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%
### 2011-2012 Nonresident Traveler Expenditures & Economic Contribution in Yellowstone County (in 2012 $s)

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

**Map of Montana highlighting Yellowstone County.**

#### Table 1 - Total Nonresident Spending in Yellowstone County

<table>
<thead>
<tr>
<th>Category</th>
<th>Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail sales</td>
<td>$129,010,000</td>
</tr>
<tr>
<td>Gasoline</td>
<td>$110,410,000</td>
</tr>
<tr>
<td>Restaurant, Bar</td>
<td>$90,820,000</td>
</tr>
<tr>
<td>Hotel, Motel</td>
<td>$60,870,000</td>
</tr>
<tr>
<td>Groceries, Snacks</td>
<td>$28,070,000</td>
</tr>
<tr>
<td>Auto Rental</td>
<td>$15,730,000</td>
</tr>
<tr>
<td>Vehicle Repairs</td>
<td>$3,050,000</td>
</tr>
<tr>
<td>Misc. Services</td>
<td>$2,080,000</td>
</tr>
<tr>
<td>Campgrnd, RV Park</td>
<td>$1,660,000</td>
</tr>
<tr>
<td>Lic., Entrance Fees</td>
<td>$1,200,000</td>
</tr>
<tr>
<td>Gambling</td>
<td>$810,000</td>
</tr>
<tr>
<td>Farmers Market</td>
<td>$640,000</td>
</tr>
<tr>
<td>Rental cabin, Condo</td>
<td>$370,000</td>
</tr>
<tr>
<td>Outfitter, Guide</td>
<td>$230,000</td>
</tr>
<tr>
<td>Transp. Fares</td>
<td>$150,000</td>
</tr>
</tbody>
</table>

**TOTAL** $445,100,000

#### 2011-2012 Nonresident Expenditure Percentages in Yellowstone County

- **Gasoline** 25%
- **Restaurant, Bar** 20%
- **Retail sales** 29%
- **Hotel, Motel** 14%
- **Groceries, Snacks** 6%
- **Auto Rental** 4%
- **Vehicle Repairs** 1%
- **Misc. Services** 1%
- **Campgrnd, RV Park** 1%
- **Lic., Entrance Fees** <1%
- **Farming, Guide** <1%
- **Gambling** <1%
- **Transp. Fares** <1%
- **Rental cabin, Condo** <1%
- **Farmers Market** <1%
- **Outfitter, Guide** <1%
- **Lic., Entrance Fees** <1%
- **Gambling** <1%
- **Transp. Fares** <1%
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