

# TOURISM IN MISSOULA

DESTINATION  
*Missoula*  
MONTANA



## OUR MISSION

Promoting responsible and sustainable year-round tourism.

## OUR VISION

A vibrant and inclusive quality of life, place, and experience for both our community and visitors.

*Tourism is a leading industry in Missoula County.*  
(2022)



TOURISM REDUCES THE AVERAGE TAX BURDEN ON EVERY MONTANA HOUSEHOLD BY **OVER \$721**.

**36**  
Hotels

### MISSOULA OCCUPANCY

2022: **62.9%**  
2021: **61.3%**  
2020: **50.5%**  
2019: **62.4%**  
2018: **64.4%**

### TOTAL VISITORS

2022: **3,551,000**  
2021: **3,196,000**  
2020: **3,411,000**  
2019: **2,876,000**

### STAYED ONE OR MORE NIGHTS

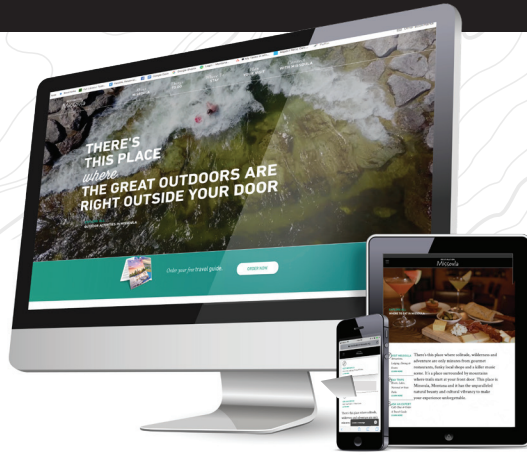
2022: **1,092,000**  
2021: **917,000**  
2020: **960,000**  
2019: **1,065,000**



# DESTINATION MISSOULA: BY THE NUMBERS

DESTINATIONMISSOULA.ORG

**1,305,104**  
*Unique Visitors*  
in 2022



CALL CENTER

**231,762**  
*Inquiries*

SOCIAL MEDIA AUDIENCE

*Over*  
**100,000**

## TBID GRANTS

The purpose of the Tourism Business Improvement District (TBID) Grant Fund is to provide funding to new and/or growing meetings and events that will provide economic impact through increased hotel room nights and other spending within the Missoula community.

**76**  
*Events*

**\$468,408**  
*Total Money Awarded*

**\$29,152,964**  
*Estimated Economic Impact*

*Examples of Grant Awardees: Backcountry Hunters & Anglers, Big Sky Documentary Film Festival, MisCon, Missoula Softball Association, Special Olympics of Montana, Travelers' Rest Connection*

## COMMUNITY SPONSORSHIP

Community Sponsorships are awarded to events and projects that are important to the Missoula community that may be outside of the criteria of the TBID grant program. TBID and Destination Missoula both contribute to the Community Sponsorship Program.

**23**  
*Total Sponsorships Awarded*

**\$154,300**  
*Total Money Awarded*

*Examples of Community Sponsorship Awardees: A Carousel for Missoula, Downtown Missoula Partnership, Glacier Ice Rink, MTB Missoula, Missoula Midtown Association, Montana Natural History Center*

## FLIGHT GUARANTY PROGRAM

The Tourism Business Improvement District works in close partnership with the Missoula Montana Airport and community partners to bring new airlines, increase direct flights, convert seasonal flights to year-round service to Missoula and the surrounding area. These efforts brought Frontier and American Airlines into the marketing, as well as expanded direct flight markets into Seattle, Portland, Oakland, San Francisco, Los Angeles, Orange County, San Diego, Las Vegas, Salt Lake City, Phoenix/Mesa, Denver, Dallas, Minneapolis, Chicago and Atlanta. The Tourism Business Improvement District has directly contributed \$389,000 to date, and allocates \$50,000 per year to the guaranty.

**\$389,000**  
*Total Contribution*

**\$50,000**  
*Allocated Each Year*