



TRAVEL MONTANA

-- REVENUE UPDATE --

PRESENTED TO THE
TOURISM ADVISORY COUNCIL

BILLINGS, MONTANA
OCTOBER 7, 2008



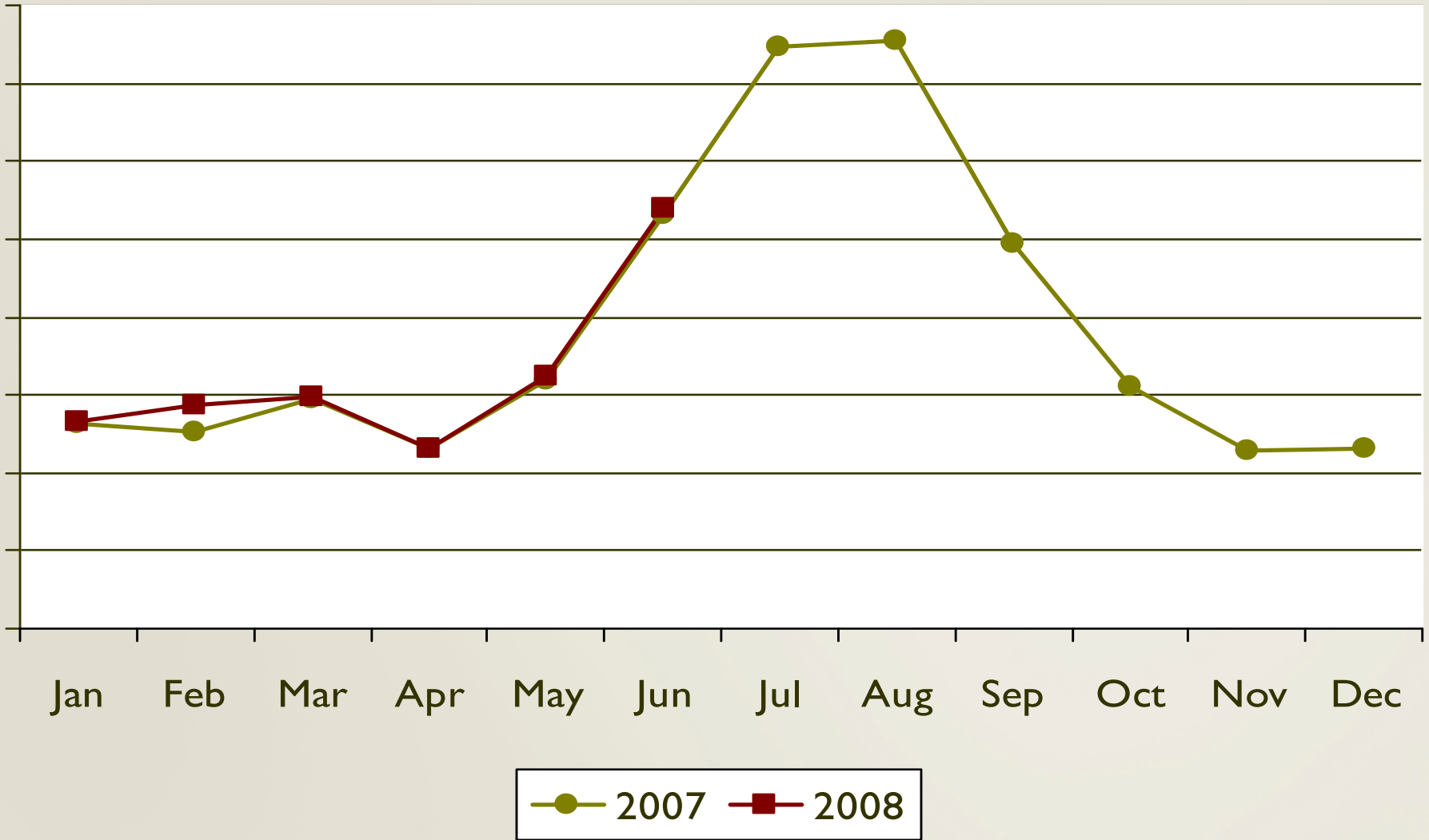


2007-2008
7% LODGING TAX
MONTHLY COLLECTIONS
REPORTED TO THE
DEPARTMENT OF REVENUE

*(Only reflects those businesses that have
voluntarily reported monthly figures)*



STATEWIDE COLLECTIONS



Data Source-MT Dept. of Revenue

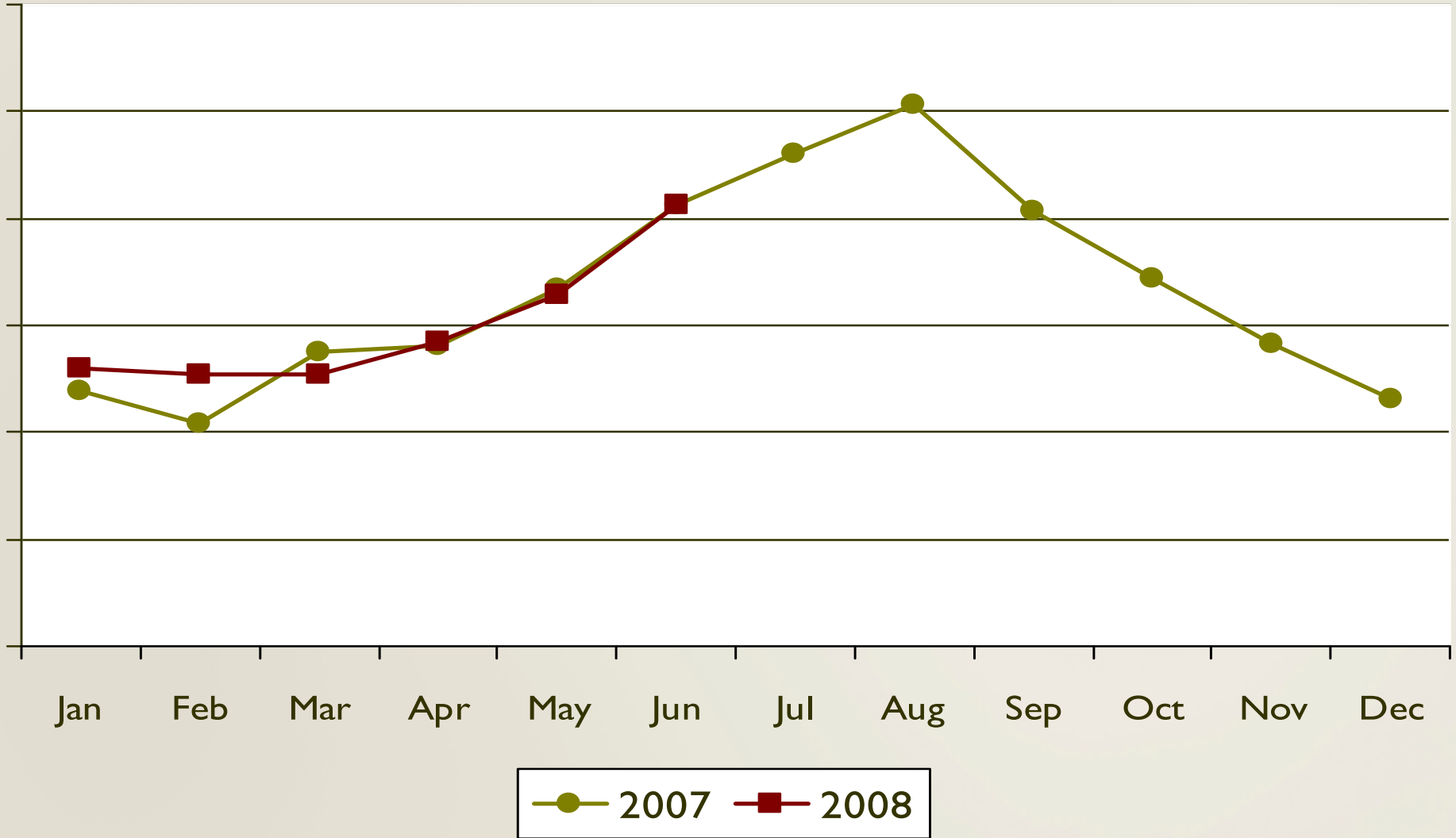


TOURISM REGIONS



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

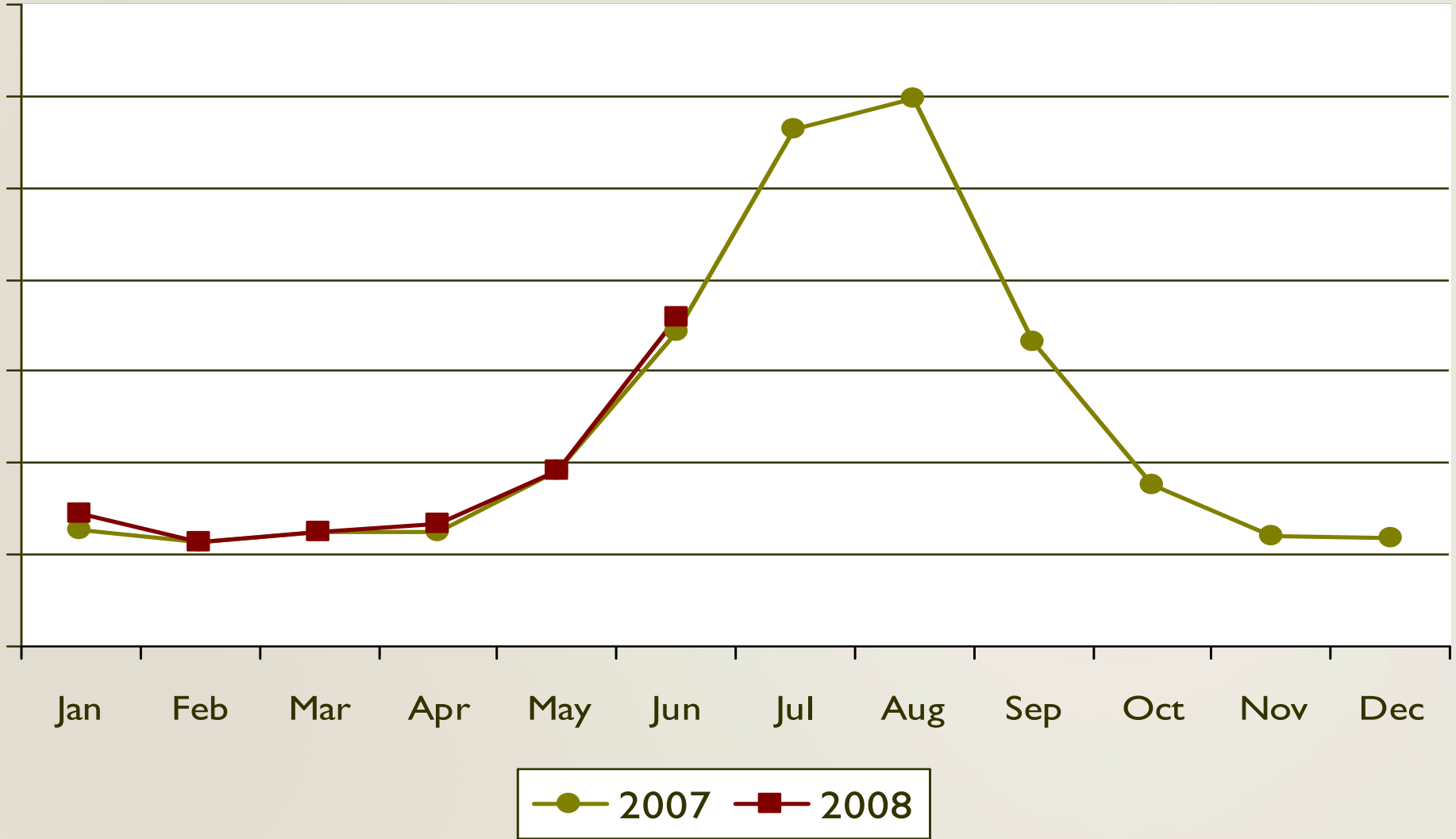
CUSTER COUNTRY



Data Source-MT Dept. of Revenue



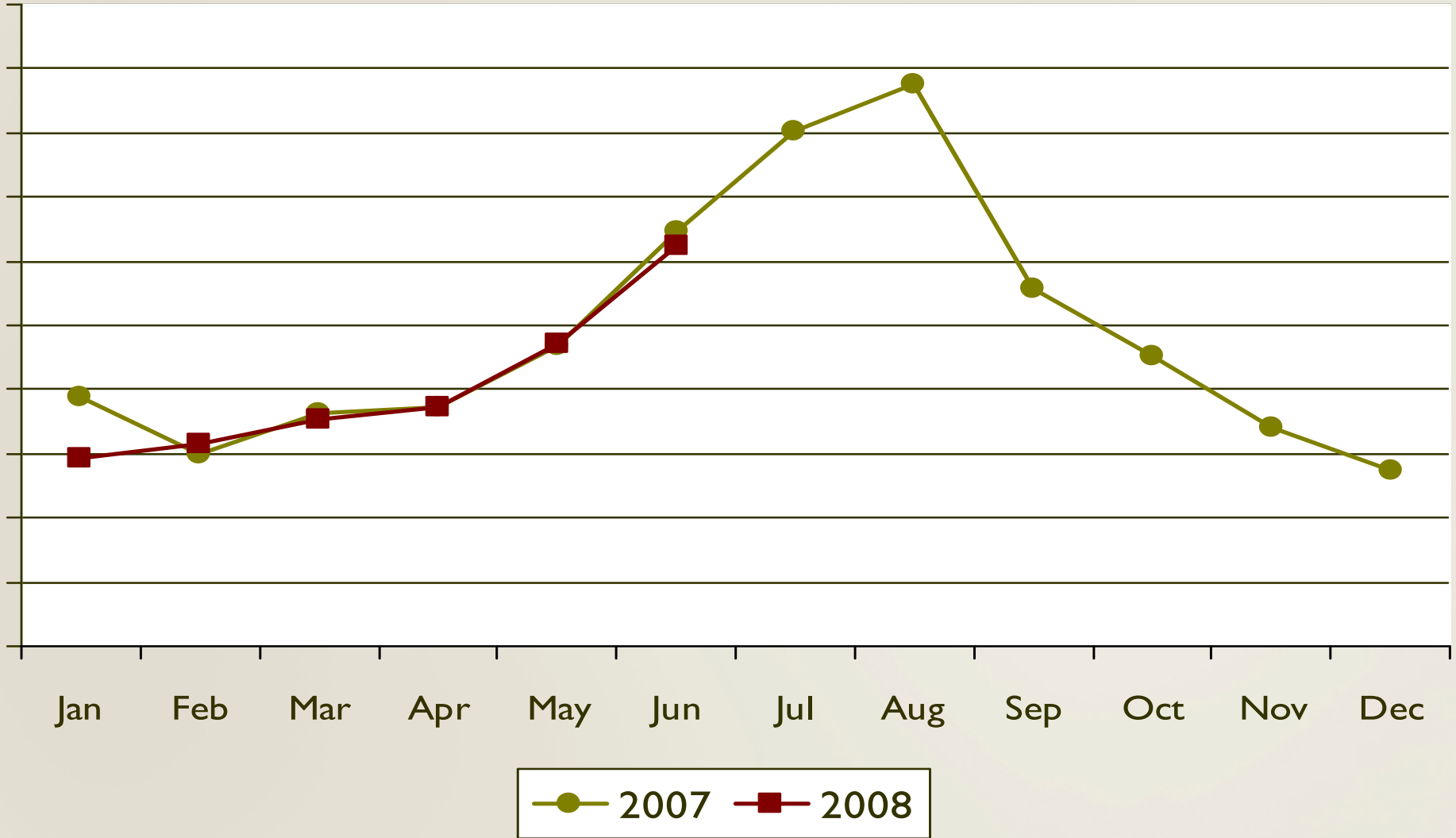
GLACIER COUNTRY



Data Source-MT Dept. of Revenue



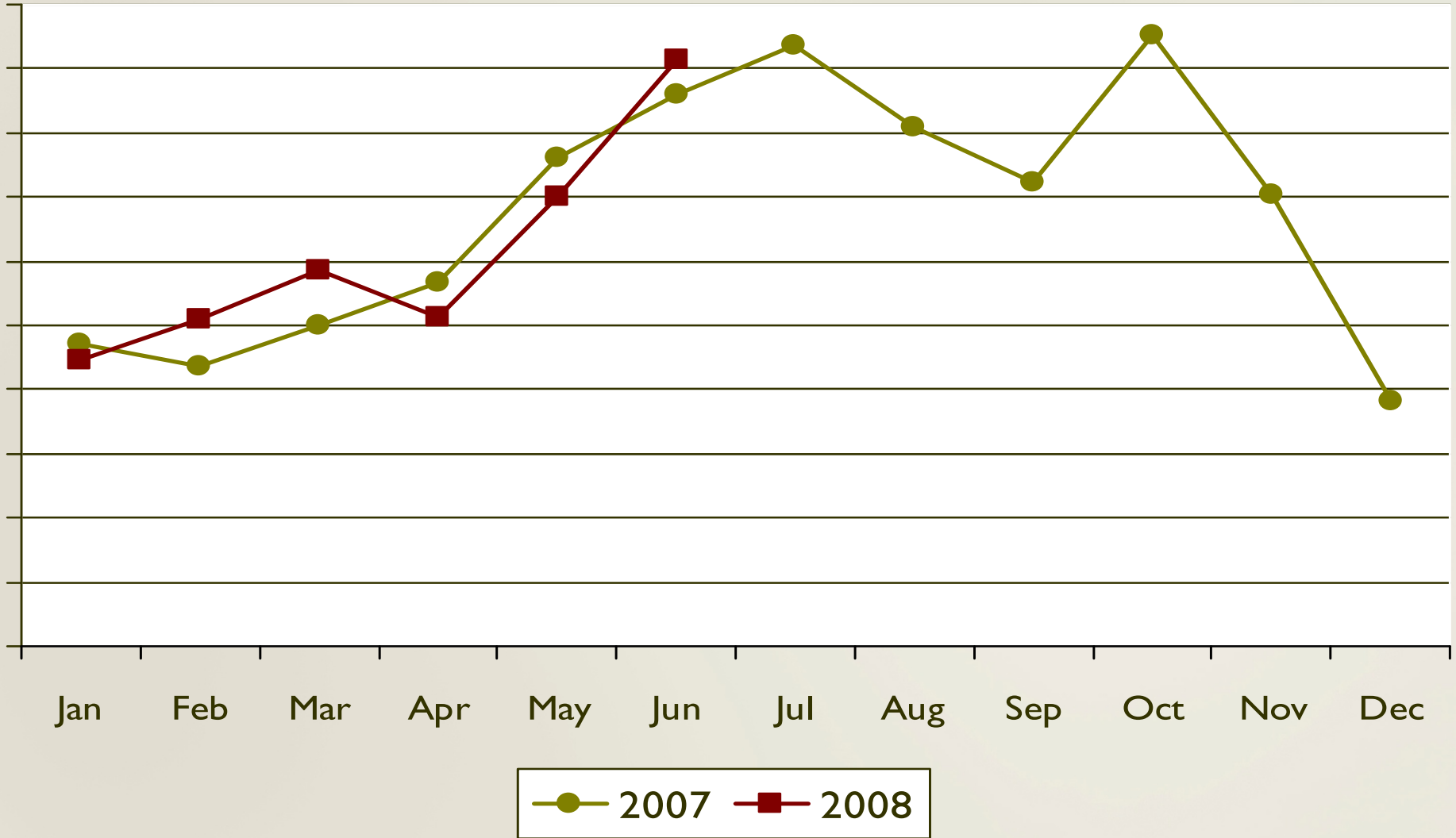
GOLD WEST COUNTRY



Data Source-MT Dept. of Revenue



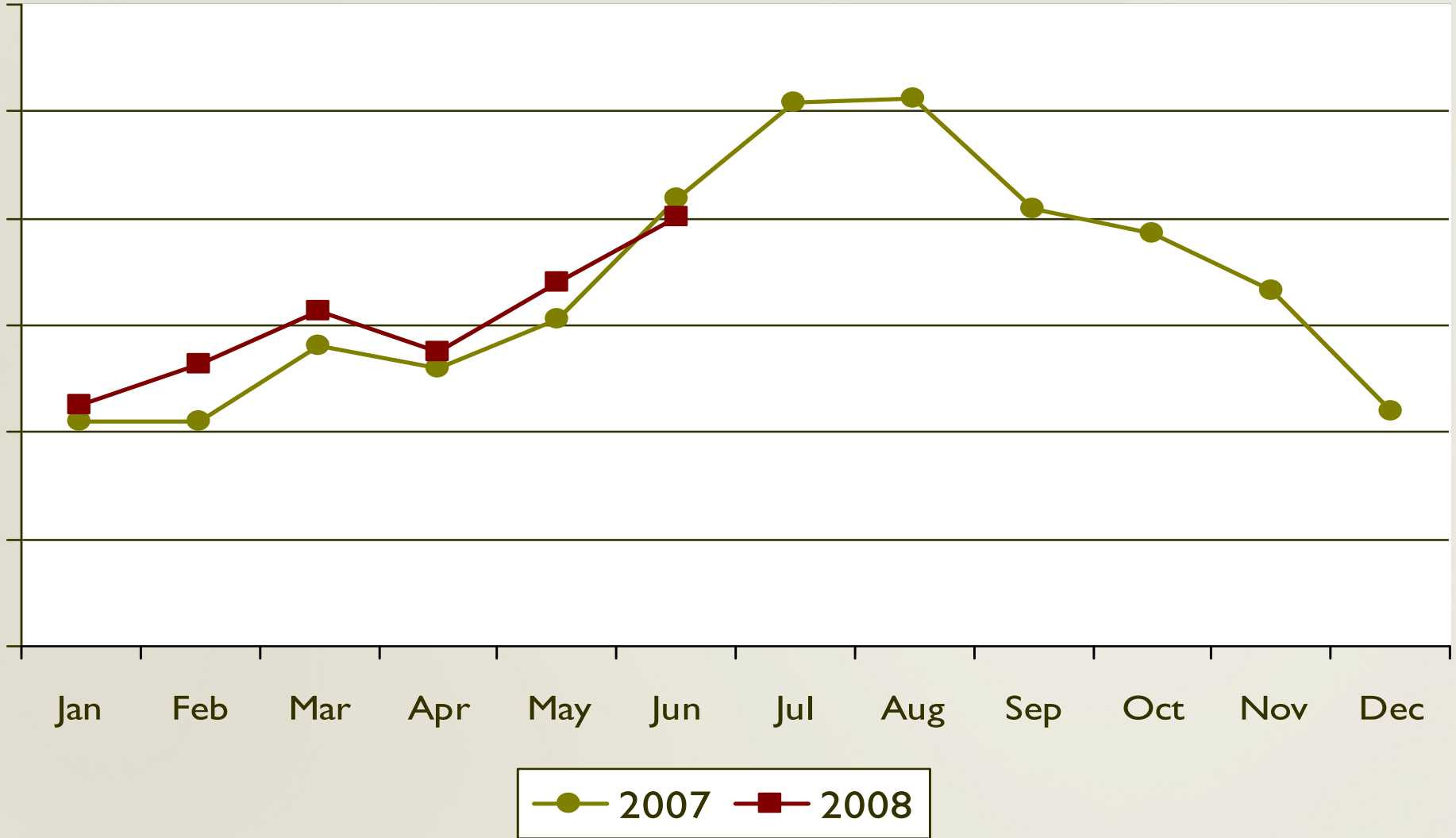
MISSOURI RIVER COUNTRY



Data Source-MT Dept. of Revenue



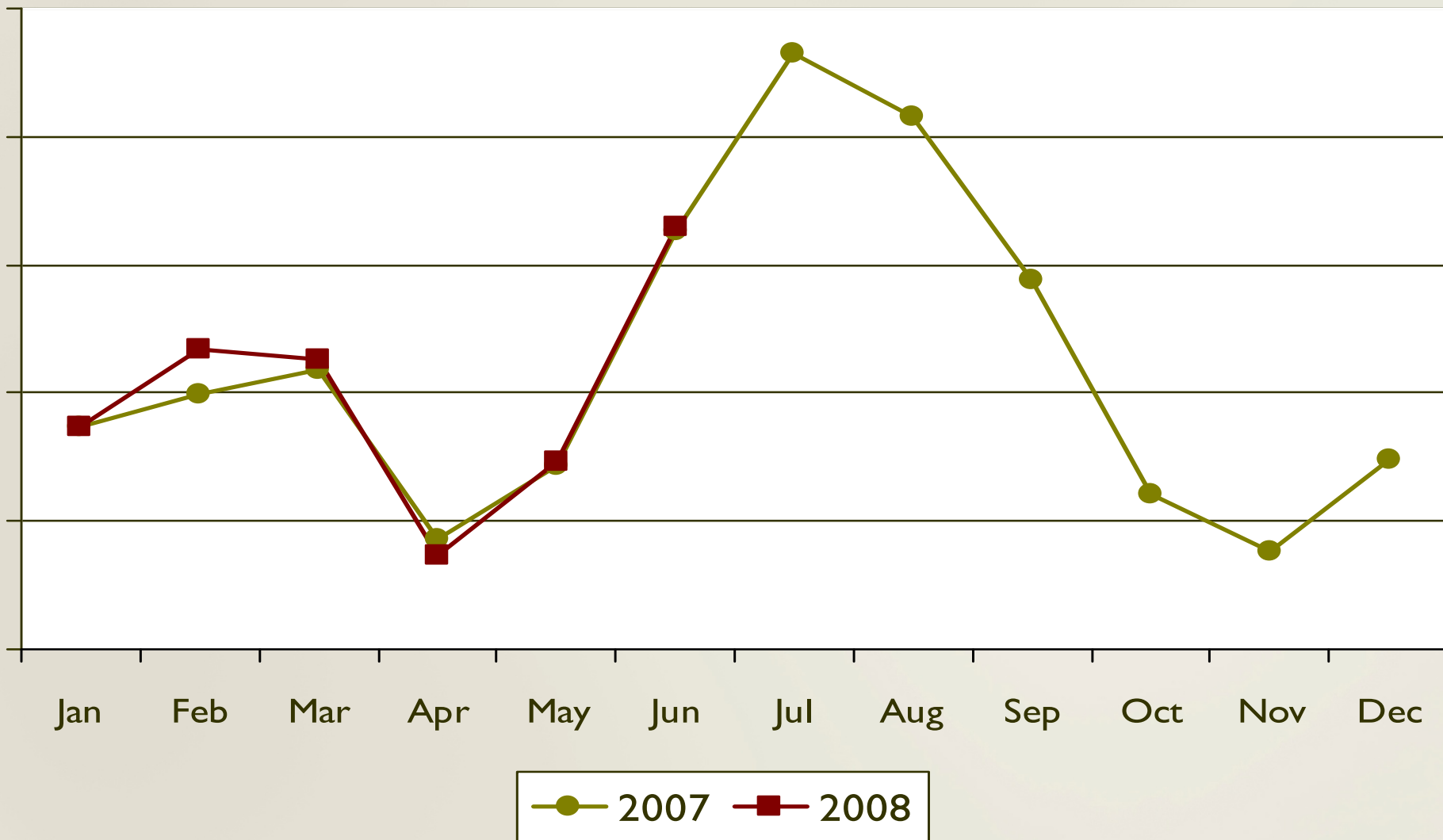
RUSSELL COUNTY



Data Source-MT Dept. of Revenue



YELLOWSTONE COUNTRY



Data Source-MT Dept. of Revenue





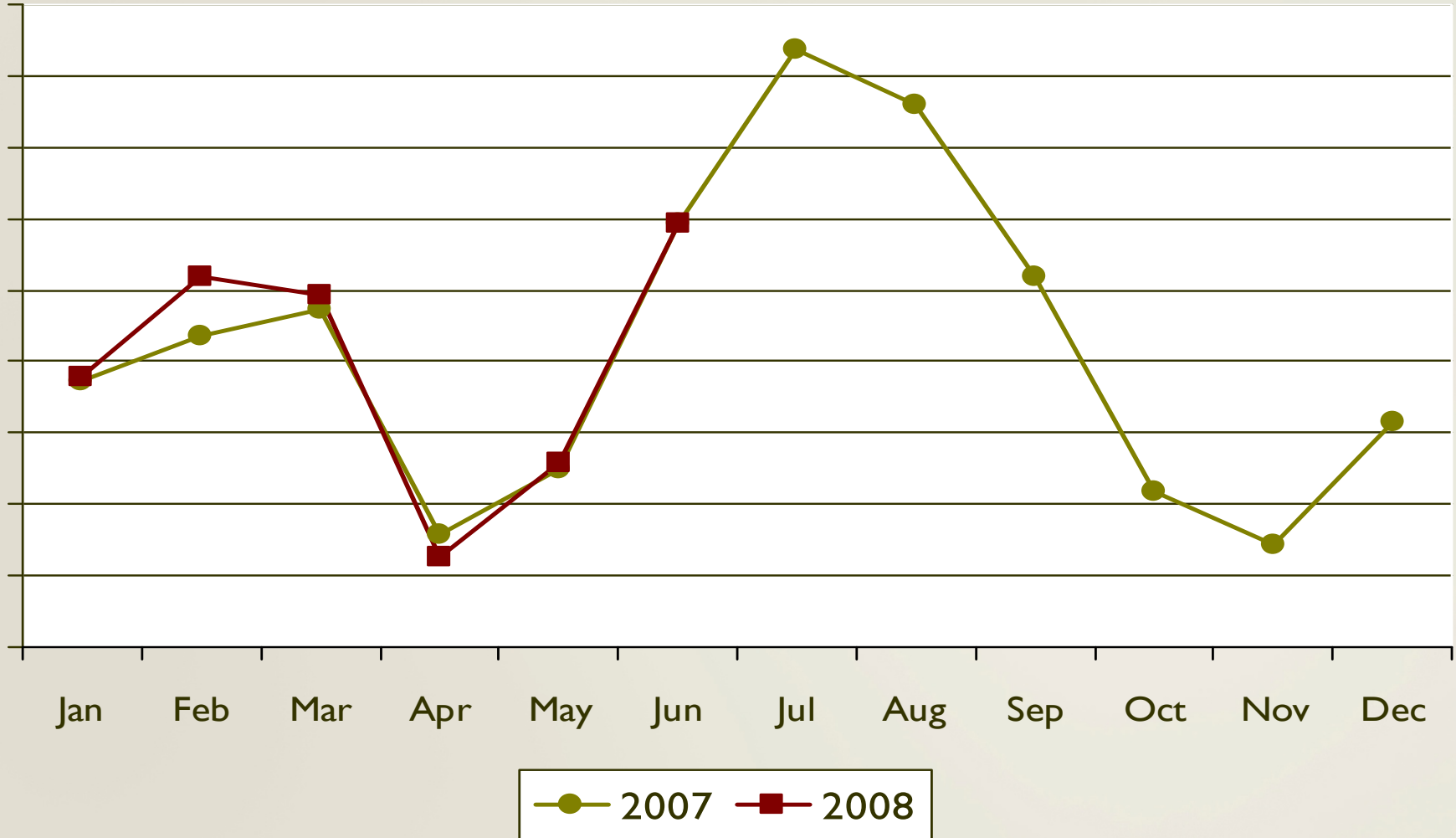
COUNTIES WITH CVB'S



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

GALLATIN COUNTY

(INC. BIG SKY, BOZEMAN, WEST YELLOWSTONE)

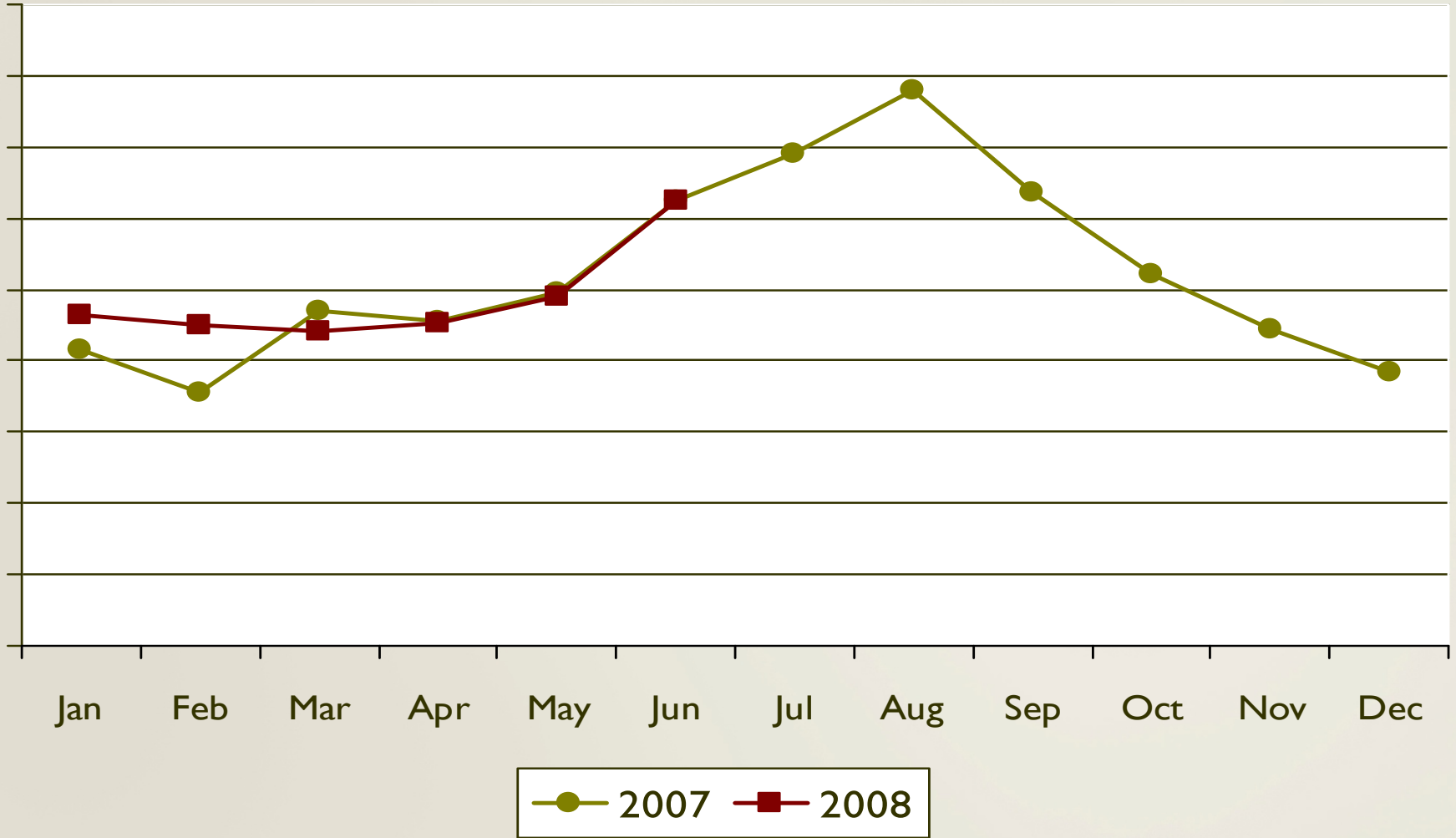


Data Source-MT Dept. of Revenue



YELLOWSTONE COUNTY

(INC. BILLINGS)

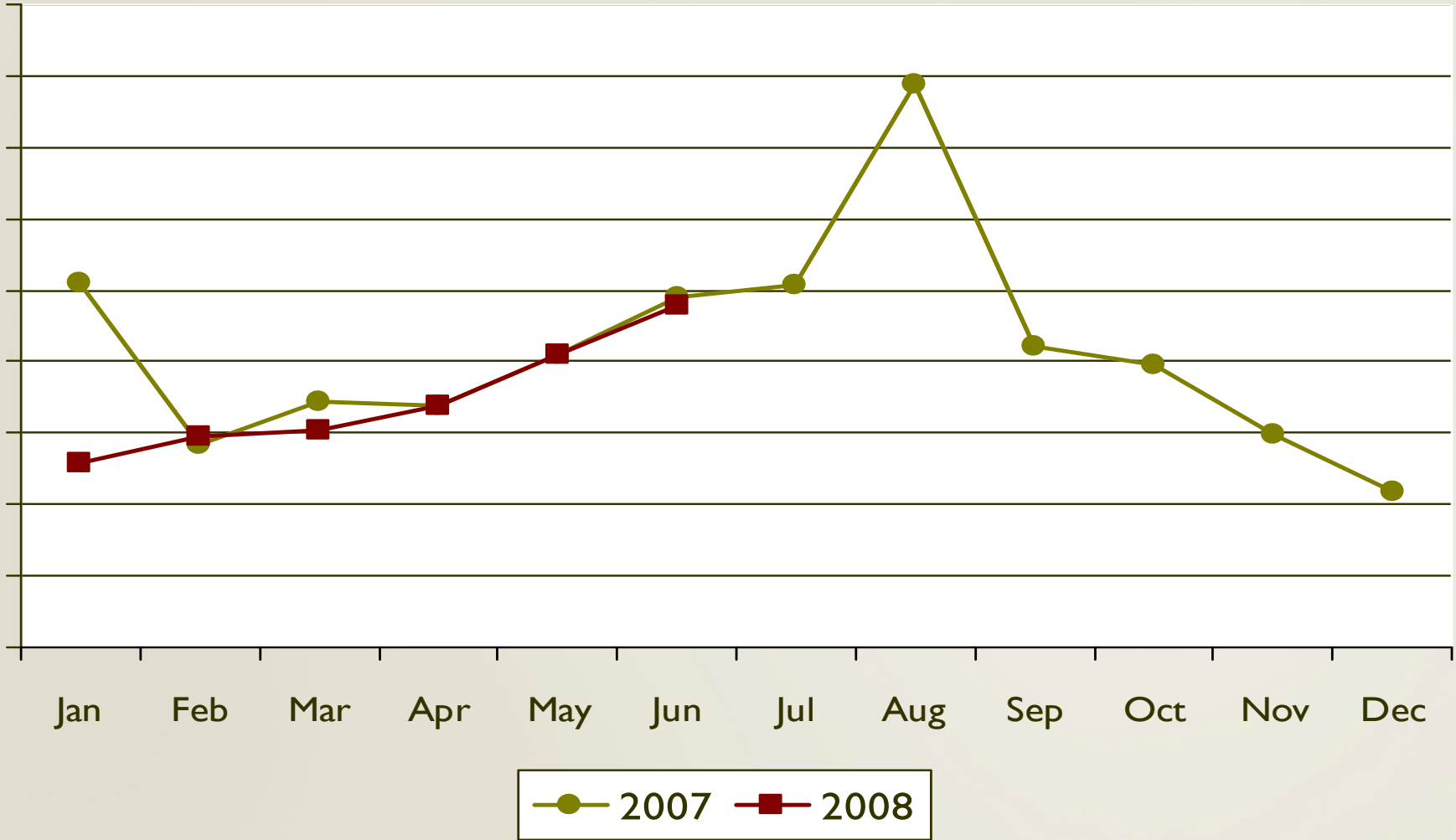


Data Source-MT Dept. of Revenue



LEWIS & CLARK COUNTY

(INC. HELENA)

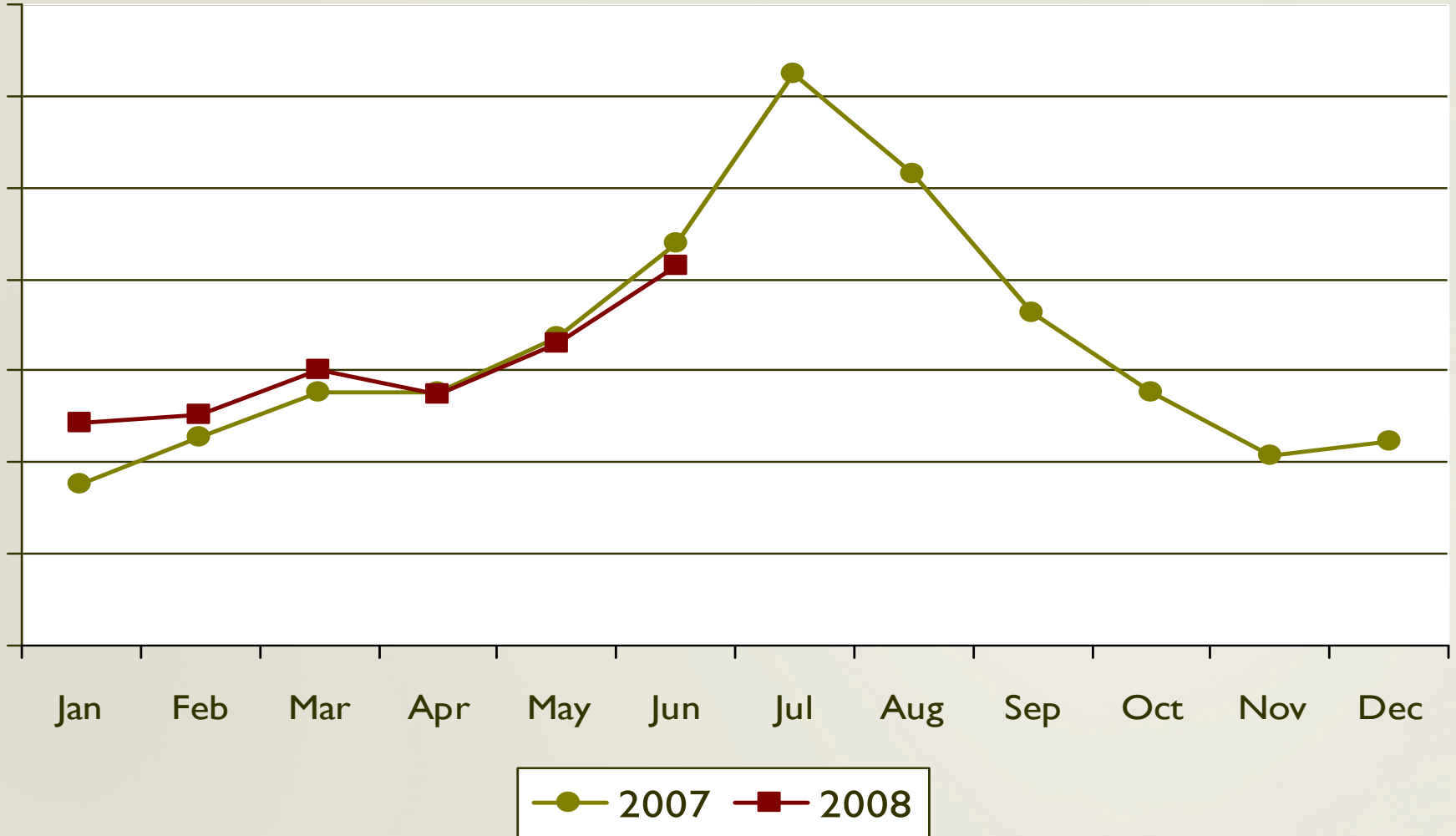


Data Source-MT Dept. of Revenue



SILVER BOW COUNTY

(INC. BUTTE)

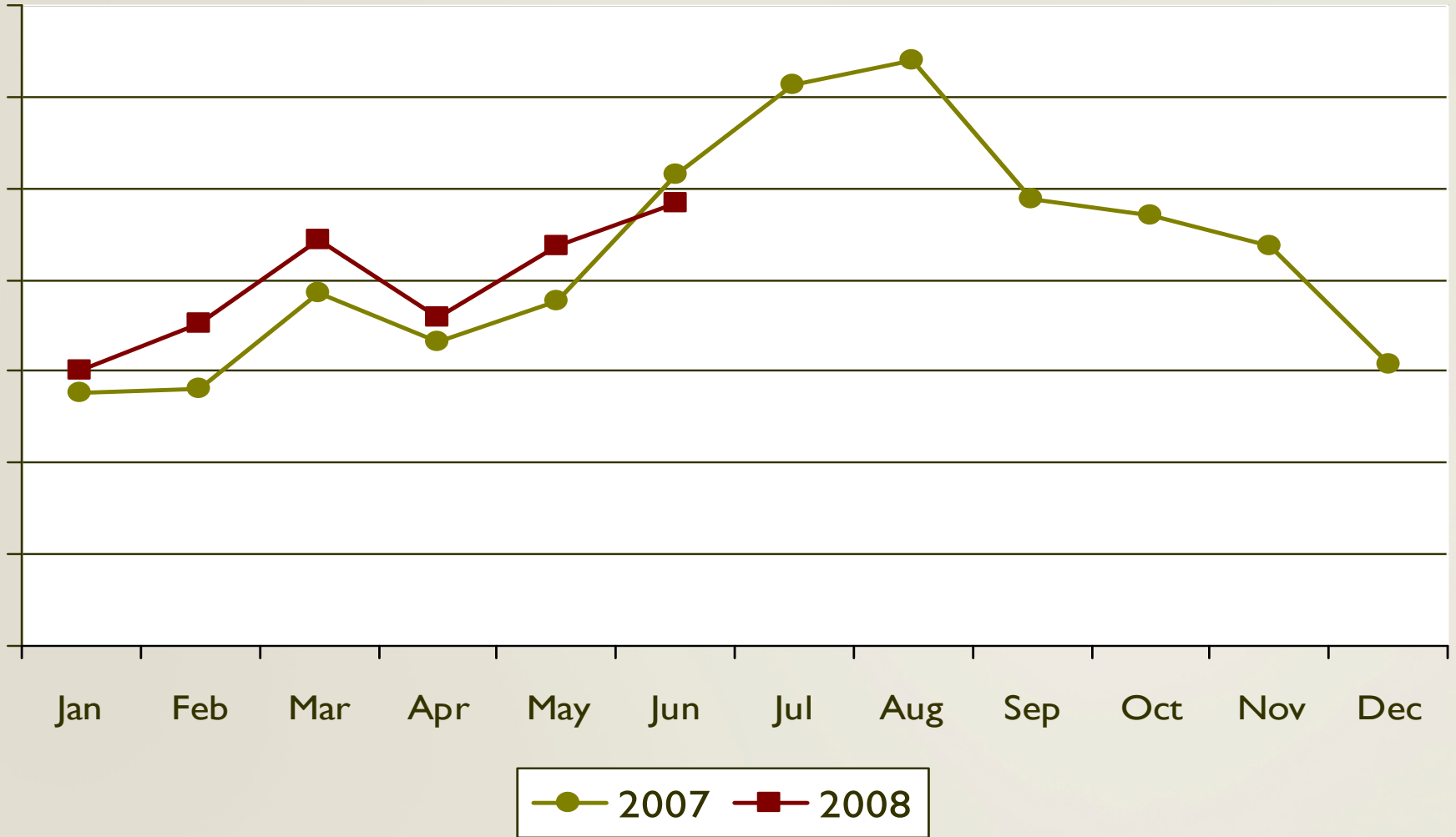


Data Source-MT Dept. of Revenue



CASCADE COUNTY

(INC. GREAT FALLS)

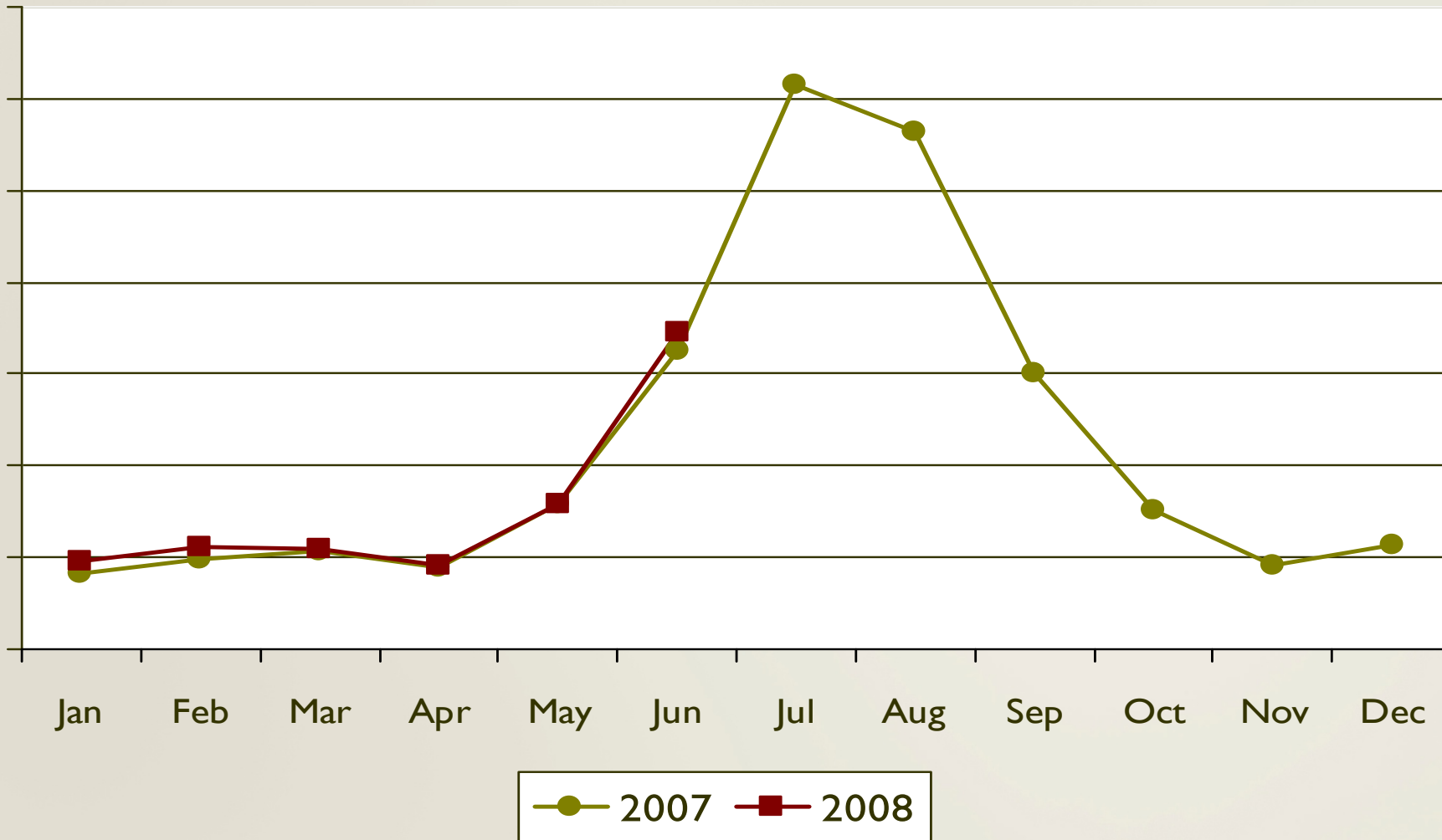


Data Source-MT Dept. of Revenue



FLATHEAD COUNTY

(INC. KALISPELL & WHITEFISH)

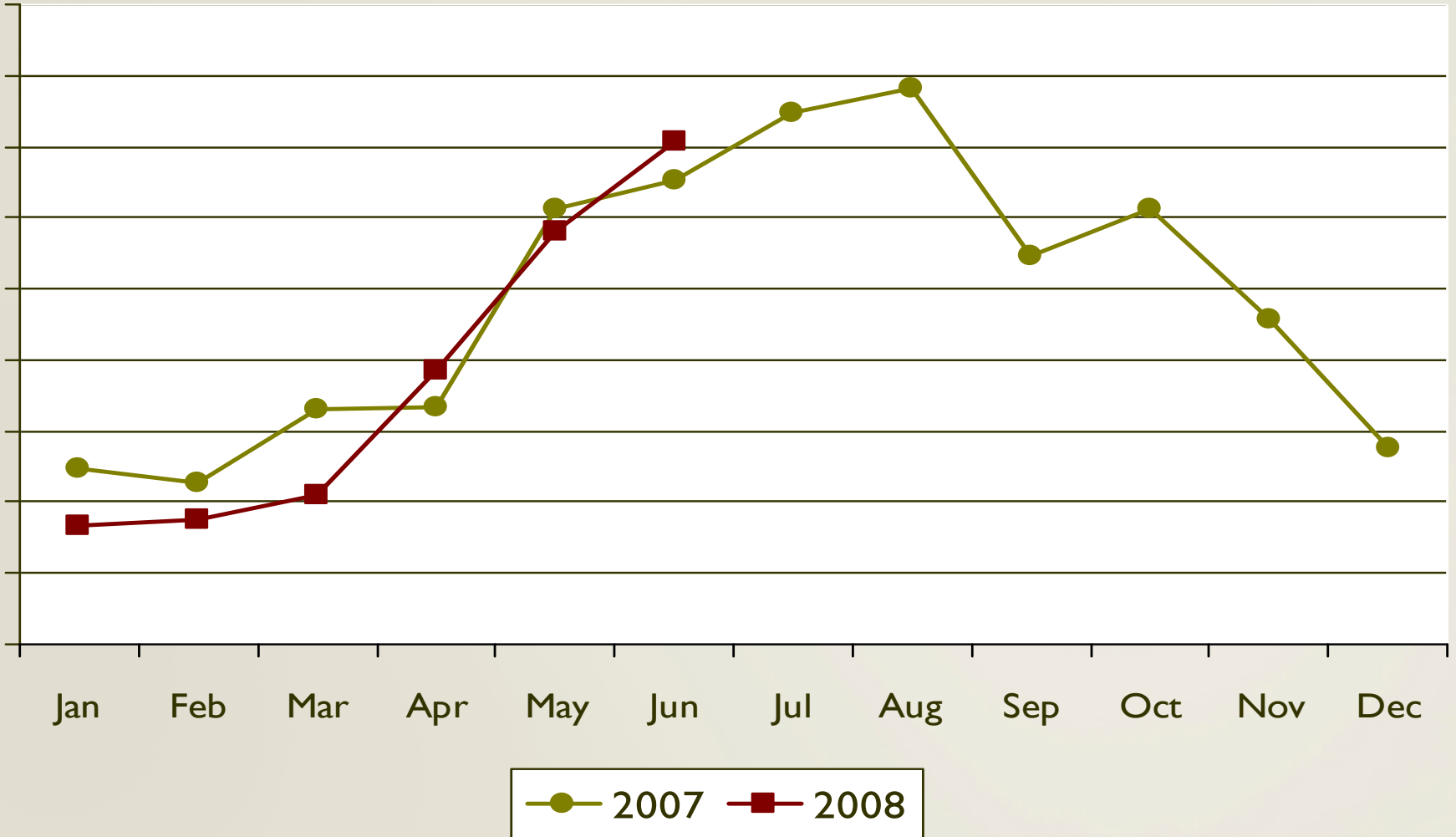


Data Source-MT Dept. of Revenue



CUSTER COUNTY

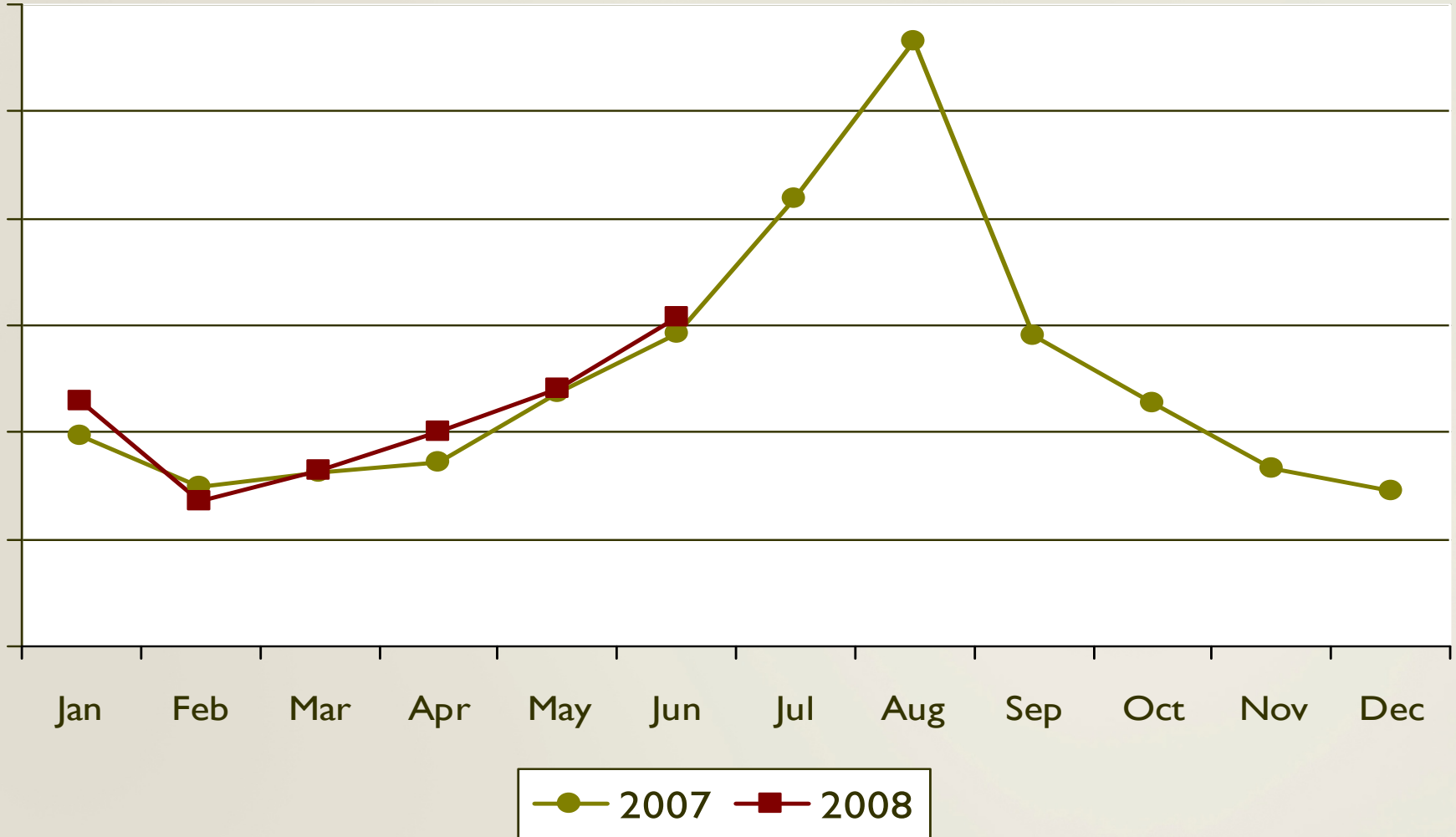
(INC. MILES CITY)



Data Source-MT Dept. of Revenue

MISSOULA COUNTY

(INC. MISSOULA)



Data Source-MT Dept. of Revenue

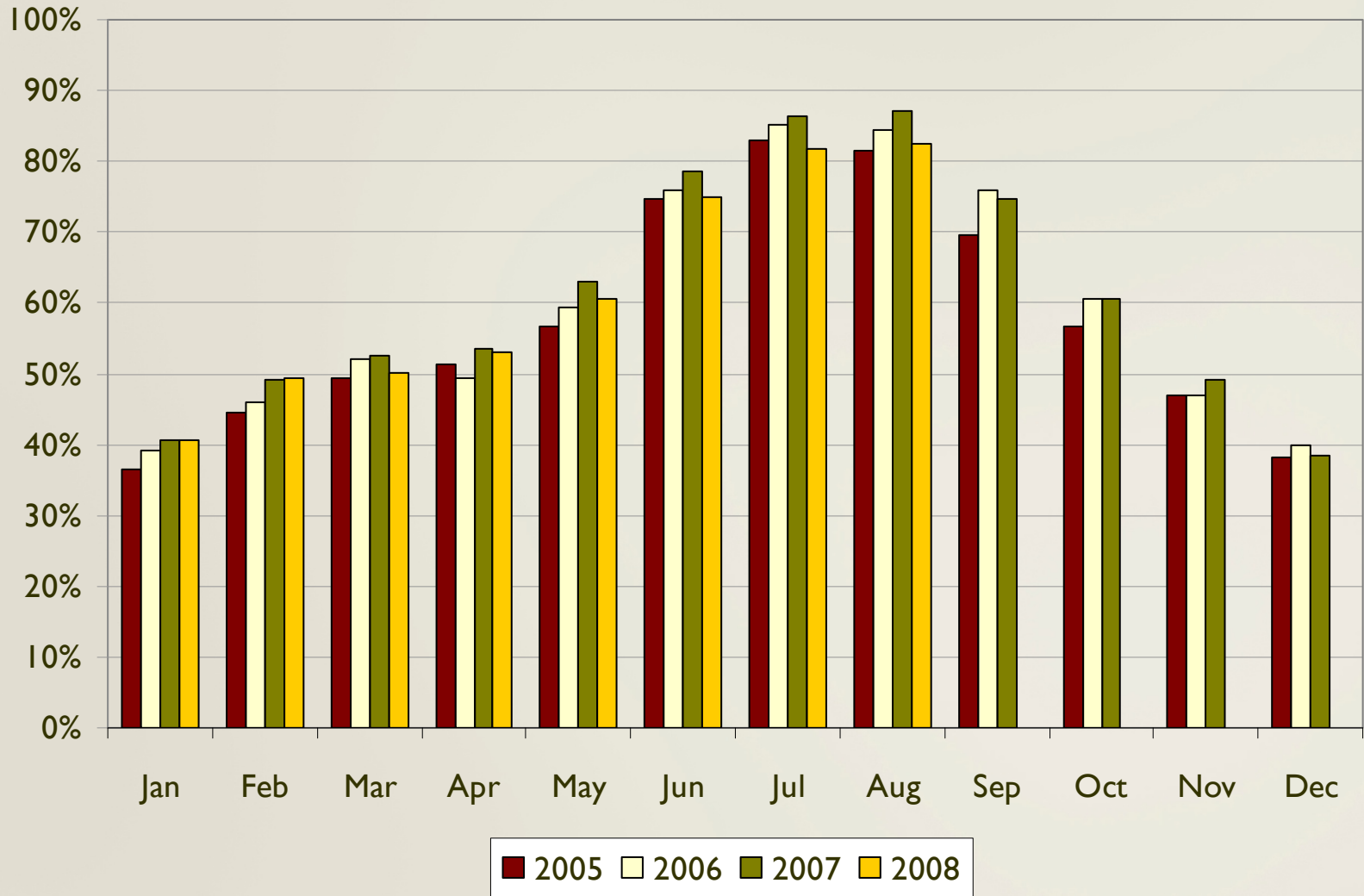


SMITH TRAVEL RESEARCH



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE

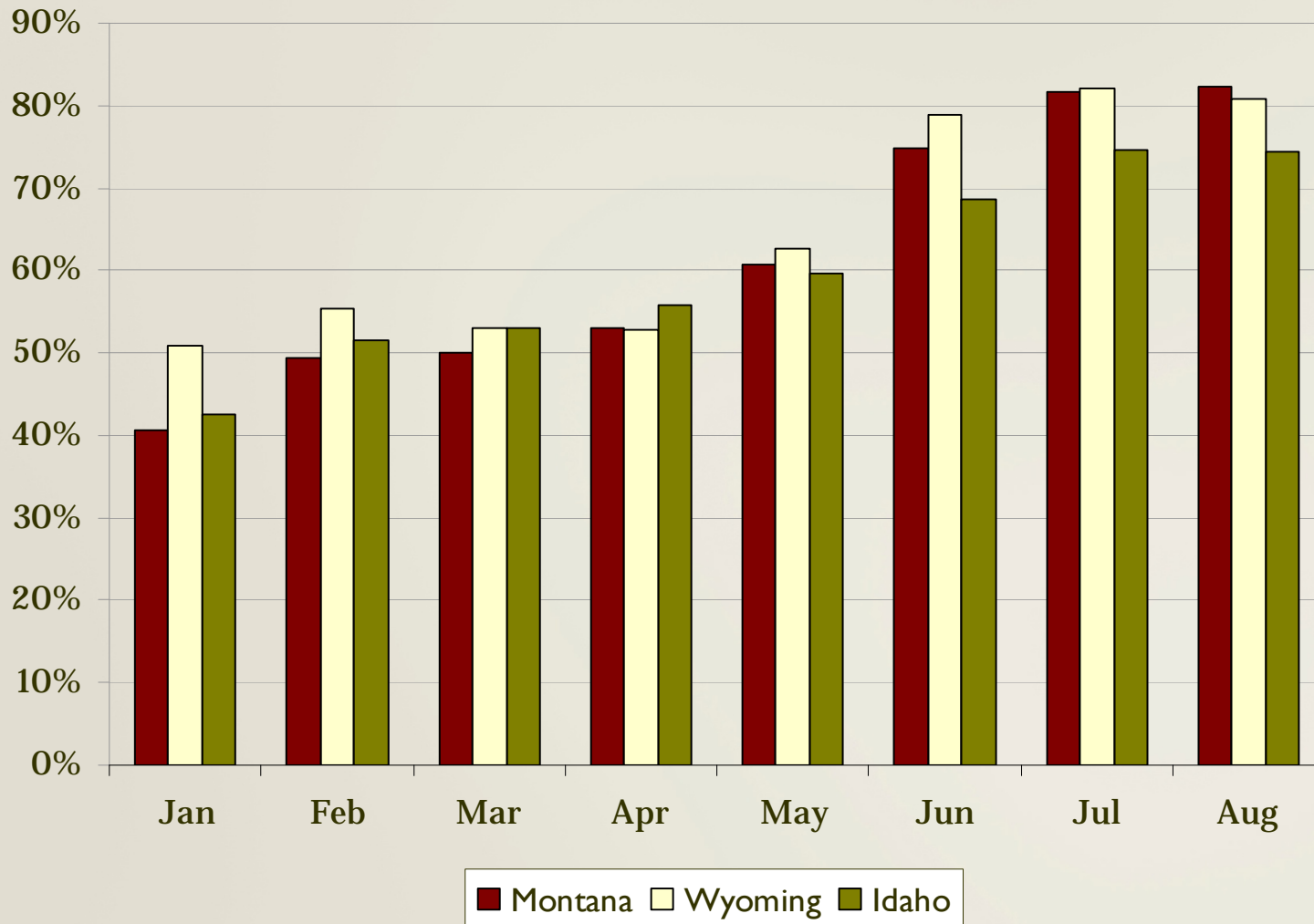
MONTANA OCCUPANCY 2005 - 2008



Data Source:
Smith Travel Research



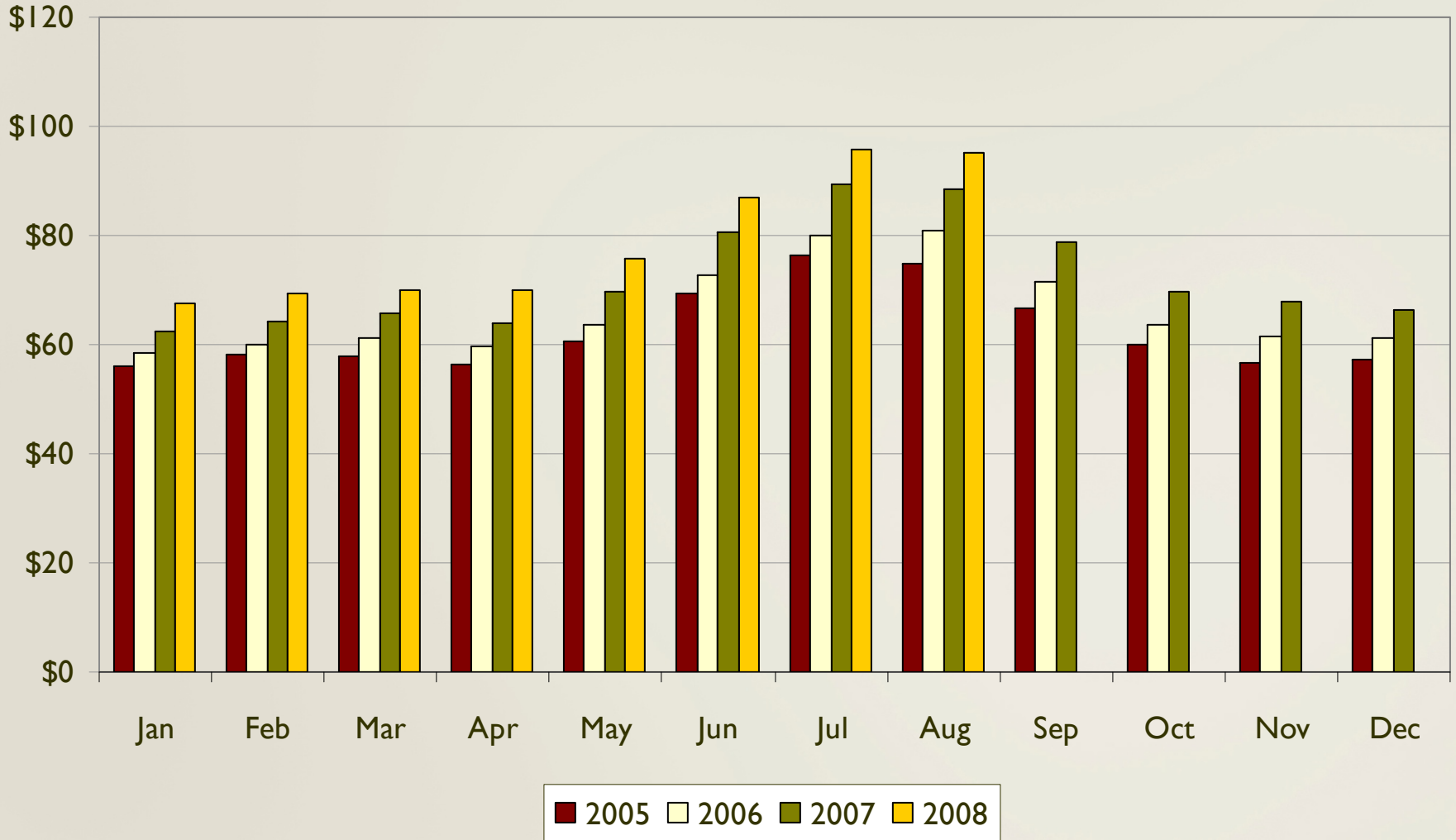
2008 OCCUPANCY COMPARISONS (MT-WY-ID)



Data Source:
Smith Travel Research



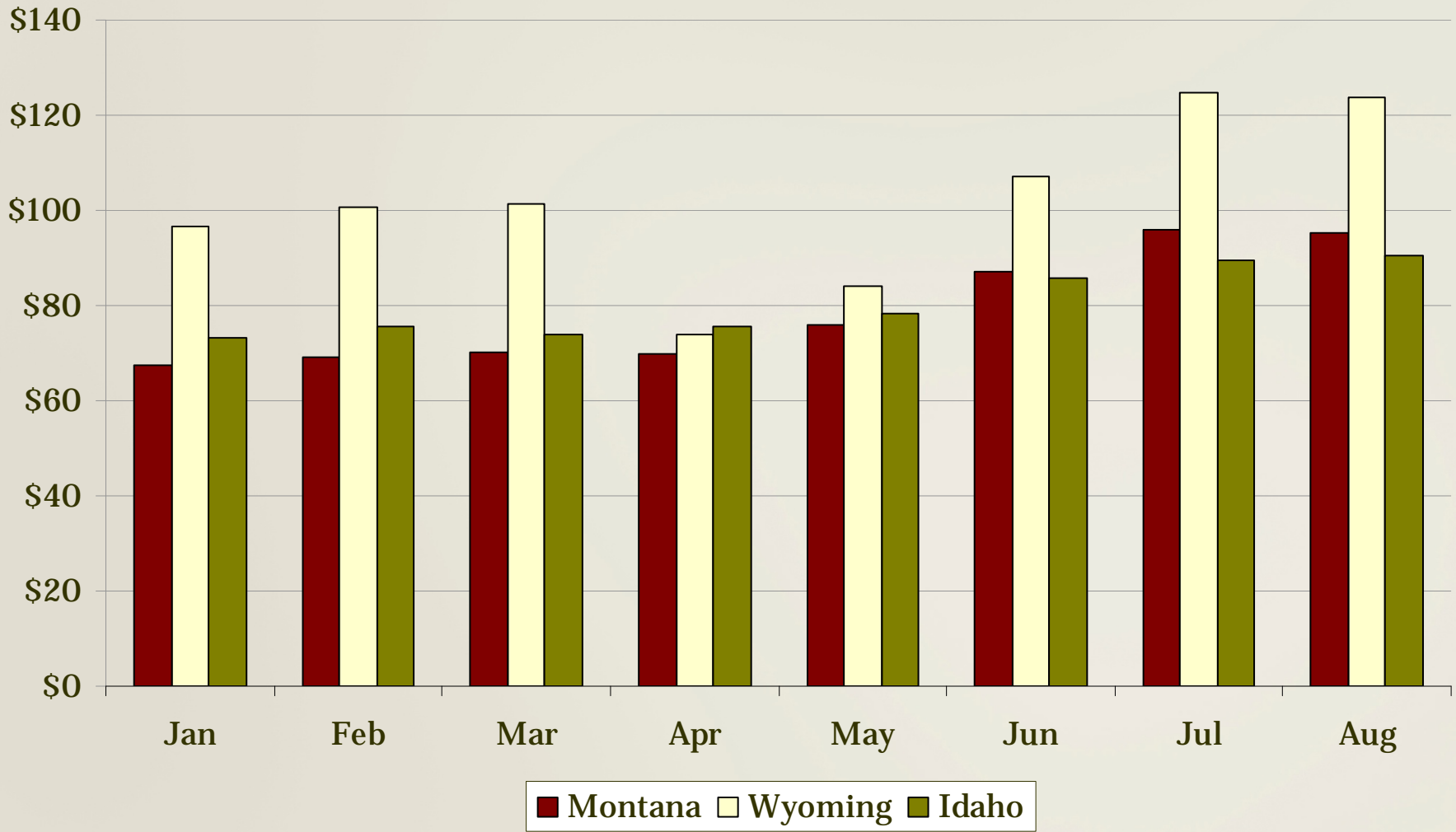
MT ADR COMPARISONS 2005 - 2008



Data Source:
Smith Travel Research



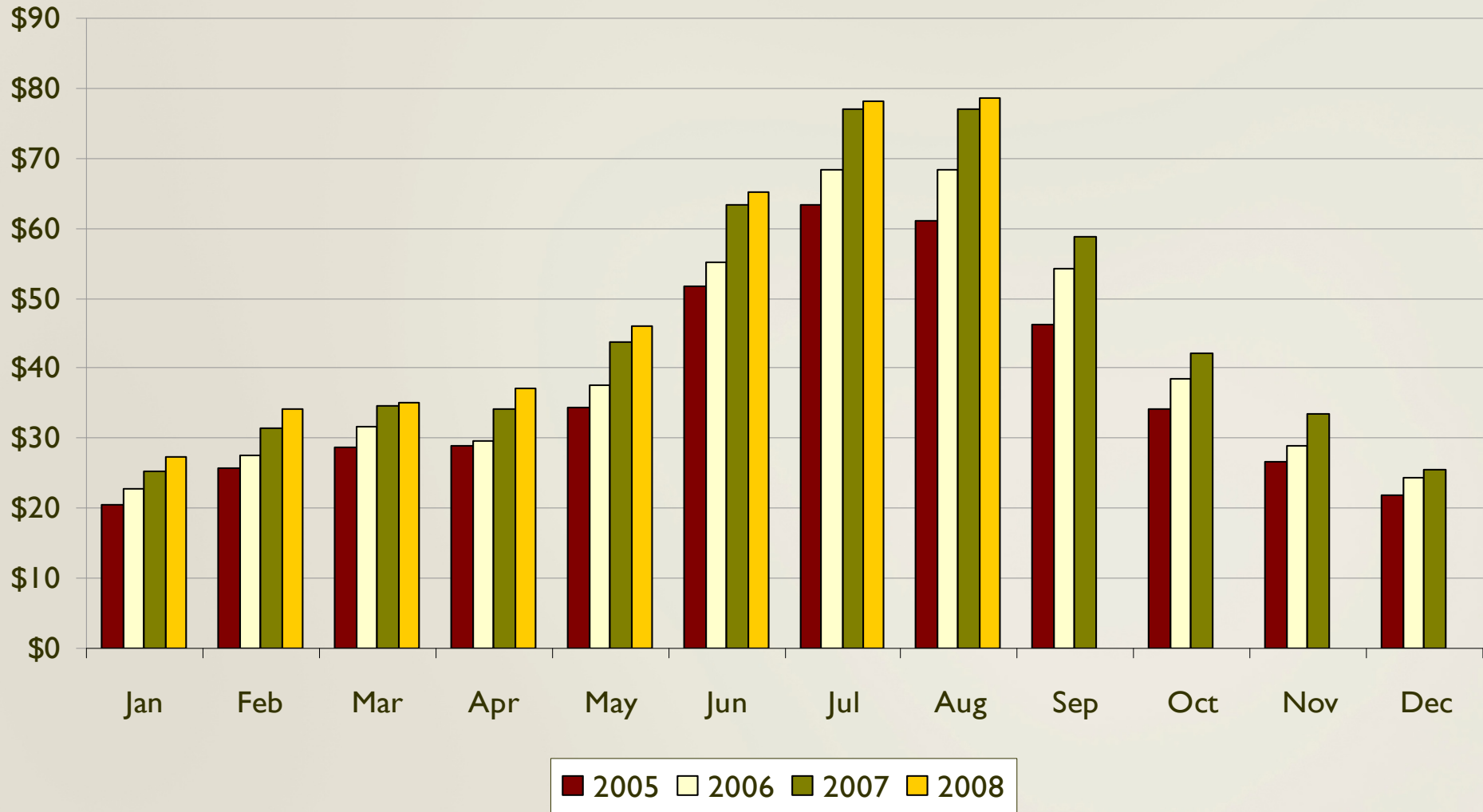
2008 ADR COMPARISONS (MT-WY-ID)



Data Source:
Smith Travel Research



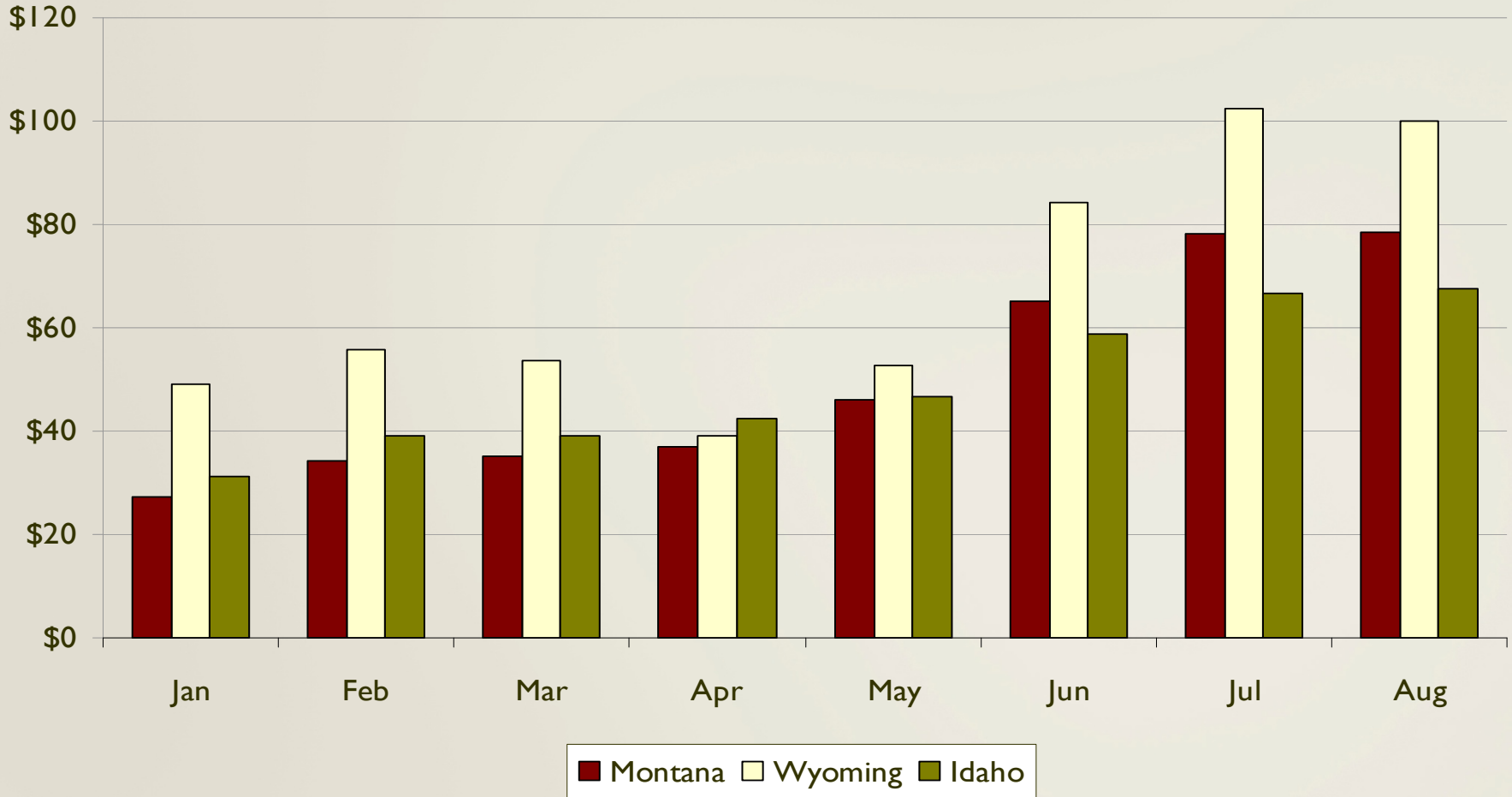
MT REV PAR COMPARISONS 2005 - 2008



Data Source:
Smith Travel Research



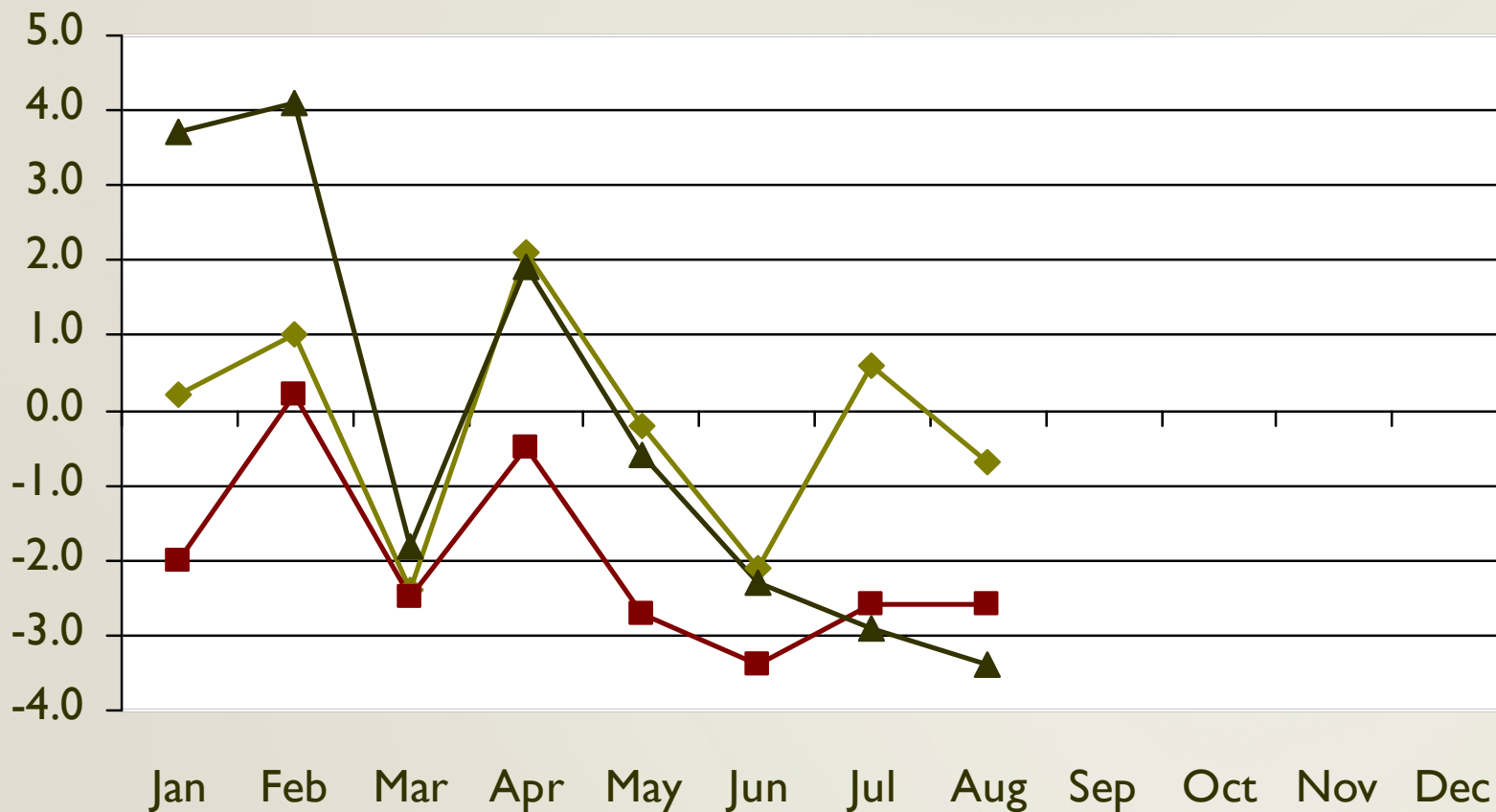
2008 REV PAR COMPARISONS (MT-WY-ID)



Data Source:
Smith Travel Research



ROOMS SOLD % OF CHANGE 2008 vs 2007



◆ National ■ Mountain States ▲ Montana

Data Source:
Smith Travel Research



2008 vs 2007 YEAR TO DATE (JAN-AUG)

TOTAL REVENUE/ROOMS AVAILABLE/ROOMS SOLD

Segment	Revenue	Available	Sold
	% Change	% Change	% Change
United States	3.5	2.4	-0.3
Mountain	1.5	2.9	-2.1
Montana	5.3	2.7	-1.1
Billings	2.8	7.1	-4.1
Bozeman/Yellowstone Area	5.2	3.0	-0.7
Missoula/Butte	0.1	1.0	-4.5
Helena/Great Falls	10.4	0.0	0.1

Data Source:
Smith Travel Research

