

DESTINATION
Missoula

Missoula
TOURISM BUSINESS IMPROVEMENT DISTRICT

DESTINATIONMISSOULA.ORG



economic impact in Missoula County

\$307.1 MILLION ANNUALLY

+ The economic impact of tourism in Missoula County is over **\$307.1 million annually**, with the majority of the expenditures occurring in Missoula.

+ Tourism in Missoula also pays **\$18.16 million** in state and local taxes—helping to decrease each Montana family’s tax bill by over **\$426 annually**.

INSPIRE VISITORS

by promoting Missoula as world-class destination through advertising and marketing.



BETTER ECONOMY FOR MISSOULA

plus more jobs and more funding for Missoula's TBID.

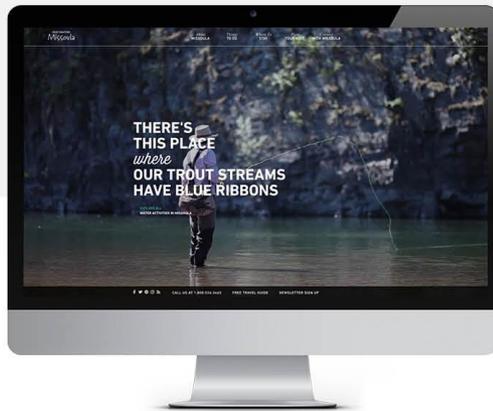
VISITORS MAKE MORE TRIPS TO MISSOULA

Turn first-time visitors into repeat visitors.

VISITORS SPEND MONEY

on hotel stays, restaurants, music shows, outdoor recreation and more throughout Missoula.

destination missoula's REACH



1,000,000
UNIQUE WEBSITE
VISITORS



200,000
ANNUAL INQUIRIES
CALL CENTER & ONLINE



78,000
SOCIAL MEDIA
FOLLOWERS

130,000
PROJECTED SOCIAL
REACH

print ADVERTISING



THERE'S THIS PLACE
where
ADVENTURE
MEETS FRESH
MOUNTAIN AIR

DESTINATION
Missoula
MONTANA

The mountains are less than three hours from DFW. Wake up in Dallas, kick up your heels on a quick nonstop flight and find yourself in Missoula's fresh alpine air by noon.

Call 1.800.526.3465 or visit destinationmissoula.org/dmagazine for a free travel guide.

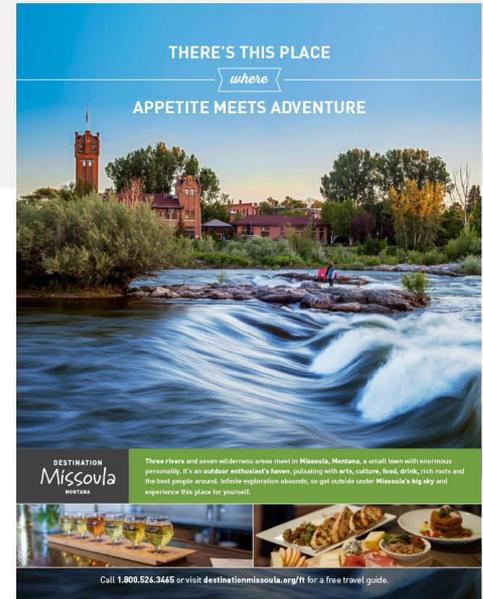


THERE'S THIS PLACE
where
THE GREAT OUTDOORS ARE
RIGHT OUTSIDE YOUR DOOR.

Three rivers and seven wilderness areas meet in Missoula, Montana, a small town with enormous personality. It's an outdoor enthusiast's haven, pulsating with arts, culture, food, drink, rich roots and the best people around. Infinite exploration abounds, so get outside under Missoula's big sky and experience this place for yourself.

VISIT DESTINATIONMISSOULA.COM/RMI-OR, CALL 406.532.3250 TO START PLANNING YOUR TRIP.

DESTINATION
Missoula



THERE'S THIS PLACE
where
APPETITE MEETS ADVENTURE

DESTINATION
Missoula
MONTANA

Three rivers and seven wilderness areas meet in Missoula, Montana, a small town with enormous personality. It's an outdoor enthusiast's haven, pulsating with arts, culture, food, drink, rich roots and the best people around. Infinite exploration abounds, so get outside under Missoula's big sky and experience this place for yourself.



Call 1.800.526.3465 or visit destinationmissoula.org/te for a free travel guide.

digital
ADVERTISING



THERE'S
THIS PLACE
where
ADVENTURE
FINDS YOU

DESTINATION
Missoula
MONTANA

START PLANNING YOUR NEXT ADVENTURE

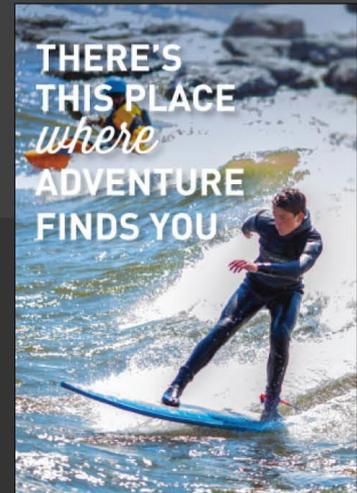
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Missoula
MONTANA

START PLANNING YOUR NEXT ADVENTURE



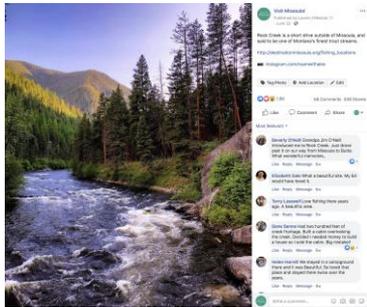
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Missoula
MONTANA

START PLANNING YOUR NEXT ADVENTURE

→

social MEDIA



visitmissoula Waterworks Hill puts on a colorful show every year when spring rolls around. #VisitMissoula #Missoula #TheresThisPlace @eli.missoula



visitmissoula There's a lot to be thankful for here in Missoula ❤️ We hope everyone's day is filled with family, friends, and (of course) food. #VisitMissoula



6:45 PM - 19 May 2019
18 Retweets 78 Likes



destination missoula & **TAKE FLIGHT**

- + DM/TBID funds are the largest supporter of Take Flight, Missoula's air service guaranty fund
- + To date, DM/TBID have contributed over **\$250,000**
- + Funds are used as incentive for new airlines to come to the market and for existing airlines to expand direct service into new markets
- + In 2018, the Missoula International Airport served **848,444 passengers**, a **9.8% increase**





destination missoula & **TAKE FLIGHT**

- + Take Flight was instrumental in bringing American Airlines into the Missoula market.
- + Since American came into our market airfares have consistently fallen and are now the lowest in the State.
- + 2018 Q3 – airfare down 3% - savings \$1.5 million
- + 2018 Q4 – airfare down 11% - savings \$5 million
- + 2019 Q1 – airfare down 15% - savings \$5.7 million
- + In 2018, the Missoula International Airport served **848,444 passengers**, a **9.8% increase**



missoula tourism business **IMPROVEMENT DISTRICT**

- + The Accommodations Tax (Bed Tax) in Montana is 7%
- + 4% of that goes toward tourism promotion
- + 3% of that goes directly into the General Fund to help pay for essential services in our state
- + Car rentals are also taxed at 4%
- + None of that money goes back into the industry



missoula tourism business **IMPROVEMENT DISTRICT**

- + Destination Missoula officially manages the bed tax funding and Missoula Tourism Business Improvement funds
- + TBID is a \$2/occupied room night fee
- + These funds are used for tourism promotion, research and directly benefit our community



missoula tourism business **IMPROVEMENT DISTRICT**

- + In the nine years since it's inception in 2010, the Missoula TBID Grant Fund has awarded **65 events** resulting in an economic impact of over **28 million dollars** to the Missoula community.
- + In 2017-2018, the Missoula TBID provided grants to 5 cultural and sporting event generating an additional **\$1,016,000.00** for the Missoula economy.
- + We also help to directly sponsor numerous community events that don't qualify for grant funding but are important to the vitality of our community.



marketing missoula's
MUSIC SCENE





CLAYPOOL LENNON DELIRIUM
JUN 22, 2019
METEOR HOUSE AMPHITHEATER
\$23.50

[VIEW ALL UPCOMING SHOWS](#)

SUMMER CONCERTS IN MISSOULA ANNOUNCED

[VIEW MISSOULA MUSIC NEWS](#)

CHLOE GENDROW

[MEET A LOCAL MUSICIAN](#)

[MORE LOCAL MISSOULA ARTISTS](#)

Live Music in Missoula, Montana

Missoula moves to its own rhythm, inspired by the hum of the wilderness or the constant sway of the river that runs through the city itself. And from that rhythm comes a music culture that is as central to this place as the mountains that surround the city's boundaries. The musicians who call Missoula home range from garage rockers to classical masters, and this funky mountain town attracts headliners from all around the world to play in our intimate venues. Missoula's music is more than sound—it is a community of innovators, of fearless leaders, and of friends. To truly understand the unexpected wonder of Missoula's music culture, come experience it yourself and see why Missoula is one of the top-growing music cultures in the country.

visitmissoula
Missoula, Montana

KETTLEHOUSE AMPHITHEATER
giveaway

GREENSKY
BLUEGRASS

LOGAN PRESENCE

Liked by restyleclothingexchange and 167 others

visitmissoula Meet your friends and family in Missoula, Montana, on August 10th for KettleHouse Amphitheater's ultimate bluegrass concert... more

View all 5 comments

July 27, 2018

visitmissoula

Liked by glaciermt and 215 others

visitmissoula If you haven't experienced riverside live music at the @kettlehouseamphitheater yet, it's time to treat yourself to some concert tickets... more

View all 6 comments

5 days ago

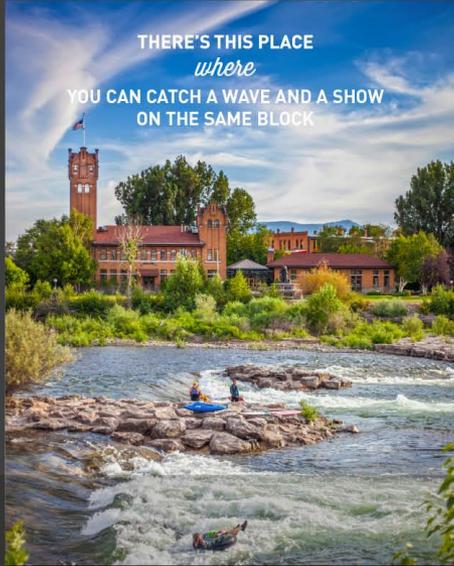
Visit Missoula!
Published by Kathleen Goodwin [?] · August 13, 2018 · Like Page

Tonight's the night: Pearl Jam plays Washington-Grizzly Stadium in Missoula!

3,471 People Reached 315 Engagements Boost Post

👍❤️👉 107 3 Comments 17 Shares

THERE'S THIS PLACE
where
YOU CAN CATCH A WAVE AND A SHOW
ON THE SAME BLOCK



Our Summer Lineup

MUMFORD & SONS • FORDIGNER • REBELLION • SLIGHTLY STOOPID • NORA JONES • TRAMPLED BY TURTLES
MELISSA ETHERIDGE • MARILYN MANSON • CAGE • BEN FOLDS • INCUBUS • BON IVER • AMOS LEE
UNCLE KRACKER • BLITZEN TRAPPER • INDIGO GIRLS • TESLA • DAVID CROSBY & FRIENDS
LORD HURON • SHANEY GRAVES • PORTUGAL THE MAN • UMPHREY'S MCGEE • JOHN BUTLER TRIO • GARY CLARK JR.
GREENSKY BLUEGRASS • JASON ISBELL & THE 400 UNIT • ROBERT PLANT & THE SENSATIONAL SPACE SHIFTERS • IRATION
CLAMP • HIPPO CAMPUS • BIG WILD • GLEN HANSLORD • PEPPER • RODNEY CROWELL • KIP MOORE
JACKSON BROWNE • ANI DIFRANCO • FLYING LOTUS IN 3D • SHINEDOWN • THE WAR AND TREATY
WHISKEY MYERS • THE STRUTS • NITTY GRITTY DIRT BAND • LUKE COMBS • CAFE TACVBA
STEVE MILLER BAND AND MARTY STUART • B-52'S • BERLIN • OMB • K.FLAY • RIVER CITY ROOTS FESTIVAL

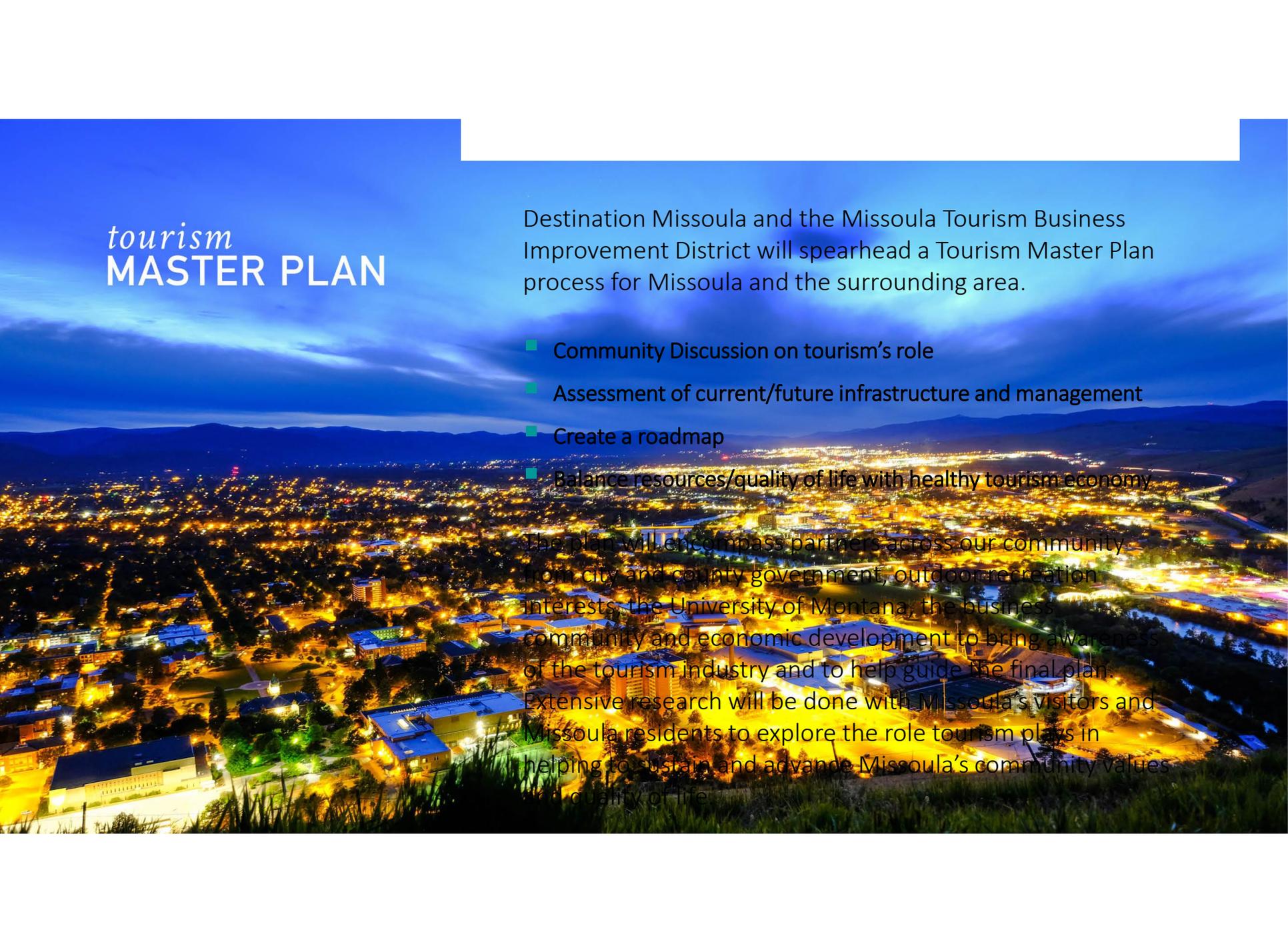
MORE TO BE ANNOUNCED AT MISSOULA.LIVE

DESTINATION
Missoula
MONTANA

Call 1.800.526.3465 or VISIT MISSOULA.LIVE FOR MORE INFORMATION

tourism
MASTER PLAN





tourism MASTER PLAN

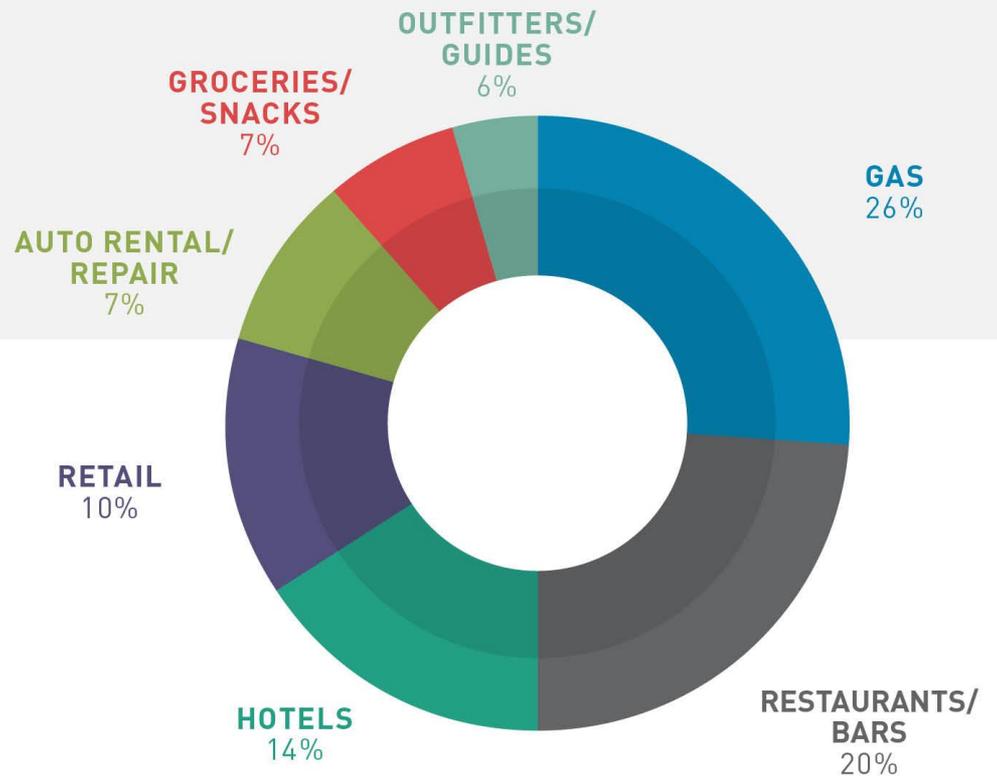
Destination Missoula and the Missoula Tourism Business Improvement District will spearhead a Tourism Master Plan process for Missoula and the surrounding area.

- Community Discussion on tourism's role
- Assessment of current/future infrastructure and management
- Create a roadmap
- Balance resources/quality of life with healthy tourism economy

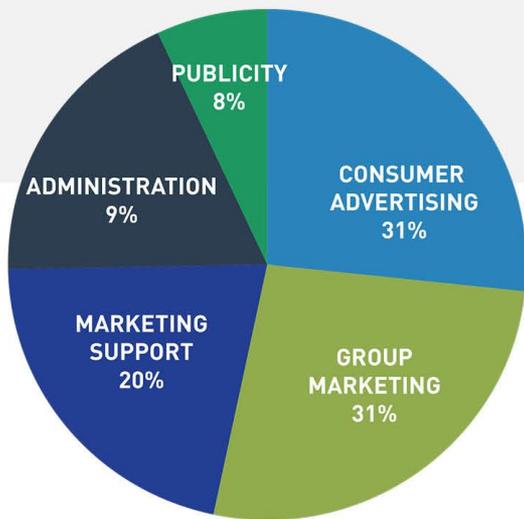
The plan will encompass partners across our community from city and county government, outdoor recreation interests, the University of Montana, the business community and economic development to bring awareness of the tourism industry and to help guide the final plan. Extensive research will be done with Missoula's visitors and Missoula residents to explore the role tourism plays in helping to sustain and advance Missoula's community values and quality of life.

where visitors
SPEND MONEY

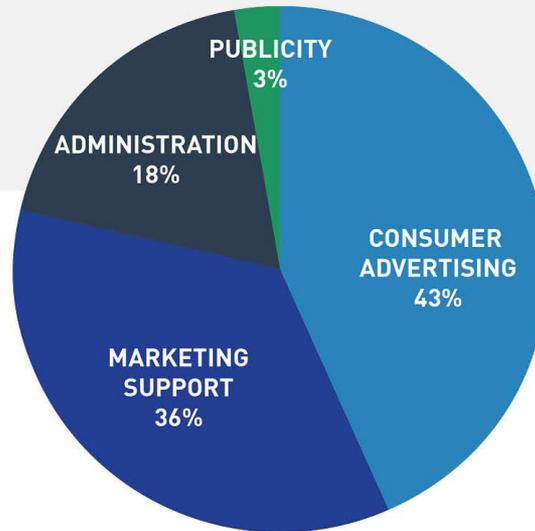
26%	GAS
20%	RESTAURANTS/BARS
14%	HOTELS
10%	RETAIL
7%	AUTO RENTAL/REPAIR
7%	GROCERIES/SNACKS
6%	OUTFITTERS/GUIDES



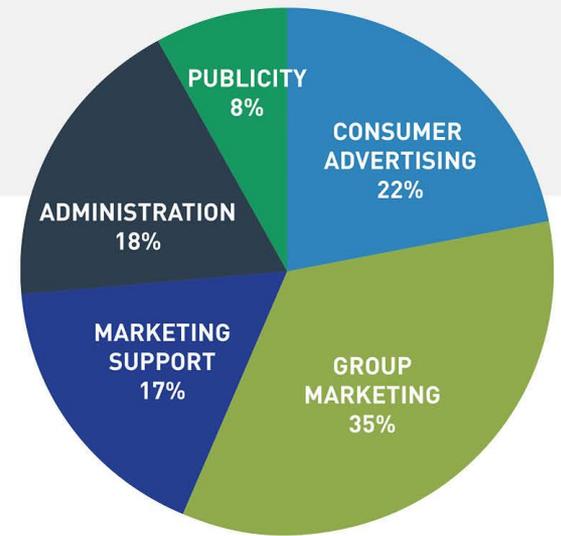
destination missoula
BUDGET



COMBINED FUNDING



BED TAX



TBID



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TOURISM BUSINESS IMPROVEMENT DISTRICT

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