

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**

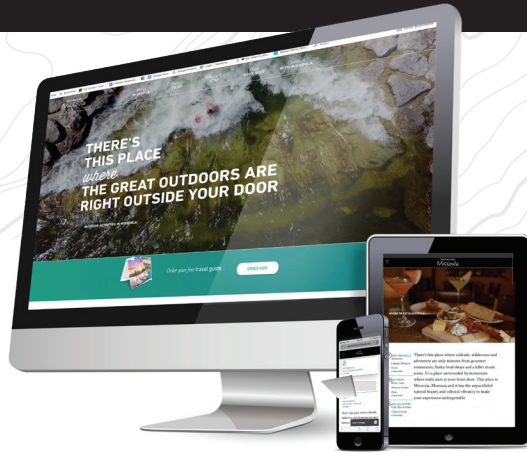
STAYED ONE OR MORE NIGHTS

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