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
- $695 million Direct
- $343 million Indirect & Induced

Nonresident
- $1.5 billion Indirect & Induced

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

- rancher
- second hand store
- FWP
- Auto repair
- U pick farm
- Built2nd homes
- student
- Art gallery
- teacher
- Ski patrol
- Yoga instructor
- cafeteria
- campgrounds
- Wrecker
- RV repair
- health care
- car dealer
- Massage Therapist
- maintenance job
- University Administrator
- Fisheries Biologist
- Forest Service
- cherry orchard stand
- Historic Preservation Board
- police officer
- parks department
- Farmer self employed
- insurance agent
- Catering
- Play in a band
- fairs
- Nurse
- Snowmobile trail grooming
- Publisher
- Casino, Subway, Pizza delivery
- Service Tech for Coca Cola
- Housekeeping
- Wait Staff
- Wildlife Conservation
- Nonresident travel supports 42,860 jobs
- Resident travel supports 11,830 jobs
- 54,690 jobs
### 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 3rd Q
- 2003-Q3: 400,000
- 2004-Q3: 450,000
- 2005-Q3: 500,000
- 2006-Q3: 550,000
- 2007-Q3: 600,000
- 2008-Q3: 650,000
- 2009-Q3: 700,000
- 2010-Q3: 750,000
- 2011-Q3: 800,000
- 2012-Q3: 850,000
+8%

Amtrak Deboardings 3rd Q
- 2006-Q3: 50,000
- 2007-Q3: 55,000
- 2008-Q3: 60,000
- 2009-Q3: 65,000
- 2010-Q3: 70,000
- 2011-Q3: 75,000
- 2012-Q3: 80,000
+17%

Nat’l Park System 3rd Q
- 2003-Q3: 400,000
- 2004-Q3: 450,000
- 2005-Q3: 500,000
- 2006-Q3: 550,000
- 2007-Q3: 600,000
- 2008-Q3: 650,000
- 2009-Q3: 700,000
- 2010-Q3: 750,000
- 2011-Q3: 800,000
- 2012-Q3: 850,000
+6%
Skier Visits: -6%

Travel Trends

Bed Tax Collections 3rd Q: +5%
61% of nonresidents who spent a night in Missouri River Country came from these 7 states (2012, Q1-3).

3.4% of all nonresidents in MT stayed in Missouri River Country.
2013 Outlook

- Consumer confidence improving
- US Travel spending at record level ($846.7 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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