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%
Montanans’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: +2%
- Bozeman: -11%
- Butte: -2%
- Great Falls: -1%
- Helena: +8%
- Kalispell (Glacier): +32%
- Missoula: +1%

*projected

Percent Change in Rooms Sold*

- MT: +0.5%
- Mountain: -4%

*2013 projected

National Park Recreation Visits 2000-2013*

Yellowstone down 7.2%*

Glacier up 1.3%*

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

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

Table 1 - Total Nonresident Spending in Missoula County*

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gasoline</td>
<td>$86,780,000</td>
</tr>
<tr>
<td>Retail sales</td>
<td>$52,840,000</td>
</tr>
<tr>
<td>Restaurant, Bar</td>
<td>$49,400,000</td>
</tr>
<tr>
<td>Hotel, Motel</td>
<td>$32,100,000</td>
</tr>
<tr>
<td>Groceries, Snacks</td>
<td>$18,280,000</td>
</tr>
<tr>
<td>Auto Rental</td>
<td>$9,630,000</td>
</tr>
<tr>
<td>Outfitter, Guide</td>
<td>$2,300,000</td>
</tr>
<tr>
<td>Transp. Fares</td>
<td>$160,000</td>
</tr>
<tr>
<td>Gambling</td>
<td>$2,050,000</td>
</tr>
<tr>
<td>Lic., Entrance Fees</td>
<td>$1,320,000</td>
</tr>
<tr>
<td>Campgrnd, RV Park</td>
<td>$1,120,000</td>
</tr>
<tr>
<td>Vehicle Repairs</td>
<td>$1,010,000</td>
</tr>
<tr>
<td>Rental cabin, Condo</td>
<td>$790,000</td>
</tr>
<tr>
<td>Misc. Services</td>
<td>$520,000</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>$490,000</td>
</tr>
<tr>
<td>Gaming</td>
<td>$1%</td>
</tr>
<tr>
<td>Outfitter, Guide</td>
<td>$1%</td>
</tr>
<tr>
<td>Campgrnd, RV Park</td>
<td>$1%</td>
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<tr>
<td>Vehicle Repairs</td>
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<td>$1%</td>
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<tr>
<td>Transp. Fares</td>
<td>$1%</td>
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<tr>
<td>Groceries, Snacks</td>
<td>$7%</td>
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<tr>
<td>OUtfitter, Guide</td>
<td>$7%</td>
</tr>
<tr>
<td>Total</td>
<td>$258,790,000</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