



**Travel &  
Recreation:  
Jobs, Lifestyle, &  
Growth**

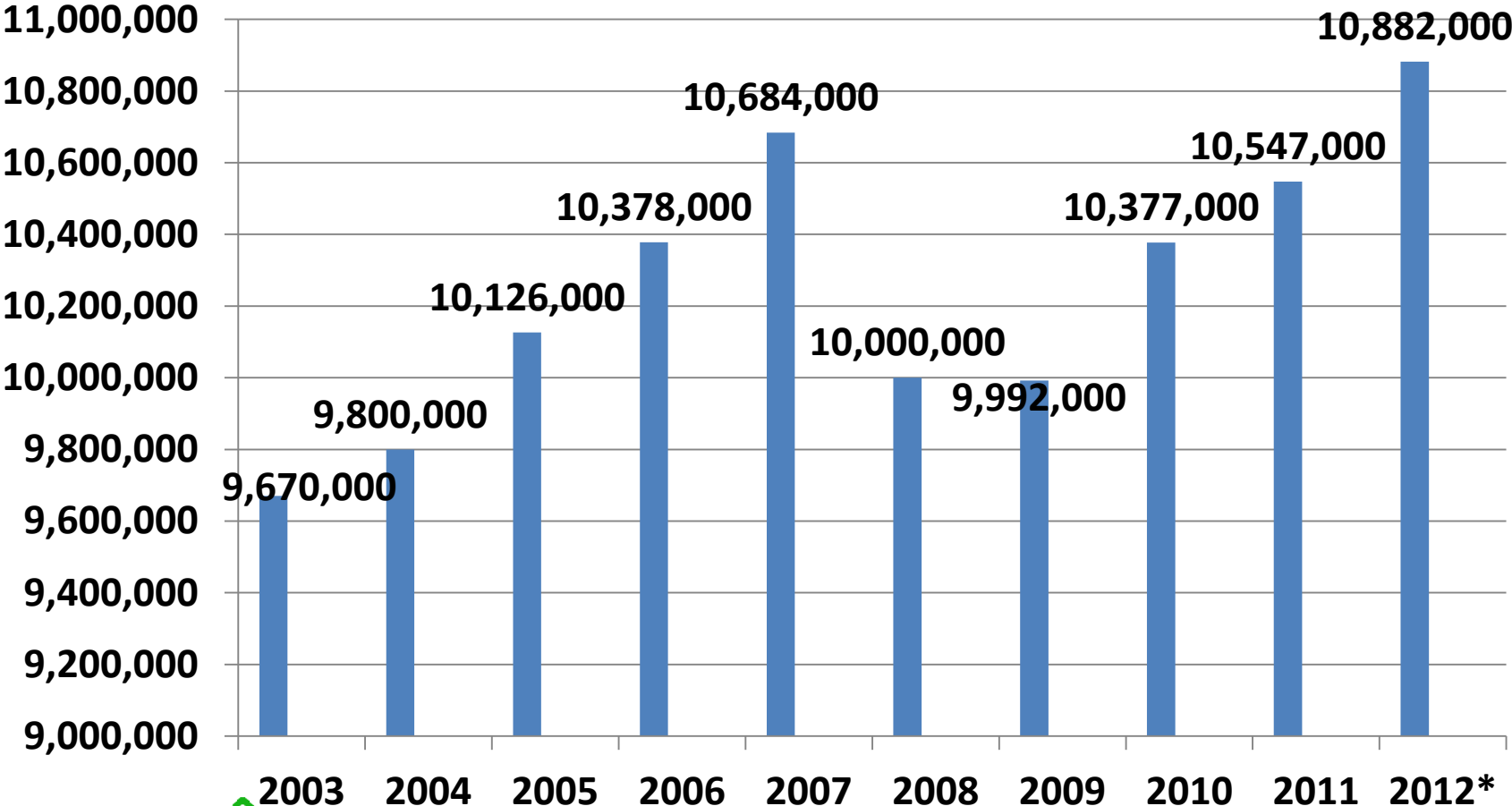
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# Nonresident Visitors to MT



\*preliminary



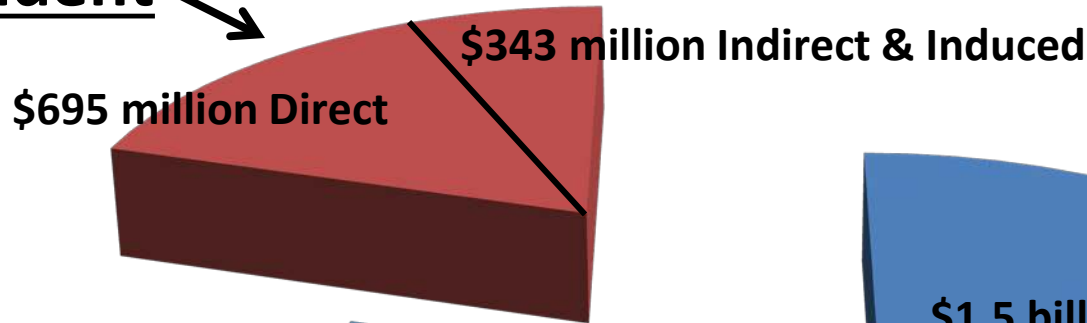
# Yearly Resident Travel

- 15.4 million person- trips (> 50 miles from home)
- Residents spent \$833 million on pleasure trips
- \$1.03 billion in combined economic activity
- \$85/day trip; \$208/overnight trip

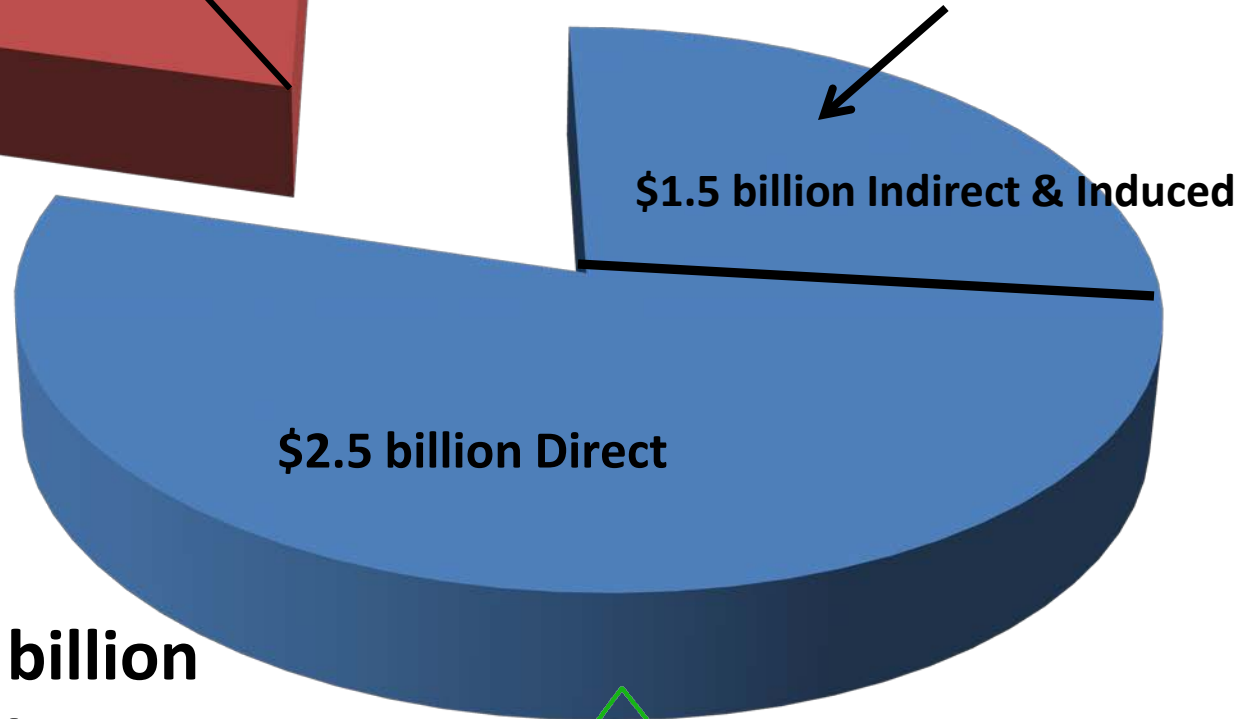


# 2012 *Preliminary* Economic Contribution of Travel: Nonresident & Resident

Resident



Nonresident



**Combined: \$5.1 billion  
Economic Contribution  
to Montana in 2012**



# People choose to live/work in Montana because...

Looking for a town with no traffic report, clean air, simple life, and kind people....

It wasn't the job at first but the lifestyle. As I grew with the business and eventually became a partner, the job came more into play, but then so did the lifestyle.

A summer job in Yellowstone brought me here, then I fell in love with Montana. I transferred to a Montana college and tourism marketing became my career.

The vast open space, quality of air and water.

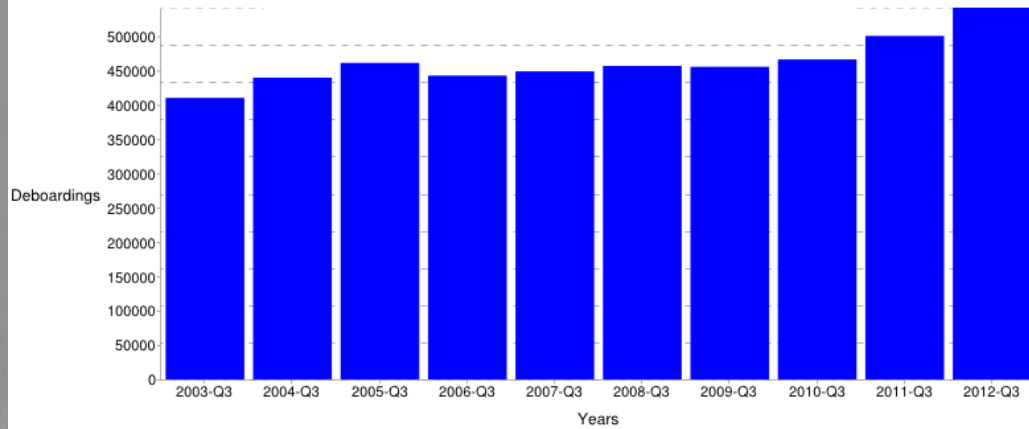
My wife and I thought it was a good combination of our favorite places in the world, there was plenty of business opportunity and a great place to raise a family.

I love to fly fish!

# Travel Trends

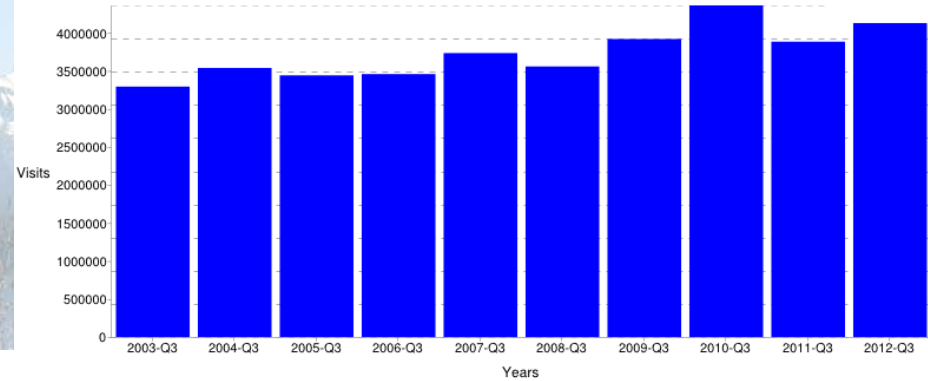
## Airport Deboardings 3<sup>rd</sup> Q

+8%



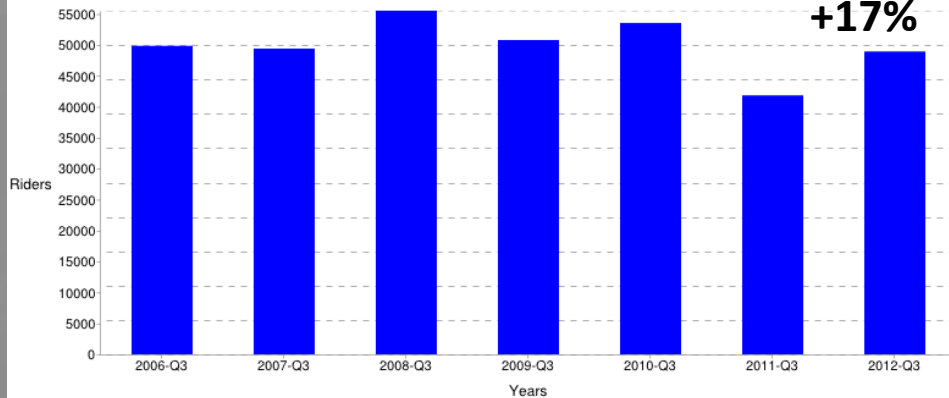
## Nat'l Park System 3<sup>rd</sup> Q

+6%



## Amtrak Deboardings 3<sup>rd</sup> Q

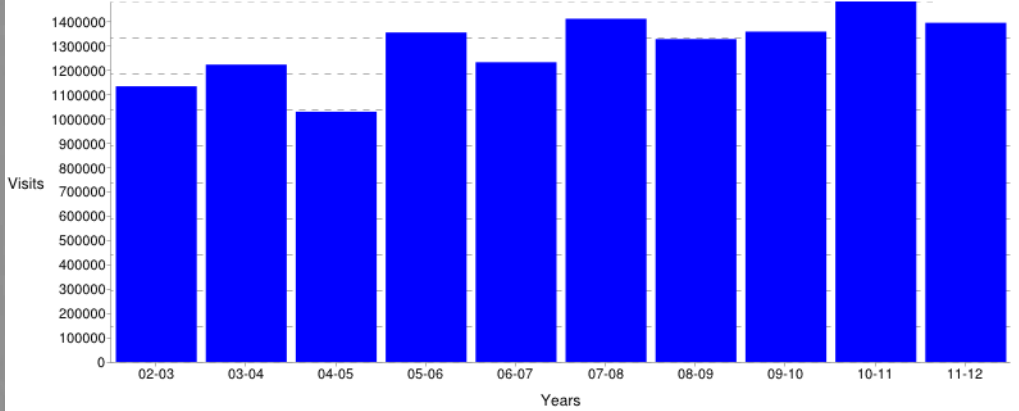
+17%



# Travel Trends

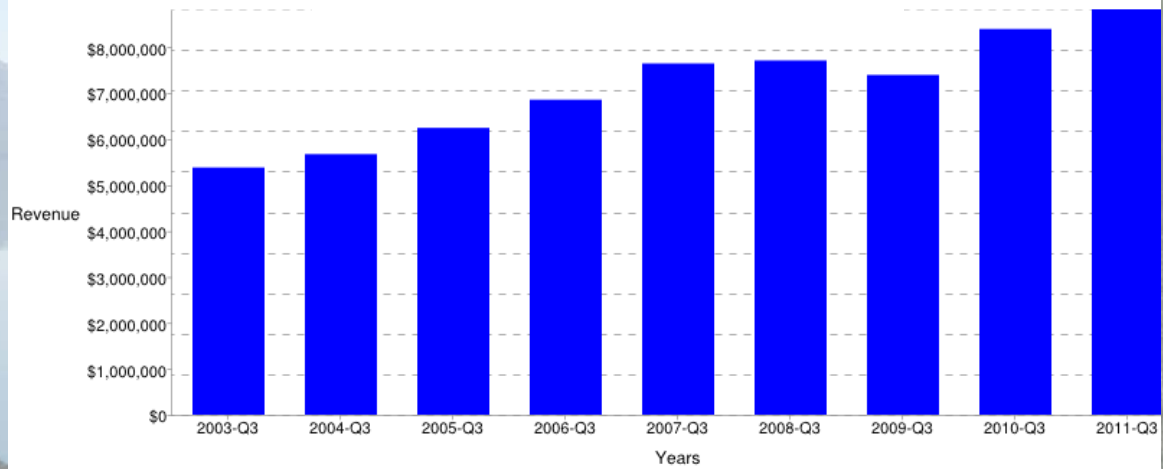
## Skier Visits

-6%

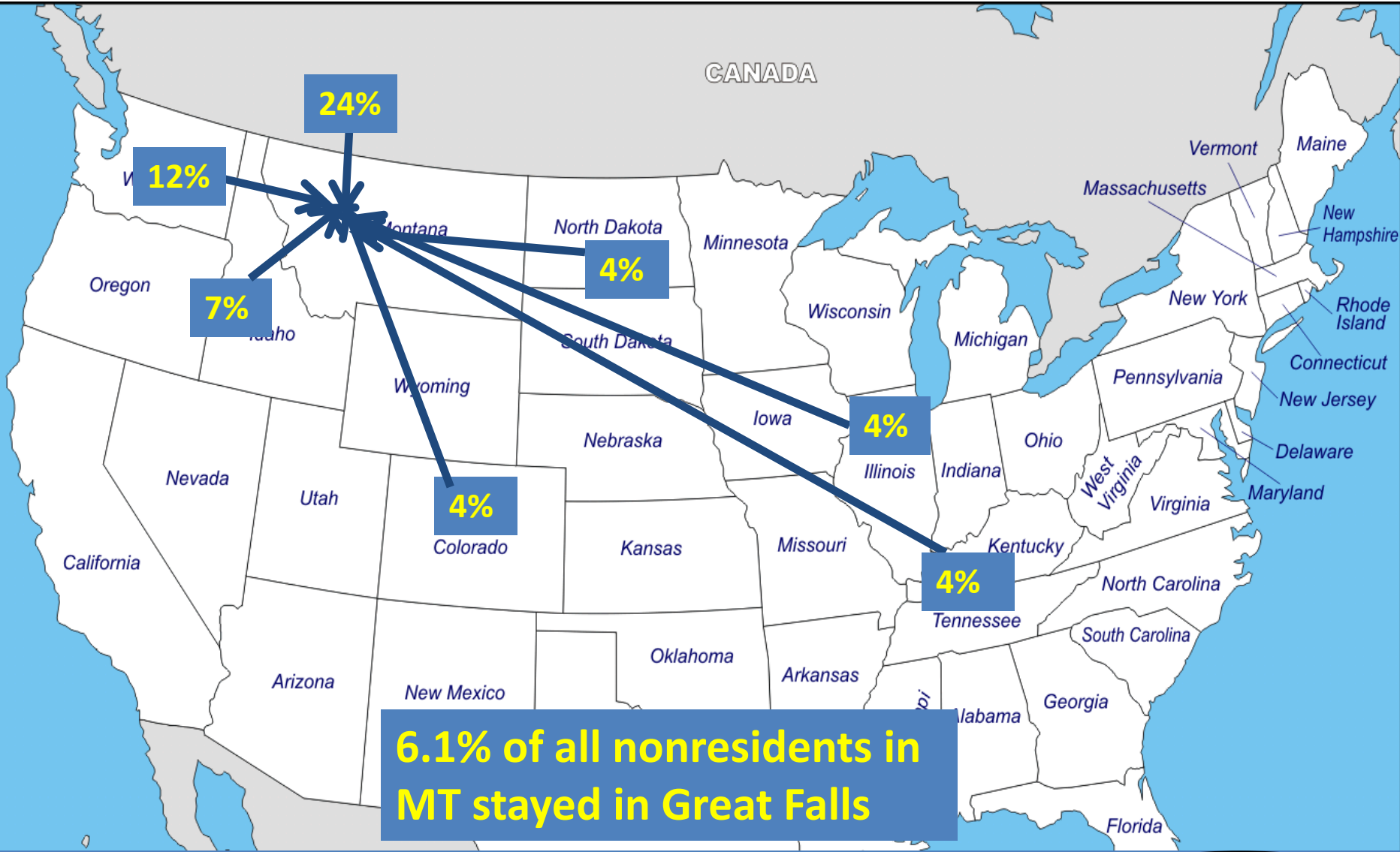


+5%

## Bed Tax Collections 3<sup>rd</sup> Q



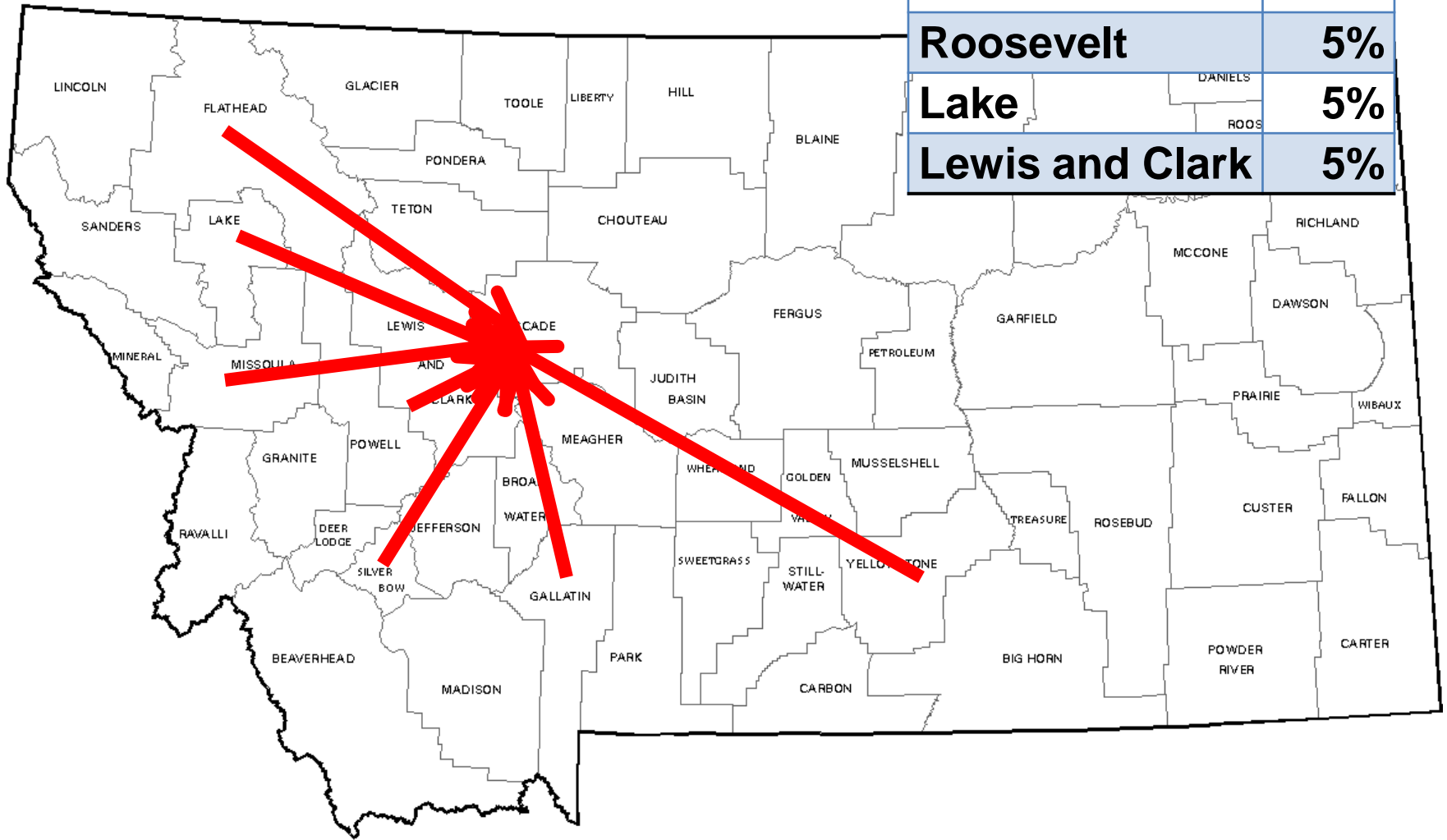




**59% of nonresidents who spent a night in Great Falls came from these 6 states and Alberta (2012, Q1-3).**

# Where residents are from who stay overnight in **Great Falls**

<b>Yellowstone</b>	<b>12%</b>
<b>Missoula</b>	<b>10%</b>
<b>Flathead</b>	<b>9%</b>
<b>Gallatin</b>	<b>8%</b>
<b>Silver Bow</b>	<b>7%</b>
<b>Roosevelt</b>	<b>5%</b>
<b>Lake</b>	<b>5%</b>
<b>Lewis and Clark</b>	<b>5%</b>



# 2013 Outlook

- Consumer confidence improving
- US Travel spending at record level (\$847 billion in 2012 vs \$545 billion in 2002).
- Overseas travel to US setting new records (29.2 million in 2012; 19.1 million in 2001)
- Hotel room demand is at an all time high (+3%)
- Restaurant industry on the incline (+3.5%)
- Gas prices on the way down (for now)
- 2% increase in nonresident travelers to MT
- 4% increase in traveler spending in MT



**THANK  
YOU!**



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