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# Media Release

## Billings Tourism Business Improvement District Leads Major Economic Impact on Billings

### For Immediate Release

Billings, MT, November 11, 2013: The Billings Tourism Business Improvement District (TBID) was created in 2007 through the efforts of the Billings lodging community and the Billings Chamber of Commerce. The group is overseen by a board of directors consisting of seven variably sized hotel properties and is managed by the Billings Chamber of Commerce/Convention and Visitors Bureau. Marketing and promotional dollars are collected through a \$1- \$2 assessment per hotel room per night stayed in the Billings community. The funds are used to carry out the group's mission of generating room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

The result of these efforts is remarkable. Since July 1, 2013, the Billings TBID has booked 3,940 room nights in Billings (arriving over the next five years). According to Judy Randall's study of the Billings tourism market, the average tourist spends \$225 per day, indicating an \$886,500 impact on the Billings economy in the last three months. Since its inception in 2007, the TBID is responsible for booking 89,672 room nights for Billings. That's an estimated economic impact of \$20,176,200.

"These numbers only take in to consideration bookings that we are able to track," explains TBID/CVB Executive Director, Alex Tyson. "This doesn't include the efforts we make advertising Billings as a destination for the leisure travelers or our efforts in other markets. The visitor market is vital to the Billings economy – its impact is huge."

In a supportive role, the TBID also awards grants to vital community events with promising returns for the Billings economy. Grant dollars are designed to help promote Billings as a tourist destination by fostering new and existing events, attractions and other visitor draws in the community. In July 2013, the TBID awarded a total of \$17,792 to a competitive pool of applicants. The recipients were:

- **Billings Tennis Association** - \$5,000.00 for the Rose Park Tennis Courts for statewide competitions in May 2014.
- **NILE Cattle Drive** - \$3,500.00 for advertising and promotion of the event (held October 2013) to potential visitors.
- **Yellowstone County Museum** - \$2,092.44 for the design and production of a new promotional brochure.

- **MACK Productions, Inc.** - \$7,200.00 for the promotion of the Montana Business Expo (held September 2013) to potential visitors.

Tourism Business Improvement District officials award these grant dollars to help grow the economy in Montana's Trailhead through increased visitor spending in Billings' lodging establishments. Other tourism partners such as retail, restaurants, transportation businesses and attractions also benefit from increased visitation.

Additional dollars will be granted in December and applications are now being accepted for the December 2, 2013 deadline. The grant application can be found at: [http://www.visitbillings.com/pdf/TBID\\_application.pdf](http://www.visitbillings.com/pdf/TBID_application.pdf).

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**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.