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Media Release

National Geographic Highlights Billings, Southeast Montana

For Immediate Release

Billings, MT, September 3, 2014: National Geographic Travel shines light on destinations throughout Montana thanks to a partnership with National Geographic Travel.

“Where the Locals Go: Montana,” an online hub at National Geographic’s website, is sharing authentic Montana experiences such as with its reported 26 million global unique visitors per month. This partnership highlights some of Billings and Southeast Montana’s small businesses and attractions to a large audience.

“National Geographic found some of our best attractions to showcase,” said Visit Billings Executive Director, Alex Tyson. “The Beartooth Highway and its incredible vistas on the way to Yellowstone, Pompey’s Pillar National Monument with its history, flora and fauna, and Crow Fair with its authentic cultural immersion are all items that draw visitors from across the world to our region.”

National Geographic photographers were on assignment in June and July to capture the best of Montana in summer. New summer-focused content launched this week and includes photos by Montana-based photographer Ami Vitale.

“Partnering with National Geographic has gained major exposure for the Montana businesses and communities who offer the unique experiences visitors come here to enjoy,” said MTOT Administrator Jeri Duran.

“Where the Locals Go: Montana” launched in March as a season-by-season guide to Montana’s off-the-beaten-path attractions, destinations and experiences. Since then, it has featured winter, spring and now summer content. Montana was the first U.S. destination to receive a “Where the Locals Go” hub. National Geographic staff will return this fall to complete the full years’ worth of content.

View National Geographic’s “Where the Locals Go: Montana” online content at www.NationalGeographic.com/Local-Montana.

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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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