

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.



8,500+

IN-PERSON
AUDIENCE



2,800+

KIDS DAY
PARTICIPANTS



26

EVENTS



11

EVENT
VENUES



33,057

SOCIAL MEDIA REACH FOR
INSTAGRAM + FACEBOOK
(DEC 1, 2024 - FEB 2, 2025)

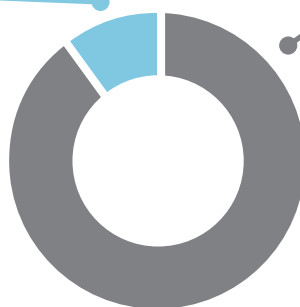


4,200

WEBSITE VISITS
(DEC 1, 2024 - FEB 2, 2025)

22.2%

VISITORS

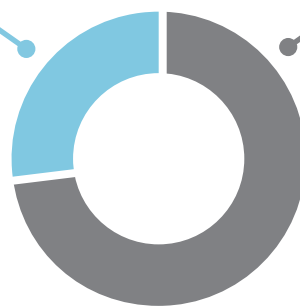


77.8%

FROM BUTTE

27.8%

FIRST TIME
ATTENDING



72.2%

RETURNING
ATTENDEES