

Board of Directors Meeting
Kalispell Tourism Business Improvement District
March 25, 2026
3:00 - 5:00 pm

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

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

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. Kalispell Lakers, presentation on fundraising campaign. Brittany and Mike (head coach)
3. Board Action Items
 - a) Approval of minutes from February 25, 2026
 - b) Acceptance of financials for February 2026
 - c) Approval of FY27 budget and strategic priorities
4. Board Discussion
 - a) TBID payment policy
 - b) Staff reports

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

For Further Information 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
February 25, 2026
3-5:00 p.m.

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

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

Board Members on Zoom: N/A

Board Member Absent: Bryce Baker

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

Guests Present: NW Shootout Lacrosse - Brian Plunkett and Chris Manley (NW Lacrosse President); YAY! Foundation - Aidan Park; Montana High School Rodeo Association - Amy Robbins (via Zoom); Glacier Surf - Nate Evans (Director of Coaching and Operations)

3:00 p.m. **Meeting Called to Order:** Robert Hall, Vice-Chair of the Board

1. Hear from the Public – N/A

2. Event Grant Presentation: NW Shootout Lacrosse, May 1-3, 2026

Requesting \$15,000. Brian shared their new website northwestlax.com and sponsor areas that feature the Discover Kalispell logo. Last year's event hosted 51 youth teams and 9 high school teams. Combining the tournament with a high school event helps with expenses. DK grant funds from last year went to officiating (\$26k budget last year and \$16k was officiating cost). Kalispell hotel rate flyer is linked to the registration page. Looking to grow it, not just sustain it, by adding additional event activities and other events. Chris shared that they are restricted by the number of teams in the state. Spring (March through the end of the school year) is the traditional season for Lacrosse. Are considering a 'free agent' team format to invite players that don't have a team. Additional tournaments could include Canadian teams and looking at adding a fall 2027 tournament (7 v. 7, as it's going to be in the '28 Summer Olympics). 15 high schools are interested in the 2026 event which is an increase over last year. They recommended that event signage could include 'Things to Do' and DK QR code and placed near the restrooms and vendors.

Board discussion and action: Score 84.6

Event hosted 60 total teams last year, ~48 teams so far for 2026 plus 15 high school teams, which should exceed last year. Not a new event but it's growing and early May is a need for hotels. TBID has sponsored this event for three years (including 2026). Organizers should plan to not rely on DK event grant funding in the future. The board strongly encourages organizers to develop a fall event, which is an opportunity based on the club's access to Kidsport.

Tournaments at Kidsport are a strong generator of room nights at Kalispell hotels.

Motion by Britta for \$10,000 with the stipulation of a fall proposal and a sustainability and/or growth plan. Seconded by Haley. Discussion for the stipulation to be that they submit a plan for future sustainability or growth. Motion passes.

3. Event Grant Presentation: Yay! Foundation Comedy Event, March 4-8, 2026

Requesting \$4,999 this year. Aidan presented as the founder of Yay! Comedy. Aidan's shared that these shows have come out of tragedy (annual event to celebrate the life of a friend lost) and support mental health advocacy. A strong tie with Veterans led to the start of the Yay! Foundation. He works with Lincoln County Public Health project and Flathead Veterans Project.

Tickets are \$20, free for veterans, and the community night event is free to the public. The Lore Foundation donates for Aidan's time and a headliner comedian from Los Angeles for this year's show. The headliner, Josh Nasar, has over 10 million followers. Approximating attendance to be ~1,000 across four nights. Aiden doesn't have data on where attendees are from and will consider starting a survey. Costs for the event include DJ hire (\$500-750) and equipment rental (\$500-750) and \$1,000 or \$1,250 for marketing (Missoula and Libby). Vision for the event is to grow into something like a Western Montana Comedy Festival.

Board discussion and action: Score 54.43

Grant applications must receive a minimum score of 70 to receive funding, so no action was taken by the board.

The number of actualized room nights from attendees is unknown. The rooms needed for event staff will be at the Red Lion. The lack of lead time was noted. Organizers are encouraged to submit the grant application earlier and present plans for the larger comedy festival they are envisioning. If a survey is added, data from this year's event will be helpful in future discussions. DK will provide in-kind marketing support, promoting the event on DK event calendars over the next week.

4. Event Grant Presentation: Montana High School Rodeo Finals, June 8-13, 2026

Requesting \$5,000 Gold Sponsorship this year. Third year in a 5-year contract at Majestic Valley Arena. Members love coming to the event at MVA. Gold sponsorship includes logo on contestant jacket, banner in arena and at qualifying rodeos, logo on video board and program, PA announcements, social media recognition and booth space and promo materials in contestant bags if desired. The MHSRA appreciates the partnership with Discover Kalispell. Programming this year is primarily the same as last year with the Queen contest/prom off site this year. Judges and event staff are staying at a host hotel (Homewood Suites). 160 athletes from across the state will be competing this year. Accompanied by friends and family.

Board discussion and action: Score 70.3

The Majestic is a premiere facility, the only indoor facility of its kind in the state. Monday through Saturday event and families travel with the athletes. Sponsorship is also about the visibility around the state for DK's support of high school sports.

Motion made by Britta to grant \$5,000 for gold sponsorship. Seconded by Haley. Motion passes.

5. Event Grant Presentation: Glacier Surf Rumble In The Rockies, April 24-26, 2026

Requesting \$30,000 for this year. Nate shared excitement for teams signing up. First year of Premier Cup, the number of teams was in the 50s. This past year 115 teams. This year for Rumble tournament, already 50 teams have signed up. April soccer is a benefit since Canada timing is helpful to kick off season (where October was challenging) so should grow in years 2-4. Social media marketing has started. News coverage next (ads). The biggest cost changes will be marketing (larger lift in year one). Young club (year 6), so looking at niche timing for tournaments (which has lined up with early spring season). Smith Fields, Columbia Falls and Glacier High School this year. Kidsport would be ideal, but not an option at this time. (DK is working with Kalispell Parks and Rec to secure dates in the annual programming calendar to host new events) Securing ample refs is always a challenge. Glacier Surf is helping to cover lodging and mileage costs for the officials. 75-90 teams in this first spring tournament are expected. Two nights of lodging for teams (Friday night and Saturday night). All teams play Saturday and Sunday. Estimating 75 rooms for 2-3 nights for officiants.

Board discussion and action: Score 95

Glacier Surf does a great job promoting DK as a sponsor. Adding another major soccer event in April fills a need for hotels. \$15,000 was awarded to the October Glacier Surf tournament. Because the games are held at Smith Field, Columbia Falls high school and Glacier high school, Kalispell hotels may not secure reservations from many teams. The April tournament has potential to attract Canadian teams as they don't hold competitive games in spring. Anticipate 75+ teams in the first year, with strong potential for growth. Motion made by Britta to award \$20,000 with the stipulation for teams to provide lodging information before the tournament, and that DK is the only lodging link on the event registration site. Seconded by Skyler. Motion passes.

6. Board Action Items

- a) **Approval of minutes from January 28, 2026.** A motion was made by Skyler to approve the January minutes. The motion was seconded by Zac. No discussion. The board approved unanimously.
- b) **Acceptance of financials for January 2026.** Zac recommends approving as presented. A motion was made by Skyler to accept the January financials as presented. The motion was seconded by Nathan. No discussion. The board approved unanimously.
- c) **Approval of budgeted revenue for FY27.** Diane presented a revenue worksheet for review, providing data on FY26 TBID revenue, occupancy, planned large events and conferences and local and national trends forecasted for FY27. Discussed that weather plays a role and creates uncertainty for next year, such as lower snow levels this year creates potential for a robust fire season this summer. Other drivers of visitation may include the FIFA World Cup and America 250th - both lend well to road trip itineraries, as well as the impact from the July weekday airport closure at GPIA. Diane reminded the board that the budget is a tool, expenses and revenue are monitored monthly. If there are extenuating circumstances, spending can adjust during the year. The Board discussed that a slight reduction in budgeted revenue would be prudent to account for the July airport project and a potential fire season and low snow year. Motion was made by Robert to approve a FY27 projected TBID budget revenue of \$1,120,000. Seconded by Britta. Motion passes.
- d) **Approval of event grant applications - see sections 2-5 above.**
 - a. NW Shootout Lacrosse
 - b. Yay! Foundation
 - c. Montana High School Rodeo Finals
 - d. Rumble In The Rockies

7. Board Discussion

a) Staff reports

- a. Annie shared marketing updates on January paid media as well as GEO initial overview. It is important to note that AI in travel planning, reservations, etc. is growing, and that things like content and earned media are essential for credibility. More information will be shared at the March meeting.
- b. Ben shared information about HotelPlanner which is the reservation platform used by Spartan. Updates were given on the 2027 Travel and Words Conference, 2026 ECBAC Meeting, and the 2026 Glacier Park College Soccer Showcase April

Event. All moving in positive direction including the potential to add Spokane Community College as a lodging group for the April GPCSS event.

Meeting adjourned at 5:08 p.m.

Respectfully submitted: Annie Young
For further information contact annie@discoverkalispell.com, 406-758-2809



**Kalispell Tourism Business Improvement District
Summary of February 2026 Financial Reports**

| | |
|---|--------------|
| TBID Checking account balance as of 02/28/26 | \$101,905.13 |
| WFCU Reserve account balance as of 12/31/25 | \$37,494.79 |
| WFCU CD balance as of 1/13/26 (matures 9/13/26) | \$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; computer monitor; annual mtg expenses
- Agency services: Lightning Bug PR; Abbi Agency
- Research: Blue Room Research
- Organizational Memberships: TBID membership to MLHA (one property added)
- Website: domain renewal
- Research: CoStar payment towards annual subscription
- Marketing: January paid media; social media admin
- Earned Media/Media events: Canadian influencers, final payment
- Workforce Development: Learn Tourism – DK ambassador program
- Business Development Incentives/Sales: CRM monthly fee; lift tickets for Ski Pass program; Event grant 50% - Bear Grass Performing Arts; Spartan Race pymt 2 of 3.

TBID Revenue

* one property did not report
** one property did not report

| 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) | \$224,940 (net 56,245 rm nts; 61,670 gross) ** | 7.7% |
| 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; 59,650 gross) | -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 February 28, 2026

| DISTRIBUTION ACCOUNT | TOTAL |
|--|---------------------|
| Assets | |
| Current Assets | |
| Bank Accounts | |
| 1010 Checking | 361,789.98 |
| 1022 Whitefish Credit Union | \$206.77 |
| 1021 Savings | 37,288.02 |
| Total for 1022 Whitefish Credit Union | \$37,494.79 |
| Total for Bank Accounts | \$399,284.77 |
| 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 | \$511,181.50 |
| 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 | \$551,471.58 |
| Liabilities and Equity | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2000 Accounts Payable | 18,143.39 |
| Total for Accounts Payable | \$18,143.39 |
| Total for Current Liabilities | \$18,143.39 |
| Total for Liabilities | \$18,143.39 |
| Equity | |
| 32000 Unrestricted Net Assets | 528,024.21 |
| Net Income | 5,303.98 |
| Total for Equity | \$533,328.19 |
| Total for Liabilities and Equity | \$551,471.58 |

Profit and Loss

Kalispell Chamber TBID
July 1, 2025-February 28, 2026

| DISTRIBUTION ACCOUNT | TOTAL |
|---|---------------------|
| Income | |
| 4000 TBID Revenue | 642,871.90 |
| 4100 Interest Income | 1,089.44 |
| Total for Income | \$643,961.34 |
| Gross Profit | |
| \$643,961.34 | |
| Expenses | |
| 6100 Administrative/Operations | |
| 6110 Bank Fees | 21.51 |
| 6115 Annual Report/Mtg | 1,129.52 |
| 6122 Audit - Chamber | 3,000.00 |
| 6125 Accounting Services | 3,136.00 |
| 6130 Directors & Officers Insurance | 1,394.00 |
| 6135 City of Kalispell Admin Fee | 5,000.00 |
| 6140 Office Supplies | 464.65 |
| 6150 Postage & Copies | 357.58 |
| 6160 Rent | 10,800.00 |
| 6185 Travel & Entertainment | 167.79 |
| 6190 Technology Support | 1,352.76 |
| 6195 Equipment (Software) | 2,618.62 |
| 6199 Other Admin | 2,369.50 |
| Total for 6100 Administrative/Operations | \$31,811.93 |
| 6200 Personnel (wages) | |
| 6250 Education/Outreach | 186,738.20 |
| 6260 Staff Training, Prof Develop | 3,984.24 |
| 6280 Organizational Memberships | 17,303.70 |
| Total for 6250 Education/Outreach | \$21,287.94 |
| 6300 Agency Services | |
| 6400 Research | 89,238.69 |
| 6500 Website | 21,787.70 |
| 6600 Destination Marketing | 1,671.14 |
| 6620 Marketing Resources | |
| 6621 Photos/Videos | 30,634.61 |
| 6622 Online Platforms/Subscriptions | 4,959.88 |
| Total for 6620 Marketing Resources | \$35,594.49 |
| 6640 Paid Media | |
| 6650 Earned Media/Tourism Sales | 126,970.79 |
| Total for 6600 Destination Marketing | \$172,471.76 |

Profit and Loss

Kalispell Chamber TBID
July 1, 2025-February 28, 2026

| DISTRIBUTION ACCOUNT | TOTAL |
|--|---------------------|
| 6700 Destination Stewardship/Mgmt | |
| 6710 Workforce Develop & Training | 3,000.00 |
| Total for 6700 Destination Stewardship/Mgmt | \$3,000.00 |
| 6800 Destination Development | |
| 6830 Event, Sports & Group Incentive | 92,750.00 |
| 6890 Sales-Trade Shows, RFP Platform | 17,900.00 |
| Total for 6800 Destination Development | \$110,650.00 |
| Total for Expenses | \$638,657.36 |
| Net Operating Income | \$5,303.98 |
| Net Other Income | |
| Net Income | \$5,303.98 |

Kalispell Chamber TBID

P&L Budget vs. Actual FY26

July 2025 - February 2026

| | TOTAL | | | |
|-----------------------------------|---------------------|-----------------------|-----------------------|----------------|
| | ACTUAL | BUDGET | OVER BUDGET | % OF BUDGET |
| Income | | | | |
| 4000 TBID Revenue | 642,871.90 | 1,125,000.00 | -482,128.10 | 57.14 % |
| 4100 Interest Income | 1,089.44 | | 1,089.44 | |
| Total Income | \$643,961.34 | \$1,125,000.00 | \$ -481,038.66 | 57.24 % |
| GROSS PROFIT | \$643,961.34 | \$1,125,000.00 | \$ -481,038.66 | 57.24 % |
| Expenses | | | | |
| 6100 Administrative/Operations | 26,384.14 | 54,000.00 | -27,615.86 | 48.86 % |
| 6200 Personnel (wages) | 176,281.73 | 293,000.00 | -116,718.27 | 60.16 % |
| 6250 Education/Outreach | 21,287.94 | 21,000.00 | 287.94 | 101.37 % |
| 6300 Agency Services | 82,738.69 | 118,000.00 | -35,261.31 | 70.12 % |
| 6400 Research | 21,787.70 | 22,000.00 | -212.30 | 99.04 % |
| 6500 Website | 1,671.14 | 10,000.00 | -8,328.86 | 16.71 % |
| 6600 Destination Marketing | 167,839.08 | 375,000.00 | -207,160.92 | 44.76 % |
| 6700 Destination Stewardship/Mgmt | 3,000.00 | 13,500.00 | -10,500.00 | 22.22 % |
| 6800 Destination Development | 111,650.00 | 218,500.00 | -106,850.00 | 51.10 % |
| Total Expenses | \$612,640.42 | \$1,125,000.00 | \$ -512,359.58 | 54.46 % |
| NET OPERATING INCOME | \$31,320.92 | \$0.00 | \$31,320.92 | 0.00% |
| NET INCOME | \$31,320.92 | \$0.00 | \$31,320.92 | 0.00% |



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

Data for FEBRUARY 2026

Report Date: 3/25/2026

| WEBSITE | | | | | | | | | | | | | |
|---|--------|--------|--------|--------|---|--------|--------|--------|-----|---|-----|-----|---------|
| Top Cities 1. Chicago 2. Dallas 3. Phoenix 4. (not set) 5. Seattle 6. Denver 7. Minneapolis 8. Kalispell 9. Ft Worth 10. Englewood | | | | | Key Highlights (YoY) Engagement rate increased by 5% Views per session avg 1.37 Avg session duration increased to 1:30 Mobile accounts for 82% of sessions | | | | | Top Landing Pages 1. Home page 2. Winter in Kalispell 3. Rediscovering Kalispell 4. Get The Guide 5. Events | | | |
| 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 | 65,756 | 61,629 | | | | | 537,509 |
| Active Users | 47,273 | 46,444 | 37,261 | 30,479 | 26,800 | 24,868 | 34,443 | 33,421 | | | | | 280,989 |

| BUSINESS DEVELOPMENT | | |
|----------------------|-------|--------------|
| | Month | YTD (fiscal) |
| Group Bookings | | 2 |
| Room Nights | | 44 |
| Event/Sport Bookings | | 0 |
| Rate Quotes | | 3 |
| Pending Bookings | | 31 |
| Rm potential | | 4209 |

| MARKETING CONVERSIONS - BRAND ENGAGEMENT | | |
|--|---------|--------------|
| | Month | YTD (fiscal) |
| VG Requests (web & VIC) | 323 | 3,233 |
| Newsletter subscribers | 313 | 4,124 |
| Social media impressions (organic) | | |
| Facebook | 257,674 | 2,073,203 |
| Instagram | 925,430 | 1,103,182 |
| Pinterest | 5,760 | 71,730 |
| RIPE reservations booked | | 26 |
| RIPE room nights booked | | 56 |
| Ski package reservations | 9 | 24 |
| Canadian Pass redemptions | 8 | 229 |
| Huck Trail Pass Redemptions | 0 | 383 |

| PUBLICITY/EARNED MEDIA | | |
|------------------------|---------|---------------|
| | Month | YTD (fiscal) |
| Articles | 3 | 149 |
| Reach | 903,253 | 2,435,342,555 |

| PAID MEDIA | | | | |
|-----------------------|--------|---------------|---------------|---------------|
| Campaign | Clicks | CTR | IMP | Benchmark CTR |
| Search evergreen | 3,928 | 9.62% | 49,764 | 4.68% |
| Display evgr aware | 15,456 | 14.48% | 106,761 | 0.47% |
| Display evgr retarget | 1,567 | 3.67% | 42,709 | n/a |
| Meta evergreen | 6,987 | 1.67% | 417,337 | 2.76% |
| Rediscover Kalispell | 5,320 | 1.26% | 423,819 | n/a |
| Ski Pass (Meta & GDN) | 14,906 | 0.32% | 4,600,075 | n/a |
| Sports Dest Mgmt ads | 624 | 0.62% | 131,532 | n/a |
| Open Snow newsletter | 275 | 47% open rate | 115,657 opens | |

| PARTNERS | | |
|----------------------------|--------|------------|
| | Month | YTD (2025) |
| Airport Enplanements - FEB | 31,521 | 65,863 |
| | 0.1% | 0.0% |
| GNP Rec Visits - FEB | 21,632 | 41,738 |
| | 42.3% | 25.7% |

| KALISPELL LODGING | | | | | | | |
|----------------------|----------|--------|----------|-----------------|----------|--------------------|--|
| | FEBRUARY | YOY | YTD 2026 | Running 12 Mths | FY26 Avg | Comp Set Avg + YoY | |
| Smith Travel Report | | | | | | | |
| OCC | 37.6% | -6.7% | 37.8% | 55.1% | 55.7% | 48.8% | |
| Kalispell econ class | 23.7% | -16.2% | 23.6% | | | | |
| Kalispell mid/upper | 42.7% | -8.6% | 43.2% | | | | |
| ADR | \$113.76 | 12.0% | \$109.64 | \$162.65 | \$153.40 | \$121.70 | |
| Kalispell econ class | \$60.95 | 4.7% | \$60.57 | | | | |
| Kalispell mid/upper | \$110.23 | -2.4% | \$110.95 | | | | |
| RevPAR | \$42.75 | 4.5% | \$41.47 | \$89.65 | \$96.27 | \$60.10 | |
| Supply | 50,512 | 14.0% | 14.0% | 4.5% | | | |
| Demand | 18,981 | 6.4% | 14.4% | 3.4% | | | |

Weekly STR

| | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Run MTD |
|----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| OCC | 26 | 27 | 28 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | |
| 2026 | 38.4 | 40.9 | 38.5 | 29.7 | 39.6 | 41.1 | 42.9 | 37.9 | 43.0 | 42.7 | 29.5 | 40.6 | 46.8 | 44.0 | 37.4 | 39.4 | 41.7 | 39.7 |
| 2025 | 39.6 | 42.4 | 44.4 | 33.7 | 39.6 | 44.5 | 47.0 | 49.4 | 57.5 | 45.8 | 30.4 | 38.9 | 45.1 | 43.1 | 38.9 | 39.2 | 40.4 | 42.7 |
| % chg | -3.1 | -3.7 | -13.2 | -11.8 | 0.0 | -7.7 | -8.8 | -23.3 | -25.2 | -6.6 | -2.8 | 4.4 | 3.7 | 2.0 | -4.0 | 0.6 | 3.2 | -6.9 |
| ADR 2026 | 119.99 | 118.37 | 101.54 | 101.12 | 104.55 | 104.58 | 104.60 | 108.93 | 108.30 | 110.67 | 100.75 | 105.74 | 110.51 | 109.13 | 102.56 | 102.51 | 105.70 | 105.99 |

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 | 81 | -14.7% | 45% | -10.7% | \$168 | 7.5% | 72 | -8.9% |