Aberrations or trends?

2017 Fire & Smoke impact
Wildfire Impact on Visitors

• 7.1% shortened their trip due to fires.
• 6.9% canceled additional trips.
• 8.6% of trips to Montana were cancelled due to the fire/smoke.
Percent of tourism businesses affected by fires and smoke in 2017.

- Glacier Country: 78%
- Missouri River Country: 46%
- Central Montana: 49%
- Southeast Montana: 50%
- Southwest Montana: 52%
- Yellowstone Country: 38%
Wildfire Impact on Residents

• 76% of Montanan’s frequently experienced a decrease in air quality.

• 69% said outdoor recreation activities were affected near home.

• 37% said their MT travels were impaired.
Aberration or trend?

More than 1 Million Monthly Visitors for the First Time

As visitation continues to skyrocket, monthly attendance records fall

BY TRISTAN SCOTT // AUG 7, 2017
Definitely an Aberration

ECLIPSE

August 21, 2017
Aberration or trend?

Public land changes – monuments, park fees...
Aberration or trend?

2016-17 Skier numbers
Whitefish Mt. Resort – best season on record
Big Sky & Bridger – last two seasons best ever
Nonresident Visitor Spending

- **Glacier Country**: $1.01b in Spending, 32%
- **Central Montana**: $339m in Spending, 11%
- **Missouri River Country**: $84m in Spending, 3%
- **Southwest Montana**: $371m in Spending, 12%
- **Southeast Montana**: $425m in Spending, 13%
- **Yellowstone Country**: $1.2b in Spending, 29%
Nonresident Visitor Spending - Outputs

- **Glacier Country**
  - Jobs: 16,010
  - In Output: $1.2b
  - In Taxes: $51.8m

- **Central Montana**
  - Jobs: 4,710
  - In Output: $407.8m
  - In Taxes: $17.4m

- **Missouri River Country**
  - Jobs: 950
  - In Output: $80.2m
  - In Taxes: $4.3m

- **Southwest Montana**
  - Jobs: 4,840
  - In Output: $389.9m
  - In Taxes: $17.6m

- **Southeast Montana**
  - Jobs: 5,250
  - In Output: $551.4m
  - In Taxes: $23.0m

- **Yellowstone Country**
  - Jobs: 15,680
  - In Output: $1.2b
  - In Taxes: $51.1m

MT Travel and Recreation

INSTITUTE FOR TOURISM & RECREATION RESEARCH
UNIVERSITY OF MONTANA
Relationship: Nonresident Visitors to National Park Visits

Visits

'05 '06 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17

Nonresident Visitors

YNP & GNP
National Travel Outlook

2016 2017 2018

-0.2% 1.8% 1.6% 1.1% 1.9%
-2.4% -0.1% -2.0% -1.0% 0.0%
-3.0% -2.0% -1.0% 0.0% 1.0% 2.0% 3.0%

Domestic Leisure
Domestic Business
International
% of Tourism Businesses who Expect an Increase in 2018

- 2002: 56%
- 2003: 70%
- 2004: 79%
- 2005: 67%
- 2006: 63%
- 2007: 64%
- 2008: 55%
- 2009: 32%
- 2010: 47%
- 2011: 55%
- 2012: 48%
- 2013: 64%
- 2014: 57%
- 2015: 57%
- 2016: 57%
- 2017: 47%
Thank you!
Enjoy your travels, wherever they may take you!

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