Travel & Recreation Outlook 2010: The year of Conscious Consumption

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Montana Travel Industry Quotes

• “They seem to be looking for less expensive ways to enjoy themselves.”
• “They shop around more. Don't plan as far ahead for a vacation. Many last minute bookings.”
• “Retail store sales are down, and people didn't sign up for as many activities.”
• “More camping, visiting national parks, shorter stays.”
• “There is a fear factor out there that makes people want to hold off a vacation until our nation/world economy is more stable. Somehow we need to portray the message that life is about living and creating memories despite what Wall Street says!”
# U.S. Travel Segment Trends

<table>
<thead>
<tr>
<th>Segment</th>
<th>‘09 Expected</th>
<th>‘09 Expected</th>
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<tbody>
<tr>
<td>Lodging</td>
<td>-6.2%</td>
<td>National Parks</td>
</tr>
<tr>
<td>Domestic Air</td>
<td>-2%</td>
<td>Restaurant Industry</td>
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<tr>
<td>Attractions</td>
<td>-4 to -6%</td>
<td>Private Campground</td>
</tr>
<tr>
<td>RV sales</td>
<td>-54%</td>
<td>Snowmobile Reg.</td>
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<td>Boat sales</td>
<td>-30 to -35%</td>
<td></td>
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<tr>
<td>Alpine Skiing</td>
<td>-5%</td>
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Montana Nonresident Visitor Trends
1999-2009 (p)
Conscious Consumption!

**U.S. 2009**
- Discretionary consumer spending down 30%.
- Domestic leisure travel spending: -10.3%.
- Domestic business travel spending: -13.6%.
- International travel spending: –16%.

**Montana Tourism Businesses:**
- 55% said retail down.
- 47% said dining out down.
- 60% said visitors looking for less expensive activities.
- 39% saw more staycations.
- 33% saw length of stay decreased.
- 53% observed more last minute bookings.
Airport Deboardings Change by City

- Billings: -8%
- Bozeman: -3%
- Butte: -21%
- Great Falls: +3%
- Helena: +6%
- Kalispell (Glacier): -15%
- Missoula: -3%

Source: Montana Aeronautics Division
Montana Ski Area Visits
1995-2008

-5.9%
Percent of MT Tourism Business Owners Expecting an Increase in Upcoming Year

Optimism Scale

- 2002: 56%
- 2003: 70%
- 2004: 79%
- 2005: 67%
- 2006: 63%
- 2007: 64%
- 2008: 55%
- 2009: 32%
- 2010: 47%
2010 Travel Projections

• U.S. Leisure person-trips +1.9%
• U.S. Business person-trips +2.5%
• U.S. International Inbound +2.8%
  - overseas +1.2%
• MT nonresident visitation +2.0%

*Source: US Travel Association and ITRR
Thank you!

Visit our web site at itrr.umt.edu for all reports and data.