WHITEFISH
• MONTANA •
CONVENTION & VISITORS BUREAU

Tourism Promotion Assessment

The Tourism Promotion Assessment (TPA) is a one percent fee added to lodging and food receipts to improve business in Whitefish during the shoulder and winter seasons, maintain a strong summer season and support visitor information facilities and services. The funds are used by the Whitefish Convention and Visitors Bureau to promote and market Whitefish as a unique visitor destination. For more information, contact the WCVB at 862-3390 or visit our website at www.explorewhitefish.com.

Tourism Promotion Assessment Information

It is very important to avoid confusion when guests ask questions about the 1% Tourism Promotion Assessment or TPA.

- The TPA is a 1% fee added to the cost of the guest room or restaurant bill. (It costs a penny for each dollar spent on their room or food). The funds are used by the Whitefish Convention & Visitors Bureau to support visitor information facilities and services and promote Whitefish as a unique visitor destination.
- Payment of the TPA by guests is voluntary, so if they question what it is and do not want to pay it, you can remove the 1% fee from the bill.
- The TPA fee is NOT levied on alcohol.
- The WCVB was created by the Whitefish City Council as a non profit entity with a volunteer board and paid director.
- A strong public relations program brings quality travel writers and journalists to highlight the many amenities Whitefish provides.
- The www.explorewhitefish.com website and travel planner provide in-depth information about the members, town, events and activities.
- Funds are used to help fund marketing efforts in order to allow Whitefish to be competitive in the tourism business during the shoulder and winter seasons and provide economic development for our small businesses.
- Some communities in Montana have implemented Business Improvement Districts, which place a **mandatory tax** on lodging for the same purpose.
- The WCVB decided to make the 1% voluntary, giving local businesses the choice of participating in the assessment.
- There are currently over 130 business members who participate in the WCVB, either by assessing the 1% or paying a flat retail membership fee.
- The benefits to the guest are numerous, but the most noticeable will be improved visitor information facilities and new and/or improved small businesses that will enhance guests' experiences while visiting Whitefish.