

SNÖFLINGA

Montana's Winter Festival

SNÖFLINGA is supported by the Butte Community Fitness Foundation. The mission of the Butte Community Fitness Foundation (BCFF) is to promote accessible and affordable opportunities for everyday exercise and movement for all Butte Citizens, regardless of age and economic status.



5,000+

EVENT SPECTATORS



200

RACE EVENT PARTICIPANTS



20+

EVENTS AND ACTIVITIES



9

EVENT VENUES



5,100

WEBSITE VISITS
(DEC 1-JAN 22)

+20%



2,100

FACEBOOK FOLLOWERS



1,000

INSTAGRAM FOLLOWERS

10%

VISITORS

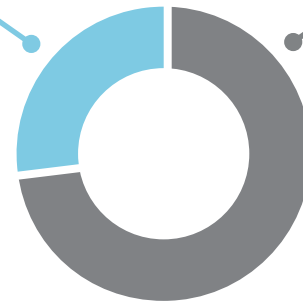


90%

FROM BUTTE

26.7%

FIRST TIME ATTENDING



73.3%

RETURNING ATTENDEES



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Sources: Online surveys, in person crowd count, and Google Analytics for the 2023 event

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