

Contact: Kelly McCandless  
Billings Chamber/CVB  
Phone: (406) 869-3732  
(406) 861-2981  
[kelly@BillingsChamber.com](mailto:kelly@BillingsChamber.com)  
[www.BillingsChamber.com](http://www.BillingsChamber.com)

P.O. Box 31177  
815 S. 27<sup>th</sup> St.  
Billings, MT 59107  
Fax: (406) 245-7333  
[www.VisitBillings.com](http://www.VisitBillings.com)  
[www.BrandBillings.com](http://www.BrandBillings.com)



# Media Release

## BMW Motorcycles of America Select Billings for International Rally in 2015

### For Immediate Release

Billings, MT, January 20, 2014: The Billings Tourism Business Improvement District (TBID) and Billings Chamber/Convention & Visitors Bureau (CVB) announces BMW Motorcycles of America (MOA) will hold their 2015 international rally in Billings.

In July 2015, more than 6,000 motorcyclists are expected to converge at Montana's Trailhead for four or more nights. Half will camp on MetraPark grounds in true beemer fashion while the other 3,000+ will stay locally in hotels.

Being able to announce Billings as a host city for this mega-event is nearly a decade in the making, but the work is only beginning. Alex Tyson, Executive Director of the TBID and CVB explains that "Billings' tourism team and partners will be working for the next 1.5 years getting BMW members excited about July of 2015. We will get them acquainted with experiences to be had at Montana's Trailhead and encourage them to come early and stay late to truly experience all Big Sky Country has to offer."

This event directly impacts the local economy by filling hotel rooms, restaurants, retail stores and other area businesses. If 3,000 people stay in local lodging properties for four nights, that alone is a \$2.7 million local economic impact. That doesn't include the thousands of others spending in stores and restaurants even though they're not booking rooms. Tyson shares, "The economic impact will be more than five million dollars, and the impression and memories will last a lifetime continuing to position Billings as **the** destination for motorcyclists." As Gary Smith, local BMW MOA member and motorcycle enthusiast puts it, "there are two types of riders: those who have ridden the Beartooths and those whom want to." Billings will be a dream come true for many who attend.

The Chamber/CVB and TBID played significant roles making this event happen for Billings including helping financially to help the group offset rental and alcohol expenses on MetraPark grounds. At the same time, TBID and Chamber/CVB efforts to be sure residents and the local business community roll out the red carpet to make this a top Rally for the group, have only began. From reader boards to stocked shelves, there is much communication and work to take place. The Billings Chamber/CVB, Tourism Business Improvement District and BMW's national office will be facilitating efforts to get all lodging partners and other businesses on board and up to speed.

###

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



The Tourism Business Improvement District is managed by the Billings Chamber of Commerce/Convention & Visitors Bureau.

FOR IMMEDIATE RELEASE

*BMWMOA Selects Billings for 2015 International Rally*

END