MISSION 2027 **A TIMELINE OF EVENTS**

The Evolution of Billings as a Destination

Tourism marketing and promotion are critical to attracting visitors and are an integral investment in any local economy. Looking ahead to 2027, Visit Billings, with the BTBID assessment, will continue to grow sports and meeting/convention recruitment, leisure and group tour visitation, destination enhancements and placemaking initiatives, ensuring Billings is a competitive destination to live, work and visit. Our lodging assessments remain less than half the national average at 7% + \$2.00, and the assessment does not impact your bottom line. Help us continue to put Billings on the map as a top-tier destination by signing to continue the BTBID into 2027.



Leisure Ad Evolution

TBID BOARD OF DIRECTORS AND VISIT BILLINGS STAFF

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- Luke Ashmore Visitor Information Center Assistant
- Megan Stevenson Accountant
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