

Data & Research Resources

Montana Cooperative Marketing Program



Zartico

(Spending and movement)



- Credit and debit card spending activity
- Movement patterns (based on mobile devices)
- Representative data
- Available at state, city, and county level
- Partners can have their own login



COMMERCE

Visa Destination Insights* (Spending)



* Formerly known as VisaVue

- Data on financial transactions involving VISA credit and debit cards
- Metrics include average spend, card count, transaction count, total spend
- From Commerce: data available at statewide level and several subregions
- CVB level data: discounts available



COMMERCE

AirDNA (Short-term rentals)



- Short term rental data
- Metrics such as Revenue, ADR, RevPAR, listings, and occupancy rate
- From Commerce: data available at statewide level and major markets (such as Missoula, Billings, etc.)
- CVB level data: discounts available

Smith Travel Research (Hotels)



- Survey based data on hotels activity
- Metrics include ADR, occupancy, revenue, RevPAR
- Data available at statewide level and several subregions; not easily available at CVB level



Additional Data & Research Resources

- Institute for Tourism and Recreation Research (ITRR) <https://www.umt.edu/tourism-recreation-research/>
 - Research includes statewide nonresident visitation and economic contribution estimates
 - ITRR is independent of the Montana Department of Commerce



Questions & Data Requests

- Please contact Patrick.hollandstergar@mt.gov

