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

Combined: $5.1 billion Economic Contribution to Montana in 2012
Nonresident travel supports 42,860 jobs
Resident travel supports 11,830 jobs

- Student
- Rancher
- Second hand store
- FWP
- Art gallery
- Auto repair
- Construction & meat processing
- U pick farm
- Built2nd homes
- Business owner
- Teacher
- Campground
- Wrecker
- Play in a band
- Fairs
- Realtor
- Catering
- Insurance agent
- Nonresident travel supports 42,860 jobs
- Resident travel supports 11,830 jobs
- 54,690 jobs
**People choose to live/work in Montana because...**

<table>
<thead>
<tr>
<th>Looking for a town with no traffic report, clean air, simple life, and kind people....</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>The vast open space, quality of air and water.</td>
</tr>
<tr>
<td>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.</td>
</tr>
<tr>
<td>I love to fly fish!</td>
</tr>
</tbody>
</table>
Travel Trends

**Airport Deboardings 3rd Q**
+8%

**Amtrak Deboardings 3rd Q**
+17%

**Nat’l Park System 3rd Q**
+6%
Skier Visits -6%

Travel Trends

Bed Tax Collections 3rd Q +5%
64% of nonresidents who spent a night in Missoula came from these 9 states and BC (2012, Q1-3).
Where residents are from who stay overnight in Missoula:

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellowstone</td>
<td>19%</td>
</tr>
<tr>
<td>Flathead</td>
<td>19%</td>
</tr>
<tr>
<td>Cascade</td>
<td>12%</td>
</tr>
<tr>
<td>Gallatin</td>
<td>8%</td>
</tr>
<tr>
<td>Lewis and Clark</td>
<td>5%</td>
</tr>
</tbody>
</table>
2013 Outlook

• Consumer confidence improving
• US Travel spending at record level ($8,467 billion in 2012 vs $5.45 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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