



## ECONOMIC IMPACT ANALYSIS: GPIA Airport Phased Weekly Closures – July 2026

### FACTS

01. The airport closure will begin July 6, 2026, and will be operating on Fridays (at noon) through Monday mornings for the rest of the month; the weekday closure will be impacting about 50% of total available inbound seats (based on July 2025 daily seat count).
02. July 2025 recorded 96,354 total available inbound seats with a 90% load factor.
03. GPIA visitor-to-resident ratio is reported to be 70:30 during Q3 2024 (the most recent estimate available for July).

### ASSUMPTIONS

01. We assume the load factor will rise from the historical 90% to 97% in July 2026, as some would-be travelers will adjust their travel plans to arrive by air on the fewer days the airport is operating.
02. We assume 20% of potential passengers would choose to fly to other neighboring airports (like Missoula) as they may need to arrive in the greater Kalispell area on specific days when the Kalispell airport is closed.

### ANALYSIS

#### Airport

- July 2025 recorded 96,354 total available inbound seats, 50% of which would be impacted by the 2026 closure dates, leaving 48,274 remaining seats to arrive on the days the airport will be operating in July 2026.
  - We also assume that airlines will not change their frequency or capacity on the days the airport is open in July 2026 compared to July 2025.
- With an assumed load factor of 97% and another 20% diverting to nearby airports, this results in 37,461 total passengers arriving at GPIA in July 2026.
- We then apply the 70% visitor ratio to the remaining inbound total passengers to arrive at an estimated **26,222 total visitors arriving by air in July 2026 – 43% of the number of visitors who arrived at GPIA in July 2025.**

## Hotels

- 48% of all hotel revenue in July 2025 was collected on the anticipated “open” days relative to July 2026 (July 1-6, and remaining Fridays, Saturdays & Sundays). As travelers will still be able to arrive on those days in July 2026, we assume the potential impact will be on the remaining 52% of revenue.
- We estimate 57% of that remaining 52% to be lost due to the closure, which comes to 29% of total revenue from July 2025.
- July 2025 generated \$11.1 million in revenue. 29% of that amount totals **\$3.26 million in lost hotel revenue.**

## Visa spending

- We analyzed 2023 and 2024 historic spending data in the month of July. We split total visitor spending into ‘fly market’ and ‘drive market’ segments and only looked at the ‘fly market’ spending for our analysis.
- As an estimated 57% of air traveling visitors will be lost in July 2026, we expect 57% of ‘fly market’ spending to be lost as well.
- As Visa claims to process about 50% of all credit card transactions in the U.S., we doubled the estimated impact to arrive at a total economic impact of lost revenue.
- In July 2024, ‘fly market’ visitors directly spent \$22.4 million on Visa credit cards in Kalispell. 57% of that number comes to \$12.79 million. Doubling that value to account for Visa’s estimated 50% market share equals **\$25.59 million in lost visitor spending.**

## Summary

- An estimated 26,222 total visitors will arrive at GPIA in July 2026, which is 43% of July 2025’s inbound visitation numbers.
- Hotels will lose an estimated \$3.26 million in July 2026, about 29% of total hotel revenue collected in July 2025.
- Lost visitor spending in Kalispell will amount to approximately \$25.59 million for July 2026.
- **The total economic impact of the airport runway resurfacing closure project on Kalispell is approximately \$28.85 million.**

*Prepared by Blue Room Research*

