



OUTLAW

2024  
SUMMER  
EVENTS  
IMPACT  
REPORT



# EVENTS IMPACT REPORT 2024

The 2024 Outlaw Partners summer events season featured **16 days** of event programming in Big Sky, Montana at the Big Sky Events Arena.

Signature events included a mix of western sports like rodeo and professional bull riding, along with world-class music and charity fundraisers that brought in visitors from around the world and generated three-quarters of a million dollars for local and regional non-profits.



**\$708,697**

**DONATED TO CHARITIES**  
through Outlaw Partners events

**\$405,697**

**BIG SKY'S BIGGEST WEEK**

**\$303,000**

**WILDLANDS FESTIVAL**

(Gallatin Valley Land Trust, Greater Yellowstone Coalition and Wild Montana)

*Economic Impact Report produced by third party,  
Circle Analytics.*



# ECONOMIC IMPACT - SOUTHWEST MONTANA

BIG SKY, BOZEMAN AND  
GALLATIN COUNTY

**\$37.4M**

Gross Economic Impact

**\$21.8M**

Directly Retained in Gallatin County

**\$6.7M**

Gasoline Stations

**\$2.6M**

Indirect Business Taxes and Fees

**535**

Full & Part-time Jobs Created

**50,000**



EVENT  
ATTENDEES



**\$5.7M**

DIRECT DINING,  
DRINKS &  
RESTAURANTS

**\$8M**

DIRECT STORE  
RETAILERS

**2.6 DAYS**



AVERAGE  
VISITOR STAY



**\$6.5M**

DIRECT HOTELS  
& LODGING

## EMAIL CAMPAIGNS:

Jan 1-Aug 31

**67**

Total Emails Sent

**438,600**

Total Recipients

**54.5%**

Open Rate

**6.45%**

Click Rate

## SOCIAL MEDIA:

*\*Outlaw owned channels*

**3,240,412**

Facebook Reach

**1,633,525**

Instagram Reach

## WEBSITE TRAFFIC:

**479,132**

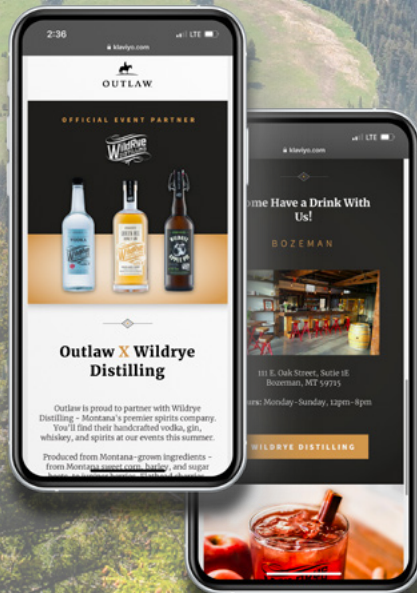
Visitors

**673,699**

Sessions

**61,070**

Ticketing Site Users



# TICKET BUYER AUDIENCE

## TOP 15 STATES

- |               |                    |
|---------------|--------------------|
| 1. Montana    | 9. Tennessee       |
| 2. California | 10. North Carolina |
| 3. Texas      | 11. Washington     |
| 4. Florida    | 12. Idaho          |
| 5. Illinois   | 13. Massachusetts  |
| 6. Minnesota  | 14. Georgia        |
| 7. Colorado   | 15. Pennsylvania   |
| 8. New York   |                    |

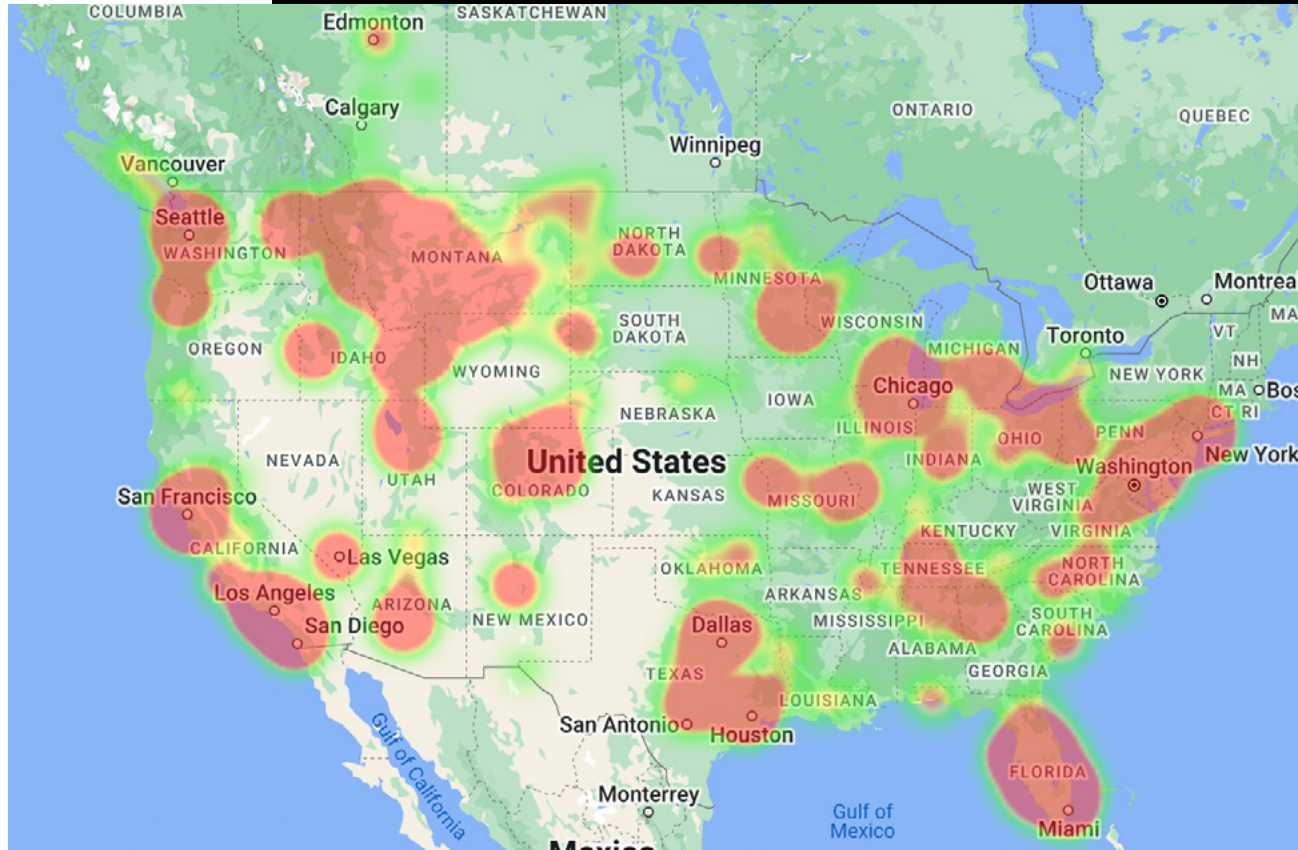
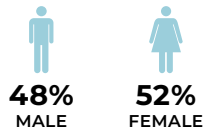
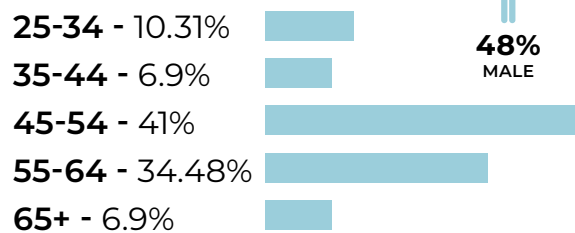
## MONTANA TOP AUDIENCE

- |                     |                |
|---------------------|----------------|
| 1. Bozeman          | 6. Helena      |
| 2. Big Sky          | 7. Great Falls |
| 3. Gallatin Gateway | 8. Missoula    |
| 4. Belgrade         | 9. Livingston  |
| 5. Billings         | 10. Ennis      |

## INTERNATIONAL

- |            |   |
|------------|---|
| 1. US      | 6. UK                                   |
| 2. Canada  | 7. United States Minor Outlying Islands |
| 3. Bermuda | 8. Singapore                            |
| 4. Ireland | 9. Austria                              |
| 5. Germany |   |

## AGE:





magic mind x OUTLAW™  
EVENTS



