 million readership, *News Break*

DESTINATION MISSOULA BLOG MENTION:

*The 5 Best Places To Visit
If You Want To Take A Winter-Weather Vacation,*
Lindsay Ray, Nov. 6, 2022, as seen in *The List*
— **11.7 million** readership

MEDIA EXPOSURE:

Articles Mentioning Destination Missoula:
400 (up 253% from previous year)

Visit Missoula Article Mentions:
690 (up 230% from previous year)

Total Media Mentions for FY 22-23:
1,090 (up from 322% previous year)

Destination Missoula SEO impact up
30% from previous year and Visit Missoula
Social Media Shares up 59% from last year

FUN EARNED MEDIA FACT:

Destination Missoula's Stewardship Plan for Community Input Article received High Impact readership and overall "positive sentiments" from consumers *(as seen in article shared by NBC Montana, reported by Cision).*

➤ DESTINATION STEWARDSHIP PLAN

In partnership with the Downtown Missoula Partnership, Missoula Montana Airport and the University of Montana, Destination Missoula is embarking on a transformative journey. The Destination Stewardship Plan (DSP) unites Missoula and the surrounding five valleys in a decade-long strategy, aimed at fostering a collaborative and responsible approach to tourism. By engaging with a wide range of community voices, the DSP seeks to identify the ideal visitor, promote economic growth, and safeguard Missoula's natural resources, culture and unique allure.

Destination Missoula marked a significant milestone this fiscal year by finalizing the RFP process and enlisting the guidance of MMGY NextFactor to spearhead our initiatives. This venture took flight in May as we handpicked dedicated community members to form a Stakeholder Committee and held four focus groups and six one-on-one interviews with community leaders. Together, we initiated the journey with the first round of surveys involving both residents and stakeholders, and completed the first of two rounds of Town Hall meetings.



Banner Ad



Flyer



Pop-up Banner

Tourism is a leading industry in Montana.

State of Montana

\$5.82 billion

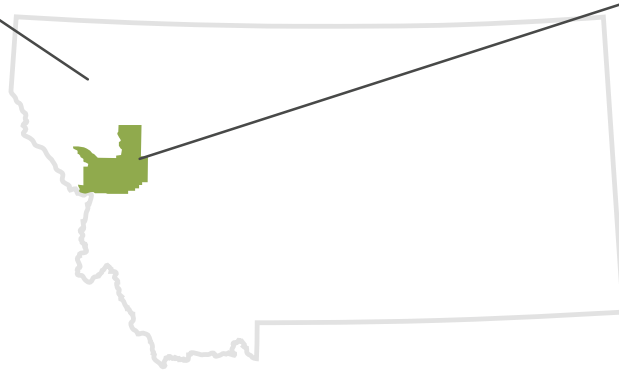
economic impact

43,900

Montana jobs

\$315 million

in state and local taxes



Missoula County

\$390.4 million

economic impact

4,687

Missoula jobs

\$29.4 million

in state and local taxes

MONTANA:
18.6 million
visitors annually

MISSOULA:
1,092,000
visitors spent one or more nights

\$721.00

in Montana Resident taxes saved annually*

*PER AVERAGE HOUSEHOLD



TOTAL VISITORS: 3,551,000

ENPLANED PASSENGERS

2022 **424,945**

2020 **208,391**

2021 **385,818**

2019 **455,272***

*RECORD YEAR

CALL CENTER NUMBERS

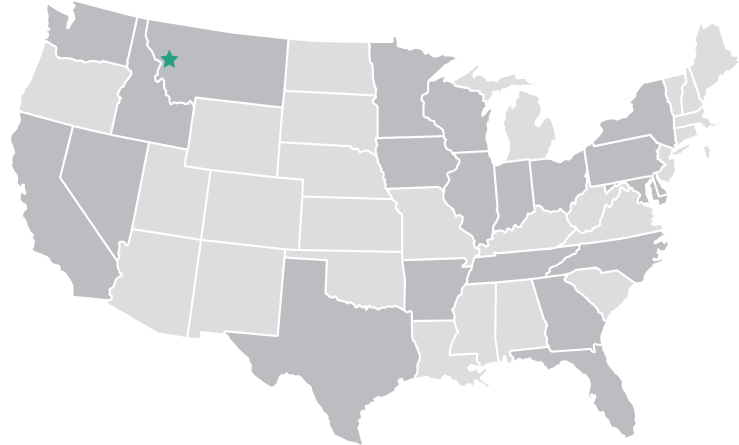
225,093
Inquiries for FY23

231,762
Inquiries for FY22

226,162
Inquiries for FY21

TOP 20 STATES FOR VISITOR GUIDES

1. Texas	11. Minnesota
2. California	12. Missouri
3. Washington	13. New York
4. Florida	14. Tennessee
5. Wisconsin	15. North Carolina
6. Illinois	16. Georgia
7. Idaho	17. Iowa
8. Montana	18. Indiana
9. Ohio	19. Nevada
10. Pennsylvania	20. Maryland



STR REPORT: 2022

Occupancy	ADR	RevPar	Supply	Demand	Revenue
62.9%	\$152.59	\$95.92	1,136,318	714,309	\$108,999,350

TOP 10 WAYS VISITORS FIND US

1. Google (Organic and Paid Listings)	6. Meet Me in Missoula Campaign (ID-MT-WA Focus)
2. Glacier Country Partnership	7. <i>Northwest Travel Guide Directory</i>
3. Digital Audience Paid Targeted Advertising	8. <i>Midwest Living</i>
4. Paid Social Media Campaigns	9. Brand MT Visitmt.com
5. <i>Yellowstone Journal</i> (Print and Digital)	10. <i>Better Homes and Gardens</i>

VISITOR INFORMATION CENTER

Top States

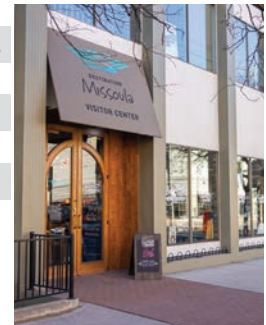
1. California
2. Idaho
3. Minnesota
4. Washington
5. Texas
6. Colorado

Top Countries

1. United States
2. Canada
3. U.K.
4. France
5. Germany
6. Australia

5,185

total visitors



» EXPANDING OUR REACH *Marketing & Communications*

TOTAL AUDIENCE
(excluding TikTok):

+6.3%



SOCIAL MEDIA

- +31.3% Total Impressions
- +82.8% Post Link Clicks
- +7.3% Total Engagement
- +113.6% Video Views (+297.1% on Instagram)
- 722,384 Total Reels Views
- 39 Reels Published (Average of 3.25 a month)

Facebook followers

f 68,100
+5.7%

Pinterest followers

1,190
+7.8%

Instagram followers

26,900
+9.7%

*Twitter followers***

7,172
-0.3%

Organic followers

492

** Micro-blogging site Twitter will purge accounts that have been inactive for years, according to a tweet by CEO Elon Musk, who added that users on the social media platform could see a drop in follower count.

Top Post

[instagram.com/reel/Cisur4jgpMy/](https://www.instagram.com/reel/Cisur4jgpMy/)

2023 DESTINATIONMISSOULA.ORG UNIQUE VISITORS

1,325,407 NEW RECORD

FY22 1,305,104 FY21 1,187,425



DESKTOP

FY23 700,208
 FY22 720,011
 FY21 641,210



SMARTPHONE

FY23 577,096
 FY22 538,990
 FY21 498,718

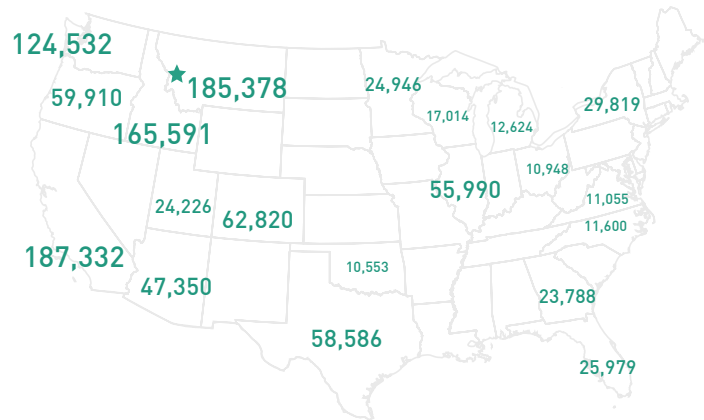


TABLET/OTHER

FY23 48,103
 FY22 46,103
 FY21 47,497

TOP 20 STATES VISITING US ONLINE

California	187,332	Florida	25,979
Montana	185,378	Minnesota	24,946
Idaho	165,591	Utah	24,226
Washington	124,532	Georgia	23,788
Colorado	62,820	Wisconsin	17,014
Oregon	59,910	Michigan	12,624
Texas	58,586	North Carolina	11,600
Illinois	55,990	Virginia	11,055
Arizona	47,350	Ohio	10,948
New York	29,819	Oklahoma	10,553



TOP COUNTRIES

United States Canada U.K. Germany China

MUSIC SPONSORSHIP

Destination Missoula is proud to support the efforts of our music community and the work put in to attract large names. We took the opportunity to lean into the emerging music scene with *Missoula.Live*, a website that focuses on both local and large-scale artists and events. On top of our *Missoula.Live* campaign and online resources, Destination Missoula worked with community stakeholders to support further campaigns promoting Missoula's music scene.

MEET ME IN MISSOULA

There's more to Missoula than summer river floats and winter powder days. Meet Me in Missoula is a campaign specifically designed to encourage shoulder season travel by diving into the community of arts and culture that never hibernates. A weekend getaway contest drives traffic to the website and social media channels, where we continuously highlight and update local events. New record for MMIM Spring 2023: 2,380 Unique Entries, 3,629 Entries! Winter 2022 had 911 Entries.

RECREATE RESPONSIBLY CAMPAIGN

Destination Missoula leaned into our mission of sustainable tourism with a widespread Recreate Responsibly campaign. This campaign reached both future and current visitors with a positive, encouraging and informative message—recreate responsibly as you explore Missoula. With a mix of inspirational and educational materials, we used this campaign to encourage safe and sustainable behavior from our visitors, from leaving no trace to using free shuttles for their next river float.

SPORTS CAMPAIGN

Destination Missoula worked with Learfield and Roots Sports to promote our local sports venues and local sports opportunities. This campaign utilized TV, radio, digital and social outlets to attract sports fans to the land of green fields and loyal locals. This campaign also encouraged tourism centered around Griz sports. There's This Place Where the Outfield is Endless led the campaign as the versatile and wide-reaching tagline.

Missoula.Live



Sports Campaign



Meet Me In Missoula

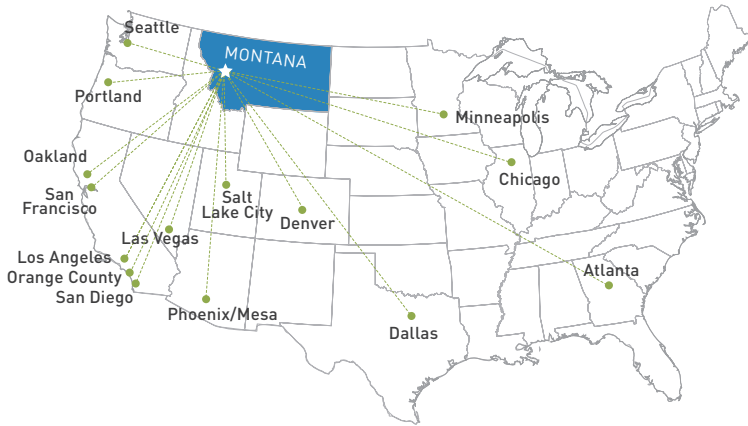


Print Ad

» CONNECTIONS *Strategic Alliances*

PARTNERSHIPS





TAKE FLIGHT
MISSOULA

Destination Missoula and TBID
are Take Flight Missoula's
biggest sponsor.

Take Flight Missoula is a community-led effort to expand air service in Missoula. Increased air service will drive ticket prices down, attract more visitors, benefit economic development and make travel more convenient through increased connectivity. Destination Missoula/TBID contributes \$50,000 annually. This grant is responsible for bringing American Airlines to our market.

DINING GUIDE

In response to the challenges posed by the pandemic and workforce shortages in 2021, we embarked on an ambitious project to support Missoula's restaurant industry, resulting in the creation of the Missoula Dining Guide. As we unveil the second edition, we reflect on the remarkable journey that brought this guide to life. Born out of a commitment to resilience and community support, the guide not only bolstered the local dining scene but also became a treasured resource for both visitors and residents. Showcasing the city's rich culinary diversity and hidden gastronomic gems, the guide stands as a testament to the spirit of Missoula and its ability to come together in times of adversity.

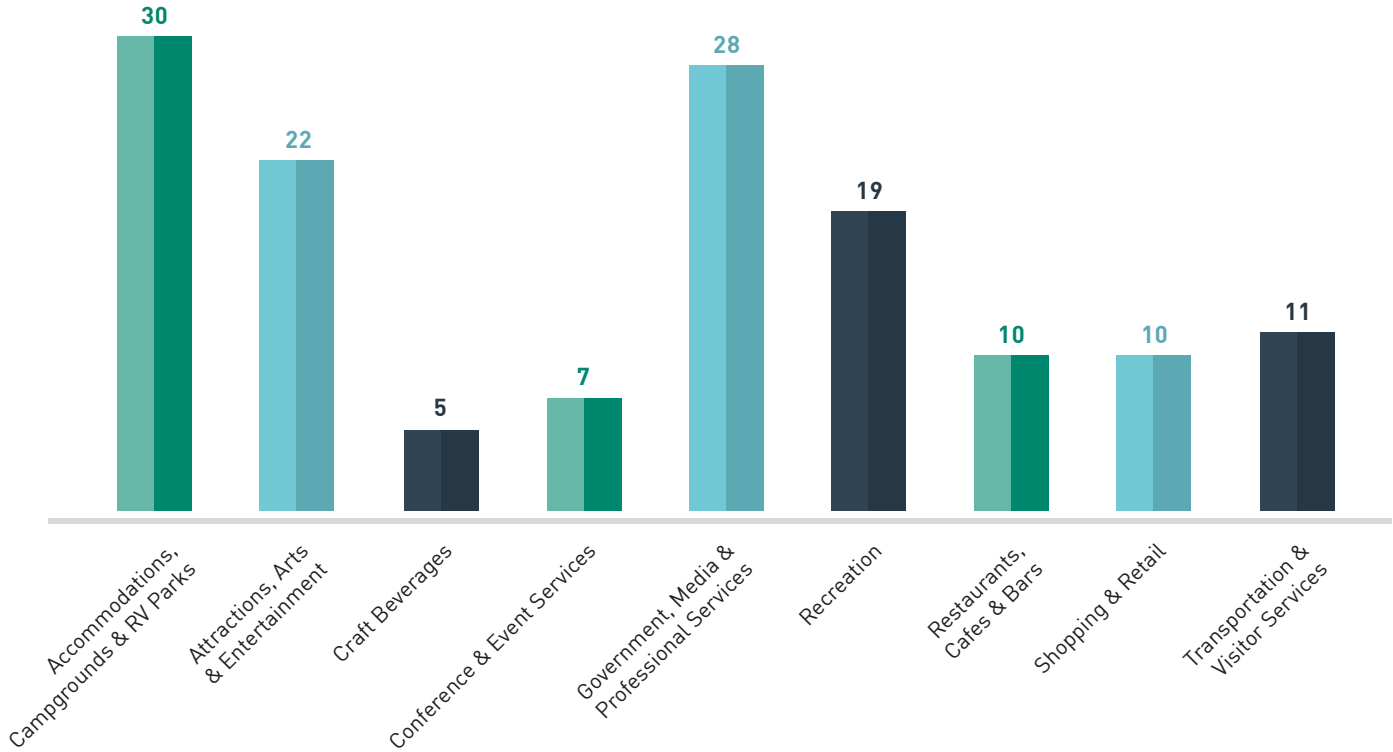


TRAVEL GUIDE 100,000 COPIES

of the Missoula Area Visitor and Relocation Guide were distributed nationally and internationally through the call center, at key partner locations, and in racks from Glacier to Yellowstone and in Spokane. An interactive guide is viewable online as well.

➤ **STRENGTH IN NUMBERS** *Memberships*

PARTNERSHIP INDUSTRY BREAKDOWN FY22-23



DESTINATION MISSOULA PARTNERSHIPS

FY 19/20: 152 (Pre Covid)

FY 20/21: 147

FY 21/22: 147

FY 22/23: 142

» A WINNING COMBINATION *DM & TBID Grants, Sponsorships and Bids Awarded*

COMMUNITY SPONSORSHIP

Organization	TBID Budget	DM Budget	Project
Big Sky State Games	\$2,500.00		2023 Esports Tournament
Missoula County	\$1,000.00	\$1,000.00	Beartracks Bridge Dedication Ceremony
Big Sky Film Institute		\$10,000.00	2023 Big Sky Documentary Film Festival
Association of College Unions International	\$500.00		ACUI Region IV Conference
Loyola High School	\$2,000		Best of the West B/C Tennis Tournament

TBID GRANTS

Event	\$ Granted	Estimated Attendance	Estimated Economic Impact
2023 Treasure State Superdraft	\$4,000.00	200	\$180,705.00
MT High School Esports Tournament	\$1,500.00	300	\$23,902.00
City to Sky 50k Race	\$5,000.00	300	\$35,141.00
Montana Tango Festival	\$3,000.00	200	\$69,122.00
2023 Pan Am Cyclocross Championships	\$15,000.00	2000	\$312,066.00

BIDS AWARDED

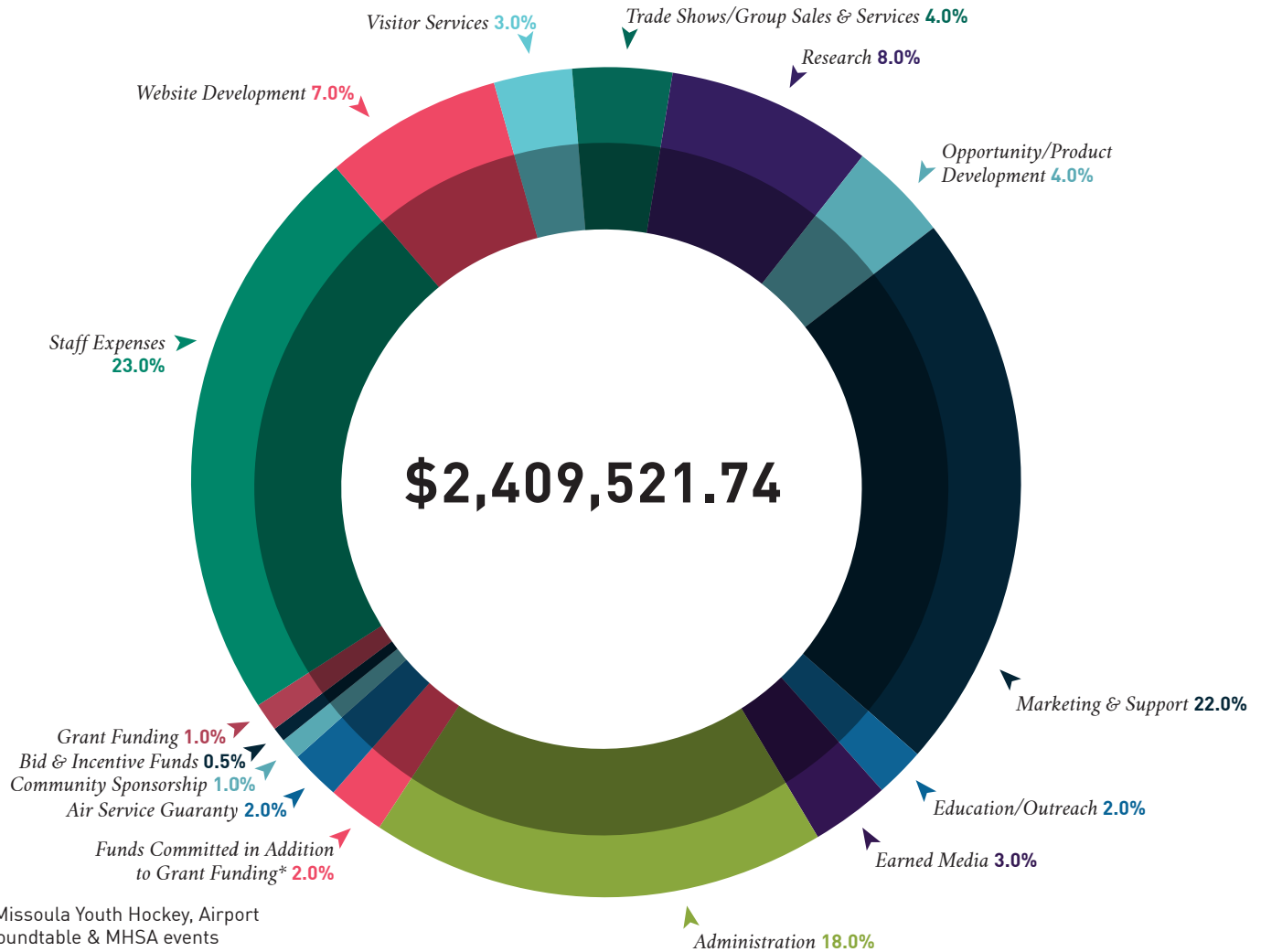
Event	Date
Montana High School Association All State Cross Country	October 2022
Montana High School Association State AA Volleyball Divisionals	November 2022
Western A Tip Off	December 2022



Calgary Outdoor Show

» COMBINED FUNDING 2022-2023 Budget

BED TAX, TBID, PRIVATE



» OUR TEAM *Board & Staff*

STAFF

Barbara Neilan
Executive Director

Sage Grendahl
Director of Operations

Kara Bartlett
Group Sales Manager

Emily Rolston
Group Sales Manager

Mary Holmes
TBID & Partnership Development Manager

Courtney Brockman
Visitor Services & Administrative Coordinator

Stephanie Inge
Alec Karnik
David Moore
Grace Weigand
Seasonal Staff

FY22-23 TBID BOARD OF DIRECTORS

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Days Inn & Suites-Downtown University

Whitney Bergmann
Best Western Grant Creek Inn

Jim McLeod
*Farran Realty Partner, LLC
(Representing the Doubletree
by Hilton Missoula Edgewater)*

Dan Monahan
Doubletree by Hilton Missoula Edgewater

Kim Sawyer
Fairfield Inn & Suites Missoula

Mimi Gustafson
Holiday Inn Missoula Downtown

FY22-23 DM BOARD OF DIRECTORS

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Grizzly Athletics – U of M

Stephen Simpson
Past President

Terri Raugland
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Blackfoot River Outfitters

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Dorsey & Whitney LLC

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Travelers' Rest Connection

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JCCS Accounting

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Ben Horan
Five Valleys Land Trust

Kim Sawyer
Fairfield Inn & Suites Missoula

Rachel Gregg
Big Sky Film Institute

Christy Lefler
Townsquare Media

Karen Schlatter
Brand Manager – U of M

Mimi Gustafson
Holiday Inn Missoula Downtown

Tucker Sargent
Lacrosse & Hockey – U of M

Raz Schneider
Second Set Bistro

DESTINATION
Missoula
MONTANA



DESTINATIONMISSOULA.ORG