

**Board of Directors Meeting
Kalispell Tourism Business Improvement District**

ANNUAL MEETING

January 28, 2026

4:00 - 6:00 pm

Northwest Montana History Museum, 124 2nd Ave East, Kalispell

4:00 p.m.

TBID Board of Directors Business Meeting

1. Hear from the Public – Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.
2. Board Action Items
 - a) Approval of minutes from December 10, 2025
 - b) Acceptance of financials for November and December 2025

Discover Kalispell Annual Review Presentation

Social media and public relations workshop for small businesses, presented by Lightning Bug Public Relations

Join us for a reception immediately following—an opportunity to connect, share insights, and celebrate the year ahead.

Board packet available at <https://discoverkalispell.com/tbid-documents-and-board-packets/>

For Further Information Please Contact:

Bryce Baker, Board Chair kalispell@myplacehotels.com 406-752-4847

Diane Medler, Discover Kalispell Executive Director diane@discoverkalispell.com 406-758-2808

2026 TBID Board Meeting Schedule (subject to change)

January 28	February 25	March 25	April 22	May 27	June 24
July 22	August 26	September 23	October 28	December 9	

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.



Board of Directors Meeting Minutes
Kalispell Tourism Business Improvement District
December 10, 2025
3-5:00 p.m.

Discover Kalispell/Chamber, 2 South Main Street, 2nd floor board room

Board Members Present: Bryce Baker, Haley Wilson, Nathan Black, Skyler Rieke, Britta Joy, Robert Hall, Zac Ford

Board Members on Zoom: N/A

Board Member Absent: N/A

Staff Present: Diane Medler, Ben Gould, Annie Young, Meche Ek

Guests Present: Nate Evans, Nathan Connell, O'Brian Byrd, Rob Brisendine, Jodi Sander, Dax Schieffer (Zoom)

3:00 p.m. **Meeting Called to Order:** Bryce Baker, Chair of the Board

1. **Hear from the Public** – N/A

2. Event Grant Post-Report: **Glacier Surf Premiere Cup**, October 2025 event
Nate Evans discussed success, shared data in Post-Evaluation Report.
Questions include: What teams would be going after more if field space wasn't an issue?
Stated that \$95k is close to budget or expected costs? Refs are a challenge to get. Need incentives to get them to this event. Many referees come to the tournament with teams. Would like to submit an event grant application for the April 2026 tournament.

3. Event Grant Request Presentation: **Bear Grass Performing Arts**, Community & Composer Festival, February 2026.
Nathan Connell presented a new event to feature multi-generational choirs. Will include local youth choirs, Helena Youth Choir (35 singers) and a Missoula adult choir (32 singers), total of 250 singers. Playing works from well-known choir composers with two of those composers attending the event. Practices and concerts to be held at Wachholz College Center. Anticipate one night hotel stay from most out of market participants although some may also stay Saturday night following the concert. The group is also hoping to start a youth band festival in the Spring. Nathan shared the event budget and other sponsorships raised. Nathan stated that stage space is the limiting factor for increasing the number of participating choirs. They could look at two nights of concerts in future years.

Event Grant Request Presentation: **Glacier Park College Soccer Showcase**, spring tournament

O'Brian Byrd, Rob Brisendine shared what they learned about NCAA restrictions and discussions with potential colleges. Dates will be either April 11-12 (more than likely), or 18-19. Looking at venues to be Legends stadium (conflict on the 18th) or Glacier High School or Kidsports). Carroll College Men and Women teams are signed up. University of Montana discussed August (Women's) and shared April, so potentially Gonzaga, too. Potential is for five teams (for sure four), or six (with a three-way format for men's and women's). They will include a youth clinic with college coaches. 30 per team. 180 players for three teams. The grant request is \$35k, for the spring and fall events. This grant application includes more

teams and a second event compared to the \$20,000 grant application for the August 2025 event. They are hoping to contract with ESPN+ for live coverage of the events. Price of tickets are TBD, would be treated differently for an April event versus August; they want to ensure stands are filled. A fee is charged to attend the clinics. Anticipate three nights in Kalispell for the athletes, Friday, Saturday, Sunday, all bussed in. Last summer's event against Air Force Academy drew a number of spectators from out of market. The board asked about their plan to acquire additional sponsors for the 2026 events.

4. Board Action Items

- a) **Approval of minutes from October 22, 2025.** A motion was made by Britta to approve the October minutes. The motion was seconded by Robert. No discussion. The board approved unanimously.
- b) **Acceptance of financials for October 2025.** A motion was made by Britta to accept the October financials as presented. The motion was seconded by Haley. No discussion. The board approved unanimously.
- c) Approval of event grant applications:

- **Bear Grass Performing Arts - Score 80**

Discussion included requesting a brainstorming session on event future and potential growth - two nights, not doing two choirs simultaneously. Grant funding will go towards Wachholz College Center for venue fees. The Board recognized that although anticipated room night generation is minimal, it is a February event and there is potential for growing the event in future years. Ben will work with Nathan to secure room blocks for visiting choirs.

A motion was made by Skyler to award \$2,500. The motion was seconded by Nathan. No further discussion. Six board members approved; one board member voted no.

- **Glacier Park College Soccer Showcase - Score 91**

Discussion around timing for payment of the total grant award which covers April and August 2026. The potential of ESPN+ covering the events is exciting for highlighting Kalispell for travel and sports. Discussed that the benefit of the event is the revenue generated for hotels and local businesses. Event also generates return visits – visiting Kalispell to see the collegiate athletes play then return visits, plus word of mouth to friends and family. And marketing assets to further position Kalispell as a sports destination. It was suggested that the TBID assist in providing volunteers for the events.

A motion was made by Britta to approve \$20,000 for the spring showcase and \$15,000 for the fall showcase, including a requirement for Discover Kalispell to retain rights to all marketing content assets and sponsorship recognition. The motion was seconded by Robert. Discussion: It is important to challenge them to find additional funding and sponsors for the 2026 events. TBID's funding has

provided seed money to launch the events; additional sponsors are needed for them to build in financial security for future events. Motion passes unanimously.

5. Board Discussion

a) **Allocation of TBID organizational memberships budget/mid-year review of budget.**

Annual sponsorship to MTTA: Dax Schieffer with the Montana Travel Association (MTTA) was present (on Zoom) to discuss sponsorship, legislative support and the 2025 MTTA legislative report. Diane is on the board of directors of MTTA. The Montana travel industry was effective at the most recent legislative session to defeat bills that would have redirected bed tax funding and to advocate for the value of the industry. Effective because of partnership of multiple entities: MLHA, MTTA and Tourism Matters to Montana. Kalispell TBID has sponsored MTTA for the past two years at the \$5,000 level. Funds are primarily used to hire lobbyists but also for interim communications with legislators.

Annual membership with MLHA: Joining the Montana Lodging and Hospitality Association (MLHA) through the TBID creates mutual value for both organizations while strengthening Montana's lodging industry as a whole. For MLHA, the addition of TBID-member hotels broadens its membership base and enhances its ability to represent the interests of lodging operators across the entire state, reinforcing its role as a truly statewide industry association.

For TBID-member hotels, participation in MLHA provides access to valuable training and educational resources, expanded networking opportunities, and direct connections with industry peers, vendors, and partners. Membership also includes access to MLHA's annual trade show and related events, delivering tangible operational and professional benefits. Importantly, these advantages are made available to participating hotels through TBID funding, maximizing industry support while minimizing individual cost burdens to hotel operators.

A TBID membership to MLHA would enable all TBID member properties to have access to MLHA resources and would eliminate the need for individual properties to pay an annual membership fee. Billings, Missoula, Helena and Great Falls are also joining at the TBID level. This will enable MLHA to represent ~80% of the hotels in Montana, a more powerful voice in lobbying the state legislature. The board discussed using \$6.50/room to calculate the total annual membership commitment. $1,700 \text{ rooms} \times \$6.50/\text{rm} = \$11,000$ annual membership with a two fiscal-year commitment.

Annual sponsorship of Glacier AERO: AERO is planning to apply for the Small Community Air Service Grant for 2026-2027 winter service to Houston via United Airlines. When that application is submitted, they will need additional sponsorships towards the match funds. Discover Kalispell/TBID is currently providing in-kind sponsorship to AERO by promoting this year's expanded winter flights on United Airlines (SFO, LAX and ORD). Additionally collaborating with Explore Whitefish to host a travel writer from San Francisco (UAL's priority market) on a winter ski vacation and issuing a press release

highlighting United's commitment to this market. United Airlines requested marketing support from AERO, Discover Kalispell, Explore Whitefish and the Daily Inter Lake (print and digital advertising for outbound travel) are fulfilling that request on behalf of AERO. The board decided to postpone a decision on cash sponsorship to AERO.

FY26 budget adjustment - Account 6280, Organizational Memberships: FY26 budget is currently at \$12,000. Staff clarified that there are funds within other accounts of the FY26 budget that are available to be reallocated (ex. Admin/Operations, audit \$8,000, budgeted when assumed that TBID would need to go through a full audit; that is no longer the case). The board suggested reallocating \$5,000 from the admin/operations account applying to the Organizational Memberships, increasing that budget to \$17,000.

Motion: A motion was made by Skyler to a) increase Organizational Memberships budget account from \$12,000 to \$17,000, b) approve \$5,000 annual sponsorship to MTTA, c) approve TBID membership to MLHA of \$11,000, including a two fiscal-year commitment and request for legislative training by MLHA twice annually. Robert seconded the motion. No further discussion. Motion passes unanimously.

b) Staff reports

- i. Annie shared marketing updates on October paid media, social media and earned media for November. Kalispell Canadian Welcome Pass (KCWP) launched on 11/03/25 to initial success with 1,600+ app signups, shared information on earned media with 91 articles, reaching +208 million. Shared extending the KCWP through March 2026.
- ii. Ben shared that the Kalispell Lakers were interested in bidding for the 2026 A, B & C class state Baseball tournament but declined due to a transition period and HS baseball starting for them this year. They indicated they may bid for the state AA tournament next year.

Meeting adjourned at 5:32 p.m.

Respectfully submitted: Annie Young

For further information contact annie@discoverkalispell.com, 406-758-2809



**Kalispell Tourism Business Improvement District
Summary of November 2025 Financial Reports**

TBID Checking account balance as of 11/30/25	\$426,862.33
WFCU Reserve account balance as of 9/30/25	\$37,288.02
FIB CD balance as of 9/30/25 (matures 12/30/25)	\$113,549.83

TBID Account – Expense Summary

- Admin/Operations: wages and insurance; cell phone reimbursement; tech support/email accounts; accounting services – monthly; copies/postage; mileage reimbursement.
- Agency services: Lightning Bug PR and Abbi Agency
- Research: Blue Room Research
- Website: -
- Marketing: social media admin; paid media buy; CrowdRiff quarterly payment
- Earned Media/Media events: Canadian influencer expense; close out duplicate check
- Business Development Incentives/Sales: Event Grants to FVHA, Glacier Surf, Spartan; monthly fee, CRM

TBID Revenue

FY26 Gross Revenue		% Change rm nts
Projected \$1,125,000	Actual	
Q1 JUL-SEP (\$4)	\$418,656 (net 104,664 rm nts; 110,367 gross)	-10% (YoY)
Q2 OCT-DEC (\$4)		
Q3 JAN-MAR (\$4)		
Q4 APR-JUN (\$4)		
FY25 Gross Revenue		% Change
Projected \$1,171,200	Actual \$1,027,260	-12% vs projected
Q1 JUL-SEP (\$2 & \$4)	\$350,440 (net 116,813 rm nts (\$3/rm))	3.9% (YoY)
Q2 OCT-DEC (\$4)	\$209,070 (net 52,205 rm nts)	-3.1% (YoY)
Q3 JAN-MAR (\$4)	\$170,104 (rm nts: 42,526 net; 50,545 gross)	-8.2% (YoY)
Q4 APR-JUN (\$4)	\$297,896 (rm nts: 74,474 net; 81,265 gross)	3.5% (YoY)

Balance Sheet

Kalispell Chamber TBID

As of November 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 Checking	358,692.03
1022 Whitefish Credit Union	\$0.00
1021 Savings	37,288.02
Total for 1022 Whitefish Credit Union	\$37,288.02
Total for Bank Accounts	\$395,980.05
Accounts Receivable	
1200 Accounts Receivable	0.00
Total for Accounts Receivable	\$0.00
Other Current Assets	
12000 Undeposited Funds	0.00
1300 FIB-CD	111,896.73
Total for Other Current Assets	\$111,896.73
Total for Current Assets	\$507,876.78
Fixed Assets	
1710 Office Equipment	0.00
1820 Web Site Development	67,150.44
1910 Accumulated Depreciation	-26,860.36
Total for Fixed Assets	\$40,290.08
Total for Assets	\$548,166.86
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	2,335.44
Total for Accounts Payable	\$2,335.44
Total for Current Liabilities	\$2,335.44
Total for Liabilities	\$2,335.44
Equity	
32000 Unrestricted Net Assets	528,024.21
Net Income	17,807.21
Total for Equity	\$545,831.42
Total for Liabilities and Equity	\$548,166.86

Profit and Loss

Kalispell Chamber TBID

July 1-November 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
4000 TBID Revenue	413,771.90
4100 Interest Income	807.51
Total for Income	\$414,579.41
Gross Profit	
\$414,579.41	
Expenses	
6100 Administrative/Operations	
6110 Bank Fees	10.00
6125 Accounting Services	1,875.00
6130 Directors & Officers Insurance	1,394.00
6140 Office Supplies	418.00
6150 Postage & Copies	177.52
6160 Rent	9,000.00
6185 Travel & Entertainment	167.79
6190 Technology Support	809.90
6195 Equipment (Software)	2,374.87
6199 Other Admin	1,169.85
Total for 6100 Administrative/Operations	\$17,396.93
6200 Personnel (wages)	
6250 Education/Outreach	115,954.18
6260 Staff Training, Prof Develop	
6280 Organizational Memberships	3,786.24
Total for 6250 Education/Outreach	\$4,877.44
6300 Agency Services	
6400 Research	66,888.69
6500 Website	16,143.85
6600 Destination Marketing	1,630.95
6620 Marketing Resources	
6621 Photos/Videos	30,460.00
6622 Online Platforms/Subscriptions	3,459.88
Total for 6620 Marketing Resources	\$33,919.88
6640 Paid Media	
6650 Earned Media/Tourism Sales	79,993.65
Total for 6600 Destination Marketing	\$112,930.16
6800 Destination Development	
6830 Event, Sports & Group Incentive	49,000.00
6890 Sales-Trade Shows, RFP Platform	11,950.00
Total for 6800 Destination Development	\$60,950.00
Total for Expenses	\$396,772.20
Net Operating Income	\$17,807.21
Net Other Income	
Net Income	\$17,807.21

Kalispell Chamber TBID

P&L Budget vs. Actual FY26

July - November, 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4000 TBID Revenue	413,771.90	1,125,000.00	-711,228.10	36.78 %
4100 Interest Income	807.51		807.51	
Total Income	\$414,579.41	\$1,125,000.00	\$ -710,420.59	36.85 %
GROSS PROFIT	\$414,579.41	\$1,125,000.00	\$ -710,420.59	36.85 %
Expenses				
6100 Administrative/Operations	14,969.14	54,000.00	-39,030.86	27.72 %
6200 Personnel (wages)	105,497.71	293,000.00	-187,502.29	36.01 %
6250 Education/Outreach	4,877.44	21,000.00	-16,122.56	23.23 %
6300 Agency Services	60,388.69	118,000.00	-57,611.31	51.18 %
6400 Research	16,143.85	22,000.00	-5,856.15	73.38 %
6500 Website	1,630.95	10,000.00	-8,369.05	16.31 %
6600 Destination Marketing	108,297.48	375,000.00	-266,702.52	28.88 %
6700 Destination Stewardship/Mgmt		13,500.00	-13,500.00	
6800 Destination Development	61,950.00	218,500.00	-156,550.00	28.35 %
Total Expenses	\$373,755.26	\$1,125,000.00	\$ -751,244.74	33.22 %
NET OPERATING INCOME	\$40,824.15	\$0.00	\$40,824.15	0.00%
NET INCOME	\$40,824.15	\$0.00	\$40,824.15	0.00%

**Kalispell Tourism Business Improvement District
Summary of December 2025 Financial Reports**

TBID Checking account balance as of 12/31/25	\$322,424.28
WFCU Reserve account balance as of 12/31/25	\$37,494.79
FIB CD balance as of 12/30/25 (matures 12/30/25)	\$114,696.37

TBID Account – Expense Summary

- Admin/Operations: wages and insurance; cell phone reimbursement; tech support/email accounts; accounting services; copies/postage; mileage reimbursement.
- Agency services: Lightning Bug PR and Abbi Agency
- Organizational Memberships: Montana Travel Association
- Website: -
- Marketing: social media admin; paid media buy; CrowdRiff quarterly payment
- Earned Media/Media events: Canadian influencer expenses
- Business Development Incentives/Sales: Event Grant, Glacier Surf (pymt 2 of 2); monthly CRM fee

TBID Revenue

FY26 Gross Revenue		% Change rm nts
Projected \$1,125,000	Actual	
Q1 JUL-SEP (\$4)	\$418,656 (net 104,664 rm nts; 110,367 gross)	-10% (YoY)
Q2 OCT-DEC (\$4)		
Q3 JAN-MAR (\$4)		
Q4 APR-JUN (\$4)		
FY25 Gross Revenue		% Change
Projected \$1,171,200	Actual \$1,027,260	-12% vs projected
Q1 JUL-SEP (\$2 & \$4)	\$350,440 (net 116,813 rm nts (\$3/rm))	3.9% (YoY)
Q2 OCT-DEC (\$4)	\$209,070 (net 52,205 rm nts)	-3.1% (YoY)
Q3 JAN-MAR (\$4)	\$170,104 (rm nts: 42,526 net; 50,545 gross)	-8.2% (YoY)
Q4 APR-JUN (\$4)	\$297,896 (rm nts: 74,474 net; 81,265 gross)	3.5% (YoY)

Balance Sheet

Kalispell Chamber TBID

As of December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 Checking	298,339.82
1022 Whitefish Credit Union	\$0.00
1021 Savings	37,288.02
Total for 1022 Whitefish Credit Union	\$37,288.02
Total for Bank Accounts	\$335,627.84
Accounts Receivable	
1200 Accounts Receivable	0.00
Total for Accounts Receivable	\$0.00
Other Current Assets	
12000 Undeposited Funds	0.00
1300 FIB-CD	111,896.73
Total for Other Current Assets	\$111,896.73
Total for Current Assets	\$447,524.57
Fixed Assets	
1710 Office Equipment	0.00
1820 Web Site Development	67,150.44
1910 Accumulated Depreciation	-26,860.36
Total for Fixed Assets	\$40,290.08
Total for Assets	\$487,814.65
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	5,990.35
Total for Accounts Payable	\$5,990.35
Total for Current Liabilities	\$5,990.35
Total for Liabilities	\$5,990.35
Equity	
32000 Unrestricted Net Assets	528,024.21
Net Income	-46,199.91
Total for Equity	\$481,824.30
Total for Liabilities and Equity	\$487,814.65

Profit and Loss

KalisPELL Chamber TBID

July 1-December 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
4000 TBID Revenue	413,771.90
4100 Interest Income	840.45
Total for Income	\$414,612.35
Gross Profit	
\$414,612.35	
Expenses	
6100 Administrative/Operations	
6110 Bank Fees	12.00
6125 Accounting Services	2,250.00
6130 Directors & Officers Insurance	1,394.00
6140 Office Supplies	430.16
6150 Postage & Copies	232.32
6160 Rent	10,800.00
6185 Travel & Entertainment	167.79
6190 Technology Support	971.88
6195 Equipment (Software)	2,507.50
6199 Other Admin	1,417.43
Total for 6100 Administrative/Operations	\$20,183.08
6200 Personnel (wages)	
6250 Education/Outreach	137,715.87
6260 Staff Training, Prof Develop	
6280 Organizational Memberships	3,786.24
Total for 6250 Education/Outreach	\$9,877.44
6300 Agency Services	
6400 Research	76,338.69
6500 Website	16,143.85
6600 Destination Marketing	1,630.95
6620 Marketing Resources	
6621 Photos/Videos	30,460.00
6622 Online Platforms/Subscriptions	3,459.88
Total for 6620 Marketing Resources	\$33,919.88
6640 Paid Media	
6650 Earned Media/Tourism Sales	93,128.11
Total for 6600 Destination Marketing	\$130,122.38
6800 Destination Development	
6830 Event, Sports & Group Incentive	56,500.00
6890 Sales-Trade Shows, RFP Platform	12,300.00
Total for 6800 Destination Development	\$68,800.00
Total for Expenses	\$460,812.26
Net Operating Income	-\$46,199.91
Net Other Income	
Net Income	-\$46,199.91

Kalispell Chamber TBID

P&L Budget vs. Actual FY26

July - December, 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4000 TBID Revenue	413,771.90	1,125,000.00	-711,228.10	36.78 %
4100 Interest Income	840.45		840.45	
Total Income	\$414,612.35	\$1,125,000.00	\$ -710,387.65	36.85 %
GROSS PROFIT	\$414,612.35	\$1,125,000.00	\$ -710,387.65	36.85 %
Expenses				
6100 Administrative/Operations	17,755.29	54,000.00	-36,244.71	32.88 %
6200 Personnel (wages)	127,259.40	293,000.00	-165,740.60	43.43 %
6250 Education/Outreach	9,877.44	21,000.00	-11,122.56	47.04 %
6300 Agency Services	69,838.69	118,000.00	-48,161.31	59.19 %
6400 Research	16,143.85	22,000.00	-5,856.15	73.38 %
6500 Website	1,630.95	10,000.00	-8,369.05	16.31 %
6600 Destination Marketing	125,489.70	375,000.00	-249,510.30	33.46 %
6700 Destination Stewardship/Mgmt		13,500.00	-13,500.00	
6800 Destination Development	69,800.00	218,500.00	-148,700.00	31.95 %
Total Expenses	\$437,795.32	\$1,125,000.00	\$ -687,204.68	38.92 %
NET OPERATING INCOME	\$ -23,182.97	\$0.00	\$ -23,182.97	0.00%
NET INCOME	\$ -23,182.97	\$0.00	\$ -23,182.97	0.00%



Visitation & Brand Engagement Key Performance Indicators (KPI's)

Data for **NOVEMBER 2025**

Report Date: 1/28/2026

WEBSITE													
Top Cities 1. (not set) 2. Calgary 3. Chicago 4. Seattle 5. Phoenix 6. Kalispell 7. Denver 8. Dallas 9. Edmonton 10. Lethbridge					Key Highlights (YoY) Views increased 51.3% Active users increased 17.7% Bounce rate increased 1.3% Engaged sessions increased 36.6% Engagement rate decreased 1.4%					Top Landing Pages 1. Home page 2. Welcome Back Canada 3. Winter in Kalispell 4. Get The Guide 5. Rediscovering Kalispell			
FY26	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Views	93,711	88,639	64,450	54,802	58,087								359,689
Sessions	32,581	28,322	19,869	15,238	17,747								113,757

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	0	0	0
Room Nights	0	0	0
Event/Sport Bookings	0	0	0
Rate Quotes	0	0	2
Pending Bookings	7	25	25
Rm potential	1058	3860	3860

MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	420	2,281	2,281
Newsletter subscribers	656	2,162	2,162
Social media impressions (organic)			
Facebook	435,925	1,040,228	1,040,228
Instagram	150,937	757,558	757,558
Pinterest	6,170	50,990	50,990
RIPE reservations booked	2	6	6
RIPE room nights booked	4	13	13
Ski package reservations	1	4	4
Canadian Pass hotel rm nts	54	54	54
Huck Trail Pass Redemptions		383	383

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	99	123	123
Reach	299,424,856	1,611,078,152	1,611,078,152

PAID MEDIA					
Campaign	Clicks	CTR	IMP	Benchmark CTR	
Search evergreen	4,244	10.14%	42,683	4.68%	
Display evrgr aware	6,544	6.43%	101,825	0.47%	
Display evrgr retarget	1195	2.55	46896	n/a	
Meta evergreen	3,803	1.68%	226,917	2.06%	
Rediscover Kalispell	4,860	1.62%	299,814	n/a	
Ski Pass (Meta & GDN)	4,581	0.87%	526,642	n/a	

PARTNERS		
	Month	YTD (2025)
Airport Enplanements - NOV	26,391	528,404
	4.8%	12.0%
GNP Rec Visits - NOV	27,967	3,114,824
	26.1%	-2.3%

KALISPELL LODGING							
Smith Travel Report	NOVEMBER	YOY	YTD 2025	Running 12		Comp Set	
				Mths	FY26 Avg	Mthly Avg	Mthly Avg
OCC	40.2%	6.0%	57.2%	55.4%	66.6%	45.9% / -1.07%	
Kalispell econ class	26.7%	-3.5%	45.9%				
Kalispell mid/upper	45.5%	7.4%	61.7%				
ADR	\$97.62	-2.6%	\$166.43	\$162.96	\$181.61	\$117.00	
Kalispell econ class	\$62.33	-6.5%	\$110.08				
Kalispell mid/upper	\$105.63	-3.6%	\$163.15				
RevPAR	\$39.26	3.2%	\$95.24	\$90.31	\$130.06	\$54.30	
Supply	50,670	6.8%	0.7%	0.1%			
Demand	20,379	13.1%	0.6%	0.3%			

Weekly STR

OCC	Nov									Dec									Run MTD
	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa			
2025	47.0	38.3	30.1	44.9	31.0	24.7	31.7	33.5	29.4	25.5	41.6	45.5	44.5	39.8	41.7	35.9	40.4		
2024	30.8	35.7	24.5	30.7	27.2	23.6	31.9	35.8	27.9	24.5	35.5	40.5	43.3	38.1	38.2	37.7	38.1		
% chg	52.2	7.3	22.6	46.4	13.7	4.7	-0.6	-6.7	5.3	3.8	17.0	12.4	2.7	4.5	9.2	-4.6	6.0		
ADR 2025	101.91	99.03	94.70	100.28	93.80	97.76	90.22	93.95	89.06	91.20	98.52	102.07	100.27	97.55	96.99	101.82	99.38		

Short Term Rentals - Kalispell City Limits (AirDNA)

Entire Place	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
	94	-7.8%	38%	-1.8%	\$144	10.0%	69	-6.8%



Visitation & Brand Engagement Key Performance Indicators (KPI's)

Data for DECEMBER 2025

Report Date: 1/28/2026

WEBSITE													
Top Cities 1. Chicago 2. (not set) 3. Denver 4. Seattle 5. Phoenix 6. Dallas 7. Kalispell 8. Minneapolis 9. Los Angeles 10. Calgary					Key Highlights (YoY) Views decreased 10.8% Active users decreased 48.8% Decline in performance is largely due to new internet Cookiebot consent enforcement. Only 69% of visitors opted into analytics tracking making nearly 1/3 of website visitors					Top Landing Pages 1. Home page 2. Winter in Kalispell 3. Rediscovering Kalispell 4. Events 5. Get The Guide			
FY26	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Views	93,711	88,639	64,450	54,802	58,087	50,435							410,124
Sessions	32,581	28,322	19,869	15,238	17,747	14,638							128,395

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings		0	0
Room Nights		0	0
Event/Sport Bookings		0	0
Rate Quotes		0	2
Pending Bookings		3	28
Rm potential		274	4134

MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	258	2,539	
Newsletter subscribers	1,316	3,478	
Social media impressions (organic)			
Facebook	547,321	1,587,549	
Instagram	167,872	925,430	
Pinterest	6,980	57,970	
RIPE reservations booked	13	19	
RIPE room nights booked	29	42	
Ski package reservations	8	12	
Canadian Pass hotel rm nts	23	77	
Huck Trail Pass Redemptions	0	383	

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	9	132	
Reach	16,312,769	1,627,390,921	

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	3,947	10.90%	38,807	4.68%
Display evrgr aware	9,313	6.70%	138,909	0.47%
Display evrgr retarget	1,448	4.61%	31,430	n/a
Meta evergreen	4,269	2.00%	213,372	2.06%
Rediscover Kalispell	3,734	1.32%	282,594	n/a
Ski Pass (Meta & GDN)	6,141	0.89%	688,510	n/a
	Opens	Open rate	Delivery	
Open Snow - email	230		226,246	

PARTNERS		
	Month	YTD (2025)
Airport Enplanements - DEC	31,903	560,307
	5.1%	11.6%
GNP Rec Visits - DEC	21,733	3,136,557
	8.8%	-2.3%

KALISPELL LODGING							
Smith Travel Report	DECEMBER	YOY	YTD 2025	Running 12 Mths	FY26 Avg	Comp Set Avg	Mthly
OCC	37.0%	5.5%	55.5%	55.5%	61.7%	42.5%	
Kalispell econ class	24.8%	4.6%	44.1%				
Kalispell mid/upper	41.8%	4.6%	60.0%				
ADR	\$99.41	0.1%	\$162.55	\$162.55	\$167.91	\$119.77	
Kalispell econ class	\$59.91	-2.4%	\$107.68				
Kalispell mid/upper	\$108.49	-1.4%	\$178.61				
RevPAR	\$36.82	5.6%	\$90.17	\$90.17	\$114.52	\$51.38	
Supply	52,359	6.8%	1.2%	1.2%	5.7%		
Demand	19,393	12.6%	1.2%	1.2%	5.1%		

Weekly STR

	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run	
OCC	Dec 26	27	28	29	30	31	Jan 1	2	3	4	5	6	7	8	9	10	MTD	
2025/2026	30.2	31.6	30.7	34.4	33.5	32.7	30.3	33.0	32.8	24.3	34.6	37.4	37.4	32.7	43.2	36.2	34.2	
2024/2025	37.7	37.3	31.2	33.7	32.3	25.2	31.2	31.7	28.3	22.8	31.7	35.7	36.0	31.9	31.3	26.6	30.6	
% chg	-20.0	-15.4	-1.6	2.1	3.7	30.1	-2.7	4.3	16.1	6.4	9.4	4.6	3.9	2.4	37.9	35.9	11.8	
ADR	2025/2026	96.36	100.22	100.15	97.95	98.72	105.30	99.67	104.53	101.87	95.44	99.26	102.79	100.10	101.79	103.80	102.24	101.39

Short Term Rentals - Kalispell City Limits (AirDNA)

	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
Entire Place	74	-14.0%	39%	-15.9%	\$173	27.6%	64	-15.8%

Future Conferences & Large Events

2026

January

- Choir of Man Concert – January 2 – Wachholz Center
- Griz Hockey Winter Classic – January 17 – Woodland Park
- Dirty Dancing in Concert – January 23 – Wachholz Center
- Frosty the Brewfest – January 24 – Downtown Kalispell
- Brash Rodeo Series – January 30-31 – Majestic Valley Arena
- State AA Speech – January 30-31 – Hosted by Glacier HS

February

- WCC Changemaker Speaker: Anand Varma – February 3 – Wachholz Center
- Sweethearts Ball – February 13 – Red Lion Hotel
- Brash Rodeo Series – February 13-14 – Majestic Valley Arena
- Cabin Fever Days – February 13-15 – Martin City, Coram, Hungry Horse
- Flathead Valley Boat Show – February 13-15 – Flathead County Fairgrounds
- Whitefish Skijoring – February 14-15 – Springcreek Road, Kalispell
- Brash Rodeo Series – February 27-28 – Majestic Valley Arena

March

- Montana Sportsman's Expo – March 1 – Flathead County Fairgrounds
- Lucky Hare Half Marathon & 9K – March 14 – Kila, Kalispell
- Brash Rodeo Series – March 13-14 – Majestic Valley Arena
- Rising Appalachia Concert – March 15 – Wachholz Center
- Brash Rodeo Series – March 27-28 – Majestic Valley Arena

April

- *Glacier Park College Soccer Showcase Spring Event – TBD – Legends Field/Flathead Valley
- *Kalispell Regional Civics Bee – April 25 – FVCC

May

- *Northwest Shootout Lacrosse Tournament – May 2-3 – Kidsport
- *Montana Spartan Trifecta Weekend – May 9-10 – Bigfork
- Brash Rodeo Series – May 27-28 – Majestic Valley Arena
- State AA Tennis – May 28-29 – FVCC (hosted by Glacier HS)

June

- 3 Blind Refs Tournament – June 5-7 – Kidsport
- *Montana High School Rodeo Finals – June 8-13 – Majestic Valley Arena

August

- *Glacier Park College Soccer Showcase Summer Event – TBD – Flathead Valley

October

- Montana Dance Arts Association Fall Workshop – October 16-18 – Hosted by Northwest Ballet

2027

April

- *2027 MTRPA Annual Conference – exact dates TBD – Kalispell

June

- 3 Blind Refs Tournament – June 4-6 – Kidsport

*Indicates Discover Kalispell has booked the group/event or is assisting in some way. Other events may affect occupancy in Kalispell.