Outlook 2007 – Travel and Recreation in Montana

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College of Forestry and Conservation
The University of Montana
Gripping About Gas Prices?

Montana Regular Gasoline Retail Prices
1984-2006

*September YTD
Source: Energy Information Administration
## Nonresident Expenditures

<table>
<thead>
<tr>
<th>Expenditure Category</th>
<th>Average Daily per Group&lt;sup&gt;1*&lt;/sup&gt; (group size= 2.45)</th>
<th>Allocation by Category</th>
<th>Total Expenditures&lt;sup&gt;**&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gasoline, Oil</td>
<td>$39.91</td>
<td>28%</td>
<td>$773,300,000</td>
</tr>
<tr>
<td>Restaurant, Bar</td>
<td>$30.66</td>
<td>21%</td>
<td>$586,400,000</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$22.80</td>
<td>16%</td>
<td>$433,700,000</td>
</tr>
<tr>
<td>Hotel, B&amp;B, etc.</td>
<td>$13.61</td>
<td>9%</td>
<td>$257,800,000</td>
</tr>
<tr>
<td>Groceries, Snacks</td>
<td>$12.07</td>
<td>8%</td>
<td>$232,900,000</td>
</tr>
<tr>
<td>Auto Rental and Repairs</td>
<td>$6.94</td>
<td>5%</td>
<td>$129,400,000</td>
</tr>
<tr>
<td>Outfitter, Guide</td>
<td>$6.21</td>
<td>4%</td>
<td>$118,700,000</td>
</tr>
<tr>
<td>Transportation Fares</td>
<td>$3.16</td>
<td>2%</td>
<td>$55,200,000</td>
</tr>
<tr>
<td>Licenses, Entrance fees</td>
<td>$2.80</td>
<td>2%</td>
<td>$56,300,000</td>
</tr>
<tr>
<td>Misc. Services</td>
<td>$2.22</td>
<td>1%</td>
<td>$39,700,000</td>
</tr>
<tr>
<td>Campground, RV Park</td>
<td>$2.05</td>
<td>2%</td>
<td>$44,900,000</td>
</tr>
<tr>
<td>Gambling</td>
<td>$1.52</td>
<td>1%</td>
<td>$27,400,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$143.95</strong></td>
<td><strong>100%</strong></td>
<td><strong>$2,755,700,000</strong></td>
</tr>
</tbody>
</table>
Nonresident Expenditures

- Vacationers spend $183.37/day
- Visitors on Business spend $145.24/day
- VFR visitors spend $139.83/day
- Visitors Passing thru spend $96.26/day

34% of nonresidents are primarily in MT for vacation but this number has decreased 7% in the past four years.
Expenditure by Travel Region

- **Glacier Country**: $768 m (28%)
- **Gold West Country**: $352 m (13%)
- **Russell Country**: $217 m (8%)
- **Yellowstone Country**: $843 m (31%)
- **Missouri River Country**: $33 m (1%)
- **Custer Country**: $543 m (20%)
Tourism Impacts to Montana

2005:

- $2.7 billion direct expenditures
- 34,500 direct jobs
- Nearly 46,000 combined jobs
- $143 million in direct state & local taxes
- $202 million in combined tax impact
Montana Nonresident Visitor Trends

*Preliminary

* +2%
Glacier and Yellowstone National Park Recreation Visitor Trends

Yellowstone +1%

Glacier +2%
Montana Ski Area Visits: 10 Year Trend

Institute for Tourism and Recreation Research
Percent Change in Rooms Sold

(November Year to Date)

-6.0%
-4.0%
-2.0%
0.0%
2.0%
4.0%
6.0%

MT: 5% Increase

Montana Mountain Region
1997-2006 Montana Air Traffic

Total Deboardings

1997 1998 1999 2000 2001 2002 2003 2004 2005 2006*

-3%
2006 Percent Change in Airport Deboarding by City

- Missoula: 1.6%
- Billings: 0.0%
- Bozeman: -4.7%
- Helena: -5.2%
- G. Falls: -6.1%
- Kalispell: -7.5%
- Butte: -12.0%
- W. Yellowstone: -15.7%
2007 Outlook

- 2% projected increase in U.S. Domestic Travel
- 2% projected increase in nonresident travel to Montana

Continued growth...more baby boomers each year have no kids at home hence more money and time to travel. This trend will probably continue for at least 20 years!
Thank you!

www.itrr.umt.edu

Photo by Lee Rademaker
### Top 5 Expenditure Breakdown by Travel Region

<table>
<thead>
<tr>
<th></th>
<th>Yellowstone</th>
<th>Glacier</th>
<th>Custer</th>
<th>Gold West</th>
<th>Russell</th>
<th>Missouri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gas</td>
<td>25%</td>
<td>25%</td>
<td>28%</td>
<td>41%</td>
<td>28%</td>
<td>44%</td>
</tr>
<tr>
<td>Restaurant</td>
<td>23%</td>
<td>21%</td>
<td>21%</td>
<td>19%</td>
<td>22%</td>
<td>20%</td>
</tr>
<tr>
<td>Retail</td>
<td>14%</td>
<td>19%</td>
<td>18%</td>
<td>8%</td>
<td>19%</td>
<td>22%</td>
</tr>
<tr>
<td>Grocery</td>
<td>9%</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Hotel</td>
<td>11%</td>
<td>9%</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Total $</strong></td>
<td><strong>$843m</strong></td>
<td><strong>$768m</strong></td>
<td><strong>$543m</strong></td>
<td><strong>$352m</strong></td>
<td><strong>$217m</strong></td>
<td><strong>$33m</strong></td>
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