

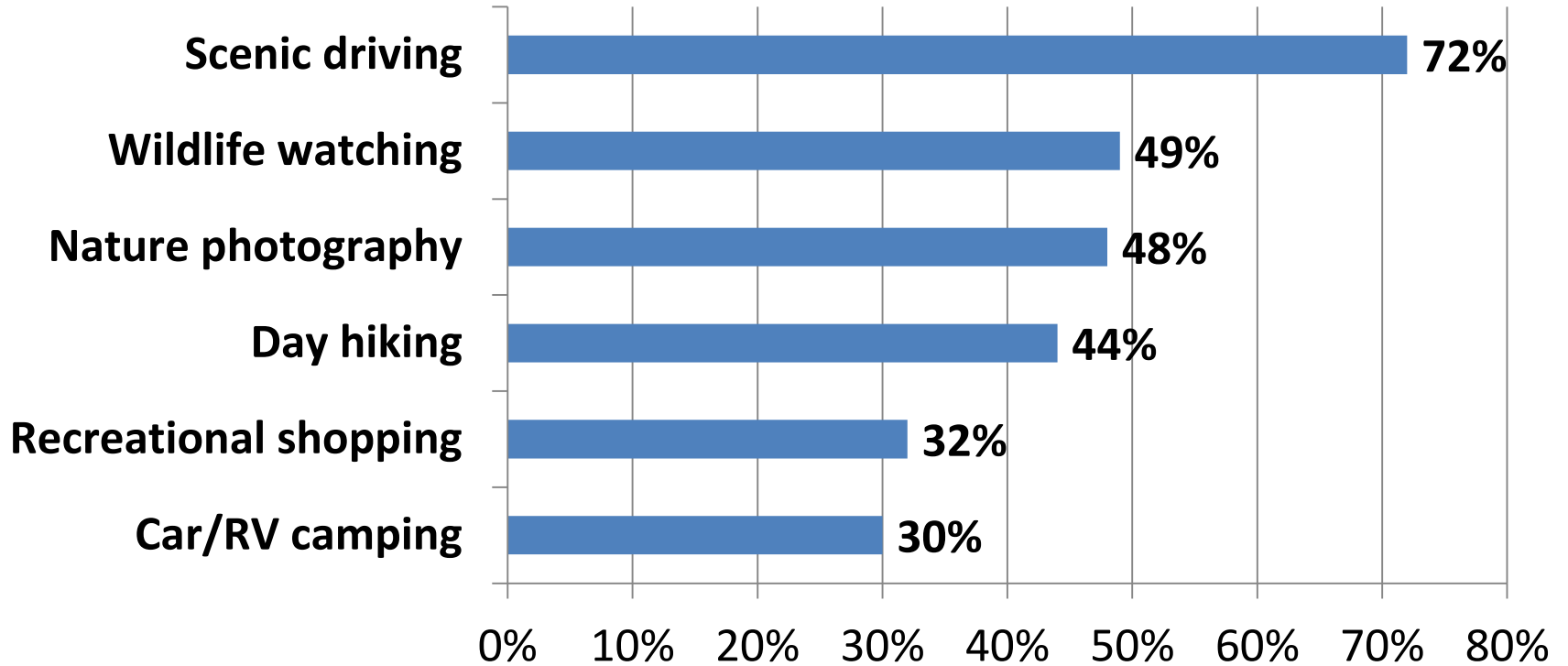
A photograph of two riders on horseback in a vast, open landscape. The rider in the foreground is wearing a dark jacket and a light-colored hat, riding a brown horse. The rider in the background is wearing a yellow jacket and a light-colored hat, riding a darker horse. The landscape is a mix of green grass and rocky terrain, with rolling hills and mountains in the distance under a blue sky.

2014 MT Outlook – Tourism & Recreation

**Norma P. Nickerson, Director
Institute for Tourism and Recreation Research
College of Forestry and Conservation
University of Montana**

Visitors like it here!

Top Nonresident Vacationer Activities 2012



Nonresidents - By the Numbers in 2013

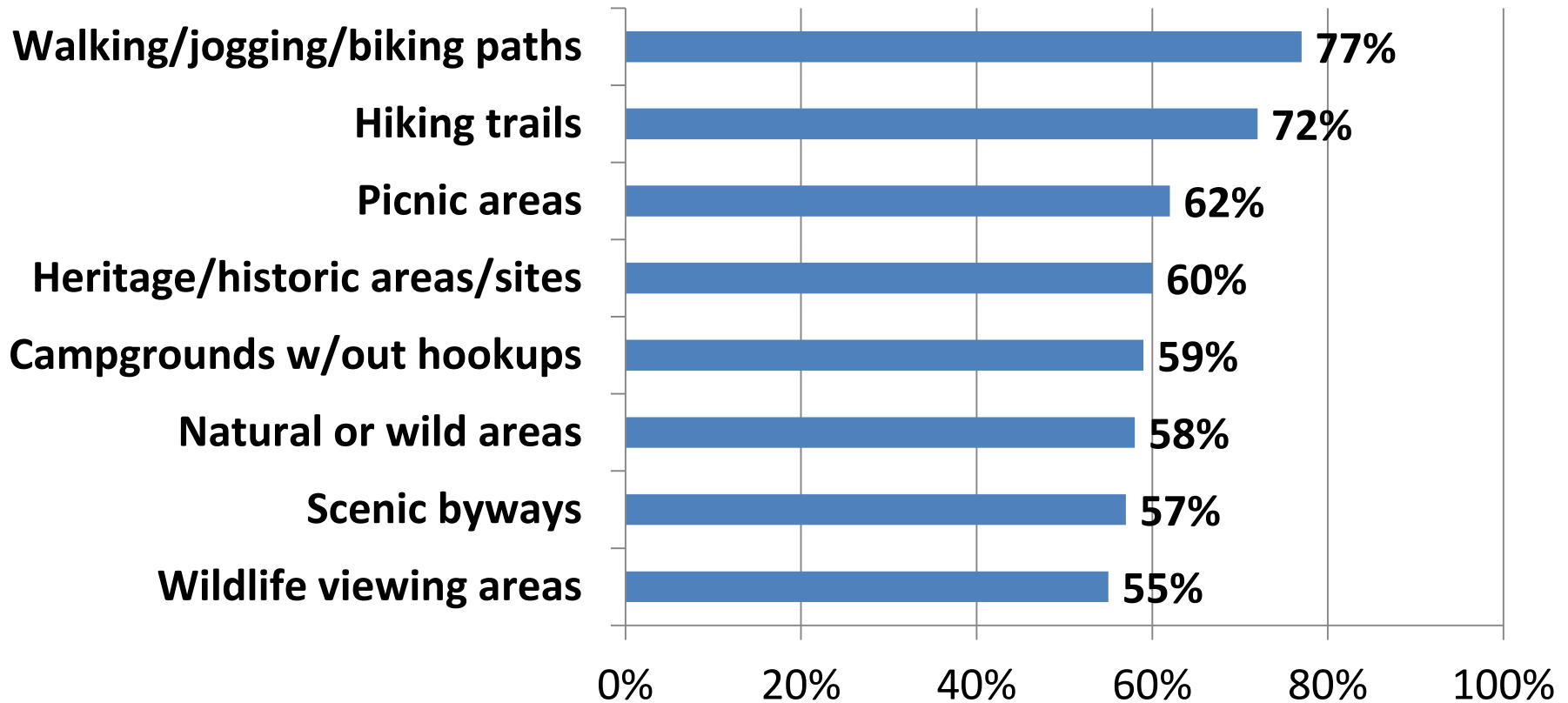
- **11 million nonresident visitors (+2%)**
- **\$3.5 billion in direct spending**
- **Spending up in the first 3 quarters**
 - ✓ Q1 +4% (\$151/day)
 - ✓ Q2 +5% (\$142/day)
 - ✓ Q3 +20% (\$162/day)

INSTITUTE FOR
TOURISM & RECREATION RESEARCH

UNIVERSITY OF MONTANA

Residents like it here!

MT resident use of facilities and recreation areas in the state



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%

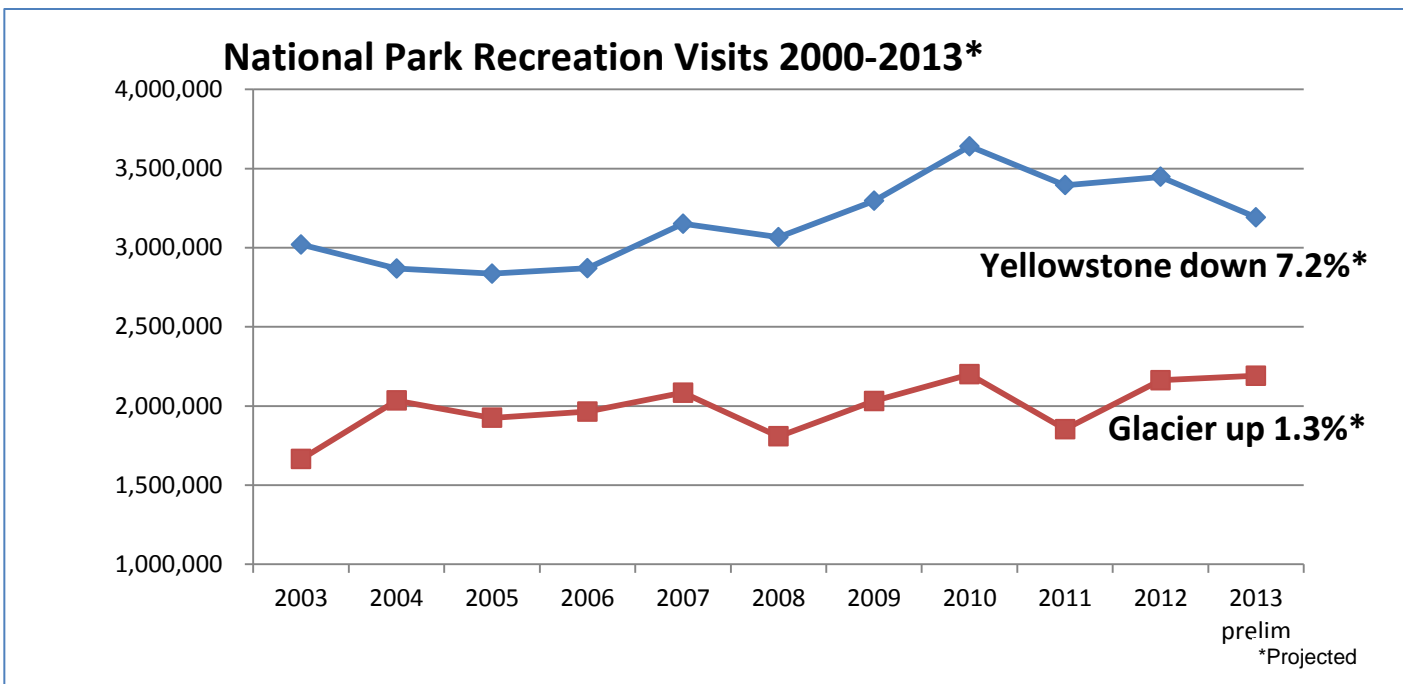
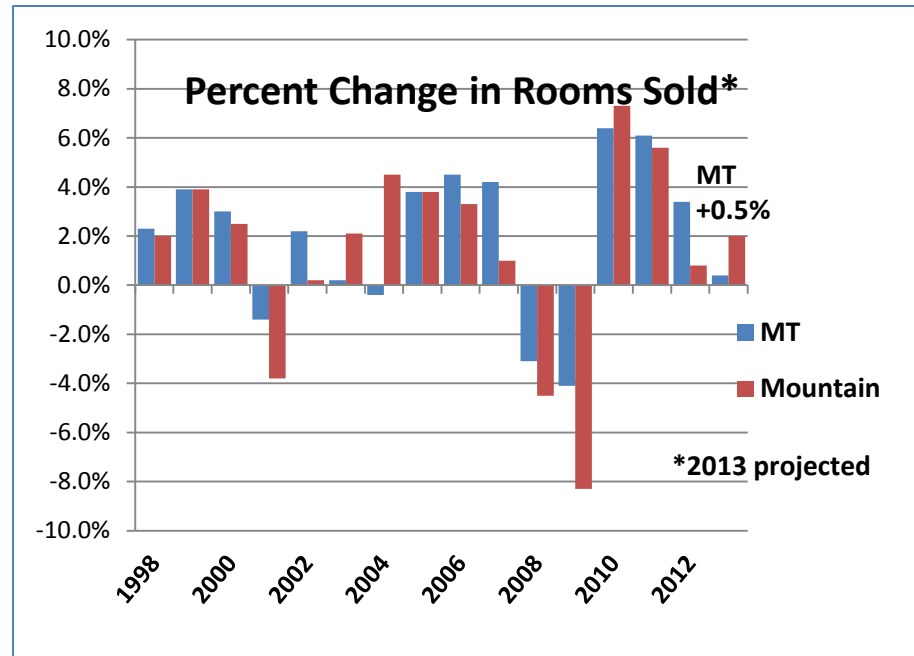
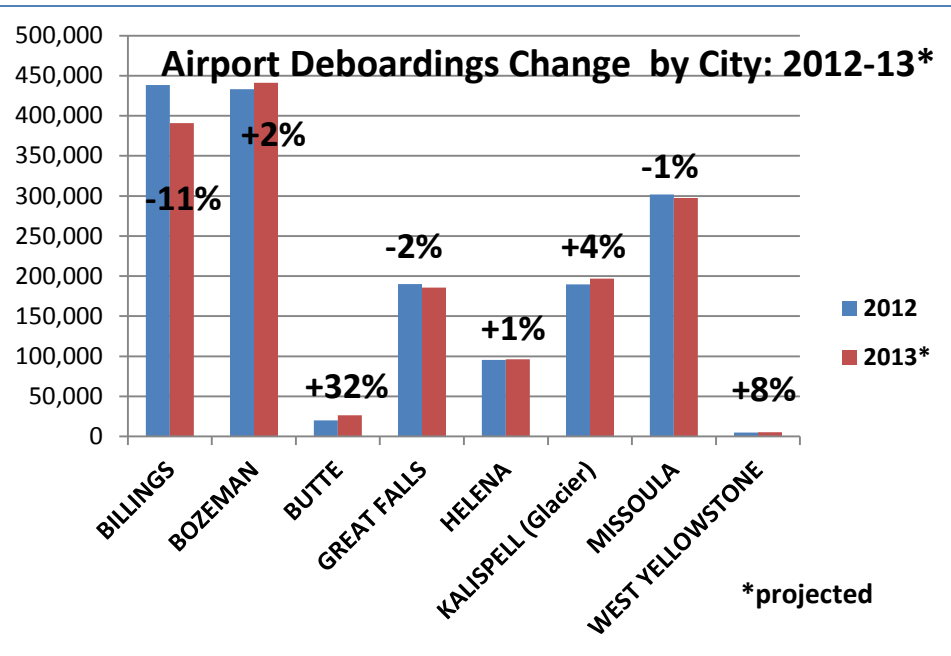


Amtrak ridership down 7%



Rooms sold down 5%





2011-2012 Nonresident Traveler Expenditures & Economic Contribution in Missoula County (in 2012 \$s)

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



2011-2012 Nonresident Expenditure Percentages in Missoula County

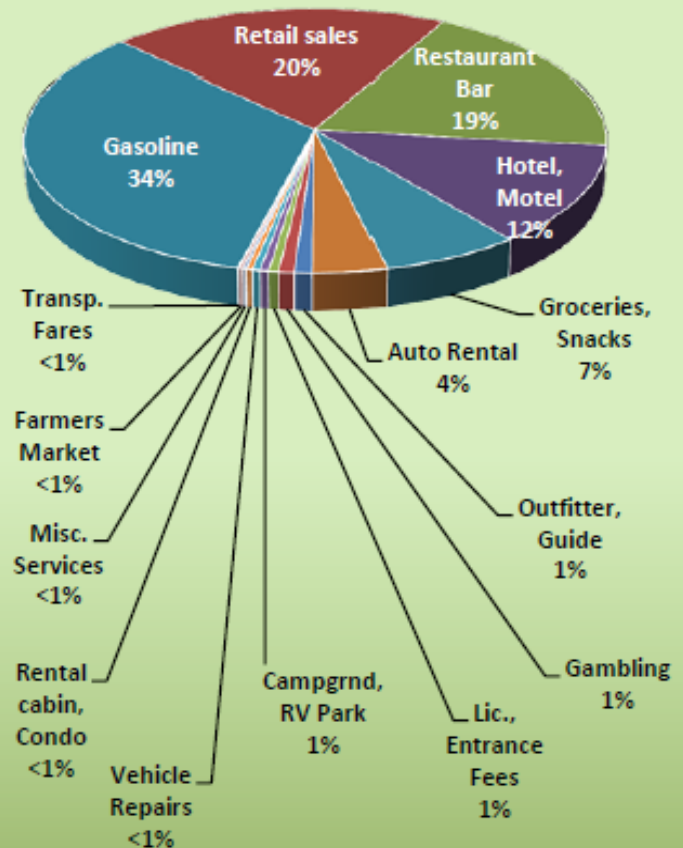


Table 1 - Total Nonresident Spending in Missoula County*⁰

Gasoline	\$86,780,000	Gambling	\$2,050,000
Retail sales	\$52,840,000	Lic., Entrance Fees	\$1,320,000
Restaurant, Bar	\$49,400,000	Campgrnd, RV Park	\$1,120,000
Hotel, Motel	\$32,100,000	Vehicle Repairs	\$1,010,000
Groceries, Snacks	\$18,280,000	Rental cabin, Condo	\$790,000
Auto Rental	\$9,630,000	Misc. Services	\$520,000
Outfitter, Guide	\$2,300,000	Farmers Market	\$490,000
		Transp. Fares	\$160,000
TOTAL	\$258,790,000		

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