

# ANNUAL REPORT 2024

DISCOVER  
*Kalispell*  
MT

I hope this email finds you well. I wanted to extend my gratitude for your response and the information you provided.

I just returned from my first visit to your area, and I must say it was an absolutely amazing experience. The week flew by, and I found myself reluctant to leave. Every moment was filled with discovery and excitement.

Exploring your area for the first time was a truly enriching experience. From the local attractions to the hidden gems, I found myself captivated by the beauty and charm of the surroundings. I learned so much during my stay, and it has left me eager to return and delve even deeper into all that the area has to offer.

Thank you once again for your assistance and for contributing to such a memorable trip. I look forward to spending more time in the area in the future and creating more cherished memories.

Wedding Venue Help - Discover Kalispell



Outlook...o.png

Awesome, you ladies are great. I actually found a place using the website. Setting them up in lone pine State Park. I think it's going to be absolutely beautiful. You guys are amazing. 🥰

## Comments



8w

More useless junk for tourists.

Reply Hide



discoverkalispellmontana 8w · Author

Small businesses play a vital role in any community, including Kalispell. ❤️

Reply



❤️ by author

@ Well THIS visitor confirms these are GREAT shops with great clothing and products that are different from what is typically available where I live. Every time I wear or use something I bought in @discoverkalispellmontana or hold a lovely treasure from @kehoesagateshop it's a great reminder of our time in Montana. Keeps the Montana Magic alive for us! And of course the BEST stop pictured here is @normssodaountain

★★★★★ 2 months ago

Dawn at Discover Kalispell is a joy to work with. I recently had the pleasure of touring Kalispell with her guidance as someone new to visiting Montana. She knew all the best places to shop, stay overnight, and eat.

**A DESTINATION  
MARKETING &  
STEWARDSHIP  
ORGANIZATION**



# MESSAGE FROM DISCOVER KALISPELL AND THE TOURISM BUSINESS IMPROVEMENT DISTRICT

As we embark on another exciting year, we want to extend our heartfelt gratitude for your unwavering support and partnership. Together, we've made Kalispell a welcoming destination for visitors and a thriving community for residents.



In 2025, we're eager to build on the momentum we've achieved. Tourism continues to be a vital driver of Kalispell's economy, fueling jobs, innovation, and growth. This past year, Discover Kalispell implemented innovative marketing strategies that expanded our reach, attracted visitors during quieter months, and strengthened the local economy. The results have been impactful, and we invite you to explore our year-in-review report for a closer look at the progress we've made together.

In 2024 the TBID board of directors and its members reaffirmed their commitment to develop a stable year-round tourism economy by increasing the TBID nightly room assessment. Through this investment, Discover Kalispell will gain the resources needed to effectively market Kalispell with a primary focus on increasing group business, including sports and destination events to drive occupancy.

Looking ahead, we remain committed to fostering sustainable growth and elevating Kalispell's reputation as a destination of choice. From collaborating with businesses and activity providers to advocating for the stewardship of our natural resources, we are focused on supporting both our economy and the community's priorities. Together, we'll continue to ensure Kalispell thrives year-round while preserving what makes it so special.

We also want to recognize the invaluable contributions of our Board of Directors, member businesses, the City of Kalispell, and our incredible team at Discover Kalispell and the Discover Kalispell Chamber.

*Here's to another year of innovation, collaboration, and success.*

  
Diane Medler  
Executive Director

  
Bryce Baker  
TBID Chair of the Board





# WHO WE ARE, WHY WE DO WHAT WE DO

## OUR COMMUNITY

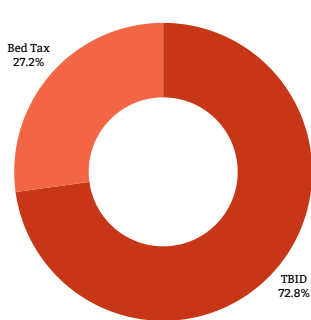
At Discover Kalispell, we are deeply committed to the success of our community. As a branch of the Chamber of Commerce, empowering local businesses lies at the heart of our mission. We believe that by showcasing the unique charm and breathtaking landscapes of our corner of Montana, we not only attract visitors but also create opportunities for the residents of the Flathead Valley to thrive. Our work fosters a vibrant local economy, ensuring that both our community and its businesses flourish together.



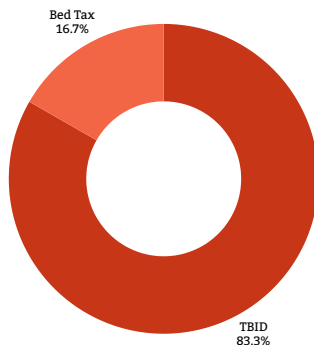


# TOURISM FUNDING AND VISITOR'S REINVESTMENT IN THE COMMUNITY:

## FUNDING



FY24 Revenue  
**\$782, 000**

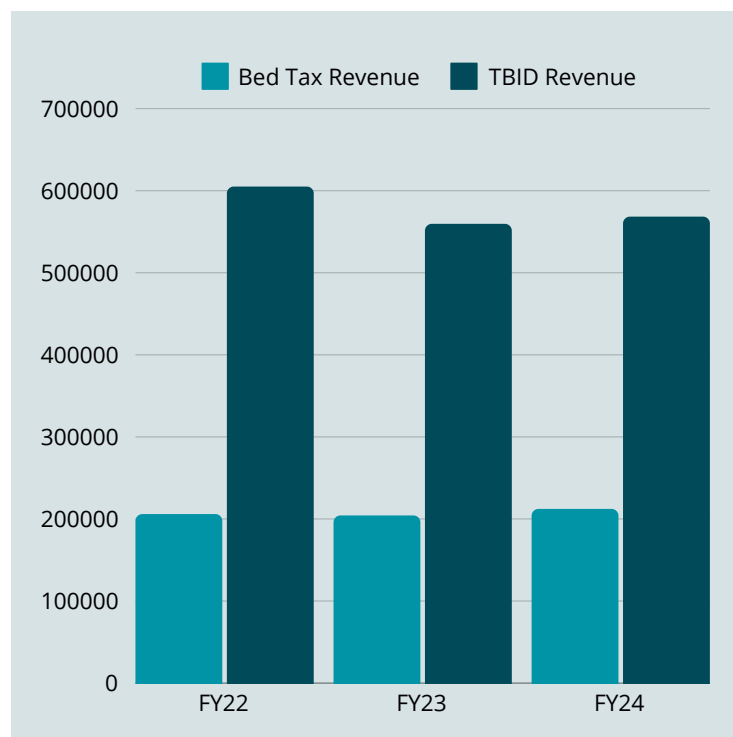


FY25 Projected Revenue  
**\$1,406,200**

### BED TAX AND TBID REVENUE FUND THE ANNUAL DISCOVER KALISPELL DESTINATION MARKETING PLAN:

- Implement an integrated approach to paid, earned and owned media to promote year-round travel, unique Kalispell experiences and local businesses.
- Provide visitor services and resources for member businesses.
- Offer community and event grant funding supporting local events, youth sports and arts and cultural assets.
- Attract group business in Kalispell through meetings, conferences, reunions, and sports tournaments.
- Visitor management and education initiatives that promote responsible recreation, protection of Montana's natural resources and honoring Kalispell and Montana's culture and way of life.

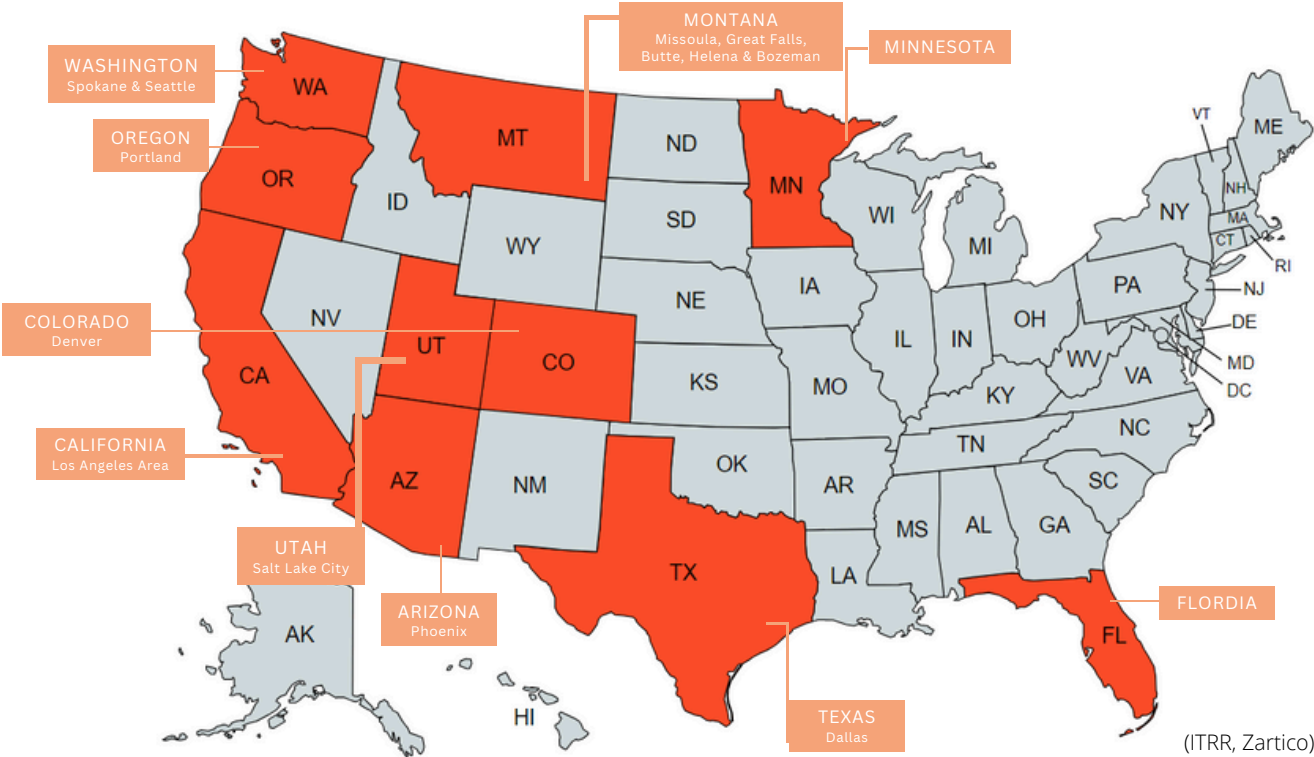
Discover Kalispell is funded by the 4% Lodging Facility Use Tax (Bed Tax) and the Kalispell Tourism Business Improvement District (TBID) assessment. The annual Destination Plan outlines a strategy to boost economic vitality through tourism while prioritizing community stewardship and sustainable destination development.





# TOURISM FUNDING AND VISITOR'S INVESTMENT IN OUR COMMUNITY:

## VISITOR SPENDING



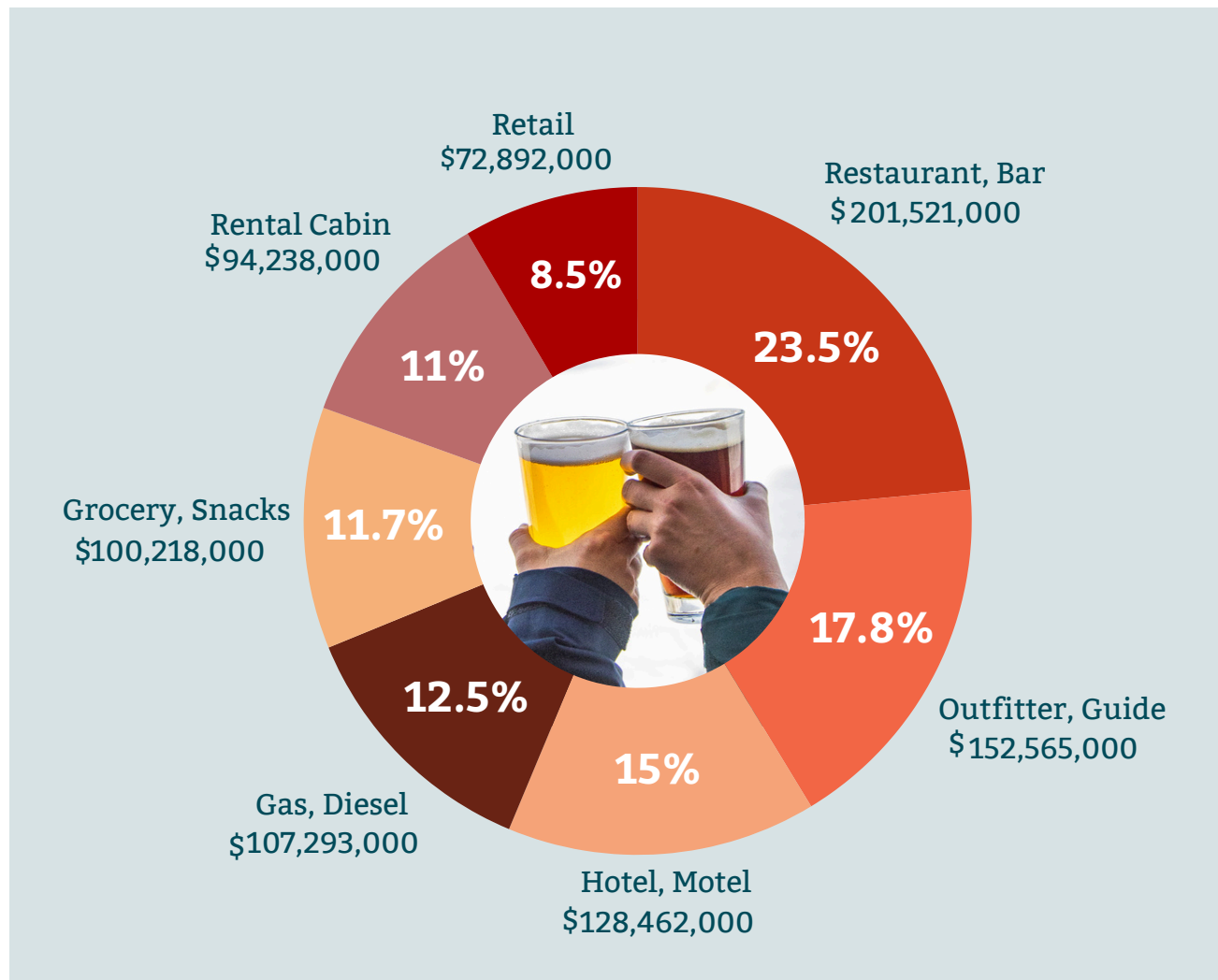
Top domestic markets for visitations to Kalispell





# VISITOR'S INVESTMENT IN OUR COMMUNITY:

## FLATHEAD COUNTY NON RESIDENT VISITOR SPENDING



Top spending categories by non resident visitors to Flathead County

Number of non-resident visitors to Flathead County **has not increased**, 2,912,000 visitors in 2023 is 0.6% more than in 2019...But **spending by non-resident visitors** to Flathead County has **increased by 64%** since 2019. The influx of \$1.06 billion **supports over 14,000 jobs** related to tourism and a variety of local businesses.

Spending by visitors has increased by **64%**



since 2019



# WHO IS VISITING AND WHAT ARE THEY BUYING?

## Credit card spending data:

**Top domestic markets:** Missoula, Seattle, Phoenix, LA Metro area, Bozeman

\$166 million Q1-Q3 2024

- 14% spent at restaurants/dining
- 3% at hotels/lodging
- 20% at retail
- 64% at other

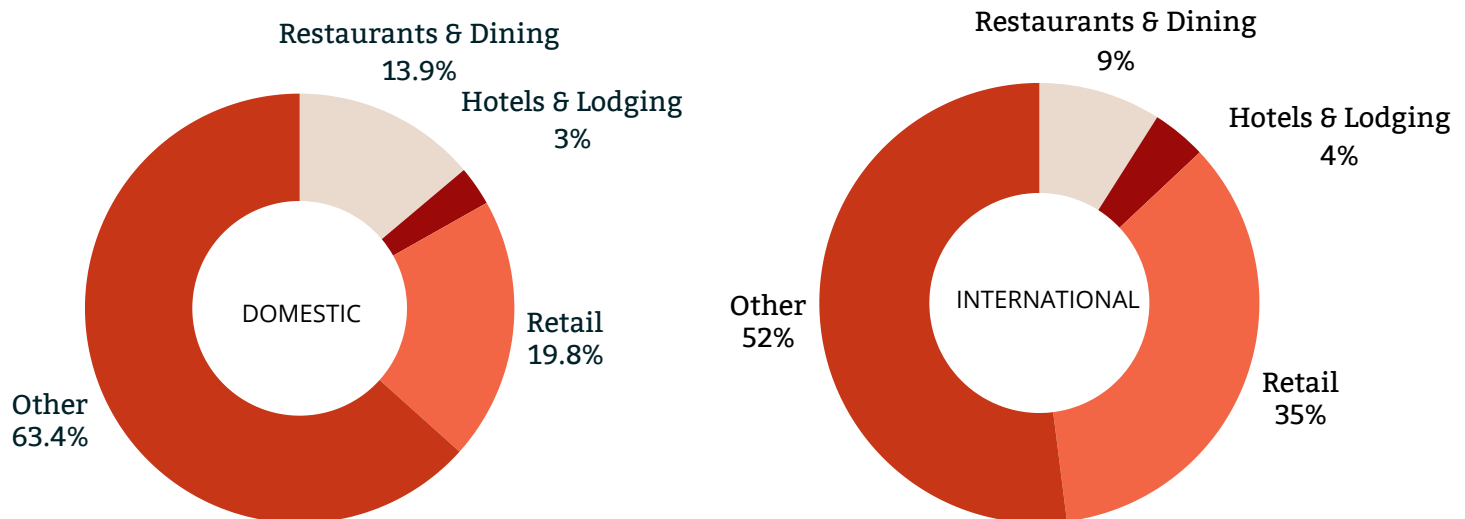
**Top international markets:** Canada, Germany, Australia, UK, France

\$14 million Q1-Q3, 2024

- 9% spend at restaurants/dining
- 4% at hotels/lodging
- 35% at retail
- 52% at other

(Visa Destination Insights)

## Visitor overall spend - Mobile location data (Zartico):





# GROUP SALES INITIATIVES

- Total Room Nights (Actualized) in 2024: **1,756**
- Lodging revenue of actualized groups: approx. **\$241,498.40**
- Awarded **\$3,060.00 in incentive funding** to contracted groups
- Assisted **55 additional groups** with a variety of services such as lodging RFP's and rate quotes; group transportation and activities; restaurants that accept groups; entertainment and venues.
- **Total rooms booked** in 2024 for 2024 & 2025: **1,141**

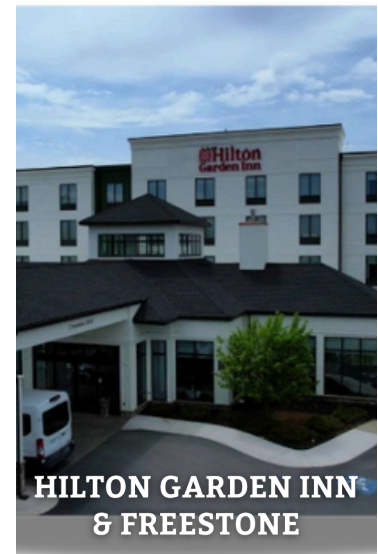
**Military Reunion FAM** – Discover Kalispell welcomed five military reunion planners who organize gatherings for groups of up to 200. During their visit, they experienced tours of Glacier National Park, local lodging options, enjoyed exceptional dining, and witnessed the outstanding veteran support available in the Flathead Valley.

**Galore and More FAM** – In partnership with Western Montana's Glacier Country, Discover Kalispell hosted 11 travel and tour advisors from across the U.S. These advisors, some who specialize in small group travel, explored the region to create customized itineraries and unique experiences for their clients.



*Galore & More FAM*

Discover Kalispell **produced 3 reels** to showcase the old lumber building turned into a flexible venue for many events, Snowline Acres, the newly remodeled Hilton Garden Inn event space, Northwest Montana History Museum, and the unique event space with a historic setting.



# MARKETING: FY24 MEDIA PLAN

CHANNEL	BUDGET
Search	\$21,000
Display	\$21,700
Paid Social	\$21,700
OOH	\$5,645
Print	\$14,048
Digital Partner	\$10,000
	<b>\$94,103</b>

## SEASONAL CAMPAIGN STRATEGIES:

- 'Springtime Magic': Skip the lines and busy travel
- LinkedIn and Small Market Meetings
- 'Venture Boldy': Take a chance in a place you'll never forget

### SPRING



### SUMMER

- Recreate Responsibly messaging
  - Bear, water, & fire safety
- Education on GNP 2024 vehicle reservation system

- Promoting a less busy travel experience to the area
- 'Kalispell-Bound': Evergreen tactic showcasing the enticing magic of Kalispell
- Re-Discovering Kalispell campaign kickoff



### FALL



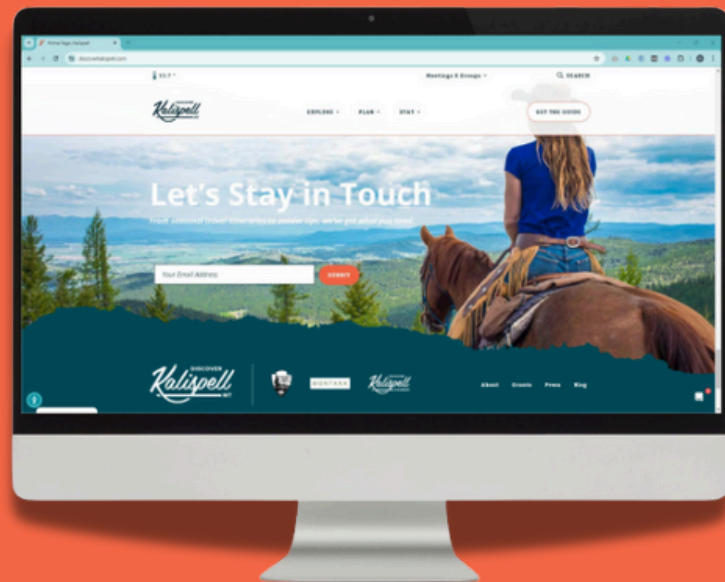
### WINTER

- Ski Package promotion at Blacktail Mountain to incentivize Kalispell hotel bookings
- Bandwango Winter Wonderland Pass
- Culinary, shop local, and "cozy" experiences



# MARKETING: 2024 HIGHLIGHTS

- Discover Kalispell website saw a **(+15.3%)** increase in new users and a **(+17.3%)** increase in active users in FY24.
- Evergreen paid media ads **harnessed 94,984 clicks** in FY24.
- Discover Kalispell generated a **reach of 383,849,560** in earned media across various print and online publications (**MSN, LA Times, Redbook, Barrons, AOL and more**).
- Consumer newsletters averaged a 42.7% open rate, performing **18.61% better than industry average**.
- 23.5% **increase in Instagram Reels** posting cadence from 2023 to 2024.



## ORGANIC SOCIAL MEDIA:



Facebook engagement: 3% for FY24  
Industry standard: 0.94%



Instagram engagement: 2.7% for FY24  
Industry standard: 1.39%

## NEW ADVERTISING PLATFORMS:



ON THE  
SNOW



JUN GROUP


LinkedIn ads

Smithsonian  
MAGAZINE



# MARKETING:

SPRING




**GATEWAY TO ADVENTURE**

*Glacier National Park, 32 miles from Kalispell, MT*

**Welcome to Kalispell's Local Park  
It's Kind of a Big Deal.**

The charming mountain town of Kalispell, Montana, is a two-hour direct flight away from Sonoma County. Once you arrive, you'll find Glacier National Park's stunning beauty just 32 miles away. Meanwhile in Kalispell, our city-like amenities – including craft beverages and surprising food options – will welcome you to explore, relax and soak it all up.

EXPLORE GLACIER NATIONAL PARK



DISCOVER *Kalispell* MT



**Free Kalispell MT Travel Guide | Start Planning Your Trip Today | Enjoy Yourself**  
[Ad] [www.discoverkalispell.com](http://www.discoverkalispell.com)

Stay in Kalispell, MT and explore Glacier National Park, Flathead Lake, and much more! Plan Your Stay Here & Get Your Free Kalispell, Montana Visitor's Guide!

Things To Do  
How Kalispell Does Winter  
Downtown Kalispell  
Murals In Montana

SEM -Evergreen



Sponsored  
www.discoverkalispell.com/mtax

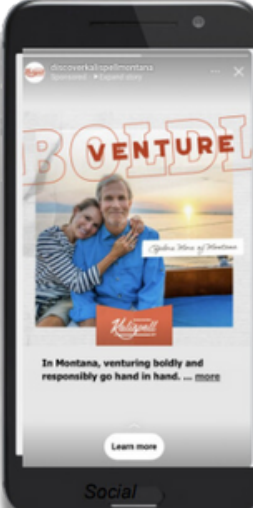
**Explore Montana's History - Play Montana's Golf Courses**

Kalispell, Montana. The gateway to endless one-of-a-kind outdoor experiences. Discover your spring adventure in Kalispell, Montana. Destinations: Flathead Lake, Going-to-the-Sun Road, Downtown Kalispell, Glacier National Park. Free Travel Guide. Flathead...

Things To Do   Offers and Specials   Flathead Lake



SUMMER



**BOLDLY**

LEARN HOW TO SOAK UP THE SUN, Kalispell style  
Summer Starts Here

In Montana, venturing boldly and responsibly go hand in hand. ... more

Learn more

Social



**Free Kalispell MT Travel Guide | Start Planning Your Trip Today | Enjoy Yourself**  
[Ad] [www.discoverkalispell.com](http://www.discoverkalispell.com)

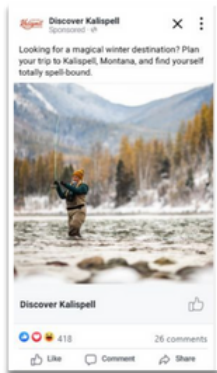
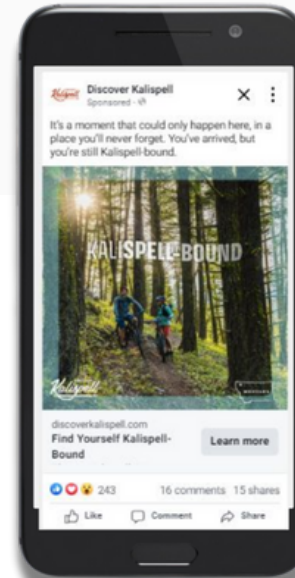
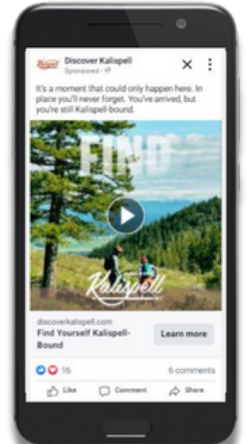
Stay in Kalispell, MT and explore Glacier National Park, Flathead Lake, and much more! Plan Your Stay Here & Get Your Free Kalispell, Montana Visitor's Guide!

Things To Do  
How Kalispell Does Winter  
Downtown Kalispell  
Murals In Montana

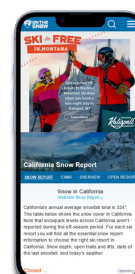
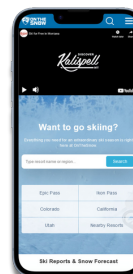
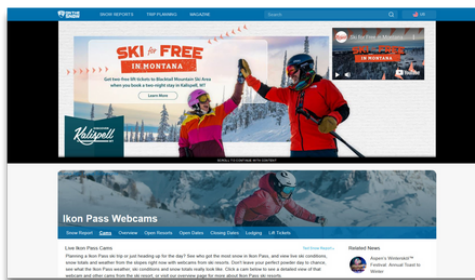
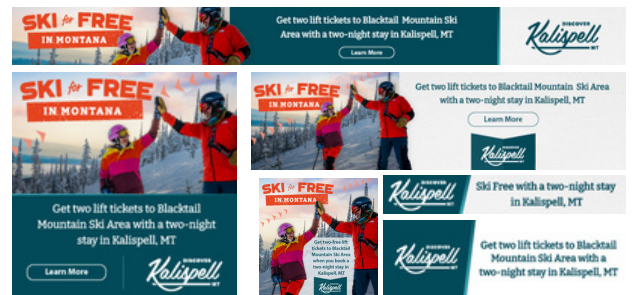
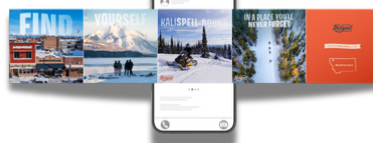


# MARKETING:

FALL

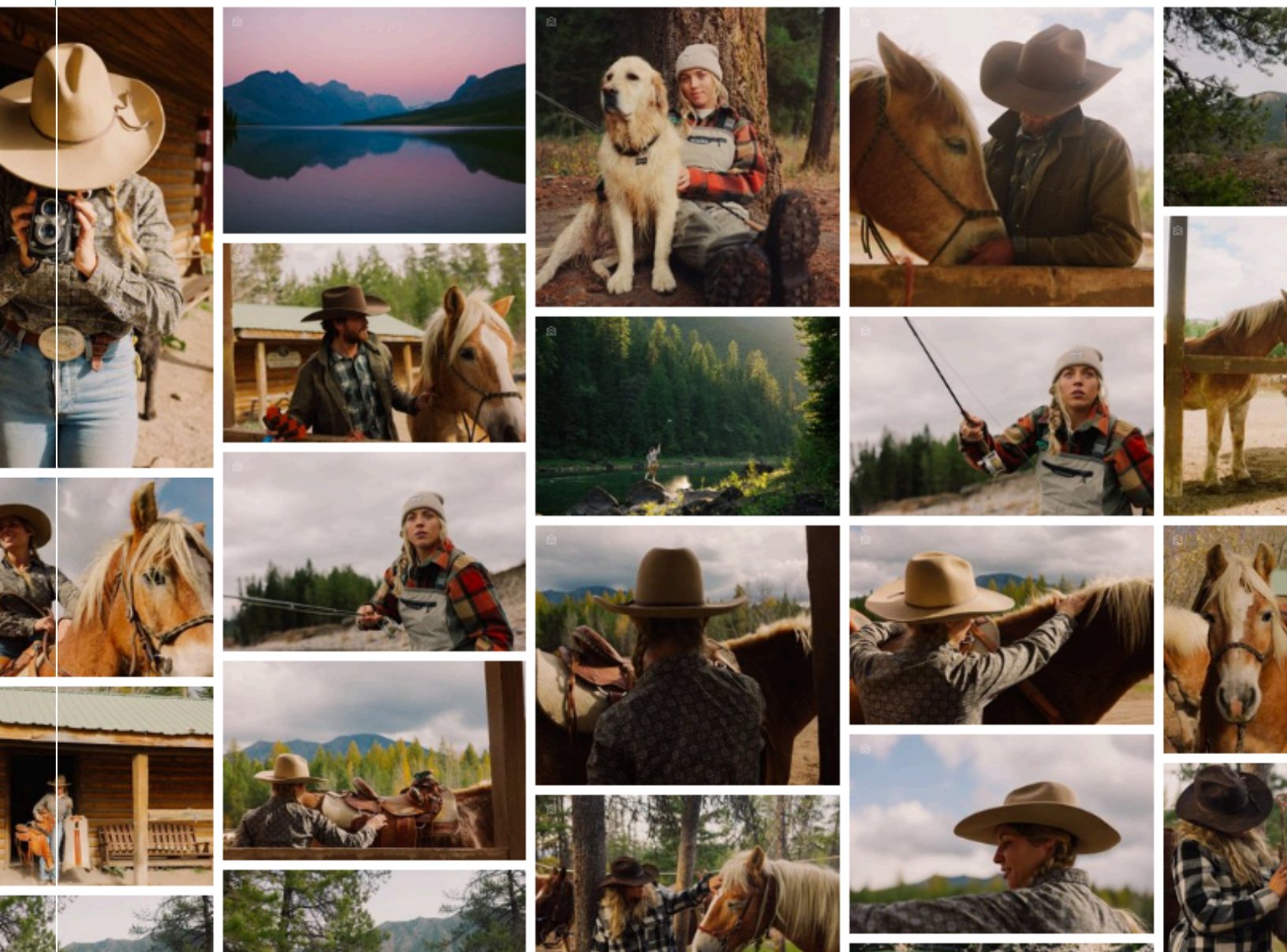


WINTER





# MARKETING: REDISCOVERING KALISPELL



A local photographer and director based right here in the valley; Discover Kalispell approached Forrest with the task of 'Re-Discovering Kalispell' through his lens. As a local outdoor enthusiast and distinguished creative whose passion lies in telling the stories of real people...

**Here's how he sees Kalispell.**

## **FALL 2024 SHOOTS:**

SWAN MOUNTAIN OUTFITTERS  
TRUE WATER FLY SHOP  
SHERMAN LODGE

## **Re-Discovering Kalispell with Forrest Mankins**

*Stay tuned for more  
shoots in 2025...*



## MARKETING: GROUP SALES

### LinkedIn ADS

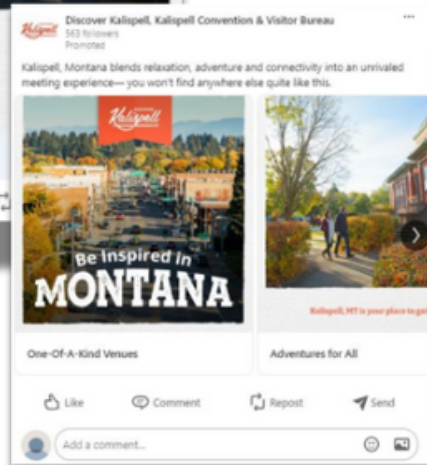


#### Geo-targeted cities

- Seattle
- Portland
- Salt Lake City

#### Top Industries included;

- Tech, Info & Internet
- Non-profits
- Higher education



Discover Kalispell's group marketing strategy focuses on attracting group tours, small meetings, and sporting tournaments during non-peak times to optimize occupancy at our TBID hotels.

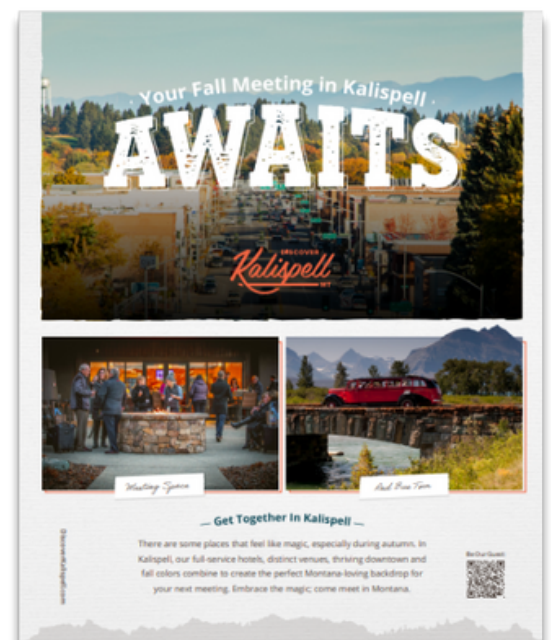
## SMALL MARKET MEETINGS

We use Small Market Meetings to attract groups of 50-250, highlighting Kalispell's scenic fall beauty and welcoming atmosphere.

### THE GROUP TRAVEL LEADER

### PRINT AD & NEWSLETTER BLAST

This publication is a trusted source among 14k travel buyers and industry professionals in the group tour space. Through the inclusion of both print and digital ad placements, we were able to meet the audience where they were at and establish repeated brand awareness and exposure.



# MARKETING: EARNED MEDIA

## Los Angeles Times

- *For a Real Foodie Journey, Seek These 11 Seasonal Delights*

## redbook

- *Avoid Tourists And Go To These Vacation Dupes Instead*

## SMALL MARKET MEETINGS

- *One Call Does it All in Kalispell, Montana*



- *Affordable Lodging and Nearby Luxury Experiences Await in Kalispell, Montana*



## 5 lesser-known, budget-friendly ski towns to visit

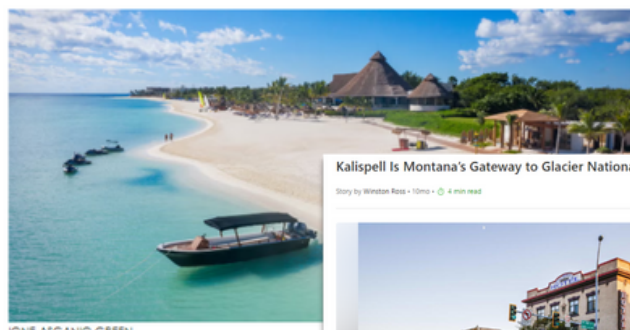
Skip the crowds and save big in these semi-hidden, affordable gems.

By Terry Ward • Nov 28, 2023 • 4 minutes read

## Avoid Tourists And Go To These Vacation Dupes Instead

Let's find some hidden gems.

By James Barrett Published: Mar 4, 2024



Kalispell Is Montana's Gateway to Glacier National Park

Story by Winston Ross • 10 min • 4 min read

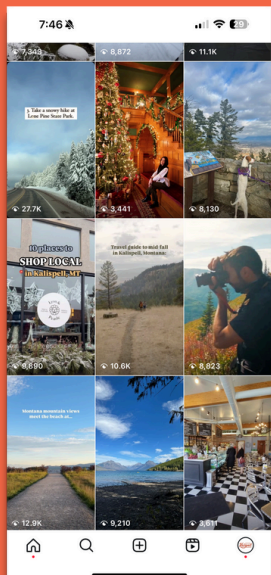


Market in Montana's Gateway to Glacier National Park

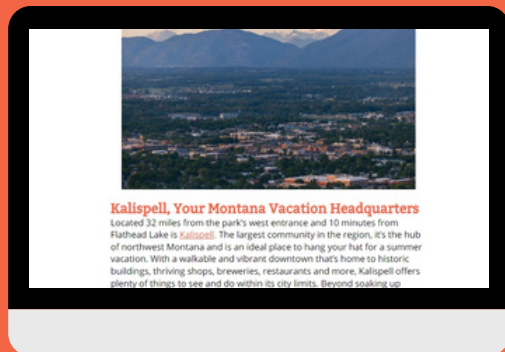
BARRON'S msn

# OWNED MEDIA

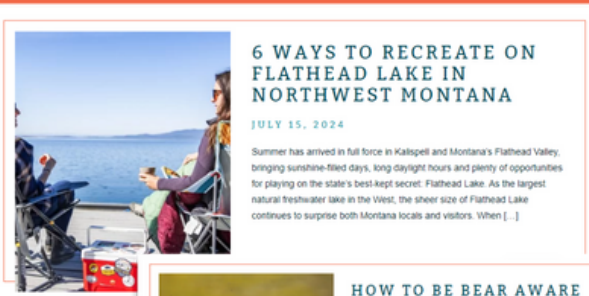
## Blogs



## Newsletters



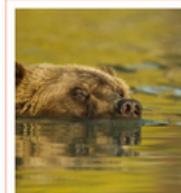
## Reels



## 6 WAYS TO RECREATE ON FLATHEAD LAKE IN NORTHWEST MONTANA

JULY 15, 2024

Summer has arrived in full force in Kalispell and Montana's Flathead Valley, bringing sunshine-filled days, long daylight hours and plenty of opportunities for playing on the state's best-kept secret: Flathead Lake. As the largest natural freshwater lake in the West, the sheer size of Flathead Lake continues to surprise both Montana locals and visitors. When [...]



## HOW TO BE BEAR AWARE IN MONTANA

AUGUST 28, 2024

Here in Montana, September is Bear Aware Month. And while we know many of you visit from out of state (welcome, by the way!), we also know that you may not be familiar with recreating and vacationing in bear country. In Kalispell and northwest Montana, we're fortunate to coexist with wildlife, including grizzly bears. Black [...]

## 9 PLACES TO TASTE FALL IN KALISPELL, MONTANA

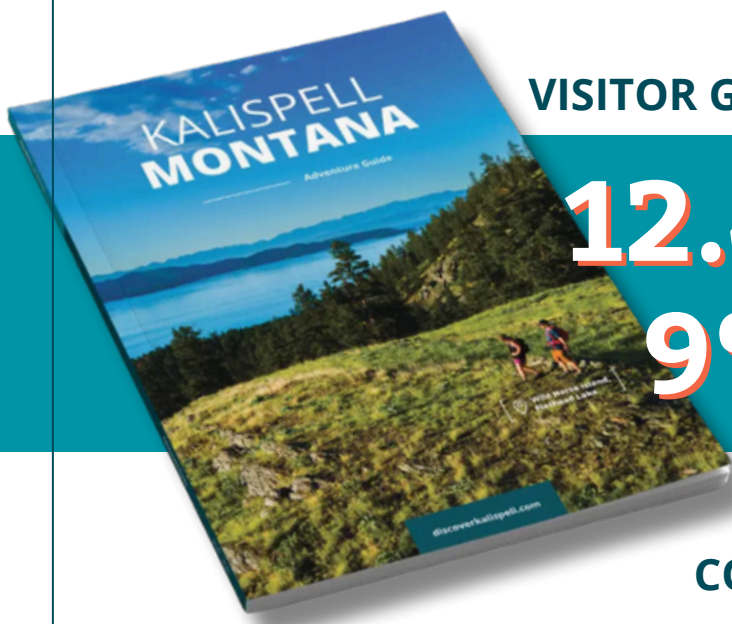
OCTOBER 11, 2024

Fall has officially arrived in northwest Montana, bringing with it beautiful sunny days, crisp nights and an array of flavors. When it comes to tasting fall, there's no better place to dig in than Kalispell. With a robust culinary scene, it's easy to find something fall inspired to sip, eat and enjoy. In Kalispell, our [...]





# VISITOR ENGAGEMENT



## VISITOR GUIDE

**12.4%+** increase in digital downloads

**9%+** increase in mailed printed copies

2024 vs. 2023

## VISITOR CENTER COMMUNICATIONS

**8.26%+**

increase in communications across average walk-ins, phone calls, web chats, visitor guides, & emails



# LODGING REPORT



## Kalispell Hotel Performance:

**Avg annual Occupancy:** 55.5%, 3% decrease YoY

**Avg annual ADR:** \$159.05, 3.9% increase YoY

**Avg annual RevPAR:** 0.8% decrease YoY

**Room Supply:** 3.6% decrease in available rooms  
(closure of Quality Inn and other properties undergoing remodels)

**Room Demand:** 4.8% decrease YoY

## Seasonal Fluctuations in Hotel Occupancy:

**Winter 2024:** 16% decrease YoY due to low snow levels

**Spring 2024:** 2.6% decrease

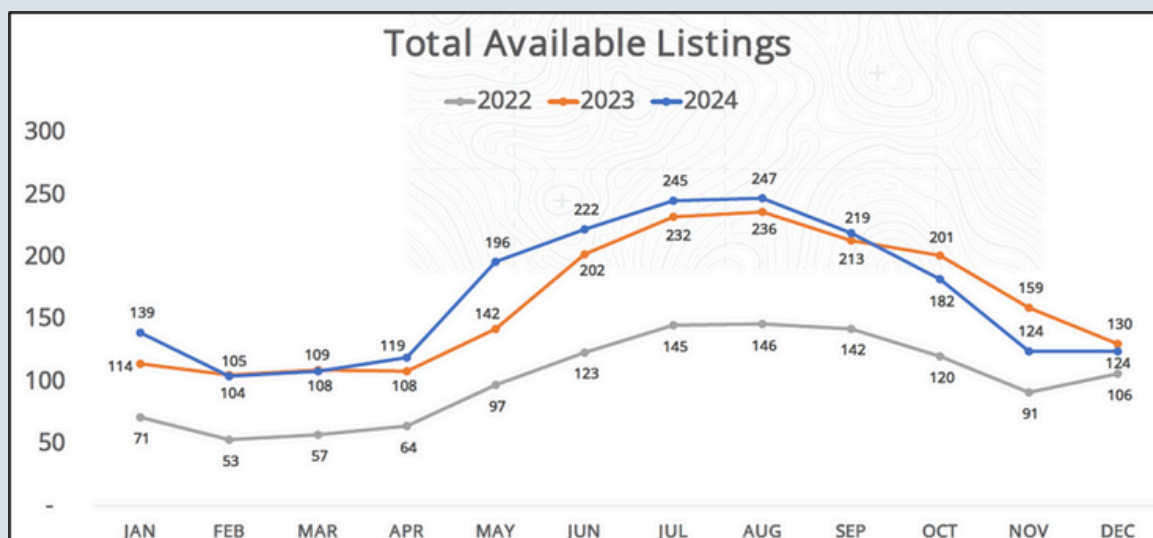
(June was a strong month bolstered by group business and sports)

**Summer 2024:** 0% change YoY

**Fall 2024:** 2.5% increase YoY

## Kalispell Short Term Rentals:

Available listings are decreasing each month at a faster rate in 2024 than in 2023.





# EVENT GRANTS

## \$25,000

of financial assistance granted to support and expand local youth sports and community events.



**51%** *of Americans feel that hosting youth and/or amateur sporting events improves the quality of life in their communities*

**53%** *of Americans feel that hosting youth and/or amateur sporting events benefits their local economy* *(Sports ETA, Longwood International)*

*Discover Kalispell is proud to support sports for the youth and adults in our area, while continuing to promote Kalispell as a sporting destination.*



2025

# Key Strategies :

1

**SPORTS:** Develop a comprehensive strategy to market Kalispell as a sports destination, encouraging increased tournaments based in the valley.

2

**INFLUENCERS:** Explore new opportunities by connecting with out-of-the-box influencer partnerships to create meaningful engagement with new audiences.

3

**REDISCOVERING KALISPELL:** Continued partnership with local photographer to showcase our area through the eyes of an active member of our community.

4

**ARTIFICIAL INTELLIGENCE:** Using conversational AI in advertising beginning Jan. 2025 - while maintaining the Discover Kalispell brand voice.

5

**WEDDINGS:** Build out resources and marketing material to highlight our area as a destination wedding location for locals and visitors.

6

**INTERNATIONAL TRAVEL:** Build upon the 13% increase in credit card spend by intl. visitors in Kalispell with targeted marketing and promotions.

## Discover Kalispell Team:



**Diane Medler**

Executive  
Director



**Dawn Jackson**

Group Sales  
Manager



**Natalie Wallon**

Marketing &  
Comms Manager



**Meche Ek**

Visitor Services  
Manager

## TBID Board of Directors:

Bryce Baker, *Chair*, My Place Kalispell  
Robert Hall, *Vice Chair*, Holiday Inn Express  
Zac Ford, *Treasurer*, Hampton Inn Kalispell  
Britta Joy, Marriott Springhill Suites  
Skyler Rieke, Best Western Flathead Lake Inn & Suites  
Brandon Brookshire, Hilton Garden Inn  
Haley Wilson, Super 8

## Partners:

Discover Kalispell Chamber Team  
The Abbi Agency  
Lightning Bug Public Relations

Welcome to  
the team, Ben!



**Ben Gould**

Group Sales  
Manager

www.discoverkalispell.com | 2 South Main Street, Suite 205, Kalispell MT 59901  
info@discoverkalispell.com | 406-758-2811