



Travel Montana

-- Revenue Update --

Presented to the
Tourism Advisory Council

Helena, Montana
February 3, 2009



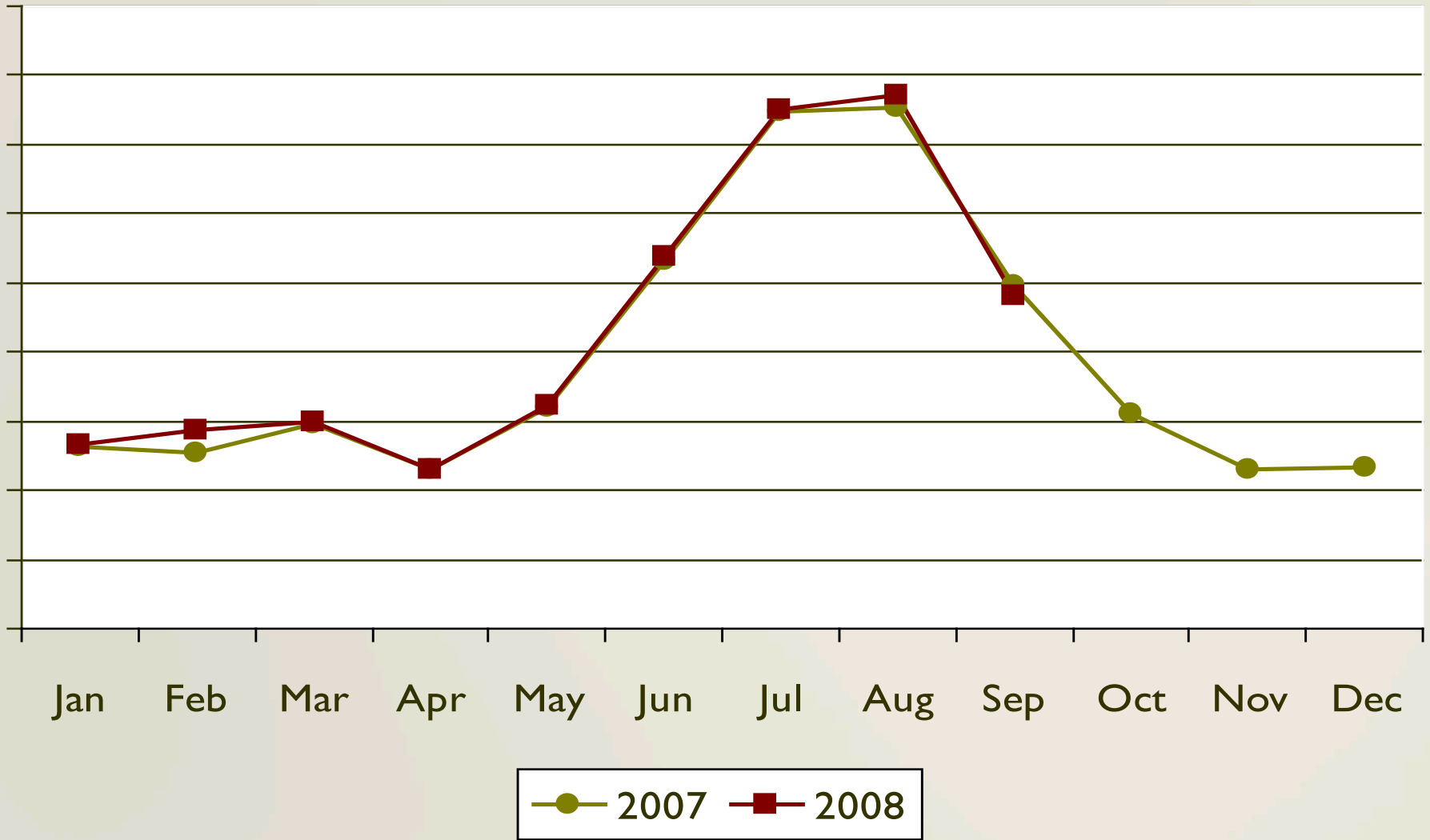


2007-2008
7% LODGING TAX
MONTHLY COLLECTIONS
REPORTED TO THE
DEPARTMENT OF REVENUE

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



STATEWIDE COLLECTIONS



Data Source-MT Dept. of Revenue



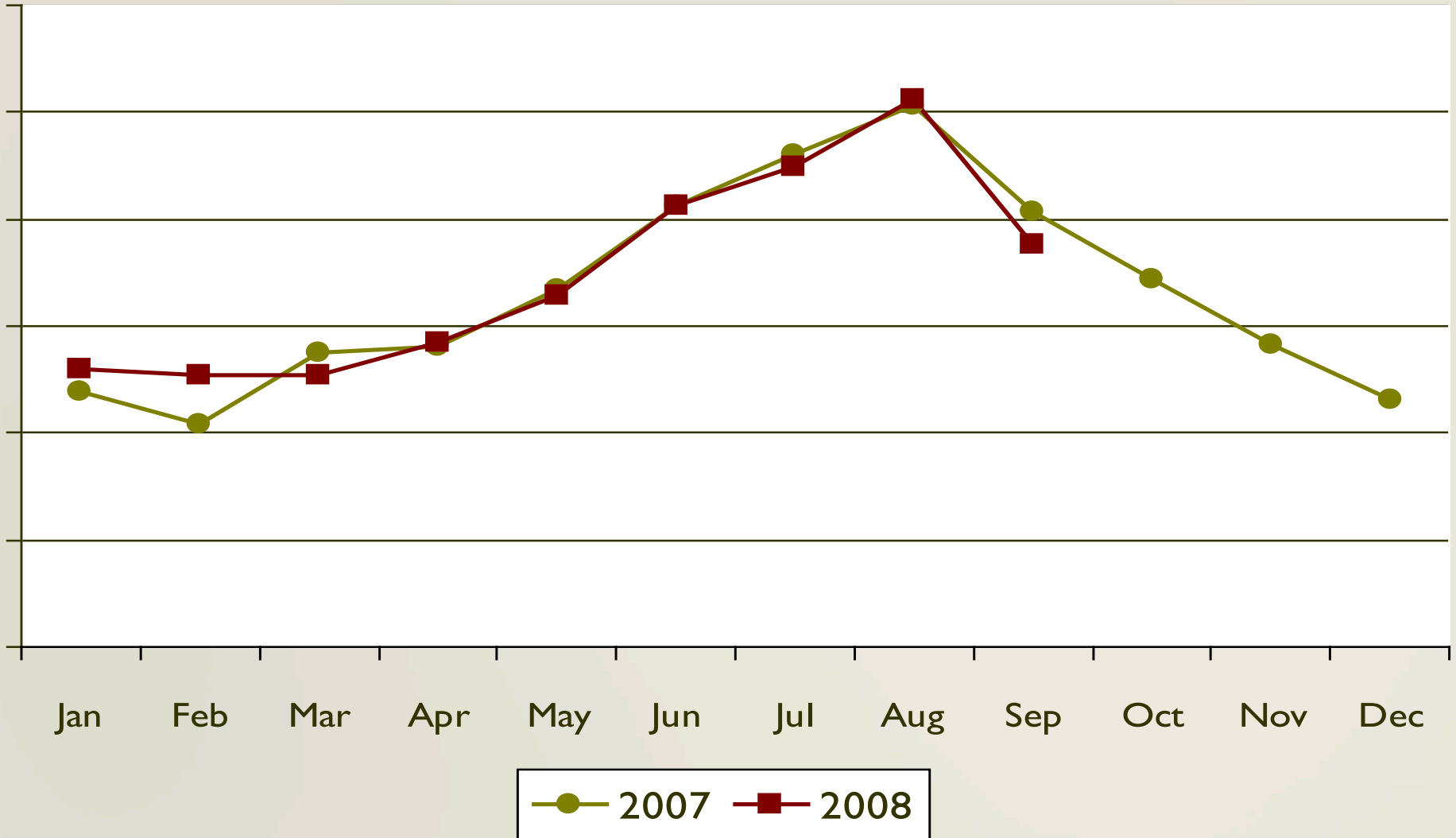
TOURISM REGIONS



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



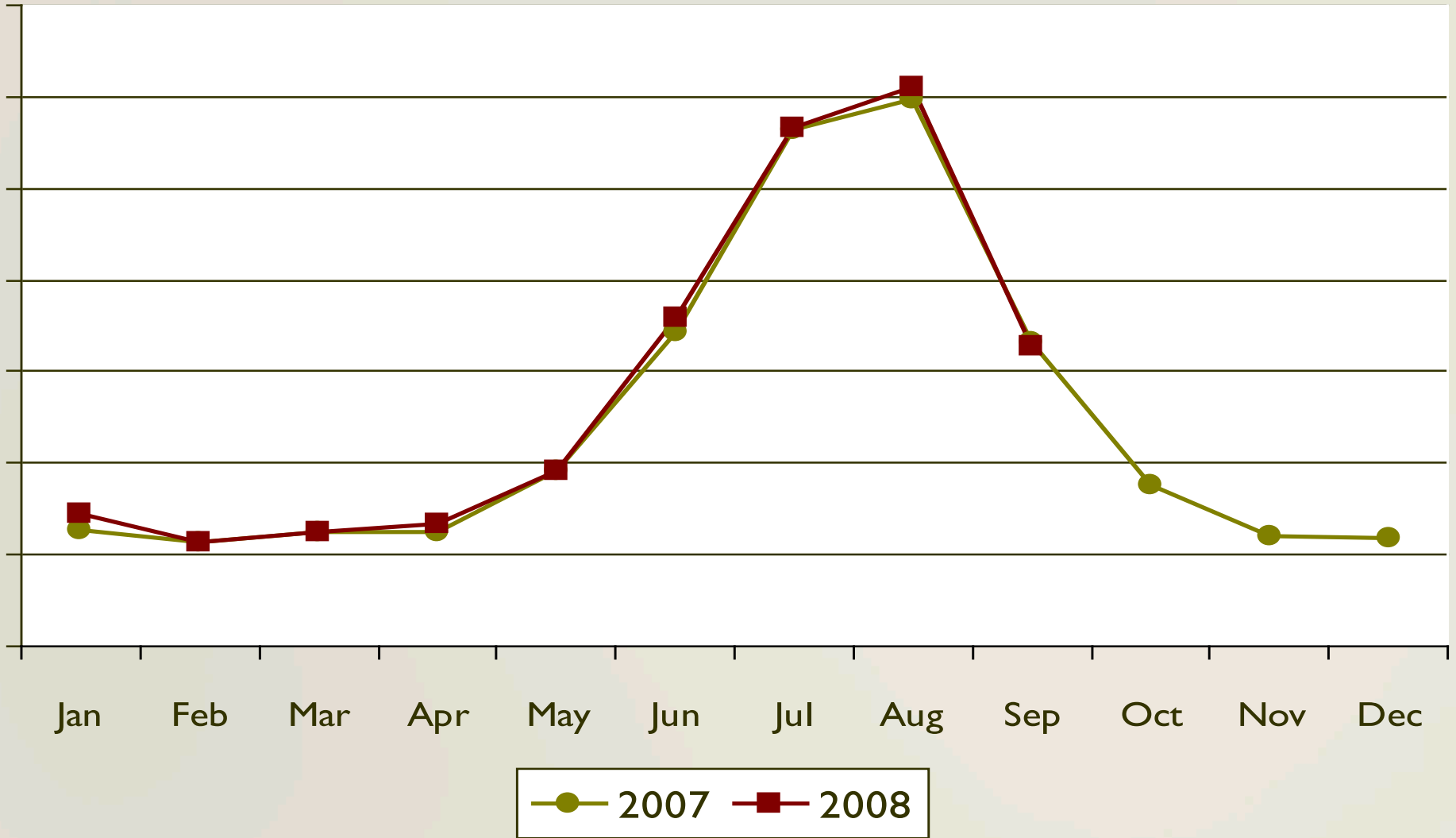
CUSTER COUNTRY



Data Source-MT Dept. of Revenue



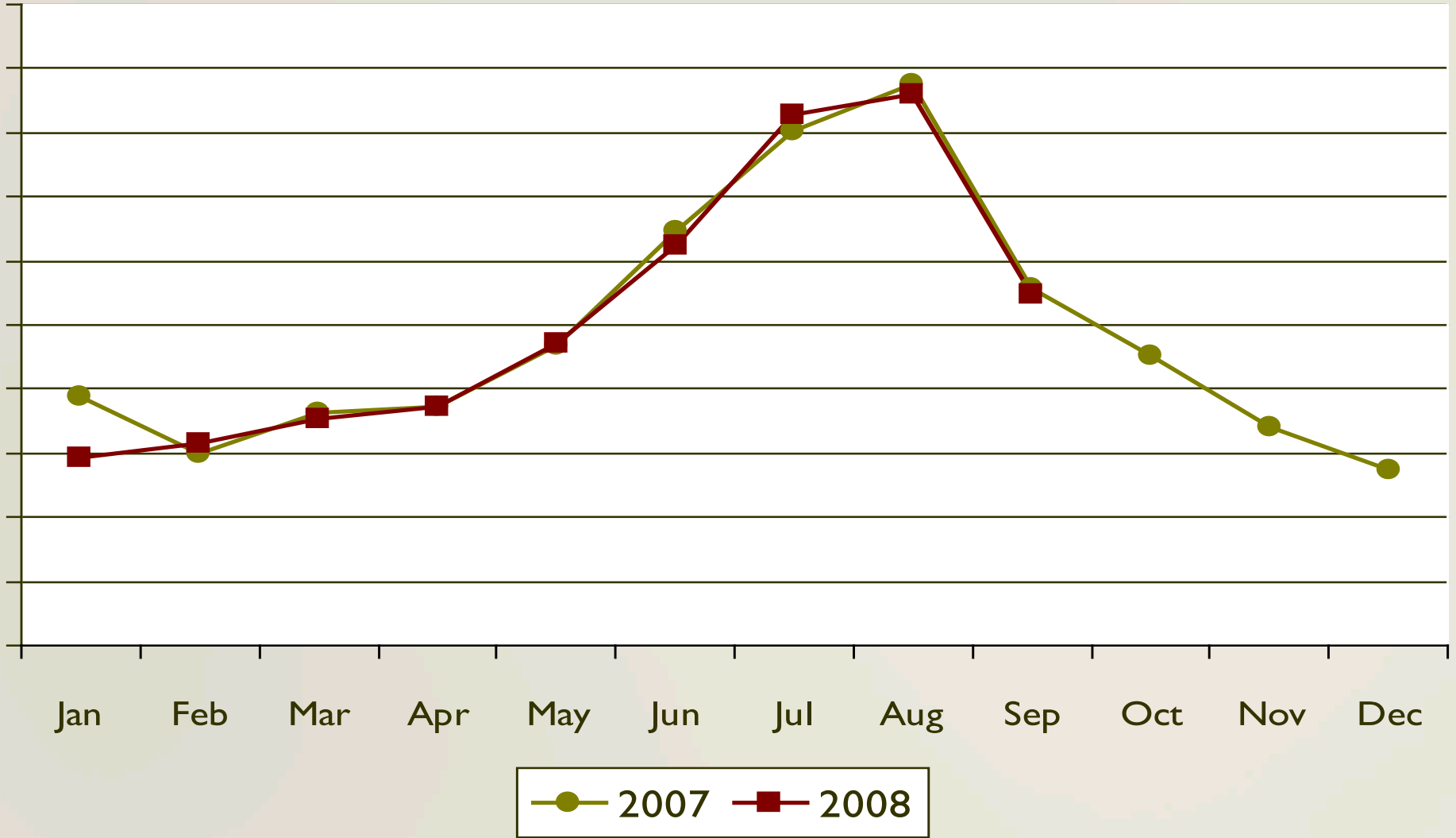
GLACIER COUNTRY



Data Source-MT Dept. of Revenue



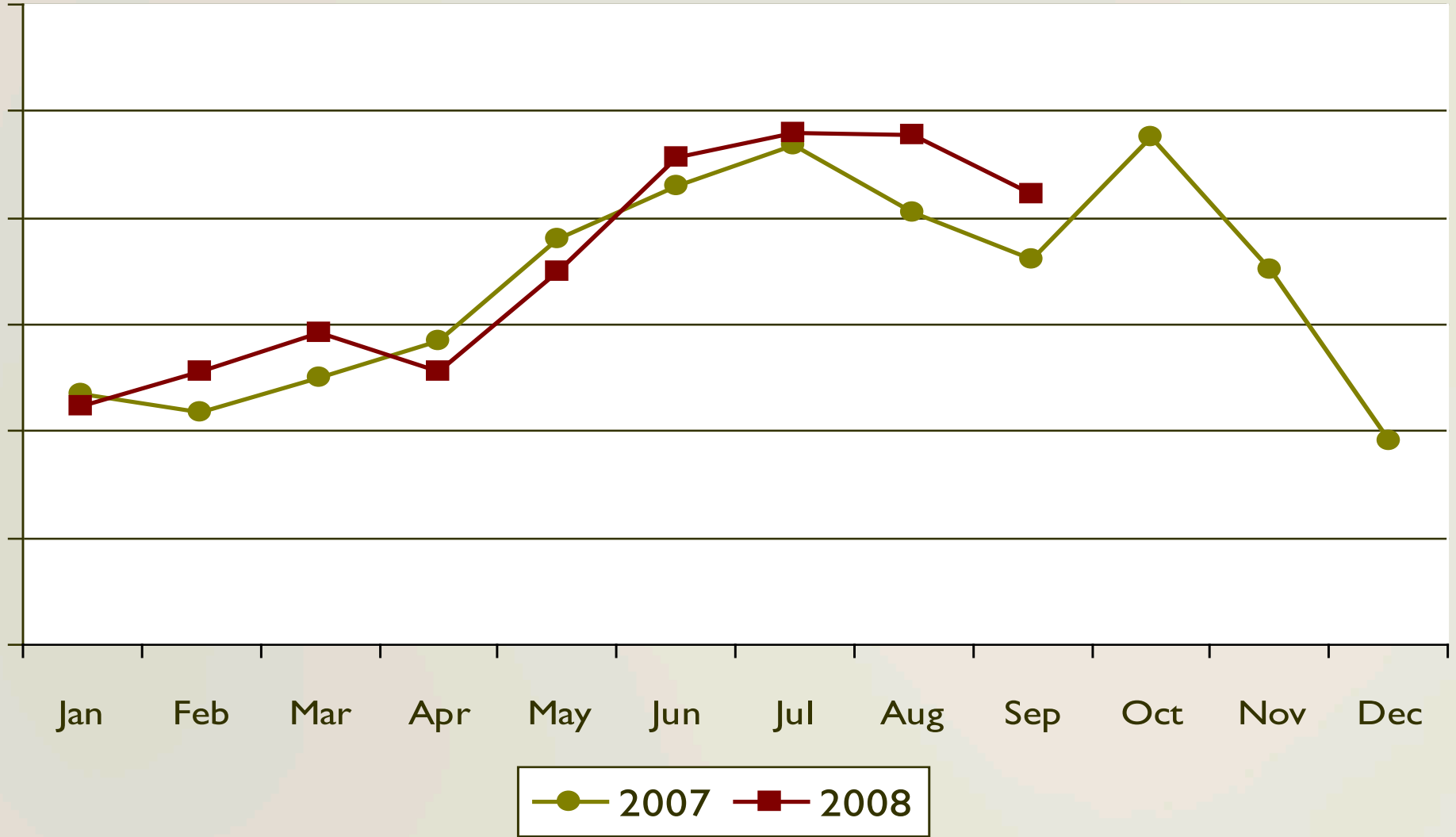
GOLD WEST COUNTRY



Data Source-MT Dept. of Revenue



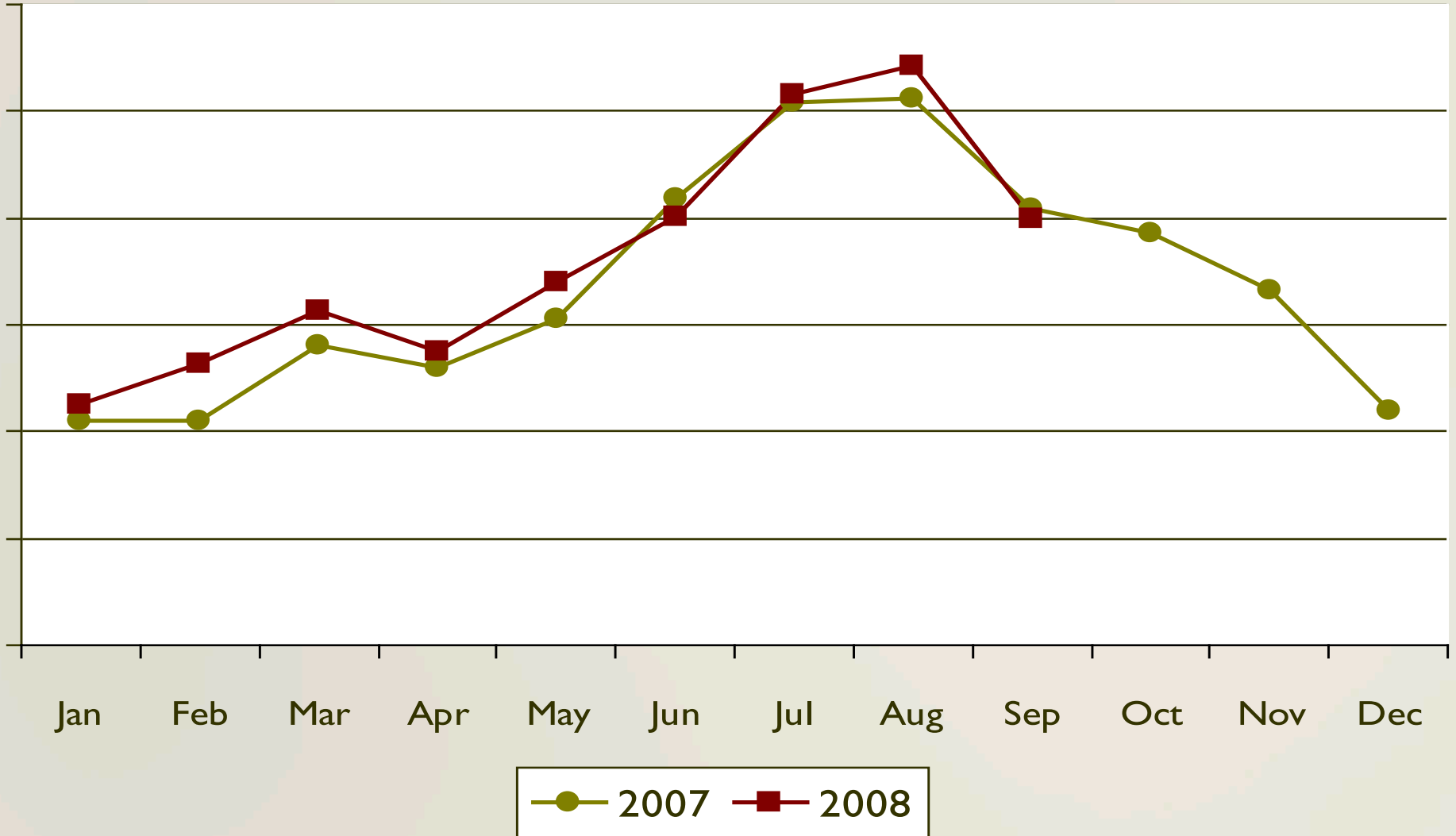
MISSOURI RIVER COUNTRY



Data Source-MT Dept. of Revenue



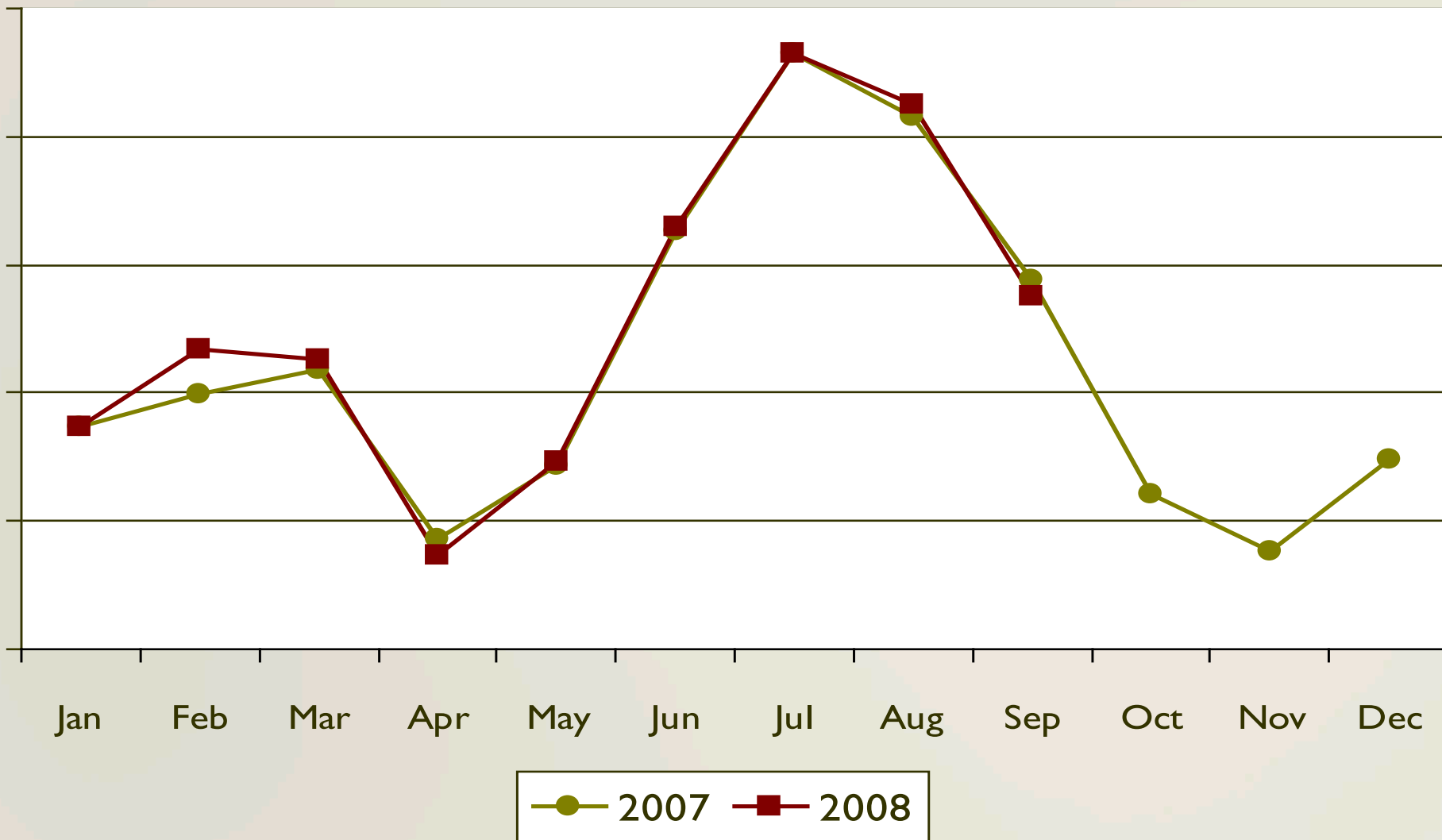
RUSSELL COUNTY



Data Source-MT Dept. of Revenue



YELLOWSTONE COUNTRY



Data Source-MT Dept. of Revenue



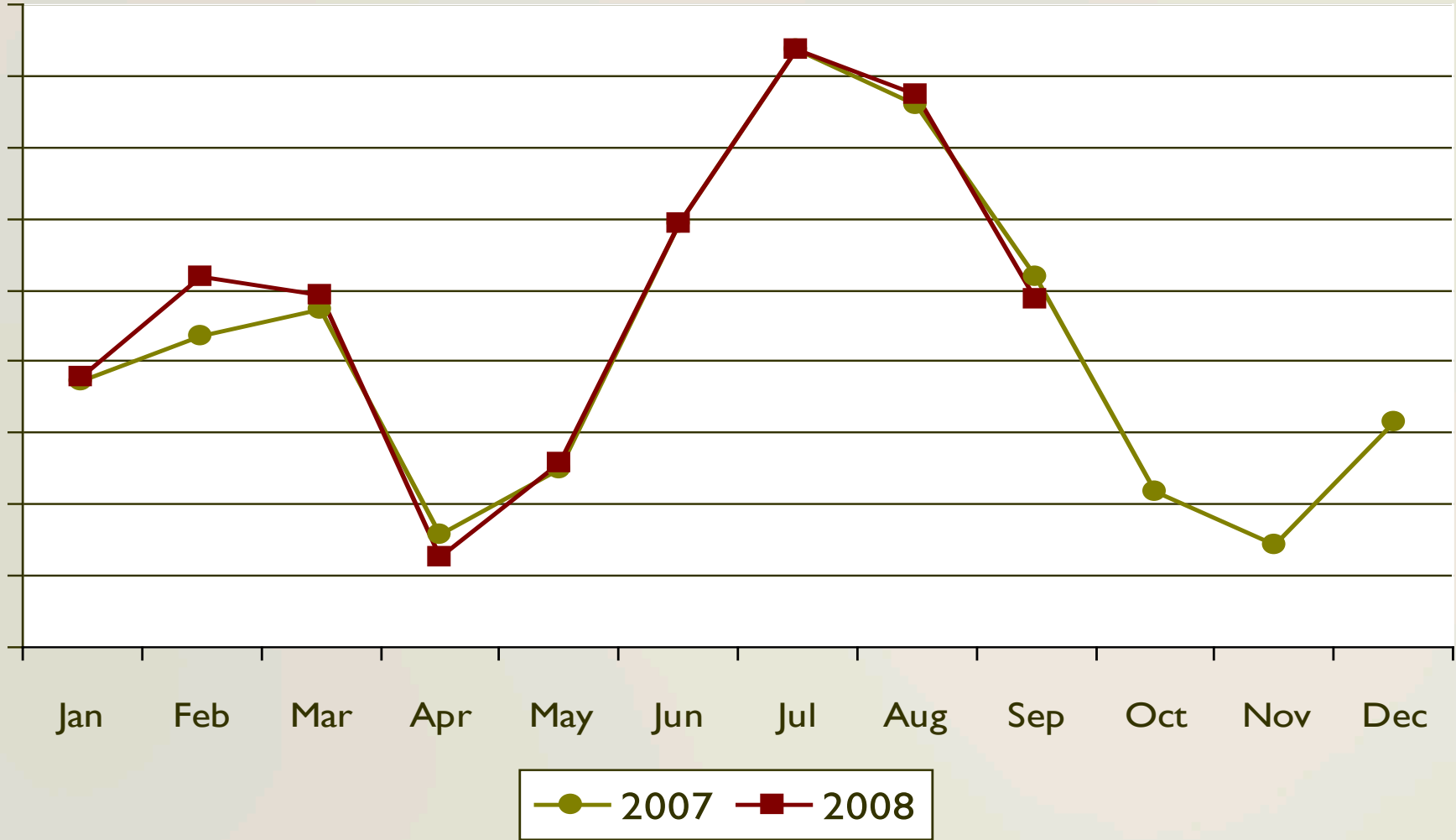


COUNTIES WITH CVB'S



GALLATIN COUNTY

(INC. BIG SKY, BOZEMAN, WEST YELLOWSTONE)

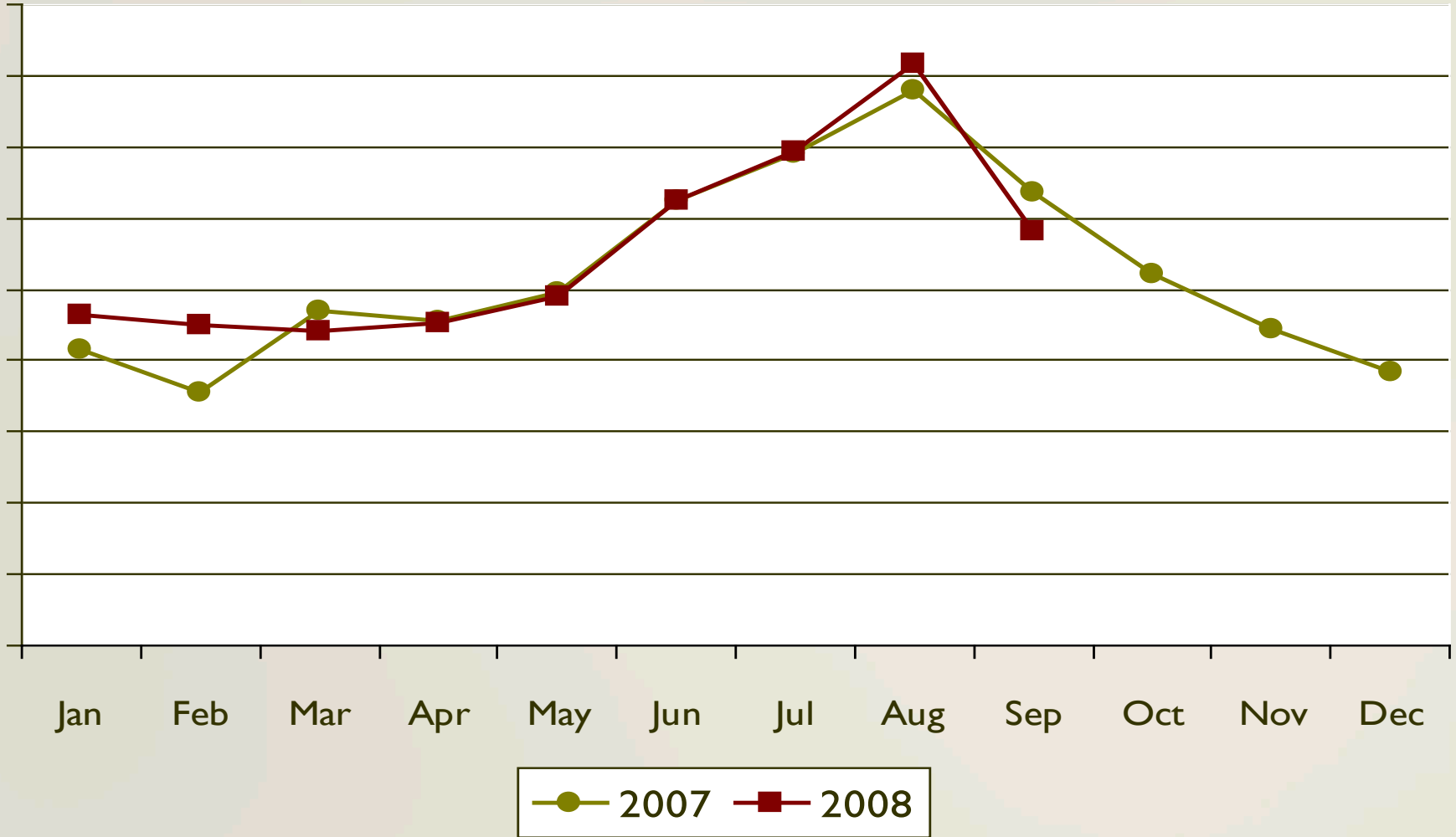


Data Source-MT Dept. of Revenue



YELLOWSTONE COUNTY

(INC. BILLINGS)

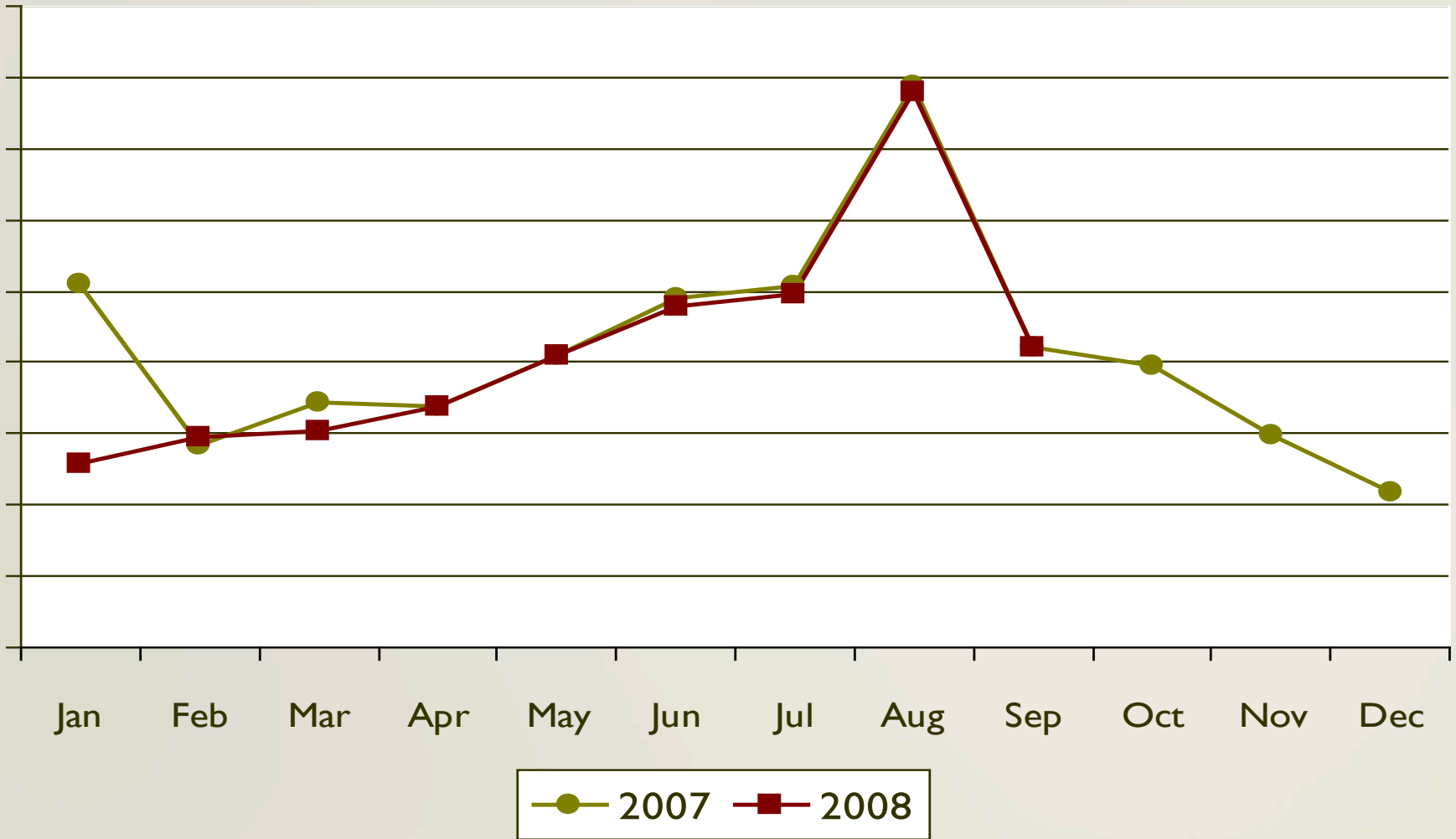


Data Source-MT Dept. of Revenue



LEWIS & CLARK COUNTY

(INC. HELENA)

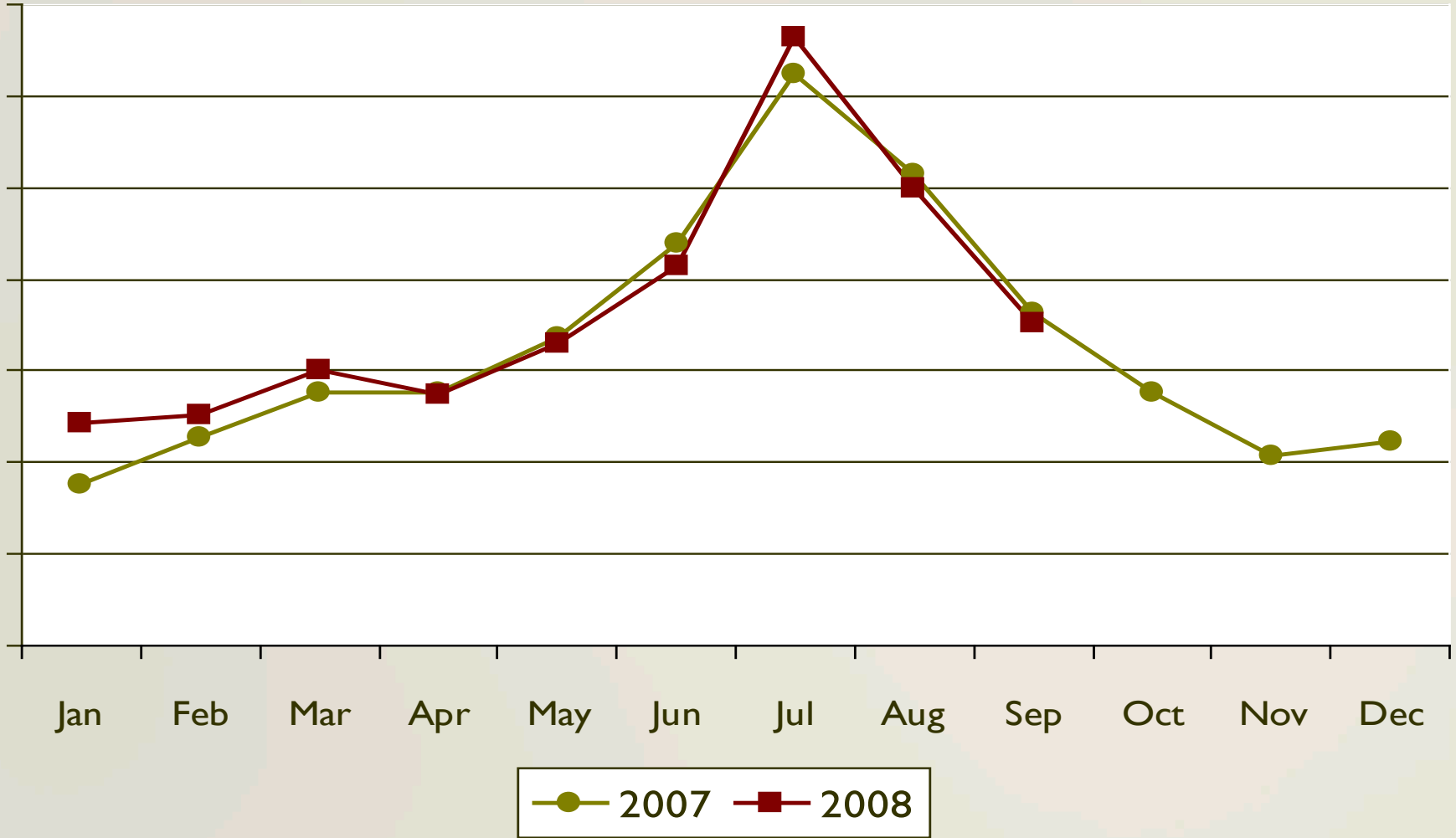


Data Source-MT Dept. of Revenue



SILVER BOW COUNTY

(INC. BUTTE)

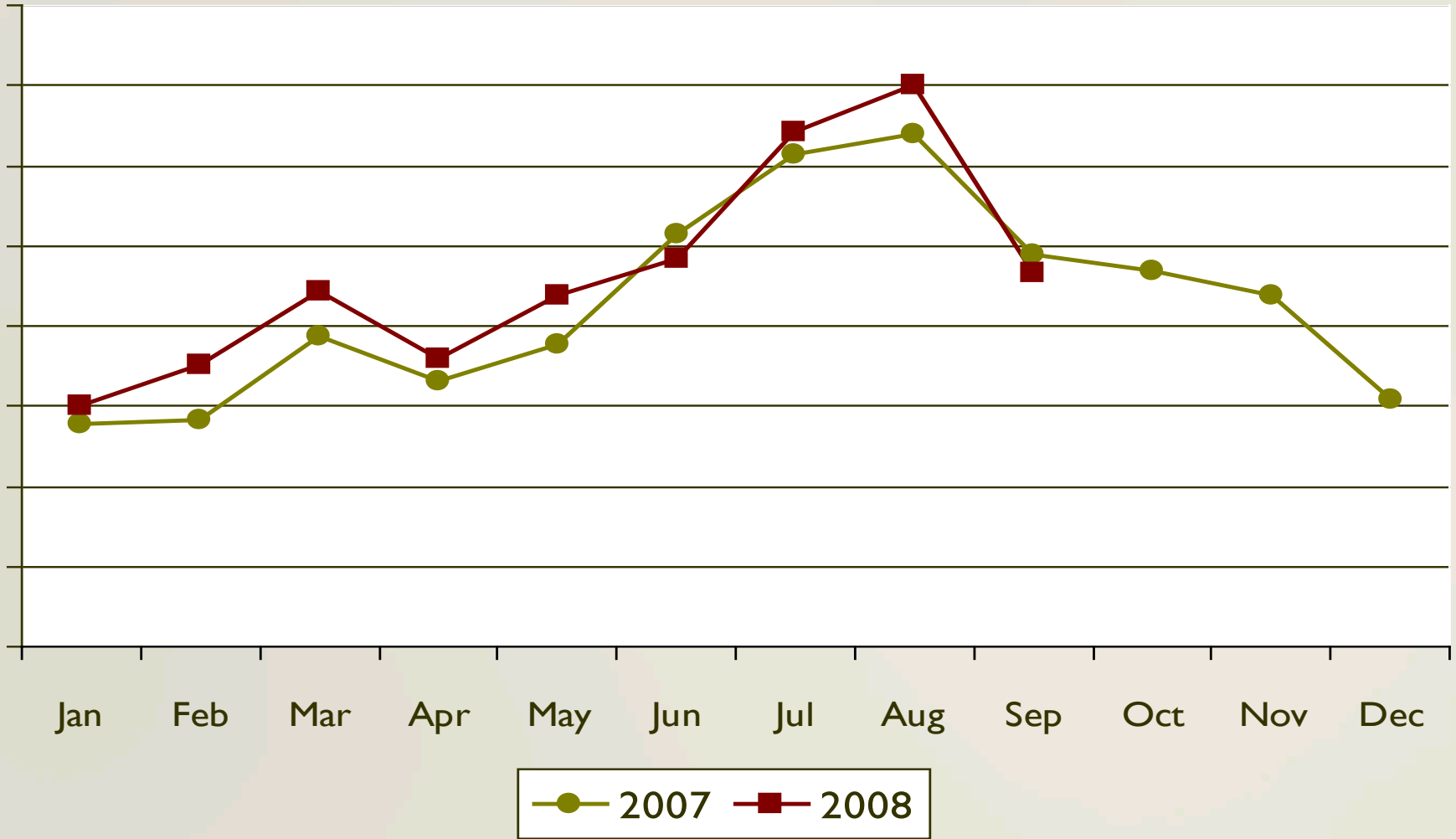


Data Source-MT Dept. of Revenue



CASCADE COUNTY

(INC. GREAT FALLS)

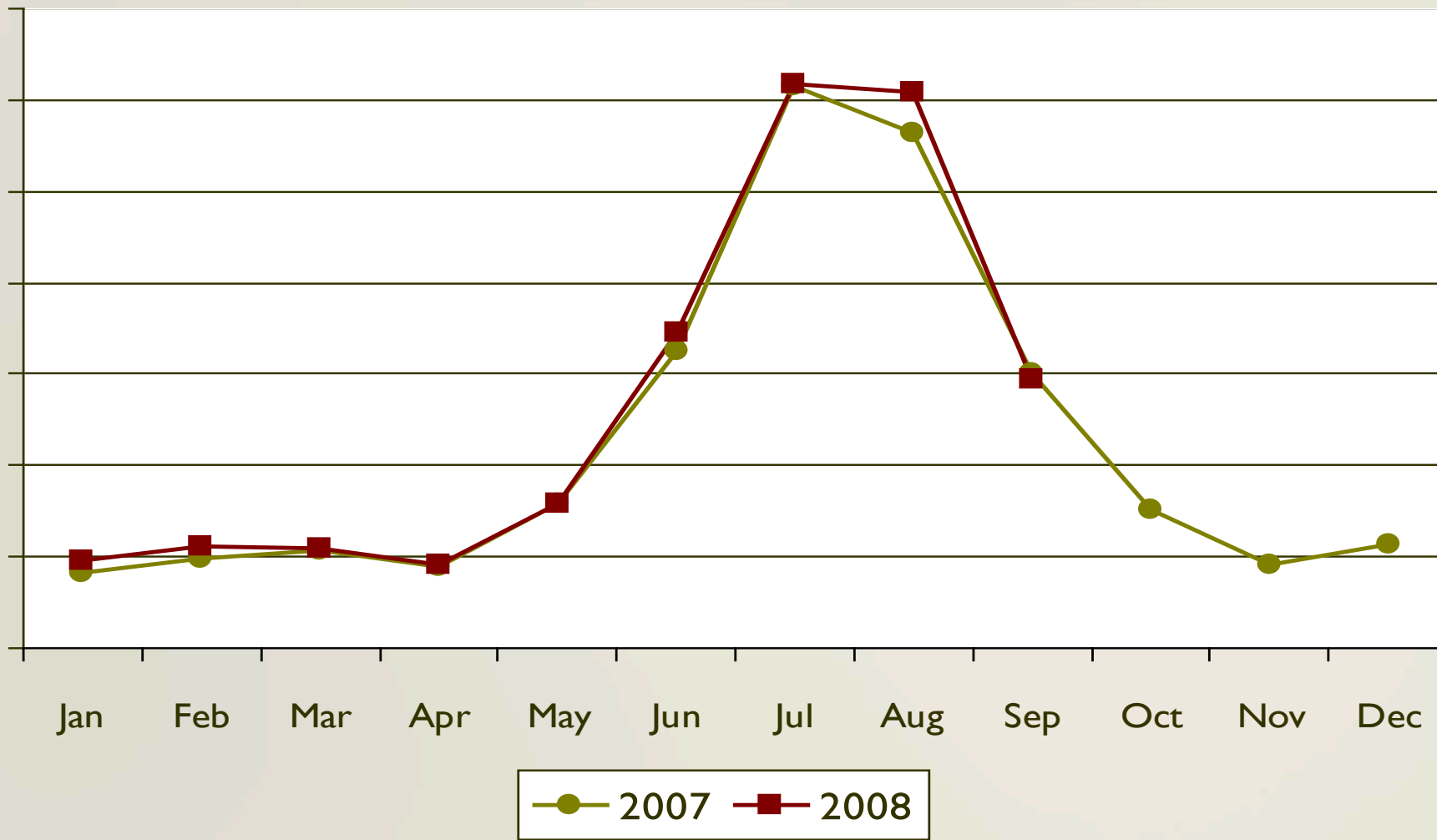


Data Source-MT Dept. of Revenue



FLATHEAD COUNTY

(INC. KALISPELL & WHITEFISH)

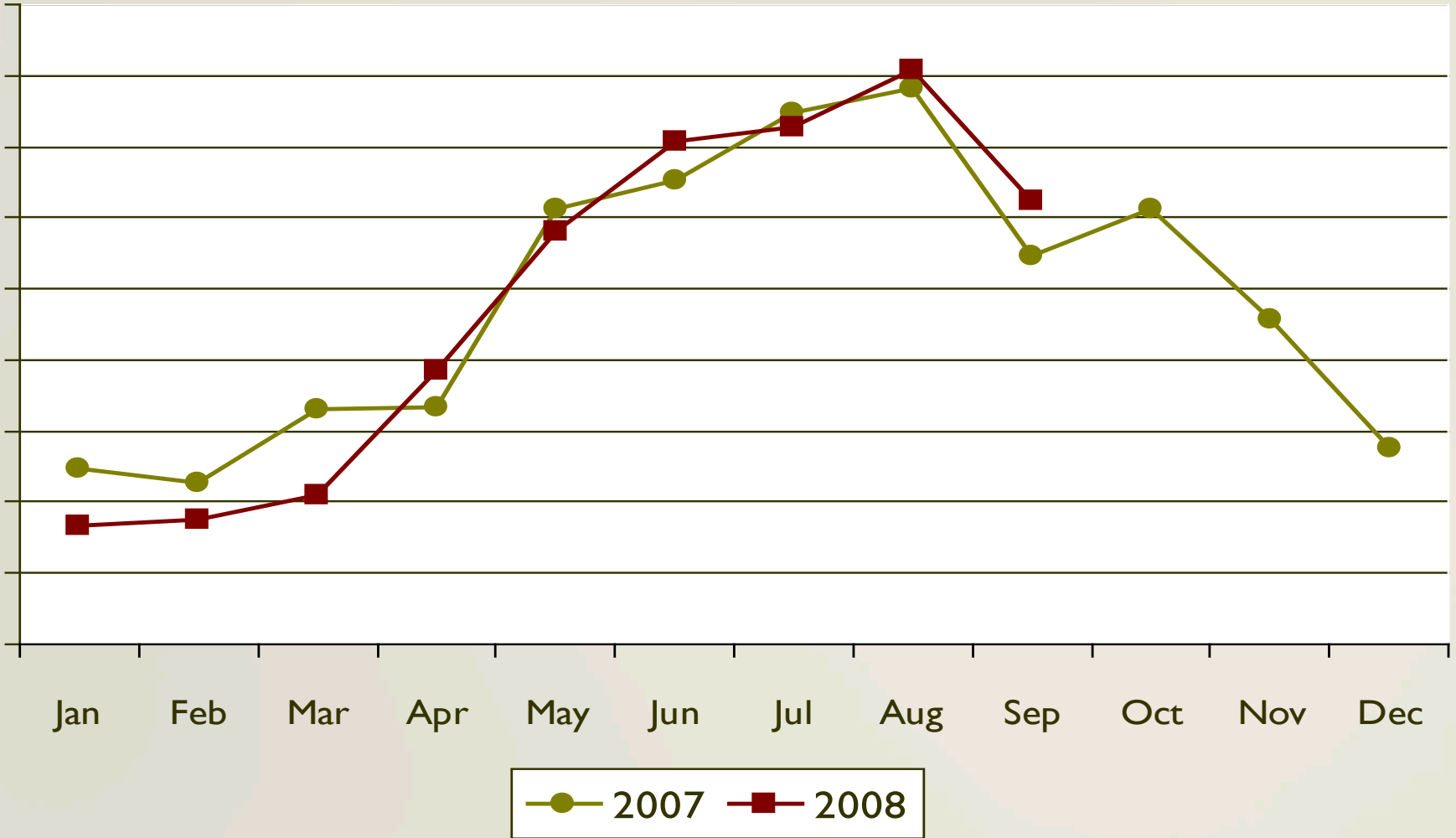


Data Source-MT Dept. of Revenue



CUSTER COUNTY

(INC. MILES CITY)

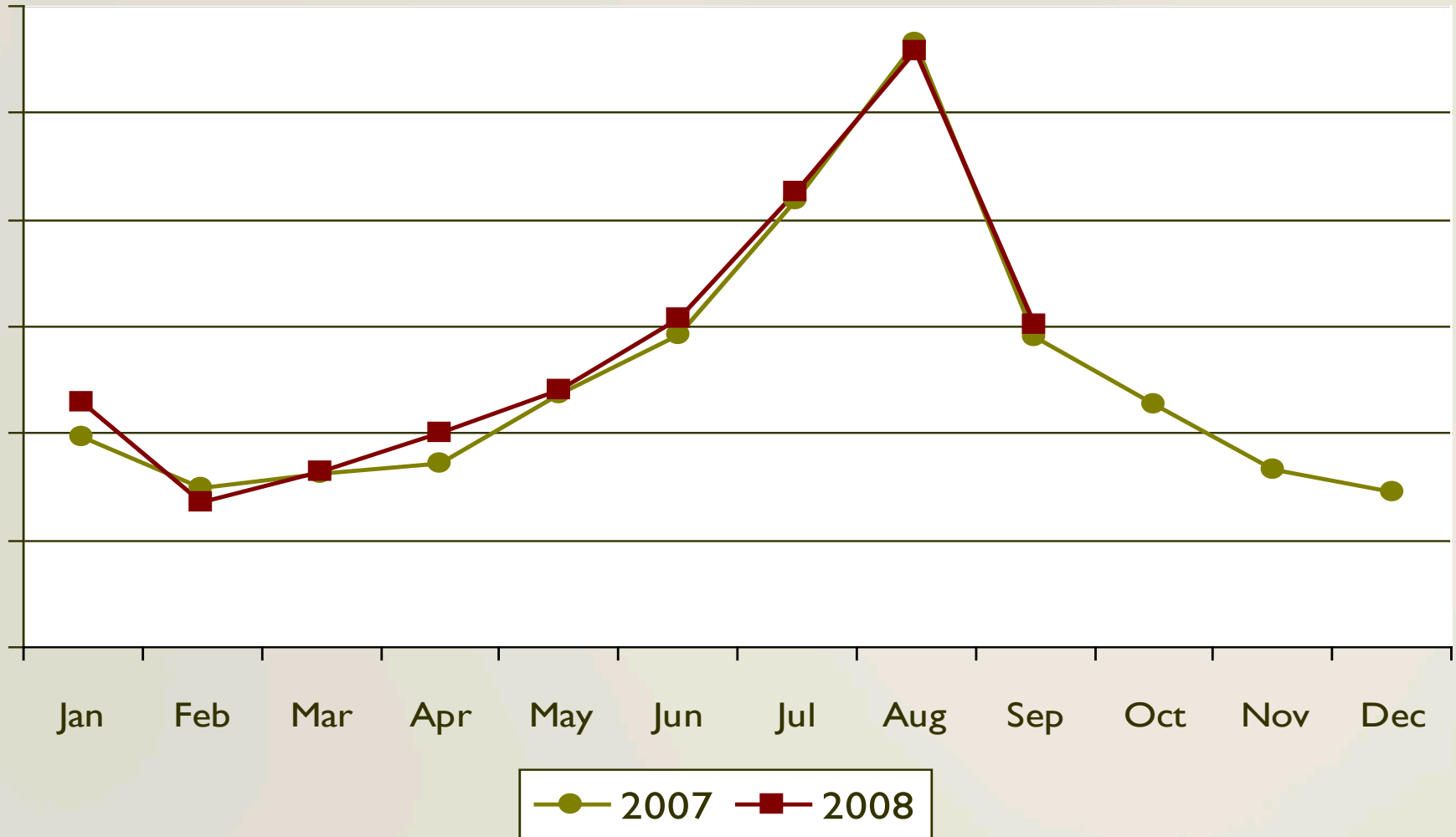


Data Source-MT Dept. of Revenue



MISSOULA COUNTY

(INC. MISSOULA)



Data Source-MT Dept. of Revenue





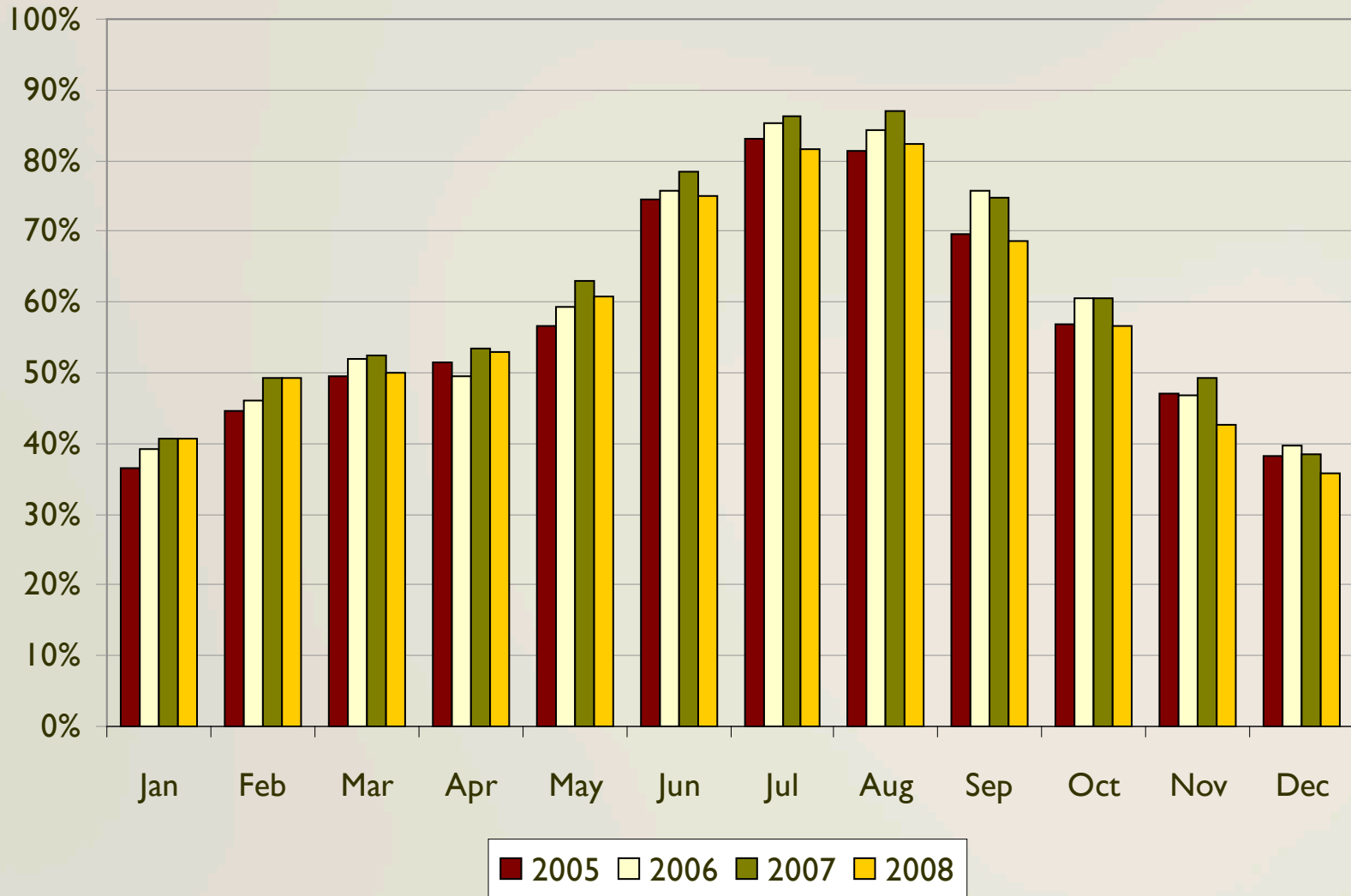
SMITH TRAVEL RESEARCH



MONTANA PROMOTION DIVISION · DEPARTMENT OF COMMERCE



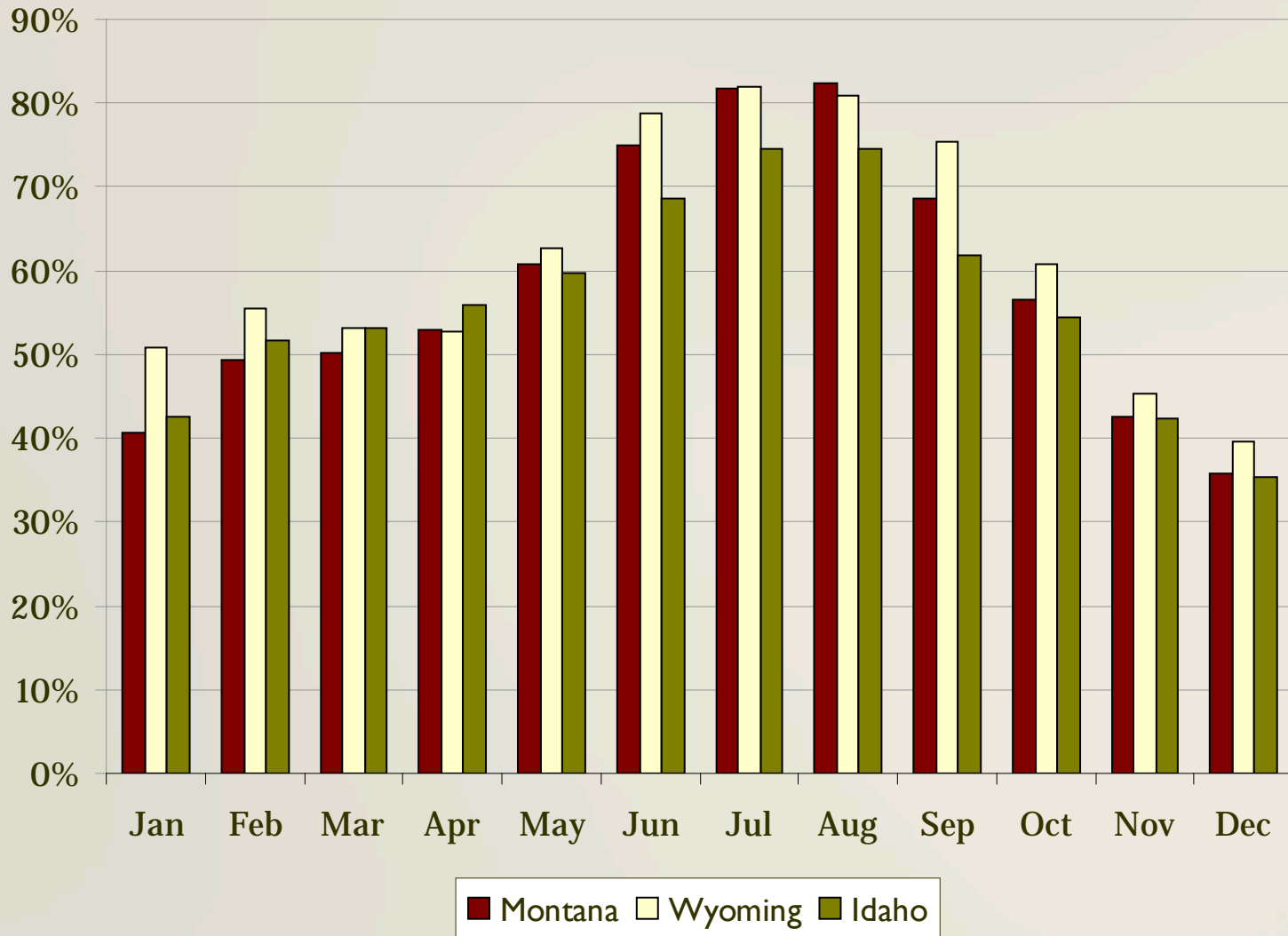
MONTANA OCCUPANCY 2005 - 2008



Data Source:
Smith Travel Research



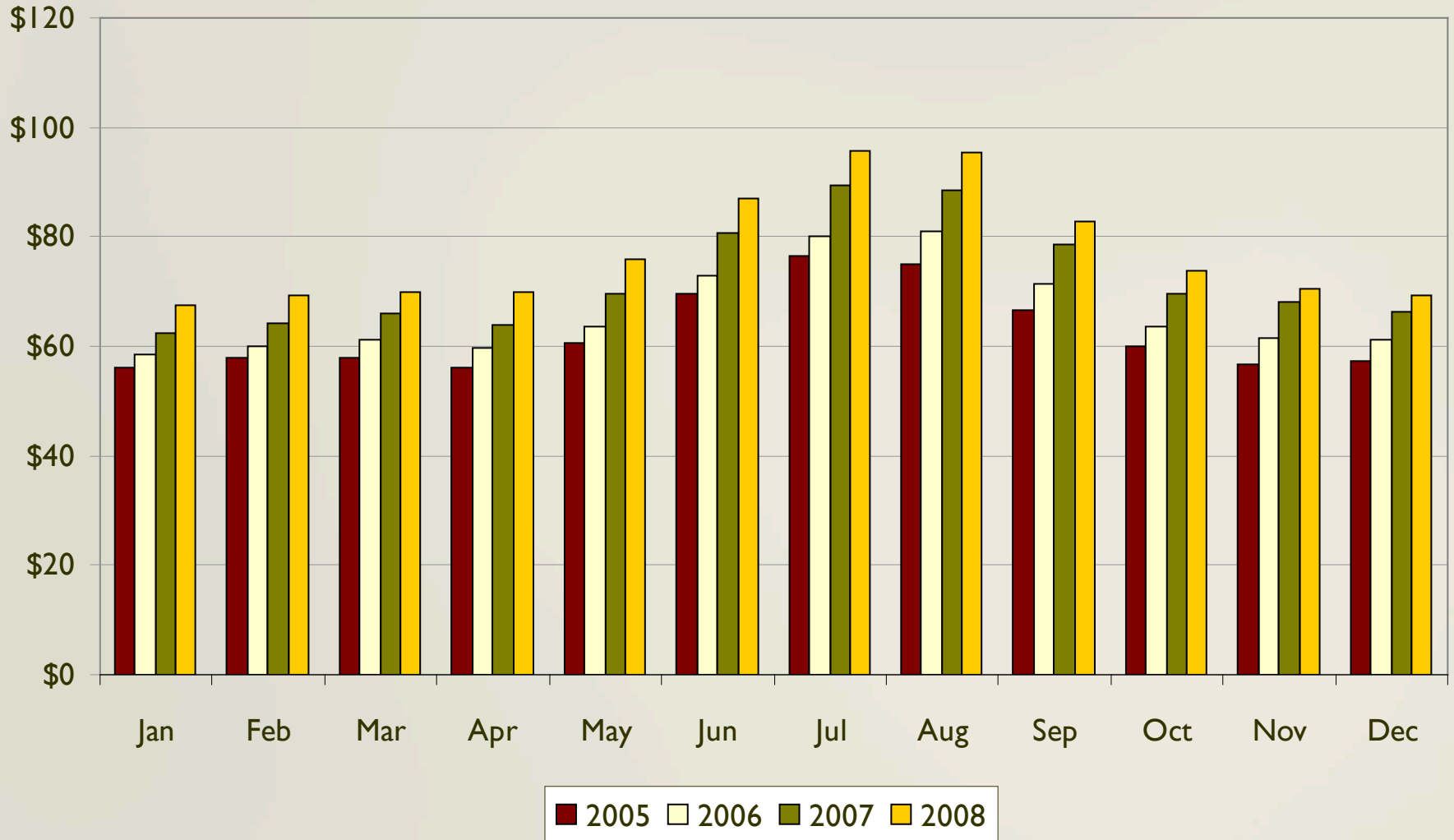
2008 OCCUPANCY COMPARISONS (MT-WY-ID)



Data Source:
Smith Travel Research



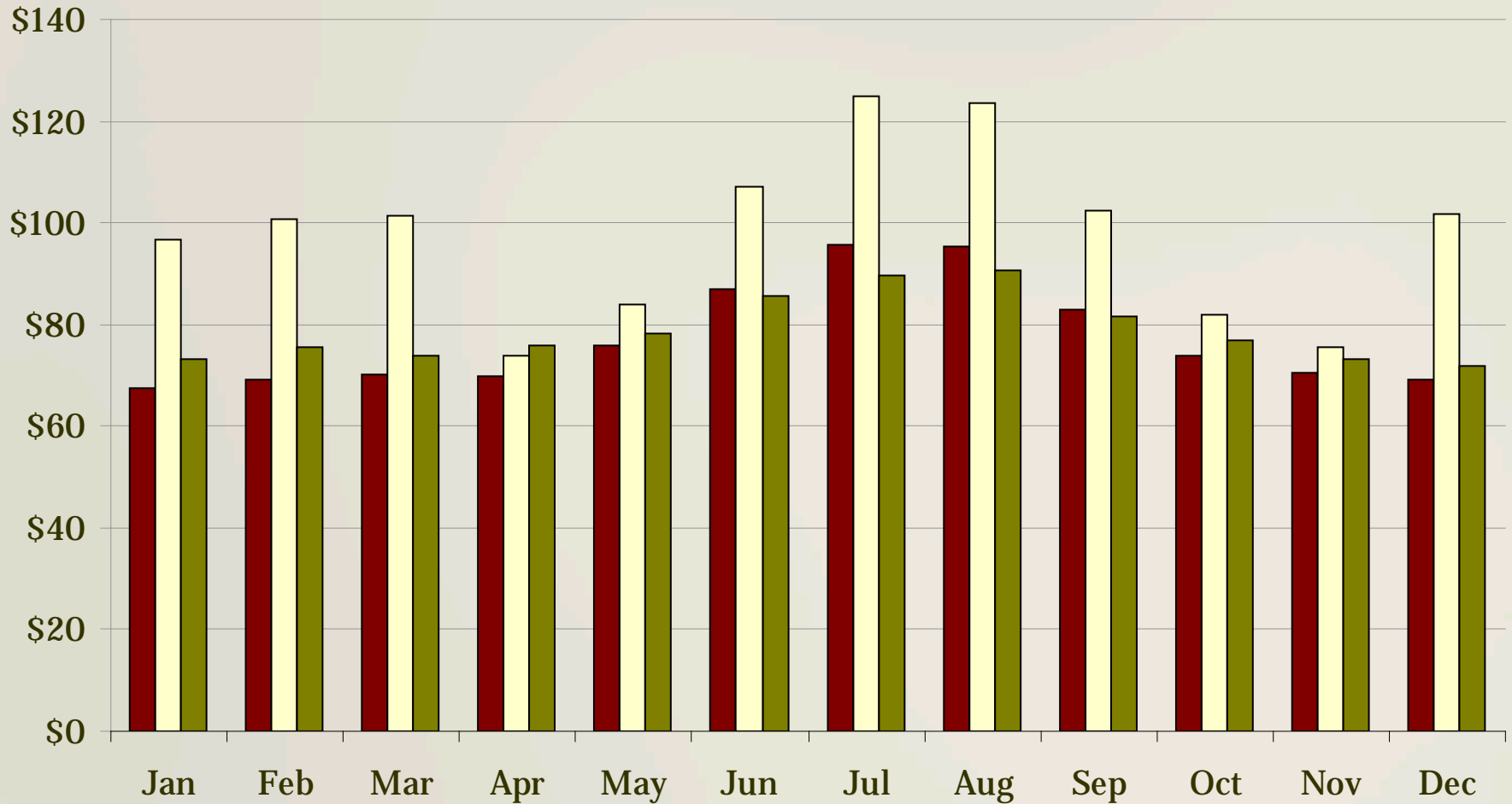
MT ADR COMPARISONS 2005 - 2008



Data Source:
Smith Travel Research



2008 ADR COMPARISONS (MT-WY-ID)

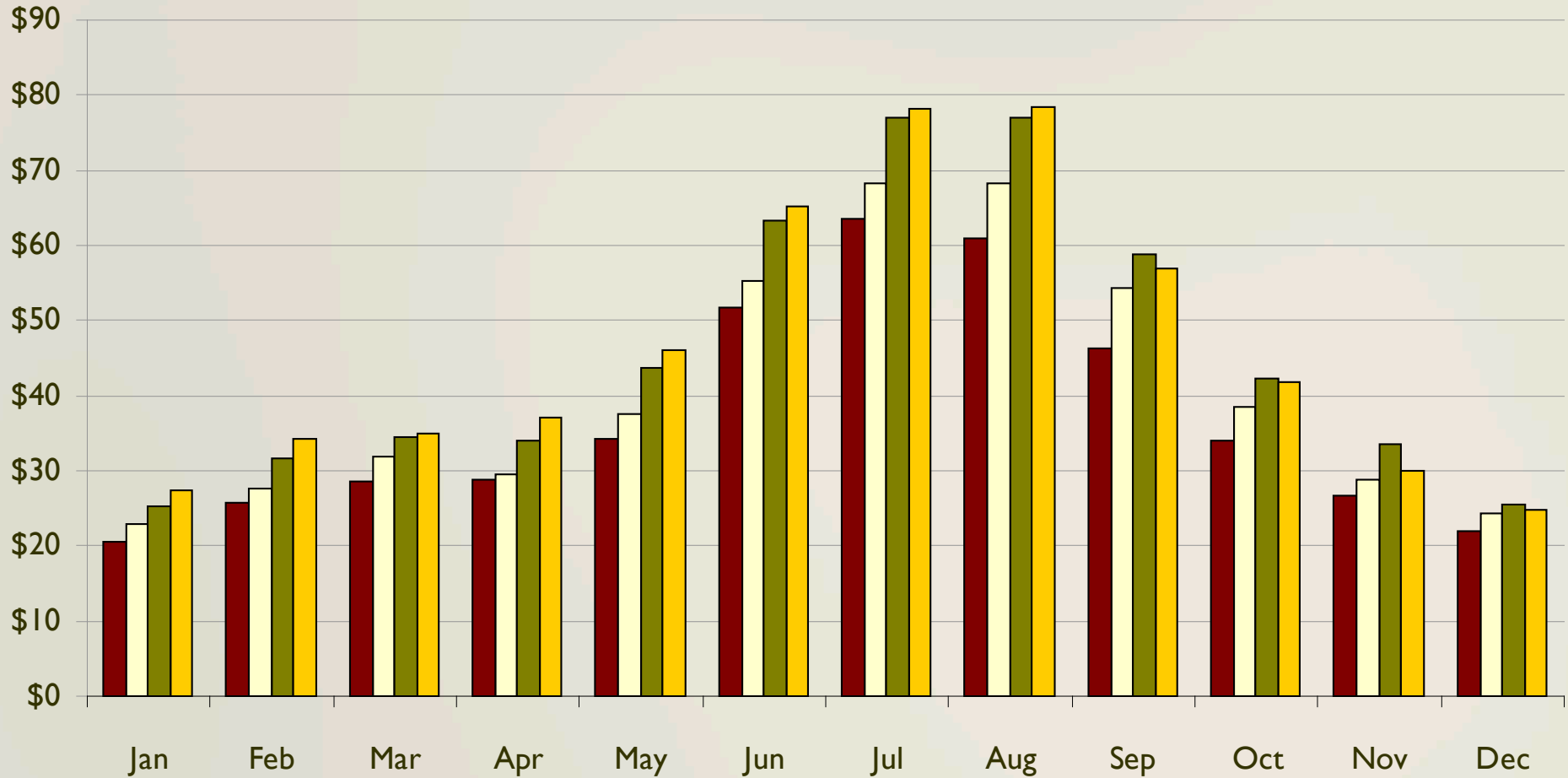


Data Source:
Smith Travel Research

■ Montana □ Wyoming ■ Idaho



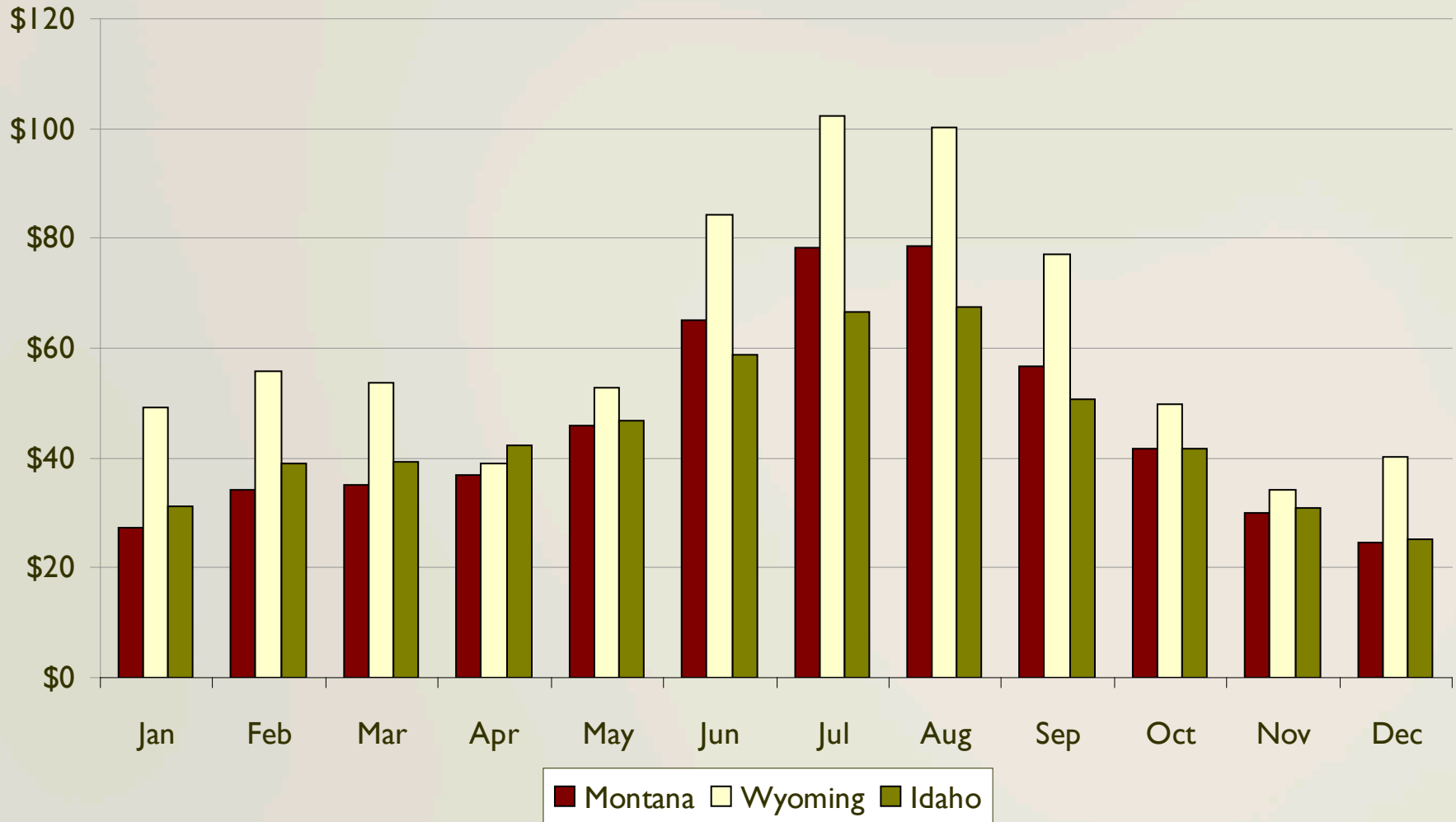
MT REV PAR COMPARISONS 2005 - 2008



Data Source:
Smith Travel Research



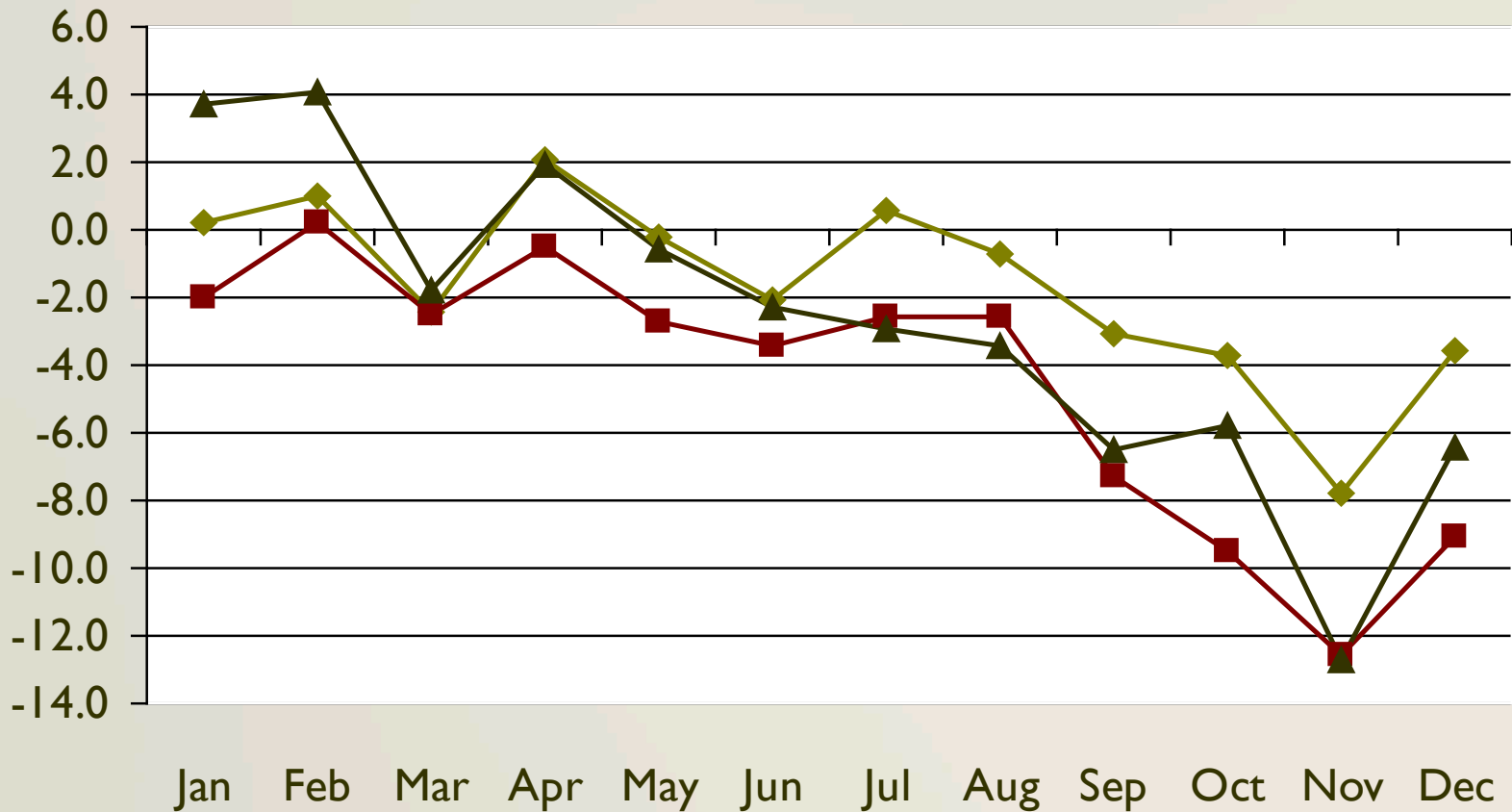
2008 REV PAR COMPARISONS (MT-WY-ID)



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-DEC)

TOTAL REVENUE/ROOMS AVAILABLE/ROOMS SOLD

| Segment | Revenue | Available | Sold |
|--------------------------|----------|-----------|----------|
| | % Change | % Change | % Change |
| United States | 0.7 | 2.7 | -1.6 |
| Mountain | -2.4 | 3.2 | -4.5 |
| Montana | 2.8 | 2.1 | -3.1 |
| Billings | 0.6 | 5.8 | -6.5 |
| Bozeman/Yellowstone Area | 1.5 | 2.1 | -3.5 |
| Missoula/Butte | -0.3 | 0.6 | -4.7 |
| Helena/Great Falls | 5.7 | 0.3 | -3.1 |

Data Source:
Smith Travel Research

