Future Partners



Visit Billings 2025-26 Visitor Profile

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Research Overview & Objectives

This report presents interim findings of a comprehensive visitor profile development study conducted by Future Partners on behalf of Visit Billings. This report presents the data collected over two waves of in-person intercept surveys as well as an online survey from Visit Billings' owned audiences from visitors who traveled to Billings between August 2025 and July 2026.

The goal of the overall research was to:

- Develop extensive profiles of visitors
- Identify trip specific data including visitor origin, purpose of visit, mode of transportation, in-market accommodations and detailed in-market spending
- Evaluate what motivates visitors to travel to Billings and what these visitors seek from the experience
- Assess the travel planning process, including resources used and travel planning windows for different visitor segments
- Assess visitor satisfaction and likelihood to recommend Billings to other travelers
- Determine visitor volume estimates including average party size, average length of stay and proportion of day trip vs. overnight visitors
- Comprehensively evaluate the economic impact of tourism, including direct visitor spending, indirect and induced effects, taxes generated, and number of jobs supported by the tourism economy



Methodology

To address the objectives of this research, Future Partners conducted in-person intercept surveys across Billings with a team of surveyors and also deployed an online survey to Visit Billings' owned audiences.

Intercept survey data was collected at selected partner sites in Billings over two waves: weekend periods in September 2025 and July 2026. The owned audience online survey was sent out in July 2026. This report presents data from the 436 completed surveys gathered from both sources. Respondents met the following criteria:

- Age 18 years or older
- Must live outside Billings
- Online survey only: must have taken a trip to Billings between August 2025 and July 2026

All data collected was weighted to be representative of the overall population of Billings visitors, specifically secondary resources were used to validate the proportion for trip type (i.e., day trip, overnight), accommodation type (e.g., hotel/motel, RV, etc.), age, and origin market.



Visitor Industry Performance

Industry Performance Overview

This section of the report provides industry performance metrics developed using Future Partners' economic impact model for destinations. This model is a standard price-quantity model used in economic measurement. It uses proprietary Billings Visitor profile survey data, as well as information from numerous secondary sources.

Example data inputs include but are not limited to:

- Annual estimates of the number of visitors and the average number of days they spent in destination (for key traveler segments)
- Estimates of per-person, per-day spending in the destination (in detail by type of spending)
- Hotel occupancy rates
- Government tax receipts



Visit Billings - Economic Impact Snapshot

Key metrics showing the performance of the Billings visitor industry are below:

Visitor Volume

2.8 Million

Visitor Days in Market

6.7 Million

Direct Visitor Spend

$703 Million

Direct Visitor Spending
per Billings Resident

$5,800

Jobs Supported
by Visitor Industry*

10,043

**Note not all jobs supported by the visitor industry are located within Billings.*

Visitor Industry Payroll

$352.9 Million

Taxes Generated
for Billings Governments

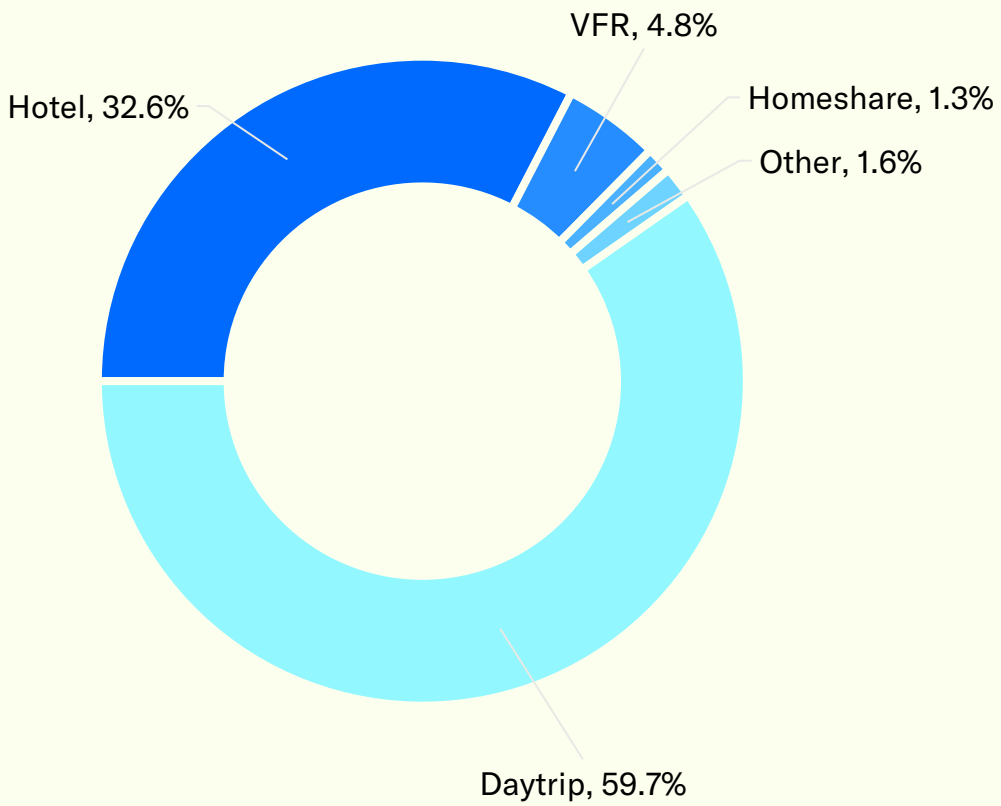
$25.5 Million

Total Economic Impact
of the Visitor Industry

$1.3 Billion

Visit Billings - Economic Impact Estimates

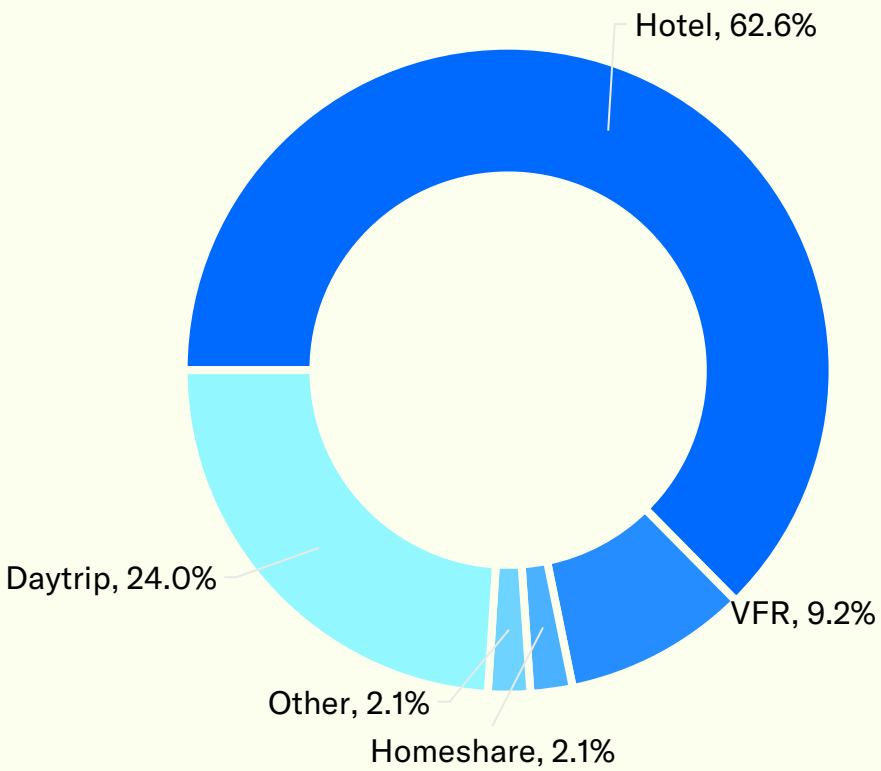
Visitor Volume



	2025-2026	%Share
Hotel	904,059	32.6%
VFR	133,496	4.8%
Homeshare	36,629	1.3%
Other	44,002	1.6%
Daytrip	1,655,572	59.7%
Total	2,773,757	

Visit Billings - Economic Impact Estimates

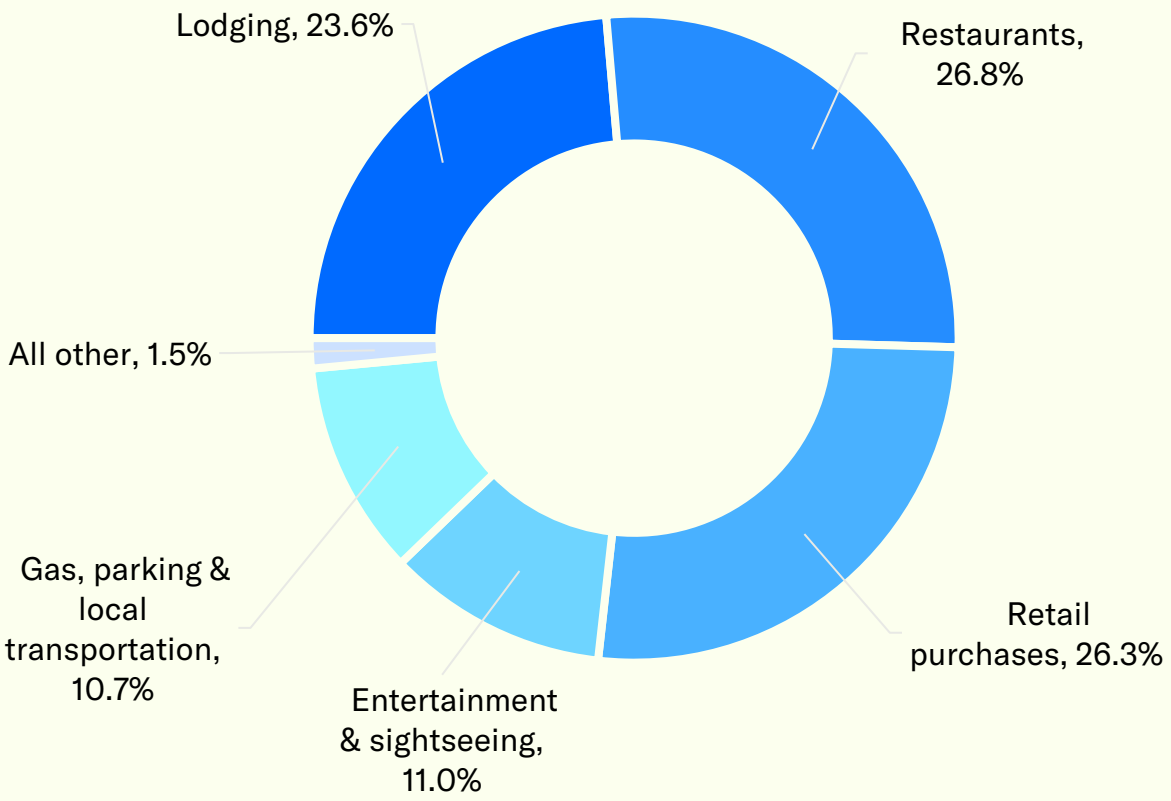
Visitor Spending



	2025-2026	%Share
Hotel	$440,100,242	62.6%
VFR	$64,989,794	9.2%
Homeshare	$14,717,614	2.1%
Other	$14,799,738	2.1%
Daytrip	$168,522,110	24.0%
Total	$703,129,498	

Visit Billings - Economic Impact Estimates

Visitor Spending



	2025-2026	%Share
Lodging	$166,233,010	23.6%
Restaurants	$188,521,621	26.8%
Retail purchases	$184,875,401	26.3%
Entertainment & sightseeing	$77,618,882	11.0%
Gas, parking & local transportation	$75,103,689	10.7%
All other	$10,776,896	1.5%
Total	$703,129,498	

Executive Summary

Billings visitors skew toward first-timers, though a quarter are heavy repeaters. Most are drawn to Billings primarily by leisure and the chance to visit friends and family.

- The vast majority of visitors surveyed (97.2%) currently live in the United States, with international visitors surveyed comprising just 2.8% of the overall sample. More than a third of visitors surveyed (36.5%) live in Montana.
- Nearly half of visitors were visiting Billings for the first time, though a quarter had visited five or more times before. Almost half of visitors surveyed (46.4%) were visiting Billings for the first time, while a quarter (25.0%) had visited five or more times previously, for an average of 3.2 past visits. Regional Travelers were significantly more likely to be frequent repeat visitors, with 38.9% reporting having visited five or more times, for a mean of 4.8 past visits. They were also significantly less likely to be first-time visitors (29.5%).
- Vacation/leisure was the top primary reason for visitors' most recent trip, followed closely by visiting friends and family. Nearly a third of visitors surveyed (30.3%) said their primary reason for visiting was vacation or leisure, followed by visiting friends or family in the area (20.5%), business travel (12.3%), and a weekend getaway (10.9%).
- About two-thirds of visitors surveyed (67.7%) said Billings was the sole primary destination for their trip, while the remaining third (32.3%) were visiting as part of a longer, multi-destination itinerary. Regional Travelers and Day Trippers were significantly more likely to say Billings was their sole destination (86.1% and 81.8%, respectively), while Non-Regional Travelers and Hotel Guests were significantly more likely to be passing through as part of a broader trip (52.7% and 47.8% said Billings was not their sole destination, respectively). Almost two in three visitors surveyed (63.8%) did not include any other states in their trip.

Most Billings visitors travel as couples and, when staying overnight, choose hotels within the city for an average stay of nearly three nights.

- Two-person travel parties were most common among visitors, with a mean party size of 2.6 people. Two in five visitors surveyed (40.9%) traveled in a party of two, while about a quarter (23.2%) traveled alone and just over a third traveled in parties of three or more. Most visitors who did not travel solo brought their spouse or partner along. Nearly two-thirds of visitors who traveled with others (64.7%) brought a spouse or partner, while about a third (32.0%) traveled with children under 18, and smaller shares brought adult children (13.7%), friends (13.5%), or other relatives (12.9%).

- Just over half of visitors stayed overnight somewhere outside their home on this trip. At 66.3%, the majority of overnight visitors stayed only in Billings during their trip, while 24.3% said their lodgings were outside of the city. A small share (9.4%) said they stayed in accommodations both in and outside of Billings. Hotels and motels were the most common type of paid lodging for overnight visitors within Billings.

- The majority of paid lodging guests stayed at least two nights in Billings, with a mean stay of 2.8 nights. About a third of paid lodging guests (31.9%) stayed just one night, while a quarter (25.7%) stayed two nights, while 42.4% stayed three or more nights. Nearly half of paid lodging guests (45.5%) shared their room or rental with one other person, while about a quarter (26.1%) stayed alone and smaller shares stayed in larger groups. The average number of people per room or rental was 2.3.

Dining and shopping dominate as most common Billings visitor activities, with Downtown as the main hub and ZooMontana the top attraction among those surveyed.

- Nearly two-thirds of visitors arrived in Billings by personal car, though airplane was the second-most common arrival mode. Personal vehicles were the predominant in-market transportation method used by visitors. Departure transportation methods closely mirror arrival methods, with personal car remaining the top mode.

- Downtown, Shiloh, and the West End were the most-visited neighborhoods for Billings visitors, though visitation patterns varied by activity. Downtown was the top-visited neighborhood overall (43.1%) and the top neighborhood for dining (46.3%) and shopping (33.1%), while Shiloh and the West End followed for visitation, shopping, and dining.

- ZooMontana topped the list of attractions visited, followed by Downtown Billings and Scheels. One in three visitors (33.9%) visited ZooMontana, the top attraction among those surveyed, followed by Downtown Billings (21.2%) and Scheels (16.2%); about one in five (21.4%) did not visit any of the listed attractions.

- Dining and shopping were by far the top activities for Billings visitors. More than three in four visitors (77.3%) dined in restaurants and three in five (61.4%) went shopping, far outpacing the next most common activities of hiking (16.8%) and bars or nightlife (13.1%). VFR Guests were significantly more likely than other segments to go wildlife viewing (28.9%), walk the self-guided Billings Brew Trail (5.4%), or play tennis or pickleball (3.3%), though these remain niche activities overall.

- Visitors spent the most per day on retail purchases and restaurants, followed closely by lodging. The average daily spend per travel party was $302, led by retail purchases ($80) and restaurants ($78), followed by lodging ($71), entertainment and sightseeing ($35), and gas and local transportation ($32).

Billings visitors are highly satisfied with their experience; three in four would recommend the destination, highlighting scenery as a top highlight.

- Scenery and natural beauty top what visitors like most about Billings, followed closely by the downtown area and shopping. Non-Regional Travelers were significantly more likely to cite scenery (28.3%) and the weather or climate (9.9%), while Regional Travelers were significantly less likely to mention either (10.2% and 0.3%, respectively) and instead were significantly more likely to cite shopping (23.7%) and activities or entertainment (14.3%), a pattern Day Trippers shared for shopping (24.2%).
- Traffic was by far the top thing visitors said they liked least about Billings. More than a third of visitors who offered a critique (36.1%) named traffic, roads, or driving as what they liked least about Billings, well ahead of social issues (11.0%), crowding or overpopulation (9.9%), and limited entertainment or dining options (8.5%).
- Overall satisfaction with the Billings visit was exceptionally high, with 94.4% rating their experience positively. Nearly all visitors surveyed (94.4%) said they were satisfied or very satisfied with their overall visit to Billings, including 61.2% who were very satisfied; just 5.6% were neutral and none were dissatisfied. Satisfaction was consistently high across all segments.
- Satisfaction with hospitality and service was similarly strong, at 91.9% positive. Satisfaction with value for money was somewhat lower than other measures, though still strong at 84.7% positive. Safety and security satisfaction, while still positive, trailed the other satisfaction measures at 75.2%.
- Three in four visitors said they would recommend Billings to friends and family, with a mean score of 8.3 out of 10. Three-quarters of visitors surveyed (75.0%) rated their likelihood to recommend Billings an 8 or higher on a 0-to-10 scale, which was fairly consistent across nearly all segments.
- Visitors expressed strong likelihood to return to Billings for leisure, led by Regional Travelers and Day Trippers. Eighty-four percent of visitors surveyed (84.0%) said they were likely or very likely to return to Billings for leisure, including 67.0% who were very likely. Regional Travelers and Day Trippers were significantly more likely to say they would return (91.4% and 93.1%, respectively, including 78.3% and 81.9% very likely). Among those likely to return, most said they'd visit Billings again any time of year, though summer was the top specific season.

Planning lead times varied widely among Billings visitors, who relied mainly on mapping tools like Google Maps and word of mouth to plan their trip to Billings.

- Planning lead times cover a wide range: 27.1% of visitors made no advance plans at all, while 25.6% began planning five or more weeks ahead, for an average lead time of 3.8 weeks. Regional Travelers and Day Trippers planned significantly closer to their trip; respectively, 39.3% and 46.5% made no advance plans, for mean lead times of just 2.3 and 2.6 weeks, while Non-Regional Travelers and Hotel Guests planned significantly further ahead, with 43.1% and 36.2% planning five or more weeks out and mean lead times of 5.9 and 5.0 weeks, respectively.

- Before arriving, the top resources visitors used to plan their trip were mapping websites like Google Maps (18.7%) and the opinions of friends and family (17.0%), followed by social media (12.6%); nearly four in ten (38.9%) did not use any of the listed resources. Regional Travelers were significantly more likely to have used none of the listed resources (49.0%), while Non-Regional Travelers were significantly less likely to say the same (28.7%). In fact, for the latter and Hotel Guests, mapping websites were more likely to be mentioned as a resource used (respectively, 23.5% and 28.7%).

- In-market, visitors tended to continue to turn to the same top resources that they had used for pre-arrival planning: mapping websites (25.6%), opinions of friends/family (13.8%), social media (5.6%) and review websites (5.6%). Mapping websites continued to be significantly more likely to be a resource for Hotel Guests (33.8%) and Non-Regional Travelers (30.1%), while Regional Travelers were again the most likely segment to say they did not use any of these resources (31.1%), though mapping websites were also their top resource for those who did use one (21.9%). VFR Guests were the anomaly, with word of mouth (43.3%) significantly outpacing all other resources.

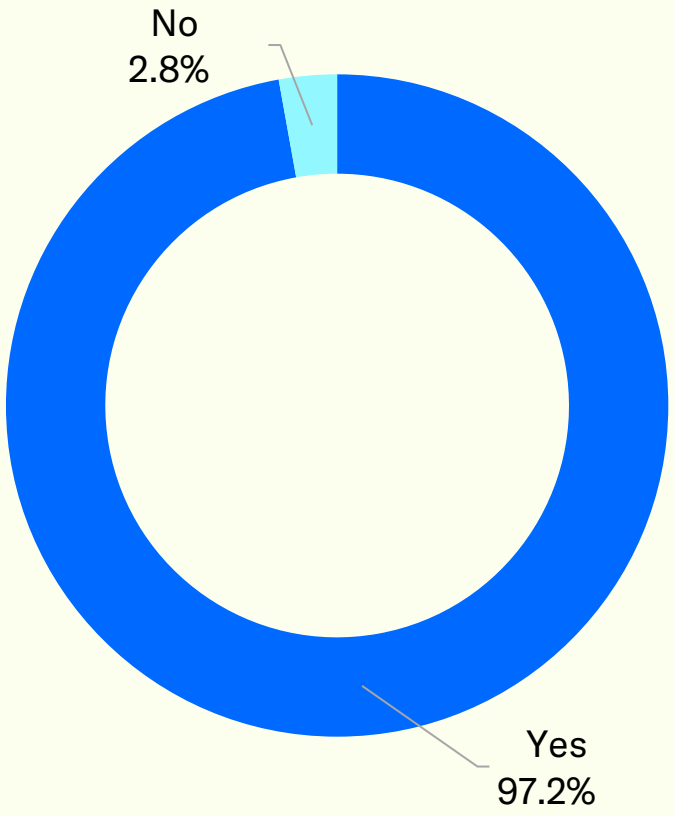
Detailed Findings

Detailed Findings: Billings Trip Details

Nearly all visitors surveyed reside in the United States.

The vast majority of visitors surveyed (97.2%) currently live in the United States, with international visitors surveyed comprising just 2.8% of the overall sample. This holds consistent across the visitor segments, with no significant differences among Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, or VFR Guests.

Extended Trip for Leisure/Vacation



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Yes	97.2%	99.8%	100.0%	94.2%	98.7%	98.9%
No	2.8%	0.2%	0.0%	5.8%	1.3%	1.1%
Base	**434**	**190**	**232**	**280**	**76**	**62**

**Small sample size*

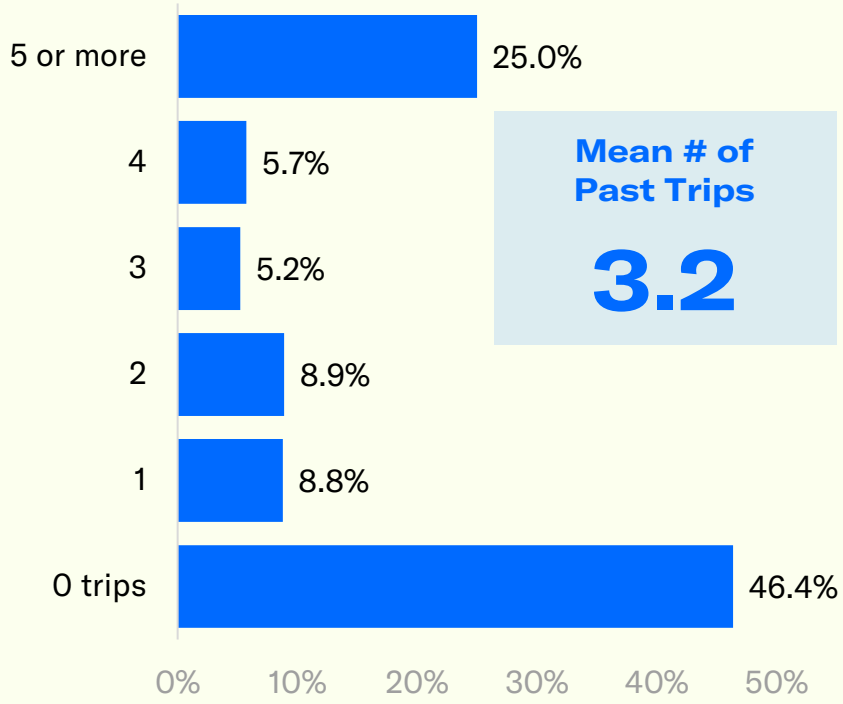
Question: Do you currently live in the United States?

Base: Total respondents (434 completed surveys).

Nearly half of visitors were visiting Billings for the first time, though a quarter had visited five or more times before.

Almost half of visitors surveyed (46.4%) were visiting Billings for the first time, while a quarter (25.0%) had visited five or more times previously, for an average of 3.2 past visits. Regional Travelers were significantly more likely to be frequent repeat visitors, with 38.9% reporting having visited five or more times, for a mean of 4.8 past visits. They were also significantly less likely to be first-time visitors (29.5%). Non-Regional Travelers showed the opposite pattern; they were significantly more likely to be first-timers (56.7%) and significantly less likely to have visited five or more times (16.1%) or to average as many past visits (2.2).

Number of Past Billings Visits



By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
5 or more	25.0%	38.9%	16.1%	20.6%	38.2%	21.8%
4	5.7%	1.0%	7.9%	2.9%	5.9%	4.8%
3	5.2%	4.8%	6.0%	6.3%	2.9%	8.1%
2	8.9%	13.6%	6.1%	8.2%	8.8%	1.7%
1	8.8%	12.2%	7.2%	7.6%	8.8%	13.6%
0 trips – first time visitors	**46.4%**	**29.5%**	**56.7%**	**54.4%**	**35.3%**	**50.0%**
Mean	**3.2**	**4.8**	**2.2**	**2.4**	**5.2**	**2.5**
Base	**298**	**99**	**188**	**210**	**34**	**38**

**Small sample size*

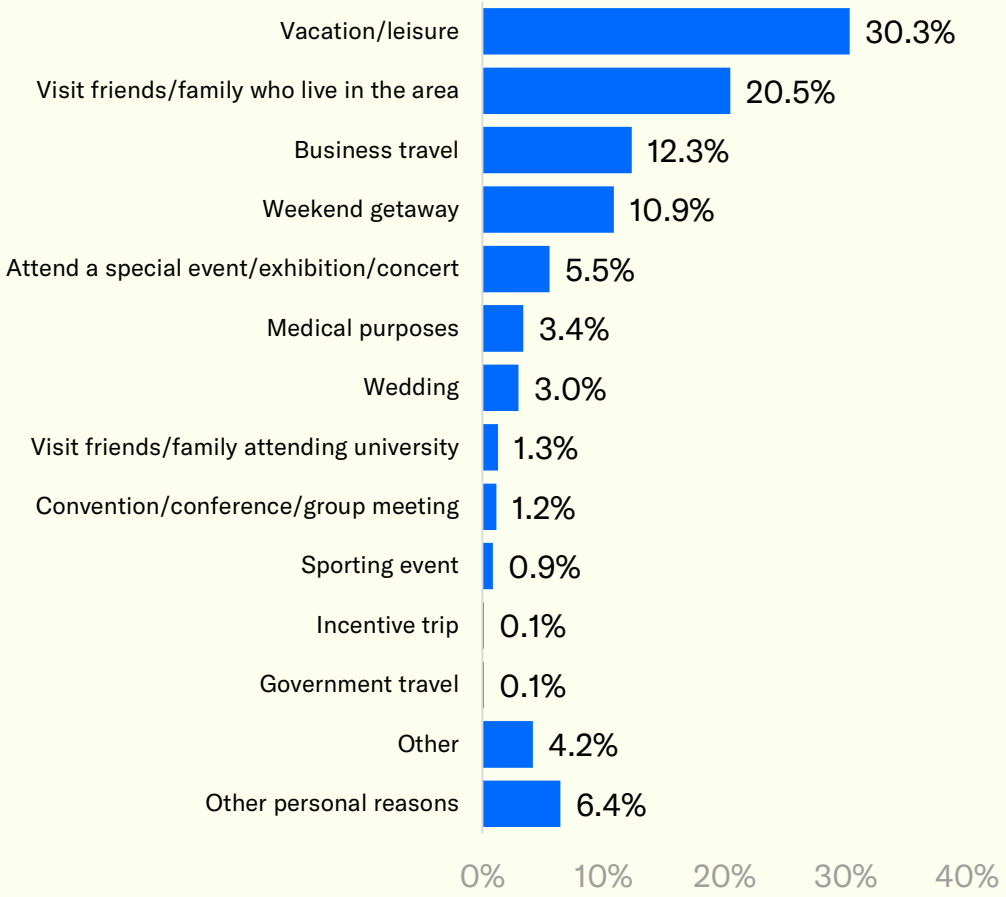
Question: Before this trip, how many times have you visited Billings?

Base: Total respondents (298 completed surveys).

Vacation/leisure was the top primary reason for visitors' most recent trip, followed closely by visiting friends and family.

Nearly a third of visitors surveyed (30.3%) said their primary reason for visiting was vacation or leisure, followed by visiting friends or family in the area (20.5%), business travel (12.3%), and a weekend getaway (10.9%). VFR Guests were, unsurprisingly, significantly more likely to cite visiting friends or family as their primary reason (51.3%), while Regional Travelers were significantly more likely to be visiting for a weekend getaway (15.9%) or a special event (10.2%) — a pattern Day Trippers shared (10.4%).

Primary Reason for Most Recent Visit



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Vacation/leisure	30.3%	24.0%	36.8%	35.9%	27.3%	25.9%
Visit friends/family who live in the area	20.5%	17.4%	24.1%	15.4%	19.5%	51.3%
Business travel	12.3%	9.3%	16.7%	16.4%	6.5%	5.5%
Weekend getaway	10.9%	15.9%	4.6%	10.3%	13.0%	3.3%
Attend a special event/exhibition/concert	5.5%	10.2%	0.3%	2.5%	10.4%	0.0%
Medical purposes	3.4%	4.9%	0.6%	2.5%	3.9%	1.1%
Wedding	3.0%	1.6%	4.9%	4.1%	2.6%	2.3%
Visit friends/family attending university	1.3%	0.3%	2.6%	0.9%	1.3%	2.3%
Convention/conference/group meeting	1.2%	2.0%	0.2%	1.3%	1.3%	0.0%
Sporting event	0.9%	0.7%	1.1%	2.2%	0.0%	0.0%
Incentive trip	0.1%	0.2%	0.0%	0.3%	0.0%	0.0%
Government travel	0.1%	0.0%	0.3%	0.3%	0.0%	0.0%
Other	4.2%	5.5%	3.0%	4.1%	5.2%	0.0%
Other personal reasons	6.4%	8.0%	4.8%	3.8%	9.1%	8.3%
Base	**436**	**190**	**232**	**281**	**77**	**62**

**Small sample size*

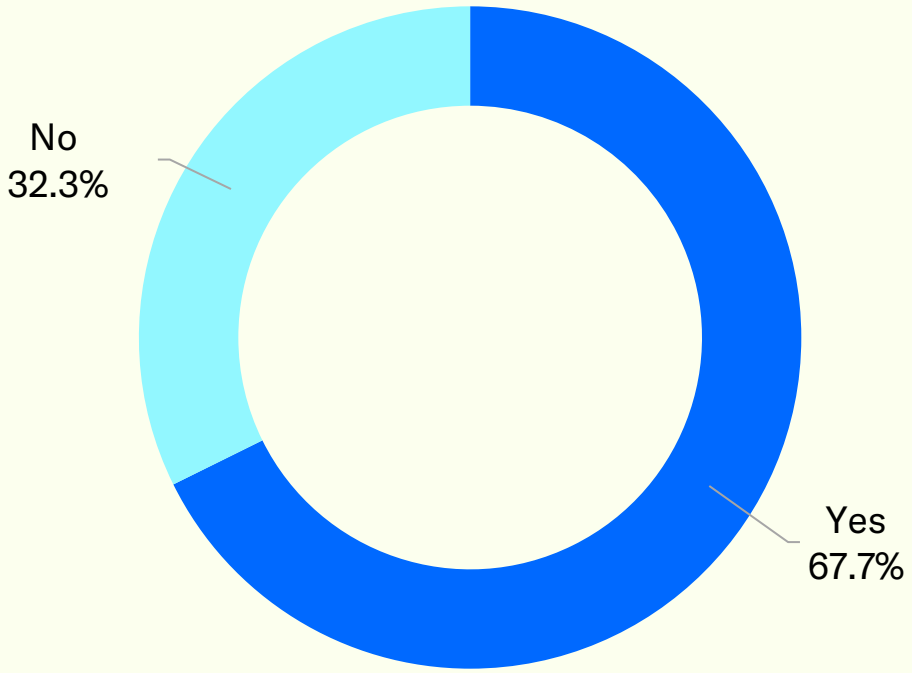
Question: Which best describes your primary reason for this trip?

Base: Total respondents (436 completed surveys).

Two-thirds of visitors said Billings was their sole primary destination for this trip.

About two-thirds of visitors surveyed (67.7%) said Billings was the sole primary destination for their trip, while the remaining third (32.3%) were visiting as part of a longer, multi-destination itinerary. Regional Travelers and Day Trippers were significantly more likely to say Billings was their sole destination (86.1% and 81.8%, respectively), while Non-Regional Travelers and Hotel Guests were significantly more likely to be passing through as part of a broader trip (52.7% and 47.8% said Billings was not their sole destination, respectively).

Billings was Sole Primary Destination



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Yes	67.7%	86.1%	47.3%	52.2%	81.8%	68.8%
No	32.3%	13.9%	52.7%	47.8%	18.2%	31.2%
Base	**435**	**190**	**231**	**280**	**77**	**61**

**Small sample size*

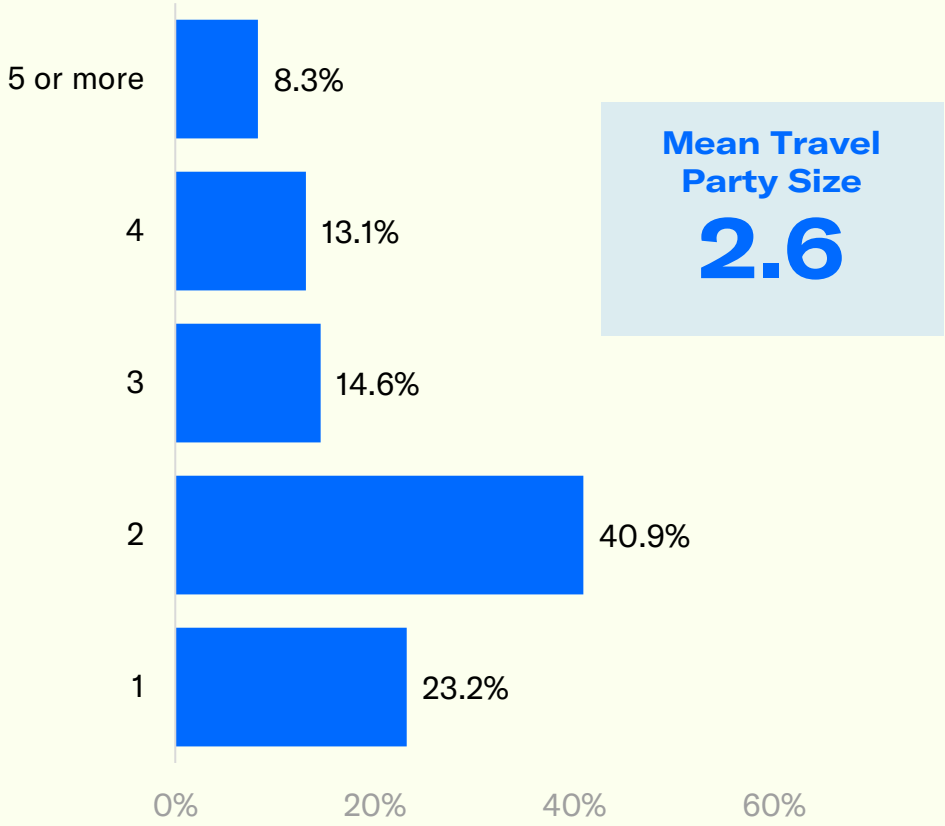
Question: Is Billings your sole primary destination for this trip?

Base: Total respondents (435 completed surveys).

Two-person travel parties were most common among visitors, with a mean party size of 2.6 people.

Two in five visitors surveyed (40.9%) traveled in a party of two, while about a quarter (23.2%) traveled alone and just over a third traveled in parties of three or more. The average travel party size was 2.6 people, with no significant differences across Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, or VFR Guests.

Travel Party Size



Mean Travel Party Size

2.6

By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
5 or more	8.3%	9.9%	7.1%	6.2%	10.5%	4.6%
4	13.1%	15.0%	12.0%	10.3%	17.1%	11.6%
3	14.6%	16.3%	11.9%	16.9%	13.2%	10.7%
2	40.9%	40.2%	41.2%	46.5%	35.5%	50.5%
1	23.2%	18.7%	27.9%	20.1%	23.7%	22.5%
Mean	**2.6**	**2.7**	**2.4**	**2.4**	**2.8**	**2.3**
Base	**426**	**185**	**227**	**274**	**76**	**61**

**Small sample size*

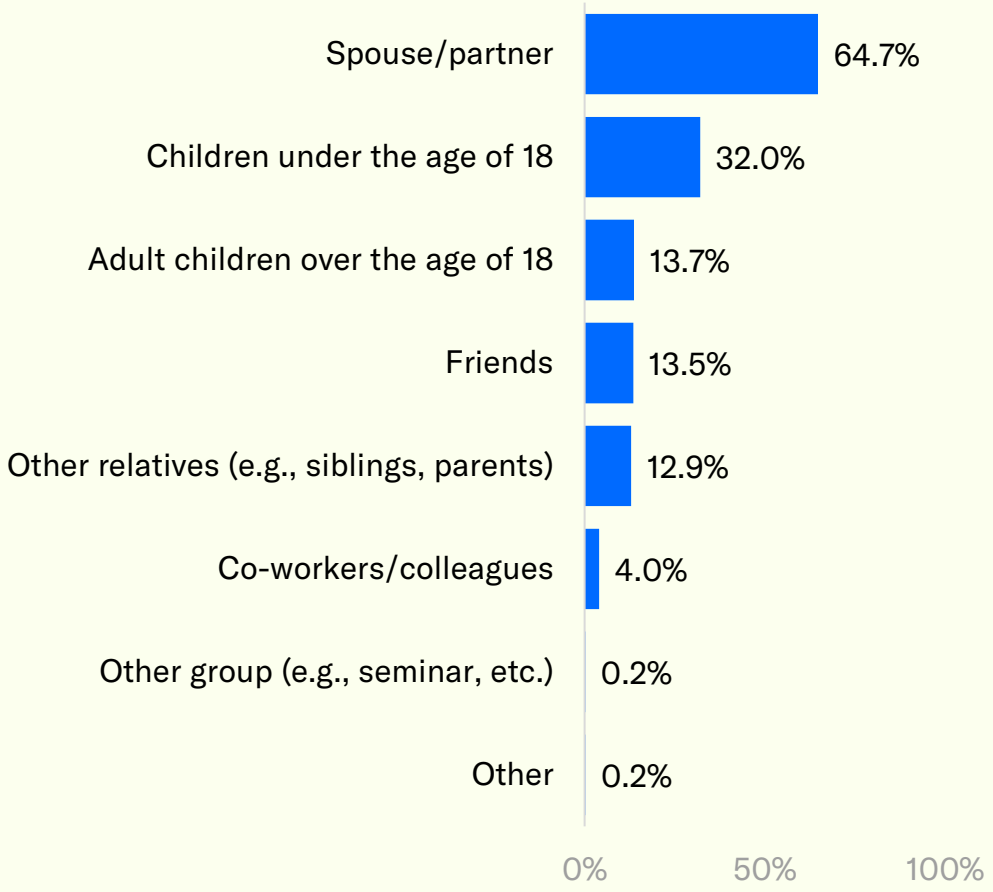
Question: Including yourself, how many people are in your immediate travel party?

Base: Total respondents (426 completed surveys).

Most visitors who did not travel solo brought their spouse or partner along.

Nearly two-thirds of visitors who traveled with others (64.7%) brought a spouse or partner, while about a third (32.0%) traveled with children under 18, and smaller shares brought adult children (13.7%), friends (13.5%), or other relatives (12.9%). Regional Travelers were significantly more likely to travel with children under 18 (42.5%), while Non-Regional Travelers and Hotel Guests were significantly less likely to do so (18.1% and 19.5%, respectively).

Travel Party Composition



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Spouse/ Partner	64.7%	64.5%	64.1%	70.2%	63.8%	56.4%
Children under the age of 18	32.0%	42.5%	18.1%	19.5%	43.1%	32.8%
Adult children over the age of 18	13.7%	13.2%	15.3%	11.2%	13.8%	18.8%
Friends	13.5%	15.3%	11.7%	12.8%	12.1%	15.1%
Other relatives (e.g., siblings, parents)	12.9%	9.2%	19.2%	12.6%	17.2%	5.8%
Co-workers/colleagues	4.0%	2.5%	6.3%	5.7%	3.4%	0.0%
Other group (e.g., seminar, etc.)	0.2%	0.3%	0.0%	0.4%	0.0%	0.0%
Other	0.2%	0.3%	0.0%	0.0%	0.0%	1.5%
Base	**330**	**150**	**169**	**218**	**58**	**41**

**Small sample size*

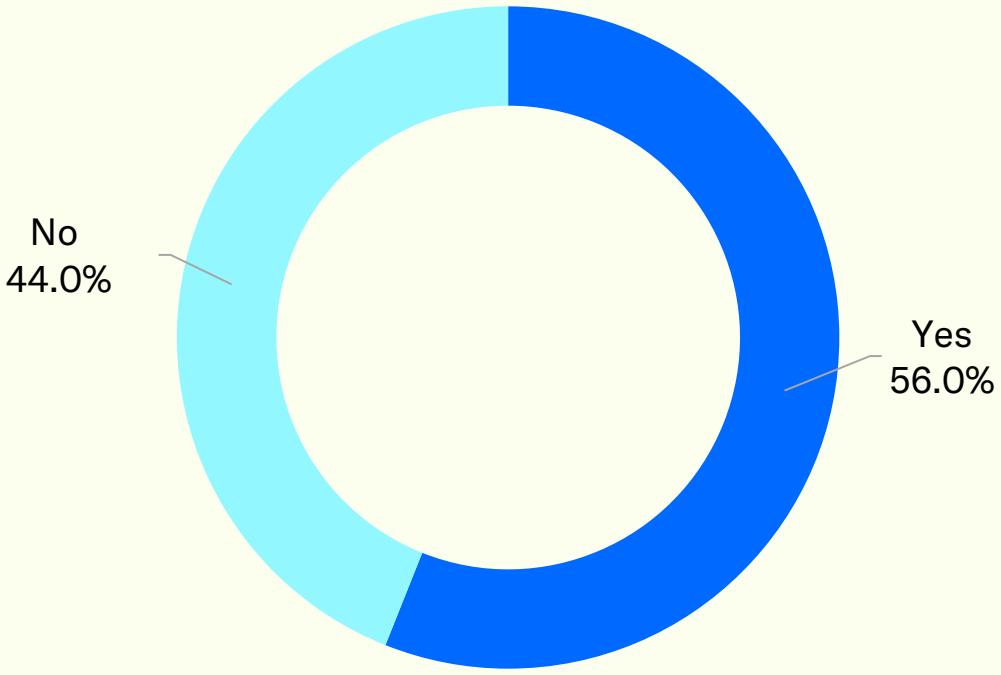
Question: Who are you traveling with on this trip?

Base: Respondents who did not travel solo (330 completed surveys).

Just over half of visitors stayed overnight somewhere outside their home on this trip.

A little over half of visitors surveyed (56.0%) stayed overnight away from home on this trip, while 44.0% did not. Among the segments not defined by overnight stays, Non-Regional Travelers were significantly more likely to stay overnight (72.7%) than Regional Travelers (41.9%).

Stayed Overnight on This Trip



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Yes	56.0%	41.9%	72.7%	100.0%	0.0%	100.0%
No	44.0%	58.1%	27.3%	0.0%	100.0%	0.0%
Base	**434**	**190**	**230**	**279**	**77**	**62**

**Small sample size*

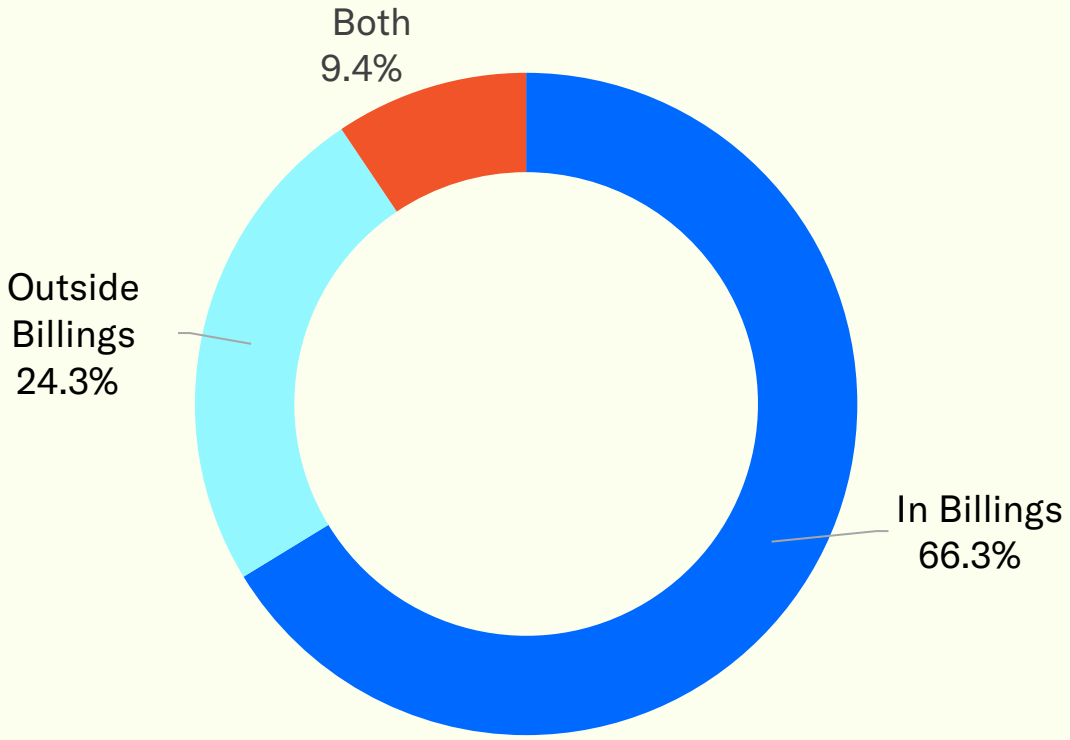
Question: Are you staying overnight anywhere outside of your home on this visit?

Base: Total respondents (434 completed surveys).

Two-thirds of overnight visitors reported staying in Billings exclusively on their trip.

At 66.3%, the majority of overnight visitors stayed only in Billings during their trip, while 24.3% said their lodgings were outside of the city. A small share (9.4%) said they stayed in accommodations both in and outside of Billings. Among the segments, Hotel Guests (75.5%) were the most likely to report having stayed only in Billings, while VFR Guests were much more evenly divided between in Billings (36.2%) and outside of the city (39.6%), with a notably larger share than other segments staying in both (24.2%).

Stayed Overnight in Billings on This Trip



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
In Billings	66.3%	65.9%	67.7%	75.5%	-	36.2%
Outside Billings	24.3%	24.8%	22.1%	14.7%	-	39.6%
Both	9.4%	9.2%	10.2%	9.8%	-	24.2%
Base	**355**	**135**	**209**	**281**	**N/A**	**62**

**Small sample size*

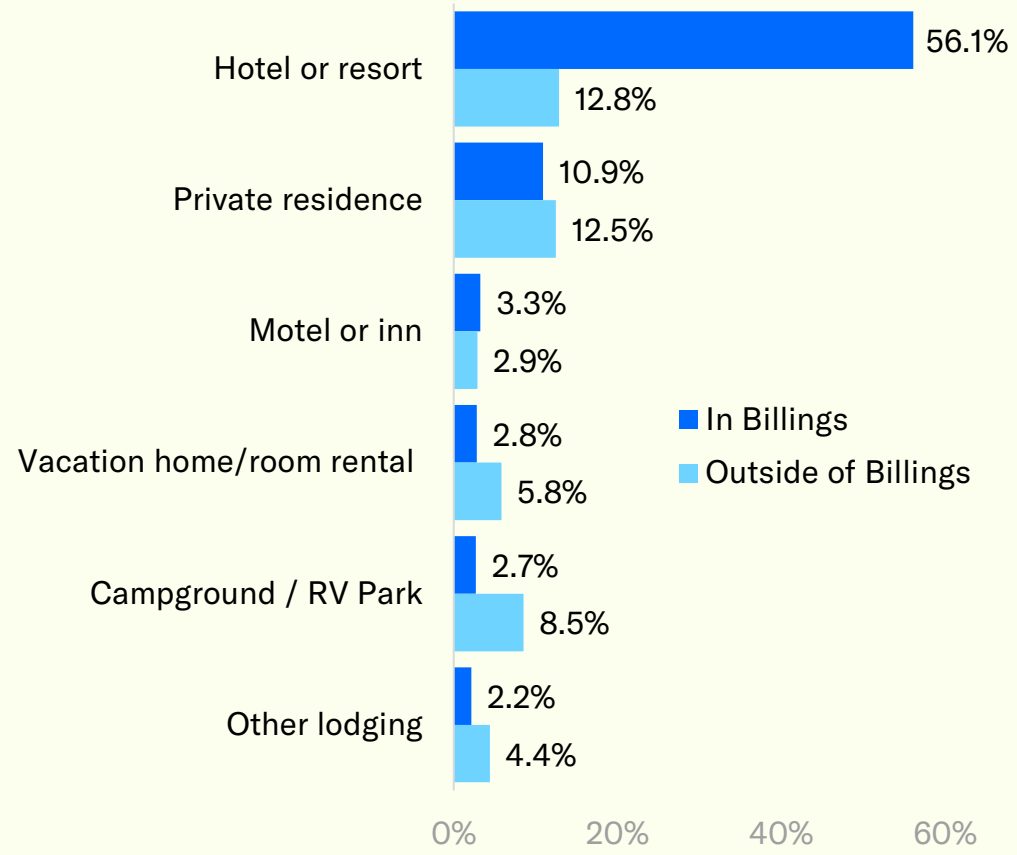
Question: Where are you staying overnight?

Base: Respondents who stayed overnight on their trip (355 completed surveys).

Hotels and motels were the most common type of paid lodging for overnight visitors within Billings.

Among overnight visitors, 56.1% stayed in a hotel or resort within Billings and another 3.3% in a motel or inn, while one in ten (10.9%) stayed in the home of family or friends. Hotel Guests were, by definition, significantly more likely to have stayed in a hotel or resort both within Billings (81.2%) and elsewhere on their trip (18.6%), while VFR Guests were significantly more likely to have stayed with family or friends, both within Billings (51.9%) and outside of it (59.2%), consistent with how these segments are defined. VFR Guests were also significantly more likely to have stayed at a campground or RV park outside of Billings (24.7%).

Lodging Type



By Segment

In Billings	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Hotel or resort	56.1%	50.4%	60.4%	81.2%	-	15.9%
Private residence	10.9%	14.6%	9.4%	3.2%	-	51.9%
Motel or inn	3.3%	5.0%	2.3%	4.7%	-	5.3%
Vacation home/room rental	2.8%	2.7%	3.1%	0.6%	-	2.1%
Campground / RV Park	2.7%	1.2%	3.9%	0.9%	-	4.3%
Other lodging	2.2%	3.2%	1.6%	0.9%	-	5.5%

Outside of Billings	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Hotel or resort	12.8%	8.1%	13.4%	18.6%	-	16.4%
Private residence	12.5%	14.5%	12.0%	6.9%	-	59.2%
Motel or inn	2.9%	4.3%	2.2%	4.2%	-	8.1%
Vacation home/room rental	5.8%	4.9%	6.9%	3.7%	-	12.5%
Campground / RV Park	8.5%	9.3%	8.6%	5.8%	-	24.7%
Other lodging	4.4%	2.9%	5.7%	4.0%	-	12.5%

**Small sample size*

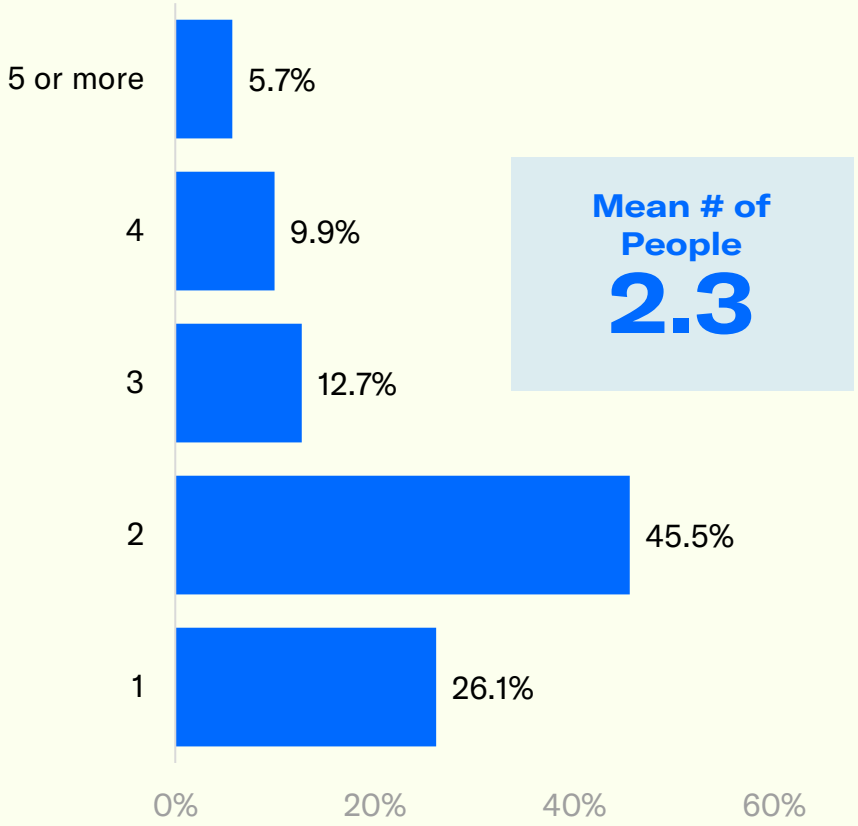
Question: Where are you staying overnight?

Base: Respondents who stayed overnight on their trip (355 completed surveys).

Most paid lodging guests shared their accommodations with one other person.

Nearly half of paid lodging guests (45.5%) shared their room or rental with one other person, while about a quarter (26.1%) stayed alone and smaller shares stayed in larger groups. The average number of people per room or rental was 2.3, with no significant differences across Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, or VFR Guests.

Number of People in Paid Lodging



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
5 or more	5.7%	9.5%	4.0%	4.1%	-	7.3%
4	9.9%	9.8%	10.9%	10.2%	-	7.0%
3	12.7%	14.8%	11.6%	12.5%	-	19.9%
2	45.5%	49.1%	42.3%	46.7%	-	41.2%
1	26.1%	16.7%	31.3%	26.5%	-	24.6%
Mean	**2.3**	**2.6**	**2.2**	**2.2**	**-**	**2.5**
Base	**296**	**106**	**179**	**279**	**N/A**	**21**

**Small sample size*

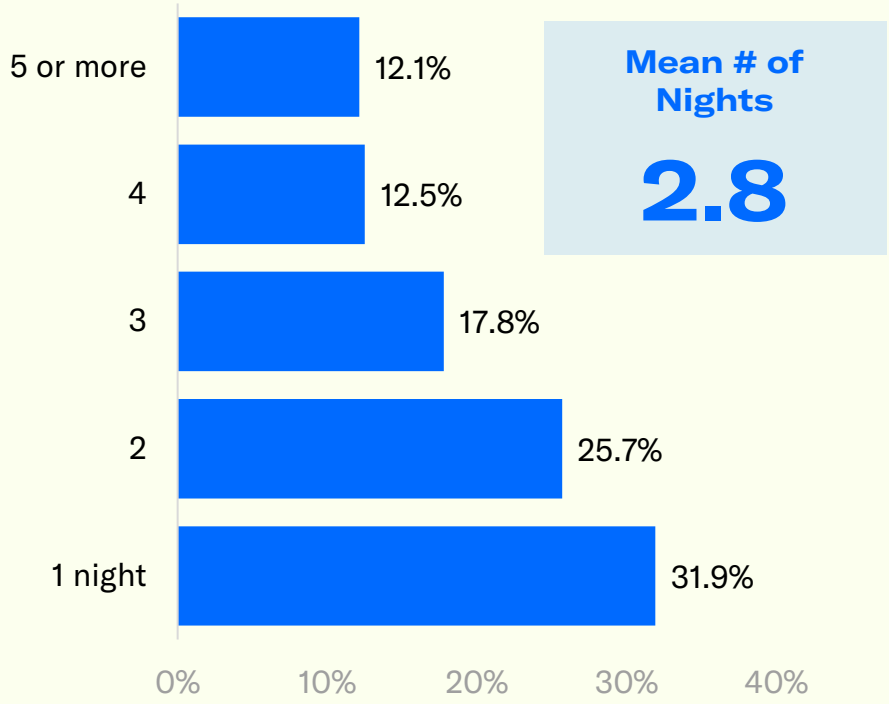
Question: How many people, including yourself, are staying in your room or rental?

Base: Respondents who stayed overnight in paid lodging on their trip (296 completed surveys).

The majority of paid lodging guests stayed at least two nights in Billings, with a mean stay of 2.8 nights.

About a third of paid lodging guests (31.9%) stayed just one night, while a quarter (25.7%) stayed two nights, while 42.4% stayed three or more nights, for an average length of stay of 2.8 nights. There were no significant differences in length of stay across Regional Travelers, Non-Regional Travelers, Hotel Guests, or VFR Guests (Day Trippers, by definition, do not stay overnight in paid lodging).

Length of Stay - Nights



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
5 or more	12.1%	10.8%	13.1%	7.8%	-	21.7%
4	12.5%	6.1%	17.6%	9.8%	-	15.0%
3	17.8%	20.8%	17.0%	18.8%	-	19.9%
2	25.7%	25.2%	23.9%	27.9%	-	10.4%
1 night	31.9%	37.1%	28.4%	35.7%	-	33.1%
Mean	**2.8**	**2.7**	**2.9**	**2.4**	**-**	**3.4**
Base	**333**	**128**	**195**	**270**	**N/A**	**57**

**Small sample size*

Question: How many nights will you stay on this trip?

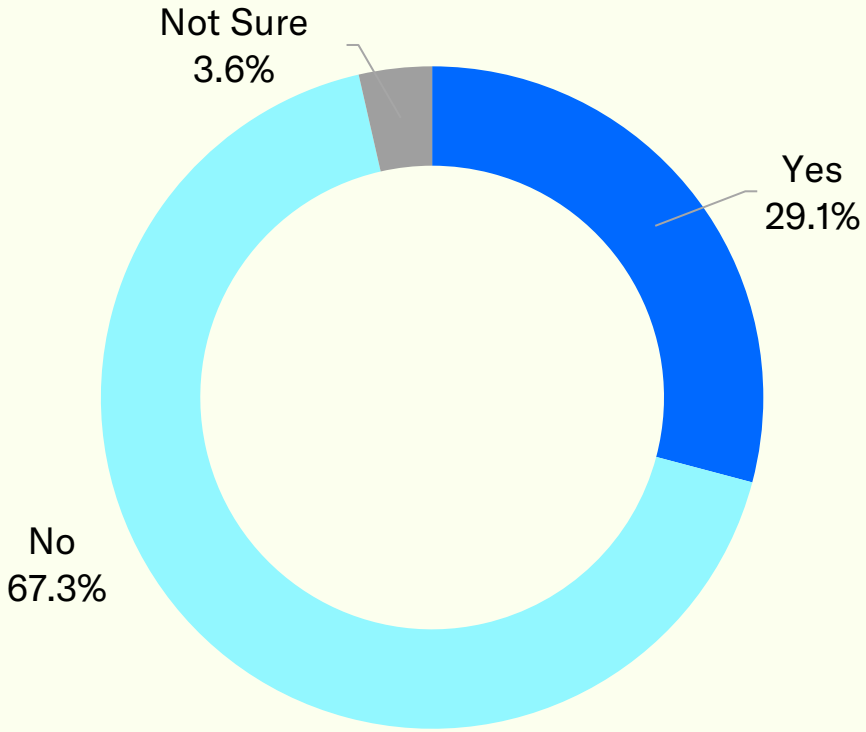
Base: Respondents who stayed overnight in paid lodging on their trip (333 completed surveys).

Detailed Findings: Non-Leisure Visitors

About three in ten non-leisure visitors extended their stay for leisure or personal reasons.

Among visitors whose primary purpose was not leisure, 29.1% said they extended their stay for leisure or personal reasons, while two-thirds (67.3%) did not and a small share (3.6%) were not sure. This did not vary significantly across Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, or VFR Guests. It should be noted that the sample size for this question is small so these findings should be considered directional.

Extended Trip for Leisure/Vacation



By Segment

	Total*	Regional Travelers*	Non-Regional Travelers*	Hotel Guests*	Day Trippers*	VFR Guests*
Yes	29.1%	33.5%	24.5%	25.9%	16.7%	61.2%
No	67.3%	66.5%	69.1%	67.2%	83.3%	38.8%
Not sure	3.6%	0.0%	6.4%	6.9%	0.0%	0.0%
Base	**76**	**27**	**48**	**58**	**6**	**5**

**Small sample size*

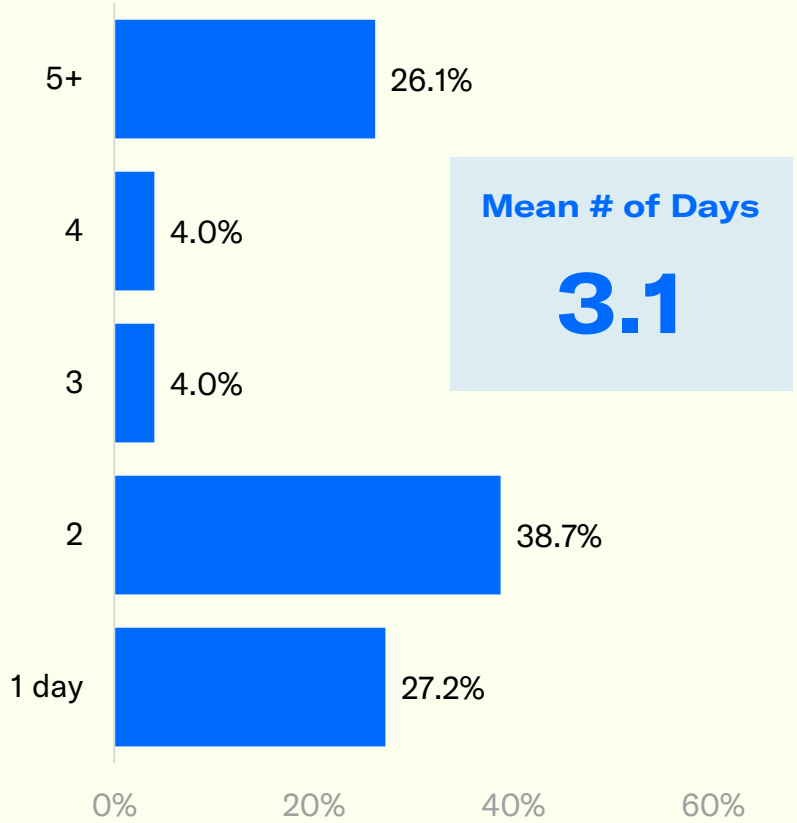
Question: Did you – or will you – extend your stay in Billings for leisure or personal reasons?

Base: Respondents whose primary purpose of their most recent Billings trip was for business, conference, incentive, or government travel (76 completed surveys).

Among those who extended their stay, two extra days was most common, for a mean extension of 3.1 days.

Of visitors who extended their trip for leisure or personal reasons, nearly four in ten (38.7%) added two extra days, while about a quarter each added just one day (27.2%) or five or more days (26.1%), for an average extension of 3.1 days. There were no significant differences in extension length across Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, or VFR Guests.

Number of Days Extended for Leisure/Personal Reasons



By Segment

	Total*	Regional Travelers*	Non-Regional Travelers*	Hotel Guests*	Day Trippers*	VFR Guests*
5+	26.1%	53.5%	5.5%	0.0%	0.0%	51.9%
4	4.0%	0.0%	7.0%	7.7%	0.0%	0.0%
3	4.0%	0.0%	7.0%	7.7%	0.0%	0.0%
2	38.7%	0.0%	67.9%	38.5%	100.0%	0.0%
1 day	27.2%	46.5%	12.5%	46.2%	0.0%	48.1%
Mean	**3.1**	**4.2**	**2.3**	**1.8**	**2.0**	**4.1**
Base	**18**	**7**	**11**	**13**	**1**	**2**

**Small sample size*

Question: How many days did or will you extend your stay in Billings for leisure or personal reasons?

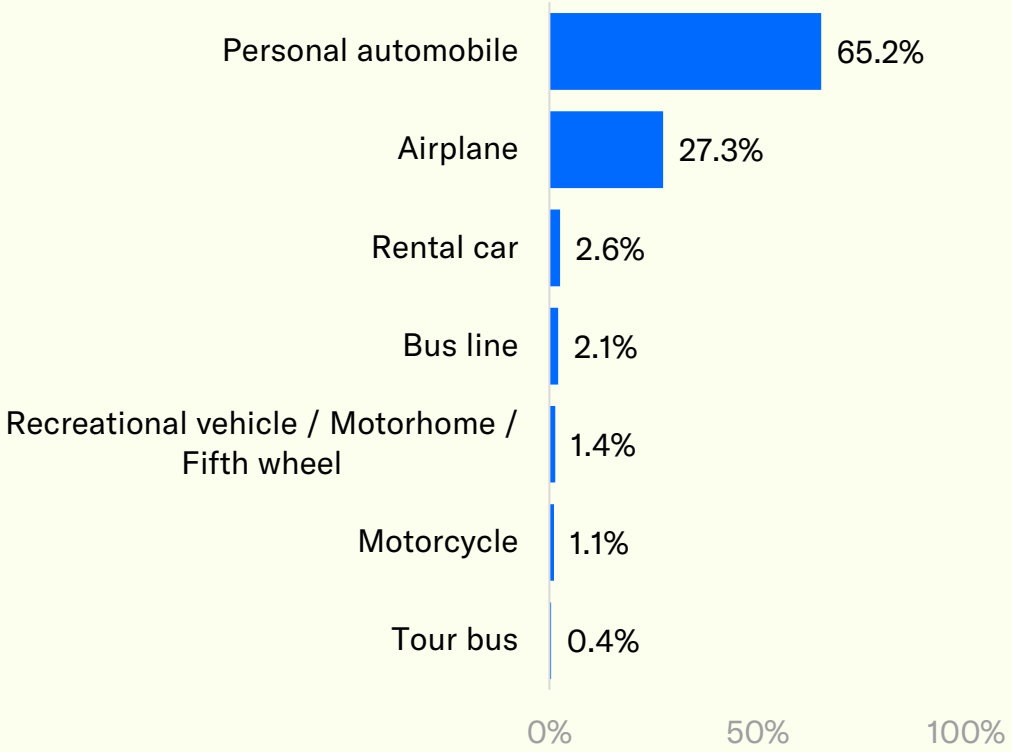
Base: Respondents whose primary purpose of their most recent Billings trip was for business, conference, incentive, or government travel who extended their stay in Billings for leisure (18 completed surveys).

Detailed Findings: In-Market Behavior

Nearly two-thirds of visitors arrived in Billings by personal car, though airplane was the second-most common arrival mode.

Almost two-thirds of visitors surveyed (65.2%) arrived in Billings by personal automobile, while just over a quarter (27.3%) arrived by airplane and small shares used a rental car (2.6%) or other means. Regional Travelers and Day Trippers were significantly more likely to have driven their own car (89.4% and 80.5%, respectively), while Non-Regional Travelers and Hotel Guests were significantly more likely to have flown in (48.8% and 46.5%) and correspondingly less likely to have driven (40.9% and 47.5%).

Arrival Transportation Method



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Personal automobile	65.2%	89.4%	40.9%	47.5%	80.5%	71.7%
Airplane	27.3%	7.5%	48.8%	46.5%	14.3%	25.0%
Rental car	2.6%	0.7%	3.7%	3.1%	1.3%	1.1%
Bus line	2.1%	1.3%	1.8%	0.9%	2.6%	0.0%
Recreational vehicle / Motorhome / Fifth wheel	1.4%	0.0%	2.9%	0.6%	1.3%	0.0%
Motorcycle	1.1%	0.3%	1.8%	0.9%	0.0%	2.2%
Tour bus	0.4%	0.8%	0.0%	0.3%	0.0%	0.0%
Base	**435**	**189**	**232**	**281**	**77**	**62**

**Small sample size*

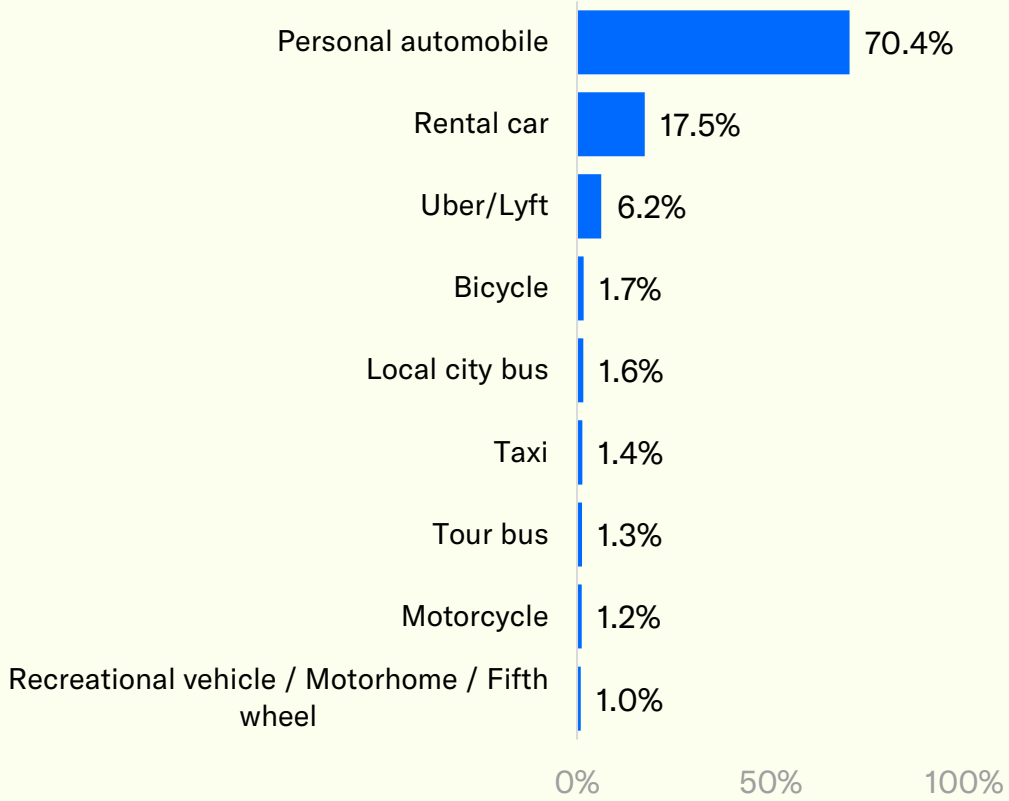
Question: Which type of transportation did you use to arrive in Billings?

Base: Total respondents (435 completed surveys).

Personal vehicles were the predominant in-market transportation method used by visitors.

Seven in ten visitors surveyed (70.4%) used their personal car to get around Billings, while 17.5% used a rental car and smaller shares used rideshare (6.2%) or other options. Regional Travelers and Day Trippers were significantly more likely to rely on their own car (89.4% and 85.7%, respectively) and significantly less likely to rent a car (6.2% and 6.5%), while Non-Regional Travelers and Hotel Guests were significantly more likely to use a rental car (30.3% and 32.4%) and less likely to use their personal vehicle (49.5% and 51.6%).

In-Market Transportation Method(s)



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Personal automobile	70.4%	89.4%	49.5%	51.6%	85.7%	83.0%
Rental car	17.5%	6.2%	30.3%	32.4%	6.5%	10.9%
Uber/Lyft	6.2%	2.3%	10.1%	10.7%	2.6%	7.2%
Bicycle	1.7%	1.1%	1.3%	0.0%	1.3%	0.0%
Local city bus	1.6%	0.2%	1.8%	1.3%	2.6%	0.0%
Taxi	1.4%	0.0%	0.6%	2.1%	1.3%	0.0%
Tour bus	1.3%	1.3%	1.4%	2.5%	0.0%	0.0%
Motorcycle	1.2%	0.3%	2.1%	1.3%	0.0%	2.2%
Recreational vehicle / Motorhome / Fifth wheel	1.0%	0.0%	1.9%	0.6%	1.3%	0.0%
Base	**436**	**190**	**232**	**281**	**77**	**62**

**Small sample size*

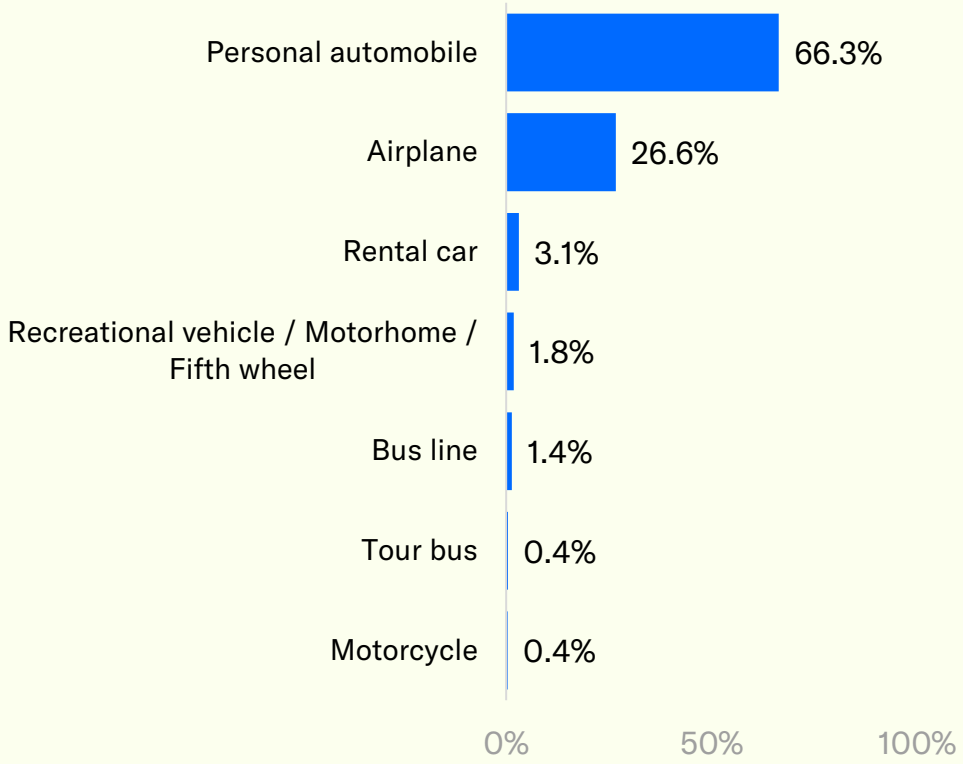
Question: Which method(s) of transportation did or will you use while in Billings?

Base: Total respondents (436 completed surveys).

Departure transportation methods closely mirror arrival methods, with personal car remaining the top mode.

As with arrival, nearly two-thirds of visitors (66.3%) departed Billings by personal car and 26.6% by airplane. Regional Travelers and Day Trippers were significantly more likely to have left by car (89.9% and 81.8%, respectively), while Non-Regional Travelers and Hotel Guests were significantly more likely to have flown out (46.9% and 45.5%) and less likely to have driven (42.8% and 48.2%).

Departure Transportation Method



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Personal automobile	66.3%	89.9%	42.8%	48.2%	81.8%	72.7%
Airplane	26.6%	6.8%	46.9%	45.5%	14.3%	22.8%
Rental car	3.1%	0.9%	4.5%	4.1%	1.3%	2.2%
Recreational vehicle / Motorhome / Fifth wheel	1.8%	0.0%	3.9%	0.6%	1.3%	0.0%
Bus line	1.4%	1.3%	1.6%	0.6%	1.3%	0.0%
Tour bus	0.4%	0.8%	0.0%	0.3%	0.0%	0.0%
Motorcycle	0.4%	0.3%	0.3%	0.6%	0.0%	2.2%
Base	**434**	**189**	**231**	**279**	**77**	**62**

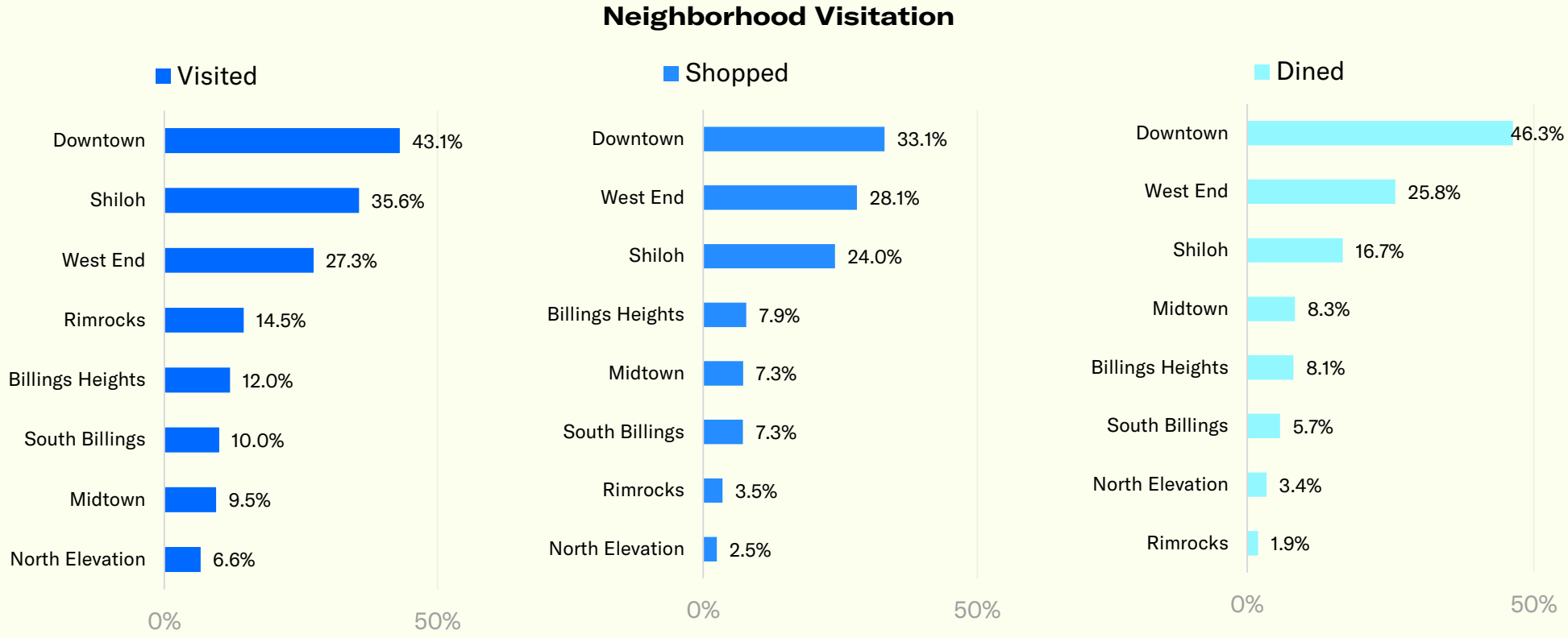
**Small sample size*

Question: Which type of transportation did you use to depart Billings?

Base: Total respondents (434 completed surveys).

Downtown, Shiloh, and the West End were the most-visited neighborhoods for Billings visitors, though visitation patterns varied by activity.

Downtown was the top-visited neighborhood overall (43.1%) and the top neighborhood for dining (46.3%) and shopping (33.1%), while Shiloh and the West End followed for visitation, shopping, and dining. Hotel Guests were significantly more likely to visit (58.0%), shop (44.8%), and dine (61.0%) downtown, while Day Trippers were significantly less likely to visit or dine downtown (28.6% and 35.1%, respectively) but significantly more likely to shop in the West End (40.3%). Regional Travelers were significantly more likely to visit Shiloh (47.0%) but significantly less likely to shop (25.5%) or dine (35.9%) downtown, while Non-Regional Travelers were significantly less likely to visit Shiloh (23.9%) and significantly more likely to dine downtown (58.2%).

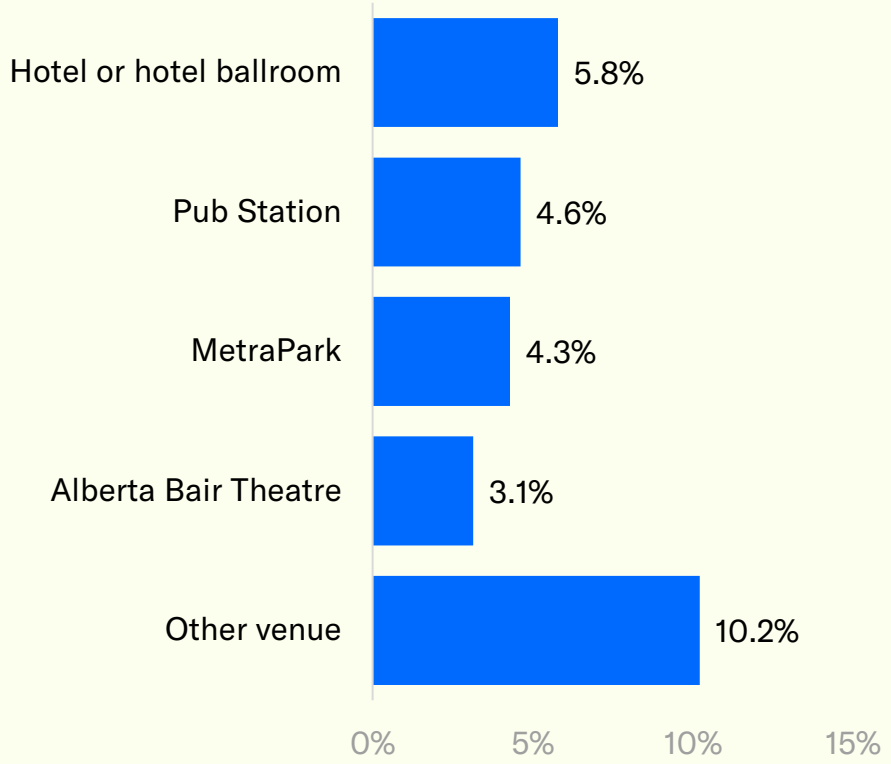


Question: During this trip to Billings, did or will you visit, shop, or dine at any of these areas within Billings or Yellowstone County?
Base: Total respondents (436 completed surveys).

Few visitors attended meetings or events at any specific venue, though one in ten cited visiting another venue not listed.

Relatively few visitors surveyed attended an event at any of the specific venues listed, including a hotel or hotel ballroom (5.8%), Pub Station (4.6%), MetraPark (4.3%), or the Alberta Bair Theatre (3.1%),while 10.2% cited some other venue. Day Trippers were significantly more likely to have attended an event at MetraPark (7.8%), while Hotel Guests were significantly less likely to have attended one at Pub Station (0.9%).

Meeting and Event Venue Visitation



By Segment

	Total	Regional Travelers*	Non-Regional Travelers*	Hotel Guests*	Day Trippers*	VFR Guests*
Hotel or hotel ballroom	5.8%	6.6%	3.8%	7.2%	6.5%	4.3%
Pub Station	4.6%	6.2%	3.1%	0.9%	7.8%	2.3%
MetraPark	4.3%	3.8%	4.0%	1.6%	7.8%	3.3%
Alberta Bair Theatre	3.1%	2.7%	2.7%	1.9%	5.2%	1.1%
Other venue	10.2%	9.3%	11.6%	14.2%	3.9%	14.5%
Base	**436**	**190**	**232**	**281**	**77**	**62**

**Small sample size*

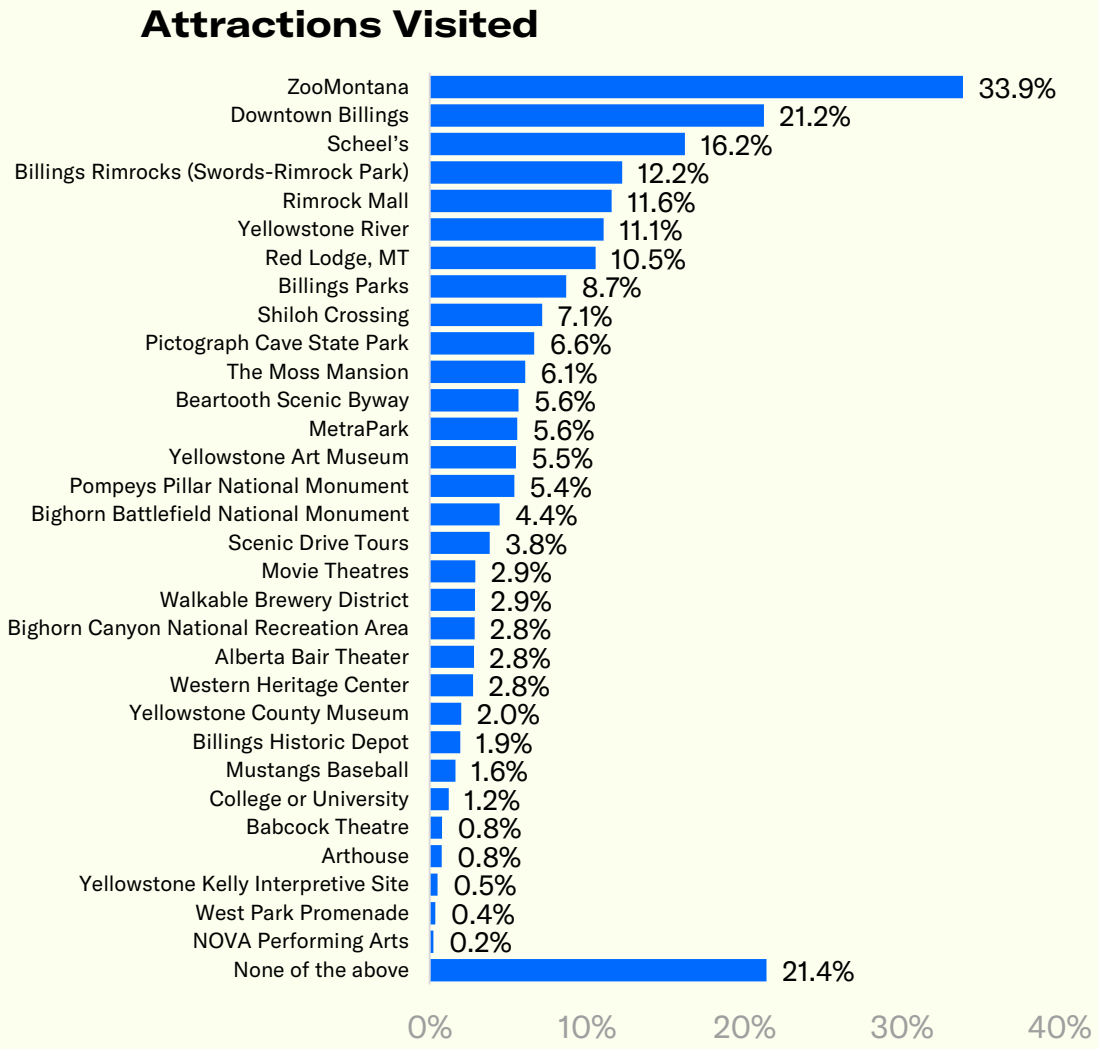
Question: Did or will you attend any meetings or events are any of the following venues?

Base: Total respondents (436 completed surveys).

ZooMontana topped the list of attractions visited, followed by Downtown Billings and Scheels.

One in three visitors (33.9%) visited ZooMontana, the top attraction among those surveyed, followed by Downtown Billings (21.2%) and Scheels (16.2%); about one in five (21.4%) did not visit any of the listed attractions.

Regional Travelers were significantly more likely to visit ZooMontana (45.9%), while Non-Regional Travelers and Hotel Guests were significantly less likely to do so (19.8% and 18.8%, respectively). Hotel Guests were also significantly less likely to visit MetraPark (1.6%) but significantly more likely to visit the Billings Historic Depot (4.4%), a pattern Day Trippers did not share (0.0%). Regional Travelers were significantly less likely to visit the Yellowstone Art Museum (2.1%).



Question: Which of the following attractions did or will you visit on this trip?

Base: Total respondents (436 completed surveys).

ZooMontana visitation varies most by segment, drawing significantly more interest from Regional Travelers.

Attractions Visited – By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
ZooMontana	33.9%	45.9%	19.8%	18.8%	42.9%	45.8%
Downtown Billings	21.2%	15.9%	25.7%	23.8%	16.9%	41.3%
Scheel's	16.2%	19.3%	14.0%	10.4%	22.1%	17.3%
Billings Rimrocks (Swords-Rimrock Park)	12.2%	7.2%	16.4%	13.5%	11.7%	19.9%
Rimrock Mall	11.6%	11.9%	10.7%	7.3%	15.6%	13.9%
Yellowstone River	11.1%	7.4%	14.8%	10.3%	9.1%	21.0%
Red Lodge, MT	10.5%	5.9%	15.7%	9.2%	9.1%	21.7%
Billings Parks	8.7%	7.5%	9.5%	10.9%	6.5%	16.6%
Shiloh Crossing	7.1%	7.2%	7.8%	4.7%	10.4%	10.0%
Pictograph Cave State Park	6.6%	4.1%	8.7%	7.8%	3.9%	16.1%
The Moss Mansion	6.1%	2.7%	9.0%	9.0%	1.3%	6.8%
Beartooth Scenic Byway	5.6%	2.8%	9.6%	8.6%	2.6%	9.4%
MetraPark	5.6%	6.5%	3.7%	1.6%	9.1%	4.5%
Yellowstone Art Museum	5.5%	2.1%	8.3%	8.1%	2.6%	9.4%
Pompeys Pillar National Monument	5.4%	3.6%	6.6%	3.1%	3.9%	15.5%
Bighorn Battlefield National Monument	4.4%	1.7%	6.5%	6.0%	2.6%	6.7%
Scenic Drive Tours	3.8%	2.1%	5.9%	3.8%	2.6%	9.4%
Movie Theatres	2.9%	1.8%	4.4%	3.1%	2.6%	6.6%
Walkable Brewery District	2.9%	2.3%	3.8%	3.1%	1.3%	7.8%
Bighorn Canyon National Recreation Area	2.8%	2.9%	3.0%	5.9%	1.3%	0.0%
Alberta Bair Theater	2.8%	1.8%	3.0%	2.5%	3.9%	2.2%
Western Heritage Center	2.8%	2.3%	3.5%	4.7%	1.3%	2.3%
Yellowstone County Museum	2.0%	2.5%	1.6%	3.5%	1.3%	0.0%
Billings Historic Depot	1.9%	0.7%	3.6%	4.4%	0.0%	3.3%
Mustangs Baseball	1.6%	0.9%	2.6%	1.6%	1.3%	2.3%
College or University	1.2%	1.6%	0.9%	1.3%	1.3%	0.0%
Babcock Theatre	0.8%	1.1%	0.5%	0.3%	0.0%	0.0%
Arthouse	0.8%	0.7%	0.9%	1.3%	0.0%	2.2%
Yellowstone Kelly Interpretive Site	0.5%	0.5%	0.6%	0.9%	0.0%	1.1%
West Park Promenade	0.4%	0.5%	0.3%	0.9%	0.0%	1.1%
NOVA Performing Arts	0.2%	0.2%	0.3%	0.6%	0.0%	0.0%
None of the above	21.4%	22.8%	20.5%	27.4%	16.9%	15.0%
Base	**436**	**190**	**232**	**281**	**77**	**62**

**Small sample size*

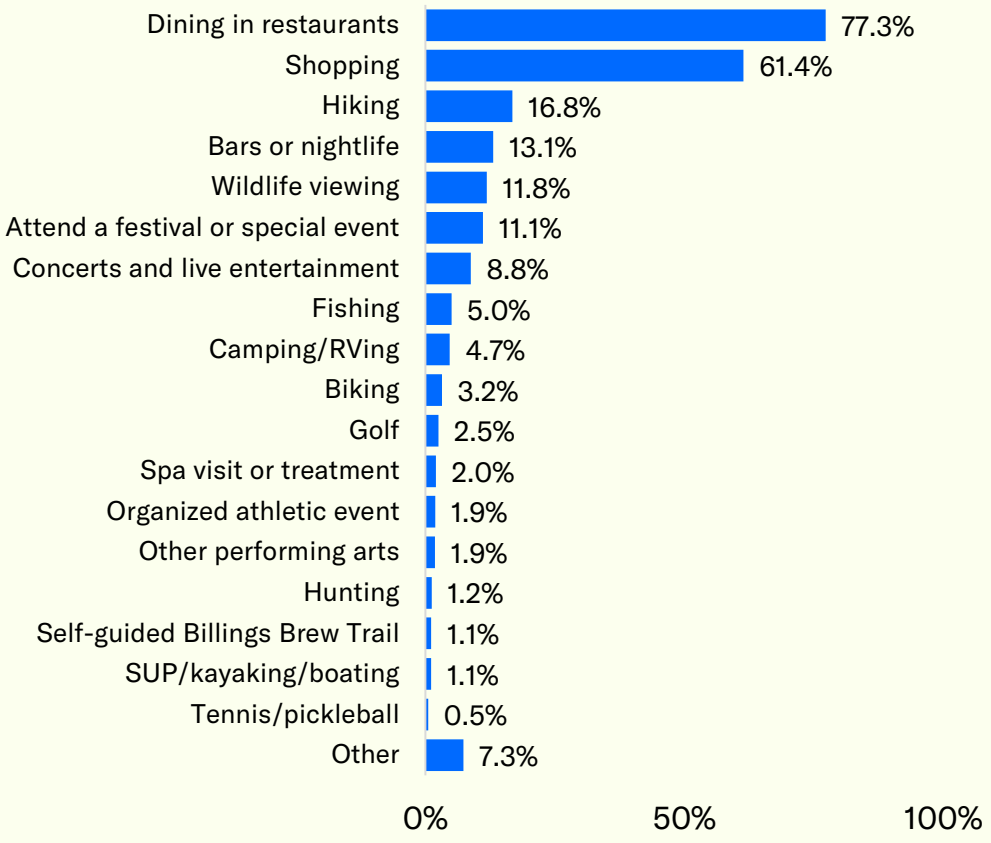
Question: Which of the following attractions did or will you visit on this trip?

Base: Total respondents (436 completed surveys).

Dining and shopping were by far the top activities for Billings visitors.

More than three in four visitors (77.3%) dined in restaurants and three in five (61.4%) went shopping, far outpacing the next most common activities of hiking (16.8%) and bars or nightlife (13.1%). VFR Guests were significantly more likely than other segments to go wildlife viewing (28.9%), walk the self-guided Billings Brew Trail (5.4%), or play tennis or pickleball (3.3%), though these remain niche activities overall.

Activities Participated In



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Dining in restaurants	77.3%	80.6%	74.1%	78.7%	76.6%	76.6%
Shopping	61.4%	65.8%	54.9%	57.3%	59.7%	71.7%
Hiking	16.8%	11.2%	22.3%	13.7%	14.3%	32.8%
Bars or nightlife	13.1%	8.6%	18.3%	14.4%	10.4%	16.7%
Wildlife viewing	11.8%	10.7%	14.0%	13.1%	5.2%	28.9%
Attend a festival or special event	11.1%	14.2%	6.9%	8.8%	14.3%	13.8%
Concerts and live entertainment	8.8%	10.6%	6.1%	5.0%	10.4%	8.9%
Fishing	5.0%	2.6%	8.4%	6.9%	2.6%	10.5%
Camping/RVing	4.7%	2.6%	5.0%	2.2%	5.2%	5.6%
Biking	3.2%	1.3%	4.5%	2.2%	2.6%	6.7%
Golf	2.5%	2.5%	2.7%	3.5%	1.3%	5.6%
Spa visit or treatment	2.0%	2.7%	1.4%	1.3%	2.6%	3.3%
Organized athletic event	1.9%	3.4%	0.3%	1.6%	2.6%	0.0%
Other performing arts	1.9%	0.5%	3.6%	1.6%	1.3%	4.5%
Hunting	1.2%	0.3%	2.4%	0.9%	1.3%	1.1%
Self-guided Billings Brew Trail	1.1%	1.5%	0.9%	2.2%	0.0%	5.4%
SUP/kayaking/boating	1.1%	0.5%	1.9%	0.6%	1.3%	1.1%
Tennis/pickleball	0.5%	0.8%	0.3%	0.3%	0.0%	3.3%
Other	7.3%	5.1%	7.5%	9.4%	7.8%	5.5%
Base	**436**	**190**	**232**	**281**	**77**	**62**

**Small sample size*

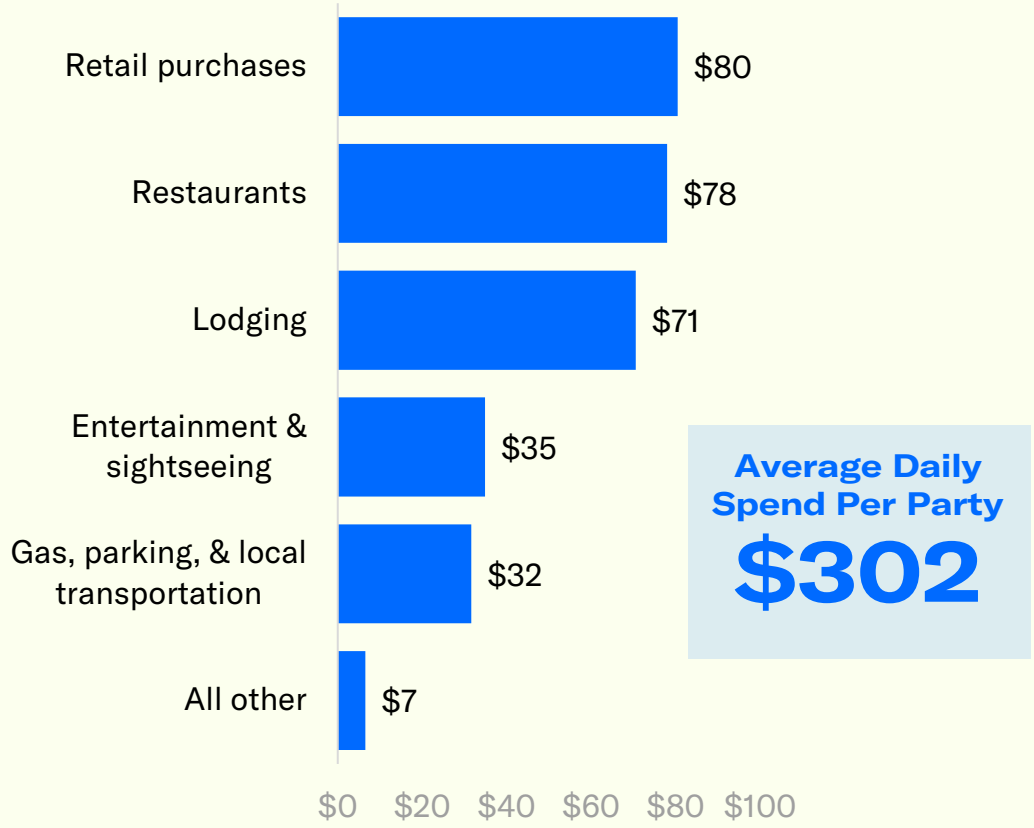
Question: On this trip, what activities in Billings/Yellowstone County did or will you participate in?

Base: Total respondents (436 completed surveys).

Visitors spent the most per day on retail purchases and restaurants, followed closely by lodging.

The average daily spend per travel party was $302, led by retail purchases ($80) and restaurants ($78), followed by lodging ($71), entertainment and sightseeing ($35), and gas and local transportation ($32). Regional Travelers and Day Trippers spent significantly more on retail purchases ($108 and $110, respectively), while Non-Regional Travelers and Hotel Guests spent significantly less on retail ($52 and $55) but significantly more on lodging ($95 and $156) and, for Hotel Guests, on restaurants ($98). Regional Travelers spent significantly less on lodging ($50), and Day Trippers, who do not pay for overnight lodging, spent significantly less on restaurants ($60) as well.

Average Daily Spend – Per Travel Party



Average Daily Spend Per Party
$302

By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Retail purchases	$80	$108	$52	$55	$110	$68
Restaurants	$78	$78	$81	$98	$60	$86
Lodging	$71	$50	$95	$156	-	$54
Entertainment & sightseeing	$35	$34	$38	$31	$39	$43
Gas, parking, & local transportation	$32	$33	$31	$37	$28	$35
All other	$7	$7	$5	$7	$7	$5
Average Total Daily Spend	**$302**	**$309**	**$303**	**$384**	**$245**	**$292**
Base	**411**	**181**	**216**	**261**	**74**	**58**

**Small sample size*

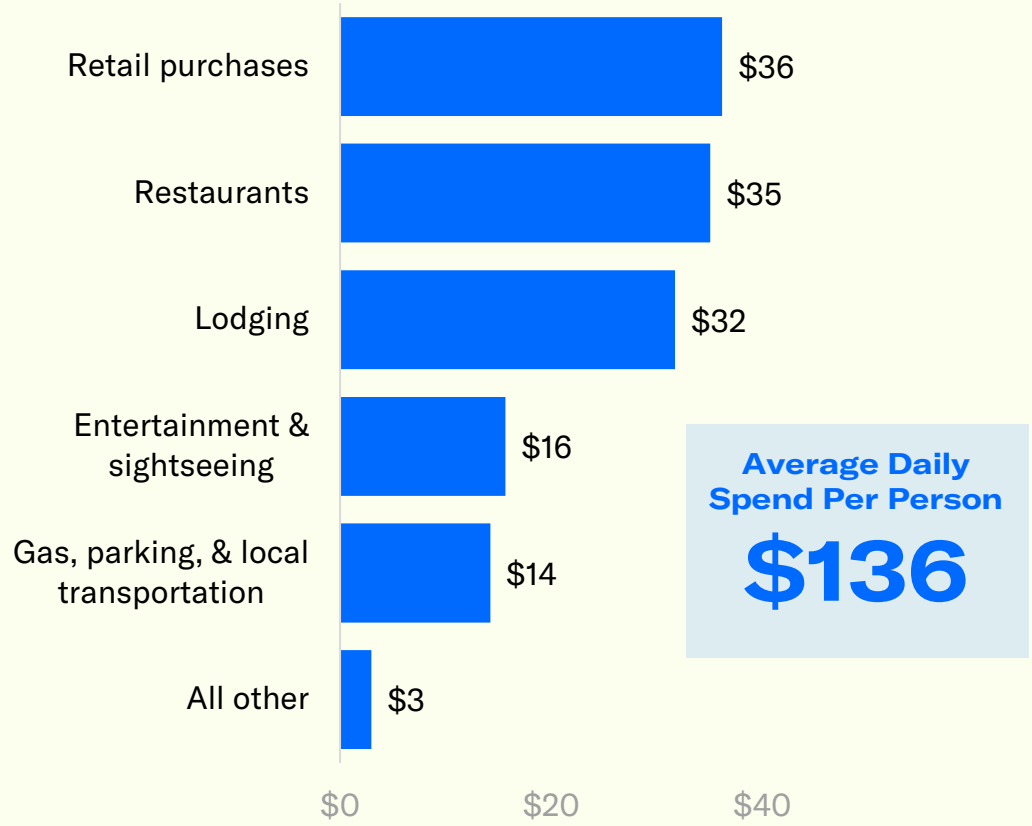
Question: Approximately how much will you spend in Billings PER DAY on the following: (Please only include spending in Billings)

Base: Total respondents (411 completed surveys).

The average visitor spent $136 per day in Billings, once divided across everyone their spending covered.

Based on an average of 2.2 people covered by each reported daily-spend figure (a ratio that does not vary significantly by segment), the average total daily spend per person was $136, led by retail purchases ($36), restaurants ($35), and lodging ($32). Because that per-person ratio holds steady across segments, the significant per-party spending patterns carry through as well. Regional Travelers and Day Trippers spent more per person on retail purchases ($45 and $47 vs. $25 among Non-Regional Travelers and Hotel Guests), while Non-Regional Travelers and Hotel Guests spent more per person on lodging ($46 and $72) and Hotel Guests spent more on restaurants ($45). Hotel Guests had the highest total daily spend per person overall ($178), reflecting their heavier lodging and dining costs.

Average Daily Spend – Per Person



Average Daily Spend Per Person

$136

By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Retail purchases	$36	$45	$25	$25	$47	$32
Restaurants	$35	$33	$39	$45	$26	$41
Lodging	$32	$21	$46	$72	-	$26
Entertainment & sightseeing	$16	$14	$18	$14	$17	$21
Gas, parking, & local transportation	$14	$14	$15	$17	$12	$17
All other	$3	$3	$3	$3	$3	$2
Average Total Daily Spend	**$136**	**$130**	**$140**	**$178**	**$105**	**$138**
Base	**411**	**181**	**216**	**261**	**74**	**58**

**Small sample size*

Question: Approximately how much will you spend in Billings PER DAY on the following: (Please only include spending in Billings). How many persons' travel expenses did this spending fully cover (including yourself)?

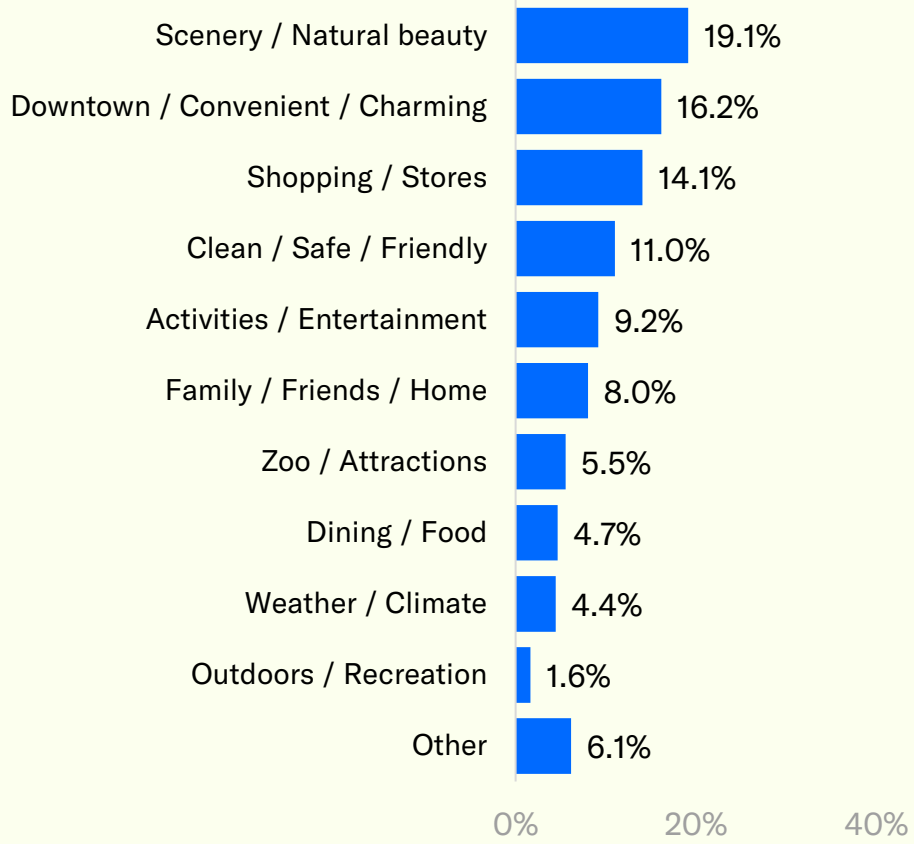
Base: Total respondents (411 completed surveys).

Detailed Findings: Opinions of Billings

Scenery and natural beauty top what visitors like most about Billings, followed closely by the downtown area and shopping.

Asked in their own words, visitors most often cited scenery and natural beauty (19.1%) as what they liked most about Billings, followed by the downtown area (16.2%) and shopping (14.1%). Non-Regional Travelers were significantly more likely to cite scenery (28.3%) and the weather or climate (9.9%), while Regional Travelers were significantly less likely to mention either (10.2% and 0.3%, respectively) and instead were significantly more likely to cite shopping (23.7%) and activities or entertainment (14.3%), a pattern Day Trippers shared for shopping (24.2%). Hotel Guests were significantly more likely to cite feeling clean, safe, and friendly (18.9%), and VFR Guests were significantly more likely to cite family, friends, or home (22.1%) but significantly less likely to cite shopping (1.3%).

Most Liked Aspects of Billings - Unaided



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Scenery / Natural beauty	19.1%	10.2%	28.3%	18.9%	13.6%	31.3%
Downtown / Convenient / Charming	16.2%	17.6%	14.8%	18.9%	13.6%	8.2%
Shopping / Stores	14.1%	23.7%	2.6%	6.3%	24.2%	1.3%
Clean / Safe / Friendly	11.0%	8.1%	13.7%	18.9%	6.1%	7.5%
Activities / Entertainment	9.2%	14.3%	3.1%	7.5%	13.6%	3.7%
Family / Friends / Home	8.0%	6.2%	10.6%	8.2%	6.1%	22.1%
Zoo / Attractions	5.5%	6.5%	4.7%	4.2%	4.5%	8.2%
Dining / Food	4.7%	4.8%	4.4%	4.7%	6.1%	1.3%
Weather / Climate	4.4%	0.3%	9.9%	3.6%	4.5%	8.2%
Outdoors / Recreation	1.6%	0.5%	3.2%	1.8%	0.0%	2.6%
Other	6.1%	7.7%	4.6%	7.0%	7.6%	5.6%
Base	**395**	**177**	**207**	**257**	**66**	**55**

**Small sample size*

Question: In a few words, can you tell me what you like most about Billings?

Base: Total respondents (395 completed surveys).

> *Feels like a city at the end of a trail.*

> *Cute downtown, the people, the tour, the hospitality, the park, the trees, food options.*

> *Size of city — has everything you need. Seems safe and clean.*

> *The people and laid back atmosphere.*

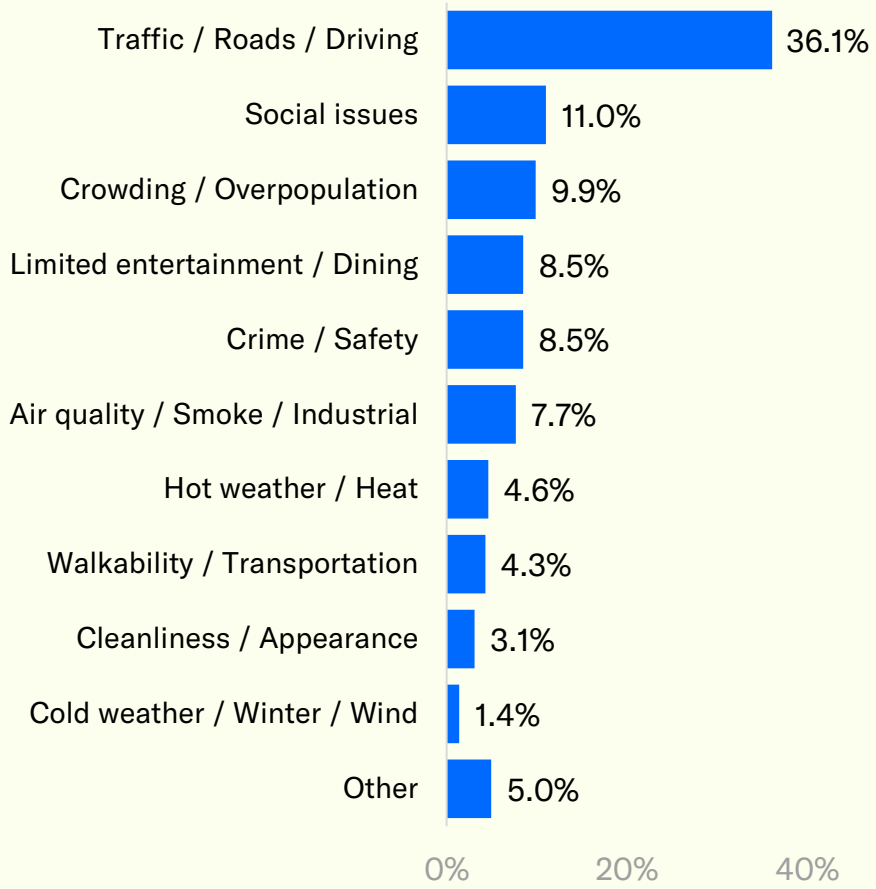
> *Natural beauty and the people.*

> *There's a lot of things to do, things to see.*

Traffic was by far the top thing visitors said they liked least about Billings.

More than a third of visitors who offered a critique (36.1%) named traffic, roads, or driving as what they liked least about Billings, well ahead of social issues (11.0%), crowding or overpopulation (9.9%), and limited entertainment or dining options (8.5%). Regional Travelers were significantly more likely to cite crowding (15.6%), while Non-Regional Travelers were significantly less likely to do so (0.6%); VFR Guests were significantly more likely to mention cold weather or winter conditions (7.3%).

Least Liked Aspects of Billings - Unaided



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Traffic / Roads / Driving	36.1%	41.1%	30.2%	25.5%	39.0%	33.2%
Social issues	11.0%	10.7%	8.7%	13.9%	10.2%	3.8%
Crowding / Overpopulation	9.9%	15.6%	0.6%	6.4%	13.6%	5.7%
Limited entertainment / Dining	8.5%	3.6%	17.8%	6.4%	8.5%	9.4%
Crime / Safety	8.5%	10.2%	6.0%	7.7%	10.2%	1.9%
Air quality / Smoke / Industrial	7.7%	6.0%	8.7%	5.1%	10.2%	7.3%
Hot weather / Heat	4.6%	3.6%	6.2%	5.8%	1.7%	12.0%
Walkability / Transportation	4.3%	1.8%	9.1%	11.1%	1.7%	8.2%
Cleanliness / Appearance	3.1%	2.2%	4.3%	5.1%	1.7%	7.5%
Cold weather / Winter / Wind	1.4%	0.7%	2.8%	3.2%	0.0%	7.3%
Other	5.0%	4.5%	5.6%	9.6%	3.4%	3.7%
Base	**246**	**130**	**109**	**141**	**59**	**40**

**Small sample size*

Question: In a few words, can you tell me what you like least about Billings?

Base: Total respondents (246 completed surveys).

Traffic, too many cars! Forever to get from one place to another. Forever sitting at stop lights!

Traffic on 24th and badly designed traffic circles — they should be 2 lanes around!!

The weather in the winter and lack of good flight options.

Not as cozy as some cities in Montana.

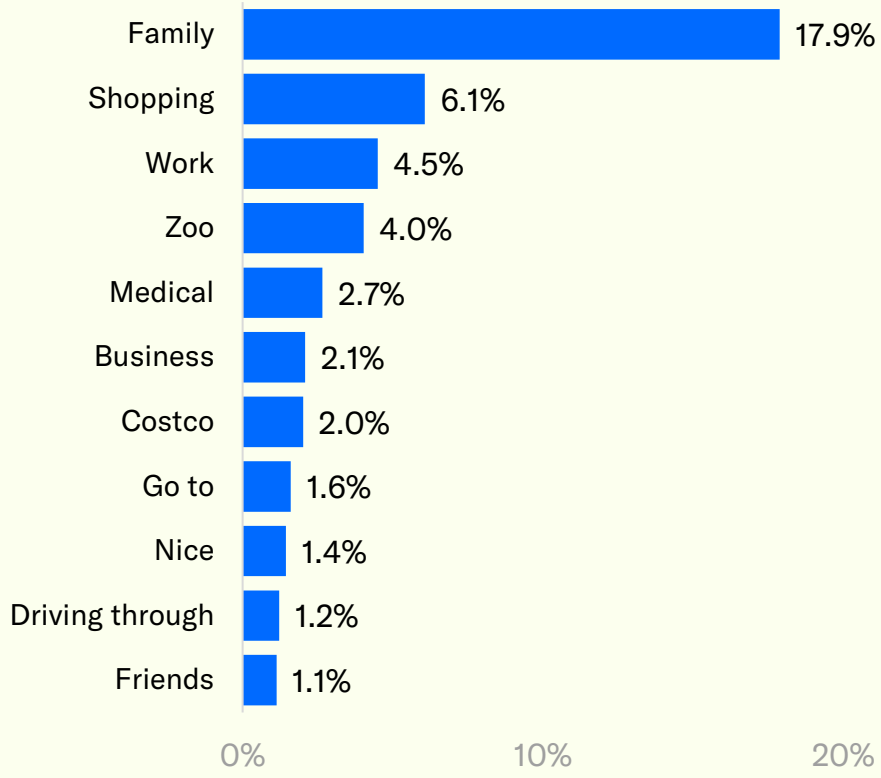
Have to travel to see scenery.

Lack of nightlife options, lack of rooftop bars.

Among repeat visitors, family remains the top motivator to return to Billings.

Asked in their own words what motivates them to visit Billings again, repeat visitors most often cited family (17.9%), followed by shopping (6.1%), work (4.5%), and the zoo (4.0%); no other single motivation reached more than 3%. There were no significant differences in these unaided responses across Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, or VFR Guests.

Top Motivators for Repeat Visitation - Unaided



By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Family	17.9%	10.8%	32.5%	16.9%	14.3%	43.5%
Shopping	6.1%	9.5%	0.0%	2.4%	10.2%	0.0%
Work	4.5%	4.4%	5.1%	9.2%	0.0%	1.9%
Zoo	4.0%	6.3%	0.0%	0.0%	8.2%	0.0%
Medical	2.7%	3.5%	1.3%	1.8%	4.1%	0.0%
Business	2.1%	1.9%	2.6%	3.1%	2.0%	0.0%
Costco	2.0%	3.2%	0.0%	0.0%	4.1%	0.0%
Go to	1.6%	2.5%	0.0%	1.2%	2.0%	0.0%
Nice	1.4%	0.7%	3.0%	1.2%	2.0%	0.0%
Driving through	1.2%	0.3%	3.0%	3.5%	0.0%	0.0%
Friends	1.1%	1.1%	1.3%	1.2%	0.0%	6.1%
Base	**242**	**133**	**105**	**149**	**49**	**40**

**Small sample size*

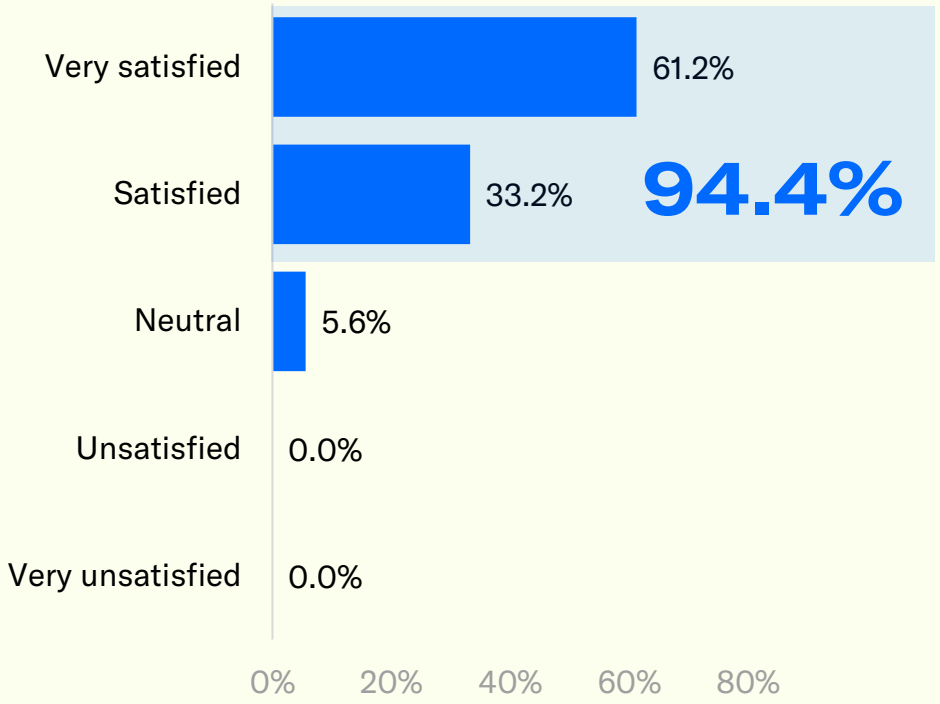
Question: In a few words, can you tell me what motivates you to visit Billings again?

Base: Repeat visitors to Billings (242 completed surveys).

Overall satisfaction with the Billings visit was exceptionally high, with 94.4% rating their experience positively.

Nearly all visitors surveyed (94.4%) said they were satisfied or very satisfied with their overall visit to Billings, including 61.2% who were very satisfied; just 5.6% were neutral and none were dissatisfied. Satisfaction was consistently high across all segments, with no significant differences among Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, or VFR Guests.

Overall Trip Satisfaction



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Top 2 Box %	**94.4%**	**97.6%**	**93.2%**	**94.0%**	**94.4%**	**97.7%**
Very satisfied	61.2%	62.4%	62.8%	62.0%	56.3%	58.8%
Satisfied	33.2%	35.3%	30.5%	32.1%	38.0%	38.9%
Neutral	5.6%	2.4%	6.8%	6.0%	5.6%	2.3%
Unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Very unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	**417**	**185**	**218**	**269**	**71**	**60**

**Small sample size*

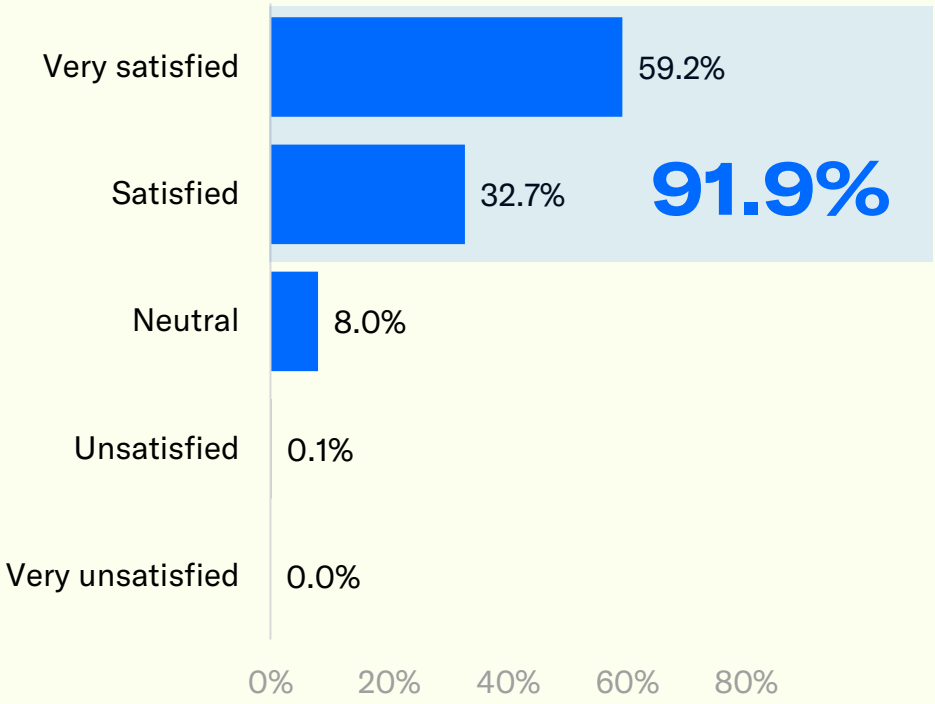
Question: Overall, how satisfied are you with your visit to Billings?

Base: Total respondents (417 completed surveys).

Satisfaction with hospitality and service was similarly strong, at 91.9% positive.

More than nine in ten visitors (91.9%) were satisfied or very satisfied with the hospitality and service they experienced in Billings, including 59.2% who were very satisfied. As with overall satisfaction, this held consistent across Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, and VFR Guests, with no significant differences.

Satisfaction with Hospitality & Service



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Top 2 Box %	**91.9%**	**94.6%**	**90.7%**	**92.5%**	**90.3%**	**97.7%**
Very satisfied	59.2%	59.4%	61.4%	66.0%	50.0%	51.9%
Satisfied	32.7%	35.2%	29.3%	26.5%	40.3%	45.8%
Neutral	8.0%	5.1%	9.3%	7.2%	9.7%	2.3%
Unsatisfied	0.1%	0.2%	0.0%	0.3%	0.0%	0.0%
Very unsatisfied	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Base	**418**	**184**	**220**	**270**	**72**	**59**

**Small sample size*

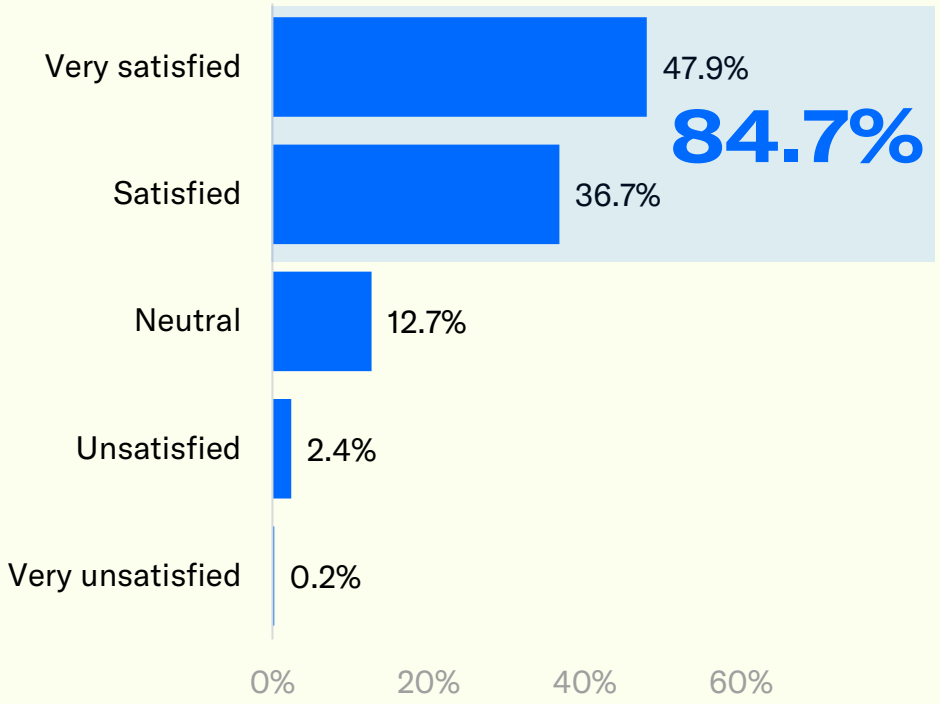
Question: How satisfied are you with the hospitality and service in Billings?

Base: Total respondents (418 completed surveys).

Satisfaction with value for money was somewhat lower than other measures, though still strong at 84.7% positive.

Over eight in ten visitors (84.7%) were satisfied or very satisfied with the value for money of their trip, though this was the lowest of the satisfaction measures tested, with 12.7% neutral and 2.6% dissatisfied. There were no significant differences across Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, or VFR Guests.

Satisfaction with Value for Money



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Top 2 Box %	**84.7%**	**86.2%**	**87.3%**	**89.8%**	**80.3%**	**93.1%**
Very satisfied	47.9%	48.2%	50.8%	56.2%	36.6%	54.8%
Satisfied	36.7%	38.0%	36.5%	33.6%	43.7%	38.3%
Neutral	12.7%	11.4%	9.6%	9.9%	15.5%	6.9%
Unsatisfied	2.4%	2.2%	2.8%	0.0%	4.2%	0.0%
Very unsatisfied	0.2%	0.2%	0.3%	0.3%	0.0%	0.0%
Base	**419**	**184**	**221**	**271**	**71**	**60**

**Small sample size*

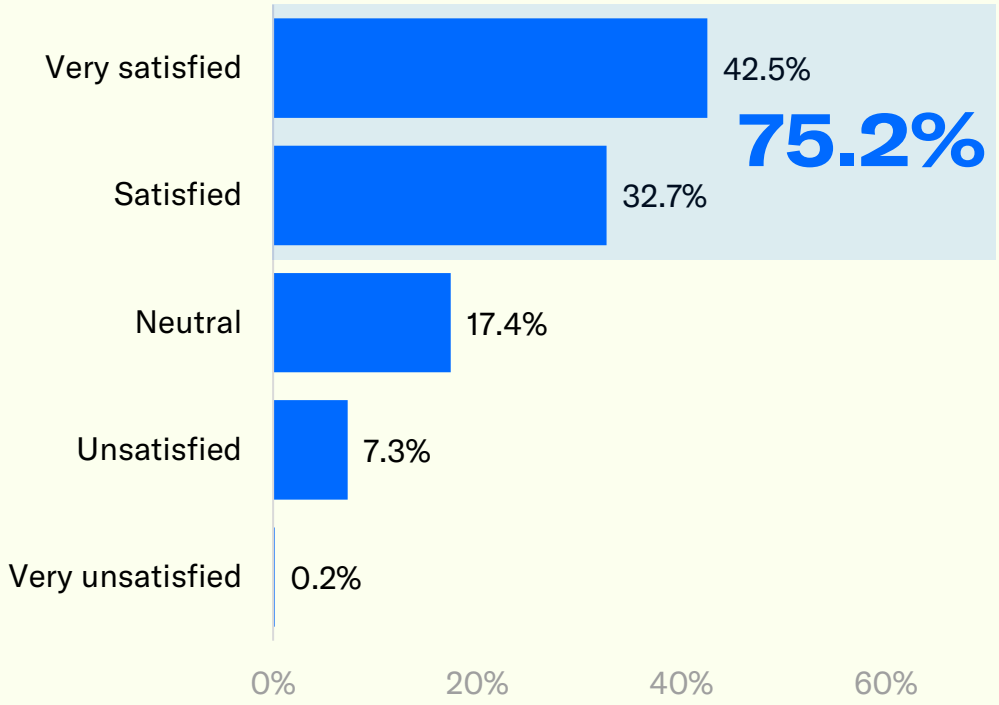
Question: How satisfied are you with the value for money of your trip to Billings?

Base: Total respondents (419 completed surveys).

Safety and security satisfaction, while still positive, trailed the other satisfaction measures at 75.2%.

Three in four visitors (75.2%) were satisfied or very satisfied with safety and security in Billings, the lowest-rated of the five satisfaction measures tested, with 17.4% neutral and 7.5% dissatisfied. This did not vary significantly across Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, or VFR Guests.

Satisfaction with Safety & Security



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Top 2 Box %	**75.2%**	**74.1%**	**80.6%**	**82.3%**	**68.1%**	**90.8%**
Very satisfied	42.5%	40.0%	48.7%	50.9%	30.6%	48.1%
Satisfied	32.7%	34.2%	31.9%	31.4%	37.5%	42.7%
Neutral	17.4%	16.3%	14.2%	15.0%	22.2%	9.2%
Unsatisfied	7.3%	9.3%	5.2%	2.7%	9.7%	0.0%
Very unsatisfied	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%
Base	**416**	**185**	**217**	**267**	**72**	**60**

**Small sample size*

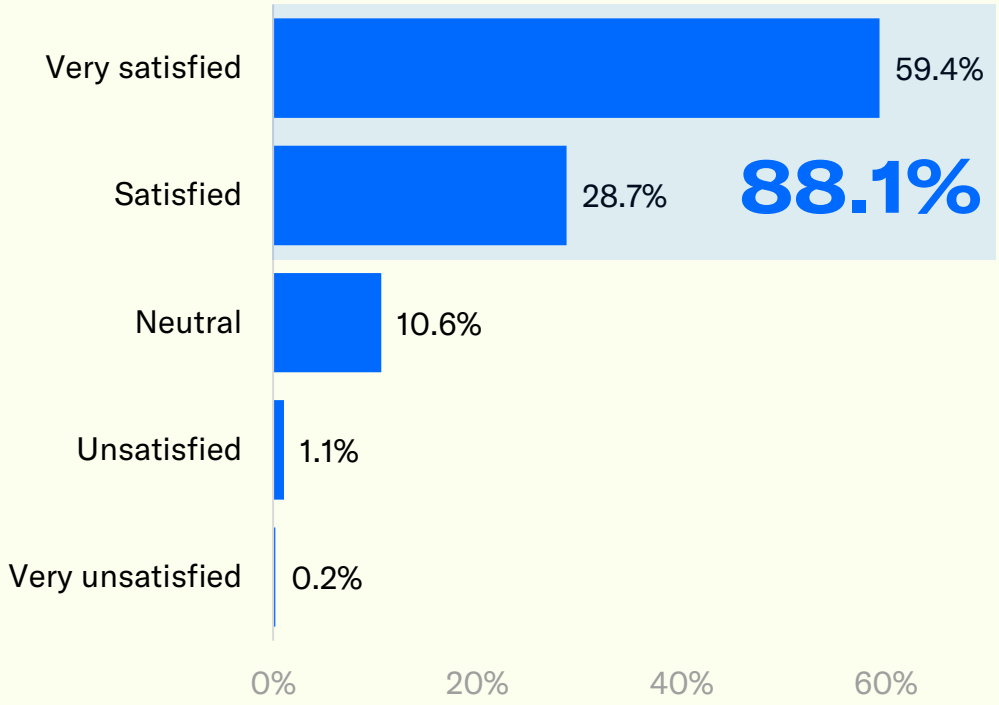
Question: How satisfied are you with the safety and security in Billings?

Base: Total respondents (416 completed surveys).

Overnight visitors were highly satisfied with the quality of their accommodations, at 88.1% positive.

Among visitors who stayed overnight, 88.1% were satisfied or very satisfied with the quality of their accommodations, including 59.4% who were very satisfied. Satisfaction was consistent across Regional Travelers, Non-Regional Travelers, Hotel Guests, and VFR Guests, with no significant differences (Day Trippers were not asked, as they did not stay overnight).

Satisfaction with Quality of Accommodations



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Top 2 Box %	**88.1%**	**91.4%**	**87.3%**	**90.6%**	**-**	**86.9%**
Very satisfied	59.4%	52.5%	65.1%	63.2%	-	48.2%
Satisfied	28.7%	38.9%	22.1%	27.4%	-	38.7%
Neutral	10.6%	8.1%	10.9%	9.1%	-	13.1%
Unsatisfied	1.1%	0.0%	1.9%	0.0%	-	0.0%
Very unsatisfied	0.2%	0.6%	0.0%	0.3%	-	0.0%
Base	**344**	**132**	**201**	**267**	**N/A**	**59**

**Small sample size*

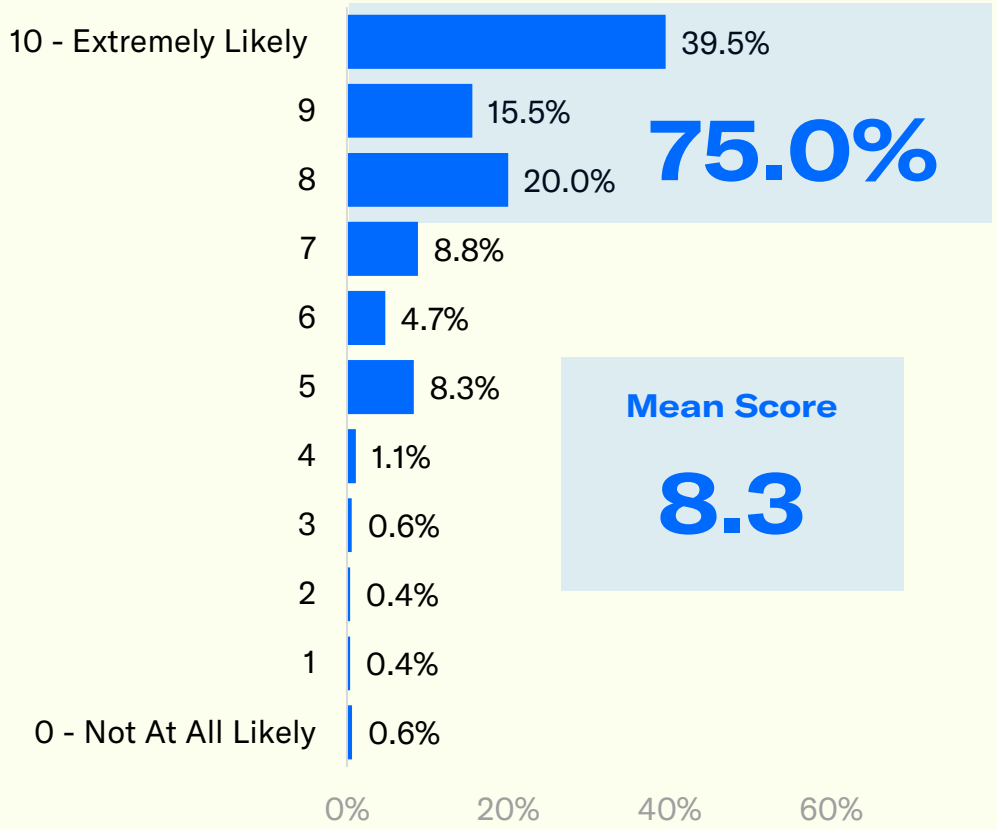
Question: How satisfied are you with the quality of the accommodations in Billings?

Base: Respondents who stayed overnight in Billings (344 completed surveys).

Three in four visitors said they would recommend Billings to friends and family, with a mean score of 8.3 out of 10.

Three-quarters of visitors surveyed (75.0%) rated their likelihood to recommend Billings an 8 or higher on a 0-to-10 scale, for a mean score of 8.3. This held consistent across Regional Travelers, Non-Regional Travelers, Hotel Guests, Day Trippers, and VFR Guests, with no significant differences in the top-3-box score or mean; the one exception was a significantly smaller share of Hotel Guests giving a neutral-leaning score of 6 (0.7% vs. 4.7% overall).

Likelihood to Return to Billings



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Top 3 Box	**75.0%**	**79.0%**	**74.5%**	**77.1%**	**73.6%**	**85.8%**
10 – Extremely Likely	39.5%	40.3%	41.6%	38.2%	40.3%	34.8%
9	15.5%	15.2%	17.4%	16.7%	13.9%	22.7%
8	20.0%	23.5%	15.4%	22.2%	19.4%	28.3%
7	8.8%	7.9%	9.4%	7.5%	9.7%	6.1%
6	4.7%	2.7%	6.3%	0.7%	6.9%	0.0%
5	8.3%	8.0%	5.7%	10.7%	6.9%	4.5%
4	1.1%	0.2%	2.3%	1.0%	1.4%	1.2%
3	0.6%	1.1%	0.0%	0.0%	1.4%	0.0%
2	0.4%	0.5%	0.3%	0.7%	0.0%	1.2%
1	0.4%	0.2%	0.6%	1.0%	0.0%	0.0%
0 – Not At All Likely	0.6%	0.3%	0.9%	1.3%	0.0%	1.2%
Mean Score	**8.3**	**8.5**	**8.4**	**8.3**	**8.4**	**8.5**
Base	**417**	**183**	**221**	**268**	**72**	**60**

**Small sample size*

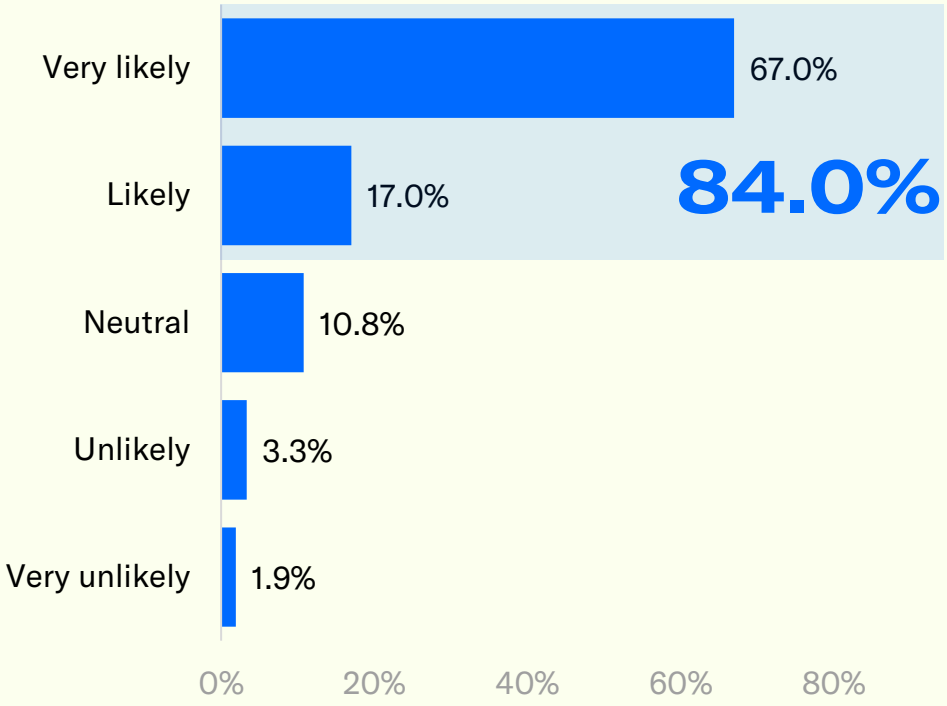
Question: On a scale of 0 to 10 with 10 being the highest ranking, how likely are you to recommend Billings as a place to visit for leisure to your friends and family?

Base: Total respondents (417 completed surveys).

Visitors expressed strong likelihood to return to Billings for leisure, led by Regional Travelers and Day Trippers.

Eighty-four percent of visitors surveyed (84.0%) said they were likely or very likely to return to Billings for leisure, including 67.0% who were very likely. Regional Travelers and Day Trippers were significantly more likely to say they would return (91.4% and 93.1%, respectively, including 78.3% and 81.9% very likely), while Hotel Guests were significantly less likely to say so (74.4% likely/very likely, 50.2% very likely) and statistically significantly more likely to say they were very unlikely to return (4.9%).

Likelihood of Returning to Billings for Leisure



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Top 2 Box %	**84.0%**	**91.4%**	**80.6%**	**74.4%**	**93.1%**	**91.5%**
Very likely	67.0%	78.3%	57.1%	50.2%	81.9%	69.4%
Likely	17.0%	13.1%	23.5%	24.2%	11.1%	22.1%
Neutral	10.8%	6.7%	11.9%	15.9%	5.6%	7.4%
Unlikely	3.3%	1.5%	4.3%	4.9%	1.4%	1.1%
Very unlikely	1.9%	0.5%	3.3%	4.9%	0.0%	0.0%
Base	**421**	**185**	**222**	**272**	**72**	**60**

**Small sample size*

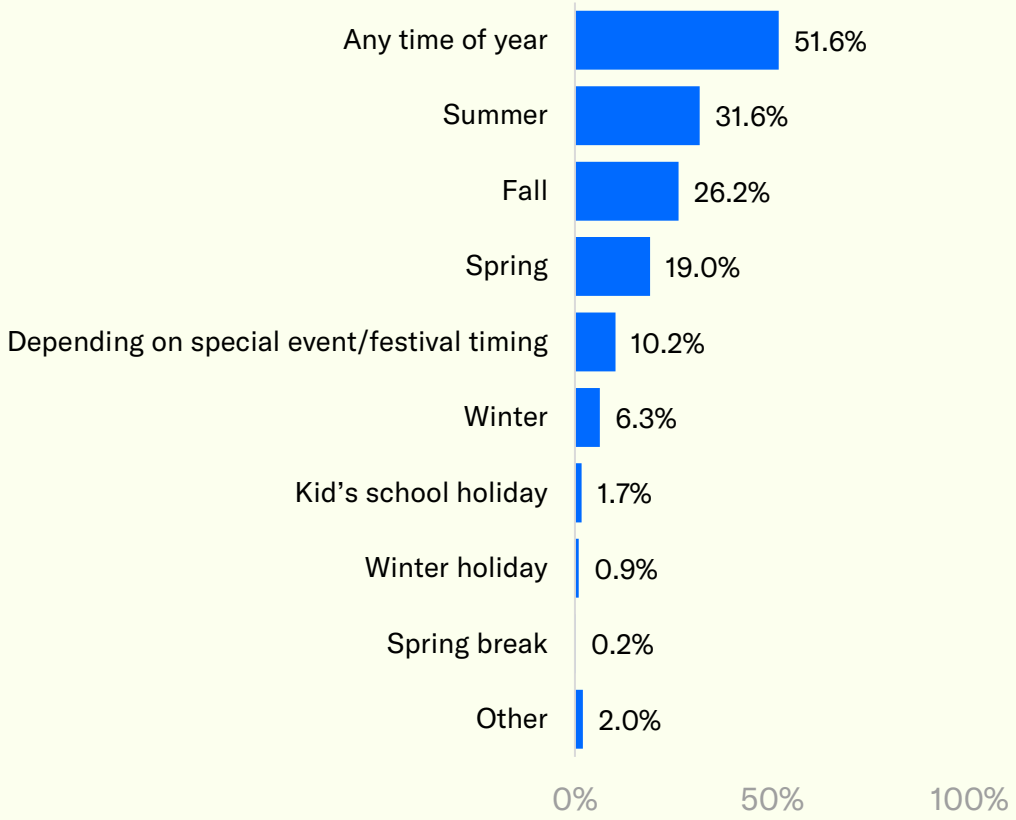
Question: How likely are you to return to Billings for leisure in the future?

Base: Total respondents (421 completed surveys).

Among those likely to return, most said they'd visit Billings again any time of year, though summer was the top specific season.

Just over half of visitors likely to return (51.6%) said they would come back any time of year, while among those with a specific season in mind, summer was the top choice (31.6%), followed by fall (26.2%) and spring (19.0%). Regional Travelers and Day Trippers were significantly more likely to say any time of year works (65.2% and 67.2%, respectively), while Non-Regional Travelers and Hotel Guests were significantly more likely to name a specific season, particularly summer for Non-Regional Travelers (47.3%). VFR Guests were significantly more likely to say their return would depend on the timing of a special event or festival (30.4%).

Season Most Likely to Visit Billings Again



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Any time of year	51.6%	65.2%	33.6%	34.1%	67.2%	35.8%
Summer	31.6%	21.1%	47.3%	41.2%	25.4%	40.7%
Fall	26.2%	21.5%	33.6%	31.6%	20.9%	27.2%
Spring	19.0%	14.8%	25.1%	25.0%	13.4%	25.8%
Depending on special event/festival timing	10.2%	11.4%	8.5%	7.9%	7.5%	30.4%
Winter	6.3%	6.9%	3.9%	2.2%	9.0%	3.7%
Kid's school holiday	1.7%	1.5%	2.1%	2.9%	1.5%	0.0%
Winter holiday	0.9%	0.5%	1.5%	2.2%	0.0%	3.7%
Spring break	0.2%	0.0%	0.4%	0.4%	0.0%	0.0%
Other	2.0%	1.5%	2.8%	1.7%	1.5%	5.5%
Base	**336**	**164**	**168**	**204**	**67**	**56**

**Small sample size*

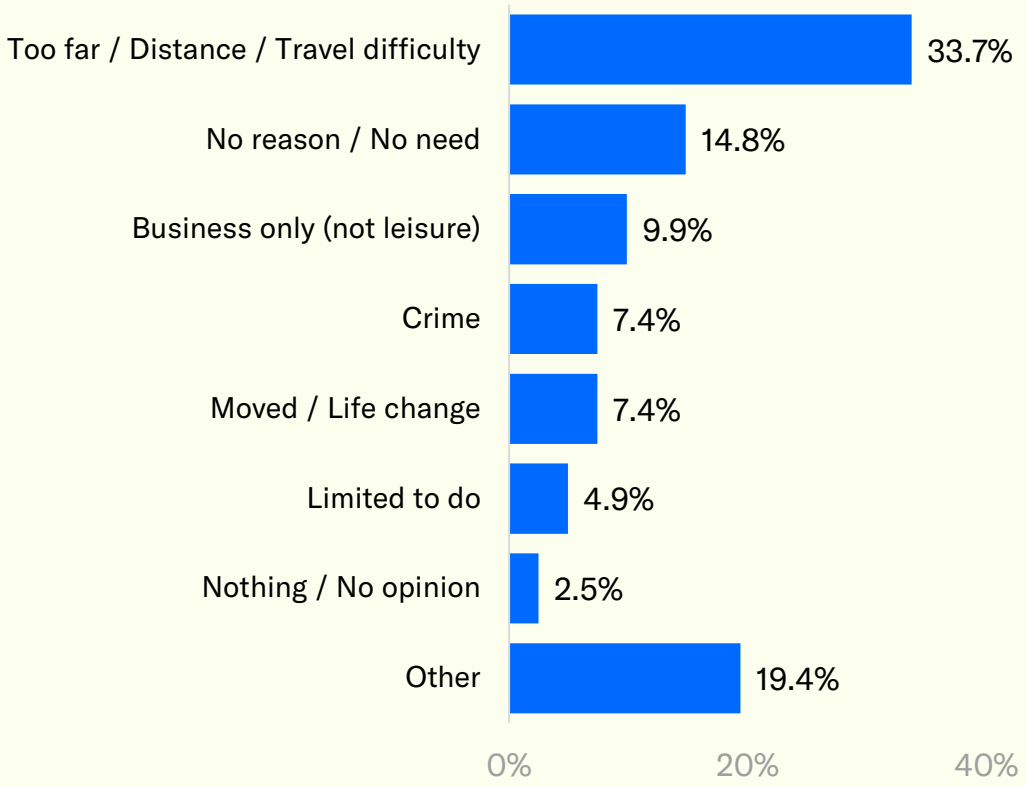
Question: What time of year would you be most likely to visit Billings again?

Base: Respondents who are likely to return to Billings (336 completed surveys).

Among the small share of visitors unlikely to return, distance and travel difficulty were the most-cited reasons.

Among the relatively few visitors who said they were unlikely to return to Billings (just 33 respondents), a third (33.7%) cited distance or the difficulty of traveling there, while smaller shares cited having no particular reason or need to return (14.8%), traveling only for business (9.9%), or safety and crime concerns (7.4%). Given the very small base size, no meaningful segment comparisons can be drawn from this group.

Reasons Unlikely to Return - Unaided



	Total*	Regional Travelers*	Non-Regional Travelers*	Hotel Guests*	Day Trippers*	VFR Guests*
Too far / Distance / Travel difficulty	33.7%	12.2%	20.3%	30.0%	100.0%	0.0%
No reason / No need	14.8%	12.2%	20.3%	20.0%	0.0%	0.0%
Business only (not leisure)	9.9%	24.4%	8.1%	13.3%	0.0%	100.0%
Crime	7.4%	12.2%	8.1%	10.0%	0.0%	0.0%
Moved / Life change	7.4%	12.2%	8.1%	10.0%	0.0%	0.0%
Limited to do	4.9%	12.2%	4.1%	6.7%	0.0%	0.0%
Nothing / No opinion	2.5%	0.0%	4.1%	3.3%	0.0%	0.0%
Other	19.4%	14.6%	27.0%	6.7%	0.0%	0.0%
Base	**33**	**8**	**21**	**30**	**1**	**1**

**Small sample size*

Question: In a few words, can share why you are unlikely to return to Billings?

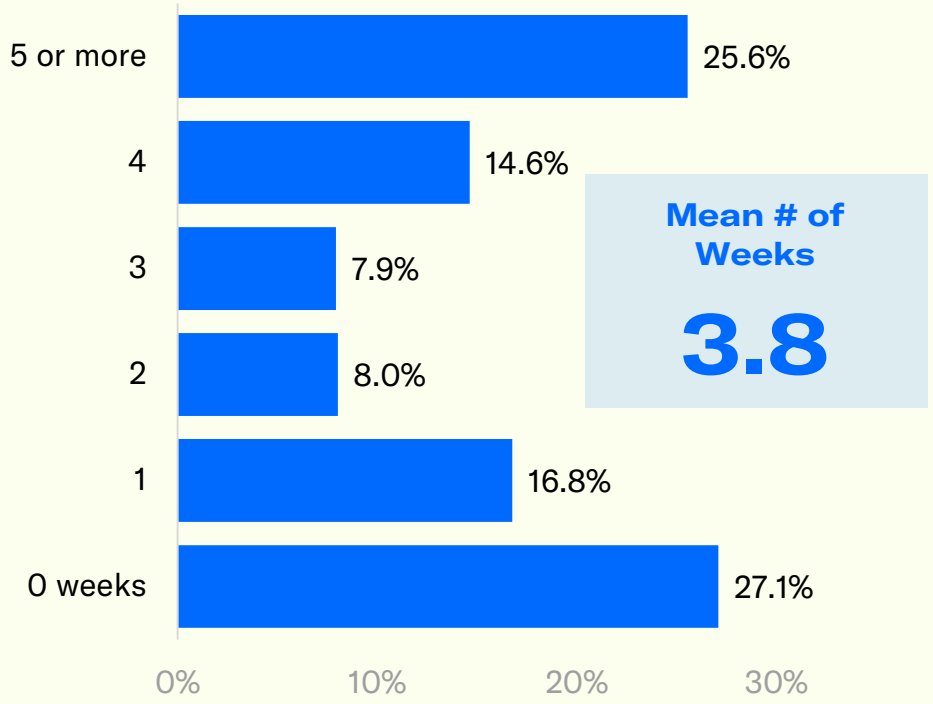
Base: Respondents who are not likely to return to Billings (33 completed surveys).

Detailed Findings: Travel Planning

Trip planning timelines varied widely, with an average lead time of 3.8 weeks.

Planning lead times cover a wide range: 27.1% of visitors made no advance plans at all, while 25.6% began planning five or more weeks ahead, for an average lead time of 3.8 weeks. Regional Travelers and Day Trippers planned significantly closer to their trip; respectively, 39.3% and 46.5% made no advance plans, for mean lead times of just 2.3 and 2.6 weeks, while Non-Regional Travelers and Hotel Guests planned significantly further ahead, with 43.1% and 36.2% planning five or more weeks out and mean lead times of 5.9 and 5.0 weeks, respectively.

Billings Trip Planning Window



By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
5 or more	25.6%	13.8%	43.1%	36.2%	16.9%	34.8%
4	14.6%	14.2%	14.4%	22.6%	7.0%	19.2%
3	7.9%	8.0%	8.5%	10.2%	4.2%	9.1%
2	8.0%	6.5%	9.2%	9.5%	5.6%	9.7%
1	16.8%	18.1%	14.5%	10.5%	19.7%	19.9%
0 weeks	27.1%	39.3%	10.3%	11.0%	46.5%	7.2%
Mean	**3.8**	**2.3**	**5.9**	**5.0**	**2.6**	**4.9**
Base	**356**	**171**	**177**	**218**	**71**	**58**

**Small sample size*

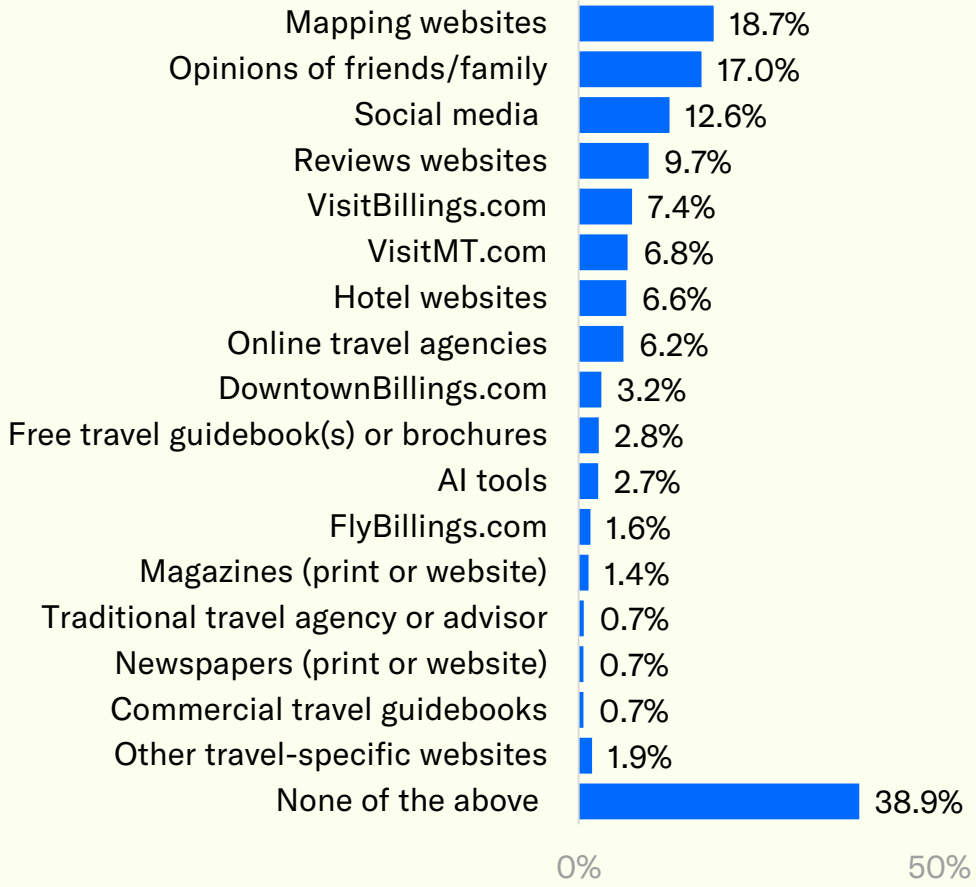
Question: Approximately how many weeks in advance did you begin planning this trip to Billings?

Base: Total respondents (356 completed surveys).

Mapping websites and word of mouth were the top resources visitors used to plan their trip before arriving.

Before arriving, the top resources visitors used to plan their trip were mapping websites like Google Maps (18.7%) and the opinions of friends and family (17.0%), followed by social media (12.6%); nearly four in ten (38.9%) did not use any of the listed resources. Regional Travelers were significantly more likely to have used none of the listed resources (49.0%), while Non-Regional Travelers were significantly less likely to say the same (28.7%). In fact, for the latter and Hotel Guests, mapping websites were more likely to be mentioned as a resource used (respectively, 23.5% and 28.7%).

Resources Used Prior to Arriving in Billings



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Mapping websites	18.7%	14.3%	23.5%	28.7%	11.7%	24.1%
Opinions of friends/family	17.0%	14.4%	19.8%	12.8%	15.6%	47.8%
Social media	12.6%	12.5%	10.0%	8.4%	14.3%	19.7%
Reviews websites	9.7%	6.5%	11.8%	9.5%	10.4%	14.9%
VisitBillings.com	7.4%	4.3%	11.7%	10.9%	2.6%	16.4%
VisitMT.com	6.8%	5.8%	8.6%	7.4%	6.5%	17.5%
Hotel websites	6.6%	3.3%	7.9%	12.7%	1.3%	13.6%
Online travel agencies	6.2%	3.8%	8.4%	9.0%	3.9%	16.4%
DowntownBillings.com	3.2%	1.6%	3.7%	1.6%	3.9%	8.3%
Free travel guidebook(s) or brochures	2.8%	1.0%	4.9%	3.1%	1.3%	4.3%
AI tools	2.7%	3.1%	1.9%	3.5%	0.0%	11.0%
FlyBillings.com	1.6%	1.6%	1.8%	1.3%	2.6%	1.1%
Magazines (print or website)	1.4%	2.0%	0.9%	1.6%	2.6%	4.4%
Traditional travel agency or advisor	0.7%	0.2%	1.1%	1.9%	0.0%	2.1%
Newspapers (print or website)	0.7%	0.3%	0.6%	0.6%	1.3%	3.3%
Commercial travel guidebooks	0.7%	0.3%	1.8%	0.6%	1.3%	2.2%
Other travel-specific websites	1.9%	1.9%	1.7%	4.1%	0.0%	6.5%
None of the above	38.9%	49.0%	28.7%	33.6%	44.2%	28.0%
Base	**436**	**190**	**232**	**281**	**77**	**62**

**Small sample size*

Question: Which of the following resources did you use to plan your Billings trip before arriving and which did or will you use while in the city?

Base: Total respondents (436 completed surveys).

Once in Billings, mapping websites remained the top resource used by visitors, followed by word of mouth.

In-market, visitors tended to continue to turn to the same top resources that they had used for pre-arrival planning: mapping websites (25.6%), opinions of friends/family (13.8%), social media (5.6%) and review websites (5.6%). Mapping websites continued to be significantly more likely to be a resource for Hotel Guests (33.8%) and Non-Regional Travelers (30.1%), while Regional Travelers were again the most likely segment to say they did not use any of these resources (31.1%), though mapping websites were also their top resource for those who did use one (21.9%). VFR Guests were the anomaly, with word of mouth (43.3%) significantly outpacing all other resources.

Resources Used While in Billings



By Segment

	Total	Regional Travelers	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Mapping websites	25.6%	21.9%	30.1%	33.8%	19.5%	31.4%
Opinions of friends/family	13.8%	12.6%	14.6%	7.9%	14.3%	43.3%
Social media	5.6%	5.2%	5.1%	5.0%	6.5%	5.5%
Reviews websites	5.6%	3.0%	5.4%	7.0%	5.2%	13.8%
AI tools	3.4%	3.4%	3.7%	3.7%	1.3%	13.3%
DowntownBillings.com	2.1%	1.1%	1.8%	0.9%	2.6%	5.0%
VisitBillings.com	2.0%	0.7%	3.8%	4.6%	0.0%	5.0%
Free travel guidebook(s) or brochures	1.7%	2.3%	0.6%	2.8%	0.0%	7.1%
Online travel agencies	1.6%	1.6%	0.6%	0.9%	2.6%	2.2%
Hotel websites	1.6%	1.2%	0.8%	1.9%	1.3%	3.3%
Magazines (print or website)	1.1%	0.2%	0.9%	0.9%	1.3%	1.1%
Newspapers (print or website)	1.0%	0.7%	1.3%	0.6%	2.6%	2.2%
VisitMT.com	1.0%	0.2%	2.1%	0.9%	1.3%	0.0%
FlyBillings.com	0.8%	0.0%	1.8%	0.6%	1.3%	1.1%
Other travel-specific websites	0.7%	0.5%	0.8%	1.9%	0.0%	0.0%
Commercial travel guidebooks	0.7%	0.0%	1.6%	0.3%	1.3%	0.0%
Traditional travel agency or advisor	0.3%	0.5%	0.3%	0.6%	0.0%	1.1%
None of the above	25.1%	31.1%	18.4%	26.4%	23.4%	16.2%
Base	**436**	**190**	**232**	**281**	**77**	**62**

**Small sample size*

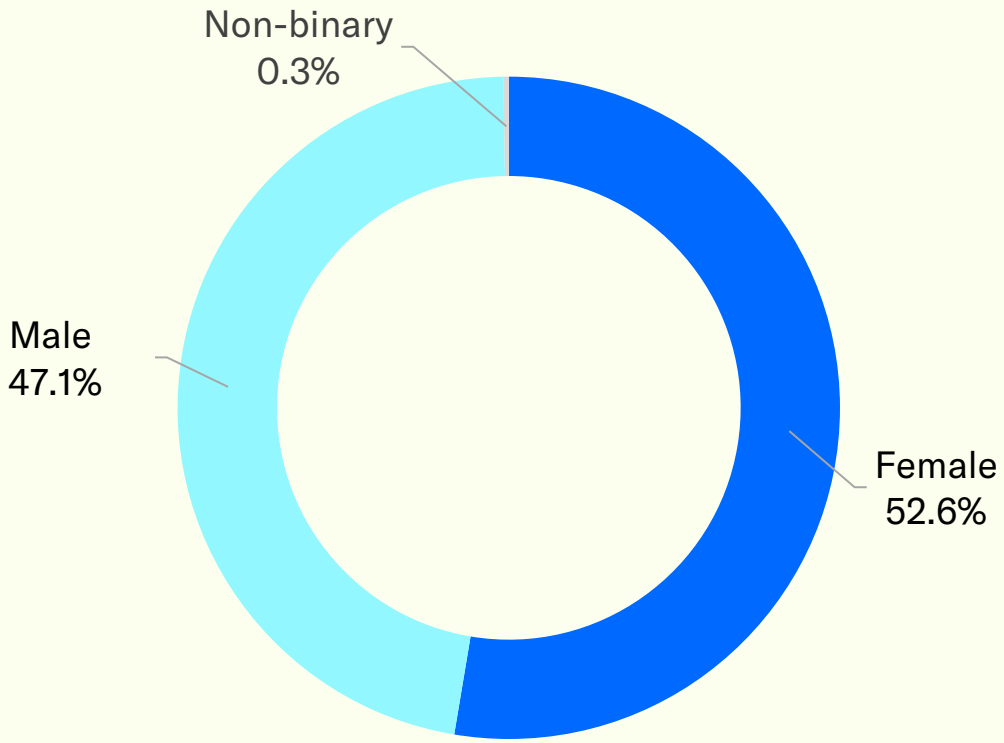
Question: Which of the following resources did you use to plan your Billings trip before arriving and which did or will you use while in the city?

Base: Total respondents (436 completed surveys).

Appendix: Demographics

Demographics

Gender



By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Female	52.6%	52.2%	50.0%	48.7%	54.9%	48.8%
Male	47.1%	47.8%	49.4%	50.6%	45.1%	51.2%
Non-binary	0.3%	0.0%	0.6%	0.7%	0.0%	0.0%
Base	398	178	207	256	71	54

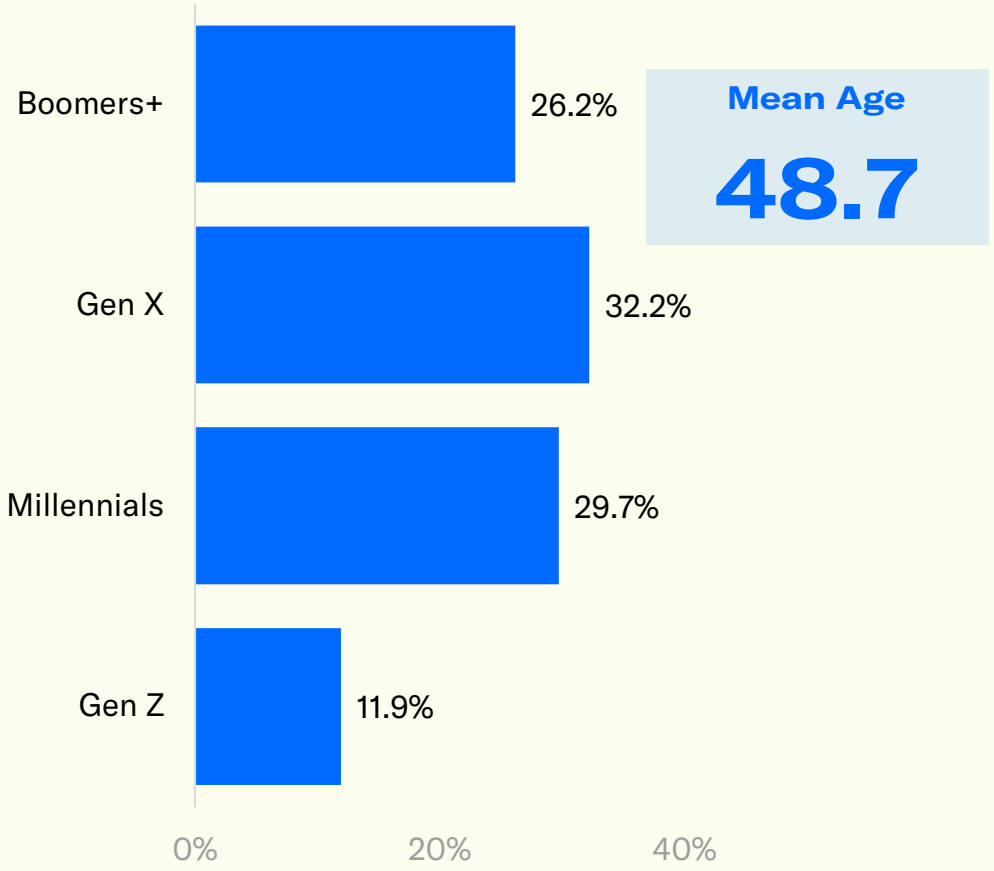
**Small sample size*

Question: Which is your gender identity?

Base: Total respondents (398 completed surveys).

Demographics

Generations



Mean Age

48.7

By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Boomer+	26.2%	19.9%	32.7%	32.6%	20.8%	33.3%
Gen X	32.2%	33.7%	30.4%	37.4%	29.9%	25.4%
Millennials	29.7%	35.5%	22.7%	23.6%	33.8%	32.9%
Gen Z	11.9%	10.8%	14.2%	6.4%	15.6%	8.4%
Mean Age	**48.7**	**47.1**	**50.4**	**52.8**	**46.0**	**50.0**
Base	**433**	**189**	**230**	**278**	**77**	**62**

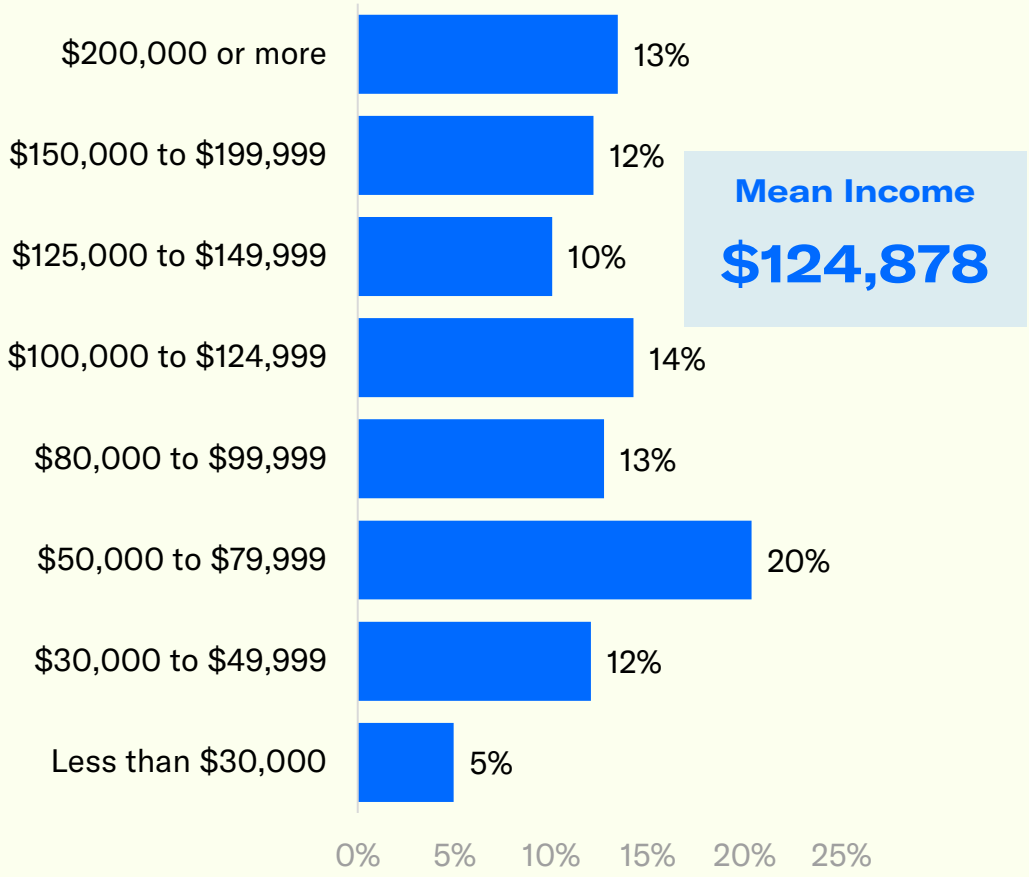
**Small sample size*

Question: How old are you?

Base: Total respondents (433 completed surveys).

Demographics

Annual Household Income



By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
$200,000 or more	13.4%	8.4%	20.7%	24.8%	7.5%	5.9%
$150,000 to $199,999	12.2%	11.2%	13.8%	10.9%	11.9%	13.4%
$125,000 to $149,999	10.0%	11.1%	8.5%	12.5%	9.0%	19.9%
$100,000 to $124,999	14.2%	13.8%	15.1%	17.9%	13.4%	11.6%
$80,000 to $99,999	12.7%	15.4%	9.6%	14.8%	10.4%	14.9%
$50,000 to $79,999	20.3%	22.4%	17.1%	13.4%	22.4%	28.7%
$30,000 to $49,999	12.1%	14.2%	9.8%	4.4%	17.9%	5.7%
Less than $30,000	4.9%	3.5%	5.4%	1.3%	7.5%	0.0%
Mean	**$124,878**	**$108,487**	**$148,921**	**$166,440**	**$99,216**	**$123,143**
Base	**341**	**157**	**177**	**211**	**67**	**49**

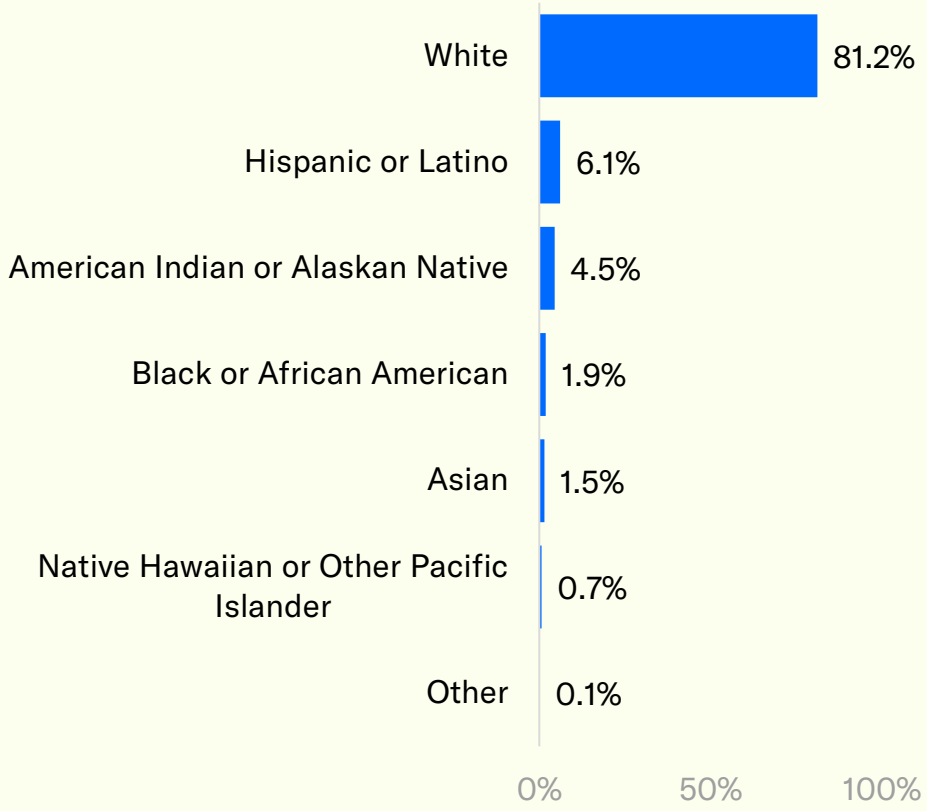
**Small sample size*

Question: Which best describes the combined annual income of all members of your household?

Base: Total respondents (341 completed surveys).

Demographics

Race/Ethnicity



By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
White	81.2%	86.1%	76.5%	78.7%	83.1%	82.8%
Hispanic or Latino	6.1%	5.6%	7.3%	6.5%	7.8%	1.1%
American Indian or Alaskan Native	4.5%	6.7%	2.3%	2.2%	6.5%	0.0%
Black or African American	1.9%	1.3%	2.7%	1.6%	2.6%	1.1%
Asian	1.5%	0.0%	3.3%	3.0%	0.0%	2.2%
Native Hawaiian or Other Pacific Islander	0.7%	1.1%	0.3%	0.3%	1.3%	0.0%
Other	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%
Base	**436**	**190**	**232**	**281**	**77**	**62**

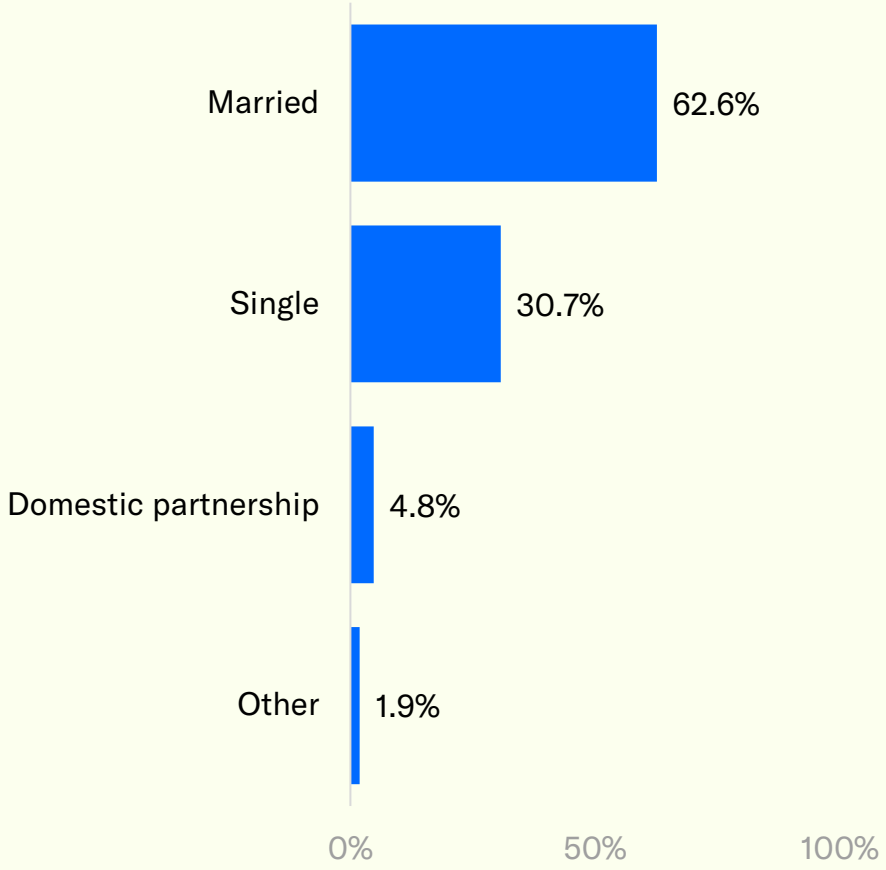
**Small sample size*

Question: Which of the following describes your racial or ethnic identity?

Base: Total respondents (436 completed surveys).

Demographics

Marital Status



By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Married	62.6%	64.7%	60.5%	71.1%	58.9%	53.5%
Single	30.7%	28.6%	32.3%	24.1%	35.6%	35.8%
Domestic partnership	4.8%	3.7%	6.5%	3.8%	4.1%	9.4%
Other	1.9%	3.0%	0.6%	1.0%	1.4%	1.3%
Base	**407**	**182**	**214**	**261**	**73**	**55**

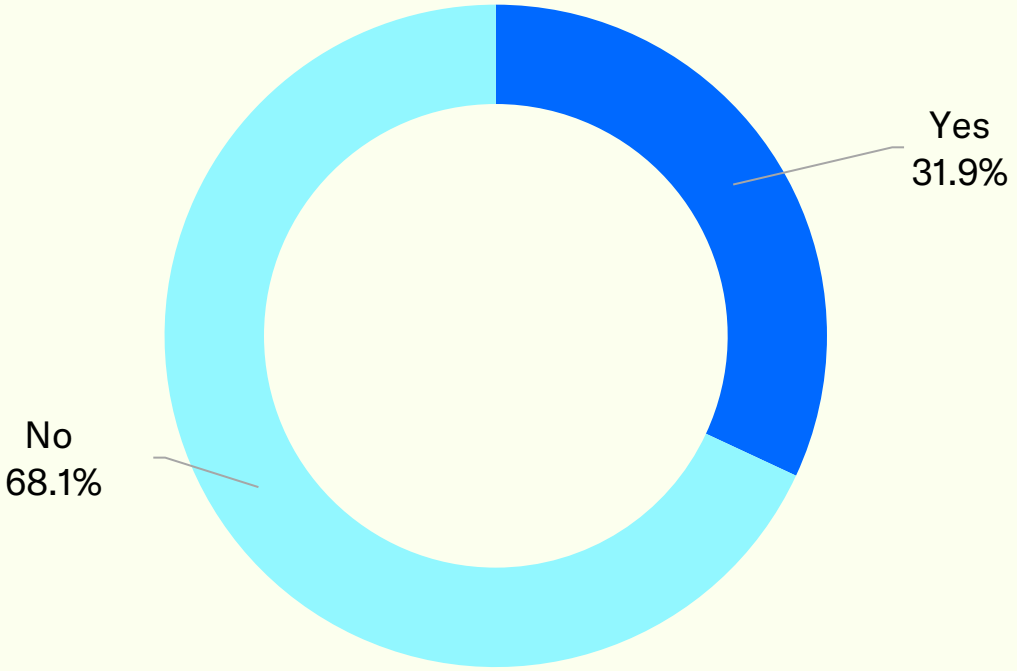
**Small sample size*

Question: Which of the following best describes your current marital status?

Base: Total respondents (407 completed surveys).

Demographics

Children in the Household



By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Yes	31.9%	43.9%	18.1%	25.7%	39.2%	31.3%
No	68.1%	56.1%	81.9%	74.3%	60.8%	68.7%
Base	422	185	224	271	74	62

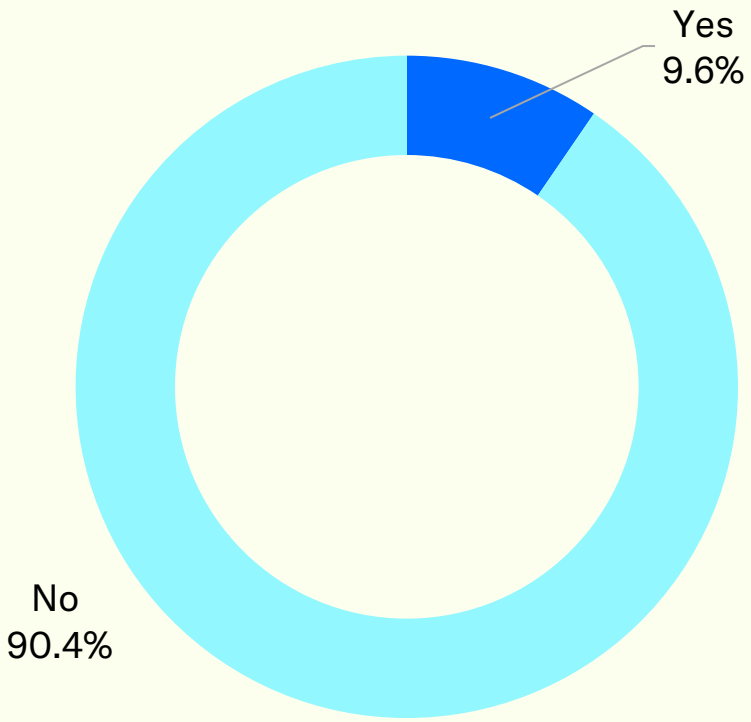
**Small sample size*

Question: Do you have children under 18 living in your household?

Base: Total respondents (422 completed surveys).

Demographics

Travelers with Disabilities



By Segment

	Total	Regional Travelers*	Non-Regional Travelers	Hotel Guests	Day Trippers*	VFR Guests*
Yes	9.6%	8.6%	10.0%	9.9%	8.5%	12.6%
No	90.4%	91.4%	90.0%	90.1%	91.5%	87.4%
Base	**390**	**176**	**204**	**251**	**71**	**50**

**Small sample size*

Question: Do you (or anyone you regularly travel with) have difficulties or face challenges traveling due to a physical, mental or emotional issue?

Base: Total respondents (390 completed surveys).

Future Partners