Visitors like it here!

Top Nonresident Vacationer Activities 2012

- Scenic driving: 72%
- Wildlife watching: 49%
- Nature photography: 48%
- Day hiking: 44%
- Recreational shopping: 32%
- Car/RV camping: 30%
Nonresidents - By the Numbers in 2013

- 11 million nonresident visitors (+2%)
- $3.5 billion in direct spending
- Spending up in the first 3 quarters
  - Q1 +4% ($151/day)
  - Q2 +5% ($142/day)
  - Q3 +20% ($162/day)
Residents like it here!

MT resident use of facilities and recreation areas in the state

- Walking/jogging/biking paths: 77%
- Hiking trails: 72%
- Picnic areas: 62%
- Heritage/historic areas/sites: 60%
- Campgrounds w/out hookups: 59%
- Natural or wild areas: 58%
- Scenic byways: 57%
- Wildlife viewing areas: 55%
Montanan’s GOT LOST in MT

2013 by the numbers

✓ $210 million on outdoor rec. trips
✓ 4.2 million person trips
✓ 88% over 18 did outdoor recreation
✓ 95% say outdoor recreation is important to their quality of life
The Gov’t. Shutdown Effect in MT October 2012 vs October 2013

National Park visitation down 64%

Airport deboardings down 6%

Amtrak ridership down 7%

Rooms sold down 5%
Airport Deboardings Change by City: 2012-13*

- Billings: 50,000, -11%
- Bozeman: 50,000, +2%
- Butte: 150,000, -2%
- Great Falls: 150,000, +32%
- Helena: 150,000, +1%
- Kalispell (Glacier): 150,000 +4%
- Missoula: 150,000, -1%
- West Yellowstone: 150,000, +8%

Percent Change in Rooms Sold*

- MT: 10.0%
- Mountain: 0.5%

National Park Recreation Visits 2000-2013*

- Yellowstone: down 7.2%
- Glacier: up 1.3%
# 2011-2012 Nonresident Traveler Expenditures & Economic Contribution in Flathead County (in 2012 $s)

## 2011-2012 (2-year avg.) Nonresident Traveler Expenditures in Flathead County

![Map of Montana highlighting Flathead County](image)

## Table 1 - Total Nonresident Spending in Flathead County

<table>
<thead>
<tr>
<th>Category</th>
<th>Spending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail sales</td>
<td>$70,540,000</td>
</tr>
<tr>
<td>Rental cabin, Condo</td>
<td>$8,190,000</td>
</tr>
<tr>
<td>Restaurant, Bar</td>
<td>$62,730,000</td>
</tr>
<tr>
<td>Lic., Entrance Fees</td>
<td>$8,110,000</td>
</tr>
<tr>
<td>Gasoline</td>
<td>$54,060,000</td>
</tr>
<tr>
<td>Campgrnd, RV Park</td>
<td>$3,060,000</td>
</tr>
<tr>
<td>Hotel, Motel</td>
<td>$29,590,000</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>$1,450,000</td>
</tr>
<tr>
<td>Groceries, Snacks</td>
<td>$23,350,000</td>
</tr>
<tr>
<td>Vehicle Repairs</td>
<td>$740,000</td>
</tr>
<tr>
<td>Outfitter, Guide</td>
<td>$19,520,000</td>
</tr>
<tr>
<td>Misc. Services</td>
<td>$730,000</td>
</tr>
<tr>
<td>Gambling</td>
<td>$100,000</td>
</tr>
<tr>
<td>Transp. Fares</td>
<td>Insufficient Sample Size</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$290,400,000</strong></td>
</tr>
</tbody>
</table>
2014

• 57% MT business owners expect an increase (some as high as 10%)

• Nationally expect a 2% increase in domestic travel and 5% increase in international travel
Questions?
www.itrr.umt.edu

Photo: MT Office of Tourism