

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

P.O. Box 31177
815 S. 27th St.
Billings, MT 59107
Fax: (406) 245-7333
www.VisitBillings.com
www.BrandBillings.com



Media Release

Billings Reports Significant Increases in Lodging Tax Collections

For Immediate Release

Billings, MT, September 25, 2012: The Billings Chamber of Commerce/Convention and Visitors Bureau (CVB) and Tourism Business Improvement District (TBID) are pleased to announce the latest lodging tax collection figures. Year over year, collections are up 21% through the second quarter of 2012, with a 24% increase in first quarter and an 18% increase in the second. Increased lodging collections are an excellent indicator of the health of the local economy in general, so numbers like these are positive to report.

“There are many reasons Billings could be seeing such positive figures,” explained Alex Tyson, Executive Director of the Billings CVB. “From the Chamber/CVB and TBID perspective, we are able to report increased website and social media traffic, which leads us to believe more people were using our tools to plan their vacations to Billings.” Additionally, Billings’ position as the regional energy hub continues to expand as companies and employees relocate to the area. “We are seeing more small meetings and workshops specific to the energy industry,” remarks Chamber/CVB President and CEO, John Brewer. “The industry is branching out into the Billings area in ways we cannot measure, but we are all seeing positive impacts to our bottom lines.”

Billings’ numbers are impressive comparatively. While most markets report increases, Billings is second only to Miles City and Missouri River Country (the tourism area in northeast Montana). The state of Montana as a whole reports steep increases as well, with an 11% increase year over year thus far.

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Advocate. Connect. Grow.

The Billings Chamber/CVB represents you, our 1,200 members who employ 44,000 people. We help you **grow** your bottom line by **connecting** you to opportunities and **advocating** for your business and our community.

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.