Travel & Recreation Trends and Outlook

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Hindsight is 20/20
If we had only known!

Tourism & Recreation
Challenges & Opportunities
WORST SUMMER YET FOR SEASONAL STAFFING SHORTAGE

September 22, 2019 at 5:00 am | By BRENT ANNE SERBIN
Daily Inter Lake

Employee Shortage Causes Bozeman Taco John's to Close

Bozeman struggles with service industry workforce shortage ...
Finding quality year-round employees is becoming more difficult

Finding quality seasonal employees is becoming more difficult

Agree  Neither Agree/Disagree  Disagree
Tourism Business solutions

- Pray
- Training
- Hire retirees
- Higher wages
- Hire J-1 workers
- Use contractors
- Provide benefits
- Broader advertising

- Keep business a sustainable size
- Be a good employer – flexible start/end times
Short Term Rentals in Montana

Booked through Airbnb or VRBO

Average Spending by all Nonresident visitors on Rental Homes, Cabins, Condos

INSTITUTE FOR TOURISM & RECREATION RESEARCH UNIVERSITY OF MONTANA

MT Travel and Recreation
Aquatic Invasive Species (AIS)

$76.7 million in revenue for fishing outfitters

The environment, economy, recreation, tourism, and humans are all impacted by the introduction of aquatic invasive species.
Overcrowding vs Lagging Visitation

64% of all non-resident spending is in the regions where Glacier & Yellowstone reside.
Feral Pigs are Coming
MT Travel and Recreation

Chronic Wasting Disease Mgmt. Zones

New as of Dec. 2019
Airline Growth

Billings
Missoula

Kalispell

Bozeman
Nonresident Visitation

12.6 Million in 2019

2% increase over 2018
Business Owners

2019 Increase; 2020 Expectations

- **Glacier Country**
  - 56% were up in 2019
  - 61% expect increases in 2020

- **SW Montana**
  - 51% were up in 2019
  - 67% expect increases in 2020

- **Yellowstone Country**
  - 50% were up in 2019
  - 53% expect increases in 2020

- **Central & Missouri River Regions**
  - 44% were up in 2019
  - 51% expect increases in 2020

- **SE Montana**
  - 55% were up in 2019
  - 78% expect increases in 2020
Thank you! www.itrr.umt.edu

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