

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



27

EVENTS AND ACTIVITIES



9

EVENT VENUES



4,900

WEBSITE VISITS
(DEC 1-JAN 21)



2,300

FACEBOOK FOLLOWERS



1,011

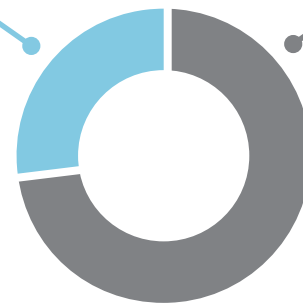
INSTAGRAM FOLLOWERS

9.4%
VISITORS



90.6%
FROM BUTTE

25%
FIRST TIME ATTENDING



75%
RETURNING ATTENDEES



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Sources: Online surveys, in person crowd count, and Google Analytics for the 2024 event

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