

VISIT *Billings*[®]

COMMONWEALTH BUSINESS TRAVEL GROUP

THERE ARE NO SMALL PLANS UNDER BIG SKIES

VISIT BILLINGS

Visit Billings is the brand that represents the Billings Tourism Business Improvement District (BTBID) and the Billings Convention and Visitors Bureau (BCVB). Both organizations are managed by the Billings Chamber of Commerce. The Visit Billings team is committed to growing visitation in the Billings region through sales and marketing initiatives.

WHAT WE DO

- Responsible for the development and growth of the tourism industry through promotion, marketing, and strategy.
- Work domestically and internationally to develop and enhance sustainable tourism for the city and region in the leisure, meetings and sporting events markets.
- Increase awareness and engage with consumers in both drive and flight markets, as well as with media, the travel industry, meeting and conference planners, and sports promoters with research-driven marketing programs.



MARKETING CAMPAIGNS HIGHLIGHT THE OUTDOOR ADVENTURE, INCREDIBLE LANDSCAPES, ARTS AND CULTURE, CULINARY AND NIGHTLIFE, AS WELL AS THE MEETING AND SPORTS FACILITIES.

WHY

BILLINGS?



VISIT *Billings*





NATIONAL
MONUMENTS



SCENIC
DRIVES



CHARMING,
FRIENDLY
VIBE



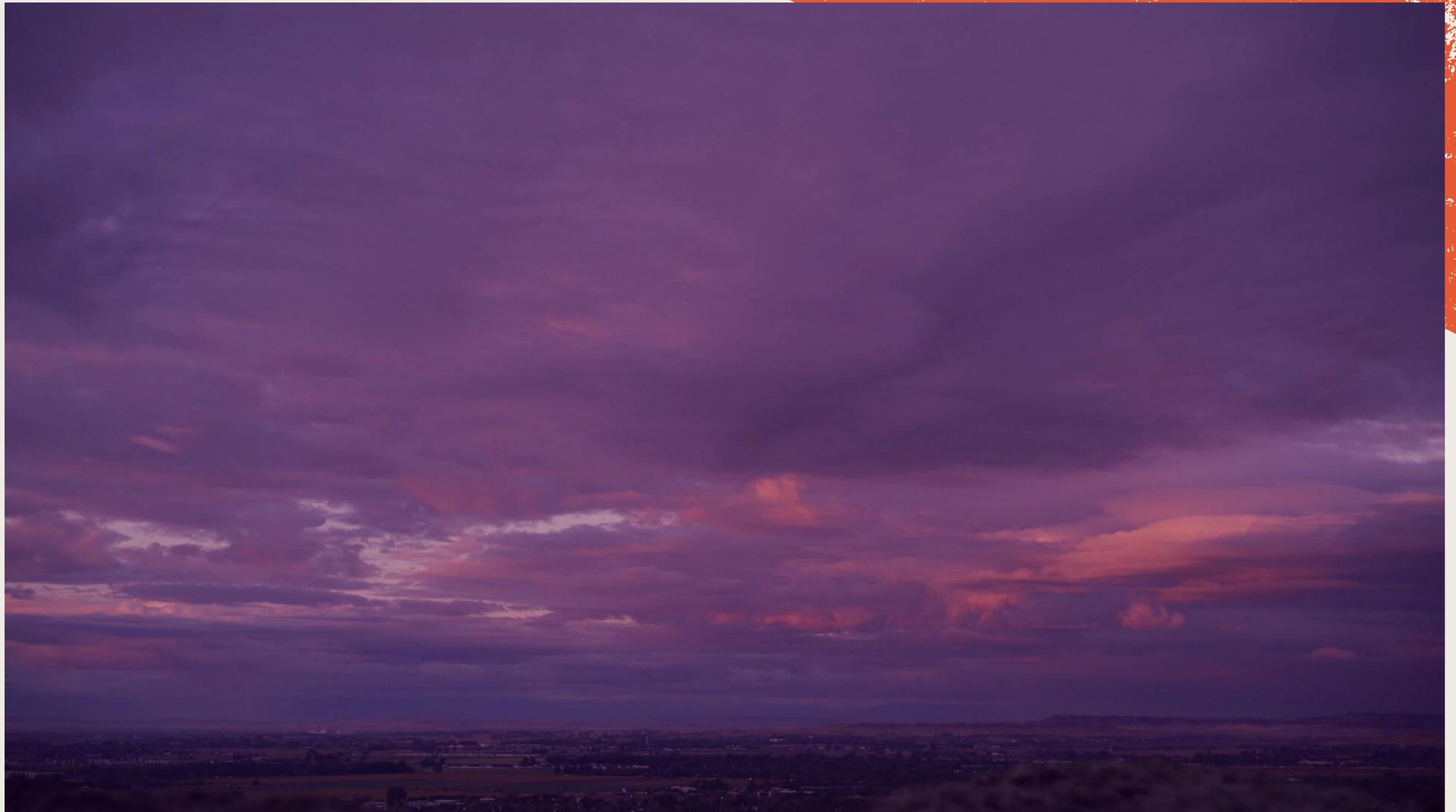
URBAN AMENITIES



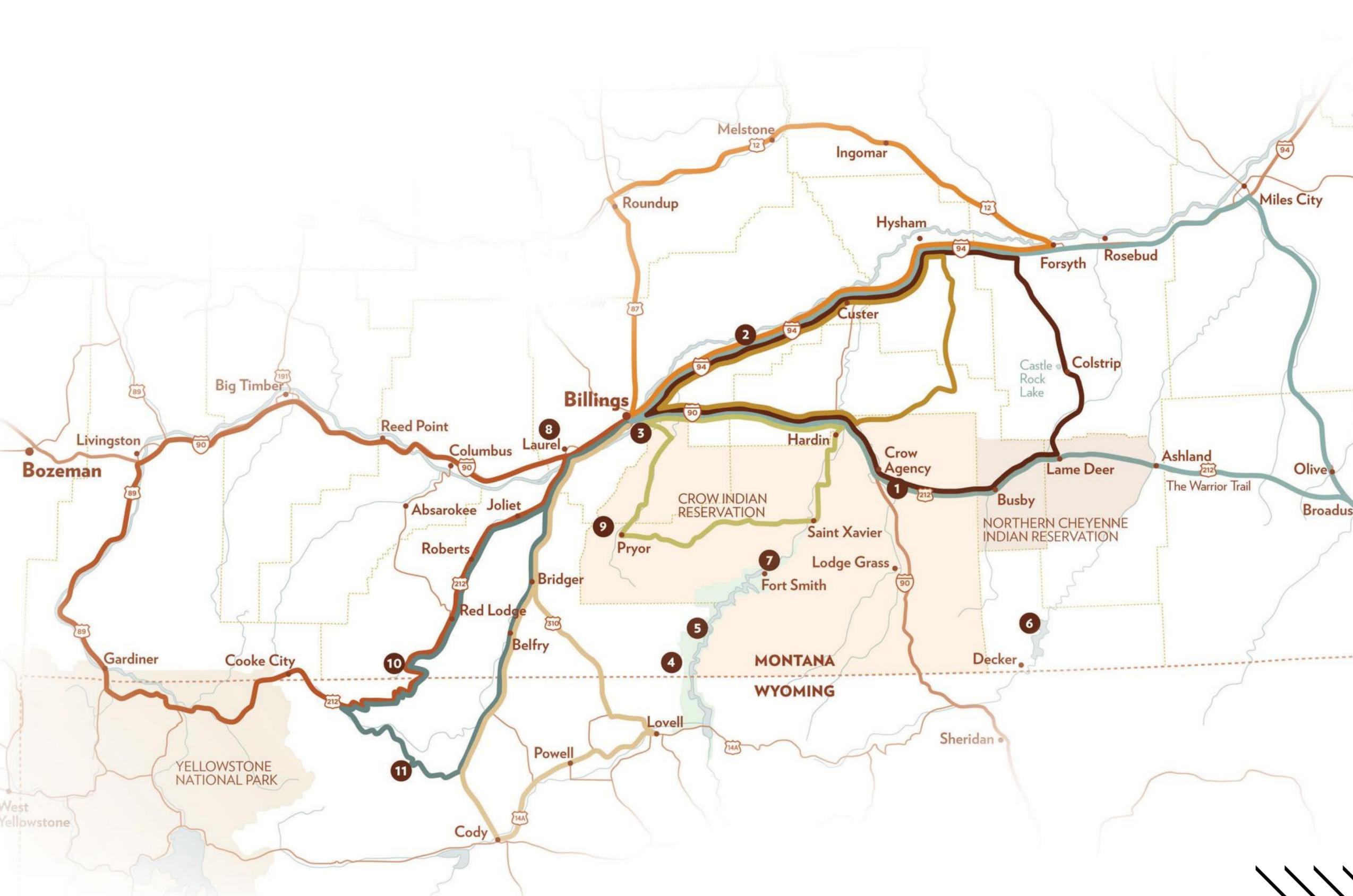
ARTS & CULTURE



OUTDOOR RECREATION



POINTS OF INTERESTS



- 1 Little Bighorn Battlefield National Monument
- 2 Pompeys Pillar National Monument
- 3 Pictograph Cave State Park
- 4 Pryor Mountain Wild Horse Range
- 5 Bighorn Canyon National Recreation Area
- 6 Tongue River Reservoir
- 7 Yellowtail Dam
- 8 Canyon Creek Battlefield
- 9 Chief Plenty Coups State Park
- 10 Beartooth Highway
- 11 Chief Joseph Scenic Byway





**FY26 STRATEGIC
PRIORITIES
FOSTER VISITOR
GROWTH**

- **INCREASE LEISURE VISITATION**
- **THE VISITOR EXPERIENCE**
- **ADVANCE SPORTS SALES & SUPPORT**
- **RECRUIT MEETINGS & CONVENTIONS**
- **GROW GROUP TOUR TRAVEL**
- **SUPPORT AIR SERVICE**



MEETING IN BILLINGS?

- FINANCIAL INCENTIVES
- HOSTED CITY SITE VISITS
- CONFIDENTIAL HOTEL SOURCING
- CITY/REGIONAL TOUR PLANNING
- ATTENDANCE BUILDING MATERIALS
- TRANSPORTATION ASSISTANCE
- LOCAL/REGIONAL ADVERTISING



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COMMONWEALTH
Business Travel Group, Inc.

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