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Media Release

Billings Logan Airport Receives Enhancement Due to Partnership with Visit Billings and the Billings Chamber of Commerce

For Immediate Release

Billings, MT, July 25, 2016:

In an effort to improve the airport experience, Visit Billings, the Billings Chamber of Commerce and the Billings Logan International Airport completed a major enhancement at the Airport this week. As passengers exit the secure area of the airport to head down the stairs to baggage claim, the concourse is now a vivid and exciting welcome to Billings.

“For visitors to our community, the airport is their first impression of Billings,” explains Visit Billings Executive Director Alex Tyson. “We are now confident that first impression is positive and impactful while orienting the visitor to Montana’s Trailhead.”

The installation was completed as a partnership between Visit Billings, the Chamber and the airport. Visit Billings made the initial \$17,500 investment using Tourism Business Improvement District funds, with the balance of the costs, coordination efforts and future installations to be executed by the airport. Visit Billings was given liberty to steer the creative, with final approval falling to the airport and TSA officials.

“We are proud of the bright and informative creative put in place,” Tyson continues. “We worked closely with our local agency, A|D Creative Group. Their creativity, expertise and dedication to the product brought us to the finish line with outstanding results.”

The installation will remain in place indefinitely, and is the first in a series of aesthetic enhancements planned for the airport. Director of Aviation and Transit, Kevin Ploehn remarks that “This was a great example of a number of local organizations coming together to team up on a project that benefits the community. The concourse exit is grabbing the attention of a lot of folks that would normally just zip on through. We are happy this turned out so well.”

Chair of the Billings Tourism Business Improvement District Board of Directors, Shelli Mann, elaborates that, “Establishing impressive and welcoming gateways is such a valuable way to impact our visitors. Repeat visitation to Montana is a huge segment of our tourism, so treating them right the first time is key to continued success.”

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The MISSION of Visit Billings is to generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

Visit Billings is managed by the Billings Chamber of Commerce.

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