

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
September 24, 2025
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. Event Grant Post Report Presentation – Glacier Park Showcase Soccer Tournament, Griz vs Air Force, August 3, 2025.
3. Board Action Items
 - a) Approval of minutes from August 27, 2025
 - b) Acceptance of financials for August 2025
 - c) Acceptance of financials reports for year-end FY25
4. Board Discussion
 - a) RIPE activation overview
 - b) S.N.O.W Bus – potential to add a Kalispell stop
 - c) MLHA Sponsorship
 - d) Staff reports

Enclosures: August 27, 2025 meeting minutes
TBID financial reports for August 2025
TBID financial reports for FY25 Year End
Discover Kalispell dashboard and reports

For Further Information Please Contact:

Bryce Baker, Board Chair kalispell@myplacehotels.com 406-752-4847
Diane Medler, Discover Kalispell Executive Director diane@discoverkalispell.com 406-758-2808

2025 TBID Board Meeting Schedule (subject to change)

January 22	February 26	March 26	April 23	May 28	June 25
July 23	August 27	September 24	October 22	November 19	December 10

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
Kalispell Tourism Business Improvement District
August 27, 2025
3:00 - 5:00 pm

Location: Discover Kalispell Chamber, 2 South Main St, 2nd floor boardroom

Board Members Present: Bryce Baker, Haley Wilson, Skyler Rieke, Robert Hall, Mitchell Bump, Zac Ford

Board Members on Zoom: Britta Joy

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

Guests Present: Nate Evans, Glacier SURF; Abbie Steffen and Christy Eisinger, Flathead Valley Hockey Association; Dawn Greygor, Regional Sales Manager, Vergia Group (Hilton); Linda Wittington, Commercial Strategy Director, Vergia Group (Hilton); Nathan Black, Marketing Director, Vergia Group (Hilton)

The meeting was called to order at 3:00 pm by Board Chair Bryce Baker.

1. Hear from the Public — none

2. Event Grant Application — Glacier SURF presentation

Nate Evans discussed the event and grant application. The application is for \$20,000 to support the 2025 Glacier Surf Premier Cup. Anticipated attendance is 2,000-2,600 (players and families) with ~2,000 anticipated room nights. Glacier Surf is a competitive soccer club. The fall tournament in October is played at Smith Fields and Glacier High School. Kidsports is not available for use. Friday is for local teams, Saturday-Sunday for out-of-town teams. Nate shared that additional marketing would be needed this year due to updated logo for new signage and advertising, signage cost \$2-3,000. Another expense is purchasing of goals to create smaller sized fields. 4-8 goals are needed at \$1,500/set (on sale right now). He expressed the desire for data tracking (who stayed in hotels). Glacier Surf is working on adding a second event to be held last weekend of April.

3. Event Grant Application — Flathead Valley Hockey Association presentation

FVHA volunteer Christy Eisinger and board member Abbie Steffan were present to discuss their grant application. Grant funding of \$10,000 is requested to support events and tournaments in the 2025-2026 season which can generate 1,300 +/- potential room nights. Events include: 1) Craft Brewers Cup - an adult one-day tournament, 10-12 teams, first weekend in December. 2) Griz Winter Classic - UM Griz Hockey team plays team from a Washington state college, third year of the event, televised, held the second weekend in January. 3) Youth Winter Classics - three youth tournaments, one each in December, January and February, Friday-Sunday, 10U, 12U, 6U, mostly out of area teams, estimated to bring 1,200-1,500 people over the three weekends. Plus, league play every weekend through the third week in February (10 weeks). Organizers are requesting grant funds to be used towards rentals, snow removal, warming stations, scorekeepers, referees, experience enhancements (such as maps, signage, hospitality packets).

4. Board Action Items

a. Glacier SURF Event grant scoring and approval = 89.71 average score

The 2024 event generated room nights, appreciated the promotion of Discover Kalispell that was included such as signage, logo in medals, etc. Although played at Smith Fields games are also held at GHS and the board recognizes Glacier SURF's preference to use Kidsports if that

was an option. Very interested in the addition of an April event. Interested in supporting the October Premiere Cup again this year. Important to track actualized room nights as closely as possible. Ben talked about how using RIPE will help with that. The board encouraged Nate to come back and talk about the April event.

Skyler moved to grant \$15K for field rental, goals, referee fees. Motion was seconded by Zac. Discussion: Stipulation for promotion of DK branding as well as ONLY Kalispell TBID members for lodging promotion by the event organizer. The board approved unanimously.

b. FVHA Event grant scoring and approval = 82.86 average score

The board expressed general support for supporting FVHA to bring more events to Kalispell in the winter. In FY25, \$4,000 in TBID grants were awarded to FVHA for the Griz Winter Classic event. The group discussed that it makes sense to support the organization's season-long events and tournaments as each generates room nights. It's harder to track room nights when the grant covers multiple events but DK's new booking engine RIPE will make it easier. It is suggested to promote DK's ski package to attendees to extend stays. Robert encouraged FVHA to proactively reach out to Canadian teams that typically attend to encourage coming this year since overall Canadian visitations are down.

Mitchell made a motion to award \$10,000. Motion was seconded by Haley. Discussion: funds cannot be used towards infrastructure, equipment, repairs, and should be directed to supporting items such as referees/scorekeepers, warming stations, marketing, etc. The board approved unanimously.

c. Approval of minutes from July 23, 2025

A motion was made by Zac to approve the minutes. Motion was seconded by Robert. Discussion: none. The board approves unanimously.

d. Approval of minutes from July 31, 2025

A motion was made by Zac to approve the minutes from the special meeting for TBID event sponsorship. Motion was seconded by Skyler. Discussion: none. The board approves unanimously.

e. Acceptance of financials for July 2025

A motion was made by Robert to approve the financials for July. Motion was seconded by Skyler. Discussion: none. The board approves unanimously.

5. Board Discussion

- a. Diane shared FY25 recap reports from Discover Kalispell's two contract agencies: The Abbi Agency for paid media and Lightning Bug Public Relations which highlighted the coverage achieved for Kalispell through earned media and organic social media.
- b. The board reviewed the FY25 TBID revenue. Actualized total revenue was 12% lower than projected budgeted revenue. Q2 and Q3 came in as a decrease, YoY. Some quarters, particularly Q3, also had a large number of exempt rooms (30+day stays, comp/exempt) which lowers the amount of TBID revenue paid by hotels. FY25 year-end financials will be presented to the board at the September meeting.
- c. The Discover Kalispell team presented an overview of FY26 initiatives and priorities.
 - o Business Development (Ben)
 - o Destination Marketing (Annie)
 - o Destination Management/Visitor Services (Meche)
 - o Destination Stewardship & Stakeholder Engagement (Diane)

FY26 strategic priority document is available for review upon request. The FY26 Destination Marketing Plan is available [here](#).

6. Staff reports

Diane reviewed the July STR report which showed occupancy at 79.8% (comp set avg 78.1%); ADR \$266.61 (comp set avg \$187.82) and RevPAR at \$212.83 (comp set avg \$148.51). The group reviewed the daily STR report for August which indicates that occupancy will end at a decrease YoY of approximately 7%. Wide fluctuations during the month of August for both OCC and ADR.

Annie introduced the Canadian Welcome Pass, Discover Kalispell fall campaign to encourage visitation by offering special discounts for Canadians. It will be a digital pass through Bandwango that offers discounts at restaurants, breweries, retailers, activities and lodging. Proposed run dates: September 15 – December 31 (end date is TBD, we may extend if performing well and businesses are willing). DK is asking for participation from member restaurants, retail and activity providers. The group discussed how a lodging discount for the Canadian pass could be structured using RIPE, DK's new booking engine. Ben will send information to TBID hotels to sign up if they wish to participate.

Ben discussed the roadblocks encountered with HSNI. Field usage fees for Kidsport is a limiting factor, but the main difficulty is the timeline for scheduling events. Final schedule is not typically determined until early April. This will limit DK's ability to secure events months in advance as would be the industry standard. DK will work to meet with Parks and Rec to find a solution. Ben also provided updates on other events. The 2026 Hands Across the Border event is likely to be held at a conference hotel in Kalispell. The 2026 Anomalous Absorption Conference has had a few proposals submitted and we are waiting for a response from the planner. Ben will be keeping an eye on the potential for the Kalispell Half Marathon put on by Gabe Merriman. If the event kicks off in 2025 or in future years, DK will look to be a key partner. Ben gave a recap of the 2025 Glacier Park College Soccer Showcase game that took place the following morning after lightning delayed the game from the prior evening. The crowd looked to be 80-90% of the crowd from the previous night and the food trucks came back to serve the crowd. There will be lots of photos forthcoming from both the ground and from the drone. The event was overall a success, and the organizers will attend the September board meeting to recap and talk about the spring action plan.

Meeting adjourned at 4:56 PM

Respectfully submitted: Annie Young

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



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

TBID Checking account balance as of 8/31/25	\$248,104.11
WFCU Reserve account balance as of 3/31/25	\$37,092.68
FIB CD balance as of 6/30/25 (matures 9/30/25)	\$72,806.20

TBID Account – Expense Summary

- Admin/Operations: wages and insurance; cell phone reimbursement; tech support/email accounts; accounting services – monthly; copies/postage; mileage reimbursement.
- Agency services: TAA and LBPR monthly services
- Education/outreach: One West Destination Summit expenses
- Website: -
- Marketing: Rediscovering Kalispell video series (3 new videos) final payment; social media admin; Huck Trail prizes
- Earned Media: -
- Business Development Incentives/Sales: CRM monthly fee; Glacier Showcase Soccer event grant

TBID Revenue

FY25 Gross Revenue		% Change
Projected \$1,171,200	Actual \$1,027,260	-12% vs projected
Q1 JUL-SEP (\$2 & \$4)	\$350,440 (net 116,813 rm nts (\$3/rm))	3.9% (YoY)
Q2 OCT-DEC (\$4)	\$209,070 (net 52,205 rm nts)	-3.1% (YoY)
Q3 JAN-MAR (\$4)	\$170,104 (rm nts: 42,526 net; 50,545 gross)	-8.2% (YoY)
Q4 APR-JUN (\$4)	\$297,896 (rm nts: 74,474 net; 81,265 gross)	3.5% (YoY)
FY24 Gross Revenue		% Change
Projected \$610,000 (\$2/rm nt)	Actual \$570,554 (% of total)	-6.4%
Q1 JUL-SEP	\$224,830 (112,415 rm nts)	
Q2 OCT-DEC	\$107,774 (53,887 rm nts)	
Q3 JAN-MAR	\$92,646 (rm nts: 46,323 net; 46,672 gross)	
Q4 APR-JUN	\$143,852 (rm nts: 71,926 net; 78,248 gross)	

Balance Sheet

Kalispell Chamber TBID

As of August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 Checking	248,104.11
1022 Whitefish Credit Union	0
1021 Savings	37,092.68
Total for 1022 Whitefish Credit Union	\$37,092.68
Total for Bank Accounts	\$285,196.79
Accounts Receivable	
1200 Accounts Receivable	
Total for Accounts Receivable	0
Other Current Assets	
12000 Undeposited Funds	
1300 FIB-CD	71,153.50
Total for Other Current Assets	\$71,153.50
Total for Current Assets	\$356,350.29
Fixed Assets	
1710 Office Equipment	
1820 Web Site Development	3,967.64
1910 Accumulated Depreciation	91,230.44
	-46,348.00
Total for Fixed Assets	\$48,850.08
Other Assets	
Total for Assets	\$405,200.37
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	2,051.14
Total for Accounts Payable	\$2,051.14
Credit Cards	
Other Current Liabilities	
Total for Current Liabilities	\$2,051.14
Long-term Liabilities	
Total for Liabilities	\$2,051.14
Equity	
32000 Unrestricted Net Assets	
Net Income	237,401.67
	165,747.56
Total for Equity	\$403,149.23
Total for Liabilities and Equity	\$405,200.37

Profit and Loss

Kalispell Chamber TBID

July 1-August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
Income	
4000 TBID Revenue	298,011.90
4100 Interest Income	17.53
Total for Income	\$298,029.43
Cost of Goods Sold	
Gross Profit	\$298,029.43
Expenses	
6100 Administrative/Operations	0
6110 Bank Fees	4.00
6125 Accounting Services	750.00
6130 Directors & Officers Insurance	1,394.00
6140 Office Supplies	368.50
6150 Postage & Copies	109.76
6160 Rent	3,600.00
6180 Telephone	255.00
6185 Travel & Entertainment	167.79
6190 Technology Support	323.96
6195 Equipment (Software)	198.00
6199 Other Admin	224.39
Total for 6100 Administrative/Operations	\$7,395.40
6200 Personnel (wages)	39,262.62
6250 Education/Outreach	0
6260 Staff Training, Prof Develop	3,134.52
Total for 6250 Education/Outreach	\$3,134.52
6300 Agency Services	34,001.19
6400 Research	2,500.00
6500 Website	22.19
6600 Destination Marketing	0
6620 Marketing Resources	0
6621 Photos/Videos	24,000.00
6622 Online Platforms/Subscriptions	1,750.00
Total for 6620 Marketing Resources	\$25,750.00
6640 Paid Media	9,515.95
Total for 6600 Destination Marketing	\$35,265.95

Profit and Loss

Kalispell Chamber TBID

July 1-August 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
6800 Destination Development	0
6830 Event, Sports & Group Incentive	10,000.00
6890 Sales-Trade Shows, RFP Platform	700.00
Total for 6800 Destination Development	\$10,700.00
Total for Expenses	\$132,281.87
Net Operating Income	\$165,747.56
Other Income	
Other Expenses	
Net Other Income	0
Net Income	\$165,747.56

Kalispell Chamber TBID

P&L Budget vs. Actual FY26

July - August, 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income	\$298,029.43	\$1,125,000.00	\$ -826,970.57	26.49 %
GROSS PROFIT	\$298,029.43	\$1,125,000.00	\$ -826,970.57	26.49 %
Expenses				
6100 Administrative/Operations	4,967.61	54,000.00	-49,032.39	9.20 %
6200 Personnel (wages)	28,806.15	293,000.00	-264,193.85	9.83 %
6250 Education/Outreach	3,134.52	21,000.00	-17,865.48	14.93 %
6300 Agency Services	27,501.19	118,000.00	-90,498.81	23.31 %
6400 Research	2,500.00	22,000.00	-19,500.00	11.36 %
6500 Website	22.19	10,000.00	-9,977.81	0.22 %
6600 Destination Marketing	30,633.27	375,000.00	-344,366.73	8.17 %
6700 Destination Stewardship/Mgmt		13,500.00	-13,500.00	
6800 Destination Development	10,700.00	218,500.00	-207,800.00	4.90 %
Total Expenses	\$108,264.93	\$1,125,000.00	\$ -1,016,735.07	9.62 %
NET OPERATING INCOME	\$189,764.50	\$0.00	\$189,764.50	0.00%
NET INCOME	\$189,764.50	\$0.00	\$189,764.50	0.00%

**Kalispell Tourism Business Improvement District
Summary of Fiscal Year 2025 Financial Reports**

TBID Checking account balance as of 6/30/25	\$92,990.09
WFCU Reserve account balance as of 6/30/25	\$37,092.68
FIB CD balance as of 6/30/25	\$72,806.20

TBID Revenue

Revenue collected between July 2024-June 2025 (Q4 FY24-Q3 FY25)	\$873,651.32
Interest Income	<u>\$ 1,499.90</u>
Total Income (July-June)	\$875,151.22

Total FY25 revenue (Q1 FY25 -Q4 FY25) \$1,027,260.00

Total Expenses \$877,156.98

74.9% of budgeted revenue (\$1,171,200)

85.4% of actual FY25 revenue (\$1,027,260) Estimated Rollover \$150,103.20

	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Administrative/Operations	35,559.89	58,560.00	-23,000.11	60.72 %
Personnel (wages)	268,585.81	292,800.00	-24,214.19	91.73 %
Education/Outreach	14,690.60	23,424.00	-8,733.40	62.72 %
Agency Services	119,745.00	117,120.00	2,625.00	102.24 %
Research	26,849.30	23,424.00	3,425.30	114.62 %
Website	4,962.02	23,424.00	-18,461.98	21.18 %
Marketing Resources	43,754.10	60,000.00	-16,245.90	72.92 %
Destination Marketing	318,519.54	386,496.00	-67,976.46	82.41 %
Destination Stewardship/Mgmt	375.00	11,712.00	-11,337.00	3.20 %
Destination Development	87,869.82	234,240.00	-146,370.18	37.51 %

Balance Sheet

Kalispell Chamber TBID

As of June 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 Checking	76,990.09
1022 Whitefish Credit Union	0
1021 Savings	37,092.68
Total for 1022 Whitefish Credit Union	\$37,092.68
Total for Bank Accounts	\$114,082.77
Accounts Receivable	
1200 Accounts Receivable	8,000.00
Total for Accounts Receivable	\$8,000.00
Other Current Assets	
12000 Undeposited Funds	
1300 FIB-CD	71,153.50
Total for Other Current Assets	\$71,153.50
Total for Current Assets	\$193,236.27
Fixed Assets	
1710 Office Equipment	3,967.64
1820 Web Site Development	91,230.44
1910 Accumulated Depreciation	-46,348.00
Total for Fixed Assets	\$48,850.08
Other Assets	
Total for Assets	\$242,086.35
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	4,684.68
Total for Accounts Payable	\$4,684.68
Credit Cards	
Other Current Liabilities	
Total for Current Liabilities	\$4,684.68
Long-term Liabilities	
Total for Liabilities	\$4,684.68
Equity	
32000 Unrestricted Net Assets	249,031.28
Net Income	-11,629.61
Total for Equity	\$237,401.67
Total for Liabilities and Equity	\$242,086.35

Tourism Business Improvement District

Profit Loss - FY25

July 2024 - June 2025

	TOTAL	
	JUL 2024 - JUN 2025	JUL 2024 - JUN 2025 (YTD)
Income		
4000 TBID Revenue	873,651.32	873,651.32
4100 Interest Income	1,499.90	1,499.90
Total Income	\$875,151.22	\$875,151.22
GROSS PROFIT	\$875,151.22	\$875,151.22
Expenses		
6100 Administrative/Operations	0.00	0.00
6110 Bank Fees	6.00	6.00
6115 Annual Report/Mtg	2,063.00	2,063.00
6122 Audit - Chamber	2,284.01	2,284.01
6125 Accounting Services	5,116.07	5,116.07
6130 Directors & Officers Insurance	1,298.00	1,298.00
6135 City of Kalispell Admin Fee	5,000.00	5,000.00
6140 Office Supplies	753.11	753.11
6150 Postage & Copies	790.31	790.31
6160 Rent	10,000.00	10,000.00
6180 Telephone	2,015.00	2,015.00
6185 Travel & Entertainment	1,725.24	1,725.24
6190 Technology Support	1,819.25	1,819.25
6195 Equipment (Software)	2,257.94	2,257.94
6199 Other Admin	431.96	431.96
Total 6100 Administrative/Operations	35,559.89	35,559.89
6200 Personnel (wages)	268,585.81	268,585.81
6250 Education/Outreach	0.00	0.00
6260 Staff Training, Prof Develop	8,350.60	8,350.60
6280 Organizational Memberships	6,340.00	6,340.00
Total 6250 Education/Outreach	14,690.60	14,690.60
6300 Agency Services	119,745.00	119,745.00
6400 Research	26,849.30	26,849.30
6500 Website	4,962.02	4,962.02
6600 Destination Marketing	0.00	0.00
6620 Marketing Resources	-365.15	-365.15
6621 Photos/Videos	29,891.17	29,891.17
6622 Online Platforms/Subscriptions	13,753.08	13,753.08
6623 Marketing Resources - Other (deleted)	475.00	475.00
Total 6620 Marketing Resources	43,754.10	43,754.10
6640 Paid Media	238,701.53	238,701.53
6650 Earned Media/Tourism Sales	36,063.91	36,063.91
Total 6600 Destination Marketing	318,519.54	318,519.54

Tourism Business Improvement District

Profit Loss - FY25

July 2024 - June 2025

	TOTAL	
	JUL 2024 - JUN 2025	JUL 2024 - JUN 2025 (YTD)
6700 Destination Stewardship/Mgmt	0.00	0.00
6720 VIC Funding	375.00	375.00
Total 6700 Destination Stewardship/Mgmt	375.00	375.00
6800 Destination Development	0.00	0.00
6830 Event, Sports & Group Incentive	72,570.79	72,570.79
6890 Sales-Trade Shows, RFP Platform	15,299.03	15,299.03
Total 6800 Destination Development	87,869.82	87,869.82
Total Expenses	\$877,156.98	\$877,156.98
NET OPERATING INCOME	\$ -2,005.76	\$ -2,005.76
NET INCOME	\$ -2,005.76	\$ -2,005.76

Kalispell Chamber TBID

Budget vs. Actuals P&L FY25

July 2024 - June 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4000 TBID Revenue	873,651.32	1,171,200.00	-297,548.68	74.59 %
4100 Interest Income	1,499.90		1,499.90	
Total Income	\$875,151.22	\$1,171,200.00	\$ -296,048.78	74.72 %
GROSS PROFIT	\$875,151.22	\$1,171,200.00	\$ -296,048.78	74.72 %
Expenses				
6100 Administrative/Operations	35,559.89	58,560.00	-23,000.11	60.72 %
6200 Personnel (wages)	268,585.81	292,800.00	-24,214.19	91.73 %
6250 Education/Outreach	14,690.60	23,424.00	-8,733.40	62.72 %
6300 Agency Services	119,745.00	117,120.00	2,625.00	102.24 %
6400 Research	26,849.30	23,424.00	3,425.30	114.62 %
6500 Website	4,962.02	23,424.00	-18,461.98	21.18 %
6600 Destination Marketing	318,519.54	386,496.00	-67,976.46	82.41 %
6700 Destination Stewardship/Mgmt	375.00	11,712.00	-11,337.00	3.20 %
6800 Destination Development	87,869.82	234,240.00	-146,370.18	37.51 %
Total Expenses	\$877,156.98	\$1,171,200.00	\$ -294,043.02	74.89 %
NET OPERATING INCOME	\$ -2,005.76	\$0.00	\$ -2,005.76	0.00%
NET INCOME	\$ -2,005.76	\$0.00	\$ -2,005.76	0.00%



Visitation & Brand Engagement Key Performance Indicators (KPI's)
Data for AUGUST 2025

Report Date: 9/24/2025

WEBSITE													
Top Cities 1. Seattle 2. (not set) 3. Denver 4. Kalispell 5. Los Angeles 6. Chicago 7. Dallas 8. Phoenix 9. Whitefish 10. Minneapolis					Key Highlights (YoY) Views increased 38.4% Active users increased 41.8% Bounce rate decreased 27.3% Engaged sessions increased 19.2% Engagement rate decreased 19%					Top Landing Pages 1. Home page 2. Summer Adventure 3. Things To Do 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											182,350
Sessions	32,581	28,322											60,903

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	0	0	0
Room Nights	0	0	0
Event/Sport Bookings	0	0	0
Rate Quotes	0	0	0
Pending Bookings	6	9	9
Rm potential	975	1385	1385

MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	657	1,448	1,448
Newsletter subscribers	735	1,243	1,243
Social media impressions (organic)			
Facebook	75,152	192,964	192,964
Instagram	145,208	260,675	260,675
Pinterest	15,950	33,820	33,820
aRes reservations booked	3	3	3
aRes room nights booked	4	4	4
Ski package reservations	0	0	0
Huck Trail Pass Redemptions	156	258	258

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	14	19	19
Reach	853,065,820	920,757,571	920,757,571

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	6,011	14.08%	45,343	4.68%
Display evergreen	9,072	1.12%	812,470	0.47%
Meta evergreen	6,697	2.04%	328,184	2.06%
Summer Road Trip	11,780	1.79%	657,724	n/a
StackAdapt CTV	445 conversions	99.38% CR	7,047	n/a

PARTNERS		
	Month	YTD (2025)
Airport Enplanements - AUG	85,400	396,188
	9.5%	11.8%
GNP Rec Visits - AUGUST	718,636	2,406,711
	-4.0%	0.3%

KALISPELL LODGING							
Smith Travel Report	AUGUST	YOY	YTD 2025	Running 12 Mths	FY26 Avg	Comp Set	Mthly Avg
OCC	76.1%	-7.7%	56.6%	55.6%	78.3%	76.7%	
Kalispell econ class	67.1%	-10.9%	46.3%				
Kalispell mid/upper	79.6%	-6.8%	60.8%				
ADR	\$225.22	0.4%	\$173.17	\$162.93	\$245.83	\$184.14	
Kalispell econ class	\$149.66	-1.9%	\$115.09				
Kalispell mid/upper	\$249.85	-0.1%	\$191.06				
RevPAR	\$171.44	-7.4%	\$98.03	\$90.59	\$192.84	\$143.09	

Room Demand												
Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
41,651	38,309	29,763	18,015	17,218	17,352	17,843	20,319	21,986	28,660	36,955	42,100	39,856
42,644	40,477	29,377	19,411	18,187	18,543	18,602	20,435	23,367	29,135	35,335	40,456	41,651
-2.3	-5.4	1.3	-7.2	-5.3	-6.4	-4.1	-0.6	-5.9	-1.6	4.6	4.1	-4.3

Weekly STR																		
OCC	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run	
	Aug	30	31	Sep	1	2	3	4	5	6	7	8	9	10	11	12	13	MTD
2025	75.8	88.3	72.5	64.7	79.2	85.4	85.5	82.1	81.2	75.8	90.6	89.6	91.2	86.6	85.3	78.9	82.8	
2024	80.3	90.5	81.1	66.9	82.4	87.5	88.1	86.8	84.8	84.1	93.7	93.4	93.6	86.6	86.4	74.9	85.8	
% chg	-5.6	-2.5	-10.6	-3.4	-4.0	-2.4	-3.0	-5.4	-4.2	-9.8	-3.3	-4.1	-2.5	0.0	-1.3	5.3	-3.5	
ADR 2025	213.92	229.46	202.02	183.62	204.84	204.28	203.07	209.77	203.31	193.31	213.54	219.09	211.45	211.01	204.18	201.01	Run	

Short Term Rentals - Kalispell City Limits (AirDNA)

Entire Place	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
	236	11.8%	75%	0.2%	\$270	6.9%	223	10.8%

Future Conferences & Large Events

2025

January

- *2nd Annual Griz Winter Classic – Flathead Valley Hockey Assn – January 4 – Woodlawn Ice Center
- My Montana Wedding Expo – January 4 – Flathead County Fairgrounds
- *Winter Classic - Flathead Valley Hockey Assn (FVHA) (12U/14U Non-Checking) – January 17-19 – Woodlawn Ice Center
- Glacier Challenge Gymnastics – January 17-19 – Flathead County Fairgrounds
- Brash Winter Series Rodeo – January 3-4 – Majestic Valley Arena
- Brash Winter Series Rodeo – January 17-18 – Majestic Valley Arena
- Brash Winter Series Rodeo – January 31-February 1 – Majestic Valley Arena

February

- Battle of the States Bull Riding – February 8 – Majestic Valley Arena
- Winter Classic - Flathead Valley Hockey Assn (FVHA) (8U WC) – February 14-16 – Woodlawn Ice Center
- Brash Winter Series Rodeo – February 14-15 – Majestic Valley Arena
- Whitefish Skijoring – February 22-23 – Kalispell (1530 W. Springcreek Road)
- Brash Winter Series Rodeo – February 28 -March 1 – Majestic Valley Arena

March

- Free the Seeds 10th Annual Fair – March 1 – Flathead Valley Community College
- Little Guy Wrestling Tournament - March 1 – Flathead County Fairgrounds
- Brash Winter Series Rodeo – March 14-15 – Majestic Valley Arena
- Alton Brown Concert – March 25 – Wachholz Center
- Brash Winter Series Rodeo – March 28-29 – Majestic Valley Arena

April

- Horse Power Collides – April 11-12 – Majestic Valley Arena
- Dawes Concert – April 25 – Wachholz Center
- Jim Messina Concert – April 30 – Wachholz Center

May

- *Northwest Shootout Jamboree (Lacrosse) – May 3-4 – Kidsport
- Mounted Shooting – May 9-11 – Majestic Valley Arena
- *Canadian Days Tournament MT Legion AA & A – May 16-18 – Kalispell Lakers Field
- Spring Spectacular Horse Sale – May 17 – Majestic Valley Arena
- State A Softball – May 22-24 – Columbia Falls
- *State AA-A Track & Field Meet – May 23-24 – Legends Stadium
- Bigfork Whitewater Festival – May 23-25 – Swan River, Bigfork
- Kalispell PBR Rodeo – May 29-30 – Majestic Valley Arena
- Three Blind Refs Tournament – May 30-June 1 - Kidsport

June

- Montana High School Rodeo Association Finals – June 2-8 – Majestic Valley Arena
- Emeralds Smash Tournament – June 6-8 – Kidsport
- *Flathead Lake “B” Invitational – June 19-22 – Kalispell Lakers Field
- The Big Shindig – June 21 – Desoto Grill
- Glacier Classic Llama Show – June 21-22 – Majestic Valley Arena

July

- Postmodern Jukebox Concert – July 8 – Wachholz Center
- Tyler Rich Concert – July 11 – Glacier Bank Park
- *John R. Harp Memorial Tournament MT Legion A – July 11-13 – Kalispell Lakers
- *2025 Canadian Rockies Tour – July 14 – Red Lion
- Event at Rebecca Farm – July 16-20 – Rebecca Farm
- 2025 Under the Big Sky Fest – July 18-20 - Big Mountain Ranch in Whitefish
- *Wisconsin Golf Group – July 19-26– SpringHill by Marriott
- Big Sky Reining Classic – July 22-27 – Majestic Valley Arena
- 2025 The Gathering (Lacrosse) – July 25-27 – Smith Fields Whitefish

August

- Sons and Daughters of Montana Pioneers – August 1-2 – Red Lion
- *UM Griz vs Air Force Women's Soccer Game – August 3-5 – Kalispell/Columbia Falls
- *Great Open Spaces – August 5-8 – Red Lion
- Taj Mahal Concert – August 7 – Wachholz Center
- Mounted Shooting – August 8-10 – Majestic Valley Arena
- Joan Jett & The Blackhearts Concert – August 12 – Fairgrounds
- NW Montana Fair & Rodeo – August 12-17 – Fairgrounds
- Whitefish Trail Hootenany – August 22 – Depot Park, Whitefish
- Blue Jam – August 24th – Snowline Acres

September

- Swap Meet and Car Show – September 6 – Majestic Valley Arena
- Top of the Swan Bluegrass Camp – September 12 – Bigfork
- America's Diamond, Neil Diamond Tribute – September 12 – Wachholz Center
- *BLD Connection Lumber Tour – September 14-18 – Homewood Suites
- Montana Reined Cowhorse Futurity – September 17-21 – Majestic Valley Arena
- Flathead Celtic Festival – September 12-13 – Centennial Farm
- Whitefish Songwriter Festival – September 19-21 – O'Shaughnessy Center
- Tamarack Fall Classic – September 21-22 - Kidsport
- *2025 Landmark Tours – September 21-23 – Hilton Garden Inn
- Pinky and the Floyd – September 25 – Wachholz Center

October

- Great Northwest Oktoberfest – October 2-4 – Depot Park, Whitefish
- *2025 Glacier Surf Premier Cup – October 3-5 – Smith Fields and Glacier HS
- Old Crow Medicine Show – October 9 – Wachholz Center
- Great Northwest Oktoberfest – October 9-11 – Depot Park, Whitefish
- Le Grizz Ultramarathon & Relay – October 11 – Polebridge Mercantile
- *Human Bear Conflict – October 5-10 – Red Lion
- NRA – Northern Rodeo Association – October 23-25 – Majestic Valley Arena
- Absolute Fight Factory – October 25 – Flathead County Fairgrounds
- 2025 NRA Finals and Junior Finals – October 30-November 1 – Majestic Valley Arena

November

- 2025 NRA Finals and Junior Finals – October 30-November 1 – Majestic Valley Arena
- Holiday Extravaganza – November 14-16 – Majestic Valley Arena

December

- Beauties and the Beasts – December 6 – Majestic Valley Arena

2026

January

- State AA Speech – January 30-31 – Hosted by Glacier HS

May

- State AA Tennis – May 28-29 – FVCC (hosted by Glacier HS)

June

- 3 Blind Refs Tournament – June 5-7 – Kidsport

October

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

2027

June

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

1/13/25

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